

INSIDE:

AC TOPS FALL BIRCH;
GOLD, COUNTRY GAIN

R&R's exclusive *Format Performance Index*, our quick read on national format trends, reveals AC as the surprising winner in the fall '90 Birch survey, aided by CHR's 21-share tumble. Country and Gold posted impressive increases.

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NAACP BULLISH ON DAB

The NAACP formally entered the ongoing digital audio broadcasting debate this week, urging the FCC to license 15,000 commercial DAB stations. The civil rights group claims the new technology could help "solve the persistent problem of gross underrepresentation of minority-owned stations."

Page 8



DON'T BE CRULLER

Behold these two fine American disc jockeys celebrating the birth of a king. All the gory details in Street Talk, along with:

- Stern stuff
- Pirate prognostications
- Peaceful pursuits.

Page 30

INS AND OUTS OF
DATABASE MARKETING

Continual computer advancements have put database marketing within reach of just about any station looking for a proven way to gather and manipulate information about its listeners.

Page 17

BOOSTING PRODUCTION

Veteran production whiz **Mitch Faulkner's** production primer includes advice on how to put together a happenin' studio without going broke, and where to find the right person to crank out those critical spots and promos.

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R&R
RADIO & RECORDSJudge To Cincy Rocker:
Mind Your Z's And Q's

WZRQ-WKRQ War Boils Over Into Court Action

An Ohio court has ordered Z-Rock affiliate WZRQ/Cincinnati to cease broadcasting its call letters, but Reams Broadcasting officials are defying the court order on grounds that compliance would violate FCC rules and could force the station out of business.

The legal action came last Friday (1/11) after a crosstown competitor, Great American Broadcasting CHR WKRQ/Cincinnati, complained in a lawsuit that it was being damaged because the similarity in call signs and formats was con-

fusing the listening public and advertisers.

Hamilton County Court of Common Pleas judge William Morrissey has signed an unusual ex parte temporary restraining order prohibiting Reams "from broadcasting the words 'WZRQ,' 'Q,' or anything remotely or deceptively similar thereto" until a hearing on February 25.

The judge refused to lift the injunction after an emergency hearing Monday (1/14), despite Reams's pleas that legal papers were served in Toledo only 15 minutes before the Cincinnati hearing was scheduled, and that the court order forces the station to risk losing its broadcast license for violating FCC station ID rules. Reams attorneys are now preparing an appeal while the station continues to broadcast.

"As Led Zeppelin would say, I am dazed and confused," commented Reams Exec. VP Peter Cavanaugh. "In theory, I could be in criminal contempt of court, I guess. But no one's broached the issue, and it didn't come up during Monday's hearing."

WZRQ/See Page 28

Lambert Rises
To Sr. VP
At Atco

Craig Lambert

Atco VP/Promotion Craig Lambert has been elevated to Sr. VP/Promotion. He will continue to report to VP/GM Harry Palmer.

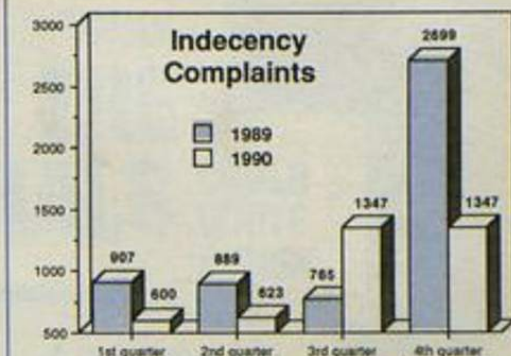
"Craig has been one of the cornerstones of the 'new Atco,'" stated Palmer. "After starting here a little over two years ago, Craig immediately put together one of the best promotion teams in our industry. With that team, he's consistently taken every one of our records to radio and to the marketplace with commitment, drive, focus, and unbounded energy, resulting in unparalleled success for our label."

LAMBERT/See Page 26

Fee, Utz Upped To VP/
GM At Group W AORs

As expected, Group W has upped WNEW-FM/New York Station Manager Ted Utz to VP/GM. Concurrently, the company has elevated WMMR/Philadelphia Station Manager Chuck Fee to VP/GM. The promotions are primarily titular in nature, as both Utz and Fee have been handling GM duties at their respective AORs for quite a while.

Group W Regional VP Mike Craven remarked, "Ted and Chuck have exhibited the management qualities and lead-



Indecency Grips Off In '90

Despite a surge of gripes in the second half of the year, indecency complaints to the FCC were down 26% in 1990 from 1989.

The FCC received 3917 complaints about radio and TV last year, down 1343 from '89. While Commission staffers couldn't explain the increase of complaints in second-half 1990, Enforcement Division Chief Charles Kelley speculated more disgruntled citizens were moved to lodge complaints as the FCC's willingness to fine broadcasters became known.

Source: FCC Mass Media Bureau, Enforcement Division. Figures represent indecency complaints for both radio and TV and include everything from letters bemoaning the overall state of broadcast morality to carefully documented complaints about specific stations. Not included are letters received as part of organized anti-indecency write-in campaigns.

Eckstine, Bone Assume
Mercury Co-Presidency

Ed Eckstine

Veteran industry executives Ed Eckstine and Mike Bone have been appointed Co-Presidents at Mercury Records. The pair will report to PolyGram In-



Mike Bone

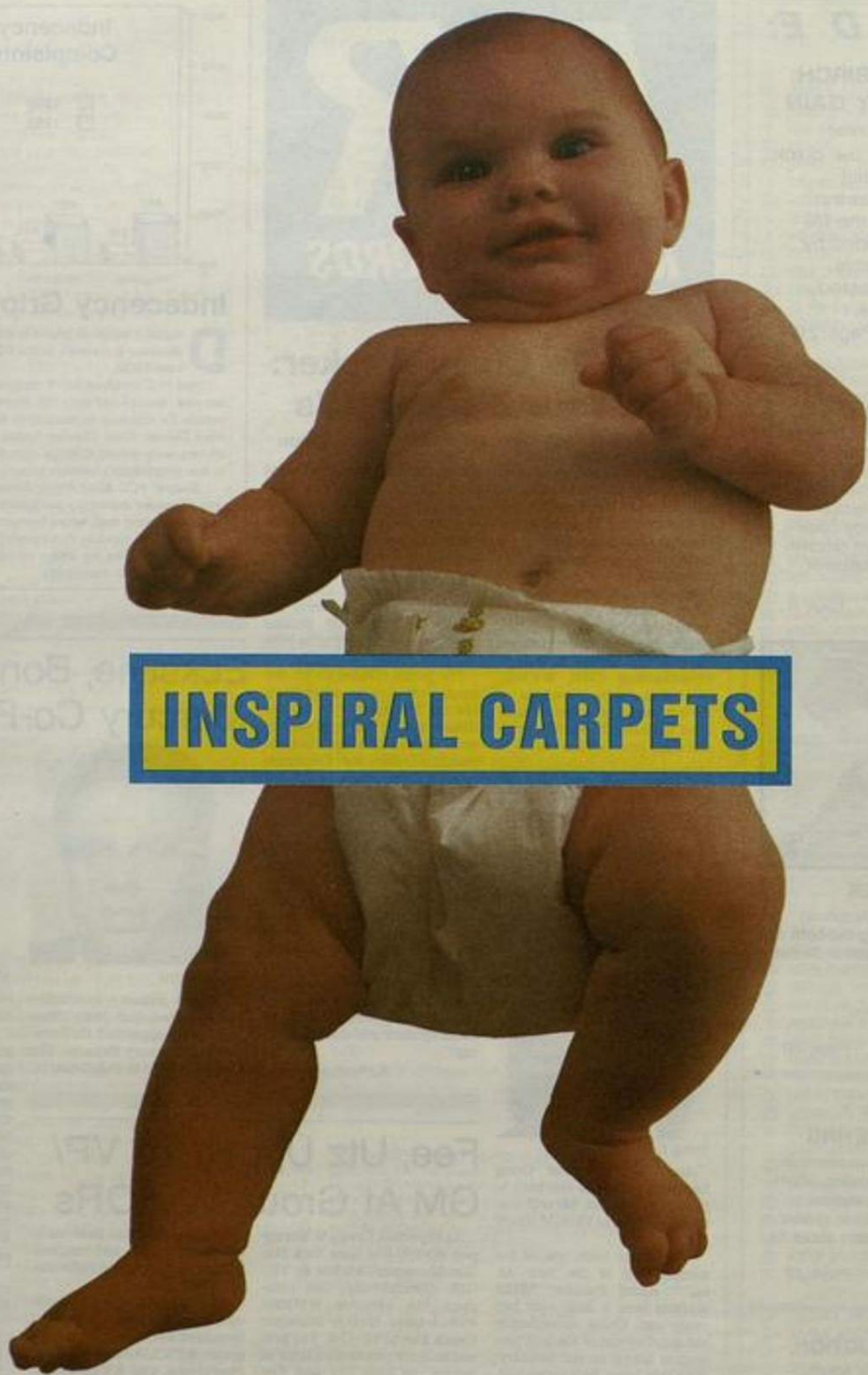
ternational President/CEO Alain Levy.

"Mercury Records is a crown jewel in the PolyGram label family in terms of its rich history, existing artist roster, and strong international repertoire through its Phonogram affiliation," remarked Levy. "One of its strategic missions is to become a major force in the black music area, in addition to its current strengths in the hard rock, pop, and country arenas. With Mike and Ed working in each of their respective areas... I feel confident that Mercury will be setting standards for the industry."

MERCURY/See Page 26

R&R Observes
King Day

In observance of Martin Luther King Jr. Day, R&R's offices in L.A., Washington, and Nashville will be closed Monday (1/21).



INSPIRAL CARPETS

"ONLY
THE
INSPIRALS COULD
WRITE
SONGS
LIKE

'THIS
IS
HOW
IT
FEELS'

NO ONE ELSE
COMES CLOSE"

inspiral



carpets

THIS
IS
HOW
IT
FEELS:
THE
SINGLE

NME



WHAT IS URBAN DANCE SQUAD?

**A) A CUTTING EDGE GROUP THAT NOT ONLY SETS NEW TRENDS,
IT CREATES THEM**

B) IT'S HAPPENING EVERYWHERE!

**Z100 New York
WPLJ New York
WZOU Boston
B94 Pittsburgh
KKBQ Houston
WPRO Providence**

**KRBE Houston
KPLZ Seattle
PWR 99 Atlanta
Q106 San Diego
WFLZ Tampa
Q105 Tampa**

**C) IT'S IN BUZZ BIN ON MTV, BEING PLAYED AN AVERAGE
OF 5X A DAY**

D) IT'S SELLING EVERYWHERE!

**The album Mental Floss For The Globe is over 250,000,
with one day sales on Monday, January 14th, of 53,000
units alone!**

E) IT'S REACTING EVERYWHERE!

**"It sounded very different at first
but now it's a natural pop song that
performed. It's got a great groove,
and gets requests with teens and
adults. It's a smashi!"
PAUL CANNON, PRO-FM/PROVIDENCE**

**"'Deeper Shade of Soul' has been
Top 10 requests for six weeks in a
row. Singles sales have exploded in
Atlanta!"
RICK STACY, LEE CHESTNUT,
PWR99/ATLANTA**

F) IT'S BACKED BY ARISTA'S TOTAL COMMITMENT

**"DEEPER SHADE OF SOUL"
THE NEW SINGLE FROM URBAN DANCE SQUAD
THE BREAKTHROUGH STORY OF 1990/91 CONTINUES!**

Benjamin Now WHFS PD

Robert Benjamin, APD/MD at Infinity Classic Rock WXRK (K-ROCK)/New York, has been named PD at Duchossois progressive AOR WHFS/Washington-Baltimore. He succeeds Tom Calderone, who took the PD job at WDRE/Long Island.

"Robert's from this area and has been pitching this job for quite a while, so we've known about him for some time," remarked WHFS VP/GM Alan Hay. "He's got the passion for the music and the guts and knowledge to get the job done."

"I got involved in radio because some day I wanted to program a station like WHFS in a place like Washington," Benjamin told R&R. "The station has tremendous potential in two great cities."

Benjamin joined WXRK as its 10pm-2am personality in 1986 and was upped to APD/MD the following year. Prior to coming to New York, he was an air talent at California AORs KOMA/San Jose and KFMB/Chico.

The station has no plans to hire an OM to work with Benjamin.

WYAY & WYAI Up Mason-Dixon To PD

In the wake of WYAY & WYAI/Atlanta Station Manager Bill Wise's boost to GM last week, afternoon personality George Mason-Dixon has been promoted to PD of the FM Country combo. Mason-Dixon, who'll now be on-air 10am-2pm, replaces PD Dave Foster, who'd had a 9am-noon airshift. Concurrently, MD/middayer Dixie Lee has been upped to APD and will move to 2-6pm.

Mason-Dixon told R&R, "Working with Bill Wise is going to be very exciting. The station has done

a lot of great things, but we're not done yet."

From 1975-85, when WYAY was AC WWLT/Gainesville, Mason-Dixon held a variety of positions, including PD. He remained as air talent when NewCity bought the station, moved it to Atlanta, and flipped it to Country six years ago.

Other changes at the Y's: NSM Jamie Sloan has exited, the morning show has been extended from 5:30-9am to 5:30-10am, and night jock Ashley has been replaced by parttimer Alison West.

McMurray New KMGC GM

DiBello GSM At KMGC; Corbett GSM At WNCI

Pending FCC approval of KMGC/Dallas's transfer from Shamrock to Nationwide, WNCI/Columbus GSM Chris McMurray has been named GM at KMGC. Joe DiBello will serve as KMGC GSM, while back at WNCI, LSM Katie Corbett has moved up to GSM.

Nationwide VP/Radio Mickey Franko told R&R, "Chris had been with WNCI for seven years in the sales department. She left to become Sales Manager for Warner Communications locally, and returned to us in 1986 as LSM. We promoted her to GSM the following year, and now it's time for her to run a major station of her own. She's done an outstanding job for us. Her energy level is so high, she'd make coffee nervous."

"Katie is without question the best person to spearhead our WNCI sales efforts. All of this hinges, of course, on our taking over KMGC, which we expect to do in the first quarter."

WB Boosts Butler To VP



Larry Butler

Warner Bros. vet Larry Butler has been elevated to VP/Artist Relations from National Artist Relations Manager, a post he's held since 1986.

Butler's Warner Bros. tenure began in 1979, when he was named Artist Development Manager for the college market. His music business experience includes a number of road managing stints; he's also performed as a keyboardist.

"Larry's reputation for reliability, ingenuity, and pure professionalism have made him something of a legend in the artist relations field," commented label Sr. VP/Artist Relations Carl Scott.

Kazda VP/GM At KTCJ & KTCZ

Parker Communications VP/Operations Ron Kazda has been named VP/GM at the company's Minneapolis Jazz/AOR combo KTCJ & KTCZ. Mike Boen has exited after four years.

Owner John Parker said the change came about because of "those proverbial philosophical differences. Mike did a fine job for us, but at this point it was best we go our separate ways. Ron has done a superb job for us on a corporate level and will be an excellent manager."

Kazda is a 35-year industry vet whose primary experience has been in radio sales and engineering. He joined Parker in 1986 as Corporate Technical Director and was elevated to VP/Operations three years ago. This is his first permanent GM post.



David Allen

Allen Named KBSG PD

Oldies consultant David Allen has been tapped to replace Jim Lamarea as PD of Viacom Gold KBSG/Seattle.

VP/GM Bruce Raven-Stark commented, "David brings to the table not only format expertise, but the ability to nurture our air personalities into a dynamic force in the market."

Allen told R&R, "The fall ratings show this station really came on strong. Prior to my arrival, the station made some musical adjustments and became more aggressive in marketing. Our key on-air line is 'Fun Oldies.' The music is naturally fun, and now it's a matter of getting the staffers to sound as if they're having fun. I'll work with the announcers to provide that element."

Allen previously programmed Transtar's Oldies/Specials Division, and was PD at KAMJ (now KMXX)/Phoenix and KXKL/Denver.

Elektra Taps Schnur As VP/AOR



Steve Schnur

Chrysalis Records VP/Album, Alternative, and Video Promotion Steve Schnur has returned to Elektra Entertainment as VP/Album Promotion.

"I take great pleasure in welcoming Steve back to the Elektra family," remarked Sr. VP/Promotion Rick Alden. "Steve has developed the savvy, expertise, and flair that make for effective and penetrating promotion."

Noted Schnur, "The integrity and credibility of the music that comes from Elektra — due to [Chairman] Bob Krasnow, guided by [Sr. VP/GM] Brad Hunt, and promoted by the best there is — Rick Alden — made it an easy decision for me to come back."

Schnur entered the music industry as a programming assistant for MTV in 1983. He first joined Elektra in 1985 at the label's New York promotion office, and moved to Chrysalis in 1989.

JANUARY 18, 1991

WHEN YOU'RE ALONE

Watching a direct competitor change formats is usually cause for celebration. But being the lone gun presents its own set of challenges, as KDWB-FM/Minneapolis is learning.

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NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS	BACK PAGE

R&R is published weekly, except the week of December 25th. Subscriptions are available for \$255.00 per year in the United States or \$695.00 overnight delivery (U.S. only), \$275.00 in Canada and Mexico, and \$475.00 overseas (U.S. funds only) from Radio & Records, Inc., at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are provided based on the actual value of issues received prior to cancellation. No refund for postage rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Playlist/30, Parallel, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1991. POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

WDGY PD duBois Adds KEY Duties

WDGY/Minneapolis PD Jim duBois has been named PD for Malrite sister station Country KEYE. He replaces Lee Rogers, who left to program WQIK-AM & FM/Jacksonville in November. DuBois will continue as PD of News/Talk/Sports WDGX.

WDGY & KEYE VP/GM Mick Anselmo commented, "Jim has proven himself a consummate team player with a clear vision for the stations' futures. His long association with Twin Cities radio gives him a strong understanding of the marketplace and competitive environment."

DuBois, a Minneapolis native, joined WDGX in 1981 and has worked as a personality, an AE, and a reporter in his 17-year broadcast career. He was named WDGX PD in April 1990.

Sledge Takes KMLE PD Gig

WFOX/Atlanta APD/midday personality Alan Sledge has been named PD at Shamrock co-owned Country KMLE/Phoenix. He succeeds Bob Glasco, who's joined Rusty Walker & Associates as a consultant.

KMLE VP/GM J.D. Freeman told R&R, "We're extremely pleased to be able to promote from within the company. Alan demonstrated his ability to achieve success in Atlanta, and we look forward to his experience and enthusiasm helping us in this arena."

Sledge, a 17-year radio vet, joined WFOX three-and-a-half years ago following programming positions in Denver and Spokane. This is his first Country PD gig, though he's previously worked on-air at Country outlets.

Chrysalis/Cooltempo Taps Dixon Nat'l Dir.



Robin Dixon

Former R&R Asst. UC Editor Robin Dixon has joined Chrysalis/Cooltempo as National Director/Black Music Promotion.

Ed Strickland, VP/Black Music at the newly expanded label, noted, "Having spent five years at Radio & Records, Robin is a well-respected and focused individual. She's energetic, goal-oriented, and

DIXON/See Page 24



David Barrett

Barrett First Deputy GM For Hearst Broadcasting

The Hearst Corporation has promoted WBAL (AM) & WIYY-FM & WBAL-TV/Baltimore GM David Barrett to the newly created post of Deputy GM of Broadcasting. Although Barrett assumes the New York-based duties immediately, he will remain in Baltimore until a replacement is named.

Hearst Broadcasting GM John Conomikes commented, "Dave Barrett's diversified broadcasting experience, mature business judgment, and the leadership he has shown in every assignment make him ideally suited for this important position."

Barrett joined Hearst in 1984 as GM of WBAL (AM) and WIYY. The following year he was named GM of Hearst Radio. He became GM of the company's WBAL division in late 1989. Prior to Hearst, Barrett held various management posts with Doubleday Broadcasting, including Exec. VP, VP/GM of KWK-AM & FM/St. Louis, and VP/GM of WAVA/Washington. He's also managed radio stations in Canada.

Hearst Broadcasting owns six radio stations — WBAL & WIYY/Baltimore, WTAE & WHTX/Pittsburgh, and WISN & WLTQ/Milwaukee — and six television stations.

WHTQ Names Steel To PD Post

WIOT/Toledo PD Jim Steel has been named PD at TK Communications AOR WHTQ/Orlando. He succeeds Ken Carson, who exited six weeks ago. WIOT immediately upped Lynn Casye to succeed Steel.

TK VP/AOR Brian Krysz told R&R, "I wanted somebody who was successful, aggressive, intelligent, and not afraid to roll the dice. Hands down, he was the guy."

Steel has spent his entire seven-and-a-half year professional radio career at WIOT, where he once served as station mascot. He was promoted to PD in 1988.

"I've gone about as far as I can go here," explained Steel. "It was sort of like time knocking on the door and saying, 'You're 28, single, and you and your dog can go to Orlando and do your best.'"

Wilson Returns To KCMO As PD

Former KCMO/Kansas City APD Brian Wilson has rejoined the Gannett Radio News/Talk outlet as PD. He replaces Mike Shanin, who resigned earlier this month.

"Brian's experience here and the experience he gained back East make him the right man at the right time for this job," said KCMO President/GM Don Trout.

Wilson's just finished a five-month stint as Station Manager of WSPR/Springfield, MA. Before that, he spent six years with KCMO, rising from Special Events Coordinator to APD. He said, "This station has been through some changes — I've worked for three owners in six years. The challenge is to bring some stability and consistency; I think I can do that, because I know this market and this station. I know where the skeletons are hidden."

Lee Does The Write Thing



Entertainment hyphenate Spike Lee (seated) has inked a distribution deal between his 40 Acres And A Mule Music Works and Columbia Records. Pictured with Lee are (l-r) Sony Music Sr. VP Ron Wilcox, attorney Stu Sifen, and Columbia President Don Jenner.

BMG Deal Is Critique's Choice



Boston-based Critique Records has signed a three-year P&D deal with BMG Distribution. Pictured (l-r) are staff A&R Producer Harry King, producer Joel Diamond, label artist Engelbert Humperdinck, writer/producer Michael Jonzun, and Critique President Carl Strube.

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Michael Crusham
General Manager



"Kool 105," Denver

"The Research Group is actively involved in our success. First, they helped us find the opportunity for this format, and they continue to be our partners in making it even better - consistently #1 or #2, 25-54, in a very competitive market."

Bill Sauer
General Manager



"Fox 97," Atlanta

"We're a major competitor in the 90s, playing music of the 60s. Some oldies stations do better than others and The Research Group is a big part of why we're so successful."

Eddie Esserman
General Manager

These and over 22 oldies stations in large, medium, and small markets use The Research Group's unique system of listener focus, strategic warfare, music testing, and marketing that brings extraordinary success.

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NAACP Proposes 15,000 DAB Stations By 2011

Strother Provides FCC With Analysis

The NAACP wants the FCC to dramatically increase the number of radio stations and license 15,000 commercial digital audio broadcasting stations by the year 2011, with 23% going to minority owners. And while Washington waits for the NAB to finish its DAB spectrum study, Strother Communications Inc. has given the FCC an analysis of its own.

The NAACP, League of United Latin American Citizens, and National Black Media Coalition stressed the importance of accommodating minorities and said DAB provides the FCC with the opportunity "to solve the persistent problem of gross underrepresentation of minority-owned stations."

After looking at all 260 Arbitrated markets, the civil rights groups concluded that 3144 new minority-owned stations are needed. They also said another 1151 new stations, open to all applicants, should be made available in the rated markets.

The plan would more than triple the number of radio stations in some markets. For example, the NAACP proposed 67 new competitors for Cincinnati's 26 current stations, with 49 of the new stations reserved for minorities. Oklahoma City's 22 AM and FM stations would migrate to DAB, only to find themselves facing 67 additional stations, with 49 of them minority-owned.

Strother Weighs Options

Strother Communications gave the FCC its assessment of spectrum requirements for seven different approaches to DAB, ranging from a maximum bandwidth of 330 MHz — to duplicate current AM and FM stations at their current transmitter sites — to a minimum of 8 MHz to implement DAB as a



third competing service. SCI President Ron Strother said the latter is a worst-case scenario in case the FCC allocates little spectrum for DAB. Strother's preferred plan would let all AM and FM stations migrate to a 40 MHz-wide DAB band, while allowing some room for new stations.

Still to be seen is the NAB's spectrum analysis. NAB engineer

Ralph Justus said Monday (1/14) the DAB study is nearly complete, but won't be made public until it's reviewed at this month's board meeting in Naples, FL. DAB is likely to be one of the meeting's hottest topics; a number of group operators have been invited for a special DAB briefing. In other DAB developments:

- NAB's technical advisory panel on DAB heads to France Saturday (1/19) for a demonstration of the second-generation Eureka DAB system. NAB Sr. VP Mike Ran told R&R receivers are down to about the size of a CD player.

- Satellite CD Radio Chairman Martin Rothblatt told a Washington satellite conference he expects the first public demonstrations of Stanford Telecom's DAB system the second half of this year.

- Radio Satellite Corp. Chairman Gary Noreen said a survey by Broadcast Investment Analysts confirms the viability of his non-CD-quality satellite DAB plan. Fully 79% of those surveyed said a ten-station nationwide satellite radio service with FM quality would be desirable, and 89% said they were satisfied with the sound of their favorite FM station.

NAB Seeks Tighter Translator Rules

The NAB is urging the FCC to further tighten its recently toughened rules for the operation of FM translators. Among the "few but important" changes the trade group wants the FCC to make to its November ruling:

- Bar translators from airing "advertising messages" during the 30 seconds per hour they're allowed to originate programming and limit financial support solicitations to the "enhanced underwriting" messages permitted on noncommercial stations.

- Prohibit the 30 seconds per hour of translator program origination time from being broken into smaller segments.

- Require translator licensees to prove they're meeting the FCC's newly imposed anti-interference standards.

- Allow FM stations to set up translator service in areas unserved by radio ("white areas") without incurring the trouble and expense of filing an application for a waiver of the Commission's translator rules.

Translators, which receive an FM signal and simultaneously re-broadcast it on another frequency, were first approved by the FCC in 1970 to help FM stations fill holes in their primary coverage areas or provide service to remote areas that lack local service. The Commission's November action, which

Peter Bardwick said gave bondholders "more upside potential."

Bondholders agreed to exchange \$83 million face value in 6.75% bonds for \$34 million face value in new bonds paying 9% interest. (The interest rates were reversed in last week's R&R.) The new bonds are convertible to WW1 stock at \$3.50. The stock closed Monday (1/14) at \$1.88.

Westwood One, which owns R&R, is the nation's largest producer of radio programming and owner of the Mutual and NBC Radio Networks. It also owns KQLZ/Los Angeles, WYNY/New York, and 50% of WNEW (AM)/New York.

Westwood One Cuts Debt By \$49 Million

Bondholders overwhelmingly accepted Westwood One's exchange offer, helping the company shave \$49 million from its \$214 million corporate debt. Approximately 84% of WW1's bonds were tendered when the exchange offer closed Friday (1/11).

"This exchange offer is one component of a long-term effort to improve our operations and capital structure," said WW1 President/CFO William Battison. He said the bond exchange will "reduce long-term debt and increase cash flow." It also will reduce WW1's annual interest payments by more than \$2.5 million.

WW1 announced the exchange offer in November, offering bondholders a higher interest rate in return for reducing the principal to 40% of the original face value. That offer was sweetened in December to provide a lower trigger price for converting the bonds to WW1 common stock, which VP Finance J.



DC REPORT

PAT CLAWSON

Sikes Aims At PAC-Men

FCC Chairman Al Sikes has taken a swipe at the big political money behind the broadcasting industry in no less a public forum than *Newsweek* magazine, saying industry lobbyists are jeopardizing U.S. leadership in telecommunications because "no troublesome new competition is wanted."

"In the United States, powerful forces want to preserve the status quo. Political action committees connected to the communications industry are among the richest special-interest groups in Washington. These PACs have a vested interest in preserving things as they are, and incumbent congressmen — dependent upon PAC money — are more than ready to respond to these interests," Sikes wrote in the January 14 issue.

Although Sikes never mentioned the NAB by name, the industry group thinks the shoe fits. In a somewhat defensive response, the group said: "It is our job to work for a competitive environment in which broadcasters can operate, and we weigh in on Capitol Hill and at the FCC when that competitive balance is threatened."

Britain Opens National FM Bidding

British Radio Authority Chairman Lord Chalfont has opened bidding for the first of three nationwide commercial radio licenses to serve the United Kingdom, creating an interesting opportunity for American broadcasters with an appetite for risk and the guts to open their checkbooks. No one's sure yet just how much the license could be worth, but bid estimates are in the \$15 million-\$17 million range.

More than 30 companies have indicated they may bid for the first license, which is to cover at least 85% of the UK on FM. Virgin Broadcasting Ltd., a venture of Virgin Records founder Richard Branson, is among the potential bidders. Applications cost \$18,000 each, and bids are due April 22. Two national AM licenses will be tendered later. All national licenses will carry an annual fee of \$1.8 million.

Although foreign ownership is limited to 20%, Tribune Broadcasting VP/Radio Wayne Vriesman told R&R his company is talking to potential British partners. Montreux Companies brokers Peter Stromquist and Robb Eden also are contemplating a bid.

In theory, the "fit and proper" applicant who offers the British government the most money will receive the eight-year license. But there's a big hitch that may make some potential bidders wary — 75% of the music programming must be "non-pop" music. Parliament defined pop as "rock music and other kinds of modern popular music which are characterized by a strong rhythmic element and a reliance on electronic amplification for their performance."

Wodlinger Station Caught In Baltic Upheaval

Florida broadcaster Mark Wodlinger's plans to build a Baltic broadcast empire are on hold. The WIXI/Naples, FL owner plans a trip to Vilnius, Lithuania this week to assess how Mikhail Gorbachev's anti-independence crackdown there might affect his future investments.

Wodlinger said he's not sure whether M-1, the Vilnius CHR radio station he owns in joint venture with a Lithuanian entrepreneur, is currently on the air. Last Sunday (1/13), Soviet troops took over the press center building where the station's studios are located.

Wodlinger expects to move ahead with plans to organize radio networks and wireless cable TV systems in the Baltics and a cellular phone system in the Ukraine, but he has limited his financial exposure by leasing some existing facilities from government authorities.

In deal action closer to home:

- Bob Sillerman and Carl Hirsch hadn't closed their \$29.75 million purchase of WYHY/Nashville and WMJ/Cleveland from Jacor at pretime Tuesday night (1/15), but the deal was expected to be wrapped by the end of the week.

- Brokers said Herb McCord's Granum Broadcasting is in the running to buy Gilmore Broadcasting's KDBN & KMEZ/Dallas for about \$9 million.

- The clock continues to tick for UPI after Japanese media giant Yomuri Shimbun announced it passed on buying a stake in the wire service and radio network. UPI spokesman Milt Cappe said talks were continuing with unidentified European, Asian, and American investors.

THESE
ARE
THE
QUESTIONS...

According to
Billboard's year-end charts...

A) Which label had the most
dramatic chart rise in
Pop music in 1990?

B) When dividing the total
number of chart points by the
total number of releases,
which label ranked
Number One in Pop overall?

TRANSACTIONS

Osborn Combo Becomes \$4 Million Network O&O

Alabama AM Gets \$1 Million Guardian

Deal Of The Week:

WTJS & WTNV/Jackson, TN
PRICE: \$4 million
TERMS: Asset sale for cash
BUYER: The American Network Group, headed by Bob Williams. The company also owns three state radio networks serving Kentucky, Tennessee, and South Carolina; and WPTM & WQSQ/Cookeville, TN.
SELLER: Osborn Communications Corp., headed by President Frank Osborn. The company also owns WIOU/Brunswick, GA; WNDR & WNTQ/Syracuse; WAZO/Tarboro, NC; WAZU/Dayton; and WWVA & WOVI/Wheeling, WV.
FREQUENCY: 1390 kHz; 104.1 MHz
POWER: 5kw day/1kw night; 100kw at 655 feet
FORMAT: Nostalgia; Country
BROKER: Robert A. Chalson Inc.

Group Deals

Bendat Stations Reorganization

PRICE: No cash consideration for 50%
TERMS: The stations' individual owner is transferring the licenses to a new corporation which he will own equally with his sister.
BUYER: Bendat Communications And Broadcasting Inc., owned by Paul Bendat of Schenectady and Laura Ann Mechlin of Churchlands, West Australia.
SELLER: Paul Bendat
COMMENT: Bendat purchased these stations for \$13.5 million (R&R, 2/16/90).

WABY & WKLI/Albany

FREQUENCY: 1400 kHz; 100.9 MHz
POWER: 1kw; 3kw at 286 feet
FORMAT: Nostalgia; AC

WUTQ & WOUR/Utica, NY
FREQUENCY: 1550 kHz; 96.9 MHz
POWER: 1kw daytime; 16kw at 790 feet
FORMAT: Country; AOR

Empire Radio Partners Stations

PRICE: \$125,010 for general partner interest
TERMS: This transaction involves the departure and replacement of the general partner of a limited partnership as part of a financial restructuring. Dennis Israel, the head of the outgoing general partner, is to receive \$125,000 in compensation for cooperation and non-competition agreements. The new GP is making a cash contribution of \$10 in exchange for a 1% share of the taxable income, tax losses, distributable cash flow from operations, and other distributions of the limited partnership.

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\$159,000,000 IN CLOSINGS IN 1990.

KITV-TV, Sioux City, IA	\$22,000,000
WRFY-FM/WRAW-AM, Reading, PA	\$18,500,000
WMB-FM, Birmingham, AL	\$16,500,000
WKII-FM/WABY-AM, Albany, NY	\$13,500,000
WOUR-FM/WUTQ-AM, Utica, NY	
KQFX-FM, Austin, TX	\$13,300,000
WTRG-FM, Raleigh, NC	
KODE-TV, Joplin, MO	\$10,750,000
Mid-Atlantic Broadcasting/Refinancing	\$ 9,500,000
KLSH-FM, Kansas City, MO	\$ 8,250,000
WYLL-FM, Chicago, IL	\$ 8,000,000
WLK-FM, Charlotte, NC	\$ 8,000,000
WLWX-AM & FM, Chattanooga, TN	\$ 7,000,000
WLVI-FM, Hartford, CT	\$ 6,400,000
WCKN-FM/WAIM-AM, Greenville/Spartanburg, SC	\$ 6,000,000
WKCF-TV, Clermont, FL	\$ 5,500,000
WDBR-FM/WTAX-AM, Springfield, IL	\$ 4,000,000
LPTV W53AA, New York City	\$ 1,800,000

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TRANSACTIONS AT A GLANCE

1991 Deals To Date:
\$12,650,000

Total Stations Traded In 1991: 3
 This Week's 1991 Action: \$4,000,000
 1991 Stations Traded This Week: 2

1990 Deals To Date:
\$1,181,217,886
 (Last Year: \$2,752,648,165)

Total Stations Traded In 1990: 1353
 (Total In 1989: 1326)

Late 1990 Action Reported
 This Week: \$6,107,327
 (Last Year: \$8,345,101)

Late 1990 Stations Traded This Week: 58
 (Last Year: 10)

● Deal Of The Week:
 ● WTJS & WTNV/Jackson, TN \$4 million

- Bendat Stations Reorganization No cash consideration for 50%
- WABY & WKLI/Albany
- WUTQ & WOUR/Utica, NY
- Empire Radio Partners Stations \$125,010 for general partner interest
- WJYY/Concord, NH
- WRCI/Hillsboro, NH
- WFBG-AM & FM/Altoona, PA
- WQY-AM & FM/Schenectady
- Noalmark Broadcasting Stations \$1,006,682 for 66%
- KELD & KAYZEI Dorado, AR
- KKIX/Fayetteville, AR
- KYKK & KZOR/Hobbs, NM
- KKTX-AM & FM/Kilgore, TX
- WYDE/Birmingham \$1.05 million
- KBCN/Fairbanks, AK No cash consideration
- KRCQ/Indio, CA (FM CP) No cash consideration
- KTIP & KIOO/Porterville, CA \$91,453
- KVPC/San Joaquin, CA \$150,000 for 50%
- KTAP/Santa Maria, CA \$300,000
- KDEN/Denver \$575,000
- WBKI/Bremen, GA \$10,000
- WMMC/Marshall, IL (FM CP) \$125,000
- KKSU/Eddyville, IA \$1240 for 31%
- KNHN/Kansas City \$25,000 for 50%
- WIRV/Irvine, KY \$55,000 for 51%
- WHOO/Skowhegan, ME (FM CP) \$185,000
- WMJT/Pinconning, MI \$55,000
- KOZY & KMFY/Grand Rapids, MN \$50,000 for 25%
- KSID-AM & FM/Sidney, NE No cash consideration
- WRQR/Farmville, NC \$150,010 for 71%
- WTHP/Thomasville, NC \$250,000 for 20.4%
- KBTO/Bottineau, ND \$330,000
- KKND/Stillwater, OK \$270,196
- KBIX/Wagoner, OK (FM CP) \$75,000
- WMKX/Brookville, PA \$135,000 for 49%
- WCRO/Johnstown, PA \$80,000
- WDNT & WTCX/Dayton, TN \$10,000 for 15%
- WLFV/Lookout Mountain, TN No cash consideration for 49%
- WEYE/Surgolinsville, TN \$20,000 for 52%
- KACU/Abilene No cash consideration
- KPOS & KNKC (FM CP) Post, TX \$292,138
- WFAD & WCVM/Middlebury, VT \$150,000
- WAPP/Berryville, VA Undisclosed for 25%
- KKRT & KSSY/Wenatchee, WA \$4100 for 50%
- WGEZ/Beloit, WI \$300,000
- WLDY-AM & FM/Ladysmith, WI \$236,500

The stations have an appraised value of \$9.3 million.

BUYER: Great Northeast Communications Inc., owned by Guyon Turner of Dunmore, PA; R. Andrew Brothers of Loudonville, NY; and Gilbert Hoban of Lake Ariel, PA.
SELLER: Hurst Hill Holdings Ltd., headed by Dennis Israel. The company was the sole general partner of Empire Radio Partners Ltd.

WJYY/Concord, NH
FREQUENCY: 105.5 MHz
POWER: 1.5kw at 456 feet
FORMAT: AC

WRCI/Hillsboro, NH
FREQUENCY: 107.7 MHz
POWER: 3kw at minus 276 feet
FORMAT: Country

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#3 TOP POP ALBUMS LABEL
Up From #10

#3 TOP POP SINGLES LABEL
Up From #5

#3 TOP POP LABEL
(Combined albums and singles)
Up From #9

During 1990, Arista Records once again brought home the hits. In Billboard's year-end charts Arista scored higher than ever before. And, based on dividing the total number of chart points by the total number of releases, Arista ranked as the #1 POP ALBUMS LABEL, the #1 POP SINGLES LABEL and the #1 POP LABEL overall, clearly making Arista the #1 label in delivering the hits. And if this weren't enough, Arista had a staggering 13 individual albums certified for the 1st time either Gold or Platinum, that's more than at any time in our fifteen-year history.

In 1990 we showed we've
got the power.
In 1991 we're going to turn
it up full steam.

ARISTA WHERE DELIVERING THE HITS IS A WAY OF LIFE

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TRANSACTIONS

Continued from Page 10

WFBG-AM & FM/Altoona, PA
 FREQUENCY: 1290 kHz; 98.1 MHz
 POWER: 5kw day/1kw night; 30kw at 1020 feet

FORMAT: AC; B/EZ

COMMENT: In November '90 the partnership announced plans to sell this combo to Kerby Confer for \$2.1 million.

WGY-AM & FM/Schenectady

FREQUENCY: 810 kHz; 99.5 MHz
 POWER: 50kw; 14.8kw at 930 feet

FORMAT: AC & News/Talk; CHR

Noalmark Broadcasting Stations

PRICE: \$1,006,682 for 66%

TERMS: Cash for stock and notes. The sellers are being paid \$260,000 for their stock and \$400,182 for notes they hold. The sellers will also be assigned a 66% interest in a June '90 promissory note carrying an original amount of \$525,000.

BUYER: Noalmark Broadcasting Corporation, whose remaining shareholders will be President William Nolan Jr. and Edwin Alderson Jr. of El Dorado, AR

SELLER: William Nolan Jr., Theodosia Nolan, Charles Nolan, Robert Nolan, Theodosia Roddy, and Russell Marks

KELD & KAYZ/El Dorado, AR
 FREQUENCY: 1400 kHz; 103.1 MHz
 POWER: 1kw; 3kw at 203 feet

FORMAT: Urban; Country

KKIX/Fayetteville, AR

FREQUENCY: 103.9 MHz
 POWER: 2.5kw at 510 feet

FORMAT: Country

KYKK & KZOR/Hobbs, NM

FREQUENCY: 1110 kHz; 94.1 MHz
 POWER: 5kw daytimer; 100kw at 1698 feet

FORMAT: Country

KKTX-AM & FM/Kilgore, TX

FREQUENCY: 1240 kHz; 96.1 MHz
 POWER: 1kw; 31.7kw at 620 feet

FORMAT: AOR

Alabama

WYDE/Birmingham

PRICE: \$1.05 million

TERMS: Asset sale for cash

BUYER: Guardian Communications Inc., principally owned by Mark and JoAnn McNeil of Cincinnati. They also own KFEL/Pueblo, CO; KKIM/Albuquerque; WCCD/Parma, OH; WFEL/Towson, MD; and WTSJ/Cincinnati.

SELLER: WYDE Broadcasting Company Inc., headed by President Anthony S. Brandon

FREQUENCY: 850 kHz

POWER: 50kw day/1kw night

FORMAT: Religious

COMMENT: The buyer has had a time brokerage agreement with the station since last July.

Alaska

KBCN/Fairbanks

PRICE: No cash consideration

TERMS: Asset transfer in exchange for debt repayment

BUYER: Cobb Communications Inc., owned by Thomas and Patricia Tierney of Anchorage. Cobb also owns KZXX/Kenai, AK; KLAM/Cordova, AK; KRXA/Seward, AK; and KVOK & KJZ/Kodiak, AK and is in the process of buying KVAK/Valdez, AK. Through TCT Communications Inc., the Tierneys also own KENI & KBFX/Anchorage.

SELLER: The Great Alaska Electric Radio Company Inc., owned by Howard Trickey

FREQUENCY: 1300 kHz

POWER: 1kw

FORMAT: This station is dark.

California

KRCQ/Indio (FM CP)

PRICE: No cash consideration

TERMS: This transaction is to convert the CP holder to a corporation so its stock can be pledged to obtain construction financing. The shareholders of the new corporation own the same equity interests in the existing partnership.

BUYER: Mirage Broadcasting Corporation, owned 60% by Andrew Reimer of Goleta, CA; 20% by President Tyrone Sells of Palm Desert, CA; and 20% by Barry Gorline. Reimer is GM of KTYD/Santa Barbara, CA and holds limited partnership interests in several applicants for FM CPs.

SELLER: Ty Stevens Broadcasting Ltd., headed by general partner Tyrone Sells. Andrew Reimer and Barry Gorline are its limited partners.

FREQUENCY: 102.3 MHz

KTIP & KIOO/Porterville

PRICE: \$91,453

TERMS: Asset transfer for \$13,250 cash and assumption of debts totaling \$78,203

BUYER: Double M Broadcasting Inc., owned by Monte Moore of Porterville, CA and Frank Haas of Lakeland, FL

SELLER: Porterville Broadcasting Inc., headed by Norman Glaser. Kagan Radio Inc., headed by media analyst Paul Kagan, is a general partner in Peninsula Radio Investors, which is a joint venture of Porterville Broadcasting.

FREQUENCY: 1450 kHz; 99.7 MHz

POWER: 1kw; 24kw at 690 feet

FORMAT: Gold; AC

KVPC/San Joaquin

PRICE: \$150,000 for 50%

TERMS: Stock purchase for \$75,000. An additional \$75,000 is due for a consulting agreement.

BUYER: Susan Lumborg of Quogue, NY. She currently owns 50% of the station and is the 40% general partner of KZSP/South Padre Island, TX.

SELLER: William Zawila of Garden Grove, CA is selling his 50% stock interest in Sure Broadcasting Inc. The company is the permittee of KZSR/Reno.

FREQUENCY: 105.5 MHz

POWER: 3kw at 300 feet

KTAP/Santa Maria

PRICE: \$300,000

TERMS: Asset transfer for cancellation of \$300,000 indebtedness

BUYER: Leo Kesselman of Los Gatos, CA. He's a minority owner of KPFI/Freedom, CA and KIDV/Albuquerque and also owns four LPTV stations in California and New Mexico.

SELLER: Buenos Diaz Broadcasting Inc., owned by Edward Diaz

FREQUENCY: 1600 kHz

POWER: 470-watt daytimer

FORMAT: Gold

Colorado

KDEN/Denver

PRICE: \$675,000

TERMS: Asset sale for \$25,000 cash upon court approval of sale agreement, with an additional \$175,000 cash due within 30 days of FCC approval of the license transfer. The Bank of Denver will finance the remaining \$375,000 over six years at an interest rate of 1% over prime.

BUYER: Cashel Inc., owned by John McGuinness of Broomfield, CO

SELLER: Karen Mathis, receiver of KDEN Broadcasting Inc.

FREQUENCY: 1340 kHz

POWER: 1kw

FORMAT: News/Talk

Georgia

WBKI/Bremen

PRICE: \$10,000

TERMS: Asset sale for cash

BUYER: Claude McGaha of Roswell, GA

SELLER: Roger Kimball of Bremen, GA

FREQUENCY: 1440 kHz
 POWER: 2.5kw daytimer
 FORMAT: Variety

Illinois

WMMC/Marshall (FM CP)

PRICE: \$125,000

TERMS: Asset sale. Escrow deposit \$10,000 with additional \$15,000 cash due at closing. Nine-year promissory note for \$100,000 at 10% interest, payable in equal annual installments.

BUYER: J&J Broadcasting Inc., owned by John and Joyce McDaniel. They also own WKZ/Casey, IL.

SELLER: Illini Broadcasting Inc., owned by Edwin Baldridge and Ted Dumas. The company also owns WITV/Tuscola, IL and KWLA & KWL/Many, LA.

FREQUENCY: 105.9 MHz

POWER: 3kw at 328 feet

FORMAT: Gold

Iowa

KKSJ/Eddyville

PRICE: \$1240 for 31%

TERMS: Stock sale for cash

BUYER: Don Linder of Mankato, MN is increasing his ownership from 29% to 60%. He owns KTOE & KDOG/Mankato, MN; KMHL & KKCK/Marshall, MN; and KRIT/Clarion, IA.

SELLER: Mark McVey of Ottumwa, IA is reducing his 51% stake in O-Town Communications Inc. to 20%. He's an applicant for a new FM at Laughlin, NV.

FREQUENCY: 101.5 MHz

POWER: 50kw at 492 feet

Kansas

KNHN/Kansas City

PRICE: \$25,000 for 50%

TERMS: Stock sale. The buyer paid \$1000 last June for an option to purchase this 50% interest for \$24,000 and is now exercising that option. The \$24,000 has already been tendered as an uncollateralized personal loan to the sellers and is being converted to payment for the stock.

BUYER: Carol Russell of Mission Hills, KS, acquiring a 50% stock interest in Greystone Broadcasting Inc., the general partner of KCBR-AM Limited Partnership. Greystone is in the process of acquiring KLIF/Dallas (R&R, 11/9/90).

Continued on Page 15



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NAB Seeks Tighter Translator Rules

Continued from Page 8

barred FM stations from owning or supporting translators, was prompted by broadcaster complaints that some stations were using translators to "import" their signals into distant, fully served markets.

But not everyone agrees with that initial crackdown, let alone the NAB's proposals to further tighten the rules. At least three petitioners are asking the agency to relax its new rules on the grounds that translators benefit the public by increasing the diversity of media viewpoints and program offerings.

If you want super numbers with Rock and Roll, who do you team up with?



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President, Dick Broadcasting, Inc.

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An Alliance For Growth

By Erica Farber Viola

The Interep Radio Store

Radio 2000/An Alliance for Growth is the industrywide marketing program initially being funded by the Interep Radio Store. This program calls for everyone in the radio industry — stations, syndicators, networks, and competitive rep firms — to unite. The aim is to position radio in the minds of agency and advertising decision-makers as a fundamental part of the media mix. The longterm goal of the Alliance is to increase radio's share of total advertising revenue from 7% to 9% by the year 2000.

Toward this end, Dr. Leonard Lodish of the Wharton School has been charged with developing a wide-ranging marketing plan for the entire radio industry that will set a strategy to reach Radio 2000's 9% goal. We spoke with him recently in New York.

Q: Your first step was to set up two panels of radio users . . .

LL: We looked for qualitative and creative input from people who were stakeholders in radio. Academics who study it, people in the media who have bought it, and advertisers who have used it.

Q: What kind of approach did the actual panel meetings take?

LL: We began with an agenda that included problems, issues, threats, opportunities, and ideas on how to solve radio's dilemmas. It had become very clear [from research] that radio isn't very much top of mind.

"There are a lot of practical steps radio can take to effectively market its product."

Q: Are you pleased with the way the panels went?

LL: It was a bright, challenging group. They were very constructive and interested in making marketing work. The panels went longer than expected due

Starting Points

- Boost radio's top-of-mind awareness
- Identify radio's place in today's marketing mix.
- Work together for a marketing plan and PR support

to their great ideas. There are a lot of practical steps radio can take to effectively market its product.

Q: What's your next step?

LL: We have to combine the output of both panels with the creativity of the people at the Interep Radio Store to develop a marketing strategy. It will include summarizing the market needs, both perceived and actual; radio's values and where it fits in the marketing mix; market segmentation product bundles to better satisfy

[radio's potential and current users]; and appropriate distribution methods to get radio to those segments.

Q: What should the industry do once Radio 2000's marketing plan is ready to roll?

LL: Radio will have three steps to work with:

- 1) Create the most effective way to roll out our findings
- 2) Develop timetables with specific goals attached
- 3) Launch a much-needed ongoing advertising and PR approach to support the effort.

Q: Can the radio community continue to count on your involvement?

LL: In a word, yes. The Alliance is very entrepreneurial, and I look forward to being part of its success.

"We began with an agenda that included the problems, issues, opportunities, and ideas on how to solve radio's dilemmas."



Radio 2000's Mission

- **THE GOAL:** Increase radio's total advertising share to 9% by the year 2000
- **THE FIRST STEPS:** The Wharton School's Dr. Leonard Lodish set up two blue-ribbon panels to identify — and solve — radio's perception problems
- **THE PLAN:** Draw on the panels' ideas for an industry-wide marketing strategy to emphasize radio's strengths
- **THE SUPPORT:** An ongoing advertising and PR campaign to back the marketing strategy



Dr. Leonard Lodish is Samuel R. Harrell Professor, the Marketing Dept. of the Wharton School at the University of Pennsylvania. He is a co-founder of Management Decision Systems, Inc., now merged with Information Resource, Inc., of which he is a director. He is on the editorial boards of several key journals and is a director of a number of companies. His research interests include media planning, sales force allocation and deployment, marketing experimentation, decision support system technology and implementation, product planning and positioning, and advertising/promotion planning evaluation. Of the Radio 2000 project, he says, "Radio has lots of opportunities and I wanted to help it move forward. It's a good opportunity to try some expertise on some difficult types of problems."



PANEL DISCUSSION — One of two movers-and-shapers panels set up to generate initial input for Radio 2000: (Back, l-r) Interep Radio Store President/Marketing Marc Guild, Research Group President Bill Moyes, Radio Store Chairman Ralph Guild, and Myers Marketing & Research President Jack Myers; (front, l-r) former Coca-Cola VP James M. Patton, Radio Store President Les Goldberg, MCI Communications Sr. VP Judy Ranzer, Dr. Leonard Lodish, and University of Arizona's Asst. Professor of Marketing Dr. Deborah J. Mechnis.

TRANSACTIONS

Continued from Page 14

SELLER: William and Susan Porter Johnson of Kansas City. They will continue to own 50% of Greystone.
FREQUENCY: 1340 kHz
POWER: 1kw
FORMAT: News/Talk

Kentucky

WIRV/Irvine
PRICE: \$55,000 for 51%
TERMS: Stock sale for cash. The buyer is also assuming full responsibility for corporate debts totaling over \$175,000.
BUYER: Kelly Wallingford of Irvine, KY, increasing his stock interest in Kentucky River Broadcasting Company Inc. from 49% to 100%. The company has reached a settlement agreement with another applicant under which it is to receive an FM CP for Irvine, KY.
SELLER: Marshall Sidebottom of Elkton, KY, selling his entire 51% interest. He owns WEKT/Elkton, KY.
FREQUENCY: 1550 kHz
POWER: 1kw daytime
FORMAT: Country

Maine

WHQO/Skowhegan (FM CP)
PRICE: \$185,000
TERMS: Asset sale for cash. An additional \$10,000 is due if the FCC approves before 7/15 an increase in operating power to 25kw.
BUYER: Robert Harvey of Milford, NH
SELLER: Dark Communications Inc., owned by Dennis Tallyn
FREQUENCY: 107.9 MHz
POWER: 651 watts at 676 feet
BROKER: New England Media Inc. will receive a \$10,000 commission.

Michigan

WMJT/Pinconning
PRICE: \$55,000
TERMS: Asset sale for \$5000 escrow deposit with balance due in cash at closing
BUYER: P&G Media Corp., a wholly owned subsidiary of the Patten Corporation, an advertising and media company based in Southfield, MI. Patten is owned by Thomas Beauvais and Gregory Theokas.
SELLER: BC Communications Inc., owned by Floyd Biernat
FREQUENCY: 100.9 MHz
POWER: 3kw at 300 feet
FORMAT: AC

Minnesota

KOZY & KMFY/Grand Rapids
PRICE: \$50,000 for 25%
TERMS: Stock sale for cash
BUYER: Michael and Cynthia Ieizzo of Grand Rapids, MN, acquiring a 25% interest in Kirwin Broadcasting Inc.
SELLER: William and Carla Kirwin of Grand Rapids, MN, who will retain a 75% stake in the licensee.
FREQUENCY: 1320 kHz; 96.9 MHz
POWER: 5kw; 100kw at 477 feet
FORMAT: AC; Gold

Nebraska

KSID-AM & FM/Sidney
PRICE: No cash consideration
TERMS: Transfer of stock to settle estate matters
BUYER: Mary Young is increasing her ownership from 20.4% to 100%.
SELLER: The estate of the late David Young
FREQUENCY: 1340 kHz; 98.7 MHz
POWER: 1kw; 62kw at 368 feet
FORMAT: AC

North Carolina

WRQR/Farmville
PRICE: \$150,010 for 71%
TERMS: Stock sale for \$10 cash. The buyers agree to assume liabilities and loan the company \$150,000.
BUYER: William Matchak and Kyong Ja Matchak
SELLER: Ronald Stone, J. Gary Ratcliff, E. Ray Rushton, and C. Don Klembrell are selling their collective 71% stake in WRQR Inc.
FREQUENCY: 94.3 MHz
POWER: 1.95kw at 457 feet
FORMAT: AC

WTHP/Thomasville
PRICE: \$250,000 for 20.4%
TERMS: Stock sale for \$50,000 cash and assumption of \$200,000 bank debt
BUYER: Eugene Bohl of High Point, NC. He will be employed as Station Manager.
SELLER: Charles Poole of High Point, NC is selling his 20.4% stake in Hi-Toms Broadcasting Inc.
FREQUENCY: 790 kHz
POWER: 1kw
FORMAT: Religious

North Dakota

KBTO/Bottineau
PRICE: \$330,000
TERMS: Asset sale for \$80,000 cash, assumption of Small Business Administration loan totaling \$60,397 and promissory note for \$189,603
BUYER: Standef Broadcasting Corp., owned by Edward, Donna, and Jeffrey Stanley of Bottineau, ND. They are applicants for a new FM at Jeffersonville, ND.
SELLER: D & H Broadcasting Inc., headed by President Alan Henning
FREQUENCY: 101.9 MHz
POWER: 51.5kw at 492 feet
FORMAT: Country

Oklahoma

KKND/Stillwater
PRICE: \$270,196
TERMS: Asset sale for \$40,000 cash and assumption of debts totaling \$230,196
BUYER: Shipp Enterprises Inc., owned by Jackie Shipp
SELLER: Stillwater Radio Group, headed by Larry Smalley
FREQUENCY: 105.5 MHz
POWER: 3kw at 171 feet
FORMAT: CHR

KBIX/Wagoner (FM CP)
PRICE: \$75,000
TERMS: Asset sale for cash
BUYER: RJR Broadcasting Inc., owned by Ronald Jones of Denison, TX
SELLER: BIX Broadcasting Co. The company also owns KBIX/Muskogee, OK.
FREQUENCY: 102.1 MHz
POWER: 3kw at 328 feet

Pennsylvania

WMKX/Brookville
PRICE: \$135,000 for 49%
TERMS: Stock sale for cash
BUYER: James Farley of Brookville, PA. He currently owns 51%.
SELLER: Joseph Powers of Wenonah, NJ is selling his 49% stake in Strattan Broadcasting Inc.
FREQUENCY: 95.9 MHz
POWER: 3kw at 300 feet
FORMAT: AC

WCRO/Johnstown
PRICE: \$80,000
TERMS: Asset sale for cash
BUYER: Eagle Broadcasting Group Inc., owned by J. Richard Lee and Dorothy Lee of Oceanville, CA and Jane Allison Lee of Washington, DC. They also own WRDD/Ebensburg, PA.
SELLER: Tschudy Communications Corp., headed by Earl Judy Jr.
FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: AC

Tennessee

WDNT & WTCX/Dayton
PRICE: \$10,000 for 15%
TERMS: The seller is disposing of his partnership interest to accept a sales manager post at WCLE/Cleveland, TN.
BUYER: George R. Johnson of Cleveland, TN, increasing his ownership of Dayton Broadcasting Company from 85% to 100%
SELLER: George L. Wyatt of Cleveland, TN, selling his 15% stake in the licensee
FREQUENCY: 1280 kHz; 104.9 MHz
POWER: 1kw daytime; 420 watts at 700 feet
FORMAT: Country

WLFJ/Lookout Mountain
PRICE: No cash consideration for 49%
TERMS: Gift of stock from husband to wife
BUYER: Ying Hus Bennis of Lookout Mountain, TN, increasing her stake in WLFJ Inc. from 21.7% to 70.7%. The company also owns WLFJ-TV/Cleveland, TN.
SELLER: William E. Bennis Jr. of Lookout Mountain, TN, decreasing his stake from 73.4% to 24.4%
FREQUENCY: 1070 kHz
POWER: 50kw day/1kw night
FORMAT: Religious

WEYE/Surgoinsville
PRICE: \$20,000 for 52%
TERMS: Stock sale for cash
BUYER: C. Phillip Beal of Rogersville, TN, increasing his stock interest in WOTH Radio Inc. from 48% to 100%. He also owns WRGS/Rogersville, TN.
SELLER: Jerrold Miller, Marc Berman, Scott Bacherman, and Kathleen Lynch, each selling a 13% stake. Miller owns KPOR/East Porterville, CA and 50% of WYBJ/Greenville, MS; Berman is GM of WHYN/Springfield, MA; Bacherman is GM of WYBB/East Providence, RI; and Lynch is GM of WATD/Marshfield, MA.
FREQUENCY: 104.3 MHz
POWER: 3kw at 121 feet
FORMAT: Gold

Texas

KACU/Ablene
PRICE: No cash consideration
TERMS: Asset transfer from Abilene Christian University to an independent nonprofit group
BUYER: KACU Inc., headed by William Teague
SELLER: Abilene Christian University, headed by L.D. Hilton
FREQUENCY: 89.7 MHz
POWER: 100kw at 403 feet
FORMAT: Classical

KPOS & KNKC (FM CP)/Post
PRICE: \$292,136
TERMS: Asset transfer for release of \$250,000 debt owed to buyer and assumption of other debts totaling \$42,136.
BUYER: James Boles, the owner of KSEL-AM & FM/Portales, NM
SELLER: American Indian Broadcast Group, headed by President Jack Bursack. The company also owns KKLK/San Angelo, TX and KFXJ/Abilene. Bursack also owns 51% of WKXB/Smyrna, TN. American Indian's 49% shareholder, Lynwood Eaton, owns WCOR/Lebanon, TN.
FREQUENCY: 1370 kHz; 107.3 MHz
POWER: 1kw daytime; 50kw at 310 feet
FORMAT: Country

Vermont

WFAD & WCVM/Middlebury
PRICE: \$150,000
TERMS: Asset sale. The seller has defaulted on a \$700,000 promissory note that's owed to the buyer, a previous owner of the station. The buyer has agreed to pay the seller \$150,000 in cash and forgive the outstanding balance of the debt, and will take back the stations in return.
BUYER: Pro-Radio Inc., owned by Mark and Mary Brady of Vergennes, VT. The company owns WMMN/EL Henry, NY.
SELLER: Straus Communications in The Champlain Valley Inc., headed by R. Peter Straus. The company also operates WELV & WWWW/Ellenville, NY and WFR-AM & FM/Front Royal, VA.
FREQUENCY: 1490 kHz; 100.9 MHz
POWER: 1kw; 3kw at 300 feet
FORMAT: The stations are dark.
COMMENT: Straus purchased these stations in February '87 for \$700,000. The company has ceased operations because of financial difficulties.

Virginia

WAPP/Berryville
PRICE: Undisclosed for 25%
TERMS: Stock sale
BUYER: Signal Knob Radio Partners Inc., a limited partnership to be headed and 75%-owned by the seller, general partner Leverrier Broadcasting Co. Inc. Boulder Airwaves Inc., headed by Paige Coltrin of Boulder, CO, will own a 15% stake, and Mortgage Funding Corp., headed by Richard Francis of Brentwood, TN, will hold a 10% equity interest "in return for certain capital contributions."
SELLER: Leverrier Broadcasting Co. Inc., owned by Jeffrey Southmayd and Leigh Leverrier
FREQUENCY: 105.5 MHz
POWER: 3kw at 440 feet
FORMAT: AC

Washington

KKRT & KSSY/Wenatchee
PRICE: \$4100 for 50%
TERMS: Stock sale for \$100. The buyer will also be issued company stock in consideration for the reduction of \$4000 of company debt owed to the buyer.
BUYER: Joseph Weinstein of Oakland, CA. He currently owns 25% of the station and is an applicant for a new FM at Ephrata, WA.
SELLER: Robert Rust of Wenatchee, WA and Gerald Fountain of Spokane are reducing their collective 50% interest in Big Apple Broadcasting Inc. to 25%. Donald Moriel is selling his entire 25% interest.
FREQUENCY: 900 kHz; 104.9 MHz
POWER: 1kw day/78 watts night; 6.3kw at 1312 feet
FORMAT: Nostalgia; AC

Wisconsin

WGEZ/Beloit
PRICE: \$300,000
TERMS: Asset sale for \$10,000 cash down payment and \$10,000 promissory note. An additional \$55,000 cash is due at closing. The balance of \$225,000 is to be paid in the form of a promissory note payable over five years at 12% interest.
BUYER: Great Radio Broadcasting Group, owned by Stephen Walrath of Beloit and Elroy and Lana Voigt of West Bend, WI.
SELLER: Seehafer Broadcasting Corp., owned by Donald Seehafer. The company also owns WOMB & WQTC/Manitowoc, WI; WXCO & WYCO/Wausau, WI; and KWEB & KRCH/Rochester, MN.
FREQUENCY: 1490 kHz
POWER: 1kw
FORMAT: Gold

WLDY-AM & FM/Ladysmith
PRICE: \$236,500
TERMS: Stock sale for cash. The seller agrees to buy back a 1989 Chevrolet Celebrity for \$6500.
BUYER: Gary Johnson and Bernie Beyer of Menominee, MI. Johnson owns WAGN/Menominee, MI; WHYB/Peshigo, WI; and WKTs/Sheboygan, WI.
SELLER: Ruth Jonassen is selling her 100% stake in Flambeau Broadcasting Company Inc.
FREQUENCY: 1340 kHz; 92.7 MHz
POWER: 1kw; 1.7kw at 376 feet
FORMAT: AC; Country

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MANAGEMENT

Making Database Marketing Work For Your Station

You've probably heard about database marketing — an opportunity to gather information on your listeners and use it to expand your audience. This information can give your station a critical edge — provided you know how to make it work for you.

A database is raw information that can be sorted to produce useful information. Yours should include all of the demographic, personal, financial, and lifestyle information you can possibly gather from your listeners.

Writing in a recent issue of *American Demographics*, professors Paula Francese (University of New Hampshire) and Leo Renaghan (Cornell) note that profitable database marketing involves much more than just ages and ZIP codes. For example, income is directly associated with education. Thus, by knowing both elements you can predict a person's lifestyle much more effectively than with income alone.

The key is to create multidimensional profiles of your active audience — those listeners who enter contests and request songs. Once you've identified that core audience, you must carefully analyze the information available about them.

Know Your Audience

Target markets traditionally are segmented by demographic characteristics, geographic locations, psychographics, and purchasing behavior. You may find different factors that prove to be important — let the data be your guide.

First, break down your information into specific categories. What types of jobs do your listeners have? How long are their commutes? Do they listen to the radio

at work?

Other questions you may find valuable are: How do they respond to different types of promotions? What are their annual household incomes? How do they pay for items? Which credit cards do they carry?

Now, after you've sorted through

all of the raw data, list the things the respondents have in common. You should begin to see patterns emerge in their work behavior, buying habits, and any other topic you choose to study. The majority will be your target audience — and knowing them will enable your station to better serve them.

Advanced Diary Analysis Via 'InstantREPLAY'

Do you wonder when your listeners first dial up your station in the morning? When they stop? What other stations they listen to? How often they hear a specific song or promo?

"InstantREPLAY," the new diary analysis software from Phoenix-based Steve Casey Research, can give you the answers to those (and many other) questions from your desktop computer.

Using information from computer tapes of Arbitron's mechanical diaries, InstantREPLAY can display the number of listeners —

broken out by demo cell — that tuned into and out of your station during any given quarter hour. It also tracks the competitive stations that contributed to your tune-in and tune-out.

InstantREPLAY also features a reach-and-frequency analysis system that allows programmers to dissect their audience in order to design efficient hot clocks, music rotations, and promo schedules.

The software runs on most IBM-compatible PCs. For a demo disc, call (602) 963-0901.

CALLING ALL CARS

Cellular Phones Catch On With Consumers

Although the cellular phone industry still is geared primarily toward business (70% of the market), more and more consumers are purchasing them as prices continue to drop. One estimate places the number of phones sold last year at 1.9 million; another puts it just over 3 million.

According to Baltimore-based market research firm Herschel Shostek Associates, the average retail price for a midlevel mobile

(standard car) phone in 1990 was about \$474, down from \$284 in '83. The average midlevel portable (hand-held remote) phone cost \$609 last year, compared with \$2492 in 1986.

Average prices weren't available for transportable phones — car phones that can be removed and used as remotes. For a look at the brands with the largest average market shares, consult the accompanying charts.

Best-Selling Brands

From December 1988 to September 1989, Audiovox commanded the largest market share of mobile and transportable phones, while Motorola topped the portable chart. Below are the rankings for both categories:

Mobiles/Transportables		Portables	
Brand	Market share	Brand	Market share
Audiovox	17.3%	Motorola	31.4%
Panasonic	15.2%	NovAtel	15.0%
Motorola	12.6%	NEC	14.0%
Uniden	10.5%	Mitsubishi	13.0%
Mitsubishi	8.3%	Panasonic	6.6%

Source: Herschel Shostek Associates

DATELINE

1991

● **January 18-20** — Dan O'Day's Air Personality Plus + seminar. Holiday Inn (Tryon Street), Charlotte.

● **January 20-24** — MIDEM '91. Palais des Festivals, Cannes, France.

● **January 24-27** — RAB Managing Sales Conference. Opryland Hotel, Nashville.

● **January 25-29** — National Religious Broadcasters 48th Annual Convention & Exhibition. Sheraton Washington Hotel, Washington, DC.

● **January 27** — Super Bowl XXV. Tampa Stadium.

● **January 28** — American Music Awards. Shrine Auditorium, Los Angeles.

● **January 30-February 2** — Eighth annual Pollack Media Group Programming/Management Conference. Bel Age Hotel, Los Angeles.

● **February 7-9** — Chris Beck Major Account Sales & Development Seminar. Hyatt Orlando, FL.

● **February 10-15** — NAB 26th Annual Management Development Seminar for Broadcast Engineers. University of Notre Dame, South Bend, IN.

● **February 10-13** — Broadcast Cable Credit Association's 25th Credit & Collection Seminar. Loews Summit Hotel, New York City.

● **February 11-12** — NAB's Radio Group Head Fly-In. NAB headquarters, Washington, DC.

● **February 14-16** — Gavin Seminar 1991. St. Francis Hotel, San Francisco.

● **February 15-17** — Southeast Music Conference. Holiday Inn Ashley Plaza, Tampa.

● **February 20** — 33rd Annual Grammy Awards. Radio City Music Hall, New York City.

● **February 27-March 2** — Chris Beck Major Account Sales & Development Seminar. Sheraton Fisherman's Wharf, San Francisco.

● **March 1-3** — 1991 IBS National Convention. New York Penta Hotel, New York City.

● **March 6-9** — Country Radio Seminar. Opryland Hotel, Nashville.

● **March 14** — AWRT National Commendation Awards Program ceremony. Waldorf-Astoria Hotel, New York City.

● **March 20-24** — South By Southwest music and media conference. Hyatt Regency, Austin, TX.

● **March 22-25** — 1991 NARM Convention. San Francisco Hilton.

● **March 25** — 63rd Annual Academy Awards. Shrine Auditorium, Los Angeles.

● **April 7-11** — National Christian Radio Seminar's 1991 Convention. Stouffer Convention Center, Nashville.

● **April 10** — RadioBest Awards. Minneapolis Convention Center.

● **April 15-18** — NAB 1991 Convention. Las Vegas Convention Center.

● **April 21-24** — Broadcast Financial Management Association. Century Plaza Hotel, Los Angeles.

● **April 24** — Academy of Country Music Awards. Universal Amphitheatre, Los Angeles.

● **May 16-19** — T.J. Martell Rock 'N Charity Weekend. Various locations, Los Angeles.

● **May 16-19** — American Women In Radio & Television's 40th National Convention. Omni Hotel, Atlanta.

● **June 9-15** — NAB Radio Executive Management Development Seminar. University of Notre Dame, South Bend, IN.

● **June 16-19** — BPME & BDA Conference & Exposition. Baltimore Convention Center.

● **June 20-22** — Bobby Poe Convention. Sheraton Premier, Tysons Corner, VA.

● **July 11-14** — Upper Midwest Communications Conclave. Radisson Hotel South, Minneapolis.

● **August 22-24** — Talentmasters Morning Show Boot Camp. Hyatt Ravinia, Atlanta.

● **September 11-14** — NAB Radio 1991 Convention. Moscone Convention Center, San Francisco.

● **September 25-28** — RTNDA 46th International Conference & Exhibition. Denver Convention Center.

● **October 3-5** — Concrete Marketing's Foundations Forum. Los Angeles Airport Marriott.

● **October 3-6** — Society of Broadcast Engineers National Convention. Hyatt Regency, Houston.

● **October 14** — CMA Awards. Grand Ole Opry, Nashville.

● **October 23** — John Bayliss Foundation Dinner. Plaza Hotel, New York City.

● **October 24-27** — CMJ Convention. Vista Hotel, New York City.

'Animal' Production Library Unleashed

The "Animal" production package — 350 tracks of work parts and music beds — is due out next month, the first release from the newly created radio division of Ossining, NY-based Mood Creations.

Prices for the package vary according to market size. Custom music bed packages also are available. For more info, call the studio at (914) 941-2357.

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MEDIA

1990's Best-Selling Music Videos

Fifty-four longform music videos were certified platinum or multiplatinum last year, compared with 35 in 1989, according to the RIAA. A total of 77 music videos received gold certification in 1990, more than double the 31 that were certified gold the year before.

The RIAA awards gold certification for video sales of 25,000 units and/or \$1 million, platinum for 50,000 units and/or \$2 million, and multiplatinum for 100,000 units and/or \$4 million or more.

Following are the music videos that were certified platinum and multiplatinum last year. (Note: Only the highest level of certification for each video is included.)

Multiplatinum Videos

"Hangin' Tough - Live," New Kids On The Block, CBS Music Video (CMV) Enterprises (1.2 million); "Hangin' Tough," New Kids On The Block (1.15 million); "Step By Step," New Kids On The Block (1.05 million); "Rhythm Nation 1814," Janet Jackson, A&M Video; "Straight Up," Paula Abdul, Virgin Music Video (both 200,000); "Delicate Sound of Thunder," Pink Floyd, CMV Enterprises; "Please Hammer Don't Hurt 'Em," M.C. Hammer, Capitol Video; "Great Performances, Vol. 1: Center Stage" and "Great Performances, Vol. 2: The Man & His Music," Elvis Presley, Buena Vista Home Video (each 150,000).

"Pass It On Down," Alabama, BMG Video; "New Jersey," Bon Jovi, PolyGram Music Video; "His Prerogative," Bobby Brown, MCA Music Video; "Live In Concert -

The Out Of The Blue Tour," Debbie Gibson, A*Vision Entertainment; "25 X 5: The Continuing Adventures Of The Rolling Stones," Rolling Stones, CMV Enterprises; "Live Without A Net," Van Halen, Warner Reprise Video (each 100,000).

Platinum Videos

"Things That Go Pump In The Night," Aerosmith, Geffen Video; "1979-1989," B-52's, Warner Reprise Video; "One Night of Rapture," Anita Baker, Elektra Entertainment; "Revival In The Land," Carman, Benson Company; "In Concert," Carreras, Domingo & Pavarotti, PolyGram Music Video; "The Singles Collection," and "Seriously Live," Phil Collins, A*Vision Entertainment; "The Cure In Orange," Cure, Elektra Entertainment; "Depeche Mode: 101," Depeche Mode, Warner Reprise Video; "Evolution," Gloria Estefan & Miami Sound Machine, CMV Enterprises.

"Kenny G Live In Concert," Kenny G, 6 West Home Video; "Live On Broadway," Barry Manilow, 6 West Home Video; "Richard Marx: Volume I," Richard Marx, EMI Video; "Home For Christmas," Johnny Mathis, CMV Enterprises; "Dr. Feelgood: The Videos," Motley Crue, Elektra Entertainment; "David Lee Roth," David Lee Roth, Warner Reprise Video; "Live At Wembley," Luther Vandross, CMV Enterprises; "Kid's Praise IV" and "Kid's Praise V," various artists, Word Video; "The Who Live Featuring The Rock Opera 'Tommy,'" Who, CMV Enterprises.

TELEVISION

TOP TEN SHOWS JANUARY 7-13

- 1 Cheers
- 2 60 Minutes
- 3 Murphy Brown
- 4 Designing Women
- 5 A Different World
- 6 Golden Girls
- 7 America's Funniest Home Videos
- 8 Roseanne
- 9 Bob Hope's Christmas Cheer From Saudi Arabia
- Family Matters (tie)
- Full House (tie)

Source: Nielsen Media Research

All show times are EST/PST unless otherwise noted; subtract one hour for CST. Check listings for showings in the Mountain time zone. All listings subject to change.

Friday, 1/18

- Howard Stern, "Joan Rivers" (syndicated; check local listings for station and air time).
- This week's episode of "The Golden Age Of Rock & Roll" (A&E, 10pm) is titled "The Legendary Ladies."
- Cathy Dennis, "Into The Night Starring Rick Dees" (ABC, midnight).

Saturday, 1/19

- Clint Black, Vince Gill, Alan Jackson, Patty Loveless, Reba McEntire, Ricky Skaggs, and many more are slated to perform on "The Grand Ole Opry 65th Anniversary Celebration: The New Tradition" (CBS, 9pm).
- Ricky Van Shelton and Kelly Willis perform on the season premiere of "Austin City Limits" (PBS; check local listings for air time).
- Guy, "Big Break" (syndicated; check local listings).
- Sting, "Saturday Night Live" (NBC, 11:30pm).

Sunday, 1/20

- B.B. King plays a street musician and Cheech Marin is the voice of Buck (the dog) on "Married... With Children" (Fox, 9pm).
- "Weird Al" Yankovic is the musical guest on "Comic Strip Live" (Fox, 10pm).

Monday, 1/21

- Andrae & Sandra Crouch, "The Arsenio Hall Show" (syndicated; check local listings).
- Julio Iglesias, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).
- Toni Tennille, "Rick Dees."

Tuesday, 1/22

- Will Smith (Fresh Prince), "Johnny Carson."
- Samuelle, "Rick Dees."

Wednesday, 1/23

- Lorrie Morgan, Marci Osmond, and Marty Brown are featured on "48 Hours" (CBS, 8pm).
- Indigo Girls, "Johnny Carson."

Thursday, 1/24

- Larry King's voice has a cameo on "The Simpsons" (Fox, 8pm).
- Righteous Brother Bobby Hatfield makes a cameo appearance on "Cheers" (NBC, 9pm).
- Donny Osmond, "Rick Dees."

'ZINE SCENE

Peter Criss Hoax Revealed!

When the Star recently reported former Kiss drummer Peter Criss was a homeless alcoholic panhandling for spare change and sleeping on public bathroom floors in Southern California, ex-CSN&Y drummer Dallas Taylor was one of the many celebrities and fans who offered to help the stricken stickman.

Trouble is, the genuinely troubled gentleman is NOT the real Peter Criss! He's a 39-year-old homeless man who's been passing himself off as Criss for several years! (Criss, incidentally, lives in Redondo Beach, CA with his wife and 8-year-old daughter.)

"It was a frigging nightmare," Criss tells this week's People. His lawyer, Bob McMurry, adds, "A hundred reporters called Peter's home after the story broke. So how come the Star couldn't?"

McMurry wants a public retraction from the Star, but apparently didn't make his wishes known in time for this week's deadline. Current issues of the 'zine report "Roseanne And Tom Rescue Kiss Rocker And Dry Him Out." Stay tuned...

Demon Dialer

Bridgette Lester estimates she's won "more than a thousand" radio contests during her 31 years on the planet, picking up promo prizes an average of three times a week! "It really doesn't pay for me to go to work," she confides in this week's Globe. "The contests are my job."

Armed with a phone programmed to automatically dial nine different stations, Lester carefully monitors the Sacramento market. She's so in tune with contests that she's practically developed a sixth sense about them, says her husband, KSFM Promotion Director Ken Kasha. "She has a battery of phones and a demon dialer — all the professional's tools."

Past Lives Of The Rich & Famous

Psychic Clarisa Bernhardt says that, in a former life, Michael Jackson was a space alien who lived on a planet with two moons! "He looked very much the way he does today," she says, "but with a paler skin." MJ the ET also "operated a zoo of exotic animals" (natch). Meanwhile, in another life, Jackson was a Romanian gypsy who performed with a dancing bear!

The seer also reveals Madonna was formerly "an Egyptian acrobat, a sheepshearer (l), and a gangster's moll," and that Cher was "a demure Irish girl who became a nun" (National Examiner).

Cher's Cares

La Cher, coincidentally, is the subject of cover stories in Redbook and People. The former honors the singer's work with kids suffering from craniofacial deformities, while the latter focuses on such things as



COVER GIRL — Madonna has been proclaimed Advertising Age's "Cover Queen" for 1990, meaning her face graced the covers of more magazines (at least 20) than any other celebrity last year. Trailing the Material Girl in the 'zine's year-end tally were Elizabeth Taylor, Donald Trump, Saddam Hussein, Arnold Schwarzenegger, Ivana Trump, Marie Perle, Oprah Winfrey, Tom Cruise, and Delta Burke.

music, movies, and tabloid journalism.

Regarding the 'zine scene, La Cher says, "I don't want to know anything about anybody else's life. I care a lot about the crisis in the Gulf. I don't give a shit about Madonna's video and who's sticking whose tongue down what throat."

Checks & Drugs & Rock 'N' Roll

That august political journal, the New Republic — hitherto noted for its liberal philosophical leanings — devotes seven pages of its latest issue to a review of four books either on the subject of Rolling Stone or the Rolling Stones or written by Hunter Thompson or Bill Wyman.

The scathing attack on "the counter-culture" — of which the 'zine claims music criticism is the last bastion — is best summed up by the following quote on the relationships between money, rock music, and drugs: "There is really only one excuse for buying a record with a 12-minute drum solo."

Billy Banned

Censors have told producers of a Billy Idol concert taped for troops in Saudi Arabia to clean the video up or throw it out! The "stuffed shirts" were none-too-pleased with shots of badboy Billy dumping thousands of condoms on the audience, groping a nude 20-foot doll, and simulating sex with a couple of his backup singers (Globe).

R&R doesn't run comic strips, but we do take a comic trip each week through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

VIDEO

NEW THIS WEEK

- **METALHEAD VIDEO MAGAZINE, VOL. 3** (VPI/BMG)
Hourlong video magazine featuring Iron Maiden, Ted Nugent and Damn Yankees, the Scorpions, Deep Purple, Ian Astbury, and more. (Street date: 1/22)
- **COUNTRY MUSIC VIDEO MAGAZINE, VOL. 2** (VPI/BMG)
Hourlong video magazine featuring Dwight Yoakam, Emmylou Harris, Marty Stuart, Suzy Bogguss, Asleep At The Wheel, and more. (1/22)
- **SLAMMIN' RAP VIDEO MAGAZINE, VOL. 2** (VPI/BMG)
Hourlong video magazine featuring Tony! Toni! Toné!, Monie Love, Def Jef, Eazy E,



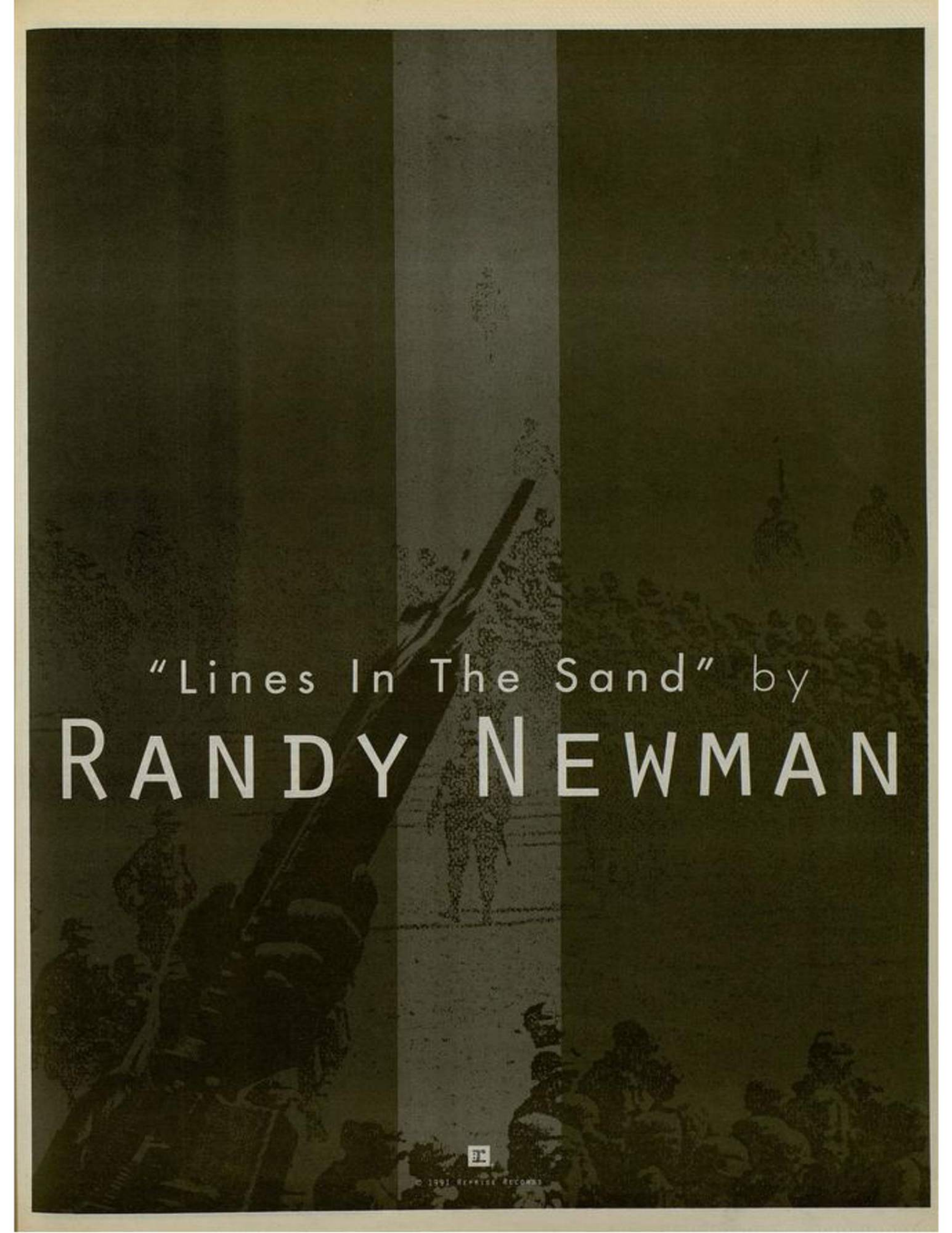
HONOR 'N' OFFER — Marlon Brando dons his Godfather's hat for "The Freshman" class.

Ice Cube, Laquan, Three Times Dope, Tairie B., and more. (1/22)

- **THE FRESHMAN** (RCA/Columbia Pictures Home Video)
Mafia-themed comedy starring Marlon Brando and Matthew Broderick — look sharp for a cameo by Was (Not Was) as well. No soundtrack, but plenty of featured music by Nick Cave & The Bad Seeds, Tony Bennett, Grandmaster Flash, N.W.A., and Bert Parks! (1/23)
- **LITTLE VEGAS** (RCA/Columbia Pictures Home Video)
KPWR/Los Angeles morning man/TV star Jay Thomas co-stars in this offbeat film about big-time dreamers leading small-town lives. (1/23)



VIVA LITTLE VEGAS — KPWR's Jay Thomas stretches his acting instrument.

A dark, atmospheric photograph of a beach at night. A vertical beam of light illuminates a path in the sand, leading towards the water. The overall mood is mysterious and serene.

"Lines In The Sand" by
RANDY NEWMAN



© 1991 REPRISE RECORDS

SCREEN SCENE

'Five Heartbeats' Film Forthcoming

In the wake of his left-field success with "Hollywood Shuffle," Robert Townsend's "Five Heartbeats" is set to open nationally March 15. Co-written by director-producer-star Townsend and "In Living Color" creator Keenen Ivory Wayans, the Fox film examines the sometimes turbulent 25-year history of a fictional '60s R&B band, the Five Heartbeats (R&R, 3/23/90).

Townsend — who plays the 'Beats' singer and chief songwriter — is joined onscreen by Michael Wright, Tico Wells, newcomer Harry Lennix, and Leon (the last of whom you'll recognize from Madonna's "Like A Prayer" video). Diahann Carroll co-stars as the wife of the band's manager and the person responsible for teaching the 'Beats' etiquette and poise.

George Duke and Steve Tyrell are supervising the film's musical content, and Stanley Clarke is contributing the score.

The soundtrack — due from Virgin Records in mid-February — will likely contain music from the Dells (the Heartbeats' rockin' role models), several vintage R&B hits, and some of the 13 original songs

featured in the film.

And . . . look for the 'Beats to hit the road with the Dells for a ten-to-18-city concert tour before the film opens. "It'll combine singing and taped tracks," Townsend told *Entertainment Weekly*. "I'm a singer, but some of the other guys don't have the greatest voices . . ."

'Super' Man

Elektra recording artist Ruben Blades will co-star with Joe Pesci in "The Super" — a drama about an unscrupulous landlord (Pesci) who is ordered to move into one of his condemned tenements. Blades plays Pesci's neighbor and nemesis. The film is set for a summer release.

Hook Beat

1990 box office queen Julia Roberts has landed the role of Tinkerbell in Columbia's forthcoming "Hook." Directed by Steven Spielberg, the film updates Disney's 1963 classic "Peter Pan," casting Robin Williams as an adult descendant of Peter and Dustin Hoffman as the ageless (and evil) Captain Hook.

Look for Williams to return to Never-Never Land to free his kidnapped children from Hook's clutches, er, clutch.

Meanwhile, the *Wall Street Jour-*



Julia Roberts — Tinkerbell, in the flesh.



The Five Heartbeats — from reel to reel.

nal reports that a pirate ship "the size of a ocean liner" and a "gargantuan, multistoried tree-house" have been erected for the flick. Don't be surprised if these props resurface at a "Sonyland" theme park that Sony is likely to build in Southern California.

On The Road Again

Meat Loaf and Red Hot Chili Peppers bassist Flea are set to appear in the currently filming "Motorama" — director Barry Shils' tale of a 10-year-old boy's adventures cruising around in a '66 Mustang. Drew Barrymore, Vince Edwards, and Michael J. Pollard co-star.

Otis Bio On Horizon

A&M Films is developing a biopic based on late soul singer Otis Redding. Billy Bob Thornton and Tom Epperson are scripting the story, which focuses on Redding's rise to fame as well as his relationships with his wife and manager.

Scoring the film should be a cinch as A&M controls Redding's music publishing rights and PolyGram (A&M's parent company) owns Redding's master recordings. Phil Walden (Redding's former manager) will be associate producer on the project.

Meanwhile, look for A&M Films to make between four and six pictures in 1991 — nearly double its previous yearly output.

Cheek It Out

Andy Anderson, lead singer of Combat/Relativity rockers Two-

Bit Thief, has reportedly lensed a cameo for the adult film "Twin Cheeks." Fans will likely be disappointed to learn that Anderson keeps his pants on in the movie, which is about a recently freed-from-jail rocker's search for female companionship . . .

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FILMS

WEEKEND BOX OFFICE
JANUARY 11-13

1 Home Alone (Fox)	\$9.81
2 Awakenings (Columbia)	\$8.30
3 Lionheart (Universal)*	\$7.09
4 Kindergarten Cop (Universal)	\$6.57
5 Dances With Wolves (Orion)	\$5.58
6 The Godfather Part III (Paramount)	\$4.31
7 Not Without My Daughter (MGM/UA)*	\$3.80
8 Edward Scissorhands (Fox)	\$3.65
9 Mermaids (Orion)	\$2.88
10 Look Who's Talking Too (Tri-Star)	\$2.36

* First week in release

All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS: Moving into wide release this week is "Green Card," a romantic comedy starring Gerard Depardieu and Andie MacDowell. The film features music by Soul II Soul, Enya, Professor Griff & L.A.D., and the Beach Boys, as well as several of Mozart's greatest hits.

MUSIC & MOVIES

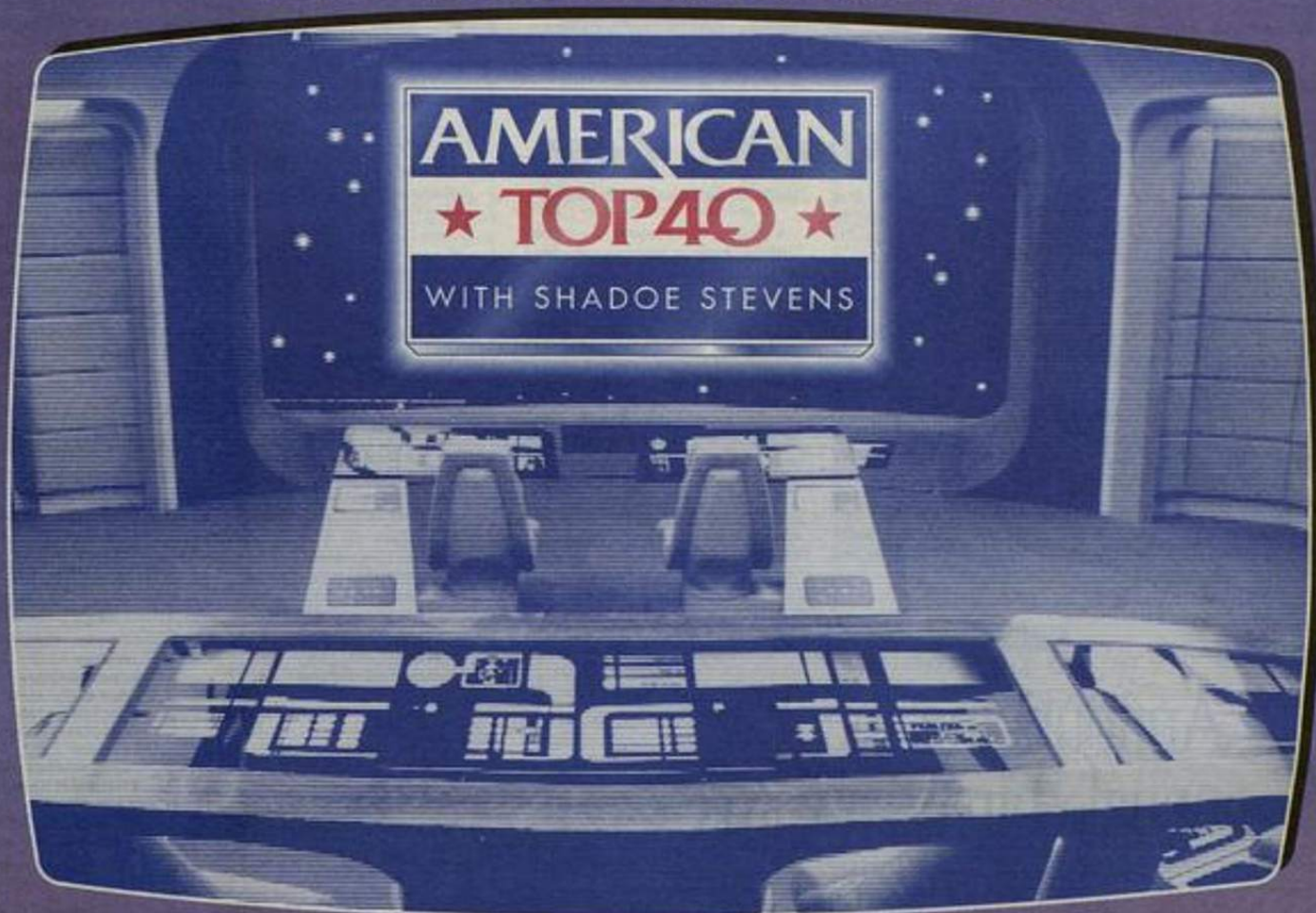
CURRENT

- **THE GODFATHER PART III** (Columbia)
Single: Promise Me You'll Remember/Harry Connick Jr.
- **MERMAIDS** (Geffen)
Single: The Shoop Shoop Song (It's in His Kiss)/Cher
Other Featured Artists: Lesley Gore, Four Seasons, Miracles
- **ROCKY V** (Bust It/Capitol)
Single: Go For It! (Heart And Fire)/Joey B. Ellis & Tynetta Haro
Other Featured Artists: Elton John, M.C. Hammer, Snap
- **HAVANA** (GRP)
Featured Artist: Dave Grusin
- **ARACHNOPHOBIA** (Hollywood)
Single: Swear To Your Heart/Russell Hitchcock
Other Featured Artists: Sara Hickman, Brent Hutchins, Poorboys
- **TUNE IN TOMORROW . . .** (Columbia)
Featured Artist: Wynton Marsalis
- **GRAFFITI BRIDGE** (Patsley Park/WB)
Singles: Round And Round/Tevin Campbell
Melody Cool/Mavis Staples
Other Featured Artists: Prince, Time
- **MARKED FOR DEATH** (Delicious Vinyl/Island)
Single: Pick Up The Pace (1990)/Young MC
Other Featured Artists: Tone Loc, Kenyatta, N'Dea Davenport

UPCOMING

- **MY HEROES HAVE ALWAYS BEEN COWBOYS**
Single: (You're My) Soul And Inspiration/Oak Ridge Boys (RCA)

On Stardates 1/26-27/91, America's most popular weekly countdown show will *boldly* take your listeners *Where No One Has Gone Before!*



Behind the scenes with

STAR TREK
THE NEXT GENERATION



Shadoe's Special Guests...

(l-r) LeVar Burton, Patrick Stewart, Jonathan Frakes, Brent Spiner, Whoopi Goldberg, Gates McFadden, Michael Dorn, Marina Sirtis, Wil Wheaton



During the weekend of January 26-27th, join American Top 40 host Shadoe Stevens, as he beams you up and counts down the hits at warp speed, aboard the Starship Enterprise!

Throughout the month of January, American Top 40 and Doritos Jumpin' Jack Cheese Flavored Tortilla Chips are conducting a national sweepstakes—awarding a walk-on guest appearance on STAR TREK: THE NEXT GENERATION!

For more information, call Paul Miraldi at ABC Radio Networks (212) 456-5218 or fax (212) 456-5449. Outside the U.S., call Radio Express 1-(213)-850-1003.



abc ABC RADIO NETWORKS

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LIFESTYLES

VISION OF LOVE

From Marital Bliss To Clenched Fists

Weddings and marriages are usually crafted from the stuff of dreams. However, research shows that for many couples these visions of love often mutate into living nightmares.

Forty-one percent of the 346 newlyweds who took part in a recent survey said their marriages "became harder than expected" before turning six months old, according to Dr. Samuel Pauker of the Cornell University Medical College. Also by that time:

- Half had started doubting whether their marriage would "go the distance."

- 39% reported having "big fights" once per week or more.

- 4% had already separated for at least one night.

The Sex Factor

Of course, sex is an important factor in the well-being (or lack thereof) in many new marriages. How important? Witness the following:

- 46% of the respondents said they want more sex.

- 37% want more openness and adventure.

- 30% want more tenderness and intimacy.

Interestingly, 22% of wives report a lack of sexual desire — a feeling shared by only 11% of husbands . . .

CLOTHES CALLS

You Are What You Wear

As Bo Diddley once sang, "you can't judge a book by its cover" — but you can tell a lot about a person by his or her clothing, says Dublin, OH-based Management Horizons.

Next time you do a station remote, see if you can spot any listeners who are:

- **Social Strivers** — young, low-income women who buy lots of clothes and prefer the latest styles.

- **Progressive Patrons** — young couples or midlife families with higher incomes, typically heavy shoppers who pay top prices and

insist on high-quality clothing.

- **Power Purchasers** — those with the highest incomes who tend to be self-indulgent and take fashion risks.

- **Yester-Years** — older women and young parents who seek low prices and buy few clothes.

- **Dutifals** — those with the lowest incomes, generally older shoppers who avoid taking risks and look for guarantees and low prices.

- **Fashion Forgoers** — men who couldn't care less about their clothes.

CALL FOR ENTRIES

Announcing the 3rd annual 'Firsty' awards

FirstCom presents the only international awards for excellence in production

You've written a killer promo. Or you've produced a knockout commercial. Now you want exactly what's coming to you: Recognition. As the premier production resource for superior work done in radio stations, FirstCom proudly announces the FIRSTY. Like the ADDY, ANDY, TELLY and GRAMMY, the FIRSTY provides national and international recognition for your production work. Market size doesn't matter because FIRSTY Awards recognize excellence in major, medium and secondary markets.

FIRSTY award winners receive recognition in one of the industry's leading publications, plus an exclusive FIRSTY trophy presented to only those exemplifying excellence in production. Send for your official FIRSTY entry form and rules today. Your next production might just win a FIRSTY!



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I want to win a FIRSTY. Please send entry form and rules.

NAME _____
TITLE _____
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ADDRESS _____
CITY _____ STATE _____ ZIP _____

Entries must be received by April 23, 1991.
Award limited to full time employees of licensed radio stations.

FirstCom, A Division of Jim Long Companies, Inc.
A Zomba Company

\$700 BILLION BUSINESS

America's Top 25 Franchises

Franchising accounts for about \$700 billion in U.S. annual retail revenue, according to Entrepreneur magazine. In its January issue, the magazine chose the top 25 franchises, ranking them on the basis of a company's age, number of units, start-up costs, and growth rate.

Following are those companies, their type of business, and their minimum start-up costs:

Company	Type	Costs
Subway	fast food	\$32,400
McDonald's	fast food	\$610,000
Jani-King	commercial cleaning	\$6500
Little Caesar's	pizza	\$117,000
Hardee's	fast food	\$694,280
Chem-Dry	cleaning	\$3800
Arby's	fast food	\$525,000
Electronic Realty Assoc.	real estate	\$1110
Kentucky Fried Chicken	fast food	\$150,000
Jazzercise	fitness	\$2000
Service Master	commercial cleaning	\$8700
Intelligent Electronics	computer products & services	\$150,000
Domino's	pizza	\$76,500
Budget Rent A Car	auto rentals	\$150,000
Dairy Queen	ice cream	\$375,000
Midas International	auto repair	\$182,000
Burger King	fast food	\$333,600
H & R Block	income tax service	\$5000
Coverall North America	commercial cleaning	\$350
Choice Hotels International	hotels/motels	\$76,000
Nutri System	diet centers	\$60,000
Century 21	real estate	\$15,000
Big Boy	restaurants	\$450,000
Mail Boxes Etc.	shipping services	\$35,000
Re/Max International	real estate	\$2800

Teenagers And Stereos

Today's teens are way into music and stereo systems. In a November 1990 survey conducted by NYC-based Xtreme Inc., five out of six teenage members of the organization's 1200-person consumer panel said they owned their own stereos.

Male teens, however, are more involved (and informed) than females about stereo equipment. For example:

- 75% of males have CD players, compared to 50% of females.

- An incredible 41% of male teens order CDs through mail order clubs, compared to 3% of

females.

- When it comes to stereo equipment, males favor Technics, Kenwood, Sony, Pioneer, and Fisher. Females, on the other hand, cite Sony, Panasonic, York, Aiwa, and Magnavox.

- Females are more likely to be happy with the stereo systems they own, while males aspire to own more expensive brands (Bose, Denon, and Nakamichi).

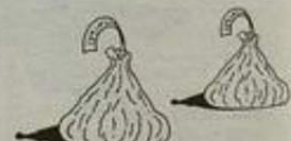
- Both sexes say "sound quality" is a stereo's most important feature. However, males also discuss power, amplifiers, bass, and equalizers.

Domestic Vs. Imported Chocolate

Chocolate is as American as apple pie, and domestic chocolates (such as Hershey's Kisses and Mars bars) are the heart of the U.S. chocolate market.

In a recent study by the NYC-based Roper Organization, half of all respondents felt that imported chocolates (such as Lindt and Toblerone) have no advantage over domestic brands. Although 17% of respondents felt imports are much better and worth the higher cost, 25% said that even if imports are better, they're not worth paying the extra cost.

Domestic chocolate is most popular in rural America and in the Midwest, where 60% prefer U.S.



brands and only 10% are willing to pay extra. Another 20% said they wouldn't pay more even if the imports are better.

However, the imported chocolate market thrives among those most able to pay the extra cost. More than one in four households (27%) with incomes of \$50,000 or more, and 25% of executives, professionals, and college graduates believe imports are much better and therefore worth the extra cost.

TECHNOLOGY

SOUND SHOWDOWN

DCC Vs. DAT: What's The Difference?

Dutch electronics giant Philips NV is planning to unveil a new recording technology — Digital Compact Cassettes (DCC) — to rival the quality of Digital Audio Tape (DAT), with DCC player/recorder units slated to hit the market in 1992.

While both systems record digitally (a process whereby sounds are converted into 16-digit numbers and stored on tape), they nonetheless have significant differences, as outlined in a recent issue of the *New York Times*:

- DAT players record with a "helical scan" system that uses two heads (concealed in a rapidly rotating drum) to imprint digital audio onto tape in diagonal strips (similar to the method used in VCRs).

- DCC players, on the other hand, record digital sound onto linear tracks (similar to analog recordings). A data compression

technique that reduces the number of "musical digits" is the key.

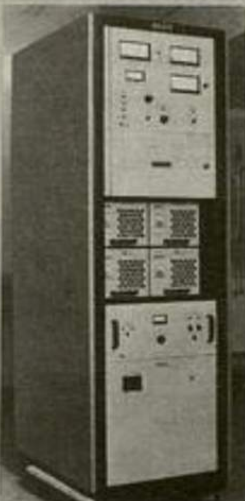
- DAT machines play and record only DAT cassettes.

- DCC units play DCCs and pre-recorded analog tapes. The machines, however, cannot record directly onto analog cassettes.

- DATs cannot be mass produced easily. The helical pattern requires real-time duplication (80 minutes to copy a 90-minute tape).

- DCCs — like analog cassettes — can be easily mass produced (approximately one minute for an 80-minute tape).

AM Stereo Transmitter



Nautel Electronic Laboratories recently introduced the "Ampfet ND5" — an AM stereo transmitter capable of delivering 5000 watts of distortion-free power.

The device features main and standby exciters, balanced audio inputs and a DC voltage regulator to eliminate "square drop" waves; a low pass audio filter (to reduce interference); and a unique line voltage compensation circuit (to stabilize transmitter power).

Safety Systems

Suitable for unattended automatic or remote-controlled operation, the unit also sports a system of status and alarm LED indicators that enables broadcasters to monitor and diagnose on-air problems.

What's more, the ND5 features protective circuits that automatically return the transmitter to normal functions in the event of an AC power failure, over voltage, or RF overload.

Standing six feet high, the ND5 is housed in a 19-inch wide x 31.5-inch deep cabinet (covering a total of 5.2 square feet). The power supply sits at the cabinet's base. For price and other information, phone the Nova Scotia, Canada-based company at (902) 823-2233.

Lasers Could Lower Long-Distance Costs

High-capacity cables that span the oceans soon may allow Americans to telephone Europe or Japan almost as inexpensively as a local call, according to a recent article in *Business Week*.

Thanks to recent breakthroughs in fiber-optic laser technology, MCI Communications and British Telecom are working together to span

the Atlantic by 1993 with the new cables, while AT&T and Japan's KDD are hoping for a trans-Pacific hookup by '96.

The system utilizes the element erbium, which has the ability to turn optical fiber into a laser. When spliced at intervals, these lasers automatically adjust to high-speed pulses of light.

The submarine cables currently in use have a fixed maximum capacity and are much slower than the 2.4 billion pulses per second that the new cables will be capable of handling immediately.

A Warmer Shade Of Paint

Talk about hot pink. The Rustol Chemical Corp., a Japan-based company, has developed a paint that generates heat when voltage is passed through it.

Depending on the current, the paint can produce temperatures ranging from 88°F to 1472°F. Companies in Japan, Britain, and the U.S. are testing the paint — called "MRX" — on everything from toilet seats to runways. An Italian designer is even working on silk-screening it onto fabric to produce battery-powered heated clothing.

Applied just like ordinary house paint, MRX is derived from a coating that Rustol developed to line chimney stacks and steam pipes in order to draw heat away from these hot surfaces. When between six and 100 volts (depending on the desired temperature) hits the paint, it emits heat waves.

A demonstration house in Japan features a heated roof, floors, ceilings, and driveway — all coated with MRX.

OFF THE HOOK

Portable 'PagerPhone' Coming In Spring

If you're always on the go-go — and you (or your company) have the bucks to invest in life's little luxuries — you might want to check out Universal Cellular's "PagerPhone," a pocket-sized portable telephone that combines cellular technology and paging capabilities.

The 13-ounce PagerPhone was designed to give busy execs the option of selecting which calls will be returned and when. It also displays messages of up to 256 characters and offers "Two-Touch Speed Recall," which enables users to access up to 90 names and numbers from memory.

Other features include a hidden antenna, a programmable alarm clock, a choice of ring or vibration alert for both phone and pager, an easy-to-use menu, and more than two hours of talk time.

West Coast Debut

The PagerPhone will be avail-



able in the spring, and initially will be distributed on the West Coast. Suggested retail price: \$1895 (includes pager activation). For more info, call the Anaheim, CA-based company at (714) 572-1000.

Automated Ordering = Faster Fast Food

Next time you stop at Carl's Jr. for a bite to eat, you'll still place your order — but perhaps not with a person. If the restaurant has installed the "Touch 2000" system, you'll enter your selections by pressing its touch-sensitive countertop menu.

Wait — did you want any fries or beverages with your order? The computer may ask you such questions if you didn't choose said ac-

countments. After you've completed your order — fries or no fries — the PC relays it to the kitchen and the cashier (where humans will be on hand to prepare your meal and take your money) via an IBM PC.

Touch 2000 was developed by Denver-based Management Information Support Inc. and IBM in cooperation with several Arby's outlets, which also have automated ordering. If the technology catches on, it'll spread to more Carl's Jr. restaurants and possibly to Burger King, which is evaluating the system.

Latest Concept In Call Forwarding

By assigning phone numbers to people as well as telephones, Japan-based Nippon Telegraph & Telephone Corp. hopes to implement a concept known as the "follow-me-phone" in 1992.

A ten-digit number stamped into a calling card will enable you to insert the card into special terminals and punch in the number of the phone where you can be reached — even if it's a cellular phone. (Current systems involve changing your forwarding number prior to leaving your home or office.)

But before the follow-me phone becomes a reality, NTT must get government approval as well as develop special network software and card readers. In the meantime, several U.S. companies are experimenting with similar systems.



Room Monitor Controls Ventilation

Your station's morning zoo has secured an exclusive on-air interview with the hottest S*T*A*R*S on the charts, and into the studio they stroll — with their record rep, their manager, their photographer, their bodyguards, and a half-dozen special friends. All of a sudden, you're about to faint from the stifling heat and the overwhelming eau de cologne.

If you'd had Young Environmental Systems' "YES-202" carbon dioxide/temperature monitor in the room, you could have prevented this scenario. The unit monitors the amount of CO₂ produced by the people in the control room/production studio/office and sends control signals to outside air dampers, providing ventilation when needed.

The YES-202 has no pumps, filters, or consumable supplies, so no maintenance is necessary. Suggested retail price: \$2350. Phone the Vancouver, BC-based firm at (800) 663-5481 or (604) 878-9922 for more information.

PD SOUGHT

Visotcky
Nabs KKYY's
VP/GM Slot

Bob Visotcky

Bob Visotcky, most recently VP/GM at WMJI/Cleveland for 16 months, has been appointed to a similar post at Sandusky's KKYY/San Diego. He replaces Carolyn Howe, who's leaving the AC outlet.

Also leaving: PD Robert John and the husband-wife morning team of Stevens & Grdnic. Jeff McNeal is doing morning drive on a temporary basis, and the station's looking for a PD. A format switch is rumored.

Visotcky, who couldn't verify such rumors, told R&R, "This is a community I've wanted to live in the past ten years. This isn't a 1.7 [Arbitron fall '90 share] station, and it's not going to be. With the support of the buying community and listeners, I'll do whatever's necessary to win in this market. Sandusky is certainly providing all the tools."

Visotcky was previously GM at KRFX/Denver, NSM at KTKS/Dallas, and an AE with WPLJ/New York and WLS/Chicago.

Coakley Heads
rooArt, MMA
Management

Sean Coakley

Longtime promotion exec Sean Coakley has been appointed President of the MMA North America management firm and Australian label rooArt's Mercury-distributed North American operation.

Coakley spent the last seven years at Arista, where he served as VP/Rock Promotion and more recently as VP/Product Development. "I consider rooArt one of the most innovative and dynamic new labels to enter the international arena in years," he stated. "The caliber of artists points to major worldwide successes... and I'm looking forward to making sure everyone in America knows it."



Van James

BLACK MUSIC

James Jumps
To Nat'l Dir.

Van James has been appointed National Promotion Director/Black Music for Atlantic. He'll report to Sr. VP/Black Music Richard Nash.

Nash said, "Van's professional dedication and his grassroots experience in merchandising and promotion make him well-qualified for this position."

James joined Atlantic in 1985 as a local R&B promotion rep in Detroit, where he'd been WEA merchandising rep since 1979.

Hyman Named
First Imago VP

Kate Hyman has been appointed VP/A&R for the Imago Recording Company, making her the first corporate VP named since the fledgling label's startup last month.

She comes to Imago from Chrysalis, where she headed the label's West Coast A&R department. Hyman previously served as East Coast Director/A&R for MCA.

She'll report to Imago President Terry Ellis, who co-founded Chrysalis. Imago opened its doors last month in a joint venture agreement between Ellis and BMG.

WHJX Ups Demps To GM

Bruce Demps has been promoted from GSM to GM at Eagle Broadcasting UC WHJX (Hot 101.5)/Jacksonville. He replaces Walter Berry, who's joined WMXJ/Miami as GSM (see story, this page). Last week, Hot 101.5 PD Keith Clark announced he was defecting to UC WJMO/Cleveland.

Demps told R&R, "We'll probably announce a new PD within the next week-and-a-half. When you have one of the fastest-growing

18-34 and 25-54 radio stations ever to sign on, your guys are sought after by most of the broadcast groups. But our great success here — and the weather — have made this a pretty attractive situation for [prospective] programmers."

Demps has been in radio for eight years, following some time in TV production and media sales. He entered radio at WIVY/Jacksonville, FL, where he rose from AE to NSM/LSM. He joined WHJX in December '89.

Power Play



Year-end promotion/sales awards and a music presentation by President Clive Davis (l) were the among the highlights of Arista's annual convention, the theme of which was "We've Got The Power." Davis and Exec. VP Bill Berger (r) took time out during the five-day meeting frenzy to congratulate Connie Johnson on her appointment as VP/R&B Promotion.

CFRB Appoints Anderson PD

N/T CFRB/Toronto has appointed four-year crosstown CJEZ morning air personality Bill Anderson PD. He succeeds John Keogh, who is no longer with the station. CFRB programs a few songs in morning and afternoon drive, and some occasional weekend music.

Anderson told R&R, "With a war likely, we're programming this News/Talk station hour by hour. This is an exciting beginning, but I'd like to see things calm down."

"It's a great gig to program the station with Toronto's largest market share. I worked here as talent for ten years, and I'm thrilled to be on this side of the desk. I'll try to take a great station and improve it. There's no need for major shake-ups or overhauls."

In addition to his ten years on-air at CFRB, Anderson previously pro-

grammed CFGM/Toronto, was an air personality at CKFM/Toronto, and was writer/producer/host of Standard Broadcasting's "Big Country," a weekly syndicated Country music program.

DIXON

Continued from Page 6 sensitive to radio, the trades, and black music. We're proud to have her."

Dixon, who was programming assistant at UC KJLH/Los Angeles prior to joining R&R, said, "Our goal is to provide the best UC/dance music to radio and the listening audience. We intend to be a musical force for the '90s. On a personal note, I'd like to thank Walt Love, Bob Wilson, and the R&R staff for five wonderful years of knowledge."

Word Association



Christian music label Word Records has signed a marketing and distribution agreement with Epic. Agreement terms are worldwide, excluding Europe; first releases under the pact are slated for early '91. Celebrating the inspirational venture are (l-r) Epic Sr. VP/Marketing Larry Stessel, Sony Music Distribution President Paul Smith, Epic President Dave Glew, Word's Exec. Director/Marketing & Sales Tom Willett and Exec. VP Tom Ramsey, Epic VP/Sales Pete Anderson, Word Exec. Director/Gospel Division James Bullard, and Epic's VP/Product Development Dan Beck and Sr. VP/A&R Don Grierson.



Bob Heatherly

DIR./MARKETING

Heatherly
Rises At
Atlantic/
Nashville

Atlantic/Nashville Director/Promotion Bob Heatherly has been promoted to the new position of Director/Marketing for the country label.

VP/GM Rick Blackburn said, "With almost two decades in the business under his belt, Bob is one of those rare individuals whose expertise includes marketing, sales, and promotion. In addition, the time he spent in management has sensitized him to the artist's concerns. It's with real pleasure that I announce this well-deserved promotion."

Heatherly joined Atlantic as Director/Promotion when the label made its Nashville debut in summer '89. Prior to that he was Director/Sales of R&R/Nashville for 18 months. He spent 16 years with RCA — 11 in New York and five in Nashville — in a variety of marketing and sales positions. From 1985-88, he ran a country artist management company.

WMXJ Picks
Berry As GSM

Walter Berry

Former WHJX/Jacksonville GM Walter Berry has accepted the GSM chair at Scoonix Gold outlet WMXJ/Miami.

Berry formerly was GSM for WMFR & WMAG/Greensboro, WPLZ/Richmond, WAPI/Birmingham, and WOKJ & WJMI/Jackson, MS. He once worked for the NBA's Washington Bullets as Director/Sales.

NEWSBREAKERS

Radio

● **KEN ROBERTS** is the new VP/GM at KBTS/Austin, coming from the GSM post at KMGC/Dallas.



Ken Roberts Michelle Dodd

● **MICHELLE DODD** is promoted from KUFO/Portland Asst. PD and Director/Research to Asst. National PD and Director/National Research for all Henry Broadcasting music-formatted stations.

● **RICK DENTON** has been named GM at KEYV/Las Vegas. He was most recently GM at KOZZ & KONE/Reno.

● **WILLIAM IRWIN** is appointed VP/GM at KKOB-AM & FM/Albuquerque, segueing from the same position at WCAS/Raleigh.

● **DOUG STERNE** is boosted from LSM at KFOG/San Francisco to Director/National Sales at KFOG and sister KNBR. Filling the LSM slot is Sr. AE **MARK SILVERSTEIN**.

● **TREY WORKMAN** is named NSM at WGST & WPCH/Atlanta and the Georgia Network. He had been an AE at WGST. And **MIKE LAWING** is named Chief Engineer of WGST. He had been Facilities Manager for WGST, WPCH, and the Georgia Network.

● **PATRICK JOYCE** is upped from Sales Manager to Sports Sales Manager and **JULIE KIRBY** is promoted from AE to Sales Manager at WMAQ/Chicago.



Kurt Denny Denise Cox

● **KURT DENNY** is named Director/A&R at MCA Records. He had been Director/Writer-Publisher Relations at BMI.

● **DENISE COX** is appointed Director/Media & Artists Relations at Geffen Records. She was most recently Director/Publicity, West Coast at Island Records.

● **PAUL MOSHAY** is upped from Director to Sr. Director/Sales & Marketing at Delicious Vinyl Records.



Paul Moshay Bill Hearn

● **BILL HEARN** is named President of Sparrow Communications Group and will head Sparrow Records. He had been Sr. VP/Marketing for Sparrow. Also, **RICK HORNE** is upped from Sr. VP/Finance & Administration to CFO and **ROD HUFF** is boosted from Sr. VP/Operations to COO at the Sparrow Corporation.

● **JAY DURGAN** is upped from Sr. Director/International Marketing to VP/International at A&M Records.



Jay Durgan Larry Davis

● **LARRY DAVIS** is appointed Director/Urban Marketing at CEMA Distribution. He had been a Sales Rep at CEMA/Atlanta.

PROS ON THE LOOSE

Mark Bauer — Morning producer WLOL/Minneapolis (612) 340-9565

Matt Brady — Parttime KKYK/Little Rock (501) 227-7809

Bob Brayton — Promotion Director/A&R Best Recordings (708) 963-7316

Catherine Cain — Music & Research Director WLOL/Minneapolis (612) 340-9565

Kevin Coulter — Evenings Drake-Chenault/Jones AC format (303) 778-8004

Lou Dallman — MIDDAYS WVKC/Toledo (419) 475-1367

Rob Dawes — MIDDAYS WXXX/Burlington, VT (802) 879-3462

Dancin' Mark Hanson — Nights KXXX/San Francisco (415) 927-2802

Robert John — PD KKYV/San Diego (619) 279-2499

John Kligo — Afternoons WZZG/Charlotte (704) 364-2986

John Monaco — MIDDAYS/production KDVV/Topeka (816) 478-4000

Brian Moriarty — MIDDAYS WMBD/Peoria, IL (309) 673-1027

Mark Olson — Mornings WVKC/Toledo (419) 885-2655

Bill Russ — Morning sidekick WXGT/Columbus, OH (614) 793-8609

Greg Vaughn — OM/PD/mornings WPKZ/Bloomington, IL (309) 827-0014

Larry Wax — Mornings WPXY/Rochester, NY (716) 271-1655

Rich White — VP/GM WFAS/White Plains, NY (914) 472-8919

Larry Williams — Production Director KXXX/San Francisco (415) 753-0655

Records

● **BARBARA SHELLEY** joins Rhino Records as VP/Publicity. She was previously VP/Media & Artist Relations at Chameleon.

● **ADAM KAPLAN** joins Mute Records as Director/Marketing & Sales. He had been Coordinator/National Alternative Marketing at Virgin Records.

● **TONY DIMARIA** is upped from Manager/Promotion & Marketing, Southwest Region to Manager/National Promotion & Marketing at Gemini Records.

● **SOPHIA CHANG** is tapped as Manager/A&R and Product Development at Jive Records. She had been Coordinator/Marketing for Atlantic Records' alternative music division.

CHRONICLE

Born To:

WROX/Washington, DC Promo, Coordinator **Dave Redemann**, wife Caryn, son Joseph David, October 30.

WZRT/Rutland, VT air talent **Craig Sala**, wife Sand, son Joseph Mychael, December 18.

WROX/Washington, DC air talent **Celeste Clark**, husband Jeff Jenkins, son Eric Philip Jenkins, December 29.

Condolences:

Veteran broadcaster **Russ Coughlan**, December 29.

National Radio

● **DEAN MARION** joins Premiere Radio Networks as Director/Marketing & Promotion. He was previously VP and Director/Client Services at entertainment marketing firm Alan Sekuler & Associates.

● **ED BRADLEY** anchors CBS News Special Broadcast Unit's 20-part special, "Remembering The Dream," which chronicles personalities and events concerning Black History Month (February); (212) 975-3773.

Industry

● **KENNETH ALMGREN** has been named Sr. VP/CFO at NAB. He had been a Washington, DC-area financial consultant.

● **SUSAN GARONE**, Director/Research at MediaAmerica Inc., adds VP stripes.

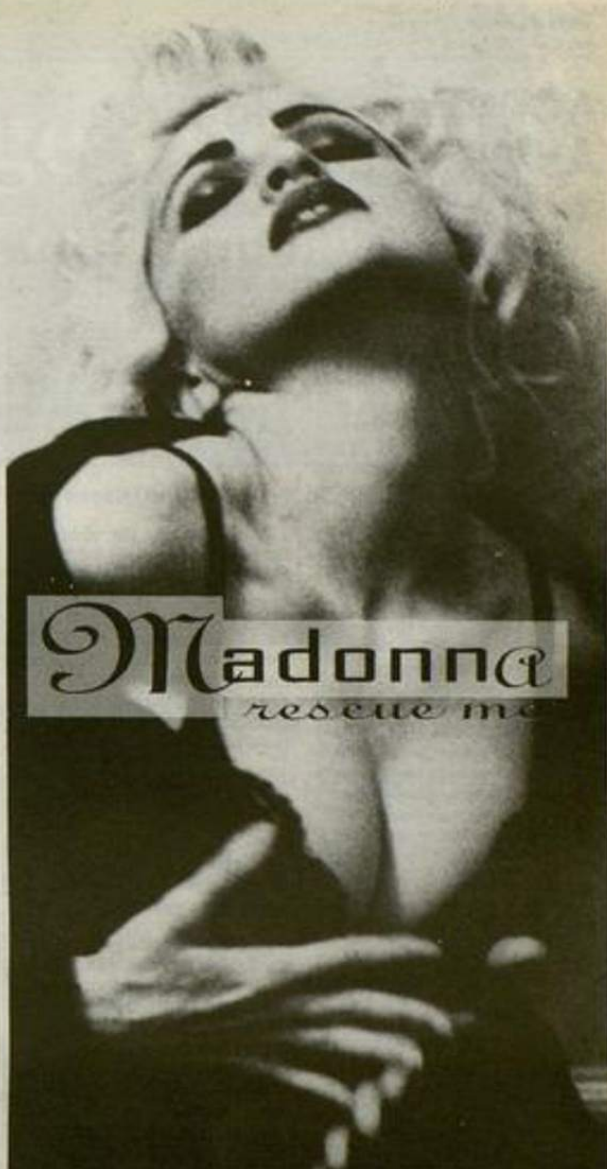
● **WORTH LINEN** is appointed President at BMG Direct Marketing. He had been Vice-Chairman at direct marketing firm Wunderman Worldwide.

● Consultant **PETE SALANT** has opened a new office at 111-1 Cosey Beach Ave., East Haven, CT 06512; (203) 468-9887. **STACEY HILL** comes aboard as an Associate, hailing from the Manager/Voice Information Services slot at MLM Information Group Inc.

● Concrete Management President **WALTER O'BRIEN** and Concrete Marketing Inc. President **BOB CHIAPPARDI** have dissolved their partnership. Each will become sole owner of his respective company; the pair previously owned 50% of both companies.

● **MICHAEL PAGNOTTA** and **GENE COPPOLA** are partners in Reach Media Relations, a new firm specializing in public relations, marketing, and media consulting for the music and entertainment industries. Pagnotta had been Director/Special Projects for Straight Arrow Publishers, while Coppola was formerly Sr. Accounts Supervisor/Marketing Services for Telerate Inc.

—Ann Schnieders



the new single from the multi-platinum album
the immaculate collection
produced by madonna and shep pettibone

©1991 sire records company

CHR BREAKER
CHART DEBUT: 26



AC Wins One In Birch As CHR Plummet

Gold, Country Top Gainers; B/EZ Down 67%

AC is perennially the leading format in the Top 30 markets when Arbitron's doing the measuring, but it's rare to see AC topping a Birch survey. Yet the format nipped a slumping CHR to emerge as the No. 1 format in the major markets for the new Fall '90 Birch book.

As R&R's exclusive Format Performance Index shows, in its first Birch examination, AC was up only slightly from the summer, but gained almost 36 total shares from a year ago, when it was 90 shares

behind CHR. But CHR is off 66 shares since Fall '89 (21 of them lost in just this book), and now trails AC by 11.5 shares.

Off The Graphs

The graphs to the right show the net gains or losses for nine key formats — the nine biggest formats as of Fall '89. One of those, however, has nosedived from eighth rank to 14th today — B/EZ lost 78 shares in the past year, owing mostly to numerous defections. Following are the year-to-year and book-to-book results for the formats not displayed on the graph:

- NAC/CJ: 69.6 total shares, off 11.1 from a year ago and down 3.4 from summer.

- Classical: 63.8 total shares, up 6.7 from Fall '89 and up 4.1 from last book.

- Big Band/Nostalgia: We combined these formats with B/EZ in the first Format Performance Index, but found when analyzing the figures that Big Band/Nostalgia stations were holding steady while B/EZs were free-falling. So we've separated them for this Index and will do so for all further editions, Birch and Arbitron. BB/Nost. stations in the Top 30 totaled 59.1 shares, up 2.9 from a year ago and up an impressive 7.4 (more than 14%) over last book.

- Hispanic: 44.3 total shares, up 13.4 (a whopping 43%) over last fall

Ranking The Formats

AC's slight gain and CHR's 21-share drop resulted in an AC victory as Birch's top Fall '90 format. AC is, however, four points lower than in the summer Arbitron standings, while CHR is still three points higher in a down Birch than in Arbitron. AOR, as usual, does better in Birch (2.3 points better than last summer's ARB, to be exact), but most other formats (with the exception of B/EZ, much lower in Birch) are in the same Birch/Arbitron ballpark. Following are the Birch format standings:

AC	17.0%
CHR	16.6
AOR	13.0
N/T	11.5
Ctry	9.5
UC	9.1
Gold	5.7
CR	4.1
NAC	2.6
Class	2.4
BBnd	2.2
Span	1.7
Rel	1.6
B/EZ	1.5
NR	1.4

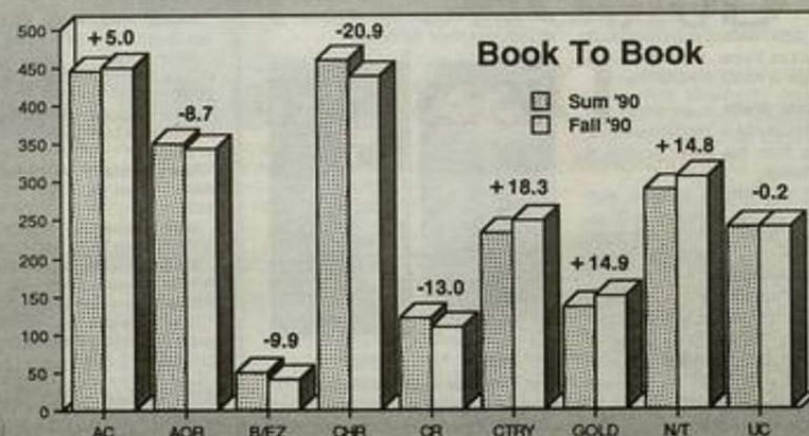
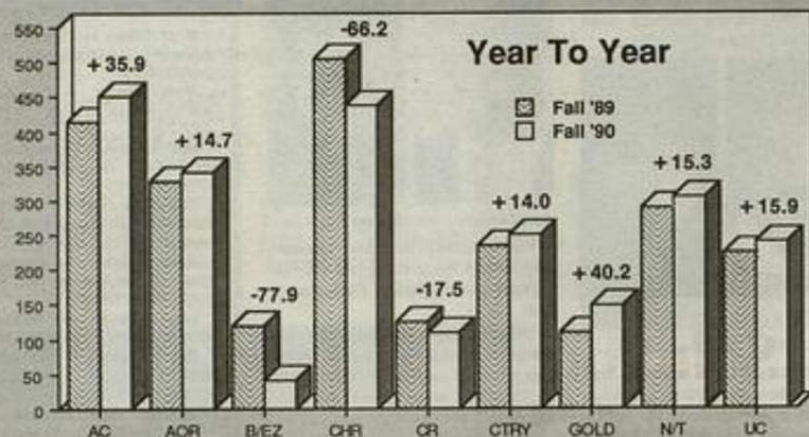
Top Markets By Format

Once again, the best city for any format is Cincinnati for AC, with almost one-third of the Queen City's total shares going there. The 22 shares Denver accords to AOR came in a distant second. Here's how the top markets for each format stacked up:

Format	Total Share	City
AC	32.6	Cincinnati
AOR	22.3	Denver
CHR	21.7	Providence
Country	21.0	Dallas
Urban	20.7	Atlanta
News/Talk	18.1	New York
Spanish	15.1	Miami
Gold	10.2	Portland
Big Band	7.1	Milwaukee
Classic Rock	7.1	Kansas City
New Rock	7.1	San Diego
NAC	6.2	Portland
Rel/CC	6.2	Dallas
B/EZ	5.4	Miami
Classical	5.1	Denver

Interestingly, despite the differences between Birch and Arbitron, the format-leading markets were the same (comparing Fall Birch to Summer Arbitron) in all but four cases — and all but one of those was a below-double-figures case in which more fluctuation can be expected. The big difference was in CHR, where WPRO-FM's double-digit share and WWKX's conversion from Urban combined to edge Providence past last book's CHR winner, Milwaukee.

Format Performance Index



All figures total shares, Top 30 markets, Birch

and up 8.0 in just this one book.

- Religious/Contemporary Christian: 42.0 total shares, down .7 from a year ago but up 5.2 this book.

- New Rock: 37.9 total shares, up 8.4 (almost 30%) from last year and up 2.7 from last book.

Year-To-Year Results

Talk about a golden year: the Gold format scored the biggest gain from Fall '89 to Fall '90. Its 40+ share increase translates to a 37% boost; by comparison, AC's 36-share jump comes out to less than 9%. AOR, Country, News/Talk, and Urban were up by lesser margins.

As mentioned, B/EZ stations suffered the most devastating loss, with CHR a close second, down a serious 13% from last year. Classic Rock and NAC were off by similar amounts.

Book-To-Book Highlights

Some good news for Country radio — the format was the top gainer measured Summer '90 to Fall '90. An 18-share, 8% jump did the trick, besting neck-and-neck contenders Gold (up 14.9, 13%) and News/Talk (up 14.8, 5% as the impending war situation worsened). Smaller gains were registered by Hispanic, Big Band, Religious, AC, and New Rock.

Most of the B/EZ damage may have been done; this book the for-

mat was off just 10 shares, although a 20% drop at the level it's sitting at is not to be laughed off. But CHR lost 21 shares (a drop of 4.6%) and Classic Rock had 13 shares eroded from its total, a drop of 11%.

The Format Performance Index for the Arbitron Fall '90 book will follow in short order, at which time we'll more directly compare Arbitron and Birch totals.

How It Works

The Format Performance Index appears eight times yearly, once for each Arbitron and Birch survey. It's intended as a quick, timely guide to format trends across the nation.

To speed its publication, we take 12+ ratings figures from the Top 30 markets (since Anaheim is only a two-book-a-year Arbitron market, we substituted market #31, Cincinnati, for consistency purposes). All stations showing a 1.0 share or better are compiled into the appropriate format totals. Each market's format total shares are compiled into the national total share figures used here, and plus-or-minus changes in each format (also expressed in total shares) are calculated from year to year (in this case, Fall '89 to Fall '90) and book to book (Summer '90 to Fall '90).

Mercury

Continued from Page 1

Eckstine — whose father, Billy Eckstine, recorded for Mercury in the early '60s — remarked, "I have many fond memories of Mercury from the days that my father recorded here. I look forward to working with Mike Bone and the aggressive Mercury staff to further develop the incredibly talented and exciting artist roster."

"I'm very happy to be back at Mercury," added Bone. "It's a fine label with a rich history, a talented and diverse artist roster, and a killer staff."

Eckstine joined PolyGram in 1987 as Sr. VP/GM of its Wing Records subsidiary. A year ago, he was given additional responsibilities as Exec. VP/Talent and Creative Affairs. He previously worked at Arista and Qwest.

Bone began his major industry career with Mercury in 1975. He subsequently held promotion positions with Elektra and Arista, and has more recently been President of Chrysalis Records and Island Records.

Lambert

Continued from Page 1

Prior to joining Atco in 1988, Lambert was National Field Promotion Director for A&M. He also operated his own New Avenues Music, held National AOR Directorships at Arista and Capitol, and was a Warner Bros. local promo rep.

Problem:

We Had to Change Format!

...Confidentially

...Correctly

...Quickly

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GoldDisc™ and HitDisc™ Compact Discs from TM Century

(TM Communications, Inc. and Century 21 Programming, Inc. recently merged. They are now subsidiaries of TM Century, Inc.)



"When research showed a format change was necessary to stay competitive in Chicago, I had six weeks to switch from Soft AC to Hot AC. Once I reviewed all the music sources available to broadcasters, I chose TM Century because of their reputation for delivering on-time and confidentially. I recommend TM Century GoldDisc™ & HitDisc™ Compact Discs with their Denon DN-950-FA CD "Cart" Players to any station looking for the best!"

Gary Parks

Program Director

WPNT FM—"The Point"

Formerly WXEZ—EZ 100

Chicago, Illinois

Do stations in New York, Chicago and Los Angeles get all the music they want from record companies? Perhaps...but what does it cost?! Some format changes—like WXEZ's in Chicago—had to be kept secret. But it's a record promoter's job to talk!

Radio's problem solver is TM Century! WXEZ instantly got the perfect Hot AC library on GoldDisc™ and HitDisc™ Compact Discs, a dozen Denon CD "Cart" Players and the hot new production libraries they needed—quickly and confidentially from TM Century.

Nothing else sounds as good as TM Century's music CDs. You'll get radio versions of all the hits, and better quality than you'll find in the stores.

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Name _____ Title _____

Station _____ Phone (____) _____

Address _____

City _____ State _____

WZRQ

Continued from Page 1

Leaping To Confusions

Cavanaugh began shaking up the Cincinnati market on December 26, following several unsuccessful efforts to sell the station. At high noon, the station dropped its identity as Country WBVE ("The Beaver") to broadcast Napoleon XIV's "They're Coming To Take Me Away" nonstop for six hours. It then aired five days of 'round-the-clock Led Zeppelin, interspersed with bits about a series of frogs being executed — a not-so-delicate shot at the longtime mascot of crosstown AOR WEBN.

On January 1, the station signed on as WZRQ with SMN's Z-Rock format. Cavanaugh said that, to his surprise, initial research showed the format was "catching on fire like crazy" among WKRQ's CHR audience. He said he thought Great American Chairman (and Chiquita owner) "Carl Lindner must have gone bananas."

Great American's lawsuit contends that Reams is violating

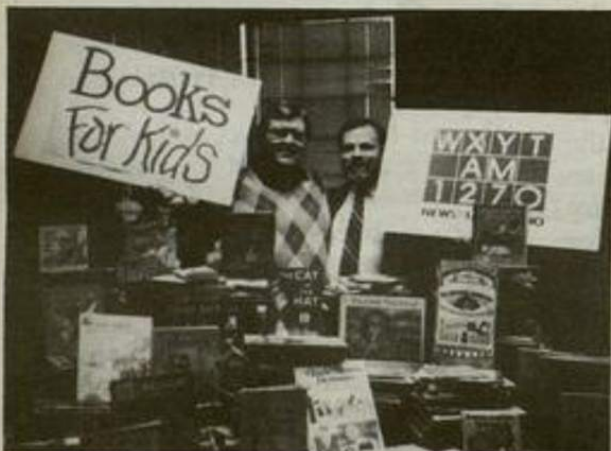
federal and state trademark laws because of the similarity in call letters and music formats, and that listener confusion will cause economic damage.

"From day one, I've been extremely concerned about their call letter change and the confusion it has and is likely to continue to cause. That's it in a nutshell. I'm pleased with the action of the court to date," said WKRQ VP/GM Jim Bryant.

When asked if the station had detected any listener or advertiser confusion, Bryant couldn't cite any cases, but said, "It only takes one case to really distort an Arbitron."

Cavanaugh countered, "Admittedly there's a proximity of call letters, but WZRQ is the only call sign available right now that phonetically spells Z-Rock. Our formats are radically different. There's been no confusion here, no mistaken phone calls, all the advertisers know what's going on, and certainly the audience does too. Great American's allegations are just ludicrous."

WXYT Sponsors Book Drive



WXYT/Detroit listeners donated nearly 3000 books in the station's "Holiday Book Drive For Kids." The Talk station distributed the books to three area organizations for underprivileged children. Pictured with some of the donations are WXYT morning show host Denny McLain (l) and VP/Director of Operations Michael Packer.

CBS Radio's KRAK Team



Country KRAK-AM & FM/Sacramento, owned by EZ Communications, recently became CBS Radio Network affiliates. Finalizing the details are (l-r) CBS VP Peter Moore, KRAK VP Don Langford, and CBS District Director David Kleinbart.

Mo' Gerardo



Interscope celebrated the launch of its first release — Gerardo's "Mo' Ritmo," due January 29 — at a Mexican fiesta in L.A. Looking suave are (l-r) manager Peter Lopez, Interscope founder/co-head Ted Field and co-head Jimmy Iovine, Gerardo, East West Records America President/CEO Sylvia Rhone, and Atlantic co-Chairman/COO Doug Morris.

KM Records Secures AFRTS Pact

ARMED FORCES RADIO & TELEVISION SERVICE BROADCAST CENTER



The Armed Forces Radio & Television Service (AFRTS) has awarded a record pressing contract to Westwood One Inc.'s KM Records division. Marking the agreement at AFRTS's Southern California headquarters are (l-r) KM Records' Daria Smith and VP Bill Riley, AFRTS Chief/Radio Division Robert Castle, KM's Chuck Switt, WW1/KM corporate liaison Ken Klinger, and AFRTS's Jim Smick, Gene Plunkett and Joanne Matol.

Heart Of Platinum



Capitol President Hale Milgrim (second from left) presented Heart with three plaques for their "Brigade" LP — a triple-platinum for worldwide sales, a double-platinum for U.S. sales, and a gold for the "All I Wanna Do Is Make Love To You" single. Pictured with Milgrim are (l-r) band members Mark Andes, Denny Carmassi, Nancy Wilson, Ann Wilson, and Howard Leese.

**New Faces
Of Country Music**

MEMORIAL DAY - Join hosts Restless Heart as they showcase ten of the brightest new stars on the country horizon. (May 21-27)

Dynamic Duos

SUMMER SPECIAL - A "who's who" of country couples, with sounds and stories from popular duos like Foster & Lloyd and The Judds. (June 11-17)

**The Lone Star's State: A Salute
To Texas Country Superstars**

4TH OF JULY - A showcase of popular country performers who hail from the great state of Texas including Barbara Mandrell, George Strait and Willie Nelson. (July 1-7)

Farewell To The Judds

SUMMER SPECIAL - A lifetime retrospective on Naomi and Wynonna as they prepare to say goodbye to country music. (August 5-11)

**A Labor Of Love:
Fans & Country Music**

LABOR DAY - An up-close and personal look at the 1991 Fan Fair - the annual lovefest between country music's biggest names and the fans that adore them. (August 27- September 2)

**The Country Music
Association Awards Show**

OCTOBER 7, LIVE FROM NASHVILLE - It's country music's premier event - the 1991 Country Music Association Awards, live from the Grand Ole Opry. A Mutual exclusive! (October 7, LIVE)

CMA Winners Circle

THANKSGIVING - Another exclusive look at the big winners and hits of the 1991 CMA Awards. (November 25 - December 1)

Christmas Holiday Special

CHRISTMAS - Our exclusive yuletide special will be hosted by a renowned country superstar with music and memories of the season. (December 18-24)

Announcing

MUTUAL'S 1991 COUNTRY COLLECTION

Mutual presents an exciting all-new lineup of eight great country music specials for 1991. It's the best in country music programming all year long and it's all from Mutual - your Country Connection.

Don't miss out on country music's most exclusive and entertaining lineup of special events.

For more information about Mutual's 1991 Country Collection, contact your Mutual representative today at (703) 685-2550.



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KMEL	KQIZ
HOT977	WZKX
	KCHX
	KG95
	WDBR
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MTV ADD!



#11-#7!



STREET TALK

Stern To L.A. Rumors Revisited

Re-Ups With Infinity; TV Show To National Syndication

Although just about everyone's convinced Howard Stern will begin simulcasting on KLSX/L.A. this year, most discount the seven-hour shift scenario outlined in last week's ST, including longtime Stern agent Don Buchwald.

"We'd definitely like to get Howard in other markets, and L.A. is an obvious first step," Buchwald told ST. "But Howard on the air for seven hours? I don't know he'd be able to do that. There are a number of other variations we've discussed." Buchwald declined to elaborate.

No matter how the deed is done, KLSX would have to pay Infinity major money for the privilege of simulcasting Stern. If you can believe the latest scuttlebutt, the pricetag is at least one million dollars, with 20% of that going straight to Stern.

And in the middle of all this Stern-to-L.A. buzz comes word that the morning manster will re-up with Infinity for another couple of years. Stern revealed his decision on-air at his 37th birthday bash last Thursday (1/17) — the same day All American Television announced it would put Stern's weekly TV show up for national syndication.

Metroplex Classic Rock WUFX (The Fox)/Buffalo segued to AOR on Monday (1/14),

Rumors

- Capitol Sr. Dir./Nat'l Promo Ritch Bloom passed on the VP/Promo gig at Zoo Entertainment. Could a boost for Bloom be in the offing?

- Is KBEQ/KC talking with crosstown KXXR (X106) PD Steve Douglas?

- Now that Y95/Dallas APD J.J. McKay is working solely with the morning show, is Station Mgr. Randy Kabrich searching for some programming help? And wasn't that Y107/Nashville PD Louis Kaplan seen chompin' chicken with the powers-that-be at Y95?

- Ah, but could WZPL/Indy PD Don London, WKSS/Hartford PD Jefferson Ward, WKBQ/St. Louis PD Lyndon Abell, WVIC/Lansing PD Kevin Robinson, or WLOL/Minneapolis PD Greg Strassell also figure into Kabrich's plans?

- No word at presstime as to whether Chrysler's Dave Ross would take the head AOR gig just vacated by Elektra-bound Steve Schnur. If Ross passes, is exiting MTV International honcho Steve Leeds a possibility? And could the Butterfly also be considering MW regional rep Victor Lentini?

- Is Columbia Nat'l Dir./R&B Promo Ken Wilson about to relocate from L.A. to NY — with VP stripes? And is Columbia VP/Black Music & Jazz Promo Eddie Pugh about to get a significant promotion?

- Is CHR WANS/Greenville about to flip to AC?

Give Peace A Chance (Slight Return)

The Sean Lennon-Lenny Kravitz update of John Lennon's "Give Peace A Chance" received heavy multi-format airplay this week after being rush-released by Virgin. Westwood One, the Source, and ABC all made the song available via satellite, enabling stations to get it on the air prior to the January 15 U.N. deadline.

More than 40 artists contributed to the song, including Peter Gabriel, Bruce Hornsby, Little Richard, Yoko Ono, Cyndi Lauper, Bonnie Raitt, M.C. Hammer, Tom Petty, Al Jarreau, Iggy Pop, L.L. Cool J, Jazelle B, and Randy Newman.

Speaking of Newman, he's recorded a timely new song called "Lines In The Sand" that Reprise has rush-released. Newman penned the tune last Friday (1/11) and recorded it two days later at James Newton Howard's house/studio. Howard and WB Prez Lenny Waronker co-produced the single.

Meanwhile, several stations have been weaving Persian Gulf-related actualities into Styx's "Show Me The Way." A&M is distributing special versions created by WOKI/Knoxville PD Clay Gish as well as WAVA/Washington MD Chris Taylor. Both stations say the songs have garnered massive phones. Look for your 15ips copy in the mail.

And in Detroit, Byron MacGregor's 1974 spoken-word hit "The Americans" has become a renewed favorite among several local stations. Since the single is out of print, MacGregor — who recently joined the morning team at AOR WLLZ — reportedly is being asked to record an updated version.

offering even more of a direct challenge to crosstown Rich AOR WGR-FM (97 Rock).

Calling itself the "home of rock 'n' roll," the Fox is now playing three currents an hour between 10am-7pm, and four an hour at night.

Z95 The Pig's Digs?

Jacor Exec. VP/Co-COO and Critical Mass Media honcho Randy Michaels has been hired to consult ailing CapCities/ABC CHR Z95/Chicago. No pig noises . . . yet.

Lots of talk about KKBQ/Houston morning man John Lander following last week's ST item. Is WEGX/Philly interested? What about an alleged phone call from KLSX/L.A.? (Just in case the Howard Stern deal doesn't pan out.) Or . . . will Lander simply wait out his short noncompete and hop over to crosstown KRBE?

Things have been less than peachy lately in the brave new world of Billboard chart.

Continued on Page 32

RATINGS NOT WHAT YOU EXPECTED?

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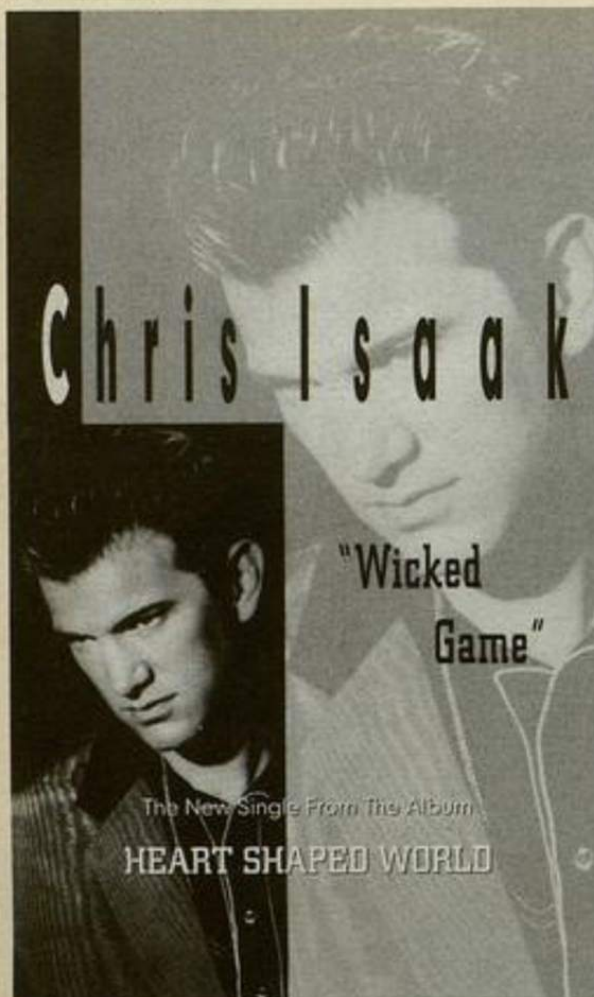
"in your arms"

The New Track And Single From The Biggest Little Band in Rock 'N' Roll



DAVID GEFEN COMPANY

FROM THE ALBUM LITTLE CAESAR
PRODUCED BY BOB ROCK
MANAGEMENT: TONY BERGSON, JIMMY JOHNS
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Continued from Page 30

methodology. The magazine's sales-based LP chart operation is reeling from a number of key defections in the chart's retail panel. ST has learned that **Musicland** — representing close to 1000 stores nationwide (and almost 10% of total recorded music sales) — will now report its sales *exclusively* to the new **Soundscan** music survey. Other retailers no longer giving their data to **Billboard** include **Camelot, Sound Warehouse, Music Plus, and City One-Stop.**

Also, the much-touted **BDS** airplay monitor technology had an old wound reopened when a front-page article in weekly **Variety** refocused on glaring discrepancies in **Billboard's** Country chart monitors. Add in label comments about the general sluggishness of **BB's** recently introduced CHR airplay monitors, and it's enough to make you wonder . . .

By the way, **Musicland's** decision to go with **Soundscan** apparently means radio stations can no longer get local retail reports from the chain's stores . . . and the stations aren't too thrilled about that.

Leap O' The Week

KXXL (XL93FM)/Grand Forks, ND PD John Scott will move from market No. 244 to market No. 90 when he becomes the new PD at **KC101/New Haven.** He starts in a couple of weeks . . . no replacement yet.

Rumbles

- At New Rock **KTOW-AM & FM/Tulsa,** the FM flips to Urban under new PD/MD **Tony Barrow.** The AM remains New Rock; **Joe Stone** handles MD duties.

- **Steve Chaconas** has been upped to PD/News Dir. at **WPGC (AM)/Washington.** He succeeds **Donna Francavilla,** who moved to crosstown **WTOP** as Asst. News Dir.

- **WGRX/Baltimore** GM **Jerry Gerson** exits. **Dwight Dingle,** GM at AM sister **WTTR,** becomes acting GM at **GRX.**

- **WRCH/Long Island** ups **David Feinblatt** to GM.

- **WZGC (Z93)/Atlanta** PD **Tony Mathes** was let go last week. Consultant **Gary Guthrie** comes in to babysit the **Classic Rocker.**

- Urban **WVKO/Columbus, OH** MD/air talent **Tony Coles** gives up the MD duties, but retains his airshift. PD **K.C. Jones** will handle the music until a replacement can be found.

- **Scionix Gold WMXJ/Miami** inks **Sonny Fox & Ron Hersey** to do mornings, replacing **Shawn Burke.** The duo previously did wakeups together at crosstown **AOR WSHE,** where Fox also served as PD.

- **Citadel Communications** Country combo **KCTR-AM & FMBillings, MT** is now repping crosstown CHR **KZLS (Z97)**'s sales efforts.

- Air personality **Dusty Rhodes** exits Full-Service **AC WLW/Cincinnati.**



AN AMERICAN TRILOGY — **KAYI (Key 107)/Tulsa** morning men **Karson & McKenzie** celebrated **Elvis Presley's** birthday by broadcasting live from a local donut shop. Pictured making hunk-a, hunk-a bumin' love (sharing a chocolate-covered, jelly-filled donut) are **Kevin Karson (l), the King, and Pete McKenzie.**

Names surfacing in the **KOY-FM/Phoenix** PD derby include (*drum roll, please . . .*) former **WEGX/Philly** PD **Todd Fisher,** **WLOL/Minneapolis** PD **Greg Strassel,** ex-**FM102/Sacramento** PD **Brian White,** **KEZB/EI Paso** PD **Bob West,** former **KITY/San Antonio** PD **Rick Upton,** former **KCPX/SLC** PD **Jerry Lousteau,** veteran oceanologist **Jacques Cousteau,** ex-**KHTK/St. Louis** PD **Derek Johnson,** **KJ103/OKC** PD **Mike McCoy,** consultant **Waylon Richards,** and **WVIC/Lansing** PD **Kevin Robinson.**

X100 Exits

With **Bedford Broadcasting** set to take over **CHR X100/SF** next week, staffers saw more pink slips than a lingerie department. Among the unlucky recipients: morning team **Kelly & Kline,** night rocker **Dancin' Mark Hanson,** and production whiz **Larry Williams.** Sole surviving staffers are midday man **Brian Lee** and afternoon driver **Chuck Geiger.**

According to new VP/GM **Brent Osborne,** former **X100 GSM Rich Kahn** has returned as Dir./Sales, and four partimers have been retained on an interim basis to cover the airshifts.

Consultants **Phil Hall** and **Kurt Hanson** are researching a format, new calls, and helping select a new PD. Is **B100/San Diego** PD **Mike Novak** the early leader?

New Pirate Boards Scuttled

Only three or four of those **Pirate Radio!** L.A. billboards reading "Try It Now" and "Listen Now" saw daylight last week. And those came down quickly in the wake of a meeting last Friday (1/11).

While everyone expects the station to take a more mass appeal CHR tack, don't look for the **Pirate** to make a move until the Persian Gulf crisis simmers down a bit. When the change does come, **ST** boldly predicts the **Pirate** moniker will walk the plank.

Continued on Page 34

"LITTLE THINGS MAKE A BIG DIFFERENCE."

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CHR Chart 34-25

KSAQ deb 10 HOT	Z99 18-13 HOT
KISN 9-4 HOT	B98 15-10 HOT
Q106 17-10 HOT	KISR 15-10 HOT
KPLZ 11-9 HOT	Q101 21-15 HOT
WNNK 28-24 HOT	KCHX 27-21 HOT
98PXY 24-19 HOT	KGOT 34-24 HOT
WBBQ 6-5 HOT	Z97 13-9 HOT
K96.7 deb 27 HOT	KFTZ 18-11 HOT
PWR945 24-22 HOT	KTMT 28-19 HOT
WIXX 1-1 HOT	ZFUN 16-10 HOT

AC 28-19



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HERE I AM (COME AND TAKE ME)

BRITNEY



The followup to the Top Six single
"The Way You Do The Things You Do."

From The
Platinum-Plus
album
**LABOUR OF
LOVE II.**

A classic ballad is
now a national event.

STYX

"SHOW ME
THE WAY"

[75021-1536-4]

"And as I slowly drift to sleep
For a moment dreams are sacred
I close my eyes and know there's peace
In a world so filled with hatred
Then I wake up each morning and turn on the news
To find we've so far to go
And I keep on hoping for a sign
So afraid, I just don't know

Show me the way..."

© 1990 Grand Illusion Music. All rights reserved.

Clay Gish at WOKI and Chris Taylor at
WAVA took the Styx track "Show Me
The Way" and tailored it to the times,
creating "Desert Shield" mixes that strike
a common chord in audiences everywhere.

"Top 5 phones after three plays!"
CHRIS TAYLOR/WAVA

CHR BREAKER 29

15 IPS TAPE ON
YOUR DESK NOW!

Produced by Dennis DeYoung

From the album *Edge Of The Century* [75021-5237-1/4/2]
Management: Ron Weisner Entertainment



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STREET TALK

Continued from Page 32

Bubba The Love Sponge — now doing nights at XL106.7/Orlando — has filed a \$1.25 million suit against EZ Communications and WIOQ/Philly, charging breach of contract. The Sponge was squeezed out less than three months into a two-year deal.

Sunny Joe White — who suddenly resigned his PD post at WXKS/Boston last week and was replaced by crosstown WZOU PD **Steve Rivers** — told the *Boston Globe* that yes, he has had conversations with 'ZOU VP/GM **Alan Chartrand**. Will White wind up at 'ZOU? Is **Mason Dixon** about to wing his way in for an interview? Or is Dixon focusing on the Sunshine State? Or is he hellbent for Texas?

Incidentally, the same *Globe* story speculated that White has also been talking with struggling crosstown **Ackerley AOR WBOS**, but 'BOS GM **Mary Cashman** dismissed the rumor.

Talk Of The Twins

WLOL/Minneapolis morning vet **John Hines** has inked a four-year deal to do wakeups at crosstown Country **KEEY (K102)**, replacing **Jack Savage**. The move reunites Hines with **Charlie Bush**, with whom he did mornings at the market's **KSTP (AM)** from 1976-80.

Hines — a 17-year local fixture — will stay with 'LOL until it goes Classical when **Minnesota Public Radio** takes over sometime in late February. ST hears 'LOL morning cohost **Eleanor Mondale** may be returning to **WCKG/Chicago**.

In other Twin Cities news, ST confirms that **Z100/NY APD Bob Davis** was talking with **AC KS95** about becoming PD, but things apparently didn't work out. Is **WLOL OM Gregg Swedberg** now the likely candidate?

If you had trouble reaching anyone at **Warner Bros. Records** for about two hours this past Tuesday (1/15), 'twas because the



Pie Hopes

The pied pipers in Capitol's marketing department carved out a slice o' promo items history with the multifaceted mailing of a six-inch cardboard pie box that contained a 17-song compilation CD of current and future cuts from the label's artists.

Opening the familiar pink box reveals a miniature pie, sitting in a tiny foil plate atop a little paper lace doily. The cardboard top (pictured) serves as the lattice crust. The non-playing surface of the CD has been printed to resemble the pie's filling (apple, natch). Circular sponges separate the crust, filling, and pan. Strategically placed Velcro dots hold it all together.

In addition to the brief menu/track listing pasted inside the box — logoed 'n' labeled "Tasty Tower Treats" — the in-er-face package comes with a larger paper menu (detail pictured) that provides more info on the pieces and artists featured. Tasty!



Rumbles, Pt. II

• **G98/Portland, ME** names **Eric Anderson** PD, as **Jim Randall** exits.

• Longtime **WQFM/Milwaukee** staffer "Downstairs" **Dan Hansen** is out as MD/morning man. **Mike "Bax"** **Baxendale** will remain in mornings, as the search for Hansen's replacement begins.

• Onetime UC powerhouse **WCNC/Cincy**, now in receivership after two years of Classical programming, has adopted a departed **Black Gold/Gospel** approach under former PD and current OM/morning cohost **Everett Cork**.

• **Bobby Wonder** is the new MD at **Urban KPRS/KC**.

• **Urban WHQT/Miami** air talent **Mark Andrews** adds MD duties, as **Yolanda Neely** steps down to concentrate on her evening "Quiet Storm" show.

• **WKZL/Winston-Salem** MD/afternoon driver **Sam Reynolds** transfers to **Nationwide** sister **CHR KLUC/Las Vegas** for the same duties.

• Pending a release from his noncompete, former **KCPX/SLC** PD **Jerry Lousteau** will do mornings at new crosstown **CHR KLTV**.

• **WYBS/Wilmington's** new PD is **Scott Edwards**, coming from **WQSF/Richmond**.

• **Gary Weinstein** has officially joined **KCHH/Chico, CA** as VP/GM, and has named **Charlene Sturm** (from crosstown **AOR KFMF**) **GSM**.

• **KISX/Tyler, TX** moves from **Gold** to **CHR** under new PD **Randy Ricci** and MD **Jeff Reynolds**.

Burbank Bunny Hutch had been evacuated owing to a bomb threat phoned into **Sire's HQ** — the second in the last six months.

Velvet Hand, Iron Glove

Walter Yetnikoff has resurfaced as the head of **Velvet Musical Industries**, reports the January 21 issue of *Forbes*. (The former **CBS Records** honcho explains that "Velvet" is the Yiddish diminutive for **Walter**.)

Although uncharacteristically mum on the exact nature of his new venture, **Yetnikoff** allows, "I have a name, and I have money." The 'zine estimates that between his severance package, back salary, and bonuses from **Sony**, **Yetnikoff's** 1990 income was closer to \$40 million than the \$25 million widely reported.

If **Yetnikoff's** resignation agreement prohibits him from running a record label, could a career in artist management beckon?

A tip o' the R&R ten-gallon hat to **RCA** for the rare feat of scoring two first-week Country Breakers: **Clint Black's** "Loving Blind" and **Don Williams's** "True Love."

Continued on Page 36

WINGER

**"EASY
COME**



**EASY
GO"**



The first rock single release on Q Sound,
specially remixed by Beau Hill.
"Easy Come, Easy Go" from the mega-hit album
IN THE HEART OF THE YOUNG.

Don't miss Winger's first ever live performance video
An MTV Exclusive.



Now on tour in Europe with the Scorpions.

Produced by Beau Hill
Managed by Control Management



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Cheap Trick



"IF YOU NEED ME"

ON YOUR DESK
THIS WEEK!

FROM THE
ALBUM

"BUSTED"



STREET TALK

Records

• Just to clarify, Atco's Matt Pollock has been upped to Sr. Dir./Nat'l Album Promo, and former WKLS/Atlanta PD Bill Pugh joins the label as Nat'l Album Promo Dir.

• Former Island Nat'l Secondaries rep Pat Maricano joins East West as Dir./Nat'l AC Promo.

• Quality Records has announced that former Arista L.A. promo rep Pete Schwartz and Record Merchandising's Sam Hernandez are now sharing Nat'l Promo duties. Former Arista WC Nat'l Sales exec Les Silver joins Quality as VP/Sales.

• BMG Music Canada President/GM Donald Kollar has resigned after more than a decade with the company.

• Geffen KC promo rep Bill Rusch heads to Giant to handle KC, St. Louis, and Minneapolis.

• Longtime promo dude Jim McKeen, most recently with RCA, has christened his new Seattle-based indie venture McKeen Music Marketing, or M3. The company officially opens its doors January 25.

• Veteran CBS (now Sony) Corporate VP/PR Bob Altshuler retired last Friday (1/11). However, he's been hired as a consultant to the company for special projects.

• Scotti Bros. hires former WTG rep Jay Brooks for MW Regional Promo duties, and former Enigma rep Tony Davis for its SW Regional post. The label still needs NE and SE regional reps.

• Elektra Sr. VP/Promo Rick Alden's assistant, Tracy Horton, will be promoted to Nat'l Secondaries Dir. She'll replace Maureen Gulman, who joins the label's artist development department.

• Chrysalis hires former Epic Cincy promo rep Dave Gleekman for promo duties in Dallas, Houston and Denver.

• Impact Sr. VP/Promo Bruce Tenenbaum inks former Elektra Nat'l Promo Dir. Jan Teffeld to handle NW regional promo duties out of SF. Also new to Impact: Promo Asst. Amira Rugola, formerly with Atco.

• Indie Country promoter Scott Borchetta has joined MCA/Nashville as Dir./Nat'l Promo.

• Though BMG's second Country label is still unnamed, staffers continue to surface. Chuck Thagard has been hired to handle the MW/NE region, and indie Cassandra Tynes will join as Promo Coordinator.

• Enigma VP/Promo Mike Krus has exited.

Continued from Page 34

When WJR/Detroit and the Tigers announced the firing of 72-year-old baseball announcer Ernie Harwell, effective the end of next season, a tidal wave of angry protests fell upon Tigers President Bo Schembechler.

However, in a front-page story in the *Detroit News & Free Press*, WJR VP/GM Jim Long confessed that it was he who made the decision to fire Harwell — but allowed Schembechler to take the heat. "I feel awful about what's happened to Bo," Long said. "It hasn't been fair. I haven't been able to sleep because of it."

King Commemorated

Although Dr. Martin Luther King Jr.'s birthday will be observed next week (1/21), Urban WHUR/Washington aired a two-hour study of the life and deeds of Dr. King on his actual birthday (1/15), featuring in-studio guests such as Rev. Jesse Jackson discussing what differences Dr. King could have made if he were alive today.

Meanwhile, Arista President Clive Davis will receive the Martin Luther King Jr. Humanitarian Award from the Congress Of Racial Equality on the observed holiday in honor of his efforts in raising money to combat AIDS.

Sonyland

The Sony Corp. has approved plans for an amusement park — tentatively titled "Sonyland" — that will feature characters, rides, and exhibits drawn from such Sony-owned companies as Columbia Pictures, Tri-Star Pictures, Columbia Pictures Television, and Sony (formerly CBS) Music.

A company-owned 2000-acre lemon farm in Oxnard, CA is thought to be the leading site for the project, according to *Wall Street Journal* reports.

No word on a construction start date, or whether the park would include such sure-fire attractions as "Bruce Springsteen's Tunnel Of Love," "Michael Jackson's Thriller," or "Bob Dylan's Positively 4th Street."

RADIO & RECORDS

Timeline

Great Scott!



Scott Shannon — before and after.

This certainly has been an eventful week in Scott Shannon's life. Fifteen years ago, he resigned as PD for WQXI/Atlanta. Ten years ago, he joined WRBQ-FM (105.5/Tampa) as Operations Director. One year ago, the hot rumors had Shannon leaving Pirate Radio to rejoin Z100/New York. And today . . .

1

• Bill Wise appointed Station Manager at WYAI & WYAY/Atlanta.

• Charley Lake joins Epic Records as VP/Pop Promotion.

5

• Norm Epstein appointed VP/GM for KLAC & KZLA/Los Angeles.

• Skip Miller elevated to Exec. VP at Motown.

• Emmis switches AC KMGG/Los Angeles off, powers on KPWR.

10

• John Sebastian resigns as WCOZ/Boston PD to form a consultation firm with COZ as his first client.

• WLUP/Chicago began a \$500,000 "mystery riff" contest, so competitor WMET retaliated by airing the tracks from which the riffs had been taken several times during the week.

• FAMOUS LOST WORDS: "It's much easier for a woman to get a radio job when there's no woman on the air . . . Once there is a woman on the air, your tape isn't even listened to."

— Denise Oliver, then VP/Operations & Programming for Capitol Broadcasting

15

• Don Benson gets first PD gig at WQXI/Atlanta.

Rainson

**RIDE
THE WIND**

THE NEW SINGLE AND VIDEO FROM THE MULTI-PLATINUM ALBUM

Flesh & Blood

SMALL
PLAY
YOUR
BEST

PRODUCED BY BRUCE FAIRBAIN • CO-PRODUCED BY MIKE FRASER
MANAGEMENT, HK MANAGEMENT / HOWARD KAUFMAN

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GLORIA ESTEFAN

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GLORIA ESTEFAN

*Dear Radio —
From my heart,
thanks for your
support and
friendship.*

*Love,
Gloria*

ESTEFAN
ENTERPRISES INC.

8205 Bird Road Miami, FL 33155 (305) 866-0281

DARK

The new single taken from the Epic release:
INTO THE LIGHT

Produced by Emilio Estefan Jr., Jorge Casas, Gibby Oswald



RATINGS

12+ FALL '90 ARBITRON RESULTS

Miami-
Ft. Lauderdale

	Su '90	Fa '90
WLYF (B/EZ)	6.8	8.1
WEDR (UC)	5.5	6.2
WIOD (N/T)	5.3	5.1
WPOW (CHR)	4.8	4.9
WAQI (Span)	5.0	4.4
WFLC (AC)	4.0	4.4
WKIS (Ctry)	3.6	4.2
WHQT (UC)	5.5	4.1
WHYI (CHR)	3.8	3.6
WJQY (AC)	3.8	3.6
WMXJ (Gold)	3.1	3.6
WQBA (Span)	3.7	3.6
WXDJ (Span)	4.0	3.4
WSHE (AOR)	3.3	3.2
WCMQ-FM (Span)	3.5	3.0
WZTA (CR)	2.5	3.0
WINZ (N/T)	2.8	2.7
WLVE (AC)	2.4	2.5
WTMI (Clas)	2.8	2.5
WAXY (AC)	2.6	2.1
WWFE (Span)	5	2.1
WEAT-AM & FM (B/EZ)	1.3	1.7
WQBA-FM (Span)	1.8	1.7
WMRZ (Gold)**	2.8	1.3
WFTL (Nost)**	1.1	1.2

*Switched from WWSB (N/T) in midbook
**Switched to Talk after rating period

Seattle-
Tacoma

	Su '90	Fa '90
KIRO (N/T)	10.2	8.7
KPLZ (CHR)	6.9	7.0
KMPS-AM & FM (Ctry)	6.7	6.3
KOMO (AC)	5.2	5.5
KUBE (CHR)	5.2	5.2
KLSY-AM & FM (AC)	4.5	4.8
KRPM-AM & FM (Ctry)	3.1	4.7
KXRX (AOR)	4.5	4.5
KING-FM (Clas)	3.9	4.2
KBSG-AM & FM (Gold)	3.1	4.1
KISW (AOR)	4.8	3.8
KZOK-FM (CR)	5.2	3.8
KBRD (B/EZ)	3.5	3.2
KIXI (BBnd)	4.0	3.0
KING (N/T)	3.0	2.9
KLTZ (AC)	2.1	2.7
KMGI (AC)	2.5	2.6
KXNW (NAC)*	1.7	2.1
KSEA (AC)	2.6	1.6
KCMS (CC)	1.2	1.4
KVI (Gold)	1.3	1.4
KRIZ & KZIZ (UC)	5	1.3
KJR (Gold)	1.1	1.2

*Formerly KNDA

Atlanta

	Su '90	Fa '90
WVEE (UC)	14.8	11.0
WAPW (CHR)	8.6	8.2
WSB-FM (AC)	9.9	8.2
WPCH (AC)**	8.0	7.5
WKLS (AOR)	6.3	7.2
WYAI & WYAY (Ctry)	6.5	6.6
WSB (Talk)	5.7	6.5
WFOX (Gold)	5.8	5.5
WSTR (AC)	4.4	5.1
WKHX-AM & FM (Ctry)**	5.2	5.0
WGST (N/T)	4.1	4.3
WZGC (CR)	4.0	3.8
WAOK (Rel)	2.7	3.3
WALR (UC)***	5	2.3
WCNN (News)	8	1.5
WIGO (Gold)	1.0	1.1

*Formerly B/EZ
**Not a fulltime simulcast
***Began rating period as AC

Tampa-
St. Petersburg-
Clearwater

	Su '90	Fa '90
WWRM (AC)	7.4	10.5
WQYK-FM (Ctry)	9.1	9.6
WDAE & WUSA (AC)*	7.9	9.4
WFLZ (CHR)	8.3	7.4
WRBQ-AM & FM (CHR)**	6.1	6.3
WDUV (B/EZ)	5.5	6.0
WYNF (AOR)	6.2	5.1
WFLA (N/T)	5.8	4.7
WGUL-AM & FM (BBnd)	5.1	4.7
WYUU (Gold)	3.6	4.1
WNLT (AC)***	5.0	3.9
WXTB (AOR)	4.7	3.0
WLWU-FM (Nost)	1.2	2.4
WSUN (Ctry)	2.4	2.3
WHVE (NAC)	3.2	2.0
WLFF (Nost)	4	1.7
WTMP (UC)	1.3	1.1

*WDAE drops Big Band and begins simulcasting WUSA towards end of rating period
**Not a fulltime simulcast
***Now WMTX

Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary.

Minneapolis-
St. Paul

	Su '90	Fa '90
WCCO (AC)	16.9	15.2
KQRS-AM & FM (AOR)	10.9	10.1
KEEY (Ctry)	7.2	9.3
WLTE (AC)	7.5	8.7
KDWB-FM (CHR)	7.0	6.6
KSTP-FM (AC)	6.5	6.1
WLOL (CHR)	7.0	5.6
KLXK (CR)	5.0	4.9
KQOL (Gold)	4.4	4.4
KSTP (Talk)	2.3	3.6
KTCZ (AOR)	3.5	3.6
KJJO-FM (NR)	1.9	2.1
KLBB (N/T)	2.5	2.0
WMIN (Nost)	1.5	1.1

Phoenix

	Su '90	Fa '90
KNIX (Ctry)	9.8	11.0
KTAR (N/T)	7.6	8.8
KUPD (AOR)	6.7	6.4
KKLT (AC)	6.8	6.2
KMEO-FM (AC)	3.9	5.6
KOPA & KSLX (CR)	5.5	4.7
KESZ (AC)	4.4	4.4
KMLE (Ctry)	5.1	4.3
KKFR (CHR)	4.1	4.1
KOY-FM (CHR)	4.7	4.0
KZZP (CHR)	4.3	3.8
KFYI (N/T)	3.8	3.2
KDKB (AOR)	3.3	3.1
KMXX (AC)	3.9	3.0
KOOL-FM (Gold)	2.7	2.8
KLFF (BBnd)	2.3	2.4
KMEO (B/EZ)	1.7	2.1
KOY (Nost)	2.8	2.1
KOOL (Gold)	1.5	1.5
KCWW (Ctry)	9	1.4
KGRX (NAC)*	4	1.4
KONC (Clas)	7	1.4
KPHX (Span)	1.5	1.4
KUKQ (NR)	2.0	1.0

*Switches to Z-Rock toward end of the rating period

Denver-Boulder

	Su '90	Fa '90
KYGO-FM (Ctry)	8.6	8.3
KOA (Talk)	7.5	7.9
KOSI (AC)	6.7	6.0
KXLT (AC)	6.1	5.8
KQKS (CHR)	5.3	5.7
KBPI (AOR)	6.5	5.6
KBCO-AM & FM (AOR)	5.3	5.1
KRFX (CR)	3.7	5.0
KXKL-AM & FM (Gold)	6.9	4.7
KRXY-AM & FM (CHR)	5.4	4.4
KSYY (AC)	3.1	3.6
KAZY (AOR)	3.9	3.5
KEZW (BBnd)	3.3	3.5
KVOD (Clas)	2.4	3.5
KHIH (NAC)	1.6	2.6
KHOW (AC)	2.1	2.2
KYGO (Ctry)	1.6	2.1
KTCL (NR)	1.3	1.8
KYBQ (B/EZ)*	1.8	1.8
KLZ (AOR)	1.1	1.4

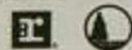
*Formerly N/T

Chicago

TWENTY

"CHASIN' THE WIND"

The New Single from the forthcoming album



© 1991 Reprise Records

Twenty 1

NEW & ACTIVE

One Of The "Most Added"
84/26

Y100 27-21	WHYY add	KZil deb 30
WNCI 27-24	Y107 deb 30	KCHX deb 40
WKBQ 37-29	WOMX add	KNOE 33-28
Y108 add	Z102 deb 40	KNIN add
KISN add	WKZL deb 27	WVBS add
WVSR deb 38	WIXX add	KYYY add
WKEE add	Z104 deb 35	WBNQ deb 35
PWR92 add	KQKQ add	WBWB deb 35
WQGN add	KZ93 add	WCIL deb 30
98PX 27-24	KYRK add	WLRW add
WRCK add	KXYQ deb 27	KCMQ deb 37
WKRZ add 39	95XXX add 33	KLYV deb 37
K106 deb 37	WIKZ 31-29	99KG add
WCGQ add	G98 deb 31	KKHT add
WZYP deb 32	WOMP add	WDBR add
WQUT deb 35	WHTO 37-27	WIFC add
WZKS 28-23	KMCK deb 40	KGOT deb 35
99WAYS add	WJMX deb 31	KFBQ deb 40
FM100 deb 28	Q104 deb 28	KFTZ add
		KFFM add

AC Breaker

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STEVIE B

"I'll Be By Your Side"

Early Adds:

KIIS-FM

Stevie B has done it again. One of the most powerful ballads I have heard. The lyrics are excellent. This is what Stevie B does best."

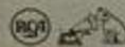
Michael Martin, MD

KKFR

WTIC

On
Your
Desk
Today

Report Date
January 22, 1991



RATINGS

12+ FALL '90 ARBITRON RESULTS

Portland, OR

	Su '90	Fe '90
KUPL-FM (Ctry)	8.5	9.1
KEX (AC)	6.2	8.6
KKSN-FM (Gold)	4.4	8.3
KKRZ (CHR)	10.1	8.1
KKCW (AC)	8.0	7.6
KINK (AOR/NAC)	6.7	5.9
KUFO (AOR)	6.3	5.5
KXL (N/T)	4.0	5.5
KXL-FM (AC)	3.8	4.5
KGON (AOR)	4.0	4.1
KXYQ (CHR)	5.0	3.6
KKSN (Gold)	4.2	3.0
KWJJ-FM (Ctry)	3.0	3.0
KGW (Talk)	1.7	2.7
KWJJ (Ctry)	1.7	2.2
KPDQ-FM (Rel)	1.3	1.8
KMJK-AM & FM (AC)*	2.2	1.4
KESI (NAC)	2.2	1.3
KUPL (Ctry)	9	1.3
KBMS (UC)	1.3	1.1
KZRC (AOR)	1.4	1.1

*KMJK-FM is now KMXI

Kansas City

	Su '90	Fe '90
WDAF (Ctry)	11.0	12.1
KFKF (Ctry)	7.8	9.2
KYYS (AOR)	8.3	7.9
KPRS (UC)	5.5	7.3
KCFX (CR)	4.8	6.1
KCMO (N/T)	5.6	5.9
KMBR (B/EZ)	4.3	5.3
KBEQ (CHR)	6.8	5.1
KCMO-FM (Gold)	5.2	4.8
KMBZ (AC)	6.4	4.4
KXXR (CHR)	3.0	4.4
KLSI (AC)	4.0	3.9
KRVK (AC)	5.1	3.6
KUDL (AC)	4.1	2.9
KXTR (Class)	2.1	2.9
WHB (Gold)	1.8	2.1
KPRT (Rel)	1.8	1.0

Cincinnati

	Su '90	Fe '90
WLW (AC)	15.0	11.2
WKRO (CHR)	8.9	9.8
WEBN (AOR)	11.0	9.7
WIZF (UC)	7.5	7.2
WWEZ (AC)	6.1	7.1
WGRR (Gold)	5.8	5.5
WUBE-AM & FM (Ctry)	4.0	5.4
WWNK (AC)	4.7	5.4
WRRM (AC)	4.8	4.8
WKRC (AC)	5.0	4.6
WCKY (N/T)	3.3	4.5
WMLX (Nost)	1.8	3.0
WOFX (CR)	5.3	3.0
WBVE (Ctry)*	1.9	1.9
WNOP (Jazz)	.4	1.3
WSAI (Gold)	1.6	1.1
WAKW (Rel)	.8	1.0

*New Z-Rock WZRO

New Orleans

	Su '90	Fe '90
WYLD-FM (UC)	11.8	13.3
WQUE-AM & FM (UC)	10.2	10.4
WEZB (CHR)	9.1	9.2
WWL (N/T)	7.2	8.1
WNOE-FM (Ctry)	5.3	7.5
WLTS (AC)	4.8	5.7
WLMG (AC)	5.8	5.6
KQLD (Gold)	4.5	4.7
WCKW-FM (CR)	3.3	4.3
WRNO (AOR)	3.6	3.5
WBYU (Nost)	4.9	3.4
WBOK (Rel)	5.2	3.1
WMXZ (AC)	3.7	2.7
KHOM (Gold)	1.9	1.6

Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Class-Classical, CR-Classic Rock, Ctry-Country, Gold-Goldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary.

Milwaukee-Racine

	Su '90	Fe '90
WTMJ (N/T)	11.4	10.3
WLUM (CHR)	9.3	9.5
WMIL (Ctry)	6.5	8.6
WKTI (CHR)	8.6	7.5
WKLH (CR)	7.5	6.5
WEZW (AC)*	4.1	6.0
WOKY (BBnd)	6.9	5.2
WLZR-AM & FM (AOR)	4.6	4.6
WMYX (AC)	3.3	4.6
WLTO (AC)	4.1	4.0
WZTR (Gold)	4.1	4.0
WISN (News)	2.9	3.6
WQFM (AOR)	3.2	2.7
WFMR (Class)	2.6	2.4
WMVP (UC)	1.7	2.3
WNOV (UC)	2.0	2.2
WBZN-AM & FM (NAC)	2.1	1.8
WRJN (AC)	1.0	1.1

*Began rating period with "Special Blend"

Sacramento

	Su '90	Fe '90
KRAK-FM (Ctry)	7.2	8.9
KFBK (N/T)	9.8	8.8
KXOA-FM (AC)	6.5	7.5
KSFM (CHR)	5.7	7.3
KRXQ (AOR)	8.4	6.5
KYMX (AC)	4.9	5.2
KZAP (AOR)	6.2	4.6
KHYL (Gold)	4.8	4.4
KQPT (NAC)	4.5	4.3
KAER (AC)	3.6	3.5
KROY (CHR)*	3.1	3.3
KWOD (CHR)	3.0	2.9
KRAK (Ctry)	3.1	2.5
KFRC (Nost)	2.2	2.2
KRCX (Span)	.7	1.9
KCTC (B/EZ)	1.5	1.6
KGO (N/T)	1.7	1.1
KXOA (Gold)	1.1	1.1

*Becomes KSED (CR) toward end of the rating period

San Antonio

	Su '90	Fe '90
KCYX (Ctry)	8.9	10.9
KTFM (CHR)	7.3	9.0
KAJA (Ctry)	6.5	8.4
WOAI (N/T)	5.4	6.1
KZEP-FM (CR)	5.8	5.9
KCOR (Span)	4.9	5.4
KQXT (AC)*	5.0	4.9
KKYX (Ctry)	4.3	4.3
KSAQ (CHR)	4.7	4.3
KSMG (Gold)	6.0	4.2
KFAN & KONO (Gold)**	3.8	4.1
KMMX (AC)	4.0	3.7
KSRK (AC)***	5.9	3.4
KTSA (Nost)	3.9	3.4
KEDA (Span)	1.2	2.4
KISS-FM (Gold)	2.8	2.2
KXTN (Span)	1.8	2.0
KZVE (Span)	1.9	1.5
KSAH (Span)	1.2	1.4
KSLR (CC)	1.0	1.0

**Formerly B/EZ

***KFAN (Ctry) began simulcasting KONO toward end of the rating period

****Formerly KITY (CHR)

Columbus, OH

	Su '90	Fe '90
WNCI (CHR)	11.0	10.9
WSNY (AC)	8.1	10.8
WTVN (AC)	9.8	8.5
WLVO (AOR)	8.4	8.3
WHOK (Ctry)	4.6	5.9
WBNS-FM (B/EZ)	5.2	4.8
WMGG (CR)	5.3	4.4
WVXO (UC)	4.9	4.4
WCOL-FM (CHR)*	5.7	4.2
WBNS (AC)	3.0	4.1
WCKX (UC)	2.6	2.9
WLW (AC)	2.7	2.9
WCLT-FM (AC)	1.7	2.5
WBBY (Jazz)	1.1	1.7
WMNI (Ctry)	3.0	1.7
WWCD (NR)	.5	1.5
WXMX (AC)	1.8	1.5
WXLE (Gold)	1.8	1.4
WCOL (BBnd)	1.5	1.3
WTLT (CC)	1.4	1.1
WSWZ (Gold)	1.2	1.0

*Formerly WXTT

Indianapolis

	Su '90	Fe '90
WFMS (Ctry)	11.8	13.3
WIBC (AC)	11.0	13.1
WZPL (CHR)	12.7	10.4
WFBO (AOR)	14.3	10.2
WTLC (UC)	9.0	8.1
WENS (AC)	8.3	7.8
WTPI (AC)	5.3	6.3
WFXF-FM (CR)*	3.2	5.8
WKLR (Gold)	5.5	5.5
WTUX (BBnd)	3.5	3.2
WFXF (B/EZ)**	1.0	1.3
WNDE (Talk)	1.9	1.3
WTTS (AOR)	1.1	1.0

*Formerly WMJC (AC)

**Formerly WXTZ

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1991 GAVIN SEMINAR

THE FIRST, BEST & MOST TALKED ABOUT RADIO/MUSIC INDUSTRY GATHERING OF THE YEAR!

WESTIN ST. FRANCIS HOTEL
SAN FRANCISCO

Your Gavin 1991 Seminar Agenda:

WARM-UP THURSDAY:

Feb. 14, A Day Of
Informal Workshops

11:00AM Alternative Jukebox Jury
Hosted by Sire's Howie Klein
—California West

2:00PM Top Forty session focusing on
Medium/Small Market Radio
—Italian Foyer

3:00PM Jazz/Adult Alternative
Roundtable—California West

4:00PM Women In Music
—California East

4:00PM Rap Hip Hop Session
—Colonial Room

4:00PM Radio Production Workshop
—Elizabethan A&B

SPECIAL SHOWCASE INFORMATION TO BE ANNOUNCED!

Registration:
\$265 includes Awards Dinner ticket
\$190 not including Awards Dinner ticket
Non-commercial rates available
Call or write for more information:
The Gavin Report
140 Second Street
San Francisco, CA 94105
Phone 415-495-1990

FREEDOM FRIDAY:

February 15, A Trilogy
Of Events

10:00AM GUARDING AND
EVALUATING OUR FREEDOM:
A Roundtable Forum of Viewpoints and
Issues—Grand Ballroom

Gavin On Management columnist Dr. Owen Harari hosts
this opening session "in the round" that starts with a
discussion of the First Amendment spinning into the effects
of music on society and our communities. A controversial
collection of participants promises to start our Freedom
Friday on a provocative note.

12:30PM THE ARTICULATION OF
WORDS AND MUSIC:
The Cutting Edge—The Power Of Lyric
and Poetry

—Colonial Room
An all new Cutting Edge motif
hosted by Quincy Troupe, poet,
professor and co-author of the
best-selling Miles Davis: The
Autobiography. Three diverse
musical guests will talk and
perform during this intimate
gathering.

3:00PM SPECIAL
KEYNOTE EVENT:
VLADIMIR POZNER
Direct from the Soviet Union
especially to address this year's
Gavin Seminar, Vladimir
Pozner will challenge and
articulate the international
boundaries of freedom. His
address will be followed by a
question and answer session.



Quincy Troupe



Vladimir Pozner

6:00PM THE SIXTH ANNUAL GAVIN
CELEBRITY COCKTAIL PARTY
This year's party will be an expanded three
room food and drink fest.

SHOWCASES TO BE ANNOUNCED!

FORMAT SATURDAY:

FEBRUARY 16,
TEN MUSIC FORMATS!

- 9:00AM Country Radio
—California East
- 9:00AM A/C—Georgian
- 9:00AM Jazz/Adult Alternative #1
—Italian Foyer
- 10:00AM Urban/Contemporary
—Borgia
- 11:00AM Rap Marketing
—California West
- NOON Top Forty—Colonial
- 12:15PM Album/Metal—Italian
Foyer
- 1:30PM Alternative Workshops
—Elizabethan A-D
- 2:30PM Rap Part 2
—Colonial
- 3:00PM Jazz/Adult Alternative #2
Jukebox Jury
—California West
- 3:00PM Super Bowl Of Rock Trivia
—Italian Foyer
- 5:30PM The Sixth Annual 1991
Gavin Seminar Awards
Dinner—Grand Ballroom

TROPICAL TOURS AND TRAVEL 1-800-525-4592

The official travel agency of the 1991 Gavin Seminar. Contact Tropical Tours and Travel for airfare discounts
and all hotel information.

Targeting 'Particle People'

A Competitive Edge In Difficult Times

"These are the times that try men's souls," wrote Thomas Paine 200 years ago. He could easily be writing about the economic conditions facing broadcasters today.

The competition for listeners and dollars is raging in every market. New formats and new competitors are springing up like weeds to challenge the established order. The result: declining audience and revenue shares. In some markets, one-tenth of a share point separates the fifth-ranked radio station from the tenth-ranked station.

But every proverbial cloud has its proverbial silver lining. There's an opportunity in every obstacle for those clever enough to discover it, and the '90s are a time of tremendous opportunity. Just follow the example of other consumer marketers and target a new age of consumers — the age of the "Particle People."

Volume Replaces Mass

Once upon a time everyone used Ivory and Tide; the car in the garage was a Chevy or Ford; there was only one Coke; and it seemed everyone in Pittsburgh listened to KDKA and everyone in Chicago tuned in WGN. Ozzie and Harriet Nelson were role models, and everyone liked Ike. Today there are hundreds of varieties of soap and detergent, over 600 models of cars, Cokes galore, and a relentless trend toward fragmentation in radio listening.

What's going on? Writer Stephen Schiff observed, "The central fact of American life as we enter the '90s is the intensity of our pluralism. We're a nation of 250 million nations, a commonwealth with almost nothing in common. We are, each of us, particles."

No longer is there "mass" marketing or "broad" casting, because no longer are there mass needs or broad tastes. As visionary direct

"The '90s listener does not want a station to be all things to all people. He wants it to be all things to him."

marketer Lester Wunderman noted, "Mass is being replaced by volume. And volume means there are 250 million different needs and 250 million different ways of satisfying them."

Marketing Savvy

Look around you to see how marketers are targeting the Particle People:

- Personal equipment in record stores allows consumers to record a cassette of desired songs — from a catalog of thousands — for a fixed price per cut.

"Mass is being replaced by volume. And volume means there are 250 million different needs and 250 million different ways of satisfying them."

— Lester Wunderman,
direct marketer

- Panasonic has developed a car radio with a computer chip that remembers the formats of 10,000+ radio stations in over 4300 cities. The new radio "finds your favorite style of music automatically."

- Some local TV news operators are using cable systems to customize one segment in every newscast to several specific geographic areas. Thus, if a news item doesn't involve a viewer's neighborhood, he doesn't have to see it.

- Using a process called selective binding, publishers like Time Inc. can customize ads to fit a subscriber's neighborhood or lifestyle — or to even include that person's name. A recent *Time* issue featured each subscriber's name in the headline on the cover of that individual's magazine.

- Paint manufacturer Benjamin Moore & Co. helps paint dealers precisely match colors to consumers' specifications. The firm supplies dealers with a computer that measures the light frequencies of a color sample to assure an exact match. Sales skyrocketed by 20% in stores equipped with the machine.

'Customer Is King'

Above all, Particle People are individuals with individual tastes and individual preferences. Now technology is making it possible to not only meet the needs of a consumer segment, but to also meet the unique needs of each individual particle with products and services customized to his specific needs.

Author/trend-watcher John Naisbett wrote, "When the focus was on the institution, individuals got what suited the institution; everyone got the same thing. No more. With the rise of the individual has come the primacy of the consumer. It's been said for many years: The customer is king. Now it is true."

The challenge for radio is as considerable as the opportunity. Just

as consumers will desire their own customized "perfect" cassette tape, car radios, information, and paint, they also will seek the perfect radio station. The '90s listener doesn't want a station to be all things to all people. He wants it to be all things to him.

How To Reach Out

How do stations, which depend on a broad audience, reach out to the unique needs of particles?

- Offer more choices. Look for a wave of new formats and format variations in the coming decade. It's becoming clear that the opportunity in a niche format is often greater than the chance of a win as the fourth AC in a market. What formats can be predicted as baby boomers age? For starters, consider clever and fresh combinations of existing formats. We already have CHR/AC and CHR/Urban, among others. What about AOR/AC, AOR/Country, AC/Coun-

"No longer is there 'mass' marketing or 'broad' casting, because no longer are there mass needs or broad tastes."

try, AC/NAC, Urban/Oldies, '60s-only Oldies, '50s-only Oldies, etc.? And what place will be taken by up-and-coming music forms like rap, world music, folk rock, jazz fusion, progressive rock, etc.?

- Place greater emphasis on the qualitative sell and less emphasis on cume. Just when stations are less able to offer advertisers massive cume, it turns out advertisers are less likely to want massive cume. Increasingly, advertisers want to reach their target audiences efficiently — reaching a few quality prospects is more valuable than reaching a lot of nonprospects. In fact, this is exactly why advertisers increasingly favor promotions; they're targeted to the specific audience the advertiser wants to reach. Ask yourself these questions: What is my station's qualitative advantage over its competitors, and how are we exploiting it?

- Experiment more with creative marketing. Look for marketing and positioning tactics that break new ground by going against the grain and being contrary to business as usual. You might call it "anti-marketing." If CHR WAAA has the hot morning show, then competitor WBBB becomes "the station that doesn't insult your intelligence with a stupid morning

A Tale Of Two 'Particles'

They're both 30-year-old women who prefer the same station — and that's about all they have in common.



"Joan"

"Leslie"

Age: 30
Sex: Female
Fav. Station: WXXX

30
Female
WXXX

Lifestyle:

Watches TV Often
Drives Car 1
Married
One Child
Democrat
Environmentally Conscious
Never Attends Concerts
Doesn't Buy Music
Plays Concerts
Never Goes to Clubs

Only Watches A Few Shows
No Car
Single
No Children
Doesn't Vote
No Interest in Environment
Concert-Goer
Music-Boyer
Never Plays Concerts
Clubs

show." If AC WCCC has the "games and contests" position, then competitor WDDD becomes "the station that never plays silly games."

- Build relationships with particles. Personalized database marketing is one of the most important trends in consumer marketing today, and radio has only scratched the surface of its potential. Look for leading stations to build information bases with extensive details about each listener. With this information at hand, the station can communicate with listeners about things which matter to them. Significantly, the station can also generate additional revenue from advertisers with highly targeted added value. Does the advertiser want to reach consumers who intend to buy a car within 12 months? Perhaps your information base contains 1000 of them. Do you think you'll get that buy?

- Survey the lifestyles and values of particles and reflect those on-air. What lifestyles and values bridge the gaps between many of a station's particles? Environmentalism and the outdoors? Bands and nightclubs? Furs and minivans? Shotguns and pickups? Don't know for sure? Guessing may mean guessing wrong. Tomorrow's marketplace leaders will know as much about listener lifestyles and values as the folks at Procter & Gamble know about people who buy cake mix.

- Develop promotions that target individual particles. Once we understand lifestyles and values, we can develop promotions tied directly to those forces which motivate the particles. Then we must make certain those promotions are balanced to reflect the particles' scope of interests. In one case, an AOR station marketed primarily through ticket giveaways,

and concert events. Research showed, however, that many particles had no interest in concerts or cash but were more interested in other things. The result: a better promotional balance based on particle marketing.

- Develop new, specialized feature programs. Nobody likes every feature, but virtually everyone likes some features. Look for stations to provide a wider range of feature programs designed to reach out to particles sharing common interests; i.e., "Environmental Minute," "New CD Preview," "Dedication Hour," and "Lights Out." To stand out from the competition and appeal to the increasingly unique tastes of particle listeners, stations will have to offer more — as well as distinctive — features.

This is just a taste of what awaits radio in what may be our most challenging and exciting decade to date. Now that 1991 is here, ask yourself how prepared you are to meet the challenges presented by marketing to Particle People.



Mark Ramsey is VP/Research at Bolton Research, a Philadelphia-based research and marketing strategy firm. He can be reached at (215) 640-4400.

LOOK FOR A NEW HIGH FOR HI-FIVE



URBAN CONTEMPORARY
**ONE WEEK
BREAKER!**
URBAN CHART: DEBUT **29**

"I Like The Way
(The Kissing Game),"
produced by Teddy Riley.
Debuted at #56 with a
bullet on Billboard's Black
Singles Chart.



COMPACT DATA

Invasion Of The Backup Singers!

Lisa Fisher — last heard providing backup vocals on the Rolling Stones' "Steel Wheels" tour and duetting with Teddy Pendergrass on the single "Glad To Be Alive" — will have a solo Elektra LP released in March. Luther Vandross and Narada Michael Walden are each producing cuts. First single ("How Can I Ease The Pain") is due February 20.

Meanwhile, Madonna has co-written a pair of songs for Niki Harris's debut Atlantic album. Harris — the featured vocalist on Jellybean Benitez's current single, "What's It Gonna Be" — also sang and danced on Madonna's recent "Blond Ambition" tour. Jellybean and veteran knob-twirler Arif Mardin will produce some of the platter's songs.

Point Blank Range

Charisma will launch its blues-based Point Blank label on March 5. Initial LP releases (some of which were previously available in Europe) include Albert Collins's "Icecream" (his first studio recording since 1967), the Kinsey Report's "Powerhouse," and newcomer Larry McCray's "Ambition."

Rock Bloc

Eclectic L.A. rockers Bloc will release their debut A&M disc, "In The Free Zone," on February 5. Along with the title track, the four-man, one-woman band's LP features "Speak" (the first single) and a cover of Ann Peebles's classic "I Can't Stand The Rain."

Patton Bungles Career

Faith No More lead singer Mike Patton is recording a studio LP with his other band, Mr. Bungle. Patton, who has NOT left FNM, has been a member of the yet-to-be-signed Mr. Bungle since he was

in high school. John Zorn is producing the platter.

A Peel To Collectors

Rockville Centre, NY-based indie label Dutch East India Trading has secured the rights to distribute the critically acclaimed "Peel Sessions" LP series in the U.S.

The albums have been culled from a 60-volume series of live performances from BBC announcer John Peel's long-running radio program, which has spotlighted such diverse artists as Jimi Hendrix, T. Rex, Syd Barrett, the Buzzcocks, Gang of Four, and the Cure. The first 14 releases are due by the end of January.

Another Biographical Box?

Look for Columbia to release a second Bob Dylan box set near the end of February. No word as yet on the number of songs and discs involved, but it's interesting to note that USA Today reports an unreleased track from the "Oh Mercy" sessions — titled "Series Of Dreams" — will soon see the light of a CD tray . . .

Riff-Raff

SBK has set a March 12 release date for Riff's self-titled debut LP. The quintet, whose first single ("My Heart Is Failing Me") has just been released, can also be heard singing backup vocals on Vanilla Ice's new single, "I Love You."

O'Neal's Next

Soulster Alexander O'Neal will release his next Epic/Tabu Associated LP, "All True Man," on January 29. Produced by Jimmy Jam and Terry Lewis, the platter contains the current single/title track.



Sinead — stressed for success?

Best Of The Worst-Dressed

Sinead O'Connor heads up infamous fashion critic Mr. Blackwell's 1990 list of worst-dressed women, earning the stinging description "bald-headed banshee of MTV" in the process.

Others named to the notorious list include Barbra Streisand, Queen Elizabeth II, socialite Ivana Trump, and actresses Glenn Close, Julia Roberts, Carrie Fisher, Kim Basinger, Laura Dern, and Kathy Bates.

MUSIC DATEBOOK

MONDAY, JANUARY 28

- 1979/Ted Nugent obliges an unusual autograph request, scrawling his name in a fan's arm with a Bowie knife.
1985/Gainey Jones orchestrates the "We Are The World" recording session in Hollywood.

TUESDAY, JANUARY 29

- 1967/The Who and Jimi Hendrix stage a concert face-off as part of a tribute to late Beatles manager Brian Epstein.
1987/KPWR/L.A. morning man Jay Thomas makes his first appearance on "Cheers."

WEDNESDAY, JANUARY 30

- 1969/The Beatles give their last public performance on the roof of London's Apple Records.
1973/Kiss play their first gig at the Coventry Club in Queens, NY.
Born: Marty Balin (Jefferson Airplane) 1943, Jody Watley 1961

THURSDAY, JANUARY 31

- 1969/A Playboy nude photo spread featuring La Toya Jackson posing with snakes hits newstands.



LaToya Jackson — making an asp of herself

Born: Phil Collins 1951, the late Terry Kath (Chicago) 1946, Adrian Vandenberg (Whitesnake) 1958

FRIDAY, FEBRUARY 1

1964/"Louie Louie" by the Kingsmen is declared pornographic by Indiana Gov. Matthew Walsh. Though admitting the song's lyrics are unintelligible, Walsh says the disc "made his ears tingle."

- 1985/Glenn Frey makes his acting debut as a drag running pilot on "Miami Vice."
1988/The Cars announce the group has disbanded.
Born: Don Everly 1937, Rick James 1952 (he claims), Jani Lane (Warrent) 1964

SATURDAY, FEBRUARY 2

- 1959/Buddy Holly, Richie Valens, and the Big Bopper give their final performances at a show in Clear Lake, IA. All three are killed in a plane crash the next day.
1973/Sex Pistol Sid Vicious dies of a heroin overdose. Vicious was facing trial for allegedly murdering his girlfriend, Nancy Spungen.
Born: Stan Getz 1927, Graham Nash 1943

SUNDAY, FEBRUARY 3

- 1956/Elvis Presley, Jerry Lee Lewis, Carl Perkins, and Johnny Cash, aka the "Million Dollar Quartet," record together at Sun Studios.
Born: Dave Davies (Kinks) 1947

— Paul Colbert



67.5 million households
Patti Galuzzi
Director/Music Programming

Weeks On

HEAVY

AC/DC/Moneybags (Atco)	10
C&C MUSIC FACTORY/Gonna Make	9
MARIAN CAREY/Someday (Columbia)	5
DAMN YANKEES/High Enough (WB)	16
JANET JACKSON/Love Will Never Do	13
NELSON/After The Rain (DGC)	14
PEACE CHORUS/Give Peace A Chance (Virgin)	ADD
TESLA/Signs (Geffen)	11
TRUXTON/She Is To Me Good (Meridian/MCA)	16
WARRANT/1 Saw Red (Columbia)	11

EXCLUSIVES

M.C. HAMMER/Here Comes The (Capitol)	ADD
DAVID LEE ROTH/A Little Bit (WB)	5
STING/All This Time (A&M)	2
WINGER/Easy Come Easy Go (Atlantic)	2

BUZZ BIN

JANE'S ADDICTION/Been Caught Stealing (WB)	10
JELLYFISH/That's Why (Chrysalis)	7
JESUS JONES/Right Here Right Now (SBK)	ADD
REINBORN/Just The Way It Is, Baby (Atco)	14
URBAN DANCE SQUAD/Deeper Shade Of	5

ACTIVE

BLACK CROWES/Hard To (Def American/Geffen)	19
CHIBRELLA/Swivel Me (Mercury)	12
HEART/Secret (Capitol)	ADD
SUSANNA HOPPS/My Side Of The Bed (Columbia)	2
KICKS/Disapper (Atlantic)	11
CHRIS ISAAC/Wicked Game (Reprise)	5
LYVING COLOUR/Low Rears In Ugly Head (Epic)	ADD
PAUL McCARTNEY/Sgt. Pepper's Lonely (Capitol)	5
IGGY POP & KATE PIERSON/Cards (Virgin)	21
SLASH/ENTER/Spent My Life (Chrysalis)	9
UR4G/Here I Am (Came & Take Me) (SBK)	2
VANILLA ICE/Pay That Fucky Music (SBK)	9

MEDIUM

ALIAS/Waiting For Love (EMI)	ADD
CONCRETE BLONDE/Caroline (RSC)	9
CURE/Close To My (Elektra)	10
DEE-LITE/Power Of Love (Elektra)	2
CATHY DENNIS/Just Another Dream (Polygram)	7
DIVINYLS/1 Touch Myself (Virgin)	2
J.B. ELLIS & T. HARE/Go For It (But It's) (Capitol)	ADD
GERARDO/Rico Sane (InterScope)	2
D. HALL & J. GATES/Don't Hold Back (Arista)	ADD
HOUSE OF LORDS/Remember My (Glenwood/MCA)	5
KING'S X/It's Love (Megatone/Atlantic)	14
L.L. COOL J/Around The Way (Def Jam/Columbia)	5
ROGER McGUIR/King Of The Hill (Arista)	2
NEW KIDS ON THE BLOCK/Games (Columbia)	ADD
STEELHEART/It's Never Let You Go (MCA)	8
SUICIDAL TENDENCIES/Send Me Your Money (Epic)	2
STEVE WINWOOD/Will Be Here (Virgin)	ADD
NEIL YOUNG & CRAZY/Over & Over (Reprise)	5

BREAKOUT

EVERY MOTHER'S NIGHTMARE/Low (Arista)	8
FASTER PUSSEYCAT/You're So Van (Elektra)	5
D. HARRY & L. POP/Well, Did You (Chrysalis)	ADD
SCORPIONS/Don't Believe Her (Mercury)	ADD
SISTERS OF MERCY/Move (Elektra)	7
TRASH CAN SINATRAS/Only (S&W/Disco/London)	7

HOT NEW VIDEOS

JESUS JONES/Right Here Right Now (SBK)	ADD
LYVING COLOUR/Low Rears In Ugly Head (Epic)	ADD
M.C. HAMMER/Here Comes The (Capitol)	ADD
PEACE CHORUS/Give Peace A Chance (Virgin)	ADD
STING/All This Time (A&M)	2

ADDS

ALIAS/Waiting For Love (EMI)	ADD
J.B. ELLIS & T. HARE/Go For It (But It's) (Capitol)	ADD
D. HALL & J. GATES/Don't Hold Back (Arista)	ADD
D. HARRY & L. POP/Well, Did You (Chrysalis)	ADD
HEART/Secret (Capitol)	ADD
JESUS JONES/Right Here Right Now (SBK)	ADD
LYVING COLOUR/Low Rears In Ugly Head (Epic)	ADD
M.C. HAMMER/Here Comes The Hammer (Capitol)	ADD
NEW KIDS ON THE BLOCK/Games (Columbia)	ADD
PEACE CHORUS/Give Peace A Chance (Virgin)	ADD
SCORPIONS/Don't Believe Her (Mercury)	ADD
STEVE WINWOOD/Will Be Here (Virgin)	ADD



36.8 million households
Saf LeCurre, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR

CHRIS ISAAK/Wicked Game (Reprise)	10
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HEAVY

STEVE B & WAGNER/I Love You (MERCURY)	8
CHER/Shoop Shoop Song (It's In His Kiss) (Geffen)	6
WHITNEY HOUSTON/All The Man That I (Arista)	7
JANET JACKSON/Love Will Never Do (A&M)	8
ELTON JOHN/You Gotta Love Someone (DGC)	12
SURFACE/The First Time (Columbia)	7
WILSON PHILLIPS/Impulsive (SBK)	10

DEVELOPMENT

OLETA ADAMS/Get Here (Parade/Mercury)	5
AFTER 7/Head Of The Moment (Virgin)	5
BREATHES/Does She Love That Man? (A&M)	7
MARIAN CAREY/Someday (Columbia)	1
PHIL COLLINS/Hung In Long Enough (Atlantic)	10
CELINE DION/When Does My Heart Beat Now? (Epic)	4
DINA I. SUZANNE VEGA/You're Done (Arista)	4
D. HALL & J. GATES/Don't Hold Back (Arista)	ADD
SARA HICKMAN/I Couldn't Help Myself (Elektra)	7
ROGER McGUIR/King Of The Hill (Arista)	ADD
YAN MORGAN/Rear Rear Gate (Mercury)	1
PAUL SIMON/The Obvious Child (WB)	15
STYX/Show Me The Way (A&M)	5
TRAVELING WILBURYS/Inside Out (Warner/WB)	1
STEVE WINWOOD/Will Be Here (Virgin)	ADD

LIGHT

ROBERT CRAY/Consequences (Mercury)	1
DREAM ACADEMY/Love (Reprise)	ADD

Information current as of January 15.



10 million households
Les Garland, VP/Programming
Mike Cooper, consultant

LH TR

1 MADONNA/Justify My Love (Sire/WB)	1
2 ANOTHER BAD CREATION/Insta (Motown)	2
3 MICHELLE LE/Something In (Ruffalo/Atco)	3
4 L.L. COOL J/Around (Def Jam/Columbia)	4
5 FATHER MC/15 Do For You (MCA)	5
6 PEBBLES/ISBAYFACE/Love Me (MCA)	6
7 GERARDO/Rico Sane (InterScope/EWK)	7
8 TDD SHORT/The Ghetto (Jive/RCA)	8
9 RALPH TRESVANT/Sensitivity (MCA)	9
10 NEW KIDS ON THE BLOCK/Games (Columbia)	10

Most requested for the week ending January 15.

POLL STAR

CONCERT PULSE

Pos.	Artist	Avg. Gross (in 600s)
1	NEW KIDS ON THE BLOCK	\$725.5
2	BILLY JOEL	\$630.6
3	ZZ TOP	\$303.1
4	AC/DC	\$275.1
5	FLEETWOOD MAC	\$203.7
6	M.C. HAMMER	\$207.4
7	BILLY IDOL	\$181.3
8	POISON	\$170.5
9	HEART	\$156.1
10	JUDAS PRIEST	\$147.5
11	RANDY TRAVIS	\$135.2
12	ROBERT PLANT	\$129.6
13	KISS	\$129.0
14	REBA MCKENTRE	\$120.9
15	JUDAS	\$93.4
16	BASIA	\$80.40
17	BAD CO./DAMN YANKEES	\$80.39
18	BOB DYLAN	\$85.5
19	SANTANA	\$82.9
20	SHARON, LOIS & BRAM	\$76.9

New Tours

Among this week's new tours
LACY J. DALTON
ROBBEN FORD
DARYL HALL & JOHN OATES
NINE INCH NAILS
PREFAB SPRUIT

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line (Lansing, (800) 344-7363, or in California, (209) 224-2831.

Next Simple Minds Album On Horizon

SIMPLE MINDS are at the mixing stage with their new album, and expect to have it out in late March or early April. The LP was produced by STEVE LIPSON, and the first single — tentatively set for late February release — will probably be a track called "Let There Be Love." Other titles on the album include "See The Light" and "Woman."

Scritti Wax Ditty

SCRITTI POLITTI have covered the BEATLES' "She's A Woman" with guest vocals from raggamuffin rapper SHABBA RANKS. There's no album due, but there'll probably be an EP, which'll feature a GLADYS KNIGHT cover, out by summer.



Graham Parker — an explosive combination?

A Graham For Me, A Blow For You

GRAHAM PARKER — soon to release his new "Thunder And Lightning" set — has been talking to ROL about the guest musicians on his album, recorded in part near the Parkerilla's Woodstock, NY home: "I know JOHN SEBASTIAN, he's making a record at the moment..."

"GARTH HUDSON I bumped into in a music store. He just happened to be in Woodstock and had a spare day before going out with the BAND. They're playing Indian reservations, where the dynamite's legal — and they let it off while the gig's going on!"

Enigma Unmasked

Unveiled! The girl doing the husky French vocals on ENIGMA's "Sadness" smash is German singer and Eurochart star SANDRA. Her "Paintings In Yellow" LP, released last year, was produced in Ibiza by MICHAEL CRETU, who's the mystery man behind Enigma (and also Sandra's other half).

New FM A Gold Mine?

All music recorded before 1990 will escape the definition of "pop," according to a new guideline issued by the Radio Authority last week. This means the UK's new national FM station could be a Gold format. Applications for the licence, which is expected to be granted in July, must be in by April 22.

Latest In Labels

GEORGE MICHAEL's cousin, ANDROS GEORGIO — who was

"Rock Over London" news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shaftesbury Avenue, London W1V 7HD; phone 071-494-4513.



the man behind one-hit wonders BOOGIE BOX HIGH in 1987 — has formed the MPM dance label with producer PETER LORIMER. Their first record is "Only You" by PRAISE, which features in the UK's current Fiat TV commercial. Epic will have first refusal rights on MPM product.

Meanwhile, there's a strong rumor that Epic is due to have a sister label in the Sony music family. It's believed that the new UK label will be headed by A&R supremo and former SPENCER DAVIS GROUP member MUFF WINWOOD (STEVE's brother).

Japan Resurfaces As Raintree Crow

You read about it here first (ROL, 3/9/90), and now the JAPAN reunion is set to bear fruit this



Jim Kerr — Minds over mixing?

spring, when the four original members come together under the new name RAIN TREE CROW. Their album ("Caw") is due on April 4, with a single coming in mid-March.

Seal II Seal

London singer SEAL, currently in the UK Top 5 with "Crazy," has been telling ROL about his debut album that's due for release this spring on producer TREVOR HORN's ZTT label. Seal plans to title it after the track "Deep Water," a song about dolphins.

Seal claims Horn — who produced the forthcoming LP — signed him on the strength of his demos, rather than the No. 1 success of "Killer," which Seal recorded with ADAMSKI last year.

"It's because he heard my voice and he wants to work with voices," explains Seal (short for SEAL-HENRY SAMUEL, and that's the truth!). "Luckily for me there's something in my voice — some kind of desperate plea. It's kind of semi-melancholic. I don't intend to

sing that way, that's just the way it comes out."

UK Screen Scene

The soundtrack album for "Buddy's Song," the film starring ROGER DALTRY and 19-year-old CHESNEY HAWKES that was partially financed by Daltry, is due out on Chrysalis next month. Hawkes — the son of former TREMELOES lead singer LEN "CHIP" HAWKES — contributes three songs to the soundtrack, and is also working on his own album, which'll be released later in the year.

Meanwhile, a film about BEATLES manager BRIAN EPSTEIN is in the works. GARY OLDMAN — who played SID VIOUS in "Sid And Nancy" and remains one of the UK's hottest acting properties — is the favorite to take the part of the Fab Four's guiding light in "The Love You Make."



Eddie Cochran — Who's next?

Who's Set?

Vox's "Record Hunter" supplement reports that a boxed set by the WHO is on the horizon. It's likely to feature previously unreleased material, new remixes and remasters, and early tracks from their days as the HIGH NUMBERS. There's also mention of including the Who's version of EDDIE COCHRAN's "My Way." The retrospective is being compiled by Polydor, but won't be released for several months yet.



Bryan Ferry — a star trip?

Bryan Ferry's Horoscope

At long last, there's a title and an estimated-time-of-arrival for BRYAN FERRY's long-delayed album. "Horoscope" is slated for release on Virgin in May.

Other names on the Virgin release schedule for this first quarter include OMD, whose as-yet-untitled album arrives in mid-March with a single on February 11; FEARGAL SHARKEY, whose comeback single ("When I Go To Sleep") is due February 25 with an LP ("Songs From The Mardi Gras") to follow a month later; and North London soulstress DONNA GARDIER, who'll issue her debut album in March.

Meanwhile, ROXETTE's first single from their new album will be the title track, "Joyride," due at the beginning of next month. The LP will follow on March 8.

And... KYLIE MINOUGE will be going for her 11th consecutive Top 5 UK hit with "What Do I Have To Do," out on Monday (1/21). The video was filmed in London and unveils Kylie's new sex-symbol image — apparently encouraged by her INXS beau, MICHAEL HUTCHENCE.

Bomb The Bass Back

TIM SIMENON'S BOMB THE BASS are back in business with "Love So True." They've scored three Top 10 hits in the past three years, including the UK No. 2 "Beat Dis."

Incidentally, their onetime guest vocalist MAUREEN WALSH is now a solo artist on Polydor, and is back in the lower reaches of the UK charts with her new single, "Where Has All The Love Gone."

BRITAIN



LW TW

- 1 ENIGMA/Sadness Part I (Virgin International)
- 2 SEAL/Crazy (ZTT)
- 3 IRON MAIDEN/Bring Your Daughter To The Slaughter (EMI)
- 4 JOHN TRAVOLTA & OLIVIA NEWTON-JOHN/Grease Megamix (Polydor)
- 5 C&C MUSIC FACTORY/FREEDOM WILLIAMS/Gonna Make You Sweat (CBS)
- 6 BILL MEDLEY & JENNIFER WARNES/I've Had The Time Of My Life (RCA)
- 7 VANILLA ICE/Ice Ice Baby (SBK)
- 8 JESUS JONES/International Bright Young Thing (Food/EMI)
- 9 PATSY CLINE/Crazy (MCA)
- 10 FARM/All Together Now (Produce)
- 11 M.C. HAMMER/Pray (Capitol)
- 12 OFF-SHORE/Can't Take The Power (Columbia)
- 13 WHITNEY HOUSTON/All The Man That I Need (Arista)
- 14 RIGHTeous BROTHERS/You've Lost That Lovin' Feeling/Ebb Tide (Verve/PG)
- 15 KLF (THE CHILDREN OF THE REVOLUTION)/3 A.M. Eternal Live At The S.S.L./Guns Of Mu Mu (KLF Communications)
- 16 POP WILL EAT ITSELF/X,Y & Zee (RCA)
- 17 MADONNA/Justify My Love (Sire/WB)
- 18 SNAP/Mary Had A Little Boy (Arista)
- 19 ALEXANDER O'NEAL/All True Man (Tabu/CBS)
- 20 STING/All This Time (A&M)

Moving Up

- BANANARAMA/Preacher Man (London/PG)
 ROBERT PALMER I GILLY G/Mercy Mercy Me/I Want You (EMI)
 RALPH TRESVANT/Sensitivity (MCA)
 ANTHRAX/Got The Time (Island)
 SONO/Hippychick (S&M)
 HIGH/Box Set Go (London/PG)
 DAVID LEE ROTH/A Little Bit Enough (WB)

The Network Chart, courtesy MIB

AUSTRALIA

LW TW

- 1 JOHN FARNHAM/Burn For You
- 2 DIVINYLS/Touch Myself
- 3 SOUTHERN SONS/Always And Ever
- 4 JENNY MORRIS/Piece Of My Heart
- 5 AC/DC/Thunderstruck
- 6 AC/DC/Moneytalks
- 7 DARYL BRAITHWAITE/Rise
- 8 INXS/Disappear
- 9 JIMMY BARNES/Little Darling
- 10 MARGARET URlich/Number One

Most Added

DARYL BRAITHWAITE/The Horse

Top 10 Australian records from playlists of 3 Triple M-FM/Melbourne, FOX-FM/Melbourne, 95.5 FM/Perth, SA-FM/Adelaide, 2 DAY/Sydney, 2 Triple M-FM/Sydney, 5MM-FM/Brisbane, 2 TIC5/Brisbane, FM-104.7/Canberra, and 2 KIX 106/Canberra.

CANADA

WIC TW

- 1 BLUE RODEO/I'll Be Myself Again
- 2 RIK EMMETT/When A Heart Breaks
- 3 WORLD ON EDGE/Still Beating
- 4 NORTHERN PIKES/Kiss Me You Fool
- 5 GINO VANNELLI/The Time Of Day
- 6 BARNEY BENTALL/He Could Be Worse
- 7 MCJ & COOL G/Smooth As Silk
- 8 HELIX/Good To The Last Drop
- 9 PAUL JANZ/Hold Me Tender
- 10 GOWAN/Out Of A Deeper Hunger

Most Added

ZAPPACOSTA/I'll Be The One
 GOWAN/Out Of A Deeper Hunger
 CANDI & THE BACKBEAT/Good Together

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



JOEL DENVER

Waging War With Yourself

How KDWB Plans To Cope As Minneapolis's Lone CHR

The winner-take-all attitude in CHR ratings battles is nothing new. But what happens when your format rival falls by the wayside — leaving you to wage war with yourself?

Mixed Blessing

KDWB/Minneapolis PD Brian Phillips is facing this very situation. As part of a financial restructuring (R&R, 1/11), rival WLOL was sold by parent Emmis to Minneapolis Public Radio, which plans to move its Classical format (KSJN 91.1) to WLOL's frequency (99.5). Interestingly, WLOL was still holding its own as a CHR, posting a 5.2-5.9-7.0 in the winter, spring, and summer '90 Arbitrons, while KDWB slipped 8.2-7.5-7.0. The just-released fall Arbitron shows KDWB 7.0-6.6 and WLOL 7.0-5.6.

While some PDs might jump for joy at losing a formidable opponent, Phillips saw it as a mixed blessing. "Initially, it was a real happy moment. But it also raised lots of questions. WLOL proved that you could throw everything you had at a problem — a new staff, positioning, and logo — yet they still couldn't make a profitable go of it."

"I give Emmis a lot of credit for investing in the station. But in the end they had to let WLOL go at its stick value [\$12 million] instead of what the station was really worth.



Brian Phillips

I've talked with a number of other programmers and those same questions will be popping up across the country. We all believe more CHR's will bail out soon for AC, Gold, or another 'adults only' format."

No Guarantees

Phillips added that he can't automatically assume WLOL's shares will be tacked onto KDWB's ratings. "You can calculate the available shares, the unduplicated come, and imagine the TSL improvement you might have. But there's no guaranteed equation that says we'll now have a 14 share.

We're looking to win [over] WLOL's audience a tenth of a share at a time.

"We're not treating WLOL's demise lightly or with arrogance. After all, it was a lot of people's favorite CHR. We've discussed buying spots on WLOL to help shift their come to KDWB, but it's a very delicate issue.

"I don't want KDWB to be perceived as 'the station that drove WLOL out of business. When a freedom of choice disappears, it can breed audience contempt. We're going to work extra hard to bring those people into our fold, treating WLOL's situation with a lot of humility. No gloating. We're not telling listeners anything on-air except that WLOL was a good competitor, and we wish their folks all the best."

Core Tunes

Just how much will WLOL's demise affect KDWB's programming? Phillips explained, "During the last year, neither KDWB nor WLOL wanted to sacrifice the 12-24 core. Now that we're the only CHR, it's not an excuse to do so either. Don't look for KDWB to shift into a Hot AC or Adult CHR mode. The only thing this gives us is a better opportunity to serve adults in the right dayparts.

"Toward that end we might have to reexamine every clock from an offensive and defensive standpoint. We'll have to look at rotations, amount of library music, and depth of that music. But we're not about to throw our fundamental approach out the window. Dayparting will be the key factor for us.

"WLOL exposed dance music to the market and made certain titles part of the mainstream. We'll con-

Fruits Of The 'CHR Panic'

WNCI Plans To Reap Benefits From WXGT's Demise

For WNCI/Columbus, OH and Nationwide Regional PD Dave Robbins, losing WXGT (92X) (now Gold WCOL-FM) as a CHR competitor has been a positive experience. "Operators are knee-jerking to demographic and ratings trends. I call this the 'CHR Panic.' It's euphoric to kick a station out of the race after 12 years of strong competition."

Traditionally, WNCI has been considered a conservative CHR. "Now we want to prove to the world that we can break new music. It used to be a race to wait out the other guy. We're going to expand, not tighten down. It's now our responsibility to expose the music and not worry about warming up to a record. If we don't, they won't hear it in Columbus. This will enable us to play a wider variety of music and achieve a hipper, newer feel."

Addressing the downside of being the only major CHR in a market, Robbins said, "If the product we're putting on the air isn't good, they won't listen even if we are the only full-market CHR signal. There is a vulnerability to being the only CHR and playing an expanded list but not if we watch all sides. The only other CHR competition we have is WNRJ/Marysville-Columbus. Their tower is 30 miles from downtown and doesn't cover the metro. Their



Dave Robbins

signal is only 3kw compared to our 100kw.

"We're out to make WNCI so strong that we never have fresh CHR competition. We'll do that by continuing to be aggressive in promotion and marketing, and living up to the musical expectations of our listeners." In the fall Arbitron WNCI is off slightly, 11.0-10.9.

Middle East Mixes

Many stations are customizing current records to deliver messages to and from those stationed in the Middle East:

- WNCI/Columbus, OH taped messages from soldiers and dropped them into the current Oleta Adams single "Get Here." WZOU/Boston and WLOL/Minneapolis used the same song, but dropped in listener messages to soldiers.

- KZIO/Duluth, MN Asst. PD/MD Tommy B. created a generic version of Natasha's Brother & Rachele Cappelli's "It Always Come Back To You (Love Theme From 'The Nutcracker Prince')," which features soldiers' comments as well as voices of friends and family members. Call (218) 728-8406 for a dub.

- Sgt. Kelly Hall, a Muskegon resident serving in Saudi Arabia, sent interviews with servicemen to WSNX/Muskegon, MI PD Haz Montana. Montana mixed the messages into Winger's "Miles Away." Montana also created a generic mix that's designed for use in any market. Call Montana at (616) 733-2126.

- WRBQ (Q105/Tampa used David Foster & Natalie Cole's "Grown Up Christmas List," inserting greetings from soldiers to their families residing in that market.

Speaking of Christmas, many CHR holiday promotions also centered around our troops in Saudi Arabia:

- The KXXX (X100/San Francisco) wakeup duo of Kelly & Kline started the "Operation Mistletoe" holiday greeting card drive. The promotion, originally set to end at Thanksgiving, was responsible for collecting and shipping over 2000 cards by mid-December.

- WWKZ (KZ103/Tupelo, MS heard that the drinking water in the Gulf was close to undrinkable. Through several remote broadcast fundraisers, the station was able to purchase \$20,000 worth of Gatorade. KZ103 received commendations from congressmen, senators, and various military branches.

- WQHT (Hot 97/New York spread holiday cheer to servicemen's families by sponsoring an "Operation Oasis" party, which was videotaped for the soldiers' later viewing. A carnival, fortune tellers, and performances by the Teenage Mutant Ninja Turtles and Tiffany were among the highlights.

- WDFX/Detroit held weekly Saturday broadcasts at the Universal Mall and invited folks to sign the world's largest greeting card.

continue to take that influence into account as well as those listeners who want to hear nondance records. The bottom line in both cases is whether the records are hits. But this doesn't mean we've decided to get looser with our music or become more conservative. We still have our research in place and will get a reading right away on music trends. It's uncharted territory, so we'll have to just wait and see."

Format Fortress

On the promotional front, Phillips said KDWB plans "to spend more than ever to solidify ourselves as a

fortress in the format. We can now set our own promotional agenda instead of worrying about WLOL, which makes a lot of sense in our economy right now.

"Now we can focus on the market instead of the narrow WLOL battle, concentrating on the other big guns like [AOR] KQRS and [Country] KEEY. We're still going to work every day with the same passion we had when WLOL was breathing down our backs. This will allow us to stay fortified and make it harder for someone to try CHR against us."

Say Ho Ho Ho!

'Twas the season to be thoughtful and jolly — and CHR stations certainly embraced that yuletide philosophy:



KZZP/Phoenix staffers vowed to sing "The Twelve Days of Christmas" until 104 toys were collected for the Salvation Army. Harmonizing during the seven-hour singalong were (l-r) Lisa McDaniel, John Machay, and Dave Ryan.

IF YOU'RE NOT PLAYING "THE GHETTO" YOUR PLAYLIST IS TOO SHORT.

TOO SHORT "THE GHETTO"

Album sales 1 million units and rising
Single sales 400,000

"It brought #1 requests and was on our playlist for 14 weeks...you gotta play 'The Ghetto'."

Mark Jackson / WHYT

"'The Ghetto' has consistently performed extremely well and is still a Top 10 request after 3 months of play."

Andrea Pentract / FM102

"Get your head out of the toilet and get into 'The Ghetto'! This song works for me!"

Albie D / WPGC

"Bay area native TOO SHORT exploded right off the streets to achieve Top 10 status on KMEL and in northern California."

Hosh Gureli / KMEL

"TOO SHORT's 'The Ghetto' has been a consistent top 25 pop seller with little or no airplay. In the '90s, TOO SHORT has proven to be anything but."

Chris Manison / Sterling Ventures, Chicago

"Across the board, every store in the N.R.M. chain is selling it. A multi-format smash. #32 pop single this week."

Dave Goist / National Record Mart

"No matter what walk of life our listeners come from, they all identified with 'The Ghetto'. TOO SHORT's rap demonstrates a very mass appeal quality."

John Christian / HOT 97.7

"'The Ghetto' is a #1 record for us and smokes in all demos across the board."

Paco Lopez / KKFR

"Not just another rap record, it's a statement! We got Top 5 phones, top 5 sales and people request it by singing it!"

Eric Davis / WBXX

"For us, TOO SHORT is a phone blower! His concert sold out and packed them in!"

Don Parker / B95

"The single 'The Ghetto' continues to sell well. It is ranked in our Top 20 pop sales without airplay. Any airplay would be a bonus. The album, which spent many months in the Top 10, has also seen a rejuvenation since this single has hit."

Dan Schaeffer / Streetside, St. Louis

"With strong sales over the last five weeks, this is the first TOO SHORT cassette single to reach Musicland's pop Top 30. It's currently #29."

Ray Schepp / Musicland

"Sales have doubled on 'The Ghetto' cassette single in the last week!"

Dan Croce / Transworld

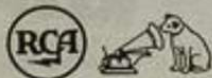
"Top 5 phones!"

Dena Yasner, MD, KOY-FM / Phoenix

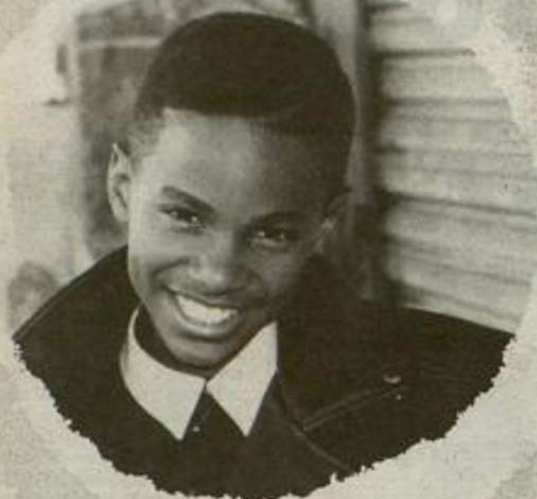
"'Too Short' was the #1 record for Top 8 at 8PM two straight weeks."

Frank Miniachi, MD, KKBT / Los Angeles

Produced and mixed by Too Short and Al Eaton
Management: Randy Austen, Dangerous Music



TEVIN CAMPBELL



"round and round"

the
new
single

P1 CHART 27

Check These Moves ... Again!

WNVZ 9-7	KIIS 23-18
KTFM 16-8	KGGI 12-11
PWRPIG 23-14	FM102 11-7
KDWB 19-9	WCKZ 11-8
WL0L 8-6	KPRR 9-6
KS104 22-18	KDON 9-7

Plus ...
KSAQ add 30
Q105 add 30
KBEQ add
PWR106 5-5
Q106 deb 30
KMEL 14-12
HOT977 27-25
KZZB add 39
KZFM add 33
WAPE add
KXXR add
KKSS add

KYRK 27-20
HOT949 add
WPRR add
WOMP add
KAKS 40-32
KQIZ add
WJMX add
KSMB add
WDBR add
WPFR add
KTMT add
KFFM add

Produced, Arranged and Composed by Prince

From the album **GRAFFITI BRIDGE**

CHR

Say Ho Ho Ho!



WSSZ (Z107)/Greensburg, PA asked shoppers to add an extra gift to their lists and drop it off at the studio, which is conveniently located in a mall. Local merchants even chipped in free wrapping paper. Buried in holiday bliss is PM driver Jonny Hartwell.



David Cassidy (third from left) played emcee at WAPW/Atlanta's Toys For Tots benefit concert at the Omni. Hanging out backstage are (l-r) WAPW's Don Lardo, Leslie Fram, Rob Kessler, Rick Stacy and Major Tom.

Holiday Happenin's

As always, CHR did its part to spread cheer during the '90 holiday season:

- **WYHY (Y107)/Nashville** cast aside its reputation for outrageousness with an act of true community service. A stint at a drug/alcohol treatment center was given away. The remaining anonymous callers vying for the prize were put in touch with a local treatment center counselor, who then arranged further counseling.

- **WVSR/Charleston, WV** gathered over 27,000 toys for charity with the indirect help of Governor **Gaston Caperton**. Seems the Guv declined to take part in the promotion after the VSR morning team lampooned him on the air. Word of Caperton's nonparticipation spread, and suddenly thousands of unhappy listener/constituents were venting their frustration his way. The Governor suddenly had a change of heart, invited the station to his mansion, and donated \$200 worth of toys himself.

- **WL0L/Minneapolis** rang in the holiday season by inviting over 1,000 listeners to its "Glam Slam Dance Jam" party. Headlines performers included **Cathy Dennis**, **Information Society**, **Tricia Leigh Fisher**, and **Seduction**. But the sparks really started to fly when **Prince** made an appearance!

- **KWTX/Waco, TX** helped feed unfortunate people by holding several remote broadcast benefits at area supermarkets. By the end of the promotion, over 42 tons of food were collected for distribution.

- For the second straight year, **WZOK/Rockford, IL** morning man **Jeff Wicker** spent three days on the roof of a local mall to publicize the plight of the homeless. The promotion garnered statewide attention. Good Samaritans arrived with truckloads of food, clothing, and furniture — some even donated the coats off their backs. Close to \$200,000 in donations was collected.

- **WZPL/Indianapolis** staged several promotions. First, the station sponsored a "Holiday In

Lights" drive-through Christmas display at Eagle Creek Park, collecting more than 500 pounds of food and \$2500 in donations. Then **WZPL** gave away free tanks of gas and shopping cash. Capping the promotional festivities, the station awarded a \$100,000 home to a lucky listener.

- **KFRX/Lincoln, NE** raised over \$6500 in its two-day "Break The Chain Of Child Abuse" radiothon.

- **David Cassidy** played host at **WRQN/Toledo's** "Stardate '90" holiday bash. Partygoers were treated to performances by **Elisa Fiorillo**, **Sweet Sensation**, **Cathy Dennis**, **Styx's Dennis De Young**, **Warrant's Jani Lane**, and **Vixen**.

- **WGEM (Q104)/Gadsden, AL** wore itself out with its "Santa-Q" and "CD Christmas Tree" affairs. During "Santa-Q," the station brought along Santa Claus for remote broadcasts at select area outlets. The "CD Christmas Tree" promotion awarded a choice CD to anyone donating a toy to the Children's Hope Tree organization.

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A PEERLESS PERFORMANCE
A TOTAL RADIO RECORD

RUBÁIYÁT

Elektra's 40th Anniversary



HOWARD HEWETT
"I Can't Tell You Why"
EAGLES 1979

CHR ADDS: JANUARY 21

ON ELEKTRA CASSETTES AND COMPACT DISCS

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HARVEY KOJAN

Puttin' On The Bits

A new year has arrived, and you're thinking about trying out some new bits. Well, you've come to the right place. After several frenzied hours phoning AORs around the country, I've compiled a list of various contests, features, and silly games — all ripe for the stealing.

Many are industry standards or variations thereof. Some may actually have been invented by the station in question. Regardless of where a bit may have been developed, please remember: Just because a particular station may be credited with donating a bit or feature to this column, that doesn't mean it originated the idea.

WGIR/Manchester, NH:

• **Venue Menu:** A way to spice up those daily concert reports: "Tonight's entree is AC/DC at the Worcester Centrum, and you'll be able to have dessert with..."

• **Five O'Clock Alarm:** GIR specially packages this hour as a prelude to the morning show, which begins at 6am; big montage of clocks at top of hour, plus other appropriate sound bites; jock mentions specific artist to listen for later in the hour to win prize; lots of times and temps.

• **Risque Theatre:** Two-part bit run in consecutive hours; sexual innuendo-type material backed with hokey soap opera music. Erdahl says it's a "good recycling bit. A lot of guys will run a bit at 6am

and repeat it later in the show. I disagree with that. I like to have something new and different every hour."

• **Elevator From Hell:** Listeners attempt to ID Muzak versions of rock hits. Jameson Productions syndicates a bit with the same name, which has become one of the hottest features on AOR. (Several of the PDs who contributed to this column raved about it.)

However, Erdahl says he "got the idea from a small radio station down South that I happened to hear do it."

• **GIR uses actual Muzak tracks,** while Jameson creates its own versions. The latter sound like the kind of songs you might hear one of those semi-jazz combos play in a sleazy nightclub.

• **Haunted Jukebox:** (aka "Dreaded Morning Oldie"); jock plays a truly bad oldie, then smashes it. Enhanced by sfx of someone walking down to the dungeon, the theme from "Psycho," etc.

• **Roast 'N Bowl:** Listener bowls a public figure down the alley.

• **Fruit Flush:** Another vehicle for getting people to do weird things. Listeners flush fruit down toilets.

AOR

ALBUM ORIENTED ROCK



I'M DREAMING OF A WALSH CHRISTMAS — Santa was particularly good to Brent and Leslie Wentz this year. The couple won a mini-concert by WXRK/New York personality Joe Walsh, who's been known to wield a mean axe every now and then. Walsh and company took over the Wentzes' New Jersey home December 21 and performed an intimate set for the lucky listeners and 50 friends, who consumed free food and beverages provided by the station and corporate sponsor Anheuser-Busch. Rockin' in the New Year are (l-r) Rick The Bass Player, PD Mark Chernoff, Brent and Leslie Wentz, Walsh, and Anheuser-Busch's Mark Lewis and Bruce Waldman.

WRKI/Danbury, CT:

• **Break The Bad News:** WRKI's version of a very popular bit; listeners get the jocks to break bad news to others.

• **Listener Song Parodies:** Another popular AOR bit, particularly because you get the audience to do your work for you! "Often they're real entertaining, and the worse they are, the better they are," notes 'RKI PD Tom O'Brien. "People who can't sing are typically funnier than people who can."

WRKT/Erie, PA:

• **Rock 'N' Roll Jury:** Listeners call in and ask rock trivia questions, trying to stump the jocks.

WKLC/Charleston, SC:

• **Theatre 105:** Listeners are given scenarios to act out; prize depends on how well they do. Example: Woman finds her boyfriend in bed with another guy.

• **Audio Bird Lines:** With the aid of appropriate sfx — and the '60s classic "Sarf'n' Bird" — listeners get to flip people the bird.

WONE/Akron:

• **The Trading Post:** Station offers to trade something with a listener; takes offers during the morning, chooses the best; that item is up for grabs the following week. The station started with Aerosmith's "Pump" video; a few weeks later it ended up trading for a Bally arcade video game. Finally traded that for \$400 cash, which was donated to the Salvation Army. Most interesting item up for grabs during the bit: a glow-in-the-dark vibrator.

WAPL/Appleton, WI:

• **More Than We Really Wanted To Know:** (aka "Tabloid Trash.") "The News Dan Would Rather Not Read," etc.; jocks read bizarre stories from the supermarket tabloids. As 'APL PD Garrett Hart asks, "Do we really need to know about Michael Jackson's sex habits with chickens?"

• **Morning Call-In:** Jocks invite listeners to respond to specific question or theme; best response gets a prize. "It allows the audience to be funny and creative," Hart notes. "It helps involve the listeners and make them the stars. It's been a real linchpin for the morning show and a tremendous buy-in for the audience."

KGGG/Des Moines:

• **6-To-9 Dirty Joke:** Tell joke at 6am and deliver the punch line at 9.

• **Spousal Arousal:** Spouses use various techniques to wake up each other on the air.

KQWB/Fargo, ND:

• **Rock 'N' Roll Payroll:** Jock announces listener's name; if listener calls back within five minutes, he's placed on the "Rock 'N' Roll Payroll," which currently pays \$10 an hour; keeps collecting an additional \$10 an hour until someone else wins.

WLAV/Grand Rapids:

• **Playhouse Of Doom:** PD/morning man Red Noize writes a topical script featuring four or five well-known characters; faxes script to listeners, each of whom is assigned a part to play; everyone calls back at designated time and acts out script on air; Noize provides appropriate music and sfx.

"Stations are always asking listeners to fax things to them," Noize explains. "I wanted to fax something out to the listeners."

• **Name That Noize:** Use sfx to represent something (or someone) topical; listeners have to guess what the sfx represents.

WEBN/Cincinnati:

• **It's A Pitiful Life:** Takeoff on the film classic "It's A Wonderful Life." This time, the Jimmy Stewart character (a station staffer or anybody you want to make fun of) finds out how much better everyone else would be without him. Perfect for Christmas, of course, but could conceivably work anytime.

• **Shield 107:** Shield 107 is the FM Armed Forces radio station in Saudi Arabia. The 'EBN Dawn Patrol's been speaking regularly with Milt, who does afternoon drive. You can reach the control room directly by calling 011-966-389-911-19.

• **Simpsons Trivia:** Friday morning feature; jocks ask questions based on previous night's episode. What makes this special is that 'EBN arranged with the local Fox affiliate to have the morning team do an audio tag promoting the feature immediately following the program. How's that for free publicity?

• **Joke Of The Day:** Obviously not a unique feature, but worth mentioning simply because PD Tom Owens says it's "still the most



CAN YOU TOP THIS? — Tres Hombres pose backstage after autographing an \$18,000 Harley Davidson recently given away by KFOG/San Francisco. High on the hog are (l-r) WB's Beverly Stevens, ZZ Top's Billy Gibbons and Dusty Hill, Harley's Tom McElhatten, KFOG APD Kenny Wardell, and the Top's Frank Beard.



IDOLATRY — Billy Idol visits WAQY/Springfield, MA; (l-r) Chrysalis rep Clarence Barnes, WAQY MD Becca Reed, and Mr. Idol.

popular feature of the day. It's absolutely huge. Of course, we do a lot of quality contesting around it to keep the entries interesting. For example, we gave away a trip to see Andrew Dice Clay in Vegas on New Year's Eve along with a grand to gamble."

WLLZ/Detroit:

• **Santa Bruiser:** Morning show member Dick The Bruiser gets in a car, drops by a house unannounced, knocks on the door, plays an appropriate tune on his tuba, and delivers presents. "It's great, because you get all kinds of different reactions," reports PD Jay Clark. "One of the best we got was an older lady who sat down and started playing Christmas carols on her piano." This feature works with just about any holiday (with a different name, of course). For example, for Halloween Dick went trick or treating.

WJXQ/Lansing:

• **Cordless Phone Olympics:** Callers are given various activities to do on the air: jump over the coach, go the bathroom, flush the toilet, turn on the garbage disposal, open the front door, yell the call letters, etc.

• **Basketball On The Radio:** Basketball ticket bit; caller stands several feet from a garbage can, tosses telephone into can, then sticks head into can and says, "Three!" (I guess they're all considered three-point shots.)

KSHE/St. Louis:

• **Party Town:** A KSHE Friday morning tradition; last break of the morning show, everyone in the station crowds into the studio for the ceremonial airing of Glenn Frey's immortal "Party Town" tune.

"I'm not just talking about the programming department — anyone who happens to be at the station is encouraged to participate," explains OM Rick Balis. "For ex-

ample, earlier this week Barry Goldberg, who's our local sales manager, said, 'Hey, my daughter's in town and she's got five friends who'd love to join us for 'Party Town.' Do you think that's okay?' And I said, 'Sure, bring 'em on.'"

"It's almost like the old 'Mouseketeers' thing. Everybody sounds off and gets silly. Then we go into the song and leave the mikes up for everybody to sing along. Plus they fill the thing up with timely drop-ins."

"At one time we even marketed 'Party Town' T-shirts. It's really become a big thing. Quite often a salesperson will come in with clients. It's a fun way to show them the station."

• **Don The Legend's Golf Tips:** One of those real-life morning show characters that develops out of nowhere, Balis explains: "A few years ago (personality) John Ulett lived on a golf course, and he got friendly with the groundskeeper. Don's one of these real gravelly, colorful guys, and every other word out of his mouth is an expletive. So we started having him give X-rated golf tips: 'Now you gotta keep your fuckin' head down!'"

"Right from the start the phones went crazy. It's gotten to the point where once a year we have the Don The Legend golf tournament."

• **St. Louis' Greediest Cases:** Takeoff on the "Neediest Cases" charity drives newspapers do around the holidays. The twist is that the people in "need" have names like Buffy, who's devastated because she can't go the Riviera for Christmas and is forced to spend the holidays in Scottsdale.

WAQX/Syracuse:

• **Scategories:** Based on the popular board game; caller competes with jock trying to come up with words that fit into certain categories; catch is that the words

SEGUES

WRKT/Erie, PA PD Kris E. Phillips exits to pursue other opportunities; OM Ron Kline does all programming and music duties... WAPL/Appleton, WI ups Bob Baron to MD as Rick Panneck exits radio... Jackie Malone adds APD duties at KACV/Amarillo... Darryl Delott moves from Production Director back to MD at WKLT/Kalamazoo, MI... WCIZ/Waterbury, NY APD/MD Randy Moore departs... WVXV/Pittsburgh elevates Jim Kerr to GM and Dan Giunt to MD; Dave Calabrese joins Getten... KQDF-FM/Great Falls, MT boosts Lane Palagi to MD... WCCC/Hartford names Michelle Fox APD/MD as Lisa Traxler departs... KOZZ/Reno APD/MD Craig Martin takes PM drive at KLPX/Tucson... At WOT/Toledo, MD Michael Young adds APD duties and Sandy Myers

succeeds new PD Lyn Casye as Promotion Director.

Paul Castronovo returns to WSHE/Miami to do morning drive; Garth Hemp moves to afternoons... The new WWCT/Peoria morning team is Ray Lytle & Jon Lamb... WKGR/West Palm Beach morning man Kevin Berry exits... Reid Thrush rejoins WXQR/Jacksonville, NC for middays... KXUS/Springfield, MO welcomes Tim Austin to mornings; Jim Wesley sequesters to sales... Shawn Higgins now does AM news/production at WTUE/Dayton... "Reckless" Randy Gilbert is new to AM drive at WRKU & WNCB/Youngstown (The Wolf)... KSTZ/Jackson, MS hires Brandy Sims for 10pm-2am and Kevin Keith for overnights... WONE/Akron Promotion Director/overnighter Jim Bickel exits... Bear O'Brien now handles mornings at WQBZ/Macon... Tara Power joins WRXL/Richmond for swing and copywriting.

KLCX/Eugene moves to 75 Centennial Loop, Eugene, OR 97401... KILQ/Colorado Springs' new street address is 1805 East Cheyenne Road, Colorado Springs, CO 80906... As of January 28 you'll find KFOG/San Francisco residing at 55 Hawthorne Street, 11th Floor, San Francisco, CA 94105; new phone is (415) 543-1045.



ET TU, BRUTUS? — WHJY/Providence afternoon jock Lou Brutus gets a unique foot massage from Human Radio's Peter Hyrka as the rest of the band smiles for the camera.

have to start with a particular letter. (If you're interested, I suggest you buy the game to get a better idea of how it's played.)

• **Cop Or No Cop:** Jock calls donut shop; listener predicts whether or not there's a cop there. KFMM/Chicago, CA:

• **News Contest:** Listeners have to answer questions based on content of morning newscasts.

KISW/Seattle:

• **Phone Booth Trivia:** Co-producer Downtown Joe goes to phone booth, calls station, and gives location; first person there must answer trivia question.

• **Business-To-Business Trivia:** Businesses compete on-air by asking each other trivia questions.

KLPX/Tucson:

• **Cursing In Italian:** Frustrated motorists learn how to vent their anger in Italian.

KSJO/San Jose:

• **Lick Me Wall:** Once-a-week feature; appropriate individuals

are "spray painted" on the wall.

• **Love Connection:** Radio version of Chuck Woolery's TV show.

KDJK/Modesto, CA:

• **What The Hell Are They Singing?:** Garbled lyrics feature.

• **Name That Dick:** Listeners use clues to figure out what famous Dick — Nixon, Tracy, etc. — the jock is thinking about. "One morning they actually took it one step further and did 'Name That Pussy,'" remembers PD Mark Davis. "When I heard that I almost drove off the road."

KOMP/Las Vegas:

• **Imagine This Guy At Home:** Jocks imagine what it would be like to have certain celebrities around the house.

• **Sandra Dice Clay:** Morning co-host Lark Williams does a female version of the abusive comedian. Other variations: "Andrew Dice Gay," "Santa Dice Clay," "George Dice Bush."

• **Redneck Theatre:** Rednecks

perform classics like "Homeo and Julie Beth."

• **Twin Geeks:** Parody of the TV show.

KLBJ/Austin:

• **Hide The Salami:** Station hides an actual salami somewhere in city; gives clues to help listeners find it.

• **Name The Neurosis:** Morning man Dale Dudley reads symptoms; listeners guess the neurosis/disease. Dudley's actual therapist does the intro: "This is Dr. David Nevar. It's time to take another inside look into the neurotic life of Dale Dudley."

KLOS/Los Angeles:

• **Parental Poon Prognostications:** Listeners try to guess when their parents last made love.

• **Freeway Love Connection:** Commuters with cellular phones spot other drivers they'd like to meet, try to get them to pull over — "in a safe, courteous manner" — and ask them out.

101* DALMATIANS CAN'T BE WRONG

And apparently, neither can 82 AORs! Anytime you get stations like KLOS, WLZR, WDVE, WSHE and KBPI on a record in its first week, you know it's time to sound the alarm!

FIREHOUSE "DON'T TREAT ME BAD"

TRACK 37

A four-alarm blaze is on the airwaves!

PS: Hurry! Deadline for your R&R AOR Aircheck contest entries is 5pm the 22nd.



* (Plus 5, to make AOR Breaker!)



COMING NEXT WEEK:

Dealing With The
Big "R"

Dynamic, Energetic, Vigorous, and Forceful

ANY WAY YOU LOOK AT IT, IT MEANS

Alexander O'Neal

HIS SMASH NEW SINGLE

All True Man

URBAN CONTEMPORARY

BREAKERS

#1 MOST ADDED

UC CHART: DEBUT **34**

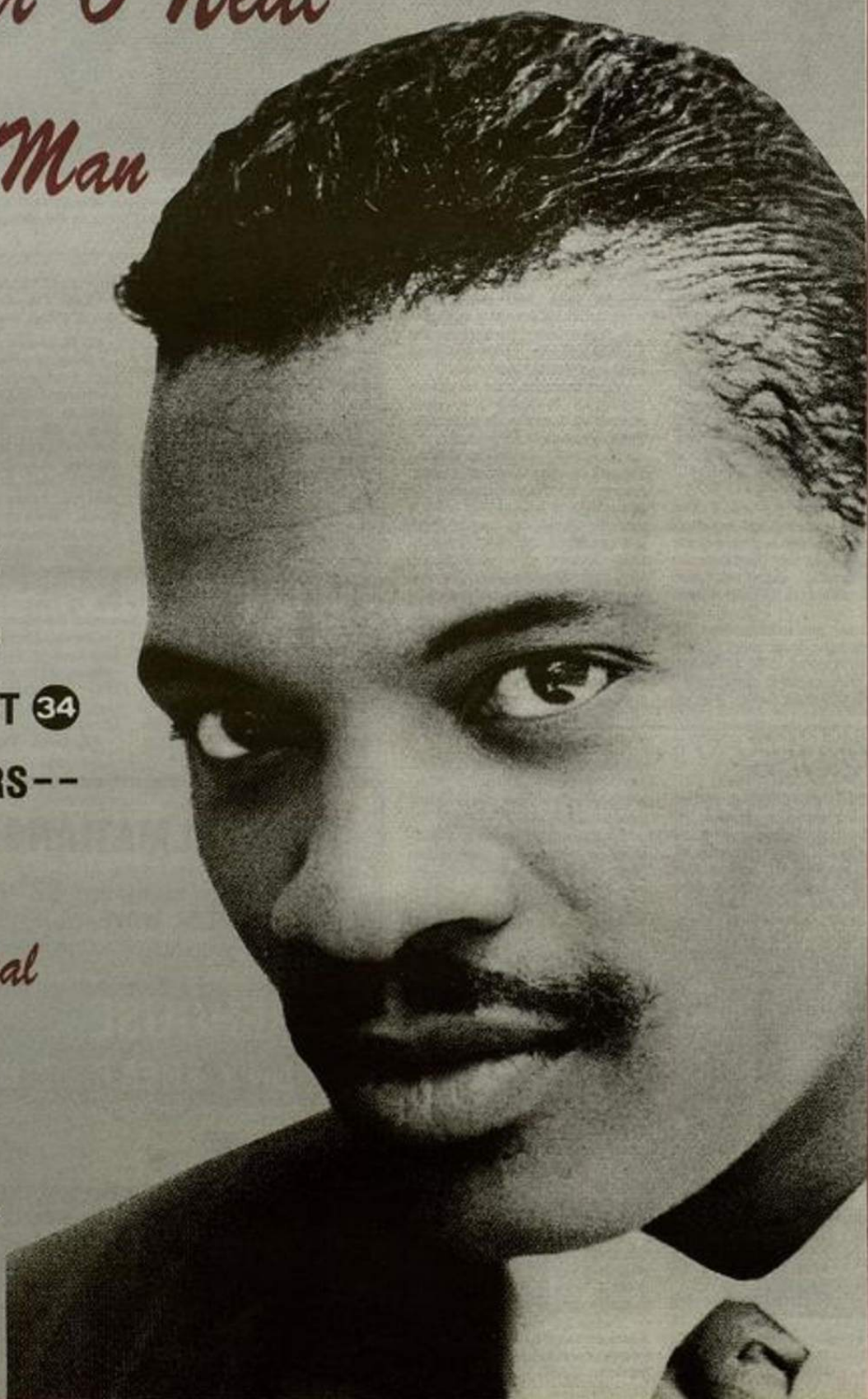
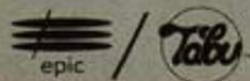
86 UC REPORTERS--
91%!

Alexander O'Neal

TAKEN FROM THE ALBUM

All True Men

Produced by Jimmy Jam and Terry Lewis
for Flyte Time Productions



UC PICTURE PAGE



THE HOLIDAY BEAT — Preparing to spread holiday cheer at a children's toy drive in L.A. were (l-r) KKBT (*The Beat*) morning show producer Sheri Culpepper, Epic artist Tony Terry, KKBT morning personality Shirley Clark, Epic's Clifford Russell, and KKBT morning personality Big John.



BLACK PARADISE — *Samuel* stopped by WHUR/Washington to do a live interview with air personality Jerry Bledsoe; *posh* for posterity were (l-r) Bledsoe, Samuelle, and WHUR's air talent Candie Shannon.



RUBBING THE RIGHT WAY — Johnny Gill (l) and WILD/Boston PD/morning host Stephen Hill shared a laugh when Gill co-hosted the morning show.



GET HERE — And that's what Oleta Adams did when she dropped by WUSL (*Power 99*)/Philadelphia to promote her "Circle Of One" album. Smiling for the camera are (l-r) *Power 99* PD Dave Allan, Adams, Mercury's Susan Brown, and *Power 99*'s Brian Carter and David Sanborn.

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(800) 421-9494
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WALT LOVE

UC

URBAN CONTEMPORARY

Eyes On The Production Prize

How A Full Sound Helps And How To Achieve It

Production is the name of the game for UC/Black radio in the '90s. Think back to your favorite hometown radio station and how it sounded bigger than life itself — how its full, classy sound drew you in — and perhaps made you want to be a part of radio. Music, money, personalities, programming, and good management are musts, but production is crucial too.

Mitch Faulkner is founder and VP/Exec. Production Director of Atlanta's On Mic Productions. His multifaceted experience began 16 years ago at then-Country WHOP/Hopkinsville, KY. He entered UC radio in Atlanta at Clark College's WCLK and continued at other local stations like WIGO and WVEE (V103), eventually becoming PD at UC WEKS/Atlanta and WCDX/Richmond. "My real interest in production started," he said, "when I went to WCDX as PD/af-

"If you call your station 'Power 93,' where does the word 'Power' come from? You have to be able to express that power through your production."

ternoon personality. My first fulltime production job was at KMQ/Houston, but prior to that I'd been doing production work on the side."

Faulkner said he started On Mic



because "during my time programming WEKS I used production to enhance our sound and presentation. But I'd reach for things I wanted and find no one providing them. Since no one was servicing production needs like mine, I started doing my own promos and voice drops. I also had to do this in Richmond. It became very important to me to take an eight or ten dollar album promotion and make it sound like I had \$1000 to give away over the weekend."



On Mic founder Mitch Faulkner at work in the studio

Too Your Own Horn

How important is production to UC/Black radio? According to Faulkner, "It's the engine of the car. When you sell radio you're selling a piece of production, and it's the only opportunity you have to toot your own horn about what the station is doing. For example, if

"If you're a 30-year-old air talent going to a new market, your value will decrease if you don't have good production skills."

you call your station 'Power 93,' where does the word 'Power' come from? You have to be able to express that power through your production.

"And if your production doesn't sound powerful, you're just blowing in the wind as far as listeners see it. You're supposed to be ensuring instant audience identification and recall, so that if they see your call letters in print or on TV, they'll have instant recall and remember to write them in a diary."

Faulkner argued it's important to spend for better production facilities and people because by doing so you're "completing the station's quality chain. If you've got a good on-air music sound, your commercial spots should sound just as

Strike The Pose

What's in vogue? Shooting your best promotional shots to R&R. Any station event is fair game — contests, concert tie-ins, benefits, in-studio celebrity visits. Just make sure the photos (black & white or color) are clearly focused and those pictured are properly identified. Mail to Walt Love, 1930 Century Park West, Los Angeles, CA 90067. And keep flashin'.



ON STAFF AT ON MIC — Pictured with On Mic Productions' VP/Exec. Production Director Mitch Faulkner (l) are (l-r) On Mic Production Coordinator Deirdra Sumpter, Bolton Media Exec. Video Producer Amy Bolton, and On Mic President/GM Arvester Faulkner.

good. And you've got to keep up with the times. Digital and high-end analog production equipment are the state of the art. Companies are going back to the table and making inexpensive analog production equipment that's more effective and sounds better."

Studio Basics

Faulkner's recipe for a production studio with quality sound at a reasonable price includes: "a multitrack recorder with at least four tracks, though I recommend an eight-track recorder. Sixteen tracks would be excessive. If your budget can't cover an eight-track unit, a four-track would be effective, provided your people know how to use it.

"Out-board equipment is also very important for some type of compression. I recommend a DBX 166, which is a stereo compressor that gives a good warm sound. You should have an effects generator of some type. Yamaha makes an inexpensive line of processing units like the SPX 1000 and SPX 900 that give a number of multiple effects. Eventide makes an extensive line of processing gear like the H-3000 Harmonizer, which gives up to 3000 different types of effects like reverb, echo, phasing, and so on.

"Equalization is very important for the overall technical sound. And when you purchase a multitrack tape recorder, you've got to have a mixing console that will accommodate it, or you'll box yourself into a corner. You've got to have a board that will handle four or eight tracks in return loop so you can do the tracking of the information.

"You need at least one multitrack recorder and at least two two-track recorders. You should also have one cart machine and a high-quality mike. The microphone is the most important thing. A lot of people skimp on the mike because they don't know any better. For a limited budget I recommend the Sennheiser MD 421 because you can change the EQ roll-offs on it. This effectively gives you five dif-

ferent mikes in one." (Product mentions reflect Faulkner's views, and do not constitute an R&R endorsement.)

The Right Stuff

Now that your production facility is in place, all you need is someone who can do quality work in it. Faulkner suggests looking for such talent "in small to medium markets at stations with limited equipment. Or look for a person who's on-air and already sounds good and can make a commercial sound effective.

"Remember, imagination and creativity are a production person's first and foremost tools. Anyone who's interested can learn the technical part and read a


"You've got to keep up with the times. Digital and high-end analog production equipment are the state of the art."

manual on how to operate a piece of equipment. If you can operate your stereo at home and have a good imagination, you're on your way to becoming one of the best production persons in the country."

Production Careers

Faulkner pointed out that production expertise offers air personalities an important career advantage. "As a radio announcer, your importance is going to dwindle. If you're 30 years old and you're going to a new market, your value will decrease if you don't have good production skills. When people look for a new jock, their ads often ask for 'good production skills.' If you're looking for longevity in this business, you need to know production."

"We need more people with unique production abilities," concluded Faulkner. "Very few people focus on production, which makes it a good field to get into."



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MIKE KINOSIAN

AC

ADULT CONTEMPORARY

Holiday Happenings

Here's a review of noteworthy holiday station events.

• For the 20th consecutive year, WLIF/Baltimore presented 30 continuous hours of commercial-free Christmas music beginning Christmas Eve at 6pm. WJBR/Wilmington, DE did the same — for the 30th successive year.

• WYST/Baltimore organized the "World's Largest Human Christmas Tree." Green-clad participants were strategically placed to form a tree and were photographed from a helicopter.

• WLIT/Chicago PD Mark Edwards produced a 28-hour "Chicagoland Christmas" special, which kicked off at 3pm Christmas Eve.

• The first 500 listeners to show up at WTMX/Chicago's "Christmas Festival" remote from the Marriott were treated to a free buffet breakfast. Guests included composer Sammy Cahn ("Let It Snow, Let It Snow, Let It Snow") and Chicago White Sox organist Nancy Faust.

• WLTZ/Cleveland offered 18 hours of continuous holiday music, starting at 6pm Christmas Eve.

• WSNY/Columbus, OH morning team Mike & Jane were joined by area celebs, including Mayor Dana Rinehart, for a Christmas special broadcast from the Worthington Inn.

• WLYF/Des Moines conducted a "Holiday Basket Program," which concluded ten days before Christmas.

• WNIC/Detroit listeners donating Toys For Tots were served complimentary breakfasts and registered to win prizes.

• KSSK/Honolulu promoted the "Five Wonderful Days Of Christmas." For five consecutive weekdays just prior to Christmas, station personalities delivered \$1000 a day in clothing from an area merchant to different service organizations (i.e., Salvation Army, Department of Human Services).

• KSSK also conducted its third annual "\$10,000 Christmas Shopping of the Rich & Famous" spree, wherein one listener was treated to a variety of elegant prizes.

• WIBC/Indianapolis aired 24 hours of continuous holiday music, beginning Christmas Eve at 7pm.

• KUDL/Kansas City's "Community Christmas Trees" in area malls were dropoff points for donated toys for more than 2000 needy KC kids.

• CKLZ/Kelowna, BC sold "Lizard Babies," replicas of its lizard mascot. A portion of each \$22 price tag went to Kelowna General Hospital's "Together We Care" campaign.

• For the fourth year, KBIG/Los Angeles (and Southwest Airlines) sent selected listeners "Home For The Holidays."

Middle East Update

Station holiday festivities also focused on the troops serving in the Persian Gulf:

• WSTR/Atlanta morning man Steve McCoy erected a "Troop Tree" in Marietta Square. Listeners were invited to visit the tree and place an ornament on it.

• Approximately 400 residents were on hand for WSOY/Decatur, IL's "Send-Off Day," saluting the 358th Military Police Company as it was called to Operation Desert Shield duty.

• WJLK/Monmouth-Ocean, NJ videotaped holiday greetings from local residents at Monmouth Mall. Over 300 videotapes were sent to the Middle East.

• KJQY/San Diego presented a four-hour New Year's Eve fireworks extravaganza, "Salute To Our Troops." Festivities included fireworks over San Diego Bay, a choreographed lighted message to U.S. troops, and a USO variety show.

• KOST/Los Angeles granted "Christmas Wishes" for the seventh successive year.

• This was the second year of WJQY/Miami's "Joy Of Christmas." Beginning 6pm Christmas Eve, the station played 21 hours of Christmas music.

• WNSR/New York collected over 16,000 coats in its fourth annual "Coats For Kids" campaign. The Salvation Army distributed the goods to needy recipients in the New York/New Jersey metro. The station collected the items and had them drycleaned.

• WKSZ/Philadelphia's "Holiday Kiss For Kids" helped feed and clothe needy families in the area.

• KINK/Portland, along with Mothers Against Drunk Driving, distributed 75,000 red and green ribbons for Oregonians to display on their vehicles. "The One On For Safety" served as a reminder to drive sober and safe during the holiday season.

• KCPX/Salt Lake City participated in "Christmas For The Animals" by promoting the event on-air for two weeks and staging a live broadcast at the site. The community donated 6000 pounds of cat food, dog food, and kitty litter. Thirty-four animals were adopted, and \$2000 was collected for veterinary



LEAPIN' LIZARDS — CKLZ/Kelowna, BC mascot Mr. FM Lizard presents the first "Lizard Baby" to Kelowna General Hospital patient Justin Clark. A portion of the sale proceeds benefit the hospital's "Together We Care" campaign.

supplies.

• WHVE/Sarasota-Tampa staffers Steve Callahan and Kira Kinkead helped serve warm meals at the St. Vincent de Paul Food Center.

• WHYN/Springfield, MA PD Bill Hess gathered his entire air-staff together to share their prior holiday experiences and family traditions. The end result was a four-hour "Christmas With Our Family" special, which aired once on Christmas Eve and Christmas Day.

• CJCL/Toronto and the Toronto Maple Leafs encouraged residents to bring unwrapped toys or nonperishable food items to Maple Leaf Garden. The donations were then distributed Christmas morning by the Salvation Army.

• KKLD/Tucson's third annual "Day Of Giving Holiday Patio Party" encouraged listeners to use the station as a dropoff site for the Tucson Community Food Bank, Educational Enrichment Fund, Toys For Tots, and the Salvation Army.

ACCELERATION

Management

Brad Ellis replaces Ken Barnett as PD at WMJJ/Birmingham. WHEN/Syracuse names Becky Palmer PD. WHDH/Boston morning news anchor Brian Whittemore becomes ND at crosstown WBZ. Eden Kendall joins WEJZ/Jacksonville as Promotion Director.

NAC WCDJ/Boston PD Blake Lawrence taps Cliff Smith as MD; Jim Robinson replaces Lawrence as PD at NAC WHVE/Sarasota-Tampa. Laurie Cobb rejoins NAC KHFI/Denver as MD and continues her Drake-Chenault-Jones "Prime Demo" airstrip.

Mike Laurel becomes Production Director at NAC WBZN/Milwaukee.

Former Arbitron Western Regional Client Service Rep Jamie Maskell joins KBK/Los Angeles as Research Director. WMMX/Columbus names Kelly McKay MD. Charlie Busch is KSSY/Wenatchee, WA's new GM; Bill West has been appointed MD.

Kim Jeffries resigns as MD at KSTP/Minneapolis to concentrate on her midday on-air duties. WCIL/Cambodia, IL, GSM Dennis Lyle is promoted to Station Manager. WTVR/Monroe, MI appoints Teri McCormick MD.

C. Evelyn Hawkins has been named Exec. Producer of Jazz Program-



Becky Palmer

ming at WCPN/Cleveland, where she'll produce jazz concerts and supervise jazz programming personnel. Jeff Alan is acting PD at NAC KWVS/Corpus Christi.

Air Talent

Former KRBE/Houston PD Paul Christy is now doing afternoons at neighboring KHMX. WEZN/Bridgeport morning man Bruce Owens joins WPAI/New York in AM drive. KDES/Palm Springs, CA taps John Scott to host a nightly three-hour all-request show; Robin Morales lands afternoons at crosstown KPLM. KKLD/Tucson APD/MD Adrienne

Walker is now doing morning drive.

WLYT/Haverhill, MA welcomes Jack Riccardi to PM drive. Lee Edwards takes over the 7pm-midnight slot at WOHQ/Salisbury, MD. Eddie Peterson exits PM drive at WMVS/Paris, TN for nights at WKRY/Key West, FL. Dwight Loop moves from nights at KLSK/Albuquerque to afternoons at KBAC/Santa Fe.

Ron Cuzner does the "Dark Side" (midnight-6am Sundays) on WBZN/Milwaukee. KZLS/Billings, MT morning man Kurt Anthony crosses the street for morning duty at KIDX. WKWK/Wheeling, WV APD/PM driver Joel Riley joins WTLT/Columbus for middays. Sky Skylar is upped from weekends to nights at NAC KGSR/Austin.

Miscellaneous

WLIT/Chicago and Atlanta-based Weather Channel have reached an agreement whereby all WLIT weather info will be provided by Weather Channel meteorologists. WIBC/Indianapolis Commercial OM/Public Service Director Jack Morrow has retired after 50 years in Indiana radio.

WSTC/Stamford, CT sports announcer Len Gambino was named the state's best sportscaster by the AP.



Brad Ellis

26-year WTSN/Dover, NH OM Paul LeBlanc was named 1990 New Hampshire Broadcaster of the Year by the NH Association of Broadcasters. Herron Media Group is now consulting WYST/Baltimore. KAVL/Lancaster, CA is now carrying Los Angeles Clippers games.

WZNY/Augusta has moved into its new studios and offices at 2743 Perimeter Parkway, Building 200, Augusta, GA 30909. In San Diego, the Larry King Show has also moved, switching from KSDO to crosstown XTRA (AM), "The Mighty 690."

Beth

Every once
in a while, a
singer comes
along who
translates

feelings into
Nielsens

music--and
writes songs

that last a

lifetime.
Chapman



"Walk My Way"

Produced by David Austin



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LON HELTON

NEW MUSIC SELECTION TIPS

Pickin' The Hits Via 'Active Auditioning'

The final issue-oriented Country column of 1990 (R&R, 12/7) featured a letter from consultant Steve Warren, responding to the article on Country radio's musical leaders (R&R, 11/9). Both of us received a number of calls about his letter, which addressed the selection of new music. So I'll begin the new year with his thoughts on the matter.

Warren — President of Warren Media, a full-service radio consultancy based in San Marcos, TX — originally wrote, "Isn't it interesting that guys in big markets where they are the sole Country outlet always say 'we research our market' when you ask them what their criteria are for selecting new music. Now how does that jibe with the fact that you can't 'research' new music? If you could, the record companies wouldn't release anything but Top 10 hits."

Warren amplified his point: "You can't test new music. Researchers have been trying for decades to discover a way to accurately predict the success of a new record. They haven't found one. The only way to find out if a new record has true programming value is to put it on the air for a few



Steve Warren

Incorrect Auditioning

Warren believes the majority of radio's music programming mistakes are made because programmers audition music incorrectly. He noted:

- Listeners don't hear new records with the trade charts laid out in front of them.

• They seldom listen to music at high volumes.

• They usually don't judge a song after hearing only the first 30 seconds of it, the way so many MDs do. In most cases, the listener doesn't really make up his mind about a song until he's heard it a number of times. The listener's opinion becomes firm as the song "grows" on him with repeated listens.

Listening Tips

In his letter, Warren took PDs and MDs to task for selecting new music "by the numbers." He wrote, "Record guys will tell you the most difficult part of their job is to just get PDs to put the disc in the machine and listen to it. But all the PDs ask them is who's added it, how many adds it's got, and if it's going to be Breaker next week... And station managers sit back and wonder why Country ratings are stagnant at a time when country music itself is exploding."

While pickin' the hits has never been an easy task, Warren said avoiding the above pitfalls through active auditioning requires even more time and effort. "The system

How To Audition Actively

- Listen to every new single you receive
- Watch the trades carefully and listen to the new records on the lists
- Set aside the records you'd like to hear some more
- Listen away from the radio station
- Listen several times over several days

makes for much more accurate music selection, but it takes a lot of time. If you want to be a really good MD, be prepared to work at it." His suggestions:

- Try to hear every new single that arrives from the record companies. "Some you'll be able to discard immediately," he said. "But make it a point to listen to all of every record that sounds even halfway good."

- Watch the trades carefully and listen to the new records that show up on the lists.

- Set aside the ones you'd like to hear some more.

- Listen [to those records] away from the radio station. "Listeners

"Take home the new records you like and listen to them in the 'real world.'"

don't hear new music in a radio station. Take home the records you like and listen to them in the 'real world.' Put a stack of new ones on your turntable and let them roll as you go about your home life. Play a

few as you're fixing breakfast, doing housework, or reading; transfer some onto a cassette to play while driving."

- Hear the songs. "Listen to them throughout the day. Listen to them the next day, the day after that, and the day after that. That's how listeners hear new songs — several times over several days."

Exercise Your Ears

Warren emphasized environment and repetition as the keys to the selection process. "Active auditioning exposes your brain to the music the way 'normal' people hear it. It allows the songs to grow on you. You'll quickly find that some songs you didn't like at first sound better and better as you get to know them. You'll also discover that others you love at first will soon bore you, and you'll be glad you didn't do an out-of-the-box add on them."

"Your evaluation of some songs will become firm with only a few listens. You may hear others a dozen times before you're sure. When you catch yourself humming one of the new ones, chances are you've got something."

"The [active auditioning] system develops your ear the way exercise develops your body. It keeps your playlist healthy. It helps prevent a lot of the silly mistakes other programmers make when they simply 'follow the numbers' and make up their minds about a song after hearing only 30 seconds of it. This is not an infallible system, but it's stronger than anything else you can use to select new songs for your radio station."

Editor's Comments

Beyond dismissing some of Warren's points as a lesson in the obvious, consider this comment passed on by a number of record people who heard it from some radio programmers after the holidays: "My playlist is frozen, and I won't be doing a new [first of the year] list until after R&R does its first chart of the year and I can see the trends."

Putting all the new product of the week onto one cassette and listening as you go about your daily business really does enable you to listen like a listener. You will probably find yourself unconsciously humming some of the songs. Chances are, those will be your instant adds.

Do you have any tips on selecting new music? Let me know, and I'll pass them on in future columns.

"Active auditioning means listening to records in a manner similar to the way listeners might hear them once they're added to the playlist."

weeks and monitor listener response."

Unfortunately, said Warren, stations can't do that with a large number of records. "Listeners want to hear hits. The more 'unproven' records you play, the greater your chances of playing 'stiffs' that drive listeners away. Virtually every new record you add to the playlist — no matter how much you may like it, no matter how 'hot' it looks in the trades — is a calculated risk."

So what's a programmer to do? Warren said there's a way to at least improve the odds in your favor. "Katie Van Pelt — my MD in the '70s and early '80s — invented a system called 'active auditioning,' which means listening to records in a manner similar to the way listeners might hear them once they're added to the playlist."

HAVE YOU HEARD

Foxx Elevated To KCUB & KIIM OM

KCUB & KIIM/Tucson has upped middayer Erik Foxx to OM following the departure of OM Doug Brannan, who has returned to Phoenix to pursue radio sales. Foxx, who's been at KIIM two years, previously served a lengthy stint at KNX/Phoenix. Former KYKR/Beaumont, TX PD Phil Williams has moved to Tucson as MD.

WTDR/Charlotte APD/PM driver Tim Roberts has been named PD at KHAK/Cedar Rapids, IA. He replaces Tim Closson, who was recently named PD at WUBE/Cincinnati.

KEAN-AM & FM/Abilene Production Director Scott Ward has been promoted to PD. He formerly programmed crosstown KORO... WKAK/Albany, GA MD Sherri Garrett has been upped to PD... previously automated WQTE/Adrian, MI went live Country 1/7. Bruce Goldsen is the GM, Al Campbell the PD.

Musical Chairs

WGTC/South Bend, IN personality Doug Montgomery adds MD duties... KASH/Anchorage PD Mike Ford is



Tim Roberts

now handling MD chores as well... WPCV/Lakeland, FL MD Lyn Scott is heading to WVOC & WCEZ/Columbia, SC. Replacing him as MD is Jack Robertson.

Exiting the SMN Traditional C&W net are morning talent Bob Jackson and afternoon man Terry Jones. New to mornings is D.J. McCoy from Gold KSPZ/Colorado Springs. PD Jim Mur-

phy will temporarily do middays as he conducts the search for a new personality; middayer Richard Lee will handle OM duties.

Ken Brooks joins WOW-FM/Omaha for middays from KEBC/Oklahoma City. New to evenings at WOW (AM) is Ed Alexander from WEPM/Martinsburg, WV... Dave Michaels moves to middays from overnights at WIRK/West Palm Beach... WYAK/Myrtle Beach hires Mitch Gill from crosstown WSYN for middays... Julie Rich moves from KDJW/Amarillo as morning co-host at KNFM/Midland-Odessa.

David Straub joins WFMS/Indianapolis as Production Director. He held a similar post at WMNI & WMGG/Columbus, OH... WYNY/New York improved its signal in December with a new transmitter, new tower location, and a move from directional to nondirectional. Most enhanced will be the station's reception in New Jersey... Congrats to WAJR/Morgantown, WV, which celebrated its 50th anniversary in December.

CRS Places New Faces

Corbin/Hanner, Billy Dean, Joe Diffie, Ray Kennedy, Chris LeDoux, Shelby Lynne, the Pirates of The Mississippi, Aaron Tippin, Kevin Welch, and Michelle Wright will perform at this year's Country Radio Seminar New Faces show March 9.

MCA/Nashville won't have an act on the show because although Mark Chesnut was asked, he was already booked for a nine-date tour with Garth Brooks and the Judds. His management is attempting to make him available for the Artist Taping Session, though.

Foster & Lloyd Split

• Radney Foster and Bill Lloyd (Foster & Lloyd) have decided to pursue separate solo careers. The duo met as songwriters at MTM Publishing and signed to RCA in '87. Their song "Crazy Over You" was the first debut country single to reach No. 1. Last week they were nominated for a Grammy for the instrumental "Whoa" from their "Version Of The Truth" LP. There's no word as to whether either one will record for RCA.

Grammy Buzz

By now you've heard the Kentucky Headhunters garnered a Grammy nomination for Best New Artist. Only four country acts have ever been up for this general category, and none has won it. The Headhunters are up against the Black Crowes, Mariah Carey, Lisa Stansfield, and Wilson Phillips.

Bits & Pieces

• While playing golf in the Bahamas, Vince Gill and three friends were robbed by two masked men who jumped out of the bushes. No one was injured. Gill, a supporter of Belmont College's basketball team, was in the Bahamas with the team for a tournament.

• Tanya Tucker recently won the National Cutting Horse Association's Celebrity Championship in Fort Worth. Among her competitors were former football players Randy White and Mel Blount, actor Larry Wilcox, driver Johnny Rutherford, Christie Brinkley, and Michael Keaton.

• Lorrie Morgan, Minnie Pearl, Marie Osmond, and new MCA artist Marty Brown will be featured on the episode of CBS-TV's "48 Hours" titled "A Song And A Dream." The show, hosted by Dan Rather, will air Wednesday (1/23) at 8pm (EST/PST).

• Tom Wopat has taken over the lead in the Tony Award-winning Broadway play "City Of Angels." Wopat will handle the role through mid-'91.

—Ken Tucker



KEEPING UP WITH JONES — George Jones has inked with MCA/Nashville after two decades with Epic. His first MCA album, produced by Kyle Lehning, is due next fall. All smiles are (l-r) MCA/Nashville Exec. VP & head of A&R Tony Brown and Director/A&R Buzz Stone, Jones, and label President Bruce Hinton.



BELLAMY BASH — Atlantic/Nashville recently hosted a party to announce the signing of the Bellamy Brothers. Celebrating the new pact are (l-r) David Bellamy, Atlantic/Nashville VP/GM Rick Blackburn, and Howard Bellamy.

NEW ARTIST FACT FILE

Molly & The Heymakers



(l-r) Joe Lindzius, Jeff Nelson, Molly Scheer, Andy Dee

Bandmembers: Molly Scheer (vocals, fiddle, mandolin, rhythm guitar), Andy Dee (lead guitar, vocals), Joe Lindzius (drums, vocals), Jeff Nelson (bass, vocals)

Place Called Home: Hayward, WI

Current Single: "Chasin' Something Called Love"

Current Album: "Molly & The Heymakers"; due 4/91

Label: Reprise

Producers: Paul Worley, Ed Seay

Management: Impresario Ltd.

Publishing: Tree Publishing

Booking: Monterey Artists

Musical influences: Bonnie Raitt, Marshall Tucker Band, John Prine, Charlie Daniels Band

• **Background:** Wisconsin native Molly Scheer began playing violin at age 9. She continued to hone her skills in school orchestras, though she admits "it was the geekiest thing to play." But after seeing Charlie Daniels play fiddle, Scheer was inspired to resist her classical training and "loosen up." She turned her attention to country rock and bluegrass music. "I got excited about playing again," she recalled.

While attending college in the early '80s, Scheer met musicians Andy and Scott Dee and became a permanent member of their band, *Lonestar*. They later formed a trio, the *Minneapolis Horses*. Starting as a backup musician, Scheer was soon selected as the group's lead vocalist. They built a large local following, but eventually went their separate ways.

Nearly four years ago, Scheer convinced Andy Dee to move back from Hawaii, and they began to form the current band. They soon met drummer Joe Lindzius, who had a jazz background, and bassist Jeff Nelson, who had played in country and dixieland bands. The quartet began touring Wisconsin and Minnesota, frequently opening for national acts. Eager to

move from cover band status, they also began writing their own material.

• **Signing:** One of the home-made tapes the band sold at a show found its way to *Highway 101's* Cactus Moser. He liked what he heard and forwarded the tape to 101 producer and *Tree Publishing* exec Paul Worley, who flew to Minneapolis to see the band play. He signed Scheer to a publishing deal and offered to produce the band. Several labels soon became interested. *Warner Bros./Nashville's* Paige Levy flew up to see the band and faxed the band an offer two days later. "It just blew me away," said Scheer.

• **Songs:** The current single was written by Scheer and Nashville tunesmith Gary Burr. The band is currently finishing its debut album, but the package may include another Scheer-Burr collaboration and a Don Schlitz-Brent Maher tune.

Regarding the band's pursuit of a record deal, Scheer said, "We wanted a deal because we love to play. We're a 'live' band and want to get to better venues. There's a real chemistry between us. Performing is an addiction; playing is our motivation."

NASHVILLE IN MOTION

Wipperman Upped At Warner/Chappell

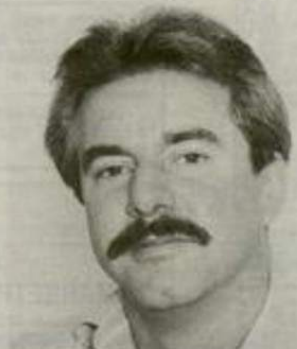
Tim Wipperman, VP/Exec. GM at Warner/Chappell Music/Nashville for 15 years, has been upped to Sr. VP for the company.

Wipperman said, "My staff and writers have done a wonderful job of making me look good over the years. This [promotion] is a nice reaffirmation of Warner/Chappell's commitment to Nashville and what we've built."

Wipperman started the Nashville office of Warner/Chappell in 1975. He previously worked for Combine Music and Cedarwood Publishing.

• Excelsior Music Group has merged with Code Blue Music Management. EMG President/CEO Jim Prater will continue in the same capacity for the new configuration, with Earl Richards of Code Blue serving as Exec. VP. The company now houses an independent record label as well as publishing, booking and management, production, video production, and concert production firm.

• Kurt Denny, former Director/Writer-Publisher Relations for BMI, has joined MCA/L.A. as a pop/rock talent scout. He'll remain in Nashville.



Tim Wipperman

• Jules Wortman, Network Ink publicist, joins Sony/Nashville as Manager/Media.

Signings

• Tom Wopat to Epic ... Mel McDaniel to DPL ... Skip Ewing to Capitol ... Steve Wariner to Arista ... Jim Lauderdale to Reprise ... Earl Thomas Conley and Linda Davis to Buddy Lee Attractions for booking ... Comedy team Williams & Ree to Curb ... William Lee Golden to Ron Golden for management ... John Jarrard to a songwriting agreement

with Maypop Music Group ... Tony Toliver to William Morris Agency for booking.

COUNTRY FLASHBACK

1 YEAR AGO

• No. 1: "My Arms Stay Open All Night" — Tanya Tucker

5 YEARS AGO

• No. 1: "Makin' Up For Lost Time" — Crystal Gayle & Gary Morris (3rd week)

10 YEARS AGO

• No. 1: "9 To 5" — Dolly Parton

15 YEARS AGO

• No. 1: "Sometimes" — Bill Anderson & Mary Lou Turner
 • "Queen Of The Silver Dollar" by Dave & Sugar debuts at No. 30. It peaks at No. 25 five weeks later.

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NETWORK (407) 260-0727

EAST

Cape Cod Oldies station seeks experienced AT's for full and PT. Females and minorities encouraged. T&R: WNTX, Chris Boles, 770A Main, Osterville, MA 02655. (N-1/18) EOE

WJBR/Wilmington, DE seeks afternoon news Anchor/Speech Reporter. T&R: 2617 Ebright Road, 19810. (N-1/18) EOE

Come home to Long Island, WBZ seeks mature, experienced operations/production manager. T&R: GM, Box 1200, Southold, NY 11971. (N-1/18) EOE

Seeking midday Talent/Production Director at award winning full service AM near DC. T&R: WAGE, Todd James, 711 Wage Drive, SW, Leesburg, VA 22075. (N-1/18) EOE

PT AT and news positions available at Portland's WZVN and WLAM. T&R: Mark Edwards, Box 929, Lewiston, ME 04243. (N-1/18) EOE

Cap Cities/ABC O&O seeks energetic person for addition to promo staff. One year radio promo experience/familiarity with NY metro. CALL: Debbie, (212) 613-8917. (N-1/18) EOE

Top rated CHR seeks up tempo PMD AT with mature sound and a little creativity. T&R: WVAD, Greer Building, Morgantown, WV 26505. (N-1/18) EOE

Get into management. Local oriented AM station seeks PD-Talent. T&R: WHUC, GM, Box 123, Hudson, NY 12534. (N-1/18) EOE

WMET, Galtersburg, MD seeks PR board Ops/Announcers. Experience and local Talent preferred. CALL: Sondra Linden, (301) 428-3555. (N-1/18) EOE

WKSO/Bangor, ME seeks AC AT for drivetime. Good bucks and benefits. T&R: Mark Osborne, Box 9494, Ellsworth, ME 04609. (N-1/18) EOE

Seeking 7p-12mid AT for Contemporary Country outlet. Production, possible MD. T&R: WCHA, Kevin Casey, Box 479, Chambersburg, PA 17201. (N-1/18) EOE

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Successful Country outlet, Top 75 market, hunting AT for middays, bright delivery, good mechanics, love of Country a must. Prefer female, but all considered. Also seeking morning man. T&R: Radio & Records, 1930 Century Park West, #159, Los Angeles, CA 90067. EOE

95 TRIPLE X seeks next killer night jock! Excellent production an absolute must! Minorities and females encouraged. T&R: Ben Hamilton, P.O. Box 9530, Colchester, VT 05446. M-F/EOE

Contemporary in Atlantic City seeks Personality who's energetic, creative with a proven track record. We offer challenge & stability. T&R to... WMGM, 1601 New Road, Linwood, NJ 08221. EOE

Opportunity knocks in the pages of R&R every Friday... call (213) 553-4330 to make it happen for you!

Oldies Radio WQSR 105.7

OLDIES PROGRAM DIRECTOR

Due to changing personal circumstances, WQSR, Baltimore is losing its program director. Consequently, we have an immediate opening for an experienced oldies programmer to continue the success we have had with our proven airstaff and format. We are used to the very best in the industry, so qualified candidates must possess excellent people, motivational, and managerial skills, as well as an extensive background programming successful radio stations in large and major markets. If this describes you, send all pertinent information to: Rick Peters, VP Programming, Scornix Broadcasting, 3000 N. 28th Terrace, Hollywood, FL 33020. EOE

SOUTH

PMD/Opie Manager sought for top rated AC in Columbus, GA. Growth opportunity. T&R: WGSY, Randy Sheffield, Box 2127, 31802. (R-1/18) EOE

PD seeks FT Talent for N. MS Country. Opportunity for strong production pro with good phone. T&R: WWZD-FM, Bill Martin, Box 3300, Tupelo, MS 38803. (N-1/18) EOE

WJUM-FM/Charleston. Top rated SC Urban seeks Drive Talent. T&R: Bob Casey, 1 Carriage Lane, #C-2, 29407. (N-1/18) EOE

News Director/morning sidekick sought for CHR. T&R: KYYY-FM, Bob Beck, Box 1738, Bismarck, ND 58502. (N-1/18) EOE

Parana City job opening. WRBA-FM seeks 7p-12m warm and friendly live songs Host. Lots of phone work. T&R: Nick Capler, Box 96, FL 32402. (N-1/18) EOE

Middays in S. FL. Adult CHR seeks up tempo, bright Personality. Possible MD duties. T&R: WZZR-FM, Box 6093, Port St. Lucie, FL 34985. (N-1/18) EOE

Work and play in Paradise. Seeking to fill several key positions at Caribbean FM. WJXC/St. Croix. See our display ad under "openings South." (N-1/18) EOE

Seeking morning Talent for hot CHR, P2 Class C Top 100 sunbelt station. Great bucks and benefits. T&R: K106, 1725 Evangeline, Vidor, TX 77662. (N-1/18) EOE

KKEG/Fayetteville seeks experienced AT for a 21 year AOR. Females and minorities encouraged. T&R: Wes Jeffries, Box 978, AR 72701. (N-1/11) EOE

Announcer sought for dayshift. T&R: XSAM, John Bradley, Box 330, Huntsville, TX 77342. (N-1/11) EOE

Seeking topical morning Talent for hot CHR, P2 class C Top 100 sunbelt. Good pay and benefits. T&R: 1725 Evangeline, Vidor, TX 77662. (N-1/11) EOE

WDMT/Jackson seeks morning Personality with programming responsibilities. Join a growing group of winners. T&R: Aubrey Prince, Box 12247, Jackson, MS 39236. (N-1/11) EOE

Award winning community leader seeks on-air/production pro. Females and minorities encouraged. T&R: WAGE, 711 Wage Drive, S.W. Leesburg, VA 22075. (R-1/11) EOE

FUN AC MID-DAYS

Immediate opening for mid-day personality at up-tempo gold based AC. Females encouraged! T&R to: Ron White, Radio Program Consultant, 5053 Ocean Blvd. #129, Sarasota, FL 34242. EOE

SUN-NATIONAL OPENINGS!

Seeking General Manager, Program Director, Air Personalities, Production Director, News Director/Anchor, Play-by-Play Sportscaster, and Promotion Manager. Rush tape/resume. P.O. Box 5269, Clearwater, FL 34618-5269. EOE

Live rock 97fm WXTC

Immediate AM drive opening at market leading AC. Must be warm, local, relatable, entertaining to 30-49 year old adults...and have great production skills! Minimum 5 years experience. Rush T&R to John Quincy, PD, 478 East Bay, Charleston, SC 29403. EOE

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Hugo is gone... paradise has returned...

The East Caribbean's most dominant FM is looking to fill several key positions for CHR:

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All applicants must:

- Be able to work the phones well...
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- Enjoy island hopping...

Rush tape, resume, photo and salary requirements to:

JONATHAN KEYES
ISLE 95 WJJC (FM)
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Phone: (809) 773-0995 - Weekdays
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Females encouraged, EOE

WMXJ, South Florida adult powerhouse is seeking the best Promotion Director in the country. All the tools are here. #1 Promotion budget in the market. We shoot very high and rarely miss. Do you? Rush samples and resumes to: Bill Stedman, WMXJ, 3000 N. 28th Terrace, Hollywood, Florida 33020. EOE

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Chief Engineer, for 1 year temporary position, in desirable Southwestern market, with a major communications company. General FCC license required. SBE certification desirable. News/Talk-AM, Contemporary Music-FM. Numerous remotes. Company benefits. Send resume and references, reply to: Radio & Records, 1930 Century Park West, #161, Los Angeles, CA 90067. EOE

BLACK/URBAN MORNING SHOW HOST NEEDED

Major Black/Urban station needs an exceptionally talented Morning Show host. We offer good pay for good talent. EXCELLENT PRODUCTION SKILLS A MUST! No Beginners! Must have at least 5 years Black/Urban experience. Your package MUST include: 1) aircheck with production samples, 2) resume with verifiable references, 3) salary history, 4) picture. Reply in strictest confidence to: Radio & Records, 1930 Century Park West, #145, Los Angeles, CA 90067. M/F Equal Opportunity Employer.

SOFT ROCK MORNINGS

Major market, group owned Southern AC seeks morning talent for future opening. We're not interested in a comic, but a warm, relatable entertainer who can target our 30-45 year old demo. You don't have to be doing mornings now, but we are looking for experienced professionals. Send Cassette & Resume to Radio & Records, 1930 Century Park West, #165, Los Angeles, CA 90067. EOE/MF

MIDWEST

KXRV/Cedar Rapids seeks 7p-12m Talent for Oldies format. Females and minorities encouraged. T&R: Ted Jacobson, Box 2388, Iowa City, IA 52244. (N-1/18) EOE

Seeking high energy morning Talent/production pro. Two years' experience, non-smokers preferred. T&R: KFXI, Box 433, Lawton, OK 73802. (R-1/18) EOE

Experienced daytime Announcer sought who can relate to University community. T&R: KCCO, Cheryl Pannier, Box 728, Ames, IA 50010. (N-1/18) EOE

Top rated Oldies station seeks Full and PT Talent for future openings. T&R: WKMG, Roger Piper, 1901 Redfarm Road, Rockford, IL 61111. (N-1/18) EOE

Experienced News Anchor/Reporter sought at Oldies FM in beautiful state capital. T&R: WOLX, Ted Houston, 2306 W. Badger Road, Madison, WI 53713. (N-1/18) EOE

Leading AC seeks full and PT Air Personalities. T&R: WGNR, Rob Poulin, 300 W. Jefferson Blvd., South Bend, IN 46601. (N-1/11) EOE

Seeking overnight Announcer for soft AC. Experience required. T&R: WDOX, Sue Wilson, 1250 Superior Avenue, Cleveland, OH 44114. (N-1/11) EOE

WKXA/Findlay, OH seeks experience Program Director to guide our adult CHR to a new level of broadcast excellence. T&R: Box 1507, Findlay, OH 45839. (N-1/11) EOE

WSWT/Peoria Soft AC giant seeks full and PT AT/production pro. T&R: Randy Rundle, Box 3335, Peoria, IL 61612. (N-1/11) EOE

KYGG/Wichita seeks Talent. News/AM sidekick, other possible openings. T&R: Lyman James, Box 650, 67201. (N-1/11) EOE

Promotions Director sought for WMLW/WOLY, Milwaukee. Great voice, winning attitude, creative writing and production. T&R: Box 20920, WI 53220. (R-1/11) EOE

Drivetime Announcer sought at 100,000 watt Country/WJJO. Maturity, energy and experience a must. T&R: Steve Stewart, Box 220, St. Cloud, MN 56302. (N-1/11) EOE

100 FM KLYF

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Exciting top-rated AC seeks morning A.T. with an adult sense of humor, topical and local to be part of top-rated morning show. Experience and appearances a must - production ability preferred. Good pay based on experience, talent, and attitude. Full benefits package including retirement plan and 401K. Possibility of promotion to program director for the right individual. Would join a great broadcast team in a great communications company. Send picture. T&R to: Chuck Jewell, GM, KLYF-FM, 1801 Grand Avenue, Des Moines, IA 50309-3362. EOE

WAXX-FM has a rare opening for an afternoon drive announcer. Looking for a dynamic personality who understands a music intensive Country format. Strong production a must. Send current T&R to: George House, P.O. Box 6000, East Claire, WI 54702. EOE

News Director wanted/medium AOR. Excellent writing/reading skills. Minimum 2 years experience, preferably in the Midwest. Females/minorities encouraged. Excellent pay. T&R: Radio & Records, 1930 Century Park West, #154, Los Angeles, CA 90067. EOE

POSITIONS SOUGHT

VETERAN JOCK WANTS A CHANGE!

Looking for Light Rock, AC, Adult CHR, Classic Rock. Call between 8:30 & 5:30 EST for T&R. 1-800-688-6392.

1991 is here, and I'm still seeking a job! On-air, research or promotions. Carolinas only. JIM DAVIS: (803) 774-3674. (R-1/11)

Experienced AT seeks FT air work within a 50 mile radius of St. Louis. Sales work okay too. DOUG: (818) 235-5226. (R-1/11)

AM Country station sold and changing format. Versatile AT seeks FT with ADR/Country/CHR. Will relocate. BILL: (407) 871-0534. (R-1/11)

Ten year pro with programming experience seeks new and exciting challenge. Prefer AC/CHR, but will work Country. RANDY STEVENS: (515) 342-4931. (R-1/11)

Dynamic, degree, career minded, bilingual female seeks position in marketing/sales/promo department. Experienced in business environment. (201) 687-0434. (R-1/11)

AT, I've got the voice, experience, and lots of talent. Will work cheap, prefer Midwest. TOM: (218) 848-2765. (R-1/11)

Still at large. Eddie Murray, seeks A&R, A/R Development or AOR promo job. Avid bid war and call now. (818) 704-9899 or 715-0680. (R-1/11)

Talk radio Host. Do you seek to wake people up? Bold/radical/controversial/interesting/challenging. WALTER JACOBSON: (818) 907-6570. (R-1/11)

CHR/Rock & roll only, high energy pro seeks relocation. Triad of Miami. 16 years' experience voice and razor wit. MIKE: (305) 651-1787. (R-1/11)

No smoke news. They won't punch buttons with my news. Extensive broadcast journalism background, zoo mentality. Unique. DENNIS: (819) 321-6799. (R-1/11)

Country mornings, afternoons and/or PD. Personality, phones, production, promotions. 20 years in City and ready for a change. LARRY BEE: (808) 342-8208. (R-1/11)

Dangerous Dan seeks new horizons. For your chance at the radio pro, call now. Prefer mornings. CHR/AC/CHR. Everything considered. (615) 933-4765. (R-1/11)

Experienced sports news. AT seeks medium market stability. Excellent references, available ASAP. RINE: (213) 472-9964. (R-1/11)

Staff morning Personality seeks first amendment. Currently working 10 year major market talent available for Spring book. (407) 244-8511. (R-1/11)

A SOLID INVESTMENT

Award-winning PD (female); music, airshift, image-building, promotions on shoestring budget. Seeks station in rated market ready to GET CREATIVE! Fulltime or consulting available. All formats/relocation considered. 1-800-223-7592, at the tone, dial 369-8848.

Talk station? War in the Gulf, taxes, high impact talk Host. JOHN: (305) 681-1792. (R-1/11)

Florida native seeks on air in radio or TV. Experienced in news and traffic. Previously at CNN. JESSICA: (407) 294-6201. (R-1/11)

Take me! Ten year pro last five in SJ at KATD and KSJO, seeking gig in CA with CHR or AOR. J. PORTER: (408) 249-3227. (R-1/11)

Funny outrageous AT currently doing standup and seeking on-air AM or PM drive. Consider any location or format. JEFF: (201) 874-9359. (R-1/11)

Confident broadcast school graduate seeks entry level FT air/production position. Willing and able to relocate to small-medium market anywhere. BO: (313) 767-8706. (R-1/11)

Three year mornings veteran seeks greener grass in the Sector/Stockton area. AOR/AC/CW. (816) 422-3725. (R-1/11)

Seeking challenge in Top 50, currently CHR in Top 100. Personal female great with clubs and appearances. Willing to relocate. NICOLE: (313) 756-4924. (R-1/11)

Umpire seeks PDP/sports talk and or shift in CA/AZ or Northwest. Currently FT AT in SD. MICHAEL HART: (619) 584-8554. (R-1/11)

At Talent seeks FT job in the Midwest. Will relocate. KEN: (907) 488-7617. (R-1/11)

Seeking a talented, high energy AT! Call me. (417) 887-9523. (R-1/11)

MD/AT Country/AC. Multitask product and computer skills. Stable, mature, communicator. Formerly WISL. SYAK, CHRIS: (803) 583-1347 or 879-3765. (R-1/11)

AOR Talent top rated in A12+ in Atlanta on three dippers for 3 PD's. Seeking PD chance in SE. I find a way to win. JOHN BOY: (404) 864-8853. (R-1/11)

POSITIONS SOUGHT

Women of the 90's. Currently morning drive/music/promotions. Ready to go, versatile, creative and unique. Great attitude, team player. CANDY: (903) 658-3162. (R-1/11)

Ambitious hot female AT with team player attitude willing to relocate for right opportunity. Prefer AOR/AC/Country. LISA: (571) 465-1334. (R-1/11)

Rhode Island's top AT is rocking and reeling and dancing on the ceiling. Top ratings with results. KICKIN' AL: (401) 454-7708. (R-1/11)

Soft AC PD, winner in Raleigh, Tampa and Miami. Currently Group PD seeking fresh challenge. LES HOWARD: (501) 631-7065. (R-1/11)

Major market morning show co-host, sidekick seeks expanded opportunity with a new team or co-host. Great attitude, talent and energy. SCHELY: (415) 441-7196. (R-1/11)

Strong morning entertainer seeks AC or MOR. Warm intelligent mature and professional. Spontaneous, glib and informative. (205) 843-6724. (R-1/11)

WANNA BUY A DUCK?

How about a former L.A. Music Director/Asst. PD? Audio Production, Voiceover, Programming, or . . . ? On your staff or per-project consulting. Track record and references. (213) 394-3680.

Nominated Gavin small market APD/MD of the year, seeking MD/airshift in CHR powerhouse. Winning numbers and killer attitude. BOB O'DELL: (313) 694-0538. (R-1/11)

Pipes, personality, production and tight format player ready for new gig. Medium or majors only. CHR or hot AC. MIKE: (507) 537-0560. (R-1/11)

Experienced AT seeks overnights or PT in the St. Louis area. DOUG: (818) 235-5226. (R-1/11)

News and Personality morning news Anchor/Reporter with AT experience seeks sidekick opportunity in medium market. RANDY: (306) 734-4907. (R-1/11)

Confident broadcast school graduate seeks entry level FT air/production. Ready, willing and able to relocate to small-medium market anywhere. BO: (313) 757-8706. (R-1/11)

Broadcast school graduate with seven months experience at 100,000 watt station seeks relocation. Prefer South. JOE: (906) 643-9212. (R-1/11)

Strong voiced Talent seeks work in South Florida area. One break is all it will take. Go ahead, take a chance. ANDY: (305) 752-5327. (R-1/11)

Currently evenings in medium market. Family man with 14-years experience, seeking Eastern medium or major AC/Oldies/Country. MARK ANDERSON: (302) 994-3934. (R-1/11)

Creative, experienced Announcer with good sound and New Zealand accent seeks employment in medium US market. STEPHEN: (303) 249-2358. (R-1/11)

Desperate AT will work anytime, any place, any format. CRAZY LARRY: (714) 354-0278. (R-1/11)

Funny, original, with real sound. Three years experience personality drive. Currently stand-up, seek on-air anywhere. JEFF: (201) 674-9359. (R-1/11)

Great phone skills for afternoons or evenings at CHR/AC/Country. RANDY: (903) 862-3763. (R-1/11)

SUCCESSFUL MORNING TEAM IN TOP 40 MARKET

Winning CHR, AOR track record. Call Walt (612) 945-0160. Discretion appreciated.

Successful ten year veteran OM for KGWB. Seeking air/prod/MD. Formerly WEVE, KODS, AC/AOR/CHR. TERRY: (701) 642-9825. (R-1/11)

Morning sidekick with witty comments for any situation, very topical but I know where that fine line is. DAVE: (313) 737-8665. (R-1/11)

Make your New Years resolution to take a chance on my dynamic voice. Prefer CHR/AC. JOANN MCDANIELS: (818) 994-7924. (R-1/11)

Childed and relentless urban personality jama slow and fast. Eight years of quality, community oriented. (215) 628-4326. (R-1/11)

Seeking the West! Please help me. Top 20 experience. (916) 321-5303. (R-1/11)

Young, dynamic female AT seeks great opportunity in AC/Gold/CHR/Christian rock. Will deliver high energy, willing to relocate. SHERRY: (313) 776-52176. (R-1/11)

Black AT with great track record in CHR, mainstream and crossover seeks FT in Dallas/Houston. Formerly WAVA, WFOC, WAPE. GREG: (903) 792-1311. (R-1/11)

Seeking FT airshift in Philadelphia/Atlantic City/NY metro. Currently FT in Cape May county. Seeking to move ahead in business. MEL: (800) 622-4831. (R-1/11)

Diamond in the rough. Team player with three years experience, phones, sidekick, appearances and production. CHR/AOR/AC. BOB: (612) 654-1988. (R-1/11)

POSITIONS SOUGHT

L.A. radio legend "CHINA SMITH" ("The Wave" morning man) with 27 years of major market experience — 21 years on the air in Los Angeles — wants to attend your L.A. ratings victory party . . . interested in your trouble shift. (818) 366-8834.

Stuck in the middle of a cornfield. The best CHR/AC at East and West of the Mississippi. BRIAN: (717) 352-7148. (R-1/11)

AT/production Talent seeks new challenge anywhere in NE or SW US. Currently uptempo Oldies. Call for latest aircheck/production. ANDY: (718) 979-3171.

PDP Talent seeks to get a foot in the door with a reputable sports station. Team player, unique style, will work anywhere. CHUCK BALLARO: (203) 929-4547. (R-1/11)

Talk show Host, bright, witty intelligent and informed. Mature ratings winner available. Call for impressive T&R. FRED MARK: (414) 793-5840. (R-1/11)

Nearly two years PT AT. More than ready for FT challenge. Any area or format for ambition filled radio net. GREG CURTIS: (319) 556-3695. (R-1/11)

Smooth operator seeks NC/AC. 14-year female pro ready to relocate in 91. (819) 526-4108. (R-1/11)

Sports editor in North central IL, for six years seeks challenge in another market. Versatile up-beat and young. KEV: (815) 433-1428. (R-1/11)

RADIO NUT!!

Program Director/Music Director/Morning Man. I'm doing all three!! Top-rated, motivated, with a great attitude!! Stable guy looking for stable company. 11 years experience in CHR/AC/Country. Lots of personality. Randy (303) 490-1748.

Funny morning show. Team or solo, seeking medium, large or majors. JIM: (914) 965-5079. (R-1/11)

Search continues. Seeking on-air, research or promotions gig in the Carolinas. Computer literate, hardworking and ready for any challenge. JIM DAVIS: (803) 774-3674. (R-1/11)

Tampa AOR AT will all to get out of Florida ASAP. Anywhere, any format. MIKE: (813) 584-7653. (R-1/11)

Experienced mid-size market AT seeks FT employment. Ready to relocate, experienced on-air/sports and production. PHIL: (717) 732-6228. (R-1/11)

P2 programmer/AT seeking next gig at station focused on 25-40 demo. Prefer East coast. FRANK: (315) 736-4256. (R-1/11)

Talk radio Host. Radical, controversial, confrontational, likeable and on the cutting edge. WALTER JACOBSON: (818) 907-6570. (R-1/11)

Enough overpaid idiots already. Wake up and everyday some smart guys. Greg and the Signon. AOR/CHR morning shows are us. (407) 339-4658. (R-1/11)

CHR quest. One year in the business, seeking FT anywhere, any shift. Willing to relocate. NICK: (607) 754-4124. (R-1/11)

Filing for free agency. Pinch hitting in Peoria, seeks to play anywhere for any interested medium market AC/CHR. ANDY: (309) 693-3785. (R-1/11)

Morning sidekick with experience in major market. A variety of different voices. DAVE BARRETT: (813) 777-5600. (R-1/11)

Talented jack-of-all-radio trades seeks FT employment in Bay area. AT/production/promotions experience. JOHN: (805) 485-3231. (R-1/11)

Songwriter, ex-small market AT/MD, major market copywriter seeks AT or AT/cover agent. Prefer Country. DAVID GOWATZAN: (415) 567-6738. (R-1/11)

14-year pro PD/MD/AM/PM/MD. Great production, dedicated team player. Seeks opportunity CHR/Mot AC/CHR. JONATHAN: (501) 624-2487. (R-1/11)

High energy and wit. Let's make it happen. Two years major market experience. Production/AP/DJ-on-air. Ready to move. LES: (206) 441-6962. (R-1/11)

Radio sports. Can combine production, news or AT, but sports is a must. Medium/major only. JACK: (518) 371-9647. (R-1/11)

Seeking AC/CHR/AOR or Country station. DON: (615) 895-0423. (R-1/11)

HELP

Pro AT. 16-years experience, team player, willing to relocate preferably in South or West. Ready to win with a brand new team. JACK: (205) 979-0737.

POSITIONS SOUGHT

Turn on, tune in and crank it up! Production Director with long of network experience available. BRUCE RANES: (718) 628-6501. (R-1/11)

PT in Peoria with one year experience, ready to put it to good use at your station. Prefer AOR/CHR/AC. BRETT HAWKINSON: (309) 693-0906. (R-1/11)

Bill Knight gets ratings. Thinking of making some changes! Major market seasoned AM/PM drive pro. (412) 934-3478. (R-1/11)

Enthusiastic creative small market rock AT seeks new frontiers to conquer. I don't lip sync. I do it live. TOM: (203) 453-7658. (R-1/11)

Mornings CHR/AOR/AC/CHR. I sweat blood, great show every day. AI offers considered. DANGEROUS DAN: (815) 933-4765. (R-1/11)

12-year radio pro, great pipes and small ego. Country/AC/CHR, some PD/MD experience. DENNIS: (815) 638-1382. (R-1/11)

\$24,300 gets your station a morning team. Topical humor, news, sports, characters. BILL: (803) 785-3353. (R-1/11)

Ambitious hot young female AT with team player attitude. Willing to relocate for right opportunity. Prefer AOR/AC/Country. LISA: (571) 465-1334. (R-1/11)

College graduate with radio experience seeks FT on-air. Have tape will travel. KIRK: (612) 846-8374. (R-1/11)

Talented young sportscaster seeks baseball PDP and sports-talk opportunity. Seeking relocation. HARRIS: (714) 734-5861. (R-1/11)

Hardworking, reliable, resourceful dedicated and likable. Seeking position as radio Talent. PHILLIP RICHARDS: (218) 986-3304. (R-1/11)

MISCELLANEOUS

Attention all labels. Seeking AC service from all labels. TO WSSV-FM, Box 828, Sarasota Springs, NY 12866. (R-1/11)

R&R Opportunities Display Advertising

DISPLAY: \$60 per inch per week (maximum 35 words per inch including heading). Includes generic border. Add 1/2 inch and \$30 if logo, custom border or larger heading required.
BLIND BOX: \$75 per inch per week (maximum 35 words per inch per week including heading, box number and R&R's address). Add 1/2 inch and \$37 if custom border or larger heading required. Rate includes generic border, box number and postage/handling.

Payable In Advance

Display & Blind Box Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads must be submitted by mail except for credit card orders which are also accepted by fax: (213) 203-8727. Visa, MC, AmEx accepted. Include name as it appears on credit card expiration date and phone number. Blind box responses are sent to advertisers every Thursday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)** eight days prior to issue date. Address all ads to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8727.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 5 1/2" x 11" paper and are accepted only by mail or fax: (213) 203-8727. Address all 24-word ads to: R&R Free Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

JANUARY 18, 1991

Total Reports/Adds Heavy Medium Light

WKS	WKS IN	TR	ARTIST	SONG	Label	Total Reports/Adds	Heavy	Medium	Light		
12	9	2	PAUL OVERSTREET	Daddy's Come Around	(RCA)	204/0	194	9	1		
10	6	3	REBA McENTIRE	Rumor Has It	(MCA)	204/0	185	18	1		
17	15	8	MARK CHESNUTT	Brother Jukebox	(MCA)	204/0	171	31	2		
15	11	7	DOUG STONE	These Lips Don't Know How To Say Goodbye	(Epic)	203/0	146	54	3		
9	7	5	KATHY MATTEA	A Few Good Things Remain	(Mercury)	197/0	146	41	10		
21	18	14	MIKE REID	Walk On Faith	(Columbia)	202/2	123	71	8		
3	2	1	ALABAMA	Forever's As Far As I'll Go	(RCA)	175/0	136	28	11		
16	14	10	LEE GREENWOOD	We've Got It Made	(Capitol)	197/1	121	69	7		
19	16	11	JUDDS	Love Can Build A Bridge	(Curb/RCA)	202/1	106	89	7		
6	4	4	CARLENE CARTER	Come On Back	(Reprise)	168/0	126	32	10		
18	17	16	AARON TIPPIN	You've Got To Stand For Something	(RCA)	189/0	99	76	14		
23	19	17	ROB CROSSBY	Love Will Bring Her Around	(Arista)	197/6	63	102	32		
24	21	19	STEVE WARINER	There For A While	(MCA)	184/0	50	119	15		
29	25	21	JOE DIFFIE	If You Want Me To	(Epic)	196/5	26	144	26		
22	20	18	SHELBY LYNNE	Things Are Tough All Over	(Epic)	176/3	56	95	25		
27	24	22	RAY KENNEDY	What A Way To Go	(Atlantic)	194/9	35	116	43		
40	31	25	MARTY STUART	Little Things	(MCA)	193/7	22	126	45		
35	29	26	VERN GOSDIN	As It Raining At Your House	(Columbia)	191/12	10	135	46		
37	30	27	PAM TILLIS	Don't Tell Me What To Do	(Arista)	184/11	23	112	49		
33	27	24	LIONEL CARTWRIGHT	Say It's Not True	(MCA)	176/6	19	122	35		
38	32	28	RESTLESS HEART	Long Lost Friend	(RCA)	184/6	14	119	51		
—	47	31	CONWAY TWITTY	I Couldn't See You Leavin'	(MCA)	186/24	7	107	72		
5	3	6	RICKY VAN SHELTON	Life's Little Ups And Downs	(Columbia)	107/0	46	38	23		
7	5	9	TANYA TUCKER	I Won't Be Me	(Capitol)	110/0	37	56	17		
39	35	30	EXILE	There You Go	(Arista)	166/13	12	94	60		
1	1	20	GARTH BROOKS	Unanswered Prayers	(Capitol)	94/0	49	27	18		
—	46	35	HOLLY DUNN	Heart Full Of Love	(WB)	175/26	6	82	87		
41	36	32	RONNIE McDOWELL	Unchained Melody	(Curb)	143/19	25	70	48		
8	8	12	DWIGHT YOAKAM	Turn It On, Turn It Up, Turn Me Loose	(Reprise)	112/0	26	61	25		
BREAKER	—	49	36	PATTY LOVELESS	I'm That Kind Of Girl	(MCA)	171/56	1	71	99	
BREAKER	—	49	40	31	BAILLIE & THE BOYS	Trust Me Like A Stranger	(RCA)	161/27	2	66	93
BREAKER	—	49	39	32	ALAN JACKSON	I'd Love You All Over Again	(Arista)	167/61	2	50	115
BREAKER	—	49	38	33	SHENANDOAH	I Got You	(Columbia)	166/70	0	47	119
43	40	36	ANNE MURRAY	Bluebird	(Capitol)	136/14	7	67	62		
44	39	37	NEAL MCCOY	If I Built You A Fire	(Atlantic)	123/5	8	53	62		
46	42	38	MOLLY & THE HEYMAKERS	Chasin' Something Called Love	(Reprise)	135/11	1	63	71		
BREAKER	—	47	34	34	CLINT BLACK	Loving Blind	(RCA)	142/124	4	29	109
13	10	13	MARY-CHAPIN CARPENTER	You Win Again	(Columbia)	98/0	25	46	27		
7	13	29	GEORGE STRAIT	I've Come To Expect It From You	(MCA)	68/0	34	23	11		
14	12	15	RODNEY CROWELL	Now That We're Alone	(Columbia)	96/0	11	60	25		
25	23	23	OAK RIDGE BOYS	(You're My) Soul And Inspiration	(RCA)	92/0	10	66	16		
—	47	—	35	HANK WILLIAMS JR.	I Mean I Love You	(WB/Curb)	120/27	3	38	79	
BREAKER	—	49	35	35	DON WILLIAMS	True Love	(RCA)	124/70	1	20	103
—	50	46	36	LINDA DAVIS	In A Different Light	(Capitol)	108/11	2	38	68	
—	50	—	37	BILLY DEAN	Only Here For A Little While	(Capitol)	100/19	4	34	62	
4	22	34	VINCE GILL	Never Knew Lonely	(MCA)	38/1	18	13	7		
DEBUT	—	—	38	T. GRAHAM BROWN	I'm Sending One Up For You	(Capitol)	82/13	1	31	50	
DEBUT	—	—	39	FORESTER SISTERS	Men	(WB)	93/72	0	14	79	
DEBUT	—	—	40	MATRACA BERG	I Got It Bad	(RCA)	90/25	1	23	66	
DEBUT	—	—	41	BILLY JOE ROYAL	If The Jukebox Took Teardrops	(Atlantic)	64/48	0	7	57	

MOST ADDED

CLINT BLACK (123)
FORESTER SISTERS (72)
SHENANDOAH (70)
DON WILLIAMS (70)
ALAN JACKSON (61)
PATTY LOVELESS (55)
BILLY JOE ROYAL (48)
MARK COLLIE (41)
DAN SEALS (28)
BAILLIE & THE BOYS (27)
HANK WILLIAMS JR. (27)

HOTTEST

PAUL OVERSTREET (131)
REBA McENTIRE (99)
MARK CHESNUTT (97)
ALABAMA (73)
KATHY MATTEA (73)
DOUG STONE (73)
MIKE REID (45)
CARLENE CARTER (37)
JUDDS (34)
GARTH BROOKS (29)
AARON TIPPIN (29)

NEW ARTISTS

1 LINDA DAVIS/In A Different Light (Capitol) 108/11
2 BILLY DEAN/Only Here For... (Capitol) 100/19
3 DONNA ULISSE/Things Are... (Atlantic) 52/6
4 RICH GRISSOM/Hillbilly Boy... (Mercury) 30/12
5 M. THORNTON/Maybe The Moon (MCA) 22/16
6 ALLMAN BROTHERS/Seven Turns (Epic) 19/11
7 RHONDA GUNN/Sale In The Arms Of... (WB) 17/8
8 J. COLLINS/Cowboy Rap (Platinum Edge) 14/1
9 JERRY LANSLOWNE/Hopeful Heart (SOR) 13/11
10 V. THOMPSON/She's The One (Capitol) 12/1

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

PATTY LOVELESS

I'm That Kind Of Girl (MCA)

On 84% of reporting stations. Rotations: Heavy 1, Medium 71, Light 99, Total Adds 56, including WGNA, WCAO, WXTU, WKHX, WZZK, WXBQ, WUBE, WGAR, WGEE, KZLA, KRTY, KMPS. Moves 42-30 on the Country chart.

ALAN JACKSON

I'd Love You All Over Again (Arista)

On 82% of reporting stations. Rotations: Heavy 2, Medium 50, Light 115, Total Adds 61 including WRKZ, WTCR, WAJR, WNUS, WTRD, KILTFM, WTNV, WPCV, WUBE, WHOK, WNNW, KFKF, KRST, KNIX, KUPL. Moves 43-32 on the Country chart.

SHENANDOAH

I Got You (Columbia)

On 81% of reporting stations. Rotations: Heavy 0, Medium 47, Light 119, Total Adds 70 including WRKZ, WTCR, WZPR, WDSY, KAYD, WXBQ, WYAK, WSIX, WONE, WFMS, KIK-FM, KASH, KFMS, KZLA. Moves 45-33 on the Country chart.

CLINT BLACK

Loving Blind (RCA)

On 70% of reporting stations. Rotations: Heavy 4, Medium 29, Light 109, Total Adds 124 including WOKO, WYNY, WKAK, WWNC, KSCS, KPLX, KTCS, KIKK, KHAK, WUSN, WAXX, KRST, KUZZ, KNIX, KRAK, KSOP. Debuts at number 37 on the Country chart.

DON WILLIAMS

True Love (RCA)

On 61% of reporting stations. Rotations: Heavy 1, Medium 20, Light 103, Total Adds 70 including WGNA, WCAO, WPOC, WDSY, WWNC, WTVY, WUBE, WONE, KCJB, KRST, KZLA, KMPS. Debuts at number 43 on the Country chart.

THANK COUNTRY RADIO

1
PAUL OVERSTREET
"Daddy's Come Around"
Hottest

BREAKER 37
CLINT BLACK
"Loving Blind"
#1 Most Added

BREAKER 43
DON WILLIAMS
"True Love"
3rd Most Added



NEW & ACTIVE

HANK WILLIAMS JR. "I Mean I Love You" (WB/Curb) 128/27

Rotations: Heavy 3, Medium 38, Light 79. Total Adds 27 including WHWK, WTCR, WRNS, KTCS, WESC, WPCV, WQMS, WKYD, WYD, KLUR, KHAK, WHOK, WASKFM, WTSO, KTTS, KQHL, KUJN, KWJL, KSOP, KDRK. Moves 47-42 on the Country chart.

LINDA DAVIS "In A Different Light" (Capitol) 108/11

Rotations: Heavy 2, Medium 38, Light 68, Total Adds 11, WQDR, WTCR, KHEY, KXIX, WKAN, KKYR, KHAK, WHOK, WQEE, KCJB, KASH. Heavy: WYDZ, WSTH. Medium: WDSY, WCTK, KEAN, KZEU, WAXX, KIQ, KRAK. Moves 50-46 on the Country chart.

BILLY DEAN "Only Here For A Little While" (Capitol) 108/19

Rotations: Heavy 4, Medium 34, Light 62, Total Adds 19, WRWD, WCTK, WTCR, KTCS, WTVN, WAMZ, WQKK, WOWW, KKYR, KBMR, WUBE, WASKFM, WTL, KEEDY, WTH, KASH, KEKB, KKAT, KDRK. Moves 50-45 on the Country chart.

FORESTER SISTERS "Men" (WB) 53/72

Rotations: Heavy 0, Medium 14, Light 79, Total Adds 72 including WPOC, WYNY, WDSY, WSEE, KEAN, WQBO, WTCR, KPLX, WESC, KXK, WSM, WUBE, WOLZ, WQWR, KZSN, KMIX, KULP, KRAK, KKAT, KRTY. Debuts at number 48 on the Country chart.

MATRACA BERG "I Got It Bad" (RCA) 90/25

Rotations: Heavy 1, Medium 23, Light 66, Total Adds 25, WQBE, WVA, KASE, KAYD, KPLX, WHLZ, KTCS, WMSI, WQMS, WKYD, WKNV, WQDR, KXYR, WSLR, WONE, KVOX, KRMT, WQEE, WASKFM, KQJB, WTCM, WDEZ, KASH, KHAK, KWJL. Debuts at number 49 on the Country chart.

T. GRAHAM BROWN "I'm Sending One Up For You" (Capitol) 82/13

Rotations: Heavy 1, Medium 31, Light 50, Total Adds 13, WYDZ, WXTU, WDL, WNNC, WTVN, KYK, WSK, KYMT, KCJB, KZSN, KHAK, KUAD, KRAK. Heavy: WUBE. Medium: KEAN, WSTH, WQMS, KFO, KUZZ, KMPS. Debuts at number 47 on the Country chart.

BILLY JOE ROYAL "If The Jukebox Took Tears" (Atlantic) 64/48

Rotations: Heavy 0, Medium 7, Light 57, Total Adds 48 including WPOC, WRKZ, WDSY, KASE, WSOB, WRNS, KPLX, WVLK, WKSJ, WQMS, WOWW, WQDR, WTCR, KHAK, WKCL, WTH, KRST, KX-FM, KMIX, KOKC. Debuts at number 50 on the Country chart.

SIGNIFICANT ACTION

DAN SEALS "Water Under The Bridge" (Capitol) 54/28

Rotations: Heavy 0, Medium 5, Light 49, Total Adds 28 including WYDZ, WYDZ, WRKZ, WTCR, WDSY, WVA, KMML, WSOB, WFLS, KYKS, WKNV, WOWW, WQDR, KLUR, WAKV, KTTS, WTH, KVOD, WDEZ, KFDI.

WILLIE NELSON "The Piper Came Today" (Columbia) 53/10

Rotations: Heavy 0, Medium 17, Light 36, Total Adds 10, WHRK, WNNC, WAMZ, WOWW, KJNE, KBMR, WKDL, WTH, KUJY, KDED, Medium: KASE, WSTH, WQMS, WYD, WAXX, KTTS, KFDI, KRKT, KOKC, KEEN.

DONNA ULISSE "Things Are Mostly Fine" (Atlantic) 52/8

Rotations: Heavy 0, Medium 12, Light 40, Total Adds 6, WRNS, KASE, WESC, WKYD, KVOX, KRKT. Medium: WOO, WKAK, WSTH, WFLS, WQMS, KLUR, WAKV, KFGO, KTTS, KFDI, KALF.

WAYLON JENNINGS "What Soothers Me Most" (Epic) 52/3

Rotations: Heavy 0, Medium 21, Light 31, Total Adds 3, WYNY, KCJB, WKDL, Medium: WOKD, WICO, KRKY, KASE, WSTH, WVLK, KLUR, KFGO, KVOX, KWMT, KVOD, KFDI, KRKT, KUZZ, KUJY, KALF, KIQ, KOKC, KRAK.

MICHELLE WRIGHT "A Heartbeat Away" (Arista) 51/9

Rotations: Heavy 0, Medium 13, Light 38, Total Adds 9, WQMS, KRPM, WOWW, KJNE, KLUR, KBMR, KXQ, KUAD, KDED, Medium: WCTK, KHAK, WSTH, KVOX, KQJB, KTTS, WTCM, KFO, KRKT, KUJY, KALF, KVOX, KIQ.

SAWYER BROWN "One Less Pony" (Curb/Capitol) 49/10

Rotations: Heavy 0, Medium 14, Light 35, Total Adds 10, WICO, KRKY, KAYD, WKML, WDXE, WVLK, KJNE, KVOX, WDEZ, KQFC, Medium: WYDZ, WCTK, WSTH, WTVY, KZEU, KTTS, KFDI, KRKT, KUJY, KIQ.

GLEN CAMPBELL "Unconditional Love" (Capitol) 45/25

Rotations: Heavy 0, Medium 5, Light 40, Total Adds 25, WCTK, WHAK, KMML, WQBO, WEZL, WSTH, WTVY, WKML, WFLS, WCKT, WMSI, KYKS, WSM, WQMS, WKYD, WONE, KRMT, WQW, KTRK, KVOD, KASH, KYSO, KEKB, KDED, KKAT.

MARK COLLIE "Let Her Go" (MCA) 41/41

Rotations: Heavy 0, Medium 2, Light 39, Total Adds 41 including WYDZ, WYDZ, WRKZ, WJLR, KMML, WRNS, WHLZ, KYKS, KRPM, KZEU, WUSO, WUBE, WASKFM, KQKY, WQW, KTRK, KRKT, KXJL, KOKC, KSOP.

TAMMY WYNETTE "What Goes With Blue" (Epic) 32/16

Rotations: Heavy 0, Medium 3, Light 29, Total Adds 16, WRKZ, WYNY, WDSY, WDL, WSOB, WKML, WFLS, WDXE, WAMZ, KLUR, WUSO, WAXX, WTCM, KVOD, KVOX, Medium: WSTH, KALF, KIQ.

RICH GRISSOM "Hillbilly Boy With The Rock 'N' Roll Blues" (Mercury) 30/12

Rotations: Heavy 0, Medium 1, Light 29, Total Adds 12, WICO, WRNS, KZEU, WUSO, KBMR, KVOX, KIQ, KVOD, KFDI, KWOX, KVOX, KALF, Light: WYDZ, WRKZ, WRNS, WKML, WQDR, WAXX, WFBM, KIQ.

BARBARA MANDRELL "I'll Leave Something Good Behind" (Capitol) 30/11

Rotations: Heavy 0, Medium 1, Light 29, Total Adds 11, WZPR, WSTH, WTVY, WUSO, WAXX, KTTT, KVOD, WDEZ, KFDI, KWOX, KALF, Medium: KRKT, Light: WRKZ, WDSY, WVLK, KX-FM, KMIX, KNOX, KIQ, KEEN.

KENNY ROGERS "Lay My Body Down" (Reprise) 25/21

Rotations: Heavy 0, Medium 1, Light 24, Total Adds 21, WOKD, WYDZ, WRKZ, WRWD, WICO, WDL, WKAK, KASE, WSTH, WTVY, WFLS, WPCV, KNFM, WQMS, WUSO, KFGO, WNNV, WQW, KTTS, KRKT, KVOX.

CHET ATKINS & MARK KNOPFLER "Poor Boy Blues" (Columbia) 24/2

Rotations: Heavy 2, Medium 1, Light 21, Total Adds 2, KZEU, KTTS, Heavy: WYDZ, KQHL, Medium: KFDI, Light: WOKD, WICO, WDL, KMML, WSTH, WFLS, WDXE, WKYD, WQDR, KLUR, WAXX, KFGO, WOLZ, WQAF, KVOX, KUJY, KALF, KEKB, KNOX.

EMMYLOU HARRIS "Wheels Of Love" (Reprise) 23/1

Rotations: Heavy 0, Medium 6, Light 17, Total Adds 11, KCJB, Medium: WYDZ, WCTK, KTCS, WAXX, KALF, Light: WKAK, KRPM, KMML, WKML, WFLS, WQMS, KLUR, KBMR, WOLZ, WQW, WLLR, KTTS, WJJO, KVOD, KFDI, KWOX, KDRK.

MARSHA THORNTON "Maybe The Moon Will Shine" (MCA) 22/16

Rotations: Heavy 0, Medium 2, Light 20, Total Adds 16, WOKD, WYDZ, KMML, WNNC, WTVY, WKML, WFLS, KTCS, WDXE, WQMS, WQDR, KFGO, KXQ, KTTS, KRKT, KALF, Medium: WSTH, Light: WKAK, WOLZ, KFDI, KVOX, KIQ.

ALLMAN BROTHERS "Seven Turns" (Epic) 19/11

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 11, WCTK, WKAK, WSTH, WYAK, KFGO, WNNV, WTL, KRKT, KVOX, KALF, KRKY, Medium: WRNS, KLL, Light: WYDZ, KMML, KTCS, WML, KUJY, KIQ.

RHONDA GUNN "Safe In The Arms Of Love" (WB) 17/8

Rotations: Heavy 0, Medium 1, Light 16, Total Adds 8, WKAK, WKML, WDXE, KSSN, KLUR, WUSO, KWOX, KRKT, Medium: KSOP, Light: KMML, WSTH, KFGO, WNNV, WQW, KVOD, KVOX, KALF.

GARY MORRIS "Miles Across The Bedroom" (Capitol) 14/14

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14, WKAK, KMML, WTVY, WPCV, KYKS, KNFM, KLUR, KFGO, KTRK, KFDI, KVOX, KUJY, KIQ, KSOP.

JIMMY COLLINS "Cowboy Rap" (Platinum Edge) 14/1

Rotations: Heavy 0, Medium 0, Light 14, Total Adds 1, KRPM, Light: WRKZ, WICO, WKAK, WSTH, WKML, KNFM, KZEU, KLUR, WHOK, KFGO, KWOX, KUJY, KHAK.

JERRY LANSDOWNE "Hopeful Heart" (SQR) 13/11

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 11, WICO, WSTH, WTVY, WDXE, KLUR, KFGO, KVOX, KVOD, KFDI, KVOX, KUJY, Light: KTTS, KIQ.

VERLON THOMPSON "She's The One" (Capitol) 12/1

Rotations: Heavy 0, Medium 3, Light 9, Total Adds 1, KEEN, Medium: WYDZ, WSTH, KTCS, Light: WICO, WFLS, WSK, KLUR, KFGO, WCL, KTTS, KFDI.

EDDY ARNOLD "You Don't Miss A Thing" (RCA) 11/5

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 5, KLUR, KFGO, KEKB, KIQ, KIM, Light: WSTH, KTTS, KTRK, KVOX, KFDI, KVOX.

HOLLANDERS "I Know A Little" (VCA) 10/0

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 0, Medium: WSTH, KLUR, Light: WRKZ, WICO, KRPM, WKML, WDXE, KFGO, KFDI, KWOX.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
RANDY TRAVIS/Heroes And Friends (WB)	Heroes And Friends
GARTH BROOKS/Two Of A Kind, Working On A Full House (Capitol)	No Fences
CLINT BLACK/One More Payment (RCA)	Put Yourself In My Shoes
CLINT BLACK/This Nightlife (RCA)	Put Yourself In My Shoes
PAUL OVERSTREET/Billy Can't Read (RCA)	Heroes
GARTH BROOKS/Mr. Blue (Capitol)	Put Yourself In My Shoes
GARTH BROOKS/The Thunder Rolls (Capitol)	Put Yourself In My Shoes
GARTH BROOKS/Wild Horses (Capitol)	No Fences
MARK CHESNUTT/Your Love Is A Miracle (MCA)	Too Cold At Home
MARK CHESNUTT/Too Good A Memory (MCA)	Too Cold At Home
PAUL OVERSTREET/Heroes (RCA)	Heroes
ROB CROSBY/She's A Natural (Arista)	Solid Ground
K.T. OSLIN/Oo-Wee (RCA)	Love In A Small Town
MARSHALL TUCKER BAND/Closer Today (Sisapa)	Southern Spirit
MARY-CHAPIN CARPENTER/Down At The Twist And Shout (Columbia)	Shooting Straight...

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SONG INFORMATION INDEX

A

ALABAMA "Forever's As Far As I'll Go" (RCA 2706-7)
Prod: Josh Leo, Larry Michael Lee, Alabama Wri: Mike Reid Pub: Armo Music/
Brio Music (ASCAP) Mgr: Dale Morris

ALLMAN BROTHERS "Seven Turns" (Epic 34 2184)
Prod: Tom Dowd Wri: Dickey Betts Pub: Parlophone (BMI) Mgr: Danny Goldberg,
Ron Stone

EDDY ARNOLD "You Don't Miss A Thing" (RCA 2750-7)
Prod: Harold Bradley Wri: Fred O. Knipe Pub: Nashon Music (BMI) Mgr:
Gerard Purcell

**CHET ATKINS & MARK KNOPFLER "Poor Boy Blues"
(Columbia 38 73556)**
Prod: Mark Knopfler Wri: Paul Kennerly Pub: Irving Music/Littlemarch Music
(BMI) Mgr: Fred Kewley, Ed Bicknell

B

BAILLIE & THE BOYS "Treat Me Like A Stranger" (RCA 2720-7)
Prod: Kyle Lehning Wri: Michael Sonagnus, Peter McCain Pub: PolyGram
International Publishing/Litsey Tunes, EMI April Music (ASCAP) Mgr: Morris,
Nanae, Golden, Peay

MATRACA BERG "I Got It Bad" (RCA 2710-7)
Prod: Wendy Waldman, Josh Leo Wri: Matraca Berg, Jim Photoglu Pub:
Warner-Tamerlane Publishing/Parlophone Music/WB Music/Parlo
Music/Mer Music (ASCAP) Mgr: Chuck Flood

CLINT BLACK "Loving Blind" (RCA 2749-7)
Prod: James Stroud Wri: Clint Black Pub: Howlin' Hits Music (ASCAP) Mgr:
Bill Ham

GARTH BROOKS "Unanswered Prayers" (Capitol 79381)
Prod: Allen Reynolds Wri: Pat Alger, Larry B. Gastan, Garth Brooks Pub: Ball
and Beer Music/Forerunner Music/Mid-Gummer Music/Major Bob Music
(ASCAP) Mgr: Bob Doyle, Pam Lewis

**T. GRAHAM BROWN "I'm Sending One Up For You"
(Capitol 79477)**
Prod: Barry Beckert, T. Graham Brown Wri: T. Graham Brown, Gary Nicholson,
Ray Kennedy Pub: EMI April/Music/Cross Keys Publishing
(ASCAP) Mgr: C.K. Spunkoff

C

GLEN CAMPBELL "Unconditional Love" (Capitol 79494)
Prod: Jimmy Bowen, Jerry Crutchfield Wri: Donny Lowery, Randy Sharp, Tim
Dulio Pub: Armo Music/Microtunes Music/WB Music/Tim Dulio Music
Wri: Any Luck Music (ASCAP) Mgr: Stan Schneider

**MARY-CHAPIN CARPENTER "You Win Again"
(Columbia 38 73567)**
Prod: John Jennings, Mary-Chapin Carpenter Wri: Mary-Chapin Carpenter
Pub: EMI April Music/Gateshead Music (ASCAP) Mgr: John Simson, Tom
Carrio

CARLENE CARTER "Come On Back" (Reprise 7-19564)
Prod: Howie Epstein Wri: Carlene Carter Pub: Carleone Tunes/Chrysalis
Music Group (ASCAP) Mgr: Bill Carter

LIONEL CARTWRIGHT "Say It's Not True" (MCA 53955)
Prod: Tony Brown, Stuart Smith Wri: Lionel Cartwright Pub: Silverline Music/
Long Run Music (BMI) Mgr: Noel Fox

MARK CHESNUTT "Brother Jukebox" (MCA 53965)
Prod: Mark Wright Wri: Paul Craft Pub: Screen Gems-EMI Black Sheep Music
(BMI) Mgr: BDM Management

MARK COLLIE "Let Her Go" (MCA 53971)
Prod: Doug Johnson, Tony Brown Wri: Mark Collie Pub: He-Deb Music
(ASCAP) Mgr: Don Light

JIMMY COLLINS "Cowboy Rap" (Platinum Edge 059)
Prod: Lloyd Maines Wri: Jimmy Collins, Paul Pratt Pub: Jimmy "The Kid"
Tunes (ASCAP) Mgr: Unknown

RDB CROSBY "Love Will Bring Her Around" (Arista 2124)
Prod: Scott Hendricks Wri: RDB Crosby, Will Robinson Pub: Grand Coalition
Music/Maypop Music (BMI) Mgr: Smalltime Management

**RODNEY CROWELL "Now That We're Alone"
(Columbia 38 73589)**
Prod: Tony Brown, Rodney Crowell Wri: Rodney Crowell Pub: Cochell Music/
Granite Music (ASCAP) Mgr: Bill Carter

D

LINDA DAVIS "Is A Different Light" (Capitol 79283)
Prod: Jimmy Bowen, Linda Davis Wri: Ed Hill, Jonathan Yuckin Pub: New
Haven Music (BMI) Mgr: Starstruck Entertainment

BILLY DEAN "Only Here For A Little While" (Capitol/SBK 79424)
Prod: Chuck Howard, Tom Shapiro Wri: Wayland Holyfield, Richard Leigh
Pub: EMI April Music/Songs Of March Music/Lion-Hearted Music (ASCAP) Mgr:
None

JOE DIFFIE "If You Want Me To" (Epic 34 73637)
Prod: Bob Montgomery, Johnny Sims Wri: Lonnie Williams, Joe Diffie Pub:
Songwriters Ink/Fonest Hills Music (BMI) Mgr: Danny Morrison, Johnny Sims

HOLLY DUNN "Heart Full Of Love" (WB 7-19472)
Prod: Holly Dunn, Chris Waters Wri: Kostas Pappas, Songs Of PolyGram
International (BMI) Mgr: Refugee Management

E

EXILE "There You Go" (Arista 2139)
Prod: Randy Sharp, Tim Dulio Wri: Randy Sharp, Donny Lowery Pub: With
Any Luck Music, Armo Music/Microtunes (BMI) Mgr: Galin-Money-
Adda

F

FORESTER SISTERS "Men" (WB 7-19450)
Prod: Robert Byrne, Alan Schulman Wri: Robert Byrne, Alan Schulman Pub:
Screen Gems-EMI Music/Columbia EMI Music (BMI) Mgr: Jim Halsey

G

VINCE GILL "Never Knew Lonely" (MCA 53892)
Prod: Tony Brown Wri: Vince Gill Pub: Benefit Music (BMI) Mgr: Fitzgerald-
Harley

VERN GOSDIN "Is It Raining At Your House"

(Columbia 38 73632)
Prod: Bob Montgomery Wri: Vern Gosdin, Hank Cochran, Dean Dillon Pub:
Hickman Music, Jessie Jo Music/MCA Music/Tree Publishing (ASCAP) (BMI)
Mgr: Eddie Tickner

LEE GREENWOOD "We've Got It Made" (Capitol 79343)
Prod: Jerry Crutchfield Wri: Sandy Ramos, Bob Regan Pub: Wensong
Publishing/Blbers' Daughter Music/AMR Publications (ASCAP) Mgr: Jerry
Santley

**RICH GRISSOM "Hillbilly Boy With The Rock 'N' Roll Blues"
(Mercury 878 504)**
Prod: Herbie Swedd, Joe Scarfe, Jim Cotton Wri: Mark Collie, Ronny Scafe
Pub: PolyGram International Publishing/Partnership Music, Songs Of
PolyGram International/Partner Music (ASCAP) Mgr: Soule's Severly

RHONDA GUNN "Safe In The Arms Of Love" (WB 7-19511)
Prod: Paul Worley, Ed Seay Wri: Pam Rose, Mary Ann Kennedy, Pat Burch
Pub: Irving Music/Love Wheel Music (BMI) Mgr: Tim Rand

H

EMMYLOU HARRIS "Wheels Of Love" (Reprise 7-19510)
Prod: Richard Bennett, Allen Reynolds Wri: Mary Plant Pub: Mary Plant
Music (ASCAP) Mgr: Mark Rothbaum

HOLLANDERS "I Know A Little" (VCA/NSD 101)
Prod: Dave Burgess Wri: Steve Gaines Pub: Outches Music/Get Loose Music
(BMI) Mgr: Jerry Hollandsworth

J

ALAN JACKSON "I'd Love You All Over Again" (Arista 2164)
Prod: Keith Seegal, Scott Hendricks Wri: Alan Jackson Pub: Maltie Ruth
Music/Sewth Music (ASCAP) Mgr: Barry Coburn

WAYLON JENNINGS "What Bothers Me Most" (Epic 34 73647)
Prod: Richie Albright, Bob Montgomery Wri: Troy Seals, Max D. Barnes Pub:
WB Music/Two Sons Music/Inving Music/Hardscratch Music (ASCAP) (BMI)
Mgr: Jim Halsey

JUDDS "Love Can Build A Bridge" (Curb/RCA 2708-7)
Prod: Brent Maher Wri: Naomi Judd, John Jarvis, Paul Overstreet Pub:
Kentucky Sweetheart Music, Scarlet Moon Music, Inspector Barlow Music
(BMI) Mgr: Ken Zitta

K

RAY KENNEDY "What A Way To Go" (Atlantic 87960)
Prod: Ray Kennedy Wri: Jim Rushing, Bobby David, Ray Kennedy Pub:
PolyGram International Publishing (ASCAP) Mgr: Dale Morris

L

JERRY LANSDOWNE "Hopeful Heart" (SDR 424)
Prod: Ray Pennington Wri: Rory Bourke, Mike Reid Pub: PolyGram
International Publishing, Songs DeBourgo, Lodge Hall Music/BMG
Songs (ASCAP) Mgr: John Dorris

PATTY LOVELESS "I'm That Kind Of Girl" (MCA 53977)
Prod: Tony Brown Wri: Matraca Berg, Ronnie Samoset Pub: WB Music/
Samosonian Music, Warner-Tamerlane/Parlophone Music (BMI) Mgr: ASCAP

G. GERALD RY "Things Are Tough All Over" (Epic 34 73521)
Prod: Bob Montgomery Wri: Lisa Silver, Troy Bruce Pub: MCA Music (ASCAP)
Mgr: Mark Rothbaum

M

**BARBARA MANDRELL "I'll Leave Something Good Behind"
(Capitol 79473)**
Prod: Jimmy Bowen, James Stroud Wri: Hilary Karter Pub: ESP Music (BMI)
Mgr: Ivy Mandrell

**KATHY MATTEA "A Few Good Things Remain"
(Mercury 878 246)**
Prod: Allen Reynolds Wri: Jon Vezner, Pat Alger Pub: Sheddhouse Music/
PolyGram International Publishing, Ball And Beer Music/Forerunner Music
(ASCAP) Mgr: Bob Tiley

NEAL MCDON "If I Build You A Fire" (Atlantic 87833)
Prod: Nelson Larkin Wri: Don Sampson, Monty Holmes Pub: Co-Heart Music/
Golden Reed Music/New Clarion Music (BMI) Mgr: Dan Heister

RONNIE MCDOWELL "Unchained Melody" (Curb 76850)
Prod: Buddy Killen Wri: Alex North, Hy Zarek Pub: Frank Music (ASCAP) Mgr:
Joe Meador

REBA McENTIRE "Rumor Has It" (MCA 53970)

Prod: Tony Brown, Reba McEntire Wri: Bruce Burch, Vern Dent, Larry Shell
Pub: Ensign Music/Sheddhouse Music/Milhouse Music (BMI) Mgr: Navel
Blackstock

MOLLY & THE HEYMAKERS "Chasin' Something Called Love"

(Reprise 7-19517)
Prod: Paul Worley, Ed Seay Wri: Molly Scheer, Gary Burr Pub: Tree
Publishing, MCA Music Publishing/Gary Burr Music (BMI) Mgr: Impresario Ltd.

GARY MORRIS "Miles Across The Bedroom" (Capitol 79526)

Prod: Jimmy Bowen, Gary Morris Wri: Lester S. Moore, Jeffrey Rex Pub:
Loghythm Music (BMI) Mgr: Smalltime Management

ANNE MURRAY "Bluebird" (Capitol 79423)

Prod: Jerry Crutchfield Wri: Ron Irving Pub: Monkey Music/Zoomix Music
(PROCAN) (BMI) Mgr: Leonard Rambaou

WILLIE NELSON "The Piper Came Today" (Columbia 38 73655)

Prod: Fred Foster Wri: Chester Lester Pub: Talmoat Music/Chester Lester
Music (BMI) Mgr: Mark Rothbaum

OAK RIDGE BOYS "You're My) Soul And Inspiration" (RCA 2665-7)

Prod: Richard Landis Wri: Barry Mann, Cynthia Weil Pub: Screen Gems, EMI
Music (BMI) Mgr: Jim Halsey

PAUL OVERSTREET "Daddy's Come Around" (RCA 2707-7)

Prod: Brown Bannister, Paul Overstreet Wri: Paul Overstreet, Don Schlitz Pub:
Scarlet Moon Music, Don Schlitz Music/Almo Music (BMI) Mgr: ASCAP Mgr:
Bobby Roberts

R

MIKE REID "Walk On Faith" (Columbia 38 73623)
Prod: Steve Buckingham Wri: Mike Reid, Alan Shamblin Pub: Armo Music/
Brio Music/Music/Hayes Street Music (ASCAP) Mgr: None

RESTLESS HEART "Long Lost Friend" (RCA 2709-7)
Prod: Scott Hendricks, Tim Dulio, Restless Heart Wri: Dave Robbins, Steve
Bogard, Larry Stewart Pub: WB Music/Unleash Beasts Music/Rancho Bogardo
Music, Warner-Tamerlane Publishing/Larry Stewart Music (ASCAP) (BMI) Mgr:
Morris, Nanae, Golden, Peay

KENNY ROGERS "Lay My Body Down" (Reprise 7-19504)
Prod: Jim Ed Norman, Eric Priestidge Wri: Bob Morrison, Joe Henry Pub:
Music City Music/EMI April Music, Southern Days Music/Cool Hand Music
(ASCAP) Mgr: Ken Kruger

**BILLY JOE ROYAL "If The Jukebox Took Teardrops"
(Atlantic 7-8770)**
Prod: Nelson Larkin Wri: Michael "Dee" Graham, Don Goodman, Nelson
Larkin, Wyatt Easterling Pub: Royatham Music/Circle South Music/Chatham
Lane Music, Lute-4-Fun (BMI) Mgr: ASCAP Mgr: Mark Ketchum, Larry McFadden

S

SAWYER BROWN "One Less Pony" (Curb/Capitol 79432)
Prod: Randy Scruggs, Mark Miller Wri: Mark Miller Pub: Zoo II Music (ASCAP)
Mgr: TKO Management

DAN SEALS "Water Under The Bridge" (Capitol 79523)
Prod: Kyle Lehning Wri: John Porter McMeans, Bruce Burch Pub: Cameau/
FullPacific Music/Ensign Music (BMI) Mgr: Tony Gottlieb

**RICKY VAN SHELTON "Life's Little Ups And Downs"
(Columbia 38 73587)**
Prod: Steve Buckingham Wri: M.A. Rich Pub: Makemillon Music/Warner-
Tamerlane Publishing (BMI) Mgr: International Management Services

SHENANDOAH "I Got You" (Columbia 38 73672)
Prod: Rick Hall, Robert Byrne Wri: Robert Byrne, Teddy Gentry, Greg Fowler
Pub: Fame Publishing, Maypop Music (BMI) Mgr: Bill Carter

**DOUG STONE "These Lips Don't Know How To Say Goodbye"
(Epic 34 73576)**
Prod: Doug Johnson Wri: Harlan Howard Pub: Tree Publishing (BMI) Mgr:
John Dorris, Phyllis Barnette

**GEORGE STRAIT "I've Come To Expect It From You"
(MCA 53969)**
Prod: Jimmy Bowen, George Strait Wri: Dean Dixon, Buddy Cannon Pub:
Jesse Jo Music/MCA Music, Buddy Cannon Music/PFB Music (BMI) Mgr: ASCAP
Mgr: Ery Woodley

MARTY STUART "Little Things" (MCA 53975)
Prod: Richard Bennett, Tony Brown Wri: Paul Kennerly, Marty Stuart Pub:
Irving Music/Litsey March Music, Songs Of PolyGram International (BMI) Mgr:
Rothbaum & Ganser

VERLON THOMPSON "She's The One" (Capitol/SBK 79376)
Prod: Blake Chancey Wri: Verlon Thompson, Billy Spencer Pub: EMI April
Music/Songs Of March Music/WB Music/Two Sons Music (ASCAP) Mgr: None

**MARSHA THORNTON "Maybe The Moon Will Shine"
(MCA 53995)**
Prod: Steve Fishell Wri: Mary Lyn Dias, Johnny Pierce Pub: Cam Song Music/
Sweet Gum Music (BMI) Mgr: ASCAP Mgr: Wordless Talent

PAM TILLIS "Don't Tell Me What To Do" (Arista 2129)
Prod: Paul Worley, Ed Seay Wri: Harlan Howard, Max D. Barnes Pub: Tree
Publishing (BMI) Mgr: Mike Robertson

**AARON TIPPIN "You've Got To Stand For Something"
(RCA 2664-7)**
Prod: Emory Gordy Jr. Wri: Aaron Tippin, Buddy Brock Pub: Acuff-Rose Music
(BMI) Mgr: Starstruck Entertainment

TANYA TUCKER "It Won't Be Me" (Capitol 79338)
Prod: Jerry Crutchfield Wri: Tom Shapiro, Chris Waters Pub: Edge O'Woods
Music/Kinetic Diamond Music/Moline Valley Music (ASCAP) Mgr: Beau
Tucker

CONWAY TWITTY "I Couldn't See You Leavin'" (MCA 53983)
Prod: Jimmy Bowen, Conway Twitty, Dee Henry Wri: Ronny Scafe, Rory
Michael Bourke Pub: Songs Of PolyGram International/Partner Music, Poly
Gram International Publishing/Songs De Burgo (BMI) Mgr: ASCAP Mgr: Dee
Henry

U

DONNA ULISSE "Things Are Mostly Fine" (Atlantic 87862)
Prod: Josh Leo, Larry Michael Lee Wri: John Adrian Pub: Pick-A-Hit (BMI)
Mgr: Dale Morris

W

STEVE WARINER "There For A While" (MCA 53936)
Prod: Tony Brown Wri: Curtis Wright, Anna Lisa Graham Pub: David N' W
Music/Sheddhouse Music (ASCAP) Mgr: Victor Management

DON WILLIAMS "True Love" (RCA 2745-7)
Prod: Don Williams, Garth Fundis Wri: Pat Alger Pub: Ball And Beer Music/
Forerunner Music (ASCAP) Mgr: Morris, Nanae, Golden, Peay

HANK WILLIAMS JR. "I Meas I Love You" (WB/Curb 4606)
Prod: Barry Beckert, Hank Williams Jr., Jim Ed Norman Wri: Hank Williams Jr.
Pub: Docephus Music (BMI) Mgr: Marie Kilgore

MICHELLE WRIGHT "A Heartbeat Away" (Arista 2152)
Prod: Rick Giles, Steve Bogard Wri: Steve Bogard, Rick Giles Pub: Chappell &
Co./Epic Music (ASCAP) Mgr: Brian Feinman

TANNY WYNETTE "What Goes With Blue" (Epic 34 73656)
Prod: Bob Montgomery Wri: Paul Nelson, Don Gibson Pub: Warner-
Tamerlane Publishing, Maypop Music (BMI) Mgr: George Ritchey

**DWIGHT YOAKAM "Turn It On, Turn It Up, Turn Me Loose"
(Reprise 7-19543)**
Prod: Pats Anderson Wri: Kostas, Wayland Patton Pub: Songs Of PolyGram
International, PolyGram International Publishing/Amende-Lin Music (BMI)
ASCAP) Mgr: Gary Norman

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BREAKERS

GLORIA ESTEFAN
Coming Out Of The Dark (Epic)

75% of our reporters on it. Rotations: Heavy 1, Medium 11, Light 49, Total Adds 61 including WNSR, WLTT, WLTS, WMTX, WLTF, KLSI, KYKY, KXLT, KBIG, B100. Debuts at number 16 on the AC chart.

MARIAH CAREY
Someday (Columbia)

57% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 18, Total Adds 9, WMTX, KLCY, WRVC, WRMF, WFMK, 3WM, WAFL, KEZA, WMT-FM. Debuts at number 28 on the AC chart.

BETTE MIDLER
Night And Day (Atlantic)

52% of our reporters on it. Rotations: Heavy 0, Medium 23, Light 19, Total Adds 7, WOBM, WAHR, WIVY, WECQ, KEZA, WTWR, KAYN. Debuts at number 29 on the AC chart.

CHICAGO
Chasin' The Wind (Full Moon/Reprise)

51% of our reporters on it. Rotations: Heavy 1, Medium 18, Light 22, Total Adds 6, KLSI, WZNY, WGLL, WSKI, WSGY, WFRO.

STING
All This Time (A&M)

51% of our reporters on it. Rotations: Heavy 0, Medium 18, Light 23, Total Adds 14 including KESZ, WOBM, WMGS, WZNY, WIVY, KMJC, 3WM, WGLL, WSGY, WMT-FM. Debuts at number 30 on the AC chart.

DAN FOGELBERG
Anastasia's Eyes (Epic)

50% of our reporters on it. Rotations: Heavy 0, Medium 17, Light 23, Total Adds 7, KVIL, KXLT, WLEV, WZNY, WTFM, WGLL, KAYN.

HOWARD HEWETT
I Can't Tell You Why (Elektra)

50% of our reporters on it. Rotations: Heavy 0, Medium 18, Light 22, Total Adds 7, WARM98, WOBM, WIVY, WTFM, KELT, WAFL, KEZA.

PEBBLES 1/BABYFACE
Love Makes Things Happen (MCA)

50% of our reporters on it. Rotations: Heavy 1, Medium 19, Light 20, Total Adds 3, WHAI, WCMJ, KIDX.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CELINE DION	79/2	64	10	5
2 SURFACE	76/2	63	10	2
3 OLETA ADAMS	76/3	59	11	6
4 WILL TO POWER	74/2	55	15	4
5 CHER	70/4	55	11	4
6 WHITNEY HOUSTON	79/4	47	26	6
7 SARA HICKMAN	64/1	48	12	4
8 STEVIE N	58/0	40	15	3
9 KENNY ROGERS	67/3	41	17	9
10 BREATHE	55/1	34	14	8
11 DON HENLEY	45/0	27	16	2
12 ELTON JOHN	44/0	18	19	7
13 STYX	56/3	26	24	6
14 DAVE KOZ	59/3	12	34	13
15 RUSSELL HITCHCOCK	55/4	7	30	18
16 GLORIA ESTEFAN	61/61	1	11	49
17 ANITA BAKER	49/2	7	36	6
18 DARYL HALL & JOHN OATES	52/6	2	40	10
19 CHRIS ISAAK	50/4	7	30	13
20 JAMES INGRAM	51/2	7	34	10
21 NATASHA'S BROTHER	48/4	6	32	11
22 MARIAH CAREY	27/0	15	10	2
23 WILSON PHILLIPS	29/0	10	14	5
24 BETTE MIDLER	23/0	11	9	3
25 ALIAS	24/0	7	15	2
26 BRENT BOURGEOIS	43/1	13	22	8
27 OUTFIELD	39/0	15	17	7
28 MARIAH CAREY	46/9	2	26	18
29 BETTE MIDLER	42/7	0	23	19
30 STING	41/14	0	18	23

MOST ADDED

GLORIA ESTEFAN (61)
STEVE WINWOOD (25)
HEART (17)
GLENN MEDEIROS (14)
STING (14)
PHIL COLLINS (12)
SUSANNA HOFFS (11)
GEORGE MICHAEL (11)
BEAUTIFUL SOUTH (10)
MARIAH CAREY (9)
CARLY SIMON (9)

HOTTEST

CELINE DION (53)
OLETA ADAMS (51)
SURFACE (51)
WILL TO POWER (37)
CHER (34)
STEVIE N (26)
SARA HICKMAN (20)
WHITNEY HOUSTON (17)
DON HENLEY (16)
KENNY ROGERS (14)

NEW & ACTIVE

GEORGE MICHAEL "Waiting For That Day" (Columbia) 37/11

Rotations: Heavy 1/0, Medium 18/4, Light 18/7, Total Adds 11, KLSI, WERE, WAHR, WIVY, WMOG, WEM, WECQ, WGSY, KZLT, KAYN, KCMJ, Heavy: KRLV, Medium including WRVC, WKYE, WMGS, WZNY, 3WM, WHAI, WSKJ, WSGY, WKCK, KYVC, WFRO, KSCB, WLDK, KIBQ, Light including KAFR, B100, KMJC, WGLL.

JUDE COLE "House Full Of Reasons" (Reprise) 34/1

Rotations: Heavy 1/0, Medium 17/0, Light 16/1, Total Adds 1, B100, Heavy: KZLT, Medium: WKYE, WMGS, WAHR, WEM, WECQ, WHAI, WSKJ, WSGY, WMB, WKCK, KTYL, WCMJ, WFRO, KSCB, WYWR, KRLV, KIBQ, Light including KLSI, KXLT, WLEV, WIVY, KMJC, WOLL, WAFL, WSL, KEZA, WSGY, KRLB.

CARLY SIMON "Life Is Eternal" (Arista) 29/9

Rotations: Heavy 0, Medium 3/0, Light 26/9, Total Adds 9, WERE, WKYE, WAHR, 3WM, WECQ, WMTM, KZLT, WTWR, KICK, Medium: WMYX, WFRO, KRLV, Light including KMJC, WEM, WHAI, WGLL, WAFL, WSL, WSKJ, WSGY, WKYZ, WGSY, WMB, WKCK, KTYL, KYVC, WCMJ, KSCB, KIBQ.

ERIC JOHNSON "40 Mile Town" (Capitol) 28/5

Rotations: Heavy 0, Medium 7/0, Light 21/5, Total Adds 5, WLEV, WRVC, WAHR, KEZA, WTWR, Medium: WKYE, WEM, WHAI, WKCK, WFRO, KRLV, KIBQ, Light including KESZ, KELT, KMJC, WECQ, WSKJ, WKYZ, WGSY, WMB, KYVC, WCMJ, KZLT, KSCB, WLDK, KICK, KAYN, KTD.

TOMMY JAMES "You Take My Breath Away" (Aegis) 28/2

Rotations: Heavy 4/0, Medium 12/0, Light 12/2, Total Adds 2, KLSY, WAFL, Heavy: WAHR, WFRO, KRLV, KTD, Medium: WRVC, WKYE, WTCB, KMJC, WEM, WHAI, WGSY, WKCK, WMTM, KZLT, KSCB, KIBQ, Light including WARM98, WIVY, WECQ, WSL, WMB, KYVC, WTWR, WLDK, KICK, KAYN.

GARY MOORE "Still Got The Blues" (Charisma) 27/7

Rotations: Heavy 0, Medium 7/1, Light 20/6, Total Adds 7, WKYE, WEMA, WSL, WKYZ, WTWR, KAYN, KTD, Medium including WAHR, WHAI, WKCK, KYVC, WFRO, KRLV, Light including WOBM, WRVC, WZNY, KMJC, WEM, WECQ, KEZA, WGSY, WMB, WCMJ, KZLT, KSCB, WLDK, KIBQ.

STEVE WINWOOD "I Will Be Here" (Virgin) 25/25

Rotations: Heavy 0, Medium 3/0, Light 22/22, Total Adds 25, KZLT, WLEV, WRVC, WKYE, KMJC, WEM, WECQ, WHAI, WGLL, WSKJ, WSGY, WMB, WKCK, KTYL, KYVC, WCMJ, WMTM, WFRO, KSCB, WLDK, KRLV, KICK, KIBQ, KAYN.

SIGNIFICANT ACTION

RALPH TRESVANT "Sensitivity" (MCA) 23/7

Rotations: Heavy 0, Medium 7/0, Light 16/4, Total Adds 7, B100, KLSY, WIVY, WKCK, WMTM, WLDK, KCMJ, Medium including WRVC, KELT, WMOG, KIBQ, Light including WTCB, WRVC, WEM, WAFL, WSGY, WGSY, KRLB, KYVC, KZLT, KSCB, WTWR, KRLV.

ALIAS "Waiting For Love" (EMI) 23/5

Rotations: Heavy 0, Medium 5/2, Light 17/3, Total Adds 5, WRVC, WMGS, WEM, KZLT, KCMJ, Medium including WKYE, WSL, KRLV, KIBQ, Light including B100, KMJC, WECQ, WHAI, WSKJ, WGSY, KRLB, WMB, WKCK, KTYL, KYVC, WCMJ, WFRO, KSCB.

GEORGE LAMOND & BRENDA K. STARR "No Matter What" (Columbia) 20/1

Rotations: Heavy 0, Medium 6/0, Light 14/1, Total Adds 1, WGSY, Medium: KELT, WEM, WSKJ, WFRO, KRLV, KIBQ, Light including B100, KMJC, 3WM, WGLL, WSKJ, WKCK, KTYL, KYVC, WCMJ, KZLT, KSCB, WTWR, WLDK.

HARRY CONNICK JR. "Promise Me You'll Remember" (Columbia) 19/3

Rotations: Heavy 0, Medium 2/0, Light 17/3, Total Adds 3, KMJC, WTWR, WLDK, Medium: WOBM, WFRO, Light including KVL, KESZ, WLEV, WRVC, WKYE, WEM, WGLL, WKSB, WGSY, WMB, KTYL, KZLT, KRLV, KIBQ.

TIFFANY "Here In My Heart" (MCA) 19/0

Rotations: Heavy 0, Medium 7/0, Light 12/2, Total Adds 0, Medium: WNSR, KOST, WEM, WMB, KZLT, KRLV, KICK, Light: WLEV, 3WM, WGLL, WAFL, WSKJ, WKCK, WMTM, WFRO, WTWR, WLDK, KIBQ, KTD.

JANET JACKSON "Love Will Never Do (Without You)" (A&M) 18/2

Rotations: Heavy 0, Medium 4/0, Light 8/2, Total Adds 2, KYKY, WEM, Heavy: B100, WSL, KRLB, KRLV, KAYN, KCMJ, Medium: WSKJ, KYVC, WTWR, KIBQ, Light including WMB, WIVY, KHLT, KELT, WAFL, KSCB.

HEART "Secret" (Capitol) 17/17

Rotations: Heavy 0, Medium 1/1, Light 16/16, Total Adds 17, WKYE, KMJC, WEM, WSL, WSKJ, WSGY, KRLB, WMB, WKCK, KTYL, KYVC, WCMJ, WFRO, KSCB, KRLV, KIBQ, KAYN.

GLENN MEDEIROS "Doesn't Matter Any More" (Amherst/MCA) 14/14

Rotations: Heavy 0, Medium 1/1, Light 13/13, Total Adds 14, WRVC, KELT, WEM, WSL, WSKJ, WGSY, WKCK, KYVC, WFRO, KZLT, KSCB, KRLV, KTD.

WHISPERS "My Heart, Your Heart" (Capitol) 14/3

Rotations: Heavy 0, Medium 2/1, Light 12/2, Total Adds 3, WMOG, WHAI, WKCK, Medium including KIBQ, Light including WEM, WGLL, WKYZ, WGSY, KYVC, WCMJ, WFRO, KSCB, KRLV, KIBQ, KAYN.

PHIL COLLINS "Who Said I Would?" (Atlantic) 12/12

Rotations: Heavy 0, Medium 1/1, Light 11/11, Total Adds 12, KMJC, WLHT, WMB, WEM, WHAI, WSL, WSGY, WMB, KTD, WCMJ, WFRO, KSCB.

DANN YANKEES "High Enough" (WB) 12/1

Rotations: Heavy 4/0, Medium 4/1, Light 4/0, Total Adds 1, KIBQ, Heavy: B100, WSKJ, WSGY, KCMJ, Medium including WMGS, KYVC, KRLV, Light: WEM, KRLB, WCMJ, KSCB.

SUSANNA HOFFS "My Side Of The Bed" (Columbia) 11/11

Rotations: Heavy 0, Medium 0, Light 11/11, Total Adds 11, WHAI, WSL, WSKJ, WMB, WKCK, KYVC, WCMJ, KSCB, KRLV, KIBQ, KTD.

BEAUTIFUL SOUTH "My Book" (Elektra) 10/10

Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WLEV, WRVC, WEM, WSKJ, WGSY, KTYL, KYVC, KZLT, KRLV, KIBQ.

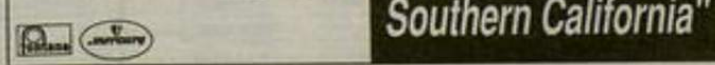
OLETA ADAMS
"Get Here"

Thanks AC Radio
For Taking
Oleta Adams' **Get Here**
To The Top Of The Chart!

AC Chart Action 4-3

Mass Appeal Smash From
Platinum Album **The Revival**
On Your Desk Now!
Going For Adds
Monday January 28

TONY! TONY! TONE!
**"It Never Rains In
Southern California"**



CURRENT-BASED

EAST

P1

WALK Long Island
Edward Lombardo

none
Notable:
STYLIE B
ELTON JOHN
WILL TO POWER
SURFACE
WILSON PHILLIPS

WNSR New York
Bob Dupuy

GLORIA ESTEFAN
OLETA ADAMS
Notable:
MILL & GATED
MARIAH CAREY
ALIAS
DON HENLEY
STYLIE B

WYXR Philadelphia
Gary DeFrancesco

none
Notable:
MARIAH CAREY
ALIAS
STYLIE B
STEVE WIMWOOD
BETTE MIDLER

WTTW Washington
Chuck Morgan

GLORIA ESTEFAN
Kenny Rogers
Notable:
MARIAH CAREY
PHIL COLLINS
ERIC JOHNSON
BEAUTIFUL SOUTH
WILSON PHILLIPS
CELINE DION

P2

WLEW Albion
Jeff Silvers

GLORIA ESTEFAN
DAN FOGLBERG
STEVE WIMWOOD
ERIC JOHNSON
BEAUTIFUL SOUTH
CELINE DION
CHER
SARA SCOWEN
SURFACE
OLETA ADAMS

WAKX Ashbury Park
Greg Guida

GLORIA ESTEFAN
MILL & GATED
Notable:
CELINE DION
OLETA ADAMS
CHER
DON HENLEY
SURFACE

WEEB Bridgeport
Hansen/Norman

GLORIA ESTEFAN
GEORGE MICHAEL
CARLY SIMON
CHER
SARA SCOWEN
OLETA ADAMS
WILL TO POWER
CELINE DION

WYCV Huntington
Hayes/Swan

ALIAS
STEVE WIMWOOD
GLORIA ESTEFAN
MARIAH CAREY
ERIC JOHNSON
BEAUTIFUL SOUTH
GLORIA ESTEFAN
Notable:
SURFACE
CHER
CELINE DION
OLETA ADAMS
WILL TO POWER

WSUL Monticello, NY
Rob Dilman

GLORIA ESTEFAN
STEVE WIMWOOD
GARY MOORE
HEART
SUSANNA HOFFS
PHIL COLLINS
SURFACE
CHER
CELINE DION
OLETA ADAMS
WILL TO POWER

WKYE Johnston
Jack Michaels

STEVE WIMWOOD
HEART
GARY MOORE
GLORIA ESTEFAN
CARLY SIMON
Notable:
SURFACE
CHER
CELINE DION
IBAN
OLETA ADAMS

WOSM Monmouth
Downs/Denot

GARY MOORE
BRYAN ADAMS
STING
BETTE MIDLER
HOWARD SEMET
Notable:
SURFACE
OLETA ADAMS
SARA SCOWEN
WILL TO POWER
CELINE DION

WKSB Wilmersport
Tom Saneon

none
Notable:
STYLIE B
SURFACE
OLETA ADAMS
SARA SCOWEN
WILL TO POWER
CELINE DION

SOUTH

P1

WSSB Atlanta
LoCascio/McCoy

CHER
SARA SCOWEN
Notable:
SURFACE
STYLIE B
DON HENLEY
WILL TO POWER
ELTON JOHN
ROD STUARTE
CELINE DION

KYVL Dallas
Rhodes/Eberhart

DAN FOGLBERG
JAY
CHER
CELINE DION
STYLIE B
CHER
SURFACE
CELINE DION
CHICAGO
OLETA ADAMS
WILL TO POWER

WLTS New Orleans
Bob Mitchell

BREATHIE
GLORIA ESTEFAN
Notable:
OLETA ADAMS
STYLIE B
CELINE DION
SURFACE
WILSON PHILLIPS

WCCO Geneva
Anthony/Gent

CARLY SIMON
GLORIA ESTEFAN
STEVE WIMWOOD
BETTE MIDLER
STING
GEORGE MICHAEL
Notable:
CELINE DION
SARA SCOWEN
OLETA ADAMS
CHER
BREATHIE

WHAJ Greenfield, MA
Deane/Archer

PERDUE
GLORIA ESTEFAN
STEVE WIMWOOD
GARY MOORE
MISERERE
PHIL COLLINS
SUSANNA HOFFS
Notable:
OLETA ADAMS
BRYAN ADAMS
WILL TO POWER
Kenny Rogers
CELINE DION

WMTX Tampa
Schaefer/Austin

GLORIA ESTEFAN
MARIAH CAREY
KATYNA'S BRODER
Notable:
WILSON PHILLIPS
MARIAH CAREY
WILSON PHILLIPS
OLETA ADAMS
WILL TO POWER

P2

WZNY Augusta, GA
John Patrick

GLORIA ESTEFAN
CHICAGO
DAN FOGLBERG
STING
TIMMY T.
Notable:
CELINE DION
SURFACE
WILSON PHILLIPS
OLETA ADAMS
CHER

WYCF Charleston
John Quinley

CHER
MILL & GATED
GLORIA ESTEFAN
Notable:
WILL TO POWER
Kenny Rogers
CELINE DION
OLETA ADAMS
CHER

WTCB Columbia, SC
Doug Speitz

GLORIA ESTEFAN
MILL & GATED
Notable:
WILSON PHILLIPS
SARA SCOWEN
CELINE DION
SURFACE
OLETA ADAMS
CHER

WYKZ Seaford, SC
Robertson/Kennedy

GLORIA ESTEFAN
GARY MOORE
FRANCIS JACKSON
Notable:
SURFACE
CELINE DION
OLETA ADAMS
CHER

WYRV Huntsville
Susan Richards

MILL & GATED
GEORGE MICHAEL
ERIC JOHNSON
GLORIA ESTEFAN
BETTE MIDLER
Notable:
SURFACE
CELINE DION
OLETA ADAMS
CHER

WYKJ Jacksonville
Matthew/Mann

RALPH TRESVANT
STING
GLORIA ESTEFAN
BETTE MIDLER
HOWARD SEMET
Notable:
SURFACE
CELINE DION
OLETA ADAMS
CHER

WYKX Gainesville
Nick Allen

GLORIA ESTEFAN
STYLIE B
Notable:
CELINE DION
STYLIE B
OLETA ADAMS
SURFACE
SARA SCOWEN

WGSV Gainesville
Jackson/Mason

GLORIA ESTEFAN
LAMOND & STARR
GEORGE MICHAEL
STEVE WIMWOOD
BEAUTIFUL SOUTH
GARY MOORE
CELINE DION
SURFACE
OLETA ADAMS
CHER
WILL TO POWER

KRLB Lubbock
Michaels/Hell

GLORIA ESTEFAN
HEART
STING
Notable:
CELINE DION
CHER
OLETA ADAMS
SURFACE
WILL TO POWER

WYNN Nix, Myrtle Beach
Thompson/Adams

STEVE WIMWOOD
GLORIA ESTEFAN
HEART
Notable:
CELINE DION
OLETA ADAMS
WILL TO POWER
SURFACE
Kenny Rogers

WKCK Rome
Randy Quick

GLORIA ESTEFAN
STEVE WIMWOOD
MISERERE
SUSANNA HOFFS
GLORIA ESTEFAN
HEART
RALPH TRESVANT
Notable:
OLETA ADAMS
Kenny Rogers
WILL TO POWER

KTYL Tyler
Janie Baker

GLORIA ESTEFAN
HEART
STEVE WIMWOOD
BEAUTIFUL SOUTH
Notable:
CELINE DION
SARA SCOWEN
STYLIE B
OLETA ADAMS

KVIC Victoria
Tony Davis

SUSANNA HOFFS
PHIL COLLINS
BEAUTIFUL SOUTH
STEVE WIMWOOD
HEART
FRANCIS JACKSON
GLORIA ESTEFAN
GLORIA ESTEFAN
Notable:
OLETA ADAMS
DON HENLEY
CELINE DION
WILL TO POWER
SURFACE

P3

WSDY Albany, GA
K.C. Edwards

PHIL COLLINS
STING
CHICAGO
GLORIA ESTEFAN
HEART
Notable:
CELINE DION
SURFACE
CHER
WILL TO POWER

KEZA Fayetteville, AR
Turner/Snow

GLORIA ESTEFAN
MARIAH CAREY
BETTE MIDLER
HOWARD SEMET
ERIC JOHNSON
Notable:
OLETA ADAMS
SARA SCOWEN
CELINE DION
WILL TO POWER
WILSON PHILLIPS

WKTK Gainesville
Nick Allen

GLORIA ESTEFAN
STYLIE B
Notable:
CELINE DION
STYLIE B
OLETA ADAMS
SURFACE
SARA SCOWEN

MIDWEST

P1

WARM Cincinnati
Michael Grayson

JAMES INGRAM
HOWARD SEMET
Notable:
ELTON JOHN
CHER
STYLIE B
SURFACE
WILL TO POWER

WYNN Cincinnati
Matthews/McCullough

GLORIA ESTEFAN
OLETA ADAMS
Notable:
MILL & GATED
BETTE MIDLER
MARIAH CAREY
DAN FOGLBERG
STYLIE B

WLTP Cleveland
Pappich/Kennedy

CELINE DION
CHER
WILSON PHILLIPS
GLORIA ESTEFAN
HEART
KATYNA'S BRODER
Notable:
MARIAH CAREY
Kenny Rogers
DON HENLEY
SURFACE
RUSSELL HITCHCOCK

WYNY Columbus
Hallett/Hannaly

GLORIA ESTEFAN
Kenny Rogers
Notable:
MARIAH CAREY
DON HENLEY
DAN FOGLBERG
CHER
MILL & GATED

WVIC Detroit
Bob Kuckan

WILSON PHILLIPS
CHER
AMITA SAEEN
Notable:
STYLIE B
MARIAH CAREY
SURFACE
WILL TO POWER
WILSON PHILLIPS

WJOL Grand Rapids
Dirksen/Brown

PHIL COLLINS
KATYNA'S BRODER
GLORIA ESTEFAN
Notable:
CHER
OLETA ADAMS
Kenny Rogers
WILL TO POWER
WILSON PHILLIPS

KESZ Phoenix
Carla Fox

STING
MILL & GATED
FRANCIS JACKSON
TIMMY T.
GLORIA ESTEFAN
STEVE WIMWOOD
Notable:
MARIAH CAREY
CHER
Kenny Rogers
STYLIE B
SURFACE
CELINE DION

KBIG Los Angeles
Edwards/Vendary

RUSSELL HITCHCOCK
Notable:
DON HENLEY
STYLIE B
OLETA ADAMS
SURFACE
CHER

KLCY Salt Lake City
Michael O'Brien

RUSSELL HITCHCOCK
MARIAH CAREY
AMITA SAEEN
Notable:
DON HENLEY
OLETA ADAMS
CELINE DION
SURFACE
WILL TO POWER

KOST Los Angeles
Kaye/Amidon

none
Notable:
SURFACE
STYLIE B
OLETA ADAMS
WILL TO POWER
RUSSELL HITCHCOCK

KMJCavenport
Chuck O'Brien

PHIL COLLINS
HEART
CONNOR JR.
GLORIA ESTEFAN
HEART
STING
STEVE WIMWOOD
Notable:
OLETA ADAMS
SARA SCOWEN
WILSON PHILLIPS
WILL TO POWER
SURFACE

WYMK Lansing
Tom Knight

PHIL COLLINS
GLORIA ESTEFAN
MARIAH CAREY
CHER
Notable:
STYLIE B
CHER
OLETA ADAMS
Kenny Rogers
CELINE DION

WYXX Milwaukee
Schaefer/Morales

TIMMY T.
Notable:
CHER
SARA SCOWEN
STYLIE B
CHER
KATYNA'S BRODER

KSSS Minneapolis
Ken Jeffries

none
Notable:
ELTON JOHN
STYLIE B
Notable:
GEORGE MICHAEL
STEVE WIMWOOD
ALIAS

WMOG Madison
Pat O'Neil

SURFACE
GEORGE MICHAEL
WILSON PHILLIPS
MISERERE
OLETA ADAMS
SARA SCOWEN
KATYNA'S BRODER
DAVE KID

SWM Toledo
Mark Roberts

STING
GLORIA ESTEFAN
MARIAH CAREY
CARLY SIMON
Notable:
SURFACE
OLETA ADAMS
Kenny Rogers
WILL TO POWER
WILSON PHILLIPS

P3

WCMJ Cambridge, OH
Mike Rubin

STEVE WIMWOOD
HEART
PERDUE
SUSANNA HOFFS
PHIL COLLINS
GLORIA ESTEFAN
Notable:
CELINE DION
SARA SCOWEN

KSCB Bernal
Mark David

HEART
GLORIA ESTEFAN
STEVE WIMWOOD
PHIL COLLINS
SUSANNA HOFFS
GLORIA ESTEFAN
GARY MOORE
STING
MARIAH CAREY
STEVE WIMWOOD
Notable:
OLETA ADAMS
DON HENLEY
SURFACE
WILL TO POWER

WMT FM Cedar Rapids
Dennis Green

GLORIA ESTEFAN
RALPH TRESVANT
CARLY SIMON
STING
MARIAH CAREY
STEVE WIMWOOD
Notable:
OLETA ADAMS
DON HENLEY
CHER

WFOF Fayetteville, OH
Larry Diebold

FRANCIS JACKSON
BRYAN ADAMS
HEART
EMPEROR & CAT
GARY MOORE
GLORIA ESTEFAN
Notable:
WILSON PHILLIPS
SURFACE
BREATHIE
CELINE DION

WLDN Traverse City
Angie Honda

STEVE WIMWOOD
GLORIA ESTEFAN
STING
HARRY CONNICK JR.
RALPH TRESVANT
NICK CHANDS
Notable:
CELINE DION
OLETA ADAMS
SARA SCOWEN
SURFACE
Kenny Rogers

KBLD Logan, UT
John Dimick

GLORIA ESTEFAN
HEART
STEVE WIMWOOD
DANN TARKENTON
GLORIA ESTEFAN
PHIL COLLINS
BEAUTIFUL SOUTH
FRANCIS JACKSON
SUSANNA HOFFS
GARY MOORE
Notable:
CELINE DION
WILSON PHILLIPS
SURFACE
OLETA ADAMS
WILL TO POWER

KXLV Anchorage
Dave Stroh

HEART
BEAUTIFUL SOUTH
GLORIA ESTEFAN
GLORIA ESTEFAN
CELINE DION
SURFACE
DAVE KID
JACKY JACKSON
DANN TARKENTON

KLSY Seattle
Irwin/Books

WILL TO POWER
CELINE DION
WILSON PHILLIPS
TIMMY JAMES
RALPH TRESVANT
Notable:
OLETA ADAMS
SURFACE
SARA SCOWEN
BETTE MIDLER
MILL & GATED
MARIAH CAREY
CHER
STYLIE B

KAYN Nogueles
Bob Gerhard

GEORGE MICHAEL
BETTE MIDLER
DAN FOGLBERG
STEVE WIMWOOD
GLORIA ESTEFAN
HEART
Notable:
SURFACE
WILL TO POWER
CELINE DION
WILSON PHILLIPS
BREATHIE

KJDX Billings, MT
Rick Lawrence

GLORIA ESTEFAN
CARLY SIMON
STEVE WIMWOOD
PERDUE
JOHN COLLIER
Notable:
MARIAH CAREY
DON HENLEY
STYLIE B
CELINE DION
STYLIE B

KTDN San Rafael
Bob Gows

GLORIA ESTEFAN
JAYE COLLINS
SUSANNA HOFFS
GARY MOORE
GLORIA ESTEFAN
Notable:
SURFACE
SARA SCOWEN
OLETA ADAMS
BETTE MIDLER
WILSON PHILLIPS
WILL TO POWER

KCMJ Palm Springs
Jim Morales

CHER
RALPH TRESVANT
GEORGE MICHAEL
GLORIA ESTEFAN
ALIAS
RUSSELL HITCHCOCK
Notable:
DANN TARKENTON
SARA SCOWEN
OLETA ADAMS
CELINE DION
WILSON PHILLIPS
WILL TO POWER

Did Not Report, Playlist Frozen (4):
KSSS/Minneapolis
WALK/Long Island
WKSB/Willemreport
WYXR/Philadelphia

NEW ARTISTS

	Reports/Adds
1 ERIC JOHNSON/40 Mile Town (Capitol)	28/5
2 GARY MOORE/Still Got The Blues (Charisma)	2/7
3 RALPH TRESVANT/Sensitivity (MCA)	23/7
4 LAMOND & STARR/No Matter What (Columbia)	20/1
5 HARRY CONNICK JR./Promise Me You'll Remember (Columbia)	15/3
6 WHISPERS/My Heart, Your Heart (Capitol)	14/3
7 DAMN YANKEES/High Enough (WB)	12/1
8 SUSANNA HOFFS/My Side Of The Bed (Columbia)	11/11
9 BEAUTIFUL SOUTH/My Book (Elektra)	10/10
10 GUYE NEXT DOOR/I've Been Waiting For You (SBK)	6/5

New artists have not yet had an AC Breaker.

FULL-SERVICE AC

MOST ADDED

WHITNEY HOUSTON (6)
 CHER (2)
 BETTE MIDLER (2)
 NATASHA'S BROTHER (2)
 SURFACE (2)
 WILL TO POWER (2)

HOTTEST

CHER (11)
 SURFACE (10)
 ELTON JOHN (9)
 BETTE MIDLER (7)
 STEVIE N (6)
 CELINE DION (6)
 WHITNEY HOUSTON (6)
 WILL TO POWER (6)

GOLD-BASED AC

MOST ADDED

WHITNEY HOUSTON (7)
 CHRIS ISAAK (5)
 CELINE DION (4)
 DAVE KOZ (4)
 OLETA ADAMS (3)
 MARIAH CAREY (3)
 CHER (3)
 BETTE MIDLER (3)

HOTTEST

SURFACE (23)
 CELINE DION (17)
 ELTON JOHN (17)
 STEVIE N (14)
 WHITNEY HOUSTON (13)
 WILL TO POWER (13)
 OLETA ADAMS (10)
 CHER (10)
 BETTE MIDLER (8)

EAST

P1

WZL/Boston
 David Bernstein
 none
 Not least:
 CHER
 STEVE WIMWOOD
 TAY MORRISON
 HARRY CHANCEK JR.
 WILSON PHILLIPS

WEEI/Buffalo
 Kevin Keenan
 MARIAH CAREY
 CHER
 WILL TO POWER
 Not least:
 STEVIE N
 MARIAH CAREY
 CHER
 SURFACE
 WILL TO POWER

KDKA/Pittsburgh
 Chuck Dickmann

WHITNEY HOUSTON
 Not least:
 BETTE MIDLER
 DON HENLEY
 WILSON PHILLIPS
 SURFACE
 WHITNEY HOUSTON

P2

WCCO/Bridgeport
 Stomela Norman
 RUSSELL HITCHCOCK
 Not least:
 OLETA ADAMS
 CHER
 WILL TO POWER
 TREATIE
 ONSHORE

WELL/Highway
 Green/McCormick
 none
 Not least:
 CELINE DION
 WHITNEY HOUSTON
 DON HENLEY
 CHER
 STEVIE N

P3

WFMD/Frederick, MD
 Fieseler/Watson
 CHICAGO
 BETTE MIDLER
 Not least:
 STEVIE N
 CELINE DION
 CHER
 OLETA ADAMS
 SURFACE

EAST

P1

WMMX/Baltimore
 Greg Dunkin
 STEVIE N
 Not least:
 JAMES INGRAM
 GO WEST
 ALIAS
 MAJ FRIED

WKY/Rosau
 Scott/Cunningham
 DAVE KOZ
 Not least:
 WILSON PHILLIPS
 ONSHORE
 WHITNEY HOUSTON
 DON HENLEY
 ELTON JOHN

P2

WKLA/Berly
 Knud/Holmberg
 OLETA ADAMS
 BRUNETTE
 Not least:
 SURFACE
 CELINE DION
 STEVIE N
 WHITNEY HOUSTON
 ELTON JOHN

WAEB/Allentown
 Chris Bailey

SURFACE
 WHITNEY HOUSTON
 Not least:
 STEVIE N
 ELTON JOHN
 ALIAS
 WILSON PHILLIPS
 BETTE MIDLER

WBRV/Binghamton, NY
 Kehler/Schwartz

none
 Not least:
 STEVIE N
 MARIAH CAREY
 BETTE MIDLER
 ALIAS
 WILSON PHILLIPS

WMAS-FM/Springfield
 Sue Kelly

DAVE KOZ
 WHITNEY HOUSTON
 Not least:
 STEVIE N
 ELTON JOHN
 CHER
 SURFACE
 DON HENLEY

WYYY/Syracuse
 Leuber/Langhryer

none
 Not least:
 STEVIE N
 MARIAH CAREY
 BETTE MIDLER
 ALIAS
 WILSON PHILLIPS
 MARIAH CAREY

WTAS-FM/White Plains
 Sue Richard

ALIAS
 MARIAH CAREY
 Not least:
 CELINE DION
 SURFACE
 SARA HICKMAN
 OLETA ADAMS
 WHITNEY HOUSTON

WJBR/Wilmington, DE
 Bill Keys

STEVIE N
 Not least:
 SURFACE
 CELINE DION
 WILL TO POWER
 OLETA ADAMS
 WHITNEY HOUSTON

SOUTH

P2

WHAS/Louisville
 Doug McElvain
 RALL & OATES
 SARA HICKMAN
 WHITNEY HOUSTON
 Not least:
 SURFACE
 CELINE DION
 WILL TO POWER
 STEVIE N
 DON HENLEY

WRYA/Richmond
 Farley/Stevens
 ALABAMA
 TONY/DICKINCE & GAT
 Not least:
 SARA HICKMAN
 NATASHA'S BROTHER
 ELTON JOHN
 DAVE KOZ
 KEVIN ROGERS

P3

WYXX/Paducah
 Cook/Miller
 WHITNEY HOUSTON
 Not least:
 CHER
 DON HENLEY
 OLETA ADAMS
 STEVE WIMWOOD
 SARA HICKMAN

WSTU/Short
 Grant/Fox

NATASHA'S BROTHER
 Not least:
 ALIAS
 CHER
 STEVE WIMWOOD
 USAO
 SURFACE

24 Current Reporters
 20 Current Playlists

Called In Frozen Playlist (1):
 KUGM/Eugene

Did Not Report, Playlist Frozen (2):
 KPBB/Joplin
 WEL/Highway
 WROK/Rockford

Did Not Report For Two Consecutive
 Weeks, Not Used in This Week's Data (3):
 SSKRC/Cincinnati
 WQY/Albany
 WLW/Cincinnati

MIDWEST

P1

WTWC/Columbus
 John Lane
 none
 Not least:
 STEVIE N
 ALIAS
 ELTON JOHN
 CHER
 ROD STUMART

P2

WOOD/Grand Rapids
 Robb Westley
 SURFACE
 Not least:
 WHITNEY HOUSTON
 KEVIN ROGERS
 CHER
 ELTON JOHN
 WILSON PHILLIPS

WISA/Madison
 Reed/Key

MIKE EDWARDS
 CARLY SIMON
 INDIANNE CASH
 BETTE MIDLER
 KRISTA BAKER
 Not least:
 SURFACE
 SARA HICKMAN
 KEVIN ROGERS
 WHITNEY HOUSTON
 MARIAH CAREY

WROK/Rockford
 Jamie Groat

none
 Not least:
 BETTE MIDLER
 WILSON PHILLIPS
 ELTON JOHN
 SARA HICKMAN
 WILL TO POWER

P3

KFSB/Joplin
 Robin Wells
 none
 Not least:
 STEVIE N
 CELINE DION
 DON HENLEY
 OLETA ADAMS
 SURFACE

KFOR/Lincoln
 Cathy Blythe

WHITNEY HOUSTON
 Not least:
 SARA HICKMAN
 KEVIN ROGERS
 ELTON JOHN
 BETTE MIDLER

KELO/Sioux Falls
 Spenky

WHITNEY HOUSTON
 STEVIE N
 CHRIS ISAAK
 Not least:
 SURFACE
 WILL TO POWER
 STEVIE N
 CELINE DION
 WHITNEY HOUSTON

WEST

P1

KHOW/Denver
 Murphy/Huston
 WILL TO POWER
 Not least:
 WHITNEY HOUSTON
 RALL & OATES
 BETTE MIDLER
 WILL TO POWER

P2

KBOI/Boise
 Drew Harold
 STEVIE N
 SURFACE
 Not least:
 STEVIE N
 ELTON JOHN
 SURFACE
 WILL TO POWER
 ELTON JOHN
 BETTE MIDLER

KEXP/Portland
 Dicks/Patt

none
 Not least:
 none

KFMB/San Diego
 Larson/Robertson

NATASHA'S BROTHER
 GLORIA ESTEFAN
 Not least:
 none

KUGN/Eugene
 Annie Mac

none
 Not least:
 KSSK/Honolulu
 Phil Abbott

CELINE DION
 Not least:
 CARLY SIMON
 CHER
 ELTON JOHN
 MARIAH CAREY
 BETTE MIDLER

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MIDWEST

P1

WLTG/Gretna
 Seasing/Sommers
 BETTE MIDLER
 Not least:
 SARA HICKMAN
 WILL TO POWER
 WHITNEY HOUSTON
 ELTON JOHN
 OLETA ADAMS

WENS/Indianapolis
 Gray/Egan

NATASHA'S BROTHER
 GEORGE MICHAEL
 Not least:
 CHER
 STEVIE N
 WILL TO POWER
 SURFACE
 MARIAH CAREY
 CARLY SIMON
 ELTON JOHN
 WHITNEY HOUSTON

WLOL/Peoria
 Jerry Jay

WLRZ/Dayton
 Patrick/Downey

CHRIS ISAAK
 DAVE KOZ
 MARIAH CAREY
 Not least:
 SURFACE
 OLETA ADAMS
 CHER
 WILL TO POWER
 WHITNEY HOUSTON

WLTQ/Milwaukee
 Fred Brennan

none
 Not least:
 BETTE MIDLER
 ALIAS
 MARIAH CAREY
 CARLY SIMON
 ELTON JOHN

WLOL/Peoria
 Jerry Jay

STEVIE N
 WILL TO POWER
 RALL & OATES
 CHER
 CELINE DION
 Not least:
 ELTON JOHN
 STEVIE N
 SURFACE
 WILL TO POWER
 RALL & OATES

WMTQ/Terre Haute
 Bryan Thomas

CHRIS ISAAK
 OUTFIELD
 Not least:
 CELINE DION
 SURFACE
 WILL TO POWER
 STEVIE N
 OLETA ADAMS

WLOL/Peoria
 Jerry Jay

OLETA ADAMS
 WHITNEY HOUSTON
 GEORGE MICHAEL
 Not least:
 CELINE DION
 SURFACE
 STEVIE N
 WILL TO POWER
 BRUNETTE

KXKK/Wichita, KS
 Greg Gann

GLORIA ESTEFAN
 GEORGE MICHAEL
 ROBERT CALDWELL
 Not least:
 SURFACE
 WILL TO POWER
 ELTON JOHN
 TONY JAMES

WEST

P1

KKOW/Portland
 Bill Minkler
 ANITA BAKER
 Not least:
 STEVIE N
 CHER
 CELINE DION
 WHITNEY HOUSTON
 SURFACE

KXCA-FM/Sacramento
 Casey/Clem

none
 Not least:
 STEVIE N
 ELTON JOHN
 ROD STUMART
 MARIAH CAREY
 SARA HICKMAN

P2

KLLY/Bakersfield
 Russ Davidson
 none
 Not least:
 STEVIE N
 CHER
 CELINE DION
 WHITNEY HOUSTON
 SURFACE

KFCX/Boise
 Don Jennings

BETTE MIDLER
 Not least:
 STEVE WIMWOOD
 WILSON PHILLIPS
 WHITNEY HOUSTON
 CHER
 CELINE DION

KOSI/Moderato
 Dalton/Mack

NATASHA'S BROTHER
 CHRIS ISAAK
 Not least:
 CELINE DION
 SURFACE
 DON HENLEY
 WHITNEY HOUSTON
 STEVIE N

KKLT/Tucson
 John Grappone

ANITA BAKER
 WHITNEY HOUSTON
 OLETA ADAMS
 BRUNETTE
 KALPH THORNTON
 CELINE DION
 Not least:
 KEVIN ROGERS
 ELTON JOHN
 WILL TO POWER
 CHER
 SURFACE

36 Current Reporters
 35 Current Playlists

Called In Frozen Playlist (1):
 WLTQ/Milwaukee

Did Not Report For Two Consecutive
 Weeks, Not Used in This Week's Data (7):
 KSCB/Spokane
 KLTR/Houston
 WHYY/Pittsburgh
 WLTJ/Pittsburgh
 WMBX/Richmond
 WMMX/Charlotte
 WJLL/Birmingham

NATIONAL AIRPLAY

W	TH	ARTIST/Album	TRACKS
1	1	JOE SAMPLE/Ashes To Ashes (WB)	"Road"
2	2	DAVE KOZ/Dave Koz (Capitol)	"Castle"
3	3	LEO GANDELMAN/Solar (Verve Forecast/PolyGram)	"Solar" "Cuba"
4	4	BETH NIELSEN CHAPMAN/Beth Nielsen Chapman (Reprise)	"System" "Walk" "Easy"
5	5	PAUL SIMON/The Rhythm Of The Saints (WB)	"Coast" "Moves"
6	6	GEORGE MICHAEL/Listen Without Prejudice (Columbia)	"Cowboys"
7	7	T-SQUARE/Natural (Epic)	"Wind" "Control"
8	8	STRUNZ & FARAH/Primal Magic (Mesa)	"Bola" "Anochecer"
9	9	NELSON RANGELL/Nelson Rangell (GRP)	"Tomorrow" "Givin'"
10	10	DON HARRISS/Shell Game (Sonic Atmosphere)	"Blue" "Shell"
11	11	SAM RINEY/Playing With Fire (Spindletop)	"Everytime" "Playing" "Nowhere"
12	12	MARION MEADOWS/For Lovers Only (RCA)	"Lovers" "Wonderland" "Personal"
13	13	FATBURGER/Come & Get It (Enigma)	"Almost" "Night"
14	14	SHAKATAK/Perfect Smile (Verve Forecast)	"Jazz" "Sea"
15	15	BOBBY CALDWELL/Heart Of Mine (Sin-Drome)	"Real" "Saying"
16	16	BASIA/Brave New Hope (Epic)	"Masquerade" "Heaven"
17	17	SARA HICKMAN/Shortstop (Elektra)	"Cauton" "Fields"
18	18	OTTMAR LIEBERT/Poets & Angels (Higher Octave)	"Poets"
19	19	MARK ISHAM/Mark Isham (Virgin)	"Never" "Songs"
20	20	DANNY HEINES/One Heart Wild (Silver Wave)	"Nurse" "One" "Eyes"
21	21	CHARLES MICHAEL BROTMAN/Mango Cooler (Global Pacific)	"Mango" "Merchant"
22	22	VAN MORRISON/Enlightenment (Mercury)	"Real"
23	23	TOM BORTON/Dancing With Tigers (Bluemoon)	"Wherever" "Photoland" "Say"
24	24	MICHAEL PAUL/Fusebox (GRP)	"Love" "Story"
25	25	BOBBY McFERRIN/Medicine Music (EMI)	"Yes" "Common"
26	26	KRISTEN VIGARD/Kristen Vigard (Private Music)	"Waiting"
27	27	BRIAN BROMBERG/Basically Speaking (Nova)	"Funny" "You"
28	28	BREATH/Peace Of Mind (A&M)	"Angels" "Hello"
29	29	GERALD ALBRIGHT/Dream Come True (Atlantic)	"My"
30	30	SUSAN J. PAUL/Human Factor (Vantage)	"Time"

BREAKER

BREAKER

DEBUT

DEBUT

MOST ADDED LPs

SAM CARDON (8)
STING (8)
WILLIAM BELOTE (5)
GARY LAMB (5)
GERALD ALBRIGHT (4)
BILL MOORE (4)
ERICH AINGER (3)
MARTIN STEPHENSON (3)

HOTTEST LPs

JOE SAMPLE (16)
DAVE KOZ (15)
PAUL SIMON (14)
BETH NIELSEN CHAPMAN (9)
BASIA (7)
BOBBY CALDWELL (7)
FATBURGER (5)
LEO GANDELMAN (5)
DON HARRISS (5)

HOT TRACKS

DAVE KOZ/Castle

W	TH	ARTIST/Album	TRACKS
1	1	JOE SAMPLE/Ashes To Ashes (WB)	"Road"
2	2	BRIAN MELVIN TRIO/Standards Zone (Global Pacific)	"Moon"
3	3	RENEE ROSNES/For The Moment (Blue Note)	"Malaga"
4	4	WYNTON MARSALIS/Tune In Tomorrow... (Columbia)	"One"
5	5	BOBBY McFERRIN/Medicine Music (EMI)	"Sweet"
6	6	WARREN BERNHARDT/Ain't Life Grand (DMP)	"Sarah's"
7	7	ART BLAKEY & THE JAZZ MESSENGERS/One For All (A&M)	"One"
8	8	MONTE CROFT/Survival Of The Spirit (Columbia)	"Ella"
9	9	MULGREW MILLER/From Day To Day (Landmark)	"God"
10	10	JAY LEONHART/Life Out On The Road (Nesak Int'l)	"God"
11	11	THE MANHATTAN PROJECT/The Manhattan Project (Blue Note)	"One"
12	12	STAN GETZ/Billy Highstreet Samba (MRC)	"Quilombo"
13	13	RHYTHMSTICK/Rhythmstick (CTI)	"Quilombo"
14	14	RALPH MOORE/Further More (Landmark)	"Supposed"
15	15	LOU RAWLS/It's Supposed To Be Fun (Blue Note)	"Supposed"
16	16	DAVE CATNEY/First Flight (Justice)	"Daria"
17	17	DANNY HEINES/One Heart Wild (Silver Wave)	"Daria"
18	18	DAVE HOLLAND/Extensions (ECM)	"Someday"
19	19	KENNY GARRETT/African Exchange Student (Atlantic)	"American"
20	20	VINCENT HERRING/American Experience (Music Master)	"Thunder"
21	21	ABBEY LINCOLN/The World Is Falling Down (Verve)	"You"
22	22	BRIAN BROMBERG/Basically Speaking (Nova)	"Mantatan"
23	23	RICKY FORD/Manhattan Blues (Candid)	"Mantatan"
24	24	BETTY CARTER/Droppin' Things (Verve Forecast/PolyGram)	"Hard"
25	25	NEWMAN, MARSALIS & DUPREE/Return To The Wide Open Spaces (Amazing)	"Hard"
26	26	THE AGENDA COLLECTION/Of Things To Come (Agenda)	"Blues"
27	27	GENE HARRIS/SCOTT HAMILTON QUINTET/At Last (Concord)	"Blues"
28	28	JON HENORICKS/Freddy Freeloader (Denon)	"Madrina"
29	29	SHAKATAK/Perfect Smile (Verve Forecast)	"Ostinato"
30	30	SUZANNE DEAN/I Wonder (Nova)	"Ostinato"

BREAKER

DEBUT

DEBUT

DEBUT

MOST ADDED LPs

MARCUS ROBERTS (22)
TONY CAMPISE (17)
JOE LOGASCIO (18)
MANTECA (8)
AKIRA JIMBO (7)
JOHN CAMPBELL (7)
BILL MOORE (6)
CHARLES NEVILLE (6)
NEWMAN, MARSALIS & DUPREE (6)

HOTTEST LPs

BRIAN MELVIN TRIO (14)
JOE SAMPLE (13)
WYNTON MARSALIS (10)
WARREN BERNHARDT (8)
BOBBY McFERRIN (8)
RENEE ROSNES (8)
MANHATTAN PROJECT (6)
TOM SCHUMAN (5)

HOT TRACKS

No Tracks Qualified This Week

NEW & ACTIVE

**TANGERINE DREAM "Melrose" (Private Music) 24/2

Rotations: Heavy 3/0, Medium 10/0, Light 11/2, Total Adds 2, KXSF, KEYV, Heavy: KOPT, KLSK, SS, CHART EXTRA this week.

**MICHAEL KAMEN (DAVID SANBORN) "Concerto For Saxophone" (WB) 22/0

Rotations: Heavy 4/0, Medium 9/0, Light 9/0, Total Adds 0, Heavy: KIFM, WGMG, WFAE, KBIA, CHART EXTRA this week.

THE AGENDA COLLECTION "Of Things To Come" (Agenda) 19/2

Rotations: Heavy 4/0, Medium 6/0, Light 9/2, Total Adds 2, WGMG, WLOQ, Heavy: KOPT, KEYV, WWAY, KSNO.

MEMPHIS BOYS "The Memphis Boys" (Vanguard) 19/1

Rotations: Heavy 2/0, Medium 10/1, Light 7/0, Total Adds 1, JZTRAX, Heavy: XKNW, KSNO.

ADRIAN LEGG "Guitar And Other Cathedrals" (Relativity) 19/0

Rotations: Heavy 2/0, Medium 3/0, Light 14/0, Total Adds 0, Heavy: KLTR, KTCZ.

JOHN SERRIE "Tingri" (Miramar) 17/0

Rotations: Heavy 5/0, Medium 3/0, Light 9/0, Total Adds 0, Heavy: WJVA, WHFL, KEYV, SS, MS.

CHRIS CHRISTIAN "Sketches" (A&M) 15/1

Rotations: Heavy 1/0, Medium 8/0, Light 6/1, Total Adds 1, PS, Heavy: KLSK.

CAROL CHAIKEN "Carol Chalkin" (Gold Castle) 14/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Total Adds 1, WWAY, Heavy: WMOG.

JIM JACOBSEN "The Messenger" (Narada) 13/2

Rotations: Heavy 3/0, Medium 0/0, Light 10/2, Total Adds 2, KEZL, KBIA, Heavy: KTWV, KLSK, JZTRAX.

MANNHEIM STEAMROLLER "Fresh Aire 7" (American Gramophone) 13/1

Rotations: Heavy 3/0, Medium 2/0, Light 8/1, Total Adds 1, WLOQ, Heavy: KLSK, KEZL, JZTRAX.

TOM SCHUMAN "Extremities" (GRP) 13/1

Rotations: Heavy 3/0, Medium 4/0, Light 6/1, Total Adds 1, KIFM, Heavy: WHFL, KHYV, WWAY.

* Uncharted Breakers denoted by one asterisk.

** Chart Extra denoted by two asterisks.

NEW & ACTIVE

*MARCUS ROBERTS "Alone With Three Giants" (Novus/RCA) 25/22

Rotations: Heavy 3/0, Medium 5/7, Light 14/13, Total Adds 22, WBGO, WPTI, WOET, KMHD, KOPR, KSOS, KJAZ, KPLU, WFPL, WMOT, WSHA, KUOP, WESR, JCTY, WFSS, KSLU, WKRY, WYPE, KWMU, KTCL, KSRB, KKLD, Heavy: CJ BREAKER this week.

**VINCE MENDOZA "Start Here" (World Pacific) 25/4

Rotations: Heavy 1/0, Medium 11/1, Light 13/0, Total Adds 4, WFPL, WSHA, WFSS, KOLC, Heavy: WYPE, CHART EXTRA this week.

**GAL COSTA "Plural" (BMG) 24/1

Rotations: Heavy 5/0, Medium 11/1, Light 8/0, Total Adds 1, KKLD, Heavy: WOET, KJAZ, KLCC, WKRY, WUSF, CHART EXTRA this week.

CAROL CHAIKEN "Carol Chalkin" (Gold Castle) 21/4

Rotations: Heavy 4/0, Medium 10/0, Light 7/4, Total Adds 4, KSOS, WFPL, WSHA, KWMU, Heavy: KJZZ, WAER, KSLU, WISE.

MICHAEL KAMEN (DAVID SANBORN) "Concerto For Saxophone" (WB) 21/0

Rotations: Heavy 4/0, Medium 11/0, Light 6/0, Total Adds 0, Heavy: KJZZ, WESR, WTEB, KSLU.

MANTECA "Perfect Fool" (Nova) 20/8

Rotations: Heavy 2/0, Medium 4/0, Light 14/8, Total Adds 8, WOET, KSOS, WFPL, WSHA, KLCC, KUOP, WSTR, KJOY, Heavy: KJZZ, WKRY.

TONY CAMPISE "First Takes" (Heart Music) 19/17

Rotations: Heavy 0/0, Medium 3/3, Light 16/14, Total Adds 17, KMHD, KSOS, KJAZ, KPLU, WAER, WFPL, WMOT, WSHA, KUOP, JCTY, WTEB, WUSF, WYPE, KWMU, KTCL, KSRB, KKLD.

ROB McCONNELL "Jive Five" (Concord) 18/1

Rotations: Heavy 3/0, Medium 6/0, Light 7/1, Total Adds 1, KTCL, Heavy: WNOP, KSOS, KJAZ.

SAM RINEY "Playing With Fire" (Spindletop) 18/0

Rotations: Heavy 9/0, Medium 7/0, Light 2/0, Total Adds 0, Heavy: KJZZ, WAER, WSTR, KSLU, WSE, WYPE, KOLC, KSRB, KJOY.

ED SHAUGHNESSY "Jazz In The Pocket" (Chase Music Group) 17/1

Rotations: Heavy 9/0, Medium 5/0, Light 3/1, Total Adds 1, WSHA, Heavy: WAER, WFPL, WMOT, KUOP, KSLU, WKRY, WSE, KWMU, KOLC.

MITCH WATKINS "Curves" (Enja) 16/1

Rotations: Heavy 1/0, Medium 6/0, Light 9/1, Total Adds 1, KOLC, Heavy: DGS.

GERALD ALBRIGHT "Dream Come True" (Atlantic) 16/0

Rotations: Heavy 6/0, Medium 9/0, Light 1/0, Total Adds 0, Heavy: WJZZ, KJZZ, WSTR, WTEB, KSLU, KOLC.

WILLIAM BELOTE
"CONNECTED"

Featuring
"The Good Life"
"Straight Ahead"
"Rotation"

AN R&R NAC
MOST ADDED!MP
MUSIC HOUSE
PRODUCTIONS

OUT OF THE BOX
at KIFM, The Breeze,
KLSK, KEZL, KLTR, KHHH,
KBIA, SoundScapes,
JazzTrax and more!

BOB O'CONNOR, KIFM:
"William Belote will soon become a
household name."

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BREAKERS

ALEXANDER O'NEAL All True Man (Epic)

91% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/9, Light 73/59, Total Adds 78 including WILD, WUSL, WKYS, WYEE, WGZB, WOWI, WGCI, WZAK, KPRS, KSOL. Debuts at number 34 on the Urban Contemporary chart.

FREDDIE JACKSON Do Me Again (Capitol)

80% of our reporting stations on it. Rotations: Heavy 0/0, Medium 9/9, Light 66/65, Total Adds 74 including WBLB, WDAS, WAMO, KHYS, WGZB, WOWI, WZAK, WJLB, WMVP, KMJM.

TARA KEMP Hold You Tight (Big Beat/Giant)

73% of our reporting stations on it. Rotations: Heavy 0/0, Medium 5/0, Light 64/26, Total Adds 26 including WXYV, WILD, WKYS, WYEE, KJMJ, K97, WYLD, WOWI, KJLH, WUJM. Debuts at number 40 on the Urban Contemporary chart.

NEW & ACTIVE

JASMINE GUY "Another Like My Lover" (WB) 54/29

Rotations: Heavy 0/0, Medium 5/1, Light 49/29, Total Adds 29 including WDAS, WYLD, WNYK, WZAK, KPRS, WBLK, OC104, WRKE, WJZ, KBCE, Medium: KJLH, WQOK, Z16, WALT.

MAXI PRIEST "Just A Little Bit Longer" (Charisma) 49/7

Rotations: Heavy 3/0, Medium 25/0, Light 19/7, Total Adds 7, KPRD, WJZ, WFXA, KQXL, WFXE, WKX, XHRM, Heavy: WDAS, WMYX, WOWI, WTMP, KDAY, Mediums include: WILD, WBLB, WAMO, WHUR, WGZB.

GERALD ALSTON "Getting Back Into Love" (Motown) 48/47

Rotations: Heavy 0/0, Medium 3/0, Light 45/44, Total Adds 47 including WAMO, WHUR, WKYS, WGZB, K97, WYLD, WZAK, WTLK, KPRS, WMVP.

GEOFF McBRIDE "Doesn't That Mean Something" (Arista) 40/40

Rotations: Heavy 0/0, Medium 0/0, Light 40/40, Total Adds 40 including WDAS, WHUR, KMJQ, WGZB, WTLK, WMVP, KMJM, OC104, WRKE, WJZ.

CANDYMAN "Melt In Your Mouth" (Epic) 40/2

Rotations: Heavy 0/0, Medium 18/0, Light 22/2, Total Adds 2, WUJM, WQFX, Mediums include: K104, KHYS, WGZB, WYLD, WQVE.

BART SIMPSON "Do The Bartman" (Geffen) 39/9

Rotations: Heavy 1/0, Medium 14/0, Light 24/9, Total Adds 9, WAMO, KSOL, WJZ, WENN, WQMG, WJLS, WQOK, K96-FM, WYOL, Heavy: WRKE, Mediums include: KMJQ, OC104, KQXL, WQOK, WQDM.

SHAWN CHRISTOPHER "Another Sleepless Night" (Arista) 37/37

Rotations: Heavy 0/0, Medium 0/0, Light 37/37, Total Adds 37 including WAMO, K97, WJLB, WTLK, WBLK, OC104, WRKE, WJZ, KBCE, WFXA.

DANA DANE "A Little Bit Of Dane Tonight" (Profile) 37/1

Rotations: Heavy 0/0, Medium 15/0, Light 22/1, Total Adds 1, WJHM, Mediums include: K104, KMJQ, WOWI, WZAK, WJLB.

BARBARA WEATHERS "My Only Love" (Reprise) 35/6

Rotations: Heavy 0/0, Medium 10/0, Light 26/6, Total Adds 6, WLD, KMJQ, WOWI, WZAK, WJZ, WZFX, Mediums include: K97, KQXL, WQOK, WELP, KFXZ.

DORIAN "Thrill" (Black Forest) 36/6

Rotations: Heavy 1/0, Medium 4/0, Light 31/6, Total Adds 6, WDAS, WOWI, KFXZ, KPR, WYOL, Heavy: KMJQ, Medium: K97, Z16, KDKS, KDAY.

MARION MEADOWS "The Real Thing" (Novus/RCA) 35/3

Rotations: Heavy 1/0, Medium 13/0, Light 21/3, Total Adds 3, XPRS, HOT105, WQZZ, Heavy: K104, Mediums include: WBLB, WDAS, WHUR, K97, WMYX.

BLACK FLAMES "Let Me Show You" (OBR/Columbia) 32/19

Rotations: Heavy 0/0, Medium 0/0, Light 32/19, Total Adds 19 including WAMO, WGZB, K97, WOWI, WMVP, KMJM, WRKE, KBCE, WPAL, WJTT.

M.C. HAMMER "Here Comes The Hammer" (Capitol) 27/8

Rotations: Heavy 0/0, Medium 8/1, Light 19/7, Total Adds 8, WAMO, WKYS, WYEE, K97, WHOT, WOWI, WQDM, WAGH, Mediums include: WZAK, WJZ, Z16, WEDR, WAMM.

SALT-N-PEPA "Do You Want Me" (Next Plateau) 25/11

Rotations: Heavy 0/0, Medium 4/0, Light 22/11, Total Adds 11 including KHYS, KMJQ, WQOK, WPEG, WZFX, KFXZ, WKX, WQOK, WQZZ, WTLZ, Medium: K97, WFXA, Z16, KDAY.

MOST ADDED

ALEXANDER O'NEAL (78)
FREDDIE JACKSON (74)
GERALD ALSTON (47)
GEOFF McBRIDE (40)
SHAWN CHRISTOPHER (37)
JASMINE GUY (29)
TARA KEMP (25)
TROOP (23)
MARIAH CAREY (22)
SPECIAL ED (22)

HOTTEST

PEBBLES (77)
JANET JACKSON (66)
JEFFREY OSBORNE (63)
SURFACE (50)
EN VOGUE (32)
KEITH SWEAT (31)
TEENA MARIE (24)
C & C MUSIC FACTORY (20)
MICHELLE (16)
LL COOL J (12)

TOP 10

RECURRENTS
LW TW
3 1 GUY/Wanna
1 2 W. HOUSTON/I'm
4 3 R. TRESVANT/Sensitivity
2 4 T. CAMPBELL/Round
— 5 DNA I/S. VEGA/Tom's
— 6 F. JACKSON/Love
7 7 M. CAREY/Love
6 8 WHISPERS/My
5 9 BELL BIV BEVOE/B.B.D.
10 10 G. ALSTON/Slow

SIGNIFICANT ACTION

TROOP "I Will Always Love You" (Atlantic) 24/23

Rotations: Heavy 0/0, Medium 3/2, Light 21/21, Total Adds 23 including WDAS, WUSL, WAMO, KHYS, WHOT, WOWI, WZAK, KMJM, KSOL, WENN, Medium: K97.

DEEE-LITE "Power Of Love" (Elektra) 24/18

Rotations: Heavy 0/0, Medium 0/0, Light 24/18, Total Adds 18 including WBLB, KMJQ, WOWI, WJLB, WJZ, WQOK, WELP, Z16, WFXM, WPGA.

SPECIAL ED "Come On, Let's Move It" (Profile) 23/22

Rotations: Heavy 0/0, Medium 0/0, Light 23/22, Total Adds 22 including KMJQ, K97, WZAK, WJLB, WJZ, KBCE, WFXA, WATV, WENN, WPAL.

SPUNKADELIC "Boomerang" (SBK) 20/20

Rotations: Heavy 0/0, Medium 0/0, Light 20/20, Total Adds 20 including K97, WJLB, WTLK, KBCE, WQOK, WENN, WPAL, WZFX, WQFX, KFXZ.

EPMD "Gold Digger" (Def Jam/Columbia) 19/18

Rotations: Heavy 0/0, Medium 1/0, Light 18/18, Total Adds 18 including WAMO, KHYS, K97, WJLB, WJZ, KPRS, WJZ, KBCE, WAGH, WFXE, WQFX, Medium: KDAY.

JUNIOR "Better Part Of Me" (MCA) 18/13

Rotations: Heavy 0/0, Medium 0/0, Light 18/13, Total Adds 13 including WLD, KPRS, WJZ, WENN, Z104, WPGA, WBLK, HOT105, WAMM, K96-FM.

POISON CLAN "Dance All Night" (Luca/Arista) 18/5

Rotations: Heavy 0/0, Medium 0/0, Light 18/5, Total Adds 5, K97, WOWI, KPRD, KJZ, KDAY.

ONE CAUSE ONE EFFECT "Midnight Lover" (Bust II/Capitol) 14/8

Rotations: Heavy 0/0, Medium 3/0, Light 11/8, Total Adds 8, WPAL, WQFX, KPR, WALT, KDKS, WANM, WTMP, KDAY, Medium: K97, WJLB, WQOK.

MONIE LOVE "It's A Shame" (WB) 12/12

Rotations: Heavy 0/0, Medium 0/0, Light 12/12, Total Adds 12 including WBLB, WKYS, KMJQ, WOWI, KMJM, KSOL, WPAL, WQDM, WZFX, WYOL.

OMAR CHANDLER "Do You Really Want It" (MCA) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11 including K97, WOWI, WBLK, KQXL, WPEG, WJTT, WZFX, WELP, KDKS, WANM.

DIMPLES "They're Trying To Take Your Job" (Blue Forest) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11 including WJZ, KQXL, WQFX, Z16, WFXM, WPGA, WALT, WEDR, KDKS, WANM.

TODAY "I Wanna Come Back Home" (Motown) 11/10

Rotations: Heavy 0/0, Medium 0/0, Light 11/10, Total Adds 10, KHYS, K97, KQXL, WQFX, WPGA, KMJQ, WANM, WTLZ, WYOL, XHRM.

K SOLO "Your Mom's In Our Business" (Atlantic) 11/1

Rotations: Heavy 0/0, Medium 0/0, Light 9/1, Total Adds 1 including WQFX, Medium: K97, WJZ, Light: WUSL, WGZB, WPAL, XHRM, WZFX.

NEW ARTISTS

Reports/Adds

1	BART SIMPSON/Do The Bartman (Geffen)	39/9
2	SHAWN CHRISTOPHER/Another Sleepless Night (Arista)	37/37
3	DANA DANE/A Little Bit Of Dane Tonight (Profile)	37/1
4	DORIAN/Thrill (Black Forest)	36/6
5	MARION MEADOWS/The Real Thing (Novus/RCA)	35/3
6	LOVE & LAUGHTER/I Surrender (SBK One)	28/0
7	SPECIAL ED/Come On, Let's Move It (Profile)	23/21
8	SPUNKADELIC/Boomerang (SBK)	20/20
9	EPMD/Gold Digger (Def Jam/Columbia)	19/18
10	POISON CLAN/Dance All Night (Luca/Arista)	18/5

New artists have not yet had a UC Breaker.

Get the *Exclusive*
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- Personable and experienced broadcast meteorologists
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**MAVIS
STAPLES**

**JASMINE
GUY**

**MONIE
LOVE**

**TARA
KEMP**



"MELODY COOL"

**LAST WEEK:
URBAN
BREAKERS.**

**THIS WEEK:
UC CHART:
DEBUT **36****

**65 UC
REPORTERS
- 69%**



**"ANOTHER LIKE
MY LOVER"**

**MOST ADDED
AGAIN!**

**54 UC
REPORTERS
- 57%
... AND
BREAKER
BOUND!**



"IT'S A SHAME"

ALREADY ON:

**WUSL
WKYS
KMJQ
WOWI
KMJM
KSOL
WPAL
WWDW
WZFX
WVOI
KDAY
XHRM**



"HOLD YOU TIGHT"

**URBAN
BREAKERS.**

**MOST ADDED
AGAIN!**

**69 UC
REPORTERS
- 73%**

STONE COLD HIT

"Stone Cold Gentleman"

The Follow-Up To

The #1 Single

"Sensitivity"

From The Platinum

Self-Titled Debut



RALPH TRESVANT

© 1991 MCA Records, Inc.

Produced By Daryl Simmons And Kayo For LaFace, Inc. ▲ Executive Producer: Loui Silas, Jr. ▲ Management: Larkin Arnold MCA

180 REPORTERS		JANUARY 18, 1991		Reports/Adds	Heavy	Medium
1	1	1	1	171 =/0	126 =	45 +
2	2	2	2	161 +/1	108 +	35 -
3	3	3	3	152 -/4	119 +	24 -
4	4	4	4	171 /5	70	78
5	5	5	5	154 =/3	82 +	59 -
6	6	6	6	153 +/3	73 +	68 -
7	7	7	7	158 +/0	73 +	66 -
8	8	8	8	137 -/1	71 -	52 -
9	9	9	9	162 +/25	50 +	90 +
10	10	10	10	142 +/14	51 -	80 +
11	11	11	11	107 -/1	86 -	18 =
12	12	12	12	125 +/13	49 +	67 +
13	13	13	13	123 +/30	45 -	64 +
14	14	14	14	109 -/2	69 -	36 =
15	15	15	15	101 -/1	74 -	21 -
16	16	16	16	132 +/12	39 +	63 =
17	17	17	17	136 +/35	19 -	50 +
18	18	18	18	112 -/3	23 +	51 +
19	19	19	19	120 -/3	25 +	60 -
20	20	20	20	106 -/2	39 +	56 -
21	21	21	21	121 +/14	17 +	64 +
22	22	22	22	87 -/1	33 -	42 -
23	23	23	23	126 =/3	17 +	58 +
24	24	24	24	95 -/0	26 =	59 =
25	25	25	25	93 +/30	15 -	39 +
26	26	26	26	92 -/1	9 -	47 -
27	27	27	27	79 -/1	12 +	52 -
28	28	28	28	74 +/16	8 +	48 +
29	29	29	29	85 -/1	8 -	52 -
30	30	30	30	70 +/5	11 +	41 +
31	31	31	31	57 -/1	18 -	33 -
32	32	32	32	69 -/0	10 =	32 =
33	33	33	33	51 -/0	8 -	35 -
34	34	34	34	82 +/29	4 +	19 +
35	35	35	35	70 +/7	5 +	31 +
36	36	36	36	41 -/12	15 -	19 -
37	37	37	37	62 =/4	6 +	23 =
38	38	38	38	47 -/1	9 -	27 -
39	39	39	39	30 -/1	14 -	11 =
40	40	40	40	32 -/0	9 -	12 -

BREAKERS

DAVID LEE ROTH
A Little Ain't Enough (WB)
95% of our reporters on it.

MOST ADDED

SCORPIONS (35)
BLACK CROWES (30)
WINGER (30)
FIREHOUSE (29)
ROGER McGUIINN (25)
LIVING COLOUR (21)
DRIVIN' N' CRYIN' (19)
TRIXTER (19)
CHRIS ISAAK (18)
LYNCH MOB (17)

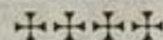
HOTTEST

ZZ TOP (126)
TESLA (119)
AC/DC (108)
BAD COMPANY (86)
DAMN YANKEES (82)
VAUGHAN BROTHERS (74)
ERIC JOHNSON (73)
KING'S X (73)
CINDERELLA (71)
DAVID LEE ROTH (70)



"PERFECT ABSOLUTION"

THE FIRST TRACK AND VIDEO FROM THE SELF-TITLED DEBUT ALBUM



Rock 'N' Roll At Its Absolute Best.



PRODUCED BY GODFREY DIAMOND
CO-PRODUCED BY STEVE NAPOLEON
MANAGEMENT DIRECTOR LIZZARDI
AND MICHAEL ROTENBERG FOR
GALLIN MOREY ASSOCIATES
© 1991 THE DAVID GEFEN COMPANY

Wk	TW	Artist/Track (Label)
1	1	HAPPY MONDAYS/Pills, Thrills, And Bellyaches (Elektra)
3	2	SISTERS OF MERCY/Vision Thing (Elektra)
2	3	CHARLATANS U.K./Some Friendly (Beggars Banquet/RCA)
8	4	STING/All This Time (Track) (A&M)
9	5	REPLACEMENTS/All Shook Down (Sire/Reprise)
10	6	LUSH/Gala (4AD/Reprise)
12	7	CHRIS ISAAK/Heart Shaped World (Reprise)
18	8	JESUS JONES/Right Here Right Now (Track) (SBK)
8	9	DANIELLE DAX/Blast The Human Flower (Sire/WB)
4	10	VARIOUS ARTISTS/Red Hot & Blue (Chrysalis)
7	11	TRASH CAN SIMATRAS/Cake (Go!Discs/Polydor)
11	12	INXS/X (Atlantic)*
22	13	DANIEL ASH/This Love (Track) (Beggars Banquet/RCA)
5	14	ECHO & THE BUNNYMEN/Reverberation (Sire/WB)
14	15	MISSION U.K./Grains Of Sand (Mercury)*
16	16	JANE'S ADDICTION/Ritual De Lo Habitual (WB)
20	17	POGGUES/Hell's Ditch (Island)
21	18	PRIMAL SCREAM/Come Together (EP) (Sire/WB)
15	19	DARLING BUDS/Crawdaddy (Columbia)
23	20	THEY EAT THEIR OWN/They Eat Their Own (Relativity)
17	21	CONNELLS/One Simple Word (TVT)
30	22	JELLYFISH/Bellybutton (Charisma)
27	23	INSPIRAL CARPETS/ile (Mute/Elektra)
25	24	AN EMOTIONAL FISH/An Emotional Fish (Atlantic)
26	25	GOD GOD DOLLS/Hold Me Up (Metal Blade/WB)
18	26	BUCK PETS/Mercurytone (Island)
23	27	HIGH/Somewhere Soon (London/Polydor)
13	28	MORRISSEY/Bona Drag (Sire/Reprise)
20	29	LIVING COLOUR/Time's Up (Epic)
30	30	FALLING JOYS/Wish List (Network/RS)

*Keeps a bullet due to continued growth.

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
CHRIS ISAAK STING HAPPY MONDAYS CHARLATANS U.K. SISTERS OF MERCY INXS	CHICKASAW MUDD PUPPIES ENIGMA RIDE BOOK OF LOVE ROGER McGUINN	HAPPY MONDAYS CHRIS ISAAK CHARLATANS U.K. SISTERS OF MERCY STING THEY EAT THEIR OWN JANE'S ADDICTION POP WILL EAT ITSELF



RIDE • NOWHERE

THE NEW ALBUM (A 7 26462)

AVAILABLE ON SIRE/REPRISE CASSETTES AND COMPACT DISCS. © 1991 SIRE RECORDS COMPANY

AOR TRACKS

Continued from Page 78

MOST ADDED	HOTTEST	MOST REQUESTED
QUEEN/Headlong (163) KNACK/Rocket (96) BLACK CROWES/She (51) SCORPIONS/Don't (49) WINGER/Easy (36) FIREHOUSE/Treat (29) STEVE WINWOOD/Another (27) LYNCH MOB/River (24) ROGER McGUINN/King (24) LIVING COLOUR/Love (23) QUEENSRYCHE/Silent (23)	TESLA/Signs (118) STING/All (116) AC/DC/Moneytalks (107) ZZ TOP/Give (95) BAD COMPANY/Needed (86) KING'S X/Its (73) DAMN YANKEES/Runaway (72) CINDERELLA/Shelter (71) ERIC JOHNSON/Righteous (70) DAVID LEE ROTH/LI' (70) VAUGHAN BROS/Telephone (67)	TESLA/Signs (52) DAVID LEE ROTH/LI' (48) AC/DC/Moneytalks (47) KING'S X/Its (25) STING/All (23) ERIC JOHNSON/Righteous (21) JANE'S ADDICTION/Caught (19) DAMN YANKEES/Runaway (18) BAD COMPANY/Needed (15) QUEEN/Headlong (15) BLACK CROWES/She (11) WARRANT/Red (11)

NEW & ACTIVE

CRY WOLF "Pretender" (Grand Slam/RS) 28/9 (19/19)

Adds including KISW, KMLX, WAPL, KEZE, WQZ, WOLF, WPGU. Medium 5 including KBP, KLAQ, WAZU.

RHINO BUCKET "One Night Stand" (Reprise) 28/7 (21/21)

Adds: WJLY, WSHS, WQFM, KRQQ, WQV, KNAC, KQOS. Medium 4: WYYY, KBP, WAZU, WXQR.

LYNCH MOB "River Of Love" (Elektra) 27/24 (3/2)

Adds including WMMR, KRQQ, WQHA, WPOH, KXEG, WRCQ, WEGR, WLAV, KEZO, KXDJ. Heavy 2: KBER, KNAC. Medium 6 including WQOR.

BLUE RODEO "Th I Am Myself Again" (East West) 28/11 (17/17)

Adds including KLOL, WEZK, WPHY, WJZN, WZL, KFAM. Medium 9 including WHFS, WTPA, KONA, KFML.

STEVE VAI "For The Love Of God" (Relativity) 25/10 (15/15)

Adds including WHUY, WLQ, KRQQ, KMLX, KFMH, KQHV, KQOR, KFML. Heavy 1: KRZQ. Medium 4 including WAZU, KXDJ.

ALIAS "Waiting For Love" (EMI) 22/8 (14/14)

Adds including KFMZ, KFML. Heavy 1: KFNA. Medium 13 including WRK, KQGO, KMBY, KSOY, KSEZ, KXFX, KATS.

SISTERS OF MERCY "More" (Elektra) 20/2 (23/3)

Adds: WLAV, KPOI. Medium 5: WHFS, WMMR, KRZQ, WXQR, KFML.

OUTFIELD "Take It All" (MCA) 19/18 (1/1)

Adds including WQHA, WRCQ, KMLX, KQOS, KSOY, KQHV, KQOR. Medium 11 including KFML.

COLIN JAMES "If You Lean On Me" (Virgin) 18/15 (3/2)

Adds including KRQQ, KXRX, WQHA, WTPA, WMAD, KFML, KSOY. Medium 9 including KSHS.

STYX "Not Dead Yet" (A&M) 18/3 (16/7)

Adds including KRQQ. Heavy 1: KONA. Medium 11 including WLLZ, WQHA, WRFX, WMF, WRCQ, WRDU, KPOI, KEZE, WYMA.

INXS "Bitter Tears" (Atlantic) 16/11 (5/3)

Heavy 3 including WMMR. Medium 12 including KRQR, WMAD, KSOY.

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED — This week's most added albums and tracks.

MOST REQUESTED — This week's most requested tracks.

HOTTEST — This week's albums and tracks receiving the most heavy reports.

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR Reports 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, of 1 million or more.

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.

250 REPORTS

A

AC/DC

Moneytalks (A&M)

LP: The Razor's Edge

Total Reports 130 505

Regional Search

E 42S F1 15S

S 35S F2 50S

W 52S F3 79S

N 21S

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

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ADDD 0

Total 10 38 62 130

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41-50 0 0 0 0

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76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

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2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

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2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

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6-15 0 0 0 0

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41-50 0 0 0 0

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76-100 0 0 0 0

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ADDD 0

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16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

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6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

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6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

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16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

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16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

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6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

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6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

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6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

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ADDD 0

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16-40 0 35 40 80

41-50 0 0 0 0

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41-50 0 0 0 0

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16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

2-5 0 0 0 0

6-15 0 0 0 0

16-40 0 35 40 80

41-50 0 0 0 0

51-75 0 0 0 0

76-100 0 0 0 0

Ch. Adds 1 0 0 0

ADDD 0

Total 10 38 62 130

Chart Summary

Pos. P1 P2 P3 Tot

2-5 0 0 0 0

INOSJ Continued

Table with columns for artist names (e.g., WEIR, KIMBLE, EYRE) and their respective chart positions and album titles.

Janet Jackson Continued

Table with columns for Janet Jackson's songs (e.g., MAKE A 2, WALK 2 1/2, WALK 1 1/2) and their chart positions.

Madonna Continued

Table with columns for Madonna's songs (e.g., MADONNA 30-30, MADONNA 2-25, MADONNA 16-27) and their chart positions.

George Michael Continued

Table with columns for George Michael's songs (e.g., GEORGE MICHAEL 1-1, GEORGE MICHAEL 1-1, GEORGE MICHAEL 1-1) and their chart positions.

CHRIS ISAAC Wicked Game (Reprise) LP: Heart Shaped World Total Reports 143 575

LL COOL J Around The Way... (Def Jam/Columbia) LP: Mama Said Knock You Out Total Reports 55 225

BETTE MIDLER Night And Day (Atlantic) LP: Some People's Lives Total Reports 64 265

GEORGE MICHAEL Waiting For That Day (Columbia) LP: Listen Without Prejudice Vol. 1 Total Reports 151 605

TARA KEMP Hold You Tight (Giant/WB) Total Reports 88 355

M.C. HAMMER Here Comes The Hammer (Capitol) LP: Please Hammer Don't Hurt 'Em Total Reports 72 295

GEORGE LAMOND & BRENDA K. STARR No Matter What (Columbia) LP: Bad Of The Heart Total Reports 56 265

NELSON After The Rain (DGC) LP: After The Rain Total Reports 200 805

JANEY JACKSON Love Will Never Do (Without...) (A&M) LP: Rhythm Nation 1814 Total Reports 284 985

MADONNA Rescue Me (Sire/WB) LP: The Immaculate Collection Total Reports 202 815

GEORGE MICHAEL Waiting For That Day (Columbia) LP: Listen Without Prejudice Vol. 1 Total Reports 151 605

MADONNA Breaker (Sire/WB) LP: The Immaculate Collection Total Reports 202 815

JANEY JACKSON Love Will Never Do (Without...) (A&M) LP: Rhythm Nation 1814 Total Reports 284 985

MADONNA Breaker (Sire/WB) LP: The Immaculate Collection Total Reports 202 815

GEORGE MICHAEL Waiting For That Day (Columbia) LP: Listen Without Prejudice Vol. 1 Total Reports 151 605

MADONNA Breaker (Sire/WB) LP: The Immaculate Collection Total Reports 202 815

JANEY JACKSON Love Will Never Do (Without...) (A&M) LP: Rhythm Nation 1814 Total Reports 284 985

MADONNA Breaker (Sire/WB) LP: The Immaculate Collection Total Reports 202 815

GEORGE MICHAEL Waiting For That Day (Columbia) LP: Listen Without Prejudice Vol. 1 Total Reports 151 605

MADONNA Breaker (Sire/WB) LP: The Immaculate Collection Total Reports 202 815



CHR NATIONAL AIRPLAY

P1

LW	TW	ARTIST/SONG	Label
1	1	JANET JACKSON/Love Will Never Do...	(A&M)
2	2	SURFACE/The First Time	(Columbia)
3	3	RALPH TRESVANT/Sensitivity	(MCA)
4	4	C & C MUSIC FACTORY/Gonna Make You Sweat	(Columbia)
5	5	MADONNA/Justify My Love	(Sire/WB)
6	6	DAMN YANKEES/High Enough	(WB)
7	7	WHITNEY HOUSTON/All The Man That I Need	(Arista)
8	8	WILL TO POWER/I'm Not In Love	(Epic)
9	9	BART SIMPSON/Do The Bartman	(Geffen)
10	10	CATHY DENNIS/Just Another Dream	(Polydor)
11	11	VANILLA ICE/Play That Funky Music	(SBK)
12	12	STEVIE B/Because I Love You	(The Postman Song) (LMR/RCA)
13	13	MARIAH CAREY/Someday	(Columbia)
14	14	TIMMY T./One More Try	(Quality)
15	15	KEITH SWEAT/I'll Give All My Love...	(Vintertainment/Elektra)
16	16	NELSON/After The Rain	(DGC)
17	17	CELINE DION/Where Does My Heart Beat Now?	(Epic)
18	18	INXS/Disappear	(Atlantic)
19	19	BETTE MIDLER/From A Distance	(Atlantic)
20	20	WILSON PHILLIPS/Ampulsive	(SBK)
21	21	MADONNA/Rescue Me	(Sire/WB)
22	22	WHITNEY HOUSTON/I'm Your Baby Tonight	(Arista)
23	23	AFTER 7/Heat Of The Moment	(Virgin)
24	24	MARIAH CAREY/Love Takes Time	(Columbia)
25	25	L.L. COOL J/Around The Way Girl	(Def Jam/Columbia)
26	26	UB40/The Way You Do The Things You Do	(Virgin)
27	27	TEVIN CAMPBELL/Round And Round	(Paisley Park/WB)
28	28	PEBBLES (BABYFACE)/Love Makes Things Happen	(MCA)
29	29	WARRANT/I Saw Red	(Columbia)
30	30	TRACIE SPENCER/This House	(Capitol)
31	31	DEEE-LITE/Grooves Is In The Heart	(Elektra)
32	32	OLETA ADAMS/Get Here	(Fontana/Mercury)
33	33	DNA I/SUZANNE VEGA/Tom's Diner	(A&M)
34	34	TARA KEMP/Hold You Tight	(Giant/WB)
35	35	BLACK BOX/Don't Know Anybody Else	(RCA)
36	36	POISON/Something To Believe In	(Capitol)
37	37	CHRIS ISAAK/Wicked Game	(Reprise)
38	38	IGGY POP w/KATE PIERSON/Candy	(Virgin)
39	39	GEORGE LAMOND & BRENDA K.STARR/No Matter	(Columbia)
40	40	STING/All This Time	(A&M)

57 Reporters

P2

LW	TW	ARTIST/SONG	Label
1	1	JANET JACKSON/Love Will Never Do...	(A&M)
2	2	SURFACE/The First Time	(Columbia)
3	3	WILL TO POWER/I'm Not In Love	(Epic)
4	4	RALPH TRESVANT/Sensitivity	(MCA)
5	5	NELSON/After The Rain	(DGC)
6	6	DAMN YANKEES/High Enough	(WB)
7	7	CATHY DENNIS/Just Another Dream	(Polydor)
8	8	STEVIE B/Because I Love You	(The Postman Song) (LMR/RCA)
9	9	BART SIMPSON/Do The Bartman	(Geffen)
10	10	INXS/Disappear	(Atlantic)
11	11	MADONNA/Justify My Love	(Sire/WB)
12	12	CELINE DION/Where Does My Heart Beat Now?	(Epic)
13	13	C & C MUSIC FACTORY/Gonna Make You Sweat	(Columbia)
14	14	WHITNEY HOUSTON/All The Man That I Need	(Arista)
15	15	VANILLA ICE/Play That Funky Music	(SBK)
16	16	KEITH SWEAT/I'll Give All My Love...	(Vintertainment/Elektra)
17	17	MARIAH CAREY/Someday	(Columbia)
18	18	WILSON PHILLIPS/Ampulsive	(SBK)
19	19	WARRANT/I Saw Red	(Columbia)
20	20	WINGER/Miles Away	(Atlantic)
21	21	BETTE MIDLER/From A Distance	(Atlantic)
22	22	AFTER 7/Heat Of The Moment	(Virgin)
23	23	CHRIS ISAAK/Wicked Game	(Reprise)
24	24	BAD COMPANY/If You Needed Somebody	(Alco)
25	25	DNA I/SUZANNE VEGA/Tom's Diner	(A&M)
26	26	STYX/Show Me The Way	(A&M)
27	27	AC/DC/Moneytalks	(Alco)
28	28	BREATHE/Does She Love That Man?	(A&M)
29	29	MADONNA/Rescue Me	(Sire/WB)
30	30	OUTFIELD/For You	(MCA)
31	31	STING/All This Time	(A&M)
32	32	TIMMY T./One More Try	(Quality)
33	33	CINDERELLA/Shelter Me	(Mercury)
34	34	WHITNEY HOUSTON/I'm Your Baby Tonight	(Arista)
35	35	DEBBIE GIBSON/Anything Is Possible	(Atlantic)
36	36	ALIAS/Waiting For Love	(EMI)
37	37	GEORGE MICHAEL/Waiting For That Day	(Columbia)
38	38	IGGY POP w/KATE PIERSON/Candy	(Virgin)
39	39	UB40/The Way You Do The Things You Do	(Virgin)
40	40	DARYL HALL & JOHN OATES/Don't Hold Back Your...	(Arista)

115 Reporters

P3

LW	TW	ARTIST/SONG	Label
1	1	JANET JACKSON/Love Will Never Do...	(A&M)
2	2	NELSON/After The Rain	(DGC)
3	3	WILL TO POWER/I'm Not In Love	(Epic)
4	4	SURFACE/The First Time	(Columbia)
5	5	INXS/Disappear	(Atlantic)
6	6	DAMN YANKEES/High Enough	(WB)
7	7	CATHY DENNIS/Just Another Dream	(Polydor)
8	8	BART SIMPSON/Do The Bartman	(Geffen)
9	9	RALPH TRESVANT/Sensitivity	(MCA)
10	10	MADONNA/Justify My Love	(Sire/WB)
11	11	WARRANT/I Saw Red	(Columbia)
12	12	WHITNEY HOUSTON/All The Man That I Need	(Arista)
13	13	CELINE DION/Where Does My Heart Beat Now?	(Epic)
14	14	STEVIE B/Because I Love You	(The Postman Song) (LMR/RCA)
15	15	KEITH SWEAT/I'll Give All My Love...	(Vintertainment/Elektra)
16	16	WINGER/Miles Away	(Atlantic)
17	17	STYX/Show Me The Way	(A&M)
18	18	WILSON PHILLIPS/Ampulsive	(SBK)
19	19	AC/DC/Moneytalks	(Alco)
20	20	DNA I/SUZANNE VEGA/Tom's Diner	(A&M)
21	21	BREATHE/Does She Love That Man?	(A&M)
22	22	MARIAH CAREY/Someday	(Columbia)
23	23	C & C MUSIC FACTORY/Gonna Make You Sweat	(Columbia)
24	24	VANILLA ICE/Play That Funky Music	(SBK)
25	25	BAD COMPANY/If You Needed Somebody	(Alco)
26	26	CHRIS ISAAK/Wicked Game	(Reprise)
27	27	OUTFIELD/For You	(MCA)
28	28	CINDERELLA/Shelter Me	(Mercury)
29	29	ROBERT PALMER/You're Amazing	(EMI)
30	30	DARYL HALL & JOHN OATES/Don't Hold Back Your...	(Arista)
31	31	IGGY POP w/KATE PIERSON/Candy	(Virgin)
32	32	DEBBIE GIBSON/Anything Is Possible	(Atlantic)
33	33	STING/All This Time	(A&M)
34	34	AFTER 7/Heat Of The Moment	(Virgin)
35	35	BETTE MIDLER/From A Distance	(Atlantic)
36	36	ALIAS/Waiting For Love	(EMI)
37	37	2NU/This Is Ponderous	(Atlantic)
38	38	GEORGE MICHAEL/Waiting For That Day	(Columbia)
39	39	PHIL COLLINS/Hang In Long Enough	(Atlantic)
40	40	MADONNA/Rescue Me	(Sire/WB)

78 Reporters

MOST ADDED HOTTEST

GLORIA ESTEFAN (41)	JANET JACKSON (29)
MADONNA (18)	C & C MUSIC (27)
ALIAS (8)	SURFACE (25)
FATHER MC (8)	TIMMY T. (23)
TARA KEMP (7)	DAMN YANKEES (21)
TRACIE SPENCER (7)	
TIMMY T. (7)	

MOST ADDED HOTTEST

GLORIA ESTEFAN (82)	JANET JACKSON (87)
MADONNA (56)	SURFACE (53)
PHIL COLLINS (26)	C & C MUSIC (39)
TIMMY T. (25)	RALPH TRESVANT (38)
ALIAS (22)	NELSON (29)

MOST ADDED HOTTEST

GLORIA ESTEFAN (84)	NELSON (36)
MADONNA (48)	JANET JACKSON (32)
PHIL COLLINS (31)	RALPH TRESVANT (31)
HEART (26)	SURFACE (28)
ALIAS (14)	BART SIMPSON (23)
GEORGE MICHAEL (14)	
TIMMY T. (14)	

PERFORMING WHERE PLAYED

Artist/Song/Label	Reports	Report %	Conversion %	Top 15 %
TIMMY T./One More Try (Quality)	144	58%	73%	29%
CHRIS ISAAK/Wicked Game (Reprise)	143	57%	94%	31%
BAD COMPANY/If You Needed Somebody (Alco)	131	52%	85%	47%
AC/DC/Moneytalks (Alco)	130	52%	97%	29%
DARYL HALL & JOHN OATES/Don't Hold Back Your Love (Arista)	129	52%	74%	7%
CINDERELLA/Shelter Me (Mercury)	126	50%	85%	16%
TRACIE SPENCER/This House (Capitol)	115	46%	69%	13%
IGGY POP w/KATE PIERSON/Candy (Virgin)	106	42%	85%	20%
PEBBLES (BABYFACE)/Love Makes Things Happen (MCA)	91	36%	71%	26%
TARA KEMP/Hold You Tight (Giant/WB)	88	35%	53%	4%
2NU/This Is Ponderous (Atlantic)	84	34%	75%	27%
OLETA ADAMS/Get Here (Fontana/Mercury)	81	32%	70%	11%
TESLA/Signs (Geffen)	80	32%	68%	7%
BLACK BOX/Don't Know Anybody Else (RCA)	78	31%	68%	15%
URBAN DANCE SQUAD/Deeper Shade Of Soul (Arista)	75	30%	59%	7%
HOUSE OF LORDS/Remember My Name (Simmons/RCA)	75	30%	57%	5%
MAXI PRIEST/Just A Little Bit Longer (Charisma)	75	30%	81%	18%
M.C. HAMMER/Here Comes The Hammer (Capitol)	72	29%	61%	2%
SLAUGHTER/Spent My Life (Chrysalis)	71	28%	68%	2%
L.L. COOL J/Around The Way Girl (Def Jam/Columbia)	55	22%	80%	36%
TONY! TONII! TONELI! Never Rains In Southern... (Ving/Mercury)	51	20%	55%	11%
GUY'S NEXT DOOR/I've Been Waiting For You (SBK)	51	20%	57%	14%
TEVIN CAMPBELL/Round And Round (Paisley Park/WB)	49	20%	65%	47%
CONCRETE BLONDE/Caroline (IRS)	44	18%	64%	4%
NEW KIDS ON THE BLOCK/Games (Columbia)	34	14%	56%	21%
CURE/Close To You (Elektra)	33	13%	67%	5%
BELL BIV DEVOTE/When Will I See You Smile Again (MCA)	30	12%	63%	11%
RED SPEEDWAGON/Halt Way (Epic)	27	11%	52%	0%
ANOTHER BAD CREATION/tesha (Motown)	26	10%	62%	31%

Note: See Parallels for a complete picture of station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart numbers. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.

PERFORMING WHERE PLAYED is a weekly listing of those records in New & Active and Significant Action which have a total of 25 or more reports with at least 50% of the airplay converted to chart that have not lost more than 5 stations from the previous week's total airplay. Note: See Parallels for a complete picture of all station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart numbers.

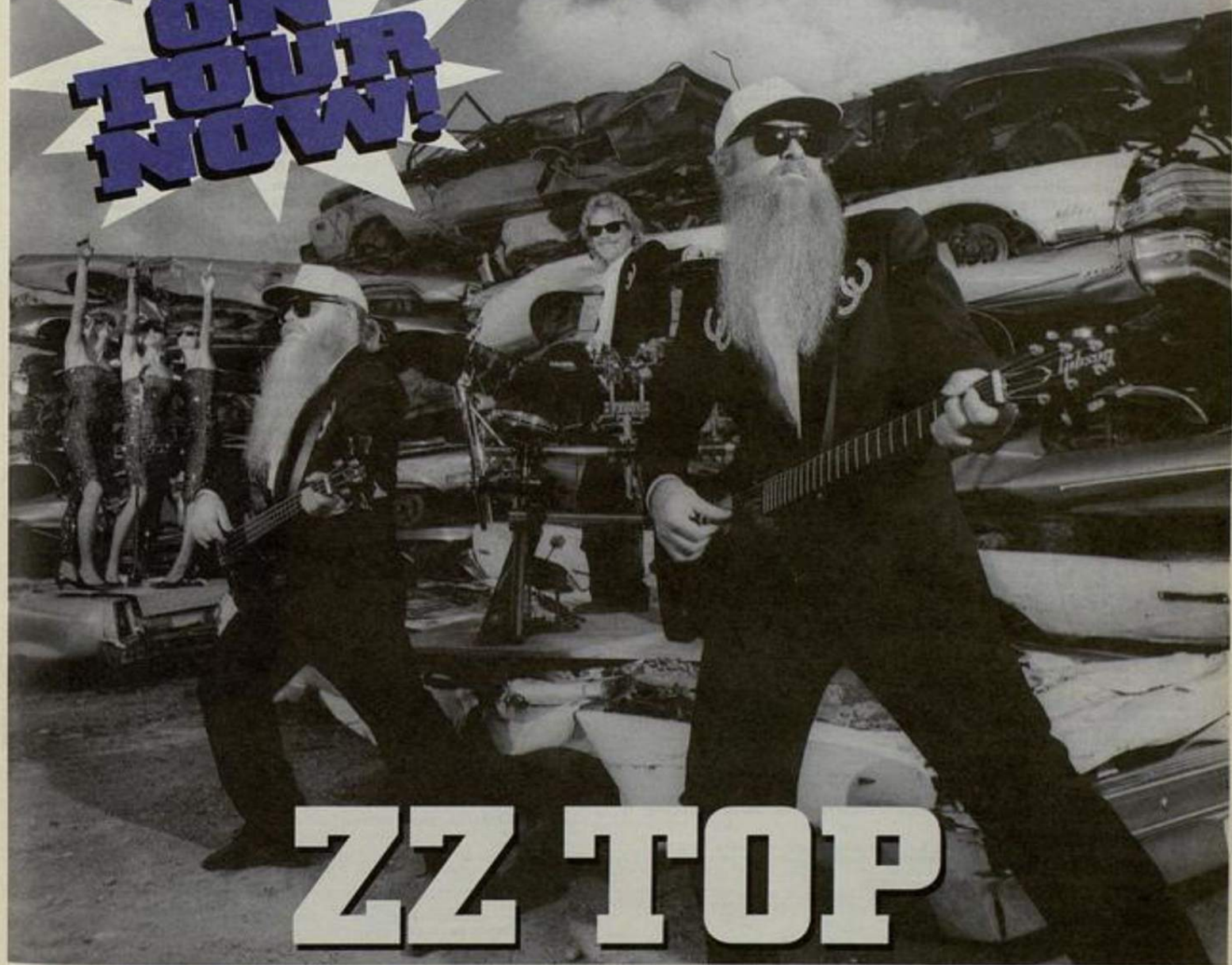
NEW ARTISTS

Rank	Artist/Song	Reports
1	TIMMY T./One More Try (Quality)	144
2	CHRIS ISAAK/Wicked Game (Reprise)	143
3	AC/DC/Moneytalks (Alco)	130
4	TRACIE SPENCER/This House (Capitol)	115
5	IGGY POP w/KATE PIERSON/Candy (Virgin)	106
6	TARA KEMP/Hold You Tight (Giant/WB)	88
7	2NU/This Is Ponderous (Atlantic)	84
8	OLETA ADAMS/Get Here (Fontana/Mercury)	81
9	HOUSE OF LORDS/Remember My Name (Simmons/RCA)	75
10	URBAN DANCE SQUAD/Deeper Shade Of Soul (Arista)	75

New artists have not yet had a CHR Breaker.

**"JUST CRANK IT UP
TO PATENT PENDING"**

**ON
TOUR
NOW!**



ZZ TOP

"GIVE IT UP"

ALBUM ① 15th WEEK!

**FROM THE SMASH ALBUM
RECYCLER**

TRACK: ③



Lone Wolf Management Company

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BREAKERS

MADONNA

Rescue Me (Sire/WB)

81% of our reporters playing it. Moves: Up 40, Debuts 27, Same 15, Down 0, Adds 120 including WBLI, WPLJ, Z100, WEGX, Y95, PWRP/G, Q105, WPHR, HOT102, KIIS. See Parallels, debuts at number 26.

GLORIA ESTEFAN

Coming Out Of The Dark (Epic)

75% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 187 including Z100, KEGL, Y100, Z95, KDWB, WL0L, Y108, KOY-FM, KZZP, HOT977. Complete airplay in Parallels.

ALIAS

Waiting For Love (EMI)

68% of our reporters playing it. Moves: Up 33, Debuts 61, Same 33, Down 0, Adds 44 including WXKS, WBLI, PRO-FM, PWR99, KEGL, Q102, KBEQ, KUBE, K96.7, I95. See Parallels, debuts at number 37.

AFTER 7

Heat Of The Moment (Virgin)

64% of our reporters playing it. Moves: Up 103, Debuts 19, Same 17, Down 3, Adds 18 including WPLJ, WAVA, WPHR, KUBE, WAEB, KC101, KIX106, KKYK, WGTZ, KWOD. See Parallels, moves 28-21.

STYX

Show Me The Way (A&M)

61% of our reporters playing it. Moves: Up 104, Debuts 21, Same 13, Down 0, Adds 15 including WAVA, Q102, KZZP, Y102, K106, WABB, K92, WGTZ, KJ103, KMYZ, KWSS. See Parallels, moves 39-29.

GEORGE MICHAEL

Waiting For That Day (Columbia)

60% of our reporters playing it. Moves: Up 36, Debuts 48, Same 27, Down 0, Adds 40 including WPLJ, B94, WPHR, KKRZ, KUBE, WNNK, WHYY, WMEC, KKSS, KXYQ. See Parallels, debuts at number 39.

NEW & ACTIVE

TIMMY T. "One More Try" (Quality)

Reports: 144. Moves: Up 26, Debuts 24, Same 17, Down 1, Adds 46 including B104, WEGX, WIOQ, KBEQ, WL0L, X100, KPLZ, HOT999, KX105, I95, HOT97 32-24, WPLJ 24-18, Z100 27-17, PWR99 23-7, B97 6-1, Q105 2-1. See Parallels, moves 40-24 on the CHR chart.

CHRIS ISAAK "Wicked Game" (Reprise)

Reports: 143. Moves: Up 105, Debuts 16, Same 11, Down 0, Adds 11, PRO-FM, PWR104, WLAN, WCKI, WDJX, WTFX, KKK, KANZ, WKZ, KQZ, KPRR, KEGL 11-10, Y100 20-14, KISN 9-4, Q106 17-10, KPLZ 11-9, Y102 24-14. See Parallels, moves 34-25 on the CHR chart.

BAD COMPANY "If You Needed Somebody" (A&M)

Reports: 131. Moves: Up 88, Debuts 7, Same 17, Down 2, Adds 19 including PWR99, KBEQ, WKKE, WSSX, FM100, WGTZ, KRVD, WTFX, KZ93, WZDQ, KQKQ, Q102 8-3, WZPL 5-3, Y108 25-20, WNNK 19-12, KQO 6-3. See Parallels, moves 38-29 on the CHR chart.

AC/DC "Moneytalks" (A&M)

Reports: 130. Moves: Up 103, Debuts 6, Same 16, Down 1, Adds 4, Q102, WSSX, KKK, WJAD, WAAL 27-18, WERZ 36-29, KQZ 21-17, WPTT 34-28, WKRZ 21-15, WYCR 18-13, I95 11-10, WQUT 20-15, KTUX 12-9, CK105 20-14, WXX 4-3, KYY 10-8. See Parallels, moves 36-30 on the CHR chart.

DARYL HALL & JOHN GATES "Don't Hold Back Your Love" (Arista)

Reports: 129. Moves: Up 70, Debuts 21, Same 25, Down 0, Adds 13 including WBLI, WPHR, WSPK, KZZB, PWR94, WRYQ, WTFX, Z99, KYRK, XLSDFM, Y100 25-18, KISN 33-27, FLY92 38-31, PWR92 38-33, WKRZ 40-34.

CINDERELLA "Shepherd Me" (Mercury)

Reports: 126. Moves: Up 88, Debuts 9, Same 27, Down 1, Adds 1, KYRK, B94 19-15, PIRATE 9-6, WAAL 28-24, JET-FM 24-20, WKKE 28-24, 9999H 37-32, WKRZ 26-20, WQUT 20-17, WHYY 22-15, Z102 29-22, KTUX 17-12, WGTZ 10-7, CK105 25-19, KATM 2-1. See Parallels, debuts at number 34 on the CHR chart.

TRACIE SPENCER "This House" (Capitol)

Reports: 115. Moves: Up 59, Debuts 15, Same 22, Down 0, Adds 19 including WIOQ, KEGL, KBEQ, WKBO, KS104, KXFR, KKRZ, WKKE, WYCR, Y107, KJ103, PRO-FM 31-24, WNVZ 27-15, KTFM 26-21, FM102 25-15, FLY92 25-19. See Parallels, debuts at number 38 on the CHR chart.

IGGY POP & KATE PIERSON "Candy" (Virgin)

Reports: 106. Moves: Up 87, Debuts 8, Same 24, Down 2, Adds 5, HOT102, WPKC, KMYZ, KKK, XLSDFM, PWR99 22-19, WHYY 23-20, X100 20-15, WAAL 12-10, PWR92 27-20, WPTT 21-16, WCGQ 28-22, WHYY 31-24, CK105 26-18, KSN2 25-18. See Parallels, debuts at number 35 on the CHR chart.

PEBBLES (BABYFACE) "Love Makes Things Happen" (MCA)

Reports: 91. Moves: Up 51, Debuts 4, Same 18, Down 0, Adds 17 including PWR99, WNVZ, HOT102, KDWB, Q106, WAAL, WKKE, KKYK, KZLU, KQVQ, WKKS 32-29, WPGC 11-9, KS104 6-5, KIS 27-21, KOY-FM 13-8, FM102 7-3. See Parallels, debuts at number 40 on the CHR chart.

TARA KEMP "Hold You Tight" (Giant/WB)

Reports: 88. Moves: Up 18, Debuts 15, Same 26, Down 0, Adds 29 including WZOU, WPLJ, Z100, Y100, WNVZ, WL0L, KGGI, HOT999, WQGN, K96.7, WKZL, WOKS 26-22, WPGC 27-23, KTFM 24-14, Q105 30-25, KZFM 39-30, WAPE 30-23.

CHICAGO "Chasin' The Wind" (Full Moon/Reprise)

Reports: 84. Moves: Up 8, Debuts 24, Same 26, Down 0, Adds 26 including Y106, KISN, WKKE, PWR92, WQGN, WCGQ, WHYY, WCKM, KQKQ, KYRK, 95XXX, WYBS, Y100 27-21, WKBO 37-29, WZKS 28-25, WHYY 37-27.

ZNU "This Is Ponderous" (Atlantic)

Reports: 84. Moves: Up 44, Debuts 10, Same 16, Down 2, Adds 12, WPHR, KBEQ, KKYK, KZLU, WQGN, KSN2, WKZ, KAK, KQZ, Y94, KFMW, KXFR, Y95 26-21, WNVZ 26-14, KS104 17-10, WZKS 28-23, WBBQ 40-25.

OLETA ADAMS "Get Here" (Fontana/Mercury)

Reports: 81. Moves: Up 38, Debuts 11, Same 17, Down 0, Adds 15 including WPLJ, FM102, X100, KC101, WBBQ, K106, KTUX, WPHR, KLUQ, WYBS, WZOU 11-6, Y100 10-9, PWR99 39-30, FLY92 21-16, WERZ 14-8, WLAN 32-23.

DEE-LITE "Power Of Love" (Elektra)

Reports: 80. Moves: Up 29, Debuts 2, Same 30, Down 0, Adds 19 including PWR99, KS104, KXFR, X100, FLY92, WNNK, WSPK, 9999Y5, K1067, KQKQ, KXSS, B97 26-24, WMAJ 28-24, KZFM 36-29, KYRK 31-23, WYBS 34-20.

TESLA "Signs" (Geffen)

Reports: 80. Moves: Up 36, Debuts 14, Same 14, Down 0, Adds 16 including WAAL, PWR92, WQGN, K106, K3106, WQUT, WKDD, CK105, KKRZ, K995, B98, B94 30-26, WKRZ 31-25, WHYY 37-26, KTUX 6-24, KMBZ 18-12, FM104 9-6.

BLACK BOX "I Don't Know Anybody Else" (RCA)

Reports: 79. Moves: Up 36, Debuts 3, Same 23, Down 0, Adds 6, Y106, PWR92, WBBQ, XLSDFM, WDRR, KBOZ, WOKS 5-4, WZOU 18-15, HOT97 4-2, WPLJ 30-25, FLY92 31-27, KZFM 23-14, KTUX 34-28, KXSS 9-5, WJAD 18-14, KISN 21-16.

URBAN DANCE SQUAD "Deeper Shade Of Soul" (Arista)

Reports: 75. Moves: Up 37, Debuts 2, Same 23, Down 0, Adds 12 including B4, WL0L, WSSX, WAPE, KXYK, WHYY, KXSS, B98, Q104, KYYQ, WPLJ 29-24, PWR92 33-28, KZFM 29-19, WABB 12-7, KHTK 23-19, KSN2 24-19.

HOUSE OF LORDS "Remember My Name" (Simon&Garcia)

Reports: 75. Moves: Up 30, Debuts 10, Same 30, Down 0, Adds 9, 9999Y5, G96, WYKS, WBNQ, KQ95, X100 30-26, WAAL 29-22, WKRZ 24-18, K2106 15-11, KTUX 32-27, FM104 25-19, WJMK 27-22, KSR 28-22, KFBQ 26-20, CK95 31-24.

MOST ADDED

GLORIA ESTEFAN (187)
MADONNA (129)
PHIL COLLINS (59)
TIMMY T. (46)
ALIAS (44)
HEART (44)
GEORGE MICHAEL/Waiting (40)
STING (35)
TARA KEMP (29)
MARIAH CAREY (26)
CHICAGO (26)

HOTTEST

JANET JACKSON (128)
SURFACE (106)
C & C MUSIC (81)
RALPH TRESVANT (81)
NELSON (73)
DAMN YANKEES (62)
VANILLA ICE (53)
BART SIMPSON (52)
WILL TO POWER (48)
TIMMY T. (45)

MAXI PRIEST "Just A Little Bit Longer" (Charisma)

Reports: 75. Moves: Up 43, Debuts 7, Same 21, Down 1, Adds 3, HOT97, WQBR, Y97, WNVZ 21-18, Q102 34-30, KISN 30-28, WBBQ 37-32, KZFM 21-15, WQUT 33-28, KZOU 27-20, WGTZ 13-10, G96 24-19, KFRK 26-21, WYFR 14-11, CK95 27-22.

DONNY OSMOND "Sure Lookin'" (Capitol)

Reports: 72. Moves: Up 12, Debuts 11, Same 24, Down 0, Adds 25 including PWR104, PWR99, WAAL, WYCR, WBBQ, K96.7, XLSDFM, WGTZ, KJ103, B98, KDWB 22-19, KZZB 36-29, KQZ 32-28, KKK 38-30, KYRK 28-21.

M.C. HAMMER "Here Comes The Hammer" (Capitol)

Reports: 72. Moves: Up 36, Debuts 2, Same 28, Down 0, Adds 8, WAAL, KXKK, 95XXX, G96, KSM6, K101, PWR99 32-23, KXFR 26-20, WKRZ 33-27, KZZB 28-22, KZFM 31-22, HOT95 25-19, KQKQ 28-20, KYRK 19-14, KAKS 34-28.

SLAUGHTER "Spend My Life" (Chrysalis)

Reports: 71. Moves: Up 39, Debuts 5, Same 19, Down 0, Adds 8, WQUT, K92, KKK, WKPE, KQMG, Z97, KMKC, KMTT, WAAL 39-36, WYCR 34-28, WYCR 29-24, WCGQ 39-34, WOKI 29-24, KTUX 29-20, KATM 13-8, WOMP 32-22.

GEORGE LAMOND & BRENDA K. STARR "No Matter What" (Columbia)

Reports: 66. Moves: Up 35, Debuts 3, Same 24, Down 0, Adds 2, WSPK, B94, WIOQ 19-14, WDFX 17-13, WHYY 15-11, HOT97 21-16, TIC-FM 28-24, WRFM 26-19, KZFM 18-10, KAT107 28-21, KXMG 16-12, KLUK 17-11, KYRK 14-9, WYFX 32-27, KFBQ 25-19.

BETTE MIDLER "Night And Day" (Atlantic)

Reports: 64. Moves: Up 6, Debuts 11, Same 26, Down 0, Adds 21 including KKRZ, KISN, WAAL, 9999H, Y102, K106, WCGQ, KZFM, WNNK, WANS, WARR, WNCJ 31-26, KZZB 37-30, KQZ 27-22, KN02 45-33.

PHIL COLLINS "Who Said I Would?" (Atlantic)

Reports: 59. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 59 including WPHR, WZPL, FLY92, WYSL, WERZ, PWR92, 9999H, WYCR, K2106, G105, PWR945, WDJX, K92, WKZL, KYRK.

L.L. COOL J "Around The Way Girl" (Del Jam/Columbia)

Reports: 55. Moves: Up 32, Debuts 3, Same 10, Down 2, Adds 8, WZOU, HOT97, Q105, WDFX, WAPE, CK105, KHTK, Y97, WOKS 11-7, WPLJ 32-26, Z100 30-25, WPGC 2-1, WNVZ 15-8, PWR106 11-7, KXFR 11-8, Q106 12-3, WCKZ 21-14.

TONY! TON! TONE! "It Never Rains In Southern California" (Wing-Mercury)

Reports: 51. Moves: Up 11, Debuts 9, Same 14, Down 1, Adds 16 including HOT102, KOY-FM, KISN, Q106, HOT95, KXYK, WHYY, CK105, KXMG, HOT949, WYBS 32-23, KTFM 30-25, KXFR 31-17, FM102 1-1, TIC-FM 38-33, KZZB 40-34, WBBQ 35-30.

GUYS NEXT DOOR "I've Been Waiting For You" (SBK)

Reports: 51. Moves: Up 19, Debuts 1, Same 20, Down 1, Adds 10, FLY92, WLAN, CK105, KJ103, KQKQ, WQGN, KXKK, KQAD, WOMP, KLYV, WHYY 24-18, WZPL 9-7, KZZB 20-15, KZFM 28-24, KBFM 30-26, KKK 16-12.

SIGNIFICANT ACTION

TEVIN CAMPBELL "Round And Round" (Paisley Park/WB)

Reports: 49. Moves: Up 12, Debuts 2, Same 7, Down 0, Adds 18 including KSAQ, Q105, KBEQ, KZZB, KZFM, WAPE, KXKR, KXSS, HOT949, WJMK, WNVZ 9-7, KTFM 16-8, PWR99 23-14, KDWB 19-9, FM102 11-7, WCKZ 11-8.

HEART "Scream" (Capitol)

Reports: 44. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 44 including 9999H, WPTT, WKRZ, K106, KZZB, K2106, WQUT, Z102, WGTZ, WQGN, FM104, KXYQ, KZLU, WJMK, KXKK.

CONCRETE BLONDE "Caroline" (IRS)

Reports: 44. Moves: Up 22, Debuts 4, Same 15, Down 0, Adds 3, WKBQ, WAAL, WPTT, KTUX 23-17, KATM 27-24, WYFX 37-33, G96 28-24, WJMK 28-20, KISR 37-33, KNN 26-20, WYFR 30-27, KFMW 40-34, KBOZ 36-33, KFTZ 33-25, CK95 35-30.

NEW KIDS ON THE BLOCK "Games" (Columbia)

Reports: 34. Moves: Up 8, Debuts 4, Same 11, Down 0, Adds 11, WOKS, WPGC, WPHR, Q106, WSPK, K96.7, KXFR, KQKQ, KKK, KKRZ, KXKK, WAVA 20-15, WDFX 23-18, WHYY 18-12, CK105 14-11, KXKR 35-30, KBNZ 33-27.

CURE "Close To Me" (Elektra)

Reports: 33. Moves: Up 19, Debuts 3, Same 11, Down 0, Adds 0, KXKB 28-28, K96.7 28-24, K106 25-22, G105 35-31, KBFM 40-37, KTUX 30-25, KATM 29-26, KKK 32-26, HOT949 18-15, Q104 33-30, KCHK 6-37, KFBQ 37-25, KMAK 38-34, CK95 35-30.

BELL BIV DEVOE "When Will I See You Smile Again" (MCA)

Reports: 30. Moves: Up 13, Debuts 5, Same 11, Down 0, Adds 1, KXKK, HOT97 30-26, KXFR 12-10, KOY-FM 24-18, FM102 15-8, WERZ 40-34, TIC-FM 30-22, WQGN 29-26, WCKZ 31-29, KXMG 30-23, WHYY 29-26, KFBQ 30-27.

SARA HICKMAN "I Couldn't Help Myself" (Elektra)

Reports: 29. Moves: Up 11, Debuts 2, Same 11, Down 0, Adds 5, X100, WYCR, KAKS, KISN, KBOZ, WERZ 26-23, WCGQ 6-36, KTFM 40-32, 9999Y5 30-25, KTUX 26-23, WYFX 40-37, B98 30-27, KXKK 39-35.

RED SPEEDWAGON "Half Way" (Epic)

Reports: 27. Moves: Up 8, Debuts 5, Same 10, Down 0, Adds 4, WQUT, KISR, KLVN, WCL, WKBO 6-37, KISN 6-34, WOMP 37-34, WJMK 30-23, KLYV 35-28, KTFM 28-25, KFMW 36-28, CK95 6-38.

FATHER MC "I Do 4 U" (MCA)

Reports: 26. Moves: Up 5, Debuts 1, Same 5, Down 0, Adds 14, including WNVZ, KTFM, WHYY, HOT102, WL0L, KS104, KIS, PWR106, WKSS, B94, PWR99 40-35, KXFR 27-22, Q106 14-6, KMEI 10-8, KZFM 6-35.

ANOTHER BAD CREATION "Iesha" (Motown)

Reports: 26. Moves: Up 7, Debuts 3, Same 4, Down 1, Adds 11, KTFM, HOT102, KXFR, HOT97, Y107, WGTZ, CK105, B4, KQAD, KDON, WJAD, KS104 18-14, KOY-FM 16-11, FM102 16-5, KXMG 24-14, WBBQ 30-20.

GERARDO "Rico Suave" (Interscope/East West)

Reports: 23. Moves: Up 2, Debuts 3, Same 1, Down 0, Adds 17 including KTFM, FM102, G106, KMEI, HOT97, FLY92, KBFM, KQVQ, HOT949, KQ95, KIS 6-29, KXFR 30-23, KOY-FM 30-20, KZFM 6-36, KCHK 6-36.

GARY MOORE "Sittin' Got The Blues" (Charisma)

Reports: 23. Moves: Up 4, Debuts 3, Same 6, Down 0, Adds 10, WPTT, WBBQ, K2106, WCGQ, WZYP, WRYQ, WKSF, Q104, WLN, KFLZ, 9999H 6-33, WQUT 6-39, KBFM 6-39, KTUX 35-26, KFRS 37-30.

CANDYMAN "Melt In Your Mouth" (Epic)

Reports: 20. Moves: Up 9, Debuts 1, Same 9, Down 0, Adds 1, WFMF, PWR96 on-dp, HOT97 8-7, FLY92 32-29, KZFM 34-26, KXKR on-dp, I94 22-17, KDON 6-29.

JELLYBEAN "What's It Gonna Be" (Atlantic)

Reports: 19. Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 11, WNVZ, KMEI, WFMF, KFRR, Y107, KXMG, WYFR, WOMP, WQKA, WYBS, WYFR, HOT97 56, WPGC on-dp, WL0L on-dp, PWR106 6-37.

GEORGE MICHAEL "Mother's Pride" (Columbia)

Reports: 18. Moves: Up 4, Debuts 1, Same 2, Down 0, Adds 11, KXKK, WNCI, KOY-FM, KZZP, KQKQ, FM102, WAEB, HOT999, 9999Y5, WYCR, KXYQ, PWR99 30-23, WJAD 30-26, WDJX 6-25, CK105 40-34.

YOUNG M.C. "Pick Up The Pace" (Delicious Vinyl/Island)

Reports: 17. Moves: Up 7, Debuts 2, Same 5, Down 1, Adds 2, KXFR, WYFX, WNVZ 24-13, WL0L 26-23, HOT97 16-14, KZFM 33-25, KXFR 6-37, KXSS 12-8, KXKK 16-13, KXMG 34-30, KYRK 6-35.

EN YOGUE "You Don't Have To Worry" (Atlantic)

Reports: 16. Moves: Up 10, Debuts 1, Same 4, Down 0, Adds 1, WNVZ, WPGC 17-13, KTFM 22-15, PWR106 24-20, KXFR 28-25, KMEI 11-10, HOT97 7 on-dp, KZFM 26-12, I94 6-24, KDON 27-19.

TRICIA LEIGH FISHER "Let's Make The Time" (A&M)

Reports: 13. Moves: Up 6, Debuts 0, Same 7, Down 0, Adds 0, WLAN 29-25, 9999H on-dp, WYFX 39-35, KNOE on-dp

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