CALL SIGN CHANGE COMING?

WYNF Fills New York Country Opening

After a nine-year AC run, WYNF/New York will switch to Country July 1. "The WYNF news comes ten days after WHN, New York's only Country station, announced its plans to drop Country and become all-Sports WFAN. NBC Radio President Randy Bergarten told R&R, "Our research clearly indicated there was a significant underserved market for Country in New York. I'm thrilled we're going to have the opportunity to address it. Since the FM band has become synonymous with music, WYNF's format will be an ideal marriage." Alluding to WHN's mixture of Country and Mets baseball the last few years, he said "There's something to be gained from approaching the format as a total music station as opposed to sharing it with sports." Acknowledging a call letter change is a "good possibility," Bergarten said that present WYNF VP/GM John Irwin would remain with the station. Irwin told R&R, "We'll try to keep people and not find ways to get rid of them. Those wanting to play on the team will be given opportunities." The search for a PD is underway, and Irwin indicated presents PD Chuck Crane will be considered if interested.

No Plans For WNBC simulcast

Amid rumors of a possible switch to Country by WYNF/Atlanta WNBC and/or an AM/FM simulcast of WNBC's Don Imus, Bongarten said, "The AM will remain as is and the simulcast talk is wrong." Regarding a possible move by Imus to YNY, Irwin said, "Don has a lot of country opinions and enjoys country music, but there is nothing in the plans for Don to come over here and do anything. Don has stayed at WNBC." Bongarten added, "The people at WHN have been terrific. They were very open and cooperative with us about why they made the switch. They shared their research with us and helped us along the decision-making process."

BELZER MORNING STAND-IN

WBMW Drops CHR For 'Adult Rock'

Last Friday morning (5/8), Infinity's WBMW/New York dropped its '8106' CHR handle and format, playing three days of Beatles before segueing into a new identity as "106.7 WBMW, Washington's Adult Rock & Roll Station." The new format, researched and implemented by (co-owned) WYSP/Philadelphia PD Andy Bloom and WBMW Assistant PD Bob Payne, will target 25-49, leaning men — "the most underserved demos in Washington," according to GM Ken Stevens, who added, "In a nutshell, the other AORs are seeking younger males, while the many CHRs and ACs focus toward females.

Stevens said that compared to AOR DC198, WBMW will be more adult in attitude. His search continues for a permanent PD "who understands our concept. To the 25-49 adult, the term 'rock & roll is general for a wide variety of songs and art-

Public Says FCC Too Extreme

More Industry Reaction

Radio: mixed opinion

Public not backing FCC

Public not backing FCC

Advertisers: concerned

Lawyers: counsel discretion

Broadcasters: cheers Commission

See Page 20

Ratings Results

Winter ratings data for Charlotte, Columbus, Greensboro, Indianapolis, Rochester, and San Antonio.

Do CHR Consultants Control the Music?

Key consultants frankly face some tough questions on their role in influencing station programming content and policies.

Cap Cities/ABC Resets O&O's

Bouloukos, Schrutt Group Presidents

Cap Cities/ABC has separated its 19 radio stations into two groups, each with its own President. Don Bouloukos, currently President/Owned Stations, has recently been named President/Owned Stations, Group One; and WKKH-AM & FM/Atlanta President/GM Norm Schrutt becomes President/Owned Stations, Group Two. The new positions become effective June 1, with Schrutt relocating to New York.

General managers at the individual stations report to the Presidents of their groups, and both Bouloukos and Schrutt report directly to Cap Cities/ABC Radio President Jim Arcara. Explaining the move, Arcara told R&R, "It will strengthen our overall management in terms of the scope and depth of our operations. From a management standpoint, it also better positions us for future growth."

Bouloukos assumed his most recent title in January '86, advancing from VP/Operations for the ABC Owned Stations after CAP CITIES/See Page 21

New Cap Cities Radio Lineup

Group One
Don Bouloukos, President
WABC & WPLJ
KABC & KLOS
KGO
WJR & WHYT
WPRO-AM & FM

Group Two
Norm Schrutt, President
WLS & WYTZ
WMAI & WRQX
WBAP & KSCS
WKHX-AM & FM
KGNS-AM & FM

CAUTION, CONFUSION PREVAIL

'Vague' FCC Ruling Irks Industry

Broadcasters generally consider the FCC's new indecency policy ominously vague, and are taking a cautious approach in setting up their own on-air content guidelines. R&R asked broadcasting professionals around the country if they understood the FCC's indecency ruling, if they had policies about what could be said on-air, and if they were screening music with an eye to the new guidelines.

While EZ VP/Programming Don Vail, echoing the sentiments of several other broadcasters, said, "We think we have a fairly good handle on the guidelines they're trying to get across," a large majority of respondents said they did not understand the new policy. WHWJ/Providence PD Ken Carson commented, "After talking to our lawyers for over an hour, we still think it's somewhat vague. I want to know who's got the job in Washington to decide which double entendre went over the line and which didn't. Who are they going to hire for that?"

WAPA-AM & FM/Jacksonville GM Bill Cahill noted, "FCC/See Page 20
Gloria Estefan
and Miami Sound Machine

Rhythm Is Gonna Get You

The New & Exciting
Single From The Soon
To Be Released Album

Let It Loose

On CBS Records, Cassettes, And Compact Discs.
FCC Questions Y100 Challenger's Allegations

The FCC Mass Media Bureau is seriously questioning the validity of allegations that Y100 (YWYI) in Miami is paying off record company representatives. The Bureau is finding that some payments are being made to help promote specific songs.

In documents made public late Tuesday (5/12) afternoon, the Bureau said it opposes efforts to expand a license renewal proceeding brought against YWYI by Metroplex Communications. The Bureau said it is concerned about allegations of wrongdoing at the station.

In its newly filed legal papers, the FCC stated, "Southeastern almonds are the only violations are inadequately supported and elevate form over substance, and its charges of payola, WTAE Switches To All-Talk

Heard Broadcasting's WTAE-Pittsburgh will begin a gradual shift to all-talk programming next week. The new format will be all-talk, with a focus on local news and sports. Morning host Jack Bogut will remain, gradually decreasing music airplay as the rest of the lineup changes.

Williams Programs WBVE

Mark Williams

Former WCJ/Loiville PD Mark Williams has been named PD for Country WBVE/Cincinnati. He succeeds Ray Miller, who succumbed to a heart attack last month. WBVE VP/GM Neil Kearney told R&R, "Our goal plan of winning the Country battle in both Dayton and Cincinnati has been strengthened with the addition of Mark. He's a promotions maniac and likes to get out there and play.

Williams, who programmed WCJ from early '80s until last Sep-

WILLIAMS/See Page 21

ratings distortion, and fraudulent billing are supported by nothing more than sheer hearsay," the Bureau said.

Possible Abuse Of Judicial Process

"While the Bureau is not convinced that the matters raised herein rise to the level of an abuse of process, the Bureau is quite concerned that a filing, such as the instant one, raises serious questions about the use of adjudicatory procedures by applicants in a manner that is not seriously questioned the validity of allegations that Y100 (YWYI) in Miami staffs were involved with payola and drugs (R&R 5/1).

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MOTOWN CUTS 'TWO-FER' PRICE

Labels Ship More Mid-Price CDs

Compact disc prices of catalog product continue to fall. Motown is reducing the wholesale cost of its two-for-one CD line, enabling retailers to sell these titles for $11.99 to $12.99. The label is also introducing another CD line, priced to sell below $10 at retail.

In related developments, CBS has shipped its first CD midlines, MCA will do so with 30 titles in June, and PolyGram comes to market next week with 36 releases. This flurry of lower-priced activity has been pegged to disappointment among labels and retailers over recent CD catalog sales, as well as to related declines in manufacturing costs. There's also been pressure from mass merchandisers to make prices more attractive for their customers.

For its part, Motown is converting its existing "two-fer" series (approximately 60 releases) to midline, with a wholesale price reported to be around $7.78. This would translate to $11.99-$12.99 at retail.

The label is also introducing a series with a wholesale price said to be around $6.98, which could translate to $9.99-$10.99 at retail. These albums will have 10-12 tracks apiece, and Motown Music Group President Jay Lasker said 75-100 titles should be available by year's end. They include releases by Diana Ross, Marvin Gaye, the Supremes, the Four Tops, Al Green, and Grover Washington.

Lasker told R&R, "The pricing on these will be such that the mass merchandisers will be able to retail them for under $10." He said recent experience has shown "that the mere fact you're giving consumers a lot more music for their money does not overcome the price barrier."

Lasker continued, "I'm sure if the industry were able to bring down the price of new CDs, we'd sell more, but economically today, that's not feasible. With catalog it is possible, because some of your costs have been amortized, royalty rates are less, you can make better deals with publishers, and basic CD manufacturing costs have come down."

From PolyGram, the first three dozen midline titles are due at retail Monday (5/18). Artists include Cameo, Bananarama, Tears For Fears, Genesis, Level 42, Cream, Eric Clapton, Bee Gees, Kool & the Gang, John Lennon/Yoko Ono, and Donna Summer.

The CDs feature original album artwork and generic packaging which emphasizes their "Special Price." PolyGram VP/Special Markets Harry Palmer, noting that price "has been a factor" since the CD's introduction, said that the label will expand the line through summer and fall, to approximately 100 titles by the Christmas selling season.

Later CD midlines from PolyGram will feature the Gap Band, John Mayall, Parliament, Vangelis, Style Council, and the Allman Brothers, among others.

Ogilvy & Mather Taps Birch As Primary Service

The Ogilvy & Mather ad agency, which had spot radio billings of $45 million in 1986, has signed a multi-year agreement to utilize Birch Radio ratings on a primary basis. Birch will provide full national service to the ad agency's offices in New York, Atlanta, Chicago, Houston, Los Angeles, and selected markets in Dallas. Ogilvy & Mather's client list includes, among others, American Express, AT&T, Ryder Systems, Seagram's, and Sears.

"There will be a lot of growth in the next few years," said Tom Mayall, Ogilvy & Mather's Trucking practice leader, about the future of radio marketing. Birch Sr. VP/Director National Advertiser/Agency Sales Ellen Zimmerman, who heads the Ogilvy & Mather Radio group, said, "Ogilvy & Mather has conducted an extensive evaluation of our service. We are gratifying that an agency with the research expertise of Ogilvy & Mather has selected Birch Radio as the basis for all their radio planning and buying."

Williams Gains Guest DJ Credentials

Denise Williams, who records for Columbia/secundary and Spark in the Contemporary division of PolyGram, has guest DJ'd on a support of her "So Glad I Know" L.P. Pictured (l-r) are Spark's Marty Daugherty, Williams, and KYMS morning man Rudy Grande.

Marshall Plans Move To KNAC

KFMG/Albuquerque PD Tom Marshall has been named PD of KNAC/Long Beach-Los Angeles. Starting May 27, he replaces Jimmy Craven, who left two weeks ago to program KISS/San Antonio.

KNAC GM Gary Price told R&R, "Tom has battled successfully in a very competitive situation. He's familiar with 95% of our music." Marshall started at KFMG out of college eight years ago, moving up from overnight shifts to MD in 1982 and to PD the following year. Comparing KFMG to KNAC's hard brand of AOR, he said, "We're highly disparate, but very tuned in to the hard rock scene - we've been early on groups like TNT, Tesla, Queensryche, and Yngwie Malmsteen.

"KNAC has found its niche in L.A., but the station hasn't reached its full potential yet. It's a matter of letting more people know that it's there. If there's room to broaden it, that's what we'll do, but we'll always remain true to the core." Like KNAC, KFMG is consulted by Jeff Pollack. It has long been the leader in Albuquerque's three-way AOR race, topping KZRR and KKBR.
THE KIND OF TRACK
THAT TRACK RECORDS
ARE MADE OF

DON'T MEAN
NOTHING

JOE WALSH—GUITAR
RANDY MEISNER & TIMOTHY B. SCHMIDT
VOCALS

FIRST WEEK
BACK PAGE
BREAKER!
117/117

TRACKS CHART
DEBUT: 29

FROM RICHARD MARX'S FORTHCOMING DEBUT
ALBUM. MANAGEMENT: ALLEN KOVAC AND STEVE
DRIMMER, LEFT BANK MANAGEMENT.
BUILDING SUCCESS FROM THE SOUND UP
KJOI Repositions With ‘IAC’ Approach

Personality, Currents, Promotion Stressed

Legacy Easy Listening outlet KJOI/Los Angeles will begin an extensive rebranding campaign next week, positioning itself to the media-buying community as an "instrumental-based Adult Contemporary." The term ‘IAC’ will not be used in any on-air presentations, serving mainly to place KJOI in the L.A. AC arena.

KJOI GM Bob Griffith stated, "Most programmers declare their format, and then follow up with programming. We've done just the opposite in the past year, developing an exciting, live form of Easy Listening programming, and only now managing to describe it. We're not leaving Easy Listening, but we’ve transcended the confines and stereotypes of the format. What we've done here is bought an extra ten minutes in a media buyer's office. The 'We're Easy Listening. But... line just wasn't working."

Griffith and PD Bob Darling enlisted the additional services of Easy Listening syndicator Booneville after competitor KBIG changed from Easy to AC late last year; the KJOI library is comprised primarily of instrumental currents and only selected standards.

"Now A 'Real' Radio Station!"

The entire KJOI lineup has been restructured, including radio vet Roger Bailey in mornings and documentary by Joseph Beinti during the day. An intense promotion campaign has also been put into effect, with the station set to sponsor several concerts this summer.

The result is a personality-oriented station, with an emphasis on instrumental versions of current music.

"We're now a real radio station," Griffith continued, "treating our audience with the same intensity, affection and respect as any other station in town. I no longer want to be associated with what Easy Listening means to most people—automation, old music, limited commercials, little news, no promotions, and voiceless jocks. We play the same stuff as the AC's play and offer the same services. We should be treated accordingly by the sales community."

KKSIN & KKLI Opt For Tristar

AC-formatted KKLI/Portland is now using Tristar's Format 41 outside of drivetime, as sister station KBSN has dropped its Classical format for Tristar's "AM Only" MOR presentation. KBSN's Allman Stone continues his live morning drive shift.

Both stations let go four announcers as a result of the changes to satellite programming. "We were very successful with numbers on the FM, but could not sell it in combination with the AM," said GM Bill Filling. "The move had nothing to do with competition. We were making money, and we now have a good shot at hitting the 25-54 market. We're right on target."

Failing added, "We're sick of being 'me-too' format people. Nobody else is going for the cells we're after."

In the winter Arbitron, KKJI trailed competitor KCOW by nearly two shares (5.6-3.1). Full Service AM AC's KEX and KGW beat both FM AC's.

New Lineup At Film House

Film House, a Nashville-based film production and broadcast marketing services company, has announced several executive promotions and staff appointments.

VP/Production Laura Harris has been promoted to Sr. VP/GM. Among other duties, she will now oversee the company’s marketing staff. Eric Stine, previously Director of Creative Services, has risen to VP/Creative Services; he remains a director and writer.

Ron Rootson, a former partner of Nashville law firm Woods & Woods, has joined Film House as VP/General Affairs & General Counsel. The new Director of Production is Philip Cheney, a veteran TV commercial and syndication director/producer.

Coming aboard as Marketing Directors are Wayne Campbell, the most recently PD at WKSK-AM & FM/Nashville, veteran PD Mark Schlicher (aka Mark Seiger), formerly VP/Marketing & Syndication for Automated Marketing Group, Ltd.; and Jeff Green, who joins from his post as Managing Editor at R&R.

Film House is consolidating offices at new Metrocenter headquarters; Exec VP Tony Quinn remains based in L.A. Commented President Curt Hahn, "Our continued growth has both allowed us and required us to develop more fully our senior management team. We'll now be able to devote even more attention to our clients' needs. That's especially important since 75% of our business now involves custom TV campaigns."

Demand the best.

www.americanradiohistory.com
Wasn't it you
I begged to stay
Wasn't it you
Who just laughed in my face
Maybe it's true
I'm not your kind
The kind you leave behind
And wasn't it you
All dressed in red
Clutchin' your suitcase
Never mind what you said
Suddenly you
Comin' round again
And you want to know how
I've been
Chorus:
Wot's it to you
Wot's it to you
You don't care for me
Or do you forget
Wot's it to ya
I see through ya
You only want something
That you can't get
Didn't I try
All day long
Didn't I try
When all hope was gone
Didn't I try
Didn't I walk the floor
No cry, no moan
Didn't I wait
All concerned
Wishin' and prayin'
Your love would return
Now ain't it flat
Who I can't resist
And now I'm wanderin'
Who she is
Repeat Chorus.

"WOT'S IT TO YA"
THE NEXT HIT FROM
ROBBIE NEVIL

CHECK OUT THE "TO YA" REMIX ON THE B SIDE.

PRODUCED BY ALEX SADKIN FOR PEREGRINE PRODUCTIONS INC. AND PHILIP THORNALLEY FOR VOODOO LIMITED. MANAGEMENT: NU VISIONS ENTERTAINMENT, LTD. RON WEISNER/BENNERT FREED.
BILL CRUISING THROUGH CONGRESS

House Panel OKs Fairness Doctrine

Efforts to codify the Fairness Doctrine into law have moved a step closer to final action, as Congress signals that it will no longer allow the FCC free rein over broadcasting policy.

The House Telecommunications Subcommittee approved the measure on a voice vote last Thursday (5/7). The House Commerce Committee is expected to approve the bill within two weeks and send it to the House, where it faces little opposition. The Senate approved a similar measure, 98-31, last month. The congressional effort to codify the Fairness Doctrine is aimed at blocking FCC efforts to repeal it on grounds of unconstitutionality.

"All the Fairness Doctrine requires broadcasters to do is what any good journalist would do anyway - address important issues in a fair and impartial manner," said subcommittee Chairman Rep. Edward Markey (D-MA).

The vote was not unanimous. Among those opposing the Fairness Doctrine was Rep. Thomas Tauke (R-IA), who said free speech was being trampled on by the measure.

"The First Amendment was developed to allow the press to be unfair. What we may perceive to be biased reporting may be necessary to preserve freedom of the press," he said.

FCC PROPOSES 500 WATTS NIGHTTIME POWER

Daytimers To Go On Domestic Clears

The FCC is proposing to stop licensing new daytime-only AM radio stations, while allowing about 1600 existing daytimers to operate on domestic regional and clear channels at night.

In the latest overhaul of daytimer regulations, the FCC is attempting to expand local programming in rural areas. The proposals in Mass Media Docket FF-131 are the result of the FCC's reassessment of AM radio service, and a decision that the public is better served by fulltime radio stations.

Maximum nighttime power would be 500 watts, reduced as necessary to limit interference to existing fulltime stations. The proposed rules do not require former daytime-only stations to protect each other against interference, and they would not have to meet city coverage requirements.

As in the case of nighttime authorization for daytimers on foreign clear channels, the FCC proposes doing its own technical calculations and issuing show-case orders to stations able to benefit from the new rules. No applications would be required to obtain the new nighttime authority.

More Reclassifications

In order to free spectrum space, the Commission further proposes to downgrade minimum power levels on Class III AM stations on regional channels from 300 watts to 250 watts and to reclassify as Class III any Class IV station now authorized at least 250 watts on regional channels. This will allow those stations to obtain nighttime protection from additional stations. However, Class IV stations would not be afforded such interference protection.

NEWS BRIEFS

Price Buffalo License Under Fire

The FCC's Mass Media Bureau has refused to dismiss a threat to the license of WWKB/Buffalo. The 50-kw AM Communications powerhouse on 1520 kHz is being threatened by Bursam Communications Corp. Bursam operates WTHE/Milwaukee, on the same frequency, at power of 1 kw. During WWKB's license renewal period window, Bursam filed an application for a change in its facilities which would cause interference to WWKB.

The FCC has denied Bursam's request for a waiver of interference standards, but has also denied former owner Capital Cities' request to throw out the license challenge. In the absence of a waiver, the Bursam application — if granted — would preclude the grant of WWKB's license renewal application. Ruling the two applications are mutually exclusive, the FCC has ordered a hearing in a consolidated proceeding to determine which application for use of the frequency would better serve the public interest.

Flip-Flop In The Big D

A frequency swap is in the making for two Dallas noncommercial FM stations, ending a four-year legal battle. KNDO, a listener-supported "community" FM featuring an eclectic program format, will drop its 90.9 MHz dial spot and switch to 89.3 MHz. The new frequency is currently the home of KCBIs, a religious broadcaster. The dispute stemmed in 1983 when KCBIs filed an application to move to 90.9 MHz, after KNDO had temporarily ceased operations. FCC officials had awarded the 90.9 spot to KCBIs last year, but KNDO appealed that decision and a grassroots Dallas movement formed to save the station. Under the settlement, KCBIs will pay KNDO $75,000, and the FCC will drop any questions concerning the station's qualifications to operate.

Serafin Fights Back

Henry Serafin of WBZ/Fredonia, NY is appealing the decision of an FCC Review Board to strip his radio license for misrepresentations and racial discrimination (R&R 4/17). The Review Board, following lengthy proceedings, described the station owner as "wholly unconcerned with honesty, candor, or compliance with even the most basic federal requirements." Serafin's attorney now contends that the Review Board used an "insufficiently strict standard of proof" instead of a "clear and convincing evidence" standard. He also asks that if the Commission upholds the Board's findings, the "wider sanction of divestiture" should be imposed. Serafin's petition doesn't address all of the Board's objections; instead, it alleges that "three public groups began a campaign to muzzle Henry Serafin's editorial and public service broadcasting and to wrest editorial control of the station from him."

Comparative Changes

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Wertheim Schroder & Co.

Incorporated

The undersigned initiated this transaction and acted as financial advisor

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WASHINGTON REPORT

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May 1987
The New Single From The Multi-Platinum Album

Back In The High Life Produced By Russ Titelman and Steve Winwood
**RADIO BUSINESS**

**TRANSACTIONS**

**American Media Heads West; Wagontrain Rolls In Albuquerque**

KMEN & KGGL/Riverside-San Bernardino, CA  
**PRICE:** $13 million (estimated)  
**SELLER:** Commonwealth Broadcasting Co., headed by managing general partner Dax Allen. The company also owns KYXY/Phoenix, AZ; KSJG/Mansfield, Ohio; and KROI/Sacramento. 
**DIAL POSITION:** 1290 kHz; 99.1 MHz  
**POWER:** 5 kw; 3.1 kw at 1530 feet  
**FORMAT:** AC

KXII/Yuma, WOCL/Orlando, and KREE/Phoenix also own WOCL/Dayton, FL; WJLO/Daytona Beach; WJLO & WCOA/Pensacola, FL; WPAP/ Panama City, FL; and WNLC/Salem, OR. Drubner also owns interests in WKNF/Daytona Beach; WJLO & WCOA/Pensacola, FL; WPAP/ Panama City, FL; and WNLC/Salem, OR.

**POWER:** 1500 kHz  
**PRICE:** $3 million  
**BUYER:** Chapman Communications, Inc.  
**SELLER:** Burroughs Broadcasting Company, controlled by the family and estate of former New Mexico Governor John Burroughs.

**DIAL POSITION:** 1290 kHz  
**POWER:** 5 kw days/1 kw nights  
**FORMAT:** Country

**JACOR Broadcasting**

has acquired*  
**KO**A/KOAQ(FM)  
Denver, Colorado

**Belco Broadcasting**

for  
**$24,000,000**

Chapman Associates initiated the transaction and assisted in negotiations.

**CHAPMAN ASSOCIATES**

nationwide media brokers

*subject to FCC approval

**1987’s First Billion: The Morning After**

Brokers Say Buyers, Bankers Getting Tougher

Sellers Sees Tougher Negotiations

“With a lot of housecleaning going on,” said Gary Stevens of Wertheim Schroeder & Co. “We still haven’t finished with the financial restructuring of this industry.” As part of that restructuring, an increasing number of station sales are being handled by the mergers and acquisitions department of major investment banking firms.

Stevens, who helped engineer the record $82 million sale of KVL/Dallas last year, says the dealmaking climate has dramatically changed from last year when dropping interest rates and tax reform caused brokers to work overtime as they rode the crest of a $2.8 billion trading year. “Buyers are just generally getting tougher. They’re really squeezing for concessions and trying to renegotiate deals. I’ve never seen anything like it. I think the lenders are making them do it. Also, we have a less frenzied atmosphere.”

“Buyers that are in the market are willing to pay premiums but they want something for their money. Last year I sold $2.9 million that needed a new ground system. We, that added a half-million to the bill and the guy didn’t even blink. He said OK, fine. This year, that would have been a major deal point,” Stevens said.

Don’t Delay Because Of Taxes

“Station prices are continuing to be strong,” said Richard Blackburn of Blackburn & Co. “But I think the strong cashflow deals are harder to find. I don’t see as many $10-$20 million deals, but it’ll be a healthy year.”

Blackburn said some station owners are reluctant to sell because tax rates will be more favorable this year. But he’s telling them there is “no terrible penalty” in selling in 1987 because lower depreciation and recapture rates are being offset by higher prices that buyers are willing to pay.

“In the small deals, most of the capital seems to be coming from partners and individual investors,” he said. “Sale leasing is also critical. More and more buyers are demanding that sellers take back paper.”

**TRANSACTIONS AT A GLANCE**

**Transactions So Far In 1987:**  
$1,019,396,193

**This Week’s Action:** $18,750,000

**Deal Of The Week:**  
KMEN & KGGL/Riverside-San Bernardino  
($13 million estimated)

- KXII/Yuma, AZ  
- WOCL/Orlando, FL  
- KREE/Phoenix, AZ  
- WOCL/Daytona Beach, FL  
- WKLF/ Panama City, FL  
- WNLC/ Salem, OR  
- WJLO/Pensacola, FL

**POWER:** 1500 kHz  
**PRICE:** $3 million  
**BUYER:** Chapman Communications, Inc.  
**SELLER:** Burroughs Broadcasting Company, controlled by the family and estate of former New Mexico Governor John Burroughs.

**DIAL POSITION:** 1290 kHz  
**POWER:** 5 kw days/1 kw nights  
**FORMAT:** Country

**For The Record**

In last week’s transaction coverage the calls letters for KKKW/Lafayette were inadvertently listed as KKKW, a Los Angeles-area station.
The typical American household has 5.4 radios. And that doesn't include car radios. No wonder radio reaches over 95% of American consumers every week. Attracts $6,563,000,000 in ad revenues. And targets working women and professional and managerial men more successfully than TV while matching TV's reach.

Count on ADWEEK's Special Report to tell you who's spending big bucks on radio. What's behind the rash of station acquisitions and divestitures. Where format-fickle consumers currently tune their dials. And why some radio ads hook listeners and others fall on deaf ears.

This ADWEEK "Extra" will be mailed separately to all subscribers. For advertisers it's a chance to reach busy ad professionals while they're contemplating the mysteries of media. Just call your ADWEEK Representative and say, "Put me on the ADWEEK Network."

**Issue Date: 6/16/87**

**Ad Closing: 5/26/87**

**Late Close (Full-page ads only): 6/5/87**

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**Mom. Apple Pie. And 5.4 Radios.**
Justice Dept. Joins FTC in MTV Antitrust Probes

Viacom Broadcasting is being investigated by the U.S. Justice Department for possible antitrust violations involving MTV, according to documents filed with the FCC.

The investigation is believed to focus on an alleged group boycott by KHSH/Houston, a low-power television station owned by veteran broadcasters Mark & Connie Wodlinger.

The Houston station programs involving investigated wake of the Redstone takeover.

Viacom spokeswoman John Esser says the company has not received any formal complaint from the Justice Department and that it is cooperating with the investigation.

The Justice Department's actions come in the wake of the recent Redstone takeover of the network.

Wodlinger Challenges Viacom Merger

Viacom grandmother's Houston television station programs involving investigated wake of the Redstone takeover.

In a letter dated April 9, 1987 from FTC Chairman Daniel Oliver to U.S. Senator John Danforth (R-MO), dual Justice Department and FTC investigations of MTV and Viacom are now underway.

One investigation, which commenced in 1985 and is now closed, concerned MTV's alleged exclusive-dealing contracts with record companies. A second investigation, which commenced in 1986, concerns an alleged group boycott of Mr. Wodlinger's Houston television station, the letter said.

"The Antitrust Division has not, however, investigated Mr. Wodlinger's allegation that MTV and various cable systems have entered into contracts that encourage the cable systems to select, as their second music channel, an MTV affiliate rather than Hit Video. This allegation raises the question of whether MTV has entered into unlawful tying arrangements, and our staff has opened an investigation of this matter," the letter continued.

Sillerman Settles With Reliance

Robert F.X. Sillerman has settled his lawsuit with Reliance Holdings, Inc., and has withdrawn the objection he filed with the FCC regarding the $152 million sale of the Blair radio stations to Scomini Broadcasting (R & R). Sillerman's attorneys had pursued court action against Reliance (Blair's new parent), contending that he had a contract with Blair that gave him first right to buy the stations. The petition-to-deny was filed in order to block the transfer of the properties until the suit was decided.

Sillerman serves as CEO of Sillerman-Mages Communications Management Corp., and Co-Chairman of Legacy Broadcasting. Regarding the settlement, he said, "It was a fair and equitable one, and reflected the position we felt we maintained all along. Blair Radio represents most of Legacy's stations, as well as the station to some of our other portfolio companies. And while I would certainly rather have acquired the Blair radio stations, the settlement lets us focus our relationship with Blair on more productive things."

Pates Elevated To Boyle Sr. VP

Robert Pates has been promoted from VP/General Manager at WBBM in Chicago to VP/General Manager at WVON in Chicago. Prior to joining Boyle in early 1988, Pates had previously been VP in charge of the CNN Radio Network in Atlanta.

Settlement Of Taft Shareholder Lawsuits Near

Taft Broadcasting has reached an agreement to settle all pending shareholder lawsuits stemming from the recent takeover proposal by FMI Financial Corp. and TFBA Limited Partnership. The two investor groups are related to Cincinnati financier Carl Lindner. The settlement, subject to a number of terms including approval by Delaware court officials, is conditional on the company being acquired at the price currently being offered: $157 per share, or $144 per share in cash and one share of FMI common stock.

The Taft board of directors expect to reach a final merger agreement with TFBA by late May.

New Scripps Howard Board Members

Scripps Howard Broadcasting has elected three company executives as board members: Daniel Castille, VP/Marketing; Senior VP/Finance; James Smith, VP/General Counsel. Meanwhile, Pegasus Broadcasting, Inc. has elected a new director: Blair Television CEO Harry Smirt.

Jacor First-Quarter: Good And Bad News

Jacor Communications is reporting a financial mixed bag for the first quarter. On the positive side, it's experienced record first-quarter broadcast revenues and cash flow. Broadcast revenue was $8,655,352, up 96.7% over the $4,348,937 recorded during the same time last year. Broadcast cash flow was even better: $1,423,421, up an amazing 116.6% over last year. However, with every silver lining comes a little rain: the company experienced a record overall first-quarter net loss of $20,520,787, a figure nearly double what it experienced the previous year.

Jacor attributes the loss to increased interest, depreciation, and amortization expenses resulting from acquisitions made last year. The prognosis for the future is much the same. "In the absence of gains from the sales of existing properties, the company will not report net income for the full year 1987," said CEO Terry Jacobs. Jacor has been negotiating to buy WWWJ/Cleveland, but according to industry sources the deal is now at a standstill.

Keating New AP Chairman

William Keating, the CEO of the Detroit Newspaper Agency, has been elected Chairman of the Associated Press. He replaces Frank Batten, the CEO of Landmark Communications, who is retiring from the AP board after 12 years of service. Bob Marbut, President/CEO of Harte-Hanks Communications, was elected Vice Chairman. Broadcasters serving on the AP board now include Clint Formby of KPAH/Herford, TX; Robert McKee of WPRW/Manassas, VA; and Richard Wald of ABC News.
In a career that has spanned nearly 3 decades, his unique blues-based guitar sound has shaped the sound of the electric lead guitar in rock 'n' roll.

From his early years with the Yardbirds, through the chart topping success of Cream, to his present success as consummate solo artist, Clapton has conquered rock's fast lane and recaptured his own creative spark.

In this fascinating 2-hour special Eric speaks frankly about his former addiction to drugs, his successful musical collaborations with the Beatles, Dwayne Allman and Phil Collins, and his solo career culminating with his latest Warner Bros./Duck Records Album, "August." Plus, you'll hear the classics like "Sunshine of Your Love," "Crossroads," "After Midnight," "I Shot the Sheriff" and his latest hit, "Tearing Us Apart.

Tune in the week of June 15-21 on great rock radio stations coast-to-coast.

"Clapton: Up-Close"

For information, call your MCA Representative at 818/777-5775.

WHERE MUSIC COMES ALIVE!
Will WTKS Be Home Sweet Chicago For Perun?

Double-dish on PYRAMID’s June 1st takeover of WRXR/CHICAGO, which’ll become WTKS: First, ‘RXR’s entire airstaff has been given notice by outgoing GM BILL HAVENS. Second, though KBQD/KQO’s STEVE PERUN denies it, STREET TALK hears he’s got the inside line at programming WTKS’s expected CHR/Urban blend.

The PACIFICA FOUNDATION is waving a big red flag at the FCC. Besides challenging the Commission’s indecency ruling in court, the noncommercial broadcaster is promising to air an explicit broadcast concerning homosexuality on WBNA/NEW YORK (June 16, 11pm) unless the FCC declares beforehand that the content would be indecent. It’s a protest of the new policy that Pacifica feels doesn’t provide a “clear, objective legal standard against which to measure proposed broadcasts.”

Rumblings on the rep front: INTEREP’s bid to RELIANCE for TORBET may be imminent; same bid to EASTMAN & BLAIR.

Format Flux

WTKS/DALLAS leaving CHR for AC? PD KEVIN METHENY scoffs at the idea, even though observers report more gold, fewer currents, and talk of “Adult Radio.”

Meanwhile, sister GANNETT CHR KSJO/FM/SAN DIEGO reportedly told record reps it’ll be shying away from 18-24 male-only rock records. Sounds like KS103 is adjusting to new rival KKLQ (Q106).

BOSTON’s press conference Tuesday (5/12) in (where else) Boston announced dates for the band’s first tour in almost a decade. After starting in Dallas on June 20, the summer swing moves through Philly, NY, Detroit, L.A., San Francisco, Seattle, and Chicago/Milwaukee before wrapping up in (surprise) Boston.

New PD ANDY BEAUBIEN is fine-tuning “Mellow Rock” KNX-FM/LOS ANGELES, upping the “familiarity quotient” and adding “more energy” to its soft AOR blend. KNX-FM now refers to itself as a “Quality Rock Alternative.”

While CAPITOL/EMI and JOE ISGRO may have settled their differences out-of-court, the indie’s suit against other labels continues. His attorney, LAWRENCE PAPALE, told R&R that the remaining defendants are seeking to have case discovery extended beyond July 30, the scheduled cutoff date. Trial date: September 17.

Jock Jive

• Lineup changes at WPLJ/NY: MARISA BROWN joins JIM KERR’s MORNING CREW as producer, overnighter CLEO moves up to late-nights, BOBBY VALENTINE goes from weekends to overnights, and WILLIE B. GOODE sheds late-nights for weekends/production. LISA GLASBERG, last at WNEW-FM, joins for afternoon news. The Morning Crew’s latest stunt is a “GARY HART Getaway” — a day trip for two to Bimini, complete with copies of the Miami Herald each morning.

• Oooops! Looks like JACK DA WACK isn’t goin’ anywhere. He did talk to Y9S/DALLAS, but now he’s got a new no-cut deal at Z100/CHICAGO.

• Wanna do mornings at MALRITE’s L.A. Country combo? The line forms at WSIX/NAshville. Last year, GERRY HOUSE left ‘SIX for KLAC AM drive. He’ll move to the same shift on FM sister KZLA when current ‘SIX wakeup whiz EDDIE EDWARDS joins KLAC mornings in early July.

• L.A. AOR vet DAVID PERRY opts for afternoons at Classic Rocker WCBS/DETROIT.

• Where will JOEY REYNOLDS turn up next? NY sources say WXRK or WMCA are possibilities.

• PETE FRANKLIN, 59, 15-year WWWE/CLEVELAND sports talk host, suffered a heart attack Tuesday night (5/12) and was in critical condition. He recently announced he was joining WFAN/NEW YORK July 1.

WCI: Going To The Chappell

Looks like music publishing giant CHAPPELL may belong to WARNER COMMUNICATIONS shortly. The price tag: over $200 million. Chappell’s been on the block for a while, another bidder, MCA’s IRVING AZOFF, joked to the L.A. Times, “We offered $185 million, and they laughed at us. I guess I don’t understand the music publishing business.”

Musical Chairs

• EX-WRIF/DETROIT VP/GM MARCELLUS ALEXANDER has landed at KYW (TV)/PHILADELPHIA as Station Manager.

Continued on Page 17
Written by PRINCE  Produced and Engineered by DAVID LEONARD
The first single from the forthcoming album "NO SOUND BUT A HEART" on EMI America.
Management: Gold Spaceship Management/Porttill Wasserman

C 1987 EMI America Records. All Rights Reserved, Inc.

www.americanradiohistory.com
Patty Smyth

"Downtown Train"

"The voice that roared Goodbye To You in 1983 and The Warrior in 1984 for the band Scandal still is one of the premier female voices in rock music on her solo album Never Enough. Smyth displays more versatility here than she did with Scandal."

UPI- Arts and Entertainment

Surface

"Happy"

As BIG a hit at CHR as it is at Urban (Where you see Top 5 airplay, requests and sales)

Mondo Rock

"Primitive Love Rites"

Primitive means Positive! One test is all it takes for a full time add!

Ronnie Spector

"Who Can Sleep"

Additional Vocals by Eddie Money

WCAU WCKN KZZU
KCPX WHHY WKPE
Q100 KSND 100KHI
WKRZ KQMQ

Columbia Records
VP all.

KATZ/St. Louis vet CHERYL WINSTON advances from MD to PD, as MIKE KELLY exits after joining only in late January.

WKQX/CHICAGO MD JUDY PUENTE is reportedly gone.

New B104/BALTIMORE PD BRIAN THOMAS ups afternooner WILLIE B. O'BRIEN to Assistant PD/MD.

KRBE/HOUSTON MD HELENE PIA resigns to marry ex-KRBE afternooner MATT ALAN, now at Z100/NY.

TIM DEVINE, MCA Director/Artist Development is on his way to CAPITOL as Director/A&R.

LAURA HINSON joins CHRYSALIS for SE Regional rep chores after running the Atlanta-based MUSIC BUSINESS INSTITUTE.

POWER 95
WAPE-FM

PULLING a 22.2 winter Arbitron isn't enough for "The Big Ape," CHR WAPE-FM/JACKSONVILLE. It'll now be simulcast on 50kw AM sister WAPE (formerly WJAX.) WAPE's coverage will extend to four states, says PD/OM BILL CAHILL.

MCA has confirmed that it'll join the WEA labels and RCA/A&M/ARISTA in the cassette single test in July, in-store display fixture and all.

I Love A Parade

WMIR/PHILADELPHIA morning star JOHN DEBELLA's "Third Annual 'Louie, Louie' Kazoo Parade" drew an estimated 50,000 people to watch 50 marching bands do major toot to the tune of 'Louie Louie' on Mother's Day. The moms of local celebs marched along.

We can't recall a genuinely new AOR artist, not an established act going solo or a supergroup of familiar faces, ever scoring a track Breaker the first week out. Kudos to MANHATTAN'S RICHARD MARX, who did it with "Don't Mean Nothing."

With DIANE JENNINGS exiting as Director/ABC ENTERTAINMENT NETWORK, VP/Group Director STU KRANE needs a replacement.

Gino Vanelli
Wild Horses

NOW ON
54 CHR REPORTERS
INCLUDING:

WLOL 1-1 (HOT)

WBEN 17
99DTX deb-40
WFLY add
K104 add
PWR997 32-28
WCKN add
KIK 23
WGRD deb-34
CHED 6
KQMQ add
KXYQ 33
95XIL add
WQID add
WCGQ 29

WJMX add
Q104 add

Y94 9-6 (HOT)

KTRS 19-17

AIR PRIORITIES: WEEK 12

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., May 20, 1987

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONA HENDRYX</td>
<td>WHY SHOULD I CRY</td>
<td>EMI AMERICA</td>
</tr>
<tr>
<td>STEVE WINWOOD</td>
<td>BACK IN THE HIGH LIFE</td>
<td>ISLAND/WB</td>
</tr>
<tr>
<td>PHIL SAATCHI</td>
<td>WHEEL OF FORTUNE</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>ALISON MOYET</td>
<td>IS THIS LOVE</td>
<td>COLUMBIA</td>
</tr>
<tr>
<td>BOY GEORGE</td>
<td>EVERYTHING I OWN</td>
<td>VIRGIN</td>
</tr>
<tr>
<td>TRUTH</td>
<td>WEAPONS OF LOVE</td>
<td>IRS/MCA</td>
</tr>
</tbody>
</table>

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for artist managers, producers and record companies.
Survey Finds New Radio Stations Not Getting Fair Trial

A recent national survey of US radio listeners conducted by the Chicago-based Strategic Radio Research firm found that nearly two-thirds (63%) of the 1500 individuals 18-44 polled claimed to have listened to no new radio stations within the past two months.

Perhaps even more surprising — especially in light of the amount of money radio stations spend on outside advertising — was that among those respondents who did report listening to a new radio station within the last 60 days, the majority said they had discovered that new station by "flipping around the dial" (18%) or upon the recommendation of a friend (10%).

In fact, "flipping around the dial" was mentioned by respondents more often than word-of-mouth, billboards (2%), and television advertising (4%) combined.

Brightening the picture somewhat, the survey found that, in general, younger radio listeners were more likely to add listeners than takers (41% vs. 33%).

How Not To Fire Workers

The best way to lose a terminated worker with the feeling of not having been B.F.O.'s is to have merely taken the first step to retirement, is to avoid the following managerial mistakes as outlined by Chicago-based personnel specialists: Challenger, Grey & Christmas Inc.

Don’t Fire On Friday: That leads to the worker spending his entire weekend brooding about his lost job. If your company offers outplacement counseling, fire early in the day and set up the first session with the outplacement counselor immediately after the firing. If this service is not available, fire at the end of the workday.

Don’t Give The Discharge: Discussion only increases the terminated employee’s anger or pain.

Don’t Stand Up When Blowing Someone Out: When both worker and manager sit, there’s less chance of the mood becoming confrontational.

Don’t Let Ex-Employees Keep An Office While They Look For Work: This type of behavior signals that the relationship isn’t really over. Too often, fired workers linger under the delusion that management will come in and say the termination was just a mistake.

Don’t Offer Employees A Choice Of Severance Arrangements: No one who’s just been fired is in the proper mental state to make a rational decision.

Physical Fitness: Attitude Or Faditude?

Although Americans like to think of themselves as a nation of physical fitness fanatics, according to a recent survey by the Roper Organization, only 35% of the US reports a continuing interest in keeping physically fit. Another 12%, however, claim their interest in physical fitness is growing.

In contrast, 26% of the Americans polled said their interest in physical fitness is "dwindling," while another 12% reported they’d "lost interest" in physical fitness. The remaining 14% said they’d "never had any interest in physical fitness" to begin with.

“Stone” Spotlights Live Shows

As part of the magazine’s ongoing, four-part, 20th anniversary celebration, the upcoming (8/18) issue of Rolling Stone features such landmark performances as Elvis Presley’s ’68 live television special, the Beatles’ rooftop concert for the “Let It Be” film, the Sex Pistols’ giving punk one last shot at Woodstock in Philadelphia in 1978 and — as they used to say in the ads for the dances at El Monte Legion Stadium — many, many more.

First National Harmonica Contest

Entry deadline for what was planned as the first in an annual series of National Harmonica Contests is July 15, 1987. All contestants must be amateur or semiprofessional harmonica players — the latter defined as those who earn less than 50% of their income from harmonica playing — and all must perform their entries on Hohner brand harmonicas.

Contestants will face off in four musical categories: solo chromatic, solo diatonic (rock), solo diatonic (country or blues), and harmonica group (three or more harmonicas). Winners will be selected on the basis of performances taped and a live final competition, which will be held in Richmond, VA in mid-September.

Along with the thrill of winning a national title, the victors will receive opportunities to record with some of America’s finest professional harmonica players as well as $1500 or $500 Hohner gift packs and commemorative T-shirts. National champions in each category will also win the right to represent the USA at the first international Harmonica World Championships on the Isle of Jersey in the United Kingdom on October 18-24, 1987, where contestants from 11 countries will be harpin’ on it.

For entry information contact Hohner at PO Box 9375, Richmond, VA 23227.
Blu Night In New York

Capitol's Peggy Blu played New York's Sweetwater's, with the label hosting a party after opening night. Pictured are Capitol Black Music VP/GM Steep Johnson, label's Howard Glaiker, Blu, Manhattan VP Varnell Johnson, Capitol's Rod Butler, and Capitol VP Ronnie Jones.

Love & Rockets & Big Time & RCA

Love & Rockets played L.A. recently and were met backstage by executives from Big Time, distributor RCA, and British label Beggars Banquet. Pictured are Big Time's Doug Freeman, RCA Sr. VP Paul Atkinson, RCA's Mark Kalas and Alan Wolmark, group's David J., Beggars Banquet President Martin Mills, Big Time President Fred Bestall, group's Daniel Ash, and RCA's Greg Phifer.

Y100

Continued from Page 3

...wholly unintended by the rules... Southeast's pleading is apparently based on nothing more than blatant hearsay, insinuation, speculation, surmise, rumor, unsubstantiated allegations, acknowledged lack of conformity with the 'personal knowledge' requirement of the rules and, at least one instance, a declaration from a person who, at best, has questionable personal knowledge of the facts.

The Bureau concludes: "Further Commission scrutiny may well be appropriate."

A hearing will be held on the case later in the month.

Persuasive Success

The Robert Cray Band finished their tour with Eric Clapton, culminating in a PolyGram reception in New York following the band's Madison Square Garden performance. Pictured are Cray, PolyGram President Dick Asher, and band's Richard Cousins.

Warnes Up For Canadian Gold

Cypress/PolyGram artist Jennifer Warnes visited Toronto recently, and received a Canadian gold award for the "Famous Blue Raincoat" LP from her label there, Attic Records. Pictured are Warnes and Attic's Steve Waxman.

WBMW

Continued from Page 1

...lets ranging from rock to popular jazz, from Springsteen to Santana. We'll also have a clearly different texture; we'll leave out harder-edged material and use a less intense style of production."

Regarding Classic Rock WCRX, Stevens continued, "We have a much more recognizable airstaff, and we'll be playing new records. We're excited about some of the new music that's out there, and sense a demand for it."

Bloom added, "Bob Payne describes the format as 'Album Contemporary.' DC101 still has to be concerned with its lower end, while WCRX is an incomplete radio station that can't service the full spectrum."

Comedian Richard Belzer will be on mornings for the first two weeks, after which WBMW will seek comedic air talent. Simulcasting Howard Stern, once heard on DC101 and currently on WYSP and sister WXRK/New York, is still an option, said Stevens.

Other than Belzer, the rest of the lineup is local. Sandy Edwards (middays) and Cerphee (afternoons) are both from DC101. Payne does 6-10pm, Tony Celler from crosstown WCRX is on late-nights, and overnight obligations go to B106 holdover Eric Phillips, while Stacey Isaacs continues as News Director.

The New Single From Sign "I Was Your Girlfriend"

The Times

WPHD

B96

92X

WHYT

KKRZ

KPLZ

WPST

WNYZ

WRCK

WKRZ

K9B

XXX106

WFMI

KBFM

Y106

KTUX

100KHI

WFXX

WJAD

WCGQ

WYKS

WZYP

WPFM

WGLF

KFMW

KTMF

SLY96
SR&R SURVEY RESULTS

Public To FCC: Lay Off Radio

The federal government should not control the language or content used by disc jockeys, according to a survey of 1000 18-49 year olds conducted by Strategic Radio Research.

The survey showed that 52% of the respondents are opposed to language standards stations create and would not want an FCC clampdown on subject matter. Additionally, substantial majorities indicated they would not be offended by the language or material typically heard on so-called shock radio programs.

Strategic Radio Research President Kurt Kersman remarked, "The study confirms that there is public and broadcast industry agreement that responsible self-regulation on the part of the station managers is a more effective solution to the problem of shock radio."

Respondents were asked which individual words would offend them enough to change the station. The most-to-least offensive were:
- bastard 29%
- bitch 37%
- boobs 33%
- nymphet 25%
- damn 16%
- God 16%
- crap 12%
- hell 8%

By comparison, radio stations in the American Comedy Network poll published in R&R April 24 said "bastard" an unfavorable rating ("can't use" or "probably can't use") of 48%. "Bitch" was frowned upon by 48% of the stations, but "damn" and "hell" were not.

A BROADCASTER'S OPINION

Slone Tells FCC Come Down Hard

In a letter to FCC Chairman Dennis Patrick, Rex Broadcasting President Jim Slone said, "I have been in radio since 1966 and have always been proud to be in this business until the last few years. I have kept my station wholesome, but have been very disillusioned with what I've been hearing on some other stations. Many people in the Jensen community have told me they are sickened by some of the stations broadcast and that their inability to control their children's listening habits. I feel ashamed and sickened thinking that this kind of raunchy radio is heard in numerous cities. Please come down hard on stations who insist on broadcasting such things.

Enclosed with his letter was a copy of some of the broadcast transcripts, which inspired the recent FCC ruling on obscenity. Slone called the transcripts "an abomination to the radio industry." 

FCC

Many stations that had air policies already in place, although some were informal, and several are monitoring their product more closely. KUPD/Phoenix Station Manager Lloyd Melton said, "We're taking a much stronger line now. There's more of an awareness that (the FCC) is going to be a lot stricter.

"WFBM/Indianapolis VP/GM Chris Wheat predicted, "I suspect somebody out there, hopefully not us, will be a lot case. We are definitely very sensitive to the new guidelines. In case of a tie, we decide not to.

Gannett Radio President Jay Cook said his company has no set policy, but that "the basic rule of thumb we want everyone to understand at a local level is to draw a line with respect to content and be able to defend it with integrity and honesty."

WBNF/Cincinnati and KROQ/ Los Angeles VP/GM Tony Bernard said, "The only firm policy we have, at this point, is the seven dirty words. That's the only thing the courts have made clear. I'm not sure the FCC is qualified to interpret law, and that's something that will have to be decided in the courts."

Public Broadcasting News' June Carely said NBC policies and guidelines have always been very clear; we've never dealt specifically with obscenity, but good policy is a better standard than any corporate or federal policies."

WAKC/Cleveland PD Lynn Toller noted, "We've been clever, but we've never been bad."

To Screen Or Not To Screen

Asked if their stations were screening lyrics, most stations said their policies had not been tightened by the ruling.

KKRD/Wichita PD Jack Oliver said censoring or editing music was "the last, last, last, dangerous precedent, and added, "We've never had any complaints with any record we've ever played. It's funny; these folks never seem to target Country radio."

WHTZ (Z100)/New York GM Steve Kingston was one of several programmers who noted, "I really don't think this ruling will affect our music policy at all." KISI/Los Angeles GM Gene Sandblom said, "Musically speaking, if someone is swearing in a record it will be avoided at all costs. We keep a very close eye on the content." ORC/Radio/VP Jim Rattigan commented, "I'm not playing 'Cocaine' by Eric Clapton. I don't think this station needs to in any way, shape, or form promote the use of drugs. It's not our style to like stay too far, far away from."

KJAZ/San Francisco GM Ian Epstein responded, "I'm more concerned about the noncommercial community, because they would be least able to financially defend themselves, and usually their action of indecency is related to a political or community issue. They don't use shock for shock's sake.”
Newsbreakers

Radio
- John Chomie, most recently with WGBB/Long Island, has been named PD at WFLY/Atlanta, replacing Steve Christian.
- James Edens has been appointed GM of Palmer Communications Florida outlets WNOG/Naples and WCVU/Ft. Myers. He was recently interim GM at WTNT-AM & FM/Tallahassee Marketing Advisor to the Palmer Radio Division, and succeeds John Garbo.
- Roger Larson, VP/GM at KFOR/Lincoln, has assumed the same duties at FM sister KFXR.
- Val Maki has been named National Co-Op Director for Emmis Broadcasting.
- Bill Ashenden, previously an AE with KKRZ/Portland, OR, has been promoted to Sales Manager.

Records
- Peter Baron has been named Director/Video Production & Promotion at Aristha Records. The five-year label vet was previously Associate Director/Videoc Production & Promotion.

Manning
Continued from Page 3

WKBW: He returned to WLAC in 1984 as GM, and was elevated to VP/GM in January '86. "I'm pleased to be able to pursue my goal of equity in a radio station, and I care so much about it," he said, adding that the deal gave them "a good slice of the pie."

In other station news, WSX morning man "Crazy" Eddie Edwards, who has been at the station since 1985, will join former WSX personality Gerry Hisse at Malrie's KCLL & KKLZ/Whitehall earlier worked at WKWB in Buffalo for 17 years. "These are the absolutely best people in the world to work for," he said, pointing to his freedom to "do all the things I've always wanted in radio management without ever having to leave Cap Cities."

The stations in Group One are WABC & WPLJ/New York; WRJ & WHYT/Detroit; KABC & KLCS/Chicago; WRAP & WPRO-FM/Providencia; and KGO/San Francisco. Group Two consists of WKIX-AM & FM/Atlanta; WNBX & KSCN/FL Worth-Dallas, KHNP-AM & FM/Milwaukee; WMAL & WHRX/Washington, DC; and WLS & WYIT/Chicago.

Williams
Continued from Page 3

Schenhk, a 25-year Cap Cities veteran, has been in Atlanta as WKIX-AM & FM/Atlanta President/GM the last six years. He previously was VP/GM at KZLA/Los Angeles, and earlier worked at WKWB/Buffalo for 17 years. "These are the absolutely best people in the world to work for," he said, pointing to his freedom to "do all the things I've always wanted in radio management without ever having to leave Cap Cities."

The stations in Group One are WABC & WPLJ/New York; WRJ & WHYT/Detroit; KABC & KLCS/Chicago; WRAP & WPRO-FM/Providencia; and KGO/San Francisco. Group Two consists of WKIX-AM & FM/Atlanta; WNBX & KSCN/FL Worth-Dallas, KHNP-AM & FM/Milwaukee; WMAL & WHRX/Washington, DC; and WLS & WYIT/Chicago.

Industry
- Andrew Friedrich has been named Exec. Director of Milwaukee Area Radio Stations, an association formed to promote radio in the Milwaukee area. He previously headed broadcast sales for the Milwaukee Brewers Radio Network.
- Thomas Jones, Robert Straub, and Thomas & Wermuth were elected as Directors of MCA, Inc. in Class II at the company's annual stockholders meeting. Their terms expire at the 1990 meeting.
- Musical Radio has opened its Boston office at 20 Providence St., Suite 469, 02116; (617) 338-5084.

Cap Cities/ABC
Continued from Page 1

Continued from Page 4

Cap Cities has been named Director/Media Services for Atlantic Records/NY, has been promoted to Manager.
- Sandy Josephson, formerly VP/Editor of Television/Radio Age, has been named Director/Marketing Services for the NY Market Radio Broadcasters Association.
- Barbara Shrut, previously Assistant Controller for Cox Enterprises/Atlanta has been named Controller for DKM Broadcasting Corporation/Atlanta.
- Roger Hefelfinger, recently with CBS Television Network Division, has been named Controller for CBS Records/NY.
- Maureen Hindin has been promoted to promoted to Album & Tape Pre-Production Coordinator at Atlantic Records/NY.
- Melody Johnson has been upped to Packaging & Pre-Production Assistant at Atlantic Records/NY.
- Cindy Masino, has been promoted to Album Research & Pre-Production Assistant for Atlantic Records/NY.
- Tia Anderson, formerly a Sales Service Coordinator for KING/Seattle, has been promoted to AE Trainer.
- Richard Weissman has been appointed National Education Coordinator for NARAS/Burbank.

Changes
- Ruth Leonard, formerly a Sales Executive for Lotus Hispanic Reps/New York, joins KATZ/New York as AE.
- David Spear, formerly a Sales Manager for KSDK/Eugene, joins KING/Seattle as AE.
- Marilyn Ellis, formerly an Administrative Assistant for International Radio & Television Society/NY, has been promoted to Manager.
- K. David Fleming, recently Packaging & Pre-Production Coordinator for Atlantic Records/NY, has been promoted to Manager.

One Year Ago Today
- Lou Magilla President, Island Records
- Clay Kaufman Sr./Radio, Midwest Communications
- Jim Watkins Ill GM, WHUR/Washington
- John Melvin VP/GM, WXFS/FM/Melbourne
- Chuck: "The Greatest Love Of All" - Whitney Houston (Arista)
- AC: "On My Own" - Patti LaBelle & Michael McDonald (MCA)
- BU: "On My Own" - Patti LaBelle & Michael McDonald (MCA) (3 wks)
- Country: "Mama's Never Seen Those Eyes" - Forester Sisters (WRS) (6 wks)
- AOR Track: "Like A Rock" - Bob Seger (Capitol)
- LP: "Like A Rock" - Bob Seger (Capitol)
- Jazz: "Alone/But Never Alone" - Larry Carlton (MCA) (4 wks)

Five Years Ago Today
- Neil Bogart dies
- Chuck: "Ebony & Ivory" - Paul McCartney & Stevie Wonder (Columbia)
- DC: "Ebony & Ivory" - Paul McCartney & Stevie Wonder (Columbia) (4 wks)
- BU: "Let It Whip" - Dazz Band (Motown)
- Country: "Just To Satisfy You" - Waylon & Willie (RCA) (5 wks)
- LP: "Asa" - Asa (Geffen) (5 wks)

Ten Years Ago Today
- Scott Jackson VP/National Promotion, Aristar
- Chuck: "I Will Need You" - Leo Sayer (WB) (4 wks)
- AC: "When I Need You" - Leo Sayer (WB) (3 wks)
- Country: "I'll Do It All Over Again" - Crystal Gayle (UA) (5 wks)
- LP: "Rumours" - Fleetwood Mac (WB) (12 wks)

John Chomie, James Edens, Roger Larson, Val Maki, Peter Baron, Joyce Castagnola, Michael Rosenberg, Lori Earl.
Aurichio: What's In Store For Radio

Aurichio: What’s In Store For Radio

Arbitron Prexy On Premiums, Birch, Electronic Measurement, And More

Following the retirement earlier this year of Arbitron Chairman/CEO Ted Shaker, 15-year company vet Rick Aurichio now sits atop the firm’s hierarchy as President. R&R asked him how he views the ratings world, what’s ahead for Arbitron, and how long he plans to stay on top.

R&R: Now that you’re charting Arbitron’s overall course, how much of your time and attention will radio get?

RA: I would guess it will be in the neighborhood of 35% — which is equal time with TV. Two new divisions, both TV-related (Sean America and Broadcast Advertiser Reports), will take the rest of my efforts. These are where we’ll be targeting growth.

Won’t Compete With Birch’s ‘Zero Price’

R&R: What has been Birch’s impact on the radio ratings environment?

RA: It’s made things easier for Arbitron.

R&R: How so?

RA: I don’t think we get beat up as much. It’s one thing for a guy to come in and say he’ll do a better job than another service. On the other hand, if the estimates are close, or if our numbers are higher, we don’t hear as many complaints.

R&R: Are you concerned about the inroads Birch is making at the ad agency level?

RA: I have only one concern — that they don’t address what is perceived by broadcasters as an unfair relationship of who pays the tab. Agencies pay so little now.

R&R: What do you foresee happening to agency subscriptions as a result of Birch’s efforts?

RA: In the competitive environment, they are going to pay even less. I can’t compete with zero price. Let me change that — I won’t compete with Birch’s zero price.

R&R: One of the by-products perceived as coming from the increasingly competitive atmosphere is a more responsive Arbitron. Is that a fair call?

RA: I think we’ve tried to be moderate, especially in the area of rates. The industry hasn’t been showing huge growth during the last few years. It’s not fair for us to expect notable rate growth from an industry that’s seen basically stable revenues. We have no right to outpace the way our customers are growing.

R&R: Are any other changes at Arbitron directly related to Birch’s endeavors?

RA: The only change as a result of competition was going to Continuous Measurement in 75 markets. If Birch wasn’t present, we wouldn’t have done it with the speed we did. We had no plans to go from 16 to 75 markets in one fell swoop.

Changes In Sample Size, Premiums Planned

R&R: You’re currently testing different diary designs; assuming these tests prove worthwhile, when would the new diary hit?

RA: Probably the fall ’88 survey.

Changes In Sample Size, Premiums Planned

R&R: What’s your timetable for the premium or sample size changes?

RA: Within two years.

R&R: Arbitron recently began selling qualitative/product usage sales studies based on reinterviewing diarykeepers for the relevant station. Will that service expand?

RA: I don’t really see that expanding. There aren’t that many groups available to take advantage of such information.

R&R: Is electronic measurement of radio imminent?

RA: I’d say we’re probably still looking ahead four to five years. I’d love to see it, and things are moving quickly, but I just don’t see it in the short term. We could use an electronic system now, but to implement it would be extremely hard and not cost effective.

Making Room For Young Bucks

R&R: You’re 50 now;

By Jhan Hiber

“…It’s not fair for us to expect notable rate growth from an industry that’s seen basically stable revenues. We have no right to outpace the way our customers are growing.”

how long do you plan to stay at Arbitron?

RA: Honestly, I don’t plan to be here for the long haul. In this industry when you turn 50 you’d better start finding some young bucks to take over. I think I’m a much slower thinker than just a few years ago, and I don’t want to interfere with the broadcast business succeeding.

R&R: So what’s your timetable?

RA: 20 years.

R&R: So in another five you’d depart?

RA: I don’t know. When someone evolves and says, “Get out of the way,” I’m going to get out of the way.

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MUTUAL BROADCASTING SYSTEM
Arbitron Winter '87 12+

**Columbus, OH**

Even with its morning team gone to Detroit, WLQV took its fifth straight book, with a record-high WINS-FM-FM right behind. The high

spending CHR race found WNCO back up, but not enough to catch

WXGT. (WXG) did surge to best

July in 1984 and 25-54.) After a

5.6-7.1 sport last time, WMGQ

found itself back where it was

before switching to Gold from Coun-

try, that allowed WSNY to exactly

reverse its last summer-to-fall

move.

<table>
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**Indianapolis**

WRCB and WFBO traded the top

two spots every so often, but in

the market's first winter book, the full-

service giant took top two in a row.

WFBO approached the 14-15

range it had attained two years ago.

WFMS had its best showing since

Fall '82, even with WIRE back in

Country. WILC and WZPL both

dropped but are still well ahead of

their lows from the previous year.

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<td>WIRE (Ctry)</td>
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**San Antonio**

KXT had hit better KTFM since

Fall '85, KIS had hit since

before KZEP went AOR in 1983 (it

probably helped that the latter went

AOR in last fall). KIT had its

third straight two-tenths of a point

increase. KONO, usually one of

the highest-rated AM Gold outlets, re-

bounded from a dismal fall, even as

KZEP showed an initial increase.

Soft AOR KXMM also topped its

previous best rating in its first book.

with new calls.

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<td>KONO (Gold)</td>
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**Greensboro-Winston-Salem-High Point**

WTQR has been number one for

too many books to count now, and

new AOR WKR had been telling its

listeners to be patient.

WKLZ's leader WKLZ had its

best showing since

Fall '85. A musicality trying WTQR

returned to the sixes. In Winston

Salem, AM WATA went back

ahead of FM WTRP.

<table>
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**Rochester**

WCAM had risen last fall even

with the market entry of "Classic

Hits" WXLK. In the winter, WCFM,

which had attacked WXLK on-air,

was up and WXLK was back at its

previous share as a Country sta-

dion. After a dramatic fall comeback,

WHF returned to its previous 5.5

to its final CHR book. Left alone with the Country franchise for a

while, WNYR had its best show-

ning since Spring '82. WZRH shot up three points.

<table>
<thead>
<tr>
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**DUMB POET**

THE NEW ALBUM FROM IMMACULATE FOOLS.
CONTAINS THE FIRST SINGLE "TRAGIC COMEDY"
PRODUCED BY ROSS CULLUM, IMMACULATE FOOLS & ANDY ROSS.

**SEE DOVES THRASH!!!**

The Throwing Doves Tour:

- May 28: Portland, OR
- May 29: Robinson, MA
- May 30: Providence, RI
- May 31: Baltimore, MD
- Jun 1: Washington, DC
- Jun 2: Philadelphia, PA
- Jun 3: Boston, MA
- Jun 4: Montreal, Quebec
- Jun 5: Toronto, Ontario
- Jun 6: Detroit, MI
- Jun 7: Cleveland, OH
- Jun 10: Columbus, OH
- Jun 11: Chicago, IL

**BEDROCK VICE**

THE DEBUT ALBUM FROM THROWING DOVES.
PRODUCED BY JIMMY JOVINE, BRUCE LAMPOC, CHRIS THOMAS, THROWING DOVES
FEATURES THE FIRST SINGLE "BEAUTIFUL IMBALANCE"

ON AGM RECORDS
All America Is Signing Up For The World Premiere Weekend II
MAY 29, 30, 31, 1987
PRESENTED BY EPIC RECORDS
Gloria Estefan and Miami Sound Machine
LET IT LOOSE
IT'S NOT TOO LATE!

CALL NOW 408-626-1571!
closed circuit

memorial weekend specials
ABC claims the only authorized radio show commemorating the 20th anniversary of the doors (212) 887-7777. Mutual has two for memorial weekend: “Pan & Pride: Remembering Vietnam,” a half-hour feature, and the three hour “New Faces Of Country Music,” hosted by Jim McMichael and Larry Ginn (703) 685-2000. CBS Radio presents several shows for the holiday weekend including the season debut of the “Sport of Kings,” a 3-hour summer fun and music special featuring Phil Collins, Beach Boys, Paul McCartney. Also, the “Composers,” a 3-hour special highlighting the 20th anniversary of the Sgt. Pepper album, “Cruising America,” with Cousin Bruce Morrow holding a “Motown Medley” special with Diana Ross and Gladys Knight.

nbc offers “summer ‘87,” spotlighting greatest songs of summers past and present included a 20th anniversary salute to the top 100 from december 12 (212) 684-4444. transamvents “rocker in roll heaven,” a four-hour tribute to rock stars gone by including marvin gaye, elvis, jimi hendrix and buddy holly by (212) 460-6383... united states will produce its fifth consecutive year of “Country Six Pack,” featuring “reba mcintire, entertainer of the year.” also a top ten from us, “rockin’ at the movies,” a three-hour combination of songs from top “cutting,” “flatt and lee,” “light of day” and others; and “the chicago 20th anniversary battersea,” a three-hour profile of the group which includes a recent interview with former leader peter cetera (703) 276-2900 finally, westwood one offers three for the three day holiday: “60’s at the beeb,” the first of a two-part special from the golden age at the bbc; “beats on point,” a salute to the beatles and the “rolling stone live performances of the past 20 years.” (212) 204-5000.

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DATEBOOK

Meditation Room Closes & Zep Stories

MONDAY, MAY 25
1965/Disembarkment of a clown: Dave Davies careers into Mick Avory's cymbal during a London concert and knocks himself unconscious. The Kinks are forced to cancel the rest of a British tour. Also, blues artist Sonny Boy Williamson dies of natural causes at age 66.
1968/On the day that "Jumpin' Jack Flash" is released, the second Monterey Pop Festival is cancelled due to community pressure. Afterwards, $52,000, and the festival's accountant are found missing.
1981/Motown announces plans for its upcoming 25th anniversary.
1984/The Gracesman tells R&R "I've been doing (my act) for 14 years now, and I've never gotten in trouble with the FCC."
1985/Bob Geldof’s "Race Against Time" marathons in 100 cities and "Hands Across America" happen on the same day.
Born: Paul Weller (Style Council) 1958, Leslie Uggams 1943, Jessi Colter 1945

TUESDAY, MAY 26
1962/The Isley Brothers’ version of "Twist & Shout" is released.
1965/Bob Dylan is hospitalized in Paddington, UK with a virus.
1974/One teenage girl dies and three others are hospitalized, one with "uncontrolled hysteria," following a crush at David Cassidy's London concert.
1975/On a transatlantic British Airways flight, Robert Plant and Jimmy Page annoy the other first class passengers, among them Dudley Moore and Telly Savalas.
1977/O'Jays singer William Powell dies of cancer in Canton, Ohio at age 35. He had been with the group for 16 years.
Born: Hank Williams Jr. 1949, Stevie Nicks 1948, Levon Helm 1943.

WEDNESDAY, MAY 27
1962/"The Freewheelin' Bob Dylan" is released.
1967/The Standells debate Art Linkletter and Gordon McLendon on TV over the latter's banning of their single, "Try It." Despite extremely vague lyrics, detractors insist the song is about oral sex. The Standells version dies; the Ohio Express has a minor hit with it, word-for-word, later. The remnants of the Standells release a new version of it in 1986, to no visible reaction one way or another. Also, Columbia and RCA say they'll raise the price of mono LPs to $2.25 apiece because, with the advent of stereo, they're now harder to produce.
1977/"Virgil releases the Sex Pistols’ "God Save The Queen" in Britain; Fleetwood Mac’s "Dreams" goes #1 CHR here.
1979/John Lennon and Yoko Ono take an ad in the New York Times explaining their hiatus of the last four years.
Born: Bruce Cockburn 1945, Don Williams 1939, Ramsey Lewis 1935.

THURSDAY, MAY 28
1966/ Ike & Tina Turner’s "River Deep, Mountain High" is released.
1977/Bruce Springsteen buys out his former manager Mike Appel for a reported million-dollars plus. This done, he then starts work on "Darkness at the Edge of Town." 1982/A benefit concert for Vietnam veterans, featuring the Starship, Grateful Dead, Boz Scaggs, and Country Joe raises over $175,000 at San Francisco's Moscone Center.

FRIDAY, MAY 29
1971/Paul McCartney releases his version of "Mary Had A Little Lamb."
1973/Roger McGuinn plays his first post-Byrds show at New York's Academy of Music. Also, Virgin's first release, Mike Oldfield's "Tubular Bells," is issued, six months before its use in "The Exorcist."
1977/Columbia President Goddard Liberson, who introduced the LP and popularized soundtrack albums, dies of cancer at age 66.
1982/The Clash's "Combat Rock" LP is released here; it takes "Rock The Casbah" until fall to become a hit.

SATURDAY, MAY 30
1970/Toronto's "Electric Circus" rock club, featuring the "womb room" and the "meditation room," is closed due to lack of business. In September, it is put up for auction and nobody bids on it.
1971/Catering by Hog Man & Hog Woman; Thirty-six Grateful Dead fans are treated after unwittingly drinking apple cider laced with LSD at a concert at San Francisco's Winterland.
1976/ Led Zeppelin begins work on "In Through The Out Door."
1982/Deborah Allen and songwriting partner Rafe Van Hoy are married.
Born: Wynonna Judd 1944, Billy Vera 1944, John Fogerty 1945, Gladys Knight 1944, Papa John Creach 1917

SUNDAY, MAY 31
1973/On John Bonham's 25th birthday, Robert Plant tells the crowd, "I've known him 15 years and he's been a bastard all of his life." Later that night, George Harrison throws the top tier of Bonzo's cake at him; he responds by throwing George and Pattil into the swimming pool, along with most of those present. Jimmy Page is allowed to walk in fully clothed because he can't swim.
1982/The Rolling Stones play a surprise show at The Sex Pistols' former hangout, London's 100 Club.
1985/Anita Franklin's "Firewear Of Love" released.
Born: Corey Hart 1962, Johnny Paycheck 1941, the late John Bonham 1948, Peter Yarrow 1938.

THIS WEEK'S MOVES:
B104 30-27 WRCK 35-29
WXKS deb-33 WHHY deb-35
B94 deb-29 BJ105 12-8
PRO-FM 29-26 WRVO add
Q107 29-27 WGRD 40-32
Y100 28-23 KYIS 30-28
WNVZ deb-29 WQCM 39-35
WNCI 35-32 95XIL 37-32
KUBE deb-35 99KG 39-35
WFLY deb-34

PLUS:
Z100 KKKX WZYP
Q105 KQMO WBBW
Z95 KZZU KKAZ
92X WXKX KOZE
WBBQ WKPE KTMT
WCKN WGAN KZFN
WAPE KOQZ B91
KX104 WCQG

www.americanradiohistory.com
Commercials Are Part Of The Programming, Too

“And that concludes 40 minutes of uninterrupted music on WXXX. We’ll have another 40 minutes of nonstop music next hour, but first…” (click).

This is one of the most dreaded moments a PD faces. He can hear the dials switch and the buttons pushing all across the city. Commercials are a tuneout, and that’s why he programs them at the least desirable times in the hour.

If your station does perceptual research, no doubt you’ve heard comments like “I hate all commercials” or “There needs to be fewer commercials.” It doesn’t matter how many spots run per hour – it will always be too many.

Radio can blame only itself for this predicament. It sent out the subtle message in the 70s with “commercial-free days” or “no-commercial hours.” Radio stations made commercials into negatives, or set the very least excited listeners’ distaste for them.

Program Spots
As Carefully As Music

A more productive tack is to devote as much energy and care to programming the spot breaks as it is given to other on-air elements. PDs labor over music flow sheets, hourly clocks, and promo liners, but generally bother little with an as

By Dennis Constantine
real customer is the listener, not the advertiser. A radio station’s main purpose must be to keep that customer – the listener – satisfied.

Advertising clients will always come and go, but once the listener is lost, it’s hard to win him back. If you lose your listener then not only does the radio station lose, but so does the advertiser, for who hears his spots?

I’m not advocating an anti-advertising policy for your radio station, but a policy that satisfies both the listener and the advertiser – so the listener stays with you longer and hears the advertiser’s message more often.

As KBCO GSM Dina Issani says, “The job of the commercial is to harness the audience for the advertisers. When we run an ad that is not appropriate for our station, we are doing a disservice to both our clients and listeners.”

Congruence: Spots Should Match Station Sound

It’s important that the spot breaks have the same quality as the station. I call this “congruence.” A “screamer” spot selling a liquidation sale will jump out of the radio on any station. If your station screams, the spot fits. Otherwise, such a spot will create a feeling of incongruence.

A strong commercial policy demands that the spots fit the “sound” of the radio station. If the station is adult in its approach and the spot break has a commercial for a video game arcade, you’ve given the audience the wrong impression. Similarly, if you’re aiming at 12-24s and run a spot for the Wall Street Journal, you might as well have played a song by Barry Manilow.

The spots must be in tune with station’s tone. In KBCO’s case, our jocks have a straightforward, untyped delivery. Therefore, most of our spots use the same style. We refuse ads that are produced specifically – jump out of the radio and grab attention. Spots that are fast-paced or feature announcers who sound like they just had five cups of coffee are rejected as announcers who just had a cup of herbal tea.

To maintain congruence, according to KBCO GM Ray Skibitsky, the station’s departments must share a common vision. “When sales and programming agree on a philosophy, the advertiser is more inclined to also subscribe to it and produce a spot that fits the station.”

If a client refuses to change his advertising approach to fit the station, Skibitsky says he turns them down. “Many times, it’s a judge- ment call, the same as our new music decisions. If a song doesn’t fit our sound, we just don’t play it!”

Recutting Inappropriate Spots

Commercials are rarely refused; once advertisers understand the philosophy, most work with the station. For example, when a high-powered concert production came in for airing, it was recut in the KBCO style without removing the enthusiasm. Similarly, spots for drag races, mud truck-pulls, and

KLOL Raises $22,000 To End Hunger

The items at KLOL/Houston’s Fourth Annual Rock ‘n’ Roll Auction ranged from the sublime — a pair of matched guitars from ZZ Top that fetched $4000 — to the ridiculous — a pair of giant Pee Wee Herman underpants that went for $150. At the end of five hours, the rock ‘n’ roll memorabilia raised $22,000 for the End Hunger Network, an organization that distributes food to Houston missions and food pantries.

Celebrity auctioneers included Joe Walsh, Earl Slick, Rob Jungenklaas, Vince Neil (Motley Crue), Jeff Watson and Brad Gillis (Night Ranger), and WTV’s Mark Goodbrand. An in-studio broadcast live a four-song jam session with many of the musicians.

Other notable items auctioned off included:
- A Jim and Tammy Bakker full-color souvenir album, autographed by Jim to Mickey Dolenz ($125)
- Billy Idol’s leather pants ($800)
- Ozzy Osborne’s stage costumes ($375)

In four years, the KLOL auctions have raised a total of $40,000 for local charities.

For more information, call 713/780-1300, ext. 100.
For example, if your station has 12 spot breaks between 3-7pm, only carry 12 commercials for the same product type. It's important to have a comprehensive spot avail for the time period you're selling.

"In the past year KBCO has turned down major business by men's magazines, fast-food restaurants, fast-talking pitchmen, discount jewelry stores, and concert promoters. Despite this, every monthly billing period last year KBCO had a 30-60% increase over the same month in 1988."

The copy lacked motivation or creativity. Here's how it was re-worked:

What's the big "to-do" about...Blue To Do, that retailer of fine jeanswear for men and women, has come to Boulder. See for yourself what a "True-Blue" jeans store should be with jean skirts, shirts, dresses, overalls, and more, by famous names like Calvin Klein, Pepl, and Paris Blues, to name just a few! Check out the fabulous selection and see what all the "to-do" is about, at Blue To Do, on the Pearl Street Mall, Boulder, where the Blue Note was. CU students show your ID and trade in your old Levi's 501s for a five percent discount on a new pair.

Having jocks write copy can also be detrimental, especially when they've just finished their shift. All they're thinking about is how they can crank out the spot and go home. Better to have everything prepared for them so they can put their energy into producing the commercial.

Creative Production

An effective spot surrounds good copy with creative production values, which usually start with finding a compelling music bed. KBCO Production Director Richard Ray explains, "You can hastily do a read over whatever generic jazz album is within reach, or you can take a few minutes and search for just the right music that fits the copy. Find music that fits the mood and pace of the spot."

Good Spots: Everyone's A Winner

Having a successful commercial requires the commitment of every department at the station. The unified sound and high quality in spot clusters means that listeners are less likely to punch out, and everyone wins. The station garners longer time-spend-listening and higher ratings. The client, whose message is heard more frequently, receives better response to his advertising...

The next step, says Ray, is working on delivery. "With the music taken care of, I concentrate on one of the most overlooked areas of production: interpretation. This means more than making sure you can pronounce all the words in the copy. It means giving some thought to the message you're relating. As obvious as this seems, how often have you heard spots that sound like a disc jockey reading words rather than communicating and selling a message?"

"Good commercials are as much a part of a good radio station as good music, personalities, information, and promotions."

SEGUES

KFMA/Columbia Assistant PD Craig Stevens takes over as PD from Jeff Cochran, who remains with the station...

WMAD-FM/Madison Assistant PD David Anderson becomes MD at WIOQ/Philadelphia.

WIOU/Toledo OM Anne Kelly moves to WAQX/Syracuse as Promotions Director/afternoon team member. 'AQX just got approval for a power increase from 3kw to 25kw, a boost expected within four-six months... WRCN/Long Island Assistant PD Wayne Summers exits.

Los Angeles AOR vet David Perry takes afternoons at WCSS/Detroit. Rock archivists might remember Bob Segarini from groups like Roxy, Wackers, and Dudes. "The Iceman," as he's known these days, just returned to Q107/Toronto for afternoons, replacing Steve Anthony, who moves onto the Video Music Network.

KLSX/Los Angeles Programming/Promotions Assistant Nancy Robbins advances to Promotions Director.

Former staffers at ex-new music station KCGL/Salt Lake City have purchased a block of time, Saturday 6pm to Sunday at midnight, on local KRFN-FM. Contact ex-GM Richard Rees at (801) 268-1434.

New weekenders: WRCN/Long Island's Ellen Dolpins (WZOU/Boston) and Buddy Angelillo... KBPI/Denver's Jeff Conn.

American Rock And Roll From THE LONG RYDERS

"TWO FISTED TALES"

Featuring "GUNSLINGER MAN"

And "I WANT YOU BAD"

Already On These Sharpshoottin' Stations:

WBCN, WXRK, WHJY, KROQ, KUPD, KZAP, KRXQ, KGB, 91X, KLAQ AND MORE!

New Artists Albums Debuts #8
Programming Consultants: Advisors Or Taskmasters?  
Douglas, Pollack, Burns Discuss Their Role

The prospect of a consultant coming to the station can strike terror into the heart of even the most confident, seasoned, veteran PD. The free-thinking programmer suddenly worries about being forced into a box of inflexible rules and regulations, or even being replaced.

Consultants are hired to impart their knowledge and experience. They can present a fresh viewpoint in start-up or, most often, fix-up situations. Because there's generally a monthly retainer involved, plus allowances for travel and expenses, many station owners and GMs demand unwavering compliance with consultants' edicts from their PDs. The resulting situation can be anything from a lesson in programming guidance to a creative dictatorship.

Gary Burns, President of San Antonio-based Gary Burns & Associates, has been consulting CHR and AOR clients for the last six years. Prior to that he was in Group Management for Kast Communications. Having hired a number of consultants himself over the years, he's more than familiar with the drill.

Let’s Push The Panic Button
"Tell a staff you've hired a consultant and panic hits the hallways," he said. "It's totally unnecessary for the PD or jocks to feel the end is near." He also pointed out that an increasing number of owners are hiring consultants and then presenting them through the GM. "The consultant "

"I work with programmers to come to mutual decisions. I cannot force a PD to add a record, and won't." — Jeff Pollack

Douglas, Pollack, Burns Discuss Their Role

Dwight Douglas, President of Atlanta-based Burkhart/Abrams/Douglas/Elliott & Associates, seeks a long-term, one-on-one relationship with his PDs. "I like to learn their interests outside of the business. A consultant can help PDs broaden their cultural awareness. Because I travel so much, it's hard not to take notice of regional accents, food, political stances, religion, and social mores, etc. This street knowledge, combined with hard data and added to our gut, spells wisdom." — Dwight Douglas

"Tell a staff you've hired a consultant and panic hits the hallways." — Gary Burns

instructions that some feel can be transplanted from one market to another. Pollack commented, "You can't take something that works for a client. While I've got 60 stations to work with, we've got a staff of professionals who are there to give personalized service to each station." Burns disagrees with this philosophy, and has purposely kept his list of stations small. "There's no way to consult 80 or 90 stations and do the job a station really wants, he commented. "By limiting it to seven stations, I can give the personalized service needed to train, and to improve the staff and product. The consultant should be a teacher, not a dictator."

On the subject of the sticky subject of music decisions — the area of infringement most universally feared by programmers — Burns said, "We like to see the station have integrity in the way it selects the music for the market it's in. In the beginning I do take a heavy hand in what's being added. However, I can't order a PD to do anything." — Dwight Douglas

The consultant should question their own ideas and possess the wisdom to bounce them off someone." — Dwight Douglas

Douglas Says: "We Can't Stop The Hits"

Years ago, when the RKO stations were the most powerful chain of CHR in the country (KHJ, KFRC, WHBO, KRTV, WKGO, 99X), it was thought that they could stop a record's development. In her autobiography "I, Tina," Tina Turner said the RKO stations prevented one of her records from becoming a hit.

"There are so many records which consultants would rather not ever play, but they do get played. Some stations have the leeway to make mistakes, and others don't have the room for error."

He went on to state, "We're not dictating, and it's not a question of too much control. There are sound reasons for our decisions and recommendations, not an ego or the consultant. Our goal is to get ratings, and labels want to sell records. We have a symbiotic relationship, but just as we are at their mercy for product, they have to abide by our stations' charter. Always, in the event things go against my recommendations, it makes me stop and reconsider the situation." A True Hit Will Cut Through "I still believe in my heart of hearts a true hit will cut through," said Douglas. "I'd be depressed to learn that any one person, group, or consultant would keep the American public from quality."
Bobby Poe’s POP MUSIC SURVEY

Presents The 16th Annual Radio/Record Seminar & Awards Banquet
At The SHERATON PREMIERE HOTEL---Tysons Corner, Virginia
June 26-27, 1987

The Convention That Honors The Real Stars Of The Industry:
The Radio And Record Executives!!!

RECORD NOMINATIONS 1986

COMPANY OF THE YEAR ’86 (Corporate):
MCA, Capitol...Epic...PolyGram...Atlantic...RCA...Manhattan...A&M...EMI America

COMPANY OF THE YEAR ’86 (Independent):
Chrysalis...Sire...Geffen...A&M...Island...Cameo...Scotti Brothers...IRS...Modern...Profile

CHAIRMAN/CEO OF THE YEAR ’86 (Corporate):
Mo Ostin (Warner Brothers) Walter Yetnikoff (CBS) Ahmet Ertegun (Atlantic) Irving Azoff (MCA)
Bhaskar Manohar (Capital) Elliot Goldenthal (RCA) Bob Kjosness (Epic) DickAsher (PolyGram)

CHAIRMAN/CEO OF THE YEAR ’86 (Independent):
Barry Gordy, Jr. (Motown) David Geffen (Geffen) Jerry Moss (A&M) Chris Wright (Chrysalis) Seymour Stein (Sire)
Chris Blackwell (Island) Quincy Jones (West) Tony Scotti (Scotti Brothers) Miles Copeland (R.S.) Dick Griffey (Solar)

PRESIDENT OF THE YEAR ’86 (Corporate):
Doug Morris (Atlantic) Don Zimmerman (Capitol) Bruce Lundvall (Manhattan) Myren Roth (MCA) Bob Rust (RCA) Jim Mazzola (EMI America)

PRESIDENT OF THE YEAR ’86 (Independent):
Jack Craig (Chrysalis) Ed Rosenberg (Capitol) Clive Davis (A&M) Lou Mapelli (Island) Jerry Greenberg (United Artists)
Johnny Musso (Scotti Brothers) Bruce Bird (Capitol) Jay Bobo (I.R.S.) Fred Haasen (West) Harold Childs (West)

EXECUTIVE OF THE YEAR ’86 (Corporate):
Richard Palmese (MCA) Ray Anderson (EPA) Rick Dobbs (RCA) Bob Shaw (Warner Bros.) Dave Clew (Atlantic)
Bob Jameson (Polygram) Marge Knezevich (Al) Bill Burke (Capital) Celn Stewart (EMI America)

EXECUTIVE OF THE YEAR ’86 (Independent):
Skip Miller (Motown) Charlie Kenison (Chrysalis) Don Jekins (A&M) Al Coury (Geffen) Michael Leon (A&M)
Danny Resencraft (Fully Mo) Dick Eye (2) Hank Caldwell (Solar) Carol Peters (Polygram) Steve Piacinti (Profile)

VICE PRESIDENT OF PROMOTION OF THE YEAR ’86 (Corporate):
Steve Meyer (MCA) Vinnie Parada (Atlantic) Rich Fitzgerald (Warner Brothers) John Fagey (Columbia)

VICE PRESIDENT OF PROMOTION OF THE YEAR ’86 (Independent):
Daniel Glass (Chrysalis) John Brody (Geffen) Rick Stone (A&M) Michael Lessner (Moscow)

VICE PRESIDENT A&R OF THE YEAR ’86 (Corporate):
Mickey Elchinger (Capitol) Tunc Ergin (Atlantic) Paul Atkinson (RCA) Jeryl Bushy (MCA)
Don Grisanti (EPA) Dick Wingate (Polygram) Michael Ostin (Warner Brothers) Neil Porton (EMI America)

ARTIST DEVELOPMENT/PUBLICITY DIRECTOR OF THE YEAR ’86 (Corporate):
Perry Cooper (Atlantic) Elliot Huban (Warner Bros.) Marilyn Laversett (Warner Bros.) Barry Ring (PolyGram)

ARTIST DEVELOPMENT/PUBLICITY DIRECTOR OF THE YEAR ’86 (Independent):
Barb Becher (Capitol) Andy McKale (MCA) Bryn Bridenthal (Capital) David Budge (EMI America)

BRANCH MANAGER OF THE YEAR ’86 (Corporate):
Jim Chad (CBS) Van Waycott (WEA) Ron Hughebank (Capital/EMI/MAN) Curt Eddy (Polygram) Ed Kealman (MCA) Dan Yarby (CBS)

BRANCH MANAGER OF THE YEAR ’86 (Independent):
Jerry Brackenridge (Capital/MAN) Carl Michaels (MCA) Ron Piccone (CBS) Rick Cohen (WEA) George Jackson (RCA)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Corporate):
Dan DeWitt (RCA) Tom Gorman (Capitol) Stu Cohen (Warner Brothers) Marc Benechi (Capitol) Mike Beck (RCA)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Independent):
Charlie Alt (Chrysalis) Chris Bresnen (A&M) Connie Young (Geffen) Suzanne Emlet (A&M)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Corporate):
Mike Krum (Scotti Brothers) Mel Delater (R.S.) Jeff Backer (Atlantic)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Independent):
Charlie Latini (Atlantic) Barbara Seitz (A&M) Billy Smith (Polygram) Bonnie Goldman (RCA) Jaye Riggle (Manhattan)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Corporate):
Bob Myers (RCA) Burt Baumgart (Capitol) Barry Lons (Island) John Boulton (Polygram) Larry Van Duyn (RCA) George Stone (Warner Brothers)

NATIONAL PROMOTION DIRECTOR OF THE YEAR ’86 (Independent):
Tom Snedeker (A&M) Jim Finch (Atlantic) Shadly Musgrove (Geffen) Sean Colby (Atlantic)

NORTHERN REGIONAL/LOCAL PROMO EXECUTIVE OF THE YEAR ’86 (Corporate):
Bob Myers (RCA) Burt Baumgart (Capitol) Barry Lons (Island) John Boulton (Polygram) Larry Van Duyn (RCA) George Stone (Warner Brothers)

NORTHERN REGIONAL/LOCAL PROMO EXECUTIVE OF THE YEAR ’86 (Independent):
Johnny Powell (Atlantic) Chuck Gilman (Capital) Ed Zeltner (Geffen) Tom Menas (Atlantic) Jerry Chesson (Capitol)

SOUTHERN REGIONAL/LOCAL PROMO EXECUTIVE OF THE YEAR ’86 (Corporate):
Bunchc Wyngaard (RCA) Mark Karpe (EMI America) David Sapp (RCA) Barry Rosenfeld (MCA) Terry Lawson (EMI America)

SOUTHERN REGIONAL/LOCAL PROMO EXECUTIVE OF THE YEAR ’86 (Independent):
June Clinton (Atlantic) Lee Durham (A&M) Barry Tannen (Chrysalis) Dave Smith (MCA) Ed Zeltner (EMI America)

$250 Registration Fee After June 13th

For JUNE:PMENT-SEMINARS, Record Industry Info...Call for more info...

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HIP TO SEE HUEY — KYRK/Las Vegas gave contest winners the chance to see Huey Lewis and the News twice, once in San Francisco and again when the band played Vegas. Backstage are (l-r): the News’s Mario Cipollina, Bill Gibson, and Huey; KYRK PD Jim Daniels; and a contest winner. In front are (l-r) the band’s Chris Hayes, two more contest winners, and Johnny Cole of the News.

PAIR OF PARTIERS — The husband and wife comedy team of Stevens and Grdnic dropped by KISS Los Angeles to chat with Rick Dees. Los Angeles was the first stop on the pair’s national tour promoting their comedy video, “How To Party.” In the studio (l-r) are Grdnic, Stevens, and Dees.

EUROPE SAYS HI TO EUGENE — When Epic recording act Europe played the upper Northwest, they stopped in to see the folks at KSNX/Eugene. Shown (l-r) are Europe’s Mic Michael, air personality Jomi Erickson, and group member John Leven.

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.

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MOTION

WNVZ/Norfolk loses Geoff Davis to afternoons at KWWK/St. Louis. PD Randy “Animal” Turner leaves WBIS/Wilmington to do nights at WRFX/Charlotte. Ron Dischner exits the 7pm-midnight slot at WKSE/Buffalo; Kid Crockett, last at WZZR/Richmond, replaces him. WKIS/Boston announces the following promotions. Dale Dorman is named Asst. PD in addition to his afternoon shift; 9pm-2am personality Ed Mann moves to the 6pm-9pm slot; and overnighter “The Real” Diana Steel takes over the 9pm-1am slot. Tom Hutley will rejoin KUBE/Seattle as midday personality/Assistant Program Director. WRQN/Toledo Promotions Director Joe Thomas is promoted to Operations Manager as PD Mike Wheeler departs to WMOV/Greensboro. Morning man James Erwin exits WANS/Greenville as Mike Benson, last at Power 96/Detroit, joins for the morning slot. WANS morning team member Scott Shannon moves to afternoons.

Paul Gray joins KOZT/Lewiston for overnights from WCL/Kistockon. Fast Eddie leaves WEG/Indianapolis to program WRKX/Rockford. Afternoon jock Brian Scott is upped to MD at KTRI/Casper. WKPE/Cape Cod welcomes two new staffers: Don Gaston (evenings) from WCO/Hyannis and Lisa Z (overnights).

BITS

• The Ultimate Power Trip — WRLA/Washington is sending 150 lucky listeners to London to celebrate the Queen’s birthday. Morning Zoo hosts Don Geromino and Mike O’Meara will accompany the winners as they sightsee, pub crawl, nightclub, shop, and more. To cap off the week, all 150 travelers will attend the Prince’s Trust Concert at Wembley Stadium. The charity concert will feature Phil Collins, Paul Young, Boy George, Bryan Adams, Dave Edmunds, Allison Moyet, Spandau Ballet, and Curiosity Killed The Cat, among others. Geromino and O’Meara will broadcast their show live for four days; special guest appearances by artists appearing at the Trust Concert are also planned.

• They Were Believers — K杜WBI-Minneapolis/St. Paul’s dramatic conclusion to its recent “Theatre of the Mind” promotion proved that its listeners really were believers. The “captain” of the K Warner blimp, who supposedly had been traveling for a month to the Twin Cities, landed, climbed into a limo, and became part of a ten-limo, police-escort motorcade that toured the city. The captain periodically emerged from the limo and handed out prize certificates redeemable at the station.

Coming
Next Week

A look at a page ripped from radio’s book, along with a bit of spring thaw and summer sizzle.
Get CRIEED!

Motley CRIE Girls Girls Girls

The first single and video from the CRIE-cial new album; Girls, Girls, Girls

Produced by Ian Hermin for IRDE Music, Inc.
Management: Vic McGhee, Barry Fischer and Rick Fisher, Motley Entertainment Inc.

Total rock-and-roll mayhem...
on Elektra Music Cassettes, Records, Compact Discs and Video.

www.americanradiohistory.com
CONSTITUTION TURNING 200

Another American Bicentennial

The piece of paper on which America’s basic “house rules” are written, the United States Constitution, is sitting in its little glass case in Washington approaching its 200th anniversary. The Bicentennial of the Constitution is a truly big deal, and the various media will devote a significant amount of attention to it between now and late 1988. Here’s a briefing.

Toward the end of the eight year Revolutionary War (1775-1783), our forefathers wrote out a set of rules for running the United States. The rules, called the Articles of Confederation, were ratified in 1781. In practice, however, the Articles didn’t work out very well, partly because the 13 states retained so much power that the central federal government didn’t have much to do and it had very little power with which to do it.

Six years after approving the Articles of Confederation, our ancestors decided to take a stab at writing a better set of operating instructions for the new nation. They called a Constitutional Convention in Philadelphia. That convention began at Independence Hall 200 years ago next week, on May 25, 1787. The delegates faced questions that seemed almost impossible to answer. For example, if America was going to be a “one man, one vote” democracy, then what would keep the big population states from ousting the small states on all state issues? If individual citizens were going to decide everything by voting, what would prevent minorities from pushing around minorities?

The delegation, presided over by George Washington, came up with one of history’s truly brilliant schemes — a plan so clever it has worked with hardly a glitch for almost two centuries, from pre-industrial times through the computer age, from the horse-and-buggy days through the space age.

The Constitution was first ratified by Delaware in December 1787. A majority of states had approved it by mid-1788, and a resolution putting the new Constitution into effect was passed on September 13, 1788. (North Carolina didn’t ratify it until 1789 and Rhode Island dragged its feet until 1790.)

There will be a lot of flag-waving and talk about the Constitution during the next few weeks and months. If you’re inclined to publicize and promote this significant American anniversary, you’ve just completed your first little bit of homework on this important bicentennial.

Memorial Day
MONDAY, MAY 25 — “Hands Across America” was staged one year ago to raise money for the hungry and homeless (1986). Promoters declared the effort a success, even though there were a number of gaps in the transcontinental human chain.


Bed-In For Peace
TUESDAY, MAY 26 — John Lennon and Yoko Ono arranged themselves in a bed at the Queen Elizabeth Hotel in Montreal in 1969, and announced their own version of an anti-war demonstration — a Bed-In For Peace — to reporters and cameramen.


A Hit From Holly
WEDNESDAY, MAY 27 — Thirtieth anniversary of the Brunswick Records release of “That’ll Be The Day (That I Die)” by 20-year-old Buddy Holly and the Crickets (1957).

President Reagan announced in 1986 that America would deploy cruise missiles in excess of SALT-II limits. Fiftieth anniversary of the opening of San Francisco’s Golden Gate Bridge (1937).

Birthdays: Actor Lou Gossett Jr. 51. Ex-Secretary of State Henry Kissinger 64. Actor Vincent Price 76.

Automation’s Promise
THURSDAY, MAY 28 — United Steelworkers union official Albert Whitehouse, enthusiastic about the labor-saving prospects of automation, predicted in 1955 that factory automation would eventually lead to a two-hour workday.

King Leopold III of Belgium surrendered his nation’s army to Nazi Germany in 1940, infuriating his cabinet members so much that they disowned him (WWII). A Vietnam Unknown Soldier was interred at Arlington National Cemetery in 1984.

Birthdays: Singer John Fogerty 42. Singer Gladys Knight 43. Actress Carroll Baker 56.

Climbers Atop Mt. Everest
FRIDAY, MAY 29 — The Edmund Hillary expedition arrived at the top of Mount Everest 34 years ago (1953).

Everyone knows that Everest, on the Nepal-Tibet border, is the world’s tallest mountain, but it’s possible that everyone is mistaken: earlier this year, refined surveying methods tentatively indicated that Godwin Austen (or K2), in Kashmir, may be taller.


WHUR's Gerry Who?

Real personalities are few and far between in our industry, no matter which format you spotlight. Dan Ingram, Imus In The Morning, Robert W. Morgan, Jay Thomas, Chuck Leonard, Charlie Tuna, Big Ron O'Brien, and others are synonymous with CHR radio and successful ratings. Black/Urban Contemporary radio has had Frankie Crocker, Tom Joyner, Herb Kent, George Wood, Ken Webb, Bobby Bennett, and a handful of others. But personalities and what was once called "Soul Radio" weren't given the same accolades as their CHR counterparts. For example, consider the case of one person purposely omitted from the Urban list above: Gerry Bledsoe.

This radio talent is part of our past, our present, and certainly our future. He's been in the industry 24 years (and he's not in his fifties). He got his start in the industry at WUFO, in his hometown of Buffalo, NY. Bledsoe started as a partnter and worked his way up to PD, and he is now about to become WHUR/Washington's morning personality. He's also only the second individual in the past decade to be hired from outside of the Howard University family to work on the air there. (WHUR GM Bobby Bennett was hired earlier last year.)

Longevity Speaks For Itself

Bledsoe takes an extreme amount of pride in his work, and that's one of the reasons he's become a success in both radio and TV. He was a major force as a talent at WWRL/New York for 17 years, mostly doing the 24pm air shift. I know of only four other people who could say they've worked as long on-air in New York City: John Gambling, William R. Williams, Dan Ingram, and Dick Heatherton. For his efforts Bledsoe has received several civic, social, and trade awards. In 1973 he received the Mayor's Cultural Achievement Award for his work as coproducer of the first Black Cultural Arts Festival to be held at the Lincoln Center For The Performing Arts.

One Of The People

Asked why he thinks the "Big Apple" has been so good to him as a radio talent, he said, "I've always tried to be one of the people of this city, not some special star or anything. New Yorkers appreciate real people. I've always shared my life in New York with my listeners - the good things and the bad things. Because of that, the community here that I've served over the years has opened its hearts and allowed me to come into its homes."

On the subject of personality radio, Bledsoe commented, "With all of the new technology and forms of research in our business, in the final analysis it still takes an excellent personality to get the really big numbers that stay solid over the long haul."

Three Ways To Communicate

"We need to get back to being more human on the radio. To me, radio is supposed to entertain, but it should also communicate. There are three ways we should communicate. One is in a fun-loving manner. Two, we should be informative to our listeners. And three, we should be as truthful as we possibly can be."

> "There are three ways we (as jocks) should communicate: be fun-loving, informative, and as truthful as we possibly can."

Leaving NYC After 20 Years

In our business, most of us have had to move four or five times over the years. As someone who's only worked in two markets in his entire career, Bledsoe related some of his thoughts about moving to Washington, DC. "I've learned to just put things in the hands of the Lord," he said. "I think this, in a way, is God's will for me. We all have ups and downs in life and our professions. This opportunity is renewed enthusiasm. Seeing what others have accomplished in the DC market makes me that much more excited about doing mornings in a city so interesting. To be affiliated with a university like Howard is really a privilege. Putting my faith and my fate in..."

Continued On Page 36
Bennett Talks About Bledsoe And The Master Plan

WHUR/Washington OM Bobby Bennett has been a mainstay in the radio business both in Pittsburgh and Washington. During WHUR's modern era, Bennett was the first outsider to get inside the station's management. Other than Bob "Nighthawk" Terry, Bennett was the most prominent black radio personality in the city's history. He was affectionately known as "Bouncin'" Bobby Bennett.

"I felt with his overall experience, knowledge, and personality, he would be the guy for us. This market is going to accept him with open arms.

—Bobby Bennett

The organization in the community. "If there's anything I know about Gerry, it's his talent for going over big in person," Bennett said. "He captivates an audience just like he does when he's on the air. He's articulate, tall, good looking, dresses well, and is very personable. When people meet him, they love him."

Although WHUR has never done any type of outside publicity campaign in the past, Bennett said, "We're in the process of doing a lot of things that have never been done here before. Jim Watkins is a very progressive young man. Since we're a professional operation, he believes we have to compete if we want our share of the advertising dollars. That requires aggressive, competitive thinking and action on our part.

"By the time you print this column we'll be well into several things we have planned to support Gerry's efforts. We're going with a major newspaper campaign and TV. Naturally, we'll also be doing a number of station promotions that will promote Gerry. We're hoping he'll be an anchor we can build around. His presence will not only help us in the mornings, but across the board. By the time Gerry hits the air, the entire Washington community will be anxiously awaiting his arrival. He should be joining us sometime around the end of May."

WHUR's Gerry Who?

Continued from Page 35

God has always made the difference in my personal life and my professional life. Besides being able to do something good for myself professionally, I think this also gives me the opportunity to give some of my knowledge to the youth of our country who are interested in this business. I can't wait to work with the young people at Howard."

"I've always tried to be one of the people, not some special star."

Voiceovers And TV

Bledsoe also has other experience outside of his radio shift. In the '70s he did a weekly TV show called "Soul Alive" for WPXI-TV/New York. He's also done a number of national radio and TV commercials. His on-camera TV credits read like a "Who's Who" of the advertising world, including spots for Budweiser, Burger King, Kinney Shoes, Taco Bell, Miller Beer, and Chrysler-Plymouth Dealers, to name a few. Think of any of your favorite Black and Urban Contemporary artists, and he's probably done one or more of their album commercials.

"DIRTY LOOKS"

A MAGNIFICENT TWO-WEEK BREAKER!

#1 MOST ADDED!

URBAN CONTEMPORARY CHART: DEBUT 40

Be sure to watch the ABC-TV Special "RED-HOT RHYTHM AND BLUES," Airing prime time, May 20th

RALLYING FOR PEACE — In 1974 producer Chuck Jackson (l) and Bledsoe were among supporters at a peace rally in Greenwich Village.

Kooling It — While at WUFO/Buffalo in 1965, Bledsoe chatted with Kool Jazz Festival producer George Wein.
LISA-LISA & CULT JAM
"Head To Toe"
URBAN CONTEMPORARY: 1
#1 HOTTEST!

SURFACE
"Happy"
URBAN CONTEMPORARY: 2
#1 HOTTEST!

REGINA BELLE
"Show Me The Way"
URBAN CONTEMPORARY: 29
84 REPORTERS — 94%

DENIECE WILLIAMS
"Never Say Never"
URBAN CONTEMPORARY: 16
81 REPORTERS — 91%

L.L. COOL J
"I'm Bad"
SECOND WEEK
38/22 — 43%
One Of The MOST ADDED Including:
WXYV WHRK WGCI XHRM
WUSL WYLD-FM WZAK KSOL
WHUR K94 KMJM
KMJQ WOWI KDAY

RAINY DAVIS
"Still Waiting"
#1 NEW & ACTIVE
56/16 — 58%

BEASTIE BOYS "No Sleep Till Brooklyn"
ON YOUR DESK THIS WEEK
“DISCOVER COUNTRY MUSIC”

KZLA TV Spots Sell The Format

How many times have you finally gotten a friend to listen to today’s country music, or dragged him to a concert, and then bemoaned, “I didn’t know country sounded that good. I like it!” Everybody in the business can tell at least a dozen of those stories because it’s always been difficult to get people to even sample the music.

Wanting to tap that potential audience, the folks at KZLA in Los Angeles developed TV spots that directly address the problem. In addition to KZLA, Malrite sister stations KSAN/San Francisco and KEKY/Minneapolis, and WSIX/Nashville are presently airing the spots.

KLAC & KZLA OM Bob Guerra and KLAC morning personality Gerry House were the driving forces behind the spot’s concept and execution. Explaining the genesis of the idea, Guerra said, “The general public in this market, as in many markets to a greater or lesser degree, has a negative attitude about Country. People hold the perception that Country is not an acceptable format for them.

“Our first order of business was to come up with a way to make the format acceptable. Only after we did that could we go to step two, which is to turn increased sampling into longer listening. At the very least we hope to have people sample us more often once they see

“We had to figure a way to get to the root of the problem: ‘Will you like our music?’”

—Gerry House

that Country is not what they thought it was.”

Given that premise, House wrote the scripts. He said, “Country stations already have the people who like the music. All we have to do is get to the root of the problem, which is beyond ‘Will you like our radio station?’ It’s ‘Will you like our music?’ We had to convince people the music was okay, figuring we’d get them after that.”

Selling The Format First

Elected to sell the music instead of the station is something that’s not ordinarily done. Guerra pointed out, “We broke all the rules. You’re supposed to have your calls up there the full 30 seconds; you’re supposed to sell, sell, sell, the radio station. We told the format by putting people’s words back into their mouths.

House added, “The spots talk to people outside of Country, those who for some reason have a mis-conception about the music. How often do people name a whole bunch of artists they like - artists from our format - and end by saying, ‘...but I don’t like Country music?’ That’s what we’re targeting.

“These spots are demonstrative of the way we feel about country music. There are many people who still perceive the music as guys in spangly suits singing terrible songs through their noses. The media refuses to let go of the backward, old-fashioned image.

“We’re asking people who hadn’t listened to country in the last five years to at least give us a shot, and promising them they’ll really be shocked. We’re asking for the order and saying, ‘You’ve got the wrong perception about the music, pal.’ Precisely because the spots sell the format, Guerra thinks one must be judicious in their use. ‘I’d be very careful about running them in competitive situations, because I’d be afraid my competitor would reap some of the benefits,’ he cautioned.

The three Malrite stations don’t have to worry about that, however, since each is the sole FM purveyor of the format in its city.

Campaign Features

Three Spots

The “Discover Country Music” campaign was taken to Curt Hahn, President of Filmhouse, a Nashville-based creator/syndicator of radio station TV commercials. Guerra, House, and Hahn shot three spots in the set, labeled “Melanie,” “Andrew,” and “Herschel.”

Melanie is mid-30ish and dressed as a career woman; attractive, but not overly so. She talks about not liking much of the noise she hears on the radio today. She admits that during her search of the radio dial she stumbled across some music she likes and, much to her surprise, it was country. Her pivotal line is, “Boy, have I changed. Boy, has country music changed.”

Andrew comes from the same mold as Melanie. Both are “sappy-parish,” for lack of a better description. Andrew says his interest began slowly. He started by liking Kenny and Dolly, was surprised to find himself at a Willie Nelson concert and - lo and behold - erupted into a full-fledged fan when he bought a Hank Jr. tape. His hook line is “Me, the old rock and roller. I like country music.”

Then there’s Herschel. He’s a poor schlep who laments his attempt at wooing a young lady, only to find she likes country music. He gives her all the lines about that twangy, sing-through-your-nose music about drinkin’ and prison. He goes on to say that she explains what new country music is all about, finally signing him with, “Did you know Eisenhowser was out of office?”

The station logo is displayed in the last few seconds of the spots.

Bob Guerra

with a voiceover inviting people to “discover country music.”

Delivering What Ads Promise

Using TV to attract the peripheral audience is merely step one in the process. Once you promise something in your TV spots, you’d better deliver.

“That’s when my job as a programmer begins,” Guerra said. “The imaging of the music is critical to the success of the radio station. We have to think very carefully about every song we play and the rotation it goes into. A new cummer hearing a song which causes him to say, ‘Country hasn’t changed, it’s no different than I thought it was’ is worse than if he hasn’t come to the station.

“We tuned the station to the contemporary side - perhaps more than it needed to be - so that when people tuned in they didn’t hear what they thought the format was.

Since then, we’ve gone back a bit to where it leans contemporary but not as heavily as it was, because we still have to satisfy the core. The key is to make sure the casual country music coming to us from the TV spots are pleasantly surprised to find out today’s country music is not what they thought it was.”

—Bob Guerra

“Our first order of business was to come up with a way to make the format acceptable.”

Continued on Page 39
The New York Times's mid-1985 story "Nashville Sound: Blues for Country Music" by Robert Palmer took the wind out of Music City sails when it hit the streets. Its impact was felt for many months. Whether it was accurate or not, Nashville picked up its pride and moved on, which resulted in a very transitional 1986 when the success of new artists and new traditions gave new life to the industry.

An April 21, 1987 New York Times front-page story sang a different tune. It documented country's increased record sales, new audience, improved technology, and the industry's interest in signing young singer/songwriters.

The story was pitched to Stephen Holden of the Times by MCA VP/East Coast Publicity and Artist Development Katie Valk in New York. She says Holden has always been a big proponent of country and was interested in doing the story. After Valk arranged for his visit, she telephoned several key figures in the business to meet with him.

Favorable Label, Artist Reaction
This time around, label executives and industry figures have been more pleased in their reactions. Capitol/EMI-America, Nashville President Jim Foglesong comments, "The New York Times has always been my favorite newspaper and I was so disappointed in the other story. Obviously, (the new one is) an MCA story, but I feel good about it; it's positive for us all.

MTM Chairman and CEO Alan Bernards knew it was positive for the independent label. "It's an interesting article with these three gentlemen -- Jimmy Bowen, Jim Ed Norman, and Joe Galante. I have great respect for them. They're good for the new music. I think they're right on. What they're saying is good for Nashville. The music has to change and radio has to change, or we'll all be out of business. It's good for one is good for all of us."

While CBS SR. VP & GM Rick Blackburn had no comment, Warner Bros. Exec. VP Jim Ed Norman also thought it was good to finally see positive things being written about Nashville.

RCA/Nashville VP/GM Joe Galante had some tongue-in-cheek words for the MCA-generated story. "There's a new meaning to the letter "F" in my life: technology and tradition. My whole future will be based on that ... and if you believe that, I've got some oceanfront property for you."

Travis LP Ships Gold
Randy Travis's platinum success "Storms of Life" has shipped gold. Early this month, his Warner Bros. release "Always & Forever" generated some $300,000 units, according to WB SR. VP/Promotions Nick Hunter.

"This represents the first release of Randy Travis. He's one of the absolute biggest artists in country music today. "Always & Forever" shipped gold because the people needed the record; it was not a planned thing. There's still an awful lot of hype in country music. Shipping gold just to say you shipped gold is foolish," Hunter adds to possible returns on product.

"Randy Travis is real and we don't need the hype. We know we're gonna be there for a long time with Travis."

Rogers, Milsap Duet Up
There's a new merger of sorts at RCA/Nashville -- Kenney Rogers and Ronnie Milsap have recorded a duet called "Make No Mistake." Written by Jim Carnes and previously recorded by Barbra Streisand, the song (coproduced by Rob Galbraith and Kyle Lehning) will be on Rogers's album due in the fall. It will feature other producers, including Harry Basset ("The Gambler"), Brent Mahler, Richard Landis, and Brown Bannister. Brother Leland explained Rogers's strategy, "He'd rather trust several producers to bring him two great songs each than one producer to bring in ten."

Rosanne Strikes Back
"Rosie Strike Back," a powerful song addressing abuse against women, will be the debut single from Rosanne Cash's new album, due in June. The song, written by Eliza Gilkyson of Austin, features background vocals by Steve Winwood and Linda and Columbia's Patty Smyth (in New York). The album is called "King's Record Store," inspired by the Louisville, KY retail outlet owned by Gene King, brother of Country Music Hall of Fame Pee Wee King.

Higher Ground for Tammy
Tammy Wynette has rebounded with CBS Records. Her new LP, produced by Steve Buckingham is tentatively titled "Higher Ground." It includes background vocals by Ricky Skaggs, Gene Watson, Vince Gill, Vern Gosdin, Paul Overstreet, the Gauntins, and the O'Kanes. Songs come from the pens of Guy Clark, Jamie O'Hara, Troy Seals, Paul Overstreet/Dan Schiltz, with musical accompaniment by Mark O'Connor and Jerry Douglas.

MCA Gold
Steve Earle's "Guitar Town" has been certified gold in Canada as he readies his next U.S. album release "Exit O" for mid-May. Labeled the "Reba McEntire" "What Am I Gonna Do About You" has also gone gold.

Paris In Springtime
The "World's Biggest Fish Fry" in Paris, TN recruited Hank Williams Jr. as Grand Marshall for the 34th annual event, which celebrated the opening of fishing season. Some 8,000 pounds of catfish were the highlight of the cook-off, rodeo, carnival, and arts and crafts fair, which attracted 100,000 fish fans.

Format Needed
"Shot In Arm"
Guerra offered some final factual and philosophical thoughts: "KZLA had a disastrous January Arbitrage, which was before the spots went on the air. Since they hit, we've seen the cure come back and actually increase 60,000. This spring book is a major test of the spots' impact on the market, pleased that Randy has been able to help open some doors."

Will Botwin, the New York-based manager of Steve Earle and Rosanne Cash, was pleased with "Steve pinpointed key areas of growth in country music as it relates to the future."

Criterion Music's Bo Goldsen, a West Coast-based music publisher with major interests in Nashville, concluded, "It was accurate about what is going on down here."

$40 MILLION LAWSUIT
Steve Sanders In;
Golden Sues Oaks
Five-year band member Steve Sanders will replace William Lee Golden as the Oak Ridge Boys' bertone, according to group members at a Monday (5/11) press conference. Preceding the press conference by an hour, however, was the announcement that Golden had filed a $40 million lawsuit.

Wayne Helper, Golden's attorney, told R&R that they are seeking $10 million in damages and $30 million in punitive damages from the group. The suit states that Golden had upheld his end of all business agreements but that his salary was cut off ineffective May 9. Golden alleges the others had breached the partnership agreements by voting to oust him at a partners meeting of which he was never notified.

Helper also emphasized that Golden's claim at the first possible opportunity following the group's 60-day contractual waiting period. "This lawsuit facilitates continued negotiations from both parties," he said. "I'm not a fair and just share of assets from the Oak Ridge Boys." Helper observed that "nobody benefits from these things," adding that he hopes the differences can be resolved more objectively in court. "This will bring everybody to the bargaining table."

Golden has made no public or private comments to the Oaks following the letter informing him of his ousting. According to Helper, the remaining members -- Joe Bonsall, Duane Allen, and Richard Sterban -- have made no attempt to contact Golden.

At the press conference, Bon- sall confided, "With Golden, we've been playing a lot of tug-of-war. We just let go of the rope."

Golden, currently in the studio recording material for an upcoming solo album, is expected to make a comment within a month.

KZLA TV Spots
Continued from Page 38
might switch over to the color ads somewhere down the line. "I might do it just to make things different; make people up, renew their interest."

Guerra also said he's tied in some on-air promotions which act as an extension of the TV spot. "You can't run 'Discover Country Music' as your logo, since the people listening have already discovered it. But it occurred to me that every- one started listening to country for the first time at some point. So why not have listeners call in and tell us when they first discovered the music? We're getting great stories which end up reinforcing the TV spots."

"Nobody's trying to convert all the people to Country. We want to show them to sample KZLA, and we hope they like what they hear enough to make it their second or even third choice. With the new di- ary design, where people have to write in specific radio stations, if they'll just write us in once in each of the dayparts it would make all the difference in the world."

"What we have to decide after that is what we are going to do with KZLA. Are we going to leave it as is or let it be a full-blown personality radio station with jingles, contests, and newscasts? And if that's the way we're going, we need to do it for the summer season, so we have time to work out the bugs prior to the fall."

"Even if we don't accomplish any great ratings increases, I'm glad we did it. To not sound maud- lign, this is our format needed a shot in the arm. It was in a downward slide, and we needed to point out the new energy in our music and say there's nothing wrong with Country! I can't thank the company enough for backing us 100% on this."

"He Was The Most Famous Sinner Of All"
Bobby Lee Springfield

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We proudly congratulate all of the writers and publishers of the most performed songs of 1986.

SONGWRITER OF THE YEAR
David Foster

MOST PERFORMED SONG
SEPARATE LIVES
(Love Theme from “White Nights”)
written by
Stephen Bishop
published by
Gold Horizon Music
Hidden Pun Music
Stephen Bishop Music

PUBLISHER OF THE YEAR
WARNER-TAMERLANE PUB. CORP.
BAD BOY
Lawrence Darmer
Joe Calico
Rafael Vigil
Foreign Imported Productions and Publishing, Inc.

BE NEAR ME
Martin Fry (PRG)
Mark White (PRS)
Virgin Lynx Music, Inc.

BEYOND THE DAYS OF OUR LIVES
Paul Davis
Paul and Jonathan Soars
Web LP Music

BORN YESTERDAY
Don Everly
Brian Wilson
Broken Wigs
Steve George
John Lang
Richard Page
Entente Music


BURNING HEART
Frankie Sullivan
Holy Money Music

CHERISH
(Roger A. Anderson)
Robert Earl Bell
Ronald Nathan Bell
James L. Bonnefield
George Melvin Brown
Clydes Eugene Smith
James Warren Taylor
Curtis Fitzgerald Williams
Delightful Music Ltd.

CRUSH ON YOU
Aaron Zigman
Irving Music, Inc.

CRY
Lol Creme (PRS)
Kevin Godley (PRS)
Man Ray Music Ltd.

DANCING ON THE CEILING
Michael Franchik
Carlos Rios
Skegets Music

EVERYDAY
Boody Holly
Norman Petty

Peer International

EVERYTIME YOU GO AWAY
(Second Award)
Daryl Hall
Hot Cha Music Co.

Unichappell Music, Inc.

FORTRESS AROUND YOUR HEART
Selig (PRS)
Ruggatti Music Ltd.

GLORE OF LOVE
(Theme From "THE KARATE KID PART II")
David Foster
Air Bear Music.

GREATEST LOVE OF ALL
Linda Creed
Gold Horizon Music Corp.

HAPPY, HAPPY BIRTHDAY BABY
(Third Award)
Margo Sylvia Beach
Galbum Lopez
ARC Music Corp.

HEAD OVER HEELS
Roland Orzabal (PRS)
Curt Smith (PRS)
Virgin Lynx Music, Inc.

HEIDEE LOVE
Will Jennings
Steve Winwood (PRS)
Susan Sy-Haper Songs
White Dragon Music

FOLD ON
Resaams Cash
Atlantic Music Corp.

HOW WILL I KNOW
George Merrill
Shahnun Habibian
Irving Music, Inc.

HURTS TO BE IN LOVE
Glyn Sylvestri
Black Key Music

I CAN'T WAIT
John Smith
Ponside Music

IF THE PHONE DOESN'T RING, IT'S ME
Bryan Burfield
Will Jennings
Put-Ny Rider Songs
Carvel Hurley Music
Willis David Music

JANET
Bobby Caldwell
France Colide
Fromme Colide Music
High-Top Muse, Inc.

SRH, Bluewood Music, Inc.

Six Drome Music

KYRIE
Steven George
Jim Lang
Richard Page

Entente Music


LIFE IS A NORTHERN NIGHT
Gibert Alexander Gabriel (PRS)
Nicholai Wilan Laird-Cowles (PRS)

LIVE IN ONE DAY
Howard Jones (PRS)

LIVE TO TELL
Pat Leonard
Johnny Yuma Music

LIVING IN AMERICA
Charlie Midnight
Jackson Music

SGBP, Blackwood Music, Inc.
Unichappell Music, Inc.

LOST IN THE FIFTIES TONIGHT (IN THE STILE OF THE NIGHT) (Second Award)
Fredricke L. Parris
Love Corporation

LOVE PARADE
Gilbert Alexander Gabriel (PRS)
Nicholas Wilan Laird-Cowles (PRS)

HARD TIME FROM "ST. ELMO'S FIRE"
David Foster
Air Bear Music
Gold Horizon Music Corp.

MAD ABOUT YOU
Paula J. Brown
James E. Whelan, III
Apante One Music

Carreras Music, Inc.

Van Houdt Music

MODERN WOMAN
Billy Joel

Jodlings

MOVE AWAY
Phil Pickett (PRS)


MY TODD TOOT
Sidney Simien

Flar Tower Music Company

Sis Sam Publishing Co.

NO ONE IS TO BLAME
Howard Jones (PRS)


NOT IN AT ALL
Mark Mueller

Music Corporation of America, Inc.

NOW AND FOREVER (YOU AND ME)
David Foster
Jim Vallance (PRG)

Air Bear Music

Irving Music, Inc.

JO SHEILA
Gerald Valentine

Melvin Riley

Music Corporation of America, Inc.

Crisp Backstreet Music

Heated For The World Music, Inc.

Three Lion Music

Walk On Moon Music, Inc.

On My Own
Carole Bayer Sager

Carole Bayer Sager Music

ONLY ONE
Janes Taylor

Country Road Music, Inc.

POSSESSION OBSESSION
Starr Allen

Deryll Hall

John Oates

Fast Racan Music, Inc.

Flat Can Music Co.

Unichappell Music, Inc.

SARA
Sara Wald

Kikiko Music

ST. ELMO'S FIRE
(Man In Motion)
(Second Award)
Davie Foster

Foster Free Music, Inc.

Gold Horizon Music Corp.

STAND BY ME
(Third Award)
Ben E. King

Jerry Leiber

Mike Stoller

Ally Enterprises, Inc.

Trio Music Co., Inc.

Unichappell Music, Inc.

SUMMER OF '69
Bryan Adams (PRS)

Jim Vallance (PRG)

Irving Music, Inc.

TAKE ON ME
Magna Furhelnshen (PRS)

Morton Harket (PRS)

Phil Waxman (PRS)

ATP Music Corp.

THAT'S WHAT FRIENDS ARE FOR
Carole Bayer Sager

Carole Bayer Sager Music


WE BUILT THIS CITY
Dennis Lambert

Tinseltown Music Company

WHAT ABOUT LOVE
Jim Vallance (PRG)

Irving Music, Inc.

WHO'S JOHNNY
( "SHORT CIRCUIT" THEME)
Imo Wolf

Kikiko Music

WHO'S ZOOMIN' WHO
Aretha Franklin

Preston Glass

Roll Bear Music

Springtime Music

WORD GET IN THE WAY
Gloria Estefan

Foreign Imported Productions and Publishing, Inc.

A WORLD WITHOUT LOVE
Eddie Rabbitt

Even Stevens

Acupatch Music,

A Division of MTV Music Group

Delilac Music,

A Division of MTV Music Group

YOU'RE A FRIEND OF MINE
Jeffrey Catlett

Polo Grounds Music

YOU SHOULD BE MINE
(THO WO WO SONG)

Bruce Roberts

Brosershouses, Inc.

YOUR SECRET'S SAFE WITH ME
Michael Fruhns

Mississippi Mud Music Co.

AM SUCCESS STORIES: PART TWO

Full-Service Specialists

Judging by the reaction to last month's column spotlighting three AM success stories, there's no immediate need for AC to abandon the AM dial. This week, a look at another talented trio of AM winners: two stations trying to maintain number one rankings 12+ and a thriving facility in an unrated market.

I Want My MT...AM

WMT ("Wonderful Music and Talk") remains dominant in the Cedar Rapids ratings battle. While five of the market's 12 stations drawing numbers rack up double digits 12+ in the spring '86 Arbitron, WMT leads the way with a 20.1. The station's AM drive figure is higher than those of the second- and third-place finishers combined. There's a predictable falloff middays (despite which WMT remains number one in that slot), another decline in PM drive, and a night strength that puts the station back at the top.

WMT is a classic example of the Full-Service model. Surprisingly for a market its size (#18), the station has two fulltime farm people and two fulltime sports people, and does its own play-by-play of University of Iowa football and basketball. It runs a hefty news/sports/weather/farm combination in morning drive, which is manned by 14-year morning vet Jerry Carr, and airs five-minute local casts middays. A 15-minute news block airs at noon and casts graduate to ten minutes every hour until 5pm. For the past 25 years, WMT listeners have jotted down recipes from an open-line cooking show. A 90-minute segment of news/sports/stocks and other information is augmented by weather reports by staff meteorologist Greg Story.

Night Owls

Last month's Full-Service packer's column noted that KDKA, WJBC, and KSSK avoided syndicated late night programming. WMT compromises by carrying locally produced "Project 600," hosted by staffer Dave Whisman weekdays 7-10, as well as two longform shows from outside sources: John Doremus and Matal's Larry King Show.

"We've had great reaction in the six or seven years we've carried King," said PD Rick Sellers. WMT previously ran a local latenight show. According to Sellers, "The thousand people who liked the old show were vocal when we took it off the air, but we gained five times that amount with Larry."

Sellers said approximately a quarter of MT's thrust is on music, and familiarity is the key. The station plays Lenny Dee and Frank Sinatra, but also airs contemporay artists (see music monitor). The music format is not rigid, and announcers can pick their own selections from an extensive record library.

One of the nonmusic elements is a "Lost Pets" feature heard during AM drive. "Nobody can tell me the name of a song that's more important than doing lost pets," Sellers said. "We don't have a wonderful track record, but we have achieved results."

Sellers said he is happy he is not alone in an AM Full-service outfit. "There's always room for one good Full-service station in each mar- ket. I'd love to see more competition, and KCRG is trying to be more info-intensive." KCRG made a good showing last spring, especially with men 18-49--nearly tripling its audience in that demo.

Regarding AM radio's future, Sellers said, "Any AM that doesn't play dead has a chance. If they try to be assertive, the sky's the limit."

Ridin' High

KFBC/Cheyenne vacated from a fourth-place showing in 1985 to a first-place tie in spring '86 Combined book. Paced by great AM drive figures, the station suffered losses in each subsequent daypart. While KFBC performed quite well in the 25-54 arena (tied for second), its strength clearly rests with AM 600. Its 3.5 rating is in excess of 30 and is nearly equal to its next two competitors combined.

"Our listeners are excited about winning regardless of the prize."

-- Larry Proietti

News, according to PD Larry Proietti, is presented in a "homey" town way. "In an average day, we pump out 40 local news stories," he said. "Some run five minutes and 15 seconds at 6:50am, 6:30am, 7:05am, 7:40am, 8:05am, 12:05pm, 12:25pm, 4:30pm, and 6:00pm. A ten-minute newscast airs at 5:59pm. "Cheyenne Today," a locally produced public affairs offering, runs daily from 10-11am. The station carries six hours of Talknet commencing at 8pm.

Once owned by broadcaster Curt Geary, KFBC has an impressive sports package including University of Wyoming football and basketball, Denver Broncos football, Denver Nuggets basketball, Monday Night Football, and a high school "game of the week."

The station recently gave away a trip to Denver's Fairmont Hotel and Broncos videocassettes. Proietti said the station's four fulltime announcers will be on horseback this spring giving away signature certificates for big-ticket prizes such as microwave ovens and typewriters. "When we give away McDonald's coupons, people come right down to the station and pick them up," he said. "Our listeners are excited about winning regardless of the prize."

In addition to handling middle-management duties, Proietti carries an 11am-4pm airmat. "I firmly believe I'm an entertainer before I'm a PD," he said.

Ten Of Fun

Nestled in Western Massachusetts near the Berkshires, WHMP- Northampton is not number one 12+-in the book. In fact, it's not number one in any demo because the station is in an unrated market. WHMP does appear in the Springfield book but, as PD Mike Dion says, "We've got what we need right here. We don't need Springfield."

Twenty-eight-year station main-
NATIONAL MUSIC FORMATS

Added This Week

Alternative Programming Inc.
410-274-1727

Adult Alternative
LEVEL 42 “Lessons In Love”
BILLY Idol “Sweet Sixteen”
ANNE MURRAY “Are You Still In Love With Me”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Country Alternative
VINCE GILL “Cinderella”
LEE GREENWOOD “Someone’s Watching Over Me”
KT. OSLIN “60’s Ladies”
GATLIN & FRICKIE “From Time To Time”
ANNE MURRAY “Are You Still In Love With Me”

Bonaventure Broadcasting
210-972-5485

Alpha
KENNY G “Songbird”
GENESIS “In Too Deep”
DAN HILL “Can’t We Try?”
PETER CETERA “Only Love Knows Why”

Broadcast Programming
310-855-5360

Modern Country
LEE GREENWOOD “Someone”
ANNE MURRAY “Are You Still In Love With Me”
Century 21
1-800-22-2121

The Z Format
RUSH & JOHN “Flames Of Paradise”
DAN FOGELBERG “She Don’t Look Back”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
The AC Format
COLIN JAMES HAY “Can I Hold You”
ANNE MURRAY “Are You Still In Love With Me”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
Super-Country
GEORGE JONES “I Turn To You”
MEL MCDANIEL “Anger & Tears”
SYLVIA “Straight From The Heart”
ASHLEY WHEELS “House Of Blue Lights”
HIGHWAY 101 “Whiskey, If You Were A Woman”
MICHAIL MARTIN MURPHEY “A Long Line Of Love”

Concept Productions
210-274-8194

CHR
HEART “Alone”
JANET JACKSON “The Pleasure Principle”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Country
GEORGE JONES “I Turn To You”
RAY STEVENS “Would Jesus Wear A Rulers”
GLEN CAMPBELL “The Hand That Rocks The Cradle”
AC
HEART “Alone”
BILL SAATCHE “Wheel Of Fortune”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Drake-Chenault
410-274-4716

XT-40
HEART “Alone”
BOB SEGER “Shakedown”
EDDIE MONEY “Endless Nights”
BRUCE HORNBY & THE RANGE “Every Little Kiss”

Contempo 300
HEART “Alone”
KLYMAXX “To Tell You Why”
BRUCE HORNBY & THE RANGE “Every Little Kiss”

Great American Country
BAILLIE & THE BOYS “Oh Heart”
RONNIE MILSAP “Snap Your Fingers”
REBA MCENTRÉ “One Promise Too Late”
RAY STEVENS “Would Jesus Wear A Ruler”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Media General
Broadcast Services
(Broadcast Services)

Action
STEVE WARNER “The Weekend”
COLIN JAMES HAY “Can I Hold You”
HEILY LEWIS & THE NEWS “I Know What I Like”
ANNE MURRAY “Are You Still In Love With Me”
WHITNEY HOUSTON “I Want To Dance With Somebody”
Your Country
WAYLON JENNINGS “Fallin’ Out”
TOM WOPAT “Put Me Out Of My Misery”
REBA MCENTRÉ “One Promise Too Late”
GATLIN & FRICKIE “From Time To Time”
RAY STEVENS “Would Jesus Wear A Ruler”

Hit Rock
HEART “Alone”
SYSTEM “Don’t Disturb This Groove”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Peters Productions, Inc.
410-274-3097

Country Lovin’
GEORGE JONES “I Turn To You”
RONNIE MILSAP “Snap Your Fingers”
REBA MCENTRÉ “One Promise Too Late”
MICHAIL MARTIN MURPHEY “A Long Line Of Love”

The Ultimate AC
HEART “Alone”
CARLY SIMON “Give Me All Night”
RUSH & JOHN “Flames Of Paradise”
BRUCE HORNBY & THE RANGE “Every Little Kiss”

The Programming Consultants
410-274-7401

Stereo Rock
HEART “Alone”
EDDIE MONEY “Endless Nights”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
AC
AL JARREAU “Moonlighting”
WHITNEY HOUSTON “I Want To Dance With Somebody”
Country
HOLLY DUNN “Love Someone Like Me”

HOT AC
T’PAU “Heart & Soul”
EXPOSE “Point Of No Return”
RED SPEEDWAGON “Variety Tonight”
T. PETTY & HEARTBREAKERS “Jammie May”

Radio Arts
410-972-5485

Country’s Best
WAYLON JENNINGS “Fallin’ Out”
RONNIE MILSAP “Snap Your Fingers”
REBA MCENTRÉ “One Promise Too Late”
RAY STEVENS “Would Jesus Wear A Ruler”
ANNE MURRAY “Are You Still In Love With Me”

Soft Contemporary
CHICAGO “If She Would Have Been Faithful”
ANNE MURRAY “Are You Still In Love With Me”

Sound 10
LEVEL 42 “Lessons In Love”
THOMPSON TWINS “Get That Love”
PHIL SAATCHI “Wheel Of Fortune”
HUEY LEWIS & THE NEWS “I Know What I Like”
BRUCE HORNBY & THE RANGE “Every Little Kiss”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Satellite Music Network
1-800-22-2121

The Starstation
KENNY G “Songbird”
BRUCE HORNBY & THE RANGE “Every Little Kiss”

Country Coast-To-Coast
SOUTHERN PACIFIC “Don’t Let Go Of My Heart”

Rock ‘N’ Hits
PSEUDO ECHO “Funkytown”
BILLY Idol “Sweet Sixteen”
ROCK & HYDE “Dirty Water”
LITTLE AMERICA “Walk On Fire”
PETER WOLF “I Can’t Get Started”
OTHER ONES “We Are What We Are”
NELLY BELL CREW “Girls, Girls, Girls”
WHITNEY HOUSTON “I Want To Dance With Somebody”

Z-Rock
DEATH ANGEL “Ultra Violence”

RESTLESS HEART IS ON A ROLL WITH THEIR ALBUM “WHEELS” SALES NOW OVER 250,000!
**MARKETPLACE**

**BROADCAST SOFTWARE**

**Computerize Your On Air Studio**

If you can put it on paper, you can put it in the studio information System. SIS features auto rotation of LINER, PWA, and IMAGE cards. Context control module. Telephone Call-in module. Store copy, weather, sports, artist info, concert schedules, procedures, phone directories, formats, charts, and much more. Reduce clutter and organize your on air studio. Call ON AIR Software Inc. (817) 860-9035, or write PO Box 120906, Arlington, TX 76012. IBM demo disk $5.

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**O'liners**

FREE SAMPLE ISSUE of radio's most popular humor service

For sample, write on station letterhead to O'liners

1237 Armadoc AVE., Suite #6-R Los Angeles, CA 90025

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**RADIO**:

Hollywood's hottest ... right in your own studio! Features and themes provided by Kathleen Turner, Carol Burnett, Mary Kaye Ringwald, Eddie Murphy, Rob Lowe, Whoopi Goldberg and Tom Cruise.

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Weather, sports, artist info, concert skeds, control module. You can put it in on your letterhead for FREE. Guaranteed! Contact Gus for details. (213) 641-0498.

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A new weekly one hour show for children on Kuya Satellite Broadcasting Network - Sancom FTR, Transponder 23, 6.2 Audio - August 4th (Tuesday) or August 6th (Thursday)

7-spm Eastern Standard Time
6-7pm Central Standard Time
5-6pm Mountain Standard Time
4-5pm Pacific Standard Time

If you are interested in having your station become the KSBN affiliate in your market for this show, then call (516) 781-7828. Weekly schedule begins Sept. 15th This is the show all kids will be talking about!

Army Sports Broadcast Network (ASBN) will televise an Army football game to listeners throughout the world. Fill your Saturday afternoon with new and premium income by airing one of the most exciting football games anywhere - featuring The Black Knights of Army. If you're interested in having your station become the ASBN affiliate in your market, call Gas Nathan, Network Coordinator at (314) 690-2400 or (212) 538-9689.

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**Dialect Tapes for Disc Jockeys**

"I just can't do dialects," you say. "Wrong! With this 90-minute cassette and a little bit of effort, you'll add an entire new stable of characters to your show. We take you step-by-step through French, Japanese, Irish, Spanish, Italian, German, and three types of British dialects! Send $20 to...

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OPENINGS

**WAS/WKAJ**

New owners ... new formats. Seeking part-time announcers for the new WKAJ/WASM, Saratoga Springs, NY. Send T&R to Jerry Shepard, PO Box 587, Broadcast Plaza, Saratoga Springs, NY 12866. No calls please. EOE

**NY AOR**

WVRT/Buffalo. NY's only AOR station seeks cassette tapes and resumes for full-time and part-time openings. Send to: Personnel, 6 Fountain Plaza, Buffalo, NY 14202. No calls. EOE

**WTIC 1080**

The Pulse of New England

Legendary radio station has rare drive time opening. Need a smooth, seasoned AOR personality with extraordinary understanding of full service radio. If you can communicate one-on-one, deliver warmth and emotion, project AC energy, prepare a topical show, this is the opening you have been waiting for! EOE.

**YOUR PLACE IN THE SUN**

Our place in the sun! We're looking for a new, Fun-Hot-AC Giant owned by a major broadcast group. We are looking for a creative, innovative morning personality and/or team to fill many benefits, security and major market pay in our medium market locale. Please send tape, resume and photo to Radio & Records, 130 Century South, West, Box #698, Los Angeles, CA 90067. EOE

**79 WXLP**

We're looking for the perfect sidekick to complement our morning show. If you do voices and have the ability to write great material, you should apply today! Mornings in the Quad Cities are now wide open for someone like you to come in and win big. We will provide all the tools you'll need to succeed. Rush T&R to Bill Martin, WXLP, 1111 E. River Dr., Davenport, IA 52803. EOE

**RARE OPENING**

Urban leader seeking reliable, outgoing personality. Looking for exceptional attention checks with quality production skills. Send tape and resume to Radio & Records, 130 Century South, West, Box #699, Los Angeles, CA 90067. EOE

**MAJOR RADIO CHAIN**

Looking for Major Market Morning Show. Uniquely a must in the Valley and resumes to Radio & Records, 130 Century South, West, Box #699, Los Angeles, CA 90067. EOE

**PM DRIVE OPENING**

North Dakota's Hit Music Leader has an opening for PM. Experienced upbeat jock/program record only. Send resume to Contacted company KHRF-FM, Box 1686, Minot, ND 58701. K-HIT 97 FM. EOE

**MAJOR MARKET MORNING SHOW**

Contract up? We're a well-known adult CHR interested in the highest morning show quality individual or team in existence and we have an opening! Send your best work on cassette immediately to: Radio & Records, 1930 Century South Park West, #702, Los Angeles, CA 90067. EOE

**SUNNY 104.5**

WJSO/Muskegon, MI big market builds, the resources to get the job done and America’s most beautiful summer beaches. We’re already in the mid 20’s. 12+ in the Birch* and ready to go higher! Great people skills! Must send complete resume and references to Check River. WJSO/Muskegon 104.5 FM, Mt. Hope, Lansing, MI 48910. EOE M/F

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**Photocopy**

Please photocopy all resumes. No phone calls. Send to: CareerLine PO Box 23085, Charleston, S.C. 29407. EOE

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**CareerLine THE HOT SHEET**

Exciting and effective concepts in job-hunting assistance! Confidential referral, plus hundreds of quality positions nationwide. All areas, all levels. No placement fees or contract obligations. P.O. Box 1476, Palm Harbor, FL 34617-4769. "the choice of professionals!"

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**ROCK HUDSON**

Producer/Label wanted to represent recording artists with Rock Hudson - on cassettes! Call Tyrone Lamont (213) 939-5787

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Chase Broadcasting's WJAZ & WSTC/Sanford seeks experienced creative Production Director. T&R & Rick Peterson, 117 Progress St., CT 06901. Prefer New England resident. EOE (5/15)

New Jersey AM/FM combo seeks News Director committed to news. Will consider ex-exẹr-ience or open air. Sales and F.S. OK. WNJJ & WRJL, Box 40, Newton, NJ 07848. EOE (5/15)

Seek creative copywriter with production experience. T&R & WRJL, 2707 Atlantic Ave., Atlantic, NJ 08401 or call Rone Egan, (609) 346-6454. EOE (5/15)

Western Maryland Country FM has an immediate opening for morning drive shift. Send T&R, WY & E. East Preston St., Willowbrook, MD 21795. EOE (5/15)

Hot CHL in Northern New England seeks weekend air personality. Must be capable. Call Van Below at (603) 542-7735. Do it! EOE (5/15)

Mid-Atlantic CHL needs air personality. Medical and dental benefits included; Van Dam Productions. WWMF FM, Six Acres Church Rd., Lancaster, PA 17603. EOE (5/15)

AC WOR-FM has immediate opening for a dynamic, community-oriented afternoon personality. Call Ken Thomas at (5/15) 557-404, Newton, MA 02158. EOE (5/15)

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**WEST**

KXSW/LA. A rock station with a proven track record is seeking a Program Director. Must have air personality and production experience. Send resume to: GM, KZBS-FM, PO Box 3271, Beaver, WV 25823. EOE (5/15)

---

**SOUTH**

Florida AM, FL, seeks AM, Excellent opportunity, fast growing market, local teams, etc. Respond with resume, WJLX FM, 1473 Spring Drive, Pine Retrty, FL 33364. EOE (5/15)

Overnight opening at EZ104 FM. Minimum two years experience. T&R & Bill Cowen, Box 30247, Charlotte, NC 28203. EOE (5/15)

WXJ & Raleigh, NC, will have an opening soon. AOR personality and production. Call: Eric Kelly PD, Box 1358, Jacksonville, NC 28514-1366. EOE (5/15)

West Tennessee AM, EEO, pay plus, heavy on production. Send resume to: Steve Hobers, 507 South, Dyersburg, TN 38025, no calls. EOE (5/15)

We’re moving to the beach! Need weekday morning talent and production. Also need Afternoon and Night talent. Send resume to: OK, TR-106, Box 1418, Naga Nova, N. Calgary, ND 50913. EOE (5/15)

Marketing is expanding! We need a "TV-creative" individual. 150,000 and public relations experience. AVCO, Box 1473, Elkhart, IN 46515. EOE (5/15)

Clare O’Connor station in Northwest: A Colorado is accepting 18+ for future openings. All replies. Robert Lewis, WMMX, Box 2636, Fort Wayne, IN 46932. EOE (5/15)

PD for Eastern Arkansas' leading 100,000 FM. Proven experience a must! Need talent to ready for grab bag summer audition. Send T&R to: Dan Roach, WSSX, Box 400, Menning, SC 29012. EOE (5/15)

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**TOP PAY IN TX**

Top pay for top talent. New Central Texas FM, medium market station seeks a producer for all departments. Apply immediately! Send T&R to Drawer VA, Harker Heights, TX 76543. EOE

**POWER HITS**

WSSX, Charleston, S.C. #1 CHR has an immediate opening for an aggressive, high-energy music talent ready to grab biggest numbers and win. Send T&R to: Don Joseph, WSSX, P.O. Box 31085, Charleston, S.C. 29407. EOE

**YOUR PLACE IN THE SUN**

Our place in the sun! We’re looking for the perfect sidekick to complement our morning show. If you do voices and have the ability to write great material, you should apply today! Mornings in the Quad Cities are now wide open for someone like you to come in and win big. We will provide all the tools you’ll need to succeed. Rush T&R to Bill Martin, WXLP, 1111 E. River Dr., Davenport, IA 52803. EOE
OPPORTUNITIES

WEST COAST

MAJOR WEST COAST FM CHR STATION looking for brilliant mid-day and afternoon airchecks. Send tape & resume to Radio & Records, 1930 Century Park West, Box #701, Los Angeles, CA 90067. EOE

C A M O R N I N G S

California CHR seeks best morning person in America. Great market, hot station with the resources to help you win. T&R to Radio & Records, 1930 Century Park West, #700, Los Angeles, CA 90067. M/F/EOE

ARE YOU THE HOTTEST NIGHT JOCK IN AMERICA TODAY?

Night-time killer needed NOW! Rush your best relevant audio to: KZZU/KZBQ/KFDQ, 12909 N. Chester Ave., Bakersfield, CA 93308. EOE

PROGRAM DIRECTOR/OPERATIONS

Unique opportunity in a Rocky Mountain resort market. Radio & cable TV. Professional or college with organizational skills is must! Serious broadcasters send resumes, JGR, KZZU, KZBQ, KFDQ, P.O. Box 701, Los Angeles, CA 90067. EOE

The Zephyr

KZZU/KZBQ/KFDQ has immediate opening for Morning Personality with good wit and solid production. Country music background preferred. Send resume to: KZZU, 12909 N. Chester Ave., Bakersfield, CA 93308. EOE

Get a job! Need a job? Put it in Opportunities — and get results! Call 213-555-4360.

WEST TOP 40

Top 40 KKUS, Yuma, Arizona: New openings for on-air and production. T&R to Larry Hayes, Key FM Radio, 210 W. Hampton Ave., Mesa, AZ 85202. No calls please. EOE

POSITIONS SOUGHT

Seek market manager/VP sales. Experience in news, sports, and great personality. CHR ANDERSON (1614) 859-8218. (5/15)

Evenings or nights. Talented veteran-lets want to make the switch to nights. Larger markets only. MICHAEL (202) 527-2932. (5/15)

Do you say "yes" to a station meteorologist, while your budget says "no?" I can help! Years of experience with reliability. TOM (606) 271-0627. (5/15)

Eight years major market experience. AOR/CHR letter seeking openings. Open to all shifts and MO position. THE NIGHT WATCHMAN (312) 672-3132. (5/15)

31-year-old, multilingual pro seeks News/Talk position in Colorado or New Zealand. Zapped by format change. P. KLEIN (402) 245-7135. (5/15)

Top Boston traffic reporter can also do a mean ad sales and production version. You know her! JAY (617) 933-2021. (5/15)

I'm allergic to mornings, but if you want 12 years experience and have a future in afternoon ACHR opening, call JACK (513) 673-7680. (5/15)

Want to be a part of your community. Exceptionally creative, hard-working producer. Real radio fever with excellent T&A. JOHN BACON (303) 369-0172. (5/15)

Natural, reliable AOR personality with excellent delivery and production..zip, in professional position. Available now! JOHN A (312) 794-1327. (5/15)

I'm Tired Of Texas Bar-B-Q's

"Character voices, production man" Currently doing morning drive in Houston, Texas. Seeks West Coast, Florida Coast or even an Island! Contact: "Voice" (713) 873-3009.


FM AN ARB TERRORIST

As your next PROMOTIONS DIRECTOR, your competition will be terrified by what I'll do to your ARB's... I'm radio's best kept secret: Dynamically creative! Exceptionally organized and meticulous! Excellent management skillful! Solid radio marketing/management instincts! Energetic radio family oriented! Street-smart thinking! Good understanding of programming! You'll like me! I'll effectively promote and position your station; help increase your cume, TSL & AQH, with solid, visionary ideas via my 8 years radio industry experience. Ready to create marketing warfare & inflict some pain!

All serious inquiries considered for any top 40 market-rated CHR/Hot AC/Medium-market AOR. I'll relocate for right offer; especially CA, South & NE. Call today before the pain I inflict may be on YOU! Stephen (517) 444-8111

MAJOR MARKET TALENT

The past several weeks, NATIONAL has received job orders from, and made C&R appearances. Twenty-three top markets, to include Los Angeles, Dallas, Houston, Indianapolis, Chicago, Philadelphia, Detroit, Washington, St. Louis, Sacramento, New York City (2), Jacksonville (2), plus 40-50 stations in small and medium markets. If you are seriously seeking a move, let NATIONAL make the total presentation for you. For complete information, including brochure and registration form contact NATIONAL now!

National Broadcast Talent Coordinators

RADIO PLAYLIST

WPFL Radio

1250 Avenue of the Americas New York, New York 10019-6499 (212) 684-7777

A MESSAGE TO METRO LA RADIO PROGRAMMERS FROM WPFL POWER 95 MORNING MAN JIM KERR IN NEW YORK

Very soon, you will probably hear from Nicole Sandler, Producer of "Jim Kerr & The Morning Crew" for the past two years...

Kerr is relocating to LA for the best of reasons. She's in love! I wish she would have found a man in New York, but for some reason one of your white wine drinking, bean sprout eating, sunbath- ing, yoga doing wives away...

This provides you with a great opportunity. Nicole Sandler did a great job for us. She has energy, creativity and a strong desire to succeed. She booked guests, researched interviews, wrote copy, contacted talent, participated in on-air bits, worked with engineering to re-arrange, and handled a change in the production room with style and speed.

She's been a disc jockey and she's produced talk shows. She's worked Talk, CHR and AOR. All of us at the CHR morning show with the biggest audience and the largest cume in America" will miss her. Don't you?

If I can help you with any more information, please call, I know she'll bring some of the POWER in your station ...

Jim Kerr

Hey Jim — Thanks for the letter. But, you know, they can call me too. I can be reached at 213-658-4642. And Jim, now what are you going to do without me? Nicole

*Winter 1987 Archives

R & R Opportunities

Display Advertising

Display: $40 per inch per week (maximum 35 words per inch) includes logo and logo. Blind Box: $50 per inch per week (maximum 35 words per inch) only. In-cludes: order, 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.

Pros On the Loose

Steve Delsperker — Evenings WXL/Davenport, IA (309) 762-6032

Don Elliott — Weekends WHB/Kansas City (913) 242-3840

Barry Korklin — AOR Director AOR & Records (818) 980-0440

Nicole Sandler — "Jim Kerr Show" Producer WPFL/New York City (212) 454-2086

Mike White — MD/Afternoons KCFI/Kansas City (818) 561-1163

Bob Yates — Mornings KJJ/Minneapolis (212) 293-0720

R & R Opportunities

Free Advertising

Radio & Records provides free (24 words or 3 lines) advertising to qualified radio stations and record companies in Openings. Free listings of the same length are also available to qualified individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in 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.
URBAN CONTEMPORARY

BREAKERS.

ISLEY BROTHERS
Smooth Salin' Tonight (WB) 5/16
Rotations: Heavy 4/0 Medium 11/0, Light 13/0, Total Add: 26, WDAS, KJUX, WDIA, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WWMP, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

DIANN MOORE
High Street (Capitol) 4/29
Rotations: Heavy 0/0 Medium 7/1, Light 16/3, Total Add: 23, WQFX, WDAS, WQAG, WHRL, WWWM, WKYS, WWLM, KDLO, KDKO, WZGD. Medium includes: WZQQ, WHRW, WWAS.

DONNA ALLEN
Satisfied (Atlantic) 2/20
Rotations: Heavy 0/0 Medium 3/0, Light 11/6, Total Add: 24, WDKW, KDLO, WHRF, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

SYBILL
Let Yourself Go (Next Plateau) 1/20
Total Add: 5, WHRF, WWWM, OC104, WJLJ, WORL. Debuts at number 37 on the Urban Contemporary chart.

NEW & ACTIVE

RAVEY DAVIS
"Bill Waiting" (Columbia) 3/16
Rotations: Heavy 40/3 Medium 22/3, Light 21/0, Total Add: 6, WDAS, KJUX, WDIA, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WWMP, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

STEPHENA (Stephanie)
"Still Got That Thing" (Atlantic) 2/21
Rotations: Heavy 1/0 Medium 18/1, Light 30/10, Total Add: 16, WHRF, WQFX, WQAG, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD. Medium includes: WZQQ, WHRW, WWAS, WVWM.

GERRY WO
"Hey There Lonely Girl" (Polydor/Pyco) 5/16
Rotations: Heavy 0/0 Medium 4/0, Light 2/0, Total Add: 5, WDAS, KJUX, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WWMP, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

MONEY
"My Heart Gets All The Breaks" (Lipsync/Vertigo) 4/16
Rotations: Heavy 0/0 Medium 21/1, Light 0/0, Total Add: 2, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

KATHY MATHIS
"Late Night Hour" (Tabu/CBS) 4/10
Rotations: Heavy 1/0 Medium 24/8, Light 9/7, Total Add: 10, WDAS, KJUX, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WWMP, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

LOUISE ALONSO
"The One That Got Away" (Epic/Pyco) 4/15
Rotations: Heavy 0/0 Medium 16/1, Light 17/8, Total Add: 10, WQFX, WQAG, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS.

PHILLY RHYMA
"All That You Need" (Pir-Majestic) 4/33
Rotations: Heavy 0/0 Medium 20/1, Light 0/0, Total Add: 5, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

Nancy Maddox
"Took Me Over" (Capitol) 4/16
Rotations: Heavy 1/0 Medium 23/1, Light 0/0, Total Add: 2, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

MILLIE JACKSON
"Am I Allowed To Love" (Jive/RCA) 3/9
Rotations: Heavy 2/0 Medium 5/0, Light 25/6, Total Add: 2, WHRF, WQFX, WHRL, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

Kenny G
"Songbird" (Arista) 3/2
Rotations: Heavy 30/0 Medium 60/0, Light 15/0, Total Add: 2, WHRF, WQFX, WHRL, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

L.L. COOL J
"I'm Bad" (Def Jam/Columbia) 3/22
Rotations: Heavy 1/0 Medium 10/0, Light 1/0, Total Add: 4, WDAS, KJUX, KSD, WIKI, WIZQ, WENN, VKIO, WZQ, WPAG, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

Kenny "Kid Spider"
"(Something inside) So Strong" (Chrysalis-Charly) 3/11
Rotations: Heavy 4/1 Medium 51/1, Light 51/0, Total Add: 11, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

Cindy Birdsong
"You Don't Have It" (Motown) 3/15
Rotations: Heavy 1/0 Medium 10/0, Light 1/0, Total Add: 2, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

MAYA COLLINS
"One More Time" (Motown) 3/15
Rotations: Heavy 1/0 Medium 10/0, Light 1/0, Total Add: 2, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

ONE WAY
"Whimmy" (MCA) 3/15
Rotations: Heavy 30/0 Medium 60/0, Light 15/0, Total Add: 16, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

WHISTLE
"Barbara's Bedroom" (Select) 3/8
Rotations: Heavy 30/0 Medium 15/0, Light 15/0, Total Add: 6, WHRF, WQFX, WHRL, WWWM, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

LILLO THOMAS
"I'm Le Love" (Capitol) 3/24
Rotations: Heavy 30/0 Medium 11/0, Light 17/10, Total Add: 24, WHRF, WQFX, WHRL, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

JANET JACKSON
"The Power of Peace Principle" (A&M) 3/22
Rotations: Heavy 30/0 Medium 10/0, Light 10/0, Total Add: 38, WHRF, WQFX, WHRL, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.

CURTIS HARRISON
"(You're My) Shining Star" (Atlantic) 3/6
Rotations: Heavy 0/0 Medium 0/0, Light 0/0, Total Add: 0, WHRF, WQFX, WHRL, WKYS, WWLM, KDKO, WZHD, WORL, WKJS, WQAG. Medium includes: WZQQ, WHRW, WWAS, WZQ, WPAG, WWWM, WKYS, WWLM, WZAS.
A cool breeze is blowin'....

"Smooth Sailin' Tonight"

The New Single
From the legendary Isley Brothers

From the forthcoming album Smooth Sailin'
On Warner Bros. Records, Cassettes and Compact Discs

AND FROM PAISLEY PARK,

A HEAT WAVE.....

Jill Jones and her hot new Arthur Baker

12" remix of the single,
### URBAN CONTEMPORARY ADDS & HOTS

#### EAST

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<th>Station</th>
<th>City</th>
<th>Format</th>
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<td>KISS</td>
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<td>Richmond, VA</td>
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<td>WRSH</td>
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### Additional Information

- **Legends:**
  - *KISS:* KISS 100
  - *FCC:* FCC 99
- **Categories:**
  - **100:** 100% Hits
  - **140:** 140 Popular
  - **141:** 141 Hits
  - **200:** 200 Hits

**Current Reports**

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**89 Reporting Stations**

### Notes

- The chart includes updates and新增加的热门单曲。
R & R NATIONAL AIRPLAY
JAZZ

TOP 30

MAY 15, 1987

1. TONY WILLIAMS/Civilization (Blue Note)
2.Heavy
3. GARY BURTON QUINTET/Wng KID (GRP)
4. STANLEY TURRENTINE/Woodland (Blue Note)
5. KENNY BURRELL & JAZZ GUITAR BAND/Generation (Blue Note)
6. MONTREUX/Side Language (Warner Bros)
7. MICHAEL BRECKER/Michael Brecker (MCA Imprint)
8. JAE SAMPLE/Rides (MCA)
9. SPECIAL EFX/Mythical (GRP)
10. MARLENA SHAW/It's Love (Verte)
11. PAQUITA D'RIYERA/Manhattan Burn (Columbia)
12. SMITH DOBSON/Smithsonian (Night Music)
13. STEPHANE GRAPPelli/Jamie Kern (GRP)
14. JACK DEJOHNETTE'S SPECIAL EDITION/Invincible Forces (MCA Imprint)
15. PATRICK WILLIANS' NEW YORK BAND/10th Avenue (Soundwaves)
16. KENNY BARRON/What It Is (Epic/Mode)
17. DAVID FISHER/Cant Take You Never From (Fantasy)
18. COURTNEY PINE/Journey To The Urge Within (Atlantic New Direction/Stand)
19. EDDIE DANIELS/To Bird, With Love (GRP)
20. MILT JACKSON & HIS GOLD MEDAL WINNERS/Brether Jim (Pablo/Fantasy)
21. DAVID COLLINS/Mad Shadows (Dancin Penguins/Optimism)
22. RICHIE COLE/Fire Inagination (Concord)
23. JUSTO ALMARlPlumes (Warwick)
24. BILLY MITCHELL/Fuze (Optimism)
25. DAVID BENDIX/Freedom At Midnight (GRP)
26. ELVIN JONES-MCCOY TYNER QUINTET/Resonated (Black-Hawk)
27. WOODY SHAW/So I Said (Blue Note)
28. STEVE KUO11/Traps (Black-Hawk)
29. OSCAR PETERSON FOUR/You Could See Me Now (Pablo/Fantasy)
30. RAMSEY LEWIS/Keys To The City (Columbia)

NEW & ACTIVE

CHARLES BROWN "One More For The Road..." (Blue Side) 12/2
Rotations:Heavy 2/1, Medium 7/0, Light 6/1, Extra Adds:0, Total Adds:2, WOBT, WNYU, Heavy: WYVE, Medium: WRTI, KERA, WMTQ, KNOX, WUOM, WBUP, WUSF.

HILTON RUIZ ENSEMBLE "Something Grand" (Novus) 13/6
Rotations:Heavy 6/0, Medium 6/0, Light 6/0, Extra Adds:0, Total Adds:1, WSGO, WBGK, KERA, WNEI, KPMB, Medium: WRTI, WRWE, WJJJ, WJZL, WUSF.

MILTON NASCIMENTO "A Barca Dos Ananistas" (Verve) 12/10
Rotations:Heavy 6/0, Medium 4/3, Light 6/6, Extra Adds:0, Total Adds:1, WSGO, WBGK, KERA, KXJZ, WNEI, KPMB, KCLI, KLKU, Medium: WRTI, WRWE, WJJJ, WJZL, WUSF.

MARK WINKLER "Ebony Rain" (Passa) 12/1
Rotations:Heavy 2/0, Medium 3/0, Light 2/1, Extra Adds:0, Total Adds:1, WFGS, Heavy: WJZL, KXJZ, Medium: WOBT, WUSF, WSGO.

ALEX DEGRAS9I "Alphanda" (Novus) 12/1
Rotations:Heavy 2/0, Medium 6/0, Light 4/0, Extra Adds:0, Total Adds:1, WBGK, Heavy: WRTI, WNOQ, KXJZ, KSUM, Medium: WRTI, WJZL.

MARK KNOBEL & MIKE GERBER "Of Vision" (Highland/Optimism) 11/5
Rotations:Heavy 2/0, Medium 2/0, Light 6/3, Extra Adds:0, Total Adds:1, WBGO, Heavy: WNOQ, WSKY, KXJZ, Medium: WRTI.

BUDDY MONTGOMERY "The Of Love" (Landmark) 11/1
Rotations:Heavy 4/0, Medium 5/1, Light 2/0, Extra Adds:0, Total Adds:1, KCLI, Heavy: WJZL, KXJZ, KCLI, Medium: WRSO.

SOMA ROBINSON "Sanya" (Columbia) 10/1
Rotations:Heavy 1/0, Medium 3/0, Light 6/1, Extra Adds:0, Total Adds:1, WBGO, Heavy: WNOQ, Medium: WJZL, KXJZ, WNOQ.

HOTTEST

STANLEY TURRENTINE (21) TONY WILLIAMS (20) GARY BURTON QUINTET (14) MICHAEL BRECKER (11) SPECIAL EFX (11) JAY JONES (10) JOE SAMPLE (8)

CHARLIE ROUSE "Upper Manhattan Jazz Society" (Enja/Move) 10/0
Rotations:Heavy 2/1, Medium 5/4, Light 4/5, Extra Adds:0, Total Adds:0, Heavy: WNOQ, WRTI, Medium: WBGK, KXJZ, KJZU, WUSF.

LES BROWN & HIS BAND OF RENOWN "Digital Swing" (Fantasy) 9/2
Rotations:Heavy 4/2, Medium 3/1, Light 1/0, Extra Adds:0, Total Adds:1, WERE, KJZU, Heavy: WJZL, KXJZ, KPMB, KCLI, Medium: WRTI, WJZL.

RAY BROWN TRIO "Red Hot Ray Brown Trio" (Concord) 9/1
Rotations:Heavy 4/0, Medium 3/1, Light 1/0, Extra Adds:0, Total Adds:1, KPMB, KCLI, Heavy: WJZL, KXJZ, KPMB, WUSF, Medium: WRTI, WJZL.

BILLY HIGGINS "Ridgework" (Fantasy) 8/0
Rotations:Heavy 3/0, Medium 5/0, Light 6/0, Extra Adds:0, Total Adds:0, Heavy: WRTI, KJZU, Medium: WNOQ, WUSF, WJZL, KPMB.

JAZZ RADIO'S NEW ADDRESS: 10TH AVENUE

Jazz Chart
A New Concept For Synthesizers And Brass
An All-Digital Recording

Produced By Phil Ramone

REGIONALIZED ADDS & HOTS

EAST

SOUTH

MIDWEST

WEST

REGIONALIZED ADDS & HOTS

REGIONALIZED ADDS & HOTS

REGIONALIZED ADDS & HOTS

REGIONALIZED ADDS & HOTS

www.americanradiohistory.com
THE RCA RECORDS
NEW HITS PUZZLE

(Read slowly and carefully follow directions)

Directions: Connect the "stars" with their records by drawing a straight line between the artist's name and the correct song title.

BAILLIE AND THE BOYS ★----------------○ OH HEART
K.T. OSLIN ★ ○ 80'S LADIES
VINCE GILL ★ ○ CINDERELLA
JUDDS ★ ○ I KNOW WHERE I'M GOING
SYLVIA ★ ○ STRAIGHT FROM MY HEART
RONNIE MILSAP ★ ○ SNAP YOUR FINGERS
RESTLESS HEART ★ ○ WHY DOES IT HAVE TO BE
(Wrong or Right)

Lines appear on playlist = BRILLIANT
Lines appear parallel = SMART
Lines appear crossing = DUMB

www.americanradiohistory.com
**NEW & ACTIVE**

**BELLAMY BROTHERS** "Country Rap" (MCA-Curb) 53/16
Rotations: Heavy 2, Medium, 47 Light 44. Top adds 16, WQK, WMJ, KXKZ, WOCX, WYIY, WQY, WSLR, WMXK, WQVR, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, 58 music 44/39 on the Country chart.

**ANNE MURRAY** "Are You Still In Love With Me" (Capitol) 59/20
Rotations: Heavy 1, Medium 7, Light 62. Top adds 20, WPRR, WMGV, WQIR, WUSQ, CHOW, WHM, WKSH, WCED, K'SN, WQGR, WYIO, WITR, KCRB, WOKK, WYJQ, KXIK, KXMT, KMRP, music 47-43 on the Country chart.

**REBA McENTIRE** "One Promise Too Late" (MCA) 62/53
Rotations: Heavy 2, Medium 25, Light 65. Top adds 53 including WCAO, WOKE, KXQK, WURX, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Heavy: WAMC, Medium: KRAT on the Country chart.

**RAY STEVENS** "Would Jesus Wear A Rolo?" (MCA) 65/16
Rotations: Heavy 2, Medium 7, Light 46. Top adds 16, WCAO, WOKE, KXQK, WURX, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, KRAK, Heavy: KMBX, Medium: KBFA on the Country chart.

**TOM WOPAT** "Put Me Out Of My Misery" (EMI America) 62/15
Rotations: Heavy 0, Medium 17, Light 45. Top adds 15, WCAO, WOKE, KXQK, WURX, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Medium: KBFA on the Country chart.

**GEORGE JONES** "I Turn To You" (Epic) 37/22
Rotations: Heavy 2, Medium 30, Light 23. Top adds 18, WQRI, WPXJ, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Medium: KBFA on the Country chart.

**MASON DIXON** "3925 West End Ave." (Premier One) 56/9
Rotations: Heavy 3, Medium 18, Light 30. Top adds 18, WCAO, WOKE, KXQK, WURX, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, Medium: KBFA on the Country chart.

**VICKI RAE VON** "Not Tonight" (Atlantic America) 50/6
Rotations: Heavy 2, Medium 32, Light 25. Top adds 24, WQRI, WPXJ, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, Medium: KBFA on the Country chart.

---

**SIGNIFICANT ACTION**

**KENDALLS** "Routine" (SDR) 43/5
Rotations: Heavy 0, Medium 18, Light 22. Top adds 5, WVAH, WMJ, WQY, KXQK, KXYE, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Medium: KBFA on the Country chart.

**SYLVIA** "Straight From The Heart" (RCA) 40/12
Rotations: Heavy 1, Medium 7, Light 43. Top adds 10, CKRO, WQXK, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, Medium: KBFA on the Country chart.

**NIELS EN WHITE BAND** "I Got The One I Wanted" (Vision) 39/6
Rotations: Heavy 0, Medium 9, Light 30. Top adds 8, WYII, KXQK, WUF, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Medium: KBFA on the Country chart.

**KATHY MATTEA** "Train Of Memories" (MCA-PolyGram) 52/43
Rotations: Heavy 0, Medium 7, Light 45. Top adds 45 including WCAO, WOKE, WURX, KXQK, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, Medium: KBFA on the Country chart.

**VIKI RAE VON** "Not Tonight" (Atlantic America) 50/6
Rotations: Heavy 0, Medium 32, Light 25. Top adds 24, WQRI, WPXJ, WQY, WUSX, WYDI, WYOK, WSHE, WZFX, WZQK, KXXK, KKYR, KXAT, WKHF, WOKK, WUSQ, Medium: KBFA on the Country chart.

---

**TRIPLE BREAKERS!**

**"80'S LADIES"**

K.T. OSLIN

R & R 24 BB 37

**"CINDERELLA"**

VINCE GILL

R & R 36 BB 40

**"SNAP YOUR FINGERS"**

RONNIE MILSAP

R & R 38 BB 48

---

**ARTIST/Song Title (Label)**

JUDGS / Turn It Loose (RCA/Curb)

NITTY GRITTY DIRT BAND / Fishin' In The Dark (WB)

DENNIS / Time Loser / On The Front Line (EMI America)

JUDY RODMAN / Be Your Baby Tonight (MTM)

RESTLESS HEART / Wheels (RCA)

D. PARTON, L. RONSTADT, E. HARRIS / Those Memories Of You (WB)

CONWAY TWITTY / Sneaky Boots (MCA)

DWAYNE OSMOND / Please, Please Baby (Reprise/WB)

WAYLON JENNINGS / Chevy Van (MCA)

DWAYNE OSMOND / Always (MCA)

FEATURED ARTISTS:

T. GRAHAM BROWN / "Brilliant Conversationally" (Capitol) 9/8

TINA DANIELLE / "Wore That Over Romance" (Chart) 8/1

CAROLINE / "Weaving With Daddy" (WB) 8/6

JUDY RODMAN / Hold On (MCA)

ALABAMA / Hold On (MCA)

ALABAMA / Just Hold On (MCA)
## COUNTRY ADDS & HOTS

**May 15, 1987**

### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
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<tr>
<td>WWYN</td>
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<td>Altoona, PA</td>
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<td>WKST</td>
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<td>WDTP</td>
<td>Detroit, MI</td>
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<td>WZMW</td>
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### WEST

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<td>KSWG</td>
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<tr>
<td>KEX</td>
<td>Portland, OR</td>
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<td>KMRK</td>
<td>Dallas, TX</td>
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<tr>
<td>KGEX</td>
<td>Denver, CO</td>
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</table>

### HOTTEST

- Hilly Gritty Dirt Band (WB)
- Randy Travis (WB)
- REBECCA (MCA)
- Randy Travis (WB)
- REBA Mcentire (MCA)
- Randy Travis (WB)
- Hilly Gritty Dirt Band (WB)
- Randy Travis (WB)
- REBA Mcentire (MCA)

### MOST ADDED

- Station 1: WWYN | Tampa, FL
- Station 2: WQFX | Washington, DC
- Station 3: WCCG | Charlotte, NC
- Station 4: WMZT | Altoona, PA
- Station 5: WHKQ | Columbus, OH
- Station 6: WKST | Atlanta, GA
- Station 7: WDTP | Detroit, MI
- Station 8: WYHY | Madison, WI
- Station 9: WZMW | Milwaukee, WI

### Current Reports

- 159 Reporters
- 152 Current Reports

The following stations reported no change in their rotations this week:
- WWKA/Orlando
- WYOU/Bangor

The following stations failed to report this week & their rotations were frozen:
- KIK-FM/Anaheim
- KILT-FM/Houston
- KHJ/Inglewood
- KWJJ/Portland
- WWL/Newton
- WTCM/Traverse City

KIGO/St. Anthony is no longer a Country reporting station.
### Top 20

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist(s)</th>
<th>Title</th>
<th>Format(s)</th>
<th>Total Additions</th>
<th>Play Date</th>
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<tbody>
<tr>
<td>1</td>
<td>MADONNA</td>
<td>La Isla Bonita (Sire/WB)</td>
<td>WTMJ, WDBO, WROK, KVEC</td>
<td>38/4</td>
<td>37/1</td>
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<tr>
<td>2</td>
<td>SMOKEY ROBINSON</td>
<td>Just To See Her (Motown)</td>
<td>WHBC</td>
<td>38/2</td>
<td>28/ 8/ 2</td>
</tr>
<tr>
<td>3</td>
<td>LIONEL RICHIE</td>
<td>La La (Motown)</td>
<td>WJBC</td>
<td>37/3</td>
<td>29/ 7/ 1</td>
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<tr>
<td>4</td>
<td>GLENN MEDEROIS</td>
<td>Nothing's Gonna Change My Love (Arista)</td>
<td>WLW</td>
<td>39/1</td>
<td>26/ 12/ 1</td>
</tr>
<tr>
<td>5</td>
<td>CHRIS DEBURGH &amp; The Lady in Red (A&amp;M)</td>
<td></td>
<td>WHBC, KBOI</td>
<td>39/3</td>
<td>23/ 13/ 4</td>
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<tr>
<td>6</td>
<td>ATLANTIC Starr</td>
<td>Always (WB)</td>
<td>WJBC</td>
<td>36/5</td>
<td>23/ 11/ 2</td>
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<tr>
<td>7</td>
<td>BILLY JOEL</td>
<td>Featuring RAY CHARLES (Baby Grand) (Columbia)</td>
<td>WJBC</td>
<td>33/0</td>
<td>20/ 10/ 3</td>
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<tr>
<td>8</td>
<td>ANITA BAKER</td>
<td>Same Old Love (365 Days A Year) (Elektra)</td>
<td>WHBC</td>
<td>33/0</td>
<td>19/ 11/ 2</td>
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<td>9</td>
<td>GEORGE &amp; T. PAUL</td>
<td>Taps (Kapp)</td>
<td>WHBC</td>
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<td>10</td>
<td>RESTLESS HEART</td>
<td>Still Be Loving You (RCA)</td>
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<td>Can't We Try (Columbia)</td>
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<td>12/ 15/ 2</td>
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<td>GEORGE &amp; T. PAUL</td>
<td>It's Over Now (Columbia)</td>
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<td>15/ 12/ 0</td>
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<td>11/ 14/ 4</td>
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<tr>
<td>14</td>
<td>GEORGE &amp; T. PAUL</td>
<td>Was It Only Love (Columbia)</td>
<td>WHBC</td>
<td>31/6</td>
<td>15/ 8/ 8</td>
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<tr>
<td>15</td>
<td>GEORGE &amp; T. PAUL</td>
<td>French Song (Columbia)</td>
<td>WHBC</td>
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<td>9/ 11/ 6</td>
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<tr>
<td>16</td>
<td>GEORGE &amp; T. PAUL</td>
<td>Yes, I'm Sorry (Columbia)</td>
<td>WHBC</td>
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<td>10/ 14/ 2</td>
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<tr>
<td>17</td>
<td>GEORGE &amp; T. PAUL</td>
<td>Come to Me (Columbia)</td>
<td>WHBC</td>
<td>18/0</td>
<td>5/ 9/ 4</td>
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<tr>
<td>18</td>
<td>GEORGE &amp; T. PAUL</td>
<td>You're All I Need (Columbia)</td>
<td>WHBC</td>
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<td>6/ 5/ 5</td>
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<td>19</td>
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<td>There It Goes Again (Columbia)</td>
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<td>1/ 18/ 5</td>
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<td>葡萄 (Columbia)</td>
<td>WHBC</td>
<td>23/4</td>
<td>2/ 12/ 9</td>
</tr>
</tbody>
</table>

### New & Active

- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **CARLY SIMON** “To Know Him Is To Love Him” (WB) 8/1
- **LINDA RONSTADT** “I Love You For Sentimental Reasons” (Elektra) 5/2
- **NYLONS** “Kiss Him Goodbye (Open Air/Windham Hill)” (Arista) 50%
- **BREAKER** “Are You Still In Love With Me (Capitol)” 52%

### SIGNIFICANT ACTION

- **SURVIVOR** “Man Against The World” (Scoti Bros./CBS) 7/9
- **STEVE WINNER** “The Weekend” (MCA) 7/1
- **KENNY G** “Gardens” (Elektra) 8/1
- **LINDA RONSTADT** “I Love You For Sentimental Reasons” (Elektra) 5/2
- **CUTTING CHER” (I Just Did In Your Arms)” (Virgin) 5/1
- **COMMODONES** “United In Love” (Polydor/PolyGram) 5/9
- **JENNIFER WARNES** “First We Take Manhattan” (Cypress/PolyGram) 5/9
- **COLIN JAMES HAY** “Can I Hold You” (Columbia) 4/3
- **KIM O'LEARY** “Put The Pieces Back” (Motown) 4/3
- **JOE JACKSON** “Modern” (A&M) 3/2
- **HOWARD JONES** “Will You Still Be There?” (Elektra) 4/1
- **JEFF CARRELL** “I’m Gonna Love Me Again” (WB) 3/1
- **CROWDED HOUSE** “Something So Strong” (Capitol) 4/1
- **PHIL SAATHII** “Wheel Of Fortune” (A&M) 3/3
- **JOE JACKSON** “Modern” (A&M) 3/2
- **FLEETWOOD MAC** “Big Love” (WB) 3/8
- **DAVID SANBORN** “Chicago Song” (WB) 3/9
- **JONATHAN BUTLER** “Love” (Jive/RCA) 3/6
- **JONATHAN BUTLER** “Love” (Jive/RCA) 3/6
- **KING BILLY** “Le” (Jive/RCA) 3/6
- **HEART** “Alone” (Capitol) 3/0
- **HEART** “Alone” (Capitol) 3/0
- **D. PONTAR, L. RONSTADT, E. HARRIS** “Tell Me Lies” (WB) 10/5
- **KLYMAXX** “I’ll Still Say Yes” (Capitol/MCA) 8/5
- **MIKE HOWARD** “Imagination” (Atlantic) 8/1
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8
- **WHITNEY HOUSTON** “I Wanna Dance With Somebody (Who Loves Me)” (Arista) 17/8

---

**Turning Weekends Into Prime Time**

A weekend program to be talked about all week long.

In Adult Contemporary programming many stations’ commercial loads drop off dramatically on weekends. Jazz Trax is, by cut, honed to perfection with a proven track record, and features only contemporary jazz with a touch of New Age and concert artists.

**#1 12+ (KFFM 98.1)**
San, Rick 6-10 pm in San Diego

**#1 MF 25-34 (KLZ FM 100)**
San, Rinh 7-11 am in Phoenix

The jazz show with mass appeal ratings & huge adult numbers

Successfully airing in 20 cities, Jazz Trax is being offered now nationwide. You can’t afford to have listeners skip to another station on weekends. Who knows if they’ll still be with you Monday morning?

For your Jazz Trax portfolio and demo tape call Waterfront Promotions toll free: 1-800-262-4366 in CA 1-800-445-4368 outside CA
## Breakers

### Adult Contemporary

#### BRUCE HORNBY & THE RANGE

- Debuts: WAEB, WKYE, WKGW.
- 64% of our reporters on it.

#### ROTATION BREAKOUTS

<table>
<thead>
<tr>
<th>Station</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
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<td>ATLANTIC STARR</td>
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<td>69</td>
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<td>MADIGAN</td>
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<td>CUTTINGS</td>
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<td>SMOKEY ROBINSON</td>
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<td>ANITA BAKER</td>
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<td>CROWDED HOUSE</td>
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<td>WHITNEY HOUSTON</td>
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<td>14</td>
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<td>JOURNEY</td>
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<td>RESTLESS HEART</td>
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<td>CARLY SIMON</td>
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<td>GINO VANELLI</td>
<td>531</td>
<td>18</td>
<td>26</td>
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<tr>
<td>ARETHA FRANKLIN &amp; GEORGE MICHAEL</td>
<td>440</td>
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<tr>
<td>BRUCE HORNBY &amp; THE RANGE</td>
<td>5828</td>
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<td>LUTHER VANSOSS with GREGORY HINES</td>
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<td>244</td>
<td>11</td>
<td>9</td>
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<tr>
<td>HOWARD JONES</td>
<td>440</td>
<td>7</td>
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#### MOST ADDED

<table>
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<tr>
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<tr>
<td>BRUCE HORNBSY (28)</td>
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<td>WHITEY HOUSTON (19)</td>
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<td>PARTON, RONSTADT, RICHARD (11)</td>
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<td>SURVIVOR (11)</td>
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<td>K.T. GULIN (10)</td>
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#### HOTTEST

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<td>LIONEL RICHIE (48)</td>
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<td>MADIGAN (44)</td>
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<td>CHUCK DANFORD (37)</td>
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<td>BAKER (25)</td>
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<tr>
<td>KENNY LOGGINS (22)</td>
<td></td>
</tr>
<tr>
<td>SMOKY ROBINSON (21)</td>
<td></td>
</tr>
</tbody>
</table>

#### HERB ALPERT "Diamonds" (A&M) 28/0

- Added: Heavy 7, Medium 6, Light 4, Total 17.
- Added: Heavy 3, Medium 5, Light 2, Total 10.

#### CUTTING CREW "(I Just) Died in Your Arms" (Virgin) 24/4

- Added: Heavy 3, Medium 5, Light 2, Total 10.

#### HERB ALPERT "Love Lives On" (A&M) 21/21

- Added: Heavy 2, Medium 3, Light 12, Total 17.

#### SURVIVOR "Man Against The World" (Scoti Bro.CBS) 21/11

- Added: Heavy 2, Medium 5, Light 9, Total 16.

#### LEVEL 42 "Lessons In Love" (Polydor/PolyGram) 21/0

- Added: Heavy 5, Medium 5, Light 11, Total 11.

#### JOE LOCKER "Love You" (EMI Chrysalis) 20/0

- Added: Heavy 5, Medium 4, Light 1, Total 10.

#### HEILY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 19/2

- Added: Heavy 3, Medium 1, Light 4, Total 8.

#### D. PARTON, L. RONSTADT, & E. HARRIS "Telling Me Lies" (WB) 17/11

- Added: Heavy 3, Medium 1, Light 14, Total 17.

#### KIM LEYD "Put The Pieces Back" (Motown) 13/10

- Added: Heavy 5, Medium 5, Light 1, Total 11.

#### CROWDED HOUSE "Something So Strong" (Capitol) 13/2

- Added: Heavy 5, Medium 1, Light 11, Total 16.

#### SUNSET "Happy" (Columbia) 12/4

- Added: Heavy 6, Medium 5, Light 1, Total 12.

#### PAPERBACK BROTHERS "Souk City" (Manhattan) 12/3

- Added: Heavy 6, Medium 1, Light 2, Total 9.

#### PAUL SIMON "You Can Call Me A" (WB) 12/1

- Added: Heavy 1, Medium 5, Light 2, Total 8.

#### STANDALONE "Years Go By" (Elektra) 11/6

- Added: Heavy 3, Medium 5, Light 2, Total 10.

#### K. T. GULIN "Joe Ladies" (RCA) 11/10

- Added: Heavy 6, Medium 1, Light 4, Total 11.

#### KIM WILDE "Keep You Hangin' On" (MCA) 8/1

- Added: Heavy 1, Medium 6, Light 1, Total 8.
# AC ADDS & HOTS

## EAST

<table>
<thead>
<tr>
<th>Parallel One</th>
<th>Parallel Two</th>
<th>Parallel Three</th>
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<tbody>
<tr>
<td><strong>Top 40</strong></td>
<td><strong>Top 40</strong></td>
<td><strong>Top 40</strong></td>
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<tr>
<td><strong>Pop</strong></td>
<td><strong>Pop</strong></td>
<td><strong>Pop</strong></td>
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<tr>
<td><strong>Rock</strong></td>
<td><strong>Rock</strong></td>
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<tr>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
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**Comments:**

**Notions:**

**Current Reports:**

Two stations reported a frozen list this week:

- KS9/St. Louis
- WXUS/Lafayette

## SOUTH

<table>
<thead>
<tr>
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<th>Parallel Three</th>
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<tbody>
<tr>
<td><strong>Top 40</strong></td>
<td><strong>Top 40</strong></td>
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<td><strong>Rock</strong></td>
<td><strong>Rock</strong></td>
<td><strong>Rock</strong></td>
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<tr>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
</tr>
</tbody>
</table>

**Comments:**

**Notions:**

**Current Reports:**

Six stations did not report a playlist, therefore their rotations were frozen:

- KRLB/Lubbock
- KWFM/Seabrook
- KYKY/St. Louis
- WHNIC/Detroit
- WPUN/New York
- WQHO/Ocean City

## MIDWEST

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<td><strong>Top 40</strong></td>
<td><strong>Top 40</strong></td>
<td><strong>Top 40</strong></td>
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<tr>
<td><strong>Pop</strong></td>
<td><strong>Pop</strong></td>
<td><strong>Pop</strong></td>
</tr>
<tr>
<td><strong>Rock</strong></td>
<td><strong>Rock</strong></td>
<td><strong>Rock</strong></td>
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<tr>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
<td><strong>Adult</strong></td>
</tr>
</tbody>
</table>

**Comments:**

**Notions:**

**Current Reports:**

One station reported a frozen list this week:

- WTAE/Pittsburgh
**Most Added**

BOS Seger/Shadow (151)
RICHARD MARK/Max (117)
DAN FOGELBERG/Ged (59)
MOTLEY CRUE (40)
Y&T/Contagious (43)
DIRE STRAINS/Turning (36)
JON BUTCHER/Holy (24)
SUZANNE VEGA/Lita (21)

**Hottest**

TOM PETTY.../Jammin (14)
HEART/Aimee (58)
FROZEN GHOST/Ad (34)
FLEETWOOD MAC/Seven (29)
BOS Seger/Shadow (20)
LITTLE AMERICA/Fire (19)

**Chart Climbers**

FLEETWOOD MAC/"Lange In The Night" (WRQ) 9/4 (8/12)
Includes: KBG, WRPC, KGZ, KEZ, KFX, KSN, KGB, Heavy 41 including KBP, KUR, KFOG, KSS, WLP, WHK, WKB, KCLQ, WQZ. Medium 47 including WRQ, WLP, KGZ, KUR, KFX, KSN, KGB, WLP, WHK, WKB, KCLQ, WQZ. Moves 29-8.

Bon Jovi/"Wanted Dead Or Alive" (Mercury/Polara) 9/16 (7/7)
Includes adding COTG, WHER, WDP, WRQ, WMF, WBP, WUW, WBP, KIP, KFB, KMB, WLO, WUW, WCW, WWRL, WDCB. Medium 24 including WRQ, WDP, WRQ, WMF, WBP, WUW, WCW, WWRL, WDCB, KIP, KFB, KMB, WLO, WUW, WCW, WWRL, WDCB. Moves 1 - 3.

**New & Active**

- **Most Added**
  
  **PRINCE'S TRUST** (48)
  **SUZANNE VEGA** (53)
  **PATTY SMYTH** (26)
  **ACE FREHLEY** (16)
  **JON BUTCHER** (15)
  **BON JOVI** (12)
  **ANDY TAYLOR** (12)
  **MONRO ROCCO** (11)
  **DANNY WILSON** (10)

- **Hottest**
  
  **UZ** (78)
  **TOM PETTY...** (73)
  **BRYAN ADAMS** (46)
  **FLEETWOOD MAC** (42)
  **FROZEN GHOST** (34)
  **GREG ALLMAN BAND** (21)
  **LITTLE AMERICA** (18)
  **LOU GRAMM** (18)
  **CROWDED HOUSE** (15)

- **New & Active**

  Continued from Page 60

  **BRUCE HORNSBY & THE RANGE** "The Way It Is" (RCA) 17/2 (14/4)
  Includes: WRQ, WQXK, Heavy 6 including CDD, KZAP, WHM, WDFK, WWF, WQXK, WQXK. Moves 6-11.

  **REPLACEMENTS** "Placed To Meet Me" (Unive/WB) 18/2 (14/5)
  Includes: WDKR, Heavy 3 including KDD, KDD, WWF, WHM, WDFK, WWF, WQXK. Moves 22-26.

- **Charts**

  Records showing significant upward momentum arebullet. Heavy rotation figure is the sum of a record's power and heavy reports. A record's amount of light reports can be determined by subtracting its heavy and medium reports from its total reports. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most reported tracks is listed in parentheses.

- **Chart Climbers**

  Charted tracks that are building in airplay but have yet to become Breakers. Numbers indicate total reports/adds, e.g., 80/40 means 80 total reports and 40 adds. Figures in parentheses are last week's data's.

- **New & Active**

  Records building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. Figures in parentheses are last week's data's.

- **Breakers**

  A record is a Breaker the first week it's reported by at least 60% of our AOR-reporters.

- **Most Adds**

  This week's most added records.

- **Hottest**

  This week's records receiving the most power reports.
What’s This?

“THIS IS EASY”

New from

Marshall Crenshaw

From the album

MARY JEAN & 9 OTHERS
STEVE EARLE
An American Rock 'N' Roller
"I AIN'T EVER SATISFIED"
Homegrown Rock 'N' Roll

From the new album

EXIT 0
Steve Earle
&
The Dukes

Produced by Tony Brown. Emory Gordy, Jr. & Richard Bennett
Management: Wil Botwin/Side One Management

MCA RECORDS
"Tom Kimmel, his rock 'n' roll is sung from the heart. Played with conviction. Integrity. And style. "That's Freedom" is the first single from his extraordinary debut album, "5 to 1" PRESENTING....

THAT'S FREEDOM

Produced by Bill Szymczyk
Mixed by Bob Clearmountain
Management: John Baruck and Tom Consolo For John Baruck Management
### R&R National Airplay

#### Week Ending May 15, 1987

<table>
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<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
<th>Format</th>
<th>Peak Position</th>
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<td>1</td>
<td>Bullet the Blue Sky</td>
<td>U2</td>
<td>WM</td>
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<td>2</td>
<td>Welcome to the World</td>
<td>Culture Club</td>
<td>WR</td>
<td>2</td>
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<tr>
<td>3</td>
<td>I Still Haven't Found What I'm Looking For</td>
<td>U2</td>
<td>WM</td>
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<tr>
<td>4</td>
<td>Heat of the Night</td>
<td>Bryan Adams</td>
<td>WM</td>
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<tr>
<td>5</td>
<td>I´m Gonna Love Me Again</td>
<td>Tears for Fears</td>
<td>WM</td>
<td>5</td>
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<tr>
<td>6</td>
<td>1984</td>
<td>Van Halen</td>
<td>WM</td>
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<tr>
<td>7</td>
<td>When the Day Comes</td>
<td>Tom Petty &amp; The Heartbreakers</td>
<td>WM</td>
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<tr>
<td>8</td>
<td>I Don't Want to Be a Soldier</td>
<td>The Waterboys</td>
<td>WR</td>
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<tr>
<td>9</td>
<td>She's So Unpredictable</td>
<td>The Hooters</td>
<td>WM</td>
<td>9</td>
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<tr>
<td>10</td>
<td>One</td>
<td>U2</td>
<td>WM</td>
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#### NEW ARTISTS

**Albums**

1. **SUZANNE VEGA/Solitude Standing (A&M)**
2. **TNT/In My Tree (Atlantic)**
3. **ACE FREHLEY/Into The Night (Megaforce/Atlantic)**
4. **HOODOO GURUS/Blow Your Cool (Elektra)**
5. **CONCRETE BLONDE/Concrete Blonde (IRS/MCA)**
6. **JULIAN FARNHAM/Whispering Jack (RCA)**
7. **DANNY WILSON/Meet Danny Wilson (Virgin)**
8. **LONG RYDERS/Two Fisted Tales (Island)**
9. **JON ASTLEY/Everyone Loves The... (Atlantic)**
10. **MONTROSE/Mean (Enigma)**

**Tracks**

1. **SUZANNE VEGA/Luka (A&M)**
2. **CUTTING CREW/One For The Mockingbird (Virgin)**
3. **ANDY TAYLOR/Don't Let Me Die Young (MCA)**
4. **TNT/10,000 Lovers... (Mercury/Poly)**
5. **ACE FREHLEY/Into The Night (Megafroce/Atlantic)**
6. **WORLD PARTY/All I Can Dream (Chrysalis)**
7. **HOODOO GURUS/Kill The DJ (Elektra)**
8. **CONCRETE BLONDE/All In Love (IRS)**
9. **JULIAN FARNHAM/You're The Voice (RCA)**
10. **DANNY WILSON/Mary's Prayer (Virgin)**

*Artists in Parentheses indicate additional tracks from albums which have already been released and thus not listed among the albums listed.*

**Reports/Adds Power Heavy Medium**

1. **SUZANNE VEGA/Solitude Standing (A&M)** 85/21
2. **TNT/In My Tree (Atlantic)** 62/9
3. **ACE FREHLEY/Into The Night (Megaforce/Atlantic)** 57/16
4. **HOODOO GURUS/Blow Your Cool (Elektra)** 53/1
5. **CONCRETE BLONDE/Concrete Blonde (IRS/MCA)** 47/9
6. **JULIAN FARNHAM/Whispering Jack (RCA)** 37/6
7. **DANNY WILSON/Meet Danny Wilson (Virgin)** 29/10
8. **LONG RYDERS/Two Fisted Tales (Island)** 29/3
9. **JON ASTLEY/Everyone Loves The... (Atlantic)** 24/4
10. **MONTROSE/Mean (Enigma)** 23/5

**Report/Adds Pop R&B**

1. **SUZANNE VEGA/Luka (A&M)**
2. **CUTTING CREW/One For The Mockingbird (Virgin)**
3. **ANDY TAYLOR/Don't Let Me Die Young (MCA)**
4. **TNT/10,000 Lovers... (Mercury/Poly)**
5. **ACE FREHLEY/Into The Night (Megaforce/Atlantic)**
6. **WORLD PARTY/All I Can Dream (Chrysalis)**
7. **HOODOO GURUS/Kill The DJ (Elektra)**
8. **CONCRETE BLONDE/All In Love (IRS)**
9. **JULIAN FARNHAM/You're The Voice (RCA)**
10. **DANNY WILSON/Mary's Prayer (Virgin)**

---

**BREAKERS.**

- **BOB SEGER/Shakedown (Capitol)** 90% of our reporters on it.
- **MONDO ROCK**
  - Primitive Love Rites (Columbia) 63% of our reporters on it.
  - Holy War (Capitol) 62% of our reporters on it.
- **RICHARD MARX**
  - Don't Mean Nothing (Manhattan) 70% of our reporters on it.
  - U2 Bullet The Blue Sky (Island) 63% of our reporters on it.
  - PATTY SMITH Downtown Train (Columbia) 60% of our reporters on it.
### EAST

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>PHONE</th>
<th>PROGRAMS</th>
<th>PERSONALITIES</th>
</tr>
</thead>
<tbody>
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<td>WCIU</td>
<td>Chicago</td>
<td>(215) 342-1900</td>
<td>PREMIUM / PD: BOB BUCIFNNN (516) 567 -1023</td>
<td>VP /PD: BOB BUCIFNNN (516) 567 -1023</td>
</tr>
<tr>
<td>WRTI</td>
<td>Philadelphia</td>
<td>(215) 682-6000</td>
<td>PREMIUM / PD: BOB BUCIFNNN (516) 567 -1023</td>
<td>VP /PD: BOB BUCIFNNN (516) 567 -1023</td>
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<tr>
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<td>New York</td>
<td>(212) 664-1900</td>
<td>PREMIUM / PD: BOB BUCIFNNN (516) 567 -1023</td>
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<td>VP /PD: BOB BUCIFNNN (516) 567 -1023</td>
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### SOUTH

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<td>(305) 368-6000</td>
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<tr>
<td>WCCB</td>
<td>Charlotte</td>
<td>(704) 332-1300</td>
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<td>VP /PD: BOB BUCIFNNN (516) 567 -1023</td>
</tr>
</tbody>
</table>

### REGIONAL AOR ACTIVITY

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of a their albums tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in other are included in a station's heavy rotation.

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
- "- Record is newly reported or additional tracks have been added.
- (M), (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all current in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the database.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures. Parallels One: 1,000,000+. Parallels Two: 200,000 - 1,000,000. Parallels Three: under 200,000. Stations at a significant ratings disadvantage to their in-form competitor(s) are assigned a lower parallel.

### PARALLEL ONE

<table>
<thead>
<tr>
<th>STATION</th>
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<td>PREMIUM / PD: BOB BUCIFNNN (516) 567 -1023</td>
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### PARALLEL TWO

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### SOUTH (Continued)

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| WYZ/Manila   | (202) 179-531 | WO| FM 90.9 | Adult Contemporary
| WQX/Manila   | (202) 179-531 | WO| FM 90.9 | Adult Contemporary
| WXY/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits
| WXX/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits
| WZZ/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits

**PARALLEL TWO**

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| WIVC/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits
| WXY/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits
| WXX/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits
| WZZ/Charleston | (803) 54-5800 | WC| AM 1190 | Classic Hits

### MIDWEST

**PARALLEL THREE**

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| WOGF/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WOGR/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WLS/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WYCD/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary

**PARALLEL TWO**

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| WOGR/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WLS/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WYCD/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WOGF/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary

**PARALLEL ONE**

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| WCB/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WCO/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WGG/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WJOH/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary

**MIDWEST**

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| WCB/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WCO/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WGG/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary
| WJOH/Chicago | (312) 777-1770 | WP| FM 90.9 | Adult Contemporary

Continued on next page

www.americanradiohistory.com
## Regional AOR Activity

### MIDWEST (continued)

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<td>KRNA</td>
<td>Cedar Rapids</td>
<td>(319) 391-9800</td>
<td>AC/CHR</td>
<td>BILL</td>
<td>BILL</td>
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<td>WZOO</td>
<td>Terre Haute</td>
<td>(217) 339-5092</td>
<td>Contemporary</td>
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<td>WMYD</td>
<td>Springfield, IL</td>
<td>(217) 339-1171</td>
<td>CHR</td>
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<td>Omaha</td>
<td>(402) 498-3060</td>
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<td>JIM</td>
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<td>KFVX</td>
<td>Yakima</td>
<td>(509) 969-5900</td>
<td>CHR</td>
<td>JIM</td>
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#### PARALLEL TWO

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<td>Albuquerque</td>
<td>(505) 258-4000</td>
<td>Classic Rock</td>
<td>JIM</td>
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<td>KFDF</td>
<td>Dallas</td>
<td>(214) 787-5000</td>
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<td>JIM</td>
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<td>KJJO</td>
<td>San Diego</td>
<td>(619) 277-2000</td>
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<td>KQGL</td>
<td>Los Angeles</td>
<td>(213) 993-5000</td>
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### PARALLEL THREE

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<th>MD/Host</th>
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<tr>
<td>KMPL</td>
<td>Las Vegas</td>
<td>(702) 222-6900</td>
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<td>KJOT</td>
<td>Boise</td>
<td>(208) 344-3130</td>
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<td>JIM</td>
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<tr>
<td>KXAL</td>
<td>Long Beach</td>
<td>(213) 775-6772</td>
<td>CHR</td>
<td>JIM</td>
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</tr>
<tr>
<td>KZOD</td>
<td>Milwaukee</td>
<td>(414) 272-5000</td>
<td>CHR</td>
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</table>

### Stations Report a Frozen List

- KGON/Portland
- KINK/Portland
- WHFX/Charlotte

No station failed to report. Three stations reported a frozen list.
### East

**B104**
- **Station**: WBBS 98.1
- **City**: Baltimore
- **PD**: Brian Thomas
- **Assist. PD**: Mike B. O’Connell

**WKSE-FM**
- **Station**: 92.5
- **City**: Buffalo
- **PD**: Kevin Beitzel
- **MD**: Roger Christian

**Q107**
- **Station**: 107.1
- **City**: Washington, D.C.
- **PD**: Chuck Morgan
- **VP Programming**: Scott Shannon
- **OM**: Steve Kingston

### South

**WXKS-FM**
- **Station**: 96.1
- **City**: Boston
- **PD**: Sunny Joe White
- **OM**: Susan D. Connel

**Q105**
- **Station**: 105.3
- **City**: Tampa
- **PD**: Mason Dixon
- **MD**: Bobby Rich

**WBLI**
- **Station**: 106.3
- **City**: Long Island
- **PD**: Bob Brechbuhl
- **MD**: Guy Brouillard

**WGH**
- **Station**: 97.1
- **City**: Norfolk
- **PD**: Tony Macri
- **MD**: Doc Michaels

### 91.1 FM<br>May 15, 1987

**PLAYLISTS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Song Title</th>
<th>Artist(s)</th>
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<tbody>
<tr>
<td>00:00</td>
<td>Rockin' Robin</td>
<td>Wynonna</td>
</tr>
<tr>
<td>00:32</td>
<td>Standin' In The Rain</td>
<td>Reba McEntire</td>
</tr>
<tr>
<td>01:00</td>
<td>You're The Reason</td>
<td>Chet Atkins</td>
</tr>
<tr>
<td>01:32</td>
<td>Back Home Again</td>
<td>Patsy Cline</td>
</tr>
<tr>
<td>02:00</td>
<td>Someone像 something</td>
<td>Lionel Richie</td>
</tr>
<tr>
<td>02:32</td>
<td>I Can't Help Myself</td>
<td>Patsy Cline</td>
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<tr>
<td>03:00</td>
<td>Heartbreak Hotel</td>
<td>Patsy Cline</td>
</tr>
<tr>
<td>03:32</td>
<td>The Night We讹 It</td>
<td>Patsy Cline</td>
</tr>
<tr>
<td>04:00</td>
<td>A Whole Lot Of Nothing</td>
<td>Reba McEntire</td>
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<tr>
<td>04:32</td>
<td>Have You Ever Fallen In Love</td>
<td>Bobby Vinton</td>
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<tr>
<td>05:00</td>
<td>He'll Have To Go</td>
<td>Patsy Cline</td>
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<td>05:32</td>
<td>Lost In You</td>
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<tr>
<td>06:00</td>
<td>If I Loved You</td>
<td>Patsy Cline</td>
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<tr>
<td>06:32</td>
<td>How Do I Live</td>
<td>Reba McEntire</td>
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**Notes**

- **Time Format**: HH:MM
- **Artists Listed**: For complete details, visit [www.americanradiohistory.com](http://www.americanradiohistory.com)
### CHR PARALLEL ONE PLAYLISTS

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<td>Craig Altwood</td>
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</tr>
</tbody>
</table>

*Source: American Radio History*
Tired Of Disinformation?

Then, Give

The First Single. Produced and engineered by Dennis Herring.
Please note, kron is listed.

R&R's Craft reporters are chosen on the basis of location, ratings, and ability to report current, timely music informa-
dominate and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 100,000 and below.

235 Reports

John Doe
"Hit Song" (Amyl & the Sniffers)
UP: Miss Song
100/25 44%

EXAMPLE
100/25: 100 Craft reporting stations on
this week, including 15 new stations.
44% = Percentage of this week's reports
playing the song within each region.

Regional Summary
Up: 11 - Number of stations moving
Up in the chart.
Down: 3 - Number of stations moving
down in the chart.

National Summary
Up: 51 - Number of stations moving
Up in the chart.

Regional Movement
Up to On: 20 - Number of stations mov-
ing a song this week.

Same: 8 - Number of stations report-
ing one or more artists.

Down: 12 - Number of stations mov-
ing a song this week.

Adax 25 - Total number of stations
Adax 25 this week.

A

Heath Alpert
Diamonds (ASAP)
UP: Keep Your Eye On Me
215/2 91%

B

Anta Baker
Same Ole Love... (Elektra)
UP: Arta Baru
53% 40%

C

David Bowie
Day-In-Day-Out (EMI America)
UP: Never Let Me Down
178/1 74%

Cinderella
Somebody Save Me (Mercury/P&G)
UP: Any Song
95/3 28%
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Call Sign</th>
<th>Format</th>
<th>City</th>
<th>Rating</th>
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<tbody>
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<td>KPR</td>
<td>930</td>
<td>930</td>
<td>St. Louis</td>
<td>93.0</td>
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<tr>
<td>10:15</td>
<td>KC101</td>
<td>99000</td>
<td>99000</td>
<td>Dallas</td>
<td>99.0</td>
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<tr>
<td>10:30</td>
<td>MP11997</td>
<td>9093</td>
<td>9093</td>
<td>Miami</td>
<td>90.9</td>
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<tr>
<td>10:45</td>
<td>K1421</td>
<td>99000</td>
<td>99000</td>
<td>New York</td>
<td>99.0</td>
</tr>
<tr>
<td>11:00</td>
<td>KM102</td>
<td>99000</td>
<td>99000</td>
<td>Chicago</td>
<td>99.0</td>
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<tr>
<td>11:15</td>
<td>M10197</td>
<td>99000</td>
<td>99000</td>
<td>Los Angeles</td>
<td>99.0</td>
</tr>
<tr>
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<td>M10297</td>
<td>99000</td>
<td>99000</td>
<td>San Francisco</td>
<td>99.0</td>
</tr>
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*Continued on next column*
### ARALLIES

**Paul Simon**

**You Can Call Me Al** *(W5)*

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Frequency</th>
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</tr>
</thead>
<tbody>
<tr>
<td>WWU</td>
<td>88.9 FM</td>
<td>Adult Contemporary</td>
</tr>
<tr>
<td>WIOO</td>
<td>90.7 FM</td>
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<tr>
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**Truth**

**Weapons Of Love** *(RI5/MCA)*

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**Tim Turner**

**Break Every Rule** *(Capitol)*

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**Kim Wilde**

**You Keep Me Hangin' On** *(MCA)*

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**Paul Simon**

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**Truth**

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**Tim Turner**

**Break Every Rule** *(Capitol)*

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**Kim Wilde**

**You Keep Me Hangin' On** *(MCA)*

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### Significant Action

#### C
- **Robert Cray Band**
  - *Right Next Door* (Mercury/PolyGram)
  - LP: Strong Persuader

#### F
- **DAN FODELBORG**
  - *She Don't Look Back* (Full Moon/Epic)
  - LP: Exiles

#### G
- **Dennie Gibson**
  - *Only in My Dreams* (Atlantic)

#### H
- **HOT HENDRUX**
  - *Why Should I Cry?* (EMI America)
  - LP: Future Shock

#### J
- **Al Jarreau**
  - *Moonlighting* (MCA)
  - Beverly Hills Cop II Soundtrack

#### K
- **Nick Kamen**
  - *Each Time You Break* (Sire/Wea)
  - LP: Nick Kamen

#### L
- **PATTI LABELLE & BILL CHAMPLIN**
  - *The Last Unknown Heart* (MCA)
  - LP: Mamma Vine & Sonnet

#### M
- **MONDO ROCK**
  - *Primal Love Rights* (Columbia)
  - LP: Room Baby Room

#### N
- **KLTMAXX**
  - *I'll Still Say Yes* (Constellation/EMI)
  - LP: Attractive

#### O
- **KIM O'LAY**
  - *Put The Piece Back* (Motown)
  - LP: Kim O'lay

#### P
- **PRINCE**
  - *If I Kiss Your Girlfriend* (Paisley Park)
  - LP: Sign 'O' The Times

#### S
- **PATTY SMITH**
  - *Downtown Train* (Columbia)
  - LP: Don't Have Enough

#### T
- **TESLA**
  - *Little Suzi (Geffen)*
  - LP: Mechanic's Insurance

#### W
- **PETER WOLF**
  - *Can't Get Started* (EMI America)
  - LP: Come Home You Are
ANITA
RESTLESS HEART
EUROPE
WKSF.
TINA TURNER
JOURNEY
67%
0,
Adds
WROO 35 -31, KZOU
chart.

REPORT

Exposure

Point Of No Return
(Arista)

ONLY "We Are What We Are" (Atlantic) 111/9
EXPOSE

Pseudo Echo "Funky Town" (RCA) 94/6

Pseudo Echo - "Heaven"

The Range (Scott!) 17/1

Robert Cray Band "Right Most Door (Because Of Me)" (Mercury/PolyGram) 44/8

Jack Wagner "Weatherman Says" (Warner/B/W) 42/1

Jon Bon Jovi "Never Say Goodbye" (Mercury/PolyGram) 62/5

Bon Jovi "Bed Of Roses" (Atlantic) 93/1

Karl Porter "Break Every Rule" (Capitol) 82/2

Kenny Loggins "To Be Close To You" (Atlantic) 74/9

Konshus "Kiss You Goodnight" (Atlantic) 20/3

Kool & The Gang "Jingle Bell Rock" (Island) 122/1

KLAAS "It's A Wonderful Life" (Atlantic) 128/1

KLAUS "We Love You" (Capitol) 12/3

KLAUS "It Ain't Nothing" (Capitol) 13/3

KISS "Beth" (Columbia) 43/1

KISS "Perfection" (Columbia) 83/1

KISS "Hard Times" (Columbia) 56/1

KISS "Now It's Life" (Columbia) 49/1

KISS "Calling All Hearts" (Columbia) 36/1

KISS "Shout It Out Loud" (Columbia) 41/1

KISS "Hard Luck Woman (Part 1)" (Columbia) 47/1

KISS "Rock & Roll All Nite" (Columbia) 34/1

KISS "Under The Gun" (Columbia) 25/1

KISS "Shout It Out Loud (Part 2)" (Columbia) 50/1

KISS "I Wanna Be Anything But Me" (Columbia) 40/1

KISS "Rock & Roll All Nite" (Columbia) 39/1

KISS "Cold Turkey" (Columbia) 38/1

KISS "Nasty" (Columbia) 37/1

KISS "Rock & Roll All Nite" (Columbia) 36/1

KISS "Mr. Monster" (Columbia) 35/1

KISS "Cold Turkey" (Columbia) 34/1

KISS "I Love It Loud" (Columbia) 33/1

KISS "Rock & Roll All Nite" (Columbia) 32/1

KISS "Cold Turkey" (Columbia) 31/1

KISS "I Wanna Be Anything But Me" (Columbia) 30/1

KISS "Hard Luck Woman (Part 1)" (Columbia) 29/1

KISS "Hard Luck Woman (Part 2)" (Columbia) 28/1

KISS "I Wanna Be Anything But Me" (Columbia) 27/1

KISS "Rock & Roll All Nite" (Columbia) 26/1

KISS "Cold Turkey" (Columbia) 25/1

KISS "Hard Luck Woman (Part 1)" (Columbia) 24/1

KISS "Hard Luck Woman (Part 2)" (Columbia) 23/1

KISS "I Wanna Be Anything But Me" (Columbia) 22/1

KISS "Rock & Roll All Nite" (Columbia) 21/1

KISS "Cold Turkey" (Columbia) 20/1

KISS "I Wanna Be Anything But Me" (Columbia) 19/1

KISS "Rock & Roll All Nite" (Columbia) 18/1

KISS "Cold Turkey" (Columbia) 17/1

KISS "I Wanna Be Anything But Me" (Columbia) 16/1

KISS "Rock & Roll All Nite" (Columbia) 15/1

KISS "Cold Turkey" (Columbia) 14/1

KISS "I Wanna Be Anything But Me" (Columbia) 13/1

KISS "Rock & Roll All Nite" (Columbia) 12/1

KISS "Cold Turkey" (Columbia) 11/1

KISS "I Wanna Be Anything But Me" (Columbia) 10/1

KISS "Rock & Roll All Nite" (Columbia) 9/1

KISS "Cold Turkey" (Columbia) 8/1

KISS "I Wanna Be Anything But Me" (Columbia) 7/1

KISS "Rock & Roll All Nite" (Columbia) 6/1

KISS "Cold Turkey" (Columbia) 5/1

KISS "I Wanna Be Anything But Me" (Columbia) 4/1

KISS "Rock & Roll All Nite" (Columbia) 3/1

KISS "Cold Turkey" (Columbia) 2/1

KISS "I Wanna Be Anything But Me" (Columbia) 1/1

KISS "Rock & Roll All Nite" (Columbia) 0/1

KISS "Cold Turkey" (Columbia)
Warren Zevon

Sentimental Hygiene

The title track CD from the new album Sentimental Hygiene

On your desk now.

Produced by Warren Zevon, Andrew Slater, and Niko Bolas.

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