

I N S I D E:

ARBITRON BULLETINS

- Top market ratings highlights this week:
- **WGCI-FM** edges **WGN** for Chicago lead
 - **KGO** way up in 48th straight SF win
 - **WUSL** wins first Philly ARB
 - **WJR** widens gap in quiet Detroit book
 - **KMOX**'s 25.0 obliterates St. Louis competition
 - **KVIL** earns a 10, takes over Dallas lead
 - **WMZQ** Washington's first Country champ
 - **WBAL** nearly catches **WLIF** in Baltimore
 - **WXKS-FM** vaults to first in both Boston books

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STATIONS MUST TELL CALLERS THEY'RE ON-AIR

The FCC this week retained the rule requiring radio folks to let people know their conversation is being recorded or aired before the fact. Also, **RKO**'s fate is on the line this week.

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BIG TIME: AVERAGE LENGTH OF HITS CLIMBS

The average timings of the chart hits are up in all five formats surveyed, compared to 1986 figures. In four of the five, the average hit is over four minutes long:

- CHR: 4:07
- AC: 4:11
- AOR: 4:33
- Urban: 4:07
- Country: 3:20

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MIDWEST CONCLAVE FROM TWO SIDES

R&R's CHR and AOR contingent attended the recent Upper Midwest Communications Conclave, and both sections feature reports on the central topics: music, fragmentation, promotions, desirability of teens, and more.

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CURING COPYWRITING FRUSTRATION

Writing ad copy is the most painful task at many radio stations, but the burden can be eased by applying some or all of these steps:

- Find the client's favored theme
- Translate slogans into audio
- Scour client's literature for catch-phrases

For more details, see Sales Strategy. Page 14

Newsstand Price \$5.00



Dees Inks New Five-Year Contract At KIIS

Gannett's KIIS-AM & FM/Los Angeles has announced the signing of a new five-year deal with Rick Dees, the market's leading morning air personality. With a year remaining on Dees's current contract, the additional pact ties him up for the next six years, through 1994 — squelching rumors of his departure to other Los Angeles stations.

KIIS President/GM Lynn Anderson-Powell told **R&R**, "KIIS-FM and Gannett are extremely pleased at Rick Dees's commitment to the ongoing suc-



Rick Dees success of KIIS-FM. Rick has consistently delivered a morning audience among the largest in the nation. His continued position at the top of the ratings is assured by his exceptional talent and by the loyal listeners he has cultivated.

DEES/See Page 30

Million-Dollar Bash For Joe Smith



The City of Hope tribute to Capitol Industries President Joe Smith, which culminated in a Century Plaza/L.A. dinner last week, broke all previous fundraising records and the long-sought-after \$1 million barrier. In an unusual move, Smith served as MC for his own tribute, keeping the laughs coming without once being called for a quipping penalty. Comedian Don Rickles entertained in his classically caustic style. Pictured at left are Smith (left) being presented with the Spirit of Life award by past honoree and Tower Records President Russ Solomon, while at right, Rickles poses with his close personal friend, EMI Music Chairman Bhaskar Menon, whom Rickles failed to insult more than half a dozen times during his act.

New Music Seminar Assails Radio Corporate Sponsors Also Targets At Largest NMS Ever

U2 manager Paul McGuinness blasted the music business in general — and radio in particular — during his Monday morning keynote address at the ninth annual New Music Seminar held 7/17-20 at New York's Marriott Marquis Hotel.

"There's a simple truth about pop music: unless people like it, it won't be popular, but unless they hear it, they won't know if they like it. And they won't hear it unless someone plays it. So who's going to play new music in 1988? It's not going to be radio. AOR and CHR are a catastrophe, based on conservative formats. It's not going to be MTV, and it's not going to be big concert promoters," McGuinness commented.

He went on to note that speed metal and thrash bands who have taken their music directly to the public and broken through on a local level are the most interesting current phenomenon. "Great bands have always known that they had to reject the music being made by everyone else, and therefore reject the music business," he said, citing Guns N' Roses as a



U2 manager Paul McGuinness keynotes New Music Seminar group that "stands out like a beacon in 1988."

McGuinness also criticized "sponsor-bedecked" acts and those who endorse products, and even took a well-received humorous shot at the Seminar's organizers: "Everyone knows you guys are making a fortune, and it really is time to stop pretending the New Music Seminar is some sort of philanthropic-motivated, consciousness-raising swap meet for the alternative music business."

Brian Eno, who was slated as the event's other keynote speaker, cancelled owing to the death of his father last week.

NMS Directors Mark Joseph-

son and Tom Silverman presented the first annual "Joel Webber Prizes For Excellence In Music & Business" to Sire President Seymour Stein and Venture Booking President Frank Riley, who leaves Venture this week to join Triad Artists in Los Angeles.

NMS/See Page 30

REICH/See Page 30

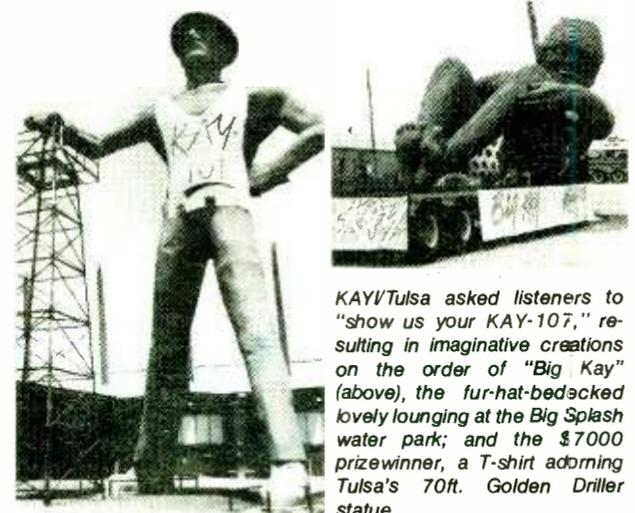
Reich Exec VP At TK Oversees Texas Stations

Former WIOD & WGTR/Miami VP/GM Bob Reich has been named Exec. VP of TK Communications/West, in charge of KLUV/Dallas and KBUC-AM & FM/San Antonio. Based in Dallas, he replaces Steven Dinetz, who resigned July 15 to form his own company.

TK Chairman John Tenaglia told **R&R**, "When you look at Bob's track record, ranging from Washington and Pittsburgh to New Orleans and Nashville, there is a lot of expertise applicable to Dallas and San Antonio." He added, "Our expansion plans will include similar markets of diverse size and socioeconomic compositions."

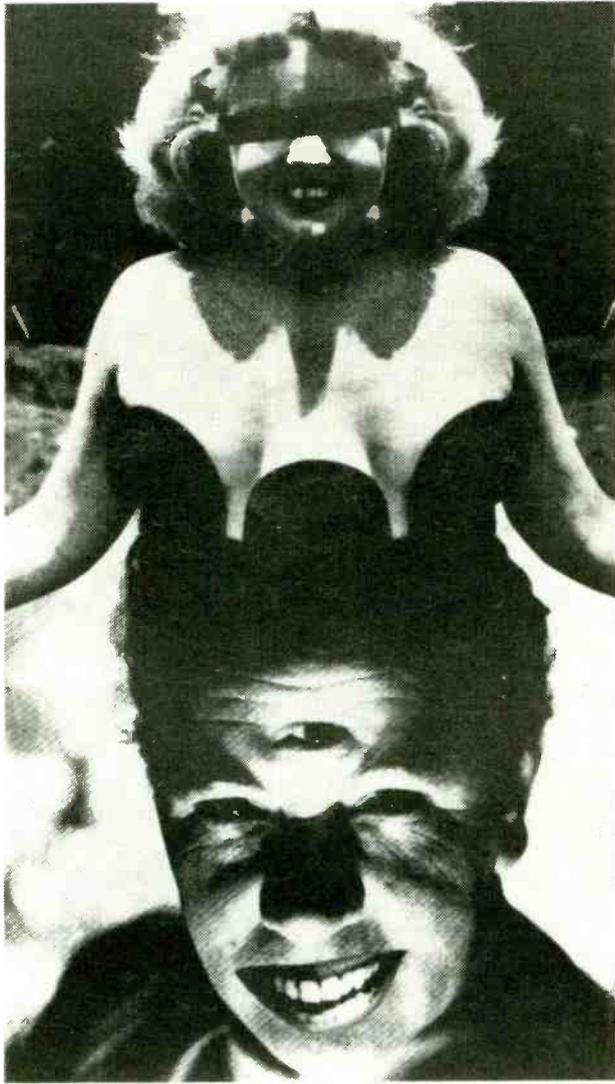
Reich's background includes posts with EZ Communications as VP/GM at the company's WEZB/New Orleans and WBZZ/Pittsburgh, and as Corporate VP/GSM.

KAYI Kayos Tulsa



KAYI/Tulsa asked listeners to "show us your KAY-107," resulting in imaginative creations on the order of "Big Kay" (above), the fur-hat-bedecked lovely lounging at the Big Splash water park; and the \$7000 prizewinner, a T-shirt adorning Tulsa's 70ft. Golden Driller statue.

Everyone's Going Crazy For Flesh.



I GO CRAZY the new single by **FLESH FOR LULU**

from their debut album **LONG LIVE THE NEW FLESH**

Capitol BEGGARS BANQUET

Produced By Stephen Hague • Personal Management: Peregrine Watts-Russell • Janet McQueeney

Everyone needs a little Flesh sometime, and this one is guaranteed to drive you crazy.

© 1988 Capitol Records, Inc.

With A Little Help From Elton



Elton John performed at a benefit concert in L.A. for children with AIDS and other serious illnesses, helping to raise over a half-million dollars. Pictured after the show are (l-r) Lorraine Gary (Mrs. Sid Sheinberg), Shelli Azoff, MCA Music Entertainment Group President Irving Azoff, MCA Inc. President Sid Sheinberg, John, and MCA Records Exec. VP Richard Palmese.

PALEVIDA PD

WWBA Becomes AC 'Warm 107' WWRM

Newly-acquired Cox B/EZ WWBA/Tampa-St. Petersburg has switched formats to soft AC and changed calls to WWRM (Warm 107). Former WSB/Atlanta programming assistant Tom Palevida has been hired as PD.

Cox Exec. VP/Radio Nick Trigony told R&R, "When we bought the station, we did some research in the market and were not thrilled with the demographics on WWBA. While the 12+ numbers

were very strong, the 25-54s were not good; in fact, we were not in the top ten. So we wanted to put on a format that would deliver better demos.

"After doing more research, we came up with the current format," he continued. "The reaction has been very good. We have not yet marketed it, nor do we have the air talent in place. Basically, we have just the music on the air. It's not exactly where it should be right now." **WWBA/See Page 30**

Congress Investigates SEC Document Rooms

Access To Key Financial Documents At Issue

A congressional investigation has been launched into Securities & Exchange Commission freedom of information policies following complaints that the agency is restricting access to records in its public reference room.

The action was announced last week (7/14) by Rep. Glenn English (D-OK), Chairman of the House Government Operations Subcommittee on Government Information. English recently spearheaded an investigation of FCC document

rooms that exposed rampant mismanagement (R&R, 7/15).

English wrote in a letter to Comptroller General Charles Bowsher, "Maintaining timely public access to documents publicly filed with the SEC is crucial to the operation of the nation's capital markets."

The congressional action came one day after R&R sponsored a meeting of about 60 financial journalists and public interest groups to organize opposition to measures recently taken by the SEC to restrict access to public records. SEC attorney James McConnell attended the session, but declined comment.

File Shutdowns, Long Waits

For more than a decade, the Commission has allowed open public access to its microfiche records of securities disclosure filings. The records include filings by publicly traded companies on financial results, takeover attempts, and stock trading.

On June 20, without prior public notice, the SEC eliminated open public access to the microfiche files on the grounds that it would improve security and orderliness of the records. The Commission staff has been instructed to service public requests for these records on a "closed-stack" basis.

The SEC says current documents previously retrievable by the public within minutes will now take up to four hours to be retrieved; documents dated prior to 1983 will take up to 72 hours. But users report even longer waits.

McCready VP At CBS/Nashville



Mary Ann McCready
CBS/Nashville Director/Sales & Product Development **Mary Ann McCready** has been promoted to VP/Sales & Product Development. She will oversee national advertising and sales development plans with the CBS Records Branch sales organization, and will supervise the label's Nashville merchandising and media departments.

Sr. VP/Nashville Operations **Roy Wunsch**, to whom McCready

McCREADY/See Page 30

Lind New PD At WMJI



Joel Lind

Jacor AC WMJI/Cleveland has named former WNIC/Detroit programmer **Joel Lind** PD, succeeding **Rick Torcasso**, who leaves for ownership at KQAM & KEYN/Wichita.

WMJI GM Phil Levine told R&R, "We'll miss Rick a lot, but I'm tickled to have Joel. He comes with a tremendous track record and 'Magic' will continue to grow with Joel at the helm."

Lind told R&R, "I am delighted to be joining an intelligent operation of real broadcasters — dedicated to winning and having a

LIND/See Page 30

Gibson PD At WGR

Full-Service AC WGR/Buffalo evening air personality **Max Gibson** (known on-air as **Shane**) has been given additional duties and the PD title. Operations Director **Mike Roszman**, who had been serving in that capacity, continues OD duties for WGR and sister AC WRLT.

President/GM **David Rich** told R&R, "The move to make **Shane** PD comes as a result of his recognition factor in the community. We feel that AM radio is not going to roll over and die. We'll have the most lively and hottest AC that we can in this marketplace. Putting **Max Gibson** in this spot is a way I can make sure that happens."

GIBSON/See Page 30

Hansen OM For SMN's Wave



Lee Roy Hansen

Satellite Music Network has recruited veteran programmer **Lee Roy Hansen** as OM for its NAC "Wave" format. He will be based at the company's Chicago studios.

Hansen, who most recently served as PD at AC-formatted **KMMX/San Antonio**, has also held programming positions at **KSFM/Sacramento**, **KSJO/San Jose**, and **KHTT/San Jose**. He will work with SMN VP/Programming **Robert Hall**, Affiliate Relations Director **Erv Jezek**, and consultants **Frank Cody** and **Owen Leach**.

Hansen commented, "I'm excited about the opportunity to work

HANSEN/See Page 30

JULY 22, 1988

MORE TALK ABOUT 'LESS TALK'

AC stations, in common with many other formats, are weighing the merits of adopting "less talk" programming approaches and positioning. Opinions are divided as to the style's longterm potential; this week **WEZO/Rochester's David Isreal** and **WAXY/Miami's Kenny Lee** take the two sides of the question.

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“We started working with The Research Group in the spring of 1983. WAJI-FM in Fort Wayne had experienced a number of problems over the years with formats and sales. We had a lot of questions we needed answered and we needed a good plan for the station, so we called in The Research Group. At the time, the station was #6, 12+.*

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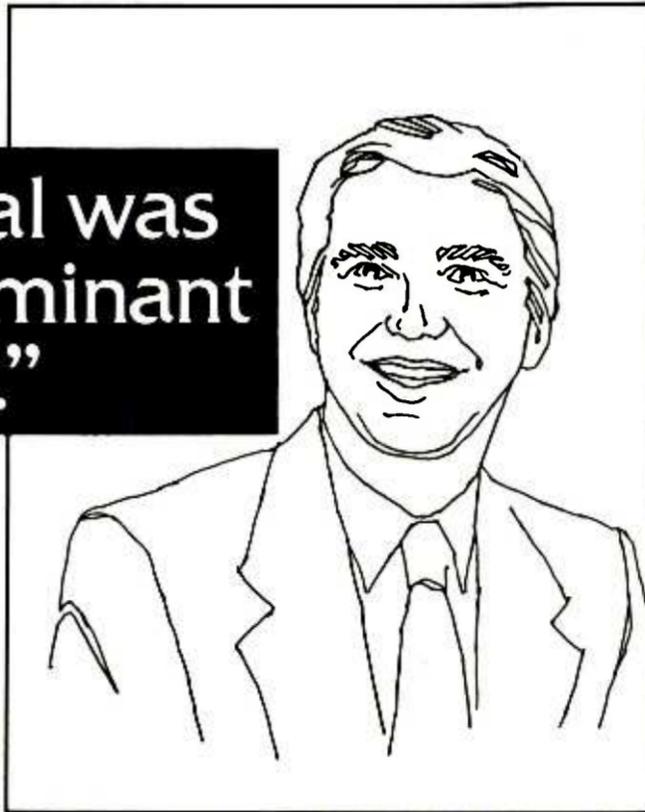
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*Geoff Vargo
President, Radio Group
Sarkes-Tarzian, Inc.*

*Spring 1983 Arbitron. AQH. M-S, 6A-12M. MSA.

**Fall 1987 Arbitron. AQH. M-S, 6A-12M. MSA.

“Our goal was
to be dominant
in 25-54.”



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RADIO BUSINESS

TRANSACTIONS

Adams Buys Charlotte Combo For \$11.5 Million

Mahlman Helps Syracuse Rocker Roar At \$4.5 Million;
OKC FM Gets Independence Through Americom

Deal Of The Week:

WAES & WROQ/ Charlotte, NC

PRICE: \$11.5 million
BUYER: Adams Communications Corp., owned by Stephen Adams of Wayzata, MN. The company also owns WRTH & KEZK/St. Louis, KOOL-AM & FM/Phoenix, KISS/San Antonio, and WLAV-AM & FM/Grand Rapids.
SELLER: CRB Broadcasting Corp., owned by Ed Rogoff. The company also owns WZZR/Stuart, FL; WFAS/White Plains, NY; WTCR/Huntington, WV; WAEB/Allentown, PA; and WJBR/Wilmington, DE.
FREQUENCY: 610 kHz; 95.1 MHz
POWER: 5 kw day/1 kw night; 100 kw at 570 feet
FORMAT: Nostalgia; CHR
BROKER: Jay Bowles of Blackburn & Co.

Alabama

WSMQ/Bessemer

PRICE: \$125,000
TERMS: Escrow deposit \$12,500, with additional \$12,500 cash at closing. Balance payable via ten-year

promissory note, monthly payments of \$1000 at 4.5% simple interest per year. Five-year noncompete agreement valued at \$10,000.

BUYER: Bessemer Radio Inc., owned by Gene Landau and Betty Landau of Signal Mountain, TN.

SELLER: Mel Allen Broadcasting Inc., owned by Mel Allen. The company's treasurer, Harry Reiner, also owns an interest in WLBE/Leesburg, FL.

FREQUENCY: 1450 kHz
POWER: 1 kw
FORMAT: Country
BROKER: Doyle Hadden of Hadden & Associates

FM CP/Camden

PRICE: \$3300
TERMS: Cash
BUYER: Yvonne Carter of Montgomery, AL. Her husband, Mac Carter, owns WCOX/Camden, AL.
SELLER: Camden Broadcast Associates, a partnership of Dr. LaBorne Foster, Norman Figures, Paul Strickland, and Virgle Strickland. Each of the partners are applicants for several FM CPs in Alabama, Florida, and Mississippi. Reynolds also owns WJAM/Marion, AL and WVRT/Reform, AL.
FREQUENCY: 102.3 MHz
POWER: 3 kw at 328 feet

WKNI/Lexington

PRICE: \$160,000
TERMS: Cash
BUYER: Doris Harrison of Killen, AL. She is currently employed at the station as a bookkeeper. Her husband, Joe, is employed at the station as an announcer and sales representative.
SELLER: Allen Carwile
FREQUENCY: 620 kHz
POWER: 5 kw daytimer
FORMAT: AC
COMMENT: In December 1987 this station sold for \$97,554.

WIQR/Prattville

PRICE: \$175,000
TERMS: Escrow deposit \$7500, cash at closing \$17,500. Fifteen-year promissory note for \$150,000 at 10% interest, payable in equal monthly installments of \$1625. Buyer assumes studio lease.
BUYER: Canterbury Broadcasting Corp., owned by Bob Hutchins of Jackson, MS and Gary Richardson of Birmingham, AL.
SELLER: American Trust Broadcasting Corp., headed by Earl Hilliard.
FREQUENCY: 1410 kHz
POWER: 5 kw day/1 kw night
FORMAT: AC

TRANSACTIONS AT A GLANCE

Deals So Far In 1988:
\$2,379,473,588

Total Stations Traded This Year: 731

This Week's Action: \$37,107,345

Total Stations Traded This Week: 47

Deal of the Week:

● **WAES & WROQ/Charlotte, NC**
\$11.5 million

- WSMQ/Bessemer, AL \$125,000
- FM CP/Camden, AL \$3300
- WKNI/Lexington, AL \$160,000
- WIQR/Prattville, AL \$175,000
- WVRT/Reform, AL \$215,000
- KPIN & KBBT/Casa Grande, AZ \$550,000
- KCDX (FM CP)/Kearny, AZ \$2000
- KEZC & KJOK/Yuma, AZ \$645,000 for 60%
- KATA & KFMI/Arcata-Eureka, CA \$690,000
- KRDG & KEWB/Redding, CA \$975,000
- WSNQ/Torrington, CT \$250,000
- WPRY & WNFK (FM CP)/Perry, FL \$550,000
- WMNX/Tallahassee, FL \$1.5 million
- WRED/Monroe, GA \$151,000
- WFXW/Geneva, IL \$175,000
- WBOX-AM & FM/Bogalusa, LA \$325,000
- KHAA/Port Sulphur, LA \$3.4 million
- WJBQ/Portland, ME \$236,000 for 14%
- WLWV/Salisbury, MD \$1.25 million
- FM CP/Roscommon, MI \$3792
- KJCF/Festus, MO \$230,000
- KODI & KOOZ/Great Falls, MT \$400,000
- WGVA/Geneva, NY \$490,000
- WAQX/Manlius (Syracuse), NY \$4.5 million
- WPDM & WSNM/Potsdam, NY Undisclosed
- WIDU/Fayetteville, NC \$65,000 for majority control
- WOKX/High Point, NC \$70,000
- KEBC/Oklahoma City \$3.9 million
- WSCR/Scranton, PA \$250,000
- WHHR-AM & FM/Hilton Head, SC \$2.7 million
- WJAK/Jackson, TN \$70,000
- WUSJ/Jonesboro, TN \$100,000
- WCHU/Soddy-Daisy, TN Repossession
- KULM/Columbus, TX \$201,253
- WNAM & WAHC/Oshkosh, WI \$1.25 million

WVRT/Reform

PRICE: \$215,000
TERMS: Escrow deposit \$25,000. Balance of \$190,000 payable cash at closing.
BUYER: Amermedia Inc., owned by Paul Reynolds. He also owns WJAM/Marion, AL and an FM CP in Camden, AL.

SELLER: Rego Broadcasting Co., a partnership owned by L.D. Vail, Margaret Ramage, and Charlie McTaggart Jr.
FREQUENCY: 101.7 MHz
POWER: 3 kw at 300 feet
FORMAT: Country

Continued on Page 8

JUNE 1988 TRANSACTIONS

KMLE (FM)	Phoenix, AZ	\$8,000,000
WKNE (AM/FM)	Keene, NH	\$5,500,000
WAVG/WLRS	Louisville, KY	\$4,500,000
WIZD (FM)	Pensacola, FL	\$4,500,000
WCBK/WMCB	Martinsville, IN	} \$3,800,000
WCNB/WIFE	Connersville, IN	
WCHO/WOFR	Washington Court House, OH	
WKBX (FM)	Kingsland, GA	\$1,000,000

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Do the megareps really know where the world is going?

**REP HEAD PREDICTS:
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RADIO BUSINESS

TRANSACTIONS

Continued from Page 6

Arizona

KPIN & KBBT/Casa Grande

PRICE: \$550,000

TERMS: Escrow deposit \$100,000, balance due cash at closing.

BUYER: **KPIN Inc.**, a division of publicly-traded **Video Trip Corp.** headed by **Robert Finkelstein** of Beverly Hills, CA and **Ben Doud** of Gillette, WY. The company also owns **KGWY/Gillette, WY** and **KWBG & KZBA/Boone, IA**. **Finkelstein** is an applicant, along with entertainer **Wayne Newton**, for a new FM station in Las Vegas.

SELLER: **KVOS Inc.**, owned by **Ray Lockhart** and **Mel Adams**. They also own **KSTC & KNNG/Sterling, CO**. **Lockhart** also owns **KNAB-AM & FM/Burlington, CO** and **KOGA-AM & FM/Ogallala, NE**.

FREQUENCY: 1260 kHz; 105.5 MHz
POWER: 1 kw daytimer; 1.9 kw at 362 feet

FORMAT: Country; AC

KCDX (FM CP)/Kearny

PRICE: \$2000

TERMS: Cash

BUYER: **Desert West Air Ranchers Corp.** of Tucson, owned by **Ted Tucker** and **Jana Tucker**. They

presently own several FM translators in Arizona and are applicants for two LPTV stations in that state.

SELLER: **Jack Weldner** of Sun City, AZ.

FREQUENCY: 105.1 MHz
POWER: 3 kw at 300 feet

KEZC & KJOK/Yuma

PRICE: \$645,000 for 60%

TERMS: Eight-year promissory note for entire amount, payable in equal monthly installments of \$6257 at 8.25% annual interest. Three-year noncompete agreement.

BUYER: **James Stowe** of Yuma, AZ, who currently owns 40% of the combo.

SELLER: **Robert Meyers** of St. Joseph, MO is selling his 60% interest in **Magnamedia Inc.**

FREQUENCY: 1400 kHz; 93.1 MHz
POWER: 1 kw; 100 kw at 80 feet
FORMAT: AC; CHR

California

KATA & KFMI/Arcata-Eureka

PRICE: \$690,000

TERMS: Escrow deposit \$70,000, balance due cash at closing.

BUYER: **Merit Broadcasting Corp.**, owned by **Jeffrey Martin**, **Michael Martin**, and **Jane Martin**. The company owns **KHTE/Redding, CA** and **KARZ/Burney, CA**.

SELLER: **Signal Associates**, an Illinois limited partnership. The general part-

ner, **Mesirow Real Estate Investments Inc.**, is headed by President **Gerald Levin**. About 20% of **Mesirow** is held by **Westinghouse Electric Corp.**, which owns several major market radio properties.

FREQUENCY: 1340 kHz; 96.3 MHz
POWER: 1 kw; 30 kw at 1580 feet
FORMAT: AC; AOR

BROKER: **Michael Fox Auctioneers Inc.**

KRDG & KEWB/Redding

PRICE: \$975,000

TERMS: Cash

BUYER: **A.L. Broadcast Corp.**, owned by **Gene Anderson** and **Dan Lahey**. The company also owns **KCMX-AM & FM/Medford, OR**.

SELLER: **Prather-Breck Broadcasting Inc.**, owned by **Jeff Prather** and **Robert Breck**.

FREQUENCY: 1330 kHz; 94.3 MHz
POWER: 5 kw day/1 kw night; 3 kw at 300 feet

FORMAT: Gold; CHR

BROKER: **Elliot Evers** and **Brian Cobb** of **Media Venture Partners**.

COMMENT: The AM was sold for \$570,000 in October 1986.

Connecticut

WSNG/Torrington

PRICE: \$250,000

TERMS: Cash or **Dun & Bradstreet Inc.** stock.

BUYER: An investor group headed by

Michael Collins, the general partner of **Collins Limited Partnership**.

SELLER: **William Knudson**, who currently owns 65% of **Community Service Radio Inc.**, is reducing his holdings to 10%.

FREQUENCY: 610 kHz
POWER: 1 kw daytimer
FORMAT: Talk/AC

COMMENT: This station was sold for \$550,000 in April 1985.

Florida

WPRY & WNFK (FM CP)/Perry

PRICE: \$550,000

TERMS: Cash

BUYER: **Rahu Broadcasting Co. Inc.**, owned by **Jerry Rasor**, **Don Hughes**, **Barbara Hughes**, and **Terry Reeves**. The company also owns AM station **WGKR/Perry, FL**, which it will divest prior to receiving the license of **WPRY**.

SELLER: **WPRY Radio and Perry Communications**, owned by **Harry Hagan** and his wife **Cathryn**. They also own **WYBT & WPHK/Blountstown, FL**.

FREQUENCY: 1400 kHz; 105.5 MHz
POWER: 1 kw; 3 kw at 345 feet
FORMAT: AC

WMNX/Tallahassee

PRICE: \$1.5 million

TERMS: \$25,000 cash at closing. Five-year promissory note for \$1,475,000 with simple interest at one point annually over the average prime rates of Chase Manhattan Bank, Citibank, and Chemical Bank. No payments of interest or principal for two years after closing, but monthly payments commence thereafter in accordance with a seven-year amortization schedule. A final balloon payment of all outstanding funds is due on the fifth anniversary of the closing date. If buyer subsequently sells assets or stock to third party, additional compensation is due seller. Seller plans transfer of existing AC format to new property. Buyer will pay seller \$500,000 if **WMNX** converts back to an AC format during the five-year period after closing.

BUYER: **Gary Burns Inc.**, owned by **Gary Burns** of Marietta, GA. He also owns **WVIQ/Christianstead, VI**.

SELLER: **HVS Partners**, a Florida general partnership owned by Washington, DC communications investors **Thomas Schattenfeld** and **Gisella Huberman**. They own **WGUS-AM & FM/Augusta, SC** and **WWQQ/Wilmington, NC** and are applicants for a new FM at **Indio, CA**. They recently applied for permission to buy **WBGW-AM & FM/Tallahassee** and **WQHQ/Salisbury, MD**. The company is also selling **WLVW/Salisbury, MD** (see below).

FREQUENCY: 3 kw at 300 feet
POWER: 95.9 MHz
FORMAT: AC

COMMENT: This station was sold in May 1985 for \$1.25 million.

Georgia

WRED/Monroe

PRICE: \$151,000

TERMS: Escrow deposit \$1000, with \$117,500 cash due at closing. Buyer will also pay \$32,500 cash to discharge various liens against the station. Five-year noncompete agreement valued at \$20,000.

BUYER: **Phoenix Flight Broadcasting Corp.**, owned by **Ronald Reeves** of Anderson, SC. He is an air personality at **WANS-AM & FM/Anderson, SC**.

SELLER: **Earl Akery**

FREQUENCY: 1490 kHz
POWER: 1 kw day/250 watts night
FORMAT: AC

Illinois

WFXW/Geneva

PRICE: \$175,000

TERMS: Selling shareholders receive \$50,000 cash at closing and promissory notes valued at \$90,000. Buyer assumes existing \$35,000 bank note.

BUYER: **Louis Pignatelli**, who currently owns 24% of the company.

SELLER: **Gerald Gamel**, **Iva Gamel**, and **Bennett Gamel** are selling their collective 56% interest in **Gamel Broadcasting Inc.**

FREQUENCY: 1480 kHz
POWER: 1 kw daytimer
FORMAT: AC

Louisiana

WBOX-AM & FM/Bogalusa

PRICE: \$325,000

TERMS: Escrow deposit \$1000, balance due cash at closing.

BUYER: **Bogue Chitto Communications Co.**, owned by **Thomas McDaniel** of Columbia, MS. **Gilbert Taylor** and **C. Shelton Ball Jr.** are directors of the firm. **McDaniel** also owns **WJCU/Columbia, MS**; **WJDR/Prentiss, MS**; and **WCHJ & WBKN/Brookhaven, MS**.

SELLER: **Northlake Audio Inc.**, owned by **Purvis Melvin Hall III**.

FREQUENCY: 920 kHz; 92.7 MHz
POWER: 1 kw; 3 kw at 300 feet
FORMAT: Country; AC

KHAA/Port Sulphur

PRICE: \$3.4 million

TERMS: Escrow deposit consists of \$200,000 letter of credit, balance due cash at closing. Five-year noncompete agreement valued at \$800,000.

BUYER: **Beasley Broadcasting**, principally owned by **George Beasley**. He owns **WLIT & WBLX/Mobile**; **WFAI/Fayetteville, NC**; **WWAM/North Fort Myers, FL**; **WBG/Reidsville, NC**; **WYNG/Evansville, IN**; **WTEL & WXTU/Philadelphia**; **WKML/Lumberton, NC**; **WFTC & WRNS/Kinston, NC**; **WLAT & WYAV/Conway, SC**; **WEDA/Grove City, PA**; **KFMD/Pella, IA**; **WPOW/Miami**; **WRXK/Bonita Springs, FL**; **WGMB/Georgetown, SC**; **WMRO & WYSY/Aurora, IL**; **WCKZ-AM & FM/Gastonia, NC**; **WMVB/Millville, NJ**; **KAAY/Little Rock**; **KSSR/Bastrop, TX**; and **WJHM/Daytona Beach, FL**.

SELLER: **Salem Media**, owned by **Stuart Epperson** and **Edward Atsinger III**. They own **KFAX/San Francisco**; **KKXX/Delano, CA**; **KKLA/Los Angeles**; **KCFO/Tulsa**; **KLFE/San Bernardino, CA**; **KPDQ-AM & FM/Portland, OR**; **WEZE/Boston**; **WNYM/New York**; **WRFD/Columbus**; **KAVC/Rosamond, CA**; **KGNW/Seattle**; **KGER/Long Beach, CA**; **KDAR/Oxnard, CA**; and **KPRZ/San Marcos, CA**.

FREQUENCY: 106.7 MHz
POWER: 25 kw at 450 feet
FORMAT: AC

COMMENT: This station was sold in June 1986 for \$3.1 million.

Maine

WJBQ/Portland

PRICE: \$236,000 for 14%

TERMS: Cash

BUYER: **Arnold Lerner** and **Ronald Frizzell**. They already own a collective

Continued on Page 10

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KMJQ
Houston, TX

WABB
Mobile, AL

KLOV
Loveland, CO

WFPG
Atlantic City, NJ

WKSS
Hartford, CT

KIKF
Orange, CA

KQFX
Austin, TX

WWKA
Orlando, FL

WYNK
Baton Rouge, LA

KCAL
San Bernardino, CA

WUPE
Pittsfield, MA

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(AM 1227)

**J E F F R E Y
O S B O R N E**

Produced by Jeffrey Osborne for Jay-Oz Inc.
and Robert Brookins for Sac Boy Productions Inc.

From the album One Love - One Dream (SF 3205)



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RADIO BUSINESS

TRANSACTIONS

Continued from Page 8

86% interest in the station. They own interests in **WLLH/Lowell, MA**; **WLAM/Lewiston, ME**; **WKZS/Auburn, ME**; **WORC/Worcester, MA**; **WZSH/South Bristol, NY**; **WQSS/Camden, ME**; and **WZOU/Boston**. Lerner also owns an interest in **WKSZ/Media, PA** and **WTIP & WWSR/Charleston, WV**.

SELLER: Myer Feldman is selling his 14% interest in the **Great Portland Wireless Talking Machine Co.** Feldman is the head of **Ardman Broadcasting**. He owns interests in **WWSD & WIQI/Quincy, FL**; **KBCQ/Roswell, NM**; **WTIP & WWSR/Charleston, WV**; **WEZ-AM & FM/Germantown, TN**; **WLAM/Lewiston, ME**; **WXKS/Auburn, ME**; **WZOU/Boston**; and **WPHR/Cleveland**.

FREQUENCY: 1590 kHz
POWER: 5 kw day/2.5 kw night
FORMAT: Gold
COMMENT: This station was purchased in June 1986 for \$135,000.

Maryland

WLVW/Salisbury, MD

PRICE: \$1.25 million
TERMS: \$25,000 cash at closing. Five-year promissory note for \$1,225,000 with simple interest at one point annually over the average prime rates of Chase Manhattan Bank, Citibank, and Chemical Bank. No payments of interest or principal for two years after closing, but monthly payments commence thereafter in accordance with a seven-year amortization schedule. A final balloon payment of all outstanding funds is due on the fifth anniversary of the closing date. If buyer subsequently sells assets or stock to a third party, additional compensation is due seller. Seller plans transfer of existing AC format to new property. Buyer will pay seller \$500,000 if WLVW converts back to an AC format during the five-year period after closing.

BUYER: Gary Burns Inc., owned by Gary Burns of Marietta, GA. He also owns **WVIQ/Christianstead, VI**. He is also purchasing **WMNX/Tallahassee** (see above).

SELLER: HVS Partners, a Florida general partnership owned by Washington, DC communications investors Thomas Schattenfeld and Gisella Huberman.

FREQUENCY: 105.5 MHz
POWER: 3 kw at 300 feet

FORMAT: AC
COMMENT: This station was sold in December 1985 for \$400,000.

Michigan

FM CP/Roscommon

PRICE: \$3792
TERMS: Cash
BUYER: DeWitt Radio Inc., owned by William Gannon and Marta Gannon of Holt, MI.
SELLER: Lakes Advertising Inc., headed by President Thomas McNamara.
FREQUENCY: 101.1 MHz
POWER: 3 kw at 300 feet

Missouri

KJCF/Festus

PRICE: \$230,000
TERMS: Escrow deposit \$5000, balance cash at closing.
BUYER: Shepherd Enterprises Inc., owned by Jerrell Shepherd and Charles Earls. The company also owns **KREI & KTJJ/Farmington, MO**; **KWIX & KRES/Moberly, MO**; and **KJEL & KIRK/Lebanon, MO**. Shepherd personally owns **KAAN-AM & FM/Bethany, MO**. Earls owns an interest in **KOMC & KRZK/Branson, MO**.
SELLER: United Broadcasting Inc., owned by Harold Wright.
FREQUENCY: 1400 kHz
POWER: 1 kw
FORMAT: Country
BROKER: Charles C. Earls & Associates

Montana

KQDI & KOOZ/Great Falls

PRICE: \$400,000
TERMS: Escrow deposit \$10,000, additional \$75,000 cash due at closing. Promissory note for \$315,000 at 9% annual interest payable in monthly installments for five years.
BUYER: Brown Broadcasting of Montana, owned by Kevin Brown.
SELLER: Lockhart Industries, headed by W.A. Lockhart.
FREQUENCY: 1450 kHz; 106.1 MHz
POWER: 1 kw; 100 kw at 300 feet
FORMAT: Gold; CHR
BROKER: Roy Rowan of Blackburn & Co.
COMMENT: This combo was sold for \$518,623 in December 1985.

New York

WGVA/Geneva

PRICE: \$490,000
TERMS: Escrow deposit \$20,000, balance cash at closing.
BUYER: Eastern Radio Co., principally owned by Alan Steinert and Lionel Brooks Jr. They recently announced plans to acquire **WECQ/Geneva, NY** and have applications pending for new FMs in Sunderland, VT and South Yarmouth, MA.
SELLER: Finger Lakes Broadcasting, headed by President Louis Schwartz.
FREQUENCY: 1240 kHz
POWER: 1 kw
FORMAT: Gold
BROKER: Frank Boyle & Co.

WAQX/Manlius (Syracuse)

PRICE: \$4.5 million
BUYER: Atlantic Ventures, headed by Eric Schultz.
SELLER: AGK Communications, headed by Chairman George Fox and President Craig Fox.
FREQUENCY: 95.7 MHz
POWER: 25 kw at 328 feet
FORMAT: AOR
BROKER: Bob Biernacki of the Mahlman Co.

WPDM & WSNN/Potsdam

PRICE: Undisclosed
BUYER: Jane Kyle of Tequesta, FL currently owns 38% and will acquire 61% of **St. Lawrence Radio Inc.** A family trust will acquire 28% of the station.
SELLER: Jane Kyle, executrix of the estate of Arthur Kyle Jr.
FREQUENCY: 1470 kHz; 99.3 MHz
POWER: 1 kw daytimer; 3 kw at 155 feet
FORMAT: AC
COMMENT: This transaction is to settle estate matters. William Solomon of Hannawa Falls, NY will remain a VP and 10% shareholder of the company.

North Carolina

WIDU/Fayetteville

PRICE: \$65,000 for majority control
TERMS: Cash
BUYER: WIDU Inc., to be headed by Charles Wesley Cookman.
SELLER: Eleanor Belche, executrix of the estate of William Belche Jr.
FREQUENCY: 1600 kHz
POWER: 1 kw
FORMAT: Urban
COMMENT: The station's majority owner, William Belche Jr., died in March. To settle his estate, WIDU Inc. will purchase his shares for \$65,000 cash. Cookman, who has been hired as GM, will receive 51% of the company in exchange for an employment agreement.

WOKX/High Point

PRICE: \$70,000
TERMS: Escrow deposit \$5000, balance cash at closing.
BUYER: Club Towers Broadcasting Inc., owned by Charles Poole, John Thomas III, and P.A. Thomas. The group also owns **WTHP/Thomasville, NC**.
SELLER: Agape Ministries Inc., headed by David Roddick.
FREQUENCY: 1590 kHz
POWER: 1 kw daytimer
FORMAT: Religion

Oklahoma

KEBC/Oklahoma City
PRICE: \$3.9 million

TERMS: Cash payment of \$3.6 million, of which \$1 million is allocated to a covenant not to compete. Promissory note for \$300,000 payable at the second anniversary of closing with 10% annual interest payable semiannually.
BUYER: Independence Broadcasting Corp., headed by Chairman Peter Sullick and President John Goodwill. The company also owns **KOEL-AM & FM/Oelwein, IA**; **KSAO & KYEZ/Sallina, KS**; **KFIZ & WFON/Fon du Lac, WI**; and **WLIP & WJZQ/Kenosha, WI**.
SELLER: Van Wagner Communications, owned by Jason Perline and Richard Schaps. The company is the former owner of **WXCM & WIBM/Jackson, MI**.
FREQUENCY: 94.7 MHz
POWER: 100 kw at 1400 feet
FORMAT: Country
BROKER: Dave Burrill of Americom Radio Brokers.
COMMENT: This station was sold in May 1986 for \$4 million.

Pennsylvania

WSCR/Scranton

PRICE: \$250,000
TERMS: Cash. Three-year non-compete agreement valued at \$100,000.
BUYER: Gore-Overgaard Broadcasting Inc., owned by Harold Gore and Cordell Overgaard. The company also owns **WTMR/Camden, NJ** and recently applied to buy **WMJVCleveland**. Overgaard also owns an interest in **WGTO/Cypress Gardens, FL**.
SELLER: WSCR Inc., owned by Command Broadcast Group, headed by Al Lessner.
FREQUENCY: 1320 kHz
POWER: 1 kw day/500 watts night
FORMAT: Gold
BROKER: Leon G. Van Bellingham

South Carolina

WHHR-AM & FM/Hilton Head

PRICE: \$2.7 million
TERMS: Escrow deposit \$100,000, balance cash at closing.
BUYER: WHHR Inc., owned by Kermit Allen II of Boston. He also owns **WBLQ/Block Island, RI**.
SELLER: Hilton Head Broadcasting Corp., owned by J.N. Richardson Jr., Thomas Harvey III, and Ernest Williams II.
FREQUENCY: 1130 kHz; 106.3 MHz
POWER: 1 kw day/500 watts night; 3 kw at 300 feet
FORMAT: Gold; AC
BROKER: Chaney Media Brokers
COMMENT: This station was sold in September 1985 for \$3.7 million.

Tennessee

WJAK/Jackson

PRICE: \$70,000
TERMS: Escrow deposit \$7500, additional \$22,500 cash due at closing. Promissory note for \$40,000 at 7% interest, payable first year with two interest-only installments.
BUYER: Vision Enterprises, a partnership of Raymond Haney and Janet Thompson.
SELLER: Zamar Inc., owned by Fred Threet Jr. and Alfred Roberson III. Roberson is the sole owner of **WSTN/Somerville, TN**.
FREQUENCY: 1460 kHz
POWER: 1 kw daytimer
FORMAT: Gold
COMMENT: This station was sold in November 1985 for \$192,000.

WUSJ/Jonesboro

PRICE: \$100,000
TERMS: Escrow deposit \$7500, additional \$57,500 cash at closing. Buyer to provide seller with \$25,000 advertising account at **WKPT-TV/Kingsport, TN**. Five-year noncompete agreement valued at \$10,000.
BUYER: Holston Valley Broadcasting Corp., a division of the Home News Corp. of New Brunswick, NJ. The company is headed by Chairman William Boyd, and owns **WINE & WRKI/Brookfield, CT**; **KWG & KYBB/Tracy, CA**; **KYTD/Santa Barbara, CA**; **KLSN & KISC/Spokane, WA**; **WKPT & WTFM/Kingsport, TN**; **WKPT-TV/Kingsport, TN**; **WTFM-TV/Christiansted, VI**; and nine TV translators.
SELLER: Eaton Govan III and Berton Cagle Jr.
FREQUENCY: 1590 kHz
POWER: 5 kw daytimer
FORMAT: AC
COMMENT: The buyer proposes to operate WUSJ as an "AM satellite station" of **WKPT/Kingsport, TN** and has requested an "extraordinary relief" waiver from the FCC.

WCHU/Soddy-Daisy

PRICE: \$1 plus cancellation of \$350,000 promissory note.
BUYER: C. Alfred Dick, a Tennessee media broker who has previously owned interests in several Southeastern radio stations.
SELLER: Ernest Boston Jr., d/b/a "WCHU Radio."
FREQUENCY: 1550 kHz
POWER: 1 kw daytimer
FORMAT: Gold
COMMENT: Boston bought this station in March 1987 for \$350,000.

Texas

KULM/Columbus

PRICE: \$201,253
TERMS: Cash payment of \$55,000. Buyer forgives and cancels \$84,000 promissory note executed by seller to buyer in 1984. Buyer assumes second promissory note valued at \$72,253.
BUYER: Hawkins Broadcasting Inc., owned by Janette Hawkins and the estate of Steve Hawkins. The company also owns **KHLB-AM & FM/Burnet, TX**.
SELLER: Schillings & Banuet Farms, a partnership of James Schilling and Alberto Banuet. They also own **KOAW/Ruidoso Downs, NM**.
FREQUENCY: 98.3 MHz
POWER: 3 kw at 270 feet
FORMAT: Country

Wisconsin

WNAM & WAHC/Oshkosh

PRICE: \$1.25 million
TERMS: Escrow deposit \$50,000, balance cash at closing for station purchase price of \$1 million. Three-year noncompete agreement valued at additional \$250,000, payable in annual installments of \$50,000 per year at 11% interest.
BUYER: Odon Communications Group I, an Illinois limited partnership headed by William O'Donnell of Winnetka, IL. The group also owns **WMLI/Sauk City, WI**.
SELLER: Cummings Communications Corp., owned by Helene Cummings.
FREQUENCY: 1280 kHz; 96.7 MHz
POWER: 5 kw day/1 kw night; 3 kw at 295 feet
FORMAT: AC; Country

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Rock Stars

PRESENTS



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Whether as a singer, a songwriter, a musician or a band leader, Rod Stewart has repeatedly proven himself to be one of the most innovative superstars in the annals of rock & roll. His splendid new "Out Of Order" Lp, co-produced by Rod with the Power Station's Andy Taylor and Bernard Edwards, represents another triumphant highpoint in his remarkable career. To kick off the massive global tour in support of such fresh radio favorites as "Lost In You", "Forever Young" and "Dynamite", Rod Stewart sits down with Timothy White for an **EXCLUSIVE** studio session of straight talk and spontaneous song.

It's the most comprehensive and provocative Rod Stewart

interview EVER, detailing the "horrible stage-fright" of his first concerts with Jeff Beck, the startling "night that Jimmy Page got the idea for Led Zeppelin", the outlandish heyday of the Faces ("Stay With Me") and the untold origins of the many solo smashes ("Street Fighting Man", "Handbags and Gladrags", "Maggie May" and "People Get Ready" with Jeff Beck) that paved the way for Stewart's unanimous new acclaim with "Out Of Order". And, as always, you'll be treated to surprise tracks from the artist's own recording archives.

So brace yourself for an outrageous 90 minutes with one of the most renowned and irrepressible talents in the history of rock, on the **WORLD EXCLUSIVE** Rod Stewart edition of *Timothy White's Rock Stars*.

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AIRING THE WEEK OF AUGUST 8



WESTWOOD ONE RADIO NETWORKS

Six Steps To Super Salesmanship

Almost every successful salesperson knows that the following five elements are responsible for his success:

- Believing in your product
- Believing in yourself
- Working on your timing
- Developing your sense of humor
- Realizing your customers aren't necessarily telling you what they want.

But what transforms a successful salesperson into a super-successful salesperson? According to Mark McCormack, Chairman of the Cleveland-based International Management Group, adopting the following six strategies will enable you to make that transformation:

• Familiarity Breeds Sales: This could also be termed the "80/20 Rule," in that 80% of your business is generally derived from 20% of your customers. That's because a satisfied customer is likely to buy from you again, so super-salespeople realize that old customers are often their best prospects.

• Obsession Sharing: Naturally, it's easier to sell someone some-

thing when that person shares your interest in the product; i.e., a music enthusiast is more apt to purchase music items than someone who isn't interested in music. However, a great salesperson can make his obsession interesting... and eventually infectious to the prospective buyer.

• Claustrophobia Avoidance: Salespeople tend to thrive in uncrowded territories, and you can often catch the biggest fish in the smallest ponds. For example, McCormack points out that young sales executives can miss a brilliant opportunity by not taking a job in their company's international division, a place where they can make the most impact with the least competition.

• Keep It Fresh: Present new techniques, images, and ideas each time you meet with a prospective customer. The best salespeople instinctively know that they have to keep the deal moving forward at each meeting. If you're selling cars, you don't take customers for another test drive on their second

visit. Try discussing financing or fancy options instead.

• Lighten Up: Sometimes the soft-sell beats the hard version. You can often benefit by simply saying, "OK, forget this for now" or "This isn't the right time for you, so let's defer." Such an action pays off in greater trust and receptiveness when you later ask, "Is there anything else we can do for you?"

• The Customer Is Always Right: A good salesperson can anticipate (and have an answer for) every customer objection — but a super-salesperson removes objections without the customer even realizing it's being removed. This is often accomplished either by learning to live with the objections or letting the customer remove the objection himself. Remember: customers don't buy because you're one point ahead in a debate, and they definitely won't be buying if they feel angry or humiliated. So an objection is irrational or factually incorrect? Bite your tongue, wait, and gently make your point another day in another context.



FROM ONE G.M. TO ANOTHER —
"I WANT YOU TO BE THE GENERAL MANAGER OF THE #1 RADIO STATION IN THIS CITY!" GORDON JUMP in "Music Director"

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Ronnie Schell in "Name Your Request"



Roger Rose in "The Dial"



Maria J. Rubinoff in "The Addiction"



"Radio Montage"



New "Radioguides" Promo Stations, Summer Olympics

The latest edition of those famous "Radioguides" — dial cards designed to promote both radio listenership and the upcoming 1988 Summer Olympics — is now available from the Southfield, MI-based Radioguide People, Inc.

Sponsored by the Buick division of General Motors, the cards list all AM and FM stations in one of the 24 participating major markets. Stations are grouped by format, and the cards are customized so that a co-sponsoring AM or FM is showcased in each city. In return, stations provide on-air promotional consideration for Buick.

The cards are distributed through National Car Rental. Customers receive a guide when they rent a car at participating airport outlets. They can also be obtained from participating stations. Copies are available for \$1; the complete set of 24 cards costs \$4.50. For more information, contact the company at (313) 559-0022.

Putting Job Applicants To The Tests

Nowadays a good resume and a successful interview are no guarantee for securing a new job. There appears to be a trend among more and more company personnel departments to submit applicants to an array of pre-employment screening tests.

According to the Bureau of National Affairs, a majority of companies administer at least one screening test to prospective employees looking to fill specific jobs.

Of the companies surveyed, 63% test for job skills, and more than 50% administer physicals. Furthermore, at least a quarter of US corporations screen applicants for signs of drug abuse, although only 1% of the firms polled claimed to test for AIDS.

Interestingly, only 3% of the firms surveyed ask managerial candidates to prove their administrative capabilities, and only 7% test people for honesty.

DATELINE

• July 29-30 — Coast Seminars Adult Radio Conference. Hotel Le Meridien. Newport Beach, CA.

• August 15-18 — Republican National Convention. New Orleans Superdome. New Orleans, LA.

• August 28 — 40th Annual Prime Time Emmy Awards. Pasadena Civic Auditorium. Pasadena, CA.

• September 14-17 — Radio '88, sponsored by NAB. Washington DC.

• September 15 - October 4 — Summer Olympics. Seoul, South Korea.

• September 22-25 — Society Of Broadcast Engineers Third Annual National Convention. Denver Convention Center. Denver, CO.

• October 10 — CMA Awards. Opryland Hotel. Nashville, TN.

• October 26 — Kagan Seminar: Radio Station Acquisitions. New York Helmsley Hotel. New York, NY.

• November 30 — December 3 — RTNDA Annual International Convention. Las Vegas Convention Center. Las Vegas, NV.

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- Music Blend Testing
- New Format Simulation Tests
- Personality/Prototype Tests
- Television Commercial Pretests

Crash Course: Copywriting

QUESTION: *We have a real problem getting copy written at our station, and one of the things that makes the problem worse is that I know I'm no creative genius. Can you give us any copywriting suggestions? And don't tell us to hire a good copywriter; we've already tried that!*

ANSWER: When writing copy, the most important thing to keep in mind is that you don't have to come up with the next "Where's the beef?" campaign. It's easy to get bogged down in a creative quagmire, waiting hour after hour for some spark of wit and insight.

The secret to writing consistently easy copy is to recognize that most spots are nothing more than "price point" advertising, either through blatant price and product mentions or veiled by an event. Therefore, when you sit down to write copy, all you really have to do is work on an opening and closing theme.

To build your copy, start with the opening and then do the close, leaving the middle of the spot for products and pricing or an explanation of the event. You'll find that by using this method you'll be able to rapidly produce copy in the future by simply recycling the same opening and closing concepts.

What's more, once you've developed an open and close that the account likes, it makes your future work a lot easier — because all you're really doing is changing the price points or, in some cases, the event.

Copy Research

Rather than trying to reinvent the wheel, start by looking over the client's print campaign. You'll notice that the top portion of the ad is usually the selling theme, the bottom is the client's address or store locations, and the bulk of the copy is devoted to — you got it — price points.

Commercial Talent/Hook

Now look to see if the advertiser has a positioning statement or a theme. Many businesses have slogans into which they've invested hundreds of thousands of dollars in order to communicate with local consumers. In these cases, your job is simply to translate these print slogans into a theme suitable for broadcast.

An example could be the car dealer whose theme is "Big Dealer, Little Prices." Spend a couple of minutes thinking about the ways you could translate this car dealer's theme into a broadcast version. Maybe you could have

some deep-voiced guy say "Big Dealer," and get one of your employees' children to voice "Little Prices."

Another option is having someone from your station or one of your acquaintances sing the hook. You'll be surprised to find a world of talent right under your nose: station staffers who sing in their church choir, secretaries who could give that realistic touch to an endorsement spot, client customers who could do testimonials, or the client himself.

Adding some extra little element to a hook that already exists can knock a client dead, and with the equipment available in most of today's production rooms this is really quite simple.

After all, retaining the advertiser's existing theme and format is an important marketing consideration. To understand this, remember that your station's logo is the same on everything. Same goes for your station's slogan, whether it's on a billboard or a sales brochure.

You'll discover that copy created by sticking to an advertiser's existing theme is not only easier to come up with, but also more effective in the long run. All advertising, regardless of medium, should com-

Hot New Trend To Watch

More and more grocery stores are offering customers the option of dropping off their dry cleaning. This is generally made possible by the store having inked an operating agreement with a local multi-location dry cleaners that will pick up and deliver once each day.

If no one in your market is using this idea, consider instigating the concept yourself by putting two parties together and getting them both to buy schedules to promote the new service.

municate the same message to the consumer.

Brainstorming

If you don't have a business positioning statement or a hook with which to work, fall back on ye olde art of brainstorming. Take a clean sheet of paper, write the account's name at the top, and then start writing down everything that comes to mind.

Since no one else is going to see what you're doing, be careful not to censor yourself. You'd be surprised at how many of the most creative hooks have come from someone going down a seemingly ridiculous road. Here's how this concept worked on behalf of an account called "Fresh Fish:"

(Brainstorming) Dead fish. Smelly. Disgusting. Nothing worse than. Hmm, maybe if we wrap this idea around today's fresh catch...

Opening: "There's nothing worse than old fish, that's why we call our restaurant 'The Fresh

Commercial Formats

Commercials, like radio stations, fall into consistent formats that can be used over and over with some slight modifications. Keeping a list of the available format options as well as a couple of your favorite ways to glitz the spot up is often 80% of the copywriting game.

PRICE/PRODUCT

- One voice
- Music transition in body of copy
- Jingle

Incidentally, you can often get copies of national companies' jingles by looking through the accounts' advertising planner workbook.

OPENING/CLOSING THEMES

- Customer endorsement
- Business owner or salesperson endorsement
- Local personality

TWO-VOICE COMMERCIALS

- Male/Female (one does the product, the other does the price)
- Spoken/whisper (one voice does most of the talking, while the other whispers short phrases)

TEN-SECOND SPOTS

These are most useful when promoting anything that's keyed around the concept of "fast service."

INFO-MERCIALS

This format can be used in a variety of ways. For example, you can devote the first 30 seconds of the spot to giving tips or explaining some facts about the company's service, and use the last 30 seconds to promote special prices or events. (By the way, creating these types of spots can be made a lot easier by perusing the client's sales brochures, etc.)

If you decide to use this approach, suggest that the account back up the spots with informational literature available at point-of-purchase.

TRIVIA

These types of spots open with a trivia question, jump to the body of the copy, and close with the answer.

Fish. 'Our fish is so fresh, we don't even have time to cut a commercial to tell you about it. Here's what you can eat right now that's fresh (add the catch o' the day here).'

Close: "The Fresh Fish. 'If it wasn't (pause) we couldn't call ourselves fresh.'"

Keep in mind that the more brainstorming you do, the better you get at it.

Your final option, when you can't get either an existing hook to work or you can't come up with a lead from the client's current sales information, is to play off the account's name. And if that doesn't work, fall back and start brainstorming around the event you're going to be promoting, such as a grand opening.

The Body Copy

Once you've come up with the open and close, your next step is to fill in the body of the copy with products and prices. Again, use those brainstorming skills by making a list of products that are going to be featured and dreaming up adjectives to describe them; i.e., peach: juicy, fresh, summer. Now take these adjectives and put them in the body of the copy: "Juicy, fresh peaches on sale for..."

The reality of copywriting is that you're not faced with creating an entire 60-second spot. By writing according to the first the open, then the close, then the body of the spot method, you'll find you only have to come up with ten or 15 seconds' worth of actual copy.

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

Master your competition.

How can your station sound better? By having all of your oldies sound as good as a 1988 release. Only DATGOLD does it, with direct digital copies of the original studio master tapes, produced by Paul Ward. Imagine the competitive advantage! To "master your competition", call today for more information, 800-858-8880. In Texas call collect (214) 934-2222

DATGOLD
OLDIES LIBRARY

From FirstCom ... First Again.

FirstCom 13747 Montfort #220
Dallas, Texas 75240
TRADEMARK 1988 JIM LONG COMPANIES, INC.



BOB KAGHAN

1954-1988

*We love you
and
we'll miss you.*

Your friends at Legacy Broadcasting.

LEGACY
BROADCASTING, INC.

Tarnished Gold: The Jessica Savitch Story

From CHR Jockette To Network TV Newswoman

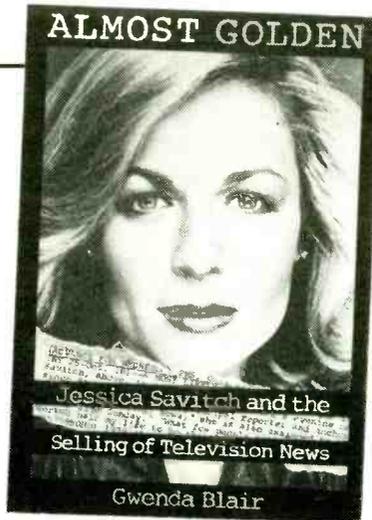
In 1979, *Newsweek* dubbed Jessica Savitch "NBC's Golden Girl." As a pioneer who broke barriers in the male-dominated world of network news, it was then rumored that Savitch would soon become the co-anchor — or even solo anchor — of NBC's "Nightly News." Anyone who watched TV during the '70s remembers Savitch's striking presence.

Now, a new book looks at the real person behind the image. Actually, Gwenda Blair's "Almost Golden: Jessica Savitch And The Selling Of Network News" (Simon & Schuster; \$18.95, hardcover) is one of two "tell-all" Savitch biographies that will hit the market this year. ("Golden Girl" by Alanna Nash

will be published by E.P. Dutton in September.)

Almost five years after her death in a freakish car accident, the image NBC used to sell its news is being dismantled, and Blair's book is packed with sordid details and juicy gossip. But beyond the sad story, the book contains an in-depth history of broadcasting, explaining in great detail the historical evolution of radio into television, as well as the key players in developing the new medium.

It's also interesting to discover Savitch began her career at the age of 14 in radio, becoming the first regularly-scheduled female on the air at Atlantic City's ABC affiliate, WOND. During her college



years, she worked as a CHR air personality at WBBF/Rochester, where — under the name "Honey-bee" — she became the station's most popular air personality.

After college, she ended up in front of the camera at KHOU-TV in Houston, where she began her ill-starred television career. Ironically, Jessica Savitch may have spent some of the happiest years of her unhappy life on the radio.

New Home Taping Survey Results

Who are the home tapers? Why do they do it? And what radio stations do they listen to? These are just some of the questions addressed in a recent survey conducted by FORCAST Communications Research.

Among the study's findings, extracted from John Parikh's "Media Monitor" newsletter, are:

- 63% of the 15-54 year-olds surveyed did some home taping within the last year
- 11% of those who tape account for 57% of all home taping; these heavy tapers also buy the most albums, cassettes and CDs.

• Demographically, heavy tapers are predominantly 15-29 males and 15-24 females

• The number one reason given for home taping is to make compilation tapes to be played either in the car or on a portable cassette recorder

• Home tapers also claim their customized tapes are superior in quality to the prerecorded cassettes available in stores

• When they're not listening to tapes in their cars or on their portable cassette recorders, home tapers generally listen to CHR or AOR radio stations.

VIDEO

NEW THIS WEEK

• RICHARD MARX: HOLD ON TO THE NIGHTS (MPI)

One of pop music's biggest "overnight success" stories of 1987 was captured live at the Palace in Hollywood last fall. This 60-minute concert features all three of the singer's hit *EMI-Manhattan* singles ("Don't Mean Nothing," "Should've Known Better," and "Endless Summer Nights") as well as the current smash single that gives the video its title. (Street date: 7/27).

• YOU CAN'T HURRY LOVE (Vestron)

Yet another "teen sex comedy," although this one also features some adult stars, including Charles Grodin, Sally Kellerman, Anthony Geary, and Kristy McNichol, all of whom help our young hero look for a meaningful relationship in L.A. (where you need all the help you can get in such matters). No soundtrack LP was released, even though the film features music by three of the biggest names in pop — Robert Palmer, Van Morrison, and Phil Collins, the last of whom lends the flick his chartbusting version of the title track, which you may also remember as a hit single by Diana Ross's old group. (7/27)



SUCCESS STORIES — Richard makes his Marx in concert (l), while Phil Collins contributes his love for the Supremes.

FILMS

WEEKEND BOX OFFICE

JULY 15-17

1 <i>Coming To America</i> (Paramount)	\$10.4
2 <i>The Dead Pool</i> (Wamer Bros.)*	\$9.0
3 <i>Who Framed Roger Rabbit</i> (Buena Vista)	\$8.5
4 <i>Bambi</i> (Buena Vista)**	\$7.2
5 <i>Big</i> (20th Century Fox)	\$5.0
6 <i>Bull Durham</i> (Orion)	\$3.3
7 <i>Short Circuit II</i> (Tri-Star)	\$3.2
8 <i>License To Drive</i> (20th Century Fox)	\$2.91
9 <i>Arthur 2: On The Rocks</i> (Wamer Bros.)	\$2.90
10 <i>Crocodile Dundee II</i> (Paramount)	\$2.2

* First week in release

** Rerelease

All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Big Top Pee-wee," which finds lovable rogue *Pee-wee Herman* running away to join the circus, where he gets to stick six inches of tongue down co-star Valerie Golino's throat. Multi-media dude *Kris Kristoferson* co-stars; *Oingo Boingo's* *Danny Elfman* did the musical score.

Elfman also provided the score for another opener, "Midnight Run," an action-comedy starring *Robert DeNiro* and *Charles Grodin*.

Also opening this week: "Caddyshack II," the sequel to 1980's tale of hijinks on the links. The *Columbia* soundtrack sports current singles by *Kenny Loggins* and *Lisa Lisa & Cult Jam w/Full Force* as well as efforts by *Patty Smyth*, *Earth, Wind & Fire*, *Cheap Trick*, and the *Pointer Sisters*, among others.

Finally, there's the romantic "A Summer Story," which prominently features the current single by the *Moody Blues*. However, the tune will not appear on the film's upcoming soundtrack.

TELEVISION

TOP TEN SHOWS

JULY 11-17

- 1 *Major League Baseball All-Star Game*
- 2 *The Cosby Show*
- 3 *Golden Girls*
- 4 *A Different World*
- 5 *Night Court*
- 6 *Hunter*
- 7 *Cheers*
- 8 *60 Minutes*
- 9 *Amen*

NBC Monday Night Movie
("The Abduction Of Kari Swenson") (tie)

Source: Nielsen Media Research

All show times are EDT/PDT; subtract one hour for CDT. Check listings for showings in the Mountain Time Zone. All listings subject to change.

• **NEW TRADITIONS IN COUNTRY & WESTERN MUSIC:** Three generations of superstars representing numerous elements of country music — including bluegrass, rockabilly, Western swing, and folk — can be seen in the premiere of "Country Music — A New Tradition," the eleventh entry in the "Cinemax Sessions" music

series (Friday, 7/22, 10pm).

The hourlong special, taped May 10 at the Fisk University Chapel in Nashville, features performances by *Rosanne Cash*, *Rodney Crowell* (who also served as musical director), *Merle Haggard*, *John Hiatt*, *Waylon Jennings*, the *Judds*, *K.D. Lang*, *Bill Monroe*, the *New Grass Revival*, *Carl Perkins*, and the *Jordanaires*.

• **HOT WAX:** Poet/singer/songwriter *Gil Scott-Heron* is the subject of "Black Wax," the fourth documentary in PBS's "Summer Night Music" series (Saturday, 7/23, 9pm).

Filed in 1982, the 90-minute program focuses on Scott-Heron's willingness to blend poetry and politics into his music, which incorporates soul, funk, jazz, pop, blues, and African influences. Highlights include concert footage of Scott-Heron and his ten-piece *Midnight Band*, and a tongue-in-cheek tour of his hometown: Washington, DC.



SWING OUT, SISTERS — Canadian cowgirl K.D. Lang (l) and Johnny Cash's lil' gal Rosanne duet it to a rock 'n' country number.

MUSIC & MOVIES

CURRENT

- **COMING TO AMERICA (Atco)**
Single: Coming To America/*System*
Other Featured Artists: *Lever*, *Cover Girls*, *Nona Hendryx*
- **BULL DURHAM**
Single: A Woman Loves A Man/*Joe Cocker* (Capitol)
- **LICENSE TO DRIVE (MCA)**
Single: Drive My Car/*Breakfast Club*
Other Featured Artists: *Belinda Carlisle*, *New Edition*, *Billy Ocean*
- **ARTHUR 2: ON THE ROCKS (A&M)**
Single: Love Is My Decision/*Chris De Burgh*
Other Featured Artists: *OMD*, *Steve Khan* & *Donald Fagen*
- **THE GREAT OUTDOORS (Atlantic)**
Featured Artists: *Elwood Blues Revue*, *Pop Will Eat Itself*
- **RAMBO III (Scotti Bros./CBS)**
Single: He Ain't Heavy, He's My Brother/*Bill Medley*
Other Featured Artists: *Giorgio Moroder* f/*Joe Piluso*
- **STORMY MONDAY (Virgin)**
Featured Artists: *B.B. King*, *Krakow Jazz Ensemble*
- **MORE DIRTY DANCING (RCA)**
Single: Do You Love Me/*Contours* (Motown)
Other Featured Artists: *Otis Redding*, *Solomon Burke*, *Four Seasons*

UPCOMING

- **A SUMMER STORY**
Single: I Know You're Out There Somewhere/*Moody Blues* (Polydor/PG)
- **CADDYSHACK II (Columbia)**
Singles: *Nobody's Fool*/*Kenny Loggins*
Go For Yours/*Lisa Lisa & Cult Jam w/Full Force*
Other Featured Artists: *Cheap Trick*, *Full Force*, *Pointer Sisters*
- **VIBES**
Single: Hole In My Heart (All The Way To China)/*Cyndi Lauper* (Epic)
- **COCKTAIL (Elektra)**
Singles: *Powerful Stuff*/*Fabulous Thunderbirds*
Kokomo/*Beach Boys*
Other Featured Artists: *John Cougar Mellencamp*, *Georgia Satellites*
- **MARRIED TO THE MOB**
Single: Liar, Liar/*Debbie Harry* (Reprise)

GLORIA ESTEEFAN

WORLD TOUR '88

Miami Sound Machine



July

- 1-Westbury, NY: Music Fair
- 2-Music Fair
- 4-Newport Fair VA; Beach Blast '88
- 6-Woodsport, NY; Cayuga County Fair
- 13-Atlanta, GA; Chastain Park
- 15-Boston, MA: Concerts on the Commons
- 16-Kiamesha, NY: The Concord
- 18-Holmdel, NJ: Garden State Arts Center
- 19-Columbia, MD: Merriweather Post
- 21-Cincinnati, OH: Riverbend
- 22-Pittsburgh, PA: Palumbo Center
- 24-Doswell, VA: Kings Dominion
- 25-New York, NY: Radio City Music Hall
- 26-Radio City Music Hall
- 27-Radio City Music Hall
- 29-Harrington, DE: Delaware State Fair
- 31-Buffalo, New York: Pilot Field

August

- 2-Detroit, MI: Pine Knob
- 3-Hoffman Estates, IL; Poplar Creek
- 10-Los Angeles, CA: Greek Theatre
- 11-Greek Theatre
- 12-Greek Theatre
- 13-Greek Theatre
- 18-Concord, CA: Concord Pavilion
- 19-Sacramento, CA: Cal Expo
- 20-Amphitheatre Mountainview, CA; Shoreline
- 23-San Diego, CA: Amphitheatre Nautilus
- 24-Ventura, CA: Amphitheatre Ventura
- 26-Pueblo, CO: County Fair
- 27-Fair Colorado State

September

- 2-Essex Junction, VT; Champlain Valley Fair
- 4-Canfield Fair
- 9-York, PA; York Interstate Fair
- 10-Marion, OH: Popcom Festival
- 21-Bakersfield, CA: Kern County Fair

“LET IT LOOSE”

Available on Epic Records, Cassettes and Compact Discs.



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Management: On The Road Inc.

WILLIAM MORRIS AGENCY 213-859-4099

Number Of Affluent Americans Doubles In Last Five Years

As the American "thirtysomething" crowd continues to grow older, their household incomes are increasingly reaching the "fiftysomething" point and beyond.

According to a report recently issued by the New York-based Young & Rubicam ad agency, there are presently over 36 million US households with incomes in excess of \$50,000 a year. These households earn half the country's income as well as control two-thirds of America's discretionary dollars.

What's more, the number of US households with annual incomes of \$50,000 or greater has doubled since 1983, quadrupled since 1980, and increased 18 times since 1975.

Nearly Half Live In Top Ten Metros

The report also revealed that only 15% of these affluent householders earn \$50,000 a year alone, with the remainder coming into their money via multiple incomes. Almost all (95%) are under age 65, many have adult children living at home, and — surprisingly — 40% never studied beyond high school.

Incidentally, nearly half (46%) of these \$50,000-plus households can be found in the top ten ADIs; 20% of them live either in New York or Los Angeles.

Above-Average Radio Drivetime Listeners

As for the media habits of these affluents, although they listen to the radio no more than the average American, they're above average drivetime listeners as well as being avid fans of Classical and News/Talk formats.

However, affluents watch less TV than the average American, with only 27% saying they're heavy TV watchers, and 52% claiming to be light viewers. They watch less than the average amount of day-

time, evening news, and weekend programming, near-average amounts of information shows, primetime, and late shows, but above-average amounts of sports.

Affluents also are more likely to subscribe to cable than average income households, although, once again, they tend to watch less cable than the average household.

LET'S GO TRIPPIN'!

US Vacation Habits

Nearly three out of four (74%) of all Americans take at least one pleasure trip a year, according to a recent report published by the New York City-based Newspaper Advertising Bureau.

The report goes on to break this large group into various segments, pointing out that 18% go to cities for their vacation, with another 18% preferring the camping, fishing, and other activities available in the great outdoors. When it comes to specific locations, 20% prefer touring trips, 16% enjoy resorts, 10% prefer theme parks such as Disneyland, and 2% opt for those exotic sea cruises.

Those who take pleasure trips are most likely to fall into the \$25-\$49,000 income range. Getting down to specifics, the report finds that amusements close to home, touring trips, and city trips appeal most to those in the \$25,000 or less income bracket and theme parks appeal to households in the \$15-\$49,000 range, while 20% of resort visitors and 16% of those making a sea cruise had incomes of at least \$50,000 a year.

Where We Get Our Travel Info

In regard to planning a vacation, nearly half (49%) of our pleasure trippers consult their friends for travel information, with 12% consulting a travel agent and 8% looking toward the mass media. Of that last group, 38% consult newspapers or travel magazines, 26% look

toward TV ads, 17% rely on general-interest magazines, 12% listened to the radio or read a book for information, and 4% discovered their trip destination by seeing a travel film.

Finally, 16% of all pleasure trippers travel by plane, with travel agents booking 15% of these trips. Upon reaching their destination, the preferred accommodations for all pleasure trippers are motels (34%) and hotels (26%). Those most likely to stay in inns are touring, theme park, and city travelers, with outdoor travelers most often opting for campsites or other such accommodations.

COORS HAS BALLS!

Unusual Packaging Targeted Toward Hearty Partyers

If "life's a ball," then the Adolph Coors Co. is looking to become the life of your next party. Beginning next month, the Colorado-based brewer will begin testing its "Coors Party Ball," a circular, amber-colored, plastic ball containing 5.16 gallons — that's 55 12-ounce cups — of beer.

Although the initial ten test markets have not been chosen, the country's fifth-largest brewer is already planning to eventually distribute the product nationally.

KEEPING IT STIFF

Hair Spray Makes A Fashion Comeback

As the beehives and bouffants of the '50s and early '60s gave way to the "natural" look of the late '60s and '70s, hair spray went the way of the dinosaurs. But thanks to the mohawk and other punk 'dos, the sticky stiff stuff is making a fashionable return.

According to Nielsen Marketing Research, unit sales of hair spray began to turn around in 1984, logging a 14% increase in each of the past two years. Dollar sales are also up, as the total hair spray market reached \$609 million in 1987. (Faberger Inc.'s "Aqua-Net," the industry leader, alone recorded revenues of \$100 million in fiscal '87.)

The introduction of gels and mousses during the late '70s gave consumers the option of either a more natural look or a dramatic, sculptured effect. However, recent sales of those products have not continued to show the same growth as hair sprays.

Part of hair spray's recent resurgence in popularity can be



linked to improved formulas — which eliminate much of the crustiness and flaking usually associated with the products — and to the elimination of fluorocarbon propellants, which was a major concern of environmentalists back in the ecology-minded 1970s.

As proof of its enthusiasm for the project, Coors will invest big bucks to launch a separate ad campaign for the beer balls. Hopes are the ads will spur bulk sales of both the beer balls and the traditional frat party staple — the heavy (all metal), bulky "pony kegs," which hold 7.25 gallons of suds.

The party balls come packaged in plastic-lined (non-returnable) cardboard containers that provide extra room for ice. Both Coors's Original Draft and Light beer will be packaged in this manner.

If the beer ball sounds like an in-

novative packaging idea, think again: Coors is not the first brewer to come up with the idea. Two New York state regional breweries — F.X. Matt Brewing Co. and Genesee Brewing Co. — already have similarly-packaged, round beer containers. (Matt's "Premium Beer Ball" has been on the market for 12 years.)

Coors has not yet announced a price for its beer ball, but similar products sold in upstate New York retail between \$15.99-\$17.99 (not including a \$9 charge for the reusable tap).



Available Now!

Hanna-Barbera

LIBRARY OF SOUNDS

• The Sound Effects We All Love



Now Available on CD's!
\$200 (No discount plus tax)

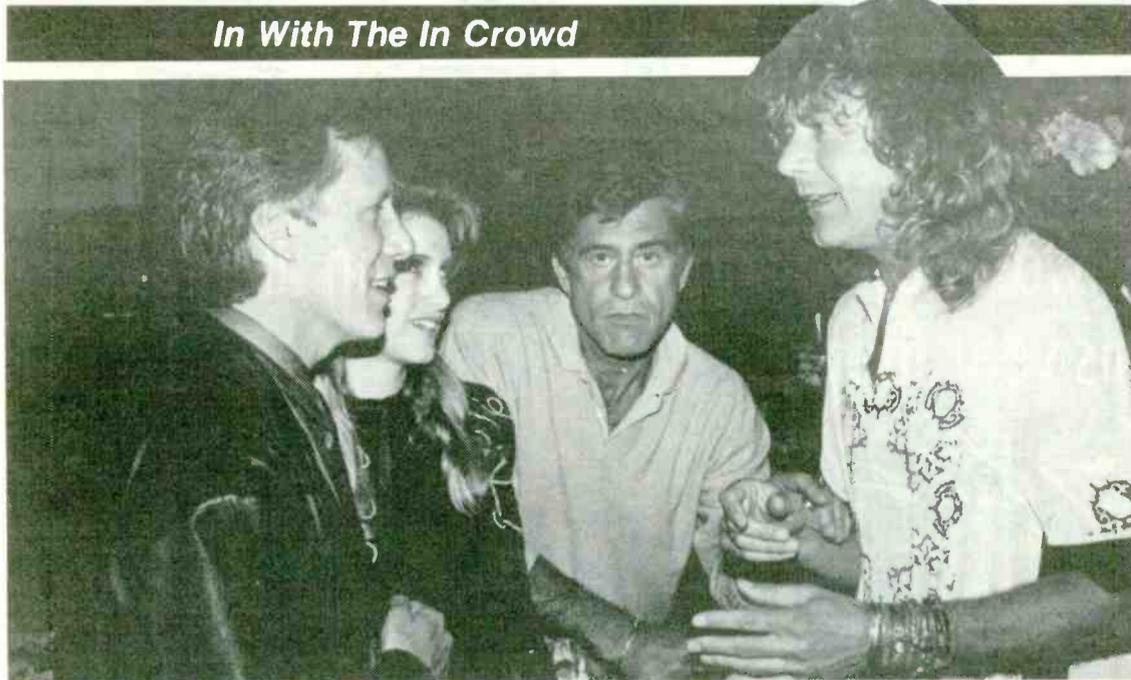
Only \$150.00 (plus tax where applicable) with this ad

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

R&R PEOPLE

OVERVIEW

In With The In Crowd



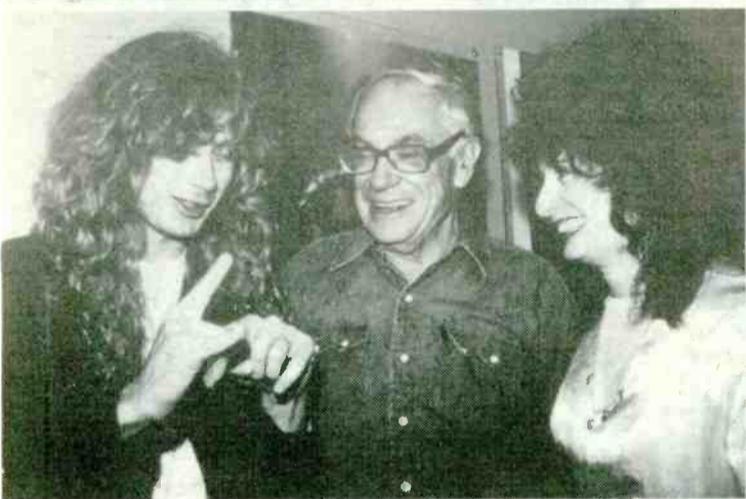
Following Robert Plant's recent L.A. concert, a veritable horde of musicians, actors, and other beautiful people partied into the wee hours at a swagin' soiree hosted by Atlantic Records' Chairman Ahmet Ertegun. Seen on the scene are (l-r) actor James Wood, Sarah Owens (Wood's fiancée), actor James Farentino, and the ol' Lemon Squeezer himself.



Yo, Sly, Give Us A Smile

Yes, that's Sylvester Stallone, noted thespian and multi-hyphenate star of the current cinematic epic "Rambo III," seen here with WHZ (Z100)/New York air talent Ross Brittain. The smile-shy Sly dropped by the station for an exclusive NYC radio interview.

Hangin' With The Headbangers



These two cool cats — and one cool kitty — were captured at the Cat Club, a headbangers hangout that was the site of a post-screening party for the Zoo York City premiere of "The Decline Of Western Civilization, Part II: The Metal Years," the soundtrack to which appears on Capitol Records. Shown with multi-millionaire Malcolm Forbes (c) — who arrived in style driving his own motorcycle — is Dave Mustaine (l), whose Capitol recording group Megadeth makes a film and soundtrack appearance; and the movie's director Penelope Spheeris.

Minor Caught In The Act



That major party animal, A&M Sr. VP/Promotion Charlie Minor (second from left), recently celebrated his 40th birthday in style when the label held a surprise shindig in his honor. A&M artist Raheem (r) serenaded the promo domo with a customized rap version of "Happy Birthday," while Minor himself got into the act, decked out in chains and beret à la Raheem.

SRO At BMI's Memphis Meetin'



BMI's recent Memphis Music Explosion — a two-day showcase of local music featuring 16 unsigned acts — was kicked off by an industry seminar that addressed licensing and other music issues. Panelists who participated in the open forum were (l-r) MCA Records/Nashville Sr. VP/A&R Tony Brown; CBS Records/Nashville VP/A&R Larry Hamby; A&M VP (NY) Patrick Clifford; Music Corporation of America Manager/Creative Services (L.A.) Betsy Anthony; BMI Assoc. Director/Writer Relations Jody Williams; entertainment attorney Jim Zumwalt; Geffen recording artist John Kilzer; and BMI VP/Nashville Operations Roger Sovine.



Rocky Meets The HPD

The long arm of the law finally nabbed Rocky Hill. The Virgin recording artist (and brother of ZZ Top's Dusty Hill) recently met with Houston law enforcement officials, who were "saluted" in his latest single "HPD" (Houston Police Department). Pictured are (l-r) Houston Police Chief Lee P. Brown, Hill, and President of the Houston Police Officers' Association Mark Clark.

EUROPE

Last year they surprised the world by selling over 6 million albums.

This year they're

Out of This World.



PHOTO LYNN GOLDSMITH

Superstitious

The new single from the forthcoming album, "OUT OF THIS WORLD."

34-07979

OF 44185

Produced, engineered and mixed by Ron Nevison.
On Epic Cassettes, Compact Discs and Records.

Management, Thomas Erdman Hot Management, Herbie Herbert North America. "Epic" and "S" are trademarks of CBS Inc. © 1988 CBS Records Inc.



R&R STREET TALK

Edens Boards The Christal Ship

Starting August 1, **Christal** will be repping the entire **Edens Broadcasting** chain. That's a \$10.5 million loss in national billings for **Jacor-owned Eastman**, in the aftermath of **Jacor's WFLZ/Tampa** having grabbed crosstown Edens-owned **Q105** morning show personality **Jack Harris** to do mornings at WFLZ.

And what's with all those WFLZ on-air promos saying, "Soon 'Z' will be your favorite letter of the alphabet?" The station has also taken out full-page ads in the local papers reading "Think Z." Is this a teaser campaign signaling a format switch to CHR? Market insiders are split, but PD **Mark Zintel**'s and **Jacor Sr. VP/Programming Randy Michaels**'s failure to return ST's calls leaves it wide open for speculation.

Polydor's New Pro File

Polydor's new promotion lineup is looking "very professional," as Sr. VP/Promotion **John Brodey** and VP/Promotion **Bill "Binky" Smith** have been on a talent raid of late. Just hired: **IRS** National rep **Mel DeLatte**, who'll become National Singles Director/CHR.

He joins ex-**A&M** Houston rep **Patti Martin**, former **Motown** SF rep **Bruce Hix**, and ex-**Geffen** St. Louis rep **Jeff Ifland**, all of whom will remain in their respective cities. Also, **Ralph Carroll** has left **WNKS/Columbus** for the Polydor Nashville gig.

Moving across the hall from the **PolyGram** (soon to be **Mercury**) team are **Joe Ricatelli** from Dallas and **Bobbi Silver** from Philadelphia. Look for the first "new Polydor" releases in late August/early September.

Who's gonna be the PD at **94Q/Atlanta**? Names currently bandied about include **Q105/Tampa's Mason Dixon** and **WAPE/Jacksonville's Bill Cahill**. And . . . from within **Jefferson-Pilot** itself, ST hears that President/GM **Jerry Blum** is taking **WBCY/Charlotte's Reggie Blackwell** into consideration.

ST hears that **Metroplex Communications** is on the verge of acquiring a combo in its hometown of Cleveland. Namely, **WERE & WNCX** from financially distressed **Metropolis Broadcasting** for a rumored sticker price of nearly \$12 million.

Moving from one **EZ** outlet to another, **Hot 105/Miami** PD **Jeff Tyson** will become the Asst. PD/afternoon driver at **B94/Pittsburgh**, replacing **Jeff McKay**, who left to program **I95/Birmingham**. Tyson's returning to his hometown with an eye toward programming B94 should current B94 PD/EZ Regional PD **Jim Richards** take that rumored step up the corporate ladder. Contact **B97/New Orleans** EZ Regional PD **Shadow P. Stevens** for the job in Miami.

New "Wave" Rumors

In the wake of last week's **KTWV/L.A.** rumors comes word that recently-departed **Gannett** consultant **Wally Clark**'s role in the station's future operation is by no means set in stone.

Furthermore, ST hears all that loose talk about a format flip to CHR is equally premature, and that the "Wave" will stick with

its present NAC format (despite its recent down book) and continue to fight the good fight. All of which explains why the station is still actively searching for a new PD.

Atco VP/GM **Margo Knesz** called the ST "fun-fone" to say that West Coast, SE, and NE Regional positions will be announced soon. Meanwhile, rumor has it that **Jeff Neben** has already signed up for those West Coast duties.

Whoever's in line for the PD spot at **WQUE/New Orleans** is definitely a heavyweight. The contract has been drawn, but must be rubber-stamped by **Clear Channel**'s Board Of Directors, who'll be meeting in San Antonio next week.

Chrysalis West Coast Regional rep **Jerry Blair** exits, going back home to Beantown as the local rep for **Columbia**.

Who will grab the vacant PD slot at **WCXR/Washington**? **WKRL/Tampa's Beau Raines** is one of several names to hit the streets. In the meantime, **WMJR/Manassas, VA** PD **Mark Lapidus** has joined 'CXR as Promo Director.

Last week ST mentioned that **KIIS-FM/L.A.** morning star **Rick Dees** had fallen from first to second. Wrong, AQH-breath! Dees is still in the lead with an AM & FM combined share of 8.6. **KABC's Ken & Bob** are second at 8.2, with **Power 106's Jay Thomas** third at 6.3.

Z100/NY will celebrate its fifth anniversary (7/30) with a private party at Roseland in Manhattan, featuring **Gloria Estefan & Miami Sound Machine**. PD/morning star **Scott Shannon** and the Morning Zoo will also do a special, commercial-free, six-hour wake-up show on Z100's official anniversary (8/2).

Part of the more than \$1 million collected in this year's **City Of Hope** fundraising drive came from the annual "Entertainment Industry Basketball Playoffs," which netted \$18,000. **Lippman/Kahane's MIKa Records** team won the event, beating nine other squads. High fives, guys!

Love & Happiness

When **WZPL/Indianapolis** morning man **Steve Stiles** proposed on-air to morning partner **Melody Owen** (7/15) and both were fired the next day, most folks couldn't understand why. Ah, but ST's ear-to-the-altar tops learned the duo had actually announced their engagement July 4 and the on-air bit was merely a publicity stunt.

Following their on-air announcement, the pair were given a memo "not to discuss their wedding plans on the air" and things took a turn for the worse. After a meeting with GM **Roger Ingram**, at which Stiles allegedly demanded to know the couple's future with the station, the newly-engaged duo found they had no future. However, neither Stiles nor Owen claim to have made any demands of management. Meanwhile, Asst. PD/night rocker **John Trout** is doing the station's wake-up services.

Continued on Page 22

Look Out Radio!

- Two top ten smash singles
- With over 650,000 albums sold!
- We are absolutely totally committed to bringing this record home!!

Now on over 50 CHR reporters

P-1 Action:

WXKS **KKRZ**
CKOI **KXYQ**
KITY **KCPX**
Y108

Cher

"SKIN DEEP"



GEFFEN
RECORDS

KINGS OF THE SUN



“Black Leather”



Y95 35-31

KKRZ DEB 33

OK95 29-23-13

(Hot Top 5 Phones)

KF95 38-32-28

(Top 10 Phones)

KOZE 35-31-26

(Top 5 Phones - 2 Weeks)

KSND 40-34

(Phones)

KZFN 40-36

(Phones)

ADDED THIS WEEK:

PRO-FM

ALSO ON:

KUBE WMMS KRBE WGH

Hot Comments:

Gary Bryan PD KUBE:

“This is a hit rock record. It sounds great on the radio and is getting great early response at our station.”

Sean Lynch PD KKRZ:

“Hot summer rocker - crank it up and rip the knob off.”

Jack Armstrong PD KF95:

“Great summertime party record. Sounds great on the radio with Top 10 phones”

Dean LeMaster PD OK95:

“These guys are going to be around for a long time. They are an Australian ZZ Top/Van Halen. Top 5 phones.”

Jim Arnold PD KZZU:

“I'd shave my arms and braid a welcome mat for these guys. Top 10 phones and a killer nitetime record.”

Gary Cummings PD KZFN:

“Hip-sounding song and picking up phones - maybe it's time to buy stock in “Black Leather.”



STREET TALK

Continued from Page 21

KKSF/San Francisco has hired **Blake Lawrence**, formerly PD at Houston's **KZFX** and **KLOL**, for mornings.

Arista is holding its national promotion meetings in Montauk, LI (7/21-23). The following week (7/30-31) Arista recording artists **Hall & Oates** will guest host “AT40.”

Three weeks ago, **KKBQ/Houston's Shadow Stevens** left for PM drive at **WSHE/Miami**. A week later, he was named MD. Four days later, he quit. You can reach Stevens in Houston (where he's doing swing/fill-in at Classic Rocker **KZFX**) at (713) 728-3323.

To commemorate the anniversary of the first atomic bomb test, **KFMZ/Columbia, MO** held a “Radiation Week” promotion. The AOR outlet gave away sunglasses, suntan lotion, and a microwave oven.

Former **B104/Baltimore** afternoon driver **Willie B.**, who was arrested twice last November for a pair of alleged sexual crimes with minors, has been cleared of almost all charges in a plea-bargain before judgment. (The prosecution had a weak case and Willie B. was low on money, so they struck a deal.)

He's now admitted to a third-degree felony offense of patting the plaintiff on the behind in the first case as well as a fourth-degree misdemeanor charge of a pat on the butt in the second case. Willie B. is currently working under the name **Peter West** as Program Coordinator/afternoon driver at **WYCR/York, PA**.

WYMG/Dayton hires former **WTWR/Monroe, MI** PD **Mark Spencer** as its new PD.

Two primo air talent openings (one male, one female) at Europe's AC-formatted “Sky Channel” radio network, which will begin

beaming via satellite to 11 countries 8/24. All voice work will be done Stateside, incidentally. T&Rs to **Rick Kellerman**, P.O. Box 181, Palisades Park, NJ 07650.

ST's all-seeing eye reports that **United Stations' On Radio** publication will suspend operations in September.

Congratulations to **Cypress Records** owner/President **Craig Sussman** and wife **Sherri** on the birth of daughter **Lea Michelle** (7/15).

When a **WKRC/Cincinnati** listener recently heard a broadcast description of the getaway car used in a \$250,000 rare coins heist, he phoned the Ohio Highway Patrol, who then nabbed the culprit as he was motoring down I-75.

Nite owls who caught the “The Late Show” on **Fox-TV** last Friday (7/15), saw guesting **KIIS-FM/L.A.** night rocker **Hollywood Hamilton** do a version of his nightly “Love Lines” feature live on the tube.

KYNO (AM)/Fresno stashes the Gold to become “Hot 13,” a music-intensive, high-energy dance outlet. It will, however, simulcast **KYNO-FM's** CHR format in morning drive.

Bruce, Herb Smokin' At The Q

Bruce Hornsby paid a visit to **Q105/Tampa's** OM/afternoon personality **Mason Dixon** last Friday (7/15). Finding a piano in the studios, Hornsby proceeded to tickle the ivories until **A&M** co-founder **Herb Alpert**, who was in town for a charity event, dropped by with his trumpet under his arm for what turned out to be a 30-minute jam.

Mike Joseph, America's original radio consultant, is getting back to his CHR roots, inking a major market outlet. Joseph's first client was **WKBW/Buffalo** way back in 1958!

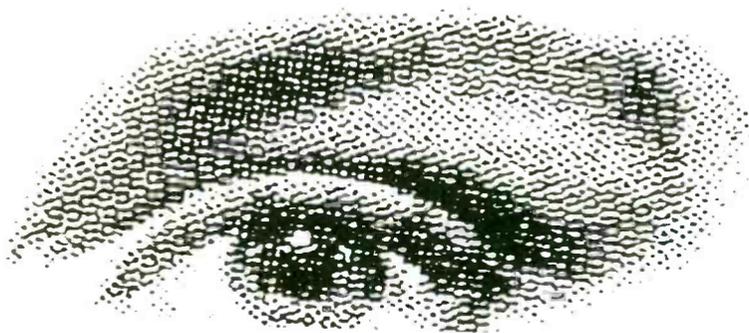


GIVE HIM A GREAT BIG KISS — The staff of **WKYS/New York** gave departing VP/GM **Barry Mayo** the above-pictured photo at his big sendoff party at the Copacabana Club on Wednesday night (7/20). Mayo and **Lee Simonson** exited to head **Broadcast Partners, Inc.**, an acquisition company formed to purchase **Dorton Broadcasting**. New **WKYS** VP/GM **Steve Candullo** can be seen in the crowd, second suit down from the center.

YOU'LL WAKE UP WITH THIS HIT ON YOUR LIPS.

jackie

The debut single from



Everyone's eyes, ears and lips are on "JACKIE,"

the first smash from Blue Zone U.K.

Gavin's Dave Sholin Personal Picks - Singles:

"I haven't been able to stop playing it since it crossed my desk. It only takes a few seconds to feel the excitement of this release, and it does nothing but build from there. Writers Billy Steinberg and Tom Kelly have created yet another ultimate pop chorus that should place it in the winner's zone."

**Out Of The Box At:
KMEL Z94 WBBQ**

**One Of This Week's Most Added
READY TO EXPLODE NEXT WEEK!**

Their debut album, Big Thing, arrives August 16th.

Produced by Paul "Staveley" O'Duffy for Spiffire Productions
Additional Production and Mix by Ric Wake for Wake Productions



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blue zone



NEWSBREAKERS

Lash New PD At WESA

Eighteen-month WXKC/Erie Promotion Director Chris Lash has been named PD at WESA-AM &

Pollard Set To Program WAOK

Keith Pollard has been appointed Program Manager at gospel-formatted Summit-Atlanta Broadcasting outlet WAOK/Atlanta. A 12-year radio vet, he has been with WAOK since 1980 as morning man. He will do weekend air work on sister FM WVEE in addition to his WAOK programming responsibilities.

"We've had a gospel format for about a year and a half now and it has proven to be successful," Pollard told R&R. "Fortunately, with me being involved with the station for so long, the owners thought I was the best choice to program it now. They are very fair about promoting from within."

Pollard previously programmed WUFO/Bufalo from 1977-80.

FM/Charleroi (Pittsburgh). He succeeds the exiting Mark Rivers.

Lash told R&R, "(GM) Al Murdock and I agreed on a lot of points. The station needed a lot of work. The jocks sounded like they had no direction. The music was toned 25-54, but I felt we were playing nothing but Barry Manilow. I don't feel sitting outside of Pittsburgh (25 miles) that I need to break records, but currents do provide a fresh sound."

Lash is using the slogan line "Not too hard - not too soft" on WESA.

WESA is a simulcast AC, although the AM splits off to carry Pittsburgh Pirates games and the FM airs the Pittsburgh Steelers. There's speculation the AM will soon change format and be geared to a higher demo.

Prior to joining WXKC, Lash programmed WRIE/Erie, PA and was Asst. PD at WOKW/Ithaca, NY.



Adam Somers

Somers Now WB Sr. VP

Adam Somers has been upped to Sr. VP/Creative Services & Operations at Warner Bros. Records. The 17-year label vet had been VP/Creative Services & Operations since 1980.

WB Records Board Chairman Mo Ostin commented, "A glance at Adam's history here at Warner Bros. is proof enough of his commitment to and qualifications for this key post. I join with the rest of the company in congratulating him on this promotion."

Somers joined the label in 1971 as Assistant to the Director of Merchandising. He was named National Merchandising Manager in 1972, then Director/Merchandising a year later. In 1975 he added National Operations Manager duties.

NOW WXLE; WILSON PD

WZZT Switches To Gold

WZZT/Columbus has jettisoned its UC format for Gold and adopted new calls WXLE. Gone are PD J.D. Wachs and air personalities Ellis Moore and Kevin Townes. Replacing Wachs as PD is Steve Wilson.

Station Manager Christine Graves, hired in May as a consultant, told R&R, "In reviewing the station and situation, it was clear Columbus, with three Urban stations, a Jazz station, and two CHRs playing lots of Urban, was inundated with this type of music, which made it tough for us to compete. It also made it difficult for the urban community to advertise. There was virtually no exclusive audience."

Rather than remaining in the fight, the station explored its options and concluded there were three ways to go. Noted Graves, "They were Country, AC, and Gold. After research, it was evident the hole was in Oldies. If you grew up in the '60s listening to Top 40 radio, that's what we are."

To kick off the new format, the station is utilizing television and plans to do on-air contesting.

According to Graves, PD Wilson, who also does morning drive, has an "extensive CHR background. We thought Steve had the feel that we wanted - upbeat and high-energy." Previously, Wilson worked on-air at CHRs WXGT/Colum-

Cooper VP At CBS News



Larry Cooper

Seven-year CBS RadioRadio ND/Exec. Producer Larry Cooper has been upped to VP/CBS News, Radio. He replaces Joseph Dembo, who elected for an early retirement.

CBS Broadcast Group Chief Howard Stringer commented, "Larry brings the right combination of news experience, affiliate background, and broadcast versatility to lead the radio news operation at this critical time."

Cooper created the RadioRadio young-adult-oriented format and is responsible for all of its CBS News broadcasts.

Credited with the development of CBS's all-electronic newsrooms at the network and its all-News affiliates, Cooper was previously ND and news anchor at CBS O&O KCBS/San Francisco, where he worked for more than ten years. His background also includes ND posts at WIRE/Indianapolis and KSTT/Davenport, IA.

bus and WQIO/Mt. Vernon, OH.

In the winter '88 Arbitron, WZZT registered a 1.2 (12+) to rank 15th; in the comparable Birch, a 2.7 to place 10th.

Childs Joins Elektra As VP/A&R



Carole Childs

Carole Childs has joined Elektra Records as VP/A&R, West Coast.

Elektra Chairman Bob Krasnow commented, "Carole Childs comes to Elektra with an industry-wide reputation for uncovering important new talent. This company can only benefit from her knowledge, her enthusiasm, and her genuine love of great music."

Childs began her music business career working with producer Richard Perry in the early '70s. She later joined the A&R staff at Arista Records, after which she headed the record division of management company Cavallo, Ruffalo & Fagnoli. From 1980-85 she worked in A&R at Geffen Records, where she was responsible for signing and developing such artists as Lone Justice, XTC, Peter Case, and Ray Parker Jr.

Alago VP/A&R At Uni



Michael Alago

Michael Alago has joined Uni Records as VP/A&R, East Coast. He previously served at Elektra as Director/A&R for the past five years.

Uni President David Simone told R&R, "We are extremely excited about having Michael aboard. He is an excellent A&R man, and I am sure his great, but diverse, taste will bring much success to Uni Records."

While at Elektra, Alago signed Metallica, Metal Church, and Flotsam & Jetsam to the label, and oversaw such artists as Michael Feinstein, Tracy Chapman, and Public Image Ltd.

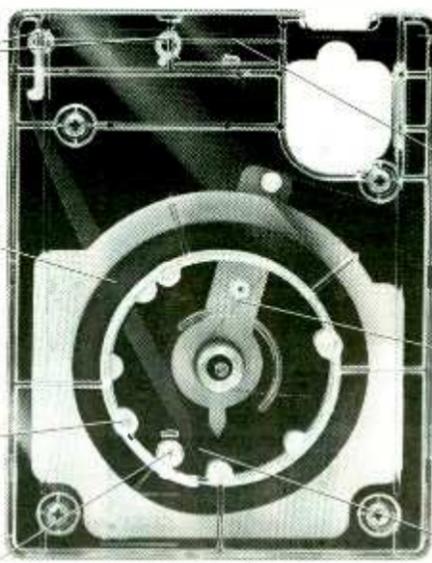
DISCOVER THE SECRETS TO A LONGER LIFE.

Naturally lubricated concave guides gently position tape to allow cartridge machine to perform critical guidance.

High-output, low-noise, 100% laser-inspected tape delivers impressive frequency response and higher recording levels for better signal-to-noise performance.

Non-rotating hub reduces wow and flutter, eliminates annoying rotating hub rattle and minimizes stop cue overshoot.

Adjustable cam to control tape loop for maximum life.



The ScotchCart II Cartridge

Cover constructed of polycarbonate materials for long-lasting, break-resistant use.

No pressure pads to cause troublesome tape steering and wear or induce modulation noise.

Patented dynamic tension control system ensures proper tape-to-head contact, provides constant tape tension and controls tape looping.

Tape exits from the hub's center instead of twisting and curling over the pack, reducing edge stress and debris to prolong life.

A broadcast cartridge that lasts longer isn't worth much unless it delivers consistently high performance throughout its useful life. That's why the revolutionary design of the ScotchCart II cartridge is noticeably superior to other carts.

It also sounds better because of 3M's extensive audio tape experience—over 40 years of successful innovation.

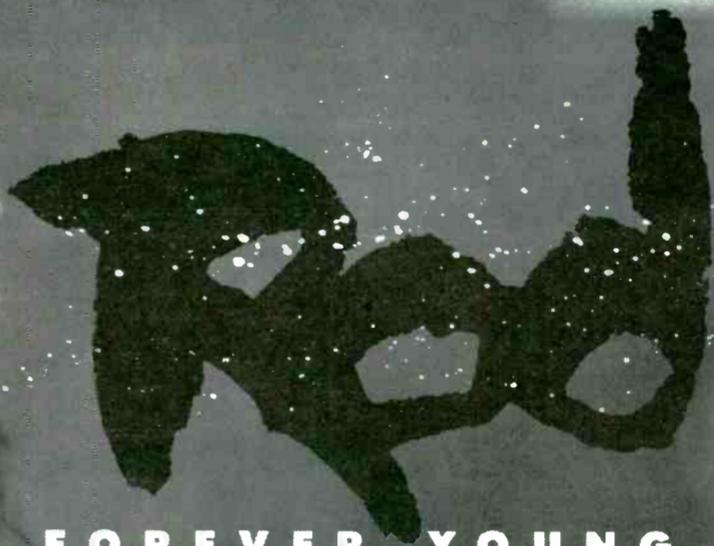
So if you measure a cart's value by how much

trouble-free operation it provides in the long run, talk to your professional audio dealer or local 3M sales office about the advantages of the ScotchCart II cartridge.

Or, if you'd like a free sample, call International Tapetronics, 3M Broadcasting and Related Products Department at 800-447-0414. (In Alaska or Illinois, call collect 309-828-1381.)

It's no mystery why it performs better. Longer.

3M



FOREVER YOUNG

THE NEW SINGLE

PRODUCED BY ROD STEWART,
ANDY TAYLOR &
BERNARD EDWARDS

FROM THE ALBUM
OUT OF ORDER

MANAGEMENT:
ARNOLD STIEFEL
AND
RANDY PHILLIPS
FOR THE STIEFEL
COMPANY

Your Promotional Ticket to



HUMAN RIGHTS NOW!

MADE POSSIBLE By THE REEBOK FOUNDATION

the Music Event of the Year!

Reebok Gives Your Listeners an Opportunity to See In Concert:

Bruce Springsteen ★ Peter Gabriel
Sting ★ Tracy Chapman
Yousou N'Dour

Get your station involved with the
“Human Rights Now! World Tour” -- a music event spotlighting
Amnesty International’s appeal for world-wide human rights.

Reebok is ready to provide an outstanding package of prizes including:

- ★ Reebok shoes
- ★ Human Rights Now! Tour merchandise
- ★ Tickets to the concerts themselves

**Exclusive promotional opportunities are available in the
Top 100 ADI’s and key college markets.**

Your listeners win, your station wins... and the world wins, too.

**Call Henry Mowry
at R&R Marketing today!
(213) 553-4330**

HUMAN RIGHTS NOW!
World Tour Dates

9/2 — London

9/4 — Paris

9/8 — Torino, Italy

9/13 — San Jose, Costa Rica

9/16 — Toronto

9/17 — Montreal

9/19 — Philadelphia

9/21 — Los Angeles

10/12 — Sao Paulo, Brazil

10/14 — Mendoza, Argentina

10/15 — Buenos Aires, Argentina

Radio

● **DANA HARMON** has been upped to VP/GM at Barnstable Broadcasting's WMSP/Harrisburg, PA. A 20-year broadcasting vet, he most recently served as VP/Programming & Marketing at Barnstable's WGKX/Memphis.



Dana Harmon Louis Ignatti

● **LOUIS IGNATTI** has taken on GM duties at WAQX-AM & FM/Syracuse. He previously was LSM at WPTR & WFLY/Albany.

Also at the station, **MELISSA PARR** has been tapped as ND for the FM. She joins from a stint as Public Affairs Director at KSLX/Phoenix.

● **STUART RICHTER** has been appointed VP/GM at WJYY/Concord, NH. He has been with the station since it signed on five years ago, most recently serving as Sales Manager.

● **STEPHEN BERGER** has been promoted to LSM at WODS/Boston. Formerly an AE at the station, he also served two years as LSM at crosstown WBCN.

PROS ON THE LOOSE

Tim Howard — Evenings KVLT/Tulsa (918) 250-0914

Kat Michaels — PD WZYQ/Fredrick, MD (301) 695-4856

Shadow Stevens — MD/afternoons WSHE/Miami (713) 728-3323

Tom Sullivan — Production Dir./mid-days WKDD/Akron (216) 724-8453

Jon-David Wells — MIDDAYS WHYT (Power 96)/Detroit (313) 643-0741

RCA, BMG, Simmons Establish New Label



RCA Records and BMG Music International have finalized a deal with Simmons Records that will involve establishing the label worldwide and promoting, marketing, and distributing Simmons product. Shown holding the bag are RCA Records President Bob Buziak (l) and Simmons Records founder Gene Simmons — who is also still an active member of the rock group Kiss. At right is BMG Music International VP/A&R and Marketing Heinz Henn.

● **SKIP JOECKEL** has been upped to Gulf States Regional Manager at the Transtar Radio Network. He joins from KSPZ/Colorado Springs, where he served on the sales staff.

● **MICHAEL BELL** has been named MD at Broadcast Programming. A 10-year radio vet, he has held positions at Seattle outlets KISW, KPLZ, and KYYX.

● **VINCE PAPALE** has joined WPEN/Philadelphia as Sports Director and morning drive air personality. He is a former football player for the Philadelphia Eagles.

● **MATTHEW FIELD** has been elected Chairman/New York Market Radio Broadcasters Association. He is VP/GM at WNCN/New York.

● **STEVE WILLIAMSON** has been named Director/Promotion & Marketing at WJHM/Orlando. He joins from WQAM & WKQS/Miami.

Records

● **THOMAS MANZI** has been upped to Sr. Marketing Coordinator at EMI-Manhattan Records.

Concurrently, **JENNIFER GROSSBERNDT** has been appointed Manager/National AC & Alternative Promotion. She most recently was Manager/National Alternative Promotion for the label.



Stephen Berger Andy Lustig

● **ANDY LUSTIG** has been named International Production Coordinator for Arista Records.

● **BERNIE GROSSMAN** has been upped to National Sales/Marketing Manager at the Welk Record Group. He was previously National Marketing Manager.

● **DIANE BLUCK** has been named Publicist/Press & Public Information, West Coast for Columbia Records. She has been with the label's publicity department for three years, and is the former National Manager/Artist Development for ABC Records.



Diane Bluck Tyrone Metcalfe

● **TYRONE METCALFE** has been named Field Sales Manager/Black Music for WEA/Los Angeles. He was previously Western Regional Black Music Marketing Representative, responsible for the Los Angeles, San Diego, Denver, San Francisco, and Seattle sales areas.

● **LEE GERALD** has taken on Promotion Marketing Manager duties at Elektra Records' Cleveland branch. He is a former assistant road manager and concert promoter.

● **JAMIE YOUNG** has been upped to Sr. Counsel/West Coast for CBS Records. She previously served two years as the label's Records Counsel.

Also at CBS, former American Express VP/Data Processing Operations **THOMAS SEERY** has been named VP/Management Information Systems, and **JOHN TAVENNER** has been appointed to the new position of Associate Director/Video Marketing. Tavenner is a seven-year company vet, most recently serving as Manager/Marketing & Development for the label's Core Marketing.

Industry

● **WILLIAM FRITZ** has been upped to Western Division Manager/Advertiser & Agency Radio Sales for Arbitron Ratings in Los Angeles. He has been with the company for three years, most recently serving as AE/Advertiser & Agency Radio Sales in San Francisco.

● **ANGELA FAIRHURST** has been named Asst. to the President, a newly-created position at the National Academy of Recording Arts & Sciences. She joins from Pierre Cossette Productions.

CHANGES

Michael Connolly has been named an AE for the CBS Radio Networks/New York.

Alan Gunn has joined Bonneville Broadcasting as an AE.

Lisa Rowland and **Lisa Kröbs** have been named AEs for Republic Radio's Detroit and New York offices, respectively.

Barry Goppman and **Joy Mills** have joined KLTR/Houston as AEs.

Greg Hampton, **Warren Kurtzman**, and **Lindsay Rose** have been named AEs for the Arbitron Advertiser & Agency Radio Sales Division.

John Morrissey has been named an AE at WJYY/Concord, NH.

Ned Thigpen has joined WWMY/Greensboro, NC as an AE.



Mark Hutchins Pam Robinson

● **MARK HUTCHINS** has been named Manager/Business Development at Omega International, a broadcast engineering systems supplier. He previously was VP/Engineering at WKVT-AM & FM/Brattleboro, VT.

● **PAM ROBINSON** has joined the Los Angeles-based video & film production firm We're Rolling Productions as Exec. VP. She formerly was PD and an air talent at KACE/Los Angeles.

● **CATHY BANIA** has been named Research Manager at Eastman Radio. She was previously Sr. Analyst at the Christal Co.

● **EVAN HOSIE** has taken on Talent Coordinator duties for the Barris, Guber-Peters TV program "The Gong Show." She formerly held a similar position at "Top Of The Pops," and continues to run her own management company.

R&R TIMELINE



Five years ago today, the Police pulled off a rare trick on R&R's back page. They simultaneously held the number one position on the CHR, AC, and AOR Tracks charts ("Every Breath You Take"), and had the number one AOR Album ("Synchronicity"). The eight weeks at number one remains an AOR Tracks record. Pictured (l-r): Stewart Copeland, Sting, Andy Summers.

1 YEAR AGO TODAY

- Justice Department passes on prosecuting Pacifica Broadcasting
- Westwood One acquires NBC Radio Networks
- WRXR/Chicago becomes NAC-formatted WNUA
- Lyndon Abell named KWK/St. Louis PD
- Michael Kay named WLLT/Cincinnati PD
- #1 CHR: "Shakedown" — Bob Seger (MCA)
- #1 AC: "Back In The High Life Again" — Steve Winwood (Island/WB) (2 wks)
- #1 UC: "I'm In Love" — Lillo Thomas (Capitol)
- #1 Country: "A Long Line Of Love" — Michael Martin Murphey (WB)
- #1 AOR Track: "Touch Of Grey" — Grateful Dead (Arista) (2 wks)
- #1 AOR Album: "In The Dark" — Grateful Dead (Arista) (2 wks)
- #1 Jazz: "Four Corners" — Yellowjackets (MCA)

5 YEARS AGO TODAY

- Jack Bogut named WTAE/Pittsburgh morning man
- Steve Goldstein named WHYT/Detroit PD
- Gerry DeFrancesco promoted to KIIS/Los Angeles VP/Programming
- Oz named KQAK/San Francisco MD
- WBOS/Boston converts to Country
- #1 CHR: "Every Breath You Take" — Police (A&M) (4 wks)
- #1 AC: "Every Breath You Take" — Police (A&M) (2 wks)
- #1 UC: "She Works Hard For The Money" — Donna Summer (Mercury/PolyGram) (2 wks)
- #1 Country: "Your Love's On The Line" — Earl Thomas Conley (RCA)
- #1 AOR Track: "Every Breath You Take" — Police (A&M) (8 wks)
- #1 AOR Album: "Synchronicity" — Police (A&M) (6 wks)
- #1 Jazz: "Les Fleurs" — Ramsey Lewis (Columbia)

10 YEARS AGO TODAY

- Bob Young named KNEW/Oakland-San Francisco PD
- Joel Denver named KCBQ/San Diego PD
- Banana Joe Montione named WLOF/Orlando PD
- KPOL-FM/Los Angeles applies for KZLA calls
- #1 CHR: "Miss You" — Rolling Stones (Rolling Stones/Atlantic)
- #1 AC: "Copacabana (At The Copa)" — Barry Manilow (Arista)
- #1 Country: "Love Or Something Like It" — Kenny Rogers (UA)
- #1 AOR Album: "Some Girls" — Rolling Stones (Rolling Stones/Atlantic) (2 wks)

**GEORGE
BENSON
"LET'S DO
IT AGAIN"**

The New Single

**PRODUCED BY
DAVID LEWIS
AND
WAYNE LEWIS
FOR JCDAWAY
PRODUCTIONS
FROM THE
ALBUM
TWICE THE LOVE**

LET'S DO IT AGAIN



DIRECTION: JEN FRITZ MANAGEMENT, LOS ANGELES
© 1988 WARNER BROS. RECORDS INC. 

Smith GSM At KJJO

WIXK/New Richmond, WI GM Jack Smith has been named GSM at KJJO/Minneapolis. He replaces Jim Nash, who exits the Park Broadcasting AOR.

KJJO GM John Rohm commented, "We had talked many times over the years about finding an opportunity to work together. Jack is an excellent trainer, coach, and manager. He's well-structured, well-organized, and really knows how to massage the local marketplace and make it happen."

Smith is a 15-year radio vet with AE experience at KTCZ/Minneapolis and KPKE/Denver. He spent the last two years managing WIXK, which is owned by his family.

"After all the grief I gave my father as a kid, I figured I owed him two years to help straighten his station out," Smith explained. "It's terrific getting back to Minneapolis. This is my hometown market."

Asked about the difficulties of selling KJJO, a hard-rocking station which targets 12-24, Smith said, "This is a real rock & roll market. It mirrors Denver in a lot of ways, and that's really where I cut my teeth selling young adult rock radio. I've got some experience in marketing to these kids. They have a ton of disposable income, and there isn't another station in the Twin Cities that really caters to the 12-24s."

Bartels A&M Dance Promotion Director



Steve Bartels

A&M has appointed Steve Bartels National Director/Dance Promotion. He will report to A&M Sr. VP/Promotion Charlie Minor and be based at the label's Los Angeles headquarters.

Minor told R&R, "Steve brings a whole new perspective, having worked L.A. clubs for the last five years, and with the marketing division of Marriott Hotels. We believe this combination will bring new dynamics to the dance club promotion business. We're very excited about having a special individual like Steve join A&M."

Bartels, who served as a music programmer for the 167 lounges at Marriott, will oversee A&M's dance music releases at the retail and club levels.



Mickey Elfenbein

Elfenbein Now K-tel President

Nineteen-year K-tel International vet Mickey Elfenbein has been promoted to President of the company. He will report to company Chairman Philip Kives, who previously held the President's post.

Commented Kives, "The company is well on its way with its developmental plans, and the coming months will show the release of a number of new artists and studio albums. Elfenbein has been a guiding force in K-tel's continuing development around the world."

Elfenbein was most recently K-tel's Exec. VP. He will supervise the company's consumer entertainment products, primarily music audio and video.

NMS

Continued from Page 1

The prizes are named for the late Joel Webber, one of the seminar's co-founders.

Radio-related panels which had taken place at presstime included some radio-bashing from Tower Records' Stan Goman ("Radio sucks"), Arista's Jim Cawley ("Radio is just not helping"), and RCA's Rick Dobbis ("Radio is not willing to play new music") during a "Chain Retailers And New Music" panel.

An "Alternative Commercial Radio" panel discussed the tendency of labels to turn their backs on those stations once the acts they broke cross over to AOR and CHR. "It's a record company's responsibility to make sure the artists remain loyal to the stations that broke them," said WDRE/Long Island (New York) PD Dennis McNamara.

Attendance at this year's seminar was estimated at 7000, a new record for the industry's largest gathering.

Dees

Continued from Page 1

"This has not only renewed but revitalized our commitment from all parties to continue with our high-profile promotional activity to blanket the L.A. market, and naturally Rick is very much a part of it," she added.

Financial details were not disclosed, but the terms were characterized as "comfortable."

Dees's show remained number one in mornings in the just-released spring '88 Arbitron. He is off on a two-week vacation, but commented, "I'll still be on KIIS-FM when Tiffany goes on Social Security."

Dees joined KIIS in 1981.

SEC

Continued from Page 3

SEC May Tighten Access Further

At a meeting of reference room users on July 7, Commission attorney Elizabeth Stein unveiled several new proposals aimed at further restricting public access to public records, including restricting open public access to all paper records in the public reference room and creating a photo ID system to regulate users of the documents.

Stein added the Commission has experienced "problems with press access" to the records, and may attempt to define who is "legitimate press" and who is not.

The new SEC regulations were supposed to go into effect July 13, but have been delayed. Commission officials announced Tuesday (7/19) that they are changing the management of the reference rooms.

Private Contracts Criticized

SEC public reference room users complain that in order to have timely access to documents, they must purchase copies at substantial price markups from Bechtel Information Services, which holds an exclusive microfilming and photocopying contract with the SEC.

Vickers Stock Research GM Nancy Noble said her company is considering legal action against the SEC over the access restrictions and the Bechtel exclusive contract.

Consumer advocate Ralph Nader, in a letter to SEC Chairman David Ruder, labelled the new policy "an extreme example of mismanagement, bungling, and differential access to critical information through de facto profit-privatization." He criticized the proposed photo ID system as infringing on First Amendment rights.

WWBA

Continued from Page 3

Trigony said WWRM will not sound like co-owned AC KOST/Los Angeles. He said WWRM will target 25-54, "and probably within that demo, 35-54. It will probably be slanted more toward females and similar to WLTW/New York and WLAK/Chicago. You might want to compare it to 'Format 41.' We'll play very little current music."

VP/GM Bob Neil told R&R negative comments regarding the switch have been surprisingly low. "We've received fewer than 150 cards and letters, which is not bad at all. This was one of the last Beautiful Music stations in America to be playing no vocals at all. This was the final step in making it an AC station."

Palevida succeeds three-month acting PD Steve Callahan, who is no longer with the station. Neil told R&R, "Tom's a bright young guy who works 24 hours a day. This format is very detail-intensive, and he's a real stickler for detail."

Prior to joining WSB Palevida programmed WMIL/Milwaukee and worked on-air at WYYY/Syracuse and WFLA/Tampa.

In the spring '88 Birch, WWBA ranked third 12+ (7.3) behind N/T WFLA (7.4) and CHR WRBQ (21.1).

Reich

Continued from Page 1

Tenaglia stressed that Reich will not be involved with TK's WSHE/Miami because Reich must observe a one-year noncompete clause with WGTR.

Hansen

Continued from Page 3

with the original architects of the 'Wave,' as we take it to the next level of success. I am looking forward to working with Erv, who is an active member of the 'Wave' team."

The 'Wave' format was originated at KTWV/Los Angeles in part by Cody. A separate but nearly identical version is distributed for syndication.

Lind

Continued from Page 3

good time. This is an outstanding station that can't easily be categorized. The staff is first-class — on and off-air. We'll keep it a very special radio station. It will be fresh, unpredictable, and a little bit dangerous."

Prior to joining WNIC, Lind was Price Communications VP/Programming, and programmed WVOR/Rochester.

McCready

Continued from Page 3

will report, said, "Mary Ann McCready's innovative and successful approaches to artist and product development have greatly enhanced the profile and success of CBS/Nashville as well as the Country industry as a whole. Her appointment to VP adds a well-deserved new dimension to her career."

McCready, who was unavailable for comment, has spent her entire career with CBS/Nashville, which she joined as Coordinator/Press & Public Relations upon graduation from Nashville's Vanderbilt University in 1974. She was promoted to Manager of that department in 1975 and made Director in 1976. She was named Director/Sales & Product Development one year ago.

Gibson

Continued from Page 3

Gibson, a 25-year Buffalo radio veteran, will maintain an airshift, although the precise slot is yet to be determined.

In the winter '88 Arbitron, WGR ranked 12th 12+ (3.2) behind fellow ACs WRLT (3.6), WBUF (6.5), and Full-Service WBEN (10.0). In the Birch for the same period, WGR ranked 14th with a 2.4, trailing WBUF (5.2) and WBEN (9.0).

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RATINGS AND RESEARCH

The Case For Unaided Recall

By Rob Balon

The average radio listener is generally indifferent toward the fine points of what radio stations do. So stations must constantly put their identities in the forefront. If your call letters are not top-of-mind, the likelihood of a listener making a correct diary entry or telephone recall for your station — even though he's listening to it — is remote. That's why your station must wage war on the battleground of unaided recall.

Simply defined, unaided recall is the listener's ability to remember listening times and locations over the past 24 hours (Birch) or over the past week (Arbitron). It differs from aided recall in that the diary-keeper or telephone interviewee is not prompted or provided a roster of stations from which to choose.



Rob Balon

"It's critical for broadcasters and advertisers to understand the importance of four-book averages. Instead, with the advent of monthly trend reports, our industry has become more paranoid."

table level of unaided recall. Your listeners must be able to accurately report most of the listening they do. And as their top-of-mind awareness drops so does their ability to accurately report listening.

Making Perceptions Work For You

The diary is not a totally objective measure of behavior. Few listeners record all listening simultane-

"The common denominator between Arbitron and Birch is that winning in either requires an acceptable level of unaided recall."

ously, 24 hours a day. Consequently, what many diaries measure is not actual listening behavior but the perceived behavior that's reported after the lag between actual listening and the time a diary is filled in. Some listeners can report all listening infallibly, with devastating accuracy. But most listeners, who are confused enough anyway, can listen to one station and actually write another one down. This is where your listeners' ability to remember and report becomes so critical.

Birch telephone interviews take respondents back over 24 hours of listening by daypart, and respondents must have top-of-mind recall to be able to retrace listening patterns with accuracy. The company's telephone method is clean and efficient, and I like the fact that they interview only one person per household.

However, as can often be seen, the two methodologies can yield significantly different numbers for the same market. For example, a Talk station showed up as number two in Arbitron with a 6.0 share, while the same station ranked 20th in Birch with a 2.3. Ratings that are based on listeners' ability to remember are more subject to periodic jumps and swoops than are indisputable electronic methods (Storage-Instantaneous Audimeter, for example). Ask any PD who was fired after the station dropped from a 7.2 to a 5.1, only to see the new PD become the recipient of a 7.3 in which he had little direct involvement. Such are the idiosyncrasies of the ratings game.

"Keep in mind that the ratings are estimates. They eliminate most of the error, but not all of it."

Four-Book Averages Critical

That's why it's critical for radio broadcasters and advertisers to understand the importance of four-book av-

"Unaided recall is the listener's ability to remember listening times and locations [without being] prompted or provided a roster of stations."

erages. Instead, with the advent of monthly trend reports, our industry has become even more paranoid. Sales managers who swear they'll only "look" at the monthlies are usually out on the street within minutes if they're favorable. Conversely, if the quarter-hours are down, stations that were throwing parties 30 days earlier are enveloped in doom and gloom.

You must remember where these numbers come from: the recollection skills of listeners whose ability to remember *all* the listening they did is dubious, at best. But when the numbers appear in rating book form, they are almost always taken as the Bible truth by stations and buyers.

Keep in mind that the ratings are estimates. They eliminate most of the error, but not all of it. To guard against those infamous "wobbles," make your station a champion on the field of unaided recall.

Next Month: How to fight the unaided recall battle by building "benchmarks."

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from the album
the innocents
produced by stephen hugue



photo by Robert Langham
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RATINGS

Spring '88 Arbitron Results

Chicago

WGCFM scored its highest-ever Arbitron, edging Cubs station WGN, which experienced stable shares in its midday and afternoon baseball dayparts. Dahl & Moler continued to keep WLUP (AM) a hot commodity in the afternoons. They're third in the market with a mid-five share. Classic Rocker WCKG experienced increases in all dayparts. WLAK opened up the AC race somewhat.

	Wi '88	Sp '88
WGCFM (UC)	9.2	9.2
WGN (Talk)	9.2	9.0
WBBM (News)	6.3	5.7
WXEZ-AM & FM* (B/EZ)	5.5	5.2
WLUP-FM (AOR)	4.1	5.0
WCKG (G/CR)	2.6	4.4
WLAK (AC)	3.5	4.1
WBBM-FM (CHR)	4.2	3.7
WJMK (Gold)	3.4	3.7
WYTZ (CHR)	3.8	3.5
WCLR (AC)	3.4	3.4
WBMX (UC)	4.3	3.0
WKQX (AC)	2.0	3.0
WUSN (Ctry)	2.6	2.8
WJJD (BBnd)	3.2	2.7
WXRT (AOR)	2.2	2.5
WLUP (Misc)	2.6	2.3
WFYR (AC)	2.2	2.1
WNUA (NAC)	1.5	1.8
WLS (AC)	1.7	1.7
WMAQ (News)	1.1	1.6
WVON (Gold)	2.0	1.5
WOJO (Span)	2.0	1.4
WIND (Span)	1.1	1.1

*Formerly WCZE (AC) & WLOO (B/EZ)

Detroit

Results-wise, it was a quiet spring in the Motor City; only one station (CKLW) gained a full share, and only two fell by a point or more. Although WJR has been an influential voice in this market for more than 50 years, it only seems to get stronger. With the help of the division-champion Tigers' furious race with the Yankees for the top of the American League East, WJR registered its fifth consecutive double-digit showing. The two leading CHRs fell into a tie, with the third, WDTX, rising a half-point.

	Wi '88	Sp '88
WJR (AC)	10.0	10.6
WJLB (UC)	8.5	7.9
WJOI (B/EZ)	5.9	5.8
WLLZ (AOR)	4.6	4.9
WCZY (CHR)	5.5	4.6
WHYT (CHR)	4.9	4.6
CKLW (BBnd)	3.6	4.6
WWJ (News)	4.7	4.3
WWWW (Ctry)	4.0	4.1
WNIC (AC)	3.6	3.9
WDTX (CHR)	2.8	3.4
WRIF (AOR)	3.4	3.4
WCSX (G/CR)	4.7	3.3
WXYT (Talk)	3.1	3.2
WLTJ (AC)	2.8	2.6
WOMC (AC)	2.9	2.6
WJZZ (Jazz)	1.5	2.1
WKSG (Gold)	1.9	2.0
WCXI (Ctry)	1.3	1.8
WVAE (NAC)	2.0	1.6
WGPR (UC)	1.1	1.5
WQRS (Clas)	1.9	1.5
WMTG (Gold)	1.6	1.1
WQBH (UC)	1.2	1.0

San Francisco

KGO rebounded from an unusually low dip in the winter to return to its familiar range. This was the 48th consecutive market lead for the News-Talk outlet, stretching over 12 years. KOIT earned its best numbers as a mainstream, all-vocal AC, while Bobby Cole's KIOI pulled its best share in three years. Although the Giants play a large portion of their games during the day, they still gave KNBR a near-seven at nights. The KSFO & KYA increase can be pinpointed to baseball, as AM KSFO, which carries the front-running A's, got all of the increase and a mid-three share at night. KRQR achieved an uncommon AOR feat by reaching the top ten.

	Wi '88	Sp '88
KGO (N/T)	6.8	8.4
KABL-AM & FM (B/EZ)	5.8	6.2
KMEL (CHR)	6.1	5.7
KCBS (N/T)	4.7	5.4
KOIT-AM & FM (AC)	3.2	4.5
KSOL (UC)	4.4	3.7
KIOI (AC)	3.5	3.6
KNBR (Misc)	2.1	3.6
KSFO & KYA (Gold)	3.1	3.5
KRQR (AOR)	2.5	2.9
KSAN (Ctry)	3.2	2.9
KFRC (MOR)	4.3	2.8
KITS (CHR)	3.3	2.8
KYUU (CHR)	2.3	2.7
KDFC-AM & FM (Clas)	2.4	2.4
KKSF (NAC)	2.4	2.4
KBAY (B/EZ)	2.8	2.0
KBLX-AM & FM (NAC)	2.4	1.9
KKHI-AM & FM (Clas)	1.1	1.8
KFOG (AOR)	2.2	1.7
KHQT (CHR)	.6	1.5
KNEW (Ctry)	1.5	1.4
KOME (AOR)	1.5	1.4
KSJO (AOR)	1.3	1.2
KBRG (Span)	1.1	1.1
KWSS (CHR)	1.7	1.1
KIQI (Span)	1.1	1.0
KJAZ (Jazz)	.9	1.0
KOFY-FM (CHR)	—	1.0

Philadelphia

Often the bridesmaid but never the bride until now, WUSL cashed in the bouquet and broke WMMR's 11-book number one streak (although WMMR itself was up slightly). It was also Power 99's highest-ever Arbitron. The station's "Power Max" promotion, which included cash giveaways, certainly contributed. WPEN, which had been averaging in the mid-fours for several years, rocketed to its best book since winter '85. WCAU, with the Phillies, had a healthy increase to make the News race interesting.

	Wi '88	Sp '88
WUSL (UC)	7.1	8.2
WMMR (AOR)	7.7	7.8
WEGX (CHR)	6.5	7.0
KYW (News)	7.3	6.9
WPEN (BBnd)	5.9	6.3
WEAZ (B/EZ)	7.6	6.1
WKSZ (AC)	5.4	5.5
WYSP (G/CR)	4.7	4.8
WWDB (Talk)	5.3	4.4
WXTU (Ctry)	4.6	4.3
WCAU (News)	2.6	4.1
WMGK (AC)	4.5	4.1
WDAS-FM (UC)	3.6	3.5
WSNI (AC)	2.8	3.4
WOGL (Gold)	3.0	3.0
WIOQ (Gold)	2.5	2.5
WFLN (Clas)	2.1	1.7
WDAS (UC)	1.0	1.2
WHAT (UC)	1.0	1.0
WIP (Misc)	1.1	1.0

For The Record

In the July 8 Birch summaries, KOJO/Dallas was listed as Spanish; it is Contemporary Christian. In the July 15 Arbitron and summaries, KPOP/San Diego was listed as Big Band; it should have been MOR. KKYY/San Diego should have been listed as AC instead of CHR.

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VERRRY FUNNY!



Chicago classic rocker WCKG sure has a funny way of promoting themselves on TV. But after one look at their spring Arbitron, you can bet they're laughing all the way to the bank.

Using two commercials shot at Film House with off-the-wall comedy duo Mack and Jamie, WCKG generated a 37% cume increase and climbed from 2.6 to 4.4, up from 14th to 6th in the market 12+. In the 25-54 demo WCKG doubled its share, from 2.5 to 5.0.

WCKG VP/GM Marc Morgan raves, "It's by far our best book ever and I couldn't be happier with our demos. We knew we needed a breakthrough approach. Film House came up with the perfect solution."

See WCKG's spots, and the rest of the best from Film House for Fall 1988. Call today and let us Federal you a copy of our new Sampler presentation. You'll see why it's the most talked-about Film House demo reel ever.

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RATINGS

Spring '88 Results

Dallas-Ft. Worth

KVIL broke double digits for the first time since fall '85. Attesting to the station's influence, the market will long remember morning man **Ron Chapman's** call for "donations" to an unnamed cause. The prank netted the station a quarter-million dollars (which was donated to charity) within days. The Country race hit the boiling point: **KPLX** withstood the loss of popular morning man **Terry Dorsey** and kept the formatic lead, but **WBAP**, the Texas Rangers station, made a charge.

ARBITRON		
	Winter '88	Sp '88
KVIL-AM & FM (AC)	8.1	10.0
KKDA-AM & FM (UC)	9.1	8.6
KPLX (Ctry)	7.8	7.0
WBAP (Ctry)	5.3	6.7
KSCS (Ctry)	4.2	6.2
KHYI (CHR)	5.6	5.3
KMEZ-AM & FM (B/EZ)	5.7	5.3
KEGL (CHR)	5.3	5.0
KRLD (News)	5.8	4.9
KTXQ (AOR)	4.6	4.0
KQZY (AC)	3.7	3.4
KZPS (Gold)	2.0	3.0
KLUV (Gold)	3.3	2.9
KMGC (AC)	2.0	2.9
KOAI (NAC)	2.7	2.5
KLIF (N/T)	2.0	2.3
KOJO (CC)	1.8	2.3
KHVN (Rel)	3.2	2.0
KZEW (AOR)	2.4	2.0
KESS (N/T)	1.5	1.8
KAAM (BBnd)	1.1	1.7
KDLZ (UC)	2.1	1.5
KLDD (Gold)	.6	1.0
WRR (Clas)	1.6	1.0

St. Louis

KMOX's 15-share-plus lead over any second place finisher is the largest in six years. The Cardinals helped the surge. All of the AOR variants were relatively stable. A big move by **WIL-FM** put it into the Top 5.

ARBITRON		
	Winter '88	Sp '88
KMOX (Talk)	21.3	25.0
KSHE (AOR)	10.0	9.5
KMJM (UC)	7.0	6.4
WIL-FM (Ctry)	5.4	6.2
KEZK (B/EZ)	6.9	6.0
KSD (G/CR)	5.3	5.3
KHTR (CHR)	6.0	4.8
KYKY (AC)	5.0	4.0
KRJY (AC)	2.0	3.7
WKBQ (CHR)	3.0	3.2
WMRY (AOR)	2.0	2.3
WKXK (Ctry)	1.8	2.1
KATZ (Gold)	2.2	1.9
KGLD (Gold)	1.0	1.8
KUSA (Ctry)	1.6	1.8
WRTH (BBnd)	2.7	1.7
KSTZ (AC)	.9	1.3
WESL (Rel)	1.1	1.1
KATZ-FM (UC)	1.0	1.0
KFUO (Clas)	1.3	1.0
WIL (Ctry)	1.0	1.0

Washington, DC

WMZQ matched its record Arbitron from last fall and zoomed to become the first-ever Country station to lead this market. The station continued with its "Most Country Music Allowed By Law" TV campaign. **WGAY** tied for its lowest share in eight years but hung on to second. **WPGC** hit its highest point since its Urban-slanted CHR reincarnation, with one and two-point leads over its competitors.

ARBITRON		
	Winter '88	Sp '88
WMZQ-AM & FM (Ctry)	5.7	7.3
WGAY (B/EZ)	8.1	6.6
WKYS (UC)	6.2	6.4
WPGC-AM & FM (CHR)	4.7	5.7
WHUR (UC)	5.2	5.3
WMAL (AC)	6.2	5.3
WWDC-FM (AOR)	5.1	5.1
WAVA (CHR)	5.2	4.8
WCXR (G/CR)	3.4	3.9
WRQX (CHR)	3.8	3.8
WTOP (News)	4.4	3.8
WDJY (UC)	3.9	3.4
WXTR (Gold)	2.7	3.2
WGMS-AM & FM (Clas)	3.3	3.1
WLTT (AC)	3.6	3.1
WASH (AC)	2.5	3.0
WWRC (Talk)	2.3	2.4
WOL (UC)	1.5	2.2
WHFS (AOR)	1.7	1.6
WBMW (NAC)	1.7	1.5
WMMJ (AC)	.9	1.2

Baltimore

While **WLIF** continued to pace the market, **WBAL** put up its best numbers in two years. **WBSB PD Chuck Morgan**, who arrived at the station a month into the book, brought back some of the upper demos the station lost in the previous period. **WXYV** gained over a point to move into fourth place, while **WFBR** had a good jump.

ARBITRON		
	Winter '88	Sp '88
WLIF (B/EZ)	9.6	9.2
WBAL (N/T)	7.3	8.8
WBSB (CHR)	6.8	7.3
WXYV (UC)	5.7	6.8
WWMX (AC)	6.4	5.3
WPOC (Ctry)	5.3	4.9
WIYY (AOR)	5.5	4.7
WFBR (Talk)	3.0	3.9
WQSR (Gold)	3.6	3.9
WGHT (CHR)	3.7	3.0
WGRX (G/CR)	3.4	2.8
WITH (BBnd)	2.4	2.8
WWDC-FM (AOR)	2.4	2.7
WBGR (Rel)	2.3	2.6
WCAO (Ctry)	2.5	2.6
WYST-FM (AC)	3.5	2.6
WHUR (UC)	2.1	2.0
WWIN (UC)	1.9	1.7
WEBB (UC)	2.0	1.6
WHFS (AOR)	1.5	1.3
WRQX (CHR)	1.1	1.3
WRBS (Rel)	2.2	1.2
WPGC-FM (CHR)	.6	1.1

Boston

WXKS-FM skyrocketed into the top spots of both surveys with two-share-plus jumps, displacing **WBCN**. CHR competitor **WZOU** hung in the Top 5. **WRKO's** move to Talk seven years ago is solidly paying off. The station, which was just sold, hit its highest ARB share for the format. Further down, Urban **WILD** had good moves in both books, while Country **WBOS** had a big Arbitron gain.

ARBITRON		
	Winter '88	Sp '88
WXKS-FM (CHR)	6.5	8.6
WRKO (N/T)	6.7	7.7
WBCN (AOR)	7.2	6.6
WBZ (AC)	7.1	6.6
WZOU (CHR)	5.4	5.8
WJIB (B/EZ)	6.1	4.9
WODS (Gold)	4.8	4.5
WHDH (AC)	5.8	4.4
WSSH-FM (AC)	4.3	4.3
WEEI (News)	4.1	4.2
WROR (AC)	3.5	3.6
WMJX (AC)	3.0	3.5
WBOS (Ctry)	2.1	3.3
WVBF (AC)	2.6	2.6
WZLX (G/CR)	3.4	2.5
WILD (UC)	1.6	2.4
WAAF (AOR)	1.9	1.6
WFNX (AOR)	1.3	1.6
WXKS (BBnd)	1.7	1.6
WCGY (G/CR)	.9	1.4
WCRB (Clas)	1.8	1.3
WPLM-AM & FM (BBnd)	1.2	1.2

BIRCH

	Wi '88	Sp '88
WXKS-FM (CHR)	8.5	10.7
WBCN (AOR)	8.9	8.6
WBZ (AC)	7.6	8.1
WZOU (CHR)	7.3	7.0
WRKO (N/T)	6.7	5.9
WJIB (B/EZ)	3.9	4.7
WHDH (AC)	3.9	4.5
WROR (AC)	2.5	4.2
WZLX (G/CR)	4.5	3.9
WODS (Gold)	6.0	3.8
WSSH (AC)	4.1	3.5
WEEI (News)	3.6	3.4
WAAF (AOR)	4.6	3.2
WBOS (Ctry)	3.0	3.0
WCGY (G/CR)	1.7	2.0
WCRB (Clas)	1.4	2.0
WVBF (AC)	2.6	1.9
WGBH (Jazz)	2.0	1.8
WILD (UC)	.7	1.7
WPLM-AM & FM (BBnd)	1.4	1.7
WMJX (AC)	3.4	1.6
WFNX (AOR)	1.3	1.4
WHJY (AOR)	.7	1.1

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KEN BARNES

ON THE RECORDS

CHR Timings: Come Up The Years

AVERAGE TIMINGS FOR CHART HITS

Times Up In Every Format

The hits are getting longer. On The Records' exclusive survey of average lengths of chart hits in five formats (exclusive because no one else in his right mind would want to track down and then add up all those figures) shows a higher average in every format compared to a similar survey in 1986.

People who talk about the "three-minute single" nowadays are almost as far out of it as the moronic rock writers who still refer to CHR or Top 40 as "AM radio." The standard today is the four-minute single, everywhere except AOR, which still usually plays album-length versions of tracks, and Country, which is virtually the last refuge of the three-minute species.

CHR: Revvin' At 4:07
1988 Average: 4:07
1986 Average: 3:55
Longest Hit: "Parents Don't Understand" (5:12)
Shortest Hit: "Rag Doll" (2:50)
Range (longest to shortest): 2 min. 22 sec.

I've done more research into CHR timings than in other formats, so if you glance at the table top right you can come up with a pretty good answer to the age-old Sandy Denny/Judy Collins question "Who Knows Where The Time Goes."

Last time I examined this subject, I wondered if the 1985 average of 4:01 was a fluke, because of a pair of extraordinarily long songs in that week's Top 40. The '88 average of 4:07 leads me to conclude that it's not — we're definitely into the 4-minute-plus era.

The Top 10, incidentally, averages a leisurely 4:16, which is really getting up there. Out of the entire Top 40, eight clock in at over 4:30, with two more on the nose at four-and-a-half. Just five songs are under 3:30, with two of those sneaking under the three-minute standard. (Of course, one of those short-timers dates from 1962 — the Contours.)

Jazzy Jeff & friend had the only hit over five minutes, a length of time vital to conveying the rap's entire grisly tale of parental misunderstanding. Other high-timers are Michael Jackson's "Dirty Diana" (which for some reason is the only single on any chart not to print a timing on the label) at 4:52, Bruce Hornsby's "Valley Road" at 4:42 (down from six-plus on the LP), and perennial time-consumer George Michael, who often exceeds five minutes, at 4:45 for "Monkey."

Aerosmith just nipped the Contours for shortest song; everything else on the chart is over 3:20.



Julio & Stevie: short title for a long song

AC: 4:11 Is Heaven
1988 Average: 4:11
1986 Average: 4:00
Longest Song: "My Love" (4:58)
Shortest Song: "Between Like & Love" (3:18)
Range: 1 min. 40 sec.

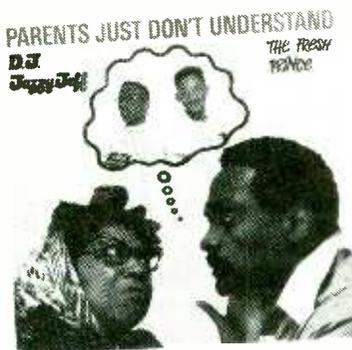
AC's average length is up fairly substantially, as much as CHR even with a narrower range from longest to shortest song. Five songs are over 4:30, just two are under 3:30, and the other 23 fall within that minute stretch.

Julio Iglesias, with longevity fan Stevie Wonder's aid, nipped James Taylor by a second to win longest AC hit honors, with Hornsby's 4:42 good for third. Giving Vera a run for the short money is Rick Astley, whose "Together" is hardly "Forever" at 3:20.

Urban: No Half Steppin' At 4:07 (Well, You Try Finding Another Functional Rhyme For 7 Or 11)
1988 Average: 4:07
1986 Average: 4:01
Longest Song: "Every Shade Of Love" (4:44)
Shortest Song: "In Your Eyes" (3:07)
Range: 1 min. 37 sec.

Not much change in Urban Contemporary over the last two years, but the slight gain maintains the overall five-format trend. Urban had the tightest range (edging AC), which was not at all the case in

1986. The new uniformity in Urban timings is bolstered by the chart's featuring only four songs over 4:30 and just one under 3:30, meaning 88% of the Top 40 are inside those boundaries.



Parents used to 2:30 hits 20 years ago just don't understand this extended rap thing

I should note that Urban times, like those for CHR, AC, and Country, were calculated on the basis of shortest available edit (available to me, that is, which may not guarantee infallibility). Urban stations often play longer mixes, but they also play edits, so rather than try to have my length and edit too, I settled for the short versions.



Takes a while for Jesse to get through every shade

Runners-up to Jesse Johnson for longest song are Guy's "Groove Me" at 4:37, Terence Trent D'Arby's "Sign Your Name" at 4:35, and Gladys Knight's "It's Gonna Take," 4:32. D Train derailed everyone for brevity honors; next shortest was the System's "Coming To America," almost 30 seconds longer.

AOR: 4:33 To Infinity
1988 Average: 4:33
1986 Average: 4:20
Longest Song: "Holdin' On" (6:14)
Shortest Song: "This Note's For You" (2:04)
Range: 4 min. 10 sec.

The AOR Tracks Top 30 continues to lead the way in long songs, thanks to my practice of calculating times by length of the LP cut rather than the single edit. (Some tracks aren't singles and don't have edits available, and the format still seems to favor full-length versions anyway.) The 13-second rise in average over the last two years is pretty consistent with the other formats.



Winwood's holdin' on to the AOR six-minute tradition

The range, however, is spectacular this time, with Steve Winwood's marathon LP cut contrasting with Neil Young's blues snippet. (I used the short studio cut length for Young because the live 3-minute-plus version has been around for only the latter part of the song's fairly lengthy airplay life.)

All in all, 11 of the Top 30 are over 5:00, while the five sub-4:00 songs are actually all under 3:15, two of them under 3:00. The Georgia Satellites' "Open All Night" closes at 2:51 and would have walked away with the compact disc award were it not for the Bluenotes.

Other long-runners were Guns 'N Roses' "Sweet Child" at 5:55 (compared to the 3:42 CHR edit), Van Halen's "When It's Love" at 5:36 (4:32 CHR), and Michael Anderson's "Sound Alarm" with a 5:31 tally.

Country: Plenty At 3:20
1988 Average: 3:20
1986 Average: 3:16
Longest Song: "Money" (4:40)
Shortest Song: "Real Good Feel Good Song" (2:23)
Range: 2 min. 17 sec.

New Country or not, one thing that's staying status quo in the format is song length — a good 45 seconds under the other singles-oriented formats. The average crept up a

Year	Average Song Length
1965	2:38
1975	3:25
1980	3:38
1985	4:01
1986	3:55
1988	4:07

Note to fanatic methodologists, methodists, or whatever you call yourself: average timings are not a result of totalling times for all hits during year listed; they're averages of the songs on a single given week's chart.



K.T. Oslin: "Money" goes a long way

bit, but there are still 14 songs on the Top 50 under 3:00, and just four over 4:00.

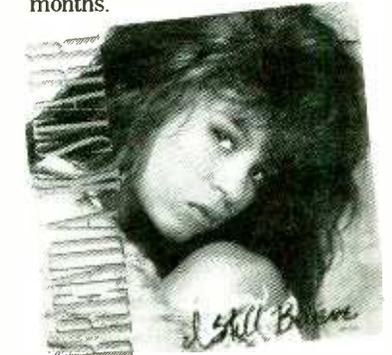
K.T. Oslin is pushing back the borders with her new one: next longest hit is Dan Seals with "Addicted" strung out at 4:11. (Seals had the longest Country hit when I surveyed the chart in 1986, the 4:50 "Everything That Glitters.") The Bellamys' "I'll Give You" (4:04) and Rosanne Cash's "If You Ever" (four on the nose) were the other 4:00 qualifiers.

The race for fastest timer was a hotly-contested elimination, with Mel McDaniel emerging victorious in a near-dead-heat with 2:24 speed-racers Patty Loveless and Vern Gosdin.

It would be easy to sum up this analysis of average song lengths by saying the times they are a-changin', so I think I will.

Brenda K. — The Missing Breaker

In my recent survey of new artists broken in the second quarter, I missed a notable CHR breakthrough — Brenda K. Starr. This omission was not only regrettable for MCA, her label, but for CHR, which had only three other new Breakers during the entire three months.



Brenda K. still believes she broke in the second quarter . . . and she's right

SOCIAL INFORMATION SOCIETY

"WHAT'S ON YOUR MIND
(PURE ENERGY)"

PRODUCED BY FRED MAHER

FM102 16-12 (HOT)
KMEL 27-17 (HOT)
KITS 4-4 (HOT)
Y106 11-9 (HOT)
KTUX 25-17 (HOT)
PWR99 36-27
KKBQ deb 34
KRBE 34-28
B97 add
KITY deb 28
KWOD deb 33
KCPX deb 40
KATD 35-26
KWSS deb 34
HOT103 19-17
WNNK add
KZZB add
HOT105 deb 25
WABB deb 28
BJ105 add
WKZL add
KS104 add
KMGX 31-27
194 add
KCAQ 40-32
KOY-FM add
OK100 add
WJAD add
KSMB deb 30
KIXY add
KHTZ add
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Doors On Your Doorstep

MONDAY, AUGUST 1

1964/Rockabilly star **Johnny Burnette** is killed in a boating accident in California.

1971/The Concerts for Bangla Dosh are held at Madison Square Garden. Performers include organizer **George Harrison** as well as **Ringo Starr**, **Eric Clapton**, **Leon Russell**, **Billy Preston**, **Badfinger**, and, in a surprise appearance, **Bob Dylan**.

1973/On his 31st birthday, **Jerry Garcia** is surprised with a birthday cake, complete with naked lady, while on stage with the **Grateful Dead**.

1981/MTV makes its debut in an estimated 2.1 million homes, including **Tony Bennett's**.

1986/The **Monkees'** 20th Anniversary convention opens in Philadelphia. **Mike Nesmith** is the only group member not to show up.

Born: **Jerry Garcia** 1942, **Robert Cray** 1953, **Joe Elliot (Def Leppard)** 1960, **Cindy Burch (Burch Sisters)** 1963

TUESDAY, AUGUST 2

1958/**Johnny Cash** signs with **CBS Records**.

1960/Five months after turning 18, **Aretha Franklin** makes her first pop recordings. She'd been recording gospel for four years.

1969/Hibbing High School in Minnesota holds its ten-year reunion. Alumnus **Bob Dylan** shows up unexpectedly.

1974/In Atlanta's Omni, **Pete Townshend** and **Keith Moon** jump on stage with **Eric Clapton** for "Layla." In a fit of pseudo-rage, Townshend bashes a plastic ukelele over Clapton's head.

Born: **Andrew Gold** 1951, **Garth Hudson (Band)** 1976

WEDNESDAY, AUGUST 3

1963/The **Beatles** make their last appearance at the Cavern Club in Liverpool, where they'd gotten their start.

1966/Comedian **Lenny Bruce** dies of a morphine overdose.

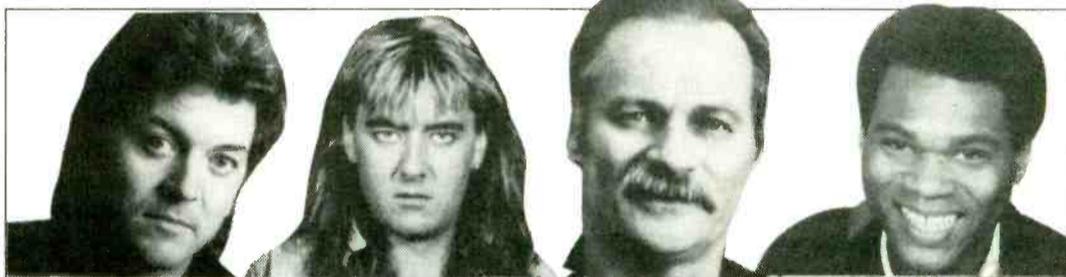
1971/**Paul McCartney** announces the formation of his new group **Wings**.

1974/**Jeff Baxter** and **Jim Hodder** quit **Steely Dan**. Baxter goes on to join the **Doobie Brothers**.

1984/The **Jacksons'** "Victory" concert at Madison Square Garden draws **Richard Pryor**, **Andy Warhol**, **Steven Spielberg**, **David Bowie**, and **Kermit the Frog**, who comments, "Frogs don't need plastic surgery; why mess with perfection."

1986/From one Wham! to another — **Andrew Ridgely** crashes his Formula 3 race car in Monaco. It's his sixth crash in eight races.

Born: **Tony Bennett** 1926, **John Graham (ELO)** 1951



Rodney Crowell, Joe Elliot, Vern Gosdin, Robert Cray

THURSDAY, AUGUST 4

1966/In an interview, **John Lennon** says that perhaps the **Beatles** are more famous than **Jesus Christ**. Furor over his off-the-cuff comment causes several countries to temporarily ban all Beatle records. ("Revolver" is released the next day.) He is forced to apologize a few days later.

1970/In Los Angeles, an elderly woman finds a drunken **Jim Morrison** on her porch. He's arrested for public drunkenness.

1980/**John & Yoko** begin recording "Double Fantasy."

1981/**Ricky Skaggs** marries **Sharon White** in Nashville.

Born: **Elsberry Hobbs (Drifters)** 1936, **Rick Derringer** 1949

FRIDAY, AUGUST 5

1921/**KDKA/Pittsburgh** carries the first baseball broadcast. Pirates 8, Phillies 5.

1957/"American Bandstand" makes its national TV debut, as **Dick Clark** mass-clones himself. Show airs for 30 years, becoming the longest-running network TV show ever. Now in first-run syndication.

1967/**Pink Floyd** release their first album, "The Piper At The Gates Of Dawn."

1974/**Joan Jett** and **Lita Ford** are among founding members of the **Runaways**.

1975/**Stevie Wonder** signs what is at the time the biggest recording contract ever, a \$13 million deal with **Motown**.

1981/**Olivia Newton-John** gets a star on the Hollywood Walk of Fame. Also, "Heavy Metal," a futuristic cartoon movie featuring music from **Black Sabbath**, **Journey**, **Blue Oyster Cult**, **Cheap Trick**, and others, opens nationally.

Born: **Vern Gosdin** 1934, **Pete Burns (Dead or Alive)** 1959, **Sammi Smith** 1943

SATURDAY, AUGUST 6

1973/A car in which **Stevie Wonder** is riding collides with a logging truck in North Carolina. Wonder is hospitalized in a coma for four days. Because he's blind, his head injuries are magnified, and he suffers permanent loss of his sense of smell, but otherwise he makes a full recovery.

1974/Jazz saxophonist **Gene Ammons** dies at age 47.

1981/The fourth annual Reggae Sunsplash Festival, a tribute to **Bob Marley**, is held in Montego Bay, Jamaica.

Performers include **Jimmy Cliff**, **Steel Pulse**, **Gregory Isaacs**, **Third World**, and surprise guest Stevie Wonder.

1984/In Los Angeles, **Herb Alpert & the Tijuana Brass** hold a reunion at the Greek Theatre to welcome foreign visitors in for the Summer Olympics.

Born: **Randy DeBarge** 1958, **Craig Pettigrew (Wagoneers)** 1963

SUNDAY, AUGUST 7

1933/The comic strip "Alley Oop" begins, thus giving the **Hollywood Argyles** something to sing about.

1974/This from a man who once said "Love Stinks?" — **J. Geils Band** lead singer **Peter Wolf** marries actress **Faye Dunaway** in Beverly Hills.

1979/He should have just gotten his hand stamped — during a **Marshall Tucker Band** show in Long Beach, a fan steals a car and drives it through two metal exit doors, then through a concrete wall.

1981/Los Angeles Mayor **Tom Bradley** proclaims **Teddy Pendergrass** Day after his five-night stand at the Greek Theatre. Also, **B.J. Thomas** becomes a member of the Grand Ol' Opry on his 39th birthday.

1983/**Rick James** tells *L.A. Times*, "I'm tired of people saying I stole that (**Mary Jane Girls**) concept from **Prince (Vanity 6)**. I had the idea five years ago. I wouldn't copy crap like that."

Born: **Rodney Crowell** 1950, **Stan Freberg** 1926, **B.J. Thomas** 1942, **Bruce Dickinson (Iron Maiden)** 1958

MUSIC



The important news making headlines in London last week was the disclosure by Virgin head honcho Richard Branson that he may take the company private (he's even considering offering investors their money back). Problems stem from a continued devaluation of company stock, which started to slide back in 1986.

Investors in Chrysalis can also expect some bad financial news: Chairman Chris Wright predicts sales figures will be substantially below the profit forecast made in April. The label is looking to new releases from HUEY LEWIS & THE NEWS and PAT BENATAR to lift it out of its slump. (Benatar is doing her part; her single "All Fired Up" is already #24.)

Thatcher Shows New Growth

It seems the GODFATHERS went a little too far when they re-

Prince Lusts After Palmer

Possibly the most interesting track recorded by ROBERT PALMER for his new "Heavy Nova" LP is one that never made it onto the album. In a recent interview, Palmer admits receiving a song — "Lust You Always" — written by none other than PRINCE. However, Palmer was less than enthused. "I had to record it because I didn't want to offend the chap, did I?" said the ever-so-polite Palmer. "But I thought the lyric stank."



Godfathers: Seig heil, Maggie!



Palmer: He thinks Prince is simply irresistible

leased the single "Cause I Said So" with an unusual picture sleeve. While an American audience might not take notice, Epic Records thought a cover shot of Margaret Thatcher with a Hitler-like mustache was in poor taste. The single has since been issued in a plain wrapper.

The BLOW MONKEYS' new single (out this week) is "This Is Your Life"; look for the album, "Whoops, There Goes The Neighborhood," in September. Also due this week is the new single from the Stonesish BROKEN ENGLISH, "Do You Really Want Me Back?" The new track is from the forthcoming "Platinum" LP.

Night Comes On For Winwood

STEVE WINWOOD's next single, "Don't You Know What The Night Can Do," should be out any day now. It's the second track taken from his new "Roll With It" album. Out now is "European Rain," the latest from BIG DISH. It will be followed by the LP "Creeping Up On Jesus," due August 22.

A nod to the master: In what might be the most unusual liner note of recent times, BROTHER BEYOND and their new production team, the famed STOCK AITKEN WATERMAN combine, give a tip of the hat to the late BENNY BENJAMIN, legendary drummer and integral member of Motown's house band of the 1960s. The note acknowledges that the drum roll used in their latest single ("The Harder I Try") is taken from the '60s ISLEY BROTHERS hit "This Old Heart Of Mine."

In what must be the longest-running case of grave-robbing, yet another collection of unreleased JIMI HENDRIX tracks has been unearthed, this time by the legendary guitarist's manager (and former ANIMAL) CHAS CHANDLER. According to Hendrix's old bassist NOEL REDDING, plans are to compile the 15 songs for an upcoming LP.

Summer Releases

Upcoming summer releases: "First Boy In This Town" is SCRITTI POLITTI's follow-up to their Top 20 UK hit "Oh Patti," set for August 8. Look for an August 15 release of the next HEAVEN 17 single, "The Ballad Of Go Go Brown." The band will release their as-yet-untitled album September 26.

Virgin has two releases slated for September 12; the first single from KEITH RICHARDS's solo effort (LP due in October), and a new T'PAU song (the first track from their second album, also due in October).

And from the "What Ever Happened To..." file: HUMAN LEAGUE is scheduled to release a new LP October 24.

Groovy Movies

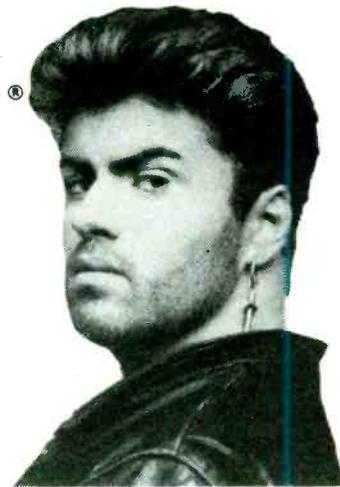
Movie/soundtrack news: PHIL COLLINS's upcoming film, "Buster," will have a royal premiere September 15, with proceeds to aid the Prince's Trust. The first single from the soundtrack, "Groovy Kind Of Love" b/w "Big Noise," should be out August 15; the soundtrack LP will be released September 12. Director SPIKE LEE, in London for the British premiere of his movie "School Daze," said he expects his pal STEVIE WONDER will contribute a song to the soundtrack of Lee's next film, "Do The Right Thing." PUBLIC ENEMY will also lend a song to the album. BEE GEE BARRY GIBB is working on soundtrack material for the film "Hawks," starring Timothy (James Bond) Dalton.

"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-439-1357.

Compact Data

Sony/CBS "Monkey" Business

George Michael, CBS Records, and Sony have teamed up for a first-time-ever promotion. Brand-new Sony "Discman" players were recently shipped to 300 key US programmers and retailers, along with a copy of Michael's "Monkey" single. (The players are not yet available to consumers.) The "Walkman"-like units — introduced at last spring's NARM convention — play both three and five-inch CDs. Meanwhile, Michael is recuperating from throat surgery at his estate in St. Tropez.



Michael: a swingin' "Monkey" promotion.

Woodstock: Long Time Gone

Next summer will mark the 20th anniversary of Woodstock, and two feature films depicting the events of the granddaddy of all rock festivals are currently in the planning stages.

Warner Bros. — which released the original "Woodstock" film — is developing a project based on the book "Young Men With Unlimited Capital," written by two of the festival's backers. The other film, "The Village At The End Of The Universe," was written by Michael Wadleigh (Oscar-winning director of the original "Woodstock" film). Production on "Village" is scheduled to begin next month in North Carolina. Wadleigh says both Bob Dylan and Neil Young have expressed interest in contributing songs to the film; U2, John Cougar Mellencamp, and Cyndi Lauper are already writing tunes for the soundtrack.

Short Cuts

BRYAN ADAMS is currently at Olympic Studios in London, recording demos with STEVE LILLYWHITE (U2, TALKING HEADS, ROLLING STONES, PRETENDERS). He'll produce Adams's next A&M LP, slated for release early in 1989. Adams just completed a European tour, during which he headlined a peace festival in East Berlin, playing in front of 120,000 fans.

MICHAEL JACKSON and LIONEL RICHIE recently donated \$1000 each to a scholarship program sponsored by the Los Angeles chapter of the National Academy of Recording Arts and Sciences (NARAS), in association with SDR Recording Institute. Scholarships will be awarded to music students at UCLA, Los Angeles Valley College, and the city's Sheenway School.

The CBS Masterworks label will honor LEONARD BERNSTEIN's 70th birthday (8/25) by reissuing ten compact discs of historic recordings made during the conductor/composer's longtime association with the label.

EDDY GRANT of "Electric Avenue" fame has signed with Capitol. His album, "File Under Rock," will be released August 23.

Notes from the road: BOZ SCAGGS kicks off his first American tour in years on August 27 in Miami. The US dates are the second leg of Scaggs's tour, currently playing Japan. Meanwhile, JOE COCKER launches his first major US tour in seven years on July 31 in Santa Clara, CA.

The PET SHOP BOYS have been asked to help with production on a new DUSTY SPRINGFIELD album. The duo's NEIL TENNANT says they're toying with the idea of doing a remake of an old Springfield hit.

JOHN COUGAR MELLENCAMP is among the first Hoosiers inducted into a new Indiana "Walk Of Legends" being erected at the state fairgrounds. Others included in the walkway are HOAGY CARMICHAEL — composer of such classics as "Stardust" and "Georgia On My Mind" — and current state Governor Robert Orr.

Although management says another LP is being prepared, there is speculation LOVERBOY may be defunct. Guitarist PAUL DEAN has finished a solo album titled "The Paul Dean Machine," featuring a track he wrote with DESMOND CHILD and PAUL STANLEY of KISS. Meanwhile, lead singer MIKE RENO is touring the club scene this summer with a new group called DANGEROUS, featuring Loverboy bassist SCOTT SMITH and former HEADPINS guitarist BRIAN MACLEOD.

STEVE MILLER's jazz-tinged "Born 2B Blue" album is set for a September 20 release.

Violinist LISA GERMANO — who appeared on JOHN COUGAR MELLENCAMP's "Lonesome Jubilee" — is in the recording studio with SIMPLE MINDS. The Scottish band is working on tracks for their next LP.

Capitol will soon release a new CD version of FETCHIN BONES' album "Galaxy 500," featuring six tracks not included on the LP or cassette.

The FAT BOYS will star with movie murderer Freddy Krueger in a video for their upcoming single, "Are You Ready For Freddy." It's the theme song for "Nightmare On Elm Street, Part IV," set for an August 19 release.

Canadian hard-rocker LEE AARON, who performs background vocals on the SCORPIONS' "Rhythm Of Love," is about to sign a US label deal.

POLL STAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	MONSTERS OF ROCK	\$1204.2
2	PINK FLOYD	\$1196.6
3	BRUCE SPRINGSTEEN	\$882.6
4	GRATEFUL DEAD	\$753.7
5	WHITESNAKE	\$268.9
6	DEPECHE MODE	\$248.8
7	AC/DC	\$238.5
8	ROBERT PLANT	\$231.2
9	LYNYRD SKYNYRD	\$229.9
10	INXS	\$206.8
11	RANDY TRAVIS	\$166.2
12	HANK WILLIAMS JR.	\$151.0
13	DAVID LEE ROTH	\$150.4
14	AEROSMITH	\$144.0
15	JETHRO TULL	\$136.6
16	EARTH, WIND & FIRE	\$121.9
17	RUN-D.M.C.	\$120.3
18	IRON MAIDEN	\$107.7
19	TIFFANY	\$74.1
20	REBA McENTIRE	\$59.8

New Tours

Among this week's new tours:

- PAT BENATAR
- BURNING SPEAR
- STANLEY CLARKE
- BO DIDDLEY
- DIVINYLS
- FOUR TOPS
- MERLE HAGGARD
- MIRIAM MAKEBA & HUGH MASEKELA
- ANDY SUMMERS
- TANGERINE DREAM

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.

"BOOM! THERE SHE WAS" SCRITTI POLITTI FEATURING ROGER



THE NEW SINGLE
FROM THE ALBUM
PROVISION
PRODUCED BY
GREEN GARTSIDE
AND DAVID GAMSON

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NEW & ACTIVE

One Of The "MOST ACTIVE"

- | | | |
|-------------|---------------|-------------|
| WXKS 22-16 | WLAP 23-20 | KAKS 27-24 |
| CKOI add | WBAM deb 34 | WCGQ 36-28 |
| KKBQ add | KSND 38-31 | KSMB 36-28 |
| KITY 32-30 | KMGX 18-14 | WPFM 38-30 |
| Y108 deb 23 | KYNO 40-28 | WBWB deb 39 |
| KKRZ 20-17 | I94 16-13 | WLRW add |
| FM102 3-2 | KQMQ deb 29 | KKXL 38-34 |
| KROY 18-15 | KYRK 7-6 | WAZY 31-26 |
| KWOD 5-4 | KFIV 21-19 | KPHR 19-16 |
| KMEL 11-9 | KCAQ 21-19 | KKRC 27-24 |
| KUBE add | KOY-FM add 25 | KUUB add |
| WNYZ 31-28 | KZZU add | KTRS 40-30 |
| K98 add | 95XXX deb 39 | Y97 30-26 |



BRAD MESSER

CALENDAR

Drivetime Humor: Listeners Want It Bad

A snake collides with a skunk in the woods. The skunk gets up, dusts himself off, and says, "Snake, you need glasses!" A week later they meet again. The skunk says, "Snake, the new glasses look great. Do you like them?" The snake replies, "Love 'em. I can see great, and my sex life has improved a thousand percent!" The skunk says, "Sex life? What's that have to do with glasses?" The snake smiles and says, "I found out I've been sleeping with a garden hose."

Budump. Morning show humor. Listeners want it bad (and a lot of it surely is). Jocks play a never-ending guessing game trying to stay east of stupid and, usually, west of offensive.

"What do you get when you cross LSD with a birth control pill? A trip without the kids!"

A DJ must be tuned in to his audience to know whether listeners

will just say no to even the most innocent drug references.

Once a bit is on the air, it's too late for second-guessing its degree of community acceptance. Would your college town stand for this one about a rival college?

What does a University of _____ girl put behind her ears on her first date? Her ankles!

The rule of thumb seems to be that the larger the market, the raunchier and more offensive the humor. City dudes can take it, or some such.

How do you keep an elephant from stampeding? Remove his stamper!

In a big enough town, a jock can do a phone bit on nicknames for knockers and get a hundred calls — none of them from the PD or GM, who've heard it all before — without ever being sued for defecation of character.

Even straight-arrow newsmen appreciate being able to sneak in a funny. Is there one anchor in the country who didn't run Milton Berle's 80th birthday quote, "I feel like a 20-year-old! But there's never one around!"

Budump.

Twisters North of Border

MONDAY, AUGUST 1 — One year ago, 27 Canadians died and more than 200 were injured when five tornadoes struck a trailer park and industrial area in Edmonton, Alberta.

Mike Tyson unified the heavyweight title (IBF WBA and WBC) in 1987 by defeating **Tony Tucker**. **MTV** rock music video service premiered in 1981. The peanut-eating record of 100 nuts in 46 seconds was set in 1979, under a rule demanding each nut be picked up separately. Colorado became the 38th state in 1876.

Birthdays: **Tempestt Bledsoe** 15 (Vanessa Huxtable on "Cosby Show"). **Grateful Dead** co-founder **Jerry Garcia** 46. Designer **Yves St. Laurent** 52. **Dom DeLuise** 55.

Wind Gust Downed Delta Jet

TUESDAY, AUGUST 2 — A Delta jumbo jetliner crashed on final approach to Dallas-Ft. Worth airport in 1985, with 137 fatalities and 30 survivors. Authorities blamed the L-1011 tragedy on severe turbulence (windshear) associated with a nearby thunderstorm.

Congress just said no in 1977 when President **Carter** recommended abolishing federal criminal penalties for possession of small amounts of marijuana. The world's worst flood killed an estimated 3.7 million people along China's Yellow River in 1931.

Birthdays: **Kia Goodwin** 15 (Tiffany on "227"). Skate champ **Linda Fratianne** 28. **Joanna Cassidy** 44 (Jo Jo White on "Buffalo Bill"). **Peter O'Toole** 56. **Carroll O'Connor** 64.

US-Iran Arms Deals "Depressing"

WEDNESDAY, AUGUST 3 — One year ago, at the conclusion of 11 weeks of public Iran-Contra hearings, the Senate and House chairmen characterized America's secret arms deals with Iran as "chilling and depressing" (1987).

A record heat wave in 1987 caused about 100 deaths in the Midwest and East. Air traffic controllers struck in 1981, and Reagan began firing them 48 hours later. The world's largest indoor sports complex, the New Orleans Superdome, opened in 1975.

Birthdays: **Jay North** 36 (TV's "Dennis the Menace," 1959-63). Director **John Landis** 38. TV host **Ron Hendren** 43. **Martin Sheen** (Ramon Estevez) 48. **Tony Bennett** 62.

Rock-Skipping Record Set

THURSDAY, AUGUST 4 — **Arther Ring**, 69, threw a flat rock at California's Russian River in 1984. Witnesses said it skipped across the water 29 times to establish the world record for Ducks & Drakes (stone-skipping).

The US Football League suspended its season and folded in 1986. Hurricane Allen killed 272 from the Caribbean to Texas in 1980 (4th-11th). Teenaged diary-keeper **Anne Frank** and her family were found by Nazi police in 1944 in the Amsterdam house where they had been hiding for about two years.

Birthdays: Pitcher **Roger Clemens** 26. Track star **Mary Decker Slaney** 30. UPI White House correspondent **Helen Thomas** 68. Britain's Queen Mother **Elizabeth** 88.

No Right Turn On Red

FRIDAY, AUGUST 5 — The first traffic light went into operation 84 years ago in Cleveland (at 105th and Euclid). No yellow light, but it had red and green, plus a loud buzzer to announce each light change (1904).

Joan Benoit won the first Olympic marathon for women in 1984. The USA began bombing Vietnam in 1964. The first transatlantic helicopter flight was made in 1952. The Pilgrims left England in the "Mayflower" in 1620.

Birthdays: Singer **Samantha Sang** 35. **Loni Anderson** (Mrs. **Burt Reynolds**) 43. First man on the moon **Neil Armstrong** 58.

Saturday (8-6): Sir **Freddie Laker** 66, **Robert Mitchum** 71, **Lucille Ball** 77.

Sunday (8-7): Marathoner **Alberto Salazar** 31, **Garrison Keillor** and **B.J. Thomas** 46, **Stan Freberg** 62.



DAN O'DAY

AIR PERSONALITIES

Q&A WITH GARY BURBANK

WLW's Master Of Characters

WLW/Cincinnati's Gary Burbank has created some of radio's funniest and most successful characters. His repertoire includes redneck commentator "Earl Pitts" and a naive innocent named "Gilbert Gnarley," who makes unusual phone calls to unsuspecting people.

Burbank began his radio career in 1964 at KLPL/Lake Providence, LA as Bill Williams. From there he went to KUZM/Monroe, LA as "Johnny Apollo, your blue-eyed soul brother in the front row." That was followed by stints at WWUN/Jackson, MS; WDIA and WMPS in Memphis; WAKY/Louisville; WNOE/New Orleans; CKLW/Detroit; WHAS/Louisville; and since 1981, WLW. Before embarking on his radio career, Burbank was a drummer for the Mar-Keys.

Burbank Does Owens

R&R: When did Johnny Apollo become Gary Burbank?

GB: When I hit WAKY. Gary Owens is my hero; I have a lot of respect for his humor. "Laugh-In" was on then, and everyone did an

Owens-type character at the time. WAKY thought I sounded so much like Owens they had me dress up like him. We had a showcase control room, and I had to do my show wearing glasses — which I don't need — and a suit. All the other jocks showed up for work in T-shirts.

I did this for a year; my entire show consisted of me "doing" Owens. "Gary Burbank" comes from Owens's first name added to the "Laugh-In" tag (created by Owens): "Beautiful Downtown Burbank."

R&R: What led you to drop that act?

GB: I heard Sammy Davis Jr. sing "I've Gotta Be Me." I started to develop more characters of my own.

Gnarley: Tipsy, But Harmless

R&R: Where do your characters come from?

GB: They come from people I've known or combinations of people. Gilbert came into being when I saw a commercial looking for new Dewar's Scotch people. So I had this ugly-sounding man call up and say he wanted to be on the new billboard. When Gilbert Gnarley began, he was just a person with an adenoidal problem — and maybe he was a little tipsy.

As Gilbert developed, I would bring in new aspects of his personality. I added a little of Floyd the Barber, for instance.

R&R: How many of his calls get on the air?

GB: Probably 95%. Gilbert rarely gets through to the person he's trying to reach. He settles for secretaries or underlings, who are usually funnier because they don't want to make any commitments.

R&R: How many realize it's only a gag?

GB: I've only been caught by people I've called in town who already know who Gilbert is. Sometimes they've tried to play along, but it's never worked. That's why all of Gilbert's calls are long distance now. If anyone ever starts to get suspicious, I feign this pitiful person and that sucks them back in again. That's Gilbert's charm; he's so harmless.

R&R: Although Gilbert is helpless, you exercise an extraordinary degree of control over the conversation's flow.

GB: I have to. Before I start, I have an outline of the call I'm going to make. It gives me a place to work to and from; I'm not depending totally on my own ability to carry the guy that long. There are times, after just a few sentences, when I know I don't need a script anymore, because the other person is going to pull it off. But it's there if I need it.

I'll work my way toward a particular funny line from my outline. But if the person I'm talking to can take me in another direction that's just as good, I'll go with him instead. Sometimes I'll come up with a great line for Gilbert, but it'll be a little too unbelievable. I'm walking that tightrope of believability. If I go too far, the person I'm calling will know it's a joke. That's when it won't be funny anymore.

Pitts: No Dumb Redneck

R&R: How long have you been doing Earl Pitts?

GB: Earl's my first character; he's been around ever since I got into radio. Originally his name was



Gary Burbank (foreground) with producer Dr. Kevin Wolfe

Orville Lowry. He's not a stupid redneck, and that's why he's scary. Most of the time his views are 180 degrees from mine; it's satire. But a lot of people wholeheartedly believe in what he says. And some people think Earl is real and can't stand the guy.

You've got to give your character enough dimension to make him a real person. I said Gilbert Gnarley started as a drunk, but I didn't just leave it at that. I gave him a personality. And even Earl isn't as mean as you might expect. We deliberately expanded his character by bringing his family into it: wife Pearl and son E.J. (Earl Junior). Before he was just a redneck who hung around the Doo Drop Inn and would kick your ass the minute you walked in the door. Now he's got more responsibility about him.

R&R: You've been creating five satiric Pitts commentaries weekly for two years. Are you scared you'll run out of inspiration?

GB: The only thing I worry about is Earl overstaying his welcome. I think the writing is still quite good, and we still enjoy doing it. Tim Mizak and Bill Tooker write a lot of stuff for me. Mizak is a media buyer, and Tooker drives a school bus for criminally deranged kids. Another guy who contributes a lot is my producer Dr. Kevin Wolfe.

I also do the Big Fat Balding Guy With A Stubby Cigar And His Pants Half Zipped. Big Fat is a combination of two real-life people, one of whom I've never met. A long time ago I used to know this small-town mayor; he was big, fat, balding, and always had a cigar in his mouth and his pants undone. Years later a friend began telling me stories about this Tampa station manager who always began a conversation by saying, "This time, let me be honest wit' you . . ." I put them together and came up with a satirical version of the late-night TV pitchman. Big Fat actually interrupts records to peddle his shoddy goods, always assuring the audience, "This time, let me be honest wit' you."

Sincerest Form Of Flattery?

R&R: How do you react when people "borrow" your material?

GB: They say imitation is the sincerest form of flattery. I love it when I hear some guy in another

market doing a character that I've influenced; that's highly complimentary. But when someone takes your material, sticks it on a network, and it comes back at you, that shows a lack of respect for the person you stole it from. It's plagiarism.

I'd been doing Earl Pitts for a long time before one of the comedy syndicators came out with Spangler Pitts. I don't think they did that intentionally. I think it's a product of the methodology some of those services use: they pay their subscribers for bits they send in, and they don't know when that subscriber is stealing it from someone else. But I think if you have a comedy service, you should be responsible for the material you distribute.

I take my share of ideas from other people, but I do try to expand on the idea and make it my own, to the point where the other guy doesn't even recognize it was his idea. But for God's sake, they didn't have to go so far as to name their guy Pitts; they could have named him Spangler Potts! It's as though they're saying, "In your face!" Earl Pitts is now syndicated, and there have been a lot of markets where he's gone up against Spangler Pitts. Of course, the difference is that Spangler Pitts tries the same namecalling — but Earl really means it!

R&R: But someone might read this and think, "This is a guy who stole somebody else's act for a year. Where does he get off complaining about plagiarism?"

GB: That's exactly the point: I was doing a bit; I wasn't plagiarizing. I was pulling a practical joke by pretending to be Gary Owens. If Owens had said, "I'm moving to Louisville," I would have suddenly become someone else. Or if someone had called me and said, "We want you to do your Gary Owens character for a national TV show," I would have refused. I wouldn't have tried to do his act in his own backyard.

R&R: You're 46 years old. How long do you see yourself continuing to be a disc jockey?

GB: Four more months! Actually, I never thought I'd still be doing this at the age of 35. Now I can't picture me doing this at age 50. But I can't picture me doing anything else, either.

AN EARL PITTS EDITORIAL

Fun . . . At The Common Man's Expense

"You know what makes me sick? You know what makes me so angry I just want to staple one of them anti-theft alarm tags to Barney Kroger's ear? It's these good-for-nothin', high-technology, crapola-scannin' machines in the grocery store. See, in the good ol' days, you'd be driving home late from bowlin' and remember your old lady wanted you to pick up a 52-ounce box of Oxydol. You only had 43 cents left 'cause you got stuck for four beer frames.

Well, hell, that wasn't no problem! You'd go to the Kroger, rip the price tag off a pack of Pez refills and put it over the label of the Oxydol. If the hour was late enough and the cashiers stupid enough, they wouldn't even blink when you put down a \$6 box of detergent and only paid 43 cents for it.

"But that weren't good enough! Now they got these hanky, laser-emittin', radar detector commie things built inside the cash register. They say it's technology. They say it's 'productivity' and 'man's ingenuity.' I say it's a bunch of E equals MC square-headed, techno-freak, slide rule-pushin' geeks havin' fun at the common man's expense . . ."



Gary Burbank as Earl Pitts

NETWORK FEATURE FILE

EDITED BY RON RODRIGUES

NEWS & INFORMATION FEATURES

July 25 - July 31

MUSIC FEATURES

WEEKLY

July 25 - July 31

- American Country Countdown With Bob Kingsley** (ABC)
K.T. Oslin/Forester Sisters/R. McEntire/SKB/Bellamy Bros./L. Greenwood
- American Dance Traxx** (WO)
- American Top 40 with Casey Kasem** (ABC)
- Lee Arnold On A Country Road** (WO)
Johnny Rodriguez/Earl Thomas Conley/Oak Ridge Boys
- Backtrack** (WO)
The King and I
- Dick Bartley's Rock & Roll Oldies Show** (WO)
Bobby Vee
- Dick Clark's Rock, Roll & Remember** (USP)
James Taylor
- Classic Cuts** (MJI)
Beatles/George Harrison
- The Countdown** (WO)
Guest hostess: Tracie Spencer
- Countdown America with Dick Clark** (US)
Chicago
- Countdown USA** (WO)
40 top groups of the '80s
- Country Calendar Weekly Special** (CW)
Eddie Rabbitt/Holly Dunn/T. Graham Brown/Charley Pride/Harold Reid
- Country Today** (MJI)
Alabama
- Rick Dees Weekly Top 40** (DIR)
Richard Marx
- Direct Hits** (MJI)
Whitney Houston
- Dr. Demento** (WO)
All requests
- Encore With Jim Lange** (WO)
1947: Ted Weems
- Fusion 40** (TP)
Natalie Cole/Ruben Blades/John Scofield/Ekane Eke/Gene Krupa
- Future Hits** (WO)
Europe
- Great Sounds** (USP)
Tribute to Judy Garland
- Hot Rocks** (USP)
George Michael
- Jazz Show with David Sanborn** (WO)
Herbie Mann
- Jazz Trax with Art Good** (JT)
Spyro Gyra's Jay Beckenstein
- King Biscuit Flower Hour** (DIR)
Joe Satriani
- John Lander's Hit Music USA** (USP)
Roger Rabbit/Jets
- Legends Of Rock** (WO)
David Bowie (Part II)
- Let The Good Times Roll** (GSN/ABC)
Jimmy Webb/Cyrilide
- Live From Gilley's** (WO)
Juice Newton
- Lost Lennon Tapes** (WO)
Lennon on McCartney (Part I)
- Metalshop** (MJI)
Metallica
- Motor City Beat** (USP)
Eddie Holland songwriter salute

- Scott Muni's Ticket To Ride** (DIR)
Listener letters/Beatle CDs/Trivia
- National Music Survey** (WO)
George Michael
- Night Scene** (WO)
Gladys Knight
- Off The Record Special** (WO)
Rod Stewart
- On The Radio** (ON)
Rod Stewart
- Plain Rap Countdown** (PRN)
AC: Beach Boys/Little River Band
CHR: George Michael/Cheap Trick
Urban: Michael Jackson/Whitney Houston
- Pop Concerts/Star Trak Profiles** (WO)
Natalie Cole
- Powercuts** (GSN/ABC)
Gregg Allman/Steve Winwood/Rod Stewart
- Radioscope** (RS)
Club Nouveau/Run-D.M.C./"Sexuality & Music" special
- Reelin' In The Years** (GSN/ABC)
Who/Crosby, Stills, Nash & Young
- Rock & Roll Never Forgets** (WO)
Jackson Browne/Bruce Springsteen/Billy Joel/John Lennon
- Rock Chronicles** (WO)
Steve Winwood/Rod Stewart/Joni Mitchell/Jimmy Barnes
- Rock Over London** (WO)
John Mayley of Dire Straits (Part I)
- Rock Today** (MJI)
Bruce Hornsby
- Rockline** (GSN/ABC)
Gregg Allman
- Scott Shannon's Rockin' America Countdown** (WO)
Huey Lewis/Robert Palmer/Tracy Chapman
- Solid Gold Saturday Night** (US)
British Invasion
- Special Edition** (WO)
DeeDee/Babyface
- Star Beat** (MJI)
Narada Michael Walden
- Super Gold** (TS)
Great girl groups/Brits blitz

- Superstar Concert Series** (WO)
Kinks
- Weekly Country Music Countdown** (USP)
O'Kanes

DAILY

August 1 - August 5

- America's Music Makers with Bob Kingsley** (ABC)
Ray Charles/Earl Thomas Conley/Patty Loveless/William Lee Golden/Merie Haggard
- Country Calendar** (CW)
Randy Travis/Dwight Yoakam/Eddy Raven/K.D. Lang/Reba McEntire/Highway 101
- Country Comments** (WO)
Highway 101/Charley Pride/David Slater/Eddie Rabbitt/Charly McClain
- Country Datebook** (US)
Mickey Gilley/Judds/John Schneider/Eddie Rabbitt/Vern Gosdin
- Rick Dees American Music Magazine** (US)
Johnny Hates Jazz/Paula Abdul/Cher/Whitney Houston/Madonna
- Earth News** (WO)
Bruce Willis/Crowded House/Bob Hoskins
- Off The Record** (WO)
Rossington Band/George Thorogood/Timbuk 3
- Psychedelic Psnack** (WO)
American Breed/Animals/Every Mother's Son/T. Rex/Allman Brothers
- Rock & Roll Never Forgets** (WO)
Jerry Garcia/Garth Hudson
- Shootin' The Breeze** (WO)
Melba Moore/Freddie Jackson/Brenda K. Starr
- Solid Gold Country** (USP)
Salute to the Jordainaires/This week in 1979/Bobby Braddock/"Friendship" hits
- Star Trak** (WO)
Chicago/Moody Blues/Johnny Kemp

INFORMATION/ENTERTAINMENT

- American Focus** (FY)
Tom Wicker
- Jack Benny Show** (CMS)
Andy Divine
- Burns & Allen** (CMS)
Walter O'Keefe
- Car Show Coast-To-Coast** (SC)
Interview: Race car designer John Choswath/Review: Saab 9000 Turbo
- Like Only Yesterday** (WO)
Kennedy signs 1st nuclear test ban treaty/Churchill is defeated in election
- Mother Earth News** (JBI)
Hiking tips/Alliums/Superstitions/Radon testing/What's new in gardening
- Personal Finance Digest** (JPB)
Funeral costs/First-time home buyers/Updated snake-oil remedies
- Prevention Health Report** (JBI)
High salt intake/Water therapy/Heart-disease risk/Getting in shape
- Radio Links** (RL)
"Tucker: The Man & His Dream"/Jeff Bridges/Francis Ford Coppola/George Lucas
- Same Time . . .**
- Same Station** (RRC)
Major stars remember radio
- Soap Quiz** (JBI/ABC)
Jeremy Hunter/Charlene Simpson/Steve Holden/Ellen Dalton/Lucy Coe Jones
- Travel Holiday Magazine** (CW)
Russia
- Wireless Flash** (CRN)
Jim Belushi/Ray Combs/Virginia Graham/Run-D.M.C./Highway 101

SPORTS

- Baseball Game Of Week** (CBS)
(7/30)
Minnesota Twins vs. Cleveland Indians (1:20pm ET)
Houston Astros vs. Los Angeles Dodgers (9:50pm ET)
- Costas Coast To Coast** (CW)
Al Greenspan/Marty Glickman
- Inside Sports Report** (CW)
Bob Mathias/Ted Williams/Curt Gowdy/Don Sutton/Bart Connor
- John Madden's Sports Quiz** (CW)
Guinness records/Nolan Ryan/Pete Rose's hitting streak/Shortest pitcher in majors
- Sports Flashback** (CW)
World Series classics/Joe Louis's final defense/Bob Gibson's Hall of Fame induction
- This Date In Baseball History** (DIR)
Hank Aaron/Johnny Bench/Bill Shea/Blue Moon Odom/George Culver

For The Record

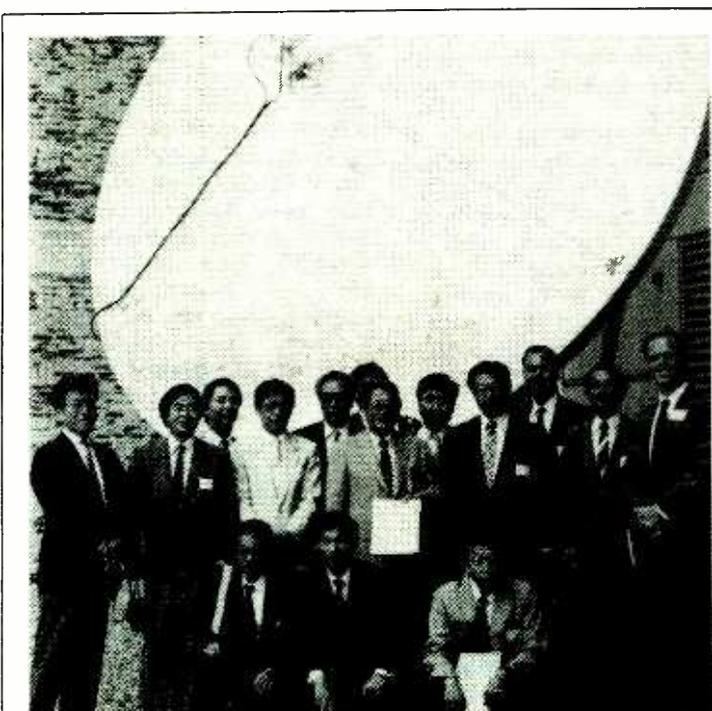
Dick Cavett's Clayton-Webster radio program was inadvertently misidentified in our 6/24 issue. The program's correct title is "The Comedy Show With Dick Cavett."

COMEDY

- Cla'ence Update** (PRN)
Jeremy cracks Silver's case/Dear Phoebe gets paid for bad advice
- Amatellin U** (DD)
Marching band hits the road/Recruiting violation charges/New school uniforms
- Mel Blanc's Blankety Blanks** (ASR)
Joan of Arc/Human bondage/Flunking scholar/Honest lad/Little boy blue
- Bobby Jo Amberg's Bar 'N Grill** (DD)
Wanda the Rash-woman appears/Bowling-shoe rental coupons/Grumpy hour
- Comedy Hour** (MJI)
Steven Wright/Bill Cosby/Harry Shearer/Steve Martin/Erno Phillips
- Comedy Show with Dick Cavett** (CW)
Subject: War. George Carlin/Bob Newhart/Tim Conway/Woody Allen
- Comedy Spot** (CW)
Tom Lehrer/Bob Hope/Tom Fenton/Shel Silverstein/Jasper Corrott
- Daily Feed** (DCA/JBI)
Networks roll convention file footage/Bush files for Texas Senate race
- Hiney Wine** (DD)
Glow-in-the-dark Hiney/Skinless grapes/Hiney at the pool party
- Live From The Improv** (DIR)
Chris Raine/Jeff Casario/Ron Richards/Jan Karem/Randy Lubas
- National Comedy Wireless** (DD)
Poultrygeist/Believe it or else/Mr. Reagan's neighborhood/Rev. Ankiebone
- National Lampoon's True Facts** (PRN)
Babysitting bully/Condom camouflage
- On The Phone With Ti-Rone** (PRN)
Bill pays no bills/While the cat is in jail the mouse will bail
- Red Neckerson** (SYN)
Sneaking beds
- Radio Hotline** (ASR)
Broadcasting school/Who's your agent?/Mable's farmateria/Off the hook
- Stevens & Grdnic's Daily Comedy Exclusive** (ASR)
Ice cream man/America's least wanted/Computer voice chips/Young psychics in love

NETWORKS/PROGRAM SUPPLIERS

- ABC — ABC Radio (212) 887-5365
- ASR — All Star Radio (213) 850-1169
- BBS — Bailey Broadcasting Services (213) 969-0011
- CBS — CBS Radio (212) 975-4321
- CMS — Charles Michelson & Sons (800) 648-4546
- CP — Cutter Productions (213) 478-2166
- CUSA — Countdown USA (415) 383-7302
- CW — Clayton Webster (314) 725-5070
- DC — DC Audio (202) 638-4222
- DD — Dorsey & Donnelly (214) 631-7934
- DIR — DIR Broadcasting (212) 371-8850
- FY — Focus On Youth (609) 452-1150
- GSN — Global Satellite Net (818) 906-1888
- JT — Art Good's Jazz Trax (819) 233-9228
- JBI — Jameson Broadcast (202) 328-3283
- JPB — James Paul Brown Entertainment (800) 345-2354
- MA — MediaAmerica Radio (212) 983-8800
- MJI — MJI Broadcasting (212) 245-5010
- OHR — Off Hour Rockers (516) 828-1490
- ON — On The Radio Broadcasting (213) 308-8009
- PM — ProMedia (212) 585-9400
- PRN — Premiere Radio Network (213) 487-2346
- REM — REMN Communications (212) 302-9120
- RRC — Real Radio Company (818) 795-4900
- SC — Starstream Communications (713) 781-0781
- SYN — Syndicom (415) 386-1781
- TP — Teleprograms (213) 854-4475
- TS — Transtar (213) 480-6383
- US, USP — United Stations (212) 575-8100
- WO — Westwood One Companies (213) 204-5000
- WRN — Wredeck Radio (800) 548-7474



FAR EAST BUSINESS — A delegation from the Japan Radio Network — a division of the Tokyo Broadcasting System — paid a recent visit to the facilities of Business News Broadcasting to discuss possible joint ventures. Pictured with the visitors are (standing, third from right) BNB Exec. VP/Marketing Joe Knowles and (standing, far right) BNB Exec. VP/Affiliate Relations Gig Barton.

WORLD MUSIC OVERVIEW

BRITAIN



LW	TW	Artist/Track (Label)
1	1	GLENN MEDEIROS/Nothing's... (London/PG)
18	2	MICHAEL JACKSON/Dirty Diana (Epic)
2	3	SALT-N-PEPA/Push It/Tramp (Champion/PG)
8	4	EVERYTHING BUT THE.../I Don't... (Blanco Y Negro/WEA)
5	5	MAC BAND/Roses Are Red (MCA)
4	6	TRACY CHAPMAN/Fast Car (Elektra)
3	7	FAT BOYS f/CHUBBY CHECKER/The Twist (Urban)
6	8	BROS/I Owe You Nothing (CBS)
—	9	GEORGE MICHAEL/Monkey (Epic)
—	10	TRANSVISION VAMP/I Want Your Love (MCA)
15	11	EIGHTH WONDER/Cross My Heart (Epic)
—	12	DEBBIE GIBSON/Foolish Beat (Atlantic)
9	13	SABRINA/Boys (Ibiza/PG)
—	14	DEF LEPPARD/Love Bites (Mercury/PG)
13	15	UB40 f/C. HYNDE/Breakfast In Bed (DEP Int'l/Virgin)
7	16	PHIL COLLINS/In The Air Tonight '88 (Virgin)
—	17	ZIGGY MARLEY & MELODY MAKERS/Tomorrow... (Virgin)
10	18	MATT BIANCO/Wap-Bam-Boogie/Don't Blame It... (WEA)
11	19	PASADENAS/Tribute (Right On) (CBS)
—	20	POGUES/Fiesta (Pogue Mahone/Stiff)

Moving Up

WEE PAPA GIRL RAPPERS/Heat It Up (Jive)
 PAT BENATAR/All Fired Up (Chrysalis)
 PRINCE/Glam Slam (Paisley Park/WEA)
 KIM WILDE/You Came (MCA)

The Network Chart, courtesy MRIB

CMJ NEW MUSIC

LW	TW	Artist/Track (Label)
2	1	SUGARCUBES/Birthday (Elektra)
3	2	SWANS/Love Will Tear Us Apart (Caroline)
1	3	CAMPER VAN BEETHOVEN/Eye Of Fatima (Pt. 1) (Virgin)
15	4	PATTI SMITH/People Have The Power (Arista)
11	5	ERASURE/Chains Of Love (Sire/Reprise)
5	6	TRACY CHAPMAN/Talkin' Bout... (Elektra)
—	7	IGGY POP/Cold Metal (A&M)
6	8	WIRE/Kidney Bingos (Enigma)
12	9	WIRE/Silk Skin Paws (Enigma)
4	10	TRACY CHAPMAN/Fast Car (Elektra)
20	11	RAILWAY CHILDREN/A Pleasure (Virgin)
9	12	SHONA LAING/Soviet Snow (TVT)
—	13	HOUSE OF LOVE/Christine (Creation/Relativity)
14	14	ROBERT PALMER/Simply Irresistible (EMI-Manhattan)
—	15	BIBLE/Crystal Palace (Chrysalis)
—	16	SHRIEKBACK/Intoxication (Island)
7	17	JESUS & MARY CHAIN/Sidewalking (Reprise)
16	18	SUN & THE MOON/Peace In Our Time (Geffen)
10	19	SOUL ASYLUM/Sometime To Return (Twin Tone/A&M)
—	20	RANKING ROGER/So Excited (IRS/MCA)

Moving Up

SUGARCUBES/Coldsweat (Elektra)
 BOOK OF LOVE/Pretty Boys & Pretty Girls (Sire/WB)
 THREE O'CLOCK/Love Explosion (Paisley Park/Reprise)
 CAMPER VAN BEETHOVEN/One Of These Days (Virgin)
 CAMPER VAN BEETHOVEN/Turquoise Jewelry (Virgin)
 MIDNIGHT OIL/The Dead Heart (Columbia)
 SMITHEREENS/House We Used To Live In (Enigma/Capitol)
 PAT BENATAR/All Fired Up (Chrysalis)
 PRIMITIVES/Crash (RCA)

Chart derived from tracks supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports are noted.



AUSTRALIA

LW	TW	Artist/Track (Label)
1	1	CROWDED HOUSE/Better Be...
2	2	JAMES REYNE/Motor's Too Fast
3	3	INXS/New Sensation
8	4	JOHN FARNHAM/Age Of Reason
5	5	VENETIANS/Bitter Tears
4	6	LITTLE RIVER BAND/Love Is A Bridge
6	7	KYLIE MINOGUE/Got To Be Certain
—	8	BIG PIG/Big Hotel
10	9	CHANTOOZIES/Wanna Be Up
9	10	DIVINYLS/Hey Little Boy

Most Added

SCHNELL FENSTER/Whisper

Top 10 Australian records from playlists of FM104/Brisbane, EON-FM/Melbourne, FOX-FM/Melbourne, 96FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, and KIX106/Canberra.

CANADA

LW	TW	Artist/Track (Label)
1	1	C. HART/In Your Soul (Aquarius/Cap.)
2	2	GLASS TIGER/Diamond Sun (Capitol)
3	3	BLVD./Far From Over (MCA)
5	4	DOUG & THE.../Tomcat... (Ritdong/A&M)
7	5	BARNEY BENTALL/Something... (Epic)
4	6	BARDEUX/When We Kiss (Enigma/Cap.)
6	7	ERIA FACHIN/Savin' Myself (Power/Electric)
9	8	PLATINUM BLONDE/If You Go... (CBS)
10	9	CANDI/Dancing Under... (Somersault/Electric)
8	10	M. GOODWYN/Do You... (Aquarius/Cap.)

Most Added

CANDI/Dancing Under A Latin... (Somersault/Electric)
 ANDREW CASH/Smile Me Down (Island)
 GLASS TIGER/Far Away From Here (Capitol)
 ART BERGMANN/Runaway Train (Duke Street/MCA)

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.

Patti & Iggy: CMJ Speeds Return Of The '70s Seers

The SUGARCUBES completed their triumphant second round on the CMJ Tracks chart by moving 2-1, with the SWANS right behind, 3-2. Meanwhile, '70s alternative pioneer PATTI SMITH powered up 15-4, with another icon of that decade, IGGY POP, cold cutting the competition with the week's highest debut.

Depeche descendants ERASURE leaped 11-5, punk prehistorians WIRE took "Paws" 12-9, and RAILWAY CHILDREN chugged 20-11. Latest British cult faves HOUSE OF LOVE barged on the chart at #13, while last week's Moving Uppers the BIBLE and SHRIEKBACK debuted, along with ex-General Publican RANKING ROGER.

Moving Up and just missing the chart was the Sugarcubes' "Coldsweat," followed by another repeater, BOOK OF LOVE. New up-comers were nouveau Prince proteges THREE O'CLOCK, two tracks from CAMPER VAN BEETHOVEN, the return of MIDNIGHT OIL's "Heart," SMITHEREENS, PAT BENATAR, and the Blondiesque PRIMITIVES.

On the British chart, GLENN MEDEIROS held onto the #1 slot despite an 18-2 crunch by MICHAEL JACKSON's "Diana." EVERYTHING BUT THE GIRL moved into fourth place, while the MAC BAND remained in fifth. GEORGE MICHAEL's "Monkey" moved 22-9 on the complete UK listing, and TRANSVISION VAMP, whose promotional video had to be reshoot to skirt a BBC ban, leaped 30-10.

EIGHTH WONDER continued to climb, DEBBIE GIBSON moved on-

to the chart (up from #23), and DEF LEPPARD chewed its way to a #14 appearance. Also new to numbered positions were recent CMJ chart-topper ZIGGY MARLEY and the latest from Ireland's folk-punk POGUES. WEE PAPA GIRL RAPPERS topped this week's Moving Up list. Pat Benatar remained in the running, while new ones from PRINCE and KIM WILDE completed the roster.

There were no changes among the top three Canadian artists. However, DOUG & THE SLUGS inched into fourth place, and, further down, PLATINUM BLONDE finished eighth. CANDI's "Latin Moon" continued its upward rise, remain-

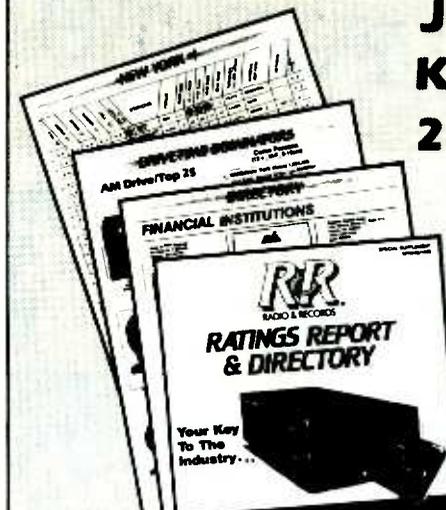
ing a top add as well. Others collecting big adds included ANDREW CASH, another Glass Tiger track, and the John Cale-produced ART BERGMANN's "Runaway Train."

The Australians mirrored the Canadian listing — no shifting in positions 1-3, with CROWDED HOUSE continuing to blow away all challengers by a w-i-d-e margin. JOHN FARNHAM jumped 8-4 while the VENETIANS spent another week at #5. BIG PIG's "Breakaway" follow-up hogged top debut honors, and the CHANTOOZIES improved a notch to ninth. It was week #2 for SCHNELL FENSTER as a top Aussie add.

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STAY TUNED...



JOEL DENVER

CONTEMPORARY HIT RADIO

Minneapolis Conclave 13 Stresses Sharing Ideas

The Upper Midwest Communications Conclave traditionally has been a forum where radio and record industry reps loosen up to learn and share ideas. This year's event, which was held July 7-10 at Minneapolis's Sheraton Park Place Hotel and attracted 400+ attendees, was no exception. All the meetings I attended were extremely well conducted, and were made especially interesting because of heavy audience participation.

Thursday night kicked off with a series of concurrent rap rooms. KDWB/Minneapolis PD Brian Philips and *Billboard's* Michael Ellis co-chaired the "Radio/Records Relationship" session. Among the topics discussed were the criteria necessary to report to trades, chart accuracy, and the need for more courtesy between stations and labels. All in all, a positive discussion.

ple, the city itself, and the way the community functions.

"I've been here my whole life, so I know what makes this market tick and how people feel about certain things," Barnard said. He went on to caution anyone on the air to take the time to learn how to pronounce the names of streets and cities when going to an unfamiliar market.

Friday night festivities were highlighted by the annual Conclave Bowling Party and record company suites.

"Every waking minute is spent preparing for the next day's show."

—John Hines, WLOL/Minneapolis

Morning Maniacs

On Friday afternoon I hosted the "Morning Drive Session" featuring KKG0/Des Moines PD/morning man consultant Larry Moffitt; KQRS/Minneapolis's Tom Barnard; and WLOL/Minneapolis's John Hines, half of the "Hines & Berglund" show.

After airchecks from all three were played, it was a no-holds-barred romp through the morning jungle as the trio poked fun at themselves, management, and various station formatics.

No Prep, No Sweat

Music versus talk content was an important topic covered. Barnard's show is mostly talk, Moffitt's is music-intensive, and Hines & Berglund rely on a healthy mixture of both depending on what's going on from day to day.

Although all the speakers said they prefer working on the fly with whatever is topical instead of doing show prep, Hines said, "Every waking minute is spent preparing for the next day's show."

Barnard painted a picture of himself as a guy who only delivers the material provided for him by a staff of writers and morning show partners. "I really don't do anything special except maybe put this stuff on the air in such a way the audience can relate to it," he said.

How to relate to listeners took up a good deal of time. While Moffitt urged those present to "know your target audience," Barnard stressed the need to understand the peo-

CHR Rates Music "Average"

The following morning at 9:30, a strong showing was on hand to see *Gavin Report* Top 40 Editor Dave Sholin teamed with WYTZ/Chicago PD Brian Kelly for the "Top 40/CHR Breakout" to discuss testing, product flow, the problems

radio has with retail, and the renewed interest in teens.

A vote revealed that attendees thought the music released so far in 1988 was of "average" quality. Many programmers cited the sameness of sound found among

the format's core artists, and acknowledged that CHR is dependent on the music delivered on singles by labels. Later discussion included a suggestion that labels have to be careful not to flood the market with too many ballads, which make it difficult to keep the stations skewed toward the active listener.

"I test records for one week and one week only," declared Kelly.

"I test records for one week and one week only. I've never held a record off the air if it tests poorly. Not all records react the same way."

—Brian Kelly, 295/Chicago

"We look for more active records to play, ones that will generate phones, and we generally wait on the passive records. I've never held a record off the air if it tests poorly. Not all records react the same way. I'd suggest going with your guts."

The problem of accurate retail reports was also addressed. WLOL PD Gregg Swedberg mentioned having a "big problem" getting piece-counts from retail. This led to a discussion of disappearing single sales and what radio planned to do about it. A definitive answer never surfaced.

Power 99/Atlanta's four-week rolling average playlist was batted about in a mostly positive manner,

but concerns over dayparted records (such as Def Leppard's) not being able to get enough rotation to be number one were voiced. The idea of daypart weighting was brought forward.

It's Teen Time Again

Sholin said there was more interest in teens now than there had been in the last two years. Kelly added, "We superserve the 12-24 audience and therefore do very well with teens and 18-34 adults. CHR needs to have teens in the mix. They're the active trendsetters for the rest of the population."

Sholin said another testament to the new view of teens is that MTV has endured as a major factor in helping programmers decide on music.

Summit Bridges Communication

Perhaps the most talked about meeting was the "Industry Summit," moderated by R&R Publisher Bob Wilson and including Emmis Broadcasting President Jeff Smulyan and PolyGram President Dick Asher. Product overload, the fragmentation of configurations, the disappearing single, the role radio plays in breaking new artists, and the future of AM radio were some of the topics highlighted.

Asked what the biggest problem was that radio had with labels, and vice versa, Smulyan answered, "Communication. Radio can't always play all the records the labels would like us to and meet our ratings goals."

Asher agreed, but added, "It's often difficult to get enough ex-

Continued on Page 44



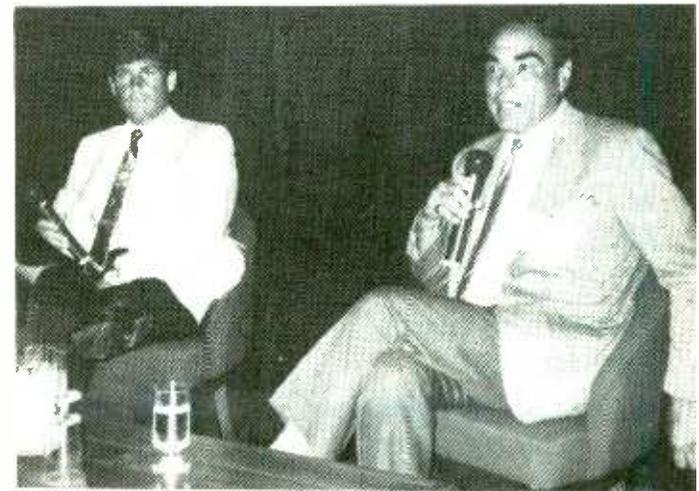
Morning panelists (l-r) Larry Moffitt, Tom Barnard, and John Hines.



295/Chicago PD Brian Kelly discusses CHR formatics.

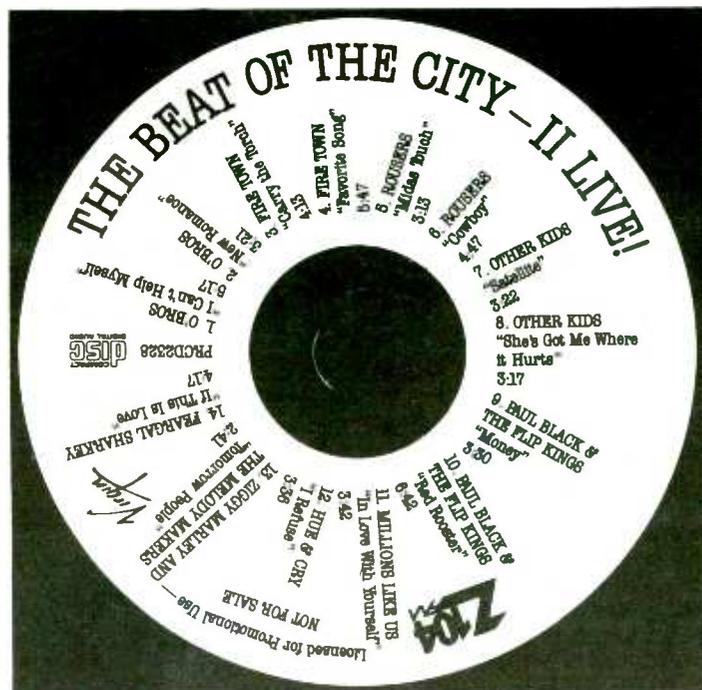


WLOL PD Gregg Swedberg and other Conclavers aboard the "Anson Northrup."



"Industry Summit" panelists (l-r) Jeff Smulyan and Dick Asher.

Z104 Benefit Goes CD



One offshoot of WZEE (Z104)/Madison's ongoing support of local bands is a station-sponsored annual charity concert, benefitting the Dane County Pantry Network and the University of Wisconsin Women's Athletics. This year, the concert (taped at the UW Field House) is not only available on album and cassette, but on CD as well, thanks to Virgin Records. "The Beat Of The City II" features five area groups — O'Bros, Fire Town, Rousers, Other Kids, Paul Black & The Flip Kings — and serves as a promotional vehicle for Virgin's Millions Like Us, Hue & Cry, Ziggy Marley & The Melody Makers, and Feargal Sharkey.

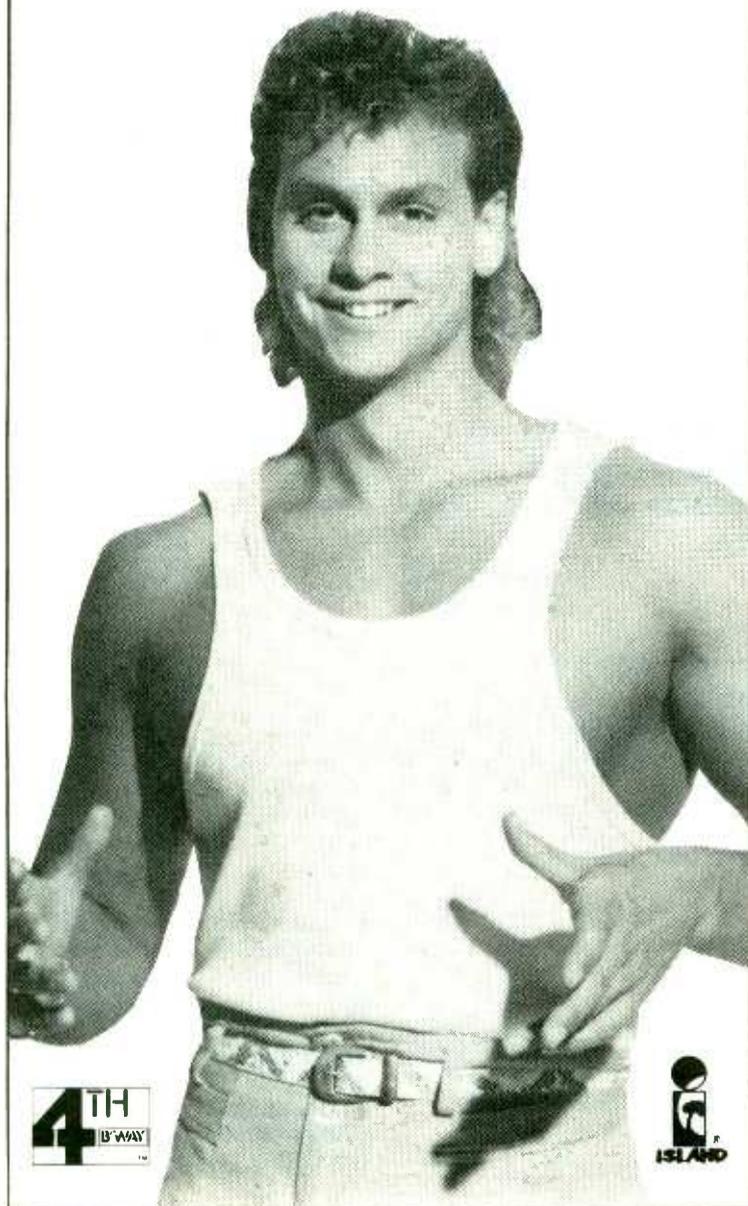
DINO

“SUMMERGIRLS”



KKBQ add
Y100 deb 30
KITY deb 32
FM102 19-15
KROY deb 30
KATD 22-18
KWSS 11-6 (HOT)
HOT103 33-31
PWR96 7-5 (HOT)
PWR106 add
WANS 34-26 (HOT)
BJ105 27-24 (HOT)
KFIV 29-16 (HOT)
KDON 3-1 (HOT)

WSPK add
WRCK add
G105 add 35
WAPE add
HOT105 deb 26
Y106 29-23
Z102 deb 40
KTUX 31-27
KYNO add 35
KCAQ 37-26
KKFR 30-23
KRQ deb 32



4TH
 13-WAY

ISLAND

CONTEMPORARY HIT RADIO

Minneapolis Conclave 13

Continued from Page 43

posure on our newer acts to let the public decide.”

When asked by Wilson why the labels release so much product, Asher replied, “We are similar to the movie industry, in that only a small percentage of whatever’s released really becomes a hit. The industry thrives on new product, but the result is often an overload.”

So Long Singles

With the single becoming a configuration of the past, Asher defended his label’s need to continue making them. “As long as one radio station or retail account still focuses on them, we have to compete in all configurations — even though we may lose money,” he explained.

“Radio can’t always play all the records the labels would like us to and meet our ratings goals.”

—Jeff Smulyan,
 Emmis Broadcasting

Smulyan said his stations were not as confined to singles retail information as other stations are, adding, “For the last 10 years we’ve been working with passive research in various forms to help determine what the listener wants to hear.”

Asher also pointed out that without a single or something like it radio would be without a focus on which cut or cuts to play. “By focusing airplay, we can extend the life of a record for months — instead of weeks, which happens when radio is diffused between four or five cuts.”

“It’s often difficult to get enough exposure on our newer acts to let the public decide.”

—Dick Asher,
 PolyGram

Wilson asked about the new Per-sonics system, which will allow a consumer to select various cuts and have them recorded onto a cassette in any order.

Asher voiced support for it because “a single wastes lots of money. This system will allow the labels and artists to receive their due royalties from the sale and allow greater consumer flexibility in purchasing music.”

Twin Ownership Concept

One interesting part of the conversation occurred near the end of the panel when Smulyan described his “Twin Ownership Concept.”

“It’s a pool with over \$1 million in stock in which everyone in the company has a stake,” he explain-

ed. “I believe the more a company shares with its employees, the more involved they become in the gameplan and overall future of the organization.”

Saturday wrapped up with a fun-filled boat ride on the Anson Northrup down the Mississippi and

more meeting and greeting at the suites. Sunday the Conclave concluded with the traditional “Sunday Brunch.”

Hats off to Conclave Directors Tom Kay and Denise Lutz and their staff for a most enjoyable and worthwhile gathering.

MOTION

Scott LeTourneau is now doing 9am-noon and promos at KBEQ/Kansas City; he replaces **Mike O’Brien**, who moves crosstown to KLSI . . . **Dana Lundon** has added MD/Research Director duties to her WYMJ/Dayton midday shift . . . Looks like **Roger Piper** is about to move AC-formatted KFMD/Des Moines back to a CHR format . . . **Howie Castle**, idle since exiting the WHTQ/Orlando PD chair several months ago, has been named Production Director at KMPZ/Memphis.

After five-and-a-half years as KEZB/EI Paso’s PD/Chief Engineer, **Ron Haney** was relieved of his programming duties. **Gary Winter** takes over, moving from KZII/Lubbock. Meanwhile, over at crosstown KAMZ — which will soon change owners — a format flip from CHR to Country is under consideration . . . Former WYKS/Gainesville, FL staffer **Jeannie Fever** is new to overnights at WSRZ/Sarasota, FL.

KWOD/Sacramento loses MD **Dave Skyler** over a dispute in station philosophy. On the other side of town, **Scott Mitchell** — who handled overnights at KMEL/San Francisco — climbs into the KROY MD/afternoon driver seat . . . KZZU/Spokane PD **Randy Robbins** is out, with morning man **Jim Arnold** becoming interim PD and **Ken Hopkins** taking on the music chores.

After stints as MD at Miami’s WHYI, WHQT, and WPOW, **Colleen Cassidy** has become Music Coordinator for consultant **Jerry Clifton**. She will remain based at WHKW/Tuscaloosa, AL, where she has held a variety of duties . . . KATD/San Jose’s MD **Gary Weinstein** adds Asst. PD duties . . . **Terry Fox** moves from overnights at WBJW-FM (BJ105)/Orlando to afternoons at KSFM (FM102)/Sacramento; **Bo Jaxon** (aka **Larry Morgan**) moves to 10am-noon, taking over production chores and giving music duties to OM/PD **Brian White**.

BITS

• **The Tables Are Turned** — Normally it’s the radio station that gives away vacations. But the roles were reversed recently at **CJOM(OM-FM)/Windsor, Ontario**. Program Director **Ian Davies** and Promotions Coordinator **Keith Chinnery** attended a private **Michael Jackson** concert in London (sponsored by Pepsi Canada). The trip was offered in selected regions to the station with the most mailed-in entries per market capita; OM-FM was tops in Ontario with over 1300 entries.

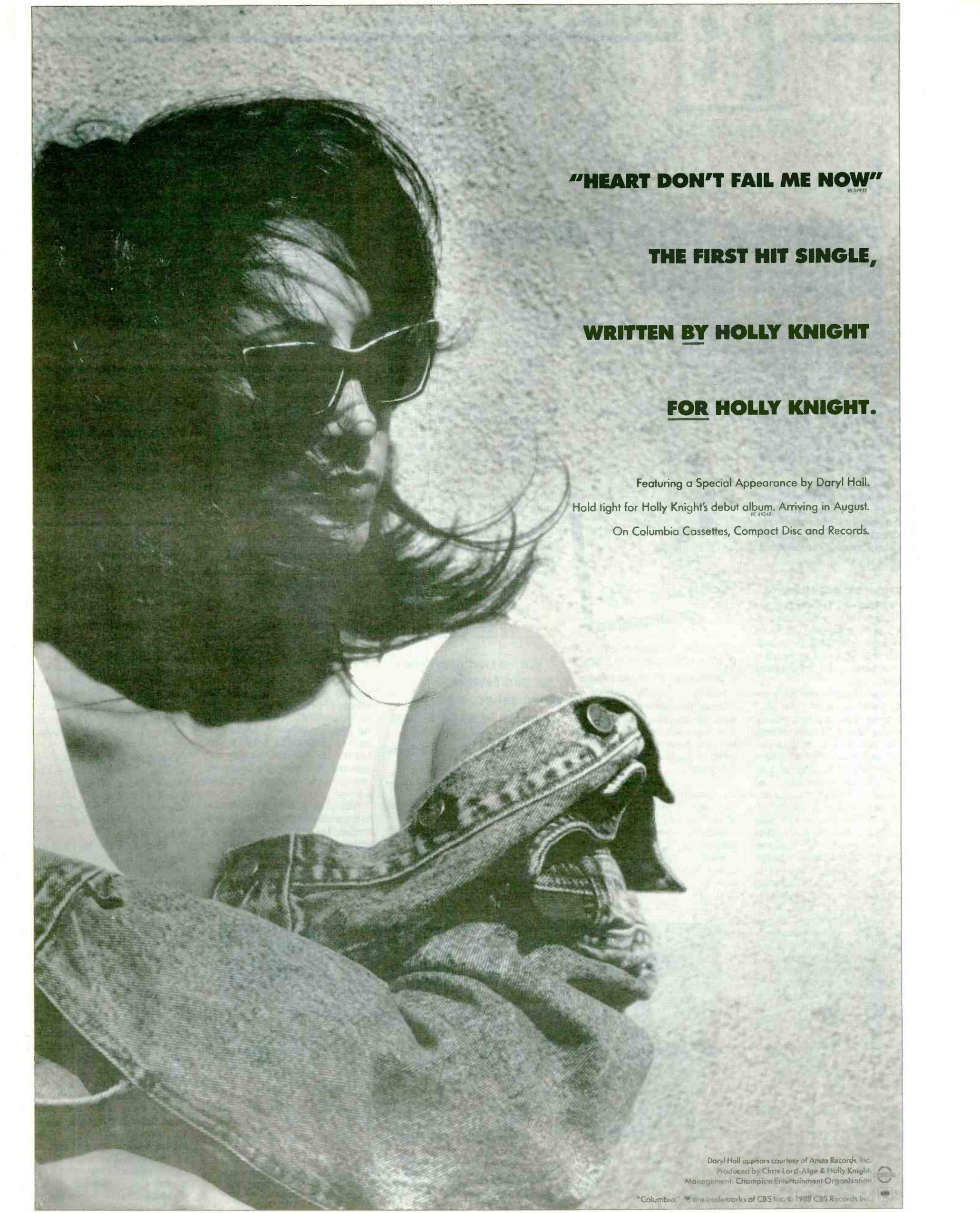
• **An ATM Dream Come True** — **KRBE/Houston**’s Money Machine Meltdown allotted one lucky winner 104 minutes alone with an automatic teller machine. Slowed only by the machine’s \$200-per-transaction limit and the speed of his fingers, the magic ATM card-carrying winner tapped into a bottomless bank account. When the clock ran out, \$34,000 in tens and twenties had been pulled from the machine.

• **Radio Dancing** — **WQEN(Q104)/Gadsden, AL** has signed a deal with a local TV station for a weekly dance show (to air Saturday mornings). Q104 will go to different areas in the city for filming. Regular features will include a dance contest, “Rate-A-Hit,” and prize giveaways.

• **Power Of The Airwaves** — **WAIL/Key West, FL**’s most recent promotion gave both the station and surrounding community a boost. A marker representing the southernmost point in the continental US (near Key West) was defaced and in need of servicing. WAIL mentioned the problem on-air, and local contractors donated time and supplies to get the job done. The station did a live remote from the site during the painting and upgrading process. MD/Asst. PD/mornings **Ron Bowen** received a certificate of appreciation for the good deed from the Tourist Development Council.



ON YOUR MARX — Richard Marx dropped by WQIO/Mt. Vernon, OH before a recent concert. Hangin’ out in the hallway are (l-r) PD Jan Chamberlin, Marx, and MD Joltin’ Joel Riley.



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AOR

HARVEY KOJAN

CONCLAVE '88 UPDATE

Behind The Format Room Door

Fragmentation, consultants, promotions, and news were among the main topics of conversation at this year's Upper Midwest Communications Conclave AOR "break-out" room, held Saturday (7/9) at the steamy Sheraton Park Place hotel in Minneapolis.

The three-hour discussion lured an intimate group of 40 programmers, consultants, and record reps, most of whom participated in a conversation refreshingly free of the whining prevalent at many such gatherings. As a matter of fact, the only complaint emerging from the session concerned the attendance. Quite a few AOR types were no-shows. The painfully early 9:30am start time was primarily held responsible for the sparse turnout. Wimps.

Fragmentation Question

KBPI/Denver PD Gabe Baptiste got things underway by asking me, of all people, if the much-heralded fragmentation of AOR radio indicated a need for a new approach to chart structure and information. Thanks, Gabe.

My rather long-winded reply basically boiled down to: "Not yet." While there appears to be a general consensus that AOR will eventually split into several distinct formats, it hasn't happened yet. There are still only a handful of successful alternative stations, and even fewer hard rock stations targeting lower demos. As for the latter, WCMF/Rochester PD Stan Main bluntly remarked, "A 12-24 format is not viable." We shall see.

Main exhibited similar candor when the conversation turned to new music, which should come as no surprise if you read R&R's recent 'CMF' feature (R&R, 6/17). Main reiterated his stance on anything which sounds remotely "modern": it's not right for his station. Interestingly, that philosophy is in complete contrast with Main's personal tastes. Stating that he loves modern music, Main explained, "If I like a song — if I can get up and dance to it — then I don't play it."

Another Main salvo — "no-repeat is death" — brought a response from Classic Rock WKLH/Milwaukee PD Steve Brill. "No-repeat works well for us," he replied, a fact that is borne out by the ratings. Brill's strategy for maintaining a CR's viability can be summed up with one key line: "We don't immerse ourselves in yesterday." That's a sentiment all successful CRs share; even though the music is old (save for an occasional appropriate current), the station must sound right for 1988



and beyond. If not, it runs the risk of becoming a nostalgia jukebox.

Strategic Plan Stressed

Noting that many stations fail because they lack focus, Baptiste stressed the need for a "strategic plan," a goals-oriented document to which management can refer on a regular basis in order to maintain consistency.

"There's a million distractions and it's real easy to get drawn off the quarter," said Baptiste. "Arbitron has been shown to react to consistency — even mediocre consistency."

Baptiste said such a detailed plan is especially important if access to good market research is not available.

Actually, most PDs in the room couldn't imagine working without such research, which is continuously churned out by their callout mavens. The familiar "know your market" adage was recited in various ways by several PDs, virtually all of whom secure that essential knowledge through the magic of callout research.

The topic of consultants prompted a question to WMAD/Madison MD Paul Marszalek about his relationship with consultant Tom Teuber, who was also present. Marszalek explained that while Teuber is an integral part of the team, he doesn't have to approve every tune that makes it on the air. Teuber pointed out that he does audition everything with Marszalek before final airplay decisions are made. Consultant Larry Moffit labelled the reportedly common excuse "I

"We've had listeners tar and feather themselves, swim through sewage — just about everything."

—Steve Bridges

love it, but the consultant won't let me play it" a "copout."

"Too many PDs don't know what the role of their consultant is," said Brill, adding that PDs need to go directly to their GMs for a specific explanation of the consultant-client relationship.



A ROMANTIC DINNER — Elektra's romantic guy Raymond May (far right) got a promotion lesson at the massive AOR dinner at Conclave '88 from (l-r) Lee Arnold Marketing's Lee Arnold, We're Talking Music's Sam Calle, and Elektra rep Ray Gmeiner.

"The relationship between the PD and the consultant is based upon who's payroll the consultant is on," explained WLZR/Milwaukee PD Greg Ausham. "If he's on the owner and GM's payroll, it tends to be more confrontational. If he's on the PD's payroll, he tends to be more of a helping hand or a sounding board."

Promotions Profiled

The most fruitful exchange dealt with promotions. WONE/Akron PD Brian Taylor's advice to "always remember the showbiz aspects" is well taken. Too many stations spend weeks setting up promotions only to blow the punchline — the awarding of the prize.

"Bring in the vault with the security guards," Taylor said. His review of WONE's recent "Show Us Your W-ONE" contest pointed out once again how powerful that type of promotion can be. A nice touch was that the winner was selected by a specially-chosen panel of three: a judge, a cop, and a priest.

WONE gave away a cool \$10,000 to the winner of that particular promotion, but most of the station's prizes do not involve cash. "We try to give them something they can't get anywhere else," Taylor said. Examples of such prizes mentioned at the session included a toilet,

"Arbitron has been known to react to consistency — even mediocre consistency."

—Gabe Baptiste

the newsman's toupee (!), and the special "Beatle" KGKG/Brookings, SD PD Keith James presented one lucky listener — a vintage Volkswagen "bug," adorned with the painted faces of John, Paul, George, and Ringo.

Everyone agreed that listeners will do just about anything. KFMH/Muscataine, IA PD Steve Bridges, the self-proclaimed master of the low-budget promotion, got a chuckle from the group when he said, "We've had listeners tar and feather themselves, swim through sewage — just about everything."

Baptiste elicited sympathy (and laughs) when he told an all-too-familiar story to which any programmer can relate: the horrible sales promotion you just can't get out of. This one involved — gulp — baby products.

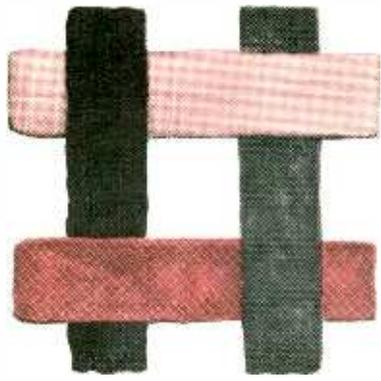
"All of a sudden this thing was in my face," Baptiste said. "The national sales manager had promised Diaperene this, and he was out of town. I was stuck with promoting an obstacle course for babies. So I'm trying to hold back my temper and I said, 'Look, the next time we do something like this, why don't we do a baby rock star lookalike contest?' The next thing I knew, the promo's on the air. 'Hey, bring your baby down for the baby rock star lookalike contest.' We had kids dressed up like Springsteen, Billy Idol, and a Phil Collins in a little red jacket. And the company itself now has that contest in all their mall promotions."

When WHMH/St. Cloud, MN PD Randy K asked about methods for giving away LPs and similar small-ticket items, Brill suggested an "umbrella giveaway" — blowing out several items at once. Others agreed that's a better idea than cluttering the airwaves with single giveaways, believing that individual promo announcements are too valuable.

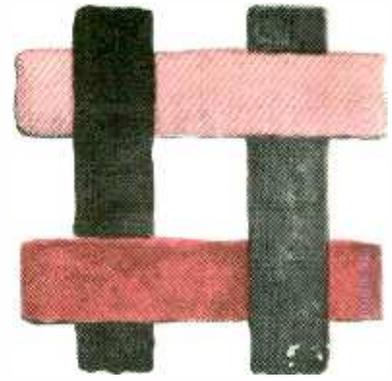
Continued on Page 48



HOT TIME IN MINNEAPOLIS — Water and air conditioning may have been scarce, but there was no shortage of smiles at Conclave '88. From left to right: FMQB's Paul Heine, KBLE/Des Moines PD Ron Sorenson, KJJO/Minneapolis PD Scott Klohn, Atlantic's Danny Buch, WONE/Akron PD Brian Taylor, Joy Of Music's Joy Hall, Arista's Sean Coakley, Enigma's Pam Newman, KFMQ/Lincoln MD Joe Skare, Island's Andy Allen and Bob Catania, and FMQB's Debby Applebaum.



March To A Different Beat



Join

RHYTHM CORPS

AOR

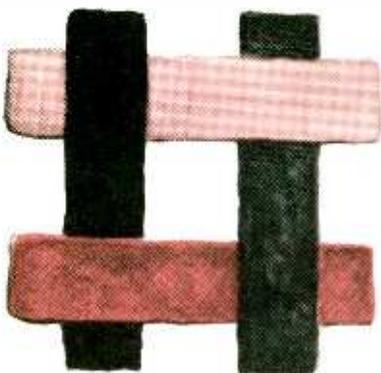
AOR Track **28-23** **DOUBLE** AOR Album **27-23**
BREAKER



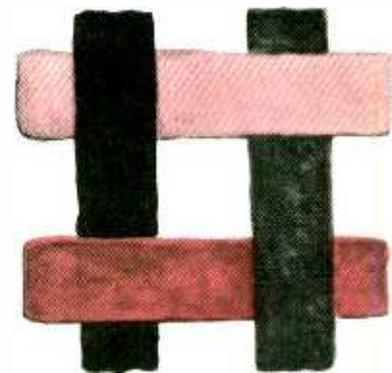
DAVE BENSON, WLUP/CHICAGO: "‘Common Ground’ has weathered the storm of ‘high profile’ competitors and emerged as one of the bright spots on our current Power rotation."

BETH KEPPEL, WKLS/Atlanta: "Rhythm Corps, in just two weeks’ time, is pulling Top 10 phones from both males and females. It’s truly an outstanding record for us."

TED McENROE, WBRU/PROVIDENCE: "With ‘Common Ground’, Rhythm Corps has one of those rock and roll songs you find infrequently: great listener response, great sales. ‘Common Ground’ is destined to be one of the Top Songs of 1988."



"Common Ground" Produced by: Ben Grosse
Album Produced by: Randy Bishop with Spencer Proffer for Pasha
Management: Randy Sosin and Allen Kovac for Left Bank Management



CBS Records Inc.

Distributed by CBS Records

Behind Format Room Door

Continued from Page 46

No News Is Good News

Surprisingly, one of the longest discussions involved the role of news on AOR, even though virtually everyone present felt the same way: except for AM drive, no news is good news. A show of hands revealed that only a couple of programmers use news in other dayparts. The overwhelming consensus was that while AOR listeners undoubtedly want to know what's going on, they seek their news elsewhere. To try competing against the all-news or full-service stations and their large staffs (not to mention Brokaw, Rather, Jennings, CNN, and the rest) was seen as self-defeating. Bridges was the most vocal supporter of news, and seemed genuinely disturbed by his peers' position on the subject.

All in all, it was a good session; unspectacular, perhaps, but one from which anyone should have been able to glean some new insight into the issues concerning AOR. Egos were "checked at the door."

And no one scolded the format for not playing enough new music.



THREE AMIGOS — Consultant Tom Teuber (l) and WMAD MD Paul Marszalek (r) attempt to find out just what the heck WCMF/Rochester PD Stan Main is doing at a Midwest convention.



MORE AOR DUDES — Having a scorchingly good time at the Conclave are (l-r) Elektra rep Beau Siegel, KQRS/Minneapolis PD Dave Hamilton, WLZR/Milwaukee PD Greg Ausham, WCMF/Rochester PD Stan Main, WLZR Promotions Director/evening dude Jay Philpott, and KQRS personality John Jorstad.



GUESS WHO'S COMING TO DINNER? — Why, the Jesus Master, of course (aka Virgin's Jeff Naumann), who was on his best behavior with WAOR/South Bend MD Sue Frey and A&M stud Craig Lambert.



KISS OFF — Magic Johnson and Isiah Thomas ain't got nothin' on KFMQ/Lincoln MD Joe Skare (l) and KGGG/Des Moines PD Phil Wilson, who demonstrate what can happen when you throw a bunch of sweaty radio guys together in Minneapolis.

Is it better than sex?

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SEGUES

WHCN/Hartford overnigher **Tom Bass** has been named MD at WPLR/New Haven. He replaces **Christina**, who exited two weeks ago . . . **Mark Seignious** is the new Promotion Director at KXRK/Seattle . . . KCAL/Riverside-San Bernardino has upped **Penny Drake** to Promotion Director . . . KROQ/Los Angeles Promotion Director **Diane Morales** has exited . . . **Ann Johnson** has been promoted to ND at WXQR/Jacksonville, NC . . . **Gerry O'Day** has added AMD duties at CFOX/Vancouver . . . Less than a week after being named MD, new WSHE/Miami PM driver **Shadow Stevens** quit and returned to Houston . . . WRQK/Canton MD **Greg Morrison** has been named acting PD. **Mike Michelli** will handle music calls.

Larry Bruce Communications has signed Australian broadcast group Austereo Ltd . . . WBRU/Providence has dropped B/D & A in favor of Fred Jacobs . . . WRQK/Canton is no longer consulted by B/D & A . . . Former KFMG/Albuquerque PD **Karl Baehr** has ended his relationship with Sun Media . . . WNGZ/Elmira, NY OM **Charlie Foster** has been named Director/Secondary Radio for Paul Yeskel Promotions/AIM Marketing. WCFR/

Springfield, VT personality **Dan Z** has replaced 'NGZ evening man **Mark Johnson**.

WDRG/Hartford jock **Sebastian** has crossed the street for the AM drive opening at WCCC. **Diane Novak** replaces **Julle Johnston** as morning co-host . . . WPYX/Albany's **Cliff Nash** is relocating to Philadelphia for weekends/swing at WMMR. To replace him, 'PYX has shifted the schedule and added **Suzanne Joy** for overnights . . . KYW-TV/Philadelphia SD **Lou Tilley** now does sports updates and commentary for WYSP . . . Newperson **Sue Cook** has joined the KUPD/Phoenix morning show . . . WMMQ/Lansing middayer **Lyn Peralino** has crossed the street for afternoons at WJXQ . . . **Sherry Moore** has been upped to mid-days at WAQY/Springfield, MA. **Beca Reed** moves to nights. **Paul Wesley** exits . . . WXLS/Biloxi jock **Kandi Anderson** now does middays at WZEW/Mobile. **Rik DuVall** exits . . . KFMG/Albuquerque has upped **Megin Taylor** to overnights. **George Welsh** exits.

KLOS/Los Angeles's new programming phone number is (213) 840-4836 . . . WYMG/Springfield, IL has moved to 1030 Durkin Drive, Springfield, IL 62704; (217) 546-9000.



MIKE KINOSHIAN

ADULT CONTEMPORARY

Is Less Talk More Appealing?

Positioning statements (i.e., "continuous soft hits" and "nonstop favorites") help determine a station's future by defining its thrust. One of the more popular slogans bandied about these days is "less talk." However, it often creates the impression talk is bad. This week's column offers opposing views from two PDs regarding the "less talk" posture.

Last month, "Lite Hits" WEZO/Rochester changed call letters (to WRMM) and identity to "Soft Rock, Less Talk." Station officials say use of "Less Talk" came about as a result of research, which revealed listeners wanted to hear music — not interruptions.

Building An Image

According to PD David Isreal, the phrase showcases the station's product: music. "We found people were starting to get tired of some talk they heard on other stations. We want to make it very clear that music is what our product is," he said.

WRMM's architects are constructing the station on a "less talk" foundation. "When you begin a station, you must build an image based on *something*," continued Isreal. "We'll spend the next year building on this image. Everything has to be identified as a product. Years from now, as the station evolves, this will still be the single thread of continuity running through the station."

Isreal believes the quality of talk dictates whether or not it's a negative factor. "If the audience was made up of PDs, they could hear some great programming. We're trying to get away from self-gratifying talk. We've found people perceive lots of talk when there's little information."

How to deal with artist/title references is a common programming concern. Said Isreal, "Even if you hear it 12 zillion times, it's still fine to say, 'That's Michael McDonald with 'Sweet Freedom.'" WRMM boasts frequent 40-minute music sweeps and artist/title mentions in these blocks are kept to a minimum. "After the fourth song in the sweep, we'll front announce the next artist to be played," said Isreal. Back-sells are used as a bridge to stopsets. Announcers do not talk over record intros.

Format Elements Trigger Talk

Other format elements also trigger talk. "In the morning, people want to know about weather, time, temperature, information, and traffic," Isreal continued. "Needs change as the day goes on. We have less talk in the morning compared to a high-power morning show; we have less talk middays and afternoons compared to a straightforward AC. It's a lot more than Beautiful Music and a lot less than CHR."

Ratings Facts And Figures

For several books, WEZO/Rochester (now WRMM) had sputtered 12+ and 25-54 before hitting an upward trend in the winter '88 sweep. Strongest gains were made middays where it bested its double digit performance of a year ago.

WAXY/Miami experienced its second downward book. However, its 12+ and 25-54 shares were a tad better than last winter.

Here's a quick review of how the stations ranked in Key demos in their respective markets.

	12+	18-34	25-54	35-64
WEZO (19 signals)	7	7	5	5
WAXY (37 signals)	14	7	7	9

Rankings are based on metro shares Monday-Sunday 6am-midnight from the Arbitron winter '88 survey.

WRMM announcers have some flexibility in what they can say, especially in the area of lifestyle. "If it's going to be the hottest day in history, we'll say so. People want to hear a human being on the other side of the radio," Isreal said.

He also believes that if a station has researched its music, the "less talk" image can pay dividends. "If you have excellent people executing it — so the format doesn't sound automated — I think the future is really bright. There's a demand for it right now. I don't know if I'm comfortable with 'no talk' stations. That's something else to watch out for."

Reach Out To Audience

WAXY/Miami PD Kenny Lee isn't a fan of "less talk," and feels the concept caters to focus groups and research studies. "Generally, focus groups want stations to play lots of music and take off all announcers. That's been tried and it doesn't work. A dominant station has to reach out and touch folks.

"You have to make an emotional connection with the audience. We can all play the same songs and run stopsets at the same time. The only element that pretty much separates one station from another is the content between songs and commercials," he said.

A fundamental programming headache is monitoring the amount of talk between songs. Lee has a solution: a five-point plan to assess his airstaff. "One trick we use is to begin talking when a record starts. Depending on the length of the record intro, you have a built-in max-

Less Talk: One Consultant's View

Consultant Mike McVay suggests use of the phrase "less talk" depends on the station's current status. "We use the term when we're trying to establish a music position. As the cume increases, we'll start putting on personalities."

None of McVay's stations are total personality 24 hours a day. "Our most successful stations have four- and five-person morning shows and a strong PM drive program. 'Format 41'-type stations are always 'less talk' throughout the day. People seem to perceive talk outside AM drive as a negative. If you talk as little as the audience wants you to, you'd be a tape service. If it's a normal AC or an '80s AC, we start out as a music machine — sometimes not having DJs outside of AM drive."

McVay warns of a potential drawback to stations bragging about "less talk." "One of the big things research shows listeners complain about is announcers talking over their favorite songs. A big

mistake stations make is they talk a lot about how little they talk. If you want to show someone less talk, do a zero-talk music sweep, or play ten in a row."

McVay feels jingles or liners should be utilized to keep the music moving. "People in focus groups will say, 'They keep telling us they talk less,' and they all laugh because they think it's a joke. Less talk is a benefit — only if it's credible."

Said McVay, "There has to be some talk on a station, or it's not memorable."

Editor's Note: Other programmer and consultant opinions on this subject are welcome.

Music, Format Clocks



:55 ID
Power recurrent:
STEVE WINWOOD/Back In the High Life Again
'70s oldie:
ORLEANS/Dance With Me
Slogan liner:
"Soft rock, less talk."
Power "B" Early '80s:
SHEENA EASTON/Morning Train
"D" '60s oldie:
BEATLES/If I Fell
Definition liner:
"Soft rock means James Taylor, Steve Winwood, and . . ."
Power recurrent:
MEDLEY & WARNES/(I've Had) The Time Of My Life
"A" '80s oldie:
DAN HARTMAN/I Can Dream About You
Slogan liner:
"Soft rock, less talk."
"B" '80s oldie:
EURYTHMICS/Sweet Dreams (Are Made Of This)
"C" '70s oldie:
SPINNERS/I'll Be Around
"B" liner: " . . . less talk means a 40-minute music sweep every hour."
Power "A":
ROSS & RICHIE/Endless Love
Non-power "A":
BILLY JOEL/Leave A Tender Moment Alone
Commercial Cluster #1:
(Led by weather, two minutes of commercials)
Liner: "Soft rock, less talk."
Power "C":
COMMODORES/Easy
Current:
JETS/Make It Real
Commercial Cluster #2:
(Led by PSA, two minutes of commercials)

"B":
BOB SEGER/Night Moves
Commercial Cluster #3
(Weather, two minutes of commercials)



:00 ID
STEVE PERRY/Oh Sherrie
Announcer talk over
GEORGE HARRISON/Got My Mind Set On You
Jingle
DAN HILL/Sometimes 'When We Touch
Announcer talk over
GEORGE BENSON/Give Me The Night
Announcer talk over
ASSOCIATION/Never My Love
Station promo
RICK ASTLEY/Together Forever
Commercial Cluster #1:
(Four minutes of commercials led by station promo, ended by jingle)
DAVE CLARK FIVE/Because
Station promo
KENNY G/Songbird
Announcer talk over
DAN HARTMAN/I Can Dream About You
Commercial Cluster #2:
(Three minutes of commercials led by station promo, ended by weather)
PHIL COLLINS/Take Me Home
Jingle
WHITNEY HOUSTON/Where Do Broken Hearts Go?
Announcer talk over
ZOMBIES/Time Of The Season
Commercial Cluster #3
(four minutes of commercials led by station promo, ended by jingle)
BILLY OCEAN/When The Going Gets Tough

imum length to talk. I like my talent to be *bright, tight, brief, real, and relevant*. The most important is relevance. If the content isn't relevant, it doesn't belong."

Evaluating Announcers

Lee evaluates each announcer at least once every two weeks. In what he terms the "City Test," he makes certain each announcer includes a reference to Miami once every 15 minutes. "It gives us the ability to compete effectively against stations that don't." As a guideline, he says any bit lasting longer than 30 seconds is too long.

Many successful "less talk" stations imply they're playing more music — but are they really? "We're playing less music strictly because we have the highest spot load in the market," Lee said. "We run a maximum of 11 minutes an hour. Most other stations run eight or nine."

And certain key competitive factors also need to be considered. "If a 'less talk' station doesn't have any direct format competitors,

how do we know that slogan line is making them successful?" Lee asked. "To me, radio is show business and a communications business. If you're structuring your station around a concept where it's not relating because it's not talking, then you've become a jukebox. It makes more sense to control the content rather than eliminate it.

"I got into radio because I liked the emotional contact with the audience. Dominant stations are plugged into the community. Big guns like KDKA (Pittsburgh) and (CHR) Q105 (WRBQ/Tampa) get big ratings because they're involved in the lives and thoughts of their listeners. The less a station talks, the more vulnerable it is to attack. If you can't talk on the radio, you're missing a huge opportunity to have impact.

"There's always going to be a place for someone to put on a music-intensive format, particularly for in-office listening during middays. But I contend that station would be very vulnerable because of its lack of emotional contact."

You're Invited To Columbia's Cookout!*



James "D-Train" Williams
 "In Your Eyes"
 A Better Burger!
 84 UC REPORTERS — 88%
 URBAN CONTEMPORARY CHART 25



Terence Trent D'Arby
 "Sign Your Name"
 "Have It Your Way!"
 URBAN CONTEMPORARY CHART 9
 95 UC REPORTERS - 99%
 ONE OF THE HOTTEST



Earth, Wind & Fire
 "You And I"
 Char-Broiled To Perfection!
BREAKERS.
 66 UC REPORTERS - 69%



Lisa Lisa & Cult Jam With Full Force
 "Go For Yours"
 NOW ON 45 UC REPORTERS
 ONE OF THE MOST ADDED



Herbie Hancock
 "Beat Wise"
 On Your Desk This Week!
 Hot Off The Grill!



George Michael
 "Monkey"
 Hickory-Smoked!
 URBAN CONTEMPORARY CHART 7
 81 UC REPORTERS - 84%



Public Enemy
 "Don't Believe The Hype"
 Selling Like Hotcakes!
 NOW ON 27 UC REPORTERS INCLUDING:
 WDAS KRNB WZAK
 WUSL WHRK WLUM
 WDJY WEDR KMJM
 WHUR WOWI KDAY



Johnny Mathis
 "I'm On The Outside Looking In"
 Sugar-Cured And Aged Served Steaming Hot!
 KDLZ WPLZ
 WOQK WANM
 KMAP

*(Indoors Or Out) We're
 The "Constant Cooker!"
 ... And Radio's Best
 Friend!



Columbia's Got The Perfect Instant Party! Shake Well, Mix Freely, . . . Add Volume!



WALT LOVE

URBAN CONTEMPORARY

WATV: The Little Station That Could

Music Variety Helps AMer Hang Tough In The Top 10

WATV/Birmingham, a 24-hour AM that's 1000 watts days and 250 watts nights, competes with such vigor that it continues to produce better than average Arbitron ratings each book in a market that has 24 stations vying for audience. Not only that — six of those outlets alone are fighting for a slice of the Urban listening pie.

A sample of WATV's numbers: among persons 12+ Mon-Sat 6am-midnight, the station is sixth in the market, going 3.5-5.5 in the winter '88 book. The outlet is seventh in persons 18-34 for the same time period; 25-54, it's fifth. During mid-days, WATV is sixth with 18-34 year-olds, fifth with 25-54 year-olds. As for weekends, the station is the fifth highest-rated in Birmingham.

Formula For Success

Just what is this little station's secret? For some answers, R&R recently spoke to the station's VP/GSM Shelly Stewart and MD Ron January.

Not surprisingly, community involvement and audience familiarity are at the forefront of WATV's success. "We stay in the streets so

people in this city will know us any place, any time," says Stewart. "Our staff stays involved with voter registration drives and anti-drug programs, as well as with schools and churches. We've been here 12 years, but my PD, Erskine Baush, has been working in this market since 1949."

As for the station's music selection, MD January pretty much has it down to a science. "We stick very close to our Top 30 as a guide during every daypart," he explains. "Our research efforts are very grassroots, but it seems to work for us. At the end of each week, we look at the requests, store reports, national trade publications, and our knowledge of what's happening in the local clubs. After reviewing this information, we decide which songs will become our hot rotated records for the upcoming week."

Most stations don't look at requests as intensely as they used to because of the possibility of getting repeated requests from the same callers. Yet WATV appears to be an exception to this rule. "If we can get information from our phones, it's better than having no research information at all. Also, when we talk to the stores around here, we're really getting the correct information because we know the people. We're not getting hyped like some stations might, since they often don't really know the people they're dealing with."

A Station Of Hits

"We rotate the hits, mixing them with oldies and recurrences throughout the programming day," January explains. "Most of the time, you'll hear two recurrences, two oldies, and selected hits during each hour of programming. We want what I call the 'punch-in' effect. Anytime you punch us in, you're going to hear a hit, be it a current hit, a recent hit from months ago, or a classic hit from years ago. Our audience seems to like it, so we're sticking with it."

WATV also does a fair share of specialty programming during the week. "We really prefer the so-called 'old-fashioned' way of programming," he says. "In other words, we don't have a tight format for our jocks to follow. They do have guidelines, of course, such as knowing where the stopsets should be and how long they last. After that, however, we don't use format clocks, except for the positioning of oldies and recurrences. Each person knows what's expected of him and what he should be doing from set to set. After that, we let the jocks do things to their liking. It tends to make the station sound very friendly."

"From 11am-2pm, we have an oldies program hosted by David Mitchell, who's also known as the 'Rocking Giant.' The best thing about his show is his fantastic record collection. We allow him to bring in his own oldies for the show. Some programmers out there would call that old-fashioned, but we think of it as productive. He knows what mood he's trying to create each day, and the end results are what's important."

"He not only gets into the Motown stuff, he gets into blues by people like Muddy Waters, Bobby Bland, Z.Z. Hill, B.B. King, and



GLADYS IN DALLAS — On a swing through the Dallas metroplex, Gladys Knight visited the K104 staff and took a moment to pose with VP/Programming Michael Spears.

others. He also turns it out about once a week with some of that good material from groups such as Harold Melvin & The Blue Notes when Teddy Pendergrass was still singing lead."

Gospel also plays a significant role. The music is heard daily bet-

ween 8-11am. "People in this town know that we're the place for gospel music," says January. "After they get their gospel, they know it's time for a little trip back into the '60s with David. It's good programming, and it certainly makes for a fun day of good radio listening."

ACTION

Stan Bell has been named MD at WHR/Memphis, replacing acting MD Maxine Todd; Michael Jefferies becomes MD at sister station WDIA . . . Doc Holliday succeeds Michael Wheeler as WQMG/Greensboro PD . . . B.J. Williams becomes PD at KROZ (Z92)/Tyler, TX . . . Marcus Highsmith is the new MD at KMAP/St. Paul. James Hamilton joins for mid-days. He replaces Terry Walker, who now hosts AM drive.

Former WJTT/Chattanooga PD Frank St. James rejoins the station for evenings . . . Former KKFX/Seattle PD Alex Darby is now handling overnights for KDKO/Denver . . . Wayne Bright joins KRNB/Memphis for overnights succeeding Johnnie Walker, who's become Promotion Director . . . Johnny Z is WLUM/Milwaukee's new Promotion Director; exiting Bobby Z now handles promotions for KKDA-FM (K104)/Dallas.

Sizzling Summer Scene: WMYK (K94)/Norfolk recently held its Power Fest '88; participants included Burrell, Rainy Davis, Tony! Toni! Tone!, and local group Sesil & Lujon . . . WKYS/Washington kicked off its summer concert series with a reggae festival featuring Jimmy Cliff . . . Tony! Toni! Tone!, Gerry Woo, and Al B. Sure! were among the performers at WVEE/Atlanta's Summerfest '88.

WLOU/Louisville welcomed over 20,000 people to its ninth annual Summerfest . . . Across town, WJYL's Summer Jam included sets by E.U., Dana Dane, Troop, D-Train, By All Means, and Burrell . . . Rappers Whodini joined WJLB/Detroit jocks for the first game of the station's fourth annual Strong Songs Celebrity Softball Series.

WDIA/Memphis is asking all former station air personalities to send airchecks for its Hall Of Fame, set to open during the station's 40th anniversary celebration in October. Forward tapes to OM Bobby O'Jay, 112 Union St., Memphis, TN 38103.

UC DATA BANK

Loyal Viewers

An Impact Resources survey shows black Americans are more loyal viewers of the major television networks, superstations, and cable networks. Blacks watch an average of nearly three hours of television daily, just 3% below the average for all US adults. In addition, a full 41% subscribe to a cable TV service, while nearly half of those polled own a VCR.

Other TV viewing statistics:

- Blacks are 650% more likely to watch Black Entertainment Network than other adults
- Viewers of Financial News Network, Cable Health Network, and C-SPAN are more likely to be black

• Blacks are more inclined to watch television news

• Blacks are 11% more likely to watch local news coverage, while 40% are more likely to watch television news at noon.

Newspapers are also an important information source for blacks:

- Reading a paper is a regular habit for 50% of those surveyed
- Reading a local morning daily is 30% more popular with blacks

• Black newspaper readers are also more likely to read classified ads and ad circulars.



ANOTHER JACKSON BOWS — Atlantic's Paul Jackson Jr. recently debuted at L.A.'s Club Lingerie. Standing (l-r) are Jackson's manager Earl Cole, Atlantic Sr. VP Sylvia Rhone, Jackson, KACE/Los Angeles PD Pam Wells, Atlantic's Rick Nuhn, and sax man Gerald Albright.

**"The New Never Wore Off
My Sweet Baby"**

The new
smash single
from the
new album

Dean
Dillon

s l i c k
n i c k e l

The New Dean

Of Country Music

Country with a *Capitol* "C"

Produced by
Randy L. Scruggs

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LON HELTON

COUNTRY

CMA Names Broadcast Award Finalists

The Country Music Association has announced this year's finalists for the Broadcast Personality of the Year award.

Nominees in the Radio and Broadcast Personality categories were selected in two rounds of voting by CMA members. An anonymous panel of judges — all of whom are industry notables — will review finalists' airchecks and presentations. Winners will be announced on the CMA awards show, telecast live on CBS-TV October 10.

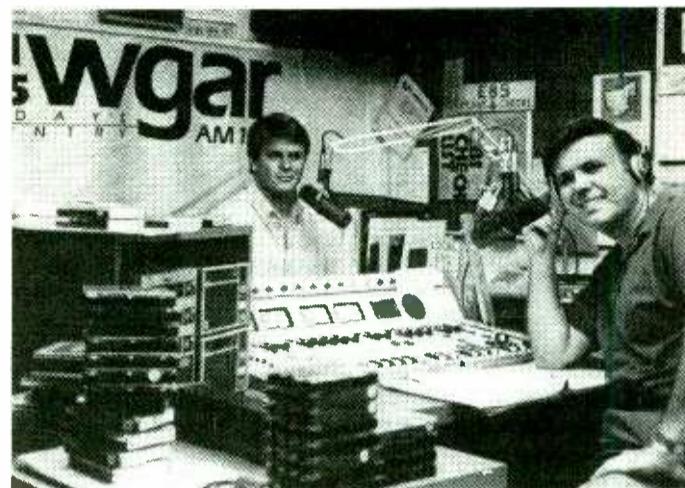
Normally there are five finalists in each category. However, this year there's a three-way tie in the

large market voting, and a two-way tie in the medium contest (resulting in seven and six finalists, respectively). The finalists are:

• **Large Market:** Mary Ball, WMZQ/Washington; Bill Dollar, WSOC/Charlotte; Country Joe Flint, WSOP-AM & FM/Salt Lake City; Joe Wade Formicola, WWW/Detroit; Joe Hoppel, WCMS/Norfolk; Joe Ladd, KIKK/Houston; and W. Steven Martin, KNIX/Phoenix.

• **Medium Market:** Tom Allen, KASE/Austin; Keith Bilbrey, WSM/Nashville; Billy Buck, WBIG/Greensboro/Winston-Salem; Art Sanders, KGA/Spokane; Claude Tomlinson, WIVK/Knoxville; and Al Wyntor, WSM/Nashville.

• **Small Market:** Ken Curtis, KYKX/Longview, TX; Dandalion, WRKZ/Hershey, PA; Bobby Owen, KEAN/Abilene, TX; Johnny Randolph, WKLO/Danville, KY; and Cousin Ray Woolfenden, WPWC/Dumfries, VA.



PITCHING IN — Cleveland Indians pitching ace (and major league country fan) Greg Swindell (l) recently co-hosted the midday show on WGAR-AM & FM/Cleveland with Chuck Collier.

FRIENDSHIP NET FORMED

Radio Sends Roy To Russia

More than 100 Country stations — including WQYK/Tampa, WIL/St. Louis, WYRK/Buffalo, and KMPS/Seattle — have joined the newly-formed Friendship Radio Network, established by the Nashville-based Jim Halsey Company. One of the first projects supported by the net is Roy Clark's 12-concert "Friendship Tour" of the Soviet Union, slated for November.

As part of a nationwide promotion, each of the network's member stations will be provided with several pages from a poster-sized Friendship Card. Stations will ask listeners to write personal greetings to Soviet citizens on these pages. The card will also be available for signing at Clark's concerts through October. A minimum \$2 donation is requested with each signing.

The card will then travel with Clark to Russia, where he will display it on stage each evening. Eventually the card will be presented to General Secretary Mikhail Gorbachev, for exhibit at the Friendship House in Moscow.

The tour is sponsored by the US Information Agency, which supplies logistical assistance but is no longer funded for cultural exchange. Funds raised by the promotion will be used to cover trip expenses. A major fundraising



Roy Clark

event is scheduled September 9 in Nashville, when Bob Hope will host a black-tie dinner on Clark's behalf.

For more information on the Friendship Radio Network, contact the Halsey Company at (615) 244-7900.

CLOSE-UPS

• **KNEW/Oakland-San Francisco** morning personality Jon Wallin recently broadcast live from the deck of the USS Enterprise when it entered the Bay Area after a stint in the Persian Gulf.

Wallin accepted dedications to the crew members from their friends and families. These were played back to the crew during live on-board morning shows from the ship's radio station June 29, 30, and July 1. His July 2 on-deck show featured dedications from the crew back to their waiting families and friends.

• **KJNE/Waco, TX** added a unique twist to its direct mail "Incredible Prize Catalog Sweepstakes." The grand prize winner was allowed to select from 15 prizes, including seven cars (among them a Mercedes and a Porsche), four exotic trips, a condominium, and a scholarship to Baylor University. Instead, the winner chose a \$30,000 stock portfolio of companies doing business in Waco.

• **KLIK/Jefferson City, MO** unwittingly caused phone system chaos for the state. Over a period of time the system had gone down for periods up to 20 minutes, three to four times a day.

Perplexed officials finally discovered the problem was caused by state employees trying to win KILK's "Loot In The Boot." In fact, one person devised a method using the "flash" and "redial" buttons (thereby dialing KLIK's contest line on eight different lines simultaneously).

Authorities have responded by restricting state employees' access to all Jefferson County radio stations' contest lines.

• **WKXX/St. Louis** sponsored the first-ever "country night" at a club owned by St. Louis Cardinals manager Whitey Herzog.

• **KNFO/Waco, TX** helped raise \$144,000 as the Central Texas station for the Children's Miracle Network. In the same vein, **KILT-AM & FM/Houston** raised more than \$10,000 for local charities with its eight annual **Dean Scott** Celebrity and Mixed Doubles Tennis Tourney.

• **WSOC/Charlotte** wired a get-well telegram to race car driver **Bobby Allison**, who's recovering from injuries sustained in a recent race. The telegram contained the names of call-

ers who had phoned in their best wishes, with some calls coming from as far away as Florida and Alabama. There were so many names, the telegram had to be sent in two parts.

• **KRMD/Shreveport** awarded \$101,000 in cash and prizes during its "Lucky Money Sweepstakes." Listeners holding US currency of any denomination — with the sequence "101" in the serial number — were eligible to play.



MMM ON THE KASE — KASE/Austin presented a Michael Martin Murphey concert featuring a guest appearance by his son Ryan. Murphey donated the proceeds from the show to the athletic booster club of a local high school, where Ryan is a senior. Pictured after the show are (l-r) KASE MD Steve Gary, Murphey, and KASE personality Bob Pickett.

HAVE YOU HEARD

WQXK/Youngstown, OH OM **Fred Anderson** has been promoted to GM of sister station WSOM in that city. Named as WQXK PD is **Chuck Stevens**, coming from WBUF/Buffalo. . . WCHY/Savannah MD **Joe Logan** has been upped to PD/MD as OM and nine-year vet **Randy Bush** leaves the station. . . **Jay Taylor** replaces **Mike Nelson** as WCVR/Randolph, VT PD. Afternoon

personality **Alan Clark** is upped to MD. . . **Rob Ryan** is the new PD at WEBC & WAVC/Duluth, MN. . . **Steve Long** is the WBHP/Huntsville, AL acting PD following the departure of **Jack Evans** for the WQIK/Jacksonville PD gig.

Diane Lyn to evenings at WPOC/Baltimore from crosstown WQSR. . . **Ken Barber** now wakes 'em up in

Peoria at WXCL. . . After stints at KRAM and KMZQ/Las Vegas, **Scotty Allen** has settled into evenings at KFMS there. . . New to middays at WWBE/Mifflinburg, PA is **Lisa Richards** from WMRF/Lewistown, PA. And joining B98 as Production Director after a four-year absence from radio is **Daryl Willow**. . . WWKA/Orlando evening talent **Mike James** has

been named Promotion Director, with **Tom Haley** joining for evenings.

Jean Jangda has joined the news staff of KIKK/Houston and will be co-anchoring the morning 'casts with ND **Chuck Wolf**. . . KVET/Austin will carry Texas A&M football this fall. . . And WKQS/Miami, which has called itself KISS-FM since the beginning, has officially changed calls to WKIS.

LABEL PRODUCT PROMOTIONS

Cosmic Cows, Paper Bags, & Chili Peppers

Ever wonder how record labels come up with ideas to promote their product? Read on.

It's In The Bag

While meeting about the release of the Oak Ridge Boys' "Gonna Take A Lot Of River," the MCA/Nashville staff talked about finding ways to create interest in the new single. At that time, Sr. VP/GM Bruce Hinton commented, "This record is so good, you could ship it in a paper bag and it would be a hit." While the staff laughed, VP/Promotions Shelia Shipley said, "Maybe you have something there." After scrambling around for paper bags and getting cards printed that same day, the record was, indeed, shipped in a brown paper bag.

Bovine Boogie

Looking for a graphic to promote a compilation CD, RCA/Nashville's staff came up with an unusual approach. The Judds' "Cow Cow Boogie" was one of the songs included on the CD; a staffer found a picture of cows in a magazine. That picture became the cover and the compilation was in turn titled "Cow Cow Boogie." To date three "New Breed" CDs have been released, with the latest boasting "The Greatest Music Ever Herd."

Following the initial "Cow" release, RCA/Nashville Art Director Mary Hamilton came across a painting called "Cosmic Cow"; it

portrays a cow with a picture of the world on its side (see accompanying art). The label purchased the rights for the painting and now uses it in all "New Breed"-related advertising. Hamilton said the painting "made people interested because they asked, 'why the cow?' The cows are fun, and they're funny."

Hot, Hot, Holly

To promote Holly Dunn's latest LP, "Across The Rio Grande," MTM sent out packages labeled "The Hottest Thing Across The Rio Grande." Besides a cassette, the packages contained a photo of Dunn, pinto beans, Tabasco sauce, chili peppers, cactus seeds, spicy seasoned salt, and a tiny Mexican hat with a blanket attached. MTM Director/Artist Development Robin Kaye and Eleanor Keesecker of promotional merchandising firm Secret Identity came up with the idea.

Rumor Roundup

In the wake of MTM Entertainment Inc. being bought by the English firm Television South, the MTM Music Group has been the target of speculation. Word on the street has CBS taking over distribution of the label from Capitol. According to MTM Director/Pub-

licity Sandy Neese, "There's nothing to confirm or deny. Capitol is still distributing our product, and it will remain that way."

Southern Roasted

The National Entertainment Journalists Association will roast radio veteran Charlie Douglas on August 3 in Nashville. The event will be co-hosted by Capitol's Paul Lovelace and Opryland Music Group's Charlie Monk. The list of roasters includes Patty Loveless, Johnny Russell, Tom Schuyler, Fred Knobloch, Craig Bickhardt, Becky Hobbs, Jack Greene, Jan Howard, Dick Beacham, Biff Colie, Frank Leffel, Harold Shedd, Joe Bob Barnhill, Steve Popovich, and several surprise guests. Tickets are \$15; proceeds benefit the NEJA scholarship fund.

Jury Favors Gilley

Jurors in Houston deliberated for six hours before awarding Mickey Gilley \$17 million in a suit against ex-manager and business partner Sherwood Cryer. Alleging that Cryer and accountant Gerard Willrich defrauded him during their association, Gilley sued for \$8.2 million plus punitive damages and a demand that Cryer remove Gilley's name from the club bearing his moniker (made famous by the movie "Urban Cowboy"). The jury has ordered Cryer to remove Gilley's name from the establishment. However, Cryer has said he will not change the name while he appeals the decision.

Bits & Pieces

• George Strait was visiting his father in Texas recently when he was rescued by a stranger. Seems he was driving an old pickup he had owned since college when it died on a dirt road in the middle of nowhere. In a fortunate turn of fate, Rob Kerr happened to drive by and offer Strait a lift. After realizing who Strait was, Kerr began thanking him just for riding in his car.

• Nashville meets Hollywood this fall when the Sweethearts Of The Rodeo and the Oak Ridge Boys occupy cubicles on the game show "Hollywood Squares." The Oaks will sit two to a square . . . Bocephus is getting ready to open Hank's Classic Collectibles at his Paris, TN headquarters in August. The museum will feature his collection of 25 restored cars from the '40s, '50s, and '60s, as well as personal and career items belonging to Hank Williams Sr. and Junior . . . Kenny Rogers has entered into a partnership with Barris Industries, Inc. to host a weekly, one-hour TV talk show and a prime-time special. The one-hour special, "Kenny Rogers's Classic Weekend," will be taped in September at



HOOFING IT — One of RCA's "New Breed" of promoters.

Rogers's Georgia farm. Jon Peters, Co-Managing Director of Guber-Peters-Barris, said the talk show will be syndicated for the 1989 season . . . Conway Twitty is clos-

ing his fan club doors because of rising maintenance costs. Direct all inquiries to (615) 822-3210.

— Debe Fennell



SMILES ALL AROUND — Happy about this month's release of Kim Cames's (c) new album are (l-r) MCA/Nashville's Don Lanier, Jimmy Bowen, and Bruce Hinton, and Cames's husband Dave Ellingson.



JUDY, JUDY, JUDY — Judy Rodman joined a host of other stars for WLLR/Quad Cities' Great American Celebration, which attracted some 11,000 people to the Mississippi riverfront. Caught in the act of celebrating are (l-r) PD John Keith, Rodman, and MD Ron Evans.

Monk Takes Post At Opryland Music Group

Publisher/producer Charlie Monk has joined the Opryland Music Group as Creative Services Director for Acuff-Rose Music, Inc. (BMI) and affiliated Milene Music, Inc. (ASCAP). Monk says of his new position, "I want to be part of the creative process, and the Opryland Music Group is a terrific place to do just that. The Acuff-Rose/Milene catalog is a wonderful asset, one of the greatest catalogs in the world."

For the past six years Monk has op-

erated his own publishing company. Earlier he had served as ASCAP Associate Director, head of CBS Songs (1977-1982), board member of Nashville Songwriters Association International, President of AFTRA/Nashville, and founder of the Organization Of Country Broadcasters and the National Gospel Radio Seminar. Monk recently sold his interest in Randy Travis's publishing firm to Travis and the singer's manager, Lib Hatcher.

NAVY BROADCASTING SERVICE

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CDB IN CUBA — While in Cuba to entertain the troops and tape a TNN special, Charlie Daniels also did a stint on the Guantanamo Bay radio station operated by the Navy Broadcasting Service. Pictured in the back row with the station's personalities and technicians are (left) Capt. John Condon, base commander; the USO's Dan Markey (second from left); Charlie Daniels (fourth from left); and TNN's Allen Nelson; in the front row are TNN's Susan Domey (right) and Ron Huntsman (second from right), whose company does marketing for CDB.

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Steve Gary, KASE/Austin, TX: "This is a song the audience responded to right away."

Tim Roberts, WPCM/Burlington, NC: "This proves that Skip can do everything. What a talent!"

Tim Closson, WAXX/Eau Claire, WI: "He has great potential and a lot to offer country music."

Joe Ladd, KIKK/Houston, TX: Skip Ewing is as hot as the weather in Houston."



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EAST

Were still looking for announcers both full and parttime. NJ & PA areas should apply. Rush, T&R: WFMV, Tom Rocco PD, Box 428, Blairstown, NJ 07825. EOE (7/15)

News leader seeks beginner with innate professionalism for opening in near future. Ivy League community. T&R: WTSL, Roger Carroll, Box 1400, Lebanon, NH 03766. EOE (7/15)

Needed, immediately! Self-motivated reporter/anchor for AM/FM combo. Females and New Englanders encouraged. T&R: WFTN, Jeff Lyons, Box 99, Franklin, NH 03235. EOE (7/15)

CHR, WTLQ/Scranton-Wilkes-Barre seeks T&Rs for on-air openings. Must be hot! No calls. Dr. Steve, 409 North Main St., Pittston, PA 18640. EOE (7/15)

WYRY FM/Keene, NH: Soft AC in the heart of New England seeks news-oriented person that can present music. C&R: Steve Young, 130 Martell Ct., 03431 or call (603) 336-5000. EOE (7/15)

Country FM seeks News Editor immediately. Gather, write and air newscasts. T&R: WCTD, Dennis Hazzard, 112 S. Main St., Federalsburg, MD 21632. EOE (7/15)

Chief engineer needed. Maintain 50kw FM, build new AM. Growing company, successful station. Resumes: WKFM & WFBL, Jay Sterin, 1022 Willis Ave., Syracuse, NY 13204. EOE (7/15)

All night jock moves up to Baltimore. Seek new midnight to 6am jock. Good pipes, great production. No calls. T&R: Hitman, 100 KHI, Ocean City, MD 21842. No calls. EOE (7/22)

News Director: Northern NJ AM/FM seeks experienced news-person to supervise department with a strong commitment to local news. T&R: WNNJ, Box 40, Newton, NJ 07860. EOE (7/22)

WNGZ FM, an AOR/CHR cross station in Elmira, NY is accepting T&Rs for future full and parttime openings. T&R: 108 E. Gray St., Elmira, NY 14901. EOE (7/22)

Classic Oldies, WKLX, has a Production Director opening. Bladerunners: We've got the steak, now make it sizzle. C&R: Bill Tod, 259 Monroe, Rochester, NY 14609. EOE (7/22)

50kw CHR FM seeks morning personality with humor. No calls. T&R: 95XIL, Box 1228, Parkersburg, WV 26101. EOE (7/22)

CHR-leaning AOR seeks developing hot midday AT. MD/PD possible. Land your next gig on the way up. WINGZ, Tom Height, 421 N. Franklin St., Watkins Glen, NY 14891. EOE (7/22)

Aggressive assignment reporter/anchor to join Central PA's leading, award-winning news team. Fit the bill? Writing samples, T&R: Box 1070, Sunbury, PA 17801. EOE (7/22)

EXPERIENCED WRITER/ BROADCASTER

to produce daily ski reports for large network serving major Northeastern stations. Solid typing, knowledge of skiing a PLUS. No calls. Resume and demo tape to Lorraine Torrey, NESAC, 10 Cox Rd., Woodstock, VT 05091. EOE

WALK FM 97.5 AM 1370

LONG ISLAND'S #1 RADIO STATION

Has rare full time midday position open. Must have ability to communicate with adult audience, great production skills, enjoy public appearances and have a winning attitude. We're looking for a team player to continue to build our #1 midday numbers. Send tape, resume and production samples to: Mark Daniels, P.O. Box 230, Long Island, New York 11772. No phone calls please! M/F EOE

PROGRAM DIRECTOR

Major Signal FM Adult Contemporary looking for conceptual Program Director who can build and motivate talent. Good sense of direction and organization, previous experience, track record essential. Must be a team player who wants to grow with the radio station. EOE M/F. Call Michael Cohen, WXLO FM, Fitchburg/Worcester 617-752-1045.

PROGRAM DIRECTOR

Ready to move up? Southeast CHR looking for new star to take us that final step to the top. Tell us why it's you. C&R to Radio & Records, 1930 Century Park West, #144, Los Angeles, CA 90067. EOE M/F

TOP 100 CHR

Hot Midday JOC/OPS Dir. for Top 100 Sunbelt Class C, high rated personality CHR. Excellent facility. \$\$\$ plus extra appearances. C&R to Radio & Records, 1930 Century Park West, #130, Los Angeles, CA 90067. EOE

MAJOR MARKET URBAN

Top 10 Urban Powerhouse seeks PM Drive air talent. No beginners. All replies confidential. T&R to Radio & Records, 1930 Century Park West, Box #138, Los Angeles, CA 90067. EOE

MIDDAYS & EVENINGS

100KW, Gold Based AC in Georgia's Golden Isles looking for pros for middays & evenings, willing to work and be well paid for it. T&R and production samples to Rowland Radio, 138 Darien Highway, Suite 6, Brunswick, GA 31520. EOE



Birmingham's number one music station is looking for an overnight air talent. Looking to grow within Capitol Broadcasting. We're an aggressive AC with an obsession for winning. If that sounds like the kind of team you want to play on, rush a tape, resume and recent photo to Smokey Rivers, Program Manager, WMJJ, 530 Beacon Parkway West, Suite 600, Birmingham, AL 35209. EOE

Capitol Broadcasting Corporation

SOUTH

WAVF/Charleston's exclusive AOR is accepting T&Rs for future openings. Strong production skills a must. Jeff Kent, 1417 Remount Rd., SC 29406. EOE (7/15)

WJQI in Virginia Beach seeks PD/mornings. Rush, T&R: Jan Jeffries GM/VP, Box 92, Roanoke, VA 24022. EOE (7/15)

The search is on for "way to cool" air monsters! Egos are a must "controlled." Babies need not apply. T&R: Steve Wall, Box 1498, Enterprise, AL 36331. EOE (7/15)

Immediate openings for 10pm-1am and 1am-5am airshifts at K92/Roanoke. Rush, T&R: WXLK, Jan Jeffries GM/VP, Box 92, VA 24022. EOE (7/15)

Award-winning Virginia AM/FM news operation seeks experienced reporter/anchor. Writing samples, T&R: WINC, Dave Mattingly, Box 3300, Winchester, VA 22601. EOE (7/15)

No stones will be left unturned in our search for "mean, lean, air machines." We're building with the best. T&R: WLHQ, Steve Wall, Box 1498, Enterprise, AL 36331. EOE (7/15)

Metroplex Communications/Orlando seeks a receptionist/clerk WJYO-FM & WPRD-AM. Resumes: Kay Wise, 2001 North Mercy Drive, FL 32808. EOE (7/15)

Seek person wants to concentrate on production for new CHR signal working two top hundred ADI's. T&R: Box 207, Goldsboro, NC 27533. EOE (7/15)

OPPORTUNITIES

OPENINGS

FLORIDA AC MORNINGS
100,000 Watt group GIANT seeks creative individual(s) to increase 2 market dominance. Strong prep and show production. Best cassette and photo immediately to Radio & Records, 1930 Century Park West, Box #139, Los Angeles, CA 90067. EOE

PM DRIVE/MD
#1 Florida AC expanding afternoons. Good pipes, strong production, and music experience. Group owned 100,000 Watt FM for winners only. Photo, C&R to Radio & Records, 1930 Century Park West, Box #140, Los Angeles, CA 90067. EOE

KIX 106FM
Major Sunbelt Country FM in need of a **people oriented program director**. Our Program Director was promoted to VP/GM of another company property. This is not a building situation. This radio station has consistently been number one in our target demographic, book after book for several years. Your job will be to maintain the winning tradition of this sunbelt legend. The inclination and ability to work with national consultants and research companies an absolute must. Excellent compensation and benefit package. Send tape and resume to JOHN BIBBS, WGKX/FM, 5900 Poplar, Memphis, Tennessee 38119.

SOUTHWEST 50KW GIANT: NEWS LEADER
Aggressive, energetic News Director/Anchor for Legendary, full-service Major Market Station, who --
-- knows the audience
-- exhibits and teaches structure and presentation
-- compatibly leads
-- knows what winning feels like
-- can depend on the confidentiality of this ad
Team up with one of the best radio groups in America!
Resume, tape, salary requirements to: Radio & Records, 1930 Century Park West, #134, Los Angeles, CA 90067. EOE

Got a job? Need a jock? Put it in Opportunities -- and get results! Call 213-553-4330.

93BLX
The South's Urban Powerhouse has an immediate opening for a hard working Production Director/Midday Announcer. Multi track experience required. MIDI experience helpful. Must be able to write, produce and voice creative commercials and promos that sizzle! You will manage the production department. Send T&R's to Tony Brown, PO Box 1967, Mobile, AL 36633. EOE

OPENINGS

WAVE 102.5 FM
NAC/WAVE 102.5 & AM TALK/WTKN, Tampa, looking for a talented Production Director. Experience with 8 track equipment is a must. Rush T&R to Blake Lawrence, 4306 N. Tamiami Trail, Sarasota, FL 34234. EOE M/F/H/V. No calls.

K*FOX 95 FM
SALES/PBP:
Play-by-play for nationally ranked womens' college basketball and local sales for 100,000 watt FM. Send PBP tape and resume to Charlie Boswell, K*FOX, PO Box 588, Lufkin, TX 75901. EOE

MIDWEST

KRPT, an expanding SW Oklahoma Country stations, seeks Sports Director/evening AT. T&R: Tim Bailey, Box 1360, Anadarko, 73005. EOE (7/15)

Needed yesterday! Seek experienced news/pbp/announcer. Salary requirements, T&R: FM 98 KGCI, Bruce McBride, Grundy Center, IA 50638. EOE (7/15)

Experienced AT needed for present and future openings. All shifts, we're growing! Salary, T&R: FM 98 KGCI, Bruce McBride, Grundy Center, IA 50638. EOE (7/15)

Rare opening at top CHR 1-94FM: PM drive/production. T&R: WIAL, Rick Roberts, Box 1, Eau Claire, WI 54702. EOE (7/22)

Needed immediately: Personality AT for P2 CHR. Salary requirements and T&R: KZIO, John Michaels PD, 1105 East Superior St., Duluth, MN 55802. EOE (7/22)

FM AC in medium market seeks team-oriented AT for overnights. Stable environment. Great growth opportunity. T&R: WJTW, 2455 Glenwood Ave., Joliet, IL 60435. EOE (7/22)

WZZP/South Bend has an immediate opening for high profile News Director for morning show. T&R: John Curry, Box 644, Mishawaka, IN 46544. EOE (7/22)

WTWR FM "Tower 98" AC/CHR Monroe-Toledo downriver Detroit seeks PD/drive talent. T&R: Bruce Randolph, Box 98, Lasalle, MI 48145. EOE (7/22)

Midday AT with strong production skills needed at Lincoln's Lmost aggressive Gold based AC. T&R: KLIN AM 14, Charlie Michaels, 43-43 "O" St., Lincoln, NE 68510. EOE (7/22)

WJMO is now accepting T&Rs for future announcer openings. No calls. T&R: Steve Harris, 11821 Euclid Ave., Cleveland, OH 44106. EOE (7/22)

WTRC, Northern IN's top-rated Full Service station, seeks an afternoon communicator. Minimum two years' experience. T&R: Box 699, Elkhart, 46515. EOE (7/22)

Hot Midwest Country FM is now accepting T&Rs for future openings. No calls. WTHI FM, Barry Kent, 918 Ohio St., Terre Haute, IN 47808. EOE (7/22)

Soon to be 50kw Country FM in S.W. Oklahoma seeks experienced announcer for mornings. T&R: KFXI, Box 433, Lawton, 73502. EOE (7/22)

WWWW 106.7 FM
NEWSPERSONALITY
DETROIT'S W4 COUNTRY seeks a VERSATILE individual who can be an important part of our MORNING show. Required is an exceptional combination of journalistic and personality skills. CREATIVITY is essential! If you have the necessary ingredients to become a part of both a high profile morning show and an award winning news department, send TAPES and resumes to: JEFF GILBERT, News Director, WWWW Radio, 2930 East Jefferson Ave., Detroit, MI 48207. EOE M/F

OPENINGS

POWER 108
Ready for the Majors? **PROVE IT** part-time! Key shifts and fill-ins. **Grow with Cleveland's new CHR.** T&R's to Steve Kelly, PD, POWER 108, 14781 Sperry Rd., Newbury, OH 44065. No calls/EOE

One of the MIDWEST'S MOST RESPECTED ADULT RADIO STATIONS has a rare opening for a **DRIVE TIME AN- NOUNCER. GREAT OPPORTUNITY!** We're looking for the next Jane Pauley or Joan Lundon to **co-host Top Rated Morning Show.** Beautiful city, great company. Salary open for the "right superstar." Tapes and resumes to Radio & Records, 1930 Century Park West, #117, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR
Small market combo on beautiful Lake Erie needs an **ambitious Program Director.** Quality air shift and strong managerial skills necessary. Experience in **marketing/promotion, leading and training,** engineering knowledge helpful. T&R to Radio & Records, 1930 Century Park West, Box #137, Los Angeles, CA 90067. EOE

OM FOR RATINGS GIANT/ MARKET LEADER
● One of America's hottest radio properties seeks an Operations Manager to direct FM-
● CHR ratings giant and market leading AM Country station. This person will **manage two program directors and the air staff,** plan and execute station promotions, and be responsible for squeezing even more excellence out of two high powered morning shows. Send all information on first reply to **Bob Elliott, GM, WMEE/WQHK, PO Box 6000, Fort Wayne, IN 46896.** EOE

PROGRAM THE SMALL MARKET WITH A DIFFERENCE!
AM/FM regional leader seeks energetic small market talent ready to program. Salary history, T&R to KRDI-FM, Paul Scott, PO Box 27, Decorah, IA 52101. EOE

All the best jobs . . . all over the country . . . every week in R&R Opportunities . . . check 'em out!

Magic 101 FM WFMG
Announcer/copywriter needed. Must be able to communicate with young adults in a music intensive format. Females encouraged. Experience preferred. T&R & photo -- PD, WFMG, P.O. Box 1646, Richmond, IN 47375. EOE

OPENINGS

WWKI 100.5 FM
Award-winning station needs **news professional for reporting and afternoon anchoring.** Experience necessary. T&R to Dave Broman, WWKI, 519 North Main, Kokomo, IN 46901. EOE/MF. Join a market and community leader.

WEST

Informational FSA AM seeks afternoon news/sports talent. Rush salary requirements and T&R: Chris Maathuis, 434 Bearcat Dr., Salt Lake City, UT 84115. EOE (7/22)

San Francisco Bay area AC seeks MD/AT with strong production and knowledge of AC music. No beginners. Chance to become PD. Salary, T&R: Box 2611, Chino, CA 91708. EOE (7/22)

New Tucson FM seeks General Sales Manager. Rare opportunity, great lifestyle! Resume: FM, 2509 N. Campbell #342, AZ 85719. EOE (7/22)

Southern CA West Coast station seeks full time major market news anchor/report for future opening. No calls. T&R: KTMS, John Palminteri, Box 4458, Santa Barbara, CA 93140. EOE (7/22)

Afternoon news anchor for top AM-FM combo in Northern California. T&R: KPAY, Peter Schofield ND, 2654 Cramer, Chico, CA 95928. EOE (7/22)

Hot 97.7 needs one more seasoned Bay area weekender. If you're hot, please rush C&R: KHQT, Christopher Lance, 2860 Zanker Rd., #201, San Jose, CA 95134. EOE (7/22)

KTMS/Santa Barbara seeks fulltime traffic reporter and parttime anchor for future openings. No calls. T&R: John Palminteri, KTMS, Box 458, Santa Barbara, CA 93140. EOE (7/22)

Outstanding opportunity in Colorado Springs. Lite AC seeks AT currently working or living in Colorado. Minimum three years' experience. C&R: OM, Box 17360, CO 80935. EOE (7/22)

HOT NIGHTTIME OPENING
Dominating top station in large So. Calif. market needs hot, crazy 7-midnight air personality for contemporary crossover station. Appeal to teens yet keep large adult demos. Winning attitude. Enthusiastic public appearances. Great production skills. T&R, salary to Radio & Records, 1930 Century Park West, #142, Los Angeles, CA 90067. EOE

AUCTION TO THE HIGHEST BIDDER
KFKA/KISF-FM Greeley, Colorado

The beautiful city of Greeley borders on the front range of the Rockies . . . just 60 miles north of Denver. The FM is a Class C with a full 100,000 watts, and covers over one million people. The AM offers 5kW-D/1kW-N (DA). The local economy is strong, and water is plentiful for agriculture. The stations have had a past successful history. Currently, they are dark.

These valuable stations will be auctioned in Denver on August 17th. The stations are available for inspection in Greeley on August 6th and 7th.

For complete details call:
Roy Rowan
Blackburn & Company, Inc.
9465 Wilshire Boulevard, Suite 518
Beverly Hills, California 90212
(213) 274-8151

OPPORTUNITIES

OPENINGS

96.5 KKFM
Classic Rock n' Roll

MORNING PERSONALITY

Our morning man is moving East for 6 figures. Need warm and friendly, topical, Team Player. NOW! Great community, Super Company, Good Dollars. Classic Rock and Roll, KKFM, 411 Lakewood Circle, Colorado Springs, CO 80910. EOE

PRODUCTION DIRECTOR

For So. Calif. contemporary crossover, also handling midday airshift. Strong production & writing skills. T&R, production & writing samples, salary to Radio & Records, 1930 Century Park West, #143, Los Angeles, CA 90067. EOE

55 KOY
ARIZONA'S RADIO STATION

WANTED***

ONE OF AMERICA'S GREAT MORNING SHOWS!

55KOY is interested in finding an exceptional individual who can keep up with a solid information packed morning show, all the while dazzling listeners with stimulating conversation and/or hijinks that they'll be talking about all day. If you have what it takes, and you're ready to make a big splash in this desert paradise, send your tape, resume, and newspaper clippings of recent splashes to "TERRIFIC MORNING SHOW," 55KOY, 840 N. Central Ave., Phoenix, AZ 85004. EOE. No calls please. Act now! You may never have to shovel snow again.

MORNING NEWS for

Major market Sunbelt Jazz/NAC. Females encouraged. Experience and positive attitude required. T&R to Radio & Records, 1930 Century Park West, Box #135, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR

Looking for strong people-person Program Director who knows how to motivate and has a strong knowledge of music. Three to five years medium market programming experience. PD who wants to win. Send T&R to Ken Brown, GM, 62 KGW Radio, 1501 S.W. Jefferson, Portland, OR 97201. NO PHONE CALLS. EOE

POSITIONS SOUGHT

Afternoons go wild with ROCKY D., formerly with Q101/Chicago; Also KGGI & KCAL in Southern CA. Very motivated and checking. Call now. (714) 626-6498. (7/22)

Talk show host/reporter seeks newstalk station. Medium market experience. Call JIM: (414) 722-1520. (7/22)

We need each other! Five year pro desires afternoon or midday airshift in Top 200 market. Oldies or Classic Rock. DAVE: (715) 258-3049. (7/22)

Recent radio grad with CHR experience seeks fulltime position. Exciting to listen to. TIM: (309) 462-3983. (7/22)

Power95-FM/New York City ad/promo pro is available for same or programming opportunity in Atlanta area now! AL REINOSO: (718) 544-9347. (7/22)

Stable morning personality can light up your next book. Have your machine call my machine and let's talk. GARY: (901) 668-8747. (7/22)

Great voice. Four years' experience in Southern CA area. Good for personality station. Creative. Will consider anywhere. CRAIG: (619) 446-2472. (7/22)

DAVE MARCUS/MARC LAVIK AT with nine years behind the mike. CHR/AC/Oldies/AOR/Country. Parttime nights and weekends. Prefer New England. (401) 946-5205. (7/22)

POSITIONS SOUGHT

Energetic, ambitious broadcaster seeks fulltime AT position eats, sleeps and breathes Oldies. Ready to work for you now. BILL: (414) 886-4195. (7/22)

Kentucky female AT with smooth, pleasant sound seeks challenging position with team-oriented station. No overnights. AC/CHR/AOR/Country. TRACY: (606) 273-8834. (7/22)

Talk show host. Proven success record. Easy, provocative style invites listener participation. Very wide subject knowledge. FRED: (703) 694-4638. (7/22)

Easy listening 15 year pro seeks new major market challenge. Warm, friendly, topical, natural. Currently employed and number one. (Orlando). (904) 255-6789. (7/22)

Ten year news pro with talk show, DJ, and sports PBP experience ready to go to work now. Relocating no problem. Have a job? Will travel. JOHN: (507) 235-6277. (7/22)

Adult communicator/musicologist of top ranked AM ready to give your AC/Oldies station a ratings success. Five-year pro. ROB: (312) 577-5771. (7/22)

Country AT/MD seeks re-start in Midwest or Texas. Seven years' experience. No automation or satellites. KEN: (314) 642-0088 before 10am, after 8pm. (7/22)

Family man with 12 years' experience seeks Eastern medium-major market AC/Country/Oldies station. Currently employed. MARK ANDERSON: (302) 994-3934. (7/22)

One of the best talk-up men you'll find. On the money message. (207) 872-9900. (7/22)

Attention S. Florida: Help! Save me, my boss is an ingrate! Top 35 market experience in CHR/AOR. All formats/shifts welcome. MIKE: (407) 969-2833. (7/22)

Very warm, personal, caring morning man. Super ratings, pipes production, creativity level. Please call in the West. STEVE ALLISON: (209) 297-1598. (7/22)

Veteran ND, anchor/reporter who also does dj show and sports PBP is waiting for your call. Let's get together soon. JOHN: (507) 235-6277. (7/22)

Country PD/MD delivers ratings, awards, sales, local recognition. Prefer within three hours of Chicago. Boss Nknows of ad. ROB RYAN: (218) 728-4484. (7/22)

Greetings Anchor, AKI! Seven years' experience AOR/CHR/AC wants to move crazy morning show north. Very north. Well? WES ALAN: (602) 459-6471. (7/22)

Major market vet seeks quality spot. Good voice, personable style with humor and production. MOR/Talk/Classical/EL. NY/NE. RICH: (314) 968-3593. (7/22)

MD/CHR AT in search of larger market full or parttime position. Prefer West/Southwest. Strong production. MARK: (303) 565-9867. (7/22)

It's simple. I'm hot. Good, creative. Aggressive. Street smart. I play to win. CHR major market pro. JIM: (312) 416-0915. (7/22)

Communicator-M.A.. 18 years' experience. Seek solid company. On-air/production management. Make me an offer. St. Louis or West Coast. DAN RION: (217) 529-9500. (7/22)

Only a year or so on-air experience but 23 years' experience with a friendliness and dependability. Unautomated small markets. MARK: (815) 875-2695. (7/22)

Excuse me, hello there. Yoo Hoo, I'm still available, AT or operations position desired. Have degree and small town experience. TIM: (609) 468-3404. (7/22)

AT that writes, produces, edits and engineers commercials, promos PSA's and news. Fourteen year vet and eight for major net. JON: (818) 955-8928. (7/22)

Know computers, will travel. Selector whiz seeks new challenge. Also experienced with research and promotions. MARK: (501) 377-1583. (7/22)

Warm energetic AT seeks advancement. Solid airwork/strong production/team player. AC/Oldies/Country. DAVE DANIELS: (712) 233-1160. (7/22)

You need AT... I'm available, energetic, experienced in CHR and Country. A team player that wants to win! SCOTT CLEVELAND: (716) 632-8033. (7/22)

Four years' experience. Good production skills. GLENN JENSEN: (312) 425-9495. (7/22)

Are you serious about Gold? So am I! Let my talent, bits, voices, personality, knowledge and 10,000-piece library go to work for you! KATE SUMMER: (615) 875-0212. (7/22)

NOTORIOUS LEVEL
OK100 PD seeks Med/Maj Market promo oriented CHR/AC. Relentless with years and ears, only if you want to win. Employer doesn't want me to leave. Ask him, Doug 607-756-2828.

CHR Program Director's! Put my experience to work for you Swing through that radio foliage with the JUNGLEMAN: (216) 777-3790. (7/22)

Eight year pro: Seeks PD/AT. AT your Country outfit. Will relocate. KRIS: (919) 527-3094. (7/22)

25 years' combined experience. He's news, she's AT/copywriter. Give us a good environment and we'll guarantee better numbers. (914) 351-4260. (7/22)

POSITIONS SOUGHT

Hot country cool! Small market AM drie AT/MD with Top 20 experience and a winning attitude seeks promo assist gig. I'm young sharp and eager to grow! RICK: (612) 441-8474. (7/22)

Upbeat, straight forward recent graduate with experience seeks small/medium market. Very creative, willing to relocate. News and sports tool LISA: (703) 768-9286. (7/22)

Top producer/in-house reporter and assignment person seeks a place in a top station in Miami area. CLAUDETTE: 821-0535. (7/22)

Your listeners will be entertained with artist information, reliable raps, and the basics within a tight, professional show. ART: (618) 397-2521. (7/22)

NBC, Metromedia, Westinghouse: I've worked for all three and have been successful. Major market pro with computer research experience seeks opportunity. (619) 272-5225. (7/22)

Uniquely qualified with a twist. Prefer AC/Country in New England. 12 years' experience and great voice. JOE: (617) 762-6191 after 6pm. (7/22)

Marketing Research Director/PD/AT/computer whiz. Ten years' experience. For T&R: (602) 483-0347. (7/22)

CHR PDs: Have vine, will swing! Call the JUNGLEMAN: (216) 777-3790. (7/22)

MAJOR MARKET PD NEEDED!

Are you:

Secure, confident and well respected in your present job?

A staunch believer in an aggressive, high-profile, personality presentation for your CHR or AC format?

Able to direct creative, topical, "cutting-edge" personalities?

Ready to make a change, and challenge the stale status quo you now call competition?

Looking for an original, contemporary, foreground morning show?

WEST COAST MAJOR MARKET VETERAN DRIVE PERSONALITY NOW INTERVIEWING PD'S.

Respond to Radio & Records, 1930 Century Park West, Box #136, Los Angeles, CA 90067. EOE

11 year pro at 30 seeks last job. Morning man with news/sales as plus. Formerly with WNOE/KJO. Western region only. STEVE ALLISON: (805) 493-0906. (7/22)

Program Director/engineer for FM rocker in medium market. It's worth the call to check it out. ERIC STEVENS: (219) 838-4979. (7/22)

PD/MD/AT. Eight years' experience seeks long term employment. AC/Country. All market. ROB: (316) 269-4159. (7/22)

Ratings, sales, awards, will come the way of your station with this experienced Country PD/OM/MD. Prefer within three hours of Chicago. ROB RYAN FILLERS: (218) 728-4484. (7/22)

Three year: afternoon/evening man. Experienced in commercial production and copywriting various formats daytime preference. JOHN: (717) 648-4328. (7/22)

I love to win! PD seeks PD/MD/Asst PD/promotions/AT position in AOR/Classic Rock/CHR. Challenge me. DAN: (312) 831-0180. (7/22)

Female major market pro is sick of egos! Wants fun/serious team near in Chicago. Evenings/overnights. LESLIE: (312) 642-3219 or 334-7640. (7/22)

Promotions... your Promotions Director is waiting for your call. Four years in the field. IKE: (301) 779-2468. (7/22)

MIKE SCHAEFER, my last PD, will tell you how good I am! 15 years' experience: CHR/AC/Urban/Country. Ready now. Prefer Southern CA. K.M. RICHARDS: (805) 643-7607. (7/22)

CHR killer, no earrings, and clients love me at remotes. Not a puker, five years' experience. Currently mornings. DANNY: (606) 342-7548. (7/22)

They've gone AOR, and I'm going to tell them I'm going to work for you. Call me today. CHR/Adult AC. Asst PD/MD. PATT NODAY: (314) 634-7825. (7/22)

Five year Chicago metro PD. Seek CHR/AC/Urban/Talk 1 position. Will relocate. Good production/writing/computer skills. LAWRENCE: (219) 882-2033. (7/22)

How to sell myself with only 24 words. AT, hardworking, energetic, witty, great pipes. Production skills and great copywriter. RICH: (612) 872-2237. (7/22)

Top-notch Sports Director seeks America's best sports job! I offer five years' experience and a long-term commitment. Satisfaction guaranteed. BILL: (402) 223-4698. (7/22)

14 year pro ready to Rock & Roll. DAVE: (815) 933-6779. (7/22)

Eight-year news pro seeks move. Strong, natural delivery. Good writer. MARK: (919) 838-3296. (7/22)

Talk show host. One host fits all - politics, sports, finance, law, humor. D.C., Cleveland. Knowledgeable, provocative, not a screamer. HOWARD: (203) 335-8485. (7/22)

POSITIONS SOUGHT

Medium to major. This seven year, double degreed, adult communicator seeks on-air position. Production/programming considered. Creative-dependable. JIM: (717) 743-0213. (7/22)

Young, smooth, personable jock with three years in Urban/CHR. Also does news! SCOTT: (312) 239-0755. (7/22)

Have worked with various formats in medium/major markets. Currently programming in a small market. Great track record. Willing to relocate. Prefer Texas. (316) 343-7408. (7/22)

One of America's BEST
MAJOR MARKET MORNING DRIVE
ENTERTAINERS
Available July 15th
Confidential replies to:
Radio & Records, 1930 Century Park
West, #133, Los Angeles, CA 90067

Mentally unbalanced. 17-year Asst. PD/morning pro, seeks small/medium market CHR to program and do mornings. TOM: (501) 648-1907. (7/22)

Experienced female AT seeks full or parttime position with any format or shift. Good production skills. Good voice. 100% team player. LYNN: (714) 776-7910. (7/22)

17 year pro: PD/mornings or both. Oldies/Country. Experienced personality will move to any location for the right deal. Same people only. GMS call RON: (601) 781-0705. (7/22)

Big Tuna news: Hollywood & Vine are a very good morning team. Damn good! Character voices, bits, phones. Killer CHRs call now! (318) 443-6094. (7/22)

I'm tired of pinch hitting! Sports talk shows, PBP. Have done 11 news and tunes. I'm crazy enough to leave San Diego. BRAD: (619) 724-6164. (7/22)

PD/AT/engineer for FM rocker in warmer climate. 12 years' experience. GMS, don't pass this one over. You can't afford it. ERIC STEVENS: (219) 838-4979. (7/15)

Ten year Urban pro seeks position. Ex-Asst PD - former Production Director. Serious calls only. (803) 765-1270/765-0964. (7/15)

Five year Chicago metro PD seeks CHR/AC/Urban/Talk position. Will relocate. Good production/writing/computer skills. LAWRENCE: (219) 885-2375, evenings 882-2033. (7/15)

MISCELLANEOUS

KQYB seeks record service from all labels. Prefer Country hits. John Condon MD: (507) 498-5720. Spring Grove, MN 55974. (7/22)

R&R Opportunities Display Advertising

Display: \$50 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$60 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.

Free listings are on a space availability basis only.

VIDEO MUSIC



39.8 million households
Tom Hunter, VP/Music Programming

SNEAK PREVIEW

Weeks On

PAT BENATAR/All Fired Up (Chrysalis)	4
CINDERELLA/Gypsy Road (Mercury/PG)	3
CROWDED HOUSE/Better Be Home Soon (Capitol)	4
HALL & OATES/Missed Opportunity (Arista)	3
CYNDI LAUPER/Hole In My Heart (All The Way To China) (Epic)	3
HUEY LEWIS & NEWS/Perfect World (Chrysalis)	2
JIMMY PAGE/Wasting My Time (Geffen)	3
ROBERT PALMER/Simply Irresistible (EMI-Manhattan)	3
POISON/Fallen Angel (Enigma/Capitol)	1
RUN-D.M.C./Mary Mary (Profile)	3
ROD STEWART/Forever Young (WB)	ADD

HEAVY

AEROSMITH/Rag Doll (Geffen)	7
TRACY CHAPMAN/Fast Car (Elektra)	13
CHEAP TRICK/The Flame (Epic)	18
CLIMIE FISHER/Love Changes (Everything) (Capitol)	13
TERENCE TRENT D'ARBY/Sign Your Name (Columbia)	10
DEF LEPPARD/Pour Some Sugar On Me (Mercury/PG)	14
G. ESTEFAN & MIAMI SOUND MACHINE/1-2-3 (Epic)	ADD
FAT BOYS/The Twist (Tin Pan Apple/PG)	6
GUNS N' ROSES/Sweet Child Of Mine (Geffen)	10
INXS/New Sensation (Atlantic)	11
D.J. JAZZY JEFF & FRESH PRINCE/Parents Just Don't Understand (Jive/RCA)	9
ELTON JOHN/I Don't Wanna Go On With You Like That (MCA)	5
RICHARD MARX/Hold On To The Nights (EMI-Manhattan)	12
GEORGE MICHAEL/Monkey (Columbia)	1
STEVE WINWOOD/Roll With It (Virgin)	7

BUZZ BIN

CAMPER VAN BEETHOVEN/Eye Of Fatima, Part I (Virgin)	3
MIDNIGHT OIL/The Dead Heart (Columbia)	3
SMITHEREENS/House We Used To Live In (Enigma/Capitol)	5

ADDS

RICK ASTLEY/It Would Take A Strong, Strong Man (RCA)
JIMMY BUFFETT/Homemade Music (MCA)
CHURCH/Reptile (Arista)
G. ESTEFAN & MIAMI SOUND MACHINE/1-2-3 (Epic)
FABULOUS THUNDERBIRDS/Powerful Stuff (Elektra)
GLASS TIGER/Far Away From Here (EMI-Manhattan)
JERRY HARRISON/Man With A Gun (Sire/WB)
INFORMATION SOCIETY/What's On Your Mind (Pure Energy) (Tommy Boy/Reprise)
PAUL KELLY & MESSENGERS/Dumb Things (A&M)
JAMES REYNE/Motor's Too Fast (Capitol)
SCRITTI POLITTI I/ROGER/Boom! There She Was (WB)
ROD STEWART/Forever Young (WB)
TALKING HEADS/Blind (Fly-Sire/WB)
10,000 MANIACS/What's The Matter Here? (Elektra)

HIP CLIP

INFORMATION SOCIETY/What's On Your Mind (Pure...) (Tommy Boy/Reprise) ADD



24.7 million households
Sal LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

POWER

Weeks On

BREATHE/Hands To Heaven (A&M)	15
ERIC CARMEN/Make Me Lose Control (Arista)	9
CONTOURS/Do You Love Me (Motown)	10
G. ESTEFAN & MIAMI SOUND MACHINE/1-2-3 (Epic)	6
ELTON JOHN/I Don't Wanna Go On With You Like That (MCA)	4

HEAVY

RICK ASTLEY/It Would Take A Strong, Strong Man (RCA)	1
TRACY CHAPMAN/Fast Car (Elektra)	16
CLIMIE FISHER/Love Changes (Everything) (Capitol)	11
TAYLOR DAYNE/I'll Always Love You (Arista)	3
HALL & OATES/Missed Opportunity (Arista)	1
JOHNNY HATES JAZZ/I Don't Want To Be A Hero (Virgin)	3
RICHARD MARX/Hold On To The Nights (EMI-Manhattan)	13
BILLY OCEAN/The Colour Of Love (Jive/Arista)	9
SADE/Paradise (Epic)	7

MEDIUM

BASIA/Time And Tide (Epic)	15
JOE COCKER/When A Woman Loves A Man (Capitol)	6
CROWDED HOUSE/Better Be Home Soon (Capitol)	1
COREY HART/In Your Soul (EMI-Manhattan)	7
BRUCE HORNSBY & RANGE/Valley Road (RCA)	13
JOHNNY KEMP/Just Got Paid (Columbia)	3
KENNY LOGGINS/Nobody's Fool (Columbia)	1
MOODY BLUES/I Know You're Out There Somewhere (Polydor/PG)	9
OLIVIA NEWTON-JOHN/The Rumor (MCA)	ADD
AL B. SUREI/Night & Day (WB)	14
JAMES TAYLOR/Baby Boom Baby (Columbia)	2
10,000 MANIACS/What's The Matter Here? (Elektra)	5

LIGHT

ASWAD/Don't Turn Around (Mango/Island)	7
JIMMY BUFFETT/Homemade Music (MCA)	ADD
GIANT STEPS/Another Lover (A&M)	2
AMY GRANT/Lead Me On (A&M)	1
HOTHOUSE FLOWERS/Don't Go (London/PG)	ADD
FREDDIE JACKSON/Nice 'N' Slow (Capitol)	1
JAMES REYNE/Motor's Too Fast (Capitol)	2

NOUVEAUX VIDEO

ROBERT CRAY/Don't Be Afraid Of The Dark (Hightone/Mercury)	1
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Information current as of July 19.



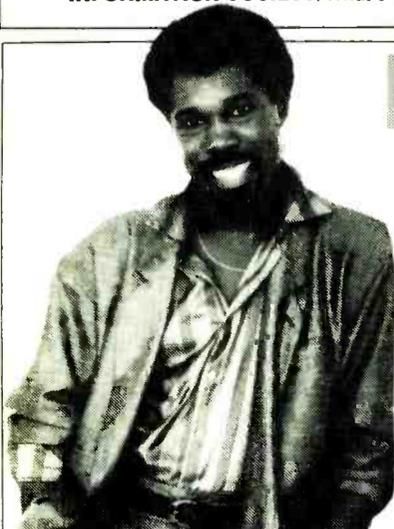
IS THAT A FRUIT SALAD YOU'RE WEARING? — No, Cyndi Lauper isn't doing a Carmen Miranda imitation. She's just dressed to fit the mood, as she poses with MTV staffers aboard the S.S. Jubilee. Pictured are (l-r) MTV Networks VP/Press & Public Affairs Barry Kluger, Music Television VP/Marketing Harriet Seidler, MTV/VH-1 Sr. VP/Marketing & Promotion Bob Friedman, Lauper, manager Dave Wolff, Epic Records Director/Video Promotion Steve Backer, Music Television Director/Talent Relations Billy Cataldo, and MTV VJ Kevin Seal.

PROGRAMMING NOTES

• **WATER, WATER EVERYWHERE:** Both VH-1 and MTV's upcoming weekend specials have a decidedly maritime theme. VH-1 will present a "Billy Ocean Weekend," beginning 7/22, 4pm ET; concluding 7/24, 11pm ET. Videos and interview footage will air hourly throughout the weekend. In addition, a half-hour interview and music special will air 7/22, 7:30pm ET; 7/23, 5:30pm ET; and 7/24, 3pm ET.

• **TROPICAL TOMFOOLERY:** MTV's contribution to the water-

works is its "Wild Island Cruise," airing 7/24 from 8:30-11am ET; 1:30-7pm ET; and 7:30-9:30pm ET. Segments consist of highlights from last weekend's "MTV/Coca-Cola Island Giveaway," the cable station's biggest promotion ever. Host Cyndi Lauper performs on board a cruise ship in the Caribbean, and awards grand prize winner Tracy Macdonald of Pontiac, MI his very own 25-acre tropical island, located off the coast of Puerto Rico.



CARIBBEAN DREAMIN' — Billy Ocean, dreaming of girls and cars.

R&R NATIONAL AIRPLAY

URBAN CONTEMPORARY

BREAKERS.

EARTH, WIND & FIRE You And I (Columbia)

69% of our reporting stations on it. Rotations: Heavy 0/0, Medium 9/1, Light 57/15, Total Adds 16 including KRNB, K94, KPRS, KJLH, WKND, WENN, WPAL, Z93, WZFX, WQMG, WJMI.

SALT-N-PEPA featuring E.U. Shake Your Thang (Next Plateau)

69% of our reporting stations on it. Rotations: Heavy 5/0, Medium 36/1, Light 25/9, Total Adds 10, K94, Z104, WQFX, WJYL, KHYS, WQOK, WPLZ, KDKS, WCKX, KMAP. Moves 37-30 on the Urban Contemporary chart.

JAMES BROWN Static (Scotti Bros./CBS)

65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 18/6, Light 41/26, Total Adds 32 including WXYV, WVEE, K104, K94, WOWI, WBMX, WGCI, WBLZ, KPRS, KMJM. Debuts at number 40 on the Urban Contemporary chart.

JEFFREY OSBORNE She's On The Left (A&M)

64% of our reporting stations on it. Rotations: Heavy 1/1, Medium 12/12, Light 48/45, Total Adds 58 including WDAS, WUSL, WHUR, K104, KRNB, WEDR, WYLD, WOWI, WGCI, KJLH.

PRINCE Glam Slam (Paisley Park/WB)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 19/0, Light 38/6, Total Adds 6, WVEE, K104, KJLH, WXOK, Z93, WIKS.

NEW & ACTIVE

BRENDA RUSSELL "Gravity" (A&M) 55/7

Rotations: Heavy 2/0, Medium 23/0, Light 30/7, Total Adds 7, K94, WZAK, KDAY, Z93, KDLZ, KYEA, WIZF. Heavy: WDAS, KDIA. Mediums include: WAMO, KRNB, WBLZ, WNHC, WWXX, WDKX, WJIZ.

DAVID SANBORN "Slam" (WB) 54/6

Rotations: Heavy 2/0, Medium 20/0, Light 32/6, Total Adds 6, WWXX, WQMG, KIIZ, WORL, WANM, KPRW. Heavy: KSOL, WTMP. Mediums include: WHRK, WBMX, WBLZ, WDKX, WFXA.

GARY TAYLOR "Tease Me" (Virgin) 50/22

Rotations: Heavy 0/0, Medium 2/1, Light 48/21, Total Adds 22 including WXYV, WVEE, WEDR, WYLD, K94, WBLZ, KPRS, KJLH, OC104, WWDM. Medium: WJTT.

KOOL MOE DEE "Let's Go" (Jive/RCA) 50/17

Rotations: Heavy 1/0, Medium 17/1, Light 32/16, Total Adds 17 including WVEE, K104, KPRS, KJLH, KSOL, OC104, WFXA, KQXL, WENN, WPAL. Heavy: KDAY. Mediums include: WHUR, KRNB, WOWI, WGCI, WBLZ.

NAJEE "Personality" (EMI-Manhattan) 50/1

Rotations: Heavy 2/0, Medium 23/1, Light 25/0, Total Adds 1, WQOK. Heavy: WHUR, KJLH. Mediums include: WYLD, WZAK, WNHC, WDKX, WFXA.

TONY! TONII TONE! "Born Not To Know" (Wing/PolyGram) 49/12

Rotations: Heavy 3/1, Medium 11/0, Light 35/11, Total Adds 12 including WBMX, WENN, WFXC, KIIZ, KWTD, WIKS, WJHM, WCKX, KMAP, WWWS. Heavy: WWDM, WJMI. Mediums include: WGCI, KPRS, KDAY, WDKX, WPAL.

LISA LISA & CULT JAM with FULL FORCE "Go For Yours" (Columbia) 45/22

Rotations: Heavy 1/0, Medium 9/2, Light 35/20, Total Adds 22 including WXYV, WUSL, WVEE, K104, WEDR, WYLD, K94, WBMX, WBLZ, KPRS. Heavy: WDAS. Mediums include: WHUR, WJIZ, WLOU, WANM, WTMP.

JERMAINE STEWART "Got Lucky" (Arista) 45/6

Rotations: Heavy 0/0, Medium 16/0, Light 27/5, Total Adds 6, K104, WPDQ, WQOK, KDKS, WANM, WWWS. Mediums include: WDAS, WEDR, KSOL, WWXX, WPAL.

GAP BAND "Straight From The Heart" (Total Experience) 44/9

Rotations: Heavy 1/0, Medium 14/0, Light 29/9, Total Adds 9, KMJM, WWXX, WFXA, KQXL, KDLZ, WPDQ, WORL, WTMP, KDIA. Heavy: WEDR. Mediums include: WDIA, WHRK, KJLH, KSOL, WXOK.

WORLD CLASS WRECKIN KRU "Lay Your Body Down" (Kru Cut) 44/8

Rotations: Heavy 1/1, Medium 8/0, Light 35/7, Total Adds 8, WXYV, WDAS, WOWI, WZAK, WNHC, WWDM, WQIM, WANM. Mediums include: KRNB, WDIA, WHRK, KSOL, WJIZ.

CARL ANDERSON "Falling All Over Again" (Polydor/PolyGram) 42/0

Rotations: Heavy 0/0, Medium 16/0, Light 26/0, Total Adds 0. Mediums include: KRNB, WDIA, WEDR, KSOL, WNHC.

FAT BOYS "The Twist" (Tin Pan Apple/PolyGram) 40/1

Rotations: Heavy 4/0, Medium 19/0, Light 17/1, Total Adds 1, WLUM. Heavy: WATV, WPAL, KYEA, KKSS. Mediums include: K104, KRNB, K94, OC104, WJIZ.

ANGELA WINBUSH "Hello Beloved" (Mercury/PolyGram) 38/8

Rotations: Heavy 1/0, Medium 13/2, Light 24/6, Total Adds 8, WUSL, WGCI, KPRS, WPAL, Z93, WWDM, WQIM, KDIA. Heavy: WDAS. Mediums include: WVEE, WBMX, WBLZ, WZAK, WJIZ.

MARVA KING "Back Up" (Tri-World) 38/7

Rotations: Heavy 0/0, Medium 5/0, Light 33/7, Total Adds 7, WOWI, KMJM, WFXA, KDLZ, WPDQ, KIIZ, KFZX. Medium: WDIA, KSOL, WNHC, WJIZ, KDKS.

MASTER PLAN "Stomp" (Crush) 37/6

Rotations: Heavy 1/0, Medium 10/0, Light 26/6, Total Adds 6, KRNB, KPRS, KMJM, WQMG, KFZX, WTMP. Heavy: WDAS. Mediums include: WEDR, WXOK, WPAL, WZFX, KWTD.

JOYCE SIMS "Walkaway" (Fresh/Sleeping Bag) 36/3

Rotations: Heavy 0/0, Medium 18/0, Light 18/3, Total Adds 3, WZFX, WANM, WXLA. Mediums include: WXYV, WDAS, KRNB, WDIA, WHRK.

ASWAD "Don't Turn Around" (Mango/Island) 31/6

Rotations: Heavy 2/0, Medium 11/0, Light 18/6, Total Adds 6, WEDR, WLUM, KSOL, WXOK, KFZX, WVOI. Heavy: WDKX, WPLZ. Mediums include: WHUR, WHRK, WENN, WJTT, WQIS.

GEOFFREY WILLIAMS "Cinderella" (Atlantic) 28/7

Rotations: Heavy 0/0, Medium 2/0, Light 26/7, Total Adds 7, KQXL, WXOK, WORL, KDKS, WTLC, KKSS, KDKO. Medium: WTMP, KPRW.

MILLIE SCOTT "It's My Life" (Island) 28/1

Rotations: Heavy 0/0, Medium 14/0, Light 14/1, Total Adds 1, KIIZ. Mediums include: WDIA, KSOL, WJIZ, WPAL, WJTT.

MELBA MOORE with KASHIF "I'm In Love" (Capitol) 27/26

Rotations: Heavy 0/0, Medium 1/0, Light 26/26, Total Adds 26 including WYLD, XHRM, KSOL, WNHC, WJIZ, WPAL, WZFX, WQFX, KWTD, WJYL. Medium: WWDM.

PUBLIC ENEMY "Don't Believe The Hype" (Def Jam/Columbia) 27/5

Rotations: Heavy 2/1, Medium 5/0, Light 20/4, Total Adds 5, WDAS, KMJM, WFXA, WPDQ, WJYL. Heavy: KDAY. Medium: WEDR, WZAK, WFXC, WCDX, WANM.

DAZZ BAND "Single Girls" (RCA) 26/26

Rotations: Heavy 0/0, Medium 1/1, Light 25/25, Total Adds 26 including WHUR, KRNB, WGCI, WZAK, KSOL, WJIZ, WFXA, WXOK, WPAL, Z93.

ERIC B & RAKIM "Follow The Leader" (Uni) 25/7

Rotations: Heavy 1/0, Medium 4/0, Light 20/7, Total Adds 7, WVEE, WGCI, KSOL, KIIZ, WLOU, KDKO, KACE. Heavy: KDAY. Medium: WLUM, WWDM, WFXC, WCDX.

MOST ADDED

- JEFFREY OSBORNE (58)
- JAMES BROWN (32)
- DAZZ BAND (26)
- MELBA MOORE (26)
- LISA LISA (22)
- GARY TAYLOR (22)
- EVELYN KING (18)
- MICHAEL JACKSON (17)
- KOOL MOE DEE (17)

HOTTEST

- TROOP (67)
- AL B. SURE! (65)
- TERENCE TRENT D'ARBY (64)
- BOBBY BROWN (62)
- NEW EDITION (48)
- PAULA ABDUL (29)
- GUY (29)
- TRACIE SPENCER (14)
- RJ'S LATEST ARRIVAL (12)
- KEITH SWEAT (10)

SIGNIFICANT ACTION

CHAPTER 8 "Give Me A Chance" (Capitol) 23/16

Rotations: Heavy 0/0, Medium 2/0, Light 21/16, Total Adds 16 including KRNB, WEDR, WGCI, KMJM, WNHC, WJIZ, WXOK, WENN, WJMI, WALT. Medium: WLOU, WCKX.

KATHY MATHIS "Men Have To Be Taught" (Tabu/CBS) 23/4

Rotations: Heavy 0/0, Medium 3/0, Light 20/4, Total Adds 4, KDAY, KSOL, WJIZ, WTMP. Medium: WNHC, WANM, KPRW.

SUE ANN "Rock Steady" (MCA) 22/10

Rotations: Heavy 0/0, Medium 4/0, Light 18/10, Total Adds 10, WEDR, WJIZ, WJTT, Z16, WQIS, WJYL, WQIM, WORL, WANM, WCKX. Medium: K104, WLOU, KPRW, KACE.

SCOTT WHITE "Never Ends" (RCA) 22/4

Rotations: Heavy 0/0, Medium 0/0, Light 22/4, Total Adds 4, WNHC, WJIZ, KIIZ, KDKS.

SCRITTI POLITTI featuring ROGER "Boom! There She Was" (WB) 22/2

Rotations: Heavy 1/0, Medium 9/0, Light 12/2, Total Adds 2, WUSL, KACE. Heavy: KMYX. Mediums include: K104, K94, WLUM, XHRM, WPEG.

EVELYN KING "Hold On To What You've Got" (EMI-Manhattan) 21/18

Rotations: Heavy 1/1, Medium 3/0, Light 17/17, Total Adds 18 including WILD, WDAS, WEDR, K94, OC104, WDKX, WPAL, WZFX, WQIS, KWTD. Medium: WHUR, WQMG, WCDX.

KASHIF "Loving You Only" (Arista) 21/9

Rotations: Heavy 1/0, Medium 2/1, Light 18/8, Total Adds 9, KPRS, KSOL, WWDM, WFXC, KIIZ, WQIM, WGPR, WVOI, KACE. Heavy: WJMI. Medium: WNHC.

DARYL HALL & JOHN OATES "Missed Opportunity" (Arista) 21/1

Rotations: Heavy 0/0, Medium 6/0, Light 15/1, Total Adds 1, KRNB. Mediums include: WLUM, KMJM, WWXX, WDKX, WIKS.

WALTER BEASLEY "Call Me" (Polydor/PolyGram) 20/7

Rotations: Heavy 0/0, Medium 2/0, Light 18/7, Total Adds 7, WFXA, WENN, WQFX, WALT, KHYS, WANM, WXLA. Medium: WILD, WDIA.

FORCE MD'S "Deep Check" (WB/Tommy Boy) 20/3

Rotations: Heavy 0/0, Medium 6/0, Light 14/3, Total Adds 3, WPAL, WORL, WVOI. Mediums include: WUSL, WDIA, WHRK, KSOL, WJTT.

SHANICE WILSON "I'll Bet She's Got A Boyfriend" (A&M) 20/1

Rotations: Heavy 0/0, Medium 8/0, Light 12/1, Total Adds 1, WPAL. Mediums include: WCKX, WGPR, WKWM, WXLA, WWWS.

TYRONE DAVIS "It's A Miracle" (Future) 19/6

Rotations: Heavy 0/0, Medium 5/0, Light 14/6, Total Adds 6, WENN, WPAL, WQFX, KWTD, WGPR, WWWS. Medium: KRNB, WDIA, WEDR, WFXA, WCKX.

MORRIS DAY "Love Is A Game" (WB) 18/7

Rotations: Heavy 0/0, Medium 4/0, Light 14/7, Total Adds 7, WVEE, WFXA, WENN, WBLZ, KHYS, Z92, WVOI. Medium: WPAL, WJMI, KIIZ, KMYX.

KOOL & THE GANG "Rags To Riches" (Mercury/PolyGram) 16/15

Rotations: Heavy 1/1, Medium 2/2, Light 13/12, Total Adds 15 including WDAS, WHUR, K104, WGCI, WBLZ, WZAK, WXOK, WJTT, WWDM, WLOU.

CLIFF BRANCH "Don't Give Up (On Love)" (Sutra) 16/4

Rotations: Heavy 0/0, Medium 1/0, Light 15/4, Total Adds 4, WHUR, WXOK, WJYL, WCKX. Medium: WDIA.

RENE HAYES "I Really Miss You" (Damon) 15/4

Rotations: Heavy 0/0, Medium 2/0, Light 13/4, Total Adds 4, WOWI, WENN, WPDQ, Z92. Medium: KRNB, WEDR.

BILLY PAUL "We Could Have Been" (Ichiban) 15/1

Rotations: Heavy 0/0, Medium 2/0, Light 13/1, Total Adds 1, KQXL. Medium: WEDR, WTMP.

GERRY WOO "Help Yourself" (Polydor/PolyGram) 14/4

Rotations: Heavy 0/0, Medium 3/1, Light 11/3, Total Adds 4, WZFX, WJMI, WXLA, KPRW. Medium: WBMX, WGPR.

MICHAEL COOPER "Quickness" (WB) 13/2

Rotations: Heavy 2/0, Medium 4/0, Light 7/2, Total Adds 2, Z93, WLOU. Heavy: WILD, WJMI. Medium: WFXC, WJJS, WTMP, KFOX.

STEEL PULSE "Reaching Out" (MCA) 13/0

Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Total Adds 0. Medium: KMJM, KDKS, WGPR, WKWM, WWWS, WVOI, KACE.

WILL TO POWER "Say It's Gonna Rain" (Epic) 13/0

Rotations: Heavy 3/0, Medium 5/0, Light 5/0, Total Adds 0. Heavy: XHRM, KPRR, WPDQ. Medium: WLUM, WPEG, WJMI, WCDX, KMYX.

JEAN CARNE "Heartache" (Atlantic) 11/2

Rotations: Heavy 0/0, Medium 0/0, Light 11/2, Total Adds 2, WJIZ, WANM.

GYRLZ "Wishing You Were Here" (Capitol) 11/0

Rotations: Heavy 0/0, Medium 4/0, Light 7/0, Total Adds 0. Medium: KRNB, WPAL, WFXC, KIIZ.

MARK ANTHONY "1919 Main St." (Tabu/CBS) 10/7

Rotations: Heavy 0/0, Medium 0/0, Light 10/7, Total Adds 7, KPRS, WQIM, WCDX, WGPR, WKWM, KPRW, WWWS.

NEW ARTISTS

	Reports/Adds
1 WORLD CLASS WRECKIN KRU/Lay Your Body Down (Kru Cut)	44/8
2 CARL ANDERSON/Falling All Over Again (Polydor/PG)	42/0
3 MARVA KING/Back Up (Tri-World)	38/7
4 MASTER PLAN/Stomp (Crush)	37/6
5 ASWAD/Don't Turn Around (Mango/Island)	31/6
6 GEOFFREY WILLIAMS/Cinderella (Atlantic)	28/7
7 PUBLIC ENEMY/Don't Believe The Hype (Def Jam/Columbia)	27/5
8 ERIC B & RAKIM/Follow The Leader (Uni)	25/7
9 CHAPTER 8/Give Me A Chance (Capitol)	23/16
10 SUE ANN/Rock Steady (MCA)	22/10

New Artists are those who have not previously been reported as a Breaker by reporting stations.



THE FIRST HIT WAS DIVINE. NOW IT'S TIME TO GO WILD!

“WILD THING”

NARADA

THE NEW SINGLE

FROM THE HIT ALBUM

DIVINE EMOTION

PRODUCED BY

NARADA MICHAEL WALDEN

FOR PERFECTION LIGHT PRODUCTIONS

MANAGEMENT: GREGORY DIGIOVINE

AND DAVID RUBINSON

© 1988 REPRISE RECORDS



URBAN CONTEMPORARY ADDS & HOTS

EAST

WXYV/Baltimore
Roy Sampson

JAMES BROWN
TAYLOR DAYNE
LISA LISA
JEFFERSON INK
WORLD CLASS WRECK
GARY TAYLOR
Hottest:
BOBBY BROWN
NEW EDITION
TERENCE TRENT D'A
AL B. SURE
TROOP

WILD/Boston
Smith/Morale

EVELYN KING
PEBBLES
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
AL B. SURE
PAULA ABDUL
NEW EDITION

WKND/Hartford
Melonae McLean

JAMES BROWN
TEDDY PENDERGRASS
EW&F
BETTY WRIGHT
JEFFREY OSBORNE
Hottest:
NEW EDITION
DELE
TROOP
TERENCE TRENT D'A
GUY

WNHC/New Haven
Dickinson/Hannibal

JEFFREY OSBORNE
SCOTT WHITE
CLUB NOUVEAU
MELBA MOORE
CHAPTER 8
WORLD CLASS WRECK
KIARA
Hottest:
NEW EDITION
TROOP
PAULA ABDUL
AL B. SURE
TERENCE TRENT D'A

OC104/Ocean City
Scott Janizan

LOOSE ENDS
EVELYN KING
LISA LISA
GARY TAYLOR
CASHFLOW
KOO MOE DEE
SYBIL
Hottest:
AL B. SURE
PAULA ABDUL
TRACIE SPENCER
TROOP
VANESSA WILLIAMS

WUSL/Philadelphia
Dave Allan

MICHAEL JACKSON
ANGELA WINBUSH
SCRITTI POLITTI
PEBBLES
JEFFREY OSBORNE
LISA LISA
Hottest:
AL B. SURE
NEW EDITION
KEITH SWEAT
TERENCE TRENT D'A
TROOP

96 Current Reporters
87 Current Reports

SOUTH

WJZY/Albany
Tony Wright

JEFFREY OSBORNE
SCOTT WHITE
MELBA MOORE
KATHY MATHIS
CHAPTER 8
SUE ANN
JEAN CARNE
DAZZ BAND
JENAE EZELL
Hottest:
SHIRLEY MURDOCK
KEITH SWEAT
SALT & PEPA

WAMO/Pittsburgh
Karis Bello

WVET/Atlanta
Ray Boyd

PRINCE
JAMES BROWN
KOO MOE DEE
GARY TAYLOR
ERIC B
LISA LISA
MORRIS DAY
Hottest:
BOBBY BROWN
PAULA ABDUL
AL B. SURE
TERENCE TRENT D'A
GUY

WEKS/Atlanta
Tony Scott

none
Hottest:
VANESSA WILLIAMS
GLADYS KNIGHT
GUY
TRACIE SPENCER
PAULA ABDUL

WFXA/Augusta
Carl Conner

KOO MOE DEE
JEFFREY OSBORNE
PUBLIC ENEMY
GAP BAND
HOWARD HEWETT
DAZZ BAND
MORRIS DAY
WALTER BEASLEY
MARVA KING
Hottest:
NEW EDITION
BOBBY BROWN
TROOP
GUY
TERENCE TRENT D'A

WXOK/Baton Rouge
Matt Morton

GREGORY HINES
MICHAEL JACKSON
PRINCE
ASWAD
GEOFFREY WILLIAMS
KOO & THE GANG
DAZZ BAND
CHAPTER 8
ROYALTY
CLIFF BRANCH
Hottest:
TERENCE TRENT D'A
GUY
AL B. SURE
PAULA ABDUL
NEW EDITION

WJYY/Washington
Brute Bailey

none
Hottest:
GREGORY ABBOTT
BOBBY BROWN
MELBA MOORE
TEDDY PENDERGRASS
AL B. SURE

KQXL/Baton Rouge
Welch/Clay

BILLY PAUL
GAP BAND
DEON ESTUS
GEOFFREY WILLIAMS
KOO MOE DEE
VERTICAL HOLD
Hottest:
TROOP
TERENCE TRENT D'A
BOBBY BROWN
AL B. SURE
NEW EDITION

WENN/Birmingham
Dave Donnell

MC SHY D
TYRONE DAVIS
KOO MOE DEE
EW&F
TONY TONI TONE
WALTER BEASLEY
RENE HAYES
CHAPTER 8
MORRIS DAY
Hottest:
GUY
BOBBY BROWN
TERENCE TRENT D'A
NEW EDITION
TROOP

WATV/Birmingham
Ron January

none
Hottest:
NEW EDITION
BOBBY BROWN
TONY TERRY
AL B. SURE
MAC BAND

WPAL/Charleston
Don Kendrick

BOBBY MCPHERRIN
TAYLOR DAYNE
STEPSASONIC
ANGELA WINBUSH
KOO MOE DEE
MELBA MOORE
TYRONE DAVIS
EW&F
JEFFREY OSBORNE
LOOSE ENDS
DAZZ BAND
EVELYN KING
SHANICE WILSON
FORCE MD'S
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
TRACIE SPENCER
AL B. SURE

Z93/Charleston
Cliff Fletcher

EW&F
PRINCE
BRENDA RUSSELL
ANGELA WINBUSH
JEFFREY OSBORNE
DAZZ BAND
MICHAEL COOPER
TEASE
KOO MOE DEE
Hottest:
BOBBY BROWN
TROOP
MIAMI SOUND MACHI
PAULA ABDUL
TERENCE TRENT D'A

KPRR/EI Paso
Perry/Molano

INFORMATION SOCIE
STEVIE B
JAZZY JEFF
Hottest:
TRACIE SPENCER
TROOP
MIAMI SOUND MACHI
PAULA ABDUL
TERENCE TRENT D'A

WZFX/Fayetteville
Tony Lypte

TAYLOR DAYNE
JEFFREY OSBORNE
MICHAEL JACKSON
MELBA MOORE
GERRY WO
JOYCE SIMS
EVELYN KING
EW&F
KOO MOE DEE
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
AL B. SURE
TROOP
GUY

KDLZ/Ft. Worth-Dallas
Michelle Madison

JAMES BROWN
LISA LISA
MARVA KING
BRENDA RUSSELL
GAP BAND
HOTTEST:
TERENCE TRENT D'A
TROOP
LOOSE ENDS
AL B. SURE
BOBBY BROWN
PAULA ABDUL
AL B. SURE
TROOP
GUY

WQMG/Greensboro
Doc Holliday

JAMES BROWN
JEFFREY OSBORNE
MASTER PLAN
GARY TAYLOR
TAYLOR DAYNE
DAVID SANBORN
Hottest:
PAULA ABDUL
TROOP
TERENCE TRENT D'A
AL B. SURE
LOOSE ENDS
Z104/Greensboro
Myrick/Turner

XHRM/San Diego
Harris/McCollum

JEFFREY OSBORNE
MICHAEL JACKSON
MELBA MOORE
Hottest:
DIANNE REEVES
BOBBY BROWN
TERENCE TRENT D'A
TROOP
LOOSE ENDS
ASWAD
KIKFI/Seattle
Bob Wikstrom

WQFX/Gulfport-Biloxi
Al Luv

KEITH SWEAT
TYRONE DAVIS
JEFFREY OSBORNE
GARY TAYLOR
SALT & PEPA
DAZZ BAND
WALTER BEASLEY
VERTICAL HOLD
MELBA MOORE
Hottest:
TERENCE TRENT D'A
TROOP
BOBBY BROWN
AL B. SURE
TRACIE SPENCER

WJML/Jackson
Paul Todd

EW&F
GERRY WO
MILES JAYE
D TRAIN
CHAPTER 8
NARADA
Hottest:
RICK JAMES
KEITH SWEAT
TONY TONI TONE
MICHAEL COOPER
RUN D.M.C.

WWDI/Columbia
Andre Carson

GUY
JEFFREY OSBORNE
KASHIF
GARY TAYLOR
ANGELA WINBUSH
LEVERT
WORLD CLASS WRECK
KOO & THE GANG
LISA LISA
Hottest:
KEITH SWEAT
SALT & PEPA
SHIRLEY MURDOCK
TERENCE TRENT D'A
TROOP

K104/Dallas
Jimmy Smith

KEITH SWEAT
KOO MOE DEE
LISA LISA
MICHAEL JACKSON
STEVE WINWOOD
SUAVE
JERMAINE STEWART
PRINCE
RUN D.M.C.
JAMES BROWN
JEFFREY OSBORNE
KOO & THE GANG
Hottest:
AL B. SURE
BOBBY BROWN
LOOSE ENDS
MAC BAND

WFXC/Durham
Walker/Mack

TONY TONI TONE
TERENCE TRENT D'A
LENTY
TEDDY PENDERGRASS
JEFFREY OSBORNE
LISA LISA
PIECES OF A DREAM
KASHIF
INCORPORATED THAN
BOBBY BROWN
MIKI HOWARD
Hottest:
BOBBY BROWN
NEW EDITION
AL B. SURE
KEITH SWEAT
TERENCE TRENT D'A

KFZZ/Lafayette
LeBlanc/Jones

MASTER PLAN
MARVA KING
GARY TAYLOR
JEFFREY OSBORNE
ASWAD
MIKI HOWARD
LISA LISA
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
AL B. SURE
TROOP
PAULA ABDUL

KXZZ/Lake Charles
J.J. Jefferies

SUE ANN
DAZZ BAND
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
TROOP
TRACIE SPENCER
GUY

WQIS/Laurel
Ron Davis

MICHAEL JACKSON
SUE ANN
JEFFREY OSBORNE
MAC BAND
HOWARD HEWETT
EVELYN KING
Hottest:
TROOP
TRACIE SPENCER
PAULA ABDUL
BILLY OCEAN
SHIRLEY MURDOCK

KWTD/Little Rock
Lyn Henry

TONY TONI TONE
JEFFREY OSBORNE
EW&F
TYRONE DAVIS
JAMES BROWN
EVELYN KING
MELBA MOORE
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
TROOP
AL B. SURE
RJ'S LATEST ARRIV
TROOP

KOKY/Little Rock
Dave Felder

none
Hottest:
NEW EDITION
BOBBY BROWN
TERENCE TRENT D'A
TROOP
AL B. SURE

WJYL/Louisville
Fields/March

JAMES BROWN
LISA LISA
SALT & PEPA
TAYLOR DAYNE
MELBA MOORE
PUBLIC ENEMY
SUE ANN
GEORGE HOWARD
DAZZ BAND
JENAE EZELL
JEFFREY OSBORNE
Hottest:
NEW EDITION
TROOP
TERENCE TRENT D'A
GUY
AL B. SURE

WJWS/Lynchburg
Lad Gains

none
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
NEW EDITION
RJ'S LATEST ARRIV
AL B. SURE

WJML/Jackson
Paul Todd

EW&F
GERRY WO
MILES JAYE
D TRAIN
CHAPTER 8
NARADA
Hottest:
RICK JAMES
KEITH SWEAT
TONY TONI TONE
MICHAEL COOPER
RUN D.M.C.

WLOU/Louisville
Ange Canessa

ERIC B
JEFFREY OSBORNE
JAMES BROWN
MELBA MOORE
DAZZ BAND
EVELYN KING
MICHAEL COOPER
KOO & THE GANG
Hottest:
NEW EDITION
TROOP
TERENCE TRENT D'A
AL B. SURE

KRNW/Memphis
C.J. Morgan

HALL & OATES
MASTER PLAN
PEBBLES
ROYALTY
VERTICAL HOLD
JEFFREY OSBORNE
CHAPTER 8
DAZZ BAND
Hottest:
TERENCE TRENT D'A
TROOP
AL B. SURE
BOBBY BROWN
GUY

WYLF-FM/New Orleans
Brown/Savage

CASHFLOW
MICHAEL JACKSON
JEFFREY OSBORNE
GARY TAYLOR
MIKI HOWARD
MELBA MOORE
LISA LISA
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
MAC BAND
NEW EDITION
AL B. SURE

WHRK/Memphis
Stan Bell

none
Hottest:
NEW EDITION
TERENCE TRENT D'A
BOBBY BROWN
PAULA ABDUL
TROOP

WALT/Meridian
Steve Poaton

CHAPTER 8
KOO & THE GANG
MICHAEL JACKSON
MELBA MOORE
ROYALTY
BOB BAITLY
WALTER BEASLEY
DAZZ BAND
JEFFREY OSBORNE
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
TROOP
PAULA ABDUL
AL B. SURE

WOWI/Norfolk
Crumbly/Atkins

JAMES BROWN
MICHAEL JACKSON
PEBBLES
JEFFREY OSBORNE
SIEDAH GARRETT
WORLD CLASS WRECK
MARVA KING
RENE HAYES
STEPHAN SANDERS
Hottest:
RJ'S LATEST ARRIV
AL B. SURE
RICK JAMES

WORLD/Olando
Earl James

CHAPTER 8
GAP BAND
GEORGE MICHAEL
LISA LISA
DAVID SANBORN
FORCE MD'S
PEBBLES
MICHAEL JACKSON
SUE ANN
EVELYN KING
MELBA MOORE
GEOFFREY WILLIAMS
JEFFREY OSBORNE
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
TROOP
AL B. SURE
RICK JAMES

WBLX/Mobile
Tony Brown

MICHAEL JACKSON
JAMES BROWN
TAYLOR DAYNE
JEFFREY OSBORNE
EVELYN KING
GEORGE MICHAEL
MORRIS DAY
Hottest:
MAC BAND
NEW EDITION
BOBBY BROWN
TROOP
AL B. SURE

KYEA/Monroe
Julian Davis

BRENDA RUSSELL
WHITNEY HOUSTON
NATALIE COLE
Hottest:
NEW EDITION
AL B. SURE
FAT BOYS
BOBBY BROWN
GUY

WQIM/Montgomery
Michael Long

JEFFREY OSBORNE
ANGELA WINBUSH
SUE ANN
D TRAIN
EW&F
LISA LISA
KOO & THE GANG
DAZZ BAND
WORLD CLASS WRECK
MARK ANTHONY
KAJAMMIN
KASHIF
Hottest:
TERENCE TRENT D'A
NEW EDITION
BOBBY BROWN
AL B. SURE
FAT BOYS

WQOK/Nashville
Cy Young

NAJEE
RICHARD MARX
RICK JAMES
GEORGE BENSON
JEFFREY OSBORNE
JERMAINE STEWART
MELBA MOORE
RICK ASTLEY
D TRAIN
LAVINE HUDSON
PEBBLES
THERESA
Hottest:
MIAMI SOUND MACHI
STEVE WINWOOD
TERENCE TRENT D'A
TRACIE SPENCER
TROOP

WKSJ/New Bern
Gooding/Kirkiand

NICOLE
TONY TONI TONE
LOU RAWLS
LISA LISA
LOOSE ENDS
PRINCE
JEFFREY OSBORNE
Hottest:
BOBBY BROWN
RJ'S LATEST ARRIV
NEW EDITION
TERENCE TRENT D'A
MAC BAND

WYLF-FM/New Orleans
Brown/Savage

CASHFLOW
MICHAEL JACKSON
JEFFREY OSBORNE
GARY TAYLOR
MIKI HOWARD
MELBA MOORE
LISA LISA
Hottest:
TERENCE TRENT D'A
BOBBY BROWN
MAC BAND
NEW EDITION
AL B. SURE

K94/Norfolk
Cindi Dove

JAMES BROWN
BRENDA RUSSELL
LISA LISA
EVELYN KING
PAULA ABDUL
GARY TAYLOR
PEBBLES
Hottest:
BOBBY BROWN
NEW EDITION
PAULA ABDUL
TERENCE TRENT D'A
TROOP

WZAK/Cleveland
Lynn Tolliver

MERRIWEATHER
STEVE WINWOOD
TAYLOR DAYNE
BRENDA RUSSELL
KOO & THE GANG
JEFFREY OSBORNE
DAZZ BAND
WORLD CLASS WRECK
CASHFLOW
Hottest:
BOBBY BROWN
TROOP
RJ'S LATEST ARRIV
KEITH SWEAT
GUY

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

WVCO/Columbus
Jones/Morris

SUAVE
MICHAEL JACKSON
Hottest:
PAULA ABDUL
BOBBY BROWN
RJ'S LATEST ARRIV
AL B. SURE
TERENCE TRENT D'A

WJMM/Olando
Linsay/Hollywood

PAULA ABDUL
TONY TONI TONE
J.J. PAD
HASAN
Hottest:
ART OF NOISE
BOBBY BROWN
NEW KIDS ON THE B
MAC BAND
KEITH SWEAT

KHYS/Port Arthur
Brown/Smallwood

JEFFREY OSBORNE
SALT & PEPA
EW&F
WALTER BEASLEY
KOO MOE DEE
JAMES BROWN
MORRIS DAY
Hottest:
GUY
TROOP
PAULA ABDUL
TERENCE TRENT D'A
RJ'S LATEST ARRIV

WQOK/Raleigh
Brown/Carnes

NEW EDITION
SALT & PEPA
EVELYN KING
JEFFREY OSBORNE
Hottest:
TROOP
TRACIE SPENCER
RJ'S LATEST ARRIV
AL B. SURE
NEW EDITION

MIDWEST

WQOC/Chicago
Sonny Taylor

JAMES BROWN
JEFFREY OSBORNE
CHAPTER 8
VERTICAL HOLD
ERIC B
KOO & THE GANG
DAZZ BAND
TEDDY PENDERGRASS
ANGELA WINBUSH
Hottest:
AL B. SURE
BOBBY BROWN
NEW EDITION
TERENCE TRENT D'A
BILLY OCEAN

WBMX/Chicago
Michael/Davis

TEDDY PENDERGRASS
JAMES BROWN
JEFFREY OSBORNE
LISA LISA
TONY TONI TONE
Hottest:
BOBBY BROWN
TERENCE TRENT D'A
AL B. SURE
TROOP
PAULA ABDUL

WIZF/Cincinnati
DuBard/Hankaton

JAMES BROWN
EW&F
NATALIE COLE
BRENDA RUSSELL
MELBA MOORE
Hottest:
TROOP
NEW EDITION
GUY
AL B. SURE
SHIRLEY MURDOCK

WBLZ/Cincinnati
Brian Castle

KOO & THE GANG
JEFFREY OSBORNE
JAMES BROWN
LISA LISA
GARY TAYLOR
PEBBLES
Hottest:
BOBBY BROWN
NEW EDITION
PAULA ABDUL
TERENCE TRENT D'A
TROOP

KPRC/Kansas City
Monica Nightingale

RUN D.M.C.
JAZZY JEFF
EW&F
KOO MOE DEE
GARY TAYLOR
JAMES BROWN
LISA LISA
ANGELA WINBUSH
KASHIF
JEFFREY OSBORNE
TEDDY PENDERGRASS
MASTER PLAN
NIA PEOPLES
MARK ANTHONY
Hottest:
BOBBY BROWN
TEENA MARIE
AL B. SURE
TERENCE TRENT D'A
TRACIE SPENCER

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

WVCO/Columbus
Jones/Morris

SUAVE
MICHAEL JACKSON
Hottest:
PAULA ABDUL
BOBBY BROWN
RJ'S LATEST ARRIV
AL B. SURE
TERENCE TRENT D'A

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

WVCO/Columbus
Jones/Morris

SUAVE
MICHAEL JACKSON
Hottest:
PAULA ABDUL
BOBBY BROWN
RJ'S LATEST ARRIV
AL B. SURE
TERENCE TRENT D'A

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

KMAP/Minneapolis
Al Alonzo

MELBA MOORE
JEFFREY OSBORNE
EVELYN KING
SALT & PEPA
TONY TONI TONE
KOO MOE DEE
NARADA
Hottest:
TROOP
BOBBY BROWN
STEVE WINWOOD
AL B. SURE
TERENCE TRENT D'A

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

KPRW/Oklahoma City
Darnell Swift

JEFFREY OSBORNE
NEW EDITION
MASTERS OF CEREMO
DAZZ BAND
DAVID SANBORN
MICO WAVE
GERRY WO
MARK ANTHONY
Hottest:
RJ'S LATEST ARRIV
PAULA ABDUL
BILLY OCEAN
TROOP
GUY

WVCO/Columbus
Stevens/Willis

TEDDY PENDERGRASS
JAMES BROWN
PEBBLES
GEORGE BENSON
GEOFFREY WILLIAMS
EVELYN KING
TAYLOR DAYNE
KOO & THE GANG
Hottest:
MAC BAND
NEW EDITION
TROOP
PAULA ABDUL
RYRONE DAVIS
TONY TONI TONE
Hottest:
NEW EDITION
TERENCE TRENT D'A
TROOP
PAULA ABDUL
GUY

KMWS/St. Louis
Mike Stradford

CHAPTER 8
PUBLIC ENEMY
JEFFREY OSBORNE
MASTER PLAN
GAP BAND
TEENA MARIE
JAMES BROWN
MARVA KING
Hottest:
TERENCE TRENT D'A
NEW EDITION
TROOP
RICK JAMES
BILLY OCEAN

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

WVCO/Columbus
Stevens/Willis

DAZZ BAND
GEORGE HOWARD
SUE ANN
GEORGE MICHAEL
EW&F
SALT & PEPA
JEFFREY OSBORNE
MELBA MOORE
CLIFF BRANCH
EVELYN KING
HOTTEST:
TROOP
BOBBY BROWN
GUY
AL B. SURE
PAULA ABDUL

SEVEN STEPS

TO SUCCESS.



SCRITTI POLITTI
"BOOM! THERE SHE WAS"
FEATURING ROGER



ROYALTY
"WANNA MAKE IT UP TO YOU"



INCORPORATED THANG BAND
"BODY JACKIN'"
PRODUCED BY GEORGE CLINTON



BIZ MARKIE
"THIS IS SOMETHING FOR THE RADIO"



MICHAEL COOPER
"QUICKNESS"



1



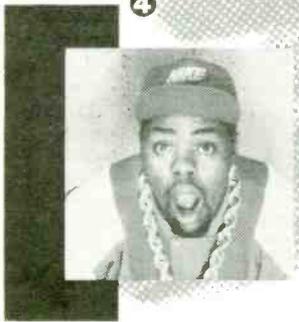
2



3



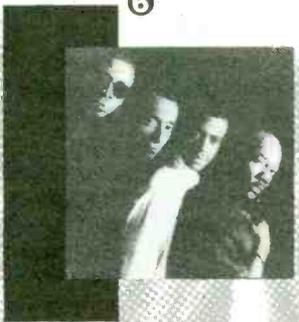
4



5



6



7



ANTHONY & THE CAMP
"TOUCH AND GO GIRL"



BIG DADDY KANE
"AIN'T NO HALF-STEPPIN'"



CHARLY McCLAIN



THE
DEBUT
MERCURY
RECORDS
SINGLE

*Sometimes She
Feels Like
A Man*

FROM THE
FORTHCOMING
ALBUM

**"CHARLY
McCLAIN"**

834998-1/2/4

CHARLY McCLAIN



PRODUCED BY
WAYNE MASSEY
AND
JIM COTTON

AVAILABLE SEPT. 19
ON COMPACT DISC,
CASSETTE & ALBUM



PolyGram Records
.....

R&R NATIONAL AIRPLAY COUNTRY

NEW & ACTIVE

JO-EL SONNIER "Tear-Stained Letter" (RCA) 102/23

Rotations: Heavy 3, Medium 30, Light 69, Total Adds 23, WTCR, WXTU, CHOW, WWVA, WORC, WKHX, KASE, WMSI, KSSN, KAJA, WSLR, WUSN, WBVE, WGEE, WMUS, WOXX, KIZN, KUGN, KFRE, KWHT, KCCY, KKAT, KDRK. Moves 49-40 on the Country chart

DAVID SLATER "The Other Guy" (Capitol) 81/9

Rotations: Heavy 3, Medium 27, Light 51, Total Adds 9, WBOS, CHOW, WILQ, WKSJ, KBMR, WKKO, KGHL, KKCS, KFMS. Heavy: WEZL, WOKK, KRKT. Medium: WZPR, WORC, WRNS, WIVK, WLWI, WSM, KCCY, KDRK. Moves 50-47 on the Country chart

JOHN ANOERSON "If It Ain't Broke, Don't Fix It" (MCA) 79/14

Rotations: Heavy 0, Medium 21, Light 58, Total Adds 14, WMSI, WKSJ, WOWW, WUSQ, KBMR, WGEE, WFMS, KTPK, KZSN, KLZ, KFMS, KCKC, KEEN, KDRK. Medium: WEZL, WAXX, WOW, KUZZ, KRWQ, KNIX. Debuts at number 50 on the Country chart

MERLE HAGGARD "We Never Touch At All" (Epic) 73/17

Rotations: Heavy 1, Medium 24, Light 48, Total Adds 17, WVAM, WOBE, WDSY, KASE, KPLX, WKLO, KYKX, KLLL, KNFM, WOWW, WYYD, WUSQ, WDAF, WTSO, KCJB, KTPK, KRKT. Heavy: KCKC. Debuts at number 48 on the Country chart

T. GRAHAM BROWN "Darlene" (Capitol) 71/33

Rotations: Heavy 0, Medium 15, Light 56, Total Adds 33 including WQCB, WRKZ, WWVA, KASE, WXBQ, KKIX, WMSI, WNOE, WOWW, WQDR, WTVR, WYYD, WTQR, WBVE, KSO, WYNG, KFKF, WXCL, KZSN, KTOM

BECKY HOBBS "They Always Look Better..." (MTM) 64/15

Rotations: Heavy 0, Medium 18, Light 46, Total Adds 15, WVAM, WCVR, KEAN, KMML, KYKR, WMSI, KYKX, WCMS, WOWW, WBVE, KCJB, KXRB, KZSN, KFRE, KDRK. Medium: WTVY, KKYX, WAXX, WTCM, KWHT

DESERT ROSE BANO "Summer Wind" (MCA/Curb) 63/41

Rotations: Heavy 1, Medium 6, Light 56, Total Adds 41 including WRKZ, WXTU, WIVK, KSSN, KLLL, WKSJ, WSIX, WCMS, WKYQ, WYYD, KKYX, WUBE, KFGO, WCUZ, WLLR, K102, KYGO, KNIX, KIIQ, KTOM

OAK RIDGE BOYS "Gonna Take A Lot Of River" (MCA) 61/40

Rotations: Heavy 3, Medium 7, Light 51, Total Adds 40 including WYRK, WOBE, WXTU, WDSY, WWVA, WEZL, KKIX, WMSI, WAMZ, WKYQ, KJNE, WTQR, WMUS, WIL, K102, KUZZ, KUPL, KIIQ, KCKC, KRPM

RONNIE McDOWELL "Suspicion" (Curb) 55/13

Rotations: Heavy 2, Medium 15, Light 38, Total Adds 13, WAYZ, WPOR, WYMI, WMSI, WSM, WKYQ, WOWW, WQDR, WYYD, KJNE, WUSO, WBVE, KVOO. Heavy: WTVY, WDAF. Medium: KMML, WTVR, WSLR, KFGO, KUZZ

SIGNIFICANT ACTION

JOHNNY RODRIGUEZ "I Wanna Wake Up With You" (Capitol) 46/13

Rotations: Heavy 0, Medium 13, Light 33, Total Adds 13, WPOC, WRKZ, KMML, WXBQ, KNFM, WNOE, WUSQ, KWMT, WTHI, KFRE, KEKB, KALF, KTOM. Medium: KRRV, WUSY, WKLO, WOKK, KAJA, WOW, WTCM

DEAN OLLON "The New Never Wore Off My Sweet Baby" (Capitol) 44/6

Rotations: Heavy 0, Medium 16, Light 28, Total Adds 6, KASE, WMSI, KSSN, WYYD, WTSO, KDRK. Medium: KRRV, KYKR, WEZL, WTVY, WOKK, WLWI, WTVR, KKYX, KFGO, WDAF, KTTS, WTCM, KFDI, KRKT, KNIX

MICKEY GILLEY "I'm Your Puppet" (Airborne) 38/9

Rotations: Heavy 0, Medium 8, Light 30, Total Adds 9, WQCB, KRRV, WRNS, WLWI, WNOE, WOWW, WQDR, KWOX, KEKB. Medium: KYKR, WTVY, WOKK, KTTS, WTCM, KFDI, KRKT

LYNN ANDERSON "Under The Boardwalk" (Mercury/PolyGram) 37/18

Rotations: Heavy 0, Medium 5, Light 32, Total Adds 18, WRKZ, WCVR, KRRV, KASE, WEZL, WSIX, WCMS, WTVR, KKYX, WAXX, KFGO, WCUZ, KVOO, KRKT, KALF, KIIQ, KCKC, KDRK. Medium: WTVY, KBMR

ASLEEP AT THE WHEEL "Walk On By" (Epic) 30/11

Rotations: Heavy 0, Medium 8, Light 22, Total Adds 11, WCVR, KEAN, WKLO, KNFM, WNOE, WTVR, KSO, KFGO, KWMT, WTHI, KTOM. Medium: KYKR, WOKK, KBMR, WDAF, WOW, KFDI, KALF

DAVID LYNN JONES "The Rogue" (Mercury/PolyGram) 26/14

Rotations: Heavy 0, Medium 2, Light 24, Total Adds 14, WPOC, KKIX, WDXE, KSSN, WOKK, WCMS, WAXX, KFGO, KVOO, KGHL, KVOO, KUJY, KEKB, KIIQ. Medium: KBMR, WTCM. Light: WXXK, KEAN, KRST, KWJJ

NANCI GRIFFITH "Anyone Can Be Somebody's Fool" (MCA) 23/7

Rotations: Heavy 0, Medium 4, Light 19, Total Adds 7, WOBE, WWVA, WRNS, KKIX, WTVR, KGHL, KALF. Medium: WTVY, KTTS, KFDI, KUJY. Light: WIXY, WCMS, KFGO, WTSO, WTCM, KVOO, KVOO, KTOM

RUSSELL SMITH "Betty Jean" (Epic) 22/14

Rotations: Heavy 0, Medium 2, Light 20, Total Adds 14, WXXK, KMML, KKIX, WGKX, WOKK, WCMS, KKYX, KRKT, KGHL, KVOO, KUJY, KRWO, KALF, KDRK. Medium: WTVY. Light: WRNS, WDXE, WTVR, KFGO, KFDI, KWJJ, KSOP

MASON DIXON "Dangerous Road" (Capitol) 21/7

Rotations: Heavy 0, Medium 2, Light 19, Total Adds 7, WQCB, WAYZ, WXXK, KKIX, KYKX, WNOE, KJNE. Medium: KFDI, KRKT. Light: WZPR, KMML, KYKR, WTVY, WPAP, KKYX, WAXX, KFGO, KVOO, KWOX, KRWO, KALF

CONWAY TWITTY "Saturday Night Special" (MCA) 19/18

Rotations: Heavy 0, Medium 3, Light 16, Total Adds 18, WAYZ, WCVR, KRRV, KMML, WTVY, WIVK, WDXE, WAMZ, WOKK, WNOE, WKYQ, KBMR, WCUZ, WTCM, KWOX, KUZZ, KVOO, KFRE. Light: KRWO

CHRIS AUSTIN "Lonesome For You" (WB) 18/6

Rotations: Heavy 0, Medium 1, Light 17, Total Adds 6, WAYZ, WCMS, WTCM, KRKT, KUUY, KEKB. Medium: WAXX. Light: KMML, WTVY, KHEY, WDXE, WDAF, WWJO, KVOO, KFDI, KVOO, KRWO, KSOP

SOUTHERN PACIFIC "New Shade Of Blue" (WB) 17/15

Rotations: Heavy 0, Medium 2, Light 15, Total Adds 15, KEAN, KRRV, WTVY, WIVK, WDXE, WOKK, WNOE, WCMS, WTCM, KWOX, KVOO, KRWO, KEKB, KWJJ, KRPM. Light: WXXK, KMML

RAY PRICE "Don't The Morning Always Come..." (SOR) 17/3

Rotations: Heavy 0, Medium 3, Light 14, Total Adds 3, KHEY, WTVR, WAXX. Medium: KKYX, KTTS, KDRK. Light: WTVY, KKIX, WNOE, KSO, KFGO, KWMT, KVOO, KFDI, KVOO, KTOM, KSOP

ODD McLEAN "Love In The Heart" (Capitol) 16/3

Rotations: Heavy 0, Medium 6, Light 10, Total Adds 3, KMML, KYKX, KUUY. Medium: WZPR, WEZL, KKYX, KBMR, WTCM, KRKT. Light: WWVA, WTVY, WDXE, WOW, KTPK, KFDI, KRWO

SWEETHEARTS OF THE RODEO "Blue To The Bone" (Columbia) 14/14

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 14, WXXK, WCVR, KMML, WTVY, WDXE, WOKK, WSIX, WTCM, KUZZ, KVOO, KFRE, KRWO, KWHT, KWJJ

RANDY VANWARMER "Where The Rocky Mountains..." (16th Avenue/Capitol) 10/4

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 4, WVAM, WTVY, WCMS, KWMT. Medium: WTCM, KRKT. Light: WZPR, WCVR, KRRV, KRWO

JACK ROBERTSON "It's Not Easy" (Soundwaves) 10/1

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 1, KHEY. Medium: KTTS. Light: KSSN, WTVR, KKYX, KFGO, WOW, KVOO, KFDI, KSOP

FOSTER & LLOYD "What Do You Want From Me This Time" (RCA) 9/9

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, KRRV, WTVY, KKIX, WOKK, WMUS, WTCM, KVOO, KRWO, KWJJ

SUZIE BOGGUSS "I Want To Be A Cowboy's Sweetheart" (Capitol) 9/7

Rotations: Heavy 0, Medium 4, Light 5, Total Adds 7, KMML, WCMS, WAXX, WXCL, KFDI, KRKT, KCKC. Medium: WDAF, WTCM

RONNIE ROGERS "Let's Be Bad Tonight" (MTM) 9/5

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 5, KMML, WAXX, WTCM, KVOO, KVOO. Medium: KRKT. Light: WTVY, WDXE, WNOE

RICK SNYDER "Losing Somebody You Love" (Capitol) 8/1

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WDXE. Medium: WZPR. Light: WTVY, WTVR, KFGO, KVOO, KFDI, KSOP

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
GEORGE STRAIT/If You Ain't Lovin'... (MCA)	<i>If You Ain't Lovin'...</i>
HOLLY DUNN/Traveling Prayer (MTM)	<i>Across The Rio Grande</i>
CHARLEY PRIDE/Where Was I (16th Avenue/Capitol)	<i>I'm Gonna Love Her...</i>
REBA McENTIRE/Respect (MCA)	<i>Reba</i>
RODNEY CROWELL/Above And Beyond (Columbia)	<i>Diamonds And Dirt</i>
RANDY TRAVIS/Deeper Than The Holler (WB)	<i>Old 8 x 10</i>
MICHAEL JOHNSON/Oh Rosalee (RCA)	<i>That's That</i>
DAVID LYNN JONES/Tonight In America (Mercury/PolyGram)	<i>Hard Times On Easy Street</i>
EARL THOMAS CONLEY/Finally Friday (RCA)	<i>The Heart Of It All</i>
K.D. LANG/Waltz Me Once Again Around The Dance Floor (Sire/WB)	<i>Shadowland</i>
KATHY MATTEA/Untasted Honey (Mercury/PolyGram)	<i>Untasted Honey</i>
RANDY TRAVIS/Written In Stone (WB)	<i>Old 8 x 10</i>
HANK WILLIAMS JR./Early In The Morning And Late... (WB/Curb)	<i>Wild Streak</i>
ALABAMA/I Can't Stop (RCA)	<i>Just Us</i>
REBA McENTIRE/Do Right By Me (MCA)	<i>Reba</i>
PATTY LOVELESS/I Can't Get You... (MCA)	<i>If My Heart Had Windows</i>



TANYA TUCKER

"Strong Enough To Bend" (44188)

And Strong Enough to Make

37

BREAKER.

Produced by Jerry Crutchfield

Capitol

R&R NATIONAL AIRPLAY ADULT CONTEMPORARY

BREAKERS.

HUEY LEWIS & THE NEWS Perfect World (Chrysalis)

62% of our reporters on it. Rotations: Heavy 1, Medium 29, Light 31, Total Adds 18 including WNL, KLSY, WZNY, WTFM, U102, WRMF, WTRX, 3WM, KWFM, WWMJ. Debuts at number 24 on the AC chart.

PETER CETERA One Good Woman (WB)

60% of our reporters on it. Rotations: Heavy 0, Medium 22, Light 37, Total Adds 27 including WPIX, WHTX, WNL, KLSI, WMYX, KOST, KLSY, WQXY, WTRX. Debuts at number 26 on the AC chart.

BRUCE HORNSBY & THE RANGE Look Out Any Window (RCA)

60% of our reporters on it. Rotations: Heavy 0, Medium 23, Light 36, Total Adds 26 including WPIX, KS95, KYKY, KMJI, WZNY, WQXY, WXT, WRKA, WIZD. Debuts at number 29 on the AC chart.

DAVID BENOIT The Key To You (GRP)

53% of our reporters on it. Rotations: Heavy 0, Medium 17, Light 35, Total Adds 7, Y103, KEFM, KWAV, WKTK, KRLB, WORG, KWEB.

NEW & ACTIVE

NATALIE COLE "When I Fall In Love" (EMI-Manhattan) 44/22

Rotations: Heavy 0, Medium 6/2, Light 38/20, Total Adds 22, WKYE, WTFM, WIZD, WSLQ, WTRX, WMGN, KWAV, KWFM, WWMJ, WGLL, WAFL, WQHQ, WFPA, KRLB, Z93, WKCX, WBG, WMJC, WMTFM, WJTW, WJON, KKL, Medium including WEIM, WKNE, WAHR, KYJC. Light including WEBE, WMGS, WNAM, WKS, WCKQ, WKTK, KHOZ, WORG, WCAC.

RICK ASTLEY "It Would Take A Strong Strong Man" (RCA) 36/13

Rotations: Heavy 0, Medium 12/1, Light 24/12, Total Adds 13, WHTX, KS95, WEBE, WTCB, WSLQ, WTRX, WGLL, KHOZ, WCAC, KTYL, KVIC, KSCB, KKL, Medium including KLSI, WKYE, U102, KLT, WEIM, WAFL, WSKI, WAEV, KKLS, KYJC, KAYN. Light including B100, WMGS, WIZD, WNAM, WWMJ, WCKQ, WGSV, Z93, WORG, WZLQ, WMTFM, KSTR.

BILL MEDLEY "He Ain't Heavy, He's My Brother" (Scott Bros./CBS) 35/1

Rotations: Heavy 0, Medium 14/0, Light 21/1, Total Adds 1, KSCB, Medium: WKYE, WSLQ, WNAM, WTRX, KWFM, WKNE, WSKI, WGSV, WAHR, WKCX, WCAC, WZLQ, WMTFM, KYJC. Light including KLSI, KLCY, WAEB, WRMF, 3WM, WECQ, WQHQ, WKS, WCVQ, WORG, WAEV, KTYL, KVIC, WIHN, KWEB, KKLS, KKL, KPNW, KSTR, KAYN.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BREATHE	96/1	89	7	0
2 STEVE WINWOOD	95/0	92	3	0
3 RICHARD MARX	96/0	87	8	1
4 BILLY OCEAN	97/0	84	7	6
5 ELTON JOHN	97/1	77	18	2
6 GLORIA ESTEFAN & MIAMI SOUND MACHINE	92/1	68	22	2
7 ERIC CARMEN	81/0	56	18	7
8 CHICAGO	87/1	61	24	2
9 MOODY BLUES	86/0	49	32	5
10 TRACY CHAPMAN	84/5	43	32	9
11 CLIMIE FISHER	85/5	30	50	5
12 WHITNEY HOUSTON	85/6	26	52	7
13 SADE	69/0	28	37	4
14 LITTLE RIVER BAND	82/4	19	48	15
15 AL B. SURE!	67/1	18	44	5
16 TAYLOR DAYNE	77/3	11	53	13
17 JAMES TAYLOR	74/7	7	53	14
18 DEBBIE GIBSON	55/0	18	27	10
19 DARYL HALL & JOHN OATES	78/15	3	50	25
20 RED SPEEDWAGON	76/7	6	49	21
21 JOE COCKER	70/2	7	50	13
22 JETS	44/0	11	28	5
23 JOHNNY HATES JAZZ	70/6	1	40	29
24 HUEY LEWIS & THE NEWS	61/18	1	29	31
25 BEACH BOYS	70/17	1	32	37
26 PETER CETERA	59/27	0	22	37
27 JOHNNY MATHIS	58/4	4	27	27
28 CROWDED HOUSE	59/5	2	29	28
29 BRUCE HORNSBY & THE RANGE	59/26	0	23	36
30 CHRIS DeBURGH	64/13	1	22	41

MOST ADDED

- KENNY ROGERS (29)
- PETER CETERA (27)
- BRUCE HORNSBY & THE RANGE (26)
- NATALIE COLE (22)
- HUEY LEWIS & THE NEWS (18)
- BEACH BOYS (17)
- HALL & OATES (15)
- RICK ASTLEY (13)
- CHRIS DeBURGH (13)
- BOZ SCAGGS (13)

HOTTEST

- STEVE WINWOOD (77)
- BREATHE (66)
- RICHARD MARX (64)
- BILLY OCEAN (62)
- ELTON JOHN (45)
- ERIC CARMEN (32)
- MIAMI SOUND MACHINE (32)
- CHICAGO (26)
- TRACY CHAPMAN (17)
- MOODY BLUES (14)

STEVE WARINER "I Should Be With You" (MCA) 34/6

Rotations: Heavy 0, Medium 9/0, Light 25/6, Total Adds 6, KKHT, 3WM, KVIC, KWEB, KKLS, WJON. Medium: KVIL, WEIM, WAFL, WSKI, WCKQ, WFPA, WAHR, WMTFM, KYJC. Light including WNAM, WTRX, KEFM, WKNE, WQHQ, WCVQ, WGSV, KRLB, Z93, WORG, WKCX, WCAC, WZLQ, KTYL, WMJC, WTW, KKL, WTR, KAYN.

TERENCE TRENT D'ARBY "Sign Your Name" (Columbia) 33/8

Rotations: Heavy 7/0, Medium 17/5, Light 9/3, Total Adds 8, WALK, WTCB, WIZD, WMGN, WEIM, WCKX, KTYL, WIHN. Heavy: B100, WWMJ, WAFL, WSKI, WCKQ, WORG, WAEV. Medium including WPIX, KLSY, WVA, WKYE, WZNY, WRKA, WCVQ, WKTK, KRLB, KVIC, KKL, KAYN. Light including KLSI, KS95, KWAV, WCAC, KID, KYJC.

KENNY ROGERS "When You Put Your Heart In It" (Reprise) 29/29

Rotations: Heavy 0, Medium 3/3, Light 26/26, Total Adds 29, WEBE, WMGS, WNAM, KEFM, KWFM, WEIM, WKNE, WAFL, WSKI, WQHQ, WCKQ, WCVQ, WFPA, WGSV, WAHR, Z93, WORG, WKCX, WCAC, WBG, WZLQ, KTYL, WIHN, WMTFM, KPNW, KSTR, KYJC, KAYN, KMGQ.

MICHAEL JACKSON "Another Part Of Me" (Epic) 25/12

Rotations: Heavy 0, Medium 6/1, Light 19/11, Total Adds 12, B100, WVA, WFPA, KHOZ, KRLB, WORG, WCKX, WZLQ, KVIC, KSCB, WTW, KKL, Medium including WEIM, WAFL, WSKI, Z93, WAEV. Light including WNL, WSLQ, WCKQ, WKTK, WGSV, KTYL, WMTFM, KAYN.

SIGNIFICANT ACTION

FULL SWING "2 Good 2 Be 4 Gotten" (Cypress/A&M) 23/0

Rotations: Heavy 0, Medium 7/0, Light 16/0, Total Adds 0, Medium: WNAM, WAHR, WCKX, WZLQ, KKL, KYJC, KAYN. Light: B100, WXT, WTRX, WLHT, WFMK, KEFM, WHNN, WQNY, WFPA, WKTK, WORG, WCAC, WMJC, WMTFM, WJON, KMGQ.

AMY GRANT "Lead Me On" (A&M) 22/0

Rotations: Heavy 0, Medium 5/0, Light 17/0, Total Adds 0, Medium: WEIM, WAFL, KHOZ, KYJC, KAYN. Light: WSLQ, WTRX, WSKI, WQHQ, WFPA, KRLB, Z93, WORG, WKCX, WCAC, WZLQ, KVIC, KSCB, WTW, KKL, WJON, KKL.

CONTOURS "Do You Love Me" (Motown) 21/2

Rotations: Heavy 5/0, Medium 10/0, Light 6/2, Total Adds 2, WALK, KKL. Heavy: WLTF, WMJI, B100, WRKA, KVIC. Medium: WHTX, WVA, WLHT, WFMK, WHNN, WKTK, KRLB, WORG, WAEV, WMJC. Light including WSLQ, WKS, WCAC, WTW.

BOZ SCAGGS "Cool Running" (Columbia) 20/13

Rotations: Heavy 0, Medium 1/1, Light 19/12, Total Adds 13, WTRX, WABK, WWMJ, WEIM, WAFL, WSKI, WCKQ, WFPA, WGSV, WORG, KSTR, KYJC, KAYN. Light including WRMF, WNAM, WKS, Z93, WZLQ, KTYL, WMTFM.

PREFAB SPROUT "Cars And Girls" (Epic) 18/4

Rotations: Heavy 0, Medium 1/0, Light 17/4, Total Adds 4, WLHT, WFMK, WHNN, WMJC. Medium: WAFL. Light including WTRX, WEIM, WQNY, WGLL, WSKI, WCKQ, WFPA, WORG, WCAC, KVIC, KKL, KYJC, KAYN.

FREDDIE JACKSON "Nice 'N' Slow" (Capitol) 16/3

Rotations: Heavy 0, Medium 2/0, Light 14/3, Total Adds 3, WGLL, KVIC, KAYN. Medium: WEIM, WAFL. Light including WNL, B100, WAEB, WTRX, WQHQ, WKTK, WORG, WCAC, WZLQ, KTYL, KYJC.

CHEAP TRICK "The Flame" (Epic) 16/1

Rotations: Heavy 5/0, Medium 6/0, Light 5/1, Total Adds 1, KLSI. Heavy: WLTF, WMJI, U102, WKTK, WAEV. Medium: WALK, B100, KEZR, WVA, WAFL, WCKX. Light including KLSY, KEY103, KRLB, KVIC.

BRIAN WILSON "Love And Mercy" (Sire/Reprise) 15/5

Rotations: Heavy 0, Medium 4/0, Light 11/5, Total Adds 5, WAEB, WSLQ, WFPA, WGSV, WMTFM. Medium: WWMJ, WEIM, WORG, WCKX. Light including WKYE, WNAM, WAFL, Z93, WZLQ, KSTR.

MAC McANALLY "Finish Line" (Geffen) 15/2

Rotations: Heavy 0, Medium 2/0, Light 13/2, Total Adds 2, WNAM, WJON. Medium: WEIM, WAHR. Light including WSLQ, WAFL, WSKI, WFPA, WGSV, WORG, WCKX, WCAC, WZLQ, KYJC, KAYN.

LIVINGSTON TAYLOR "Lovin' Arms" (Critique) 14/9

Rotations: Heavy 0, Medium 2/1, Light 12/8, Total Adds 9, WNAM, WKNE, WGSV, WAHR, WZLQ, WMTFM, KYJC, KAYN, KMGQ. Medium including WEIM. Light including WAFL, WSKI, WCKX, KSTR.

GRAHAM PARKER "Get Started, Start A Fire" (RCA) 14/0

Rotations: Heavy 0, Medium 2/0, Light 12/0, Total Adds 0, Medium: WKYE, WORG. Light: WNAM, WEIM, WAFL, WSKI, WCKQ, WFPA, WGSV, WZLQ, WMJC, KSCB, KKL, KAYN.

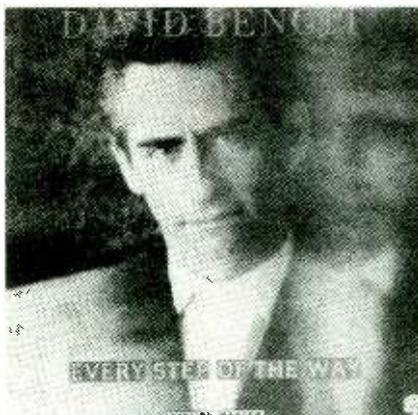
10,000 MANIACS "What's The Matter Here" (Elektra) 12/5

Rotations: Heavy 0, Medium 1/0, Light 11/5, Total Adds 5, WORG, WCKX, WTW, KYJC, KMGQ. Medium: WEIM. Light including WEBE, WAFL, WSKI, WZLQ, KSCB, KAYN.

ANDY LEEK "Please Please" (Atlantic) 9/8

Rotations: Heavy 0, Medium 0, Light 9/8, Total Adds 8, WEBE, WEIM, WSKI, WQHQ, WCKQ, WORG, WCKX, KSTR. Light including WTW.

AC Radio You Are The Key,
Thanks For Breaker!



DAVID BENOIT

"THE KEY TO YOU"

52 AC Reporters - 53%!



AC ADDS & HOTS

FULL-SERVICE AC

MOST ADDED

BRUCE HORNSBY & THE RANGE (7)
KENNY ROGERS (6)
PETER CETERA (4)
NATALIE COLE (4)
HUEY LEWIS & THE NEWS (4)

HOTTEST

BILLY OCEAN (27)
ERIC CARMEN (22)
BREATHE (18)
MIAMI SOUND MACHINE (17)
STEVE WINWOOD (17)
RICHARD MARX (14)
SADE (14)
ELTON JOHN (11)
JOHNNY MATHIS (8)
BOZ SCAGGS (8)

GOLD-BASED AC

MOST ADDED

TRACY CHAPMAN (4)
HUEY LEWIS & THE NEWS (4)
BEACH BOYS (3)
PETER CETERA (3)
WHITNEY HOUSTON (3)
RICHARD MARX (3)

HOTTEST

ERIC CARMEN (24)
BILLY OCEAN (20)
BREATHE (17)
RICHARD MARX (16)
STEVE WINWOOD (16)
SADE (15)
ELTON JOHN (11)
MIAMI SOUND MACHINE (7)
JETS (6)
BOZ SCAGGS (4)

EAST

PARALLEL ONE

WBEN/Buffalo
Hank Nevins
PETER CETERA
Hottest:
SADE
MIAMI SOUND MACH
AL B. SURE!
BILLY OCEAN
WGR/Buffalo
Mike Roszman
JAMES TAYLOR
LRB
CLIMIE FISHER
Hottest:
BILLY OCEAN
BREATHE
RICHARD MARX
STEVE WINWOOD
ELTON JOHN

KDKA/Pittsburgh

Mike Watkins
BILLY OCEAN
BRENDA K. STARR
Hottest:
JETS
DEBBIE GIBSON
ERIC CARMEN
RICHARD MARX
BREATHE
WPRO/Providence
Mike Osborne
STEVE WINWOOD
CHICAGO
RICHARD MARX
LIVINGSTON TAYLOR
Hottest:
BREATHE
BILLY OCEAN
ERIC CARMEN
DEBBIE GIBSON
JOHNNY MATHIS

WMAL/Washington

Eileen Griffin
BEACH BOYS
FULL SWING
Hottest:
BOZ SCAGGS
JAMES TAYLOR
JULIO IGLESIAS
JOHNNY MATHIS
SADE
PARALLEL TWO
WELI/New Haven
Gross/McCormick
none
Hottest:
SADE
MIAMI SOUND MACH
BILLY OCEAN

WICC/Bridgeport

Peters/Becker
RICK ASTLEY
PETER CETERA
BRUCE HORNSBY
JOHNNY HATES JAZZ
CROWDED HOUSE
Hottest:
ERIC CARMEN
CONTOURS
ELTON JOHN
STEVE WINWOOD
BREATHE
WQY/Schenectady
Brindle/Sgarata
REO SPEEDWAGON
PETER CETERA
ELTON JOHN
Hottest:
BREATHE
JULIO IGLESIAS
LANZ & SPEER
ERIC CARMEN
WHITNEY HOUSTON

WTIC/Hartford

David Bernstein
CLIMIE FISHER
TAYLOR DAYNE
CROWDED HOUSE
BRUCE HORNSBY
Hottest:
JOHNNY MATHIS
LRB
BILLY OCEAN
ELTON JOHN
MOODY BLUES
WCHS/Charleston
Vic Marino
HUEY LEWIS & T
BRIAN WILSON
KENNY ROGERS
DINO
DENISE LOPEZ
HUE & CRY
ZIGGY MARLEY
Hottest:
BILLY OCEAN
STEVE WINWOOD
BREATHE
RICHARD MARX
ELTON JOHN

PARALLEL THREE

WMTM/Morristown
Emery/Boyle
BRUCE HORNSBY
NATALIE COLE
Hottest:
BILLY OCEAN
STEVE WINWOOD
BREATHE
RICHARD MARX
ELTON JOHN

EAST

PARALLEL ONE

WWMX/Baltimore
Don Kelley
none
Hottest:
BILLY OCEAN
BREATHE
ERIC CARMEN
SADE
MIAMI SOUND MACH
WLTJ/Pittsburgh
John Gallagher
RICHARD MARX
JOHNNY MATHIS
Hottest:
BILLY OCEAN
BOZ SCAGGS
SADE
JETS
DEELE

WKSZ/Philadelphia

Mike Colby
none
Hottest:
BILLY OCEAN
BREATHE
ERIC CARMEN
SADE
RICHARD MARX
JOHNNY MATHIS
Hottest:
BILLY OCEAN
BOZ SCAGGS
SADE
JETS
DEELE

WLTT/Washington

Don Davis
none
Hottest:
ERIC CARMEN
ELTON JOHN
MOODY BLUES
SADE
STEVE WINWOOD
PARALLEL TWO
WJBR/Wilmington, DE
Welldon/Paul
none
Hottest:
BILLY OCEAN
SADE
ERIC CARMEN
BREATHE
RICHARD MARX

WLEV/Allentown

Robbins/Alexander
BEACH BOYS
HUEY LEWIS & THE NEWS
LIVINGSTON TAYLOR
Hottest:
BREATHE
STEVE WINWOOD
ELTON JOHN
RICHARD MARX
LRB
WMAF-FM/Springfield
Kratville/O'Brien
HALL & OATES
JOHNNY HATES JAZZ
Hottest:
STEVE WINWOOD
ELTON JOHN
ERIC CARMEN
HUEY LEWIS & THE NEWS
RICK ASTLEY

WYYY/Syracuse

Rich Lauber
CHICAGO
WHITNEY HOUSTON
Hottest:
ERIC CARMEN
SADE
BREATHE
BILLY OCEAN
STEVE WINWOOD

SOUTH

PARALLEL TWO

WHAS/Louisville
Bruce/McElvain
WHITNEY HOUSTON
ELTON JOHN
MOODY BLUES
Hottest:
ERIC CARMEN
STEVE WINWOOD
CONTOURS
RICHARD MARX
MIAMI SOUND MACH

WBT/Charlotte

Andy Bickle
CHRIS DEBURGH
BOBBY MCFERRIN
Hottest:
BILLY OCEAN
MIAMI SOUND MACH
JOHNNY MATHIS
WGOV/Chattanooga
Kelly McCoy
JOHNNY MATHIS
BRUCE HORNSBY
Hottest:
BILLY OCEAN
TRACY CHAPMAN
RICHARD MARX
BREATHE
ERIC CARMEN

WRVA/Richmond

Tim Farley
TAYLOR DAYNE
JAMES TAYLOR
Hottest:
BREATHE
TRACY CHAPMAN
STEVE WINWOOD
MIAMI SOUND MACH
BILLY OCEAN

PARALLEL THREE

WGBR/Goldsboro
Alan Hoover
KENNY ROGERS
Hottest:
BILLY OCEAN
BREATHE
STEVE WINWOOD
RICHARD MARX
MIAMI SOUND MACH

WKYX/Paducah

Carroll/Burns
CLIMIE FISHER
Hottest:
BREATHE
RICHARD MARX
STEVE WINWOOD
ERIC CARMEN
ELTON JOHN

WSTU/Stuart

Grant/Archer
HALL & OATES
HUEY LEWIS & T
RICK ASTLEY
Hottest:
STEVE WINWOOD
BILLY OCEAN
BREATHE
ELTON JOHN
MIAMI SOUND MACH

SOUTH

PARALLEL ONE

WFOX/Atlanta
Dennis Winslow
none
Hottest:
ERIC CARMEN
RICHARD MARX
STEVE WINWOOD
BOZ SCAGGS
ERIC CARMEN
SADE
2WD/Norfolk
Gary King
ROD STEWART
RICK ASTLEY
HUEY LEWIS & T
CHEAP TRICK
TERENCE TRENT
REO SPEEDWAGON
Hottest:
BILLY OCEAN
ERIC CARMEN
DEBBIE GIBSON
SADE
ELTON JOHN

KFMK/Houston

John Stevens
none
Hottest:
ERIC CARMEN
RICHARD MARX
STEVE WINWOOD
BOZ SCAGGS
KMGC/Dallas
Layne Prescott
PETER CETERA
Hottest:
RICK ASTLEY
SADE
ERIC CARMEN
STEVE WINWOOD
WUSA/Tampa
Johnny Williams
none
Hottest:
CONTOURS
BILLY OCEAN
CHICAGO
MIAMI SOUND MACH
JOHNNY HATES JAZZ

Love 94/Miami

Don Agony
CROWDED HOUSE
PETER CETERA
TRACY CHAPMAN
Hottest:
BREATHE
ERIC CARMEN
MIAMI SOUND MACH
RICHARD MARX
ELTON JOHN
KSMQ/San Antonio
Jay Scott
JAMES TAYLOR
LRB
Hottest:
BILLY OCEAN
RICHARD MARX
STEVE WINWOOD
MIAMI SOUND MACH
BREATHE

PARALLEL TWO

WEZC/Charlotte
Herring/Conway
JAMES TAYLOR
Hottest:
ERIC CARMEN
STEVE WINWOOD
RICHARD MARX
BILLY OCEAN
WRVR/Memphis
Bob Kaake
TAYLOR DAYNE
Hottest:
BILLY OCEAN
BREATHE
MOODY BLUES
BRUCE HORNSBY
JAMES TAYLOR
WZZM/Birmingham
Rivers/Chambers
RICHARD MARX
Hottest:
ELTON JOHN
ERIC CARMEN
STEVE WINWOOD
JETS
BILLY OCEAN

WLMX/Chattanooga

Burket/Marshall
CHICAGO
BILLY OCEAN
Hottest:
RICHARD MARX
ERIC CARMEN
RICK ASTLEY
JOHNNY HATES JAZZ
MIAMI SOUND MACH
KRMJ/Austin
Bob Cole
KENNY ROGERS
BEACH BOYS
Hottest:
RESTLESS HEART
SADE
BILLY OCEAN
JAMES TAYLOR
JOHNNY MATHIS
WMLJ/Birmingham
Rivers/Chambers
TRACY CHAPMAN
Hottest:
STEVE WINWOOD
BREATHE
SADE
RICHARD MARX
ERIC CARMEN

WSTF/Orlando

Brian Kirkland
none
Hottest:
ERIC CARMEN
RICHARD MARX
DEBBIE GIBSON
JETS
RICK ASTLEY
MIAMI SOUND MACH
WRAL/Raleigh
Michael Neff
none
Hottest:
MIAMI SOUND
JOHNNY HATES
BRENDA RUSSE
RICK ASTLEY
CONTOURS

MIDWEST

PARALLEL ONE

55KRC/Cincinnati
Drew Hayes
none
Hottest:
BRUCE HORNSBY
BOZ SCAGGS
SADE
RICK ASTLEY
ERIC CARMEN
WLW/Cincinnati
Dave Reinhart
TRACY CHAPMAN
HUEY LEWIS & T
Hottest:
ERIC CARMEN
STEVE WINWOOD
CHICAGO
MOODY BLUES
ELTON JOHN

WTVN/Columbus

Lari/Lane
ELTON JOHN
BREATHE
Hottest:
JETS
BRUCE HORNSBY
BOZ SCAGGS
ERIC CARMEN
BILLY OCEAN
WTM/Milwaukee
Debbie Hinke
KENNY ROGERS
NATALIE COLE
Hottest:
RICHARD MARX
EDDIE RABBITT
GLEN CAMPBELL
SADE
JAMES TAYLOR
KMOX/St. Louis
Bob Osborne
BILL MEDLEY
KENNY ROGERS
Hottest:
JOHNNY MATHIS
BEACH BOYS
BOZ SCAGGS
MIAMI SOUND MACH
JAMES TAYLOR

WCCO/Minneapolis

Curt Lundgren
BEACH BOYS
MISSING LINKS
ANDY LEEK
CROWDED HOUSE
Hottest:
JOHNNY MATHIS
BREATHE
MIAMI SOUND MACH
PARALLEL TWO
WHBY/Appleton-Oshkosh
Salm/St. John
JOE COCKER
CHRIS DEBURGH
Hottest:
ERIC CARMEN
SADE
BILLY OCEAN
STEVE WINWOOD
MIAMI SOUND MACH
KRMG/Tulsa
Joe Ray Riddle
none
Hottest:
BOZ SCAGGS
ERIC CARMEN
SADE

WHBC/Canton

Doug Lane
HALL & OATES
BRUCE HORNSBY
AMY GRANT
NATALIE COLE
Hottest:
RICHARD MARX
ERIC CARMEN
BILLY OCEAN
MIAMI SOUND MACH
ELTON JOHN
WOOD/Grand Rapids
Skip Essick
BEACH BOYS
MOODY BLUES
JOHNNY MATHIS
Hottest:
BILLY OCEAN
MIAMI SOUND MACH
ERIC CARMEN
SADE
ELTON JOHN
WIBA/Madison
Jim Reed
NATALIE COLE
CHRIS DEBURGH
Hottest:
BILLY OCEAN
BREATHE
BOZ SCAGGS
BILLY VERA & B
JOHNNY MATHIS

WROK/Rockford

McClure/Strassel
DEBBIE GIBSON
RICHARD MARX
ELTON JOHN
Hottest:
BILLY OCEAN
ERIC CARMEN
SADE
WSPD/Toledo
Fred Heller
RICHARD MARX
Hottest:
SADE
CLIMIE FISHER
JETS
BRUCE HORNSBY
RICHARD MARX
PARALLEL THREE
WJBC/Bloomington
Munson/Salowitz
none
Hottest:
MIAMI SOUND MACH
STEVE WINWOOD
ELTON JOHN
REO SPEEDWAGON
JOE COCKER

WCIL/Carbondale

Rich Bird
RICK ASTLEY
JOE COCKER
HUEY LEWIS & T
JAMES TAYLOR
Hottest:
ERIC CARMEN
RICHARD MARX
MIAMI SOUND MACH
STEVE WINWOOD
TRACY CHAPMAN
KFSB/Joplin
Troy West
BRUCE HORNSBY
PETER CETERA
KENNY ROGERS
Hottest:
BILLY OCEAN
ERIC CARMEN
SADE
STEVE WINWOOD
RICHARD MARX
WASK/Lafayette
Keith Harris
STEVE WARINER
Hottest:
BILLY OCEAN
LRB
SADE
CROWDED HOUSE
JOHNNY MATHIS

MIDWEST

PARALLEL ONE

WLLT/Cincinnati
Kay/Zerhusen
TRACY CHAPMAN
HUEY LEWIS & T
Hottest:
STEVE WINWOOD
ELTON JOHN
BILLY OCEAN
MIAMI SOUND MACH
CHICAGO

WLTJ/Detroit

Pat Holiday
MIAMI SOUND MACH
Hottest:
BREATHE
JETS
BILLY OCEAN
RICK ASTLEY
SADE
WLTQ/Milwaukee
Irwin/Brennan
RICHARD MARX
Hottest:
JOHNNY MATHIS
BRENDA RUSSELL
JULIO IGLESIAS
BILLY OCEAN
ERIC CARMEN

WENS/Indianapolis

Grey/Eagan
MIAMI SOUND MACH
REO SPEEDWAGON
Hottest:
CHEAP TRICK
DEBBIE GIBSON
CONTOURS
ERIC CARMEN
RICHARD MARX

PARALLEL TWO

WCRZ/Ft. King/Patrick
CLIMIE FISHER
WHITNEY HOUSTON
Hottest:
STEVE WINWOOD
BREATHE
BILLY OCEAN
RICHARD MARX
ELTON JOHN

KUDL/Kansas City

Don Bender
CHICAGO
Hottest:
SADE
ERIC CARMEN
BRUCE HORNSBY
BREATHE
HALL & OATES

KRAV/Tulsa

Brian Chase
HUEY LEWIS & THE NEWS
BILLY OCEAN
Hottest:
BREATHE
CHEAP TRICK
ERIC CARMEN
STEVE WINWOOD
BRUCE HORNSBY

WEST

PARALLEL ONE

KHOW/Denver
Murphy Huston
MIAMI SOUND MACH
Hottest:
ERIC CARMEN
STEVE WINWOOD
JETS
RICK ASTLEY
BILLY OCEAN
KEX/Portland
Dirix/Fort
BILLY OCEAN
BREATHE
Hottest:
BOZ SCAGGS
SADE

KGOW/Portland

Gallagher/Tom
none
Hottest:
RICK ASTLEY
BOZ SCAGGS
ERIC CARMEN
STEVE WINWOOD
BILLY OCEAN
KSL/Salt Lake City
Denny Jessop
none
Hottest:
JETS
DEBBIE GIBSON
ERIC CARMEN
BILLY OCEAN
BREATHE

KFMB/San Diego

Mark Larson
BRUCE HORNSBY
TAYLOR DAYNE
KENNY ROGERS
Hottest:
BILLY OCEAN
STEVE WINWOOD
MIAMI SOUND MACH
BREATHE
MOODY BLUES
PARALLEL TWO
KBOV/Boise
Drew Harold
none
Hottest:
ERIC CARMEN
BILLY OCEAN
SADE
BREATHE
MOODY BLUES

KUGN/Eugene

O'Brien/James
none
Hottest:
ERIC CARMEN
SADE
BILLY OCEAN
RICHARD MARX
MIAMI SOUND MACH
KSSK/Honolulu
Paul Holt
none
Hottest:
ERIC CARMEN
BILLY OCEAN
SADE
BREATHE
MOODY BLUES

Three stations failed to report and their playlists were frozen: 55KRC/Cincinnati, KBOI/Boise, and WELI/New Haven.

Two stations failed to report for three consecutive weeks and were not used in this week's data: KFQD/Anchorage and WDBO/Orlando.

WEST

PARALLEL ONE

KBIG/Los Angeles
Edwards/Verdery
LRB
TAYLOR DAYNE
CROWDED HOUSE
Hottest:
BILLY OCEAN
ERIC CARMEN
RICHARD MARX
BREATHE
TRACY CHAPMAN

KKCW/Portland

Bill Minckler
ERIC CARMEN
KENNY ROGERS
STEVE WINWOOD
Hottest:
SADE
JETS
BREATHE
RICHARD MARX
BILLY OCEAN

KQLH/Riverside

Danny Glicrest
PETER CETERA
BEACH BOYS
PREFAB SPROUT
AMY GRANT
TIFFANY
Hottest:
BREATHE
STEVE WINWOOD
RICHARD MARX
MIAMI SOUND MACH
BILLY OCEAN

PARALLEL TWO

KLLY/Bakersfield
Russ Davidson
WHITNEY HOUSTON
CLIMIE FISHER
Hottest:
ELTON JOHN
RICHARD MARX
ERIC CARMEN
BILLY OCEAN
MIAMI SOUND MACH
MOODY BLUES
Hottest:
BILLY OCEAN
SADE
ERIC CARMEN
ELTON JOHN
BREATHE

KCIX/Boise

Don Jennings
none
Hottest:
BRUCE HORNSBY
BELINDA CARLISLE
BOZ SCAGGS
ERIC CARMEN
STEVE WINWOOD
KRTR/Honolulu
Vallu/Kam
ERIC CARMEN
Hottest:
BILLY OCEAN
SADE
ERIC CARMEN
ELTON JOHN
BREATHE

KMZQ/Las Vegas

Tim Maranville
RICK ASTLEY
MICHAEL JACKSON
TRACY CHAPMAN
TIFFANY
JOHNNY HATES JAZZ
Hottest:
STEVE WINWOOD
RICHARD MARX
CHEAP TRICK
BREATHE
ELTON JOHN

SUMMARY

After a heavy week of Beach Boys adds, FSA's Most Added is fronted by Bruce Hornsby (7); KFMB is the lone P1 slotting it. While Billy Ocean overtakes Eric Carmen for FSA's Hottest lead, the big story is MSM's dramatic rise to #4 with 17 mentions. In addition to being tied for GB Most Added, the new Huey Lewis single is a Back Page Breaker (and debuts at #24). Lewis & company snare P1s 2WD and WLLT. For the third successive week, Eric Carmen is Hottest. However, Billy Ocean (+4) and Breathe (+5) are making strong moves.

R&R NATIONAL AIRPLAY

NAC

LW	TW	Artist/Album	Label
1	1	SADE/Stronger Than Pride	Epic
4	2	DAVID SANBORN/Close-Up	Reprise
3	3	PATRICK O'HEARN/River's Gonna Rise	Private Music
2	4	SHADOWFAX/Folk Songs For A Nuclear Village	Capitol
5	5	TRACY CHAPMAN/Tracy Chapman	Elektra
6	6	SUZANNE CIANI/Neverland	Private Music
9	7	SPYRO GYRA/Rites Of Summer	MCA
14	8	CHUCK MANGIONE/Eyes Of The Veiled Temptress	Columbia
10	9	GEORGE HOWARD/Reflections	MCA
8	10	DAVID BENOIT/Every Step Of The Way	GRP
12	11	EVERYTHING BUT THE GIRL/Idlewild	Sire/WB
15	12	GRUSIN & GRUSIN/Sticks And Stones	GRP
11	13	RIPPINGTONS/Kilimanjaro	Passport
7	14	TUCK AND PATTI/Tears Of Joy	Windham Hill/Jazz
19	15	RICHARD ELLIOT/The Power Of Suggestion	Intima/Enigma
13	16	TONI CHILDS/Union	A&M
17	17	MAX LASSER'S ARK/Earthwalk	CBS
16	18	DAVE SAMUELS/Living Colors	MCA
20	19	ROB MULLINS/5th Gear	Nova
25	20	KEVIN EUBANKS/Shadow Prophets	GRP
24	21	BEN SIDRAN/Too Hot To Touch	Windham Hill/Jazz
23	22	CRUSADERS/Life In The Modern World	MCA
DEBUT	23	BOBBY McFERRIN/Simple Pleasures	EMI-Manhattan
29	24	YELLOWJACKETS/Politics	MCA
27	25	RON COOLEY/The Ancient And The Infant	American Gramophone
DEBUT	26	ERIC MARIENTHAL/Voices Of The Heart	GRP
22	27	SPECIAL EFX/Double Feature	GRP
DEBUT	28	KENIA/Distant Horizon: Rio/New York	Zebra/MCA
DEBUT	29	PHILIPPE SAISSE/Valerian	Windham Hill
DEBUT	30	BRIAN BROMBERG/Bases Loaded	Intima/Enigma

MOST ADDED LPs

- DJAVAN (8)
- T-SQUARE (7)
- PATTI AUSTIN (6)
- JOHN TROPEA (5)
- JULES BROUSSARD (4)
- STANLEY CLARKE (4)
- CRUSADERS (4)
- EARTH CITY EXPRESSWAY (4)
- MARK O'CONNOR (4)

HOTTEST LPs

- SADE (15)
- DAVID SANBORN (13)
- SUZANNE CIANI (9)
- PATRICK O'HEARN (9)
- CHUCK MANGIONE (8)
- TUCK AND PATTI (7)

HOT TRACKS

- SADE/Paradise
- SUZANNE CIANI/Neverland
- SHADOWFAX/Laugh
- TUCK AND PATTI/Breath
- TONI CHILDS/Walk
- PAUL JACKSON, JR./Personal
- CHUCK MANGIONE/Open

NEW & ACTIVE

**NAJEE "Day By Day" (EMI-Manhattan) 17/1

Rotations: Heavy 2/0, Medium 5/0, Light 10/1, Total Adds 1, WLHT. Heavy: KBLX, WLOQ. Mediums include: KIFM, KEYV. CHART EXTRA this week.

**TONINHO HORTA "Diamond Land" (Verve Forecast) 13/0

Rotations: Heavy 0/0, Medium 7/0, Light 6/0, Total Adds 0. Medium: BRZ, KDAB, KBLX, WOTB, WGMC, WFAE, KSLU. CHART EXTRA this week.

*STANLEY CLARKE "If This Bass Could Only Talk" (Portrait/CBS) 18/4

Rotations: Heavy 3/0, Medium 4/1, Light 11/3, Total Adds 4, BRZ, KTWV, KDAB, KLRS. Heavy: KBLX, WLOQ, KTCL. BREAKER this week.

T-SQUARE "Truth" (Portrait/CBS) 13/7

Rotations: Heavy 0/0, Medium 3/0, Light 10/7, Total Adds 7, BRZ, KDAB, KLRS, KNUA, WOTB, WGMC, WHVE.

DOC SEVERINSEN "Facets" (Amherst) 13/3

Rotations: Heavy 1/0, Medium 6/1, Light 6/2, Total Adds 3, KTWV, KBLX, KNUA. Heavy: KSLU.

KENNY VANCE "Short Vacation" (Gold Castle) 13/2

Rotations: Heavy 2/0, Medium 6/0, Light 5/2, Total Adds 2, KDAB, KLRS. Heavy: BRZ, WLOQ.

UNCLE FESTIVE "Young People With Faces" (Denon) 12/2

Rotations: Heavy 3/0, Medium 3/0, Light 6/2, Total Adds 2, KSLU, KEYV. Heavy: KDAB, KIFM, WGMC.

BOZ SCAGGS "Other Roads" (CBS) 11/1

Rotations: Heavy 6/0, Medium 2/0, Light 3/1, Total Adds 1, KDAB. Heavy: WNUA, KBLX, KNUA, WGMC, KLZS, KEYV.

ANDY SUMMERS "Mysterious Barricades" (Private Music) 11/0

Rotations: Heavy 1/0, Medium 4/0, Light 6/0, Total Adds 0. Heavy: KTCL. Medium: KOAI, KLRS, KLZS, MS.

DAVID HAYES "Sunbathing In Leningrad" (Gold Castle) 10/1

Rotations: Heavy 0/0, Medium 6/0, Light 4/1, Total Adds 1, KTCL. Medium: KOAI, KTWV, KGRX, KLRS, KLZS, MS.

PIECES OF A DREAM "Makes You Wanna" (EMI-Manhattan) 10/1

Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Total Adds 1, BRZ. Heavy: WLOQ. Medium: KDAB, KBLX, KMGQ.

DJAVAN "Bird Of Paradise" (Columbia) 9/8

Rotations: Heavy 0/0, Medium 2/2, Light 7/6, Total Adds 8, WNUA, KBLX, KKSF, WOTB, WFAE, KSLU, WLOQ, KEYV.

CONTEMPORARY JAZZ

LW	TW	Artist/Album	Label
1	1	KEVIN EUBANKS/Shadow Prophets	GRP
2	2	CHUCK MANGIONE/Eyes Of The Veiled Temptress	Columbia
3	3	CHICK COREA/Eye Of The Beholder	GRP
4	4	WYNTON MARSALIS/Live At Blues Alley	Columbia
6	5	MICHEL PETRUCCIANI/Michel Plays Petrucciani	Blue Note
13	6	YELLOWJACKETS/Politics	MCA
11	7	DIZZY GILLESPIE/Endlessly	MCA
5	8	EDDIE GOMEZ/Power Play	Columbia
12	9	SPYRO GYRA/Rites Of Summer	MCA
9	10	DAVID SANBORN/Close-Up	Reprise
14	11	CRUSADERS/Life In The Modern World	MCA
8	12	BEN SIDRAN/Too Hot Too Touch	Windham Hill/Jazz
10	13	GEORGE HOWARD/Reflections	MCA
17	14	BETTY CARTER/Look What I Got	Verve
18	15	HARRISON & BLANCHARD/Black Pearl	Columbia
16	16	BENNIE WALLACE/Bordertown	Blue Note
15	17	AMINA CLAUDINE MYERS/Amina	Novus/RCA
BREAKER	18	MODERN JAZZ QUARTET/For Ellington	East-West/Atlantic
20	19	STANLEY CLARKE/If This Bass Could...	Portrait/CBS
7	20	DAVE SAMUELS/Living Colors	MCA
BREAKER	21	BILLY CHILDS/Take For Example This	Windham Hill/Jazz
19	22	ROLAND VAZQUEZ/The Tides Of Time	Soundwings
27	23	TONINHO HORTA/Diamond Land	Verve Forecast
24	24	GRUSIN & GRUSIN/Sticks And Stones	GRP
21	25	DENNY ZEITLIN/Denny Zeitlin Trio	Windham Hill/Jazz
28	26	KENIA/Distant Horizons: Rio/New York	Zebra/MCA
DEBUT	27	BRANFORD MARSALIS/Random Abstract	Columbia
29	28	C. PINE/Destiny's Song...	Antilles ND/Island
22	29	TUCK AND PATTI/Tears Of Joy	Windham Hill/Jazz
26	30	SADE/Stronger Than Pride	Epic

MOST ADDED LPs

- MODERN JAZZ QUARTET (10)
- BILLY CHILDS (7)
- BRANFORD MARSALIS (7)
- PATTI AUSTIN (5)
- FOWLER BROTHERS (5)

HOTTEST LPs

- DAVID SANBORN (12)
- KEVIN EUBANKS (10)
- WYNTON MARSALIS (10)
- GEORGE HOWARD (7)
- SPYRO GYRA (7)
- CHICK COREA (6)
- BEN SIDRAN (6)

HOT TRACKS

- KEVIN EUBANKS/Eye
- DAVID SANBORN/Good-bye
- SPYRO GYRA/Claire's
- SPYRO GYRA/Daddy's

NEW & ACTIVE

**PIECES OF A DREAM "Makes You Wanna" (EMI-Manhattan) 17/2

Rotations: Heavy 3/0, Medium 6/0, Light 8/2, Total Adds 2, KWMU, JZSHOW. Heavy: WFSS, WSHA, JZTRAX. CHART EXTRA this week.

NAJEE "Day By Day" (EMI-Manhattan) 16/0

Rotations: Heavy 5/0, Medium 6/0, Light 5/0, Total Adds 0. Heavy: WNEW, WCPN, WJZZ, WFSS, JZTRAX.

DOC SEVERINSEN "Facets" (Amherst) 15/4

Rotations: Heavy 3/0, Medium 5/0, Light 7/4, Total Adds 4, KPLU, WSHA, KLCC, KLSK. Heavy: WNEW, KJZZ, WJAZ.

ELIANE ELIAS "Cross Currents" (Blue Note) 14/4

Rotations: Heavy 4/1, Medium 7/1, Light 3/2, Total Adds 4, WNEW, KWMU, KSDD, WSIE. Heavy: WBGO, WUSF, KJAZ.

ILLINOIS JACQUET "Jacquet's Got It" (Atlantic) 14/3

Rotations: Heavy 4/0, Medium 5/1, Light 5/2, Total Adds 3, KTCJ, KMHD, KXPR. Heavy: WBGO, KWMU, KSDD, WJAZ.

DORI CAYMMI "Dori Caymmi" (Musician/Elektra) 13/0

Rotations: Heavy 1/0, Medium 5/0, Light 7/0, Total Adds 0. Heavy: WJAZ. Mediums include: KXPR, KJAZ, KLCC, KLSK.

UNCLE FESTIVE "Young People With Faces" (Denon) 13/0

Rotations: Heavy 4/0, Medium 4/0, Light 5/0, Total Adds 0. Heavy: KJZZ, WVPE, KLCC, JZTRAX.

MAX LASSER "Earthwalk" (CBS) 12/2

Rotations: Heavy 1/0, Medium 6/2, Light 5/0, Total Adds 2, WDET, JZTRAX. Heavy: KLSK.

BOBBY ENRIQUEZ "Wild Piano" (Portrait/CBS) 12/1

Rotations: Heavy 3/0, Medium 4/0, Light 5/1, Total Adds 1, KUOP. Heavy: WBGO, WUSF, KADX.

MARK LEWIS "In The Spirit" (Quartet) 11/1

Rotations: Heavy 2/0, Medium 4/0, Light 5/1, Total Adds 1, WSHA. Heavy: KXPR, WVPE.

McRAE & CARTER "McRae & Carter Duets" (Great American Music Hall) 10/4

Rotations: Heavy 4/1, Medium 4/1, Light 2/2, Total Adds 4, WBGO, WUSF, KWMU, KPLU. Heavy: WNEW, KADX, KJAZ.

FAREED HAQUE "Voices Rising" (Pangaea) 10/2

Rotations: Heavy 1/0, Medium 4/0, Light 5/2, Total Adds 2, WUSF, KMHD. Heavy: KLCC.

** Chart Extra denoted by two asterisks. * Uncharted Breakers denoted by one asterisk.

IN OUR LAST EPISODE, SOMEONE WAS TAMPERING WITH HARVIE SWARZ'S EQUIPMENT...

OH NO! MY BASS IS GONE! HOW CAN I FINISH MY NEW ALBUM, "IT'S ABOUT TIME"! *

SMASH!

DRAT! WE MISSED HIM!

HMM, I KNOW WHO CAN HELP...

WOW, NOW MY NEW ALBUM CAN HIT RADIO BY JULY 22!

I'LL GET YOU NEXT TIME, GAIA!

MEANWHILE...

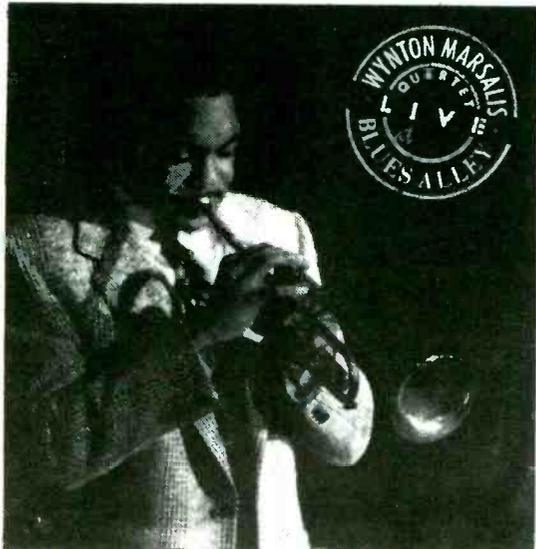
GAIA RECORDS

TO BE CONTINUED ...

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HOT JAZZ FROM COLUMBIA

WYNTON MARSALIS



"Live At Blues Alley"
Featuring "Later"

CONTEMPORARY JAZZ: 4

HARRISON/BLANCHARD



"Black Pearl"

CONTEMPORARY JAZZ: 15

BRANFORD MARSALIS "Random Abstract"

CONTEMPORARY JAZZ: DEBUT 27



ADDS & HOTS

EAST

PARALLEL ONE

WBAN/Washington
Carpe
JULIE BROSSARD
RICHARD ELLIOT
STEVE WINWOOD
ZIGGY MARLEY
JOHN TESH
JANET GRICE
YELLOWJACKETS
Hotseat:
PATRICK O'HEARN
DAVID SANBORN
SPECIAL EPK
SHADOWPAX
TRACY CHAPMAN

PARALLEL TWO

WOTB/Newport
Steve Bianchi
IMPORT-EXPORT
PATTI AUSTIN
ELIANE ELIAS
CHRISTINE LAVIN
BILLY CHILDS
Hotseat:
T. SQUARE
KERRY BURRILL
Hotseat:
CHUCK MANGIONE
KEVIN EUBANKS
BEN SIDRAN
DAVID SANBORN

PARALLEL TWO

WGMCR/Rochester
Eric Gruner
T. SQUARE
JOHN TROPEA
ORNETTE COLMAN
EARTH CITY EXPRESS
GARY WRIGHT
MAX LASSER
WET WET WET
Hotseat:
DAVID SANBORN
SPYRO GYRA
CHECK MANGIONE
TONI CHILDS

SOUTH

PARALLEL ONE

WFAE/Charlotte
Paul Stribling
PATTI AUSTIN
HARRISON & BLANCHARD
DJAVAN
BRIAN BROWBERG
JOHN TROPEA
Hotseat:
DAVID SANBORN
TRACY CHAPMAN
SADE
ROB MULLINS
SPYRO GYRA
Hotseat:
WHYY/Sarasota-Tampa
Blake Lawrence

PARALLEL TWO

WLOQ/Olando
Bob Church
YELLOWJACKETS
MIKE STEVENS
MISSING LINKS
JULIE BROSSARD
Hotseat:
TONI CHILDS
EVERYTHING BUT THE
DAVID SANBORN
ASMD

MIDWEST

PARALLEL ONE

WNUA/Chicago
O'Connor/Fisher
JOE COCKER
JAMES TAYLOR
DJAVAN
MUE & CRY
JOHN ANDERSON
Hotseat:
STEVE WINWOOD
BOB SCAGGS
PATRICK O'HEARN
SADE
DAVID SANBORN
WZZM/Milwaukee
Steve Amann

PARALLEL TWO

WUOQ/Olando
Bob Church
YELLOWJACKETS
MIKE STEVENS
MISSING LINKS
JULIE BROSSARD
Hotseat:
TONI CHILDS
EVERYTHING BUT THE
DAVID SANBORN
ASMD

MIDWEST

PARALLEL ONE

THE BREEZE/Minneapolis
Rob Moore
TED GIOIA
RIPPINGTONS
MICHEL PETRUCCIANI
RICHARD ELLIOT
BILLY BARBER
PIECES OF A DREAM
STANLEY CLARKE
T. SQUARE
GARY WRIGHT
GROVER WASHINGTON
BOBBY McFERRIN
Hotseat:
EVERYTHING BUT THE
KERRY VANCE
CHUCK MANGIONE
SADE
BEN SIDRAN
KTCZ/Minneapolis
Jane Fradrickson

PARALLEL TWO

WFMN/Lansing
Tom Knight
PATTI AUSTIN
CRUISADERS
KEVIN EUBANKS
MAX LASSER
Hotseat:
SHADOWPAX
SUZANNE CIANI
PAUL JACKSON JR.
TUCK AND PATTI
RIPPINGTONS
TUCK AND PATTI
TONI CHILDS

PARALLEL TWO

PARALLEL TWO

WLHT/Grand Rapids
Brenda Matthews
SPYRO GYRA
MAZE
TOWER OF POWER
Hotseat:
SUZANNE CIANI
TUCK AND PATTI
SHADOWPAX
SADE
CHUCK MANGIONE

PARALLEL TWO

WFMN/Lansing
Tom Knight
PATTI AUSTIN
CRUISADERS
KEVIN EUBANKS
MAX LASSER
Hotseat:
SHADOWPAX
SUZANNE CIANI
PAUL JACKSON JR.
TUCK AND PATTI
RIPPINGTONS
TUCK AND PATTI
TONI CHILDS

PARALLEL TWO

PARALLEL TWO

WNNW/Saginaw
Robert R. Night
PATTI AUSTIN
CRUISADERS
KEVIN EUBANKS
MAX LASSER
Hotseat:
SHADOWPAX
SUZANNE CIANI
PAUL JACKSON JR.
TUCK AND PATTI
CHUCK MANGIONE

PARALLEL TWO

WNNW/Saginaw
Robert R. Night
PATTI AUSTIN
CRUISADERS
KEVIN EUBANKS
MAX LASSER
Hotseat:
SHADOWPAX
SUZANNE CIANI
PAUL JACKSON JR.
TUCK AND PATTI
RIPPINGTONS
TUCK AND PATTI
TONI CHILDS

Three stations failed to report and their playlists were frozen: KIFM/San Diego, KMGQ/Santa Barbara, and KWFM/Tucson.

32 Current Reporters
27 Current Reports

WEST

PARALLEL ONE

KLRN/San Cruz
Mark Hill
JUAN MARTIN
JOHN TROPEA
ROB WHITESIDES WOO
CRUISADERS
JAMALADEEN TACUMA
KERRY VANCE
ROBEN FORD
STANLEY CLARKE
T. SQUARE
FOWLER BROTHERS
DAVID BECKER TRIBU
Hotseat:
PATRICK O'HEARN
SPYRO GYRA
TUCK AND PATTI
JIM DEVLIN
BILLY BARBER

PARALLEL TWO

KNIA/Seattle
Maureen Matthews
ASMD
T. SQUARE
DOC SEVERINSEN
DEEPS
CRUISADERS
ANITA CLAUDINE MYE
Hotseat:
SUZANNE CIANI
TRACY CHAPMAN
DAVID SANBORN
SADE
KIFM/San Diego
Steve Huntington

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
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GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

WEST

PARALLEL ONE

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

PARALLEL TWO

KDAB/Salt Lake City-Ogden
Chris Owens
STANLEY CLARKE
STEVE WINWOOD
SHRIVE & BOACH
JANET MARLOW
KENNY VANCE
BOB SCAGGS
JOHN TESH
T. SQUARE
Hotseat:
SUZANNE CIANI
GEORGE HOWARD
RICHARD ELLIOT
DAVID SANBORN
SADE
KBCO/Denver-Boulder
Doug Clifton

EAST

PARALLEL ONE

WBEB/Buffalo
Al Wallace
Hotseat:
SPYRO GYRA
GEORGE HOWARD
DAVE SAMUELS
KEVIN EUBANKS
EDDIE DANIELS
WNEW/New York
Anita Bonita
ELIANE ELIAS
KEVIN EUBANKS
BRANFORD MARSALIS
MODERN JAZZ QUARTET
KEN PEPLONSKI
JAMES MOODY
YELLOWJACKETS
Hotseat:
KERRY CAMPBELL
ELIA FITZGERALD
DAVID SANBORN
DOC SEVERINSEN
WGO/Newark
Wylie Rollins
STEVE TURBE
KERRY BURRILL
GROVER MITCHELL
STANLEY CLARKE
NARAYANAN JAZZ QUARTET
Hotseat:
BETTY CARTER
WYNTON MARSALIS
HARRISON & BLANCHARD
BOBBY ENRIQUEZ
BOBBY WATSON

PARALLEL TWO

JAZZ SHOW
Andy Denemark
BILLY CHILDS
WYNTON MARSALIS
PIECES OF A DREAM
FOWLER BROTHERS
CHECK MANGIONE
TUCK AND PATTI
Hotseat:
DAVID SANBORN
BEN SIDRAN
YELLOWJACKETS
SPYRO GYRA
EDDIE GOMEZ
WJAZ/Stamford
Rick Petrone
BOB FLORENCE
YELLOWJACKETS
Hotseat:
DIZZY GILLESPIE
ROB MULLINS
DAVID SANBORN
BEN SIDRAN
BOB FLORENCE
WAER/Syracuse
Joann Urofsky
MODERN JAZZ QUARTET
Hotseat:
KEVIN EUBANKS
ROLAND VAZQUEZ
RICHARD ELLIOT
BEN SIDRAN
GEORGE HOWARD

SOUTH

PARALLEL ONE

KZPS/Dallas
Ed Sudenauro
MISSING LINKS
SPYRO GYRA
ROB MULLINS
ROLAND VAZQUEZ
DAVID SANBORN
KEVIN EUBANKS
WVLE/Miami
Geoff Fisher
SPYRO GYRA
TOMINHO NORITA
YELLOWJACKETS
Hotseat:
GEORGE HOWARD
CHUCK MANGIONE
SADE
DAVID SANBORN
WUSF/Tampa
Bob Seymour
MCNEE & CARTER
PARIS REUNION BA
BILLY CHILDS
FAHEED HOQUE
Hotseat:
WYNTON MARSALIS
TUCK AND PATTI
MODERN JAZZ QUARTET
MICHEL PETRUCCIANI
KEVIN EUBANKS
Hotseat:
PIECES OF A DREAM
GEORGE HOWARD
DAVID SANBORN
WYNTON MARSALIS
DIZZY GILLESPIE

PARALLEL TWO

WSHA/Raleigh
Rashed Muhaimin
KEVIN EUBANKS
GEORGE HOWARD
CRUISADERS
CHICK COBBA
DIZZY GILLESPIE
BENNIE WALLACE
DOC SEVERINSEN
HARK LEWIS
PATTI AUSTIN
Hotseat:
PIECES OF A DREAM
KEVIN EUBANKS
GEORGE HOWARD
SADE
STANLEY CLARKE

MIDWEST

PARALLEL ONE

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

PARALLEL TWO

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

MIDWEST

PARALLEL ONE

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

PARALLEL TWO

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

MIDWEST

PARALLEL ONE

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

PARALLEL TWO

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

MIDWEST

PARALLEL ONE

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

PARALLEL TWO

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

MIDWEST

PARALLEL ONE

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

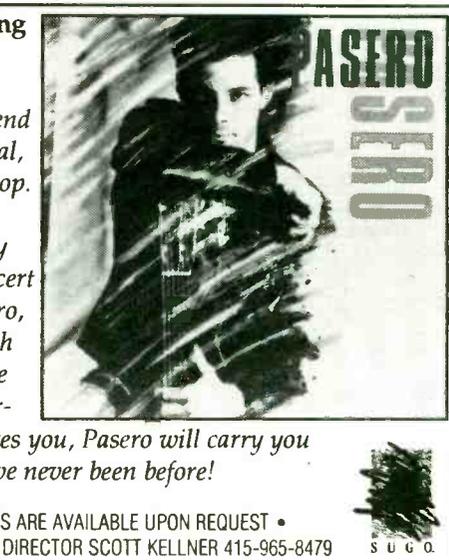
PARALLEL TWO

WNET/Detroit
Ann Dotal
MAX LASSER'S ARK
BILLY CHILDS
CRUISADERS
ROLAND VAZQUEZ
HARRISON & BLANCHARD
KEVIN EUBANKS
Hotseat:
TUCK AND PATTI
PAUL JACKSON JR.
CHUCK COBBA
KEVIN EUBANKS
WCPN/Cleveland
Harvey Jay
MODERN JAZZ QUARTET
JOHN HICKS
GEORGE CABLES
CRUISADERS
KIRK LIGHTSEY
BRANFORD MARSALIS
COURTNEY PINE
BOBBY McFERRIN
IMPORT-EXPORT
PATTI AUSTIN
JAMALADEEN TACUMA
CLAUS OGERMAN
Hotseat:
BETTY CARTER
GOLSON & HUBARD
HARRISON & BLANCHARD
DIZZY GILLESPIE
KEVIN EUBANKS

Two stations called in a frozen playlist this week: WPLI/Louisville and WNOP/Cincinnati.

Three stations failed to report and their playlists were frozen: WEBR/Buffalo, WHRO/Norfolk, and WYPE/South Bend-Elkhart.
Two stations failed to report for two consecutive weeks and were not used in this week's data: WGBH/Boston and WRTU/Philadelphia.

PASERO



The beginning of a new era in music!
A complete blend of jazz, classical, new age and pop.
Conceived by internationally acclaimed concert guitarist Pasero, it is music with its own unique identity. Wherever music takes you, Pasero will carry you to places you've never been before!

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CALL SUGO RADIO DIRECTOR SCOTT KELLNER 415-965-8479

R&R NATIONAL AIRPLAY AOR ALBUMS

3 2
WKS WKS LW TW

174 REPORTERS

JULY 22, 1988

Reports/Adds Power Heavy Medium

2	2	2	1	1	VAN HALEN/OU812 (WB)
1	1	1	2	2	STEVE WINWOOD/Roll With It (Virgin)
4	3	3	3	3	JIMMY PAGE/Outrider (Geffen)
10	6	4	4	4	ROBERT PALMER/Heavy Nova (EMI-Manhattan)
12	7	5	5	5	PAT BENATAR/Wide Awake In Dreamland (Chrysalis)
—	—	6	6	6	GREGG ALLMAN BAND/Just Before The Bullets Fly (Epic)
3	5	7	7	7	BRUCE HORNSBY & THE RANGE/Scenes From The Southside (RCA)
18	15	14	8	8	GUNS N' ROSES/Appetite For Destruction (Geffen)
13	11	9	9	9	ELTON JOHN/Reg Strikes Back (MCA)
14	13	12	10	10	MIDNIGHT OIL/Diesel And Dust (Columbia)
8	12	13	11	11	ROBERT PLANT/Now And Zen (Es Paranza/Atlantic)
6	9	10	12	12	ROD STEWART/Out Of Order (WB)
DEBUT					
15	14	15	13	13	COCKTAIL/Soundtrack (Elektra)
25	22	20	14	14	TRACY CHAPMAN/Tracy Chapman (Elektra)
5	4	8	15	15	SMITHEREENS/Green Thoughts (Enigma/Capitol)
22	20	21	16	16	MOODY BLUES/Sur La Mer (Polydor/PG)
—	24	18	17	17	SCORPIONS/Savage Amusement (Mercury/PG)
23	21	19	18	18	PATTI SMITH/Dream Of Life (Arista)
7	8	11	19	19	MICHAEL ANDERSON/Sound Alarm (A&M)
—	—	24	20	20	GEORGIA SATELLITES/Open All Night (Elektra)
24	25	22	21	21	CROWDED HOUSE/Temple Of Low Men (Capitol)
33	29	27	22	22	CHEAP TRICK/Lap Of Luxury (Epic)
—	27	25	23	23	RHYTHM CORPS/Common Ground (Pasha/CBS)
16	16	17	24	24	CINDERELLA/Long Cold Winter (Mercury/PG)
36	34	33	25	25	NEIL YOUNG & THE BLUENOTES/This Note's For You (Reprise)
9	10	16	26	26	MELISSA ETHERIDGE/Melissa Etheridge (Island)
30	32	32	27	27	BOB DYLAN/Down In The Groove (Columbia)
—	—	34	28	28	CHURCH/Starfish (Arista)
32	30	30	29	29	CADDYSHACK II/Soundtrack (Columbia)
39	37	35	30	30	HURRICANE/Over The Edge (Enigma)
11	18	28	31	31	BRITNY FOX/Britny Fox (Columbia)
—	—	38	32	32	JIMMY BARNES/Freight Train Heart (Geffen)
21	19	23	33	33	DAVID DREW/Safety Love (MCA)
—	38	37	34	34	INXS/Kick (Atlantic)
—	40	40	35	35	JOHN NORUM/Total Control (Epic)
—	40	40	36	36	IGGY POP/Instinct (A&M)
20	23	29	37	37	GRAHAM PARKER/The Mona Lisa's Sister (RCA)
DEBUT					
38 BRIAN WILSON/Brian Wilson (Sire/Reprise)					
DEBUT					
39 LITA FORD/Lita (RCA)					
26	31	—	40	40	POISON/Open Up And Say...Ahh (Enigma/Capitol)

"When" (155)	"Finish" (124)	"Mine" (45)	160+/0	88=	158+	2=
"Holdin'" (154)	"Roll" (118)	"Don't" (45)	168+/0	75-	150-	18+
"Wasting" (135)	"One" (113)	"Wanna" (12)	155-/0	32-	106-	45+
"Irresistible" (135)	"Disturbing" (3)	"More" (1)	165-/0	69+	147+	18-
"Fired" (157)	"Love" (3)	"Zero" (2)	157=/0	56+	135+	21-
"Can't" (161)	"Demons" (24)	"Before" (15)	162+/1	32+	115+	46-
"Look" (117)	"Defenders" (19)	"Valley" (12)	127-/0	26-	97-	26=
"Child" (135)	"Nighttrain" (2)	"City" (2)	136+/6	33+	96+	34-
"Wanna" (108)	"Goodbye" (27)	"Town" (11)	124-/0	25=	77-	44+
"Heart" (140)	"Beds" (5)	"Dreamworld" (3)	142-/1	19+	75+	60-
"Dance" (99)	"Ship" (31)	"Tall" (5)	124+/8	11-	67+	50-
"Dynamite" (123)	"Lost" (18)	"Horse" (7)	131-/2	14-	76-	53-
"Powerful" (150)	"Kokomo" (6)	"Rave" (4)	152 /16	7	53	91
"Car" (75)	"Talkin'" (61)	"Baby" (2)	121=/11	16=	65=	47-
"House" (130)	"Drown" (4)	"Thoughts" (2)	132+/7	6+	55+	64-
"Know" (95)	"Here" (15)	"Stop" (3)	103-/0	22-	67-	30+
"Believe" (122)	"Rhythm" (11)	"Stop" (3)	125+/9	7+	45+	70+
"People" (134)	"There" (3)	"Paths" (1)	135+/3	2+	46+	73-
"Alarm" (124)			124-/2	3+	52+	65-
"Open" (94)	"Pass" (13)	"Cheri" (4)	106-/1	11-	45-	59+
"Better" (117)	"Sister" (3)	"Possessed" (2)	122+/11	7+	45+	68-
"Let" (61)	"Cruel" (45)	"Flame" (15)	108+/13	10-	37-	63+
"Ground" (125)			125+/11	5+	34+	82+
"Gypsy" (117)	"Don't" (7)	"Mile" (5)	117+/4	4+	21+	77+
"Note's" (96)	"Men" (1)	"Coupe" (1)	98-/3	5-	43-	47-
"Bring" (84)	"Features" (6)	"Way" (1)	88+/14	2+	17+	56+
"Silvio" (68)	"Stick" (1)	"Girl" (1)	69-/0	6-	38-	28-
"Reptile" (83)	"Under" (1)	"North" (1)	83+/8	2+	25+	42-
"Nobody's" (77)			77+/4	12+	29+	43-
"On" (88)	"Edge" (1)		88-/1	1-	14+	53=
"Way" (104)	"Girlschool" (2)		104+/15	1+	9+	56+
"Wheels" (64)	"Much" (22)	"Days" (1)	85-/15	0-	14-	57+
"Lady" (92)			92+/11	0=	7+	58+
"Kick" (31)	"Never" (27)	"Sensation" (7)	63-/1	2-	19-	42-
"Back" (66)	"Blind" (1)		67+/5	1-	8+	48+
"Metal" (70)	"High" (2)	"Tuff" (1)	71+/5	0=	7+	46+
"Started" (50)	"Don't" (6)	"Under" (2)	55-/0	2=	18-	32-
"Mercy" (66)	"Night" (1)	"Rio" (1)	66+/16	1+	9+	49+
"Back" (74)	"Close" (3)	"Kiss" (1)	77+/27	1=	5+	43+
"Angel" (46)	"Nothin'" (13)	"Rose" (3)	59+/11	1-	8-	38+

BREAKERS.

COCKTAIL
Soundtrack (Elektra)
87% of our reporters on it.

BRITNY FOX
Britny Fox (Columbia)
60% of our reporters on it.

NEW & ACTIVE

PAUL KELLY & THE MESSENGERS "Under The Sun" (A&M) 59/5 (55/6)
Adds: WEZX, WRQK, WRUF, KFMQ, WMRV. Powers 3. Heavy 7 including WEBN, WKQO, WQMF, WPXC, WWWV, KTYD. Medium 41 including WHJY, WKLS, WXRT, WFBQ, KYYS, KBCO, KUPD, KZAP, WHFS, WDMA.

ZIGGY MARLEY "Conscious Party" (Virgin) 52/6 (52/13)
Adds: WOUR, WAAF, WRQK, WRKI, KATP, KFMF. Powers 1. Heavy 14 including WNEW, WXRT, KBCO, KROQ, KINK, CFOX, WHFS, WPLR, WKFM, WRXK. Medium 30 including WBAB, WKLS, KZAP, KFOG, CHEZ, WPDH, WBRU, KLB, KPEZ, WRDU.

JOE SATRIANI "Surfing With The Alien" (Relativity) 48/7 (48/3)
Adds: WOUR, KLB, WRQK, WTUE, KCAL, WBLM, WMRV. Powers 2. Heavy 12 including WHJY, WKLS, KAZY, KDKB, KOME, WRXK, KEZE, KATP, KQWB, KRZO. Medium 20 including KLLO, WYNF, WLVO, KJJO, KLOS, KZAP, KGB, WPLR, KEZO, KFMG.

CAMPER VAN BEETHOVEN "Our Beloved Revolutionary Sweetheart" (Virgin) 43/4 (39/5)
Adds: WAQY, WLAV, KZRR, KMBY. Heavy 3 including KROQ, WIZN. Medium 24 including WNEW, WHJY, WKLS, WXRT, KBCO, WHEB, KEZO, KIL, WPXC, WXXP.

STEVE FORBERT "Streets Of This Town" (Geffen) 42/7 (35/12)
Adds: WMMR, WZYC, KICT, KKDJ, WZXL, KSQY, KOZZ. Heavy 1: WNEW. Medium 29 including WBAB, WXRT, WFBQ, KTCZ, KBCO, WHFS, WDMA, WTPA, WHCN, CHEZ.

YNGWIE J. MALMSTEEN'S RISING FORCE "Odyssey" (Polydor/PolyGram) 41/1 (47/9)
Adds: WWCK. Heavy 1: WLZR. Medium 26 including KISS, WRIF, WFBQ, WQFM, KJJO, KUPD, KZAP, KOME, WTPA, WCCC.

BIBLE "Eureka" (Chrysalis) 39/5 (34/8)
Adds: WAQY, WRQK, WKQZ, KQWB, KBOY. Heavy 2: WBAB, KTCZ. Medium 26 including CHOM, WNEW, WHJY, WXRT, KBCO, KZAP, WDMA, WPLR, CHEZ, WBRU.

HENRY LEE SUMMER "Henry Lee Summer" (CBS Associated) 38/4 (38/5)
Adds: WLLZ, WPDH, WKRR, KATT. Powers 1. Heavy 8: WFBQ, WPLR, WQMF, KCAL, WGIR, WAOR, WMRV, WZZQ. Medium 29 including WLVO, KLOS, KZAP, CFOX, WDMA, WTPA, WIMZ, WAPL, WTUE, WXKE.

DEF LEPPARD "Hysteria" (Mercury/PolyGram) 35/4 (32/4)
Adds: WRXK, KEZO, WWCT, WKLT. Powers 8. Heavy 21 including WBAB, WQVE, WSHE, WYNF, WEBN, KGON, KGB, CFOX, WHTF, WAVF. Medium 13 including WMMR, DC101, WRIF, WFBQ, KZAP, CHEZ, WWCK, KZEL, KPOI, WWTR, KSQY.

GARY WRIGHT "Who I Am" (Cypress/A&M) 35/3 (32/15)
Adds: WOUR, WAPL, WPXC. Heavy 1: CHOM. Medium 25 including WNEW, WLLZ, WRIF, WQFM, KQRS, WKLC, WDMA, CHEZ, WKRR, WFFY.

Continued on Page 78

JOHN KILZER "Green, Yellow and Red"



Get Ready For The AOR Traffic Jam!!

Produced by Keith Sykes and John Hampton for Memphis Records Productions
Management: Peter Asher



NEW ARTISTS

Tracks

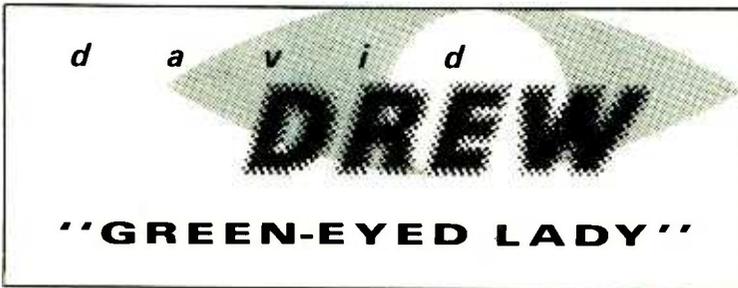
Reports

1	DAVID DREW/Green-Eyed Lady (MCA)	92
2	HURRICANE/I'm On To You (Enigma)	88
3	MELISSA ETHERIDGE/Bring Me Some Water (Island)	84
4	LITA FORD/Back To The Cave (RCA)	74
5	IGGY POP/Cold Metal (A&M)	70
6	JOHN NORUM/Back On The Streets (Epic)	66
	BRIAN WILSON/Love & Mercy (Sire/Reprise)	66
8	STEVE FORBERT/Running On Love (Geffen)	41
9	BIBLE/Crystal Palace (Chrysalis)	39
	CAMPER VAN BEETHOVEN/Eye Of Fatima (Virgin)	39
11	PETE BARDENS/Gold (Cinema/Capitol)	35
12	QUEENSRYCHE/Breaking The Silence (EMI-Manhattan)	31
13	ASLAN/Loving Me Lately (Capitol)	26
14	10,000 MANIACS/What's The Matter Here? (Elektra)	24
15	SHINE/This Wall Of Hate (RCA)	22
16	ROBBEN FORD/Wild About You (Can't Hold...) (WB)	21
17	BEATNIK BEATCH/Beatnik Beatch (Atlantic)	18
	STRYPHER/Always There For You (Enigma)	18
19	WITNESS/Do It Till We Drop (Arista)	17
20	TONI CHILDS/Don't Walk Away (A&M)	15
	STEALIN HORSES/Turnaround (Arista)	15

New Artists are those that have never had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

Forget The Hype

Acknowledge The Facts... Listen To Your Peers



Not Just The KILLER Version, The HIT Version!

"This week's question: 'Who was that?' This week's answer: **David Drew.** The follow-up: 'That was great, play it again!' **Pam Edwards, KGB**

"We're getting calls from 40-year-old men and 15-year-old girls... it's a hit again!"

Chris Herrmann, WHJY

"**David Drew's 'Green-Eyed Lady'** is garnering overwhelming #1 phones at the station, ahead of even Guns N' Roses and Jimmy Page. Not only are the phones coming in from the upper demos (18-24-year-old males in particular), it is testing fantastically across the board!!!" **Joe Marino, WCCC**

"This is the first remake we've had 100% positive response to. It appears to be appealing to the 18-24 and 25-34 cores. Definite broad appeal."

Ron Nenni, KOME

R&R Track **38**

Breaker Next Week!

MCA RECORDS

© 1988 MCA RECORDS, INC.

R&R NATIONAL AIRPLAY

AOR TRACKS®

3 2
WKS WKS LW TW

174 REPORTERS

Reports/Adds Power Heavy Medium

7	4	2	1	ROBERT PALMER/Simply Irresistible (EMI-Manhattan)	163-0	69+	147+	16-
2	2	1	2	VAN HALEN/When It's Love (WB)	155-0	85+	147-	8+
9	5	4	3	PAT BENATAR/All Fired Up (Chrysalis)	157=0	56+	135+	21-
—	12	5	4	HUEY LEWIS & THE NEWS/Perfect World (Chrysalis)	152+2	52+	126+	23-
17	10	7	5	GREGG ALLMAN BAND/Can't Get Over You (Epic)	161+1	31+	115+	45-
24	21	16	6	STEVE WINWOOD/Holdin' On (Virgin)	154+15	25+	90+	63-
1	1	3	7	STEVE WINWOOD/Roll With It (Virgin)	118-0	52-	102-	15+
18	14	10	8	GUNS N' ROSES/Sweet Child O' Mine (Geffen)	135+6	33+	95+	34-
6	6	6	9	JIMMY PAGE/Wasting My Time (Geffen)	135-0	30-	98-	35+
19	16	12	10	MIDNIGHT OIL/The Dead Heart (Columbia)	140-2	17+	73+	60-
4	7	9	11	BRUCE HORNSBY & THE RANGE/Look Out Any Window (RCA)	117-1	25-	92-	22-
—	36	21	12	FABULOUS THUNDERBIRDS/Powerful Stuff (Elektra)	150+16	6+	47+	93-
11	11	13	13	ELTON JOHN/I Don't Wanna Go On With You Like That (MCA)	108-0	24=	74-	33-
33	31	24	14	VAN HALEN/Finish What Ya Started (WB)	124+18	3+	51+	71+
15	15	15	15	ROD STEWART/Dynamite (WB)	123-3	10-	69=	53-
13	13	14	16	JETHRO TULL/Part Of The Machine (Chrysalis)	131-0	4=	53-	72-
25	24	22	17	SMITHEREENS/House We Used To Live In (Enigma/Capitol)	130+7	5+	53+	64-
22	20	18	18	MICHAEL ANDERSON/Sound Alarm (A&M)	124-2	3+	52+	65-
23	23	20	19	PATTI SMITH/People Have The Power (Arista)	134+4	2+	46+	73-
31	27	26	20	SCORPIONS/Believe In Love (Mercury/PG)	122+10	7+	44+	68+
3	3	8	21	MOODY BLUES/I Know You're Out There Somewhere (Polydor/PG)	95-0	22-	62-	28+
DEBUT	22			LITTLE FEAT/Hate To Lose Your Lovin' (WB)	120 /120	2	36	69
37	35	28	23	RHYTHM CORPS/Common Ground (Pasha/CBS)	125+11	5+	34+	82+
28	26	25	24	JIMMY PAGE/The Only One (Geffen)	113+5	3+	35+	73-
DEBUT	25			ROBERT CRAY BAND/Don't Be Afraid Of... (Hightone/Mercury)	130 /130	1	25	92
34	29	27	26	CROWDED HOUSE/Better Be Home Soon (Capitol)	117+10	7+	45+	65-
35	34	31	27	ROBERT PLANT/Dance On My Own (Es Paranza/Atlantic)	99+17	5=	43+	50+
14	18	19	28	NEIL YOUNG & THE BLUENOTES/This Note's For You (Reprise)	96-4	5-	43-	46-
8	8	11	29	GEORGIA SATELLITES/Open All Night (Elektra)	94-0	11-	42-	50-
44	32	30	30	CINDERELLA/Gypsy Road (Mercury/PG)	117+4	4+	19+	78+
16	19	23	31	TRACY CHAPMAN/Fast Car (Elektra)	75-2	11=	46-	24-
5	9	17	32	BOB DYLAN/Silvio (Columbia)	68-0	6-	38-	27-
48	41	35	33	CHURCH/Reptile (Arista)	83+9	2+	25+	42-
—	50	37	34	KENNY LOGGINS/Nobody's Fool (Columbia)	77+4	12+	29+	43-
41	38	33	35	HURRICANE/I'm On To You (Enigma)	88-1	1-	14+	53=
54	46	39	36	BRITNY FOX/Long Way To Love (Columbia)	104+16	1+	9+	56+
55	47	41	37	MELISSA ETHERIDGE/Bring Me Some Water (Island)	84+13	1+	15+	55+
—	60	43	38	DAVID DREW/Green-Eyed Lady (MCA)	92+11	0=	7+	58+
—	—	56	39	TRACY CHAPMAN/Talkin' Bout A Revolution (Elektra)	61+25	4+	23+	32+
42	39	34	40	CHEAP TRICK/Let Go (Epic)	61-2	1-	21-	37-
58	48	45	41	JOHN NORUM/Back On The Streets (Epic)	66+5	1-	8+	47+
—	53	48	42	IGGY POP/Cold Metal (A&M)	70+6	0=	6+	46+
—	—	53	43	BRIAN WILSON/Love & Mercy (Sire/Reprise)	66+16	1+	9+	49+
12	17	29	44	ROSSINGTON BAND/Welcome Me Home (Gold Dust/MCA)	49-0	2-	20-	26-
DEBUT	45			BLUE OYSTER CULT/Astromony (Columbia)	68 /68	0	6	46
50	42	42	46	DEEP PURPLE/Hush (Mercury/PG)	67-2	0=	5-	43-
45	43	49	47	STEVE WINWOOD/Don't You Know What The Night Can Do (Virgin)	45=4	1=	21+	23-
21	22	32	48	GRAHAM PARKER/(Get Started) Start A Fire (RCA)	50-0	2=	16-	28-
DEBUT	49			LITA FORD/Back To The Cave (RCA)	74+28	0=	4+	40+
—	—	59	50	JIMMY BARNES/Driving Wheels (Geffen)	64+24	0=	7=	45+
—	—	51	51	PAUL KELLY & THE MESSENGERS/Dumb Things (A&M)	59+5	3=	7+	41=
—	—	52	52	JOE SATRIANI/Always With Me, Always With You (Relativity)	47+7	2+	12-	19-
47	45	47	53	VAN HALEN/Mine All Mine (WB)	45-1	1=	18+	22-
29	37	46	54	ROBERT PLANT/Ship Of Fools (Es Paranza/Atlantic)	31-0	5-	23-	6-
26	28	36	55	KINGDOM COME/What Love Can Be (Polydor/PG)	41-0	1=	10-	27-
—	—	58	56	ZIGGY MARLEY/Tumblin' Down (Virgin)	47+8	1=	10+	29+
—	—	57	57	DEF LEPPARD/Pour Some Sugar On Me (Mercury/PG)	26+3	8=	18+	7=
DEBUT	58			CHEAP TRICK/Don't Be Cruel (Epic)	45+30	2+	8+	32+
—	—	60	59	AEROSMITH/Rag Doll (Geffen)	30+4	8+	19+	9=
DEBUT	60			POISON/Fallen Angel (Enigma/Capitol)	46+15	0=	5+	29+

BREAKERS®

ROBERT CRAY BAND
Don't Be Afraid Of The Dark (Hightone/Mercury)
75% of our reporters on it.

LITTLE FEAT
Hate To Lose Your Lovin' (WB)
69% of our reporters on it.

BRITNY FOX
Long Way To Love (Columbia)
60% of our reporters on it.

Huey Lewis & the News

S M A L L W O R L D



Produced by Huey Lewis and the News

Small World North American Tour

Aug. 6 Dallas, TX-Starplex
Aug. 7 Little Rock, AK-The Barton Coliseum
Aug. 8 Nashville, TN-Starwood Amphitheater
Aug. 10-11 Cleveland, OH-Blossom Music Festival
Aug. 12 Mears, MI-Val du Lakes Amphitheater
Aug. 13 East Troy, WI-Alpine Valley
Aug. 14 Chicago, IL-Poplar Creek
Aug. 16 Binghamton, NY-Brook County Coliseum
Aug. 17 Lake Placid, NY-Olympic Center
Aug. 18 Philadelphia, PA-Spectrum
Aug. 19-20 Columbia, MD-Merriweather Post Pavilion

Aug. 23 Ottawa, ONT-Central Canada Exhibition
Aug. 25 Toronto, ONT-Canadian National Exhibition
Aug. 26 Pittsburgh, PA-Civic Arena
Aug. 27-28 Detroit, MI-Pine Knob
Aug. 29 Cincinnati, OH-Riverbend Music Theater
Aug. 31 Saratoga Springs, NY-Saratoga Performing Arts Center
Sept. 1 Manchester, NH-Riverfront Park
Sept. 2-4 Mansfield, MA-Great Woods
Sept. 5 Oxford, ME-The Speedway
Sept. 8 St. Louis, MO-The Muni Opera
Sept. 10 Denver, CO-Fiddler's Green

Album street date: July 26 (OV 41622)

Management: Bob Brown Management


Chrysalis

R&R NATIONAL AIRPLAY

AOR TRACKS

MOST ADDED

ROBERT CRAY BAND/Don't (130)
LITTLE FEAT/Hate (120)
BLUE OYSTER CULT/Astronomy (68)
CHEAP TRICK/Cruel (30)
LITA FORD/Back (28)
TRACY CHAPMAN/Talkin' (25)
JIMMY BARNES/Wheels (24)
VAN HALEN/Finish (18)
ROBERT PLANT/Dance (17)

HOTTEST

VAN HALEN/When (85)
ROBERT PALMER/Irresistible (69)
PAT BENATAR/Fired (56)
HUEY LEWIS &.../World (52)
STEVE WINWOOD/Roll (52)
GUNS N' ROSES/Child (33)
GREGG ALLMAN BAND/Can't (31)
JIMMY PAGE/Time (30)
BRUCE HORNSBY &.../Look (25)
STEVE WINWOOD/Holdin' (25)

CHART CLIMBERS

ROBERT PLANT "Dance On My Own" (Es Paranza/Atlantic) 99/17 (83/18)
Adds including WPHD, WMMR, WLLZ, KJJO, KORS, KROR, WCCC, WPDH, WOUR, WRFX. Heavy 43 including WBAB, WDV, WHJY, KTXQ, KISS, WXRT, WLVO, KAZY, KBPI, KUPD. Medium 50 including WIYY, Q107, WKLS, KLOL, WNOR, WLUP, KYYS, WLZR, WQFM, KSHE, KRXQ. Moves 31-27.

DAVID DREW "Green-Eyed Lady" (MCA) 92/11 (83/25)
Adds including DC101, KXRX, CFOX, WAQY, WZEW, KEZO, KZRR, WZXL, KFMX, KSOY. Heavy 7 including KOME, WCCC, WPLR, KPEZ, KWHL, KRZO. Medium 58 including WIYY, WNEW, WDV, WHJY, KYYS, WLZR, WQFM, KJJO, KDKB, KUPD. Moves 43-38.

MELISSA ETHERIDGE "Bring Me Some Water" (Island) 84/13 (72/14)
Adds including KTXQ, KOME, WPYX, WCCC, WHCN, KRIX, WLAV, WIBA, KKDJ, WPXC. Heavy 15 including KAZY, KXRX, WTPA, CHEZ, KLB, WRXK, WKQO, WZEW, WKDF, WIOT. Medium 55 including WPHD, WDV, Q107, WSHE, WNOR, KISS, WXRT, WLVO, KYYS, KUPD. Moves 41-37.

CHURCH "Reptile" (Arista) 83/9 (75/13)
Adds: KYYS, CFOX, WAFV, WEGR, WONE, WJXO, WIBA, WWTR, WAOR. Heavy 25 including WDRE, WXRT, KBCO, KROQ, KDKB, KZAP, KSJO, WHFS, WPLR, KPEZ. Medium 42 including WNEW, WHJY, KISS, WQFM, KRXQ, KGB, KFOG, KROR, KOME, WPDH. Moves 35-33.

KENNY LOGGINS "Nobodys Fool" (Columbia) 77/4 (73/19)
Adds: WYNF, WKQO, WIBA, KILQ. Heavy 29 including WBAB, WLVO, WPYX, WPDH, KLAQ, WSTZ, WIMZ, WKDF, WIXV, KGGO. Medium 43 including WIYY, WPHD, WLLZ, WRIF, WFBO, KYYS, KSHE, KDKB, KUPD, WKLC. Moves 37-34.

LITA FORD "Back To The Cave" (RCA) 74/28 (46/38)
Adds including WNEW, WKLS, WNOR, WFBO, WQFM, WTUE, KPOI, WWWV, KAL, KQWB, WY4. Adds: KJJO, WPLR, KNCN, KRZO. Medium 40 including KISS, WYNF, WLLZ, KAZY, KUPD, WHEB, WLLZ, KAZY, WSTZ, KEZO, WYBR. Debuts at #49.

IGGY POP "Cold Metal" (A&M) 70/6 (67/10)
Adds: WBAB, WMMR, KODS, KCAL, KQWB, KSOY. Heavy 6 including WXRT, KROQ, KOME, WCCC, WXXP. Medium 46 including WNEW, WKLS, KTXQ, KISS, WLLZ, WRIF, WFBO, KJJO, KLOS, KGB. Moves 48-42.

BLUE OYSTER CULT "Astronomy" (Columbia) 68/68 (0/0)
Adds including WPHD, WLVO, KJJO, KORS, KAZY, KGGON, KRXQ, KZAP, KROR. Heavy 6: KISS, KOME, KSJO, KILQ, KNAC, KFMQ. Medium 46 including WIYY, WBAB, WNEW, WHJY, WYNF, WLLZ, WFBO, KYYS, WLZR, WQFM. Debuts at #45.

BRIAN WILSON "Love & Mercy" (Sire/Reprise) 66/16 (49/23)
Adds including WBAB, Q107, KORS, KBCO, KGB, KISW, WEZX, WZYC, WKQO, KMJX. Heavy 9 including WNEW, KFOG, WPLR, KPEZ, KRNA, KZOO, KTYD. Medium 49 including WMMR, WLUP, WXRT, WLVO, WLLZ, WRIF, KZAP, WPYX, WDHA, WHCN. Moves 53-43.

JOHN NORUM "Back On The Streets" (Epic) 66/5 (63/10)
Adds: WSTZ, KMJX, KBAT, KMBY, KOZZ. Heavy 8: WLZR, WQFM, KAZY, KBPI, KGON, WCMF, WIMZ, WGIR. Medium 47 including WIYY, WPHD, WHJY, KISS, WYNF, WLVO, WRIF, WFBO, KJJO, KORS. Moves 45-41.

JIMMY BARNES "Driving Wheels" (Geffen) 64/24 (40/33)
Adds including WHJY, KISS, WYNF, KDKB, KOME, KLB, KWIC, WKRR, WYV, KMJX. Heavy 7: KSJO, WCCC, WPLR, KPEZ, WRXK, WIXV, WIZN. Medium 45 including WKLS, WLLZ, WFBO, WQFM, KZAP, KXRX, WDHA, WTPA, WHCN, WEZX. Moves 59-50.

TRACY CHAPMAN "Talkin' Bout A Revolution" (Elektra) 61/25 (36/11)
Adds including WBCN, CHOM, WKLS, KAZY, KBCO, WAAF, KLAQ, WKQO, KMOD, KNX. Heavy 23 including KISS, WXRT, 91X, WHFS, KLB, WRXK, WLAV, WMAD, KILQ, KPOI. Medium 32 including WBAB, KPEZ, KWIC, WIZN, WRKI, WWTR, WXXP, WBLM, KATP, KWHL. Moves 56-39.

PAUL KELLY & THE MESSENGERS "Dumb Things" (A&M) 59/5 (55/7)
Adds: WEZX, WRQK, WRUF, KFMQ, WMRY. Heavy 7 including WEBN, WKQO, WQMF, WPXC, WWWV, KTYD. Medium 41 including WHJY, WKLS, WXRT, WFBO, KYYS, KBCO, KUPD, KZAP, WHFS, WDHA. Remains at #51.

ZIGGY MARLEY "Tumblin' Down" (Virgin) 47/8 (40/19)
Adds: WNEW, WOUR, WAAF, WRQK, KPOI, WRKI, KATP, KFMF. Heavy 10 including WXRT, KBCO, KROQ, WHFS, WPLR, WKFM, WRXK, WXXP, KRZO. Medium 29 including WBAB, WKLS, KZAP, KFOG, WPDH, WBRU, KPEZ, KNCN, WRDU. Moves 58-56.

JOE SATRIANI "Always With Me, Always With You" (Relativity) 47/7 (45/3)
Adds: WOUR, KLB, WRQK, WTUE, KCAL, WBLM, WMRY. Heavy 12 including WHJY, WKLS, KAZY, KDKB, KOME, WRXK, KMJX, WXL, KEZE, KATP. Medium 19 including KLOL, WYNF, WLVO, KLOS, KZAP, KGB, WPLR, WHEB, KEZO, KFMG. Remains at #52.

POISON "Fallen Angel" (Enigma/Capitol) 46/15 (31/21)
Adds including KRXQ, WKLC, WTPA, KRIX, KBAT, WXKE, KNAC, WPXC, KFMQ, WZZQ. Heavy 5 including WHCN, WAQY, KNCN, WIMZ. Medium 29 including KISS, WYNF, WEBN, WLZR, WQFM, KJJO, KUPD, KZAP, WDHA, WCCC. Debuts at #60.

CHEAP TRICK "Don't Be Cruel" (Epic) 45/30 (15/9)
Adds including CHOM, WXRT, KOME, WSTZ, WZEW, WRXL, WRQK, WLAV, WIOT, KMOD. Heavy 8 including WTPA, WHTF, WRXK, WYV, WWCT, KRZO. Medium 32 including WMMR, WYNF, WLVO, WLLZ, WRIF, WQFM, WKFM, WAFV, KNCN, KLAQ. Debuts at #58.

STEVE WINWOOD "Don't You Know What The Night Can Do" (Virgin) 45/4 (45/2)
Adds: DC101, WPYX, WCCC, KSOY. Heavy 21 including CHOM, WLVO, KTCZ, KINK, KZAP, WPDH, WHTF, KLB, WZYC, WKQO. Medium 23 including WBAB, WNEW, KTXQ, WNOR, KISS, WLUP, KGB, WAQY, KWIC, WAFV. Moves 49-47.

AEROSMITH "Rag Doll" (Geffen) 30/4 (26/3)
Adds including KGON, WKDF, WMRY. Heavy 19 including WMMR, DC101, WEBN, CFOX, WPYX, WKLC, WTPA, CHEZ, WPDH, WHTF, WAFV. Medium 9: WBAB, WRIF, KXRX, WRFX, WHTO, KZEL, WZXL, KFMZ, KWHL. Moves 60-59.

DEF LEPPARD "Pour Some Sugar On Me" (Mercury/PolyGram) 26/3 (23/1)
Adds: WRXK, KRZO, WWCT. Heavy 18 including WBAB, WDV, WSHE, WYNF, WEBN, KGB, CFOX, WHTF, WAFV, WQMF. Medium 7: WMMR, WRIF, WFBO, KZAP, CHEZ, KZEL. KPOI. Remains at #57.

NEW & ACTIVE

STEVE FORBERT "Running On Love" (Geffen) 41/7 (34/12)
Adds: WMMR, WZYC, KICT, KKD, WZXL, KSOY, KOZZ. Heavy 1: WNEW. Medium 28 including WBAB, WXRT, WFBO, KTCZ, WHFS, WDHA, WTPA, WHCN, CHEZ, WPDH.

YNGWIE J. MALMSTEEN'S RISING FORCE "Now Is The Time" (Polydor/PolyGram) 40/2 (40/7)
Adds: WAPL, WWCK. Heavy 1: WLZR. Medium 26 including KISS, WRIF, WFBO, WQFM, KJJO, KBPI, KUPD, KZAP, KOME, WTPA.

BIBLE "Crystal Palace" (Chrysalis) 39/5 (34/8)
Adds: WAQY, WRQK, WKQZ, KQWB, KBOY. Heavy 1: WBAB. Medium 27 including CHOM, WNEW, WHJY, WXRT, KTCZ, KBCO, KZAP, WHFS, WDHA, WPLR.

CAMPER VAN BEETHOVEN "Eye Of Fatima" (Virgin) 39/4 (36/5)
Adds: WAQY, WLAV, KZRR, KMBY. Heavy 2 including WIZN. Medium 22 including WNEW, WHJY, WKLS, WXRT, KBCO, WHFS, WDHA, WHCN, WPLR, WHEB.

PETE BARDENS "Gold" (Cinema/Capitol) 35/13 (22/19)
Adds including WQFM, KROR, WDHA, WTPA, WIMZ, KRIX, WLAV, KEZO, KDJ, KQWB. Heavy 0. Medium 22 including WNEW, WDV, KYYS, KBCO, KZAP, KFOG, KSJO, WEZX, WRXK, WSTZ.

GARY WRIGHT "Who I Am" (Cypress/A&M) 34/4 (31/14)
Adds: WOUR, WAPL, WPXC, KQWB. Heavy 1: CHOM. Medium 24 including WNEW, WLLZ, WQFM, KORS, WKLC, WDHA, CHEZ, WKRR, WYV, KBAT.

HENRY LEE SUMMER "Hands On The Radio" (CBS Associated) 32/6 (26/11)
Adds: WLLZ, WPDH, WKRR, WQMF, WXKE, KATT. Powers 1. Heavy 7 including WFBO, WPLR, WGIR, WAOR, WMRY, WZZQ. Medium 24 including WLVO, KZAP, WDHA, WTPA, WIMZ, WAPL, WTUE, KEZO, WYBR, KLX.

BRIAN SETZER "Rebelene" (EMI-Manhattan) 30/7 (24/9)
Adds: KZAP, KOME, WAQY, KKD, KDJ, KMBY, KRNA. Heavy 3 including KAZY, WPLR. Medium 13 including WHJY, WQFM, WTPA, WBRU, WRQK, KEZO, KATP, KAL, KRQ, KTYD.

INXS "Never Tear Us Apart" (Atlantic) 27/7 (19/10)
Adds: WKLS, WZZO, WHTF, WSTZ, WRQK, KICT, WXXP. Heavy 9 including Q107, KZAP, WHCN, WPDH, KNCN, WRDU, WWCT, KKD, Medium 18 including DC101, WKLC, KRIX, WIXV, KILQ, WZXL, WWTR, WKLT, KSOY, KOZZ.

ELTON JOHN "Goodbye Marlon Brando" (MCA) 27/5 (24/4)
Adds: KISS, WPYX, KWIC, WMRY, KWHL. Powers 1. Heavy 11 including WHJY, KUPD, WCCC, CHEZ, WKFM, WHTF, WKQO, WWCT, WYBR. Medium 14 including WBAB, WXRT, KODS, KATT, KICT, KILQ, WZXL, KAL, KRQ, KRZO.

VAN HALEN "Feels So Good" (WB) 26/4 (24/1)
Adds: WEBN, KUPD, WKDF, KKD, Powers 1. Heavy 12 including WIYY, WDV, KISS, WLUP, WLZR, WPYX, KLB, WZYC, WQMF, WXL, Medium 14 including Q107, WKLS, KLOL, WLVO, WRIF, KORS, WAFV, WSTZ, KILQ, WKLT.

ASLAN "Loving Me Lately" (Capitol) 26/3 (25/6)
Adds: KZAP, KZRR, KILQ. Heavy 2: WCCC, KWHL. Medium 12 including KYYS, WLZR, KJJO, KGB, WTPA, WIMZ, WPXC, KATP, KRQ, KRZO.

GREGG ALLMAN BAND "Demons" (Epic) 24/7 (17/17)
Adds: WHJY, KGON, KOME, WEZX, KMJX, WTUE, KICT. Heavy 9 including WLLZ, KAZY, WTPA, WKFM, WRXK, KFMG. Medium 10 including WDV, KINK, KATT, KILQ, KEZE, WGIR, KFMF.

10,000 MANIACS "What's The Matter Here?" (Elektra) 24/1 (23/5)
Adds: KLB, Powers 1. Heavy 5 including KROQ, WPLR, WMAD, WIZN. Medium 13 including WBAB, WDHA, WBRU, WPXC, WWTR, WXXP, WBLM, WWWV, WMRY, KZOO.

SHINE "This Wall Of Hate" (RCA) 22/1 (22/7)
Adds: WNOR. Heavy 1: KROQ. Medium 10 including WBAB, KZAP, WHFS, WLAV, KDJ, WPXC, KFMF, KRQ, KRZO.

ROBBEN FORD "Wild About You (Can't Hold Out Much...)" (WB) 21/7 (14/8)
Adds: KGON, WHCN, WSTZ, KEZO, WIZN, WWTR, KRQ. Heavy 2 including KEZE. Medium 15 including KBCO, KZAP, WRXK, WXKE, KJOT, KKD, WPXC, KATP, KWHL, KFMF.

BRUCE HORNSBY & THE RANGE "Defenders Of The Flag" (RCA) 19/6 (13/1)
Adds: WKFM, WKRR, KATT, KFMG, KILQ, WWTR. Heavy 9 including WXRT, KFOG, WLAV, WMAD, WBLM, WWWV, WMRY. Medium 8 including KXRX, KPEZ, WAFV, WRDU.

BEATNIK BEATCH "Beatnik Beatch" (Atlantic) 18/5 (14/6)
Adds: WNOR, WTPA, WIMZ, KMJX, KDJ. Heavy 0. Medium 9 including WIYY, KBCO, WPLR, WEZX, WRXL, WPXC, WXXP, KTYD.

STRYPER "Always There For You" (Enigma) 18/2 (18/3)
Adds: WRQK, KATL. Powers 1. Heavy 1: KATP. Medium 10: WBAB, WYNF, KJJO, KRIX, KGGO, KFMG, KZEL, KQWB, WZZQ, KRZO.

DOKKEN "So Many Tears" (Elektra) 17/16 (1/1)
Adds including KISS, KROR, KSJO, KEZE, KWHL, KBOY, KZOO. Heavy 1: KNAC. Medium 9: WLLZ, WLZR, WQFM, KJJO, KAZY, KZAP, KOME, KFMG, KRZO.

ROBIN TROWER "Love Won't Wait Forever" (Atlantic) 17/4 (14/6)
Adds: KRXQ, KZAP, KWIC, WXL. Heavy 0. Medium 10 including WDHA, WSTZ, WRQK, WLAV, KEZO, WPXC, KQWB, WKLT, WAOR.

WITNESS "Do It Till We Drop" (Arista) 17/1 (16/3)
Adds: KRZO. Heavy 0. Medium 9 including WKLS, WRIF, KJJO, WDHA, WTPA, WKQZ, KATP, KRQ.

TONI CHILDS "Don't Walk Away" (A&M) 15/10 (5/0)
Adds including KTCZ, WKLC, WTPA, WCCC, WPLR, WHEB, WZEW, KMOD, KZOO. Heavy 2 including WHFS. Medium 5 including WXRT, WLAV, WIZN, WXXP.

MOODY BLUES "Here Comes The Weekend" (Polydor/PolyGram) 15/4 (13/3)
Adds: KZAP, KOME, WTPA, WRQK. Heavy 9 including KROR, WHCN, WHTF, WZYC, WWCT, WWWV. Medium 5: WNEW, DC101, WRDU, WZXL, KOZZ.

GREGG ALLMAN BAND "Before The Bullets Fly" (Epic) 15/3 (12/12)
Adds: WHJY, WCMF, KMJX. Powers 1. Heavy 7 including WPHD, WLLZ, KAZY, KBCO, WKFM, KFMG. Medium 6 including WQFM, KFOG, KATT, WGIR, KSOY.

AOR ALBUMS

MOST ADDED

LITA FORD (27)
COCKTAIL (16)
BRIAN WILSON (16)
JIMMY BARNES (15)
BRITNY FOX (15)
DOKKEN (15)
MELISSA ETHERIDGE (14)
CHEAP TRICK (13)

HOTTEST

VAN HALEN (88)
STEVE WINWOOD (75)
ROBERT PALMER (69)
PAT BENATAR (56)
GUNS N' ROSES (33)
GREGG ALLMAN BAND (32)
JIMMY PAGE (32)
BRUCE HORNSBY &... (26)
ELTON JOHN (25)
MOODY BLUES (22)

NEW & ACTIVE

Continued from Page 75

QUEENSRYCHE "Operation: Mindcrime" (EMI-Manhattan) 32/2 (37/1)
Adds: KISW, WHEB. Powers 1. Heavy 4: KJJO, KNAC, KMBY, KRZO. Medium 15 including WQFM, KAZY, KLOS, KUPD, KZAP, KGB, WHCN, WEZX, KLAQ, WSTZ.

BRIAN SETZER "Live Nude Guitars" (EMI-Manhattan) 31/7 (25/10)
Adds: KZAP, KOME, WAQY, KKD, KDJ, KMBY, KRNA. Heavy 3 including KAZY, WPLR. Medium 14 including WHJY, WQFM, WTPA, WBRU, WEZX, WRQK, KEZO, WRKI, KATP, KAL.

AEROSMITH "Permanent Vacation" (Geffen) 30/4 (27/3)
Adds including KGON, WKDF, WMRY. Powers 8. Heavy 19 including WMMR, DC101, WEBN, CFOX, WPYX, WKLC, WTPA, CHEZ, WPDH, WHTF. Medium 9: WBAB, WRIF, KXRX, WRFX, WHTO, KZEL, WZXL, KFMZ, KWHL.

ASLAN "Feel No Shame" (Capitol) 28/3 (27/7)
Adds: KZAP, KZRR, KILQ. Heavy 2: WCCC, KWHL. Medium 13 including KYYS, WLZR, KJJO, KGB, WTPA, CHEZ, WIMZ, WPXC, KATP, KRQ.

10,000 MANIACS "In My Tribe" (Elektra) 26/1 (27/5)
Adds: KLB, Powers 1. Heavy 6 including WNEW, KROQ, WPLR, WMAD, WIZN. Medium 14 including WBAB, WDHA, WBRU, WZEW, WFNX, WPXC, WWTR, WXXP, WBLM, WWWV.

ROBBEN FORD "Robben Ford" (WB) 24/7 (17/11)
Adds: KGON, WHCN, WSTZ, KEZO, WIZN, WWTR, KRQ. Heavy 3 including KINK, KEZE. Medium 16 including WDV, KBCO, KZAP, WRXK, WXKE, KJOT, KKD, WPXC, KATP, KWHL.

SHINE "A Far And Distant Shore" (RCA) 22/1 (22/7)
Adds: WNOR. Heavy 1: KROQ. Medium 10 including WBAB, KZAP, WHFS, WLAV, KDJ, WPXC, KFMF, KRQ, KRZO.

STRYPER "In God We Trust" (Enigma) 20/2 (19/3)
Adds: WRQK, KATL. Powers 1. Heavy 2: KNAC, KATP. Medium 11 including WBAB, WYNF, KJJO, KNCN, KRIX, KGGO, KFMG, KZEL, KQWB, WZZQ.

BEATNIK BEATCH "Beatnik Beatch" (Atlantic) 18/5 (14/6)
Adds: WNOR, WTPA, WIMZ, KMJX, KDJ. Heavy 0. Medium 9 including WIYY, KBCO, WPLR, WEZX, WRXL, WPXC, WXXP, KTYD.

WITNESS "Witness" (Arista) 18/2 (16/3)
Adds: WRQK, KRZO. Heavy 0. Medium 10 including WKLS, WRIF, KJJO, WDHA, WTPA, WKQZ, KATP, KRQ.

DOKKEN "Back For The Attack" (Elektra) 17/15 (3/1)
Adds including KISS, KROR, KSJO, KEZE, KWHL, KBOY, KZOO, KRZO. Heavy 1: KNAC. Medium 9 including WLLZ, WLZR, WQFM, KJJO, KAZY, KZAP, KOME, KFMG.

TONI CHILDS "Union" (A&M) 17/8 (9/0)
Adds: WKLC, WTPA, WCCC, WPLR, WHEB, WLAV, KMOD, KZOO. Heavy 3 including KTCZ, WHFS. Medium 7 including WXRT, KBCO, CHEZ, WIZN, WXXP.

REBEL HEELS "One By One By One" (Atlantic) 16/4 (12/6)
Adds: WTPA, WHTF, WWCK, KATP. Heavy 0. Medium 9 including WXRT, WLLZ, KBCO, WIMZ, KEZO, WPXC, KZOO.

GLASS TIGER "Diamond Sun" (EMI-Manhattan) 15/2 (13/9)
Adds: WHTF, KZEL. Heavy 3: Q107, CHEZ, WZZQ. Medium 8 including CHOM, CFOX, WEZX, KMOD, KSOY, KZOO.

REGIONAL ACTIVITY

PLAYLISTS — An artist's name is listed once per playlist in the highest rotation that any of an album's tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy. Records being played in power are included in a station's heavy rotation.

For all stations, light rotation is condensed to include only those records added to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:

'A' — Record is newly reported or additional tracks have been added.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

An artist's name with no abbreviations means all airplay is in the listed rotation.

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 +

Parallel Two: 200,000 - 1,000,000.

Parallel Three: under 200,000.

Stations at a significant ratings disadvantage to their in-format competitor(s) are assigned a lower parallel.

WYUY/Baltimore
(301)889-0098
PD: RUSS MOTTOLA
MD: CHRIS EMRY

Heavy
PAT BENATAR
TRACY CHAPMAN
JOHN COUGAR MEL
CROWDED HOUSE
JOHN KILZER
HUEY LEWIS & THE N
LITTLE FEAT
ROBERT PALMER
VAN HALEN
STEVE WINWOOD
Medium
GREGG ALLMAN
ROSSINGTON BAND
BEATNIK BEATCH
DAVID DREW
BOB DYLAN
COCKTAIL
GEORGIA SATELLITES
GUNS N' ROSES
BRUCE HORNSBY & TH
INXS
JETHRO TULL
ELTON JOHN
CADDYSHACK II
MIDNIGHT OIL
JOHN NORUM
GRAHAM PARKER
ROBERT PALMER
RHYTHM CORPS
SCORPIONS
PATTI SMITH
DEEP PURPLE
HURRICANE
JIMMY PAGE

WBAB/Long Island
(516)587-1023
PD: JEFF LEVINE
MD: RALPH TORTORA

Heavy
STEVE WINWOOD(M)
VAN HALEN(M)
TRACY CHAPMAN(M)
ELTON JOHN(M)
ROBERT PALMER
HUEY LEWIS & THE N
GUNS N' ROSES
CHEAP TRICK
DEF LEPPARD
BRUCE HORNSBY & TH
INXS
MELISSA ETHERIDGE
PAT BENATAR
RHYTHM CORPS
MICHAEL ANDERSON
MOODY BLUES
CHICAGO
CADDYSHACK II
GREGG ALLMAN
CINDERELLA(M)
ROBERT PALMER
JIMMY PAGE(M)
JETHRO TULL
COCKTAIL
ROBERT CRAY BAND
CROWDED HOUSE
LITTLE FEAT
10,000 MANIACS
BRIAN WILSON
STRYPER
DEEP PURPLE
PATTI SMITH
MIDNIGHT OIL
AEROSMITH
IGGY POP
HURRICANE
ROSSINGTON BAND
SHINE
STEVE FORBERT
ZIGGY MARLEY
SCORPIONS
NEIL YOUNG & THE B
JUDAS PRIEST
SMITHEREENS
BLUE OYSTER CULT
ROD STEWART
GEORGIA SATELLITES
BAXTER ROBERTSON

WNEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

Heavy
1 STEVE WINWOOD
2 VAN HALEN
3 GUNS N' ROSES
4 NEIL YOUNG & THE B
5 MOODY BLUES
6 PAT BENATAR
7 MIDNIGHT OIL
8 ROBERT PALMER
9 CHURCH
10 PATTI SMITH
11 JETHRO TULL
12 BRUCE HORNSBY & TH
13 SMITHEREENS
14 ELTON JOHN
15 10,000 MANIACS
16 GREGG ALLMAN
17 JIMMY PAGE
18 HUEY LEWIS & THE N
19 JETHRO TULL
20 COCKTAIL
21 ROBERT PALMER
22 PAT BENATAR
23 TRACY CHAPMAN
24 CADDYSHACK II
25 SUGARCUBES
26 JIMMY BARNES
27 JETHRO TULL
28 JIMMY CLIFF
29 MICHAEL ANDERSON
30 MORRISSEY
31 ZIGGY MARLEY
32 BRIAN SETZER
33 PRIMITIVES
34 DAVID DREW
35 IN TUA NUA
36 37T BOYS
37 RANKING ROYD
38 LIVING COLOUR
39 MONTROSE
40 MELISSA ETHERIDGE
41 CROWDED HOUSE
42 CAMPER VAN BEETHOV
43 LIRS
44 MASS
45 CYNDI LAUPER
46 PAUL KELLY & THE B
47 RHYTHM CORPS
48 JOHN NORUM
49 FACE TO FACE
50 SOUL ASYLUM
51 BIG AUDIO DYNAMITE
52 ROBERT CRAY BAND
53 LITTLE FEAT
54 CINDERELLA
55 IN TUA NUA
56 LIVINGSTON TAYLOR

WBCN/Boston
(617) 266-1111
PD: OEDIPUS
MD: CARTER ALAN

Heavy
1 STEVE WINWOOD
2 VAN HALEN
3 GUNS N' ROSES
4 NEIL YOUNG & THE B
5 MOODY BLUES
6 PAT BENATAR
7 MIDNIGHT OIL
8 ROBERT PALMER
9 CHURCH
10 PATTI SMITH
11 JETHRO TULL
12 BRUCE HORNSBY & TH
13 SMITHEREENS
14 ELTON JOHN
15 10,000 MANIACS
16 GREGG ALLMAN
17 JIMMY PAGE
18 HUEY LEWIS & THE N
19 JETHRO TULL
20 COCKTAIL
21 ROBERT PALMER
22 PAT BENATAR
23 TRACY CHAPMAN
24 CADDYSHACK II
25 SUGARCUBES
26 JIMMY BARNES
27 JETHRO TULL
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53 LITTLE FEAT
54 CINDERELLA
55 IN TUA NUA
56 LIVINGSTON TAYLOR

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

Heavy
1 STEVE WINWOOD
2 VAN HALEN
3 GUNS N' ROSES
4 NEIL YOUNG & THE B
5 MOODY BLUES
6 PAT BENATAR
7 MIDNIGHT OIL
8 ROBERT PALMER
9 CHURCH
10 PATTI SMITH
11 JETHRO TULL
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51 BIG AUDIO DYNAMITE
52 ROBERT CRAY BAND
53 LITTLE FEAT
54 CINDERELLA
55 IN TUA NUA
56 LIVINGSTON TAYLOR

WDVE/Pittsburgh
(412)937-1441
PD: GENE ROMANO
MD: HERSCHTEL

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
ROBERT PALMER
DEF LEPPARD
HUEY LEWIS & THE N
BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
PAT BENATAR
KINGDOM COME
CINDERELLA
DAVID DREW
PETE BARDENS
ROD STEWART
ROSSINGTON BAND
ROBEN FORD
MELISSA ETHERIDGE
SCORPIONS
MIDNIGHT OIL
BRITNY FOX
HURRICANE
JETHRO TULL
MICHAEL ANDERSON
DEEP PURPLE
ROBERT CRAY BAND
MOODY BLUES
Q107/Toronto
(416)967-3445
PD: ANDY FROST
MD: JOEY VENDETITA

WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
ROBERT PALMER
DEF LEPPARD
HUEY LEWIS & THE N
BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
PAT BENATAR
KINGDOM COME
CINDERELLA
DAVID DREW
PETE BARDENS
ROD STEWART
ROSSINGTON BAND
ROBEN FORD
MELISSA ETHERIDGE
SCORPIONS
MIDNIGHT OIL
BRITNY FOX
HURRICANE
JETHRO TULL
MICHAEL ANDERSON
DEEP PURPLE
ROBERT CRAY BAND
MOODY BLUES
Q107/Toronto
(416)967-3445
PD: ANDY FROST
MD: JOEY VENDETITA

WRE/Long Island
(516) 832-9400
PD: DENIS MCNAMARA
MD: DEB BROWN
(FROZEN)

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
ROBERT PALMER
DEF LEPPARD
HUEY LEWIS & THE N
BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
PAT BENATAR
KINGDOM COME
CINDERELLA
DAVID DREW
PETE BARDENS
ROD STEWART
ROSSINGTON BAND
ROBEN FORD
MELISSA ETHERIDGE
SCORPIONS
MIDNIGHT OIL
BRITNY FOX
HURRICANE
JETHRO TULL
MICHAEL ANDERSON
DEEP PURPLE
ROBERT CRAY BAND
MOODY BLUES
Q107/Toronto
(416)967-3445
PD: ANDY FROST
MD: JOEY VENDETITA

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
ROBERT PALMER
DEF LEPPARD
HUEY LEWIS & THE N
BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
PAT BENATAR
KINGDOM COME
CINDERELLA
DAVID DREW
PETE BARDENS
ROD STEWART
ROSSINGTON BAND
ROBEN FORD
MELISSA ETHERIDGE
SCORPIONS
MIDNIGHT OIL
BRITNY FOX
HURRICANE
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DEEP PURPLE
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MD: JOEY VENDETITA

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(212)986-7000
PD: MARK CHERNOFF

Heavy
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COCKTAIL
CROSSTOWN
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BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
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SCORPIONS
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DEEP PURPLE
ROBERT CRAY BAND
MOODY BLUES
Q107/Toronto
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PD: ANDY FROST
MD: JOEY VENDETITA

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(212)986-7000
PD: MARK CHERNOFF

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
ROBERT PALMER
DEF LEPPARD
HUEY LEWIS & THE N
BRUCE HORNSBY & TH
JIMMY PAGE
LITTLE FEAT
Medium
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KINGDOM COME
CINDERELLA
DAVID DREW
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ROD STEWART
ROSSINGTON BAND
ROBEN FORD
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SCORPIONS
MIDNIGHT OIL
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MICHAEL ANDERSON
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ROBERT CRAY BAND
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Q107/Toronto
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PD: ANDY FROST
MD: JOEY VENDETITA

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PD: MARK CHERNOFF

Heavy
ROBERT PALMER
VAN HALEN(M)
STEVE WINWOOD(M)
GREGG ALLMAN(M)
COCKTAIL
CROSSTOWN
BOB DYLAN
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DEF LEPPARD
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LITTLE FEAT
Medium
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KINGDOM COME
CINDERELLA
DAVID DREW
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ROD STEWART
ROSSINGTON BAND
ROBEN FORD
MELISSA ETHERIDGE
SCORPIONS
MIDNIGHT OIL
BRITNY FOX
HURRICANE
JETHRO TULL
MICHAEL ANDERSON
DEEP PURPLE
ROBERT CRAY BAND
MOODY BLUES
Q107/Toronto
(416)967-3445
PD: ANDY FROST
MD: JOEY VENDETITA

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

PARALLEL TWO

WAAF/Worcester-Boston
(617)752-5611
PD: HARVE ALAN
APD/MD: RICK MACKENZIE

WCMF/Rochester
(716)262-4330
PD: STAN MAIN
APD/MD: DAVE KANE

WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

WAQY/Springfield, MA
(413)525-4141
PD: JIM LEVEN

WKFMS/Syracuse
(315)487-1500
PD: BRIAN ILLES
PRMO DR: STEVE CORLETT

WOUR/Utica
(315)797-0803
PD: PETER HIRSCH
MD: TOM STARR

WEXJ/Scranton
(717)961-1842
PD: DAVE LONDON
MD: JACK MEYERS

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

WBUR/Providence
(401)272-9550
PD: NEIL BERNSTEIN
MD: TED MCENROE

Heavy
BOB DYLAN
BRUCE HORNSBY & TH
JETHRO TULL
SMITHEREENS
MIDNIGHT OIL
RHYTHM CORPS
ROBERT PALMER
CROWDED HOUSE
STEVE WINWOOD(L)
GREGG ALLMAN
Medium
ROBERT CRAY BAND(L)
LITTLE FEAT
Light
WCMF/Rochester
(716)262-4330
PD: STAN MAIN
APD/MD: DAVE KANE

WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

WAQY/Springfield, MA
(413)525-4141
PD: JIM LEVEN

WKFMS/Syracuse
(315)487-1500
PD: BRIAN ILLES
PRMO DR: STEVE CORLETT

WOUR/Utica
(315)797-0803
PD: PETER HIRSCH
MD: TOM STARR

WEXJ/Scranton
(717)961-1842
PD: DAVE LONDON
MD: JACK MEYERS

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

CFNY/Toronto
(416)453-7452
PD: DON BURNS

Heavy
GRAHAM PARKER
ROBERT PALMER
ANDREW CASH
TRACY CHAPMAN
RANKING ROGER
TIMBUX 3
NATIONAL VELVET
COLLIER LINDEN
BIG AUDIO DYNAMITE
FOUNTAINHEAD
HIGH CORNELL
PATNY SMITH
MALCOLM BURN
STYLE COUNCIL
PSYCHEDELIC PURS
Medium
HUEY LEWIS & THE N
ROBERT PALMER
LITTLE FEAT
Light
WTPA/Harrisburg
(717)697-1141
PD: JEFF KAUFFMAN
APD: CHRIS JAMES

WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

WAQY/Springfield, MA
(413)525-4141
PD: JIM LEVEN

WKFMS/Syracuse
(315)487-1500
PD: BRIAN ILLES
PRMO DR: STEVE CORLETT

WOUR/Utica
(315)797-0803
PD: PETER HIRSCH
MD: TOM STARR

WEXJ/Scranton
(717)961-1842
PD: DAVE LONDON
MD: JACK MEYERS

WHEW-FM/Norfolk
(212)986-7000
PD: MARK CHERNOFF

WHCN/Hartford
(203)247-1060
PD: BOB BITTENS
MD: KIM ALEXANDER

Heavy
GREGG ALLMAN
JETHRO TULL
ROBERT PALMER
VAN HALEN
CADDYSHACK II
JIMMY PAGE
ROBERT PALMER
CROWDED HOUSE
SMITHEREENS
VAN HALEN
STEVE WINWOOD
KINGDOM COME
HUEY LEWIS & THE N
MIDNIGHT OIL
COCKTAIL
DEEP PURPLE
CHEAP TRICK
INXS
MIDNIGHT OIL
MOODY BLUES
PAT BENATAR
ROD STEWART
COCKTAIL
JOHN NORUM
SMITHEREENS
HENRY LEE SUMMER
Medium
LITA FORD
TRACY CHAPMAN
MELISSA ETHERIDGE
COCKTAIL
JOHN NORUM
SMITHEREENS
HENRY LEE SUMMER
Light
WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

WHTF/York
(717)266-8606
PD: MIKE OMDAYKO

WAQY/Springfield, MA
(413)525-4141
PD: JIM LEVEN

WKFMS/Syracuse
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MD: JACK MEYERS

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(212)986-7000
PD: MARK CHERNOFF

REGIONAL ACTIVITY

SOUTH (Continued)

PARALLEL TWO

KMJX/Little Rock

KPEZ/Austin

KWIC/Beaumont

WAVF/Charleston, SC

WRFX/Charlotte

KNCN/Corpus Christi

WRXK/Ft. Myers

WKRR/Greensboro

WSTZ-FM/Jackson

WFLZ/Orlando

WTKX/Pensacola

WFYV/Jacksonville

WRDU/Raleigh

WRXK/Richmond

WIMZ-FM/Knoxville

WKQQ/Lexington

WVFX/Charlotte

WRXK/Ft. Myers

WZEV/Mobile

WEGR/Memphis

PARALLEL THREE

KATP/Amarillo

KTAL/Shreveport

WLLZ/Detroit

WLVO/Columbus

KATT/Oklahoma City

WONE-FM/Akron

WLVA-FM/Grand Rapids

MIDWEST

PARALLEL ONE

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

WLUP/Chicago

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CHR PARADE ONE ONE PLAYLISTS

Miami The New 100.7 FM VP/Programming: Steve Perun Asst. PD/MD: Frank Amadeo

New Orleans 107.7 FM PD: Shadow P. Stevens MD: Joey Giovingo

95.5 KHYL/Dallas PD: Buzz Bennett Asst. PD: Chuck Beck

KTEM 103 San Antonio PD: Bill Thorman MD: Rick Hayes

MIDWEST WKBQ 106.5 PD: Lyndon Abell MD: Jim Atkinson St. Louis

WKTI Milwaukee PD: Tim Fox MD: Denise Lauren

Minneapolis WLOL 99.7 PD: Gregg Swedberg MD: Karen Wong

KTEM 103 San Antonio PD: Bill Thorman MD: Rick Hayes

89.6 WEBM-FM Chicago PD: Buddy Scott MD: Joe Bohannon

WCZY Detroit PD: Brian Patrick Asst. PD/MD: Jeff Jennings

99.7 FM WZPL/Indianapolis PD: Scott Wheeler Asst. PD: John Trout

99.7 FM WZPL/Indianapolis PD: Scott Wheeler Asst. PD: John Trout

Power 96 Detroit PD: Rick Gillette MD: Mark Jackson

Q102 Cincinnati Ops. Manager: Jim Fox PD/MD: Dave Allen

WNCI 97.9 Columbus PD: Dave Robbins MD: Pat McMahon

WNCI 97.9 Columbus PD: Dave Robbins MD: Pat McMahon

KTR 103.5 St. Louis PD: Kevin Young MD: Joe Sonderman

KMNB 101.3 Minneapolis PD: Brian Philips MD: Ed Lambert

92X-FM Columbus PD: Adam Cook Assistant PD/MD: Kevin Haines

92X-FM Columbus PD: Adam Cook Assistant PD/MD: Kevin Haines

Q104 KBEQ THE #1 HIT MUSIC STATION Kansas City PD: Kevin Kenney MD: Jon Anthony

Wmms 100.7 FM Cleveland Ops. Manager: Kid Leo PD: Jeff McCartney

WZLW Chicago OM: Ric Lippincott PD: Brian Kelly

POWER 95 fm KCPW Kansas City OM/PD: Dene Hallam Asst. PD/MD: Tracy Johnson

MOST ADDED EAST BREAKOUTS
Bruce Hornsby &...
Michael Jackson
Peter Cetera
Guns N' Roses
Cheap Trick

CHRADS & HOTS

MOST ADDED SOUTH BREAKOUTS
Peter Cetera
Rick Astley
Cheap Trick
Poison
Brenda K. Starr

EAST PARALLEL TWO

WFLY/Albany, NY
Pentagon/Morgan
TRACY CHAPMAN
KEITH SWEAT
BOBBY BROWN
JOHNNY HATES JAZZ
JOAN JETT (dp)

PARALLEL THREE

WLAN/Lancaster, PA
Merino/Murray
ROBERT PALMER
MICHAEL JACKSON
RICK ASTLEY

WVFX/Bangor, ME

CHEAP TRICK
DAVID LEE ROTH
Hottest:
STEVE WINWOOD 3-1
RICHARD MARX 5-2
BREATHE 4-3

PARALLEL THREE

WPRR/Aitona, PA
Darrell Ray
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

WBBQ/Augusta, GA

BRUCE HORNSBY
VANGESSA WILLIAMS
BRENDA K. STARR
FREDDIE JACKSON
D.J. JAZZY JEFF &
THE 3

WVFX/Williamsport, PA

MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

SOUTH PARALLEL TWO

WVNC/Knoxville, TN
Freeman/Wilkerson
MICHAEL JACKSON
BRENDA K. STARR
PETER CETERA
LITA FORD

WVFX/Williamsport, PA

MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

WVNC/Knoxville, TN

WVNC/Knoxville, TN
Freeman/Wilkerson
MICHAEL JACKSON
BRENDA K. STARR
PETER CETERA
LITA FORD

WVFX/Williamsport, PA

MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

WVNC/Knoxville, TN

WVNC/Knoxville, TN
Freeman/Wilkerson
MICHAEL JACKSON
BRENDA K. STARR
PETER CETERA
LITA FORD

WVFX/Williamsport, PA

MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

PARALLEL THREE

KAKS/Amarillo, TX
Keith Richards
RICK ASTLEY
BLUE ZONE U.K.
FRITCH (dp)

PARALLEL THREE

WVFX/Williamsport, PA
MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY

WVNC/Knoxville, TN

WVNC/Knoxville, TN
Freeman/Wilkerson
MICHAEL JACKSON
BRENDA K. STARR
PETER CETERA
LITA FORD

WVFX/Williamsport, PA

MINIER/FAYE
TAYLOR DAYNE
RICK ASTLEY
BELINDA CARLISLE

N&A Begins Page 94
New Artists & Chart Summary Page 93
New P-1A Playlists Page 84

244 Current Reporters
236 Current Reports
Six stations called in a frozen playlist...
Two stations failed to report and their list were frozen...

MIDWEST BREAKOUTS
MOST ADDED
 Guns N' Roses
 Peter Cetera
 Cheap Trick
 Rick Astley
 Bruce Hornsby &...
 Bobby McFerrin

Brenda K. Starr
Amy Grant

CHR ADDS & HOTS

WEST BREAKOUTS
MOST ADDED
 Bobby McFerrin
 Cheap Trick
 Blue Zone U.K.
 Michael Jackson
 Peter Cetera

Tommy Childs
 Brenda K. Starr
 Robin Dornell
 D.J. Jazzy Jeff &...
 Midnight Oil
 Deborah Curran
 Jeffrey Osborne
 Steve B
 Vanessa Williams

MIDWEST PARALLEL TWO

WKDD/Akron, OH
 Anthony/Kittridge
 BRUCE HORNSBY
 GUNS N' ROSES (dp)
 CLIMIE FISHER (dp)
 Hottest:
 CHICAGO 3-3
 BREATHE 4-4
 STEVE WINWOOD 8-6
 WHITE LION 13-8
 AEROSMITH 15-11

WGRD/Grand Rapids, MI
 Harry Lytt
 JOAN JETT
 CLIMIE FISHER
 TRACY CHAPMAN
 BOBBY MCFERRIN
 NEW KIDS ON THE B
 Hottest:
 STEVE WINWOOD 5-2
 RICHARD MARX 4-3
 ERIC CARMEN 7-5
 BREATHE 9-6
 CONTOURS 13-9

KIKK/Davenport, IA
 Ivey/O'Hara
 CHEAP TRICK
 BOBBY MCFERRIN (dp)
 Hottest:
 STEVE WINWOOD 2-1
 AL B. SUREI 3-3
 ELTON JOHN 10-8
 GEORGE MICHAEL 22-12
 ROBERT PALMER 20-17

WPXR/Davenport, IA
 Schaefer/Austin
 PETER CETERA
 Hottest:
 DEF LEPPARD 1-1
 CHEAP TRICK 2-2
 AL B. SUREI 3-3
 REO SPEEDWAGON 10-8
 VAN HALEN 26-13

WGTV/Days, OH
 Jarvis/Dr. Dave
 PETER CETERA
 PAULA ABDUL
 VAN HALEN
 BRENDA K. STARR
 Hottest:
 STEVE WINWOOD 2-1
 RICHARD MARX 4-2
 BREATHE 8-4
 ERIC CARMEN 10-7
 GEORGE MICHAEL 18-9

KDWZ/Des Moines, IA
 Rick Steele
 BRUCE HORNSBY
 PETER CETERA
 HALL & OATES
 STRYPER (dp)
 BOBBY MCFERRIN (dp)
 Hottest:
 RICHARD MARX 4-1
 STEVE WINWOOD 13-10
 REO SPEEDWAGON 23-19
 GUNS N' ROSES D-28
 TRACY CHAPMAN D-28

KRQV/Des Moines, IA
 Knight/Sharp
 GUNS N' ROSES
 PETER CETERA
 Hottest:
 CHEAP TRICK 1-1
 RICHARD MARX 2-2
 DEF LEPPARD 13-5
 D.J. JAZZY JEFF & 25-17
 CONTOURS 29-20

WDTK/Detroit, MI
 Hatfield/Anton
 GEORGE MICHAEL
 KENNY LOGGINS
 TERENCE TRENT D'A
 HUEY LEWIS & THE
 RICK ASTLEY
 Hottest:
 RICHARD MARX 4-1
 STEVE WINWOOD 7-2
 VAN HALEN 13-8
 JOAN JETT 14-11
 GUNS N' ROSES 19-12

KZIO/Duluth, MN
 Michaels/Martin
 none
 Hottest:
 TRKS 1-1
 DEF LEPPARD 3-3
 JANE WIDELIN 4-4
 STEVE WINWOOD 8-8
 D.J. JAZZY JEFF & 19-19

WNEM/Fl. Wayne, IN
 Allen/Davis
 REO SPEEDWAGON
 RICK ASTLEY
 AEROSMITH
 GUNS N' ROSES
 Hottest:
 TERENCE TRENT D'A 5-3
 CONTOURS 10-7
 MIAMI SOUND MACHI 14-11
 CHICAGO 17-13

WRQN/Toledo, OH
 T.J. Walker
 GEORGE MICHAEL
 HUEY LEWIS & THE
 AEROSMITH
 MICHAEL JACKSON
 REO SPEEDWAGON
 CYNDI LAUPER
 VAN HALEN
 GUNS N' ROSES
 Hottest:
 DEF LEPPARD 4-1
 ERIC CARMEN 7-4
 MIAMI SOUND MACHI 17-10
 WHITNEY HOUSTON 23-15
 GEORGE MICHAEL D-23

KAV107/Tulsa, OK
 Stucker/Payton
 TAYLOR DAYNE (dp)
 RICK ASTLEY
 PETER CETERA
 JOHNNY HATES JAZZ (dp)
 JOAN JETT (dp)
 Hottest:
 BREATHE 9-4
 ELTON JOHN 13-10
 GEORGE MICHAEL 19-13
 CHICAGO 20-16
 BREATHE 11-7
 TERENCE TRENT D'A 17-9
 WHITNEY HOUSTON 23-19

KLOJ/Grand Rapids, MI
 Owen/Tinnes
 PETER CETERA
 KINGS OF THE SUN
 STRYPER
 ELTON JOHN 13-10
 GEORGE MICHAEL 19-13
 CHICAGO 20-16
 BREATHE 11-7
 TERENCE TRENT D'A 17-9
 WHITNEY HOUSTON 23-19

WIXX/Green Bay, WI
 McCarthy/Michael T.
 CHEAP TRICK
 BASIA
 BELINDA CARLISLE (dp)
 JOAN JETT (dp)
 Hottest:
 DEF LEPPARD 1-1
 ERIC CARMEN 3-2
 STEVE WINWOOD 4-3
 GEORGE MICHAEL 14-7
 HUEY LEWIS & THE 20-13

Z104/Madison, WI
 Little/Hudson
 AEROSMITH
 GUNS N' ROSES (dp)
 CHEAP TRICK
 RICK ASTLEY
 CROWDED HOUSE
 Hottest:
 STEVE WINWOOD 3-1
 CHICAGO 6-3
 PAT BOYS w/CHUBBY 11-8
 VAN HALEN 18-12
 D.J. JAZZY JEFF & 20-13

KJ103/Oklahoma City, OK
 Folger/Spain
 CHEAP TRICK
 POISON (dp)
 BLUE ZONE U.K.
 Hottest:
 DEF LEPPARD 1-1
 JANE WIDELIN 4-2
 RICHARD MARX 7-3
 MIAMI SOUND MACHI 15-9
 ROBERT PALMER 20-12

KQKU/Omaha, NE
 Drew/Bentley
 BOBBY MCFERRIN (dp)
 BRUCE HORNSBY
 FOREIGNER
 PETER CETERA
 Hottest:
 STEVE WINWOOD 4-1
 RICHARD MARX 3-2
 GEORGE MICHAEL 9-8
 TRACY CHAPMAN D-16
 GUNS N' ROSES D-20

KZS3/Peoria, IL
 Edwards/Starr
 JOHNNY HATES JAZZ
 PETER CETERA
 TRACY CHAPMAN
 Hottest:
 CONTOURS 2-1
 STEVE WINWOOD 3-2
 ERIC CARMEN 5-4
 CHICAGO 6-5
 BREATHE 7-7

WZOK/Rockford, IL
 Summers/Manning
 CHEAP TRICK
 NEW KIDS ON THE B
 POISON
 MICHAEL JACKSON
 JOAN JETT
 BRUCE HORNSBY
 GUNS N' ROSES
 Hottest:
 ERIC CARMEN 2-1
 RICHARD MARX 4-2
 JANE WIDELIN 5-4
 CHICAGO 6-5
 STEVE WINWOOD 9-6

KQCN/Cedar Rapids, IA
 Gary Dixon
 GUNS N' ROSES
 BOBBY MCFERRIN
 RICK ASTLEY
 BRENDA K. STARR
 CHEAP TRICK
 Hottest:
 STEVE WINWOOD 4-2
 CONTOURS 9-6
 TRACY CHAPMAN 14-10
 WHITNEY HOUSTON 18-14
 GEORGE MICHAEL 23-17

WLRW/Champaign, IL
 McCann/McKeighan
 CHEAP TRICK
 NEW KIDS ON THE B
 SCRIPTI POLITTI
 CHER
 Hottest:
 BREATHE 1-1
 ERIC CARMEN 5-2
 CHICAGO 12-9
 CONTOURS 19-11
 AEROSMITH 15-12
 REO SPEEDWAGON 22-19

KCMQ/Columbia, MO
 Hall/Hanson
 HALL & OATES
 CYNDI LAUPER
 FOREIGNER
 NEW KIDS ON THE B
 BRUCE HORNSBY
 Hottest:
 STEVE WINWOOD 3-1
 DEF LEPPARD 4-3
 CHICAGO 7-4
 WHITNEY HOUSTON 19-10
 HUEY LEWIS & THE 39-29

KKRC/Sioux Falls, SD
 Kieley/St. James
 PETER CETERA
 FOREIGNER
 AMY GRANT
 TAYLOR DAYNE (dp)
 POETIC GNER
 MIDNIGHT OIL (dp)
 BOBBY MCFERRIN
 Hottest:
 RICHARD MARX 3-2
 STEVE WINWOOD 5-4
 TRACY CHAPMAN 10-7
 GUNS N' ROSES 20-14
 GEORGE MICHAEL 21-15

WYR/Fargo, ND
 Jack Lundy
 GUNS N' ROSES
 CHEAP TRICK
 ERASURE
 BOBBY MCFERRIN (dp)
 Hottest:
 BREATHE 4-1
 JANE WIDELIN 3-3
 CHICAGO 5-4
 STEVE WINWOOD 6-5
 ERIC CARMEN 11-9

KKXU/Grand Forks, ND
 Michael Right
 TAYLOR DAYNE (dp)
 MICHAEL JACKSON
 MIDNIGHT OIL (dp)
 BOBBY MCFERRIN (dp)
 Hottest:
 BREATHE 2-1
 PAT BOYS w/CHUBBY 18-1
 GUNS N' ROSES 24-15
 GEORGE MICHAEL 29-18

WDRB/Springfield, IL
 Moore/Lewis
 CHEAP TRICK
 CHER
 BLUE ZONE U.K.
 PAULA ABDUL (dp)
 NEW KIDS ON THE B
 SCORPIONS (dp)
 LITA PORD (dp)
 Hottest:
 DEF LEPPARD 1-1
 BREATHE 5-3
 GEORGE MICHAEL 6-4
 ELTON JOHN 7-5
 TRACY CHAPMAN 19-16

WSPY/Stevens Point, WI
 Bouley/Steffan
 MOODY BLUES
 RICK ASTLEY
 FOREIGNER
 CHEAP TRICK
 Hottest:
 ROBERT PLANT 1-1
 RICHARD MARX 4-2
 ERIC CARMEN 5-3
 STEVE WINWOOD 8-4
 TRACY CHAPMAN 11-5

KDVV/Topeka, KS
 Tony Stewart
 MICHAEL JACKSON
 TAYLOR DAYNE
 RICK ASTLEY
 BRUCE HORNSBY
 Hottest:
 STEVE WINWOOD 3-1
 BREATHE 12-7
 VAN HALEN 14-11
 ROBERT PALMER 21-17
 TRACY CHAPMAN D-27

KFMW/Waterloo, IA
 Mark Hansen
 HALL & OATES
 CHEAP TRICK
 RICK ASTLEY
 CYNDI LAUPER
 JAMES REYNE
 Hottest:
 RICHARD MARX 2-1
 ERIC CARMEN 3-2
 BREATHE 6-3
 STEVE WINWOOD 12-6
 CHICAGO 13-7

WEST PARALLEL TWO

KIVA/Albuquerque, NM
 Howard Johnson
 BOBBY MCFERRIN
 CHEAP TRICK
 JOHNNY HATES JAZZ
 ERASURE
 BOBBY BROWN
 KEITH SWEAT
 GIANT STEPS (dp)
 D.J. JAZZY JEFF & (dp)
 Hottest:
 CHEAP TRICK 5-1
 JOHNNY KEMP 6-2
 DINO 21-12
 DEF LEPPARD 4-1
 CONTOURS 3-2
 JOHNNY KEMP 5-3
 PAT BOYS w/CHUBBY 10-6
 STEVE WINWOOD 20-12

KYNO/Fresno, CA
 Owens/Davis
 DINO
 STEVE B
 FREDDIE JACKSON
 NEW EDITION
 BOBBY MCFERRIN (dp)
 VAN HALEN (dp)
 BRENDA K. STARR (dp)
 HOLLYS 21-12
 DEF LEPPARD 4-1
 CONTOURS 3-2
 JOHNNY KEMP 5-3
 PAT BOYS w/CHUBBY 10-6
 STEVE WINWOOD 20-12

KKFR/Phoenix, AZ
 Gilma/Goddard
 BOBBY MCFERRIN
 BRENDA K. STARR
 WHITNEY HOUSTON 15-13
 AEROSMITH 20-17
 CLIMIE FISHER 21-18
 ROBERT PALMER 25-22

KPSB/Boise, ID
 Jack Armstrong
 KEITH SWEAT
 BRUCE HORNSBY
 VANESSA WILLIAMS
 BLUE ZONE U.K.
 NEW KIDS ON THE B
 MIDNIGHT OIL (dp)
 BOBBY MCFERRIN (dp)
 Hottest:
 GEORGE MICHAEL 22-12
 BRUCE HORNSBY 20-14
 ROBERT PALMER 24-17
 VAN HALEN 35-29

KIYS/Boise, ID
 Dan McColly
 MICHAEL JACKSON
 RICK ASTLEY
 JOHNNY HATES JAZZ
 KINGS OF THE SUN
 MIDNIGHT OIL
 Hottest:
 STEVE WINWOOD 6-3
 PAT BENATAR 11-10
 KENNY LOGGINS 20-14
 ROBERT PALMER 24-17
 VAN HALEN 35-29

KIKX/Colorado Springs, CO
 John Dantzer
 MICHAEL JACKSON
 RICK ASTLEY
 KINGS OF THE SUN (dp)
 MIDNIGHT OIL (dp)
 PETER CETERA (dp)
 CROWDED HOUSE (dp)
 Hottest:
 STEVE WINWOOD 4-1
 RICHARD MARX 3-2
 BREATHE 5-3
 ERIC CARMEN 6-5
 ELTON JOHN 14-9

KS104/Denver, CO
 Van Stone/Durant
 VAN HALEN (dp)
 INFORMATION SOCIE (dp)
 RICK ASTLEY
 BOBBY MCFERRIN (dp)
 Hottest:
 DEF LEPPARD 1-1
 BREATHE 3-2
 GEORGE MICHAEL 8-6
 D.J. JAZZY JEFF & 21-16
 ERIC CARMEN 25-19
 CHED/Emonton, Alberta
 McKenna/Stuart
 KENNY LOGGINS
 MICHAEL JACKSON
 HALL & OATES
 AFTER ALL
 ANDREW CASH
 Hottest:
 BREATHE 11-7
 GEORGE MICHAEL 27-17
 BILLY O'CONNOR 24-19
 WHITNEY HOUSTON 28-20
 ROBERT PALMER 29-21

KSNB/Eugene, OR
 Swana/Hyatt
 CHEAP TRICK
 GUNS N' ROSES
 TONI CHILDS
 BLUE ZONE U.K.
 NEW KIDS ON THE B
 BOBBY MCFERRIN
 CHER
 Hottest:
 TRACY CHAPMAN 1-1
 STEVE WINWOOD 2-2
 ERIC CARMEN 8-6
 JOHNNY KEMP 22-13
 HUEY LEWIS & THE 36-20

KMGQ/Fresno, CA
 Richards/Carner
 D.J. JAZZY JEFF &
 STEVE B
 BRENDA K. STARR
 LISA LISA
 JEFFREY OSBORNE
 BLUE ZONE U.K. (dp)
 Hottest:
 NEW KIDS ON THE B 3-2
 NEW EDITION 12-6
 BOBBY BROWN 27-18
 AL B. SUREI 32-24
 D.J. JAZZY JEFF & D-30

KCAQ/Oxnard-Ventura, CA
 Greg Williams
 BOBBY BROWN
 JEFFREY OSBORNE
 NEW EDITION
 BLUE ZONE U.K.
 BOBBY MCFERRIN (dp)
 VAN HALEN (dp)
 BRENDA K. STARR (dp)
 HOLLYS 21-12
 DEF LEPPARD 4-1
 CONTOURS 3-2
 JOHNNY KEMP 5-3
 PAT BOYS w/CHUBBY 10-6
 STEVE WINWOOD 20-12

KYYA/Bilings, MT
 Charlie Fox
 BEACH BOYS
 CHEAP TRICK
 TAYLOR DAYNE
 Hottest:
 BREATHE 2-1
 STEVE WINWOOD 3-2
 ERIC CARMEN 4-3
 CONTOURS 21-12
 GUNS N' ROSES 17-14

KUUB/Bozeman, MT
 Sea/Scheffer
 POISON
 BELINDA CARLISLE
 NEW KIDS ON THE B
 SCRIPTI POLITTI
 NEW EDITION
 CHEAP TRICK
 TONI CHILDS
 Hottest:
 TRACY CHAPMAN 21-7
 ROBERT PALMER 34-12
 ELTON JOHN 28-13
 GEORGE MICHAEL 22-16
 HUEY LEWIS & THE 39-26

KTRB/Casper, WY
 Massa/Scott
 MICHAEL JACKSON
 CHEAP TRICK
 JAMES REYNE
 LITA PORD (dp)
 KEITH SWEAT (dp)
 BLUE ZONE U.K.
 ANDY LEEK
 TONI CHILDS
 Hottest:
 CHICAGO 8-6
 JOHNNY KEMP 11-8
 ELTON JOHN 16-14
 ROBERT PALMER 20-17
 HUEY LEWIS & THE 29-23

KFBQ/Cheyenne, WY
 Davis/Scott
 RICK ASTLEY
 PETER CETERA
 BELINDA CARLISLE
 NEW KIDS ON THE B (dp)
 JOHNNY HATES JAZZ
 BLUE ZONE U.K.
 Hottest:
 CHICAGO 14-11
 JOHNNY KEMP 22-15
 PAT BOYS w/CHUBBY 37-22
 PAT BENATAR 38-31

KOZE/Lewiston, ID
 Jay McCall
 NEW KIDS ON THE B
 MIDNIGHT OIL
 BLUE ZONE U.K.
 CHEAP TRICK
 TONI CHILDS
 LITA PORD
 10,000 MANIACS
 Hottest:
 BASIA 2-1
 STEVE WINWOOD 3-2
 ERIC CARMEN 5-3
 PAT BENATAR 14-8
 TRACY CHAPMAN 11-10

KTMH/Medford, OR
 Grant Tressel
 POISON
 GLASS TIGER
 CHEAP TRICK
 BELINDA CARLISLE
 CYNDI LAUPER
 LITA PORD
 KINGS OF THE SUN
 Hottest:
 DAVID LEE ROTH
 CHER
 STRYPER
 Hottest:
 DEF LEPPARD 2-1
 RICHARD MARX 5-2
 STEVE WINWOOD 12-4
 ELTON JOHN 19-15
 REO SPEEDWAGON 23-17

KGOT/Anchorage, AK
 J.D. Chandler
 CHEAP TRICK
 DAVID LEE ROTH
 CHER
 STRYPER
 Hottest:
 DEF LEPPARD 2-1
 RICHARD MARX 5-2
 TRACY CHAPMAN 14-8
 BREATHE 2-1
 ERIC CARMEN 3-2
 STEVE WINWOOD 4-3
 BASIA 6-4
 TERENCE TRENT D'A 5-5

FM104/Mojo-Stockton, CA
 DeMaroney/Hoffman
 BELINDA CARLISLE (dp)
 FOREIGNER (dp)
 PAULA ABDUL (dp)
 MICHAEL JACKSON (dp)
 CHEAP TRICK (dp)
 Hottest:
 STEVE WINWOOD 6-1
 MIAMI SOUND MACHI 2-2
 RICHARD MARX 9-5
 CHICAGO 16-10
 ROBERT PALMER 24-12

MUSIC KEY: (D.P.) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then readded.

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'IN LOVE WITH YOURSELF'

FROM THE LP ... millions like us

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PARALLELS

CHEAP TRICK Don't Be Cruel (Epic) LP: Lap Of Luxury Total Reports 58 24%

Regional Reach E 18% S 23% M 26% W 28% Chart Summary Pos P1 P2 P3 Tot

CHER Skin Deep (Geffen) LP: Cher Total Reports 51 21%

Regional Reach E 18% S 24% M 10% W 30% Chart Summary Pos P1 P2 P3 Tot

CHICAGO I Don't Want To Live (Reprise) LP: Chicago 19 Total Reports 217 89%

Regional Reach E 94% S 96% M 93% W 68% Chart Summary Pos P1 P2 P3 Tot

Chicago Continued MIDWEST B96 25-22 Z95 14-13 Q102 5-4

Regional Reach E 31% S 40% M 36% W 43% Chart Summary Pos P1 P2 P3 Tot

CONTOURS Do You Love Me (Motown) LP: "More Dirty Dancing" Soundtrack Total Reports 211 86%

Regional Reach E 69% S 89% M 91% W 94% Chart Summary Pos P1 P2 P3 Tot

Chicago Continued MIDWEST B96 18-18 Q102 7-5 W9MS 12-11

Regional Reach E 92% S 98% M 93% W 68% Chart Summary Pos P1 P2 P3 Tot

CROWDED HOUSE Better Be Home Soon (Capitol) LP: Temple Of Low Men Total Reports 93 38%

Regional Reach E 31% S 40% M 36% W 43% Chart Summary Pos P1 P2 P3 Tot

TAYLOR DAYNE I'll Always Love You (Arista) LP: Tell It To My Heart Total Reports 163 67%

Regional Reach E 76% S 67% M 50% W 75% Chart Summary Pos P1 P2 P3 Tot

Chicago Continued MIDWEST B96 18-18 Q102 7-5 W9MS 12-11

Regional Reach E 92% S 98% M 93% W 68% Chart Summary Pos P1 P2 P3 Tot

TERENCE TRENT D'ARBY Sign Your Name (Columbia) LP: Introducing The Hardline According To... Total Reports 230 94%

Regional Reach E 94% S 93% M 93% W 98% Chart Summary Pos P1 P2 P3 Tot

GLORIA ESTEFAN & MIAMI SOUND MACHINE 1-2-3 (Epic) LP: Let It Loose Total Reports 233 95%

Regional Reach E 92% S 95% M 97% W 98% Chart Summary Pos P1 P2 P3 Tot

Chicago Continued MIDWEST B96 18-18 Q102 7-5 W9MS 12-11

Regional Reach E 92% S 95% M 97% W 98% Chart Summary Pos P1 P2 P3 Tot

Gloria Estefan Continued 92X 15-12 WNCI 19-13 WCZY 10-5

Regional Reach E 82% S 87% M 69% W 87% Chart Summary Pos P1 P2 P3 Tot

FAT BOYS The Twist (Tin Pan Apple/PolyGram) LP: Coming Back Hard Again Total Reports 199 81%

Regional Reach E 82% S 87% M 69% W 87% Chart Summary Pos P1 P2 P3 Tot

Chicago Continued MIDWEST B96 18-18 Q102 7-5 W9MS 12-11

Regional Reach E 82% S 87% M 69% W 87% Chart Summary Pos P1 P2 P3 Tot

PARALLELS

CLIMIE FISHER

Love Changes (Everything) (Capitol) LP: Everything

Total Reports 172 70%

Regional Reach E 75% S 72% M 79% W 55%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 41% S 40% M 53% W 43%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 41% S 40% M 53% W 43%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

FOREIGNER

Heart Turns To Stone (Atlantic) LP: Inside Information

Total Reports 108 44%

Regional Reach E 41% S 40% M 53% W 43%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 41% S 40% M 53% W 43%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 41% S 40% M 53% W 43%

Chart Summary Pos P1 P2 P3 Tot

GUNS N' ROSES

Sweet Child O' Mine (Geffen) LP: Appetite For Destruction

Total Reports '87 76%

Regional Reach E 71% S 85% M 74% W 72%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Hall & Oates Continued

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

Whitney Houston Continued

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

Joan Jett Continued

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

BRUCE HORNSBY & THE RANGE

Look Out Any Window (RCA) LP: Scenes From The Southside

Total Reports 107 44%

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 49% S 43% M 38% W 36%

MICHAEL JACKSON

Another Part Of Me (Epic) LP: Bad

Total Reports 186 76%

Regional Reach E 82% S 68% M 71% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 82% S 68% M 71% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 82% S 68% M 71% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 82% S 68% M 71% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 82% S 68% M 71% W 89%

Chart Summary Pos P1 P2 P3 Tot

ELTON JOHN

I Don't Wanna Go On (MCA) LP: Reg Strikes Back

Total Reports 229 93%

Regional Reach E 98% S 93% M 97% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 98% S 93% M 97% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 98% S 93% M 97% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 98% S 93% M 97% W 89%

Chart Summary Pos P1 P2 P3 Tot

National Summary Pos P1 P2 P3 Tot

Regional Reach E 98% S 93% M 97% W 89%

Continued On Next Column

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Parallels Continued On Page 90

PARALLELS

JOHNNY HATES JAZZ / I Don't Want To Be A Hero (Virgin) LP: Turn Back The Clock Total Reports 148 60%

JOHNNY HATES JAZZ / I Don't Want To Be A Hero (Virgin) LP: Turn Back The Clock Total Reports 148 60%

JOHNNY HATES JAZZ / I Don't Want To Be A Hero (Virgin) LP: Turn Back The Clock Total Reports 148 60%

JOHNNY KEMP / Just Got Paid (Columbia) LP: Secrets Of Flying Total Reports 205 84%

JOHNNY KEMP / Just Got Paid (Columbia) LP: Secrets Of Flying Total Reports 205 84%

JOHNNY KEMP Continued / KUBE 26-23 / WGTZ 5-5 / WAZY 27-22

KINGS OF THE SUN / Black Leather (RCA) LP: Kings Of The Sun Total Reports 50 20%

KINGS OF THE SUN / Black Leather (RCA) LP: Kings Of The Sun Total Reports 50 20%

CYNDI LAUPER / Hole In My Heart (All...) (Epic) LP: "Vibes" Soundtrack Total Reports 114 47%

CYNDI LAUPER / Hole In My Heart (All...) (Epic) LP: "Vibes" Soundtrack Total Reports 114 47%

HUEY LEWIS & THE NEWS / Perfect World (Chrysalis) LP: Small World Total Reports 232 95%

HUEY LEWIS & THE NEWS / Perfect World (Chrysalis) LP: Small World Total Reports 232 95%

HUEY LEWIS & THE NEWS / Perfect World (Chrysalis) LP: Small World Total Reports 232 95%

KENNY LOGGINS / Nobody's Fool (Columbia) LP: "Caddyshack II" Soundtrack Total Reports 200 82%

KENNY LOGGINS / Nobody's Fool (Columbia) LP: "Caddyshack II" Soundtrack Total Reports 200 82%

KENNY LOGGINS Continued / KKRZ 27-22 / WGTZ 36-33 / MIDWEST

DENISE LOPEZ / Sayin' Sorry (Don't Make It Right) (Vendetta/A&M) Total Reports 63 26%

DENISE LOPEZ / Sayin' Sorry (Don't Make It Right) (Vendetta/A&M) Total Reports 63 26%

RICHARD MARX / Hold On To The Night (EMI-Manhattan) LP: Richard Marx Total Reports 229 93%

RICHARD MARX / Hold On To The Night (EMI-Manhattan) LP: Richard Marx Total Reports 229 93%

RICHARD MARX Continued / WEST / Y108 2-2 / KIIS 21-16

GEORGE MICHAEL / Monkey (Columbia) LP: Faith Total Reports 238 97%

GEORGE MICHAEL / Monkey (Columbia) LP: Faith Total Reports 238 97%

RICHARD MARX / Hold On To The Night (EMI-Manhattan) LP: Richard Marx Total Reports 229 93%

RICHARD MARX / Hold On To The Night (EMI-Manhattan) LP: Richard Marx Total Reports 229 93%

PARALLELS

MOODY BLUES I Know You're... (Polydor/PolyGram) LP: Sur La Mer

Total Reports 128 52%

Regional Reach E 61% S 49% M 57% W 45% Chart Summary Pos P1 P2 P3 Tot

NEW KIDS ON THE BLOCK Please Don't Go Girl (Columbia)

Total Reports 108 44%

Regional Reach E 43% S 48% M 21% W 66% Chart Summary Pos P1 P2 P3 Tot

ROBERT PALMER Simply Irresistible (EMI-Manhattan) LP: Heavy Nova

Total Reports 204 83%

Regional Reach E 80% S 89% M 88% W 74% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 65% S 66% M 86% W 49% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 43% S 48% M 21% W 66% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 80% S 89% M 88% W 74% Chart Summary Pos P1 P2 P3 Tot

NEW EDITION If It Isn't Love (MCA) LP: Heart Break

Total Reports 91 37%

Regional Reach E 31% S 48% M 19% W 45% Chart Summary Pos P1 P2 P3 Tot

BILLY OCEAN The Color Of Love (Jive/Arista) LP: Tear Down These Walls

Total Reports 196 80%

Regional Reach E 86% S 78% M 72% W 87% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 25% S 37% M 17% W 26% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 25% S 37% M 17% W 26% Chart Summary Pos P1 P2 P3 Tot

POISON Fallen Angel (Capitol) LP: Open Up And Say... Ahh!

Total Reports 67 27%

Regional Reach E 25% S 37% M 17% W 26% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 20% S 28% M 27% W 72% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 20% S 28% M 27% W 72% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 20% S 28% M 27% W 72% Chart Summary Pos P1 P2 P3 Tot

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Regional Reach E 65% S 66% M 86% W 49% Chart Summary Pos P1 P2 P3 Tot

REO SPEEDWAGON Here With Me (Epic) LP: The Hits

Total Reports 163 67%

Regional Reach E 65% S 66% M 86% W 49% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 65% S 66% M 86% W 49% Chart Summary Pos P1 P2 P3 Tot

SCRITTI POLITTI / ROGER Boom! There She Was (WB) LP: Provision

Total Reports 86 35%

Regional Reach E 20% S 28% M 27% W 72% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 20% S 28% M 27% W 72% Chart Summary Pos P1 P2 P3 Tot

Continued On Next Column

Regional Reach E 10% S 33% M 19% W 17% Chart Summary Pos P1 P2 P3 Tot

STRYPER Always There For You (Enigma) LP: In God We Trust

Total Reports 52 21%

Regional Reach E 10% S 33% M 19% W 17% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 10% S 33% M 19% W 17% Chart Summary Pos P1 P2 P3 Tot

TIMES TWO Cecilia (Reprise) LP: X2

Total Reports 56 23%

Regional Reach E 16% S 23% M 19% W 34% Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 16% S 23% M 19% W 34% Chart Summary Pos P1 P2 P3 Tot

Parallels Continued on Page 92

PARALLELS

SIGNIFICANT ACTION

VAN HALEN When It's Love (WB) LP: OU812 Total Reports 206 84%

Regional Reach P1 84% P2 89% P3 90% M 72%

STEVE WINWOOD Roll With It (Virgin) LP: Roll With It Total Reports 240 98%

Regional Reach P1 98% P2 100% M 100%

WHITE LION Tell Me (Atlantic) LP: Pride Total Reports 75 31%

Regional Reach P1 20% P2 26% P3 37% M 29%

White Lion Continued EAST SOUTH WEST MIDWEST

Regional Reach P1 94% P2 100% M 100%

BASIA Time And Tide (Epic) EAST SOUTH WEST MIDWEST

BLUE ZONE U.K. Jackie (Arista) LP: Bing Thing EAST SOUTH WEST MIDWEST

BOBBY BROWN Don't Be Cruel (MCA) LP: Don't Be Cruel EAST SOUTH WEST MIDWEST

BELINDA CARLISLE I Feel Free (MCA) LP: Heaven On Earth EAST SOUTH WEST MIDWEST

TONI CHILDS Don't Walk Away (A&M) LP: Toni Childs EAST SOUTH WEST MIDWEST

COVER GIRLS Inside Outside (The Fever/Sutra) EAST SOUTH WEST MIDWEST

Regional Reach P1 94% P2 100% M 100%

D.J. JAZZY JEFF & FRESH PRINCE Nightmare On My Street (Jive/RCA) LP: He's The D.J. I'm The Rapper EAST SOUTH WEST MIDWEST

DINO Summer Girls (4th & Broadway/Island) EAST SOUTH WEST MIDWEST

ERASURE Chains Of Love (Sire/Reprise) LP: The Innocents EAST SOUTH WEST MIDWEST

LITA FORD Back To The Cave (RCA) LP: Lita EAST SOUTH WEST MIDWEST

SIEDAH GARRETT K.I.S.S.I.N.G. (Qwest/Reprise) LP: Kiss Of Life EAST SOUTH WEST MIDWEST

GEORGIA SATELLITES Open All Night (Elektra) LP: Open All Night EAST SOUTH WEST MIDWEST

Regional Reach P1 94% P2 100% M 100%

GLASS TIGER Far Away From Here (EMI-Manhattan) LP: Diamond Sun EAST SOUTH WEST MIDWEST

AMY GRANT Lead Me On (A&M) LP: Lead Me On EAST SOUTH WEST MIDWEST

ICENHOUSE Obsession (Chrysalis) LP: Man Of Colors EAST SOUTH WEST MIDWEST

INFORMATION SOCIETY What's On Your... (Tommy Boy/Reprise) LP: Information Society EAST SOUTH WEST MIDWEST

FREDDIE JACKSON Nice 'N' Slow (Capitol) LP: Don't Let Love Slip Away EAST SOUTH WEST MIDWEST

Regional Reach P1 94% P2 100% M 100%

LISA LISA & CULT JAM WITH FULL FORCE Go For Yours (Columbia) LP: "Caddyshack II" Soundtrack EAST SOUTH WEST MIDWEST

R&R NATIONAL AIRPLAY

CONTEMPORARY HIT RADIO

BREAKERS

MICHAEL JACKSON

Another Park Of Me (Epic)

76% of our reporters playing it. Moves: Up 33, Debuts 80, Same 27, Down 0, Adds 46 including PWR95, WNVZ, WNCI, Y108, FM102, KUBE, HOT103, WZOK. See Parallels, debuts at number 35 on the CHR chart.

RICK ASTLEY

It Would Take A Strong Strong Man (RCA)

71% of our reporters playing it. Moves: Up 46, Debuts 45, Same 35, Down 0, Adds 48 including WBLI, Z100, PRO-FM, Y100, WGH, Y108, WBCY. See Parallels, debuts at number 38 on the CHR chart.

PETER CETERA

One Good Woman (WB)

66% of our reporters playing it. Moves: Up 8, Debuts 50, Same 39, Down 0, Adds 64 including WEGX, KKQB, B96, Q102, WNCI, Y108, KWOD, KCPX. Complete airplay in Parallels.

DARYL HALL & JOHN OATES

Missed Opportunity (Arista)

63% of our reporters playing it. Moves: Up 77, Debuts 34, Same 31, Down 0, Adds 12 including WNCI, KATD, WKRZ, KZZB, KWES, KDWZ, CHED, I94. See Parallels, debuts at number 39 on the CHR chart.

JOHNNY HATES JAZZ

I Don't Want To Be A Hero (Virgin)

61% of our reporters playing it. Moves: Up 51, Debuts 30, Same 44, Down 0, Adds 23 including KRBE, WGH, WNVZ, WKTI, KROY, HOT103, PWR106, K98. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

MOODY BLUES "I Know You're Out There Somewhere" (Polydor/PolyGram)

Reports: 128. Moves: Up 69, Debuts 3, Same 48, Down 1, Adds 7, WZPL, KHTR, 99GFM, Y107, KRQ, WYKS, WSP, WXKS 14-12, WZOU 20-16, Y95 25-22, WNNK 23-18, WYCR 31-25, WBBQ 27-22, 100KHI 38-27, 95XIL 5-2, KAKS 9-8. See Parallels, debuts at number 37 on the CHR chart with 72% of the airplay converted to chart moves.

CYNDI LAUPER "Hole In My Heart (All The Way To China)" (Epic)

Reports: 114. Moves: Up 45, Debuts 17, Same 44, Down 0, Adds 8, WBCY, 99WAYS, WRON, WYKS, KCMQ, KPHR, KFMW, KTMT, WEGX 28-23, KRBE d-20, B97 26-20, WMMS 37-34, KUBE 27-24, WINK 39-33, KF95 33-30, WDBR 40-35. 57% of the action is charted.

JOAN JETT & THE BLACKHEARTS "I Hate Myself For Loving You" (Blackheart/CBS)

Reports: 113. Moves: Up 58, Debuts 18, Same 22, Down 0, Adds 15 including KRBE, WFLY, WKEE, WRCK, WBBQ, WSSX, WIXX, WHOT, PWR92, KSMB, PRO-FM 24-19, WGH 14-10, WNYZ 37-31, WTNZ 14-9, WDTX 14-11, KF95 39-29, WOMP 13-10. 61% of the airplay is charted.

NEW KIDS ON THE BLOCK "Please Don't Go Girl" (Columbia)

Reports: 108. Moves: Up 28, Debuts 14, Same 34, Down 1, Adds 31 including KWOD, KATD, KPLZ, WWSR, WVIC, WBBQ, K98, KEZB, HOT105, KSNB, WPGC 6-4, Z93 13-11, KITY 21-15, KTFM d-19, KZZP 14-8, KYNO 35-19, KKRZ 12-5.

FOREIGNER "Heart Turns To Stone" (Atlantic)

Reports: 108. Moves: Up 19, Debuts 28, Same 44, Down 0, Adds 17 including PRO-FM, JET-FM, WKQB, WBCY, Q98, WTNZ, KQKQ, KMYZ, FM104, KKRC, KEGL 29-25, WMMS 38-32, K104 32-25, WLRS 35-28, WKDD 30-21, 95XIL 38-27, KNIN 37-32.

BRUCE HORNSBY & THE RANGE "Look Out Any Window" (RCA)

Reports: 107. Moves: Up 10, Debuts 27, Same 33, Down 0, Adds 37 including CKOI, WGH, Q105, KHTR, WFLY, K104, WSPK, WKQB, WROQ, WZOK, WCYZ 40-36, WKBO 29-21, WERZ 40-35, WIXX 34-26, KIYS 40-31.

CROWDED HOUSE "Better Be Home Soon" (Capitol)

Reports: 93. Moves: Up 37, Debuts 15, Same 32, Down 0, Adds 9, WKEE, WBBQ, WBAM, Z104, KIKX, KQIZ, WZKX, KSMB, KYYV, B97 30-27, K104 33-27, 100KHI 29-25, 95XIL 28-22, KIXY 33-29, KQCR 39-35. 62% of the action is charted.

NEW EDITION "If It Isn't Love" (MCA)

Reports: 91. Moves: Up 35, Debuts 10, Same 20, Down 0, Adds 26 including HOT103, PWR99, KRBE, PWR96, Y100, WNVZ, Q105, KBEQ, WKQB, 99WAYS, KYRK, WPGC 8-5, KITY 18-13, B96 23-16, KMEL 12-7, WVIC 40-32, WBCY 30-19.

SCRITTI POLITTI featuring ROGER "Boom! There She Was" (WB)

Reports: 86. Moves: Up 45, Debuts 5, Same 27, Down 1, Adds 8, CKOI, KKQB, KUBE, K98, KOY-FM, KZZU, WLWR, KUUB, WXKS 22-16, KKRZ 20-17, FM102 3-2, KMEL 11-9, KMGX 18-14, WCGQ 36-28, KSMB 36-28, WPFM 38-30, KTRS 40-30. 72% have it charted with Top 15 moves beginning to spread.

WHITE LION "Tell Me" (Atlantic)

Reports: 75. Moves: Up 27, Debuts 10, Same 34, Down 0, Adds 4, I95, WROQ, KIVA, Q101, KCPX 23-19, Q100 33-30, WKQB 22-17, KKYK 20-14, WLRS 36-31, KTUX 38-32, WKDD 13-8, WOMP 29-19, KISR 39-35, KKXL 33-28, OK95 22-17.

PAULA ABDUL "Knocked Out" (Virgin)

Reports: 66. Moves: Up 35, Debuts 2, Same 21, Down 2, Adds 9, B96, WNNK, WVIC, WKSI, WGTZ, FM104, WHSL, WAZY, WDBR, WXKS 12-10, 92X 27-22, FM102 11-10, KXX106 8-4, WBCY 26-21, KYNO 28-18. 62% are charting it with strong support in the West.

POISON "Fallen Angel" (Capitol)

Reports: 67. Moves: Up 1, Debuts 8, Same 27, Down 0, Adds 31 including WXKS, WEGX, PRO-FM, WMMS, KWRZ, KCPX, WAEB, Q106, WKQB, WROQ, WZYP, KJ103, WZOK, KIVA, WJMX, KTMT, WBCY 28-25.

DENISE LOPEZ "Sayin' Sorry" (Vendetta/A&M)

Reports: 63. Moves: Up 31, Debuts 9, Same 15, Down 1, Adds 7, B104, 92X, WKQB, 93Q, WANS, KDWZ, KZOZ, WXKS 11-9, HOT103 2-1, Z100 9-7, B96 20-15, PWR106 15-11, KATD 13-11, WFLY 16-10, KMGX 5-3. 73% are charting it with 23% of the action showing Top 15 or better.

CHEAP TRICK "Don't Be Cruel" (Epic)

Reports: 58. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 57 including Y95, Y100, WGH, KCPX, KPLZ, WSPK, KZ106, Q98, WAPE, WOKI, WIXX, 103CIR, WJAD, WPFM, KQCR, KFMW.

TIMES TWO "Cecilia" (Reprise)

Reports: 56. Moves: Up 26, Debuts 6, Same 22, Down 0, Adds 2, WSSX, KPHR, Y95 22-13, KXYQ 25-22, WNNK 40-34, WKQB 30-22, WZYP 39-36, WTNZ 36-30, WLRS 33-30, WQCM 40-37, KIXY 32-27, WBWB 40-36, KCMQ 40-36, 99KG 37-33, KTRS 36-32. 80% of the airplay is charted.

STRYPER "Always There For You" (Enigma)

Reports: 52. Moves: Up 20, Debuts 7, Same 17, Down 1, Adds 7, KEGL, Q98, WRVQ, KDWZ, KLO, WPFM, KGOT, Y95 29-25, JET-FM 31-28, WBCY 21-15, KZOU 36-29, PWR92 28-20, KIXY 16-8, KQCR 30-24, KKXL 34-25, OK95 25-20. 55% of the airplay has converted to chart action.

CHER "Skin Deep" (Geffen)

Reports: 51. Moves: Up 4, Debuts 6, Same 30, Down 0, Adds 11, KITY, WFLY, B93, WKQB, WTNZ, KSNB, 100KHI, WCGQ, WLWR, WDBR, KGOT, KKRZ d-30, Y107 29-26, WAZY 40-35, KHTZ 38-31.

KINGS OF THE SUN "Black Leather" (RCA)

Reports: 50. Moves: Up 7, Debuts 5, Same 32, Down 0, Adds 6, PRO-FM, WANS, KLO, KIYS, KIKX, KTMT, Y95 35-31, KKRZ d-33, K104 d-37, KF95 32-28, KSNB 40-34, 100KHI 37-33, KOZE 31-26, KZFN 40-36, OK95 23-13.

SIGNIFICANT ACTION

BELINDA CARLISLE "I Feel Free" (MCA)

Reports: 47. Moves: Up 1, Debuts 4, Same 25, Down 0, Adds 17 including WXKS, KKQB, KRBE, WSPK, WYCR, WBBQ, WQUT, WBAM, WIXX, FM104, WPRR, WZKX, KWTO, KUUB, KWNZ.

BOBBY McFERRIN "Don't Worry, Be Happy" (EMI-Manhattan)

Reports: 45. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 45 including WEGX, PRO-FM, Y95, KRBE, KITY, KZZP, KKRZ, KXYQ, FM102, KCPX, KKLO, KMEL, KATD, KWSS, KPLZ, WVIC, KQKQ.

MOST ADDED

- PETER CETERA (64)
- CHEAP TRICK (57)
- RICK ASTLEY (48)
- MICHAEL JACKSON (46)
- BOBBY McFERRIN (45)
- BRUCE HORNSBY &... (37)
- GUNS N' ROSES (35)
- BRENDA K. STARR (32)
- NEW KIDS ON THE... (31)
- POISON (31)

MOST ACTIVE

- JOAN JETT (76)
- MOODY BLUES (71)
- CYNDI LAUPER (62)
- CROWDED HOUSE (52)
- SCRITTI POLITTI (49)
- FOREIGNER (47)
- NEW EDITION (45)
- NEW KIDS ON THE... (41)
- DENISE LOPEZ (39)
- BRUCE HORNSBY (37)
- WHITE LION (37)

HOTTEST

- STEVE WINWOOD (153)
- RICHARD MARX (106)
- DEF LEPPARD (92)
- BREATHE (88)
- ERIC CARMEN (83)
- CONTOURS (59)
- GEORGE MICHAEL (58)
- GUNS N' ROSES (56)
- CHICAGO (52)
- TRACY CHAPMAN (41)

Most Active = Ups + Debuts - Downs

WILL TO POWER "Say It's Gonna Rain" (Epic)

Reports: 44. Moves: Up 31, Debuts 2, Same 7, Down 2, Adds 2, KROY, KYRK, Z100 20-18, WAVA 21-17, PWR99 8-5, Y100 6-5, B97 19-10, KITY 17-14, WHYT 23-21, PWR106 9-7, FM102 10-9, KWOD 31-23, KWSS 20-16, KYNO 36-23, KSMB 40-21. 88% of the reports are charted with 35% of the action Top 15 or better.

INFORMATION SOCIETY "What's On Your Mind" (Tommy Boy/Reprise)

Reports: 43. Moves: Up 11, Debuts 9, Same 11, Down 0, Adds 12 including B97, BJ105, KS104, HOT103 19-17, PWR99 36-27, KRBE 34-28, FM102 16-12, KITS 4-4, KMEL 27-17, KATD 35-26, Y106 11-9, KTUX 25-17, KMGX 31-27, KLUC 35-34, KCAQ 40-32.

AMY GRANT "Lead Me On" (A&M)

Reports: 43. Moves: Up 15, Debuts 2, Same 10, Down 0, Adds 9 including WBBQ, KZOU, KMYZ, 103CIR, WJAD, WKFR, WAZY, KPHR, KKRC, WCYZ d-38, K104 40-32, KIYS 34-33, 95XIL 40-33, KIXY 38-32, KQCR 38-34.

KEITH SWEAT "Make It Last Forever" (Elektra)

Reports: 39. Moves: Up 9, Debuts 5, Same 10, Down 0, Adds 15 including KRBE, KTFM, KKRZ, KWOD, KCPX, KTUX, KYNO, WPGC 19-15, Z93 14-12, WHYT 20-18, FM102 35-30, WBBQ 32-27, WBCY 18-13, WTNZ 21-19, KMGX 28-22.

BASIA "Time And Tide" (Epic)

Reports: 38. Moves: Up 6, Debuts 5, Same 17, Down 0, Adds 10 including KCPW, KATD, 99GFM, WIXX, WJAD, WCGQ, WPFM, KIXY, PWR99 37-32, KUBE 22-19, WBBQ 39-33, KGOT 6-4, KOZE 2-1, OK95 20-18.

MIDNIGHT OIL "The Dead Heart" (Columbia)

Reports: 37. Moves: Up 2, Debuts 3, Same 14, Down 0, Adds 18 including WZOU, Y100, WGH, WOKI, WTNZ, KF95, KIYS, KYRK, 95XXX, WPFM, WKFR, KKRC, OK95, CKOI 30-24, KQIZ 40-39.

VANESSA WILLIAMS "The Right Stuff" (Wing/PolyGram)

Reports: 37. Moves: Up 15, Debuts 2, Same 10, Down 0, Adds 10 including WXKS, KWOD, HOT103 28-25, WPGC 20-18, Z93 22-19, KITY 25-18, KTFM 23-17, FM102 13-11, KMEL 13-11, KXX106 33-27, Y106 26-22, KTUX 30-25, KMGX 15-12, KYRK 33-29, KCAQ 15-14. Major market support continues.

FREDDIE JACKSON "Nice 'N' Slow" (Capitol)

Reports: 36. Moves: Up 6, Debuts 5, Same 21, Down 0, Adds 4, WNOK, KTUX, KYNO, WPFM, WPGC 26-24, KITY d-29, WCYZ 39-35, WHYT 21-19, FM102 d-35, WFLY d-36, KMGX 33-29, KCAQ d-38, WQCM 35-32, KSMB d-40, KHTZ 37-35.

PRINCE "Glam Slam" (Paisley Park/WB)

Reports: 34. Moves: Up 2, Debuts 2, Same 28, Down 0, Adds 2, FM102, KAKS, CKOI on, WGH on-dp, KITY d-33, KTFM on, KWOD on, KPLZ on, KXX106 on, Y107 24-21, KMGX 34-31, FM104 on-dp, WQCM on-dp.

BRENDA K. STARR "What You See Is What You Get" (MCA)

Reports: 33. Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 32 including WPGC, KITY, KHTR, KKRZ, FM102, KMEL, WNYZ, WKQB, WTNZ, WLAP, WGTZ, KQMQ, KCAQ, WJAD, B96 33-29.

DINO "Summergirls" (4th & Broadway/Island)

Reports: 33. Moves: Up 14, Debuts 6, Same 5, Down 0, Adds 8, CKOI, KKQB, PWR106, WSPK, WRCK, G105, WAPE, KYNO, PWR96 7-5, FM102 19-15, KATD 22-18, KWSS 11-6, WANS 34-26, Y106 29-23, KFIV 29-16, KCAQ 37-26. 66% have it charted with Top 5 moves spreading.

STEVIE B "Spring Love" (LMR)

Reports: 30. Moves: Up 12, Debuts 3, Same 5, Down 1, Adds 9 including KRBE, KIIS, Z102, HOT103 13-11, PWR95 21-19, Z100 15-10, PWR96 1-1, Y100 12-9, PWR106 38-34, FM102 6-3, KMEL 1-1, KATD 27-14, KWSS 29-21, KCAQ 38-27, KDON 15-8. Major market support grows as 70% have it charted.

ERASURE "Chains Of Love" (Sire/Reprise)

Reports: 29. Moves: Up 1, Debuts 3, Same 12, Down 0, Adds 13, HOT103, Y95, KIIS, KWOD, B93, KXX106, KTUX, KIVA, WOMP, WHSL, Y94, KZFN, KWNZ, KKQB d-30, KBFM 35-29.

D.J. JAZZY JEFF & THE FRESH PRINCE "Nightmare On My Street" (Jive/RCA)

Reports: 28. Moves: Up 8, Debuts 1, Same 4, Down 0, Adds 15 including PWR96, KTFM, KMEL, WANS, KKYK, WRVQ, WPGC 4-2, Z93 19-16, KKQB 22-11, WNVZ 24-19, KZZP 18-12, KXX106 23-9, KS104 21-16, KLUC 37-36, KKRZ d-28. 81% of the airplay is charted just as it becomes a single.

ICEHOUSE "My Obsession" (Chrysalis)

Reports: 27. Moves: Up 10, Debuts 2, Same 15, Down 0, Adds 0 including WXKS d-35, WZOU 32-25, K104 39-33, WQUT 29-26, WDTX d-24, KJ103 36-33, WPRR 40-39, 95XIL 29-25, WOMP 33-31, KQCR 40-36, WAZY 37-33, KTRS 27-24.

BLUE ZONE U.K. "Jackie" (Arista)

Reports: 27. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 27 including WZOU, KMEI, K104, WBBQ, KJ103, KSNB, KYRK, KDON, KAKS, WZKX, KIXY, WDBR, KFBQ, KZFN, KWNZ.

BOBBY BROWN "Don't Be Cruel" (MCA)

Reports: 25. Moves: Up 9, Debuts 3, Same 5, Down 1, Adds 7, KTFM, WFLY, WTNZ, KYNO, I94, KLUC, KCAQ, WPGC 16-14, Z93 16-14, KRBE 38-30, WHYT 22-20, FM102 18-13, WANS 39-34, Z102 38-35, KMGX 27-18.

SYSTEM "Coming To America" (Ato)

Reports: 25. Moves: Up 10, Debuts 1, Same 13, Down 0, Adds 1, KQIZ, WXKS 30-28, KRBE 16-15, KITY 26-23, KTFM 24-22, WNNK d-39, KZZB 35-33, I94 24-19, 95XXX 36-33, KAKS 19-16, WPFM 25-21, Y97 28-25.

RUN D.M.C. "Mary, Mary" (Profile)

Reports: 20. Moves: Up 8, Debuts 2, Same 8, Down 0, Adds 2, WHYT, KWNZ, WPGC 30-28, KRBE 20-16, KITY 33-31, FM102 25-23, KROY 30-27, B93 31-28, KXX106 d-40, Z102 31-28, KMGX 24-21, KIXY d-33.

LITA FORD "Back To The Cave" (RCA)

Reports: 19. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 19 including WMMS, K104, Q98, WOKI, KZZU, 95XIL, WOMP, WFXX, WJAD, Q104, KIXY, WHSL, WDBR, KOZE, KTMT.

AL B. SURE! "Off On Your Own (Girl)" (WB)

Reports: 16. Moves: Up 6, Debuts 6, Same 4, Down 0, Adds 4, KTFM, KMEL, Z102, KFIV, HOT103 d-38, WPGC 3-1, Z93 11-7, KITY d-26, FM102 20-18, KROY 26-22, KWOD d-29, WFLY d-38, KXX106 21-20, KMGX 32-24, KDON d-35. #1 in D.C. and Top 10 already in Atlanta.

SCORPIONS "Believe In Love" (Mercury/PolyGram)

Reports: 15. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15 including Y95, KXYQ, KPLZ, K104, WZYP, KTUX, KZZU, WPRR, 95XIL, WJAD, WHSL, WKFR, 99KG, WDBR, OK95.

TONI CHILD'S "Don't Walk Away" (A&M)

Reports: 15. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 14, WXKS, PRO-FM, WKTI, KKRZ, KXYQ, KUBE, K104, KSNB, 95XIL, KUUB, KTRS, KOZE, KZFN, OK95.

COVER GIRLS "Inside Outside" (The Fever/Sutra)

Reports: 15. Moves: Up 7, Debuts 5, Same 2, Down 0, Adds 1, B97, HOT103 21-20, PWR95 32-30, KRBE 39-38, PWR96 16-12, KITY d-27, PWR106 39-35, KMEL 19-14, WFLY d-39, B93 d-38, HOT105 26-13, Y106 d-30, KMGX d-34.

SALT-N-PEPA "Shake Your Thang" (Next Plateau)

Reports: 15. Moves: Up 4, Debuts 4, Same 7, Down 0, Adds 0 including HOT103 d-36, WPGC 23-11, Z93 15-13, KRBE d-37, KITY on-dp, KTFM on, FM102 on, KROY on, KMEL 30-25, KATD bn, KXX106 31-24, KTUX d-40, KCAQ d-37.

LISA LISA & CULT JAM with FULL FORCE "Go For Yours" (Columbia)

Reports: 14. Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 10, PRO-FM, 99GFM, WNYZ, WRCK, WANS, KMGX, KOY-FM, OK100, WHSL, KWNZ, KITY on-d

ROBERT PLANT



"ship of fools"

ON
TOUR
NOW

The new single

(7-99333)

from the Platinum album
NOW AND ZEN

(90867)

Produced by Tim Palmer, Robert Plant and Phil Johnstone
Management: Bill Curbishley, Trifold, Ltd., UK
Left Field Services, US

On Es Paranza Records, Cassettes and Compact Discs

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CONTEMPORARY HIT RADIO

3	2	WKS	WKS	LW	TW	
7	6	2	1			STEVE WINWOOD /Roll With It (Virgin)
6	5	3	2			RICHARD MARX /Hold On To The Nights (EMI-Manhattan)
10	7	5	3			BREATHE /Hands To Heaven (A&M)
4	3	1	4			DEF LEPPARD /Pour Some Sugar On Me (Mercury/PG)
12	8	6	5			ERIC CARMEN /Make Me Lose Control (Arista)
14	10	8	6			TERENCE TRENT D'ARBY /Sign Your Name (Columbia)
17	12	9	7			GLORIA ESTEFAN & MIAMI SOUND MACHINE /1-2-3 (Epic)
21	13	11	8			CONTOURS /Do You Love Me (Motown)
24	15	12	9			CHICAGO /I Don't Wanna Live Without You (Full Moon/Reprise)
38	24	16	10			GEORGE MICHAEL /Monkey (Columbia)
27	17	13	11			ELTON JOHN /I Don't Wanna Go On With You Like That (MCA)
33	25	19	12			WHITNEY HOUSTON /Love Will Save The Day (Arista)
26	21	17	13			JOHNNY KEMP /Just Got Paid (Columbia)
22	16	14	14			BILLY OCEAN /The Colour Of Love (Jive/Arista)
3	2	4	15			INXS /New Sensation (Atlantic)
13	11	10	16			JANE WIEDLIN /Rush Hour (EMI-Manhattan)
1	1	7	17			CHEAP TRICK /The Flame (Epic)
31	27	22	18			FAT BOYS w/CHUBBY CHECKER /The Twist (Tin Pan Apple/PG)
40	35	27	19			TRACY CHAPMAN /Fast Car (Elektra)
—	—	30	20			HUEY LEWIS & THE NEWS /Perfect World (Chrysalis)
—	34	26	21			ROBERT PALMER /Simply Irresistible (EMI-Manhattan)
32	28	24	22			AEROSMITH /Rag Doll (Geffen)
—	36	28	23			VAN HALEN /When It's Love (WB)
23	18	18	24			D.J. JAZZY JEFF & FRESH PRINCE /Parents Just Don't Understand (Jive/RCA)
2	4	15	25			PEBBLES /Mercedes Boy (MCA)
—	40	31	26			GUNS N' ROSES /Sweet Child O' Mine (Geffen)
29	26	23	27			CLIMIE FISHER /Love Changes (Everything) (Capitol)
8	9	20	28			AL B. SURE! /Nite And Day (WB)
—	39	34	29			REO SPEEDWAGON /Here With Me (Epic)
—	38	35	30			TAYLOR DAYNE /I'll Always Love You (Arista)
—	—	39	31			KENNY LOGGINS /Nobody's Fool (Columbia)
5	14	25	32			DEBBIE GIBSON /Foolish Beat (Atlantic)
—	—	40	33			PAT BENATAR /All Fired Up (Chrysalis)
20	19	21	34			SADE /Paradise (Epic)
BREAKER	35		35			MICHAEL JACKSON /Another Part Of Me (Epic)
—	37	36	36			COREY HART /In Your Soul (EMI-Manhattan)
DEBUT	37		37			MOODY BLUES /I Know You're Out There Somewhere (Polydor/PG)
BREAKER	38		38			RICK ASTLEY /It Would Take A Strong Strong Man (RCA)
BREAKER	39		39			DARYL HALL & JOHN OATES /Missed Opportunity (Arista)
BREAKER	40		40			JOHNNY HATES JAZZ /I Don't Want To Be A Hero (Virgin)

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New P-1A Playlists Page 84

ADULT CONTEMPORARY

5	4	2	1			BREATHE /Hands To Heaven (A&M)
6	5	4	2			STEVE WINWOOD /Roll With It (Virgin)
9	6	3	3			RICHARD MARX /Hold On To The Nights (EMI-Manhattan)
4	3	1	4			BILLY OCEAN /The Colour Of Love (Jive/Arista)
11	9	7	5			ELTON JOHN /I Don't Wanna Go On With You Like That (MCA)
16	11	8	6			GLORIA ESTEFAN & MIAMI SOUND MACHINE /1-2-3 (Epic)
1	1	5	7			ERIC CARMEN /Make Me Lose Control (Arista)
14	12	10	8			CHICAGO /I Don't Wanna Live Without You (Full Moon/Reprise)
17	13	11	9			MOODY BLUES /I Know You're Out There Somewhere (Polydor/PG)
18	14	12	10			TRACY CHAPMAN /Fast Car (Elektra)
22	19	14	11			CLIMIE FISHER /Love Changes (Everything) (Capitol)
26	20	15	12			WHITNEY HOUSTON /Love Will Save The Day (Arista)
2	2	6	13			SADE /Paradise (Epic)
24	21	17	14			LITTLE RIVER BAND /Love Is A Bridge (MCA)
21	18	16	15			AL B. SURE! /Nite And Day (WB)
27	24	18	16			TAYLOR DAYNE /I'll Always Love You (Arista)
30	27	20	17			JAMES TAYLOR /Baby Boom Baby (Columbia)
7	7	9	18			DEBBIE GIBSON /Foolish Beat (Atlantic)
—	—	25	19			DARYL HALL & JOHN OATES /Missed Opportunity (Arista)
—	29	24	20			REO SPEEDWAGON /Here With Me (Epic)
29	25	22	21			JOE COCKER /A Woman Loves A Man (Capitol)
3	8	13	22			JETS /Make It Real (MCA)
—	—	26	23			JOHNNY HATES JAZZ /I Don't Want To Be A Hero (Virgin)
BREAKER	24		24			HUEY LEWIS & THE NEWS /Perfect World (Chrysalis)
—	—	28	25			BEACH BOYS /Kokomo (Elektra)
BREAKER	26		26			PETER CETERA /One Good Woman (WB)
—	—	29	27			JOHNNY MATHIS /I'm On The Outside Looking In (Columbia)
—	—	30	28			CROWDED HOUSE /Better Be Home Soon (Capitol)
BREAKER	29		29			BRUCE HORNSBY & THE RANGE /Look Out Any Window (RCA)
DEBUT	30		30			CHRIS DEBURGH /Love Is My Decision (A&M)

Expanded AC Music
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AOR TRACKS®

3	2	WKS	WKS	LW	TW	
7	4	2	1			ROBERT PALMER /Simply Irresistible (EMI-Manhattan)
2	2	1	2			VAN HALEN /When It's Love (WB)
9	5	4	3			PAT BENATAR /All Fired Up (Chrysalis)
—	12	5	4			HUEY LEWIS & THE NEWS /Perfect World (Chrysalis)
17	10	7	5			GREGG ALLMAN BAND /Can't Get Over You (Epic)
24	21	16	6			STEVE WINWOOD /Holdin' On (Virgin)
1	1	3	7			STEVE WINWOOD /Roll With It (Virgin)
18	14	10	8			GUNS N' ROSES /Sweet Child O' Mine (Geffen)
6	6	6	9			JIMMY PAGE /Wasting My Time (Geffen)
19	16	12	10			MIDNIGHT OIL /The Dead Heart (Columbia)
4	7	9	11			BRUCE HORNSBY & THE RANGE /Look Out Any Window (RCA)
—	36	21	12			FABULOUS THUNDERBIRDS /Powerful Stuff (Elektra)
11	11	13	13			ELTON JOHN /I Don't Wanna Go On With You Like That (MCA)
33	31	24	14			VAN HALEN /Finish What Ya Started (WB)
15	15	15	15			ROD STEWART /Dynamite (WB)
13	13	14	16			JETHRO TULL /Part Of The Machine (Chrysalis)
25	24	22	17			SMITHEREENS /House We Used To Live In (Enigma/Capitol)
22	20	18	18			MICHAEL ANDERSON /Sound Alarm (A&M)
23	23	20	19			PATTI SMITH /People Have The Power (Arista)
31	27	26	20			SCORPIONS /Believe In Love (Mercury/PG)
3	3	8	21			MOODY BLUES /I Know You're Out There Somewhere (Polydor/PG)
BREAKER	22		22			LITTLE FEAT /Hate To Lose Your Lovin' (WB)
37	35	28	23			RHYTHM CORPS /Common Ground (Pasha/CBS)
28	26	25	24			JIMMY PAGE /The Only One (Geffen)
BREAKER	25		25			ROBERT CRAY BAND /Don't Be Afraid Of... (Hightone/Mercury)
34	29	27	26			CROWDED HOUSE /Better Be Home Soon (Capitol)
35	34	31	27			ROBERT PLANT /Dance On My Own (Es Paranza/Atlantic)
14	18	19	28			NEIL YOUNG & THE BLUENOTES /This Note's For You (Reprise)
8	8	11	29			GEORGIA SATELLITES /Open All Night (Elektra)
44	32	30	30			CINDERELLA /Gypsy Road (Mercury/PG)

Complete Tracks Chart
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URBAN CONTEMPORARY

10	6	2	1			TROOP /Mamacita (Atlantic)
13	7	5	2			AL B. SURE! /Off On Your Own (Gir) (WB)
6	4	4	3			TERENCE TRENT D'ARBY /Sign Your Name (Columbia)
4	2	1	4			BOBBY BROWN /Don't Be Cruel (MCA)
16	9	7	5			GUY /Groove Me (MCA)
17	11	8	6			RJ'S LATEST ARRIVAL /Off The Hook With Your Love (EMI-Manhattan)
20	15	12	7			RICK JAMES /Loosey's Rap (Reprise)
11	8	6	8			PAULA ABDUL /Knocked Out (Virgin)
19	14	11	9			TEENA MARIE /Work It (Epic)
18	12	10	10			BILLY OCEAN /Colour Of Love (Jive/Arista)
27	20	13	11			LOOSE ENDS /Watching You (MCA)
2	1	3	12			NEW EDITION /If It Isn't Love (MCA)
22	16	14	13			GREGORY HINES /That Girl Wants To Dance With Me (Epic)
12	10	9	14			TRACIE SPENCER /Symptoms Of True Love (Capitol)
21	17	15	15			TONY TERRY /Forever Yours (Epic)
34	28	19	16			FREDDIE JACKSON /Nice 'N' Slow (Capitol)
32	27	20	17			WHITNEY HOUSTON /Love Will Save The Day (Arista)
28	24	21	18			SUAVE /Shake Your Body (Capitol)
—	38	24	19			KEITH SWEAT f/JACCI MCGHEE /Make It Last Forever (Vintertainment/Elektra)
36	31	22	20			SHIRLEY MURDOCK /Husband (Elektra)
33	29	17	21			SYSTEM /Coming To America (Atco)
—	—	33	22			JESSE JOHNSON /Every Shade Of Love (A&M)
—	—	33	23			MICHAEL JACKSON /Another Part Of Me (Epic)
35	33	26	24			SIEDAH GARRETT /K.I.S.S.I.N.G. (Qwest/Reprise)
38	35	27	25			JAMES "D TRAIN" WILLIAMS /In Your Eyes (Columbia)
40	37	29	26			TAYLOR DAYNE /I'll Always Love You (Arista)
—	—	31	27			GEORGE MICHAEL /Monkey (Columbia)
—	39	30	28			HOWARD HEWETT /Once, Twice, Three Times (Elektra)
—	40	32	29			STEVE WINWOOD /Roll With It (Virgin)
BREAKER	30		30			SALT-N-PEPA f/E.U. /Shake Your Thang (Next Plateau)
DEBUT	31		31			PEBBLES /Take Your Time (MCA)
—	—	36	32			CASHFLOW /That's The Ticket (Atlanta Artists/PG)
1	3	18	33			MAC BAND f/McCAMPBELL BROTHERS /Roses Are Red (MCA)
DEBUT	34		34			MIKI HOWARD /Crazy (Atlantic)
—	—	35	35			CHICO DeBARGE /Kiss Serious (Motown)
—	—	40	36			RUN -D.M.C. /Mary Mary (Profile)
DEBUT	37		37			NATALIE COLE /When I Fall In Love (EMI-Manhattan)
5	5	16	38			VANESSA WILLIAMS /The Right Stuff (Wing/PG)
37	36	34	39			RAINY DAVIS /Indian Giver (Columbia)
BREAKER	40		40			JAMES BROWN /Static (Scotti Bros./CBS)

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