CONGRESSMEN ASSAULT COMMISSION
In separate speeches, Reps. Al Swift and Edward Markey assailed the FCC for, among other things, thwarting the will of Congress over the Fairness Doctrine and obstructing minority gains in broadcast ownership.

Page 8

RADIO’S SALARY AVERAGES
Ever wonder what the average programmer earns? GM: Air personality? These questions and more are answered in a survey from NAB and the Broadcast Financial Management Association. Plus, a look at the declining number of P&D-turned-GMs.

Page 8

SEBASTIAN ON THE BEAMER
In all the furor over the Wave, it’s worth recalling that John Sebastian was blending similar elements five years ago in his EOR format. Now he’s putting his principles to the test at WBMW/Washington, the spotlight station in the first of an Alternative AC series.

Page 56

NABOB SINGLES OUT P&G FOR DISCRIMINATION
Reacting to recent press coverage of alleged advertiser discrimination against Urban radio, the National Association of Black-Owned Broadcasters targeted Procter & Gamble, the nation’s largest radio advertiser, in a new campaign to call attention to the problem.

Page 12

LYRICS: TALK SOFTLY OR CARRY A BIG STICKER
R&R updates the latest explicit lyrics situations, and how labels are dealing with them...including the latest in sticker variations.

Page 26

SOUTHWESTERN URBANS: A DIFFERENT BREED
The West and Southwest were deserts for the Urban Contemporary format, but new converts like KKSS/Albuquerque and KPUR/Amarillo are bringing the sound of the city to the wide-open stretches.

Page 51

How is the NFL strike affecting radio? In a big way. The flagships contracted to run football are planning to broadcast the "scab" games without the name players. But uncertainty reigns over certain key points: whether listeners will stick with those games, the possibility of union engineers refusing to participate in the substitute broadcasts, and what will happen to the millions of dollars in football promotions, station tailgate parties, and giveaways.

Page 6

WABC/New York is taking a wait-and-see approach. "Most of our client promotions are on hold right now," said WABC GM Jim Haviland. "It’s difficult to gauge the effects because we don’t know how long the strike will go on. But if it goes two months, as in ’82, then the (monetary) effects could be substantial."

WBEN/ Buffalo PD Hank Nevins told R&R, "If the Bills have a team on the field, we’ll broadcast the game." Nevins thinks the strike may even bring in new listeners. "We’ve seen this before. Whenever the fans don’t support the team at the stadium, our ratings go up." As for the competition moving in for the kill, "Most of our clients are sticking by us."
RADIO MARTI REBROADCAST

Miami Stations Arouse FCC Ire

Two Miami Spanish-language News stations may be in trouble with the FCC for rebroadcasting a Radio Marti documentary that was received over shortwave radio. WQBA and WAQI aired a program on Cuban spying information which featured a Cuban defector being held in US custody, a man the broadcasters consider is otherwise inaccessible to the media.

WQBA GM/ND Armando Perez Rosa told R&R he had no comment on the broadcast, but his competitor offered an explanation.

"This was the only way to get to him," said Tomas Regalaedo, ND at WQBA. "We thought that since the broadcasts were taken off shortwave, they were in the public domain.

That's not the case, according to FCC Mass Media Bureau Chief of Enforcement Charles Kelley, who told R&R that, in his opinion, the stations violated FCC rules prohibiting the rebroadcast of US government programs intended for overseas audiences. Kelley said he knew nothing about the rebroadcasts until a report from the Miami Herald called him. "I have received no complaint or specific information about the existence of this," he said. "I don't know what the stations are, but we are looking into that newspaper article. We're not trying to hunt it down, but we just don't have anything to go on."

CASEY EXITS

Gillie Programs KKFR

Jim Gillie

After ten years with Nation-wide's KRQ4, Tucson, the last two and a-half as PD, Jim Gillie has been named PD at KKFR/Phoenix. He replaces Steve Casey, who joined the station four months ago after a stint as VP/Music Programming at MTV and VH-1.

KKF1 & KKFR owner/OM Fred Weber told R&R, "Jim is a large part of the dynamic the station needs to become a real competitor to KZZP, and eventually dominate the market. KZZP is ahead of us, but our curve beats formal newcomer YIS (ROY-FM). I believe in Jim's ability to program and work with people.

Gillie added, "I've always wanted to live in Phoenix, and I felt very accomplished what needed to be done."

Crain's comments, "It's very exciting to be working with the people at Gillie, whom I've known for many years."

Wells PD At WEKS

Trans-World's WEKS/Atlanta has promoted Vernon Wells from Production Director to PD. Wells, who will also handle mornings, replaces Dee Perry, who remains with "Kas 104" for middays.

Wells was PD at WQG/Mobile before joining WEKS earlier this year. He's also programmed WBLW/Mobile, where he'd worked as OM, and WQMI/Louisville. WEKS VP/GM Lee Zapis told R&R, "Vernon's done an excellent job organizing the production department and making sure we

Wells-Trotter
KLLS Drops AC
For Country Approach

After five years in AC, KLLS/San Antonio changed calls to KCYY and joined sister KKYX in the Country format September 30. The change, under new owner NewCity, came after two days of computer-voiced countdowns supported with a heavy TV schedule of ten-second commercials. The station, which began as W100FM and will be marketed as "Continuous Country Favorites." KKYX & KLLS OM Scott Huskey, in an interview with the station, said he expected the station to oversee its programming.

Asked about the format change, which sends KCYY against Country leader KAJA and 20-year Country veteran KBUC, new VP/GM Hugh Barr said, "Because we're (NewCity) done Country (WYAY/Atlanta, WWKA/Orlando, WZZK/Birmingham, KVEN/Tulsa), people think we come into a new market and do it automatically. That's not the case. We try to stay close to the listeners and do what they want."

"We came to San Antonio with no preconceived notions. What we found was an enormous country life-group. We also saw other stations in other formats trying to hang onto small pieces of turf. Looking at the alternatives, we saw we had two marvelous facilities that could be matched with two distinct country life groups in this market. KKYX serves the more traditional side and enjoys tremendous listener loyalty. We felt that the FM could cater to today's country life group."

"With these two stations, which have some similarities but distinct differences, we have the opportunity to impact the entire country life group in San Antonio."

Going against KAJA means going toe-to-toe with owner Clear Channel in its home city. This move could quite possibly up the ante of doing business in the market if Clear Channel spends big to protect its flagship property.

Barr: "With regard to personnel, we plan on starting with all KLLS staff members but one has been absorbed into the present operation. KKYX and KLLS programming will be totally separate. "What makes this whole strategy work is that KKYX is here and is a fine station."

Barr said, "It's the foundation around which everything revolves."
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Aliberte, Barber
Upped At WEA

WEA VP/Director of Sales Fran Aliberte has been promoted to Sr. VP/Director of Sales, and Director/Black Music Marketing Ornetta Barber has been elevated to VP/Black Music Marketing.

WEA President Henry Droz commented, "The past two years have been the most hectic and exciting in our 16-year history. We have added new positions, new personnel, implemented several management changes, and achieved record-breaking sales plateaus." This growth, he said, could have been "uncontrollable and disruptive" but for the efforts of WEA's management corps. Droz called Aliberte's promotion "recognition of services he has rendered beyond the call of duty, and... of the expanded responsibilities" brought on by expansion.

On Barber, he commented, "In bringing to fruition WEA's serious commitment to marketing black music, Ornetta has not only carried out our mission, she has earned the admiration and respect of our labels, customers, her co-workers, the media, and many individuals in the public service sector." Both executives report to Exec. VP/Marketing George Rossi. Aliberte came to WEA in 1974 and has been VP/Director Sales for the past two years. Barber worked at E/A for seven years before joining WEA as Director/Black Music Marketing in June 1986.

Ward Joins
WBVR
As PD

Skip Ward has been named OM at Devine Communications' WBVR/Buffalo. He leaves a similar post at the company's KKBU/Albuquerque, which has switched from AOR to Satellite Music Network's Gold format.

Devine Exec. VP Harry Conlin told R&R, "After working with Skip in both Salt Lake City and Albuquerque, I'm confident he can help us turn WBVR around. We're looking for at least a 4 or 5 share in the next 90 days."

Ward spent 16 years in Salt Lake City before heading south three months ago, and says he is looking forward to working with consultant John Gorman. "John's programming philosophies and techniques and mine are very much in parallel with each other," he remarked.

Devine Communications also owns KBER/Salt Lake City, and has a fourth station "ready to go on the air shortly" in Springfield, Missouri.

Colino Sentenced
To Six Years For Fraud

Richard Colino, the former head of the International Telecommunications Satellite Organization (INTELSAT), was sentenced Tuesday (9/22) to six years in prison for masterminding a bid-rigging and kickback scheme that swindled the agency of $4.8 million.

As Director General of INTELSAT, Colino was one of the world's most powerful broadcasting and telecommunications executives. The global agency, with 114 member countries, provides most international radio and TV circuits through a network of satellites.

Colino, 51, was also fined $805,000, the amount prosecutors say he personally pocketed from the scheme. INTELSAT attorney Raymond Banou said as too light, charged that Colino actually stashed $2.4 million in Swiss bank accounts. Banou said outside the courtroom that Colino recently offered to pay INTELSAT $1 million in restitution if the agency would join in his plea for a light sentence. INTELSAT rejected the offer and is suing Colino for $11 million.

Colino pleaded guilty on July 14 to interstate transportation of money taken by fraud, and has since filed a bankruptcy petition. Two co-defendants, an Arkansas mortgage broker and a Washington real estate broker, have received lesser prison terms in the case.

All three men are cooperating with a continuing federal investigation of INTELSAT frauds.

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CEMA Distributes Allegiance

Capital EMF-Marsh/Marshall (CEMA) will distribute five-year-old independent label Allegiance Records, along with its subsidiaries Takeoma and jazz-oriented IT. Artists include the Runaways and Leo Kottke. Pictured scaling the deal are (l-r) CEMA's Cliff Schatz and President Dennis White, Allegiance founder/CEO Bill Valenziano, CEMA VP Joe Mansfield, Allegiance President Marty Gouldt, and CEMA's Joe McFadden.

STAFF

FCC

Continued from Page 3

According to John Lindburg, an attorney with the United States Information Agency, which oversees the Voice of America and Radio Marti, laws against domestic broadcasts of US government-produced programming were created to prevent propagandizing of the American public.

"The purpose of Radio Marti is to inform the Cubans about Cuba, not the American people about Cuba. Our mandate is to operate overseas, regardless of whether there are stories to tell the American people," Lindburg said.

Allen

Continued from Page 3

Catania added, "It's impossible to state just how much Andy's contributions have meant to the success of Island this past year. His ability to develop the wide variety of music Island releases has been instrumental in helping achieve record sales and airplay levels.

Allen told R&R, "My first year at Island has been a terrific learning experience, and now it's time to break some new acts and expand the existing base of our roster acts."

Before joining Island 15 months ago, Allen spent close to nine years with RCA, including five handling local promotion in St. Louis. He also worked on-air at KSHE/St. Louis.

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Swift, Markey Blast Commission

"Wholly Untrustworthy," "Stiffling Minority Advancement"

Congressional foes of the FCC took the gloves off last week and pummeled the Commission with a quick series of political one-two punches, both on and off Capitol Hill.

The opening salvo came when Rep. Al Swift (D-Ariz.) gave the FCC a no-holds-barred thrashing last Wednesday (9/23) at a Federal Communications Commission Bar Association luncheon.

Mainly targeting the Commission's tainting of the Fairness Doctrine last month while Congress was in recess, Swift said communications policy is in crisis.

"It is nothing less than a direct challenge to Congress's authority to make basic communications policy in this country," Swift said of the doctrine's repeal.

The FCC "has been wholly untrustworthy to carry out policy as enunciated by Congress and the people of the United States," Swift said. Chastising its behavior under both former Chairman Mark Fowler and current Chairman Dennis Patrick, he said the Commission has overstepped its authority by acting like "a Supreme Court" in determining what is and is not constitutional.

"It is an agency that I think can be accused in some measure of nonfeasance in office in carrying out its responsibilities — I would cite AM stations as an example, because of this reliance of carrying out ideology instead of attending to the day-to-day business that the agency was entrusted by Congress to do."

FCC Forcing Congress
To Reregulate
Swift, who is a former broadcast-
er and serves on the House Energy and Commerce Committee, said he believes Congress has been forced by the FCC's actions to consider legislating broadcast policies which should have remained regulations.

Congress Handcuffs
FCC Budget
Markery's comments came shortly after floor action occurred in Congress that would handwriteff the FCC's ongoing review of its minority ownership policies. The agency recently has been soliciting comment in Mass Media Docket proceeding 88-44 about proposals to abandon minority preferences in comparative license hearings, along with overhauling minority tax certificate and distress sale policies.

Sens. Frank Lautenberg (D-N.J.), Lowell Weicker (R-Conn.), and Ernest Hollings (D-S.C.) successfully spearheaded an amendment last week to the FCC's $105 million budget bill that cuts off funding for the station.

"I would have been much happier with the Fairness Doctrine in regulation than in statute, because statutes literally take an act of Congress to change," Swift added.

Markey: Don't Mess
With Minorities
Stepping up the verbal assault, House Telecommunications subcommittee Chairman Edward Markey (D-Mass.) picked up on Swift's theme during a speech Friday (9/25) before the National Association of Black-Owned Broadcasters (NABOB).

"Fairness over the airwaves has become a critical issue in the relationship between the FCC and Congress. As a result of the Commission's repeal of the Doctrine, relations between the two bodies have deteriorated significantly to some thing akin to the relationship of the NFL players and owners," he said.

Markery then shifted gears and put FCC Chairman Dennis Patrick on notice that he will not tolerate efforts to tamper with government policies that encourage minorities to become station owners. Markey accused the Commission of a "fairly straightforward" attack on minority ownership policies.

"For the last six years, the Reagan-era FCC has consistently attempted to stifle minority advancement in the telecommunications industry," Markey said. He cited government statistics that show only two percent of the nation's stations are now owned by minorities.

"That is just the first step," Markey told NABOB members. "We need to codify these policies to ensure that neither this Commission nor any future Commission can abolish them. Fundamentally, the minority enforcement credit, the tax certificate policy, and the distress sale policy are essential protections for all Americans. They ensure that the rich diversity of this nation's racial and ethnic composition is represented and portrayed on our nation's media."

The legislator also lashed out at advertisers' reluctance to use black media, and promised hearings and legislation to correct a problem which he said "is getting worse."

"It is unacceptable that advertisers are engaging in what is essentially reeling of minority radio stations," Markey said. "I will work with NABOB in developing solutions to this very difficult problem."

NAB/BFM Release 1987
Radio Salary Report
The average PD's salary was $25,162 last year, according to the 1987 Radio Compensation and Fringe Benefits Report just released by NAB and the Broadcast Financial Management Association. Although NAB Radio Board Chairman Bob Lyon said the response rate was low — 23.5 percent — of about 2,000 stations surveyed, the report's categories are wide-ranging. Average PDs median base salaries for 12 department heads and 12 different support staff positions, as well as bonus and other fringe benefits, are included. The average advertising director's salary was $25,970; the average on-air talent's was $17,445; average GSM's was $44,097; average chief engineer's was $23,792; and average AE's was $25,043, the study says.

Jefferson-Pilot Helps
Nicaragua Station Back On Air
A Nicaraguan radio station that was shut down by the Sandinistas government two years ago is going back on the air with help from Jefferson-Pilot Broadcasting Co. and Rep. Cess Ballenger (R-N.C.).

After the Sandinista government announced last week it would allow the opposition press to start up again as part of a Central American peace plan, Ballenger said he would enlist the help of American companies to get independent press facilities set up in Nicaragua.

Jefferson-Pilot, headquartered in Charlotte, NC, is sending an engineer from its group's KSON-AM/FM/San Diego with Ballenger to Nicaragua this week to determine the condition of the station.

Chef Engineer George Grills told R&R, "We understand that the people who operated the station were concerned about the Sandinistas taking it over. They disassembled a lot of things and hid the parts."

Ballenger assistant Max Veale said the Congressman, a self-made millionaire in plastics manufacturing, has set up humanitarian projects such as hospitals and scholarship programs throughout countries in South America during the past 15 years. He was asked by Nicaraguan archbishop Miguel Obando y Bravo for financial aid to the Catholic-run station.

"We don't do it for publicity — in fact, we asked Jefferson not to send records with us, so the Nicaraguans might misread our intentions," Veale said. "We would take a hands-off policy after it gets started, except if they needed money or equipment they couldn't get. There are no plans to have Americans working at the station, he added.

More Radio NDS
Becoming GMs, Says RTNDA Survey
Nearly half of all radio NDS aim for GM positions, according to a new RTNDA survey. The number of GMs who climbed up through the ranks from news positions has doubled to approximately 537 since 1981, the survey estimates.

Although RTNDA Research Director Vernon Stone reported this trend as a "potential for long-term career and salary advancement," he also found that radio public relations was the field most noted nearly as often as the next stop after the respondents quit being news directors — 21 percent for PR vs. 16 percent said they expected to become general or station man-
gerists," Stone said.

Former sales managers account for two thirds of GMs at the 860 stations surveyed, and PDs' share of the GMs dropped from 20 percent (an estimated 1326) in 1981 to 14 percent (or 938) last year.

NAB For, NBMC Against
Alternative EEO Data
The NAB is attracting some criticism for its stance on minority hiring, National Black Media Coalition head Pluria Marshall is taking issue with the NAB's over comments that NAB filed in an FCC rulemaking proceeding last week.

The NAB said station's minority re-
cruitment efforts should not have to reflect minority employment in their "metro service area" because of commercial realities, and that the FCC should drop the quota of response to recruitment ads. NAB said in its comments, "In such circumstances, it is wholly unrealistic to consider an entire MSA to be a recruitment area."

NBMC head Pluria Marshall disagrees. "The FCC is trying to get out of its responsibility to monitor and hold radio and television stations accountable. You fight to get a license by saying you're in the suburbs. Then you say you want to be considered a metro-area station when you go to the FTC - the advertisers. But then you say you're not part of the metro area because of equal-employment purposes. Those stations have to decide to be one or the other — they can't have everything." Marshall said.

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Frank Captures California Combo For $4.5 Million
Stone Creates Five-Station Georgia Group

California

KSEQ/FRESNO-VISALIA
PRICE: $2,073,750
BUYER: Buckley Broadcasting Corp., headed by Richard Buckley Jr. The company also owns KGIL-AM & FM Los Angeles; KHJ-AM & FM San Francisco; WROG-AM & FM Hartford, CT; WSEN-AM & FM Syracuse, NY; KUBI/Moosehead-Merced, CA; KWWW/ Monterrey-Salinas, CA; WYIM-AM & FM Portland, ME; and KLNY/Bakersfield, CA.
SELLER: Supreme Broadcasting Inc., headed by Dan Tapanos.
DIAL POSITION: 96.9 MHz
POWER: 50 kw day/2 kw nights; 4,800 watts day/600 watts night
FORMAT: Country
BROKER: Chester Coleman of American Radio Brokers Inc.

KNTF/ONTARIO
PRICE: $3 million
BUYER: Boulder Ridge Cable TV, headed by Dean Hazen.
SELLER: Best Communications Inc., headed by Jack Siegel. He also owns KSRF/Los Angeles.
DIAL POSITION: 93.5 MHz
POWER: 3 kw at minus 165 feet
FORMAT: Country

KTRIPORT HUENEME, CA & KCAQ/OXNARD, CA
PRICE: $4.5 million
BUYER: Great Pacific Radio Exchange Inc., owned by President Howard Frank.
SELLER: Sunbeam Radio Corp., headed by Edmund Amin. The company is wholly owned by Sunbeam Television Corp., which owns WSVN-TV/Miami, FL.
DIAL POSITION: 1520 kHz; 104.7 MHz
POWER: 50 kw days/1 kw nights; 2,580 watts day/150 watts night
FORMAT: Spanish; CHR
BROKER: Radio Brokers Inc.

Transactions So Far In 1987:
$2,267,161,116
This Week’s Action: $15,098,750

Texas

KBUK/BAYTOWN, TX
PRICE: $500,000
BUYER: Mel Wheeler Inc., principally owned by Mel Wheeler. The company also owns WSLC & WSO/Los Angeles; KLTV/Oklahoma City; WSIL-TV/Harrisburg, IL; WKBV-TV/Philadelphia Bluff, MO; and KSHM-TV/Cape Girardeau, MO.
SELLER: RCK Broadcasting Corp., owned by Richard Klemant. He also owns interests in KGA/KGalveston, TX; KOGT/Orange, TX; and KCLE/ Clevelend, TX.
DIAL POSITION: 1360 kHz
POWER: 1 kw
FORMAT: Country

Virginia

WZAM/NORFOLK, VA
PRICE: $550,000
BUYER: Frontier East Broadcasting Inc., headed by President Milton Reid.
SELLER: James River Broadcasting Corp., principally owned by Barbara Benns and her sons William Benns and Michael Benns. Michael also owns an interest in WFLL/lookout Mountain, Tennessee and WFLL-7Cleveland, TN. William owns interests in WMYK/Egypt, NC, and WMYO/Braddock, PA.
DIAL POSITION: 1110 kHz
POWER: 50 kw daytimer
FORMAT: Urban

KFSH/Hilo, HI
PRICE: $250,000
BUYER: Pacific & Asia Christian University, headed by President David Boyd.
SELLER: Christian Broadcasting Association, managed by Chairman Dr. William Graham Jr. The group also owns KMAJ-AM & FM/Honolulu. Graham serves as a member of the Blue Ridge Broadcasting, the licensee of WFGW & WMT/Whitewater, NC. He also is a trustee of Wheaton College, which is the licensee of WEVN/Wheaton, IL.
DIAL POSITION: 97.1 MHz
POWER: 40 kw at minus 145 feet
FORMAT: Religion

Group Deal

Deal Of The Week:

KTRIPORT HUENEME, CA & KCAQ/OXNARD, CA $4.5 million
KSEQ/FRESNO-VISALIA, CA $2,073,750
KNTF/ONTARIO, CA $3 million

Group Deal: Broadcast Investment Associates $2,375,000

Georgia

WQSCI/ANDREWS, SC
PRICE: $350,000
BUYER: Grasham Communications Corp., owned by Faye Grasham and Rudi Grasham.
SELLER: Andrews-Intersmart Broadcasting Corp., headed by James Martin. He recently announced plans to sell another property, WXDJ/ Homestead, FL, for $8.1 million to Ian Wheeler and Charles Goldman.
DIAL POSITION: 100.9 MHz
POWER: 3 kw at 325 feet
FORMAT: Country
BROKER: Mitt Younts of Chapman Associates

South Carolina

WOSCI/ANDREWS, SC
PRICE: $350,000
BUYER: Grasham Communications Corp., owned by Faye Grasham and Rudi Grasham.
SELLER: Andrews-Intersmart Broadcasting Corp., headed by James Martin. He recently announced plans to sell another property, WXDJ/Homestead, FL, for $8.1 million to Ian Wheeler and Charles Goldman.
DIAL POSITION: 100.9 MHz
POWER: 3 kw at 325 feet
FORMAT: Country
BROKER: Mitt Younts of Chapman Associates

KFSH/Hilo, HI $250,000

WTLB & WRC/Rutica, NY $1.5 million

KFSH/Hilo, HI

WQSCI/ANDREWS, SC

KFSH/Hilo, HI

WTLB & WRC/Rutica, NY

We get calls from brokers all the time..."But this deal is complicated. Let's use CEA."
NABOB Targets P&G In Discrimination Protest

The National Association of Black Owned Broadcasters (NABOB) says it will target Procter & Gamble in a campaign to focus attention on discrimination practiced by national advertisers.

“We have found that quiet diplomacy has not been produced with companies such as Procter & Gamble. Therefore, we are making our concerns public to educate the black community about the companies whose products they purchase and the failure of those companies to do business with black-owned businesses,” said NABOB Chairman James Hutchinson Jr. of WYLD/New Orleans.

NABOB members unanimously approved the public protest action during their Washington, DC convention last Friday (9/26).

Cincinnati-based Procter & Gamble is America’s largest advertiser, and will spend about $1.4 billion this year on radio. Hutchinson contends that little of that money is placed with black media. He said black broadcasters wanted to meet with Procter & Gamble’s chief executives to discuss the “failure to advertise on black-owned broadcast facilities.”

Procter & Gamble advertising VP Rose Love declined comment on the NABOB action. Company spokesperson Sydney McHugh said the NABOB complaint had not yet come to her attention, but defended P & G advertising policies.

“It’s my belief that Procter & Gamble has substantially increased its spending in minority-owned media,” she said.

NABOB represents 150 black-owned radio stations and 15 TV stations. The group was created 11 years ago because of widespread discrimination by the advertising industry.

Ad Agencies Snub Group

Financial issues dominated the group’s convention, which opened last Friday with a front-page Wall Street Journal article profiling Hutchinson’s difficulties in attracting ads for his New Orleans station. In that story, Hutchinson criticized the advertising industry for discrimination.

Hutchinson’s comments yielded a swift response. Five of six top national advertising executives snubbed the group at the last minute by refusing to appear for a scheduled Friday morning session aimed at “improving the dialogue” between black broadcasters and the ad industry. Among those who failed to appear: the CEOs of Ogilvy & Mather, Young & Rubicam, J. Walter Thompson, Unisversal Advertisng, and a senior BBDO executive.

“I don’t know what to tell you,” said NABOB Exec. Director James Winston. “They all called and said other important meetings had suddenly come up.”

Florida Ad Tax Dilemma Drags On

Florida Attorney General Bob Butterworth issued an advisory opinion last week (9/26) confirming that Governor Bob Martinez’s call for repealing the state’s three-month-old services tax without replacing it would be unconstitutional.

The opinion backed up charges made last week by House Speaker Jon Mills that Martinez’s solution was not constitutional. However, it is only one of several possible solutions to the tax controversy the Florida state legislature continues to wrangle over as R&R goes to press. While the state Senate is in favor of repealing the tax and replacing it by increasing the sales tax from five to six cents, the House continues to debate other possibilities such as revising but not reinstating the tax. Each legislative body must first approve a bill on the tax, and then work a single solution out.

According to Jon Peck, deputy press secretary to Florida Governor Bob Martinez, the legislators are still in the first stage of the special session called by the governor to deal with the controversial tax — and so far there is no end in sight. Meanwhile, the governor is working out a variety of alternative revenue sources, mostly based on budget cuts.

FMI’s Taft Takeover Gets Stockholders’ OK

Taft Broadcasting Co. shareholders gave thumbs up this week (9/26) to the company’s takeover by FMI Financial Corp., headed by Cincinnati financier Carl Lindner. At press time, FCC approval of the $84 million transaction was expected to be imminent, and the closing of the sale is tentatively scheduled for next Tuesday (10/6).

Taft shareholders will receive $157 per share (or $144 per share plus one share of FMI common stock). During completion of the transaction, Taft Broadcasting stock closed at $186.375 per share on the New York Stock Exchange.

Under FMI’s ownership, the station group will be renamed Great American Communications Co. Vice Chairman Dudley Taft plans to resign and begin another venture using the Taft name following the deal’s closing.

Takeover Challenge Dropped

Shortly before the Taft stockholders gathering, the Washington, DC-based pressure group Media Access Project (MAP) dropped legal efforts to block the takeover. The group withdrew a petition filed with the FCC because of financial and strategic considerations.

“Fairness Doctrine is obviously our priority right now, and our clients share that concern, so we’ve dropped the case at this point in a way that would permit us to raise the issue again later,” said MAP head Andy Schwartzman.

At Fleet’s Communications Group, we’ve provided financial services to broadcasters for many years. Not only group owners, but we’ve also helped many operators become first-time owners. Now we’d like to do the same for you. To see how fast we get you on the air, call Colin Clapton, Sr. Vice President, at 401-276-6267. Or write Fleet National Bank, 111 Westminster Street, Providence, RI 02903.
SALLY’S MOVING TO ABC.

SALLY JESSY RAPHAEL...In a class by herself.

Exclusively From ABC.

Premiering
January 11, 1988
7 pm - 10 pm Eastern
10 pm - 1 am Pacific

Call Maurice Tunick at 212-887-5638
**Q & A**

**Training Rockin’ Role-Players**

By Chris Beck

**Question:** What do you think of using role-playing as a sales technique? It seems that every time my staff knows we have a role-playing session planned, several people always manage to have appointments scheduled for that morning. Also, how do you feel about videotaping these role-playing sessions?

**Answer:** From a manager’s perspective, role-playing can be a tremendous help in determining not only your staff’s strengths but also those areas which they need to work on in future weekly training meetings.

To get the most success out of this technique, you should position role-playing as an opportunity to practice in low-risk situations. You should also impress upon your staff that role-playing is simply an opportunity to analyze other people’s styles and techniques, some of which they may want to adopt or adapt for their own.

It’s equally important that you practice these role-playing sessions frequently, perhaps even once a week. This way the staff begins to view them as nothing more than part of the regular sales meeting.

Furthermore, when beginning these role-playing sessions, you should always be the first person in the rotation. That way your staff sees that you aren’t asking them to do anything that you wouldn’t do yourself.

You should also make sure that neither yourself nor anyone else on the staff is allowed to critique the role players. Instead, let only the salespeople directly involved in each role-playing situation critique themselves.

Finally, you should repeatedly stress that when people are working with the role-playing technique, there are no such things as “right” or “wrong” responses.

A couple of other ways to make your salespeople more comfortable with the concept of role-playing are to either let two people team up to make “the call” together, or to have every-

---

**Telephone Tips (Part One)**

This first of a three-part series on maximizing your telephone effectiveness will center on using the phone for cultivating new business and making appointments.

**Timing:**

Salespeople that generate the most telephone impact not only pick times that set them apart from the rest of the sales force, but also select times when secretaries are frequently away from their desks, leaving decision-makers more likely to pick up the phone themselves.

For professional services, the best times to make calls are:

- Monday-Friday: 7:30 - 9am
- 11:45am - 1pm
- 1:30 - 7pm

For retailers, the best times to make calls are:

- Monday-Friday: 9 - 10am
- 1 - 3pm
- 7 - 9pm
- 9:30 - 11am

**Most Common Mistakes:**

- Trying to sell a potential account on the phone instead of simply setting up an appointment.
- Trying to answer specific objections on the phone that could be much more effectively “clarified” during the first appointment.
- Not making setting up new appointments a consistent daily process. (It’s much more efficient — and effective — to use the phone for 30 or 40 minutes per day than to attempt a marathon session on the fifteenth of the month when all your pending business has fallen through.)

---

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Thank you everyone for making our country radio debut the most successful ever!

"We made the right choice by going with Nashville Live. I was very impressed with the technical quality of the show. Congratulations on a successful debut!"
BOBBY KRAIG, PD, KPLX-FM, DALLAS

"We've had a great listener response. It's a sensational idea and definite audience builder."
JOHNNY DARK, PD, WCAO-AM, BALTIMORE

"Great listener response. With groups like Alabama this show is a sure hit."
MIKE SHEPARD, PD, KSON-FM, SAN DIEGO

"Lon Helton is the best host since Lester "Road Hog" Moran. I'm really glad we signed up for Nashville Live."
DON CRAWLEY, PD, KDAF-AM, KANSAS CITY

"I can't wait until next week. Sunday nights are now something to look forward to."
MOON MULLINS, PD, WSM-AM, NASHVILLE

Here are just a few of the over 100 affiliates now carrying Nashville Live.

WBOS-FM/Boston
WWW-FM/Detroit
KPLX-FM/Dallas
WQYK-FM/Tampa-St. Petersburg
KUSA-AM/St. Louis
KLZ-AM/Denver
KRAK-AM/Sacramento
WCAO-AM/Baltimore
WFMS-FM/Indianapolis
KSON-FM/San Diego
WDAF-AM/Kansas City
WUBE-FM/Cincinnati
WSM-AM/Nashville
KXXY-A/F/Oklahoma City
KKAT-FM/Salt Lake City
WAMZ-FM/Louisville
WTQR-FM/Greensboro

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For more information call (818) 777-5775
WHAT'S THAT SOUND?

Creating Ads You Can't Ignore

Anyone who's seen the recent Shearsen Lehman Brothers "Minds Over Money" TV spots has also heard a strange buzzing noise that sport a soundtrack consisting solely of the huffs and puffs of sweating athletes.

All are fine examples of supposedly hotshot television advertising creative directors picking up on something that's been a staple of radio advertising for years—namely, using unusual sound effects to break through clutter and aid recall.

Neither is this news to the academic community. According to a recent article in Business Week, there are at least 50 psychologists currently studying the ways that sound effects affect emotions and cognition.

One of these researchers is David Woods, a clinical neurophysiologist at the University of California at Davis. He has proven that the brain selectively screens out frequently heard sounds, while allowing more unusual auditory information to enter. Woods theorizes that this is why such novel sound effects as those cited are likely to be more effective attention-getters. Hmmm Mmm.

Co-Workers By Day, Lovers By Night

"What is your company's general attitude towards office romances?" That question was put to 100 executives from some of the largest US companies in a survey conducted by the NYC-based Robert Half International personnel firm. 40% of the executives said that an office romance would be discouraged at their companies, 61% said it was a company policy to tolerate the affair by ignoring it. (Two percent of the respondents said their companies encouraged office romances).

When asked, "What effect do you think office romances have on a couple's work productivity and efficiency?" 39% of the executives said there was no effect whatsoever, while 35% felt that office relationships produced negative effects.

Three percent of the responding executives felt there were positive results from interoffice affairs. Another seven percent thought it depended upon the two people involved in the romance.

Turn Your Station Into a Winner!

Winning Radio Research—Turning Research Into Ratings and Revenues

A dynamic new book that will help your station profit...both in ratings and revenues!

Winning Radio Research tells you how to get into the hearts and minds of your target listeners...how to win with the public...how to win in the ratings...how to win on the air.

Nationally-known radio research expert John Hiber gives you solid techniques and tips on using research to enhance audience and profits.

New research tools are examined. Actual case studies are explored which give firsthand insights on how radio broadcasters are using research to cope with today's competitive media environment.

Winning Radio Research shows how to turn research into ratings and revenues at your station.

List Price: $50
NAB Member Price: $25

Radio Station Turnaround Strategies That Work

The information that you need for a healthier bottom line is in this new book from NAB.

Of the hundreds of investors, entrepreneurs and managers who took over unprofitable radio stations in 1984, only a modest number were able to bring 25% of net billings to the bottom line—the key goal defined for successful station turnaround. How did they do it? Find out by reading Radio Station Turnaround Strategies That Work.

You'll get proven, practical advice from radio professionals who not only achieved immediate results in ratings and revenue, but were able to sustain that success.

Radio Station Turnaround Strategies That Work will help you strengthen your bottom station.

List Price: $50
NAB Member Price: $25

Time Off For Elvis??

You've just been hired for a new job. What's the most important point to negotiate with your new boss? Your salary? Medical benefits? Pension plan?

How about a three-week paid vacation before your first day on the job? Or better still, why not ask for that paid membership to the city zoo (for the entire family) that you've always wanted? According to a survey conducted by the Cincinnati-based Burke Market Research firm, these were just two of the more bizarre requests made by people who were starting a new job.

The telephone survey polled executives and personnel officials of 100 US companies during the first half of 1987. The company reps were asked to name the most unusual demands people had made when about to accept a new job.

Here are some of the other requests made by new employees. You may even want to try some of them yourself:

Tell your boss you want to be an important national holiday, and you want the day off (with full pay, of course). While this may not go over well in a law firm, employees in the music industry might get away with it.

Sports fans can pitch for time off for the opening day of the World Series, and Americans of French heritage can ask to celebrate Bastille Day, thereby getting two independent days each year.

If you're being hired to work in one of the company's branch offices, demand that it be located within walking distance of an Italian or Chinese restaurant. And since February 29 occurs only once every four years, you might as well request a day off for Leap Year.

And if all else fails, try picking up some overtime pay. Just tell your boss you want to be reimbursed for time spent thinking about work at night or on the weekend.

DATALINE

- October 12 - CMA Awards, Grand Ole Opry House, Nashville, TN.
- October 14-16 - National Religious Broadcasters Midwestern Chapter Meeting, Pheasant Run Resort, St. Charles, IL.
- October 22-24 - National Religious Broadcasters Eastern Chapter Meeting, Sandy Cove Bible Conference Center, North East, MD.
- November 19-21 - Loyola Radio Conference, Holiday Inn, Mari Plaza, Chicago, IL.
- January 24-26, 1988 - RAB Managing Sales Conference, Hyatt Regency, Atlanta, GA.
- January 31, 1988 - Super Bowl XXI, Jack Murphy Stadium, San Diego, CA.
- February 12-26, 1988 - Winter Olympics, Calgary, Alberta, Canada.
- February 11-13, 1988 - CRS Opryland Hotel, Nashville, TN.
- March 5-6, 1988 - RAB Convention, Lowes' Anatole, Dallas, TX.

PROGRAM WARNING TO ALL RADIO STATIONS

It has come to our attention that Universal Sounds Unlimited in Spokane, WA, is offering several of our famous radio program series to unsuspecting radio stations for outright sale! This is an unauthorized and unlicensed purveyor of radio program series that are under our exclusive license and control.

TAKE NOTICE THAT ANY RADIO STATION ACQUIRING ANY OF OUR SERIES BELOW NAMED FROM UNIVERSAL SOUNDS UNLIMITED OF SPokane, WA, WILL BE SUBJECT TO IMMEDIATE LEGAL ACTION.

The series we control are: JACK BENNY, HOPALONG CASSIDY, BURNS AND ALLEN, DRAGNET, CHARLIE McCARTHY PLUS OTHERS.

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IF YOU HAVE ANY QUESTIONS CALL TOLL FREE 1-800-648-4546

R&R MANAGEMENT

OVERVIEW

45-Second Resumes: According to a recent book on the subject, the average employer spends only 45 seconds reading a potential employee's resume.

Source: "Reviving Your Resume" (Lewis & Blanterm)

www.americanradiohistory.com
“Rolling Stone” Celebrates 20th
With Special Issue

A milestone in modern pop culture will be passed when Rolling Stone magazine publishes its 20th anniversary issue set to hit the streets October 20.

The anniversary issue will be specially bound, and for the first time in the magazine’s history - will be available for a full six weeks (although regular issues will continue to hit the stands biweekly during that time). The cover price is $4.95. (Quite a difference from its original, 1967 first issue street price of 25 cents).

Special features in the anniversary issue include:
- “On The Record,” short interviews and observations written by major music, film, and political figures ranging from Mick Jagger, Keith Richards, Paul McCartney, George Harrison, Yoko Ono, Lou Reed, Hunter Thompson, Bruce Springsteen, Senator Edward Kennedy, Stevie Wonder, Pete Townsend, Timothy Leary, Jack Nicholson, Bono, Sting, Bob Dylan, and - as they usta say in the ads for the dances at El Monte Legion Stadium - many, many more.
- A collection of the best “letters to the editor.”
- “In Focus,” a magazine photo gallery with contributions from photographers such as Annie Leibovitz and Richard Avedon; and
- New photos taken especially for the anniversary issue.

In addition to the special issue, Rolling Stone will also celebrate its 20th anniversary with a live radio broadcast that will air over the Westwood One Network Sunday, October 11 (1-5pm, EDT). ABC television plans to air a two-hour special tribute November 24 (9pm). The television special will be produced by long-time “Saturday Night Live” producer Lorne Michaels.

Rolling Stone #1
- Street Price 25 cents.

FILMS

COMING ATTRACTIONS: This weekend’s offerings include “Stain Dance,” in which new-wave cartoonist Tom Hulce finds himself caught in a web of violent intrigue. Musical out heroes Adam Ant and X-Man John Doe play rockin’ roles in this one as well.

Keith Richards, Paul McCartney, George Harrison, Yoko Ono, Lou Reed, Hunter Thompson, Bruce Springsteen, Senator Edward Kennedy, Stevie Wonder, Pete Townsend, Timothy Leary, Jack Nicholson, Bono, Sting, Bob Dylan, and - as they usta say in the ads for the dances at El Monte Legion Stadium - many, many more.

- A collection of the best “letters to the editor.”

TOP TEN SHOWS

1. The Cosby Show
2. A Different World
3. Cheers
4. Night Court
5. Dolly
6. Who’s The Boss
7. Growing Pains
8. Golden Girls
9. Full House (Special)
10. Hooperman

THE BOTTOM FIVE

1. 72 Werewolf
2. 73 Mr. President
3. 74 The New Adventures Of Beans Baxter
4. 75 Dust
5. 76 Second Chance

TELEVISION

Dolly conquers the boob tube.

- The powerhouse episode of “Dolly’s” ABC’s hour-long variety program starring country music maven Dolly Parton, close the ratings show during its time slot (9pm) this past Sunday (9-72).
- “Dolly” compiled a 39% share of the audience and a 24.7 rating, making it the fifth highest rated show this week.

MUSIC & MOVIES

- DIRTY DANCING (RCA)
Single: I’ve Had The Time Of My Life
Featuring Artists: Sting

- LA BAMBA (Sire/WB)
Singles: La Bamba/Los Lobos
Come On Let’s Go/Los Lobos
Other Featured Artists: Brian Setzer, Marshall Crenshaw, Bo Diddley

- BIG TOWN (Atlantic)
Featuring Artists: Little Willie John
Other Featured Artists: Ronnie Self, Bobby Darin

- THE LOST BOYS (Atlantic)
Single: Lost In The Shadows/Lou Gramm
Other Featured Artists: Echo & Bunnymen, Roger Daltrey

- BEVERLY HILLS COP II (MCA)
Featuring Artists: Bob Seger, J. Geils, George Michael

- PRINCESS BRIDE (Warner Bros)
Single: Storybook Love
Mark Knopfler & Willie DeVille

- THE DISORDERERS (Interscope)
Single: I Heard A Rumor/Bananarama
Other Featured Artists: Bon Jovi, Gwen Guthrie

- IN THE MOOD (Atlantic)
Featuring Artists: Jennifer Holiday, Beverly D’Angelo

- WITHNAIL AND I (Orchid)
Feature Artists: Beatles, Jimi Hendrix, King Curtis

- WHO’S THAT GIRL (Sire/WB)
Single: Who’s That Girl/Madonna
Cauusing A Commotion/Madonna
Other Featured Artists: Curt Politi, Costi Mundi, Club Nouveau

UPCOMING

- SLAM DANCE
Single: High Hopes
Tim Scott Holland

- DOGS IN SPACE (Atlantic)
Featuring Artists: Michael Hutchence, Iggy Pop, Brian Eno

- GHOULIES II
Single: Scare Until You Like It/W.A.S.P. (Capitol)
(No Soundtrack Available)

- HIDING OUT
Single: Catch Me (I’m Falling)/Pretty Poison (Virgin)
(No Soundtrack Available)

Source: Simmons Market Research Bureau

October 2, 1987 R&R 17

College Use-Papers: Fifty-two percent of all US college students read their college newspaper.
Affluent Americans: How The Bucks-Up Budget

R ich people, which—in America, is defined as any- one with an annual household income of $40,000 or more—spend their money in very different ways than the average US citizen. However, even Americans with an annual household incomes of $75,000 or more must live within a budget.

According to a recent survey conducted by the NYC-based Find/SVP research firm, US households whose annual household incomes fall into the $50,000-$75,000 range spend a smaller proportion of their money on food (16% less than the average American family), transportation (10% less), health and personal care (15% less), and tobacco and smoking supplies (40% less).

While households in the $50,000-$75,000 bracket also spend proportionately less than the average US family on alcohol (6% less) and housing (10% less), these more affluent households spend proportionately more than the average US family on recreation (13% more), apparel and services (20% more), and other goods and services (17% more).

$75,000-Plus Buys Even Bigger Difference

Among those Americans whose household incomes exceed $75,000 annually, the differences are generally even more pronounced. The $75,000-plus group spends proportionately even less than either the average US family or those household incomes in the $50,000-$75,000 income bracket on food (25% less than the average family), tobacco and smoking supplies (30% less), and transportation (60% less). Although the $75,000-plus households spend proportionately the same amount as households in the $30,000-$49,999 bracket on alcohol (6% less than the average US family), health (15% less), and apparel (20% less), these $75,000-plus households spend far more than their slightly-less affluent brethren on housing (3% more than the average US family), recreation (16% more), and other goods and services (33% more).

What Fits Into Women’s Purses

W e all know it’s impossible to find anything in those bottomless pits other than known as women’s handbags. While that statement seems unfair and wrongheaded, it may also be grounded in fact.

In a recent survey conducted by the Roper Organization polling firm, respondents were given a list of 34 items that can be easily carried in a purse, briefcase or pocket.

The majority of the women questioned said that they carry eight of the 34 items, compared to three items carried by a majority of the men. The eight items most often found in a woman’s purse are keys, wallet, pen, comb, checkbook, facial tissues, change purse, and makeup. A wallet, keys, and a pen are the three most popular men’s items.

Women Average 12 Items

However, many women carry more than the eight items. The survey results show women carry an average of 12 items, vs. seven for men. Even more astounding is this: one-third or more of all the women carry up to 16 of the 34 items (more than half) on a daily basis, while one-third of all men carry only six items. Although men are more likely to carry a wallet, handkerchief, pocketknife, money clip, and radio or cassette player, women are far more likely to carry checkbooks or blank checks (62% of the women, 24% of the men), headache medication (39% of the women, 7% of the men), address book (36% of the women, 13% of the men), and mints (27% of the women, 8% of the men).

Nasal Spray

C old and hay fever sufferers as well as anyone else who uses nasal sprays as a temporary remedy for his or her symptoms may be doing themselves more harm than good. While occasional and prudent use of these products can be beneficial, there are dangers associated with excessive nasal spray use, according to Dr. Jeffrey Hausfield, a clinical professor of otolaryngology (ear, nose, and throat specialist) at George Washington University Medical Center in Washington, DC.

Continual short-term use of these sprays can lead to enlarged blood vessels which, in turn, obstruct breathing. Long-term usage can cause irreversible mucous membrane damage that may even require surgery to correct the enlarged and damaged tissue.

Cost of Business Travel

When business executives are on the road, the following items eat up the bulk of their expense accounts:

- Airfares 44.2%
- Lodging 24.5%
- Meals 14.4%
- Car Rentals 9.5%
- Miscellaneous 7.4%

Legs: The US horse industry is expected to top $2.3 billion in ’87, with more than 372 million units sold.

The Cost Of Business Travel

When business executives are on the road, the following items eat up the bulk of their expense accounts:

- Airfares 44.2%
- Lodging 24.5%
- Meals 14.4%
- Car Rentals 9.5%
- Miscellaneous 7.4%

Source: Purchaser’s Guide

US Beer Sales Post First Increase In Six Years

“Budweiser” Number One Domestic; “Heineken” Number One Import; “Corona” Up 170%

A merica’s beer manufacturers and importers are both gloating the stats that not only showed 1986 US domestic beer sales rising for the first time in six years, but also that these Americans who savor the flavor of imported suds appear to be turning their taste buds to south-of-the-border beers.

According to information compiled by Insights, the newsletter for beer marketers, the top-selling US beer is “Budweiser,” with 1986 sales of 48.1 million barrels. The rest of the top five best-selling US beers are “Miller Lite” (19.4 million barrels sold), “Miller High Life” (10.8 million barrels), “Coors” (7.9 million barrels), and “Old Milwaukee” (7.4 million barrels). US beer manufacturers sold a total of 181.9 million barrels to retailers in 1986, a 1.9% increase over 1985 sales figures (One barrel equals 31 gallons).

Anheuser-Busch Biggest Share Of Market

The company with the largest share of the domestic beer market is Anheuser-Busch with 38.6%, more than one-third of the market. Miller ranks second with 20.6%, followed by Stroh (12.2%), Heileman (8.5%), Coors (8.1%), and Pabst (8.0%). Regional brewers and imported beer accounts for market shares of 3.5% and 4.7%, respectively.

With 1986 sales increasing 3.5%, “Heineken” is still America’s leading imported beer, as US sales of the Dutch-brewed brand topped 35.7 million cases last year. (One case equals 24.5 gallons).

However, the most amazing sales increase comes in the 1986 figures for “Corona.” Sales of the Mexican import increased a staggering 170% between 1985 and 1986 to a year-end total of 13.5 million cases.

Top Ten Imported Brands

Rounding out the top ten imports of 1986 were Canada’s “Molson” (13 million barrels, an 8.8% sales increase); West Germany’s “Beck’s” (11.2 million barrels, a 13.1% increase); Canada’s “Moosehead” (5.7 million barrels, a 3.6% increase); West Germany’s “St. Pauli Glue” (4.3 million barrels, a 2.3% increase); Holland’s “Arst’l Light” (3.3 million barrels, a 37.5% increase); Mexico’s “Bacardi” (2.5 million barrels, a 25% increase); Mexico’s “Don Equis” (2.5 million barrels, a 4.2% increase).

Incidentally, the top ten imports accounted for almost 80% of all US imported beer sales last year.
Latest Development: Disposable Cameras

Consumers should be on the lookout for the latest development in photography: the fully disposable camera. These cameras are designed to be used until the film is shot and ready to be developed. After the film has been removed, the camera is thrown away. Fujifilm and Kodak have already produced film-box sized disposable cameras which retail for under $10.

Recent data compiled by the Reper Organization showed that more than one hundred (3%) of all consumers had heard about throw-away cameras before they were introduced, which is an extremely high level of awareness.

Circular Tanning Towel Makes Hot Promo Item

Now that summer is over, sun worshippers who have left the beaches and headed for the tropical resorts and Club Med locations south of the equator will want to check out the latest in tanning accessories.

Manufactured by the East Greenwich, R.I.-based Sun International firm, the "SeaSpot" (a registered trademark) is the world's first circular beach towel, designed for sunbathing in the round. (The sunbather avoids having to move the towel every few hours to keep up with the position of the sun. Instead, the sunbather moves around the towel.)

The six-foot-diameter "SeaSpot" comes with a two-by-four-foot rectangular companion towel, and both can be adapted with your station's call letters or logo, thus making the product ideal for local promotions.

Systemation Unveils RDAT Programming Package

A n automatic programming control system that uses RDAT (Rotary Digital Audio Tape) decks as the source for music, commercials, and all other programming elements is now available from the Decatur, Ill.-based Systemation Corp.

Along with giving users the opportunity to program high-quality digital audio with high-speed random-access capability, the Systemation RDAT operation allows users to perform digital-to-digital dubbing with first generation quality.

In addition, the system enables a radio station to intermix a variety of audio sources from cart machines, reel-to-reel tape decks and analog cassettes, to digital audio tape and compact disc changers. For further information, contact Systemation at (217) 438-7101.

"For Record Collectors" Software Available

Broadcasters and record collectors alike will be intrigued by "For Record Collectors," an IBM PC compatible software package that's recently been introduced by Tuyaltin, OR-based HomeCraft Computer Products.

The company not only claims that this particular software requires no previous computer experience or set-up before use, but also that the program's cross-referencing capabilities can be customized to suit virtually any individual's needs.

One of the program's most unusual features is that it provides the user with the ability to cross-reference a collection of library in three increasingly complex stages.

The "Collector" stage allows the user to cross-reference by catalog number, title, artist, year released, and value; the "Advanced" stage adds writer, producer, type of music, highest chart number, year-end chart number, label, manufacturer's catalog number, and pressing number; the "Professional" stage provides room for the record's length in time, its intro and outro times, its place in the rotation, the date and time the disc was last played, and its location in the collection as well.

Price: $129.95. For more information, contact HomeCraft Computer Products at (503) 692-3572.

Ampex Intros 80-Minute Cassettes

The Redwood City, CA-based Ampex Corp. recently announced the introduction of an 80-minute play length digital audio cassette. This new configuration will join the company's 30 and 60-minute play length line of "467 U-Matic Digital Audio Cassettes."

While the move to 80-minute cassettes is primarily motivated by the need to accommodate the longer playing times of compact discs, the new, longer length also allows users to leave up to two minutes of blank tape at the head and tail end to reduce the possibility of high CRC activity. This longer length also enables users to leave up to two minutes of blank tape for control data purposes such as that required by mastering equipment during auto-set up and equalization.

DIRECT-METAL MASTERS GET MIKE MAKER AWARD — West German's Direct Metal Audio Tape (DAM) was recently honored with this year's "Maker Of The Microphone" award. Presented annually in memory of Emil Berliner, inventor of the microphone and the disc record, the trophy recognizes "an outstanding contribution to the world of sound." This year, Tedric won for its invention of a direct-metal disc record mastering system that results in pressing which are reportedly superior to that of any previous process.

Tedric's system is now being used to press video discs as well. Seen at the ceremony are (l to r): Oliver Berliner, grandson of the inventor; Tedric Managing Director Thomas Steen; and Morris Diamond, Tedric's US representative.

Finally...

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If That’s Your Lawyer, Where’s His Lawsuit?

Reports have MOTOWN settling with indie JOE ISGRO out of court in his antitrust suit against most major labels. CAPITOL settled five months ago. Isgro, who was once VP/Pop Promotion at Motown, couldn’t be reached, and a spokesperson for the label said there would be no comment.

But ST hears lawyers representing WB, ELEKTRA, ATLANTIC, and GEFFEN are taking depositions this week from a number of programmers and other independent promoters to defend themselves if the case goes to court.

WCI and SOLAR are reportedly talking about a settlement in the $200 million-plus lawsuit that DICK GRIFFY brought against the major last September.

Will it be the CBS/RECORDS GROUP or the SONY/RECORDS GROUP? The directors of CBS INC. are scheduled to meet early Thursday morning (10/1) to consider the sale of the record division to the Japanese firm for approximately $2 billion.

The National Bureau of Standards’ Thursday (9/24) made public a detailed plan for testing the DAT-thrashing “copycode” system. CBS has now provided the agency with the necessary technical specs and equipment. NBS officials say the analysis should be complete in “about four months,” which is when Congress and the public will learn the results.

Last Friday (9/25), when GANNET pulled the plug on CHR KS103/SAN DIEGO, opting for SMN’s “Wave” format and new calls KSWV, the first commercial aired was for cross-town competitor, AC B100 (KFMB). Twenty spots were bought on KSWV to plug the “B100 Morning Zoo.”

According to the 41 years, original owner GEORGE WEISS is going to sell WBQD-AM & FMI/AUGUSTA. OM/PD HARLEY DREW has been there for 23 years, while MD BRUCE STEVENS, afternoon man DICK SHANNON, and night rocker CHARLIE FOX each has logged 14 years. No word on the buyer or purchase price, but look for Weiss to protect everyone’s future as a condition of the sale.

Jocks Get Tubed

KIIS/LA’s night rocker SEAN “HOLLYWOOD” HAMILTON and his sidekick DR. GEORGE BROTHERS will be hosting a new nationally televised teen variety show called “Flip,” set for a spring airing.

KITS/SF night mixer STEVE MASTERS has been named host of “The Cool Five At Five,” a 30-minute show airing modern music on KTSF-TV 26.

Speculation surrounding the rebirth of MCA’s UNI label indicates that it will take place around the first of next year. It looks like POLYGRAM UK Managing Director DAVID SIMONE will join UNI on the East Coast, as PG failed to get an injunction against his early departure from its contracted deal, but PG has filed for an appeal. Look for current MCA VP/AOR BILL BENNETT to cross the hall and head things up on the West Coast, reporting to Simone.

The ink is still drying on his contract, but it is official — GEFFEN’S JOHN BRODEY has segued over to POLYGRAM as VP/AOR. Current East and West Coast directors DREW MURRAY and CALVIN LEW, respectively, will report to Brodey.

And Many More Happy Diary Returns

FM100/MEMPHIS is celebrating its 40th anniversary on October 2, the last 20 years as a rocker.

KAT/AMARILLO celebrated its second anniversary (10/2) by inviting 20 record reps from all over the country to be guest jocks. The “baby DJs” were allowed to spin anything they wanted, including their own product, which no doubt made for some interesting sequels.

Is it possible that the recent MICHAEL JACKSON and BRUCE SPRINGSTEEN leaks were facilitated by their being distributed via satellite to other major market stations?

WRKS/NEW YORK has a new evening personality in JEFF FOX, who’ll man the 6-10pm shift. Fox was previously the morning man at WJJO/CLEVELAND.

Z103/TALLAHASSEE MD/night rocker RICH STEVENS makes a large leap in markets to become swing/weekender personality at Z100/NY.

JIMMY SMITH has been named MD at K104/FM/DALLAS, coming from his previous PD post at WLM/MILWAUKEE.

BONNIE SIMMONS has joined Alternative AC KLRS/SANTA CRUZ. The longtime radio and records notable was most recently at KFOO/SF. She replaces afternooner KRISTA TAYLOR, who segues over to KWWF/SAN RAFAEL.

Continued on Page 22

The first single from the gold album, DOCUMENT IRS-42059 Production: Scott Litt & R.E.M.

YIKKI LIVIKAUS, currently with METRO TRAFFIC, will join KODISF as News Director, replacing VALERIE GELLER, who's currently gainfully employed as R&R's News Editor.

NANCY REYNOLDS is the new GM at Classical KFSD/SAN DIEGO, coming over from LOTUS COMMUNICATIONS sister station KOMP/LAS VEGAS. Reynolds replaces DICK WARSHAW, who moves up the Lotus corporate ladder.

Black Music Movement

Look for RONNIE JONES to exit the VY/Black Promotion at CAPITOL for a similar slot at MOTOWN.

RAOUL ROACH, son of the great jazz drummer MAX ROACH, is the new National A&R Director for ELEKTRA's Black Music Department. Official word next week.

ST hears that POLYGRAM B/U promotion chief WAYMAN JONES is hoping to fill a label slot on the West Coast soon. Will the appointee be hopping over from Burbank?

GLENN BECK, who formerly handled mornings at WRK/RJULYVille and at WYMIADAYTON, becomes the new morning personality at KYF/M-PHOENIX. Beck will be teamed with TIM HARRICK, who was most recently half of the station's morning team of BILL HEYWOOD & HARRICK.

MARK DRISCOLL, former VP/Programming at H&G and PD at Y95/DALLAS, will join Kiss/L.A. to help "produce" the station.

A-Consulting We Will Go

With KRQ/TUCSON PD JIM GILLIE in, STEVE CASEY is out at KKMR/PHOENIX, and will hang out his research/consultancy shingle. You'll remember he was once teamed with JOHN SEBASTIAN. Casey is available at (602) 837-0710.

Part of the irony surrounding Gillie's move to KKFR is that just prior to accepting the job, NATIONWIDE co-Group PD GUY ZAPOLONE stepped in to see Gillie for a consultation and review of station formats. In the process, Gillie, no doubt, picked up an armload of info about KZZP. This sounds like one hot battle brewin'.

Consultant RON WHITE, last at KXK/SAN ANTONIO, is now operating out of Sarasota, FL. Call him at (813) 349-1916.

KGG/Disney/RIVERSIDE-SAN BERNARDINO MD SEAN DEMORY has been promoted to PD, and night rocker TONY COLLINS, just in from nights at KKI103/OKLAHOMA CITY, is now MD.

Y106/ORLANDO is changing calls from WHLY to WCAT, but will keep the on-air "Y106" identity. While no format change is planned, Operations Manager GERRY CAGLE is in the market for a couple of hot CHR jocks.

Look for former RCA National Album Prom Manager ALAN WOLMARK to form a company that will work with overseas talent managers to help gain US exposure for their acts.

Choice Of A New Generation

The NY-based TRACY-Locke agency will begin using BIRCH as its primary resource for all Pepsi radio spot buys.

WLC-FM/NASHVILLE's morning audience was shocked to find host SCOTTY BRINK missing and the station's former morning team of STEPHEN WESLEY (HEDGERWATER) and DANIEL "OGDEN" BUTLER in his place. The duo signed a new two-year deal, after a one-year absence from the air. Brink has announced his intention to enter the radio production business fulltime.

The plot thickens in Southern Florida ... With WSHE and WGTR, two of Miami's three AORs, sporting solid morning shows, ST hears ZETA 4 is talking with a local big gun from another format for its wakeup service.

PERRY STONE and RANDI ROHDES, WQFM/MILWAUKEE's morning madmen, have been suspended without pay for an indefinite period by GM RALPH BARNES, as the duo's freewheeling sense of humor apparently touched off a recent firestorm of local protests last weekend.

Butts 'N' Beaus

B93/AUSTIN PD LISA TONACCI won't be looking for a morning personality anytime soon. Seems she's marrying her morning star, MIKE BUTTS, and will quite literally "get up with Butts" every day.

Longtime indie promoter FRED DISPIO is a veteran in more ways than one. As the youngest survivor of a WWll attack on the "USS Gambier Bay," DiSpio was chosen to read from Psalm 107 in the Sunday (9/27) christening of the "USS Leyte Gulf." The latter ship is named after the body of water where the battle in which DiSpio was injured took place.

AIR PRIORITIES: WEEK 6

Listen to the selections listed below. Decide if each had the potential to attain Top 40, Top 25, or Top 10 in the R&R National Airplay Chart. Then call in your response to AIR at 301-964-5544 by 6 pm Wed. Oct. 7, 1987.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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<tbody>
<tr>
<td>JOE COCKER</td>
<td>UNCHAIN MY HEART</td>
<td>CAPITOL</td>
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<tr>
<td>TIMOTHY B. SCHMIT</td>
<td>BOYS NIGHT OUT</td>
<td>MCA</td>
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<tr>
<td>ERIC CARMEN</td>
<td>HUNGRY EYES</td>
<td>RCA</td>
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<tr>
<td>DUNCAN FAURE</td>
<td>24 HOURS</td>
<td>SIRE/WB</td>
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<tr>
<td>BIG TROUBLE</td>
<td>CRAZY WORLD</td>
<td>EPIC</td>
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AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR music for art directors, producers and record companies.

ACTIVE INDUSTRY RESEARCH

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

Track

FROM THE NEW ALBUM OUTSIDE LOOKING IN
PRODUCED BY JERRY HARRISON
MANAGEMENT: MARK MCCRAW AND MARIE FRAN CREEK

A BAND TO BELIEVE IN

"ONLY LOVE"

www.americanradiohistory.com
Radio

- **BRUCE THERIAULT** has been named Sr. VP/Operations at American Public Radio following the resignation of Rhoda Marx. Theriault was previously GM at KRBD/Ketchikan, AK. Marx will start her own business venture in video production services.

- **EVE RUBINS** has been named VP at Fuller-Jeffrey Broadcasting. She was formerly GM at WBLM/Portland, ME.

- **BRUCE BELLINGHAM** is the new morning news producer at KGEO/San Francisco. He was formerly a producer at crosstown KCBS.

- **JOHN HAMMOND** has been appointed Director/Marketing at indie CDP only label Rykodisc. He was operating his own independent promotion/marketing firm in New York.

- **KOSO DE VREEGE** has been named Area VP/European Operations at CBS Records International. He continues as Managing Director of CBS Holland (Domestic), which he joined in 1976.

- **MARK GATES** has joined Geffen Records to handle national alternative marketing and promotion. He was previously National Album/Video Promotion Director at Big Time Records since 1985.

Industry

- **RICHARD ANTONIO**, formerly NSM at Ampex Magnetic Tape Division, has been named to the new post of Director/Sales and Customer Services.

- **RALPH BARUCH** has been elected President of the International Radio and Television Foundation, which raises money to support International Radio and Television Society programs.

- **RICHARD FLANZER** has been named President of Electric Lady Productions in New York, including the Electric Lady studios. Most recently he's been in concert promotion and artist management in California.

**PROS ON THE LOOSE**

Chuck Abel — AM Drive KEYX/Corpus Christi, TX (512) 855-5425

Jeff Angel — Air Talent KECB/ Oklahoma City (405) 692-0951

Ross Caudell — PD/AM Drive WDLW-WIWO/Southern Pines, NC (919) 944-1922

Johnny Dark — AM Drive WMRO/Boston (617) 963-5241

Mike Ford — MD/Middays KFQD/ Anchorage (206) 851-6598

Bob Forester — Air Talent KPLX/Dallas-Ft. Worth (817) 275-8313

John Garabo — PM Drive WJRZ/ Mont-South Ocean, NJ (718) 868-2580

Rick Hayes — MD/Evenings KTKS/ Dallas-Ft. Worth (214) 360-0761

Ward Holmes — PD WONE/Akron, OH (216) 699-2014

Dallas Kincade — PM Drive B97/New Orleans (504) 649-4497

Scott LeFournou-O'Brien — Mid-Days KTKS/Dallas (214) 890-0717

Vict Martin — Air Talent WJLY/Providence, RI (401) 231-2892

Michael Parks — MD/Ar Talent KF&M/San Diego (619) 270-1569

Rockin' Randy Ross — Nights WPHF/Cleveland (216) 289-0858

Marty Thompson — PM/PM Drive WDJO/Cincinnati (513) 871-3997

Jay West — MD/Nights KKSS/Albuquerque, NM (505) 299-2276

Janet Wilson — Evenings WJYJ/Seattle (206) 822-1411

Jim Wilson — PD WCKG/Greenville, SC (803) 226-2100

**CHRONICLES**

- **STEVE WINWOOD**

  - **The New Single**
    - **Produced by Steve Winwood**
    - **And Tom Lord-Alge**
  - **From The Forthcoming Album**
  - **CHRONICLES**
  - **A Collection of**
  - **Steve Winwood Classics**

- **Patrick Case**

- **Lisa Dent**

- **Robert Wiegler**

- **Larry Jenkins**

**CHANGES**

- Maria Jenis has been named Junior Publicist at Passport Records.

- Adam Reis has been appointed Northern California Sales Rep for Sounds Good Music Co.

- Richard Brody and Jane Kraje have joined WJAF/Boston as AE's.

- Robert McGhee has joined Banner Radio/New York as an AE.

- Thomas McLean has joined Christal Radio/Detroit as an AE.

- Stephen Wegienek has joined the ABC Radio Network as an AE in the Detroit office.

- Patrick Fitzgerald has joined WOR/Chicago as Retail Marketing Specialist.

- Lisa Fabro has been appointed Manager/Community and Public Affairs at Bertelsmann Music Group.

- Jeffrey Rosenbaum has joined the advertising staff at WPDR-AM & FM, Portland, ME.

- Shawn Walker has been named AE at Tribune Radio Networks.

- Jan Finn has joined Major Market Radio Sales as an AE.
On October 12, 1987, The NBC Radio Network Unveils the Latest Chapter...
Warning: Explicit Lyrics Update

There's no media fuss — and it may not be making much difference to record sales, one way or the other. But the residual effects of the PMRC's war on "explicit" lyrics can still be seen around the music industry.

LL Cool J's current platinum album is now being made available to retailers by CBS in a "cleaned-up" form, if they want it.

The original Def Jam/Columbia release of "Bigger And Deffer," carried a warning sticker: "Explicit Lyrics/Parental Advisory."

That same, PMRC-preferred legend is also on a new WASP release, "Live... In The Raw." It's the band's third to be tagged, after last fall's "Inside The Electric Circus" and L8's "The Last Command."

The new Red Hot Chili Peppers album on EMI/Manhattan, "The Uplift Moto Party Plan," has a "Parental Advisory" — even as the label and the band embark on a promotion effort guaranteed to offend the PMRC (see Compact Data, this page).

"Apartment For Destruction" by Guns N' Roses, currently part of Geffen's "Power Surge" campaign, is stickered. The notice reads: "Contains language which may be unsuitable for some listeners."

(When the PMRC effort was at its peak, Geffen was one of the labels which said it would refuse to use the "generic" sticker preferred by the parents' group.)

By contrast, indie label Luke Skywalker Records has tagged its latest 12-inch by the 2 Live Crew: "Contains no explicit lyrics."

The group's "2 Live Crew Is What We Are!" album did contain such lyrics, and its availability at one retail outlet in Florida even caused a store clerk to be prosecuted for selling the disc to a minor.

Then there are the humorous variations. A summer 12-inch by rapper Ice-T, for example, boasted a warning sticker in the shape of an inflated condom — and the sticker itself had a catalog number: PMRC-1.

A 'Special Christmas' Gift From A&M

Programmers by now should have received the promotional cassette package of "A Very Special Christmas," the collection of seasonal songs that will benefit Special Olympics International.

The album and cassette, distributed by A&M, will be in stores Oct. 18; the CD will follow November 16. None of the tracks has appeared before on an LP. Executive production chores were handled by Jimmy Ivine, while the cover design was created by New York-based artist Keith Haring.


Other cuts on the promo tape are: "Back Door Santa"/Bon Jovi, "Silent Night,"/Stevie Nicks, "The Little Drummer Boy"/Webbie & The Silver Bullet Band, "Do You Hear What I Hear?"/Whitney Houston, and "Santa Claus Is Coming To Town"/Pointer Sisters.

Also included on the promotional tape is an introductory message from Vicki Iovine, wife of Jimmy Iovine. Her involvement in previous fund-raising events for the Special Olympics helped lead to the development of the "... Christmas" project.

Although A&M is handling distribution, the album will be released on Special Olympics Records. The label was established specifically for this project.

All of A&M's worldwide distribution receipts (minus marketing and production costs) will be donated to the organization. Over one million mentally retarded people in 73 countries benefit from the Special Olympics program.

You'll have to wait for the LP to hear the full versions and remaining tracks from the Pretenders ("You're So Shy"/Perry), "Christmas In Hol-is" by Run-DMC, Madonna's "Santa Baby," Bryan Adams's version of "Run Rudolph Run," and "The Coventry Carol" by Alison Moyet.

Yes, But In Three Different Designs

A new GM/Mango Kneez says it was like shooting a movie: "The actors and actresses don't know what the whole thing looks like until they sit in at a theater and see the finished film."

She's referring to the new Yea release, "Big Generator" — or, more specifically, to the fact that its cover design is different for the LP, cassette, and compact disc.

Not radically different, but enough to keep the label's creative services team busy. The graphic variations were the band's idea, created by UK designers MoustII.

Exclaims Kneez, "When we first saw this, it was at bits and pieces. Now we see it all done, the result looks fabulous. But as we were going through every ..."

An additional complication: the different designs required the creation of special colors, rather than any of the hundreds of standard PMS selections most often used in album art.

Kneez says, "Sure, it would have been a hell of a lot easier to have an album jacket and carry that art through to the cassette and the compact disc. But as it turns out, every piece looks great. And if somebody's going to do something different, leave it up to Yea."

There are a couple of configurations which share the same design, however: the 45 and cassette single of "Love Will Find A Way." Says Kneez, "I can't believe we actually used the same artwork. But we wanted to get them out fast."

The band agreed — and at least the single's title isn't '98449."

Compact Data

Madonna's Top Tape

"Who's That Girl" is the top-selling cassette single so far from the Warner Bros. camp, according to VP/Director of Sales Lou Dennis.

The label has shipped 105,000 copies of the remix release on tape (initial cutaway was approximately 20,000) and 445,000 on vinyl.

MCA Sets Four More

Another cassette single supporter, MCA, is coming out with four more releases in the format. They are "I Do You" by the Jets, "Heaven Is A Place On Earth" by Bellinda Carlisle, "Freedom" by Alice Cooper, and "The One I Love" by R.E.M.

A generic point-of-purchase poster is being developed by MCA, for distribution to retail by all labels backing the cassette single.

Developments At The Tower

The new Capitol albums by the Kane Gang ("Miracle") and Bert Robinson ("No More Cold Nights") carry a $6.98 suggested list price. It's part of the label's new program for developing acts.

Aretha Respects Her Roots

Aretha Franklin's gospel album, "One Lord, One Faith, One Baptism," is scheduled for release by Arista in late October. Among the tracks recorded live at Detroit's New Bethel Baptist Church: "Oh Happy Day," "The Lord's Prayer," and "I've Been In The Storm Too Long."

Peppers Plan A Skate Party

The Red Hot Chili Peppers bar (almost) all for their new EMI/Manhattan album, "The Uplift Moto Party Plan." Despite an "Explicit Lyrics" warning, the PMRC's sticker is being applied only as "Special Secret Song Inside." For those who must know, it's "Partly On Your Pussy."

The label is distributing promotional pens which reveal more Pepper assets, while the band has just finalized an endorsement deal with Skull skateboards.

Ambassador Warwick At Lunch

Inner City Broadcasting President Percy Sutton hosted a special lunch for Dionne Warwick Sept. 22 in New York. The day before in Washington, Dionne was named Ambassadors of Health by Health Secretary Otis Bowen, in recognition of her fundraising for AIDS research.

Arista President Clive Davis and other execs from the label were at the event. A bottle of the Dionne perfume line and a copy of her "Reservations For Two" album was at every place setting.

Garrett Takes Solo Turn On New Single

Sedan Garrett, fresh from having recorded a duet with Michael Jackson, will sing the title song from the upcoming movie "Baby Boom," starring Diane Keaton and Sam Shepard. The song, "Ever-changing Times," will be released on Qwest/Warner Bros. Oct. 7, to coincide with the release of the movie. Pictured with Garrett (right) is Burt Bacharach, co-writer of the song (with his wife Carole Bayer Sager). Bacharach, Sager and David Foster produced the track.

Short Cuts

- ROBERT PALMER sings the title track of "Sweet Licks," an upcoming release from Island Pictures. Island, the label, has the soundtrack.
- That PETROL EMOTION are gone from the PolyGram roster after one album, due to differences between the band and Polydor UK.
- An album of classic sessions recorded at New York's ELECTRIC LADY studios is being compiled to mark the facility's upcoming 20th anniversary.
- ELVIS COSTELLO has written "Back On My Feet" with Paul McCartney for an upcoming MCA release.
- ROGERS' new album on Reprise is a remake of the Temptations' "Papa Was A Rolling Stone."
- A benefit fundraiser for jazzman JACO PASTORIOUS, who died Sept. 21 at age 36, is being planned by New York's Lone Star Cafe.

www.americanradiohistory.com
From the Performer Who Wrote the Book.

THE STEVE ALLEN SHOW

Thirty-five years ago, Steve Allen revolutionized nighttime TV on NBC. Today, he's revolutionizing daytime radio on the NBC Radio Network.

Steve Allen brings decades of broadcasting innovation to your station with The Steve Allen Show, now airing Monday through Friday on NBC Radio Network affiliates across the nation.

Originating from Westwood One's Los Angeles studios and from WNEW-AM's in New York, it's a three-hour bi-coastal blast hosted by the entertainment world's most hilarious hyphenate - comedian-singer-composer-lyricist-pianist-conductor-author-Emmy-nominated-actor-producer-director and all-around perspicacious punster.

You'll hear crackling comedy (Steve makes other wits sound dim). Musical mayhem (he's composed more than 4,000 jazz and pop tunes and plays a passable piano). Fractured features (like Vent Your Spleen, First Impressions and Funny Fone Calls). Incandescent in-studio guests (like Mel Brooks, Wil Shriner, Jackie Mason, Elayne Boosler, Martin Short, Milton Berle, Larry Gelbart, George Gobel and Alan King, for starters). Not to mention practical pranks, extemporaneous excesses and assorted audio audacities.

The Steve Allen Show — the kind of show you'd expect from one of a kind. An NBC Radio Network tradition since 1987. Contact your Affiliate Relations Director at (212) 664-3950 for details.

A Westwood One Company
Gregg Swedberg, PD, WLOL/St. Paul, MN
"If you're looking for a great, active female record, Wa Wa Nee looks pretty sweet on your playlist."

Chuck Beck, Asst. PD, Y95/Dallas, TX
"Phones coming in across the board, great record, don't miss this one!"

Mark Allan, MD, KPLZ/Seattle, WA
KPLZ music critics Keating and Allan say "Thumbs UP!"

Steve Wyrostok, MD, Power 98.7/Atlanta, GA
Top 10 phones, researches well, the perfect balance record between Urban and Pop, doing great at retail, too."

Mike Schaefer, PD, I94/Honolulu, HI
"After two weeks of airplay, it's now #7 in requests. I'm moving it into a higher rotation this week."

Ray Williams, PD, Z102/Savannah, GA
"Wa Wa Nee getting top 5 phones from both teens and females 18-24."

Evan Lake, MD, KCPX/Salt Lake City, UT
"This record has been in our Top Nine at Nine for 10 consecutive nights. Big Phones! This record has increased significantly at retail in the last week."

John Cook, MD, KKBQ/Houston, TX
"Wa Wa Nee's 'Sugar Free' has the sound of a hit record. Along with the club action in the market and their strong video, all the ingredients are there for success."

Steve Smith, PD, Y97/Santa Barbara, CA
"Instant phones. Record explodes right from the beginning all the way to the end."

Harley Davidson, MD, KROY/Sacramento, CA
"Sounds like a #1 record on the turntable and now on 97KROY."

Tony Macrini, PD, WGH-FM/Norfolk/Virginia Beach, VA
"Every time that I play this record, I get immediate phones. Have expanded it to all day parts."

Anthony Miles, MD, KYRK/Las Vegas, NV
"A unique type dance-oriented record that doesn't just sound like another dance-oriented record. Great flow and balance record, simply a smash!"

J. J. McKay, PD, WKHI/Ocean City, MD
"Wa Wa Nee's 'Sugar Free' is my most requested song, after two weeks' play."

Jay Taylor, PD, KLUC/Las Vegas, NV
"No artificial additives. Straight ahead, good, positive pop."

Jonathan Little, PD, Z104/Madison, WI
"It may be 'Sugar Free', but it's instantly addictive, great hooks, hot single, 12-inch incredible!"

#2 MOST ACTIVE

"SUGAR FREE"
MTV Brings UnNatural History To America

MTV-watchers addicted to style and new music will soon be able to hang out at the mall with Music Television. The channel is assembling a traveling exhibition of music, fashion, style, and technology, called the Museum Of UnNatural History and set to tour 27 shopping malls in 35 cities beginning in January. The showcase features four areas of so-called UnNatural History: "Long Live Rock," "Products For Better Living," "Addicted To Style," and "New Music." MTV marketing execs describe the "museum" as "EPCOT meets Barman & Bailey." The six-month road tour is tied in with sponsors like Swatch, Pontiac, Zeltzer Seiler, Orion Pictures, Apple Computers, Nike, and Maybelline, and will be free to browsers.

The network is keeping some details a surprise, but the display will feature high-tech products, and visitors will be able to lip-sync their own music videos in the "New Music" section of the display.

Programming Notes:

MTV has a new on-air personality joining the lineup: Patty Lott can be seen Monday through Friday from 11am to 4pm (EDT). She comes from KPWR in Los Angeles, where she was part of the morning team as "Powermouth Patty." The VH-1 "Celebrity Hour" features an eclectic lineup this week: David Brenner on Saturday (10/3), Dick Clark on Sunday, Lisa Bonet on Monday, Joan Baez on Tuesday, and Liza Minnelli on Wednesday. The show airs at 5:30 (EDT).

The video "Museum Passport" series features Crowded House, Buster Poindexter, and the Hooters from New York on Sunday (10/4) at 10pm (EDT). "Club MTV" quests for this week include Colonel Abrams Friday (10/2), Noel Malcolm (10/12), and Jody Watley Wednesday (10/7).

On-air: 10pm (EDT)
BIG TROUBLE

“CRAZY WORLD”

WMJQ KZU
WCAU KAKS
KRBE WJAD
WGH WCGQ
WMMS WHSL
KKNZ KYYY
WFLY KQCR
WANS KCMQ
WCKN WKFR
WQUT KGK
KIKX KTM
KYRK KZFN
KFIK SLY96
KCAQ O9K
96KFMY

NEWS

NFL Continued from Page 1

Man-To-Man Defense

WIBC/Indianapolis VP/GM Roy Cooper has a different story. “My
biggest job right now is comforting frustrated clients. Many of them
are watching their big campaigns go down with the strike. They can’t
get to the team or the players, so they’re venting their feelings on us.
All I tell them is, ‘I’m not (Colts)
owner Bill Polian; I’m as frustrat-
ed as you are.’”

The loss of revenue is of concern
to stations across the board.
KCMO/Kansas City PD John
Mainselli said the station is already
feeling the pinch. “We’ve lost
$50,000, just from one game.”

KRDL/Dallas GM Michael Ewing
said the only real loss to stations is
from last Sunday’s game. “What
happens to the income will have to
be negotiated on a case-by-case
basis.”

Most, like WGN/Chicago GM
Wayne Vrieseman, feel the jury is
still out. “It’s too early to tell how
this will affect us dollarwise.”

KODA/Houston GM David Pearl-
man told R&R, “This station
doesn’t live by Oiler football, but
we are talking a lot about billing.
We do have non-cancelable con-
tacts, but being fair businesspeo-
ple, we need everyone to feel good
about it.”

Some stations minimize the ef-
fect of the strike. WWWE/Cleve-
land PD Jim Glass said “As long as
they’re wearing the uniforms,
they’re Detroit, and we’re going
to run the game.”

Most NFL flagship stations said
they are on the fence, and feel they
can’t stage scheduled promotions
without the star players spear-
heading the events.

Free Substitutions

For other stations, the strike has
provided grist for the creative mill.
KFMB/San Diego put on a “fan-
tasy football game” in the parking
lot of Murphy Stadium. 500 people
showed up for the “game,” which
featured concession stands, cheer-
leaders, and a prize for the best
drain. PD Mark Larson said, “We
did this for the last football strike
five years ago, as well as for the
baseball strike in ’81. It’s radio
theater of the mind, it’s like War
of the Worlds. The fans love it.”

KRLA/Los Angeles held a Mon-
day night football follies party for
depressed fans.

KMPR/Los Angeles morning
man Robert W. Morgan hosted a
Rams vs. Raiders flag football
game using booster club members
as players. Former Rams coach
Ray Malavasi and ex-Raiders
defensive lineman John Matsurak
led the teams. 500 fans showed up
to watch the “Booster Bowl.”

At WMIL/Milwaukee, listeners
were invited to go bowling. On air
they promoted the event saying
“Since they’re (Green Bay Pack-
ers) on strike, you can strike too.”

Napoliello Continued from Page 1

own independent label, Louvre Records, when his initial Geffen
opportunity arose.

Radio Spoofs The Strike

The NFL strike kept morning
shows and production directors
busy this week concocting song
parodies. Here are excerpts from
just a few of them:

“My Boyfriend’s Back”

(From the Angels’ hit of the same
title) by KRQO/Los Angeles Pro-
duction Director John Frost

“You went away with all your
friends on Monday night and I
prayed that somehow, some-
day there’d be a strike

My boyfriend’s back, cause there’s
too any football

(hey la, hey la, my boyfriend’s
back)

I hope the strike lasts until the end
of next fall

(hey la, hey la, my boyfriend’s
back)

(bridge) You probably aren’t sure
how to meet my demands

(ah ooo, ah ooo)

You can start with illegal use of
the hands

(ah ooo) No penalty!”

“It’s A Thug’s Game”

(Soft Cell’s “Mug’s Game,” a long-
time KROQ favorite) by John Frost

“Oh God, it’s another strike
And there’s no football on the telly
tonight

All the greedy players are striking
against

All those fascist owners in the NFL
About free agency and Astroturf
And exactly how much is Brian
Bowenworth
To the team and worth to the crowd
Who are hostages in this really
giant thug’s game”
NEW ORDER

“TRUE FAITH”

The Single and 12”
Produced by Stephen Hague and New Order

Additional Production and Remix:
Shep Pettibone for Mastermix Productions

From the Album, Cassette and CD
Substance

TRUE FACTS

RADIO FACTS:

“This is the single and album to break New Order wide open. Top 10 sales in San Francisco and great phones.”
Kevin Weatherly
KMEL

“A distinctive sound that sets HOT 103 apart from the others.”
Steve Ellis
WQHT HOT 103

RETAIL FACTS:

“The hottest record in the stores. We can’t keep it in stock.”
Patty Garriepy
Peer Records, Irvine, CA

“After their Southern California dates, New Order has taken off with a Top 5 LP.”
Lori Shaw
Music Plus Show Industries

“Substance is the breakthrough album for New Order. The sales get stronger every week.”
Ron Nicks
Western Merchandisers, Salt Lake City

TOUR FACTS:

22 city tour
190,402 tickets sold.

Have A Little Faith
“TRUE FAITH” It’s spreading.
Cox

Continued from Page 3

Country without deviating. WAKY had been an Oldies and Top 40 power for many years and switched to Country about six months ago. It had a #1 share 12-1 before the spring Arbitron.

WVEZ is a "Format 41" affiliate. "It's been very successful here," Cox said. "We've satisfied with the results and hope to continue a good relationship with Transair. The station is very aggressive promotionally, and has an excellent image in the market." WVEZ ranks sixth 12-1 (7.5) and fourth 25-54.

Discussing the difference in programming ACs in Cincinnati and Louisville, Cox said, "It's not nearly as competitive here. WRK is doing a real good job (4 12-1), but other than that we don't have the 'Warm's, 'Lite's, 'Wink's, and 'Joy's that we had in Cincinnati."

Cox's previous experience includes on-air stints at Cincinnati's WBWL and WSKS and at WGBF/Evanston.

Gannett

Continued from Page 1

SMN VP/Programming Robert Hall commented, "The Wave format we're offering is, without question, on the leading edge of programming. It effects a unique position for each of its affiliates, and evokes an emotional bonding with its listeners. Never before have we realized such excitement at the retail level. "We're more happy with our new association with Gannett," he continued. "We feel the format's true worth will be realized, especially at KSW, where it is airing around the clock." Hall indicated more major market signings were pending.

Burkhard/Abrams

Consults Format

SMN President John Tyler explained the recently announced involvement of the Burkhard/ Abrams & Assoc. firm as consultants: "While the Wave format is totally under the creative control of KYW/Los Angeles PD Frank Cody and his staff, B/A will consult with the affiliates on promotion, marketing, advertising, and sales. This is the eighth format we've done," noted Tyler, "and we've just signed our 900th station, but the format has generated the most response. Right now we've got 20 or more major market prospects set for the Wave."

Tyson

Continued from Page 1

GM Bill Gilreath added, "Jeff is a very personable, dedicated, hard-working, and bright programmer. He's been with EZ for three years and is already in tune with Hot 106's music-intensive CHR direction."

Tyson, former Assistant PD at then-CH Radio 1100 (WBWI)/Washington, makes the move as KFVE transfers to Chester Broadcasting. Tyson said, "This is a great opportunity for me to continue my career with EZ. With all of the available resources at my disposal, it's inevitable we will be number one very soon. I look forward to the challenge and the sweet taste of success."
In February of this year the Giant Boom Box was introduced to the radio industry. Today, only seven months later, the Giant Boom Box is one of the industry's big success stories, having been sold to more than eighty stations nationwide. Why the success? The Giant Boom Box is that magical product that achieves high impact for the programming department and increased revenue for the sales department. Rarely can a radio promotion tool do both.

In Dallas, Y96 program director Buzz Bennett recognized the value immediately and was the second station in the country to purchase a unit. "In thirty years of radio, I've never seen a more effective promotion tool," said Bennett. "The bottom line is... it really works. It draws a crowd no matter where we go. Even when we pull into a gas station. I've never seen anything get this much attention."

Buzz Bennett: Y96/Dallas

Unlike the inflatable boom boxes, the Giant Boom Box is as practical as it is attention getting. Constructed of molded high stress fiberglass, the box has a roomy and climate controlled 3x7 foot interior studio space that can be used for remotes and a myriad of promotions.

Jim Marchyshyn, director of marketing and promotions at Emis' KSHE in St. Louis, said their boom box made an ideal autograph booth at a recent Charlie Daniels concert. "It was great. Charlie was in a booth with our logo all over it. The crowd could come up to the window for autographs, yet he was comfortable and well protected. At the same time, we had our station blasting, promoting our image all over the county fair."

Marchyshyn said they are no longer at the mercy of the weather. "In the winter we can still do lots of outdoor events like the Busch City ski fest. We can also use it in the malls, the rod and custom show and all those events that come around when the weather is cold. Plus, if KSHE is obligated to do something outside for a client, the station can still show up even when the weather doesn't cooperate. There is nothing worse than explaining to a client that the promo-

Jim Marchyshyn: KSHE/St. Louis

Butler said many stations equip their boom boxes with a generator so there's no need to plug the unit in for extended outdoor promotions. "Your personnel can actually drive to promotions while the station is blasting from the speakers," Butler noted.

Another reason for the success of the Giant Boom Box is its massive size, a towering 12 feet high and 20 feet long. With telescoping banner poles, the box height extends to 18 feet. "It dominates every event we attend," said Zemira Jones, General Sales Manager of DJ-100 in Washington, D.C. "We recently did a joint 'Walk Away From Drugs' promotion along with several stations in town. When we showed up, boom box blasting, it became our event," said Jones. "Our competition packed up and left. Now, if our competitors know the boom box is going to be present at an event, they don't have any chance. It's the best, most effective way to recreate the excitement of your station on location."

New World Communications President Jerry Clifton, who has boom boxes at several of his client stations, calls them head-turners.

"The Giant Boom Box causes people to talk about your station... not just listen to it," said Marchyshyn. The practicality goes beyond the station's ability to use the unit all year round. Steve Butler, President of Giant Boom Box Industries, explains, "You can mount your equipment in the unit and leave it set up." Butler continued, "The jocks and engineers don't have to hassle with running wires, carrying equipment and all the standard procedures. You just pull the unit up and plug it in. You're operational within minutes."

The Giant Boom Box causes people to talk about your station... not just listen to it."

ASHE's Marchyshyn concurs. "It's like being the kid who has the hottest car on the streets... you stand out and get a lot of recognition. It separates you from anyone else. When all the stations are playing close to the same tunes, you have to find ways to stand out and be remembered. The boom box does that."

Buzz Bennett says, "It's like a hit record. People really do like it. It works like magic... it makes people talk about us. It's a showpiece."

Increasing station revenue is another reason stations give for the fascination with the boom box. Because of the unit's design, sponsorship signage is possible without being intrusive. The majority of the stations involved have had the only received a fraction of the budget otherwise."

Because of sponsorships and additional revenues, the Giant Boom Box is affordable in all size markets, according to boom box officials. The company touts sales in major markets as well as smaller markets such as Glen Falls, NY, population 25,000. In Mobile, WAAB owner Bernie Dittman said, "Even in the 88th market it pays for itself. It's a great excuse to charge more, and the boom box opens the door. It shows the client you're doing something more to draw traffic."

Bruce Beasley, VP/GM of K-Rock in Ft. Myers, FL said, "We'll see a 30% price increase as a direct result of the Boom Box. It lets advertisers know we are serious!"

Because of the market exclusive, the Giant Boom Box has been selling fast, said company officials.

"We get calls every day from stations who saw the advertisements three months ago and finally decided to do something about it... only to find out a competitor has scooped them," said Butler.

In Houston, a competitor of Power 104 decided to make their own boom box from a utility trailer. Butler relates, "After spending thousands of dollars on the project, the station scrapped it because it couldn't compare in appearance."

The mad rush to get the boom box is easy for Bruce Beasley to explain. He says, "My competitor called to buy the box and found out I had bought it. If the roles had been reversed, I would have felt like I'd been kicked in the gut. This is something you don't want a competitor to have.

Steve Butler tells of an incident before a recent Monkees concert and explains how a station without the boom box got burned. One Mobile station was in front of the concert hall with their Coke video van. Moments later, WAAB drove up with the Pepsi sponsored Giant Boom Box blasting. WAAB's Dittman elaborated. "The box was like a magnet, the crowd left our competitor and came to us. It's a phenomenon. It blasted our competition! They were so overwhelmed and embarrassed that they closed the video van and left. The next day Coke called and wanted to know why they hadn't been given a chance to sponsor the boom box. I reminded them that we had in fact come to them first and they turned it down."
### Ratings

#### Atlanta

**WVEE Older Adult Champ, Runner Up In Younger Demos; WZGC Teen Leader, Gains In Young Adults; WKLS First Choice Of 18-34**

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#### Cleveland

**WMJi New 25-54 Leader, Stable In Other Adult Demos; WMMs First Choice Of Teens And Young Adults; WGAF-M makes Adult Gains**

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#### Baltimore

**WBSS Sweeps All Demo Crowns; WRQX Jumps With Teens; WQSR Increases In Older Demos; WPOC Makes Gains In All Adults**

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### Spring '87 Arbitron 12+

#### Baltimore

Arbitron has released the spring survey market reports for Baltimore and Monroe, L.A. Baltimore was released because WBNR was originally listed as a daytime-only station; it is an around-the-clock operation. Several minor changes occurred, and here are the adjusted market trends:

- **WLUF (BEZ)**: 10.5
- **WSSB (CHR)**: 9.0
- **WBAL (N/T)**: 8.4
- **WPOC (AC)**: 4.8
- **WXYY (FM)**: 6.3
- **WYTY (FM)**: 5.1
- **WCAO (FM)**: 3.4
- **WMXK (FM)**: 4.5
- **WBGR (Rel)**: 3.1
- **WFBR (Tal)**: 3.3
- **WGGM (Gold)**: 2.1
- **WCBI (AC)**: 1.1

- **With (BEZ)**: 2.1
- **WWDC (FM) (AOR)**: 3.3
- **WWIN (FM) (AC)**: 1.9
- **WQAL (CHR)**: 1.5
- **WEBB (AC)**: 2.3
- **WYTY (FM) (AC)**: 2.9
- **WBGR (Rel)**: 1.0
- **WBBR (Tal)**: 1.4
- **WGGM (Gold)**: 1.0
- **WTOP (News)**: 0.9
McAULEY-SCHENKER GROUP

GIMME YOUR LOVE

the first hit track off

PERFECT TIMING

the dynamic debut album from the new MSG
featuring legendary guitarist Michael Schenker,
formerly of The Scorpions and UFO,
and powerhouse vocalist Robin McAuley.

Produced and engineered by Andy Johns

Management: Olaf Schroeter,
David Kraba and Steve Leber

www.americanradiohistory.com
Bonneville Broadcasting
Kevin McCarthy (904) 631-1600
Alpha

R. CARPENTER "Something..."
ELTON JOHN "Candle In..."
Easy Listening

R. CARPENTER "Something..."
FRANK MILLS "Sketches Of..."

Broadcast Programming
Jeff Kogelby Albright (804) 426-5062
Adult Contemporary

ELTON JOHN "Candle In..."
MICHAEL BOLTON "That's..."
MILLIONS..."Guaranteed..."
WARWICK/KASHIF "Reservations..."

Modern Country

K.T. OSLIN "Do Ya" OAK RIDGE BOYS "Time In"
BAILIE & BOYS "He's..."
KENNY ROGERS "I Prefer..."
HANK WILLIAMS JR. "Heaven..."
EXILE "Can't Get Close..."

Century 21
Greg Stephens (214) 936-1121
The 2 Format

HOTTERS "Satellite"
LEPARD "Animal"
OTHER ONES "Holiday"
R.E.M. "The One I Love"
PRETENDERS "If There..."
STING "We'll Be Together"
BOURGEOIS TAGG "I Don't..."
LIVING IN A BOX "So The..."
AEROSMITH "Dude..."
MICHAEL BOLTON "That's..."

The AC Format

KOOL & GANG "Special Way"
B. SPRINGSTEEN "Brilliant..."
WARWICK/KASHIF "Reservations..."

Super-Country

DAN SEALS "One Friend"
O'KANES "Just Lovin' You"
PAGAN & ENTIRE "Good God..."
EXILE "Can't Get Close..."
FORESTERS SISTERS "Lynn..."

Concept Productions
Dwain Ashley (714) 782-7754

CHR

STEVE WINWOOD "Valerie"
YES "Love Will Find A Way"
DEBBIE GIBSON "Shake..."

Country

EXILE "Can't Get Close..."
LYLE LOVETT "Give Back..."
GLEN CAMPBELL "GIE..."
AC

STEVE WINWOOD "Valerie"
R. CARPENTER "Something..."
BELINDA CARLISLE "Heaven..."
KOOL & GANG "Special Way"
LAURA BRANIGAN "Power..."
WARWICK/KASHIF "Reservations..."

Drake-Chenault
Phil Barry (904) 247-3303
XT-40

STING "We'll Be Together"
YES "Love Will Find A Way"
MEDLEY & WARNES "I've Had..."
Contempo 300

STEVE WINWOOD "Valerie"
MR. MISTER "Something Real"
KOOL & GANG "Special Way"
B. SPRINGSTEEN "Brilliant..."
RAY PARKER JR. "I Don't..."
WARWICK/KASHIF "Reservations..."

Great American Country

HANK WILLIAMS JR. "Heaven..."
EXILE "Can't Get Close..."
Supersoul

SHALAMAR "Games"
TONI TERRY "She's Fly"
CHAD "Luv's Passion & You"
KOOL & GANG "Special Way"
GARRY GLENN "Do You"
O. J. JONES "Cold..."

JSA Programming
Jay Stever (217) 346-4542
Easy Hits

STEVE WINWOOD "Valerie"
ELTON JOHN "Candle In..."
LETTERMAN "One More..."

Media General Broadcast Services
John Lyon (901) 320-4433
AC7on

STEVE WINWOOD "Valerie"
ALISON MOYET "Weak In..."
B. SPRINGSTEEN "Brilliant..."
GLENN JONES "We've Only"
KOOL & GANG "Special Way"
WARWICK/KASHIF "Reservations..."

Your Country

EXILE "Can't Get Close..."
FURRICK/KASHIF "Lyle..."
LYLE LOVETT "Give Back..."
Hit Rock

MIAMI SOUND... "Betcha"
YES "Love Will Find A Way"
BELINDA CARLISLE "Heaven..."
MEDLEY & WARNES "I've Had..."
DEBBIE GIBSON "Shake Your..."
B. SPRINGSTEEN "Brilliant..."

Satellite Music Network
Pat Cosur (212) 991-1000
The Starstation

SWING OUT SISTER "Breakout"
B. SPRINGSTEEN "Brilliant..."
Rock 'N' Hits

GREAT WHITE "Rock Me"
STEVE WINWOOD "Valerie"
KIES "Crazy Crazy nights"
YES "Love Will Find A Way"

Mary Lyon

Country Coast-To-Coast

TRIO "Those Memories Of You"
BAILLIE & THE BOYS "He's..."

Z-Rock

KICK AXE "Rock The World"
W.A.S.P. "Love In The Dark"
PAUL DIAMON "Children Of..."

Transstar

Adult Contemporary
Mike Tanner (217) 460-4283

CUTTING CREW "I've Been..."

New York personality Jimmy Fink as host of "Rock Watch." Former host was WBCN/Boston talent Oedipus.

Joe Garner

Liz Laud

Program Supplier Roundup

Network Notes:
People And Places

There's been a lot of recent activity involving key personnel at the nets...here's a rundown:

Two Westwood One regional station sales managers, Joe Garner and Liz Laud have been promoted to National Sales Managers. Garner formerly at Syndicate It productions, Laud with DHR...Jeff Jensen joins Kris Stevens Enterprises as VP/Sales & Marketing...Radio Arts recruits former WAIV/Jacksonville PD and Drake-Chenault veteran Frank Proctor as Director/Special Projects.

Lots of evolution at ABC Radio: Rita Silke has been promoted to Manager, RADAR Surveys and Special Projects from Research Coordinator, Special Projects; Stephen M. Wiegnew joins as AE in its Detroit sales office; former WM-AM & F/S. Louis Sports Director Mike Harris, joins ABC as weekend Sports Anchor; finally, Elizabeth Lewison and James Korsen have been promoted to Clearance Managers. Lewison will be primarily responsible for "American Top 40," while Korsen is assigned to "American Country Countdown."

Assuming the NFL strike doesn't preempt him, former New York Jets corner back John Dockery will do analysis for CBS Radio coverage of pro football...Also there, Thomas Walson is appointed west Sales Manager for the CBS Networks. He began his career with the company in 1989...One of New York City's busiest sports casters, Bob Waff is also doing host commentary for the Army football network...Long time L.A. newswoman Mary Lyon is now entertainment reporter for AP Radio. Lyon had held news positions at KFWB, KRTH, and KLIX/KLAX/Los Angeles...Also at AP, Veteran auto-repair expert and Popular Mechanics columnist Mort Schwartz will host a new two-way talk show as part of its "American Know-How" series...Ron Cutler Productions recruits Jon Silverman from Silver Lining Productions to handle talent acquisition...Progressive Music Network appoints Buddy McGregor as Western Regional Representative.

United Stations installs WXIR/...
DATEBOOK

CMA Awards Debut
MONDAY, OCTOBER 12
1957: Little Richard says he'll drop rock for religion. When sax player Cliff Burks dares him to prove it, Richard throws four diamond rings into Sydney's Hunter River. The next day he flies to L.A. to be baptized.
1962: Fortunately, they stopped him before he threw Rings into the river. The Beatles open for Little Richard at Liverpool's New Brighton Tower. 
1971: Gene Vincent dies at 36 of a bleeding ulcer. 
1985: Jennifer Rush's "The Power Of Love" completes its trek across Europe by going #1 in Britain. Laura Branigan has since recorded "Power" in hopes of having a hit in America; the one place where none of its versions has done well.
1990: Lionel Richie plays Nashville's Municipal Auditorium. Backstage visitors include Amy Grant, T.G. Sheppard, Anita Pointer, Reba McIntire, Ray Stevens, and John Schneider. In Santa Monica, a club holds a forum on music censorship featuring Jello Biafra, Phil Alvin, and Frank Zappa and draws a turnout crowd.
Born: Melvin Franklin (Temptations) 1942, Dick Gregory 1932, Sam Moore (. . . & Dave) 1935

TUESDAY, OCTOBER 13
1975: Neil Young has throat surgery, forcing him to cancel four tour dates through the next year. Charley Pride and Glen Campbell host this first CMA Awards. "Before The Next Teardrop Falls" wins best single. "Back Home Again" is top song.
1978: Sid Vicious is arrested for the stabbing murder of his girlfriend, Nancy Spungen, in New York. 
1979: Steve Martin hosts the first episode of "Saturday Night Live" without John Belushi and Dan Aykroyd. 
Blondie is the musical guest.
1980: Johnny Cash is elected to the CMA Hall of Fame. AC/DC's "Back In Black" goes gold.
1994: Neil Young's benefit for the Bridge School near San Francisco. CSY is reunited for one song. Bruce Springsteen makes his first appearance since the "Born In The USA" tour.

WEDNESDAY, OCTOBER 14
1955: Bill Haley plays Lubbock; Buddy Holly is the opener.
1972: Joe Cocker and six band members are arrested in Australia for possession to marijuana, heroin, and hypodermic needles.
1985: The Judds win CMA single of the year for "Why Not Me" and top vocal group honors. "God Bless The USA" is named best song. Ricky Skaggs takes Entertainer of the Year.
Born: Cliff Richard 1940, Justin Hayward 1946, Thomas Dolby 1958, Colin Hodgkinson (Whitesnake) 1945

THURSDAY, OCTOBER 15
1959: Buddy Holly opens in Lubbock for Elvis Presley.
1984: Disco artist Tasha Thomas ("Shoot Me With Your Love"), who also starred in "The Wiz," dies at age 34.
1986: But where were the Forrester Sisters? Al 9:30 on "You Again." John Stamos almost quits school to join the Beach Boys, who sing "California Dreaming." At 10:00 on "The Equalizer," a blind music critic is terrorized by a rapist; in an unfortunate title choice, guest artists Ashford & Simpson sing "Count Your Blessings."
Born: Chris DeBurgh 1948, Tito Jackson 1956, Richard Carpenter 1945, Marv Johnson 1939

FRIDAY, OCTOBER 16
1957: Sam Cooke's "You Send Me" released.
1981: Foreigner's "Urgent" goes to #1 in South Africa. Soft Cell's "Tainted Love" takes the top slot in Israel.
1986: Artists United Against Apartheid release their "Sun City" single. One New York DJ tries to explain the record to listeners by describing apartheid as "some real bad stuff going on in South Africa."
1986: Taylor Hackford lenses the concerts for his Chuck Berry film. "Hail Hail Rock & Roll," in St. Louis despite a public conflict between Berry and Keith Richards over who'll lead the band.
Born: Tony Carey 1953, Gary Kemp (Spandau Ballet) 1959, Bob Weir (Grateful Dead) 1947, C.F. Turner (BTO) 1943

SATURDAY, OCTOBER 17
1960: Dion leaves the Belmonts; he reconvenes the band for a Madison Square Garden show 12 years later.
1967: Joan Baez is arrested during a blockade of the Oakland Army Induction Center and spends ten days in jail.
1968: Albertie Hunter, who returned to blues only after she reached mandatory retirement on her nursing job, dies on NYC's Roosevelt Island at age 89.
1986: Billy Bragg's "Talking With The Taxman About Poetry" is released with the legend, "for copyright reasons, this album not available in South Africa." Also, "Round Midnight," with Dexter Gordon, Herbie Hancock, and Lonette McKee, opens. And Michael Stipe tears down two "Miller Music" banners at a Milwaukee R.E.M. show. He then tells the crowd, "We don't believe in corporate sponsorship; I wouldn't drink Miller if they paid me."
Born: Earl Thomas Conley 1941, Jim Seals 1941, Gary Puckett 1942, Michael McKean (Spinal Tap) 1947

SUNDAY, OCTOBER 17
1974: Depending on who you ask, Mary Woodson throws either grits or bok choy on her boyfriend, Al Green, then kills herself.
1975: Simon & Garfunkel reunite again on "Saturday Night Live" to sing "My Little Town."
1980: Rick Mayer, an ex-roadie for Jag Wire, Axehammer, Black Sheep, and Leatherwolf, is found murdered in a Hollywood hotel room. Also, Earl Thomas Conley & Anita Pointer sing their duet "Too Many Times" on "Soul Train." Christine McVie marries Portuguese composer/keyboards player Eduardo Quintelo DelMendocin in London. And Mayor Andrew Youngdeclares "Monkees Day" in Atlanta; he identifies them as "one of the earliest groups to transpose their musical success to TV."
Born: Chuck Berry 1926, Gary Richrath (REO) 1949, Laura Nyro 1947

Bee Gees
"YOU WIN AGAIN"
(7-28/87)
The New Single
Produced by
Arif Mardin With Barry Gibb,
Robin Gibb and Maurice Gibb
Co-Produced by Brian Trach

On Warner Bros. Records, Cassettes and Compact Discs
Management: Gary Bornan and Harriet Sternberg,
Bornan/Sternberg Entertainment

PRO-FM deb 32 Plus . . .
Y100 14-11 Z94
KDWB deb 37 WCAU
K104 26-20 KRBE
WSPK add KCPC
KZZB deb 40 WERZ
WZYP 33-30 WBDB
WBAM 28-23 KSAQ
KZIO 36-33 KIKK
WZOK 27-22 Z104
KF95 32-28 KIKK
95XXX deb 39 WQCM
95XII 24-21 KQIZ
WJAD 34-37 WQJO
KOCR deb 36 QH11
KFRX 20-16 KNIN
WSPT add WBWB
KZFN deb 40 KGOT
OK95 32-26 KOZE
KMTT

www.americanradiohistory.com
Credit Where Credit's Due

There's a terrible shadow hanging over me now. Because of what I have written in the October 15 "Calendar" below, I'm at full risk of catching Joe Biden Disease, for I have indeed used someone else's words without citing the source.

The problem is that I do not know the source! ("The Source," James Michener). The item was just a scrap of paper torn from a page of some long-forgotten book ("book," from the ancient Middle English bok). If America's current attribution kick maintains any threat at all, watch for me to be exposed on front pages everywhere, perhaps even humiliatingly forced to drop out of the presidential race. But as Alfred E. Neuman said, "What, me worry?" No!

Can they make everyone cite the original source of what we say or write? No way. Who first said, "Under no circumstances will the Hotline number be given out!" Marconi? And if the chance of fairly attributing, "Everyone must give 110% during this book because it's crucial!" Naw, nothing we say is new. "No personal calls while on duty" was the first thing Alexander Bell said to Watson the minute they built the world's second telephone.

But seriously folks (Henny Youngman!), naming the source of a quote or a story has been one of the sacred ideals of journalism for a long, long time. The first two things they teach you in a newsroom are (1) name the source and (2) make sure there's paper in the wire machine before you leave.

Senator Biden's problem will turn out to be for the common good if it makes us more aware of the need to always give credit where credit is due.

Columbus Day
MONDAY, OCTOBER 12 — Christopher Columbus and his crew of 88 men, whose three ships had been on open ocean five weeks, sighted the Bahamas in 1492 and made the first known Western Hemisphere landing by Europeans. Queen Isabella had mortgaged her jewels to finance the expedition.

Japan's ex-prime minister was found guilty of taking $2,000,000 in bribes from Lockheed in connection with sales of airplanes to Japan Air Lines. Sixteen years after recording "Be Bop A Lula," 36-year-old Gene Vincent died in 1971 of heart failure. Thanksgiving Day in Canada.


World's Largest Yo-Yo
TUESDAY, OCTOBER 13 — The world's largest yo-yo, a 256-pounder built by Dr. Tom Kuhn, was dropped from a 160-foot crane in San Francisco in 1979. The Canadian World Yo-Yo Fair, "Expo-'86," closed in Vancouver a year ago. America's first aerial photo was taken in 1860 from a balloon over Boston. The eight-year White House building project began in 1792 with a cornerstone-planting ceremony.


Rings Around the Sun
WEDNESDAY, OCTOBER 14 — Photographic proof of two rings around the sun was released in 1963 by Japanese astronomers. They said the faint rings appear to be composed primarily of fine dust particles. 74-year-old Bing Crosby died in 1977. Dr. Martin Luther King Jr. was awarded the Nobel Peace Prize in 1964. 40th anniversary of Chuck Feaster breaking the sound barrier in the Bell X-1 rocket plane (1947).


World's Worst Driver?
THURSDAY, OCTOBER 15 — "On October 15, 1966, within a space of 20 minutes, a 75-year-old man in McKinney, TX earned himself the title of World's Worst Driver. He committed four hit-and-run offenses, drove on the wrong side of the road four times, and caused six accidents. (Item clipped from book, title unknown.)"

The first public draft card burning was staged in 1965 in protest of conscription for Vietnam. White Canary Day by Presidential proclamation.


Bequest to a Parrot
FRIDAY, OCTOBER 16 — A pet parrot benefitted from Elizabeth Hunter's will in London in 1813. She ordered that part of her estate be used immediately to buy "a very high, long, and large cage" for the bird that had been her companion for 25 years, and set aside today's equivalent of $40,000 a year for the parrot's upkeep until death.

Karol Wojtyla of Poland was elected Pope in 1978 and changed his name to John Paul II. Gallus Day: traditionally "If this day be dry, so will be spring."

Winning With Wake-Up Calls

Ted Burton Jacobsen works as the morning jock on WFMW/Waterloo, IA. One of his show’s most popular features is a candid phone bit known as “The Wake-Up Call.”

While listening to a sampling of these calls, I was impressed with his preparation, execution, and editing. A few of the calls, however, bothered me: they seemed to cross the line between good-natured put-on and mean-spirited practical joke. In speaking with Jacobsen, I learned he also had discovered that a call occasionally came across as too rough.

R&R: What led you to modify your approach?
TBJ: I’ve learned that the listener can feel I’m pushing too hard and being a creep. During a call to a woman who had let her kids taste dog food, she let out a mean or groan that was almost like crying. I think that had the effect of going too far.

Even though she laughed at the end of the call, that might have been a moment that made the listeners feel uncomfortable. You’re bound to make the victim feel uncomfortable; that’s part of the process. But you don’t want to convey too much of that discomfort to the listener.

A Wake-Up Call Transcript

(Phone rings)
VICTIM: Hello!
TBJ: Mile!
VICTIM: Yeah.
TBJ: Jim from the bank.
VICTIM: Yeah...
TBJ: Calling from the credit department here this morning.
VICTIM: What seems to be the problem?
TBJ: You cannot charge $16,000. That’s over your limit.
VICTIM: Sixteen thousand pesos?
TBJ: Charged here from Cancun, Mexico.
VICTIM: That’s in pesos!
TBJ: Surf & Turf Restaurant...
VICTIM: Sixteen thousand pesos is the equivalent of 16 ducks. You have to convert it to American dollars.
TBJ: You know you’re way over your limit there.
VICTIM: Uh... or... if you’ll look on the readout, it says “pesos.” You’re supposed to convert it! Every unit of $100 is equal to a dollar. So you divide 900 into that.
TBJ: May be my mistake. I multiplied everything by 108.
VICTIM: 108? 108 dollars?
TBJ: No, FM 108!
VICTIM: (pause) Oh, you’re kidding me!
TBJ: No, I’m not!
VICTIM: I’ll kill her!

FROM JACOBSEN’S ON-AIR DIARY
13 Steps To Phony Phone Success

- Make sure your PD and GM support the idea and its execution, and are aware of any possible pitfalls.
- Get information from the victim’s friend or relative in advance.
- Look for entertainment value! Favorite topics: animals, prior embarrassing activity, underwear, celebrities.
- Work from a script, but be flexible.
- Begin the call with enough information to clue the listener in on the set-up.
- Use real business and agency names to bait the victim and add realism, and then edit them out before airing.
- Listen to the victim’s responses, respond interactively, and try to get the victim to react.
- Once the “stop” has occurred, get a quick, entertaining response and get out quickly.
- Have editing capabilities in studio on a cue channel that’s handy to the jock, compatible to the production room’s editing facilities.
- Be concise, keeping the elapsed time to the same length as a commercial: 60 seconds.
- Follow the aired call with a musical spot or jingle.
- Make sure the victim’s permission to air the call is 100% okay.
- Use an edited version of the call in promo to run in other dayparts and on weekends.

A Jacobsen Call Sampler

1. “The bank” calling to say the victim’s credit card has been charged for 16,000 pesos instead of 16,000 dollars.
2. “The Playtex company” offering free samples of lingerie to “full-figured women.”
3. “The Society for the Prevention of Cruelty to Children” calling about a report that the woman was feeding her children dog food.
4. “Airlines” calling to say a vacation is being bumped from her scheduled flight to make room for a senator.
5. “A police deputy” calling a car dealer to report vandalism at his dealership.
6. “Clark down at the filling station” calling a woman to say her horses have gotten out of the barn and are loose on a local street.
7. “Frank Nelson of NBC” calling a local TV newswoman, asking if she’d like to come to work in New York.
8. “Airport security” calling to say a woman’s cows are on the runway.
9. “Donald Dingle” calling a young woman who had accidentally run over a duck and complaining that it was his rare duck she killed.

R&R: Are there any calls you regret having made?
TBJ: Yeah, the one to the woman who ran over the duck. I thought it was just hilarious at the time, but in retrospect it went a bit too far. She really sounded scared.

R&R: Who supplies you with the inside information needed to set up a call?
TBJ: Once you do one or two on the air, new ones come in all the time. I’ve got a huge file of letters from people, and notes I’ve taken from phone conversations.

R&R: How often do you do a wake-up call?
TBJ: Once a day. Then I edit and rotate it at different times of the airshift another five or six times, over a period of a couple of weeks.

R&R: Any final words of advice to jocks who attempt put-on calls?
TBJ: You need to realize that doing this type of thing requires a learning process. And you have to have management that gives you enough room to learn.

At The Sound Of The Tone...

From KFOR/Lincoln PD Scott Young:

“I was PD at K000-FM/Omaha, which was a very short-staffed radio station. One day I wake up desperately ill, and called in a part-time worker who hadn’t worked for us about a year.

“So I was home, listening to this guy do my shift, when the voice of our engineer comes on: ‘This is a test. For the next 60 seconds this station will be conducting a test of the Emergency Broadcast System.’

‘Unknown to this disc jockey, since he last had worked at the station we had put in the new EBS system where you had to punch in the tones, as opposed to playing the old cart with the thousand-cycle tone. So I was panicking, thinking, ‘Oh, no! This guy isn’t going to know what to do, and we’re going to have 65 seconds of dead air!’

“What followed was about ten seconds of dead air, and then the jock opened the mike and went, ‘BEHRRRRRRRRRRRRRRR!’”

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NOW THAT THE BIG BUZZ IN RADIO IS NEW AGE MUSIC, REMEMBER THAT WE WERE THE FIRST TO SYNDICATE TRUE NEW AGE TO COMMERCIAL RADIO BACK IN 1981. WE HAVE PERFORMED WITH IT IN OVER FIFTY MARKETS. WE KNOW THAT THE APPEAL OF TRUE NEW AGE MUSIC IS GREATER THAN JAZZ.

SOON WE WILL BE OFFERING THE FIRST FULL-TIME NEW AGE FORMAT THAT DOESN'T COMPROMISE THE MUSIC. WATCH FOR OUR ANNOUNCEMENTS, WHETHER IT'S TWO HOURS A WEEK OR A FULL-TIME FORMAT, DON'T MAKE A MOVE UNTIL YOU TALK WITH US. CALL FRANK FOREST (415) 393-STARS.
Now available in your market.

Everyone in radio has been watching THE WAVE™ forge an extraordinary success story in Los Angeles, one of the country’s toughest markets.

When THE WAVE™ began, it was 21st in the market with adults 25-49. In just seven months it has risen to 6th place among more than 80 intensely competitive stations, commanding a 4.2 in adults 25-49.

THE WAVE™ is fresh, different, the first really new programming concept in twenty years. It brings together a unique blend of light jazz, new age music, and soft rock to create its own new musical genre.

THE WAVE™ is now available in your market. For information call Greg Daugherty at 1-800-527-4892 or 1-214-991-9200.

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JET-FM Edges Past Rockin’ K104

Furnished House Giveaway Among Listener Lures

When a legendary AM CHR like WJET/Erie, PA succumbs to the ravages of an FM competitor like WCCK (K104), there’s only one thing to do: fight fire with fire. That’s just what happened last October, when WJET was sold to minority interest and became Urban WBLQ. In the meantime, WSEG was purchased and transformed into JET-FM.

JET-FM PD Jim Cook is an eight-year market veteran who spent the last seven years programing WJET. Despite only having a 3kw signal compared to K104’s 50kw monster, he claims he has no coverage problems in Pennsylvania’s third largest city.

“It’s a four-county metro Erie, Ashtabula, Crawford, and Warren. But most the population is in Erie County surrounding Lake Erie,” he explained. “Our towers are all on the hills overlooking the lake, so just about everyone has an equal footing.”

JET-FM’s 20.9-21.7 is the station’s most interesting study in market fractionalization (see “A Big Numbers Game!”). Discussing how he moved his dwindling AM audience to FM, he said the fact that JET-FM is 102.3 and K104 is 107.7 may have helped.

Current-Intensive Approach

Fully aware that directly copying K104 could be a fatal mistake, Cook adopted a different angle. But while they’re faster on the rockstuff, we tend to pick up and play it quicker than they add the Urban crossover. Therefore, we tend to have a fresher sound.”

Recognizing the value of new product, Cook gives it a front and backsell, and promotes it each hour. In addition, one new record is deemed the “Weekend Pick Hit!” and put into a hot rotation. JET-FM also programs a nightly “Battle Of The Bands” at eight.

“Exposing new product is a real plus,” Cook said. “It maintains a fresh image, especially in contrast to K104. The important thing is a balance between familiarity and new music. This is where our personalities breathe life into the station. They’re the soul of the operation, while the rest is the body.”

“We’re music-intensive, but not a jukebox. Our personalities add entertainment to the music. The combination is designed to make people afraid to tune away for fear of missing something.”

Jim Cook

“Besides (AC) WXKC (Classy 100), K104 was the only choice on FM for contemporary music. We’ve taken a current-intensive, more mainstream direction, while K104 leans a bit more AOR and has begun adding some male-oriented gold for flavor. In some senses we’re further apart than ever, giving the market two well-defined CHR choices.

“K104 avoids much of the Urban crossover product, we’re early on it. But while they’re faster on the rock stuff, we tend to pick up and play it quicker than they add the Urban crossover. Therefore, we tend to have a fresher sound.”

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Jim Cook

JET-FM Edges Past Rockin’ K104

An Erie Kind Of Music Mix

So how do JET-FM and K104 stack up musically? Look at the sample 5pm hour from JET-FM and a 4pm hour from K104 (which does a gold feature.)

In K104’s music how the Bee Gees and Pointer Sisters are in Power with national appy success. Shannon describes the Pointers as the Supremes of the ’80s.

BEE GEES:You Win Again
POLICE:Don’t Stand So Close To Me
TOO BAD:Baby Baby Baby
_PTRISTER SISTERS_:Be There
ELTON JOHN:Mania Can’t Buy You Love
MR. MISTER:Something Real
VAN HALEN:Dreams
FLEETWOOD MAC:Little Lies
WARWICK & OSBORNE:Love
CCR:C’mon On Over
PET SHOP BOYS:It’s A Sin
STEVE WINWOOD:Higher Love
RED:In My Dreams

A Big Numbers Game

According to Jim Duncan’s American Radio, Erie has more CHR shares than any other market. WJET-FM’s 20.9 and K104’s 20.7 add up to 41.6.

JET-FM leads in teens, with better than a 62 share to K104’s near 16. In 18-34s, K104 is out front with almost a 36 share. JET-FM’s near 25 share is followed by AC WXKC with better than a 17. In 25-49, K104 is on top with just over a 28, WXKC is next with 23+, and JET-FM follows with better than a 17.

JET-FM PD Jim Cook said, “Management is ecstatic with the book. Sure, we want to keep growing and improving in the upper demos, but not at the sacrifice of what we already have.”

K104 PD Bill Shannon noted, “If you look into the numbers, there’ve been some changes. Financially, we’ve added our local AM and Rich reports ever. It just depends on how much importance you attach to 12+ share.”

In the spring Birch sweep K104 rose 21.3-26.8 and JET-FM increased 21.9-23.6. WXKC was off slightly, 15.8-13.6.

“We believe in lots of appearance. We take the Jet Jam Van equipped with two huge video screens everywhere. At two recent civic center events we drew more people than the last five major concerts booked there.”

JET-FM is positioned aggressively on-air. They “rip your knobs off” liner is so prominent on outdoor advertising and T-shirts. Cook said listeners pull the knobs off their radios and waive them at station personalities when they make appearances. The station also has lined up a deal with a local theater chain to run an animated commercial ahead of every feature presentation.

Continued on Page 44

Bill Shannon

Radio needs to be fun. If you can’t get enjoyment out of what you’re doing, go pack groceries.”

—Jim Cook

Promotionally, JETF-M used a spring contest designed to accentuate the station’s music image and hand out cash. “Our Music & Money” game was simple. We played a long music sweep then using a twist on the old “Dollar Bill Game” — announced a serial number. The first listener with a match won $100. This appealed to the active audience without a lot of clutter.

To add lume, JET-FM used Filmhouse’s animated “Radio Dial” TV spot. A liberal schedule was booked on co-owned ABC affiliate WJET-TV and on NBC affiliate WICU-TV.

“K104 was giving away a house and a car, so it didn’t make sense to try and outsell them. We went the opposite way with lots of winners.”

Heritage Calls

Although JET-FM was outmanned in the book, it’s tough to top the station in terms of market recognition. The WJET calls have been around 35 years. Then there’s Frank Martin’s 32-year tenure as morning personality. The morning show also features sidekick Craig Warvel and sidekick personality Ted Abbott, (front, l-r) McGinty’s 記者 Terri Bohen, morning star Frank Martin, and PD Jim Cook.

Here’s the K104 Dream House along with the runnerup prize — a 1987 Chevy Eurosport.


ABC:When Smokey Sings
HEART:Who Will You Run To
MONKEES:he’s so cool
FAT BOYS:Who You
HOE LEWIS:Don’t It All For My Baby
GREGORY ABBOTT:
SHAKE YOU DOWN
BRYAN ADAMS:Victim Of Love
JELLYBEAN:Who Found Who
GLASS TIGER:Don’t Forget Me
MICHAEL JACKSON:Don’t Stop Loving You
POLICE:Don’t Stand So Close To Me
BEE GEES:You Win Again
POLICE:Don’t Stand So Close To Me
PTRISTER SISTERS:Be There
ELTON JOHN:Mania Can’t Buy You Love
MR. MISTER:Something Real
VAN HALEN:Dreams
FLEETWOOD MAC:Little Lies
WARWICK & OSBORNE:Love
CCR:C’mon On Over
PET SHOP BOYS:It’s A Sin
STEVE WINWOOD:Higher Love
RED:In My Dreams
CONTENDING HIT RADIO

JET-FM Edges Past Rockin’ K104

Continued from page 43

Cook grew up in Buffalo with WKBW, a station whose personali-
ties and promotions prompted his foray into radio. “We incorpo-
rate many of KB’s basic concepts here,” said Cook. “Radio needs to be
fun, but most PDs take it all too seriously. If you can’t get enjoy-
ment out of what you’re doing, then you just go pack groceries at the super-
market.”

K104 Bucks National Trends

Eric native and K104 PD Bill
Shannon has run that station’s
ratings up into the #3 spot after book with his own set of music
rules. In other words, K104 doesn’t
always go with the national trends.
“KET-FM is more traditional in
that sense,” he noted. “Eric is
equidistant from Cleveland, Buf-
falo, and Pittsburgh, but we’re
more like Cleveland, much of the
music we add also shows up at
WMMS. We’re also playing a
different brand of gold, focusing less
on recurrents and more on late 90’s
and early 70’s album-type classics just
for favoring.”

During the noon hour K104 pre-
sents “Electric Lunch,” which fea-
tures gold (1955-74) as well as re-
quests and dedications Hour by
hour, K104 has tripled the numbers
of any other station.

Noting the falloff in teens, Shann-
on conceded. “We’ve made whole-

sale changes from last year. Our
owners wanted the 35-54 lead
rather than the #3 lead. Fortun-
ately, we accomplished a large in-
crease in adults and held steady
with our #4 share. Prior to the on-
set of Classy 100 and JET-FM we
dominated in all demos and day-
parts. Being squeezed in the mid-
dle forced us to narrowcast a bit
more.”

“Our night guy Steve Rosen
doesn’t cater to the high school
teens. He learns instead toward
the colleges, and with five in the
area there’s a pretty sizable audience to reach. His idea is to stay
on top of what happens on campus and make K104 a part of it.”

Dance Music Burnout

Discussing the station’s musical
pasture, Shannon said, “In mid-
days we do a ‘Best Pressing’ fea-
ture where people call in and vote
on songs. Our audience really
seems burned on dance music; we’re pretty cautious. If they want
to hear it, it’s available — but
somewhere else for the most part.
We’ll play Whitney Houston, but
I’m even reluctant to play Michael
Jackson’s ‘Bad.’ ”

He concentrates heavily on call-
outs because “I think the retail sys-
tem is tainted with hype. Looking
at who buys singles is of little value
to us. We so carefully monitor
phones to keep aware of the active
audience’s needs. But because we
use a lot of gut feel, K104 isn’t the
typical high-tight-lined callout sta-
tion.”

Despite the intense competition,
Shannon was very complimentary
of his rival’s accomplishments.
However, there’s a difference in
perception as to who is the real per-
sonality station.

“Definitely are more personal-
ality-oriented,” said Shannon.
“Every Wednesday we go on the
air for an hour in the middle of Au-
day Pressman’s morning show with
a people poll featuring one of the
local TV anchors. Andy’s been
with us for five years and has done a
remarkable job of establishing
himself against Frank Martin.”

(Heavily-armed artillery K104 used in the spring sweep in-
volved outdoor and TV as a backup to its $75,000 furnished house give-
away. Second prize was a Chevy
Cavalier. Listeners hearing the
doorbell called in to win a key.
The winners then assembled to se-
lect keys from a barrel as their
names were drawn. If the house
key ‘failed,’ they selected a key for
the car. Doing this way, we antici-
pated it would take six or seven
hours to complete — but the
seventh person won the house, and
the eighth listener won the car.”

Shannon said:

“He’s not only optimistic about
K104’s future but thinks the ex-
tra excitement is good for Eric radio.
‘Anytime because it comes against
your game plan it causes you to re-
think and improve.

“We’ve improved our technical
sound and we now have 70% CD.
Our increased concentration on
news, weather, and sports in the
program was really helped us
become a more full-service CHR.
Both of us are, in a sense, full-
service stations. Since there’s no
Easy Listening or Country out-
let here, we share the luxury of be-
ing able to serve a wider variety
of people with CHR.”

CHR NEW & ACTIVE

One of the “Most Active”

WKKS deb 34 WHHY 20-11
Z93 27-23 KITY 30-27
Z95 30-26 7392 32-29
WCZY 32-29 KF95 24-18
WHY 22-18 KMGX 23-14
WKTI 14-12 191 29-19
KDBW 34-31 96KFMY 30-28
WLOL 36-31 KZUU 30-26
KRRZ 32-29 WQCM 32-28
FM102 deb 25 100KHI deb 30
KROY 25-16 WRSF deb 40
KPLZ 33-29 KKNIN deb 37
KUBE 29-26 KULB 32-28
WERZ 27-23 KOZE 25-22
WPST 32-27 KZFN 32-29
KXX106 15-13 OK95 25-18
49TYX deb 40

THE NEW SINGLE FROM THE FORTHCOMING ALBUM TAJA SEVETTE
PRODUCED BY BENNETT
PERSONAL MANAGEMENT: CALVALLA, BUFFALO & BOSTON

MOTION

• Q103/Denver PD/morning man
Jack Regan and sidekick the Coach
are out.
• Dave Gillen no longer M/D/sid-
days at WKSE/Buffalo
• Tom Gillagin from KBQK-Houston
to WHYY/Montgomery
• Barry Richards now KBOS/Fres-
no PD, with Kris Van Camp remaining
with station.
• Hot 103/MD Steve Ellis adds
Asst PD duties.
• KTR/KR, Louis, MD Mark Toll
exists to program KZQQ/ Reno.
• WHYY/Montgomery Loses PD Cat
Collins to Z93/Atlanta for weekends
• Mark Dantzer moves over-
night to 6-10pm at WNOV/Columbus.
• Shelly Morgan from KWSO/San Jose
takes late-nights and Mark Davis holds
down overnights, coming from nights at
99KQ/Sanitas, KS . . . WGTZ/Downtown
morning personality, Dick, Dave Groess
welcomes new partner Alan Keys, a
standup comic.
• Sunny Joe Fox ex-
its nights at KMLE/Phoenix, re-
placed by overnight Evan Luck;
weekender Scott Mitchell takes over.
• KPLZ/Seattle’s new P.D.
Production Director is Doug Cooper from
cross-town ADR KISW . . . Also in Seattle,
KUBE promotes 8th personality
Stitch Mitchell to overnights . . .
• WYPX/Bangor morning personality
Nick Summers exists, WZQO/Mem-
phis’ Massa Kincaid takes over
wake-up duties.
• WQMG/Wilmington PD driver Chuck
McGee goes to B94/Pittsburgh for
weekends and WZWM/Wheeling per-
sonality Craig Moore joins WQMF for
the PM drive . . . Sunny Joe Stevens
moves to HOT103/NY for swing duties
after nights at KC101/New Haven.
• Former WOZJ/Chicago, MD-morning
personality/production ace Beck is now
serving up “Breakfast ‘N Beck” at
WMGT/Marquette & HBSO/Terre
Haute’s Chip Ramsey joins as an-
nouncer; Todd Manley exits.
• Steve John leaves KLV/San Jose to
do overnights at KDON/Salina-
Monteys.
• Jack Beaton at WKZO/Myrtle Beach for
months at WDLX/Loisville . . . Former
Fort Howard Convention Bureau, RD Dave
DeLuca joins WKSS/Hartford as Prom-
motion Manager . . . WHN/KHart-
burg, PA changes: new midday man.
Asst. PD is Alan Price from 92/BSon
Boston. Asst. MD Ed August is usurped
by MD.
• KRTU/tenor morning personality
Brian Edler is now PM. PD at MD El-
defects to cross town KVRR. Terry
Shoes leaves weekends at Y17/Santa
Barbara for weekends at Q106/San Di-
ego . . . Hot 103/MD Promotion Assist-
ant BJ Turner is ushered to the new position
of Promotion Coordinator . . . Kent
Bailey joins KZOU/Little Rock from
WF/N/Phoenix, FL, for PM drive
replacing Bobby Knight, who seques to
Y95/Phoenix.
• KMFX/Pasadena announces changes
after midday man Brian Anthony’s de-
parture: afternoon drive Ken Richards
fills the midday slot, Kevin Carter
moves from evenings to afternoons,
and Mark Cruz joins from KFWY/Salt
Lake City for the 6-10pm shift.
• 93SYracuse PD Dave Laird steps down
to concentrate on his morning show
and Rob Cunningham leads the
midday aircraft for programming
duties . . . John French, last at
KQUS/Corpus Christi, goes to WPST/
Trion for morning drive . . . WQON/
Toldeo welcomes two weekenders from
local college radio: Anne Sullivan
and Keith West.

BITS

• Early Halloween in Austin —
KRTS (93)/Austin’s “Come As You
Go” costume parties in July and Aug-
ust sent listeners to Cancun, Frankfurt,
London, and St. Maarten. Listeners
dressed in costumes from the coun-
try and won local nightspots and
were judged for the prizes.
• Boating The Desert Hunt —
KPSI (Power 101)/Palm Springs invited
over 300 listeners to the city’s Aerial Tram-
way birthday party and to boat the
mountain top to the scorching desert
door floor.
THE ONLY THING THAT SOUNDS FAMILIAR IS HER NAME.

A voice you only thought you knew. A style that's hers alone.

Anita Pointer. This is her breakout album.

"LOVE FOR WHAT IT IS" featuring the first hit single

"OVERNIGHT SUCCESS"
Rock Still Lives At 'NEW-FM

 objectively flies out the window when I attempt to write about the 20th birthday of Metromedia's WNEW-FM/New York. After all, it's the station I grew up with the one that inspired me to get into this crazy business. And I'm not the only one to fall under the 'NEW spell:

"WNEW-FM was the number one influence on my personal life. I was infatuated with the station. I used to come home and kneel in front of the radio — it was that intense."

— PD Ron Nenni, KOME/San Jose

"When I first heard 'NEW I knew exactly what I wanted to do.""

— OM Ted Utz, WMRR/Philadelphia

"Listening to WNEW-FM was, to a great extent, the focus of my cultural education."

— MD Lin Brehmer, WXRT/Chicago

"I wanted to be Jonathan Schwartz. It's as simple as that."

— VP/Promotion Al Cafaro, A&M

The significance of WNEW-FM cannot be overestimated. From free concerts to satellite broadcasts, 'NEW has always been one of the format's true pioneers. Countless individuals in the industry have been influenced by the station's memorable personalities, mammoth promotions, and unswerving commitment to charitable causes. As Epic VP/Album Promotion Harvey Leeds says, "'NEW is responsible for nurturing an entire generation of personalities, programmers, and record company people."

In Search Of A Format

WNEW-FM can trace its progressive roots to 1966, the year the FCC began requiring FM stations to produce original programming.

Six Separate Stations?

From its inception in '67 through the late '70s, 'NEW maintained its true progressive heritage. There were virtually no restrictions, a far cry from the computer-generated, consultant-dominated AOR of the '80s. Each personality functioned as PD and MD for his own show.

Sixteen-year 'NEW vet Dennis Elsas was MD in the early years. "A record had to make its way into the studio through my hands, but rarely was anything denied," he remembers. "Music sheets were reviewed every so often, but we were really different radio stations."

Personality was then and remains today a key factor in the station's success. According to Utz, "What made 'NEW different right from the start still has tremendous significance for AOR today: intelligent, committed communication speaking on a personal level with their audience, with the music always the most important element of the mix."

Despite the station's proclivity for individual experimentation and variety, 'NEW's overall sound was remarkably consistent. This can be attributed to the incredible stability of the airstaff, particularly from 1972-79.

"The World Turns Around"

A number of factors combined to make 1979 a turning point for WNEW-FM. The explosion of punk rock and new wave had the effect of dividing the station's audience. Longtime competitor WPLO was consistently beating 'NEW in the ratings game with a tight, familiar mix. For the first time, management began seriously questioning the station's direction.

Muni, then in his eighth year as PD, eventually took himself off the air for four months in order to "take a rake to our huge library and make sure we weren't spending too much time on insignificant things. We could no longer afford the luxury of having six different PDs playing anything they wanted just to be funny."

Pete Fornatale, "PD" of the mid-decade shift since 1971, refers to '79 as "the year the world turned around. From that point on there was a constant reassessment of the entire structure of 'NEW that continued for a number of years."

The tightening and tuning ultimately took its toll on several longtime staffers. Allison Steele (The Nightbird), an original fulltimer, left in '79. Her replacement, Vin Scelsa, exited in '82, as did Elsas. Fornatale relinquished his SaturdayAM slot in '80 (both Fornatale and Elsas remained with the station and work weekends). In addition, ten-year morning man Dave Herman was moved to nights, then to middays before returning to AM drive in late '80.

"For a while, they sounded somewhat confused," Cafaro remembers. "'NEW was trying to be too many things from a posturing standpoint while not being enough legitimately on the air."

Magic Is Back

In retrospect this somewhat troubled period is understandable, given the massive changes that have taken place in the industry. The fact that 'NEW was able to weather the storm and remain a very healthy and vital station, especially in the fiercely competitive New York market, is extraordinary.

"I think we're closer to the sound, the feel of the original radio station than we've been in a long time," Elsas says.

Cafaro, a listener from the beginning, concurs. "I think it's remarkable that in many ways they've come full circle. The magic is back."

Everyone I spoke with was quick to praise current PD Mark Chernoff. "Mark is the best thing to happen to this station in ten years," Fornatale claims. "He combines the best of our history and heritage with the realities of radio in the '80s, and makes it work."

Chernoff, who also grew up listening to 'NEW and calls his job "the culmination of a lifelong dream," says one essential ingredient of the station that's never changed is "the passion of the people who work here. They love the music and they love the lifestyle."

Into The '90s

Having met the substantial challenge of the '80s, Chernoff feels 'NEW is well-positioned for the future. With a current-to-classic ratio of about 50%, the station has been successful in bringing enough younger listeners into the fold while maintaining a solid upper demo core. Both Muni and Chernoff believe the key to continued strength is supporting new artists. "You've got to do more than just play a song two or three times a day," Chernoff says. "If you're truly passionate about new music, by all means get the band up to the station, do the interview, support the live show — make it a whole package."

"Whether you're talking about '67 or '87, the most important thing is both artists and listeners alike have always felt a part of our family," says Muni. "To a great many people, 'NEW-FM is home."
DON'T LET TIME STAND STILL AT YOUR STATION.
Get on the RUSH bandwagon. NOW!

PolyGram Records

TO: All Radio Programmers, DJ’s, Consultants
FROM: The PolyGram National, Regional and Local Staff
SUBJECT: RUSH

THE FACTS:
- "Hold Your Fire" is the fastest selling RUSH album ever!
- Heavy AOR play in over 50 stations!
- #2 most requested album and AOR track!
- The single, "Time Stand Still" breaks new ground for RUSH at CHR!
- Massive tour begins Nov. 6 by one of the Top Grossing bands in history coming to your market soon!
- PolyGram's commitment is to break RUSH bigger than ever!

Produced by Peter Collins and RUSH Management: Ray Daniels SRO/Anthem
Available in Canada on Anthem Records
On Mercury Compact Discs, Cassettes, and Records
The WNEW Jock Line

1973-1975
Dave Herman
Pete Fornatale
Scott Muni
Jonasih Schwartz
Allison Steele
Richard Neer

1976
Dave Herman
Pete Fornatale
Scott Muni
Jonasih Schwartz/Dennis Elias
Allison Steele
Richard Neer

1977-1978
Dave Herman
Pete Fornatale
Scott Muni
Dennis Elias
Allison Steele
Richard Neer

1979
Dave Herman
Pete Fornatale
Scott Muni
Dennis Elias
Allison Steele/Vin Scelsa
Richard Neer/Tom Morrera

1980
Dave Herman
Pete Fornatale
Scott Muni
Dennis Elias
Vin Scelsa
Tom Morrera

1981
Dave Herman
Pete Fornatale
Scott Muni
Dennis Elias
Vin Scelsa
Tom Morrera/Pete Larkin

1982
Dave Herman/Dan Neer
Pete Fornatale
Scott Muni
Dennis Elias/Meg Griffin
Vin Scelsa/Meg Griffin/Dave Herman
Pete Larkin/Mark McEwen

1983
Dan Neer/Richard Neer
Pete Fornatale/Dave Herman
Scott Muni
Meg Griffin
Dave Herman/Dan Carlisle
Mark McEwen/Maxanne Sartori

1984
Richard Neer
Dave Herman
Scott Muni
Meg Griffin/Carril Miller
Dan Carlisle
Maxanne Sartori

1985
Richard Neer & Mark McEwen
Dave Herman
Scott Muni
Carol Miller
Dan Carlisle/Dan Neer
Maxanne Sartori

1986
Neer & McEwen/Dave Herman
Dave Herman/Ray White
Scott Muni
Carol Miller
Dan Neer
Maxanne Sartori

1987
Dave Herman
Ray White
Scott Muni
Carol Miller
Dan Neer
Maxanne Sartori/Ken Dashow

1967
Klavan & Finch (simucast from AM)
Jonathan Schwartz
Scott Muni
Rosko
Allison Steele

1968
Klavan & Finch/Dick Summer
Jonathan Schwartz
Scott Muni
Rosko
Allison Steele

1969
Dick Summer/Zacherie
Jonathan Schwartz
Scott Muni
Rosko
Allison Steele

1970
Johnny Michaels/Pete Fornatale
Jonathan Schwartz
Scott Muni
Rosko
Zacherie
Allison Steele

1971
Pete Fornatale/Mike Harrison
Jonathan Schwartz/Pete Fornatale
Scott Muni
Rosko/Jonathan Schwartz
Zacherie/Allison Steele
Allison Steele/Richard Neer

1972
Mike Harrison/Dave Herman
Pete Fornatale
Scott Muni
Jonathan Schwartz
Allison Steele
Richard Neer

CONGRATULATIONS TO "NEW FOR PLAYING "TOMORROW'S HITS" FOR THE PAST 25 YEARS..."
Elvira...Mistress of the Dark has a special treat in store for ghouls and goblins everywhere...and you're invited!

Elvira's Halloween Party is three hours of thrills and chills and devilish rock n' roll, including "Sympathy for the Devil," "Bad Moon Rising," "Werewolves of London," "Runnin' with the Devil," "Monster Mash" and many more Hallows Eve classics.

Join Elvira's creepiest characters, celebrity trick or treaters and some very horrifying special guests on the week of October 26-31, 1987. It's the best nightmare ever heard...on great rock radio stations ghost-to-ghost.

Only on The MCA Radio Network...

For further information call your MCA representative at 818/777-5775

Executive Producers: Eric Gardner & Mark Pierson
Elvira Exclusively Represented by:
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CATCH THE HIT FEVER OF COLUMBIA RECORDS

Oran "Juice" Jones
"Cold Spendin' My $ Money"
48 Reporters - 52% ... And Breaker Bound!

Regina Belle
"So Many Tears"
Urban Contemporary Chart ③
74 Reporters - 80%

George Michael
"Hard Day"

Terence Trent D'Arby
"If You Let Me Stay"
Urban/Contemporary Chart debut ③
66 Reporters - 71%

Michael Bolton
"That's What Love Is All About"

Chuck Stanley
Introducing Allyson Williams
"Make You Mine Tonight"

NEW & ACTIVE
#7 New Artist Chart
Check This P-1 Power Play:

WBLK WRNB KPRS
WDJY WDIA KILH
WHUR WHRK KSOL
WVEE WOWI

One Of The Most Added:
WAMO KPRS KJLH
K94 WZAK KJLH
WHUR WFXC
WZAK WQMG
KPRS WYLD

Check Out The Special Remix!

WAMO OC104
KPRS WZAK
KJLH XHRM
WZAK WHYZ
WHUR KQXL
WFXC WWDM
WFXC WFXC

On Your Desk This Week

www.americanradiohistory.com
Urban's opportunity zone begins roughly in Dallas and extends across the West. In 1985 only San Diego and San Francisco had unquestionably healthy UCs; now the format is popping up across the region and not always in the expected places.

Phoenix and Denver have recently lost stations, but Tucson and El Paso gained them. Modesto and Fresno still need full-billed Urban but Merced, the tourist town in between, boasts one on AM. And among recent format converts are KKSN/Albuquerque and KPUR/ Amarillo.

Pop PDs/Stations Cross Over

KKSS was the third of three CHRs in town, until Operations Manager Bill Thomas’s arrival in March. KPUR, a dominant AM rocker for years, dropped AC in May under PD Tim Butler. KKSS is inclined toward dance product in a market that’s 54% Hispanic and less than two percent black. In Amarillo — five percent blacks with an equal number of Hispanics — KPUR leans toward the national charts. Otherwise, the two stations tell similar stories about Urban’s slow but undeniable growth in the Southwest.

Both PDs are new to Urban. Thomas had jacked across the South since 1976, including WBBQ/ Memphis where he succeeded Rick Dee in mornings. “Spending so much time in the South, R&B music has always been very important to me,” he says. “All the stations I’ve programmed have had a

WALT LOVE

Urban Heats Up In Southwest

Converts Build Niches in Albuquerque, Amarillo

By Sean Ross

“Amarillo. It’s in the high desert, boasts empty locations that’s better than you could have had. The station’s in the high desert, boasts empty locations that’s better than you could have had.”

“Tommy Concedes that while still slow he doesn’t sit as many minutes as he would have when they reach a certain point, I have to read.”

Both PDs put a lot of effort into balancing their music. Thomas uses an elaborate style of record by record preprogramming that he learned from KBQQ/Kansas City PD Steve Peruns. Butler says, “We look for a record’s sound and how it fits in with what’s played before; it’s a jock’s responsibility to make sure everything flows as smoothly as possible. Lakeside’s ‘Bullsíye’ was never really a hit, but it’s great for one of our categories so we’re still playing it.”

KPUR doesn’t play as many crossovers as KKSS (although it does include Tiffany’s “I Think We’re Alone Now”). It did keep the slogan “light rock” after switching from AC. Butler says he’ll find a new positioning statement eventually but adds, “We haven’t had any problem with it yet. If people on the street turn us on and hear Donna Summer, they think it’s a rock station. That’s how they view any song that’s not country or polka.”

“On Thursday, Friday, and Saturday we don’t play any slow music after 5 pm.” — Bill Thomas

Amarillo has two yearly Births; KPUR’s UC format will have to live with its transition period 2.9 Arbitrons until its first full Arbitron next spring. In the early months “the phones were ringing off the wall and the callers were predominantly black,” says Butler. “Now we have to capture some white audience. I know we can do it because KI04 is number one and their black population isn’t that large. I think we can pull some listeners off AC and CHR.”

Thomas has the opposite problem: his station rose 2.8-4.1 in the spring and was second in teens, but the breakouts showed we had no black listenership, which is stupid. I don’t really know how to interpret that. Maybe they just didn’t get the diaries.”

“On Thursday, Friday, and Saturday we don’t play any slow music after 5 pm.” — Bill Thomas

Music Beatz Promotion

KPUR has offered a series of bus trips to concerts in its new format, including one to see Whitney Houston in Oklahoma City. KKSS also lends toward concert tickets and LPs on weekends as Thomas lends off a better-stocked CHR competitor. “This is a perfect example of a station that gave away nothing during the last book. Our promotional budget was $1300 while KIVA, spoken for by the agency business, had any because music is what people listen to the radio for. If I’d had a budget, I don’t think I would have done it differently.”

Although KKSS declared itself Urban-friendly in some dayparts. Its sister CHR KKSS/106/Birmingham has damaged UC WEWN with adding black product, but still plays Suzanne Vega and ZZ Top. Thomas worked at KKSS in its ‘70s heyday and says, “They sound good, but I wish they’d make the commitment. I think it would boost them even higher. Then again, competing CHR is saying, ‘Don’t buy KKK because it’s all black listeners.’”

“I don’t mind because I’ve got the numbers. A year ago we had a 1.8 in the Births, now we have a 9.1. So somebody’s listening, and somebody in New York has noticed something’s going on. Our agency business has gone through the roof and we don’t even have a national rep right now. We ask advertisers to test us; they get results and stay with us.”

“This format is going to continue to erode CHR as we know it, and we’ve seen it for five years now. I’m in radio since I was 15 years old; I’m 32 now and this is the most exciting format I’ve ever done.”
Halyburton Sails High Seas

A strange sense of peace and tranquility swept over me in August - a feeling that the world was somehow safer from evil forces than it had been at all. I've been at a loss to explain it. Until, that is, I received a letter from KPLX/Dallas VP/GM Dan Halyburton.

Dan, it seems, had been at the helm of the USS Halyburton, patrolling the waters off South Carolina. The ship is named for the late Pharmacist Mate Second Class William David Halyburton, Dan's uncle, who was killed during World War II. The Navy invited the war hero's relatives for a cruise on the Fast Frigate.

William Halyburton was posthumously awarded the Medal of Honor for extraordinary heroism while serving on Okinawa with the Marine Rifle Company. Quoting the Navy, "It was on May 10, 1945, daunted Navy, serving or mously World Class William David Halyburton, late KPLX/Dallas VP/GM loss Dan, it's hard to imagine also be ton, this doing is doing. It has been upped to an uncle, being elevated to Cruise the ship is USS II. It's been upped to a couple months ago, has joined cross town KLZ for the new WUSN/Chicago FM/Portland, ME as David Bailey re joins the staff as Promotions Director. Has spent the last three years sailing the Caribbean and will reside on his boat "Jasper." Richard Kazimer is the new Production Director/comp. The new Promotions Director at KLZZ/Lubbock is Julie Reeves. Add another to the Country rolls. KOWN/FM/Escondido adopted the format last month.

Finally, we've all heard about listeners getting married on the air. But WFPK/Hammond, LA night jock M.L. Arledge recently took the plunge, appropriately enough, during his own Sunday night "Dedication Party" show. As if that wasn't enough, presiding over the affair was morning man John Henry Scott, who convinced everyone involved that he could indeed marry many people. Since the show must go on, H.L. stayed on the air, taking guesses from listeners about the honeymoon destination. When the Virgin Islands was guessed, a cynic provided the line of the night, "Well, I guess you don't have to be on a cruise to go to the Canal Islands."

"Chevy Can Countoff" to New Hampshire when it gave away a 1988 Chevrolet Silverado truck worth $15,000. The winner guessed how many Pepsi cans were stored in the truck bed. The promotion was sponsored by the Chevy dealers of New England and Pepsi.

WROS/Boston was out to honor ex-Red Sox batsman Don Baylor. The morning crew conducted the "Don Baylor Hi By Pitch Bingo" game. "At the sound of the hit batter" (which amounts to the dull thud of a ball hitting the body sound effect), listeners called in predictions on where an opponent hit Baylor's body - foot, leg, torso, hand, or arm. Guesses were fielded by Sports Director Dave Coombs and morning man Dean James. Qualifying winners received Baylor band-aids, a baseball health care kit, an autographed Baylor baseball, a home whirlpool unit, and tickets to a Red Sox game. Sick, boys, sick.

WOKJ/Dover brought the "Truck Full of Bucks" promotion. Michael Johnson (I) was passing through town on his way to an Iowa concert date and helped afternoon drive man John Randall give away a 1987 Chevy S-10 pickup loaded with $2400 in cash. Over 2000 listeners registered to win one of the six trucks, each containing different amounts of money.

CLOSE-UPS

AND THE WINNER IS . . . — WOKJ/Omaha had a surprise visitor for its drawing in the "Truck Full of Bucks" promotion. Michael Johnson (I) was passing through town on his way to an Iowa concert date and helped afternoon drive man John Randall give away a 1987 Chevy S-10 pickup loaded with $2400 in cash. Over 2000 listeners registered to win one of the six trucks, each containing different amounts of money.

HAVE YOU HEARD

Nowadays, when WUSN/Chicago PD Doug Wilson has a jock meeting, it's the real thing. The newest staffer is Chicago Bears All-Pro defensive lineman Dan Hampton, who will be doing a 6-8pm Monday ar...
Love's Talkin'

The new album by Dobie Gray

featuring the single

Take It Real Easy

Produced by Larry Butler
for Larry Butler Productions, Inc.
CMA Membership/Radio Awards Slated

The 29th annual CMA Membership Meeting will be held Tuesday, October 13 at the Stouffer Nashville Hotel. Election of new directors, the President's annual address, and the new CMA Radio Broadcast Awards will be presented.

These honors have been instituted by the trade organization to acknowledge the important role broadcasters play in country music. The finalists for 1987 are:

Station of the Year: Large Market: Jim Robertson, KKK/Houston; Bobby Kraig, KPLX/Dallas-Ft. Worth, Medium Market: Mike Hammond, WIVK/Knoxville; Jim Tice, WZZX/Birmingham; Mike Carra, KVET & KA/S & Austin; Phil Hunt, KSSN/Little Rock. Small Market: Dana Webb, KYKL/Longview; Tim Wilson, WAXX/Eau Claire, Bill Kinder, KJNE/Waco.

MD Of The Year: Large Market: Joe Ladd, KKK/Houston; Joe Hoppel, WCMS/Norfolk; Nick Up- ton, KSON/Si San Diego. Medium Market: J.D. Cannon, WFMS/Indiana; Mickey Deerstone, WIVK/Knoxville; Steve Gary, KASE/Austin; Kevin Stuart, KXXX/Lafayette; Bob Sterling, WZZX/Birmingham. Small Market: Tim Closson, WAXX/Eau Claire; Dan Holland, WDXL/Portland; John Swans, KJNE/Waco.

A Horse Of A Different Color

Once upon a time there was a horse named "Silver." Somewhere out there in Cowboyland, there must have been a horse called "Gold." Let us now introduce you to "Platinum." It was up along the Kentucky border of Tennessee, before an outdoor concert at Red Bowling Springs, that Warner Bros. Records held a small ceremony to honor Randy Travis for his second platinum achievement. "Always And Forever." After the formalities, the label surprised its star pupil with a living gift of gratitude, a two-year-old dark brown quarterhorse appropriately dubbed "Platinum."

WBV/Nashville VP Jim Ed Norman stated during the presentation that Travis has sold well over three million records in the last two years. He also commented on how well the performer has handled a rock-like rise to success, and how proud the label was of him.

Randy grew up in North Carolina where his father and brother raised quarterhorses, and had longed for a horse since moving to Nashville. Now, his dream has come true. He teased out on the road and long days in the recording studio, you may see a flash of light... hear a nugget, "Hiyo, Silver" and... correct... wrong horse.

More Horse Sense

Let's see. There's the jock, the tour buses, and various cars. What's missing? For Hasz Williams Jr. it, too, was a horse - so Bchopasch bought a black stallion which he named "Living Proof." The 16-month-old Tennessee walking horse is stabled in Muscle Shoals, Ala. and will begin training as a show horse.

After the Year of the Dog, the Year of the Rat, and Year of the Rabbit, the Year of the Horse must be upon us. Besides the aforementioned stories, let's not forget what Schuyler, Knoblock and Bickhard say. There are "No Easy Horses."

Airborne Takes Flight

A new venture in record companies is about to hit the street. Airborne Records hopes to offer public stock offerings for the new label, which is headed by industry veteran Frank Jones, journalist, publicist John Lomas, III, and producer Larry Hoppel. Incorporated since April, the new company must first be approved by the federal Securities and Exchange Commission. Lomas, acting now as Corporate Secretary/Treasurer, said: "We will be act primarily, but not exclusively, in "the country field, and are scouting talent at present."

The name was chosen to reflect music carried over the air, Lomax commented. The fledgling label hopes to sign a distribution deal with a major company.

Farm Aid Wrap

Willie Nelson devoted three years to it, and the project still has big name supporters. But word has it that Farm Aid III was the final stop. Nelson said that although the concerts will probably end, the Farm Aid Inc. organization will remain in place to try to help family farm agriculture.

On another front, Forbes magazine has rated Nelson the 28th richest entertainer in the country.

Aces & Places

- Call this Gatlin a gold great! Most golfers only dream of hitting a hole-in-one, but some lucky cats are three time winners. Steve Gatlin recently posted his third ace during a round at a Springfield, MA country club. No wonder the PGA Southwest Classic in Abilene has renamed the tournament the Gatlin Brothers Southwest Golf Classic.

- K.D. Lang walked away with Canada's Entertainer of the Year and Video (future star) award at national broadcast ceremonies in Vancouver, BC. Randy Travis netted Top International Album award for "Storms Of Life.”

For The Record

Two stations were inadvertently left out of the "Spring 87 Honor Roll" which appeared in the September 4 Country column. WBKR/Owensboro ranks #2 12-25 and #25 4-5.

KWTN/Texarkana, AR is #1 both 12-25 and 25-54.

Congrats on the great showing. Sorry for having missed you.
The Country's Biggest Stars are Lining Up to Talk with Your Listeners.

Coming to America's greatest country stations Sunday, October 18th is COUNTRYLINE USA. It's one hour, live every Sunday at 8PM EST. Your listeners ask the questions, we'll play all the hits plus deliver the best promotions in country syndication history. Jump on the line. We guarantee COUNTRYLINE USA will win for you! For all the inside info, give us a call. 1-800-345-2354

COUNTRYLINE USA
Host, Gerry House

Sponsored by:

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Kenny Rogers, October 18th.
Lee Greenwood, October 25th.
Waylon Jennings, November 1st.
Ronnie Milsap, November 8th.
The Oak Ridge Boys, November 15th.

Executive Producer Dana Miller
ALTERNATIVE AC COMPARISONS

Sebastian: Driving Force Behind WBWM

Clones of KTWV ("The Wave")/Los Angeles, the subject of considerable industry buzz, are popping up across the country. However, one well-known programmer in this general arena is adamant about not being tagged as a Wave follower — WBWM/Washington's John Sebastian.

Son Of EOR

He joined the Infinity outlet three months ago, but the format he's airng dates back at least five years. At that time the veteran major market PD was working as a consultant and laying the ground
work for EOR (Eclectic-Oriented Rock).

Positioned For A New Age

WBWM/Washington draws on several positioning lines in presenting its "atmospheric" music mix.

- The radio station of tomorrow, today.
- The healthiest form of escapism.
- Five new musical horizons.
- Washington's most unique radio station.
- Washington's musical oasis.
- The newest sound in radio.
- Washington's newest station.
- The dawning of a New Age.

Sebastian held focus groups with 25-40-ers and found that many were disenchant with radio. "This is the largest age group in our society, with the most spendable income and a lot of power. After much soul-searching, I felt I had the best idea of my career." That idea became known as EOR, debuting in Anchorage; Casper; Ft. Pierce, FL; and Portland, ME.

Sebastian: Driving Force Behind WBWM

"The exact description the Wave uses is right out of my initial press release from 1981," noted Sebastian. "Unfortunately, we never got stations like the Wave or WBWM. In Wave's case, they spent $2.5 million on promotion during their first book. I got some stations, but they didn't have (competitive) signals or resources. They were down-and-out but had enough vision to try something off the wall; they had less to lose than some bigger stations."

"On one hand, I feel vindicated that I was right all along and ahead of my time. On the other hand, it naturally makes me frustrated that people aren't remembering the personal sacrifices I went through paving the way for the Wave's success. My goal from the beginning was to get this format on the air in every market. It's coming true, but I'm not involved with it at the level I'd like to be yet."

However, by having a station of my own, I'm moving in that direction."

WBWM's "Superior" Concept

Sebastian pulled no punches in differentiating WBWM from the Wave. "My concept is much superior to theirs. The most obvious difference is a humanity and warmth to my concept. They (Wave) might as well be automated; there's no one-on-one communication."

He claims 'WBWM's music mix includes more new age with little jazz, while the Wave leans more toward traditional jazz and plays little new age. Working with a library of approximately 1200 cuts, WBWM plays such artists as Michael Tomlinson, Swing Out Sister, Michael Franks, Kenia, Suzanne Vega, Acoustic Alchemy, Ray Lynch, and Hiroshima.

"On a cut-by-cut basis, I think we'd blow them out of the water," said Sebastian. "They're repetitious — kind of the Top 40 of 60 years. We don't repeat anything in a 24-hour period. We're looking for songs with hooks people can remember."

Giveaways "Insult People"

There's more to life on WBWM than music, though. The station also integrates service elements and PSAs. "We do mature, credible news twice a day..." Sebastian concludes more cuts than on my album rock list."

WBWM GM Ken Stevens, spokesman G. Gordon Liddy, and PD John Sebastian announced the end to a radio conspiracy.

End Of A Conspiracy

WBWM's TV spokesman is none other than G. Gordon Liddy of Watergate fame. On lighting shows Liddy in profile, dolly to a full-face shot with a red light across his eyes, he narrates dramatically.

"In Washington, D.C., for the past 20 years, a conspiracy has existed — a conspiracy to keep you from hearing innovative, stimulating, fresh music — music too good for radio. The conspiracy has ended."

Music representing what's heard on 'BM follows, the video is a sunset over the ocean and the station logo. A staff announcer closes with "106.7 WBWM, Washington's radio for a New Age."

The Maturation Of EOR

R&R turns the clock back with a representative EOR music mix.

DOBBO BROTHERS/Toulouse Street
JACKSON BROWNE/Lives In The Balance
FLEETWOOD MAC/Hypnotized
EARL KLAGS/Wanna Come True
LATIN QUARTET/Africa
STEELY DANKIKI/Charmagne
JAMES TAYLOR/The Secret Of Life
MOODY BLUES/The Other Side Of Life
PAUL McCARTNEY/Every Night
SIMON & GARFUNKEL/And I Know What I Saw
LARRY CARLTON/Twenty Miles And Smiles To Go
DAN FOGELBERG/Westary
RICKIE LEE JONES/Last Chance Texaco
CLIFF SARDE/Waiting
LITTLE FEAT/Chicken
LINDA RONSTADT/Someone To Lay Down Beside Me
BOB SEGER/The Ring
BEATLES/She's Leaving Home
EAGLES/Sad Cafe
JOHN MARTYN/Lonely Love

To get a feel for WBWM's music mix, review the Alternative AC Adds & Hits on Page 73.

"The most obvious difference is a humanity and warmth to my concept."

— John Sebastian

do some traffic, very brief sports, and weather.

One non-element, however, is missing: We don't do contests, gimmicks, or hype. We never give away a dime, a record, or a concert ticket. We think that insults people's intelligence and listeners are tired of all that activity. They come to us for the ambiance; anything detracting from that won't be appreciated.

Adding to that ambiance are the air personalities, whom Sebastian regularly critiques. "The typical announcer isn't going to work on this format," he said. "There are a lot of CHR and AOR jocks out there who hate the music they're playing. You can't fake it on our station. I want our announcers to be genuine and intimate."

He also blasted the Wave's "No Disc Jockeys" marketing line. "I'd venture to say even the Wave's focus groups — if they've done them — would show listeners prefer our presentation every time. It's been unanimous."

If Sebastian is correct in his belief that listeners want live announcers, then stations not utilizing personalities may need to make adjustments. Added Sebastian, "They'll (just) have to bite the bullet. It's like politics: admit you made a mistake and fix it. Don't think listeners would view it as a negative. They'd feel warmer and closer to the station."

Upscale & Mass Appeal

Since ratings are a facet of radio life, many no doubt are questioning the number-winning potential of this format. Noting that listeners are using words like "soothing" and "relaxing" to describe the sound, Sebastian said, "Believe it or not, I think it can be #1 25-44 with one station in a market doing it. It dominates that demo's upscale listener. I feel this format is mass appeal because non-upscale people are also responding very well. People are starving for something like this."

He sees an equal sexual balance in the 30-40-year-old core audience. "We've created an environmental atmosphere unlike anything else on radio and are playing music unavailable anywhere else on the dial. You don't even have to do this right to succeed."

"We never give away a dime, a record, or a concert ticket. We think that insults people's intelligence and listeners are tired of all that activity. They come to us for ambiance."

— John Sebastian

Presently, only one station per market is doing this format, but head-to-head rivalries are a possibility. "It'll be a shame if it comes to that, but it probably will. It's a real danger — because of mathematics both stations will be watered down, and it might reflect poorly on the format."

Sebastian downplays the inevitable comparisons to Disco, the last new format craze. "Disco was basically repackaged 'dance music.' This is new music, and there's lots of it. I've put my reputation on the line because I believe in this format's future."

Next Week: KTWV PD Frank Cody tells his station's story.
NEIL DIAMOND

"I DREAMED A DREAM"

Taken from the forthcoming Columbia LP: "Hot August Night III" CZK-4990
Produced by David Foster
**MARKETPLACE**

**AIRCHECKS**

Current Issue: #30 features DC101/Greensman, KERX/Dr. Don Rose, WQX/Hanab Martin, B109/Gene Knight, KPLZ & Al, KXZU/Carol, KDKM & Kine, WQXR/Stan Locken. 6 cassette, $5.50.

Current Issue #89 features XTRA/Beaumont, WNDE/Mike Haines, WAGE/Charlie Tuna, WCTI/Steve Raber, WOCL/Hubert, WHAM, KOMMERCIALS! INTERACTIVES #1 '86.

STILL AVAILABLE: KONN/Casey, WTMY, KUBE/Charlie Tuna, CKLG/Morning Classic & KRLA 90 -min. cassette, $5.50.


WARS: Boston, Cleveland, San Diego's Q106/Murphy, & 90 -min. cassette, $5.50. Kawasaki, San Diego's KSDO, KKLQ & 90 -min. cassette, $5.50.

The Classic Market Airchecks, for $11.00, 5804-D Morgan -1974, K100/Robert W. Lee, Toronto, (416)531-9734

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Central PA Country FM under new ownership seeks patterners. Possible fulltime too. T&R: PD, WWCM, 333 Chestnut St., Harrisburg PA 17114. EOE 1/25

Cape Cod Album has an immediate opening for fulltime shift. Females encouraged. T&R: Chris Nelson, WFLA, 222 Main St., Falmouth, MA 02540. EOE (2/10)

Central PA leading adult radio station seeks afternoon drive personality and/or DJ. T&R: Ice Rosenbloom, WIRK, Box 2, Harrisburg 17103. EOE (2/25)


AOR seeks morning news/promotions Director. AOR experience only. Decent benefits. Photo and T&R: Rock 97, Box 717, Ocean City, MD 21842. EOE (1/10)

Hartford, CT's only Black Country Station, WKNZ, has unfulfilled and also female future. T&R: Melrose McLean, 564 Windsor Ave., Windsor, 06095. EOE (2/10)

Seek News Editor. Work with the morning team at Full Service AM. 30 Hits East of Philly. Writing, producing duties. T&R: Jim Geni, WWZC. Box 120, Vineyard, MA 02568. EOE (10/10)


AOR: 106.4 Cape Cod has an immediate opening for an MD/night time show producer. T&R: Rick Ryder, WYMG, 1101 McGarity St., Orleans, MA 02653. No calls. EOE (10/10)

Sebastian NY AC/CH seeks bright, sincere personality. Minimum: experience helpful. T&R: Bruce Richards, 380 FM, 148 East Ave., Norwalk CT 06850. No calls. EOE (1/10)

News Director. Direct those personality staff and morning anchors. Good growth potential. C&L Paul Amrath, 95X FM, Box 1228, Port Huron, MI 48062. EOE (1/10)

Community-owned AC/WLAM, Williamston, CT seeks mid-day ATAsist. PD. Moving into new facilities. T&R: Wayne Norman, Box 496, 06206. EOE (1/10)

Up-and-coming CHR/AC seeks News/Traffic person. Call Jon Paradee at WWYR weekdays from 1-5. (2/10) 283-1186. EOE (1/10)

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T&R: Dan Curtis, 125 Main, New Bern, NC 28560. EOE 6/25/24

WALT-FM/Charlotte, VA seeks AM drive PO. Superior on-air talent, sales background required. No beginners. T&R: Joe Bost, Box 811, 21906. EOE 6/25/24

Future opening for experienced news anchor. T&R: Jon Holley PO, W0NG, 6811 Shernet St., Houston, TX 77024. No calls. EOE 6/25/24


AC KBI seeks morning personality for West Texas radio station. Good morning is a wasting winner. Contact Paul James (915) 944-0502. EOE 6/25/24

MORNING HOST

Entertaining and energetic Morning Show Host needed immediately in beautiful and historic Charleston, SC. Personality and experience is a must! Tapes, resumes and salary requirements to WMGL, 60 Markfield Dr. #4, Charleston, SC 29407. No phone calls accepted. EOE 6/25/24

ADULT MORNING TEAM

K99 AM/FM is looking to put together a top-rated Morning Team. Must be realistic, top-notch, good communicator and must be able to work with the phones. T&R: 782 McBride, Corpus Christi, TX 78409. EOE 6/25/24

CREATIVE MORNING PRO

needed for #1 rated southern CHRI. Must be able to relate on phones. Character and bits helpful. POSSIBLE ND OR PD. Multi trac and SPX-90 HELPFUL. SEND PHOTOS, TAPE & A resume to Radio & Records, 1930 Century Park West, Box #842, Los Angeles, CA 90067. EOE 6/25/24

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NEWS & WEATHER


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Is accepting applications for the Program Director position. Emphasis on people skills and administrative abilities. You'll meet us in our broad new studio of the art studio site, and join one of the Midwest's most exciting new broadcast companies - Signal Hill Communications. KIJK is a Billboard Station of the Year nominee, one of the nation's finest aircraft. Please send resume along with summary of programming philosophies and corporate architec to: Jim Brady, Davenport, Iowa 52808.

MINNESOTA

Director of Operations Manager has Operations Manager and sales and air duties position open. Great pay and perks for the mature career minded person that we pick. Make our day and apply. Radio & Records, 1930 Century Park West, Box #847, Los Angeles, CA 90067. EOE

NORTHERN MICHIGAN COUNTRY

has Operations Manager with sales and air duties position open. Great pay and perks for the mature career minded person that we pick. Make our day and apply.

Radio & Records, 1930 Century Park West, Box #847, Los Angeles, CA 90067. EOE

WEST

CHRI KEY/Akron seeks local weekend talent & production position. Send resume, references and salary requirements to W250, 1190 E. Root Rd., Akron, OH 44305. No calls. EOE 6/25/24


WEWS/Cleveland, OH seeks a news and features anchor to fill a new position. Send resume to:attachment. No phone calls accepted. EOE 6/25/24

KCBS/Passaic seeks a shock morning personality who is ready to make news wave big money for Fresno, and a Production Director. T&R: Ben Nickerson, 220 E. McKinley, CA 92373. No calls. EOE 6/25/24

Mayfair AM/DJ/1060 seeks a new talent who wants to win. T&R: T. Murphy 3028 N. First, Santa Fe, CA 93572. No calls. EOE 6/25/24

KQRS/Twin Cities seeks radio personality who wants to win.

WESTWOOD PERSONALITIES

279 S. Beverly Dr., Suite 1170 Beverly Hills, CA 90212
(213) 851-5769

www.americanradiohistory.com
KLPX TUCSON

AOR/Classic Rock in the Southwest's most desirable market seeks applications for immediate and future openings in all positions. Air talent, Morning show, Programming, Promotions and Sales. Person must be available for creative Rock radio, to serve a wide 25-44 Audience. Long-term broadcast company, good pay and benefits. Send tapes, resumes, production and introduction to Allan Bloomberg, 11000 N. 78574. An Equal Opportunity Employer of Lotus Communications.

If you don't move around a lot, are happy with what you're working on and want to see your career to the highest extent, we supply the legendary radio station and co-staff comfort you supply warm, adult talent. No calls, No tapes, No pictures, paintings or sculputures are encouraged. Mail to: John Forsythe, Eagle 105/KBCQ, P.O. Box 1603, San Diego, CA 92112. EOE

Production Director
Salt Lake City's #1 AC station is reluctantly replacing our Production Director who has left to have her first child. Need creative, enthusiastic, and accept our production dance copy. Best stuff to Andy Fuller, Magic 107.5, 5282 S. 200 West D-272, SCI, OT 84107. EOE

NEWSTALK 

If you don't move around a lot, are happy with what you're working on and want to see your career to the highest extent, we supply the legendary radio station and co-staff comfort you supply warm, adult talent. No calls, No tapes, No pictures, paintings or sculputures are encouraged. Mail to: John Forsythe, Eagle 105/KBCQ, P.O. Box 1603, San Diego, CA 92112. EOE

**BABY BOOMER** PROGRAM DIRECTOR

Top 50 Alternative/AC seeks veteran program director with experience in delivering 25-44 upscale audience. Lifestyle oriented with background with strong sales, leadership skills, extensive music knowledge and marketing and promotions expertise a must. T&R and programming philosophy to Radio & Records, 1930 Century Park West, #845, Los Angeles, CA 90067. EOE

**“BABY BOOMER” PROGRAM DIRECTOR**

Top 50 Alternative/AC seeks veteran program director with experience in delivering 25-44 upscale audience. Lifestyle oriented with background with strong sales, leadership skills, extensive music knowledge and marketing and promotions expertise a must. T&R and programming philosophy to Radio & Records, 1930 Century Park West, #845, Los Angeles, CA 90067. EOE

**POSITIONS SOUGHT**

**SINATRA, COLE, BENNETT & BASE, FITZGERALD, LEE, KLUGH and SCHUUR**

You actually know their first names...

And their songs...

And you'd love to play this stuff on the air...

If you could only find a station that had the guts to let you...

Well...

We're that station!

And we won't even make you risk it in Barry Manilow, Kenny Rogers, or The Denver, The Carpenters or the Four Lads.

We're in A MAJOR CALIFORNIA MARKET.

If you're good enough to play the good stuff...

And you're young enough, warm and you have a really good voice...

Let us know about you.

Send tape and resume to:

Radio & Records

1930 Century Park West

Box #836

Los Angeles, CA 90067

EOE

**MAJOR MARKET PERSONALITY**

Blends music/talk/varieties in a light & entertaining way. Informal, relaxed, topical adult community personality looking for a full-time role.

John (713) 772-3988. EOE

**THRASHER**

Air all day, every day.

Programmer & MD.

Excellent opportunity in a Top 20 CHA.

Excellent background a must.

Great moving opportunity.

Apply to: Ron Perlman, program director.

Box 635, Los Angeles, CA 90067. EOE

**RECOVERING ALCOHOLIC**

Top rated mornings. Now working looking for sidekick role with established morning show. Character voices (male & female) an equal opportunity. Needs company who understands my A.A. commitment. Honesty essential!!

BILI W. (609) 737-1427.

**RECOGNITION**

West Coast radio personality looking for Top 25 evening job in the Los Angeles/Fresno market. Top 100 opportunity or Top 50.

920-566-7788. EOE

**R&R OPPORTUNITIES**

Display Advertising

Display: $40 per inch per week (maximum 35 words per inch). Includes border and page number.

Blind Box: $50 per inch per week (maximum 35 words per inch). Includes border, box number and postage-handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings in this section and the same length are also available to individual's seeking work in the industry under Positions Sought! All other advertising must be purchased.

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.

www.americanradiohistory.com
ARETHA FRANKLIN

"If You Need My Love Tonight" (Arista) 4/5

财政部的报告总值。50%
“CRITICIZE”
BREAKERS.

63/14 68%

URBAN CONTEMPORARY CHART DEBUT 37
ONE OF THE MOST ADDED —
“Hear Say” Album Going Gold In Just Six Short Weeks!

“SHE’S FLY”
BREAKERS.

56 REPORTERS 60%

URBAN CONTEMPORARY CHART DEBUT 40
Exploding Across The Country At Black/Urbam Radio!

THE NEW SMASH SINGLE

“DID I DREAM YOU”

A Love Song You’ll Never Forget Our Next Breaker!

NOW ON 37 REPORTERS — 40%
Produced By James Mtume

E/P/A THE HOTTEST LABEL ON THE STREETS TODAY!
IN THE TRADITION OF GREAT VOCAL STYLISTS

GIORGE PETTUS

MY NIGHT FOR LOVE

BREAKER

THE FIRST
FROM THE FORTHCOMING ALBUM

PRODUCED BY LA LA • EXECUTIVE PRODUCER LOUIL SILAS, JR.
**Top 50 Country**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist/Song</th>
<th>Week</th>
<th>Heavy</th>
<th>Medium</th>
<th>Total</th>
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<tbody>
<tr>
<td>1</td>
<td>JUNIOR MINTER/He Takes Me Home (MCA)</td>
<td>130/9</td>
<td>14</td>
<td>84</td>
<td>100</td>
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<tr>
<td>2</td>
<td>HANK WILLIAMS JR/You're My Home (RCA)</td>
<td>162/0</td>
<td>3</td>
<td>17</td>
<td>31</td>
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<tr>
<td>3</td>
<td>JIMMY RIDDLE/Love Ain't No Use (MTM)</td>
<td>132/20</td>
<td>27</td>
<td>96</td>
<td>62</td>
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<tr>
<td>4</td>
<td>KENNY ROGERS/Crazy (CAPITOL)</td>
<td>130/0</td>
<td>11</td>
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<tr>
<td>5</td>
<td>LEE GREENWOOD/Those Were The Days (MCA)</td>
<td>132/0</td>
<td>36</td>
<td>103</td>
<td>117</td>
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<tr>
<td>6</td>
<td>GEORGE STRAIT/She's The One You Love (MTM)</td>
<td>130/0</td>
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<tr>
<td>7</td>
<td>LINDA CARTER/That's My Story (MCA)</td>
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<td>32</td>
<td>98</td>
<td>28</td>
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<td>8</td>
<td>GEORGE STRAIT/She's The One You Love (MTM)</td>
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<td>61</td>
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<tr>
<td>9</td>
<td>TONY ROBBINS/My Yellow Rose (MCA)</td>
<td>130/0</td>
<td>11</td>
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<td>10</td>
<td>RONNIE MILLER/She's The One You Love (MTM)</td>
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**R&R National Airplay**

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<th>Station</th>
<th>Rank</th>
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<th>Week</th>
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<td>JUNIOR MINTER/He Takes Me Home (MCA)</td>
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<tr>
<td>WQNH</td>
<td>2</td>
<td>HANK WILLIAMS JR/You're My Home (RCA)</td>
<td>162/0</td>
<td>3</td>
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<td>31</td>
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<tr>
<td>WQNH</td>
<td>3</td>
<td>JIMMY RIDDLE/Love Ain't No Use (MTM)</td>
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<td>KENNY ROGERS/Crazy (CAPITOL)</td>
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<tr>
<td>WQNH</td>
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<td>LEE GREENWOOD/Those Were The Days (MCA)</td>
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<td>6</td>
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<td>TONY ROBBINS/My Yellow Rose (MCA)</td>
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</tr>
<tr>
<td>WQNH</td>
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<td>RONNIE MILLER/She's The One You Love (MTM)</td>
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<td>61</td>
<td>26</td>
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**Most Added**

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<tr>
<th>Artist/Song</th>
<th>Week</th>
<th>Heavy</th>
<th>Medium</th>
<th>Total</th>
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<tr>
<td>KENNY ROGERS (56)</td>
<td>130/9</td>
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<tr>
<td>EXILE (33)</td>
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<td>HANK WILLIAMS JR. (32)</td>
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<td>PARTON, ROY ORKSTED, HARRIS (22)</td>
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<td>JUDDS (36)</td>
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<td>13</td>
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<tr>
<td>EDDY RAVEN (96)</td>
<td>132/0</td>
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<td>GLEN CAMPBELL (18)</td>
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<tr>
<td>RANDY TRAVIS (39)</td>
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<td>11</td>
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</table>

**Hottest**

<table>
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<tr>
<th>Artist/Song</th>
<th>Week</th>
<th>Heavy</th>
<th>Medium</th>
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<tr>
<td>EDDY RAVEN (59)</td>
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<td>TANYA TUCKER (27)</td>
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<td>CONWAY TWITTY (52)</td>
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<td>GEORGE STRAIT (16)</td>
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<td>EARL THOMAS CONLEY (50)</td>
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<td>JUDDS (46)</td>
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<td>DESERT ROSE BAND (44)</td>
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<td>FOSTER &amp; LLOYD (39)</td>
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<tr>
<td>RANDY TRAVIS (39)</td>
<td>130/0</td>
<td>11</td>
<td>53</td>
<td>41</td>
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</tbody>
</table>

**New Artists**

1. M. TUCKER...Hangin'... (MERC/PG) | 54/7
2. ROBBIE FLORES/Dirty (Prep) | 48/4
3. SHOOTERS/Sell It To You Today (EMI-CAP) | 47/12
4. RONNIE ROGERS/Good Time (MTM) | 45/10
5. B. MONTANA/Rule 1 (WBB) | 42/2
6. N. GRASS REVIVAL/Who Can I Go To (HAN) | 28/7
7. LIBBY HURLEY/Let Me Get Started (EMI-CAP) | 28/4
8. P. DOLLIN/See You Soon (EMI-CAP) | 14/5
9. SOUTHERN RINGS/He Who Must Be Loved (MCA) | 14/2
10. LANE CAUDEL/Southern Winds (EMI-CAP) | 14/2

**Top WOPAT**

**Susannah**

*From The Album A LITTLE BIT CLOSER*

Produced by Jerry Crutchfield

**Breakers**

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the two following weeks to achieve Breaker status.
NEW & ACTIVE

VINCE GILL “Let’s Do Something” (RCA) 59/3
Rotations: Heavy 1, Medium 3, Light 12, Total Add 14. WYCI, WTVY, WYNN, KWIN, WMUS, WDDD, WUSY, WMUS, WDDD. KRMZ

STEVE EARLE “Sweet Little Sixteen” (MCA) 15/14
Rotations: Heavy 2, Medium 1, Light 14. Total Add 12. WYCI, WTVY, WYNN, KWIN, WMUS, KRMZ. WDDD, WUSY, WDDD. KRMZ

MASON DIXON “Don’t Say No Tonight” (Texas) 14/5
Rotations: Heavy 2, Medium 2, Light 12. Total Add 3. WYCI, WTVY, KWIN, KRMZ. WDDD, WUSY, WDDD. KRMZ

LAKE CAUDELL “Souvenirs” (16th Avenue/Capitol) 14/2
Rotations: Heavy 3, Medium 4, Light 10. Total Add 3. WYCI, WTVY, KWIN, KRMZ. WDDD, WUSY, WDDD. KRMZ

KATHY MATEA “Goin’ Gone” (Morgan/PolyGram) 12/12
Rotations: Heavy 2, Medium 3, Light 12. Total Add 12. WYCI, WTVY, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

DAVE ALVIN “Every Night About This Time” (Epic) 11/0
Rotations: Heavy 2, Medium 2, Light 9. Total Add 0. WYCI, WTVY. KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

MERLE HAGGARD & WILLIE NELSON “I I Could Only Fly” (Epic) 11/6
Rotations: Heavy 2, Medium 2, Light 18. Total Add 0. WYCI, WTVY, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

GLEN HANK “Finishing Touches” (MCA) 9/4
Rotations: Heavy 2, Medium 2, Light 18. Total Add 0. WYCI, WTVY, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

SIGNSIFICANT ACTION

RONNIE ROGERS “Good Timin’ Shoes” (MTM) 45/10
Rotations: Heavy 4, Medium 2, Light 34. Total Add 21. WYCI, WTVY, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

LIBBY HURLEY “Don’t Get Me Started” (MTM) 5/7
Rotations: Heavy 2, Medium 2, Light 18. Total Add 14. WYCI, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

O’KANE’S “Just Lovin’ You” (Columbia) 16/14
Rotations: Heavy 2, Medium 2, Light 14. Total Add 14. WYCI, WTVY, KWIN, WMUS, WDDD, WUSY, WDDD. KRMZ

THE BIGGEST HIT YET... FROM COUNTRY'S BEST SELLING NEW GROUP

“Somewhere Tonight”

From The Self-Titled Debut Album
Produced By Paul Warley
## R&R National Airplay

### Adult Contemporary

<table>
<thead>
<tr>
<th>Breakers</th>
<th>Most Added</th>
<th>Hottest</th>
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</thead>
<tbody>
<tr>
<td><strong>BETCHA SAY THAT (Epib)</strong></td>
<td><strong>BANANARAMA</strong></td>
<td><strong>FLEETWOOD MAC</strong></td>
</tr>
<tr>
<td><strong>57% of our reportors on it. Rotations:</strong> Heavy 5, Medium 27, Light 18, Total Adds 12 including KEZV, WKGW, WXTC, 3M, KWAV, KWFPM, WEIM, WTNY. Moves 29-20 on the AC chart.</td>
<td><strong>WARNER &amp; KASHIF</strong></td>
<td><strong>ABC (48)</strong></td>
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<tr>
<td></td>
<td><strong>Gplementary</strong></td>
<td><strong>KENN G (44)</strong></td>
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<tr>
<td><strong>NEW &amp; ACTIVE</strong></td>
<td><strong>GROOVIN' HIGH</strong></td>
<td><strong>CARLIE SIMON (25)</strong></td>
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<tr>
<td><strong>RAY PARKER JR.</strong></td>
<td><strong>SIMEON</strong></td>
<td><strong>SWING OUT SISTER (20)</strong></td>
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<tr>
<td><strong>I Don't Think That Man Should Sleep Alone</strong> (GetBack) 41/0</td>
<td><strong>RETOUR</strong></td>
<td><strong>WILL HENDERSON (13)</strong></td>
</tr>
<tr>
<td><strong>PHYLLIS HYMAN</strong></td>
<td><strong>SIEVAH GARRETT</strong></td>
<td><strong>EVA MARIE (12)</strong></td>
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<td><strong>Medium including WJLT, WMNY, WBDU, WDKX, WJCL, WEGX, WCHV, WJBR, WAMX, WMON, WZBB, KCBS, KFTV, KFMB, KSHE, WSSG, WZBB</strong></td>
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<td><strong>EVA MARIE (10)</strong></td>
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<tr>
<td><strong>STEVE WINWOOD</strong></td>
<td><strong>MOOGY</strong></td>
<td><strong>SHIRLEY SIMON (8)</strong></td>
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<tr>
<td><strong>Vicar</strong> (Inlaid/WB) 28/17</td>
<td><strong>ADDAMS</strong></td>
<td><strong>LUAHLEE (8)</strong></td>
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<td><strong>Rotations:</strong> Heavy 5, Medium 101, Light 79, Total Adds 15, WKEQ, WJTC, WTTM, WJLT, WKGM, WQOK, WCHV, WJDR, WDCX, WJCL, WWDY, WZBB, KSHE, KFMB, KFTV, WSSG, WZBB. Medium including WJLT, WMNY, WBDU, WDKX, WJCL, WEGX, WCHV, WJBR, WAMX, WMON, WZBB, KCBS, KFTV, KFMB, KSHE, WSSG, WZBB.</td>
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<td><strong>BRUCE SPRINGSTEEN</strong></td>
<td><strong>CARRIE McDOUGALL</strong></td>
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<td><strong>JOE FERGUS</strong></td>
<td><strong>CARLIE SIMON (5)</strong></td>
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<td><strong>SIOUXSIE &amp; THE BANSHEES</strong></td>
<td><strong>SWING OUT SISTER (3)</strong></td>
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<td><strong>STEVE WINWOOD</strong></td>
<td><strong>GIRL WITH A MOTTO</strong></td>
<td><strong>WILL HENDERSON (3)</strong></td>
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<td><strong>Vicar</strong> (Inlaid/WB) 28/17</td>
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<td><strong>EMILY SANDERSON</strong></td>
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<td><strong>Rotations:</strong> Heavy 5, Medium 101, Light 79, Total Adds 15, WKEQ, WJTC, WTTM, WJLT, WKGM, WQOK, WCHV, WJDR, WDCX, WJCL, WWDY, WZBB, KSHE, KFMB, KFTV, WSSG, WZBB. Medium including WJLT, WMNY, WBDU, WDKX, WJCL, WEGX, WCHV, WJBR, WAMX, WMON, WZBB, KCBS, KFTV, KFMB, KSHE, WSSG, WZBB.</td>
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<td><strong>CARRIE McDOUGALL (3)</strong></td>
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<td><strong>CARRIE McDOUGALL</strong></td>
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<td></td>
<td><strong>BARBARA STANWAY</strong></td>
<td><strong>MARGARET (2)</strong></td>
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<tr>
<td><strong>RAY PARKER JR.</strong></td>
<td><strong>VALENTINE</strong></td>
<td><strong>SOPHIA WIGGINS</strong></td>
</tr>
<tr>
<td><strong>I Don't Think That Man Should Sleep Alone</strong> (GetBack) 41/0</td>
<td><strong>ADDAMS</strong></td>
<td><strong>JESSIKA (1)</strong></td>
</tr>
<tr>
<td><strong>PHYLLIS HYMAN</strong></td>
<td></td>
<td><strong>BOURGESI TAGI</strong></td>
</tr>
<tr>
<td><strong>Medium including WJLT, WMNY, WBDU, WDKX, WJCL, WEGX, WCHV, WJBR, WAMX, WMON, WZBB, KCBS, KFTV, KFMB, KSHE, WSSG, WZBB</strong></td>
<td><strong>ROTATIONS:</strong> Heavy 5, Medium 101, Light 79, Total Adds 15, WKEQ, WJTC, WTTM, WJLT, WKGM, WQOK, WCHV, WJDR, WDCX, WJCL, WWDY, WZBB, KSHE, KFMB, KFTV, WSSG, WZBB. Medium including WJLT, WMNY, WBDU, WDKX, WJCL, WEGX, WCHV, WJBR, WAMX, WMON, WZBB, KCBS, KFTV, KFMB, KSHE, WSSG, WZBB.</td>
<td><strong>DARSEY</strong></td>
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### Rotation Breakouts

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<tr>
<td><strong>2 ABC</strong></td>
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<tr>
<td><strong>3 KENNY G &amp; LENNY WILLIAMS</strong></td>
<td>84/1</td>
<td>67</td>
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<td><strong>4 CUTTING CREW</strong></td>
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<tr>
<td><strong>5 DAN FOGELBERG</strong></td>
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<td>63</td>
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<td>4</td>
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<tr>
<td><strong>6 CARLY SIMON</strong></td>
<td>81/0</td>
<td>57</td>
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<tr>
<td><strong>7 SWING OUT SISTER</strong></td>
<td>81/3</td>
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<tr>
<td><strong>8 RED SPEEDWAY</strong></td>
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<tr>
<td><strong>9 AL JARREAU</strong></td>
<td>77/4</td>
<td>24</td>
<td>44</td>
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<tr>
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<td><strong>11 HEZ LEWIS &amp; THE NEWS</strong></td>
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<td><strong>15 CARS</strong></td>
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<td><strong>16 ANITA BAKER</strong></td>
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<tr>
<td><strong>18 BRUCE SPRINGSTEEN</strong></td>
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<tr>
<td><strong>19 MICHAEL BOLTON</strong></td>
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<td><strong>20 MARY KHAN</strong></td>
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<tr>
<td><strong>21 SMOKY ROBINSON</strong></td>
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<td><strong>23 RICHARD CARPENTER</strong></td>
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<td><strong>24 DIONNE WARWICK &amp; KASHIF</strong></td>
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<td>9</td>
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<td><strong>25 FORCE MD'S</strong></td>
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<tr>
<td><strong>26 SIMPLY RED</strong></td>
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<tr>
<td><strong>27 GLORIA ESTEFAN &amp; MIAMI SOUND MACHINE</strong></td>
<td>50/12</td>
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<td>18</td>
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<tr>
<td><strong>28 KOOL &amp; THE GANG</strong></td>
<td>48/25</td>
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<tr>
<td><strong>29 MILLIONS LIKE US</strong></td>
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<tr>
<td><strong>30 RAY PARKER JR.</strong></td>
<td>41/0</td>
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<td><strong>30 DONNA SUMMER</strong></td>
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### Significant Action

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<th>Artists</th>
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<tbody>
<tr>
<td><strong>BRUCE SPRINGSTEEN</strong></td>
<td>26 KOOL &amp; THE GANG (25)</td>
<td><strong>BROUGHERS TAG</strong></td>
</tr>
<tr>
<td></td>
<td><strong>WARNER &amp; KASHIF</strong></td>
<td><strong>CARRIE McDOUGALL</strong></td>
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<tr>
<td></td>
<td><strong>ELTON JOHN</strong></td>
<td><strong>JERRY BRIGGS</strong></td>
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<tr>
<td></td>
<td><strong>STEVE WINWOOD</strong></td>
<td><strong>DAN FOGELBERG</strong></td>
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<tr>
<td></td>
<td><strong>3M</strong></td>
<td><strong>CARLY SIMON</strong></td>
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<td></td>
<td><strong>BROUGHERS TAG</strong></td>
<td><strong>SWING OUT SISTER</strong></td>
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<td></td>
<td><strong>MIKE DOUGAL</strong></td>
<td><strong>WILL HENDERSON</strong></td>
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<td></td>
<td><strong>REO CARLY</strong></td>
<td><strong>CARLIE SIMON</strong></td>
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<td><strong>JUANITA ROSS</strong></td>
<td><strong>JESSIKA</strong></td>
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<td><strong>CUTTING CREW</strong></td>
<td><strong>BOURGESI TAGI</strong></td>
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<td><strong>MIAMI SOUND MACHINE</strong></td>
<td><strong>LOUISE DOMINIQUE</strong></td>
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<td><strong>YVETTE BARKER</strong></td>
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### New Artists

<table>
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<tr>
<td><strong>GLENN JONES</strong></td>
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<tr>
<td><strong>TAJA SEVELLE</strong></td>
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<td><strong>ALJARREAU</strong></td>
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<tr>
<td><strong>FULLER BAY</strong></td>
</tr>
<tr>
<td><strong>GLENNA MARTIN</strong></td>
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<tr>
<td><strong>MARILYN JONES</strong></td>
</tr>
<tr>
<td><strong>LISA LISA</strong></td>
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**Note:** All new artists are those who have not previously been reported as a Breaker or by reporting stations.
### EAST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Artist(s)</th>
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<tbody>
<tr>
<td>New York</td>
<td>WABC</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
<tr>
<td>Miami</td>
<td>WMAF</td>
<td>REO Speedwagon, Michael Bolton, Bruce Springsteen</td>
</tr>
<tr>
<td>Washington D.C.</td>
<td>WMFS</td>
<td>Michael Jackson, Anita Baker, Elton John</td>
</tr>
</tbody>
</table>

### SOUTH

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Dallas</td>
<td>KJKZ</td>
<td>REO Speedwagon, Michael Bolton, Bruce Springsteen</td>
</tr>
<tr>
<td>Houston</td>
<td>KLLI</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
<tr>
<td>Miami</td>
<td>WQBA</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
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<tr>
<td>Orlando</td>
<td>WKFL</td>
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### MIDWEST

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<tr>
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<td>WMFS</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
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<tr>
<td>St. Louis</td>
<td>KSL</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
<tr>
<td>Detroit</td>
<td>WABC</td>
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### WEST

<table>
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<tr>
<td>Los Angeles</td>
<td>KZON</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KFOG</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
<tr>
<td>Seattle</td>
<td>KJR</td>
<td>Whitney Houston, Fleetwood Mac, John Jarvis, Kane</td>
</tr>
</tbody>
</table>

For more information, visit: www.americanradiohistory.com
People, people
Can you hear the sound
From every village and every town

“SHOWDOWN AT BIG SKY” ROBBIE ROBERTSON

The long-awaited CD pro in your hands now

Produced by Daniel Lanois and Robbie Robertson  Executive Producer: Gary Gersh  Associate Producer and Engineer: Jim Scott  Mixed by Bob Clearmountain  Management: Nick Wechsler
NEW ARTISTS

1 BODEANS/Outside Looking In (Slash/Reprise).....97
2 J. DAVIS & JUNCTION/Kick The Wall (QMI Music/MCA).....94
3 BRANDOS/Honor Among Thieves (Relativity).....93
4 NORTHERN PIKES/Big Blue Sky (Virgin).....82
5 BOURGEOIS TAGG/No No (Island).....61
6 ECHO & THE BUNNYMEN/Echo & The Bunnymen (Sire/WB).....30
7 SILENT RUNNING/Stay On The Run (Atlantic).....23
8 GUADALCANAL DIARIES/7 (Elektra).....20
9 MARC JORDAN/Out Of This World (A&M).....16
10 LIONS & GHOSTS/Velvet Kiss (MCA-Manhattan).....15

Tracks

1 BODEANS/Only Love (Slash/Reprise).....96
2 J. DAVIS & JUNCTION/Kick The Wall (QMI Music/MCA).....94
3 BRANDOS/Get Your Love (Capitol).....92
4 NORTHERN PIKES/Things That I Do For Money (Virgin).....81
5 NEW ORLEANS RADIATORS/Like Dreamers Do (Ep).....62
6 BOURGEOIS TAGG/Don't Mind At All (Island).....61
7 MSG/Gimme Your Love (Capitol).....57
8 GREAT WHITE/Red Light Light (Capitol).....49
9 MASON RUFFNER/Red Hot Lover (CBS Associated).....48
10 PAUL CARRACK/Don't Shed A Tear (Chrysalis).....37

New Artists are those who have never had an AOR Break. Tracks with asterisks are from albums which have already been Breakers and thus no longer eligible among the albums listed.

ALREADY ON:

Already On:

WXTQ KPEZ
WGFM WFYV
KBCO WIMZ
KGB KRXI
KOME WIXY
WDHA WKGR
CHEZ KDQS
WEZM WMAD
WAGY KMOD
KLBX KICT

And More!

Already On:

MCA RECORDS

“HOLLYWOOD HILLS”

BEAT FARMERS

“THE PURSUIT OF HAPPINESS”

REPORTS

166 REPORTS

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<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Album</th>
<th>From</th>
<th>To</th>
<th>Peak</th>
<th>Power</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>2</td>
<td>Bruce Springsteen</td>
<td>Brilliant Disguise (Columbia)</td>
<td>108/109</td>
<td>107-3</td>
<td>25</td>
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<td>2</td>
<td>Pink Floyd</td>
<td>Learning To Fly (Columbia)</td>
<td>107/108</td>
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<td>24</td>
<td>100</td>
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<td>1</td>
<td>3</td>
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<td>Love Will Find A Way (Atco)</td>
<td>106/107</td>
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<td>R.E.M.</td>
<td>The One I Love (IRS/MCA)</td>
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<td>Animal/Mercury (PG)</td>
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<td>Dude (Looks Like A Lady) (Geffen)</td>
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<td>Force Ten (Mercury/PG)</td>
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<td>Hard Times For An Honest... (Mercury/PG)</td>
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<td>Truckin’ Man (MCA)</td>
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<td>91/92</td>
<td>107-2</td>
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<td>Get Your Love (Capitol)</td>
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<td>2</td>
<td>31</td>
<td>3</td>
<td>Queen</td>
<td>A Night at the Opera (A&amp;M)</td>
<td>89/90</td>
<td>107-2</td>
<td>4</td>
<td>20</td>
<td>17</td>
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<tr>
<td>2</td>
<td>35</td>
<td>4</td>
<td>KISS</td>
<td>Crazy Nights (Mercury/PG)</td>
<td>88/89</td>
<td>107-2</td>
<td>3</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>36</td>
<td>5</td>
<td>Brandos</td>
<td>Get Your Love (Capitol)</td>
<td>87/88</td>
<td>107-2</td>
<td>2</td>
<td>20</td>
<td>15</td>
</tr>
</tbody>
</table>

From the Album

THE PURSUIT OF HAPPINESS

63% of our reporters on it.

63% of our reporters on it.
### AOR ALBUMS

#### October 2, 1987

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>&quot;Eagles Fly&quot;</td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>&quot;Little America&quot;</td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>&quot;Steel&quot;</td>
<td>Fleetwood Mac</td>
<td>Warner Brothers</td>
</tr>
<tr>
<td>&quot;In The Dark&quot;</td>
<td>The Grateful Dead</td>
<td>Warner Brothers</td>
</tr>
<tr>
<td>&quot;Lonesome Jubilee&quot;</td>
<td>George Jones</td>
<td>MCA</td>
</tr>
<tr>
<td>&quot;Strap&quot;</td>
<td>Jethro Tull</td>
<td>EMI America</td>
</tr>
<tr>
<td>&quot;Hourglass&quot;</td>
<td>Weather Report</td>
<td>Warner Brothers</td>
</tr>
<tr>
<td>&quot;Loverboy&quot;</td>
<td>Loverboy</td>
<td>Capitol</td>
</tr>
<tr>
<td>&quot;Ride&quot;</td>
<td>Loverboy</td>
<td>Capitol</td>
</tr>
<tr>
<td>&quot;Girl&quot;</td>
<td>Jethro Tull</td>
<td>EMI America</td>
</tr>
<tr>
<td>&quot;I'll Be Your Man&quot;</td>
<td>Eddie Money</td>
<td>Epic</td>
</tr>
<tr>
<td>&quot;When the Rain Begins to Fall&quot;</td>
<td>Pink Floyd</td>
<td>Reprise</td>
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<tr>
<td>&quot;Don't Let the Sun Go Down On Me&quot;</td>
<td>Elton John</td>
<td>Atco</td>
</tr>
<tr>
<td>&quot;I Will Follow You&quot;</td>
<td>Van Morrison</td>
<td>Columbia</td>
</tr>
<tr>
<td>&quot;Underwater&quot;</td>
<td>Queen</td>
<td>EMI America</td>
</tr>
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---

### SAMMY HAGAR

#### Breakers

**NEW & ACTIVE**

- **MASON RUFNER** "Gypsy Blood" (CBS Associated) 48/4 (50/10)
- **SAMMY HAGAR** "Eagles Fly" Tracks Chart Debut 47
- **BARRY MANILOW** "I'll Be There" 33/1 (69/13)
- **MOTHER'S HEADED FOR ANYTHING"** 87-4 (99/50)

**Breakers**

- **YES** "Big Generator (Atco)" 94% of our reporters on it.

---

### SAMMY HAGAR

#### "Eagles Fly"

Tracks Chart Debut 47

**Flying High At 66 AORs And Breaker Bound!**

---

### R&R’S NATIONAL AIRPLAY

#### 166 REPORTS

<table>
<thead>
<tr>
<th>Report/Adds</th>
<th>Power</th>
<th>Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Learning&quot; (157) &quot;Slip&quot; (125) &quot;Turning&quot; (59)</td>
<td>159/-0</td>
<td>75+ 149+ 10-</td>
</tr>
<tr>
<td>&quot;Hard&quot; (126) &quot;Paper&quot; (81) &quot;Bomb&quot; (66)</td>
<td>157/-0</td>
<td>48- 140- 16+</td>
</tr>
<tr>
<td>&quot;Love&quot; (153) &quot;Rhythm&quot; (92) &quot;Generator&quot; (28)</td>
<td>156/7</td>
<td>58 137 17</td>
</tr>
<tr>
<td>&quot;Strap&quot; (139) &quot;Girl&quot; (84) &quot;Double&quot; (25)</td>
<td>163+3</td>
<td>29- 126- 35+</td>
</tr>
<tr>
<td>&quot;Time&quot; (134) &quot;Force&quot; (120) &quot;Lock&quot; (19)</td>
<td>150/-1</td>
<td>24- 109- 36-</td>
</tr>
<tr>
<td>&quot;Dude&quot; (126) &quot;Flag&quot; (120) &quot;Jury&quot; (7)</td>
<td>145/-0</td>
<td>80+ 116- 27-</td>
</tr>
<tr>
<td>&quot;One&quot; (158) &quot;End&quot; (13) &quot;Finest&quot; (5)</td>
<td>158/-0</td>
<td>104+ 126- 32+</td>
</tr>
<tr>
<td>&quot;Throwaway&quot; (104) &quot;Work&quot; (81) &quot;Say&quot; (26)</td>
<td>157/-0</td>
<td>16+ 84- 70-</td>
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<tr>
<td>&quot;Animal&quot; (133) &quot;Hysteria&quot; (58) &quot;Exoticable&quot; (18)</td>
<td>137/-0</td>
<td>180- 108- 27-</td>
</tr>
<tr>
<td>&quot;Steel&quot; (135) &quot;Farm&quot; (67) &quot;Jump&quot; (12)</td>
<td>152/7</td>
<td>5+ 63+ 82-</td>
</tr>
<tr>
<td>&quot;Love&quot; (126) &quot;Here&quot; (17) &quot;Bad&quot; (2)</td>
<td>134/-1</td>
<td>29- 96- 36-</td>
</tr>
<tr>
<td>&quot;Tuck&quot; (134) &quot;Georgia&quot; (8) &quot;Simple&quot; (6)</td>
<td>137/4</td>
<td>6+ 54+ 81-</td>
</tr>
<tr>
<td>&quot;Ballet&quot; (127) &quot;Karla&quot; (5) &quot;Johnny B&quot; (4)</td>
<td>129/-3</td>
<td>10+ 62+ 56-</td>
</tr>
<tr>
<td>&quot;Hell&quot; (69) &quot;West&quot; (35) &quot;Push&quot; (25)</td>
<td>98/-3</td>
<td>12- 48- 42-</td>
</tr>
<tr>
<td>&quot;Why&quot; (135)</td>
<td>135/-2</td>
<td>3- 47+ 80-</td>
</tr>
<tr>
<td>&quot;Boys&quot; (136) &quot;Don't&quot; (2) &quot;Night&quot; (1)</td>
<td>137+/5</td>
<td>6+ 35+ 97-</td>
</tr>
<tr>
<td>&quot;Ghost&quot; (107) &quot;Candy&quot; (3) &quot;Price&quot; (1)</td>
<td>108/-0</td>
<td>4- 45- 57-</td>
</tr>
<tr>
<td>&quot;Crazy&quot; (130) &quot;Electric&quot; (4) &quot;Kingdom&quot; (4)</td>
<td>131+3</td>
<td>1- 26- 57-</td>
</tr>
<tr>
<td>&quot;Hourglass&quot; (108) &quot;Prisoner&quot; (4) &quot;53-5397&quot; (4)</td>
<td>110/+8</td>
<td>7+ 40+ 59-</td>
</tr>
<tr>
<td>&quot;Should've&quot; (14) &quot;Mercy&quot; (4) &quot;Don't&quot; (2)</td>
<td>78/-0</td>
<td>16- 52- 22-</td>
</tr>
<tr>
<td>&quot;Follow&quot; (101) &quot;Heard&quot; (2) &quot;Spinning&quot; (2)</td>
<td>104/-1</td>
<td>2- 25- 67-</td>
</tr>
<tr>
<td>&quot;Eagles&quot; (66) &quot;Returning&quot; (30) &quot;Give&quot; (3)</td>
<td>87/-9</td>
<td>5- 24- 59-</td>
</tr>
<tr>
<td>&quot;Wait&quot; (58) &quot;Who&quot; (16) &quot;Girl&quot; (9)</td>
<td>81/7</td>
<td>9- 27+ 50-</td>
</tr>
<tr>
<td>&quot;Crazy&quot; (96) &quot;Reason&quot; (3) &quot;No&quot; (1)</td>
<td>97/6</td>
<td>3- 13+ 62+</td>
</tr>
<tr>
<td>&quot;Where&quot; (48) &quot;Country&quot; (9) &quot;Bueller&quot; (4)</td>
<td>57/-1</td>
<td>11- 40- 15-</td>
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<tr>
<td>&quot;Lies&quot; (68) &quot;Everywhere&quot; (2) &quot;Wonders&quot; (1)</td>
<td>68/7</td>
<td>11+ 43- 23-</td>
</tr>
<tr>
<td>&quot;Only&quot; (96) &quot;Lonely&quot; (1) &quot;Bad&quot; (1)</td>
<td>97/-4</td>
<td>20- 12+ 63-</td>
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<tr>
<td>&quot;Gettysburg&quot; (92) &quot;Nothing&quot; (1)</td>
<td>93/-4</td>
<td>1- 11+ 63-</td>
</tr>
<tr>
<td>&quot;Make&quot; (84) &quot;Place&quot; (2) &quot;Magazine&quot; (2)</td>
<td>88/25</td>
<td>0 17 61</td>
</tr>
<tr>
<td>&quot;Come On&quot; (73) &quot;La Bamba&quot; (1) &quot;Frame&quot; (1)</td>
<td>73/+3</td>
<td>12- 17- 52+</td>
</tr>
<tr>
<td>&quot;Kick&quot; (94) &quot;Shoe&quot; (1) &quot;Rockin&quot; (1)</td>
<td>94/+4</td>
<td>0- 5+ 52+</td>
</tr>
<tr>
<td>&quot;Light&quot; (49) &quot;Rock&quot; (27) &quot;Never&quot; (1)</td>
<td>74/-3</td>
<td>4- 10+ 40-</td>
</tr>
<tr>
<td>&quot;Things&quot; (62) &quot;Jackie F&quot; (2) &quot;Hound&quot; (1)</td>
<td>82/+2</td>
<td>81- 11+ 50+</td>
</tr>
<tr>
<td>&quot;Notorious&quot; (55) &quot;Love&quot; (11) &quot;Walkin&quot; (3)</td>
<td>66/-2</td>
<td>2- 19- 36-</td>
</tr>
<tr>
<td>&quot;Small&quot; (73) &quot;Bed&quot; (3) &quot;Ride&quot; (1)</td>
<td>77+/-6</td>
<td>0- 6+ 52-</td>
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<tr>
<td>&quot;Something&quot; (38) &quot;Stand&quot; (3) &quot;Power&quot; (2)</td>
<td>41/-1</td>
<td>5- 24- 14-</td>
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<tr>
<td>&quot;Don't&quot; (61) &quot;Pencil&quot; (2) &quot;15&quot; (1)</td>
<td>61/-0</td>
<td>30 5 41</td>
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<tr>
<td>&quot;Been&quot; (40)</td>
<td>40/-0</td>
<td>7- 23- 17-</td>
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<tr>
<td>&quot;Bangin&quot; (55) &quot;Surrender&quot; (3) &quot;Since&quot; (2)</td>
<td>58/-0</td>
<td>0- 8- 35-</td>
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<tr>
<td>&quot;Hollywood&quot; (35) &quot;Light&quot; (8) &quot;Make&quot; (2)</td>
<td>43/-8</td>
<td>2- 5+ 26-</td>
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### "Bang Your Head"

**LOLITA POP**  
**From the LP**  
**Lolita Pop**  
**Produced by**  
**Stefan Glaumann**  

<table>
<thead>
<tr>
<th>AOR New &amp; Active At...</th>
<th>WXRT</th>
<th>WIZN</th>
<th>KBCO</th>
<th>KATP</th>
<th>KROQ</th>
<th>KRNA</th>
<th>WDIR</th>
<th>KQWB</th>
<th>WTAS</th>
<th>WMXY</th>
<th>KZEL</th>
<th>KZOQ</th>
<th>WHFS</th>
<th>KTYD</th>
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### "The Things I Do For Money"

**NORTHERN PIKES**  
**From the LP**  
**Big Blue Sky**  
**Produced by**  
**Rick Hutt and Fraser Hill**  

<table>
<thead>
<tr>
<th>On Over 80 AORS, including...</th>
<th>WLIR</th>
<th>WXHT</th>
<th>WNEW</th>
<th>WQFM</th>
<th>WHY</th>
<th>KQRS</th>
<th>KTXQ</th>
<th>KBCO</th>
<th>KZEW</th>
<th>KLOS</th>
<th>WGTR</th>
<th>9IX</th>
<th>WNOE</th>
<th>KGB</th>
<th>WYNF</th>
<th>KBRQ</th>
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</table>
BODEANS "Only Love" (Slash/Reprise) 96/24 (72/9) Add including WKC, KUSS, KYTS, WPXG, WBBQ, WDR, WAZQ, WMRH. Heavy 12 including WRT, WVII, WDVE. WDVE: Includes KM: Medium 53 including WCNN, WLVQ, WVII, WJOI, WMRH. WMRH: Medium 52 including WKC, KUSS, KYTS, WPXG, WBBQ.

CRITICS "Crazy Nights" (Mercury/PolyGram) 96/5 (31/3) Add including WJKO, WBAM, WPM, KROQ, KBKS, KXNO, KATP, KQDS, WLIR, WTPA, WBRU, WLNZ, WFNS, WFNX, WSHE. Medium 9 including WTPA, WQFM, WRQK.

JIMMY DAVIS & JUNCTION "Kick the Wall" (OMI Music/MCA) 94/27 (71/18) Add including WOLX, WXRT, KFXR, KNOX, WOR, WAKQ, KQDS, WLAV, KFMQ.

BOURgeois TAGG (Cherry Bomb) (Mercury/PolyGram) 86/9 (57/7) Add including WMOR, WFBQ, WAZQ, WMRH. Heavy 5 including WJBQ, KFMO, WXRT, WAZQ, WMRH.

"Rhythm Of Love" (Atlantic) 92/0 (2/2) Add including WMOR, WFBQ, WAZQ, WMRH. Medium 5 including WJBQ, KFMO, WXRT, WAZQ, WMRH.

ROGER HODDON "You Make Me Love You" (A&M) 84/22 (63/9) Add including WWMV, WFTS, WDVE, WRYG, WKNX, WORQ, WMAD, WMMX.

NORTHEAST "Things That Make Money" (Virgin) 81/12 (99/11) Add including WJNJ, WBAM, WSHE, WQFM, WQRF, KROQ, KATP, WMAD, WMMX.

CRUSADES "Small Town Rejoice" (Time/Life) 73/0 (13/9) Add including WBCN, KXFL, KBRB, WFTQ, WMAD.

STEVE WINuyển "Vie Lời" (Island) 71/53 (33/33) Add including WMMR, WQFM, WRQK, KCAL, KBRB, KBMC, KNX, KBCO, KGON.

JETHRO TULL "Far Cry" (Atlantic) 73/55 (48/19) Add including WCLB, WBBR, WYCM, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

SAMMY HAGAR "Eagles Fly" (Island) 81/155 (15/15) Add including WHJY, WJNY, WJWJ, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

Bourgeois Tagg "I Don't Mind At All" (Island) 81/30 (31/31) Add including WMMR, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

PINK FLOYD "On The Turning Away" (Columbia) 59/5 (57/11) Add including WBAM, WQFM, WRQK.

DEF LEPPARD "Hysteria" (Mercury/PolyGram) 58/4 (54/0) Add including WJNN, WJNY, WJWJ, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

PINK FLOYD "The Dog's On Fire" (Columbia) 47/5 (44/4) Add including WMMR, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

SAQA "Only Time Will Tell" (Atlantic) 39/12 (27/16) Add including WMOR, WFBQ, WAZQ, WMRH.

Great White "Red Red Love" (Capitol) 49/13 (36/19) Add including WQFM, WRQK, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

BEAT FARMERS "Hollywood Hills" (Curb/MCA) 35/10 (26/11) Add including WMOR, WFBQ, WAZQ, KQDS, WLAV, KFMQ, KATP, Heavy 2 including KQDS.

Michael Bolton "Gina" (Columbia) 30/12 (18/18) Add including WMOR, WFBQ, WAZQ, KQDS, WLAV, KFMQ, KATP, Heavy 2 including KQDS.

Paul Carrack "Don't Shed A Tear" (Chrysalis) 37/34 (3/1) Add including WQFM, WRQK, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

Tommy Shaw "No Such Thing" (Atlantic) 33/5 (8/8) Add including WQFM, WRQK, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

JOE EATON & GOLD "Emotion" (Island) 30/11 (18/4) Add including WMOR, WFBQ, WAZQ, KQDS, WLAV, KFMQ, KATP, Heavy 2 including KQDS.

"Big Generator" (Atlantic) 28/27 (2/2) Add including WMOR, WFBQ, WAZQ, KQDS, WLAV, KFMQ, KATP, Heavy 2 including KQDS.

New & Active

Most Added

Pink Floyd (75)
Van Morrison "Pumpkin Champions Compote" (Mercury/PolyGram) 15/9 (3/9) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON. Heavy 3 including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

Lions & Ghosts "Velvet Kiss, Lick Of The Lime" (EMI-Manhattan) 15/14 (11/7) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

Paul Carrack "Don't Shed A Tear" (Chrysalis) 37/34 (3/1) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

Alex Van Halen "Mean Streak" (Atlantic) 33/33 (0/0) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

New & Active

Great White "Red Red Love" (Capitol) 49/13 (36/19) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.

Bourgeois Tagg "I Don't Mind At All" (Island) 81/30 (31/31) Add including WMMR, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

Pink Floyd "On The Turning Away" (Columbia) 59/5 (57/11) Add including WBAM, WQFM, WRQK.

Def Leppard "Hysteria" (Mercury/PolyGram) 58/4 (54/0) Add including WJNN, WJNY, WJWJ, WQFM, WRQK, KCAL, KBMC, KNX, KBCO, KGON.

Paul Carrack "Don't Shed A Tear" (Chrysalis) 37/34 (3/1) Add including WQFM, WQRF, KCAL, KBMC, KNX, KBCO, KGON.
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 album are reported in both heavy and medium rotation, 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 — Other tracks from that album are in those rotations (medium or light).

An artist’s name with no abbreviations means all tracks in the listed rotation.

A "frozen" list indicates that a current report was not received, and all tracks in the rotation are included in the database.

PARALLEL ONE — 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-market competitor(s) are assigned a lower parallel.

EAST

PARALLEL ONE

WKBWBuffalo (716) 585-1053
WLLW-LTVale (716) 585-1053
WHEW-Syracuse (315) 962-4116

WCMC/Raleigh (919) 831-2255
WCNC/Monroe (704) 321-2255

WTOP/DC (202) 879-2982

PCN/Richmond (804) 743-1212

WFSU/Fort Myers (239) 754-3900

WNEP/Scranton (570) 344-1900

WBAB/Long Island (516) 484-0200

WYSP/Pittsburgh (412) 937-1461

WPXN/Detroit (313) 736-1466

WCHR/Hartford (860) 258-2000

WOCU/Vienna (515) 727-0803

WMZQ/Tampa (813) 228-6090

WRIR/Richmond (804) 225-1214

WQAM/Miami (305) 858-2700

WFRF/Milwaukee (414) 341-0100

WRQY/Newark (973) 742-1515

WPTL/Pompano Beach (954) 655-1090

WJHO/Nashville (615) 296-2300

WAVC/Ames (515) 232-1055

WBOB/Orlando (407) 829-1440

WATT/Atlanta (404) 627-5300

WZXL/Albany (518) 884-0311

WPLJ/New Haven (203) 297-0701

WYNY/St. Louis (314) 320-6755

WTRK/San Diego (619) 683-1009

WOOD/Grand Rapids (616) 458-1100

WYCA/Concord (603) 366-1100

WKNR/Jacksonville (904) 656-1500

WRNO/New Orleans (504) 980-1000

WJTL/Dayton (937) 593-1000

WRVR/Rochester (716) 383-2600

WQKX/Minneapolis (612) 781-0050

WJQU/Atlantic City (609) 395-1050

WLVY/Youngstown (330) 746-1065

WGVY/Green Bay (414) 267-8200

WCMU/Marquette (906) 227-1050

WCHM/Ann Arbor (734) 769-2050

WUSK/Dayton (937) 593-1000

WIAI/Indianapolis (317) 631-1000

WJJQ/Baton Rouge (225) 389-1100

WARQ/Ft. Lauderdale (954) 536-1500

WQAM/Seattle (206) 557-1000

WKOX/The Woodlands (713) 264-1100

WQRE/Dayton (937) 593-1000

WCLT/Lexington (859) 232-1055

W246/Chattanooga (423) 522-1050

WMSV/Memphis (901) 761-1000

W247/Ashland (606) 327-1050

WJXQ/Grand Rapids (616) 243-1050

KIOL/Dallas (214) 706-8899

WFMF/Flint (810) 765-1050

WRUN/Runnemede, N.J. (609) 896-1050

WJWJ/Newark (973) 395-1050

WQKX/Hartford (860) 258-1055

WBDW/Dayton (937) 593-1050

WTJ-T-Youngstown (330) 746-1050

WRVA/Richmond (804) 225-1050

WTOI/Columbus (614) 299-4445

WQWH/Phila (215) 481-0100

Continued on next page

SOUTH

PARALLEL ONE

WXL/Santa Ana (714) 545-5550

WFRF/Milwaukee (414) 341-0100

WZLX/Portland (503) 687-0800

WMHO/Cleveland (216) 963-1050

WTVW/SWAB (608) 569-1050

WRRL/Dayton (937) 593-1050

WHTE/Dayton (937) 593-1050

WJZ/Cleveland (216) 963-1050

WJWM/Milwaukee (414) 305-1050

WJTL/Dayton (937) 593-1050

W246/Chattanooga (423) 522-1050

WQKX/Hartford (860) 258-1055

W247/Ashland (606) 327-1050

WJXQ/Grand Rapids (616) 243-1050

KIOL/Dallas (214) 706-8899

WFMF/Flint (810) 765-1050

WRUN/Runnemede, N.J. (609) 896-1050

WJWJ/Newark (973) 395-1050

WQKX/Hartford (860) 258-1050

WBDW/Dayton (937) 593-1050

WTJ-T-Youngstown (330) 746-1050

WRVA/Richmond (804) 225-1050

WTOI/Columbus (614) 299-4445

WQWH/Phila (215) 481-0100

Continued on next page
REGIONAL AOR ACTIVITY

MIDWEST (continued)

KFMZ-Columbia (914) 576-2020
PD: Craig McFadden
STR: Jeff Layne
GM: Mike Poland
MD: Russ Phillips

KNAC/Cedar Rapids (319) 361-9300
PD: Mark Weigel
STR: Tim Lunn
GM: John St. John
MD: Roger Hodgson

WMUS/Springfield, IL (217) 725-8711
PD: Brian Zenger
STR: Darrin Long
GM: Jeff and Amanda Engison
MD: John Bradley

JOHN COUGAR MELLEN (M)

BUBH (M)

BRUCE SPRINGSTEEN

RICHARD M. JAGGER

CUTTING CREW

KROQ/Los Angeles (310) 897-0900
PD: Charles Nardis
STR: Kevin Kline
GM: Neal Sheehan
MD: Ken Sheehan

KROK/ Denver (303) 893-6000
PD: Dave Rowley
STR: Todd Patti
GM: Steve Davidson
MD: Ken McCall

KDDQ/San Francisco (415) 660-5454
PD: Jerry Ippolito
STR: Bill Anderson
GM: Steve Butterworth
MD: Mike Finucane

PARALLEL THREE

KZQI/Kansas City (816) 431-9230
PD: Wayne Hauser
STR: Paul Kelliher
GM: Janice Hauser
MD: Bob Wilmont

KZZZ/Minneapolis (612) 728-0000
PD: Jim Weigel
STR: John Haggard
GM: Mike O’Connell
MD: Tom Anderson

PARALLEL TWO

KZAU/Kansas City (816) 431-9230
PD: Wayne Hauser
STR: Paul Kelliher
GM: Janice Hauser
MD: Bob Wilmont

KZQI/Kansas City (816) 431-9230
PD: Wayne Hauser
STR: Paul Kelliher
GM: Janice Hauser
MD: Bob Wilmont

KZZZ/Minneapolis (612) 728-0000
PD: Jim Weigel
STR: John Haggard
GM: Mike O’Connell
MD: Tom Anderson

Three stations reported a frozen list:
CHOM/Montreal
WTR/Atlanta
WMGM/Atlantic City

WMGM/Atlantic City

No longer an AOR reporter.
# CHR ADDS & HOTS

**Most Added**
- Aerosmith
- Sting
- Belinda Carlisle
- Laura Branigan
- Icehouse
- Kool & The Gang

**Breakouts**
- Samantha Fox
- Aerosmith
- Del Lord
- Taylor Dane
- Men Without Hats
- Fisk Faye

### EAST

<table>
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<tr>
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<th>City</th>
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<td>CHR</td>
<td>Columbus</td>
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<td>64-2</td>
<td>WZMX</td>
<td>CHR</td>
<td>Dayton</td>
<td>OH</td>
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<td>64-3</td>
<td>WWCE</td>
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<td>64-4</td>
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<td>76-2</td>
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<td>CHR</td>
<td>Raleigh</td>
<td>NC</td>
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<td>76-3</td>
<td>WZMX</td>
<td>CHR</td>
<td>Greensboro</td>
<td>NC</td>
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<tr>
<td>76-4</td>
<td>WZMX</td>
<td>CHR</td>
<td>Winston-Salem</td>
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<td>76-5</td>
<td>WZMX</td>
<td>CHR</td>
<td>Hickory</td>
<td>NC</td>
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</table>

---

### Hottest
- **PRINCE**
- **DEBBIE GIBSON**
- **MADONNA**

### Other
- **BILLY IDOL**
- **LEVERT**
- **WHITESNAKE**

---

### Notes
-![Image of radio stations and music artists](image-url)

---

**Briefs**

- **Stars of The Week**:
  - Aerosmith
  - Sting
  - Belinda Carlisle
  - Laura Branigan
  - Icehouse
  - Kool & The Gang

---

**New Artists & Chart Summary Page**

**New RnB/Airplay Page**

---

**Weekly Reportings**

- **Radio & Records**
  - WCCB/Greenville
  - WZMX/Fort Lauderdale

---

**Next Week's Report**

- **WKGX/Houston**
  - **KTST/Dallas**

---

**Notable Additions**

- New *Airplay* radio singles reported by 12 of 109 chart reporters. **add** indicates singles dropped in the Top 40. **add** indicates singles added to the Top 40. **add** indicates singles added to the Top 40.

---

**Chart Rankings**

- **Chris Brown**: 3
- **50 Cent**: 2
- **Snoop Dogg**: 1

---

**Additional Information**

- The following stations added to the weekly chart for the first time:
  - **KBDO/KBILE**
  - **K2DF/KDBO**

---

**Full Chart Analysis**

- Available on the website for detailed analysis.

---

**Contact Information**

- American Radio History
  - **Website**: [www.americanradiohistory.com](http://www.americanradiohistory.com)
  - **Email**: contact@americanradiohistory.com

---

**Legal Disclaimer**

- All information is subject to change without notice. Please visit the website for the most up-to-date information.
### PARALLELS

Please note, frozen playlists are indicated with an "R" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

**Parallel 1 Reporters:** Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, or 1 million or more.

**P1-A Reporters:** Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHRs.

**Parallel 2 Reporters:** Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

**Parallel 3 Reporters:** Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

### 233 REPORTS

#### AEROSMITH

**Dude Looks Like A Lady:** (Atlantic) 
LP Permanent Vacation 
**Regional** Total Reports 61 748 Parallel Total Reports 22 239

#### MICHAEL BOLTON

**That's What Love Is All About:** (Columbia) 
**Regional** Total Reports 98 419 Parallel Total Reports 23 234

#### BON Jovi

**Edge Of A Broken Heart:** (Loudon) 
**Regional** Total Reports 70 366 Parallel Total Reports 40 259

#### GLEN BURRITON

**Follow You:** (A&M) 
**Regional** Total Reports 51 724 Parallel Total Reports 18 231

#### BELINDA CARLILE

**Heaven Is A Place On Earth:** (MCA) 
**Regional** Total Reports 197 646 Parallel Total Reports 33 292

#### NATALIE COLE

**Jump Start:** (Manhattan) 
**Regional** Total Reports 189 818 Parallel Total Reports 14 96

---

**Continued On Next Column**
G. ESTATAN & MIAMI SOUND... "Beat's Say That" (Capitol) LP: Lot II Loose Total Reports 159 998

EXPOSE "Let Me Be The One (Anita)" LP: Exposure Total Reports 210 908

FLEETWOOD MAC "Little Lies" (Warner Bros) LP: Tango In The Night Total Reports 218 998

HEART "Who's To Blame You Run To (Capitol) LP: Bad Animals Total Reports 115 918

KNOX "I Write the Songs" (Columbia) LP: Time Goes By Total Reports 166 858

GREAT WHITE "Rock Me (Capitol)" LP: Once Is Never Total Reports 59 798

HOOTERS "Samantha (Columbia) LP: One Way Home Total Reports 66 788
**PARALLELS**

<table>
<thead>
<tr>
<th>WILLY IDOL</th>
<th>Money Money (Chrysalis)</th>
<th>Total Reports: 212 (9%)</th>
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<td>18</td>
<td><strong>PAR</strong></td>
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<td>Summary</td>
<td>Pos.</td>
</tr>
<tr>
<td>National</td>
<td>Summary</td>
<td>Pos.</td>
</tr>
<tr>
<td><strong>SPOAN</strong></td>
<td>6-15 29 22 22</td>
<td><strong>EAGLE</strong></td>
</tr>
<tr>
<td><strong>EX</strong></td>
<td>74</td>
<td><strong>COBRA</strong></td>
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<tr>
<td><strong>PPL</strong></td>
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<td><strong>REBEL</strong></td>
</tr>
<tr>
<td><strong>95</strong></td>
<td>60</td>
<td><strong>MIGHTY</strong></td>
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<tr>
<td><strong>EAT</strong></td>
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<td><strong>SLADE</strong></td>
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<tr>
<td><strong>LONDON</strong></td>
<td>43</td>
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<tr>
<td><strong>107</strong></td>
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<thead>
<tr>
<th>MICK JAGGER</th>
<th>Let's Work (Columbia)</th>
<th>Total Reports: 142 (6%)</th>
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<tr>
<td>National</td>
<td>Summary</td>
<td>Pos.</td>
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<td>43</td>
<td><strong>CREDENZ</strong></td>
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<tr>
<td><strong>107</strong></td>
<td>Total: 22 27 60 6 4</td>
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<table>
<thead>
<tr>
<th>LEE LISA AND CULT JAM</th>
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<td>Pos.</td>
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<tr>
<td>National</td>
<td>Summary</td>
<td>Pos.</td>
</tr>
<tr>
<td><strong>SPOAN</strong></td>
<td>6-15 29 22 22</td>
<td><strong>EAGLE</strong></td>
</tr>
<tr>
<td><strong>EX</strong></td>
<td>74</td>
<td><strong>COBRA</strong></td>
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<td><strong>PPL</strong></td>
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<tr>
<td><strong>EAT</strong></td>
<td>11</td>
<td><strong>SLADE</strong></td>
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<tr>
<td><strong>LONDON</strong></td>
<td>43</td>
<td><strong>CREDENZ</strong></td>
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<tr>
<td><strong>107</strong></td>
<td>Total: 50 104 64 214</td>
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<td>Pos.</td>
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<tr>
<td>National</td>
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<td>Pos.</td>
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<td>43</td>
<td><strong>CREDENZ</strong></td>
</tr>
<tr>
<td><strong>107</strong></td>
<td>Total: 62 57 13</td>
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<table>
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<th>MADONNA</th>
<th>Causing A Commotion (Sire/WW)</th>
<th>Total Reports: 228 (9%)</th>
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<td><strong>PAR</strong></td>
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<td>Pos.</td>
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<tr>
<td>National</td>
<td>Summary</td>
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<td><strong>SPOAN</strong></td>
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<td><strong>CREDENZ</strong></td>
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<td><strong>107</strong></td>
<td>Total: 53 109 64 226</td>
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**October 2, 1987 R&R**

**LOVERS**

**PARALLELS**

---

**WILLIE IDOL**

**MICK JAGGER**

**LISA LISA AND CULT JAM**

**LOVERBOY**

**MADONNA**

---

**October 2, 1987 R&R**

---

**WILLIE IDOL**

**MICK JAGGER**

**LISA LISA AND CULT JAM**

**LOVERBOY**

**MADONNA**

---

**October 2, 1987 R&R**

---
### PARALLELS

**SIGNIFICANT ACTION**

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<tr>
<td>Kool &amp; the Gang</td>
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<td>Mercury/PolyGram</td>
<td>LP/12''</td>
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<tr>
<td>Whitney Houston</td>
<td>Learning to Fly</td>
<td>Columbia</td>
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<tr>
<td>Pink Floyd</td>
<td>A Whiter Shade of Pale</td>
<td>Epic</td>
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<tr>
<td>Simon F</td>
<td>America/Runaway</td>
<td>Reprise/Livingstone</td>
<td>LP/12''</td>
</tr>
<tr>
<td>John Waite</td>
<td>Don't Leave Any Drop</td>
<td>EMI-Manhattan</td>
<td>LP/12''</td>
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<tr>
<td>Stephanie Mills</td>
<td>You're a Winner</td>
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<td>LP/12''</td>
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<td>Men Without Hats</td>
<td>Play Guesse The World</td>
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<td>LP/12''</td>
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<tr>
<td>Whitesnake</td>
<td>Don't Let Me Be Misled</td>
<td>EMI-Manhattan</td>
<td>LP/12''</td>
</tr>
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**CHART SUMMARY**

### CONTEMPORARY HIT RADIO

**EUROPE**
- *Treasure* (Epic)
- *LISAA Line in Eton* (Columbia)
- *Prince* by *The Pop*
- *Kodak* by *A&M* Records
- *MIKE JACKSON* by *Soul* (Epic)
- *HEART* by *EMI-Manhattan* (Epic)
- *JUICE SPRINTER* by *EMI-Manhattan* (Epic)
- *SMOKE RUNNER* by *EMI-Manhattan* (Epic)
- *Kenny Dorch* by *EMI-Manhattan* (Epic)
- *DIE SPITZENGLIEDER* by *EMI-Manhattan* (Epic)
- *MEYER* by *EMI-Manhattan* (Epic)
- *THE COCKTAIL* by *EMI-Manhattan* (Epic)
- *GOO GOO DOLLS* by *EMI-Manhattan* (Epic)

**NEW ARTISTS**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Label</th>
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<tr>
<td>Whitesnake</td>
<td>Don't Let Me Be Misled</td>
<td>EMI-Manhattan</td>
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### P1-A CHR Playlists

On Page 84 for music from America’s leading-edge CHRs.
BILL MEDLEY & JENNIFER WARNES
(I've Had) The Time Of My Life (RCA)

TIMOTHY B. SCHMITT
"Boys Night Out" (RCA)

MICHAEL JACKSON
"The Girl Is Mine" (Motown/R&B)

NOEL "Silent Morning" (Atlantic/Island)

TIMOTHY B. SCHMITT
"One More Night" (Elektra)

JOEY JORDAN
"Lost Love" (MCA)

JOEY JORDAN
"The Door Is Opened" (MCA)

JOEY JORDAN
"Is This It" (MCA)

ADMINISTRATION SERVICES
"Brand New Day" (MCA)

JEREMY DAVIS
"Now That You're Gone" (Sire/Warner Bros.)

JERRY HADLEY
"Don't Let Me Be Lonesome" (Sire/Warner Bros.)

MICHAEL JACKSON
"Night Train" (Motown/R&B)

DANIELLO "I Can't Fight It" (Mercury/Polygram)

BRUCE SPRINGSTEEN
"The Rising" (Columbia)

MARK BIEBER
"Leaving On A Jet Plane" (Columbia)

GREGG ALLMAN/ALBERT COLLINS
"One More Monday" (Columbia)

GENETIC THREAT
"Live Like There's No Tomorrow" (Columbia)

BEVERLY GILES
"(I Just) Died In Your Arms" (Columbia)

JAY BURRITO/JIM DOUGLAS
"(I Never Promised You A) Rose Garden" (Columbia)

THE ROLLING STONES
"Brown Sugar" (Rolling Stones)

RALPH LAUREN
"Love Takes Time" (Columbia)

WILLIAM SHATNER
"Let It Be" (Columbia)

JULIE ANDREWS
"Harmony" (Columbia)

THURSDAY" "Let Her Be" (Columbia)

SANDRA IRVING
"(I've Had) The Time Of My Life" (Columbia)

TWINS" "The Hole In My Life" (Columbia)

JIMMY PARSONS
"(I've Had) The Time Of My Life" (Columbia)

EVA LINGO
"(I've Had) The Time Of My Life" (Columbia)

JOHN DEAN
"(I've Had) The Time Of My Life" (Columbia)

BARRY MANILOW
"(I've Had) The Time Of My Life" (Columbia)

JOY DENISON
"(I've Had) The Time Of My Life" (Columbia)

ROBERT KEITH
"(I've Had) The Time Of My Life" (Columbia)

TONY BURCH
"(I've Had) The Time Of My Life" (Columbia)

JOHN MCDANIELS
"(I've Had) The Time Of My Life" (Columbia)

COUNTRY MUSIC
"(I've Had) The Time Of My Life" (Columbia)

MENSA
"(I've Had) The Time Of My Life" (Columbia)

WILLIAM A. RUSSELL
"(I've Had) The Time Of My Life" (Columbia)

BILLY JOE CRAWFORD
"(I've Had) The Time Of My Life" (Columbia)

DALE "(I've Had) The Time Of My Life" (Columbia)

JASPER "(I've Had) The Time Of My Life" (Columbia)

LINDA WILLIAMS "(I've Had) The Time Of My Life" (Columbia)

...
RESERVATIONS FOR TWO
THE TABLE'S
SET.

The tasty second course
and follow-up to the top 10 hit, "Love Power."
From Dionne's outstanding new album, Reservations For Two.
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