

PROMOTIONS

THE JAZZ MOUNT

WNEW-AM New York's "Jazz-beaux" Collins has a four-legged namesake keeping the peace in Gotham. Collins has always loved New York's mounted police, who patrol the city's streets on horseback. When he found out that New Yorkers can donate horses to the police department and then name them, he asked listeners to send in donations of less than \$5, so he could pool the money and buy a horse. After two months, Collins raised all he needed, bought a horse and donated it to the mounted police. The horse's name? Jazzbeaux, of course.

DROUGHT RELIEF

WLVQ Columbus, Ohio, found another way to sprinkle a little green around to listeners recently. Because of exceptionally hot weather, the Columbus suburb of Dublin has

had a lawn-watering ban in effect. **WLVQ** morning men **Lee Randall** and **J.J. Jeffries** asked listeners to call in and explain why they felt their lawns, gardens, or flower beds needed watering. Those listeners judged most needy, or most inventive, won visits from the "Q-FM-96" water wagon—a water-filled tanker truck rented by the station. According to the station, the tanker "watered the winners' withered what-ers."

HOLE-HEARTED EFFORT

WCUZ Grand Rapids, Mich., morning show co-host and sports director **Dennis Sutton** set out to break the world record for the number of holes golfed in a 24-hour period. Sutton asked listeners to call in pledges for each putt sunk, to benefit the Make-A-Wish Foundation in the Grand Rapids area. The foundation fulfills wishes for terminally ill children.

Sutton spent a week gathering

pledges and practicing his golf before taking to the course to break the record of 702 holes, set in 1985. To prepare, he ordered special glow-in-the-dark golf balls and a souped-up golf cart capable of reaching 22 mph. Sutton also assigned volunteers the task of teeing up balls at every hole, and two carts chased his drives down the fairways, acting as ball spotters and saving him valuable time.

To increase the promotional impact, Sutton began and ended the 24-hour ordeal on the **WCUZ** morning show. He gave listeners hourly reports and performed his usual morning show duties via a wireless microphone. But after 24 hours and as many blisters, Sutton managed just 376 holes. Regardless, his efforts meant thousands of dollars for the charity.

There's a postscript to this story: Soon after Sutton announced he would try to break the record, the professional golfer who set it broke it himself, playing 780 holes consecutively. But unlike Sutton, he played on a lighted golf course, and he didn't have to deliver morning newscasts from a speeding golf cart.

FOR WEEK ENDING SEPTEMBER 12, 1987

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HOT CROSSOVER 30™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST LABEL	TITLE
1	4	5	7	LISA LISA & CULT JAM COLUMBIA	★★ NO. 1 ★★ LOST IN EMOTION 1 week at No. One
2	2	3	6	MICHAEL JACKSON EPIC	I JUST CAN'T STOP LOVING YOU
3	3	2	7	LOS LOBOS WARNER BROS.	LA BAMBA
4	6	7	6	WHITNEY HOUSTON ARISTA	DIDN'T WE ALMOST HAVE IT ALL
5	5	4	7	L.L. COOL J DEF JAM	I NEED LOVE
6	7	6	7	FAT BOYS & THE BEACH BOYS TIN PAN APPLE	WIPE OUT
7	1	1	9	MADONNA SIRE	WHO'S THAT GIRL
8	9	9	8	JELLYBEAN CHRYSALIS	WHO FOUND WHO
9	8	11	12	WILL TO POWER EPIC	DREAMIN'
10	13	16	4	PRINCE PAISLEY PARK	U GOT THE LOOK
11	12	21	3	EXPOSE ARISTA	LET ME BE THE ONE
12	10	8	6	LEVERT ATLANTIC	CASANOVA
13	11	12	6	FORCE M.D.'S TOMMY BOY	LOVE IS A HOUSE
14	17	24	3	NOEL 4TH & B'WAY	SILENT MORNING
15	16	15	7	ABC MERCURY	WHEN SMOKEY SINGS
16	18	23	4	BANANARAMA LONDON	I HEARD A RUMOUR
17	15	20	5	HERB ALPERT A&M	MAKING LOVE IN THE RAIN
18	NEW	1		MADONNA SIRE	CAUSING A COMMOTION
19	21	27	3	PEPSI & SHIRLIE POLYDOR	HEARTACHE
20	25	17	8	NATALIE COLE EMI-MANHATTAN	JUMP START
21	14	14	15	GEORGE MICHAEL COLUMBIA	I WANT YOUR SEX
22	22	—	17	DEBBIE GIBSON ATLANTIC	ONLY IN MY DREAMS
23	NEW	1		PRETTY POISON VIRGIN	CATCH ME I'M FALLING
24	26	—	4	T'PAU VIRGIN	HEART AND SOUL
25	23	26	12	ALEXANDER O'NEAL TABU	FAKE
26	20	13	7	DIONNE WARWICK & JEFFREY OSBORNE ARISTA	LOVE POWER
27	19	10	8	SMOKEY ROBINSON MOTOWN	ONE HEARTBEAT
28	NEW	1		ANITA BAKER ELEKTRA	NO ONE IN THE WORLD
29	30	—	2	SWING OUT SISTER MERCURY	BREAKOUT
30	NEW	1		JODY WATLEY MCA	DON'T YOU WANT ME

FEATURED PROGRAMMING

THE NETWORK RADIO CO. is one of the first visible signs of **Westwood One's** acquisition of the **NBC Radio Network**. **Westwood One**, **Mutual Broadcasting**, and the **NBC Radio Network** will now all be under the **Network Radio Co.** umbrella.

BOTH THE MCA Radio Network and **James Paul Brown Entertainment** will be introducing live call-in shows for country formats in the coming weeks. "Nashville Live," MCA's first foray into "line shows," bows Sept. 27, marking MCA's first country offering. The 90-minute show will air at 8:30 p.m. EST on Sundays, with country notable **Lon Helton** hosting live from Nashville. The premiere will feature Alabama and the network radio debut of the group's new album, "Just Us." Initially, MCA is programming 12 tracks per show.

"Countryline U.S.A." is **James Paul Brown Entertainment's** country follow-up to the top 40 "Hitline U.S.A." The one-hour "Countryline" will be hosted by **Gerry House** in Nashville, but will include live hook-ups with weekly guests anywhere in the country. House will remain in Nashville, where he took over the **WSIX** morning show on Sept. 1.

"Countryline" debuts at 8 p.m. Oct. 18 EST with guest **Kenny Rogers**, live from New York. Executive producer **Dana Miller** says an average of six tracks and 20 calls are planned per show. Miller predicts that both of the new shows will get off to healthy starts, adding that "Countryline" is starting out with a three-year commitment from advertisers. Both MCA and JPB plan heavy promotions for the shows.

(Continued on next page)

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HOT ADULT CONTEMPORARY™

Compiled from a national sample of radio playlists.

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
1	1	1	6	★★ NO. 1 ★★ I JUST CAN'T STOP LOVING YOU EPIC 34-07253/E.P.A.	MICHAEL JACKSON WITH SIEDAH GARRETT
2	3	4	7	DIDN'T WE ALMOST HAVE IT ALL ARISTA 1-9616	WHITNEY HOUSTON
3	2	3	8	ONE HEARTBEAT MOTOWN 1897	◆ SMOKEY ROBINSON
4	5	7	7	LA BAMBA SLASH 7-28336/WARNER BROS.	◆ LOS LOBOS
5	6	9	8	DOING IT ALL FOR MY BABY CHRYSALIS 43143	◆ HUEY LEWIS & THE NEWS
6	4	2	11	LOVE POWER ARISTA 1-9567	DIONNE WARWICK & JEFFREY OSBORNE
7	10	12	8	LONELY IN LOVE FULL MOON/EPIC 34-07275/E.P.A.	◆ DAN FOGELBERG
8	7	5	9	WHO'S THAT GIRL SIRE 7-28341/WARNER BROS.	◆ MADONNA
9	12	15	5	WHEN SMOKEY SINGS MERCURY 888 604-7/POLYGRAM	◆ ABC
10	8	6	12	MARY'S PRAYER VIRGIN 7-99465	◆ DANNY WILSON
11	9	8	14	BACK IN THE HIGHLIFE AGAIN ISLAND 7-28472/WARNER BROS.	◆ STEVE WINWOOD
12	14	17	8	NO ONE IN THE WORLD ELEKTRA 7-69456	◆ ANITA BAKER
13	17	24	4	THE STUFF THAT DREAMS ARE MADE OF ARISTA 1-9619	◆ CARLY SIMON
14	13	11	16	ALONE CAPITOL 44002	◆ HEART
15	15	13	21	CAN'T WE TRY COLUMBIA 38-07050	◆ DAN HILL (DUET WITH VONDA SHEPARD)
16	16	16	8	I STILL HAVEN'T FOUND WHAT I'M LOOKING FOR ISLAND 7-99430/ATLANTIC	◆ U2
17	19	25	4	WHY DOES IT HAVE TO BE (WRONG OR RIGHT) RCA 5132	◆ RESTLESS HEART
18	18	32	4	HAPPY TOGETHER OPEN AIR 0024/A&M	THE NYLONS
19	11	10	12	LUKA A&M 2937	◆ SUZANNE VEGA
20	29	—	2	LITTLE LIES WARNER BROS. 7-28291	◆ FLEETWOOD MAC
21	30	—	2	DON'T MAKE ME WAIT FOR LOVE ARISTA 1-9625	◆ KENNY G.
22	21	26	5	MAKING LOVE IN THE RAIN A&M 2949	HERB ALPERT
23	31	36	3	TOUCH OF GREY ARISTA 1-9606	◆ GRATEFUL DEAD
24	28	35	5	IN MY DREAMS EPIC 34-07255/E.P.A.	◆ REO SPEEDWAGON
25	34	—	2	I'VE BEEN IN LOVE BEFORE VIRGIN 7-99425	◆ CUTTING CREW
26	23	18	18	I WANNA DANCE WITH SOMEBODY (WHO LOVES ME) ARISTA 1-9598	◆ WHITNEY HOUSTON
27	24	21	15	MOONLIGHTING (THEME) MCA 53124	◆ AL JARREAU
28	20	14	11	SEVEN WONDERS WARNER BROS. 7-28317	◆ FLEETWOOD MAC
29	22	20	13	SOMETHING SO STRONG CAPITOL 5695	◆ CROWDED HOUSE
30	25	19	18	I'D STILL SAY YES CONSTELLATION 53028/MCA	KLYMAXX
31	26	23	24	SONGBIRD ARISTA 1-9588	◆ KENNY G.
32	NEW	1		I.O.U. ME CAPITOL 44009	BE BE & CE CE WINANS
33	38	—	2	ONLY IN MY DREAMS ATLANTIC 7-89322	◆ DEBBIE GIBSON
34	32	22	10	FATAL HESITATION A&M 2942	CHRIS DE BURGH
35	NEW	1		MAYBE SOMEDAY ELEKTRA 7-69448	◆ SIMPLY RED
36	27	28	6	SHATTERED GLASS ATLANTIC 7-89245	◆ LAURA BRANIGAN
37	37	29	19	EVERY LITTLE KISS RCA 14361	◆ BRUCE HORNSBY & THE RANGE
38	NEW	1		BREAKOUT MERCURY 888 016-7/POLYGRAM	◆ SWING OUT SISTER
39	33	33	5	THIN LINE MTM 72087	◆ IN PURSUIT
40	36	30	21	IN TOO DEEP ATLANTIC 7-89316	◆ GENESIS

○ Products with the greatest airplay gains this week. ◆ Videoclip availability. ● Recording Industry Assn. Of America (RIAA) certification for sales of 1 million units. ▲ RIAA certification for sales of 2 million units.