

I N S I D E :

THE R&R INTERVIEW: BUZZ BENNETT

The R&R interview, in-depth conversations with the hottest newsmakers, returns this issue with new **Statewide VP/Programming Buzz Bennett**. The legendary programmer tells why he left radio, why he's back, what he's planning, and what he thinks is in store for CHR.

Page 16

GROUP DEALS SEALED

Besides the \$152 million **Sconnix/Blair** deal detailed elsewhere on this page, **Newmarket** buys the **Summit** stations and **Jones** purchases seven **Resort** facilities.

Page 10

HOMECOMING '87 FOR BRITAIN, BICKEL

Ross Brittain's back with the **Z100/New York Morning Zoo**, while **Andy Bickel**, who programmed **WBT/Charlotte** for nine years until 1982, is back at the reins.

Page 3

65 YEARS FOR WOR



WOR/New York's John A. Gambling and **Sherrye Henry** meet Mayor **Ed Koch** at the station's 65th anniversary party. More photos inside.

Page 14

SECOND INFINITY GM DRAWS DUAL-STATION DUTIES

WYSP/Philadelphia's Ken Stevens will also manage co-owned **WBW/Washington**, in a move similar to **WBCN/Boston VP/GM Tony Berardini** assuming the **KROQ/Los Angeles** post.

Page 3

NAB ATTACKS FCC CALL LETTER PLAN

The FCC's plan to mix "K" 's and "W" 's and generally change the way call letters are granted draws a frosty reception from **NAB** and others.

Page 8

Newsstand Price \$5.00



INDUSTRY UNITES ON FORMAT

Summer Splash Set By Labels For Cassette Single

The record industry is making a concerted, coordinated effort to launch the cassette single this summer. Working together under the auspices of the **RIAA**, labels reached agreement last week on format, packaging, and retail rollout, among other key issues.

The focus is on two configurations: the cassette single equivalent to the vinyl 45, and the cassette "maxi-single" akin to the 12-inch single. The first would contain A and B sides on both sides of the tape; the latter

Cassette Single Campaign

- Two formats, equivalent to 45 and 12-inch
- Priced same as vinyl
- 40-50 titles through 200-400 stores
- Radio, retail needs spur effort

would carry several different 12-inch mixes (but not the same on both sides).

Programming Shakeup At 94Q

Morrison, McCartney Focus On Airshifts; Gruver Now Combo PD



Fleetwood Gruver III

WQXI-FM (94Q)/Atlanta PD Jim Morrison has resigned after seven years in that post, but remains with the station on-air between 1-5pm. Replacing him is **WQXI (AM) PD/Marketing Director Fleetwood Gruver III**.

Additionally, **Jeff McCartney** steps down as combo MD after a decade to devote full attention to his airshift. Midday personality **Craig Ashwood** has been named **94Q MD/Assistant PD**, while **AM midday air talent Chris Morgan** becomes MD/Assistant PD for that facility.

Double Resignations Not Planned

WQXI-AM & FM OM Don Benson denied speculation that **Morrison** and **McCartney's** resignation were tied together. "Jim simply made the decision on his own to do what he does best. He's a gifted air talent and

94Q/See Page 6

Miami Twice: Two New AOR PDs

Kendall WSHE OM; WINZ-FM Makes Switch With Bolger

Miami's rock radio battle intensified this week with two major developments:

- Former **WNEW-FM/New York** programmer **Charlie Kendall** has joined format leader **WSHE** as OM.
- **WINZ-FM** has completed an evolution from **CHR** back to **AOR** and hired **KSGO & KGON/Portland OM Pete Bolger** as PD.

Kendall will report to **TK Communications VP/Programming Rick Peters**, and will be in charge of programming, posi-

Garland President Of Quantum's Music Unit

Former **MTV Networks Sr. VP/Programming Les Garland** has joined **Quantum Media Inc.** as President of its Music Division and Exec. VP of QMI.

Garland, reporting to company President/CEO **Bob Pittman**, called the music division an integral part of QMI's strategy of targeting the emerging, visually-oriented generation of consumers via "a synergistic fusion" of music, television, feature films, advertising, and marketing.

He added, "In the next four to six weeks, we expect to be announcing the first artists under



Les Garland the banner of QMI Music." Reporting to Garland is music division Exec. VP/GM **Dick Williams**.

In addition to music, Garland will be involved in all creative aspects of Quantum Media's other businesses. Said Pittman, "His programming and creative skills and his experience at **MTV, Atlantic Records**, and 15 years as a radio programmer will bring additional momentum to QMI's multimedia creative and marketing strategy."

Sconnix Clinches \$152 Million Blair Deal

Sconnix Broadcasting Co. has purchased the eight **John Blair & Co.** radio stations for \$152 million. The deal sets a record for station sales this year, and doubles the size of **Sconnix** overnight, giving the group 16 properties.

Stations involved in the long-pending deal are **KVIL-AM & FM/Dallas, WIBC & WEAG/Indianapolis, WFLA & WPDS Tampa, and WHDH & WZOU/Boston**. "The deal is done," said **Sconnix** partner **Randy Odeneal**, whose partners include **Scott McQueen** and **Ted Nixon**. "We'll file with the FCC within two weeks."

Major Market Heavyweights Changing Hands

Headquartered in **Charleston, SC**, **Sconnix** currently owns **WBOS/Boston, WMJX/Miami,**

KCKM & KFKF/Kansas City, WMRZ & WLLR/Quad Cities, and WMRS & WLNH/Laconia, NH.

How The Deal Came Together

New York-based **Blair** was purchased in 1986 by **Reliance Capital Group**, which retained **Wall Street** investment banking firm **Drexel Burnham Lambert** to search for potential station buyers. In January, the finalists included **Sconnix, Jacor, Sunshine Wireless**, and **Parker Broadcasting**. **Sconnix** and **Blair** reached a handshake agreement January 23, but completing the formal contract dragged on for five weeks.

KVIL's Future Questioned

Blair's crown jewel has historically been **KVIL-FM**, rank-
SCONNIX/See Page 14



Charlie Kendall

tioning, and promotion. **WSHE PD/afternoon Michael Dal-fonzo** will retain his title and report to **Kendall**.

Peters said the decision to bring in **Kendall** stems directly from the additional competition. "We had sixes and now we have fours. We want to make sure it doesn't get worse. **Charlie's** a well-seasoned streetfighter, as our CEO **John Tenaglia** put it, 'He's a warhorse.'" **Kendall** added, "This is a combat mission."

MIAMI/See Page 6

SPANDAU BALLET is POISED FOR ANOTHER U.S. BREAKTHROUGH!



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MARCH 6, 1987

WYSP's Stevens Also WBMW GM

WYSP/Philadelphia GM Ken Stevens has been given additional management responsibilities for sister station WBMW/Washington, which Infinity took over last December. He's the company's second dual-city GM, following WBCN/Boston VP/GM Tony Berardini's addition of KROQ/Los Angeles duties last month.

Infinity President Mel Karmazin explained, "Unless I find a general manager who brings a lot to the table, I prefer to expand the responsibilities of our proven GMs. Rather than creating another layer (of GMs), we recognize people's contributions to the company and give them more responsibility."

Both Stevens and Berardini have programming, rather than sales, backgrounds. Karmazin noted, "In Washington, we don't have a sales problem as much as a product and positioning problem, and we wanted somebody with that kind of background."

Currently, WBMW is the third CHR in the market, trailing WAVA and WRQX (Q107).

Stevens expects to spend more



Ken Stevens

time in Washington getting set up there, and then will divide his time on "an as-needed basis."

STEVENS/See Page 4

Grambergu VP/GM At WMTG & WNIC



Henry Grambergu

Henry Grambergu, until recently GSM at WRIF/Detroit, has joined cross-town Price Communications "Heart & Soul"/AC combo WMTG & WNIC as VP/GM. He succeeds Jim Worthington, who four weeks ago joined Frank Magid Research in Cedar Rapids, IA.

Grambergu served six years as GSM with WRIF, which ABC sold last year to Silver Star Communications. He previously worked seven years in sales at ABC's

GRAMBERGU/See Page 4

Bickel Back As WBT PD



Andy Bickel

Enthusiastically proclaiming, "It's great to be back home," Andy Bickel is once again the PD at Jefferson Pilot's WBT/Charlotte. Bickel programmed the Full-Service AM AC station from 1973-82. Most recently he was PD at KLZZ/San Diego, and earlier WIBC/Indianapolis. Morning personality Mike Collins, who had been the PD, continues his on-air duties.

VP/GM Tony Renaud, who will be working with Bickel for the first

BICKEL/See Page 6



Nashville Ski-Line

Nashville took on the look of Steamboat Springs last weekend as WKDF teamed with Busch beer and a number of local businesses to provide locals with the unique opportunity of skiing downtown Music City. The "Busch Mountain" ski slope was 200ft long and covered with 200 tons of crushed ice. The public was invited to ski at no charge and equipment was provided gratis by a local ski shop. Olympic gold medalist Billy Kidd was on hand for advice, too.

MURPHY TO KLZZ

Brittain Rejoins Z100 Zoo

Ross Brittain has returned to Malrite's WHTZ (Z100)/New York as PD Scott Shannon's sidekick on the "Z100 Morning Zoo" for a reported three-year, six-figure-plus salary, starting March 9.

He replaces Jack Murphy who for the past year held that post while Brittain worked mornings at WTRK7/Philadelphia. Murphy is moving to mornings at Edens Broadcasting's recently acquired KLZZ/San Diego.

Shannon told R&R, "Jack came to us to learn and develop his skills as a morning personality and overall show supervisor. We both agree



Ross Brittain

he's achieved his goal and is ready to go out on his own.

"It's great to have a total broadcast professional like Ross return. His deal is so heavy it blows the hell out of (VP/GM) Dean Thacker's budget."

BRITTAIN/See Page 4

Williams VP/GM At WIL-AM&FM

WEMP & WMYX/Milwaukee GSM Dick Williams, who was sent to WIL-AM & FM/St. Louis by parent company Heritage Broadcasting as interim GM on February 6, has been named VP/GM of the Country combo.

Williams arrived at WIL following the transfer of previous acting GM Carey Barnaby-Merz to WBBF & WMJQ/Rochester VP/GM last month. The acting GM merry-go-round began when Craig Magee left WIL for the KIKK/Houston VP/GM job near the end of '86.

Heritage Radio Group President Paul Fiddick said, "Frankly, Dick played his way into the position from his role as interim GM."

WILLIAMS/See Page 6

Berger New Island VP



Bill Berger

Bill Berger has been named VP/Marketing at Island, overseeing all marketing and sales functions. He joins the label after ten years at E/A, most recently serving as VP/International & Product Development.

Berger reports to Island President Lou Maglia, who noted that "Bill's background in the international marketplace will be invaluable in the development of our relationships with our worldwide licensees." Berger could not be reached for comment.

KEEPING DIARYKEEPERS AWARE

Diarykeepers aren't always accurate, so it's vital for a station to promote top-of-mind awareness in its listeners.

Page 30

GOLD ON THE SCOREBOARD

Everybody talks about the Gold boom, but now there's a ratings scoreboard showing exactly how well Oldies stations fared in the most recent Arbitrons.

Page 59

FEATURES

WASHINGTON REPORT: Call letter flap; KWOD/Sacramento in comparative hearing	8
RADIO BUSINESS	10
NEWSBREAKERS	14
R&R INTERVIEW: Twenty questions with Buzz Bennett	16
PICTURE PAGES	18
WHAT'S NEW: MCA gets serious about cereal with Breakfast Club	21
STREET TALK: Why cassette singles won't be called "cassingles."	24
RATINGS & RESEARCH	30
NETWORKS	32
MANAGEMENT: Things you should know before you hire a consultant	33
PROMOTION & MARKETING: Comparing KJOL and KBIG ad campaigns	34
ON THE RECORDS: Grammy Handicap results	37
DATEBOOK	39
RECORDS: Consultant Peter Glen reads retail the riot act	40
CALENDAR	41
MARKETPLACE	64
OPPORTUNITIES	67

FORMATS

CHR: The OM gig: what exactly do they do anyway?	42
AOR	47
BLACK/URBAN: The format's hot new chain, Inter-Urban	50
AC: Four stations battle it out in Buffalo	58
GOLD	59
COUNTRY: Controversy and congeniality at CRS	60
NASHVILLE THIS WEEK: CRS New Faces Show photo highlights	62
CONTEMPORARY CHRISTIAN: Getting ready for the spring sweep	63

MUSIC INFORMATION

NATIONAL MUSIC FORMATS	69
BLACK/URBAN	70
JAZZ	74
CONTEMPORARY CHRISTIAN	75
COUNTRY	76
AC FULL-SERVICE	79
AC	80
AOR TRACKS	84
AOR ALBUMS	86
CHR	91
AC, AOR, BIU, CHR CHARTS	104

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NEWS

JACKSON WEEP ASST. PD

Antill Now Heads WEEP & WDSY Operations

WDSY/Pittsburgh PD Ron Antill has been promoted to the newly created OM position for the Country FM and Gold sister AM WEEP. Antill joined WDSY as morning man in 1979 and was made PD in 1983. The move occurs two weeks after WEEP PD Dave Anthony departed for the KILT (AM)/Houston PD job. Simultaneously, WEEP morning man Randy Jackson has been upped to Asst. PD.

Antill told R&R he'll continue his

3-6pm airstrip for "an undetermined amount of time." He added,

Huse New NAB VP/Radio

NAB has promoted Edwin Huse, its Mid-Atlantic States Regional Manager, to VP/Radio Administration, replacing Ron Irion, who resigned recently. The appointment makes Huse the association's number two radio official, under Sr. VP/Radio Dave Parnigoni.

At various times in the past, Huse owned and operated WHUZ & WHLT/Huntington, IN and WKHM & WJOX/Jackson, MI. He managed WTRK/Wheeling, WHAR/Clarksburg and WKYR/Keyser, all in West Virginia. He also served in sales capacities at WXYZ/Detroit and the TN Spot Sales Division of Capitol Broadcasting in Raleigh.

Huse, who joined NAB in 1985, is a past president of the Michigan Association of Broadcasters.

"Like WDSY, the 'Oldies Channel' (WEEP) is adult-oriented and therefore complementary to our FM. We need to appeal to individual audiences while also collectively making a salable commodity with both stations."

WEEP & WDSY VP/GM Peter Casella told R&R, "We needed someone to take the overall programming responsibility and coordination of both stations. Ron's been here a long time; he's worked hard and done an excellent job."

Stevens

Continued from Page 3

He joined WYSP in April 1985 after serving as Shamrock Communications' VP/Programming and GM of Shamrock's WGRX/Baltimore and WDIZ/Orlando. During his tenure, WYSP switched from mainstream AOR to Classic Rock and begun simulcasting Howard Stern's morning show from co-owned WXRK/New York.

WLRQ Becomes AOR/CHR WWRB

REBS, Inc. light AC WLRQ/Nashville switched to AOR/CHR hybrid WWRB (Rebel 100) last Friday (2/27). Partner and VP/Director of Programming Bob Dearborn, who is overseeing WWRB's programming, described it as occupying a "niche somewhere between AOR and CHR. Birch uses a term I like — 'contemporary rock.' It's an AOR that appeals to women and adults."

Few Recurrents, No Gold

The mix is almost entirely recurrent titles with a few recurrents and virtually no gold. Singles outweigh album cuts heavily, and pop material is included. Dearborn, who has no prior experience in AOR, says WWRB provides a "welcome alternative" to dominant AOR WKDF, which he claims some listeners say is "too hard, too heavy metal."

New Management

Staff changes include the exit of OM/morning man Allen Dennis and PD/PM driver Steve Atkins, who goes to sister WLTB/Birmingham.

WLRQ GM Randy Dickerson has left to become Group VP/Operations of four REBS-owned stations. President/CEO Rick James is filling in as GM and Corporate VP/Director Sales Ned Horton is acting as Station Manager. Dearborn is looking for a PD, GM, and additional jocks.

The 3-kw Class A licensed to Franklin covers the Nashville metro, although it has some problems in fringe areas, according to Dearborn.

Brittain

Continued from Page 3

Brittain, whose wife Rasa Kaye is News Director/morning anchor at WLTW/New York, quipped, "Living with my wife again — what a concept. We'll probably have a custody battle over the closets. It'll be nice to work for a company with the same GM and PD for the last four years instead of four GMs and PDs in one year."

KLZZ Format Change Unconfirmed

KLZZ PD Garry Wall refused to confirm widely circulated rumors of a format change from Classic Rock to CHR and new calls KKLQ. "Logistically, I can't tell you, but we're getting closer to something every day," he said. "We promised to bring great radio to San Diego, and Jack is certainly consistent with that mission. He survived a year with Scott, so he can do anything."

Additional KLZZ hirings include Jane Welsh from WTIC-FM/Hartford for middays and WXXS-FM/Boston night rocker Jo Jo Kincaid for afternoons.



Debra Seyler

Westwood One Names Seyler VP

Debra Seyler, formerly Director/Advertising for Warner Lambert, has been named Corporate VP for Westwood One Inc. She will be responsible for strategic planning, training, and development encompassing all departments of the company, reporting directly to Westwood One Chairman Norm Pattiz.

"Having worked very closely with Westwood One during my years in the advertising business, I'm very familiar with the company's operations and extremely impressed with Westwood One's phenomenal growth," said Seyler. "As Westwood One continues to expand, it is of paramount importance that every department be equipped to handle that growth," said Pattiz. "Debra Seyler is the perfect choice for the job."

Prior to her six years at Warner Lambert, Seyler worked four years at Ted Bates Advertising, where she advanced from buyer to supervisor of the network radio group.

Andrews Elevated To KWJJ PD

KWJJ-AM & FM/Portland MD Mark Andrews has been promoted to PD for the Country outlets, filling the vacancy created when Larry Coates departed a month ago. Andrews will maintain his midday airstrip on the FM.

A Portland native, Andrews has worked there his entire career. He joined KWJJ six years ago as an air talent, was upped to MD six months later, and was named Asst. PD in June 1985.

Also at the station, AM afternoon personality "Laid Back" Lenny takes over the simulcast morning show Coates previously hosted. Phillip Robbins covers the AM afternoon slot.

Noting "the work is just beginning, the battle is just starting," Andrews's assignment is to maintain KWJJ-FM's progress, as the station beat Country competitor KUPL-FM last fall for the first time since the fall '84 Arbitron.

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TRANSTAR

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Cannon Steps Into WKSE PD Chair

Paul "Boom Boom" Cannon, acting PD at Price Communications CHR WKSE/Bufalo since the departure of Scott Robbins last December, has formally been named PD in addition to his morning personality duties.

"It's a relief to have worked for so many months and to finally get the title officially," Cannon told R&R. "This company has given us all the tools to take the market. With a massive spring campaign waiting in the wings, we're currently giving away a car.

"Since coming into this position WKSE has countered the other CHR's (WBEN-FM and WPHD) by sticking primarily with currents. Everyone else seems to be chasing Classic Rock WHTT, which leaves us pretty much in the clear."

In the fall 12+ Arbitron WKSE climbed 3.0-5.2, while WBEN-FM slipped 5.1-4.8, and WPHD fell 5.8-4.6.

SINTON, ROBINSON UPPED

Joint Restructures Executive Lineup

In a restructuring at consultants Joint Communications, partner Jon Sinton has been named Chairman and VP/Operations Colleen Robinson has been promoted to Executive VP/Marketing. John Parikh remains CEO and Dave Charles remains President.

Joint joined forces a year ago with Sinton, a former Burkhardt/Abrams associate who owns KROD & KLAQ/El Paso. Parikh said, "These are line function positions that get everybody working on one specific area of the company rather than everybody trying to do everybody else's job."

As Parikh explained it, Sinton's role involves marketing, servicing select clients, and planning the growth of the company. Parikh deals with the company's executive operations, strategic planning for clients, and client seminars on specific topics. Robinson handles the overall coordination and execution of marketing efforts, while Charles oversees programming and the servicing of clients.

Bickel

Continued from Page 3

time, told R&R, "We're going to turn the reins loose and let Andy go. We could do some different things on Saturday and Sunday nights as well as adding Atlanta Braves baseball this summer. There's a lot of areas that would be new for the radio station that have not been pursued before, and we'll look at them."

Williams

Continued from Page 3

Heritage acquired the Rochester, Milwaukee, and St. Louis stations late last December from LIN Broadcasting.

Williams joined WEMP & WMYX as an AE in 1976 and was promoted to GSM in 1981.

Miami

Continued from Page 1

WSHE is another in a string of heritage AORs that Kendall has captained, including WNEW-FM, WMWR/Philadelphia, and WBCN/Boston. He remarked, "Legacies seem to be my business."

Both Kendall and Peters stressed that WSHE will remain unconsulted. Friction with consultants was reportedly a factor in Kendall's resignation from WNEW-FM last November. Kendall said, "They're a young, small chain without bureaucracy and politics. We'll make all decisions in-house based on our working knowledge of the marketplace, not based on somebody's three-day observations."

Since leaving WNEW-FM, Kendall had done some one-shot "troubleshooting" for three stations, investigated a programming position at MTV, and looked into station ownership. He plans to continue the latter.

94Q

Continued from Page 1

is doing things where he can help us the most; Jeff is doing the same.

"I don't think the changes will have any negative effects at all. It gives Fleetwood a chance to grow and bring his administrative and marketing skills to the FM. We've always been near the top of the market and we'll take some strong measures to put us back where we belong."

A 12-year WQXI veteran, Morrison said, "During my tenure as PD the role of the position changed within the station. Now I'm in the driver's seat and will consider all the great growth opportunities that exist." Among those options are programming positions and more time to spend on his foreground/background in-store entertainment service, Music Methods International.

McCartney added that everything was amiable. "After a decade as MD working with Jim Morrison, I felt it would facilitate matters to step down as MD with the new programming regime in place."

Gruver's Mission: Turning Around The Ratings

Gruver, an 11-year staffer, expressed confidence in stemming the FM's recent Arbitron 12+ slide (9.1-7.5-6.7). "I'm going to see to it that we reverse the trend. Much of our problems are due to the increased competition. We simply have to be better than the rest."

The new 94Q lineup is: Gary McKee 5:30-10am, Craig Ashwood 10-1pm, Morrison 1-5pm, McCartney 5-8pm, "Jazz Flavors" with Russ Davis 8pm-1am, and Karyn Harrison 1-5:30am.

WINZ-FM: New Rock Direction

WINZ-FM had taken a "Rock Hits," AOR/CHR hybrid posture during previous PD Gabe Baptiste's tenure. Though station management has not yet made an official announcement of the format change, all CHR records were dropped two weeks ago and album tracks are being played. It continues to call itself "95-INZ," with no confirmation that it plans to adopt the "Zeta Four" identity used in its previous AOR incarnation in the '70s.

Consulted by George Harris, WINZ's new direction is described by Bolger as "album rock skewing 25-40 adults." Observers say it leans heavily on library material and isn't rocking as hard as WSHE or WGTR. One source said, "It sounds like they think Billy Joel hung the moon on AOR."

Bolger was named OM in Portland in September '85. He had programmed WIBA-FM/Milwaukee in 1979. Ackerley Director/Programming Rick Scott is interviewing candidates for KSGO & KGON.

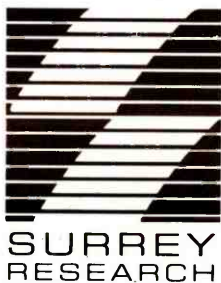
Four-AOR Market

WSHE was Miami's only AOR until last September, when Cox switched AC WAIA to WGTR with PD Bill Wise (ex-WKLS/Atlanta). If Classic Hits WMXJ is included, there are now four. In the fall, WGTR debuted with a 2.3 and WSHE dropped 4.5-4.1. A recent Arbitron had WGTR moving to a 2.6 and the other stations declining.

STAFF

President: BOB WILSON
Executive VP/General Manager: GREG KIRKMAN
Editorial:
 Los Angeles Office (213) 551-4330
 Senior Vice President & Editor: KEVIN BARKER
 Art Director: RICHARD JUMANA
 Managing Editor: JEFF GREEN
 Executive Editor: GAIL MITCHELL
Newsroom & Special Editor: NEED BUZZEL
 AC Editor: MIKE BRONSTEIN
 AOR Editor: STEVE FERATIN
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 Special Assignments Editor: JIM DANSON
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 Visitation Editors: JIM NELSON, LYNN RICE, TARA BILES
Computer Services: LEE CLARK, AME LANE,
 MIKE CHAFFER, JOHN EINHORNSTEIN
Staff Director: JOHNNY MCCOY/GARTH
Production Director: RICHARD AGATA
Associate Art Director: MARILYN FRANDSEN
Photography: ROGER JUMANA
Typography: KEVIN THOMAS, LUKE MORRIS, BILL MOHR
Graphic: GARY WAIN, DEB STEUER, TIM KLUMBERG,
 GUYTON MARSHALL
Assistant to the Publisher: PAULA CHALIAS
Controller: MARGARET BEGGIOTH
Legal Counsel: ANDREW SHREVEY
New York Bureau: (212) 805-0355, 555 Madison Avenue,
 New York, NY 10022
Bureau: CHAD ADAM WHITE
Office Manager: BARBARA SARUBIN
Marketing: (212) 805-0355, 555 Madison Plaza Building,
 Suite 807, 529 14th St., New York, NY 10013
Bureau: CHAD ADAM WHITE, (212) 805-0355
Associate Editor: PATRICK CLAVINSON
Marketing Bureau: (818) 292-0981, 292-0983, 1810 18th Avenue,
 South Pasadena, CA 91068
Bureau: CHAD ADAM WHITE
Associate Editor: DEB STEUER
Office Manager: CRYE EMMELL
Sales:
 Senior Vice President: BILL CLARK
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Sales Representatives: PAUL BELLAMY, DICK DOMANIE,
 JEFF GILIA, DENISE JANNER, KATH WATKINS
Sales Production Coordinator: BRAD MCCOY
Production Services Coordinator: ELLIE SCHNEFFELSON
Sales Assistant: SHERRY MCCOY/ART
Marketing Sales: DANIELE CARROLL, SARA GANZBERG
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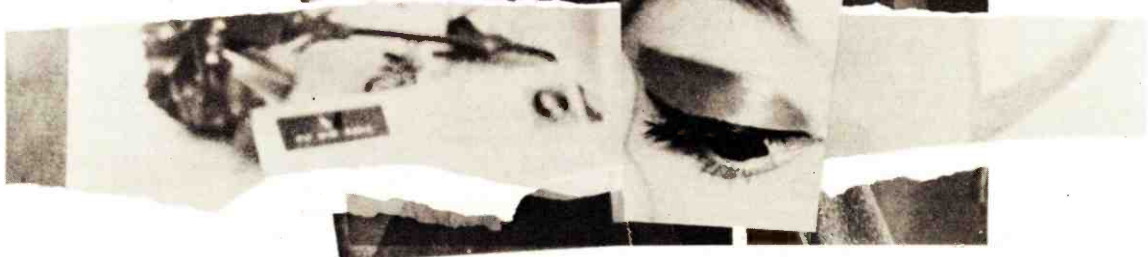


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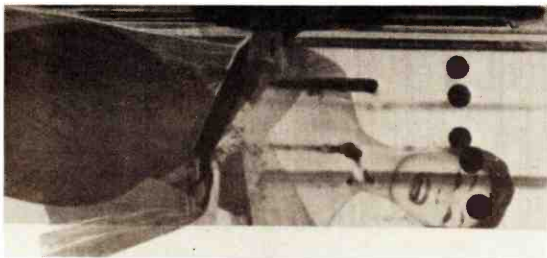
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From The Hit Album Chicago 18

Direction: Howard Kaufman, Front Line Management

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BRAD WOODWARD

WASHINGTON REPORT

Mixing Of K, W Calls Draws Early Protests

Nationwide use of "K" and "W" call signs, proposed unexpectedly by the FCC three weeks ago, has run into early opposition. The Commission has set April 17 as the official deadline for comment on the plan (Docket 87-11).

Citing confusion to the industry and the public, NAB's Executive Committee last week voted to oppose the change. NAB called the idea an "unnecessary solution to a problem which does not, in fact, exist."

NAB also came down against the idea of allowing calls assigned to an AM, for example, to be requested by a different company for an FM or TV station. Under the FCC's plan, the original user's consent would only be required if the calls will be used in the same market.

Although all five Commissioners supported sending out the plan for comment, Patricia Diaz Dennis signaled in a statement that she will likely vote against the changes.

"I do not favor change simply for the sake of change," said Dennis. "In some instances, we best serve the public interest by providing an environment of orderliness, constancy and continuity. Our call letter assignment rules may constitute one such instance."

Dennis Worry: Trading On Competitors' Good Will

Dennis said she would examine comments carefully to see "whether we have accurately gauged the likelihood of public confusion and of broadcasters' trading on others' good will. I also want to know whether our current policies impose a significant burden on broadcasters or on the agency."

She concluded, "Without evi-

dence that the benefits of change exceed the burden of current policies, I question why we should devote our scarce resources to administer further revisions to the rules. I look forward to hearing from the public on this matter."

In its notice, the FCC said the changes "will result in a broader range of options available to licensees in the assignment of call letters and will help to expedite such assignments."

FCC Asks Help In Defining Markets

The Commission asked for specific comment on how to define a market for purposes of requiring a station to obtain consent to use a call sign already in use in a market by another broadcaster. And it asked whether consent is needed when adjacent markets are involved, such as Washington and Baltimore.

NAB supported only one of the three parts of the FCC's plan. That would allow an owner to swap calls between commonly-owned stations, or to transfer calls to a newly-purchased station. The procedure would protect against another station grabbing the call sign before it goes into use at the new property.

Six copies of any comments on Docket 87-55 should be sent by April 17 to FCC, Dockets Reference Room, Room 239, 1919 M St. NW, Washington, DC 20554.



STATE LEADERS — NAB hosted 350 executives of state broadcast associations at an annual leadership conference in Washington last week. FCC Commissioner Mimi Dawson (left) called for an overhaul of multiple ownership rules, which she suggested are "counterproductive." Broadcasters blitzed Capitol Hill, arguing for repeal of comparative renewals. Making their case to Sen. Ted Stevens (R-AL) (right, right photo) were Alaska Broadcasters Association (ABA) President Roy Robinson of KFQD & KWHL/Anchorage and ABA Executive Director Theda Comstock. After a rousing speech from Rep. Guy Vaner Jagt (R-MI), the leaders chipped in \$14,000 for NAB's TV-Radio Political Action Committee (TARPAC).

NEWS BRIEFS

KWOD Designated For Comparative Renewal Hearing

Every radio station's nightmare has just come true for KWOD/Sacramento. This week the FCC designated its renewal for a hearing against a competing applicant, **Wong Communications Limited Partnership**.

The challenge comes even though KWOD, owned by **Edward Stolz** (trading as **Royce International**), stands accused of no wrongdoing. Unless Congress adopts pending legislation to ban comparative renewals, any party is free to file against any radio or TV license at renewal time.

In its designation order, the Commission said both parties appear qualified to operate the station, although "there would be a significant difference in the size of the areas and population which would receive service from the proposals."

The only issue designated for exploration by an administrative law judge was which of the two proposals would better

serve the public interest.

NAB and many broadcasters oppose comparative renewals, charging they unfairly pit a broadcaster's performance against a challenger's promises.

Multi-System AM Stereo Draws Mixed Reviews

The Commerce Department's proposal for dual-chip AM stereo receivers capable of receiving both **Kahn** and **Motorola** AM stereo has drawn mixed, but predictable, reactions.

Leonard Kahn, whose system can be picked up by few sets in the marketplace, applauds the recommendation. Motorola, with millions of its C-QUAM-only sets in use, has panned the idea, as has **Delco**, which has put C-QUAM sets into hundreds of thousands of GM cars.

Meanwhile, the FCC has again thrown out Kahn's complaint that Motorola's exciters produce out-of-band emissions. Upholding a staff rejection of the complaint, the full Commission said Kahn relies on a "worst case" test. The FCC

said it is only concerned about emissions "that might be caused during broadcast operation, not laboratory contrivance."

Roper Surveys Adequacy Of Broadcast Education

The **Roper Organization** is about to launch a major national survey of how well colleges are preparing their broadcast students for careers in radio and television. Backers of the survey include **RTNDA**, **Gannett Foundation**, **International Radio and Television Society (IRTS)**, and the **National Association of Television Program Executives (NATPE)**.

Slated for completion this spring, the research will concentrate on smaller and medium markets, where most entry-level broadcasters get their first jobs. Surveyors will interview GMs, plus department heads in programming, news, sales and promotion.

The broadcasters will be questioned on their perceptions of how well higher education is preparing students to meet their needs as employers.



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RADIO BUSINESS

TRANSACTIONS

Newmarket Buys Summit, Jones Buys Resort

GROUP SALE: SUMMIT COMMUNICATIONS STATIONS

PRICE: \$25,270,000
BUYER: Newmarket Media Corp., headed by Steven L. Robertson and Pete Schulte.
SELLER: Summit Communications, Inc., which is headed by Chairman C. Boyden Gray.

WSJS & WTQR/ WINSTON-SALEM

DIAL POSITION: 600 kHz; 104.1 MHz
POWER: 5 kw; 100 kw at 1420 feet
FORMAT: AC; Country

KXXY-AM & FM/ OKLAHOMA CITY

DIAL POSITION: 1340 kHz; 96.1 MHz
POWER: 1 kw; 100 kw at 1340 feet
FORMAT: Country

WREC & WEGR/MEMPHIS

DIAL POSITION: 600 kHz; 102.7 MHz
POWER: 5 kw; 100 kw at 900 feet
FORMAT: MOR/AOR

GROUP SALE: RESORT BROADCASTERS STATIONS

PRICE: \$14 million
BUYER: Jones Eastern Radio, Inc., owned by C.J. Jones and his wife Carolyn. Jones is the former VP/GM of WXTU/Philadelphia.

SELLER: Resort Broadcasters, Inc., owned by Ellek Seymour. He recently purchased WCBM/Baltimore.
BROKER: Jim O'Grady

WWOK/COLUMBIA, NC

DIAL POSITION: 105.7 MHz
POWER: 100 kw at 600 feet
FORMAT: AC

WGCA & WLNB/ CHARLESTON, SC

DIAL POSITION: 1450 kHz; 94.3 MHz
POWER: 1 kw days/250 watts nights; 3 kw at 300 feet
FORMAT: Gospel; Urban

WVBS-AM & FM/BURGAW (WILMINGTON), NC

DIAL POSITION: 1470 kHz; 99.9 MHz
POWER: 1 kw days; 100 kw at 520 feet
FORMAT: CHR

WYAK-AM & FM/SURFSIDE BEACH, SC

DIAL POSITION: 1270 kHz; 99.9 MHz
POWER: 5-kw daytimer; 3 kw at 327 feet
FORMAT: Country

WSIX-AM & FM/NASHVILLE

PRICE: \$8.5 million
BUYER: Hicks Communications, an Austin-based group headed by Steve Hicks. It also owns KEY-AM & FM/Austin.
SELLER: Sky Corp., a wholly owned subsidiary of venture capital firm Foster Management, Inc., headed by John Foster. Sky sold WSIX to Reams Broadcasting last September, but the sale fell through in January. The station's purchase price had been reported last fall at \$8 million.
DIAL POSITION: 980 kHz; 97.9 MHz
POWER: 5 kw; 100 kw at 1140 feet
FORMAT: Country
BROKER: Tom Gammon of Americom Radio Brokers

TRANSACTIONS AT A GLANCE

Transactions So Far In 1987:
\$382,506,640

This Week's Action: **\$211,087,000**

- Blair Radio Group (8 stations) \$152 million
- Summit Communications (7 stations) \$25.27 million
- Resort Broadcasters (8 stations) \$14 million
- WSIX-AM & FM/Nashville \$8.5 million
- WKDW & WSGM/Staunton, VA \$2.33 million
- WMAN/Mansfield, OH \$1.6 million
- WCHS & WBES/Charleston, WV \$1.44 million
- WQNY/Ithaca, NY \$1.25 million
- WUNI & WZMM/Wheeling, WV \$950,000
- WGBF-AM & FM/Evansville, IN \$750,000
- WBBJ & WABN/Abingdon, VA \$518,000
- WHFL/Havana, FL \$475,000
- KBWS/Sisseton, SD \$400,000
- WENZ/Richmond, VA \$345,000
- KAGC/Bryan, TX \$300,000
- KCLG/Washington, UT \$275,000
- KABK/Augusta, AR \$219,000
- WDDJ/Elizabethton, TN \$165,000
- WWCN/Nashville \$150,000
- WHDM/McKenzie, TN \$150,000

Sconnix/ Blair Deal Details

GROUP SALE: JOHN BLAIR & CO. STATIONS

PRICE: \$152 million
BUYER: Sconnix Broadcasting Co., which is owned by Scott McQueen, Theodore Nixon, and Randy Odenseal. The company also owns WBOS/Boston, WMXJ/Miami, KCKM & KFKF/Kansas City, WMRZ & WLLR/Quad Cities, and WMRS & WLNH/Laconia, NH.
SELLER: John Blair & Co., purchased last year by Reliance Capital Group.
BROKER: Drexel, Burnham, Lambert

KVIL-AM & FMDALLAS

DIAL POSITION: 1150 kHz; 103.7 MHz
POWER: 1-kw daytimer; 100 kw at 1570 feet
FORMAT: AC

WHDH & WZOU/BOSTON

DIAL POSITION: 850 kHz; 94.5 MHz
POWER: 50 kw; 5 kw at 1140 feet
FORMAT: AC; CHR

WIBC & WEAG/ INDIANAPOLIS

DIAL POSITION: 1070 kHz; 93.1 MHz
POWER: 50 kw days/10 kw nights; 50 kw at 1022 feet
FORMAT: AC

WFLA & WPDS/TAMPA

DIAL POSITION: 970 kHz; 93.3 MHz
POWER: 5 kw; 100 kw at 930 feet
FORMAT: News/Talk; Easy Listening

WKDW & WSGM/ STAUNTON, VA

PRICE: \$2,330,000
BUYER: Clark Broadcasting Co., VP James Hammond. Clark also owns WCE-AM & FM/Easton, MD and WOVU/Ocean View, DE.
SELLER: Shenandoah Valley Broadcasting Co. Inc., President Patsy E. Miller
DIAL POSITION: 900 kHz; 93.5 MHz
POWER: 1 kw; 2.35 kw at 350 feet
FORMAT: Country
BROKER: Tony Rizzo of Blackburn & Company, Inc.

WMAN/MANSFIELD, OH

PRICE: \$1.6 million
BUYER: Treasure Radio Associates, headed by Cleveland attorney Harriest Fuerst. He also has an interest in WMGW & WZPR/Meadville, PA.
SELLER: Richland, Inc., headed by President Vaughn Rubin.
DIAL POSITION: 1400 kHz
POWER: 1 kw
FORMAT: AC

WCHS & WBES/ CHARLESTON, WV

PRICE: \$1,440,000
BUYER: West Virginia TV & Radio, Inc., headed by G. Russell Chambers. He also owns KYKZ/Lake Charles, LA.
SELLER: Heritage Communications, a group owner which has nine radio stations, including KDAY/Los Angeles.
DIAL POSITION: 580 kHz; 96.1 MHz
POWER: 5 kw; 50 kw at 830 feet
FORMAT: AC; Easy Listening

WQNY/ITHACA, NY

PRICE: \$1.25 million
BUYER: Cooney Communications, Inc., President Matthew Cooney. The company also owns WCHN & WKXZ/Norwich, NY and recently agreed to buy WTKO/Ithaca, NY.
SELLER: Kimmanger Communications, Inc., President George Kimble.
DIAL POSITION: 103.7 MHz
POWER: 5 kw at 100 feet
FORMAT: AC

January, 1987

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RADIO BUSINESS

BIA REPORT

Florida Hot Region For Potential Growth

Looking for a good place to buy a station? You might as well go where the action is warm, both economically and physically — Florida. That's the word from Washington, DC-based Broadcast Investment Analysts, Inc.

The company's just-completed study, "Investing In Radio," lists what it considers the 12 fastest-growing areas in the nation. BIA analysts say the brightest outlook for future population growth is in the Sunbelt, and half of the top 12 metros listed are in Florida. BIA reports population will increase, on an average compound rate between now and 1990, at the following levels:

- Austin, TX 3.9%
- Fort Myers, FL 3.8%
- Odessa/Midland, TX 3.6%

- West Palm Beach, FL 3.4%
- Melbourne-Titusville-Cocoa Beach, FL 3.4%
- Orlando, FL 3.2%
- Phoenix, AZ 3.0%
- Riverside/San Bernardino, CA 3.0%
- Dallas-Ft. Worth, TX 2.8%
- Las Vegas, NV 2.8%
- Sarasota-Bradenton, FL 2.8%
- Daytona Beach, FL 2.8%

By comparison, the national compound annual growth rate in population between now and 1990 is only 1%.

The three worst areas: Youngstown-Warren, OH; Eugene-Springfield, OR; and Duluth-Superior, MN. All are projected to lose population at a rate of -7% per year.

"Investing In Radio 1987" also contains market-by-market profiles of all 259 Arbitron markets. The study comes in six volumes, which may be purchased separately for prices ranging from \$50-\$250. The entire collection costs \$495 and is available from Broadcast Investment Analysts; (703) 661-8515.

Arbitron Responds To Reams Story

Dear R&R:

Does R&R have a new editorial policy?

One would think so when reading the lead of "Arbitron Racketeering Suit Dead" (R&R, 2/20). Had I not known the facts, or the integrity of your publication, I would have assumed that R&R supported the Reams Broadcasting suit that claimed fraud.

The article starts by restating the purpose of the suit in colloquial terms. Since it is the lead, it becomes the focus of the article. The article continues by explaining, in legal terms, the claim "appears unlikely." These last two words imply quite a bit; that the suit may have had validity, that no one considered the methodology that was attacked, and that there is serenity involved in our audience measurements. None of this is true.

By devoting the bulk of the article to the Reams position, it appears that R&R is taking a stand — against Arbitron. Mr. Hathaway, the Reams' attorney, is quoted as saying they wanted a return to fair ratings. He further states both sides walked away. They decided to drop the suit. Was Arbitron supposed to continue it?

We are an accredited ratings service for good reason; we tell our clients what we do and how we do it. It is not good business to create doubt, or to tamper with our research. We depend on the trust of our clients and on the fairness of the reporters who cover us.

Cordially,

Nan B. Myers
Press Relations Specialist
Arbitron Ratings

WADO Fetches \$15 Million

According to sale documents filed with the FCC, WADO/New York was sold to Radio WADO, Inc. for \$15 million. Last week the buyer and seller, Command Broadcast Associates, said they agreed not to announce the price. Last year, in a deal that later fell through, the station was sold for \$20 million to Tichenor Media System.

CALL SIGN CHANGES

Albany, GA WJAZ to WGOP (effective 2/6)
Aurora, CO KLSG to KYBG (requested)
Banning, CA KGUD to KMET (3/1)
Big Spring, TX KKIK to KWKI (2/18)
Big Spring, TX KWKI to KWKI-FM (2/18)
Boyle, MS WRDC to WWJA (requested)
Brawley, CA KMMM (new station, 2/11)
Buffalo, NY WHTT to WTKS (4/1)
Caldwell, ID KLCI to KHEZ (requested)
Cape Girardeau, MO KKPE to KAPE (requested)
Charlotte-Amalie, VI WSTT (remains assigned)
Chesapeake, VA WCPR to WJQI (3/3)
Chillicothe, IL WTXR to WBZM (2/12)
College Station, TX KTAW to KTSR (2/9)
Everett, WA KRFE to KRKO (2/9)
Fairbanks, AK KRKO to KBCN (2/6)

TRANSACTIONS

WUNI & WZMM/ WHEELING, WV

PRICE: \$950,000

BUYER: Wheeling Radio Company, a subsidiary of Burbach Broadcasting of Pittsburgh. Principals of Burbach include John L. Laubauch, Robert Burstain, and Larry O. Garrett. They also own WBMQ & WIXV/Savannah, GA; WMRN-AM & FM/Marion, OH; WEYZ & WCCK/erie, PA; and WXIL/Parkersburg, WV.

SELLER: Jarit, Ltd., a debtor-in-possession headed by James Rodgers.

DIAL POSITION: 1600 kHz; 107.5 MHz

POWER: 5 kw; 11 kw at 907 feet

FORMAT: Gold/CHR

BROKER: Richard A. Foreman Associates, Inc.

WHFL/HAVANA, FL

PRICE: \$475,000

BUYER: Winton Communications, owned by Ed Winton.

SELLER: Storm Broadcasting Corp., owned by Rodney Dore.

DIAL POSITION: 104.9 MHz

POWER: 2 kw at 413 feet

FORMAT: Easy Listening

KBWS-FM/SISSETON, SD

PRICE: \$400,000

BUYER: Elizabeth Thomas Broadcasting, Inc., owned by Glen and Diane Mills

SELLER: Lake Region News Corp., President Jack Adams.

DIAL POSITION: 102.9 MHz

POWER: 100 kw at 496 feet

BROKER: Bill Lytle of Chapman Associates

WGBF-AM & FM/ EVANSVILLE, IN

PRICE: \$750,000

BUYER: Aiken Communications Corporation, headed by President Larry Aiken.

SELLER: First In Evansville, Inc., owned by William Koewler.

DIAL POSITION: 128Q kHz; 103.1 MHz

POWER: 5 kw days/1 kw nights; 3 kw at 300 feet

FORMAT: Folk; CHR

WBBI & WABN/ ABINGDON, VA

PRICE: \$518,000

BUYER: Edwards & Sutherland Broadcasting Co., owned by Richard Edwards. He also owns WDCI/Haysi, VA.

SELLER: Burley Broadcasting, Inc., principal Ira Southern, who also owns WCIR-AM & FM/Beckley, WV.

DIAL POSITION: 1230 kHz; 92.7 MHz

POWER: 1 kw; 1.8 kw at 343 feet

FORMAT: Country/CHR

WENZ/RICHMOND, VA

PRICE: \$345,000

BUYER: Worldwide Communications, Inc., principal Roy Littlejohn.

SELLER: Niona Communications, Inc. and Allied Capital Corporation, a Washington, DC venture capital fund headed by David Gladstone.

DIAL POSITION: 1450 kHz

POWER: 1 kw

FORMAT: Gold

BROKER: Michael Fox Auctioneers, Inc.

KAGC/BRYAN, TX

PRICE: \$300,000

BUYER: Dicon Associates, Inc., principal Bob Bell.

SELLER: First One Broadcast Group, principals Barry Turner, John C. Culpepper.

DIAL POSITION: 1510 kHz

POWER: 500-watt daytimer

FORMAT: AC

KCLG/WASHINGTON, UT

PRICE: \$275,000

BUYER: Red Rock Broadcasting, Inc., principal Harold Hickman. He is a Professor of Broadcasting at Northern Arizona University.

SELLER: Tri-State Broadcasting, Inc., operated by bankruptcy trustee Stephen W. Rupp.

DIAL POSITION: 1240 kHz

POWER: 10 kw days/250 watts nights

FORMAT: Country

BROKER: Greg Merrill of Chapman Associates

KABK/AUGUSTA, AR

PRICE: \$129,000

BUYER: Dixie Broadcasting, Inc., principal Harvey Fritts.

SELLER: Service Communications, Inc., President Pete Cole.

DIAL POSITION: 97.7 MHz

POWER: 3 kw at 300 feet

FORMAT: Country

WIDD/ELIZABETHTON, TN

PRICE: \$165,000

BUYER: Dale Miller & Gary Ward

SELLER: Michael B. Ginter, who owns several AMs including WQCC/Charlotte, and is part-owner of a company which recently agreed to purchase KGOL/Humble (Houston), TX.

DIAL POSITION: 1520 kHz

POWER: 1 kw days/500 watts nights

FORMAT: AC

WWCR/NASHVILLE, TN

PRICE: \$150,000

BUYER: Adoni Corporation

SELLER: American Media Productions, Inc.

DIAL POSITION: 560 kHz

POWER: 500-watt daytimer

FORMAT: Station is currently dark

BROKER: Michael Fox Auctioneers, Inc.

WHDN/MCKENZIE, TN

PRICE: \$150,000

BUYER: William Kurt Schweitzer

SELLER: B & P Properties, Inc., principal Ed R. Perkins.

DIAL POSITION: 1440 kHz

POWER: 500-watt daytimer

FORMAT: MOR

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Kenneth Wilson



Cecilia Whitmore



Alvin Stowe



Cherie Fonorow

● **BILLYE "LAMONT" BOLES**, **GLYNICE COLEMAN**, and **VETA VICTORIAN** have joined **Manhattan/EMI America's** promotion staff as Mid-Atlantic Regional Promotion Manager, Northeast Promotion Manager, and Atlanta Promotion Director, respectively. Boles was previously with **Omni Records** as Northeast Regional Rep. Coleman moves up from the National Promotion Coordinator slot at Manhattan. Victorian joins the label after heading her own promotion company, **Zoran Enterprises**.

● **Hedron Entertainment** has formed subsidiary **Mariposa Records**, a label created to market in the US English-language music by American artists of Latin heritage. **BILL MARIN** has joined Hedron as VP and President/COO of Mariposa to oversee the label's development and management. A 20-year music industry veteran, Marin was formerly Director/Latin Division at **A&M**.

● **TOM FINCH** has filed the Director/Production slot at **Elektra**. He had been Production Director at **Gramavision** for three years.

● **RANDY GERSTON** has been appointed Manager/A&R, West Coast for **Arista Records**. He was formerly Director/Creative Services for the **Licorice Pizza** records chain.

● **WBHP/Huntsville PD DANA WEBB** has been named VP/Programming for **RadioSunGroup of Texas, Inc.**, a subsidiary of the Nashville-based **Sun-group**. Webb has also been named PD of the group's **KYXX/Longview**. The group's other Texas properties are **KEAN-AM & FM/Abilene** and **KKQV-FM/Wichita Falls**. Webb was with **WBHP** for two years as PD/morning personality following 11 years with **WIRE/Indianapolis**. Last October, he was named the **Country Music Association's** Small Market Personality of the Year.

● **DICK CULLOM**, a 13-year vet of **WISE & WKSJ/Asheville, NC**, has been upped to Director/Operations in the combo. **PAUL DAVIS** moves into Cullom's old slot as News Director.

● **WAHC/Oshkosh, WI** has switched from CHR to Country. **SHERYL PERISHO** has been promoted from GSM to GM for **WNAM & WAHC**, while **BOB KRANZ**, a five-year company staffer, becomes GSM.

Sconnix

Continued from Page 1

ed by analyst **Jim Duncan** as the fourth highest 1986 biller at an estimated \$2.7 million.

Despite industry rumors that **Sconnix** will spin off **KVIL** to current Blair radio chief **Jim Hilliard** or another company (see **Street Talk**, Page 24), **Odenale** denied any definitive agreement exists. "We're evaluating that right now; we may or may not," he said. Hilliard and Blair officials were unavailable for comment.

Boston FM Divestiture Necessary

Sconnix will be forced under FCC regulations to divest itself of one of the Boston FM stations, since it already owns an FM in that market. Analysts say the company may opt to swap its existing **WBOS** frequency for that of Blair's **WZOU**. But no major changes are planned. "When you pay the price we're paying, you're not about to turn 'em back into sticks and start all over again," **Odenale** said.

With the sale of the stations, Blair will shift its attention to Spanish-language TV broadcasting activities.

● **JERI McMANUS** becomes VP/Chief Art Director for **Warner Bros. Records**. She joined the label from **Bohle Co.** in 1982 as an Art Director.

● **WHOO/ORLANDO** switches from Country to AOR as **WHTQ**. "Q96" will be consulted by **GEORGE HARRIS** and programmed by **DAVE GARIANO**, who has left Harris's company to work for the station fulltime.

● **VICKI GERMAISE** has been appointed Creative Director for **Deniz Productions**. She previously headed **Number 9 Musical Ent.**

● **KELLY WALLACE** joins new **Shamrock Communications** AOR **WKLZ/Milwaukee** as MD/afternoons. Wallace's in-market experience includes terms as MD at **WTKI** and PD at **WKLH**.

● **KENNETH WILSON** is the new West Coast District Manager/R&B Promotion and **CECILIA WHITMORE** has been named District Manager/R&B Promotion at **Arista Records**. Wilson comes from **DRK Productions**, and Whitmore was previously MD at **WJLB/Detroit**.

● **BRUCE MARKMAN** has been appointed GM at **KHOP/Modesto-Stockton**. Most recently GM at **KLBB/Minneapolis-St. Paul**, he was Sales Manager at **KOSO/Modesto** in the late '70s and early '80s.

● **THOMAS P. MINNINGER** advances from AE to Local Sales Manager at **Silver Star AOR WRIF/Detroit**. His five years at **WRIF** follow stints at neighboring **WCXI** and **CKLW**.

● **ALVIN STOWE** has left the PD post at **WBLX/Mobile, AL** to program **WFXR/Charleston, SC** as it switches from AOR to Urban. He was previously VP/OM at **WDUR & WFXC/Durham, NC**.

● **CHERIE FONOROW** is named Director/Creative Operations, USA for **PolyGram's** music publishing operation, which includes **PolyGram Music Publishing, PolyGram Songs**, and the **DJM** catalog. She joins the label from **Chrysalis Music**, where she was East Coast Creative Director and International Manager.

● **JOHN EDWARDS** joins **KBPI/DENVER** as Music/Research Director from the PD position at **KRQU/Laramie-Cheyenne**.

WOR Celebrates 65



WOR/New York officially turned 65 late last month, with its original format and call letters intact through the six-plus decades. As part of a two-month celebration of the anniversary, the station staged an anniversary party at the Plaza Hotel Friday (2/27). Pictured (top) cutting the cake are (l-r) morning man **John A. Gambino**, host of America's longest-running family dynasty radio show; **WOR's** **Arlene Francis**, VP/GM **Lee Simonson**, and **Pageen Fitzgerald**, half of the first husband/wife radio duo; (bottom, l-r) New Jersey Governor **Thomas Kean** and NY Congressman **Bill Green** chat with **WOR's** **Joe Franklin**.

PROS ON THE LOOSE

Reggie Blackwell — PD **WROQ/Charlotte** (704) 567-2670

Kris Bradley — Nights **WSB-FM/Atlanta** (404) 956-0454

Jim Byrd — Nights **KLSI/Kansas City** (816) 561-2947

Joni Caryl — Mornings **KLSX/Los Angeles** (805) 529-2866

Bill Crawford — Nights **KOSO/Modesto** (209) 571-9164

Michael Cruz — PD **KBFM/McAllen-Brownsville** (512) 631-2104

Greg Darton — Overnights **WRVR/Memphis** (901) 795-7258

Tim Dunbar — MIDDAYS **WRKR/Racine-Milwaukee** (414) 634-5814

Bart Goynshor — Late-nights **WLAK/Chicago** (312) 528-9816

Larry Irons — PD **KHYL/Sacramento** (916) 888-7312

Chris Kay — PD **KIFM/San Diego** (619) 697-2113

J.J. McKay — Mornings **WVTI/Melbourne-Orlando** (305) 984-7812

Patty Martin — MD **KMBY/Monterey-Salinas, CA** (408) 649-5236

Barry Michaels — Mornings **KEEY/Minneapolis** (612) 456-9066

Kenny Noble — Mornings **KLSX/Los Angeles** (714) 498-5303

CHRONICLE

Born To:

● **WJKC** MD/PM driver **Rafi Encarnacion**, wife Judith, son Christopher, January 20.

● **WXSJ/Medford, MA** deejay **JoJo "Cookin' "** Kincaid, wife Rachel, daughter **Asa Noel**, January 22.

● **WJKC/St. Croix** Asst. PD **Paco Lopez**, wife **Jay Dee**, daughter **Devon Dale**, February 1.

● **WMC/Memphis** PD **Robert John**, wife **Patti**, daughter **Kimberly**, February 16.

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WESTWOOD ONE RADIO NETWORKS

The R&R Interview: 20 Questions With Buzz Bennett

Last week (R&R 2/27) Buzz Bennett, 44, was named National PD for H&G Communications, a merger between Statewide Broadcasting and H&W Communications. A National PD with Hefelt, Doubleday, and Bartell, Bennett also helped install CHR giants 13Q/Pittsburgh and Y100/Miami. His first radio gig was at KOTN/Pine Bluff, AR at 16. Creator of the "Q" CHR format, Buzz helped achieve victories at KGB, KCBQ, WMYQ, WDRQ, WOKY, KHOW, KDWB, KRIZ, KUPD, and WNOE-AM & FM, among others. Backed by big-money giveaways, Bennett used skills at counterprogramming and creating a bigger-than-life on-air sound to register a virtually unbeaten CHR track record. But hard times followed: personal problems with drugs, the demise of his tip-sheet, and his father's passing. Buzz then left radio, and most recently has been involved in computer hardware/software services. He spoke with Jeff Green and Joel Denver about his return to the lime-light.

R&R: You said last week that for a while you thought your radio career was over. Why did you give up radio programming?

BB: Buddy Dean, my mentor from Pine Bluff, always said, "Once you're 40 it's over, so you'd better get it done now, kid." I'd had that embedded in my memory, and when I turned 40 I let go. It was a self-fulfilling prophecy.

R&R: Were you happy being out of broadcasting?

BB: For several years I've had a big empty place inside me. I began running a straight business and did quite well, but it was so unrewarding. I finally realized my true calling was broadcasting; that's all I've really loved.

R&R: What brought you back?

BB: One day (H&G VP/Programming and KHYI/Dallas PD) Mark Driscoll called and asked for a little help. I agreed, but wasn't that ambitious — it was more loyalty to an old friend. When I went in, I was shocked that owner Scott Ginsburg wanted me to work with him, and was impressed with his understanding of programming. Cecil Hefelt is a very intelligent owner, and when they merged, I knew I should be back in radio.

R&R: How could such a successful PD as you succumb to such serious personal problems?

BB: The phrase "Success is harder to handle than failure" is true. Lord knows, I've been given enough successes in broadcasting, and every one of them has been extremely hard to handle psychologically. I always saw myself as a teenage PD, and I avoided growing up for a long time.

R&R: Are those experiences what led to drugs?

BB: I developed a chemical dependence to utilize escapism. Drugs are a progressive trap. Later they turn around and don't work for you anymore, but you continue to indulge... then you're destined for hell.

Turbulent Record Company Relations

R&R: You've burned some personal bridges along the way with many label people. How do you feel about that?

BB: The record business's job is to get records played. Now, if I have conclusive proof that they shouldn't be, it's my responsibility to tell broadcasters not to play them. The last thing a label needs is someone telling people not to play a record, and that's where most of my enemies came from. But it's nothing personal. I remember the days when PDs and MDs didn't base their music decisions on what was being promoted. I

"The pressure to bring money to the bottom line has been very stifling to creativity... it's our responsibility to change it."

created enemies with WB and Mercury over "Black Water" and "Maggie May"... until they became #1 hits. What I need most from record people is honesty. In the future I hope to have a better communication with them.

CHR's Shortcomings

R&R: What problems does CHR face today?

BB: Ten-in-a-row is a burnout. The key is which ten. It's been done for decades, and it was effective for the first guys who did it, but I don't think playing ten in a row means very much to an audience anymore.

Programmers are in a defensive posture, and I see a lack of creativity. That's a motivational problem, and if blame is to be put anywhere it has to be on PDs not training their people as well as they should. A lot of PDs want to become GMs, which is all well and good. But

there's something about PDs becoming GMs while they're still PDs. They no longer take seriously their on-air personnel because they're in this management posture, instead of getting down and doing the things you need to do to relate to those people.

R&R: In what ways can CHR's improve the most?

BB: Properly selecting and rotating records. There also doesn't seem to be the abundance of aggressive, dedicated people there once was. I see a lot more management control than in the past — maybe too much. The pressure to bring money to the bottom line has been very stifling to creativity, and it's our responsibility to change it. We veteran programmers must stand up for what we know to be the truth and set examples, so the message "Let your programmers program" comes through.



Buzz Bennett

R&R: You were particularly successful at winning teens. But now radio's priority is on older demographics. How do you plan to attract adults with CHR?

BB: The core target is going to be teens, but only for openers. It's like the rooms of programming: the first one you go into is the teens' because it's the easiest target and the most researchable. Teens are the easiest to please if you overindulge in what they like. That's one reason why there are five Beastie Boys records in our top ten. Another reason is because the first factor of success is to be noticed. In the beginning we're going to do everything in the world at KHYI to do that.

R&R: What's the second room?

BB: It used to be that the 25-34s would come in with the teens because of the psychographics and the influence teens have over the 25-34 mothers, and probably fathers to a great extent, too. But in Dallas, the 18-24s are pouring in behind the teens, which is a new pattern.

R&R: H&G runs a variety of formats, though your expertise is almost exclu-

sively CHR. How capable are you of dealing with the needs and problems of other formats?

BB: My greatest gift is my ability to communicate with people, and if you can do that, it doesn't matter what the format is. At every station, there are basic essentials everyone needs to know and insecurities that need to be covered. So in my mind I'm not just a CHR PD anymore.

R&R: You have an unusual relationship with Mark Driscoll, as a National PD and VP/Programming tandem. How does it work?

BB: It's kind of a Lennon-McCartney situation — so we work together on the writing, programming, and execution. Neither is above the other, and there's really no difference in the titles.

R&R: What if you two disagree?

BB: Ninety-nine percent of the time Mark and I will be able to come to a mutual agreement within a day or two. That's what makes us such good partners; we're each other's consultant. If it ever comes down to a big disagreement, it would go right to Scott Ginsburg, and he's always available.

Total Aggression Recommended

R&R: What's the "Gladiator" format, and how is it different from any other CHR presentation?

BB: Gladiators were guys who were friends in most cases, but still had to kill each other. KTKS/Dallas PD Kevin Metheny is a great friend of mine and Mark's but we still have to pull out the programming swords and try to destroy the other.

Also, when a DJ thinks in terms of himself as a gladiator he's certainly not going to have a lack of aggression. The attitude is portrayed on the air; the people can feel that. It's a concept of total aggression and "fight for your life and the right to win the ratings." Don't just do the motions.

R&R: Are CHR's being aggressive enough?

BB: I don't see the introduction of anything risky. Every station's saying, "If we have four points then we can keep our jobs and the cash flow will be fine." It's a comfort zone. You have to avoid all that. Don't take a defensive posture; attack constantly and never let up.

R&R: You were a pioneer in audience research; now it's a fixture of most station operations. Where do you stand in terms of where research ends and gut takes over?

BB: If you try to look into the future, you're not going to do it with a research agency. You'll read the frontier with your intuitive abilities and creative juices, and then execute. All research will do for you is tell you whether you were right or wrong.

R&R: How much hands-on control will you exert over your stations?

BB: I'll live with the people. Maybe I'll work the request lines myself sometimes, or sit with the talent in the production room doing a half-hour show to convey what

"Fight for your life and the right to win the ratings. Don't just do the motions."

I've learned over the years. I plan to teach internal projection to create an internal reaction from the audience. I'll be on the road all the time.

R&R: What are the chances of KLVE/Los Angeles switching from Spanish to a contemporary English format?

BB: I'm speculating that because it's very successful in terms of audience and billing it'll remain exactly as it is.

Buzzmark: Subjective Programming Software

R&R: Explain what your new firm Buzzmark is about.

BB: Although Mark and I are partners, the company is mostly owned by H&G. We'll be offering a number of computer software systems, one which will completely program a station — sweepers, IDs, music — everything. Other interactive packages will objectively or subjectively analyze a station's programming. Through this training we're developing a farm team of talent. We plan to start up in about 60 days, and hope to be affordable to our main concern — medium and smaller markets.

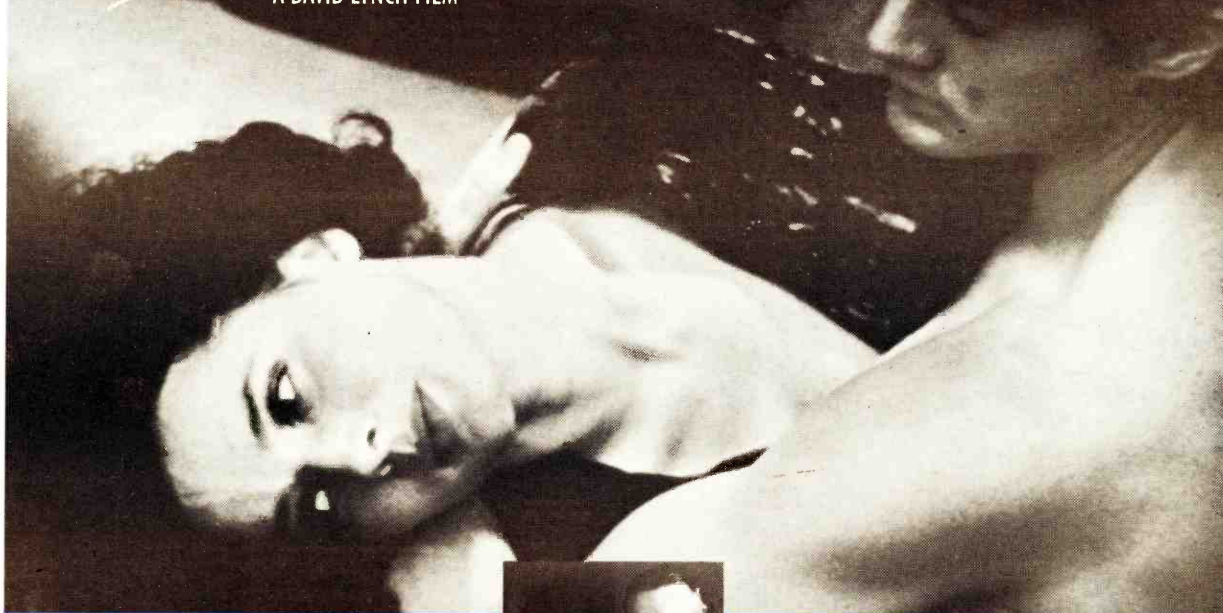
R&R: Looking at your remarkable win-loss record, many will be gunning for you so they can say, "I beat Buzz Bennett."

BB: Human nature seems to be that you build your heroes when they're down and out. As people have observed me "coming back" they've begun to root for me. But the minute you're up there and are successful, the first thing everybody wants to do is to pull you down. So I guess I'm working to get pulled down!

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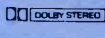
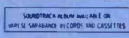
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THE PICTURE PAGES

Atlantic Starr Moves To WB



Atlantic Starr, formerly with A&M, has joined Warner Brothers, with the single "Always" out recently. At the signing (standing, l-r) were WB's VP Tom Draper, Marylou Badeaux, manager Earl Cole, VP Benny Medina, Chairman Mo Ostin, President Larry Waronker, VPs Ron Ellison and Carl Scott, Jackie Thomas, WB VP David Aitschul; (seated, l-r) WB VP Oscar Fields, Atlantic Starr's David Lewis, Barbara Weathers, Wayne Lewis, Jonathan Lewis, and Joseph Phillips.

Chrysalis Fetes World Party



Label execs and World Party's Karl Wallinger celebrated the success of his band's Ensign/Chrysalis debut album, "Private Revolution." Shown here (l-r) are Chrysalis President Jack Craigio, Exec. VP Jeff Aldrich, Wallinger, label VP Charly Prevost, and Chairman Chris Wright.

Manhattan Welcomes Natalie Cole



Natalie Cole has signed with Manhattan Records and is set to release an LP titled "Everlasting" this spring. Celebrating the union (back, l-r) were Cole's manager Don Cleary, Manhattan's VP Jack Satter, VP Stephen Reed, Sari Becker, VP Varnell Johnson, (front, l-r) Sr. VP Gerry Griffith, Natalie Cole and Manhattan President Bruce Lundvall.

Del-Lords Perform



EMI America's Del-Lords performed recently at New York's Ritz. Backstage after the show (l-r) were EMI VP Michael Barackman, Scott Kempner and Eric Ambel of the band, EMI's John Mrvos, and Del-Lords members Manny Caiati and Frank Funaro.

Triumph Gives The United Way



MCA recording group Triumph recently donated all profits from a Toronto performance to the United Way. After the concert, MCA Canada Executive VP/GM Ross Reynolds (r) presented band member Mike Levine (l) with a Canadian gold record for "The Sport Of Kings," their latest album.

Abbott Shakes Down NYC



BMI honored Gregory Abbott's number one song "Shake You Down" with a party at New York's Tavern On The Green. Celebrating (l-r) are the Entertainment Company's Martin Bandier, BMI President/CEO Frances Preston, Gregory Abbott, and the Entertainment Company's Charles Koppelman.

Clarke Comes Out Of Hiding



Epic recording artist Stanley Clarke played New York's Town Hall recently, generating support for his latest album, "Hideaway." Meeting backstage (l-r) were E/P/A VP Dan Beck, Clarke, E/P/A's LaVerne Perry and VP Eliot Hubbard.

New Pup At Capitol



Skinny Puppy has signed with Capitol Records, and will release their first single, "Stairs and Flowers," this month. The album is titled, "Mind: The Perpetual Inter-course." Shown here (l-r) are the band's Nivek Ogre and Kevin Key, Capitol President Don Zimmermann, and band member Dwayne Goettel.

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THE PICTURE PAGES

Glass Tiger Turns Platinum



Grammy nominees Glass Tiger won three Juno awards in their home country: Most Promising Group, Album Of The Year and Single Of The Year. They recently visited the Capitol-EMI Canada offices to pick up platinum awards as well. Shown here (back, l-r) are GT's Wayne Parker, Sam Reid, Michael Hanson and producer Jim Vallance, Capitol-EMI's Richard Lyttelton, GT's Alan Frew, managers Derek Sutton and Joe Bamford; (front, l-r) agent Vinny Cinquemani, manager Gary Pring and GT's Al Connelly.

Canadian Platinum The Way It Is



Bruce Hornsby and Huey Lewis were recently presented with Canadian platinum awards for Hornsby's LP, "The Way It Is." Lewis produced four tracks on the album. Pictured here (l-r) are RCA's Ray Ramsay, Hornsby, RCA Canada GM Don Kollar, and Lewis.

Smithereens Wake To Success



Enigma recording group the Smithereens visited BMI execs in New York to celebrate the achievements of their single, "Behind The Wall Of Sleep." Toasting to success (l-r) are band members Mike Mesaros and Dennis Diken, BMI President/CEO Frances Preston, Smithereens Pat DiNizio and Jim Babjak, and BMI's Barbara Cane.

Isaak Releases 2nd Album



WB artist Chris Isaak (second from left) visited the label offices recently, giving company staffers a preview of his second album. He's shown here (l-r) with WB President Larry Waronker, producer Erik Jacobsen, and WB Chairman Mo Ostin.

Cassette Single

Continued from Page 1

These will be marketed through several hundred retail outlets using a display fixture specially created by Arista Records for the purpose.

The cassette single will feature new, slip-cover packaging similar to a hard cigarette pack, but open-ended. The maxi-single features the same slip sleeve, but it'll be encased in a 3x12" box for merchandising use.

Generic logos for both configurations will be created and used on all packaging. The product will be priced like records: \$1.98 suggested list (or list equivalent) for the single, \$4.98 for the maxi.

The continuing decline in 45 sales spurred the search for an alternative format, explained Arista Sr. VP/Marketing & Promotion Don Jenner. "With Top 40 being the dominant radio format, consumers still want their favorite songs. But many of them just don't have the turntables to play singles on."

Radio Needs Gauge Of Hits

He continued, "As an industry, we also need something to gauge our hit records. Radio knows they can't get a proper gauge with vinyl, but they don't want the 45 to die. It's the lifeblood of their format like no other." Arista volunteered to coordinate elements of the cassette single launch, Jenner said, including the creation of the floor dump display unit.

This will be a sturdy cardboard fixture, said label VP/Sales & Distribution Jim Cawley. In the shape of a giant cassette around five feet high, it will carry around 40-50 cassette singles slotted in waterfall fashion. For maximum display impact, the tapes will be face out, not spine out.

There will be a head piece proclaiming "Today's hottest hits on cassette" or words to that effect, Cawley added. The dump will carry only the cassette singles. The maxi-singles are packaged in the larger, 3x12" box to allow merchandising alongside 12-inch vinyl singles.

"This is an idea whose time has come. It's the obvious format, and my only comment is: what the hell took so long?"

—Barrie Bergman, Record Bar

Labels do not plan on fixturing retail stores over the long term if the configuration is accepted by the consumer. Record Bar Chairman Barrie Bergman said they won't have to. "The cassette single won't involve much refixturing for us; we're real flexible," he said. "This is an idea whose time has come. It's the obvious format, and my only comment is: what the hell took so long?"

Consumer Education Process

Tom McGuinness, VP/Marketing of Branch Distribution

for CBS Records, feels the key issue is public awareness. "There's a whole education process here for consumers. You've got to get them thinking that the single's now available on cassette. That's why there needs to be as much publicity as possible for this launch."

WEA Sr. VP/Marketing Development Russ Bach said it's not yet been decided which chains will carry the display piece, nor has every production detail been resolved. "We all have to go back to our manufacturing people and talk about this new methodology." But the summer launch is vital, he added. "That's the cassette season. The kids are in their cars, at the beach, going portable."

Title selection for the rollout will be up to individual labels, influenced by artist priorities and hits nearer the time. "We're talking about our biggest guns," said Jenner. "It must be, to make this work."

Pre-June Cassette Singles

A number of labels will release cassette singles between

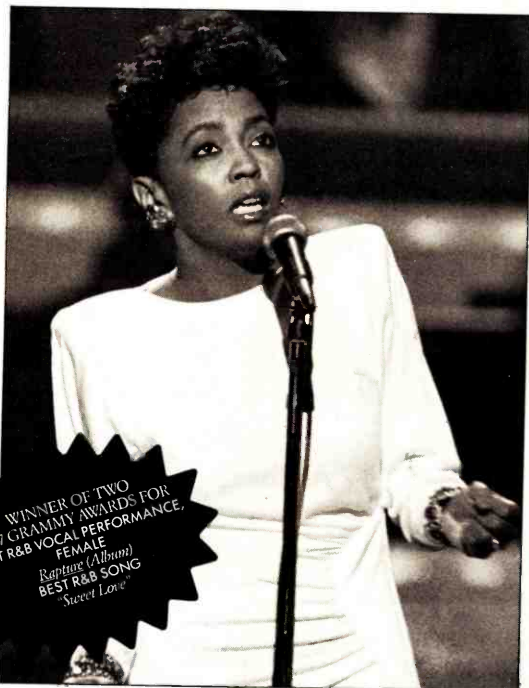
now and June, as a result of existing plans. For example, A&M ships the new Bryan Adams release on tape and vinyl next week. It has a clip cover similar (but not identical) to the agreed-upon slip sleeve, and will be merchandised via a special display counter piece, according to RCA/A&M/Arista Distribution President Sal Licata.

MCA is also coming with several singles on tape, and Chrysalis — which has issued three such cassettes in the past eight months — has scheduled a World Party maxi. Packaging for future releases from these and other labels is expected to fall in line with the new industry standard.

A number of points require additional work. The question of mechanical royalties on the two-year use of songs on the \$1.98 cassette must be discussed with music publishers: Labels hope that the royalties will be waived for the time being.

Noted Licata. "Whether we're right or wrong, at least the industry is trying to work together, and is hoping that this idea will work. That's an accomplishment in itself."

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R&R STREET TALK

Industry Cans "Cassingle" Term

The record industry's united front on cassette singles (Page 1) extends to use of that name for the format. Seems the term "cassingle," trademarked by **IRS RECORDS** (R&R 2/6), was considered for use at the recent **RIAA** meeting but voted down. The stumbling block was not so much the one-time payment to the label for use of the name, but rather the idea that "Copyright IRS Records" be placed on every cassette single package.

Now that the **SCONNIX-BLAIR** deal is done (also Page 1), we hear (despite official denials) that **KVIL-AM & FM/DALLAS** will be spun off. One interested party is **JIM HILLIARD** who, as **BLAIR** Owned Stations President, bid on the combo for **RELIANCE** and was rebuffed; another is **INFINITY BROADCASTING**.

Independent promoter **FRED DiSIPIO** says, despite conflicting reports, "I'm not contemplating any legal action of any sort against any record company" and insists he's "back in business."

Still, the list of stations not interested in "doing business" continues to grow. We've learned that **KMGX/FRESNO**, **WIXX/APPLETON-OSHKOSH**, and **Y97/SANTA BARBARA** this week informed all record companies of a "no independents" promotion policy.

Meanwhile, **KWK/ST. LOUIS** programming folks are not permitted to accept dinners from local record reps. **PD WAYLON RICHARDS** explains, "We mean business and don't need fancy dinners. We'll take all the time in the world during office hours for the labels — but no after-hours fraternizing."

Is **A&M VP/Promotion STEP JOHNSON** heading for the **CAPITOL** Tower? That's what we hear, as well as the suggestion that it's to head up the label's black music division a la **JHERYL BUSBY's** presidential stripes at **MCA**.

Also, if you heard rumbles about **Capitol National Promotion Director TOM GORMAN** moving east to become VP/Promotion at **RCA**, forget it. Tom will remain at the stacked wax building at Hollywood & Vine for awhile yet ... more to come.

The strike of 500+ **WRITERS GUILD** members at **ABC** and **CBS** — mostly staff writers and editors — has forced a few other network employees to keep a low profile. According to one source, any staffer with a penchant for writing or editing is fair game for "strike duty," forcing many to work double shifts and inducing others to hide out in their

offices and become as unobtrusive as possible. **NBC's** writers belong to another union, whose contract reportedly expires at the end of this month.

Reports are that **KLAC/LOS ANGELES** is close to naming a **PD**, and we hear it's going to be the present **PD** of a major Midwest Country station.

Late-breaking news: At **SUMMIT's WREC & WEGR/MEMPHIS**, **GSM SHERRY SAWYER** is upped to **GM**, replacing **CRAIG SCOTT**, who leaves for consultation and ownership.

While **WNCX/CLEVELAND** is trying to come to some kind of financial settlement with recently ousted **OM JOHN GORMAN**, we hear some hometown prospects are shaping up for him. Meanwhile, **'NCX's SPACEMAN SCOTT** and **KATRINA SEVERSON** are out.

The old **KMET** call letters go to **KGUD/BANNING, CA**, an **AM AOR** in nearby Riverside, CA. It's the sister station of **FM CHR KOLA**. Former **'MET** vet **JIM LADD** has landed at crosstown **KLSX** for a late-night Saturday night.

Continued on Page 27



HUEY HANG-UP — When **Y107/Nashville** asked listeners "What would you do for a pair of Huey Lewis concert tickets," local fan **Chris Kenner** had himself hung upside down with his head in a bowl of chocolate sauce. **Y107 OM Tony Galluzzo** (top) and **PD Mark Chase** made sure Kenner didn't become a "fall guy" and file "drop-off" charges.

JPC
WELCOMES
WHTX PITTSBURGH
AS A CLIENT STATION

LOS ANGELES JEFF POLLACK COMMUNICATIONS NEW YORK
213-459-8556 THE PROGRAMMING & MARKETING LEADER 203-454-3231

ROCK TO THE TOP!



SAMANTHA FOX

"Do Ya, Do Ya, (Wanna Please Me)"

WKSE add	KTUX add	WDBR add	OK95 deb-35
WVSR add	KF95 add	SLY96 add	KRBE
WSPK add	WIGY add	KS103 deb-35	99GFM KZZU
WKRZ add	95XXX add	KIKX 37-34	WNYZ KOIZ
WKQB add	100KHI add	KISR deb-30	WSSX WVBS
WCKN add	KNAN add	99KG deb-40	KMGX KOZE
KITY add	WCIL add	B91 deb-37	I94 KTMT

PSEUDO ECHO

"Living In A Dream"

As seen on the MTV Hip Clip



RANDY ROBBINS, PD KZZU/SPOKANE:

"This is an instant phone record! Top 5 countdown at 9 pm."

JAY McCALL, PD KOZE/LEWISTON:

"This record is a hit. Put it on and hear the echo in your ears."

JOHN PURDY, MD OK95/TRI-CITIES:

"Pseudo Echo is not a pseudo hit. Immediate top 5 phones!"

WXKS add	K104 add	WPFM deb-37	OK95 34-30
WMMS add	KSAQ add	Z103 add	WNOK
KROQ add	KXYQ deb-34	KOZE 34-27	WCKN
KITS 34-27	KZZU 36-30	KTMT 34-23 (HOT)	KTUX KNAN
	KISR add	Y97 deb-40	WFXX KZFN



BLOW MONKEYS

"It Doesn't Have To Be This Way"

ON YOUR DESK THIS WEEK AND ALREADY ON:

HOT103	WNOK add	KKAZ add
PWR106	KF95 add	KOZE add
KXX106 add	KDON add	

THE BLOW MONKEYS WILL CLIMB TO NEW HEIGHTS WITH THE RELEASE OF THEIR FORTHCOMING ALBUM "SHE WAS ONLY THE GROCER'S DAUGHTER" SHIPPING MARCH 19

RESTLESS HEART *"I'll Still Be Loving You"*

BY POPULAR CHR DEMAND, LOOK FOR A BRAND NEW COPY ON YOUR DESK THIS WEEK

AC CHART **11** AND HEADING FOR TOP 5!



NATIONAL EPIDEMIC EVERYONE GETTING POISONED.

This Weeks Action:
42/23

PRO-FM
Q107
WAVA
Z93
KEGL 19-10
KTKS deb-31
KBEQ
KMJK
KCPX 9-2 (HOT)
KS103 deb-30
KPLZ deb-32 (HOT)
WROQ 39-35



**POISON'S Debut LP "Look What The Cat Dragged In" —
Over 350,000 Copies Sold.**

BILLBOARD: 39-28 With A Bullet.

**Album Network Hottest Sales National Chart:
Highest Debut LP Of The Week (#2 Bin Burner).**

"Talk Dirty To Me" — #3 Most Requested Video At



KEGL, John Roberts
"Great phones.
Good callouts 18-24.
Now sales are starting.
A total home run!!"

KMJK, Steve Naganuma
"Poison is a smash!"

KPLZ, Kasey Keating
"This is the record
that nuked our phone
system!"

KTKS, Kevin Metheny
"Poison lights up
the phones like the
National Christmas
tree when Reagan pushes
that button!"

KS103, Greg Rolling
"Top 10 requests.
Won battle 5 nights in a row!"

KCPX, Lou Simon
" #1 most requested for
the past 2 weeks.
The minute the record
was on the air
the phones went off
the wall.
Most phenominal response
I've seen since Billy Jean.
12 to 24 male and female,
can't play it enough!"

**Catch POISON On Tour
Across The Nation With RATT**

Capitol
ENIGMA
RECORDS

STREET TALK

Continued from Page 24

Meanwhile, the "Wave" (KTWV) ebbs and flows: its "playlets" ("brief insights into everyday life as seen by people like yourself") are down from three to one per hour, and are now clearly introduced as "theater of the mind" rather than presented as free-standing. Apparently, the WAVE got feedback that listeners perceived the vignettes as similar to commercials and felt they interrupted the music flow.

WAVA/WASHINGTON's morning team of GERONIMO & O'MEARA are headed to Tulsa for the Friday "Death Or Salvation" of ORAL ROBERTS as he attempts to collect \$4.5 million for his medical school. The pair will broadcast live as the "deadline" approaches. Geronimo's odds for the big event: "If Oral cashes in his poker chips, we'll have a free concert with VAN HALEN fronted by DAVID LEE ROTH at the Capital Center this weekend," he says. "God, I hope he doesn't die." Go for the spread.

We hear that SURREY plans to move KYOU/GREELEY's stick closer to Denver in an effort to better hit the metro with 100kw. A research project underway will determine a format direction.

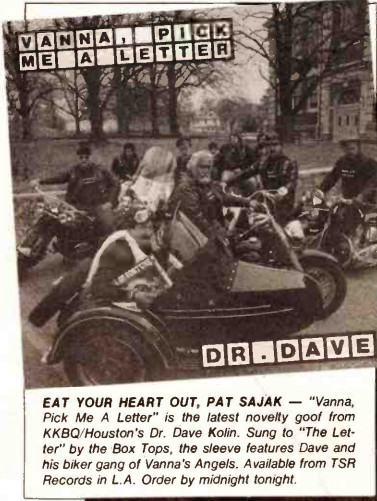
Advance congrats to UNICITY MUSIC VP RON VANCE, who has been named President of GEFLEN MUSIC. Details next week.

Also, while RELATIVITY RECORDS is advertising its "original cast album" of the play "Les Miserables," Geffen is quick to point out that it features the London cast — not the Broadway cast. Geffen holds the Broadway rights, and will release that soundtrack sometime in April.

"New consultant in, old PD out" is the scenario for REGGIE BLACKWELL at WROQ/CHARLOTTE, where GARY BURNS has been inked to a contract. Ditto for MICHAEL CRUZ at KBFM/McALLEN-BROWNSVILLE, which just picked up ED SHANE. Both stations need PDs ASAP.

GARY DeMARONEY is now programming KHOP/MODESTO, replacing longtime PD DAVID KRAHAM. This coincides with the station's sale to FULLER-JEFFREYS.

WRBQ-AM/TAMPA claims it's the first CHR station to become the flagship station of an NFL football team. The Tampa Bay Buccaneers, formerly pulling in heavy numbers (despite their losing record) on CBS-owned WSUN, are banking on VINNIE TESTAVERDE and WRBQ to lift the team into the win column.



EAT YOUR HEART OUT, PAT SAJAK — "Vanna, Pick Me A Letter" is the latest novelty goof from KKBO/Houston's Dr. Dave Kolin. Sung to "The Letter" by the Box Tops, the sleeve features Dave and his biker gang of Vanna's Angels. Available from TSR Records in L.A. Order by midnight tonight.

91X/SAN DIEGO is getting great exposure from its "Expose The X" contest, which offers \$25,000 for the best call letter display. One fellow put 91X on his umbrella and stood behind golfer GEORGE BURNS when he hit an eagle at the ANDY WILLIAMS open, so 91X got visibility on all highlight clips that were distributed to news programs. Another rabid fan convinced VALERIE BERTINELLI to wear a 91X button on her lapel when she hosted "Saturday Night Live."

The NATIONAL ACADEMY OF SONGWRITERS, TOGETHER AGAIN PRODUCTIONS, and LAUREL WAY PRODUCTIONS are producing the 1st American Song Contest, devoted to showcasing the best new popular songs of 1987. The national competition will include entries from amateur and professional songwriters, and will culminate in a live two-hour TV special in January 1988. Entries will be solicited in R&B, Country, Pop, and Rock categories, and will be judged anonymously by five regional panels of industry professionals.

KLOL/HOUSTON is in need of rock memorabilia for its 4th Annual Rock 'n' Roll Auction in April, benefiting the End Hunger Network. Contact Auction Director CATHY PLETCHER-BAKER at (713) 526-6855.

Finally, condolences to family and friends of RUSSELL SHAW, 42 (LIMAH!) manager and former manager of JOHN COUGAR MELLENCAMP, who died Saturday (2/28) after a brief illness.

THE WARD BROTHERS
THE WARD BROTHERS
THE WARD BROTHERS
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AIR PRIORITIES: WEEK 2

Listen to the selections listed below. Decide if each has the potential to attain Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed., Mar. 11, 1987.

Artist	Title	Label
XTC	DEAR GOD	GEFFEN
RATT	DANCE	ATLANTIC
PSYCHEDELIC FURS	HEARTBREAK BEAT	COLUMBIA
WORLD PARTY	SHIP OF FOOLS	CHRYSALIS
CYNDI LAUPER	WHAT'S GOING ON	PORTRAIT/EPIC

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

ACTIVE INDUSTRY RESEARCH



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



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COLUMBIA'S GOT



Patty SMYTH "NEVER ENOUGH"

YOU CAN'T FIND A HOTTER THREE-WEEK TREND

NOW ON OVER 75 CHR REPORTERS INCLUDING:

WBEN 94Q WMMS WLOL
WKSE Z93 WNCI KWSS
WPHD KEGL WCZY
CKOI B97 WKT1

HOT AOR ACTION:

TRACKS: **7**

ALBUMS: **10**



Sammy HAGAR "WINNER TAKES IT ALL"

THIS WINNER'S GOT ALL THE RIGHT MOVES

NOW ON OVER 85 CHR REPORTERS INCLUDING:

WXKS PRO-FM WGH KPKE KATD
WKSE KEGL WMMS KKRZ KPLZ
WPHD KTKS 99DTX KMJK KUBE
WCAU KRBE KDWB KCPX

One of the MOST ACTIVE

#1 REQUEST AT AOR

AOR TRACKS: **3**



the PSYCHEDELIC FURS "HEARTBREAK BEAT"

"Let me state some heavy facts about this record. The Psychedelic Furs are an established act in major metros around the country. In Los Angeles the LP and single debut in the Top 20 in our sales research and we are receiving requests on it before we even got it on the air. 'Pretty In Pink' started it for them and this will be the blockbuster."
— Gene Sandbloom, MD
KHS-FM / Los Angeles

CHECK OUT THIS P-1 POWER PLAY

KITS 9-3 HOT!!!

WXKS KRBE KIIS
Z100 WMMS KWOD
KKBQ KDWB KCPX

AOR TRACKS BREAKER!

24



the BURNS SISTERS Band "LISTEN TO THE BEAT OF A HEART"

A/C-CHART: **25**

F/S ACTIVITY: 41%

WXKS deb 31
K104 15-10 (Hot)
OK100 19-14
95XIL 27-23
WBNO 33-28
KTRS deb 37

WERZ Q101
WKRZ KNAN
Y95 99KG
KMGX KBOZ
KFIV KKAZ
KRQ KOZE
WZYP

PARALLEL POWER!



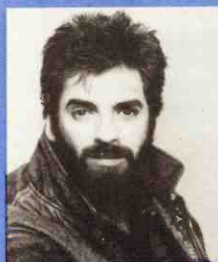
Gregory ABBOTT

"I'VE GOT THE FEELIN' (IT'S OVER)"

JUST AS REQUESTABLE AS HIS FIRST #1 HIT

NOW ON OVER 70 CHR REPORTERS! P-1 ACTION AT: WBEN Y100 KCPW
 WKSE B97 FM102
 WCAU 99DTX KS103
 PRO-FM WCZY KATD
 94Q WHYT KPLZ

B/U CHART: 21



Kenny LOGGINS

"MEET ME HALF WAY"

ANOTHER SUCCESS STORY FROM THE SOUNDTRACK SONG MASTER

SECOND WEEK OUT: 51/22 — 21% INCLUDING: KEGL KCPW WL0L KWSS
 KTKS WKT1 KZZP
 Q105 KDWB FM102
 WMMS KWK KATD



STABILIZERS

"ONE SIMPLE THING"

TOP TEN Y108 & HOT


WMMS add
 KPKE 33-23
 KATD add
 WKRZ add
 KSND add
 KKAZ add

THANK YOU DENVER & CLEVELAND!

"For any programmer who's looking for 'a sure thing,' the Stabilizers deliver heavy requests and consistently good sales. If you can't hear this one, get outta the business and consult your physician immediately."
 — Dom Testa, MD
 Y108 / Denver

"After only two weeks of airplay, major phone requests, especially from upper demo females."
 — Dee Ann Metzger, MD
 KPKE / Denver

"This is not a one-listen record... but I guarantee you that it clicks! It's a solid record, full of hooks and ready to pop. A perfect record."
 — Steve Louizos, MD
 WAZY / Lafayette

THE POWER PROGRAMMING
 PUNCH IS ON 
 COLUMBIA RECORDS!

RATINGS AND RESEARCH

The Importance Of Top-Of-Mind Awareness

By Ray Siri

One diarykeeper problem is inaccurate recording of listening. A study last year by Coleman Research revealed that 60% of diarykeepers didn't keep diaries current. Arbitron's 1979 study showed more or less the same results. Given this situation, the real marketing challenge stations face is finding a way to increase unaided recall and top-of-mind awareness.

Unaided recall is the process wherein someone makes an association without having a list of answers from which to make a choice. Completing an Arbitron diary or responding to a Birch interview involves unaided recall.

A simple example of a question involving top-of-mind awareness is, "When you think of a soft drink, what's the first name that comes to mind?" Different people have different answers. In terms of diary-keeping, the question for those 60% who don't keep diaries current is, "What stations did I listen to today?" If your station has good top-of-mind awareness, you get the listeners' votes.

"60% of diarykeepers didn't keep diaries current . . . If your station has good top-of-mind awareness, you get the listeners' votes."

Three Ways To Gain Top-Of-Mind Awareness

Diarykeepers are only able to supply answers to the radio listening question if the stations they have listened to have good top-of-mind status. You can forge this awareness with three main qualities: uniqueness, likability, and memorability.

Helping Diarykeepers Remember You

- Determine what makes your station unique
- Make your programming likable
- Market correctly to get full diary credit

1. **Uniqueness.** If your product isn't distinctly discernible from that of your competition, you can get lost in the shuffle. You may play the same music as two other stations in your market, and all of you may have the same coverage area and the same technology of engineering. What distinguishes you from the others may be your liners, your personalities, or the effect of your programming elements — but there has to be something that sets you apart. Your station's "style" is what defines it. If you aren't different from the competition, you are certain to be confused with the competition.

2. **Likability.** Uniqueness in your presentation isn't enough, especially in a highly competitive situation.

If you are unique but not likable, the uniqueness factor can be as much a hindrance as a help. If your product isn't likable to the listener, no matter how unique or definable it is, it won't work.

3. **Memorability.** The memorability factor involves the marketing of the image and position you have established for your station through steps one and two. If you have uniqueness and likability, you have the makings of a successful station, but you don't necessarily have a successful station. What you are doing on your station must be remembered and identified by the listeners, particularly that projected 60% who must, at some later time, reconstruct their listening. The most effective way to make something memorable is to reinforce those points which will help the listener correctly recall it.

Next Step: Find Out What The Listeners Think

All of the above items are somewhat interdependent; one factor doesn't necessarily succeed without the others. All of the factors lead to the formulation of unaided recall prompts — items that will jog the listeners' memory.

With these three factors in mind, establishing top-of-mind awareness becomes a simple process. The next step is one that is common-sense oriented: go to the listeners and ask them directly to find out if your strategy is working. They are the ones who have the answers.

It is the listener who fills in the diary, it is the listener you are trying to help differentiate your product from the competition, and it is the listener who is the final arbiter of what is likable and what isn't.



Ray Siri

For the past year, Ray Siri has been Director/Research for United Broadcasting, owner of stations in Los Angeles, San Francisco, Washington, Baltimore, Cleveland, and Rockville, MD. He was previously Director/Operations for Balon & Associates, Inc. from 1983-86.

Siri may be contacted at: United Broadcasting Co., 4733 Bethesda Ave., Suite 808, Bethesda, MD 20814; (301) 652-7706.

You can't really know listeners and how they respond to what you are doing unless you communicate with them.

Investing In Research Beyond Ratings

You have to fulfill listeners' changing needs. You must ascertain what does or doesn't make your station unique in the market, what utility of radio is needed at

"Go to the listeners and ask them directly to find out if your strategy is working. They are the ones who have the answers."

research. The reality is that using other types of research can end up making you money.

Ratings services supply only the numbers of different types of listeners, not the reasons why people listen. When you know what listeners think and what motivates them, you can make the appropriate adjustments to increase your audience. Research is an investment that will pay off on the bottom line.

Discovering the best type of research to use and the best methodology is a matter of shopping around. Make sure that whoever you use is giving you the best possible solution to your problems — which means providing you with a way to make additional audience and revenue gains.

"Ratings services supply only the numbers of different types of listeners, not the reasons why people listen."

different times, and how to market your station to ensure that it is getting full credit for fulfilling those needs.

There are a number of different ways to ask the listeners about these areas. Some stations believe they already spend enough money simply subscribing to the ratings services, and can't afford other



THE GIANT BOOM BOX™

NOT AN INFLATABLE

This 20 foot long, 15 foot high boom box is constructed of the finest quality molded Fiberglass® and will operate in any weather, indoors or out. Has air conditioned, enclosed studio space. No set-up and tear-down time . . . simply pull it up and plug it in!

MARKET EXCLUSIVITY GUARANTEED



"When we see something hot, we go for it! So far, we've bought them for Y95/Dallas (KHYI) and Power95/Jacksonville (WAPE). It's better looking than the inflatables, and creates a powerful image for our stations. Best of all, we can make a lot of money with them!"

Scott Ginsburg, President
Statewide Broadcasting (soon to merge with HefTel)



Call Electronic Media Consultants now to see if your market is still available
305-626-3774

GAVIN

SEMINAR FOR MEDIA PROFESSIONALS



CONGRATULATIONS TO THE 1987 GAVIN MEDIA PROFESSIONAL AWARD WINNERS

TOP 40 STATION OF THE YEAR
KMEL/FM-SAN FRANCISCO

A/C STATION OF THE YEAR
KOST-LOS ANGELES

COUNTRY STATION OF THE YEAR
WUBE-CINCINNATI

URBAN CONTEMPORARY STATION OF THE YEAR
KPWR (POWER106)-LOS ANGELES

ALBUM STATION OF THE YEAR
WBCH-BOSTON

ALTERNATIVE STATION OF THE YEAR
91X-SAN DIEGO

SECONDARY MARKET STATION OF THE YEAR
Z104-MADISON, WI

TOP 40 PROGRAM DIRECTOR OF THE YEAR
MIKE SCHAEFER, KIIS/FM-LOS ANGELES

A/C PROGRAM DIRECTOR OF THE YEAR
JHANI KAYE, KOST-LOS ANGELES

COUNTRY PROGRAM DIRECTOR OF THE YEAR
BOB GUERRA, KZLA/KLAC-LOS ANGELES

URBAN CONTEMPORARY
PROGRAM DIRECTOR OF THE YEAR
JAMES ALEXANDER, WJLB-DETROIT

ALBUM PROGRAM DIRECTOR OF THE YEAR
ODIPUS, WBCN-BOSTON

ALTERNATIVE PROGRAM DIRECTOR OF THE YEAR
DENIS MCNAMARA, WLIR-LONG ISLAND

SECONDARY MARKET
PROGRAM DIRECTOR OF THE YEAR
JONATHAN LITTLE, Z104-MADISON, WI

TOP 40 MUSIC DIRECTOR OF THE YEAR
GENE SANDBLOOM, KIIS/FM-LOS ANGELES

A/C MUSIC DIRECTOR OF THE YEAR
LIZ KILEY, KOST-LOS ANGELES

COUNTRY MUSIC DIRECTOR OF THE YEAR
JOE LADD, KIKK-HOUSTON

URBAN CONTEMPORARY
MUSIC DIRECTOR OF THE YEAR
TERRI AVERY, KKDA-DALLAS

ALBUM MUSIC DIRECTOR OF THE YEAR
LIN BREHMER, WXRT-CHICAGO

ALTERNATIVE MUSIC DIRECTOR OF THE YEAR
LARRY THE DUCK, WLIR-LONG ISLAND

SECONDARY MARKET MUSIC DIRECTOR OF THE YEAR
MATT HUDSON, Z104-MADISON, WI

TOP 40 AIR TALENT OF THE YEAR
RICK DEES, KIIS/FM-LOS ANGELES

A/C AIR TALENT OF THE YEAR
DON BLEU, KYUU-SAN FRANCISCO

COUNTRY AIR TALENT OF THE YEAR
GERRY HOUSE, KLAC-LOS ANGELES

URBAN CONTEMPORARY AIR TALENT OF THE YEAR
TOM JOYNER, KKDA-DALLAS & WGCI/FM-CHICAGO

ALBUM AIR TALENT OF THE YEAR
JOHN DE BELLA, WMMR-PHILADELPHIA

RECORD LABEL OF THE YEAR
WARNER BROS. RECORDS

RECORD EXECUTIVE OF THE YEAR
JHERYL BUSBY, MCA

TOP 40 NATIONAL
PROMOTION DIRECTOR OF THE YEAR
JOHN FAGOT, COLUMBIA

TOP 40 ASSOCIATE
PROMOTION DIRECTOR OF THE YEAR
MARC RATNER, WARNER BROS.

URBAN CONTEMPORARY
NATIONAL PROMOTION
DIRECTOR OF THE YEAR
ERNIE SINGLETON, MCA

URBAN CONTEMPORARY ASSOCIATE
PROMOTION DIRECTOR OF THE YEAR
A.D. WASHINGTON, MCA

A/C NATIONAL
PROMOTION DIRECTOR OF THE YEAR
MIKE MARTUCCI, COLUMBIA

COUNTRY NATIONAL
PROMOTION DIRECTOR OF THE YEAR
DOUG GRAU, WARNER BROS.

COUNTRY ASSOCIATE
PROMOTION DIRECTOR OF THE YEAR
LARRY HUGHES, MCA

ALBUM NATIONAL
PROMOTION DIRECTOR OF THE YEAR
BILL BENNETT, MCA

ALBUM ASSOCIATE
PROMOTION DIRECTOR OF THE YEAR
JACK ISQUITH, E/P/A

ALTERNATIVE NATIONAL
PROMOTION DIRECTOR OF THE YEAR
HARRY LEVY, ELEKTRA

the **GAVIN REPORT**

WE'LL BE BACK IN '88

MANAGEMENT

WHO ARE THOSE GUYS?

What To Know Before You Hire A Consultant

It seems every week I read that a new consultant has been born. Where do they come from? Who are they? And why do they choose this life of suitcases and airplanes?

Our research has shown that consultants are indeed human and not necessarily always the offspring of older consultants. There is no formal training and no B.S. degree in radio consulting (although the "B.S." part comes with the territory).

In the beginning, many smart radio guys such as Kent Burkhart, Lee Abrams, Bill Drake, and Mike Joseph found that the variety of working with more than one station, the independence of being outside corporate regimentation, and the monetary rewards were a driving force to create an industry within an industry. Consultants aren't necessary to radio, but the objectivity, wisdom, and experience some of them possess is priceless when it comes to enhancing today's radio stations.

Buyers Beware

Potential users of consultants should be aware that some of them don't know what they are talking about. Some tell their clients they customize, but they actually fall back on standard procedures and franchising.

Don't get me wrong; many stations could go from a five to a ten share using some of those standard ideas — but they shouldn't be the only things obtained from the consultant.

Dwight Douglas's programming experience includes WDVE and WYDD in Pittsburgh and WWDC-AM & FM/Washington, where he was also Operations Director. He joined Burkhart/Abrams in 1978, was made a partner three years later, and became President in 1983. He may be contacted at: Burkhart/Abrams/Douglas/Elliott & Associates, Inc., 6500 River Chase Circle East, Atlanta, GA 30328; (404) 955-1550.



Dwight Douglas

"Some great PDs make terrible consultants, and some good consultants might not do as well as some of the best PDs."

Evaluating a consultant is a difficult task. Some great PDs make terrible consultants. Conversely, some very good consultants, if given the day-in-day-out task of programming, might not do as well as some of the best PDs.

Ten Tips To The Final Decision

- Make a list of questions prior to interviewing candidates. Instead of hiring a consultant, too many GMs are sold one.
- Don't hire a consultant who hasn't worked in radio programming on a local level. Ask candidates if they have ever programmed a station, where it was, and what its numbers were. They must understand how hard the PD's job is.
- Know the difference between a radio programming consultant and a researcher. Some researchers try to be the architects of formats. When the ratings go down, they're across the street doing research for someone else. Programming has always been a balance of science and emotion.
- Ask the consultant what he will actually do. How many trips? How many calls? How will it work?
- Go for quality rather than price. It makes little sense to hire someone who has one client, a low price, and no programming track record. Many times the company a station should have used from the beginning is the second or third one called in to consult a station. It's sad when the client learns that the half million dollars he has already spent would not have been lost if the right suggestions had been made by the first two consultants.
- Don't "over-expect." Remember, radio stations that do well have good PDs and good consultants. A sharp PD will make a consultant better by challenging him in a constructive manner.
- Good consultants will not tell you everything in a pitch. That's bad business. Try to ask the right questions to test logic, market knowledge, format awareness, and business maturity.
- Call the consultant's clients. Ask for references. Compare comments and confront the consultant with perceived weaknesses. Be sure their answers make sense.
- Ask consultants to talk about what they think makes their best clients successful and what the low achievers did not do to win.
- Hire them before you hire them. Pay a one-time lower fee for a market analysis (a 48-hour trip) and get a concrete evaluation of your station and its competitors. See how good the consultant is.

By Dwight Douglas

Consultant/Client Relationship

Consultants work best when ground rules are set up from the beginning. It's important for the home office to know what the consultant says, no matter how painful that sometimes is.

Here's a memo our company sends to clients every year. It's called "Consultant/Client Relationship:"

• Accept your consultant as a member of the team. An "us/them" feeling lowers productivity.

• General managers should demand time with the consultant for a wrap-up meeting at the end of an in-market trip.

• A follow-up memo should be reviewed. An action plan should be put into effect on points with which you and the consultant agree. Points on which you disagree should be noted, and the consultant should be alerted about your feelings. This saves time during the next visit.

• Keep a list of questions and thoughts that can be covered during a weekly call. Five calls instead of one complete call wastes time.

• Develop an itinerary for the in-market trip. Make sure you receive airchecks, go over the music library, and focus on major strategy items and morning show development.

• Meet away from the station. Don't pay a consultant to watch you talk on the phone. Schedule short breaks where you and the consultant can take care of office business, but get back quickly to the most important subject: your station!

• Every once in a while, have your consultant address your sales staff to answer questions on the format and relate what's happening in the market.

• Use your consultant to evaluate talent you're going to hire. It's counterproductive to hire a bad jock and then have a consultant tell you he's not good enough to increase ratings.

Inquiring Minds Want To Know

These are the questions any good consultant should be able to answer in the affirmative:

1. Do you have a good personality? Will people like you? No one wants to listen to someone he doesn't like.
2. Do you listen? So much of radio rap is one person trying to "one-up." Accordingly, many people are more concerned with thinking about their next line rather than listening.
3. Can you sell? Every idea is only as good as how it's presented.
4. Are you a flexible thinker? No market or radio station is the same as another — period. Think beyond the board.
5. Can you write well? Documentation of what you recommend is a must. This is part of the service. A clear, well-written analysis is a good follow-through.
6. Can you get numbers? A radio person must get results to be a good consultant.

"Potential users of consultants should be aware that some of them don't know what they are talking about."

• Ask your consultant questions, such as, "What's worked elsewhere? Which stations have the best morning show? Who's doing a great TV spot?"

• Every 60 days, send your consultant your complete music list. Have him mark songs you shouldn't be playing. Every 20 days, send a scoped aircheck for written critique. Every week, send a weekly current playlist. This makes a music call more organized.

Consultants are in the business of ratings increases and product development. When these things don't happen, we tend to go away. We want to work hard, so help us help you by heeding these suggestions.

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APRIL 5-9

Radisson Plaza Hotel
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HARVEY MEDNICK

PROMOTION & MARKETING

BEHIND-THE-SCENE STRATEGIES

A Tale Of Two Ads: KBIG And KJOI

It's a given that one of the key elements in a successful print ad is an "arresting" graphic — one that stops the reader from turning the page. This week, I decided to analyze the graphic vs. type question by comparing two ads from Easy Listening KJOI/Los Angeles and AC convert KBIG/Los Angeles, a former Easy Listening outlet.

Notice that the promotions touted in the ads are very similar, both requiring active listener participation. And the prizes are virtually identical — with cash and commercial tie-in trips (TWA and British Caledonian Airlines) dominating the list. Now your first inclination is to probably dismiss the KBIG ad as unimaginative and forgettable, and to praise KJOI's as eye-appealing and fresh. But let's not be too quick to judge — both ads zero in effectively on their respective stations' aims.

KBIG: Clean And More Contemporary

Discussing the reasoning behind her station's all-type approach, KBIG VP/Promotion Joyce Bose said, "Normally, we do go to a graphic. But with our new identity we wanted to keep clean and be more contemporary. We wanted a design that was easy to read. As

far as the TWA logo is concerned, the trips are being provided on a trade-for-mention basis and inclusion in our print advertising was part of my negotiation. Their logo also fit perfectly with the type style we selected, so we made it quite prominent. Even if it didn't work so well, we would have been obligated to include it somewhere in the ad."

KJOI: Audience Not Immune To Excitement

KJOI Promotion Director Robert Lyles opted for a "strong graphic to generate excitement and get reaction from our audience. Just because our listeners are a bit older doesn't mean they're immune to excitement. We wanted to downplay the commercial aspects and focus on the association with the on-air promos, which feature the sounds of an overstuffed closet just bulging with prizes for listeners to win."

ONE YEAR AGO TODAY

- Labels cut ties with independents after NBC-TV payola report
- John Fagot, Ruben Rodriguez named Columbia VPs
- #1 CHR: "These Dreams" — Heart (Capitol)
- #1 AC: "These Dreams" — Heart (Capitol)
- #1 BIU: "What Have You Done For Me Lately" — Janet Jackson (A&M) (3 wks)
- #1 COU: "We've Got A Good Fire Goin'" — Don Williams (Capitol)
- #1 AOR Track: "All The King's Horses" — Firm (Atlantic) (5 wks)
- #1 LP: "Mean Business" — Firm (Atlantic) (3 wks)

FIVE YEARS AGO TODAY

- Gerry De Francisco PD, KIIS/Los Angeles
- Donna Brake PD, WSB-FM/Atlanta
- #1 CHR: "Open Arms" — Journey (Columbia) (4 wks)
- #1 AC: "Key Largo" — Bertie Higgins (Kat Family/CBS)
- #1 BIU: "That Girl" — Stevie Wonder (Tama/Motown) (5 wks)
- #1 Country: "Mountain Of Love" — Charley Pride (RCA) (3 wks)
- #1 LP: "Freeze-Frame" — J. Geils Band (EMI America) (2 wks)

TEN YEARS AGO TODAY

- Rick Sklar VP/Programming ABC Radio
- #1 CHR: "A Star Is Born" — Barbra Streisand (Columbia) (2 wks)
- #1 AC: "A Star Is Born" — Barbra Streisand (Columbia) (2 wks)
- #1 Country: "Say You Will Stay Until Tomorrow" — Tom Jones (Epic)
- #1 LP: "Rumours" — Fleetwood Mac (WB) (2 wks)

KJOI PRIZE CLOSET

THE KJOI PRIZE GIVEAWAY!

Prizes include a thorough Spring Cleaning of your home, \$5000 in cash, a trip to Tahiti, Weekend Trips to the Palm Springs Hotel, and much much more!

Prizes do not yet spring, but the prizes are out there waiting for you. Whether it's a trip to Tahiti, a house cleaning, or a shopping spree, it's yours to win! It's easy to win! This contest gets underway on Monday on the Power 104.3 and Tuesday on the Power 104.3 and Wednesday on the Power 104.3 and Thursday on the Power 104.3 and Friday on the Power 104.3.

KJOI 104.3

WIN BIG CASH!

Daily \$1000 winners Monday through Friday on K-BIG, FM 104.3
Listen for clues on the Phil & Byron Morning Show 6 to 9am
The "secret song" will play between 9am and 9pm

CALL AND WIN!

When the "secret song" plays, dial the K-BIG Listener Lines
1-800-441-0104 or (213) 851-6310
Be the designated caller and win!

LONDON! PARIS! ROME!

Daily winners qualify for our grand prize drawing March 23, 1987
A shopping spree in London, Paris, and Rome!

TWA

You'll fly on TWA's 747 wide-body service to London and return from Rome on TWA's 747 wide-body service to Los Angeles.
TWA find out how good they really are to London and Europe.

NEW! ALL-VOCAL!

KBIG • FM 104.3
EASY MUSIC

REPRINTED LOS ANGELES TIMES & SANTA ANA REGISTER

Sound Strategies Pay Off

As a result of its format switch, KBIG is in a period of graphic transition: the logo is being redesigned, while the entire print program/presentation is being rethought. It was very wise of KBIG not to run a hastily developed graphic or reinforce the station's old image by repeating a previous look. Bose's only concession to the past was the necessary employment of the current (old) logo: "We needed to maintain continuity and elected to give the reader an easy way to go while making sure we presented a different look to strengthen our move to AC."

Lyles's lighthearted approach acknowledges the participation and excitement levels of the typically older listener, something many Easy Listening outlets are stressing with sponsors and advertisers. "This is a big promotion for us," said Lyles, "and I wanted an ad where the prizes jumped right off the page. We also strove to maintain visual/aural continuity throughout the entire promotion."

So once you factor in the soundness of each station's reasoning, you come away with not only a different view of the ads but added respect for the behind-the-scenes strategists.

DATELINES

March 28-April 1
National Association of Broadcasters
65th Annual Convention
Dallas Convention Center, Dallas

April 1-5
Alpha Epsilon Rho
45th Annual Convention
Clarian Hotel, St. Louis

April 2-5
3rd Annual Music Business Symposium
Ambassador Hotel, Los Angeles

April 11
10th Annual Great Lakes Radio Conference
Central Michigan University
Mt. Pleasant, Michigan

April 28-29
Broadcast Financial Management Association
Annual Meeting
Marriott Copley Place, Boston

June 6-9
American Advertising Federation
Annual Convention
Buena Vista Palace Hotel, Orlando

June 10-13
American Women in Radio and Television
38th Annual Convention
Beverly Hilton, Los Angeles

June 10-14
Broadcast Promotion and Marketing Executives/Broadcast Designers Association
Annual Seminar
Peachtree Plaza, Atlanta

July 3-6
National Federation of Community Broadcasters
12th Annual Public Radio Training Conference
Clarian Hotel, Boulder, Colorado

Introducing the Ultimate in Film Reference Books

The Motion Picture Guide

By Jay Robert Nash and Stanley Ralph Ross

- A** Title
- B** *Motion Picture Guide's* Critical Rating
- C** Year of Release
- D** Original Running Time
- E** Production Company
- F** Releasing Company
- G** Color or Black & White
- H** Cast and Roles
- I** Synopsis, Analysis and Anecdotal Review
- J** Production Credits
- K** Film Genre
- L** Videocassette Availability
- M** *Motion Picture Guide's* Parental Recommendation
- N** MPAA Rating

Entries also include British and foreign titles when applicable.

A	B	C	D	E	F	G
BEING THERE***** (1979) 130m Lonmar/JA c						
<p>Peter Sellers (<i>Chance</i>), Shirley MacLaine (<i>Eve Rand</i>), Melvyn Douglas (<i>Benjamin Rand</i>), Jack Warden (<i>President Bobby</i>), Richard Dysart (<i>Dr. Robert Allenby</i>), Richard Basehart (<i>Vladimir Skrapinow</i>), Ruth Attaway (<i>Louise</i>), Dave Clenon (<i>Thomas Franklin</i>), Fran Brill (<i>Sally Hayes</i>), Denise DuBary (<i>Johanna Franklin</i>), Orel Burbridge (<i>Lolo</i>), Ravenel Keller III (<i>Abbaz</i>), Brian Comgan (<i>Poiceman</i>), Alfredine Brown (<i>Old Woman</i>), Donald Jacob (<i>David</i>), Ernest M. McClure (<i>Jeffery</i>), Kenneth Patterson (<i>Butler</i>), Richard Venture (<i>Wilson</i>), Arthur Grundy (<i>Arthur</i>), W.C. "Mutt" Burton (<i>Lewis</i>), Henry B. Dawkins (<i>Billings</i>), Georgine Hall (<i>Mrs. Aubrey</i>), Nell Leaman (<i>Constance</i>), Villa Mae Barkley (<i>Teresa</i>), Alice Hirson (<i>First Lady</i>), James Noble (<i>Kaufman</i>), Sandy Ward (<i>Sen. Slipshod</i>), Danna Hansen (<i>Mrs. Slipshod</i>), Mitch Kreindel (<i>Dennis Watson</i>), Katharine De Hette (<i>Kinney</i>), Sam Weisman (<i>Colson</i>), Elya Baskin (<i>Karpatow</i>), Thann Wyenn (<i>Ambassador Gaufridi</i>)</p>						
<p>Perfection. Never have two hours and ten minutes gone by so quickly. Sellers is an innocent literate who has lived in a house with an old man ever since he can remember. The old man dies and Sellers must leave the cocoon. He has never been in the real world and only knows of it through watching television, his one and all-consuming passion. On the streets, he is hit by a limousine owned by MacLaine who is married to a kingmaker, a man behind all the President's men (Douglas). Sellers' honesty is charming and his prosaic answers seduce Douglas and MacLaine and eventually the President (Warden in a sensational performance). Sellers becomes a national celebrity by appearing on his favorite medium, television. His answers to complex questions are beautiful. We, the audience, realize that he is talking about gardening (he had been a gardener at his former residence) but the audience in the film finds all sorts of hidden meanings to his simple words. His truthfulness attracts the policy makers in the political party and by the film's end they are seriously considering Sellers as a presidential nominee. That, in a nutshell, is the story, yet the details would take many nutshells to cover. Sellers hadn't been this good since his early British comedies. MacLaine is sincere and funny as the sex-starved wife. Douglas is such a presence on screen that it's difficult to look at anyone else in a scene if Douglas is there. The movie was made in Los Angeles, Washington, D.C. and at The Billmore, Vanderbilt's incredible North Carolina mansion. As in the case of ONE FLEW OVER THE CUCKOO'S NEST, BEING THERE took many years to get done. It was worth the wait. Though ostensibly labeled a comedy, BEING THERE goes way beyond comedy, beyond satire, and out into a world of its own.</p>						
<p>p. Andrew Braunsberg, d. Hal Ashby, w. Jerzy Kosinski (based on his novel); ph. Caleb Deschanel (Technicolor); m. John Mandel, ed. Don Zimmerman, art d. James Schoppe, set d. Robert Benton; makeup, Charles Schram, Frank Westmore.</p>						
<p>Comedy Cas. (PR: C MPAA: PG)</p>						
K	L	M	N			

For promotions, tie-ins, contests and quizzes or just plain fascinating copy, you can't beat movies. Now they're all yours.

The final word in film encyclopedias has arrived — an absolutely essential reference set for everyone who works in films or with films, or uses films as a source for ideas, inspiration or facts. If films are important in your business, you cannot afford to be without this 12-volume masterpiece from CineBooks.

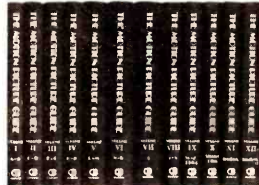
The **Motion Picture Guide** is the most comprehensive film resource ever produced. With entries on 50,000 films, it covers virtually every English-language film ever made as well as a large selection of foreign films and the films of the Silent Era.

Compared to any other film reference work on your shelf or on the market today, **The Motion Picture Guide** gives you more. More casts, roles, credits and vital statistics. More historical background and anecdotal information.

Included in the set is a two-volume Index listing more than 150,000 performers and production people — every name that appears in every cast and credit listing throughout the set! Each entry is cross-referenced to every film with which the person was involved. By itself, the Index is the most comprehensive filmography available anywhere!

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Please send me the complete 12-volume **Motion Picture Guide** on the payment basis indicated below. If I am not completely satisfied, I understand that I can return the set within 30 days and receive a full refund of the purchase price.

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AOR

DOUBLE BREAKER!!

TRACKS 24

ALBUMS 24



ALTERNATIVE

HARD ALTERNATIVE RADIO CHART — 1-1*

GAVIN ALTERNATIVE RADIO CHART — 5-1*

RETAIL

FIRST WEEK!

TOWER (ANAHEIM) #1
TOWER (NEW YORK CITY) #1
APPLETREE (CHICAGO) #1
TOWER (SAN FRANCISCO) #1
STREETSIDE RECORDS (KANSAS CITY) #7
REBOP RECORDS (BUFFALO) #1
FANTASIA RECORDS (DALLAS) #1
FULL MOON (DETROIT) #3
ROCKIT RECORDS (BOSTON) #3
WAX TRAX (DENVER) #1



DANCE/CLUB

BILLBOARD DANCE CHART — 31*-20*

CHR

CHECK OUT THIS P-1 POWER PLAY IMMEDIATE P-1 RESPONSE!

KITS 9-3 (HOT)

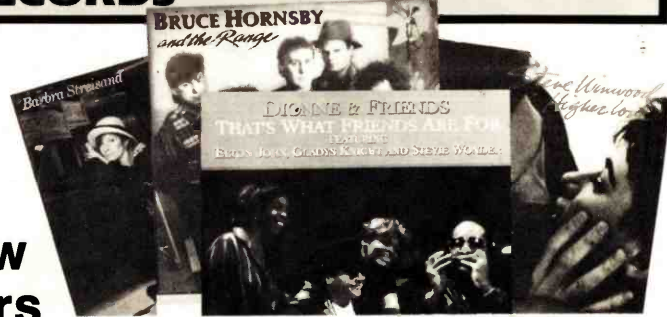
WXKS KKQB WMMS KIIS
Z100 KRBE KDWB KWOD KCPX





KEN BARNES

ON THE RECORDS



CONTEST RESULTS

Grammys Throw A Few Curves At R&R Readers

On the whole, the many R&R readers who entered this year's Grammy Handicap had a good feel for the way the balloting turned out. But a few categories surprised the stuffing out of you all.

Last year, totalling up the record number of entries, R&R readers in the aggregate predicted all ten categories in the contest correctly — even though no individual picked better than nine. This year, with a similar response rate, the group mind scored eight for 11, certainly a good performance but off a bit. On the other hand, one entrant scored a mind-blowing 11 for 11 and won the first annual grand prize (see "The Winners' Circle" below).

Here are the 11 categories I chose, and the Grammy-winners in each, for reference's sake:

Record of the Year: "Higher Love"/Steve Winwood

Album of the Year: "Graceland"/Paul Simon

Song of the Year: "That's What Friends Are For"/Dionne & Friends

Best New Artist: Bruce Hornsby & The Range

Best Pop Female Vocal: "The Broadway Album"/Barbra Streisand

Best Pop Male Vocal: "Higher Love"/Steve Winwood

Best Country Male Vocal: "Lost In The '50s Tonight"/Ronnie Mil-sap

Best Rock Group Vocal: "Missionary Man"/Eurythmics

Best R&B Female Vocal: "Rapture" (LP)/Anita Baker

Best Pop Group Vocal: "That's What Friends Are For"/Dionne & Friends

Producer of the Year: Jimmy Jam & Terry Lewis

Now we'll check out how you did, listing the nominees in each category with the percentages you voted for each. The actual Grammy winner is printed in bold type to make life easier for everyone.

Record Of The Year

- "Addicted To Love" 3%
- "Greatest Love Of All" 29%
- "Higher Love" 26%
- "Sledgehammer" 8%
- "That's What Friends Are For" 33%

Right off the bat, this category proved a tough one. Last year, when "We Are The World" was in the running, you predicted it would win by a 2-1 margin over anything else. This year the smart money was on Dionne & Friends (which you picked correctly in two other categories) to turn the hat trick. Whitney Houston garnered enough support for

runner-up status among the readers, while winner Winwood collected only a quarter of the votes — although you did choose him overwhelmingly to take Pop Male Vocal honors.

Album Of The Year

- "Back In The High Life" 19%
- "The Broadway Album" 4%
- "Control" 19%
- "Graceland" 42%
- "So" 15%

Paul Simon's victory here seemed to surprise the consumer press, but R&R readers had it right by more than 2-1 over Winwood and Janet Jackson.

Song Of The Year

- "Addicted To Love" 7%
- "Graceland" 5%
- "Higher Love" 24%
- "Sledgehammer" 13%
- "That's What Friends Are For" 51%

No surprise here, as over half the voters were sure this Bacharach/Sager song would take top honors. Winwood "gathered solid support, as did Peter Gabriel (fans of both tended to vote in blocs, which lost them considerable points).

Best New Artist

- Glass Tiger
- Bruce Hornsby & The Range 85%
- Nu Shooz 3%
- Simply Red 11%
- Timbuk3 1%

If there was one thing you agreed on, it was that Hornsby was a cinch for top new artist. Some observers thought a horserace with Simply Red was in the cards, but you didn't feel that way. The low scores for the other three artists are not a reflection of their own abilities but a side-effect of readers' absolute conviction that the way it is in this poll is the way NARAS voters would see it.

Interestingly, Hornsby's 85% is not the greatest consensus R&R readers have bestowed upon an artist. In 1985, 92% of you thought Cyndi Lauper would win Best New Artist. (She did.)

Pop Female Vocal

- "The Broadway Album" 60%
- "Friends" (LP) 11%
- "Papa Don't Preach" 14%
- "True Colors" 9%
- "Typical Male" 5%

This one surprised me a little, but you had it right on the money, figuring the academy would go traditional and vote for Streisand. I probably made the fatal mistake of confusing Madonna's

commercial success with her impact among Grammy voters.

Anyway, you predicted Barbra by a 4-1 margin and were vindicated impressively.

Pop Male Vocal

- "Danger Zone" 2%
- "Glory Of Love" 27%
- "Graceland" (LP) 16%
- "Higher Love" 51%
- "Sweet Freedom" 4%

Strong support for Peter Cetera notwithstanding, the majority cast its ballots for Winwood again.

Country Male Vocalist

- "Ain't Misbehavin'" 13%
- "Diggin' Up Bones" 19%
- "Guitar Town" 4%
- "Guitars, Cadillacs, Etc. Etc." (LP) 20%
- "Lost In The Fifties" 44%

The presence of a lot of new (or maverick) blood in this category may have split votes. You felt Milsap was a shoo-in, although Dwight Yoakam, Randy Travis, and Hank Jr. divided over half the total votes among themselves.

Rock Group Vocal

- "Afterburner" (LP) 36%
- "Harlem Shuffle" 8%
- "Missionary Man" 21%
- "Sun City" 13%
- "Tuff Enuff" 22%

Then we hit a tough patch. By a

pretty solid margin, you thought ZZ Top was going to win this category, and another 22% thought it would be the Fab T-Birds. Maybe their sonic similarity split the NARAS vote, because Eurythmics, who garnered only a fifth of your ballots, took the real thing.

R&B Female Vocal

- "Control" (LP) 56%
- "Destiny" (LP) 1%
- "Jumpin' Jack Flash" 4%
- "Rapture" (LP) 34%
- "Winner In You" (LP) 5%

But that surprise was nothing compared to the jolt in this category. You were sure that Janet Jackson would win, giving her 22% more votes than Anita Baker's impressive sum and a majority of the total. In fact, Janet's 56% is the highest percentage R&R readers have ever awarded an artist who didn't go on to win the Grammy.

Pop Group Vocal

- "All I Need Is A Miracle" 4%
- "Holding Back The Years" 13%
- "Next Time I Fall In Love" 14%
- "On My Own" 24%
- "That's What Friends Are For" 44%

Back on the track here, with a slim plurality favoring the eventual winners. Interestingly, while you gave Janet Jackson a 56% shot to win female R&B vocal honors but her producers only a 29% chance, the Grammy voters spurned Janet and showered the laurels on the much less well-known production team.

To me, more than the "Graceland" LP vote, this was the Grammys' boldest move toward modernism, especially with four other prestigious competitors. Foster had a great deal of support, as a previous winner, while advocates of Simon and Winwood often voted the full ticket, accounting for the close race.

While overall eight for 11 displays considerable collective wisdom on the part of readers, it seems the Grammy voters have regained their power to confound and confuse you. Better luck next year.

Producer Of The Year

- David Foster 27%
- Jimmy Jam & Terry Lewis 29%
- Michael Omartian 3%
- Paul Simon 22%
- Russ Titelman & Steve Winwood 19%

This year's tightest contest, with a slim plurality favoring the eventual winners. Interestingly, while you gave Janet Jackson a 56% shot to win female R&B vocal honors but her producers only a 29% chance, the Grammy voters spurned Janet and showered the laurels on the much less well-known production team.

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While overall eight for 11 displays considerable collective wisdom on the part of readers, it seems the Grammy voters have regained their power to confound and confuse you. Better luck next year.

Winners' Circle: Perfecto!

When I set up the Grammy Handicap this year, I thought it would be amusing to calculate (roughly) the odds on predicting winners in all 11 categories. Allowing for no professional advantage (the kind of inside knowledge that could confidently rule out the **Chicago Bears Shufflin' Crew** as a serious contender for the Best R&B Male Vocal award, for instance), the chances came out around 50 million to one.

Sifting through each entry, tallying up your total votes and counting the individual correct guesses, I was wondering if we'd even get near previous years' achievements. Last year's winners each scored nine out of ten, but through the first 80% of the pile, nobody did better than seven for eleven.

As I encountered the 1987 entries of last year's winners, Mary Chayko and Paul Grein, and found they'd both scored sevens, I thought seven was bound to be this year's lucky number. (Fourteen entrants scored a seven, all told.) Then I suddenly had a run of three eight scores, and thought that was better, I could award three one-year subscriptions and rest content.

Then, on the second-to-last entry in the box (meaning it was one of the first entries sent in), it happened. David Leaf beat the odds with a perfect 11! David, who works at "Solid Gold" and is the author of "The Beach Boys & The California Myth," in my mind the definitive book on the Beach Boys, was suitably excited about winning the five-year R&R subscription I rashly promised, secure in my belief that nobody would ever win it. But he did remark wryly, "That's the story of my life — I finally win a 50 million-to-one contest and it wasn't the Publishers' Clearinghouse." Well, talk to Ed McMahon about that, bud.

David says he's been informally handicapping Oscar and Grammy choices since he was a kid, and credits his achievement in large part to having "pretty pedestrian tastes." His taste may be pedestrian, but he sure motored through this contest.

Most entries scored five or six correct, with some diving into the three and four regions. I think one person scored a one, but, unlike last year, nobody zeroed out.

By the way, since David scored such a mind-boggling coup, I feel the three contestants who managed eights deserve a prize themselves, so they'll get one-year subscriptions. They are:

Chuck Reynolds of CHRY/Leamington, Ontario
J.J. Sanford, Asst. PD at K104/Erie, PA (a runner-up in 1984)

Don Tandler of WBLI/Long Island

Congratulations to them and thanks to everyone who entered. See you next year.

America's Favorite Talk Show Host!

“Larry King is an original. That's why he fits so beautifully into WOR's premier family of talent. Larry's legendary skills in front of a microphone, his ability to book hot names who “don't do radio” and his style, wit and grittiness make him one of our industry's genuine superstars. WOR loves Larry King and so do hundreds of thousands of New Yorkers who tell us so where it counts—in the book.”

—Bob Bruno,
Program Director, WOR



Larry's guests for the week of March 9:*

Monday:	Richard Gephardt
Tuesday:	Smokey Robinson
Wednesday:	Jimmy Stewart
Thursday:	Richard Thomas
Friday:	Special Guest

*Subject to change



MUTUAL BROADCASTING SYSTEM

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DATEBOOK

SEAN ROSS

People Who Aren't On Their Own Records

MONDAY, MARCH 16

1962 **Motown's Gordy** subsidiary releases its first single, the **Temptations'** "Dream Come True."
 1970/After undergoing six brain tumor operations in 18 months, **Tammi Terrell** dies. She had recorded two LPs with **Marvin Gaye**.
 1980/**Hal David** is named President of **ASCAP**.
 1984/"Mike's Murder," starring **Deborah Winger** and dealing with fear and loathing in the record business, finally opens six months behind schedule and without the **Joe Jackson** score that had been released in fall 1983.
 Born: **Nancy Wilson (Heart)** 1954, **Jerry Jeff Walker** 1942.

TUESDAY, MARCH 17

1962/**Ray Charles** opens his own label, **Tangerine Records**.
 1975/Atlantic holds a St. Patrick's Day party in L.A. for its new signing, **Manhattan Transfer**, with green champagne and **Gene Kelly** as a special guest.
 1983/**Bob Dylan** visits an L.A. club for two shows by **Three O'Clock**. "By the end of the night," a fan recalls, **Dylan** "had a receiving line as long as if he were the Pope."
 1986/**WINZMIAMI's Don Cox** holds a coming-out press conference after being beaten up during the indie promotion scandal. Announcing that he won't work with police to look for his assailants, Cox says, "I told God on 'em... he'll find 'em."

WEDNESDAY, MARCH 18

1965/**Kinda** helps put the **Beastie Boys** in perspective, huh? The **Rolling Stones** urinate against the wall of a London gas station. Also, the **Temptations'** "It's Growing" released.
 1970/Also helps put the **Beasties** in perspective: **Country Joe** is convicted for obscenity and fined \$500 for leading a Worcester crowd in the "Fish Cheer."
 1978/**Ted Nugent, Foreigner, and Aerosmith** headline L.A.'s California Jam II.
 1982/**Teddy Pendergrass** is paralyzed in a car crash. His sometime duet partner, **Stephanie Mills**, maintains her belief that Teddy will walk again one day.
 1986/**Jerry Butler** is the second-highest vote-getter in a Chicago county board election; he qualifies for the general election in November.
 Born: **Wilson Pickett** 1941, **Charley Pride** 1939, **Irene Cara** 1959, **Jamie West-Oram (Fixx)** 1953.



Harry Vanda, Nancy Wilson, Jerry Reed, Wilson Pickett

THURSDAY, MARCH 19

1964/**Tom T. Hall** and **Miss Dixie** married.
 1971/**Mountain's** tour plane develops engine trouble and is forced to dump fuel and make an emergency landing.
 1979/**Steve Martin's** "The Jerk" begins filming in Los Angeles for Christmas release. Meanwhile, **Hideki Saijou's** "Young Man," the Japanese cover of "YMCA" by the **Village People**, goes #1 there.
 1984/**Shalamar's** "Deadline USA" from "DC Cab" is released in the UK followed by immediate announcements from **Jody Watley** and **Jeffrey Daniel** that they aren't singing on it or "Dancing In The Streets."
 Born: **Clarence "Frogman" Henry** 1937, **Billy Sheehan (David Lee Roth Band)** 1957.

FRIDAY, MARCH 20

1970/**Marvin Gaye & Tammi Terrell's** "The Onion Song"/"California Soul" is released. Actually, Tammi is incapacitated at the time and the female vocal is really **Valerie Simpson**.
 1984/(He's) **Sexy & 7: 41-year-old Britt Ekland** marries **Slim Jim Phantom** on his 23rd birthday. And **Andy Kaufman** makes his last public appearance at the premiere of **Rhino's** first video, "My Breakfast With Blassie."
 1985/**MTV** says it will play **Bruce Springsteen's** "I'm On Fire" clip hourly for one day due to "overwhelming viewer response." When confronted with the fact that the clip hasn't run yet, a spokesperson says the response has been to a teaser for the video.
 1986/**Sade** walks off stage in Frankfurt after (maybe) telling the audience about an argument with her boyfriend. She later says the show was over anyway and denies saying, "Hang on to your love; I couldn't hold on to mine."
 Born: **Jim Phantom** 1961, **Carl Palmer** 1950, **Richard Drummlie (Go West)** 1959, **Jerry Reed** 1937.

SATURDAY, MARCH 21

1970/**The Jackson 5's** "ABC" released.
 1979/**Chuck Brown's** "Busting Loose" becomes the first hit from Washington DC and Mayor **Marion Barry** declares "Local Entertainers Day."
 1983/On the day that **Pink Floyd's** "The Final Cut" is released in the UK, **Roger Waters** goes back to work on "The Pros & Cons of Hitchhiking" — confirming his lack of interest in any further group projects.
 1985/**Smokey Robinson, Diana Ross, DeBarge, the Commodores, and Charlene** show out for the Hollywood premiere of "The Last Dragon."
 1986/**The Bangles** open their first post-stardom North American tour in Daytona Beach. **Dire Straits** wrap their tour in Sydney. The Channel 9 network pays a reported \$250,000 to broadcast the show throughout Australia.

Born: **Eddie Money** 1948.

SUNDAY, MARCH 22

1976/At a **NARM** dinner, **Jimmy Carter** professes his fondness for **Bob Dylan, Led Zeppelin, and the Grateful Dead**.
 1982/**Maze** plays its first British show at London's **Hammersmith Odeon**.
 1983/**The L.A. Times** reports that the FBI tried to arrest and deport **John Lennon** in 1972 because it suspected he would try to disrupt the Republican National Convention.
 1986/**WALP/Davenport** has to give up its gag campaign to solicit footwear for **Imelda Marcos** after 1500 pairs of used, smelly old shoes clutter up its conference room.
 Born: **Stephanie Mills** 1957, **Andrew Lloyd Webber** 1948, **Harry Vanda (Easy Beats/Flash & The Pan)** 1947, **George Benson** 1943, **William Shatner** 1931.

Just Say NO

The new single from **Phil Driscoll** endorsed by the **National Just Say No Foundation** and **Broadcasters Against Drugs**.

"Thank you for sharing your incredible new record, 'Just Say No.' It offers a viable commercial product for reaching young people through music."

RICK DEES, Chairman
Broadcasters Against Drugs



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CHEZ	KKRE	KYYS	WHBB	WPLR
CHOM	KLAO	KZAP	WHFS	WPYX
CILQ	KLBJ	KZEL	WHJY	WQBK
CIRK	KLOL	KZEP	WHLO	WQFM
CROQ	KLOS	KZEW	WHMD	WRDU
KATP	KLPX	KZOK	WHTF	WRFD
KATT	KLYN	KZOO	WIBA	WRFX
KAZY	KMBY	KZRR	WIMZ	WRIF
KAZY	KMET	WAAF	WIOQ	WRKI
KBAT	KMJX	WABS	WIOT	WRQK
KBCO	KMOD	WAOR	WIXX	WRUF
KBPI	KNAC	WAOX	WIYY	WRXL
KCFO	KNCN	WAQY	WJTL	WSHE
KCGL	KOME	WBCN	WJYP	WSKS
KCMS	KOMP	WBLM	WKDF	WTKX
KCNW	KOZZ	WCBW	WKFM	WTPA
KDAR	KPOI	WCCE	WKLC	WWCT
KDJK	KQDS	WCFL	WKLS	WWDC
KERI	KORS	WCIE	WKLT	WWDJ
KESI	KQWB	WCM	WKQO	WWTR
KEZE	KRMO	WCMF	WKOZ	WXIR
KEZO	KRMX	WCPZ	WKRR	WXKE
KFMG	KRNA	WCRM	WLFJ	WXLN
KFMJ	KROR	WCTN	WLIR	WXLP
KFMZ	KROU	WCXI	WLIX	WXRC
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KICI	KTAL	WEGR	WMMR	WZEW
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ADAM WHITE

RECORDS

PROVOCATIVE NARM SESSIONS

Record Stores: Hazardous To Customers' Health

In separate presentations at the recent NARM convention in Miami Beach, two speakers charged that record stores leave a lot to be desired as enjoyable, desirable experiences for the average music consumer. That's hardly a new criticism (you often hear it from people in radio). But it's an increasingly important issue in a marketplace where competition for the leisure dollar is greater than ever.

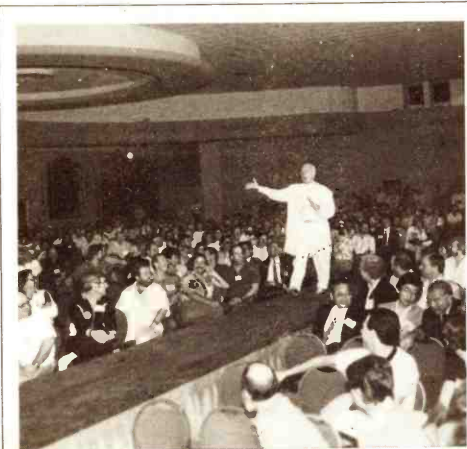
Retail consultant Peter Glen made his point with photos and experiences gathered during several months of visiting record stores, including Tower, Sam Goody, The Wiz, Record World, and several in-

What's In Store Now

Retail consultant Peter Glen found:

- Unimaginative, unhelpful layouts
- Crude displays
- Littered, dirty interiors
- Non-working store equipment
- Unfit employee facilities
- Employees hazardous to customers' health

dependents. He told of unimaginative and unhelpful layouts, crude displays, littered and dirty interiors, non-working store equip-



"You cannot assume that all your customers are filthy, degenerate, and poor."

— Peter Glen

"Here's the kind of person who serves you if you wait so long as to make it through the line: sullen, indifferent, drunk, embalmed!"

—Peter Glen

ment, employee facilities unfit for use — and employees hazardous to the customer's health.

Glen showed a slide of a typical checkout area and noted, "Here's the kind of person who serves you if you wait so long as to make it through the line: sullen, indifferent, drunk, embalmed!" Then he related an incident where a customer in line with a load of albums was told by a manager that the store would be closed by the time he reached the checkout. "That customer threw the albums on the floor and walked out," said Glen.

Develop An Image

He also stressed the need for creativity. "Is Luciano Pavarotti signing records the best you can think of?" he chided, urging merchandisers to seek out new promotional ideas and fresh images. "What are you famous for? Are you the store with the 'something'? Is there anything at all you have by way of a trademark?" he continued, using consumer awareness of the Crazy Eddie image as an example. The world is "full of brilliant, innovative design," Glen added, saying that businesses constantly "pass it by."



BOOMER BUYERS — NARM speaker John Parikh offers insights into the "Big Generation" of consumers, and suggests how to cater for their music and home entertainment needs.

Record stores shouldn't be reluctant to adapt ideas from other industries, Glen pointed out. He described the success of a Canadian department store chain which operates a "frequent customer" card similar to frequent flyer programs. "Take an idea from the airlines, take ideas from somewhere, get away from the normal," he urged. "We're drowned with the familiar."

Gain Consumer Awareness

John Parikh offered similar advice, built around his "Big Generation" term for the baby-boomer market. "We've done a great deal of research on cost points for records and tapes," he said. "A dollar means almost nothing to a Big Generation person one way or the other. Finding the album quickly, getting what they want when they want it — that's the most important thing."



AWARDS FROM "VENUS" — TV actor Tim ("WKRP In Cincinnati") Reid presented the 1986 NARM Advertising Awards. Retailers, rackjobbers, and one-stops were recognized for ads in radio, print, and TV. The big winner was Musicland, collecting a total of four prizes. Seen here with Reid is convention chairman Patricia Moreland of Show Industries.

Employing courteous, friendly, knowledgeable employees is of prime importance, he emphasized. "Don't for one moment take it for granted that everybody knows who your artists are," he cautioned, explaining that research conducted last September on Whitney Houston found "a significant number of Big Generation record buyers age 25-40" who still didn't know about

What Should Be In Store

Record stores need to:

- Develop an image
- Plan creative store designs, displays, promotions
- Adapt ideas from other industries; i.e., frequent customer programs
- Pay attention to customer service
- Employ courteous, knowledgeable employees

And radio can help by identifying records and artists on-air

her. "Many of them thought it was Dionne Warwick doing those songs. So this suggests that even with a multiplatinum artist, there's room for even more sales."

Radio: Identify More Music

Parikh contended that radio is under the same obligation and criticized jocks who don't identify records and artists on-air. He drew applause with a comment that stations are more interested in talking about "how great they are" than identifying the music being played.

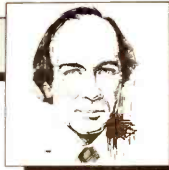
"Stations are more interested in talking about 'how great they are' than identifying the music being played."

— John Parikh

The big question is whether NARM members will heed the consultants' words. Peter Glen's message — that "music stores should be as exciting as their content" — did, at least, net him a standing ovation at the convention. Beyond that, your next visit to a Tower or Sam Goody store may provide the answer.



TAKING THE HELM — Tower Records' founder Russ Solomon is the new NARM President for 1987-88. He's pictured here during the convention's Scholarship Awards presentation.



BRAD MESSER

CALENDAR

Whittling The Cost Of Moving

Even without exotic sweeteners such as mortgage rate differential buydowns and relocation bonuses, the ordinary cost of moving a new employee can rupture the budgets of both a station and its newly-hired whiz kid.

While cost-cutting deserves careful consideration, so does the fact that you often get what you pay for.

A cross-country move can easily cost an employer more than \$10,000 with travel, hotels, and transport of family cars. There are cheaper ways.

Packing a household, loading, transporting, offloading and unpacking can cost around \$800. It doesn't take a Harvard business grad to know that is fairly serious money.

Drop the professional packing services. Now you've descended to the \$7000 range, a reasonable level of elimination in which frills have been eliminated without sacrificing insured services.

Although major long distance moving firms such as Mayflower, Allied, and North American are seldom willing to bargain with an individual, many majors do actively court company accounts by offering percentage discounts. If one mover is willing to knock off ten percent, the next one may discount 15% on a company move, so don't be bashful in dealing with reps.

But you say this move must be really cheap. Okay, hold onto your skirts, for now we drop into the world of Ryder, U-Haul, and the other do-it-yourself outfits. Here, comparison shopping becomes vitally important. Competition among rent-a-truck companies can

be so fierce that fish-market haggling is not uncommon. The \$7000 professional move can be pushed below \$3000 by utilizing a rental truck with independently-hired loaders and unloaders.

Even cheaper? Certain long-haul freight truckers offer a straight service whereby a semi-tractor drops off a freight trailer for the customer to load. A pro driver returns the following day to pull the trailer away. By making an incoming whiz kid do his own loading/unloading and using a freight trailer, the price tag on this move can wither away to about \$2000.

So what began as a \$12,000 move is reduced to \$2000. But you say that's still too expensive? Okay, here's what to do: first, call Whiz and determine whether the majority of his heavy furniture will roll on its own casters or wheels ...

First Docking In Orbit

MONDAY, MARCH 16 — A significant step in space exploration, the first docking in orbit, was achieved 21 years ago when astronauts **Neil Armstrong** and **David Scott** linked Gemini-8 to an orbiting Agena rocket (1966). Los Angeles discontinued mandatory busing in 1981, ending an 18-year legal battle over desegregation of the nation's second-largest school system. The My Lai massacre occurred in 1968. **LBJ** began the War On Poverty in 1964. The Battle of Iwo Jima, in which more than 4300 Americans died, ended in victory in 1945.
Birthdays: Singer **Nancy Wilson (Heart)** 33. Actor **Eric Estrada** 38. Sen. **Daniel Patrick Moynihan** 60. Comedian **Jerry Lewis** 61. Former First Lady **Pat Nixon** 75.

Camp Fire (Girls) Turn 75

TUESDAY, MARCH 17 — 75th anniversary of the Camp Fire Girls, which were founded in Maine in 1912 by Mrs. **Luther Gulick**. The group has dropped the word Girls and is now known simply as Camp Fire, but it retains the old secret password **Wohelo**, composed of the first two letters of work, health, and love. Iraq claimed in 1985 that it had killed 15,000 Iranians in a two-day battle. The first practical submarine, built and captained by **John Holland**, made a three-hour 15-minute dive off Staten Island, New York 89 years ago (1898). St. Patrick's Day.
Birthdays: Actress **Leslie-Anne Down** 33. Actor **Patrick Duffy** (Bobby Ewing on "Dallas") is 38. Musician **John Sebastian** 43. Dancer **Rudolph Nureyev** 49.

PC Junior Laid to Rest

WEDNESDAY, MARCH 18 — IBM, the world's most successful computer company, admitted that sales of the highly-touted PC Jr. had not lived up to expectations and announced it was dropping that personal computer model in 1985. The \$3.5 billion purchase of **ABC** by **Capital Cities** in 1985 was the first major network ownership change. A Russian accomplished the first spacewalk in 1965. **Schick** sold the first successful electric shaver in 1931.
Birthdays: Singer **Irene Cara** 28. Singer **Charley Pride** 49. Author **George Plimpton** 60. Actor **Peter Graves** 61.

Henry Turns Fifty-Five

THURSDAY, MARCH 19 — The **Carl Anderson** comic strip "Henry" was first published 55 years ago (1932). With the exception of a few early experiments with captions, Henry has never spoken a word. The silence of the baldheaded kid means the comic strip can be syndicated to newspapers around the world without the expense of translation. Last full day of winter. The swallows traditionally return to San Juan Capistrano, California.
Birthdays: Singer **Ruth Pointer** 41. Actress **Ursula Andress** 49. Novelist **Philip Roth** 54. Writer **Irving Wallace** 71.

Spring Arrives Tonight

FRIDAY, MARCH 20 — The vernal equinox at 10:52pm EST marks the beginning of spring in the northern hemisphere and the arrival of autumn south of the equator. Daylight and darkness are of approximately equal length every place on Earth. A Supreme Court ruling in 1985 established that an armed robbery suspect cannot be forced to have an operation to remove a bullet which might be used as evidence against him. The German Navy demonstrated the first working radar in 1934.
Birthdays: Actor **William Hurt** 37. Hockey vet **Bobby Orr** 39. Musician **Jerry Reed** 50. Actor **Hal Linden** 56. Kid TV star **Fred Rogers (Mister Rogers)** is 59. Actor/director **Carl Reiner** 65. Comedian **Ray Goulding (Bob & Ray)** is 65.

FARRENHEIT
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- Q104
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- KOZE
- KTMT
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JOEL DENVER

CONTEMPORARY HIT RADIO

TAKING ON MORE DUTIES

Operations Managers: Super PDs Or Junior GMs?

Over the last few years a number of PDs have been extending their goals to the Operations Manager post. What exactly is an OM? The answer varies from station to station, but it's generally agreed that this advanced management post carries significant opportunities as well as increased responsibilities.

KHTR/St. Louis PD/OM Dave Robbins notes the extra OM duties (see sidebar) should be worth "an additional 20% to 30% to the paycheck," depending on the duties involved and the company.

Next Stop: GM

Robbins also mentions that the job is an appropriate stepping stone to an eventual GM job. "It would be difficult for me to become a GM coming straight out of the PD chair. I don't think going into



Kid Leo

on-air product for sales to sell and merchandise," he says. "I've found the title affords a glimpse into the world of management and becomes a good training ground for eventually becoming a GM."

—Kid Leo

"For the first time I'm working with and planning budgets. That's tough stuff and certainly not the most fun to deal with."

sales is what I'm aiming to do. For the time being, my first priority is still the programming, with an eye toward management."

KROY/Sacramento OM Bob West handles operations and programming duties, assisted only by MD Harley Davidson. West still leans toward the programming end as his primary responsibility. "My first priority is to provide a better



Tom Cuddy

"This job and its responsibilities are like being an assistant GM who also has programming duties."

—Tom Cuddy

"If (President/GM) Jim Long is out of town, then any problems which come up are my responsibilities as acting GM. So to me, this job and its responsibilities are like being an assistant GM who also has programming duties. This gives me the authority to help intervene

and settle any problems between sales and programming, and to interpret station policy. While hiring and firing — my least favorite things — are under my jurisdiction, it's my policy to discuss it with Jim whenever possible."

While Cuddy can make personnel changes himself, Robbins says, "Hiring and firing is something I'm not sure should ever get down

"I've found the title affords a glimpse into the world of management and becomes a good training ground for eventually becoming a GM."

—Bob West

to only one person. I like to involve the other department heads in my recommendations in this area."

Although PD/OM combination titles are common, WMMS/Cleveland OM Kid Leo, who continues to pull down afternoons at the Buzard, recently hired a PD for creative support.

"Since August I've been handling both jobs," he says, "but now in Brian Philips we've found someone to handle some of those detail-oriented situations that need more attention than I can give them."

Next Stop: Not GM?

Unlike his peers, Kid Leo doesn't see the OM slot as a Jr. GM position. "I look at myself more as the creative architect at WMMS. Brian will take those designs, add input to



Bob West



Dave Robbins

them, and then be responsible for their execution.

"Unlike most managerial situations, my GM Lonnie Gronck and I have a tremendous amount of mutual respect for each other. For the first time, I'm working with and planning budgets. That's tough stuff, and certainly not the most fun to deal with," he admits.

Learning budget preparation is easier for a new OM whose GM is a former PD. This is the case with Cuddy and Long at WPRO. Cuddy notes, "Budgets are probably the biggest area of discussion between us. Because Jim has a programmer's mentality from past experience, he is responsive and mindful of our needs. He and I go through quarterly budget revisions."

"(Being an operations manager) can add an additional 20% to 30% to the paycheck."

—Dave Robbins

Free, Free, Set Me Free

Continues Cuddy, "I've been able to bring in AM & FM Promotions Director Vic Edwards to handle music for the FM as well. This has freed me of about 40% of the programming duties, allowing me to concentrate on such areas as on-going FCC filings, our public files, public service programming, and news, on down to and including such necessary items as making sure the cleaning crew is doing its job."

The OM's Duties

Here's a list of operations manager responsibilities, based on the collective duties of Tom Cuddy, Kid Leo, Dave Robbins, and Bob West.

If you are a PD whose daily duties don't generally end with the first three broad categories listed below, you may be serving as an operations manager without even realizing it. Make your GM aware of your far-reaching involvement at your next salary review. Alternately, you may want to expand into these areas as your next stage of development.

- Programming and music strategy
- Ratings and ongoing audience research
- Development of air talent
- Sales/programming goals and strategy
- Traffic
- Production
- News and Public Affairs
- Audio quality/engineering/equipment
- Keeping internal communications efficient
- Formulating a budget and sticking to it
- Long-range financial planning
- Acquisition and termination decisions
- FCC filings, EOE, ascertainment, logs, etc.
- Corporate programming reports
- Outdoor promotional and marketing campaigns
- Building/office maintenance
- Being an overall team leader

The subject of delegating responsibilities is one which makes some PDs shift uneasily in their chairs. "The more time you have in your job, the easier it becomes to decide which of your employees are capable and willing to take on new duties," says West. "If you are totally responsible to the GM and the corporation for everything with the exception of sales, you have to be selective in this area."

Title Carries Added Weight

PDs are not always subordinate to OMs, and sometimes the titles and duties involved can be interchangeable. "Within Malrite, Z100 PD Scott Shannon calls the shots," says Kid Leo. "OM Steve Kingston reports to Scott."

In cases where the OM answers directly to the GM, all agreed that the title did carry more weight and respect than a PD title within the station and on a corporate basis.

The C.D. Revolution: Chaos or Control?



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A single Touchscreen can access several CD Multiplay units, each with 1000+ music selections. What's more, the system easily expands to control instacarts, reel to reel and cassettes, and all the digital music storage formats soon to come.

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Since DJ's never handle the discs, Multiplay units need not be located in the air studio. Your music library is an ideal location. CD's and mechanism are protected behind a lockable, tamperproof door. The Multiplay is rugged and reliable — over 2000 units are already working full-time in the field.

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From the 1986 Grammy Award-winning Album of the Year, GRACELAND



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| CKOI add | KATD on | KQMQ add |
| CFTR on | Z94 28-26 | KXYQ 30-27 |
| WMMS on | K104 40-37 | 95XXX deb 38 |
| WNCI add | WERZ add | WKSF 28-25 |
| KWK on | KZZB 34-32 | WBWB 38-36 |
| KKRZ add | WIXX 34-27 | WSPT 39-31 |
| KMJK add | KF95 30-24 | KBOZ add |
| FM102 32-30 | KIYS 29-22 | KOZE 33-30 |
| | | KTMT 39-34 |
| | | OK95 28-25 |

AOR TRACK 15

AOR ALBUM 20



From the Paul Simon album *Graceland*

on Warner Bros. Records

Produced by Paul Simon Engineer: Roy Halee

Additional Production and Mix by Steve Thompson and Michael Barbieri



© 1987 Warner Bros. Records Inc.

STATION PROFILE



PD Keith Edwards



KZ93/Peoria

(309) 688-3131

KZ93 is a mass appeal CHR. Musically, we're a bit conservative but not afraid to expose new product. If a rec-



MD Gene Stern

ord sounds good and fits our needs, we'll give it a shot. KZ93 is 80% current; our playlist consists of 30 records and usually five to six extras. We're very music intensive, featuring a "ten-in-a-row" guarantee every hour, supported by the positioning statements "nobody plays more music," "most music," and "today's music." We use call-out research and check record sales and requests to help us stay in touch with what our listeners want to hear.

BITS

• **Small Market With Big Ideas** — WKMX/Enterprise, AL is keeping up with neighboring larger markets by offering plenty of listener giveaways. The station averaged giving away a vehicle every three months in addition to weekly cash and prizes. WKMX's latest car giveaway was the "Crossword Connection." Listeners were given clues (all involved station listening) on the air to help them solve the puzzle. The first correct entry won a new Honda CRX.

• **Can We Contest?** — Q107/Washington and a local TV station teamed up to host a Joan Rivers look-alike contest. Q107's zany morning team of J.J. McKay and Christian Paul were on hand to emcee the event, and the 11 finalists were judged by a local celebrity panel. Three lucky winners were flown to Los Angeles to be part of a national Joan Rivers look-alike audience for the taping of one of her shows. During the show, Joan Rivers herself picked five grand-prize winners, who received jewelry and an all-expenses-paid trip for two to Jamaica.

• **Grammy-Bound In Greensboro** — WKSJ/Greensboro gave a listener a chance to go to the Grammy Awards in Los Angeles if they were the 987th caller. Southern Bell was not as thrilled as the listeners because the calls blocked many lines and knocked down phone systems a couple of times during the contest. It took four and a half hours to get the 987th caller. Ironically, the winner turned out to be Southern Bell employee Debbie Hatley, who called in during her lunch break. She won airfare for two, accommodations, and passes to attend the post-Grammy private party with the stars.

For The Record

In this column (R&R 2-20), WLOL/Minneapolis was incorrectly listed as having a 12+ share of 6.7, when it should have been a 6.9. Additionally, it was stated that KDWB's morning show was only one share behind WLOL's. In actuality, WLOL leads KDWB in mornings by 3.9 shares.

MOTION

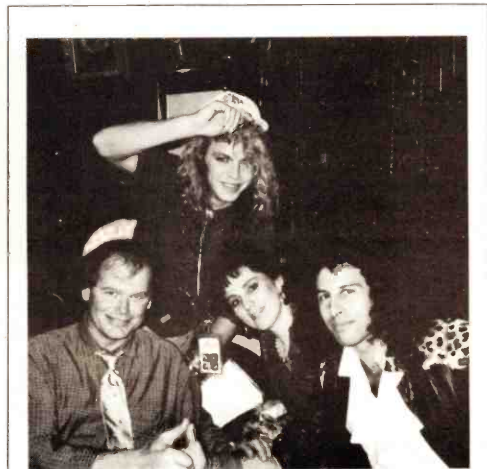
Denny Schaffer moves from WCZY/Detroit nights to same slot at WLOL/Minneapolis. Pam Rahall is now News Director at Q102/Cincinnati. Cat Collins upped to PD at WHYY-FM (Y102)/Montgomery. Phil Britain joins WKFR/Kalamazoo as MD/Assistant PD to programmer Bill Anthony. Station also welcomes Kim Brixton to overnights from parttime at crosstown WKMI.

Dan Murphy joins OK95/Tri Cities from nearby KHVK. PD/OM D.A. Collins leaves KZOZ/San Luis Obispo; Kevin Barrett, last at KBOS/Fresno, takes over the post. At WPHD/Buffalo, Bob Rickers is promoted to MD replacing Mindy Michaels, who goes to crosstown WBEN.

KHFI/Austin welcomes Kevin "Hollywood" Harris to the night show from KKYS/Bryan, TX. Susan Saks joins KC101/New Haven as midday personality from WFLY/Albany, replacing Sandy Kelly. Christopher Holmes exits midday/Production Director duties at Y107/Nashville and is succeeded by bumper Morgan from KTFM/San Antonio.

Tony Collins joins KJ103/Oklahoma City for MD duties and 7 pm-midnight drive. WCGQ/Columbus, GA announces its new lineup: Alan Dupriest, mornings; Asst. PD Lee McCord, middays; Al Haynes, 2-6pm; Shelby Guest, evenings; Brian Walters, overnights; and Tim Franklin, 2-6am. John Dawson leaves WGH/Norfolk for the PD post at WBLU/Savannah.

WKSS/Hartford 6-10pm personality Curt Monday is now Promotion Director and Jay Dowd adds Asst. PD to his MD duties. David Weinfeld joins WKPE/Cape Cod as GM. Dave Saint, former "PM Magazine" host in Chicago, joins Z95/Chicago for mid-days. At RI-104/Providence, Joe Reale is now Asst. MD. Jack McCormack moves to morning drive news, afternoon man Ken Matthews is Asst. PD, and Barbara V. exits to afternoon drive at sister WZXL/Atlantic City.



NAME YOUR POISON — Y95/Dallas was at the grand opening of the city's Hard Rock Cafe along with the group Poison and The Promotion Dept.'s Kenny Ryback. Shown at the nightspot is (l-r) Y95 PD Mark Driscoll, Poison's Brett Michaels (standing), Y95 public affairs staffer Jane Q, and Ryback.

A SOFTSHOE WON'T DO.

—Ralph Guild, CRMC



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"Everything that can be invented has been invented." Charles H. Duell, Director of U.S. Patent Office, 1899



"Who the hell wants to hear actors talk?" Harry M. Warner, Warner Bros. Pictures, c.1927



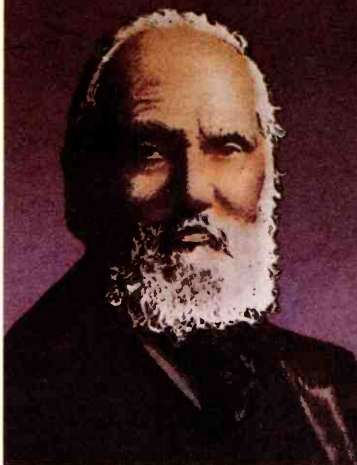
"Sensible and responsible women do not want to vote." Grover Cleveland, 1905



"Ruth made a big mistake when he gave up pitching." Tris Speaker, 1921



"Heavier than air flying machines are impossible." Lord Kelvin, President, Royal Society, c.1895



"Nobody will pay \$3000. a table to honor Irving Azoff." Tony Martell, 1987



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This year, you are invited to participate in the T.J. Martell Foundation 1987 Humanitarian Award Dinner in honor of Irving Azoff on Saturday, April 11, at the New York Sheraton Centre Hotel.

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730 Fifth Avenue, New York, NY 10019, (212) 245-1818.



STEVE FEINSTEIN

AOR

Rambling Notes

Time to clear my mind of some stray thoughts and my desk of some odds 'n' ends. Next week, we'll return to our series of epic tomes designed to keep the free world safe for AOR radio.

Musical Musings

I want to throw out some questions that I've been pondering for a while. Your comments are welcome.

• Does AOR use foreign record charts as early indicators? Watching overseas action can help you get a jump on records before they're released here or selected by labels to be promoted heavily. For instance, Bon Jovi's "Livin' On A Prayer" charted in England in early November. In the States, AOR didn't pick up on it until a month later, when it was released as a single. It broke on CHR and AOR the same week, and rock radio had missed its usual lead time over CHR.

Lately, some tracks by established acts have done well on British and Australian charts: Pretenders' "Hymn To Her," INXS/Jimmy Barnes's "Good Times," INXS lead singer Michael Hutchence's "Rooms For The Memory," and Eric Clapton's "Behind The Mask." New acts such as Europe often have smashes overseas long before America picks up on them.

This is not to suggest that everything that charts overseas is appropriate for airplay here. But simply being aware of the foreign charts and getting a jump on the *deserving* records has a number of benefits — it can yield what amounts to a format exclusive, give a record a longer life on AOR, and help to make a tune crispy by the time CHR gets to it. More power to stations that find their own hits, by this and other methods, rather than by slavishly following 12-inch/single release schedules.



LENO AT LOOP — Plenty of big yucks were in order when Jay Leno visited WLU/Chicago PM drive dominators Steve Dahl (left) and Garry Meier (right).

• Why do relatively few new American artists get airplay on AOR stations before a major label releases their record? Most start out as local bands, right? So why don't their hometown stations trumpet them prior to their signing?

Partial answer: many acts don't court local stations, figuring there's no way they'll get on the airwaves until they get a record cut. Those same bands also may not play around town, either, preferring to woodshed and perfect their craft.

Photo Opportunities

Calling all PDs and Promotion Directors — I'm looking for great photographs.

What separates "great" photos from the rest of the pack? Think about the kind of pictures your eye is drawn to — striking, arresting action shots of people doing unusual things. Contrast this with drab, posed shots of people just standing around, and you'll get the picture.

So the next time you're shooting a station promotion or a visit by a celeb, add a little visual flair — like an off-the-wall pose or facial expression, or a setting or backdrop that's out of the ordinary.

We're still interested in all your photos, but the ones that stand out from the pack will run quickly. In fact, if you've got a really hot shot, call to discuss it and, if appropriate, mail it overnight so we get it by our Tuesday deadline.



GOOD SPORTS GIVE KING-SIZED DONATION — A Triumph benefit concert yielded the United Way Of Greater Toronto its largest single donation of a recent campaign. From left are Q107 GM Gary Slaght, the band's Gil Moore writing a mock check, and the organization's chairman.

That's why a station interested in discovering local acts worthy of airplay has to reach out and send a clear message to the local music community. There are many ways to do it: WBCN/Boston does a "Rock 'n' Roll Rumble" battle of the bands every year which has helped bring acts such as Tili Tuesday to the fore. Some stations do local music programs (KMET, at one time, had a great name for its show — "Local Licks"). Many sponsor concerts by local artists; others, such as WMMR/Philadelphia, have even gone so far as to do regular series of live broadcasts in fringe times like 11pm.

Ultimately, though, it's steady airplay for deserving local acts that really does the trick. Not only does that help foster a healthy local music scene, but it also gives a station valuable image points. For example, WMMR played Hooters tapes in regular rotation for years before the Columbia album came out. Now, it's a safe bet that most people in town link the Hooters

more closely with 'MMR than with other stations.

• Might it be a good idea for stations to keep an acoustic guitar on hand at all times, so artists can play live on-the-air during interviews? Sure, some musicians will decline the offer, but those who are game will provide on-air magic. Then you can cart up the "exclusive" recordings and replay them for spice. Think about the extra dimension your station has when you can occasionally toss in an acoustic version of a hit song.

Cushioning The Shock Of The New

From consultant Jay Mitchell's "Sound Thinking" newsletter:

For generations, the accepted wisdom was that novelty frightens lab animals. That finding was often transferred to the less furry two-legged species of which we are alleged members. But according to some new experiments at the University Of Strasbourg (as reported in the *Brain/Mind Bulletin*), rats and mice spend a greater amount of time in novel environments when given the freedom of choice between the familiar and the novel.

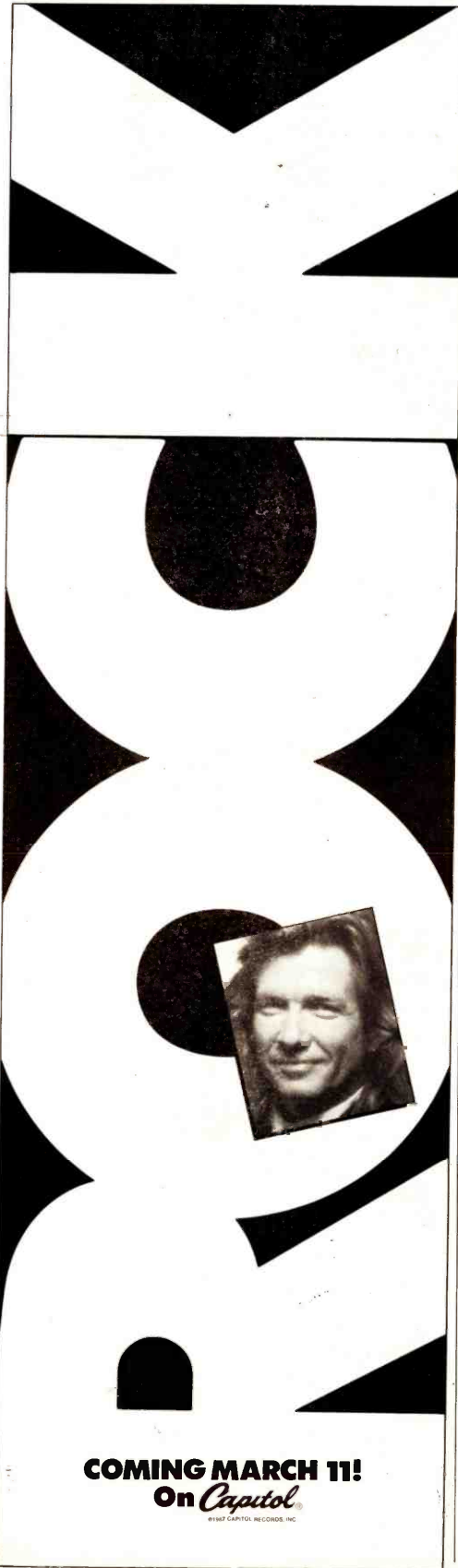
When presented with a new area in the experiments, the lab animals at first displayed defensive and avoidance reactions, but then gradually overcame those reactions to move freely between the new area and the old. *Ultimately, the animals came to prefer the new.*

According to the researchers, in addition to the freedom of choice, a continuity between the familiar and the strange is essential to the animals overcoming their anxiety.

There are some definite parallels between these findings and radio programming. If we introduce new material gradually and always surround it with familiar material, virtually every listener can be



A LARGE TIME WAS HAD BY ALL — WMMR mavens Michael Tearson (far left) and Pierre Robert (far right) flank Stephen Stills, David Crosby, and Graham Nash at a CSN show in Philly.



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AOR



PURE PARTY — At KNAC/Long Beach's bash celebrating its first year of "Pure Rock" are (l-r) morning maniac Ted "Thrasher" Prichard, Rough Cutt's Paul Shoemino, PD Jimmy "The Amored Saint" Christopher, Motley Crue's Vince Neil, and MD Ross Goza. The festivities included a concert featuring Great White and talent contest winner Fanz, with guest appearances from members of Dokken, Motley Crue, Twisted Sister, and Autograph.

Continued from Page 47

comfortable with it. If, on the other hand, we force the novelty upon the listener and do so without benefit of continuity with the familiar, he or she can panic and abandon ship.

Customized Roadrunners

WNOR/Norfolk got Joan Jett to cut a custom "Hampton Roads" edition of "Roadrunner" for its fundraising drive for the Make-A-Wish Foundation, which grants wishes to terminally ill children. The station gave the 2000 copies of the limited-edition single to people who donated \$1.99 during a live broadcast. KAZY/Denver did a similar campaign for a playground for handicapped kids.

KSHE's Night At The Symphony

KSHE/St. Louis doesn't play classical music, but the station promotes it anyway. It did its second annual "Symphony Night," inviting its audience to see the St. Louis Symphony Orchestra. Station personalities, donning tuxes for the occasion, were on hand to welcome the music lovers.

It Was 20 Years Ago Today...

What do you have planned for June 1, the 20th anniversary of the release of "Sgt. Pepper's Lonely Heart Club Band?" Probably some giveaways of the CD, which comes out that day.

Travel packagers RPMC have put together a nifty promotion, "Twenty Years Ago Today." It's an eight-day trip to England, including a visit to Abbey Road Studios and a tour of Liverpool, that stations can give away or sell. Stations will also have a chance to broadcast from Abbey Road, and a one-hour radio program on "Sgt. Pepper's" influence on music is available.

Call (213) 826-5592 for details.

WFNX Tops Readers' Poll

We all know that newspaper write-in polls are far from scientific. For instance, in Los Angeles recently, the wake-up duo on a

Christian station was voted the best jocks in town.

Nonetheless, it's always surprising to see an underdog come out on top, as was the case in Boston recently. Boston *Globe* readers voted alternative WFNX their favorite pop/rock station and favorite FM over WBCN, whose Charles Laquidara nevertheless came out top DJ for the eighth time in nine years.

Quick Cuts

- WRCN/Long Island created a

nice handle for its best and worst listener poll — "Ace Or Disgrace Awards."

• KOMP/Las Vegas did a "Pay For Play" day that raised \$5000 in pledges for a local counseling center. Rush's "2112 Overture" tallied a donation of \$450.

• How tough was KAZY/Denver's Bob Seger song montage? Try 20 songs in 30 seconds, with some of the clips backwards. The winner with the fastest ears took home \$1006.70, front row tix to a Seger show, and a Seger catalogue.



KISW NEWSCAST — Live and in living stereo from backstage at the Seattle Center Coliseum are KISW's Steve Slaton and Huey Lewis.

I Scream, You Scream, We All Scream For Cherry Garcia

With the Grateful Dead touring and promising to release a new album this year, here's a possible promotional tie-in. A Vermont ice cream company — Ben & Jerry's — has come up with a new concoction called "Cherry Garcia." It combines Bing cherries and chocolate flakes in a vanilla base and is billed as "the first ice cream tribute to a rock legend." Call Promotion Coordinator Elise Brown (who also weekends at WIZN/Burlington) at (802) 244-5641.

KLOL Auction Action

KLOL/Houston needs rock memorabilia for its 4th Annual Rock 'n' Roll Auction in April, which will benefit the End Hunger Network. Contact Auction Director Cathy Pletcher-Baker at

(713) 526-6855.

You Never Know Who's Listening...

When WWQM/Madison's Woodie Woodmeir commented that Willie Nelson could use a haircut, little did he know that he'd receive a flood of calls from offended Willie fans... in Austin. Seems a Wisconsin listener loyal to the Lone Star state called KPEZ/Austin's David Day, who gave out WWQM's phone number and asked his audience to vindicate Willie's honor. WWQM's switchboard lit up within minutes with calls from Austin. Woodmeir later went on the air at KPEZ by phone to apologize and proclaimed Willie a "great artist" and the state of Texas "fantastic."

AOR

Live From L.A.: Grammy Week

Picture seven radio stations from different cities broadcasting to their hometown audiences from the same room in a Los Angeles nightclub. Picture a cavalcade of artists and celebs — among them Peter Gabriel, NBC Entertainment President Brandon Tartikoff, Jon Anderson, Gene Hackman, REO Speedwagon, and June Foray (*Rocky & Bullwinkle*) — moving from table to table to do interviews with all the stations one after the other.

That was the scene every afternoon during the Grammy Week (2/23-27) edition of "Live From L.A.," an innovative series of broadcasts produced by California Radio. The participating stations were WXRK/New York, WYSP/Philadelphia, WBCN/Boston, WIYY/Baltimore, KISW/Seattle, KYYS/Kansas City, and AC WHTX/Baltimore.

On top (l-r) are KYYS PM driver Skid Roadie, Tartikoff, actor Gary Busey, Little Richard, and KYYS PD Scott Jameson. Below (standing, l-r) are Mike Nesmith, California Radio's Bruce Goldberg, Wang Chung's Nick Feldman and Jack Hughes, ex-Door Ray Manzarek,



CR's "Z" Zimmerman, and Hackman, while CR's John McGhan and Maddy Goldberg kneel.

Future broadcasts are scheduled for the first week of the spring Arbitron, Academy Awards Week, and Hollywood's 100th Birthday Week.

SEGUES

Orlando has a third AOR as Country WHOO becomes WHTQ, joining WDIZ and WORZ. Q96 will be consulted by George Harris and programmed by Dave Mariano, who has left Harris's company. Joining from WDIZ are Slets Gannon (afternoons) and

Dave Culp (Production Director). Greg Wells from WLOQ is on mid-days.

Careful when you address your mail to KBPI/Denver, which has just added two unrelated guys with similar names: KRQU/Laramie-Cheyenne PD

John Edwards becomes Music & Research Director, while J.R. Edwards from KHFI/Austin joins for mornings.

New AOR WLZR/Milwaukee taps Kelly Wallace as MD/middays. Wallace has been MD at neighboring WKTI and PD at WKLH. Also new: Dan Hansen & Stan Labowski (mornings) and Marilyn Mee (nights). PD Bruce McGregor is on afternoons for now.

John Robbins replaces Drew Dawson as KBAT/Odessa MD . . . Patty Martin steps down as MD of KMBY/Monterey . . . Ex-KNAC/Long Beach MD Kevin Stephens named VP/Radio Broadcast Services of Entcom, Int., a Chicago radio, TV, and film production firm.

KMX/Little Rock inks consultant Jeff Pollack, who also works with sister KFMG/Albuquerque. Reports say that another AOR is on the way in Little Rock — KADU/Pine Bluff, which has 100kw at 1900 feet.

KFMX/Lubbock's Dale Dudley goes to KLBJ-FM/Austin mornings . . . Brad Krantz (ex-WZOU/Boston) and Ralph Shaw replace Chuck Jeffries on WKRR/Greensboro mornings



KATP PLAYS HIDE 'N' SEEK — Colin James Hay isn't the only one "Looking For Jack" — so are KATP/Amarillo listeners, who are in search of PD/afternoon Jack Randall. In conjunction with Hay's album, Randall is hiding out in places like a pedestrian bridge and a swank restaurant on the top floor of a bank building. The first five listeners to locate him from on-air clues get albums, buttons, T-shirts, and concert tickets. The final round will have Randall checking into a hotel, with listeners having to figure out which room he's in. He's pictured above in a dumpster behind the station, getting down 'n' dirty with the KATP mascot.

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WALT LOVE

BLACK/URBAN

GROUP PD DELL SPENCER INTERVIEWED

Inter-Urban Expands Its Empire

By Sean Ross

Jim Hutchinson's Inter-Urban Broadcasting is rapidly expanding its reach across B/U radio in the same way Inner City did in the '70s. Since 1984, I-U has grown from two to seven stations (four added last year), and there may be others soon.

Much of the responsibility for the new outlets — all of them turnarounds, start-ups, or format changes — has fallen to Group PD Dell Spencer, who must also contend with increased competition at flagship WYLD-FM/New Orleans.

Spencer, whose background includes posts with CHR, Country, and Beautiful Music outlets, spent much of fall '86 commuting from New Orleans to newly-acquired KATZ/St. Louis and just-launched WIZF/Cincinnati. "I was just working until I couldn't work anymore," he says. "I'd go home, get a few hours' sleep, then go back to work."



Dell Spencer



Morning Shift "Maintains Sanity"

The industry rumors then had Spencer moving to St. Louis and naming a successor at WYLD. But the fall also saw the Urban debut of WQUE (Q93), which jumped 6.6-8.8 while WYLD fell 15.5-13.2. In a recent Birch, Q93 actually edged WYLD 15.0 to 14.7. Now it's Mike Kelly who's helming KATZ and Spencer is again based in New Orleans. He's also back doing WYLD's mornings because "it's the only way I could maintain my sanity."

"I made a mistake. I took a staff that's been together for 3½ years and ripped it apart."

Spencer says there were other reasons for his return. "I'd moved to St. Louis because I thought it would be easier traveling, but it's not. All my computer equipment was here. So was most of my oper-

ational base with record people and things I wanted to do for the company. It just made more sense to be where I had things established and rolling.

"I made a mistake last August when I was trying to staff these other stations; I took a staff that's been together for about three and a half years and ripped it apart. People the audience had grown used to either weren't there or in another daypart. I came back to give us some consistency again in one daypart. This allowed my other people to go back to what they'd been doing, and the people who'd gone to St. Louis to finally take root."

WYLD Vs. Q93

WQUE evokes frequent comparisons to the late WAIL, another zebra which lost an image battle with WYLD after a great first year. In recent months, Q93's music has shifted to include Anita Baker LP cuts and other songs that reflect WYLD's influence. Still, WQUE cites its 52% white audience and disavows any ties with B/U radio.

Asked if WQUE will remain a threat to WYLD or merely replay the WAIL scenario, Spencer responds, "I don't even think Q93 is WAIL Part Two. WAIL at least voiced themselves as an Urban station and made an effort to hire black folks. WQUE's not doing any

of that. They're just playing our music about four to five weeks later and making no commitment to anything else — except skimming some audience. They're going to have to decide what they want to be, or their indecisiveness will catch up with them.

"Actually, I would be comfortable with Q93 and another serious B/U here. As much as we've tried, we can't service the needs of all the black folks in New Orleans." WYLD had kept its FM mellow and targeted teens with its AM. In the fall, however, the AM added News/Talk blocks and changed its remaining music to a mix of gold and blues. "Part of what I wanted to do with the AM was pick off some of my top end so the FM could concentrate on 18-49 more than 25-49. The tempo has picked up a bit, and the FM does sound somewhat younger."

KATZ
1600 AM
100.3 FM



Market By Market Strategies

With "things having sort of calmed back down" at home base, Spencer says he now spends a lot of time on the phone. "I talk to everybody on Friday and Monday to discuss music and promotions. On Tuesday we make sure they've all reported, get some idea of what their lists are looking like, and get their input as to what they want

"WQUE's playing our music four to five weeks later and making no commitment to anything else — except skimming some audience."

with their computer readouts for the next week."

While Spencer has add/veto power over I-U's music, he says he doesn't always have to exercise it. "In St. Louis, Mike and Cheryl



WYLD-FM's mascot (l), and its float in last year's Mardi Gras parade (above).

Winston are doing a great job. I spend so much time up there, they know pretty much what I want the station to sound like. And because Cincinnati's sound is live-assist, I can control it right from New Orleans."

Before its acquisition, KATZ-FM underwent a rapid series of PD changes and format modifications without ever posing a threat to KMJM. Spencer's game plan for KATZ is to "clearly establish ourselves as a more adult alternative to KMJM. We don't play any rap there. We're trying to take their top end, but we don't want to be so mellow that people think we're an AC."

WIZ-FM
101

In the Cincinnati market, Spencer says, "WIZF is going to be a Black station. WCIN has serious signal problems, and WBLZ can't seem to make up its mind as to which market segment it wants to serve. In our research people have said they'd like — and thus far have responded very favorably to — an Urban station that plays predominantly black music with some LP cuts. We're having fun up there."

WJYL-fm101

Ironically, Spencer calls WJYL/Louisville, the healthiest of the I-U satellites, his "workshop station." Despite WJYL finally taking a commanding lead over WLOU, OM Jim Williams exited recently. Spencer says, "The station never sounded the way we wanted it to. It wasn't until recently that it sounded like a station we own.

"We wanted to establish ourselves as the format leader. Hav-

"I would be comfortable with Q93 and another serious B/U here. We can't service the needs of all the black folks in New Orleans."

ing taken on WLOU, we can look at the rest of the market. WJYL is always going to be black-owned and will always sound black, but it won't sound as dark as everybody else because of the market setup."

wsai
1450AM

Possible Job Openings

WSAI/Savannah runs SMN's Heart & Soul. So does KATZ (AM), although not to the extent once anticipated. WIZF is live only in several dayparts, something Spencer says was done only to get the new FM up and running. This and the possibility of more new outlets (among them WZZT/Columbus and maybe WFYR/Chicago) means that I-U may have several openings. Kelly came to Spencer's attention through the YBPC. Where does he find his other staffers?

"I'm the kind of person who goes to conventions and nobody generally knows I'm there, except for a few close friends. I sit in the back and watch or ask about people. Because of this sudden notoriety, I'm getting as many airchecks as records. I simply haven't had time to listen to everything I have."

It won't be long till

“It's been so long”
is the #1 song.

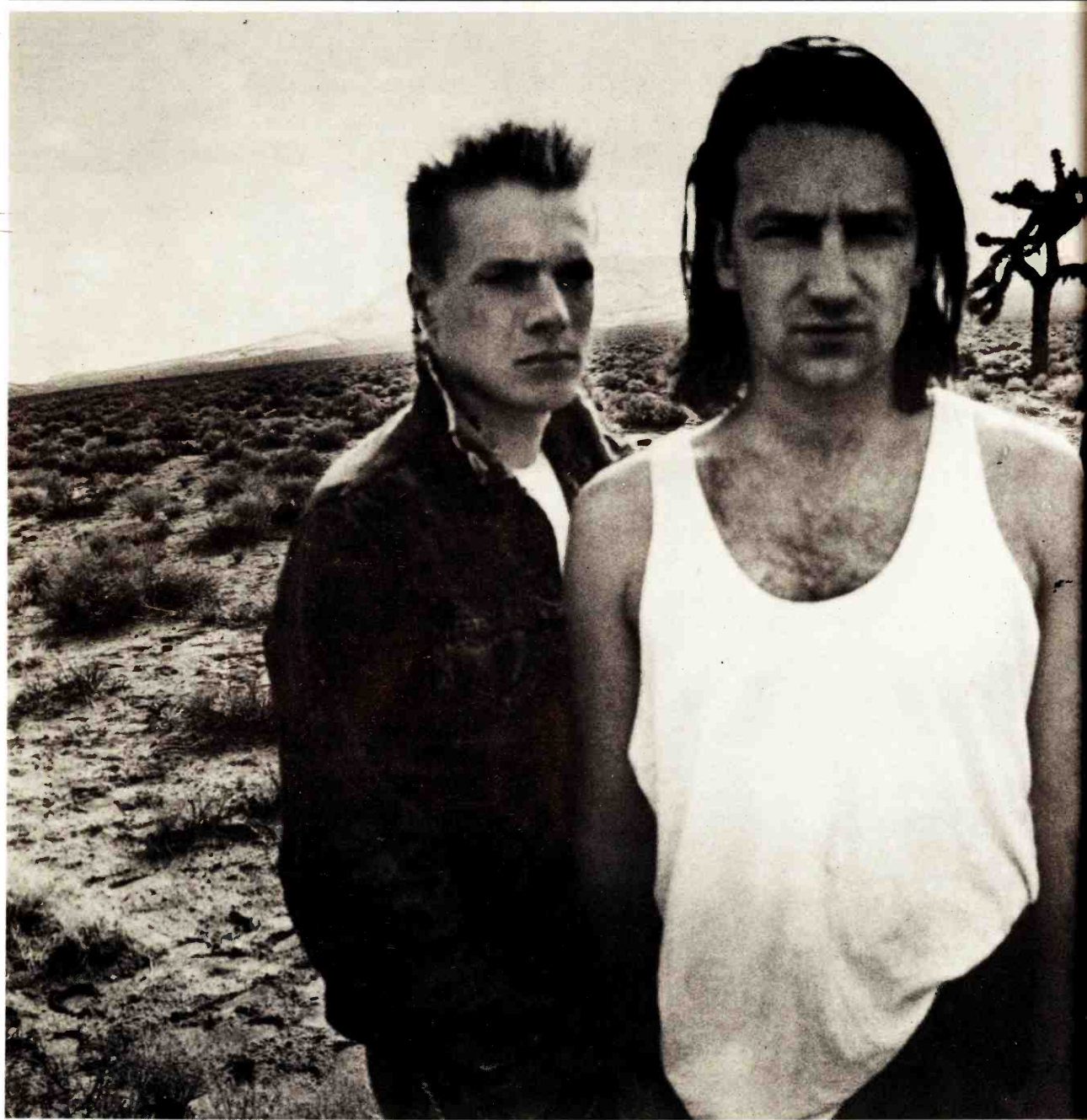
the new single by **Melba Moore**

The perfect follow-up to her last #1 song “Falling”

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T H E J O S H U



T H E S I N G L E " W I T H

A T R E E U 2

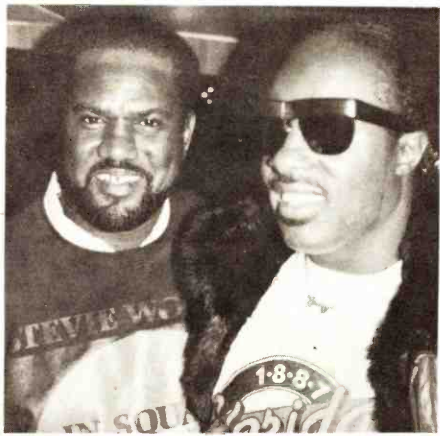


O R W I T H O U T Y O U ”

BLACK/URBAN PICTURE PAGE



HARD AT WORK — WLUM/Milwaukee welcomed the "Hardest Working Man in Show Business" James Brown while in town for a concert appearance. Brown shown here (l-r) with LUM Jocks: Shannon, Dancin' Dan, Brown, Dave Marx, Bernie Miller and Marc Smathers.



HAVING BIG FUN — Stevie Wonder, while on tour in Florida paid a visit to WANM/Tallahassee, Stevie meets with Joe Bullard/WANM.



COLD CRUSHED FOX — Pro boxer James "Bone Crusher" Smith dropped by WZFX (Foxy 99)/Fayetteville, NC for a visit. He's flanked by Foxy's Tim Greene and Valerie Blackwell.



TALK IS NOT CHEAP — WJIZ/Albany held a "Talk To Me Contest" and the two winners were awarded cash for their winning entries. Pictured with WJIZ's Tony Wright are contest winners Phylliss Anderson and Sharless Lowe.



DOING LUNCH WITH LUTHER — Luther Vandross dropped by WUSL/Philadelphia to spend time on the New Music Lunch Hour, hosted by Barbara Sommers. Pictured with Vandross and Sommers is the station's Mike Love.



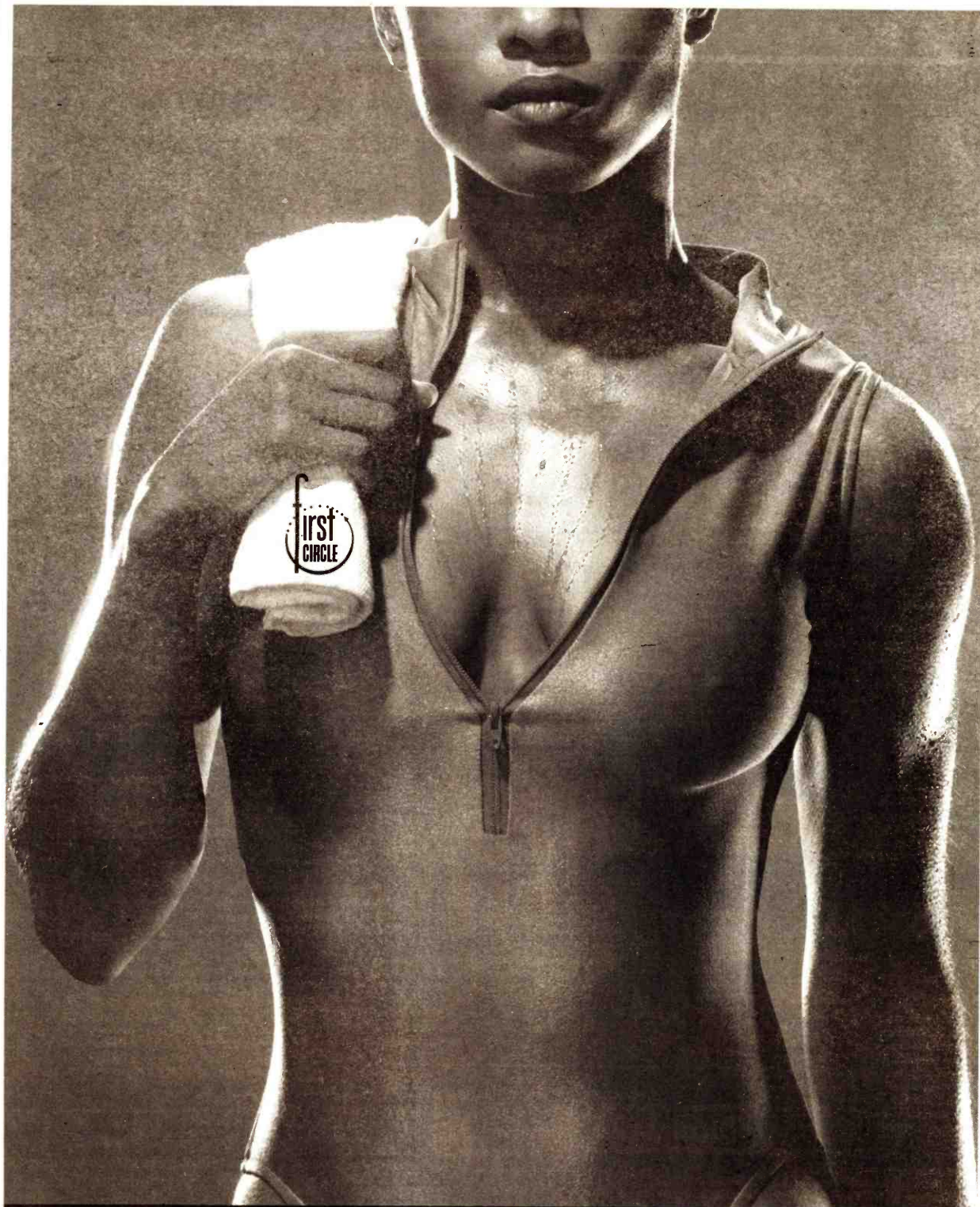
UPTOWN & DOWNTOWN — Shannon was one of the artists who performed at New York's City Hall to kick off the celebration of Harlem Week. On hand were (l-r) producer Russell Taylor, Shannon, WRKS's Chuck Leonard, and Atlantic's Simo Doe.



LEVERT POP POPS INTO ROCHESTER — During a promotional tour, Gerald Levert dropped by WDKX to chat with Jeff Grant. Posing with the station's van are (l-r) WDKX's Roger Moore and Grant, Levert, and Atlantic's Joey Quarries.



ROMANCING THE JONES — During a visit to WBMX/Chicago, Glenn Jones (second from left) chatted with (l-r) OM Jerry Boulding, RCA's Daria Langford, PD Marco Spoon, and WBMX's Jay DuBard and Sonny Taylor.



"WORKIN' UP A SWEAT"

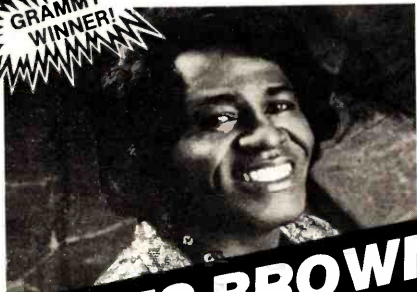
The debut single from the album "Boys' Night Out" by **First Circle**.

Produced by Randy Muller for The Muller Organization.

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BLACK/URBAN PICTURE PAGE

3 SENSATIONAL SONGS



JAMES BROWN
"HOW DO YOU STOP"

B/U CHART: 16



S.O.S. BAND
"NO LIES"

B/U CHART: 34

PRODUCED BY JIMMY JAM & TERRY LEWIS



LUTHER VANDROSS
GREGORY HINES
"THERE'S NOTHING BETTER THAN LOVE"

B/U CHART: 27



ALWAYS BRINGING YOU THE BEST!



BOSTON TEA PARTY — WILD featured Stacy Lattisaw, Bobby Brown, Jean Carne, and D Train at their annual Fall Ball. During the party (l-r): Eddie Jorge/Motown WILD's Tonya Pendleton, Elroy RC Smith, Lattisaw and Hector Hannibal WNHG/New Haven.



VESTA DOES DALLAS — While promoting her latest LP Vesta Williams paid a visit to K104/Dallas. Shown (l-r) A&M's Jesus Garber, unidentified fan, K104's Terri Avery, Michael Hernandez, Vesta, and Susan Rossan A&M. Back row A&M's Nick Stern, Warren Epps K104, Michael Redwine A&M.



OBESIE TUESDAY — The costumed couple may be a little late for Halloween, but at least they're early for Mardi Gras. WKYS/Washington PD Donnie Simpson poses with two holiday costume contest winners, the Queen and King of Brazil.



GOING TO THE BANK — Robert Haynes (second from left) was the \$5000 grand prize winner in WJLB/Detroit's "Double Play/Instant Payoff" contest. He's seen receiving his check from WJLB's Larry "Doc" Elliot, Lisa Orlando, and PD James Alexander.

DOUBLE

BREAKER

PRINCE
SIGN "☺"
THE TIMES

From the 4th-coming double album *Sign "☺" The Times*

Atlantic Starr

"Always"

From the new album *All In The Name Of Love*

DOUBLE BREAKER



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ADULT/CONTEMPORARY

WBUF, WBEN, WGR, WRLT DUKE IT OUT

Buffalo's Bracing
Four-Way Battle

Cold, snowy, and dreary are words that some people use to describe Buffalo, but this market is the scene for a hot four-way AC battle. Two AMs compete with two music-intensive FMs. Three of the ACs are in the market's top four 25-49, and the number one station in town 12+ is an AC.

WBUF: Number One 25-49

Last spring, WBUF pulled off a major surprise by leaping to Buffalo's top spot 12+, but its numbers fell more than four full shares in the next two books. WBUF is number one in the key 25-49 demo, however, showing good growth there in the past year.

Some programmers in the market label WBUF a Full-Service AC on FM. But GM Larry White disagrees, pointing out that newscasts outside of morning drive only run 90 seconds long. Sports and traffic don't get prime attention. White sees WBUF as a music-intensive AC.

Promotions are downplayed on WBUF. Giveaway items have included carpeting, appliances, and rebuilt cabinets. The focus is on "utilitarian things rather than trips to China," says White.

WBEN: #1 12+ But Slipping In Adults

Holding down the top spot 12+ is Full-Service WBEN. It has lost ground 12+ since last fall and, more dramatically, has slipped from first to third in the 25-49 arena. PD Hank Nevins is concerned about that erosion, but feels there is sufficient sampling. The PD there since the first of February, he says 'BEN is definitely a 35+ station in "an overradioed market."

Weekend music specials are planned to attract a younger au-

25-49 Numbers At A Glance			
	Chng	F 85 Rk	F 86 Rk
WBEN	+2.1	3	1
WBUF	-4.0	1	3
WGR	+0.9	7	4
WRLT	+2.5	12	9

dience, and the station carries all the major Buffalo sports teams (Bills, Sabres, Bisons). Promotionally, WBEN has concentrated on trip giveaways to warmer climates such as Hawaii and the Vir-



Chuck Lakefield

gin Islands. "Music here has been an afterthought," he says. "We're going to have fun and draw attention to it."

By Mike Kinosian



Mike Kinosian

WGR Gets Rich

Things were happening fast as research was being compiled for this column. WGR Program Coordinator Chuck Lakefield was serving out his notice before joining KGW/Portland as PD. One day after I talked with Lakefield, Rich Communications bought WGR and FM AC sister WRLT.

Competitors Larry White and Hank Nevins believe the sale of WGR & WRLT to local owners will be a good thing for Buffalo radio. Since last fall, WGR has climbed from seventh to fourth in the 25-49 demo, and is just two tenths of a point behind number three WBEN. One year ago, five shares separated them. A confident Lakefield says, "If I were at 'BEN, I don't know what I'd do. They're having serious trouble holding their audience."

When asked to distinguish WBEN and WGR, Lakefield pulls no punches. "We're Full-Service/lifestyle; they're Full Service/boring. Our news deals with an eight million-square-foot building going up with a no-smoking policy. Their news has actualities from the janitor in City Hall talking about what the mayor wore to the office that morning." In response, WBEN's Nevins says, "I wouldn't slam WGR. We're whipping them in the ratings; the numbers speak for themselves."

In addition to lifestyle news, WGR airs a nightly talkshow from 9p-1a. Lakefield says topics range from reaction to "Amerika" to discussions with porn stars.

Lakefield feels the WBEN audience is either "too young or too old. And they don't do any music research. They haven't had it in the budget in two years." But when asked who does the WGR research, Lakefield admitted, "We do it pretty much blind. Our last research was done two years ago."

Lite Growth

Buffalo's other AC, WRLT, is aiming for a 35-54 demo. OM Mike Roszman says "RLT plays instrumentals only if they were hits and



BLAST FROM THE PAST — KFI morning man Gary Owens, a 25-year L.A. radio veteran, poses beside a photo taken 20 years ago.

12+ Numbers At A Glance

	F 85	F 86	Chng	F 85 Rk	F 86 Rk
WBEN	13.3	11.9	-1.4	1	1
WBUF	6.6	6.3	-0.3	4	5
WGR	4.9	5.1	+0.2	Tie 8	9
WRLT	2.4	3.6	+1.2	Tie 13	14



Hank Nevins

plays no covers. (A check of its music monitor on this page, however, shows the Lettermen's "Put Your Head On My Shoulder," a cover of the Paul Anka minor hit.)

This is a station in transition. Two years ago, it was converted from AOR to AC, and in 1986 the calls were changed from WGR-FM.

WBUF

SPINNERS/Working My Way Back To You
MADONNA/Crazy For You
CARPENTERS/Superstar
NEIL DIAMOND/I Am, I Said
BENJAMIN ORR/Stay The Night
MICHAEL JACKSON/Human Nature
DOOBIE BROTHERS/Long Train Running
PHIL COLLINS/One More Night
STEELY DAN/Reelin' In The Years
KENNY ROGERS/The Gambler
BILLY OCEAN/Love Is Forever
EAGLES/Take It To The Limit
JOHNNY RIVERS/Summer Rain

Musically, WRLT is using a 900-song library ranging in depth from Frank Sinatra to Miami Sound Machine. Recent songs deemed inappropriate for play on WRLT include "In Too Deep," "I'll Be Over You," and "Glory Of Love." The station plays only nine currents. According to Roszman, 400-900 songs are tested yearly. Neil Diamond, Kenny Rogers, and Lionel Richie are the best-tested artists; Sinatra tests poorly. "We take the research with a grain of salt," he shrugs.

Looking ahead, Roszman is optimistic when he says, "Next time out, it would be great if we get an 8, or an 8.5."

WRLT

DAN FOGELBERG/Longer
CARLY SIMON/You Belong To Me
OLIVIA NEWTON-JOHN/Hopelessly Devoted To You
LIONEL RICHIE/Love Will Conquer All
DIONNE WARWICK/Theme From The Valley Of The Dolls
RICKY NELSON/Poor Little Fool
AIR SUPPLY/Even The Nights Are Better
GILBERT O'SULLIVAN/Clear Jeffrey Osborne/On The Wings Of Love
DR. HOOK/When You're In Love With A Beautiful Woman
LETTERMAN/Put Your Head On My Shoulder
ENGLAND DAN & JOHN FORD COLEY/I'd Really Love To See You
STEPHANIE MILLS/I Never Knew Love Like This Before
KENNY ROGERS/Crazy
PAUL DAVIS/Sweet Life
SPANK & OUR GANG/Like To Get To Know You

**WBEN
RADIO 930**

BEATLES/Something
DREAM ACADEMY/Love Parade
THREE DOG NIGHT/Out In The Country
BARBRA STREISAND/The Way He Makes Me Feel
CHRIS DEBURGH/The Lady In Red
TACO/Puttin' On The Ritz
LINDA RONSTADT/Blue Bayou
BOB SEGER/We've Got Tonight
OLIVIA NEWTON-JOHN/A Little More Love
WILLIE NELSON/On The Road - Again
BRUCE HORNSBY/Mandolin Rain
EAGLES/Can't Tell You Why
JEFFREY OSBORNE/On The Wings Of Love

WGRAM550

FOUR TOPS/Baby I Need Your Lovin'
ENGLAND DAN & JOHN FORD COLEY/I'd Really Love To See You
JOHNNY RIVERS/Summer Rain
L. RONSTADT & J. INGRAM/Somewhere Out There
KENNY ROGERS/Through The Years
BEATLES/Here Comes The Sun
TOTO/Africa
BILLY VERA & THE BEATERS/At This Moment
CASCADES/Rhythm Of The Rain
HAROLD FALTERMEYER/Axel F
AIR SUPPLY/Even The Nights Are Better
JOE COCKER & JENNIFER WARNES/Up Where We Belong
LIONEL RICHIE/Ballerina Girl



LON HELTON

COUNTRY

CRS 18: Another Great Year

"The more oldies you play, the less space you have for current product, for new acts. You're going to have a real tough time in the future, if you don't play new artists now."

— Jack Lameier



Thursday afternoon's MIPS sessions on the relationship between radio and retail featured panelists (left photo, l-r) VP/Camelot Southern Division Vern Beneke, Reba McEntire, and McEntire's manager Bill Carter, (right photo, l-r) are CBS/Nashville Director of Marketing/Product Development Mary Ann McCready, Lieberman/Dallas Branch Manager Jim Sinclair, WB/Nashville National Sales Coordinator Neal Spielberg, Dwight Yoakam, and Century City Artists President and Yoakam manager Sherman Halsey. Not pictured are WYAY/Atlanta VP/GM Bob Green, Record Bar President/CEO Barrie Bergman, and KPLX/Dallas PD Bobby Kraig.

The most asked question every year following the Country Radio Seminar is, "What'd you think of it?" And each year that question gets tougher to answer.

You know it's been good. But how good? It's tough to judge after a number of years. For that reason, I usually seek out a few first-timers and ask their opinions. And you know what? "It's the greatest!" is their usual reaction. And this year was no exception. For a more detailed look at convention highlights not covered in last week's front-page news story, read on.

CRS To Add Extra Day?

Remember when most radio folks arrived late Thursday afternoon — often just a couple of hours before the artist/attendee reception. Well, with so many folks arriving early this year, rumors abound that the seminar may officially be expanded an extra day.

RCA itself almost singlehandedly turned the CRS into a 3½-day event by scheduling its party on Wednesday night. This year's gala featured a dinner cruise aboard the General Jackson showboat at Opryland theme park. Virtually the entire RCA roster was on hand to

talk and pose with PDs and MDs. Following dinner, both Michael Johnson and K.T. Ostin performed.

CD Party Favors

The CDs passed out as RCA party favors were a huge crowd pleaser — especially the samplers. Spurring the most talk was a compilation of alltime RCA hits. The artists range from Alabama to Ed- dy Arnold to Jim Ed Brown. I know these were meant strictly as gifts, and great ones they are. But from a purely business point of view, most radio folks can't wait 'til every label makes the bulk of oldies played by Country stations available on CD.

Old Faces Returns

The Old Faces show, absent from last year's seminar scene, also took advantage of an "extra" night. Extending as it did past 2am, it's not going too far out on a limb to say people had a good time. In

addition to the talent of Roy Head, Ronnie Dove, Jimmie Elledge, and the Diamonds, the all-radio band once again proved why its members are in radio.

The promotion executive band also displayed why it promotes —

not makes — the hits. The surprise appearance of Bruce "Shecky" Shindler and Bob "James Brown" Saporiti, plus a certain promoter's dress, made the evening one to remember — except most who were there can't.

MIPS: Radio Working With Retail

The CMA-sponsored Music Industry Professional (MIPS) session was enhanced by the presence of CMA Entertainer of the Year Reba McEntire and new gold LP recipient Dwight Yoakam. This panel featured a two-hour discussion of radio and retail, focusing on the way the two work — or don't work — together.

McEntire and manager Bill Carter related the lengths to which their organization had gone in recent years to emphasize to retailers they were serious about breaking new markets and selling more records. The articulate Yoakam impressed the audience with his knowledge and understanding of the way an artist fits into the radio and retail mix.

Yoakam skewered trade charts which rely on sales information and tagged radio for its "mercenary ways" in deciding which records get played.

New Faces Shine

The New Faces show — the concept of showcasing up-and-coming talent — remains one of the neatest ideas ever conceived. Kudos to all who performed on what was the smoothest running show in a long time.

In addition to receiving radio's undivided attention, this year's show produced immediate benefits for two of the performers. Adam Baker received a call from World Class Talent and was signed to a contract. And A.J. Masters was signed for three weeks at the Las Vegas Landmark Hotel by officers of the Academy of Country Music.

Emcee Charlie Monk was also in rare form. The opening segment of

his recitation (to the tune "Hillbilly Heaven") was brilliant.

By the way, for those of you wondering about the "best banquet meal" to ever come from the Opryland Hotel kitchen, the fare was upgraded as an "apology" for the rough time at check-in.

And the show's final accomplishment? A new world record for the number of "ya'lls" uttered in a three-hour time frame.

COUNTRY

Low Radio Turnout At Artist/DJ Session

More than 90 artists participated in the artist/DJ taping session, the most ever despite the requirement of a top 75 single. Unfortunately, radio turnout was low. This was at least partially due to the fact that many were standing in line waiting to check in.

A change from last year's policy also produced some confusion. Unbeknownst to them, would-be tapers were informed at the door that they needed a recorder to enter. Last year, recorders were supplied. The good news was that recorders were available for rent. The bad news was they didn't have batteries — and there was no place to plug them in.

At the artist reception Thursday night, one major label ended up pulling out of the stage introductions. It paid for its artists to attend the party. But it was reluctant to make its artists wait very long backstage before greeting and mingling with the attendees.

Mandrell: Return Radio Personality

Friday morning's keynote address was delivered by Barbara Mandrell, who called for the return of personality to Country radio. She also urged broadcasters to announce artists' names, especially newcomers', more often. She said, "I could not identify up to six artists in an hour of listening. If I can't, I believe the average consumer can't either."

New Acts Or No Future

Friday's panels kicked off with "Radio, Music Industry, and the Charts." Once participants got past the question of how to get service and LPs for promotions, there was some spirited discussion. Label reps continued to express concern about the amount of oldies Country stations play. Columbia's Jack Lameier said, "The more old-

ies you play, the less space you have for current product, for new acts. You're going to have a real tough time in the future if you don't play new artists now."

Later that night WB hosted a well-received performance by Dwight Yoakam.

What It Takes To Win

Another panel getting every-

"I couldn't identify six artists in an hour of listening. If I can't, I believe the average consumer can't either."

—Keynoter Barbara Mandrell

body's attention was "Winners." Everyone was amazed by the production and talent of KVIL-FM/Dallas PD/morning man Ron Chapman. Though the tape may have been a tad long, a number of jaws were dropped in amazement.

Hands-On Production A Plus

The Production Workshop, one of this year's new wrinkles, produced quite a buzz (no pun intended). Set up in the exhibit hall, it ran two hours on both Friday and Saturday. Dan Taylor of WHN/New York and WWW/Detroit PD Barry Mardit put a lot of people through various production paces. Those who went raved about the "hands-on" education.

Poor Exhibit Hall Attendance

Speaking of the exhibit hall, attendance was classified as very poor. The exhibit area itself was moved upstairs from its former downstairs location. But that didn't help. The CRB board is already working on ways to increase traffic for exhibitors next year.

Kissing Saves Lives

Again this year, the agenda committee featured a trio of three-hour presentations. Jim Savage was a last-minute substitute for ailing Hank Mandel. From a new way to get up in the morning to a better way to greet people, his humorous delivery had people out of their chairs and flailing their fists in the air. He claims that those who give their spouses a healthy smack on the lips when leaving for work live longer.

Consultant George Burns talked for three hours about the past, present, and future of the format and its audience. If you're going to buy only one tape from this year's seminar, get this one. Burns has a lot to say that will spark your creative juices. And three hours of Burns obviously wasn't enough, as evidenced by the more than 50 people who pulled up chairs for Burns's "Rap Table" later the same day. The reasoning behind the tables was to put the seminar panel participants in individualized settings with attendees. Feedback was extremely positive; look for the rap tables to return next year.

Registration Delay

All of you still bent out of shape about the registration delay, consider the plight of those who attempted to check in Wednesday. Their confirmed reservations resulted in a room at the Ramada Inn across the street. As reported last week, the Opryland Hotel is considering a number of concessions to make up for the 2½-hour delay. We'll keep you posted.

Correction: Last week's front-page CRS wrap-up attributed the quote — "When a record loses a bullet, it's like having a positive urine test" — to K102/Minneapolis MD Rick Stephenson. Actually, station staffer Wayne Elliott said those words. He figured that all the nasty things which happen to a person following a positive drug test are similar to the fate a record undergoes when the vaunted bullet goes away. How true. How sad.

Time after Time Hit after Hit Count On . . .

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BREAKERS

R&R 42

BB 47

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TYING ONE ON — EMI America artist Dana McVicker (c) and WHN/New York MD Pam Green compared string-tie collections at the cocktail party. Trying to untie them is Capitol/EMI America promotion man Steve Powell.



SHARON ALLEN

NASHVILLE THIS WEEK

Closing With The Future

The grand finale of this year's Country Radio Seminar was its traditional New Faces Show. Here are a few of the scenes — on and offstage.



BACKSTAGE CAMARADERIE — During the New Faces show Grammy nominee Holly Dunn compared notes with Mercury artist Larry Boone (c) and MCA's Lyle Lovett.



HONKY TONKIN', ETC., ETC. — Dwight Yoakam (r) played several songs from his gold album "Guitars, Cadillacs, Etc. Etc.," including a unique arrangement of "Ring Of Fire." Yoakam sang without the seminar backup band, appearing instead with producer/bandmember Pete Anderson.



A DROP-IN GUEST — New Faces performer Lyle Lovett (r) beams at the sight of surprise visitor Huey Lewis. The pop star was in Music City for a concert date with Southern Pacific.



VOLUNTEER PERKS — The Girls Next Door caught the show's "volunteer" stage manager Bob Saporiti on an elevator in the Opryland Hotel after debuting their new release "Walk Me In The Rain." No wonder he volunteered!



NO MORE HAZARDOUS DUTY — Tom Wopat told the CRS crowd that his appearance on the New Faces show sure beat riding around in that orange car with John Schneider.



LETTING LOOSE — Avista's Adam Baker was in fine vocal form, singing "Weren't You Listening" and "You've Got A Right" with youthful exuberance.



WRAP-UP WITH WHITLEY — RCA's Keith Whitley finished up the show with his two top ten singles, "Miami My Amy" and "Homecoming '63."



MASTER-FUL — Bermuda Dunes recording artist A.J. Masters turned in a strong performance with "Love Keep Your Distance" and the title cut from his "Back Home" LP.



THREE'S COMPANY — CBS/Nashville chief Rick Blackburn is flanked by Sweethearts Of The Rodeo's Janis Gill (l) and Kristine Oliver (r) in the label's suite.

CONTEMPORARY CHRISTIAN

APRIL 7 STARTUP

Preparing For The Spring Sweep

The spring survey is a critical period for Contemporary Christian stations. As with all formats, this book has the greatest impact on fall and Christmas buys. Beyond this, many CCR stations are AM daytime operations; because of late sign-on and early sign-off, their fall and winter books often look dismal. And a large number of CCR stations are in markets rated only once a year — spring.

Reevaluate Each Song

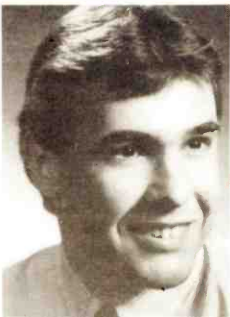
Arbitron's April 7 start-up isn't far off, so this is a good time to focus on four last-minute areas of concentration. First, individually reevaluate each song in your entire music rotation system — a process that must take into account tangible audience preference research. WPIT-AM & FM/Pittsburgh OM Dusty Rhodes comments, "We're really handpicking each song as we

Check Formatic Structure

Next, study the formatics of your station. Are they structured correctly? Is your news placed within the hours and dayparts to effectively attract your audience? Is the content in keeping with the demographic and psychographic demand of your target and secondary audiences? Are your call letters and positioning statement emphasized enough on the air to achieve maximum retention? Is your airstaff executing the formatics properly? Theory can't make a station sound better unless it's put into practice.

"Polish the basics' is our theme internally," says Rhodes. "I don't think we can ever overemphasize the need to polish our usage of call letters, where we place our slo-

"A large number of CCR stations are in markets rated only once a year — spring."



Dusty Rhodes

go through and prune with the results of core audience auditorium testing. We want to make sure that every song on the air reflects WPIT-FM's image and falls within the acceptable parameters described by our core audience."

KCFO/Tulsa PD George McNerlin plans several refinements. "This spring we will format our music so we don't have more than one crossover cut per half hour. We define a crossover cut as a song that could easily be played on another music station with no reference to God, Jesus, or the work of the Holy Spirit. We will also keep our intensity levels lower and transitions smoother."

During ratings, one music rule prevails: play the hits. Take fewer chances on marginal material. But don't allow your station's music to become dull: new music is the excitement factor of music-oriented radio. The key is finding songs to which your target demo can relate.

"Polish the basics' is our theme internally. I don't think we can ever overemphasize the need to polish our usage of call letters, where we place our slogans, segs, our jingle mix, etc. etc."

—Dusty Rhodes

gans, segs, our jingle mix, etc. etc. Formatically, this is the first step."

WCM/Ann Arbor Station Manager Jonathan Mays adds a new strategy. "Arbitron has departed the diary, using the specific terminology 'early morning, midday, late afternoon, and night.' So on the air, as well as in print, we're describing the various shifts. Our goal is to drill in call letter association with the daypart descriptions."

Doublecheck Promotion Details

The third area is promotions. By the first week of March, most of your spring promotion plans should be complete. Now's the time to check all the details: Are the prizes secured? Are the rules clear to the staff? Has the appropriate production begun? Has the final timetable been laid out, checked, and rechecked?

Steps To Remember

- Recheck music rotations
- Play the hits
- Tighten formatics
- Monitor on-air execution
- Put promotions in high gear
- Get the staff excited

Describing his station's upcoming promotion agenda, McNerlin says, "We will continue our Love Card promotion which began last year, resulting in a total of over 30,000 cardholders. To freshen it up, we'll offer more high-dollar prizes and tie in a bumper sticker

"We're doing a TV campaign with a spot promoting our morning show, adjacent to a nationally syndicated Christian music show, on a local Christian TV station," Rhodes says. "And we're doing some direct mail which allows our listeners to see, as well as hear our



Brad Burkhart

"Though we're on a very limited budget, WCM is committed to promotions. It's amazing how many times you can give away \$99 without breaking your limited bank. It's even more amazing how many times the audience perceives you're giving away \$99 if you know how to properly promote the giveaways. We plan to support our '99 Ways To Win, Phase II' and '\$99 A Day' promotions through both print and limited direct mail."

Don't Neglect Staff Morale

The final area of examination is often the most neglected — staff morale. The old saying that excitement is contagious is true. If your staff is excited and morale is high, your audience will sense the excitement and want to be a part of it.

"It's amazing how many times you can give away \$99 without breaking your limited bank. It's even more amazing how many times the audience perceives you're giving away \$99 if you know how to properly promote the giveaways."

—Jonathan Mays



George McNerlin

"We will continue our Love Card promotion which began last year, resulting in a total of over 30,000 cardholders. To freshen it up, we'll offer more high-dollar prizes and tie in a bumper sticker promotion which will offer cash prizes."

—George McNerlin

promotion which will offer cash prizes. We also plan to begin a Bible quiz contest with a substantial prize at stake. We're looking toward this to help us build come in specific dayparts."



Jonathan Mays

call letters. We've redesigned our logo and are producing new bumper stickers. We're also constantly involved in music promotions — giving away records, concert tickets, and other music-oriented prizes."

WCM was in a market with a poor signal for over ten years and switched both its frequency and call letters in January. Mays sees the need to establish the new frequency in the minds of both former listeners and potential new Ann Arbor and Detroit area listeners. "We kicked into January with a very intense promotion, '99 Ways To Win.' The whole intent was to help establish our new frequency. For the spring book we're going back to something we know will work — '99 Ways To Win, Phase II.' It's a song-of-the-day type promotion; as prizes we'll have trips on Eastern Airlines, cash giveaways, and possibly a car. In May and June we plan to give away \$99 a day.

High staff morale rarely happens by accident. As GM or PD, it's your job to give each staff member a sense of importance. Individually and as a unit, the staff must solidly believe the station is moving toward positive goals and beginning to make progress. Before the spring book starts is an ideal time to pull your staff together for non-business fun and fellowship. This can take virtually any form — bowling, going to the movies, a Trivial Pursuit party, a Sunday afternoon picnic and softball game, etc. A small investment to build your "team" will pay off every time.

MARKETPLACE

AIRCHECKS

Audio And Video Airchecks!

Current Issue #83 features KIIS/Hollywood Hamilton, WXRK-Howard Stern, KMEL/London & Engelman, San Diego's KS103/Randy Miller & B100/Gary Kelly, NY CHR's 2100 and WPLJ, KLZZ/Shotgun Tom Kelly, & 2KO/Newcastle. 90-min. cassette, \$5.50.

Current Issue #82 features WVAW/Don Geronimo & Mike O'Meara, Cleveland's WNCX/Denny Sanders, WBSB/Brian & O'Brien, Louisville CHR's WLRS & WDJZ, KFI/Gary Owens, KIIS/Rick Dees, & KPWR/Jay Thomas. 90-min. cassette, \$5.50.

Special Issue #5-98 features SACRAMENTO CHR's KROY, KWOD, KSFM, AOR's KZAP & KDJO and AC's KXOA-FM, KHYL & KAER, plus RENO CHR's KWNZ & KHTZ, AOR's KOZZ & KRZO, and AC's KRNO & KRUI, Oldies KCBN. 90-min. cassette, \$5.50.

Special Issue #5-99 features LOS ANGELES' CHR KIIS-FM, Urban KPWR, AOR's KLSX, KLOS & KROQ, AC's KOST, KFI & KNX-FM, Oldies KRTH & the new jazz KTWV. 90-min. cassette, \$5.50.

STILL AVAILABLE: #5-97 (Detroit), #5-96 (Chicago Pt. 2), #5-95 (Chicago Pt. 1), #5-94 (Philadelphia), #5-93 (Baltimore), #5-92 (NYC), #5-91 (Washington) at \$5.50 each.

Classic Issue #C-76 features KJR/Mike Philips-1964, KINM/Jay Mack-1971, KFWB/Jimmy O'Neil-1967, KDAY/Jim Maddox-1976, KIH/Beau Weaver-1976, WHET/Cap'n Whammo-1978, plus more! Cassette, \$10.50.

VIDEO #9 features LA's KFI/Gary Owens, KRLA/Charlie Tuna, KNX-FM/Pete Harmon, San Diego's KLZZ/John Forsythe, KFI/Mark Taylor, Sacramento CHR's KSFM/Morning Zoo & KWOD/Tom Chase. 2 incredible hours on VHS or BETA, \$30.00.

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OPENINGS

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At The Game Network seeks game reporters and sportscasters. (516) 491-8585. EOE (3/6)

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EAST

Morning news anchor for an AOR in the Northeast. News writing for the '90s. Will join morning team. T&R: Stow Schantz, WPDH, Box 416, Poughkeepsie, NY 12602. EOE (3/6)

On-air talent needed for full and parttime shifts. Tri-state residents. Photo and T&R: Joe Collier, P.O. WNNJ, Box 40, Newton, NJ 07860. EOE (3/6)

Searching for special, mature, morning personality who loves production, appearances, and the community. T&R: Diane Penn, PD, WINE, Box 95, Danbury, CT 06813. EOE (3/6)

OPENINGS

CHR PD wanted for the southwest coast of Florida. Rush audition T&R: Shirley Mesleau, Crest Rd., Monson, MA 01057. EOE (3/6)

Award-winning news operation in the Pocono Mountains seeks fulltime. Nights and weekend anchor. T&R: Bob Matthews, WVPO & WBSG, 22 S. Sixth St., Stroudsburg, PA 18360. EOE (3/6)

News announcer! Good communication and technical skills to engineer tight morning news program. Letter and C&R: Rick Mattioni, WAER, 215 University Pl., Syracuse, NY 13244. EOE (3/6)

News anchor/reporter needed! Community-involved AM has outstanding small market opening. T&R: Mark Rossi, Box 87, Gardner, MA 01440. EOE (3/6)

Westchester's AC leader, just 15 min. from NYC, seeks part-time help yesterday! Fulltime a good possibility. C&R: Bill Sheridan, PD, WFAS FM, Box 551, White Plains, NY 10602. EOE (3/6)

Growing AM/FM seeks qualified adult news reporters and anchors. Drive position open as well as other duties. T&R: Box 416, Poughkeepsie, NY 12602. EOE (3/6)

Possible full or parttime openings at Boston market Classic Rock 'N' Roller. T&R: Scot Para OM, WCCQ, 33 Franklin St., Lawrence, MA 01840. EOE (3/6)

WCCC/Hartford's top rocker seeks hottest evening jock with promotion director experience. T&R: Harve Alan, 243 S. Whitney St., Hartford, CT 06105. EOE (3/6)

Attention AC/CHR jocks! WYCR-FM/Hanover, PA has full and parttime openings. Only experienced apply. T&R: Box 234, ATTN: Rick. EOE (3/6)

Want to do more than read cards? Come to this small market AC winner to exercise your potential. Engineering a plus. T&R: Gabe Sincropi, WEQO, Box 213, Geneva, NY 14456. EOE (3/6)

OPPORTUNITIES

OPENINGS

News hounds: Major market news operation stuffed into middle market environment has several news slots open. T&R: Ben Mevorach, WCCM, 33 Franklin St., Lawrence, MA 01840. EOE (3/6)

ND needed for Central New York combo. Oversee news department and morning shift. Experience required. Samples & T&R: Kim Stevens, WKXZ, 14 S. Broad St., Norwich, 13815. EOE (3/6)

Wanted! PM drive personality for leading medium market FSA AM station. T&R: Tom Taylor, WHWH, Box 1350, Princeton, NJ 08542. EOE (3/6)

NE CHR has rare fulltime opening for dedicated professional team player. T&R: Bob Dayton, WSPK, Box 1703, Poughkeepsie, NY 12601. No calls. EOE (3/6)

POWER 99fm

POWER 99 seeks experienced P/T NEWS ANCHOR/REPORTERS. Commitment to community involvement a must. Creativity a plus. Send T&R: Loraine Ballard Morrill, 440 Domino Lane, Philadelphia, PA 19128. EOE

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100,000w Hit Country FM reaching from Savannah to Jacksonville seeks strong production/air personalities. T&R: Mike Mitchell OM, WAXX, BOX 1989, Waycross, GA 31502. EOE (3/6)

Rock 98/Memphis is accepting T&Rs for future openings. Morning personalities, production directors, all shifts. Brad Young, Box 3824, TN 38173-0824. EOE (3/6)

Morning man, woman, or team! Fast, funny, and fishing for a great opportunity. Send your salary requirement and T&R: Mike Logan, Box 870, Beaumont, TX 77704. EOE (3/6)

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Growing sunbelt group needs experienced pros for new stations. Positions open for, GM, SM, PD CE Announcers, Production and Sales. Country, AC, CHR. We're growing in the South & Southeast. If you want to get in on the ground floor, send information to Tom Love, PO Box 588, Lufkin, TX 75902. No calls please. EOE

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OPENINGS

100,000w CHR in Nashville ADI has air positions available. No calls please. T&R: Russ Reynolds, WKOD FM, Box 1570, Tullahoma, TN 37388. EOE (3/6)

Overnights on the border with FM98. No beginners for a 100,000w CHR. T&R: KRGG, Box 6117, Laredo, TX 78042.

Magic 96, Nashville's new AC, seeks warm, adult communicator for future openings. Salary and T&R: Phil Valentine, 50 Music Sq. West, Ste 901, TN 37203. EOE (3/6)

KISC-FM, Spokane's AC leader, is accepting T&Rs for future openings. Rob Harder, Box 8036, WA 99203-0036. EOE (3/6)

Morning announcer/MD for AM-FM station in Florida Panhandle. CHR/AC background. T&R: Box 10, Ft. Walton Beach, 32549. EOE (3/6)

WABE AM 1430

Openings for morning personalities and news talents. The Dittman Broadcast Group is acquiring new properties and we need talent. T&R to Randy Lane, WABB, Box 2148, Mobile, AL 36652.

PM DRIVE

WMCC-FM has an opening for a PM Drive personality. Must have 2 years CHR experience. Send cassette and resume to Ralph Wilmar, Box 565, Columbia, South Carolina 29203. EOE

ARE YOU READY TO MAKE THE MOVE?

This company is looking for a creative and successful small market CHR programmer. If you are motivated to move up the ladder and join a growing company in a "Top 60" market, then rush your tape and resume to: Radio & Records, 1930 Century Park West, Box #642, Los Angeles, CA 90067. EOE

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Bob Kaake, Program Director, WRVR AM-FM, 5904 Ridgeway Parkway, Memphis, TN 38119. EOE M/F A Viacom radio station.

OPENINGS

MIDWEST

Two sales positions now available with old AOR in a new market. T&R: Bob Holtzclaw, WNPO FM, 3930 Fulton Drive NW, #106, Canton, OH 44718. EOE (3/6)

News Director: Join our early morning team, lifestyle news. C&R: Bob Beck PD, Y-93 FM, Box 1738, Bismarck, ND 58502. EOE (3/6)

News Director, excellent writing and leadership skills. Five-person news and sports staff. Emphasis on News/Talk. T&R: WKRS, 3250 Belvidere Rd., Waukegan, IL 60085. EOE (3/6)

New Minneapolis AC Christian station seeks experienced production veteran and experienced air talent. T&R: Fred Brakeman, KCCM, Box 66, Shakopee, MN 55379. EOE (3/6)

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Entry level air talent/production position in Ohio resort area. T&R: Stan Reed, WTOO FM, 1501 County Rd #235, Bellefontaine, OH 43311. EOE (3/6)

KFYR/Bismarck, ND has an opening for a morning news anchor/reporter. T&R: Mary Marshall, Box 1738, Bismarck, ND 58502. EOE (3/6)

WDEL would like flexible parttimers experienced in the rudiments of air presentation. We'll build from there. T&R: Nick Seneca, 2727 Shipley Rd., Wilmington, DE 19803. EOE (3/6)

Small/medium market rocker seeks funny/informative morning personality. T&R: Eric St. John, WNQP FM, Box 374, New Philadelphia, OH 44663. EOE (3/6)

Top CHR in Southwest market seeks high-energy night jock. T&R: Chuck Morgan, Box 7953, Lawton, OK 73506. EOE (3/6)

Reporter/anchor needed to be number two person in university setting. Sports background helpful. T&R: Bob Beck ND, KOVB & KCGY, Box 1290, Laramie, WY 82070. EOE (3/6)

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If you're experienced in AOR and enjoy the music, you won't want to miss this outstanding opportunity! Excellent salary, benefits, and facility await the successful applicants. All replies strictly confidential. Rush T&R to: Radio & Records, 1930 Century Park West, #618, Los Angeles, CA 90067. EOE M/F

OPERATIONS MANAGER

WTL A/F, needs experienced country PD ready to move up. Good voice, production and ability to learn management. T&R to Box 21212, Lansing, MI 48909. Mid West Family station. EOE

ATTENTION NEWS HOUNDS

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OPENINGS

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OPPORTUNITIES

OPENINGS

MORNING CHR PERSONALITY

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WEST

Sales Manager. Successful small market AM-FM seeks three-year radio sales winner and motivator. Send resume and picture. GSM, KBLF & KALF, Box 1010, Red Bluff, CA 96080. EOE (3/6)

40 share, N. CA 100,000kw, has money to spend for right air talent/production wizard. T&R: Jim Nelly, XKGO, Box 31131, Arcata, 95521. EOE (3/6)

WIMPS

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56/KLZ

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OPENINGS

AM DRIVER/ASS'T PD

Top 20 So. Cal. hybrid AC seeks AM Drive/Ass't PD. Adult-oriented, timely, upbeat, tongue-in-cheek delivery. T&R to Radio & Records, 1930 Century Park West, #640, Los Angeles, CA 90067. EOE



MORNINGS . . . COLORADO

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MAJOR NORTHWEST CHR station needs night time PARTY ANIMAL. Send salary requirement, tape and resume to: Radio & Records, 1930 Century Park West, #643, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

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"THE TEEN PIED-PIPER"

—Well Known P.D.

High profile, high energy, team player, major market experience, great references, possibly available to you.
KID CROCKETT (804) 730-2404

Creative energetic morning maniac wants to blow your AM drive rating sky-high! CHR/AC/AOR/Urban. BILL: (313) 247-0532. (3/6)

12-year pro, all formats, including talk. Strong news and sports background. Two years' major market. Ratings winner! Prefer S. California. JACK: (818) 338-4933. (3/6)

ANDY BARBER CHR VETERAN

Formerly morning drive: WIVY-FM, KHIT-FM, KAFM. Winning track record, appearances, community involvement, team attitude, people promotions. Ready for a new air challenge, medium to major market CHR/urban/rock/AC . . . (904) 642-9301.

Qualified, experienced, educated air personality seeks fulltime air position in any medium market. Currently working in Northeast. ANDY: (718) 979-3171. (3/6)

Can't take Country out of me. Five years' AM drive, MD, strong production. 15 years' experience. Warm sleep late, top 50 market. GENE: (608) 756-4022. (3/6)

POSITIONS SOUGHT

Attention PDs, OMs, NDs, GMs

Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

NATIONAL BROADCAST TALENT COORDINATORS

Dept. R, P.O. Box 20551 • Birmingham, AL 35216 • (205) R22-9144

ACT NOW!

I'm ready to R&R. Ten-year communicator, personable, knowledgeable, and sharp production skills. Seek true AOR in CA or western states. MARK: (707) 964-5099. (3/6)

I'M GOING TO JUMP

... off a tower (or sell used cars) if you don't hire me for your next **PRO-MOTIONS DIRECTOR!!!** I'm one of radio's best kept secrets: Dynamically creative. Exceptionally organized & detail oriented. Solid management skills. Good marketing/image instincts. Ready to increase your TSL, AQH & cumme. 9 years radio/TV experience. Radio fanatic! Will relocate if right offer! Energetic! Top 40 rated metro doing CHR, Hot AC, non-metal AOR, BU or GOLD. All inquiries considered; especially sunbelt, CALIF., & Northeast! Call today before its too late! Stephen (617) 449-8141.

Veteran AOR MD seeks new challenge with lucid programmer. Currently employed. JAY SISSON: (205) 264-6406/832-4295. (3/6)

Love to create. Naturally funny but don't force it. Exc. lent writing/production/attitude. Stable, mature, and great attitude. Prefer Midwest. MOE: (214) 692-8962. (3/6)

Dave-o the Sperm Whale Beached in Louisville!

(812) 282-9734

Seeking CHR afternoons/nights, CHR/AOR Morning team, or Production. Plays well with other children! Writez gud! A funny, creative, capable guy!

If you're the right radio station, I could be the right DJ. Will consider any type of format. Give me a call. TOM: (701) 336-7887. (3/6)

Ambitious, young, broadcasting graduate: Willing to relocate, ready to work, no training needed, salary negotiable. T000 VIGSTOL: (701) 838-4268. (3/6)

LOOKING FOR AN URBAN PD

Presently employed at the highest rated and most respected Urban station in the nation. Seeks on Air PDship of Black/Urban FM in Top 100 market, at a station that's committed to winning and that will provide full promotional support.

Experience includes working in both Urban and CHR formats as well as AC. Extensive knowledge of programming, music, promotions as well as research. If you're looking for someone who possesses maturity, leadership and people skills then let me take your station to the top. Let's talk. (504) 346-7525

Help! Parttime isn't enough. Love radio and want fulltime in small/medium Midwest market. CHR/AC. DAVE: (712) 252-2330/276-2365. (3/6)

CHR night talent, experienced and employed seeks new challenge. Medium, large markets. Prefer East or West Coast. (305) 721-0582. (3/6)

Award winning ND who can also market your news department is interested in SE opportunities. TERRY: (503) 371-3846. (3/6)

Young, hardworking, humorous, and witty radio broadcasting graduate willing to cater to you! DJ or production needs. That's all! Will relocate. JIM SCHMIDT: (701) 838-0613. (3/6)

POSITIONS SOUGHT

Ambitious, young, broadcasting graduate willing to fulfill your DJ needs. Salary negotiable. RICK: (701) 324-4593. (3/6)

No accents from the Midwest. Good production skills. Ambitious broadcast school graduate seeks entry level position. TIM WEBSTER: (701) 838-1818. (3/6)

Son needs diapers, mom needs job. Broadcasting graduate. 31, creative, witty, seeks production/DJ position. CHR/OLDS/AC/Country. MARGE: (701) 838-3479/852-0427. (3/6)

PROGRAM DIRECTOR

Producing an audience and customer services as quality commodities for marketing by sales team is different than "programming a radio station." Don't you agree? I'm results oriented, armed with fundamental psychological tools, program/production technique, and 17 years of various excellent experiences in team leadership, programming, sales, research and people. Medium/major market track records of impressive quality service and equity growth. Seeking mutual philosophy and enthusiasm. Ready to lead, research, plan, prepare, implement, and succeed Day-part by Day-part when you're ready. **READY? 305-296-4016.** Frank.

MISCELLANEOUS

We need record service! Whale 99 FM is a 100,000w CHR with an Urban flair serving the Florida Keys. Please contact PD Charlie Phillips: (305) 296-7575 10am-noon. (3/6)

R&R Opportunities Display Advertising

Display: \$40 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$50 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067

R&R Opportunities Free Advertising

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

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Alpha

STARSHIP "Nothing's Gonna Stop Us Now"
 RESTLESS HEART "I'll Still Be Loving You"
 BURNS SISTERS "Listen To The Beat Of A Heart"
 SERGIO MENDES "What Do We Mean To Each Other?"

Century 21

Greg Stephens (214) 934-2121

The Z Format

BOSTON "Can'tcha Say"
 BARBUSTERS "Light Of Day"
 PATTY SMYTH "Never Enough"
 PRINCE "Sign O' The Times"
 SIMPLY RED "The Right Thing"
 KENNY LOGGINS "Meet Me Half Way"
 CUTTING CREW "(I Just) Died In Your Arms"

The AC Format

SIMPLY RED "The Right Thing"
 EL DeBARGE "Starlight Express"
 SMOKEY ROBINSON "Just To See Her"

Super-Country

DAN SEALS "I Will Be There"
 KEITH WHITLEY "Hard Livin'"
 BARBARA FAIRCHILD "Too Much Love"
 SOUTHERN PACIFIC "Don't Let Go Of My Heart"
 CHARLEY PRIDE "Have I Got Some Blues For You"
 SUZY BOGGUSS "I Don't Want To Set The World On..."

Concept Productions

Eivin Ichiyama (916) 782-7754

CHR

CAMEO "Candy"
 MADONNA "La Isla Bonita"
 PRINCE "Sign O' The Times"
 KENNY LOGGINS "Meet Me Half Way"
 CUTTING CREW "(I Just) Died In Your Arms"
 BOSTON "Can'tcha Say/Still In Love"

Country

DAN SEALS "I Will Be There"
 WILLIE NELSON "Heart Of Gold"
 BILLY JO ROYAL "Old Bridges Burn Slow"
 JOHN ANDERSON "What's So Different About You"

AC

MADONNA "La Isla Bonita"
 KENNY LOGGINS "Meet Me Half Way"
 SMOKEY ROBINSON "Just To See Her"

Drake-Chenault

Bob Laurence (800) 247-3303

XT-40

BOSTON "Can'tcha Say"
 CLUB NOUVEAU "Lean On Me"
 PRINCE "Sign O' The Times"
 PETER WOLF "Come As You Are"
 SIMPLY RED "The Right Thing"

Contempo 300

SIMPLY RED "The Right Thing"
 EL DeBARGE "Starline Express"
 KENNY LOGGINS "Meet Me Half Way"
 SMOKEY ROBINSON "Just To See Her"
 GENESIS "Tonight, Tonight, Tonight"

Great American Country

GARY MORRIS "Plain Brown Wrapper"
 BILLY JOE ROYAL "Old Bridges Burn Slow"

Media General

Broadcast Services

Bob Dumais (901) 320-4433

Action

KENNY G "Songbird"
 GWEN GUTHRIE "Close To You"
 ALAN PARSONS PROJECT "Standing On Higher Ground"

Your Country

BARBUSTERS "Light Of Day"
 PRINCE "Sign O' The Times"
 PETER WOLF "Come As You Are"
 BANGLES "Walking Down Your Street"
 BOSTON "Can'tcha Say/Still In Love"

Hit Rock

LYLE LOVETT "God Will"
 PAKE McENTIRE "Heart Vs. Heart"
 GARY MORRIS "Plain Brown Wrapper"
 SHOOTERS "They Only Come Out At Night"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

KATHY MATTEA "You're The Power"
 JUDY RODMAN "Girls Ride Horses Too"
 HIGHWAY 101 "The Bed You Made For Me"
 HANK WILLIAMS JR. "When Something Is Good"

The Ultimate AC

GINO VANNELLI "Wild Horses"
 KENNY LOGGINS "Meet Me Half Way"

The Programming Consultants

Steve Penny (800) 843-7807

Stereo Rock

BOSTON "Can'tcha Say/Still In Love"
 BARBUSTERS "Light Of Day"
 PRINCE "Sign O' The Times"
 CUTTING CREW "(I Just) Died In Your Arms"

Country

GARY MORRIS "Plain Brown Wrapper"
 FORESTER SISTERS "Too Many Rivers"
 SHOOTERS "They Only Come Out At Night"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LYLE LOVETT "God Will"
 DAN SEALS "I Will Be There"
 GARY MORRIS "Plain Brown Wrapper"
 FORESTER SISTERS "Too Many Rivers"
 CHARLY McCLAIN "Don't Touch Me There"
 LOUISE MANDRELL "Do I Have To Say Goodbye"
 DAVID ALLAN COE "Need A Little Time Off For Bad..."

Soft Contemporary

KOOL & THE GANG "Stone Love"
 SMOKEY ROBINSON "Just To See Her"

Sound 10

KENNY G "Songbird"
 AMY GRANT "Angels"
 SIMPLY RED "The Right Thing"
 EL DeBARGE "Starlight Express"
 SMOKEY ROBINSON "Just To See Her"
 BILLY VERA & THE BEATERS "I Can Take Care Of Myself"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

A. FRANKLIN & G. MICHAEL "I Knew You Were Waiting..."

Country Coast-To-Coast

KATHY MATTEA "You're The Power"
 SHOOTERS "They Only Come Out At Night"
 OAK RIDGE BOYS "It Takes A Little Rain . . ."
 MICHAEL JOHNSON "The Moon Is Still Over Her Shoulder"

Rock 'N' Hits

SANTANA "Vera Cruz"
 BOSTON "Can'tcha Say"
 BON JOVI "Social Disease"
 FLESH FOR LULU "I Go Crazy"
 GREGG ALLMAN "I'm No Angel"
 FROZEN GHOST "Should I See"
 SIMPLY RED "The Right Thing"
 PETER WOLF "Come As You Are"
 BON JOVI "Never Say Goodbye"
 LOZ NETTO "Walking In The Dark"
 COREY HART "Dancing With My Mirror"
 SAMANTHA FOX "Do You Want To Please Me"
 CUTTING CREW "(I Just) Died In Your Arms"

Transtar

Adult Contemporary

Mike Tanner (213) 460-6383

STARSHIP "Nothing's Gonna Stop Us Now"



CHR BREAKER
 CHART DEBUT 30
 BLACK/URBAN BREAKER
 CHART DEBUT 19

THE NEW SINGLE
 FROM THE 4TH-COMING DOUBLE ALBUM SIGN @ THE TIMES
 PRODUCED, ARRANGED, COMPOSED AND PERFORMED
 BY PRINCE
 PERSONAL MANAGEMENT: CAVALLO, RUFFALO & FARGNOLI

©1987 Paisley Park Records

ATLANTIC STARR

ALWAYS CONTEST

WHAT YOU'VE ALWAYS DREAMED OF: A WEEK IN PARADISE FOR TWO!

**IF YOUR NAME IS LISTED
HERE YOU ARE A SEMI-
FINALIST. CHECK NEXT
WEEK FOR THE 10
WINNERS!**

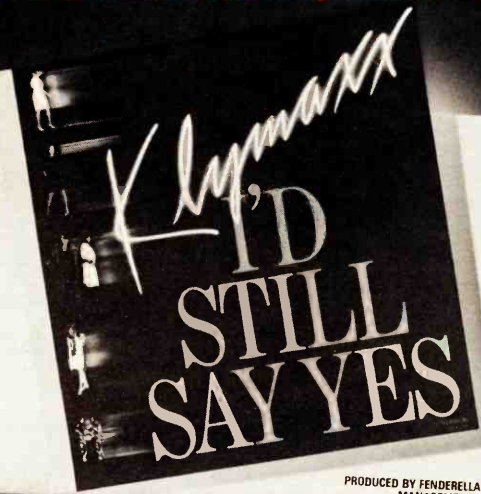


ATLANTIC STARR
ALL IN THE NAME OF LOVE
THE NEW ALBUM FEATURING THE SINGLE
"ALWAYS"

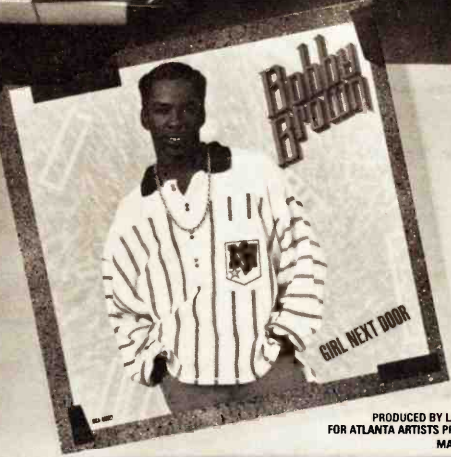
RECORD #	NAME	AFFILIATION
221	Joe Fisher	WYFX
245	Jerry Rushin	WEDR
258	John Blake	WMIM
267	Paul Brown	WVOI
286	Don Cody	WGIV
311	Steve Talton	KYOK
322	Jammin Jerry	KAPE
331	Fred Buggs	WBLS
422	Steve Crumley	WPLZ-FM
445	E. Rodney Jones	WTKL
454	Chuck Courtney	WSWG
478	Maurice Harrod	WJYL
503	Bruce Garette	WEUP
1007	Connie Gonzales	KVOP
1008	Kevin Banks	KVOP
1014	Bill Norvell	R12
1032	Tretias McGary	KBLX
1044	Bonanno	WHQT
1054	David Roger	WRXB
1079	Larry Love	WPDQ
1083	Arthur Paul	WZAZ
1085	Pressure Cooker	WZAZ
1122	RJ Watkins	WGPR
1273	Robert V.	KMJQ
1282	Charles McCullough	KCBC
1330	G. Keith Alexander	WBLS
1345	Candy Staton	WILD
1374	W.M. Gracy	KATZ-AM
1409	Kimberly Vann	WCRX-FM
1418	Earl Boston	WBMX-FM
1449	Stan Bell	WHRK
1480	Kennetha Pruitt	WQQK
1525	Bruce Banwan	WINA
1536	Wendell William	WHOR-FM
1568	Chip Johnson	WKIE
1579	James Walston	WRAP
1598	Kevin Anderson	WPLZ-FM
1632	Maxine Colson	KBCE
1644	Rex Holiday	WQIC
1665	Elwood Shields	KJCB
1695	Terry Davis	WYLD-FM
1745	Roger Moore	WDKX
1757	Phill Alenn	WKVO
1760	Al Knight	WKVO
1764	Brenda Banks	WLOU
1793	B.J. Halaburton	WZAK
1811	Ron Comer	WJMO
1833	Dee Graham	WDGS
1835	Sevelle	WDGS
1886	Tippy Calloway	WADK



BREAKERS



PRODUCED BY FENDERELLA FOR KLYMAXX
MANAGEMENT: RON SWEENEY



PRODUCED BY LARRY BLACKMON
FOR ATLANTA ARTISTS PRODUCTIONS, INC.
MANAGEMENT: AMI

RADIO & RECORDS NATIONAL AIRPLAY

JAZZ

TOP 30

MARCH 6, 1987

- Last Week
- 1 **DAVID NEWMAN/Heads Up** (Atlantic)
 - 2 **LARRY CARLTON>Last Nite** (MCA)
 - 3 **MICHEL PETRUCCIANI featuring HALL & SHORTER/Power Of Three** (Blue Note)
 - 4 **DAVID SANBORN/A Change Of Heart** (WB)
 - 5 **CARMEN LUNDY/Good Morning Kiss** (Black-Hawk)
 - 6 **McCOY TYNER/Double Trios** (Denon)
 - 7 **JOE HENDERSON/The State Of The Tenor, Vol. 2** (Blue Note)
 - 8 **WAYNE SHORTER/Phantom Navigator** (Columbia)
 - 9 **RIPPINGTONS/Moonlighting** (Passport Jazz)
 - 10 **DEXTER GORDON/Other Side Of Round Midnight** (Blue Note)
 - 11 **BILL SHIELDS & STANLEY CLARKE/Shieldstone** (RSP/Optimism)
 - 12 **PASSPORT/Heavy Nights** (Atlantic)
 - 13 **LAUREL MASSE/Easy Living** (Pausa)
 - 14 **CARMEN McRAE/Any Old Time** (Denon)
 - 15 **SHERRY WINSTON/Do It For Love** (Pausa)
 - 16 **PHIL WOODS/Gratitude** (Denon)
 - 17 **STANLEY JORDAN/Standards Volume #1** (Blue Note)
 - 18 **MICHAEL GARSON/Serendipity** (Reference)
 - 19 **PONCHO SANCHEZ/Papo Gato** (Concord)
 - 20 **CANONED/Desperately Seeking Fusion** (Passport Jazz)
 - DEBUT **21** **EDDIE GOMEZ/Discovery** (Columbia)
 - DEBUT **22** **CHICK COREA/Trio Music, Live In Europe** (ECM)
 - DEBUT **23** **OSCAR CASTRO-NEVES/Oscar** (Living Music/Windham Hill)
 - DEBUT **24** **VIG VOGEL/Awesome! Big Band** (Pinnacle)
 - 25 **VITAL INFORMATION/Global Beat** (Columbia)
 - 26 **SCOTT HAMILTON/The Right Time** (Concord)
 - 27 **BOB BROOKMEYER/Oslo** (Concord)
 - 28 **FUTURE PROSPECT/Future Prospect** (DSP/Optimism)
 - 29 **JAMES MOODY/Something Special** (Novus)
 - 30 **CHARLIE WATTS ORCHESTRA/Live At Fulham Town Hall** (Columbia)

Black/Urban stations contributing to Jazz: KJCB/Lafayette, Calvin Bouite, WYLD-FM/New Orleans, Dell Spencer; WDMT/Cleveland, Calvin Hicks.

NEW & ACTIVE

PAQUITO D'RIVERA "Manhattan Burn" (Columbia) 16/16
 Rotations: Heavy 4/4, Medium 3/3, Light 5/5, Extra Adds 4, Total Adds 16, WBGO, WRTI, WFAE, WMOT, WBEE, WNOP, WJZZ, KTCJ, KADQ, KKKO, KRLL, WHEW, WHRO, WUSF, KKUL, KXPR

ARTFULLY BEATLES "25th Anniversary Salute..." (Artful Balance/JCJ) 14/1
 Rotations: Heavy 2/0, Medium 8/1, Light 4/0, Extra Adds 1, Total Adds 1, WJZZ, Heavy: WLVE, WHVE, Medium: WOTB, WNOP, WDET, KTCJ, KMHD, WPE, KLSK

NIGHTNOISE "Something Of Time" (Windham Hill) 13/2
 Rotations: Heavy 3/0, Medium 5/0, Light 5/2, Extra Adds 0, Total Adds 2, WAER, WFAE, Heavy: KKKO, KLCC, KLSK, Medium: WLOQ, WNOP, KMHD, WLVE, KIFM

JOHN SCOFIELD "Blue Matter" (Gramavision) 12/12
 Rotations: Heavy 2/2, Medium 1/1, Light 6/6, Extra Adds 3, Total Adds 12, WRTI, WAER, WFPL, WNOP, WDET, WJZZ, KTCJ, KKKO, KJZZ, KPLU, WNEW, KIFM

BLUE SKY "Wish I Were Here" (Bannerworks) 10/8
 Rotations: Heavy 3/0, Medium 2/2, Light 3/2, Extra Adds 2, Total Adds 8, WAER, WFAE, WNOP, KJZZ, KMHD, KLCC, KIFM, KLSK, Heavy: KRLL

JOHN HICKS "In Concert" (WB) 9/6
 Rotations: Heavy 1/1, Medium 4/2, Light 3/2, Extra Adds 1, Total Adds 6, WGBH, KERA, KADQ, WHRO, WUSF, KXPR, Medium: WDET, KANU

KEN WILEY "Visage" (Passport Jazz) 9/4
 Rotations: Heavy 1/0, Medium 3/0, Light 5/4, Extra Adds 0, Total Adds 4, WAER, KTCJ, WLVE, KLCC, Heavy: KLSK, Medium: WNOP, KRLL, KIFM

LONNIE LISTON SMITH "Make Someone Happy" (Doctor Jazz) 9/2
 Rotations: Heavy 3/1, Medium 3/0, Light 3/1, Extra Adds 2, Total Adds 2, WUWM, KKUL, Heavy: WJAZ, KJAZ, Medium: WBFO, WBGO, WJZZ

MADHOUSE "8" (Paisley Park/WB) 9/1
 Rotations: Heavy 0/0, Medium 4/1, Light 5/0, Extra Adds 0, Total Adds 1, WDMT, Medium: WJZZ, KKKO, WFSS

MOST ADDED

- PAQUITO D'RIVERA (16)
- JOHN SCOFIELD (12)
- OSCAR CASTRO-NEVES (8)
- BLUE SKY (8)
- EDDIE GOMEZ (7)
- FUTURE PROSPECTS (6)
- JOHN HICKS (6)

HOTTEST

- DAVID NEWMAN (21)
- LARRY CARLTON (18)
- DAVID SANBORN (15)
- RIPPINGTONS (12)
- M. PETRUCCIANI/HALL & SHORTER (11)
- McCOY TYNER (10)
- CARMEN LUNDY (9)
- JOE HENDERSON (7)
- PONCHO SANCHEZ (6)
- WAYNE SHORTER (6)

ABDULLAH IBRAHIM "Eksays" (Black-Hawk) 9/0
 Rotations: Heavy 2/0, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: KBEM, KLCC, Medium: KERA, WBEE, WUWM, KJZZ

DAVE MCKENNA "My Friend The Piano" (Concord) 8/2
 Rotations: Heavy 1/0, Medium 4/0, Light 3/2, Extra Adds 0, Total Adds 2, KBEM, KLCC, Heavy: KLON, Medium: WJAZ, KADQ, KJAZ, KKKL

AZYMUTH "Tightrope Walker" (Milestone/Fantasy) 8/0
 Rotations: Heavy 6/0, Medium 0/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, WJAZ, WNOP, WJZZ, WNEW, KIFM

CEDAR WALTON "The Trio - 1" (Red/PSI) 8/0
 Rotations: Heavy 2/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KANU, WUWM, Medium: WEBR, WRTI, KADQ, KJAZ, KKKL

BILL BERGMAN "Midnight Sax" (Passport Jazz) 7/3
 Rotations: Heavy 0/0, Medium 5/1, Light 2/2, Extra Adds 0, Total Adds 3, WAER, KLSK, WDMT, Medium: WNOP, KKKO, WLVE, KIFM

CHARLES BROWN "One More For The Road" (Blue Side Records) 7/2
 Rotations: Heavy 2/0, Medium 0/0, Light 4/1, Extra Adds 1, Total Adds 2, KADQ, KLON, Heavy: WBGO, WBEE

NAJEE "Najee's Theme" (EMI America) 7/1
 Rotations: Heavy 0/0, Medium 5/1, Light 2/0, Extra Adds 0, Total Adds 1, KJCB, Medium: WJZZ, KTCJ, WNEW, WDMT

JERRY MARCELLINO & NAVARRO "Third Heaven" (Kerygma) 7/0
 Rotations: Heavy 2/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0, Heavy: WAER, KKKO, Medium: WFSS, KIFM

STAR TREK IV "Soundtrack" (MCA) 7/0

WALTON "Frontline" (MCA) 6/4
 Rotations: Heavy 1/1, Medium 3/1, Light 0/0, Extra Adds 2, Total Adds 4, WBEE, KTCJ, KRLL, KLSK, Medium: WNOP, KKKO

FRED RAULSTON "Fred's Rescue" (Sea Breeze) 6/1
 Rotations: Heavy 2/0, Medium 0/0, Light 4/1, Extra Adds 0, Total Adds 1, KANU, Heavy: KERA, KLON

CHRIS CONNOR "Classic" (Contemporary/Fantasy) 6/0
 Rotations: Heavy 3/0, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WRTI, WJAZ, KKUL, Medium: WBGO, WBEE, KANU

JOHN CHIODINI "Weightless" (MCA) 5/5
 Rotations: Heavy 0/0, Medium 2/2, Light 3/3, Extra Adds 0, Total Adds 5, WLOQ, WNOP, KKKO, WLVE, KIFM

HUGH MASEKELA "Tomorrow" (WB) 5/5
 Rotations: Heavy 0/0, Medium 0/0, Light 2/2, Extra Adds 3, Total Adds 5, WBGO, WBEE, WNOP, KRLL, KLSK

REGIONALIZED ADDS & HOTS

EAST	SOUTH	MIDWEST
WJZZ/Jazz THERESA ALLSTON JAMES WATSON PAUL BRIDGES ERIC JOHNSON DAVID NEWMAN JOHN SCOFIELD MICHAEL GARSON NIGHTNOISE JOHN SCOFIELD JOHN HICKS KEN WILEY LONNIE LISTON SMITH MADHOUSE	WTOH/Urban JAMES WATSON PAUL BRIDGES ERIC JOHNSON DAVID NEWMAN JOHN SCOFIELD MICHAEL GARSON NIGHTNOISE JOHN SCOFIELD JOHN HICKS KEN WILEY LONNIE LISTON SMITH MADHOUSE	WJZZ/Jazz THERESA ALLSTON JAMES WATSON PAUL BRIDGES ERIC JOHNSON DAVID NEWMAN JOHN SCOFIELD MICHAEL GARSON NIGHTNOISE JOHN SCOFIELD JOHN HICKS KEN WILEY LONNIE LISTON SMITH MADHOUSE



In the Jazz World, EDDIE GOMEZ

is known as the Bass Man's Bassist! His Debut Solo Album as a Band Leader is "DISCOVERY" featuring Steve Gadd and Michael Brecker.

DEBUT 21

MOST ADDED 2nd STRAIGHT WEEK

48 Reporting Stations
43 Current Reports

KJAZ/San Francisco, WBBY/Columbus, WFSS/Fayetteville, and WJAZ/Stamford called in frozen reports this week.

WCLK/Atlanta failed to report for two consecutive weeks and was not used in this week's data.

RADIO & RECORDS NATIONAL AIRPLAY

CONTEMPORARY CHRISTIAN

TOP 20

MARCH 6, 1987

Table with columns: Rank, Weeks, Title, Reports/Adds, Heavy, Medium, Light. Top entries include Imperials/Wings Of Love, Deniece Williams with Sandi Patti, Rob Frazier/Break My Heart.

MOST ADDED

- KIM BOYCE (8)
FARRELL & FARRELL (8)
GLAD (8)
DAVID MARTIN (8)
GEOFF MOORE (7)
DION (6)
BENNY HESTER (6)
SOLVEIG LEITHAUG (6)
JIM MURRAY (6)

HOTTEST

- IMPERIALS (19)
D. WILLIAMS w/SANDI PATTI (18)
LARNELLE HARRIS (11)
BENNY HESTER (10)
JON GIBSON (9)
KIM BOYCE (8)
STEVE GREEN (7)
ROB FRAZIER (5)
DALLAS HOLM (5)
CRUISE (4)

BREAKERS

BILLY CROCKETT

Portrait Of Love (DaySpring)

59% of our reporters on it. Rotations: Heavy 10, Medium 6, Light 4, Total Adds 4 Including WJTL, WJYP, WCTN, WXLN. Debuts at number 15 on the Contemporary Christian chart.

NEW & ACTIVE

DAVID MARTIN "You're To Blame" (Greentree) 16/8

Rotations: Heavy 5/1, Medium 5/1, Light 7/5, Total Adds 8, WRFD, WMUZ, KYMS, WJTL, WLX, WJYP, WCTN, KLYN, Heavy including WCIE, WCRM, Medium including KSBJ, WXLN, WCM, KKRE.

MORGAN CRYAR "Sibling Rivalry" (Star Song) 15/4

Rotations: Heavy 5/1, Medium 7/1, Light 3/2, Total Adds 4, WCIE, KCFO, KYMS, WOIV, Heavy including WRFD, WJTL, WABS, KRDS, Medium including WWDJ, WCFM, WCRM, KERI, KDAR.

DAN PEEK "A New Song" (Greentree) 15/1

Rotations: Heavy 5/1, Medium 6/3, Light 3/0, Total Adds 9, KDAR, Heavy including WRFD, WOIV, WXLN, KCONW, KLYN, Medium: WZZD, WKRI, KCMS, WABS, WCTN, KWKY.

SILVERWIND "We Will Be Holy" (Sparrow) 14/1

Rotations: Heavy 7/0, Medium 3/0, Light 4/1, Total Adds 1, WKRI, Heavy: WPIT, KCFO, KCMS, WOIV, KWKY, KCONW, KLYN, Medium: WMUZ, WCTN, WLJ.

ROBY DUKE "Can't Let You Go" (Good News) 14/1

Rotations: Heavy 3/0, Medium 3/0, Light 2/1, Total Adds 6, WKRI, Heavy: WPIT, WKRI, KYMS, WJTL, WABS, WXLN, WGT, KERI, KDAR, Medium: WJYP, KWKY, KRDS. Debuts at #20.

PAM MARK HALL "What Can I Do" (Reunion) 13/5

Rotations: Heavy 3/0, Medium 3/0, Light 7/5, Total Adds 5, KSBJ, WRFD, WJTL, WXLN, KCM, Heavy: WJYP, KERI, KDAR, Medium: WCIE, WLX, KWKY.

CHRIS EATON "Don't Underestimate My Love" (Reunion) 13/4

Rotations: Heavy 3/0, Medium 4/2, Light 6/2, Total Adds 4, WJTL, WHLO, WGFT, KERI, Heavy: WWDJ, WJYP, WCRM, Medium including WCBW, WXLN.

SHEILA WALSH "Big Boy Now" (Myrrh) 13/4

Rotations: Heavy 3/0, Medium 7/2, Light 3/2, Total Adds 4, KSBJ, WRFD, KYMS, WOIV, Heavy: WJYP, KDAR, KRDS, Medium including WCIE, WCFM, WJTL, WGT, KLYN.

PETRA "King's Ransom" (Star Song) 11/5

Rotations: Heavy 3/1, Medium 3/1, Total Adds 5, WKRI, KYMS, WJTL, WOIV, KWKY, Heavy including WPIT, WCTN, Medium: WWDJ, KDAR, KRDS.

KATHY TROCCOLI "If Only" (Reunion) 11/4

Rotations: Heavy 2/0, Medium 5/2, Light 4/2, Total Adds 4, WRFD, WOIV, KDAR, KRDS, Heavy: WWDJ, WMUZ, Medium including WCIE, WJTL, KLYN.

GLAD "All The World Should Know" (Greentree) 10/8

Rotations: Heavy 1/0, Medium 3/2, Light 6/6, Total Adds 8, WRFD, WJTL, WLX, WJYP, WFOF, WXLN, WHLO, KKRE, Heavy: WCRM, Medium including WCBW.

GARY McSPADDEN "We Exalt You" (Word) 10/3

Rotations: Heavy 2/1, Medium 4/1, Light 3/1, Total Adds 3, KCFO, WHLO, KDAR, Heavy including WCIE, WLJ, Medium including WKRI, KCMS, KWKY.

RANDY STONEHILL "The Hops Of Glory" (Myrrh) 10/1

Rotations: Heavy 5/1, Medium 5/2, Light 1/0, Total Adds 4, KYMS, Heavy including WCFM, WABS, KERI, KRDS, Medium: WPIT, WOIV, KWKY, KCONW.

PHIL MADEIRA "Alone With You" (Refuge) 10/1

Rotations: Heavy 4/0, Medium 3/0, Light 3/1, Total Adds 4, KCFO, Heavy: WWDJ, WRFD, WOIV, KRDS, Medium: WCIE, WKRI, KWKY.

FARRELL & FARRELL "People All Over The World" (Star Song) 9/8

Rotations: Heavy 2/1, Medium 6/6, Light 1/1, Total Adds 8, WFOF, WHLO, WCM, KWKY, WGT, KERI, KRDS, Heavy including WWDJ.

GEOFF MOORE "Obey" (Power Discs) 9/7

Rotations: Heavy 2/1, Medium 6/5, Light 1/1, Total Adds 7, WWDJ, WMUZ, WKRI, WJTL, WOIV, WGT, KERI, Heavy including WCRM, Medium including WCBW.

SOLVEIG LEITHAUG "Lonely Prayer" (DaySpring) 9/6

Rotations: Heavy 2/0, Medium 5/2, Light 2/2, Total Adds 6, WPIT, WMUZ, WLX, WFOF, WHLO, WCRM, Heavy: WKRI, KDAR, Medium including KKRE.

STEVE CAMP "Foolish Things" (Sparrow) 9/4

Rotations: Heavy 1/0, Medium 5/2, Light 3/2, Total Adds 4, WWDJ, WZZD, WJTL, KRDS, Heavy: KERI, Medium including WCRM, KWKY, KCONW.

PAUL SMITH "Let Love Happen To You" (DaySpring) 9/4

Rotations: Heavy 2/0, Medium 1/0, Light 6/4, Total Adds 4, WPIT, WKRI, WJTL, KDAR, Heavy: WWDJ, WJYP, Medium: KWKY.

BRYAN DUNCAN "Your Everlasting Love" (Light) 9/3

Rotations: Heavy 3/1, Medium 3/1, Light 3/1, Total Adds 3, KYMS, KCONW, KKRE, Heavy including WCFM, KCFO, Medium including WWDJ, WLJ.

HARVEST "Only The Overcomers" (Greentree) 8/2

Rotations: Heavy 1/0, Medium 6/1, Light 1/1, Total Adds 2, KLYN, KDAR, Heavy: WOIV, Medium including KSBJ, WKRI, WKRI, KYMS, WCTN.

BILLY & SARAH GAINES "You Are Faithful" (Benson) 8/1

Rotations: Heavy 3/0, Medium 5/1, Light 0, Total Adds 1, WLJ, Heavy: KSBJ, KWKY, KLYN, Medium including WCFM, KCFO, KCMS, WLX.

KEITH THOMAS with DONNA McELROY "Home Away From Home" (DaySpring) 7/4

Rotations: Heavy 2/0, Medium 2/2, Light 3/2, Total Adds 4, WKRI, WJTL, WABS, KRDS, Heavy: WJYP, WCRM, Light including WCFM.

SONLIGHT "In His Sanctuary" (Word) 7/3

Rotations: Heavy 0, Medium 3/0, Light 4/3, Total Adds 3, WKRI, WLJ, KLYN, Medium: WMUZ, KCMS, KWKY, Light including WCFM.

GLENN GARRETT "There's A Redeemer" (Greentree) 7/2

Rotations: Heavy 2/0, Medium 4/1, Light 1/1, Total Adds 2, WKRI, KCFO, Heavy: KCMS, WABS, Medium including WMUZ, KCONW, KLYN.

MARTY McCALL "Higher Ground" (Greentree) 7/1

Rotations: Heavy 3/0, Medium 3/0, Light 1/1, Total Adds 1, KYMS, Heavy: WRFD, WMUZ, WGT, Medium: WZZD, WCBW, WLX.

DION "You Need A Love" (DaySpring) 6/6

Rotations: Heavy 0, Medium 1/1, Light 5/5, Total Adds 6, WZZD, WPIT, KSBJ, WFOF, WCM, KKRE.

JIM MURRAY "Christians Arise" (DaySpring) 6/6

Rotations: Heavy 0, Medium 2/2, Light 4/4, Total Adds 6, WPIT, WKRI, WRFD, WLX, WABS, WFOF.

GAITHER VOCAL BAND "Can't Stop Talking About Him" (Word) 5/5

Rotations: Heavy 0, Medium 2/2, Light 3/3, Total Adds 5, WCIE, KCFO, WLX, WCM, KKRE.

FIRST CALL "Step Of Faith" (DaySpring) 5/5

Rotations: Heavy 1/1, Medium 0, Light 4/4, Total Adds 5, WCIE, WLX, WCTN, KWKY, KDAR.

STEVE & ANNIE CHAPMAN "Bring That Child To Me" (Star Song) 5/2

Rotations: Heavy 2/0, Medium 2/1, Light 1/1, Total Adds 2, KSBJ, KDAR, Heavy: KCMS, KLYN, Medium including KCFO.

LUKE GARRETT "Magnify" (Home Sweet Home) 5/2

Rotations: Heavy 0, Medium 5/2, Light 0, Total Adds 2, WKRI, KLYN, Medium including WCBW, KCFO, WLX.

DEGARMO & KEY "Inside Out" (Power Discs) 5/1

Rotations: Heavy 1/0, Medium 3/0, Light 1/1, Total Adds 1, WOIV, Heavy: WJYP, Medium: WJTL, WCRM, KRDS.

REGIONALIZED ADDS & HOTS

Regionalized Adds & Hots grid with columns: EAST, SOUTH, MIDWEST, WEST. Lists station names and program details for various markets.

34 Reporters
31 Current Reports

Three stations failed to report a
playlist this week so their rotations
were frozen:
KCMS/Seattle
WCBW/St. Louis
WCFM/Chicago

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

MARCH 6, 1987

Three
WeeksTwo
WeeksLast
Week

Three Weeks	Two Weeks	Last Week		
13	10	5	1	ALABAMA/"You've Got" The Touch (RCA)
5	2	2	2	STEVE WARINER/Small Town Girl (MCA)
10	6	3	3	GATLIN BROTHERS/Talkin' To The Moon (Columbia)
12	9	4	4	GEORGE STRAIT/Ocean Front Property (MCA)
6	3	1	5	KENNY ROGERS/Twenty Years Ago (RCA)
15	12	8	6	BELLAMY BROTHERS/Kids Of The Baby Boom (MCA/Curb)
19	17	11	7	WAYLON JENNINGS/Rose In Paradise (MCA)
18	16	14	8	HIGHWAY 101/The Bed You Made For Me (WB)
2	1	6	9	RESTLESS HEART/It Still Be Loving You (RCA)
22	20	15	10	T. GRAHAM BROWN/Don't Go To Strangers (Capitol)
16	14	10	11	JOHN SCHNEIDER/Take The Long Way Home (MCA)
21	18	16	12	GEORGE JONES/The Right Left Hand (Epic)
25	22	18	13	REBA McENTIRE/Let The Music Lift You Up (MCA)
28	25	21	14	MICHAEL MARTIN MURPHY & HOLLY DUNN/A Face In The Crowd (WB)
26	23	20	15	JUDD/Don't Be Cruel (RCA/Curb)
14	13	12	16	STATLER BROTHERS/Forever (Mercury/PG)
30	28	23	17	MICHAEL JOHNSON/The Moon Is Still Over Her Shoulder (RCA)
23	21	19	18	TOM WOPAT/Rock And Roll Of Love (EMI America)
32	29	24	19	D. PARTON, L. RONSTADT, E. HARRIS/To Know Him Is To Love Him (WB)
17	15	13	20	MARIE OSMOND/Only Wanted You (Capitol/Curb)
1	4	9	21	SKO/Baby's Got A New Baby (MTM)
38	34	28	22	O'KANES/Can't Stop My Heart From Lovin' (Columbia)
35	32	27	23	KATHY MATTEA/You're The Power (Mercury/PG)
46	35	31	24	OAK RIDGE BOYS/It Takes A Little Rain (MCA)
34	31	29	25	DON WILLIAMS/Senorita (Capitol)
29	27	25	26	SAWYER BROWN/Gypsies On Parade (Capitol/Curb)
3	5	17	27	RANDY TRAVIS/No Place Like Home (WB)
44	37	33	28	STEVE EARLE/Goodbye's All We've Got Left (MCA)
40	36	32	29	SHOOTERS/They Only Come Out At Night (Epic)
50	41	35	30	JUDY RODMAN/Girls Ride Horses Too (MTM)
9	7	7	31	JUICE NEWTON/What Can I Do With My Heart (RCA)
7	8	22	32	SWEETHEARTS OF THE RODEO/Midnight Girl/Sunset Town (Columbia)
49	43	39	33	GIRLS NEXT DOOR/Walk Me In The Rain (MTM)
4	11	26	34	LEE GREENWOOD/Mornin' Ride (MCA)
46	42	38	35	RICKY SKAGGS/I Wonder If I Care As Much (Epic)
BREAKER	43	39	36	PAKE McENTIRE/Heart Vs. Heart (RCA)
BREAKER	47	41	37	CONWAY TWITTY/Julia (MCA)
BREAKER	48	42	38	BILLY JOE ROYAL/Old Bridges Burn Slow (Atlantic America)
BREAKER	49	43	39	JOHN CONLEE/Domestic Life (Columbia)
—	44	40	40	HANK WILLIAMS JR./When Something Is Good (WB/Curb)
—	46	42	41	GARY MORRIS/Plain Brown Wrapper (WB)
BREAKER	42	38	42	DAN SEALS/I Will Be There (EMI America)
—	48	44	43	LYLE LOVETT/God Will (MCA/Curb)
DEBUT	44	40	44	FORESTER SISTERS/Too Many Rivers (WB)
—	47	43	45	DAVID ALLAN COE/Need A Little Time Off For Bad Behavior (Columbia)
11	24	34	46	EARL THOMAS CONLEY/I Can't Win For Losin' You (RCA)
8	30	41	47	EDDY RAVEN/Right Hand Man (RCA)
27	25	30	48	RICKY VAN SHELTON/Wild-Eyed Dream (Columbia)
DEBUT	45	41	49	MOE BANDY/If I'm Too Old To Die Young (MCA/Curb)
42	39	36	50	NANGI GRIFFITH/Lone Star State Of Mind (MCA)

Total
Reports/Adds

Heavy

Medium

Light

161/0	141	20	0
158/0	140	16	2
157/0	140	14	3
159/0	135	23	1
156/0	132	22	2
161/0	118	43	0
160/0	90	62	8
157/3	87	62	8
138/0	94	32	12
160/3	62	89	9
139/0	73	53	13
144/1	69	67	8
157/2	38	110	9
157/1	42	102	13
154/0	32	105	17
127/0	68	48	11
155/3	28	106	21
138/3	43	66	29
154/4	13	119	22
112/1	45	48	19
112/0	52	44	16
139/9	10	95	34
141/7	14	86	41
146/16	5	75	66
123/5	10	84	29
114/1	14	77	23
94/0	47	25	22
128/15	4	76	48
125/13	7	67	51
127/13	2	65	60
97/0	32	47	18
73/0	24	30	19
107/12	4	54	49
66/0	24	22	20
100/9	5	54	41
102/12	2	49	51
106/43	0	34	72
96/12	5	46	45
98/37	0	41	57
93/14	3	45	45
95/26	0	33	62
102/52	0	22	80
88/22	1	34	53
86/33	0	23	63
81/13	1	32	48
49/0	17	16	16
45/0	10	18	17
54/0	5	25	24
63/15	2	21	40
39/1	5	25	9

MOST ADDED

DAN SEALS (52)
CONWAY TWITTY (43)
KEITH WHITLEY (39)
JOHN CONLEE (37)
FORESTER SISTERS (33)
GARY MORRIS (28)
GENE WATSON (23)
LYLE LOVETT (22)
JANIE FRICKIE (22)
CHARLEY PRIDE (21)

HOTTEST

GEORGE STRAIT (85)
STEVE WARINER (70)
KENNY ROGERS (69)
ALABAMA (66)
GATLIN BROTHERS (58)
BELLAMY BROTHERS (49)
RESTLESS HEART (40)
HIGHWAY 101 (33)
GEORGE JONES (24)
WAYLON JENNINGS (24)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported 'hottest' compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

PAKE McENTIRE
Heart Vs. Heart (RCA)

On 63% of reporting stations. Rotations: Heavy 2, Medium 49, Light 51, Total Adds 12, WXL, CHOW, WILQ, WYII, WVMI, WESC, WUBE, WFMS, WITL, WLLR, KRAK, KSOP. Moves 42-36 on the Country chart.

CONWAY TWITTY
Julia (MCA)

On 66% of reporting stations. Rotations: Heavy 0, Medium 34, Light 72, Total Adds 43 including WGNB, WCAO, WOKQ, WILQ, WYII, KYXK, WPAP, WQDR, WYDD, WUSQ, WUBE, WONE, KFGO, KFKF, WWJO, KCKC, KSAN, KMPS, KGA, KIGO. Moves 45-37 on the Country chart.

BILLY JOE ROYAL

Old Bridges Burn Slow (Atlantic America)

On 60% of reporting stations. Rotations: Heavy 5, Medium 46, Light 45, Total Adds 12, WPOP, WMC, WFMS, WITL, WML, KTKP, KGHL, KUGN, KFRE, KZLA, KNEW, KRAK. Moves 43-38 on the Country chart.

JOHN CONLEE

Domestic Life (Columbia)

On 61% of reporting stations. Rotations: Heavy 0, Medium 41, Light 57, Total Adds 37 including WBOS, WQBE, WRKZ, WTCR, WYII, KHEY, WESC, KSSN, WGKX, WKSJ, KXKY, WXCL, WLLR, WKCC, WTHI, KLZ, KRWQ, KCCY, KRAK, KRPM. Moves 49-39 on the Country chart.

DAN SEALS

I Will Be There (EMI America)

On 63% of reporting stations. Rotations: Heavy 0, Medium 22, Light 80, Total Adds 52 including WRKZ, WTCR, WIXL, WDSY, WORC, WCOS, KPLX, WTVV, KIKK, KYXK, WIL, K102, WTHI, KTKP, KFDD, KRWQ, KQIL, KWWJ, KOLO, KKAT. Debuts at number 42 on the Country chart.

Music On The Rise

BILLY JOE ROYAL
"Old Bridges Burn Slow"

(99485)

BREAKERS

R&R 38 BB 36

JEFF STEVENS
& THE BULLETS

"You're In Love Alone"

(99475)

Showing Significant Action: R&R 8/5



Produced by Nelson Larkin

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

NEW & ACTIVE

GARY MORRIS "Plain Brown Wrapper" (WB) 95/26
 Rotations: Heavy 0, Medium 33, Light 62, Total Adds 26, WYAM, WBYE, WYII, KYKR, WXBQ, WEZL, KHEY, WDXE, KRMD, WUSQ, WTOR, WMNI, KSO, WAXX, WFMS, WMIL, KCJB, WUUS, WTCM, KYAK, KKAL, KUZZ, KGH, KSON, KMPS, KGA, Moves 46-41 on the Country chart

HANK WILLIAMS JR. "When Something Is Good" (WB/Curb) 93/14
 Rotations: Heavy 2, Medium 45, Light 45, Total Adds 14, WXL, CHOW, WZZK, WCOCS, WESC, WKSJ, WYYD, WUSQ, WSLR, WITL, WKQC, KUZZ, KWJ, KRPM, Heavy: WDAF, KRKT, KCKC, Moves 44-40 on the Country chart

LYLE LOVETT "God Will" (MCA/Curb) 88/22
 Rotations: Heavy 1, Medium 34, Light 53, Total Adds 22, WYAM, WTOR, WYWK, WESC, KIKK, WGXK, WYYD, KRMD, WSLR, WONE, WYNG, WDAF, WTSO, KCJB, KTRK, KKAL, KLLZ, KFMS, KRAB, KSOP, KCKC, KIGO, Moves 48-43 on the Country chart

FORESTER SISTERS "Too Many Rivers" (WB) 86/33
 Rotations: Heavy 0, Medium 23, Light 63, Total Adds 33 including WCAO, WRKZ, WFOR, WYVA, WRNS, KSSN, WPAK, KYYX, WMNI, KFKF, WUUS, WXCL, KTRK, KIK-FM, KUGN, KNAX, KFMS, KOLO, KMPS, Debut at number 44 on the Country chart

DAVID ALLAN COE "Need A Little Time Off For Bad Behavior" (Columbia) 81/13
 Rotations: Heavy 1, Medium 32, Light 48, Total Adds 13, WRKZ, WYYD, KRMD, WSLR, WGARFM, WONE, WITL, WTSO, KCJB, KKAL, KRWQ, KFMS, KSN, Heavy: KBMR, Medium: WPOC, KASE, WAMZ, WKSJ, KFDI, KOLO, Moves 47-45 on the Country chart

MOE BANDY "Till I'm Too Old To Die Young" (MCA/Curb) 63/15
 Rotations: Heavy 2, Medium 21, Light 40, Total Adds 15, WYAM, WYVA, WEZL, WKLO, KKIK, WSM, WUSQ, WKQO, KCJB, KXXY, WKOL, KUZZ, KGH, KFRE, KGA, Heavy: WOKK, WDAF, Debut at number 49 on the Country chart

LOUISE MANDRELL "Do I Have To Say Goodbye" (RCA) 60/16
 Rotations: Heavy 1, Medium 13, Light 46, Total Adds 16, WFOR, WYII, WYUJ, WDXE, KSSN, KSO, WKQO, WAXX, KFKF, KCJB, WXCL, KIOV, WTHI, KIK-FM, KUZZ, Heavy: WOKK

ASLEEP AT THE WHEEL "Way Down Texas Way" (Epic) 47/9
 Rotations: Heavy 1, Medium 21, Light 25, Total Adds 9, WFOR, WYII, KSO, KIOV, WTDQ, KIK-FM, KALF, KMPS, KIM, Heavy: KBMR, Medium: WYOU, KEAN, KFGO, KXXY, WDW, WTCM, KFRK, KTOB

SIGNIFICANT ACTION

CHARLY McCLAIN "Don't Touch Me There" (Epic) 44/18
 Rotations: Heavy 0, Medium 12, Light 32, Total Adds 18, WFOR, WUSY, WCOCS, WTVY, KKIK, KIKK, WOKK, WONE, WAXX, KWMT, WTSO, WYUJ, WTHI, KNAX, KOLO, KTOB, KSOP, KMPS

KEITH WHITLEY "Hard Livin'" (RCA) 41/39
 Rotations: Heavy 0, Medium 4, Light 37, Total Adds 39 including WTSV, WOKQ, WDSY, WYVA, KRRV, KMML, KYKR, WLWK, WUSY, WTVY, WOKK, WAXX, KTRK, KFRE, KCCY, KOLO, KTOB, KMPS

JANIE FRICKIE "Are You Satisfied" (Columbia) 37/22
 Rotations: Heavy 0, Medium 7, Light 30, Total Adds 22, WGNA, WYVA, KRRV, KASE, WRNS, WTVY, WDXE, KYXK, KYYK, WAXX, KFGO, KWMT, WOV, KTTTS, WTHI, KRKT, KVOC, KFRE, KTOB, KSOP, KMPS, KIGO

JOHN ANDERSON "What's So Different About You" (WB) 37/14
 Rotations: Heavy 0, Medium 8, Light 29, Total Adds 14, WGNA, WIXY, WYII, WYUJ, WOKK, WPAK, KYYX, KFGO, KWMT, KTTTS, KTRK, KUUY, KNAX, KMPS, Medium: WQW, WTCM, KRKT, KFRE, KOLO, KTOB

TIM MALCHUK "Colorado Moon" (Alpine) 37/12
 Rotations: Heavy 0, Medium 6, Light 31, Total Adds 12, WFOR, WIXY, WYII, KRRV, WOKK, WUSQ, KFGO, KVOD, KFDI, KLLZ, KNAX, KOLO, Medium: WXCL, KRKT, KCCS, KALF

WHITES "There Ain't No Blinds" (MCA/Curb) 34/9
 Rotations: Heavy 0, Medium 9, Light 25, Total Adds 9, WIXY, WYII, KIKK, WSM, WSLR, KSO, KUZZ, KNAX, KIGO, Medium: WYOU, WCVR, WTVY, KYYX, KTTTS, WTCM, KFDI, KRKT, KTOB

GENE WATSON "Honky Tonk Crazy" (Epic) 33/23
 Rotations: Heavy 0, Medium 7, Light 26, Total Adds 23, WYUJ, WCVR, WIXY, WYII, KEAN, KRRV, WUSY, WTVY, WOKK, KXXY, KBMB, WAXX, KFGO, KWMT, KXXY, WQW, KRKT, KRST, KUUY, KFRK, KCKC, KMPS, KIGO

BRUCE HORNSBY & THE RANGE "Mandolin Rain" (RCA) 33/13
 Rotations: Heavy 0, Medium 6, Light 27, Total Adds 13, WYOU, WDSY, WCVR, WORC, WRNS, WTVY, WUSQ, KWMT, WQW, K102, KVOC, KUUY, KWJJ, Medium: KEAN, WEZL, KIOV, KKCS, KOLO

ADAM BAKER "You've Got The Right" (Avista) 33/1
 Rotations: Heavy 1, Medium 9, Light 23, Total Adds 1, KWMT, Heavy: KRKT, Medium: WCVR, WYUJ, KKIK, WLWI, KYYK, KJNE, WYNG, KFGO, KIGO, Light: WCAO, WYVA, KEAN, KASE, WRNS, WCMCS, KXXY, KTTTS, KOLO

JOHNNY PAYCHECK "Come To Me" (Mercury/PolyGram) 24/4
 Rotations: Heavy 0, Medium 8, Light 16, Total Adds 4, WYII, KFDI, KWJJ, KSOP, Medium: WCVR, KRRV, KYKR, WTVY, KYYX, KFGO, KTTTS, WTCM, Light: KEAN, KSSN, WLWI, WCMCS, WQW, KVOD

CHARLEY PRIDE "Have I Got Some Blues For You" (6th Avenue/Capitol) 23/21
 Rotations: Heavy 1, Medium 3, Light 19, Total Adds 21, WCAO, WYOU, WTSV, WYII, KRRV, KIKK, WDXE, KYXK, KBMR, KFGO, WDAF, KXXY, WYUJ, KTRK, KVOC, KFDI, KRKT, KRWO, KNIX, KTOB, KIGO

SUZY BOGUS "I Don't Want To Set The World On Fire" (Capitol) 20/7
 Rotations: Heavy 0, Medium 3, Light 17, Total Adds 7, KEAN, KYXK, KTTTS, WTCM, KVOD, KFDI, KUUY, Medium: WTVY, KRKT, Light: KMML, WKLO, KWXK, KVOC, KIM

WILLIE NELSON "Heart Of Gold" (Columbia) 17/17
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 17, WYOU, KEAN, KRRV, KIKK, WDAF, WTCM, KVOD, KUZZ, KVOC, KFRE, KNAX, KNIX, KTOB, KSOP, KCKC, KMPS, KRPM

MICKEY CLARK "When I'm Over You" (Evergreen) 17/2
 Rotations: Heavy 0, Medium 5, Light 12, Total Adds 2, WTSO, KOLO, Medium: WEZL, WAMZ, WOKK, KFGO, KRKT, Light: KRRV, WLWI, WCMCS, KYYX, WAXX, KWJJ

DANA McVICKER "I'd Rather Be Crazy" (EMI America) 16/5
 Rotations: Heavy 0, Medium 4, Light 12, Total Adds 5, WRNS, WPAK, KYYX, KFGO, KSOP, Medium: KRKT, KVOC, KKCS, KIGO, Light: WFOR, KMML, WTSO

KRIS KRISTOFFERSON "They Killed Him" (Mercury/PolyGram) 16/3
 Rotations: Heavy 0, Medium 6, Light 10, Total Adds 3, KKK, WCMCS, WUSN, Medium: WOKK, KYYX, WTCM, KFDI, KRKT, KUUY, Light: WCAO, KEAN, KFGO, KWMT, KVOD

SOUTHERN PACIFIC "Don't Let Go Of My Heart" (WB) 15/15
 Rotations: Heavy 1, Medium 0, Light 14, Total Adds 15, WYOU, WCVR, KEAN, KRRV, KMML, WLWK, WIVK, KBMR, WTCM, KVOD, KRKT, KVOC, KKCS, KNAX, KRWO

BILLY MONTANA & THE LONG SHOTS "Crazy Blue" (WB) 15/13
 Rotations: Heavy 0, Medium 0, Light 15, Total Adds 13, WCVR, WIXY, KMML, WYMI, WCMCS, WPAK, WQW, WYUJ, KRST, KVOC, KKCS, KRWO, KTOB, Light: WGNA, KRPM

D.B. McCLINTON "Turn The Music On" (Epic) 15/5
 Rotations: Heavy 0, Medium 1, Light 14, Total Adds 5, KIKK, KYYX, WWWV, KFDI, KRKT, Medium: KIGO, Light: WIXY, WTVY, WOKK, WKSJ, WLWI, WSM, KFGO, KWMT, WQW

RIDE THE RIVER "You Left Her Lovin' You" (Advantage) 15/2
 Rotations: Heavy 0, Medium 3, Light 12, Total Adds 2, WYOU, WYII, Medium: WTVY, KYXK, KRKT, Light: KSSN, WOKK, KSO, KTTTS, KTRK, KVOC

T.G. SHEPPARD "You're My First Lady" (Columbia) 13/13
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 13, WYOU, KEAN, KRRV, KMML, WYAY, WYMI, WIVK, KBMR, KVOD, KVOC, KKCS, KNAX, KQIL

RAY STEVENS "Can He Love You Half As Much As I" (MCA) 13/5
 Rotations: Heavy 0, Medium 4, Light 9, Total Adds 5, WTCR, WTVY, KTRK, WTCM, KFRE, Medium: WYOU, KMML, KRKT, Light: WCVR, KEAN, KYKR, KWMT, WDAF

JOHNSTONS "Two Name Girl" (Hidden Valley) 13/0
 Rotations: Heavy 0, Medium 1, Light 12, Total Adds 0, Medium: KRKT, Light: WYOU, WXTU, WCVR, WIXY, WYII, WLWI, KJNE, KSO, KTTTS, KKAL, KRWO, KALF

DIAMONDS "Just A Little Bit" (Churchill) 13/0
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 0, Heavy: KRKT, Medium: WYVA, WQW, KOLO, KIGO, Light: KHEY, WLWI, KJNE, WAXX, KTTTS, WYUJ, KVOD, KGA

LARRY BOONE "Back In The Swing Of Things..." (Mercury/PolyGram) 11/11
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 11, WCVR, WYII, KEAN, KRRV, WTVY, KYXK, KYYX, KFGO, WDAF, WTCM, KVOD

MARTY HAGGARD "Weekend Cowboys" (MTM) 11/9
 Rotations: Heavy 0, Medium 1, Light 10, Total Adds 9, WCVR, WYII, KYXK, KSO, KTRK, KFRE, KRWO, KNIX, Light: WYOU, KUZZ

DESERT ROSE BAND "Ashes Of Love" (MCA/Curb) 10/10
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 10, WYOU, WIXY, KMML, KKIK, WDAF, WTCM, KRKT, KVOC, KKCS, KOLO

K.D. LANG "Rose Garden" (Sire/WB) 10/2
 Rotations: Heavy 0, Medium 2, Light 8, Total Adds 2, WYII, KYYX, Medium: WQW, KRKT, Light: WIXY, WUSQ, KCJB, WTCM, KRWO, KIBO

JIMMY MURPHY "Keep The Faith" (Encore) 9/1
 Rotations: Heavy 1, Medium 2, Light 6, Total Adds 1, WYII, Heavy: KSO, Medium: WLWI, KJNE, Light: WEZL, KIK-FM, KVOC, KRWO, KGA

RODNEY CROWELL "She Loves The Jerk" (Columbia) 8/6
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 6, WIXY, KMML, WOKK, WCMCS, KRMD, KTRK, Medium: WAMZ, Light: WQW

JEFF STEVENS & THE BULLETS "You're In Love Alone" (Atlantic America) 8/5
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 5, KEAN, KYKR, WCMCS, WTSO, WQW, Medium: KRKT, Light: WQBE, KVOC

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
GEORGE STRAIT/All My Ex's Live In Texas (MCA)	Ocean Front Property
DAN SEALS/Three Time Loser (EMI America)	Out On The Front Line
ALABAMA/Let's Hear It For The Girl (RCA)	The Touch
MEL McDANIEL/Just Can't Sit Down Music (Capitol)	Just Can't Sit Down...
REBA McCENTIRE/Why Not Tonight (MCA)	What Am I Going To Do...
MEL McDANIEL/57 Chevy & You (Capitol)	Just Can't Sit Down...
RESTLESS HEART/Wheels (RCA)	Wheels
JUDDS/Cow Cow Boogie (RCA/Curb)	Heart Land
WAYLON JENNINGS/Chevy Van (MCA)	Hangin' Tough



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FULL-SERVICE AC

TOP 20

Three Weeks Ago	Two Weeks Ago	Last Week	
4	2	2	1 JETS/You Got It All (MCA)
10	6	4	2 BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)
5	4	3	3 KENNY ROGERS/Twenty Years Ago (RCA)
1	1	1	4 LIONEL RICHIE/Ballerina Girl (Motown)
11	10	6	5 JANET JACKSON/Let's Wait Awhile (A&M)
2	3	5	6 CHICAGO/Will You Still Love Me? (WB)
12	9	8	7 PAUL McCARTNEY/Only Love Remains (Capitol)
15	13	11	8 LUTHER VANDROSS/Stop To Love (Epic)
6	8	9	9 LINDA RONSTADT & JAMES INGRAM/Somewhere Out There (MCA)
3	5	7	10 BILLY VERA & THE BEATERS/At This Moment (Rhino)
7	7	10	11 TOTO/Without Your Love (Columbia)
—	—	14	12 RESTLESS HEART/I'll Still Be Loving You (RCA)
BREAKER	15	15	13 STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)
9	12	12	14 BILLY JOEL/This Is The Time (Columbia)
14	14	13	15 JOURNEY/I'll Be Alright Without You (Columbia)
—	—	20	16 DARYL HALL/Someone Like You (RCA)
13	15	16	17 GLASS TIGER/Someday (Manhattan)
8	11	15	18 JEFFREY OSBORNE/In Your Eyes (A&M)
DEBUT	19	19	19 SERGIO MENDES/What Do We Mean To Each Other (A&M)
DEBUT	20	20	20 ARETHA FRANKLIN & GEORGE MICHAEL/I Knew You Were Waiting (For Me) (Arista)

MARCH 6, 1987

Total Reports/Adds	Heavy	Medium	Light
38/0	33	4	1
37/1	31	6	0
38/0	25	11	2
35/0	23	8	4
35/1	25	10	0
35/0	19	12	4
36/1	18	18	0
31/1	18	13	0
27/0	15	7	5
28/0	12	11	5
27/0	17	8	2
28/3	8	14	6
23/4	10	12	1
19/0	5	9	5
19/0	5	12	2
21/4	7	12	2
20/0	6	10	4
19/0	3	13	3
23/2	1	16	6
18/2	2	12	4

MOST ADDED

- SMOKEY ROBINSON (11)
- BILLY JOEL (8)
- ATLANTIC STARR (6)
- BILLY VERA & THE BEATERS (5)

HOTTEST

- BRUCE HORNSBY & THE RANGE (27)
- JETS (25)
- KENNY ROGERS (17)
- LIONEL RICHIE (16)
- JANET JACKSON (14)

BREAKERS

STARSHIP

Nothing's Gonna Stop Us Now (Grunt/RCA)

52% of our reporters on it. Rotations: Heavy 10, Medium 12, Light 1, Total Adds 4, KJR, WDBO, WSPD, WCIL. Moves 19-13 on the Full-Service chart.

NEW & ACTIVE

SMOKEY ROBINSON "Just To See Her" (Motown) 19/11

Rotations: Heavy 0, Medium 8/3, Light 11/8, Total Adds 11, WCHS, WROK, WSPD, KUGN, KSL, WNNR, WTKO, WMTR, WSTU, KFQD, KTWO. Medium including WCCO, KFMB, WPOE, KVEC. Light including WHBY, KBOI, WGBR.

ARETHA FRANKLIN & GEORGE MICHAEL "I Knew You Were Waiting (For Me)" (Arista) 18/2
Rotations: Heavy 2/0, Medium 12/1, Light 4/1, Total Adds 2, KJR, WSPD, HEAVY, WELI, WGY. Medium including KOY, WICC, WNNR, WPOE, WTKO, WMTR, WGBR, WSTU, WCIL, KFQD, KTWO. Light including WGW, WBA, WJBC. Debuts at #20 on the Full-Service chart.

BURNS SISTERS "Listen To The Beat Of A Heart" (Columbia) 18/1
Rotations: Heavy 2/0, Medium 10/1, Light 8/3, Total Adds 1, WPOE. Heavy: KTWO, KVEC. Medium including WCCO, WFRV, WBA, WSPD, KSL, WNNR, WMTR, WSTU, WJBC. Light: KFMB, WCHS, WGW, KBOI, WTKO, WGBR.

STEVE WINWOOD "The Finer Things" (Island/WB) 17/2
Rotations: Heavy 1/0, Medium 11/0, Light 5/2, Total Adds 2, WICC, WCIL. Heavy: KTWO. Medium: KOY, KFMB, WELI, WHBC, KUGN, WTKO, WMTR, WGBR, WSTU, KFQD, KVEC. Light including WCHS, WGW, WNNR.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 15/4
Rotations: Heavy 1/0, Medium 6/1, Light 8/3, Total Adds 4, WCHS, WTKO, WCIL, KVEC. Heavy: KTWO. Medium including WCCO, WHBY, WHFC, WPOE, WGBR. Light including WROK, KBOI, WNNR, WMTR, WSTU.

KOOL & THE GANG "Stone Love" (Mercury/PolyGram) 14/4
Rotations: Heavy 2/0, Medium 6/1, Light 6/3, Total Adds 4, WPRO, KFMB, WGY, WSPD, HEAVY, WSTU, KTWO. Medium including KBOI, KUGN, WNNR, WTKO, WMTR. Light including KJR, WGW, WHBC.

MIKI HOWARD "Come Share My Love" (Atlantic) 12/1
Rotations: Heavy 0, Medium 8/0, Light 4/1, Total Adds 1, KJR. Medium: WCCO, WSPD, KUGN, WNNR, WMTR, WGBR, WSTU, KVEC. Light including WCHS, WROK, WTKO.

POINTER SISTERS "All I Know Is The Way I Feel" (RCA) 12/1
Rotations: Heavy 0, Medium 9/1, Light 3/0, Total Adds 1, WFRV. Medium including KOY, KFMB, KUGN, WNNR, WPOE, WMTR, WASK, KTWO. Light: WCHS, WTKO, WSTU.

ATLANTIC STARR "Always" (WB) 11/6
Rotations: Heavy 0, Medium 6/3, Light 5/3, Total Adds 6, WHBC, KSL, WTKO, KFQD, KTWO, KVEC. Medium including WHBY, KUGN, WASK. Light including WBA, WMTR.

PAUL SIMON "The Boy In The Bubble" (WB) 11/1

Rotations: Heavy 0, Medium 6/0, Light 5/1, Total Adds 1, WICC. Medium: WCCO, WCHS, KUGN, WTKO, WJBC, KTWO. Light including WHBC, WGBR, WCIL, KFQD.

BRUCE WILLIS "Respect Yourself" (Motown) 11/1

Rotations: Heavy 4/0, Medium 5/1, Light 2/0, Total Adds 1, KOY. Heavy: WICC, WELI, WNNR, WPOE. Medium including WGW, WSPD, WMTR, WSTU. Light: KBOI, WTKO.

SHEILA E "Hold Me" (WB) 11/1

Rotations: Heavy 3/0, Medium 5/0, Light 3/1, Total Adds 1, WSTU. Heavy: WELI, WTKO, WCIL. Medium: WCHS, KUGN, KSL, WASK, KVEC. Light including WNNR, WMTR.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 9/5

Rotations: Heavy 0, Medium 3/1, Light 6/4, Total Adds 5, WHBY, WBA, WNNR, WTKO, KTWO. Medium including WPOE, WCIL. Light including WGBR, KFQD.

TIM FEEHAN "Listen For The Heartbeat" (Scotti Bros./CBS) 9/4

Rotations: Heavy 0, Medium 2/1, Light 7/3, Total Adds 4, WCHS, WDBO, WTKO, KVEC. Medium including WCCO. Light including WHBY, WHBC, WGBR, WJBC.

GENESIS "Tonight, Tonight, Tonight" (Atlantic) 9/2

Rotations: Heavy 2/1, Medium 3/0, Light 4/1, Total Adds 2, KOY, WGW. Heavy including KTWO. Medium: WICC, WPOE, WSTU. Light including WCHS, WNNR, WMTR.

BILLY JOEL "Baby Grand" (Columbia) 8/8

Rotations: Heavy 0, Medium 3/3, Light 5/5, Total Adds 8, WPRO, WICC, WHBY, KSL, WPOE, WGBR, WSTU, KTWO.

MILLIE SCOTT "Ev'ry Little Bit" (4th & Brdwy/Is) 8/4

Rotations: Heavy 0, Medium 5/2, Light 3/2, Total Adds 4, WTKO, WMTR, WASK, KVEC. Medium including WCCO, WHBY, KSL. Light including WNNR.

SIGNIFICANT ACTION

RUSS TAFF "I'm Not Alone" (A&M) 7/0

Rotations: Heavy 0, Medium 4/0, Light 3/0, Total Adds 0, Medium: WCCO, WHBY, WSPD, KVEC. Light: WTKO, WGBR, WJBC.

D. PARTON, L. RONSTADT, E. HARRIS "To Know Him Is To Love Him" (WB) 6/4

Rotations: Heavy 0, Medium 0, Light 6/4, Total Adds 4, WCHS, WHBY, WGBR, WJBC. Light including WTMJ, KFQD.

EL DEBARGE "Starlight Express" (MCA) 6/3

Rotations: Heavy 0, Medium 3/2, Light 3/1, Total Adds 3, KSL, WNNR, KTWO. Medium including KUGN. Light including WHBY, WJBC.

KENNY LOGGINS "Meet Me Half Way" (Columbia) 5/4

Rotations: Heavy 0, Medium 1/0, Light 4/4, Total Adds 4, WBA, WPOE, WMTR, KTWO. Medium: KSL.

AMY GRANT "Angels" (A&M) 5/2

Rotations: Heavy 0, Medium 3/2, Light 2/0, Total Adds 2, WASK, KTWO. Medium including WJBC. Light: WCHS, WGBR.

STEVE WARINER "Small Town Girl" (MCA) 5/2

Rotations: Heavy 0, Medium 3/0, Light 2/2, Total Adds 2, WPOE, WGBR. Medium: WCCO, WHBY, WJBC.

SHIRLEY MURDOCK "As We Lay" (Elektra) 5/0

Rotations: Heavy 0, Medium 0, Light 5/0, Total Adds 0, Light: WICC, WNNR, WMTR, WSTU, KFQD.

KENNY G "Songbird" (Arista) 4/2

Rotations: Heavy 0, Medium 1/1, Light 3/1, Total Adds 2, KUGN, KVEC. Light including WHBY, WGBR.

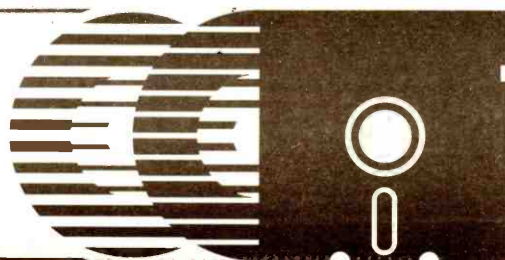
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BREAKERS.

SMOKEY ROBINSON

Just To See Her (Motown)

58% of our reporters on it. Rotations: Heavy 0, Medium 22, Light 33, Total Adds 26 including WPIX, WHTX, WLTS, W101, WARM98, KYKY, B100, WMGN, KWAV, KWFN. Debuts at number 30 on the AC chart.

NEW & ACTIVE

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Columbia) 44/7

Rotations: Heavy 0, Medium 25/1, Light 19/6, Total Adds 7, KYKY, WHRN, KKLK, KWFM, WKNE, WGSV, WKYX, Medium including WLTS, WQMG, WXTG, WTFM, WTRX, KWAV, WMAJ, WEIM, WPPA, WCKQ, WCHV, WAGE, WAEV.

SIMPLY RED "The Right Thing" (Elektra) 37/12

Rotations: Heavy 0, Medium 14/3, Light 23/9, Total Adds 12, WARM98, WKYE, WTFM, WRKA, WMGN, KVUU, WKNE, WSKY, KRBL, WKYX, K99, KALE. Medium including WAEB, KWFN, WEIM, WPPA, WCKQ, WGSV, WZLQ, KKLY.

EL DeBARGE "Starlight Express" (MCA) 33/13

Rotations: Heavy 0, Medium 5/1, Light 28/12, Total Adds 13, KIFM, KEY103, WTRX, WKNE, WQHQ, WPPA, WSKY, KRBL, WKYX, WAEV, WMTFM, WJON, KALE. Medium including WEIM, WAGE, WBGW, KKLY. Light including KYKY, B100, WAEB.

BILLY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 28/12

Rotations: Heavy 1/0, Medium 6/2, Light 21/10, Total Adds 12, WNAM, WTRX, WPPA, WSKY, WORG, WKYX, WAEV, WZLQ, KFSB, KWEB, WJON, KQSW. Heavy: KMZQ. Medium including WZDZ, WEIM, WQHQ, WBGW. Light including WKYE, WRKA, WMAJ.

KENNY G "Songbird" (Arista) 28/6

Rotations: Heavy 0, Medium 13/1, Light 15/5, Total Adds 6, WLTS, WKGW, WTFM, WTRX, WJON, KALE. Medium including WPIX, WEIM, WKNE, WSKI, WQHO, WSKY, WCHV, WGSV, WBGW, WZLQ, WMTFM, KQSW. Light including WNIC, WNAM.

PAUL SIMON "The Boy In The Bubble" (WB) 28/2

Rotations: Heavy 1/0, Medium 12/0, Light 15/2, Total Adds 2, WNAM, WAHR. Heavy: WEIM. Medium: WKYE, WSKI, WQHO, WSKY, WCRQ, WCHV, WGSV, WBGW. WMTFM, KYJC, KQSW, KALE. Light including WKGW, KEY103, WZDZ, K10A.

ROBERT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 25/2

Rotations: Heavy 3/0, Medium 11/0, Light 11/2, Total Adds 2, WHYE, KDUK. Heavy: WKYE, WSKY, KTYL. Medium: WNAM, WGLL, WSKI, WPPA, WCKQ, WCHV, WAGE, KRBL, WAEV, KQSW, KALE. Light including KVIL, B100, KEY103.

EDDIE MONEY "I Wanna Go Back" (Columbia) 24/0

Rotations: Heavy 4/0, Medium 17/0, Light 3/0, Total Adds 0, Heavy: WLTF, WGLL, WSKI, WFFX. Medium: WMLT, KKLT, B100, WKYE, WRKA, WHYE, K10A, KVUU, KDUK, WSKY, WCKQ, WCHV, KRBL, WORG, KTYL, KQSW, KALE.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BRUCE HORNSBY & THE RANGE	93/0	86	5	2
2 JANET JACKSON	94/1	77	14	3
3 STARSHIP	90/1	74	15	1
4 JETS	87/0	73	12	2
5 LUTHER VANDROSS	82/0	58	19	5
6 TOTO	75/0	45	25	5
7 DARYL HALL	82/1	52	27	3
8 JOURNEY	73/0	33	34	6
9 PAUL McCARTNEY	78/1	45	28	5
10 ARETHA FRANKLIN & GEORGE MICHAEL	82/15	15	47	20
11 RESTLESS HEART	78/6	28	39	11
12 KOOL & THE GANG	73/2	26	39	8
13 LIONEL RICHIE	58/0	17	35	6
14 BRUCE WILLIS	60/1	31	26	3
15 CHICAGO	55/0	13	33	9
16 GLASS TIGER	53/0	12	31	10
17 STEVE WINWOOD	71/16	9	44	18
18 GENESIS	62/15	16	33	13
19 SHIRLEY MURDOCK	65/3	10	43	12
20 MIKI HOWARD	60/0	20	35	5
21 HUEY LEWIS & THE NEWS	46/1	25	14	7
22 READY FOR THE WORLD	59/1	22	25	12
23 KENNY ROGERS	61/0	29	26	6
24 LINDA RONSTADT & JAMES INGRAM	43/0	11	26	6
25 BURNS SISTERS	62/3	9	35	18
26 POINTER SISTERS	59/0	9	42	8
27 SERGIO MENDES	55/7	3	34	18
28 SHEILA E	51/5	7	31	13
29 BILLY VERA & THE BEATERS	38/0	1	24	13
30 SMOKEY ROBINSON	55/26	0	22	33

MOST ADDED

- SMOKEY ROBINSON (26)
- CYNDI LAUPER (18)
- GINO VANHELLI (17)
- ERIC MARTIN (16)
- STEVE WINWOOD (16)
- A. FRANKLIN & G. MICHAEL (15)
- GENESIS (15)
- KENNY LOGGINS (15)
- EL DeBARGE (13)
- SIMPLY RED (12)
- BILLY VERA (12)

HOTTEST

- BRUCE HORNSBY & THE RANGE (75)
- JETS (52)
- JANET JACKSON (51)
- STARSHIP (46)
- LUTHER VANDROSS (32)
- TOTO (27)
- DARYL HALL (21)
- PAUL McCARTNEY (20)
- RESTLESS HEART (13)
- JOURNEY (13)

SIGNIFICANT ACTION

AMY GRANT "Angels" (A&M) 23/11

Rotations: Heavy 0, Medium 4/1, Light 19/10, Total Adds 11, WAEB, WLACFM, WPPA, WSKY, WGSV, WORG, WAEV, WMTFM, WJON, KQSW, KALE. Medium including WEIM, KRBL, WBGW. Light including WNAM, WTRX, WKNE, WCHV, WZLQ, KFSB.

"TIL TUESDAY "Coming Up Close" (Epic) 22/0

Rotations: Heavy 2/0, Medium 12/0, Light 10/0, Total Adds 0, Heavy: WBGW, KQSW. Medium: WKGW, KDUK, WMAJ, WEIM, WQHO, WTRX, WCKQ, WCHV, KRBL, KYJC, KMGO, KALE. Light including WTFM, WSFL, K10A, WGSV, KFSB, WJON.

ATLANTIC STARR "Always" (WB) 21/10

Rotations: Heavy 1/0, Medium 6/2, Light 14/8, Total Adds 10, WQMG, KKLT, WTFM, WTRX, WEIM, WSKI, WZLQ, WJON, KRNO, KALE. Heavy: KOST. Medium including WQHO, WAGE, WBGW, KYJC. Light including WNIC, WZDZ, WHRN, WCHV, WORG.

CHINA CRISIS "Arizona Sky" (A&M) 21/1

Rotations: Heavy 3/0, Medium 6/0, Light 10/1, Total Adds 1, KKLT. Heavy: WNAM, WSKY, WCHV. Medium: WKYE, KEY103, K10A, 3WM, KMZQ, WPPA, WGSV, WJON. Light including B100, WAEB, WKGW, WXTX, WVVY, WLACFM, KDUK, KWEB, K99.

KENNY LOGGINS "Meet Me Half Way" (Columbia) 20/15

Rotations: Heavy 0, Medium 5/3, Light 15/12, Total Adds 15, WMTX, B100, WKYE, WLACFM, KMZQ, WSKY, WAGE, WBGW, WZLQ, KTYL, WMTFM, KKLY, KYJC, KQSW, KMGO. Medium including WPPA, K99. Light including K10A, WAEV, KFSB.

MILLIE SCOTT "Ev'ry Little Bit" (4th & Broadway/Island) 20/2

Rotations: Heavy 1/0, Medium 4/0, Light 15/2, Total Adds 2, KRBL, KMGO. Heavy: WJON. Medium: WCHV, KYJC, KQSW, KALE. Light including WAEB, WNAM, WTRX, WEIM, WSKI, WQHO, WGSV, WAGE, WORG, WBGW, WZLQ, WMTFM, KKLY.

ALAN PARSONS PROJECT "Standing On Higher Ground" (Arista) 20/1

Rotations: Heavy 1/0, Medium 13/0, Light 8/1, Total Adds 1, WAEB. Heavy: WSKY. Medium: KIFM, WZDZ, WNAM, WSKI, WCKQ, WCHV, WAEV, WBGW, KKLY, KYJC, KQSW, KALE. Light including B100, KEY103, WVVY, WGSV, WZLQ.

CYNDI LAUPER "What's Going On" (Portrait/CBS) 18/10

Rotations: Heavy 0, Medium 0, Light 18/18, Total Adds 18, KEY103, WNAM, KWFN, WEIM, WSKI, WQHO, WCKQ, WGSV, WAGE, KRBL, WORG, WAEV, WBGW, KTYL, KKLY, KYJC, KQSW, KALE.

GINO VANHELLI "Wild Horses" (CBS Associated) 18/7

Rotations: Heavy 0, Medium 3/2, Light 15/15, Total Adds 17, KIFM, WKYE, WXTX, WHYE, WNAM, WEIM, WSKI, WPPA, WSKY, WCKQ, WAGE, WAEV, KFSB, KRBL, KQSW, KMGO, KALE. Medium including WBGW.

CROWDED HOUSE "Don't Dream It's Over" (Capitol) 18/5

Rotations: Heavy 1/0, Medium 10/2, Light 7/3, Total Adds 5, WNIC, WLACFM, WHYE, WSKY, KTYL. Heavy: K101. Medium including KVIL, KYKY, KDUK, KMZQ, KWAV, WSKI, WPPA, WFFX. Light including B100, WKYE, KRBL, KQSW.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 18/16

Rotations: Heavy 0, Medium 1/1, Light 15/15, Total Adds 16, KEY103, WNAM, WEIM, WSKI, WQHO, WCKQ, WGSV, WAGE, WORG, WBGW, WZLQ, KTYL, KKLY, KYJC, KQSW, KALE.

LONE JUSTICE "Shelter" (Geffen) 14/1

Rotations: Heavy 0, Medium 8/0, Light 6/1, Total Adds 1, KFSB. Medium: B100, KWAV, WSKI, WBGW, WJON, KALE. Light including KIFM, WTFM, WSFL, K10A, KDUK, KRBL, WMTFM.

BRUCE SPRINGSTEEN "Fire" (Columbia) 12/0

Rotations: Heavy 2/0, Medium 8/0, Light 4/0, Total Adds 0, Heavy: WMAJ, WGLL. Medium: KVIL, KMJ, K101, KDUK, WCKQ, KALE. Light: KYKY, KIFM, WZLQ, KTYL.

CLUB NOUVEAU "Lean On Me" (WB) 11/4

Rotations: Heavy 2/0, Medium 6/1, Light 3/3, Total Adds 4, U102, KDUK, KKLK, WPPA. Heavy: WGLL, KRBL. Medium including B100, WKYE, WRKA, WHYE, WFFX.

BILLY JOEL "Baby Grand" (Columbia) 10/10

Rotations: Heavy 0, Medium 4/4, Light 6/6, Total Adds 10, WPIX, WTRX, KDUK, WMAJ, WQHO, WCKQ, WORG, WAEV, WMTFM, KKLY.

BANGLES "Walking Down Your Street" (Columbia) 10/4

Rotations: Heavy 0, Medium 5/1, Light 5/3, Total Adds 4, WNIC, B100, WAEV, WZLQ. Medium including KDUK, WSKY, WFFX, KYJC. Light including WCHV, KQSW.

Breakers are those records that have achieved concurrent airplay at 50% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 8-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the A/C chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

EXPERIENCE THE **INITIAL THRILL** OF

Kenia

WITH THE DEBUT SINGLE

"DON'T LET ME BE LONELY TONIGHT"



PRODUCED BY PETER DRAKE

Management: William D. Henslee

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MCA RECORDS





I Will Be There

THE NEW SINGLE FROM THE ALBUM "ON THE FRONTLINE"
PRODUCED BY KYLE LEHNING
DIRECTION: MORNINGSTAR MANAGEMENT

Dan Seals

EMI
AMERICA

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NEW ARTISTS

Albums

Reports/Adds

1	CONCRETE BLONDE/Concrete... (IRS/MCA)	91/8
2	FROZEN GHOST/Frozen Ghost (Atlantic)	87/38
3	CINDERELLA/Night Songs (Mercury/Pg)	72/17
4	STRANGLERS/Dreamtime (Epic)	54/10
5	PSEUDO ECHO/Love An Adventure (RCA)	52/4
6	LITTLE AMERICA/Little America (Geffen)	50/13
7	ESQUIRE/Esquire (Geffen)	49/3
8	HIPSWAY/Hipsway (Columbia)	44/5
9	POISON/Look What The Cat... (Capitol/Enigma)	36/6
10	CHINA CRISIS/What Price Paradise (Virgin/A&M)	28/2

Tracks

1	CONCRETE BLONDE/True (IRS/MCA)	89/7
2	TESLA/Modern Day Cowboy (Geffen)	89/7
3	FROZEN GHOST/Should I See (Atlantic)	87/39
4	GLASS TIGER/I Will Be There (Manhattan)*	66/17
5	CINDERELLA/Somebody Save Me (Mercury/Pg)	60/23
6	ROBERT CRAY BAND/I Guess I... (Mercury/Pg)*	60/16
7	STRANGLERS/Always The Sun (Epic)	52/10
8	EUROPE/Rock The Night (Epic)*	50/24
9	LITTLE AMERICA/Walk On Fire (Geffen)	50/13
10	PSEUDO ECHO/Living In A Dream (RCA)	50/3

New Artists are those who have never had an AOR Breaker. Asterisks (*) indicate additional tracks from albums which have already been Breakers and thus no longer appear among the albums listed.

The Damned

Alone Again Or

Featuring Special
Black Vinyl Pressing

NEW & ACTIVE

ALBUMS & TRACKS

WBCN WNEW Q107 KYYS
WLIR WHJY WXRT 91X

MCA RECORDS
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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS®

168 REPORTS

Three Weeks	Two Weeks	Last Week		Reports/Adds	Power	Heavy	Medium
1	1	1	1	LOU GRAMM/Midnight Blue (Atlantic)	149-0	68-147	2=
8	2	2	2	GREGG ALLMAN BAND/I'm No Angel (Epic)	157-0	52+135	21-
10	7	3	3	SAMMY HAGAR/Winner Takes It All (Columbia)	144-2	43+117	25-
—	15	8	4	PETER WOLF/Come As You Are (EMI America)	158+3	29+107	45-
15	11	7	5	STEVE WINWOOD/The Finer Things (Island/WB)	136-4	33+111	22-
5	4	6	6	REO SPEEDWAGON/That Ain't Love (Epic)	134-0	36-107	26-
—	27	12	7	PATTY SMYTH/Never Enough (Columbia)	147+7	7+77	67-
51	29	19	8	CUTTING CREW/ (I Just) Died In Your Arms (Virgin)	148+9	4+49	93-
6	6	6	9	LOS LOBOS/Shakin' Shakin' Shakes (Slash/WB)	126-0	12-67	54-
19	13	9	10	ERIC CLAPTON/Miss You (Duck/WB)	122-3	22+73	47-
4	3	5	11	ALAN PARSONS PROJECT/Standing On Higher Ground (Arista)	114-2	20-75	38-
29	20	13	12	CROWDED HOUSE/Don't Dream It's Over (Capitol)	121+9	16-71	44+
13	12	10	13	GEORGIA SATELLITES/Battleship Chains (Elektra)	127-3	8=66	57-
27	24	21	14	DEEP PURPLE/Call Of The Wild (Mercury/Pg)	125+4	3=45	66-
38	30	25	15	PAUL SIMON/The Boy In The Bubble (WB)	119+7	9+36	75-
—	48	27	16	JON BUTCHER/Goodbye Saving Grace (Capitol)	132+17	0-22	94+
24	23	20	17	SANTANA/Veracruz (Columbia)	113-2	7+42	66-
31	25	22	18	BARBUSTERS I/JOAN JETT/Light Of Day (Blackheart/CBS)	123-0	1=27	88+
2	4	11	19	BRUCE HORNSBY & THE RANGE/Mandolin Rain (RCA)	87-0	19-62	21+
18	14	14	20	STARSHIP/Nothing's Gonna Stop Us Now (Grunt/RCA)	95-1	16-68	25-
25	18	18	21	STEVIE RAY VAUGHAN & DOUBLE.../Willie The Wimp (Epic)	107-0	1-30	73-
9	10	17	22	BOSTON/Can'tcha Say/Still In Love (MCA)	80-2	11-52	22-
3	8	16	23	WORLD PARTY/Ship Of Fools (Chrysalis)	83-0	7-47	29-
44	33	29	24	PSYCHEDELIC FURS/Heartbreak Beat (Columbia)	108+13	4-27	69+
7	9	15	25	GENESIS/Tonight, Tonight, Tonight (Atlantic)	75-0	15-55	16-
48	35	30	26	LOU GRAMM/Ready Or Not (Atlantic)	94+8	1=29	61+
58	54	33	27	BON JOVI/Never Say Goodbye (Mercury/Pg)	86+21	6+36	45+
22	26	28	28	ROBIN TROWER/No Time (GNP/Crescendo)	87-0	4-23	60-
—	40	25	29	ANDY TAYLOR/I Might Lie (MCA)	103+15	1+6	73+
55	53	38	30	HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	85+15	3-24	58+
11	16	24	31	EDDIE MONEY/I Wanna Go Back (Columbia)	50-0	11-34	13-
41	37	35	32	TESLA/Modern Day Cowboy (Geffen)	89+7	0-14	54-
50	43	37	33	CONCRETE BLONDE/True (IRS/MCA)	89+9	1+11	61+
43	39	36	34	KINKS/Lost And Found (MCA)	75-8	2-17	46-
—	56	35	35	FROZEN GHOST/Should I See (Atlantic)	87+39	1=6	63+
26	26	36	36	JULIAN COPE/World Shut Your Mouth (Island)	71-0	0=14	47-
21	21	23	37	BENJAMIN ORR/Too Hot To Stop (Elektra)	67-0	4-18	46-
14	28	32	38	ROBERT CRAY BAND/Smoking Gun (Mercury/Pg)	51-0	7-26	18-
—	57	39	39	DOKKEN/Dream Warriors (Theme From "A Nightmare...") (Elektra)	77+28	2+5	52+
—	48	40	40	GLASS TIGER/I Will Be There (Manhattan)	66+17	2=7	54+
16	19	31	41	EUROPE/The Final Countdown (Epic)	46-0	2-24	19-
—	50	42	42	ROBERT CRAY BAND/I Guess I Showed Her (Mercury/Pg)	60+16	1=11	43+
—	59	43	43	EDDIE MONEY/Endless Nights (Columbia)	44+18	4+19	24+
—	59	44	44	BON JOVI/Let It Rock (Mercury/Pg)	49+6	3+14	30+
DEBUT	45	45	45	CINDERELLA/Somebody Save Me (Mercury/Pg)	60+23	1=6	38+
46	42	41	46	LONE JUSTICE/I Found Love (Geffen)	59-1	0=9	38-
DEBUT	46	47	47	WHITESNAKE/Still Of The Night (Geffen)	62/62	0	3 40
37	36	39	48	COLIN JAMES HAY/Hold Me (Columbia)	55-0	0=6	36-
DEBUT	49	49	49	BILLY IDOL/Sweet Sixteen (Chrysalis)	49+28	1+10	31+
12	17	34	50	BON JOVI/Livin' On A Prayer (Mercury/Pg)	36-0	8-17	14+
DEBUT	50	50	50	EUROPE/Rock The Night (Epic)	50+24	0=3	36+
—	60	54	51	STRANGLERS/Always The Sun (Epic)	52+10	0=9	26+
DEBUT	53	53	53	LOS LOBOS/Set Me Free (Rosa Lee) (Slash/WB)	37+14	0=16	17+
56	56	47	54	PSEUDO ECHO/Living In A Dream (RCA)	50-3	0-4	31-
DEBUT	55	55	55	STEVE MILLER BAND/I Wanna Be Loved (But By...) (Capitol)	38+12	3+13	21+
DEBUT	56	56	56	LITTLE AMERICA/Walk On Fire (Geffen)	50+13	1=4	27+
60	58	51	57	BOB GELDOF/Love Like A Rocket (Atlantic)	37-3	0=7	24-
17	32	49	58	ERIC CLAPTON/Tearing Us Apart (Duck/WB)	29-0	0=14	13-
—	60	59	59	HIPSWAY/The Honeythief (Columbia)	40+4	1=8	24-
DEBUT	60	60	60	ESQUIRE/To The Rescue (Geffen)	46+5	0=1	32+

BREAKERS®

PSYCHEDELIC FURS
Heartbreak Beat (Columbia)
64% of our reporters on it.

ANDY TAYLOR
I Might Lie (MCA)
61% of our reporters on it.

KICK START
THE LOVE REMOVAL MACHINE



FROM THE FORTHCOMING ALBUM **ELECTRIC**
ON SIRE RECORDS

PRODUCED BY RICK RUBIN
MANAGEMENT: IAN GRANT / ALAN EDWARDS



BEGGARS BANQUET

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RADIO & RECORDS NATIONAL AIRPLAY

AOR ALBUMS

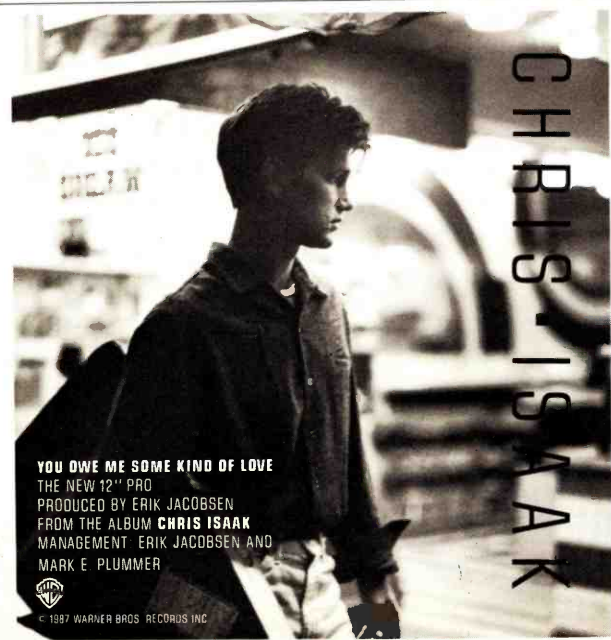
168 REPORTS

MARCH 6, 1987

Three Two Last
Weeks Weeks Weeks

1	1	1	LOU GRAMM /Ready Or Not (Atlantic)
13	5	2	GREGG ALLMAN BAND /I'm No Angel (Epic)
2	2	3	ERIC CLAPTON /August (Duck/WB)
15	11	4	OVER THE TOP /Soundtrack (Columbia)
11	7	5	RED SPEEDWAGON /Life As We Know It (Epic)
16	13	6	STEVE WINWOOD /Back In The High Life (Island/WB)
3	4	7	BON JOVI /Slippery When Wet (Mercury/Pg)
10	9	8	LOS LOBOS /By The Light Of The Moon (Slash/WB)
8	8	9	GEORGIA SATELLITES /Georgia Satellites (Elektra)
—	19	10	PATTY SMYTH /Never Enough (Columbia)
6	3	11	ALAN PARSONS PROJECT /Gaudi (Arista)
—	21	12	CUTTING CREW /Broadcast (Virgin)
28	19	13	CROWDED HOUSE /Crowded House (Capitol)
9	15	14	ROBERT CRAY BAND /Strong Persuader (Mercury/Pg)
18	16	15	DEEP PURPLE /The House Of Blue Light (Mercury/Pg)
—	18	17	SANTANA /Freedom (Columbia)
7	12	13	WORLD PARTY /Private Revolution (Chrysalis)
5	10	12	BOSTON /Third Stage (MCA)
4	6	11	BRUCE HORNSBY & THE RANGE /The Way It Is (RCA)
36	28	20	PAUL SIMON /Graceland (WB)
—	24	22	LIGHT OF DAY /Soundtrack (Blackheart/CBS)
DEBUT	22	23	JON BUTCHER /Wishes (Capitol)
14	17	20	EDDIE MONEY /Can't Hold Back (Columbia)
—	32	23	PSYCHEDELIC FURS /Midnight To Midnight (Columbia)
24	23	25	STEVIE RAY VAUGHAN & DOUBLE TROUBLE /Live Alive (Epic)
12	14	16	GENESIS /Invisible Touch (Atlantic)
23	20	27	ROBIN TROWER /Passion (GNP/Crescendo)
—	37	33	HUEY LEWIS & THE NEWS /Fore! (Chrysalis)
17	22	29	EUROPE /The Final Countdown (Epic)
38	34	30	TESLA /Mechanical Resonance (Geffen)
29	33	31	KINKS /Think Visual (MCA)
—	36	32	CONCRETE BLONDE /Concrete Blonde (IRS/MCA)
21	26	30	PRETENDERS /Get Close (Sire/WB)
20	21	34	BENJAMIN ORR /The Lace (Elektra)
DEBUT	35	35	FROZEN GHOST /Frozen Ghost (Atlantic)
31	38	37	CINDERELLA /Night Songs (Mercury/Pg)
25	25	37	JULIAN COPE /World Shut Your Mouth (Island)
19	27	35	STEVE MILLER BAND /Living In The 20th Century (Capitol)
26	30	40	BILLY IDOL /Whiplash Smile (Chrysalis)
DEBUT	40	40	GLASS TIGER /The Thin Red Line (Manhattan)

Reports/Adds	Power	Heavy	Medium
151 -/0	68 -	148 =	3 +
160 -/0	54 +	136 +	23 -
143 -/1	25 +	85 -	56 +
146 =/2	44 +	119 +	25 -
139 -/0	36 -	109 +	30 -
137 -/3	33 +	112 +	22 -
137 +/6	18 -	67 -	64 +
138 -/1	12 -	72 -	61 -
141 -/3	9 -	74 -	63 +
147 +/7	7 +	77 +	67 -
123 -/1	21 -	79 -	43 -
152 +/10	4 +	50 +	96 -
124 +/10	16 -	73 +	45 +
127 +/7	8 -	38 -	77 +
131 -/2	3 -	47 -	69 -
119 -/2	8 +	45 +	69 -
114 -/9	7 -	53 -	48 +
96 -/3	13 -	61 -	28 -
93 -/1	19 -	63 -	26 +
121 +/7	9 +	37 +	76 -
129 +/3	1 =	27 +	92 +
132 /16	0	22	94
83 -/11	13 -	46 -	34 +
110 +/13	4 -	28 +	70 +
107 -/0	1 -	30 +	73 -
78 -/0	15 -	56 -	18 -
92 -/0	4 -	23 -	65 -
90 +/11	3 -	28 +	58 +
88 -/14	2 -	26 -	50 +
100 +/9	0 -	17 +	59 =
79 -/8	3 -	20 +	47 -
91 +/8	1 +	11 +	63 +
64 -/1	5 +	24 -	29 -
75 -/0	4 -	20 -	50 -
87 +/38	1 =	6 +	63 +
72 +/17	2 -	11 -	43 +
71 -/2	0 =	14 -	47 -
58 -/6	4 -	25 -	27 -
59 +/17	2 -	17 =	32 +
68 +/17	2 =	8 +	55 +



YOU OWE ME SOME KIND OF LOVE
THE NEW 12" PRO
PRODUCED BY ERIK JACOBSEN
FROM THE ALBUM CHRIS ISAAK
MANAGEMENT ERIK JACOBSEN AND
MARK E. PLUMMER

CHRIS ISAAK

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BREAKERS

JON BUTCHER
Wishes (Capitol)
79% of our reporters on it.

PSYCHEDELIC FURS
Midnight To Midnight (Columbia)
65% of our reporters on it.

TESLA
Mechanical Resonance
60% of our reporters on it.

NEW & ACTIVE

STRANGLERS "Dreamtime" (Epic) 54/10 (45/6)
Adds: WLZ, WPYX, WHEB, WZEW, WDI, WKQZ, WIOT, KNXF, KDJK, KYTD. Heavy 9: WLJR, WXRK, KROQ, 91X, WHFS, CHEZ, KZEL, KMMX, KTCL. Medium 27 including WNEW, WGR, WXRT, KBCO, KFOG, KRQR, WOUR, KNCN, WYFV, KTCZ.

PSEUDO ECHO "Love An Adventure" (RCA) 52/4 (52/5)
Adds: WHFS, KTCZ, KFME, KKKJ. Powers 1. Heavy 5: WLJR, KROQ, WPLR, KGRQ, KRQU. Medium 33 including WMMR, KTXQ, WLZ, WRIF, 91X, KGB, KROR, KOME, WZZO, WTPA.

LITTLE AMERICA "Little America" (Geffen) 50/13 (37/19)
Adds including WCMF, WOUR, WEGR, WZEW, WKV, WRQK, KGGQ, KMOD, KDJK, WRKI. Powers 1. Heavy 4: KTXQ, WERN, KWIC, KRQU. Medium 27 including WNEW, KLOL, WYNF, WLZ, WQFM, KQRS, KUPO, KGB, WYFV, WQMF.

ESQUINE "Esquire" (Geffen) 49/3 (48/3)
Adds: WIOQ, KISS, WIZN. Heavy 1: WMRY. Medium 35 including WMMR, WDW, WLVO, WQFM, KOME, WPYX, KLB, KNCN, KLAQ, WYFV.

HIPSWAY "Hipsway" (Columbia) 44/5 (40/7)
Adds: WBAB, KBCO, CFOX, WKQO, KNXF. Powers 2. Heavy 10: WLJR, KBPI, WPLR, KWIC, KNCN, KTCZ, WWCT, KMMX, KRNA, KRQU. Medium 26 including WNEW, WISN, WXRT, WLZ, WHFS, WAAF, WLAV, WMRY, WIOT.

JASON & THE SCORCHERS "Shit Standing" (EMI America) 38/4 (40/5)
Adds: WAQX, WXLP, KDJK, KOZZ. Heavy 3: WXRK, WKQO, KZEL. Medium 19 including WBYR, WQFM, KQRS, KUPO, WIMZ, KMAX, WMRY, KILO, KFME.

POISON "Look What The Cat Dragged In" (Enigma/Capitol) 36/6 (31/6)
Adds: WBAB, WNEW, WHEB, WOUR, WRKI, KZOO. Powers 1. Heavy 4 including KDJQ, KNAC, KTAL. Medium 16 including KBPI, WTPA, WPLR, KLAQ, WYFV, KISS, KILO, KDJK, KLPX.

CHINA CRISIS "What Price Paradise" (Virgin/A&M) 28/2 (30/3)
Adds: WBCN, WNEW. Powers 3. Heavy 9 including WLJR, KINK, 91X, KTCZ, KNXF, KKCY, KMMX, KGRQ. Medium 16 including WLUP, WXRT, WLZ, KBCO, KFOG, WHFS, WLAV, WMRY, WRKI.

CHRIS ISAAK "Chris Isaak" (WB) 27/6 (21/11)
Adds: KINK, KNCN, WMAD, KMOD, KNXF, KRQU. Powers 2. Heavy 6: WXRT, 91X, KFOG, KROR, WHFS, KKCY. Medium 16 including WBYR, KBCO, KZAP, WOUR, KILO, KZEL, KDJK, KFME, KYTD.

Continued on Page 87

CHR PARALLEL ONE PLAYLISTS

EAST

B104 WBSB
PD Steve Kingston
Baltimore

- 1 JAY-Z
- 2 JAY-Z
- 3 JAY-Z
- 4 JAY-Z
- 5 JAY-Z
- 6 JAY-Z
- 7 JAY-Z
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- 25 JAY-Z
- 26 JAY-Z
- 27 JAY-Z
- 28 JAY-Z
- 29 JAY-Z
- 30 JAY-Z

98.1 Philadelphia
PD: Scott Walker
& MD: Glenn Kalina
WCAU-FM
The Juice

- 1 JAY-Z
- 2 JAY-Z
- 3 JAY-Z
- 4 JAY-Z
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- 30 JAY-Z

103.7 Buffalo
WPhD
Ops. Director John Hager
MD: Mindy Michaels

- 1 JAY-Z
- 2 JAY-Z
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- 30 JAY-Z

ckoi 97 Montreal
PD: Bob Beauchamp
MD: Guy Brouilard

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WBLI
103.6 FM
Long Island
PD Bill Terry
MD: Ruth Tolson

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SOUTH
WGH
Norfolk
PD: Sheldon Borgert
MD: Doc Michaels

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ROCK 102 Buffalo
WBEN-FM
PD: Kevin Belcastro
MD: Roger Christian

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WKSE-FM Buffalo
98.5
Acting PD: Boom Boom Cannon
MD: Dave Gillen

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92 PRO-FM Providence
Ops. Manager: Tom Cuddy
MD: Vic Edwards

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CFTR 680 AM Toronto
VP Programming: Sandy Sanderson
MD: Bob Saint

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POWER 95 New York
WPL-FM RADIO
PD: Lary Berger
MD: Andy Dean

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Power Hits B94 Pittsburgh
FM
PD: Jim Richards
MD: Lori Campbell

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all hit 97.1 Dallas
KEGL
The Eagle
PD: John Roberts
Music Coord.: J.D. Ryan

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Q107 Washington D.C.
PD: Chuck Morgan
MD: Pam Trickett

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104.3 New York
WJLA
PD: Scott Shannon
MD: Frankie Blue

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WAWA Washington
PD: Mark St. John
MD: Gene Baxter

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WKSJ-FM Boston
108 FM
PD: Sunny Joe White
MD: Susan O'Connell

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B-106 Washington
Playin' the Best New Music... First!
MD: Marty Dempsey

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POWER 104 Houston
PD: Paul Christy
MD: Helene Pina

- 1 JAY-Z
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CHR PARALLEL ONE PLAYLISTS

493 Atlanta
MP/MD: Bob Case
MD: Lindsey Burdette

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

93Q Houston
PD: John Landis
Asst. PD: Ron Parker

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

94-Q Atlanta
PD: Fleetwood Gruver III
MD: Craig Ashwood

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

POWER 96 Detroit
PD: Rick Gillette
MD: Mark Jackson

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

KHTR 103.3 St. Louis
POWER
Ops. Manager: Dave Robbins
MD: Mark Todd

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

WBEM-FM 88.5 Chicago
PD: Buddy Scott
MD: Joe Bohannon

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

100 Miami
PD: Rick Stacy
Asst. PD/MD: Frank Amadio

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

KISS 108 FM Dallas
PD: Kevin Metheny

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

Q103 Tampa
Ops. Manager: Mason Dixon
MD: Bobby Rich

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

Q102 Cincinnati
Ops. Manager: Jim Fox
MD/Asst. PD: Dave Allen

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

KDWB 101 Minneapolis
PD: Dave Anthony
Asst. PD/MD: Don Michaels

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

Z95.5 ALL HITS WZCZ Detroit
PD: Brian Patrick
MD: Kathy Means

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

B97 New Orleans
PD: Shadow P. Stevens
MD: Joey Giovinco

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

The NEW Z104 WNVZ Norfolk
PD: Chris Bailey
MD: Mary Ann Raymont

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

99.7 DTX POP RADIO Detroit
PD: Jim Harper
MD: Mike Bradley

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

WNCI 97.9 Columbus
PD: Bill Richards
Asst. PD: Tom Kelly

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

94 WKTI Milwaukee
PD: Tim Fox
MD: Denise Laitran

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

W101.9 Minneapolis
PD: Gregg Swedberg
MD: Karen Wong

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

493 Atlanta
MP/MD: Bob Case
MD: Lindsey Burdette

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

93Q Houston
PD: John Landis
Asst. PD: Ron Parker

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

94-Q Atlanta
PD: Fleetwood Gruver III
MD: Craig Ashwood

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

POWER 96 Detroit
PD: Rick Gillette
MD: Mark Jackson

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

KHTR 103.3 St. Louis
POWER
Ops. Manager: Dave Robbins
MD: Mark Todd

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

WBEM-FM 88.5 Chicago
PD: Buddy Scott
MD: Joe Bohannon

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

CHR PARALLEL ONE PLAYLISTS

WLS Chicago AM 89.4

Ops. Manager John Gehron
Asst. PD/MD: Rich McMillan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

105.5 KWK THE NUMBER 1 HIT MUSIC STATION

PD: Wayne Richards St. Louis
MD: Jim Atkinson
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

MAGIC 107.1 KMKJ Portland

PD: Steve Naganuma
MD: Mike Badzik
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KS102FM San Diego

OMP/PD: Nick Ferrara
MD: Greg Rolling
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KMEL 100 San Francisco

PD: Lee Michaels
MD: Keith Natfaly
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

Y100 KRXY Denver

PD: Mark Bolke
MD: Dom Testa
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

Q104 KBEQ THE #1 HIT MUSIC STATION

PD: Steve Penun Kansas City
MD: Karen Barber
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

POWER95fm KCPW Kansas City

PD: Dene Hallam
MD: Kim Welsh
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KZZP104.7fm Phoenix

THE NUMBER 1 HIT MUSIC STATION
PD: Guy Zapoleon
MD: Kevin Weatherly
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

FM102 Sacramento

Ops. Manager: Chris Collins
Music Dept: Kevin Kei, Larry Morgan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

Z100 FM KKRZ Portland

PD: Sean Lynch
MD: Chef Buchanan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KWOD 105 Sacramento

PD: Tom Chase
MD: Mr. Ed
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

wmms 105.5 FM Cleveland

Ops. Manager: Kid Leo
PD: Brian Phillips
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

WEST KUBE 93FM Seattle

Ops. Manager: Gary Bryan
MD: Wendy Christopher
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KITS Live 105 San Francisco

PD: Richard Sanders
MD: Steve Masters
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KATD 95.3FM San Jose

PD: Gary Harlow
MD: Bob Weinstein
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

Los Angeles KIISFM 102.7

PD: Steve Rivers
MD: Gene Sandboom
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KPKE Denver

Ops. Director: Doug Erickson
MD: Dee Ann Metzger
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

79.5 WITZ Chicago

PD: Ric Lippincott
MD: Brian Kelly
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KWSS PD: Mike Preston San Jose

Asst. PD/MD: Robin Silva
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

99 FM KCPX Salt Lake City

PD: Lou Simon
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

97-KROY Sacramento

PD: Bob West
MD: Harley Davidson
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

101.5 FM Seattle

PD: Casey Keating
MD: Mark Allan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

101.5 FM Seattle

PD: Casey Keating
MD: Mark Allan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

79.5 WITZ Chicago

PD: Ric Lippincott
MD: Brian Kelly
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

KWSS PD: Mike Preston San Jose

Asst. PD/MD: Robin Silva
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

99 FM KCPX Salt Lake City

PD: Lou Simon
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

97-KROY Sacramento

PD: Bob West
MD: Harley Davidson
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

101.5 FM Seattle

PD: Casey Keating
MD: Mark Allan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

101.5 FM Seattle

PD: Casey Keating
MD: Mark Allan
1 1 JAMES LEVINS & THE JEWEL'S LEADER...

MOST ADDED EAST Cyndi Lauper Cutting Crew Prince Breakfast Club Jody Watley

HIGHLIGHTS

MOST ADDED SOUTH Cyndi Lauper Cutting Crew Breakfast Club Prince Luther Vandross

EAST PARALLEL TWO

WFLA/Tampa, FL Steve Cropper... WMMQ/Rochester, NY... WFLA/Tampa, FL Steve Cropper... WMMQ/Rochester, NY... WFLA/Tampa, FL Steve Cropper...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

SOUTH PARALLEL TWO

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

PARALLEL THREE

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO... WYCF/Denver, CO...

240 Reports 237 Current Reports The following station reported a frozen playlist week: Y106/Denver

The following stations failed to report this week and therefore their playlists were frozen: KBFM/McAllen-Brownsville 99GF/McShenecady

Music Key: (DP) Indicates the song is getting play during certain parts of the day and/or night, (RA) indicates the song was dropped from the playlist then readded.

PARALLELS

GENESIS
Tonight, Tonight, Tonight (Atlantic)
LP: Invisible Touch

Regional Reach: E 988, S 998, M 1008, W 988. National Summary: UP 21R, DEBITS 3, SAME 0, DOWNS 2, ADDS 1.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

LOU GRAMM
Midnight Blue (Atlantic)
LP: Ready Or Not

Regional Reach: E 888, S 878, M 808, W 698. National Summary: UP 173, DEBITS 11, SAME 9, DOWNS 9, ADDS 0.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

HIPSWAY
The Honeytree (Columbia)
LP: Hipsway

Regional Reach: E 798, S 728, M 698, W 768. National Summary: UP 121, DEBITS 19, SAME 18, DOWNS 15, ADDS 15.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

JANET JACKSON
Let's Wait Awhile (A&M)
LP: Control

Regional Reach: E 1008, S 978, M 908, W 948. National Summary: UP 206, DEBITS 11, SAME 23, DOWNS 2, ADDS 2.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

Kool & The Gang Continued

Regional Reach: E 548, S 578, M 508, W 578. National Summary: UP 0, DEBITS 1, SAME 0, DOWNS 0, ADDS 140.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

GLASS TIGER
I Will Be There (Manhattan)
LP: The Thin Red Line

Regional Reach: E 758, S 538, M 568, W 598. National Summary: UP 46, DEBITS 35, SAME 45, DOWNS 0, ADDS 23.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

SAMMY HAGAR
Winner Takes It All (Columbia)
LP: Over The Top Soundtrack

Regional Reach: E 488, S 798, M 318, W 398. National Summary: UP 34, DEBITS 14, SAME 34, DOWNS 4, ADDS 4.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

BRUCE HORNBY & THE RANGE
Mandolin Rain (RCA)
LP: The Way It Is

Regional Reach: E 908, S 878, M 808, W 878. National Summary: UP 206, DEBITS 3, SAME 17, DOWNS 2, ADDS 3.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

KOOL & THE GANG
Stone Love (Mercury/PolyGram)
LP: Forever

Regional Reach: E 688, S 658, M 588, W 658. National Summary: UP 73, DEBITS 26, SAME 31, DOWNS 25, ADDS 25.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

HUEY LEWIS & THE NEWS
Jacob's Ladder (Chrysalis)
LP: Fore

Regional Reach: E 958, S 928, M 858, W 928. National Summary: UP 81, DEBITS 6, SAME 67, DOWNS 75, ADDS 0.

Table with columns for Regional Reach (E, S, M, W) and National Summary (UP, DEBITS, SAME, DOWNS, ADDS). Includes sub-sections for P1, P2, P3, and H.

PARALLELS

L. Ronstadt & J. Ingram Continued...

KENNY LOGGINS Meet Me Half Way (Columbia) LP: Over The Top Soundtrack

Regional Summary Table for Kenny Loggins with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Kenny Loggins listing stations like WFLA, WFTS, WTVT, etc.

LONE JUSTICE Splitter (Geffen) LP: Siretta

Regional Summary Table for Lone Justice with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Lone Justice listing stations like WFLA, WFTS, WTVT, etc.

GLENN MEDeiros Nothing's Gonna Change My Love (A&M)

Regional Summary Table for Glenn Medeiros with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Glenn Medeiros listing stations like WFLA, WFTS, WTVT, etc.

SHIRLEY MURDOCK As We Lay (Elektra) LP: Shirley Murdock

Regional Summary Table for Shirley Murdock with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Shirley Murdock listing stations like WFLA, WFTS, WTVT, etc.

PRINCE Sign 'O' The... (Paisley Park/WB) LP: Sign 'O' The Times

Regional Summary Table for Prince with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Prince listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Summary Table for Reo Speedwagon with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

LINDA RONSTADT & JAMES INGRAM Something Out There (MCA) LP: Another American Tour Soundtrack

Regional Summary Table for Linda Ronstadt & James Ingram with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Linda Ronstadt & James Ingram listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Summary Table for Reo Speedwagon with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

PRINCE Sign 'O' The... (Paisley Park/WB) LP: Sign 'O' The Times

Regional Summary Table for Prince with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Prince listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Summary Table for Reo Speedwagon with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

LINDA RONSTADT & JAMES INGRAM Something Out There (MCA) LP: Another American Tour Soundtrack

Regional Summary Table for Linda Ronstadt & James Ingram with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Linda Ronstadt & James Ingram listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Summary Table for Reo Speedwagon with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

LINDA RONSTADT & JAMES INGRAM Something Out There (MCA) LP: Another American Tour Soundtrack

Regional Summary Table for Linda Ronstadt & James Ingram with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Linda Ronstadt & James Ingram listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

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Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

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Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

LINDA RONSTADT & JAMES INGRAM Something Out There (MCA) LP: Another American Tour Soundtrack

Regional Summary Table for Linda Ronstadt & James Ingram with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Linda Ronstadt & James Ingram listing stations like WFLA, WFTS, WTVT, etc.

ROBBIE NEVIL Dominos (Manhattan) LP: Robbie Nevil

Regional Summary Table for Robbie Nevil with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Robbie Nevil listing stations like WFLA, WFTS, WTVT, etc.

REO SPEEDWAGON That Ain't Love (Epic) LP: Life As We Know It

Regional Summary Table for Reo Speedwagon with columns for Reach, DEBITS, SAHM, DOWN, ADDS.

Regional Breakdown Table for Reo Speedwagon listing stations like WFLA, WFTS, WTVT, etc.

PARALLELS

SIGNIFICANT ACTION

A

ATLANTIC STARR
Always (WB)
LP: All in the Name Of Love

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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B

ANITA BAKER
Same Old Love... (Elektra)
LP: Anita Baker

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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C

JULIAN COPE
Word Shut Your Mouth (Island)
LP: World Shut Your Mouth

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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D

COVERGIRLS
Show Me (The Fever/Sutra)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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E

COREY HART
Dancin' With My Mirror (EMI America)
LP: Fields Of Fire

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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F

CHICO DEBARGE
The Girl Next Door (Motown)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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DEEP PURPLE
Cat Of The Wild (Mercury/PolyGram)
LP: The House Of Blue Light

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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F

FARRENHEIT
Fool In Love (WB)
LP: Farrenheit

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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G

SAMANTHA FOX
Do Ya Do Ya (Wanna...) (Jive/RCA)
LP: Touch Me

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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G

GEORGIA SATELLITES
Battleship Chains (Elektra)
LP: Georgia Satellites

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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H

COREY HART
Dancin' With My Mirror (EMI America)
LP: Fields Of Fire

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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J

FREDDIE JACKSON
Have You Ever Loved Somebody
LP: Just Like The First (Capitol)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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L

PAUL LEKAKIS
Boom Boom Let's Go Back... (ZYX)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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M

MADONNA
La Isla Bonita (Sire/WB)
LP: True Blue

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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M

ERIC MARTIN
Everytime I Think Of You (Capitol)
LP: It's Only Fooling Myself

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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M

MEL & KIM
Showing Out (Get Fresh...)
(Atlantic)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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P

ALAN PARSONS PROJECT
Standing On Higher Ground (Arista)
LP: Gaudi

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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P

POISON
Talk Dirty To Me (Capitol)
LP: Look What The Cat Dragged In

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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P

IGGY POP
Real Wild Child (Wild One)
LP: Bush-Bush-Blah

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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PSEUDO ECHO
Living In A Dream (RCA)
LP: Love An Adventure

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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PSYCHEDELIC FURS
Heartbreak Beat (Columbia)
LP: Midnight To Midnight

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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SMOKEY ROBINSON
Just To See Her (Motown)
LP: Keep Me

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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RUN D.M.C.
It's Tricky (Profile)
LP: Raising Hell

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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PAUL SIMON
The Boy In The Bubble (WB)
LP: Graceland

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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PAUL SIMON
The Boy In The Bubble (WB)
LP: Graceland

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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S

STARPOINT
Ho Wants My Body (Elektra)
LP: Sensational

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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V

LUTHER VANDROSS w/GREGORY HINES
There's Nothing Better Than Love
LP: Give Me The Reason (Epic)

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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GINO VANNELLI
Wild Horse (CBS Associated)
LP: Big Dreamers Never Sleep

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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VENETIANS
So Much For Love (Chrysalis)
LP: Calling In The Lions

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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BILLY VERA & THE BEATERS
I Can Take Of Myself (Rhino)
LP: By Request

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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BILLY VERA & THE BEATERS
I Can Take Of Myself (Rhino)
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P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
--	--	--

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I Can Take Of Myself (Rhino)
LP: By Request

P1 EAST SOUTH MIDWEST WEST KSTP 6-23	P2 EAST SOUTH MIDWEST WEST KSTP 6-23	P3 EAST SOUTH MIDWEST WEST KSTP 6-23
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RADIO & RECORDS NATIONAL WEEKLY

BREAKERS

PRINCE

Sign 'O' The Times (Paisley Park/WB)

80% of our reporters playing it. Moves: Up 32, Debuts 74, Same 23, Down 0, Adds 62 including Z100, WCAU, B94, PRO-FM, KKBQ, 92X, KATD. See Parallels, debuts at number 30 on the CHR chart.

KOOL & THE GANG

Stone Love (Mercury/PolyGram)

66% of our reporters playing it. Moves: Up 73, Debuts 29, Same 31, Down 0, Adds 25 including WPHD, Q107, 99DXT, KPKE, KATD, KPLZ, WZOK. See Parallels, debuts at number 34 on the CHR chart.

CUTTING CREW

(I Just) Died In Your Arms (Virgin)

63% of our reporters playing it. Moves: Up 3, Debuts 38, Same 35, Down 0, Adds 76 including WPHD, WAVA, KEGL, KKBQ, WMM5, WNCI, KZZP. See Parallels, debuts at number 39 on the CHR chart.

GLASS TIGER

I Will Be There (Manhattan)

62% of our reporters playing it. Moves: Up 46, Debuts 35, Same 45, Down 0, Adds 23 including B104, Q107, KRBE, Z95, KMJK, KPLZ, KUBE. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

CYNDI LAUPER "What's Going On" (Portrait/CBS) 141/140
Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 1 including WKK5, WKSE, WCAU, PRO-FM, 940, Z93, KTKS, KRBE, B97, G105, WMM5, KWIK, KHS, KKRZ, KROY.

CAMEO "Candy" (Atlanta Artists/PolyGram) 136/116
Moves: Up 51, Debuts 15, Same 9, Down 8, Adds 1 including KATD, Q100, Z94, WYFR, KZZB, WKFX, WFBG, WBWB, KZFN, WKNS 11-10, B94 25-20, Z93 23-19, Y100 11-9, KHS 5-3, WBBO 11-6. See Parallels, moves 30-29 on the CHR chart.

BOSTON "Can'ta Say (You Believe In Me)/Still In Love" (MCA) 135/39
Moves: Up 16, Debuts 47, Same 33, Down 0, Adds 39 including WBEH, PRO-FM, B106, KTKS, KHTR, KWK, KCPX, KATD, KPLZ, Z94, WPMF, KSAQ, WPHD 40-32, KPKE 34-31, WMM5 40-37, WKSJ 39-32.

BARBUSTERS "Light Of Day" (CBS Associated) 129/116
Moves: Up 41, Debuts 28, Same 44, Down 0, Adds 16 including KDWB, WGGZ, WOKI, KIK, KRNO, KXRQ, KCAQ, KISR, KKRC, WKSE 38-34, PRO-FM 24-20, WMM5 25-18, KRZB 38-33, WKRZ 34-29.

SURVIVOR "How Much Love" (Scotti Bros./CBS) 105/0
Moves: Up 17, Debuts 17, Same 8, Down 0, Adds 8, B106, Q107, KTKS, WNNK, WBAM, WFBG, KISR, KCMO, WKSE 35-29, KRBO 29-24, WNK 35-30, KHS 34-31, 95XXX 44-34, WMPF 33-27, WGBS on.

LONE JUSTICE "Shelter" (Gaffan) 104/5
Moves: Up 57, Debuts 4, Same 32, Down 6, Adds 5, Q107, WFLY, WZYO, WQW, B96, WBEH 31-26, KRBE 39-33, WSPK 31-28, WKQB 27-22, WSSX 28-24, WNK 38-35, WKFX 23-19, WIKX 10-9, WKSF 26-22, KISR 33-29.

SHIRLEY MURDOCK "As We Lay" (Elektra) 97/19
Moves: Up 44, Debuts 6, Same 22, Down 6, Adds 19 including Z93, KMEI, KPLZ, WKEE, Q106, Q100, KHS, 103CR, Q101, KZFN, WCAU 9-7, WHYY 5-1, KHS 25-16, KROY 12-9.

RICHT CRAY BAND "Smoking Gun" (Polydor/PolyGram) 97/10
Moves: Up 50, Debuts 3, Same 28, Down 0, Adds 10, Z95, WERZ, G105, WOUT, KIKX, OK100, WFXK, KHS, KKAZ, KWNZ, WBEH 29-22, Z93 19-15, Q105 25-22, WMM5 29-19, K104 38-26, WBCY 15-11.

WORLD PARTY "Ship Of Fools" (Chrysalis) 93/26
Moves: Up 16, Debuts 14, Same 37, Down 0, Adds 26 including WPHD, KTKS, Z95, 99DXT, FM102, KWSS, WNNK, KZOU, KXYO, WBSB, KKAZ, WKXS 33-26, WMM5 31-20, KITS 15-12, WSPK 30-25.

JODY WATLEY "Looking For A New Love" (MCA) 86/44
Moves: Up 11, Debuts 17, Same 14, Down 0, Adds 4 including WKSE, WGH, Q105, 92X, WCZY, WHYY, KCPW, KHTR, K103, KATD, B106 30-25, WAKA 30-22, WKLS 30-25, KMEI 35-20, WTIC 32-26, WAFR 25-19.

SAMMY HAGAR "Winner Takes It All" (Columbia) 86/4
Moves: Up 34, Debuts 14, Same 34, Down 0, Adds 4, Z94, WLR5, WZYO, WKFR, WPHD 32-25, KEGL 5-2, KDWB 30-24, K104 31-24, WERZ 36-30, WPMF 37-32, KWES 26-21, KHS 27-21, 95XXX 19-12, 95XIL 26-21, Q104 34-30.

DURAN DURAN "Skin Trade" (Capitol) 85/3
Moves: Up 45, Debuts 4, Same 25, Down 7, Adds 3 including K2K, WKW, WYFR, WERZ, KTRQ, KJ103, WKPE, SLY96, WBEH 28-23, WKEE 44-37, 94Z 30-26, KMGM 18-15, WCGQ 16-12, WDBR 25-21, KYTA 22-18, KTMF 31-29.

DONNA ALLEN "Serious" (E1/Atco) 84/16
Moves: Up 36, Debuts 15, Same 17, Down 0, Adds 16 including WKSE, WCAU, PRO-FM, B106, WAVA, KBEQ, WL0L, KRZ, KRBE 17-7, 92X 34-29, KCPW 38-33, KROY 10-4, KWDD 33-25, WKML 10-8, KWSS 34-28, WSSX 14-11.

CHRIS DEBURGH "The Lady In Red" (A&M) 84/15
Moves: Up 36, Debuts 7, Same 24, Down 2, Adds 15 including B104, KTKS, WNCI, KBEQ, 930, K96, KHS, WHYY, KKAZ, WBEH 8-6, Z93 30-26, KROY 7-5, PWR97 20-14, WBDD 17-11, WGAN 8-6.

RATT "Dance" (Atlantic) 83/9
Moves: Up 23, Debuts 13, Same 38, Down 0, Adds 9 including WPHD, KPLZ, WPMF, WKDD, WEAG, KJ103, WZOK, OK100, Q101, WCAU 39-35, Z93 33-29, KST103 28-24, WRCK 38-30, WPHD 37-33, WKQB 32-28.

SIMPLY RED "The Right Thing" (Elektra) 79/17
Moves: Up 15, Debuts 22, Same 25, Down 0, Adds 17 including WKK5, B106, WGH, 99DXT, KUBE, WSSX, WINK, WQCM, KOZE, Z93 35-32, W37-31, KATD 33-28, WNNK 39-30, Y107 30-24, KIKK 39-35.

GLENN MEDEIROS "Nothing's Gonna Change My Love For You" (A&M) 78/14
Moves: Up 40, Debuts 10, Same 37, Down 1, Adds 14 including 92X, WKW, WYFR, WERZ, KTRQ, KJ103, WKPE, SLY96, WBEH 28-23, WKSE 34-27, Q107 14-11, WAVA 14-6, KBEQ 10-6, WKEE 18-6, WKQB 34-23.

PATTY SMYTH "Never Enough" (Columbia) 76/10
Moves: Up 12, Debuts 15, Same 33, Down 0, Adds 16 including WBEH, WNCI, WCAU, WYFR, WTKI, Q106, PWR97, WSSX, Q101, WCL, KTMF, WPHD 34-27, Z93 32-26, 99Y 30-27, KSAQ 36-30, WFFX 38-27.

A-HA "Cry Wolf" (WB) 75/0
Moves: Up 43, Debuts 2, Same 21, Down 9, Adds 0 including WBEH 30-25, WKSE 11-8, WPHD 37-31, Y100 6-5, WKRZ 40-37, KWES 21-18, 94Z 15-11, WKDD 18-13, KZZU 11-8, 95XIL 13-11, WJAD 21-19, Q104 12-6, WZYP 8-7, WBEB 10-7, Y97 15-10.

GREGORY ABBOTT "I Got The Feelin' (It's Over)" (Atlantic) 70/6
Moves: Up 20, Debuts 8, Same 36, Down 0, Adds 6, WBEH, PRO-FM, KYRK, WKFX, WKPE, WKSF, KST103 26-23, WKRZ 36-31, WYFR 29-25, KX104 28-20, WKDD 36-30, KHS 28-23, 100KH 38-35, Z102 36-32, KCOC 32-29.

HERB ALPERT "Keep Your Eye On Me" (A&M) 61/16
Moves: Up 5, Debuts 8, Same 32, Down 0, Adds 16 including KRBE, WHYY, KDWB, KMEI, KATD, KWSS, WFLY, WTIC, WAFR, B91, B96 38-30, FM102 26-19, WBEH 44-0, 100KH 41-0, 92X 37-37, KISR 38-39.

BREASTFEED CLUB "Right On Track" (MCA) 60/57
Moves: Up 1, Same 1, Down 0, Adds 57 including 940, KRBE, WNCI, KPKE, KZZP, KKRZ, FM102, KWOD, KST103, KMEI, KWSS, K104, WTIC, WPMF, PWR97, WJAD 29-23.

GEORGIO "Saxaphell" (Motown) 52/9
Moves: Up 18, Debuts 4, Same 21, Down 0, Adds 9, CKOI, WHYY, KTRK, KWOD, WRCK, KYNO, KZZU, WKPE, SLY96, KRBE 28-18, Y100 15-11, KHS 21-15, KST103 30-25, KMEI 34-28, KKBQ 28-20.

DAVID & DAVID "Ain't So Easy" (A&M) 52/0
Moves: Up 32, Debuts 0, Same 15, Down 5, Adds 0 including WBEH 33-29, 940 23-18, KDWB 21-14, WL0L 26-22, K104 7-4, WJAD 30-23, WKDD 22-17, KLO 29-21, 95XXX 26-23, 95XIL 9-6, Q101 36-32, WGLF 40-36, KGCR 40-36, Y94 27-24, WY4 26-22.

KENNY LOGGINS "Meet Me Half Way" (Columbia) 51/22
Moves: Up 2, Debuts 12, Same 15, Down 0, Adds 22 including KTKS, Q105, WL0L, KZZP, KATD, KWSS, WGGZ, WSSX, WKSI, WRVQ, KFS9, WLRW, KH7Z, KCPW 40-36, WK1 30-26.

MOST ADDED

- CYNDI LAUPER (140)
CUTTING CREW (76)
PRINCE (62)
BREAKFAST CLUB (57)
JODY WATLEY (44)
L. VANDROSS w/G. HINES (35)
WORLD PARTY (26)
KOOL & THE GANG (25)

MOST ACTIVE

- CAMEO (89)
BARBUSTERS (69)
BOSTON (63)
ROBERT CRAY (59)
SURVIVOR (59)
LONE JUSTICE (55)
DONNA ALLEN (51)
GLENN MEDEIROS (49)
SAMMY HAGAR (48)
SHIRLEY MURDOCK (44)

HOTTEST

- CLUB NOUVEAU (183)
STARSHIP (151)
GENESIS (113)
JANET JACKSON (95)
BRUCE HORNSBY . . . (94)
HUEY LEWIS . . . (56)
PETER GABRIEL (49)
L. RONSTADT & J. INGRAM (38)
BON JOVI (34)
BRUCE WILLIS (34)

Most Active = Ups + Debuts - Downs

EIGHT SECONDS "Kiss You (When It's Dangerous)" (Polydor/PolyGram) 51/0
Moves: Up 23, Debuts 3, Same 23, Down 2, Adds 0 including WKK5 6-35, WBEH 37-32, CKOI 11-8, KTKS 29-25, WL0L 25-19, K104 33-27, G105 39-36, WKDD 37-30, OK100 38-34, WYBS 31-29, WPMF 32-26, KTRS 33-30, OK95 40-37.

SIGNIFICANT ACTION

PAUL SIMON "The Boy In The Bubble" (WB) 46/0
Moves: Up 18, Debuts 1, Same 21, Down 0, Adds 8, CKOI, WNCI, KKRZ, KMJK, KCPX, WERZ, KOMO, KBOZ, WBEH 34-30, Z94 28-26, K104 40-37, WIXX 34-27, KF95 30-24, KHS 29-22, WKSF 28-25, OK95 28-25.

VENETIANS "So Much For Love" (Chrysalis) 45/3
Moves: Up 8, Debuts 1, Same 33, Down 0, Adds 3, KMJK, KITS, KSMB, WMM5 on, FM102 36-35, KPLZ on-op, PWR97 on, WROD 0-39, WCKN 40-37, WHYY 24-32, KHS 40-38, KYRK on, WCGO 40-37, WPMF 38-34, OK95 on.

POISON "Talk Dirty To Me" (Capitol) 42/23
Moves: Up 7, Debuts 8, Same 4, Down 0, Adds 23 including PRO-FM, Q107, WAVA, Z93, KBEQ, KMJK, WRCK, PWR97, KEGL 19-10, KCPX 9-2, KST103 40-30, KPLZ 0-32, WROD 39-35, KTXU 40-30, WRD 39-36.

LUTHER VANDROSS with GREGORY HINES "There's Nothing Better Than Love" (Epic) 35/35
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 including WKK5, WBEH, KTKS, WCZY, KKRZ, KPLZ, KUBE, WMM5, K96, KXX106, WNK, WCKN, WBAM, WHYY, KITY.

RUN D.M.C. "It's Tricky" (Profile) 35/6
Moves: Up 14, Debuts 6, Same 9, Down 0, Adds 6, WKK5, B94, WRCK, KZZB, WKQB, KKRZ, Q107 24-23, WAVA 28-26, KRBE 30-25, KROY 22-17, KZOU 38-34, Y107 24-23, Y106 32-30, WCAU 38-34, WJAD 38-34.

PAUL LEAKIS "Boom Boom (Let's Go Back To My Room)" (ZYX) 35/4
Moves: Up 17, Debuts 8, Same 5, Down 1, Adds 4, WROD, KLUZ, OK100, KH7Z, WKSS 23-20, PWR95 27-22, Z100 15-13, B96 19-14, WNCI 0-35, KBEQ 21-18, KCPW 34-29, KROY 16-13, KITS 33-30, KATD 20-15, KWSS 23-23.

SAMANTHA FOX "Do Ya Do Ya (Wanna Please Me)" (Jive/RCA) 33/16
Moves: Up 1, Debuts 5, Same 11, Down 0, Adds 16 including WKSE, WWSR, WSPK, WKRZ, WKQB, WCKN, KITY, KTKX, KTRS, WYD, B93XK, 103CR, KMAN, WCL, WDBR.

FREDDIE JACKSON "Have You Ever Loved Somebody" (Capitol) 30/2
Moves: Up 14, Debuts 0, Same 14, Down 0, Adds 2, KCPW, KH7Z, B96 39-31, 98DXT 36-31, WCZY 11-7, WHYY 14-11, FM102 19-14, KMEI 14-12, WERZ 30-28, CKOI 21-18, WSPK 37-32, WPMF 25-23, WDJX 20-19, KMGX 31-30, KYNO 37-36.

MADONNA "La Isla Bonita" (Sire/WB) 28/13
Moves: Up 6, Debuts 8, Same 1, Down 0, Adds 13 including PWR95, WHYY, KMEI, WFLY, WAFR, KZOU, KZ93, B94, WAVA 4-29, B96 31-21, Z95 0-28, 92X 0-32, WNCI 33-30, KHTR 32-29, KMJK 30-26.

ALAN PARSONS PROJECT "Standing On Higher Ground" (Arista) 26/3
Moves: Up 2, Debuts 3, Same 18, Down 0, Adds 3, WROD, WJAX, WKMC, KITS on, K104 0-39, WNKD on, KZOU on, KIK on, WYD 40-36, WJAD 40-36, KDOT 32-26, WJAX 0-40.

PSYCHEDELIC FURS "Heartbreak Beat" (Columbia) 22/12
Moves: Up 3, Debuts 3, Same 4, Down 0, Adds 12, WKK5, Z100, KRBE, KWOD, KCPX, Z94, K104, B105, KCAQ, WCGO, KZFN, WYF, KDWB 39-37, KHS 0-27, KITS 9-30.

PSEUDO ECHO "Living In A Dream" (RCA) 20/6
Moves: Up 5, Debuts 3, Same 6, Down 0, Adds 6, WKK5, WMM5, K104, KCAQ, KISR, Z103, KITS 34-27, KXYO 0-34, KZZU 36-30, WPMF 0-37, KOZE 34-27, KTMF 34-23, Y97 0-40, OK95 34-30.

COREY HART "Dancin' With My Mirror" (EMI America) 18/18
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 18 including CKOI, WCAU, KDWB, WMM5, WRCK, WKDD, KIKK, WKPE, WZYO, WGAN, KISR, WYFR, KRCR, Q106.

FARENHET "Fool In Love" (WB) 18/0
Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 8, Z94, WNOX, KSNB, KXYO, WCGO, Q104, Y94, KOZE, Z93 36-33, K104 on, WBBQ on, WKQB on, WQCM on.

GEORGIA SATELLITES "Battleship Chile" (Elektra) 18/5
Moves: Up 1, Debuts 2, Same 10, Down 0, Adds 4, KRBE, 99DXT, 95XXX, WJMK, Z93 0-37, WMM5 on, WKRZ on, WBBQ on-op, Z104 0-37, KITS 0-39, KZZU on, WMPF 0-40, 99G on.

COVERGIRLS "Show Me" (The Fever/Sutra) 17/3
Moves: Up 8, Debuts 1, Same 5, Down 0, Adds 3, WBLI, WAFR, B94, WKK5 on, PWR95 17-14, Z100 19-17, WCAU 0-39, Y100 18-13, FM102 30-27, KMEI 17-13, WSPK 20-13, KAMZ 30-21, KITY 25-22.

CHICO DEBARGE "The Girl Next Door" (Motown) 16/7
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 7, WRKZ, KXXX106, KTXU, KMGX, KYNO, WGAN, WBSB, KMJK on-op, WKQB on-op, WKZ on-op, Q101 on, WBSB on, KDV on, OK95 0-39.

BERLIN "You Don't Know" (Geffen) 15/3
Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 3, K104, WKPE, 95XIL, KDWB 37-35, WBCY on, WCKN on, KRQ on-op, KQZ on, WZYP 40-39, Q101 on, WBSB on, KDV on, 0-39.

SMOKEY ROBINSON "Just To See Her" (Motown) 14/12
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 12, WCAU, WMM5, WCKN, WBAM, WHYY, KFS9, KITS, B94, KNBQ, 95XIL, WYD, KBOZ, K104 on, WPMF on-op.

ERIC MARTIN "Everytime I Think Of You" (Capitol) 14/7
Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 7, K104, WERZ, WKRZ, KITS, KZZU, WPMF, KTMF, WCZY on, KWK on, WGRD on, KIK on-op, KQZ on, 99G on, WJAD on.

STARPOINT "He Wants My Body" (Elektra) 14/1
Moves: Up 5, Debuts 2, Same 6, Down 0, Adds 1, Y106, WHYY on, KROY on, KMEI 29-24, WTIC 35-33, WSPK on, WKRZ on, WSSX 0-35, KAMZ 26-22, KITY 35-31, KIKX on-op, B94 23-19, WAZY 40-40, Y97 on.

DEEP PURPLE "Call Of The Wild" (Mercury/PolyGram) 13/6
Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 6, KCPX, K104, WRKZ, KTXU, WQCM, KMAN, PRO-FM on, WCKN on-op, KQZ on-op, WJAD on-op, Q101 on, WCBR on-op, OK95 on.

GINO VANNELLI "Wild Horses" (CBS Associated) 13/5
Moves: Up 0, Debuts 3, Same 5, Down 0, Adds 5, CKOI, WWSR, WKRZ, KZZU, KOIZ, CFTR on, WL0L 0-36, KHS 0-36, CHED on, KSNB on, WPMF 0-39, KMAZ on, KZFN on.

MEL & KIM "Showing Out (Get Fresh At The Weekend)" (Atlantic) 12/1
Moves: Up 6, Debuts 0, Same 4, Down 1, Adds 1, WKK5, Y100 28-25, B96 37-29, WKQB on, KEZB 24-19, CHED on, KYRK 15-12, KCAQ 33-30, WCL 24-22, 99G on.

IGGY POP "Real Wild Child (Wild One)" (A&M) 11/4
Moves: Up 1, Same 1, Same 4, Down 0, Adds 4, WNK5, 95XIL, KISR, WPMF, WMM5 39-38, Z94 on, K104 on, Z104 35-32, KQZ on-op, WGS 0-26.

ANITA BAKER "Same Ole Love (365 Days A Year)" (Elektra) 10/1
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, WZYP, FM102, KWSS, K101, KIKK, KSNB, WJAD, WPMF, B91, WJMK on.

ATLANTIC STARR "Always" (WB) 10/6
Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 6, KXXX106, WKQB, KAMZ, WCKN, B105, WDLX, KZZP 30-26, KROY 0-29, BILLY on, KH7Z on.

KIFY VERA & THE BEATERS "I Can Take Care Of Myself" (Rhino) 10/1
Moves: Up 5, Debuts 1, Same 3, Down 0, Adds 1, Z94, K104 0-35, WZOK 30-28, KSNB on, KLUZ 32-29, 95XIL 37-35, WGLF on, WCL 34-33, B91 36-34.

M

The New Single

A

Produced by Madonna

D

and Patrick Leonard

O

From the Madonna album

N

L A

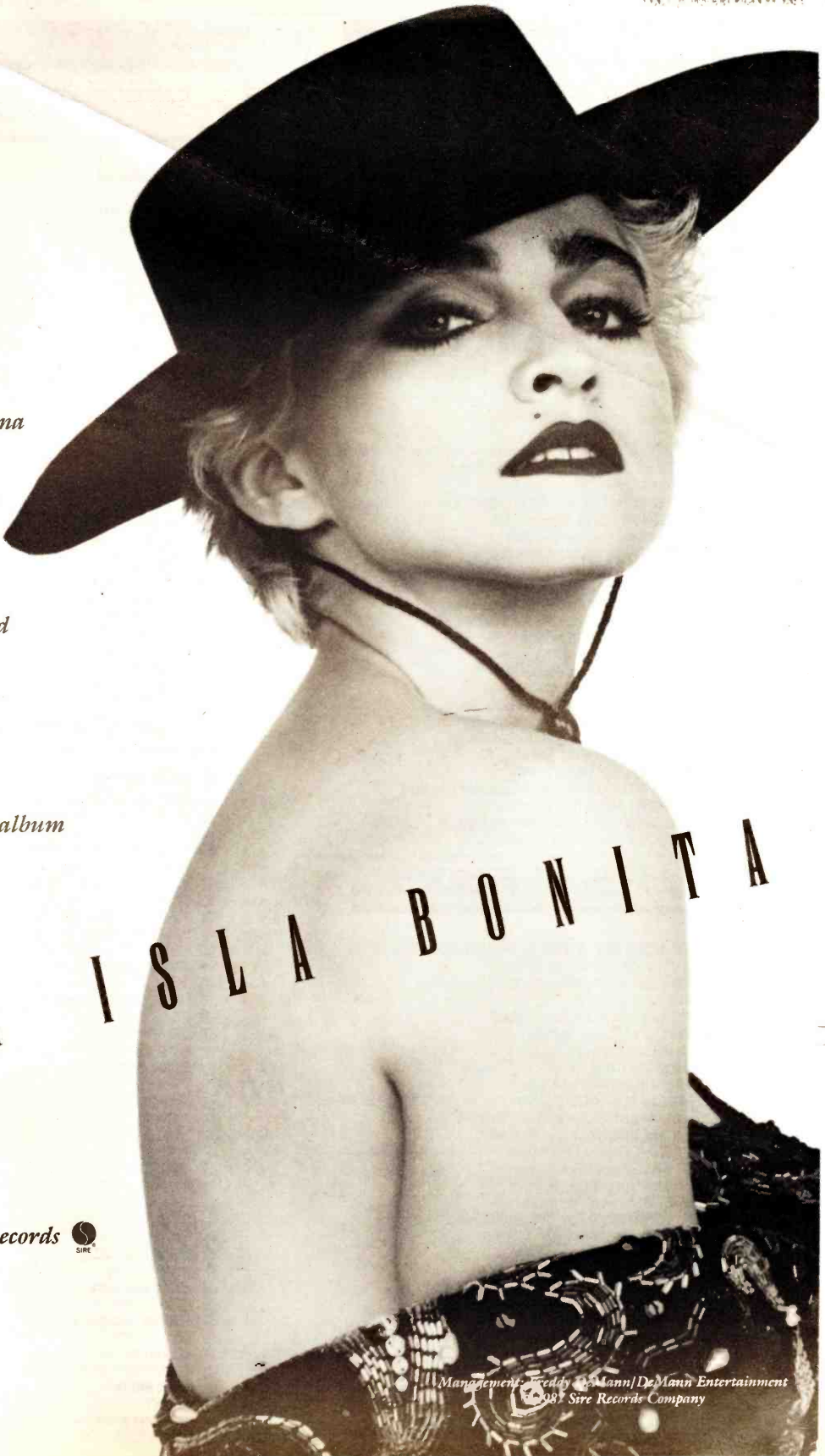
I S L A B O N I T A

N

True Blue on Sire Records 

A

Management: Freddy DeMann/DeMann Entertainment
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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	WEEKS	ARTIST	SON	Label
			3 2 1	HUEY LEWIS & THE NEWS	Jacob's Ladder (Chrysalis)	
29	18	8	2	CLUB NUOVEAU	Lean On Me (WB)	
16	9	4	3	JANET JACKSON	Let's Wait Awhile (A&M)	
11	7	5	4	BRUCE HORNSBY & THE RANGE	Mandolin Rain (RCA)	
22	14	9	5	STARSHIP	Nothing's Gonna Stop Us Now (Grunt/RCA)	
26	17	13	6	GENESIS	Tonight, Tonight (Atlantic)	
1	1	2	7	BON JOVI	Living On A Prayer (Mercury/PG)	
6	5	3	8	PETER GABRIEL	Big Time (Geffen)	
8	6	6	9	BRUCE WILLIS	Respect Yourself (Motown)	
18	13	11	10	LINDA RONSTADT & JAMES INGRAM	Somewhere Out There (MCA)	
4	3	7	11	JETS	You Got It All (MCA)	
27	21	16	12	WANG CHUNG	Let's Go (Geffen)	
30	23	18	13	EUROPE	The Final Countdown (Epic)	
20	16	14	14	DEAD OR ALIVE	Brand New Lover (Epic)	
13	10	10	15	EDDIE MONEY	I Wanna Go Back (Columbia)	
32	24	20	16	EXPOSE	Come Go With Me (Arista)	
—	38	25	17	A. FRANKLIN & G. MICHAEL	I Knew You Were Waiting (For...) (Arista)	
36	27	21	18	CROWDED HOUSE	Don't Dream It's Over (Capitol)	
38	31	23	19	LOU GRAMM	Midnight Blue (Atlantic)	
15	12	12	20	BEASTIE BOYS	Fight For Your Right (To Party) (Def Jam/Columbia)	
33	29	24	21	REO SPEEDWAGON	That Ain't Love (Epic)	
2	4	15	22	CHICAGO	Will You Still Love Me? (WB)	
39	32	27	23	TINA TURNER	What You Get Is What You See (Capitol)	
12	11	17	24	JOURNEY	I'll Be Alright Without You (Columbia)	
5	8	19	25	GEORGIA SATELLITES	Keep Your Hands To Yourself (Elektra)	
—	40	31	26	STEVE WINWOOD	The Finer Things (Island/WB)	
—	34	27	27	BANGLES	Walking Down Your Street (Columbia)	
—	39	32	28	HIPSWAY	The Honeythief (Columbia)	
—	35	30	29	CAMEO	Candy (Atlanta Artists/PG)	
BREAKER	30	25	30	PRINCE	Sign 'O' The Times (Paisley Park/WB)	
—	38	31	31	ROBBIE NEVIL	Dominos (Manhattan)	
10	15	22	32	READY FOR THE WORLD	Love You Down (MCA)	
—	40	33	33	PETER WOLF	Come As You Are (EMI America)	
BREAKER	34	29	34	KOOL & THE GANG	Stone Love (Mercury/PG)	
9	19	26	35	LIONEL RICHIE	Ballerina Girl (Motown)	
7	20	28	36	MADONNA	Open Your Heart (Sire/WB)	
14	22	29	37	SAMANTHA FOX	Touch Me (I Want Your Body) (Jive/RCA)	
BREAKER	35	30	38	GLASS TIGER	Will Be There (Manhattan)	
BREAKER	36	31	39	CUTTING CREW	(I Just) Died In Your Arms (Virgin)	
35	33	33	40	BILLY IDOL	Don't Need A Gun (Chrysalis)	

N&A Begins on Page 102

ADULT CONTEMPORARY

3	1	1	1	BRUCE HORNSBY & THE RANGE	Mandolin Rain (RCA)
9	6	3	2	JANET JACKSON	Let's Wait Awhile (A&M)
14	11	7	3	STARSHIP	Nothing's Gonna Stop Us Now (Grunt/RCA)
4	2	2	4	JETS	You Got It All (MCA)
8	5	4	5	LUTHER VANDROSS	Stop To Love (Epic)
6	4	5	6	TOTO	Without Your Love (Columbia)
17	12	8	7	DARYL HALL	Someone Like You (RCA)
1	3	6	8	JOURNEY	I'll Be Alright Without You (Columbia)
18	12	9	9	PAUL McCARTNEY	Only Love Remains (Capitol)
—	20	10	10	A. FRANKLIN & G. MICHAEL	I Knew You Were Waiting (For Me) (Arista)
30	25	19	11	RESTLESS HEART	I'll Still Be Loving You (RCA)
25	20	15	12	KOOL & THE GANG	Stone Love (Mercury/PG)
2	7	10	13	LIONEL RICHIE	Ballerina Girl (Motown)
16	15	14	14	BRUCE WILLIS	Respect Yourself (Motown)
7	8	9	15	CHICAGO	Will You Still Love Me? (WB)
5	9	11	16	GLASS TIGER	Someday (Manhattan)
—	28	17	17	STEVE WINWOOD	The Finer Things (Island/WB)
—	29	18	18	GENESIS	Tonight, Tonight (Atlantic)
—	29	25	19	SHIRLEY MURDOCK	As We Lay (Elektra)
23	22	22	20	MIKI HOWARD	Come Share My Love (Atlantic)
24	21	21	21	HUEY LEWIS & THE NEWS	Jacob's Ladder (Chrysalis)
15	14	13	22	READY FOR THE WORLD	Love You Down (MCA)
21	19	18	23	KENNY ROGERS	Twenty Years Ago (RCA)
10	16	16	24	LINDA RONSTADT & JAMES INGRAM	Somewhere Out There (MCA)
29	27	27	25	BURNS SISTERS	Listen To The Beat Of A Heart (Columbia)
28	26	26	26	POINTER SISTERS	All I Know Is The Way I Feel (RCA)
DEBUT	27	27	27	SERGIO MENDES	What Do We Mean To Each Other (A&M)
DEBUT	28	28	28	SHEILA E	Hold Me (WB)
12	18	24	29	BILLY VERA & THE BEATERS	At This Moment (Rhino)
BREAKER	30	30	30	SMOKEY ROBINSON	Just To See Her (Motown)

N&A Begins on Page 80

AOR TRACKS

Three Weeks	Two Weeks	Last Week	WEEKS	ARTIST	SON	Label
1	1	1	1	LOU GRAMM	Midnight Blue (Atlantic)	
8	2	2	2	GREGG ALLMAN BAND	I'm No Angel (Epic)	
10	7	3	3	SAMMY HAGAR	Winner Takes It All (Columbia)	
—	15	8	4	PETER WOLF	Come As You Are (EMI America)	
15	11	7	5	STEVE WINWOOD	The Finer Things (Island/WB)	
5	4	6	6	RED SPEEDWAGON	That Ain't Love (Epic)	
—	27	12	7	PATTY SMYTH	Never Enough (Columbia)	
51	29	19	8	CUTTING CREW	(I Just) Died In Your Arms (Virgin)	
6	6	9	9	LOS LOBOS	Shakin' Shakin' Shakes (Slash/WB)	
19	13	9	10	ERIC CLAPTON	Miss You (Duck/WB)	
4	3	5	11	ALAN PARSONS PROJECT	Standing On Higher Ground (Arista)	
29	20	13	12	CROWDED HOUSE	Don't Dream It's Over (Capitol)	
13	12	10	13	GEORGIA SATELLITES	Battleship Chains (Elektra)	
27	24	21	14	DEEP PURPLE	Call Of The Wild (Mercury/PG)	
38	30	25	15	PAUL SIMON	The Boy In The Bubble (WB)	
—	48	27	16	JON BUTCHER	Goodbye Saving Grace (Capitol)	
24	23	20	17	SANTANA	Veracruz (Columbia)	
31	25	22	18	BARBUSTERS I/JOAN JETT	Light Of Day (Blackheart/CBS)	
2	4	11	19	BRUCE HORNSBY & THE RANGE	Mandolin Rain (RCA)	
18	14	14	20	STARSHIP	Nothing's Gonna Stop Us Now (Grunt/RCA)	
25	18	21	21	STEVIE RAY VAUGHAN & DOUBLE...	Willie The Wimp (Epic)	
9	10	17	22	BOSTON	Can'tcha Say/Still In Love (MCA)	
3	8	16	23	WORLD PARTY	Ship Of Fools (Chrysalis)	
BREAKER	23	23	24	PSYCHEDELIC FURS	Heartbreak Beat (Columbia)	
7	9	15	25	GENESIS	Tonight, Tonight (Atlantic)	
48	35	30	26	LOU GRAMM	Ready Or Not (Atlantic)	
58	54	33	27	BON JOVI	Never Say Goodbye (Mercury/PG)	
22	22	26	28	ROBIN TROWER	No Time (GNP/Crescendo)	
BREAKER	23	26	29	ANDY TAYLOR	I Might Lie (MCA)	
55	53	38	30	HUEY LEWIS & THE NEWS	I Know What I Like (Chrysalis)	

Complete Tracks Chart Begins on Page 84

BLACK/URBAN

14	7	2	1	JODY WATLEY	Looking For A New Love (MCA)
29	10	7	2	CLUB NUOVEAU	Lean On Me (WB)
17	8	6	3	SHEILA E	Hold Me (WB)
4	1	4	4	JANET JACKSON	Let's Wait Awhile (A&M)
23	14	8	5	KOOL & THE GANG	Stone Love (Mercury/PG)
5	4	6	6	JETS	You Got It All (MCA)
27	18	13	7	MADHOUSE	6 (Paisley Park/WB)
28	16	12	8	ONE WAY	You Better Quit (MCA)
18	13	10	9	STACY LATTISAW	Jump Into My Life (Motown)
35	22	14	10	HERB ALPERT	Keep Your Eye On Me (A&M)
32	20	11	11	STARPOINT	He Wants My Body (Elektra)
16	9	9	12	MILLIE JACKSON	Love Is A Dangerous Game (Jive/RCA)
30	20	15	13	RAINY DAVIS	Lowdown So & So (Columbia)
2	2	3	14	LOOSE ENDS	Slow Down (MCA)
31	25	21	15	MILLIE SCOTT	Every Little Bit (4th & Broadway/Island)
25	19	17	16	JAMES BROWN	How Do You Stop (Scotti Bros/CBS)
—	30	27	17	SYSTEM	Don't Disturb This Groove (Atlantic)
33	27	22	18	BUNNY DEBARGE	Save The Best For Me (Motown)
BREAKER	30	25	19	PRINCE	Sign 'O' The Times (Paisley Park/WB)
—	38	29	20	A. FRANKLIN & G. MICHAEL	I Knew You Were Waiting (For Me) (Arista)
—	40	32	21	GREGORY ABBOTT	I Got The Feelin' (It's Over) (Columbia)
24	17	12	22	PHYLLIS HYMAN	Living All Alone (PIR/Manhattan)
34	28	25	23	EXPOSE	Come Go With Me (Arista)
40	31	28	24	LEVERT	Fascination (Atlantic)
3	3	5	25	HOWARD HEWETT	Stay (Elektra)
—	33	26	26	FULL FORCE	Old Flames Never Die (Columbia)
—	40	27	27	LUTHER VANDROSS/GREGORY HINES	There's Nothing Better Than... (Epic)
26	23	23	28	MEL & KIM	Showing Out (Get Fresh At The...) (Atlantic)
—	35	28	29	SMOKEY ROBINSON	Just To See Her (Motown)
39	34	31	30	COMMODORES	Take It From Me (Polydor/PG)
—	37	33	31	VESTA WILLIAMS	Something About You (A&M)
—	38	32	32	LILLO THOMAS	Sexy Girl (Capitol)
—	35	34	33	GENOBIA JETER/GLENN JONES	Together (RCA)
—	36	34	34	S.O.S. BAND	No Lies (Tabu/CBS)
BREAKER	35	30	35	KLYMAXX	I'd Still Say Yes (Constellation/MCA)
DEBUT	36	31	36	READY FOR THE WORLD	Mary Goes Round (MCA)
—	39	37	37	ISAAC HAYES	Thing For You (Columbia)
BREAKER	38	33	38	ATLANTIC STARR	Always (WB)
7	6	11	39	MIDNIGHT STAR	Engine No. 9 (Solar/Elektra)
DEBUT	40	38	40	CHERYL LYNN	New Dress (Manhattan)

N&A Begins on Page 70