

I N S I D E :

UP FRONT WITH BIRCH'S LIVEK

After two months as Birch's President/COO, **Bill Livek** discusses the ratings firm's direction and objectives.
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PUTTIN' ON THE HITS

"We can *make* the hits. If we have a good piece of music and decide it can be a hit, it can be a hit." Researcher **Rob Balon** punctures some sacred radio assumptions in a candid interview with **Donna Brake**.
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MUTUAL DISCONTINUES REAGAN TALKS

Mutual cites reluctance to hand over unedited blocks of airtime to politicians; meanwhile the FCC strips **WBUZ/Fredonia, NY** of its license.
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IN THE NEWS THIS WEEK

- **Andrew Denemark** NBC Director/Programming
- **Don Fahlgren** GSM, **Brian Patrick** PD at **WCZY**
- **Cliff Blake** programs **WMXJ**
- **R&R** welcomes **Jim Dawson**, up **Sean Ross**, **Yvonne Olson**
- **John Dew** GM, **Ted Carson** PD at **KGOL**, with new calls **KZFX**
- **Alan Beck** VP, three combo GMs named at **Brill Media**
- **Rick Dees'** Top 40 shifts to **DIR**
- **Howie Castle** **WEGR** PD
- **RAB** absorbs **NRBA** university programs
- **Mark Wilder** GSM at **WMJJ**
- **RCA/Ariola** unveils **Novus** logo
- **Arbltron** clarifies data restrictions
- **TMCI** ups **James Kirk**, **David Tyler**, **Bob Shannon**, **Scott Bacherman**
- **Jive**, **RCA** announce licensing pact
- **Lou Patrick** PD at **KJYO**, **Bear O'Brian** programs **WNKS**
- **Steve Christian** new **WFLY** PD
- **Steve Kelly** PD of **WKSI**
- **Charlie Marcus** named **KAJA** PD
- **Noble** buys **WAVZ** & **WKCI**

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MANAGING TO BEAT THE HEAT

Guest columnist **Rick Ott** offers tips on how managers can handle the heat of performance pressures.
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MERCHANDISING MAGIC

Record companies spend thousands of dollars annually on promotional giveaways. Two firms specializing in this field talk to **Adam White** about the creative ups and downs.
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SHARING SUCCESS SECRETS

Joel Denver, **Steve Feinstein**, and **Walt Love** profile stations that posted strong ratings during the spring sweep.
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NEXT WEEK IN R&R

Are programmers killing news? Are salaries competitive? Is radio news a viable career choice? These and other questions will be answered in a special **RTNDA** follow-up.

Newsstand Price \$5.00



Kid Leo Steps Up To WMMS OM

WMMS/Cleveland MD/afternoon personality and 13-year station veteran **Kid Leo** has been promoted to Operations Manager following the departure of **John Gorman** last week. **WHK & WMMS** GM **Lonnie Gronck** commented, "We're delighted to promote **Kid Leo**. He's the heartbeat of the station, and is respected by the staff and throughout the industry. I feel his independent thinking and manner will propel us farther down the road to success."



Kid Leo

Leo told **R&R**, "I am proud to have been part of **WMMS**; it's been a true pleasure. Now, in my new capacity, it will be pure heaven. I'm very proud of this place. Everyone - from **WMMS** receptionist **Verdell**
KID LEO/See Page 6

Wright New NBC President/CEO

Former **General Electric** Financial Services President/CEO **Robert Wright** has been named President/CEO of the **National Broadcasting Company**. He succeeds **Grant Tinker**, who last year announced he would retire in 1986 at the end of his five-year contract. **Tinker** has agreed to remain at

the company for a period of time to "ensure a smooth and orderly transition." Following **GE's** normal subsidiary practice, **Wright** will also become Chairman of **NBC**.

Wright's appointment was announced by **GE** Chairman/CEO **John Welch, Jr.**, who said, "We thought we needed, in

Grant Tinker's absence, someone we knew well with experience running large, dynamic businesses who is accustomed to independence and has an unbroken track record of success. **Bob Wright** has such a record. What he did at **GEFS** is remarkably similar to what we are asking him to do at **NBC**. He took a dynamic, rapidly changing business and increased its growth rate and broadened its base. **Bob's** challenge now is to work with the outstanding team now in place and take the best and make it better.

Tinker added, "Jack Welch and I are in complete agreement about the need for **NBC** to operate with the same sort of independence it has enjoyed under the **RCA** banner. **NBC's** present success will continue because the people who made it happen will still be here. **Bob Wright** will work well with that team; his record of success speaks for itself. **NBC** will be in very good hands."

Wright served in various executive capacities at **General Electric** since he rejoined the company in 1984. He previously was President of **Cox Cable**
WRIGHT/See Page 6

HARE, STEINMETZ APPOINTED

Cap Cities/ABC Sets Two Station Presidents



John Hare

In simultaneous appointments within **Cap Cities/ABC**, **KTKS/Dallas** VP/GM **John Hare** is leaving to become President/GM of crosstown **Cap Cities/ABC** Country outlets **WBAP & KSCS**, while at **AOR** **KQRS-AM & FM/Minneapolis** VP/GM **Mark Steinmetz** has been promoted to President/GM.

Cap Cities/ABC Owned Radio Stations President **Don Bouloukos** told **R&R**, "John's proven to be one of the most outstanding GMs in our business. Over the years at **KTKS** and **WRIF/Detroit**, he demonstrated his ability time and again. He's an outstanding businessman, broadcaster, leader, and motivator."

Regarding retiring President/GM **Warren Potash**, a 20-year company executive who managed the **Dallas** combo for 12 years, **Bouloukos** commented, "Warren's done an outstanding job. A look at the history of the station under his leadership shows how they have grown and improved year in



Mark Steinmetz

and year out. He brought them from the '70s into the '80s very successfully. We'll miss his presence in the company and his leadership, and we wish him
CAP CITIES/See Page 6

Carter Chrysalis West Coast VP



John Carter

the development of artist careers and soundtrack projects." Before joining **A&M**, **Carter** spent 11 years at **Capitol**, and was Staff Producer upon his
CARTER/See Page 6

Hines Joins KIQQ As PD



Craig Hines

Craig Hines has resigned as **Transtar's** Director/Programming & Operations to join **Transtar** Format 41 affiliate **KIQQ (K-Lite)**/Los Angeles as PD. **Hines** will, however, continue to work with the network's major market affiliates and on special projects, and will be available to assist new **Transtar** affiliates which come on board.

Hines started at **Transtar** in 1984, and was most recently in charge of overseeing the network's four formats. He worked closely with **Bill Moyes**, Chairman of the **Research Group**, who developed the concept of **Transtar's** **Format 41**.

KIQQ GM **Tom Mosher** commented, "Bringing **Craig** on is the best thing that could happen for **K-Lite** at this point in its evolution. We've been a **Format 41** station for a year, and **Craig's** interactions with the various PDs across the country which carry the net have given him a wealth of knowledge. I can't think of anyone more qualified."

Hines was PD at **KIQQ** once before in the early '70s, and has also programmed **WDRQ/Detroit**, **WMBR/Jacksonville**, and **KMBY/Monterey**. While citing the growth of **Format 41** as "a format-type unto itself," **Hines** said he wanted to devote his energies fulltime to one format.
HINES/See Page 6



Paul McCartney
P R E S T O P L A Y

The New Album, Cassette and Compact Disc



PRODUCED BY PAUL MCCARTNEY & HUGH PADGHAM
Engineered and Mixed by Hugh Padgham
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AUGUST 29, 1986

MY FAVORITE DJ

Harvey Mednick explains the ins and outs behind a successful — and mutually beneficial — DJ promotion between radio and local newspapers in Denver and L.A.

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Castle To Program WEGR



Howie Castle

Veteran programmer Howie Castle has been named PD of Summit Communications AOR WEGR/Memphis. Additionally, afternoon-er Rob Grayson has been named Assistant PD.

WREC & WEGR VP/GM Craig Scott said, "Howie's incredible depth in this format and in all kinds of contemporary radio makes him a great match for the promising, exciting future we have here."

CASTLE/See Page 6

R&R Takes Labor Day Holiday

In observance of the Labor Day holiday, R&R's offices in Los Angeles, Washington, Nashville, and New York will be closed Monday, September 1, resuming regular business hours Tuesday, September 2.

SOURCE, RADIO ENTERTAINMENT DUTIES

NBC Sets Denemark As Director/Programming

Andrew Denemark has been named Director/Programming for the Source and NBC Radio Entertainment. He replaces Frank Cody, who recently became PD at KMET/Los Angeles. Denemark will be responsible for all live and recorded concert broadcasts, artist profiles, specials, short-form features, and program development.

NBC VP/GM Willard Lochridge told R&R, "It's especially gratifying to promote from within NBC. Andy has been here for more than six years and done an outstanding job on all the projects he's handled."



Andrew Denemark

including 'The Jazz Show With David Sanborn.' Frank Cody brought in an excellent backup staff, so there was never any question as to who would fill the position Frank vacated."

Denemark commented, "I've been with the Source and NBC Radio Entertainment from their inception, so it's really exciting to be put at the helm. We're planning our programming for 1987 right now. It looks to be at least as exciting as this year has been."

Denemark had been Manager/Program Administration for NBC Radio Entertainment since its formation last year, and previously served in the same capacity for the Source. He joined the network in 1980 as Regional Manager/Affiliate Relations, and was later promoted to Regional Director. Prior to joining NBC, Denemark was Director/Station Relations at DIR Broadcasting and also spent two years as PD at WVBR/Ithaca, NY.

FAHLGREN GSM

Patrick New WCZY PD

WCZY-AM & FM/Detroit Asst. PD Brian Patrick has been promoted to Program Director for the Gannett CHR combo, replacing Steve Weed, who will be reassigned within the Gannett chain. Insiders hint that Weed will join former WCZY VP/GM Lee Douglas once the company completes the purchase of KHIT/Seattle from Bingham Broadcasting.

Additionally, Local Sales Manager Don Fahlgren has been promoted to GSM, filling the vacancy created by Betty Pazdernik's recent promotion to VP/GM. She commented to R&R, "After three years as LSM, Don's done an excellent job for us. It's an easy transition to promote from within when you have a staff of such qualified professionals."

Of Patrick, Pazdernik continued, "Having worked so closely with Brian in our former capacities, I always felt confident of his abilities to lead us forward in an increasingly competitive radio marketplace. Detroit has always been a tough town, but I really have a great feeling about Brian's ability to not only maintain but also improve our position."

PATRICK/See Page 5

DAWSON JOINS; ROSS, OLSON PROMOTED

R&R Expands Editorial Staff



Jim Dawson

Yvonne Olson

Sean Ross

In anticipation of new and expanded editorial features, R&R has appointed three new editors. Jim Dawson joins the newspaper as Special Assignments Editor; he was formerly Editor of NAB's monthly RadioActive magazine. Assistant Editor Sean Ross becomes Gold Editor, and remains active in R&R's Black/Urban format coverage. Assistant Editor Yvonne Olson is now News/Talk and Easy Listening Editor.

In addition, Editorial Assistants Tara Beyer and Tony Rice have been promoted to Associate Editor, specializing in the CHR and Black/Urban formats, respectively.

Sr. VP & Editor Ken Barnes explained, "We have a lot of ambitious editorial projects planned, and we needed to gear up. Having worked at RadioActive, Jim brings the perfect background — writing, editing, and production on a magazine about radio. He'll be working closely with Networks & Specials Editor Reed Bunzel on our specials and with Executive Editor Gail Mitchell on columns and features by outside contributors."

"I'm especially proud to promote Yvonne and Sean, both of whom started here taking station reports. Yvonne's experience in-

R&R/See Page 5

THREE NEW COMBO GMS

Brill Taps Beck As VP/Group Operations

Alan Beck has been promoted to VP/Broadcasting Group Operations for Brill Media. Beck was formerly GM at the company's WIOV/Lancaster, PA and Country outlet WHUM/Reading, which has just switched format to Gold as WAGO. WIOV Sales Manager Jack Weinlein is the new GM at those stations.

In other Brill moves, former WAGO GSM Chuck Walmer is now GM at KQWB-AM & FM/Fargo-Moorhead, ND-MN, succeeding Paul Wachsmith, who will transfer to the GM chair at WPVA & WKHK/Petersburg, VA.

Brill Media Group President Alan Brill commented, "The moves we've made really enhance our company and improve an already solid management team. We anticipate future growth through radio acquisitions in small and medium markets, and having good

managers in place will help us accomplish our goals more quickly."

"Brill is definitely on the move," said Beck. "These changes will help us grow. We've got solid management and we're in good mar-

BRILL/See Page 9

RAB Absorbs NRBA University Programs

The Radio Advertising Bureau has announced it has assumed responsibility for the Radio Sales Universities formerly conducted by the National Radio Broadcasters Association. The educational program was originally founded by NRBA to give "rookie" salespeople — those with less than two years' industry experience — an intensive session of basic radio sales train-

RAB/See Page 9



Cliff Blake

Blake Named WMXJ PD

Sconnix Broadcasting has transferred KFKF/Kansas City PD Cliff Blake to the PD position at WMXJ/Miami, a Gary Guthrie-consulted Classic Hits station. Blake replaces Jerry King, who has left the company.

Blake told R&R, "I was very flattered when (Sconnix President) Ted Nixon called and asked me to consider moving to Miami. We feel KFKF is on the right track, so I'm going where the need is in the company. This is a good move for me professionally in picking up another format, but I'm going to miss Country."

Prior to joining KFKF less than a year ago, Blake spent a year as PD at WMZQ/Washington. Before that he was PD at WBCS/Milwaukee.

NEW CALLS KZFX

Dew GM, Carson PD At KGOL



John Dew

Amid the pending sale of KRBE-AM & FM/Houston by Lake Huron Broadcasting to Susquehanna, VP/GM John Dew has resigned in order to become GM crosstown at Shamrock Broadcasting's KGOL, which will change its calls to KZFX.

Additionally, KRBE Marketing Director Ted Carson, who is part of the station's morning show, has been named KGOL PD. KGOL currently offers religious programming, but will change formats in the near future. The 100-kw Class C facility will also move to a newer, higher tower.

Shamrock President Bill Clark said, "John and I worked together before at KABL/San Francisco and WWWW/Detroit, which both became Shamrock properties. We're glad to have him back, and anticipate great things under his leadership in Houston."

"I'm fortunate that this will be my second opportunity to help build a station from scratch," said Dew. "The first time was in 1973, when I went to WFAA-FM/Dallas."

DEW/See Page 9

DIR Grabs Dees' Top 40

The "Rick Dees' Weekly Top 40" countdown, which for the past three years has been syndicated by United Stations Radio Networks, will now be sold and distributed by DIR Broadcasting. The program, carried by 311 stations and owned solely by Dees, broadcast consultant Wally Clark, and other partners, will make the shift January 1, 1987.

DIR President Bob Meyrowitz remarked, "This is in keeping with DIR's tradition of being at the forefront of national programming, which has come to play a very im-

DEES/See Page 9

Marcus Becomes KAJA PD

Charlie Marcus has been named PD at KAJA/San Antonio. He succeeds Randy Carrol, who is now devoting his full attention to the Country station's morning show.

VP/GM Tim Bryan, who was at KXXY/Oklahoma City during Marcus's years as PD there, told R&R, "With Charlie heading up the airstaff, I feel like we've got a real racehorse in the pack. His credentials are unbelievable. He's the best Country programmer I've ever worked with."

"Because this market is so competitive, it's tough to be PD and do mornings. I want Randy to devote 100% of his efforts to working on the morning show so it can have a bigger bite of the market. We're not trying to duplicate KXXY down here. We have a dynamite radio station. We're just going to tighten it up and do a lot of creative and innovative promotions that will please the listeners."

Marcus told R&R, "Tim Bryan and I are old friends, and we work well together. We have some big things planned for San Antonio. The other Country stations in this town are fine operations, but we're here to give them a run for the money."



Charlie Marcus

Marcus joins KAJA from WTID/Norfolk, where he was GM. At KXXY he was PD and part of the original staff when the station turned Country. He later spent a year as OM at WQDR/Raleigh when that station became Country, and from there returned to KXXY as an air talent before joining WTID.

Country stations have undergone major changes recently in San Antonio, as the PDs at all three Country outlets have turned over in the last month. Three weeks ago, former KKYX personality Jay Robbins was named PD at KBUC, while KKYX PD Steve Warren left that station two weeks ago; his replacement has not been named.

Outfield Goes Deep For Platinum



Columbia executives awarded the Outfield a platinum plaque for their debut album, "Play Deep," at a New York reception following a Radio City Music Hall concert. Pictured (l-r) are Columbia VPs Paul Rappaport and John Fagot, CBS Records Division President Al Teller, manager Kip Krones, group's Tony Lewis and John Spinks, label's Steve Raibovsky, group's Alan Jackman, and Columbia Sr. VPs Bob Sherwood and Mickey Eichner.

Benatar Backstage In Canada



After a concert in Montreal, MCA Canada and Chrysalis were on hand backstage to greet Pat Benatar and the band. Shown are (l-r): Chrysalis's Stephen Tennant, MCA's Xavier Enfedaque, Pierre Gladu, and Michael Jastrensky, the group's (& Pat's) Neil Geraldo, Benatar, and MCA's Frank Iacovella.

MUSIC!
INTERVIEWS!

Shape Up
Your
Weekends

SEPTEMBER

AMERICAN
MUSIC
MAGAZINE
STARRING
Rick DEES

Rick
DEES
WEEKLY TOP 40

- 6-7 Device
- 13-14 Miami Sound Machine
- 20-21 Double
- 27-28 The Jets

SPECIAL
NEWS!

The Lionel Richie
Story
The Phil Collins
Story
Summer Encore
1986

OWN LANDER'S
HIT MUSIC
USA

THE
GREAT
SOUNDS

TM Promotes Four Executives

Four key executives at TM Communications, Inc. (TMCI) have been promoted to new VP positions. VP/Creative Director James Kirk is now Sr. VP, while TMCI

Concept Sales GM David Tyler, Director/Radio & TV Music Bob Shannon, and Regional Sales Manager Scott Bacherman step up to VP.

TMCI President Pat Shaughnessy commented, "It gives me tremendous pleasure to not only promote from within TMCI, but to reward the efforts and achievements of four very talented individuals."

Hug-Hug for Lisa-Lisa



At a pre-concert party for Lisa-Lisa & Cult Jam and Full Force, Columbia VP Ruben Rodriguez shares a warm greeting with Lisa.

Kirk joined TMCI in 1978 as a writer/producer after running Jim Kirk Productions for three years. Tyler has worked for TMCI since 1984, before which he was VP/Broadcast Services for Jones Communication Group. Shannon started at TMCI in 1980 after holding programming positions at KHYY/Houston, KUPD/Phoenix, KAFM/Dallas, WBCN/Boston, and KZEW/Dallas. Bacherman has been at TMCI for one year, and formerly owned and operated WPOE/Greenfield, MA for five years.

For The Record

Last week's EMI America news story about Tony Smith's promotion to National Singles Promotion Director and John Hey's advancement to National Album Promotion Director inadvertently reversed the names under each picture.

THE NAME IS NOVUS — RCA/Ariola unveiled the logo for the company's new jazz and contemporary instrumental music label, Novus. Contemporary jazz recordings will carry a red "o" in the Novus logo; nonjazz instrumental recordings will have a blue "o." According to label head Steve Backer, "The Novus label will subtly incorporate various genres of instrumental music under its aegis. What we'd really like to do is knock down some of the boundaries that exist between jazz, new age, classical, world, ethnic, and other instrumental musics."

Patrick

Continued from Page 3

A former programmer at WKZZ/Winston-Salem, Patrick has also been MD at WLEE/Richmond. He came to WCZY two years ago to work on-air and in programming. "This is a great shot for me," he observed. "We're doing really well, so this station doesn't need any big changes. Our airstaff is the best in town, and our music is on target. I'm simply taking over a great station and am looking to make it better. While it's not an easy assignment, I look forward to keeping the competition in my rearview mirror."

R&R Editorial Staff

Continued from Page 3

cludes working at KFVB/Los Angeles, and she's got the talent and desire to handle both columns for us. The Gold format is strong enough to merit its own column, and Sean proved in his five-part special series last month that he's got a strong grip on the wide scope of the format.

"Tara and Tony have shown they can handle anything we've thrown at them so far, and I'm sure they'll do a great job. With Managing Editor Jeff Green, Gail, Reed, the R&R format editors, and these new additions, we've got the best R&R editorial team yet."

THE WEEKLY COUNTRY MUSIC COUNTDOWN

6-7 Conway Twitty

13-14 Emmylou Harris

20-21 Willie Nelson

27-28 Tanya Tucker

6-7 Association

13-14 Tom Jones

20-21 The Who

27-28 Moody Blues

DICK CLARK'S
Rock Roll & Remember

9-6 David Lee Roth

9-13 Huey Lewis

9-20 Billy Joel

9-27 Daryl Hall

O'BRIAN NEW WNKS PD

Patrick Takes KJYO PD Post

WNKS/Columbus, GA PD Lou Patrick has resigned to accept the recently vacated PD chair at Clear Channel's KJYO(KJ103)/Oklahoma City. He replaces Bill Cahill, who left to program WAPE-FM/Jacksonville.

KJYO VP/GM Wayne Courtney commented, "I was surprised by the great number of applicants

who wanted this job. I selected Lou because of his good credentials, abilities, and the fact that he comes highly recommended. His ideas are sound and solid; he's just what we need."

Patrick's background includes PD posts with WYKS/Gainesville and WKZW/Peoria. Talking about his return to the Midwest, he said, "This is a wonderful opportunity, a solid move. Even though I've only been here (in Columbus) four months, it's been put WNKS on the map and we've got brand. Being the

only CHR in Oklahoma City, we have a lot more impact than most stations would. The town likes to rock and have a good time, and we're going to add our share by making KJ103 as fun as it can be."

Succeeding Patrick as WNKS PD is morning man Bear O'Brian.

Cap Cities

Continued from Page 1

well in his future endeavors."

Of Steinmetz, Bouloukos continued, "Mark has done an outstanding job at KQRS, and I'm pleased to recognize his performance with this promotion. I'm confident that his knowledge of the Minneapolis market will prove beneficial in this position."

Hare's move brings him back into the ABC fold, where he previously spent 17 years. He had remained as VP/GM of KTKS after Gannett acquired the station last January. KTKS was sold because it had to be spun off as a result of Cap Cities' buyout of ABC. Hare's 17 years with ABC included a two-year stint as GSM at WRQX/Washington and a four-year stay as VP/GM at WRIF. He joined KTKS as VP/GM in 1984.

Hare told R&R, "It's a real thrill to be returning to the company. Seeing how another excellent company operates during my eight months with Gannett was certainly rewarding. I look forward to the challenges of Country, as I've been brought up in the contemporary field. It's a great honor to take over for a person like Warren, who's been running such fine stations for so long."

At 29, Steinmetz is the youngest President/GM in the company. He started in broadcasting in 1976 in Duluth as midday personality at KQDS-AM & FM (then KAOH). From there he joined nearby WEBC and advanced through the sales ranks to GM. His next stop was Minneapolis, where at WCCO-FM (now WLTE) he rose from AE to GSM in three years. Steinmetz said, "I'm excited about being a part of the largest broadcast company in the world. There's a great deal of upward mobility in the company, and that'll offer greater challenges down the road for the careers of everyone who works here."

Regarding KQRS, which has risen 6.5-10.0 since he's joined and now ranks second 12+ to WCCO, Steinmetz commented, "We're delighted that nearly half our audience is over the age of 25. We're #1 25-44 men, nearly #1 25-49 men, and yet we think there's tremendous growth ahead, as there are still a lot of adults who haven't yet discovered the classic rock sound mixed with palatable currents."

Christian Programs WFLY

Steve Christian has accepted the PD post at CHR WFLY/Albany. He replaces Todd Martin, who became PD at WGAN/Portland.

WPTR & WFLY VP/GM Michael Whalen told R&R, "Steve has ten years of demonstrably successful experience programming CHR. He has a solid sense of radio as an integrated business that works toward the goal of serving the customers: listeners and advertisers. It's rare to find someone with the perspective of both a programmer and a businessman. He's a great example of the kind of team players we're trying to build here."

Christian, whose programming background includes positions at WZXR/Memphis and WKZL/Winston-Salem, was most recently an assistant to John Curry at KVLV/Tulsa. He commented, "Getting back into programming is exciting, and it will be a treat working with Michael Whalen. I have no major changes planned, but will try to improve on what's there with the resources at hand. I can tell this will be a good battle."

Arbitron Data Restrictions Clarified

Further analysis of Arbitron's plans to restrict the availability of full-market mechanicals (R&R 8/15) reveals that such restrictions apply specifically to the use of these mechanicals for and by stations which had not purchased them. This policy is not new, is of very long standing, and is strictly enforced. To tighten the enforcement and control, the full-market mechanical (FMM) is to be available only in the Laurel Diary Review Office.

Hines

Continued from Page 1

"It was very difficult leaving the excitement and intensity of the network, but this will allow me to concentrate on something that I really believe in and still work with Bill and the Research Group."

Jive, RCA Announce Licensing Pact

Jive Records' new licensing deal with RCA/Ariola is official, and the major has assumed responsibility for the label's promotion, marketing, and distribution. Arista previously held the Jive license, and will continue to release product by Billy Ocean and Whodini under the terms of that deal. All other Jive artists are covered by the new RCA pact.

Jive will shortly appoint its own VP of R&B promotion, who will work with RCA VP/National Promotion Eddie Mascio and Director/Black Promotion Basil Marshall. Jive's Ed Straight is responsible for product management at RCA, liaising with the latter's VP/Marketing, Michael Omsany.

Several other promotions within the US operations of Jive/Zomba are also imminent. The Jive label is part of the British-based Zomba group of companies, which also has music publishing, producer management, recording studio, and video interests. Internationally, the new Jive/RCA ties cover Canada, France, Spain, and Latin America, including Mexico.

Commenting on the agreement, RCA/Ariola President/CEO Elliot

Kid Leo

Continued from Page 1

Warren to the airstaff, which are the nuts and bolts of this place, to (Malrite Chairman) Milton Maltz - is part of the family here. And being Sicilian, I'm heavily into family."

Carter

Continued from Page 1

departure in late 1984. From 1970-73, he held West Coast promotion and artist development posts for Atlantic.

Wright

Continued from Page 1

Communications and VP at parent company Cox from 1979-83. He originally left GE for Cox when GE was in the process of acquiring that company, a transaction which never was completed.

Commented Wright, "My new job has both exciting and intimidating aspects. My strategy will be similar to one I would use if I were taking over the New York Mets: I will stay with winning players, stay on a winning and proven course, and never for a moment cease to demand the excellence instilled in NBC during Grant's stay."

WKSI Names Kelly PD

Steve Kelly has been named PD at CHR WKSI/Greensboro. He takes on the newly created post from Operations Manager Tom Jackson, who remains with the station.

GM Stan Thomas commented, "With Steve's diverse knowledge of broadcasting, his previous pro-

gramming successes and his desire, he will assist us immeasurably as we continue to strive for success."

Added Jackson, "I'm looking forward to Steve's arrival and to learning some new programming ideas and techniques. With WKSI's growing success, I've found it necessary to hand over the programming duties so I can become more involved in overall station management. This will also allow me the opportunity to further expand our research and marketing efforts."

Previously Assistant PD at WCZY/Detroit, PD at WNVZ/Norfolk, and most recently PD at WZXR/Memphis, Kelly told R&R, "Stan Thomas and Tom Jackson have created a very people-oriented organization. Of all the opportunities I was considering, I felt the best about this one. The station is already on track, as witnessed by the numbers, and I don't plan any radical changes. Why fix something that's not broken?"

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 Receptionist: [Name obscured]
 [List of other staff members and their titles follows in a similar format]

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ONE OF THE
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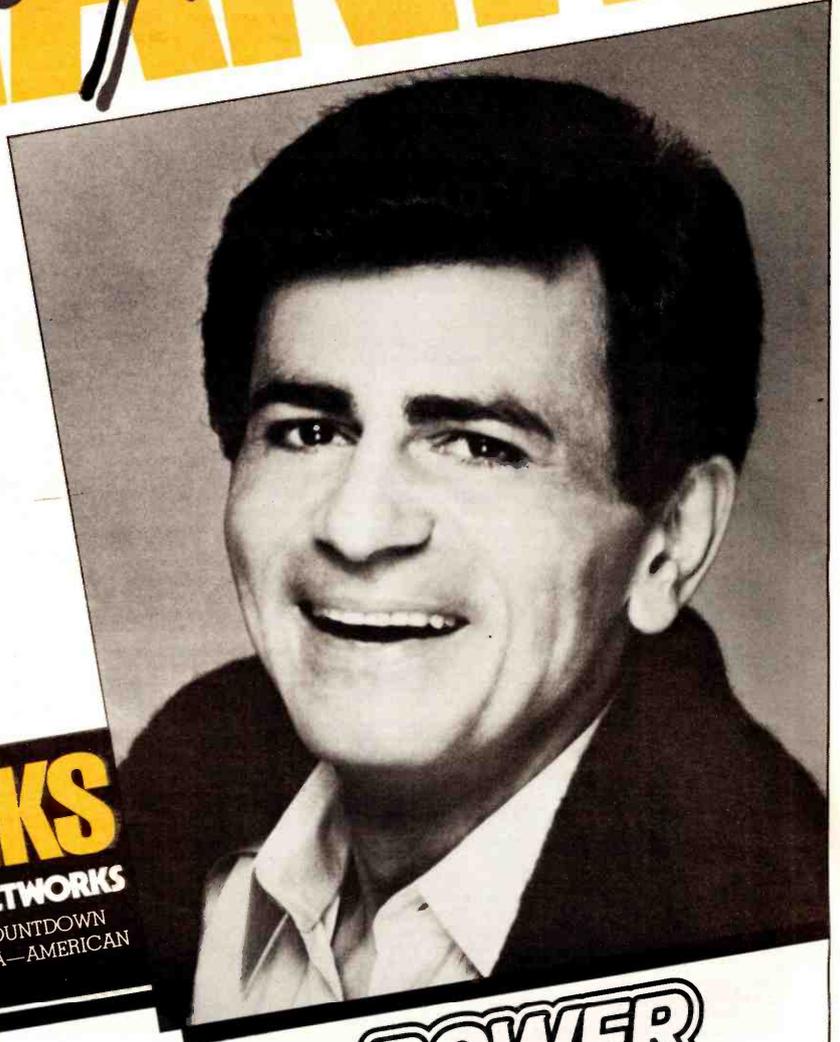
THANKS

Casey Kasem

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The most-listened-to radio station in America.

Source: Arbitron, Average Audience, Persons 12+, TSA, Spring 1986;
RADAR, Spring 1986 Survey, Network Audiences to Commercials Within Program; Average Persons, Persons 12+

NEWS IN BRIEF



Raymond Meza

● **RAYMOND MEZA**, morning personality at **KAMZ (Z93)/El Paso**, has stepped up to Program Director. Meza is a 12-year veteran of El Paso radio.

● **BRAD FUHR**, PD at **KQCR/Cedar Rapids**, accepts the programming chair at **KRZZ/Wichita**. Succeeding him is KQCR midday personality **CARL MANN**, while **GARY DIXON** is MD.

● **DICK SHANNON** leaves **WBBO/Augusta** after 12 years to program crosstown Country-formatted **WGUS-AM & FM**. He also takes over as afternoon drive personality.

● **JOHN BARAB** is the new PD/MD/Promotion Director/afternoon drive personality at AC-formatted **WLQE/Atlantic City**. Most recently, Barab was PD at crosstown **WAYV**.

● **RHONDA KIEFER** and **GINA IORILLO** have been named National Music Director and National Promotional Director, respectively, for **Gorman Media**, headed by former **WMMS/Cleveland** OM **JOHN GORMAN**. Kiefer had worked at WMMS for ten years, most recently as Program Coordinator. A three-year WMMS staffer, Iorillo was the station's Promotion Coordinator.

● **EVELYN BUCKSTEIN** has been appointed Assistant VP/Counsel, Performing Rights, at **BMI**. She'll be consultant on legal questions to all members of the organization's performing rights departments in New York, Nashville, and Los Angeles. A 30-year BMI veteran, Buckstein was most recently Senior Attorney in its legal department.

Dew

Continued from Page 3

It soon became **KZEW**, and has remained a giant in the market. This is a similar opportunity. I can't divulge what we're going to do, but it will be exciting. I leave here feeling great about the job we've done at **KRBE**, and I think the station will continue in a similar manner."

Carson, a former PD at **KSRR** when it was AC, also spent time at **KXYZ** in addition to doing morning show stints at **KAUM/Houston** and **WRQX/Washington** when it first went CHR. He noted, "I don't want to lie, so all I can say is it will be a contemporary format. That's about as much as I can go with right now.

"The Shamrock people are supportive rather than dictatorial, and that's important if a station wants to remain competitive in a market like Houston. Working with John Dew for the past four years has ensured that we'll be able to assemble a team that will knock this market wide open." Carson added that he expects the new format to debut in mid-September.



Ann Litin

● **ANN LITIN** is promoted to National Single/Sales Manager for **Elektra-Asylum Records**. Litin joined E/A in early 1985, serving in several departments, including the **Nonesuch** classical division. She previously worked with the Aspen Music Festival.

● **DAVID RIMMER** has been advanced to Director/Station Operations and Services for **ABC Talkradio**. Rimmer has been associated with Talkradio since 1983, most recently as the network's East Coast Operations Manager. Earlier he worked in programming with **NBC's Talknet** and **WOR/New York**.

● **DAN JACKSON** moves up after two years as PD at **KSSS/Colorado Springs** to Operations Manager for **KSSS & KVUU**. Additionally, **D.J. MCCOY** was named morning man for **KVUU**, while **ERYK NELSON** and **PAUL RICHARDS** have taken over afternoons and overnights, respectively, for **KSSS**.

● **TOM KAY (KOETTING)** has been added from parttime airwork to Production Director at **Taft AOR WDVE/Pittsburgh**, replacing **MIKEY RAZOR**.

RAB

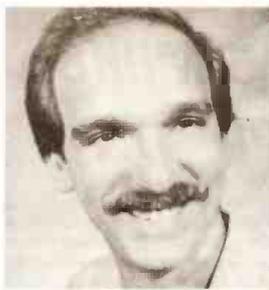
Continued from Page 3

ing. After **NRBA** merged with the **National Association of Broadcasters**, the future of the Sales Universities was in doubt until **RAB** agreed to continue the program.

RAB Sr. VP/Communications **Daniel Flamberg** told **R&R**, "Some of this training was 'broadcaster-to-broadcaster,' and some was more regulated instruction with textbooks and other back-up materials. We will continue this practice, but will mix and match more formal elements as well."

The **Radio Sales University** program will remain separate from **RAB's** Certified Radio Marketing Consultant program and other sales training services. "This will actually now complete our training experience," Flamberg continued. "The **Radio Sales Universities** will provide entry-level training, **CRMC** will provide mid-level training on an individual basis, our regional meetings will continue to give booster shots for mid-level people, the **Managing Sales Conference** will accommodate the needs of sales managers, and the **Wharton School** will offer advanced training for senior sales managers. In a sense, you complete the whole radio education spectrum."

RAB expects to conduct its first **Radio University** before the end of the year, and has tentatively scheduled one every other month throughout 1987.



Mike Anthony

● **MIKE ANTHONY** is promoted to Program Director at **WFUN & WREO/Ashtabula, OH**. Anthony started at the AC-Easy Listening combo as a part-timer in 1983, and has risen through the ranks to PD/morning drive.

● **KEN ELM** joins **KRIX/McAllen-Brownsville** as GM from crosstown **KVEO-TV**. **KRIX's** new GSM is **Betty Smith** from neighboring **KBOR**.

● **BENNY SPRINGER** is elevated from GM at "Light Rock"-formatted **KLTO/El Paso** to VP of parent **Rio Bravo Broadcasting**. Springer joined **KLTO** in February, having previously managed **WLSI & WYN/Jackson, MS**.

WMJJ Names Wilder GSM

Former **WELI/New Haven** General Sales Manager **Mark Wilder** is the new GSM at **Capitol Broadcasting Corp.** AC outlet **WMJJ (Magic 96FM)/Birmingham**. Prior to **WELI**, Wilder worked at **WBFB & WMJQ/Rochester** and **WVBR/Ithaca, NY**.

WMJJ VP/GM **Bill Stoeffhaas** said, "Mark brings to us an extraordinary set of skills as GSM, and we welcome him to be a part of the winning Magic tradition." Added Wilder, "I can't get over what a great feeling it is to be part of the **WMJJ/Capitol** team. I'm convinced we're going to do great things in Birmingham."

Wilder's appointment is the latest in a series of executive changes at **WMJJ**. Last month

Stoeffhaas stepped in as VP/GM there, and two weeks ago **Smokey Rivers** was named PD.

Dees

Continued from Page 3

portant part in today's radio. **Rick Dees** exemplifies the perfect match-up between radio and advertising because people listen to him, love him, and respond to him."

Meyrowitz said the deal amounted to 'a lot of money,' and when asked if the amount was close to the rumored \$11 million price, he responded, "that's a lot of money." He also added that other reports of a \$10 million-per-year arrangement "were ridiculous."

United Stations President **Nick Verbitsky** noted, "We had a three-year commitment for this program, and it is the only program in which **United Stations** does not have an equity position. At one time in our growth, in order to expand, we took on a project like the **Rick Dees** program, which was very hot at the time. We've reached the point where, unless we have a substantial equity position in a program we cannot consider it."

Brill

Continued from Page 3

kets. This is a brand new challenge for me, and I'm looking forward to working with such an aggressive group."

Brill Media also owns **WEBC & WAVC/Duluth** and **KLIK & KTXJ/Jefferson City, MO**.

New For CHR



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TRANSACTIONS

Noble Lays Out \$30.5 Million For New Haven Combo

WAVZ & WKCI/NEW HAVEN
 PRICE: \$30.5 million
BUYER: Noble Broadcast Group, John Lynch, President. It also operates XETRA-AM & FM/San Diego, and has contracted to purchase KISS/San Antonio; WSSH/Boston; WGBB/Freepport, NY; and WBAB/Babylon, NY.
SELLER: Northeast Broadcasting Corp., Roger Neuhoff, President; Howard McAnany, General Manager.
DIAL POSITION: 1300 kHz; 101.3 MHz
POWER: 1 kw; 50 kw at 1070 feet
FORMAT: Nostalgia; CHR
BROKER: Blackburn & Co.

KNSS/CARSON CITY, NV
 PRICE: \$2.5 million
BUYER: TM Communications, Patrick Shaughnessy, CEO. It also owns KHAT-AM & FM/Lincoln, NE and has contracted to purchase WLPR/Mobile, AL.
SELLER: Carson City Broadcasting, Inc., Karl Bailey, Smokey Hyde and Jim Phillips, principals. Bailey has an interest in KNOG & KDBH/Natchitoches, LA. Phillips has an interest in KHEY/EI Paso.
DIAL POSITION: 98.1 MHz
POWER: 50 kw at 2174 feet
FORMAT: Country
BROKER: Chapman Associates

KATJ/ST. GEORGE, UT
 PRICE: \$165,000
BUYER: Color Country Broadcasting Corp., Joseph Kjar, Donald Bybee, and Gary Whipple, principals. Whipple is the son of Bonneville VP Blaine Whipple.
SELLER: C & S Broadcasting, Ray Carpenter, President.
DIAL POSITION: 1450 kHz
POWER: 1 kw
FORMAT: Country

KTJC/RAYVILLE, LA
 PRICE: \$70,000 for part interest
BUYER: Delta Communications, Kenneth Diebel, majority owner, buying out the 25% interest of partner Maria Del Rio.
DIAL POSITION: 92.1 MHz
POWER: 3 kw at 280 feet
FORMAT: Religious

WKAT/MIAMI BEACH
 PRICE: \$2 million
BUYER: Howard Broadcasting Corp., Howard Premer and Howard Ullman, owners. Premer is the station's GM.
SELLER: Herntstadt Broadcasting, William Herntstadt, President.
DIAL POSITION: 1360 kHz
POWER: 9 kw days/1 kw nights
FORMAT: Nostalgia

Radio station revenues in the national spot and unwired network categories fell off a scant 1.6% in the first quarter of this year, compared with the first quarter of 1985. But it's the spending decline in four of five key advertiser categories that's got the folks at Masla Radio concerned. Commenting on its revenue report, Masla's Peter Moore said, "Yes, the inflation rate is low and has remained

TRANSACTIONS AT A GLANCE

Transactions So Far In 1986: \$1,674,215,000

This Week's Transactions: \$87,235,000

- WAVZ & WKCI/New Haven \$30,500,000 million
- WQYK/Tampa \$26-28 million (estimated)
- KRBE-AM & FM/Houston \$25 million
- KNSS/Carson City, NV \$2,500,000
- WKAT/Miami Beach \$2,000,000
- KATJ/St. George, UT \$165,000
- KTJC/Rayville, LA \$70,000

SPORADIC BUSINESS REPORTED

Masla Charts Drop In National Spot Revenue

so. Yet business is slow, sporadic, and inconsistent." By contrast, national network advertising has posted record gains this year. The report, "National Radio Revenue Study," analyzes the spending on national radio, including spot and unwired network expenditures.

Some Areas Off 15-20%

Advertisers spent \$262.7 million in the first quarter of 1986, down from the \$267 million spent in the first quarter of last year. However, the report added more discouraging news: decreases in some markets have averaged 15-20%.

Testifying to Masla's assertion that national radio revenues "are extremely vulnerable to the whims of the particular industry who is advertising," the slight downturn in national spot has been precipitated by small decreases for four of the top five advertiser categories.

The hardest-hit advertising category, automotive, registered a 19% decrease in the first quarter, with three other categories — travel/airlines, beer/wine, and consumer services like banks and credit cards — showing small downturns. Of the top five advertiser categories, only food product manufacturers, who spent 12% more in 1986 than in 1985, showed an increase in spending.

Fewer New Accounts

The report added some good news, showing that the seven product categories that constitute the second tier of radio spenders showed an overall increase in the first quarter of this year.

"Radio will lose accounts each year to other media," the report concluded. "We have not, however, seen the significant increases of new radio advertisers thus far as in past years."

CALL SIGN CHANGES

- Augusta, GA WZNY (remains assigned)
- Amarillo, TX KRGN (requested)
- Dallas KLTY to KHYI (requested)
- Austell, GA WCKZ to WAOS (effective 8/19)
- Bend, OR KJII to KWBX (9/1)
- Billings, MT KKLO (8/18)
- Bountiful, UT KSEJ to KLZX (8/23)
- Branford, FL WOLR (requested)
- Camden, AK KCEX (8/18)
- Comanche, TX KZAA (8/21)
- Deer Lodge, MT KDLI (8/21)
- Des Plaines, IL WYEN to WZRC (9/1)
- Eminence, KY WSTL to WKXF (requested)
- Hartford, NC WELQ (8/18/86)
- New York WAPP to WQHT (8/15)
- Las Vegas KUDD to KEYV (9/1)
- Mercy, CA KBCY (8/21)
- Mesa, AR KNKS to KJAA (8/23)
- Minot, ND KKOQ to KRRZ (10/3)
- Oceanside, CA KGMG to KGMG-FM (9/1)
- Oceanside, CA KNWC to KGMG (9/1)
- Petal, MS WLJH (8/21)
- Pomona, CA KWOW (remains assigned)
- Port Charlotte, FL WVIJ (8/19)
- Rock Springs, WY KYCS (8/18/8)
- San Francisco KFRC (remains assigned)
- Santa Cruz, CA KMFO to KNZS (requested)
- Santa Maria, CA KZON to KTAP (8/19)
- Santa Paula, CA KKBZ-FM to KIEZ (8/15)
- Vineland, NJ WDLV to WFHM (8/15)
- Vineland, NJ WKQV to WVLT (8/15)
- Williamsburg, VA WQSF to WMBG (8/20)

International Tapetronics Corporation/3M The World Leader In Cartridge Machines

More International Tapetronics Corporation/3M cartridge machines are installed in radio stations around the world each year than all other manufacturers' cartridge machines combined... and for good reason. For almost two decades, ITC equipment has maintained the standard of excellence in reliability, audio quality, and long-term cost effectiveness; backed by ITC's legendary status as the industry's service leader.

International Tapetronics Corporation/3M's professional audio products include the most complete line of cartridge machines featuring state-of-the-art microprocessor based logic for increased operational flexibility, reliability and easy maintainability.

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- DELTA Cartridge Machines, "Today's Most Popular Cartridge Machines"
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- ESL V Eraser/Splice Locator combining quick erasing and splice locating into one simple step
- ScotchCar II Broadcast Cartridges, reel-to-reel audio performance and five times the average life of its nearest premium cartridge competitor
- The FB-1 Interface converts an ITC cartridge machine into a potentially profitable telephone information service

3M's vast financial and technological resources have combined with ITC's proven commitment for delivering uncompromising product quality to insure that when newer technology emerges, it will come from International Tapetronics Corporation/3M, "The Leader in Reliability and Service."

Call today for more information and ask about ITC's new lease purchase plan. In the U.S., call toll-free 800-447-0414, or collect from Alaska or Illinois 309-828-1381. In Canada, call Maruno Electronics, Ltd. 416-255-9108.

International Tapetronics Corporation/3M
 2425 South Main Street
 P.O. Box 241
 Bloomington, Illinois 61702-0241



NAB Slates New Orleans Tax Panel

Following approval of a massive federal tax law overhaul by a House-Senate conference committee, NAB has scheduled a special panel on the implications for radio broadcasters at next month's Radio '86 convention in New Orleans.

Speakers have not yet been announced for the panel, which will take place at 8am Saturday, September 13.

New FMs Assigned

The frequency 101.3 MHz has been assigned by the FCC to Topsail Beach, NC. Between September 29 and October 27 the Commission will accept applications for another new FM, 92.9 MHz, in Naguabo, PR.

BROKER TURNED AUTHOR

Hickman Recounts 32-Year Career

Ron Hickman is reminiscent of nothing so much as a venerable athlete from the golden years of the game, the gladiator who retired before the onslaught of free agency and spiraling salaries.

Like the now-extinct specimen of football player who platooned on both offense and defense, he went both ways in his career, doubling as an owner and an air personality. In his words, "a real hands-on guy."

Like so many ballplayers, Hickman wrote a book about his experiences, but this isn't one of those "I Never Played the Game" guess-and-tells.

Eight-Year Licensing Ordeal

It's a compilation of the best anecdotes and experiences of a 32-year broadcast veteran, a man who started as an air personality, began an FM station from scratch, and who, after getting out of the ownership ranks in 1983, became, like the clubhouse lawyer who becomes an agent, a broker.

"The idea of putting buyers together with sellers in the brokerage world is exciting."

"The idea of 'Touching the Stars' is really twofold," Hickman told R&R. "Anyone in the communications industry will be interested in the eight-year ordeal we went through at both the FCC and the community level to develop an FM radio facility."

"The other part is really, I guess, an autobiography, if you will. We had the good fortune of interviewing and developing relationships with so many of the stars. From Vic Damone, Zsa Zsa Gabor, Joe Lewis, Eddie Arnold — a whole host of people, who we (Hickman and wife Barbara) met and interviewed. And there were some extenuating relationships and friendships that were continued."

Fisher Joins Chapman Associates

Sharon Fisher has joined Atlanta-based Chapman Associates as the firm's 19th media broker and only female broker.

For the past year and a half, Fisher headed up her own brokerage firm, S.H. Fisher & Associates. She also served as an Account Executive and then Sales Manager at WCZY & WLQV/Detroit in two separate stints, and was GM of WKBX/Savannah, GA. "I'm extremely pleased to be joining one of the nation's oldest and most successful media brokerage firms," said Fisher, "and am looking forward to representing Chapman in the upper Midwest."

Fisher will work from the Detroit area and can be reached at (313) 542-6747.



Ron Hickman

Husband-Wife Collaboration

There were no collaborators on the book, due out in October from Lolry Publishing of Tallahassee. "I did the book," Hickman said. "I waited all these years until I had an opportunity. Starting in December, I would work 12 or 14 hours a day on the weekends." Barbara, who also has served for many years as his business partner, "had to pry me away from the typewriter."

"By March, I had the third draft, which is the one I published, and I think it came out very well. There's a basic approach to writing news and commercial copy, which I did for several years, and I just sat down at the typewriter and started telling my story. Everything flowed, and, by the third draft, it just all came together."

The book relates Hickman's earliest days in radio, beginning in 1951 at a station in an Appalachian town, continuing through his partnership with

COURT FIGHT PLEDGED

FCC Denies Anti-Trafficking Petition

FCC officials made short, swift work of the petition filed earlier this month by a consortium of public interest groups that sought reinstatement of the Commission's anti-trafficking rules. In a decision from the *Mass Media Bureau*, the petition was denied because it presented no new issues since the FCC last reviewed, and deleted, the rules in 1983.

Officials of the public interest groups had expressed little hope the petition would succeed. In wake of the ruling Henry Geller, a public interest attorney who filed the petition, said, "We're rather delighted with the speed of the bureau. We will be just as fast asking for a review from the full FCC. The FCC will tell us to drop dead, and we'll be on our way to court."

Geller disagreed with the bureau's assertion that there are no new circumstances to warrant review. "The Commission is saying that it's all right to be a trafficker, and that cuts against all of the FCC's objectives. We want to present this issue to the courts."

departing WOR/New York News Director Lou Adler in WKND/Wickford, RI.

"I think I was stereotyped as a morning newsman. In most of my years, despite owning the station, I kept my hand in day-to-day operations," Hickman said. "I was there when we threw the switch in the morning."

Started WOTB/Newport, RI

Part of the book is devoted to Hickman's efforts to establish a new FM radio station, WOTB/Newport, RI — "as you know, a very sexy address," according to Hickman. "I was the principal owner/founder, along with Barbara."

"We filed at the FCC, and from that point until the actual fruition of the radio station was about eight years. Every time we found an antenna site, there was opposition at the local level. Most of it was subterfuge. We finally

"I don't think there are as many personality/owners as there used to be."

found a way around all of that, and resolved it when we located the antenna site that prevailed both locally and at the Commission."

Hickman sold the station in 1983, and joined some former colleagues at Chapman Associates, operating its Rhode Island office. Barbara still works with him, and it "gives him an opportunity to stay close to the industry" he's been a part of for many years.

High Cost Of Ownership Entry

"The opportunities for somebody to enter into an ownership situation may be greater, compared with 1950, because certainly there are more properties today. But the cost to enter radio ownership is probably prohibitive for a lot of people," Hickman reflected.

"I don't think there are as many personality/owners as there used to be. Sure, we have the John Gambings, who have been very successful. But the guy who would dream that someday he'll own a radio station, unless he has terrific financial support, may find that the cost of getting into ownership is expensive."

"I don't think I sold the station too soon," Hickman said of WOTB. "I'm enjoying the boom on the other side, as a broker, participating in the sale of radio and TV properties."

The impulse to sit behind the microphone remains, of course. "I walk into radio stations every week, and the thought is always there: wouldn't it be nice to be invited to read the news and deliver a newscast?"

"Yes, the desire is still there," Hickman mused, "because broadcasting becomes a part of you. It's just not as strong as it was three years ago, because the idea of putting buyers together with sellers in the brokerage world is, in itself, exciting."

Interep's Goldberg Addresses SRA Charges

R&R reported a story (8-15) about an alleged "boycott" of rep firms by some advertising agencies and buying services. The *Station Representatives Association* (SRA) charged that these agencies and buying services are illegally dealing directly with individual stations to place national spots.

A letter from SRA Managing Director Jerry Faniger to 5000 chief executives of these companies threatened legal action against those who continue this practice. The *Interep* companies, however, did not sign the letter. President/COO Les Goldberg explained why:

"We don't feel it's a problem between the reps and the agencies. We feel that if a problem exists, it's for the stations and reps to work out. This letter went to the head of every agency and buying service in America. My reaction was, and the *Interep* Presidents agreed with me, 'Why threaten your customers?' Basically, the letter is threatening legal action. It doesn't make sense to me to threaten the people who pay my bills when you can

work it out between the stations and the reps.

"Our contracts, for example, have a clause that says if you're approached by an agency to buy direct, you're supposed to tell them to work through the rep. If they refuse and you write the business, you pay the rep commissions anyway. To say that works 100% of the time would be ridiculous. It doesn't. And there are stations that keep the business. But that's our problem with the stations; it has nothing to do with the agencies. I think our relationships with our stations are, for the most part, good enough that we solve these problems with them."

"The other thing that upset me was that not every agency and buying service is an offender. Maybe five percent — ten percent at most — try to buy direct. Why threaten people who don't even know direct buying exists and plant the idea in their heads? That was why we (the *Interep* companies) decided not to sign the letter. I wanted it known that we are not part of this, and those are the basic reasons."

LOOKING AT RADIO

Macfadden In Buying Mood

After losing out to *Reliance* in the intense bidding for John Blair & Co., officials of *Macfadden Holdings, Inc.* are catching their breath — but not for long.

Company President Michael Boylan says Macfadden is actively searching among "all media companies" to make a major purchase. Radio properties are "one of our first choices," says Boylan, particularly since Macfadden Chairman Peter Callahan has radio experience.

Prior Radio Experience

According to Boylan, Callahan was formerly President of *Macfadden Bartell*, which owned a number of radio stations in the 1970s including *WADO/New York*.

Boylan's own background is primarily in publishing. Formerly with the *New York Times*, Boylan now oversees Macfadden's publishing operations. These include 11 monthly magazines, primarily in the romance and teen fields. The firm's seven "confession" magazines sell 2.5 million copies a month.

\$800 Investment Pays Off

Macfadden is an 11-year old company that Boylan says was founded with an \$800 investment. Today it posts earnings of \$4.6 million annually on revenues of \$50 million.

Information released during the Blair fight indicates Macfadden has excess working capital totalling approximately \$30 million, which could be used to leverage financing of 10 to 20 times that amount for any new purchase or takeover attempt.

Although Macfadden conducted its Blair bid through E.F. Hutton, financing for the next deal will be handled by *Shearson Lehman Brothers*.

Lake Huron Trio Goes For Over \$50 Million

The sweepstakes for the *Lake Huron* stations has ended, according to informed industry sources, who indicate that *Susquehanna Broadcasting* and *Infinity Broadcasting* have walked off with the prizes.

Susquehanna President Louis Appell confirmed that his company will purchase *KRBE-AM & FM/Houston* for \$25 million. Appell, however, refused further comment on the purchase.

Meanwhile, industry reports indicate that *Infinity* has bested at least two other group owners for *WQYK/Tampa*. Sources placed the total value of the sale between \$26-\$28 million. *Infinity* President Mel Karmazin refused to comment on the reported purchase.

KRBE-AM operates on 1070 kHz with 10 kw days/5 kw nights with a *Classic Rock* format. *KRBE-FM* airs a *CHR* format on 104.1 MHz with 100 kw at 1920 ft.

WQYK operates on 99.5 MHz with 100 kw at 550 feet with a *Country* format.

Gary Stevens of *Wertheim & Co.* arranged the two transactions.

Reporting Transactions To R&R

To have a radio station transaction listed in *R&R*, broadcasters and brokers should contact the *R&R* Washington Bureau (202-862-7484) as soon as details are available. Sale closing photos and broker news, such as personnel and office announcements, are also welcome.

KING SHOW CONTROVERSY

Mutual Drops Reagan's Saturday Radio Talks

Citing its reluctance to hand over unedited blocks of airtime to politicians, Mutual has discontinued live broadcasts of President Reagan's five-minute Saturday radio talks along with Democratic responses.

All of the major national radio networks, with the exception of CBS, have aired the President's talks in their entirety since they began in April 1982.

"It's a terrible precedent to surrender our airtime without exerting any news judgment," said Mutual VP/News & Special Programs Ron Nessen, who served as Press Secretary to President Gerald Ford.

Nessen was also perturbed that a growing number of the talks, including two in July and one in August, were taped in advance, rather than live. In a letter to White House Communications Director Pat Buchanan last month, Nessen complained that pre-taping is "in violation of an understanding that the statements would always be delivered live in order to be considered legitimate news."



Ron Nessen

Little News Value

Nessen expanded on his objections last week in a *Washington*

Post op-ed piece. The Reagan talks "rarely" contain news, he charged, and are often "a rehash of his previously enunciated views on various topics."

Over the weekend, Buchanan fired back with his own salvo, also published by the Post. Buchanan questioned whether Nessen's actions were really motivated by his "profound concern for the independence and integrity of radio journalism."

"It's a terrible precedent to surrender our airtime without exerting any news judgment."

—Ron Nessen

us a call — and maybe Brother Speakes (White House spokesman Larry Speakes) and I can work out something for Larry King."

Nessen said he'd be "delighted" to schedule Reagan on the King program, but such a booking would have no effect on the Saturday radio talks. Even a promise of live rather than taped talks would not bring Mutual back into the fold, according to Nessen.

Speakes Threatens Retaliation

Over Broken Embargo

Mutual-White House tensions escalated further when Mutual broke an embargo on the President's August 16 prerecorded Saturday message and began airing segments in newscasts the previous afternoon.

Nessen said Speakes, in an angry phone call, threatened retribution against the network's White House reporter. "He's out of business," Speakes reportedly vowed, adding that the correspondent would be reduced to covering "Chicken Week" from "handouts."

And Nessen reports evidence Speakes may be carrying through on the threat. Mutual reporter Al Freeman, covering the President in Santa Barbara, CA, has been ex-

cluded from several private briefings with White House Chief of Staff Donald Regan. Other radio networks were admitted to the briefings.

Freeman reported being told by Speakes: "I told Nessen if he wasn't going to play by the rules, we would have to do something."

Says Nessen, "It's petty and stupid to deprive Mutual and its listeners of these kinds of background briefings." The best thing now, he

"I told Nessen if he wasn't going to play by the rules, we would have to do something."

—Larry Speakes

stressed, is to let Speakes "calm down and cool off."

However, he promised to press Mutual's complaints of shoddy treatment of radio if the situation doesn't improve. Nessen maintains radio reporters are routinely excluded from high-level briefings, as well as from pools at the White House, Pentagon, and aboard Air Force One.

OWNER CALLED 'LIAR AND A CHEAT'

New York Daytimer Stripped Of License

In a blistering attack, FCC law judge Walter Miller has denounced New York daytimer owner Henry Serafin as "both a cheat and a liar" and denied his renewal application for WBUZ/Fredonia, NY.

Judge Miller found Serafin guilty of five separate serious violations of FCC rules. He said any one of them, along with Serafin's lies to the Commission about each case, would have been enough to warrant license denial. Since no competing applicant had filed for the station, the license denial, if upheld, would open up a vacant channel.

'Subaverage' Broadcaster

Miller rated Serafin "a subaverage broadcaster, at best, who is willing to cheat his listeners if it will benefit him even slightly financially... who, when called upon to explain his actions, has only a nodding acquaintance with the truth."

"As a Commission licensee, Henry Serafin is bad news," Judge Miller wrote. "He does not possess the requisite qualifications to be a Commission licensee."

Specifically, Miller charged that Serafin:

- "Willfully and repeatedly refused to make his public file freely available to citizens who asked to review it during normal working hours."

- He added that Serafin "attempted to discourage, harass, and intimidate" people who tried to see the file. "When confronted at the hearing with his reprehensible ac-

tions, Serafin tried to lie his way out by denying he had engaged in such conduct."

- Fabricated much of his ascertainment data. For instance, only 23 of 62 purported interviews of community leaders could be documented.

- Refused to hire a qualified black applicant for a secretary's job because of her race. "Don't you have any white girls to send me?" Serafin reportedly said to the employment counselor who sent him the applicant, who he complained "would make charcoal look white."

Contest Prizes Not Awarded

- Failed to award contest prizes as advertised to the audience. In one case, a Valentine's contest prize was given to an advertiser. In another instance, a stereo system intended as a grand prize was kept by the station. "This type of shoddy conduct on Serafin's part warrants condemnation," said Miller.

Judge Miller concluded, Serafin "has been shown to be dishonest, untrustworthy, and unreliable. He has violated a wide variety of Commission rules, blatantly ignored its public interest policies, and lacked candor with and misrepresented facts to the Commission."

King Show Pique?

Buchanan, a former radio talk host on *WWRC/Washington*, quoted passages from the Nessen piece complaining about White House failure to book the President on the "Larry King Show" during the July 4 celebration in New York.

Buchanan ended on a conciliatory note, inviting Nessen to "give

NEWS BRIEFS

NAB Seeks Emergency Halt To FM Downgrading

NAB this week filed an emergency petition with the FCC seeking temporary waivers for FM stations that face downgrading to lower classifications under Docket 80-90, effective March 1, 1987.

Such relief "would give the Commission additional time to assess the need for reclassification while saving stations from making a huge investment to comply with a rule the Commission may determine is not necessary," NAB argued.

Stations that don't meet minimum height and power requirements for their classes must either upgrade facilities or face a downgrading in classification. However, NAB says many sta-

tions have been blocked in upgrading by FAA regulations, land shortages, and even various FCC rules.

NAB also pointed out that, even without downgrading — which would open up some FM spectrum for new stations — the Commission's goal of increased diversity and service is being met by the large number of applications to assign new FM channels to communities.



MEXICAN SIGNING NEAR — Mexican broadcasting officials last week told NAB leaders meeting in Pebble Beach, CA that their government is almost ready to sign the long-awaited AM pact that will permit thousands of US daytimers to extend evening operating hours.

Broadcast leaders from the US, Mexico, and Canada passed resolutions urging broadcasters to adopt AM stereo and "to undertake increased informational efforts to eliminate the abuse of alcohol and illicit drugs."

Pictured at last week's annual three-nation broadcast summit are NAB Radio Chairman Bev Brown; Jose Rodriguez, Mexican National Chamber of Radio & Television Broadcasters; NAB Chairman Ted Snider; and Michael Arpin, Canadian Association of Broadcasters.

"THE PIANO MAN"

BILLY JOEL

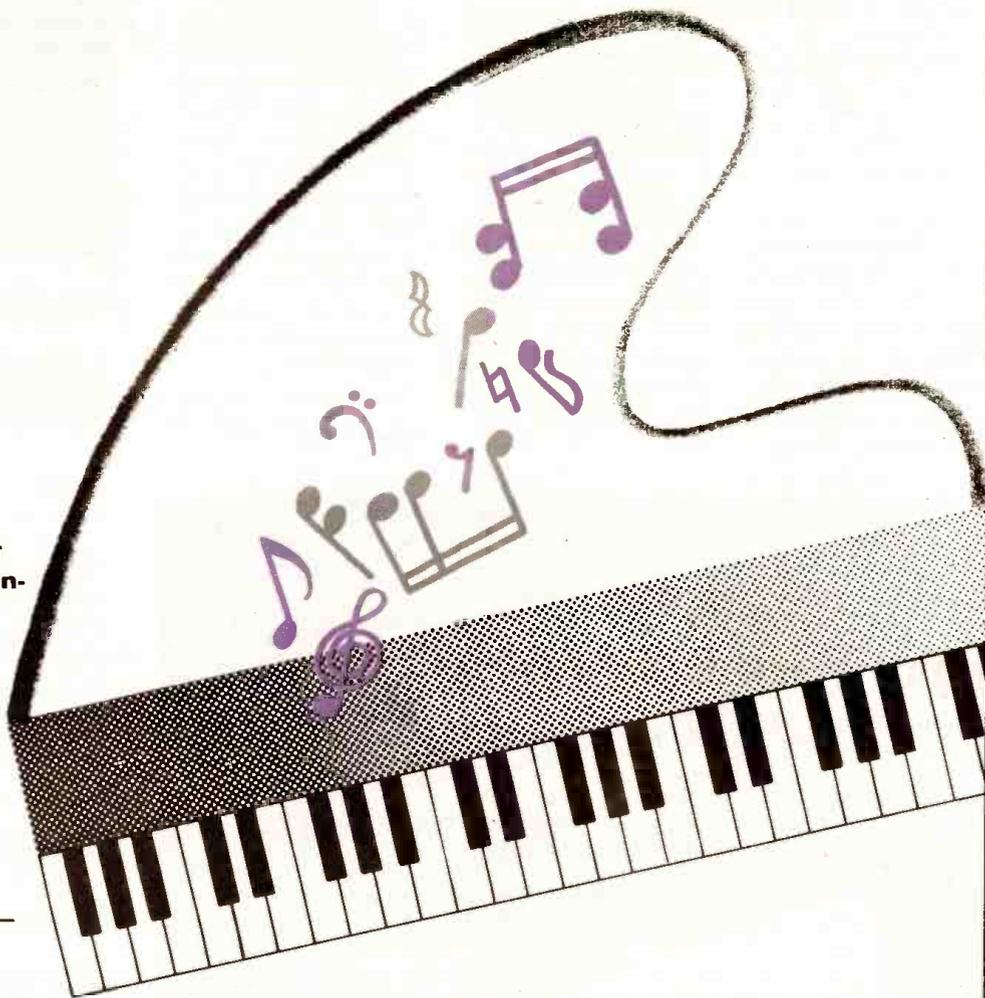
From his early days as the Piano Man to his Superstar status of today, Billy Joel tells us all about it....

"The Piano Man" presents a rare look at one of the most intensive, creative, and down-to-earth performers of the past ten years.

Don't miss one of THE radio events of 1986—The story behind *Capt Jack*; why he wrote *Billy the Kid*; the virtues of *Modern Woman*; and why the melody comes before the lyrics—

**6 Great Hours of Billy Joel—
"The Piano Man"**

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Can't decide whether to rent "Blood Simple" or "Bloodsucking Freaks?" Can't remember whether you've seen "Friday the 13th: Part IV" or "Friday the 13th: Part VI?" Is that what's giving you the video rental store blues, squire?

By November 1, the answer to your problems will have arrived, at least in selected locations. That's the rollout date for the "V-600" video rental sales machine, developed by the Inverness, IL-based **Video Express International** firm. Along with stocking up to 660 VHS or Beta titles, the "V-600" sports a 12-inch color monitor that allows customers to preview a movie's trailer at the touch of a button.

Basically, the unit functions much like an automatic teller machine. All you have to do is follow the instructions as they appear on the display terminal, insert either a "Video Express" or major credit card, and pick your flick by either punching up the title or previewing the trailer. Rental fee: \$2 per tape.

Retailing for \$15,000 each, the "V-600" will also maintain a database inventory of which tapes are rented, allowing owners to stock regionally popular titles. Furthermore, by requiring less floor space than most existing video vending machines, the "V-600" is targeted for use in locations such as airports, hotel lobbies, and fast food outlets.

America's Favorite Salads



Summer's heat means salad days are here again, but just what are Americans' favorite salads? According to a recent survey by **Blue Ridge Farms**, the Top 10 US salads are (drum roll, please): 10) seafood and pasta salad, 9) tuna salad, 8) seafood salad, 7) pasta salad, 6) chicken salad, 5) shrimp salad, 4) crabmeat salad, 3) macaroni salad, 2) potato salad and — the Number One Favorite Salad In The Entire USA — cole slaw!

As reported in the **Wireless Flash** radio news service, the typical salad purchaser — and probably maker — is a 25-50 year-old female who lives in an urban or suburban area. What's more, she's more likely to purchase a salad than prepare one.



"Sound Wedge" Lowers Stereo When Phone Rings

The phone rings and rings and rings, until someone finally scrambles over to the receiver. "What? Can't hear you. Somebody turn that goddamn stereo down!"

How many times has this happened to you? Well, it will never happen again if you equip your home or apartment with the "Sound Wedge," a recently developed item that *automatically* lowers your stereo's volume the moment you pick up the receiver. Hang up the receiver and your stereo's volume returns to normal.

Compatible with either touch-tone or rotary phones, the "Sound Wedge" can be adjusted so that it is activated by the phone nearest the stereo or by any other phone in the house with the same number. It can also be set to lower the volume of the stereo the second the phone rings.

The "Sound Wedge" carries a 90-day warranty, is FCC-approved, and retails for \$29.95. For further information, contact Washington, DC-based **DesignTech International, Inc.** at (202) 333-0078.

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"Radio Videos" Library Upcoming

One of the more unusual sound libraries soon to be offered to radio stations is the "Archive Radio Videos" series of segue recordings. These are brief sound bites taken from commercially-issued phonograph records cleared by either ASCAP or BMI.

"Archive Radio Videos" is the brainchild of **Roger Dorfman**, curator of the **San Francisco Sound Archive**. Since 1957, Dorfman has collected original commercial television recordings spanning 1947-'85 — not only television theme songs, including those performed by the original artists, but additional songs and even dialogue from the shows themselves.

Use 'em for drop-ins, use 'em in your spot production studio, or use your imagination. The Archive Radio Videos catalog lists nearly 400 available shows. For further information, contact Roger Dorfman at (415) 386-2177.

POLLSTAR

TOP 20 CONCERT PULSE

LW	TW	ARTIST
—	1	B. DYLAN/T. PETTY
3	2	VAN HALEN
2	3	ZZ TOP
4	4	ALABAMA
9	5	BOB SEGER...
5	6	S. NICKS/P. FRAMPTON
7	6	KENNY ROGERS
7	7	OZZY OSBOURNE
8	8	DEPECHE MODE
10	9	RUN D.M.C./WHODINI/ L.L. COOL J
—	10	AC/DC
15	11	JACKSON BROWNE
11	12	BEACH BOYS
16	13	JIMMY BUFFETT
—	14	JAMES TAYLOR
12	15	AEROSMITH/T. NUGENT
14	16	EDDIE MURPHY
—	17	MONKEES REUNION TOUR
13	18	JUDAS PRIEST
18	19	38 SPECIAL
19	20	ANNE MURRAY

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of POLLSTAR, a publication of Promoters On-Line Listings. (800) 344-7383, or in California (209) 224-2631

PRO:MOTIONS

Homberg Manages WINS Sales

Ritchard Homberg has been named Sales Manager at WINS/ New York. He formerly was Research Director and Promotion Manager at the station, and most recently served as Sales Manager at KMEQ-AM & FM/Phoenix.

Bear WERE LSM

WERE/Cleveland has upped AE Sharon Bear to Local Sales Manager. She joined the station in January after serving as LSM for two years at WHLO/Akron. While at WHLO, Bear also worked as Sales Promotion Director from 1982-84.

PROS ON THE LOOSE

Brenda Bissett — Afternoons WPOC/Baltimore (301) 666-3046
Russ Bryant — Afternoons WCEZ/Columbia, SC (803) 957-4165

Elizabeth Burley — Promotion Director/Marketing KSON-AM & FM/San Diego (619) 239-4574
Dick Byrd — Air personality KSON/San Diego (503) 325-3503.

Ron Chatman — PD WHMD/ Hammond, LA (504) 542-5748
Rick Freeman — Station Manager WDCG/Raleigh-Durham (919) 489-3699

Jeff Harrison — PD KRE/San Francisco (415) 836-2877

Bill Knight — Mornings/Afternoons WRKA/Louisville (502) 499-8968

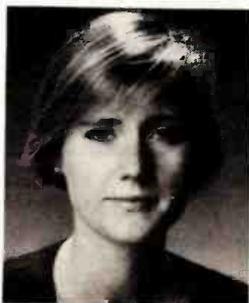
Terry Wilson — PD/Afternoons WBBY/Columbus (614) 747-2905

Tom Wilson — MD WCX/Tart, MI (616) 780-4658

WPEN & WMGK Appoint Simon

WPEN & WMGK/Philadelphia Manager/Sales Development Eric Simon has been promoted to Retail Sales Manager. He joined the stations in 1976 as an AE; prior to that he held a similar post at WPAZ/Pottstown, PA and WRCP-AM & FM/Philadelphia.

RCA/Ariola Adds Three



Cynthia Leu

Joseph Isenstein has been appointed VP/Employee Relations for RCA/Ariola. Previously, he worked for General Electric as a human resources consultant. Cynthia Leu was named Product Manager-International for the label. She was formerly Manager/European Operations for the Country Music Association in London. Peter Headford has been appointed International Marketing Manager-Europe. He joins the company from Island Records, where he was International Artist Development Manager.

Iacchei Expands PolyGram Duties

PolyGram Philadelphia Branch Manager Jack Iacchei has added on responsibility for the New York market. He joined the label in 1976 as a salesman in the Philadelphia branch.

Roll Named WCAU NSM

Stephen Roll has been appointed National Sales Manager for WCAU/Philadelphia. He had been an Account Executive for KYW/Philadelphia since 1982.

Freeman KMEQ LSM

J. D. Freeman is the new Local Sales Manager at KMEQ/Phoenix. He was most recently General Sales Manager at KQYT & KOY/Phoenix.

Dennis On The Scene VP



Jim Dennis

Jim Dennis has been named VP/Affiliate Relations at On The Scene Productions, Inc. He continues to serve as Senior VP of Radio Works, Inc., and was previously VP/ Marketing & Sales for Ford/ Muhoberac Productions.

Ovation Bows

Manager Al Friedman has formed Ovation Entertainment, Inc., a new management concern specializing in the handling and development of R&B, rap, new music, and crossover artists. Its address is P.O. Box 252, Roslyn, NY 11576; (212) 938-5572.

Stiletto Names Schauble, Joyce



James Schauble



Les Joyce

Stiletto, a multi-service entertainment organization, has named James Schauble Sr. VP and Les Joyce VP/Operations. Schauble was formerly Controller of Stiletto's accounting department. Joyce has a background in concert promotion, tour management, and television production.

Creasman To Home Sweet Home

Robin Creasman has been added to the staff of Home Sweet Home Records as Director of Marketing and Radio Promotions/Sales. He was previously VP of Dallas-based Backstreet Productions, a full-service entertainment promotion and production company.

CHRONICLE

Married:

WIYY/Baltimore Marketing Director Bernie Lucas to City Paper Account Executive Maggie Moseley. Born to:

Warner Home Video L.A. Sales Representative Mike Friedman and his wife Betsy, daughter Whitney Rachel, July 9.

WGVM & WDMS/Greenville, MS PD Larry King and his wife Maggie, son Drew Wilson, July 30.

Major Market Radio/New York Exec. VP Tom McKinley and Major Market Radio/Philadelphia VP/Manager Nancy McKinley, daughter Kelly Katherine, August 1.

Westwood One's Rich Piombino and his wife Joey, daughter Laura Elizabeth, August 4.

KART/Twin Falls, ID News Director Mike Howard and KEZJ/Twin Falls personality Sherry Kesler, son Cole Michael, August 6.

KBPI/Denver PD Tom Hunter and his wife Jane, son Bryan Casey, August 15.

KPKE/Denver afternoon personality Bill Lee and his wife Laura, twin sons Jacob and Jackson Lee, August 15.

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R&R-FRIDAY, AUGUST 29, 1986/15

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WTLQ		KKAZ
Q106		KBIM



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"Closer government connections and a new president." That's what the **RECORDING INDUSTRY ASSOCIATION OF AMERICA** is looking for, following last week's vote by its executive committee to move RIAA headquarters from New York to Washington. Current chief **STAN GORTIKOV** will lead the quest for his successor (candidates must have heavy political credentials), and then become the organization's chairman. RIAA's move is expected to happen in '87 . . . so Tipper, watch out!

DENNY SOMACH and **LARRY MAZER**'s new **CINEMA** label has signed its first artists — in living color. Those sharing first billing are **PATRICK MORAZ** of the **MOODY BLUES** and **MICHAEL HOENIG**, formerly of Tangerine Dream. Their albums will be part of **CAPITOL**-distributed Cinema's first releases early next year. Also inked is new synth whiz **AMIN BHATIA**, who appears on **TOTO**'s "Fahrenheit" album and apparently handles Production Director chores at a radio station in Calgary.

We hear that **RICHARD NASH** will fill the post of National R&B Promotion Chief at **ATLANTIC**, vacated when **SYLVIA RHONE** moved up to division VP/GM. Richard was handling local promotion for the label in Cleveland.

TURNER PROGRAMMING SERVICES has sold its **CNN RADIO** licensing agreement to **TRANSTAR RADIO NETWORK**, which has been looking for some time now to add a full news service to its programming menu. CNN will retain its independent affiliates, but Transtar will now also carry the live newscasts, sports and business features, and actuality feeds.

The ubiquitous **TOM JOYNER** will be available in your town soon, as his new "On The Move" Black/Urban weekly countdown with comedy and entertainment will hit the air Jan. 31. Many top stations are already on board, says producer **RON CUTLER**, who promises another major deal next month.

A couple of hot jazz moves in the making: Look for **ASPEN**'s **BLACKHAWK/BLUE HERON** newly-appointed Director/National Promotion **BOB GOODING** to be on-line for **RCA**'s **NOVUS** label; if something happens there, **MCA JAZZ/ZEBRA** National Promotion Manager **BRENDA WINFIELD** will be assuming some of Gooding's promotion duties at Blackhawk.

JOHNNY CASH and **COLUMBIA RECORDS** have parted company after 28 years, but there are ex-CBS execs in his future. The Man In Black has now signed with

POLYGRAM worldwide, where he'll be working, of course, with **DICK ASHER** and **STEVE POPOVICH**. Cash's debut on the **MERCURY** label is expected early next year.

Former **WLAC/NASHVILLE** talk show host **DAN HOFFMAN** is reportedly suing the station, **PRICE COMMUNICATIONS**, **CENTRAL TENNESSEE BROADCASTING CORP.**, and Operations Director **DAVE NICHOLS** for \$500,000. It all began when two of Hoffman's friends allegedly taped a conversation with Nichols, who, the suit purportedly charges, suggested that — among other things — Hoffman was a Nazi, dangerous, uninformed, deceitful, misleading, reckless, and a little over his head in many areas. The suit claims that because of Nichols's comments Hoffman has not been able to find work at any other Nashville radio station.

KIIS/L.A. morning man **RICK DEES**'s efforts to recruit support for his "Broadcasters Against Drugs" crusade is going well, as B.A.D.'s organizing committee includes many top programmers. For details, call (213) 936-7900.

Following **B.A.D** and **R.A.D.** (Rock Against Drugs) is a new organization fronted by music impresario **BILL GRAHAM**, aimed at publicizing and raising money for drug rehabilitation and education programs in New York. **CBS/RECORDS GROUP** has contributed \$50,000 in "seed money" to this "Crack-Down" campaign, which involves entertainment industry pros and civic leaders. CBS says the pledge is contingent upon proportionate matching sums from other major labels, based on their size.

After taking "Classic Rock" **KCFX/KANSAS CITY** from a 1.8-5.9 since joining the station last September, PD **GREG STEVENS** is leaving to take mornings at **AC KGMG/SAN DIEGO**.

A few other movements: **KKYX/SAN ANTONIO** and three-year PD **STEVE WARREN** have parted company; no word on why, or his replacement. **WMC/MEMPHIS** morning man **JIM MCCLOUD** has moved to mornings at **KBEC/OKLAHOMA CITY**, displacing 15-year PD/morning man **LYNN WAGONER**.

It's hurricane season, and Florida's South Coast will be in the center of the action Sept. 4-6, when more than 600 folks from **WARNER BROS.**, **ATLANTIC**, **E/A**, and **WEA CORP.** blow in to the Diplomat Hotel. Also holding its annual meeting around the same time is **A&M** in Los Angeles.

Continued on Page 18

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CHR CHART: 26

WXKS 34-30	KHFI 18-12
WPHD 20-16	WXLK 25-18
PRO-FM 21-17	WGRD 26-21
KEGL deb 20	KXYQ 10-8
93FM 28-23	95XIL 13-7
95INZ 25-22	Q104 18-14
KWK 23-16	WBWB 19-14
KPLZ 18-15	KGOT 17-11
KUBE deb 29	KOZE 19-14
KNBQ 7-6	KZOZ 30-25
WFLY 30-21	OK95 14-11



ZZ TOP



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18/R&R FRIDAY, AUGUST 29, 1986

STREET TALK

Continued from Page 16

When **MARK DRISCOLL** takes over the programming at Contemporary Christian outlet **KLTY/DALLAS**, look for the calls to become **KHYI**. If so, could the handle "Y95" be far off? Driscoll refuses to put a label on the format, but teased, "This won't be CHR, this won't be AOR. It's a new kinda sound, but by presentation it will have strong overtones of successful contemporary radio basics. It's New Age to me, but not in the traditional sense as in **WINDHAM HILL**-type of music. Let's call it an adventure in the airwaves." The staff is being finalized for a mid-September debut.

MOBY is coming to **KEGL/DALLAS** to do afternoons, beginning September 1. Other than revealing that it's a two-year deal for "a lot of dollars," **VP/GM NORMAN RAU** is mum about the details. As for a new PD, Norman expects this to be wrapped up "real soon."

RANDY COOK & SPIFF DINGLE have been lured away from **WZOK/ROCKFORD** to do mornings at **WBCY/CHARLOTTE** for PD **JACK DANIEL**. The pair has grabbed a healthy three-year deal in the process.

Might programming veteran **GARRY WALL** leave **TIC-FM** for the Gateway City after parent **CHASE BROADCASTING** closes on its acquisition of **KGLD & KWK/ST. LOUIS**?

Did you know that new **CHRYSALIS** VP/West Coast Operations **JOHN CARTER** (see Page 1) has paisley pop credentials? He wrote the **STRAWBERRY ALARM CLOCK**'s 1967 chart topper, "Incense And Peppermints." More recently, of course, he produced the title track of **TINA TURNER**'s "Private Dancer" album.

Advance congrats to **WPLR/NEW HAVEN** PD **NEAL MIRSKY**, who's heading down the line to New York to join **DIR BROADCASTING** as VP/Production.

Looks like wildman **J.C. CORCORAN** is on the loose — it's all but official that he won't be returning to **KSHE/ST. LOUIS**'s "Morning Zoo." Corcoran had been suspended since July 24 after complaining on-air about a malfunctioning phone system and giving out **EMMIS** President **JEFF SMULYAN**'s phone number so listeners could call and complain directly to the group chief.

Health considerations force **WFBQ/INDIANAPOLIS** PD **BEARMAN** to relinquish his programming duties while retaining his PM drive slot . . . But we're happy to report that former **KOST/L.A.** night talent **JAN MARIE** is returning to work after a serious car accident, handling weekends at **KYMS/SANTA ANA**.

A Great Scott, Thank Evans Correction: That's **WILD BILL SCOTT**, not **BILL EVANS**, who's MD/night jock at the **SATELLITE MUSIC NETWORK**'s "Z-Rock" channel.

Former **WPOC/BALTIMORE** personalities **BRENDA BISSETT** and **TRISH HENNESSY** called to clarify that they weren't fired, as reported last week; both say they resigned. For herself, Brenda adds, her exit was "under pressure."

It's reunion time for York, PA AOR **WHTF (STARVIEW 92)**, which is setting up a 15th anniversary party in October and would like to hear from ex-staffers. Contact PD **MIKE ONDAYKO** at (717) 266-6606.

Our condolences to the family and many friends of **GEORGE WHITE**, a pioneer in Black radio and news, who passed away August 19.

Consultants **BURKHART/ABRAMS/DOUGLAS/ELLIOT** have signed psychologist **PERRY W. BUFFINGTON** to advise the firm's client stations in the area of "creative thinking and motivation."

That's **WILD BILL SCOTT**, not **BILL EVANS**, "The Jokeman" **MARTLING**, who just signed on as part of **HOWARD STERN**'s morning affair simulcast on **WXRK/NEW YORK** and **WYSP/PHILADELPHIA**.

Nice goin', **ZZ TOP** — they're now "Official Heroes Of Texas," a rare honor bestowed by the state House of Representatives. The trio join such Lone Star luminaries as Davy Crockett, John Wayne, and running back Earl Campbell.

WMJI/CLEVELAND morning man, **JOHN LANIGAN** will be featured on **ABC-TV**'s "Good Morning America" August 29 when it originates from Cleveland City Hall. Lanigan's segment on GMA will feature Cleveland humor (isn't that sorta redundant?).

Lanigan's former home, crosstown Country **WGAR**, is reviewing top-flight PD candidates. Call GM **BILL WELLER** at (216) 556-6700.

WRSR/NORFOLK is still looking for a great programmer to replace **AL BROCK**, who recently departed for other climes. We hear a major market MD in the South is aggressively pursuing this one, but in the meantime, T&Rs to GSM **FRED WRIGHT**.

Got a sense for the unexpected? Take a shot at evenings at one of the most adventurous AORs in the country. "Cutting Edge Of Rock 'n' Roll" **91X/SAN DIEGO** has an opening, as **PAM WOLF** has left to go back to school. Contact PD **MAD MAX**.

Which East Coast major market PD/personality has signed for a new show with **UNITED STATIONS**?

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**One Of The
"Most Added" CHR**

CHR NEW & ACTIVE

98/42

ROD STEWART



**The New Single
From The Album Rod Stewart**

Produced By Bob Ezrin



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W&P RFDVY, RUCST 50, 1987

THE MOODY BLUES

DR. PEPPER LABOR DAY
WEEKEND SPECIAL



THE MOODY BLUES

AIRS AUG. 30-SEPT. 6

Take a voyage from the beginning to the other side of LIFE! Relax this Labor Day weekend as we take time out to enjoy the music of the MOODY BLUES—past, present, and future!

Broadcast the week of August 30–September 6 on over 200 of America's best stations.

Produced exclusively for REMN COMMUNICATIONS by KEITH MAC GREGOR, in association with SONIC WORKSHOP, LTD.

REMN

REMN Communications Corp. 2 West 45th Street, New York, NY 10036 212-302-9120

KM Productions



An Interview With Birch Radio's Bill Livek

By Rip Ridgeway

Bill Livek has been President/COO of Birch Radio for about two months. This interview explores the emphasis we should expect and some recent developments.

R&R: As President, what direction do you want to take the company?

WPL: We want to keep the company going basically in the same direction as we started — continuing to develop agency acceptance and usage. The station marketplace continues to say that we want cost-effective and efficient research. We also want research that will help us capitalize on the local retail dollar through two avenues — cost efficiency and actionable research on the local level. I think we've been able to demonstrate that the only way a broadcaster will ever get cost relief is when there are two services.

R&R: Does this represent any kind of change in objectives?

WPL: No it really doesn't, because the second objective is to continue to go after the agencies. The agency marketplace knows that radio research only gets put into the 21st century when there is a competitive environment of two companies working for their loyalty and business. We hear that the agency marketplace is very happy with Birch Radio. They've seen an increase in the number of markets measured, increased reporting of actionable applications, interviewing controls, and they know Birch wants to capture their business. Furthermore, they also know that their cost only comes into an ecological balance when there are two vendors.

R&R: It seems that Birch started out catering to the desires of the programmers at stations, and what you have been describing is a complete turnaround by catering to the needs of the agency community.

WPL: And the station community. The agency/station relationship is a complex dynamic. Right now

we look at markets that are controlled by our competitor, and a few in which we are dominant. Where do we start? We have to provide the station with valuable programming and marketing information and the agency with valuable planning and buying information. It starts with either stations or agencies buying our information and then using it in a primary mode.

You can look at cases where that dynamic has been started by stations, such as in Charleston SC, where the vast majority of the radio stations all utilize Birch, and subsequently the vast majority of the agencies and advertisers are using it as well. That dynamic started with the stations saying they wanted cost relief and Birch could provide it. Just the opposite happened in Miami-Ft. Lauderdale, where the agencies and advertisers started to utilize Birch as the primary service and then the stations followed.

Is it a total turnaround? No, it's a strategy that we've been using since I joined Birch. The company's genesis was to provide information for program directors and general managers between diary sweeps. But that evolved because broadcasters wanted to have a competitive environment; they wanted to have cost control. Look at it as evolutionary; it started as a programming tool, and then became a sales tool. But to really advance it to a state where it could replace the tool they were using, agency acceptance was critical. That's why in the last two years we've tried to design and market a product to the advertiser and agency community while at the same time never losing the sensitivity to the station marketplace. This busi-

ness potentially is a very good business as long as you continue to recognize that there are two masters — the stations and the agencies — and you have to treat both fairly.

R&R: How would you summarize that for the longterm objectives?

WPL: Continue on the same mode. Longterm objectives are really the same as shortterm. Continue to serve the agency marketplace and get them to use us as a first and primary service, so stations and groups can have a choice.

R&R: You plan to compete head to head with Arbitron.

WPL: Yes. I don't think it takes much looking around right now. I saw an article published about the dynamic that is happening in television research — how business has changed so radically in the last two years. We're seeing new owners come into broadcasting, both in television and radio. These new owners enter the business because of the potential for an attractive return on their investment. They are more frugal than ever before. They look at a line item in the budget called "syndicated research" and they are starting to question the amount of money they are paying.

Looking at television today, we see a number of ABC/Cap Cities-owned TV stations have dropped Arbitron and are now only utilizing Nielsen. We've also read that the NBC TV station in L.A. has made that same decision, even though a number of the agencies only utilize Arbitron in that market. We now are seeing CBS starting to ponder that same decision.

In radio, the same thing is happening with stations and groups. They've bought, and through the ownership transformation, are looking to keep their costs contain-

ed while maintaining quality research. The only evidence they were looking for from Birch was to see if the agency and advertiser marketplace can be switched. I think we are demonstrating that. We are also demonstrating that costs are being reduced by our competitor as we are successful.

Evolution Not Revolution

R&R: Several months ago, R&R wrote about agency usage, and asked about the hype of the news releases and about how much usage was actually being made. Can you say anything about usage?

WPL: It continues to increase every day. I think that there has been more of a misunderstanding of how agencies ultimately use research. An agency today makes a decision to switch, but the question is, how quickly do they execute it? Many of their buys and plans for the next several months are already in place, and the press releases will leave our doors long before stations start to see any impact. Those are things that take some time.

What we are looking at is an evolution, not a revolution. I think it is revolutionary that agencies after 10-15 years are switching in total to Birch. When an agency does make a commitment, the change does not take place overnight. It starts in the planning group, and it follows into the buying group. Under some conditions it can take but a few weeks, in others it may take as much as six months. But the Birch buys are being made. As evidence we look at the number of reps today who are subscribing to the Birch service. Why? Because they see the need. A number of agencies are requesting Birch information on the avails.

R&R: You have changed your quarterly measurement reporting system. Discuss why you made the change and what reception it has received.

WPL: It's too early to tell, but the enthusiasm is there. If you think about it, summer is June-July-August; fall is September-October-November. As we started to talk to agencies and advertisers, they said it would be nice to have a rating service that has quarterly rating books that are consistent with the seasons. From our competitor, we see spring ratings with a little bit of summer mixed in, and summer with a little bit of fall mixed in. They wanted to see the season in total. They believe there are seasonal patterns; kids out of school in the summer, which means vacations. Think how different our lifestyles are in summertime from fall and winter. The agencies know it, recognize it, and wanted to have a rating service that would reflect it. As an added benefit, both the stations and the agencies have their books about 30 days earlier. To answer your question in a nutshell, in both marketplaces it has met with a great deal of receptivity.

R&R: What would be the worst news that you could receive today?

WPL: That Arbitron starts a yesterday telephone data collection mechanism, and changes their pricing to reflect our pricing. But that would still have a silver lining for us. It would demonstrate to the community that Birch has been the innovator again. I'm not sure how bad that would be, but if that's the absolute worst thing that can happen, the future looks very, very bright.

R&R: You sure turned that around nicely. What would be the best news?

WPL: The best news we could receive is that agencies are continuing to switch. It could be made even better if we hear that more major radio groups are deciding to utilize Birch as their primary or only rating service. We see this starting to happen.

WE'RE HUNGRY!
WE'RE LOOKING FOR ONE GREAT STATION

TALKING HEADS

HAVE A



WILD



WILD



LIFE

TRACK 8

WPHD	WPLZ	KXYQ
CKOI	WERZ	KFMN
B94	WGFM	WHSL
KEGL	WPST	WAZY
95.1N.Z.	WRCK	WDBR
WRSR	WGTZ	WSPT
WLS	Z104	KGOT
Z95	KIYS	KOZE
WL0L	KSND	KZ0Z

THE SINGLE FROM
THE FORTHCOMING ALBUM

TRUE STORIES

PRODUCED AND PERFORMED BY TALKING HEADS

1986 SIRE RECORDS COMPANY & TALKING HEADS TOURS INC.

RATINGS

SPRING '86

Arbitron Demographic Ranking Trends

Philadelphia

WMMR As Steady As Gibraltar; WUSL Champ With Teens, Second Choice Of Young Adults; WSNi Gains In Older Adults; WYSP Post Gains In Young Adults.

Wi Sp 12-17		Wi Sp 18-34		Wi Sp 18-49		Wi Sp 25-54	
'86	'86 Rank						
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	4	3	3	3	3	3
4	4	7	4	5	4	6	4
6	5	3	5	4	5	3	5
5	6	5	6	12	6	4	6
13	7	6	7	11	7	7	7
7	8	8	8	8	8	9	8
9	9	13	9	10	9	8	9
11	10	10	10	6	10	10	10

Detroit

WJR Climbs To Top Of 25-54, Gains In Other Adult Demos; WJLB Gets Crowns For Teens and 18-49, Second Choice For 18-34 & 25-54; WRIF Rises To 18-34 Top, Gains In Older Adults.

Wi Sp 12-17		Wi Sp 18-34		Wi Sp 18-49		Wi Sp 25-54	
'86	'86 Rank						
1	1	2	1	1	1	3	1
2	2	1	2	2	2	1	2
3	3	4	3	3	3	8	3
4	4	3	4	8	4	7	4
6	5	8	5	9	5	5	5
5	6	5	6	4	6	6	6
8	7	6	7	5	7	11	7
28	8	7	8	12	8	12	8
13	9	11	9	11	9	4	9
7	10	15	10	6	10	10	10

Boston

WBCN Still Adult Leader; WXXS-FM New Teen Champ, Runner-up With Young Adults; WHDH Posts Big Gains With Older Adults.

Wi Sp 12-17		Wi Sp 18-34		Wi Sp 18-49		Wi Sp 25-54	
'86	'86 Rank						
2	1	1	1	1	1	1	1
1	2	2	2	2	2	7	2
3	3	3	3	3	3	3	3
5	4	5	4	4	4	4	4
4	5	6	5	10	5	8	5
8	6	4	6	5	6	2	6
7	7	11	7	6	7	5	7
6	8	8	8	9	8	12	8
10	9	7	9	7	9	9	9
12	10	10	10	11	10	6	10

Houston-Galveston

KFMK Now Leader With 18-49 & 25-54; KKQB-FM Still Teen Leader, Grows With Adults; KMJQ Still First Choice Of 18-34, Slips In Older Adults.

Wi Sp 12-17		Wi Sp 18-34		Wi Sp 18-49		Wi Sp 25-54	
'86	'86 Rank						
1	1	1	1	2	1	1	1
2	2	5	2	1	2	2	2
3	3	4	3	6	3	4	3
5	4	3	4	3	4	3	4
4	5	6	5	5	5	5	5
7	6	9	6	8	6	7	6
6	7	2	7	4	7	5	7
9	8	8	8	7	8	8	8
8	9	7	9	10	8	14	9
21	10	10	10	9	10	9	10

“Not only is WVIC #1 with close to a 20 share — we consistently have twice the audience of the #2 station.”

“E. Alvin Davis & Associates helped us win big!”

—Robert E. Goodrich, WVIC-FM Lansing



“Simply put, we help our clients
make more money.” —E. Alvin Davis

Our commitment is to provide quality consulting services. By design, we have chosen to offer programming and marketing guidance for select clients.

This allows us to tailor individual strategies that consistently improve rating performance.

And while ratings are important, we know they are only one part of the profitability equation. We're dedicated to

delivering marketing solutions that maximize profits and control costs. We exhibit fiscal responsibility.

The bottom line is this: We help our clients make money.

A case in point:

WVIC-FM/Lansing

A year after retaining E. Alvin Davis & Associates as programming consultant, WVIC became Lansing's number one station, a position it has held for the last three years.

WVIC dominates Lansing. In the last two Arbitrons, WVIC has almost twice the audience of the market's #2 station.

In three years, WVIC increased its 12+ share from 6.0 to 20.5.

WVIC is consistently #1 in every major demographic, including #1 18-34 Adults, 18-49 Adults, and 25-54 Adults.*

*Fall 1981-Spring 1985 Arbitron, Total Persons, AOH M/S, 6A-12M, Total Week



“If you want to win big and gain quality demos, E. Alvin Davis & Associates can help. They have a realistic, common sense understanding of both listener needs and competitive positioning.

Would we hire them again? In a minute!”

—Robert E. Goodrich,
WVIC President/General Manager

**When you do something
very well, you simply can't
do it for everyone.**

For more information,
telephone E. Alvin Davis at
513/984-5000.

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If so, it could benefit you to spend a few minutes talking with us. If you are a...

General Manager/Group Executive interested in higher ratings and increased profits, phone E. Alvin Davis to schedule an appointment.

Program Director/On-Air Talent interested in career advancement, either now or in the future, phone Ted McAllister to schedule an appointment.

ead

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513/984-5000

E. Alvin Davis
President

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E/P/A'S CHRIST

MIAMI SOUND MACHINE

"Words Get In The Way"



CHR Chart: **9**
3rd Top Ten Single!
Spent 3 Weeks At **1** AC!



CYNDI LAUPER

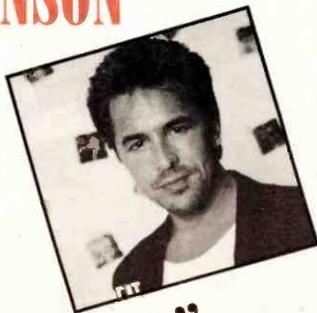
"True Colors"



CHR BREAKER!
180/55 — 78%
CHR CHART: **DEBUT** **38**
ONE OF THE MOST ADDED
AC BREAKFR
AC CHART: **DEBUT** **19**
ONE OF THE MOST ADDED



DON JOHNSON



"Heartbeat"

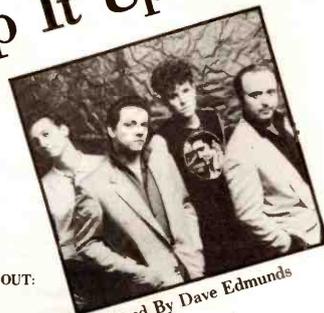
Produced By Chas Sandford

CHR CHART: **40** - **28**
204 REPORTERS — 88%
AOR TRACKS: **25**



FABULOUS THUNDERBIRDS

"Wrap It Up"



NOW ON OVER 100
CHR REPORTERS!
 CHECK THESE OUT:
KMJK 9-8

WPHD 16-14 WKQB 32-26
WRNO 26-20 WLSR 29-24
WRSR 29-24 FM100 33-26
WMMS 17-12 WKDD 34-28
WKTJ 15-12 WRQN 24-19
KWK 27-22 KGOT 18-14
KNBQ 31-22

#1 MOST ACTIVE



Thank You Radio For Making E/P/A's Christmas In August A Hot One!

MASHITLIST



LUTHER VANDROSS

"Give Me The Reason"



46/19 — 20%
KMEL 5-4

WKSE deb 38	B96 39-36
94Q add	WCZY 40-36
Z93 add	WHYT 33
WQUE 26	KIIS add
WNVZ 39-33	KS103 add

Former #1 Black/Urban Now Crossing!

"Ruthless People" musical supervisor Tommy Mottola, Champion Entertainment Organization, Inc.

Taken from the motion picture soundtrack "Ruthless People"



CARL ANDERSON & GLORIA LORING



"Friends And Lovers"

CHR Chart: 6
209 Reporters
90%
#3 HOTTEST
#1 AC SMASH!

CARRERE®

Epic/Portrait/CBS
Associated Records





REED BUNZEL

NETWORKS/PROGRAM SUPPLIERS

LABOR STRIKE

End Of Summer Program Close-Up

Seems ironic that networks expend so much effort to develop programming in commemoration of Labor Day. As noted several months ago (R&R, 6/13), this coming weekend is a natural bookend marking the close of summer. As the last blowout holiday of the season, Labor Day offers a great programming and advertising vehicle. Kids have one last weekend for summer fun and games, adults have one last weekend putting up with the kids, and radio has one last stab at a relatively captive audience tuning in from the beach, the mountains, or the backyard pool.

As part of a continuing "give-'em-something-they-can't-do-themselves" philosophy, networks and syndicators have found this three-day weekend an opportune occasion to produce special programming events. Listening levels are way up, advertisers are anxious to catch the back-to-school consumer, and stations are positioning themselves in preparation for the fall Arbitron survey. Syndication fits the bill, and following are some of the offerings available this weekend.

ABC Radio Networks

The ABC Radio Networks have several special programs lined up: • "Music In America" - This semiregular series takes a holiday weekend look at "country music in concert" with Merle Haggard. • The summer series "Rock Stars" highlights Daryl Hall speaking with program host Timothy White about Hall's new solo album. • "Sting: Bring On The Night" looks at Sting's solo career, the reunion of the Police, Soviet reaction to the song "Russians," and the

real message behind "Message In A Bottle."

• "Billy Joel: A View From The Bridge" examines the origins of Joel's recent album, "The Bridge," which features personal piano "cover versions" of some of his previous hits.

Each of these programs runs 90 minutes.

Barnett Robbins Radio Network

Barnett Robbins has produced music specials for two formats for broadcast over the Labor Day weekend:

• "Hit Men Of Rock" is a three-hour profile of rock's male superstars, featuring Mick Jagger, Steve Winwood, David Lee Roth, Rod Stewart, and Peter Gabriel. "Hit Men" is targeted exclusively for AOR audiences.

• "#1 America" is a three-hour AC/CHR countdown of the biggest #1 singles of the past ten years. Interviews feature such artists as Paul McCartney, Lionel Richie, Madonna, Hall & Oates, John Cougar Mellencamp, and Wham.

Affiliates Elect CBS RadioRadio Board



CBS RadioRadio affiliates have elected a new board to serve a two-year term. Pictured (l-r) are CBS VP David West; Board Vice Chairman Jack Bennett; CBS VP Joseph Dembo; WAVE/Tampa's Charles Jones; Affiliate Board Treasurer Alan Noyes; "Rock Connections" host Mike Harrison; Past Chairman Manny Broussard; Board Secretary Phil Zachary; and RadioRadio VP/GM Robert Kipperman. Not pictured: Board Chairman Gene Boivin.

CBS Radio Networks

CBS RadioRadio is closing out the 1986 run of the "Spirit Of Summer" with a three-hour special broadcast featuring the Temptations, John Cougar Mellencamp, Bryan Adams, Tina Turner, Huey Lewis & the News, America, Jan & Dean, and the Police.

Mutual Broadcasting System

The Mutual Radio Network is presenting "Working Class Heroes: A Salute To The Fans," a three-hour special hosted by Jim Duncan and Lee Arnold. Playing off the title and the holiday weekend, the show focuses on songs about working in America. Included in artist interviews are Barbara Mandrell, Loretta Lynn, the Oak Ridge Boys, Dolly Parton, Waylon Jennings, and Lee Greenwood.

NBC Radio Networks

NBC Radio is observing Labor Day with both a 30-minute news special and a four-hour look at rock and roll:

• "Labor Pains," produced by NBC Radio News, takes a look at the changing face of labor unions in the United States. According to the report, organized labor today is aligning itself with management to find ways to compete in the world market, and the unions are facing a subsequent decline in popularity. Correspondent David Rush hosts the NBC News special.

• "Great Moments In Rock," hosted by Bob Madigan, chronicles the turning points of rock and roll, from the early days of Elvis Presley to this year's Conspiracy Of Hope concert. Some highlights include the debut of "American Bandstand" in 1957, the death of Buddy Holly and the Big Bopper in 1959, the last appearance of the Beatles on the "Ed Sullivan Show," the death of John Lennon, and Live Aid. Interviews feature such artists as Paul McCartney, Chubby Checker, Eric Burdon, David Bowie, and Jackson Browne.

United Stations

United Stations has slated four programs for broadcast over the holiday weekend:

• "The Lionel Richie Story" features both Richie and the Commodores in interviews and music. Hosted by WCBS-FM/New York air personality Bobby Jay, the program also highlights Richie as a collaborator with Michael Jackson and Diana Ross.

• "The Award Winners" is a special segment of "Country Six Pack," and features 1986 CMA award-winners Reba McEntire and the Judds. The special, which mixes interviews with music, is hosted by WXTU/Philadelphia personality Buzz Bowman.

• "The Phil Collins Story" takes a look at Collins's career, including his days with Genesis and his work with other artists, such as Marilyn Martin, Howard Jones, Adam Ant, and Philip Bailey.

• "Summer Encore 1986" toasts the hottest music, movies, and con-

certs of the past three months. The program spotlights Amnesty International, Farm Aid II, Hands Across America, and Liberty Weekend, as well as concert tours featuring Bob Dylan, the Pointer Sisters, Stevie Nicks, Joe Jackson, and the Monkees' 20th anniversary reunion. Soundtrack music from "Ruthless People," "Short Circuit," and "Top Gun" is also included.

Westwood One

Westwood One has scheduled the second installment of the "Isle Of Dreams Festival" for the long weekend. The "Festival" is a 12-hour fantasy spectacular featuring live (taped) concert performances of dozens of artists. Highlighted "on stage" are Bryan Adams, Pat Benatar, David Bowie, Eric Clapton, Dire Straits, the Eagles, Foreigner, the Hooters, INXS, Journey, Bruce Springsteen, Starship, Rod Stewart, the Who, and many others.



GRAND LARSONY - MCA recording artist Nicolette Larson recently dropped by United Stations's New York studios for an interview conducted by US's Rich Rosenfeld. Pictured following the taping session are (l-r) US's Exec. VP/Programming Ed Saloman and Director/Artist Relations Janis Ginsberg, Larson, and US's Rosenfeld.



STERN EXPRESSION - WXRK/New York personality Howard Stern (c), who recently signed with DIR Broadcasting to host a 3-hour weekly program ("The Howard Stern Show"), expressed his thoughts about the film "American Anthem" and its stars Mitch Gaylord and Janet Jones while at an SRO reception at Elaine's Restaurant in Manhattan.

Visit us at Radio '86 -
Marriott, River Tower, Suite 930

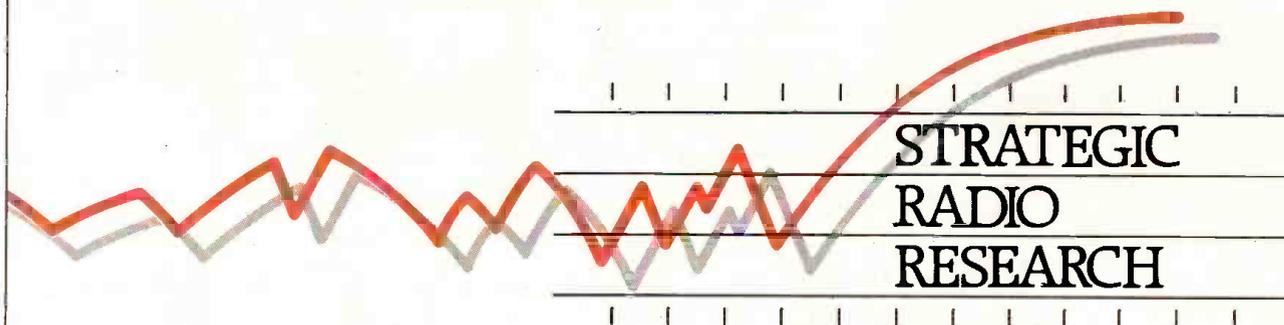
How to win in "Continuous Measurement"

Back when ratings periods were four weeks long and happened only once or twice a year, managing and programming a radio station was a lot easier. Your advertising, your on-air promotions, and your audience research (if you did any) could all be timed to make you sound great during that brief period when the book was in progress. Unfortunately, that strategy no longer works.

Strategic Radio Research has developed the industry's first research program specifically designed to help management teams win in continuous measurement. Under our exclusive "Continuous Measurement Plan," you receive **weekly feedback** from your target audience. Our weekly reports keep you constantly on top of changing musical tastes, perceptions, attitudes, and other key indicators.

Our four-book "Continuous Measurement Plan" has been helping the management teams of great radio stations like WNEW-FM, KPKE, WGCI-AM/FM, WAVA, KDWB, WLUP, and KOIT achieve higher ratings and higher revenues. And now our "Continuous Measurement Plan" is available, for a limited time only, on a one-book trial basis.

If you want higher ratings in the Fall 1986 book, put our "Continuous Measurement Plan" to work for your station. Call Kurt Hanson today at (312) 280-8300. If you want to win big, you have to fight smart.



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Chicago, IL 60611
(312) 280-8300

NETWORK FEATURE FILE

NEWS & INFORMATION FEATURES

September 1 - 5

MUSIC FEATURES

The Weekend

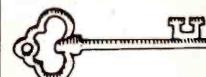
September 6 - 7	
American Eagle Lacy J. Dalton	(DIR)
The Countdown James Ingram/Gwen Guthrie	(WO)
Countdown America With Dick Clark Jeffrey Osborne	(US)
Country Report Countdown Gary Morris/Marty Stuart/Holly Dunn	(WRN)
Country Today Crystal Gayle	(MJI)
Dr. Demento Back To School	(WO)
John Leader's Countdown USA Deryl Hall	(CUSA)
Dick Clark's Rock, Roll & Remember Association	(USP)
Elvis Hour Conway Twitty	(CRS)
Future Hits Corey Hart/Peter Cetera	(WO)
Gary Owens' Supertracks Royal Guardsmen	(CRS)
Great Sounds Mills Brothers	(USP)
Highlights Chuck Berry/Martha Reeves	(DIR)
Hot Rocks David Lee Roth	(USP)
King Biscuit Flower Hour Fabulous Thunderbirds/Del Fuegos	(DIR)
Jazz Show Herbie Hancock	(NBCE)
Metalshop Stryper	(MJI)
Musical! Hal Linden/"Stop The World I Want To Get Off"/Jerome Kern	(WO)
Musical Starstreams Cari Weingarten/Walter Whitney	(FF)
National Howard Stern Show Big Country/Wendy O. Williams	(DIR)
On The Radio Huey Lewis & The News	(NSBA)
Pioneers In Music Deep Purple/Black Sabbath/Thin Lizzy	(DIR)
Power Cuts David & David/Huey Lewis	(GSN)
Reelin' In The Years Van Morrison/Animals	(GSN)
Rick Dees' Weekly Top 40 Device	(USP)
Rock Chronicles Bruce Hornsby/Grateful Dead/ Tom Cochrane/Red Rider	(WO)
Rock Over London Rupert Hine	(RI)
Scott Muni's Ticket To Ride Jeff Lynne/Dave Mason/Peter Noone	(DIR)
Scott Shannon's Rockin' America Countdown Madonna/Glass Tiger/Stacey Q	(WO)
Sinatra Special Frank & friends	(CRS)
Solid Gold Saturday Night Bobby Dain (9/6)	(US)
Star Beat Melba Moore	(MJI)
Super Gold Monkees/Bobby Vinton	(TRAN)
Superstars Rock Concert Steve Nicks	(WO)
That's Love Double/Tom Hanks/Ted Danson	(WO)
Top 30 USA Back-to-school special	(CBS)
Urban Music Magazine Jimmy Jam/David Brexner	(SI)
Weekly Country Music Countdown Conway Twitty	(USP)

The Week Of

September 8 - 12	
American Music Magazine With Rick Dees El DeBarge (9/8) Pet Shop Boys (9/8) Peter Gabriel (9/10) Tina Turner (9/11) Journey (9/12)	(USP)
The Concert Billy Ocean	(WO)
Country Closeup New Faces	(NP)
Country Report Anita Pointer (9/8) Paul Overstreet (9/9) Earl Thomas Conley (9/10) Tom Schuyler (9/11) Anita Pointer (9/12)	(WRN)
Earth News Steve Winwood/Glass Tiger/George Thorogood/Paul McCartney/Alvin Lee	(WO)
Encore With Jim Lange 1945: Tommy Dorsey	(WO)
In Concert Joe Cocker	(WO)
Live From Gilley's Gene Watson	(WO)
Off The Record David Lee Roth/Eurythmics/Bruce Hornsby & The Range	(WO)
Off The Record Special ELP	(WO)
Pop Concerts/Star Trak Profiles Billy Ocean (concert) Bon Jovi (9/8)	(WO)
Rockline Genesis	(GSN)
Rock Today Genesis	(MJI)
Shootin' The Breeze Janet Jackson/Five Star/George Benson	(WO)
Solid Gold Country Patsy Cline (9/8) California statehood (9/9) Feature Year 1981 (9/10) George Jones (9/11) Bob McDill (9/12)	(USP)
Solid Gold Scrapbook Baby, baby, baby (9/8) This week in 1963 (9/9) Buddy Holly (9/10) This week in 1972 (9/11) Otis/América/Pingoo/Elvis (9/12)	(US)
Special Edition Alexander O'Neal/Cherelle	(WO)
Star Trak Huey Lewis/Peter Cetera/Berlin	(WO)

GENERAL INFORMATION

Health Care Right to die	(PIA)
NBC Extra Strike and you're out	(NBC)
Public Affairs Let's organize	(PIA)
Reviewing Stand Victims of Chernobyl/Vandalism: Crime of annoyance/Brothers in arms	(PIA)
Sports Explosion Yogi Berra/Bob Verli/Gene Upshaw	(PIA)
Wireless Flash Gilda Radner & Gene Wilder/"One Crazy Summer"/Belinda Carlisle/Alvin Lee	(CN)



NETWORKS/PROGRAM SUPPLIERS

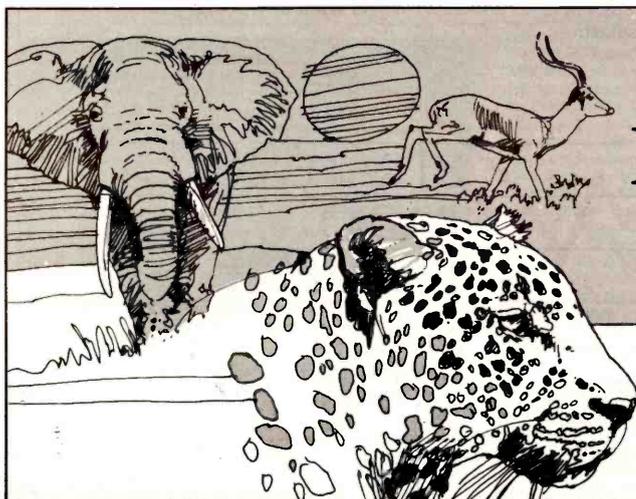
AA - Audiotape Auction (415) 451-2749
 ABC - ABC Division (212) 687-7777
 AP - Associated Press (202) 655-7200
 ASA - All Star Radio (213) 850-1188
 BSE - Business Enterprises (818) 768-2331
 CB - Continuum Broadcasting (212) 580-9525
 CBR - CBS Radio (212) 974-4321
 CBRN - CBS Radio Networks (212) 978-4321
 CCA - Christian Broadcasting America (312) 820-1388
 CCM - Country Music Network (618) 293-1618
 CRS - Christian Radio Shows (618) 787-0410
 CUSA - Clear Channel USA (415) 383-3225
 CW - Clayton Webster (314) 361-3188
 DCA - Dick Clark (202) 638-4222
 DCR - Dick Cavett (212) 371-6850
 ESO - Empire State Syndication Group (212) 674-6744
 GCO - Goodson-Todman Communications Inc. (618) 920-7727
 GSN - Goodson-Todman (618) 906-1888
 IK - Intermedia (212) 652-8710
 KSE - Kase Stevens Enterprises (618) 341-8285
 LBP - Lee Baby Prod. (213) 266-2778
 LFN - Lenny Fromberg (818) 911-0511
 MBS - Mutual Broadcasting (703) 685-2000
 MS - Mutual Broadcasting (212) 245-5010
 MS - Mutual Stations (415) 363-1723
 NBC - NBC Radio (212) 664-4444
 NBCE - NBC Radio Enterprises (212) 685-4444
 NP - New York Productions (212) 755-1212
 NSBA - NSBA Network (213) 308-8009
 OPR - Off The Record (212) 616-6286
 PAC - Paul Overstreet (212) 450-2112
 PPR - Progressive Radio Network (212) 582-8420
 PIA - Public Interest Affairs (312) 843-6888
 RI - Radio International (212) 302-8770
 SBR - Street Broadcast (212) 318-1668
 SC - Syndication (415) 395-1781
 SCS - Sunbelt Communications (Omaha, NE) (415) 381-0781
 SI - Sunbelt (818) 541-3200
 SLF - Silver Line Productions (212) 687-2346
 SMM - Special Music Network (800) 527-4800
 SP - The Sport Productions (518) 371-0208
 SPI - Sun Publications Inc. (212) 496-8100
 TRAM - Transline (212) 450-5383
 USF - The United Stations (703) 278-2800
 WFN - WFN Radio Network (212) 482-5822
 WO - Westwood One (212) 204-5000

COMEDY

Comedy Hour Live Guest: Alvin Abel/Albert Brooks/Lily Tomlin/Guido Sarcucci/Richard Pryor	(MJI)
Daily Feed Real Chernobyl story/congressional swimsuit photos/test ban? nah/biological weapons R us/Federal phone etiquette	(DCA)
Hiney Wine Lotta's red hiney/write off your hiney/holiday hiney/hiney-in-a-hammock/101 things to do with hiney	(DD)
Jackie the Joke Man Go to bed/just in the shuffle/wear rubbers: Eddie Murphy's law/Mr. T Time	(OHR)
Live From The Improv Kelly McDonald/Larry Scarnio/Carrie Snow/Bob Nickman/Carrie Odes	(DIR)
Me! Blanc's Blankety Blancs Enchanted snail/violin's the princess/hob goblin & the lady/beauty & the beast/Princess Edna	(ASR)
National Comedy Wireless Ronald Reagan call/Wanda bondage/Federal excuse/dwelling dorks/nauga beast	(DD)
National Lampoon's True Facts Old soldiers/call lover/suck truck/dem bulb/wood golf	(SLP)
Party Drop-ins Space shuttle fizzle/party coffee/Bobby bourbon/acne wax/studfinders	(ASR)
Radio Hotline I got the munchies/come to my party/Mom, the refrigerator/I applied for a job:lizards from hell	(ASR)
Stevens & Grdnic's Comedy Drop-ins Trivia contest/topless PSA/dixie cup/law firm/rejection	(ASR)
United Spots Of America James Brown school/fold-o-matic/suddenly hp again/Kermans/club Fred	(ASR)

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HOW TO HANDLE THE HEAT

Defusing Performance Pressures

By Rick Ott

Quarterly revenues are off, margins are squeezed. Fred, President of the broadcast division, feels the pressure (his peers, the Presidents of the TV and newspaper divisions, are doing fine). Fred fears losing face, year-end performance bonuses, and possibly his job. Frustration and anger prevail. Fred gets his General Managers on the phone and applies the heat.

George, one of the GM heatees, is tired of hearing about it. Taking heat is a way of life in this company, and George doesn't like it. In fact, heat makes him frustrated and angry. He accepts the call, and within ten minutes he too is steaming. George puts the phone down. He wastes no time getting Susan, the Sales Manager, into his office so he can transfer the heat.

Susan squirms in her chair as she tries to explain why sales are off. But it's impossible to talk to George when he's breathing fire ("I want results, not excuses!") Susan leaves the office shaken, frustrated, and angered. She calls an emergency sales meeting so she can transfer the heat.

The Heat Is On

Tension fills the room even before Susan enters the sales meeting. Smiles are scarce as each salesperson, sensing the negative aura, tightens up in readiness. Suddenly Susan darts in, slams the door behind her, and throws computer printouts on the desk. The next hour is longer and hotter than all of July as Susan unleashes her frustration and anger in a dramatic, piercing fashion.

New salesperson Dan, sweat rolling down his neck, looks around the room and notices the other salespeople in a similar state of metamorphosis. Though this hasn't been their first such experience (and probably won't be the last), the shock always takes a while to wear off before embitterment sets in.

In Dan's case, his first emotional reaction is confusion: "Why has Susan suddenly done a personality about-face from a supportive teacher to an antagonistic tyrant?" "She's taking heat from George," explains veteran salesperson Alice.

"But why did George cause Susan to act this way?"

"Heat always carries with it an element of desperation. The instigator of the heat feels some degree of urgency — desperation — to achieve some positive result ASAP."

"Because he's taking heat from the home office," continues Alice.

Come Out Swinging

Dan understands now. Susan isn't really angry at him or the other salespeople, he concludes. Her anger is caused by her supervisor. Yet she redirects her anger at her subordinates, presuming it's their fault and they can keep the heat from recurring.

Dan feels unjustly abused. He loses respect for Susan. His morale and desire drop about ten notches. And his performance drops in direct proportion to his enthusiasm. He joins the ranks of the other frustrated and angered salespeople. Total station sales hobble along, and the swinging door continues to swing.

What is heat? I define heat as applied pressure to perform: intensified urgency to achieve a certain short-term result or goal. It carries a negative connotation, since those receiving heat almost always feel unjustly pressured. (By the way, positive pressure to perform — the opposite of heat — is achieved through the creation and implementation of an intelligent strategy and action plan.)

Where does heat come from? Always from the top down. In your case, from your immediate supervisor. Even if you're the person at the top — owner, President, or CEO — you're susceptible, since it can come from your shareholders,

investors, or the public at large.

Why does it exist? Heat always carries with it an element of desperation. The instigator of the heat (the heater) feels some degree of urgency — desperation — to achieve some positive result ASAP.

Is heat necessary? Sometimes, yes. But 80% of the time, heat is either unnecessary or incorrectly applied. It creates negative instead of positive results.

If You Can't Stand . . .

How do managers handle heat? Usually one of three ways (the first two of which are incorrect):

1. **Transference.** Most of the time, heat is treated like a hot potato. The recipient wastes no time tossing it to the next person in line. Each heatee becomes an instant heater, and so on down. What many managers fail to realize is that by acting as a heat conduit, they forfeit a great deal of control — and respect — in the organization.

2. **Absorption.** Sometimes the heatee will soak up heat like a sponge and "hold it in" without effectively addressing the problem(s). Mounting pressures are eventually released in inappropriate ways. Habitual absorbers end up with drinking problems, ulcers, broken marriages, and, in some cases, full-fledged nervous breakdowns.

3. **Procession.** Good managers understand that some amount of heat will exist at certain times. It comes with the territory. They're prepared — psychologically and professionally — to deal with heat in a logical, appropriate fashion.

Cooling The Heat

In short, good managers have learned how to process heat correctly. Here are some guidelines to follow:

- **Plan ahead.** Since 80% of all heat is unnecessary, 80% of all heat can be averted by eliminating the need for same. Through proper planning, a company can anticipate any possible downturn in performance, make contingency plans, and adjust its field tactics accordingly.

- **Don't overreact.** You walk out of your supervisor's office holding the hot potato. The first thing to do is nothing. Take some time to cool down. Hold your emotions in check. You must be able to think clearly and logically before you can deal with heat effectively.

- **Identify the problem(s).** Weak sales or low ratings aren't the actual problems, they're the results of problems. Think about the situation and determine exactly what the problems are. By the way, if you determine that no real performance problem(s) exists, and that your supervisor has unfairly applied the heat, then communication and understanding are the problem.

- **Devise an action plan.** Break the problem(s) down into workable sections, and devise a plan to attack them. In many cases, it may be advantageous to explain the situation to your subordinates and ask for suggestions. (Your people will perform with greater conviction if they helped determine what to do).

- **Be fair.** You're the arbiter of fairness, even if your supervisor has been unfair to you. Don't pressure your people to achieve some unrealistic results, and don't pressure them to operate at a level too far above their current level of ability.

"When the heat is on, leadership becomes critical. It may not be enough to devise a plan and rally the troops. You must provide detailed direction on an ongoing basis."

- **Don't change your management style.** Don't become a Potato Head (a manager who changes appearance under pressure). If you're a "nice guy" one day and a "whip-cracking tyrant" the next, you confuse people. Your subordinates become unsure of you and unsure of what's expected of them. It's



Rick Ott

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okay to express disappointment and ask for better performance, but do so in the style you're comfortable with — the style your people have come to know and expect.

- **Don't chide.** If you apply heat to your subordinates by berating them, you either destroy their self-esteem and drive to perform, or you anger them to the point of leaving. In either case, you lose. Do the opposite. Fire them up with positive, ego-boosting support. Let them know you believe in them; that you're confident in their abilities.

- **Provide answers.** When the heat is on, leadership becomes critical. It may not be enough to devise a plan and rally the troops. You must provide detailed direction on an ongoing basis. When one of your subordinates comes to you with a "how-to" question, take the time to explain exactly how to accomplish the goal . . . in detailed step-by-step fashion if necessary.



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HARVEY MEDNICK

IMAGE & MARKETING

RADIO PERSONALITY CONTEST

Newspapers Jockey For Circulation

Radio works. If you don't believe me, just ask the *Oakland Tribune* or the *Denver Post* or *L.A. Herald Examiner*. That's right, ask the newspapers — because they've latched onto the neat idea of boosting circulation using the popularity (read: ego) of local station morning personalities.

It all started back in June, 1982 when Gannett started *East Bay Today* in Oakland. Bob Masino, then Circulation Director for the fledgling publication's parent, the *Oakland Tribune*, was sitting in a sales meeting when someone said, "You know, if we delivered papers to AM drive radio personalities, they'd talk about us." That innocent remark ignited a brainstorming session. That original idea of simply sending a paper grew to delivering breakfasts built around the "reach for a peach" theme, hitchhiking on the fact that *East Bay Today* was printed on peach-colored newsprint. The session reached its peak when the suggestion was made to get listeners involved by having them vote through the newspaper for their favorite morning personalities. Thus was born the "Radio Hero" contest. It ran successfully for *East Bay Today*, and when Bob joined the *Denver Post* earlier this year he ran it there as the "Mile High Radio Hero Con-



Bob Masino

test." The contest just concluded here in L.A. as the *Herald Examiner's* "Top Jock" Contest.

Here's How It Works

As with all good contests, this one is very simple. The paper offers a bunch of prizes to the jock who garners the most votes. The lead prize, and this is the hook, is a \$5000 donation to the charity of the winner's choice. Supplementing this worthwhile award is a slew of

gag gifts, including: five limo rides to work; a quintet of continental breakfasts; a star for the jock's door, headboard, or garage; and a free tattoo. You can tell this contest is taken very seriously. However, that's also a big part of why it works — if it's light and fun the jocks are much more likely to talk it up. The competition involves a nice balance between the virtue of charity, the competitive spirit of the personalities, and the downright silliness of the prizes. If that's not enough to guarantee the promotion's success, all of this is supplemented with daily mailings from the paper, which give the personalities additional grist for their ego mills.

The Mechanics

Here is how the contest ran recently in L.A.: Each day for three weeks, in the "Style" section of the paper running the contest, a "Top Jock" ad appeared. In addition to the official ballot, the ad included all of the rules, a list of contestants, and the current standings of the top ten personalities. All voters had to do was fill out the ballot, put it in an envelope, note the code number assigned to each contestant on the outside (for sorting purposes), and mail it to the paper. Simple? You bet! And if you're waiting for the kicker, here it is — one vote per ballot. This means — you got it — voters need to buy a paper, or a bunch of papers, each day they want to vote. No photocopying or facsimiles allowed.

Now, do you think your favorite jock begging you unmercifully every morning is or isn't going to inspire you to buy a paper to cast a vote? And just as we promote our stations to encourage coming by our available audience, newspapers figure that people who sample their wares might become regular readers. Worse thoughts have sneaked into the minds of slick newspaper promotion/circulation people.

Additional Benefits

Knowing how the minds of radio GMs work, the L.A. paper did a couple of shrewd things. It offered each station participating a free (the magic word) 40-inch ad to promote its candidate for "Top Jock/Radio Hero," and the paper also bought spots on each participating station announcing the contest. An important note here: the paper insisted on not using trade spots, which they had with various stations, preferring to pay cash. This was a great idea because it served to defuse any objections GMs



L.A.'S TOP JOCKS — KBRT's morning team of Al Gross (l) and Tim Berends (r).

might have about all the time jocks were spending talking up the contest and thereby promoting the paper.

Not Everyone Wanted To Play

Here in L.A., as in Denver, the top stations as they appeared in the Arbitron were invited to participate. In Denver, 24 stations were active participants. In Los Angeles, 28 stations were invited, one dropped out, and one asked to be added. The papers found that some stations elected not to participate because they did not want to look bad in the paper, or because their formats were too new. Interestingly, the outlet which asked to be added in L.A. was KBRT, a Christian talk station. Its morning team of Tim Berends and Al Gross was semi-seriously miffed at be-

leading stations in the market? I'll wait till your convulsions subside before I continue. . . Getting down to the hard numbers, the Post received over 125,000 total ballots and enjoyed a 12% increase in single-copy daily sales during the three-week contest period. As if that was not enough, the contest was covered on local TV and designated "Best Media Self-Promotion" by *Denver Magazine*.

Here in L.A., according to Sally Givertz, Marketing Services Director for the *Herald*, "Sales were up significantly." The paper has elected not to release figures, but Sally noted that "What we're trying to do here is sell papers, and it's great just to have someone win and do some good. It was a very positive promotion — and we intend to do it again next year."

And The Winners Are . . .

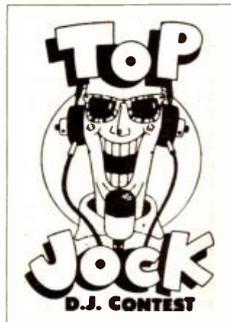
In Denver KIMN's Paxton Mills was elected "The Denver Post Mile High Radio Hero" and donated the \$5000 prize to his favorite charity, Denver's Muscular Dystrophy Association.

Here in LA, with such well-known personalities as Ken Minner and Bob Arthur, Rick Dees, Paraquat Kelly, Jim Lange, Roger Barkley and Charlie Tuna — the winners were, did you guess it? Tim Berends and Al Gross, the guys from KBRT who asked, with tongues placed firmly in cheek, to be a part of the contest. KBRT PD Rich Buhler commented on the victory this way, "Tim and Al's showing demonstrated the high level of response of the Christian audience. And although we are not a major marketplace station we wanted to be involved." Was there a key to their success? Rich put it this way, "This was not a popularity poll, it was a response contest, and no audience responds like ours. When we learned of the results everyone in the Christian community was saying 'Hooray for our side.'"

Their prize is being donated to Concept 7, a group of licensed homes for incorrigible teenagers. By the way, Concept 7 went out in the final days and purchased 3000 copies of the paper to stuff the ballot box in hopes of insuring the win. That kind of recipient support is an added bonus the station enjoyed.

It's a great promotion for newspapers. Already this year some 30 papers across the country have approached the Post for details on how to do it in their market. And the key is in the psyches of the radio morning personalities. As Bob Masino said it so succinctly, "If you wanted to feed on ego, you'd have a banquet on these guys."

And obviously both the *Denver Post* and the *L.A. Herald Examiner* ate very well this year.



ing overlooked and asked their PD if they could be included. Their desire to be included should not come as too great a surprise, as religious stations tend to have an extremely responsive and loyal audience which has been conditioned to support the urgings of its personalities, especially when there's some good (the \$5000 donation) attached to the request.

Did It Work?

First of all, the paper did not print the number of votes each jock received, only the standings. It did not want the stations to use the contest as a ratings substitute to solicit sales, nor did it want its ad-pulling power judged on the basis of a radio personality popularity poll. (Remember the cardinal rule of contesting: never let any contest be a test for the advertiser.)

In Denver, the Post estimated that it received at least eight times its dollar investment in free radio air time, and it knows it was mentioned at least twice daily during morning drive by all stations involved. How would you like to run a contest that netted 48 free spots a day in morning drive on the 24

ONE YEAR AGO TODAY

- Thom Ferro VP/IGM at Westwood One
- #1 CHR: "Power of Love" — Huey Lewis & The News (Chrysalis) (3 wks)
- #1 AC: "Cherish" — Kool & The Gang (De-Lite/PG) (4 wks)
- #1 BIU: "Saving All My Love For You" — Whitney Houston (Arista)
- #1 Country: "Lost In The Fifties Tonight" — Ronnie Milsap (RCA)
- #1 AOR Track: "Lonely Of Night" — John Cougar Mellencamp (Riva/PG) (2 wks)
- #1 LP: "Scarecrow" — John Cougar Mellencamp (Riva/PG)

FIVE YEARS AGO TODAY

- Lou Adler heads news at WOR/New York
- Denise Oliner PD at ABC Rock Network
- Warren Maurer VP/IGM Radio for Group W
- #1 CHR: "Endless Love" — Diana Ross & Lionel Richie (Motown) (3 wks)
- #1 AC: "Endless Love" — Diana Ross & Lionel Richie (Motown) (3 wks)
- #1 BIU: "She's A Bad Mama Jama" — Carl Carlton (20th) (2 wks)
- #1 Country: "(There's) No Gettin' Over Me" — Ronnie Milsap (RCA) (2 wks)
- #1 LP: "Escape" — Journey (Columbia)

TEN YEARS AGO TODAY

- CBS starts Portrait label
- #1 CHR: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket/MCA) (5 wks)
- #1 AC: "Don't Go Breaking My Heart" — Elton John & Kiki Dee (Rocket/MCA)
- #1 Country: "(I'll Be) Stand By My Woman Man — Ronnie Milsap (RCA)
- #1 LP: "Spitfire" — Jefferson Starship (Grun/RC) (7 wks)



KEN BARNES

ON THE RECORDS

The Baseball/Music Hall Of Names

There is a strange affinity between baseball and music fans. I've found it's not at all uncommon to scratch a record fanatic and find a baseball nut. (I don't want to give the impression I go around scratching record fanatics. It's just a figure of speech. In reality, scratching record fanatics would probably include Grandmaster Flash, Jam Master Jay, etc. Where am I, anyway? Maybe the best thing to do is scratch this whole paragraph and start afresh.)

Something about baseball inspires the same kind of singleminded devotion in people that music does. One of those people bitten by both bugs is Atco promotion exec Marc Nathan. He and I were talking about ex-Dodger pitcher Steve Howe's latest problems when I said something like, "Well, he's OK now with that gig in GTR." That launched a scholarly inquiry into baseball/music namesakes, which in time turned into this very column.

Marc's scholarly research methods consisted of ransacking his memory for a half hour, while I

utilized similar techniques (45 minutes' worth). Between us we came up with the following, doubtless incomplete, list:

Mike Brown - Recently-demoted Pirates outfielder or recently-demoted Red Sox pitcher; former leader of Left Banke and Stories.

Jack Clark - St. Louis first baseman; former Nitty Gritty Dirt Band/Ike & Tina Turner bass man. **Stan Clarke** - Bluejays pitcher; jazz/funk bassist.

Tommy Dunbar - Recent Rangers outfielder; **Rubinoos** guitarist.

Steve Garvey - Padres first

sacker; former **Buzzcocks** bass player

Steve Howe - As previously mentioned, ex-Dodgers/Twins/San Jose Bees pitcher; GTR gtr-man.

Bob James - White Sox reliever; "Taxi" theme jazz crossover artist

Howard Johnson - Mets 3B/SS; A&M singer; only qualifier for the tripartite baseball/music/restaurant chain shared-name hall of fame.

Randy Jones - Ex-Padres star hurler; Village People member (the Cowboy).

Bill Lee - Former Red Sox pitcher (and subject of a Warren Zevon song); **Mitch Ryder**'s earlier handle as leader of **Billy Lee & The Rivieras** before the switch to MR & the **Detroit Wheels**.

Willie Mays - Giants hall-of-fame centerfielder; obscure R&B artist on **Duke** (pretty sure they're not the same guy).

Jim Morrison - Pirates infielder; **Doors** singer.

John Oates - Ex-Phillies catcher; partner of **Daryl Hall**.

Jerry Reed - Seattle pitcher; longtime country singer/picker.

Bill Robinson - Mets coach and ex-outfielder; **Smokey's** real name.

Lonnie (Liston) Smith - Royals outfielder; jazz star (with the added middle name).

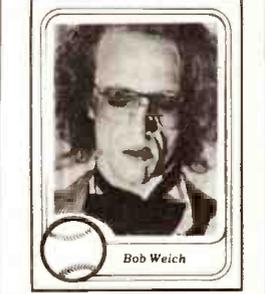
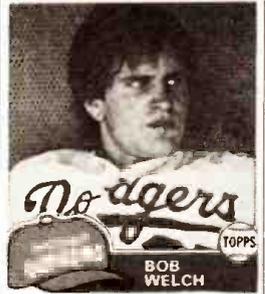
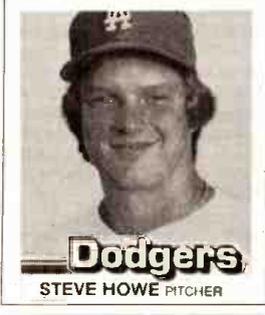
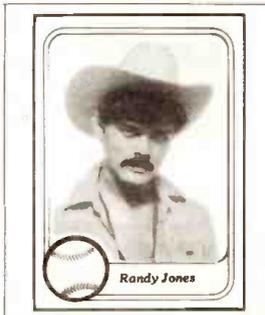
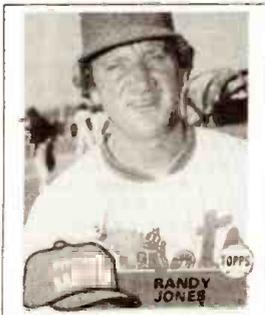
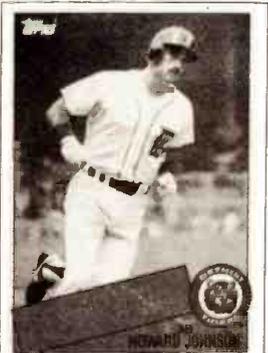
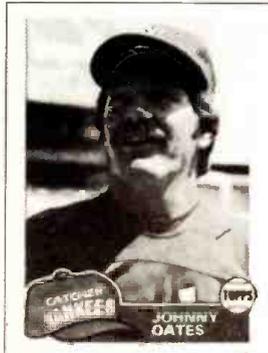
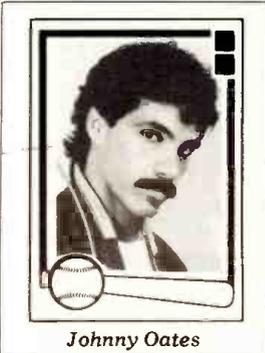
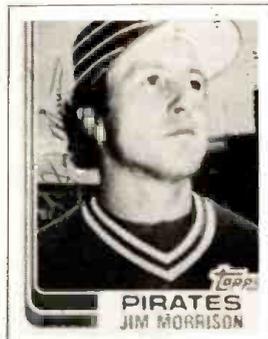
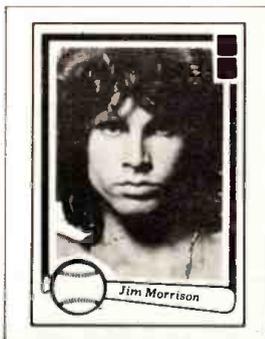
Dave Stewart - A's pitcher; **Eurythmics** male half (then there's the **Dave Stewart** who's teamed up with **Barbara Gaskin**).

Bob Welch - Dodgers pitcher; ex-Fleetwood **Mac** and solo performer.

If ever one of my lists begged for additions, it's this one. Anyone with the access and patience to leaf through a "Baseball Encyclopedia" could probably come up with dozens more shared names. I invite any further submissions.

Marc Nathan, who sparked the concept above, also was the first to identify the five **Casablanca** executives sketched in the August 1 collection of past R&R ads. Defying long odds (thanks to the difficulty of reproducing the drawings, which turned **Larry Harris's** face into something more like a pudding), Marc tabbed the quintet as (l-r) **Cecil Holmes**, **Buck Rheingold**, **Larry Harris**, **Nancy Sain**, and **Neil Bogart**.

(Marc was able to defy those long odds, in large part, because he worked for **Casablanca** a couple of years later. I should have disqualified him for that, but neglected to print a disclaimer. Considering the amount of ink Marc's collected this week, maybe I should just disqualify him from the column period, for a few months, anyway.)





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WRNO WTKI
KWK

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DATEBOOK

SEAN ROSS

Night Prowler & Attempted Popes

MONDAY, SEPTEMBER 1

1978/Unsuccessful Republican State Senate candidate **Bob Baker** complains to the FCC that two Iowa City stations won't accept ads from his candidacy for Pope. Baker's spots, sung to "Barbara Ann," include the lines "Bob Bob Bob, Bob Bob Baker . . . If he were Pope/we'd all kick dope."
1978/The "Legends On Tour" package of celebrity imitators who've all had plastic surgery opens in Atlanta with two **Elvis Presleys** (male and female), **Janis Joplin**, **Jimi Hendrix**, and **Jim Croce**, to mediocre response.
1982/This wouldn't be an unusual quote if it weren't four years old. **Frank Zappa** announces that he won't tour Europe because it's "too expensive and too violent."
1985/After a yearlong killing jag, "Night Stalker" **Richard Ramirez** is captured in Los Angeles. Almost immediately afterwards, his (alleged) fascination with AC/DC and their song "Night Prowler" is reported.
Birthdays: **Barry Gibb** 1946, **Conway Twitty** 1933, **Archie Bell** 1944, **Boxcar Willie** 1931.

TUESDAY, SEPTEMBER 2

1958/The video of "Everybody Is Rejoicing Over The Wiping Out Of The Four Pests" had to wait. Mainland China gets its first TV station.
1978/**Teddy Pendergrass** holds the first of his "For Women Only" concerts in New York. Several years later, **Millie Jackson** parodies Teddy by releasing an LP "For Men Only."
1980/After months of speculation, **KHJ/Los Angeles** officially announces its pending change to what it then terms "Country Oriented Rock" (a format that never actually materializes).
1983/**Bob Seger's** "Old Time Rock & Roll" is reissued after its prominent appearance in "Risky Business." Also, Wham's "Bad Boys" goes 3-1 at KFRC.
Birthdays: **Joe Simon** 1943, **Jimmy Clanton** 1940.

WEDNESDAY, SEPTEMBER 3

1965/The Rolling Stones perform in Dublin and film "Charlie Is My Darling."
1967/**Woody Guthrie** dies after an extended battle with Huntington's Disease.
1970/**Canned Heat** singer/guitarist **Al Wilson** is found dead beside an empty barbituate container in **Bob Hite's** garden.
Birthdays: **Al Jardine** 1942, **Tompall Glaser** 1933.



Barry Gibb, Al Jardine, Chrissie Hynde, Conway Twitty

THURSDAY, SEPTEMBER 4

1969/"C'mon people now/scowl at your brother": the **Youngbloods** don't appear on the "Tonight Show" after an apparent argument during soundcheck. **Johnny Carson** makes fun of them during that night's monologue.
1982/**Toto (a/k/a Total) Coelo's** "I Eat Cannibals" peaks at #8 in Britain.
1985/A Houston judge places a teenager who took LSD at a **Grateful Dead** show on probation for five years, during which time he is prohibited from returning to their concerts.
1985/**Merle Haggard**, with **John Schneider**, **Hank Snow**, **Mel Tillis**, **Tammy Wynette**, and others, announces the first plan for a Bakersfield-Chicago "Farm Aid" train trip.
Birthdays: **Ronald LaPread (Commodores)** 1950, **Blackie Lawless (W.A.S.P)** 1956 "Bubba" **Knight (Pips)** 1942.

FRIDAY, SEPTEMBER 5

1958/The Country Music Association is chartered.
1969/Folksinger **Josh White Jr.** dies during open-heart surgery on Long Island at age 54.
1975/**K.C. & The Sunshine Band's** "Get Down Tonight," perhaps the only disco hit to begin life on AOR radio, is #1 CHR. Also, unsuccessful Los Angeles CHR KKDJ becomes KIIS-FM and, for the next seven years, doesn't score spectacularly under those calls.
1981/The **Sugar Hill Gang** guests on "American Bandstand."
Birthdays: **John Stewart** 1939, **Buddy Miles** 1946, **Loudon Walnwright III** 1946, **Bob Newhart** 1929, **David Isley (Giuffria)** 1956.

SATURDAY, SEPTEMBER 6

1952/**CBFT/Montreal** becomes Canada's first TV station.
1969/iving In America: **James Brown** announces he'll retire from public performance after the next Independence Day. Brown says he's tired and that his brain "seems to get much heavier."
1969/Still The One: **John** and **Joanna Hall** married.
Birthdays: **David Allan Coe** 1939, **Mel McDaniel** 1942.

SUNDAY, SEPTEMBER 7

1964/The **Beatles** in Toronto, the top ticket price is \$5.50.
1978/**Kelth Moon** ODs in the same apartment that **Cass Elliot** died in.
1979/"In Through The Out Door" goes 14-1 AOR.
1984/**Sammy Hagar** begins his "VOA" tour in Lubbock, TX on **Buddy Holly's** birthday. **Rick Dees** replaces **Marilyn McCoo** as host of "Solid Gold." And **Janet Jackson** weds **James DeBarge** before her family convinces her to annul the marriage.
Birthdays: **Chrissie Hynde** 1951, **Gloria Gaynor** 1949, **Little Milton** 1934. **Buddy Holly** would be 50.



ADAM WHITE

RECORDS

Goodies To Go

New music should speak for itself. But just in case it doesn't, record companies spend thousands of dollars each year on promotional giveaways — everything from T-shirts and football jerseys to caps, ties, mirrors, key chains, night-lights, watches, candies, headbands, sunglasses, buttons, memo pads, pins, and many other novelties.

For a little summertime fun, I interviewed the principals of two companies which work with labels to create and produce these promo goodies: Warjo Promotions of New York, and Secret Identitee Merchandising of Los Angeles.

Theirs is a very competitive field, but Warjo President Warren Baker says the six-year old firm grosses more than \$1 million a year. Secret Identitee President Marc Sirkin says his company, formed 18 months ago, has billings past the \$500,000 mark. Both deal with movie studios and home video firms as well as record companies, but the music business may spark the most creativity. One of Warjo's ideas, for example, earned a Clio advertising award.

Send Out The Tees

If you've been at the receiving end, you know that label promotions range from 40-cent keychains to \$20 sweatshirts. Clothes ("apparel" is the trade term) are the most common giveaway items. "The reason we see so many orders for T-shirts, visors, jerseys, hats, and all of that is because those can be produced in three days," states Marc. Labels say, "Hey, the record's been added at 65 stations — let's send something out." When they want to move that fast, we turn out a T-shirt."

This frequent lack of sufficient lead time not only hinders creativity, it also affects the price. Columbia Records needed Big Audio Dynamite hats quickly, recalls Warren, and those ran \$5.38 each. "If they'd been able to give us a couple of weeks, it would have cost around \$4 a hat." The Warjo chief and Marc Sirkin agree that the "we need it yesterday" mentality is their biggest headache, but they recognize that it comes with the territory.

When weeks instead of days are available, the results are often more creative, says Marc. Still, such creativity has to be approved through both the various tiers of a record company and by artist management, and that can be challenging. "The specific promotion has to match the specific image of the artist. That works against being really creative, because everybody's vision is different. That's why it's so easy to slap a logo on a shirt."

Hot And Saucy

Marc believes two of Secret Identitee's most effective promotions were for Prince's "Kiss" and

"The reason we see so many orders for T-shirts, visors, jerseys, hats, and all of that is because those can be produced in three days."

—Marc Sirkin

Power Station's "Some Like It Hot." For the latter, band member John Taylor (apparently inspired during dinner at a Manhattan Mexican restaurant) had suggested using bottles of hot sauce. This required that Marc and an assistant call 25 factories in the South and West, looking for one that could (and would) interrupt production runs of 20,000 bottles per hour to apply specialty likenesses of the Power Station album cover to a mere 4000 bottles (at around \$1 apiece).

For Prince, Warner Bros. wanted to signify the chart success of "Kiss," so Secret Identitee came up with the idea of oversized candies complete with customized pull-strips which read "Prince, Prince, Prince #1." At more than \$3 apiece, the sweets weren't cheap. "It wasn't so much the chocolate as the labor," says Marc. "You're not only paying for the product, but also for packaging, shipping, and problem-solving. Things such as whether we should send them out packed in little ice cubes so they wouldn't melt became an issue. Fortunately, it happened in February, so we didn't have to be too con-

cerned. If it were happening now, you can bet they'd have to go out Federal Express overnight with blue-ice packets."

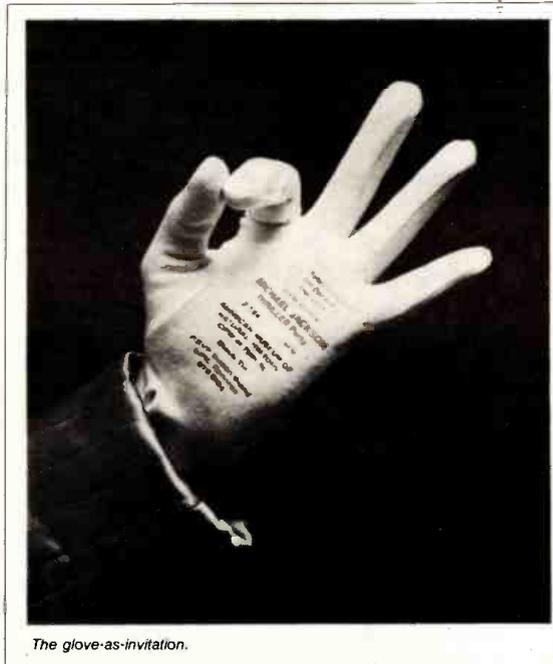
Chocolate was also used for a recent Blow Monkeys promotion. "RCA wanted something different," says Warren Baker, "and asked what we could get that looked like a monkey. I checked with one of our chocolate suppliers, and he happened to have a monkey. It was perfect. That ran about \$1.80 apiece, and we ended up doing maybe 1500 by the time they were finished."

Museum Piece

Epic Records was looking for something different in the winter of 1984. An "event" was being planned for one of its artists, and Warren met with label publicity chief Susan Blond. "They wanted a special invitation for this huge party at the Museum of Natural History in New York. We came up with the idea of printing the invitation on the palm of one white glove." The evening was highly successful, and the promotion earned a 1985 Clio advertising award for Best National Trade Promotion, presented to Warjo and Epic. The party's guest of honor: Michael Jackson.

As Secret Identitee, Warjo, and companies like them work with labels, the concepts come from both sides. "Either the clients call up knowing specifically what they want," says Warren, "or they give us advance tapes and first off-the-board artwork and ask for ideas. Because product managers at record companies are swamped with so many releases, they probably look to us more than 50% of the time. But it's not difficult to come up with unusual ideas. That's our lifeblood."

Warren formed Warjo after seven years as tour manager for Anne Murray. The company has "only



The glove-as-invitation.

really been kicking ass since 1982," he says, and especially with the growth of home video. Firms such as Vestron and Thorn-EMI "spend a fortune" on promotional goodies: \$200,000 on T-shirts alone for the release of "Amadeus," for example. With its \$1 million annual billing, Warjo employs ten people.

Indianapolis Rocks

Marc worked for Warner Bros., A&M, and Dick Clark Productions before starting Secret Identitee in partnership with Clark's son, television producer Rac Clark. The firm did promotional merchandise for TV's "Puttin' On The Hits" (which Clark produces), then for Paramount and Capitol. "One thing led to another," according to Marc, and the firm grossed \$90,000 in its first 12 months. That has increased to more than \$500,000 today with record label, TV, movie, and home video business, plus such projects as the Universal Studios tour merchandise. Secret Identitee's fulltime staff numbers six.

Both executives are bullish on the future, despite the number of competitors. Marc feels most labels are convinced that promotional items are worthwhile, largely because of positive feedback. For instance, Bob Seger foam rocks (under \$2 apiece) made for Capitol drew a slew of calls, he says, including several from major market radio stations. One result: an order for 50,000 rocks from WFBQ/Indianapolis.

The creation and production of foam rocks and inflatable sharks (for Capitol's Great White), candies and crystal ball paperweights (David Bowie encased in lucite), night-lights and hot-sauce all provide unusual insights into different manufacturing and marketing techniques.

"I have 90 new careers now," says Marc. "I know crazy things. I know about foam rocks, and what you can get in inflatables. It's not like we get up every day and say, 'Another day at the office.' This is fun."

Eating Eddie

The drive to be creative with promotional items leads down many paths, some of them one-way. For an Iron Maiden project, Secret Identitee tried to make a shake-up toy — the type filled with "snow" that flurries inside when shaken.

The promo was due to be mailed one December. Problems began, remembers company President Marc Sirkin, with the realization that the water inside the toy would freeze during the cold weather, expanding and shattering the glass case. "But we solved that problem. We were going to hire heated trucks, which would guarantee the safe shipment of these stupid little things."

Just Add Chlorine

Snafu #2: Inside the toy were to be miniature, painted replicas of a tombstone and Iron Maiden's weirdo mascot, Eddie. Since most shake-ups are made in the Orient, not in the US, nobody involved with this one knew that the chlorine added to the water (to keep it from turning green) would eat the paint on Eddie. One company was making and painting the tombstones and mascots, while another was assembling the toy. They didn't communicate.

The solution to the paint poser is usually to apply a sealant. "But we didn't have another six weeks to have guys dipping Eddie into different kinds of sealant to discover which one would work," notes Marc. "To find these things out takes time. We ran out of it."

The Iron Maiden item was iced.



Secret Identitee President Marc Sirkin (l) with Brian Setzer. The merchandising firm provided promotional items for Setzer's "The Knife Feels Like Justice" project.



JOEL DENVER

CONTEMPORARY HIT RADIO

FOUR-POINT INCREASE

Y107 Aims For The Top

"When it's a good book, you get down on your knees and thank the heavens. When it's a bad book, you investigate the openings in the aluminum siding business." Great words of wisdom from a true radio veteran: Y107 (WYHY)/Nashville programmer Michael St. John.

In his spare time Michael still does wrestling and high school football play-by-play. "It's sort of a passion and a good diversion from radio. You have to have a break from radio."

Spectacular Growth

Well, these diversions don't seem to have taken Michael's mind away from the business at hand during the rest of his 26-hour workday. Y107 has had a spectacular growth curve over the last four books. When Michael came aboard, the station had a 2.7 share. That moved to a 4.8, then a 5.7, and now all the way to a 9.7. The station is fourth in the market 12+ behind Country WSM-FM (14.0-12.4), AOR WKDF (9.8-12.3), and Easy Listening WZEX (8.0-11.4).

Thirteen of Michael's 17 years in radio have been spent in Nashville. The other four were split between Birmingham, Memphis, and a six-month stint in Hartford. "Since 1981 four stations have captured number one in the market: WKDF,

"When it's a good book, you get down on your knees and thank the heavens. When it's bad, you investigate the openings in the aluminum siding business."

WLAC-FM, WSM-FM and KX104, which we put on top in 1981. If things keep going this way, I think Y107 will eventually get there," said Mike.

People Power

Michael attributes most of Y107's success to the human element. "The people are key, above and below you. Without them you can't win," he stressed. "You're really only as good as your staff.

They don't have to be Scott Shannons or a replica of any of the hottest jocks in America. If they're good, hardworking people you can direct and help to utilize their talents to benefit themselves and the station, then you have a winning staff. My airstaff is a bunch of strong up-and-comers with the exception of Coyote McCloud, who's a legend in the mornings in this city. We all pull together like a family."

Having successfully made the transition from SunGroup to Republic, Michael found his new employer very supportive. "When Republic came in they were dedicated and said they wanted to win. They've given me the tools to do it. (National PD) Randy Michaels and GM Mike Kenney really help round out this team."

And it would seem this team effort extends beyond Nashville's boundaries. "I'm also Regional Operations Manager and will oversee (AC) WMYU (U102)/Knoxville. The company's upcoming merger with Jacor will provide even more opportunities for growth."

Lottery Tickets

Michael's a radio junkie who's a strong advocate of promotion. "I believe in staying visible at all times. Our Winebago, fondly called the Urban Assault Vehicle, is a mobile studio which utilizes a Mardi transmitter. It allows us to go live from anywhere."

Examples of recent outside activities include selling gas for 10.7 cents/gallon; participating in "Summer Nights," a three-day downtown festival; and maintaining an upfront profile in the clubs. Michael relies heavily on Promotion Director Betsy Whittaker to keep the station at the right places at the right times.

Michael noted, "We did a big contest around a controversial subject in the state legislature — the lottery. In Nashville there are more churches than gas stations, so many people think of 'lottery' and 'sin' as one and the same.

"Using a direct mail piece, we called out numbers on the air, handed out lots of money, and really built our cume. Additional support was gained by making the tickets available at 30 participating sponsors. This did more for us than any previous TV or billboard campaign. We all felt the product was right and knew that if we could get the cume we could hold them with our presentation and promotional activities. Our hunch was right."

Cash & Cars

Although Nashville doesn't have a summer Arbitron, Y107 isn't letting its promotional steam fade away. Currently, the station is do-



The entire Y-Team on the Y107 '44 Hoser. In the truck (l-r) are Production Director Brad Kelly, late-nighter Gary Jeff Walker, MD Tom Peace, and afternoon driver Marc Chase. On the running board (l-r) are news personality Rhett Walker, night rocker Terry Hendrix, middayer Christopher Holmes, morning man Coyote McCloud, Promotions Director Missi Whitaker, and PD Michael St. John.

ing a "Let's Make A Deal"-type contest called "The Money Or The Mercedes."

"Every Thursday at 7:30am we take all of our qualifiers from the week and draw a name. The winner then has to decide whether to take a sure \$1000 cash or go for the car by taking one of ten keys. When someone takes the money we get rid of one of the dead keys, making the odds better for those who do take the keys.

friends involved and really spread the word. We were then able to promote that the decision was coming later that day, which added lots of extra excitement to the contest."

In The Mix

Describing Y107's overall sound, Michael said, "It's a high-energy, limited personality radio station. Coyote is very personality-oriented, but the afternoon show is nowhere near as talky as the mornings. The rest of the dayparts each have their own niches to fill, and they do it well.

"We do an oldies hour from noon to 1pm, then we have our count-downs at night. We also do 'Love Lines' (dedications) with Gary Jeff Walker during late-nights; overnights Diana Lynn does the 'Third Shift Salute,' playing requests and mentioning where people are listening."

Compared to others in similarly-sized markets, Y107's playlists are not overly aggressive. But the station definitely isn't one of the last to add an obvious hit, either. The mix

Continued on Page 36



The Y107 Million Dollar Cash Grab winner (seated) scooped up \$26,001. Shown (back, l-r) are Michael St. John and MD Tom Peace; (front, l-r) Coyote McCloud, Marc Chase, and Rhett Walker.

Y107 Music Flow

Here are two sample weekday hours from Y107/Nashville:

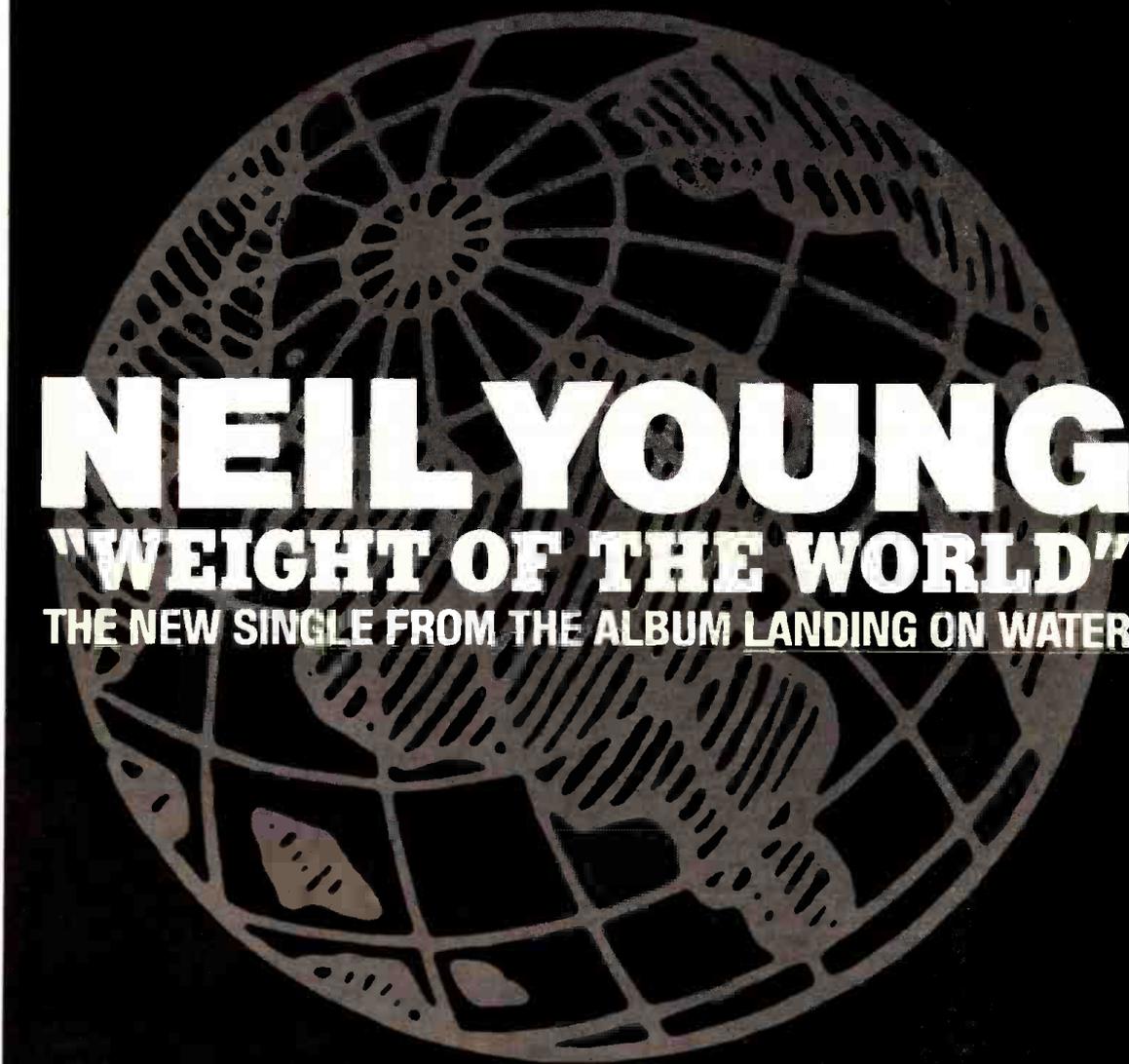
Morning (7-8am)

MR. MISTER/Is It Love
WHAM!/The Edge Of Heaven
STEVE WINWOOD/Higher Love
WHITNEY HOUSTON/All At Once
REO SPEEDWAGON/Can't Fight This Feelin'
JEFFREY OSBORNE/You Should Be Mine
MIKE & THE MECHANICS/Silent Running
MADONNA/Papa Don't Preach
LIONEL RICHIE/Dancing On The Ceiling
HEART/Nothin' At All
JOHN COUGAR MELLENCAMP/Hurts So Good

Afternoon (4-5pm)

READY FOR THE WORLD/Oh Sheila
PETER CETERA/Glory Of Love
LIONEL RICHIE/Dancing On The Ceiling
EAGLES/Hotel California
DEBARGE/Love Always
HEART/Nothin' At All
PATTI LABELLE & MICHAEL McDONALD/On My Own
SCRITTI POLITTI/Perfect Way
BERLIN/Take My Breath Away
JERMAINE STEWART/We Don't Have To Take...
GENESIS/Invisible Touch
WHITNEY HOUSTON/All At Once
ROD STEWART/Love Touch

**HEAVYWEIGHT
ROCK
& ROLL**



NEIL YOUNG
"WEIGHT OF THE WORLD"
THE NEW SINGLE FROM THE ALBUM LANDING ON WATER

Produced By Neil Young and Danny Kortchmar • Lookout Management • © 1986 The David Geffen Company



Y107 Aims For The Top

Continued from Page 34

is about 75% current, with 7% of the non-current music being recurrents and the remainder well-tested oldies.

"I follow the national information in R&R," explained Michael, "then focus in on some stations we feel akin to in format, style, and philosophy. These include 94Q, Z93, Q105, Z100, FM100, and B97. We keep a tab on their music, and I talk with their PDs to get an insider's opinion on what's happening. I find networking very beneficial."

Soft Spot

One of the more interesting aspects of working in a market for a long time is the ringside seat you have while watching the market's

evolution. Having put competitor KX104 on the air and programmed it for a number of years, Michael has seen the station go through some tough times owing to ownership and PD changes. In fact, the station is set for another owner transfer in the fall.

"In rank we may be number 44, but for quality this market puts out top 20 product."

Michael confessed to having a soft spot in his heart for KX104. "It's touched me to see that place go through so many hard times.

But my job (now) is to score a win for Y107, and I'm 100% dedicated to that effort. As a result, I do keep an eye on WKDF, (Urban) 92Q, WLAC-FM, and 'KX to some degree.

"As far as being a physical force in moving records, KX104 isn't much of one," he noted. "However, it does have the potential to be very strong again. One of its salesmen was recently spreading the word that its numbers were due to signal problems. Well, when we were number one we didn't notice any problems."

Closing on a positive note, Michael praised all his fellow broadcasters. "Nashville is a strong market. In rank we may be number 44, but for quality this market puts out top 20 product."



It's the Y107 Morning Zoo: Coyote McCloud, Diana Lynn, and Rhett Walker.



GRAHAM FINALE — Graham Nash gave the grand finale performance for the WLS-sponsored "Taste Of Chicago." Pictured (l-r) are Atlantic VP Sam Kaiser, Graham's manager Bill Siddons, WLS OM John Gehron, evening personality John Landecker, Graham, and Atlantic's Rick Sudakoff.

BITS

• **A Great Escape** — WGCL/Cleveland is sponsoring a series of "Great Escape" concerts, giving listeners the rock 'n' roll experience in different areas of the country. Numbered callers will be registered for upcoming random drawings, which have thus far sent lucky winners to see Mr. Mister at the Pier in New York City, and Eurhythms at the Greek Theater in Los Angeles.

• **Don't Forget Your Glasses** — WCZY/Detroit and local TV50 have teamed up to send entire families on vacation. During WCZY's morning show, trivia questions regarding the previous night's TV50 movie will air, and the first correct answer gets a vacation for four to Walt Disney World Epcot Center. Twelve listeners in all will be picked to receive round-trip airfare, hotel accommodations and meals at the Walt Disney resort. They'll also be the first group to view Michael Jackson's 3-D adventure film, "Captain EO."

• **1500 Mile Run** — WDCG/Raleigh-Durham and the Easter Seals Society of North Carolina sponsored their First Annual Statewide Marathon Run. A team of six runners ran 1500 miles, circling the state of North Carolina, and averaged 40-60 miles a day with 28 overnight stops. As they ran, pledges were gathered from all areas of the state, totalling over \$25,000.



FOR THOSE ABOUT TO ROCK — Atlantic's Ken Reuther (second from left) decided to rock 'n' roll his way into the KATD/San Jose studios to promote AC/DC's latest album, "Who Made Who." On hand were (l-r) KATD News Director Jim Taylor, Ken, KATD MD Gary Weinstein, OM Don Porter, PD Bob Harlow, PM driver Craig Bowers, and midday man Joe Daniels.



SUITE PARTY — WGUU/Bangor threw a "Honeymoon Suite" party for the band and some lucky Rock 100 listeners. They partied hardy in a local hotel's honeymoon suite the night before the band's concert. Pictured (l-r) are bandmembers Ray, Johnnie and Gary, Rock 100 PM drive jock Michael O'Hara, and Rock 100 Music Director Jamie Marshall (second from right).

MOTION

Chris Carson, most recently with KVLTV/Tulsa, is now KFMH/Muska-

teen-Davenport's Production Director ... Chris Baker leaves KBIU/Lake Charles to program KZZB/Beaumont, replacing Michael Murphy ... Steven "Shadow" Daniels has left KKRC/Sioux Falls for nights at KKTU/Longview, TX ... Former KWK/St. Louis MD Mark Todd opts for the same across town at KHTR, replacing Tony Davis ... Alex Darby is the new weekender at KNBQ/Tacoma, replacing Von Williams.

KDON-FM/Salinus PD Kirk Cliett adds on weekend weatherman duties at TV46/Salinus ... KQCR/Cedar Rapids midday man Carl Mann is named PD to replace Brad Fuhr, now PD at KRZZ/Wichita. Also at KQCR, Gary Dixon is named MD/6-10pm ... At RI-104/Providence, Maurice Minor exits. Ken Matthews segues from nights to evenings, and Mike Olson moves from weekends to nights ... Margo Vaughn exits KF95/Boise to

join KIYS across town as an AE/swing personality.

WCGO/Columbus welcomes PD Lee McCarr, who replaces Alan Du-Priest. Alan's stepping down to concentrate on his morning show, and midday man Randy Daniels is named MD ... Ed Hopkins takes on afternoons at KAY107/Tulsa, and Lee Thompson becomes the AM drive news anchor ... WZEZ-FM/Mobile PM personality Donna Foxx exits and night man Doug Sinclair takes over her shift. Upped to the night slot is partimer Van Owens.

KQWK/Joplin-Pittsburg, KS PD Frank Bell has joined Albuquerque-based Programming Consultants, and is replaced by Scott Porter ... KNIN/Wichita Falls announces the following lineup: Little Jimmy in the morning, Brenda Kay in middays, Chuck Jefferson 3-7pm, Lyn Michaels 7-midnight, and Victor John, overnights.



AIRBORNE AUTO — KCMQ/Columbia's Andy-In-The-Morning decided to try something new while raising money for the Arthritis Foundation. A Crane-A-Thon was held, elevating Andy and the KCMQ "Skyvan" 97 feet in the air. They remained suspended until the station's goal was met.



CALENDAR

BRAD MESSER

Non-Compete Shocks Outsider

Intrigued to learn that not a few radio personalities have non-compete contracts, a non-broadcaster asked, "How's that work? Does a station have to pay, say, a year's salary, to keep the deejay from working for a competitor?"

A year's salary? Easy to tell he's not in radio.

He was given a brief explanation of how some stations prevent employees from crossing the street by insisting on market exclusivity for a certain period of time, typically from three to twelve months following an employee's resignation, and was informed that the financial consideration is virtually never based on a performer's full salary.

"I can maybe understand that if a guy quits. But do you mean to tell me that, even if a deejay or announcer gets fired, he still can't work anywhere else in town.

period? He has to move his family to another city in order to be able to earn his living?"

Learning that it does happen from time to time, Mr. Outsider was surprised that any such agreement could possibly be legal. "Don't you people in broadcasting have a right to work? Is there another side to the story?"

Of course there are conflicting views about market exclusivity contracts, many of them put forth as forceful complaints from employers who invested time and major money in an air personality, only to have him cross over into enemy territory — as one GM put

it, "In the dead of night, for a few pieces of silver!" — throwing the employer into chaos and touching off a time-consuming search for a worthy replacement.

It is not impossible that the majority of broadcasters who utilize non-competes do so to ensure that their overall personnel environment remains generally smooth and stable. The exceptions are the stations which use the agreements as punishment, holding them in force even against former employees who were fired without cause.

Is this fair? Not by me. I have long believed that the most charitable argument that can be advanced for the standard broadcast non-compete agreement is that, like most any other tool, it can be used for good or for evil, depending on the user.

LABOR DAY

LABOR DAY, SEPTEMBER 1 — When the first telephones were installed in Boston more than a century ago, being an operator was strictly a man's job. People liked those first telephones, but didn't like the operators, complaining that they were rude. So the company fired the men and hired Miss Emma Nutt, who became the world's first female telephone operator 108 years ago today (1878). She stayed with the phone company 33 years. The wreckage of the "Titanic" was located in 1985. The Soviets shot down Korean Air Lines Flight 007 in 1983, killing all 269 aboard. 25 years ago, the U.S. minimum wage was raised to \$1.15 (1961). Birthdays: Barry Gibb 40. Lily Tomlin 47. Conway Twitty 53. Yvonne DeCarlo 62.

Riots Over Calendar Reform

TUESDAY, SEPTEMBER 2 — There were several riots in America on this date in 1752 . . . riots over a major change in the calendar. People were angry because, under Gregorian Calendar Reform, eleven whole days simply vanished forever. Wednesday, Sept. 2, was immediately followed by Thursday, Sept 14th. Despite inconveniences caused by the changeover, the new calendar worked out okay. It's the one we still use today. Hurricane Elena hit the Mississippi shore in 1985. Japan signed the WWII surrender in 1945. Birthdays: Jimmy Connors 34. Terry Bradshaw 38. Marge Champion 63.

American Revolution Certified

WEDNESDAY, SEPTEMBER 3 — The American Revolution officially ended with the signing of the Treaty of Paris in 1783. America's biggest allies had been France and Spain. In the treaty signed 203 years ago today, Great Britain recognized America as an independent nation, surrendered Senegal and Tobago to France, and gave up Florida and Minorca to Spain. Ten years ago, the Viking-2 lander touched down on Mars (1976). First car exceeded 300 mph in 1935. Birthdays: Valerie Perrine 43. Al Jardine 44. Anne Jackson 60. Dixy Lee Ray 72.

The First Newsboy

THURSDAY, SEPTEMBER 4 — Here's an ad that ran in the *New York Sun* on this date in 1833: "To The Unemployed — a number of steady men can find employment by vending this paper. A liberal discount is allowed to those who buy to sell again." The first person to respond to the ad for "steady men" was Barney Flaherty. He may have been steady, but he was no man. Barney was ten years old. He got the job, age notwithstanding, and Barney Flaherty became the first "newsboy" in America. Today is Newspaper Day. 35 years ago, the first coast-to-coast TV hookup featured President Harry Truman, in glorious black-and-white, from the Japanese Peace Treaty Conference in San Francisco (1951). Birthdays: Tom Watson 37. Mitzl Gaynor 55. Paul Harvey 68.

Cattle On Chisholm Trail

FRIDAY, SEPTEMBER 5 — The job of "cowboy" became a rapid-growth industry on this date in 1867, when the first Texas cattle herds from the Chisholm Trail were loaded onto trains at Abilene. Linking the Chisholm Trail with the railroad meant Texas beef could reach the East. That linkup 119 years ago today was the beginning of the twenty-year period in which the American cowboy flourished, working cattle and driving them to market. The Country Music Association was chartered in 1958. The Statue of Liberty cornerstone was set in 1884. Birthdays: Freddie Mercury 40. Raquel Welch 44. Carol Lawrence 54. Bob Newhart 57.

TALENT,
SKILL
AND A HIT SONG.



"WHAT DOES IT TAKE" HONEYMOON SUITE

NEW & ACTIVE

CHECK SOME OF THESE MOVES!

WXKS 25-23	WMJQ 5-4	KDON add
WBEN 18-16	WKQB 6-3	KZZU 30-28
WKSE 20-15	WSSX 15-12	WGUY 8-7
WNYS 15-13	WBCY deb-25	OK100 12-9
PRO-FM 15-12	WROQ 29-21	WOMP 28-16
94Q add	WANS 16-13	KQJZ 18-11
Y94 1-1-7	WOKI 30-28	Q104 9-8
KDWB 26-15	Y107 add	WHS� 12-11
KWK 22-17	WKDD 18-16	WVBS 17-14
WLOL 34-29	KZIO 14-12	KKXL 30-25
KPKE add	KF95 23-16	WAZY 5-5
KPLZ add	KIKX re-add	KKRC add
Z94 deb-30	KSND 7-6	KGOT 2-1
K104 6-4	KXYQ 23-21	KOZE 35-23
WAMX 16-11		KHTZ add

PRODUCED BY BRUCE FAIRBAIRN MANAGEMENT-STEPHEN PRENDERGAST/HEAD OFFICE MANAGEMENT FROM THE ALBUM THE BIG PRIZE ON WARNER BROS. RECORDS AND CASSETTES



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R&R FRIDAY, AUGUST 29, 1986/37



STEVE FEINSTEIN -

SPRINGING TO THE TOP

#1 With A Bullet

The best way to start an overview of the raft of success stories in the spring sweep is with a review of the stations whose significant gains swept them into first place.

WCMF's Awesome Ausham

Possibly the most spectacular success story was WCMF/Rochester's 11.7-15.6 jump for the first #1 in its 17-year history. The station won on all fronts: while improving 25+ to lead in men 25-54 for the first time, it also gained six points in teens, notched over a 45-share of 18-24 men, and scored #1 in women 18-34.

PD Greg Ausham joined last January after a stretch as a CHR programmer. Despite his background, he actually took the station, which had been leaning hybrid, back to a more traditional AOR posture, eliminating pop crossovers like "Everybody Wants To Rule The World," "Hard To Say I'm Sorry," and "I'm Still Standing." The music mix, which had been heavily tilted towards currents and recurrenents, was changed to include about 50% oldies. The number of library titles was tripled, as callout research confirmed the strong appeal of oldies that were previously going unplayed in the market.

Ausham also deemphasized his recurrenents, even those that tested well in passive research, because "active people who punch around the dial looking for oldies say, 'Aw, I don't want to hear that again.'" Only the passive people who listen for shorter periods of time are still fond of hearing "Run To You."

According to common wisdom, it's the active listeners who have a keen interest in current and recent music, while it's the passives who go for oldies. "Not today," says Ausham, who sees those same actives who gave CHR its shot in the arm a few years ago as having now acquired a taste for oldies. "Now



Bryan Jeffries

they're actually turning onto esoteric stuff like 'Ma Belle Amie' by Tee Set. They like hearing songs they haven't heard for years; it sounds fresh. It's unfortunate for new music, but this country has gone into the Eisenhower era again; we're all reflecting on the past. But I believe strongly that it's not going to last."

The gold rush will be limited in duration, says Ausham, because those same actives will soon tire of the oldies and go back to stations that include currents. "How many times can you stand to hear 'Do Wah Diddy' or 'Funeral For A Friend?' In a lunar rotation, they sound great, but after 20 or 30 times a month, you cringe."

He sees that happening already in Boston, where "Classic Hits" WZLX dipped 5.0-4.1. "I'm a firm believer that the 4.1 'ZLX has right now is not all the same people they had when they got a 4 last fall," he says. Ausham feels only half of the current 4 share is the same loyal core the station's had since the outset; the other half is a new set of actives who have only recently found the station. They came aboard to replace an initial set of actives who discovered the station quickly but then moved on.

In fact, he proposes that Gold stations have to continually find new listeners to replace those that are defecting. "If Oldies stations come on the air and do a huge promotional rush, they'd have a big book and then they'd die. But because they keep turning over audience, they live longer."

Ausham is countering the new Classic Hits station in Rochester, WKLX, by continuing to beef up his library and test titles his competition is playing. Gold stations, he says, are "dangerous with 25+

men out of the box, particularly for any AOR that plays its currents faster than every four-and-a-half hours. AOR always scores long time-spent-listening from people working nine-to-five, and these stations can destroy that." He advises AOR to go back to its roots — deep libraries and slower rotations on currents.

"KLX is filling a hole in the market by using a flanking attack," says Ausham, who sees the environment affected already. He claims that test scores on current music are down and that other stations are adjusting their mixes, with ACs playing more oldies and even CHRs adding some.



Greg Ausham

The KATT Claws Its Way To #1

KATT/Oklahoma City set the scene for its tenth anniversary next month by moving 9.5-12.8 for its first #1 showing since fall '83. Ironically, male 18-24 diary returns were worse than usual — only 4.4 in-tab, while the cell actually represents 8.3% of the population. That discrepancy, however, was neutralized by the KATT's revised strategy of targeting primarily 25+.

The station's library was expanded to roughly 1000 titles, explains PD Pat Welsh, who refocused music research to find songs that appeal to 25-34s "sometimes even to the exclusion of 18-24s. We look at 25-34s as our core now." At the same time, KATT added "Metal Shop" to keep a bead on the younger end of its audience.

Promotionally, a \$20,000 giveaway (\$100 daily winners with \$1000 prizes every Thursday) led up to handing out a Nissan with \$5000 in the glove compartment. Big events included the station's seventh "KATT World" lifestyle expo (a revenue generator) and its fourth annual Beach Party, where tons of



WIOT BUST BOARD — "Can't Stop Rockin'" says WIOT/Toledo's bust board, but this bus sure stopped rolling. Maybe the driver was fed up with driving around in a bus that had busboards for two competing radio stations. WIOT benefitted from the crack-up, as this picture with its advertisement in plain view made the front page of a local newspaper. The competitor, whose sign was on the front of the bus, didn't fare as well.

sand (three different types — for volleyball, sandcastle building, and just to sit in) were dumped downtown in a benefit for the city's Theater Center.

First in cume, men 25-49, and teens — all this and enlightened management that pared jock shifts from five hours to four and upped a parttimer to fulltime status.

WEBN Leapfrogs To The Top

Let PD Tom Owens explain why WEBN/Cincinnati's 8.2-11.1 jump into first place is particularly satisfying: "The last time we had an 11, in fall '81, we had an 11.9 with a 32 share of teens that constituted 25% of our total audience; this 11.1 has nine percent teens. Back then, 31% of our audience was over 25; now it's 50%."



Tom Owens

Owens calls the station's improvements during the last year "remarkable," citing these stats: Since the spring of '85, 'EBN has moved sixth to first in adults 25-49, seventh to second with adults 25-54 (a mere tenth of a point behind Country WUBE), third to first in men 25-54, and fifth to first 12+. Women 18-34 has been on a five-book upswing, and 'EBN is only a couple of shares behind CHR WKRQ (Q102)'s mid-teen numbers. Mornings, to which Eddie Fingers from crosstown WSKS was added this winter, have grown from eighth to third in the last 12 months.

'SKS's adjustment to a current-intensive, "MTV on radio" presentation has allowed 'EBN to focus more on 25+ listeners, says Owens, who adds that when he took over 'EBN in '84, 'SKS was more of a direct threat musically and "the battleground was in the male 18-24 arena. We batted down the hatches and were harder, more contemporary, and much tighter."

With 'SKS an AOR/CHR hybrid, 'EBN has greater AOR format exclusivity, and has almost doubled its library to around 900 titles. Says Owens, "We're not confronting a low-end competitive assault anymore."

Owens also credits the "wealth of high-caliber current product by the likes of John Cougar Mellencamp, ZZ Top, and Van Halen, and the resurgence of such core AOR acts as ELP, the Moodies, and Steve Winwood. They were common denominators with CHR, but we were able to provide greater depth by playing multiple tracks."

You'll remember that 'EBN took heat for not playing Peter Gabriel's "Sledgehammer," with WMMR/Philadelphia morning man John DeBella asking his listeners to call 'EBN and ask why it wasn't playing the record. But Owens says research on 'EBN's target audience backed him up. "We were always prepared to play the song if test results (from airplay on 'SKS and Q102) had indicated to us that our decision was not well-advised. But the research validated our decision for our particular market situation."

A "Fast Car Fantasy" promotion gave the winner of a key-song contest his choice of seven high-end cars, such as a Porsche, Maserati, or a 300ZX. "It was a different way to package a basic car giveaway," explains Owens. The station purchased only the car chosen by the winner, but a theater-of-the-mind approach created the impression that 'EBN had a showroom with all seven cars.



Pat Welsh

Columbia's Gem: KFMZ

When you're in a condensed market that's rated only once a year, a leap of 12.1-20.0 is the culmination of a year-round effort rather than any one event during the book, stresses KFMZ/Columbia, MO PD Bryan Jeffries. Still, the station certainly reaped the

"Ausham sees the same active listeners who gave CHR its shot in the arm a few years ago as now having acquired a taste for oldies. 'Songs they haven't heard for years sound fresh,' he says. 'But I believe strongly that it's not going to last.'"

rewards from a book promotion that awarded a Dodge Daytona to the person who kept his hands on the car the longest. Local TV covered all five days; the newspapers wrote about it four out of the five. Even a 60-year-old lady at Jeffries's apartment complex stopped

him to ask, "Aren't you the guys giving away that car?"

A followup promotion — free use of an apartment for a year, with the tag line of "Now that we've given you something to drive, how about a place to live?" — was good for an additional buzz too.

Noting that the market's CHR has declined from a 23 to a 12, Jeffries also feels KFMZ benefitted from better product identity. "They positioned themselves as the 'Hottest FM,' which is kind of vague. What are they the hottest at? We were 'Columbia's Best Rock 'n' Roll,' so people knew precisely what we were."

As far as outside visibility is concerned, he points out, "Every station ran TV; we did not. We got our visibility from our morning show doing remotes. I think that gets you a lot more mileage at a lot less expense than buying television."

Coming Next Week:

We'll talk with some of AOR's finest "Afternoon Aces" to find out how they feel about accompanying listeners on their drive home every day.



KLPX TAKES THE CAKE — KLPX/Tucson combined a Fourth of July celebration and a seventh birthday blast into a fun-filled outdoor party. Standing next to a birthday cake that measured 33½ feet long are (l-r) morning man Rick Allen and Promotion Director Margie Wrye.

SEGUES

KORX/Springfield, MO has returned to AOR.

Chuck Post will concentrate on his GM duties at WKLT/Kankaska, where PM driver Dave Fortney assumes PD/MD chores... WHMD/Hammond PD Ron Chatman exits... Mickey Miller replaces Bill Taylor as PD of WBSW/Kankakee.

Sky Daniels retains his airshift but is no longer Assistant PD at KMET/Los Angeles... WCXT/Muskegon MD Tom Wilson exits... WGRX/Baltimore Assistant PD Bob Payne has resigned... Ty Banks (aka Gregg Olson) is sharing MD duties with

Gregg Steele at KQWB-FM/Fargo. WIOQ/Philadelphia is no longer consulted by Alex DeMers.

Jack Jumps: WLUP/Chicago overnighter Dan Michaels segues to 6-10pm at crosstown rival WCKG... WXXP/Pittsburgh adds Phil Kirczy from WHCN/Hartford and Deb Brady from WFNX/Boston to its airstaff... WPYX/Albany Promotion Director/midday man Cliff Nash resigns... KSTM/Phoenix brings on Catherine Cid, ex-KGRQ/Casper, for 6-10pm, ups parttimer Chris Roland to 10pm-2am, and hires Rob Carlisle for over-

nights... MD Paul Shugrue moves into mornings at WRXL/Richmond... Kimberly Douglas replaces Joe Morgan on WZZO/Allentown nights... At KCAL-FM/Riverside, a Kirk Bennett from KLTQ/Salt Lake City replaces Lynda Clayton on afternoons... Dave Kittle takes on CHEZ/Ottawa middays... Bryce Krowser, ex-KQRS/Minneapolis, is new to KQDS/Duluth nights... WAQY/Springfield ups Joe Marino from overnights to weekends.



KY' ALUMNI — For its 12th birthday, KYYS/Kansas City brought back popular jocks from days gone by and had them do their old airshifts. Ten days in advance, the station started heralding the event by running promos the ex-staffers cut. From left, Ray Sherman (currently at WCKG/Chicago), Dick Wilson (KSHB-TV/Kansas City), Max Floyd (KY102's current morning man), and Randy Raley (KSHE/St. Louis).



AIN'T NOTHIN' BUT A HOUSE PARTY — A crowd estimated at 10,000 was on hand to witness the giveaway of WQFM/Milwaukee's "All American Dreamhouse." Ninety-three qualifiers in a key-song contest had won keys to open a facsimile of a \$90,000 house. The 85th person to try a key won the home, sweet home. From left, GM Ralph Barnes, the winner, and ex-PD Jerry Gavin.

AOR, WE'RE GLAD

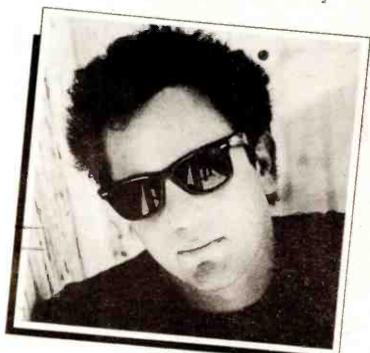
PETER GABRIEL'S
#1

"In Your Eyes"...



NOW WE'VE GOT OUR EYES ON CHR!

Our Artists Make A



BILLY JOEL "A Matter Of Trust"

Taken from the Columbia LP: "The Bridge" 40402

AOR Tracks: **11**

CHR Chart: **33**



JOURNEY "Girl Can't Help It"

Taken from the Columbia LP: "Raised On Radio" 39936

Second Week Out: 130/57—56% **#1 MOST ADDED**
#1 NEW & ACTIVE

National Tour Dates Selling Out Fast!

HAVE YOU HEARD ABOUT:

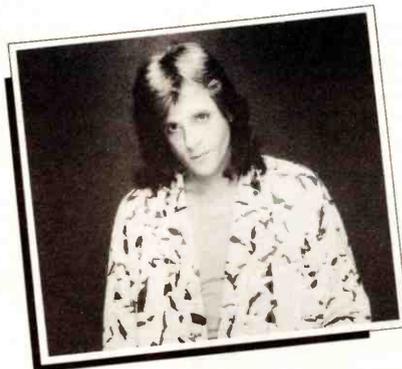


GREGORY ABBOTT "Shake You Down"

Taken from the Columbia LP: "Gregory Abbott" 40437

He Sounds As Good As He Looks:

Black Urban: **29**



EDDIE MONEY "Take Me Home Tonight"

Taken from the Columbia LP: "Can't Hold Back" 40096

AOR Albums: **5**

AOR Tracks: **3**

CHR: 94/14—41%



LISA-LISA AND CULT JAM "All Cried Out"

Taken from the
"Lisa-Lisa and Cult Jam"

CHR: 80 Reporters

Top 10:

WXKS 7-3 WOLFE 6-4
WPLJ 7-7 FM102 9-6
Z100 4-4 KMEL 13-7
B94 11-4

All The Right Moves!



TOTO "I'll Be Over You"

Taken from the Columbia LP: "Fahrenheit" 40273

Second Week Out!
CHR: 107/49-46% **One Of The MOST ADDED**

AC: BREAKER Debut **20**
#1 MOST ADDED

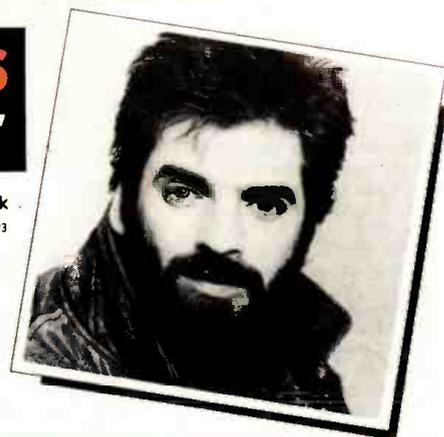


KENNY LOGGINS "Playing With The Boys"

Taken from the original motion picture soundtrack
"Top Gun" on Columbia Records 40323

CHR: 72/12—31%

Early Major Moves: KDWB 38-33 WLOL 28-24
WPHD deb-40 KPLZ deb-37
WAVA deb-30 KNBO 27-24
WKTI 28-25 WAPE 29-22
KWK deb-39 WKDD 17-15



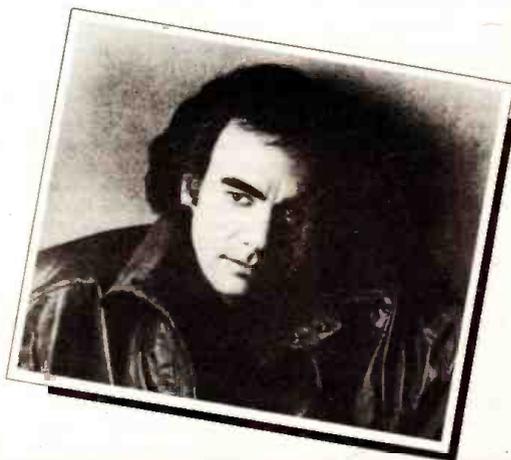
HAVE YOU HEARD ABOUT:



LISA w/FULL FORCE "Headed Out"

Columbia LP:
w/Full Force" 40135

HOTS!: 17
Headed There:
104 19-16 B96 26-20
106 24-16 KBEQ 19-16
WAVA 23-19 KISS 20-18
97 22-17 KS103 31-20
VNZ 36-21



NEIL DIAMOND "The Story Of My Life"

Taken from the Columbia LP: "Headed For The Future" 40368

A/C: **14**
A/C Full Service: **8**



ORAN "JUICE" JONES "The Rain"

Taken from the Columbia LP: "Oran 'JUICE' Jones" 40367

Sales: 50,000+ (5 day)
Airplay: Black/Urban: **4**



LON HELTON

COUNTRY

NASHVILLE OR BUST, PT. III

Headin' For Home

By the time we hit Houston, we were ten days into the trip and had already traveled more than 2000 miles. The strange thing was, we were still heading in the opposite direction of our final destination. This does little for one's mental state on such a long trip; some of the passengers had begun to question my map reading capabilities.

Our arrival in Houston, with Dallas, Little Rock, and Memphis ahead, provided a bit of light at the end of the tunnel. At least we were heading in the right geographical direction. Anyway, here's a wrap-up of the final days of our Van-across-America voyage.

Houston

Houston has been the stage for a hot Country battle for a long time, and I was anxious to hear KIKK and KILT. You don't have to listen long to realize this is a war of music and money.

Both sides have given out a ton of cash over the last few years. As I understand it, KIKK has backed off a bit in the money department; I didn't hear any promos. KILT, meanwhile, is heavily promoting its \$1000 money song. Hear a pre-designated song, be the right caller, win a grand.

Much of this war is being fought along the "More Music" front. KIKK uses the liner "KIKK - where you always hear more great country songs back-to-back." I heard as many as four played in a row with no talk at all. Another liner I liked (although I might use it only in a market where Country is a mass appeal format) is "If it's Country it's KIKK."

KILT uses music positioning lines many times throughout the hour. It leans heavily and escalates the more music battle with the word "absolutely": "Absolutely more music than anywhere else in Houston." "Absolutely the most music." "The 12-in-a-row station that guarantees absolutely the most music, FM 100." "The only station that cares enough to play absolutely the most music."

This is an intense battle for the listener's mind, a struggle for heightened perception. But it may well also lead to listener confusion. I know I had a tough time telling the two stations apart musically - not only in the amount of music being played, but in the actual record selection. Song for song, I wouldn't be surprised if both stations were playing identical amounts of music.

If there is listener confusion, I think KIKK would be the beneficiary owing to its format longevity and strong call letter identification. In the long run, which is what it's going to take, the station that's the



most consistent will more than likely be the one to emerge.

Music from compact disks is also a large part of KILT's arsenal. It even features a "compact disk hour." In the time I listened to KIKK, I heard no mention of CDs at all. KILT PD Rick Candea thinks they will be a long-term advantage to KILT, both in perception and the fact that they do sound better on the air.

I told Candea I was surprised to have heard an album cut, Hank Williams Jr.'s "Mind Your Own Business" from the "Montana Cafe" LP. He said the station had begun playing album cuts a while back while seeking an edge in the musical battle with KIKK. (Later that day, I heard the same cut on KIKK. I have no idea which station started playing cuts first and want to stay out of the middle, anyway.)

"It was a long, hot trip, but the people we met made it more than worthwhile."

When I got to KIKK, new PD Jim Robertson was just settling in. It'll be interesting to see what he brings to the fray from his AC background. One thing he doesn't have to worry about is personnel. Ron Foster stepped down as PD to concentrate even more on the highly successful morning show. KIKK MD Joe Ladd has been in the market for some 15 years and knows its musical tastes as well as anyone. And researcher Howard Freedman is one of the best at providing accurate analytical data. A new

wrinkle was tossed in just a few days ago. Nick Trigony, KIKK's VP/GM for the last five and a half years, announced he's leaving to become Cox's Executive VP/Radio.

Both stations are active outdoors. KILT's billboards say "KILT FM 100" in big letters. Written underneath is "Continuous Country Favorites." KIKK uses boots for the K's on its billboards in conjunction with strong Country identity slogans like "KIKK-up truck." KIKK simulcasts with its AM daytimer sister, except for a midday oldies show. KILT simulcasts AM drive with Hudson & Harigan and then is fully separate the rest of the day.

Dallas

FMs KPLX and KSCS and giant signal AM WBAP are locked in a rather large-scale war. KPLX really sounds good. It has all the elements - top-notch people and on-air personalities, promotions, highly researched and finely tuned music. It also exudes an intangible element so many great stations have. Though it's hard to put your finger on it, you can hear it on-air and feel it when you enter the station. It's a winning attitude. No bravado, just a quiet confidence in the job it's doing. One example of a "winning touch" was KPLX sending a reporter to cover the Cowboys-Bears exhibition football game in London.

KSCS has made a lot of changes since I heard it last, which I hasten to add was a few years ago. At that time, announcers weren't giving their names, there were no time checks (except in morning drive), and the announcers were doing their own news. It's since moved quite a bit more to the foreground in terms of jock approach, though it's still not as "personality" as KPLX. Promotionally, KSCS remains rather low-key.

Both KSCS and KPLX play a lot of music. I only heard the stations for a day, and felt there wasn't much discernible difference between the two. Both KPLX and KSCS use CDs extensively and promote the fact heavily.

WBAP, sister to KSCS, is the quintessential AM station of the '80s. Personality, news, information, listener involvement, and fun on the radio. As discussed in previous columns, 'BAP has a rather unique setup. It utilizes the same two personalities in both morning and afternoon drive. "Hal and Dick," Hal Jay and Dick Siegel, work 6-9am and 3-6pm. Hal's studio, Dick's in a helicopter. But

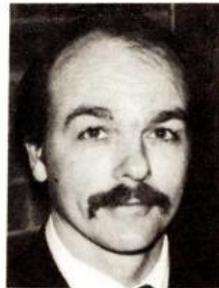
YOUR TURN

Oldies Revisited

A few weeks after the series on oldies that ran earlier this summer, I received this letter from Programming Co-op Director Steve Warren, who's also Senior Program Consultant for Klemm Media:

As you may know, my "Hot Country" format makes strategic use of early rock 'n' roll hits. Other programmers have found out what we have: that today's Country listeners were Top 40 listeners when they were kids. We incorporate "country-sounding" Top 40 oldies into our mix and have found them to be a most valuable programming element. Here are 20 of the strongest cuts on our list:

- RAY CHARLES/"I Can't Stop Loving You"
- RAY CHARLES/"Cryin' Time"
- BRUCE CHANNEL/"Hey Baby"
- BUDDY HOLLY/"That'll Be The Day"
- ELVIS PRESLEY/"That's All Right"
- EVERLY BROTHERS/"Cathy's Clown"
- EVERLY BROTHERS/"Walk Right Back"
- JIMMY GILMER/"Sugar Shack"
- BRENDA LEE/"Sweet Nothin's"
- JERRY LEE LEWIS/"Great Balls Of Fire"
- RICKY NELSON/"Hello Mary Lou"
- RICKY NELSON/"Travelin' Man"
- ROY ORBISON/"Oh Pretty Woman"
- ROY ORBISON/"Dream Baby"
- ROY ORBISON/"Only The Lonely"
- CARL PERKINS/"Blue Suede Shoes"
- JOHNNY RIVERS/"Memphis"
- TERRY STAFFORD/"Suspicion"
- SUE THOMPSON/"Sad Movies"
- GENE VINCENT/"Be Bop a Lula"



Steve Warren

All these songs were hits on the pop charts before 1966. If you hear them today, they sound more country than pop. And the majority of today's Country listeners remember these better than they remember the George Jones and Conway Twitty hits from the same era.

I have approximately 130 such "crossover" hits in my "Hot Country" core library. We don't program them heavily. We use them for spice. But we've found almost every one of these songs comes on the air, we get "thank-you" calls from listeners.

For those who'd like to talk more with Steve, his address is Rt. 1, Box 400E, Fayetteville, AR 72703. The phone number is (501) 521-1435.

don't get the impression that Dick merely delivers traffic reports. I couldn't believe how much he's involved in the show. He's obviously well prepared with all kinds of preplanned bits. (It's hard to imagine he scans USA Today at 1000 feet.) I was amazed he could do all the stuff he was doing and still fly!

The concept of the same people in both drivetimes works so well I'm surprised more stations haven't done it. I felt like I was carrying the morning's carpool conversation over to the afternoon. They're likable, though different. (Hal talks about his family; Dick sounds a bit more like a denizen of the night life scene.) At any rate, it's highly entertaining and involving.

Middays feature trivia games and listener involvement. Texas Rangers baseball and Dallas Mavericks basketball take up most of the evenings. Not a whole lot of music is played at any time during the day so, as one might expect, only the top hits are played. 'BAP sounded like it has a current list in the 12-15 record range.

On the way out of town, I heard an interesting segue on an unidentified Country station: From Merle Haggard's "A Friend In California" to Van Morrison's "Brown-

Eyed Girl." It probably sounds a lot better than it looks on paper. (I thought it sounded great.)

Little Rock

On the way to Little Rock, while dialing my way to number one KSSN, I found a Country station I didn't know. Judging by the way it sounds and promotes, however, we may all hear more about it in the future. I'm speaking of KFXX/Pine Bluff, AR, which is the latest station to mount an assault on KSSN.

KFXX is a 100,000-watt FM billing itself as "Foxy 92." Going on the air just before the spring book, it spent a lot of money on promotion, inside and out. From what I could hear, the money was backed up with a pretty good product. KFXX appears to be attacking KSSN most heavily on the music front, playing ten in a row every hour. Its music and jock approach are decisively up.

KSSN, meanwhile, features morning fixture Bob Robbins, a market veteran who hauls down boxcar numbers. KSSN also pumps out a lot of music, but not at the expense of personality. It has evolved from a live-assist operation only a few years ago into a

Continued on Page 43

CLOSE-UPS

• **KKYX/San Antonio** fired up the kettles for its 8th "Almost Annual" Chili Cook-Off at the San Antonio Rose Palace. The largest cook-off in South Texas attracted 150 cooking teams. Area favorites — **Mason Dixon, George Chambers, Jim Collins, Mesa, Winning Hand,** and the **Country Gentleman** — were also on hand. All pro-

ceeds were donated to the Muscular Dystrophy Association.

• It's live. It's hot. It's Cindie. **WNOE/New Orleans** has added "Time Out For Totally Hot" with midday hostess **Cindie Brooks**. The informal 20-minute interview show — live from the Jax Brewery — features audience participation, celebrity guests, and on-the-street encounters.



Fourth of July was a blast with KYGO/Denver when it hosted fireworks and concerts by Gary Morris and Vince Gill for a crowd of 20,000 spectators. Shown (l-r) on stage are Promotions Assistant Susan Cohig, Operations Manager Bob Call, Promotions Director Cindy Bond, Vince Gill, Music Director J.P., Program Manager Rick Jackson, and RCA's Carson Schreiber.



HOMETOWN HONORS — Earl Thomas Conley unveils his hand and footprints during a ceremony in his hometown Portsmouth, OH prior to a homecoming concert.



WARNER WINNERS — After a year of chart-toppers from its new acts — Randy Travis, Dwight Yoakam, and the Forester Sisters — Warner Bros. instituted its own Hall of Fame for the Nashville division. Standing (l-r): June and Kim Forester, Dwight Yoakam, Randy Travis, Christy and Kathy Forester. Kneeling (l-r): WB Sr. VP Promotions Nick Hunter, WB VP A&R Martha Sharp, and Director/Production & Development Paige Rowden.

Headin' For Home

Continued from Page 42

very well-rounded station. When I was there, KSSN was in the final stages of preparation for its annual bass fishing tournament. Loads of money and prizes were being offered, including one tagged fish which would net the lucky angler a Mercedes-Benz.

With KSSN regularly garnering shares in the 17s plus an aggressive new competitor on the scene, the battle here will be an interesting one to watch.

Memphis

I was really looking forward to hearing the WMC-AM morning show I'd heard so much about over the years. Much to my chagrin, I learned that Toby Young had taken his "Aunt Eloise Louise" character and moved to WTQR. (I guess I'm gonna have to plan a trip to Winston-Salem.) But I did hear an old buddy, Jim McCloud, doing mornings. Then, when I finally arrived at the Nashville office, I heard Jim was leaving for mornings at KEBC/Oklahoma City. That's a lot of changes for a station that had a set staff for quite a long time. But

WMC sounds good. Information, personality, and a strong commitment to Memphis activities are its fortes. It's one of the few AM stations around managing to hold pretty strong numbers in the face of a strong FM competitor.

WGKX loudly proclaims "Absolutely the most music and less talk." The liner, notwithstanding, 'GKX still boasts quite a bit of personality, especially in morning and afternoon drives. The morning show features the husband-wife team of Andy & Debbie. (Andy's formerly of WMC-FM.) PMs belong to MD Chuck Edwards. Both shows are a nice blend of music and personality.

The Country listener in this market is very well served by these two stations as both focus intently on their respective roles. Musically, WMC leans toward more oldies than 'GKX. During the time I listened, KIX 106 was decidedly more contemporary in its selections and overall music mix.

Final Thoughts

Whew! It took me almost as long to make it through these columns as it did to make the trip itself. Just

a couple of final musical observations. My wife Anne and I compared notes at the end of the trip, and here are the results of this highly unscientific study.

• Current record heard most often: Hands down winner is Don Williams/"Heartbeat In The Darkness."

• Recurrent heard most often: Dan Seals/"Everything That Glitters."

• New song heard most often: (7-19 through 8-1) A toss-up between Crystal Gayle/"Cry," Exile/"It'll Be Me," and Ronnie Milsap/"In Love."

• Artist heard most often: No question here. George Strait could run for king of the Southwest and win easily.

I want to thank again all the folks who rolled out the red carpet for me and my family. It was a long, hot trip, but the people we met along the way made it more than worthwhile.

By the way, I've had great response to the series. And to all of you who've asked if I'd do it again, the answer is an unequivocal "you betcha."

IN ONE WEEK THE WORLD ADDS:

ALABAMA

YOUR
RADIO STATION
WILL BE
"TOUCHED"



SHARON ALLEN

MCA Appoints Wilson; CBS Promotes Fleischer

Walt Wilson has been appointed Director of Marketing for MCA Records/Nashville. He will be based in the MCA Records main office in Los Angeles, but will report to Sr. VP/GM Bruce Hinton here.

According to Hinton, Walt's background includes extensive experience in the marketing of country product, as well as a variety of other musical styles, including jazz. "Walt's expertise will be especially helpful as our MCA Master Series continues to expand," Hinton said.

Wilson told R&R, "I feel it is a tremendous opportunity to work with Jimmy Bowen and the staff he has put together. I think MCA has the youth and energy that will grow into the next generation of music that will come out of Nashville."

He went on to say, "You can see that with the music of Steve Earle and Lyle Lovett and the Master Series."

Wilson joined MCA Records over five years ago as a salesman based in the Cincinnati branch, and from there was promoted to Branch Manager/Chicago, before moving to Dallas as regional field sales manager. Prior to MCA, Wilson was with Inner City Records in New York.

Wilson replaces Kent Crawford, who left the company in June. Replacing Wilson in Dallas will be

Joel Hoffner, who was recently named MCA Salesman of the Year.

Fleischer Manages Secondaries

Debi Fleischer has been promoted to the newly-created position of Manager/Secondary Promotion for CBS Records.

She will report to CBS Records/Nashville VP/Promotion Joe Casey. "Fleischer's responsibilities include the promotion of CBS/Nashville product to Country radio stations in all secondary markets," Casey explained. "Debi has already made notable contributions to the success of CBS here, and we are confident she will be an even more valuable asset in her new role."



Walt Wilson

Commenting on her appointment, Fleischer said, "I'm very excited about the opportunity to develop closer communications with Country radio. This commitment on the part of CBS can further enhance the strength of our promotion department."

Fleischer joined CBS in 1982 as



Debi Fleischer

Promotion Coordinator. Prior to that, she served as Road Manager & VP/Operations for Crystal Gayle after a stint as staff publicist for United Artists Records in Los Angeles.

Replacing Fleischer as Promotion Coordinators will be Dottie Spencer-Jones and Cindy Selby.

Skaggs's Son Seriously Injured

On Sunday evening (8-17), Ricky Skaggs's son, Andrew Lee Skaggs (7), was shot in the face with a .38 caliber bullet. The child was riding in the front seat of his mother's car (Skaggs's ex-wife Brenda) when the shooting occurred on Interstate 81 in the greater Roanoke area.

As we understand it, a tractor-trailer rig had passed the Skaggs car and pulled in too sharply, almost forcing the car off the road. Brenda Skaggs honked, then attempted to pass the truck in order to get out of his way altogether. At that point, the suspect, Edward Dean Duehring (36), allegedly shot into the car, hitting Andrew. The bullet lodged in the child's throat.

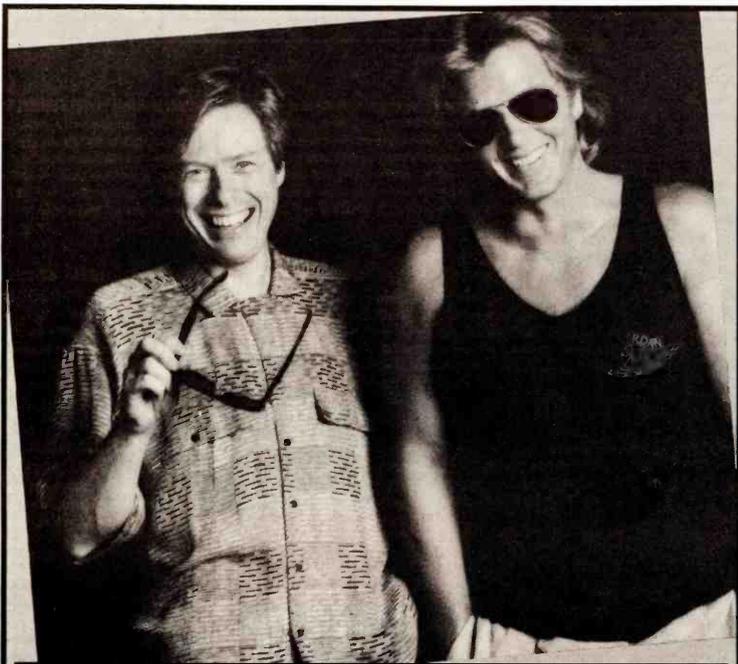
Andrew underwent surgery late Sunday evening, and the bullet was removed. However, the gunshot wound was responsible for a varie-

ty of injuries to his face. On Thursday morning, the child was again rushed into surgery, owing to blood vessel damages.

Ricky and his wife Sharon were home in Nashville when they received the call. He immediately chartered a plane to take him to Roanoke Memorial Hospital, where he has remained since the incident.

On Monday, Skaggs was scheduled to announce the final nominees for the CMA Awards at a press conference here, but in his absence, Warner Bros. artist Randy Travis was chosen at the last minute to read the list of nominees to the press. Skaggs was again nominated for Entertainer of the Year. The entertainer has cancelled two dates so far: The West Virginia State Fair in Lewisburg on August 19, and the Kentucky State Fair in Louisville on August 20.

For those wishing to send cards, letters, etc., please mail to: P.O. Box 150871, Nashville, TN 37215.



THE O'KANES "OH DARLIN'"

OH BOY!

"Oh Darlin'" is The O'Kanes single debut, written and produced by Jamie O'Hara and Kieran Kane.

On your desk today . . . on your playlist tomorrow.



On Columbia Records



Queenston Trio To Perform

The CMA has announced that the musical trio of Dolly Parton, Linda Ronstadt, and Emmylou Harris will team up for the 20th annual CMA Awards show October 13. You'll remember that Willie Nelson and Kris Kristofferson are set to host the big affair. The three female entertainers will perform "Dear Companion," from their forthcoming album project recorded last winter.

The collaboration features four songs written by Dolly, and contains elements of country, bluegrass, gospel, with some English and Irish folk influences as well. Emmylou said of the sessions, "[It was] the most satisfying work any of us has done in memory with acoustic, uncomplicated, traditional fire."

The female vocalists began their

recording project back in 1977 on Parton's birthday, but it was shelved until last year when Ronstadt called Harris and proposed the idea again. Ironically, they resumed work together again on Dolly's birthday last January.

Still untitled, their album on Warner Bros. is due for release in early 1987.

This column co-written by Katy Bee.



WALT LOVE

BLACK/URBAN

WANM Holds #1 Against Promotional Barrage

This is the year that all of Tallahassee radio ganged up on WANM PD Joe Bullard. All those high-powered FMs that just couldn't stand seeing an AM daytimer rule the market, as WANM has done for the better part of the decade, pulled out their entire promotional arsenals to take out the B/U leader with the 19.9 share — and bragged about what they were going to do in the local press. Then, when the ratings came back, WANM had a 19.9 share again. Its nearest competition, WBGW, had a 14.0. To be fair, that was a little better than the 13.9 a competitor pulled last year.

Money Honey

Joe Bullard and the WANM staff are once again deserving of the congratulations that should be given to winners who have come through professionally for their organizations. One of the most interesting things about this situation, though, is that all of the other organizations in the market programming different formats seem to have it in for WANM.

Money seems to be the name of the game in Tallahassee to some management people. Although WANM has never offered any large prize giveaways or big money contests, its competitors take the opposite approach. In the April 8, 1986 edition of the *Tallahassee Democrat*, staff writer R.C. Morgan-Wilde wrote: "It is business as usual for 1985's second-ranked station, WGLF, 'Gulf 104,' said Royce Plummer, General Manager at WGLF. 'We will give away more actual cash and prizes than any radio station in Tallahassee... The radio station that wins the ratings war (is the station) that gives things away all year.' Gulf 104 could give away as much as \$105,000 during the sweep."

"Gulf 104" happens to be the sister FM of WANM.

Another quote used in the article: "Joe Bullard is a great broadcaster," said Howard Dolgoff, Manager of WTHZ 'Z-103,' "but we are going for the number one spot." Ranked fourth overall in 1985, Z-103 has allocated the biggest radio cash giveaway in Tallahassee history, according to Dolgoff. The goal is to give away \$103 every hour between 6am and 7pm for eight weeks, plus a grand prize of \$10,300. If there is a winner each hour, Z-103 will spend \$105,284 in its



Joe Bullard

promotion." There are other, similar quotes within the article, but I think you get the gist of things in the Tallahassee market as they pertain to who has the money and who doesn't.

Facts About WANM

WANM has been in existence for 12 years. The station is owned by the Timm family of Tallahassee, which also owns stations in Georgia and other parts of Florida. The lowest ratings position WANM has held during the past 12 years is second, and that was the first year the station was on the air.

WANM has been the number one station in its market for the past seven years. Bullard has been at WANM since the beginning, and has been PD eight of those years. And what does Joe think is WANM's secret to staying number one? "Being real. Being human is the key to our success in this market." A lot of money has been spent by competitors, but it seems Bullard has his finger on the pulse of the people in Tallahassee.

Joe added that community involvement and a commitment to both local and nonlocal news are also high priorities at the station. "Other outlets in this city are concerned about how many times they say their call letters, or how much more music they can say they're playing. In this town some people are starting to speed up records like they used to do back in the '70s. We refer to what we do on the air as the 'truth celebration,' because we give the people of Tallahassee the truth.

"The two universities in this area (Florida A&M and Florida State University) do us a world of good. These schools have students from all over the country and the world who are active in local organizations such as the NAACP, the Urban League, the Southern Christian Leadership Conference, and other civic organizations. This means they're independent, free-thinking individuals who will give all good radio stations the opportunity to become a part of their daily lives. And that's a positive."

Not Just The Same Old Thing

Joe says the difference in WANM's music is its variety. "We play some album cuts, and that helps us a lot. Sometimes when we're on an album cut, no one else in this area in the industry has heard it, so it's new to our listeners. By the time that song comes out as a single and some of the local stations decide to play it, it is starting to lose its popularity here because we've already been on it for a long time.

"Some organizations only want to air singles because they think that's the only way to play the hits. If you only play the same 20 or 30 records day after day, you can't help but sound stale. We believe in the modern-day approach of being fresh." Joe refers to the WANM mix of mainstream R&B, Jazz, rap, pop, and some blues as "a truly universal sound." He adds, "We can't be everything to everybody, but we can be human beings who enjoy a variety of things. Since families are made up of different people who all share one home, it's nice when there's a radio station they all can enjoy. And that's WANM in this area."

The GM's Point Of View

WANM GM Bob Badger has been with the organization since 1979. Badger is a 30-year industry pro who says, "I really enjoy being here. No one in our industry stays GM of any radio station as long as I've been here unless he likes what he's doing."

Bob's philosophy of why WANM continues to do so well in its market hinges on stability. "Frankly, this is the first job I've had within the industry where I'm not heavily involved in programming. Joe Bullard has programmed the station for most of its existence, and has done a marvelous job. We subscribe to the approach of 'if it ain't broke, don't fix it!'"

Badger continued, "During the time I've been here, this market has had a number of call-letter changes, format changes, and an extreme number of management changes. Stability once again comes into the conversation because most of our people have been here a long time.

"We are really proud of our community involvement. Our studio and offices are located right in the middle of downtown, where we're easily accessible to our listeners. Our doors are open to the entire community, and people walk in right off the street just to say 'hello' sometimes. Most of these people feel this is their radio station, and we're happy they feel that way in-

Sink Your Teeth Into These Ratings

Spr '84 Spr '85 Spr '86

WANM	18.8	19.9	19.9	UC
WBGW	9.6	10.5	14.0	AC
WGLF	18.4	13.9	9.6	CHR
WKQE	**	6.7	3.7	UC

WANM has been on the air for 12 years and has been the number one radio station in the Tallahassee market for the past seven years.



stead of thinking of us as just a stick sitting out in the middle of the woods someplace."

The Marketing Technique

Arbitron shows a 24.4% black population for the Tallahassee market, which is significant, but we all know that not every black person in the area listens to WANM. And what does that mean? It means whites are listening and enjoying too! Bob describes the station's marketing approach to the public and the agencies by saying, "We don't buy our audience and never have. We've just never gone into the big cash and car giveaways. We have done some television, as well as buses and billboards. We do this at different times of the year, such as in the fall when we have our football coverage. We are the flagship station for Florida A&M Rattlers football, and Joe is the announcer for their Marching 100 marching band."

Making The Move

On the sales front, I wanted to know just how Bob sells WANM to advertisers. "Locally, there are certain accounts we've never had on the air and never will. At least, I haven't figured out what to do to get them on the air with us at this stage of the game. A few years ago, when the economy was very bad in this area, a number of businesses that were losing money decided to start advertising on this station and got results. I guess they decided they didn't care whose money they got, just that it was green and could save their businesses."

When are buyers at the agency level going to get educated to the strengths of Black/Urban radio stations? Bob said, "If we hadn't had that down slump in the economy I don't know if we ever would have gotten a lot of those people to advertise. One thing I've always done as a manager of radio stations is encourage the service aspect of the accounts. On a local level, we don't make a big deal about the ratings because most of the local retailers don't understand them and feel intimidated trying to talk about them. We acknowledge our ratings, but we don't make them the primary way we sell our product."

Being In The State Capital Helps National Business

Bob mentioned that because Tallahassee is a state capital the station gets a larger number of national buys than other comparably-sized cities. "We've been getting some great national buys because those advertisers know our station will deliver audience to the clients

who will buy their products."

Badger isn't completely satisfied, however. "I'm under the impression that, with our numbers, we should be getting a whole lot more business than we are. I know you've heard this line before: 'You have a lot of listeners, but most of them are not qualitative-type listeners. And your radio station's index value is only 60% of the Country music station in your market.' We still hear this sort of thing, but not as much as we once did. The black folks in this area are extremely well-educated and make very good livings because they're paid well."



Bob Badger

Staying Visible

Bob ended by saying, "We feel that we have to make our presence known at the agency level, so we distribute a monthly newsletter and promotional material to make sure we keep something bearing our call letters in front of people's faces at all times. If they see us and think about us on a regular basis, then I think we have good chance of getting bought at some point." One example of a WANM promotional item is a small screwdriver that bears the inscription, "Turn The Screws On Your Competition. Advertise on WANM/Tallahassee."

Does WANM's continued success mean that salaries are any better there than they are at other B/U stations throughout the Deep South? Badger declined to discuss specifics, claiming, "I have no real contact to have any idea about what people are making in other parts of the country. But I think overall we're on a par with the market when it comes to salaries for air personalities."

In closing, Bullard talked about his station's obvious interracial mix. "We did a Father's Day contest at a local mall where a white gentleman won a cruise. Our winner in the 'treasure chest' contest was a black female. When we have something to give away, our winners are a total mixture of people that reflects the makeup of our community. And that's the way it should be."



DONNA BRAKE

ADULT CONTEMPORARY

Beware Of Genre Burnout

Determining the exact point at which a record begins to sizzle out at a station is just as important as any other function of basic programming. There's always that fine line to consider between keeping a monster record in a consistent rotation and knowing when to give your audience a breather.

For AC, with its substantial oldies and recurrences base, the problem is compounded by other variables. A programmer has to realize that a hot current album by a staple artist can affect the other music categories, creating artist overkill and ultimately altering the overall sound of the station. Providing audiences with the music they say they want to hear while keeping the library as fresh as possible is a constant challenge.

Now it's being suggested that there is yet another form of burnout you might need to consider: genre burnout, or having too many of the same-sounding records on the station.

Rob Balon & Associates is a research firm that handles 20 AC clients. President **Rob Balon** recently talked about this form of burnout.

R&R: What is genre burnout?
RB: It's something we first saw about five or six years ago during the post-disco era. We saw there was listener confusion about a number of groups. Listeners were telling us that several different artists were playing the same music. They couldn't tell them apart.

Genre burnout was a term we came up with simply to indicate that unless you consider not only the song itself, but also the artist and the style of the artist, you create a sameness on your radio station that can be potentially dangerous, particularly with soft, light rock formats.

The first thing we saw was the "Doobies" sound. At that time, it seemed everyone was trying to duplicate it. There were male Doobies and female Doobies, black Doobies, white Doobies — all sorts of Doobies. We labeled the sound "syncopated pop," for lack of a better term. That sound was very predominant, and we were finding that listeners were having a hard



Rob Balon

time separating one group from another.

Listeners are not the most discriminating people in the world when it comes to radio, and a big mistake all of us in the industry tend to make is overestimating the product knowledge of the typical listener. We give them far more credit than they deserve with respect to what they actually know about radio.

When you take a listener who's not terribly discriminating to begin with and add vagueness or fuzziness with regard to station or music definition, it becomes very easy for that listener to just lump all the songs together. The listener gets the impression that the same song is being played over and over again.

This is not a putdown of the listener. It's more a statement about how people listen to radio. We like to think they sit there with both ears glued to the radio, listening to whether we come out of the stopset with a power gold or not. But it's not that way at all. Most people's listening is casual and, at the very best, most definitely secondary. It's almost always incidental — tied or linked to something else they're doing.

ACCELERATION

Jager & Company (Dave Jager and Geri Jarvis) joins WLHT/Grand Rapids from KLLS/San Antonio as the morning team, replacing **Bill Ashford**, who remains OM and new Group PD

Len Mitchell becomes PD at KDUK/Eugene . . . **Skip O'Neill** will do overnights at KIVA/Albuquerque.

Mike Novak joins KFMB-FM/San Diego as weekend personality . . . **Dan Avey** joins KFI/Los Angeles from cross-town news operation KFVB as

part of the new **Gary Owens** morning show . . . **Dave Cook** will coanchor morning news at K101/San Francisco . . . New York Ranger hockey star **Pete Stelmowski** joins WGBB/Long Island as morning drive sportscaster and Sports Director.

Mike Ruble joins WKAN/Kankakee as evening personality . . . **Terry Young** has become the regular host for KRMG/Tulsa's "Nightline."



CANS FILM FESTIVAL — WMGK/Philadelphia's "Magic Cans Festival" is a four-week series held every Thursday night at Penn's Landing by the Delaware River. Admission is free, but attendees are asked to bring two cans of food, to benefit the People's Emergency Center, a family shelter in Philadelphia. Over 2500 pounds of food had been collected after only two weeks.

Around 1982 or '83, when more of the newer-sounding music was gaining popularity, we began to see genre burnout go away. CHR stations, which had really been suffering, made a healthy comeback because they were playing the newer, fresher stuff.

But what was daring and unique a few years ago is now very mundane and commonplace, and genre burnout is back. Today's music shows two different levels of genre burnout. First, there's the electronic/CHR sound of artists such as Tears For Fears. Some of it is extremely well-produced and wonderful. Some is not as well-produced, but still gets a lot of airplay. There are a lot of songs that are simply soundalikes; they sound like the megahits, yet lack some of the qualities that are inherent in the really good songs.

Then there's the soft urban sound. A lot of the soft and light rock stations are running dangerously close to creating urban genre burnout. A station might be playing the really good soft urban hits by DeBarge or Whitney Houston, for example, but then will add several more songs in that genre that are simply soundalikes. That is when the potential exists for burnout.

Another reason genre burnout is particularly dangerous for AC is that we've found women, 25-44 particularly, are not too astute at identifying artists to begin with. Genre burnout only tends to add to their confusion.

If you're not careful, you'll find yourself with a gob of the same-sounding material on your playlist. It's important to note there is nothing inherently wrong with the music. But you have to be very sensitive to genre burnout when you're planning your rotations and as you structure your radio station to deliver the sound you want to achieve.

R&R: What's the solution?

RB: What we advise our clients to do, especially if they are programming in a softer or lighter

vein, is to add another notation to the coding systems. A lot of stations code according to tempo and other areas. We suggest that they also code according to genre. If artists are classified as being in a similar genre, there should be specifications as to where and when their songs should be played relative to each other. It's not that hard to do. If you pay that kind of attention to your playlist, you can minimize the impact of genre burnout.

Another problem is that most of the stations we hear sound very much the same. They are very gold-based, playing the same gold — everybody's favorite 200 songs, a smattering of currents, and the soft black stuff.

There are basically four AC forms emerging: light rock, heavy gold-based, eclectic-based AC, and hit-oriented AC. Unfortunately, none of them are particularly exciting. They are burnt and they need an injection of something else. It's not that the music is not there. A lot of music that would supply more variety is being largely ignored. I'd not only encourage programmers to look at other types of adult music, but to also test it. I think a lot of the problem with stations sounding stale has to do with the way things are tested.

A lot of the music tests we see are rather myopic. They're classic examples of tunnel vision. Stations only test the records they already know are safe, instead of testing an extra hundred they might want to play because nobody else is playing them and nobody else is testing them. That can be very self-serving at the radio station level.

R&R: How do you test records that you know are going to be unfamiliar to the audience?

RB: You have to create a different category for them. It's not fair to play them up against records that are extremely familiar. All songs have to be on equal footing. Songs people have never heard or have not heard in a long time will produce one of two things: either an "Oh, wow" effect,

which will give it a higher than normal rating, or a "nobody cares" reaction. We create a separate category for those records, acknowledging that unfamiliarity is part of the package. Trying to establish these records' value in other areas — such as what listeners associate them with and things like that — helps to evaluate them more fairly.

Nothing is wrong with trying new music. We in radio tend to be very restrictive. We tend to adhere to the old adage of "play the hits." Well, what's a hit? We can make the hits. If we have a good piece of music and decide it can be a hit, it can be a hit.

R&R: Does this reluctance to test new music create problems for listeners where there are a few ACs in the market?

RB: It's amazing how little listeners can tell you about the differences between stations, particularly between pop stations.

Let's face it — when it comes to the typical listeners out there making their choices as to which stations they want to listen to, somehow, some way, each station has to have made a statement to be delineated in the listeners' minds. Genre burnout can make it more difficult to set your station apart. When there are several ACs in a market playing the same music, it makes it even harder for the listener to distinguish one from another.

We see proof of this all the time through a research technique called confrontation analysis. It's an auditorium technique where we play composites of stations, including promos and jocks, news, weather, etc. We are basically testing the sound of the radio station, and how identifiable it is to the target listener. Being identifiable is critical to any AC station. We are able to determine what, if anything, stations have on the air musically and nonmusically that makes them unique to the listener. Establishing a unique identity is a task that should always be on the minds of programmers.

NATIONAL MUSIC FORMATS

Added This Week

Bonneville Broadcasting

Kevin McCarthy (800) 631-1600

Easy Listening

JACKIE KING "If"
RICHARD CLAYDERMAN "Stanger On The Shore"
MAKOTO OZONE "Crystal Love/Merry Go Round"

Century 21

Greg Stephens (214) 934-2121

The Z Format

TOTO "I'll Be Over You"
CYNDI LAUPER "True Colors"
JOURNEY "Girl Can't Help It"
PETER GABRIEL "In Your Eyes"
RIC OCASEK "Emotion In Motion"
ROD STEWART "Another Heartache"

The AC Format

TOTO "I'll Be Over You"
CYNDI LAUPER "True Colors"
DAVID PACK "I Just Can't Let Go"
DAVE ADAMS "Dancing In My Sleep"
CARLY SIMON "Coming Around Again"
JANET JACKSON "When I Think Of You"

Super-Country

T. GRAHAM BROWN "Hell & High Water"

Concept Productions

Elvin Ichiyama (916) 782-7754

CHR

MADONNA "Open Your Heart"
TINA TURNER "Typical Male"
CYNDI LAUPER "True Colors"
PETER GABRIEL "In Your Eyes"
JOURNEY "Girl Can't Help It"
RIC OCASEK "Emotion In Motion"

Country

HOLLY DUNN "Daddy's Hands"
T. GRAHAM BROWN "Hell & High Water"
GEORGE STRAIT "It Ain't Cool To Be Crazy About You"

AC

TINA TURNER "Typical Male"
RIC OCASEK "Emotion In Motion"
DAVID PACK "I Just Can't Let Go"

Drake-Chenault

Bob Lawrence (800) 247-3303

XT-40

TINA TURNER "Typical Male"
CYNDI LAUPER "True Colors"
JOURNEY "Girl Can't Help It"
BILLY JOEL "A Matter Of Trust"

Contempo 300

GENESIS "Throwing It All Away"
MOODY BLUES "The Other Side Of Life"

Great American Country

JOHN ANDERSON "Honky Tonk Crowd"
JOHN SCHNEIDER "At The Sound Of The Tone"
M. OSMOND & P. DAVIS "You're Still New To Me"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

BOB SEGER "It's You"
TEMPTATIONS "Lady Soul"
TINA TURNER "Typical Male"
CYNDI LAUPER "True Colors"
JANET JACKSON "When I Think Of You"
ROBERT PALMER "I Didn't Mean To Turn You On"

Your Country

JUICE NEWTON "Cheap Love"
ANNE MURRAY "My Life's A Dance"
CHARLY McCLAIN "So This Is Love"

MEDIA GENERAL CONTINUED

Hit Rock

DON JOHNSON "Heartbeat"
EL DeBARGE "Love Always"
TINA TURNER "Typical Male"
CYNDI LAUPER "True Colors"
SHEENA EASTON "So Far So Good"
PAUL SIMON "You Can Call Me Al"
FABULOUS THUNDERBIRDS "Wrap It Up"
SIMPLY RED "Money\$ To Tight To Mention"

Peters Productions, Inc.

George Junak (800) 255-8511

Country Lovin'

JUICE NEWTON "Cheap Love"
RONNIE McDOWELL "When You Hurt I Hurt"
WILLIE NELSON "I'm Not Trying To Forget You"

The Ultimate AC

TOTO "I'll Be Over You"
ROSIE VELA "Magic Smile"
PAUL SIMON "You Can Call Me Al"

Radio Arts

John Benedict (818) 841-0225

Country's Best

MARTY STUART "All Because Of You"
JOHN SCHNEIDER "At The Sound Of The Tone"
GATLIN BROTHERS "She Used To Be Somebody's Baby"

Soft Contemporary

TOTO "I'll Be Over You"
CYNDI LAUPER "True Colors"
DAVID PACK "I Just Can't Let Go"
DAVE ADAMS "Dancing In My Sleep"
CARLY SIMON "Coming Around Again"

Sound 10

TOTO "I'll Be Over You"
CYNDI LAUPER "True Colors"
DAVID PACK "I Just Can't Let Go"
DAVE ADAMS "Dancing In My Sleep"
CARLY SIMON "Coming Around Again"
JANET JACKSON "When I Think Of You"

Satellite Music Network

Pat Clarke (214) 991-9200

The Starstation

GENESIS "Throwing It All Away"

Country Coast-To-Coast

RANDY TRAVIS "Diggin' Up Bones"
SWEETHEARTS OF THE RODEO "Since I Found You"

Rock 'N' Hits

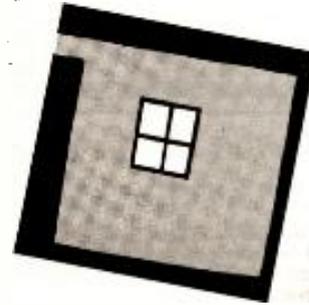
GTR "The Hunter"
JOURNEY "Girl Can't Help It"
MICK JAGGER "Ruthless People"
RIC OCASEK "Emotion In Motion"
THOMPSON TWINS "Nothing In Common"
SIMPLY RED "Money\$ To Tight To Mention"
ROBERT PALMER "I Didn't Mean To Turn You On"

Transtar Adult Contemporary

Mike Tanner (213) 460-6383

WHITNEY HOUSTON "All At Once"
DOUBLE "The Captain Of Her Heart"
HUEY LEWIS & THE NEWS "Stuck With You"
MIAMI SOUND MACHINE "Words Get In The Way"

PAUL SIMON



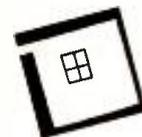
YOU CAN CALL ME AL

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NEW & ACTIVE

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WBEN 38-36	WANS 27-24	WZYP 35-31
WNYS add	WXLK 28-26	KNOE 32-27
WCAU 39-37	WKDD deb 32	WPFM 35-31
WRNO deb 39	WMEE 27-24	WHSL 25-22
WRSR 37-34	WIXX 31-29	KYYY 40-34
WLS 35-33	Z104 25-19	WBWB 24-18
KDWB 36-34	WZOK deb 29	KQCR add
WLOL 31-27	KF95 deb 34	Y94 31-29
KPKE 22-20	KSND 40-35	KWTO add
KKRZ 40-38	KMGX add	WSPT deb 37
KPLZ 37-35	KYNO add	KBOZ 35-31
KUBE 28-27	KATD 21-20	KTRS 26-23
KNBQ 37-34	KZZU 29-25	KKAZ 35-31
K104 deb 36	WFBG 32-28	KOZE 18-15
WGFM add	WZON add	KBIM 30-27
WBBQ 34-30	WZYQ deb 40	OK 95 23-18
WBCY 21-14	95XIL 29-25	
WNOK 33-30	WKSF 31-28	



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From The Forthcoming Album

GRACELAND

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**PRODUCED BY PAUL SIMON
ENGINEER: ROY HALEE**

R&R FRIDAY, AUGUST 29, 1986/47

MARKETPLACE

AIRCHECKS

#1 MARKET AIRCHECKS

HOT CITY SET -1 Summer '86 incl. WHITZ midday, WAPP as hot 103, Classic 103, Hot 103.5 Urban, WRRK/WYSP STERN, WNEW-FM Scottso, WCBs Bob Shannon, Philly's WTRK, Boston's WMRQ. On 2 C-90's \$12. HOT FLORIDA AUGUST '86 inc. WAPE-FM, Power 96, Hot 105 \$7.50.
#1 Market Airchecks, Box 568, E. Hanover, NJ 07936.

Audio And Video Airchecks!

Current issue #77 features KIS/Bruce Vidal, WLUP/Jonathan Brandmeier, KKLI/Big Tom Parker, Denver's KBPI, KMEL/Sonny Joe Fox, KS103/Randy Miller, Minneapolis CHR/KDWB & WLOL & KISW/John & Robin, 90-min. cassette. \$5.50.
Current issue #76 features WNBC/Joey Reynolds, KRLA/Real Don Steele, KPKE/Steven B. & The Hawk, WJLP/Pat St. John, WMJC/Tom Shannon, KFRC/Bobby Ocean, KKHR/Pat Garrett-Jack Armstrong, KNX-FM's first day as mellow rock, & WKRQ/Q Morning Zoo. 90-min. cassette. \$5.50.
Special issue #5-86 features HONOLULU, with CHR's KOMQ & KHAI, AC's KSSK, KRTR, KULA & KKUA, oldies KIKI & AOR KPOI. 90-min. cassette. \$5.50.
Special issue #5-87 features LOS ANGELES. Part I, with CHR KIS-FM, Urban KPWR, AC's KOST, KBZT & KNX-FM, and AOR's KLOS, KMET & KROQ. 90-min. cassette. \$5.50.
Classic issue #C-70 features WINS/Mad Daddy-1964, WCFJ/Jerry G. Bishop-1968, KIQO/Jerry Butler-1975, KGB/Don Dale-Bob Foster-1969, KFBI/Big Ron O'Brien-1979, KHJ/Billy Pearl-1974, & WABC/Dan Ingram-1977. Cassette. \$10.50.
VIDEO #7 features Denver's KPKE/Steven B. & The Hawk and KIMN/Paxton Mills, Houston's KRBE-FM/Christy & Carson, San Diego's country leader KSON-FM/J.J. Jackson, and Honolulu's KKUA/Randall & Cooke, KFOI/Rabbebt, KOMQ/Will Moku, and KFRC/Bill Lee. 2 full hours, on VHS or BETA, specially priced through 9/30 at \$30.00.

CALIFORNIA AIRCHECK
Box 4408 — San Diego, CA 92104
(619) 460-6104

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Airable Samples!! "Use Your Finger!!"
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In the tradition of Weekend Update, a market-exclusive news parody. Special trial offer: Six weeks for \$20. Ghostwriters, 2301 Unity Ave. N., Dept. U, Minneapolis, MN 55422. FREE DETAILS.



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RADIO'S MOST RESPECTED DJ GAG SHEET SINCE 1979

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Weird! Wacky! & Wild!

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48/R&R FRIDAY, AUGUST 29, 1986

COMEDY

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10 years and 200 jocks later, HYPE INK continues to supply the world's top DJs with the most original comedy material available. For FREEBEE, write: HYPE, INK., 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

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Highly Respected! Hilarious! Original!
Proven worldwide audience builder!

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FREE SAMPLE ISSUE
of radio's most popular humor service
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1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

RED NECKERSON

A COMEDY EDITORIAL

"RED" hits both sides of the fence... those who think what he's saying is gospel, and those who think it's just for fun." BJ105/Orlando

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... your free connection to Hollywood! Recent 3:30 and :90 features have included in-studio interviews w/ Tom Cruise, Roman Polanski, Molly Ringwald, Rob Lowe, Pierce Brosnan, Michael Douglas. Recent interviews have included Farrah Fawcett. Free satellite delivery — no inventory to clear!! Call Lori Lerner for details. (213) 454-0488.

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"DROPINZ"

50 wild tracks for your show each month only \$20. Semi-annual and yearly rates too. Sample cassette \$4. Station consulting, aircheck critique and production by a 23-year major market veteran. Call or write for rates.

Stu Collins Broadcast Services

174 King Henry Court, Palatine, IL 60067 (312) 991-1522

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Class-A-FM East Central Missouri needs capital to stay on the air and upgrade frequency and power.

CALL 1-314-564-3751

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(213) 672-LIMO

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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

	Per Insertion
1 Time	\$60.00
6 Insertions	\$55.00
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26 Insertions	\$45.00

Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, one week prior to publication date. Marketplace ads are non-commissionable.

Submit to:
Marketplace
RADIO & RECORDS 1930 Century Park West
Los Angeles, Calif. 90067 (213) 553-4330

MARKETPLACE

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- Announcers (Male & Female)
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B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:



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Call or write for information and a free list of titles.



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At last, digitally produced and recorded stingers, specifically for Black-Urban stations. Our B/U "Jamming Package" features musicians who play with Cameo, SOS Band and Isaac Hayes. To find out why stations like KISS 104 use the crisp, clean sounds of the DigiTraks "Jamming Package" for ID's & Promos call or write Marcus Graham for a demo.

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A regular cast of characters (Not just wild tracks or drop-ins) will interact with your morning personality.

Already sold to one major group before national release

You provide a good basic jock

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Suite 382
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WANT TO GET RID OF YOUR AC LIBRARY?

Small Market Station switched from Country is looking for partial or full AC library. Trade of our Country possible. Call Tom Millet/Greg Farley (816) 736-4127 Missouri.

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SuperSpots - the nation's leading radio & television spot and program production company - is expanding and seeks an audio engineer trainee. Voice work not necessary. Keyboard skills and music composition a plus. CHR and/or AOR background a must. Apply by sending sample tape, resume with references, salary requirements and letter to Joe Kelly, SuperSpots, 216 W. Ohio, Chicago, IL 60610. Excellent benefits and opportunities for the future. Please, no calls. EOE

SUPERSPOTS®

OPENINGS

OPENINGS

EAST

Creative copy/production in world famous playground. Adult combo. T&R/production samples: Russ Egan, WIIN/WFPG, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE (8-29)

Need adult, funny, bit-oriented, warm, creative morning man. Winning company, great bucks. Burkhardt/Abrams. Great place to live. T&R: Box 929, Lewiston, MN 04240. EOE (8-29)

Operation expanding. Need adult, reliable, warm, morning drive/PO for lite FM. Winning company. Great place to live. T&R: Box 929, Lewiston, MN 04240. EOE (8-29)

WRCN/Long Island is looking for hungry rock jocks. Possible future fulltime openings. T&R: Lenny Bloch, Box 666, Riverhead, NY 11901. EOE (8-29)

100 KHI. 50 kw Superhit winner. seeks morning personality. T&R: J.J. "Hitman" McKay, 2301 Coastal Highway, Ocean City, MD 21842. EOE (8-29)

Berkshire AM/FM combo seeks experienced, aggressive newperson. T&R/writing samples: Bob Catan, WUPE/WUHN, Box 1265, Pittsfield, MA 01202. EOE (8-29)

Joy 96/Cape Cod seeks experienced AC announcers for future full/parttime openings. T&R: Chris Boies, WXJY, 770A Main St., Osterville, MA 02655. EOE (8-29)

OPENINGS

Small market, but big commitment to news. AM/FM needs anchor/reporter for afternoon/evenings. T&R/writing samples: John Moore, WSLB/WPAC, Box 239, Ogdensburg, NY 13669. EOE (8-29)

AM drive, satellite-assist personality sought yesterday. Rush T&R/salary history/preferences: Alan C. Swan, BCNA, Box 3, Palmyra, NJ 08065-0003. EOE (8-29)

Announcers sought for future PM drive and evening shifts. Country format. T&R: Bruce Allen, WOLC, Box 920, Port Jervis, NY 12771. EOE (8-29)

WSYR

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Perennial Full-Service Leader, 57 WSYR. Match the community with marketing, advertising and station promotions. Creative individual with the ability to motivate others. Must be self-motivated, reliable, and organized with excellent follow-through ability. This is much more than a contest position. No phone calls please. Resume, cover letter and brief description of your strengths to Elizabeth Brown, Promotion Manager, 57 WSYR, 2 Clinton Square, Syracuse, NY 13202. Equal Opportunity Employer.

OPPORTUNITIES

OPENINGS



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A NATIONWIDE COMMUNICATIONS INC. STATION

WPOC in Baltimore, Maryland has two rare opening for full-time adult adult personalities. If you love radio and can bring something special to a winning team, send tape and resume to:

Doug Wilson
Program Director
WPOC Radio
711 West 40th Street
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EOE

OPENINGS

OPENINGS

Experienced AE for top-rated AM in beautiful Columbia. Call GSM Margaret Fort (803) 772-5600 EOE (8-22)

PD/morning announcer for top-rated AM WIS in beautiful Columbia. T&R/Salary: Charlie Jones, Box 21567, Columbia, SC 29221. EOE (8-22)

NW Arkansas's Top AM seeking midday and afternoon announcers. A member of the Donrey Media Group. T&R to Randy Prichard, GM, KBRS, 2307 Highway 71 N., Springdale, AR 72764. EOE/MF

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For #1-rated Medium market Class C FM. Progressive Southwest growth area and great city. Must have strong performance record in similar position. Send confidential response to Radio & Records, 1930 Century Park West, #438, Los Angeles, CA 90067. EOE

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We need strong Morning Talent, with excellent production. Call SHARON... (213) 459-8556. EOE

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Production pro with excellent writing and production skills and versatile voice. Off-air fulltime position. T&R to Radio & Records, 1930 Century Park West, #429, Los Angeles, CA 90067. EOE M/F

100,000 WATT AC

103WGN

COASTAL N. CAROLINA

seeks high profile morning talent. Inherit GREAT numbers. Must have solid act. No time and temp. No crazies. C&R to Mike Farrow, 211 N. 2nd St., Wilmington, NC 28401. EOE



PROGRAM DIRECTOR

WXLK-FM, Roanoke/Lynchburg, is seeking a self-motivated, experienced CHR Program Director. If you feel you can provide leadership and be a team player for the number one (#1) station in the 93rd market, send tapes and resume to: Aylett B. Coleman, K92, Roanoke, VA 24022. EOE M/F

WGUS' AM-FM

WGUS AM/FM is seeking a fulltime announcer with Country or CHR experience. Male or Female. Send tapes, resumes, and salary requirements to — WGUS, P.O. Box 1475, Augusta, GA 30913. c/o Dick Shannon.

AFTERNOON TALK HOST

Need multi-faceted talk host for afternoons in Southeast market. Issues, yes, but light and friendly as well. Send T&R along with brief digest of talk philosophy in confidence to Radio & Records, 1930 Century Park West, #446, Los Angeles, CA 90067. EOE

OPENINGS

100,000-WATT CHR

Major market-minded station seeks excellent people to finish killer staff. Excellent pay and benefits for the talent and market. Rush T&R NOW to Radio & Records, 1930 Century Park West, #431, Los Angeles, CA 90067. EOE

MIDWEST

Seek morning personality for central WI FM Country. Production skills. Also, parttime position available. T&R: Jack Edwards, WYTE, PO Box 956, Stevens Point, WI 54481. EOE (8-29)

Sports lover sought. High school football, basketball PBP. Plus full lineup of sportscasts. T&R: WHLS, Box 807, Port Huron, MI 48060. EOE (8-29)

KDTH seeking AM PD. College degree, five years' programming experience. T&R: Susie Wells, Woodward Communications Inc., Box 688, Dubuque, IA 52001. EOE (8-29)

WKTY LaCrosse is accepting news T&Rs. Send to: Larry Green, WKTY, 704 La Crosse St., LaCrosse, WI 54601. EOE (8-29)

Seeking experienced news anchor for medium IN market. Regional AM AC. T&R: Peter Zelcs, Box 2208, Kokomo, IN 46902. EOE (8-29)

Seek fulltime announcer at small market MW lite rock FM. Major market sound. News/production experience helpful. T&R: Larry Martin, Box 1646, Richmond, IN 47375. EOE (8-29)

Seeking news anchor, reporter for AM/FM combo in SW. Must have strong delivery. T&R: Steve Bennett, Box 1520, Oklaoma City, OK 73101. EOE (8-29)

NE AM/FM seeks sports director. Much PBP, board shift, coverage of all local sports. Management possibilities. Call (308) 762-1400. EOE (8-29)

AM/FM News/Talk. Top 40 combo in Chicago seeking applicants for future news openings. T&R/writing samples: Val Wallace, ND, WKRS/WKLC, 3250 Belvedere Rd, Waukegan, IL 60087. EOE (8-29)

WATT/WEVZ seeking hardworking morning drive personality with good production skills. T&R: Andy MacDonald, Box 520, Cadillac, MI 49601. EOE (8-29)

Our Country AM sounds as good as the big stations. We want personalities. T&R: Ron Phillips, WTRF, 1011 Park Road, Greensburg, IN 47240. EOE (8-29)

50 kw Country seeking evening talent. Strong production a must. Heavy appearance schedule. Parttime openings also. T&R: PD, Box 933, Fort Wayne, IN 46801. EOE (8-29)

P3 is your first step into the majors. 99Kw in Salina is your way up. Future openings anticipated. T&R: Steve Wall, Box 6198, Salina, KS 67402-6198. EOE (8-29)

FSA seeks communicators. Must be mature, warm, and friendly. 35+ demos. Outstanding facility. T&R: OM, 500 E. J St., Hastings, NE 68901. EOE (8-29)

WLRL seeks newscaster. Ideal first job for college grad. T&R: Jeff Steinburg, ND, Box 76, Peru, IL 61354. EOE (8-29)

CLASSY MIDWEST STATION

Needs classy PD. 100kw Contemporary. Need music and promotion experience. Include air show. Send qualifications to Radio & Records, 1930 Century Park West, #430, Los Angeles, CA 90067. EOE



All Hit 95, one of the South's top-rated CHR stations is seeking a Morning Personality extraordinary. Are you funny? Outrageous? And downright nuts? Are you willing to make appearances, and go the extra mile? If this is you, and you are... Rush tape and resume along with salary requirement to Chris Baker, KZZB, 2351 Calder Avenue, Beaumont, TX 77702. EOE

SPORTS TALK SHOW

Major market talk station with opening for sports talk host with personality. If your talent lies somewhere between Howard Cosell and Brent Musburger, send resume and tape to Radio & Records, 1930 Century Park West, #421, Los Angeles, CA 90067. EOE

A Question from WCLY-FM & WPGC-AM in Washington, D.C. "HOW GOOD ARE YOU?"

Are you one of the few morning personalities who:

- ★ Instinctively "lives" in the listener's world, not his or her own
- ★ Communicates without vocal tricks and without electronic ones
- ★ Has an unblocked and unlimited supply of creative energy
- ★ Is funny (most people tell you you're hilarious!) but
- ★ Can be serious and sensitive and emotional on the air without feeling self-conscious
- ★ Is warm and intelligent and involved and
- ★ Actually loves "show prep"?

Did you answer yes to all of these? Then, we have a "dream" opportunity for you. If you think you're good enough to be half of a very special morning show in Washington, D.C., please convince me with a tape.

Thanks, **Allan Hotien, Program Director**
WCLY & WPGC
PO Box 10239
Washington, D.C. 20018
First Media Corporation - an equal opportunity employer.

NEW YORK PROGRAM DIRECTOR

Fast growing suburban New York AC station needs PD. Position includes airshift, music selection, management and promotions. Good salary and benefits, plus chance to grow. Send letter including management programming, philosophies, tape and salary requirement to Radio & Records, 1930 Century Park West, #445, Los Angeles, CA 90067. EOE

EAST COAST... FULL-SERVICE...AC

Looking for mature entertainers — capable of following format. Growth company, better than average money and stability — minimum 5 years experience. Send tape, resume, and salary history to Radio & Records, 1930 Century Park West, #441, Los Angeles, CA 90067. EOE

MAINE FM CHR BLOWTORCH

Needs creative Production Director to maintain top sound. Limited air. Solid growing company. Send resume, salary requirements, tape on cassette to Radio & Records, 1930 Century Park West, #444, Los Angeles, CA 90067. EOE

TOP TEN MARKET

Oldies AM in Major Market seeking Morning Entertainer. If you can get the audience's attention while remaining concise, send T&R to: Radio & Records, 1930 Century Park West, #437, Los Angeles, CA 90067. EOE



WHCN, Inc.

106 WHCN is looking for a late-night personality. Cassettes and resumes to: **Daniel F. Hayden, Program Director**, 1039 Asylum Avenue, Hartford, Connecticut 06105. EOE

Production Director Wanted

Small to midsized market within 40 miles of NYC. Send tape, resume, salary requirements to Radio & Records, 1930 Century Park West, #432, Los Angeles, CA 90067. EOE

SOUTH

Air personalities, not DJs. Country/AC background helpful. Big bucks for community-minded drive. T&R: Paul Conrad, WBHP, Box 1230, Huntsville, AL 35807. EOE (8-29)

WYAV-FM Myrtle Beach, SC's top-rated radio station. Seek news/air talent. T&R: Jeff Kelly, Box 1020, Myrtle Beach, SC 29578. EOE (8-29)

SW FL AC leader seeks ND with major market pipes and conception skills. FM Oldies format. T&R: Paul Conrad, PO Box 189, Cape Coral, FL 33910. EOE (8-29)

Full-service CHR, 40 miles from Nashville, has possible future openings. T&R: Gary Moss, PD, WKRM/WKOM Box 1377, Columbia, TN 38402. EOE (8-29)

Seek experienced morning man, small market. Good production skills. FM Oldies format. T&R: Paul Adcock, PO Box AA, Marshall, TX 75670. EOE (8-29)

CHR/Urban seeking dynamic personalities for all shifts. Excellent production a must. T&R: K.A.K. Productions, 28 Rutledge Ave., Charleston, SC 29401. EOE (8-29)

VA AC seeks morning man. Must be upbeat. T&R/salary requirements: Bob Abbott, PO Box 11529, Lynchburg, VA 24506. EOE (8-29)

East Texas AC seeks afternoon driver. T&R/salary requirements: Jeff Brown, KTYL, Box 6367, Tyler, TX 75711. EOE (8-29)

OPPORTUNITIES

OPENINGS



PRODUCERS/Writers/VOICES

If you can do one or all, WNC/Detroit would love to hear your work. Samples: **Dave Ervin, WNC AM/FM, P.O. Box 1310, Dearborn, Michigan 48121.** No phone calls. EOE

WEST

New AM/FM needs peak performers to build top-rated radio news team. T&R: Mike Martin, KMBY, Box 1271, Monterey, CA 93942. EOE (8-29)

The heat is on in Phoenix. Parttime/swing openings on our FSA AM and personality hit Oldies FM. T&R: BJ Hunter, 2196 E. Camelback Rd., Phoenix, AZ 85016. EOE (8-29)

Entry level position with growth potential in Southern CA. T&R: Cory Baker, KAVR, Box 960, Apple Valley, CA 92307. EOE (8-29)

Future fulltime Country opening. Production and good voice a must. T&R: Rick Masters, Box 1428, Victorville, CA 92392. Phone calls okay. (619) 245-8635 EOE (8-29)

Great AOR opportunity. PD with airshift. Strong production. T&R: Kathy Blackwood, GM, KFMM, Box 772850, Steamboat Springs, CO 80477. No calls. EOE (8-29)

KRXV/Barstow seeking experienced ND. Benefits and allowances included. T&R: Lance Todd, Box 1669, Barstow, CA 92311. EOE (8-29)

Entry level market seeking air talent/production. We offer the tools and environment, you provide energy and effort. T&R: Terry Tano, KEEPKZZJ, Box 346, Twin Falls, ID 83303. EOE (8-29)

Seeking bright, energetic, informative Country jock with good production for middays at Southern CA FM. T&R: KAVR, Box 960, Apple Valley, CA 92307. EOE (8-29)



Jefferson-Pilot Communications

San Diego's #1 Country Music Station is looking for skilled weekend utility air talent. Applicants should have 3-5 years' experience and reside in Southern California. Excellent compensation for winning individuals. T&R to: Mike Shepard, KSON, P.O. Box 1591240, San Diego, CA 92115. No calls. EOE M/F

COUNTRY MORNING PERSONALITY

Bright, friendly, involved in the community. That'll be the new Morning Personality on our Southeastern Class C, FM Country station. Our explosive growth has come from a team effort. If you're ready to commit and contribute, you may be the morning leader who shares in our future growth. Tape & accomplishments to: Radio & Records, 1930 Century Park West, #439, Los Angeles, CA 90067. EOE

KLSY 92.5 FM 1540 AM
KLSY-FM/Seattle seeking Reporter/Anchor. Great writing and sense of humor a must... women and minorities encouraged to apply. Send tapes and resumes to **Dave Sloan, News Director, PO Box C-9-1540, Bellevue, WA 98009.** No calls please. EOE

NEWS PERSONALITY

We're looking for a true news personality, someone who can communicate lifestyle information to our young adult CHR audience and interface with our morning personality. If you're looking for a "Hard News" anchor position, this job's not for you. Excellent pay and benefits in the sunny Southwest. Send your cassette, resume and news rewrite samples today to: Radio & Records, 1930 Century Park West, #440, Los Angeles, CA 90067. EOE/MF

POSITIONS SOUGHT

California Top 75 Gold AC
Seeks dues-paid morning entertainment with creative selling and production skills. Structured format, pro organization. Send your best aircheck and resume to Radio & Records, 1930 Century Park West, #433, Los Angeles, CA 90067. EOE

NEW FM ROCKER
In top 100 market looking for wild AM personality and complete air staff ASAP. Don't delay, send T&R today! To Radio & Records, 1930 Century Park West, #442, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

Female DJ seeks a start. Prefer the IL/IA area. News, copywriting, production. Have license. CARI: (319) 289-3873 (8-29)

Talented female personality seeks opportunity & the chance to relocate. Medium market preferred. Call (904) 386-7255 (8-29)

Experienced, talented, versatile communicator seeks DJ, production, MD or PD. Experience includes Minneapolis. Will consider all markets. Available now. RANDALL: (307) 686-3753 (8-29)

Help! Where have all the real radio stations gone? Four-year pro with programming experience seeks right station. Could it be you? T&R available. MARK DUNCAN: (704) 553-8921 (8-29)

OM/PI from small market seeks any work in production, production, or promotions in L.A. area. Call now. VIC: (213) 650-5293 (8-29)

Beginning news announcer seeks to relocate to northern New England, prefer NH/ME/VT. Call after 7pm (713) 529-7436 (8-29)

Ex-wife found me, time to move on! AC/CHR/AOR PDs who know the feeling call. GARY RUSH: (316) 478-5124 (8-29)

Recent college grad working parttime seeks first fulltime gig, good pipes, excellent radio knowledge, great attitude. Any format or market considered. GUY: (617) 636-8384 (8-29)

New Television Special . . .
Lyndon La Rouché, Colonel Qaddafi, and Dolly Parton in the biggest BOOB of the year contest!!! Zany, creative CHR personality looking for job in Southwest. ROB . . . after 5pm . . . (312) 894-3987.

MD/asst. PD seeks for long-term job with your station. Plenty of PR & a broadcast grad. MICHAEL: (615) 729-3844 (8-29)

Dazzling DJ/teel Recent grad. Seeks fulltime airshift. Production plus! ABBY KAY: (815) 626-5774 (8-29)

Versatile announcer, currently on-air Akron area. Ten years' experience. Most formats & markets considered. Available on short notice. KEN: (216) 253-2679 (8-29)

Patiently waiting for right offer. Major market background. On-air winner. Production pro. 12 years: AC/CHR/Country. Call (618) 337-1795 (8-29)

Let me make friends with your large or medium MW market. Leave message for ART: (618) 397-2521 (8-29)

Why is my station running funnier promos/spots than yours? I'm writing them. Fast on-air ad-libber. CHR/AOR. JOHN: (602) 702-2746 (8-29)

Five years' experience in top 20 market. Production, continuity, copywriting, part or fulltime personality. Will relocate. DENNIS SULLIVAN: (718) 330-0991 (8-29)

Former L.A. PD! Personality jock. McLendon "On-Air" News. Production genius, sales too. CHR/Country/Talk. UNCLE DON: (213) 876-7622 (8-29)

Six-year Pro available. PD/MD seeks to make change. Stable with excellent references. Willing to relocate. JERRY ALLEN: (801) 673-3579 (8-29)

Aggressive broadcast school grad with experience seeks on-air/production. Let's talk. TODD: (312) 724-7586 (8-29)

Dennis Staples has a powerful need for a drive slot in a medium market. Experienced comic personality. Won't you help? Call (419) 255-1221 or 255-5665 (8-29)

All cued up & ready to go! . . . But have no place to go! Call me "Hi-Fi" KUMAGAI: (714) 839-9279 (8-29)

Just a regular guy! Loves & lives rock 'n' roll. Very smooth. Reliable . . . cute too! Available now. JOHN: (312) 262-3773 (8-29)

Innovative Country MD/PO on the cutting edge. Make your station sparkle with a difference. JASON TANNER: (813) 983-9476 (8-29)

POSITIONS SOUGHT

Formerly with Y100, 96X, K102. Team player, hard worker, will get you numbers. Will relocate, all areas considered. JEFF HORN: (305) 564-5628 (8-29)

Experienced talk show host, ratings winner. Major market track record looking for talk show in major market. JOHN: (518) 477-4108 (8-29)

Great production directors are hard to find right? Wrong! Major market production director available for West Coast major or large market. NICK: (602) 327-2664 (8-29)

CHR communicator seeks new challenge in S as PD/MD/production director. Prefer medium/large market. PATRICK: (505) 722-9025 (8-29)

Quality performer seeks larger market. PD/sports/news. Six-year pro. 800 games of college PBP, and great production. R.A. HARDT: (309) 734-3321 (8-29)

Need a start, prefer IA/IL areas. Female DJ. Can do news/copywriting/production. Have license. CARI: (319) 289-3873 (8-29)

Experienced MD seeks medium market MD/asst. PD. Extensive AOR/CHR/AC knowledge. Reliable, creative, organized. Excellent human relation skills. GARY: (301) 759-3264 (8-29)

Top 50 market CHR jock seeks to relocate to West Coast. Fulltime only. Call for immediate T&R. MIKE: (718) 615-0235 (8-29)

Ready to work and work hard. Will go anywhere west of the Mississippi. Two years' experience AC/CHR. Prefer small medium markets. MARK: (406) 628-2107 (8-29)

PROGRAMMING AND STAFF SICK??

Leadership need shaking?
Does your station need quick, fast start . . . ? I'm a shakedown specialist! Consultant for all forms Adult formats with great NEWS and TALK credentials especially. Will come, work with you a la Mike Joseph, in any size market. You can afford me and my results will stay with you. Past bosses say I'm brilliant. Let's talk at NAB. Reply with contact # in New Orleans. Radio & Records, 1930 Century Park West, #443, Los Angeles, CA 90067.

Major market Pro. Atlanta/Miami/Toronto. Air talent, winning production, programmer. (305) 678-3165 (8-29)

CHR communicator seeks new challenge. PD/MD/air talent, good production, winning attitude, team player. Prefer SW. (713) 728-1348 (8-29)

Covering football? I'm your man. Three years' college and high school experience. Entertaining and informative PBP. Will-travel. JOHN: (415) 478-6204 (8-29)

I love production. Clients love mine. Seek production/air shift. W/M/W, medium/large market preferred. STEVE: (303) 565-9596 (8-29)

Ready and seeking fulltime. Out of school with air experience, will go anywhere. BRETT: (309) 289-4711 (8-29)

USA/Canada attention! Seven-year pro, exceptional air personality, currently working in top 75 market. Ready to program CHR/AC. RANDY: (913) 825-2202 (8-29)

Mature, organized, innovative newsmen/jock seeks PD post at Country station. If you need ratings or a fresh approach, call me. ED BYRNE: (414) 435-3771 (8-29)

Solid morning pro, timely humor/good production. PD experience, formerly with WGST/Atlanta. Want stable station and decent bucks. DAVE: (419) 666-6943 (8-29)

Successful sales manager seeks GM position in small market. Willing to relocate. Experienced in all facets of broadcasting. CHRIS HAMM/ERBERG: (414) 367-8466 (8-29)

15-year pro for top ten or P1. Personality AC or CHR. KRBE, KSAQ, KHFI, WYMJ. Strong production. TOM: (513) 435-1729 (8-29)

Production is more than music beds, it's personality! Personality production is the future. Step up to personality production. MICK: (312) 849-0404 (8-29)

POSITIONS SOUGHT

Anchor/reporter. Four years' experience. Excellent delivery and writing skills. B.S. in journalism. (713) 869-2100 (8-29)

If you want a one to one communicator, for your adult major or medium IL or MO station, leave message (618) 397-2521 (8-29)

Hardworking, dedicated PD/MD seeks a long term commitment with your MW station. MICHAEL: (615) 729-3844 (8-29)

Personality known to be funny, topical, punster, ad-libber. Good on phones and with newsmen. Country/AC/Oldies. (702) 871-7595 (8-29)

Two years' experience, decent pipes, great production. Prefer medium market. MW/SW/S. Country/CHR/AC/AOR. JIM: (417) 866-6517 (8-29)

Seek mornings or middays. Medium or large market. Great pipes, good production. Can do PBP and news. CHUCK: (515) 682-4438 (8-29)

Jay Christian seeking new programming challenge. Highly rated shows. Prefer CHR/AC. (901) 767-6532 (8-29)

Dedicated, dependable & hardworking. Any format. Interested in news, sports, production and air talent. Will relocate. DAVE HICKS: (417) 892-6086 (8-29)

PD, top ratings, promotion, production. Top 10 market experience. Available now. 14 years' experience. MARK: (503) 476-4839 (8-29)

Country pro. 20 years' experience in medium/major markets. ANDY: (702) 733-8310 (8-29)

Lady wants work. Prefer morning team or continuity. Perform comedy and character voices. For free sex therapy session call Dr. Ruth (TERRI) (703) 344-1690 (8-29)

Air talent seeks small/medium market station. Prior experience in CHR. BRUCE: (818) 716-0224 (8-29)

Female Pro! The voice, personality, drive that you seek. AOR/CHR/AC air talent. CA only. (408) 479-9901 (8-29)

You can't get Howard Stern, so get me. Controversial personality ready to make numbers for you. Great character bits. MARK: (904) 725-6950 (8-29)

Took six months off and ready to take on-air/production position. 13-year pro. TERRY: (301) 542-4127 (8-29)

Professional jock wants to rock your city. Five years' Urban/CHR/AC experience. Good ratings, great production. Need a great fall book. SANDI: (205) 456-0283 (8-29)

On-air PD for Country/Gold/AC community, promotion-minded. Current station just sold, ready to go now. ROGER: (216) 733-9559 (8-29)

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.

Dates appearing at the end of each listing signify first week listed

BLACK/URBAN

BREAKERS

TINA TURNER Typical Male (Capitol)

82% of our reporters on it. Rotations: Heavy 1/0, Medium 39/8, Light 34/15, Total Adds 23 Including WXYV, WDAS, WVEE, WDMA, WGCI, WDMT, WJIZ, WJMI, WJJS, KOKS. Debuts at number 30 on the Black/Urban chart.

YARBROUGH & PEOPLES Wrapped Around Your Finger (Total Experience/RCA)

62% of our reporters on it. Rotations: Heavy 2/0, Medium 27/0, Light 27/10, Total Adds 10, WDJY, WOWI, WBMX, XHRM, WFXA, WENN, JET94, WZAZ, WBLX, WQOK. Debuts at number 39 on the Black/Urban chart.

RJ'S LATEST ARRIVAL Heaven In Your Arms (Manhattan)

61% of our reporters on it. Rotations: Heavy 0/0, Medium 24/0, Light 31/11, Total Adds 11, WDJY, KMJQ, K94, KSOL, WPAL, JET94, WQMG, WQFX, WJMI, WPDQ, WKWM. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

JERMAINE STEWART "Jody" (Arista) 45/21

Rotations: Heavy 0/0, Medium 11/4, Light 34/17, Total Adds 21, K94, WDWI, WBMX, WBLZ, WZAK, KDAY, KJLH, WNHC, WAOK, WATV, WENN, WPAL, Z93, WQMG, WKXI, KJCB, WLOU, WALT, WBLX, WANM, KDKO. Medium: WAMO, K104, WDMA, WTMP, WFXA, KAPE, KMPX.

CLUB NOUVEAU "Jealousy" (Tommy Boy) 44/23

Rotations: Heavy 4/2, Medium 17/3, Light 29/18, Total Adds 23, WDJY, WHUR, KMJQ, WHRK, WOWI, WGCI, WDMT, WLUM, KDAY, KJLH, WFXA, WPEB, WQMG, WHYZ, WJMI, WKXI, KIIZ, WALT, WBLX, KAPE, WWOM, WCKX, WTLG. Heavy: KOKY, KBLZ. Medium: K104, WDMA, WBMX, WZAK, WAOK, WQOK, Z93, KDKO.

MELBA MOORE featuring FREDDIE JACKSON "A Little Bit More" (Capitol) 43/38

Rotations: Heavy 2/1, Medium 10/9, Light 31/28, Total Adds 38, WQAS, WDJY, K104, KMJQ, WDMA, WYLD, WTMP, WBLZ, WDMT, WZAK, KJLH, WNHC, WDKX, WJIZ, WAOK, KQXL, WTKL, WXOK, WENN, WFXC, KDLZ, WQMG, WHYZ, WJMI, KIIZ, KJCB, WLOU, WPLZ, KAPE, WWDW, WANM, WAAA, WKWM, WTLG, WWWW, WZEN, WVOI, KMPX.

GENOBIA JETER "All Of My Love" (RCA) 42/14

Rotations: Heavy 0/0, Medium 12/2, Light 30/12, Total Adds 14, WILD, WDJY, WDMA, WYLD, KMJM, WDKX, WAOK, JET94, WFXC, WQMG, KOKY, WWDW, WAAA, WZEN. Medium: WHUR, WDMT, WZAK, WNHC, WXOK, KJCB, KAPE, KDKS, WWWW, KDKO.

AL JARREAU "L Is For Lover" (WB) 42/11

Rotations: Heavy 0/0, Medium 12/0, Light 30/11, Total Adds 11, WXYV, WDJY, WHUR, WTMP, WGGI, WVKO, WNHC, WAOK, KQXL, WQFX, KHYS. Medium: WWINFM, WQAS, WAMO, WYLD, KACE, KSOL, WFXC, KDLZ, KAPE, WAAA, WCKX, WTLG.

JAMES "D TRAIN" WILLIAMS "You Are Everything" (Columbia) 42/2

Rotations: Heavy 1/0, Medium 22/0, Light 19/2, Total Adds 2, WILD, WDMT, Heavy: WKND, Medium: WHUR, WDMA, WTLG, KMJM, XHRM, KSOL, WNHC, WXOK, WENN, WPAL, WFXC, KIIZ, WBLX, KHYS, WPLZ, KDKS, WANM, WAAA, WTLG, WWWW, WZEN, KBLZ.

PHYLLIS HYMAN "Old Friend" (PIR/Manhattan) 41/15

Rotations: Heavy 1/0, Medium 19/2, Light 21/13, Total Adds 15, WVEE, WDMA, WEDR, WOWI, WGCI, WZAK, WFOA, KDLZ, WQMG, WQFX, WJYL, WBLX, KHYS, WQKI, WVOI, Heavy: KACE. Medium include: WDAS, WHUR, WTMP, WDMT, KSOL, WDKX.

O'CHI BROWN "100% Pure Pain" (Mercury/PolyGram) 39/5

Rotations: Heavy 0/0, Medium 12/1, Light 27/4, Total Adds 5, WDAS, K94, WPAL, WBLX, KHYS. Medium: WDMA, WEDR, WZAK, WNHC, WENN, JET94, WQMG, WQPR, WKWM, WXLX, WVOI.

O.C. SMITH "What'cha Gonna Do" (Rendezvous) 38/4

Rotations: Heavy 4/0, Medium 15/0, Light 19/4, Total Adds 4, WBMX, WXOK, Z93, WHYZ, Heavy: WZAK, WQMG, WKXI, WZAZ. Medium: KMJQ, WDMA, WOWI, WTKL, JET94, WQFX, KOKY, WALT, KHYS, WPLZ, WQPR, WXLX, WZEN, WVOI, KDKO.

BEAU WILLIAMS "There's Just Something About You" (Capitol) 37/5

Rotations: Heavy 2/0, Medium 13/0, Light 22/5, Total Adds 5, WHUR, JET94, WQMG, KJCB, WAAA, Heavy: WTKL, KOKY, Medium: K104, WEDR, WZAK, WXOK, WBLX, KDKS, WANM, WQPR, WKWM, WXLX, WWWW, WVOI, KDKO.

LENNY WILLIAMS "Ten Ways Of Loving You" (Knobhill/Fantasy) 34/11

Rotations: Heavy 0/0, Medium 7/0, Light 27/11, Total Adds 11, WYLD, WFXA, WATV, WENN, WPAL, WPEG, WFXC, WQMG, WHYZ, WWDW, WCKX. Medium: WAMO, WQPR, WKWM, WTLG, WXLX, WWWW, WVOI.

ROONEY FRANKLIN featuring BRENDA RUSSELL "Look What's Showing Through" (Columbia) 34/4

Rotations: Heavy 0/0, Medium 14/0, Light 13/4, Total Adds 4, KJLH, WFXA, WXOK, WWDW, Heavy: KACE. Medium: WHUR, WDMA, WOWI, WDMT, WZAK, KSOL, WENN, KDLZ, KJCB, WLOU, KHYS, WAOK, WANM, WTLG.

RAPPIN' DUKE "Duke Is Back" (Tommy Boy) 34/1

Rotations: Heavy 1/0, Medium 14/0, Light 19/1, Total Adds 1, KSOL, Heavy: KDKS, Medium: WDAS, WDJY, WEDR, WAOK, JET94, WQMG, WQFX, WZAZ, WALT, WBLX, KHYS, WQOK, KOKO.

CARL ANDERSON & GLORIA LORING "Friends & Lovers" (Carrere/CBS) 31/5

Rotations: Heavy 5/0, Medium 13/1, Light 13/4, Total Adds 5, WVEE, WGCI, KSOL, WQFX, WJMI, Heavy: B95, WJIZ, WJJS, WPLZ, WWDW, Medium: WAMO, WHRK, K94, WBLZ, WDMT, WLUM, OC104, WAOK, WFXA, WTKL, WPAL, KAPE.

BILLY GRIFFIN "Believe It Or Not" (Atlantic) 30/13

Rotations: Heavy 0/0, Medium 2/0, Light 28/13, Total Adds 13, WDMT, WZAK, WKND, WDKX, WAOK, WFXA, KQXL, WPEG, WQMG, WHYZ, WALT, WWDW, KMPX. Medium: KACE, WFXC.

L.A. DREAM TEAM "Nursery Rhymes" (MCA) 29/4

Rotations: Heavy 3/0, Medium 9/0, Light 17/4, Total Adds 4, WAOK, WQMG, WAAA, WZEN, Heavy: WXOK, WKXI, WWDW, Medium: WDAS, WDMA, WZAK, KDAY, KSOL, WFXC, KHYS, WKWM, WVOI.

MAIN INGREDIENT "Do Me Right" (Zakia) 27/6

Rotations: Heavy 0/0, Medium 7/0, Light 20/6, Total Adds 6, WHUR, WBMX, KJLH, WNHC, KIIZ, KHYS. Medium: WDJY, K104, JET94, WPDQ, WZAZ, KDKS, WQPR.

SKIPWORTH & TURNER "Can't Give Her Up" (WB) 27/4

Rotations: Heavy 0/0, Medium 7/1, Light 20/3, Total Adds 4, WHUR, WDKX, WQFX, WALT. Medium: WWINFM, XHRM, WNHC, WENN, WQOK, KDKS.

GEORGE DUKE "Broken Glass" (Elektra) 26/7

Rotations: Heavy 0/0, Medium 10/1, Light 16/6, Total Adds 7, WEDR, WZAK, WNHC, WHYZ, KAPE, WZEN, KUKO. Medium: K104, XHRM, WFXC, KJCB, WQOK, WCKX, WTLG, WWWW, KMPX.

WILLIAM BELL "Headline News" (Ichiban) 25/1

Rotations: Heavy 3/0, Medium 8/0, Light 14/1, Total Adds 1, WPDQ, Heavy: WTKL, WZAZ, KOKY, Medium: WTMP, WXOK, WENN, JET94, WFXC, WLOU, WCKX, WTLG.

MOST ADDED

MELBA MOORE / FREDDIE JACKSON (38)
CLUB NOUVEAU (23)
TINA TURNER (23)
JERMAINE STEWART (21)
STACY LATTISAW (20)
PHYLLIS HYMAN (15)
GENOBIA JETER (14)
BILLY GRIFFIN (13)

HOTTEST

GWEN GUTHRIE (51)
JANET JACKSON (48)
LEVERT (47)
ORAN "JUICE" JONES (45)
BILLY OCEAN (39)
LISA-LISA & CULT JAM (27)
CAMEO (16)
MIDNIGHT STAR (14)
EL DeBARGE (13)
WHODINI (12)

SIGNIFICANT ACTION

52ND STREET "You're My Last Chance" (MCA) 23/11

Rotations: Heavy 0/0, Medium 6/2, Light 17/9, Total Adds 11, WDAS, WDMA, WEDR, KMJM, WNHC, Z93, KDLZ, WQFX, KJCB, WANM, WWWW. Medium: WAMO, WHUR, WLOU, KDKS.

STACY LATTISAW "Nail It To The Wall" (Motown) 21/20

Rotations: Heavy 0/0, Medium 9/2, Light 9/3, Total Adds 6, WGCI, WFXA, WHYZ, WPLZ, WWDW, WCKX. Heavy: WWINFM, WFXA, KQXL, WPAL, WQFX, WKXI, KIIZ, WLOU, WPLZ, WANM, WAAA, WZEN, KUKQ. Medium: KMPX.

OLIVER CHEATHAM "S.D.S." (Critique) 21/9

Rotations: Heavy 0/0, Medium 3/0, Light 18/9, Total Adds 9, WFXA, KQXL, WQMG, WKXI, WZAZ, KOKY, WBLX, WAAA, WVOI, Medium: WOWI, WFXC, WCKX.

HANSON & DAVIS "Hungry For Your Love" (Sleeping Bag) 20/6

Rotations: Heavy 0/0, Medium 1/0, Light 9/3, Total Adds 2, WQMG, WFXA, WHYZ, WPLZ, WWDW, WCKX. Heavy: WWINFM, Medium: WRKS, WDAS, WOWI, WTMP, KSOL, WZAZ, KUKO.

MICHAEL SEMBELLO "Wonder Where You Are" (A&M) 19/2

Rotations: Heavy 2/0, Medium 4/0, Light 13/2, Total Adds 2, WVEE, KOKY, Heavy: WZAZ, WTLG, Medium: WDMA, KACE, JET94, KAPE.

STACEY Q "Two Of Hearts" (Atlantic) 18/2

Rotations: Heavy 4/0, Medium 7/0, Light 7/2, Total Adds 2, JET94, WQGN, Heavy: B95, KMJM, OC104, KUKQ. Medium: WAMO, WBMX, WGCI, WBLZ, WLUM, WDKX, WFXC.

RENE & ANGELA "No How, No Way" (Mercury/PolyGram) 18/8

Rotations: Heavy 0/0, Medium 2/1, Light 14/7, Total Adds 8, WEDR, WYLD, WTMP, KSOL, WJIZ, WFXA, WQMG, WKXI, Medium: K104.

GENERAL KANE "Crack Killed Applejack" (Gordy/Motown) 15/8

Rotations: Heavy 0/0, Medium 4/2, Light 11/6, Total Adds 8, XHRM, WJIZ, Z93, JET94, WFXC, WHYZ, WBLX, KDKS, Medium: WZEN, KMPX.

MOVIES "Juke Box" (CBS Associated) 15/7

Rotations: Heavy 0/0, Medium 3/1, Light 12/6, Total Adds 7, KMJQ, WDMA, KMJM, KQXL, WQFX, KJCB, KOKY. Medium: K104, WQOK.

BOBBI HUMPHREY "No Way" (Mercury/PolyGram) 13/3

Rotations: Heavy 0/0, Medium 2/0, Light 11/3, Total Adds 3, WYLD, WFXA, WQMG, WCKX. Medium: KDKS, WANM.

MARCUS ANTHONY "One Night Of Love" (R&R) 12/5

Rotations: Heavy 0/0, Medium 2/2, Light 10/3, Total Adds 5, WDAS, WALT, WXLX, WZEN, KDKO.

GIVENS FAMILY "Holdin' On" (P.J.) 12/3

Rotations: Heavy 0/0, Medium 1/2, Light 8/2, Total Adds 3, WFXA, JET94, WFXC. Medium: WTMP, WQMG, WQFX.

DAZZ BAND "Wild & Free" (Geffen) 11/11

Rotations: Heavy 0/0, Medium 1/1, Light 10/10, Total Adds 11, WOWI, KQXL, WTKL, WXOK, Z93, WPEG, WFXC, WJMI, KHYS, WAAA, WWWW.

JEAN CARNE "Flame Of Love" (Omni/Atlantic) 11/9

Rotations: Heavy 0/0, Medium 1/2, Light 8/7, Total Adds 9, WHUR, WTMP, WZAK, WTKL, WFXC, WPDQ, WZAZ, WAAA, WTLG. Medium: WDMA.

ATLANTIC STARR "Armed And Dangerous" (Manhattan) 11/7

Rotations: Heavy 0/0, Medium 3/2, Light 8/5, Total Adds 7, WYLD, WJIZ, WFXA, WQGN, WANM, WTLG, WWWW. Medium: K104.

STEVE WINWOOD "Higher Love" (Island/WB) 11/3

Rotations: Heavy 4/1, Medium 4/1, Light 3/1, Total Adds 3, WHUR, WVKO, WHYZ, Heavy: WAMO, WLUM, OC104, Medium: WILD, K94, WBLZ.

SHIRLEY JONES "Last Night I Needed Someone" (PIR/Manhattan) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WTMP, WLUM, WJIZ, WENN, Z93, WJMI, KOKY, WLOU, WAAA, WWWW.

GAVIN CHRISTOPHER "Back In Your Arms" (Manhattan) 10/6

Rotations: Heavy 0/0, Medium 4/1, Light 9/6, Total Adds 6, K104, WYLD, WENN, WCKX, WWWW, KMPX. Medium: WAAA.

KENNY & JOHNNY WHITEHEAD "Stylin'" (PIR/Manhattan) 10/5

Rotations: Heavy 1/0, Medium 3/0, Light 6/5, Total Adds 5, WHUR, KMJQ, KDAY, WQOK, KDKS. Heavy: KMJM. Medium: K104, KJCB, KAPE.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting station. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Black/Urban chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

RADIO & RECORDS NATIONAL AIRPLAY

COUNTRY

TOP 50

AUGUST 29, 1986

Three Weeks
Two Weeks
One Week

Three Weeks	Two Weeks	One Week	Artist/Title (Label)
7	5	3	1 RONNIE MILSAP /In Love (RCA)
10	8	6	2 FORESTER SISTERS /Lonely Alone (WB)
3	1	1	3 REBA McENTIRE /Little Rock (MCA)
6	4	4	4 JOHN CONLEE /Got My Heart Set On You (Columbia)
15	11	9	5 EDDIE RABBITT & JUICE NEWTON /Both To Each Other (RCA)
14	12	10	6 DWIGHT YOAKAM /Guitars, Cadillacs, Etc. (Reprise/WB)
13	10	8	7 GIRLS NEXT DOOR /Slow Boat To China (MTM)
5	2	2	8 NITTY GRITTY DIRT BAND /Stand A Little Rain (WB)
20	15	11	9 TANYA TUCKER /Just Another Love (Capitol)
12	9	7	10 NICOLETTE LARSON with STEVE WARNER /That's How You Know... (MCA)
16	14	12	11 JAMIE FRICKIE /Always Have Always Will (Columbia)
21	18	14	12 CRYSTAL GAYLE /Cry (WB)
28	21	17	13 EXILE /It'll Be Me (Epic)
19	17	15	14 KEITH WHITLEY /Ten Feet Away (RCA)
4	3	5	15 HANK WILLIAMS JR. /Country State Of Mind (WB/Curb)
23	20	18	16 ROSANNE CASH /Second To No One (Columbia)
33	25	19	17 EARL THOMAS CONLEY & ANITA POINTER /Too Many Times (RCA)
29	24	21	18 STEVE EARLE /Guitar Town (MCA)
1	7	13	19 CONWAY TWITTY /Desperado Love (WB)
34	26	23	20 SCHUYLER, KNOBLOCH & OVERSTREET /You Can't Stop Love (MTM)
38	29	24	21 LEE GREENWOOD /Didn't We (MCA)
41	31	27	22 RESTLESS HEART /That Rock Won't Roll (RCA)
36	28	26	23 MICKEY GILLEY /Doo-Wah Days (Epic)
—	35	28	24 RANDY TRAVIS /Diggin' Up Bones (WB)
2	6	16	25 EDDY RAVEN /Sometimes A Lady (RCA)
25	23	22	26 LACY J. DALTON /Working Class Man (Columbia)
40	33	29	27 SOUTHERN PACIFIC /A Girl Like Emmylou (WB)
27	22	20	28 OAK RIDGE BOYS /You Made A Rock Of A Rolling Stone (MCA)
39	34	31	29 SWEETHEARTS OF THE RODEO /Since I Found You (Columbia)
47	40	34	30 WILLIE NELSON /I'm Not Trying To Forget You (Columbia)
—	45	35	31 STEVE WARNER /Starting Over Again (MCA)
—	48	39	32 JUICE NEWTON /Cheap Love (RCA)
50	43	36	33 JOHN ANDERSON /Honky Tonk Crowd (WB)
8	13	30	34 DOON WILLIAMS /Heartbeat In The Darkness (Capitol)
—	46	37	35 BARBARA MANORELL /No One Mends A Broken Heart... (MCA)
BREAKER	44	42	40 MARIE OSMOND & PAUL DAVIS /You're Still New To Me (Capitol/Curb)
—	44	42	41 LYLE LOVETT /Father Down The Line (MCA/Curb)
BREAKER	—	—	38 JOHN SCHNEIDER /At The Sound Of The Tone (MCA)
43	41	36	39 RAY CHARLES /The Pages Of My Mind (Columbia)
BREAKER	—	—	40 GATLIN BROTHERS /She Used To Be Somebody's Baby (Columbia)
32	27	25	41 GARY MORRIS /Honeycomb (WB)
—	—	47	42 ANNE MURRAY /My Life's A Dance (Capitol)
—	—	46	43 MARTY STUART /All Because Of You (Columbia)
9	19	33	44 T.G. SHEPPARD /Strong Heart (Columbia)
—	—	48	45 CHARLY McCLAIN /So This Is Love (Epic)
11	16	32	46 MERLE HAGGARD /A Friend In California (Epic)
DEBUT	—	—	47 MICHAEL MARTIN MURPHEY /Fiddlin' Man (WB)
DEBUT	—	—	48 HOLLY DUNN /Daddy's Hands (MTM)
DEBUT	—	—	49 T. GRAHAM BROWN /Hell And High Water (Capitol)
DEBUT	—	—	50 BILLY JOE DYAL /I Miss You Already (Atlantic America)

Total Reports/Adds	Heavy	Medium	Light
160/0	143	15	2
160/0	122	37	1
151/0	126	18	7
149/1	121	21	7
159/1	104	50	5
157/0	104	45	8
148/1	103	39	6
149/0	112	27	10
160/0	86	72	2
140/0	100	37	3
150/2	78	66	6
159/1	68	90	1
158/3	35	114	9
146/1	64	70	12
135/1	85	38	12
148/2	42	97	9
153/2	26	112	15
143/4	42	79	22
113/0	63	33	17
150/5	23	96	31
153/11	10	105	38
153/10	10	104	39
136/2	10	106	20
151/16	15	86	50
112/0	59	34	19
119/1	37	62	20
138/10	9	86	43
116/0	22	72	22
131/13	4	79	48
117/11	7	70	40
126/16	3	63	60
124/24	2	51	71
117/12	4	66	47
71/0	29	22	20
120/15	2	50	68
116/27	5	39	72
102/13	6	51	45
111/27	2	38	71
77/3	6	38	33
102/30	2	34	66
73/0	8	44	21
84/18	2	27	55
74/14	3	31	40
51/0	9	27	15
74/8	2	33	39
43/0	12	20	11
69/25	1	21	47
66/16	0	14	52
52/35	2	6	44
60/13	0	14	46

MOST ADDED

- GEORGE STRAIT (39)
- T. GRAHAM BROWN (35)
- GATLIN BROTHERS (30)
- DOLLY PARTON (30)
- MARIE OSMOND & PAUL DAVIS (27)
- JOHN SCHNEIDER (27)
- MICHAEL MARTIN MURPHEY (25)
- JUICE NEWTON (24)
- RONNIE McDOWELL (23)
- SHELLY WEST (18)
- ANNE MURRAY (18)

HOTTEST

- RONNIE MILSAP (85)
- REBA McENTIRE (71)
- EDDIE RABBITT & JUICE NEWTON (52)
- JOHN CONLEE (45)
- HANK WILLIAMS JR. (45)
- NITTY GRITTY DIRT BAND (44)
- DWIGHT YOAKAM (42)
- FORESTER SISTERS (35)
- NICOLETTE LARSON (27)
- GIRLS NEXT DOOR (25)

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

JOHN SCHNEIDER

At The Sound Of The Tone (MCA)

On 69% of reporting stations. Rotations: Heavy 2, Medium 39, Light 71, Total Adds 27 including WTCR, WAJR, WCVR, WYNN, WSOC, KILT-FM, KLLL, WKSJ, WODR, KKYX, WIRK, WONE, WGEE, KCJB, WTHI, KTPK, KGHL, KYGO, KUPL, KIIM. Moves 42-38 on the Country chart.

MARIE OSMOND & PAUL DAVIS

You're Still New To Me (Capitol/Curb)

On 72% of reporting stations. Rotations: Heavy 5, Medium 39, Light 72, Total Adds 27 including WRKZ, WIXL, WKHX, WVMI, WCOS, KSSN, WAMZ, KYXX, KKYX, WQYK, WSLR, KJJY, WGEE, WFMS, KIOV, KGHL, KFMS, KMPS, KGA, KIIM. Moves 41-36 on the Country chart.

GATLIN BROTHERS

She Used To Be Somebody's Baby (Columbia)

On 63% of reporting stations. Rotations: Heavy 2, Medium 34, Light 66, Total Adds 30 including WCAO, WPOC, WRKZ, WIXL, WYII, WSOC, WCOS, KPLX, KLLL, WOKK, KKYX, WMNI, WGEE, WXCL, WLLR, KGHL, KKCS, KYGO, KWJY, KRAK. Moves 44-40 on the Country chart.

It Will Never Grow Old...

"You're Still New To Me" (5613)

MARIE OSMOND With PAUL DAVIS

From The Album "I Only Wanted You" ST-12516 Produced By: Paul Worley

Capitol Curb RECORDS

FULL-SERVICE AC

TOP 20

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Artist/Title
8	2	2	1 CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)
12	8	4	2 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)
2	1	1	3 MIAMI SOUND MACHINE/Words Get In The Way (Epic)
7	7	6	4 MIKE & THE MECHANICS/Taken In (Atlantic)
14	11	9	5 BERLIN/Take My Breath Away (Columbia)
11	9	8	6 MICHAEL McDONALD/Sweet Freedom (MCA)
6	5	7	7 LIONEL RICHIE/Dancing On The Ceiling (Motown)
20	12	10	8 NEIL DIAMOND/The Story Of My Life (Columbia)
4	3	3	9 DOUBLE/The Captain Of Her Heart (A&M)
1	4	5	10 PETER CETERA/Glory Of Love (Full Moon/WB)
—	17	13	11 EL DeBARGE/Love Always (Gordy/Arista)
—	15	15	12 BILLY OCEAN/Love Zone (Jive/Arista)
18	14	14	13 STEVE WINWOOD/Higher Love (Island)
—	—	18	14 GENESIS/Throwing It All Away (Atlantic)
—	19	17	15 AIR SUPPLY/Lonely Is The Night (Arista)
5	6	11	16 GORDON LIGHTFOOT/Anything For Love (WB)
BREAKER	17	17	17 ANITA BAKER/Sweet Love (Elektra)
BREAKER	18	18	18 PAUL SIMON/You Can Call Me Al (WB)
3	10	12	19 JEFFREY OSBORNE/You Should Be Mine (A&M)
DEBUT	20	20	20 MOODY BLUES/The Other Side Of Life (Polydor/PG)

AUGUST 29, 1986

Total Reports/Adds	Heavy	Medium	Light
47/0	43	4	0
45/1	37	8	0
45/0	35	8	2
40/1	27	9	4
38/2	21	15	2
36/0	26	10	0
36/0	28	6	2
40/0	19	16	5
37/0	23	11	3
36/0	18	13	5
34/1	14	16	4
34/4	11	21	2
29/2	14	13	2
36/11	2	23	11
32/5	7	17	8
28/0	13	11	4
25/5	5	14	6
28/8	1	17	10
25/0	7	12	6
21/4	2	9	10

HOTTEST

TOTO (15)
GENESIS (11)
GLADYS KNIGHT & BILL MEDLEY (9)
PAUL SIMON (8)
CYNDI LAUPER (7)
CARLY SIMON (7)

MOST ADDED

CARL ANDERSON & GLORIA LORING (37)
HUEY LEWIS & THE NEWS (27)
MIAMI SOUND MACHINE (25)
LIONEL RICHIE (20)
MIKE & THE MECHANICS (18)

BREAKERS

PAUL SIMON You Can Call Me Al (WB)

60% of our reporters on it. Rotations: Heavy 1, Medium 17, Light 10, Total Adds 8, WDBO, KJR, WELL, WGY, WGOV, WPOE, WGBR, WCIL. Moves 20-18 on the Full-Service chart.

ANITA BAKER Sweet Love (Elektra)

53% of our reporters on it. Rotations: Heavy 5, Medium 14, Light 6, Total Adds 5, WDBO, KHOW, WELL, WGY, WJBC. Moves 19-17 on the Full-Service chart.

NEW & ACTIVE

GLADYS KNIGHT & BILL MEDLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 22/9
Rotations: Heavy 1/1, Medium 8/2, Light 13/8, Total Adds 9, WWKB, WDBO, WSN, WTC, WJDX, WHBC, KSL, KTWO, KVEC. Medium including WFBR, WHBY, KUGN, WPOE, WGBR, WJBC. Light including WPRO, WCHS, WIBC, WMTR, WSTU, WASK.

MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 21/4
Rotations: Heavy 2/0, Medium 9/2, Light 10/2, Total Adds 4, WRVA, KBOI, KUGN, WGBR. Heavy: WFBR, KVEC. Medium including WWKB, WISN, KOY, KFMB, WJDX, WPOE, WMTR.

TOTO "It's Be Over You" (Columbia) 20/15
Rotations: Heavy 0, Medium 6/4, Light 14/11, Total Adds 15, WFBR, WCCO, WCC, WGOV, WJDX, WHBY, WPRO, KUGN, KSL, WWNR, WMTR, WCL, WASK, KFOD, KTWO. Medium including WPOE, KVEC.

GEORGE BENSON "Kisses In The Moonlight" (WB) 17/1
Rotations: Heavy 1/0, Medium 10/0, Light 8/1, Total Adds 1, WFOK. Heavy: WCCO. Medium: WISN, KFMB, WHBY, WSPD, KUGN, KSL, WPOE, WGBR, WJBC, KVEC.

SHEENA EASTON "So Far So Good" (EMI America) 17/1
Rotations: Heavy 0, Medium 11/0, Light 6/1, Total Adds 1, WCHS. Medium: WFBR, KFMB, WSPD, KSL, WWNR, WPOE, WTKO, WGBR, WJBC, KTWO, KVEC. Light including WCCO, WHBC, WPRO, WMTR, KFOD.

CYNDI LAUPER "True Colors" (Portrait/CBS) 16/7
Rotations: Heavy 1/0, Medium 8/2, Light 12/5, Total Adds 7, WWKB, WCHS, WELI, WGY, WJDX, KBOI, WWNR. Heavy: KTWO. Medium including WFBR.

BOB SEGER & THE SILVER BULLET BAND "H's You" (Capitol) 15/5
Rotations: Heavy 1/1, Medium 9/2, Light 5/2, Total Adds 5, WCC, WGY, KUGN, KSL, WASK. Medium including WFBR, WWKB, WCCO, WSPD, WWNR, WPOE, WTKO. Light including WHBC, WMTR, WGBR.

ANNE MURRAY "My Life's A Dance" (Capitol) 14/3
Rotations: Heavy 1/0, Medium 8/2, Light 4/1, Total Adds 3, WCHS, WPOE, KVEC. Heavy: WHBY. Medium including WISN, WTMJ, WCCO, KUGN, KSL, WJBC, KTWO.

WHITNEY HOUSTON "All At Once" (Arista) 13/2
Rotations: Heavy 3/0, Medium 6/0, Light 4/2, Total Adds 2, WDBO, WGOV. Heavy: WTC, WSPD, KSL. Medium: KHOW, KFMB, WPRO, KBOI, WASK, KVEC.

RONNIE MILSAP "In Love" (RCA) 13/1
Rotations: Heavy 3/0, Medium 5/0, Light 5/1, Total Adds 1, WCHS. Heavy: WTMJ, WHBY, KVEC. Medium: WISN, WCCO, WPOE, WGBR, WJBC.

CARLY SIMON "Coming Around Again" (Arista) 12/7
Rotations: Heavy 0, Medium 4/2, Light 8/5, Total Adds 7, WFBR, WCCO, WHBY, KBOI, KUGN, WSTU, WASK. Medium including KTWO, KVEC. Light including WJDX, WGBR, WJBC.

ROSIE VELA "Magic Smile" (A&M) 11/1
Rotations: Heavy 0, Medium 6/1, Light 5/0, Total Adds 1, KSL. Medium including WJDX, WSPD, KUGN, WPOE, WASK. Light: WCHS, WWNR, WTKO, WGBR, KFOD.

DAVE VALETH & ANGELA BOHLL "Can't Change My Heart" (GRP) 10/3
Rotations: Heavy 0, Medium 4/0, Light 6/3, Total Adds 3, WSN, WTKO, WJBC. Medium: WCCO, KUGN, WPOE, KVEC. Light including WHBY, WHBC, WGBR.

CRYSTAL GAYLE "Cry" (WB) 9/0
Rotations: Heavy 0, Medium 5/0, Light 4/0, Total Adds 0, Medium: WCCO, WHBY, WIBC, KTWO, KVEC. Light: WBA, WTKO, WJBC, KFOD.

DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 8/3
Rotations: Heavy 0, Medium 4/2, Light 4/1, Total Adds 3, KUGN, KSL, WWNR. Medium including WFBR, KVEC. Light including WPOE, WTKO, WGBR.

BILLY JOEL "A Matter Of Trust" (Columbia) 8/2
Rotations: Heavy 0, Medium 4/0, Light 4/2, Total Adds 2, WGOV, WSTU. Medium: WCC, WWNR, WPOE, WJBC. Light including WTKO, KTWO.

SIGNIFICANT ACTION

JAMES TAYLOR "Only A Dream In Rio" (Columbia) 7/4
Rotations: Heavy 0, Medium 3/2, Light 4/2, Total Adds 4, WCCO, WGBR, WTKO, KTWO. Medium including KVEC. Light including WPOE, WJBC.

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 7/1
Rotations: Heavy 0, Medium 4/0, Light 3/1, Total Adds 1, WHBY. Medium: WCCO, KUGN, WPOE, KVEC. Light including WGBR, WASK.

THOMPSON TWINS "Nothing In Common" (Arista) 6/1
Rotations: Heavy 0, Medium 0, Light 6/1, Total Adds 1, WPROK. Light including WJDX, WWNR, WMTR, WSTU, KTWO.

TEMPTATIONS "Lady Sult" (Berry/Motown) 6/0
Rotations: Heavy 0, Medium 3/0, Light 3/0, Total Adds 0, Medium: WFBR, WHBY, WWNR. Light: WCCO, WBA, WGBR.

TINA TURNER "Typical Male" (Capitol) 5/2
Rotations: Heavy 0, Medium 0, Light 5/2, Total Adds 2, WWNR, WPOE. Light including WCC, WMTR, WSTU.

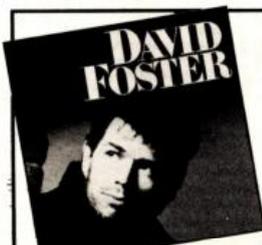
DAVID PACK "I Just Can't Let Go" (WB) 4/1
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WHBY. Medium: WFBR, KTWO. Light including WPOE.

NEW EDITION "Earth Angel" (MCA) 4/1
Rotations: Heavy 0, Medium 2/0, Light 2/1, Total Adds 1, WSN. Medium: WCL, KTWO. Light including WMTR.

LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 3/3
Rotations: Heavy 0, Medium 2/2, Light 1/1, Total Adds 3, WFBR, WTKO, KTWO.

JIMMY STEWART "Rainbow" (Black Hawk) 3/3
Rotations: Heavy 0, Medium 1/1, Light 2/2, Total Adds 3, WHBY, WPOE, KVEC.

JANET JACKSON "When I Think Of You" (A&M) 3/1
Rotations: Heavy 0, Medium 1/0, Light 2/1, Total Adds 1, WWNR. Medium: WPOE. Light including WTKO.



"WHO'S GONNA LOVE YOU TONIGHT"
(7:00-7:30)

AC BREAKER
CHART DEBUT 29

Produced by Humberto Gotico & David Foster



ON ATLANTIC RECORDS



"NEW YORK HOLD HER TIGHT"
(7:00-7:30)

37/4 - 37%
CONVERSION FACTOR +7

Produced by Ahmet Ertegun

ADULT CONTEMPORARY

BREAKERS

TOTO

I'll Be Over You (Columbia)

67% of our reporters on it. Rotations: Heavy 0, Medium 31, Light 37, Total Adds 38 including WHTX, WSB-FM, KVIL, 2WD, W101, WARM98, WMYX, KMJI, KKLT. Debuts at number 20 on the AC chart.

CYNDI LAUPER

True Colors (Portrait/CBS)

66% of our reporters on it. Rotations: Heavy 1, Medium 38, Light 28, Total Adds 31 including WHTX, WSB-FM, KVIL, WOMC, KYKY, KKLT, KEZR. Debuts at number 19 on the AC chart.

CARLY SIMON

Coming Around Again (Arista)

64% of our reporters on it. Rotations: Heavy 0, Medium 33, Light 32, Total Adds 30 including WSNI, KVIL, 2WD, W101, WOMC, KGW, KHYL, KIFM, KGMG. Debuts at number 21 on the AC chart.

DAVID FOSTER

Who's Gonna Love You Tonight (Atlantic)

51% of our reporters on it. Rotations: Heavy 3, Medium 25, Light 24, Total Adds 8, WRKA, WAVE, KCIX, WWMJ, WGSV, KWEB, WJON. Debuts at number 29 on the AC chart.

NEW & ACTIVE

JANET JACKSON "When I Think Of You" (A&M) 47/12

Rotations: Heavy 2/0, Medium 21/2, Light 24/10, Total Adds 12, KOST, KEZR, KEY103, WXTX, WIVY, WNAM, KQ99, WGSV, WKYX, WJON, WBOW, KMGQ. Heavy: KYKY, KDUK. Medium including WHTX, WAE, V100, WSFL, WWMJ, WGLL, WSKI.

BILLY JOEL "A Matter Of Trust" (Columbia) 44/8

Rotations: Heavy 3/0, Medium 27/1, Light 14/7, Total Adds 8, B100, WEZS, K10A, WENS, WQHO, WAEV, WMTFM, KMGQ. Heavy: WSKY, WCKO, KALE. Medium including WSNI, KVIL, KIFM, WKYE, KEY103, WAVE, KRAV, KDUK, KGMG, WEIM.

DAVID PACK "I Just Can't Let Go" (WB) 41/21

Rotations: Heavy 0, Medium 15/4, Light 25/17, Total Adds 21 including WNIC, KGW, KIFM, WAE, WRKA, WFL, WAVE, K10A, KGMG, WCHV, WEIZ, WAGE, KMGQ. Medium including WARM98, WMYX, KHYL, WQHO, WSKY, WCKO, WMTFM.

DAVE ADAMS "Dancin' In My Sleep" (Elektra) 40/7

Rotations: Heavy 0, Medium 19/1, Light 21/6, Total Adds 7, WAVE, K10A, WTRX, KGMG, WCHV, WXUS, WJON. Medium including KOST, KIFM, KEZR, WAE, WMG, KDUK, WGLL, WSKI, WCKO, WGSV, WORG, WZLO, KALE.

DOWNES & PRICE "New York Hold Her Tight" (Atlantic) 37/4

Rotations: Heavy 0, Medium 13/0, Light 24/4, Total Adds 4, WEIZ, WMTFM, KFSB, KYJC. Medium: WAVE, K10A, WEIM, WGLL, WSKI, WTNV, WCHV, WAHR, WORG, KTYL, WJON, WBOW, KQSW.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 HUEY LEWIS & THE NEWS	100/0	93	7	0
2 CARL ANDERSON & GLORIA LORING	97/1	89	8	0
3 LIONEL RICHIE	94/1	81	11	2
4 BERLIN	92/0	75	16	1
5 AMITA BAKER	99/6	65	27	7
6 MIAMI SOUND MACHINE	87/0	64	17	6
7 STEVE WINWOOD	87/0	70	17	0
8 MIKE & THE MECHANICS	90/0	68	18	4
9 BILLY OCEAN	95/1	59	33	3
10 GENESIS	98/8	35	48	15
11 EL DeBARGE	93/5	36	45	12
12 MICHAEL McDONALD	82/0	48	30	4
13 AIR SUPPLY	93/5	14	62	17
14 NEIL DIAMOND	83/1	24	47	12
15 MOODY BLUES	79/6	20	51	8
16 DOUBLE	67/0	21	37	9
17 PETER CETERA	61/0	24	24	13
18 PAUL SIMON	74/6	13	44	17
19 CYNDI LAUPER	67/31	1	38	28
20 TOTO	68/38	0	31	37
21 CARLY SIMON	65/30	0	33	32
22 ROSIE VELA	60/3	10	40	10
23 DARYL HALL	56/1	16	30	10
24 JEFFREY OSBORNE	45/0	3	29	13
25 GORDON LIGHTFOOT	47/0	7	31	9
26 BOB SEGER & THE SILVER BULLET BAND	57/7	7	33	17
27 THOMPSON TWINS	57/0	5	39	13
28 ROO STEWART	37/0	2	26	9
29 DAVID FOSTER	52/8	3	25	24
30 BILLY JOEL	44/8	3	27	14

MOST ADDED

- TOTO (38)
- CYNDI LAUPER (31)
- CARLY SIMON (30)
- CHRIS DeBURGH (21)
- LEVEL 42 (21)
- DAVID PACK (21)
- TINA TURNER (14)
- JANET JACKSON (12)
- GLADYS KNIGHT & BILL MEDLEY (9)
- DAVID FOSTER (8)
- GENESIS (8)
- BILLY JOEL (8)

HOTTEST

- HUEY LEWIS & THE NEWS (80)
- CARL ANDERSON & GLORIA LORING (71)
- LIONEL RICHIE (54)
- BERLIN (49)
- STEVE WINWOOD (37)
- MIAMI SOUND MACHINE (32)
- MIKE & THE MECHANICS (30)
- MICHAEL McDONALD (26)
- AMITA BAKER (22)
- BILLY OCEAN (17)

PATTI LABELLE "Oh, People" (MCA) 37/1

Rotations: Heavy 3/0, Medium 19/0, Light 15/1, Total Adds 1, WKYX, Heavy: WEIM, WCHV, KQSW. Medium including WHTX, KVIL, WFSM, WKYE, WMG, KDUK, WWMJ, WSKI, WTNV, WSKY, WORG, KTYL, WJON, KKL, KYJC, KALE.

SHEENA EASTON "So Far So Good" (EMI America) 30/0

Rotations: Heavy 3/0, Medium 15/0, Light 12/0, Total Adds 0, Heavy: WJON, KQSW, KALE. Medium: WARM98, KGW, WAE, K10A, KDUK, KKUA, WWMJ, WEIM, WGLL, WSKI, WQHO, WCKO, WGSV, 194, KFSB.

TINA TURNER "Tukka" (Capitol) 26/14

Rotations: Heavy 0, Medium 6/3, Light 20/11, Total Adds 14, KEZR, WKYE, WRKA, WNAM, KDUK, KGMG, WMMJ, WSKI, WCHV, WORG, WZLO, WFFX, KTYL, K99. Medium including V100, WMG, KALE.

TEMPTATIONS "Lady Soul" (Gordy/Motown) 26/1

Rotations: Heavy 0, Medium 10/0, Light 16/1, Total Adds 1, KKL, V, Medium: WSFL, K10A, WMG, WSKY, WCHV, WORG, WAEV, WMTFM, WJON, KALE. Light including WRKA, WNAM, KQ99, KDUK, WKN, WSKI, WEIZ, WKYX, WZLO.

SIGNIFICANT ACTION

ROBERT PALMER "I Didn't Mean To Turn You On" (Island/WB) 24/2

Rotations: Heavy 0, Medium 11/0, Light 13/2, Total Adds 2, WIVY, KKL, V, Medium: V100, WKYE, K10A, W/EM, WSKI, WPPA, WCKO, WCHV, KTYL, KQSW, KALE. Light including WAE, WFSM, WAVE, KDUK, WSKY, WORG, WAEV.

BELINDA CARLISLE "Mad About You" (IRS/MCA) 24/0

Rotations: Heavy 3/0, Medium 9/0, Light 12/0, Total Adds 0, Heavy: WMMJ, KEY103, WAVE. Medium: KVIL, WNIC, B100, WIVY, WING, WMG, WHNN, KRAV, WZLO. Light including WLT, KYKY, WRKA, KQ99, WENS, KVIU, WFFX, K99.

DAVE VALETIN & ANGELA BDFILL "Can't Change My Heart" (GRP) 22/4

Rotations: Heavy 0, Medium 4/0, Light 18/4, Total Adds 4, WAE, KDUK, WBOW, KQSW. Medium: WKN, WCHV, WMTFM, WJON. Light including KIFM, WAVE, WNAM, W/EM, WQHO, WSKY, WORG, WKYX, WZLO, WXUS, KKL, KMGQ.

GEORGE BENSON "Kisses In The Moonlight" (WB) 22/3

Rotations: Heavy 0, Medium 14/0, Light 8/3, Total Adds 3, WLTS, WQHO, WJON. Medium: WPK, KOST, KGW, KIFM, WAVE, WCHV, WORG, WFFX, WMTFM, KKL, KYJC, KQSW, KMGQ, KALE.

LEVEL 42 "Leaving Me Now" (Polydor/PolyGram) 21/21

Rotations: Heavy 0, Medium 3/3, Light 18/18, Total Adds 21, KVIL, WAE, WMMJ, WGLL, WSKI, WQHO, WPPA, WSKY, WCKO, WCHV, WAGE, WORG, WAEV, WZLO, KTYL, WXUS, WBOW, KKL, KQSW, KMGQ, KALE.

CHRIS DeBURGH "The Lady In Red" (A&M) 21/21

Rotations: Heavy 0, Medium 1/1, Light 20/20, Total Adds 21, WAE, WNAM, W/EM, WGLL, WSKI, WQHO, WSKY, WCKO, WCKO, WCHV, WORG, WKYX, WAEV, WZLO, KTYL, WMTFM, WJON, WBOW, KKL, KQSW, KALE.

GLADYS KNIGHT & BILL MEDLEY "Loving On Borrowed Time" (Scotti Bros./CBS) 21/9

Rotations: Heavy 0, Medium 4/0, Light 17/9, Total Adds 9, WNIC, WTRX, KDUK, WCKO, WORG, WZLO, WMTFM, KFSB, KQSW. Medium: WKYE, WEIM, WCHV, WAHR. Light including KVIL, WAE, WNAM, WQHO, WAEV, WBOW, KKL, KYJC.

LUTHER VANDROSS "Give Me The Reason" (Epic) 19/3

Rotations: Heavy 1/0, Medium 5/0, Light 13/3, Total Adds 3, WLT, WFK, WHNN. Heavy: WJON. Medium: KOST, WEIM, KQSW, KMGQ, KALE. Light including WLTS, WAVE, WTRX, KGMG, WSKI, WSKY.

LOVERBOY "Heaven In Your Eyes" (Columbia) 17/6

Rotations: Heavy 1/0, Medium 4/1, Light 12/5, Total Adds 6, WQHO, WZLO, KTYL, KKL, KYJC, KALE. Heavy: KQSW. Medium including V100, WMMJ, WCKO. Light including WFSM, K106, U102, KDUK, WSKY, WAEV, K99.

JAMES TAYLOR "Only A Dream In Rio" (Columbia) 11/5

Rotations: Heavy 0, Medium 1/0, Light 10/5, Total Adds 5, KIFM, WEIM, WAGE, WAEV, KQSW. Medium: KALE. Light including WAVE, WAHR, WORG, WZLO, KTYL.

BLDW MONKEYS "Wicked Ways" (RCA) 10/1

Rotations: Heavy 0, Medium 3/0, Light 7/1, Total Adds 1, WORG. Medium: WEIM, KQSW, KALE. Light including WSKI, WQHO, WSKY, WZLO, KTYL, KKL.

REGINA "Baby Love" (Atlantic) 10/1

Rotations: Heavy 1/0, Medium 5/0, Light 3/1, Total Adds 1, K99. Heavy: WMMJ. Medium: B100, V100, WXTX, KLT, WQHO, WPPA. Light including K106, WIVY.

VAN MORRISON "Ivory Tower" (Polydor/PolyGram) 10/0

Rotations: Heavy 0, Medium 4/0, Light 6/0, Total Adds 0, Medium: WAVE, WEIM, KQSW, KALE. Light: WSKY, WCKO, WZLO, WMTFM, WJON, KMGQ.

PETER GABRIEL "In Your Eyes" (Geffen) 9/4

Rotations: Heavy 1/0, Medium 3/1, Light 5/3, Total Adds 4, B100, WMMJ, WQHO, WSKY. Heavy: KOST. Medium including KIFM, KKUA, Light including WAE, KWAV.

J.D. SOUTHER & NANCY SHANKS "Step By Step" (EMI America) 9/2

Rotations: Heavy 0, Medium 3/0, Light 6/2, Total Adds 2, WGSV, WKYX. Medium: WPK, WEIM, KALE. Light including KWAV, WQHO, KKL, KQSW.

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RADIO & RECORDS

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AOR ALBUMS

159 REPORTS

AUGUST 29, 1986

Three Two Last
Weeks Weeks Weeks

1	2	2	1	STEVE WINWOOD/Back In The High Life (Island/WB)
2	1	1	2	GENESIS/Invisible Touch (Atlantic)
3	3	3	3	PETER GABRIEL/So (Geffen)
DEBUT →				
4	8	5	4	HUEY LEWIS & THE NEWS/Fore! (Chrysalis)
5	5	4	6	EDDIE MONEY/Can't Hold Back (Columbia)
6	5	4	6	DAVID LEE ROTH/Eat 'Em And Smile (WB)
11	9	8	7	R.E.M./Lifes Rich Pageant (IRS/MCA)
4	4	5	8	EURYTHMICS/Revenge (RCA)
10	10	10	9	DARYL HALL/Three Hearts In The Happy... (RCA)
6	6	7	10	VAN HALEN/5150 (WB)
17	12	11	11	BILLY JOEL/The Bridge (Columbia)
15	14	13	12	BOB SEGER & THE SILVER.../Like A Rock (Capitol)
7	7	9	13	NEIL YOUNG/Landing On Water (Geffen)
30	24	19	14	DAVID & DAVID/Boomtown (A&M)
29	23	15	15	BONNIE RAITT/Nine Lives (WB)
16	16	16	16	TRIUMPH/The Sport Of Kings (MCA)
8	11	12	17	FIXX/Walkabout (MCA)
23	21	18	18	GEORGE THOROGOOD & DESTROYERS/Live (EMI America)
21	16	14	19	GLASS TIGER/The Thin Red Line (Manhattan)
20	23	23	20	BON JOVI/Slippery When Wet (Mercury/PG)
9	17	17	21	38 SPECIAL/Strength In Numbers (A&M)
31	29	25	22	ICEHOUSE/Measure For Measure (Chrysalis)
35	31	26	25	FABULOUS THUNDERBIRDS/Tuff Enuff (CBS Associated)
24	28	28	24	DON JOHNSON/Heartbeat (Epic)
26	27	27	25	BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)
40	38	34	26	SMITHEREENS/Especially For You (Enigma)
34	34	32	27	INXS/Listen Like Thieves (Atlantic)
DEBUT →				
16	25	30	29	PAUL SIMON/Graceland (WB)
24	22	22	30	TOM COCHRANE & RED RIDER/Tom Cochrane & Red Rider (Capitol)
36	33	31	31	ALVIN LEE/Detroit Diesel (21/Atco)
14	15	21	32	TOP GUN/Soundtrack (Columbia)
28	32	33	33	ZZ TOP/Afterburner (WB)
12	13	20	34	ROD STEWART/Rod Stewart (WB)
19	20	29	35	GTR/GTR (Arista)
19	20	29	35	VAN MORRISON/No Guru, No Method, No Teacher (Mercury/PG)
18	18	24	37	CINDERELLA/Night Songs (Mercury/PG)
18	18	24	37	BOB DYLAN/Knocked Out Loaded (Columbia)
DEBUT →				
36	28	35	39	PETE TOWNSHEND/Deep End (Atco)
28	28	35	39	MOODY BLUES/The Other Side Of Life (Polydor/PG)
DEBUT →				
36	28	35	39	RAINMAKERS/The Rainmakers (Mercury/PG)

	Total Reports/Adds	Power	Heavy	Medium
"Split" (132) "Freedom" (67) "Take It" (59)	157+/0	59-	142=	15+
"Throwing" (144) "Land" (67) "Deep" (44)	155+/0	54-	139-	14+
"Eyes" (150) "Rain" (41) "Big" (20)	154+/2	54+	134+	17+
"Hip" (88) "Jacob's" (79) "Stuck" (71)	148 /17	25	116	29
"Take" (142) "We Should" (12) "Endless" (5)	142+/1	48+	123+	19-
"Tobacco" (103) "Goin'" (49) "Ladies" (37)	120-/0	12-	78-	41+
"Fall" (139) "These" (5) "What If" (5)	141+/3	15+	82+	56-
"Missionary" (99) "Tomorrow" (33) "Thorn" (10)	123-/1	27-	96-	24-
"Dreamtime" (115) "Born" (5) "Someone" (4)	119=/1	35+	91+	25-
"Summer" (70) "Love" (67) "Dreams" (9)	110-/2	20-	80-	26+
"Trust" (104) "Baby Grand" (11) "Running" (10)	115=/2	22+	74+	38-
"It's You" (120) "Aftermath" (9) "Rock" (2)	126+/9	10=	66+	57-
"Touch" (101) "Weight" (32) "Hippie" (5)	115-/2	7-	43-	67-
"Welcome" (128) "Swallowed" (7) "Easy" (4)	136+/9	5+	36+	91-
"No Way" (121) "Crime" (9) "Fool" (6)	127+/4	6-	35+	87+
"Somebody's" (127) "Tears" (4) "Stand" (4)	127+/0	7+	36+	86-
"Built" (111) "Chase" (8) "Secret" (5)	115-/0	8-	49-	63+
"Reelin'" (124) "Bourbon" (6) "Bone" (5)	126+/5	3+	29+	80-
"Don't Forget" (101) "Thin Red" (3) "I Will" (1)	106-/4	15-	63-	38+
"You Give Love" (105) "Wanted" (6) "Livin'" (4)	107+/2	3+	25+	74=
"Heart's" (72) "Somebody" (29) "Has There" (1)	89-/5	4-	43-	42+
"Cross" (107) "Angel" (4) "Promises" (3)	114+/11	2+	16=	81+
"Look" (103) "Wrap" (8) "Amnesia" (2)	108+/5	1=	15=	88+
"Heartbeat" (97) "Heartache" (6) "Voice" (2)	102=/6	4+	28+	63-
"The Way It Is" (61) "Kiss" (23) "Down" (5)	77+/10	5+	27+	45+
"Blood" (85) "Behind" (4) "Lonely Place" (4)	91+/19	0-	16+	60+
"Kiss The Dirt" (88)	88+/9	1-	15=	59+
"You Can" (63) "Graceland" (9) "Diamonds" (3)	66 /6	4	27	31
"The Untouchable" (38) "Boy" (30) "River" (3)	62-/6	4-	19-	40+
"Detroit" (74) "Talk" (3) "Shot" (2)	77-/0	1-	14-	57-
"Playing" (44) "Heaven" (26) "Breath" (7)	54-/1	6-	27+	24-
"Velcro Fly" (54) "Woke Up" (1) "Planet" (1)	56-/0	9-	26-	28-
"Heartache" (57) "A Night" (5) "Red Hot" (5)	68=/6	2+	10-	54+
"The Hunter" (64) "Heart" (1) "Here I Wait" (1)	65-/0	1-	24-	38-
"Ivory Tower" (46) "Warm Feeling" (5) "Back" (4)	47-/0	3-	21-	23-
"Shake Me" (64) "Nobody's Fool" (5)	67+/3	0-	7+	51+
"Got My Mind" (51) "Ramble" (9) "Brownsville" (5)	60-/1	1=	8-	42-
"Barefootin'" (32) "Fire" (24) "Spell" (7)	53 /53	1	4	42
"Other Side" (39) "Wildest" (3) "Care" (1)	40-/2	4=	16-	21-
"People" (51) "Downstream" (3) "Rockin'" (2)	54+/7	1=	9+	27+

BREAKERS.

HUEY LEWIS & THE NEWS
Fore! (Chrysalis)
93% of our reporters on it.

NEW & ACTIVE

ROBERT PALMER "Riptide" (Island) 46/7 (40/12)
Adds: DC101, W100, WOUR, KNCN, KNCY, WRKI, KOWB. Powers 3. Heavy 15 including CHOM, WMMR, KROD, 91X, WLIR, WAPL, WSKS, WWCX, WWCT, KZEL. Medium 28 including WNEW, Q107, KSRR, WZZO, WJHA, WHEB, WRXL, WTUE, WBLM, WWWV.

F.M.U.K. "Indiscreet" (Portrait/CBS) 44/17 (27/5)
Adds including WLUP, WTPA, WEZX, WAOX, WOUR, KNCN, WRQK, WRKI, KTYD. Heavy 1. KSPN. Medium 27 including KORS, KGON, KINK, WHCN, WHEB, WLAV, KMDD, KILQ, KZEL, KLPX.

GREAT WHITE "Shot In The Dark" (Capitol) 41/8 (36/5)
Adds: WHJY, KZEW, WYFN, WOFM, KROR, KFMZ, KOWB, WCXT. Heavy 2. KORS, KZEL. Medium 25 including KUPD, KGB, KOMÉ, WHEB, WOUR, KISS, WIOT, KILQ, KMBY, KOZZ.

HONEYMOON SUITE "The Big Prize" (WB) 41/6 (40/0)
Adds: KUPD, KZAP, KOMÉ, WCMF, KLPX, KZOO. Powers 3. Heavy 4. WWCT, KZEL, KRIX, WZZO. Medium 31 including KSRR, WSHS, WBNB, KBPI, KGB, WHEB, WEZX, WOUR, WAAF, WOMF.

TIMBUK3 "Greetings From Timbuk3" (IRS/MCA) 36/15 (20/7)
Adds including KYYS, WHCN, WLIR, CHEZ, WHEB, WEZX, WOUR, WAAF, KNCN, WRUF. Powers 1. Heavy 6 including WBCN, KZEW, WHFS, KZEL, KTCL. Medium 14 including WART, KBGO, 91X, KLBJ, WMMY, KILQ, WXRC, KSPN.

JOURNEY "Raised On Radio" (Columbia) 34/18 (18/7)
Adds including KSRR, KBPI, KGB, WIMZ, WWCT, KMDD, KZEL, KRSP, KLPX, WRKI. Heavy 5 including WHJY, KISW, WFLR. Medium 24 including WBAB, KUPD, KGON, WCCO, WAAF, KKDJ, KDKJ, KMBY, KROU.

OUT OF BOUNDS "Soundtrack" (IRS/MCA) 34/11 (24/20)
Adds including WBAB, WEZX, KMJX, WDJZ, KISS, WAPL, KMDD, KJJK, KRIX, KOWB. Heavy 2. KFMG, KQGL. Medium 24 including WHJY, 91X, KROR, KOMÉ, WHEB, WAAF, WYLV, KLPX, WRUF.

JACKSON BROWNE "Lives In The Balance" (Asylum) 31/2 (33/6)
Adds: KROR, KOMÉ. Heavy 3. KINK, KLBJ, KZEL. Medium 22 including WMMR, KZEW, WRIF, KBGO, WLAV, KDKJ, KMBY, WWWV, WRUF, KWHL.

IT BITES "The Big Lad In The Windmill" (Geffen) 24/3 (22/7)
Adds: WPKX, WLAV, WCPZ. Powers 1. Heavy 3. KTGZ, WHMD, KSPN. Medium 14 including KAZY, WHCN, WHITE, WFTV, WDJZ, WONE, WRQK, WMMY, KKDJ.

DANNY WILDE "The Boyfriend" (Island) 24/3 (25/5)
Adds including WIZN, KSOY. Powers 1. Heavy 6. KGB, WHEB, WMMY, KZEL, KRIX, KROU. Medium 14 including WYFN, WLLZ, KORS, WTPA, KISS, WAKÉ, KATT, KDKJ, KMBY, WRUF.

Continued on Page 63

BIG COUNTRY

The New 12"

One Great Thing
On Your Desk Now!

PolyGram Rocks Radio
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The MOST TALKED-ABOUT
debut record...

TIMBUK 3

THE FUTURE'S
SO BRIGHT,
I GOTTA WEAR
SHADES



"A veritable suckaahh!!!"
JEFF NAUMANN,
RCA RECORDS NATIONAL
AOR PROMOTION DIRECTOR

Radio is adding it—
and getting response.

WBCN: "When this year comes to an end, and we start looking back, TIMBUK 3's debut is going to be a very serious contender for 1986's top ten. This debut has it all—excitement, musical value and uniqueness!"—**BOB KRANES**

KMET: "TIMBUK 3 was made for KMET and any other station that wants to rock and win!"
—**JUDY MCNUTT**

WMRY: "Not only will this song generate immediate phones, but the next time someone asks you how you're doing, you'll have the answer."
—**TED HABECK**

KTXQ: "THE FUTURE'S SO BRIGHT, I GOTTA WEAR SHADES" is the most quoted phrase I hear in KTXQ's hallways these days. We all love it. It's ZEN Rock and Roll!"—**REDBEARD**

WBAB: "I'm flabbergasted by the name of the band, the song titles, the caliber of the songs—anything and everything about TIMBUK 3. Another candidate for my personal Top Ten for the year. Deez Cats Be Cool!"—**RALPH TORTORA**

KZEL: "SHADES" will take you back to school... absolute fun music and the best LYRICS of the summer."—**RUSTY KIMBALL**

KILO: "This song's an 'A' and TIMBUK 3's LP makes the grade."—**ALAN WHITE**

WDHA: "The future's so bright for TIMBUK 3, all of New Jersey needs shades!"—**MIKE BOYLE**

WZZQ: "The record's a sure-fire cure for the back-to-school blues!"—**DAN MICHAELS**

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RADIO & RECORDS NATIONAL AIRPLAY

AOR TRACKS

159 REPORTS

Rank	Two Weeks Ago	Last Week	Artist/Track	Total Reports/Adds	Power	Heavy	Medium
4	3	2	1 PETER GABRIEL/In Your Eyes (Geffen)	150 +/5	53 +	130 +	16 =
1	1	1	2 GENESIS/Throwing It All Away (Atlantic)	144 -/0	52 -	129 =	12 -
10	6	3	3 EDDIE MONEY/Take Me Home Tonight (Columbia)	142 +/1	48 +	123 +	19 -
6	5	4	4 STEVE WINWOOD/Split Decision (Island/WB)	132 +/3	38 -	98 -	32 +
—	—	12	5 JOHN FOGERTY/Eye Of The Zombie (WB)	140 +/17	17 +	83 +	55 -
12	9	8	6 R.E.M./Fall On Me (IRS/MCA)	139 +/3	15 +	82 +	54 -
11	8	7	7 DARYL HALL/Dreamtime (RCA)	115 -/0	35 +	90 +	23 -
—	—	14	8 TALKING HEADS/Wild Wild Life (Sire/WB)	140 -/5	17 +	77 +	58 -
40	26	16	9 BOB SEGER & THE SILVER.../It's You (Capitol)	120 +/10	9 +	63 +	56 -
2	4	6	10 EURYTHMICS/Missionary Man (RCA)	99 -/0	26 -	82 -	15 -
26	19	15	11 BILLY JOEL/A Matter Of Trust (Columbia)	104 -/2	21 +	69 +	32 -
13	11	11	12 DAVID LEE ROTH/Tobacco Road (WB)	103 -/1	11 +	69 -	33 -
30	18	17	13 TRIUMPH/Somebody's Out There (MCA)	127 +/1	7 +	36 +	86 -
19	13	13	14 FIXX/Built For The Future (MCA)	111 -/0	7 +	47 -	63 =
35	27	22	15 DAVID & DAVID/Welcome To The Boomtown (A&M)	128 +/9	5 +	35 +	84 -
34	24	20	16 BONNIE RAITT/No Way To Treat A Lady (WB)	121 +/3	6 -	33 +	83 +
22	15	14	17 GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	101 -/3	15 -	62 -	35 +
28	22	21	18 GEORGE THOROGOOD.../Reelin' & Rockin' (EMI America)	124 +/4	3 +	29 +	79 -
9	7	10	19 NEIL YOUNG/Touch The Night (Geffen)	101 -/2	7 -	41 -	54 -
DEBUT	DEBUT	20	20 HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	88 /88	5	45	39
DEBUT	DEBUT	21	21 RIC OCASEK/Emotion In Motion (Geffen)	114 /114	1	20	84
36	32	24	22 BON JOVI/You Give Love A Bad Name (Mercury/PG)	105 +/2	3 +	25 +	73 =
DEBUT	DEBUT	23	23 HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	79 /79	5	48	29
53	42	29	24 ICEHOUSE/Cross The Border (Chrysalis)	107 +/12	2 +	16 +	75 +
—	—	27	25 DON JOHNSON/Heartbeat (Epic)	97 -/5	4 +	27 +	60 -
3	2	5	26 HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	71 -/2	15 -	59 -	10 -
7	10	18	27 VAN HALEN/Love Walks In (WB)	67 -/0	16 -	55 -	8 +
—	—	31	28 FABULOUS THUNDERBIRDS/Look At That... (CBS Associated)	103 +/8	0 =	13 +	85 +
31	29	28	29 VAN HALEN/Summer Nights (WB)	70 +/4	3 =	35 -	30 +
—	—	45	30 STEVE WINWOOD/Freedom Overspill (Island)	67 +/24	7 +	36 +	30 +
38	37	32	31 INXS/Kiss The Dirt (Falling... (Atlantic)	88 +/9	1 -	15 -	59 +
32	30	30	32 GENESIS/Land Of Confusion (Atlantic)	67 -/1	2 -	23 -	42 +
52	46	40	33 SMITHEREENS/Blood & Roses (Enigma)	85 +/17	0 -	16 +	56 +
56	48	36	34 38 SPECIAL/Heart's On Fire (A&M)	72 +/10	2 -	27 =	40 +
45	40	35	35 STEVE WINWOOD/Take It As It Comes (Island/WB)	59 +/7	3 =	26 -	33 +
DEBUT	DEBUT	36	36 HUEY LEWIS & THE NEWS/I Know What I Like (Chrysalis)	63 /63	2	30	28
17	16	23	37 ZZ TOP/Velcro Fly (WB)	54 -/0	9 -	25 -	28 -
48	41	39	38 PAUL SIMON/You Can Call Me Al (WB)	63 +/4	4 -	26 +	30 -
14	12	19	39 GTR/The Hunter (Arista)	64 -/1	1 -	24 -	37 -
27	25	25	40 ALVIN LEE/Detroit Diesel (21/Atco)	74 -/0	0 -	13 -	55 -
—	—	49	41 BRUCE HORNSBY & THE RANGE/The Way It Is (RCA)	61 +/14	4 +	16 +	39 +
41	47	42	42 DAVID LEE ROTH/Goin' Crazy (WB)	49 +/8	0 -	17 -	32 +
50	45	44	43 CINDERELLA/Shake Me (Mercury/PG)	64 -/3	0 -	6 +	49 -
DEBUT	DEBUT	44	44 HUEY LEWIS & THE NEWS/Whole Lotta Lovin' (Chrysalis)	53 /53	1	19	30
5	17	33	45 STEVE WINWOOD/Higher Love (Island)	38 -/1	8 -	31 -	3 =
23	36	43	46 MOODY BLUES/The Other Side Of Life (Polydor/PG)	39 -/2	4 =	16 -	21 -
—	—	50	47 ROD STEWART/Another Heartache (WB)	57 +/9	1 +	6 -	47 +
47	50	48	48 GENESIS/In Too Deep (Atlantic)	44 +/3	3 -	14 =	27 +
20	21	34	49 VAN MORRISON/Ivory Tower (Mercury/PG)	46 -/0	2 -	20 -	23 -
15	28	37	50 PETER GABRIEL/Red Rain (Geffen)	41 -/1	0 -	19 -	20 -
24	23	26	51 BOB DYLAN/Got My Mind Made Up (Columbia)	51 -/1	1 =	7 -	35 -
—	—	60	52 TINA TURNER/Typical Male (Capitol)	44 +/10	5 +	13 +	29 +
—	—	57	53 ROBERT PALMER/I Didn't Mean To Turn You On (Island)	45 +/7	3 +	15 +	27 +
—	—	54	54 KENNY LOGGINS/Playing With The Boys (Columbia)	44 +/3	1 =	14 +	29 -
—	—	59	55 RAINMAKERS/Let My People Go-Go (Mercury/PG)	51 +/6	1 =	8 +	25 +
—	—	54	56 DAVID LEE ROTH/Ladies Nite In Buffalo (WB)	37 -/0	0 =	12 -	24 -
18	31	41	57 TOM COCHRANE & RED RIDER/Boy Inside The Man (Capitol)	30 -/0	4 -	13 -	17 -
25	34	38	58 38 SPECIAL/Somebody Like You (A&M)	29 -/0	2 -	20 -	8 -
42	44	52	59 BEAT FARMERS/Riverside (MCA/Curb)	41 -/0	1 =	6 -	26 -
DEBUT	DEBUT	60	60 PAUL McCARTNEY/Angry (Capitol)	44 +/15	0 =	5 +	31 +

BREAKERS

RIC OCASEK
Emotion In Motion (Geffen)
72% of our reporters on it.

AOR TRACKS

MOST ADDED

RIC OCASEK/Emotion (114)
HUEY LEWIS & THE NEWS/Hip (88)
HUEY LEWIS & THE NEWS/Jacob's (79)
HUEY LEWIS & THE NEWS/Know (53)
HUEY LEWIS & THE NEWS/Whole (53)
CHICAGO/25 (42)
PETE TOWNSHEND/Barefootin' (32)
PETE TOWNSHEND/Fire (24)
STRAY CATS/Rocker (24)
STEVE WINWOOD/Freedom (24)

HOTTEST

PETER GABRIEL/Eyes (53)
GENESIS/Throwing (52)
EDDIE MONEY/Take (48)
STEVE WINWOOD/Spilt (38)
DARYL HALL/Dreamtime (35)
EURYTHMICS/Missionary (26)
BILLY JOEL/Trust (21)
JOHN FOGERTY/Eye (17)
TALKING HEADS/Whid (17)
VAN HALEN/Walks (16)

CHART CLIMBERS

HUEY LEWIS & THE NEWS "Hip To Be Square" (Chrysalis) 88/88 (0/0)

Adds including WIYY, WBAB, WXRK, WQVE, DC101, WKLS, KTQX, WLUP, WXRT, WLVO, Heavy 45 including WMMR, WHYY, KZEW, WRIF, KUPD, KFOG, KROR, WZZO, WHCN, WEZX, Medium 39 including KGDN, KZAP, KGB, WPHY, KNCN, WDJZ, WBA, WIOT, KICT, KOZZ, Debut at #20

INXS "Kiss The Dirt (Falling...)" (Atlantic) 88/9 (83/14)

Adds: KSJO, WAPL, WXL, KPFI, KRSP, KFMX, WKLT, WZZO, KTCL, Heavy 15 including WBCN, WXRK, WHYY, WLUP, 91X, WCCC, WLIR, KILQ, KTYD, Medium 59 including WHYY, WBAB, WNEW, WMMR, DC101, KZEW, WSHS, WNOR, KBPI, KLOS, Moves 32-31

SMITHEREENS "Blood & Roses" (Enigma) 85/17 (1/10)

Adds including WXRK, WEBN, KROR, KZAP, KFOG, WDJZ, WTUE, WBA, WIOT, KICT, Heavy 16 including WBCN, WNEW, WHYY, WXRT, WQFM, KQRS, 91X, WPDH, KNCN, KTYD, Medium 40 including KTQX, KZEW, WNOR, KYYS, KBCO, KGB, KROR, WHCN, WHEB, WOUR, Moves 40-33

HUEY LEWIS & THE NEWS "Jacob's Ladder" (Chrysalis) 79/79 (0/0)

Adds including DC101, WQFM, KQRS, KSHE, KBCO, KMET, KZAP, KFOG, KROR, WEZX, Heavy 48 including WHYY, WKLS, KTQX, KZEW, WLUP, WLVO, KOME, WZZO, WHCN, WPDH, Medium 29 including KGB, WPHY, WIMZ, WDJZ, WRXL, WRQK, WBA, WIOT, KOMP, KMBY, Debut at #23

38 SPECIAL "Heart's On Fire" (A&M) 72/10 (62/14)

Adds: WQFM, WPDH, WEZX, WIMZ, WQFM, WWRK, KRSP, WQBK, KFMX, WCPZ, Heavy 27 including WXRK, WHYY, WEBN, KMET, KGB, WHEB, WAAF, KNKN, KISS, WAPL, Medium 40 including WIYY, KTQX, WRIF, KSHE, KUPD, KZAP, WPHY, WDJZ, WLAV, Moves 36-34

STEVE WINWOOD "Freedom Overspill" (Island) 67/24 (43/21)

Adds including WYLY, KTQX, KYYS, WQFM, KMET, KCON, KZAP, KROR, KOME, WPDH, Heavy 36 including WQVE, WKLS, WLUP, WXRT, WJQ, KFOG, WPHY, WHCN, WIMZ, WRQK, KROR, KZAP, KFOG, KROR, WZZO, WHCN, WQFM, WDJZ, WRXL, WBA, WIOT, KICT, KOZZ, Debut at #20

CINDERELLA "Shake Me" (Mercury/PolyGram) 64/3 (65/4)

Adds: WAPL, WWRK, KICT, Heavy 6: KTQX, WQVE, KISS, KILQ, WXRK, KTAL, Medium 49 including WBAB, WXRK, WQVE, WHYY, KZEW, WRIF, WQFM, KSHE, KBPI, KUPD, Moves 44-43

HUEY LEWIS & THE NEWS "I Know What I Like" (Chrysalis) 63/63 (0/0)

Adds including WIYY, WKLS, KQRS, KBCO, KLOS, KUPD, KCON, KZAP, KROR, KOME, Heavy 30 including WNEW, KZEW, WEBN, KISW, WZZO, WHCN, WPDH, WQFM, WEZX, KLB, Medium 28 including WLUP, WRIF, WQFM, WQFM, WDJZ, WRQK, WBA, KICT, KMBY, Debut at #36

PAUL SIMON "You Can Call Me Al" (WB) 63/4 (60/1)

Adds: WQVC, KZRR, KMBY, KLPX, Heavy 26 including WBCN, WKLS, WLUP, WXRT, KBCO, WPHY, WTUE, KZEL, WWWW, Medium 30 including KZEW, WSHS, WLVO, KYYS, WPDH, WEZX, WOUR, WRDU, WAPL, WLAV, Moves 39-38

BRUCE HORNSBY & THE RANGE "The Way It Is" (RCA) 61/14 (46/17)

Adds including WQFM, KCON, KOME, WAPL, KDJ, KRM, WHMD, KRIX, Heavy 16 including WNEW, WNOR, WLUP, KQRS, KTQX, KLOS, WLAV, KZEL, WWWW, Medium 39 including KZEW, WXRT, KBCO, KFOG, WPHY, WPDH, WEZX, WOUR, KNKN, WRDU, Moves 49-41

STEVE WINWOOD "Take It As It Comes" (Island) 59/7 (55/4)

Adds: WHYY, Q107, WLVO, WQVA, WQXZ, KZEL, KZEL, Heavy 26 including WQVE, KSHE, 91X, KFOG, KROR, WZZO, WHEB, WLAV, KZEL, WBLM, Medium 33 including WBAB, WKLS, KTQX, WLUP, WEBN, WPHY, WHCN, WQFM, WDJZ, WRQK, Remains at #35

ROD STEWART "Another Heartache" (WB) 57/9 (52/13)

Adds: KUPD, CFOX, WPLR, WEZX, WXL, KMOD, WRKI, KRIX, KTYD, Heavy 6: KSJO, WCCC, KLB, WYV, KZEL, WZEW, Medium 47 including WMMR, DC101, KTQX, WSHS, WLVO, KCON, KZAP, WPHY, WHCN, Moves 50-47

HUEY LEWIS & THE NEWS "Whole Lotta Lovin'" (Chrysalis) 53/53 (0/0)

Adds including WIYY, WBAB, WKLS, KTQX, WXRT, KYYS, WQFM, KFOG, KOME, KOZZ, Heavy 19 including WMMR, WLVO, KROR, WTPA, WPDH, WEZX, WHTF, WYV, WRQK, WXL, Medium 30 including KQRS, KZAP, WDJZ, WRXL, WBA, WIOT, KICT, KRSP, KLPX, WRUF, Debut at #44

RAINMAKERS "Let My People Go-Go" (Mercury/PolyGram) 51/6 (44/7)

Adds: WMMR, WPHY, WCCC, WWR, WXRK, WWWW, Heavy 8: KYYS, KODS, KEZO, WMYR, KICT, KILQ, WHMD, KRIX, Medium 25 including WQVE, WLUP, WLLZ, WQFM, KBCO, 91X, WHEB, WEZX, KNKN, WLAV, Moves 59-55

DAVID LEE ROTH "Goin' Crazy" (WB) 49/8 (47/4)

Adds: WLLZ, WEZX, WSKS, WQVC, WLAV, WWC, KRIX, WCPZ, Heavy 7 including WXRK, WQVE, KZEW, WLVO, KUPD, KGB, KISW, KISS, WBLM, WWWW, Medium 32 including WIYY, WBAB, WKLS, KTQX, WNOR, WRIF, KSHE, KMET, WOUR, WQFM, Remains at #42

ROBERT PALMER "I Didn't Mean To Turn You On" (Island) 45/7 (40/14)

Adds: DC101, WQVC, WOUR, KNKN, KISS, WRKI, KQWB, Heavy 15 including CHOM, WMMR, KROR, 91X, WLIR, WAPL, WSKS, WWC, KZEL, Medium 27 including WNEW, KRSP, WZZO, WHEB, WRDU, WRXL, WTL, WBLM, WWWW, Moves 57-53

PAUL McCARTNEY "Angry" (Capitol) 44/15 (29/29)

Adds including WHYY, DC101, WQVA, WPLR, WEZX, WAAF, KNKN, KZEL, WRUF, Heavy 5 including WNEW, KUPD, WRKI, WXRK, Medium 31 including WBAB, WXRK, WMMR, WQVE, WLUP, KYYS, KSHE, KCON, KZAP, WPDH, Debut at #60

TINA TURNER "Typical Male" (Capitol) 44/10 (34/34)

Adds: KAZ, KPFI, WONE, WTUE, KPFI, KSTM, WIZN, WZEW, KQWB, KSPN, Heavy 13 including CHOM, WLVO, CFOX, WKLC, WIMZ, WSKS, WWC, K9, WBLM, WWWW, Medium 29 including KTQX, KRSP, WXRT, KBCO, WPHY, WZZO, WRDU, WRXL, KGGG, WLAV, Moves 60-52

GENESIS "In Too Deep" (Atlantic) 44/3 (44/4)

Adds: Q107, KZOK, KOZZ, Heavy 14 including WLUP, WLVO, KFOG, WZZO, WCCC, WAQX, WIMZ, WLAV, KKR, KTYD, Medium 27 including WHOR, KMET, KINK, WPHY, WHCN, WDJZ, WRDU, WRQK, WTUE, WFB, Remains at #48

KENNY LOGGINS "Playing With The Boys" (Columbia) 44/3 (43/7)

Adds: WSHS, WKDF, KZOO, Heavy 14 including WLVO, CFOX, WPLR, WIMZ, WDJZ, WSKS, WWC, KZEL, KLPX, KWHL, Medium 29 including KRSP, KUPD, KGB, WPHY, WHCN, KGGG, WLAV, KEZO, WIOT, KICT, Remains at #54

NEW & ACTIVE

F.M./u.k. "Frozen Heart" (Portrait/CBS) 44/17 (27/5)

Adds including WLUP, WTPA, WEZX, WAQX, WOUR, KNKN, WQVO, WTKX, WRQK, WRKI, KTYD, Heavy 1: KSPN, Medium 27 including KQRS, KCON, KINK, WHCN, WHEB, WLAV, KMOD, KILQ, KZEL, KLPX

CHICAGO "25 Or 6 To 4" (WB) 42/42 (0/0)

Adds including KRSP, KSHE, KCON, KQWB, WZZO, WHCN, WQFM, WEZX, WIOT, Heavy 1: WKLS, Medium 36 including WEBN, KZAP, KGB, WQFM, WDJZ, WRQK, WWC, KOZZ

GREAT WHITE "Face The Day" (Capitol) 39/8 (35/5)

Adds: WHYY, KZEW, WYFN, WQFM, KROR, KILQ, KQWB, WQXT, Heavy 2: KORS, KZEL, Medium 25 including KUPD, KGB, KOME, WHEB, WOUR, KISS, WIOT, KILQ, KMBY, KOZZ

TOM COCHRANE & RED RIVER "The Untouchable One" (Capitol) 38/13 (26/12)

Adds including Q107, WLZ, WTPA, WHEB, WOUR, WAQX, WDJZ, WXRK, WWWW, WRUF, Heavy 7 including KISW, CHEZ, KZEL, KEZE, WIZN, KRQJ, Medium 27 including CHOM, WHYY, WYFN, KYYS, KLOS, KMET, KROR, KLB, KISS, KOZZ

TIMBUK3 "The Future's So Bright I Gotta Wear..." (IRS/MCA) 35/15 (19/7)

Adds including KYYS, WHCN, WLIR, CHEZ, WHEB, WEZX, WOUR, WAAF, KNKN, WRUF, Powers 1, Heavy 6 including WBCN, KZEW, WSHS, KZEL, KTCL, Medium 13 including WXRK, KBCO, 91X, KLB, WMYR, KILQ, WXRK

EURYTHMICS "When Tomorrow Comes" (RCA) 33/8 (25/3)

Adds: CFOX, WPLR, WEZX, WQVO, WQBK, WKLT, WXC, KTQX, Powers 1, Heavy 12 including CHOM, KBCO, KROR, CHEZ, WIOO, CFNY, WMYR, KZEL, KPFI, WWWW, Medium 19 including WNEW, WQVG, 91X, WPHY, WOUR, KNKN, KEZO, WRKI

PETE TOWNSHEND "Barefootin'" (Atco) 32/32 (0/0)

Adds including WZZO, WRQK, WIOT, KICT, KILQ, KOMP, KLPX, WRKI, WBLM, Heavy 1: KFOG, Medium 29 including WMMR, DC101, WSHS, WLVO, KBCO, KZAP, WHCN, WEZX, WDJZ, WRXL

NIGHT RANGER "Wild And Innocent Youth" (IRS/MCA) 32/11 (21/20)

Adds including WBAB, WEZX, KMX, WDJZ, KISS, WAPL, KMOD, KJKB, KNKN, WRQK, KEZO, KICT, Heavy 1: KFMG, Medium 23 including WHYY, KROR, KOME, KSJO, WHEB, WAQX, WAAF, WLAV, KLPX

NEIL YOUNG "Weight Of The World" (Geffen) 32/8 (28/6)

Adds: KROR, KOME, WEZX, WHTF, WAPL, KMOD, KRIX, WKLT, Heavy 6 including WMMR, WWWW, KVRE, Medium 24 including WBAB, WKLS, WXRT, WPHY, WHCN, KLB, KNKN, WRQK, KEZO, KICT

JACKSON BROWNE "Black And White" (Asylum) 30/2 (31/8)

Adds: KROR, KOME, KEZE, KINK, KLB, KZEL, Medium 21 including WMMR, KZEW, KBCO, WLAV, KDJ, KMBY, WWWW, WRUF, KWH, KOZZ

JOURNEY "Girl Can't Help It" (Columbia) 26/15 (12/10)

Adds including KRSP, WQX, WXL, WWC, KZRR, KZEL, KRSP, KLPX, WIZN, WRKI, Heavy 3 including WHYY, WPLR, Medium 19 including WBAB, WLZ, KBPI, KUPO, WAAF, WIMZ, WQVO, KDJK

STRAY CATS "I'm A Rocker" (EMI America) 25/24 (0/0)

Adds including WBAB, WNEW, WHYY, KZEW, KUPO, WSHS, WQVA, WHEB, WAQY, WXRK, Heavy 0, Medium 15 including WHCN, WPDH, WLAV, KFMG, KOMP, KDJ, WQBK, WRKI, WRUF

CYNDI LAUPER "True Colors" (Portrait/CBS) 25/6 (19/19)

Adds: KRSP, KBPI, WSHS, K97, WHMD, KRQJ, Powers 2, Heavy 5 including WBCN, CFOX, WPLR, WCPZ, Medium 16 including WNEW, KTCZ, WQVA, CHEZ, WPDH, KLAD, KCCY, WRKI, KGRG

PETE TOWNSHEND "After The Fire" (Atco) 24/24 (0/0)

Adds including WBAB, WXRK, WXRT, WQVA, WAQY, WDJZ, WLAV, KFMG, WRKI, WXRK, Powers 1, Heavy 3: WNEW, KTCZ, WPLR, Medium 17 including WHYY, DC101, WYFN, KSHE, KOME, KSJO, WTPA, WHTF, KATT, WRUF

HONEYMOON SUITE "All Along You Knew" (WB) 20/13 (8/0)

Adds including WHYY, KOME, WTPA, WQFM, WAPL, KDJ, KLPX, WXC, KZOO, Powers 1, Heavy 2: KZEL, KRIX, Medium 14 including WLLZ, KUPD, KZAP, WEZX, KLAO, KILQ, KSOY, KOZZ

PETER GABRIEL "Big Time" (Geffen) 20/3 (20/4)

Adds: KGB, KILQ, KSOY, Powers 1, Heavy 7: CHOM, WXRT, KROR, 91X, KROR, WWR, KRIX, Medium 11 including WQVE, WLUP, WQVA, WBYU, WHTF, KNKN, KEZO, KSTM, WRKI

DANNY WILDE "Body To Body" (Island) 19/7 (13/6)

Adds: WYFN, KGB, WTPA, WIZN, WRUF, KRIX, KSOY, Heavy 4 including WHEB, KZEL, KRQJ, Medium 11 including KATT, KFMG, KDJ, KMBY, WQBK, WXRK

PETER GABRIEL "That Voice Again" (Geffen) 19/5 (14/1)

Adds: WBRU, WIOT, KEZE, KZEP, KOZZ, Heavy 5: WQVE, WXRT, KFOG, KROR, WLAV, Medium 13 including Q107, WPHY, WHCN, WRQK, KEZO, KICT, KDDJ

CALL "Oklahoma" (Elektra) 17/9 (8/3)

Adds: WSHS, WEZX, KNKN, KISS, KMOD, KZEL, KRIX, KTCL, KOZZ, Heavy 2: WXRT, KGB, Medium 7 including 91X, KOME, KATT, KMBY

UB40 "Sing Our Own Song" (A&M) 17/3 (13/3)

Adds: WBRU, WIZN, KSPN, Heavy 6: KTCZ, WLIR, CHEZ, CFNY, KTCL, KCG, Medium 9 including WXRT, KBCO, KROR, WSHS, WQVA, KSTM, KVRE

JOHN EDDIE "Stranded" (Columbia) 16/1 (15/3)

Adds: KNKN, Powers 1, Heavy 3: WBCN, WMMR, KRQJ, Medium 11 including WXRK, KAZY, WCCC, WIOO, WEZX, WAQX, WHTF, WONE, WTUE

BLUESBUSTERS "Phone Don't Ring" (Landslide) 16/1 (15/2)

Adds: KMBY, Powers 1, Heavy 3: KORS, WAPL, KTCL, Medium 8: KZEW, KBCO, KEZO, KSTM, WQBK, WWR, KFMO, KVRE

QUEENSRYCHE "Gonna Get Close To You" (EMI America) 14/7 (5/5)

Adds: WBAB, WYFN, KDJ, KRIX, WKLT, WXC, KTQX, Heavy 0, Medium 9 including KNKN, KFMG, KOMP, KWH, KOZZ

STABILIZERS "One Simple Thing" (Columbia) 14/4 (10/9)

Adds: WCCC, WSKS, KZEL, KEZE, Powers 1, Heavy 3 including KISW, KCG, Medium 8 including KTC, KBCO, KROR, WIZN, KTCL, KRQJ

CACTUS WORLD NEWS "The Bridge" (MCA) 14/3 (13/1)

Adds: KUPD, WQBK, KVRE, Heavy 1: KTCL, Medium 7 including KRQJ, 91X, KFMX, KRIX, KRQJ

AOR ALBUMS

MOST ADDED

PETE TOWNSHEND (53)
SMITHEREENS (19)
JOURNEY (18)
F.M./u.k. (17)
HUEY LEWIS & THE NEWS (17)
TIMBUK3 (15)
ICEHOUSE (11)
OUT OF BOUNDS (11)
TOTO (11)
BRUCE HORNSBY & THE RANGE (10)

HOTTEST

STEVE WINWOOD (59)
PETER GABRIEL (54)
GENESIS (54)
EDDIE MONEY (48)
DARYL HALL (35)
EURYTHMICS (27)
HUEY LEWIS & THE NEWS (25)
BILLY JOEL (22)
VAN HALEN (20)
GLASS TIGER (15)
R.E.M. (15)

NEW & ACTIVE

Continued from Page 61

CALL "Reconciled" (Elektra) 23/8 (18/1)

Adds: WSHS, WEZX, KNKN, KISS, KMOD, KRIX, KTCL, KOZZ, Heavy 5: WXRT, KGB, WHEB, KLB, KZEL, Medium 9 including WQFM, 91X, KOME, WTPA, KATT, KMBY, WWR

QUEENSRYCHE "Rage For Order" (EMI America) 22/7 (16/2)

Adds: WBAB, WYFN, KUPD, KDJ, WKLT, WXC, KTQX, Heavy 1: KISS, Medium 13 including WQFM, KNKN, KLAV, KFMG, KILQ, KQWB, KRX, KWH, KOZZ

UB40 "Rats In The Kitchen" (A&M) 19/4 (15/4)

Adds: WBRU, WIZN, KSPN, Heavy 6: KTCZ, WLIR, CHEZ, CFNY, KTCL, KCG, Medium 11 including WXRT, KBCO, KROR, 91X, WSHS, WQVA, KSTM, KVRE

JOHN EDDIE "John Eddie" (Columbia) 16/1 (18/3)

Adds: KNKN, Powers 1, Heavy 4: WBCN, WMMR, WAAF, KRQJ, Medium 12 including WNEW, WXRK, KAZY, WCCC, WIOO, WEZX, WAQX, WHTF, WONE, WTUE

BLUESBUSTERS "Accept No Substitutes" (Landslide) 17/1 (17/1)

Adds: KMBY, Powers 1, Heavy 3: KORS, WAPL, KTCL, Medium 8: KZEW, WXRT, KBCO, KEZO, KSTM, WQBK, WWR, KFMO, KVRE

TOTO "Fahrenheit" (Columbia) 16/11 (5/5)

Adds including WHCN, WIMZ, WLAV, WQBK, WRKI, WWWW, KFMZ, KSOY, Heavy 3: KTCZ, KINK, CFOX, Medium 10 including WXL, KRX, KESI, WZZO, KRQJ

CACTUS WORLD NEWS "Urban Beaches" (MCA) 15/3 (14/1)

Adds: KUPD, WQBK, KVRE, Heavy 1: KTCL, Medium 8 including WXRK, KROR, 91X, KFMX, KRIX, KRQJ

KEEP IT DARK "1st Down & Ten" (Elektra) 15/0 (15/2)

Powers 1, Heavy 3 including WXRT, KESI, KGRG, Medium 11 including KAZY, KBCO, KINK, CFNY, WONE, WTUE, KCCY, WIZN, WHMD

MIDWEST BREAKOUTS
Journey
Tina Turner
Stacy Q
Toto
Chicago
Simply Red
Don Johnson

CHILDS HOTS

WEST BREAKOUTS
Journey
Peter Gabriel
Rod Stewart
Toto
Cyndi Lauper

MIDWEST
PARALLEL TWO

WDDO/Akron, OH
Patrick/Kirbridge
KLYMAX
RIC OSCAR
CITYGOD (dp)
LUTHER VANDROSS (dp)
VAN HALEN 3-3
BERLIN 7-4
HUEY LEWIS & THE 8-6
TIMEX SOCIAL CLUB 12-7

WKAU/Applenton/Orlando, WI
Rose/Bradleigh
JOURNEY
CINDY LAUPER
THOMPSON TWINS
HUEY LEWIS & THE 5-3
GLASS TIGER 10-7
TIMEX SOCIAL CLUB 11-8
ANDERSON & LORING 14-9
RUN D.M.C. 23-15

WDCJ/Cleveland, OH
Lo/Chris/Burnage
WFLW/Indianapolis
Sally/Simon
ZZ TOP
SIMPLY RED
MICHAEL MCDONALD 3-1
STEVE WINDWOOD 3-1
BERLIN 3-7
MICHAEL MCDONALD 10-8
ANDERSON & LORING 16-12
GERISIS 24-11

WNCN/Columbus, OH
Richard/Foxa
GLASS TIGER
KLYMAX
TIMEX SOCIAL CLUB 3-2
STEVE WINDWOOD 7-3
BERLIN 5-5
HUEY LEWIS & THE 11-8
ANDERSON & LORING 12-9

KIKI/Davenport, IA
Jan/Chase
TINA TURNER
YOUNG
EURYTHMICS
HUEY LEWIS & THE 1-1
BARANBARA 2-2
BERLIN 3-3
LIONEL RICHIE 4-4
HUEY LEWIS & THE 6-5

WOT/Dorton, OH
John/Robertson
SIMPLY RED
BEATLES
SHERBA EASTON
ANITA BAKER
TALKING HEADS
CHICAGO
TIMEX SOCIAL CLUB 1-1
STEVE WINDWOOD 3-2
BERLIN 5-3
BARANBARA 4-4
ANDERSON & LORING 11-7

KRNQ/Denver, CO
Stacy Q
SIMPLY RED
BILLY JOEL
TINA TURNER
JOURNEY (dp)
SIMPLY RED
STEVE WINDWOOD 2-1
BARANBARA 4-7
BERLIN 10-6
RUN D.M.C. 25-12
ANDERSON & LORING 28-14

KZIQ/Duquith, MN
Michael/Herman
SIMPLY RED
ART OF NOISE (dp)
CHICAGO
CINDY LAUPER
ROBERT PALMER
HUEY LEWIS & THE 8-3
DAVID LEE ROTH 4-4
BERLIN 10-7
NORTONSON SUITE 14-12
ANDERSON & LORING 24-17

WMEFL/Richy, IN
Tony/Rhays
BILLY JOEL
STACY Q
TINA TURNER
HUEY LEWIS & THE 8-5
TIMEX SOCIAL CLUB 7-6
ANDERSON & LORING 12-8
RUN D.M.C. 22-16

WZLX/Rockford, IL
Brit/Eden
TINA TURNER
DON JOHNSON
ROBERT PALMER
JOURNEY
LIONEL RICHIE 2-1
TIMEX SOCIAL CLUB 5-4
HUEY LEWIS & THE 6-5
ANDERSON & LORING 7-6
REGINA 10-9

WVOT/Toledo, OH
Joe/Thomas
EURYTHMICS
MOODY BLAZES
TINA TURNER
CINDY LAUPER
YOUNG
PAUL SIMON
REGINA
PETER GABRIEL
LUTHER VANDROSS
ROD STEWART
PET SHOP BOYS
HUEY LEWIS & THE 8-4
BARANBARA 2-1
RUN D.M.C. 4-2
HUEY LEWIS & THE 5-3
BERLIN 13-4
MIAMI SOUND MACHI 6-5
KAY/OT/Toledo, OH
Hans/Blain
BILLY OCEAN
LOVERBY
DON JOHNSON
SIMPLY RED
GLASS TIGER
HUEY LEWIS & THE 1-1
PETER GABRIEL
MICHAEL MCDONALD 3-4
WHITNEY HOUSTON 6-5
BEATLES 35-7

WYR/Toledo, OH
KLYMAX
CINDY LAUPER
JOURNEY (dp)
TIMEX SOCIAL CLUB 2-1
BERLIN 3-2
LIONEL RICHIE 5-4
HUEY LEWIS & THE 10-5
MICHAEL MCDONALD 8-6

KNDX/Chicago, IL
Oscar/Williams
JOURNEY
CINDY LAUPER
TINA TURNER
HUEY LEWIS & THE 10-8
STEVE WINDWOOD 2-1
TIMEX SOCIAL CLUB 4-3
ANDERSON & LORING 17-11
RUN D.M.C. 26-16

WAFY/Lafayette, IN
Dick/Thompson
TIMEX SOCIAL CLUB 1-1
TIMEX SOCIAL CLUB 1-1
BERLIN 3-3
NORTONSON SUITE 5-5
BARANBARA 4-4
ANDERSON & LORING 14-14

KFRM/Indianapolis, IN
John/McVey
BILLY JOEL
EURYTHMICS (dp)
ANITA BAKER
SHERBA EASTON (dp)
FABULOUS THUNDER
ART OF NOISE
STEVE WINDWOOD 2-1
LIONEL RICHIE 4-3
BARANBARA 7-5
BERLIN 11-4
HUEY LEWIS & THE 16-9

KRLS/Rapid City, SD
Shawn/Kelly
JOURNEY
TINA TURNER
ROBERT PALMER
PET SHOP BOYS
HUEY LEWIS & THE 3-1
LIONEL RICHIE 1-1
GLASS TIGER 7-6
RUN D.M.C. 9-7
38 SOCIAL 10-8

SKXQ/Salis, KS
Steve/Walt
SON JOVI (dp)
BERLIN 1-1
HUEY LEWIS & THE 12-9
ANITA BAKER 31-22

KYVS/Boone, ID
Tom/Love
CHICAGO
NEW EDITION
RIC OSCAR
THOMPSON TWINS
ART OF NOISE (dp)
NORTONSON SUITE 5-5
BARANBARA 6-2
ANDERSON & LORING 8-4
RUN D.M.C. 9-7
STACY Q 14-11

WCUJ/Carbondale, IL
Tony/Watkins
none
HUEY LEWIS & LORING 1-1
PETER CETERA 2-2
TIMEX SOCIAL CLUB 3-3
RUN D.M.C. 7-4
DAVID LEE ROTH 5-5

KQCR/Cedar Rapids
Marty/Duon
EURYTHMICS
MOODY BLAZES
TINA TURNER
CINDY LAUPER
YOUNG
PAUL SIMON
REGINA
PETER GABRIEL
LUTHER VANDROSS
ROD STEWART
PET SHOP BOYS
HUEY LEWIS & THE 8-4
BARANBARA 2-1
RUN D.M.C. 4-2
HUEY LEWIS & THE 5-3
BERLIN 13-4
MIAMI SOUND MACHI 6-5

KCMG/Columbia, MD
Tom/Baker
STACY Q
ROD STEWART
JOURNEY
ART OF NOISE
SHERBA EASTON
ROD STEWART
YOUNG
TIMEX SOCIAL CLUB 2-1
BARANBARA 4-3
ANDERSON & LORING 7-4
HUEY LEWIS & THE 10-8
TIMEX SOCIAL CLUB 32-22

YH/Fargo, ND
Mair/Palmer
SIMPLY RED
HUEY LEWIS & THE 1-1
YOUNG
DON JOHNSON
LIONEL RICHIE 2-1
HUEY LEWIS & THE 3-2
GLASS TIGER 4-3
BERLIN 10-8
LIONEL RICHIE 16-11
OT 34-25

KTRK/Grand Forks, ND
Rick/Phelan
JOURNEY
CINDY LAUPER
TINA TURNER
HUEY LEWIS & THE 10-8
STEVE WINDWOOD 2-1
TIMEX SOCIAL CLUB 4-3
ANDERSON & LORING 17-11
RUN D.M.C. 26-16

WAFY/Lafayette, IN
Dick/Thompson
TIMEX SOCIAL CLUB 1-1
TIMEX SOCIAL CLUB 1-1
BERLIN 3-3
NORTONSON SUITE 5-5
BARANBARA 4-4
ANDERSON & LORING 14-14

KFRM/Indianapolis, IN
John/McVey
BILLY JOEL
EURYTHMICS (dp)
ANITA BAKER
SHERBA EASTON (dp)
FABULOUS THUNDER
ART OF NOISE
STEVE WINDWOOD 2-1
LIONEL RICHIE 4-3
BARANBARA 7-5
BERLIN 11-4
HUEY LEWIS & THE 16-9

KRLS/Rapid City, SD
Shawn/Kelly
JOURNEY
TINA TURNER
ROBERT PALMER
PET SHOP BOYS
HUEY LEWIS & THE 3-1
LIONEL RICHIE 1-1
GLASS TIGER 7-6
RUN D.M.C. 9-7
38 SOCIAL 10-8

SKXQ/Salis, KS
Steve/Walt
SON JOVI (dp)
BERLIN 1-1
HUEY LEWIS & THE 12-9
ANITA BAKER 31-22

KYVS/Boone, ID
Tom/Love
CHICAGO
NEW EDITION
RIC OSCAR
THOMPSON TWINS
ART OF NOISE (dp)
NORTONSON SUITE 5-5
BARANBARA 6-2
ANDERSON & LORING 8-4
RUN D.M.C. 9-7
STACY Q 14-11

WSP/Steven Point, WI
Bob/Stefan
BOB SEGER
KENNY LOGGINS
TOTO
TIMEX SOCIAL CLUB 1-1
HUEY LEWIS & THE 5-3
BERLIN 4-4
LIONEL RICHIE 7-7
TIMEX SOCIAL CLUB 15-9

KDVT/Topeka
Kevin/Rebat
ROD STEWART
JOURNEY
EURYTHMICS
CINDY LAUPER
ROBERT PALMER
TOTO
RIC OSCAR
STEVE WINDWOOD 3-1
LIONEL RICHIE 4-2
ANDERSON & LORING 9-1
HUEY LEWIS & THE 13-4
RUN D.M.C. 17-11

KFMW/Waterloo, IA
Mark/Hansen
TINA TURNER
CINDY LAUPER
EDDIE MONY
ROD STEWART
YOUNG
TIMEX SOCIAL CLUB 1-1
HUEY LEWIS & THE 7-4
BERLIN 13-7

WDRS/Springfield, IL
Moore/Laurel
none
BERLIN 1-1
TIMEX SOCIAL CLUB 3-3
HUEY LEWIS & THE 6-6
LIONEL RICHIE 9-8
RUN D.M.C. 10-10

KWIC/Colorado Springs, CO
John/Dancy
REGINA
JANET JACKSON
LUTHER VANDROSS (dp)
FABULOUS THUNDER (dp)
CINDY THOMPSON (dp)
HUEY LEWIS & THE 9-7
HUEY LEWIS & THE 4-5
GLASS TIGER 8-7
ANDERSON & LORING 17-8

KSDN/Eggen, OR
Burt/Hunt
CHICAGO
ROD STEWART
TOTO
RIC OSCAR
ANITA BAKER
HUEY LEWIS & THE 1-1
HUEY LEWIS & THE 8-2
NORTONSON SUITE 7-6
ART OF NOISE 16-13
DARYL HALL 25-16

KBSO/Fresno, CA
Kirk/Van Kamp
ANDERSON & LORING
EURYTHMICS
THOMPSON TWINS
TOTO
STEVE WINDWOOD 2-1
BARANBARA 4-3
BERLIN 8-8
LIONEL RICHIE 9-2
ANDERSON & LORING 12-9

KETS/San Francisco, CA
Richard/Sande
NEW EDITION
CHARA KEAN
ART OF NOISE
LUTHER VANDROSS
ROD STEWART
KENNY LOGGINS
TOTO
PAUL SIMON
HUEY LEWIS & THE 7-2
STACY Q 4-1
COMBIE 8-3
RUN D.M.C. 9-6
LIRA LIRA 16-10
JANET JACKSON 39-16
HUEY LEWIS & THE 16-11

KMGQ/Honolulu, HI
Kimo/Akane
DOBBIE
ROBERT PALMER
CINDY LAUPER
JOURNEY
LUTHER VANDROSS (dp)
HUEY LEWIS & THE 1-1
TIMEX SOCIAL CLUB 3-3
MIAMI SOUND MACHI 4-3
LIONEL RICHIE 9-6
NEW EDITION 13-7

KLUC/Las Vegas, NV
Dawn/Taylor
CINDY LAUPER
CHICAGO
ANITA BAKER
LIRA LIRA
HUEY LEWIS & THE 7-2
MIAMI SOUND MACHI 9-6
STACY Q 13-8
ANDERSON & LORING 15-11

KFMW/Waterloo, IA
Mark/Hansen
TINA TURNER
CINDY LAUPER
EDDIE MONY
ROD STEWART
YOUNG
TIMEX SOCIAL CLUB 1-1
HUEY LEWIS & THE 7-4
BERLIN 13-7

WDRS/Springfield, IL
Moore/Laurel
none
BERLIN 1-1
TIMEX SOCIAL CLUB 3-3
HUEY LEWIS & THE 6-6
LIONEL RICHIE 9-8
RUN D.M.C. 10-10

KWIC/Colorado Springs, CO
John/Dancy
REGINA
JANET JACKSON
LUTHER VANDROSS (dp)
FABULOUS THUNDER (dp)
CINDY THOMPSON (dp)
HUEY LEWIS & THE 9-7
HUEY LEWIS & THE 4-5
GLASS TIGER 8-7
ANDERSON & LORING 17-8

KSDN/Eggen, OR
Burt/Hunt
CHICAGO
ROD STEWART
TOTO
RIC OSCAR
ANITA BAKER
HUEY LEWIS & THE 1-1
HUEY LEWIS & THE 8-2
NORTONSON SUITE 7-6
ART OF NOISE 16-13
DARYL HALL 25-16

KBSO/Fresno, CA
Kirk/Van Kamp
ANDERSON & LORING
EURYTHMICS
THOMPSON TWINS
TOTO
STEVE WINDWOOD 2-1
BARANBARA 4-3
BERLIN 8-8
LIONEL RICHIE 9-2
ANDERSON & LORING 12-9

KETS/San Francisco, CA
Richard/Sande
NEW EDITION
CHARA KEAN
ART OF NOISE
LUTHER VANDROSS
ROD STEWART
KENNY LOGGINS
TOTO
PAUL SIMON
HUEY LEWIS & THE 7-2
STACY Q 4-1
COMBIE 8-3
RUN D.M.C. 9-6
LIRA LIRA 16-10
JANET JACKSON 39-16
HUEY LEWIS & THE 16-11

KATOSan Jose, CA
Harlow/Westman
DON JOHNSON
RIC OSCAR
PET SHOP BOYS
JOURNEY
LUIS CARMENAS
IT BITES
HUEY LEWIS & THE 6-1
BERLIN 7-4
SUNGLES 9-5
EURYTHMICS 16-7
NORTONSON SUITE 15-23

KZJUSan Jose, CA
John/Langan
ROD STEWART
IT BITES
CINDY LAUPER
HUEY LEWIS & THE 7-2
GLASS TIGER 19-12
COMBIE 24-15
LOVERBY 30-16
ART OF NOISE 38-27

KRMJ/Tucson, AZ
Gillis/Johnson
TINA TURNER
CINDY LAUPER
PETER GABRIEL
ROD STEWART (dp)
ALICE COOPER
BO SHODS (dp)
HUEY LEWIS & THE 7-2
MIAMI SOUND MACHI 11-6
ANDERSON & LORING 13-7

KMTZ/Reno, NV
Clay/Jason
CHICAGO
LIRA LIRA
EURYTHMICS (dp)
SHERBA EASTON
EDDIE MONY
HUEY LEWIS & THE 7-2
BERLIN 5-3
REGINA 18-9
DARYL HALL 15-11
REGINA 18-13

KZJUSan Jose, CA
John/Langan
ROD STEWART
IT BITES
CINDY LAUPER
HUEY LEWIS & THE 7-2
GLASS TIGER 19-12
COMBIE 24-15
LOVERBY 30-16
ART OF NOISE 38-27

PARALLEL THREE
KOOT/Anchorage, AK
J.D. Chappell
TOTO
RIC OSCAR
ROD JOVI
FIXE
ANCOBIA
HUEY LEWIS & THE 3-1
HUEY LEWIS & THE 7-3
DAVID LEE ROTH 5-5
GLASS TIGER 10-6
LOVERBY 11-9

KYYW/Bozeman, MT
Steve/Mile
JOURNEY
ROBERT PALMER
PETER GABRIEL
PARTY LABELS (dp)
STEVE WINDWOOD 1-1
LIONEL RICHIE 4-3
STACY Q 28-23

KBOZ/Bozeman, MT
Steve/Mile
JOURNEY
ROBERT PALMER
PETER GABRIEL
PARTY LABELS (dp)
STEVE WINDWOOD 1-1
LIONEL RICHIE 4-3
STACY Q 28-23

KATOSan Jose, CA
Harlow/Westman
DON JOHNSON
RIC OSCAR
PET SHOP BOYS
JOURNEY
LUIS CARMENAS
IT BITES
HUEY LEWIS & THE 6-1
BERLIN 7-4
SUNGLES 9-5
EURYTHMICS 16-7
NORTONSON SUITE 15-23

KZJUSan Jose, CA
John/Langan
ROD STEWART
IT BITES
CINDY LAUPER
HUEY LEWIS & THE 7-2
GLASS TIGER 19-12
COMBIE 24-15
LOVERBY 30-16
ART OF NOISE 38-27

KRMJ/Tucson, AZ
Gillis/Johnson
TINA TURNER
CINDY LAUPER
PETER GABRIEL
ROD STEWART (dp)
ALICE COOPER
BO SHODS (dp)
HUEY LEWIS & THE 7-2
MIAMI SOUND MACHI 11-6
ANDERSON & LORING 13-7

KMTZ/Reno, NV
Clay/Jason
CHICAGO
LIRA LIRA
EURYTHMICS (dp)
SHERBA EASTON
EDDIE MONY
HUEY LEWIS & THE 7-2
BERLIN 5-3
REGINA 18-9
DARYL HALL 15-11
REGINA 18-13

KZJUSan Jose, CA
John/Langan
ROD STEWART
IT BITES
CINDY LAUPER
HUEY LEWIS & THE 7-2
GLASS TIGER 19-12
COMBIE 24-15
LOVERBY 30-16
ART OF NOISE 38-27

ATTENTION AOR PROGRAMMERS

"FROZE HEART"

AOR NEW & ACTIVE

NOW ON

WBAB WSHA WLAV WWWV WZZO
WSHE WHCN KMOD WRUF KWHL
KORS WPLR KILO WHMD KSPN
KQON WHBE KZEL WKLT KROU
KINK KLAO KLPX KSOY KCGL
WKLC WKKE

NEW AT:

WLUP WKOO WXRK
WTPA WTKX KRIX
WEZZ WRWK WCPZ
WAOX WXPJ KZOO
WOUR KATT KTYD
KNCN WRKI

Pertrack CBS ASSOC. RECORDS

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R&R FRIDAY, AUGUST 29, 1986/71

PARADELS

JOURNEY
Guit/Cant/Help It (Columbia)
LP: Released On Radio

130/67 58%		National Summary	
Regional Reach		UP 10	
E 588		DEBITS 10	
S 448		SAME 27	
M 638		DOWN 1	
W 658		ADDS 57	

Regional Reach		UP 60	
E 588		DEBITS 11	
S 608		SAME 43	
M 588		DOWN 1	
W 588		ADDS 6	

121/6 52%		National Summary	
Regional Reach		UP 60	
E 588		DEBITS 11	
S 608		SAME 43	
M 588		DOWN 1	
W 588		ADDS 6	

180/65 78%		National Summary	
Regional Reach		UP 20	
E 843		DEBITS 61	
S 758		SAME 44	
M 908		DOWN 0	
W 908		ADDS 55	

PATT LABELLE
Oh, People (MCA)
LP: Winner In Tour

121/6 52%		National Summary	
Regional Reach		UP 60	
E 588		DEBITS 11	
S 608		SAME 43	
M 588		DOWN 1	
W 588		ADDS 6	

180/65 78%		National Summary	
Regional Reach		UP 20	
E 843		DEBITS 61	
S 758		SAME 44	
M 908		DOWN 0	
W 908		ADDS 55	

CYNDI LAUPER
True Colors (Epic)
LP: True Colors

180/65 78%		National Summary	
Regional Reach		UP 20	
E 843		DEBITS 61	
S 758		SAME 44	
M 908		DOWN 0	
W 908		ADDS 55	

180/65 78%		National Summary	
Regional Reach		UP 20	
E 843		DEBITS 61	
S 758		SAME 44	
M 908		DOWN 0	
W 908		ADDS 55	

Kenny Loggins Continued

163/3 66%		National Summary	
Regional Reach		UP 160	
E 858		DEBITS 21	
S 908		SAME 18	
M 888		DOWN 0	
W 888		ADDS 4	

163/3 66%		National Summary	
Regional Reach		UP 160	
E 858		DEBITS 21	
S 908		SAME 18	
M 888		DOWN 0	
W 888		ADDS 4	

MICHAEL McDONALD
Sweet Freedom (MCA)
LP: Running Scared

206/2 88%		National Summary	
Regional Reach		UP 137	
E 938		DEBITS 17	
S 828		SAME 47	
M 938		DOWN 10	
W 888		ADDS 2	

206/2 88%		National Summary	
Regional Reach		UP 137	
E 938		DEBITS 17	
S 828		SAME 47	
M 938		DOWN 10	
W 888		ADDS 2	

K

KLYMAXX
Man Size Love (MCA)
LP: Running Scared Soundtrack

182/5 78%		National Summary	
Regional Reach		UP 140	
E 768		DEBITS 13	
S 588		SAME 27	
M 848		DOWN 0	
W 798		ADDS 5	

182/5 78%		National Summary	
Regional Reach		UP 140	
E 768		DEBITS 13	
S 588		SAME 27	
M 848		DOWN 0	
W 798		ADDS 5	

HUEY LEWIS & THE NEWS
Stuck With You (Chrysalis)
LP: Fore!

232/0 100%		National Summary	
Regional Reach		UP 211	
E 1008		DEBITS 0	
S 1008		SAME 18	
M 1008		DOWN 0	
W 1008		ADDS 5	

232/0 100%		National Summary	
Regional Reach		UP 211	
E 1008		DEBITS 0	
S 1008		SAME 18	
M 1008		DOWN 0	
W 1008		ADDS 5	

LISA-LISA & CULT JAM w/ FULL FORCE
All Cried Out (Columbia)
LP: Lisa-Lisa & Cult Jam

80/12 34%		National Summary	
Regional Reach		UP 40	
E 538		DEBITS 13	
S 418		SAME 15	
M 78		DOWN 0	
W 358		ADDS 12	

80/12 34%		National Summary	
Regional Reach		UP 40	
E 538		DEBITS 13	
S 418		SAME 15	
M 78		DOWN 0	
W 358		ADDS 12	

PAUL McCARTNEY
Press (Capitol)
LP: Press To Play

163/3 66%		National Summary	
Regional Reach		UP 113	
E 738		DEBITS 7	
S 598		SAME 26	
M 738		DOWN 0	
W 638		ADDS 3	

163/3 66%		National Summary	
Regional Reach		UP 113	
E 738		DEBITS 7	
S 598		SAME 26	
M 738		DOWN 0	
W 638		ADDS 3	

MIAMI SOUND MACHINE
Words Get In The Way (Epic)
LP: Prominent Love

207/5 88%		National Summary	
Regional Reach		UP 145	
E 768		DEBITS 27	
S 908		SAME 26	
M 918		DOWN 25	
W 928		ADDS 5	

207/5 88%		National Summary	
Regional Reach		UP 145	
E 768		DEBITS 27	
S 908		SAME 26	
M 918		DOWN 25	
W 928		ADDS 5	

PARALLELS

SIGNIFICANT ACTION

B

BON JOVI
You Give Love A Bad Name (Polydor)
LP Slippery When Wet (PolyGram)

P1	Q100 6-37 K104 a WAVE a WSPR a WYZZ 6-39 WYZZ on Fr WYZZ 6-34	EAST WYZZ a WYZZ 6-40 Q100 a MOAR a WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH K104 6-38 WYZZ on Fr WYZZ 6-34	SOUTH K104 6-38 WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH K104 6-38 WYZZ on Fr WYZZ 6-34	NORTH K104 6-38 WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST K104 6-38 WYZZ on Fr WYZZ 6-34	WEST K104 6-38 WYZZ on Fr WYZZ 6-34
P2	K104 on Fr K104 6-38	K104 on Fr K104 6-38
P3	K104 on Fr K104 6-38	K104 on Fr K104 6-38

C

CAMEO
Word Up (Atlanta Artists/PolyGram)
LP Word Up

P1	KMEL 6-30	P3
EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34

LUIS CARDENAS
Runaway (Allied Artists)

P1	Q100 6-37 K104 a WAVE a WSPR a WYZZ 6-39 WYZZ on Fr WYZZ 6-34	EAST WYZZ a WYZZ 6-40 Q100 a MOAR a WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH K104 6-38 WYZZ on Fr WYZZ 6-34	SOUTH K104 6-38 WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH K104 6-38 WYZZ on Fr WYZZ 6-34	NORTH K104 6-38 WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST K104 6-38 WYZZ on Fr WYZZ 6-34	WEST K104 6-38 WYZZ on Fr WYZZ 6-34

ALICE COOPER
He's Back (The Man Behind The Mask)
LP Friday 13 Part VI Soundtrack (MCA)

P1	P2	P3
EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34

JOHN FOGERTY
Eye Of The Zombie (WB)
LP Eye Of The Zombie

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

D

DAVID & DAVID
Welcome To The Boomtown (A&M)
LP Boomtown

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

DOCTOR & THE MEDICS
Spirit In The Sky (IRS/MCA)

P1	P2	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P3	P4	P5	P6	P7	P8
EAST WYZZ on Fr WYZZ 6-34					
SOUTH WYZZ on Fr WYZZ 6-34					
NORTH WYZZ on Fr WYZZ 6-34					
WEST WYZZ on Fr WYZZ 6-34					

F

FIVE STAR
Can't Wait Another Minute (RCA)
LP: Silk & Steel

P1	KMEL 6-30	P3
EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34

ALVIN LEE
Detroit Diesel (21/Atco)
LP: Detroit Diesel

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

G

GTR
The Hunter (Arista)
LP GTR

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

GWEN GUTHRIE
Ain't Nothin' (Polydor/PolyGram)
LP: Good To Go

P1	KMEL 6-30	P3
EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34

I

IT BITES
It's A Whole New World (Geffen)
LP: The Big Lad In The Windmill

P1	KMEL 6-30	P3
EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34	EAST WYZZ on Fr WYZZ 6-34
SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34
NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34
WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34

LOVER SPEAKS
No More "I Love You's" (A&M)
LP: The Lover Speaks

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

LOVER SPEAKS
No More "I Love You's" (A&M)
LP: The Lover Speaks

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

KIM MITCHELL
Palo Lanterns (Atlantic)
LP: Shakin' Like A Human Being

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

RIC OCASEK
Emotion In Motion (Geffen)
LP: This Side Of Paradise

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P4	P5	P6
EAST WYZZ on Fr WYZZ 6-34				
SOUTH WYZZ on Fr WYZZ 6-34				
NORTH WYZZ on Fr WYZZ 6-34				
WEST WYZZ on Fr WYZZ 6-34				

ONE TO ONE
Angel In My Pocket (WB)
LP: Forward Your Emotions

P1	EAST WYZZ on Fr WYZZ 6-34	SOUTH WYZZ on Fr WYZZ 6-34	NORTH WYZZ on Fr WYZZ 6-34	WEST WYZZ on Fr WYZZ 6-34
P2	P3	P		

TEMPORARY HIT RADIO

BREAKERS.

CYNDI LAUPER True Colors (Portrait/CBS)

78% of our reporters playing it. Moves: Up 20, Debuts 61, Same 44, Down 0, Adds 55 including B104, Z100, KTKS, 93FM, KBEQ, KWOD, KS103. See Parallels, debuts at number 38 on the CHR chart.

SIMPLY RED

Money\$ Too Tight (To Mention) (Elektra)

67% of our reporters playing it. Moves: Up 88, Debuts 17, Same 26, Down 1, Adds 23 including KEGL, WQUE, WRNO, KHTR, KMJK, WDCG, KKRC. See Parallels, moves 35-32 on the CHR chart.

NEW & ACTIVE

JOURNEY "Girl Can't Help It" (Columbia) 130/57

Moves Up 10, Debuts 30, Same 33, Down 0, Adds 57 including WTKS, Z93, WMMS, KHTR, KWK, WL0L, Y108, KPLZ, KUBE, WSPK, WKZ, Q102 35-32, WERZ 40-36, KDON 40-33, WFBG 39-31.

PATTI LABELLE "Oh, People" (MCA) 121/6

Moves Up 80, Debuts 11, Same 43, Down 1, Adds 6, WCZY, KHTR, WCKN, KTLX, KFMM, KBOZ, WKYS 13-9, Q100 40-36, 94.7X 28-19, WOKI 32-29, FM100 37-33, KBEQ 28-16, KBOS 38-31, OK100 37-33, Q104 14-11.

SHEENA EASTON "So Far So Good" (EMI America) 119/15

Moves Up 53, Debuts 8, Same 42, Down 1, Adds 15 including KDWB, FM102, KWSS, WFLY, KHFI, WOUT, WPFM, WBNO, KFRC, KWTO, 896 37-33, WL0L 36-30, WSPK 40-37, BJ105 19-16, 95XOX 38-32.

TOTO "I'll Be Over You" (Columbia) 107/49

Moves Up 1, Debuts 18, Same 41, Down 0, Adds 49 including WBEW, CKOI, WCAU, Q105, 92X, KWK, WL0L, KWOD, WFLY, WERZ, WKKE, WFSY, WRNO, WKOD 40-33, WKSF 40-38.

PAUL SIMON "You Can Call Me Al" (WB) 106/10

Moves Up 50, Debuts 7, Same 39, Down 0, Adds 10, WNY5, WMMS, WGFN, WGRD, KMKG, KYNO, WZON, KOIZ, KOCR, KWTO, WRSR 37-34, WL0L 31-27, WBBQ 34-30, WBCY 21-14, KZZU 29-25.

ANITA BAKER "Sweet Love" (Elektra) 102/23

Moves Up 40, Debuts 14, Same 24, Down 1, Adds 23 including K108, Y100, Q105, KHS, KWSS, WBCY, WRFV, KSND, KFV, B104 20-17, 896 25-16, WNKY 24-18, WCY 31-22, KMEL 21-11, WNNK 26-22.

FABULOUS THUNDERBIRDS "Wrap It Up" (CBS Associated) 100/14

Moves Up 51, Debuts 4, Same 31, Down 0, Adds 14 including K105, WNY5, WFLY, WSKZ, BJ105, WZPL, WVIC, KISR, WFFM, KZOO, KNBO 31-22, WLRS 29-24, FM100 33-26, WRON 24-19, KGOT 18-14.

ROD STEWART "Another Heartache" (WB) 98/42

Moves Up 3, Debuts 9, Same 44, Down 0, Adds 42 including WPHD, Z93, WRSR, WMMS, KPKE, KMJK, FM102, KNBO, WBBQ, WOLT, WRNO 40-38, KPLZ 40-38, WERZ 37-33, WKSF 35-31, OK95 40-32.

PETER GABRIEL "In Your Eyes" (Geffen) 90/41

Moves Up 4, Debuts 21, Same 33, Down 0, Adds 41 including WTKS, PRO-FM, Z93, WMMS, KWK, KHS, KMEL, KPLZ, WBBQ, WLXK, KYKY, WRSR 32-28, WFBG 35-30, WKSF 38-34.

EL DeBARGE "Love Always" (Gordy/Motown) 90/8

Moves Up 17, Debuts 4, Same 37, Down 0, Adds 37 including 94.3, WNNK, 98.7, WFLY, WSKZ, BJ105, WZPL, WVIC, KISR, WFFM, KZOO, KNBO 31-22, WLRS 29-24, FM100 33-26, WRON 24-19, KGOT 18-14.

ART OF NOISE featuring MAX HEADROOM "Paranoia" (Chrysalis) 94/23

Moves Up 31, Debuts 13, Same 27, Down 0, Adds 23 including WKSE, WNY5, 98.7, WFLY, WSKZ, BJ105, WZPL, WVIC, KISR, WFFM, KZOO, KNBO 31-22, WLRS 29-24, FM100 33-26, WRON 24-19, KGOT 18-14.

EDDIE MONEY "Take Me Home Tonight" (Columbia) 94/14

Moves Up 29, Debuts 17, Same 34, Down 0, Adds 14 including 94.3, WNNK, 98.7, WFLY, WSKZ, BJ105, WZPL, WVIC, KISR, WFFM, KZOO, KNBO 31-22, WLRS 29-24, FM100 33-26, WRON 24-19, KGOT 18-14.

THOMPSON TWINS "Nothing in Common" (Arista) 91/8

Moves Up 35, Debuts 14, Same 34, Down 0, Adds 0, KHTR, Q106, WDOX, KBOS, KYNO, WZON, WKZ, PRO-FM 24-20, KWOD 31-27, Q100 30-25, KDON 31-28, WQD 38-32, Y94 18-12, KGOT 12-10.

JETS "Private Number" (MCA) 86/2

Moves Up 46, Debuts 8, Same 30, Down 0, Adds 2, RI104, KHTR, WKYS 28-29, WKSE 29-18, WCY 38-34, WL0L 24-18, KMEL 31-29, Q100 32-29, WKOB 29-24, KEZ 26-22, WFKR 40-36, KMKG 27-20, KRO 30-27, WPFM 40-34, OK95 35-27.

BEATLES "Twist And Shout" (Capitol) 85/10

Moves Up 42, Debuts 8, Same 24, Down 1, Adds 10, KBEQ, WRSR, WKKE, WJAO, WFMF, WGTZ, KNMQ, WIGY 9500K, SLY96, B94 18-12, WAVA 22-11, 897 15-11, KHS 21-1, B106 14-8, KDXR 26-17.

HONEYMOON SUITE "What Does It Take" (WB) 83/8

Moves Up 44, Debuts 2, Same 32, Down 0, Adds 12 including 94.3, WNNK, 98.7, WFLY, WSKZ, BJ105, WZPL, WVIC, KISR, WFFM, KZOO, KNBO 31-22, WLRS 29-24, FM100 33-26, WRON 24-19, KGOT 18-14.

LISA LISA & CULT JAM with FULL FORCE "All Cried Out" (Columbia) 80/12

Moves Up 40, Debuts 13, Same 15, Down 0, Adds 12 including WLAN, RI104, WBBQ, WROG, WDCG, 94.7X, KLUC, WPFM, WYBS, KWNZ, K106 24-16, WTKS 7-3, B94 11-4, WAVA 23-19, WNNK 18-13, WSPK 2-1.

KENNY LOGGINS "Playing With the Boys" (Columbia) 72/12

Moves Up 25, Debuts 7, Same 26, Down 0, Adds 2 including WKSE, KHTR, KPKE, WTLQ, WROD, WNOK, 94Z, OK100, WSPK, WKTI 28-25, KDWB 38-33, WL0L 28-24, WAMX 27-23, WKOB 28-22, KJ103 30-26.

MOODY BLUES "The Other Side Of Life" (Polydor/PolyGram) 67/5

Moves Up 29, Debuts 5, Same 27, Down 1, Adds 5, KHTR, WANS, WQD, KOCR 99K, Q40 29-26, 95N2 8-7, WRNO 40-36, WRSR 30-26, K104 34-30, WGFN 36-32, WFSY 35-30, KAM107 37-32, WKZ 40-37, 95X1L 40-35.

BOB SEGER & THE SILVER BULLET BAND "It's You" (Capitol) 67/0

Moves Up 27, Debuts 8, Same 26, Down 0, Adds 3, RI104, WGAN, WSPK, PRO-FM 34-29, WLS 34-31, KWK 31-24, K104 37-22, WAMX 24-20, WBCY 25-21, WRSR 39-37, WRON 26-21, 95X1L 24-20, KOCR 26-20, KKAZ 32 27, OK95 29-24.

NU SHOZ "Point Of No Return" (Atlantic) 61/8

Moves Up 30, Debuts 3, Same 16, Down 4, Adds 8, Z100, PRO-FM, B97, WQUE, Y107, KTUX, KRO, WOMP, KZZP 20-16, KKZZ 7-6, KMEL 18-10, KNBO 24-18, WNOK 13-10, 94.7X 29-21, KHTR 37-34.

NEW EDITION "Earth Angel" (MCA) 60/15

Moves Up 25, Debuts 8, Same 12, Down 0, Adds 15 including Q107, B97, 92X, K104, WKBQ, WSSX, KMKG, 103CIR, B104 28-25, WFLZ 20-15, WCYZ 12-10, KBEQ 16-12, FM102 5-4, KMEL 30-21, WPOP 21-11.

PET SHOP BOYS "Love Comes Quickly" (EMI America) 54/20

Moves Up 3, Debuts 4, Same 27, Down 0, Adds 20 including WKSE, WNY5, CKOI, WNVZ, 92X, KMEL, Q100, WERZ, WOKI, KHR, KSMB, KFMM, KHS 4-32, KYS 39-35, KOPX 40-33.

AIR SUPPLY "Loney Is The Night" (Arista) 54/3

Moves Up 11, Debuts 8, Same 12, Down 0, Adds 3, WNNK, KME, KYVA, WTKS on WCAU 31-29, PRO-FM 22-18, KMIN on K104 on WANS on KF95 34-28, KBOS on-dp, WQD 23-15, Q101 37-34, KKAZ 36-32.

CHICAGO "25 Or 6 To 4" (WB) 51/61

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 51 including WKSE, WCAU, B94, PRO-FM, WAVA, Y100, B97, WKTI, KDWB, KHTR, KMJK, KUBE, WNNK, KC101, WROD.

MOST ADDED

- JOURNEY (57)
- CYNDI LAUPER (55)
- CHICAGO (51)
- TOTO (49)
- ROD STEWART (42)
- RIC OCASEK (41)
- PETER GABRIEL (41)
- TINA TURNER (31)
- STACEY Q (31)
- EURYTHMICS (29)

MOST ACTIVE

- PATTI LABELLE (70)
- SHEENA EASTON (60)
- PAUL SIMON (57)
- FABULOUS THUNDERBIRDS (55)
- JETS (54)
- AMITA BAKER (53)
- LISA LISA (53)
- EL DeBARGE (51)
- BEATLES (49)
- THOMPSON TWINS (49)

HOTTEST

- BERLIN (114)
- HUEY LEWIS... (107)
- ANDERSON & LORING (102)
- STEVE WINWOOD (101)
- BANANARAMA (88)
- LIONEL RICHIE (70)
- RUN D.M.C. (63)
- TIMEX SOCIAL CLUB (57)
- DARYL HALL (43)
- STACEY Q (38)

Most Active = Ups + Debuts - Downs

SIGNIFICANT ACTION

TRIUMPH "Somebody's Out There" (MCA) 49/14

Moves Up 5, Debuts 5, Same 25, Down 0, Adds 14 including WTKS, WKSE, PRO-FM, WRNO, WKTI, WROK, WANS, KJ103, KOPX, WSPK, WKZ, Q102 35-32, WERZ 40-36, KDON 40-33, WFBG 39-33.

LUTHER VANDROSS "Give Me The Reason" (Epic) 48/19

Moves Up 9, Debuts 2, Same 16, Down 0, Adds 19 including 94.3, Z93, KHS, KS103, WFLY, Q100, WBCY, WOKI, BJ105, KOMO, WNVZ 39-33, WCZY 40-36, KMEL 5-4, KBFM 24-23, WCGO 24-21.

GTR "The Hunter" (Arista) 45/3

Moves Up 6, Debuts 5, Same 31, Down 0, Adds 3, WNY5, KHTR, OK95, WQD on 93FM 42-26, 95N2 28-27, KWK 40-37, K104 6-35, WL0L 40-36, WERZ 32-29, WGLY 31-26, KFMM 33-31, Y94 34-25, KQZ 40-36, KKAZ 40-36.

DOCTOR AND THE MEDICS "Spirit In The Sky" (IRS/MCA) 42/3

Moves Up 16, Debuts 4, Same 19, Down 0, Adds 3, WBEW, CFTR, WCKN, WKSE 38-24, WPHD 6-5, 93FM 6-2, WRNO 23-21, WMMS 27-24, KWK 17-11, Q100 31-28, WZON 27-24, KFMM 37-35, WQD 18-11, KGOT 5-3, OK95 17-14.

RIC OCASEK "Emotion in Motion" (Geffen) 41/41

Moves Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WPHD, KEGL, 95N2, WRSR, 92X, K104, WTC, WAMX, B106, WSSX, WKOD, KYS, KSND, KFV, KATD.

LOVER SPOKES "No More 'I Love You's'" (A&M) 34/6

Moves Up 2, Debuts 0, Same 26, Down 0, Adds 6, WERZ, RI104, KDON, WGAN, 99K, KTRS, WBEW on, WKSE on, CKOI on, WROD on, KFV 30-28, WHSL 18-16.

GWEN GUTHRIE "Ain't Nothin' Goin' On But The Rent" (Polydor/PolyGram) 34/4

Moves Up 11, Debuts 1, Same 17, Down 1, Adds 4, B94, PRO-FM, KF95, KYNO, WTKS 5-5, WKSE 35-30, WNY5 29-28, KTUX 22-30, WKOD on-dp, WROD on-dp, WFLY 31-26, KATD on 95X1L 28-26, WBNO 28-24, KKAZ 40-40, KBM 40-40.

BON JOVI "You Give Love A Bad Name" (Mercury/PolyGram) 33/19

Moves Up 0, Debuts 6, Same 8, Down 0, Adds 19 including WPHD, WRNO, WMMS, K104, WAMX, WSPK, WGFN, WL0L, KOPX, OK95, WCAU 9-29, Q100 40-37, WFSY 40-38, KTUX 40-38, WRON 40-33.

JOHN FOGERTY "Eye Of The Zombie" (WB) 32/7

Moves Up 0, Debuts 8, Same 17, Down 0, Adds 7, CKOI, KWK, 94Z, WGAN, KISR, WHSL, KFMM, WPHD 40-35, WRSR 40-37, WTKS 40-40, KYKY 40-39, WZON 40-39, KDWB 40-39, KGOT 40-28, OK95 40-40.

TALKING HEADS "Wild Wild Life" (Sire/WB) 27/5

Moves Up 3, Debuts 2, Same 17, Down 0, Adds 5, CKOI, KEGL, WGTZ, KOZE, KZOO, WPHD on, B94 on, 95N2 on, WRSR on, WLS 37-35, Z95 40-35, WL0L 40-35, KPLZ on, Z104 37-29, KFMM 38-34.

ONE TO ONE "Angel In My Pocket" (WB) 24/2

Moves Up 11, Debuts 1, Same 17, Down 1, Adds 2, K104, WERZ, WBEW on, WPHD 18-17, WMMS 9-8, WL0L on, Q106 on, KTUX on, WZON on, KOZ 34-33, 99KZ on, WFLY 31-26, KATD on 95X1L 28-26, WBNO 28-24, KKAZ 40-40, KBM 40-40.

LUIS CARDENAS "Runaway" (Arista Artists) 18/8

Moves Up 0, Debuts 1, Same 8, Down 0, Adds 8, K104, WROK, KATD, WGLY, OK100, 95X1L, WOMP, KKAZ, WKSE on, WTLQ on-dp, 99KZ 40-40.

IT BITES "It's A Whole New World" (Geffen) 16/8

Moves Up 0, Debuts 0, Same 10, Down 0, Adds 6, WANS, KF95, KATD, KZZU, 9500K, WJAD, Q100 on, WGFN on-dp, 93Q on, WTLQ on, KOMB on-dp, Q101 on.

KIM MITCHELL "Patio Lanterns" (Atlantic) 14/1

Moves Up 1, Debuts 0, Same 11, Down 1, Adds 1, WERZ, WKSE on, WNY5 on, WPHD 3-3, CKOI on, Q100 on-dp, WTLQ on, KTUX on, WZON on, KOZ 34-33, 99KZ on, WFLY 31-26, KATD on 95X1L 28-26, WBNO 28-24, KKAZ 40-40, KBM 40-40.

FIVE STAR "Can't Wait Another Minute" (RCA) 12/4

Moves Up 3, Debuts 2, Same 3, Down 0, Adds 4, KZZP, FM102, KMEL, KF95, 896 on, WCYZ 40-38, WNOK on, WPOP 22-19, KFV 36-33, KCAQ 33-32, KATD 40-33, KTRS on.

ALVIN LEE "Detroit Diesel" (21/Alco) 12/1

Moves Up 0, Debuts 0, Same 11, Down 1, Adds 1, WTKS, WPHD on, WMMS on, KDWB on-dp, WTLQ on, WCKN on-dp, KTUX on-dp, WZON on, WYBS on, 99KZ on-dp, KBM on-dp, OK95 on.

SOUTHSIDE JOHNNY & THE JEKS "Walk Away Renee" (Atlantic) 12/0

Moves Up 7, Debuts 0, Same 5, Down 0, Adds 0, WNY5 on, WPHD 15-3, WMMS 25-16, K104 33-23, WTLQ 35-25, Q106 on, OK100 28-51, WOMP 32-30, KATD on-dp, WDRB on-dp, KGOT 21-18.

DAVID & DAVID "Welcome To The Boomtown" (A&M) 10/9

Moves Up 0, Debuts 0, Same 1, Down 0, Adds 9, K104, WERZ, KTUX, KCAQ, WZON, OK100, KISR, WPFM, WHSL, WJAD on.

CAMEO "Word Up" (Atlanta Artists/PolyGram) 10/3

Moves Up 1, Debuts 3, Same 3, Down 0, Adds 3, B96, KMEL, WPOP, WKSE 25-17, WQUE on, WNNK on-dp, KAMZ 40-30, KWES 40-32, Z102 40-38, OK95 on.

ALICE COOPER "He's Back (The Man Behind The Mask)" (MCA) 10/3

Moves Up 0, Debuts 0, Same 7, Down 0, Adds 3, WTKS, WKSE, KRO, KZZP on, KJ103 on, KIXX on-dp, WOMP on, KOZ on-dp, WJAD on, KBM on-dp.

Last week, the following records were inadvertently left out of Significant Action!

KIM MITCHELL "Patio Lanterns" (Atlantic)

ALVIN LEE "Detroit Diesel" (21/Alco)

BOYS DON'T CRY "Ches On Fire" (Profile)

INXS "Kiss The Dirt (Falling Down The Mountain)" (Atlantic)

IT BITES "It's A Whole New World" (Geffen)

LUIS CARDENAS "Runaway" (Arista Artists)

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/label designation indicate the total number, how many added it for the first time this week. Moves indicate the type of activity this week. Up for upward chart movement. Same for sideways or continued uncharted activity. Down for downward chart activity, and Adds for the number is a sampling of individual station activity. Complete activity can be found in the Parallels.

NOTE: Records that lack the required 80% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay40.

CHR Rotation Criteria — Fulltime Adds and/or Ones: four plays in a 24-hour period, three of them before midnight. Departed Adds and/or Ones: two plays in a 24-hour period, both of them before midnight.

Parallels Begin on Page 72

Adds & Hits Begin on Page 70

P-1 Playlists Begin on Page 67

Breakouts are records not included in the regional most added, but which have five or more adds in a region, and fewer than 50 stations overall. This information will be published in R&R each week on the CHR Adds & Hits pages.

AFTER THE MADNESS...



COMES THE MAGIC

*Belinda
Carlisle*

*I Feel
The Magic*

The Second Single from the I.R.S. Album (IRS-5741)

Produced and arranged by Michael Lloyd
for Mike Curb Productions.
Remixed by William Orbit.

Photography by Eric Blum



IRS-52889
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CONTEMPORARY HIT RADIO

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track	Label
3	2	1	1	STEVE WINWOOD/Higher Love (Island/WB)	
7	4	2	2	BERLIN/Take My Breath Away (Columbia)	
6	5	4	3	LIONEL RICHIE/Dancing On The Ceiling (Motown)	
5	3	4	4	BANANARAMA/Venus (London/PG)	
14	9	6	5	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	
18	13	9	6	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)	
12	10	8	7	MICHAEL McDONALD/Sweet Freedom (MCA)	
1	1	5	8	MADONNA/Papa Don't Preach (Sire/WB)	
17	14	11	9	MIAMI SOUND MACHINE/Words Get In The Way (Epic)	
28	17	14	10	DARYL HALL/Dreamtime (RCA)	
20	15	12	11	REGINA/Baby Love (Atlantic)	
31	18	15	12	RUN D.M.C./Walk This Way (Profile)	
25	20	16	13	GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	
10	8	7	14	TIMEX SOCIAL CLUB/Rumors (Jay)	
—	34	21	15	GENESIS/Throwing It All Away (Atlantic)	
35	28	19	16	BILLY OCEAN/Love Zone (Jive/Arista)	
30	24	16	17	KLYMAXX/Man Size Love (MCA)	
—	39	25	18	JANET JACKSON/When I Think Of You (A&M)	
32	26	22	19	DOUBLE/The Captain Of Her Heart (A&M)	
2	6	10	20	PETER CETERA/Glory Of Love (Full Moon/WB)	
39	33	27	21	LOVERBOY/Heaven In Your Eyes (Columbia)	
4	7	13	22	BELINDA CARLISLE/Mad About You (IRS/MCA)	
—	37	28	23	STACEY Q/Two Of Hearts (Atlantic)	
—	40	31	24	VAN HALEN/Love Walks In (WB)	
26	23	23	25	DAVID LEE ROTH/Yankee Rose (WB)	
37	32	30	26	ZZ TOP/Velcro Fly (WB)	
8	12	17	27	JERMAINE STEWART/We Don't Have To Take Our Clothes Off (Ten/Arista)	
—	40	28	28	DON JOHNSON/Heartbeat (Epic)	
—	36	26	29	EURHYTHMICS/Missionary Man (RCA)	
29	27	26	30	MONKEES/That Was Then, This Is Now (Arista)	
40	38	34	31	PAUL McCARTNEY/Press (Capitol)	
—	35	32	32	SIMPLY RED/Money\$ Too Tight (To Mention) (Elektra)	
—	37	33	33	BILLY JOEL/A Matter Of Trust (Columbia)	
DEBUT	34	34	34	TINA TURNER/Typical Male (Capitol)	
24	22	24	35	MIKE & THE MECHANICS/Taken In (Atlantic)	
9	11	20	36	WHAMI/The Edge Of Heaven (Columbia)	
DEBUT	37	37	37	ROBERT PALMER/I Didn't Mean To Turn You On (Island)	
BREAKER	38	38	38	CYNDI LAUPER/True Colors (Portrait/CBS)	
11	19	32	39	PETER GABRIEL/Sledgehammer (Geffen)	
13	21	33	40	ROD STEWART/Love Touch (WB)	

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ADULT CONTEMPORARY

11	7	3	1	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	
5	3	1	2	CARL ANDERSON & GLORIA LORING/Friends And Lovers (Carrere/CBS)	
6	5	4	3	LIONEL RICHIE/Dancing On The Ceiling (Motown)	
12	10	7	4	BERLIN/Take My Breath Away (Columbia)	
16	11	9	5	ANITA BAKER/Sweet Love (Elektra)	
1	1	2	6	MIAMI SOUND MACHINE/Words Get In The Way (Epic)	
9	8	8	7	STEVE WINWOOD/Higher Love (Island/WB)	
7	6	6	8	MIKE & THE MECHANICS/Taken In (Atlantic)	
15	12	10	9	BILLY OCEAN/Love Zone (Jive/Arista)	
—	25	14	10	GENESIS/Throwing It All Away (Atlantic)	
21	17	13	11	EL DeBARGE/Love Always (Gordy/Motown)	
2	2	5	12	MICHAEL McDONALD/Sweet Freedom (MCA)	
26	19	16	13	AIR SUPPLY/Lonely Is The Night (Arista)	
24	18	17	14	NEIL DIAMOND/The Story Of My Life (Columbia)	
28	22	18	15	MOODY BLUES/The Other Side Of Life (Polydor/PG)	
3	4	11	16	DOUBLE/The Captain Of Her Heart (A&M)	
—	9	12	17	PETER CETERA/Glory Of Love (Full Moon/WB)	
—	26	21	18	PAUL SIMON/You Can Call Me Al (WB)	
BREAKER	19	19	19	CYNDI LAUPER/True Colors (Portrait/CBS)	
BREAKER	20	20	20	TOTO/I'll Be Over You (Columbia)	
BREAKER	21	21	21	CARLY SIMON/Coming Around Again (Arista)	
—	28	25	22	ROSIE VELA/Magic Smile (A&M)	
—	29	24	23	DARYL HALL/Dreamtime (RCA)	
10	15	19	24	JEFFREY OSBORNE/You Should Be Mine (A&M)	
14	13	15	25	GORDON LIGHTFOOT/Anything For Love (WB)	
—	30	28	26	BOB SEGER & THE SILVER BULLET BAND/It's You (Capitol)	
—	30	28	27	THOMPSON TWINS/Nothing In Common (Arista)	
8	14	20	28	ROD STEWART/Love Touch (WB)	
BREAKER	25	25	25	DAVID FOSTER/Who's Gonna Love You Tonight (Atlantic)	
DEBUT	30	30	30	BILLY JOEL/A Matter Of Trust (Columbia)	

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AOR TRACKS

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track	Label
4	3	2	1	PETER GABRIEL/In Your Eyes (Geffen)	
1	1	1	2	GENESIS/Throwing It All Away (Atlantic)	
10	6	3	3	EDDIE MONEY/Take Me Home Tonight (Columbia)	
6	5	4	4	STEVE WINWOOD/Split Decision (Island/WB)	
—	12	5	5	JOHN FOGERTY/Eye Of The Zombie (WB)	
12	9	8	6	R.E.M./Fall On Me (IRS/MCA)	
11	8	7	7	DARYL HALL/Dreamtime (RCA)	
—	14	9	8	TALKING HEADS/Wild Wild Life (Sire/WB)	
40	26	19	9	BOB SEGER & THE SILVER.../It's You (Capitol)	
2	4	6	10	EURHYTHMICS/Missionary Man (RCA)	
26	19	15	11	BILLY JOEL/A Matter Of Trust (Columbia)	
13	11	11	12	DAVID LEE ROTH/Tobacco Road (WB)	
30	18	17	13	TRIUMPH/Somebody's Out There (MCA)	
19	13	14	14	FIXX/Built For The Future (MCA)	
35	27	22	15	DAVID & DAVID/Welcome To The Boomtown (A&M)	
34	24	20	16	BONNIE RAITT/No Way To Treat A Lady (WB)	
22	15	14	17	GLASS TIGER/Don't Forget Me (When I'm Gone) (Manhattan)	
28	22	21	18	GEORGE THOROGOOD.../Reelin' & Rockin' (EMI America)	
9	7	10	19	NEIL YOUNG/Touch The Night (Geffen)	
DEBUT	20	20	20	HUEY LEWIS & THE NEWS/Hip To Be Square (Chrysalis)	
BREAKER	21	21	21	RIC OCASEK/Emotion In Motion (Geffen)	
36	32	24	22	BON JOVI/You Give Love A Bad Name (Mercury/PG)	
DEBUT	23	23	23	HUEY LEWIS & THE NEWS/Jacob's Ladder (Chrysalis)	
53	42	29	24	ICEHOUSE/Cross The Border (Chrysalis)	
—	38	27	25	DON JOHNSON/Heartbeat (Epic)	
3	2	5	26	HUEY LEWIS & THE NEWS/Stuck With You (Chrysalis)	
7	10	27	27	VAN HALEN/Love Walks In (WB)	
—	43	31	28	FABULOUS THUNDERBIRDS/Look At That... (CBS Associated)	
31	29	28	29	VAN HALEN/Summer Nights (WB)	
—	45	30	30	STEVE WINWOOD/Freedom Overspill (Island)	

Complete Tracks Chart Begins on Page 62

BLACK/URBAN

15	6	4	1	JANET JACKSON/When I Think Of You (A&M)	
6	3	2	2	GWEN GUTHRIE/Ain't Nothin' Goin On But The Rent (Polydor/PG)	
7	4	3	3	LEVERT/Pop Pop Pop Pop Goes My Mind (Atlantic)	
21	13	5	4	ORAN "JUICE" JONES/The Rain (Def Jam/Columbia)	
3	1	5	5	BILLY OCEAN/Love Zone (Jive/Arista)	
18	17	6	6	LISA-LISA & CULT JAM with FULL FORCE/All Cried Out (Columbia)	
24	18	10	7	EL DeBARGE/Love Always (Gordy/Motown)	
11	10	8	8	LIONEL RICHIE/Dancing On The Ceiling (Motown)	
23	17	11	9	ASHFORD & SIMPSON/Count Your Blessings (Capitol)	
33	23	16	10	CAMEO/Word Up (Atlanta Artists/PG)	
19	16	13	11	JEFFREY OSBORNE/Soweto (A&M)	
26	20	17	12	MIDNIGHT STAR/Midas Touch (Solar/Elektra)	
—	31	20	13	NEW EDITION/Earth Angel (MCA)	
32	25	22	14	HOWARD HEWETT/I'm For Real (Elektra)	
10	9	9	15	PRINCE/Anotherloverholenohthead (WB)	
29	23	23	16	MAZE/I Wanna Be With You (Capitol)	
13	12	12	17	CHAKA KHAN/Love Of A Lifetime (WB)	
38	34	28	18	FIVE STAR/Can't Wait Another Minute (RCA)	
22	21	21	19	GLENN JONES/Giving Myself To You (RCA)	
—	37	30	20	TEMPTATIONS/Lady Soul (Gordy/Motown)	
—	38	26	21	RUN D.M.C./Walk This Way (Profile)	
1	2	6	22	LUTHER VANDROSS/Give Me The Reason (Epic)	
31	28	25	23	JAMES INGRAM/Always (Qwest/WB)	
25	24	24	24	MELI'SA MORGAN/Fool's Paradise (Capitol)	
—	34	25	25	GEORGE BENSON/Kisses In The Moonlight (WB)	
37	33	29	26	KRYSTOL/Passion From A Woman (Epic)	
20	19	27	27	WHODINI/One Love (Jive/Arista)	
34	32	31	28	DOUG E. FRESH/All The Way To Heaven (Reality/Fantasy)	
—	37	27	29	GREGORY ABBOTT/Shake You Down (Columbia)	
BREAKER	30	30	30	TINA TURNER/Typical Male (Capitol)	
DEBUT	31	31	31	REBBIE JACKSON/Reaction (Columbia)	
27	27	27	32	JETS/Private Number (MCA)	
8	7	14	33	PATTI LABELLE/Oh People (MCA)	
DEBUT	34	34	34	FORCE MD'S/One Plus One (Tommy Boy/WB)	
DEBUT	35	35	35	LOOSE ENDS/Stay A Little While, Child (MCA)	
2	5	18	36	ANITA BAKER/Sweet Love (Elektra)	
DEBUT	37	37	37	KENNY G/What Does It Take (To Win Your Love) (Arista)	
9	8	15	38	SDS BAND/Borrowed Love (Tabu/CBS)	
BREAKER	39	39	39	YARBROUGH & PEOPLES/Wrapped Around Your Finger (Total Experience/RCA)	
BREAKER	40	40	40	RJ'S LATEST ARRIVAL/Heaven In Your Arms (Manhattan)	

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