

## PROMOTIONS

### ALBANY ALCHEMY

Alchemy is the science of turning the common into the precious, and sister stations WKLI and WABY Albany, N.Y., have learned its secrets. When the freak snowstorm in early October knocked out power to the studios and transmitter, they made the silence golden with a promotion run entirely on television.

Although the stations were unable to broadcast, they kept in touch with their audiences through TV spots that offered \$5,000 to the listener who could most closely predict the time the stations would return to the air. After three days, the stations returned at 9:41 a.m.—and the first order of business was to award listener Susan Vautrin the \$5,000. She had predicted a start-up time of 9:45 a.m.

### NATIONAL BOZOBOTOMY

The nation's bozos will all be asked to clean up their acts on Nov. 19, when the third annual No Bozos Day will be commemorated. Larry Harmon, the original Bozo the Clown, spearheads the yearly campaign with the message "Don't be a bozo when it comes to smoking, drinking, and drugs."

No Bozos Day takes a humorous look at the myriad symptoms of bozo-ocity while telling young people about the dangers of mixing bozo behavior with drugs. This year's campaign will also warn kids about casual sex with bozos. Last year, 300 stations joined with their cities' mayors to debozo-ize their communities. Interested promotion directors can contact the national No Bozos Day headquarters at 213-463-2331.

### CAR-GO 1, THE MAGIC GARAGE

KRPM Seattle has brought back what's possibly the biggest radio contest in the market, the KRPM New Car Garage. Last year, the station pulled 10 cars and trucks out of the "magic garage" for listeners. This year, it will offer a \$40,000 Maserati Bi-Turbo to go, as well as other hot wheels.

The vehicles are described over the air once an hour from 6 a.m.-8 p.m. Mondays, Fridays, and every other hour on Saturdays. Each time any given cruising vessel is described, a call is placed to a residential phone number in the area. If the person answering the phone can identify the make, model, and exact color, it's his.

### CAR-GO 2, ALL YUGO TOO

In what could be called the If I Go, Yugo Too contest, XTRA-FM "91X" San Diego introduced an all-time high in conspicuous consumption, the Yugo six-pack. Just like it sounds, the prize is six of those adorable Yugoslavian motorized skateboards some call cars.

The rock station invited listeners to put a 91-X bumper sticker on their vehicles and then listen for their license numbers to be read over the air. Listeners then had 30 minutes to call in and win \$91, which qualified them for the crowded driveway.

In the event no one called within the 30-minute time limit, the ninth caller got the cash'n'chance. To increase the promotion's visibility, XTRA paraded all six Yugos in downtown San Diego's Columbus Day Parade. PETER J. LUDWIG

FOR WEEK ENDING OCTOBER 31, 1987



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## HOT CROSSOVER 30™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
1	1	1	7	★★ NO. 1 ★★ <b>BAD</b> EPIC 34-07418/E.P.A.	MICHAEL JACKSON 3 weeks at No. One
2	2	2	10	<b>LET ME BE THE ONE</b> ARISTA 1-9617	EXPOSE
3	3	6	8	<b>DON'T YOU WANT ME</b> MCA 53162	JODY WATLEY
4	4	3	8	<b>CAUSING A COMMOTION</b> SIRE 7-28224/WARNER BROS.	MADONNA
5	8	11	6	<b>I THINK WE'RE ALONE NOW</b> MCA 53167	TIFFANY
6	7	8	8	<b>CATCH ME (I'M FALLING)</b> VIRGIN 7-99416	PRETTY POISON
7	6	7	9	<b>BREAKOUT</b> MERCURY 888 016-7/POLYGRAM	SWING OUT SISTER
8	9	9	13	<b>CASANOVA</b> ATLANTIC 7-89217	LEVERT
9	5	5	11	<b>U GOT THE LOOK</b> PAISLEY PARK 7-28289/WARNER BROS.	PRINCE
10	12	18	5	<b>DON'T MAKE ME WAIT FOR LOVE</b> ARISTA 9625	KENNY G.
11	10	4	14	<b>LOST IN EMOTION</b> COLUMBIA 38-07267	LISA LISA & CULT JAM
12	13	14	5	<b>I DON'T THINK THAT MAN SHOULD...</b> Geffen 7-28417	RAY PARKER JR.
13	11	12	10	<b>SILENT MORNING</b> 4TH & B'WAY 7439	NOEL
14	16	21	5	<b>IT'S A SIN</b> EMI-MANHATTAN 43027	PET SHOP BOYS
15	17	24	3	<b>MONY MONY</b> CHRYSALIS 43161	BILLY IDOL
16	18	23	3	<b>TELL IT TO MY HEART</b> ARISTA 1-9612	TAYLOR DAYNE
17	19	26	3	<b>LOVIN' YOU</b> P.I.R. 50084/EMI-MANHATTAN	THE O'JAYS
18	26	—	2	<b>SHAKE YOUR LOVE</b> ATLANTIC 7-89187	DEBBIE GIBSON
19	21	28	3	<b>YOU AND ME TONIGHT</b> VIRGIN 99422	DEJA
20	29	—	2	<b>I DO YOU</b> MCA 53193	THE JETS
21	NEW ▶	1	1	<b>THE TIME OF MY LIFE</b> RCA 5224	BILL MEDLEY & JENNIFER WARNES
22	25	—	2	<b>SKELETONS</b> MOTOWN 1907	STEVIE WONDER
23	14	10	13	<b>DIDN'T WE ALMOST HAVE IT ALL</b> ARISTA 1-9616	WHITNEY HOUSTON
24	NEW ▶	1	1	<b>DON'T GO</b> CAPITOL 44047	MARLON JACKSON
25	30	—	2	<b>LITTLE LIES</b> WARNER BROS. 7-28291	FLEETWOOD MAC
26	NEW ▶	1	1	<b>(BABY TELL ME) CAN YOU DANCE</b> A&M 2939	SHANICE WILSON
27	15	13	11	<b>I HEARD A RUMOUR</b> LONDON 886 165-7/POLYGRAM	BANANARAMA
28	NEW ▶	1	1	<b>PARTY YOUR BODY</b> LMR 4000	STEVIE B
29	NEW ▶	1	1	<b>MY LOVE IS DEEP</b> WING 887 024-7/POLYGRAM	LACE
30	NEW ▶	1	1	<b>SUGAR FREE</b> EPIC 34-07283/E.P.A.	WA WA NEE

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## HOT ADULT CONTEMPORARY™

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	TITLE LABEL & NUMBER/DISTRIBUTING LABEL	ARTIST
1	1	1	9	★★ NO. 1 ★★ <b>LITTLE LIES</b> WARNER BROS. 7-28291	◆ FLEETWOOD MAC 4 weeks at No. One
2	2	2	9	<b>DON'T MAKE ME WAIT FOR LOVE</b> ARISTA 1-9625	◆ KENNY G.
3	3	7	8	<b>BREAKOUT</b> MERCURY 888 016-7/POLYGRAM	◆ SWING OUT SISTER
4	4	5	9	<b>I'VE BEEN IN LOVE BEFORE</b> VIRGIN 7-99425	◆ CUTTING CREW
5	7	16	5	<b>CANDLE IN THE WIND</b> MCA 53196	◆ ELTON JOHN
6	9	15	5	<b>BRILLIANT DISGUISE</b> COLUMBIA 38-07595	BRUCE SPRINGSTEEN
7	6	12	12	<b>IN MY DREAMS</b> EPIC 34-07255/E.P.A.	◆ REO SPEEDWAGON
8	17	22	6	<b>THE TIME OF MY LIFE</b> RCA 5224	◆ BILL MEDLEY & JENNIFER WARNES
9	5	4	15	<b>LONELY IN LOVE</b> FULL MOON/EPIC 34-07275/E.P.A.	◆ DAN FOGELBERG
10	10	17	7	<b>SINCE I FELL FOR YOU</b> MCA 53187	AL JARREAU
11	8	3	12	<b>WHEN SMOKEY SINGS</b> MERCURY 888 604-7/POLYGRAM	◆ ABC
12	15	18	7	<b>YOU ARE THE GIRL</b> ELEKTRA 7-69446	◆ THE CARS
13	20	21	7	<b>THAT'S WHAT LOVE IS ALL ABOUT</b> COLUMBIA 38-7322	◆ MICHAEL BOLTON
14	11	6	14	<b>DIDN'T WE ALMOST HAVE IT ALL</b> ARISTA 1-9616	◆ WHITNEY HOUSTON
15	21	25	4	<b>RESERVATIONS FOR TWO</b> ARISTA 1-9638	◆ DIONNE & KASHIF
16	12	9	11	<b>THE STUFF THAT DREAMS ARE MADE OF</b> ARISTA 1-9619	◆ CARLY SIMON
17	23	29	3	<b>VALERIE</b> ISLAND 7-28231/WARNER BROS.	◆ STEVE WINWOOD
18	13	8	15	<b>ONE HEARTBEAT</b> MOTOWN 1897	◆ SMOKEY ROBINSON
19	14	10	15	<b>DOING IT ALL FOR MY BABY</b> CHRYSALIS 43143	◆ HUEY LEWIS & THE NEWS
20	24	27	4	<b>SPECIAL WAY</b> MERCURY 888 867-7	KOOL & THE GANG
21	22	23	5	<b>SOMETHING IN YOUR EYES</b> A&M 2940	◆ RICHARD CARPENTER
22	19	14	11	<b>WHY DOES IT HAVE TO BE</b> RCA 5132	◆ RESTLESS HEART
23	18	13	15	<b>NO ONE IN THE WORLD</b> ELEKTRA 7-69456	◆ ANITA BAKER
24	25	24	7	<b>BETCHA SAY THAT</b> EPIC 34-07371/E.P.A.	◆ G. ESTEFAN/MIAMI SOUND MACHINE
25	16	11	13	<b>I JUST CAN'T STOP LOVING YOU</b> EPIC 34-07253/E.P.A.	MICHAEL JACKSON
26	30	45	3	★★★ POWER PICK ★★★ <b>I DREAMED A DREAM</b> COLUMBIA 38-07614	NEIL DIAMOND
27	29	33	6	<b>LOST IN EMOTION</b> COLUMBIA 38-07267	◆ LISA LISA & CULT JAM
28	32	42	4	<b>GUARANTEED FOR LIFE</b> VIRGIN 7-99412	◆ MILLIONS LIKE US
29	28	26	28	<b>CAN'T WE TRY</b> COLUMBIA 38-07050	◆ DAN HILL (DUET WITH VONDA SHEPARD)
30	42	—	2	<b>POWER OF LOVE</b> ATLANTIC 7-89191	LAURA BRANIGAN
31	46	—	2	<b>I DON'T MIND AT ALL</b> ISLAND 7-99409/ATLANTIC	◆ BOURGEOIS TAGG
32	50	—	2	<b>BELIEVE IN ME</b> A&M 2978	PAUL JANZ
33	34	41	5	<b>BAD</b> EPIC 34-07418/E.P.A.	◆ MICHAEL JACKSON
34	27	19	10	<b>TOUCH OF GREY</b> ARISTA 1-9606	◆ GRATEFUL DEAD
35	26	20	18	<b>LOVE POWER</b> ARISTA 1-9567	DIONNE WARWICK & JEFFREY OSBORNE
36	45	—	2	<b>WE'VE ONLY JUST BEGUN</b> JIVE 1049	◆ GLENN JONES
37	NEW ▶	1	1	★★★ HOT SHOT DEBUT ★★★ <b>DAWNING ON A NEW DAY</b> CYPRESS 666 122-7	MICHAEL TOMLINSON
38	NEW ▶	1	1	<b>GOT MY MIND SET ON YOU</b> DARK HORSE 7-28178/WARNER BROS.	GEORGE HARRISON
39	37	46	4	<b>CAUSING A COMMOTION</b> SIRE 7-28224/WARNER BROS.	◆ MADONNA
40	33	28	14	<b>LA BAMBA</b> SLASH 7-28336/WARNER BROS.	◆ LOS LOBOS
41	NEW ▶	1	1	<b>COME ON, LET'S GO</b> SLASH 7-28186/WARNER BROS.	LOS LOBOS
42	31	30	11	<b>HAPPY TOGETHER</b> OPEN AIR 0024/A&M	◆ THE NYLONS
43	36	44	4	<b>CARRIE</b> EPIC 34-07282/E.P.A.	◆ EUROPE
44	NEW ▶	1	1	<b>NEVER THOUGHT (THAT I COULD LOVE)</b> COLUMBIA 38-07618	DAN HILL
45	38	37	7	<b>I HEARD A RUMOUR</b> LONDON 886 165-7/POLYGRAM	◆ BANANARAMA
46	NEW ▶	1	1	<b>EVERCHANGING TIMES</b> QWEST 7-28163/WARNER BROS.	◆ SIEDAH GARRETT
47	35	39	9	<b>ONLY IN MY DREAMS</b> ATLANTIC 7-89322	◆ DEBBIE GIBSON
48	NEW ▶	1	1	<b>SO EMOTIONAL</b> ARISTA 1-9642	WHITNEY HOUSTON
49	41	31	21	<b>BACK IN THE HIGHLIFE AGAIN</b> ISLAND 7-28472/WARNER BROS.	◆ STEVE WINWOOD
50	39	35	19	<b>MARY'S PRAYER</b> VIRGIN 7-99465	◆ DANNY WILSON

Products with the greatest airplay gains this week. ◆ Videoclip availability.



"Bad" For Good. WJLB Detroit air personality John Edwards gives Detroit March of Dimes poster child Dana Green a hand as she picks the name of another winner in the station's recent contest to raise money for the Detroit chapter of the charity. WJLB joined with Epic Records to sponsor the World Premiere Party, where 1,100 contest winners were treated to the premiere of Michael Jackson's "Bad" video and got to dance the night away to the "Bad" album, even though it had yet to be released publicly at the time.