Cody Forms New Consultancy

Exits Wave, Teams With Leach In New Pyramid Division

Frank Cody, VP/Programming at KTWV (The Wave)/Los Angeles and at Satellite Music's Wave Network, has left both posts to form Cody/Leach Broadcast Architects with former Leach Research head Owen Leach. The new company will be a division of Pyramid Broadcasting, which recently acquired Leach Research.

Headquartered in Princeton, NJ, Cody and Leach will develop ideas for radio programmers and provide research to Pyramid stations, as well as to other clients, including food companies.

Cody told R&R, "I'd like to apply the same kind of thinking and creativity that went into the Wave to other products and services beyond broadcasting. We'll have our hands full in satisfying the needs of Pyramid and our first clients. I've been in radio 25 years, and wanted to get out of the day-to-day activities of running a station. The most satisfying thing that came out of the Wave was the process of creating it."

Cody added, "Working with Owen Leach's vision-perception approach to research will be an inspiration."

Pyramid CEO Richard Balsbaugh said, "This is the first time any radio company has established an official think tank structure. We'll deal with major questions confronting radio and develop formal approaches that will help us pursue station acquisitions."

Lesourd Transfers To Q107 Pres./GM

Maureen Lesourd, GSM at WPLJ (now WWPR)/New York, has transferred to Cap Cities/ABC sister CHR outlet WRQX (Q107)/Washington as President/GM. Washington President/GM Fred Weihhaus had been managing Q107 on an interim basis since previous WRQX GM Ernie Fears retired six months ago, and now returns fulltime to WMAL.

Lesourd is a six-year company veteran who held various sales positions at WPLJ, with prior sales experience at an AE at Grey Advertising. She said her new post is "something that's really been a goal of mine. I've got a staff full of great people who will teach me well. For me, we're quite familiar with the competitive environment. We're going to work hard as a team to make it all happen for Q107."

In her new duties, Lesourd will report to Cap Cities/ABC Group President Norm Schurr. Her replacement in New York has not been named.

McGREGOR MD

Still Tapped As WRIF PD

Immediately upon assuming ownership of WRIF/Detroit from Silver Star Communications December 16, Great American Broadcasting made some long-expected changes.

PD Michael Mayer and AP Joe Ubel have exited. Morning personality Pat Stib has been upped to PD, and former WLZR/Milwaukee PD Bruce McGregor was named MD. In addition, the station has signed with Burkhardt/Abrams.

New WRIF V/GM Bob Schutt commented, "We felt the station needed some fresh blood. The company is well aware of Pat's programming savvy from his years in Columbus, and I'm confident he'll provide the leadership the station needs."

Still spent five years as PD of Great American's WLZH/Columbus before joining WRIF last year. He told R&R, "I don't foresee any significant changes. We've got a veteran staff, and they know what they're doing. They just needed someone in the chair who could direct the movie a little better."

Still will continue to do the Pat & Wags morning show with Mark Wagner.

RADIO & RECORDS

Convention '88

UPDATE: RADIO'S STARS SPARK OPENING DAY SESSIONS

Thursday (March 3) sessions start R&R Convention '88 on an exciting note, as radio's most burning issues are treated in brand-new ways by the industry's leading executives. Some examples:

- A spontaneous CHF strategy session with Scott Shannon, Buzz Bennett, Steve Rivers, and Sunny Joe White.
- Winning promotions from Kid Leo, John Lander & Ron Parker, and Mason Dixon & Randy Kabrich.
- How Urban stations can go after general market ad dollars, with Tom Joyner of Joyner Communications and NABO's Jim Hutchinson.
- A comprehensive look at NAC with the format's trailblazers — Frank Cody, Steve Feinstein, Frank Forest, Bob O'Connor, and John Sebastian.
- "Are These Guys After Your Job?" — a different kind of AOR session with the hottest new PDS on the horizon.
- Complete Country radio teams — President, GM, PD, consultant — deal with real-life radio situations that you, the audience, help set up.
- Frank, no-holds-barred radio/record discussions on the key topics involving both sides in each format.

And that's just part of Thursday. Watch R&R for more details and more name attractions. Convention registration forms are on Page 31.

CINNAMON, DELUCATORBET SR. VPS

GUILD PROMOTED TO INTEREP PRESIDENT

Interep Exec. VPGM Marc Guild has been named President of the firm. In addition, two of the company's Torbet division executives, Kandidie Cinnamon and Mariana Deluca, have been given Sr. VP appointments.

Guild will have complete responsibility over the ad nets Internet and Superpet, as well as the rep firms Darpetti & Associates, HNWAI, Major Market Radio, McGavren Guild, and Weiss & Powell.

Interep Chairman Les Goldberg noted, "Marc has done a superb job of building and improving our networks. This promotion not only recognizes a job very well done, but is consistent with our philosophy of looking ahead to future challenges." Guild joined Interep's McGavren Guild 12 years ago in its research department. He also held the position of Manager, Network/Research & Operations, Internet Manager/Marketing & Research, and VP/Research & Operations.

Cinnamon will be Sr. VP, Los Angeles Regional Manager. She joined Torbet four years ago as an AE, and has since held positions in the company's San Francisco and New York offices.

Deluca will serve as Sr. VP, New York Regional Manager. She joined Torbet in '82 as a Research/Who's Who Director and was most recently Sr. VP/Research & Marketing. She was also a Research Manager for RKO Radio Sales for five years.
DAVID LEE ROTH
"JUST LIKE PARADISE"
THE FIRST SINGLE

FROM THE NEW ALBUM SKYSCRAPER
PRODUCED BY DAVID LEE ROTH
CO-PRODUCED BY STEVE VAI
Management: Pete Angeius, Diamond Dave Enterprises
Osborne Programs
WPRO-AM & FM

Mike Osborne, PD at ACWXLO/Worcester, has taken the programming chair at Cap Cities/ABC AC/CHR combo WPON/FM in Providence. He replaces Tam Caddy, who became ABC Radio Network VP/Programming late last year.

WPRO President/GM Mitch Dolan told R&R, "Mighty Mike began his full-time professional career here in 1974, and left after three years to join WYFB/Boston as an air personality, later moving to WRKO. For the past four years he's been programming at WCOD/Cape Cod, and most recently at WXLO. He's a native of the area, and it's exciting to have him come back to the stations he knows so well. Everything will stay the same under Mike, and in time only will get better."

Osborne was part of the original WPRO/FM airstaff when it dropped Easy Listening for CHR. "This is just like going home," he remarked, "I got my start under (then-PD) Gary Berkowitz, so it's exciting for me."

CBS/Sony Purchase
Okayed By US, Japan

The proposed purchase of CBS Records by Sony has been approved by both the US and Japanese governments. The $2 billion acquisition is now expected to be finalized Tuesday (1/16).

The Federal Trade Commission rubber-stamped the deal December 17, and the Japanese Ministry of Finance did the same five days later. Neither Sony nor CBS made any official comment.

After the January 5 transfer, the CBS/Records Group (its identity as part of CBS, Inc.) becomes CBS Records, Inc. In its final year of American ownership, the division is predicted to contribute almost $300 million in profits to parent CBS on revenues of more than $1.5 billion.

Jackson Radio Summit

The "Black Radio for Jesse" conclude December 12, as reported in R&R's 12/12 issue, gathered top Black Urban radio and industry executives with the Rev. Jesse Jackson to drive for black voter registration. Pictured at the meeting are (l-r) longtime programmer Jerry Boulding, WRKS/New York PD Tony Gray, Lee Bailey of Lee Bailey Communications, Jack The Rapper Publisher Jack Gibson, Rev. Jackson, WTL/C-Indianapolis PD/MD Jay Johnson, WDAS-FM/Philadelphia PD Joe Tamburo, and R&R Urban Contemporary Editor Walt Love.

KMJQ, KMJM Drop Arbitron

KMJQ/Houston and sister Urban KMJM/St. Louis will not renew their Arbitron subscriptions following a decision by Arbitron's population data supplier Market Facts, Inc. (MSI) to stand behind a lower estimate of Harris County (Houston's black population).

This Week's Charts

R&R's chart information this week, as always on the first issue of the year, is condensed. More than enough stations have continued to change their playlists to create valid chart movement from December 16 to January 1, the New & Active/Significant Action listings of records moving up would be affected by the relatively large number of stations freezing their lists over the holidays.

Therefore, this week only we're publishing charts in all formats, records which have reached Breaker for the first time, and Most Added/Hottest boxes. Complete information, including station adds and drops, playlists, Parade, New & Active/Significant Action listings, and New Artists charts, will return next week.

According to a KMJQ statement, two Houston competitors, Viacom Country outlet KIKK and Group W's Beautiful Music KODA, petitioned Arbitron to lower its estimates of Houston's black population. Pressure by these two major broadcast groups led to an announcement in August [1987] that Arbitron would lower the population estimates in the fall '87 report.

Amplifying the sequence of events, Arbitron VP Rhody Bosley said KIKK and KODA petitioned MSI to lower the estimate on the basis of new 1987 data from the Texas Department of Health. KMJQ contends that data actually stemmed from a 1984 survey. MSI officials were unavailable for comment.

KMJQ Survey "Not Considered"

KMJQ protested the new lower estimate, and at a meeting with Arbitron and MSI officials, presented a population report from Houston's Dept. of Planning & Development, endorsed by the city of Houston and Harris County. This data, KMJQ states, "showed the black population to be greater than the MSIs estimates and is information more current than any MSI has been using."

Arbitron turned the decision over to MSI, which wrote KMJQ that it was satisfied with its estimates and would not take into consideration the new data. KMJQ had submitted.

Wave Hits Detroit As WNTM Becomes VWAE

WNTM/Detroit, which programmed syndicated AC product from Drake-Chenery and most recently Concept Productions, has switched to Satellite Music Network's "Wave" format around the clock. The station adopted the new calls WVAR ("The Wave") at noon Monday (12/28).

Station Manager Joseph Baccarella told R&R, "We've had calls from people who are excited about being able to get a steady diet of this type of music. One New Age listener called saying he's put notes around his office urging everyone to tune in. We'd been watching 'The Wave' for some time, and felt..."

January 1, 1988

KEEP SELLING THOSE SPONSORSHIPS

Chris Beck provides sales strategies for selling sponsorships of special shows and static promotions (movie premiers, Toys for Tots, etc.). He provides plenty of examples and adds ideas to keep the sponsorships fresh and enticing for advertisers.

TAKING A FLYER AT A ROLLING DONUT

Can the size of donut holes indicate economic prosperity? Do teenagers tell the truth about their sex lives? How old is that coin-fed classic construction, the jukebox? These and other questions of vital interest are answered on R&R's Overview's unique Lifestyles page, the only place in the radio/record universe you can get this stuff.

FEATURES

WASHINGTON REPORT: Fairness may be dead now, but fairness with a small "f" will still be a watchword for radio newsmen...

RADIO BUSINESS: FiCO sells WGM for $34 million...

OVERVIEW:

SALES STRATEGY: Selling sponsorships...

MANAGEMENT: How to offer just rewards to deserving employees...

MEDIA: More people than ever can't stand commercials...

LIFESTYLES: Teen sex, jukeboxes, and donuts...

NEWSBREAKERS:

STREET TALK: WPLI's new WWPI, and Z100 supplies a helpful translation of its own...

DATEBOOK:

MUSIC: Joni Mitchell's bizarre assortment of musical guests...

CALENDAR: The rewriting-of-newspapers syndrome and how it can trip you up...

MARKETPLACE...

OPPORTUNITIES...

FORMATS

CHR: Pix for fans of tans & beefcake...

AOR: Moons, baloons & morning loons — plus that inescapable Pink Floyd pig...

URBAN CONTEMPORARY: Christmas charity & station visits...

AC: Wheeling & dealing in Indianapolis...

COUNTRY: KILZ converts to wedding chapel...

MUSIC INFORMATION

COUNTRY...

MUSIC-INTENSIVE AC...

AOR TRACKS...

AOR ALBUMS...

CHR, URBAN CONTEMPORARY...

AC, AOR, CHR, URBAN CHARTS...

www.americanradiohistory.com
LETTER

Metropolitan States WMMR's Case In ARB Controversy

Dear R&R:

In your December 11, 1987 issue, you printed a long article by Stan Hiber discussing a complaint before Arbitron over a promotional contest conducted by Metropolitan Broadcasting's WMMR. Unbeknownst to your readers, the author or filed the complaint on behalf of a competing station owned by his company. Thus Mr. Hiber's viewpoint was hardly objective, and his assertions require a response.

WMMR conducted a three-tiered, almost year-long promotional effort to build listening times and to assist in-house audience research. The campaign began with on-air announcements of rewards for "loyal listener." "... added television spots promoting the reward program, and culminated with a direct mailing to some 300,000 addresses in the Philadelphia area. The direct mailing included a WMMR promotional poster gift, a loyal listener computer-generated number, and a form for entry of typical listening times, all prominentely displaying the WMMR logo and symbols. The entry form contained an address for WMMR on one side and a grid for entry of listening times on the other side. The sample printed by Mr. Hiber contained only one side of this form. Mr. Hiber's company complained to Arbitron about the loyal listener information form on behalf of its competing station, WEGK, and Mr. Hiber's article argued strenuously for the most drastic action against WMMR, deluting from the next Arbitron book. Though Mr. Hiber reported increasing numbers of complaints to Arbitron over promotional contests, he discussed only the complaint affecting his company's competitor.

In fact, Arbitron has decided to list WMMR with an asterisk calling attention to the loyal listener promotion. Arbitron's action was based on its inability to show any distortion in ratings as a result of WMMR's campaign. Any actual confusion between the WMMR form and the Arbitron diary among those few persons who received both. Indeed, Arbitron found "because of this similarity (between the diary and WMMR's form), it is possible that people who have received and filled out the 'Loyal Listener Card' will be more familiar and more comfortable with the Arbitron diary when they receive it and will thereby be more apt to complete the diary and return it at a rate higher than that for the general public."

In response to competitive complaints, WMMR contended successfully that its promotional campaign was no more responsible for rating distortion than other major efforts during a measurement period, whether by on-air announcements, television spots, billboard and transportation ads, or the like. All of those efforts attempt to keep a station's call sign or slogan before the public in the hope that Arbitron diarykeepers will remember this information when filling out the diary. Contrary to competitive assertions, moreover, WMMR believes any ordinary person can tell the difference between promotional literature, with a station's call sign and logo prominently and continuously displayed, and a diary not so adorned. Thus WMMR's promotion was ringed off for special treatment on the basis of competitive complaints, surmise, and discomfort with the thought that WMMR listeners might be filling out their diaries more accurately, and more willingly.

I appreciate the opportunity to respond to the self-serving piece written by Mr. Hiber. For the future, I believe you owe your readers a disclaimer whenever an ostensibly objective piece pushes one competitor's point of view.

Carl C. Brazzell Jr., President
Metropolitan Broadcasting

Hunter Captured By KWOD

Jeff Hunter, PD at KDON/Salt lakes-Montery for the past year, has returned to KWOD/San Francisco. Previously a consultant to the station, he has also spent time in the market as an air personality at KXOA-AM & FM and PD at KNDK. Hunter replaces Tom Chase, who moved over to program competing CHR KROY.

KWOD's programming experience also includes stints at XETRA/San Diego and KITS/San Francisco, told R&R, "My first job is to fine-tune KWOD, and in the process stimulate and motivate the entire staff. Coming off of a great book, we feel KWOD is on the right path and we're looking to improve our numbers rapidly."

"The deciding factor is understanding the weaknesses of the rest of the market," he continued. "I think KROY is most vulnerable as 'third tier' into the format. When I consulted KWOD before, we took the then-third CHR entry, KPOP, and ran them into another format. AOR. I'm looking for history to repeat itself."

Hunter's replacement is pending.

WNBC Ups Fenston To GSM

Stuart Fenston has been promoted from Sales Manager to GSM at Full-Service AC WNBC/New York. He succeeds Peg Kelly, who was elevated to VP/GM last November when John Hayes exited to KIHR/San Francisco.

Kelly told R&R, "Shy's exceptional leadership qualities, which made him a successful Sales Manager, along with his market experience, were all the reasons I needed to appoint him GSM."

Fenston said, "I am very pleased to continue working with one of the most professional sales departments in the country. I look forward to continuing sales successes at WNBC in the years to come."

Fenston had been Sales Manager since February 1986. Prior to this he was NSM for one year and an AE for four years. He previously held AE posts at crosstown WABC (from 1979-81) and WHN (from 1973-78).

Brian Philips
Phillips PD At WBJW

After a year as Program Manager at MAirie's market-dominant CHR WMMS/Cleveland, Brian Philips has resigned to accept the PD post at Nationwide's top-rated CHR, WBJW (BJ105)/Orlando. He replaces Brian White, who became GM/PD at KMJ/Tampa/St. Petersburg last month.

BJS GM Rick Weinauf said, "Brian has an incredible background and track record—not only at WMMS, but in Charleston at WSKX. A native Floridian from Boca Raton, he's ready to escape the snows of Cleveland for the warmth of Florida."

Explaining why he left for a smaller market, Philips told R&R, "This is an opportunity to go back to my roots. Nationwide was there with the right position at the right time in Orlando, one of the fastest-growing radio markets in the country. Two new counties soon will be added to the metro, which will make Orlando a top 25 market. This move allows me a shot at creating a legendary station, not just helping to maintain one."

Philips begins his new duties January 6.
HERE'S WHAT THE BEST HAVE TO SAY ABOUT SELECTOR.

(#3 IN A SERIES)

"Simply put, Selector is the undeniable standard by which all other systems are judged. Programmers have confidence in Selector because they know the system was written by people who understand radio and the business of music selection."

"One of the first questions we ask a new station is "Do you have Selector?" If the answer is "no", the next question is "When are you going to get it?"

"I've just finished with day three of using Version 11X of Selector. Somehow you have improved on perfection! 11X is the fastest program I have used and the manual scheduler defies description. It sure has come a long way since I first used it in 1983. Thanks for giving Hot 103 the edge we're always after!"

"By managing the complex rotations in use at KRTH, Selector makes my job much easier and really helps me control the sound of my radio stations."

"Selector is the single most valuable programming tool I've worked with in over 19 years."

Brian Christopher
Asst. Program Director
Q-105—Tampa

Dwight Douglas
President
Burkhart/Abrahms/Douglas/Elliott & Assoc.

Steve Ellis
Music Director
Hot 103—New York

Phil Hall
Program Director
KRTH-FM/AM—Los Angeles

Shadow Stevens
Regional Programming Dir.
E-Z Communications
B-97—New Orleans

SELECTOR means success.
Congressional proponents of Fairness Doctrine codification say they'll grit their teeth and go back in the ring for another fight despite a stunning defeat shortly before the holidays. But broadcasters surveyed by R&R unanimously said their commitment to fairness will not waiver—with or without the Doctrine as law.

"The President and this administration have not heard the last of the Fairness Doctrine," said Rep. Edward Markey (D-MA). An aide to the Congressman predicted the House Telecommunications Subcommittee will quickly resurrect the issue in 1988.

Sen. Ernest Hollings (D-SC), Chairman of the Senate Commerce Committee, vowed vengeance in future Congressional sessions. "(The FCC staffers) don't know what they're doing. You've got a bunch of children over there," Hollings told the Los Angeles Times.

Congress eventually gave up on the hard-fought issue during the wee hours of December 21, after President Reagan refused to back down on his veto to veto the $6 billion appropriations bill if it contained the Fairness Doctrine provision. Legislators, worried about ruining their holiday plans if forced to remain in session to overturn a veto, quickly threw in the towel.

Other matters affecting the broadcasting industry remained attached to the budget bill President Reagan eventually signed into law. Lawmakers prohibited the FCC from wiping out restrictions on cross-ownership of newspapers and broadcast properties in the same market. Minority ownership preferences were given a big boost by language that requires the FCC to stop its year-long reassessment of minority policies. The Commission was also instructed to increase efforts to help minority owners by lifting the suspension of distress sales which permit the use of minority tax certificates.

"It's business as usual around here, despite a change in the letter of the law," said WTOP/Washington GM Holland Cooke. "That's the way we do business anyway, in the spirit of the law."

Despite worries by Congressional Democrats that the public interest is being shortchanges by the lack of a Fairness Doctrine, Cooke says lawmakers needn't worry about a sudden rash of unfairness and biased reporting on the air.

"The Founding Fathers never wanted to ensure a fair press so much as a free press. When you do what we do as a living, you always try to be fair," Cooke said.

"It won't affect us in the slightest," said WBBM/Chicago ND Chris Witting Jr. "Our policy has always been to present a balanced picture of the news. I think that's true of broadcasting stations in general."

Broadcasting Lobbyists Happy, On Guard

Despite those setbacks, the President's stubbornness on the Fairness Doctrine issue cheered broadcast industry lobbyists. But NAB President Eddie Fritts and RTNDA President Emile Shultz warned that the victory may be short-lived if the issue picks up steam again on Capitol Hill.

"Broadcasters strongly believe in fairness and will continue to provide it as part of their professional responsibility," said Fritts. "They have now been afforded the opportunity to continue presenting all sides of controversial issues without the chilling effect of government oversight. The result, we believe, will be more diversity of viewpoints on the airwaves—not less."

"Broadcasters cannot yet celebrate a final victory," added Shultz. "The Doctrine has powerful supporters in both houses of Congress. It should come as no surprise if the Fairness Doctrine reappears in some form in the next session. In the meantime, broadcast journalists should continue to do what they have always done: cover the news fairly, accurately, and as completely as possible by their own personal and professional journalistic standards."

Broadcasters: "No Effect"

Broadcasters across the nation interviewed by R&R echoed Shultz, saying the defeat of Fairness Doctrine codification would have no effect whatsoever on their news and public affairs operations.

"It's business as usual around here, despite a change in the letter of the law," said WTOP/Washington GM Holland Cooke. "That's the way we do business anyway, in the spirit of the law."

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"It won't affect us in the slightest," said WBBM/Chicago ND Chris Witting Jr. "Our policy has always been to present a balanced picture of the news. I think that's true of broadcasting stations in general."

Fairness An Unfair Name

Witting said CBS News long ago established responsible reporting standards, and the staff at his all-news station sticks closely to them. "To me the biggest problem with Fairness is its name," he continued. "It implies that we are going to be unfair. The public is confused as to exactly what it does or what effects it might have. It's in the best interests of any radio station to present a balanced view of a story. The Fairness Doctrine hasn't been needed for newspapers, so I don't know why it's needed for broadcast stations."

Group W Still Backs Doctrine

A dissenting note was struck by WINS/New York ND Jeri Love, who backed the position taken by Group W executives that the Doctrine is needed to protect the public interest.

"Westinghouse has always been an avid supporter of the Doctrine, and company policy will continue to adhere to its principles," Love said. "Personally, I think that the media as a public service have a responsibility to provide jobs and Mary Q. Public with as broad a perspective as possible on issues. The Doctrine helps with that."
BELINDA

Carlisle

I Get Weak

The New Single From The Gold Album

Produced by Rich Nowels
Mixed by Shelley Yaki
Management: Danny Goldberg and Ron Stone

MCA RECORDS
TRANSACTIONS

RKO Sells DC Classical Combo For $34 Million
Narragansett Scores $8.5 Million Omaha Combo, Hepburn Engineers Indiana Tax-Free Flip-Flop, Elton Spitzer Back In Action On Long Island

Deal Of The Week:

WGMS-AM & FM/Washington
PRICE: $33,885,000
BUYER: Classical Acquisition Partnership, headed by John VarStadig. He is the head of VarStadig Broadcasting, which owns WCEN-AM & FM/Cambridge, MD and WAYZ-AM & FM/Waynesboro, PA.
SELLER: RKO General, a division of GenCorp. The radio division is headed by Jerry Lyman, who previously was VP/GM of the stations.
FREQUENCY: 570 kHz; 103.5 MHz
POWER: 5 kw/1 kw days; 47 kw at 510 feet
FORMAT: Classical

KAFM/Payson
PRICE: $108,000
BUYER: Pleasant Valley Broadcast Corp., owned by Jeffery Morris and Jane Morris. Mr. Morris is the VP/GM of KPNX-TV/Phoenix, AZ.
SELLER: High Country Broadcasting Corp., owned by the estate of Millard Orick Jr. and C.R. Orick. Orick also owns interests in KJJJ/Cilton, AZ and KBSV/Red Lodge, MT.
FREQUENCY: 103.9 MHz
POWER: 1.6 kw at 393 feet
FORMAT: Country

Station Sale & Frequency Swap/Bloomington
PRICE: $8.75 million
COMMENT: In a complicated transaction, New Barnstable Corp. proposes to acquire WBWB, a Class A FM station operating at 96.7 MHz, from Indiana Communications for $3.5 million. During a simultaneous closing of a second deal, New Barnstable will upgrade its property by swapping frequencies and transmitting plants with WTTWS, a Class B FM station operating at 92.3 MHz that is owned by Sarkes Tarzian. The swap has been structured as an arm's-length exchange valued at $5.25 million. WTTTS will then operate at the 96.7 MHz frequency, and WBWB will operate on 92.3 MHz. See below for details.
BROKER: Todd Hepburn of Ted Hepburn Co.

WBWB/Bloomington
PRICE: $3.5 million
BUYER: New Barnstable Corp., principally owned by Albert Kaneb. He also owns WHLI & WKJY/Hempstead, NY; WGXX/Memphis; KSSN/Little Rock; WSLR & WKDD/Akron; and WHOM/MTW/Bloomington, NH.
SELLER: Indiana Communications Inc., headed by Rolland Johnson. He is the President of Duchessous Communications Co., and owns interests in WASK-AM & FMLafayette, IN; KDAL-AM & FM/Duluth; KAIR & KJY/KTucson; KESR/Sacramento; and WNAA & WHFS/Annapolis, MD.
FREQUENCY: 96.7 MHz
POWER: 3 kw at 280 feet
FORMAT: CHR
BROKER: Ted Hepburn Co.

WTTS/Bloomington
PRICE: $5.25 million, of which $1.75 million will be paid in cash and the balance by swapping frequencies.
BROKER: Sarkes Tarzian Inc., principally owned by Thomas Tarzian. The company also owns WGTC/Bloomington, IN; WJUI/Wayne; IN; and two TV stations.
FREQUENCY: 92.3 MHz
POWER: 37 kw at 1090 feet
FORMAT: AC

WLJC/Beattyville
PRICE: No cash consideration
BUYER: Harvest Inc., a non-profit corporation headed by Forest Drake.
SELLER: Forest Dive
FREQUENCY: 102.3 MHz
POWER: 1.7 kw at 400 feet
FORMAT: Religon

Continued on Page 10

TRANSACTIONS AT A GLANCE

Deals Announced As Of 12/29/87: $2,653,247,424
This Week’s Action: $64,631,775
Deal Of The Week:

WGMS-AM & FM/Washington $33,885,000
- KAFM/Payson, AZ $108,000
- Frequency swap, Bloomington, IN $4.75 million
- WBWB/Bloomington $3.5 million
- WTTS/Bloomington $5.25 million for frequency & transmitter
- WLJC/Beattyville, KY No cash consideration
- WGOY-AM & FM/Baton Rouge, LA $5 million
- WJCO/Jackson, MI $150,000
- KRR/Walter Park St, Cloud, MN $175,000
- KBR & KOD/Bellings, MT $600,000
- KEZO-AM & FM/Omaha $1.5 million
- WIZR & WSRD/Johnstown, NY $60,250 for 12.5% ownership
- WRIN & WRNDRiverhead, NY $4.5 million
- KBIX/Muskogee, OK $282,524 debt assumption
- WEOO/Waynesboro, PA $150,000
- Frequency Swap, Lamesa, TX $30,000 and engineering charges
- KLSC/Lamesa, TX (CP Sale)
- KUF/Beattyville, TX
- WKR/Watervillage, VA (CP Sale) $1
- WLVA/Lynchburg, VA $245,000
- WAMX-AM & FM/Beaverton, OR $1.9 million

WTTS/Bloomington
PRICE: $5.25 million, of which $1.75 million will be paid in cash and the balance by swapping frequencies.
SWEET: Sarkes Tarzian Inc., principally owned by Thomas Tarzian. The company owns WJUI/Beattyville, IN; WJUI/Beattyville, IN; and two TV stations.
FREQUENCY: 92.3 MHz
POWER: 37 kw at 1090 feet
FORMAT: AC

WLJC/Beattyville
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BUYER: Harvest Inc., a non-profit corporation headed by Forest Drake.
SELLER: Forest Drake
FREQUENCY: 102.3 MHz
POWER: 1.7 kw at 400 feet
FORMAT: Religon

Continued on Page 10

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ATTN: Jon Horton

Name ____________________________ Station Company ____________________________
Title ______________________________ Street _______________________________
City/State _________________________ Telephone ___________________________
Zip ______________________________
TRANSACTIONS

Continued from Page 8

Louisiana

WOXY-AM & FM/Baton Rouge
PRICE: $5 million
BUYER: Vetter Communications Co. Inc., owned by Cyril Vetter. The company also owns KFXK/Marksville, LA and WVLY-TV/Baton Rouge.
SELLER: Encore Communications Associates L.P., headed by Ronald Greenberg. The company also owns KXIL/Del Valle, TX; KNFD/Austin; KBFM/Edinburg, TX; KOKY & KCOU/ Little Rock; and KOKA & KKVU/ Shreveport, LA.
FREQUENCY: 910 kHz; 100.7 MHz
POWER: 1 kw; 100 kw at 690 feet
FORMAT: AC

Minnesota

KRAI/Walpe Park-St. Cloud
PRICE: $175,000
BUYER: Genesis Broadcast Professionals Inc., owned by Ronald Linder. He also owns an interest in KJWM & KQIC/Wilmurn, MN.
SELLER: Kleven Broadcasting Co., owned by Leslie Kleven and Marguerite Kleven. They also own KBHR & KRCS/Stergus, SD; KQOU Jackson, MN; and KRBB & KLYC/Dickinson, SD.
FREQUENCY: 1390 kHz
POWER: 2.5 kw days/1 kw nights
FORMAT: Station is currently dark
COMMENT: This is the second proposed sale of this station in 1987. Plans to sell the property to West Side Communications collapsed when financing did not materialize.

Nebraska

KEZO-AM & FM/Omaha
PRICE: $5.5 million
BUYER: Narragansett Broadcasting, headed by President John Franka. The company also owns KSJO & KHTT/Son Jose; KAUY/Tulsa; WYNK-AM & FMBaton Rouge; and KLVI & KKYR/Baumont-Pont Arthur, TX.
SELLER: Albino Communications, owned by Bertram Lee and E.W. "Skip" Flanly. They also own KDAD Ogden, UT.
FREQUENCY: 1490 kHz; 92.3 MHz
POWER: 1 kw; 100 kw at 1250 feet
FORMAT: AC
BROKER: Richard Chaplin of R.C. Crisler & Co.

Montana

KBIT & KOOK/Billings
PRICE: $600,000
BUYER: Citadel Associates Ltd. Partnership, owned by Lawrence Wilson and Fritz Beesemyer. They also own KKF/M/Colorado Springs, CO and KBOZ-AM & FM/Bozeman, MT.
SELLER: KOOK Associates Ltd., headed by John Hough. He also owns KUUY & KKAZ/Cheyenne, WY and KKI-LAM & FMGrand Junction, CO.
FREQUENCY: 970 kHz; 102.9 MHz
POWER: 5 kw; 100 kw at 500 feet
FORMAT: AC
BROKER: Richard Chaplin of R.C. Crisler & Co.

New York

WIZR & WSRR/Johnstown
PRICE: $56,250 for 12.5% ownership
BUYER: Joseph Caruso and Robert Higgins.
SELLER: Hometown Broadcasting Corp., owned by Matthew Matarrese, Joseph Reilly, and Robert Higgins. Reilly also owns WRBZ/Astlington Falls, NY and WAYF/Hudson Falls, NY. His wife is VP of WTRY & WPXY/Albany, NY.
FREQUENCY: 930 kHz
POWER: 1 kw daytimer
FORMAT: AC

WRCN & WRHD/Riverhead
PRICE: $4.5 million
BUYER: Williams-Spitzer Media Corp., owned by Robert Williams and Elton Spitzer. Williams also owns an interest in WKAP/Allentown, PA, Spitzer previously operated WLR-FM/Garden City, NY. He also owns WLR/Spring Valley, NY; WYUT-AM & FM/Kenner, LA; and WXXP/New Kensington-Pittsburgh, PA.
SELLER: East Shore Broadcasting Corp., headed by President Richard Adrien.
FREQUENCY: 1670 kHz; 103.9 MHz
POWER: 1 kw daytimer; 3 kw at 488 feet
FORMAT: AC

WTKR/Earlysville (CP Sale)
PRICE: $1
BUYER: Edward Baker, db/a Rural Radio Service. He also owns WSOH/Winston-Salem, NC; WCNX/Claremont, NC; and three other AM Cpas.
SELLER: Vernon Baker, db/a Rural Radio Service. He also owns WZB & WLGX/Xenia, OH; WKGI/Smithfield, VA; WSGW/Winston-Salem, NC; and four other AM Cpas.
FREQUENCY: 840 kHz

WVLA/Lynchburg
PRICE: $345,000
BUYER: Stereo 59 Inc., owned by Loui Is Kessler.
SELLER: Laurence Morin, trustee in bankruptcy for WVLA of Lynchburg Inc.
FREQUENCY: 590 kHz
POWER: 1 kw
FORMAT: AC

West Virginia

WAXM-AM & FM/ Hinton
PRICE: $10.0 million
BUYER: Fifth Avenue Broadcasting, owned by Tom Wolt. He is a Huntington-based owner of McDonald's restaurant franchises.
SELLER: Stoner Broadcasting Systems, headed by Chairman Tom Stoner.
FREQUENCY: 930 kHz; 93.7 MHz
POWER: 5 kw days/1 kw nights; 100 kw at 741 feet
FORMAT: AC

WVFA/Waynesboro
PRICE: $1,000,000
SELLER: Cumberland Valley Broadcasting Co., owned by Richard Fister, Virginia Fister, and Dan Parker. They also own WCMI & WRKX/Ottawa, IL.
FREQUENCY: 1130 kHz
POWER: 1 kw daytimer
FORMAT: AC

Critical Mass Media - Research • Strategic Planning • Direct Mail Marketing • Mental Weaponry
3340 Erie Avenue • Cincinnati, Ohio 45208 • 513-871-6928

10 R R January 1, 1968

www.americanradiohistory.com
Do you remember a time when your favorite rock & roll songs were more than just tunes to tap your feet to? A time when most of the major events of your life had that special song attached to them? If so, the Westwood One Radio Network invites your weekly participation in Backtrack - the exclusive two-hour musical odyssey recalling those moments from the 60's and 70's when rock music - and many of those who listened to it - were fast coming of age.

Hosted by Jim Ladd, one of AOR radio's most authoritative voices, Backtrack is the lifestyles and the politics; the significant and the silly - it's the names of those that we've long forgotten as well as the names that we will never forget. And Backtrack drives it all home through a series of crafted montages and music sets featuring the top tracks of the day, as well as audio bites from the television shows that we all loved and can't believe we ever watched, the commercials that ushered us into the world of consumerism, the news flashes that shocked us and the humor of the day that helped make it all a little better.

Backtrack. It's dramatic. Unpredictable. And always great fun. Who says you can't go home again! For more information on how to make Backtrack a part of your line-up, call a Westwood One Representative today at (213) 204-5000, FAX (213) 204-4375, or Telex 4996015 WWONE.

WHERE THE SIGHTS AND SOUNDS OF THE 60's & EARLY 70's COME ALIVE ON YOUR RADIO!

www.americanradiohistory.com
Radio Sponsorships: Hoisting The Sales

By Chris Beck

I’m putting together some 1988 sponsorship ideas for my sales department. Any recommendations?

There are two kinds of sponsorships to consider. One is the sustaining or annual sponsorship; the other is the non-sustaining sponsorship.

Speaking from a revenue and sales perspective, it’s better to do several non-sustaining sponsorships during the year, as these generally generate the most sales enthusiasm and revenue.

The reason for doing several non-sustaining promotions during the course of a year is the same reason that you wouldn’t leave the same linemarker in the studio all year long. When the cards are new, it’s easier for your airstaff to sound enthusiastic than when the card has begun to yellow around the edges.

The same holds true for salespeople. Usually, when you first give a new sales opportunity, it’s something different and receives enthusiasm, which translates into sales. However, the longer it’s offered, the less it’s pitched.

Regardless of whether you decide to do a sustaining or non-sustaining promotion, you should try to include as many “value-added” items as possible. Print collateral is important, especially if the sponsorship is being used to generate new account dollars.

You should also try to offer as many static promotional possibilities as you can. Static promotion provides your clients and sponsors with the opportunity to showcase their businesses’ names or products at a new location that they probably couldn’t get on their own. This can be done easily by creating tent-cards or posters that feature the sponsoring companies’ logos, or in a more complex manner by setting up a booth and banners at a particular event.

Right now, you’re probably wondering how you’re going to find the time to put all these events together. The answer is that you probably already have several possibilities on your station’s promotional calendar for 1988.

For example, many stations are co-sponsoring movie premieres with a third client. Similarly, if you’re planning a “Toys For Tots” campaign, get a third party to underwrite your efforts. Banks are but one example of a category that carries a significant public relations budget for just such an opportunity.

Finally, when you’re out searching for co-sponsors, make sure programming and sales agree upon the types of accounts whose image would be compatible with not only your station, but also the event. (For a list of additional non-sustaining sponsorship ideas, check out the adjacent sidebar.)

As for sustaining sponsorships, the most popular and fastest-growing sector lies in the area of business information. These segments should not be just a bunch of boring Wall Street facts and figures, but more along the lines of USA Today’s business coverage. Shows that offer a survey of national trends, supplemented by local business news or interviews with business leaders and entrepreneurs, have already proven profitable in this area.

Another popular sponsorship area is sports. Everything from traditional sports reports and sports commentaries to sports interviews and scoreboard shows is fair game here.

Two other sponsorship areas to consider are entertainment and lifestyle coverage, and health and fitness. However, any sponsorship you can tailor to your station’s format and needs can—and should—be sold.

Four Tips For Non-Sustaining Sponsorships

The following are some popular and profitable non-sustaining sponsorship categories for you to consider in 1988. The four main categories are event-based, print collateral, direct mail, and telephone-originated.

1. EVENTs
   - Recruitment & job fairs
   - Franchise fairs
   - Concerts
   - Art shows
   - Sports
   - Sanctioned or charity runs
   - Bicycle races
   - Free information workshops
   - Financial
   - Legal
   - Real estate
   - Bridal fairs

PRINT COLLATERAL
   - Handbooks & leaflets
   - Medical
   - Tax
   - Emergency preparedness
   - Dining guides
   - Sports schedules
   - Commuter maps
   - (Highlight alternate routes)

DIRECT MAIL CONTESTS
   - Business
   - Residential
   - (Include cents-off coupons)

TELEPHONE-ORIGINATED
   - Entertainment hotline
   - Sportline
   - Free time & temp
   - Mobile reporters
   - Traffic
   - News

NOT A NEW CATEGORY TO WATCH

Polo On The Radio

Once viewed as an elite sport for bluebloods, polo is currently experiencing a tremendous mass market growth in popularity. Stations are capitalizing on this growth, not only via general market advertising but also through third-party promotional tie-ins. To locate the polo club in your area, look for equestrian centers.

Chris Beck is President of Chris Beck Communications, a sales consulting firm. If you have a question you’d like this column to address, he can be reached at (818) 594-0851.

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

12 R&R January 1, 1988
THE HOT PRODUCT FOR 1988

GIANT BOOM BOX™ BRINGS NEW LIFE TO RADIO

The GIANT BOOM BOX was introduced in February '87 at the RAB Managing Sales Conference and local market promotions haven't been the same since. An immediate success, The GIANT BOOM BOX sold in over 130 radio markets in less than eight months. The concept, developed by radio entrepreneur Eric Rhoads, is a GIANT-sized fiberglass boom box that dominates a space of 27-ft. long, 16-ft. tall, and 8½-ft. wide. Mounted on a trailer, it can be easily transported and hooked-up by stations at events and promotions.

Even greater success is predicted for 1988. As the first such promotional vehicle of its kind in the radio industry, the GIANT BOOM BOX has placed the stations who use it exclusively in each market in an envious position. These stations now have several promotional advantages that no other competitive station in their market can offer. Because of the enormous size of the radio giant, stations who have it can dominate every event they attend. They can't avoid being noticed...and making an impact. Where other stations blend into the crowd with conventional vans and RV's, the GIANT BOOM BOX commands attention. It also provides a comfortable, climate-controlled environment for the station's talent to work...as a studio, a mobile dance machine, a parade float, a remote, or just an attention getter.

Sponsors are enamored with the GIANT BOOM BOX and have underwritten its cost in virtually every market. This arrangement has ensured that stations are incurring no costs to themselves and profiting from co-sponsorship agreements.

We spoke with many stations who have had major soft drink bottlers sponsor the GIANT BOOM BOX because it is such a powerful image tool. Rhoads told us, "One GM had his AE present the package to a nationally recognized consumer product on a Monday morning and asked them for a decision by noon Tuesday. Knowing the decision-makers were hot on the idea, he decided to pitch it to their biggest competitor and give them a chance too. He had another AE pitch the competitor Tuesday morning. Since he felt the first client was going to commit, he told the AE to double the price of the package and the accompanying spot rates. The competitor bought it on the spot and the AE came back with an order at the higher package price. Unfortunately, while the AE was getting the order, the first client had called and bought the package."

Stations who have had the GIANT BOOM BOX in '87 increased revenues considerably by increasing rates, packages, appearances and remotes. Surprisingly enough, the GIANT BOOM BOX has been equally successful in all size markets...from the majors to the non-rated. Rhoads said that though over 130 markets have been sold, it's not just the top 130. "People call daily, wanting to know if their market is still available. Many are surprised to discover that some of the larger markets are still open. Though we published lists of sold markets, even some of those have become available again. If you are not 100% sure, it's best to check with us."

In 1988, more attention will be focused on radio because of the GIANT BOOM BOX, and it's predicted that a GIANT BOOM BOX will be based in almost every market, large and small. Stations across America are recognizing the success of stations like POWER 106/Los Angeles, Q101/Chicago, KROB/Houston, Y95/Dallas, Hot105/Miami, WSM/Nashville, WRBQ/Tampa, Q106/San Diego, and more than 130 others. Major advertisers like Coke, Pepsi, Bud, Miller, McDonald's, Dr. Pepper, Arby's, and Kodak will continue to commit to the GIANT BOOM BOX in markets throughout the U.S. The new year will bring many new challenges to radio, however, we predict that the GIANT BOOM BOX will bring a higher share of success and visibility to those stations that commit to the concept.

"Now that 1988 budgets are available, we are receiving calls from stations who we never knew were interested," said Rhoads. "Though we love it, many have called and learned that their market has been already sold or reserved by a competitor."
How To Honor Your Heros

Six Rules For Recognizing Employees' Accomplishments

One of the most important aspects of management is giving your employees positive reinforcement for a job well done. Many people confuse monetary compensation with recognition—but there is a big difference, perhaps best illustrated by the following rule of thumb: compensation is an employee’s right; recognition is an employer’s gift.

According to Harvard Business School professor Rosabeth Moss Kanter, when it comes to handing out positive reinforcement, you should keep these six rules in mind:

- Give recognition and rewards in public. If the recognition is kept secret, it defeats the purpose.
- Timing is important, and recognition should occur throughout a project. Delaying praise negates its value.
- Model the recognition to fit the needs of specific employees. Have several reward options available to best serve this purpose.
- Give recognition in a realistic, personal, and honest manner. Don’t turn it into an overblown production.
- Make sure employees understand exactly why they’re being recognized and rewarded. Along with a clear connection between accomplishments and rewards, be sure your employees know the standard on which these rewards are based.
- Recognize those in your company who recognize other employees for a job well done. In other words, reward those who reward others.

Corporate Perks Show Healthy Growth

The most important bargain point for a new employee is the amount of his or her starting pay. However, for many new hires, the perks and fringe benefits offered by the company can be just as important.

Currently, the fastest-growing corporate perk is a company-paid membership in an athletic club. According to the Montereiy, CA-based Small Business Report, 17% of US businesses are offering this perk, up from a mere 1% of the American companies who offered it in 1983.

<table>
<thead>
<tr>
<th>DATELINE</th>
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<tr>
<td>January 11-12, 1988 – 21st Burns Media Radio Seminar, Registry Hotel, Los Angeles, CA</td>
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<tr>
<td>January 31, 1988 – Super Bowl XXI, Jack Murphy Stadium, San Diego, CA</td>
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<tr>
<td>February 7-12 – NAB 23rd Annual Management Development Seminar for Broadcast Engineers, University of Notre Dame, South Bend, IN</td>
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<td>February 12-13, 1988 – Gavin Convention, St. Francis Hotel, San Francisco, CA</td>
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<td>February 13-28, 1988 – Winter Olympics, Calgary, Alberta, Canada</td>
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<tr>
<td>February 18-20, 1988 – Minorities and Communications Conference Sponsored by Howard University, Howard Inn and Blackburn Center, Howard University Campus, Washington, DC</td>
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<tr>
<td>March 2, 1988 – National Association of Recording Arts and Sciences 30th Annual Grammy Awards, Radio City Music Hall, New York, NY</td>
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<tr>
<td>March 3-5, 1988 – R&amp;R Convention, Loews Anatole, Dallas, TX</td>
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PUBLIC SERVICE WITH HEART

Health is a hot topic. The Heart of the Matter is a hot radio series that deals with heart, health, and quality of life issues. And it’s free.

The Heart of the Matter brings your listeners credible professionals from sources such as Johns Hopkins, NIH, and the National Cancer Institute. They talk about everything from heart attack prevention, to AIDS, to nutrition and sports medicine.

Adjacencies can be sold at the beginning and end of each segment of The Heart of the Matter. And you can choose the daily 4½ minute program, the 29 minute weekly magazine version, or 90 second format.

Call us for more information and a free demo at (301) 486-4624

DIAMOND COMMUNICATIONS, INC.
2835 SMITH AVENUE, SUITE 205, BALTIMORE, MD 21209
A Promotion That Goes For The Jugular

Your listeners can win videocassettes of Warner Home Video’s hip vampire movie “The Lost Boys,” plus grand prizes -- official “Lost Boys” denim jackets and other prizes. This free promotion is available in February on an exclusive basis in the Top 20 markets.

Call today for a taste.

Call Henry Mowry or Mary Fisher at R&R Marketing.

(213) 553-4330
Rock History ... By The People Who Wrote It!

Some people have a hard time justifying the "Q & A" formatted interview in print. Quite often, it looks as though a tape recorder did all the work — and the writer took the songs at a freebie line-out of the deal. There are notable exceptions, of course. Playboy is famous for its interviews, and Musician magazine has built its reputation by running some of the best "Q & A" interviews in the consumer music press.

Bill Flanagan is the Executive Editor of Musician, and "Written In My Soul: Conversations With Rock's Great Songwriters" (Contemporary, $13.95 paperback) is a collection of some of his best interviews. A lot of these have appeared in the magazine, as well as other places — but several (most notably the first interview Bruce Springsteen has given to anyone aside from Dave Marsh in several years) appear here for the first time. Flanagan's approach is conversational in tone, and he manages to pull each interview off intelligently and entertainingly.

Featuring interviews with 29 songwriting greats (and it's a strange mix), the book is almost a history of the music through the eyes of those who created it. The contents range from Willie Dixon, Chuck Berry, and Carl Perkins to Mick Jagger, Keith Richards, Bob Dylan, and Van Morrison to Springsteen, Elvis Costello, Sting, and Bono.

In addition to the interviews, Flanagan includes some interesting historical and critical perspective. It's just that the interviews that make this book, and the quotable quotes one can find within:

Chuck Berry: "That (Johnny B. Goode) riff comes from ideas that influenced me. It all comes from somebody else. I've been stealing all these years, man."

Keith Richards: "I don't think you can say that drugs ever inspired or made anybody better musicians."

Lou Reed: "I'm a happy person. Which is not to say I'm happy about the state of the world. I'm just happy about my personal situation."

Elvis Costello: "The simple truth is some of them (his songs) are not that good. Some of them are a load of wank."

Survey Finds Ads More Offensive Than Ever

What with buddy Holly singing cars, the Beatles selling running shoes, and Marvin Gaye selling raisinets, it should come as little surprise that more people claim they are more offended by advertising today than they were even two years ago.

In a recent survey conducted by the Ogilvy & Mather advertising agency, it was discovered that only 50% of people today "like advertising a lot or a little," as compared to 68% in a 1985 survey.

Even more disheartening for advertisers is that half of those surveyed felt most ads to be in poor taste, compared to 43% in 1985.

TELEVISION

This week's listing of the top ten television shows was unavailable at press time. All show times are EST/PST, unless noted one hour for CST. Check listings for times in your Mountain Time Zone. All listings subject to change.

1. "Written In My Soul: Conversations With Rock's Great Songwriters" on PBS $13.95 paperback
2. "The Big O," "The Boss, A Little 'E'" — When it comes to live performances, legendary rocker Roy Orbison simply stands and commands the stage, even when he's sharing it with Bruce Springsteen (c) and Elvis Costello (f).
3. The dynamic, albeit unlikely, duo of Willie Nelson and Shawn Cassidy takes on the guests in the white hats in the world premiere of "Once Upon A Texan Train," a made-for-television movie airing on CBS (Sunday, 1/5, 8pm). Nelson portrays a train robber, fresh from a 20-year prison term, who wants to get back to his old line of work. Cassidy plays a young outlaw who kidney Nelson.
4. Bruce Springsteen and Frank Sinatra together on the same show? No, it's only Joe Piscopo, doing his best imitation of the two jazz crooners when he guest on Dolly Parton's weekly variety show "Dolly" (ABC, Sunday, 1/5, 11pm). Dolly's other guests are country singers Tammy Wynette and Ricky Skaggs.
5. Top Of The Pops will air part two of its three-part count-down of this year's top 100 hits on "This Is Trendtime." (NBC, Sunday, 1/2, 1pm) Included are performance clips featuring Janet Jackson, L.L. Cool J, Swing Out Sister, Kenny G., and Debbie Gibson.
6. America's favorite street punk, the Beastie Boys, will host this week's "It's Showtime At The Apollo" (NBC, Sunday, 1/2, 1am). Guests include Regina Belle, the Breakfast Club, and Stephanie Mills.

MUSIC & MOVIES

CURRENT

1. LEONARD PART VI
Single: Without You
Peabo Bryson & Regina Belle (Elektra)
2. DIRTY DANCING (ROA)
Singes: Hungry Eyes
Eric Carmen
She's Like The Wind
Patrick Swayzey
Other Featured Artists: Bill Medley & Jennifer Warren, Mickey & Sylvia
3. LESS THAN ZERO (Def Jam/Columbia)
Singles: Happy Shade Of Winter
Bangles
Arts & You, My Woman
Black Flames
Other Featured Artists: Aerosmith, Poison, Roy Orbison
4. HIDING OUT (Virgin)
Singles: Catch Me I'm Failing
Pretty Poison
Crying
Roy Orbison & K.D. Lang
Other Featured Artists: All That Jazz, P.I.L., Black Britain

UPCOMING

1. TELEPHONE
Single: Happy Endings
Beach Boys & Little Richard (Atlantic/Atco)

WRITTEN IN MY SOUL

CONVERSATIONS WITH
ROCK'S GREAT SONGWRITERS

Bruce Springsteen
Elvis Costello
Tom Waits
Linda Ronstadt
John Lennon
Elton John
Bob Dylan
Van Morrison
Bono
Willie Dixon
Chuck Berry
Carl Perkins
Mick Jagger
Keith Richards
Bob Dylan
Van Morrison
Bruce Springsteen
Elvis Costello
Sting
Bono
The Animals (Shout date: 1/18)
DIARY DANCING (Vestron)
Set in the early '60s, this dance-oriented love story of a poor boy and a rich girl was one of the surprise box-office hits of '87. The film's RCA soundtrack also went platinum, largely on the strength of such hit singles as The Bill Medley & Jennifer Warren duet "I've Had The Time Of My Life" and Eric Carmen's "Hungry Eyes." Also available is Van Morrison in Ireland (Hendring/Jem), which was released during the Christmas holiday. This concert/documentary/life/on-the-road video catches Van The Man returning to his native Eire for a series of live performances based around his 1978 "Wavelength." The film's RCA soundtrack also went platinum, largely on the strength of such hit singles as The Bill Medley & Jennifer Warren duet "I've Had The Time Of My Life" and Eric Carmen's "Hungry Eyes." Also available is Van Morrison in Ireland (Hendring/Jem), which was released during the Christmas holiday. This concert/documentary/life/on-the-road video catches Van Orman returning to his native Eire for a series of live performances based around his 1978 "Wavelength." (Street date: 1/18)

R&R January 1, 1988
16
EDUCATE
MOTIVATE
CELEBRATE

FRIDAY, FEBRUARY 12th, 1988

• KEYNOTE ADDRESS by
  LINDA ELLERBEE

• THE INEVITABLE TOP 40 AND
  URBAN CONTEMPORARY
  FACE-OFF!
  Hosted by Lee Michaels,
  Operations Manager of WBMX—Chicago

• THE THIRD ANNUAL
  CUTTING EDGE SHOW
  Starring Sire Records Vice President/
  General Manager Howie Klein

• STATE-OF-THE-ART PRODUCTION
  ON A STATE-OF-THE-ECONOMY
  BUDGET
  Hosted by Mark Driscoll, Bobby Ocean
  and Ron Hummel

• THE GAVIN CELEBRITY
  COCKTAIL PARTY

$195.00 Before January 29th
CONTACT THE GAVIN REPORT FOR SPECIAL
REGISTRATION AND ROOM
RATE INFORMATION: (415) 392-7750

SATURDAY, FEBRUARY 13th, 1988

• URBAN CONTEMPORARY:
  RATINGS & REVENUE
  Are you getting your fair share?

• MARKETING COUNTRY
  Hosted by Don Langford,
  regional PD of EZ Communications, Inc.

• ADULT/CONTEMPORARY: THE
  FIRST 15 YEARS AND THE NEXT
  GENERATION
  Hosted by the Gavin Report's Ron Fell
  and Diane Rufer

• THE LEANING TOWER OF
  TOP FORTY
  Hosted by Gavin Top 40 Editor Dave Sholin

• THE GAVIN MEDIA
  PROFESSIONALS ACHIEVEMENT
  AWARDS BANQUET

MORE EVENTS TO BE ANNOUNCED SOON!

the GAVIN REPORT
30 YEAR ANNIVERSARY

www.americanradiohistory.com
US Teens' Sexual Habits Polled

"Like a virgin/Touched for the very first time" coos Madonna. While the bold boldness of the '80s doesn't reveal exactly when her "first time" occurred, there are plenty of American teenagers who could reveal exactly when they lost their virginity.

The results of a recent "People magazine Teen Sex Poll" show the average teenager loses his or her virginity at age 16 years, nine months. However, parents tend to be a little suspicious of teenagers, assuming that their children actually lost their virginity a full ten months earlier.

Are Teenagers Honest With Parents?

Despite the parental suspicion, 81% of the responding parents believe their teenage children are honest about their sexual activities. Nevertheless, only 22% of the teenagers who answered the survey said they are completely honest with their parents when discussing their sexual conduct.

Part of the suspicion could possibly be alleviated if there was better communication between the two parties. While only 20% of the parents said they rarely or never talk to their kids about sex, a majority (51%) of the teenagers said their parents rarely broach the subject.

Sex And AIDS

Although AIDS is currently the most important issue facing sexually-active adults, it's difficult to tell from the survey results just how this issue is affecting teenagers.

According to the survey, only 15% of teenage college students have made any change in their sexual habits due to AIDS, while 26% of high school students have taken extra precautions.

Those "extra precautions" are usually contraceptives, with 39% of high school students using some type of contraceptive whenever they have sex; 58% of college students under the age of 21 also claim to use a contraceptive each time they have sex.

THE HOLE TRUTH

Donuts As Economic Indicators

Financial analysts rely on numerous methods to predict US economic trends. Changes in the stock market and monthly consumer sales figures are two such indicators.

But can the state of the economy be predicted by the size of a donut hole? The answer is yes, according to Sally Steinberg, author of "The Donut Book," who claims that when bakers start baking larger donut holes the economy is headed for trouble.

If Steinberg sounds like she has holes in her head, take into account that she comes from a long line of donut experts. Her grandfather, Adolph LeVit, invented the donut machine.

However, considering that nine out of ten Americans eat donuts and that the average US per capita donut consumption stands at two per day, Steinberg's theory takes on a certain democratic weight.

After all, Americans eat 10 billion donuts a year, although by far the biggest consumers are men, especially those between the ages of 18 and 34 with annual incomes of $15,000 or less.

Happy, Happy Birthday Baby

Jukebox To Celebrate 100th Anniversary in '88

"Drop the coin right into the slot. You've gotta hear something that's really hot!" Chuck Berry ("School Day")

Put on your black leather jacket and your blue suede shoes and get ready to start boppin' the blues as that icon of pop and youth cultures, the jukebox, prepares to celebrate its 100th birthday.

The members of the Amusement & Music Operators Association (AMOA) are planning more than a year's worth of events and celebrations to commemorate the jukebox's centennial anniversary. (Truthfully, the first coin-operated jukebox was invented by Thomas Edison in 1886, but the AMOA wanted to start the fun a little early.)

To this end, the AMOA has declared November 1988 to be official National Jukebox Month, to be followed by 12 months of special activities and events.

The first major media publicity event is rumored to be sponsorcd by Rowe, manufacturers of video jukeboxes. While details are still sketchy, word has it that the project will coincide with a "super" sports event, held somewhere in Southern California on January 31, 1988.

Survey Shows Still Room At The Inn

U.S. hotels and motels operate at an average capacity of only 68%, according to a recent survey conducted by the NYC-based Lavesthol & Horwath firm on behalf of America's limited-service lodging industry.

What's more, the number of vacancies has been steadily increasing, due to a rise in the construction of available rooms. Nevertheless, this poses no problem for hotel management— to break even, the average hotel requires only that 54% of its rooms are occupied.

Perhaps the most interesting fact uncovered by the survey is that more than half of the guests at any given hotel or motel still pay their bills in cash.

Creative ID's for particular stations.

THREE PROMISES FOR THE NEW YEAR:

1. We stand behind our jingles. If they don't work for you, they don't work for us.
2. Our turnaround time is two weeks. WE GUARANTEE IT!
3. If you buy new jingles in January, you'll save $. May 1988 bring you Peace, Prosperity and increased CUME!
Dear Radio Listener:

Perhaps I'm a product of the times in which I came of age, but I've always wanted to discover the story behind the story. Whether it was the Space Race, the Cold War, the British Invasion or Anarchy in the U.K., I grew up eager to understand the key figures behind the offensives. I decided to go into journalism because the rhythmic prose I read in Crawdaddy and Rolling Stone seemed to vibrate with the best of the era. The conventional wisdom about rock posits that it's a music form—and an outlook—based on rebellion, but I've always believed it has much more to do with personal reinvention. Rock and roll is the soundtrack for those who have an insatiable curiosity about the world and their place in it.

When I joined the Rolling Stone staff as a feature writer in the autumn of 1978, the desire to report music stories fully and with responsible flair had seemingly fallen to a select few. I know that by the time I resigned my Rolling Stone senior editorship in 1982 (in order to write several books), my cohorts at both Rolling Stone and then Musician magazine strongly depended on each other for encouragement. The thinking was: If magazine and broadcast journalism cannot truly remove the distance between the subject and the audience, then the efforts miss the essence of rock and roll.

Radio is such an intimate medium, yet this capacity for intimacy has never been fully utilized in the service of rock and its practitioners. In 1986-87, my initial intention with the nationally syndicated Timothy White's Rock Stars (the radio series having been inspired by my 1984 coffee table book), was to create exclusive 90-minute interview & music programs that gave fans informed talk and genuine insight into the creative process—plus providing some passionate rock and roll. This was done over the last two seasons by including live-in-the-studio performances, as well as the heretofore unheard-of practice of having the artist play original demos of hits and/or previously unreleased material in order to illustrate the individual method behind the music.

Ultimately, I felt my new edition of Timothy White's Rock Stars should expand still further the realm of broadcast music journalism. So it only made logical sense that the Westwood One Radio Networks and I should team up. After all, it was Westwood One that breathed bold new life into modern radio programming, bringing the transmission of rock and roll into the 1990's with superb live concert tour coverage, on-location music reporting and solid interview-integrated music news features. For my part, I believed I had fresh strengths to contribute to the network, but I also sought the skilled support necessary to better my best.

With this third edition of Timothy White's Rock Stars, I'll be striving to present an offensive series of monthly specials in which each and every installment is Radio As Event. By dint of journalistic zeal, extraordinary performance segments, and enthusiastic respect for the creative musical process, the goal will be shown that help reinvent the immediacy of music radio.

The best quality that any form of entertainment can have is the promise of surprise. I vow that each installment of Timothy White's Rock Stars will be something you have never heard before.

Best,

Timothy White

Contact your Westwood One Representative now for details. Call (213) 204-5000, FAX (213) 204-4375 or Telex 4996015 WWONE.
DIRECTS MUSIC & ENTERTAINMENT
Camarata Promoted At CBS Radio Nets

CBS Radio Networks Manager/Music & Entertainment Programs Frank Cammarata has been promoted to Director of that department, where he will be responsible for all non-sports programming and program services.

CBS Radio Networks VP/GM Bob Kipperman commented, "Frank has been applying his talents to our music and entertainment 24/7 for the past year, moving us through the launch of "Cruisin' America" and "On The Move" as well as a host of new affiliate services. We're delighted that these efforts will continue under Frank's seasoned hand."

In addition to overseeing the net-

WRMR

Switches To MOYL

Booth Broadcasting's WMRM/Cleveland has dropped Transact's Format 41 in favor of Al Ham's syndicated nostalgia format "Music Of Your Life," effective today (1/1). Jim Davis, former PD at crosstown WBBG, will program and handle middays at WMRM.

Davis, who's had seven years at WBBG, told R&R, "I'm looking forward to a long and very prosperous association with WMRM. We won't make the same mistake WBBG made of supervising the wrong demo, and we'll have good support here. The entire staff is as anxious as I am to succeed."

WBBG had been the city's MOYI outlet until two months ago, when it dropped the format to simulcast sister Music Intensive AC WMJU.

WMJU: WRLT Operations Director Dave Popovich told R&R, "WMJR has always been designed to be a 24:7 adult music radio station. It only made sense to fill a hole in the market. The success Al Ham had with WBBG and his familiarity with Cleveland led us to make the decision to go with Music Of Your Life."

WBBG morning and afternoon drive personalities Ray Marshall and Dennis McGovern will continue in their present capacities.

In the summer Arbitron, WBBG registered a 3.2 (12+) while WMRM's 3.9+ mark was 1.1.

Rod West

West OM At ABC Watermark

Rod West has been named OM at L.A.-based ABC Watermark, one of the principal program suppliers to ABC Radio, where he will oversee the day-to-day operations of the unit.

Commented ABC VP/Entertainment Programming Tom Cuddy, "We're happy to have Rod at Cap Cities/ABC. His 12 years of experience in radio and syndication make him the perfect candidate for this position."

West was most recently with Premiere Radio. He's also served in air talent positions at KIIS-AM & FM/Los Angeles, WHIZ/New York, and KZLA/Los Angeles. He replaces 11-year veteran Johnny Biggs, who recently left the company to pursue outside interests.

On The Turning To Face The Camera

FRANK REED

Reed New PD At WWDJ

WOCF/Orlando MD/air personality Frank Reed will assume his first programming job February 1 at Contemporary Christian outlet WWDJ/New York (Backstretch). Reed told R&R, "I've been following this type of music the past five years. It's come a long way, and it's nothing like it was ten years ago. I'm at the point of my life that if I'm going to do this, I need to do it now. If it were anywhere other than New York, I wouldn't have gone."

WWDJ airs music in AM and FM drive. Other dayparts are covered by teaching ministries such as "Focus On The Family." Reed noted, "I'll be concerned with music programming and promotions. The teaching programs take care of themselves." Reed will be on the air from 7-9 am.

Prior to his two-year stint at WOCF, Reed spent eight years at WNBC/New York doing middays.

Radio Today Sues Westwood One

Program supplier Radio Today and its President Dan Formento are seeking $5 million in damages against NRC Radio Entertainments and its parent company Westwood One.

The suit charges Westwood One with passing off its new series "Backtrack" as the creative work of Radio Today and Formento. Westwood One had been the distributor of the Formento-produced "Flashback" until recently, when the program was dropped from the company's lineup. Radio Today is now distributing "Flashback," and has brought in LBS Communications as its ad rep.

The suit further alleges that Westwood One attempted to force a substitution of "Backtrack" on stations which previously had been contracted to carry "Flashback." In addition to monetary damages, Radio Today is seeking to injunction Westwood One from further distributing "Backtrack," claiming the program copies the format and content of "Flashback," including its distinctive audio logo.

Westwood One Inc. President Bill Battison said his company's policy is not to comment on matters in litigation.

FLASHBACK VS. BACKTRACK

EXPERIENCE HOLOPHONICS

10 Vol. CD Sound Effects Library
10 Vol. CD Music Library
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Radio

BILL PADDICK, previously GM at KTFX/Tulsa, has been named GM at crosstown KMOD. He replaces JIM SMITH, who leaves for a Regional VP post at Clear Channel Communications.

JOEL FRIEDMAN has been named to Station Manager and BILL SAUER has been named Sales Manager at WSEN-AM & FM/Syracuse. Friedman was previously GSM for two years. Sauer joins from WHEN & WRNB/Syracuse, where he was an AE.

Joel Friedman  Dan Shahanah

DAN SHAHANAH has been promoted to Station Manager at KRKO-AM & FM/Colorado Springs. He replaces MIKE EDINGER to Colorado Springs.

MIKE EDINGER has been named Sales Manager at KAPT/Austin.

Mike Edinger  Mark McChesney

BARB KING has been promoted to NSM at KMJQ/Dallas. She has been at the station two years.

GEORGE KENYON JR. has been named Director of Sales, Promotion, and Artistic Relations at Discos CBS International since 1981.

KELLY IRWIN has joined Bronx-based B-Boy Records as Director of Marketing & Promotion. She previously handled all phases of operations at Public Records.

WARNER COMMUNICATIONS has reached agreement to acquire long-established TELDEC RECORDS of Germany for an undisclosed sum. The deal, made through a German subsidiary, Warner, is subject to German government approval. Once acquired, Teldec will operate independently as part of WEA International.

Industry

ED O’CONNOR has been named VP/Major Market Specialist for Transair, He had been Corporate Retail Sales Manager for Legacy Broadcasting.

HARRY HURT has been appointed VP/Nashville at Arista Music & Publishing/Nashville. He will report to Arista Music Publishing President BILLY MESHEL.

AVIVA BERGMAN has been named VP/Business Affairs at Dick Clark Productions. She was previously Director of Business Affairs.

LORRAINE MCCONNELL has been named Manager/Marketing & Promotion for CBS Radio Networks. She was previously Manager/Marketing & Publicity at ABC Radio since 1985.

DOUG JONES has been named Director/Research for all KDM Broadcasting properties. He was previously VP/Research at King Broadcasting.

KMQJ Continued from Page 3

Further studies. Sr. VP/GM Barry Drake commented, “When the burden of proof was placed on our shoulders, we responded by furnishing the most accurate, uptodate data available. Obviously, Arbitron could not face those other stations and reverse their decision to lower the black population. This is a sad day for our industry.”

In response, Bosley emphasized that the decision was MSI’s, stating, “We accept the data that MSI supplies, so we’ll stick with it.” He pointed out that MSI supplies population data not only to Arbitron in all markets, but to Birach and two other major research organizations. Bosley also said the lower black population estimate was calculated to affect KMQJ’s 14-share by at most a tenth of a point, and expressed disappointment at KMQJ’s and KJMJ’s decision.

Osborne Continued from Page 3

a dream come true to program here. Both stations are dominant because they have the best calls, staff, and company to keep them on top. ’There little to fix at either station, since nothing to break.’” Osborne begins his new duties this week. His replacement at WXLH is being sought.

Whitesnake Brings Home The Platinum

COBY

Continued from Page 1

We’ve admired Frank Cody’s accomplishments since his days at NBC.” Leach noted, “After four years of service to Pyramid, I welcome the opportunity to fully join with Rich Baiboush, Chief Programming at Pyramid, and build a highly unified team approach to problem-solving. I feel Frank Cody’s special imagination and futuristic orientation will be of enormous benefit to Pyramid and our clients.”

Cody made the transition from PD of AOR KMET to PD of KTWW when the station changed calls and adopted the Wave format in February 1987. He was named VP/Programming at the station in November, and Music Director Chris Brodie was elevated to the PD slot. Last week Brodie added the new post of VP/Music Director at the SMN Wave Network to her KTWW duties.

Pros on the Loose

Jack Daniels — Mornings KFXE/Little Rock (501) 851-4669
Robert Lindsey — PD WHYE/Sarasota, FL (813) 483-3706
Chuck Manning — Mornings KRAM/Las Vegas (702) 871-7595
Bobby Mercer — Mornings KGGI/ Riverside, CA (714) 887-1533
Barney Pip — Air talent WBYK/Richmond, IN (317) 642-8649
Bill St. John — PD KZL/Kilglen, TX (972) 696-8283
Julie Singletary — Promotion Director WSJS & WTQR/Winston-Salem (919) 760-1652

Lauper’s Flying Colors

Cyndi Lauper accepted Japan’s Gold Disc award for Rock Album of the Year by a solo artist for “True Colors.” She’s ranked by [r] co-producer Lennie Patez, manager David Wolff, and Epic/Tory Sr. Managing Director Shigee Moroyama.

To celebrate the multimillion success of Whitesnake’s most recent album, Geffen President Ed Rosenblatt brought the band to his home to celebrate. Pictured (l-r) are Geffen’s Marko Babineau; group’s Adrian Vandenberg and David Coverdale, Geffen promotion chief Al Couty, and Whitesnake’s Rudy Sarzo, Vivian Campbell, and Tommy Astigarraga.

January 1, 1988 R&R # 21

EDITED BY JIM DAWSON

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Walker Granted Limited Immunity In FCC Payola Probe

As ST went to press, we learned that former Y100/Miami PD ROBERT W. WALKER has been granted limited immunity by FCC Chief Administrative Law Judge THOMAS FITZPATRICK in order to obtain information about the use of drugs and possible payola practices.

Meanwhile, that payola story in the current Rolling Stone turned out to be rather explicit (ST 12/18), especially concerning the activities of indie promoters JOE ISGRO and RALPH TASHJIAN.

ST hears that the Stone's key source was a former Isgро secretary who has also testified before the Los Angeles Grand Jury. While advance proofs of the RS piece were circulating in the industry, the LA Times reported that the same grand jury has "turned up evidence of systematic payments" by several indie to various PDs. But the newspaper said those payments — which came in the form of "consultancy fees" — may not actually be illegal. The Times also states the indies are back doing big business...but now the dollar flow is from the record companies to others (managers, video budgets, tephases that also do promotion) who employ the indies.

Will two of FRANK CODY's clients in his new business venture (see story Page 1) be KTWW/L.A. and SMN? Only the lawyers know for sure.

That NATIONAL BUREAU OF STANDARDS DIAT report should be delivered to Congressional subcommittees in about a month, according to an agency spokesperson. It'll spell out whether the copypcode anti-home taping system degrades sound quality when applied during the recording process.

I Still Haven't Found What I'm Looking For

WLIR/LONG ISLAND, the station without a frequency, has applied for a new home. The WILLIAMS-SPIZTER MEDIA CORP. has reached an oral agreement to buy EAST SHORE BROADCASTING's Riverhead, Long Island Big Band/AOR combo WRHD/WRCN for $4.5 million (see Radio Business, Page 8).

President ELTON SPIZTER says he hopes to buy "several more stations and simulcast all over the region — Jersey, Westchester, Connecticut — from one location." Should the deal go through — challenges are expected — WLIR is expected to keep its studios in Nassau County, outside the coverage area of WRCN. Because of the distance involved, WDRE, the JARAD station that now occupies "LIR's old 92.7 frequency, would not be a competitor.

THE ENTERTAINMENT NETWORK (TEN), producer of the "Top Of The Pops" TV show, declared bankruptcy last week, leaving the future of the program, currently airing Friday nights on CBS, in doubt.

You knew it was bound to happen — SQUEEZE's latest single, "853-5937," is wreaking havoc at the phone company. The first report of real trouble comes from WRCK/UTICA, which suspended play for a short period to allow a dentist to have his "aching digits" removed.

VICKI LEBEN, MOTOWN's National Promotion Director, has resigned to pursue other interests. She'll be announcing her plans soon.

Hot Jobs

Mondays at Z93/ATLANTA is still open — call PD BOB CASE...WMSG/CLEVELAND is looking for a new PD to replace BRIAN PHILIPS who left to program BJ105/ORLANDO (see Page 4), so contact OM KID LEO...KZEW/DALLAS still needs an Assistant PD/MID/air talent, so call DAVID GROSSMAN at (214) 522-9898...Also, a rare midday opening at WOOD/RAPIDS is about to come up, so call PD SKIP ESSICK at (616) 459-1919.

Former dance label whiz RAY CAVIANO is back in the biz, handling promotion for the NY indie label SLEEPING BAG. He'd held high-profile jobs with TK, WB, and ATLANTIC before drug problems netted him a prison sentence. Out on a work-release program, Caviano says he's appreciative of the support he's received from friends in the industry and is enthusiastic about the future.

Continued on Page 26

If you are a computer programmer, any software will do. If you are a music programmer, get Music Database.

The only music scheduling software for the Macintosh.

Call Steve Warren** THE PROGRAMMING CO-OP.**(501) 521-1435
YOU WILL KNOW
THE NEW SINGLE FROM STEVIE'S PLATINUM ALBUM

7" MAXI BACKED WITH SPECIAL INTERVIEW FOR RADIO ONLY
3" MINI-CO AVAILABLE FOR SELECTED RADIO PROMPTIONS SEE YOUR MOTOWN REPRESENTATIVE

CHARACTERS ALSO FEATURES "SKELETON"
John Lennon captured the hearts and minds of a generation, and his music forever changed the sound of rock & roll. Lennon was the most documented figure in rock history, and he was also among the most creative and prolific. We're all familiar with what's been released commercially to date, but there are still literally hundreds of hours of interviews, music, alternate takes and actual songs that have never been heard. Until now.

By exclusive arrangement with the Lennon Estate, the Westwood One Radio Networks proudly present The Lost Lennon Tapes, premiering with a three-hour preview airing the week of January 18, then airing in one-hour editions each week throughout 1988.

As host of The Lost Lennon Tapes preview and series, celebrated radio/television talk show personality and John & Yoko confidante Elliot Mintz mines many priceless moments from the Lennon archives.

You'll hear demos, early in-studio run throughs and alternate studio takes of Lennon songs we all know and love, as well as songs John recorded but never released. Recently discovered performances by John and his bandmates dating back to The Quarrymen. Rare performances from the Beatles era. Recordings made in the intimacy of The Dakota, John's New York City residence. Original versions of Lennon songs he wrote for others to record, including Ringo Starr and Harry Nilsson. And much, much more.

And, in rare interviews conducted throughout his career, you'll hear Lennon himself talk about the people, places and events that inspired his music. You'll also hear from many of those who worked with him, and the one person who knew him best, Yoko Ono.

Adding to the fascinating blend of music and interviews are special features, including spotlights on each week's events in Lennon history, as well as Lennon-related Beatles history.

The Lost Lennon Tapes - Lennon without tears, a celebration of the man, his music and the times in which he lived. Exclusively from Westwood One. For details, contact your Westwood One Representative now at (213) 204-5000, FAX (213) 204-4375 or Telex 496015 WWONE.
Continued from Page 22

Big changes at 94Z (WZZU)/RALEIGH. Sr. VP PETER JORGENSEN turns day-to-day managerial duties over to BILL IRWIN, formerly GM at crosstown WPTF & WQDR, but most recently an in-house consultant at 94Z.

Meanwhile, 94Z GSM BILL WHISENANT becomes VP/GM at sister WCHL/CHAPEL HILL and WCHL VP/GM HENRY HINTON becomes GSM at 94Z, leaving LARRY MELNICK in the Local Sales Manager's slot. Also at 94Z, STEVE CHRISTIAN, most recently at Easy Listening WWMY/ GREENSBORO, returns to CHR programming, replacing GEORGE DENNOS.

WPLJ/NY's on-air slogan, "POWER 95," now has accompanying new calls, WWPR, effective 12/17. However, crosstown neighbor Z100's SCOTT SHANNON had a bit of fun with those new calls, claiming they stood for "World Wide Puerto Rican Radio." Shannon also hinted at a corresponding format change, a joke that reportedly upset some of Power 95's advertisers, until some equally upset AEs could calm them down.

Little Rock Action

KFZE/LITTLE ROCK has dropped Country to become "POWER 92," with a new Urban/CHR approach. The new PD is KEVIN BROWN from WIGO/ATLANTA, who indicates the calls will be changing.

After two years at KZOU/LITTLE ROCK, PD JERRY LOUSTESAU transfers to sister station KQ98/AUSTIN as its new PD. This elevates current KQ8 PD MICHAEL LEE SCOTT into the GM slot. Loustesau's replacement is being sought.

KHYT/TALLAHASSEE and KDOL/SIOUX FALLS, respectively, initiated new staff to accompany new calls, WWPR, effective 12/17. BILL IRWIN, who indicates the moves recently and who also hinted at a Chris Evans-like format change, has left Pollack Communications, who indicates the moves recently and who also hinted at a Chris Evans-like format change, has left Pollack Communications, which is the company that owns KQ98/AUSTIN.

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YOU’LL FEEL FINE WHEN YOU PLAY

Allied
R.E.M.
ITS THE
END OF
THE WORLD
AS WE KNOW IT
(AND I FEEL FINE)

THE NEW SINGLE FROM THE PLATINUM ALBUM, DOCUMENT

© 1987 International Record Syndicate. The Manufactured and Distributed by MCA Records, Inc.
Goodbye To Frankie

MONDAY, JANUARY 11
1969-Jethro Tull's first LP, "This Was," is released in the UK.
1979/"She Came To The Valley" premieres in Brownsville, TX. Freddy Fender, who plays Pancho Villa, escorts Villa's 85-year-old widow to the screening.
1984/Johnny Carson gets 12 Grammy nominations.
1985/Ike Turner is arrested in West Hollywood for cocaine before he can be tried for a 5/85 arrest. Turner claims police harassment. Also, the Pet Shop Boys' "West End Girls" goes to #1 in Britain.
1987/Frankie Goes To Hollywood opens their final tour at Manchester's G-Mex center. Their second LP sells 40,000 copies, compared to a million for the first one.

Born: Vicki Peterson (Bangles) 1958, Naomi Judd 1946

TUESDAY, JANUARY 12
1952/Little Richard records an early track, "Thinkin' 'Bout My Mother," in Atlanta.
1975/A package tour of WB artists that includes Monmouth, Graham Central Station, and Little Feat, among others, starts across Europe.
1979/The Bee Gees get a star on the Hollywood Walk of Fame, and "Too Much Heaven" goes #1 CHR. Also, Aynsley Dunbar becomes Starspah's drummer.
1980/"Brass In Pocket" goes to #1 in Britain. In the states, "Taxi" star Jeff Conway performs his new single, "City Boy," on the Cerebral Palsy Telethon.
1987/Pollyanna names ZZ Top the #1 concert artist of 1986; the Monkees are #7. Micky Dolenz and Gloria Loring, meanwhile, film an episode of "Mike Hammer." George Strait’s "Ocean Front Property" goes gold.


WEDNESDAY, JANUARY 13
1960/Berry "Pops" Gordy, Sr., and his wife Bertha celebrate their 50th anniversary by renewing their vows at Detroit's Bethel A.M.E. Church with many Motown family members present.

THURSDAY, JANUARY 14
1960/Perhaps they thought he'd re-up: Elvis Presley is promoted to Sergeant.
1969/"Monterey Pop," the movie, opens in L.A.
1970/"The final Diana Ross & The Supremes" show takes place at the Las Vegas Frontier Hotel.
1976/"The final Sex Pistols show in San Francisco.
1983/"The final episode of "MTV's "Shot in Century City.
1984/Madonna makes her debut on "American Bandstand."

Ronnie Milsap, Sade, Susannah Hoffs, Vicki Peterson, Naomi Judd
1985/"Do They Know It's Christmas?" becomes the best selling British single of all time.
1987/Columbia hosts a party to celebrate Dolly Parton's signing. Guests include Andy Warhol, Grace Jones, Calvin Klein, and David Brenner.

Born: Allen Toussaint 1938, T-Bone Burnett 1948

FRIDAY, JANUARY 15
1975/An all-RCA/Country show on "In Concert" features Charley Pride, Gary Stewart, Chet Atkins, Jerry Reed, Ronnie Milsap, and Dolly Parton.
1975/Sammy Davis Jr. holds a wine and cheese party for Jesse Jackson's PUSH at his Beverly Hills home. Davis donates $50,000. Republican politician Mike Curb donates $500,000.
1982/KC is severely injured in a head-on collision in Miami; he spends the rest of the year recovering.
1987/"Because of a TV crew, it takes four hours to hand out eight Alabama Music Hall of Fame awards. Winners are Alabama, Lionel Richie, Hank Williams Jr., and the Temptations.
1987/"Mind Your Own Business" by Percy Sledge and Kathy Foraster. Hall of Fame inductee Sam Phillips complains about the pace, but then talks for 15 minutes. Also, the Detroit News reports that Bob Seger's fiancee auditioned for Playboy and lost.

Born: Lisa Lisa 1967, Captain Beefheart 1941, Ronnie Van Zant 1954, the late Martin Luther King 1929

SATURDAY, JANUARY 16
1979/She found someone: Cher finally dissolves her nine-year marriage to Gregg Allman after four years.
1985/USA For Africa becomes a real project; Stevie Wonder is initially thought to be a co-writer.
1987/"The Beastie Boys" dump water on Creem's Chuck Eddy in a week that includes being the first group censored on "American Bandstand" and getting evicted for tossing chairs from their hotel window. In the UK, Squeeze's Jools Holland muffs a live plug for his TV show by inviting "all the grooviestfuckers" to watch. He's suspended for six weeks and "The Tube" is eventually cancelled.

Born: Ronnie Milsap 1946, Sade 1960

SUNDAY, JANUARY 17
1967/The Boston Tea Party opens, becoming that city's best-known club for its four-year run. It's also the site of the first WBCN live broadcast.
1970/Billy Stewart is killed in a car crash.
1972/Elvis Presley Blvd. dedicated in Memphis.
1979/Linda Ronstadt, Emmylou Harris, and Dolly Parton announce their joint LP. They finally record it seven years later.
1981/"Echo & the Bunnymen" play a mystery show in London's Peak District. Ticket holders are bussed in and the show filmed.
1987/Apple Computers makes a $200,000 charity donation so that Huey Lewis & the News will play its 10th birthday party.

Born: Susannah Hoffs (Bangles) 1957, Paul Young 1956
Warlock, WQHT Team For Hot Fundraiser

Stacey Q, the Cover Girls, Monet, T-Ka, Sa-Fire, Joyce Sims, and Timex Social Club are among those on the WQHT/New York first anniversary album newly shipped by indie Warbeck Records. "Hot 10: The Anniversary Album" was produced by Warlock's Adam Levy.

Available on LP and cassette, it consists of dance remixes of previously released tracks. A portion of the sale proceeds from "Hot 103," 15 cents per record, will go to the Children With AIDS Care Program.

The program is a special project coordinated by Northern Lights Alternatives, an international charity organization. According to Sandy Weinberger, director of marketing and public relations at WQHT, the money raised will be used to help finance medical treatment for the 700 children in New York City currently suffering from AIDS.

The album should also be available in Los Angeles the first week of January. KFWR/Los Angeles is sponsoring the album in the Southern California market, where it will be titled "Power 106/L.A. Power Mix '87." Proceeds will also be donated to a local AIDS program.

SAY AMEN!

Arista's Promo Item For Fans Of 'Lady Soul'

Roots rock has been an important musical trend in ACR and CHR the past few years. Now Aretha Franklin, the first lady of soul, has gone back to her roots for the new Arista release "One Lord, One Faith, One Baptism."

The album was recorded last summer at the New Bethel Baptist Church in Detroit. Highlights of the two-record set include guest performances by Mavis Staples, Joe Ligum of the Mighty Clouds Of Joy, plus some words of inspiration from the Rev. Jesse Jackson.

Adapting To The Subcompact Disc

Since the new release is a departure from Franklin's last few commercially-successful R&B albums, the label is spreading the word to Urban programmers with a promo item — a hand-held fan, similar to those used by churchgoers in many a Southern Baptist parish.

Franklin: spreading the gospel.

Stacey Q: Music out of charity.

Odd Couples

Joni Mitchell and Billy Idol? It may be hard to top that musical odd couple, unless you pair Mitchell with Willie Nelson. As it turns out, both Idol and Nelson will be featured guest artists on "Chalk Marks in A Ransome," Mitchell's new album due on Geffen in February. Other performers will who lend their talents to the album include Peter Gabriel, Don Henley, Wendy and Lisa, Thomas Dolby, the Cars' Benjamin Orr, and saxophonist Wayne Shorter.

Digitalized Presley

The King is back, this time in the form of "Essential Elvis — The First Movies." It's a 23-song, digitally remastered RCA package of music from the Presley movies. Included are unissued, alternate takes of "Love Me" and "Love Me Tender," among others. The label is also digitizing some of Presley's live recordings, for eventual release in this "Essential" series.

Short Cuts

- Ex-CLASH frontman JOE STRUMMER is touring with the POGUES on the band's current US tour. Strummer is a temporary standin for PHILIP CHEVON, who was forced to skip the tour because of treatment for an ulcer.
- Strummer: Rum, sodomy, but not the Clash.
- BUSTER POINDEXTER (aka DAVID JOHANSEN) has a role in the upcoming BILL MURRAY movie "Scrooge."
- PINK FLOYD filmed a recent concert in Atlanta for possible use in a proposed tour film.
- LESLIE WEST has signed to Passport, and his debut album, "Working," is due in a couple of months. JACK BRUCE is among guest musicians.
- TED NUGENT reunited with producer Tom Werman for his next Atlantic album, due at the end of this month.
- AIR SUPPLY'S GRAHAM RUSSELL is writing the music and lyrics for "Sherwood," a musical based on the story of Robin Hood.
- CLUB NOUVEAU's THOMAS McELROY and DENIZL FOSTER are producing a new Wing Records act, TONI, TONE, TONY.
- Music by JO-EL SONNIER (now on RCA) and BUCKWHEAT ZY-DECO (an island artist) is on a new Rounder CD compilation from Ryko-disc, "Louisiana Scrapbook." Also included: IRMA THOMAS, MARCIA BALL, and JOHNNY ADAMS, among others.
- AGNETHA FALTSKOG, once of ABBA, will have her new Atlantic album, "I Stand Alone," available next month. It was produced by PETER CETERA, and Bruce Gaitsch ("La Isla Bonita") co-produced.
- CARMINE APPICE makes his movie debut in "Black Roses" as the drummer of a zombie rock band which terrorizes a small town.
Newspaper Rewrite Trap

Rewriting from the newspaper to be sure you haven’t missed a local story is considered a necessary part of the morning routine at many stations, even though some newspapermen privately feel they are merely scavenging. They wish they had their own staffs of reporters to cover the news, rather than having to lift it secondhand from a printed page.

Newspaper editors and their radio counterparts do share one attitude — they hate to carry stale news. That lofty attitude, however, may be wonderful in itself, has a dark flip side. Faced with a hopper full of old news and running short on fresh stuff, some newspapermen simply deemphasize or eliminate any reference to “when.” They’ll print a story with a newworthy angle or an old angle with a newworthy twist. They wish newspeople would spend more time on the morning paper without bothering to mention it happened on Tuesday.

If the radio rewrite man doesn’t keep himself current on local news, he’ll fall for the trap and use the old story on the assumption it just happened. However, here’s one that goes light-years beyond the normal watch-out-for-old-news caveat. Check out this letter from Jimmy Lane at KYKZ/Lake Charles, LA: “I was watching the morning newscast of November 19th, 1987, I happened to catch the 8:30 newscast of competitor station. Performed a story, related a story about an air show — the first of this kind — coming to Lake Charles. He went on to report that the show would be held at the East Broad Street Airport this Sunday. Describing in great detail the many performers and events, he ended the story by saying that passengers would be carried in a giant tri-motor Stinson on Sunday morning, Sunday night, and Monday.

“The story caught my attention because I was not aware of any airport on East Broad Street, and Lake Charles is known for having an annual airshow — so how could this be the first of its kind?”

“I thought nothing more of it until I was browsing through the paper later that morning and saw the same story (word for word) in a feature entitled “Fifty Years Ago.” Not only did the newspaper steal the story from the local newspaper, he reported a story that happened 50 years ago as if it were to happen this Sunday.

“The same story was repeated on KEZMZ at 10:30am.”

First US/Contra Casualty Monday, January 11 — Nicaragua shot down a helicopter in Honduras in 1984, killing US Army CWO Jeff Schwab, the first American soldier to die under enemy fire in the Contra conflict in Central America. The Supreme Court ruled in 1984, in the Karen Silkwood/Kenn-Rogers case, that states can impose damages for nuclear safety violations. The Supreme Court first reported in 1984 that the “definite health hazard” was 25th anniversary of the opening of America’s first discotheque, the Whisky A-go-go in Los Angeles.


Train Killed Old Shop Tuesday, January 12 — Old Shop, a sheepdog waiting for his master at the Fort Benton, MT railroad station, was struck and killed by a train in 1942. Shop was a very faithful dog — newsworthy because he had been hanging around the train tracks for about 20 years.

21 years ago in the first Superbowl, the Packers beat the Chiefs 38-10 in Los Angeles (1967). America’s longest tunnel, running eight miles through Washington’s Cascade Mountains, was completed in 1929.

Birthday: Singer Glenn Yarbrough 58.


Birthday: Actor Robert Stack 69.

Contact Lens Advance Thursday, January 14 — A major breakthrough in contact lens technology was made available in 1981 when the FDA approved the first extended-wear lens, the Hydronivue II, which could be worn up to two weeks.

The first docking of two planetary spacecraft was in 1969. Science writer David Jones changed his name to David Bowie in 1969. The NBC-TV “Today” show premiered in 1952. Traditionally this is winter’s coldest day. Ratification Day, the official end of the American Revolution in 1784.

Birthdays: Actress Faye Dunaway 47. Novelist Thomas Tryon 62.

Gorbachev Disarmament Plan Friday, January 15 — Soviet leader Mikhail Gorbachev proposed a plan in 1986 to completely eliminate nuclear weapons by the year 2000. A brief ceasefire took place in Afghanistan in 1987, the first in seven years of fighting between Soviet occupation forces and Afghan rebels. The Pentagon building was completed in 1943. The official rules of basketball were published in 1892. Federal Income Tax quarterly returns deadline. Martin Luther King Jr.’s birthday (observed next Monday in some states).

PHOTO ROUNDUP

Picture This

Is it really 1988 already? The holidays, the fun times, the parties ... all gone (sigh) until next year. But that’s part of the fun ... the anticipation of it all.

Holidays also mean great radio promotions, and here’s the rundown on a few you’ll see covered in this section when the pictures come in:

- Hot 106/New York held a skating party to benefit the Children’s Aid Society, a local charity helping the area’s neediest families. Recording stars Debbie Gibson, TKA, Nancy Martinez, and the Latin Rascals were on hand.

- KMEL/San Francisco’s third annual Christmas Concert, which this year featured EMI-Manhattan’s Natalie Cole, benefitted the San Francisco AIDS Foundation.

- KJSS/Los Angeles’ Hollywood Hamilton & Dr. George Brothers, along with MCA artists the Jets, visited the McLaren Children’s Center to sing Christmas carols to the more than 200 children housed there.

- KWK/St. Louis midday personality Chris Knight has kicked off a 106-hour nonstop broadcast to benefit “Toys For Tots.”

- WZQ/Frederick, MD raised $45,000 in its “Cash For Kids Radiothon” from 5am December 7 until 7pm December 12.

PET SHOP SHOT — During the Pet Shop Boys’ stay in New York City they stopped by 2100 to chat with afternoon jock Magical Matt Alan (middle).

WATCH YOUR STEP, MARY — That's what KLUC/Las Vegas morning man Mike O'Brien said when "Entertainment Tonight"’s Mary Hart and her million dollar insured legs walked into the studio. He was in town for a show celebrating Las Vegas’ 75th anniversary and dropped by the station for an early morning interview.

BEEFCAKE BASH — WILI (95)/Willimantic, CT recently sent a busload of contest winners to New York’s Chippendales Club. 95’s Jamie West is shown enjoying the scenery with one of the boys.

WHAT A JOI! — 100KHI/Ocean City’s new morning sidekick Jill Heart is working hard on her tan when she’s not in the studios working with "Hitman & Company."
AOR's Full Of Hot Air

Interest in Pink Floyd really ballooned in 1987. After years of maintaining low profiles, band members were suddenly showing up at stations and mingling backstage after concerts. And the group's pig mascot — previously viewed by only a privileged few — harnessed it up for thousands in a variety of locations. As a result, photos of both the group and pig have been plentiful. Some are featured below, along with other pics from the wide world of AOR.

HEARD GLEN ON THE RADIO — On KGB/San Diego, to be exact, where Glen Burtnick stopped by for an interview and gourmet burger lunch. Taking a hands-on approach are (l-r) Burtnick, MD Pam Edwards, PD Ted Edwards, and A&M's Sue DeBenedette.

COCKER UNCHAINED FOR BENEFIT — KTYD/Santa Barbara and Kenny Loggins sponsored the first Christmas Unity Concert, a fundraiser that brought together local charities to support the city's needy. Guest performers included Jim Messina, Michael McDonald, and Joe Cocker. Pictured (l-r) are KTYD APD Jane Asher, Cocker, morning personality David Hefferdude, and PM driver Terry Jaymes.

US AND THEM — The suddenly photogenic Pink Floyd dropped by the WYNF/Tampa studios for a pre-show interview. Posing in front of the wall (l-r) are 'YNF PD Carey Curotop, APD/MD Charlie Logan and Floyd members David Gilmour and Nick Mason.

HOOT AIR BALLOON? — What better way to mark a Hooters concert than a live broadcast from the Hooters Restaurant balloon? WSHE/Miami morning man Joey Reynolds did just that before joining some "friends" in a unique depiction of "Moon Over Miami."

LEARNING TO FLY — You never know where that darn pig's gonna show up. Here the pink porker rests on top of "Fred Zeppelin," KLB./Austin's balloon. Turns out PD Jeff Carrot is a licensed instructor and had no trouble convincing Pink Floyd members David Gilmour and Nick Mason to "learn to fly." Pictured following the flight are (l-r) Columbia's Tommy Chaltas, Mason, Carrot, singer Rachel Fury, and Gilmour.

THE HONORABLE CHRIS RIVERS?? — Not quite. But the WCCC/Hartford morning man (l) did wage a tough battle for the office of "mayor of the morning." Several hundred supporters showed up at a downtown rally, including the real Hartford mayor-elect, Carry Saxon Perry.
Looking Through
A Winter Pictureland

You made it through the holiday traffic jams, the long dinners, the gifts that you really don’t need, and the 24 hours of nonstop Christmas music. Sorry to see it pass, right? Before the season grows dim, here are some year-end shots of Urban in action.

Love Confessions by the Sea — After her third sold-out performance at Concerts By the Sea in Los Angeles, Atlantic artist Miki Howard received a warm welcome from XHRM/San Diego PD Gene Harris (l).

Cold Sweat in Boston — WILD/Boston welcomed Keith Sweat, who stopped at the station to support his debut album. Standing (l-r) are Elektra’s Barry Roberts, WILD PD Elroy Smith, Sweat, and WILD’s William “Coach” Maye.

Madame X in New York — When Madame X hit the road in support of their second single “I Want Your Body,” their first stop was New York. Standing (l-r) are the group’s Valerie Victoria, Alisa Randolph, and Iris Parker; Atlantic’s Clarence Bullard; and WBLS/New York’s Mary Thomas.

The Big Beat of Milwaukee — The Fat Boys stopped by WLUM to throw their weight around before their Milwaukee concert. Pictured (l-r) with the group are WLUM’s Shadow Daniels, MD Gary Young, and Promotions Director Bobby Wróblewski.

The Colonel Hits Seattle — Colonel Abrams brought his soulful dance sound to the greater Northwest and joined KKFX/Seattle MD Nasty Nes (l) on-air.

Action

Greg Anthony joins WEKS/Atlanta for morning drive. Lincoln Ware, long-time WCN/Cincinnati jock, moves crosstown to do morning drive for WZF. KNBQ/Tacoma’s Romie Cole joins KKFX/Seattle for morning drive. Paul Butler rejoins OC104/Ocean City for middays while retaining his weekend duties at WKYS/Washington.

Brian Carter and David Sanborn have joined WUSL/Philadelphia as the morning team, replacing Mike Love, who moves back to PM drive. Mike Wheeler adds PD duties to his MD job at WQMG/Greensboro. Former WFBC/Durham PD Doc Holliday joins the station for PM drive... At WHRF/Memphis, Mike Wiggins is upped to MD, replacing Stan Bell, who will continue to do 7pm-midnight... WQIM/Montgomery’s Chi Franchesca retires after 10 years, and Michael Long is upped to PD. 
**Fond Foto**

**Farewell To ’87**

Although the calendar reads 1988, let's take another look at some ’87 station photos. But before you check out the pictures, make a New Year’s resolution. Don’t be irritated when you see pictures of competing stations in R&R. Send us your promotional photos — black & white preferred — and we’ll print as many as possible. Associate Editor Hurricane Heeran and I hope to hear from you. Happy New Year!

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**QUEENLY INVITE** — WEZC/Charlotte’s Chuck Boozer pleaded with Mayor Harvey Gantt to sign a card inviting Queen Elizabeth to visit their town, also known as the “Queen City.”

**MANLOW OVER WINGS** — Barry Manilow (c) took his Big Fun tour to Michigan, performing at Kalamazoo’s Wings Stadium. WLHT/Grand Rapids morning team Geri Jarvis and Dave Jagger chatted with Manilow backstage.

**WHEELIE-WORTHY CAUSE** — WENS/Indianapolis raised approximately $10,000 in donations for a local children’s hospital. Station personalities (l-r) Kevin Burns, Dennis Jon Bailey, and Mark Patrick did 500 laps around an oval track in wheelchairs to solicit pledges.

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**PERFECT TIMING** — B-100/San Diego’s morning crew “The Rich Brothers” presented contest winner Rosalinda Mendoza with a $10,000 check. Talk about timing — the money came in handy as she had just lost her job. Pictured (l-r) are Scott Kenyon, Mendoza, PD Bobby Rich, Frank Anthony, and (front) Pat Gaffey.

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**HOUSTON CRUISER** — KKHT/Houston PD Chuck Crane recently awarded the keys to an ‘88 RX-7 to Catalog Sweepstakes winner Christine Johnson.

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**RINGIN’ IN THE HOLIDAYS** — WNBC/New York’s Radio City Music Hall concert was a real blast. Headlining were Ben E. King, Lou Christie, Ronnie Spector, and Grass Roots; concertgoers donated gifts for Toys For Tots. Pictured (l-r) at a rehearsal are WNBC Manager/Advertising & Promotion Janice Penno, King, Rockette Stephanie Chase, “Santa” Charles Edward Hall, Christine, and Snoopy.
The Picture Bowl

As a public service to those who still have blurry vision from watching too many holiday bowl games, this week's fare should be a little easier on the eyes.

BUCKAROO BIRTHDAY — The stars were out for KNX/Phoenix's 20th anniversary client appreciation party. Station owner Buck Owens (l) and VP/General Manager Michael Owens (r) welcomed Eddy Raven to the festivities.

KPLX FLEXES ELSEWHERE — The popping corks from the KPLX/Dallas party could be heard all the way to Odessa, as staffers and a host of out-of-town luminaries gathered to celebrate the station's move to new facilities. Captured in the midst of a good time were (l-r) MD Mac Daniels and wife Kathy, CBS/Dallas's Phil Little, KPLX Promotions Director Tawny Rekamp, and CBS/Nashville's Jack Lameier.

COLORADO RAZZIN' — Razzy Bailey talked with KSPK/Walsenburg, CO jocks before a local concert. Pictured (l-r) are Joe Matthews, Bailey, Erich Von Kelley, and TR Knight.

WGAR-ATEFUL — Anne Murray knows the importance of many layers of clothing in warding off those cold Nova Scotia winters. While in Cleveland she collected yet another outer garment, this one from WGAR OM Jay Christian (l). Capitol's Cleveland rep Jack Snyder looks on.
AIRCHECKS

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"Just CHR" Z-100/Powers 95/Hot 103 Fall '87 60 min, $5 WAPF Reunion 36th incl Jay Thomas, Greatmen $7.00. Best of Times #1 $5.95. "Breezes" includes WXZC, Oldies 103 and AMS WHBH, WAXM, WILD (Fall '87) $5.00. Ben of Z-100/Zoo #1, 260 min 55. #5, $4.90 min $6 each. NYC & vicinity 1.5, 3, or 4 or 3 hours, $11. Free catalog. #1 MARKET AIRCHECKS

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USD 213 seeks AT for seven-mid shift. Minimum two years on-air experience. Production and T&R KPQ/KUGT, E., Box 5063, Lake Tahoe, CA 96150. No calls please. EOE.

KXL/K2KL seeks salesperson for established market. Interview to be held at Shamrock Broadcasting Station, 1114 S. Hill, Portland, OR 97210.

KBCI/K2KZ seeks experienced newspaper with creative writing ability. Minimum two years experience. Production and T&R K2KZ/KBCI, E., Box 4189, Twin Falls, ID 83302.

BEACON BROADCASTING

Des Moines, Iowa

KXEL/L & KUGT, Des Moines, IA 50310, invites experienced sales positions. T&R KXEL/L & KUGT, Des Moines, IA 50310.

59.1 KXY-FM/Bellingham is seeking applications for newsperson to join morning team. T&R: Rob Bovard, 5749 Manasquan Ave., Ste. 1, Ocean, CA 93521 or (909) 250-1197.


KSYX/KMG seeks a production assistant. Must be able to deliver newscast and news worthy feature stories. EOE.

KALX/L & K2KL seeks an experienced salesperson for established market. T&R KALX/L & K2KL, E., Box 5063, Lake Tahoe, CA 96150.

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Four-year pro seeks challenging media market. TOM: (701) 428-7797. (1/1)

Send your resume to: Vonda Miller, Manager, Box 5056, 85703. (1/1)

Weather costs have you down? I can help! Years of broadcast experience. AMS/NWS certified Meteorologist. TOM (907) 601-7316. (1/1)

WMEKP seeks AOR/ChrDias. June/July, current and contiguous FM in the Twin Cities, price: Wausau West. TOM will relocate. (507) 384-2748. (1/1)

70-year-old man seeks long-term mutual commitment. Brian, female, 70 years old. I'm looking for love. AOR/CHR only. TOM: (907) 698-7246. (1/1)

Weather Eos seeks small medium markets. TOM: (701) 428-7797. (1/1)

Four-cornered, female AOR/CHR with promotions experience seeks long-term mutual commitment. D.D.L.: (314) 443-6919. (1/1)

Flexible, female, AOR/CHR with promotions experience seeks long-term mutual commitment. D.D.L.: (314) 443-6919. (1/1)

Four-year pro seeks challenging media market. TOM: (701) 428-7797. (1/1)

Send your resume to: Vonda Miller, Manager, Box 5056, 85703. (1/1)
### R&R NATIONAL AIRPLAY

#### COUNTRY

**Top 50**

<table>
<thead>
<tr>
<th>Week</th>
<th>Rank</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Airplay</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td><strong>KATHY MATTEA</strong>/Goin' Gone (Mercury/FG)</td>
<td>KATHY MATTEA</td>
<td>Mercury</td>
<td>165/1</td>
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<tr>
<td>2</td>
<td>2</td>
<td><strong>DAN SEAL</strong>/One Friend (Capitol)</td>
<td>DAN SEAL</td>
<td>Capitol</td>
<td>159/0</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td><strong>RONNIE MILSAP</strong>/Where It’s All Gone (Capitol)</td>
<td>DONETTE</td>
<td>Capitol</td>
<td>150/0</td>
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<tr>
<td>4</td>
<td>4</td>
<td><strong>RESTLESS HEART</strong>/Wheels (Capitol)</td>
<td>RESTLESS HEART</td>
<td>Capitol</td>
<td>167/0</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td><strong>ROSANNE CASH</strong>/Teenage Flat Top Box (Columbia)</td>
<td>ROBIN WYATT</td>
<td>Columbia</td>
<td>154/0</td>
</tr>
</tbody>
</table>

**Most Added**

1. **RICKY VAN SHETON** (43)
2. **BELAMY BROTHERS** (37)
3. **LEE GREENWOOD** (35)
4. **EDDIE RABBITT** (31)
5. **BAILLE & THE BOYS** (30)
6. **GEORGE JONES** (28)
7. **STEVE EARLE & THE DRUNKS** (24)
8. **McCARTERS** (24)
9. **RONNIE McDOUGALL** (23)
10. **JOHN WESLEY RYLES** (22)
11. **SCHUYLER, KNOBLOCH** (20)

**Hottest**

1. **DAN SEAL** (72)
2. **RONNIE MILSAP** (60)
3. **KATHY MATTEA** (52)
4. **ROSANNE CASH** (52)
5. **RESTLESS HEART** (41)
6. **EXILE** (40)
7. **GLENN CAMPBELL** (31)
8. **MERLE HAGGARD** (30)
9. **O’KANES** (29)
10. **HANK WILLIAMS JR.** (23)

**Breakers**

No records qualified for Breaker status this week.

---

**Available Now!**

**Hanna-Barbera Library of Sounds**

- The Sound Effects We All Love
- Super Index

List price: $200.00

**Only $150.00** with this ad

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

## Adult Contemporary

### Breakers
- **Peabo Bryson & Regina Belle**
  - *Without You* (Elektra)
  - 61% of our reporters on it. Rotations: Heavy 0, Medium 17, Light 42
  - Total Adds 16 including: WALK, WMJ, WNIC, KLKY, WQXY, WTMF, WLAC-FM, WSLQ, WTRX, WTNY. Debuts at number 30 on the AC chart.

- **Timothy B. Schmit**
  - *Don't Give Up* (MCA)
  - 55% of our reporters on it. Rotations: Heavy 0, Medium 17, Light 36
  - Total Adds 10, WPX, WTMF, WLAC-FM, WSLQ, WNAM, WTRX, KKOB, WONY, KLRL, WMCJ.

- **Bruce Springsteen**
  - *Tunnel Of Love* (Columbia)
  - 55% of our reporters on it. Rotations: Heavy 2, Medium 28, Light 23
  - Total Adds 9, WPX, KLKY, U102, WMRF, KKOB, WONY, WPFA, KHOZ, KSTR. Debuts at number 28 on the AC chart.

- **Patrick Swayze**
  - *She's Like The Wind* (RCA)
  - 54% of our reporters on it. Rotations: Heavy 0, Medium 23, Light 29
  - Total Adds 19 including: WSNi, WSNy, KOST, WAEB, WZNY, WTCB, WRKA, WNAM, WTNy, WKSB, KSTR.

### Rotation Breakouts

<table>
<thead>
<tr>
<th>Song</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
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<tbody>
<tr>
<td>Natalie Cole</td>
<td>94/2</td>
<td>83</td>
<td>3</td>
</tr>
<tr>
<td>Fleetwood Mac</td>
<td>96/2</td>
<td>68</td>
<td>2</td>
</tr>
<tr>
<td>Dan Hill</td>
<td>90/0</td>
<td>75</td>
<td>3</td>
</tr>
<tr>
<td>George Michael</td>
<td>89/0</td>
<td>66</td>
<td>9</td>
</tr>
<tr>
<td>George Harrison</td>
<td>79/1</td>
<td>51</td>
<td>23</td>
</tr>
<tr>
<td>Tiffany</td>
<td>92/7</td>
<td>23</td>
<td>51</td>
</tr>
<tr>
<td>Gloria Estefan &amp; Miami Sound Machine</td>
<td>89/1</td>
<td>35</td>
<td>45</td>
</tr>
<tr>
<td>Kane Gang</td>
<td>86/0</td>
<td>43</td>
<td>34</td>
</tr>
<tr>
<td>Carly Simon</td>
<td>85/1</td>
<td>44</td>
<td>36</td>
</tr>
<tr>
<td>Michael Tomlinson</td>
<td>76/0</td>
<td>54</td>
<td>19</td>
</tr>
<tr>
<td>Barry Manilow</td>
<td>81/0</td>
<td>50</td>
<td>24</td>
</tr>
<tr>
<td>Eric Carmen</td>
<td>85/2</td>
<td>55</td>
<td>27</td>
</tr>
<tr>
<td>Belinda Carlisle</td>
<td>64/0</td>
<td>41</td>
<td>19</td>
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<tr>
<td>Smokey Robinson</td>
<td>76/0</td>
<td>42</td>
<td>31</td>
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<td>Dan Fogelberg</td>
<td>78/1</td>
<td>33</td>
<td>46</td>
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<tr>
<td>Whitney Houston</td>
<td>70/0</td>
<td>34</td>
<td>27</td>
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<tr>
<td>Expose</td>
<td>81/5</td>
<td>17</td>
<td>53</td>
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<tr>
<td>Bourgeois Tagg</td>
<td>67/0</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>Michael Jackson</td>
<td>68/16</td>
<td>14</td>
<td>37</td>
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<tr>
<td>John Cougar Mellencamp</td>
<td>71/2</td>
<td>33</td>
<td>34</td>
</tr>
<tr>
<td>Steve Winwood</td>
<td>53/0</td>
<td>13</td>
<td>29</td>
</tr>
<tr>
<td>Bill Medley &amp; Jennifer Warnes</td>
<td>40/0</td>
<td>9</td>
<td>20</td>
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<tr>
<td>Swing Out Sister</td>
<td>68/15</td>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td>Roy Orbison &amp; K.D. Lang</td>
<td>63/0</td>
<td>4</td>
<td>41</td>
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<tr>
<td>Temptations</td>
<td>65/0</td>
<td>8</td>
<td>35</td>
</tr>
<tr>
<td>Donna Summer with Mickey Thomas</td>
<td>67/3</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>Bryde</td>
<td>57/1</td>
<td>9</td>
<td>31</td>
</tr>
<tr>
<td>Bruce Springsteen</td>
<td>53/9</td>
<td>2</td>
<td>28</td>
</tr>
<tr>
<td>Supertramp</td>
<td>52/3</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Peabo Bryson &amp; Regina Belle</td>
<td>58/16</td>
<td>0</td>
<td>17</td>
</tr>
</tbody>
</table>

### Chart Extras

#### Manhattan Transfer
**Soul Food To Go (Atlantic)**
- 56% of our reporters on it. Rotations: Heavy 3, Medium 26, Light 25
- Total Adds 4, WPX, WTCB, KEFM, KCOB.

#### Dolly Parton
**The River Unknown (Columbia)**
- 53% of our reporters on it. Rotations: Heavy 0, Medium 22, Light 29
- Total Adds 4, WRMF, WLHT, WFMK, WHNN.

#### Most Added

- **Patrick Swayze** (19)
- **Bryson & Belle** (16)
- **Michael Jackson** (16)
- **Swing Out Sister** (15)
- **Timothy B. Schmit** (10)
- **Bruce Springsteen** (8)
- **Roger** (7)
- **Tiffany** (7)
- **Wickline** (7)
- **Rick Astley** (6)
- **Ruffin & Kendrick** (6)

### Hottest

- **Natalie Cole** (59)
- **Dan Hill** (55)
- **George Harrison** (54)
- **Fleetwood Mac** (42)
- **George Michael** (38)
- **Belinda Carlisle** (18)
- **Whitney Houston** (17)
- **Kane Gang** (17)
- **Barry Manilow** (16)

### Full-Service AC

#### Most Added

- **Bryson & Belle** (7)
- **Herb Alpert** (5)
- **Tiffany** (5)
- **Patrick Swayze** (4)
- **Swing Out Sister** (3)
- **Natalie Cole** (2)
- **John Cougar Mellencamp** (2)
- **Supertramp** (2)

#### Hottest

- **Dan Hill** (25)
- **George Harrison** (20)
- **Natalie Cole** (17)
- **Medley & Warnes** (14)
- **Barry Manilow** (12)
- **George Michael** (12)
- **Michael Tomlinson** (12)
- **Fleetwood Mac** (11)
- **Steve Winwood** (11)
- **Carly Simon** (8)

### Gold Intensive

#### Most Added

- **Natalie Cole** (4)
- **Carly Simon** (3)
- **Tiffany** (4)
- **Miami Sound Machine** (3)
- **Fleetwood Mac** (2)
- **Orbison & Lang** (2)
- **Donna Summer** (2)
- **Patrick Swayze** (2)

#### Hottest

- **George Harrison** (19)
- **Michael Bolton** (16)
- **Dan Hill** (15)
- **Fleetwood Mac** (14)
- **Natalie Cole** (12)
- **Medley & Warnes** (12)
- **Barry Manilow** (11)
- **Steve Winwood** (11)
- **George Michael** (10)

---

**Become part of a new Sunday morning tradition...**

Three hours of light Fusion Jazz, with just a touch of New Age.
The perfect sound for Sunday morning.

Join the growing number of stations that already have their Sunday Side Up!

Available now on a market exclusive, barter basis by Broadcast Journeys, Inc.
Atlanta, GA
(404) 998-3411
MOST ADDED
JETHRO TULL/Jump (17)
GEORGE HARRISON/Here We Go, (10)
FOREIGNER/Heart/But (Atlantic)
KINKS/Read (14)
BRUCE SPRINGSTEEN/Step (14)
STEVE WINWOOD/Talking (14)
RADIATORS/Doctor (13)
STING/Son (13)
JOE COCKER/2 Wings (12)
INKS/Devil (12)

HOTTEST
FOREIGNER/Say You Will (Atlantic)
YES/Return To Life (Magnum)
BRUCE SPRINGSTEEN/Tunnel Of Love (Columbia)
PAUL CARRACK/Tear (41)
BANGLES/Heart Of Stone (Epic)
GEORGE HARRISON/Devil’s Radio (Dark Horse/WB)
JOHN COUGAR MELLencamp/The Real Life (Mercury/PG)
KINKS/She’s The One (Island)
LEPPARD/Showdown (25)
YES/One Slip (Atlantic)
STING/Return Of The Ska (Atlantic)
BANGLES/In A Lifetime (Mercury/PG)
FOURNIER/Have Mercy (EMI-Manhattan)
FOREIGNER/From The Heart To Stone (Atlantic)
RUSH/Run And Keep Your Money (Mercury/PG)
GRATEFUL DEAD/Throwing Stones (Warner Bros.)
FOURNIER/Everywhere (WB)
WHITESNAKE/Everybody Wants You (Atlantic)
BRUCE SPRINGSTEEN/One Step Up (Columbia)
LEPPARD/Pour Some Sugar On Me (Mercury/PG)
BANGLES/Heart Of Stone (Epic)
RUSH/Your Long Time Gone (MCA)
GRATEFUL DEAD/Throwing Stones (Warner Bros.)
FOURNIER/Everywhere (WB)

171 REPORTERS

4 1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171

AEROSMITH

No records qualified for Breaker status this week.
### R&R National Airplay AOR Albums

#### January 1, 1988

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<thead>
<tr>
<th>Artist</th>
<th>Track</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td>FOREIGNER</td>
<td>“Say”</td>
<td>157 - 2</td>
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<tr>
<td></td>
<td>“Heart”</td>
<td>81 + 149 - 7+</td>
</tr>
<tr>
<td></td>
<td>“Radio”</td>
<td>163 - 1</td>
</tr>
<tr>
<td></td>
<td>“Fab”</td>
<td>49 - 137 - 26+</td>
</tr>
<tr>
<td></td>
<td>“Mind”</td>
<td>157 - 1</td>
</tr>
<tr>
<td></td>
<td>“Parts”</td>
<td>56 - 133 - 24+</td>
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<tr>
<td></td>
<td>“Tunnel”</td>
<td>155 - 0</td>
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<tr>
<td></td>
<td>“Shoot”</td>
<td>54 - 135 - 18+</td>
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<tr>
<td></td>
<td>“Find”</td>
<td>159 - 0</td>
</tr>
<tr>
<td></td>
<td>“Angel”</td>
<td>36 - 126 - 31+</td>
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<tr>
<td></td>
<td>“Dogs”</td>
<td>159 - 0</td>
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<tr>
<td></td>
<td>“Hard”</td>
<td>39 - 125 - 31+</td>
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<tr>
<td></td>
<td>“Double”</td>
<td>156 - 1</td>
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<tr>
<td></td>
<td>“Reason”</td>
<td>39 + 124 - 31+</td>
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<td></td>
<td>“Punk”</td>
<td>142 - 0</td>
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<td></td>
<td>“Savage”</td>
<td>108 - 32 - 32+</td>
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<td>“FURY”</td>
<td>140 - 4</td>
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<td>“106”</td>
<td>106 - 30</td>
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<td></td>
<td>“Feeling”</td>
<td>107 - 5</td>
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<td></td>
<td>“42”</td>
<td>56 - 89 - 49+</td>
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<td>“27”</td>
<td>8 - 56 - 71+</td>
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<td>“Trip”</td>
<td>137 - 0</td>
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<td></td>
<td>“Where”</td>
<td>39 + 98 - 56+</td>
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<td>“Dude”</td>
<td>138 - 3</td>
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<td>“Rescue”</td>
<td>17 - 76 - 61+</td>
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<td></td>
<td>“Presence”</td>
<td>124 - 3</td>
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<td></td>
<td>“Monkey”</td>
<td>10 - 58 - 63+</td>
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<td>“Surfing”</td>
<td>136 - 1</td>
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<td>“Workers”</td>
<td>51 - 91 - 80+</td>
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<td>“Time”</td>
<td>130 - 7</td>
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<td>“Secrets”</td>
<td>53 - 42 - 81+</td>
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<td>“Girl”</td>
<td>115 - 7</td>
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<td>“Crying”</td>
<td>127 - 4</td>
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<td></td>
<td>“Kiss”</td>
<td>14 + 49 - 63+</td>
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<td></td>
<td>“127”</td>
<td>6 - 45 - 79+</td>
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<td></td>
<td>“29”</td>
<td>2 - 34 - 79+</td>
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<td>“29”</td>
<td>1 - 36 - 77+</td>
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<td></td>
<td>“Touch”</td>
<td>113 - 5</td>
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<td></td>
<td>“Beethoven”</td>
<td>4 + 26 - 78+</td>
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<td></td>
<td>“Tango”</td>
<td>103 - 1</td>
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<td></td>
<td>“Pencil”</td>
<td>8 - 49 - 48+</td>
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<td></td>
<td>“Cry”</td>
<td>77 - 0</td>
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<td></td>
<td>“Secrets”</td>
<td>113 - 4</td>
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<tr>
<td></td>
<td>“Lady”</td>
<td>3 + 21 - 71+</td>
</tr>
<tr>
<td></td>
<td>“2”</td>
<td>110 - 8</td>
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<tr>
<td></td>
<td>“All”</td>
<td>13 + 78 - 43+</td>
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<td></td>
<td>“Good”</td>
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<td>“1”</td>
<td>21 - 66</td>
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<td></td>
<td>“Rocking”</td>
<td>89 - 5</td>
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<tr>
<td></td>
<td>“Rock ’N Roll”</td>
<td>7 - 27 - 53+</td>
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<td></td>
<td>“Wages”</td>
<td>95 - 1</td>
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<td></td>
<td>“I”</td>
<td>20 - 59</td>
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<tr>
<td></td>
<td>“Stand”</td>
<td>79 - 7</td>
</tr>
<tr>
<td></td>
<td>“2”</td>
<td>1 - 21 - 49+</td>
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<td></td>
<td>“Nothing”</td>
<td>69 - 1</td>
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<td></td>
<td>“Run”</td>
<td>10 - 34 - 29+</td>
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<tr>
<td></td>
<td>“Christmas”</td>
<td>41 - 5</td>
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<tr>
<td></td>
<td>“3”</td>
<td>24 - 13</td>
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<tr>
<td></td>
<td>“Tangle”</td>
<td>92 - 11</td>
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<td></td>
<td>“Help”</td>
<td>62 + 11</td>
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<td></td>
<td>“All”</td>
<td>2 - 25 - 35+</td>
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<tr>
<td></td>
<td>“Sail”</td>
<td>68 + 2</td>
</tr>
<tr>
<td></td>
<td>“Salt”</td>
<td>2 + 12 - 44+</td>
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<td></td>
<td>“Trust”</td>
<td>74 - 1</td>
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<tr>
<td></td>
<td>“14”</td>
<td>2 + 9 - 46</td>
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<tr>
<td></td>
<td>“Love Me”</td>
<td>60 - 1</td>
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<tr>
<td></td>
<td>“1”</td>
<td>1 - 14 - 35+</td>
</tr>
<tr>
<td></td>
<td>“9”</td>
<td>75 + 3</td>
</tr>
<tr>
<td></td>
<td>“6”</td>
<td>3 + 6 - 45+</td>
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</tbody>
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#### Most Added

- **Top 10 Tracks**: Radiators (11), Steve Winwood (11), Broadcasters (8), Great White (8), Joe Cocker (7), Eurythmics (5), Less Than Zero (5), Love & Rockets (5)

#### Hottest

- **Top 10 Artists**: Foreigner (81), Steve Winwood (56), YES (54), George Harrison (49), Paul Carrack (41), John Cougar Mellencamp (39), Pink Floyd (39), U2 (39), Robbie Robertson (36), Def Leppard (30)

#### Breakers

No records qualified for Breaker status this week.

#### Sting

**“Be Still My Beating Heart”**

CD Single On Your Desk Now.

Produced by Neil Dorfman and Sting
R&R NATIONAL AIRPLAY
CONTEMPORARY HIT RADIO

BREAKERS.

PATRICK SWAYZE
She's Like The Wind (RCA)
61% of our reporters playing it. Moves: Up 14, Debuts 29, Same 73,
Down 0, Adds 26 including 92X, WCZY, WNNK, WKEE, Q106, KZ106,
WLAP, PWR92, 100KHL.

SQUEEZE
853-5937 (A&M)
61% of our reporters playing it. Moves: Up 13, Debuts 17, Same 99,
Down 0, Adds 12 including KHTR, WAEB, 98PXY, FM100, KRQX,
CHED, KYNO, WLRW.

R &R NATIONAL AIRPLAY
CONTEMPORARY HIT RADIO

MOST ADDED
PATRICK SWAYZE (25)
RICK ASTLEY (22)
MEN WITHOUT HATS (14)
STRYPER (14)
MADONNA (13)
ROGER (13)
SQUEEZE (13)
YES (12)
BOY GEORGE (10)

MOST ACTIVE
MADONNA (38)
RICK ASTLEY (29)
BANANARAMA (28)
SALT-N-PEPA (27)
BILLY IDOL (25)
YES (22)
MARLIES (18)
U2 (15)
COVER GIRLS (14)
REZA (14)
EURYTHMICS (14)

HOTTEST
Tiffanny (125)
George Harrison (100)
Whitney Houston (92)
Whitehead (91)
Michael Jackson (77)
INXS (74)
BANGLES (60)
George Michael (60)
Roger (46)
Elton John (35)

Most Active = Ups + Debuts — Downs

URBAN CONTEMPORARY

CHART EXTRAS

BOY GEORGE
Live My Life (Virgin)
67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 15/0, Light 49/5,
Total Adds 6 including WBLK, WHRK, WLUM, WWDM, WCKX, KKPW.

GARRY GLENN featuring SHEILA HUTCHINSON
Feels Good To Feel Good (Motown)
61% of our reporting stations on it. Rotations: Heavy 0/0, Medium 33/0, Light 26/4,
Total Adds 4 including WJTT, KWTD, WQIM, WPLZ. Debuts at number 40 on the Urban
Contemporary chart.

GLEN JONES
Oh Girl (Jive/RCA)
62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 33/0, Light 26/4,
Total Adds 4 including WJTT, KWTD, WQIM, WPLZ. Debuts at number 40 on the Urban
Contemporary chart.

MOST ADDED
STACY LATTISAW (17)
TEMPATIONS (17)
BRYSON & BELLE (12)
JOYCE SIMS (8)
JOEY WATLEY (8)
SHARICE WILSON (8)
ANGELA WInBUSH (8)

HOTTEST
MICHAEL JACKSON (78)
LEVERT (57)
NEL'SA MORGAN (57)
GLADYS KNIGHT (54)
ROGER (32)
WHITNEY HOUSTON (29)
NATALIE COLE (20)
KASHIF (18)
KEITH SWEAT (15)

“MEMORY BANK” — A 2.2 minute daily Chronicle of
the biggest moments in contemporary black/urban music.
(AURAN-BLACK, URBAN/CHR)

“THIS WEEK WITH...” highlights the most interesting
and entertaining specials that contemporary black/urban music.
(AURAN-BLACK, URBAN/CHR)

MAHOGANY PRODUCTIONS, INC.
SHORT BARTER FEATURES

CALL: JACk MORRIS 213-652-8710

“THIS DAY IN ROCK” — An in-depth chronicle of rock
music highlighted in this segment. 2.2 minute daily feature
(AURAN, AGR, CHR, AC, CH)

“TAKE FIVE” — A 3.3 minute interview with the
most interesting and entertaining personalities in the world of con-
temporary music. Available prepared or “live copy on-air” format
(AURAN, AGR, CHR, AC, CH)

“LIVE BARTER” — 3.3 minute live interview with the
most interesting and entertaining personalities in the world of con-
temporary music. Available prepared or “live copy on-air” format
(AURAN, AGR, CHR, AC, CH).

CALL: PAT STANLEY 213-652-8710
"Michael Bolton's version is my all-time favorite of my husband's classic."

—Zelma Redding

THE NEW SINGLE* FEATURING JOURNEY'S NEIL SCHON AND JONATHAN CAIN. FROM THE HUNGER

THE ALBUM THAT INCLUDES THE TOP-20 HIT "THAT'S WHAT LOVE IS ALL ABOUT."

ON COLUMBIA RECORDS, CASSETTES AND COMPACT DISCS.

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