

I N S I D E:

THE R&R INTERVIEW: HOT103/NEW YORK'S JOEL SALKOWITZ

As his Urban hybrid station reaches the top in New York (in the latest *Birch* monthly), Hot103 PD Joel Salkowitz talks philosophy, mechanics, and game plan.

Page 34

COURTS RULE ON RECORD, RADIO ISSUES

Al Coury wins a "landmark decision" in the Irene Cara case; MCA and Scorpio both win dismissals; Unidyne wins a direct mail decision.

Page 3, 8, 10

HIBER'S RATINGS RETURN

Former Ratings & Research Editor Jhan Hiber returns with the first of a series of regular guest columns, an overview of today's hottest ratings issues.

Page 36

PRE-NAB: NEW EQUIPMENT PREVIEW

The new equipment on display at NAB is previewed, from cassette decks to 100-CD players.

Page 42

AC HYBRID IN FOUR-STATION SIMULCAST

Asti Broadcasting will simulcast its new AC/CHR/AOR/Jazz format on its four Florida stations via satellite.

Page 8

Z-ROCK SELLS METAL

The SMN heavy metal format Z-Rock shows radio makes a difference, as retail picks up on increased hard rock sales.

Page 55

FAIRNESS DOCTRINE DRIVE LAUNCHED

Legislation to write the Fairness Doctrine into law is introduced by a trio of Senate heavies.

Page 13



METHODOLOGY QUESTIONED

RADAR Shows ABC-I Leads; Mutual Second

Transtar, SMN, Talknet Register Big Gains

Amid a burst of controversy, Mutual has become the second most-listened-to network, according to RADAR 34 results published this week. The results

al withdrew 48 of its 126 measured programs from the second half of the survey, most of that programming occurring between 7pm-midnight and in-

RADAR Top Ten

| RADAR 33 | RADAR 34 | Network | % Change |
|----------|----------|--------------|----------|
| 1 | 1 | ABC Inq | +5.4 |
| 4 | 2 | Mutual | +25.4 |
| 2 | 3 | ABC Ent. | +1.5 |
| 3 | 4 | ABC Contemp. | -8.4 |
| 5 | 5 | CBS | -3.8 |
| 6 | 6 | NBC | +0.4 |
| 7 | 7 | Source | -2.9 |
| 12 | 8 | SMN | +22.9 |
| 8 | 9 | ABC Rock | -8.7 |
| 10 | 10 | ABC FM | -4.4 |

cluded its entire Sunday schedule. Claimed Schiavone, "This also happened to be the lowest-RADAR/See Page 22

raised the ire of a competing network executive and prompted Statistical Research Inc., which publishes the ratings, to announce changes. In response, Westwood One Inc. officials say the figures result from the creation of a new network.

The ABC Information network held onto first place among the 19 measured networks, posting a five percent gain over the previous RADAR 33 survey. But Mutual was the big winner, gaining 25% in average audience and leapfrogging over the ABC Contemporary and Entertainment networks (12+ persons, Monday-Sunday, 6am-midnight).

Figures Don't Compare

However, NBC VP/Radio Research Nicholas Schiavone said it would be unfair to compare Mutual's current numbers to any previous ones, because it was measured differently this time. He pointed out that Mutu-

al withdrew 48 of its 126 measured programs from the second half of the survey, most of that programming occurring between 7pm-midnight and in-

Laurence VP For Noble Programming

Bob Laurence, VP/Programming at Albuquerque-based Drake-Chenault for the past six and a half years, has been named VP/National PD-Operations at Noble Broadcast Group. He will relocate to San Diego.

Noble VP/COO Norm Feuer explained, "I had a person in this capacity at Viacom, and I think it's important to have someone who can deal with many of the areas in which I don't have expertise. He will help me come to a sound decision in areas of programming,

Z100 Promotes Shannon To VP

Heads Programming & Operations

WHTZ (Z100)/New York PD Scott Shannon has been promoted to VP/Programming and Operations, coinciding with the renewal of his contract for a two-year period. Salary details were undisclosed.

"It's nice to be important, but it's more important to be a vice president," joked Shannon. "When Gil called to inform me of the promotion I got a little worried. But after reassuring me it didn't mean a cut in salary I accepted. I thank Malrite for the title but the most important thing Malrite has given me is the freedom to do what I do, and that's to have fun on the radio."

Malrite Exec. VP and Radio Division President Gil Rosenwald noted, "Scott Shannon epitomizes a winner. Whether



Scott Shannon

it's on-air or creating the direction, sound, and personality of a radio station, no one works as hard or pays more attention to program detail as Scott."

Burns Becomes VP/GM At KKBQ-AM & FM

After over three years as VP/GM at Easy Listening-formatted WWBA/Tampa, Bill Burns has joined Gannett Radio as VP/GM at CHR combo KKBQ-AM & FM/Houston. He fills the vacancy created in January when Jay Cook was promoted to Radio Division President.

Said Cook, "We're pleased to be able to add someone with

Bill's experience, ability, and integrity to the Gannett team of outstanding GMs. Bill's done an excellent job for two fine companies, LIN and Metropolitan, and I know he'll do the same for Gannett Radio."

Before arriving in Tampa in 1983, Burns worked in Philadelphia as GSM at WIP and Sales Manager at WFIL & WUSL.

Logan PD At KLAC

WUSN/Chicago PD Lee Logan has been named PD for KLAC/Los Angeles. The PD position has been vacant since Malrite acquired the KLAC & KZLA Country combo in January 1986, although OM Bob Guerra has been programming both stations since the takeover. Logan, who starts April 6, will report to Guerra and also handle middays.

Guerra told R&R, "You win



Lee Logan

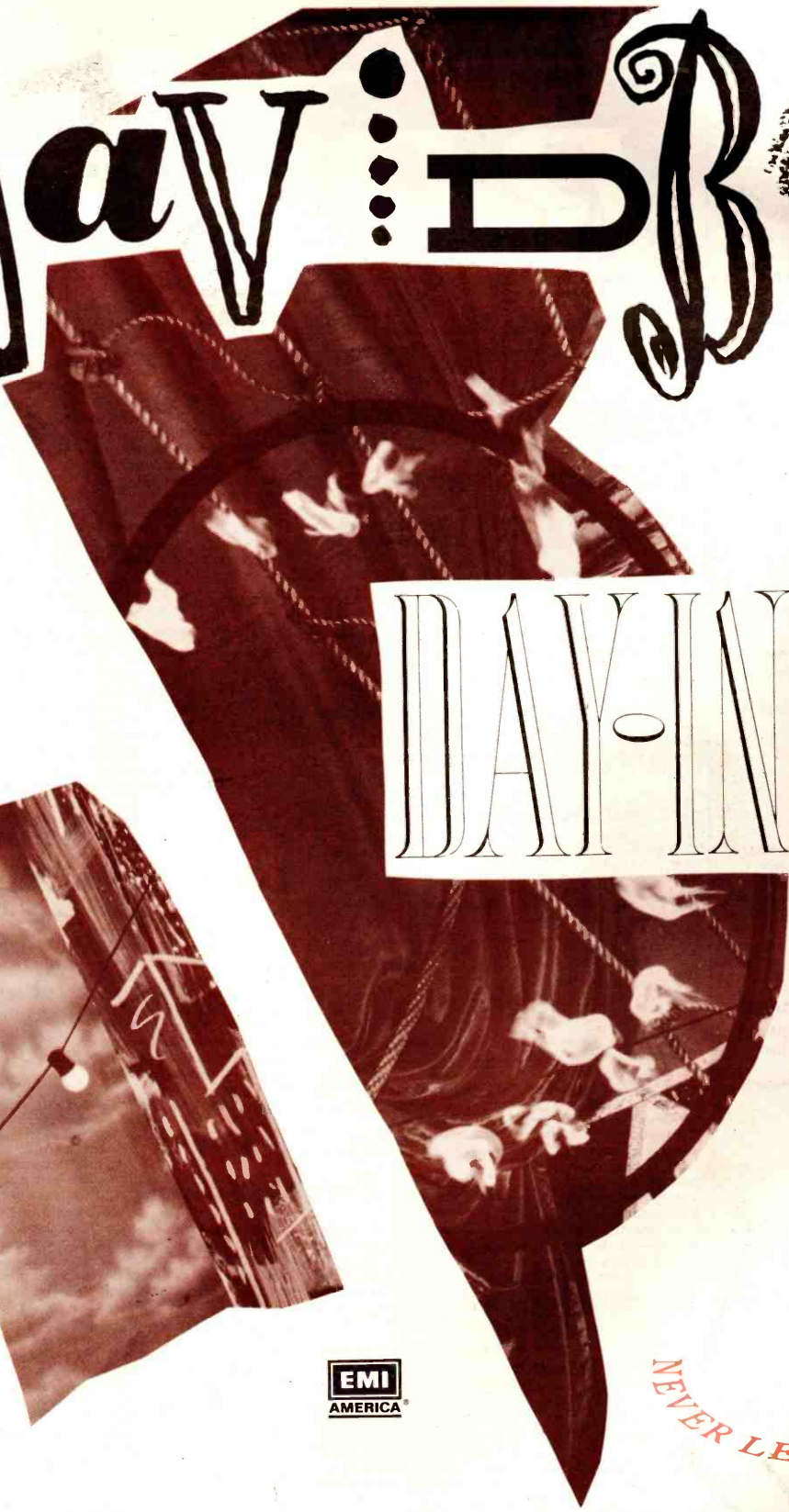
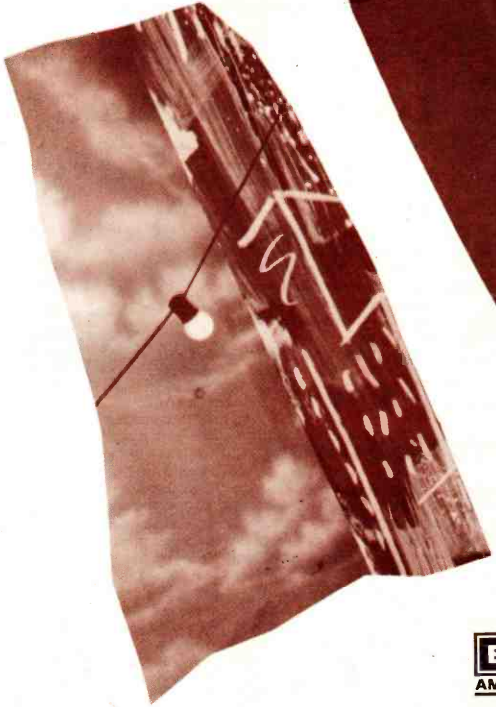
by surrounding yourself with the best possible people, and Lee's one of the best programmers in the country. I'll continue handling the operations for both stations, but having Lee here allows me to concentrate on programming the FM."

Logan said, "This move helps me meet a lot of personal and professional goals. Plus, I get to work for a company that has great people and is at the top of its game."

Logan, who's been with First Media nine years, began with the company in Washington, DC at WPGC. He moved to Houston to put KFMM on the air in 1979, then went to Chicago in 1982 to change WUSN to Country.

DAVID BOWIE

DAY- IN DAY



the
first single
from the
forthcoming
album



NEVER LET ME DOWN

"Provocative lyric."

"Powerful sound."

"Precisely Bowie."

OUT



produced by
DAVID BOWIE & DAVID RICHARDS
management
ISOLAR ENTERTAINMENT

© 1987 EMI AMERICA RECORDS, A DIVISION OF CAPITOL RECORDS, INC.

OUT TO-DAY

MARCH 20, 1987

CHR PROGRAMMERS DEAL WITH NEW REALITIES

Changes in retail sales research, MTV's renewed impact, and musical styles are keeping active programmers busy, as revealed in a "Programmers' Think Tank."

Page 62

AC: AHEAD ON THE PILLOW

"Pillow Talk"-type shows concentrating on romantic songs are picking up ratings for many AC stations.

Page 77

FEATURES

WASHINGTON REPORT: Y100 in comparative renewal fight 13

RADIO BUSINESS: Ralph Guild buys WOOD combo 14

NEWSBREAKERS 18

WHAT'S NEW 21

PICTURE PAGE 22

STREET TALK: Changes at Capitol 27

INTERVIEW: Hot 103's Joel Salkowitz, Stuart Layne 34

RATINGS & RESEARCH 36

RATINGS: Arbitron Demographic Rankings 39

MANAGEMENT: E. Karl on "owning the franchise" 40

PRE-NAB SPECIAL: Equipment preview, convention radio highlights 42

PROMOTION & MARKETING: Inflatable mascots cause reaction 49

NETWORKS: CBS baseball game of the week lineup 50

SPORTS ON RADIO: Chick Hearn, KLAC's Norm Epstein interviewed; major league baseball's radio outlets 52

RECORDS 55

ON THE RECORDS: Effects of Grammys on careers 56

DATEBOOK 58

CALENDAR: Stories from supermarket tabloids rouse listeners 66

MARKETPLACE 82

OPPORTUNITIES 84

FORMATS

CHR 62

GOLD: Small markets succeed with oldies 67

AOR: New contenders change format strategies in major markets 68

BLACK/URBAN: Getting record service can bring new worries 71

AC 77

COUNTRY: Market sketches of key ratings battles 78

NASHVILLE THIS WEEK: Oak Ridge Boys vote out Golden 80

CONTEMPORARY CHRISTIAN: Getting agency buys means a professional presentation 81

MUSIC INFORMATION

NATIONAL MUSIC FORMATS 87

BLACK/URBAN 88

JAZZ 92

CONTEMPORARY CHRISTIAN 93

COUNTRY 94

AC FULL-SERVICE 97

AC 98

AOR ALBUMS 101

AOR TRACKS 102

CHR 107

AC, AOR, B/U, CHR CHARTS 120

R&R is published weekly, except the week of December 26th, for \$215 per year, or \$400 for foreign subscriptions, by Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Application to mail at second class postage rate is pending at Los Angeles, California. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay '80, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1987. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.



Michael Ewing

Ewing Stars In Dallas As KRLD VP/GM

Former CBS Radio Network VP/GM Michael Ewing has accepted the same post at all-news KRLD/Dallas. The appointment became effective last Monday (March 16).

Commented Metropolitan President Carl Brazel, "Michael's great strength in sales and management will allow us to optimize the potential of KRLD."

Ewing earlier worked as VP/GM with CBS Radio Spot Sales, was Director of Sales for WEEI/Boston, and managed KMOX-FM/St. Louis. "I've known Carl for a long time," Ewing said, "and am very happy to be working with him now. As a former CBS network execu-

EWING/See Page 22

Mounty Resigns As NBC Exec. VP

Citing personal reasons, Robert Mounty has resigned the NBC Radio Exec. VP position he has held since April 1982, in which he was responsible for overseeing the net's eight O&O's. No specific date has been set for his departure.

Mounty previously had worked for NBC in both network and station operations and had served as VP/Marketing. He joined the net 12 years ago to help launch the Radio News and Information Service (NIS). Prior to joining NBC he spent 15 years with Metromedia, where his positions included VP/GM at WNEW/New York and Exec. VP, Metromedia Radio.

MOUNTY/See Page 22

'EAGLE 106' IMAGE

Quinn PD As WTRK Becomes WEGX

Mairite's takeover of former Cox CHR WTRK (Electric 106)/Philadelphia has been completed with the hiring of Charlie Quinn as PD and a call letter change to WEGX ("Eagle 106").

Quinn, who left the National Programming Consultant slot at Drake-Chenault, assessed the station's new marketing strategy. "Our focus and perception studies found 'Electric 106' to be a nonentity in the marketplace. The old '106' billboards were still up along with Electric 106 billboards, so the feeling was we needed to start fresh.

"Instead of the low end, we're reaching for the 18+ side of the format. We are up, quick, and bright, but we don't scream. Musically we're heavily dayparted and are purposely avoiding 12+ core music."



Charlie Quinn

Eagle 106 debuted Friday (3/13) at 6pm and has kept most of its previous airstaff intact, including former PD (now MD/night personality) Tony Davis. "Our only airstaff needs are for a killer morning show," Quinn noted. Ross Brittain recently left to rejoin Z100/New York.

QUINN/See Page 22

Court Rules For Coury In Cara Case

"Landmark Decision"; Second Suit Pending

The Labor Commissioner of California has decided in favor of AI Coury; AI Coury, Inc.; and Network Records in regard to a 1985 petition filed against them by recording artist Irene Cara. In that petition to the State Labor Board, Cara alleged that Coury acted as an agent, seeking and obtaining employment for her without a license.

However, the Commissioner ruled that "no violation of the Talent Agencies Act was shown to have occurred here... Network Records was shown to be a bona fide record company."

Coury, formerly Network President and now head of Geffen's promotion department, explained, "If Cara had won, it would have been a

landmark decision against all record companies except majors with their own distribution setups.

"She contended that Network wasn't a record company because it had no manufacturing/distribution facilities. Her argument was that because we had to go to another label for distribution, we were in effect acting only as an (unregistered) agent," invalidating the contract. By this reasoning, Coury said, every label other than the biggest six would have been vulnerable.

Cara's attorney, David Braun, told R&R, "I was disappointed in the result," adding that no decision on whether to appeal has been made.

CARA/See Page 32

R&R Adds Editorial Staff

Clawson, Waller, Rodrigues Tapped

Bolstering its editorial lineup, R&R has made the following appointments:

- Pat Clawson is now Washington Bureau Chief
- Don Waller and Ron Rodrigues rejoin the paper as editors.

Clawson, a former CNN and newspaper reporter, has been an Assistant Editor in Washington, and replaces Brad Woodward, who will now devote full time to his own business enterprises. Waller, compiler of R&R's "What's New" column, has been a prominent freelance music journalist, writing for the L.A. Times, and is the author of "The Motown Story." Rodrigues, previously R&R's AC Editor, subsequently programmed KMGG/Los Angeles and was Sr. VP at program supplier James Paul Brown Entertainment. He will cover network and syndication news as well as general news duties.

In addition, staffer Jim Dawson will assume the role of Specials Editor, while Hurricane Heeran becomes Contemporary Christian Chart Editor.

R&R Publisher Bob Wilson said, "I'm happy to have this caliber of people join our braintrust as we redesign the paper to serve our subscribers better. We have many new features planned, and the team is in place to execute our plans."



CONDOM CONDEMNATION — WGST/Atlanta talk host Ed Tyell interviews protester Alonzo Thornton from downtown Woodruff Park during the station's live remote to discuss condoms and AIDS prevention with listeners. WGST gave away condoms and information, while representatives from AID Atlanta and members of the local health community participated on-air. Photo courtesy of Andy Sharp and the Atlanta Journal-Constitution.

CONGRATULATIONS

**TO OUR CLIENTS WHO ARE 1987
GAVIN MEDIA PROFESSIONAL AWARD WINNERS**

WUBE – Cincinnati
Country Station of the Year

Mike Schaefer, KIIS/FM – Los Angeles
Top 40 Program Director of the Year

Gene Sandbloom, KIIS/FM - Los Angeles
Top 40 Music Director of the Year

Rick Dees, KIIS/FM – Los Angeles
Top 40 Air Talent of the Year

Don Bleu, KYUU – San Francisco
AC Air Talent of the Year

Tom Joyner, KKDA – Dallas & WGCI/FM – Chicago
Urban Contemporary Air Talent of the Year

We're Very Proud to Have You on Our Team.

Your friends at



M^cGAVREN GUILD RADIO

NEWS

JOHNSON PROGRAMS KFMV

Burns New National Consultant For D-C

KFMV-AM & FM/Provo-Salt Lake City PD Brian Burns has resigned after a nine-month stint to become National Program Consultant at Albuquerque-based Drake-Chenault. He replaces Charlie Quinn, who became PD at WEGX/Philadelphia (see Page 3). Burns's successor at the CHR simulcast combo is Asst. PD/afternoon man E. Curtis Johnson.

Burns, who posted the station's best showing in many years in the fall Arbitron (0.5 to 2.6), told R&R, "My longterm interest has always been in the area of consultation. This is the chance to work with a number of high-quality stations in a wide variety of formats and markets."

A six-month KFMV staffer who was Asst. PD at Unidyne's Z90/San Diego, Johnson said, "We're going to continue the same music policy which Brian and I established, being upfront and aggressive. Because Utah County has now been



Brian Burns

made part of the metro, K96 only stands to gain. "Personality-wise, we are so far ahead I don't think anyone can touch us. Radio is show business, not liner cards. In time I believe we can beat (CHR leader) KCPX."

CHAMBERS GSM

KJOI Resets Sales Team

KJOI/Los Angeles has reorganized its sales department, beginning with the promotion of Local Sales Manager Larry Chambers to GSM. In addition, AE Jeri Lawrence has been upped to National Sales Manager, Marcia Davis has replaced Chambers as LSM, and Bob Hoffman has joined as an AE.

Chambers told R&R, "Jeri, Marcia, and Bob give KJOI the experience and professionalism that go hand in hand with the growth of Legacy Broadcasting. This sales department can be one of the finest in L.A. advertising."

Chambers worked previously as Group W Cable's Director Of Advertising, and is a former GSM of nearby KRLA. Lawrence is a seven-year KJOI veteran. Davis previously was LSM at KQYT/Phoenix, and Hoffman was most recently GSM at KTRH & KLLO/Houston.

WMJC Ends AC For 'Classic Rock' WCSX

Greater Media's WMJC/Detroit, an AC mainstay since 1977, has adopted a Classic Rock format and the new calls WCSX. The move follows the success of sister KLSX/Los Angeles and had been expected since the appointment of GM Tom Bender, who helped develop Classic Rock with Fred Jacobs. Bender was GM at KRQX/Dallas (now KLDD), Jacobs's first AOR/Gold client.

Jacobs, however, is still waiting out a 90-day noncompete clause with AOR WRIF and emphasized that he is not consulting WCSX's new format. When that clause expires in mid-May, Jacobs will announce his future consulting plans in Detroit. No WCSX PD has been named yet, and the change was implemented by interim PD Joe Capobianco.

The station is operating with what Bender terms a "transitional airstaff." Morning man Tom Shannon is gone. "Pillow Talk" host Alan Almond "has been given a few weeks to consider some options that I laid out to him," said Bender. Tom Force, who has a local AOR history as Zak Burns, and ND Roberta Jasina survive the change.

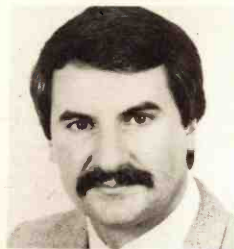
Bender said, "The audience's need now is exactly the same as when we were 18-34: I want my music, not everybody else's music, my music." That's the basis for the format."

Under consultant Paul Christy, WMJC was a Detroit radio force in the late '70s and early '80s. "Majic 95" was one of the first musically tough ACs to influence the format's later direction. In recent years, it had gone through numerous personnel changes and format permutations. Several years ago, it ran a program entitled "Night Magic" that featured LP cuts and harder material and, in many ways, anticipated the Classic Rock boom.

In recent weeks anticipation had spread that somebody in town would adopt a Classic Rock for-

mat. Crosstown WKSG, programmed by Christy, had added some AOR material and begun using the phrase "Classic Rock & Roll." Other Gold-oriented stations in the market include CKLW-FM, WCSX's mainstream AM sister WHND, and Heart & Soul affiliate WMTG.

Bettelli Becomes PD At KOMO



Michael Bettelli

Fisher Broadcasting's full-service KOMO/Seattle has named acting PD Michael Bettelli PD. He replaces Ken Kohl, who left last month to program KFI/Los Angeles. Bettelli joined KOMO in 1982 and also has served as MD and weekend air personality.

Bettelli anticipates no major changes. "I think the newest guy on the air is our afternoon guy, who just celebrated his fourth year with us," he told R&R. "We have the most popular morning guy in the market (Larry Nelson), and our News Department just won another Edward R. Murrow RTNDA award, so we're very happy with what we have."

Before joining KOMO, Bettelli was in the programming and sales departments of IGM (now BPI) from 1971-1976. He went on to program AOR KISM/Bellingham.

Taking the show on the road?



Take along NPR Satellite Services for special promotions, concerts and sports! Whether you're a radio network, radio station or program syndicator, link up with NPR for:

Transportable Uplink Service
Ad Hoc Networking
Backhauling From Domestic and Foreign Locations
Distribution on SATCOM 1R

NATIONAL PUBLIC RADIO

Satellite Services

2025 M Street, NW
Washington, DC 20036
202 822-2626



KERMIT CARES about CLEAN AIR

Show that your station cares too by airing National Wildlife Federation's 1987 "CLEAN AIR" PSAs featuring Kermit the Frog.

:20 and :30 radio spots available, contact: Phil Kavits (202) 637-3754

NATIONAL WILDLIFE FEDERATION
1412 Sixteenth St., N.W. Washington, D.C. 20036-2266

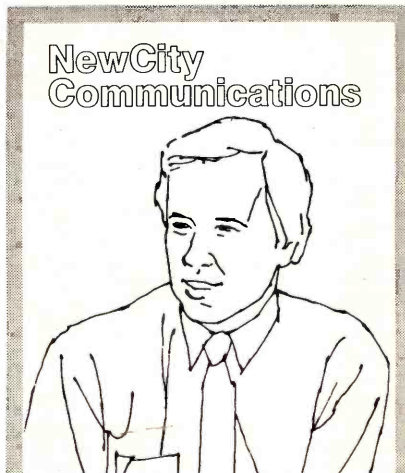
Why America's most successful broadcasters choose to use the best:

“There are loads of research companies,
but there's nothing like The Research Group.”

“We see The Research Group as partners
in our company. We've been working together
since 1977. And, we've just shaken hands on
another five year contract. Why another five
years? Just look at the ratings. They speak for
themselves.

The Research Group's dedication to abso-
lute quality goes beyond research. They are
masters at strategic planning and implementation.
We don't think of them as a research company;
we think of them as part of our team. There
are lots of research companies, but there's
nothing like The Research Group.”

Dick Ferguson
President
NewCity Communications, Inc.



**If you're serious about improving your ratings and profits, please
contact us today.**

Please send me more information about
The Research Group.

Name/Title _____

Station _____

Address _____

Send to: The Research Group
Metropolitan Park, Suite 1200
1100 Olive Way
Seattle, WA 98101

or, for more information, call: Larry B. Campbell, President—206/624-3888

In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

NEWS

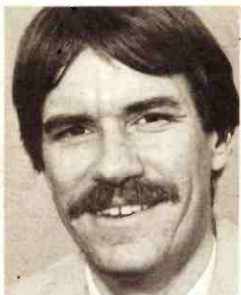
HUNTINGTON, WEED, FISHER NAMED

Asti Plans Four-Station Simulcast

Clearwater, FL-based Asti Broadcasting is gearing up to simulcast an AC hybrid of album cuts, adult CHR, and jazz via Westar 4 to its four Florida properties: WWWQ/Ft. Myers, WEND/Tampa, WWS/Panama City, and WOOO/West Palm Beach. WWWQ is already on the air with the new format; the others will debut in early summer. Local commercials will air in their respective areas, handled by a regional sales staff.

The team supervising the stations' operations includes veteran Florida programmer Steve Huntington, who becomes Group Program Manager and will base out of WWWQ; Sales Manager Bill Weed; and Director of Engineering Marc Fisher.

Asti President Bruce Micek told R&R, "Our goal is to continue buying major market stations in Florida, becoming the state's 'Super Station' of sorts, and calling it 'The Florida Connection.' My partner (former Apple Computers executive) Ken Zerbe and I wanted to do something really innovative in



Steve Huntington

broadcasting, and when we explored the possibilities provided by satellite usage, we decided it was the way to go."

Of Huntington, Micek noted, "It takes a creative genius to get consistently good ratings with almost no budget, and he's torn up the Tampa Bay market under those conditions for several years now."

Huntington first became PD at WHVE/Sarasota in 1978 when it was WQSR. He then worked in Mi-

ami at WSHE and WLVE before returning to WHVE for a four-year tenure from 1982-86.

Weed, whose legacy includes the founding of Weed Radio Reps in Chicago, worked in Chicago sales for several years, including stints at WJJD, WCLR, and WCFL. Fisher joins Asti from WRKO & WROR/Boston, where he was Chief Engineer.

Lubin PolyGram VP/A&R

PolyGram Director/A&R Peter Lubin has been promoted to VP/A&R.

Sr. VP/A&R Dick Wingate, to whom Lubin reports, praised his "commitment to excellence" and added, "Peter's recent signings — the Robert Cray Band, the Rainmakers, and the Every Brothers — are significant contributions to the quality and creative excitement at PolyGram."

Lubin joined the company seven years ago as Director/A&R for Mercury Records on the East Coast. Prior to that, he worked as

SOME CHARGES DISMISSED

Court Action On MCA, Scorpio Suits

U.S. Federal District Judge Stephen Wilson dismissed Friday (3/13) MCA Records' charges that Scorpio Music, a Trenton, NJ-based distributor, made and distributed bogus tapes of the label's artists. That suit was filed last March 18.

Separately, Scorpio's claims against MCA of fraud and racketeering in the major's 1984 sale of cutout merchandise to Scorpio were dismissed. That complaint, filed last March 19, cited the involvement of Sal Pisello, said to be an organized crime figure.

In MCA vs. Scorpio, attorneys for the prosecution reportedly failed to prove in court that the merchandise involved was illicit or that Scorpio was the supplier. According to the *Los Angeles Times*, Judge Wilson said that a key MCA witness provided testimony "I wouldn't take to the bank."

MCA had sought \$10 million in punitive damages, as well as exemplary damages. At presstime, it could not be determined whether lawyers for the company would appeal Friday's decision.

The Scorpio action against MCA continues with charges that MCA failed to deliver cutout merchandise for which Scorpio paid, and therefore is in breach of contract. According to published reports, this will come to trial in July.



Peter Lubin

tour publicist for Columbia. Lubin told R&R, "There has been no better time to be discovering and developing talent than right now. Today's talent is to make records which aren't contrived or imitative, but are more honest on every level, and that suits me just fine."

New Age
KLRS Sets
Hammond
As PD

Mark Hammond (aka Mark Hill) is the new PD at Fuller-Jeffrey's KLRS (Colors 99.1)/Santa Cruz, which switched its calls from KSCO-FM and format from Easy Listening to New Age March 10. The 14-year radio vet's seven years of programming experience includes positions at KDON/Salinas-Monterey, KFMJ/Medford-Grants Pass, OR, and KRDR/Redding, CA.

KLRS GM Bill Cloutier told R&R, "This is Lee Abrams's first New Age station, so he's guiding the programming. Mark has a lot of talent, particularly with people, and will be working very closely with Lee."

Hammond, who also does mornings, commented, "A year ago, you couldn't have told me that I'd be playing the kind of music I've been into for so many years. I'm also very happy to be working with Lee — he's the best in his business."

NOW CHR COMBO

KKUA
Simulcasts
With
KQM-Q

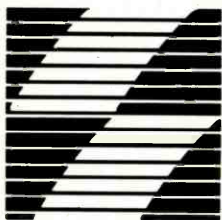
AM outlet KKUA/Honolulu ended AC programming last Friday (3-13) in favor of CHR simulcasting with sister FM KQM-Q, creating the combo KQM-Q-AM & FM. The move gives the metro its only AM CHR service. Originally a CHR, the 20-year-old station was a hybrid for much of that time until evolving to AC a few years ago.

President/GM Jack Kelly pointed out that, based on the most recent survey, KQM-Q's combo structure places the station first in the ratings. "In the most recent Arbitron, the 'Q' alone was only two-tenths of a point behind K59 (KSSK). This ensures victory." The economics of a separate format were difficult, he added, "since the size of the AM listenership here has decreased dramatically in the last year." KKUA had a 3.5 12+ in the fall '86 Arbitron, a share less than it held a year earlier.

Noted OM Kimo Akane, "This will also get us out to the other islands, which have no CHR."

Five on-air staffers have left: Noel Gray, middays; PM driver Kelly Randall; Bill Carpenter, overnights; and newspersons Norma Delacruz and Alicyn Hikida.

Demand the best.



SURREY
RESEARCH

"I like the contemporary research approach used by Surrey regarding questionnaires and samples. Surrey is the best."

Kent Burkhardt

Burkhardt/Abrams/Douglas/Elliott

1-800-952-1986

Ask for Mike Henry

Roger Wimmer, Ph.D./President
Chris Porter/Senior Research Director
Mike Henry/Director of Marketing

Coleman Research vs. The Research Group



Jon Coleman, President

Richard Harker, Vice President

Most broadcasters tell us there are really only two top research companies in our business. Here are three reasons many choose Coleman Research.

1. OUR APPROACH IS SENSITIVE TO YOUR NEEDS.

We work with you to develop research based on your needs. Every market is unique, every station is different. Our research works because we respond to your needs.

2. WE WORK WITH YOU TO DEVELOP A CUSTOMIZED ACTION PLAN.

When the research is complete, our job is only half done. We believe our most important task is helping you implement our research findings. So we help you create a strategic plan that works.

3. WE WON'T WORK FOR YOUR COMPETITION.

Coleman Research believes confidentiality helps establish an on-going relationship that can better serve your long-range marketing concerns.

Best of all, it means we're always personally available to clients to discuss immediate concerns in complete confidence. *Always.*

That's another big reason broadcasters who research the two leaders choose Coleman Research.

Coleman Research *a recognized leader*

NEWS



Lisa Lyons



Rocky Knight

Knight, Lyons Upped To WLRS Program Posts

WLRS/Louisville has promoted PD/morning partner Rocky Knight to a new OM position and Asst. PD/MD/afternoon partner Lisa Lyons to PD. Additionally, Mr. "Kevin" Robinson, the other PM drive cohost, has assumed eight-year veteran Lyons's former duties.

VP/GM Louisa Henson told R&R, "The market is more competitive than ever now. With Rocky

and Lisa both holding down airshifts, it became necessary to distribute the duties in a more even fashion."

Knight commented, "Two of the best things about this change is getting the chance to work on the morning show and spend more time with new consultant E. Alvin Davis. With Lisa I've got the most knowledgeable personality in the market; I have tremendous faith in her ability to execute the format."

ROBERTS TO KCAL-FM, CLAY TO KGGI

Twin PD Changes In Riverside

Cliff Roberts, PD at CHR KGGI/Riverside-San Bernardino, will segue to the same position at neighbor AOR KCAL-FM March 30. Replacing him at KGGI is John Clay, former PD of KHTZ/Reno.

years at KGGI. Roberts jockeyed at San Diego outlets KPRI and KGB (AM).

Clay, who's programmed Odesa, TX stations KWES and KRIG, said he'll be comfortable in his new

environment. "I'm from San Diego, so I'm practically home. More important, I've got plenty of experience programming Urban-oriented CHRs. KGGI certainly leans Urban and it will stay that way."

Jeff Salgo, VP/Programming & Operations of Anaheim Broadcasting Corporation, which took over KCAL-FM on January 1, said Roberts brings "a good sense of strategy. At KGGI, he beat KIIS (in the Riverside book), and was the only person in the area surrounding L.A. to do that." Salgo added that no change in direction is planned. "We'll continue as a real AOR, not a hybrid or quasi-AOR format."

KCAL-FM has perennially trailed L.A. AORs KLOS and KROQ in its own ratings. Roberts expects to change that through community involvement. "Although the L.A. stations' signals come in here extremely well, they're forced to serve both metros," he said. "They can't give this area the full attention we can." Prior to his three

Unidyne Wins Direct Mail Ruling In Key Case

Motion To Set Aside Award Filed

A U.S. District Court in Dallas has awarded Unidyne Direct Mail more than \$333,000 in damages and legal fees in its copyright infringement

suit against A.M. Communications and its President, T.J. Miller. Miller has filed a motion that the default judgment should be set aside, arguing that his company had not been properly notified of the hearing.

The suit stemmed from publication by Miller and A.M. Communications of several radio station promotional mailers which Unidyne claimed were substantially similar to its copyrighted products. Asked which elements prompted the suit, Unidyne President William Alfredo said, "To get down to the specifics of it is almost impossible. While you can't copyright an idea, the expression of that idea is protectable."

Alfredo advised stations with legal questions to consult with a copyright attorney, adding, "They're welcome to call us as well. We'd certainly be willing to discuss different tactics they might be able to take. If someone has violated our copyright, we're willing to work with them."

WERI-FM Back To AOR As WWRX

After playing Beatles album sides for four days, Westerly Broadcasting CHR WERI-FM/Providence became AOR WWRX on Thursday (3/12) at 5:20pm. The first song on "WRX, Quality Rock 'n' Roll," as WWRX refers to itself on-air, was Yes's "Changes." The switch marks a return to AOR for the station, which dropped the format for CHR on Thanksgiving 1983. Sister AM WERI retains its Satellite Music Network Nostalgia format.

As the market's third AOR, WWRX joins WHJY, ranked #3 in the fall book with a 9.3, and Brown University's student-operated WBRU, which tallied a 3.0. WERI's last CHR book was down 4.5-2.6. Harris Communications, also involved in the recent switchovers of three AORs in Miami and Orlando, advises WWRX and co-owned AOR WZXL/Atlantic City.

A new PD is being sought, with interim PD Greg Cutler staying on to produce the morning show, in which he will act as second banana. Existing staff include Jonathon Monk (middles), Ken Matthews (PM drive), and Mike Olsen (nights). Overnighter Daria will stay on, while morning man Red Decker joins WZXL. Currently, the station is operating without jocks; a new airstaff is expected to be named in 2-3 weeks.

WERI and WWRX VP/GM Philip Urso, who also serves as President of WZXL, said the decision to return to AOR was the result of market research. "When we undertook the study, we were looking to improve our position as a CHR. We found the majority of the audience we had as a CHR told us they actually preferred AOR."

Harris Communications VP Tom Kelly said the station will adopt his company's Adult AOR approach, targeting 25-44 by avoiding metal and emphasizing library material and established currents. He feels the market is large enough for three AORs, adding that the current musical climate is favorable for the format. "The Michael Jacksons and Lionel Richies aren't at the forefront right now. It's Steve Winwood, Bruce Hornsby, U2, and Peter Gabriel, and they're all AOR artists."

Q. ARE YOU INTENSE?

A. YOU BET!

My station doesn't compromise. My image is important. I win with it. I buy the Slicker Sticker. They're Intense!

INTENSE BUMPER STICKERS! THE SLICKER STICKER!

1-800-331-4438

Communication Graphics Inc

Q. Intense Bumper Stickers?
A. You Bet!

P.O. BOX 54110 TULSA, OKLAHOMA 74155 (918) 258-6502

STAFF

Publisher: BOB WILSON

Executive VP/General Manager: OCKA KIRDMAN

Editorial

Asst. Managing Editor: JIM KELLY

Senior Vice President & Editor: KEN BARNES

Art Director: RICHARD AGATA

Managing Editor: JEFF GREEN

Executive Editor: GARY STEELE

Editorial Assistant: KATHY MARSHALL

News & Special Events Editor: REED BUNZEL

AC Editor: MIKE KINGSMAN

AOR Editor: STEVE FRENZEL

Music Editor: WALT LOVIT

Chit Editor: JOEL DENVER

Country Editor: LON NELSON

Jazz Editor: BARBARA BARNES

Contemporary Christian Editor: BRAD BURKHART

Records Editor: ADAM UHATE (New York)

MT & Live Recording Editor: TYRONNE OLSON

Guest Editor: SEAN ROSS

Promotion & Marketing Editor: HARVEY MACKENZIE

Social Assignments Editor: BOB LANGRISH

Copy Editor: CAROL VAN KEESEN

Senior Associate Editor: HARRISON HEERAN

Associate Editors: JIM NELSON, TONY RICE, TARA BELVER

Computer Services: LEE CLARK, MIKE LANE

MIKE CHALKER, JOHN FINEPLUTSCH

Staff Director: GARY WOODWARD

Production Director: RICHARD AGATA

Associate Art Director: MARENTHY FRANKLIN

Photographer: ROGER EMMERT

Typographer: RENT THOMAS, LUCIE MOFFET, BILL MOFFET

Graphic Designer: GARY VAN DER STEEGE, THE FULMERBROOK, KATHY MARSHALL

Assistant in the Publisher: PAULA CHAIKINS

Controller: MARGARET BUCKWORTH

Legal Counsel: JASON SHERKAT

New York Bureau: (212) 875-0155, 175 Madison Avenue, New York, NY 10022

Bureau, Chief: ADAM UHATE

Office Manager: BARBARA LARUBB

Washington Bureau: (202) 662-7488, National Press Building, Suite 801, 500 14th St., Washington, DC 20001

Bureau, Chief: WASHINGTON: Editor: BRAD WOODWARD

Associate Editor: PATRICK CLAPSON

Managing Bureau: (714) 962-2919, 1410 14th Avenue, South, Nashville, TN 37212

Senior Editor: KATY BEE

Associate Editor: DEB FENNEL

Staff:

Senior Vice President: BILL CLARK

Vice President/Editor: MICHAEL ATENSON

Advertising Coordinator: NANCY HOFF

Sales Representatives: PAUL BROWN, DICK DOWNES

JEFF GELB, DENISE SPANER, KEITH WATKINS

Sales/Production Coordinator: BRUCE HORNBY

Circulation Services Coordinator: KELLEY SCHEFFELIN

Class Assistant: SHERYL MARGOBER

Merchandise Sales: DAVID CARROLL, ISA GRANBERG

New York: (212) 875-0155

Vice President/Sales: BARRY O'BRIEN

Nashville: (615) 292-8962, 292-8963

Vice President/Sales: SHARON ALLEN

FEEDBACK FROM YOUR LISTENERS

Overwhelmingly, the largest problem facing radio programmers and managers is the reality of how removed they are from their listeners.

Your typical listener never calls your request line or appears at a station promotion. You never hear from him until he fills out a diary—and then it's too late.

Strategic Radio Research provides the most useful tool any management team can have—a system that gives you feedback from your listeners. You'll know instantly if your listeners think your jocks are talking too much. If your spot load is getting too high. If your TV commercials are ineffective. If your music is on-target or off-base.

Feedback really helps. That's why almost every Strategic Radio Research client is the dominant station in its format. Call Kurt Hanson collect at (312) 280-8300 today. It will be the first step toward the smartest management decision you'll make this year.



**STRATEGIC
RADIO
RESEARCH**

211 E. Ontario
Chicago, IL 60611
(312) 280-8300

THE NEW GENERATION OF SYNDICATION

Concerned with quality programming... programming that makes sense in prime dayparts on America's great radio stations like... *WHTZ FM — New York, KIIS AM/FM, KROQ FM — Los Angeles, WGCI AM/FM, WKQX FM — Chicago, KMEL FM, KRQR FM, KYUU FM — San Francisco, WMMR FM, WSNI FM — Philadelphia, WZOU FM — Boston, WDTX FM, WNIC FM — Detroit, KTKS FM, KTXQ FM — Dallas, WAVA FM, WKYS FM — Washington DC, KKBQ AM/FM, KRBE AM/FM — Houston, WMMS FM — Cleveland.*

THE CLA'ENCE UPDATE® Of ABC's All My Children®

The show that became America's #1 comedy mini-feature the day it went on the air!

THE PLAIN RAP COUNTDOWN — CHR / A/C / URBAN

The program that makes your air personality the host of one of America's top three national countdowns!

Our 1987 Advertisers recognize quality programming as well... *Warner Lambert, Gatorade, Columbia Pictures, CBS TV, Honda, Suzuki, Hostess, Nissan*, to name a few.

Created by radio people for radio people... major market programmers and personalities that know what it takes to develop quality features that radio stations want.

NATIONAL LAMPOON'S TRUE FACTS

America's longest running comedy mini-feature, syndicated daily and hosted by WMMR's John De'Bella and Steve Lushbaugh.

THE GOLDEN AGE OF RADIO THEATRE

Five hours weekly of classic radio programming, including Groucho Marx, Abbott & Costello, and others.

PREMIERE RADIO NETWORK

FOR MORE INFORMATION CALL (213) 467-2346

LOS ANGELES

6363 Sunset Blvd., Suite 710
Hollywood, California 90028

NEW YORK

635 Madison Avenue
New York, New York 10022

WASHINGTON REPORT

SENATORS PROPOSE PUTTING IT INTO LAW

Fairness Doctrine Gains Strength In Congress

Legislation writing the Fairness Doctrine explicitly into federal law was introduced in the U.S. Senate last week. Hearings on the measure were quickly scheduled for this week (3/18) in the Senate Communications Subcommittee.

The doctrine imposes a general obligation on radio and television stations to present contrasting viewpoints on controversial issues of public importance. But the policy's origins — whether federal law or FCC regulation — have been in doubt for years.

Under outgoing Chairman Mark Fowler, the Commission has moved steadily toward the position that the doctrine doesn't work and should be repealed. And a federal appeals court ruled last September that the doctrine had never been written into law.

Prompted by the court ruling and the FCC's open hostility, key senators last week proposed writing the doctrine into law once and for all via the Fairness Broadcasting Act of 1987. Its sponsors are Commerce Committee Chairman Fritz Hollings (D-SC), Communications Subcommittee Chairman Daniel Inouye (D-HI), and ranking GOP member Jack Danforth (R-MO).

Doctrine Prompts Airing Of Wider Views, Hollings Argues

Hollings praised the doctrine for giving non-station owners "an opportunity to participate in important public debate. It has provided the public with a greater range of views upon which to make informed decisions. It clearly has enhanced speech and furthers the First Amendment."

Critics, including Fowler and NAB, have harshly criticized the doctrine. They claim it has a "chill-

ing effect," by discouraging coverage of controversial topics by stations fearing the legal costs and hassles associated with a possible Fairness Doctrine complaint.

Among industry witnesses set to attack the doctrine at this week's hearing were RTNDA President

John Spain and KNUI & KHUI/Kahului, HI President/GM Tom Elkins.

Danforth Sees Better Informed Public

Sen. Danforth explained, "I believe it is not asking too much of trustees of the spectrum to require them to devote time to the discussion of controversial issues of public importance and to air conflicting viewpoints so that the public may make informed decisions." Added Inouye, "The Fairness



PROMGRADUATION KICKOFF — A coalition of national organizations, including NAB, is again sponsoring Operation Prom/Graduation this year, with the aim of reducing drinking and drug-taking at high school springtime activities. Among those attending a kickoff reception for the campaign last week on Capitol Hill were (left to right) NAB President Eddie Fritts, Rep. Benjamin Gilman (R-NY), and radio personality Casey Kasem.

Doctrine balances the First Amendment rights of the public and broadcasters. It is time for us

to act to ensure the continuation of the Fairness Doctrine and the benefits it brings to the public."

NEWS BRIEFS

Y-100 Designated For Renewal Hearing

Metroplex Communications* WHYI/Miami (Y-100) has been designated for a comparative renewal hearing against **Southeast Florida Broadcasting Limited**, which filed a competing application to Y-100's renewal.

The opportunity for a challenge arose because Y-100 previously was given a short-term one-year renewal owing to shortfalls in its recruitment of minority and female employees.

In designating a hearing, the Commission noted that Y-100 "now has a positive continuing equal employment opportunity program." Substantial numbers of women and minorities have been hired, and good EEO recruitment procedures remain in effect.

The lengthy and expensive comparative renewal process Y-100 is about to embark on has been earmarked for elimination by NAB. Legislation to abolish the process is now pending in the House, and a similar bill is expected soon in the Senate.

FCC Sets Up Filing Fee Phone Hotline

Broadcasters and applicants with questions about the FCC filing fees that take effect April 1 can now call a new information hotline to get help. For radio and television applications the hotline number is (202) 632-FEES (3337).

Applications requiring a fee (use check, bank draft, or money order) should be delivered to FCC, 1919 M St. NW, Rm. 9-18, Washington, DC 20554-1800. Submissions may be made in person at the same address between 8am and 5:30pm weekdays.

NAB Forms For-Profit Technology Subsidiary

NAB has created a profit-making subsidiary, **NAB Technologies**, to explore technological innovations in the broadcasting industry.

NAB Chairman **Ted Snider**, also Chairman of the new corporation, explained, "NAB Technologies will develop and bring to market new production and transmission equipment to keep broadcasters in their traditional position of technological leadership."

The company's first project is devel-

opment of FMX, a new transmission and reception technology designed to extend the listenable signal of FM stereo stations. NAB says some FMX performance problems reported a year ago have been resolved by additional lab work and field testing.

Actual completion of FMX will be carried out by **Broadcast Technology Partners**. The new group's partners are NAB Technologies, a group of Detroit area investors led by engineer **John F.X. Browne**, CBS, and FMX's two inventors, NAB Sr. VP **Tom Keller** and **Emil Torick**.

GETTING AHEAD WON'T SET YOU BACK.

MUSIC MINDER

The Remarkable, Affordable Playlist System

Call 800-541-0900 or 800-334-3030 in California

MUSIC BUSINESS SYMPOSIUM 3

MBS 3 is the place to be to network, increase your contacts and profile and do the business you need to do!

Friday Night at The Palace

The Golden Palominos

| | | | |
|---|------------|-------------|------------|
| Plus | •Raji's | •Music | •Club |
| "Music Festival" at these & other exciting L.A. nightclubs: | •Scream | •Machine | •Lingerie |
| | •Palamino | •Lhasa | •Gazzari's |
| | •Central | •Club | •Madame |
| | •Anti Club | •FM Station | •Wong's |

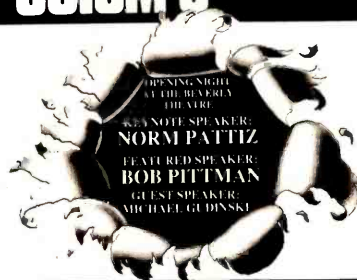
Admission at no charge with your MBS 3 badge!

**April 2nd - 5th, 1987,
Ambassador Hotel
Los Angeles, California**

175 Music Industry leaders will be featured in 23 panel discussions!

- Indy Indies
- A&R, the Outside Looking In
- Radio! Radio!
- Agents and Promoters
- Music Publishing
- Record Marketing
- Music Retailing
- "Where it all Pays Off"
- The Charts
- The Business of Negotiating Deals
- Artist Management
- Independent Labels "Working with the Big Guys"
- Mock Record Deal
- A&R
- New Age/Jazz Music
- Recording Contracts in the 80's and the 90's
- Artists and Producers
- The International Music Scene

Plus many more exciting panels!



Please send check or money order to:

Prices:
Feb. 20- Apr. 1-\$225
Day of Event-\$250
(non-refundable)

Music Business Symposium 3
1544 6th St., Ste. 204
Santa Monica, CA 90401
(213) 395-2441

TRANSACTIONS

Guild Buys \$18 Million Worth Of WOOD

WOOD-AM & FM/GRAND RAPIDS, MI
PRICE: \$18,250,000
BUYER: Ralph Guild Broadcasting Corp., owned by Ralph Guild. He is also President of the Interep radio sales rep firm.

SELLER: Grace Broadcasting Co., headed by Harvey Grace.
DIAL POSITION: 1300 kHz; 105.7 MHz

POWER: 5 kw; 265 kw at 810 feet
FORMAT: MOR; Beautiful
BROKER: Bob Mahlman of the Mahlman Company.

WBCA & WWSM/BAY MINETTE, AL
PRICE: \$575,000
BUYER: Faulkner-Phillips Media, Inc., owned by James H. Faulkner and William H. Phillips. Faulkner is chairman of the board of trustees of Faulkner University, and he formerly owned several radio stations in small Southern markets.

SELLER: Faulkner University
DIAL POSITION: 1110 kHz; 105.5 MHz
POWER: 10-kw daytimer; 3 kw at 340 feet
FORMAT: AC; Country

WQBR/ATLANTIC BEACH, FL
PRICE: \$260,000
BUYER: Conceptor Investments, Inc., owned by Mark Cowart and Roger G. Robertson III. Cowart is the former GM of WBIX/Jacksonville, FL.
SELLER: William H. Blvens, court-appointed receiver for Coastal Airwave Corporation, a company headed by William F. Proctor.
DIAL POSITION: 1600 kHz
POWER: 5-kw daytimer
FORMAT: AC

WXOZ/JACKSONVILLE, FL
PRICE: \$275,000
BUYER: Darrell Spann
SELLER: Willis & Sons, Inc., owned

by Levi Willis. He also owns WOWI/Norfolk, VA; WIMG/Ewing, NJ; WBOK/New Orleans, LA; WGSP/Charlotte, NC; WBXB/Edenton, NC; KFTH/Marion, AR; WTNC/Thomasville, AR; WSAY/Salem, VA; WESL/East St. Louis, IL; WGTM/Wilson, NC; WTJH/East Point, GA; WWCAGary, IN; WPCE/Portsmouth, VA; WFTH/Richmond, VA; and WSVE/Green Cove, FL.
DIAL POSITION: 1280 kHz
POWER: 5 kw
FORMAT: Religious

WFLZ/THONOTOSASSA, FL
PRICE: \$125,000 (CP Sale)
BUYER: Southern Seven Communications, Inc., owned by Norman B. Hart Jr. and James R. Thompson.
SELLER: H.F.B. Ltd., owned by Jeffrey L. and Melvin Hoffman.
DIAL POSITION: 1200 kHz
POWER: 5 kw

TRANSACTIONS AT A GLANCE

Transactions So Far in 1987:
\$578,685,640

This Week's Action: **\$27,049,000**

This Week's Biggest Deal:
WOOD-AM & FM/Grand Rapids, MI
\$18,250,000

- WBCA & WWSM/Bay Minette, AL \$575,000
- WQBR/Atlantic Beach, FL \$260,000
- New AM station CP/ Destin, FL \$25,000
- WXOZ/Jacksonville, FL \$275,000
- WFLZ/Thonotosassa, FL \$125,000
- WTTB/Vero Beach, FL \$120,000
- KQIS/Clarenda, IA \$399,500
- KDMC/Dyersville, IA \$145,000
- WMLA-AM & FM/Normal (Bloomington), IL \$500,000
- WKKY/Moss Point (Pascagoula), MS \$199,500
- WRAN/Dover, NJ \$1.5 million
- KCRF/Lincoln City, OR \$450,000
- WFGN/Gaffney, SC \$225,000
- KBLO-AM & FM/Logan, UT \$1,130,000
- WWSA & WQPO/Harrisonburg, VA \$2,650,000

WTTB/VERO BEACH, FL
PRICE: \$600,000
BUYER: Treasure Coast Broadcasting Co. Ltd. Partnership, headed by Gregory D. Bone, Thomas A. Latanzl, and Douglas J. Bone. They also own WQRC/Barnstable, MA and WGYL/Vero Beach, FL.
SELLER: Treasure Coast Broadcasting, Inc., headed by Howard Cohen.
DIAL POSITION: 1490 kHz
POWER: 1-kw days, 250 watts nights
FORMAT: News/Talk

KQIS/CLARENDA, IA
PRICE: \$139,500
BUYER: G.O. Radio Ltd., owned by Glenn Olson and David Rieck. Olson also owns KQWC-AM & FM/Webster City, IA; KDOM-AM & FM/Window, MN; KSIB & KITRI/Creston, IA; and WKEI & WJRE/Kewanee, IL.
SELLER: Midland Communications, Inc., owned by President Don Eckles.
DIAL POSITION: 106.3 MHz
POWER: 3 kw at 300 feet
FORMAT: AC

KDMC/DYERSVILLE, IA
PRICE: \$145,000
BUYER: Marcom of Iowa, Inc., owned by Donald J. Alt and Kerby Confer. Alt has interests in WRLX & WFFX/Tuscaloosa, AL; WRUS & WFFX/Russellville, KY; WZNY/Augusta, GA; KOFO & KHUM/Ottawa, KS; WZOQ/Wapakoneta, OH; KAFX-AM & FM/Diboll, TX; KLIO/Clinton, IA; KKKX/Dubuque, IA; KZBB/Poteau, OK, and WRDO-AM & FM/Augusta, ME.
SELLER: Diversified Media Corp., owned by Charles P. Hilliard.
DIAL POSITION: 99.3 MHz
POWER: 3 kw at 370 feet
FORMAT: Station is currently dark.

WMLA-AM & FM/NORMAL (BLOOMINGTON), IL
PRICE: \$500,000
BUYER: McLean Country Broadcasters, Inc. owned by David K. Keister. He also owns WMCB & WCBK/Martinsville, IN; WIFE & WCNB/Connersville, IN; WOFR & WCHO/Washington Court House, OH; and WBCI/Lebanon, IN.

SELLER: W. Russell Withers Jr., who also owns KOKA-AM & FM/Kookuk, IA; WMIX-AM & FM/Mt. Vernon, IL; and KAPE & KGMO/Cape Girardeau, MO.
DIAL POSITION: 1440 kHz; 92.7 MHz
POWER: 1 kw days, 500 watts nights; 3 kw at 300 feet
FORMAT: Country; CHR

WKKY/MOSS POINT (PASCAGOULA), MS
PRICE: \$199,500
BUYER: C. Wayne Dowdy, who has ownership interests in WAPF & WXL7/McComb, MS; WSUH & WOOR/Oxford, MS; WMLT & WQZY/Dublin, GA; KNWA/Bellfonte, AR; KPET & KRXX/Lamesa, TX; KCWD/Harrison, AR; and KPFF/Mountain Home, AR.
SELLER: Jackson Country Broadcasting Co., owned by Charles W. and J. Morgan Dowdy. They also own WSUH & WOOR/Oxford, MS; WROA/Gulport, MS; WMLT & WQZY/Dublin, GA; WMCB/Milan, GA; KNWA/Bellfonte, AR; KCWD/Harrison, AR; WKKY/Moss Point, MS; KPFF/Mountain Home, AR; KPET & KRXX/Lamesa, TX; and WRPM & WQLC/Poplarville, MS.
DIAL POSITION: 104.9 MHz
POWER: 3 kw at 223 feet
FORMAT: CHR

WRAN/DOVER, NJ
PRICE: \$1.5 million
BUYER: Atlantic Morris Broadcasting, Inc., a subsidiary of Orange & Rockland Utilities Corp.
SELLER: Bell Broadcasting of New Jersey, Inc., owned by Richard Bell. He also owns WALL & WKGL/Middletown, NY.
DIAL POSITION: 1510 kHz
POWER: 10 kw days, 500 watts nights
FORMAT: AC

KCRF/LINCOLN CITY, OR
PRICE: \$450,000
BUYER: Matrix Media, Inc., principally owned by Michael Symons and Sarge Harvey. They are businessmen from Saginaw, MI who also own KBCH/Lincoln City, OR.

JINGLE WARFARE DECLARED!!

The new ID sound on **KIIS-FM-Los Angeles**
KWK-St. Louis/KEYN-Wichita

Introducing Jingle Warfare — the first in a new generation of station ID's. Jingle Warfare features bold, new vocal stylings never before heard in an ID package. It's hot and it's slick. It integrates your station calls and logo with today's hits. Your station's image will be firmly established in the minds of your listeners. Jingle Warfare blends with your music instead of standing out like a jingle. Jingle Warfare employs the latest in high tech digital and acoustical musical elements to create subliminal layers of high energy identification and imagery. The sound reflects the excitement of today's CHR stations. Call now for your demo. Compare us to anyone and you'll conclude this is the most state-of-the-art ID series available.

CALL NOW 1-800-858-8880

In Texas/Alaska call collect (214) 934-2222
 and ask for complete information on station image packages.



FirstCom/13747 Montfort Drive/Suite 220/Dallas, Texas 75240/Jim Long Companies, Inc.



CHAPMAN ASSOCIATES®

Financial Services Division

Bob Maccini to head Chapman Financial Services Division, now open in World Trade Center, Boston, Massachusetts

March, 1987 — Chapman Associates, Inc., one of the nation's largest and oldest Media Brokerage firms, has just announced the addition of a Financial Services Division to be located in Boston, Mass. The division is headed by Bob Maccini, former senior broadcast loan officer with Old Stone Bank in Providence, Rhode Island.

Maccini will be responsible for securing broadcast financing for transactions, from 8-figure level down to loans as small as \$1,000,000 for station acquisitions or refinancing. Maccini will be dealing with many broadcast lenders, not only those headquartered in Boston and New York, but all over the country. He also will main-



tain communication with the nation's leading venture capitalists, certain large insurance companies, and other sources of broadcast lending and deal structuring. The two areas of emphasis will be acquisition lending and refinancing.

Chapman President Bill Cate stated, "We are very

fortunate to have Bob Maccini, a man with experience in broadcast finance and structure, and I am confident that Bob will fill a void in broadcast lending. As Vice President of our Financial Services Division, Bob will be arranging financing on any transaction which presents itself to us, regardless of whether or not it is one of our brokered deals."

For a confidential discussion about securing funds for your next acquisition, or for refinancing of an existing broadcast loan, contact Bob Maccini, Vice President, Chapman Financial Services Division, World Trade Center Boston, Suite 400, Boston, MA 02210, or call (617) 439-5312.

Now, more than ever,
For Buying, Selling, and now Financing,
Chapman Means Business.

RADIO BUSINESS

Taft Family Steps Up Takeover

Waging War With Offers Of Bigger Bucks

The takeover battle for control of Cincinnati-based **Taft Broadcasting** is heating up, as Vice Chairman **Dudley Taft** is upping the ante in his bid to return the company to family control.

The Dudley Taft-led **Theta Corp.** investment group announced Tuesday that it's prepared to offer \$1.4 billion, or \$150 per share for **Taft Broadcasting** stock. That's a significant increase from its original offer of \$1.34 billion.

or \$145-per-share, made on March 6. The Cincinnati-based company has about 9.3 million shares outstanding.

Stock Soars In New York

Taft Broadcasting said the new offer would be referred to its board of directors for review. The board has made no decisions about whether to sell **Taft Broadcasting**, company VP and spokesman **S. Donald Urban** said.

Taft stock has been steadily gaining in price since the takeover attempt started. In closing trading on the New York Stock Exchange on Tuesday, **Taft's** stock rose \$3.37 1/2 to \$156.

Unanimous Turndown Last Week

Last week, the company's board of directors unanimously rejected as "inadequate" the original \$1.34 billion

takeover offer by **Dudley Taft** and **Naragansett Capital Inc.**, an investment banking and venture capital company in Providence, RI. The turndown decision was based partially on the advice of **Taft Broadcasting's** financial advisor, **Goldman, Sachs & Co.**, which warned that the offer of \$145 per share was inadequate. At the time, the company's stock was trading at a market price of \$152.50.

Stevens Joins TM Board

Prominent broadcast investment banker **Gary Stevens** has been appointed to the board of directors of **TM Communications, Inc.**

"I think it's a hot little company," said Stevens, an associate managing director at Wall-Street based **Wertheim Schroder & Co.** "I think it's a growth company that's under development."

The Dallas-based company, headed by **Pat Shaughnessy**, acquires turn-around radio stations, markets services to broadcasters, and produces live and filmed shows for corporate and governmental clients. Its stock is sold over-the-counter on the NASDAQ trading system.

Stevens Sees No Conflict Of Interest

Last year, Stevens handled merger and acquisition transactions in the radio industry totaling nearly \$300 million, a record for any individual in any year. Even though he represents several broadcasting companies in his role as an investment banker, Stevens said no conflict of interest exists in his advising Shaughnessy about acquisitions and operations.

Stevens said, "Pat is basically acquiring broadcast properties in markets that are much smaller than what I deal in. I deal with large dollar transactions in large markets."

TM closed its acquisition of **Class C FM KNSS/Reno** this week for approximately \$2.5 million cash. Last year it bought **KHAT-AM & FM/Lincoln, NE.**

Radio Business Briefs

- The sale of **KVIL-AM & FM/Dallas** to **Infinity Broadcasting** for an estimated \$80 million is "imminent," according to sources close to the action. **Sconnix Broadcasting** acquired the Big D powerhouse combo in its recent \$152 million acquisition of the Blair stations. **Sconnix** partner **Randy Odeneal** says "no comment," but we've been told the deal will probably be wrapped up within the next week.

- By the way, **Sconnix** is planning a frequency swap in Boston between its **WBOS (92.9)** and **WZOU (94.5)**, which it acquired in the Blair deal. The

latter is more attractive because its stick is on top of the John Hancock Building in downtown Boston. **Sconnix** is now looking for a buyer for **WZOU**, since it can't own two FMs in the same market. The asking price is \$16 million. **Odeneal** says no firm deal has been reached with anyone, although several parties have talked with **Sconnix**. One broadcaster who's looked at the property says we shouldn't be surprised if **Emmis Broadcasting** walks away with the prize.

- **Metropolis Broadcasting** says its attempt to buy **WWDC-AM & FM/**

Washington has gone sour. Negotiations collapsed over the proposed \$50 million deal when **Morton Bender**, one of the owners of **WWDC**, decided he didn't like the deal. **Bender** refuses to comment on the matter. **Lorraine Golden** of Detroit-based **Metropolis** says her company had lined a firm commitment of venture capital from investment bankers at **Chrysler Capital Corp.** That firm financed **Metropolis's** recent purchase of **WERE & WNCX/Cleveland**. **Golden** says **Metropolis** is definitely looking for major market acquisitions and will make some moves

this year.

- A good person for **Metropolis** to talk with is **Sumner Redstone**, the new owner of **Viacom**. In an interview published in the *New York Times*, the Massachusetts entertainment magnate made it known he plans to unload **Viacom's** radio stations. **Sumner** will pay \$3.4 billion to take over **Viacom**, and interest costs will total about \$180 million per year. Selling the radio stations — valued at about \$142 million — would help relieve the debt pressure he's sure to encounter from the bankers working on the deal. **Viacom** spokesman **Liz Martin** said "no comment" when asked about the stations going on the market.

- **Mutual Broadcasting System** has cut a three-year affiliation agreement with **Legacy Broadcasting Inc.** to broadcast **Mutual** and **Westwood One** news, talk, sports, and entertainment programming. The deal includes **Legacy** outlets **KJOL/Los Angeles, WLLZ/Detroit, KDWB-AM & FM/Minneapolis**, and **KHOW & KPKE/Denver**.

BURBACH BROADCASTING COMPANY

John Laubach & Larry Garrett

Has Sold

WKRT-AM & WOKW-FM

Cortland, N. Y.
for

\$3,100,000

to

Sun Radio Broadcasting, Inc.

David E. Gerard

We are pleased to have served as broker in this transaction.

Robert A. Chaisson, Inc.

39 Locust Avenue

New Canaan, Conn. 06840

203-966-6333

TRANSACTIONS

Continued from Page 14

SELLER: Rainbow Broadcasting Corp., headed by **Charles Rowe**.
DIAL POSITION: 96.7 MHz
POWER: 3 kw at 670 feet
FORMAT: MOR
BROKER: Roy Rowan of **Blackburn & Company, Inc.**

WFGN/GAFFNEY, SC
PRICE: \$225,000
BUYER: Pamela J. Sutherland, former GM of **WGNC/Gastonia, NC**.
SELLER: **WFGN, Inc.**, owned by **Catherine Todd McSwain** and **Broadus McSwain**.
DIAL POSITION: 1180 kHz
POWER: 2.5 kw
FORMAT: Country

WSVA & WQPO/HARRISONBURG, VA
PRICE: \$2,650,000
BUYER: **M. Belmont VerStandig, Inc.**, owned by **John D. and Helen VerStandig** and the **M. Belmont VerStandig Testamentary Trust**. They also own **WCEN-AM & FM/Cambridge, MD; WAYZ-AM & FM/Waynesboro, PA**; and are applicants for a new FM in Staunton, VA.
SELLER: **Gilmore Broadcasting**, headed by Chairman **James S. Gilmore Jr.** and President **James S. Gilmore III**. They also own **WIVY/Jacksonville, FL** and **WLVE/Miami**.
DIAL POSITION: 550 kHz; 100.7

POWER: 5 kw days, 1 kw nights; 50 kw at 500 feet

FORMAT: News/Talk; AC
BROKER: **Blackburn & Company, Inc.**

KBLQ-AM & FM/LOGAN, UT
PRICE: \$1,130,000
BUYER: **Logan Broadcasting Company**, owned by **Drs. Brent W. Lambert** and **Eric J. Johnson**. They also own **WIKI/Newport, VT; WSTJ & WNKV/Johnsburg, VT; and KEVA & KOTB/Evanston, WY**.

SELLER: **Peoples Broadcasting, Inc.**, headed by **M. Kent Frandsen**. They also own **KBLI & KLCE/Idaho Falls-Pocatello, ID** and **KSKI-AM & FM/Halley-Sun Valley, Idaho**.
DIAL POSITION: 1390 kHz; 92.9 MHz
POWER: 5-kw days, 500 watts nights; 50 kw at 716 feet
FORMAT: Country; AC
BROKER: **Blackburn & Company, Inc.**

NEW AM STATION CP/DESTIN, FL
PRICE: \$25,000
BUYER: **Willie J. Martin**, who is the current GM of **WORL/Jacksonville, FL**.

SELLER: **Harold R. & Louise J. Harding**. They own CPs for three additional AM stations in the Southern U.S.
DIAL POSITION: 1120 kHz
POWER: 1 kw-day/1mer

ASCAP winners dominate songwriter categories.

Burt Bacharach

Song of the Year
"That's What Friends Are For"

**Gary Bias &
Louis A. Johnson**

Best Rhythm & Blues Song
"Sweet Love"

Jamie O'Hara

Best Country Song
"Grandpa (Tell Me 'Bout The Good Old Days)"

Stephen Sondheim's

"Follies in Concert"
Best Musical Cast Show Album

Witold Lutoslawski's

Best Contemporary Composition
"Sym. No. 3"



ascap

American Society of Composers, Authors & Publishers

© 2000



Dawn Atkinson

Marcellus Alexander

Brendan Okrent

Roger Schnur

Edith Buchanan

Chuck Young

Fred Ehrlich

Michele Block

Pam Haslam

Radio

● **MARCELLUS ALEXANDER**, ex-VP/COO at WRIF/Detroit, will consult Bell Broadcasting Co., which owns WCHB & WJZZ/Detroit. He resigned his posts at WRIF in December, but is still part owner of the station.

● **ROGER SCHNUR**, an AE at Westwood One Radio Networks for the past three years, will head East Coast operations of the newly formed **Premiere Radio Network** as Eastern Sales Manager.

● **EDITH BUCHANAN** is appointed Corporate Operations Coordinator for **Woolson Broadcasting**, owner of **WGUS-AM & FM/Augusta, GA**, and five other Southeastern stations. She formerly managed WGUS for four years. Stepping in as GM there is **CHUCK YOUNG**, a four-year staffer who's served as PD, OM, and Sales Manager.

● **FRANK FALLOW**, recently with **WNEW-FM/New York** as Sales Manager, has signed with **WXRK/New York** as National Sales Manager.

● **DWIGHT LANE** has been upped from Asst. PD to PD at **KEFM/Omaha**.

● **MARK STANDRIFF** joins **WTWR/Monroe-Toledo** as PD/morning personality. A Toledo native, he was previously Broadcast Operations Manager at **WAJB & WQTE/Adrian, MI**.

● **ROBERT MELFI** has been promoted from AE to Local Sales Manager at **WSNE/Providence**. He has been with the station since 1981.

● **PATRICIA ROSEN**, formerly Administrator/Research and Sales Development for four years at **NBC**, has been appointed Director/Entertainment Program Clearance for the **ABC Radio Network**.

● **ANDREW GOLDBLAT**, formerly GSM at **WEZS/Richmond**, has been appointed Philadelphia Manager for **Select Radio Representatives**. He replaces **STAN VOGIN**, who has gone into local station sales.

● Dr. **JAMES GEARITY** has been appointed Sr. Development Director at **American Public Radio**, where he has been Director/Development since 1985.

● **GEM O'BRIEN**, PD for the **Interstate Satellite Network**, has moved to the position of Director/Operations and Programming for **Interstate Broadcasting Systems**. He will continue to program the net. Also at Interstate, **ROY TAYLOR** joins as Director/Marketing. He was previously an AE at **KBRT/Los Angeles**.

● **MICHAEL PENZELL** has resigned as **Satellite Music Network VP/Central Division Sales** to join **Penzell Communications, Inc.**, which will provide sales representation to media companies.

● **JOE RYAN**, who retired after more than 30 years as on-air personality at **WALL/Middletown, NY** last December, died of cancer March 6. He was 64.

Records

● **DAWN ATKINSON** has been promoted to VP/A&R at **Windham Hill Records**, where she had been Director/A&R since last year. She joined the label in 1984 as Co-Director/A&R.

● **FRED EHRlich** has been upped to Director/College Marketing at **CBS Records**, where he has a college marketing rep since last year. Also at the label, **MICHELE BLOCK** was named Manager/College Marketing. She had been Manager/Top 40 Promotion/Secondary Markets for **Epic/Portrait/Associated Labels** since 1986.

● **PAM HASLAM** has been named to the new position of VP/Communications for **PolyGram Records**. She joins from **CBS**, where she had been Director/Communications for the **CBS Broadcast Group** since 1984.

● **RHONDA LYNCH** has been promoted from Accounting Manager to Director/Accounting at **Warner/Elektral Atlantic**. Prior to joining **WEA** last year, she was on the West Coast staff of the **WCI Internal Audit Group**.

● **SUZAN JO WALWORTH** has been appointed Asst. to the President at **Living Music Records**. She previously held managerial, administrative, and production positions with **Lawson-Guild Music Publishers** and **Century Artists Bureau**.

● **HYMAN KATZ** has moved up from Boston Promotion Manager to GM of the **Sonic Atmospheres** label.

● **Chappell/Intersong Music Group USA** has relocated to 8436 W. 3rd St., Suite 600, Los Angeles, CA 90048; (213) 655-5575.

Industry

● **BRENDAN OKRENT** has been named West Coast General Professional Manager of **Jobete Music Co.** She previously operated her own music publishing company, **B Major Music**.

● **BRIAN BEDOL**, formerly Director/Sponsored Programming and East Coast Operations for **Karl-Lorimar Home Video**, has joined the newly formed **Quantum Media, Inc.** as VP/Television Division.

CHANGES

Suzanne Westcott, formerly Research Director at **WRIF/Southfield, MI**, has been promoted to AE/Research Coordinator.

● **Camelot Music** parent company **Camelot Enterprises** has announced five promotions to VP: Regional Director **VERN BENKE** to VP/Southern Division; Director/Human Resources **DAN DENINO** to VP/Administration; Northern Divisional Manager **LARRY HODGSON** to VP/Northern Division, Director/Management Information Systems **JIM SAGE** to VP/Management Information Systems; and Chief Financial Officer **JACK ROGERS** to VP/Finance and board director.

● **FRAN DEFEO** has been appointed Director/East Coast Operations for PR firm **Norman Winter/Associates**. She joins following three years with **Columbia Records** publicity.

● **GEORGE KUCHMAS** has been promoted to GM/Manufacturing for **Sony Professional Products**. He joined the company in 1973, and was most recently Manager/Material and Production Control.

CHRONICLE

Born To:

● **WVEE/Atlanta** afternoon jock **Billy Dee**, wife Amy, daughter Ashley, December 25.

● **KWEZ & KUJO/Monroe, LA's** Eric Marsh, wife Judy, daughter Harmony Lynne, December 28.

● **WTKX/Pensacola MD** J.D. Stone, wife Randi, daughter Elizabeth, January 3.

● **RCA** Director of Advertising **Barbara Higgins**, husband and **United Stations** AE **Jim Higgins**, daughter Jamie Alexandra, February 5.

● **WBLI/Long Island OM** Len Rothberg, wife Jani, son Joshua Michael, February 14.

● **WPTX & WMDM/Lexington Park, MD OM/PD** Thomas Grooms, wife Carla, daughter Chloe Michelle, February 18.

● **KYA/San Francisco** PM driver **Pat Evans**, wife Debra, son James Arthur, February 18.

● **KKRD/Wichita MD** Greg Williams, wife Sheri, daughter Heather Lynne, February 26.

Married:

● **WBLI/Nassau-Suffolk** PM driver **Rick Summers** to Janet Salafia, February 14.

PROS ON THE LOOSE

Jon Brent — Middays **KCBS & KRQR/San Francisco** (209) 523-6332

Carmy Ferrari — PD **KDQJ/Sacramento** (916) 973-1760

Joe Johnson — Mornings/Asst. PD **WLVE/Miami** (305) 595-4261

Bob Kirby — GM **KDCK & KGNO/Dodge City, KS** (316) 225-3701

John Lakenau — PD **WING/Dayton** (513) 435-7487

Scott McMahon — Afternoons **KSYZ/Grand Island, NE** (308) 381-2800

Mike Schaefer — West Coast Regional **Virgin** (213) 934-9288

Jay Sison — MD **WLSQ/Montgomery** (205) 264-6406

**From a
3.2
to a
9.1
thanks to direct mail.***

● **Broadcasting Unlimited** made direct mail work for us. And they make sure it works every time. That's because they're radio people who understand what it takes to get and keep listeners. ●●

Alan Gray
Vice President and
General Manager
WWSN FM, Dayton
Stoner Broadcasting



**BROADCASTING
UNLIMITED**

16 Coltsway Wayland, MA 01778 (617) 358-4828

*Comparison of Arbitron
Spring 1985, 12+ shares,
to Arbitron Fall 1986,
12+ shares.

At last! An attorney who's been there! 15 years' programming, sales and management.

BARRY SKIDELSKY Attorney/Consultant
132 East 45th Street, New York, NY 10017 — (212) 370-0130

See Me At The NAB — At The Loew's Anatole

- full-service assistance for station sale, purchase, start-up and turnaround
- new buyer education • flat rate new FM (Docket 80-90) package • arbitration
- lender consultant: risk management, work-outs • bankruptcy trustee/examiner
- employment and other contracts: negotiation and drafting • 1st counsel free

THE
WEEKEND
music
REVIEW

W I T H D A N I N G R A M

Not another countdown show. Not an oldies show. It's

adult contemporary *entertainment*. Each weekend you'll

hear the top A/C songs in the USA, along with #1 hits from the past

10 years. Entertainment segments feature interviews with recording

artists, movie stars, and TV personalities. The show is hosted

by the incomparable Dan Ingram whose insight and humorous

outlook give The Weekend Music Review its unique personality.

Every show is created with the production excellence you've come

to expect from JAM. To get The Weekend Music Review in your

market, call JAM today for a demo tape and a

complete information kit. (214) 526-7080.

jam
PRODUCTIONS®

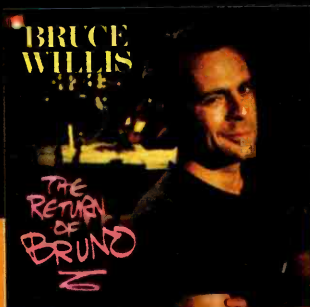
BRUCE WILLIS



YOUNG BLOOD

1886 MF

THE BRAND NEW SINGLE
FROM THE
GOLD CERTIFIED LP,
"THE RETURN OF BRUNO"
0272 ML



THE FOLLOW UP TO HIS TOP 5 SMASH...
YEP, BRUNO FINALLY GOT HIMSELF A HIT
...THANKS TO YOU, RADIO



PRODUCED BY ROBERT KRAFT
An Overboard Music Production.



©1987 Motown Record Corporation

WHAT'S NEW

Edited by Don Waller

SOLID GOLD

"Grammy" Medallions

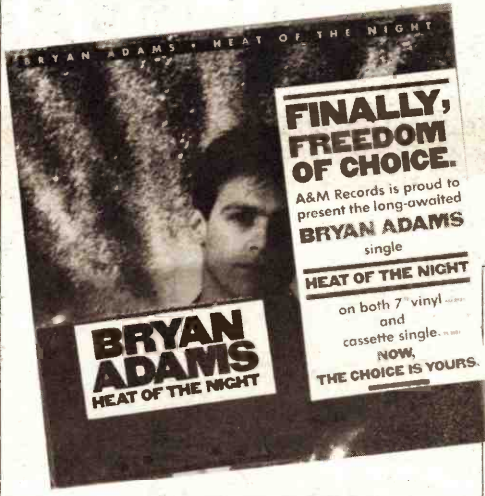


Solid gold medallions commemorating the Grammy award-winning Record of the Year are now available to the general public. Weighing one troy ounce of .999 pure gold, these 32mm diameter collectables are licensed by the National Academy of Recording Arts and Sciences (NARAS) and manufactured exclusively by Los Angeles-based Solid Gold Mint.

The first issue, consisting of 1000 individually-numbered coins, will celebrate last year's winner, "We Are The World" by the 45-member consortium of artists known as USA For Africa. Incidentally, all profits from the sale of this first medallion will be turned over to the USA For Africa charity.

Each medallion is priced at \$650. For further information, contact the Solid Gold Mint at (213) 456-2547.

A&M Offers Adams Single On Vinyl Or Cassette



Heralding the move as providing consumers with freedom of choice, A&M Records is currently offering the latest single from Bryan Adams, "Heat Of The Night," on either seven-inch vinyl or cassette single.

Industry hipsters and flipsters should have received a promotional package including both formats already. Although this tune is not the first to be issued as a cassette single, it is one of the earliest to be made available to the consumer market.

POLL STAR

TOP 20 CONCERT PULSE

LW TW ARTIST

- 1 1 GENESIS
- 2 2 PETER GABRIEL
- 5 3 BOB SEGER
- 4 4 BILLY JOEL
- 3 5 LIONEL RICHIE
- 6 6 JOURNEY
- 7 7 KENNY ROGERS
- 8 8 HUEY LEWIS & THE NEWS
- 9 9 BON JOVI
- 10 10 ALABAMA
- 11 11 JRON MAIDEN
- 12 12 DAVID LEE ROTH
- 13 13 FREDDIE JACKSON
- 16 14 HANK WILLIAMS JR.
- 15 RATT
- 18 16 PRETENDERS
- 19 17 CYNDI LAUPER
- 20 18 ALICE COOPER
- 19 B.B. KING
- 20 STEVIE RAY VAUGHAN

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2633

Introducing DIGIFFECTS, The world's first and *only* real Digital SFX Library.



- REAL-LIFE SOUNDS — Maybe we shouldn't call them sound 'effects' because only Digiffects sounds as real as real-life sounds. The reason is crystal clear. Digiffects perfectly duplicates real sound, because *only Digiffects is digitally recorded, mixed and mastered.*
- 10 CATEGORIES OF SOUND — City, Domestic, Rural, Transportation, Industry, Office, Leisure, Sports, Human, and Special
- 1,000 SOUNDS JUST SECONDS AWAY — The instant access of compact disc and Digiffects precise indexing means you produce twice as fast.
- FREE 10-DAY TRIAL — Compare DIGIFFECTS and you'll agree...

If it sounds real, it must be
DIGIFFECTS

CALL NOW 1-800-858-8880

In Texas/Alaska call collect (214) 934-2222 and ask for complete information on DIGIFFECTS and the DIGITAL PRODUCTION LIBRARY.



FirstCom/13747 Montfort Drive/Suite 220/Dallas, Texas 75240/Jim Long Companies, Inc.

"Glory Days" Coming In On A Blaze

Sporting a \$200,000 radio and print promotion budget, "Glory Days," a 400-page Bruce Springsteen biography written by noted rock scribe Dave Marsh, is scheduled to hit the nation's bookshelves this May.

With a 250,000-copy first printing, not to mention a 15-city author's tour on tap, interested radio stations are advised to contact the book's publisher, NYC-based Pantheon, regarding potential promotional opportunities immediately after reading this sentence.



For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Creelius, person to person, COLLECT 314-423-4411.

THE PICTURE PAGES

DIR Cinemax Special Spotlights Ladies



As part of a continuing series of HBO/Cinemax specials, DIR Broadcasting has produced "The Legendary Ladies," hosted by Belinda Carlisle and Grace Slick and featuring '60s stars Lesley Gore, Brenda Lee, Martha Reeves, Ronnie Spector, and others. Pictured (l-r) are Shirley Alston Reeves (ex-Shirelles), Slick, DIR President Bob Meyrowitz, Chubby Checker, co-producer Dick Fox, DIR Exec. VP Peter Kauff, Freda Payne, and Martha Reeves; (front l-r) Brenda Lee and Ronnie Spector.

Henley, Frey Team For Martell



Don Henley and Glenn Frey have been named Artist Chairman of the Dinner Committee for the T.J. Martell Foundation's April 11 fête honoring MCA Music Entertainment Group President Irving Azoff. Pictured at the West Coast kickoff luncheon are (l-r) Frey, Henley, and Azoff.

Great radio production, 50% faster with Digital's total system.

More than a production library.
More than a sound effects library.
**DIGITAL is the first total production system
on compact disc.**



DIGITAL is the Rolls Royce of this genre — the first production library with all-new music and effects, all recorded and mastered exclusively for the new technology of compact digital discs. DIGITAL's magical qualities will transform your production and energize your on-air sound.

Digital increases your station's production capacity 50%.

DIGITAL not only helps you become a better production director, it also makes you a faster one. You'll have over 2,000 tracks of awesome production power instantly at your command. The technology of DIGITAL on compact disc is a serious time-saver, thanks to instant access and retrieval at precise edit points. Press a key and you're there in 2 seconds flat! So goodbye record and tape production libraries... hello DIGITAL!

Hearing is believing. The proof is in the demo, call now 1-800-858-8880 in Texas/Alaska call collect (214) 934-2222.

FIRSTCOM
digital
MUSIC LIBRARY PRODUCTION SYSTEM®



FirstCom/13747 Montfort Drive/Suite 220/Dallas, Texas 75240/Jim Long Companies, Inc.

DISTRIBUTED OUTSIDE OF THE CONTINENTAL UNITED STATES AND UNITED KINGDOM BY RADIO EXPRESS
3375 CARRINGDALE BOULEVARD WEST, SUITE 555 LOS ANGELES, CALIFORNIA 90066 U.S.A. 213-450-1005 TELEFAX 215623

RADAR 34

Continued from Page 1

rated programming among Mutual's schedule. Thus, its remaining average numbers showed a substantial increase."

Separation, Not Withdrawal

But Westwood One President Bill Battison said Mutual actually shifted some of its programming over to its new network. Said Battison, "Much of our evening programs became part of our 'Mutual PM' network. We separated them because it's so unlike the elder Mutual network. It's a flexible programming service which includes Dr. Toni Grant and Larry King. Also, its news will originate from Los Angeles, not from Mutual's headquarters in Arlington, VA."

He added, "We worked closely with SRI President Gale Metzger, and they've been very supportive of this. This was a long-planned move, and it was not done for RADAR purposes."

SRI Senior Account Executive Miriam Q. Murphy confirmed that her company and Mutual did get together to discuss the new methodology, but also recognized problems. "Statistical Research is not happy with the current situation because it is confusing. There will be changes in reporting format because it is to everyone's interest to have clarity in the marketplace."

Transtar, SMN Up

Other networks showing significant gains from the previous survey include Transtar, which posted a 30% gain; Satellite Music and Satellite Music 2, up 23% and 14% respectively; and

Talknet, up 17%. Networks showing the steepest declines this period include US 2, down 19%, ABC Direction, off 18%, and National Black, down 16%. In come, biggest gainers were Transtar and Sheridan, each with 20% increases, and Satellite Music, up 18%.

Quinn

Continued from Page 3

The kickoff featured a "no-repeat weekend" and the promotion of a 24-hour code-a-phone suggestion line. The station uses the slogan "Eagle 106, less music repeated, and more non-stop back-to-back favorites." Quinn added, "Perception is a major factor for us. Positioning ourselves as being less repetitive will strike down one of the most common listener complaints. Before we came in, WTRK was playing the number one song every 50 minutes."

Mounty

Continued from Page 3

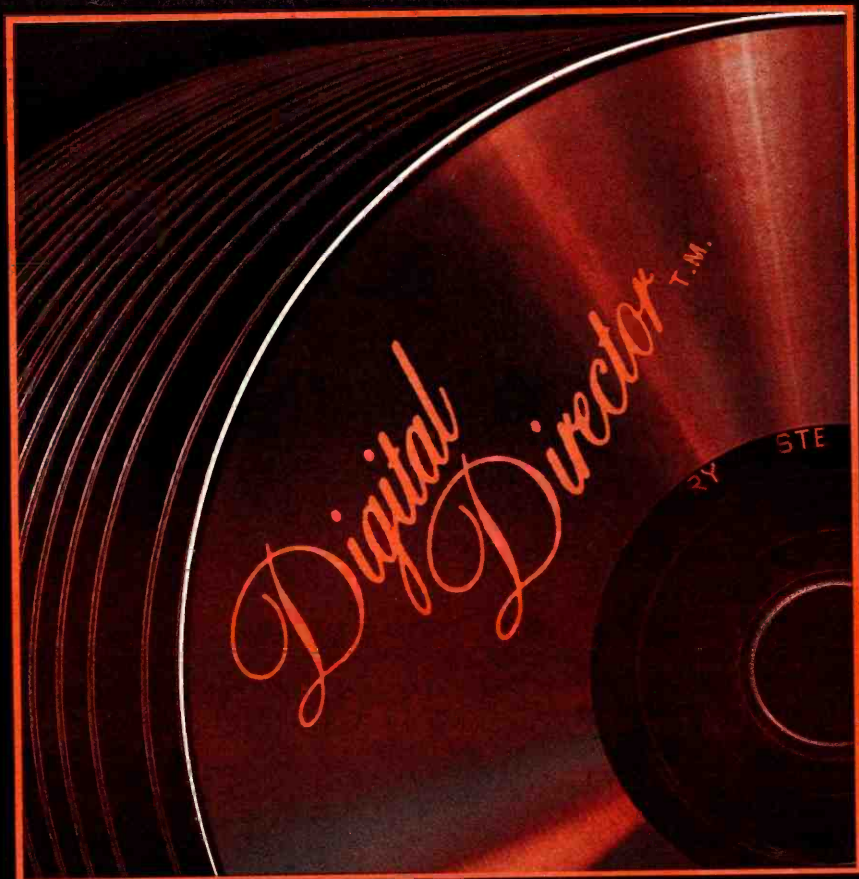
Mounty told R&R he is investigating opportunities in cable TV, radio/TV syndication, and ownership. "I am at the point of my life where I need to fully maximize my marketing expertise," he commented.

Ewing

Continued from Page 3

tive, I'm very familiar with this operation — it's one of the best along the network."

KRLD continues as flagship of the Dallas Cowboys. Metropolitan also owns the Texas State Network, but it is operated as an entity separate from KRLD.



Production Trax On Compact Disc
Updates
Catalog On Floppy Disk
Sound Effects Available
Digital Director Brought To You By



NEW! Random Select Digital Music Formats On 8mm Cassette
From Media General. System Design By Systemation.

See Us At Anatole Tower Booth 3335
Or Contact Carl Reynolds Or Dick Denham, 901-320-4340

THE PICTURE PAGES

Exposed By Arista



Arista honored Exposed with a listening party to introduce their debut album, "Exposed." Shown here (back, l-r) are Arista's Sandy Jones, India Graves, and Candy Massengale-Boggs, Exposed's Jeanette Jurado, Arista VP Abbey Konowitch, Exposed's Gioia Bruno, Arista Sr. VP Donnie Jenner, Exposed's Ann Curless; (front, kneeling l-r) Arista's Denise Bagley and Dave Jurman; (front, standing l-r) producer Lewis Martinee, Pantera Productions' Ismael Garcia, and President Frank Diaz.

Satellites Land In Winston-Salem



Elektra's Georgia Satellites visited with radio execs after a recent show in the Winston-Salem area. Pictured (l-r) are WKZL MD Don Joseph, band members Mauro Magellan, Rick Price and Dan Baird, WKRR PD Bruce Wheeler and OM Jamey Kerr. In front are (top) WKRR air personality Mike Sutherland and (bottom) WKRR John Amberg.

The City In Motion



Chrysalis execs met with new group the City to discuss their upcoming single, "Planets In Motion." Shown here (l-r) are Chrysalis VP Charly Prevost, Executive VP Jeff Aldrich, Chairman Chris Wright, City's Billy Trudel and Wade Biery with manager Evan Hosie, the label's Bruce Dickinson, group's Peter McIan and Stuart Mathis, and Chrysalis President Jack Craig.

Hornsby's Continue To Climb



ASCAP honored John and Bruce Hornsby for their efforts on Huey Lewis's latest single, "Jacob's Ladder," and Bruce's "Mandolin Rain." Shown (l-r) are ASCAP's Loretta Munoz, Bruce and John Hornsby, and Bob-A-Lew Music VP/GM Ronda Espy.

Have Another Donut



When WMAQ/Chicago OM Bill Gamble said, "If Oral Roberts can raise nearly \$4 million by saying God will take him home, we ought to be able to raise 400 donuts to help Paul (Muth, morning producer) keep his job," Mr. Clyde's donuts sprang to the rescue. Getting ready for the taste (clockwise, from left) are WMAQ morning man Drew Hayes, Gamble, Gerry O'Brian of Clyde's Donuts, newsman Pat Cassidy, and Muth.

Private Music Generates New Dreams



Longtime David Bowie guitarist Carlos Alomar has signed with Private Music and will release a debut album titled, "Dream Generator." Shown here (l-r) are Alomar and Private Music President/CEO Ron Goldstein.

Siegel Flies Without Transfer



Manhattan Transfer member Janis Siegel met with label execs after a solo engagement in New York City. Pictured (l-r) are Atlantic VP/GM Dave Glew, Siegel, and WEA International Chairman Nesuhi Ertegun.

BON JOVI

★ THE 1987 PREMIERE OF ★

ROCK STARS

THE TIMOTHY WHITE INTERVIEW



photo: Mark Weiss

Management: Doc McGhee for
McGhee Entertainment, Inc.



A PRODUCTION OF
RADIO TODAY
ENTERTAINMENT

For details: (212) 581-3962

In association with LBS COMMUNICATIONS INC.

FORE!

OV 41534

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

PRODUCED BY

HUEY LEWIS  THE NEWS

BOB BROWN MANAGEMENT PO BOX 779, MILL VALLEY, CA 94542



Chrysalis

© 1986

R&R STREET TALK

Infinity: How Deep Is Your Loot?

If INFINITY's reported \$82 million bid for KVIL/DALLAS comes to fruition, the company will then own the two highest-priced radio properties around. The deep-pockets outfit bought KROQ/LOS ANGELES last year for more than \$43 million.

Walter Lee Departs Capitol

The CAPITOL tower was spinning this week, with Sr. VP/Promotion & Marketing WALTER LEE out after 17 years with the label. Heavy names being eyed for the post; National Promotion Director TOM GORMAN, COLUMBIA's JOHN FAGOT and WB's RICH FITZGERALD. New faces at Capitol: A&M's STEP JOHNSON as VP of the Black music division and SIMON POTTS (ex-ELEKTRA) as Sr. VP of international A&R.

At sister MANHATTAN/BLUE NOTE, Sr. VP/Marketing & Administration STEPHEN REED exits after serving as President BRUCE LUNDVALL's right-hand man since day one.

Reynolds Wraps Up 'NBC Stint

With word that JOEY REYNOLDS is exiting afternoons following last week's news that SOUPY SALES is leaving middays, some say WNBC/NEW YORK may be paring its payroll in preparation for a sale. VP/GM JOHN HAYES labels that speculation "premature," explaining that Sales resigned over creative differences while Reynolds was fired because of "insufficient ratings." All-nighter ALAN COLMES has been upped to PM drive. On their way out, Soupy and Joey got a laugh out of Hayes by decking themselves with lilies and lying corpse-like in front of his office door.

Big changes in MCA's A&R department: VPs THOM TRUMBO and STEVE MOIR are exiting, while Director MICHAEL GOLDSTONE is moving on to a new gig. Executive VP JHERYL BUSBY is calling the shots solo for the time being.

"Spike At The Mike" To WGN

WGN/CHICAGO legend WALLY PHILLIPS is switching shifts again. Last July, he moved to afternoons after 20 years in mornings. In late May, Phillips will shift to a midday slot and SPIKE O'DELL from KIHK/QUAD CITIES, IA will join 'GN for afternoons.

Look for RCA SE Regional Director BUTCH WAUGH to get VP/Promotion stripes in the wake of ED MASCOLO's advancement to Sr. VP/Product Development. Nipper Director/A&R SIMON LOW is also in line for VP honors.

New call signs: WINZ-FM/MIAMI becomes WZTA, harkening back to its previous AOR identity of "Zeta-Four" . . . KLZZ/SAN DIEGO's new CHR handle is KKLQ (Q106).

Ex-KIIS programmer MIKE SCHAEFER is no longer a VIRGIN. He's resigned his West Coast regional slot and been replaced by BOB FRYMIRE, once of A&M. Virgin's latest signing is ROY ORBISON, and a solo deal with a member of the self-proclaimed "greatest rock 'n' roll band in the world" may be in the works.

Sounds like KLOS/LOS ANGELES's hot pursuit of WKDF/NASHVILLE morning dominator CARL P. MAYFIELD has suddenly cooled. President/GM BILL SOMMERS says, "At this moment, Carl P. is no longer under consideration."

At press conferences in Toronto, NY, and London this week, DAVID BOWIE announced a 100-date, six-continent tour, with the US leg starting in August. An advance copy of his new album, "Never Let Me Down," leaked on WLLZ/DETROIT last weekend. Radio gets the single, "Day In, Day Out," this week and the album goes out April 22.

Shannon On Wry

Z100/NEW YORK's SCOTT SHANNON not only has a new title (VP/Programming) and contract (*Ad Age* reports two years at a million per), but a sandwich named after him at NY's famed Stage Door Deli. Ask for "#21, the Shannon Sandwich" and you'll get a triple-decker with tuna, bacon, egg, and tomato. What, no ham?

Talk Talk: When MUTUAL's LARRY KING returns to the air this Monday (3/23), the live portion of his show will be reduced from four hours to three, a temporary measure until King is back up to speed after a recent heart attack . . .

Before leaving for vacation last week, WABC/NEW YORK talkmaster BOB GRANT told listeners that he wouldn't return unless he gets a hefty raise. He's reportedly miffed that he earns a paltry \$180,000 while WOR's BERNARD MELTZER takes in close to \$600,000 annually without producing higher ratings.

News Notes: "All Things Considered" 's new hosts are RENEE MONTAGNE and ROBERT SIEGEL, who gives up his News Director post for the NPR program . . . WCKG/CHICAGO has hired ELEANOR MONDALE, daughter of the ex-Veeep, for morning news.

Continued on Page 29

STRATEGIC
RADIO
RESEARCH

211 E. Ontario
Chicago, IL 60611 (312) 280-8300

Reliable, accurate research.

Peter GABRIEL WITH Kate BUSH

ONE OF THE MOST ADDED
INCLUDING:

| | |
|--------|------|
| WXKS | K104 |
| PRO-FM | WPST |
| KCPX | KZZU |
| KATD | KWTO |

"DON'T GIVE UP"

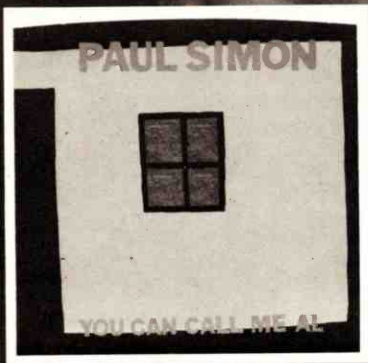
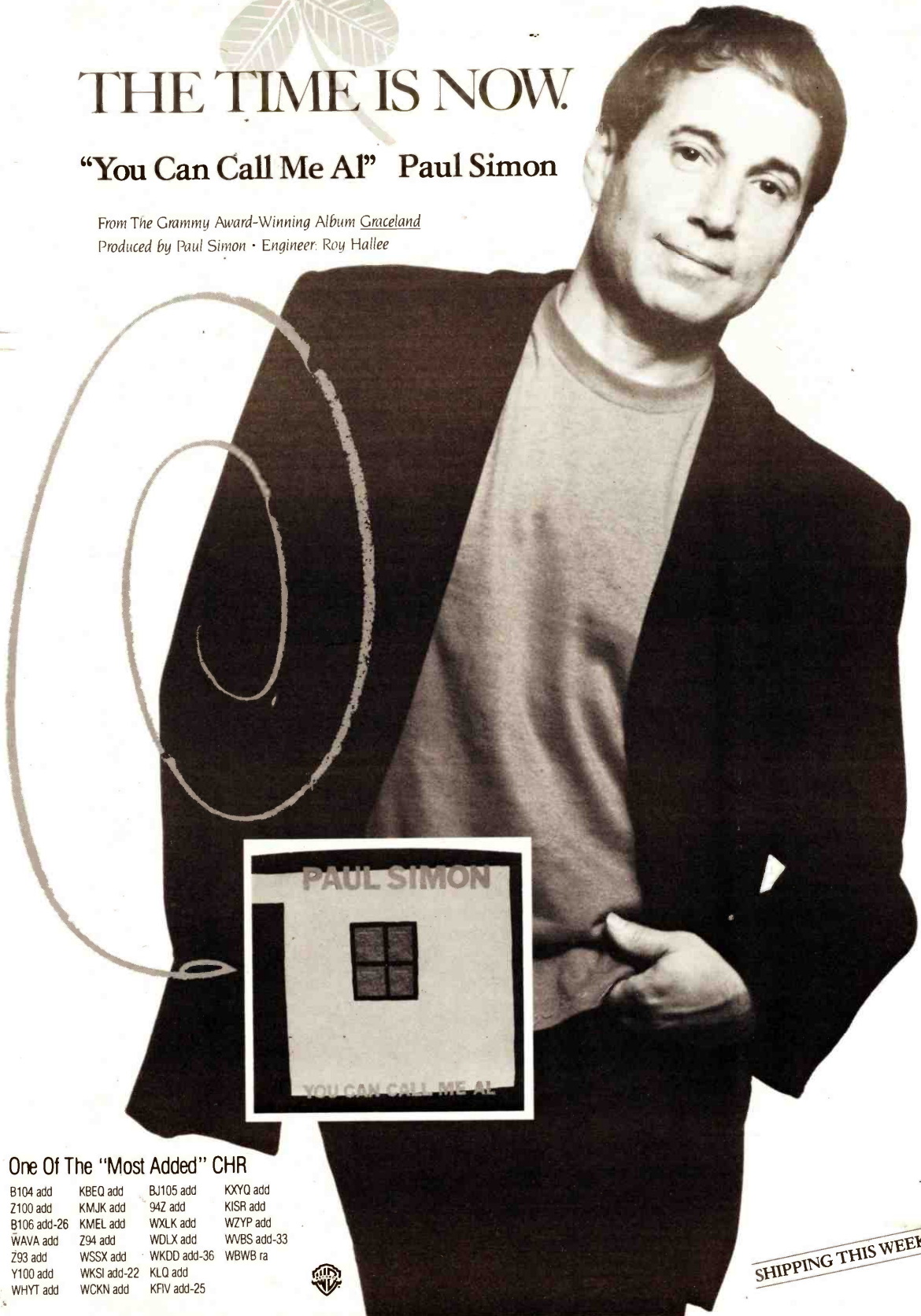




THE TIME IS NOW.

"You Can Call Me Al" Paul Simon

From The Grammy Award-Winning Album *Graceland*
Produced by Paul Simon • Engineer: Roy Hallee



One Of The "Most Added" CHR

- | | | | |
|-------------|-------------|-------------|-------------|
| B104 add | KBEQ add | BJ105 add | KXYO add |
| Z100 add | KMJK add | 94Z add | KISR add |
| B106 add-26 | KMEL add | WXLK add | WZYP add |
| WAVA add | Z94 add | WDLX add | WVBS add-33 |
| Z93 add | WSSX add | WKDD add-36 | WBWB ra |
| Y100 add | WKSI add-22 | KLQ add | |
| WHYT add | WCKN add | KFIV add-25 | |



SHIPPING THIS WEEK!

STREET TALK

Continued from Page 27

The Wave Wavers

KTWV/LOS ANGELES ("The Wave") has modified its no disk jockey, no music identification policies: the Jazz/New Age outlet will have artists record intros and backfills for their own selections.

Tough luck this week for a Louisville man who tried to collect an all-expense-paid trip to the moon that he won from **WAKY** back in 1958. Though he had been promised a March 15, 1987 voyage for winning a "Why I want to go to the moon" essay contest, the station didn't make good on the wacky prize offered when it was owned by Top 40 pioneer **GORDON McLENDON**. Turns out the winner had the piece ghosted for him, anyway.

GSM YULEE COMMANDER becomes the new senior officer at **WRQL & WFYV/JACKSONVILLE**, replacing exiting President/GM **PAUL ROGERS**. AOR 'FYV still has a PD vacancy.

OM DON BENSON says **CHR 94Q/ATLANTA**'s new programming regime isn't contemplating a full-fledged commitment to AC. Why the speculation? Known for breaking format with its nightly "Jazz Flavors," 94Q has now added "Classic Weekends." In a nice touch, the local record community gave former PD **JIM MORRISON** and MD **JEFF McCARTNEY** an appreciation dinner and presented them with statues in the shape of microphones.

KBEQ/KANSAS CITY'S STEVE PERUN, rumored to be the lead candidate for the **B104/BALTIMORE** PD post, says, "Thanks, but I'm not interested."

METROPOLIS President **JIM HARPER** has given up PD duties at the company's **WDTX/DETROIT**, where he'll remain paired in mornings with MD/Acting PD **MIKE BRADLEY**.

WAVA/WASHINGTON'S DON GERONIMO & MIKE O'MEARA got an "un-Christianlike" reception last Friday when they journeyed to Tulsa to report on the **ORAL ROBERTS** "Countdown To Doom." Denied permission to broadcast from the hotel across from Roberts's University (he owns the land under and around the hotel), they used phones from gas stations, a waffle house, and 7-11s to do their morning show.

Following up on the Geronimo impersonator who raped a 14-year-old girl last

week, **WAVA** rival **Q107** morning guys **J.J. MCKAY & CHRISTIAN PAUL** put the competitive battle aside and did a 45-minute simulcast with Geronimo & O'Meara to warn listeners of the potential for problems. The effort generated hundreds of calls, including a few good leads, though the suspect is still at large with a \$10,000 reward for capture posted by **WAVA**.

How do you combat the **FILMHOUSE** TV "Birthday Contest?" Well, **CHR WLRS/LOUISVILLE** is on the air battling against **AC WRKA** with the "It's Not My Birthday Contest." A parody TV spot offers \$102 throughout the day for anyone calling in whose birthday *doesn't* fall on the announced date.

Hot prize item: a **SONY/SEEBURG** CD Jukebox that holds 60 CDs and can program 1000 selections. It costs \$4400. **KZEW/DALLAS** and **WGTR/MIAMI** report great response to contests.

Looks like **BEASLEY**'s new Winston-Salem property is fixing to go Country and try to grab some of **WTQR**'s 19.7 share. It's changing handles from **WWMO** to **WBIG**, which had been Country calls in the market for 60 years before its previous holder went dark, and has hired a bunch of Country talent, including ex-WTQR morning man **BILLY BUCK**.

QWEST Prez **HAROLD CHILDS** was the prankster who said it with 100 dead flowers to **A&M** Senior VP/Promotion **CHARLIE MINOR**. The two are facing off for a sales battle between the **HERB ALPERT** and **DAVID SANBORN** albums.

New **ISLAND** phone #: (212) 995-7800.

Congrats to **MCA** VP/Marketing & Promotion **RICHARD PALMESE** and wife Lana on Richard Andrew, born 3/11 . . . **R&R** Records Editor **ADAM WHITE** and wife Ann on Emma, born 3/14 . . . **MALRITE** VP/Research **JHAN HIBER** on his 3/6 marriage to United Airlines flight attendant **ANITA NOYES**.

Sad news: veteran black record promoter **BOB RILEY** succumbed to a heart attack in Nashville on 3/16.

Best wishes to **R&R** Network Editor **REED BUNZEL**, who's devoting his fulltime efforts to writing a book, and Marketing Editor **HARVEY MEDNICK**, who's concentrating on his consultant work. Both will contribute periodically to **R&R** on special projects.

AIR PRIORITIES: WEEK 4

Listen to the selections listed below. Decide if each had the potential to attain Top 40, Top 25 or Top 10 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Mar. 25, 1987

| Artist | Title | Label |
|--------------------|--------------------------------|----------------|
| BREAKFAST CLUB | RIGHT ON TRACK | MCA |
| EDDIE AND THE TIDE | WEAK IN THE PRESENCE OF BEAUTY | ATCO |
| DEBORAH ALLEN | TELEPATHY | RCA |
| KENNY LOGGINS | MEET ME HALF WAY | COLUMBIA |
| POISON | TALK DIRTY TO ME | ENIGMA/CAPITOL |

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

ACTIVE INDUSTRY RESEARCH ~

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

NEVILLE BROTHERS



Whatever It Takes

| | | | |
|-------------|-------------|-------------|--------------|
| WEZB | WILK | KQUZ | K SMB |
| KATD | WKRZ | KSKG | WDBR |
| Z104 | KBIM | WQUE | KHOP |
| | | | KKAZ |

COREY HART

Dancin' With My Mirror

42/8

| | | | | |
|-------------|-----------------|-------------------|-------------|-----------------|
| WXKS | 99DTX | PRO-FM add | WRCK | KIKX |
| CKOI | KDWB | K104 | WKRZ | CHED |
| WCAU | Y100 add | WERZ | WKSI | KZUU |
| CFTR | KRBE add | WMJQ | WKDD | WINK add |

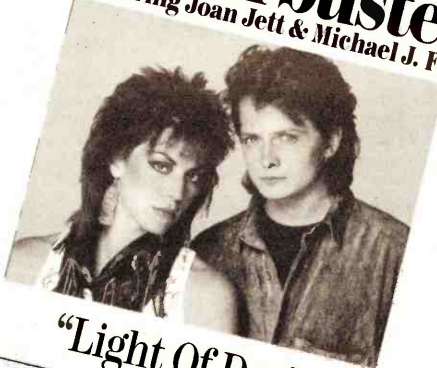


© 1987 EMI America Records, a division of Capitol Records, Inc.

EPIC/PORTRAIT/CBS ASSOCIATED

The Barbusters

Featuring Joan Jett & Michael J. Fox



"Light Of Day"



Now On Over 140
CHR Reporters
Including These
HOT REPORTS

- PRO-FM 16-14
- WMMS 13-8
- WKDD 17-11
- WVBS 27-20
- KNAN 28-24
- KNIN 37-30
- WBWB 28-18

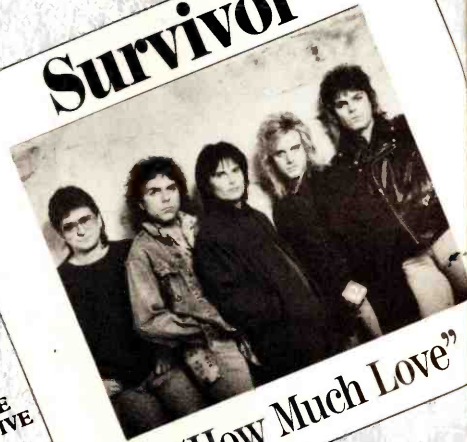
#1 MOST ACTIVE

Now On Over 120 CHR
Reporters Including
THESE P-1 POWER STATIONS:

- | | | |
|--------|------|-------|
| WXKS | B106 | WMMS |
| WBEN | Q107 | 99DTX |
| WKSE | KEGL | KCPW |
| WCAU | KTKS | KWK |
| B94 | KKBQ | KPKE |
| PRO-FM | KRBE | Y108 |
| | Y100 | KKRZ |
| | B97 | KMPX |
| WLS | | KCPX |
| | | KPLZ |

ONE OF THE
MOST ACTIVE

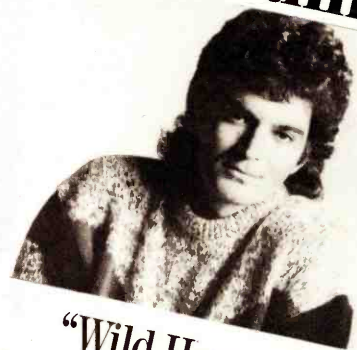
Survivor



"How Much Love"



Gino Vannelli



"Wild Horses"



- | | |
|------|------|
| WLOL | KSND |
| Y108 | KZZU |
| WVSR | KQIZ |
| WKRZ | WPFM |
| KTUX | Y94 |
| KIK | KTRS |
| KZIO | KKAZ |
| KF95 | KTMT |
| KIYS | KZFN |
| CHED | |

Gregg Allman



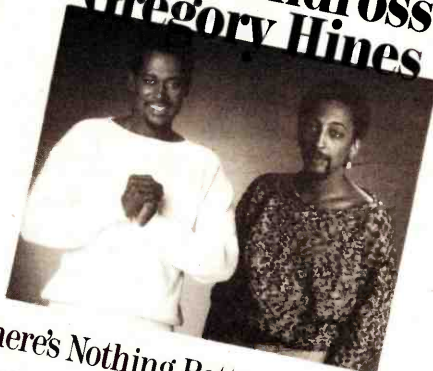
"I'm No Angel"

Epic

WMMS 95XIL
K104 Q104
PWR997 KCMQ
WKDD KGOT
KXYQ KTMT
WZYQ

AOR TRACKS: #3

Luther Vandross & Gregory Hines



"There's Nothing Better Than Love"

Epic

Now On Over 50
CHR REPORTERS
Including

WXKS WCZY KMJK
WBEN KCPW KPLZ
WKSE KKRZ KUBE
KTKS

... PLUS KOST
(HEAVY ROTATION)

BLACK/URBAN: 13

Pandau Ballet



"How Many Lies"

Epic

WMMS
KITX
PWR997

EPIC/PORTRAIT/CBS ASSOCIATED

'HEARTBEAT 101'

WRKR Now WHBT

SRO CHR WRKR-AM & FM/Racine-Milwaukee has switched calls to WHBT (Heartbeat 101), working with consultant Gary Guthrie. Don Johnson's "Heartbeat" kicked off the new format last Sunday morning (3-15).

PD Kipper McGee describes WHBT as "targeted and designed to fill the needs of 18-40 year-old women." Initial monitoring suggests musical elements of AC, CHR, and Urban. Currents range from Eddie Money to Expose, with gold including Elton John's "Your Song" and Prince's "1999." Positioning statements include "Music just to make you feel good" and

"To feel Milwaukee's pulse, you've got to hear its heartbeat... now listen."

R.J. Harris, previously in mornings at WYNY/New York, has returned to the market for mornings, while Chris Moreau has joined as Asst. PD/PM drive from cross-town WMYX. Mike Rogers and Tim Dunbar have exited, but McGee says he anticipates no further staff changes.

All air personalities, according to McGee, are being given specialized training to help them "internalize the values" of the new format. "We'll go through a series of readings and watching movies from a certain perspective to get a feel of who our audience is and what they're thinking."

As a longtime CHR, WRKR PDs included Tom Rivers, Pat Martin, and Steve Warren. Never entirely successful in mounting a run at Milwaukee, the suburban FM's 2.3-3.5 rise last fall was its best in recent memory. The switch leaves WKTI as the only straight-ahead CHR in a market that, at one point in 1984, had four.

Reno Returns To New Orleans At WCKW

222 Corporation Classic Rock outlet WCKW/New Orleans has hired market veteran Bobby Reno as PD. Reno, who will also do mornings, programmed then-AORs WRNO in the late '60s/early '70s and WNOE-FM from 1973-'78. Additionally, "Fast" Eddie Coyle joins WCKW for afternoons.

Classic Rock for the past 15 months, WCKW has been adding currents and moving closer to AOR recently. It is the only album station in the market; WRNO is a CHR-AOR hybrid.

A 100kw Class C, WCKW plans in June to raise its stick to 2000 feet above sea level, which will make it the only station in Louisiana at that height, according to Reno. He says it will then have a city-grade signal in both New Orleans and Baton Rouge. Currently, it's only city-grade halfway through New Orleans and into the eastern section of Baton Rouge, Reno says.

Cara

Continued from Page 3

Still pending is a Superior Court suit in which Cara alleges Coury mishandled her career and that Network breached its contract with her. Cara reportedly seeks \$10 million in exemplary and punitive damages and \$2 million more in compensatory damages. No hearing date has been set, but both Cara's manager Jeff Tornberg and Braun acknowledged the possibility of a settlement. Said Braun, "There are still some very large issues to be resolved."

Cara's next album, on Elektra, is due April 10.

E/A Flashes Forward With New Product Roadshow



Elektra/Asylum's top executives toured the country visiting WEA offices and introducing the label's new product. Pictured in L.A. are (l-r) WEA President Henry Droz, E/A Sr. VP Mike Bone, and E/A Exec. VP Aaron Levy.

Mathews Takes WGPR Helm

George Mathews has assumed the President/GM post for Black/Urban-formatted WGPR/Detroit. Mathews, Supreme President of the (station parent) International Free & Accepted Modern Masons since last summer, replaces former GM Tenicia Gregory, who will now serve as Personnel Director.

In the fall '86 Arbitron, WGPR registered a 1.8, up slightly from a 1.7 last summer, but still below the 2.0 it held a year earlier. According to a station spokesperson, "George wants WGPR to be competitive and have an impact in the community. He's going to back his staff and give them the tools they need to do their jobs."

Major Market Fly-In With Ford



Major Market Radio held its eighth annual Client Fly-In in Palm Springs, with over 300 attending. Among the highlighted speakers were former President Gerald Ford, syndicated columnist Abigail Van Buren (Dear Abby), and Notre Dame head coach Lou Holtz. Pictured at left are Ford (left) and MMR President Warner Rush, while shown at right are (l-r) MMR's Sharon Mancini, McCormick Communications' Maureen McCormick, and Van Buren.

EMI Signs Joe-Bruce & 2nd Ave.



EMI America has signed Joe-Bruce & 2nd Ave., comprising Joe "Bean" Esposito and Bruce Sudano, formerly of Brooklyn Dreams. Pictured (l-r standing) are EMIA's Suzie Kaplan, VP Mark Berger, President Jim Mazza, and VPs Colin Stewart, Slack Johnson, Neil Portnow, and Frenchy Gauthier; (l-r seated) producer Michael Omartian, Esposito, Sudano, and Lighthouse (management) President Susan Munao.

Doug E. Fresh In New York



Doug E. Fresh and the Get Fresh Crew partied at a New York club to celebrate the release of their new album, "Oh, My God!" They also received a gold award for last year's single, "The Show/Ladi-dadi." Shown here (l-r) are Crew members Chuck Will, manager/producer Dennis Ball, Doug E. Fresh, producer Ollie Cotton, Danya Records' David Lucchesi, and Reality Records President Jerry Bloodrock.

ONE YEAR AGO TODAY

- Patricia Diaz Dennis named to FCC
- Doug Brown VP/Group Operations for Legacy
- Reid Reker VP/Programming, Fairwest
- #1 CHR: "Rock Me Amadeus" — Falco (A&M)
- #1 AC: "Secret Lovers" — Atlantic Starr (A&M)
- #1 BIU: "Kiss" — Prince (WB) (2 wks)
- #1 COU: "Feelin' The Feelin'" — Bellamy Brothers (MCA/Curb)
- #1 AOR Track: "Harlem Shuffle" — Rolling Stones (R S/Col.) (2 wks)
- #1 LP: "Lives In The Balance" — Jackson Browne (Asylum)
- #1 JAZZ: "Explosion" — Paquito D'Rivera (Columbia)

FIVE YEARS AGO TODAY

- Howard Stern joins WNBC/New York
- #1 CHR: "Open Arms" — Journey (Columbia) (6 wks)
- #1 AC: "Key Largo" — Bertie Higgins (Kat Family/CBS) (3 wks)
- #1 BIU: "That Girl" — Stevie Wonder (Tami/Motown) (7 wks)
- #1 Country: "The Clown" — Conway Twitty (Elektra)
- #1 LP: "Freeze-Frame" — J. Geils Band (EMI America) (4 wks)

TEN YEARS AGO TODAY

- Charlie Van Dyke resigns KHJ/Los Angeles PD position
- #1 CHR: "Rich Girl" — Hall & Oates (RCA)
- #1 AC: "Don't Give Up On Us" — David Soul (Private Stock)
- #1 Country: "Southern Nights" — Glen Campbell (Capitol)
- #1 LP: "Rumours" — Fleetwood Mac (WB) (4 wks)

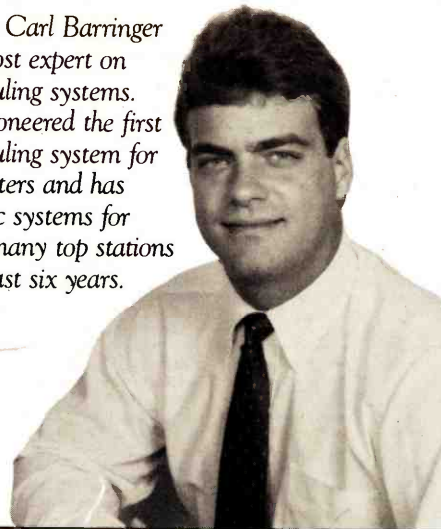
GENERATION II

The music scheduler that responds to today's programming demands

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

- Increased categories for more flexible scheduling
- Eliminates hand scheduling with twofers, threefers, blocks ... now you let the computer do it
- Automatic category changes improve daypart control
- Keeps your inventory fresh by automatically resting and reintroducing your songs
- Can't lose control of your format because Generation II is so easy to understand and modify

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



Join the smart broadcasters who have already purchased GENERATION II:

WWMX, Baltimore
WKJN, Baton Rouge
WMJX, Boston
WVBF, Boston
WYRK, Buffalo
WCLR, Chicago
KPLX, Dallas/Ft. Worth
KSCS, Dallas/Ft. Worth
WBAP, Dallas/Ft. Worth
WWSN, Dayton
KOAQ, Denver
WIKY, Evansville
WSSL, Greenville, SC
KIKK, Houston
WEAG, Indianapolis

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

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

KYA, San Francisco
KWSS, San Jose
KZST, Santa Rosa
WGFM, Schenectady
WGY, Schenectady
Broadcast Programming, Inc. Seattle
KJR, Seattle
KGTO, Tulsa
KRAV, Tulsa
WCXR, Washington, DC
WMZQ-AM, Washington, DC
WMZQ-FM, Washington, DC
WRMF, West Palm Beach
KEYN, Wichita
KLZS, Wichita

RadioWare

Software Specialists for Radio

P.O. Box 36385
Dallas, Texas 75235
(214) 350-7216

JOEL SALKOWITZ COMMENTS

New York's HOT 103:
Dancing In The Streets

With a box of 100 records tucked under his arm, WQHT (HOT 103) New York PD Joel Salkowitz arrived last August from L.A., where he had helped kick on Emmis sister KPWR (POWER 106). Backed by giant cash giveaways, major visibility, and an ethnic music mix, HOT 103 is already tied for #1 with CHR Z100 with a 6.8 in the latest *Birch* monthly. Salkowitz, a former ABC Radio manager in his first PD assignment, talked with Jeff Green about his station's lightning start.

R&R: You've obviously found a hole big enough to drive a truck through. What is it?

JS: It's primarily based around whites (45%) and Hispanics (40%), with about 12-15% black. The Hispanics, particularly, were not being served well by either CHR or Black/Urban. Not really since (Disco) WKTU did they have a station to call home.

R&R: What does the station sound like?

JS: The best description would be CHR records that people dance to. It's kind of a new animal — the

excitement and energy level of CHR without the hype or rock guitars. I think of HOT 103 as "Walkman Radio" — it always keeps moving. We tend to follow on the ballads because we want to make sure when people tune in they know what they've got. If we're going to break a record, it's going to be something uttempo.

Our audio processing is driving this town crazy. It gives us a very loud, clean signal with excellent bass. But our signature is the music. That is, of every three records there should be one that's clearly ours. We don't want to hear three of Z100's or KISS's (WRKS) in a row on HOT 103.

R&R: Which stations are your biggest threats?

JS: Clearly, it's the CHRs. I don't think anything we do is going to draw a sizable audience from WBLB or, to a lesser degree, KISS. WRKS probably had a lot of Hispanics listening for lack of a better place to go.

R&R: Do POWER 106 and HOT 103 sound similar?

JS: There's a general affinity for uttempo, high-energy songs with a lot of high-end in the mix — like the "Miami sound" — but I don't think you could plow POWER 106 down as it exists in NY and expect it to work, or vice versa. The primary difference between the two is in the music mix. POWER 106, at this point, can afford to be a little more mass appeal than us because they've only got KIIS-FM to deal with in terms of Contemporary radio.

R&R: How much of a role do the personalities play?

JS: We've made our mark by playing music... a lot of it. In our research HOT 103 more or less owns the "Less Talk" position in the market. But at some point down the road, in order for the station to evolve, the personality has to come through. We've brought in Bill Lee as our night jock, and he can have his personality without getting in the way of the music. That's what we look for in on-air talent. Bill works nights because for us, nighttime is key. It's the first daypart this format grows from, because of the teens and the music's intensity.

R&R: Who are you targeting, demographically and psychographically?

JS: It's pretty much 18-34. You're gonna get teens automatic-

ally. They go for the new, shiny object and will be the first to find it. And HOT 103 is a weekend radio station. We can't wait for summer to come here. This is radio that was made to be played on the beaches, in the parks — everywhere. That's when the station's really going to come into its own.

R&R: Are the dance clubs a key influence?

JS: This is a very club-oriented station in terms of what we play. You can walk into most of the Manhattan nightclubs, and it's like you're listening to our station at night. When people want to have fun, uttempo music and are at a party, we want them to think of turning us on.



Joel Salkowitz

R&R: Like a nightclub, your promos and IDs evoke very glossy, high-tech images.

JS: In our studio, we have an emulator and a lot of outboards and keyboards. Digitally sampled stuff is now all over the airwaves in N.Y. But that's okay because it has the other stations playing catch-up to us.

R&R: What's the current-to-gold ratio?

JS: Our current list runs about 60 records. The overall mix is about



"Our audio processing is driving this town crazy."

80-85% current, and recurrences go a year back in some cases. We play some oldies, such as "Square Biz," "Take Your Time," and "A Love Bizarre."

R&R: How are your clocks structured?

JS: The seven powers turn over about every three hours; the nine in B about 4.5 hours; the 11-12 in C come up roughly 5.5-6 hours. There are about eight different rotations, and most of the currents are day-parted, except the powers.

R&R: HOT 103 plays a lot of 12" records. What have you done to adapt them for radio?

JS: We normally shorten the 12" club versions to 4-5 minute "Hot Mixes." Now that we've gotten everybody's attention they're looking long and hard at the records we're playing. All of the ten top-selling 12-inchers in NY were broken on this station.

R&R: Do listeners know that you're first?

JS: Yes, quite a bit. One of our biggest slogans, which just went up on our subway boards, is "HOT 103, because NY won't stand still for the same old music."

R&R: Have you noticed your competitors making musical adjustments to your presence?

JS: I'd bet that a year ago you never would've heard a record like Giggles on a station like 'PLJ. (Z100 PD) Scott Shannon and (WPLJ PD) Larry Berger are smart guys; they're not sitting around and letting this just happen.

R&R: Which forms of research

matter to you?

JS: We particularly track 12" sales, callouts, and requests. Another important part is just getting out. We have our DJs in the clubs all the time.

R&R: Your station is certainly all over the street.

JS: Besides the subway boards, we've got an intensive TV campaign using an ethnic-looking "Solid Gold" dancer with a smoking radio. At the end of her routine, she asks, "Hot enough for ya?" We use the phrase "Nonstop music" and an "I used to listen to ——" promo. A lot of the lines have been picked up by other stations.

The first on-air contest we did was a "Fantasy Charge" — a \$50,000 credit card to spend in 24 hours. Then there are the "Hot song of the day" and other time-spend-listening contests. Our "Hot Night In NY" at the Palladium was a monster. Sheila E. headlined, with 6-7 more local groups such as TKA and Expose. Max Headroom was the host. We invited 3500; 2000 more tried to get in without tickets. We made it sound like the second coming.

R&R: Since this is your first PD gig, are there any skills you're learning on the run?

JS: Working with people and motivating the airstaff to get things done. When we put HOT 103 on the air we didn't have a promotion director, production director, or a full airstaff, although all the shifts were covered. You learn to wear a lot of hats real fast.

HOT 103 FM

Saturday, 2pm

JODY WATLEY/Looking For A New Love
GIORGIO/Sex Appeal
JANET JACKSON/What Have You Done For Me Lately (hot mix)
DEBBIE GIBSON/Only In My Dreams
EXPOSE/Come Go With Me (hot mix)
VOICE IN FASHION/Only In The Night
CAMEO/Candy
CYNDI LAUPER/Change Of Heart
JILL/Match Made Up In Heaven
COVER GIRLS/Show Me
GENUINE PARTS/Did It Feel Like Love
TIMEX SOCIAL CLUB/Rumors
TRANS DANCE/Do The Dance
PRINCE/Sign 'O' The Times
GIGGLES/Love Letter
LISA LISA & CULT JAM/Head To Toe

VP/GM Stuart Layne:
High Hopes For The Bottom Line

R&R: How did you position HOT 103 to sell at the outset?

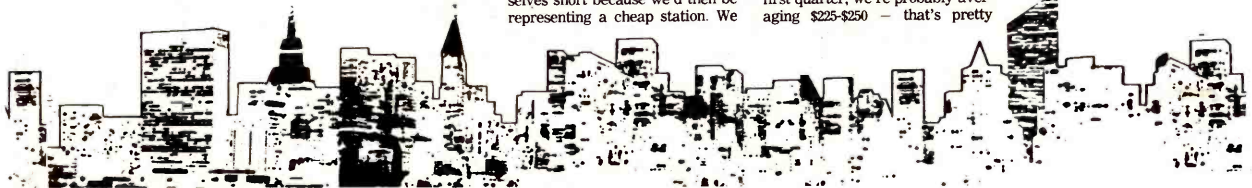
SL: Until you have a rating book the ad community doesn't consider you a mature property. So a lot of what our staff sold was their own confidence in what we were going to do. We didn't want to sell ourselves short because we'd then be representing a cheap station. We

knew there'd be some success, and a lot of majors joined up even before the book: Michelob, Pepsi, McDonald's, Crazy Eddy, among others.

R&R: What does a 60-second drivetime spot cost?

SL: In a traditionally sluggish first quarter, we're probably averaging \$225-\$250 — that's pretty

strong. The ratings and sales success has moved so quickly that our rates are constantly growing, but we'll take care of the advertisers who took care of us in the beginning... the new advertisers are going to have to pay the freight.



PERSONALITY PLUS!

When it comes to **personality**, *Rockin' America Top 30 Countdown* has a personality all its own: America's most listened-to morning man, Scott Shannon.

Plus - it's a programmer's countdown. Produced by one of the nation's most respected programmers, the PD of America's highest-rated radio station, WHTZ-FM/New York...you guessed it: Scott Shannon. *Rockin' America* has it all: The hits. The bits. Outrageous comedy. The news. The views. Mr. Leonard. And the entire Zoo Crew. *Scott Shannon's Rockin' America Top 30 Countdown* gives new meaning to the phrase *personality plus*. And that's what makes it a great countdown show! Make it work for you. Contact your Westwood One representative now at (213) 204-5000 or Telex 4996015 WWONE.



RATINGS AND RESEARCH

WHAT'S HOT AND WHAT WILL BE

Exciting Times, Confusing Times

By Jhan Hiber



Jhan Hiber

This week's column presents an overview of recent ratings and research topics — and what are likely to be hot topics in the future.

Radio Audience Measurement Task Force

NAB is somewhat sheepish over the results of the Radio Audience Measurement Task Force (RAMTF). A couple of years ago, this group of primarily medium market broadcasters generated some heat. Questions were raised about whether it was urging NAB to go into the ratings business as a member service. Although this was considered, wiser heads prevailed. Could the body generate new technologies to measure radio more efficiently and thus compete with Arbitron? In a word, no. And what about Birch? Tom Birch asked that if NAB wanted to foster competition and drive down research costs, hadn't they heard of a viable competitor in Florida?

RAMTF: Much Ado About Nothing

When RAMTF was announced, the bottom line among cynics was that not much would happen. These critics were right. Oh, there will be a presentation at the Dallas NAB about a small study done by Birch and the Australian firm of McNair-Anderson, but that will be the final death knell for RAMTF. There may be lower research costs these days, but that's as likely to be due to Birch's progress as much as any other cause. Overall, NAB could have saved its members' money. However, R&R hears that there will be one good result — the NAB's Committee On Local Radio Audience Measurement (COLRAM) body will continue to search for new ratings technology.

Daypart Diary: Listening Credits Change

Since July, the major research topic of conversation has been Ar-

"Listening levels are likely to increase in the winter sweep because the edit rules have been changed to show more listening."

bitron's "Daypart Diary." A few thoughts to keep in mind: first, good radio — well-researched, programmed, and marketed — will win in any diary. Don't drive yourself crazy trying to turn your station upside-down each time Arbitron sneezes and redesigns the diary.

Second, keep on top of other changes at Arbitron. For example, listening levels are likely to increase in the winter sweep because the edit rules have been changed to show more listening. In the past, a person who didn't put a stop time for the end of his listening span was only credited with one quarter-hour from the beginning of the listening time (e.g., 9-9:15). Now, entries showing no end time will be granted six QHs from whenever the listening period started (e.g., 9-10:30). The addition of five quarter-hours in such situations is bound to help radio levels.

The additional five quarter-hours are being granted by Arbitron for two reasons. One is because of general uproar and political pressure. At a recent meeting between Arbitron and the RAB GOALS committee, Arbitron offered the additional credit to stave off the broadcast wolves (clients). The other reason, according to an Arbitron official at the same GOALS

meeting, is because "the average listening span recorded in the diaries is 90 minutes." Thus, presumably, awarding an average amount of time to fill an incomplete entry made sense.

This 90-minute declaration piqued my curiosity. I've asked two Arbitron officials for the document to back up the claim, since to my thinking it seemed too long. Both said they had heard of the claim, assumed there was internal research to back it up, but had not seen the data. Arbitron is using a test sample of 73 people to back up the 90-minute contention. This is the only study information that has been shared by Arbitron.

75% Of Entries Under 90 Minutes

My own examination of thousands of fall '86 diaries has shown that while the average entry may be 90 minutes that figure is at best misleading. Of the listening occasions tracked across a cross-section of markets/formats (thousands of diaries), the actual entry timeframes showed that 75% of the entries were for periods of less than 90 minutes.

Thus, the reality from a programmer's perspective is that the largest group of diary entries are for less than 90 minutes. This is vital when putting together rotations, promos, and so on.

Where did Arbitron get its figure? Keep in mind its assertion that 90 minutes is an average, not an indicator of what is most often recorded. For example, two 15-minute entries averaged with one entry four hours long yields an average TSL of 90 minutes. Yet, the most frequent listening span was for 15 minutes.

If you haven't reviewed your diaries to see what your most frequent time span is under the new

diary and edit rules, you'd better do so. Arbitron's average number may be correct (it still remains to be checked), but it might also mislead inadvertently.

18-24 DST

Last year I wrote that giving more money and attention to non-ethnic males 18-24 and their households could actually hurt AOR shares. R&R AOR Editor Steve Feinstein has already looked at part of that issue. Suffice it to say that stations expecting ratings nirvana from this technique begun in the fall had better see another Yoda. No cure-all this, but it does offer a more realistic sample of that difficult (for Arbitron) demo.

Arbitron Vs. Birch: The Battle Rages

Among the exciting and possibly confusing stories this year will be the ongoing struggle between Arbitron and its pesky competitor, Birch. There are more claims being swapped here than in the Okla-

"The actual entry timeframes showed that 75% of the entries were for periods of less than 90 minutes."

homa land rush, but no doubt, Birch has gotten Arbitron's attention.

Forthcoming Topics Of Interest

Here are some of the key items I'll be tracking:

- Birch's application for accreditation by the Electronic Media Rating Council (EMRC). The stamp of approval by the EMRC auditors would be a boost for Birch and would take away one of Arbitron's main sales points

("Our procedures are audited and approved by the EMRC, Birch's aren't.") Because I serve on the board of directors of the EMRC, rest assured I'll have the straight scoop on the audit right here.

- Ratings pricing. With pressure from Birch, Arbitron is reportedly in a dealing mood right now. On the other hand, Birch has raised its rates significantly, apparently to help pay for improvements to its service (and, presumably, to enhance profits). We're hearing from stations who are surprised at some \$45,000-\$60,000 Birch annual price tags. Is the rate differential more narrow now? If so, has Birch priced itself out of some sales?

- The agency battle. Birch's PR was sometimes ahead of its actual agency usage last year. Now they are more prudent. Both sides are out pitching to the max trying to woo agencies.

- Improvements in services. Arbitron will debut its new book look in April with the release of the winter report cards. The diary may undergo tests of new designs. Birch may open new WATS centers, and is working to upgrade the performance of its interviewers as it strives for a consistently high measure of performance.

Jhan Hiber, R&R's former Ratings & Research Editor, is currently Director of Research for Malrite. He will contribute articles to R&R periodically.

SUCCESS

We work as hard for your success as we work for our own!

- Total Station Marketing Strategies and Campaigns.
- Television Campaigns and Production.
- Publicity and Press Relations.
- Outdoor/Billboard Design and Production.
- Sales Presentations.
- Corporate Presentations.
- Direct Mail.

EKB ENTERPRISES INC.

For more information call: Betsy Bucken-Knapp • (516) 796-4674 • 21 Mockingbird Lane, Levittown, N.Y. 11756

On Excellence...

"In 1985 when we started our company, we made some very bold statements. We promised to provide stations with superior, distinctive service. The type of service that produces results.

We promised to be different. To be a rep firm where the radio station comes first, every station is special, and relationships are more important than ratings.

At Durpetti & Associates, we're proud of our entrepreneurial spirit and our Commitment To Excellence.

"We care."

*Tony Durpetti, President
Durpetti & Associates
(312) 819-0100.*

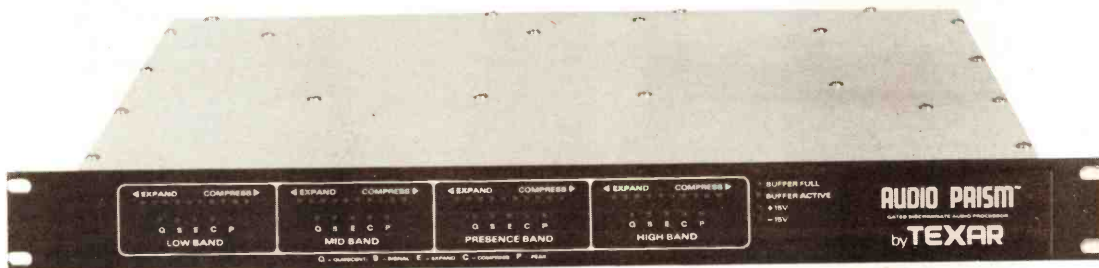


DURPETTI & ASSOCIATES

A Commitment To Excellence

Atlanta • Chicago • Dallas • Detroit • Los Angeles
New York • Philadelphia • San Francisco

THE MERCEDES-BENZ OF AUDIO PROCESSING



In the world of automobiles, everyone promises a luxurious ride and excellent road handling. But as we all know, all automobiles are not created equal. Some simply provide more luxury and better road handling than others. What makes the difference? Did someone just happen to stumble across a better design? Hardly! Fine-tuning makes the difference. Having all the parts is only half the battle; making them all work together as a finely tuned system is an equally big part.

Years of thought, caring, and genius went into the fine motor cars before you ever saw them. It started with a better design and more concern for the customer. Then the rough edges were smooth; the fine

points were tuned. The result: not just an automobile . . . a world class motor car.

Broadcast audio processing is not unlike the world of fine motor cars. The object is to harness tremendous power into a well-mannered and controllable form — well-behaved power. Raw, uncontrollable power like the muscle cars of the '60s just doesn't make it today.

To make today's winning broadcast audio processor, you start with a better design for more power — DIGITAL CONTROL. You plan for the future with OPEN ARCHITECTURE (Plug-in Printed Circuits), so that future improvements are only a card

swap away. You smooth the rough edges and tune the system until the power is perfectly controllable. The result: The Digitally Controlled AUDIO PRISM by TEXAR. Just as Digital CDs are replacing vinyl LPs as the medium of choice, the future of audio processing also belongs to the digital world.

Get the power and clarity of the future working for you. Call Barry Honel (412) 85-MICRO to arrange for a ten-day demo in your station. Considering a demo of another make of audio processor? Let us know. We'll make sure our delivery date coincides with theirs so you can hear the difference for yourself!

TEXAR

TEXAR INCORPORATED
616 Beatty Road
Monroeville, PA 15146-1502
(412) 856-4276
(412) 85-MICRO

SEE US IN DALLAS
IN BOOTH 2571

RATINGS

ARBITRON FALL '86

Demographic Ranking Trends

New York

WRKS Hot With Teens, 18-34; WHTZ Leads Older Demos, Runner-up In Younger Demos; WCBS-FM Second With 25-54

| Su '86 | | Fa '86 | | Su '86 | | Fa '86 | | Su '86 | | Fa '86 | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 12-17 | | 18-34 | | 18-49 | | 25-54 | | | | | |
| '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank |
| 3 | 1 | 4 | 1 | 3 | 1 | 4 | 1 | 4 | 1 | 4 | 1 |
| 1 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |
| 2 | 3 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 |
| 5 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 4 | 5 | 6 | 5 | 7 | 5 | 5 | 6 | 6 | 6 | 6 | 6 |
| 7 | 6 | 5 | 6 | 8 | 6 | 6 | 7 | 9 | 6 | 7 | 8 |
| 8 | 7 | 13 | 7 | 6 | 7 | 5 | 8 | 6 | 7 | 8 | 7 |
| 6 | 8 | 8 | 8 | 5 | 8 | 8 | 8 | 7 | 8 | 8 | 8 |
| 13 | 9 | 7 | 9 | 9 | 9 | 9 | 9 | 8 | 9 | 9 | 9 |
| 9 | 10 | 9 | 10 | 19 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |

Los Angeles

KPWR Tops With Teens, 18-34; KIIS-FM Up Front With Older Adults; KSLX Debuts In Adult Demos

| Su '86 | | Fa '86 | | Su '86 | | Fa '86 | | Su '86 | | Fa '86 | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 12-17 | | 18-34 | | 18-49 | | 25-54 | | | | | |
| '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank |
| 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 3 | 3 | — | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | — | 5 | — | 5 | 3 | 5 | 3 | 5 |
| 6 | 6 | 6 | 6 | 8 | 6 | 8 | 6 | — | 6 | — | 6 |
| 7 | 7 | 3 | 7 | 7 | 7 | 7 | 7 | 9 | 7 | 9 | 7 |
| 8 | 8 | 9 | 8 | 6 | 8 | 6 | 8 | 5 | 8 | 5 | 8 |
| 16 | 9 | 14 | 9 | 10 | 9 | 10 | 9 | 4 | 9 | 4 | 9 |
| 18 | 10 | 11 | 10 | 4 | 10 | 4 | 10 | 10 | 10 | 10 | 10 |

Chicago

WCGI-FM Remains Adult Leader; WBBM-FM Still Teen Champ; WJMK Gains In Adults

| Su '86 | | Fa '86 | | Su '86 | | Fa '86 | | Su '86 | | Fa '86 | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 12-17 | | 18-34 | | 18-49 | | 25-54 | | | | | |
| '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| — | 5 | 5 | 5 | 9 | 5 | 9 | 5 | 9 | 5 | 9 | 5 |
| 8 | 6 | 13 | 6 | 8 | 6 | 8 | 6 | 7 | 6 | 7 | 6 |
| 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 |
| 5 | 8 | 10 | 8 | 12 | 8 | 12 | 8 | 10 | 8 | 10 | 8 |
| 10 | 9 | 6 | 9 | 11 | 9 | 11 | 9 | 13 | 9 | 13 | 9 |
| 9 | 10 | 8 | 10 | 4 | 10 | 4 | 10 | 14 | 10 | 14 | 10 |

San Francisco

KYUU Leads With Young Adults; KMEL Still Teen Titan; KGO 25-54 Winner; KSOL Solid Second In Teens, Young Adults

| Su '86 | | Fa '86 | | Su '86 | | Fa '86 | | Su '86 | | Fa '86 | |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 12-17 | | 18-34 | | 18-49 | | 25-54 | | | | | |
| '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank | '86 Rank |
| 1 | 1 | 3 | 1 | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 3 | 2 |
| 4 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 4 | 3 |
| 5 | 4 | 6 | 4 | 9 | 4 | 9 | 4 | 8 | 4 | 8 | 4 |
| 6 | 5 | 2 | 5 | 10 | 5 | 10 | 5 | 6 | 5 | 6 | 5 |
| 3 | 6 | 5 | 6 | 8 | 6 | 8 | 6 | 10 | 6 | 10 | 6 |
| 8 | 7 | 16 | 7 | 13 | 7 | 13 | 7 | 5 | 7 | 5 | 7 |
| 12 | 8 | 10 | 8 | 4 | 8 | 4 | 8 | 9 | 8 | 9 | 8 |
| 13 | 9 | 19 | 9 | 6 | 9 | 6 | 9 | 7 | 9 | 7 | 9 |
| 7 | 10 | 20 | 10 | 11 | 10 | 11 | 10 | 17 | 10 | 17 | 10 |

POISON

continues

102/25

- KKBQ add
- KRBE add-25
- KUBE add
- WAVA 29-20 (HOT)
- Z93 31-25 (HOT)
- KTKS 15-9 (HOT)
- KCPX 1-1 (HOT)
- KPLZ 26-23 (HOT)
- B104 add-29
- Z100 add
- PRO-FM 35-30
- Q107 27-23
- KEGL 8-7
- Y100 28-21
- Z95 deb-38
- WMMS deb-36
- KBEQ 29-26
- WL0L deb-38
- KMJK deb-37
- KS103 24-13
- KATD 20-15

"Talk Dirty To Me"



Capitol
ENIGMA RECORDS

Achieving Station Authenticity

KINK/Portland. WMMS/Cleveland. KVIL/Dallas. WDVE/Pittsburgh. WCBS-FM/New York. KMOX/St. Louis. WTIC/Hartford. WBCN/Boston. WKDF/Nashville. The list goes on, as does the confounding performance of these great-grandfathered radio stations. What they have in common is authenticity; they all are authentic radio stations with tenure in their format arenas. They don't even have to follow many (or, in some cases, any) of the basics to keep the franchises they own intact. How do they do it?

KINK goes against the "rules." WMMS went from AOR to CHR and no one in the audience noticed; it didn't matter. WCBS-FM is really more of an AC station than an Oldies station, but that doesn't matter either. WTIC is a train wreck compared to the norms of strategic programming, targeting, and marketing for a full-service AM AC; again, it doesn't matter. The station is ageless, timeless. The station is authentic, and the hit books just keep on coming.

Owning The Franchise

Authenticity is a key to success if a station can achieve it. There are certain steps a station can take to start achieving authenticity in its format and among its target audience. We often call these steps "things to do to own the franchise."

But first, let's look outside of radio, where there are many examples of products that have "made it" as a result of authenticity achievement strategies. Who started the Walkman craze? The name

"There are stations that seem to defy gravity. It doesn't matter so much what they do as what they are — they're authentic."

Sony gave its portables is almost the generic word for mini-players these days, but you're not at the pinnacle until you own the real McCoy: a Sony. Who gave yuppies their driving status rights? A Volvo

Steps To "Owning The Franchise"

- Commit yourself
- Go to the grass roots
- Nurture talent
- Market with pride

might be okay in a pinch, but you're not in the yuppie mainstream until you get your BMW. What about watches that make a statement all on their own? Better be a Rolex. A look-alike Seiko just won't do. Is there a substitute for V-8 juice? A second banana to a Xerox copier? A true replacement for an IBM computer? A runner-up to Spielberg as a moviemaker for the masses?

Inside the radio industry, there are stations that seem to defy gravity. They withstand assaults from good competitors. On paper, in research, and on the air they can break all of the old rules they want. It doesn't matter so much what they do as what they are — what they stand for. They're authentic.

Success Strategy

Your station also can be authentic if you are willing to make as much of a commitment outside the station as you do on the air. Here is a look at those steps to take in planning an authenticity achievement strategy of your own:

1. **Commit.** Batten down the hatches for the long haul. Plan to stay in your format arena for a long time. If you know your niche is viable, prepare for commitment and let your listeners know you're

"here to stay." Point out other stations' lack of commitment and superficialities if you have to. Use the word "finally" in your marketing efforts (on and off the air).

2. **Search out grass roots.** Go to the hardcore users and find out what they expect from the kind of product you're offering. Stay away from casual listeners or users who are simply trendy or happen to be fad followers. Talk to *your* people, the *real* ones you're after with your format — the ones who will always give you most or all of their quarter-hours in any diary they receive. Design research that gives you minimum waste. After a full market "lay of the land" positioning/strategy study, tell your research company "no thanks" when they come back with boilerplate. Go for the hardcore. The grass roots input you'll receive will never let you down.

3. **Pluck heartstrings.** Believe in what your target listeners believe in. Your key programming/marketing people should become experts in your targeting/positioning niche. If they can't pull it off or play the role, find people who can. Don't waste time fooling yourself. If your listeners want Libya to become a parking lot tomorrow, don't let your talent praise restraint. If your morning talent watches "No-

"If your morning talent watches 'Nova' on PBS but doesn't watch 'The Cosby Show' or 'The Golden Girls' every week — and love them — then start looking for someone who does."

va" on PBS but doesn't watch "The Cosby Show" or "The Golden Girls" every week — and love them — then start looking for someone who does. Reflect as much of your target's life as you can. Live it, reflect it, and project it.



E. Karl

Consultant E. Karl is advisor to Viacom, Taft, NewCity, and other radio groups and stations. He can be contacted at E. Karl Broadcast Consulting, 1665 Knoll Dr., San Luis Obispo, CA 93401-6013; (805) 543-6386.

4. **Activate roots development projects.** If your community has events for your grass roots supporters, be central in your involvement. If the events or projects are lacking, create them on your own. Start traditions. Let your authenticity banners fly. Marlboro sponsors rodeos, Pepsi funds concerts for teens, Budweiser races cars, American Express donates money to Lady Liberty, and WMMS spearheaded the drive that brought the Rock & Roll Hall of Fame to Cleveland.

5. **Nurture sideliners.** Once you are well on your way to establishing your franchise ownership — your authenticity — start the recruitment process necessary to bring in the people who want to play along on the sidelines. Let them know what you're doing. Let them know you're the expert, and that it's okay for them to join in. Don't count on them for much, and don't program anything for them. Be prepared to bring them along and entice them to belong because it's the thing to do.

6. **Market with pride.** This is where many rules must be broken. Stay away from mainstream advertising. Don't look at all like the other guys look. Be as different as possible, and always do the unexpected for a radio station in your marketplace. IBM buys full sections of print advertising. P&G sends samples through the mail. Hallmark sponsors entire special events on television and creates spots that are timeless. Springsteen hides away for years at a time, but when he comes back the whole world knows about it.

Find A New Way To Market

Compete differently by marketing differently. Radio listeners are hip to the hype. They have a dozen

stations in town saying they play more music with less talk. They can hear it all; the radio is free, and we're all on the bands. Pick your target wisely, learn all you can about the product they really want to hear, give it to them in its purest form, and tell them you're doing it. Go right to the core of the listeners you want most. Talk to them, ask them questions, get them involved in your product, and urge them to pass the word and tell friends just like them. Answer the

"Let your authenticity banners fly. Marlboro sponsors rodeos. Pepsi funds concerts. Budweiser races cars, and WMMS spearheaded the drive that brought the Rock & Roll Hall of Fame to Cleveland."

phones when they ring. Never let a caller get away without picking his brain. Get a name and address, and send a follow-up note.

Define Your Audience

Work your appearances or re-motes as if you're asking for the order of a lifetime. Find out where your core listeners are living; they tend to live together in marketing area clusters, so find them and go door-to-door if you have to. Give away the cars they want to drive, send winners to places where they most want to go, and give them tickets and albums they don't want to spend their hard-earned money for. Be authentic, and tell them so in 25 words or more every day.

Available Now!

Hanna-Barbera

LIBRARY OF SOUNDS

- The Sound Effects We All Love
- Super Index

List price: \$200.00

Only \$150.00 (with this ad to 4-1-87)



To order send a check made payable to Interlock Mfg. Corp. to Hanna-Barbera Productions, ATTN: MUSIC DEPT., 3400 Cahuenga Blvd., Hollywood, CA 90068

With the whole world turning to Stereo . . .



Why in the world broadcast in AM Mono?

**Go C-QUAM[®] AM Stereo, the
system with growing worldwide support!**

Face it. We live in a stereo world. And you join a family of winners when you choose C-QUAM AM Stereo. You'll find . . .

- *Over 500 C-QUAM AM stations around the globe*
- *Nearly 10 Million C-QUAM decoder IC's shipped to receiver manufacturers*
- *3 countries to date with a C-QUAM AM Stereo standard*
- *4 manufacturers committed to providing C-QUAM decoder IC's*
- *Expert installation and complete technical support.*

For details on the Motorola C-QUAM AM Stereo system, call Steve Kravitz collect at 312/576-0554.

NAB '87

Plotting a course to NAB '87 in Dallas?
Then visit Motorola **BOOTH #3539**. See
and hear what's new in C-QUAM AM Stereo.
**AND ASK ABOUT OUR SHOW PRICING,
FINANCING AND DEMO UNITS!**



MOTOROLA

SOUND QUALITY YOUR LISTENERS EXPECT

C-QUAM[®] IS A REGISTERED TRADEMARK OF MOTOROLA, INC.



NAB CONVENTION '87

Tuning In To Radio

Next weekend (3/28-31) some 30-40,000 broadcasters and exhibitors will converge on Dallas for the annual **National Association of Broadcasters** Convention and Exposition. Over 600 booths will offer virtually every imaginable piece of broadcast hardware and software, while the 40+ workshops, forums, and roundtable discussions will focus on a wide spectrum of management problems and challenges. On the next few pages we take a look at some of the new equipment to be unveiled on the Dallas Convention Center exhibition floor, and present a general itinerary of the Convention's radio-oriented management and engineering events:

1987 NAB Engineering Conference Radio Agenda

Friday, March 27

AM Improvement, 11:00am-1:00pm

- Overmodulation Report
- Synchronous Transmitters
- NRSC Activities
- AM Transmitter Testing
- Antenna Broadband for Stereo
- Digital AM Modulation
- Panel on NRSC Standard

Saturday, March 28

Radio Engineering, 9:00am-2:00pm

- FMX Update & Improvements
- AM Measurements By Helicopter
- Duplexing AM Antennas
- Low Cost Directional Antennas
- FM Propagation Over Water
- Optimum SCA Frequencies
- FM Transmission Subcommittee Report

Sunday, March 29

Radio Station Maintenance, 9:30-11:30am

- Tower & Antenna Maintenance
- Panel On Maintenance of Studio and Transmitter

Monday, March 30

AM-FM Allocation, 9:00-10:30am

- International Report
- New Class A FM Proposal
- FM Aeronautical Interference

Radio Production, 10:45am-12:45pm

- Local Production Enhances Image
- Solving Stereo Audio Phase Problems
- Multi-Track Production Techniques
- Broadcasting The Disney World Party

1987 NAB Convention Radio Agenda

Saturday, March 28

| Time | Session | Location |
|-----------------|---|----------------|
| 9:00-10:00am | Spanish Radio Programming | W105 |
| 10:05-11:05am | Spanish Radio Sales | W105 |
| 11:00am-2:00pm | Radio Production Workshop | W107 |
| 11:00am-12:15pm | Radio Acquisition | W108, 115 |
| 11:15am-12:15pm | Daytimers' Forum | W106 |
| 12:30-2:00pm | RAMTF Presentations | W102, 104, 110 |
| 12 noon-2:00pm | One-On-One Sessions | W101, 103 |
| | • Instant Ratings Book Analysis | |
| | • Ask The FCC | |
| | • Subcarrier Opportunities | |
| | • Minority Employment | |
| | • Engineering | |
| | • Doing Your Own Research | |
| | • Program, Management & Sales Consultants | |
| | • NAB Insurance & Services | |

Sunday, March 29

| | | |
|-----------------|---|----------------|
| 9:00-10:15am | FCC-Congressional Staff Breakfast | W116, 117 |
| | Drug Abuse (Radio-TV Session) | Theatre |
| | MegaRadio | W108, 109, 115 |
| 10:45am-12 noon | Winning In AM Radio | W101, 103 |
| 12:45am-1:30pm | Community Service Makes Good Business Sense | W116 |
| | RAB Sales Session | W107 |
| | New Stations, Opportunities & Competition | W102 |
| | Creating An Effective Business Plan | W105, 106 |
| 1:45-3:00pm | Operating In The Shadows Of A Major Market | W107 |
| | Advertising Is The Name Of The Game | W104, 100 |
| | Advertising: A Legal Product & Truthful Message | W117 |
| | MegaRadio | W109 |
| 3:15-4:30pm | 50 Ways To Cut Station Expenses | W101, 103 |
| | Putting News Back Into Radio | W102 |
| | Gazing Into The Crystal Ball | W116 |
| | RAB Sales Session | W107 |
| 5:00-6:00pm | Blitz_Club Reception | Anatole Hotel |

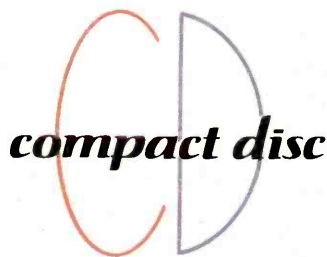
Monday, March 30

| | | |
|---------------|--|----------------|
| 9:00-10:15am | Ready, Aim, Fire (with Tom Winninger) | W101, 103 |
| | Tax Reform: Effects On Broadcasting | W107 |
| | Dos & Don'ts Of License Renewal | W116 |
| 10:30-11:45am | One-On-One with Jim McKinney | W102, 104, 110 |
| | RAB Sales Session | W105, 106 |
| | Personnel Planning For the '80s & Beyond | W107 |
| | Ready, Aim, Fire with Tom Winninger | W101, 103 |
| 12:15-2:15pm | Radio Luncheon | Arena |
| 2:45-3:45pm | Legal Workshops | |
| 3:00-4:00pm | Emergency Broadcast System with Commissioner Mimi Dawson | W102 |

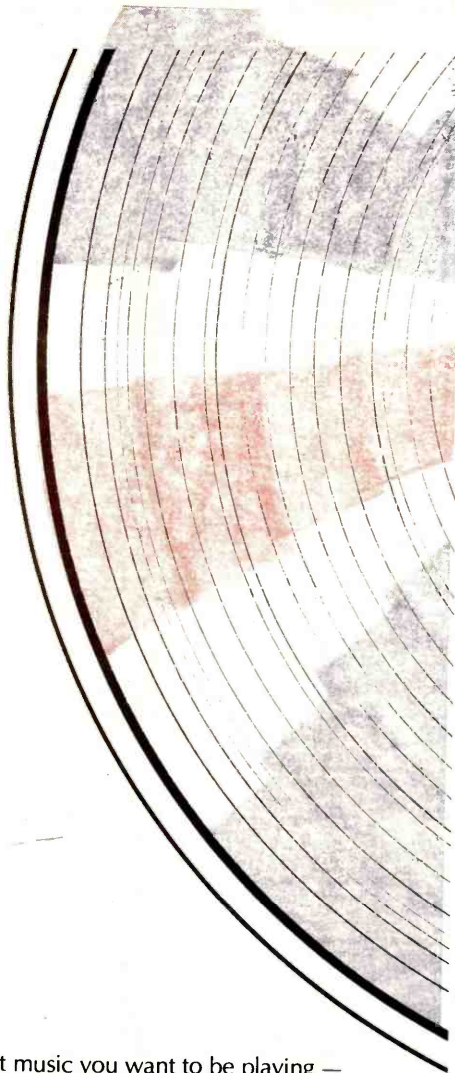
Tuesday, April 1

| | | |
|----------------|--|------------------|
| 9:00-10:15am | RAB General Session | W116, 117 |
| | People Game: Hiring & Discharging | W106 |
| | Music & Program Research | W105 |
| | Staying Out Of The Libel Stew | W102 |
| 10:30-11:45am | FCC Panel Discussion | Theatre |
| 11:45am-1:45pm | Syndicators' Lunch | W101, 103 |
| 1:00-2:15pm | Winning 100% Of The Time (with Wayne Dyer) | W116, 117 |
| | Broadcasters Can Negotiate Anything | W107 |
| | Station Acquisition Financing | W102, 104, 110 |
| | RAB Sales Session | W106 |
| 2:30-3:45pm | FCC Commissioners' Panel | W108, 109, 115 |
| 4:00-5:15pm | AM Improvement | W116, 117 |
| | RAB Sales Session | W102, 104, 110 |
| | RAB Sales Session | W106 |
| | Promotions That Work | W107 |
| 7:30-9:00pm | Closing Dinner | Chantilly |
| | | Ballroom/Anatole |
| 9:00pm | Entertainment with Ray Charles | Chantilly |
| | | Ballroom/Anatole |

You Spoke: We Listened! THE HITS-OF- THE-MONTH CLUB ON



The Programming Consultants, Inc. . . . your **POWERFUL PARTNER**, presents the most innovative services to come around . . . and around . . . and around . . .



DIGITAL monthly service to your station of all the newest music you want to be playing — from the source you want to use — **COMPACT DISC**.



Receive a **COMPACT DISC** every month with the hottest contemporary adds — as determined by all club subscribers (including **your** station).



Building an all **COMPACT DISC** library while satisfying your current and recurrent music needs.



Affordable, \$100.00 per month.



DIGITAL quality for pure sounds, satisfaction guaranteed.

PLEASE CALL (800) 843-7807 TO DISCUSS HITS-OF-THE-MONTH CLUB ON COMPACT DISC



2000 Randolph Rd. SE • Suite 2000 Albuquerque, New Mexico 87106
(800) 843-7807 or (505) 843-7807

WESTWOOD ONE PRESENTS



The Rock Era – no single period has had more impact and influence on life in America, and to celebrate a quarter-century of the music, memories and events that have shaped our lives, Westwood One proudly presents *Rock & Roll Never Forgets*, debuting the week of March 23.

This golden era of rock comes alive in a two-hour weekly presentation, plus five supporting daily tributes, as hosts Mark Coppola of WXRK-FM/New York and Damion of KLSX-FM/Los Angeles spotlight a corresponding week in rock history. You and your listeners will hear fascinating background info and rare actualities culled from the vast Westwood One archives, featuring the legendary artists who defied convention to define the times. And most of all, you'll hear the classic rock hits that have made rock & roll America's most popular art form for more than three decades!

For those who experienced the era and for those who wish they had, *Rock & Roll Never Forgets* is a living time capsule capturing the highlights of a period too important to forget, and it's available *exclusively* from Westwood One. Contact your Westwood One Station Relations representative now at (213) 204-5000 or Telex 4996015 WWONE for details.



WESTWOOD ONE RADIO NETWORKS

Tuning In To New Products

Player Handles 100 CDs



From Allied Broadcast Equipment comes the Audiometrics AMC-DS1000A compact disc player capable of housing 100 CDs under lock and key. Selection is random to any disc and cut, and the unit cues each selection for broadcast use. The CD multiplex system can be accessed via the front panel manual buttons, user PC, or automated for up to 2000 walk-away events. Booths 3414 and 3480.

New Cart Machine



Otari is unveiling its new CTM-10 series of cart machines, featuring a milled alloy deskplate, DC brushless capstan motor, dynamic braking, and Life heads. The CTM-10 also features front panel adjustable azimuth, independent cue track erase record, optically-sensed automatic splice find, and repeat play lockout.

AM Stereo Processor Goes Live



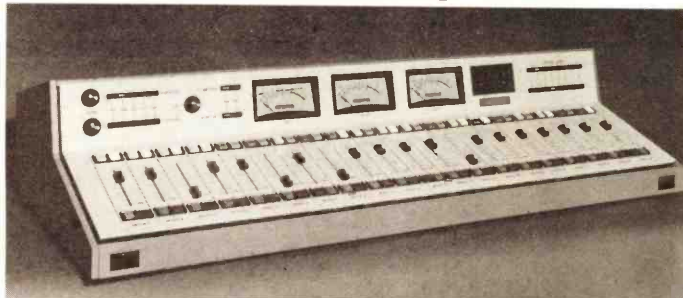
Delta Electronics will be introducing its new tri-band AM Stereo Matrix Audio Processor, the AMP-1. It features state-of-the-art studio processing techniques and includes the user-programmable AM preemphasis curves recommended by the National Radio Systems Committee. A live demonstration of this new processor will be featured in Booth 3488.

Digital Sound Effects Library



FirstCom is introducing its Digital Production Library, a collection of 11 compact discs featuring over 1000 digitally-mastered sound effects. The library is broken down into ten categories of sounds: city, domestic, rural, transportation, industrial, office, leisure, sports, people, and specialty.

Audio Console With All The Trimmings



The Autogram R/TV-20 Audio Console features 34 stereo sources with 18 slide-dedicated pots and 2 pots with 8 inputs each. Latest technology includes VCA level control, electronic switching, pluggable miniature terminal strips, patchable mike preamps, and remote controlled channels (no audio transformers). Penny & Giles slide pots and Shadow selector switches mounted in a heavy aluminum, engraved front panel add to the console's durability. Options include autoclock (time, counter, and temperature), logging, and live assist programming.

dsp

Please take note!

WE HAVE
A NEW ADDRESS, A NEW
PHONE NUMBER, AND A NEW LOOK.
AND WE'RE LOOKING FOR
BIG THINGS IN 1987!

DENNY SOMACH PRODUCTIONS
812 WEST DARBY ROAD, HAVERTOWN, PA 19083 215-446-7100

Stereo Image Enhancer



The Modulation Sciences' StereoMaxx Spatial Image Enhancer provides a "foolproof" method to enlarge a station's stereo image, designed for use in all musical formats and all stereo systems. It is built to be fully mono-compatible and includes circuitry which avoids undesirable side-effects found in some other image enhancement techniques.

Broadcast Cartridges



Shure is unveiling a new line of stereo phonograph cartridges designed specifically for professional radio station use. The Shure BC70, BC80, and BC90 cartridges offer professional broadcasters both high fidelity sound reproduction and the ruggedness to withstand constant back-cuing. The BC series offers a choice of tracking forces (1-3.5 grams), stylus geometrics (spherical or elliptical), and mounting styles — as well as design and coloring techniques to enhance stylus visibility for easy cuing.

Open-Reel Tape Offers 3db Improvement



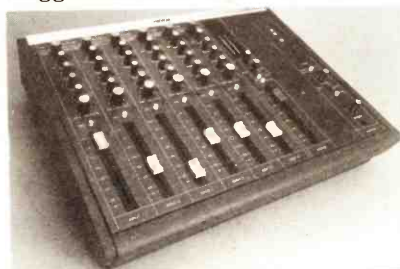
3M is introducing its new "800 Series" open-reel mastering tapes. The 3M 808 features a 3db improvement in signal-to-print over the Scotch 208 it is replacing, and is designed for optimum use for narration or voice-overs. The 3M 806 features the output of its predecessor — Scotch 206 — with a 3db improvement in print characteristics. The 3M 806 is designed for blending music and voice for optimum signal-to-noise combined with optimum signal-to-print.

Four-Stage Level Control System



Orban Associates is displaying its Model 464A Co-Operator 4-stage level control system, featuring a slow AGC leveler, faster attack compressor, high-frequency limiter with adjustable preemphasis, and peak clipper. Orban is also introducing its new Programmable Mike processor, a multi-function fully-programmable system featuring 32 memory registers for instantaneous set-up and recall. The unit also includes a 3-band parametric equalizer, compressor with variable release time, de-esser, noise and compressor gates, and an optional mike preamp with Jensen transformer and automatic dunker.

Mixer And Recorder Combines Ruggedness And Signal Quality



Studer Revox is introducing two new products: the C279 audio mixer and A807 studio recorder.

The C279 is a 6-input audio mixer designed for basic production chores, but also provides a high level of ruggedness and signal quality. All 6 inputs are switchable to accept either balanced microphones, balanced mono line, or unbalanced stereo line inputs. Each input also features 48 V phantom power, low cut filter, input gain control, HF and LF shelving equalizers, pan (mono) or balance (stereo) control, PFL button, auxiliary level control, and mono direct output. Professional grade long-throw faders control input level through voltage-controlled amplifiers.

The A807 recorder is a compact (19") unit suited to a range of studio, remote, and industrial recording. It is constructed on a rigid die-cast aluminum chassis, and its 2 AC spooling motors are driven by 3-phase switched motor drive amplifiers for high efficiency, low heat dissipation, and optimum torque in all operating modes. The A807 offers digital setting and storage parameters, as well as a variety of tape locator functions, backspace, library wind, reverse play, and variable speed.

**RADIO
IS SCREAMING
"YES"
TO THE
WORLD'S LARGEST
INFLATABLE RADIO**



GAIN A MARKET EXCLUSIVE WITH THE WORLD'S LARGEST INFLATABLE RADIO! This 16 foot high, 20 foot wide inflatable boombox is perfect for live remotes and special events. Broadcasting or not, the World's Largest Inflatable Radio says RADIO! In a very big way — like nothing else at any live event. Indoors or Outdoors. In almost any weather. The World's Largest Inflatable Radio comes customized with your station's logo and dial position. BLOW UP YOUR MARKET WITH THE WORLD'S LARGEST INFLATABLE RADIO.

CALL MATT WIEDERKEHR AT 612/776-5776.

KNOCK THEIR SOX OFF.

Make their day—blow'em away. Help boost the image of your station and your radio personalities with The Giant Boom Box.™ This massive 20-foot long box extraordinaire features a customized radio panel sporting station logo and digital dial. The unit is identical on both sides, making it perfect for parade floats and eliminates any case of mistaken station identification. This is the type of powerful exposure your personalities and your station deserve.

And the Giant Boom Box is as functional as it is attention getting.

The enclosed air conditioned booth in the Giant Boom Box is already wired, allowing quick set up of your station's studio, remote, p.a. or dance equipment. Ample space allows for permanent equipment set up. Pull it up and plug it in. It's a turn key operation—with absolutely no set up time required. There's also plenty of secured storage space for spare equipment, promotional items, etc., so you can quit dragging those extra boxes and cases around.

THOSE IMAGE DEFLATING INFLATABLES.

Neither rain nor sleet, nor little vandals with pointy sticks can put a damper on your event. *The Giant Boom Box is not an inflatable, so it can not become a deflatable.* Rugged

molded fiberglass construction allows operation in any kind of weather. The unit comes mounted on a trailer and makes it simple for one person to set-up and tear-down in seconds.

And many stations have already had their purchase costs completely covered by soft drink, beer or fast-food sponsors—which means the unit can come at no cost to your station whatsoever.

BLAST YOUR COMPETITION— BEFORE THEY BLAST YOU.

Don't get caught with your pants down. When your market's gone, it's gone for good. Exclusivity is guaranteed for each and every market. If your station is the *first* in your market to get the Giant Boom Box, it will be the *only* station in your market to get one.

Find out more about how you can improve your station's reception at promotion events. For up to the minute information on your market's availability, call (305) 626-3774.

GIANT BOOM BOX™ INDUSTRIES

1208 United States Highway #1
North Palm Beach, Florida 33408 305-626-3774

A Division of Electronic Media Consultants, Inc.

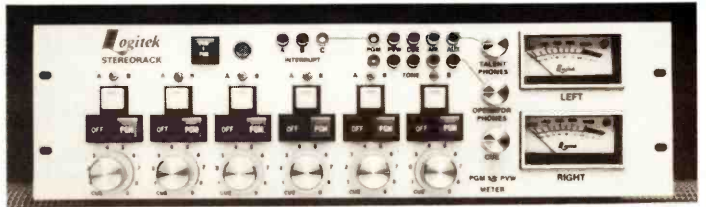


Headphone Provides Shoulder-Rest Convenience



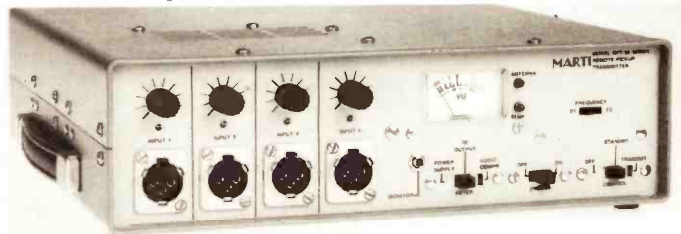
Stanton's Dynaphase 30M/SR Disco Headphone is specially-designed to fit the air personality's on-air needs. It is a shoulder-rest single cup headphone constructed for convenience, comfort, and maximum sound quality, and features a frequency response of 20-20kHz, impedance of 100 ohms, and maximum input of .25W. The lightweight headset is made to rest on either the right or left shoulder, or to be detached for use as a hand-held monitor.

Full-Size Console Capability Goes Compact



Logitek's new Stereorack Audio Console brings full-size console capacity to a compact rack-mountable package. It features 11 inputs selectable on 6 mixing channels, 2 full stereo output channels with built-in DAs, a built-in tone oscillator, separate operator and talent monitoring, talk-back, and mix-minus.

Remote Pickup Broadcast Transmitter



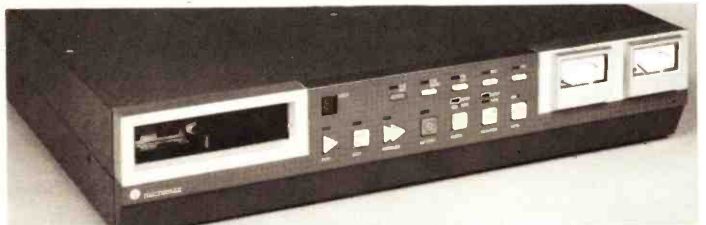
Marti Electronics' new RPT-30 remote pickup broadcast transmitter is designed for enhanced remote broadcasting use. It features a subaudible encoder, FM compressor-limiter, illuminated VU meter, dual-frequency capability, balanced microphone mixing inputs, and flashing LEDs indicating antenna VSWR problems.

Control System Interfaces Computers



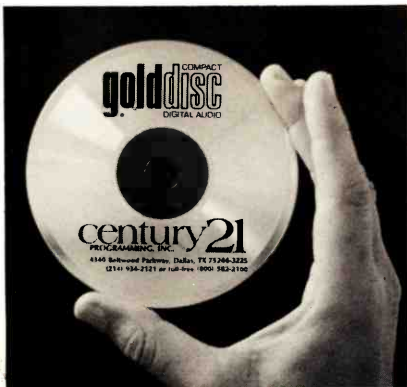
Media Touch Systems' Touchstone is an IBM-compatible digital control system designed to operate multi-CD players, digital audio, reel-to-reels, cart decks, and other peripheral equipment or audio sources in the studio. By interfacing the Touchstone system with any traffic, newsroom, or programming computer, the system becomes a complete communications and control network.

New Recorder Takes 15-Watt Maximum



Standard features of the new Micromax recorder from Pacific Recorders & Engineering include stereo with auxiliary cue tones, automatic input/output monitor and meter switching, cue track erase, and automatic fast wind. The CMOS logic includes options such as replay lockout and test mode operation. The unit is designed to consume only 13 watts idling and 15 watts recording, eliminating the need for ventilation screens or internal fans, and is available with either Maxtrax half-track or NAB format quarter-track heads.

ALL YOUR MUSIC—NOW ON CD



Your station will sound cleaner, clearer and punchier with digital Compact Discs from Century 21 Programming. GoldDiscs are available right now in Country, CHR, AC, Mellow AC, or Top 40 Oldies.

Declare your independence from scratchy vinyl records July 4, 1987, when Century 21 begins weekly current HitDisc CDs for CHR, AC and Country formats.

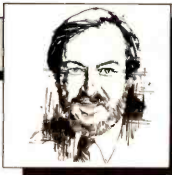
And Century 21's \$300 AutoSegue option transforms ordinary CD players into MicroAutomation.

Be first in your market to find out about GoldDiscs and HitDiscs to improve your station.

Hear them at NAB Booth 3452 and Anatole Suite 7172, or call Century 21 for a sample: (800) 582-2100 toll-free or at (214) 934-2121.

century21
PROGRAMMING, INC.

4340 Bellwood Parkway, Dallas, TX 75244-3225
(214) 934-2121 or toll-free (800) 582-2100



HARVEY MEDNICK

PROMOTION & MARKETING

Inflatables: One Way To Make Your Station A Giant

Inflatables are the hot new trend in promotional items. Last fall (R&R 10/24/86) I reported on the "World's Largest Inflatable Radio," which WLOL/Minneapolis and other Emmis stations were using for audience and sales promotions. Now there's a new inflatable on the market: the blow-up station mascot.

Bringing Inflatable Mascots To Radio

Two stations, both known as "The Fox" — WRFX/Charlotte and KCFX/Kansas City — have been outfoxing the competition with their inflatables. The idea for the WRFX blow-up fox came to Promotion Director Mark Gullet when he was looking for something to represent the station in his city's Fourth of July celebration last year. He remembered that Robert

Keith & Company (inflatables specialists best known for their blow-up King Kong on the side of the Empire State Building a few years ago) had an inflatable Statue of Liberty. The station didn't end up using the statue, but Gullet did get Keith's brochure, and the fox inflatable concept was born.

Reinforcing Station Identity

"We've had a very strong identity," Gullet said. "In focus groups, when the letters 'WRFX' are shown, the participants automati-

cally say 'the Fox.' We've also been successfully retailing 'Fox' clothing items, so an inflatable was a natural."

He sent a logo to Keith, and five weeks later a 30-foot Fox was delivered. WRFX's Fox made his debut on the set of the Jerry Lewis Labor Day Telethon, in which the station traditionally participates.

KCFX Promotion Director Lorri Stanislav suggested that a giant visibility item, such as an inflatable, would be a good idea in the extremely competitive Kansas City market, where stations fight to get banners up and wage war for eye contact at every local event.

The inflatable was delivered this past January 27. That date sticks in Stanislav's mind because she's

What They Cost And What They Make

At about \$15,000, inflatables are not cheap — but they can bring in the bucks. Both WRFX and KCFX have developed sales promotion packages built around their fox's appearances.

"It may have cost us \$15,000, but it's already generated \$26,000 since we've had it," said WRFX's Mark Gullet. "Even now, more than six months after getting it, we're sold out two months in advance."

KCFX's Stanislav said, "We have our fox booked for the next 60 days, and are scheduled for 100 sales and 50 promo appear-

ances over the next 12 months."

Gullet tells the story of a major local speedway event which expected 185,000 people. He wanted to be there with his Fox, but the venue was charging \$2000 for advertising involvement, and he didn't have the dollars in his budget. So he went to the parking lot across the street and bought two parking spaces for ten bucks and set up the Fox. After a while, the lot owner came by and gave him his money back, because the Fox was such a great draw for the lot he had sold out in virtually no time.

been on a non-stop promo whirlwind with the blow-up Fox ever since. "We call him 'Foxzilla' and he's been in steady demand. I never dreamed that clients would be asking for him instead of a jock.

He's easier to do than a remote, and has proven to be much more satisfying."

Easy To Handle And Set Up

Both Gullet and Stanislav pointed out that although the Foxes weigh in at 300 pounds, they fold down to slightly smaller than the average desk, travel in the back of the station vans, and take three people an average of 20 minutes to set up. (Gullet did note that the first fox set-up was "a nightmare": "It took me four hours and he nearly fell off the stage.") Both stations carry along generators to run the blowers used to inflate the foxes.

One drawback with inflatables can be the weather. Too much wind and they can prove unstable, since they are three stories high. This does not limit indoor applications, however, since most malls and arenas offer sufficient clearance.

They are also durable. "We have had no vandalizing," Stanislav said. "It's made of heavy-duty fabric; it's certainly not fragile. It'll last at least five years with no trouble. You also get a repair kit just in case of accidental rips or punctures."

And that concludes a "tail" of two foxes — both of which have the tongues of competitive stations wagging with envy.



WRFX/Charlotte's mascot

"Foxzilla" has been in steady demand. I never dreamed that clients would be asking for him instead of a jock."

— Lorri Stanislav

The Ultimate Production Library

Written And Produced By

Tom Merriman And Friends.

Over 1500 cuts, all new music recorded in 1987! All digitally recorded, mixed or mastered, delivered on compact disc.

Computer catalogued. Syndicated by Toby Arnold and Associates. Call 1-800-527-5335 or (214) 661-8201



Yes, I'm interested in more information on The Ultimate Production Library.



Toby Arnold and Associates
3234 Commander Drive
Carrollton, TX 75006

Name _____ Title _____ Station _____
Address _____ Telephone (____) _____
City _____ State _____ Zip _____

Visit us at the NAB in Dallas. Loews Anatole - Suite 683.

CREATE AN EVENT

with your logo or mascot

IMAGINE THIS:

- Tens of thousands of dollars' worth of prime television coverage.
 - Front-page, full colour photos and headline copy in newspapers across the country.
 - An ad that can be reused over and over again in promotion after promotion with just as much impact.
- inflatable displays are charming, easy to use, and generate the excitement and response you're looking for. With our 25 years of experience, we'll build an inflatable to promote your personality and image, for a lot less than you'd expect.

Call for our information kit
DYNAMIC DISPLAYS
P.O. Box 32726
Detroit MI 48232
(519) 254-9563





REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

CBS GAME OF THE WEEK

Diamonds Are Forever

Question: What has 18 legs, a gigantic web, and catches Seven million people a week?

Answer: Any major league baseball team which plays a "Game of the Week" broadcast by the CBS Radio Network.



For the third consecutive year, CBS Radio Sports is gearing up for opening day of the baseball season (4/7) by finalizing its schedule and announcer lineups. Following a tradition established in years past, the network is offering two games (one afternoon, one evening) each Saturday, covering both the National and American Leagues. This "double-header" broadcast allows stations to select the game most suited to their markets — although some stations prefer to carry both games each weekend. Additional weekday games may be added later in the summer as pennant races tighten up. All games will be selected as close to air date as possible to ensure the best matchups.

CBS has also expanded its coverage from 20 to 26 weeks. The first "GOTW" will air April 11, and the series will continue through the last Saturday of the regular season (10/3). In addition, the network will broadcast the play-by-play of the All-Star Game from Oakland, CA

(7/14), the League Championship Series (10/6-15), and the World Series (beginning 10/17). CBS will also report on the Baseball Hall of Fame induction ceremonies live from Cooperstown, NY on August 2.

Prior to the first pitch of the season CBS will present "1987 Baseball Preview," providing listeners with a recap of last year's action plus an analysis of how each team is shaping up for 1987. "Baseball Preview" is a five-part series hosted by CBS Radio Sportscaster John Rooney, and includes interviews with players and managers. The series airs the week of March 30.

Providing play-by-play and color analysis for the 52+ regular season games is a slate of 11 team announcers, former players/managers, and network sportscasters. Also, as in past years, fifth inning action will be called by a local announcer to provide "a unique perspective" on the game.

Returning to the "GOTW" broadcast booth for the third season are Brent Musberger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton, and Howard David. In addition, CBS's Jim Hunter, Texas Rangers' announcer Tom Cheek, and former Houston Astros voice Gene Elston will join the broadcast team. Sparky Anderson, Jack Buck, and Ernie Harwell will call the World Series action in October.

CBS Game Of The Week Play-By-Play Line-Up



Bill White



Ted Robinson



Sparky Anderson



Howard David



Ernie Harwell



Brent Musberger



Johnny Bench



John Rooney



Dick Stockton



Jack Buck



Jerry Coleman

Ingram To Host "Weekend Music" From JAM

Dallas-based JAM Creative Productions has unveiled a new weekly feature, "Weekend Music Review," hosted by veteran New York personality Dan Ingram. The 3-hour show is targeted to an AC audience, and features the week's "most popular songs" as well as oldies from past years. Special segments include artist interviews, entertainment news, and a brief look back to the music scene of 20 years ago.

JAM President Jonathan Wolfert commented, "This isn't strictly a countdown show, and it isn't an oldies show, it's entertainment. We're going to present interesting facts about the music and the artists instead of just reciting an endless list of chart trivia."

Ingram added, "I'm truly fired up about this show. It's the most excited I've felt about radio since the '60s."

For The People . . .

The For The People Foundation, a non-profit consumer advocacy group, has begun syndication of a "consumer complaint" call-in show locally programmed on WFLP/Tampa. "For The People" consists of a 2-hour daily call-in show hosted by Tampa veteran Chuck Harder, and outlines consumer complaints and problems. Advice imparted on the show covers such topics as defective merchandise, legal problems, taxes, investments, insurance, personal injury accidents, and banking. Each hour includes 3 1/2 minutes of network direct response advertising (for which each station receives 6% of all revenue generated from its market), and 7 minutes for local spots.

"For The People" is available on Westar 3 on a market exclusive basis.

New Music Now

New York-based Heller Broadcasting is introducing a 2-hour weekly program featuring the latest in "new music." "New Music Now" outlines who's moving up the charts, who's new comers — all hosted by "rock chronicler" Zimmerman. The program highlights such "new music" artists as Elvis Costello, Skinny Puppy, Fishbone, REM, Minimal Compact, and Kate Bush, and is obviously targeted to bridge the AOR-CHR gap. "New Music Now" is available on a barter basis.

Swing, Taxes From United Stations

United Stations is readying a 3-hour retrospective featuring swing king Benny Goodman, set to air this weekend (3/20-22). "The Benny

Goodman Story — Long Live Swing" will highlight such classics as "Stompin' At The Savoy," "Let's Dance," "Honeysuckle Rose," and "Jersey Bounce," and will include the premiere broadcast of Goodman's last radio interview.

Also coming from U.S. is the networks' annual "Tax Tips" feature. This five-week series of 60 reports is hosted by Correspondent Ross Klavan, and examines the intricacies of filing yearly tax returns. Klavan looks at some of the more confusing laws and loopholes in the tax system, and also discusses the ramifications of the new tax law, deductions, IRAs, and business expenses. "Tax Tips" will be fed daily through April 17 during US's "NewsCall."

CBS Enters "New Age"

CBS Radio Programs is introducing a 2-hour New Age-oriented series,

aply titled "The New Age Show," on March 30. The program, will blend "Windham Hill progressive acoustical music" with European synthesizer music and light modern jazz, with an emphasis on the musical content and a marked absence of interview material. WIOQ/Philadelphia personality Michael Tozzi will host the weekly feature, produced by Denny Somach.

Somach commented: "Great care has been taken to produce a broadcast that echoes the musical needs of an audience looking for a substitute or supplement to other forms of music. Interest in this particular type of music has steadily increased and now radio stations are searching for product to satisfy that interest. "The New Age Show" will draw from the more than 7000 pieces of music available to us and, as it progresses, the available music will increase too."

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

March 23 - March 27

MUSIC FEATURES

The Weekend

March 28 - March 29

- American Dance Trax** (WO) Musical! (WO)
SOS Band/Boy George/Jody Watley
- American Eagle** (DIR) Salute to the Oscars: Rita Moreno/ Liza Minnelli/Jennifer Warnes
- Christian Countdown** (CCA) **Musical Starstreams** (FF)
Chris Speers
- America** (CC) **National Music Survey** (WO)
Dr. Hook/Smoky Robinson/Sheila E.
- Dick Clark's Rock, Roll & Remember** (USP) **On The Radio** (NSBA)
Ready For The World
- The Countdown** (WO) **Pepsi Hitline USA** (JBP)
Wang Chung (3/29)
- Countdown America with Dick Clark** (US) **Plain Rep Countdown** (PRN)
Cher: Bruce Hornsby/Wang Chung/ Crowded House/Bangles/Beastie Boys AC: Starship/Jets/Kool & the Gang/Journey/ Gregory Abbott
- Countdown USA** (CUSA) **Powercuts** (GSN/ABC)
Bryan Adams/David Bowie
- Country Closeup** (PM) **Radioscope** (RS)
Robbie Nevil/Cher/Lynn
- Country Report** (WRN) **Reelin' In The Years** (GSN/ABC)
Jan & Dean/Eric Burdon & the Animals
- Countdown** (WRN) **Rock Connections** (CBSR)
Rock's Best of 1980: Bruce Springsteen/ Queen/Pat Benatar
- Country Today** (MJI) **Rock & Roll Never Forgets** (WO)
Led Zepplin/Eric Clapton/Crosby, Stills, Nash & Young/Turtles
- Cruisin' America with Cousin Bruce** (CBSR) **Rock Chronicles** (WO)
REO Speedwagon/Maria McKee's tribute to U2
- Rock Does Weekly Top 40** (DIR) **Rock of the World** (MCA)
Paul Simon/Benjamin Orr/Steve Winwood
- Dr. Demento** (WO) **Rock Watch** (USP)
Steve Miller
- Future Hits** (WO) **Scott Shannon's Rockin' America Countdown** (WO)
Lou Gramm/George Satellites
- Great Sounds** (USP) **Sittin' In** (WRN)
John Conlee
- Great Star Ship** (MCA) **Solid Gold Saturday Night** (US)
Brothers & Sisters: Kinks/Bee Gees/ Carpenters
- Hot Rocks** (USP) **Star Beat** (MJI)
Mike Jackson
- Jazz Show with David Sanborn** (NBCE) **Street Beat** (MCA)
Starpoint/Expose/Howard Hewitt
- Jazz Trax** (AG) **Super Gold** (TRANS)
Rock n roll Hollywood
- King Biscuit Flower Hour** (DIR) **Superstars Rock Concert** (WO)
Honey Lewis & The News
- John Landers Hit Music USA** (JBP) **That's Love** (WO)
Bruce Hornsby/Burt Lancaster/ Jennifer Warnes
- Survivor/Expose** **Top 30 USA** (CBSR)
Top 10 male stars of the '60s
- Lee Arnold On A Country Road** (WO) **Weekly Country Music Countdown** (USP)
Lee Greenwood
- Metatshop** (MJI)
- Motor City Beat** (USP)
- Scott Muni's Ticket To Ride** (DIR)
April Fool's edition

The Week Of

March 30 - April 3

- Classic Cuts** (MJI) Gary Rosenberg/Lynnyrd Skynyrd
- Country Calendar** (CW) Jimmy Fortune/Paul Overstreet/John Meers/ Mel McDaniel/Patrick Duffy/Ricky Skaggs/ David Bellamy
- Country Comments** (WO) Michael Martin Murphy/Oak Ridge Boys/ Judds/Rosanne Cash/T. Graham Brown/ Dan Seals/Lyle Lovett
- Country Datebook** (US) Jim Ed Brown/Emmylou Harris/Roger Miller/ Gail Davies/Johnny Rodriguez
- Country Report with Ron Martin** (WRN) John Conlee & John Schneider
- Rick Dees American Music Magazine** (USP) Chris DeBurghe/U2/Night Ranger/ Breakfast Club/Boston
- Earth News** (WO) Oliver Stone/Patty Smyth/Christopher Reeve/ Steve Ray Vaughan/Bobcat Goldwait
- Encore With Jim Lange** (WO) 1943: Harry James
- In Concert** (WO) Triumph
- Legends Of Rock** (NBCE) Alan Parsons Project
- Line One** (WO) Los Lobos
- Live From Gilley's** (WO) Mel McDaniel
- Miller Sound Express** (WO) Jets
- Off The Record** (WO) Kinks/Bon Jovi/Patty Smyth
- Off The Record Special** (WO) Patty Smyth
- Pioneers In Music** (DIR) Rockability: Carl Perkins/Robert Gordon/ Dave Edmunds
- Pop Concerts/ Star Trak Profiles** (WO) Chicago, Pt. 1
- Rock & Roll Never Forgets** (WO) Dr. Hook/Mott the Hoople/Spencer Davis Group
- Rockline** (GSN/ABC) John Butcher/Lone Justice
- Rock Today** (MJI) David Bowie
- Shootin' The Breeze** (WO) Gregory Abbott/Lou Thomas Levert
- Solid Gold Country** (USP) Golden days: Jim Ed Brown & Helen Cornelius/This week in 1977: Emmylou Harris/Academy of Country Music Awards preview
- Solid Gold Scrapbook** (US) Today In 1967/Marvin Gaye tribute/SFX
- Sound Express** (WO) Evelyn King
- Special Edition** (WO) Isaac Hayes
- Star Trak** (WO) Patty Smyth/Colin James Hay/Robert Cray Band

GENERAL INFORMATION

- The Blimp** (PM) Erasable hair/today's miracles/mudwrestling/ exersmiles/sexual politics
- Campbell's Playhouse** (PIA) "Our Town"
- Car Show Coast To Coast** (SCGI) '87 Ford Mustang
- Computer Program** (PM) I-O ports/printed matter/modems/baud rates/ network programming
- Coast Coast To Coast** (CW) Tommy Lasorda (3/22)
- Discovering Tomorrow** (JBP) Talkwriters/ports-phones/speaking Japanese/Dick Tracy wrist phones
- Golden Age Of Radio** (PRN) Edgar Bergen & Charlie McCarthy/university theater/Life of Riley: "You Bet Your Life" with Groucho Marx: "Night Beat"
- Health Care** (PIA) "Saving Face"
- NBC Extra** (NBC) Tax tips
- Personal Finance Digest** (JBP) Renting your home/IRA investments/ educational travel deductions/Social Security junk mail/charitable contributions
- Public Affairs** (PIA) "Twilight Fears"
- Reviewing Stand** (PIA) What's up, doc?/Smoking: Something you can live without/Who is Art Fleming
- Sound Advice** (PM) Volume & loudness/equalization explanation/ tone talk/fitter/landango/bass overkill
- Sporting News Report** (CW) Paul Hornung/Rick Barry/Dave Winfield/ Al McGuire/Spencer Haywood/Pat Taber/ Gayle Gardner/David Stern
- Sports Explosion** (PIA) Chet Coppock/Randy Minkoff/Joie McConell
- Sports Flashback** (CW) Jackie Robinson's 1st year/Mickey Mantle's 565-hr. HR: 75 NHL MVP/Tom Seaver's 78 no-hitter/rookie MVP/greatest World Series game ever
- Travel Holiday Magazine** (CW) Orient Express
- Wireless Flash** (CRN) Jane Fonda/Sigourney Weaver/Sissy Spacek/ Dionne Warwick & The Soul Train Music Awards/Peter Wagg

COMEDY

- All My Children Update** (PRN) Langley's got money again/Poebe's on Mr. Toad's wild ride/Palmer walks
- Ametallin U** (DD) Learn to hog call/no gum in class/dean's list/ coupon clippings/AU dress code
- Bobby Jo Amberg's** **Bar 'N Grill** (DD) Spam balls to god/die's night the flasher/ macho chest hair kit/tempestuous Tommy
- Comedy Hour** (MJI) Live guest: Bob Saget/Gibert Gottfried/ Steve Martin/Emo Philips/Bill Cosby
- Comedy Show with Dick Cavett** (CW) Spring cleaning: George Carlin/Gilda Radner/ Phyllis Diller/Steven Wright/ Garrison Keillor
- Comedy Spot** (CW) Steven Wright/John Belushi/Art Linkletter/ Justin Wilson/George Carlin
- Daily Feed** (DCA) Anti-balletic misses/immunity subcommittee/ partisan transportation/leave equinox coverage/PR, a 4-letter word
- Fun Factory** (PM) irascam song parody/leftovers restaurant/ fly-by-night airlines
- Hiney Wine** (DD) Paint your hiney red/small hiney breakfast/hiney/a voice from the can/like your hiney to the zoo
- Living Lollabally** (DD) Sports on parade/day at the ballpark/ touchdown in left field/swimmer's track record/sprinters at half time
- Jackie The Joke Man** (OHR) Measuring cubs/see her bust/ready for plucking/lap in the grass/drawers open
- Laugh Machine** (PM) Steve Martin/Rodney Dangerfield/Proctor & Bergman/Rich Little/Bill Cosby/ Pat Paulsen/Honey Youngman/ Joan Rivers/Galagher
- Live From The Improv** (DIR) WJ Striner/Ritz Coleman/Rosie O'Donnell/ Brandt von Hoffman/Billy Riback
- Mel Blanc's Blankety Blancs** (ASR) Brothers Karamazov/Paul Bunyan the fies & the elephant/sleeping beauty/count of Monte Cristo
- National Comedy Wireless** (DD) Carl plays golf/caweking/St. Paddy's day at the White House
- National Lampoon's True Facts** (PRN) Forked tongue/doctor's orders/buzzed burginer/pas/pas/desk clerk
- Party Drop-Ins** (ASR) Cold shower/iron sickness industry/party contest/supplewars/Peter Swain, party spy
- Radio Hotline** (ASR) Joshua Logan/Mr. X/Cynthia Upchurch/ bad connection/giant panda
- Red Neckerson** (SYN) Bad weather trips
- Stevens & Grdnic's Comedy Drop-Ins** (ASR) Best of the best of Carson/salesmen/Mr. Fixit/ Federal Express freak/the phone store
- United Spots Of America** (ASR) Babies first foods/Radio magic cards/ "J" stores/James Brown school/ told-o-matic

NETWORKS/PROGRAM SUPPLIERS

- AA = Audiotape Audition (415) 457-2741
- ABC = ABC Direction Net (212) 887-7777
- AP = Associated Press (202) 955-7200
- AS = Audio Stimulation (213) 466-5201
- ASR = All Star Radio (213) 850-1169
- ATON = At The Game Network (516) 491-8585
- CB = Continuum Broadcasting (212) 580-9525
- CBS = CBS Radio (212) 975-4321
- CBSR = CBS Radio/212 (212) 975-4321
- CCA = Christian Countdown America (312) 820-1369
- CN = Copey Radio Network (619) 293-1818
- CRS = Creative Radio Shows (818) 787-0410
- CUSA = Countdown USA (415) 383-7302
- CW = Clayton Webster (314) 725-5070
- DCA = DC Audio (202) 638-4222
- DD = Dorsey & Donnelly Enterprises (214) 631-7934
- DIR = DIR Broadcasting (212) 371-6850
- ENI = Entertainment Radio, Inc. (818) 985-4807
- ESG = Emiliana Syndication Group (209) 578-6747
- FF = Frank Forest Productions (415) 383-7827
- GCI = Goodphone Communications Inc. (818) 990-7707
- GSM = Global Satellite Net (818) 906-1888
- IN = Interview (213) 652-8710
- JT = Art Good's Jazz Trax (619) 233-9228
- JPB = James Paul Brown Entertainment (800) 345-2354
- KSE = Kris Stevens Enterprises (818) 981-8255
- LBP = Lee Baley Prod. (213) 256-2778
- LW = London Wavelength (914) 961-7600
- MB = Mutual Broadcasters (918) 985-2000
- MCA = MCA Radio (818) 788-2331
- MJI = MJI Broadcasting (212) 245-5010
- NBC = NBC Radio (212) 664-4444
- NBCE = NBC Radio Entertainment (212) 664-4444
- NP = Narwood Productions (212) 755-3320
- NSBA = NSBA Network (213) 306-8009
- OF = Off Hour Rockers (518) 628-1490
- PM = ProMedia (212) 585-9400
- PIA = Public Interest Affiliates (312) 943-8888
- PRN = Premiere Radio Network (213) 467-2346
- RI = Radio International (212) 302-1670
- RL = Radio Links (213) 454-0488
- RS = Radioscope (213) 969-0011
- SCGI = Starstream Communications Group, Inc. (713) 781-0781
- SI = Syndicate It (818) 841-9350
- SM = SpecMark (818) 505-9746
- SMN = Satellite Music Network (800) 527-4892
- SRFI = Sater's/Roskin/Friedman, Inc. (213) 936-7900
- SYN = Syndicom (415) 368-1781
- TRAN = Transtar (213) 460-6383
- USAT = USA Today (800)222-0990
- USP = United Stations (703) 276-2900
- WRN = Weedeck Radio Network (800) 548-7474
- WO = Westwood One (213) 204-5000



LOU ON LINE ONE — Foreigner lead singer Lou Gramm paid WWI's New York studios a visit to guest on the network's weekly "Line One" program. In the studio are (l-r): WWI's Sam Kopper, Scott Muni, Lou Gramm, and WWI's David Knight.



RICHARD AGATA

SPORTS ON RADIO

One-On-One With Chick Hearn

'Fastest Gums In The West' Still Going Strong

"The game is in the refrigerator, the door is closed, the light's out, the eggs are coolin', and the butter's gettin' hard."

—Chick Hearn, whenever a Laker victory seems inevitable

Chick Hearn became play-by-play man for the Los Angeles Lakers in spring 1961. Today he is the lone remaining member of the original cast that trekked from Minneapolis to L.A. And on top of that, Hearn called his 2000th consecutive Laker broadcast on February 28.

This broadcast milestone is only part of his story. He virtually invented the art of basketball play-by-play. Nearing 70, he continues to perfect his craft and shows no signs of slowing down. "It hasn't gotten boring yet," he says. "When it does, I'll quit."

KLAC/Los Angeles is the flagship station of a baker's dozen comprising the Lakers Radio Network. Ten of those stations are scattered throughout California, from KERN/Bakersfield to KIST/Santa Barbara. The others are KHVH/Honolulu, KROL/Las Vegas, and KNST/Tucson.

Lakers' Coach Former Booth Partner

What listeners are treated to each broadcast is the rat-a-tat style of a man possessed by the game and who holds true affection for the men who play and coach it. Columnist Jim Murray once described Hearn as having the "fastest gums in the West."

The Lakers simulcast roughly 66 of 82 games each season. Hearn says, "I try to take off roughly 25% of my call when we simulcast, but I'm on stage all the time because people come here and bring their radios. They listen and watch."

The fact that Hearn's former color man is Lakers' head coach Pat Riley helps a great deal. "It really is a unique situation," says Hearn. "I'm privileged to know how his mind works basketball-wise. He really didn't want to leave the booth. When the time came, I had to push him into coaching."

"I could have been a coach in this league, but I don't think I would have been a good coach. I know practically everything there is to know about the game, but I'm a perfectionist."

"I call about five minutes of the game before it starts. A lot of my colleagues think I'm goofy."

"I'm really privileged to know how Pat Riley's mind works basketball-wise. When the time came, I had to push him into coaching."

Chick's Tips

Aspiring play-by-play announcers should:

- Be yourself: "Too many basketball announcers try to imitate Chick."
- Go to school: "Take classes in radio and television arts."
- Prepare: "Be ready to pay the price. Work, work, work."



Chick Hearn

"I could have been a coach in this league, but I don't think I would have been a good one — I'm a perfectionist."

Color Man: 'Get In, Get Out'

Hearn's colorful descriptions don't leave much room for anyone else. His other sidekicks have included ABC's Al Michaels, Utah Jazz play-by-play man Hot Rod Huntley, former Bruin Lynn Shackelford and, for the past eight years, ex-Bruin and Laker Keith Erickson.

Hearn admits that working as his color man is a tough job. "He has to be very good, very aggressive. But he has to know when to get in and get out. Doing straight radio. I really didn't think there was room for one. In fact, for many years I worked alone."

Broadcast Blunders

On the day of a 7:30pm tip-off, Hearn arrives at the Los Angeles Forum by 4:30pm. "I want to be in the building to get the feel. I call about five minutes of the game before it starts. People will walk by and say, 'What the hell is he doing?'"

KLAC's Epstein Goes To Bat For Lakers

'Hearn Best in Basketball'

KLAC/Los Angeles VP/GM Norm Epstein's office looks like a lost wing of the Baseball Hall of Fame. But next to the bats signed by Rod Carew and Reggie Jackson, and the autographs of Cy Young and Jimmy Foxx, is a basketball sporting the signatures of the Los Angeles Lakers.

Country-formatted KLAC has carried the Lakers for 16 years — one year with Epstein at the helm. About two-thirds of all Lakers games are simulcast with TV, but Epstein doesn't think that hurts KLAC.

KLAC 57 AM

He maintains that Chick Hearn is primarily associated with radio, and that Hearn has to do the simulcasts as if he were doing radio. "He's as fine a play-by-play broadcaster as I've ever heard and the best in basketball," says Epstein. "Chick Hearn is to the Lakers what Vin Scully is to the Dodgers."

Epstein adds that carrying the Lakers offers tremendous prestige. "The impact on a radio station is a little stronger with baseball — not because baseball is better, it's just



Norm Epstein

a longer season (162 vs. 82 regular basketball games). But next to a professional baseball team, the Lakers are the best sports on radio."

Put him away!' But I figure, what the heck. The players warm up before the game — why shouldn't I? It's good to get the roll of the names you'll use that night off your tongue. A lot of my colleagues think I'm really goofy."

During 27 years of broadcasting, Hearn's made his share of gaffes. He once called an Arizona suburb "the Sunshine Shitty." A few years back in San Francisco, he was watching the Lakers get trounced. One player in particular was contributing to the team's demise, so "I gave the commercial cue. At that time all mikes go dead, and I said, 'Why doesn't that silly son of a bitch take that guy out?' And it went out."

Cheerleading Not His Job

One thing Hearn's not hired to do is lead cheers. "If the owner told me I had to cheerlead and favor the Lakers, I'd have to quit because it's not Chick," he says. "(Lakers' owner) Jerry Buss appreciates that. What I try for is extreme accuracy and an honest report: both teams, all the players, all the coaches. I believe in reporting fact. If I don't call what's really happening, people will lose faith in me real fast."

Asked to recall particularly memorable games or great plays, he has no problem coming up with examples. His top recollections include Jerry West's 63-foot shot in overtime against the Knicks in a

WNEW

January 30, 1987

Mr. Howard Miller
IDB Communications Group
10509 West Washington Blvd.
Culver City, California 90232-3380

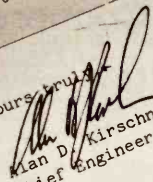
Dear Howard:

I want to take this opportunity to thank you and IDB for the fine job you did this past season in back hauling the Football Giants for us. Every broadcast went off without a problem and the quality was excellent. Your organization fits right in with the Super Team on New York's Super Station.

In addition I have been very pleased with the back haul of the New Jersey Nets, Seton Hall Basketball, our daily feed of Steve Allen from Los Angeles and also the Sports Connection that we broadcasted live from the Anaheim Marriott.

Keep up the good work and I look forward to a long and happy relationship with IDB. Just one word of caution, however, REMEMBER you can't send pictures through the air!

Yours truly,


Alan D. Kirschner
Chief Engineer

We get letters.

Like this one from Alan Kirschner, that tell us our determination to provide first rate service is paying off.

IDB has more satellite transmission service products than any other service provider.

Whether it's C Band or Ku Band; fixed location or mobile; on land or at sea; digital or analog; backhaul or distribution; domestic or international, the only number you need is 213-870-9000.

SRPNT
SATellite RADIO PROGRAM & NEWS TRANSMISSION

Sports Satellite Interconnect
IDB COMMUNICATIONS GROUP, INC.



IDB COMMUNICATIONS
GROUP, INC.

10525 W. Washington Blvd. • Culver City, CA 90232-3380 • 213-870-9000 TLX: 277458 FAX: 213-838-6374

SPORTS ON RADIO

CHICKSPEAK

Hearn's
Word's-Eye
View

Listed here are several examples of Chick Hearn's colorful calls:

- The mustard just came off the hot dog.
- No harm, no foul, no blood, no ambulance.
- He didn't draw iron.
- He's yo-yoing up and down out there at the top of the key. The ball looks like it's at the end of a string.
- Garbage time. He picks it up and scores off the garbage.
- Ooh, what a cheap foul. That was ticky-lack.
- He shoots it from 20, doesn't get anything, an air ball.
- He faked him into the popcorn machine. He's got butter and salt all over him.
- He goes to the dribble-drive... heartbrrrr-ake, it went in and came out.

One-On-One With Chick Hearn

Continued from Page 52

playoff game and the sixth game of the world championships in 1980: "Magic was a rookie. We went back to Philadelphia without Kareem and nobody gave us a chance, including me. Magic played all five positions and scored 42 points." Hearn's biggest thrill occurred in the 1971-'72 season, when L.A. won its first world championship against New York. "That was the year the Lakers won 33 straight. That feat will never be duplicated."

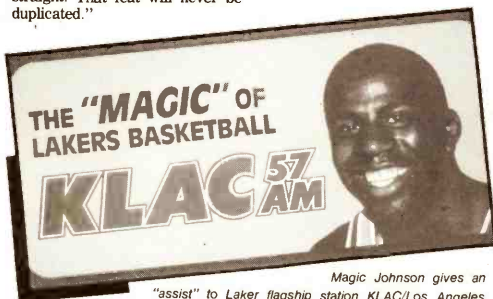
Rapping's Next Star?

Hearn not only broadcasts for the NBA's number one team, but does TV and radio calls for the UNLV Runnin' Rebels, the number one college team. He feels the difference between the two extends beyond playing styles. "The crowds are different; the cheer-leading that goes on, the pom-poms. It's something special. I love them both."

When the season ends in June, Hearn will keep busy working in a

Disney film starring Lily Tomlin and Bette Midler. And don't be surprised if you see him on MTV soon. Last year an engineer put

some of his best bits together for a rap record called "Rap Around." Naturally, Hearn thinks making a video would be "a heck of an idea."



Magic Johnson gives an "assist" to Laker flagship station KLAC/Los Angeles.

LINE DRIVES

The Buck Stops At Cooperstown

After 33 years as the radio voice of the St. Louis Cardinals on KMOX, Jack Buck has been named the 1987 winner of the Ford C. Frick award and will be inducted in Baseball's Hall of Fame in Cooperstown, NY on July 26. Previous broadcast inductees include Mel Allen, Red Barber, Bob Elson, Russ Hodges, Ernie Harwell, Vin Scully, Jack Brickhouse, Curt Gowdy, Buck Canel, and Bob Prince.

Buck joined KMOX in 1954 as an assistant to Harry Caray and became the Cardinals' play-by-play man in 1970. His work for the CBS network includes four World Series, two All-Star games, and eight Super Bowls.



Jack Buck

Sports Info Computer Close

Computer Sports World is an electronic newspaper that provides sports-casters with information 24 hours a day, seven days a week, from 3000 files that can be tapped with a computer and phone modem. CSW covers virtually every professional and college sport, encompassing scores, injuries, weather conditions, standings, stats, wire stories, background information, and the Las Vegas line (updated hourly).

Any station can request a complimentary demonstration by calling (800) 321-5562 for a special ID number to access the CSW database.

Batter Up: Major League
Baseball's Radio Lineup

Here is major league baseball's updated roster of radio announcers. All former players' names are printed in bold type.

National League

Atlanta Braves: WSB (AC); Ernie Johnson, Skip Caray, Pete Van Weren, and John Sterling.

Chicago Cubs: WGN (Talk); Harry Caray, Jim Frey, and Dwayne Staats.

Cincinnati Reds: WLW (AC); Andy McWilliams, Joe Nuxhall, and Marty Brennaman.

Houston Astros: KTRH (News); Milo Hamilton, Bill Brown, Larry Dierker, and Jerry Trupiano.

Los Angeles Dodgers: KABC (Talk); Vin Scully, Jerry Doggett, and Ross Porter. KTNQ (Spanish); Jaime Jarrin.

Montreal Expos: CFCF (N/T); (English) Dave Van Horne and Jim Fanning. CKAC (Misc); (French) Jacques Doucet and Rodger Brulotte.

New York Mets: WHN (Ctry); Bob Murphy, Gary Thorne, and Howie Rose.

Philadelphia Phillies: WCAU (News); Harry Kalas, Richie Ashburn, Andy Musser, and Chris Wheeler.

Pittsburgh Pirates: KDAC (AC); Lanny Frattare and Jim Rooker.

St. Louis Cardinals: KMOX (Talk); Jack Buck and Mike Shannon.

San Diego Padres: KFMB (AC); Jerry Coleman, Dave Campbell, Ted Letner, and Bob Chandler.

San Francisco Giants: KNBR (Misc); Ron Fairly and Wayne Hagin.

American League

Baltimore Orioles: WCBM (AC); John Miller and Jack Weirs.

Boston Red Sox: WPLM (BBnd); Joe Castiglione and Ken Coleman

California Angels: KMPC (BBnd); Al Conin and Ken Brett. XPRS (Spanish); Cos Villa & Ruben Valentin.

Chicago White Sox: WMAZ (N/T); Del Crandall, Lorn Brown, and Frank Messer.

Cleveland Indians: WWWE (N/T); Herb Score and Steve Lamar.

Detroit Tigers: WJR (Misc); Ernie Harwell and Paul Carey.

Kansas City Royals: WIBW (N/T); Fred White and Denny Mathews.

Milwaukee Brewers: WTMJ (AC); Bob Uecker and Pat Hughes.

Minnesota Twins: WCCO (AC); Herb Carneal, John Gordon, John Rooney, and Harmon Killebrew.

New York Yankees: WABC (Talk); Hank Greenwald and Tommy Hutton.

Oakland A's: KSFO (Gold); Bill King, Lon Simmons, and Ray Fosse.

Seattle Mariners: KIRO (N/T); Dave Nelhaus and Rick Rizz.

Texas Rangers: WBAP (Ctry); Mark Holtz and Eric Nadel.

Toronto Blue Jays: CJCL (BBnd); Tom Cheek and Jerry Howarth.

4 EASY STEPS TO GO ON

Power Trips™

Power is the Ultimate Aphrodisiac.

And **Power Trips™** is the ultimate in on air packaged promotions to concerts, sporting events, special events and television programs around the world.

1 Pick a Concert, Special Event or Sporting Event around The World, and decide where you would like to send your winners.

2

3

4

Call us toll free at **1-800-553-1990**

Tell us what you want, there are no pre-made packages.

Within a few hours, our power staff will have your ultimate Power Trip.

Power Trips live™ enables your station to broadcast any Power Trip live via satellite from anywhere in the world on Satcom 1R and are exclusively produced by John McChan.

Look for your Power Trips™ newsletter coming soon in the mail!

at **1-800-553-1990**
7168 Northwest 50th Street
Miami, Florida 33166 ★ (305) 594-1990



ADAM WHITE

RECORDS

SATELLITE FORMAT SELLS RECORDS

Z-Rockin' At Retail

What Z-Rock plays, its listeners apparently buy. The arrival of this Satellite Music Network format in such markets as Chicago and Cleveland is having an appreciable impact on record sales, according to a number of retail and label executives. They're not necessarily surprised by this development — given the musically active nature of the hard rock/metal audience — as much as they are enthusiastic. Naturally, they wish Z-Rock would spread elsewhere.

E/A VP/National AOR Promotion Brad Hunt points to Cleveland, where the format debuted January 1 on WBEA/Elyria, OH. "The minute it went on the kids found the station, and we felt it," he says. "Not just with Dokken and Metallica and Motley Crue, which are in the mainstream, but also with development bands like Metal Church."

Sales Action In Chicago, Cleveland

Hunt illustrates his point by noting the sales of Metal Church's "The Dark." As of January 26, the album had sold a total of 922 pieces in Cleveland. By March 4, that was up to 12,866 units. Adjusting for population and market share, he says, "We're moving records in units proportionate to what we're selling in Los Angeles off KNAC." According to the E/A exec, the same applies to Chicago and upstate Michigan, where Z-Rock is on WZRC/Des Plaines and WCXT/Hart-Grand Rapids, respectively.

E/A Regional Marketing Manager Denny Nowak confirms positive results in Chicago. "There was a lot of metal product hanging around in the stores, ready to be returned. When Z-Rock went on, people were opening up the boxes and putting the product back on the shelves." He says that even Rolling Stone, an influential store account long associated with metal, moved



1200 units of Metallica's "Master of Puppets" — far more than usual.

Rolling Stone GM Mike Troccoli agrees that Z-Rock is "making a lot of difference," estimating it's probably at least doubled his business. Independent labels are the biggest beneficiaries, he believes. "What's on the major labels is pretty glamorous metal, and there isn't that much. But there's a lot on the indies, and now it's really started to sell." As one example, Troccoli cites "Fatal Attraction" by King Diamond on Road Runner, which is handled by Important Record Distributors.

Indie Labels Feel The Force

Important VP Howie Gabriel calls the Z-Rock playlist a "who's who" of the indie scene and says

volume has more than tripled on selected titles (such as the King Diamond). "Independent metal sales are the greatest thing. They just keep on going, and stores like Rolling Stone are really plugged in.

"But what Z-Rock has done for us is really moved the chains aware; it's moved to the next level. Once this music gets on the radio and the masses hear it, they start looking to buy in the chains. So outlets like Camelot and Musicland are going, 'Hey, this stuff sells; we'd better bring it in.'" To avoid PMRC-type complications, Gabriel explains, "When I solicit, say, a Musicland, I have to send the cover so they see there are no obscenities on it, nothing disgusting."

In addition, Z-Rock is giving companies such as Important an opportunity to use co-op funds, as Camelot Sr. Music Buyer Bob Var-



KNOCKIN' EM DEAD — Def Jam's Slayer visits Z-Rock in Dallas. MD Madd Maxx Hammer and OM Wild Bill Scott (first, third right) mug for the camera with bandmembers and Z-Rock airstaff.

says, "I can see it geographically because WCXT affects some of our markets a lot stronger than others. When they changed format, it was done with little fanfare that I noticed. But the kids picked up on it right away." The result, he estimates, is a 100% increase in metal sales. "A lot of that product would have been considered marginal before. Now we consider it must-have."

Like others, Marcusse cites the King Diamond album. "That's a record we wouldn't normally be aware of, dealing primarily with the major labels as we do. But it was one we couldn't ignore: we sold tonnage on that record, and who would have thanked it?"

Metal Moves

- Z-Rock works with labels, artist management
- Chains, specialist stores feel sales impact
- Indie labels and majors benefit
- Marginal product becomes must-have at retail
- Format is new vehicle for ad dollars

cho confirms. "We've had people wanting to spend ad dollars with us on metal product, but we really didn't have a vehicle. It's really not geared to your daily newspaper or radio that's not playing it." Now the chain is running an ad program with various labels through the end of March.

Camelot Tests Z-Rock's Clout

Obviously, Varcho views this as a test of Z-Rock's power in Camelot markets. He's optimistic, but defers a definitive answer until the format has been in place longer. "We've not used them elsewhere because we have no stores in Michigan and not enough in Chicago to concentrate on. Cleveland seemed like a good attempt because we hit ten, 11 stores within their range. We're excited, and we're not even in the good season right now. When the kids get out in the summertime and it's driving season, look out!"

In Hart-Grand Rapids, the 20-store Believe In Music chain is widely regarded as the top retail account. VP Jim Marcusse calls Z-Rock "a major influence," and

Is the format drawing across-the-board label support? "Yes, from the ones that know we're here and realize what we are," Scott replies. "But others are still coming around." CBS is a non-believer, he notes.

"Record companies can get their acts on," says Scott. "Bruce Dickinson from Iron Maiden came by; we had Megadeth, Slayer. In fact, we're probably one of the only ones to have a positive interview with Slayer. We had Stryper in here, too. We're wide open for Christian rock and all of that."

Comments Atlantic VP/National Promotion Judy Libow, "The fact that they're based in Dallas, one of the best rock and roll markets for these bands, is good. They'll get a lot of artists to come through." She is positive about Z-Rock, with a touch of conservatism. "They've helped sell concert tickets for us, and we've also been working with them doing interviews, IDs, visits, and so on for that extra exposure. Like AOR, like video, their impact on the sales level is just one more piece of the pie. I won't say they're the reason we're selling records, but I will say they're one of the reasons."

Put The Format On A Combo

Libow acknowledges that the format is a plus in light of Atlantic's new deal with Megafone Records. "The real hardcore metal bands are the kind we really feel Z-Rock's impact on. We were at a loss in certain areas to get these records going. So I would love to see them grow in a lot of other markets where you feel a void. The only negative is that there aren't more of them."

E/A's Brad Hunt, for one, has some opinions about that. "In some major markets, I wish they would consider going into the AM of an AM/FM combo. If they came to a city like New York and there was an AM in Newark, they could put it on the AM because you know those 16-year-old kids driving around, their first car is a 1974 Ford with an AM radio. When the six months are up, they could have it on the FM, simulcast it, and it would be all over but the shouting."

Music Monitor

This is the top ten from Z-Rock's playlist for 3/9:

1. SLAYER/Reign In Blood (Def Jam/Geffen)
2. STRYPER/To Hell With The Devil (Enigma/Capitol)
3. IRON MAIDEN/Somewhere In Time (Capitol)
4. DEEP PURPLE/House Of Blue Light (PolyGram)
5. TESLA/Mechanical Resonance (Geffen)
6. JACK STARR/No Turning Back (Napalm)
7. MEGADETH/Peace Sells (Capitol)
8. LIZZY BORDEN/Menace To Society (Metal Blade)
9. DOKKEN/Dream Warriors (Elektra)
10. MALICE/License To Kill (Atlantic)

Windy City Jammin'

Two years ago, Chicago concert promoter JAM Productions launched its own hard rock/metal show on local outlet WVVX/Highland Park, IL. Its goal was to compensate for the lack of such music on the market's AORs and to help promote area concerts by hard rock/metal bands.

How does JAM's Jerry Mickelson feel about the arrival of Z-Rock and its impact on his nightly live-hour show? "I'm glad it's here, but in our particular situation in Chicago, we didn't need it. We advertise our shows on the program we have and add Z-Rock at the very end.

"So while I welcome the fact that there's more hard rock and heavy

metal on the air, we don't use them as much as we would if we didn't have our situation. I don't notice any difference in my ticket sales — or in anything I do — since they came into the market."

Mickelson says he has no plans to change. "Ours is running, and we're doing great. We're both doing good things for the market. The more, the merrier."



KEN BARNES

ON THE RECORDS

Grammys' Career Impact —
The Conclusion

Last week I launched an attempt to track a relationship between Grammy Awards and artists' airplay success. I managed to get through nine years' (1972-80) worth of recap. This week I'll cover 1981 to the present and sum up.

1981 (presented 2-82):
The Eyes Have It

The big winner (Record of the Year) in 1981 was Kim Carnes' "Bette Davis Eyes." Carnes had already had a follow-up peak at No. 23 later in '81, and the Grammy did not reverse the trend: She did have five more CHR chart records from 1982-85, but none made Top 15.

Album of the year went posthumously to John Lennon for "Double Fantasy," and pop female vocal honors were bestowed upon Lena Horne, not previously nor thereafter a CHR contender. Al Jarreau's "Breakin' Away" LP, which featured his biggest hit, "We're In This Love Together" (No. 7), won best pop male vocal; as it happened, he had one more CHR hit a year after the awards, when "Mormin'" reached No. 17.

The pop group vocal award went to Manhattan Transfer for "Boy From New York City," their last appearance on the CHR chart. However, best new artist Sheena Easton has sustained a solid hit record since her anointing.

1982 (2-83): Victory In Toto

1982 was Toto's year, with the "Toto IV" LP taking album honors and "Rosanna" record laurels. At the time of the awards, the LP was still strong: "Africa" was just departing the chart, and "I Won't Hold You Back" was about to mount its climb to an eventual No. 4. The next LP contributed just one relatively minor hit, "Stranger In Town," although the group came back to the Top 10 in 1986 with "I'll Be Over You."

The Grammys were right on the money in the pop male vocal cate-



Lionel Richie's Grammy launched a Top 10 streak that hasn't quit yet

gory this year, spotlighting Lionel Richie's first solo hit "Truly." A week after the award show, the follow-up, "You Are," hit No. 1, and Richie's continued to roll up the Top 10 hits (12 in a row without a miss to date).

"You Should Hear How She Talks About You," Melissa Manchester's pop female vocal winner, was also her CHR chart swan song, so far. Same holds true for both Joe Cocker and Jennifer Warnes, whose duet "Up Where We Belong" was the best group/duo vocal award-winner. New act for the year was Men At Work, who promptly went to No. 1 with "Overkill" two months after the ceremonies, followed with a No. 3 and a No. 20, missed the chart on their next LP's singles, and then broke up.

1983 (2/84): Monster
Thriller Award Theatre

1983 was all Michael Jackson, practically; the man from "Thriller" won best LP, best pop male vocal, best rock male vocal, and record of the year ("Beat It"). Since the awards were announced, he hasn't had a solo hit on the charts. A possible reason is that he hasn't released a record since the 1984 Grammys. 1987 should put him back on the boards.

Michael was ineligible for best female vocal, so Irene Cara took it for "Flashdance." Her two follow-ups to that five-week No. 1 had peaked at No. 10 and No. 31, but after the Grammys, "Breakdance" made it to No. 7. A recorded silence followed, just broken by a new single, "Girlfriends."

The Police wrapped up the group vocal category with "Every Breath You Take," and its three follow-ups had already reached their peaks before the Grammys were announced. Subsequently, they broke up for all intents and purposes. Best new artist was Culture Club, riding on five straight Top 10 hits. Post-awards, "Miss Me Blind" hit No. 3, "It's A Miracle" No. 9, and three more chart records followed, though I'm not sure if they're still together.

1984 (2/85): Tina's Turn

Tina Turner's comeback was accorded the Grammy seal of approval with victories in the pop female vocal, rock female vocal (a category she seems to be retiring, with three consecutive wins), and record of the year ("What's Love Got To Do With It"). The next two records, "Private Dancer" and "Show Some Respect," finished up at Nos. 12 and 35, like so many rainy day women, but "We Don't Need Another Hero" quickly stormed up to No. 3 and in 1986, Turner had her first No. 1, with "Typical Male."

Lionel Richie returned with album of the year for "Can't Slow Down," while Phil Collins captured pop male vocal honors "Against All Odds." He's churned out five more huge solo or duet hits since, and is currently riding a streak of eight straight Top 5 records as a soloist or duettist (only Madonna's got that beat).

The Pointer Sisters took group vocals for "Jump," receiving the award a couple of weeks after "Neutron Dance" peaked at No. 4. Since then they've had "Dare Me" go to No. 13 and "Goldmine" to No. 33. Cyndi Lauper was the academy's choice for new artist, and no wonder after four Top 3 hits. Following the awards, "Goonies" hit No. 11, and "True Colors" restored her to the top spot.

1985 (2/86): Jacket Up
For Phil

Phil Collins built on his 1984 Grammy success with two more major awards in 1985, LP and pop male vocal for "No Jacket Required." And the hits kept coming, solo and Genesis. USA For Africa took two other key categories, record of the year and pop group vocal, but this one-of-a-kind record won't be followed up.

Whitney Houston's "Saving All My Love For You" was the pop female vocal winner, and she followed her award with a second No. 1, "Greatest Love Of All," with new product coming soon. 1985's new artist was Sade, just peaking at No.

Grammys: Generally
Good Effect

Here's one man's perception of how winning a pop Grammy has affected CHR careers. I looked at the winners in each of my six categories over the past 15 years and, taking the CHR charts into consideration, I placed them into one of three slots.

"Boost" means that the Grammy winner's career took off into the stratosphere or maintained an already-high level of chart achievement. "Decline" means the hits dropped off in number and height after the Grammy. "Flat" means maintaining the pre-Grammy level (unless it was already superstar-class), and also includes instances where it's too soon to tell the Grammy's effect (plus a couple of cases of group breakups).

You might take the same 15 years/six categories and come up with different conclusions about the effects of the various awards. If you've got last week's column and this one, I encourage you to draw your own conclusions; there are

plenty of borderline cases to change the figures a bit. But here are my stats:

From these figures, the Best Album and Pop Male Vocal categories clearly stand out as the most helpful awards (or the best forecasts of enduring stars). If you subtract the Flat/Can't Tell, 82% of the LP winners went on to greater success, while 75% of the Pop Male Vocalists did the same.

Record of the Year and Pop Female Vocal winners had a slight positive edge, while the Pop Group Vocal winners were split three ways — anything could happen, and did. The Best New Artist picks, thanks to an '80s surge, managed to even out, but still, a 40% rate of declining careers is not a real testament to the prophetic vision of the voters — not if you're trying to choose artists with staying power.

Perhaps the best testament to the influence of the Grammys, however, is that people keep talking about 'em. And two weeks' worth of discussion here certainly contributes to that testimony.

| Award | Boost | Decline | Flat |
|--------------------|-------|---------|------|
| Record Of The Year | 6 | 4 | 5 |
| Album Of The Year | 9 | 2 | 4 |
| Pop Female Vocal | 6 | 4 | 5 |
| Pop Male Vocal | 9 | 3 | 3 |
| Pop Group Vocal | 5 | 5 | 5 |
| Best New Artist | 6 | 6 | 3 |

7 with "The Sweetest Taboo"; "Never As Good As The First Time," a title with dangerous implications, finished at No. 21 and the world awaits new releases.

1986 (2-87): Winwood Wins;
Simon Starts Over

The effect of the 1986 Grammys is impossible to gauge fully, but already some interesting fallout has materialized. Mike Shalett tells me Bruce Hornsby's sales jumped immediately after his best new artist award, and Warner Bros. has seized the opportunity of Paul Simon's album of the year victory to mount a new campaign on the record, rereleasing "You Can Call Me Al."

Double victor Steve Winwood (record of the year, pop male vocal) is still climbing with "The Finer Things." Dionne Warwick, who won best group vocal with her "Friends," has a new LP forthcoming, while pop female vocal winner Barbra Streisand won for the "Broadway Album," not a CHR mainstream contender.

Time will tell for the Grammy class of '86; meanwhile, check the accompanying table for some generalized conclusions.

Lou & Stacey Exposed

In my continuing efforts to display old and often embarrassing pictures of current stars, I thought it at least marginally appropriate to add a couple of shots of current hitmakers Lou Gramm and Stacey Q in earlier incarnations.

Lou, using the longer surname Grammatico, was lead singer in



Lou Gramm was the Black Sheep of Foreigner

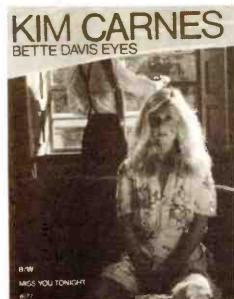


Stacey Q failed to connect with SSQ

update New York rock band Black Sheep in the mid-'70s, pre-Foreigner. They had a single on Chrysalis and then two LPs on Capitol.

Stacey (real last name Swain) fronted L.A. synth-pop band SSQ before releasing "Shy Girl" on a small Orange County label and following it up with "Two Of Hearts."

As artists insist on making comebacks, we'll flash the photo spotlight on 'em . . . count on it.



Kim Carnes eyes her Grammy

An open letter to Radio Programmers and General Managers:

RCA Records | 1133 Avenue of the Americas | New York, NY 10036 | Tel (212) 930-4727

RCA



March 18, 1987

Friends,

Rick Dobbis
Executive Vice President
RCA Records - U.S.

Many times in the past few decades we have seen music communicate to young people on difficult subjects with a clarity and lack of pretense that is astounding. Music made by their peers confronting the complex and challenging issues of growing up, fitting in, discovering their feelings and expressing themselves has helped generations of Americans come to grips with the hard realities of living in their times.

It seems that we are constantly confronted with new and even more difficult problems as we learn to deal with others. Just when we thought we were at peace with the "sexual revolution," the most alarming and dangerous health crisis since the 13th Century is being visited upon our world, with young people at great risk.

No pop record can supply the answers to the very serious questions that are now being debated, many of which directly impact not only your listeners but your advertisers and advertising policies as well.

An artist named KOOL MOE DEE on Jive Records has just released a record, however, that in a humorous and hip way speaks to young people about safe sex and responsibility. This record, called "GO SEE THE DOCTOR", is exploding throughout Europe and, in fact, has been adopted by the German government as a centerpiece of a major public service campaign.

A few American programmers are playing "GO SEE THE DOCTOR" already. Certainly there may be some negative calls, but at KCPW in Kansas City, deep in America's heartland, the calls are running 50 to 1 in favor - an overwhelming response for any record.

Please listen to "GO SEE THE DOCTOR" by KOOL MOE DEE.

Sure it's controversial and it's a rap record, but it's great listening and it's important.

Please give your audience the chance to hear the music and the message. Thank you for your consideration.

Sincerely,

Rick Dobbis
Executive Vice President
RCA Records - U.S.

Eddie Mascolo
Senior Vice President
Product Development

KOOL MOE DEE "GO SEE THE DOCTOR"



FLEETWOOD MAC



"BIG LOVE"
THE NEW SINGLE
FROM TANGO IN THE NIGHT
PRODUCED BY LINDSEY BUCKINGHAM
AND RICHARD DASHUT

FIRST WEEK!
CHR BREAKER 172/172
AOR TRACKS BREAKER
CHART DEBUT 6
#1 MOST ADDED



© 1987 Warner Bros. Records Inc.

DATEBOOK

SEAN ROSS

Rock 'N' Rollin' With Tip O'Neill

MONDAY, MARCH 30

1960/Congressman Tip O'Neill demands that the FCC investigate payola and protect America's youth from rock & roll, which he calls "a type of sensuous music unfit for impressionable minds."

1968/The Yardbirds play New York's Anderson Theatre and are surprised by an Epic staff producer who plans to record the night's show live. They have to talk the company out of releasing the LP twice, once several days later and again when Led Zeppelin surfaces.

1974/Genesis's "Selling England By The Pound" released.

1980/"Children Of A Lesser God" opens on Broadway.

1983/The Bangles open for Sparks at the Anaheim Convention Center. Jane Wiedlin joins the latter group to duet on "Cool Places."

Born: Eric Clapton 1945, Graham Edge (Moody Blues) 1942.

TUESDAY, MARCH 31

1967/As part of a Finsbury Park, UK show that also includes Engelbert Humperdinck and Cat Stevens, Jimi Hendrix torches his guitar for the first time.

1973/Donny Osmond's "The 12th Of Never" pushes Slade's "Cum On Feel The Noise" out of #1 UK.

1982/Eighteen months after their last studio LP, the Doobie Brothers announce their breakup. Michael McDonald's first solo record is out within four months.

1986/Bob Dylan arrives with Elizabeth Taylor for an ASCAP party at Chasen's in Beverly Hills in his honor. Hal David calls Dylan the "poet of his generation." Other guests include Stevie Nicks, Whoopi Goldberg, Leonard Cohen, Sammy Fain, and Carole Bayer Sager. Also, Roland Orzibal's apartment in Bath is burglarized; he loses a \$500 oil painting and three cameras. And O'Kelly Isley dies in his sleep of a heart attack at age 48.

Born: Herb Alpert 1935, Mick Ralphs (Bad Co.) 1948.

WEDNESDAY, APRIL 1

1983/Culture Club's "Church Of The Poison Mind" released in Britain, seven months or so ahead of its US release.

1984/Marvin Gaye is shot to death by his father, one day before his 45th birthday. Also, Amy Grant tells the L.A.

Times that it was a crush on her Sunday School teacher at age 15 that first interested her in religion.

1985/The "We Are The World" LP is released.

1986/WHJY/Providence tells listeners that the city is closed and they can stay home. WAQY/Springfield conducts a bogus Led Zeppelin interview.

Born: Ronnie Lane 1948, Rudolph Isley 1939, Mark White (ABC) 1961, Arthur Conley 1946.



Emmylou Harris, Richard Thompson, Marvin Gaye, Gail Davies

THURSDAY, APRIL 2

1971/Ringo Starr's "It Don't Come Easy" and David Bowie's "The Man Who Sold The World" LP released in Britain.

1977/MOR artist Waldo "Miguel" De Los Rios, whose biggest US hit was "A Song Of Joy," commits suicide.

1980/Anne Murray wins four Junos, including best single for "I Just Fall In Love Again." Frank Mills wins two. Host Burton Cummings wins Top Male Vocal. Bruce Cockburn is named Folk Artist of the Year.

1983/Ronnie Spector plays her first Southern California show ever. The day before, she breaks the silence on her marriage and admits to the press that Phil dragged her into seclusion and made her stop singing.

1986/Albert Gore announces a full-scale Senate payola investigation.

Born: Emmylou Harris 1948, Keren Woodward (Bananarama) 1961, Leon Russell 1941, the late Marvin Gaye 1939.

FRIDAY, APRIL 3

1966/While he waits to hear back on his Monkees audition, Peter Tork plays a weeklong folk engagement at L.A.'s Troubadour.

1973/Capitol issues two Beatles "Greatest Hits" double LPs.

1979/Kate Bush's first live show, at the Liverpool Empire.

1984/Despite a terrorist attack the day before, Barbra Streisand dedicates a \$1.5 million building to her father at Jerusalem's Hebrew University.

1986/Simply Red begins its first US tour with a week of shows in Los Angeles. Meanwhile, a surprise Prince show sells out Boston's Metro in an hour.

Born: Jan Berry 1941, Tony Orlando 1944, Richard Thompson 1949, Wayne Newton 1942.

SATURDAY, APRIL 4

1960/The first Miracles single on Tamla, "Way Over There," released.

1964/The authors of "Surfin' Bird" by the Trashmen are found to have plagiarized "The Bird Is The Word" by the Rivingtons.

1973/Dr. Hook's "Cover Of The Rolling Stone" released.

1986/Bianca Jagger plays a "recently released political prisoner who likes to party" on "Miami Vice." Also, A&M opens a tollfree "Falco hot line" with three rotating messages to promote his current LP.

Born: Gail Davies (Wild Choir) 1948, Major Lance 1941, Steve Gattlin 1951.

SUNDAY, APRIL 5

1983/Danny Rapp, lead singer of the Juniors, dies of self-inflicted gunshot wounds at age 42.

1984/After Marvin Gaye's funeral, Berry Gordy Jr. tells a writer, "The closest person I can relate to him is Billie Holiday, and I even consider Marvin better."

1985/5000+ stations air "We Are The World" simultaneously; it goes #1 on the same day. Also, Van Halen breaks with Noel Monk, their manager since 1978.

1986/George Michael's "A Different Corner" debuts at #4 UK. Three out of the Top Five that week are reissues. Also, Jean Michael Jarre stages his "Rendez-Vous" multimedia show in Houston. One piece is dedicated to Ron McNair, who would have played sax on the album had he not died in the Challenger explosion.

Born: Eric Burdon 1941, Agnetha Faltskog 1950.

"No one understands the critical issues of winning programming better than E. Alvin Davis & Associates."

"They know what needs to be done and they communicate it to our people in an honest, straightforward manner?"

—Jeff Smulyan, President, Emmis Broadcasting



"Simply put, we help our clients make more money." —E. Alvin Davis

Our commitment is to provide quality consulting services. By design, we have chosen to offer programming and marketing guidance for select clients.

This allows us to tailor individual strategies that consistently improve rating performance.

And while ratings are important, we know they are only one part of the profitability equation. We're dedicated to delivering marketing solutions that maximize profits and control costs. We exhibit fiscal responsibility.

The bottom line is this: We help our clients make more money.

Attending the NAB Convention in Dallas?

If you are a General Manager or Group Executive who is interested in achieving higher ratings, perhaps you should spend a few minutes visiting with us.

To schedule an appointment in Dallas, phone E. Alvin Davis at 513/984-5000.

A case in point:

Emmis Broadcasting

Situation: WENS-FM/Indianapolis has consistently been the market's leading Adult Contemporary. After debuting strongly, the numbers flattened out, due in part to the success of the market's leading CHR and the entry of a new A/C competitor.

WLOL-FM/Minneapolis, after achieving overnight success with its CHR format, saw its ratings level off, and, at the same time, faced a challenge from a strong, new direct format competitor.

Solution: To meet the competitive challenge, these Emmis stations secured the services of E. Alvin Davis & Associates as program consultant.

Success: WENS beat its CHR competitor for the first time in three and a half years, and expanded its lead over the A/C competitor. WENS jumped 6.1 to 8.0, including #2 Adults 18-34 and 18-49.*

WLOL scored its best book ever, gaining a tie for the #1 FM. WLOL jumped 7.9 to 11.3, including #1 Adults 18-34 and #2 Adults 18-49.**

* Fall 1985-Spring 1986 Arbitron. Total Persons, AQH, M/S, 6A-12M

** Spring 1983-Fall 1984 Arbitron. Total Persons, AQH, M/S, 6A-12M



"Our commitment to improving our product is unyielding. We believe the people on the Emmis team are the best in the industry. That's why we rely on E. Alvin Davis & Associates as a part of that team.

"I value their opinion in every facet of this business. They understand why radio works." —Jeff Smulyan, President, Emmis Broadcasting

When you do something very well, you simply can't do it for everyone.

For more information, phone E. Alvin Davis at 513/984-5000.



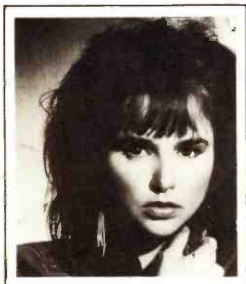
E. ALVIN DAVIS
& ASSOCIATES, INC.

RADIO PROGRAMMING
& MARKETING
9851 FOREST GLEN DRIVE
CINCINNATI, OH 45242
513/984-5000

E. Alvin Davis
President

Quality consulting for select clients

We Make Your Station



Patty Smyth

"Never Enough"

Patty's brand new album is now available and moving fast from the third week in-a-row of Top 10 airplay at album radio; first CHR believers already charting Top 20!

| | | | |
|--------------------|------------|------------|----------------------|
| 100 CHR REPORTERS! | WKDD 16-14 | WPHD 23-19 | AOR TRACKS: 5 |
| TOP 20: | KOZE 16-11 | WKTI 24-20 | AOR ALBUMS: 5 |
| | OK95 21-19 | WROQ 19-14 | |



Psychedelic Furs

"Heartbreak Beat"

Breaking bigger and faster than anyone imagined; album sales are out-of-control and everywhere this single is played it pulls the kind of audience reaction that programmers dream about.

| | | | |
|------------|-----------|----------------|-----------------------|
| 63/20 | WXKS B106 | KKBQ KDWB KITS | AOR TRACKS: 15 |
| INCLUDING: | WKSE Q107 | KRBE KIIS KMEL | |
| | WPHD WAVA | Y100 KWOD KATD | |
| | Z100 Z93 | WMMS KCPX KPLZ | |



Beastie Boys

"Brass Monkey"

#1 Lp sales, high charting additions, immediate heavy rotation.

| | | | |
|------|-------|-------------|-----------|
| Z100 | WNVZ | WHYT | KITY 10-3 |
| Q107 | Z95 | Q105 28-18 | KMGX 5-5 |
| WAVA | WMMS | KROY deb 12 | KYNO 9-5 |
| KEGL | 99DTX | KS103 19-9 | Z102 2-8 |
| KKBQ | WCZY | WRVQ deb 19 | |



Stabilizers

"One Simple Thing"

If you've read this far, you're the type of thorough programmer who never overlooks the potential of that one simple thing that gives you that ratings-winning edge.

| | | | |
|-----------------------|------------|------------|-------------|
| Y108 6-5 (Hot) | WMMS 39-33 | WNNK add | 99KG add |
| KPKE 23-18 | KCPX add | WKRZ on | KFMW deb 37 |
| | KATD on | KSND 35-32 | KKAZ on |

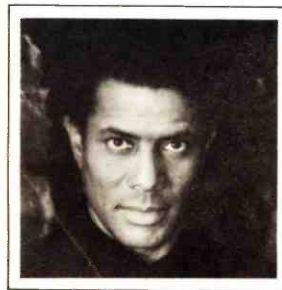
ation Sound Better!

Gregory Abbott

"I Got The Feelin' (It's Over)"

Gregory's back with an album zooming up the pop charts and a single breaking on three formats of radio: CHR, A/C, and Black/Urban.

| | | | | |
|------|--------|-------|----------|-----------------|
| WXKS | PRO-FM | 99DTX | KATD | |
| WBEN | 94Q | WCZY | KPLZ | AC CHART: 27-21 |
| WKSE | KRBE | WHYT | | B/U CHART: 16 |
| WPHD | Y100 | KCPW | PLUS | |
| WCAU | B97 | KS103 | 70 MORE! | |

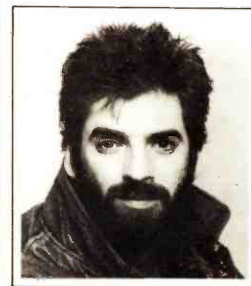


Kenny Loggins

"Meet Me Half Way"

Let's face it, this man makes records that are big on audience requests and heavy on sales; go ahead and add this sound that you know will work for you.

| | | | | |
|------|------|------|-------|--------------------|
| 94Q | WMMS | KWK | FM102 | |
| KEGL | KCPW | WL0L | KWOD | 32% CHR PENTRATION |
| KTKS | WKTJ | KZZP | KATD | |
| Q105 | KDWB | KKRZ | KWSS | |



Billy Joel featuring Ray Charles

"Baby Grand"

Although this is a natural at A/C (out only 2 weeks and almost closed) Billy's audience has brought millions of his albums from CHR airplay and will continue to request and enjoy new Billy Joel music on your station.

| | | | | | | |
|------|------|------|-------|------|------|-----------------|
| WBLI | K104 | WPST | WFBG | Q101 | KBOZ | |
| 94Q | WNNK | WNOK | 95XIL | KNIN | KKAZ | |
| WCZY | WSPK | WKDD | Q104 | KWTO | | AC CHART: 28-17 |



Burns Sisters Band

"Listen To The Beat Of A Heart"

We really want you to go back and LISTEN to this Beat Of A Heart — Our hard work has paid off with a national breakthru at A/C and Top 10 rotations at early CHR believers.

K104 5-3 (Hot)
OK100 10-6 (Hot)

| |
|-------|
| WXKS |
| 95XIL |
| WBNQ |
| KBOZ |
| KTRS |



TOP 15 AC CHART!





JOEL DENVER

CONTEMPORARY HIT RADIO

Programmers' Think Tank, Part I: A Format For Motion

Assessing Active Audience Awareness

In this first Programmers' Think Tank for 1987, Z95 (WYTZ)/Chicago PD Ric Lippincott, Z94 (WZOU)/Boston PD Harry Nelson, KHOW & KPKE/Denver Operations Director and Legacy Group Program Consultant Doug Erickson, and Z104 (WZEE)/Madison OM Jonathan Little discuss some key programming topics in a freewheeling exchange.

Rockin' With A Beat

R&R: *The music in CHR is changing again. What active music trends do you see emerging in the coming months?*

Nelson: On the East Coast and around the country there's a real trend toward rock and roll with almost a metal edge. In the past there was more of a trend toward Urban but now it's opened up to rock and roll, so things like the Beastie Boys, Cinderella, Poison, and newer-sounding records like Paul Lekakis's are doing extremely well here.

Little: This is the rock and roll Midwest. I found it interesting when I was in San Francisco listening to KMEL, which regards itself as CHR. Lee Michaels's Urban kind of presentation wouldn't fly in Madison. John Cougar plays very well here. So does Bob Seger, and we were very eager to get the new Peter Wolf album because it's rock and roll.

"I don't test records at all and I don't think I ever will. I just think it's bullshit."

— Harry Nelson

On a Sunday night program called the "Beat Of The City" we feature local music exclusively for an hour. We have discovered, much to our pleasure, that there is a lot of great music being created locally. I think we're going to find more local input as the years progress. Much of the rock and roll that's going to make it in the '80s will have to have a strong dance orientation, such as Peter Gabriel has. Most of our local bands have discovered that.

Nelson: I think you're right. It's rock and roll with more of a dance beat to it that's successful.

Erickson: I'm really uncomfortable making big generalizations about the music taste of active listeners. Just when I think I've got them pegged, along comes a Ron-



Ric Lippincott

stadt & Ingram that shows up on my request sheet every single week. I do tend to agree that I'm playing more rock and roll now than I was six months ago, but I see active listeners responding to individual songs more than to certain kinds of music.

Nelson: There are always trends. We went Urban, now we're moving a bit toward rock, but I think it always seems to move back toward the center — to those big records such as Steve Winwood's "Higher Love" and other mass appeal hits.

Mixing Guts & Research

R&R: *Each of you makes decisions about songs every day. Do you base them on personal feelings, an assessment of the marketplace, or a combination?*

Lippincott: The marketplace, combined with personal feelings. We're able to play a diverse mix of artists such as the Beastie Boys, Jody Watley, and Genesis, so records from all genres are hits here. But for years there was always this false bias that said Chicago was a very white rock city, and that Black, Urban, or Dance music wouldn't be successful. That's not necessarily true.

While we don't have a Power 106 or KMEL, I would classify WGCI and WBMX as being 100 percent Urban or Black-formatted stations. A substantial percentage of KMEL's audience is ethnic, but an even greater percentage is non-ethnic. 'BMX and 'GCI are predominantly ethnic stations, but today B96, WKQX, and my station play

more Urban or Dance music than ever before.

R&R: *Do you see any backlash on the horizon to this music?*

Lippincott: No, not really. In this market it was always a question of what came first: did the audience reject Dance or Urban music, or did the stations never expose audiences to it in the first place?

Retail Ramifications On Airplay

R&R: *Is there any retail research about which programmers need to be aware?*

Erickson: In Denver we are finding very limited single research. In this week's music meeting I said we were going to stop researching 45s. We're still doing 12" research, and CDs are really coming on strong, but cassettes are still king. In many cases the big sellers we see happening with no airplay are songs by Ratt, Cinderella, and the Beastie Boys.

We're making sure we're earlier on more of the rock and roll to balance with the Urban or Dance music so we don't stray too far from our mid-ground. When we see a Ratt come out of nowhere as the number two album in our research in one week, it makes us more aggressive in adding that record.

R&R: *What do you think is responsible for this? Is it that the AORs aren't playing as many oldies, or is it MTV?*

Nelson: It's MTV. They seem to be generating a lot of sales before radio even plays it. Most of the AORs in America are still oldied out.

Lippincott: MTV is certainly a factor on certain records. A good example is the Europe hit "The



Harry Nelson

Thoughts That Count

- A more balanced music mix returns
- Plunging single sales cloud hit record picture
- Resurgence noted in MTV influence
- Programmers testing music caught between a rock and a hard place

Final Countdown." But another factor is the clubs. There's a record by New Order called "Bizarre Love Triangle" we put on the air based on club exposure. Suddenly we started getting reports off our request line from people calling up saying, "I never thought I'd hear that group on the radio." It's quickly becoming a very active record for us, even though no other radio station in Chicago is playing it.

Singles On The Skids

R&R: *With single sales sliding, and the cassette single a few months away, how are you determining what's active in your marketplace and which cuts off a top 10 album are motivating the public?*



Doug Erickson

Little: I've had great success researching jukebox play. Some fairly aggressive people play them, and I've found a pattern of popularity leading national radio airplay by as much as two or three weeks. Because I can get specific numbers of plays each selection receives, it's an interesting statistic to check out.

Lippincott: You can get jukebox tallies in Chicago too, but I've found that it's kind of a political machine here. So you have to be careful about how you interpret that information.

Nelson: We do some callout research, log the phones, and pay a lot of attention to retail. But more important is that we go out to the clubs and just listen. We try to ascertain their high rotation cuts, and listen to see which make sense to play.

Little: There's another form of research that can't be overlooked. I've found that my own kids have pretty good ears, and so do their friends. When there's a party at my house and they're down there in the family room listening, I'll

often go down there and ask what cuts they like off an album.

This Is Only A Test . . .

R&R: *With so many choices available each week, how do you decide what to test?*

Nelson: I don't test records at all, and I don't think I ever will. I just think it's bullshit. If you're the

"Much of the rock and roll that's going to make it in the '80s will have to have a strong dance orientation, such as Peter Gabriel has."

— Jonathan Little

programmer and you're the decisive man in the chair, I don't really think you would put anything on your radio station that you don't have confidence in.

Lippincott: We don't test records the way a KIIS or B96 would, by playing them for a couple of weeks. B96 played Bon Jovi for four to six weeks without reporting it, and I never could understand that. But we do have a Monday-Friday packaged feature called "Battle Of Future Hits," where we'll pit two brand new records against one another. The record that wins goes on to the next night, and we see how many nights in a row it wins.

That information isn't necessarily a deciding factor in our music meeting, but it's another source of information. If a record loses a battle, that doesn't exclude it from ever being played at the station, either. It depends on the song it was put up against.

Continued on Page 64



Jonathan Little



RICK DEES

Top Forty Air Talent of the Year

Gavin Media Professional Awards 1987

Congratulations from the staff of the "Rick Dees Weekly Top Forty."

CONTEMPORARY HIT RADIO

Programmers' Think Tank, Part I

Continued from Page 62

Airplay And No Reports Brings Frustration

R&R: *Why do you think a radio station would play a song in a good rotation week after week and not report it?*

Lippincott: Programmers are in kind of a no-win situation with the record companies. If you add a record to your list and it doesn't work out — and believe me, my percentage of that is substantial enough that I'm aware of it — then four weeks later it shows as a drop.

There are repercussions with the record companies. If a record only moves up maybe one notch, it's obviously not happening. If I drop the record, it has impact, and that upsets the record companies. So stations will test a record for four weeks to see if it'll happen to avoid the problems rather than having the courage to put it on the list.

Erickson: We don't test records the way KIIS does, either, but we have features similar to Rick's. When it comes to new music, you

can't test it passively. No test system I know of in the world can tell you what's going to be a hit. I just don't think it can hurt you to play a new song by **Sammy Hagar**. A week after we started playing it, and we were very early on it, we were getting calls requesting it. New music can't hurt you if it's good new music.

"Programmers are in kind of a no-win situation with the record companies."

— Ric Lippincott

How many hits are there in any given week? Seven, eight, maybe ten at the most? So basically what we're doing is surrounding our hits with stiffs. I mean, we could call them other names. We could say they're flavor records, or balance, but basically what we're saying is those records that surround our hits are not as strong.

Each programmer has to have a feel for his station and market on how to balance out the station. There's not a system in America that's going to do it for you. You just have to pull it out of your own butt and just go for it.

Catch-22 Or Cheating The Industry?

R&R: *When they don't report those records that they've played, aren't stations cheating everyone?*

Erickson: It is cheating, and I understand the problem because I see the Catch-22 that Rick discussed. There is enormous pressure from record companies once you add a song, especially if you add early, to show continued upward growth. If some of those songs sound good on the radio but don't generate sales or requests, there's nothing stronger to replace them with. You get caught in a situation where you're damned if you do, damned if you don't.

Lippincott: When I came to town I asked the labels if they'd rather

we test records for a couple of weeks, minimizing the risk of dropping them, or add them when it's time. They unanimously took the risk of getting the drop.

R&R: *You have to be a decisive programmer, to be able to stick by your decision.*

Little: Exactly. You're doing a disservice to your station, to the record company, and to your listeners if you don't have enough confidence in a record to put it in a full rotation and add it to your playlist.

Lippincott: Sometimes the "no report" thing backfires. When **Bon Jovi** came to town, they virtually ignored B96 and gave us the exclusive interviews and tickets.

Nelson: Do you guys think the chances of making a mistake on a record are higher by having the confidence to add it, or is there a

greater chance of making a mistake by testing records continually?

"No test system I know of in the world can tell you what's going to be a hit."

— Doug Erickson

Erickson: You're going to make mistakes either way. As Rick said, any week you add five records, three of them probably won't make the top 10. That's not a great batting average, and I don't think any of us have a great batting average. You just have to have the guts and go for it: add a song and play it in a decent rotation for a few weeks and see what happens.

MOTION



Paco Lopez

Paco Lopez, formerly night rocker at Y100/Miami, joins Isle 95/East Caribbean as 7-midnight personality and Asst. PD . . . Asst. PD **Bill Marshall** of WFIL/Philadelphia departs for morning drive at WSXX/Charleston replacing **Jay Donovan** . . . At K100/Chico, **Jessie McManon** joins for production/middays as **Ron Brown** leaves the business . . . At Y97/Santa Barbara, **Alan Hill** is promoted to overnights and

Roger Peterson leaves Q105/Oxnard for mornings there.

Nightrocker **J.T.** is promoted to Asst. PD/MD at KF95/Boise as **Jim Edwards** exits . . . **Don Crockett** leaves KISR/Ft. Smith for MD duties at KTKS/Dallas replacing **Marci Grukian** . . . KFMW/Waterloo overnights **Terry Lynn** exits and is replaced by **Jamie Carr** . . . **Dave Anthony**, last at WEIR/Weirton, VA as PD, joins WFBG/Altoona for afternoons . . . **Danny Wright**, formerly at WADK/Garner, ME, takes over the middays slot from exiting **Frank Patrosky** at WIGY/Bath.

Jon Scott leaves KBOS/Fresno for middays at KZOZ/San Luis Obispo . . . At 100KH/Ocean City, morning man **Jay Sparks** moves to 7pm-midnight as PD **J.J. "Hitman" McKay** goes to mornings . . . Asst. PD/Promotion Director/Middays personality **Shelly Rae** leaves KDON/Salinias for programming duties at KWNZ/Reno . . . **Patrick "Doobs" Dubord** departs afternoon drive at KPSS/Palm Springs for late evenings at KS103/San Diego.

STATION PROFILE

KKXL (XL-93) is a "true format" CHR. We strive to be as musically fresh as we can while still maintaining our 70/30 current/oldie mix. In our music meetings, MD **Kevin Hendrickson** and I look through every bit of information available. Requests, sales tracking, market activity, national trends, and gut feeling all have equal input into our final weekly decision.

Our metro is around 85,000 and there are six class C FM signals and two AMs in the market, 80% of which are targeting the same demographic core. This is my first programming position, and the words "baptism by fire" really hit home. We've had a great track record over the last four years; we're consistently the market leader. My personal challenge is that of any programmer: keeping the station exciting, fun to listen to, and in the forefront of our listeners' minds. "Gotta keep the curtain rising!"

KKXL/Grand Forks
(701) 775-0575



PD Adam North



MD Kevin Hendrickson

Even if
You are already using
a "state of the art"
music system,
you haven't seen the best
until you've seen
MUSICSCAN...
Ahead-of-the-art
music scheduling software.

(205) 987-7456

Music **SCAN** plus

See it at the NAB, booth 2821

CHR NEW & ACTIVE

104/40
One Of The "Most Added"

If She Would Have Been Faithful...

CHICAGO

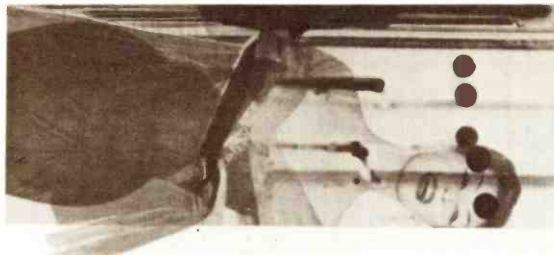
The New Single

Produced By David Foster

From The Hit Album Chicago 18

Direction: Howard Kaulman, Front Line Management

© 1987 Warner Bros. Records Inc.



ATLANTIC STARR

Always

▷ THE NEW SINGLE ◁

PRODUCED BY

DAVID LEWIS & WAYNE LEWIS

FROM THE FORTHCOMING ALBUM

ALL IN THE NAME OF LOVE

B106 add
WCZY add
KBEQ add
KCPW add
KZZP 18-12
FM102 add-34
KROY 24-17
KWOD add
WKEE on
KXX 106 29-23
WKQB deb-34
WNOK add
KAMZ 25-23
WKSI 33-24
WCKN 31-23
WAPE add
KZOU add
KWES add
BJ105 on
KITY add
WDLX 31-26
I94 deb-26
KLUC deb-37
KYRK 33-22
KFIV deb-26
KFMW deb-38
KHTZ on
KZOZ add
SLY96 add

BLACK/URBAN CHART 24-18

ON WARNER BROS. RECORDS
MANAGEMENT: EARL S. COLE, JR.



© 1987 WARNER BROS. RECORDS, INC.



BRAD MESSER

CALENDAR

ADDING ENTERTAINMENT TO NEWSCASTS

Tabloid Kickers Get Reaction

Did you hear the story of the 400-pound lady who spent two days in a bathtub? After her truck-driver husband left on a road trip, she decided to relax by taking a leisurely, hot bath . . . then discovered she was wedged into the tub and could not get out. She was trapped there (thinking about food, she said) until her hubby returned and rescued her. "She is a big woman," he commented, "but not too much woman for me!"

That's a kicker story from a supermarket tabloid. After I tagged it onto the end of a regular newscast just for the heck of it, our station got calls from amused listeners who said they wanted more such stories.

Listeners never call about leading economic indicators, tax debates in the legislature, or even the disarmament talks, but they respond to stories from the tab-

loids, saying they are delightful entertainment. Our "sleazy tabloid story" feature, appended to regular newscasts, has generated infinitely more comment than, say, the Iran/Contra-versy.

Newspeople labor over shades of meaning, timeliness, accuracy, and other aspects of responsible journalism when they compile legitimate newscasts, and that's as it should be. But my listeners say

they want entertainment for dessert, either in the form of real-life kickers or wild, unbelievable stories such as the man who was cured of AIDS by a UFO alien, or the fisherman whose four-year-old son was carried away ("his little arms and legs waving frantically") by the Loch Ness monster.

I do not present sleazy tabloid stories as things to be believed, but as entertaining fiction. Since their addition, two major clients have signed up to sponsor morning drive newscasts.

My audience still gets accurate news, which generates virtually no talk. However, just mention two 400-pound women beating up a preacher during his sermon on the evils of obesity, and those phones light up like the landing lights on a UFO.

Land Two Cents Per Acre

MONDAY, MARCH 30 — Seward Day in Alaska honors Secretary of State **William Seward**, who signed a treaty with Russia 120 years ago today for the purchase of Alaska (1867). He was ridiculed by Americans who said we didn't need the land, but Seward pushed ahead with the deal and got the entire territory for less than two cents an acre.

John Hinckley Jr. shot President **Reagan** in 1981. The Supreme Court upheld a Virginia law prohibiting homosexual acts between consenting adults (even in private) in 1976.

Birthdays: Eric Clapton (real name Eric Patrick Clapp) is 42. Actor **Warren Beatty** 50.

Mount Rushmore Memorial Funded

TUESDAY, MARCH 31 — Congress approved funding for the Mount Rushmore monument in 1925. The giant sculpture on a South Dakota mountainside features 60-foot-tall heads of Presidents **Washington**, **Lincoln**, **Jefferson**, and **Roosevelt**.

In 1986 a Mexicana airliner crashed into a remote jungle with 166 fatalities. The play "Oklahoma!" opened on Broadway in 1943. The US first went on Daylight Savings Time in 1918. The Eiffel Tower in Paris was dedicated 98 years ago in 1889.

Birthdays: Actor **Gabe Kaplan** 42. Actor **Christopher Walken** 44. Actor **Richard Chamberlain** 52. Musician **Herb Alpert** 52.

America's Deadliest Epidemic

WEDNESDAY, APRIL 1 — The worst epidemic (technically a pandemic) in the history of America — and the second-worst in the world — developed in 1918 as deaths from influenza occurred in almost every major city. We now know it was swine flu that killed 1.5 million people in America and an estimated 21 million worldwide.

Singer **Marvin Gaye** was shot to death in 1984, on the eve of his 45th birthday, by his 79-year-old father. The first weather satellite, **Tiros-1**, went into orbit in 1960. **Louis Marx** introduced the yo-yo in 1929. April Fools' Day. **Birthdays:** Actress **Alli McGraw** 48. Actress **Debbie Reynolds** 55. Actress **Jane Powell** 58. Composer **Henry Mancini** 65. **Frederick de High**, the inventor of dehydrated water, was born on April Fools' Day.

The Littlest War

THURSDAY, APRIL 2 — Hostilities between Argentina and Britain over ownership of the tiny Falkland Islands turned into war in 1982. A 40-ship task force sailed 8000 miles from Britain and fought until June 14, when 11,000 Argentine troops surrendered.

The first commercial movie theater, **Thomas Talley's "Electric Theater,"** opened in Los Angeles in 1902. The first human was shot from a circus cannon in 1877.

Birthdays: Musician **Emmylou Harris** 40. Musician **Leon Russell** 46. **Marvin Gaye** would have been 48. Actor **Sir Alec Guinness** 73.

Richmond Burned By Accident

FRIDAY, APRIL 3 — During the Civil War on this date in 1865, Union troops marched on Richmond, Virginia. Confederate defenders decided to retreat, but first wanted to burn military supplies to keep them from falling into enemy hands. The fire got out of control and the Confederates accidentally burned most of downtown Richmond.

The prime interest rate soared to 20% in 1980. **TV Guide** was founded in 1953. Outlaw **Jesse James** was shot to death in 1882 by **Robert Ford** for a \$10,000 reward. The Pony Express began in 1860.

Birthdays: Comedic actor **Eddie Murphy** 26. Singer **Tony Orlando** 43. Singer **Wayne Newton** and actress **Marsha Mason** are 45. Singer/actress **Doris Day** and actor **Marlon Brando** are 63.



SEAN ROSS

GOLD

A LOOK AT TWO SMALL MARKETS

Outside The Majors

Before the rise of satellite networks and signal proliferation, Gold stations were rarely found in small markets. There simply weren't enough stations in most cities to cover even the traditional formats. In the last year, however, the number of small-town Gold stations has increased. There are even Gold battles in markets as small as Cocoa Beach, FL (rank: 112; 12+ population: 307,300).

WJJB (98 Fame)/Poughkeepsie adopted the format in the early '80s under then-owner Bruce Morrow's Sillerman-Morrow Broadcasting. It's been through various permutations of Gold since then. Recently, GM Harry Gregor Jr. and PD Ron Lyon evolved the FM to Classic Hits and switched its calls to WCZX. After 2½ years, the station did well enough for Gregor to purchase '98 Fame' from Bell Broadcasting.

A typical WCZX segue joins "The Finer Things" by Steve Winwood with Roy Orbison's "Candy Man"; variety is one of the station's functions as the area's only Gold outlet. "We play two currents an hour plus recurrences," says Lyon. "The other records will be an even '50s/'60s/'70s mix, lighter on the '50s side during the week. We have to be ready to adjust, and that's why we're a little broader than we'd be in the major markets."

"My fascination with Classic Hits is due to the diversity available," adds Gregor. "A lot of programmers make a big mistake by narrowcasting. They need a major format overhaul to accommodate whatever's crossing over at the time. That's not necessary here."

"We've been extremely successful with wrestling, which is out of character for an adult station."

— Harry Gregor

Wrestling With Promotions

"Serving the Hudson Valley is a very interesting challenge for a radio station," Gregor continues. "Kingston and Poughkeepsie are two different towns on two different sides of the river; they're virtually in different time zones. You have to sit down with each promotional item that comes your way and ask if it has mass appeal for the entire valley."

"We're the official sponsor of the World Wrestling Foundation here," says Gregor. "We've been

extremely successful with wrestling, which is out of character for an adult station." WCZX also carries Marist College basketball. Lyon, who calls Marist's P-B-P, says basketball attracted more listeners because the team became a national contender last year and draws 3000 people to its games.

WCZX has also sponsored Vintage Rock concerts by acts ranging from the Regents to Vanilla Fudge. It's also in the process of repainting a '57 Chevrolet for parades and remotes.

Localized Vs. Satellite

Asked if WCZX has a hard time finding staffers who know its music, Lyon replies, "We've been lucky that we've been able to keep a fairly stable staff. We've also



picked up some very bright people who like to do homework. Our midday and nighttime personalities love trivia and bury their noses in books on the subject all the time. We also have some weekenders who are in our target demo."

Aside from "Cruisin' America" on the weekends, all of 98 Fame's programming originates locally. "I'm a devotee of live radio," says Gregor. "No one will ever convince me about the viability of tapes or satellite. Will a Los Angeles format play in Peoria? I don't think so. It won't do as well as if you're doing the right thing in your own market."

WQWM's Satellite Success Story

A Los Angeles format,



WCZX PD Ron Lyon and Owner/GM Harry Gregor



WCZX Morning Team Bob Miller & Hanna Hawkins

Transtar's "Oldies Channel," is doing just fine for WQWM/Appleton-Oshkosh, a stand-alone 1000-watt AM which recently went fulltime. The station's 1.4-7.5 rise last fall seemed too good to be true, and was — but its subsequent 5.6 in the reissued book was still good enough to tie for fifth place, more than two shares ahead of the FM CHR from which it was spun off.

WQWM PD Laura Morgan came from a crosstown AOR to turn the station on last June. She works mornings and says the station hasn't even considered using its new prosperity to localize fulltime. "Transtar has an excellent staff, especially 'World Famous' Tom Murphy at night," she says, adding that most locals can't recognize the network programming as such.

Being at a satellite affiliate has another unusual advantage for Morgan. "We have a ten-person staff, and are all working very hard and very happily. This is probably the nicest radio environment I've ever been in for coexisting. There are no personality clashes, power struggles, or paternalistic speeches about team effort, buying into the system, or company loyalty."

Many of WQWM's devotees are third-shift workers whose loyalty to WHAS/Louisville's overnight oldies show helped convince Morgan of the need for a fulltime Gold station. WQWM's promotions are slightly more traditional than wrestling. Recent ones include a

"This is probably the nicest radio environment I've ever been in. There are no personality clashes, no power struggles, or paternalistic speeches about team effort, buying into the system, or company loyalty."

— Laura Morgan

'50s-'70s sock hop in Green Bay and a "Back to the Prom" night for Valentine's Day that drew 800 people and will become an annual event.

Where's The Money?

WCZX's most recent 12+ share, a 3.7 in spring 1986, is typical for many Gold stations. Unlike other outlets that survive on demo breakouts, WCZX is sold by salespeople who are told to ignore ratings altogether.

"This format almost sells itself; it's ours alone in the market," Gregor says. "I have zip code breakouts. I have the other Arbitron thingamajigs too. But there are 16 stations in the Hudson Valley that can do that. We sell results, and it's become easier as the

months have gone on because of the format.

"The only place where I have a tough time now is the major national agencies. They go primarily by the numbers, and they don't have the time or desire to sit down and understand concept. But that's not as much of a factor these days because of the tremendous drop-off in national advertising."

Morgan adds, "We've had a full log, even in January and February when other people expect to drop off. Right now, I couldn't fit another commercial into mornings with three pounds of butter-flavored Crisco and a shoehorn."

GOLD EXCHANGE

WJDM/Elizabeth NJ has switched from AC to Gold as "1530 Gold Rush" under new VP/GM Phil Stumbo, who joins the station from WHLI & WKJY/Hempstead NY. Stumbo's experience also includes several feature films, among them both "Godfather" films, "Kramer Vs. Kramer," and "Death Wish." Other stations adopting a Gold format this month include Heart & Soul KCHL/San Antonio (formerly KAPE) and Classic Rock outlets WCDX/Richmond and KZTR (Z96)/Oxnard.

At KSLM/Salem, Bob "Stevens" Blackney is promoted from OM to GM. Dave Scott moves from middays at AC KLSY/Seattle to mornings at KQSP/Seattle. He replaces Sky Walker, who will concentrate on his PD duties.

KOOL/Phoenix was the local sponsor of the "Stand By Me" tour featuring Mary Wells, Thurston Harris, the Drifters, and the Coasters. WJMK/Chicago will sponsor a show featuring the 25th anniversary of the Righteous Brothers along with Mitch Ryder and Blood Sweat & Tears. XTRA/San Diego is naming a listener "Big Cheese of the Day" every Friday. Winners, nominated by employees, friends, or co-workers, win \$10 gift certificates to the Cheese Factory.



KWFN IN DISGUISE —KWFN/Santa Rosa morning man Bob "Bobalou" Sala has been awarding "spy kits," consisting of dark glasses and a fake moustache, to listeners who help keep him informed on community events. Seen here (l-r): KWFN's GM Bob Woelzel, PD Bill Bowker, Karen Lynn & Cazz Coast (incognito), and Sala.



STEVE FEINSTEIN

AOR

NEW PDs, NEW OUTLETS

Changes Recast Major Market Battles

A flurry of changes since the fall have affected some major market AOR races. Here's a review of how new programmers and entrants into the format have influenced the battles from the standpoint of musical positioning.

New York

New WNEW-FM PD Marc Chernoff declines to articulate his station's musical position out of concern for tipping his hat to the competition. However, WXRK's Pat Evans feels 'NEW-FM is softening up during the day. She notes an absence of harder-edged rock and inclusion of softer, AC crossover ballads such as Cat Stevens' "Wild World" and Elton John's "Rocket Man." While her station isn't "crunchy," she says it's more likely to jump on an act like the Beastie Boys early and play it all day while 'NEW-FM will daypart it after 7pm.

Chicago

Some might have expected new PD Tim Kelly to rock WCKG and become the only AOR in town to play acts like Bon Jovi and Cinderella, currently heard in Chicago only on CHR and Z-Rock's WZRC. But 'CKG has reaffirmed its Classic Rock stance by hiring consultant Fred Jacobs. The currents it plays are generally Mt. Rushmore acts like Alan Parsons rather than the new acts that WLUP and WXRT favor, such as Crowded House, Iggy Pop, Concrete Blonde, and Julian Cope.

San Francisco

Dave Logan has returned to the KFOG helm at a time when he says there's a swing to new music and

"KSLX is the first station that I have to dismantle. They cut into our base much more than KUPD."

—John Sebastian

new artists. "The audience's senses have been dulled by all the Classic Rock artists," he explains. "We're less limited in our scope with currents." He feels artist identity and image are no longer as critical; accordingly, KFOG's playlists contain more new artists than before. One recent week found Chris Isaak, Del Fuegos, and Don Dixon in power, for example. The station is up to 50% current at cer-

tain times and is taking a middle ground between KRQR's Classic Rock sloganing and KKCX's eclecticism.

Dallas

KZEW switched from its adventurous musical policy under ex-PD Rob Barnett to a more mainstream stance with Dennis Anderson. Where rival KTXQ was to the right of the 'ZEW, now you're more likely to find Q102 stepping out early on

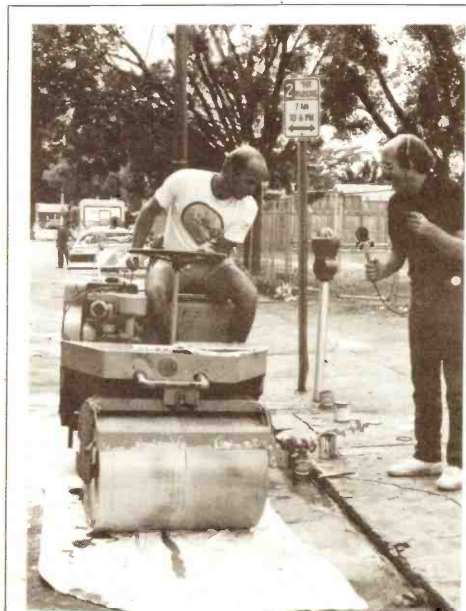
Seattle

PD Paul Sullivan calls newcomer KXRX ("The X" . . . "96 dot five") rather than "96 point five") "more pop" than dominant KISW. "We've lopped off the bottom end," he says, proposing that KISW's strength lies 12-24, "while our market starts at 25." Though KISW was #1 25-49 in the fall, Sullivan feels it "tops off at 27, 28."

KXRX, he says, plays no hard rock or metal. "We have no lack of energy, but we're fast-paced while KISW is high-intensity. We'll play ZZ Top, but not Van Halen, and we daypart harder Zeppelin." KXRX plays what KISW steers clear of — Eurythmics, World Party, and Chris Isaak — while avoiding KISW stalwarts such as Sammy Hagar, REO, and Bon Jovi.

Phoenix

VP/Programming Ern Gladden calls KUPD "a full-service 18-34 station" that's "more supportive of the 18-24 core" than rival KDKB,



STEAMROLLER BLUES, REDS, & GREENS — Don't look for a feature story in Art In America, but "steamroller art" has apparently taken Miami by storm. Created by WGTR for the Coconut Grove Art Festival, this new form of self-expression involves pouring paint and other media — record albums, ice cream, beer cans — on white sheets and then driving over them with a one-ton steamroller. Morning star Skip Herman (right) supervises the eventual winner of a steamroller art contest which, along with a free Bachman-Turner Overdrive concert, drew a reported 15,000 patrons of the arts.

which he sees as skewed more 25+.

"We're after the rockers in Phoenix; that's what we're known for. If I program only to 25-34 year-old men, that's my Waterloo. I'm not

going to piss off three shares of 12+." For example, while KDKB might play "American Pie" and Three Dog Night, KUPD still plays Ozzy Osbourne's "Crazy Train" along with more textured material such as Don Henley's "Boys Of Summer."

Gladden sees aggressive CHR KZZP, rather than KDKB, as his primary competition. "They have

COMMENTARY

The Need For A Niche

Prediction: the current AOR boom will lead to another bust. In markets overserved by AOR, we'll see shares fragment. And once again the prophets of doom will declare rock radio in trouble.

Ultimately, though, the worst that'll happen is a process of natural selection. Also-ran AORs will drop out and adopt whatever the latest fad format is. Meanwhile, healthy rockers will carry on.

Net result — markets will have only as many AORs as they really need. For instance, most of the participants in the three-way AOR races in Miami and Orlando agree those markets can support only two rockers in the long run. (Ironically, this inevitable cycle may be expedited by one of the developments that has helped revive AOR — an increased reliance on oldies. In so many AORs and Classic Rock/Hits stations in the

same market playing the same titles, library burnout will surely claim victims.)

Unique Niche A Competitive Edge

The only way most markets can support more than two AORs is if each station has a clearly defined position. That's the case in Los Angeles, where five AORs cover a remarkably diverse range of music, with relatively little overlap. Each station has a unique niche: cutting edge KROQ, Classic Rock KLSX, mainstream KLOS, hard rock KNAC, and soft rock KNX-FM. (All that's missing is an AOR with a high profile, talk-of-the-town morning personality.) Contrast this with markets in which the product differentiation is much more subtle and the battle is fought largely on a marketing front of who can spend the most dollars.

Unfortunately, there's a force working against the kind of innovative offshoots that are found in L.A. — the heavy debt that new

owners are incurring in this era of wheeling and dealing increasingly expensive properties. Many operators are looking for low-risk, tried-and-true formats that will garner an audience quickly so revenue can be generated quickly. When there's a banker breathing down your neck, you simply don't have the luxury of time to experiment with new formats that may take awhile to find their audience.

That's why it's all the more admirable when somebody does try something genuinely new, such as KTWW's soft pop/light Jazz/New Age mix. The format has met with skepticism — to put it mildly — in many quarters, and only Arbltron will decide whether it's the "Wave" of the future or a blunder. But there's no denying that parent Metropolis, facing a reported \$285 million debt after a leveraged buyout, has taken an exceptionally bold, courageous step by trying the format on its property in the nation's biggest dollar market for radio.

"We won't touch hard rock like Bon Jovi and Rush."

—David Gariano

a ten share, and our demo structure is more along the lines of a Top 40. That's how we're programmed and targeted."

After unrewarding spells as an AOR/CHR hybrid and then a Classic Rocker over the last three years, KDKB has returned to a mainstream AOR stance under new PD John Sebastian. A heavy billboard campaign proclaims "KDKB Is Back," and the station now plays five currents an hour with early play on acts such as Little America, Hank Williams Jr., World Party, Cutting Crew, and Crowded House.

Sebastian says KUPD is only "slightly harder" than KDKB during the day, but "much harder" at

AOR

night. KDKB plays Tesla, Dokken, Bon Jovi, et al but only at night, while KUPD spins them during the day. He adds that the stations differ as much in presentation as in music. KUPD's "more youth-oriented" approach is in line with its image as "the heavy metal, kick-ass station."

"Accentuated by (morning star) Dave Pratt, its image is both KUPD's strength and Achilles heel," Sebastian adds. "They're extremely strong 15-24. My thrust is more 25-40. (Classic Hits) KSLX is the first station I have to dismantle. They cut into our base much more than KUPD."

In the latest Arbitrend, KDKB was up 3.2-4.0 and KUPD moved 7.2-7.3.

Orlando

PD David Gariano sees new entrant WHTQ as less heavy than dominant WDIZ — "they embrace hard rock and metal that we would never touch, like Bon Jovi and Rush. We'll play Zeppelin's 'The Rain Song,' but not 'Heartbreaker/Livin' Lovin' Maid.'" He adds that WHTQ is more consistent than WORZ, which he calls a "musical potpourri that'll play Sweet, Wet Willie, and Harry Chapin."

Instead, Q96 focuses on acts such as Paul Simon and Billy Joel who, feels Gariano, have a 25+ texture. Of the top ten albums the week of 3/6, he was playing only Lou Gramm, Gregg Allman, Eric Clapton, and Steve Winwood, while he wasn't on Hagar, REO, Los Lobos, Bon Jovi, Georgia Satellites, or Patty Smyth. "We're looking for durable artists the caliber of Robert Cray, Bruce Hornsby, and Jon Butcher," Gariano says. Consulted by George Harris, Q96 mixes in library spice from bands such as Little Feat and Traffic.



KDJQ ACCEPTS NO SUBSTITUTE FOR VINCENT — It's V for victory all around as KDJQ/Sacramento MD Ron Garrett (left) trades riffs with Vinnie Vincent after an area show.

SEGUES

KZTR/Ventura switches to "Rock Classics," consulted by Alex DeMers... KDJQ/Sacramento PD Carmy Ferreri exits... WWCT/Peoria MD Phil Manicki upgrades to Assistant PD... WHTF/York, whose pact with Burkhardt/Abrams has lapsed, inks consultant George Harris.

Changes at KROQ/Los Angeles: April Whitney goes from 6-9pm to weekends, switching with Dusty Street. J.J. Jackson (ex-MTV) joins for a Sunday shift, John Frost from KWHL/Anchorage is named Production Director, and Diane Morales (ex-crosstown KNX-FM, KLOS) is appointed Promotions Director... Ex-KYYS/Kansas City PD Joe McCabe is on rival KCFX afternoons.

Dan Ballard, ex-WLAV-FM/Grand Rapids, to WKLT/Kalkaska mornings... At KMBY/Monterey, Jay Mazarro from KZFM/Corpus Christi replaces Scott McConnell on mornings, GM/co-owner Chet Tart handles afternoons, weekend Trish Bell advances to overnights, and APD Steve Hoover adds MD chores... KRQU/Laramie's new PM driver is Mark Malack from KMOR/Scottsbluff, NE, while Don Paul is named GSM.

KLLOL/Houston's David Sadof, who produces KLLOL/Houston's new music show, named Assistant MD... Max Hancock joins KEZE/Spokane weekends from crosstown KJRB... KISS mainstay Joe "Godfather" Anthony in hospital for gall bladder operation. Cards to 1100 N. Main, San Antonio, TX 78212.

WHITESNAKE

"STILL OF THE NIGHT"



AOR TRACKS BREAKERS

TRACKS 30

ON 100 AORS!



"HIP CLIP OF THE WEEK" Maximum Rotation!

The Long-Awaited "WHITESNAKE" Album ON YOUR DESK NOW!

Including:

"Give Me All Your Love"
"Here I Go Again"
"Crying In The Rain"

Produced by Mike Stone & Keith Olsen

Management: Frontline Management



GEFFEN RECORDS



91X'S STAR TOUR DE FORCE — 91X/San Diego broadcast live from Disneyland during most of the 60-hour opening party for the park's "Star Tours" attraction. Part of the fun included miking jocks as they rode the rides. Pictured flying on the ground are (l-r) Promotions Director Rob Tonkin, morning hostess with the mostest Katie Manor, and actor Anthony Daniels, the voice of C-3PO.

BEASTIE BOYS



BRASS MONKEY

The Beastie Boys are already ruling the top of the charts with a sizzling single and Columbia's fastest-selling album of all time! This latest by the bad, bad Beasties is the cut requested by black urban radio.

"Licensed To Ill," the monster debut album, continues on its platinum-plus trek!

**Columbia
Records--
Radio's
Best Friend**





WALT LOVE

BLACK/URBAN

RECORD SERVICE POLITICS, TRADE REPORTING EFFECTS

How Much Promotional Attention Is Too Much?

By Sean Ross

"Suddenly, a lot of people I'd never heard from, or who wouldn't return my calls, became my long-lost buddies." That's how WKGN/Knoxville PD Bill Clary recalls the week his station became an R&R B/U reporter after months of obscurity in the record community.

Clary's story should be familiar to stations awaiting their first ratings or in smaller markets. Without reporting status in a major trade, even stations with demonstrable impact on their markets say they're often forced to buy their own records.

Once a station is reporting, however, the problem often becomes too much attention. Some PDs say they're not only pressured to add records, they're also asked not to report songs that don't jibe with a label's priorities. There have been cases of new reporters either driving their playlist size way up — sometimes by 20-25 songs — or at



Bill Clary

"For a while, I started thinking maybe record reps know more than I do."

—Bill Clary

least losing the uniqueness in their music policy.

In New York, those problems led WBLS to stop publishing its list in 1983, with WRKS following in recent weeks. Kiss's conservatism was constantly assailed by record people on the basis of such things as the station adding Billy Ocean's "Love Is Forever" several weeks after it dropped off national charts.



Ernie Singleton

When The Phone Starts Ringing

Because of New York's importance to the record community, WRKS will probably still be serviced, even though a few irate reps have threatened otherwise. In Knoxville, things are different.

"The first thing I did when WKGN switched format was go to the record store," says Clary. "Then I wrote letters to people I knew in the record industry. It was not a very gratifying experience. For 70% of my records I had to keep going to the record store."

When WKGN became a reporter, Clary asked a lot of his new friends where they'd been two weeks ago.

"When you find insensitive, irate, or ridiculous requests from radio, it's usually because they're dealing with unsupportive promotion people."

—Ernie Singleton

"I was told 'Well, I kept meaning to put you on a mailing list, but other things got in the way.'" The time Clary needs to do his music each week didn't change, but the amount of time he spent on the phone increased drastically.

Initially WKGN's list was short, with more disco than is usually heard in the Deep South. Even after the station began reporting, Clary

says he had a problem getting a lot of records he thought he could do well with. "You have to fall on your knees and plead for a lot of the dance-oriented material because it's not one of their priorities. I don't even ask for the few CHR crossovers I play; I just buy them.

"The record companies operate with so many different stations they think we're all cut out of the same cloth, and that we should all play the same records at the same time. I don't think they understand that each station is trying to do different things at different times.

"I've seen people be more professional once they become a reporter."

—Tony Anderson

"For a while, I started thinking maybe record reps know more than I do. If you believe that, you end up playing every record that comes in and your ratings go down. In the early fall, we got a little out of control. I don't remember why, but the list grew by accretion. Suddenly, I was one of the PDs that I always vowed not to be: no playlist control or clear focus as to where we were going. I've been paring it back gradually. We're playing 42 songs now; for a while, we were running close to 70. To me, that's a lot of records."

Want Some Records?

If you're not receiving Arista service, VP/Black Music Tony Anderson suggests sending a playlist to your local rep. For MCA, VP/Promotion-Black Music Ernie Singleton says a request on station letterhead should do it. Write National Promotion Director A.D. Washington, 6311 N. O'Connor #201, Irving, TX 75039. One problem, Ernie says, is that many new stations won't reach out. "Don't think because you announce your station in the tip-sheets that you'll be covered," he warns.



TOP GUNS — Why are these three gentlemen smiling? Well, they're all successful PDs in their respective markets: (l-r) WANN/Tallahassee's Joe Bullard, WVEE/Atlanta's Ray Boyd, and WJIZ/Albany, GA's Tony Wright.

The Record Perspective On New Reporters

MCA VP/Promotion-Black Music Ernie Singleton acknowledges that a natural change has to happen if a PD or MD suddenly gets 15 more calls a week than he was previously getting. He says, "Stations aren't always equipped to deal with it. A lot of people think these PDs can call them back; 95% of these small market stations don't even have the freedom to make long-distance calls."

The other side of the "too much attention" stories are those about new reporters abusing their power. Singleton says, "I've never had



Tony Anderson

that problem because you never have to be the top station for me to be interested. When you find insensitive, irate, or ridiculous requests from radio, it's usually because they're dealing with unsupportive promotion people."

Arista VP/Black Music Tony Anderson says, "I've seen people be more professional once they become a reporter. They feel they should be more effective and professional: get their reports in on time, be accurate, and have direct and timely communication with their local reps. The people who have gone crazy are those who

were crazy anyway; our problem people are usually ones who have been reporters forever."

Fight For Your Right (To Service)

"My philosophy has always been that all radio stations have the right to service from record companies," asserts Singleton. "Stations in secondary and tertiary

"My philosophy has always been that all radio stations have the right to service from record companies."

—Ernie Singleton

markets should be serviced, not only by mail, but in person. I'm a little upset if I find out my staff isn't covering a station because it's small."

This dictum even extends to cable stations when they play the only B/U music in a market; the only exception is block-programmed stations. Both Singleton and Anderson espouse liberal service policies. Stations tell of other labels refusing to service them outright or asking them to buy their record service.

Some reps service small stations on the prospect of their PDs moving to larger markets. Not even that concerns Singleton. "There's KADO/Texasarkana, where Dorian Cox has been for more than eight years, or KZEY/Tyler, or KYEA/Monroe. These stations don't have a lot of turnover. It doesn't matter where their people go next; they're servicing their communities, and I have to service them because we want to be exposed in every city in America. I'm not hung up that Tony Gray was at WTAM/Gulfport and now he's PD of WRKS. That's not why we were always good friends."

On Your Desk This Week.
The Long-Awaited New Single
By:

WILLIAMS

**"NEVER
SAY
NEVER"**



DENIECE

From The
Forthcoming
Album
**"Water
Under The
Bridge"**

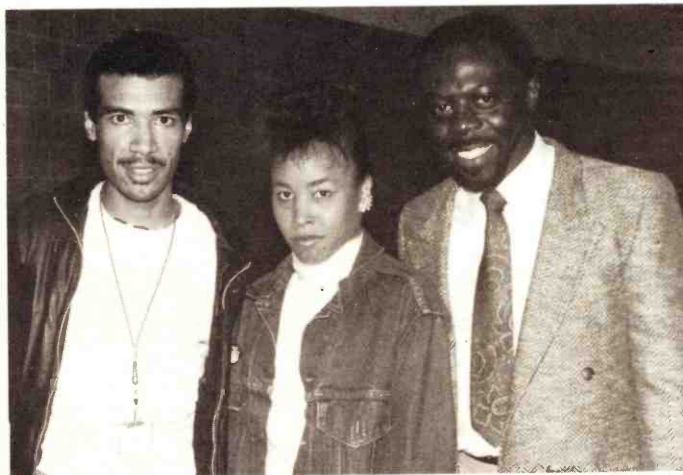
Columbia Records —
Radio's Best Friend



BLACK/URBAN PICTURE PAGE



AS WE WEAL INTO TOWN — While in Greensboro for a concert, Shirley Murdock met with the WEAL staff. Pictured (l-r) are WEAL's Jo E. Marino, Murdock, and WEAL MD Jay Holiday.



LEAN ON MR.C — Club Nouveau visited KDKS/Shreveport PD Mr.C (C. Erwin Daniels). Shown (l-r) are the Club's Jay King, Valerie Watson, and Mr. C.



MOONLIGHTING — While in Los Angeles marketing their syndicated video show "The Beam," K104's Chris Arnold, PD Michael Spears (first and second from left), and PM drive jock Scott West (right) were joined by Bobby Womack.

MOTOWN DOUBLE BREAKER

CHICO DeBARGE

"The Girl Next Door" ^{1875MF}

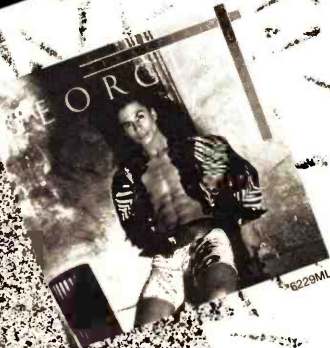
from his album, Chico DeBarge



GEORGIO

"Sexappeal" ^{1882MF}

from his just-shipped album, Sexappeal



... AND BREAKER BOUND!

BLAKE & HINES

"Sherry" ^{1879MF}

from their album, Blake & Hines



© 1987 Motown Record Corporation



AS THE HOUR GROWS LATER
THEIR MUSIC FEELS BETTER
RAY, GOODMAN & BROWN

CELEBRATE
OUR

Love

PRODUCED BY RHANI SONG

THE SECOND SINGLE
FROM THE ALBUM
TAKE IT TO THE LIMIT

najee

“Feel So Good To Me”

the second single from the album

najee's theme

produced by Rhani Song for Orpheus Productions

celebrate their new hits with us



©1987 EMI America Records, a division of Capitol Records, Inc.

BLACK/URBAN PICTURE PAGE



POWER CLEANS UP AGAIN — WUSL/Philadelphia received yet another award from the city for its role in the local cleanup project. On hand for the award ceremony were (l-r) WUSL's Clint Frye, Mayor Wilson Goode, WUSL GM Bruce Holberg, and Loraine Ballard Morrill.



CLEAN DREAMS — The L.A. Dream Team was featured at K104/Dallas's first antidrug assembly at a local high school. Seen (l-r) are K104's Chris Arnold with the team's Rudy Pardee and Chris "Snake Puppy" Wilson.



GOODE THING — WDAS (AM)/Philadelphia broadcast on Thanksgiving Day from Concerned Parents, Inc.'s 18th annual dinner. Mayor Wilson Goode visits with some elderly listeners; WDAS's Carl Helm and E. Steven Collins are standing in the background behind the podium.



STAY WITH Q — Howard Hewett recently dropped by KUKQ/Phoenix. He's flanked by MD Rick Thomas and PD Robert Wideman.



FINAL FOUR — WHRK/Memphis was this year's host station for the annual Bluff City Classic; its jocks did the play-by-play. After the finals, Memphis State's Vincent As-kew (l) congratulates University of Alabama Birmingham player McKinley Singleton.



CRACK NOT KOOL — Among those at the recent anti-crack concert/dinner party in New York were (l-r) the New Edition's Michael Bivins, WRKS/New York PD Tony Gray, and Robert "Kool" Bell.



KLYMAXX HONORED — MCA held a listening party in Los Angeles for Klymaxx. Many radio and press people were in attendance. Pictured (l-r) are XHRM/San Diego's Gene Harris, William Shelby and wife Lorena of Klymaxx, XHRM's Lee McCollum, Klymaxx's Cheryl Cooley, XHRM's Darryl Cox, and the group's Robbin Grinder.



NEW YORK DEBUT — MCA hosted a luncheon to introduce Janice McClain to New York area radio. Pictured (l-r) are MCA's Michael Halley, WRKS/New York MD Robin Washington, MCA's Angela Thomas, McClain, and her manager Tom Page.

FUSION DEFINED.

Each week, KUTE's China Smith hosts **Fusion 40**, the first fusion music magazine jammed with the biggest names in contemporary jazz.

Andreas Vollenweider, George Howard, Spyro Gyra, Anita Baker, David Sanborn, Sade, and Shadowfax are just a few of the brightest stars on **FUSION 40** every week.

Special features like "Tech Talk", "FusionFile", "Jazz Roots", and "Fusion Front-Row"; plus up-close & personal interviews with the music makers complete the weekly 3 hour fusion package.

Join the network of stations defining "Fusion" coast-to-coast. Talk to our Directors of Affiliate Relations, **Linda Moshontz** or **Robert Nieto** at **213/854-4475**.

FUSION 40...another Jim Hampton Idea from

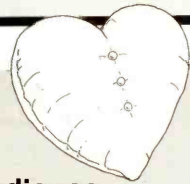
~~tele~~ **PROGRAMS**

**FUSION
DEFINED
40**



MIKE KINOSHIAN

ADULT CONTEMPORARY



ROMANCE, RATINGS, AND RADIO

Can We (Pillow) Talk?

Imagine the scenario: soft seductive lighting, a warm fireplace or candlelight, roses in a slender vase, and the radio tuned to an AC station. At one time the radio station in this scenario would have been Beautiful Music — but today many ACs offer a clever programming block that sets a romantic mood without the lush strings.

While the name of the program differs from place to place, the "Pillow Talk" concept features love songs, requests, and dedications every night. Theorizing that AC's available night audience is lost to TV and outside activities, programmers feel there is little to lose with "Pillow Talk" programming. Nationwide, the results are significant. Many stations airing the shows get great response, pull good numbers, and have something to promote. Perhaps the greatest benefit derives from the programming basic that people wake up to the station they fell asleep to the night before. Accordingly, "Pillow Talk" stations recycle listeners.



Dave Ervin

enters a production studio to voice liners, drops, and intros for a similar three-hour show which airs on WCLR (CLEAR)/Chicago. CLEAR PD Dave Ervin was Williams's PD at NIC, and gave him the chance to replace Almond there. Williams regards the CLEAR voicing as a way of thanking Ervin for the break.

Ervin is watching the phones ring off the hook with "Pillow Talk" on the air in Chicago. "It's just insane," he says. "It fills an emotional need, pulls at the heart, and is a perfect way to go to bed."

Saying his audience tells him what to play, Williams claims he spends at least 50% of his time on the phones. WNIC receives 100 calls per hour during the show.

There is a serious side to the shows. Approximately three calls per week threaten to take their lives. Last June, Williams coaxed one young girl out of suicide and received a proclamation from the city of Dearborn, the Detroit suburb where WNIC is located.

Setting The Mood

The success of "Pillow Talk" type programs depends on their ability to create a proper mood. As WNIC PD Joel Lind put it, "'Pillow Talk' is not meant to be 'Format 41' music with a big voice thrown in." Williams adds, "I do the show in moods, depending on what the audience wants."

This type of feature can also break records. Lind reports that WNIC was Detroit's first station to play Billy Vera's "At This Moment" and Ronstadt & Ingram's "Somewhere Out There." Programmers of similar programs make similar claims.

Show Attracts Male And Female Demos

Contrary to popular belief, "Pillow Talk" callers are not exclusively female. The pattern is for women to call first, then men follow about four months later. Various PDs and "Pillow Talk" hosts we talked with agree that the callers are extremely important to their shows' success.

KS94/St. Louis PD Bill Garcia says his station's demos for the show he airs range from 16-50. Williams puts it at 15-60. Many stations experience healthy teen shares with the feature. Lind says the popularity of the show relies on a CHR cornerstone: "Say a lot of

"It fills an emotional need, pulls at the heart, and is a perfect way to go to bed."

—Dave Ervin

kids' names and build high school loyalties."

Station formatics are sometimes altered in the execution of "Pillow Talk." In St. Louis, Garcia says KS94 won't do call-in contests during the show. In other cities, service elements such as weather and PSAs are done over a light instrumental bed, usually with a jazz flavor. The philosophy is to continue an intimate mood.

Paul Arca has hosted the KS94 show for the past three years. St. Louis radio has offered similar late-night fare such as the recently

Pillow Talk

- Set the mood
- Listen to the audience
- Host shouldn't be obtrusive
- Air songs not on the playlist if they fit the mood
- Service elements should not distract
- Promote!



discontinued "St. Louis After Dark" at KYKY. Another AC in town, KADI, just launched "Mystic Moods."

"I give them 100% for effort," observes Arca, "but it's boring. It's a jukebox playing a bunch of sad songs." He says the demise of "St. Louis After Dark" was due, in part, to the station's attempt to mix Jazz and AC.

Pittsburgh's only version of the show is "Heartlite," which runs nightly from 7pm-12m on LITE FM WLTI. OD George Hart says "Heartlite" originally started at 9pm, but the station added two hours to it because of listener response. Most of its call-ins are

"Pillow Talk is not meant to be 'Format H' music with a big voice thrown in."

—Joel Lind

Hart says music is the top priority, "followed by execution." He flags about 150 songs for the show. Peter Morley does the program weeknights, with Pat Bridges handling weekends.

A Genuine Caring For Callers

The most successful woman hosting this kind of programming is Liz Kiley of KOST/Los Angeles. Kiley's "Love Songs On The KOST" feature propels the Cox station to the top spot in L.A. 7pm-12m. Her signature on the show is a genuine caring for callers. She comes off as a friend and a great listener.

Kansas City has two such features, on KLSI and KLTU. KLSI's "Lights Out" airs 10pm-1am Sunday-Friday. PD Tom Land says it's a straightforward presentation without poetry or other elements. He notes that he toned down the music when the personal musical tastes of the hosts began to surface. He says the show appeals to a 25-34 base.

"If there's one downfall to the show, it's that we can't handle all the requests," he says. Crosstown, KLTU runs "Love Songs" nightly from 9-11, complete with dedications, requests, anniversaries, and birthday announcements.

It Doesn't Work Everywhere

Not all the "Pillow Talk" news is rosy. W101/Tampa launched the show more than two years ago. The numbers were great... at first. This fall, the station saw its audience drop by half. Programmer Bob DeCarlo says the decline came because the station stopped promoting the show. "It's suffering from a lack of attention. 'Pillow Talk' is my pet project. We have never received one bad comment about the show. We're going to fix it."



Joel Lind

from women, but men have picked up the pace. WLTI receives a substantial number of dedications and requests by mail.

Origins Of The Concept

The consensus is that WNIC/Detroit's Alan Almond hosted the first "Pillow Talk" show. After many successful years at NIC, he was lured away to Crosstown WMJC, where the night numbers more than doubled in one year. His current venture there is "Alan Almond's Candlelight." Meanwhile, WNIC continues "Pillow Talk" with veteran Motor City personality Johnny Williams, who has led the station to its best 7pm-12m numbers in recent memory. The strongest daypart for both stations

"I do the show in moods, depending on what the audience wants."

—Johnny Williams

is 7pm-12m — when their specialized programming airs.

Detroit may be bracing for a third such show. Rumors in Motown suggest that WLTI is gearing up to enter the "Pillow Talk" arena.

Few personalities have enjoyed the kind of continuing success in the same market as Williams has in Detroit. Best remembered as a "Big Eight" jock, he is parlaying his "Pillow Talk" opportunity into a mini-syndication business. After hosting his five-hour show, he



TOAST OF NEW YORK — Melba Moore (right) joined WPIX/New York's Holly Lewis for a PIX Penthouse "After 11" interview. Moore took calls from listeners and gave away copies of her album.



LON HELTON

COUNTRY

FOCUS ON FALL ARBS

Market Sketches: Ratings & Analyses

Once again, an in-depth look at key Country battles and stations.

Austin

| | 12+ | 25-54 (Rank) | |
|------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| KASE | 13.0 | 14.6 | 2 1 |
| KVET | 3.7 | 2.7 | 8 8 |

KASE is back to number one 12+ and 25-54 after a momentary setback last summer. Not only that, but KASE set a new record for come, surpassing its previous high in the fall '84 ARB by 18%. Congrats to President/GM Ron Rogers, OM Mike Cartia, and the staff.

Baton Rouge

| | 12+ | 25-54 (Rank) | |
|---------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| WKJN | 7.4 | 6.4 | 4 3 |
| WYNK | 1.0 | 2.7 | 16 15 |
| WYNK-FM | 11.7 | 13.4 | 1 1 |
| Combo | 12.7 | 16.1 | 1 1 |

For years, WYNK-AM & FM had things pretty much its own way in Baton Rouge. The FM pounded out 13s and 14s on a regular basis; the AM contributed threes and fours. Until WKJN came to town, that is. "Cajun" debuted at 5.2 (fall '84), while WYNK-FM tumbled to a 6.6 — its lowest in years. In the next book, spring '85, WKJN soared to an 11.0 while WYNK-FM rebounded to a 9.5.

At this time WYNK was sold to Hicks Communications. McVay Media's Charlie Cook was brought in as a consultant.

WYNK embarked on one of the largest cash giveaways in Baton Rouge history, giving away \$1000 a day. During a portion of this time, the station was without either a GM or a PD. WYNK GSM John Peroyea was upped to GM, and Ray Massie joined the station last August as PD.

Since the spring '85 book, WYNK has gone 10.4-9.4-11.7-13.4. WKJN has posted 10.2-8.9-7.4-6.4.

Added to the mix is WYNK (AM), which has tossed in shares in the high ones or low twos to fortify the pair.

Despite WYNK-FM's strong showings in the past, this book was the first time it was number one 12+. The combined totals put it almost four 12+ shares ahead of its nearest competitor, and more than five shares ahead 25-54.

Chicago

| | 12+ | 25-54 (Rank) | |
|------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| WMAQ | 1.8 | 1.6 | 21 20 |
| WUSN | 2.6 | 2.9 | 14 10 |

"Not having a second come availability within the format is not necessarily a healthy situation" is how WUSN PD Lee Logan responded when asked how it felt to be the only Country station in the nation's third largest market. WUSN found itself alone when WMAQ officially became a full-time News/Talk station last fall.

How much did WUSN benefit from being alone? "We didn't see as much of that WMAQ audience come over as we would have liked. We barely got half a share. Because they took so long to fully change, and because they kept at least some music on for so long, I don't know that there was a tremendous amount of available audience for us to grab."

The fall sweep was the first for morning man Deano Day, who replaced Gary D. late last summer. Logan said, "Mornings bounced back real strong, especially in the target demos, where we were fifth. While no one is going to turn this market around in one book, we think this was the beginning of good longterm gains."

Discussing the Gary D. experiment, Logan said, "We tried to create a different atmosphere in

the morning with Gary D. figuring we'd be able to expose a new audience to the radio station. In effect, we did. What we didn't count on was some of our audience leaving. We thought the people we had would stay here and we could build on those numbers with the new listeners. Unfortunately, many of those we had left."

Logan said the task now at hand is rebuilding the base. "Our experience with Gary D. left some open wounds with our audience," he admitted. "We experimented. It didn't work as we'd hoped, and now we're rectifying the situation."

"We're also working at getting back some of the audience we lost to AC stations. We're a holistic radio station again, instead of something being done in two parts."

A new Country breeze may soon be blowing in the Windy City now that Beasley Broadcasting has purchased a west suburban station. Plans are to move the stick and upgrade the signal to cover the city. The company already operates successful Country outlets WXTU/Philadelphia and WRNS/Coastal NC, so it may not be going too far out on a limb to speculate that the station may opt for Country.

Another twist which occurred after talking with Logan for this



YOUR PLAYLIST SHRUNK TO HOW MANY? — Obviously crazed by the cold, native Southerner (and MCA promo man) David Haley attacks WDGY/Minneapolis MD Rick Stephenson as George Strait admires his promotional techniques.

piece: he is leaving Chicago to become the new KLAC/Los Angeles PD. No word on his replacement for this plum position as yet.

Cincinnati

| | 12+ | 25-54 (Rank) | |
|------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| WBVE | — | 2.6 | — 11 |
| WUBE | 6.4 | 6.1 | 4 5 |

Were you one of those who believed market speculation that the Beaver wasn't serious about staying Country? By now you know you were wrong, tree breath. Not only is the Beaver serious, but it's already gnawing at WUBE's roots.

The Beaver is currently airing TV spots with morning man and former WUBE personality Larry B. Shown with a black stripe across his face as he talks to a "psychiatrist," he takes some direct shots at his old employer, lamenting its

lack of "true Country music." But once he says he's found the Beaver, the stripe goes away and he's a happy guy, 'cause he's found real Country music on the radio at last.

That's not the only bite taken by 'BVE. It's still running liners touting, "Here's another song too country for WUBE."

Though WBVE went Country last fall, the numbers shown above were garnered under the old owner, as Reams Broadcasting didn't take over until just after the first of the year.

The WUBE folks don't think the Beaver's signal is strong enough to compete in Cincinnati. With its transmitter located between Cincinnati and Dayton, WBVE is hoping to benefit from audience captured in both those markets.

At this rate, this promises to turn into one of the premier Country battles. Don't go away; the shots you've heard are only the first.

Knoxville

| | 12+ | 25-54 (Rank) | |
|---------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| WIVK | 4.1 | 4.1 | 6 5 |
| WIVK-FM | 27.7 | 27.0 | 1 1 |
| Combo | 1 | 1 | |
| WNOX* | 1.8 | 2.6 | 8 7 |
| WSEV | .9 | 1.5 | 15 16 |

Talk about owning a market: this is about as close as you can come without having your own key. And knowing manager Bobby Denton, he probably even has a couple of those tucked away.

OM Mike Hammond and the entire WIVK crew keep rolling along while steamrolling the competition. WIVK-FM is 11 1/2 12+ shares and the combo is well over 20 25-54 shares ahead of its nearest competitor.

Meanwhile, morning fixture Claude Tomlinson racked up a 36.2 12+, good for the number one morning drive share in the nation — any format. But you should see his 25-54 numbers. Due to restrictions, I can't give you the exact number, but it's over 40 — and he's



WALL OF PEERS — New RCA artist K.T. Oslin was in high gear during her West Coast promotional tour. Shown in L.A. are (standing, l-r) RCA's Gary Greenberg, KLAC/Los Angeles morning man Gerry House, K.T., Transtar's Rick Honea and Pamela Baker, and RCA's Bonnie McCassey; (seated, l-r) are KZLA/Los Angeles MD R.J. Curtis, RCA's Carson Schreiber, and Transtar's Rolfe Taylor.

COUNTRY

nearly 30 shares ahead of number two.

In the afternoon, Ed Brantley was also tops in the US with a 29 AQH share. He leads the second-place station by nearly 20 shares 25-54.

Memphis

| | 12+ | 25-54 (Rank) | |
|------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| WGKX | 5.9 | 8.1 | 4 2 |
| WMC | 4.8 | 4.1 | 10 9 |

Following its softest book since going Country, WGKX leaped back to the eights for the first time since the fall '85 ARB.

It did so on the strength of the Filmhouse "Free Money Birthday" contest and direct TV campaign. OM Dana Harmon said 'GKX aired it over five weeks, giving away more than \$45,000 in cash and prizes. Thursday cash awards ran \$5000 for four consecutive weeks and \$10,000 the final week.

WGKX further extended listening by announcing the "X" caller would win \$106 when the next record by a certain artist was played.

Harmon also added that the station sent out a direct mail piece to every business in the city, and will do so four times a year. The mailer features a return questionnaire asking for the recipients' four favorite songs. "Each morning at 11:30," explained Harmon, "we play four songs in a row from one of the cards. If the office which submitted the request is listening and calls, it wins money. We're going after the office listening that many AC and BM stations have locked up."

Portland

| | 12+ | 25-54 (Rank) | |
|---------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| KUPL | 1.0 | .8 | 18 21 |
| KUPL-FM | 5.6 | 4.6 | 4 4 |
| KWJJ | 2.4 | 2.9 | 14 13 |
| KWJJ-FM | 3.5 | 4.7 | 12 6 |

After turning Country four years ago, KUPL-FM tied market Country leader KWJJ-FM (then KJIB) the first book, and has beaten it every survey since... until this fall, that is. KWJJ's saving grace the last few years has been the continued strength of its AM, along a fixture in the market.

Interestingly, the PD accomplishing this feat, Larry Coates (who also did simulcast mornings) has left the station over either a contract dispute or philosophical differences, depending on who's doing the talking.

KWJJ Asst. PD Mark Andrews, a Portland native who's been with the station for seven years, has recently been upped to PD. Taking over KWJJ mornings from his AM afternoon drive slot is "Laid Back" Lenny.

KUPL, meanwhile, has moved to strengthen its morning show with the addition of WIRE/Indianapolis and former Chicago personality Doug Dahlgren.

San Diego

| | 12+ | 25-54 (Rank) | |
|---------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| KCBQ | 1.0 | 1.4 | 20 19 |
| KCBQ-FM | 2.4 | 2.3 | 14 15 |
| KSON | 1.2 | 1.1 | 24 19 |
| KSON-FM | 2.9 | 4.3 | 13 6 |

It was a long, hard-fought battle which was relatively "clean" as far as radio wars go. But KSON has emerged the victor in San Diego following KCBQ's change to Gold last December 9 when the station was acquired by new owner Eric Chandler Communications.

What that means, of course, is that KSON earned its fall 4.3 in the face of full competition. KCBQ Country went full-tilt almost to the end, including numerous free concerts over the summer and fall.

Congrats to KSON VP/GM

Clarke Brown, PD Mike Sheppard, and the entire staff.

Wichita

| | 12+ | 25-54 (Rank) | |
|---------|--------|--------------|--------------|
| | Su '86 | F '86 | Su '86 F '86 |
| KFDI-AM | 6.9 | 7.5 | 9 8 |
| KFDI-FM | 10.4 | 10.6 | 1 2 |
| KFH | 6.0 | 4.0 | 10 9 |
| KZSN | 7.3 | 8.6 | 3 1 |

Here's another battle to keep an eye on. In only its second book since going Country last February, KZSN has wrested the 25-54 crown from longtime leader KFDI-FM.

Of course, the battle is fought with KFDI's combo numbers, and it remains formidable. KFDI-AM & FM have nearly a five-share lead on KZSN 25-54.

The market share for Country has remained in the low 30s. It's just being carved up differently.

CLOSE-UPS

• **KEBC/Oklahoma City** sent 150,000 homes a "Family Find Planner" and reply card. If a listener's name is called, he has nine minutes and 47 seconds to respond to win the sponsor's prize. Included are groceries, carpeting, tires, lawn and car care services. The booty totals \$50,000 in sweepstakes merchandise.

• It's "Instant Sweeps" time for **WOKQ/Dover**. Listeners can win cash by counting the songs the station plays back-to-back in its "All Music Hour" at 9am. The Spot Cash Instant Sweeps tickets are worth up to \$1000 from the WOKQ Telephone Ticket Window.

• **WXYQ/Stevens Point, WI** generated over 6000 entries for its "Cruisin' With The Q" contest. The grand prize was a cruise aboard Norwegian Caribbean Lines to Cancun, Cozumel, and the Cayman Islands. PD Dan Olsen accompanied the winners as the station broadcast live via satellite from the ship back to Stevens Point. Plans are already underway for another trip.

• **WCUZ/Grand Rapids** recently celebrated "Spouse's Day," an event invented by WCUZ three years ago and one which appears on Chase's annual events calendar. The day is meant as an opportunity for husbands and wives, who share job roles and responsibilities, to better appreciate one another. As such, the regular morning show featuring Andy Rent, Dennis Sutton, John Bry, and George Lessons was turned over to Kathy Rent, Carla Sutton, Debbie Bry, and Sherry Lessons.



FOUR BRIGHT EYES — WYAY/Atlanta's Rhubarb Jones (r) enticed Alabama's Randy Owen to do an early on-air guest spot on Y-106's Morning Zoo show.

HAVE YOU HEARD

David Liston has been elevated from WTHI-AM & FM/Terre Haute Station Manager to VP/GM... KTTS/Springfield early evening jock Darrell Hummel has been upped to MD as MD Tony Michaels is promoted to AM Programming Asst... Myra Collins appointed WYNG/Evansville MD... "Lonesome" Rhodes upped to WXKX/Parkersburg MD.

Rich Hogan has joined K102/Minneapolis for mornings, coming from KILS/Los Angeles... Former WGTQ/Cypress Springs PD Henry Jay is now doing evenings at WPCV/Lakeland... CFGM/Toronto has switched PM driver Jim Brady to AM drive; Jim Marshall moves to PMs... KKAL/Arroyo Grande's Mike David has moved to KFMS/Las Vegas for evenings...

Robbie Thomas to WYD/Roanoke-Lynchburg for evenings.

Bo Matthews is new to afternoons at KVOC/Casper. He replaces Kelly King, who left to join crosstown KTKL.

J.J. Davis heads for WLLR/Quad Cities to do mornings... Phil Cordle returns to WSLR/Akron after a two-year absence for Production Director/afternoons... Pat Fitzgerald, with KKYX/San Antonio since 1976, has been named ND for KKYX and sister KLLS.

KWBV/Ventura has gone Country under OM Jim Dillman. He needs Country product sent to 2284 S. Victoria Ave., Ste. A, Ventura, CA 93003... As always, don't forget to let me know what you have heard!

You get the most from us ... every week!

Subscribe today!

Call Kelley at R&R 213-553-4330.

The collage features several articles:

- THE BACK PAGE:** Contemporary Hit Tracks and Air Tracks.
- WASHINGTON REPORT:** News from NAB Board.
- RADIO BUSINESS:** Buys WRKO & \$26 Million.
- MARKETPLACE:** Spending The Ad Bucks.
- VITAL SIGNS: MARKET RESEARCH:** Ad Notes.
- INSIDE R&R:** FCC Proposes Combo Ownership Changes.
- COOK NAMED GANNETT RADIO PRESIDENT.**
- FOWLER PLANS SPRING EXIT FROM FCC.**
- EZ INSTALLS THREE NEW PROGRAMMERS.**
- LEADER REJOINS R&R.**



SHARON ALLEN

NASHVILLE THIS WEEK

Golden Voted Out Of Oaks

It's been rumored for several years, but became reality last week: William Lee Golden was voted out of the Oak Ridge Boys. Golden, 48, had been a member since 1965.

The gossip mill began to work overtime last year when Golden released his "American Vagabond" solo album. But MCA Records executives, the Oaks, and other representatives of the group held a press conference to assure that a split wasn't imminent.

Even now, the split is not finalized. In a statement released by Oaks' publicist Kathy Gangwisch, Joe Bonsall said, "It is important for people to know that none of our agreements are completed yet and won't be for some time. As of this point, William Lee Golden is still an Oak Ridge Boy. We told him our feelings — that perhaps now is the time for him to move on and do those things that he feels he wants to do. And also that the time is right for us to find somebody new to fill his slot so that all of our energies can be directed in a positive way. There will definitely be a fourth Oak."

Statements were issued by both Duane Allen and Richard Sterban. Allen said, "I feel good about the change, especially if it feels good for Golden." Sterban added, "I don't have any bad feelings for Golden. He's been a friend for many years, and we've all accomplished some great things together. But I do feel the time for a change is now, and I hope it works out for all of us."

Golden could not be reached for comment.

Onward And Upward

"A lot of good things are happening with the Oak Ridge Boys right now," said Bonsall. "We have a hit single, an album that's happening, and a book coming out in May that chronicles our career to this point ('Our Story'). We have the 'Fast Lane Tour' starting July 15 that will cover over 100 cities. And

we're going into the studio in April to start work on our 16th album.

"We've always been a positive thinking group and tried our best to never make a move that wouldn't affect everyone in a positive way, including our fans. It's very simple. We want the best for Golden. We want the best for the Oak Ridge Boys. The indications he has given us the last several years are that he would be happier if he were not here."



A FAMILY AFFAIR — Like his father and sister Pam, Mel Tillis Jr. (second from left) is launching a songwriting career with BMI. He signs on the dotted line with (l-r) BMI's Harry Warner, Musiplex OM Ben Payne, and Tillis Sr.

NASHVILLE IN MOTION

Babylon Cowboys Regroup

By Katy Bee

Dwight Yoakam's Babylon Cowboys band welcomes two new members. Producer/guitarist Pete Anderson exits the road to produce Dwight and other as-yet-unnamed acts. His replacement is Eddy Shaver, son of Texas songwriter Billy Joe Shaver. And bass man J.D. Foster, who has

opted to play with longtime pals, L.A.-based Lonesome Strangers, is replaced by David Jackson.

Mel Tillis Jr. affiliates with BMI. He will be published through Cedarwood Publishing, a division of Tillis Sr.'s Musiplex Group, Inc. Musiplex's proposed acquisition of Silverline/Goldline Music appears to be dead. But the possibility of Silverline/Goldline being bought by the publishing/management/promotion firm Appalachian Gold "looks like a positive situation," according to insiders.

Martha Heywood is named Professional Manager of Criterion Music, replacing Larry Willoughby. Former Criterion writer Rosanne Cash takes her tunes to Bug Music for administration.

Don Light Talent moves its headquar-

ters from 1100 17th Avenue South to 2102 West Linden Avenue, Nashville, TN 37212; (615) 298-9944. The Emerald Entertainment Group moves into Light's former location to house the expansion of its management, publishing, and studio operations.

Management ties have been made between famed guitarist Leo Kottke and Chuck Morris Entertainment. The Emerald Next Door signed with Halsey's Century City Artist Management.

Lisa Childress joins Curb Records and the McFadden Agency for bookings. Ferrante & Teicher going country? Well, the pop piano team has signed with Nashville's Starfest Record Corp. Together 25 years, the duo has just released its 17th album.

BITS & PIECES

In the Studio, On The Street

The fifth annual Philip Morris/Miller Genuine Draft "Reach For The Stars Country Music Competition" is set for April 27 in Louisville, KY. Contestants will vie for \$1500 and a showcase opportunity as the opening act of the 31st Philip Morris Festival of Stars on April 30. The competition is open to all country music entertainers who have not had a top 50 charted release in the past 12 months, and those who haven't won a previous "Reach For The Stars" competition. For more information, call (502) 425-5205.

Crystal Gayle is set for a cameo on her favorite soap, "Another World." She'll play herself as a performer at the Tops nightclub and interact with other characters. Word has it that Gary Morris will join her on a song which will become the soap's new theme. No word on whether Gary will do any other acting on the show, which will air March 20-23.

Don Gant Passes Away

Veteran Nashville music executive Don Gant died March 6 due to complications resulting from a stroke. The producer/publisher/songwriter/singer had a long, successful career in his hometown.

He worked at Acuff-Rose and later produced Jimmy Buffett, Lefty Frizzell, and Eddy Raven. Gant signed the Amazing Rhythm Aces and Delbert McClinton to ABC/Dunhill while Director of Nashville Operations in the '70s. He spent six years as a Tree International VP, was past president of NARAS, and a board member of the Country Music Foundation.

His early credits as a singer included a stint with the Newbeats ("Bread & Butter") and the Neon Philharmonic ("Mornin' Girl"). Gant also co-wrote Roy Orbison's 1967 hit "Cry Softly, Lonely One." As a backup vocalist, Gant worked on Kenny Rogers and Conway Twitty records.



Don Gant

Most recently, Gant had reteamed with Raven to co-produce the latter's current LP, "Right Hand Man."

SPRING
SPECTACULAR!

J.D. HAAS
ENTERPRISES

47 Music Square East
Nashville, TN 37203
(615)321-4933

★ Great On-Air Sound
★ Proven Profit Center
★ Market Exclusive
GET IT....IT WORKS!

THE STORY BEHIND THE SONG

Paulette Carlson: "The Bed You Made For Me"

Ironically, the first serious song ever written by Paulette Carlson broke her career and that of her new Warner Bros. group Highway 101.

Carlson wrote "The Bed You Made For Me" soon after she arrived in Nashville in 1978. The lyrics are an actual scenario of her life with a railroad switchman in Fargo, ND. She was playing the bars there and became seriously involved with him right out of high school.

"He was a pretty ornery old cuss," she says of her first true love. One day the couple stumbled onto an abandoned house about to be torn down. Her boyfriend went up to the third floor, climbed out the window, and tore off one of the weathered gables, out of which he carved a headboard for Carlson.

The sad ending of the story can't be heard in the song, but Paulette says her boyfriend died of leukemia shortly after they broke up. She says she wants to track that



Paulette Carlson

bed down someday — her ex-boyfriend's father gave it away to a neighbor's cousin in Northfield, MN.



BRAD BURKHART

CONTEMPORARY CHRISTIAN

Agency Spot Buys: Hard Answers

Three obstacles prevent Contemporary Christian radio from getting significant financial recognition from agencies: current agency perceptions, low ratings, and a lack of strong relationships with agency personnel.

Over the past ten years, revenue from spot sales has been increasingly more important than preaching and teaching revenue to the financial success of CCR stations. Churches and Christian-owned businesses and bookstores have all proven sympathetic to CCR stations, often including them in their advertising campaigns. Yet for Christian radio to prosper, it must move from sympathy buys to justified buys — and from local merchants to national and regional agencies.

Shattering Agency Perceptions

First, CCR must shatter current agency perceptions of the format. Patsy Perrault, Exec. VP and a principal owner of the Houston-based agency Taylor, Brown, & Barnhill, has bought CCR radio for agency clients and believes it can be cost effective. She comments, "Everybody in Christian radio that I've spoken with seems to think the big problem is that agencies are run by non-believers, and that we won't accept the format for that reason. That's just not true. Like myself, many of them are believers, but they're still not going to buy Christian stations if it doesn't make sense. Then you do have a large group of people in the agency community who fit the non-believer category, and have such an image of Christian radio that they shudder if someone even suggests they put money on it. This is not a rejection because of Christianity, it is a rejection brought on by the current perception most buyers have of the Christian or religious format."

She points out that a nationally consistent sound must accompany the needed national image campaign. "Christian radio has to become more professional in sound



Patsy Perrault

"I've seen situations where a \$400 buy on a Christian station would give you their entire audience for the price of one spot on the leading AC station."

—Patsy Perrault

and more uniform in quality across the country. There are some Christian stations that I know and buy that represent quality radio. I am proud for my client to hear his spot on those stations. There are other times when I've bought in a distant market where I don't know much about a station other than that they have a Christian format. The spot I had placed would run next to something so embarrassing that I knew if the client heard it I would lose the account."

Agencies Buy Listeners, Not Excuses

The second major factor standing between CCR stations and agency dollars is ratings. CCR stations rarely rank near the top of

their markets. While low ratings can be justified within the industry because of inferior signals, minimum-wage personnel, and no advertising budgets, agencies look to the ratings to buy warm bodies, not excuses.

CCR leader KCMS/Seattle is one of the only major market FM Christian stations in the country which looks exclusively to music to attract its audience and to spot sales to pay its bills. Spot sales account for 97% of billing for KCMS, with an even split between local and agency business.

"Consistent ratings performance is one challenge that we as an industry must face," says GM Bob Powers. "KCMS is fortunate, because we do have a story to tell ratings-wise. In specific demographics and dayparts we've done well in the Birch ratings and marginally well in Arbitron. In Birch, KCMS is the number two radio station among women 18-49 on Saturdays. In our sales approach we then add to the ratings story the distinction of Christian radio — an exclusive audience, very loyal listenership, results, and other statistical trends we know."

Perrault adds, "We buy based on cost per thousand. In years past here in Houston, we've had Christian stations with only a 5 or 8 that are very good buys based on their rate structure and the cost per thousand of other Houston stations. I've seen situations where a \$400 buy on a Christian station would give you their entire audience for the price of one spot on the leading AC station. Where frequency is the name of the game, 24 exposures to a limited audience can make a lot more sense than one impression on a greater number of people."

Gaining Agency Credibility

The third significant factor is the importance of building strong relationships with agency personnel. Powers comments, "KCMS gained a fair amount of local agency credibility because of my experience at KSEA and the experience of

Keys To Agency Buys

- Reimage CCR as a professional, unified format
- Achieve successful ratings
- Establish relationships with key agency personnel
- Hire professional sales personnel and equip them with needed tools
- Form a national rep firm specializing in CCR

several of our salespeople we brought from other stations.

"One thing we don't do very well as an industry is build relationships with agency personnel. Going in and getting to know all the people is vital. There is a tendency to drop off a rate card to the media buyer and never follow up with a sales presentation about the station. We just sort of hope we get the buy. I think we need to go in strategically and develop relationships with all the key people. When they begin to see you're real and not just some religious fanatic, they may begin to think, 'Well, maybe some of their listeners are real people too.' It's important for the GM or SM to be out there in the trenches, building relationships beyond the initial contact with the agency media buyer."

Get The Basics Right

Taking the next step toward earning respect and spot buys from



Bob Powers

"Getting to know all the people is vital. When they see you're not just some religious fanatic, they may begin to think, 'Well, maybe some of their listeners are real people too.'"

—Bob Powers

agencies on a local level means polishing the product offered — the air sound. It also means being financially willing to hire professional salespeople and allowing them the freedom to develop relationships with agencies.

Local CCR stations must give their sales personnel the necessary tools to reimage Contemporary Christian radio in the minds of the agencies. Powers recently made an 11-minute video about KCMS and its audience. In addition to establishing the mood of Contemporary Christian music with a music video, the presentation included testimonials from listeners, local merchants, and a respected Seattle agency media buyer. Powers comments, "We have seen the videotape presentation change the perception people have of Christian radio."

National Representation Needed

In addition to the need for local changes, Perrault sees the need for national unity among CCR stations. "One thing that could benefit Contemporary Christian radio would be the formation of a national rep firm that exclusively represents Christian stations and has offices in New York and Los Angeles — the places where the big dollars are coming from. The rep firm must aggressively sell Christian radio as a concept and a power."

"Because of the inconsistency of CCR stations across the country, the first step might be putting together a small group of hand-picked quality stations that are consistent in their programming to be an unofficial network that can be sold. A Christian radio rep needs to be able to go in and say, 'We know there are problems with Christian radio, but these 11 stations in the top 10 markets statistically have X number of listeners and are quality stations you can use with no fear.'

"It will take these moves to get the big dollars into Christian radio."

National Christian Radio Association
NCRA INVITES YOU TO ITS
15th ANNUAL CHRISTIAN RADIO SEMINAR
APRIL 5-9
 Radisson Plaza Hotel
 Nashville, TN
 for details (615) 242-0303 P.O. Box 23201, Nashville, TN 37202

MARKETPLACE

AIRCHECKS

STEREO AIRCHECKS!

CHR WARS #1: Cleveland (incl. WNXC), Boston, Louisville, Hartford, Providence \$7.50. Quarterly 3 hr. sets: all NYC, CHR, AC, AOR, Urban, Gold \$12. Set 1 adds North NJ, Stern, Imus, Zoo; set 2 incl. WLNG & Long Island; WDRG, WNBC's Joey Reynolds.
#1 Market Airchecks, Box 568, E. Hanover, NJ 07936.

COMEDY

O'Liners

FREE SAMPLE ISSUE
of radio's most popular humor service
For sample, write on station letterhead to: **O'Liners**
1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

Dave Dworkin's



ONE-MAN ZOO?

Get free details on four unique comedy services. Write: **Ghostwriters**, 2301 Unity Ave. N., Dept. Z-6, Minneapolis, MN 55422 or call 612-522-6256 any-time.



"Phantastic Phunnies"

Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

'Quick-quip,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'. Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

Contemporary COMEDY

Hundreds renewed again!
Free sample!

Write on station letterhead to
Contemporary Comedy
5804-D Twining
Dallas, TX 75227

Disk Jockey Comedy

25 pages of original comedy material each month... everything from funny commercials to ridiculous TV & Movie reviews to Soap Operas and much, much more. For FREEBEE, write: **HTPE, ITR.**, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

2 Services for 1 Price!



A Written comedy service which includes a pre-recorded issue, too! Any air-personality in any market can afford this! Guaranteed! Write today on station letterhead for your FREE sample and prices you won't believe!

LITTLE BAG OF JOKES
1025 CUERVO COURT CHESAPEAKE, VA 23320

Make our Marketplace work for you --
call **Ilsa or Dave** at (213) 553-4330
now.

FEATURES

RADIO LINKS

Hollywood's hottest... right in your own studio!
Recent and timely interviews with Kathleen Turner, Leonard Nimoy, Molly Ringwald, Eddie Murphy, Rob Lowe, Whoopi Goldberg and Tom Cruise.

Featured Friday, March 20... Interview with **CHRISTOPHER REEVE** discussing "STREET SMART" & "SUPERMAN IV."

Free satellite delivery - no inventory to clear!
Contact **LORI LERNER** for details. (213) 454-0488.

FEATURES

ONLY \$30

For 8 Celebrity voice drops or promos.

Call or write:

Johnny Thomas
Box 3343 Spring, (Hou) Texas 77383
Phone 713-987-2083

See You
at
NAB

GAG SHEETS

Free Sample

Write on station letterhead to:
ZOOPER!!
CHIEF LAFFS 1111 W. El Camino Real, Suite 109-212 Sunnyvale, CA 94087

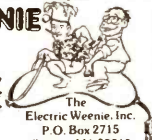
the Electric WEENIE

RADIO'S MOST RESPECTED

DJ GAG SHEET SINCE 1970

RICK DEES, KHS-FM: "Tom, you really are *The Best*. Really look forward to the arrival of *The Weenie*, such a shot in the arm for our Morning Team!"

FOR FREE SAMPLES WRITE



THE FUNNY BUSINESS

"The Best In Bad Jokes" **FREE SAMPLE**
One Liners, Bits, Books and Drop-Ins.

THE FUNNY BUSINESS
210 Hollywood St., Fitchburg, MA 01420-6134
(617) 342-1074

Radio's newest & funniest stuff.
You may choke on your Cheerios.

For info & sample send 22 cent stamp to:

Laffline

323 Franklin Bldg. South (Suite L-182) • Chicago, Illinois 60606-7095

IDs/JINGLES/SWEEPERS

ID'S
 SWEEPERS PROMOS

WRITE FOR PRICES AND DEMO:
P.O. BOX 38328, CINCINNATI, OHIO 45238
OR CALL 1-513-922-1750

JINGLES

"MORNING SHOW"
COMPLETE PACKAGE IN 30 DAYS

Where do **Scott Shannon** (Z-100), **Cleveland Wheeler** (Q Morning Zoo), the **WMMS Buzzard Morning Zoo**, and **John Landers** (Hit Music USA) go for that original sound?

For that fresh one-of-a-kind creative sound, phone or write
J.L. RITTER PRODUCTIONS
PO Box 6994, Stateline, NV 89449
(702) 588-4542

Marketplace -- the Industry's service
station... get it working for you!
Call **Ilsa or Dave** at (213) 553-4330.

PERSONALITY

INFOBITS

"MOST USABLE SERVICE EVER."

THE SHEET OF THE FUTURE

2 WEEK TRIAL ONLY \$5 • OR MORE INFO:
INFO-BITS, BOX 112576, SAN DIEGO, CA 92111

GALAXY

write:
P.O. Box 3482 R
Rutbdoux, CA 92519

*Indicate COUNTRY or
CONTEMPORARY Format

Free Sample Of
**RADIO'S DAILY
ON-AIR
PREPARATION
SERVICE!**
Airshift-ready music
notes, star facts,
calendar, more!

IMMATERIAL

Preparation unnecessary. A complete show per page.
Tips. Trivia. Insights. Birthdays. Calendar. Daily Celebration.
Sports. Weird News. Low prices. Sample:

1395 Overlook Ave., N.W.,
Salem, OR 97304

JockTalk

Productions Inc.

From Classic Rock AC CHR to News/Talk. JOCKTALK is the
Radio Newsletter That Works.

FREE BONUS!

SUBSCRIBE BEFORE MARCH 20th AND RECEIVE A "SEANCE
WITH THE KING."

CALL (604) 687-4774

P.O. Box 532, Postal Station "A"
Vancouver, B.C. Canada V6C 2J6

PROGRAMMING

We've just added 4 new reels to our
AC SAFEST OLDIES ON TAPE

Call or write for information and free list of titles.

"THE MUSIC DIRECTOR"
PROGRAMMING SERVICE
Box 103 • Indian Orchard
Massachusetts 01151 • 413 783-4626

RR

MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by check. One-Inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

| | Per Insertion |
|---------------|---------------|
| 1 Time | \$60.00 |
| 6 Insertions | \$55.00 |
| 13 Insertions | \$50.00 |
| 26 Insertions | \$45.00 |

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

Submit to:

Marketplace
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

MARKETPLACE

PREMIUMS/INCENTIVES

THREE "R"

ADVERTISING SPECIALTIES-PREMIUMS
T-shirts, Caps and Jackets our Specialty

116-53 228th Street, Jamaica, NY 11411
(718) 723-8600

RECORD SERVICES

OLDIES BY THE THOUSANDS

NEW EXPANDED UP-TO-DATE CATALOG OF 45-rpm oldies from the past 40 years. Pop, R&B, Classic Rock, Country & Jazz included. Send \$2 to:

American Pie

Box 66455, Dept. RFR, Los Angeles, CA 90066
(213) 391-4088

WEATHER SERVICE

The Weather's Changing...

To Custom Format, Personalized Forecasting

Now, get an accurate, localized weather forecast from meteorologists with professional radio experience.

- Interaction with on-air talent
- Daily taped presentations
- Backed by color radar
- AM/FM package discounts

To find out how SKYWATCH can custom fit a forecast package to your station, call today.

SKYWATCH
WEATHER CENTER

347 Prestley Road, Bridgeville, PA 15017 • 412-221-6002



PRODUCTION MUSIC

All The Bells & Whistles At A Whiz-Bang Price.

We're introducing *Techsonics™*, the New Affordable Electronic Production Library from SP Sound Productions. Compare *Techsonics™* with premium-priced packages, and you wonder why they're asking so much. Stations savor the new sounds and production flexibility... and oh, that price! So why pay more? Our bells and whistles have already won awards at the International Film and TV Festival, the Tellys and the Addys. Experience the "fresh innovative" sounds of *Techsonics™* on your station. Call 804-547-4000.

TECHSONICS

The New Affordable
Electronic Production Library



Jingles, jocks and jokes -- they're all in the R&R Marketplace --
(213) 553-4330.

OPPORTUNITIES

OPENINGS

NATIONAL

WE NEED PERSONALITY DJs

Do you do voices? Can you handle the phones? How about drop-ins? — In other words, are you a Pro — or a Time & Temp Jock? More and more of the thousands of radio stations with whom we deal are looking and willing to pay for that something extra. If you are ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and registration form enclose \$1 for postage/handling to:

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!

10,000 RADIO and TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week \$7.00 — SPECIAL SIX WEEKS \$15.95 . . . SAVE \$20.00
Yearly \$120.00 MONEY BACK GUARANTEE

American Radio
JOB MARKET

1553 N. Eastern, Las Vegas, NV 89108



OPENINGS

DRAFT NOTICE

Upper Midwest Radio School gives you the chance to draft some of the hottest new broadcasters. Air talent, news and production. (Best of all — they'll save you money!) Call for a 1st round draft pick today at 701-852-0427. MSB, P.O. Box 2126, Minot, ND 58702.

EAST

WMOU-FM seeks talented AC personality for future opening in the beautiful White Mountains of New Hampshire. Super opportunity. C&R: Rick Davis, Box 489, Berlin, NH 03570. EOE (3/13)

WCYT/Portsmouth, NH seeks jocks and newscasters. T&R: Brian Phoenix, Rochester Hill Rd., Rochester, NH 03867. EOE (3/13)

WJXB News has an immediate opening for fulltime afternoon news position. T&R: Lynn Searle, 1862 State Street Ext. Bridgeport, CT 06605. EOE (3/13)

Quietly looking for help? Use R&R Blind Box Opportunities ads. Call Lisa or Dave at 213-553-4330 for more information.

Philadelphia's KISS-100 seeks weekend/night-in personality for light AC format. T&R: Jim Rafferty, WKSZ FM, 1001 Baltimore Pike, Media, PA 19063. No calls. EOE (3/20)

Copywriter for award-winning New Jersey combo. Salary, samples, and T&R: GM, WJNJ & WXJL, Box 40, Newton, NJ 07860. EOE (3/20)

Beech AOR needs adult humor morning man yesterday. No beginners, no calls. C&R: Skip Isley, WWTR, Box 717, Ocean City, MD 21842. EOE (3/20)

OPENINGS

Regional New England FM wants AM/FM drive contemporary adult host. Copy, production and reviews. T&R: TVB, Rdr3, Box 107, Oneonta, NY 13820. EOE (3/20)

Regional New England FM wants Sales Manager and AEs. If you're career-oriented, excellent opportunity. Will train. Resumes: TVB, Rdr3, Box 107, Oneonta, NY 13820. EOE (3/20)

New Hampshire's Beautiful Lakes Region is waiting for you! News Director needed immediately. FM coming soon. T&R: Fred Caruso, WFTN, Box 99, Franklin, NH 03235. EOE (3/20)

Full and parttime announcers/newscasters needed. Nice area near DC. T&R: Dave Silverstein, WYVA-AM & FM, Box 700, Charles Town, WV 25414. EOE (3/20)

Suburban NYC FM CHR/AC seeks talent for possible future openings full/parttime. T&R: Jack Richards, Q396, Box 1234, Stamford, CT 06904. No calls please. EOE (3/20)

Experienced Production Director for powerhouse stations. Emphasis on quality control. Production samples and T&R: Jack Richards, WQXX & WKOX, Box 1070, Sunbury, PA 17801. EOE (3/20)

Come home to the Northeast. Opening for news and jocks. 50kw A.C. Classic Hits. T&R: Jack Armstrong, Box 79, Waterville, ME or call (207) 873-3311. EOE (3/20)

GOLD/AC PD

Are you good enough to hold your own in a suburban NYC market? Are you experienced enough to 1) know a growth opportunity when you see it and to 2) build a team which will meet, then exceed, your own goals as well as management's? If so, and if 25K/yr starting salary is appealing, send resume & cassette scopes of 1) yourself and 2) your station to H. Brothers, Box 3580, Stamford, CT 06905. EOE

CAN YOU TALK?

Do you have a top notch track record as a major market or network radio talk show host?

Can you turn a general conversation telephone talk format into memorable radio night after night?

If you've got what it takes to make it in big time talk radio, you should be talking with us.

Send a resume and recent aircheck to:



SHANE MEDIA SERVICES

an equal opportunity employer m/f
female applicants are encouraged to apply

6405 RICHMOND AVE. SUITE 311
HOUSTON, TX 77057

MORNING TALENT

ARE YOU WITTY? INTELLIGENT? ARTICULATE?

We're looking for a personality who can make waves. Can you do it without sex, jokes, and party horns? If so, generous compensation and a great career await you.

We're the only FM AC in our Top 75 Northeast market. Send T&R to Radio & Records, 1930 Century Park West, #654, Los Angeles, CA 90067. EOE

OPPORTUNITIES

OPENINGS

VERSATILE TALK HOST

WTAE Radio has an opening for a flexible, bright, articulate, entertaining talk show host. If you're looking to move up, and really want a chance to show your stuff, send T&R immediately, along with a brief description of your talk show philosophy, to Tom Clendening, PD, WTAE Radio, Box 1250, Pittsburgh, PA 15230. No calls please. EOE M/F

SOUTH

92 FM has immediate News opening. 100,000w CHR in W. Tennessee. T&R: Jack Walker, WYNU-92FM, 115 Devonshire Sq., Jackson, TN 38305. Females encouraged. EOE (3/20)

Program Director: CHR winner, top 50 market experience. Salary commensurate with experience. T&R: Walt Broadhurst, WDJK, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. EOE (3/20)

WVIS-FM/St. Croix. Urban Contemporary FM in the Virgin Islands. Is searching for salespeople. Rush resume to: J. Bahr, WVIS, Box 487, Frederiksted, VI 00840. EOE (3/20)

WTMX/Tupelo seeks young creative morning denominator and midday production pro. Other shifts possible. Rush T&R: Allen Browning, Box 954, Tupelo, MI 38802. EOE (3/20)

News person needed. Upbeat anchor with attention-grabbing writing. Must be aggressive reporter. T&R: Pat Fitzgerald, KKYK & KLLS, 8401 Datapoint #900, San Antonio, TX 78250. EOE (3/20)

Overnights on the border with FM98. No beginners for 100,000w CHR T&R: KRIG, Box 6117, Laredo, TX 78042. EOE (3/20)

Central Florida 1000kw AM seeks Program Director for "The Music Of Your Life" format. T&R: Dave Wright, WQNN, Box 2038, Lakeland, FL 33806. EOE (3/20)

Seek morning drive jock for Country/Western Arkansas station. Experience necessary. T&R: Mitchell Johnson, Box 143, Fort Smith, AK 72901. EOE (3/20)

Adult-oriented CHR seeks announcers for future opening. One-year minimum experience. Photo and T&R: PD, WPDZ, Box 2-103, Cheraw, SC 29520. EOE (3/20)

The Carolinas' leading CHR has an opening for AM drive. T&R: John McFadden, WQSM (Q-98), Box 35297, Fayetteville, NC 28303. EOE (3/20)

OPENINGS

SOUTHWEST COUNTRY

Present and future openings, all shifts. Personality Country FM, Sunbelt Top 150 Market. Excellent opportunity with fast growing company. Tape, resume and salary requirement to Radio & Records, 1930 Century Park West, #639, Los Angeles, CA 90067. EOE M/F

TEXAS CHR

Looking for dynamic entertainer and energetic evening personality for CHR Top 60 Texas Market. Send T&R to Radio & Records, 1930 Century Park West, #658, Los Angeles, CA 90067. EOE

FM99

Hot AC station with lots of personality looking for a great afternoon drive person. Minorities encouraged. OVERNIGHT your T&R to Rob Roberts, PD, KRLB-FM99, Lubbock, TX 79408. EOE

FM 104 KKYK

Still looking for the right person with

- 1) Bright, friendly on-air personality
- 2) Top notch production ability
- 3) Great "in-person" appearance skills.

Rush T&R, including production to Ron White, KKYK, Box 4189, Little Rock, AR 72214. No calls. EOE

OPENINGS

K E L L I

98.7 FM
ALL NEW... EASY LISTENING
PRODUCTION WHIZ

Mature voice still needed for Easy Listening FM. New state-of-the-art equipment. Undiscovered city of 100,000. T&R to Box 3834, San Angelo, Texas 76902. Salary \$24,000-\$28,000. EOE

1320 Club/Magic 99

KWHN - KMAC
Seeking Morning Drive Jock for C/W, 100Kw/5Kw Arkansas Station. Send T&R to Mitchell Johnson, P.O. Box 143, Fort Smith, Arkansas 72901. EOE
"Fort Smith's Most Powerful AM and FM"

WBLX 93 FM

New Sunbelt Urban seeks personalities for all dayparts. Send Tapes and Resumes to P.O. Box 1967, Mobile, AL 36633. No Phone Calls Please.

A Beasley Group Station

Y103 FM

Myrtle Beach, S.C. High Class Country FM/AM seeks experienced air personalities with good pipes for good paying, high-profile slots. Group owner is upgrading plant, signal and AP's. PD and three quality folks needed for beach duty. Call GM Gary Morris at (803) 651-7936. T&R to: Y-103, WYAK, P.O. Box 15401, Surfside Beach, S.C. 29587. EOE

www.98fm.com E98fm WJAM

HELP WANTED PROGRAMMING PRODUCTION AND OTHERS

A mature AM/FM station in Florida Panhandle needs experienced music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549. EOE

Q98

The Carolinas' #1 Contemporary Hit Music Station is at it again, and we want YOU to be a part of it. We are looking for an up and coming Morning Drive adult communicator. Quickly rush T&R to: John McFadden, Program Director, WQSM-FM, 1009 William Clark Rd., PO Box 35297, Fayetteville, NC 28303. EOE

MIDWEST

Exciting drivetime talent at hot CHR. Team player with good production/promo abilities. T&R: John Michaels, KOKO, 1001 Farrah On The Mall, Omaha, NE 68102. EOE (3/20)

Northern Illinois leading 50,000w FM Country station is accepting applications for future openings. T&R: Doug Wagner, WSTU, Box 933, Fort Wayne, IN 46801. EOE (3/20)

US99/Chicago is accepting T&Rs for overnight personality. T&R: Lee Logan, 875 N. Michigan Ave., Suite 1310, Chicago, IL 60611. EOE (3/20)

OPENINGS

Looking for CHR entertainer. T&R: J.P. DeSantis, WCCW, Box 666, Traverse City, MI 49685. EOE (3/20)

Midwest news and information station seeks morning news anchor. Good delivery and writing a must. T&R: Peter Zeiss ND, WIOU, Box 2208, Kokomo, IN 46902. EOE (3/20)

Central Wisconsin Country AM needs parttime talent to carry the ball on weekends. Experience necessary. Rush T&R: Dan Olsen, WXYQ, Box 247, Stevens Point, WI 54481. EOE (3/20)

WHMQ

Country FM south of Toledo seeks drive-time personality with quality air/production skills. Decent bucks for the right pro. T&R along with salary history to: Dave Glass, WHMQ, PO Box 1507, Findlay, OH 45839-1507. EOE

PRODUCER

Major market morning show seeks creative writer-producer with production skills to assist top-rated morning duo. Experience, or related experience, necessary. Responses to Radio & Records, 1930 Century Park West, #649, Los Angeles, CA 90067. EOE M/F

HOT CHR

Major Broadcast Group in Top 40 Market needs killer morning talent, and other shifts. If you have the talent, creativity, and drive to be #1 and want a great work environment, rush T&R to Radio & Records, 1930 Century Park West, #646, Los Angeles, CA 90067. EOE

The Beaver 96.1 FM

PRODUCTION DIRECTOR

The Beaver 96.5 FM, Cincinnati and Dayton's country giant, has an immediate opening for a top notch Production Pro. Country experience preferred, but not a must. Decent bucks and benefits. Rush tape and resume in confidence to Ray Miller, Program Director, WBVE-FM, P.O. Box 42238, Cincinnati, Ohio 45242. EOE

WSPD RADIO AM Stereo 1370

We're looking for a successful 'personality' for our morning show. We are a top-rated AC/full-service format. Must be creative, have a natural sense of humor, and be able to interact with listeners over the telephone and during remote broadcasts. If you're a real entertainer, send tapes and resumes to Fred Heller, Program Manager, WSPD Radio, 125 S. Superior, Toledo, OH 43602. EOE

Y10 WYO COUNTRY 1570 AM

CAREER BREAKTHROUGH FOR RIGHT PERSON

Stable Indiana AM/50,000 Watt FM has exceptional opportunity for leadership-oriented career broadcaster who has 4-5 years varied experience in good operation but feels advancement is limited. If you agree with us that radio is far more than DJ's and on-air ego trips, mail us your resume, tape and references. This could be the turning point in your career. WIL0/WSHW, P.O. Box 545, Frankfort, Indiana 46041. EOE

\$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!

WROQ/BIG WAES NEEDS A STATE OF THE ART MAJOR LEAGUE PROGRAM DIRECTOR

If you are up to the challenge and consider yourself one of the best, please forward your resume, programming philosophy, station composite and list of references to:

Neal Newman
Corporate Director of Programming
CRB Broadcasting
WROQ/WAES
400 Radio Road
Charlotte, NC 28216

WROQ Stereo 1am/195fm



EOE

WYNK COUNTRY

WYNK is Louisiana's best radio station. We're recruiting a great morning show to join us. You'll get outstanding support from a \$300,000 promotion budget, a news director with 18 awards for news coverage from AP, and a management team that puts its people first. WYNK is a unique radio station. You won't find a better opportunity anywhere in the country. Your competition, such as it is, will be around for a little while. You'll be encouraged and helped, to keep us growing. And you'll work with the best group of people in radio. If having fun at work and winning big is what you want, please send me a cassette and resume today. WYNK is a great radio station... because our people are great. I look forward to hearing from you. Ray Massie, Program Director, WYNK, PO Box 2541, Baton Rouge, LA 70821. EOE P.S. Super pros only!! Kajun 103 employees don't bother.

OPPORTUNITIES

OPENINGS



The New MAJIC 104 wants to be at the top of the Dayton Market and we need your help. Looking for Hot Night CHR talent with great Production. Excellent facilities, great city, great pay. Females encouraged. T&R to: Kirk Patrick, P.O. Box 765, Dayton, OH 45401. EOE

MIDWEST SALES

Sales Oriented Manager. Looking for pro with professional management track record to multiply sales through people development. One of the finest Midwest small market combos. Excellent compensation and benefit package. Great working environment. Send resume with references and compensation requirement to **Susanne S. Bergeron, President, WKAN/WLRT Radio, 6 Dearborn Square, Kankakee, IL 60901.** EOE

WEST

2-93, Central Coast CHR, seeks killer morning personality. Good money. T&R: Kevin Barrett, Box 220, Arroyo Grande, CA 93420. EOE (3/20)

40 share, N. CA 100,000kw, has money to spend for right air talent/production wizard. T&R: Jim Neely, KKGO, Box 1131, Arcata, CA 95521. EOE (3/20)

890 KDXU needs parttime air talent yesterday. Also accepting tapes for future fulltime openings. T&R: Kim King, KDXU, Box 1549, Idaho Falls, ID 83401. EOE (3/20)

Fish all afternoon! Run our Easy Listening format, mornings. Production experience necessary. T&R: Kelly Beckstead, Box 1549, Idaho Falls, ID 83401. EOE (3/20)

KWOD 106 seeks experienced CHR talent for WKND relief. Northern CA only. C&R: Tom Chase, KWOD, 777 Campus Commons Drive, Sacramento, CA 95826. EOE (3/20)

Radio sales for Los Angeles area (San Fernando Valley). Willing to train enthusiastic beginner. Copywriting and production helpful. DARRIEL WAYNE: (818) 780-3644. EOE (3/20)

Producer/reporter. Early mornings. Experienced broadcast journalist with excellent writing skills. T&R: KINK, 1501 S.W. Jefferson, Portland, OR 97201. EOE (3/20)

So. CA AC market leader has an opening for evenings. T&R: Chad Perry, Box 5640, San Bernardino, CA 92412. No calls please. EOE (3/20)

Wanted! Witty, topical, hardworking morning person for top OKies station. T&R: Rick Scot, KSGO, Box 22125, Portland, OR 97222. No calls. EOE (3/20)

San Jose, CA AC station needs strong air talent and production person. T&R: John McLeod, KARA & KLIV, Box 995, 95108. EOE (3/20)

Seek morning drive jock for Country/Western station. Experience necessary. T&R: Mitchell Johnson, Box 143, Fort Smith, AR 72901. EOE (3/20)

An all-News/Talk AM (Rock FM) in Monterey Bay area seeks aggressive/contemporary news director. T&R: Chet Tarz, KMBY & KNZS, Box 1271, Monterey, CA 93942. EOE (3/13)

CHR/AC KWNZ/Reno has immediate openings. T&R: 557 Washington, NV 89503. EOE (3/13)

Night jock. CHR/AOR. Offering good job, bad pay, and great boss. T&R: Jon Read, Box 5102, Woodward, OK 73803. EOE (3/13)

CHR KEZY seeks local weekend/relief talent! T&R: Craig Powers, 1190 E. Ball Rd., Anaheim, CA 92805. EOE (3/13)

OPENINGS

Reporter/anchor needed in university setting. Sports background helpful, but not necessary. T&R: Bob Beck, ND, KOWI & KGGY, Box 1290, Laramie, WY 82070. Deadline 4/1. EOE (3/13)

Aggressive Northern CA medium market seeks field reporter. Salary commensurate with talent and experience. T&R: Tom Guarino ND, 2654 Cramer Ln., Chico, CA 95928. EOE (3/13)

PRODUCTION WIZARD

Growing Broadcast Group needs production wizard to start at the bottom and work up. Voice talent and writing skills are essential. Good dollars/benefits. T/R: Radio & Records, 1930 Century Park West, Box #655, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR

Immediate opening with market-leading 100,000 watt AC beautiful Southwest. Great opportunity for an experienced PD, or a newcomer ready to step up with growing company. Quality air production, and people skills essential. Resume and tape to Radio & Records, 1930 Century Park West, #656, Los Angeles, CA 90067. EOE

SOUTHERN CALIFORNIA STATION

about to go EZ/BM looking for quality announcers. Good salary, benefits and a fine opportunity to move into a major-market. If you are a team-player with a great attitude and are willing to work hard we may need you. Mature voices only. T&R to Radio & Records, 1930 Century Park West, Box #657, Los Angeles, CA 90067. EOE

K108 FM

KXOA-FM, Sacramento's AC leader has a rare opening for a Production Director. Qualified applicants must have multi-track experience, imagination and be "Theatre of Mind" oriented. Submit production samples and air check before April 3rd to Tom Gray, KXOA, Inc., PO Box 1677, Sacramento, CA 95808. EOE



WANTED:

Chief Engineer for major market AM & FM. Must have good management skills. Stations are part of major radio group. Rush resume and salary requirement to: **J. Jones, 350-A Clayton Street, Denver, CO 80206.** EOE

OPENINGS

HOT NEW COUNTRY FM looking for killer PD, MD & jocks. State of the art facility in the West's most beautiful medium market. T&R, in confidence, to Radio & Records, 1930 Century Park West, #652, Los Angeles, CA 90067. EOE

DYNAMIC PROGRAM DIRECTOR

K093-FM, Modesto, CA

Requirements:

- *FM AC Track Record
- *Strong Administrative & People Skills
- *Personality Air Talent
- *Ability to Groom & Develop Talents

If you generate and command loyalty, rush tape, resume, references and photo to John Lund, The Lund Consultants, Inc., 1330 Millbrae Ave., Millbrae, CA 94030. EOE

THE LUND CONSULTANTS
TO BROADCAST MANAGEMENT, INC.

POSITIONS SOUGHT

Energetic air personality/copywriter, team player. Two years' experience CHR/AC formats, seek home in small/medium market. Will relocate. NORRIS: (602) 829-0177. (2/27)

PD/Promotions/Air Talent. 11 years' experience, seven in highly rated programming. AC/CHR/Urban. Top 10 market experience. MARK HAMMOND: (408) 757-3414. (2/27)

Four-year professional with announcing/programming experience seeks fulltime career in radio. Willing to relocate. MARK DUNCAN: (704) 553-8921. (2/27)

Experience and high-rated medium market morning man and PD available. Budgets, promotions, staffing and training are what you will get. J.R. GREELEY: (314) 474-6259. (2/27)

Announcer PD/MD/DJ/production. 20 years' experience. AC/CHR. Greater Cincinnati area. BILL: (513) 528-6316. (2/27)

KROY! Teens love me and so do adults. Incredible night numbers for a year and a half. Can do the same for you. SHELL: (916) 661-3263. (2/27)

Two-year news anchor from CA who has covered football to politics seeks reporting job. Will relocate anywhere. DAVID MELLO: (408) 385-0194. (2/27)

Warm, reliable, humorous, sometimes brilliant. Good production, team player. AOR/AC/Jazz. Loves living on the coast. T.C.: (205) 478-3134. (2/27)

Got a job? Need a jock? Put it in Opportunities - and get results! Call 213-553-4330.

Three years' experience and ready for the next step. Daytime call BILL: (308) 532-3344. (3/6)

Now available: Air personality, presently Operations Manager of AM-FM combo, seeks larger market as an announcer or to lateral market as PD. (601) 446-8523. (3/6)

Experienced in talk/interview, DJ, and production. Seek small to medium market. Excellent people skills. Prefer Classical/Jazz/Easy Listening. JIM: (714) 539-5105. (3/6)

Four-year professional with announcing/programming experience seeks fulltime career in radio. Will relocate. Currently employed in Charlotte, N.C. (704) 553-8921. (3/6)

News person with top 25 market experience seeks position in city with a skyline. I've dealt with diverse formats. STEVE: (818) 339-9839. (3/6)

Rochester, Buffalo, Syracuse! Seven-year pro wants to go home. Good ratings, voices. PJ: (305) 651-7811. (3/6)

Need an air personality with major market experience? CHR or AC for PM drive, evenings, overnights. Top 100 markets only! BRUCE: (312) 872-4846. (3/6)

Southern California: Personality newsmen, any format. Great style, humor, consistency. Award-winner, straight news and fun stuff. CHRISTOPHER JAMES: (818) 894-8562. (3/6)

DO YOU FEEL LUCKY?

Forget the lottery and take a chance on me! **EXPERIENCED** jock seeks full or part time on-air, production or board operator work ANYWHERE in So. CA. Very reliable and hard working. **MARK LAROQ (714) 971-1616.**

POSITIONS SOUGHT

Energetic new talent with experience wants to join your on-air staff. Plenty of personality and humor. JEFF SHANNON: (702) 825-9526. (3/6)

AC/CHR seeks mornings, afternoons. PD. Medium or large. I have done it all. LARRY HINZE: (702) 322-8495. (3/6)

When was the last time you hired a Jock you'd share lunch with? Well, plug in your toaster oven and chill the wine. SCOTT: (818) 362-3000/(213) 851-5769. (3/6)

Air personality, news, sports, mornings. Three years' commercial radio, seek medium plus market station. MARK: (206) 745-0379. (3/6)

Help! Automafon is controlling my life. Young, eager-to-work jock seeks fulltime live airshift. AC/CHR/AOR. JIM: (414) 551-0419. (3/6)

Florida pro: WDIZ, WSHE, WKGR, currently employed in Mayberry seeks one-way ticket out. Medium majors only. Prefer mornings. TOM SEBASTIAN: (305) 466-3484. (3/6)

Versatile broadcaster. Airshift, news, production. Seek new challenge in medium Southern or Eastern market. USA: (305) 743-0471. (3/6)

Still looking? So am I! Let's both quit looking and start talking. Seek AOR/CHR gig in medium market. Prefer West or Southwest. DARRYL: (415) 785-8674. 11am-4pm P.S.T. (3/6)

Top-rated, seven-year pro, ready for your CHR/AOR/AC. Stable family man. All markets considered. JAY: (512) 576-9784. (3/6)

Work where you want -- check out the industry's only regional job listings in Opportunities.

To radio stations seeking experienced producer at entry level pay. Gave my guts for two years at respected New York stations. JOEY D: (201) 487-0668. (3/6)

Pay attention! Fourteen years. Don't let competition get me first. CHR/Oldies/Talk. Los Angeles and Washington, DC. Serious majors and mediums only. STEVE RAY: (714) 542-8550. (3/6)

Attention West Coast CHRs and AC! Ten-year veteran available now. Experience includes KITS, K093, & KSNB. BIG BILL CRAWFORD: (209) 571-9164. (3/6)

Experienced isn't enough! I've got potential! Young, exciting but mature personality seeks CHR/AC or Christian afternoons/evenings. BOB THORNTON: (405) 774-0864. (3/6)

Topnotch PD, company man, people person, wants to join for a company with a future. AC/CHR/News Talk anywhere. JOHN: (313) 227-6328. (3/6)

Dave-o the Sperm Whale Beached in Louisville!

(812) 282-9734

Seeking CHR afternoons/nights, CHR/AOR Morning team, or Production. Plays well with other children! Writex gud! A funny, creative, capable guy!

Ten-year programming/production pro has pioneered Contemporary Christian format since '78 in Kansas City, IA and Ohio. Also secular. AC. RANDY: (813) 362-5504. (3/6)

Hi Mr. PD. Do you need an overnight jock? I need an overnight Country show. Six years' experience. Prefer college or beach town. SCOTT: (615) 988-3358. (3/6)

Looking for progressive programmer? Major market Urban personality. Chicago/Dallas. Afternoon man with strong new ideas. RDC, 2337H Eastway Dr., Charlotte, NC 28205. (3/6)

L.A. radio. Do you constantly seek strong new talent? Let's talk. My name is DANNY SHAHEEN. I'm young, English, flexible, and eager.

Top talent available now! Air talent/MD formerly with WROO/Charlotte seeks fulltime airshift. SCOTT: (704) 553-1141. (3/6)

PD/MD/Production Director. Eight years at WMGK/Philadelphia. Excellent management skills. AC expert, prefer Northeast. TOM: (215) 259-1809. (3/6)

Hi it's me! Are you ready to consider excellent production skills? Crowd pleaser with morning personality. Seek medium to large market. JOHN BACH: (305) 337-0012. (3/6)

Wanted! Medium market AOR/CHR who's serious about hiring the hardest worker they'll find. Good personality and production. Prefer West Coast. DARRYL: (415) 785-8674. (3/13)

Sports director (BPPI) producer/announcer seeks position. Five years' news background. Will relocate. (702) 368-2115. (3/13)

Talent being wasted. Can do sports. Worked all formats, all shifts. Four and half-year veteran. Prefer the South. KEVIN: (205) 757-9158. (3/13)

Testing the free agent market. Veteran newsman looking for bigger bucks. Strong sports background. Eight and half years' experience. BRUCE: (813) 349-0546. (3/13)

TIRED OF THE BULL----?

And the unreturned phone calls? And what does some glorybound P.D. care that you sent your last stamp on a T&R and that your mortgage is late? Then there's the "job lead" people who are bold enough to HIT your paycheck for 10%, IF they find you work. It's enough to make you think about selling insurance! Fortunately, **WESTWOOD PERSONALITIES** has a different system. Our stations specifically request talent from us, and WHEN you "score" every dollar you make is yours to keep. And because Westwood is a FULL SERVICE radio management firm, we also negotiate salary, moving expenses, etc. So, send us your tape and resume, and tell us where you want to work. If you're **GOOD**, and really **SERIOUS** about winning, we'll take you to third base!

WESTWOOD PERSONALITIES

279 S. Beverly Dr., Beverly Hills, CA 90212

(213) 851-5769

OPPORTUNITIES

POSITIONS SOUGHT

Qualified, experienced, educated air personality seeks position, medium market. Currently working in Northeast. All formats/offers considered. ANDY: (718) 979-3171. (3/13)

Seven-year pro, solid production, team player seeks medium market position with stable, winning company, AC or Country. DON ELLIOTT: (913) 242-8006. (3/13)

It's JJ McKay, lady air personality, looking for morning sidekick position or evenings. Five years' experience, great numbers. Florida or Oregon. (305) 984-7812. (3/13)

Award-winning lifestyle news director interested in opportunities in Florida. All sizes, market. TERRY: (503) 371-3846. (3/13)

Marie Antonette University Graduate. I'll put my neck on the line, to get the job done right! Humorous, dedicated and diligent jock available. LEIBO: (703) 329-1271. (3/13)

I tried nine to five, it didn't work. Four years' experience including West Palm Beach and Miami. Available on two weeks' notice. JON LLOYD: (305) 734-7595. (3/6)

"Rockin'" ROGER CHRISTIAN, a Los Angeles jock with four number one ratings in the city at different stations, seeks positions in market: (818) 769-9712. (3/6)

Air personality, news, sports, mornings. Three years' on-air commercial radio experience, seek good station. MARK: (206) 445-0379. (3/6)

Most of us can talk, but few are talk show hosts. Need a host, let's talk. JOHN: (518) 477-4108. (3/6)

Seven-year pro, solid production, team player. Seek medium market position with stable, winning company, AC or Country. DON ELLIOTT: (913) 242-8006. (3/6)

AIR TALENT/PRODUCTION

Creative, adaptable, 10 yrs. experience CHR/AC, Classic Rock/Gold Characters, parody & Pipes. Looking for an honest gig with a growing broadcast company. Would like to stay in Great Lakes area but not necessary. Have an opening? I can help! Ric Cluchey 313-683-5772.

San Francisco jock, former San Jose PD, seeks PD position with FM Country in West. Write PD, 1001-J Bridgeway, Box 647, Sausalito, CA 94965. (3/13)

Strong entertainment background. Two years' radio. Good artist/music knowledge. Co-PD/MO/production seeks AOR/GOLD/Classic. ARTHUR: (313) 647-1408. (3/13)

Two-year news anchor who has covered football to politics seeks reporting job. Will relocate anywhere. DAVID MELLO: (408) 385-0194. (3/13)

I'm a responsible, team player, and I talk to adults. I'd also like to "come home" to metro New York area. Call weeknights: (516) 481-0217. (3/13)

Opportunity knocks in the pages of R&R every Friday . . . call (213) 553-4330 to make it happen for you!

Not out of work or desperate. Team player seeks for CHR/Urban. Medium/major markets. PATRICK: (309) 828-3408. (3/13)

Air personality, top 25 market experience. CHR/AC, any shift. Top 100 markets east of the Mississippi. Please, Call now. BRUCE: (312) 872-4846. (3/13)

Ricky Nelson is back! 12 years' AC/CHR/Country. WJMT & WPFM. Phones, PD, music, sports. Prefer East or Southeast. RICK: (904) 722-4022. (3/13)

Seven-year pro with major market experience, solid production, seeks medium to large market position with stable, winning company. DON: (913) 242-8006. (3/13)

Experienced PD, Creative, organized, and resourceful. Seven years' on-air in major market. Prefer top 150 market. (615) 883-5900. (3/13)

MAKE BEST BROADCAST TEAM BETTER

Currently employed major market radio talk show host with worldwide connections seeks daytime slot on best station. Perceptive interviewer, inquiring mind, rib tickling funnybone. Send T&R to Radio & Records, 1930 Century Park West, Box #645, Los Angeles, CA 90067.

Adult communicator-musicologist ready to make your AC, Oldies, or adult rock station a winner. Loves sports, too. ROB: (312) 577-5771. (3/13)

15-year pro. Large market morning experience unbalanced. Slightly irrelevant. Want good bucks and long hitch with solid station. MACE: (419) 666-6943. (3/13)

Number one-rated for three sweeps. CHR/AC. Southern California only. I've got it all, now I'm free. Next week, who knows? DEE: (714) 735-3448. (3/13)

POSITIONS SOUGHT

Young, talented jock, promotional experience as well as on-air, seeks medium market Country station on East Coast. MATT: (516) 489-9152. (3/13)

Available yesterday, ready, willing and able to come aboard before Spring book. Three years' experience. PD/ND/JD with 7ail formats. KEVIN: (515) 285-2301. (3/13)

THE PATRON SAINT OF ROCK AND ROLL

SHAWN ST. JAMES is ready to turn your competition into a parking lot. 10 year CHR/HOT AC pro is ready for a new challenge in the sunbelt. ABLE TO COMMUNICATE WITH ADULTS AS WELL AS TEENS. ABLE TO TAKE DIRECTION IN HIGHLY STRUCTURED FORMAT. Creative production, phones, and more. PD/MD/OM POSITIONS DESIRED. 15th call gets me now at (505) 722-9025/(713) 728-1348.

Successful medium market PD seeks supporting role on major market team. Promotions/assistant. PD. AOR/AC/CHR. MARK: (303) 630-7389 evenings. (3/13)

Energetic and creative team player, ready to move from semi-automated station today! Call George: (818) 353-3985. (3/13)

Love AOR! Help me. There must be life after small market. Three years' CHR/AC, copywriting, production. Former operations manager. TIM: (603) 466-2901. (3/13)

Personable upbeat seven-year pro with top 20 market experience. Just right for any AC/CHR. Solid number one with 18-34 demo. CJ: (718) 347-0476/343-2192. (3/20)

CHR/Urban jock wants nights. Currently at News/Talk station. Prefer Texas, Mexico, New Mexico or CA desert. Industrious and reliable. (205) 342-8574. (3/20)

Solid morning pro, major market experience, seeks larger market waiting personality and commitment. MACY IN THE MORNING: (419) 666-6943. (3/20)

Having trouble filling late night/early morning hours? Mature, experienced announcer wishes to return to radio. Prefer Illinois. Will work cheap. PAUL JAY: (312) 293-1538. (3/20)

Young, hungry, jock seeks L.A. position. Charts, Jazz, R&B, my specialties. For a refreshing and professional change call O'ANN: (619) 222-1663. (3/20)

LOOKING FOR AN URBAN PD?

Presently employed at the highest rated and most respected Urban station in the nation. Seeks on air PDship of Black/Urban FM in Top 100 market, at a station that's committed to winning and that will provide full promotional support.

Experience includes working in both Urban and CHR formats as well as AC. Extensive knowledge of programming, music, promotions as well as research. If you're looking for someone who possesses maturity, leadership and people skills then let me take your station to the top. Let's talk. (504) 346-7525

Prefer Christian station! Talk show producer/host desires new challenge. Fifteen years' in broadcasting. Education specialist. THOMAS: (613) 688-8868 evenings. (3/20)

Creative and organized Promotions Director. Nine years' experience. STEVE: (617) 449-8141. (3/20)

BOB DARK seeks return to Connecticut as Oldies or Classic Rock PD. Eighteen years' major market experience. (301) 490-1996.

All the best jobs . . . all over the country . . . every week in R&R Opportunities . . . check 'em out!

Warm climate, medium/large markets. Eighteen-year pro needs break! Good voice, dedicated worker. Mornings, news, production. LARRY KAY: (717) 653-2500. (3/20)

Rockers seeks change from light AC. Four years' experience, some major market. Currently assistant PD. For T&R: (419) 433-6254 before noon or after 4pm. (3/20)

Six years' experience. WOKY, WKSM, and WEZM/Milwaukee. Seek new challenge in Wisconsin market. JEFF: (414) 784-5465. (3/20)

POSITIONS SOUGHT

It's JJ McKay, lady air personality, looking for morning sidekick position or evenings. Five years' experience. Great ratings. Florida or Oregon. (305) 984-7812. (3/20)

Dynamic, responsible, efficient newscenter/reporter seeks fulltime position in New York State. Local news experience. BARBARA LEOMBRUNO: (607) 756-4619. (3/20)

Want to increase sales? Use R&R Opportunities ads to find hot new sales talent. Call 213-553-4330.

Still looking to be your newperson. Assistant News Director in top 30 market seeks anchor position in mid-size market. LAURA PAPAS: 889-1123. (3/20)

JOE JOHNSON, former LOVE 94/Miami mornings/assistant PD, seeks similar position. Eight years' major market. Great production skills. (305) 595-4261. (3/20)

Country or Oldies. 19 years' experience. Extremely knowledgeable in both. PD/air personality. CARL DRAKE: (217) 787-6890. (3/20)

The "Real" Rocketman needs work. Eight-year vet, all formats and markets considered. SCOTT: (918) 644-6783/726-8518. (3/20)

Outstanding, creative air personality seeks wake-up shift in medium/large market. Spot voicing available. Call for my latest celebrity impersonation. (718) 979-3171. (3/20)

Newscenter/reporter seeks medium or large market. No phone news Director position. Ten years' experience. No one-man shops. KEVIN: (513) 653-5477. (3/20)

Genese Western Finger Lakes' regional jock, four years' experience, seeks weekends or weeknights within 30 miles of Rochester. BOB LUCKEY: (716) 254-6417/426-0760. (3/20)

18 years' on-air and as Production Director (DC, Philadelphia, and NY). Seek chance to program Maryland FM Oldies or Classic Rock. AL SANTOS: (301) 490-1996. (3/20)

Four-year professional with announcing/programming experience seeks fulltime career. Willing to relocate. Currently at WBT/Charlotte, NC. MARK: (704) 553-8921. (3/20)

JOHN QUAYLE (412) 228-0563

Four and a half years experience, looking for an opportunity to contribute in a positive and stable environment. Major market experience. Top fifty markets only. No shift or format preference.

Four years' experience CHR/AC. Good production, work well with others. Great attitude. GLENN JENSEN: (312) 425-9495. (3/20)

Aggressive, recent college graduate with experience, loads of potential, and record of proven success. Ready to help your station win. ANTELLA TROTTER: (202) 332-2468. (3/20)

Three years' experience and ready for the next step, daytime. Call BILL: (308) 532-3344. (3/20)

Very determined and enthusiastic jock seeks hot FM CHR station to grow with. Good team player, very dedicated. TODD: (605) 332-5335. (3/20)

Why am I off the air? Last worked #36 ADI. Station sold. Out of work six months. You know the rest. (803) 457-4556. (3/20)

New England's hottest DJ looking for home in S. Florida. Excellent track record and numbers. CHR/URBAN/AC/OLDIES. Currently employed. "The Captain" (617) 852-8370. (3/20)

In the Roman days THEY RULED! In the 80's we hope for a FEW.

THE GLADIATOR

CHR/Urban PDs:
• #1 Jock in Top Five Market
• #1 In Appearances

Strong, Enthusiastic Presentation With Style

Uniqueness Likeability
Make The Call:
(213) 207-9737

Experienced, successful Program Director. Creative, resourceful, and organized. Seven years' on-air, major market too. (615) 883-5900. (3/20)

Experienced announcer. Very good production skills. Now holding daily eight-hour airshift in small New York market. Prefer East/Northeast. (807) 324-0149. (3/20)

18-year major market on-air/Production Director needs PD gig with East Coast FM Fiddles or Classic Rocker. ALFREDO: (301) 490-1996. (3/20)

Air personality, CHR/AC top 100 markets only! Proven numbers, major market experience. Bits, phones, positive professional attitude. BRUCE: (312) 872-4846. (3/20)

POSITIONS SOUGHT

Most likely to be talking, interviewing, and news anchoring. Love to interview and investigate. Strong ratings, faithful following. SHERI: (619) 328-6407. (3/20)

Great voice! Would like to work where my talent isn't wasted. Eight years' experience. Excellent production. Call between 10am-noon EST only. RON FOLKS: (803) 779-3281. (3/20)

Mobile disc jockey looking for on-air gig in the West. Team player. Prefer Colorado. MARK: (402) 475-1449. (3/20)

Veteran announcer seeks station in Western Arizona or S. CA. Fifteen years' experience in Country/Easy Listening formats. Excellent references. BRIAN: (619) 238-9403. (3/20)

I went back into rock. I'm In Seattle at MAGIC 108. I've seen enough rain and wind to last a lifetime. Seek medium to large market in SW or SE Coastal states. (206) 282-2202. (3/20)

Seven-year pro with major market experience seeks medium to large market position. AC or Country. DON: (913) 242-8006 weekdays. (3/20)

Versatile team player would like to wear new uniform. Air talent with good production skills and news. Medium market. USA: (305) 743-0471. (3/20)

Do you need a **GREAT FEMALE?**
I give good personality/news/character voices/creative comedy writing!
(312) 228-4877

13-year major market personality ready for a new place to win. CHR/AOR/AC/Classic/Country. SARA: (214) 699-1686. (3/20)

Small market talent has done just about everything at the same time. I want to be a copywriter, love production. I need to move up. TIM: (603) 466-2901. (3/20)

Seek entry-level fulltime position within a record company. For more information call TOM A.: (313) 873-9742. (3/20)

MISCELLANEOUS

Urban Contemporary WVIS-FM/St. Croix, Virgin Islands needs record and compact disc service from all labels. Contact: Joseph Bahr, Box 487, Frederiksted, U.S.V.I. (3/20)

104.9FM, WYWR/Rockford, IL is developing a Jazz program. Seek service from all labels with any Jazz product. ATTN: Michael Ferris, Box 7180, 61126-7180. (3/20)

We need record specialist AM 53 KLCC, a student-operated college radio, features AOR/CHR. ATTN: Brian Rumbaugh PD, LACC, 855 N. Vermont, Los Angeles, CA 90029. (3/20)

R&R Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 831-1100
Alpha
 ATLANTIC STARR "Always"
 SIMPLY RED "The Right Thing"
 SMOKEY ROBINSON "Just To See Her"
 A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting For Me"

Broadcast Programming

John Sheppard (800) 322-9082

Adult Contemporary

GINO VANNELLI "Wild Horses"
 SIMPLY RED "The Right Thing"
 EL DEBARGE "Starlight Express"

Modern Country

LYLE LOVETT "God Will"
 SHOOTERS "They Only Come Out At Night"
 STEVE EARLE "Goodbye's All We've Got Left"
 SOUTHERN PACIFIC "Don't Let Go Of My Heart"

Century 21

Greg Stephens (214) 934-2121

The Z Format

DONNA ALLEN "Serious"
 MADONNA "La Isla Bonita"
 U2 "With Or Without You"
 ROBERT CRAY BAND "Smoking Gun"
 NIGHT RANGER "The Secret Of My Success"
 CHICAGO "If She Would Have Been Faithful"

The AC Format

KENNY G "Songbird"
 LIONEL RITCHIE "Se La"
 MADONNA "La Isla Bonita"
 CHICAGO "If She Would Have Been Faithful"
 JENNIFER WARNES "First We Take Manhattan"
 ANITA BAKER "Same Ole Love (365 Days A Year)"

Super-Country

DESERT ROSE BAND "Ashes Of Love"
 CHARLY McCLAIN "Don't Touch Me There"
 BRUCE HORNSBY & THE RANGE "Mandolin Rain"
 SWEETHEARTS OF THE RODEO "Chains Of Love"
 EDDIE RAVEN "You're Never Too Old For Young Love"
 NITTY GRITTY DIRT BAND "Baby's Got A Hold On Me"
 JOHN SCHNEIDER "Love, You Ain't Seen The Last Of Me"

Concept Productions

Ervin Ichavans (916) 782-7154

CHR
 U2 "With Or Without You"
 FLESH FOR LULU "I Go Crazy"
 BON JOVI "Never Say Goodbye"
 THOMPSON TWINS "Get That Love"
 ROBERT CRAY BAND "Smoking Gun"
 CHICAGO "If She Would Have Been Faithful"

Country

TANYA TUCKER "It's Only Over For You"
 BRUCE HORNSBY & THE RANGE "Mandolin Rain"
 CHARLY PRIDE "Have I Got Some Blues For You"
 JOHN SCHNEIDER "Love, You Ain't Seen The Last Of Me"

AC

LIONEL RITCHIE "Se La"
 ANITA BAKER "Same Ole Love (365 Days A Year)"
 BANGLES "Walking Down Your Street"

CONCEPT PRODUCTIONS

JENNIFER WARNES "First We Take Manhattan"
 L. VANDROSS & G. HINES "There's Nothing Better Than Love"

Drake-Chenault

Joe Pianca (800) 247-3203

XT-40

BOSTON "Can'tcha Say"
 DONNA ALLEN "Serious"
 U2 "With Or Without You"
 MADONNA "La Isla Bonita"
 ROBERT CRAY "Smoking Gun"

Contempo 300

B. JOEL & R. CHARLES "Baby Grand"
 SIMPLY RED "The Right Thing"
 ANITA BAKER "Same Ole Love (365 Days A Year)"
 GREGORY ABBOTT "I Got The Feelin' (It's Over)"

Great American Country

JOHN CONLEE "Domestic Life"
 KEITH WHITLEY "Hard Livin'"
 TANYA TUCKER "It's Only For You"
 SHOOTERS "They Only Come Out At Night"

Media General

Broadcast Services

Bob Duran (901) 320-4433

Action

AMY GRANT "Angels"
 CYNDI LAUPER "What's Going On"
 KENNY LOGGINS "Meet Me Half Way"
 B. JOEL & R. CHARLES "Baby Grand"
 ERIC MARTIN "Everytime I Think Of You"
 ANITA BAKER "Same Ole Love (365 Days A Year)"

Your Country

KEITH WHITLEY "Hard Livin'"
 JANIE FRICKIE "Are You Satisfied"
 CHARLY McCLAIN "Don't Touch Me There"
 ASLEEP AT THE WHEEL "Way Down Texas Way"
 MOE BANDY "Til I'm Too Old To Die Young"
 LOUISE MANDRELL "Do I Have To Say Goodbye"

Hit Rock

MADONNA "La Isla Bonita"
 U2 "With Or Without You"
 BREAKFAST CLUB "Right On Track"
 JODY WATLEY "Looking For A New Love"

Peters Productions, Inc.

George Jones (800) 255-0511

Country Lovin'

JANIE FRICKIE "Are You Satisfied"
 TANYA TUCKER "It's Only Over For You"
 SHOOTERS "They Only Come Out At Night"
 NITTY GRITTY DIRT BAND "Baby's Got A Hold On Me"

The Ultimate AC

B. JOEL & R. CHARLES "Baby Grand"
 CHICAGO "If She Would Have Been Faithful"
 ANITA BAKER "Same Ole Love (365 Days A Year)"

The Programming

Consultants

Steve Perry (800) 343-7807

Stereo Rock

U2 "With Or Without You"
 MADONNA "La Isla Bonita"
 SIMPLY RED "The Right Thing"
 ROBERT CRAY BAND "Smoking Gun"
 B. JOEL & R. CHARLES "Baby Grand"
 CHICAGO "If She Would Have Been Faithful"

AC

SHIRLEY MURDOCK "As We Lay"
 STEVE WINWOOD "The Finer Things"
 SMOKEY ROBINSON "Just To See Her"
 GENESIS "Tonight, Tonight, Tonight"

Country

TANYA TUCKER "It's Only Over For You"
 SOUTHERN PACIFIC "Don't Let Go Of My Heart"
 CHARLEY PRIDE "Have I Got Some Blues For You"
 NITTY GRITTY DIRT BAND "Baby's Got A Hold On Me"

Radio Arts

John Benedetti (818) 841-0225

Country's Best

KEITH WHITLEY "Hard Livin'"
 T.G. SHEPPARD "You're My First Lady"
 ASLEEP AT THE WHEEL "Way Down Texas Way"
 CHARLEY PRIDE "Have I Got Some Blues For You"

Soft Contemporary

KBC BAND "Hold Me"
 ATLANTIC STARR "Always"
 MADONNA "La Isla Bonita"
 B. JOEL & R. CHARLES "Baby Grand"
 JENNIFER WARNES "First We Take Manhattan"
 ANITA BAKER "Same Ole Love (365 Days A Year)"

Sound 10

ANITA BAKER "Same Ole Love (365 Days A Year)"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

KOOL & THE GANG "Stone Love"
 SMOKEY ROBINSON "Just To See Her"

Country Coast-To-Coast

CONWAY TWITTY "Julia"
 JOHN CONLEE "Domestic Life"
 BILLY JOE ROYAL "Old Bridges Burn Slow"

Rock 'N' Hits

FLEETWOOD MAC "Big Love"
 BRYAN ADAMS "Heat Of The Night"
 A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting (For Me)"

Transtar

Adult Contemporary

Mike Tanner (713) 460-6383

JANET JACKSON "Let's Wait Awhile"

Country

Rick Monroe (213) 460-6383

MICHAEL JOHNSON "The Moon Is Still Over Her Shoulder"

COMING SOON
WONNA
freemudrx



RADIO & RECORDS NATIONAL AIRPLAY

BLACK/URBAN

BREAKERS

GAP BAND

Zibble Zibble (Get The Money) (Total Experience/RCA)

71% of our reporting stations on it. Rotations: Heavy 1/0, Medium 21/2, Light 43/22, Total Adds 24 including WWIN-FM, WILD, WDJY, WOWI, WTMP, KDAY, KJLH, XHRM, WPEG, KUKQ. Debuts at number 39.

CAMEO

Back And Forth (Atlanta Artists/PolyGram)

66% of our reporting stations on it. Rotations: Heavy 7/0, Medium 18/10, Light 35/29, Total Adds 39 including WWIN-FM, WBLK, WVEE, K104, WDLA, WEDR, WYLD-FM, WTMP, WGCI, WBLZ, WLUM, XHRM. Debuts at number 37.

JOCELYN BROWN

Ego Maniac (WB)

65% of our reporting stations on it. Rotations: Heavy 6/0, Medium 24/0, Light 29/9, Total Adds 9, KMJM, KJLH, WFXA, WATV, JET94, KIIZ, WDDM, KPRW, WWWW. Debuts at number 36.

GEORGIO

Sexappeal (Motown)

64% of our reporting stations on it. Rotations: Heavy 5/0, Medium 18/1, Light 35/10, Total Adds 11, WUSL, WBLZ, KJLH, WPEG, WQFX, KIIZ, WKGN, KOKY, WLOU, Z103, WKWM. Debuts at number 10.

CHICO DeBARGE

The Girl Next Door (Motown)

64% of our reporting stations on it. Rotations: Heavy 0/0, Medium 29/0, Light 29/6, Total Adds 6, WHUR, WVEE, KMJM, WNHC, WHYZ, KATZ-FM.

NEW & ACTIVE

BLAKE & HINES "Sherry" (Motown) 54/9

Rotations: Heavy 3/0, Medium 20/0, Light 31/9, Total Adds 9, WBLK, WDMT, KDAY, XHRM, WALT, WORL, WXLX, WVOI, KDOK, WFXA, WPEG, WFXC, WJMI, WZAZ, KIIZ, Mediums include: WAMO, WDJY, WDLA, WTMP, WBXM, WGCI, KPRS, KJLH.

FREDDIE JACKSON "I Don't Want To Lose Your Love" (Capitol) 52/30

Rotations: Heavy 3/2, Medium 13/2, Light 36/26, Total Adds 30, WWIN-FM, WILD, WBLK, WDJY, WVEE, WBXM, WBLZ, WDMT, WVKO, WLUM, KJLH, XHRM, WKOK, WATV, Z93, JET94, WKXI, KIIZ, Z16, KOKY, WLOU, WJLS, WDDM, WCIN, WOPR, WKWM, WXLX, KPRW, KDOK, KMXX.

JAMES "D-TRAIN" WILLIAMS "Oh How I Love You (Girl)" (Columbia) 48/9

Rotations: Heavy 2/0, Medium 13/1, Light 33/8, Total Adds 9, WXYV, WVEE, WHRK, WGCI, WDMT, WJIZ, WEKS, WQIM, WWWW, Heavy: WJMI, WLOU, Medium: WBLK, WOWI, WJLB, KMJM, WNHC, WDKX, WKGN, Z16, WJYL, WANM, WXLX, KATZ-FM.

D'BRYAN "Driving Force" (Capitol) 47/5

Rotations: Heavy 0/0, Medium 17/2, Light 30/3, Total Adds 5, WDAS, KJLH, WQMG, WKXI, KKPW, Medium: K104, WEDR, WNHC, WFXA, WPEG, WFXC, WJMI, WZAZ, KIIZ, WBLK, WWMW, WTLX, WXLX, WWWW, KBUZ.

COVER GIRLS "Show Me" (The Fever/Sutra) 46/6

Rotations: Heavy 8/0, Medium 19/2, Light 19/4, Total Adds 6, WBLZ, WATV, WPEG, WBLX, WQIM, KKPW, Heavy: WWIN-FM, WBLZ, WUSL, WBXM, WGCI, KPRS, XHRM, WKGN, Mediums include: WHRK, WOWI, WTMP, WZAK, WLUM, KMJM.

CHUCK STANLEY "Day By Day" (Def Jam/Columbia) 46/9

Rotations: Heavy 0/0, Medium 15/0, Light 30/3, Total Adds 3, KPRS, WDKX, Z93, Heavy: WDAS, Medium: WILD, WBLK, WDLA, WEDR, WZAK, KJLH, WNHC, WJIZ, WENN, WPOQ, WZAZ, Z16, WJLS, WBLX, KHYS.

SHIRLEY MURDOCK "Go On Without You" (Elektra) 44/26

Rotations: Heavy 2/0, Medium 14/3, Light 28/23, Total Adds 26, WILD, WAMO, WVEE, K94, WJLB, KDAY, WNHC, WDKY, WFXA, Z93, WPEG, JET94, WHYZ, WQIS, WLOU, WORL, WPLZ, WDDM, WANM, WCIN, Z103, WXLX, KPRW, WVOI, KDOK, KMXX.

NORWOOD "I Can't Let You Go" (MCA) 41/14

Rotations: Heavy 1/0, Medium 4/0, Light 38/14, Total Adds 14, WXYV, WBLK, WVEE, WDKX, WATV, JET94, WQFX, Z16, WBLX, KPRW, KATZ-FM, WVOI, KBLZ, KDOK, Heavy: WTMP, Medium: WPAL, WZAZ, WANM, WTLX.

LIONEL RICHIE "Se La" (Motown) 37/37

Rotations: Heavy 0/0, Medium 9/9, Light 28/28, Total Adds 37, WWIN-FM, WBLK, WDAS, WAMO, WHUR, K94, WOWI, WTMP, WBXM, WBLZ, WZAK, KPRS, WLUM, XHRM, WJIZ, WFXA, WKOK, WATV, WENN, WPEG, WQFX, WHYZ, WJMI, KJCB, Z16, WLOU, KHYS, KDOK, WFKI, WANM, WTLX, WXLX, KPRW, WBLZ, KDOK, KMXX, KKPW.

ROBE ROYCE "Lonely Road" (Omni/Atlantic) 36/5

Rotations: Heavy 0/0, Medium 13/0, Light 23/5, Total Adds 5, KMJM, WENN, WQFX, WJMI, WQIM, Medium: WILD, WDAS, WAMO, WYLD-FM, KPRS, WJIZ, WZAZ, WJLS, WBLX, KDOK, WTLX, WWWW, KATZ-FM.

ORAN JUICE JONES "Here I Go Again" (Def Jam/Columbia) 36/3

Rotations: Heavy 0/0, Medium 9/0, Light 27/3, Total Adds 3, WWIN-FM, WYLD-FM, WOPR, Medium: WDAS, WDJY, WEDR, WENN, WPEG, WBLK, KHYS, KDOK, WXLX.

LUTHER INGRAM "Don't Turn Around" (Profile) 35/2

Rotations: Heavy 0/0, Medium 18/0, Light 17/2, Total Adds 2, KQXL, WQIM, Medium: WDLA, WEDR, WTMP, WZAK, KPRS, WKOK, WATV, WENN, WPAL, WFXC, WQFX, WKXI, WZAZ, KJCB, WQIS, KHYS, WANM, WTLX.

AL GREEN "Everything's Gonna Be Alright" (A&M) 32/14

Rotations: Heavy 0/0, Medium 6/0, Light 26/12, Total Adds 2, WILD, WBLK, WAMO, WHUR, WNHC, WEKS, JET94, WHYZ, WZAZ, WDDM, WCIN, WOPR, WJLA, WVOI, Medium: WTMP, WJLB, WDKX, WANM.

CLAUDIA BARRY "Can't You Feel My Heart Beat" (Epic) 32/8

Rotations: Heavy 0/0, Medium 5/1, Light 27/7, Total Adds 8, WBLK, WAMO, WBXM, WGCI, WZAK, WKND, WKOK, WTLX, Medium: WTMP, WDKX, KOKY, KHYS.

TRINERE "They're Playing Our Song" (Jampacked) 32/2

Rotations: Heavy 1/0, Medium 12/0, Light 19/2, Total Adds 2, K94, WCIN, Heavy: WEDR, Medium: WJLB, WLUM, KDAY, WENN, WJMI, WKXI, WKGN, WJPI, KHYS, WKDM, WTLX, WXLX.

MANTRONIX "Who Is It" (Sleeping Bag) 29/5

Rotations: Heavy 0/0, Medium 8/0, Light 21/5, Total Adds 5, WOWI, WBXM, WJIZ, WENN, KDOK, Medium: WWIN-FM, WXYV, WDLA, KQXL, WKOK, WQFX, WQIS, WTLX.

MANHATTANS "All I Need" (Columbia) 27/16

Rotations: Heavy 0/0, Medium 4/1, Light 23/15, Total Adds 16, WDAS, K104, WEDR, WLUM, WNHC, WJIZ, KQXL, JET94, WFXC, WKXI, KIIZ, WBLX, WQIM, WANM, WTLX, WWWW, Medium: WTMP, WZAK, WKOK.

MOST ADDED

CAMEO (39)
LIONEL RICHIE (37)
FREDDIE JACKSON (30)
SHIRLEY MURDOCK (26)
ISLEY JASPER ISLEY (25)
GAP BAND (24)
MANHATTANS (16)
MELBA MOORE (16)

HOTTEST

JOEY WATLEY (65)
CLUB NOUVEAU (64)
SHEILA E (39)
PRINCE (38)
KOOL & THE GANG (34)
HERB ALBERT (24)
ONE WAY (23)
MADHOUSE (22)
SYSTEM (12)
LUTHER VANROSS I/G. HINES (11)

GRANDMASTER FLASH "U Know What Time It Is" (Elektra) 27/3

Rotations: Heavy 1/0, Medium 9/0, Light 17/3, Total Adds 3, WGCI, WZAK, KDOKS, Heavy: WDJY, Medium: K104, KMJQ, WEDR, WBXM, KPRS, KDAY, KSOL, WJIZ, WANM.

MESHAY "Climbing The Wall" (Superstar Int'l) 26/2

Rotations: Heavy 2/1, Medium 11/0, Light 13/1, Total Adds 2, WVEE, WZAZ, Heavy: WTLX, Medium: WDLA, WTMP, KPRS, WJIZ, WEKS, WPAL, WFXC, WKXI, WBLX, KHYS, WWWW.

RUE "I Need Your Loving" (Asina) 26/2

Rotations: Heavy 0/0, Medium 6/0, Light 20/2, Total Adds 2, WATV, WQIS, Medium: KPRS, WJIZ, WFXC, WBLX, KDOKS, WWWW.

ISLEY JASPER ISLEY "8th Wonder Of The World" (CBS Associated) 25/25

Rotations: Heavy 0/0, Medium 3/3, Light 22/22, Total Adds 25, WBLK, WAMO, K104, WDLA, WHRK, WYLD-FM, WOWI, WTMP, WDMT, XHRM, WDKX, WEKS, WATV, WENN, WPAL, WFXC, WKXI, KJCB, Z16, WQIS, WALT, KHYS, WTLX, WXLX, KBUZ.

SIGNIFICANT ACTION

DAVID SANBORN "Chicago Song" (WB) 24/14

Rotations: Heavy 0/0, Medium 3/1, Light 21/13, Total Adds 14, WDAS, WDLA, WHRK, WYLD-FM, WOWI, WTMP, WDMT, WZAK, KPRS, KMJM, WEKS, Z93, KATZ-FM, KDOK, Medium: OC104, WANM.

PICTURE PERFECT "Prove It Boy" (Atlantic) 23/6

Rotations: Heavy 0/0, Medium 6/0, Light 17/6, Total Adds 6, WHRK, WDKX, WFXC, Z16, KOKY, KBUZ, Medium: WILD, WDAS, WTMP, WZAK, WZAZ, WTLX.

PHIL FEARON "Ain't Nothin' But A Houseparty" (Cool Tempo/Chrysalis) 23/5

Rotations: Heavy 0/0, Medium 3/1, Light 20/4, Total Adds 5, WTMP, WPAL, WKGN, KOKY, WBLX, Medium: WAMO, WTLX.

LIVING PROOF "Hold On To Your Dreams" (Fantasy) 23/2

Rotations: Heavy 0/0, Medium 1/0, Light 22/2, Total Adds 2, WZAK, WKXI, Medium: WFXC.

CYRE "Last Chance" (Fresh/Sleeping Bag) 21/7

Rotations: Heavy 0/0, Medium 3/0, Light 18/7, Total Adds 7, WUSL, WATV, WPAL, Z93, WFXC, WZAZ, WANM, Medium: KQXL, WKOK, WQIS.

CONWAY BROTHERS "I Can't Fight It" (Ichiban) 21/5

Rotations: Heavy 0/0, Medium 2/1, Light 19/4, Total Adds 5, WDAS, WHUR, WEDR, WEKS, WLOU, Medium: WZAZ.

FIRST CIRCLE "Working Up A Sweat" (EMI America) 20/2

Rotations: Heavy 1/0, Medium 9/0, Light 10/2, Total Adds 2, KPRS, OC104, Heavy: WCIN, Medium: WWIN-FM, WXYV, WUSL, WHUR, WOWI, WBXM, WGCI, WPNH, WXLX.

EL DEBARGE "Starlight Express" (MCA) 19/5

Rotations: Heavy 0/0, Medium 4/0, Light 15/5, Total Adds 5, WEDR, WQFX, KOKY, WLOU, KBUZ, Medium: WFXA, WJMI, KPRW, WVOI.

EGYPTIAN LOVER "Freakaholic" (Egyptian Empire) 18/2

Rotations: Heavy 1/0, Medium 2/0, Light 15/2, Total Adds 2, WKXI, WZAZ, Heavy: KDAY, Medium: K104, WEDR.

NAJEE "Feel So Good To Me" (EMI America) 17/4

Rotations: Heavy 0/0, Medium 3/1, Light 14/3, Total Adds 4, WLUM, WALT, KHYS, KATZ-FM, Medium: WQFX, Z16.

BARBARA ROY "Gonna Put Up A Fight" (RCA) 16/5

Rotations: Heavy 0/0, Medium 1/0, Light 13/3, Total Adds 5, WILD, WAMO, WDMT, KOKY, KHYS, Medium: WNHC.

ZEE "Madness" (Warlock) 16/4

Rotations: Heavy 0/0, Medium 2/0, Light 15/4, Total Adds 4, WDLA, WJIZ, WFXC, KUKQ, Medium: WXYV.

SALT & PEPA "My Mike Sounds Nice" (Next Plateau) 16/1

Rotations: Heavy 0/0, Medium 2/0, Light 14/1, Total Adds 1, WTLX, Medium: KDAY, WPAL.

BEAU WILLIAMS "All Because Of You" (Capitol) 15/3

Rotations: Heavy 0/0, Medium 4/0, Light 11/3, Total Adds 3, WPAL, WQFX, WQIM, Medium: KMJQ, WYLD-FM, WJIZ, Z16.

SUGAR BABES "We Rock The Beat" (MCA) 14/1

Rotations: Heavy 0/0, Medium 4/1, Light 10/0, Total Adds 1, KOKY, Medium: WYLD-FM, KDAY, WJMI.

LAKESIDE "Relationship" (Solar/Capitol) 13/8

Rotations: Heavy 0/0, Medium 1/1, Light 12/7, Total Adds 8, K104, WEDR, WEKS, KDOKS, WTLX, WWWW, WVOI, KMXX.

TONY DESHAWN "Real Lover" (Amazon) 13/2

Rotations: Heavy 0/0, Medium 3/0, Light 10/2, Total Adds 2, WKOK, WTLX, Medium: WJIZ, KQXL, WZAZ.

RAY, GOODMAN, & BROWN "Celebrate Our Love" (EMI America) 12/12

Rotations: Heavy 0/0, Medium 0/0, Light 12/12, Total Adds 12, K104, WYLD-FM, WJLS, WKOK, KJCB, Z16, KDOKS, WKWM, WTLX, WXLX, WVOI, KBUZ.

SINITTA "Feels Like The First Time" (Omni/Atlantic) 12/7

Rotations: Heavy 0/0, Medium 1/1, Light 11/6, Total Adds 7, WDLA, WJIZ, WKOK, WPAL, WKXI, WZAZ, KUKQ.

SIMPLY RED "The Right Thing" (Elektra) 12/3

Rotations: Heavy 1/0, Medium 4/0, Light 7/3, Total Adds 3, WFXA, WXLX, KPRW, Heavy: WJMI, Medium: OC104, WQMG, WQFX, KMXX.

BABYFACE "Lovers" (Solar/Capitol) 11/4

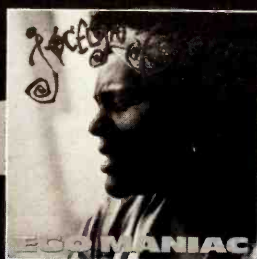
Rotations: Heavy 0/0, Medium 3/1, Light 8/3, Total Adds 4, WILD, WZAK, WLOU, WTLX, Medium: KMJQ, WWWW.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

Jocelyn Brown

IS THE CENTER OF
ATTENTION WITH
"EGO MANIAC"

BREAKER



THE HOT SINGLE
FROM THE
FORTHCOMING
A L B U M
**ONE FROM
THE HEART**

Catch Jocelyn Brown's "Ego Maniac"
Video Now Playing on B.E.T.!



1987 Warner Bros. Records Inc.

**DON'T IGNORE THESE
SHOW-OFF CUTS!**

**THE JEFF LORBER BAND
FEATURING KARYN WHITE
"TRUE CONFESSIONS"**

**DAVID SANBORN
"CHICAGO SONG"**

AKUMA AD & OS

EAST

WXY/Baltimore
Roy Sampson
ANITA BAKER
JEFF LOWMEYER
LILLO THOMAS
BLOW NONKEYS
BLOW NONKEYS
D TRAIN
NORWOOD
BREAKFAST CLUB
Hottelet:
CLUB NOUVEAU
JODY WATLEY
MADHOUSE
PRINCE

WVW/FM/Baltimore
Don Brooks
CAMO
FREDDIE JACKSON
ONE WAY
SURFACE
GAP BAND
BOS BAND
OSAN JUIE JONES
LIONEL RICHIE
HOTTELET:
JOCELYN BROWN
COVER GIRLS
PRINCE
STARPOINT
JODY WATLEY

WILD/Booth
Erny Smith
BARBARA BOY
SHIRLEY MURDOCK
AL GREEN
FREDDIE JACKSON
CAMO
GAP BAND
COMPANY B
BARYFACE
FIVE STAR
Hottelet:
CLUB NOUVEAU
JODY WATLEY
ATLANTIC STARR
CAMO
PRINCE

WBLK/Bufalo
Ray Anthony
CAMO
GRACE JONES
FREDDIE JACKSON
ATLANTIC STARR
HOT TAIL
NORWOOD
BLAKE & HINES
CLAUDEA BARRY
ISLEY JASPER ISLE
PEGGY BUE
LIONEL RICHIE
AL GREEN
Hottelet:
PRINCE
JODY WATLEY
LILLO THOMAS
CLUB NOUVEAU
LUTHER VANDROSS
JODY WATLEY

WKND/Hartford
Jordan/McLean
CAMO
CLAUDEA BARRY
FRANKLIN & MICHAEL
ATLANTIC STARR
Hottelet:
JODY WATLEY
CLUB NOUVEAU
STARPOINT
JOCELYN BROWN
SHIRLEY E

WNHC/New Haven
David Dickerson
MELBA MOORE
AL GREEN
CAMO
MANHATTANS
SHIRLEY MURDOCK
MIKI HOWARD
KENNY G
CHICO DEBARGE
Hottelet:
SHEILA E
BAINY DAVIS
CLUB NOUVEAU
ONE WAY
KOO & THE GANG

WKX/Rochester
Andre Marcal
CAMO
GAP BAND
ISLEY JASPER ISLE
KENNY G
NORWOOD
CHUCK STANLEY
PICTURE PERFECT
SHIRLEY MURDOCK
Hottelet:
JODY WATLEY
PRINCE
LUTHER VANDROSS
FRANKLIN & MICHAEL
ATLANTIC STARR
STARPOINT
JOCELYN BROWN
SHIRLEY E

WNHC/New Haven
David Dickerson
MELBA MOORE
AL GREEN
CAMO
MANHATTANS
SHIRLEY MURDOCK
MIKI HOWARD
KENNY G
CHICO DEBARGE
Hottelet:
SHEILA E
BAINY DAVIS
CLUB NOUVEAU
ONE WAY
KOO & THE GANG

WKX/Rochester
Andre Marcal
CAMO
GAP BAND
ISLEY JASPER ISLE
KENNY G
NORWOOD
CHUCK STANLEY
PICTURE PERFECT
SHIRLEY MURDOCK
Hottelet:
JODY WATLEY
PRINCE
LUTHER VANDROSS
FRANKLIN & MICHAEL
ATLANTIC STARR
STARPOINT
JOCELYN BROWN
SHIRLEY E

SOUTH

WJZ/Albany
Tony Wright
LIONEL RICHIE
MANHATTANS
D TRAIN
PATRICK RISHEN
SINITYA
SANDY TORANO
Hottelet:
PULL PORCE
ROSE BROTHERS
MADHOUSE
JODY WATLEY
SHEILA E
PRINCE

WWS/Atlanta
Mach Faulner
CAMO
GEORGIO
ATLANTIC STARR
CYRE
Hottelet:
D TRAIN
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
COMPANY B
AL GREEN
ROSE BROTHERS
DAVID SANBORN
JY
Hottelet:
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Atlanta
Ray Ford
CAMO
FREDDIE JACKSON
CHICO DEBARGE
SHIRLEY MURDOCK
WAMON/Anthony
WAMON/Anthony
SHIRLEY MURDOCK
LIONEL RICHIE
CLAUDEA BARRY
CYNDI LAUPER
BARBARA BOY
AL GREEN
CAMO
GRACE JONES
FREDDIE JACKSON
ATLANTIC STARR
HOT TAIL
NORWOOD
BLAKE & HINES
CLAUDEA BARRY
ISLEY JASPER ISLE
PEGGY BUE
LIONEL RICHIE
AL GREEN
Hottelet:
PRINCE
JODY WATLEY
LILLO THOMAS
CLUB NOUVEAU
LUTHER VANDROSS
JODY WATLEY

WKX/Rochester
Andre Marcal
CAMO
GAP BAND
ISLEY JASPER ISLE
KENNY G
NORWOOD
CHUCK STANLEY
PICTURE PERFECT
SHIRLEY MURDOCK
Hottelet:
JODY WATLEY
PRINCE
LUTHER VANDROSS
FRANKLIN & MICHAEL
ATLANTIC STARR
STARPOINT
JOCELYN BROWN
SHIRLEY E

WNHC/New Haven
David Dickerson
MELBA MOORE
AL GREEN
CAMO
MANHATTANS
SHIRLEY MURDOCK
MIKI HOWARD
KENNY G
CHICO DEBARGE
Hottelet:
SHEILA E
BAINY DAVIS
CLUB NOUVEAU
ONE WAY
KOO & THE GANG

WKX/Rochester
Andre Marcal
CAMO
GAP BAND
ISLEY JASPER ISLE
KENNY G
NORWOOD
CHUCK STANLEY
PICTURE PERFECT
SHIRLEY MURDOCK
Hottelet:
JODY WATLEY
PRINCE
LUTHER VANDROSS
FRANKLIN & MICHAEL
ATLANTIC STARR
STARPOINT
JOCELYN BROWN
SHIRLEY E

MIDWEST

K104/Dallas
Tarr Avery
CAMO
KOO & THE GANG
LAKESIDE
MANHATTANS
RAY GOODMAN & BR
WHITFIELD
Hottelet:
ANITA BAKER
CLUB NOUVEAU
LUTHER VANDROSS
CLUB NOUVEAU
DOC HOLLIDAS

WFCX/Durham
Doc Hollidas
GAP BAND
LIONEL RICHIE
CYRE
MANHATTANS
SEE
PICTURE PERFECT
ISLEY JASPER ISLE
MASTERS OF CERIMHO
CLUB NOUVEAU
SHEILA E
HOTTELET:
JODY WATLEY
MADHOUSE
SYSTEM

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

MIDWEST

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

MIDWEST

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

MIDWEST

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WEST

KOKO/Denver
Danny Harris
READY FOR THE WOR
LIONEL RICHIE
DAVID SANBORN
NORWOOD
FREDDIE JACKSON
SHIRLEY MURDOCK
BLAKE & HINES
Hottelet:
SHEILA E
BAINY DAVIS
CLUB NOUVEAU
ONE WAY
KOO & THE GANG

KDYL/Los Angeles
Patterson/Clark
SHIRLEY MURDOCK
SURFACE
ATLANTIC STARR
BUNNY DEBARGE
SYSTEM
HOTTELET:
GREGTO BOYS
BLAKE & HINES
GAP BAND
HOTTELET:
BLIE
JODY WATLEY
CLUB NOUVEAU
ONE WAY
HERB ALPERT
HOTTELET:
JODY WATLEY
PRINCE

KJL/Los Angeles
Winston/Tomas
GAP BAND
JOCELYN BROWN
FREDDIE JACKSON
O'BRYAN
GEORGIO
HOTTELET:
SHEILA E
JODY WATLEY
HERB ALPERT
SURFACE
PRINCE

KUKQ/Phoenix
Hamilin/Thomas
ZEZ
Hottelet:
JANET JACKSON
COMPANY B
SINITYA
GEORGIO
HOTTELET:
JODY WATLEY
CLUB NOUVEAU
LOOSE DINDS
BONNIE RAY
PRINCE

XHRM/San Diego
L.D. McCollum
MIKI HOWARD
FREDDIE JACKSON
GAP BAND
CAMO
LIONEL RICHIE
ISLEY JASPER ISLE
BLAKE & HINES
HOTTELET:
NICE & WILD
CLUB NOUVEAU
SHEILA E
JODY WATLEY
FRANKLIN & MICHAEL

KSOJ/San Francisco
Robinson/Moody
none
Hottelet:
JANET JACKSON
TIMMY SOCIAL CLUB
LIONEL RICHIE
JETS
SURFACE
LIONEL RICHIE
O'BRYAN
COVER GIRLS
CHUCK STANLEY
HOTTELET:
HERB ALPERT
PRINCE
MILLIE SCOTT
ONE WAY

KPMJ/Tucson
Ricky Blake
SURFACE
LIONEL RICHIE
O'BRYAN
COVER GIRLS
CHUCK STANLEY
HOTTELET:
HERB ALPERT
PRINCE
MILLIE SCOTT
ONE WAY

KMUJ/Houston
Atkins/Michaels
none
Hottelet:
SHEILA E
CLUB NOUVEAU
MADHOUSE
SYSTEM
JODY WATLEY
CLUB NOUVEAU
LUTHER VANDROSS
FRANKLIN & MICHAEL

WKXU/Jackson
Carl Haynes
CAMO
LIONEL RICHIE
ROSE ROYCE
HOTTELET:
JOCELYN BROWN
MILLIE SCOTT
JODY WATLEY
ATLANTIC STARR
FRANKLIN & MICHAEL

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

WVWC/Birmingham
Ron January
CAMO
NORWOOD
RUE
CYRE
ISLEY JASPER ISLE
LIONEL RICHIE
JOCELYN BROWN
COVER GIRLS
CHUCK STANLEY
CLUB NOUVEAU
KOO & THE GANG
ATLANTIC STARR
FRANKLIN & MICHAEL
LILLO THOMAS
HOTTELET:
SHEILA E
CHUCK STANLEY
MADHOUSE
PRINCE

91 Total Stations
85 Current Reports

The following stations called in
from playlists this week:
KDLZ/Ft. Worth, KMJQ/Houston,
WPDQ/Jacksonville, WJYL/Louisville,
WQKQ/Nashville, KSOJ/San Francisco.



©1991 POLYGRAM RECORDS INC.

There Is A **"Stone Love"**
 Between
Kool & The Gang
 And **Black/Urban**
Radio That Will Last
"Forever"



ALBUM (830 398-1)

LATEST SINGLE BB: 8*
"STONE LOVE": BRE: 4*
(888 292-7) CASHBOX: 9*

R&R: 4
IMPACT: 6*
RAPPER: 10*

AVAILABLE ON COMPACT DISC & CASSETTE

Mercury Label and Symbols by
PolyGram Records



RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY CHRISTIAN

TOP 20

MARCH 20, 1987

Table with 5 columns: Rank, Artist, Title, Weeks, and a numerical score. Top entry: DENIECE WILLIAMS with SANDI PATTI/They Say (Sparrow) 320 29 3 0.

MOST ADDED

- GAITHER VOCAL BAND (16) PRISM (14) RICH MULLINS (13) MICHAEL CARD (10) DION (10) WHITE HEART (10) FARRELL & FARRELL (9)

HOTTEST

- D. WILLIAMS w/S. PATTI (17) LARNELE HARRIS (15) KIM BOYCE (14) BENNY HESTER (11) STEVE GREEN (9) IMPERIALS (9) GAITHER VOCAL BAND (7)

JIM MURRAY "Christians Arise" (DaySpring) 11/5
RICH MULLINS "A Home Sweet Home" (Home Sweet Home) 7/5
MICHAEL CARD "The Final Word" (Sparrow) 10/10
STEVE CAMP "Foolish Things" (Sparrow) 10/2
MORGAN CRYAR "Sibbling Rivalry" (Star Song) 10/1
PETRA "King's Ransom" (Star Song) 10/1
DAVID & THE GIANTS "Why" (Myrrh) 9/8
PAUL SMITH "Let Love Happen To You" (DaySpring) 9/1
FIRST CALL "Step Of Faith" (DaySpring) 8/3
TAMI GUNDEN "If You Could See My Heart" (Home Sweet Home) 7/5
DeGARMO & KEY "Inside Out" (Power Discs/Cap) 7/3
KEITH THOMAS with DONNA McELROY "Home Away From Home" (DaySpring) 7/1
BILLY & SARAH GAINES "You Are Faithful" (Benson) 7/1
GLENN GARRETT "There's A Redeemer" (Greentree) 7/1

BREAKERS

DAVID MARTIN
You're To Blame (Greentree)

68% of our reporters on it. Rotations: Heavy 8, Medium 13, Light 2, Total Adds 7, WZZD, WCFL, WXIR, WFOM, WHLO, KCNW, WGFT. Debuts at number 12.

GAITHER VOCAL BAND
Can't Stop Talking About Him (Word)

62% of our reporters on it. Rotations: Heavy 9, Medium 8, Light 4, Total Adds 16 including WWDJ, WCFL, WRFD, WMUZ, WXIR, WCBW, KCMS. Debuts at number 13.

FARRELL & FARRELL
People All Over The World (Star Song)

53% of our reporters on it. Rotations: Heavy 12, Medium 4, Light 2, Total Adds 9, WXRI, WCIV, WRFD, WMUZ, WXIR, WCBW, WLIX, WIOV, WABS. Debuts at number 15.

GLAD
All The World Should Know (Greentree)

50% of our reporters on it. Rotations: Heavy 3, Medium 6, Light 8, Total Adds 8, WWDJ, WZZD, WCIE, WXIR, KCMS, WABS, KWKY, KDAR. Debuts at number 19.

NEW & ACTIVE

DION "You Need A Love" (DaySpring) 16/10

Rotations: Heavy 0, Medium 6, Light 10, Total Adds 10, WWDJ, WXRI, WCIE, WCFL, WRFD, WCBW, WJTL, WHLO, KWKY, KDAR. Medium including WZZD, KKRE. Light including WPIT, KSBJ, WFOM, WCM.

PAM MARK HALL "What Can I Do" (Reunion) 16/5

Rotations: Heavy 5/0, Medium 4/1, Light 7/4, Total Adds 5, WWDJ, WHLO, WCBW, KWKY. Heavy: WCIE, WJYP, KWKY, KERI, KDAR. Medium including WCBW, WJTL, WLIX. Light including KSBJ, WXLN, WCM.

PRISM "This Little Light" (Reunion) 14/14

Rotations: Heavy 0, Medium 11/1, Light 3/3, Total Adds 14, WRFD, WMUZ, WCBW, KCMS, WLIX, WFOM, WHLO, WCM, WCRN, KWKY, KCNW, KKRE, KLYN, KDAR.

RICH MULLINS "Verge Of Miracle" (Reunion) 14/13

Rotations: Heavy 0, Medium 11/10, Light 3/3, Total Adds 13, WCFL, WMUZ, WCBW, WLIX, WIOV, WFOM, WCM, WCRN, KWKY, WGFT, KERI, KKRE, KRDS. Medium including WHLO.

GEDDF MOORE "Obey" (Power Discs) 14/5

Rotations: Heavy 4/0, Medium 7/3, Light 3/2, Total Adds 5, WABS, WCTN, WCM, KCNW, KDAR. Heavy: WMUZ, WIOV, WCRN, WCRM. Medium including WXRI, WCBW, WJTL, KERI. Light including WWDJ.

ROBY DUKE "Can't Let You Go" (Good News) 14/1

Rotations: Heavy 8/0, Medium 6/1, Light 0, Total Adds 1, WZZD. Heavy: WPIT, KYMS, KCMS, WABS, WXLN, WGFT, KERI, KDAR. Medium including WCIE, WXIR, WJYP, KWKY, KRDS.

SOLVEIG LEITHAUG "Lonely Prayer" (DaySpring) 13/5

Rotations: Heavy 6/1, Medium 4/2, Light 3/2, Total Adds 5, WCIE, WCFL, WCBW, KERI, KLYN. Heavy including WXRI, WLIX, WCRN, WCRM, KDAR. Medium including WMUZ, KKRE. Light including WPIT.

KATHY TROCCELL "I'm Only" (Reunion) 13/3

Rotations: Heavy 3/1, Medium 5/1, Light 1/1, Total Adds 3, WCFL, KCMS, WCRM. Heavy including WCIE, WJTL, Medium including WWDJ, WMUZ, WIOV, KWKY, KERI, KLYN, KDAR, KRDS.

SHEILA WALSH "Big Boy Now" (Myrrh) 13/1

Rotations: Heavy 9/1, Medium 2/0, Light 2/0, Total Adds 1, KCMS. Heavy including WCIE, WJTL, WJYP, WIOV, WGFT, KLYN, KDAR, KRDS. Medium: WRFD, KYMS. Light: KSBJ, WCRM.

BRYAN DUNCAN "Your Everlasting Love" (Light) 12/3

Rotations: Heavy 6/0, Medium 4/2, Light 2/1, Total Adds 3, WCFL, WCTN, WGFT. Heavy: WWDJ, WCFL, KCFO, KYMS, WLJ, KCNW. Medium including WCM, KKRE. Light including WHLO.

DAN PEEK "A New Song" (Greentree) 12/1

Rotations: Heavy 6/0, Medium 5/1, Light 1/0, Total Adds 1, WCIE. Heavy: WRFD, WIOV, WCTN, WXLN, KCNW, KDAR. Medium including WXRI, KCMS, WABS, KLYN, WLIX, KYMS. Light including WJYP.

WHITE HEART "Maybe Today" (Sparrow) 11/10

Rotations: Heavy 2/1, Medium 7/7, Light 2/2, Total Adds 10, WWDJ, WCFL, WCBW, KCMS, WJTL, WHLO, WCM, WCRM, KKRE, KRDS. Heavy including KERI.

REGIONALIZED ADDS & HOTS

Grid of regionalized adds and hot reports for various markets including WFLA, WTVT, WFTS, WWSB, etc.

34 Reporters
29 Current Reports

Five stations failed to report a playlist this week so their rotations were frozen:
KCFO/Tulsa
KSBJ/Houston
KMS/Anahem
WJYP, Charleston
WLXN/Louisville

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

MARCH 20, 1987

Issue Weeks Last Weeks

| Issue | Weeks | Last Weeks | Artist/Title | Label |
|----------------|-------|------------|--|-------|
| 4 | 4 | 2 | 1 GEORGE STRAIT/Ocean Front Property (MCA) | |
| 8 | 6 | 3 | 2 BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb) | |
| 11 | 7 | 5 | 3 WAYLON JENNINGS/Rose In Paradise (MCA) | |
| 5 | 1 | 1 | 4 ALABAMA/"You've Got" The Touch (RCA) | |
| 14 | 8 | 6 | 5 HIGHWAY 101/The Bed You Made For Me (WB) | |
| 15 | 10 | 8 | 6 T. GRAHAM BROWN/Don't Go To Strangers (Capitol) | |
| 18 | 13 | 11 | 7 REBA McENTIRE/Let The Music Lift You Up (MCA) | |
| 21 | 14 | 12 | 8 MICHAEL MARTIN MURPHEY & HOLLY DUNN/A Face In The Crowd (WB) | |
| 16 | 12 | 10 | 9 GEORGE JONES/The Right Left Hand (Epic) | |
| 23 | 17 | 13 | 10 MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA) | |
| 3 | 3 | 4 | 11 GATLIN BROTHERS/Talkin' To The Moon (Columbia) | |
| 24 | 19 | 15 | 12 D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB) | |
| 20 | 15 | 14 | 13 JUDDS/Don't Be Cruel (RCA/Curb) | |
| 28 | 22 | 17 | 14 O'KANES/Can't Stop My Heart From Lovin (Columbia) | |
| 31 | 24 | 18 | 15 OAK RIDGE BOYS/It Takes A Little Rain (MCA) | |
| 27 | 23 | 19 | 16 KATHY MATTEA/You're The Power (Mercury/PG) | |
| 2 | 2 | 7 | 17 STEVE WARINER/Small Town Girl (MCA) | |
| 29 | 25 | 20 | 18 DON WILLIAMS/Senorita (Capitol) | |
| 33 | 28 | 22 | 19 STEVE EARLE/Goodbye's All We've Got Left (MCA) | |
| 1 | 5 | 9 | 20 KENNY ROGERS/Twenty Years Ago (RCA) | |
| 32 | 29 | 23 | 21 SHOOTERS/They Only Come Out At Night (Epic) | |
| 35 | 30 | 24 | 22 JUDY RODMAN/Girls Ride Horses Too (MTM) | |
| 45 | 37 | 26 | 23 CONWAY TWITTY/Julia (MCA) | |
| — | 42 | 28 | 24 DAN SEALS/It Will Be There (EMI America) | |
| 49 | 39 | 30 | 25 JOHN CONLEE/Domestic Life (Columbia) | |
| 46 | 41 | 35 | 26 GARY MORRIS/Plain Brown Wrapper (WB) | |
| 39 | 33 | 29 | 27 GIRLS NEXT DOOR/Walk Me In The Rain (MTM) | |
| 42 | 36 | 31 | 28 PAKE McENTIRE/Heart Vs. Heart (RCA) | |
| 43 | 38 | 32 | 29 BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America) | |
| 6 | 9 | 16 | 30 RESTLESS HEART/It'll Still Be Loving You (RCA) | |
| — | 44 | 37 | 31 FORESTER SISTERS/Too Many Rivers (WB) | |
| 44 | 40 | 36 | 32 HANK WILLIAMS JR./When Something Is Good (WB/Curb) | |
| 48 | 43 | 38 | 33 LYLE LOVETT/God Will (MCA/Curb) | |
| 38 | 35 | 33 | 34 RICKY SKAGGS/I Wonder If I Care As Much (Epic) | |
| 10 | 11 | 21 | 35 JOHN SCHNEIDER/Take The Long Way Home (MCA) | |
| 12 | 16 | 25 | 36 STATLER BROTHERS/Forever (Mercury/PG) | |
| 47 | 45 | 41 | 37 DAVID ALLAN COE/Need A Little Time Off For Bad Behavior (Columbia) | |
| BREAKER | — | — | 38 KEITH WHITLEY/Hard Livin' (RCA) | |
| — | 49 | 42 | 39 MOE BANDY/Till I'm Too Old To Die Young (MCA/Curb) | |
| — | — | 47 | 40 LOUISE MANDRELL/Do I Have To Say Goodbye (RCA) | |
| DEBUT | — | — | 41 NITTY GRITTY DIRT BAND/Baby's Got A Hold On Me (WB) | |
| 9 | 21 | 27 | 42 SKO/Baby's Got A New Baby (MTM) | |
| — | — | 58 | 43 CHARLY McCLAIN/Don't Touch Me There (Epic) | |
| DEBUT | — | — | 44 JANIE FRICKIE/Are You Satisfied (Columbia) | |
| DEBUT | — | — | 45 ASLEEP AT THE WHEEL/Way Down Texas Way (Epic) | |
| DEBUT | — | — | 46 CHARLEY PRIDE/Have I Got Some Blues For You (16th Ave./Capitol) | |
| DEBUT | — | — | 47 T.G. SHEPPARD/You're My First Lady (Columbia) | |
| DEBUT | — | — | 48 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA) | |
| 19 | 18 | 34 | 49 TOM WOPAT/Rock And Roll Of Love (EMI America) | |
| DEBUT | — | — | 50 WILLIE NELSON/Heart Of Gold (Columbia) | |

| Total Reports/Adds | Heavy | Medium | Light |
|--------------------|-------|--------|-------|
| 160/1 | 143 | 11 | 6 |
| 160/0 | 141 | 16 | 3 |
| 160/0 | 134 | 24 | 2 |
| 151/0 | 130 | 19 | 2 |
| 160/0 | 119 | 36 | 5 |
| 160/0 | 119 | 38 | 3 |
| 159/1 | 103 | 51 | 5 |
| 158/1 | 88 | 65 | 5 |
| 144/3 | 94 | 44 | 6 |
| 158/2 | 77 | 76 | 5 |
| 144/0 | 86 | 36 | 22 |
| 158/3 | 52 | 101 | 5 |
| 149/0 | 74 | 61 | 14 |
| 153/4 | 46 | 89 | 18 |
| 155/1 | 25 | 115 | 15 |
| 152/7 | 33 | 100 | 19 |
| 135/0 | 76 | 40 | 19 |
| 129/3 | 36 | 77 | 16 |
| 141/4 | 22 | 93 | 26 |
| 133/0 | 81 | 28 | 24 |
| 139/7 | 16 | 90 | 33 |
| 146/10 | 12 | 94 | 40 |
| 145/12 | 5 | 97 | 43 |
| 150/13 | 4 | 91 | 55 |
| 137/13 | 10 | 73 | 54 |
| 132/17 | 3 | 75 | 54 |
| 121/6 | 15 | 68 | 38 |
| 124/7 | 7 | 77 | 40 |
| 120/10 | 14 | 65 | 41 |
| 84/0 | 30 | 37 | 17 |
| 123/13 | 2 | 63 | 58 |
| 112/7 | 6 | 67 | 39 |
| 113/13 | 4 | 62 | 47 |
| 87/1 | 9 | 53 | 25 |
| 54/0 | 16 | 22 | 16 |
| 56/0 | 15 | 23 | 18 |
| 98/6 | 4 | 49 | 45 |
| 98/22 | 2 | 30 | 66 |
| 88/12 | 2 | 40 | 46 |
| 87/14 | 1 | 32 | 54 |
| 80/53 | 0 | 9 | 71 |
| 41/0 | 12 | 17 | 12 |
| 75/16 | 0 | 28 | 47 |
| 77/19 | 0 | 22 | 55 |
| 64/8 | 4 | 30 | 30 |
| 71/18 | 1 | 26 | 44 |
| 75/31 | 0 | 13 | 62 |
| 70/17 | 0 | 19 | 51 |
| 41/0 | 6 | 27 | 8 |
| 51/13 | 1 | 15 | 35 |

MOST ADDED

- NITTY GRITTY DIRT BAND (53)
- EDDY RAVEN (40)
- T.G. SHEPPARD (31)
- SWEETHEARTS OF THE RODEO (26)
- TANYA TUCKER (24)
- KEITH WHITLEY (22)
- JANIE FRICKIE (19)
- CHARLEY PRIDE (18)
- GARY MORRIS (17)
- BRUCE HORNSBY & THE RANGE (17)

HOTTEST

- GEORGE STRAIT (105)
- BELLAMY BROTHERS (81)
- ALABAMA (76)
- HIGHWAY 101 (65)
- WAYLON JENNINGS (58)
- T. GRAHAM BROWN (44)
- KENNY ROGERS (42)
- GEORGE JONES (31)
- STEVE WARINER (27)

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

KEITH WHITLEY
Hard Livin' (RCA)

On 61% of reporting stations. Rotations: Heavy 2, Medium 30, Light 66, Total Adds 22 including WVAM, WQBE, CHOW, KHEY, WESC, WBHP, KYKX, WKSJ, WSLR, WGARM, KSO, WYNG, KWMT, WTSO, KIOV, WWJO, KYAK, KUUY, KUPL, KSN. Moves 44-38 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are those receiving airplay at 30-59% of the stations. Records in **Significant Action** are receiving airplay at 5-29% of the stations. Records do not have to reach **Breaker** in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve **Breaker** status.

**WE DON'T
MEAN TO
BROADCAST IT,
BUT...**



...THE NEW
**CMA BROADCAST
HANDBOOKS
ARE NOW
AVAILABLE...**

...HERE'S WHAT YOU'LL
FIND INSIDE:

- Programming information and philosophy
- Successful promotion advice and techniques
- Tips on selling Country radio
- Consulting and syndication information
- Facts and resource data on Country Music television
- An excellent reference guide section

BUT THERE'S A CATCH!!!

To acquire this exclusive publication, "FREE OF CHARGE," you must be an active CMA Broadcast Organizational member. In addition to the CMA Handbook, you'll amass numerous other benefits as well. To acquire your station's copy of the handbook and begin receiving other CMA Organizational benefits, write or contact:

CMA Membership Department
PO Box 22259 Seven Music Circle North
Nashville, TN 37202
615-244-2840



RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

MOE BANDY "I'll I'm Too Old To Ole Young" (MCA/Curb) 88/12

Rotations: Heavy 2, Medium 40, Light 46, Total Adds 12, WGNA, WTSV, CHOW, KBUC, WGARFM, WMNI, WFMS, WKCO, KTPK, KIK-FM, KFMS, KALF. Heavy: WDAF, KRRT. Medium: WWSA, KEAN, KASE, WUSY, WQYK, KKCC. Moves 49-42-39 on the Country chart.

LOUISE MANORELL "Do I Have To Say Goodbye" (RCA) 87/14

Rotations: Heavy 1, Medium 32, Light 54, Total Adds 14, WVAW, WTCR, CHOW, WYNN, WXBK, KHEY, WAMZ, WKSJ, WSIX, WMNI, WYNG, WMLL, KGH, KWJ. Heavy: KRKT. Medium: WUSY, WRNS, KTTS. Moves 47-40 on the Country chart.

MITTY GRITTY DIRT BAND "Baby's Got A Hold On Me" (WB) 80/53

Rotations: Heavy 0, Medium 9, Light 71, Total Adds 53 including WCAO, WBOS, WDSY, WWSA, WLK, KPLX, KSSN, WSIX, KJNE, WTOR, WUBE, WGARFM, WFMS, KFKE, WIL, K102, KYGO, KKAT, KMPS, KRPM. Debuts at number 41 on the Country chart.

JANIE FRICKIE "Are You Satisfied" (Columbia) 77/19

Rotations: Heavy 0, Medium 22, Light 55, Total Adds 16, WGNA, WCOOS, KXIX, WESC, WBHP, WPAP, KJNE, WTOR, WKCL, KTRK, KRST, KIK-FM, KYAK, KUGN, KFMS, KWJ, KCCY, KALF, KGA. Debuts at number 44 on the Country chart.

T.G. SHEPPARD "You're My First Lady" (Columbia) 75/31

Rotations: Heavy 0, Medium 13, Light 62, Total Adds 31 including WBOS, WEZL, WUSY, WKLO, WTVY, WBHP, WLWI, WGARFM, WMNI, WAXX, KFKE, WTHI, KRKT, KFDI, KUJY, KFMS, KUPJ, KKAT, KRPM. Debuts at number 47 on the Country chart.

CHARLY McCLAIN "Don't Touch Me There" (Epic) 75/16

Rotations: Heavy 0, Medium 28, Light 47, Total Adds 16, WGNA, WWSA, WYOU, WTCR, WWSA, WXBK, WESC, KSSN, WUSO, WKKO, WKCL, KYAK, KXIX, KUZZ, KUGN, KRMD. Moves 48-43 on the Country chart.

CHARLEY PRIDE "Have I Got Some Blues For You" (16th Avenue/Capitol) 71/18

Rotations: Heavy 1, Medium 26, Light 44, Total Adds 18, WGNA, WRKZ, WTCR, WWSA, KEAN, KSSN, WLWI, WCMG, KJNE, WTOR, KSO, KC-8, KUJY, KUGN, KUPJ, KALF, KSSOP, KGA. Heavy: WDAF. Debuts at number 46 on the Country chart.

BRUCE HORNSBY & THE RANGE "Mandolin Rain" (RCA) 70/17

Rotations: Heavy 0, Medium 19, Light 51, Total Adds 17, WBOS, WIXL, WWSA, WZZK, WESC, KYXK, WGKX, WSIX, WODR, WWWV, WGEF, WMLL, WYNN, WKRT, KZLA, KKAT, KSSOP. Debuts at number 48 on the Country chart.

ASLEEP AT THE WHEEL "Way Down Texas Way" (Epic) 64/8

Rotations: Heavy 4, Medium 30, Light 30, Total Adds 8, WBOS, WAJR, WKSJ, WONE, WFMS, KTRK, KUZZ, KUGN. Heavy: KKK, KBMR, WDAF, WTCM. Medium: KASE, KV00, KFDI, KKCS, KFRE, KTEG, KMCC, KIIM. Debuts at number 45 on the Country chart.

TIM MALCHAK "Colorado Moon" (Alpine) 60/9

Rotations: Heavy 0, Medium 19, Light 41, Total Adds 9, WBOS, WWSA, KEAN, KXIX, WDXE, KBMR, KWMT, KFRE, KGA. Medium: WAJR, KMML, WTVY, WCMG, WYNG, WKLO, KFDI, KKCS, KALF, Light: KSSN, WGARFM, KYGO.

SOUTHERN PACIFIC "Don't Let Go Of My Heart" (WB) 59/14

Rotations: Heavy 1, Medium 15, Light 43, Total Adds 14, WOKO, WRKZ, WAJR, WDSY, WWSA, WEZL, KRMD, WUSO, KFKE, WMLL, KFRE, KALF, KOLQ, KSN. Heavy: KBMR.

EDDY RAVEN "You're Never Too Old For Young Love" (RCA) 54/40

Rotations: Heavy 0, Medium 5, Light 49, Total Adds 40 including WOKO, KASE, WYNN, WRNS, KPLX, KIKK, WAMZ, WCMG, WPAP, KRMD, WQYK, WTOR, WKKO, WAXX, WDW, KVOC, KNAX, KNIX, KTOH, KRPM.

WILLIE NELSON "Heart Of Gold" (Columbia) 51/13

Rotations: Heavy 1, Medium 15, Light 35, Total Adds 13, WBOS, WRKZ, WWSA, WTVY, WDXE, WLWI, WCMG, WPAP, KTTS, WWJO, KTRK, KALF, KOLQ. Heavy: KCCK. Medium: WYOU, KNIX, KUPJ, KIIM. Debuts at number 50 on the Country chart.

JOHN ANDERSON "What's So Different About You" (WB) 49/7

Rotations: Heavy 0, Medium 19, Light 30, Total Adds 7, WTKN, KXIX, WLWI, WKCL, WWJO, KIK-FM, KFMS. Medium: KEAN, KRNY, WEZL, WTVY, KXYX, WDW, KTTS, WTCM, KFDI, KRKT, KMPS.

GENE WATSON "Honky Tonk Crazy" (Epic) 48/11

Rotations: Heavy 0, Medium 17, Light 31, Total Adds 11, WEZL, WKLO, KHEY, WPAP, KSO, WWJO, WTHI, KIK-FM, KYAK, KRWO, KALF. Medium: WLWI, KXYX, KTTS, WTCM, KFDI, KUZZ, KNIX, KTOH, KCKC.

SIGNIFICANT ACTION

BILLY MONTANA & THE LONG SHOTS "Crazy Blue" (WB) 39/13

Rotations: Heavy 0, Medium 4, Light 35, Total Adds 13, KRNY, KHEY, WOKK, KJNE, WAXX, KWMT, KFKE, KTTS, KTRK, KVOI, KRKT, KOLQ, KSSOP. Medium: WGNA, WTCM, KVOC, KTOH.

PATTY LOVELESS "I Did" (MCA) 36/14

Rotations: Heavy 0, Medium 6, Light 30, Total Adds 14, WYOU, KEAN, WTVY, KIKK, WLWI, WPAP, WUSO, WSLR, KWMT, WTCM, KIK-FM, KNAX, KRWO, KQIL. Medium: KYKR, WDAF, KTTS, KFDI, KRKT.

WHITES "There Ain't No Blinds" (MCA/Curb) 36/1

Rotations: Heavy 0, Medium 17, Light 19, Total Adds 1, WWSA. Medium: WYOU, WAJR, WCVR, KRNY, WEZL, WUSY, WTVY, KIKK, WSM, WPAP, KXYX, WQYK, KTTS, WTCM, KRKT, KALF, KTOH.

TANYA TUCKER "It's Only For You" (Capitol) 33/24

Rotations: Heavy 0, Medium 4, Light 29, Total Adds 24, WCVR, WWSA, KRNY, KIKK, WLWI, WSIX, WCMG, WPAP, WQYK, WGEF, WDAF, KTRK, KV00, KRKT, KGH, KVOC, KYGO, KNAX, KRWO, KTOH, KSSOP, KCKC, KMPS.

DESERT ROSE BAND "Ashes Of Love" (MCA/Curb) 32/6

Rotations: Heavy 0, Medium 9, Light 23, Total Adds 6, WAJR, WIXL, WAMZ, KBMR, KGH, KNAX. Medium: WYOU, WXY, KTTS, WTCM, KFDI, KRKT, KTOH. Light: WYI, WOCR, KMML, KASE, WCMG, WDAF, KXYX.

SUZY BOGUSS "I Don't Want To Set The..." (Capitol) 32/4

Rotations: Heavy 0, Medium 9, Light 23, Total Adds 4, WPCR, WWSA, KSSN, KWMT. Medium: WAJR, WKLO, WTVY, WTCM, KFDI, KRKT, KVOC, KIGO, KIIM. Light: WXY, KEAN, KXYX, WDW, KTTS, KQIL, KOLQ.

SWEETHEARTS OF THE ROODEO "Chains Of Gold" (Columbia) 29/26

Rotations: Heavy 0, Medium 5, Light 24, Total Adds 26 including WYRK, WCVR, KRNY, WUSTY, WOKK, WAXX, WMLL, KCJB, WTCM, KRKT, KRST, KUZZ, KGH, KVOC, KKCS, KFRE, KNAX, KNIX, KTOH, KSSOP.

JOHNNY CASH "The Night Hank Williams Came..." (Mercury/PolyGram) 29/9

Rotations: Heavy 0, Medium 7, Light 22, Total Adds 9, KXYX, KSO, WAXX, KFGE, WQYK, WQYK, KTTS, KTRK, KCKC, KGA. Medium: WQYK, WDAF, WTCM, KRKT. Light: WPTV, WTSV, KEAN, KXYX, KV00, KTOH.

DANA McVICKER "I'd Rather Be Crazy" (EMI America) 27/4

Rotations: Heavy 1, Medium 6, Light 20, Total Adds 4, WWSA, KSSN, KV00, KCCY. Heavy: WOKK. Medium: KYKR, WLWI, KRKT, KVOC, KKCS, KIGO.

JEFF STEVENS & THE BULLETS "You're In Love Alone" (Atlantic America) 26/6

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 6, WCAO, WCVR, KIMM, WTVY, WUBE, WTCM. Medium: KYKR, WOV, KFDI, KRKT. Light: WVAW, WQBE, WAJR, KEAN, KRNY, KXYX, KJNE, WTSO, KRWO.

LARRY BODNE "Back In The Swing Of Things Again" (Mercury/PolyGram) 25/6

Rotations: Heavy 0, Medium 8, Light 17, Total Adds 6, WAJR, WEZL, WLWI, KSO, KWMT, KGA. Medium: WYI, KRNY, WTVY, KIKK, KTTS, WTCM, KFDI, KRKT.

JOHNNY PAYCHECK "Come To Me" (Mercury/PolyGram) 25/2

Rotations: Heavy 0, Medium 4, Light 21, Total Adds 6, WCAO, WCVR, KIMM, WTVY, WUBE, WTCM. Medium: WTSV, KEAN, KRNY, WTVY, WLWI, WCMG, KXYX, KFGE, KTTS, WTCM, KALF.

MARTY HAGGARD "Weekend Cowboys" (MTM) 24/6

Rotations: Heavy 0, Medium 4, Light 20, Total Adds 6, WLWI, WLLS, KTTS, KUJY, KNAX. Medium: KRKT, KNIX. Light: WAJR, KJNE, WTCM, KUZZ, KOLQ.

MICKY GILLEY "Full Grown Fool" (Epic) 22/15

Rotations: Heavy 0, Medium 11, Light 14, Total Adds 15, WOKO, WWSA, KLLL, KRMD, WTSO, WDW, KTRK, KV00, KYAK, KUZZ, KVOC, KQIL, KCCY, KTOH, KSSOP.

RODNEY CROWELL "She Loves The Jerk" (Columbia) 20/7

Rotations: Heavy 1, Medium 5, Light 14, Total Adds 7, WLWI, WSIX, WSLR, KFDI, KRKT, KNAX, KRWO. Heavy: WOKK. Medium: WAMZ, KRMD, WQYK.

D.B. McCLINTON "Turn The Music On" (Epic) 18/2

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 2, WYOU, KTTS. Medium: WTVY, KIKK, WKSJ. Light: WAMZ, WSM, WCMG, KXYX, WWWV, WDW.

RAY STEVENS "Can He Love You Half As Much As I" (MCA) 14/0

Rotations: Heavy 0, Medium 4, Light 10, Total Adds 0, WYOU, KYKR, WTCM, KRKT. Light: WTCR, KEAN, KMML, WTVY, KWMT, WDAF, KTRK, KFDI, KFRE, KALF.

JOHN SCHNEIDER "Love, You Ain't Seen The Last Of Me" (MCA) 11/11

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 11, WTSV, WCVR, KRNY, WMLL, KVOC, KKCS, KRWO, KQIL, WTOR, KSSOP.

EARL THOMAS CONLEY "That Was A Close One" (RCA) 10/10

Rotations: Heavy 0, Medium 3, Light 7, Total Adds 10, KRNY, WLK, WUSY, KXIX, KUZZ, KKCS, KFRE, KNIX, KOLQ, KSSOP.

BETH WILLIAMS "Man At The Backdoor" (BGM) 9/1

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, WXYX. Medium: KRKT. Light: WVAW, WCAO, WTVY, KXYX, KJNE, KTTS, KIGO.

KATHY EDGE "I Take The Chance" (NSD) 8/2

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 2, KWMT, KTTS. Light: WTVY, WLWI, KXYX, KSO, KFGE, KFDI.

MICKEY CLARK "When I'm Over You" (Evergreen) 8/1

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 1, WPCR. Medium: WEZL, WAMZ. Light: WVAW, WUBE, KWMT, WTSO, KWJJ.

ALBUM TRACKS

| ARTIST/Song Title (Label) | Album Title |
|--|------------------------|
| GEORGE STRAIT/All My Ex's Live In Texas (MCA) | Ocean Front Property |
| DAN SEALS/Three Time Loser (EMI America) | Out On The Front Line |
| WAYLON JENNINGS/Chevy Van (MCA) | Hangin' Tough |
| MEL McDANIEL/Just Can't Sit Down Music (Capitol) | Just Can't Sit Down... |
| ALABAMA/Let's Hear It For The Girl (RCA) | The Touch |
| REBA McENTIRE/Why Not Tonight (MCA) | What Am I Going To Do |
| MICHAEL MARTIN MURPHY/A Long Line Of Love (WB) | Americana |
| MEL McDANIEL/57 Chevy & You (Capitol) | Just Can't Sit Down... |
| RESTLESS HEART/Wheels (RCA) | Wheels |
| BELLAMY BROTHERS/Country Rap (MCA) | Country Rap |
| D. PARTON, L. RONSTADT, & E. HARRIS/Those Memories Of You (WB) | Trio |
| RESTLESS HEART/Hummingbird (RCA) | Wheels |
| JUDY RODMAN/I'll Be Your Best Tonight (MTM) | Judy Rodman |
| D. PARTON, L. RONSTADT, & E. HARRIS/Wildflower (WB) | The Trio |
| GATLIN BROTHERS/Little White Lies (Columbia) | Partners |

FACTS, NOT RHETORIC

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

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

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

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

STRATEGIC
RADIO
RESEARCH

RADIO & RECORDS NATIONAL AIRPLAY

FULL-SERVICE AC

TOP 20

MARCH 20, 1987

| Three Weeks | Two Weeks | LAST WEEK | Artist/Title |
|----------------|-----------|-----------|--|
| 4 | 2 | 1 | 1 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA) |
| 6 | 5 | 2 | 2 JANET JACKSON/Let's Wait Awhile (A&M) |
| 2 | 1 | 3 | 3 JETS/You Got It All (MCA) |
| 8 | 7 | 6 | 4 PAUL McCARTNEY/Only Love Remains (Capitol) |
| 3 | 3 | 4 | 5 KENNY ROGERS/Twenty Years Ago (RCA) |
| 14 | 12 | 10 | 6 RESTLESS HEART/I'll Still Be Loving You (RCA) |
| 19 | 13 | 11 | 7 STARSHIP/Nothing's Gonna Stop Us Now (GrunT/RCA) |
| 1 | 4 | 5 | 8 LIONEL RICHIE/Ballerina Girl (Motown) |
| 9 | 9 | 9 | 9 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA) |
| — | 19 | 14 | 10 SERGIO MENDES/What Do We Mean To Each Other (A&M) |
| — | 20 | 17 | 11 ARETHA FRANKLIN & GEORGE MICHAEL/I Knew You Were Waiting (For Me) (Arista) |
| 11 | 8 | 8 | 12 LUTHER VANOROSS/Stop To Love (Epic) |
| — | — | 19 | 13 SMOKEY ROBINSON/Just To See Her (Motown) |
| BREAKER | 10 | 11 | 14 STEVE WINWOOD/The Finer Things (Island/WB) |
| 20 | 16 | 15 | 15 DARYL HALL/Someone Like You (RCA) |
| 5 | 6 | 7 | 16 CHICAGO/Will You Still Love Me? (WB) |
| 10 | 11 | 12 | 17 TOTO/Without Your Love (Columbia) |
| BREAKER | 10 | 11 | 18 BILLY JOEL featuring RAY CHARLES/Baby Grand (Columbia) |
| 7 | 10 | 13 | 19 BILLY VERA & THE BEATERS/At This Moment (Rhino) |
| DEBUT | — | — | 20 KOOL & THE GANG/Stone Love (Mercury/PG) |

| Total Reports/Adds | Heavy | Medium | Light |
|--------------------|-------|--------|-------|
| 39/0 | 34 | 5 | 0 |
| 40/1 | 35 | 4 | 1 |
| 35/0 | 24 | 8 | 3 |
| 34/0 | 25 | 9 | 0 |
| 32/0 | 18 | 11 | 3 |
| 34/2 | 19 | 13 | 2 |
| 30/3 | 21 | 9 | 0 |
| 29/0 | 15 | 10 | 4 |
| 26/1 | 12 | 9 | 5 |
| 32/2 | 9 | 19 | 4 |
| 29/5 | 12 | 15 | 2 |
| 27/0 | 11 | 13 | 3 |
| 31/6 | 7 | 18 | 6 |
| 26/5 | 8 | 17 | 1 |
| 22/1 | 13 | 9 | 0 |
| 24/0 | 11 | 9 | 4 |
| 20/0 | 8 | 10 | 2 |
| 29/7 | 3 | 16 | 10 |
| 17/0 | 5 | 9 | 3 |
| 19/1 | 4 | 14 | 1 |

MOST ADDED

- ANITA BAKER (8)
- BILLY JOEL /RAY CHARLES (7)
- LIONEL RICHIE (7)
- MADONNA (6)
- SMOKEY ROBINSON (6)
- CHICAGO (5)
- A. FRANKLIN & G. MICHAEL (5)
- STEVE WINWOOD (5)

HOTTEST

- BRUCE HORNSBY & THE RANGE (30)
- JANET JACKSON (25)
- PAUL McCARTNEY (22)
- STARSHIP (19)
- JETS (14)
- RESTLESS HEART (10)
- DARYL HALL (8)
- LIONEL RICHIE (8)
- KENNY ROGERS (8)

BREAKERS

STEVE WINWOOD The Finer Things (Island/WB)

58% of our reporters on it. Rotations: Heavy 8, Medium 17, Light 1, Total Adds 5, WCCO, KHOW, KJR, WRVA, WJBC. Moves 20-14 on the Full-Service chart.

BILLY JOEL featuring RAY CHARLES Baby Grand (Columbia)

64% of our reporters on it. Rotations: Heavy 3, Medium 16, Light 10, Total Adds 7, WTMJ, WCCO, WVIC, WGY, WGOW, WIBA, WCIL. Debuts at number 18 on the Full-Service chart.

NEW & ACTIVE

- ATLANTIC STARR "Always" (WB) 21/3**
Rotations: Heavy 1/0, Medium 12/2, Light 8/1, Total Adds 3, WCCO, WVIC, WJBC, Heavy: WHBY, Medium including WHBC, WSPD, KUGN, KSL, WTKO, WGBR, WCIL, WASK, KTWO, KVEC. Light including WCHS, WIBA, WROK, WWNR.
- GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 20/2**
Rotations: Heavy 1/0, Medium 11/0, Light 8/2, Total Adds 2, KFMB, WGOW, Heavy: KTWQ, Medium: WCCO, WHBY, WHBC, WSPD, WWNR, WPOE, WTKO, WMTR, WGBR, WCIL, KVEC. Light including WCHS, WROK, KBOI, WSTU, WJBC, KFOD.
- KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 19/1**
Rotations: Heavy 4/0, Medium 14/1, Light 1/0, Total Adds 1, WRVA, Heavy: WWNR, WMTR, WSTU, KTWO, Medium including WPRO, KOY, KFMB, KJR, WICC, WGY, WGOW, WHBC, WSPD, KUGN, WTKO, WKXY, Light: WGBR.
- BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 19/0**
Rotations: Heavy 3/0, Medium 12/0, Light 4/0, Total Adds 0, Heavy: KSL, KTWO, KVEC, Medium: WCCO, KFMB, WGOW, WRVA, WIBA, WSPD, WWNR, WPOE, WMTR, WGBR, WSTU, WJBC, Light: KBOI, WTKO, WCIL, KFOD.
- TIM FEHMAN "Listen For The Heartbeat" (Scott Bros./CBS) 13/2**
Rotations: Heavy 0, Medium 6/0, Light 7/2, Total Adds 2, WIBA, KTWO, Medium: WCCO, WCHS, WHBY, WHBC, WGBR, KVEC. Light including WDBO, WTKO, WMTR, WSTU, WJBC.
- BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 13/2**
Rotations: Heavy 0, Medium 5/0, Light 8/2, Total Adds 2, WSTU, WJBC, Medium: WPOE, WTKO, WKXY, WCIL, KTWO, Light including WHBY, WIBA, WROK, WWNR, WGBR, WSTU.
- ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 12/8**
Rotations: Heavy 0, Medium 7/3, Light 5/5, Total Adds 5, KOY, KFMB, WHBY, WWNR, WMTR, WSTU, WASK, KFOD, Medium including KUGN, KSL, WBOW, KTWO.
- AMY GRANT "Angels" (A&M) 12/4**
Rotations: Heavy 1/0, Medium 3/1, Light 8/3, Total Adds 4, WCCO, KFMB, WHBC, WBOW, Heavy: KTWO, Medium including WJBC, WASK, Light including WCHS, WTKO, WMTR, WGBR, WSTU.
- KENNY LOGGINS "Meet Me Half Way" (Columbia) 12/3**
Rotations: Heavy 0, Medium 5/1, Light 7/2, Total Adds 3, WICC, WJBC, KTWO, Medium including WGY, WIBA, KSL, KVEC, Light including WWNR, WPOE, WTKO, WMTR, KFOD.
- D. PARTON, L. RONSTADT, E. HARRIS "To Know Him Is To Love Him" (WB) 12/1**
Rotations: Heavy 0, Medium 7/1, Light 5/0, Total Adds 1, WCCO, Medium including WTMJ, WSPD, WJBC, WBOW, KFOD, KVEC, Light: WCHS, WHBY, WHBC, WIBA, WGBR.
- SHEILA E "Hold Me" (WB) 11/0**
Rotations: Heavy 4/0, Medium 5/0, Light 2/0, Total Adds 0, Heavy: WELI, KUGN, WCIL, WASK, Medium: KSL, WWNR, WMTR, WSTU, KVEC, Light: WGOW, WTKO.
- GENESIS "Tonight, Tonight, Tonight" (Atlantic) 10/0**
Rotations: Heavy 4/0, Medium 6/0, Light 0, Total Adds 0, Heavy: KOY, WICC, WHAS, KTWO, Medium: WCHS, WGOW, WWNR, WPOE, WMTR, WSTU.

- EL DeBARGE "Starlight Express" (MCA) 9/2**
Rotations: Heavy 0, Medium 6/1, Light 3/1, Total Adds 2, WMTR, KTWO, Medium including WHBY, WSPD, KUGN, KSL, WASK, Light including WWNR, WJBC.
- MADONNA "La Isla Bonita" (Sire/WB) 8/6**
Rotations: Heavy 1/0, Medium 3/2, Light 4/4, Total Adds 6, WGY, WWNR, WTKO, WMTR, WCIL, KVEC, Heavy: WICC, Medium including KUGN.
- LUTHER VANOROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 8/4**
Rotations: Heavy 0, Medium 4/2, Light 4/2, Total Adds 4, WGBR, WJBC, WASK, KVEC, Medium including KSL, KTWO, Light including KFMB, WHBY.
- CYNDI LAUPER "What's Going On" (Portrait/CBS) 8/1**
Rotations: Heavy 0, Medium 4/0, Light 4/1, Total Adds 1, WSTU, Medium: WICC, WELI, WTKO, KTWO, Light including WPRO, WWNR, WMTR.
- PAUL SIMON "The Boy In The Bubble" (WB) 8/0**
Rotations: Heavy 1/0, Medium 3/0, Light 4/0, Total Adds 0, Heavy: WTKO, Medium: KUGN, WJBC, WCIL, Light: WICC, WCHS, WHBC, WGBR.
- MILLIE SCOTT "Ev'ry Little Bit" (4th & Broadway/Island) 8/0**
Rotations: Heavy 0, Medium 4/0, Light 4/0, Total Adds 0, Medium: WHBY, KSL, WASK, KVEC, Light: WHBC, WWNR, WTKO, WMTR.

SIGNIFICANT ACTION

- LIONEL RICHIE "Se La" (Motown) 7/7**
Rotations: Heavy 0, Medium 1/1, Light 6/6, Total Adds 7, WCCO, WICC, WHBY, KUGN, WTKO, WGBR, KFOD.
- STEVE WARINER "Small Town Girl" (MCA) 7/1**
Rotations: Heavy 0, Medium 6/1, Light 1/0, Total Adds 1, WTMJ, Medium including WCCO, WHBY, WGBR, WJBC, WBOW, Light: WPOE.
- BRUCE WILLIS "Respect Yourself" (Motown) 7/0**
Rotations: Heavy 2/0, Medium 0, Light 5/0, Total Adds 0, Heavy: WHAS, WPOE, Light: WELI, WGOW, KBOI, WMTR, WSTU.
- CHICAGO "If She Would Have Been Faithful" (WB) 6/5**
Rotations: Heavy 0, Medium 2/2, Light 4/3, Total Adds 5, WCCO, KFMB, WICC, WTKO, KTWO, Light including WMTR.
- CHRIS DEBURGH "The Lady In Red" (A&M) 6/4**
Rotations: Heavy 0, Medium 2/1, Light 4/3, Total Adds 4, WCCO, WCHS, WGY, WBOW, Medium including WICC, Light including WGBR.
- JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 6/2**
Rotations: Heavy 0, Medium 2/1, Light 4/1, Total Adds 2, WCCO, WJBC, Medium including KTWO, Light including KFMB, WTKO, WGBR.
- GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 6/2**
Rotations: Heavy 2/0, Medium 1/1, Light 3/1, Total Adds 2, WCCO, WGY, Heavy: WCIL, WBOW, Light including WHBC, KUGN.
- KENNY G "Songbird" (Arista) 6/1**
Rotations: Heavy 1/1, Medium 3/0, Light 2/0, Total Adds 1, WTMJ, Medium: WGBR, WBOW, KVEC, Light: WHBY, WWNR.
- SHIRLEY MURDOCK "As We Lay" (Elektra) 6/1**
Rotations: Heavy 0, Medium 4/1, Light 2/0, Total Adds 1, WELI, Medium including WWNR, WMTR, WSTU, Light: WICC, KFOD.
- POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 5/1**
Rotations: Heavy 0, Medium 3/0, Light 2/1, Total Adds 1, KFMB, Medium: WPOE, WMTR, WASK, Light including WCHS.
- PATTI LABELLE & BILL CHAMPLIN "The Last Unbroken Heart" (MCA) 4/4**
Rotations: Heavy 0, Medium 0, Light 4/4, Total Adds 4, KFMB, WHBY, WGBR, KTWO.
- GARY MORRIS & JENNIFER WARNES "Simply Meant To Be" (WB) 4/3**
Rotations: Heavy 0, Medium 3/2, Light 1/1, Total Adds 3, WCCO, WGBR, KTWO, Medium including KSL.
- DAN SEALS "I Will Be There" (EMI America) 4/1**
Rotations: Heavy 0, Medium 2/1, Light 2/0, Total Adds 1, WCCO, Medium including KUGN, Light: WHBY, WGBR.
- HOOSIERS "Theme From Hoosiers" (Polydor/PolyGram) 3/3**
Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, KSL, WBOW, KTWO.
- SIMPLY RED "The Right Thing" (Elektra) 3/1**
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WSTU, Medium: WKXY, Light including WWNR.
- GINO VANNELLI "Wild Horses" (CBS Associated) 3/0**
Rotations: Heavy 0, Medium 2/0, Light 1/0, Total Adds 0, Medium: KSL, KTWO, Light: WWNR.

All The Bells & Whistles At A Whiz-Bang Price

We're introducing *Technonics™*, the New Affordable Electronic Production Library from SP Sound Productions. Compare *Technonics™* with premium-priced packages, and you wonder why they're asking so much. *Technonics™* is perfect for CHR, A/C, AOR and urban formats. Advertisers love this new high-fashion sound. Stations savor its flexibility...and oh, that price! So why pay more? Our bells and whistles have already won awards at the International Film and TV Festival, the Tellys and the Addys. Experience the "fresh innovative" sounds of *Technonics™* on your station. Call 804-547-4000.

The New Affordable Electronic Production Library

TECHNICS



RADIO & RECORDS NATIONAL AIRPLAY

ADULT CONTEMPORARY

BREAKERS.

ANITA BAKER

Same Ole Love (365 Days A Year) (Elektra)

66% of our reporters on it. Rotations: Heavy 4, Medium 37, Light 20, Total Adds 19 including WHTX, W101, WLTF, WNIC, WMYX, KYKY, KHYL. Debuts at number 20 on the AC chart.

CYNDI LAUPER

What's Going On (Portrait/CBS)

54% of our reporters on it. Rotations: Heavy 2, Medium 25, Light 23, Total Adds 10, B100, KIFM, KEZR, WLHT, WFMK, WHNN, KDUK, KWAV, WXUS, KMGQ. Debuts at number 30 on the AC chart.

EL DeBARGE

Starlight Express (MCA)

53% of our reporters on it. Rotations: Heavy 1, Medium 28, Light 20, Total Adds 10, WLTS, WOMC, WKGW, WTFM, KIOA, 3WM, KMZQ, WGLL, WGSY, WAHR. Debuts at number 29 on the AC chart.

NEW & ACTIVE

KENNY G "Songbird" (Arista) 45/7

Rotations: Heavy 4/0, Medium 17/0, Light 24/7, Total Adds 7, WKYE, KEY103, WLHT, KDUK, KWFM, WMMJ, WGSY. Heavy: WLTS, WCHV, WBGM, KQSW. Medium including WPIX, WNIC, KIFM, WEIM, WKNE, WSKY, WGSV, WAEV.

KENNY LOGGINS "Meet Me Half Way" (Columbia) 38/6

Rotations: Heavy 0, Medium 21/1, Light 17/5, Total Adds 6, 2WD, KVVU, KWFM, WMMJ, WGSV, KALE. Medium including WKYK, WKYE, WIZD, KIOA, KMZQ, KWAV, WHPA, WSKY, WCHV, WZLQ, WMTFM, KFBS.

ATLANTIC STARR "Always" (WB) 37/6

Rotations: Heavy 1/0, Medium 21/1, Light 15/5, Total Adds 6, KYKY, KIFM, KELT, KDUK, KKLW, KMGQ. Heavy: KOST. Medium including WNIC, WOMC, WTFM, WEIM, WGLL, WSKI, WSKY, WCKO, WCHV, WAGE, WORG, WBGM.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 37/1

Rotations: Heavy 1/0, Medium 26/0, Light 10/1, Total Adds 1, KMGQ. Heavy: WIZD. Medium including WARM98, WKYE, WKY, WRKA, KMZQ, WMMJ, WEIM, WGLL, WHPA, WSKY, WCHV, WGSV, WZLQ, WMTFM, KFBS, WJON, KYJC, KQSW.

JENNIFER WARNES "First We Take Manhattan" (Cypress/PolyGram) 35/11

Rotations: Heavy 1/0, Medium 11/1, Light 23/10, Total Adds 11, WAEV, WKYE, WIZD, WNAM, KIOA, KWFM, WMMJ, WTNV, WAEV, KFBS, WJON. Heavy: WEIM. Medium including KWAV, WGLL, WSKI, WSKY, WAHR, WBGM, KQSW, KMGQ.

GINO VANNELLI "Wild Horses" (CBS Associated) 34/5

Rotations: Heavy 0, Medium 17/0, Light 17/5, Total Adds 5, WAEV, KIOA, WOHQ, WTNV, WJON. Medium including KIFM, WKYE, WHVE, WNAM, WMMJ, WEIM, WSKI, WHPA, WCHV, WAEV, WBGM, KFBS, KQSW.

LIONEL RICHIE "Se La" (Motown) 33/33

Rotations: Heavy 1/1, Medium 8/8, Light 24/24, Total Adds 33 including WKYE, KELT, WNAM, KIOA, WMGN, KMZQ, WMMJ, WEIM, WOHQ, WTNV, WHPA, WCKO, WGSV, WAGE, WORG, WBGM, KTYL, WXUS, WJON, K99, KYJC, KALE.

CHICAGO "If She Would Have Been Faithful" (WB) 30/23

Rotations: Heavy 0, Medium 9/3, Light 21/20, Total Adds 23 including WHTX, WMMJ, WKYE, WEZC, U102, KMZQ, WKNK, WSKI, WSKY, WCHV, WORG, WAEV, WZLQ, KTYL, WMTFM. Medium including KIOA, WMMJ, WEIM, WCKO, WBGM.

ROTATION BREAKOUTS

| | Total Reports/Adds | Heavy | Medium | Light |
|------------------------------------|--------------------|-------|--------|-------|
| 1 STARSHIP | 90/0 | 85 | 5 | 0 |
| 2 JANET JACKSON | 88/0 | 73 | 13 | 2 |
| 3 ARETHA FRANKLIN & GEORGE MICHAEL | 88/1 | 64 | 21 | 3 |
| 4 BRUCE HORNSBY & THE RANGE | 79/0 | 58 | 17 | 4 |
| 5 RESTLESS HEART | 82/4 | 60 | 20 | 2 |
| 6 STEVE WINWOOD | 84/6 | 49 | 30 | 5 |
| 7 DARYL HALL | 77/0 | 56 | 20 | 1 |
| 8 KOOL & THE GANG | 79/3 | 47 | 24 | 8 |
| 9 PAUL McCARTNEY | 76/1 | 53 | 20 | 3 |
| 10 JETS | 62/0 | 32 | 27 | 3 |
| 11 GENESIS | 68/5 | 36 | 26 | 6 |
| 12 SHIRLEY MURDOCK | 74/3 | 34 | 35 | 5 |
| 13 SMOKEY ROBINSON | 77/8 | 19 | 46 | 12 |
| 14 LUTHER VANDROSS | 53/0 | 14 | 30 | 9 |
| 15 BURNS SISTERS | 65/1 | 22 | 34 | 9 |
| 16 JOURNEY | 51/0 | 6 | 40 | 5 |
| 17 BILLY JOEL /RAY CHARLES | 70/21 | 2 | 47 | 21 |
| 18 SERGIO MENDES | 60/5 | 16 | 34 | 10 |
| 19 TOTO | 44/0 | 10 | 31 | 3 |
| 20 ANITA BAKER | 61/19 | 4 | 37 | 20 |
| 21 GREGORY ABBOTT | 60/9 | 4 | 40 | 16 |
| 22 CHICAGO | 36/0 | 8 | 19 | 9 |
| 23 MIKI HOWARD | 48/0 | 18 | 25 | 5 |
| 24 SHEILA E | 53/1 | 12 | 32 | 9 |
| 25 LINDA RONSTADT & JAMES INGRAM | 32/0 | 10 | 16 | 6 |
| 26 HUEY LEWIS & THE NEWS | 37/1 | 5 | 24 | 8 |
| 27 LIONEL RICHIE | 31/0 | 6 | 20 | 5 |
| 28 SIMPLY RED | 49/3 | 7 | 28 | 14 |
| 29 EL DeBARGE | 49/10 | 1 | 28 | 20 |
| 30 CYNDI LAUPER | 50/10 | 2 | 25 | 23 |

MOST ADDED

- LIONEL RICHIE (33)
- FLEETWOOD MAC (27)
- CHICAGO (23)
- BILLY JOEL /RAY CHARLES (21)
- ANITA BAKER (19)
- THOMPSON TWINS (19)
- MADONNA (16)
- CHRIS DeBURGH (14)
- KENIA (13)
- JENNIFER WARNES (11)

HOTTEST

- STARSHIP (76)
- JANET JACKSON (55)
- A. FRANKLIN & G. MICHAEL (40)
- BRUCE HORNSBY & THE RANGE (37)
- RESTLESS HEART (35)
- DARYL HALL (29)
- STEVE WINWOOD (26)
- PAUL McCARTNEY (23)
- GENESIS (17)
- KOOL & THE GANG (15)

CHRIS DeBURGH "The Lady In Red" (A&M) 29/14

Rotations: Heavy 1/0, Medium 5/3, Light 23/11, Total Adds 14 including WPIX, WLTS, WNIC, K101, WXTC, KIOA, KWFM, WSKI, WZLQ, WJON, KYJC, KQSW. Heavy including WJON. Medium including KEZR, WORG. Light including 2WD, WHVE, WNAM, WEIM, WOHQ.

FLEETWOOD MAC "Big Love" (WB) 27/27

Rotations: Heavy 0, Medium 7/7, Light 20/20, Total Adds 27 including WLTF, WMYX, KMJL, WKYE, U102, KELT, WHVE, WNAM, KDUK, KWAV, KWFM, WMMJ, WSKI, WOHQ, WTNV, WSKY, WCHV, WBGM, WZLQ, WFX, WFFX, KYJC.

AMY GRANT "Angels" (A&M) 27/1

Rotations: Heavy 1/0, Medium 17/1, Light 9/0, Total Adds 1, WTNV. Heavy: KRLB. Medium including WNAM, KWFM, WEIM, WGLL, WSKI, WHPA, WCHV, WGSV, WAEV, WBGM, WZLQ, WJON, KKLW, KYJC, KQSW, KALE. Light including WLACFM, WORG.

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 26/4

Rotations: Heavy 8/0, Medium 13/0, Light 5/4, Total Adds 4, KKLW, WTFM, WENS, WMMJ. Heavy: KVLV, KYKY, B100, K101, KDUK, WSKI, KRLB, WFFX. Medium including WLTF, WNIC, KOST, WKGW, WZLQ, WTRX, KVVU, WORG, WZLQ, WFX, WFFX, KYJC, KQSW.

KBC BAND "Hold Me" (Arista) 25/7

Rotations: Heavy 0, Medium 7/1, Light 18/6, Total Adds 7, KIOA, WMMJ, WGLL, WOHQ, WCKO, WAGE, KFBS. Medium including WKYE, WNAM, WSKY, WAHR, WBGM, KQSW. Light including WEIM, WKNE, WSKI, WORG, WAEV, WZLQ, KKLW.

SIGNIFICANT ACTION

BANGLES "Walking Down Your Street" (Columbia) 23/5

Rotations: Heavy 1/0, Medium 12/3, Light 10/2, Total Adds 5, KVLV, U102, KELT, WSKI, KTYL. Heavy: KDUK. Medium including WNIC, K101, WSKY, WCHV, KRLB, WFFX, KYJC, KQSW, KALE. Light including B100, WIZD, WHVE, WTRX, WORG.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 22/2

Rotations: Heavy 1/0, Medium 2/0, Light 19/2, Total Adds 2, WKNE, WJON. Heavy: WBGM. Medium: WGLL, KALE. Light including KEY103, WIZD, WNAM, WEIM, WOHQ, WCKO, WCHV, WGSV, WORG, WBGM, WZLQ, KTYL, KFBS, KYJC, KQSW.

MADONNA "La Isla Bonita" (Sire/WB) 21/16

Rotations: Heavy 0, Medium 8/4, Light 13/12, Total Adds 16, WARM98, WNIC, B100, KIFM, WXTC, U102, WORG, WBGM, WFFX, WMTFM, WXUS, K99, KYJC, KQSW, KMGQ, KALE. Medium including WKGW, KDUK, WOHQ, WCKO.

PETER GABRIEL & KATE BUSH "Don't Give Up" (Geffen) 20/10

Rotations: Heavy 0, Medium 6/1, Light 14/9, Total Adds 10, WNAM, WSKI, WOHQ, WSKY, WAHR, WAGE, WAEV, WMTFM, KFBS, KKLW. Medium including KWAV, WORG, WBGM, KQSW, KALE. Light including WEIM, WCKO, WCHV, WGSV, WZLQ.

THOMPSON TWINS "Get That Love" (Arista) 19/19

Rotations: Heavy 0, Medium 2/2, Light 17/17, Total Adds 19, WKYE, WNAM, WEIM, WSKI, WOHQ, WSKY, WGSV, WORG, WAEV, WBGM, WZLQ, WFX, KTYL, WMTFM, KKLW, KYJC, KQSW, KMGQ, KALE.

CLUB NOUVEAU "Lean On Me" (WB) 19/3

Rotations: Heavy 7/0, Medium 6/2, Light 9/1, Total Adds 3, 2WD, WLTF, K99. Heavy: WKYE, U102, WRKA, WHVE, WGLL, KRLB, WFFX. Medium including B100, KDUK, WOHQ, WHPA. Light including K594, WTRX, KVVU, WORG, WZLQ.

PAUL SIMON "The Boy In The Bubble" (WB) 17/1

Rotations: Heavy 2/0, Medium 10/0, Light 5/1, Total Adds 1, WMMJ. Heavy: WCKO, KALE. Medium: WKYE, KEY103, KIOA, WOHQ, WSKY, WGSV, WAHR, WBGM, KYJC, KMGQ, KALE. Medium including WNAM, KWAV, WAEV, KFBS.

KENIA "Don't Let Me Be Lonely" (MCA) 13/13

Rotations: Heavy 0, Medium 1/1, Light 12/12, Total Adds 13, WEIM, WKNE, WSKY, WCHV, WGSV, WAGE, WORG, WBGM, KKLW, KYJC, KQSW, KMGQ, KALE.

GLENN MEDEIROS "Nothing's Gonna Change My Love" (Amherst) 12/4

Rotations: Heavy 2/0, Medium 8/2, Light 2/2, Total Adds 4, WPIX, WMYX, WSKI, KKLW. Heavy: KOST, KMZQ. Medium including 2WD, W101, B100, KDUK, KWAV, WGLL.

TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 12/3

Rotations: Heavy 0, Medium 2/0, Light 10/3, Total Adds 3, WJON, KQSW, KALE. Medium: KOST, WBGM. Light including WEIM, WSKI, WOHQ, WAEV, WZLQ, KFBS, KYJC.

LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 11/2

Rotations: Heavy 1/0, Medium 3/0, Light 7/2, Total Adds 2, WTRX, WZLQ. Heavy: KOST. Medium: WTFM, WAEV, WBGM. Light including KIOA, WOHQ, WCHV, WJON, KQSW.

U2 "With Or Without You" (Island) 10/9

Rotations: Heavy 0, Medium 3/2, Light 7/7, Total Adds 9, WEIM, WSKI, WOHQ, WSKY, WCKO, WCHV, WBGM, KYJC, KALE. Medium including WKYE.

DAN SEALS "I Will Be There" (EMI America) 9/1

Rotations: Heavy 0, Medium 2/0, Light 7/1, Total Adds 1, KALE. Medium: WAHR, WBGM. Light including WTFM, WGSV, KRLB, WAEV, WZLQ, KQSW.



IT'S MORNING, SMELL THE COFFEE,
SHIRLEY MURDOCK
IS A HIT WITH THE SINGLE
THAT WON'T QUIT!

"AS WE LAY"

A/C 10 to 10
CHR 89 to 89
over 400,000 LPs sold
see her on tour with Luther Vandross

ON ELEKTRA MUSIC CASSETTES,
RECORDS AND COMPACT DISCS.

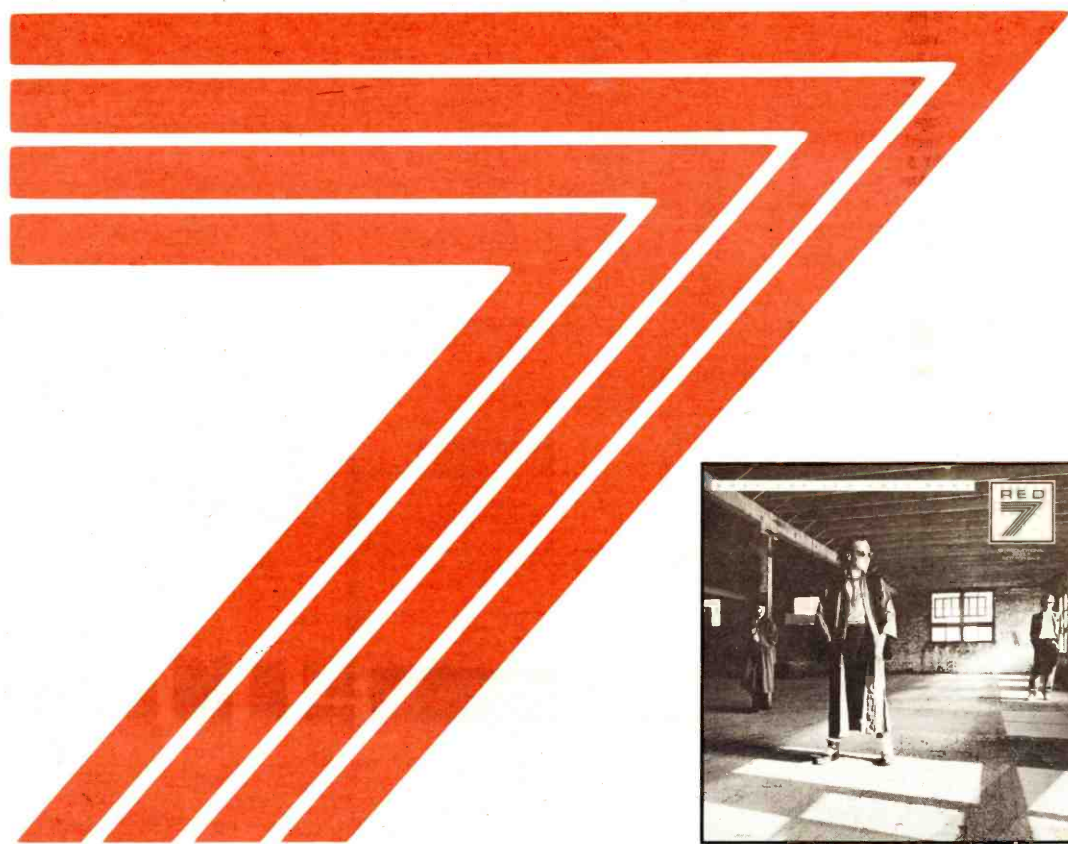
Now that the Bryan Adams, Fleetwood Mac, U2 and Night Ranger records are out of the way . . .

. . . Please go back and listen to **RED 7**'s "When The Sun Goes Down."

We think you'll agree . . .

. . . It's very special.

RED



.MCA RECORDS

RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

167 REPORTS

MARCH 20, 1987

| Rank | Weeks | Last | Album | Label | Reports/Adds | Power | Heavy | Medium |
|--------------|-------|------|--|-------|--------------|-------|-------|--------|
| DEBUT | | | | | | | | |
| 1 | 1 | 2 | U2/The Joshua Tree (Island) | | 164 /9 | 72 | 147 | 15 |
| 2 | 1 | 1 | LOU GRAMM/Ready Or Not (Atlantic) | | 150+1 | 47- | 133- | 16+ |
| 3 | 2 | 2 | GREGG ALLMAN BAND/I'm No Angel (Epic) | | 158-/0 | 61- | 144+ | 13- |
| 21 | 12 | 6 | CUTTING CREW/Broadcast (Virgin) | | 153+/2 | 40+ | 117+ | 34- |
| 19 | 10 | 5 | PATTY SMYTH/Never Enough (Columbia) | | 147-/1 | 32+ | 110+ | 36- |
| 10 | 6 | 4 | STEVE WINWOOD/Back In The High Life (Island/WB) | | 128-/0 | 35- | 110- | 17= |
| 8 | 7 | 9 | BON JOVI/Slippery When Wet (Mercury/PG) | | 133=3 | 10- | 62- | 68+ |
| 4 | 4 | 3 | OVER THE TOP/Soundtrack (Columbia) | | 122-/1 | 31- | 93- | 27+ |
| 16 | 13 | 10 | CROWDED HOUSE/Crowded House (Capitol) | | 118-/2 | 16- | 92- | 24- |
| — | 22 | 14 | JON BUTCHER/Wishes (Capitol) | | 148+/5 | 5+ | 48+ | 94= |
| 3 | 3 | 7 | ERIC CLAPTON/August (Duck/WB) | | 119-/5 | 13- | 49- | 66+ |
| 28 | 24 | 18 | PSYCHEDELIC FURS/Midnight To Midnight (Columbia) | | 128+/6 | 4= | 46+ | 74- |
| 14 | 14 | 13 | ROBERT CRAY BAND/Strong Persuader (Mercury/PG) | | 127+/7 | 6+ | 37- | 79+ |
| 5 | 5 | 8 | REO SPEEDWAGON/Life As We Know It (Epic) | | 109-/3 | 11- | 62- | 40+ |
| 26 | 20 | 16 | PAUL SIMON/Graceland (WB) | | 123-/1 | 10+ | 49+ | 71- |
| 15 | 15 | 15 | DEEP PURPLE/The House Of Blue Light (Mercury/PG) | | 120-/1 | 1- | 53+ | 60- |
| 7 | 8 | 11 | LOS LOBOS/By The Light Of The Moon (Slash/WB) | | 116-/4 | 7- | 33- | 70+ |
| — | 35 | 24 | FROZEN GHOST/Frozen Ghost (Atlantic) | | 138+/22 | 1= | 16+ | 107+ |
| 9 | 9 | 12 | GEORGIA SATELLITES/Georgia Satellites (Elektra) | | 98-/6 | 1- | 33- | 60- |
| 17 | 16 | 20 | SANTANA/Freedom (Columbia) | | 94-/1 | 5- | 40- | 48- |
| 20 | 23 | 23 | EDDIE MONEY/Can't Hold Back (Columbia) | | 92+/9 | 11- | 38+ | 47+ |
| — | — | 25 | ANDY TAYLOR/Thunder (MCA) | | 123+/5 | 3+ | 16+ | 90- |
| 22 | 21 | 19 | LIGHT OF DAY/Soundtrack (Blackheart/CBS) | | 101-/1 | 3+ | 33- | 60- |
| 13 | 17 | 21 | WORLD PARTY/Private Revolution (Chrysalis) | | 99-/7 | 0- | 22- | 58- |
| 29 | 29 | 27 | EUROPE/The Final Countdown (Epic) | | 97+/10 | 4- | 19- | 63+ |
| 33 | 28 | 28 | HUEY LEWIS & THE NEWS/Fore! (Chrysalis) | | 91=2 | 6+ | 31= | 54- |
| — | 40 | 32 | GLASS TIGER/The Thin Red Line (Manhattan) | | 93+/14 | 3- | 19+ | 65+ |
| 6 | 11 | 20 | ALAN PARSONS PROJECT/Gaudi (Arista) | | 76-/4 | 2- | 23- | 43- |
| 40 | 39 | 34 | BILLY IDOL/Whiplash Smile (Chrysalis) | | 82+/12 | 1= | 16= | 52+ |
| 32 | 30 | 29 | TESLA/Mechanical Resonance (Geffen) | | 84-/1 | 2+ | 12- | 51- |
| 36 | 32 | 30 | CONCRETE BLONDE/Concrete Blonde (IRS/MCA) | | 84-/4 | 1= | 16+ | 52- |
| 37 | 36 | 33 | CINDERELLA/Night Songs (Mercury/PG) | | 87+/8 | 1- | 7- | 62+ |
| 12 | 18 | 23 | BOSTON/Third Stage (MCA) | | 60-/1 | 9- | 28- | 27- |
| — | — | 39 | STRANGLERS/Dreamtime (Epic) | | 68+/6 | 1= | 15+ | 37+ |
| 11- | 19 | 26 | BRUCE HORNSBY & THE RANGE/The Way It Is (RCA) | | 46-/0 | 7- | 19- | 20- |
| 35 | 38 | 36 | STEVE MILLER BAND/Living In The 20th Century (Capitol) | | 45-/0 | 5+ | 23= | 18- |
| 25 | 27 | 35 | ROBIN TROWER/Passion (GNP/Crescendo) | | 59-/4 | 1- | 10- | 37- |
| DEBUT | | | LITTLE AMERICA/Little America (Geffen) | | 71+/11 | 1= | 7+ | 48+ |
| DEBUT | | | HIPSWAY/Hipsway (Columbia) | | 55+/2 | 3- | 13+ | 32+ |
| DEBUT | | | DEL FUEGOS/Stand Up (Slash/WB) | | 48 /10 | 2 | 4 | 35 |

BREAKERS.

U2
The Joshua Tree (Island)
98% of our reporters on it.

NEW & ACTIVE

ESQUIRE "Esquire" (Geffen) 49/4 (50/3)
Adds: WKLO, WCCC, KATT, KMBY. Heavy 1: WMRY. Medium 34 including WMMR, WDOE, WKLS, WYNF, WOFM, KZAP, KGB, KOBE, WPKY, KQDZ.

POISON "Look What The Cat Dragged In" (Enigma/Capitol) 46/5 (42/6)
Adds: KUPD, WCCC, WAAF, WKDF, WGRB. Powers 2 Heavy 7 including WBCN, WBAB, KDJO, KNAC, KDJK. Medium 26 including WNEW, WLLZ, KBPI, WHEB, WOUR, KLAQ, KISS, KILQ, WRKI, KWHL.

FARRENHEIT "Farrenheit" (WB) 45/14 (31/10)
Adds including WHJY, WLUP, WRIF, WCMF, WEZK, KGGO, WLAV, KILQ, WRKI. Powers 1. Heavy 3: WBCN, KINK, KRQU. Medium 33 including WLLZ, WOFM, KSHE, KBPI, KZAP, KISW, WHEB, WOUR, WAAF, WTUE.

DAMNED "Anything" (MCA) 45/11 (34/11)
Adds including KDJO, WTPA, WCCC, WHCN, WFLR, WIMZ, WKDF, KICT. Heavy 2: WLIR, WXRK. Medium 26 including WNEW, WXRT, KYYS, 91X, KROR, WHEB, WOUR, WAAF, WRXL, KEZO.

JENNIFER WARNES "Famous Blue Raincoat" (Cypress/PolyGram) 32/4 (29/9)
Adds: WHJY, KLBJ, KPOI, KLPX. Heavy 5: WHFS, WTPA, CHEZ, KEZO, KNX. Medium 20 including WNOR, WXRT, KYYS, KGRS, KBCC, KINK, WIMZ, KODS, WLAV, KMDD.

CHRIS ISAAK "Chris Isaak" (WB) 29/1 (29/2)
Adds: KTQJ. Powers 2: Heavy 9: WXR, WXRT, 91X, KFOG, KROR, WHFS, KZEL, KDJK, KKCY. Medium 14 including KINK, KDJO, KZAP, KSJO, WOUR, KILQ, KFMF, KTYD.

JULIAN COPE "Saint Julian" (Island) 28/13 (2/0)
Adds including WLIR, WXRT, KBCC, WKLC, WDHA, CHEZ, KEZO, KQWB. Heavy 7 including WXRK, KRQO, WHFS, CFNY, WJGM, WIZN. Medium 13 including WDOE, DC101, WGTB, WNOR, 91X, WXLX, KJOT.

WARD BROTHERS "The Madness Of It All" (A&M) 28/6 (25/8)
Adds: WHJY, WLLZ, KDJO, WPKY, KLAQ, KILQ. Heavy 1: KTQZ. Medium 14 including WLIR, KYYS, WOFM, WONE, WLAV, WMAJ, WQEK.

SAINTS "All Fools Day" (TVT) 24/2 (23/5)
Adds: WHJY, WHEB. Heavy 3: WLIR, WMRY, KZEL. Medium 13 including Q107, KUPD, 91X, WHFS, KATT, KEZO, WIZN, KWHL.


SMITHEREENS "Especially For You" (Enigma) 22/4 (21/3)
Adds: WXRK, KAZY, KDJR, WIZN. Heavy 4 including WRIF, KRQO, WHFS. Medium 13 including WNEW, WMMR, KBCC, WZZO, KNCN, WMRY, KZEL, KEZE.

JOHN PHILIP "Wait For The Night" (Atlantic) 19/2 (16/5)
Adds: KLAQ, KLPX. Heavy 0. Medium 13 including WYNF, WLLZ, KUPD, KZAP, WDIJ, KFMG, WRUF, KQWB, KWHL.

Continued on Page 103

IT'S
A
HIT.

"LONG SLIDE (FOR AN OUT)"
THE DEL FUEGOS
FROM THE NEW ALBUM STAND UP



© 1987 SLASH RECORDS

NEW ARTISTS

Albums

Reports/Adds

| | | |
|----|--|-------|
| 1 | CINDERELLA /Night Songs (Mercury/Pg) | 87/8 |
| 2 | LITTLE AMERICA /Little America (Geffen) | 70/11 |
| 3 | STRANGLERS /Dreamtime (Epic) | 68/6 |
| 4 | HIPSWAY /Hipsway (Columbia) | 55/2 |
| 5 | ESQUIRE /Esquire (Geffen) | 49/4 |
| 6 | DEL FUEGOS /Stand Up (Slash/WB) | 48/10 |
| 7 | POISON /Look What The Cat... (Capitol/Enigma) | 46/5 |
| 8 | FARRENHEIT /Farrenheit (WB) | 45/14 |
| 9 | DAMNED /Anything (MCA) | 45/11 |
| 10 | JENNIFER WARNES /Famous Blue... (Cypress/Pg) | 32/4 |

Tracks

| | | |
|----|---|-------|
| 1 | GLASS TIGER /I Will Be There (Manhattan)* | 92/14 |
| 2 | ROBERT CRAY BAND /I Guess I... (Mercury/Pg)* | 82/10 |
| 3 | CULT /Love Removal Machine (Sire/WB) | 82/10 |
| 4 | EUROPE /Rock The Night (Epic)* | 79/13 |
| 5 | CINDERELLA /Somebody Save Me (Mercury/Pg) | 79/9 |
| 6 | LITTLE AMERICA /Walk On Fire (Geffen) | 71/11 |
| 7 | STRANGLERS /Always The Sun (Epic) | 65/5 |
| 8 | WORLD PARTY /Private Revolution (Chrysalis)* | 56/8 |
| 9 | GEORGIA SATELLITES /Railroad Steel (Elektra) | 54/14 |
| 10 | HIPSWAY /The Honeythief (Columbia) | 50/2 |

New Artists are those who have never had an AOR Breaker. Asterisks (*) indicate additional tracks from albums which have already been Breakers and thus no longer appear among the albums listed.

ROCK and HYDE

DIRTY WATER

A MOST ADDED TRACK

Tracks New & Active
41 Adds First Week,
Including:

WBYP KBCO
CHOM KUPD
WNEW KFOG
WXRK KRQR
Q107 CFOX
WLLZ KLAQ
KYYS WDIZ

From The Forthcoming Album
UNDER THE VOLCANO

Produced by Bruce Fairbairn, Bob Rock
and Paul Hyde
Management: Bruce Allen Talent

Capitol

© 1987 EMI Records Ltd.

RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

| Three Weeks | Two Weeks | Last Week | | 167 REPORTS | Reports/Adds | Power | Heavy | Medium |
|-------------|-----------|-----------|----|---|--------------|--------|-------|--------|
| — | — | 6 | 1 | U2 /With Or Without You (Island) | 163+/9 | 72+ | 147+ | 14- |
| 8 | 4 | 2 | 2 | PETER WOLF /Come As You Are (EMI America) | 161+/4 | 67+ | 143+ | 17- |
| 2 | 2 | 1 | 3 | GREGG ALLMAN BAND /I'm No Angel (Epic) | 154-/2 | 58- | 140+ | 13- |
| 19 | 8 | 8 | 4 | CUTTING CREW / (I Just) Died In Your Arms (Virgin) | 148-/1 | 39+ | 115+ | 31- |
| 12 | 7 | 7 | 5 | PATTY SMYTH /Never Enough (Columbia) | 146-/1 | 32+ | 110+ | 34- |
| DEBUT | DEBUT | DEBUT | 6 | FLEETWOOD MAC /Big Love (WB) | 156 | 156/25 | 97 | 52 |
| DEBUT | DEBUT | DEBUT | 7 | BRYAN ADAMS /Heat Of The Night (A&M) | 148 | 148/23 | 95 | 45 |
| 7 | 5 | 5 | 8 | STEVE WINWOOD /The Finer Things (Island/WB) | 128-/0 | 35- | 110- | 17= |
| 1 | 1 | 3 | 9 | LOU GRAMM /Midnight Blue (Atlantic) | 117-/0 | 42- | 109- | 5+ |
| 3 | 3 | 4 | 10 | SAMMY HAGAR /Winner Takes It All (Columbia) | 119-/1 | 31- | 91- | 27+ |
| 27 | 16 | 11 | 11 | JON BUTCHER /Goodbye Saying Grace (Capitol) | 148+/6 | 5+ | 48+ | 94= |
| 13 | 12 | 9 | 12 | CROWDED HOUSE /Don't Dream It's Over (Capitol) | 112-/1 | 16- | 89- | 21- |
| 33 | 27 | 18 | 13 | BON JOVI /Never Say Goodbye (Mercury/Pg) | 123+/21 | 6= | 55+ | 64+ |
| 25 | 15 | 12 | 14 | PAUL SIMON /The Boy In The Bubble (WB) | 121-/1 | 10+ | 48+ | 70- |
| 29 | 24 | 15 | 15 | PSYCHEDELIC FURS /Heartbreak Beat (Columbia) | 126+/6 | 4= | 45+ | 73- |
| 30 | 26 | 19 | 16 | LOU GRAMM /Ready Or Not (Atlantic) | 117+/12 | 6+ | 49+ | 67+ |
| 21 | 14 | 14 | 17 | DEEP PURPLE /Call Of The Wild (Mercury/Pg) | 117-/1 | 1- | 52+ | 58- |
| 56 | 35 | 23 | 18 | FROZEN GHOST /Should I See (Atlantic) | 138+/22 | 1= | 16+ | 107+ |
| — | — | 26 | 19 | NIGHT RANGER /The Secret Of My Success (MCA) | 120+/26 | 2+ | 19+ | 91+ |
| 40 | 29 | 22 | 20 | ANDY TAYLOR /I Might Lie (MCA) | 123+/5 | 3+ | 16+ | 90- |
| 4 | 6 | 10 | 21 | REO SPEEDWAGON /That Ain't Love (Epic) | 80-/0 | 11- | 54- | 21- |
| 20 | 17 | 17 | 22 | SANTANA /Veracruz (Columbia) | 87-/1 | 4- | 36- | 45- |
| 22 | 18 | 16 | 23 | BARBUSTERS featuring JOAN JETT /Light Of Day (Blackheart/CBS) | 93-/1 | 3+ | 31- | 55- |
| 38 | 30 | 25 | 24 | HUEY LEWIS & THE NEWS /I Know What I Like (Chrysalis) | 89+/2 | 5+ | 30= | 53- |
| 59 | 43 | 36 | 25 | EDDIE MONEY /Endless Nights (Columbia) | 83+/14 | 8+ | 32+ | 44+ |
| 9 | 10 | 13 | 26 | ERIC CLAPTON /Miss You (Duck/WB) | 76-/0 | 11- | 38- | 36- |
| 48 | 40 | 34 | 27 | GLASS TIGER /I Will Be There (Manhattan) | 92+/14 | 3- | 18+ | 65+ |
| 57 | 39 | 29 | 28 | DOKKEN /Dream Warriors ("Theme From...") (Elektra) | 103+/11 | 1- | 11+ | 68+ |
| DEBUT | DEBUT | DEBUT | 29 | U2 /I Still Haven't Found What I'm Looking For (Island) | 75 | 74 | 1 | 24 |
| — | 47 | 33 | 30 | WHITESNAKE /Still Of The Night (Geffen) | 100+/9 | 2+ | 8+ | 68+ |
| 50 | 42 | 30 | 31 | ROBERT CRAY BAND /I Guess I Showed Her (Mercury/Pg) | 82+/10 | 3+ | 19+ | 56+ |
| — | — | 41 | 32 | CULT /Love Removal Machine (Sire/WB) | 82+/10 | 1+ | 7+ | 63+ |
| — | 49 | 39 | 33 | BILLY IDOL /Sweet Sixteen (Chrysalis) | 81+/12 | 1= | 15+ | 52+ |
| 37 | 33 | 32 | 34 | CONCRETE BLONDE /True (IRS/MCA) | 82-/5 | 1+ | 16+ | 51- |
| — | 53 | 45 | 35 | LOS LOBOS /Set Me Free (Rosa Lee) (Slash/WB) | 73+/14 | 1+ | 20+ | 45+ |
| — | 51 | 47 | 36 | EUROPE /Rock The Night (Epic) | 79+/13 | 0- | 7+ | 58+ |
| 10 | 13 | 20 | 37 | GEORGIA SATELLITES /Battleship Chains (Elektra) | 54-/0 | 1- | 24- | 30- |
| — | 45 | 42 | 38 | CINDERELLA /Somebody Save Me (Mercury/Pg) | 79+/9 | 1= | 5+ | 57+ |
| 6 | 9 | 21 | 39 | LOS LOBOS /Shakin' Shakin' Shakes (Slash/WB) | 57-/0 | 5- | 18- | 30- |
| DEBUT | DEBUT | DEBUT | 40 | U2 /Where The Streets Have No Name (Island) | 53 | 52 | 2 | 19 |
| 54 | 52 | 46 | 41 | STRANGLERS /Always The Sun (Epic) | 65+/5 | 1= | 15+ | 36+ |
| DEBUT | DEBUT | DEBUT | 42 | U2 /Bullet The Blue Sky (Island) | 53 | 51 | 0 | 11 |
| 35 | 32 | 37 | 43 | TESLA /Modern Day Cowboy (Geffen) | 64-/0 | 2+ | 9- | 41- |
| — | 56 | 50 | 44 | LITTLE AMERICA /Walk On Fire (Geffen) | 71+/11 | 1= | 7+ | 48+ |
| 14 | 20 | 28 | 45 | STARSHIP /Nothing's Gonna Stop Us Now (Grunt/RCA) | 44-/0 | 10- | 23- | 17- |
| DEBUT | DEBUT | DEBUT | 46 | U2 /In God's Country (Island) | 48 | 46 | 1 | 17 |
| — | — | 51 | 47 | GEORGIA SATELLITES /Railroad Steel (Elektra) | 54+/14 | 0- | 13= | 35+ |
| 5 | 11 | 24 | 48 | ALAN PARSONS PROJECT /Standing On Higher Ground (Arista) | 44-/0 | 2- | 16- | 22- |
| 17 | 22 | 30 | 49 | BOSTON /Can'tcha Say/Still In Love (MCA) | 36-/0 | 7= | 21- | 12- |
| 60 | 59 | 50 | 50 | HIPSWAY /The Honeythief (Columbia) | 50=/2 | 1- | 11+ | 29= |
| 11 | 19 | 27 | 51 | BRUCE HORNSBY & THE RANGE /Mandolin Rain (RCA) | 38-/0 | 6- | 15- | 16- |
| — | — | 52 | 52 | WORLD PARTY /Private Revolution (Chrysalis) | 56+/8 | 0= | 9+ | 36+ |
| 16 | 23 | 35 | 53 | WORLD PARTY /Ship Of Fools (Chrysalis) | 38-/1 | 0- | 13- | 17- |
| DEBUT | DEBUT | DEBUT | 54 | ERIC CLAPTON /Run (Duck/WB) | 52+/26 | 0= | 12+ | 33+ |
| — | — | 59 | 55 | DEL FUEGOS /Long Slide (For An Out) (Slash/WB) | 48+/11 | 2= | 4= | 35+ |
| DEBUT | DEBUT | DEBUT | 56 | POISON /Talk Dirty To Me (Enigma/Capitol) | 46+/5 | 2+ | 7+ | 26+ |
| 32 | 38 | 48 | 57 | ROBERT CRAY BAND /Smoking Gun (Mercury/Pg) | 28-/0 | 3= | 15- | 8- |
| 18 | 21 | 31 | 58 | STEVIE RAY VAUGHAN & DOUBLE .../Willie The Wimp (Epic) | 40-/0 | 1= | 6- | 26- |
| DEBUT | DEBUT | DEBUT | 59 | REO SPEEDWAGON /Variety Tonight (Epic) | 36+/14 | 0= | 10+ | 24+ |
| DEBUT | DEBUT | DEBUT | 60 | ROBERT CRAY BAND /Right Next Door (Because...) (Mercury/Pg) | 35+/5 | 0= | 11+ | 23+ |

BREAKERS

FLEETWOOD MAC
Big Love (WB)
93% of our reporters on it.

BRYAN ADAMS
Heat Of The Night (A&M)
89% of our reporters on it.

NIGHT RANGER
The Secret Of My Success (MCA)
72% of our reporters on it.

DOKKEN
Dream Warriors
(Theme From "A Nightmare...") (Elektra)
62% of our reporters on it.

WHITESNAKE
Still Of The Night (Geffen)
60% of our reporters on it.

REGIONAL RAR ACTIVITY

MIDWEST (continued)

WMVY/SLS Louis (618) 397-2000
Over the top
Deep Purple
Concrete Block

KQW/FM/Fargo (701) 236-7900

Heavy
Over the top
Concrete Block
Pete Molf

KSQV/Rapid City (605) 378-3533

Heavy
Over the top
Concrete Block
Pete Molf

KLOS/Loe Angeles (818) 557-7200

Heavy
Over the top
Concrete Block
Pete Molf

KZAP/Sacramento (916) 976-1700

Heavy
Over the top
Concrete Block
Pete Molf

KGB/San Diego (619) 292-1380

Heavy
Over the top
Concrete Block
Pete Molf

COX/Anchorage (907) 884-7221

Heavy
Over the top
Concrete Block
Pete Molf

KLO/Colorado Springs (303) 534-4490

Heavy
Over the top
Concrete Block
Pete Molf

KBER/Salt Lake City (801) 322-3111

Heavy
Over the top
Concrete Block
Pete Molf

KMOD/Tulsa (918) 864-2810

Heavy
Over the top
Concrete Block
Pete Molf

WZZ/2-Terrace Haute (612) 232-5034

Heavy
Over the top
Concrete Block
Pete Molf

WKLT/Kalkaska (618) 258-2800

Heavy
Over the top
Concrete Block
Pete Molf

KXON/Portland (503) 655-6161

Heavy
Over the top
Concrete Block
Pete Molf

KXOI/Sacramento (916) 334-7777

Heavy
Over the top
Concrete Block
Pete Molf

KROR/San Francisco (415) 765-4045

Heavy
Over the top
Concrete Block
Pete Molf

KZRIA/Buquerque (505) 765-4045

Heavy
Over the top
Concrete Block
Pete Molf

KPOI/Honolulu (808) 524-7100

Heavy
Over the top
Concrete Block
Pete Molf

KMBY/Monterey (408) 384-9000

Heavy
Over the top
Concrete Block
Pete Molf

KFMG/Chicago (616) 334-4661

Heavy
Over the top
Concrete Block
Pete Molf

PARALLEL THREE

KRMA/Cedar Rapids (518) 551-8300

Heavy
Over the top
Concrete Block
Pete Molf

PARALLEL ONE

KBP/Des Moines (515) 272-8200

Heavy
Over the top
Concrete Block
Pete Molf

KAZY/Des Moines (303) 758-5000

KROQ/Los Angeles (818) 853-7687

Heavy
Over the top
Concrete Block
Pete Molf

K90/San Jose (408) 288-4500

KKJ/Phoenix (602) 863-3082

Heavy
Over the top
Concrete Block
Pete Molf

KSP-FM/Salt Lake (801) 262-5441

KSP-FM/Salt Lake (801) 262-5441

Heavy
Over the top
Concrete Block
Pete Molf

KFOG/San Francisco (415) 861-1045

KFOG/San Francisco (415) 861-1045

Heavy
Over the top
Concrete Block
Pete Molf

KFMG/Buquerque (505) 265-8111

KFMG/Buquerque (505) 265-8111

Heavy
Over the top
Concrete Block
Pete Molf

KKCI/San Francisco (415) 874-1000

KKCI/San Francisco (415) 874-1000

Heavy
Over the top
Concrete Block
Pete Molf

KMPL/Las Vegas (702) 878-1400

KMPL/Las Vegas (702) 878-1400

Heavy
Over the top
Concrete Block
Pete Molf

KZOO/Missoula (408) 728-5000

KZOO/Missoula (408) 728-5000

Heavy
Over the top
Concrete Block
Pete Molf

KFMZ/Columbia (314) 874-3000

Heavy
Over the top
Concrete Block
Pete Molf

KBCO-FM/Denver (303) 444-5800

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

KWDR/South Band (818) 883-5432

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

WYMG/Springfield, IL (217) 245-7171

Heavy
Over the top
Concrete Block
Pete Molf

PARALLEL THREE

KWHL/Anchorage (907) 344-9822

Heavy
Over the top
Concrete Block
Pete Molf

KJRM/Modelo/Stockton (209) 869-2594

Heavy
Over the top
Concrete Block
Pete Molf

KKQJ/Fresno (209) 228-5991

Heavy
Over the top
Concrete Block
Pete Molf

KROQ/Caspar (916) 286-1400

Heavy
Over the top
Concrete Block
Pete Molf

KKOR/Laramie/Cheyenne (307) 232-3311

Heavy
Over the top
Concrete Block
Pete Molf

KKOR/Casper (307) 232-3311

Heavy
Over the top
Concrete Block
Pete Molf

PARALLEL THREE

KWHL/Anchorage (907) 344-9822

Heavy
Over the top
Concrete Block
Pete Molf

KJRM/Modelo/Stockton (209) 869-2594

Heavy
Over the top
Concrete Block
Pete Molf

KKQJ/Fresno (209) 228-5991

Heavy
Over the top
Concrete Block
Pete Molf

KROQ/Caspar (916) 286-1400

Heavy
Over the top
Concrete Block
Pete Molf

KKOR/Laramie/Cheyenne (307) 232-3311

Heavy
Over the top
Concrete Block
Pete Molf

KKOR/Casper (307) 232-3311

Heavy
Over the top
Concrete Block
Pete Molf

167 Reporters 165 Current Playlists

Two stations failed to report. Their rotations were frozen.

WFVY/Jacksonville WSE/Miami

No station reported a frozen list.

MIDWEST BREAKOUTS
Fleetwood Mac
Bryan Adams
Madonna

CHR CHARTS & HOT

WEST BREAKOUTS
Level 42
Peter Gabriel
Kim Wilde
Thompson Twins
U2

MIDWEST

PARALLEL TWO

WEG/Amvrom, OH
Anthony/Kittrage
WEG/Amvrom, OH
Anthony/Kittrage
WEG/Amvrom, OH
Anthony/Kittrage

WGL/Carondelet, IL
Tony Vanasco
WGL/Carondelet, IL
Tony Vanasco
WGL/Carondelet, IL
Tony Vanasco

KFK/Clinton, NE
Johnson/Meyer
KFK/Clinton, NE
Johnson/Meyer
KFK/Clinton, NE
Johnson/Meyer

WEST

PARALLEL TWO

KRMU/Abbeville, S.C.
Shucker/Daniels
KRMU/Abbeville, S.C.
Shucker/Daniels
KRMU/Abbeville, S.C.
Shucker/Daniels

KYRS/Casper, WY
Kelly Gordon
KYRS/Casper, WY
Kelly Gordon
KYRS/Casper, WY
Kelly Gordon

KWZ/Reno, NV
Shelley Rae
KWZ/Reno, NV
Shelley Rae
KWZ/Reno, NV
Shelley Rae

PARALLEL THREE

WBR/Kalamazoo, MI
Terri Winchell
WBR/Kalamazoo, MI
Terri Winchell
WBR/Kalamazoo, MI
Terri Winchell

WGL/Carondelet, IL
Tony Vanasco
WGL/Carondelet, IL
Tony Vanasco
WGL/Carondelet, IL
Tony Vanasco

KYRS/Casper, WY
Kelly Gordon
KYRS/Casper, WY
Kelly Gordon
KYRS/Casper, WY
Kelly Gordon

KWZ/Reno, NV
Shelley Rae
KWZ/Reno, NV
Shelley Rae
KWZ/Reno, NV
Shelley Rae

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall

ROBERT CRAW-STRONG PERSUADER
LEVEE 42 LESSON IN LOVE
is a Strong Persuader with SMOKING GUN
Out of the box!
27/27
CHR Chart 136/18
Album sales Gold
mercury
NIGHTONE RECORDS
PolyGram Records

PARALLELS

CLUB NOUVEAU
Lean On Me (WB)
LP: Life, Love, & Pain

232/1 97%
Regional National
Reach 1 Summary
E 928 UP 28
S 648 DEBITS 0
M 978 SAME 15
W 1008 DOWN 27
ADDS 1

Regional and National charts for Club Nouveau, listing songs like 'Lean On Me', 'Life, Love, & Pain', and other tracks with their chart positions.

CROWDED HOUSE
Don't Dream It's Over (Capitol)
LP: Crowded House

220/15 92%
Regional National
Reach 10 Summary
E 928 UP 175
S 938 SAME 18
M 938 DOWN 7
W 908 ADDS 15

Regional and National charts for Crowded House, listing songs like 'Don't Dream It's Over', 'The Way I Feel About the Way You Are', etc.

Cutting Crew Continued

Regional and National charts for Cutting Crew, listing songs like 'The Last Days of the Doberman', 'The Light', etc.

CHRIS DEBURGH
The Lady In Red (A&M)
LP: Into The Light

130/20 54%
Regional National
Reach 9 Summary
E 928 UP 185
S 678 SAME 13
M 528 DOWN 2
W 638 ADDS 20

Regional and National charts for Chris Deburgh, listing songs like 'The Lady In Red', 'Into The Light', etc.

Europe Continued

Regional and National charts for Europe, listing songs like 'The Final Countdown', 'The Final Countdown', etc.

EXPOSE
Come Go With Me (Arista)
LP: Exposure

217/4 90%
Regional National
Reach 9 Summary
E 928 UP 185
S 678 SAME 13
M 528 DOWN 2
W 638 ADDS 20

Regional and National charts for Exposé, listing songs like 'Come Go With Me', 'Exposure', etc.

Fleetwood Mac: Continued

Regional and National charts for Fleetwood Mac, listing songs like 'Fleetwood Mac', 'Fleetwood Mac', etc.

ARETHA FRANKLIN & GEORGE MICHAEL
I Know You Were Waiting... (Arista)
LP: Aretha

23A/2 98%
Regional National
Reach 8 Summary
E 1008 UP 3
S 908 SAME 3
M 908 DOWN 0
W 908 ADDS 2

Regional and National charts for Aretha Franklin & George Michael, listing songs like 'I Know You Were Waiting...', 'Aretha', etc.

ROBERT CRAY BAND
Smoking Gun (Mercury/PolyGram)
LP: Strong Persuader

138/18 57%
Regional National
Reach 36 Summary
E 928 UP 72
S 658 DEBITS 22
M 508 SAME 15
W 608 DOWN 4
ADDS 18

Regional and National charts for Robert Cray Band, listing songs like 'Smoking Gun', 'Strong Persuader', etc.

CUTTING CREW
(I Just) Died In Your Arms (Virgin)
LP: Biocentric

210/14 88%
Regional National
Reach 23 Summary
E 928 UP 133
S 828 DEBITS 46
M 948 SAME 17
W 948 DOWN 0
ADDS 4

Regional and National charts for Cutting Crew, listing songs like '(I Just) Died In Your Arms', 'Biocentric', etc.

EUROPE
The Final Countdown (Epic)
LP: The Final Countdown

204/3 86%
Regional National
Reach 7 Summary
E 878 UP 145
S 878 SAME 36
M 808 DOWN 19
W 808 ADDS 3

Regional and National charts for Europe, listing songs like 'The Final Countdown', 'The Final Countdown', etc.

FLEETWOOD MAC
Big Love (WB)
LP: Tango in the Night

172/172 72%
Regional National
Reach 6 Summary
E 928 UP 0
S 678 DEBITS 18
M 528 SAME 0
W 638 DOWN 172
ADDS 172

Regional and National charts for Fleetwood Mac, listing songs like 'Big Love', 'Tango in the Night', etc.

CLUB NOUVEAU (Continued)

Continuation of Club Nouveau charts, listing songs like 'Lean On Me', 'Life, Love, & Pain', etc.

PARALLELS

R

Robbie Nevil Continued

Regional Summary for Robbie Nevil. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

PRINCE Sign 'O' Thee (Paisley Park/WB) LP: Sign 'O' The Times

Regional Summary for PRINCE. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

RATT Dance (Atlantic) LP: Dancing Undercover

Regional Summary for RATT. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

LIONEL RICHIE Se La (Motown) LP: Dancing On The Ceiling

Regional Summary for LIONEL RICHIE. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

PATTY SMYTH Never Enough (Columbia) LP: Never Enough

Regional Summary for PATTY SMYTH. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

NIGHT RANGER The Secret Of My Success (MCA) LP: The Big Lie

Regional Summary for NIGHT RANGER. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Red Speedwagon That Ain't Love (Epic) LP: Lie As We Know It

Regional Summary for Red Speedwagon. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Simply Red The Right Thing (Elektra) LP: Men And Women

Regional Summary for Simply Red. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Starship Nothing's Gonna Stop Us Now (Grunt)

Regional Summary for Starship. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Poison Talk Dirty To Me (Capitol) LP: Look What The Cat Dragged In

Regional Summary for Poison. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Psychedelic Furs Heartbreak Beat (Columbia) LP: Midnight To Midnight

Regional Summary for Psychedelic Furs. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Simply Red The Right Thing (Elektra) LP: Men And Women

Regional Summary for Simply Red. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Starship Nothing's Gonna Stop Us Now (Grunt)

Regional Summary for Starship. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Prinze Sign 'O' Thee (Paisley Park/WB) LP: Sign 'O' The Times

Regional Summary for Prinze. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Ratt Dance (Atlantic) LP: Dancing Undercover

Regional Summary for Ratt. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Simply Red The Right Thing (Elektra) LP: Men And Women

Regional Summary for Simply Red. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

Starship Nothing's Gonna Stop Us Now (Grunt)

Regional Summary for Starship. Includes station call letters, signal strength, and reception status. Example: WFLX 30-26, WTVT 30-26, WFTS 30-26.

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS.

U2

With Or Without You (Island)

82% of our reporters playing it. Moves: Up 20, Debuts 73, Same 30, Down 0, Adds 74 including PRO-FM, B97, WNVZ, Z95, KWK, KIIS, KS103. See Parallels, debuts at number 40 on the CHR chart.

MADONNA

La Isla Bonita (Sire/WB)

80% of our reporters playing it. Moves: Up 53, Debuts 57, Same 25, Down 0, Adds 58 including WKKS, WLS, Q102, 99DTX, WKTI, WLOL, KZZP, KUBE. See Parallels, debuts at number 30 on the CHR chart.

BRYAN ADAMS

Heat Of The Night (A&M)

74% of our reporters playing it. Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 177 including PRO-FM, Q107, Z93, WMM5, WCZY, KIIS, KCPX. Complete airplay in Parallels.

FLEETWOOD MAC

Big Love (WB)

72% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 172 including B94, KTGS, Y100, WGH, WNCI, KDWB, KPKE, KRKR. Complete airplay in Parallels.

JODY WATLEY

Looking For A New Love (MCA)

64% of our reporters playing it. Moves: Up 72, Debuts 32, Same 22, Down 0, Adds 27 including PWR95, Q107, KTGS, WNCI, KBEO, KUBE, WSSX. See Parallels, debuts at number 34 on the CHR chart.

SIGNIFICANT ACTION

BARBUSTERS "Light Of Day" (CBS Associated) 141/0
MOVES: Up 83, Debuts 6, Same 41, Down 0, Adds 9, KIIX106, WLSR, WBAM, KYNO, KYRK, WBNO, KWNZ, B91, KZOO, WCAU 20-17, Q102 21-16, WMM5 13-8, KRKR 29-25, KPZL 22-18, WSPK 32-26
ROBERT CRAY BAND "Smoking Gun" (Mercury/Polygram) 136/16
MOVES: Up 72, Debuts 22, Same 20, Down 4, Adds 18 including WKSE, KKBK, WLS, 99DTX, Q100, WRCK, WRNK, WKZL, KDYV, WPHD 35-26, Q105 16-15, KWOD 35-31, K104 16-10, WBCY 10-7, WKUL 14-11. See Parallels, moves 39-38 on the CHR chart
BREAKFAST CLUB "Right On Track" (MCA) 133/22
MOVES: Up 31, Debuts 39, Same 41, Down 0, Adds 22 including CKOI, WGH, Y106, KATD, Q100, Z94, WKQG, KWES, BU106, WOAP, KOCR, Z93 33-29, FM102 36-30, PWR97 34-31, WRNK 38-32
CHRIS DEBURGH "The Lady In Red" (A&M) 130/20
MOVES: Up 37, Debuts 18, Same 33, Down 2, Adds 20 including WKSE, PRO-FM, Z95, WMM5, Q100, 99PKY, WAJJO, WOUT, KSAQ, WDXL, WPHD 22-15, B106 18-14, WAVA 29-19, KDWB 26-19, WLOL 16-10
WORLD PARTY "Ship Of Fools" (Chrysalis) 122/14
MOVES: Up 58, Debuts 19, Same 31, Down 0, Adds 4 including CKOI, WYSR, WRKR, Q106, WBBQ, WBAM, WHYY, KLO, KRQ, KQOR, KBEO, WBKS 17-14, KITS 9-8, WERZ 40-38, 99D 38-33
SURVIVOR "How Much Love" (Scotti Bros./CBS) 120/6
MOVES: Up 67, Debuts 9, Same 35, Down 3, Adds 8, KPKE, K104, WSPK, WROO, 95XIL, KHTZ, B94 27-23, KRBE 40-38, WLS 26-20, 99DTX 36-31, KMJK 34-31, WRNK 25-22, WOUT 36-33, WRGR 31-24, KSNB 36-31
SHIRLEY MURDOCK "As We Lay" (Elektra) 114/0
MOVES: Up 55, Debuts 20, Same 32, Down 6, Adds 8, KWOD, WSPK, KLQ, KYNO, WFGW, WCL, WLRW, KWNZ, WCAR 5-3, 99DTX 31-24, WHY1 1-1, KROY 4-2, KS103 11-1, KATD 23-18, WUAN 24-18. See Parallels, moves 36-35 on the CHR chart
DONNA ALLEN "Serious" (21/Atco) 111/22
MOVES: Up 58, Debuts 15, Same 18, Down 0, Adds 22 including WNCI, KHTR, KPKE, Y108, KRKR, 93Q, KX106, 103CR, B96, WCAU 36-30, B97 24-14, 92X 25-17, KCPX 28-23, WBBO 26-25, 95Y 28-19. See Parallels, moves 40-37 on the CHR chart
CHICAGO "If She Would Have Been Faithful" (WB) 104/40
MOVES: Up 8, Debuts 22, Same 34, Down 0, Adds 40 including B94, WAVA, WGH, Q106, WMM5, 92X, KHTR, Z94, Q105, KZOU, 94, WPHD 40-28, WLS 25-19, KITS 40-35, WHYY 39-30
FOISON "Till Dirty To Me" (Caplama/Capitol) 102/25
MOVES: Up 37, Debuts 19, Same 19, Down 0, Adds 25 including B104, Z100, KBQO, KRBE, KUBE, Q100, WCKN, KWES, WRYO, WBSB, WDBR, KEGL 8-7, KTGS 15-9, KCPX 1-1, KATD 20-15
LIONEL RICHIÉ "So La" (Motown) 101/01
MOVES: Up 0, Debuts 0, Same 0, Down 0, Adds 101 including WKKS, WBEN, WKSE, 94Q, KRBE, Z95, WHY1, KDWB, KPKE, KJS, KMJK, FM102, KROY, KRZL, 99CFM
SIMPLY RED "The Right Thing" (Elektra) 101/12
MOVES: Up 54, Debuts 12, Same 23, Down 0, Adds 12 including WBEN, WCAU, CFTR, KROY, WROO, OK100, 99KQ, WXKS 6-23, WMM5 37-32, WCZY 33-28, KRKR 36-29, KCPX 27-24, WERZ 26-18, WRNK 29-24, WCKN 40-32
GLENN MEDEIROS "Nothing's Gonna Change My Love For You" (A&M/Bars) 100/13
MOVES: Up 58, Debuts 0, Same 17, Down 0, Adds 19 including WKRP, WPHD, WKKZ, WWJZ, Q106, WGTI, KDWB, KMJK, KWES, 94Z, PRO-FM 31-27, Q107 6-4, WAVA 3-2, COLUMBIA 20-13, KATD 8-6, WKEE 4-2
PATTY SMYTH "Never Enough" (Capitol) 99/6
MOVES: Up 38, Debuts 15, Same 40, Down 0, Adds 8, KZOU, WEAG, KJ103, KCMQ, WAZY, KQOT, WBEN 36-34, WPHD 23-19, WMM5 33-28, WKTI 24-20, WLOL 31-28, KWSS 34-31, WPSF 32-29, WRGO 19-14, WOOK 24-20
RATT "Dance" (Atlantic) 98/7
MOVES: Up 37, Debuts 3, Same 48, Down 1, Adds 7, KEGL, KRKR, WDXL, KZIO, WLM, KDWB, KKAZ, WPHD 37-36, WCAU 32-29, KCPX 38-35, WBBQ 21-18, WKOB 25-20, KZOU 30-27, WLOL 21-18, WOCM 24-20
GREGORY ABBOTT "I Got The Feeling" (It's Over) (Columbia) 87/0
MOVES: Up 33, Debuts 6, Same 41, Down 0, Adds 6, KRBE, WYRK, KZOU, WCKC, KGOT, KBQO, WBEN 32-25, WPHD 38-31, 99DTX 40-36, WKRR 31-26, WBBQ 27-22, WKOB 26-22, KBFM 38-35, KITY 27-24, KMOJ 30-24
HERB ALPERT "Keep Your Eye On Me" (A&M) 77/0
MOVES: Up 22, Debuts 4, Same 43, Down 0, Adds 8, WCAU, WKOB, KRKR, Y95, KEZB, KBFM, KZIO, KAY107, Y100 23-20, 99DTX 38-33, WCAU 37-36, KMEL 29-25, WSPK 38-35, WBBQ 34-31, KMJK 28-24
KENNY LOGGINS "Meet Me Half Way" (Columbia) 76/7
MOVES: Up 28, Debuts 18, Same 25, Down 0, Adds 17, 94Q, WRKR, WCKN, KHTZ, KQAO, WBSB, OK95, KEGL 17-13, Q105 30-28, KCPX 34-30, KDWB 32-26, WLOL 37-31, KATD 31-28, WPSF 38-32, WKDD 24-17
THOMPSON TWINS "Got That Love" (Arista) 71/71
MOVES: Up 0, Debuts 0, Same 0, Down 0, Adds 71 including WBEN, PRO-FM, KEGL, KKBK, KRBE, Z95, WMM5, KDWB, KWR, WLOL, FM102, KCPX, KITS, KRZL
PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 63/20
MOVES: Up 11, Debuts 11, Same 20, Down 1, Adds 20 including WKSE, WPHD, Y100, KATD, WAJJO, 99CFM, WROO, Z104, KZZU, OK100, Z100 30-27, WMM5 35-27, KMEL 33-28, WPSF 24-19, WRKR 33-28
NIGHT RANGER "The Secret Of My Success" (Carnegie/MCA) 63/19
MOVES: Up 0, Debuts 7, Same 27, Down 0, Adds 17 including WKRP, KRKR, WROO, 93Q, WDXL, WFLP, KSNB, KDON, KRQ, 95XQ, WZYP, KTRC, WLOL 4-38, WROO 6-38, KQZ 4-34
LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 51/6
MOVES: Up 6, Debuts 4, Same 33, Down 0, Adds 6, WKSE, KRKR, KBFM, BU105, WKDD, KZFN, WBEN 40-35, WCKP 39-36, KUBE 34-31, WAJJO 39-33, WRNK 6-40, WDLX 38-33, KR95 6-37, KXAN 38-33, KDYV 6-36

MOST ADDED MOST ACTIVE HOTTEST

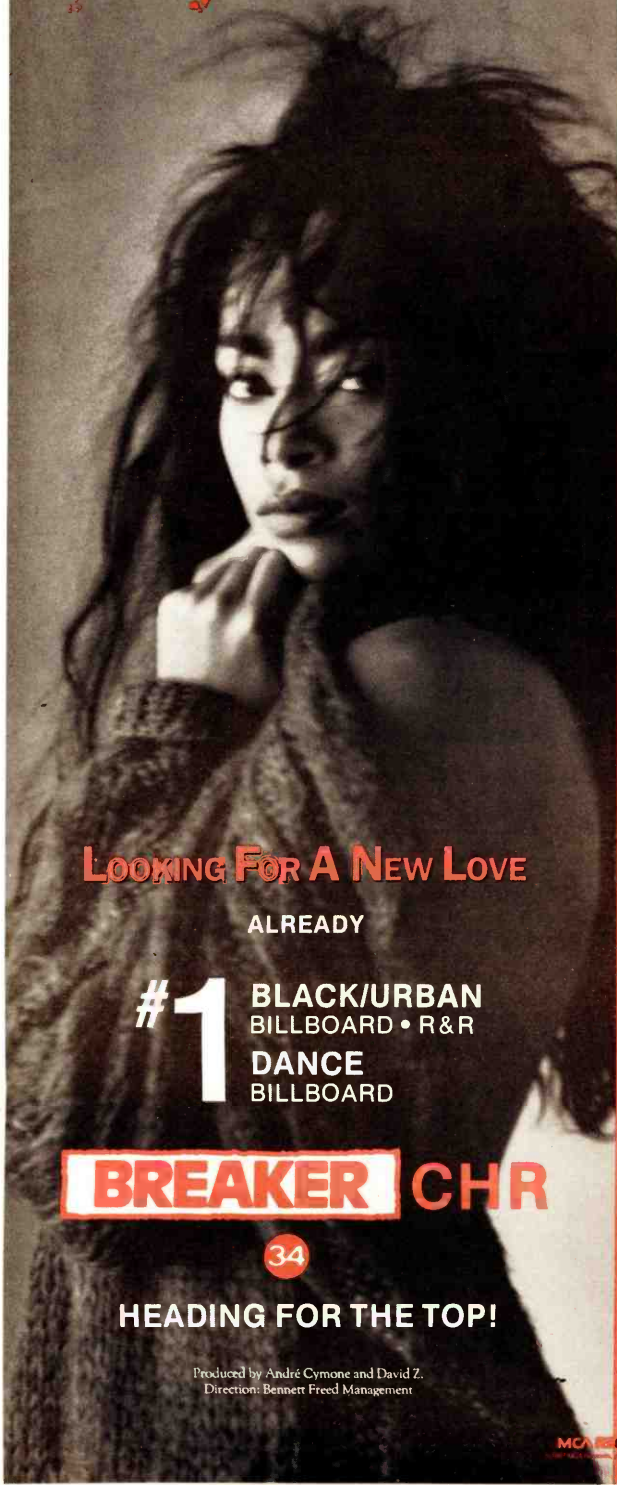
Table with 3 columns: MOST ADDED, MOST ACTIVE, HOTTEST. Lists artists and their chart positions.

Most Active = Ups + Debuts - Downs

NEW & ACTIVE

BEASTIE BOYS "Bass Monkey" (Def Jam/Columbia) 45/11
MOVES: Up 8, Debuts 15, Same 9, Down 2, Adds 11, Q107, WNVZ, 99DTX, WRCK, WKQB, KWES, WGRD, 94, 9500K, WKZ, WDBR, Q105 28-18, KS103 19-9, KX106 25-20, Y108 36-33
SHIRLEY MURDOCK "Just To See You" (Motown) 44/17
MOVES: Up 4, Debuts 4, Same 19, Down 0, Adds 17 including FM102, KMEL, WERZ, WPSF, WBKY, KX104, WOCM, KXAN, WCAU 38-31, K104 6-40, WRNK 6-33, WLN 40-37, KIK 6-33, KNBQ 36-35, KDYV 6-39
PAUL LEKAKIS "Boom Boom (Let's Go Back To My Room)" (ZYX) 44/6
MOVES: Up 27, Debuts 3, Same 6, Down 2, Adds 6, KRBE, WKEE, WWS, WWPX, WAZE, KQRC, WXKS 18-14, PWR95 16-15, B9Z 30-29, WBBQ 29-26, KQZ 28-26, KRBE 14-11, KBEQ 14-11, WYRK 25-25, KATD 8-7
COREY HART "Dancin' With My Mirror" (EMI America) 42/6
MOVES: Up 5, Debuts 3, Same 26, Down 0, Adds 6, PRO-FM, KRBE, Y100, WRNK, KZOU, KQZ, Q101, KXLS, WCAU 6-38, WKRR 36-35, WKDD 39-33, CHED 28-23, KOCR 6-39, Y94 39-36, B91 37-33
JULIAN COPE "World Shut Your Mouth" (Island) 40/7
MOVES: Up 4, Debuts 0, Same 29, Down 0, Adds 7, WCAU, WGH, WGAN, WFKX, WKSF, KXLS, KFMW, WPHD on, Z93 34-31, KRBE on, KCPX on, Z104 34-31, KITS 36-34, WOMP 37-34
SAMANTHA FOX "Do Ya Do Ya (Wanna Please Me)" (Jive/RCA) 39/4
MOVES: Up 9, Debuts 3, Same 23, Down 0, Adds 4, WKEE, 103CR, WZYP, WBBW, WKSE 37-36, KRBE 6-39, WSPK 35-28, KQZ 29-28, KYNO 6-40, 94 30-29, KISR 31-29, WCL 31-29, 99KQ 31-29, B91 31-29, OK95 27-24
RUN D.M.C. "My Adidas" (Profile) 32/1
MOVES: Up 19, Debuts 2, Same 10, Down 0, Adds 1, WDXL, B94 24-19, KRBE 23-13, KROY 15-7, WKEE 22-20, WRCK 40-33, WPMI 19-12, KZOU 40-29, KWES 33-29, Y108 29-21, 94Z 23-18, 94 11-8, KYRK 22-19, Z102 14-12, WCL 8-4
VEENITANS "So Much For Love" (Chrysalis) 32/0
MOVES: Up 6, Debuts 3, Same 23, Down 0, Adds 0 including WBEN 6-39, WMM5 on, KMJK on-dp, KCPX 29-36, KITS 29-28, KRZL on-dp, PWR97 on, KZZL on-dp, 950X 39-32, WODD 30-27, WPMI 31-29, 99KQ 28-27, KTRS 6-39
HUEY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 30/29
MOVES: Up 5, Debuts 2, Same 3, Down 0, Adds 20 including Z93, WGH, KHTR, KRKR, KUBE, WERZ, WTC, WAPI, WBCY, WSKZ, KEGL 33-25, WLS 29-21, KWK 6-32, KMJK 30-24, K104 37-33
GEORGIA SATELLITES "Battleship Chains" (Elektra) 30/6
MOVES: Up 4, Debuts 3, Same 18, Down 0, Adds 8, KSAQ, WGRD, WOOD, 100KH, WFKX, WCL, KXLS, 99KQ, Z95 21-20, WEAG 6-24, WZPL 6-30, WGOO 38-33, KISR 21-16, Q106 36-33, B91 30-28
ATLANTIC STARR "Always" (WB) 29/13
MOVES: Up 8, Debuts 5, Same 3, Down 0, Adds 13 including B106, WCZY, KBEO, KCPX, FM102, KWOD, WNOK, KZZP 18-12, KROY 24-17, KX106 28-23, KAAZ 25-20, WERS 33-24, WMM5 31-23, WDLX 31-26, KYRK 33-22
PELUJO ECHO "Living In A Dream" (RCA) 28/1
MOVES: Up 11, Debuts 3, Same 13, Down 0, Adds 1, WKDD, WMM5 6-40, KCPX 6-39, WNOK 36-33, KIOY 30-26, KZZU 27-24, KXAN 6-30, WPMI 33-30, KOZE 18-13, KMTM 13-10, KZFN 40-36, B91 40-37, Y97 32-31, OK95 24-20
LEVEL 42 "Lessons In Love" (Polygram/Polygram) 27/27
MOVES: Up 0, Debuts 0, Same 27, Down 0, Adds 27 including WPHD, CKOI, KMJK, KCPX, KITS, KMEL, WPSF, WHYZ, WBBQ, WNOK, KSNB, KDON, WAO, WAMX, KXAN
ANITA BAKER "Same Ole Love (385 Days A Year)" (Elektra) 27/4
MOVES: Up 4, Debuts 4, Same 14, Down 0, Adds 4, KRKR, KROY, WPKF, WSPK 34-30, WKTI 29-27, FM102 29-24, KS103 6-35, KMEL 32-26, KWSS 6-34, NKK 36-35, KRBE 6-38, WYRK 6-38, WYRK 6-38
PETER DINKELBACH & KATE BUSH "Don't Give Up" (Capitol) 26/26
MOVES: Up 0, Debuts 0, Same 26, Down 0, Adds 26 including WQKS, PRO-FM, KCPX, KATD, K104, WERZ, WPSF, WKRR, WCKN, WHYY, KSNB, KZZU, WKPE, WOMP, KQZ
PAUL SIMON "You Can Call Me Al" (WB) 26/26
MOVES: Up 0, Debuts 0, Same 26, Down 0, Adds 26 including B104, Z100, B106, WAVA, Z93, Y100, WHY1, KBEO, KMJK, KRQ, KSNB, WSSX, WCKN, BU105, 94Z
COVERGIRLS "Show Me" (The Faves/Satra) 26/4
MOVES: Up 11, Debuts 3, Same 6, Down 0, Adds 4, Y107, Y106, WNOK, WOMP, WBLJ 24-22, PWR95 14-10, Z100 15-13, WCAU 31-26, Y100 6-2, FM102 25-23, KROY 26-25, KAMZ 16-12, WAPE 29-25, KIT 21-16, KMGX 28-15
FAHRENHEIT "Fool In Love" (WB) 24/1
MOVES: Up 2, Debuts 0, Same 22, Down 0, Adds 1, WAZY, Z93 29-27, K104 38-36, WBBQ 36-32, WNOK 31-26, WNOK 6-37, WYRK 6-38, WRRD 6-38, KTRU on-dp, KROY on-dp, WOOH on-dp, WOMP on-dp, KQZ on
ERIC MARTIN "Everytime I Think Of You" (Capitol) 23/5
MOVES: Up 3, Debuts 2, Same 13, Down 0, Adds 5, PRO-FM, KROY, 95XIL, WOMP, KAAZ, WCRZ 38-35, KWK 35-34, K104 6-39, WERZ on, WKRR on, WKDD 6-35, KITS on, B91 39-38
GINO VANELLI "Win Hearts" (CBS Associated) 21/2
MOVES: Up 8, Debuts 2, Same 9, Down 0, Adds 2, KTRS, KMTI, CKOI 38-27, CFTR 34-30, WLOL 28-22, KZIO 6-36, KITS 31-31, CHED 6-29, KSNB 33-28, WPMI 35-31, Y94 40-34, KKAZ 40-33
DEEP PURPLE "Can Of The Win" (Mercury/Polygram) 10/1
MOVES: Up 0, Debuts 0, Same 18, Down 0, Adds 1, KDOT, WPHD on, PRO-FM on, KCPX on-dp, K104 on-dp, WERZ on, WTK 29-29, KITY 8-6, KYNO 40-38, KATD 31-28
BILLY JOEL featuring RAY CHARLES "Baby Grand" (Mercury) 17/4
MOVES: Up 2, Debuts 2, Same 9, Down 0, Adds 4, WRNK, WNOK, Q104, KBEO, WBLI on, 94Q 6-25, WCZY on, K104 on, WSPK on, WPSF on, WKDD 37-27, WFBG 31-29, KKAZ 6-40
KIM WILDE "You Keep Me Hangin' On" (MCA) 18/14
MOVES: Up 5, Debuts 0, Same 8, Down 0, Adds 14 including 997, WROO, WDBR, WKKD, KRYQ, WZYO, 95XIL, Q104, KCMQ, KQZ, WHT
KENNY G "Songbird" (Arista) 15/6
MOVES: Up 0, Debuts 0, Same 3, Down 0, Adds 6, KMEL, KATD, WLN, WCKN, KITY, KFB5, FM102 6-33, WRNK 39-26, WBBQ 40-35, KWES 6-35, Q104 37-29, KHTZ 21-1
READY FOR THE WORLD "Mary Goes Round" (MCA) 15/4
MOVES: Up 2, Debuts 3, Same 6, Down 0, Adds 4, FM102, KROY, KQAO, KYRK, KRBE 38-35, Y100 21-19, WHY1 6-24, KX106 on, Y108 6-40, KFB5 on, KMJK on-dp, KDON 6-39
COMPANY B "Fascinated" (Atlantic) 14/15
MOVES: Up 0, Debuts 0, Same 4, Down 0, Adds 4, KWSS, WRCK, KMJK, KZOO, Y100 17-10, KROY on, KMEL 15-13, WRNK 14-10, WTK 29-29, KITY 8-6, KYNO 40-38, Z102 20-15
BLOW MONKEYS "It Doesn't Have To Be This Way" (RCA) 13/4
MOVES: Up 0, Debuts 2, Same 7, Down 0, Adds 4, WKBE, WRNK, Y97, OK95, KROY on, WNOK on, KFB5 6-40, KDON on, WKSP on-dp, WJMK on, KKAZ on, KOZE 6-36, KHTZ on
STARPOINT "He Wants My Body" (Elektra) 13/1
MOVES: Up 0, Debuts 0, Same 3, Down 0, Adds 1, KX106, KROY 28-24, KMEL 19-18, WTK 31-29, WSPK on, WSSX 31-28, KMZ 17-14, Y108 40-37, KITY 28-25, 94 15-11, WKPE on, WAZY 36-32, Y97 on
GREG ALLMAN BAND "I'm Me Angel" (Epic) 11/11
MOVES: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WMM5, K104, PWR97, WKDD, KRYQ, WZYO, 95XIL, Q104, KCMQ, KQZ, WHT
STABILIZERS "One Simple Thing" (Columbia) 11/3
MOVES: Up 4, Debuts 1, Same 3, Down 0, Adds 3, KCPX, WRNK, 99KQ, WMM5 38-33, KPKE 23-18, Y108 6-5, KATD on, WRKR on, KSNB 35-32, KFMW 6-37, KKAZ on
EDDIE & THE TIDE "Weak In The Presence Of Beauty" (A&M) 11/2
MOVES: Up 1, Debuts 0, Same 7, Down 0, Adds 2, WERZ, KFB5, FM102 31-28, KATD on, KWSS 6-32, KDON on, WJMK on, KSNB on, WGLF on, WBSB on, 99KQ on

Jody Watley



LOOKING FOR A NEW LOVE

ALREADY

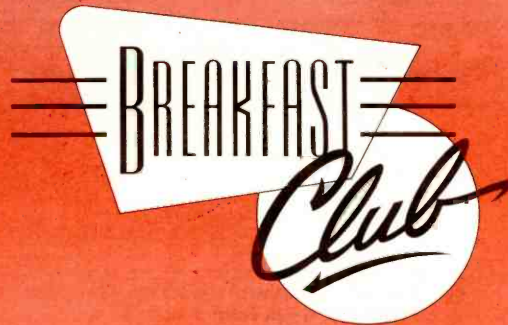
#1 BLACK/URBAN
BILLBOARD • R&R
DANCE
BILLBOARD

BREAKER CHR

34

HEADING FOR THE TOP!

Produced by André Cymone and David Z.
Direction: Bennett Freed Management



‘‘RIGHT ON TRACK’’

OUT OF THE BOX
MOST ADDED
FIRST TWO WEEKS OUT

TOP
NEW & ACTIVE CHR

133/22



PRODUCED BY: JIMMY IOVINE

PATRICK RAINS & ASSOCIATES

MCA RECORDS
A Division of MCA Inc. © 1987 MCA Inc. Produced in U.S.A.



CONTEMPORARY HIT RADIO

| Three Weeks | Two Weeks | Last Week | |
|-------------|-----------|-----------|--|
| 8 | 2 | 1 | 1 CLUB NOUVEAU/Lean On Me (WB) |
| 9 | 5 | 2 | 2 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA) |
| 13 | 6 | 5 | 3 GENESIS/Tonight, Tonight, Tonight (Atlantic) |
| 4 | 3 | 3 | 4 JANET JACKSON/Let's Wait Awhile (A&M) |
| 5 | 4 | 4 | 5 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA) |
| 16 | 12 | 7 | 6 WANG CHUNG/Let's Go (Geffen) |
| 18 | 13 | 8 | 7 EUROPE/The Final Countdown (Epic) |
| 25 | 17 | 11 | 8 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista) |
| 20 | 16 | 10 | 9 EXPOSE/Come Go With Me (Arista) |
| 21 | 18 | 14 | 10 CROWDED HOUSE/Don't Dream It's Over (Capitol) |
| 23 | 19 | 15 | 11 LOU GRAMM/Midnight Blue (Atlantic) |
| 11 | 10 | 9 | 12 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA) |
| 31 | 26 | 21 | 13 STEVE WINWOOD/The Finer Things (Island/WB) |
| 34 | 27 | 22 | 14 BANGLES/Walking Down Your Street (Columbia) |
| 24 | 21 | 18 | 15 REO SPEEDWAGON/That Ain't Love (Epic) |
| 27 | 23 | 19 | 16 TINA TURNER/What You Get Is What You See (Capitol) |
| — | 30 | 23 | 17 PRINCE/Sign 'O' The Times (Paisley Park/WB) |
| 1 | 1 | 6 | 18 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis) |
| 32 | 28 | 25 | 19 HIPSWAY/The Honeythief (Columbia) |
| 3 | 8 | 12 | 20 PETER GABRIEL/Big Time (Geffen) |
| 2 | 7 | 13 | 21 BON JOVI/Livin' On A Prayer (Mercury/PG) |
| 38 | 31 | 27 | 22 ROBBIE NEVIL/Dominos (Manhattan) |
| — | 39 | 31 | 23 CUTTING CREW/(I Just) Died In Your Arms (Virgin) |
| 40 | 33 | 28 | 24 PETER WOLF/Come As You Are (EMI America) |
| — | 34 | 30 | 25 KOOL & THE GANG/Stone Love (Mercury/PG) |
| 6 | 9 | 16 | 26 BRUCE WILLIS/Respect Yourself (Motown) |
| — | 36 | 27 | 27 CYNDI LAUPER/What's Going On (Portrait/CBS) |
| 7 | 11 | 20 | 28 JETS/You Got It All (MCA) |
| — | 38 | 32 | 29 GLASS TIGER/I Will Be There (Manhattan) |
| BREAKER | 30 | 24 | 30 MADONNA/La Isla Bonita (Sire/WB) |
| 14 | 14 | 17 | 31 DEAD OR ALIVE/Brand New Lover (Epic) |
| — | 37 | 32 | 32 BOSTON/Can'tcha Say/Still In Love (MCA) |
| 10 | 15 | 24 | 33 EDDIE MONEY/I Wanna Go Back (Columbia) |
| BREAKER | 34 | 28 | 34 JODY WATLEY/Looking For A New Love (MCA) |
| — | 38 | 35 | 35 SHIRLEY MURDOCK/As We Lay (Elektra) |
| — | 39 | 36 | 36 ROBERT CRAY BAND/Smoking Gun (Mercury/PG) |
| — | 40 | 37 | 37 DONNA ALLEN/Serious (21/Atco) |
| 12 | 20 | 26 | 38 BEASTIE BOYS/Fight For Your Right (To Party) (Def Jam/Columbia) |
| 30 | 29 | 29 | 39 CAMEO/Candy (Atlanta Artists/PG) |
| BREAKER | 30 | 24 | 40 U2/With Or Without You (Island) |

N&A Begins on Page 118

ADULT CONTEMPORARY

| Three Weeks | Two Weeks | Last Week | |
|-------------|-----------|-----------|--|
| 7 | 3 | 2 | 1 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA) |
| 3 | 2 | 1 | 2 JANET JACKSON/Let's Wait Awhile (A&M) |
| 20 | 10 | 4 | 3 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista) |
| 1 | 1 | 3 | 4 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA) |
| 19 | 11 | 8 | 5 RESTLESS HEART/It's Still Be Loving You (RCA) |
| 28 | 17 | 6 | 6 STEVE WINWOOD/The Finer Things (Island/WB) |
| 8 | 7 | 6 | 7 DARYL HALL/Someone Like You (RCA) |
| 12 | 9 | 8 | 8 KOOL & THE GANG/Stone Love (Mercury/PG) |
| 15 | 9 | 9 | 9 PAUL McCARTNEY/Only Love Remains (Capitol) |
| 2 | 4 | 5 | 10 JETS/You Got It All (MCA) |
| 29 | 15 | 11 | 11 GENESIS/Tonight, Tonight, Tonight (Atlantic) |
| 25 | 19 | 14 | 12 SHIRLEY MURDOCK/As We Lay (Elektra) |
| — | 30 | 16 | 13 SMOKEY ROBINSON/Just To See Her (Motown) |
| 4 | 5 | 11 | 14 LUTHER VANDROSS/Stop To Love (Epic) |
| 27 | 25 | 18 | 15 BURNS SISTERS/Listen To The Beat Of A Heart (Columbia) |
| 6 | 8 | 12 | 16 JOURNEY/It'll Be Alright Without You (Columbia) |
| — | 28 | 17 | 17 BILLY JOEL featuring RAY CHARLES/Baby Grand (Columbia) |
| — | 23 | 15 | 18 SERGIO MENDES/What Do We Mean To Each Other (A&M) |
| 5 | 6 | 13 | 19 TOTO/Without Your Love (Columbia) |
| BREAKER | 30 | 24 | 20 ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra) |
| — | 27 | 21 | 21 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia) |
| 9 | 15 | 19 | 22 CHICAGO/Will You Still Love Me? (WB) |
| 22 | 20 | 23 | 23 MIKI HOWARD/Come Share My Love (Atlantic) |
| — | 28 | 25 | 24 SHEILA E/Hold Me (WB) |
| 16 | 24 | 24 | 25 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA) |
| 21 | 21 | 22 | 26 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis) |
| 10 | 13 | 17 | 27 LIONEL RICHIE/Ballerina Girl (Motown) |
| — | 30 | 28 | 28 SIMPLY RED/The Right Thing (Elektra) |
| BREAKER | 30 | 24 | 29 EL DeBARGE/Stargight Express (MCA) |
| BREAKER | 30 | 24 | 30 CYNDI LAUPER/What's Going On (Portrait/CBS) |

N&A Begins on Page 98

N&A Begins on Page 88

AOR TRACKS

| Three Weeks | Two Weeks | Last Week | |
|-------------|-----------|-----------|---|
| — | — | 6 | 1 U2/With Or Without You (Island) |
| 8 | 4 | 2 | 2 PETER WOLF/Come As You Are (EMI America) |
| 2 | 2 | 1 | 3 GREGG ALLMAN BAND/I'm No Angel (Epic) |
| 19 | 8 | 4 | 4 CUTTING CREW/(I Just) Died In Your Arms (Virgin) |
| 12 | 7 | 7 | 5 PATTY SMYTH/Never Enough (Columbia) |
| BREAKER | 30 | 24 | 6 FLEETWOOD MAC/Big Love (WB) |
| BREAKER | 30 | 24 | 7 BRYAN ADAMS/Heat Of The Night (A&M) |
| 7 | 5 | 5 | 8 STEVE WINWOOD/The Finer Things (Island/WB) |
| 1 | 1 | 3 | 9 LOU GRAMM/Midnight Blue (Atlantic) |
| 3 | 3 | 4 | 10 SAMMY HAGAR/Winner Takes It All (Columbia) |
| 27 | 16 | 11 | 11 JON BUTCHER/Goodbye Saving Grace (Capitol) |
| 13 | 12 | 9 | 12 CROWDED HOUSE/Don't Dream It's Over (Capitol) |
| 33 | 27 | 18 | 13 BON JOVI/Never Say Goodbye (Mercury/PG) |
| 25 | 15 | 12 | 14 PAUL SIMON/The Boy In The Bubble (WB) |
| 29 | 24 | 15 | 15 PSYCHEDELIC FURS/Heartbreak Beat (Columbia) |
| 30 | 26 | 19 | 16 LOU GRAMM/Ready Or Not (Atlantic) |
| 21 | 14 | 14 | 17 DEEP PURPLE/Call Of The Wild (Mercury/PG) |
| 56 | 35 | 23 | 18 FROZEN GHOST/Should I See (Atlantic) |
| BREAKER | 30 | 24 | 19 NIGHT RANGER/The Secret Of My Success (MCA) |
| 40 | 29 | 22 | 20 ANDY TAYLOR/I Might Lie (MCA) |
| 4 | 6 | 10 | 21 REO SPEEDWAGON/That Ain't Love (Epic) |
| 20 | 17 | 17 | 22 SANTANA/Veracruz (Columbia) |
| 22 | 18 | 16 | 23 BARBUSTERS featuring JOAN JETT/Light Of Day (Blackheart/CBS) |
| 38 | 30 | 25 | 24 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis) |
| 59 | 43 | 36 | 25 EDDIE MONEY/Endless Nights (Columbia) |
| 9 | 10 | 13 | 26 ERIC CLAPTON/Miss You (Duck/WB) |
| 48 | 40 | 34 | 27 GLASS TIGER/I Will Be There (Manhattan) |
| BREAKER | 30 | 24 | 28 DOKKEN/Dream Warriors ("Theme From...") (Elektra) |
| DEBUT | 30 | 24 | 29 U2/Still Haven't Found What I'm Looking For (Island) |
| BREAKER | 30 | 24 | 30 WHITESNAKE/Still Of The Night (Geffen) |

Complete Tracks Chart Begins on Page 102

BLACK/URBAN

| Three Weeks | Two Weeks | Last Week | |
|-------------|-----------|-----------|---|
| 2 | 1 | 1 | 1 JODY WATLEY/Looking For A New Love (MCA) |
| 7 | 2 | 2 | 2 CLUB NOUVEAU/Lean On Me (WB) |
| — | 19 | 8 | 3 PRINCE/Sign 'O' The Times (Paisley Park/WB) |
| 8 | 5 | 4 | 4 KOOL & THE GANG/Stone Love (Mercury/PG) |
| 14 | 10 | 7 | 5 HERB ALPERT/Keep Your Eye On Me (A&M) |
| 6 | 3 | 3 | 6 SHEILA E/Hold Me (Paisley Park/WB) |
| 13 | 7 | 5 | 7 MADHOUSE/6 (Paisley Park/WB) |
| 12 | 6 | 8 | 8 ONE WAY/You Better Quit (MCA) |
| 20 | 11 | 9 | 9 STARPOINT/He Wants My Body (Elektra) |
| 21 | 15 | 10 | 10 MILLIE SCOTT/Ev'ry Little Bit (4th & Broadway/Island) |
| 27 | 17 | 11 | 11 SYSTEM/Don't Disturb This Groove (Atlantic) |
| 15 | 13 | 11 | 12 RAINY DAVIS/Lowdown So & So (Columbia) |
| 40 | 27 | 17 | 13 L. VANDROSS featuring G. HINES/There's Nothing Better Than Love (Epic) |
| 29 | 20 | 15 | 14 A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting (For Me) (Arista) |
| 22 | 18 | 16 | 15 BUNNY DEBARGE/Save The Best For Me (Motown) |
| 32 | 21 | 18 | 16 GREGORY ABBOTT/I Got The Feelin' (It's Over) (Columbia) |
| 35 | 29 | 20 | 17 SMOKEY ROBINSON/Just To See Her (Motown) |
| — | 38 | 24 | 18 ATLANTIC STARR/Always (WB) |
| 30 | 26 | 21 | 19 FULL FORCE/Old Flames Never Die (Columbia) |
| 38 | 32 | 26 | 20 LILLO THOMAS/Sexy Girl (Capitol) |
| — | 35 | 25 | 21 KLYMAXX/I'd Still Say Yes (Constellation/MCA) |
| 28 | 24 | 22 | 22 LEVERT/Fascination (Atlantic) |
| — | 27 | 23 | 23 ANITA BAKER/Same Ole Love (365 Days A Year) (Elektra) |
| — | 28 | 24 | 24 PATRICE RUSHEN/Watch Out (Arista) |
| — | 36 | 32 | 25 READY FOR THE WORLD/Mary Goes Round (MCA) |
| 36 | 34 | 30 | 26 S.O.S. BAND/No Lies (Tabu/CBS) |
| — | 40 | 36 | 27 CHERYL LYNN/New Dress (Manhattan) |
| — | 35 | 28 | 28 BOBBY BROWN/Girl Next Door (MCA) |
| DEBUT | 30 | 24 | 29 SURFACE/Happy (Columbia) |
| 39 | 37 | 33 | 30 ISAAC HAYES/Thing For You (Columbia) |
| 34 | 33 | 31 | 31 GENOBIA JETER/GLENN JONES/Together (RCA) |
| — | 40 | 32 | 32 MIKI HOWARD/Imagination (Atlantic) |
| — | 39 | 33 | 33 RUN D.M.C./It's Tricky (Profile) |
| 33 | 31 | 29 | 34 VESTA WILLIAMS/Something About You (A&M) |
| DEBUT | 30 | 24 | 35 MELBA MOORE/It's Been So Long (Capitol) |
| BREAKER | 30 | 24 | 36 JOCELYN BROWN/Ego Maniac (WB) |
| BREAKER | 30 | 24 | 37 CAMEO/Back And Forth (Atlanta Artists/PG) |
| 25 | 23 | 23 | 38 EXPOSE/Come Go With Me (Arista) |
| BREAKER | 30 | 24 | 39 GAP BAND/Zibble Zibble (Get The Money) (Total Experience/RCA) |
| BREAKER | 30 | 24 | 40 GEORGIO/Sexappeal (Motown) |