

**I N S I D E:**

**NARAS TO RADIO: PLEASE IDENTIFY ARTISTS**

**NARAS** President **Michael Greene** makes the case for back and front-announcing artists on the radio — for the sake of new artists trying to establish an identity, and veteran artists maintaining their sales momentum.

Page 3

**TIME FOR TALK ON FM?**

Consultant **Rick Sklar's** perspective is that FM is suffering from "musical overload," and there's a wide-open gap for talk and other non-music programming on the dominant band.

Page 38

**ESTABLISHING 'THE EDGE'**

Alternative rock has been a buzzword in radio/record circles for some time. Now "Classic Rock" pioneer **Fred Jacobs** bows his youth-oriented new music "Edge" format, attempting to route the alternative into the mainstream.

Page 3

**WE'RE TALKIN' NAC**

As New AC (NAC) stations of many stripes prepare to add air personalities, two PDs in the midst of the transition from the jockless approach voice their reasons for injecting the human element into the format.

Page 59

**AOR REPORT CARD, COUNTRY MARKET LEADERS**

The dazzlingly comprehensive quarterly AOR scoreboard shows odd but positive results for the format, while Country programmers whose stations top their markets reveal how their feats were accomplished.

Page 54, 60

**BIG-BUCKS TRANSACTION WEEK:**

Almost \$300 million was chalked up in this week's radio transactions. **Malrite's** LBO was valued at \$170 million, its sale of **KKHT/Houston** to **Emmis** added another \$24 million, and the **WFAN/WEVD** flip accounted for \$70 million more.

Page 9

Newsstand Price \$5.00



**Teller To MCA Records As President/COO**

**Roth Sr. VP/MCA Music Entertainment Group**

Former CBS Records President **Al Teller** has been named President/COO at MCA Records and VP of MCA Inc. He will oversee worldwide MCA Records operations and report directly to MCA Music Entertainment Group Chairman **Irving Azoff**. Former MCA Records President **Myron Roth**, who had held that post since 1986, segues to the MCA Music Entertainment Group as Sr. VP, where he will be involved with decisions concerning the group.



**Al Teller**

"I'm extremely excited that the next phase of MCA Records will be led by **Al Teller**," **Azoff** commented. "His experience, knowledge, and enthusiasm for the record industry make him the perfect person to lead our MCA Records team."

TELLER/See Page 34

**Abrams Joins Z-Rock, Shamrock**

**Shamrock Realignment Ups Haggerty, Lynett, Duffy**

Months of speculation regarding **Lee Abrams** was laid to rest this week when Satellite Music Network named the veteran consultant Managing Director of Z-Rock. PD **Wild Bill Scott** and Programming Coordinator **Boobie Bondage** have resigned and will relocate to Los Angeles.

In an unrelated move, **Shamrock Communications** has named **Abrams** Director/Corporate Programming of the nine-station chain. The hiring of **Abrams** is part of a realignment of **Shamrock's** top management. President **James Haggerty** has been named Board Chairman, VP/CEO **William Lynett** has replaced **Haggerty** while continuing as CEO, and VP/Sales **George Duffy** is the new COO.



**Lee Abrams**

The announcement of **Abrams's** involvement with SMN took much of the industry by surprise, since he had been working with **Quantum Media** on a satellite-delivered hard rock format — dubbed "Radio Lisa" and named after **Abrams's** daughter — since last fall.

"My arrangement with **Quantum** was up August 1, and I decided not to renew the option with them," **Abrams** told R&R. "It was just at the point where I couldn't wait any more. Then SMN called and we decided to just get on with it and put this revolutionary new format where Z-Rock is. I've been given a mandate to do whatever it takes to make the thing successful beyond everyone's imaginations — bigger than 'Superstars' ever was. It's not going to be an automation alternative. It's going to be a real national superstation. We're going after big markets, big ratings — the works."

**Abrams** said Z-Rock has always had tremendous potential, but cited several problems he plans to correct. "It's a bit too underground, almost reminiscent of the early '70s when you had progressive stations and then commercial AORs

ABRAMS/See Page 32

**Isgro Suit Vs. MCA, WCI Dismissed**

**Judge Reverses Earlier Decision; MCA Racketeering Suit Against Isgro Proceeds**

A federal judge in Los Angeles this week abruptly dismissed independent record promoter **Joe Isgro's** multimillion-dollar antitrust lawsuit against **MCA Records** and **Warner Communications**. The trial was to have begun in two months.

US District Court Judge **Consuelo Marshall** reversed her own decision made earlier this year to deny an MCA motion for dismissal of the case. While Judge **Marshall** admitted that no new facts have surfaced since that time, she said MCA's motion for reconsideration of the decision caused her to review the case, after which she changed her mind.

Originally filed two-and-a-half years ago, **Isgro's** suit accused virtually all of the major labels and the Recording Industry Association of America (RIAA) of conspiring to boycott his services. With the exception of **MCA** and **Warner Bros.**, the defendants eventually nego-

tiated out-of-court settlements with **Isgro**.

The decision left **Isgro** counsel **Steven Cannata** incredulous. "No new arguments were cited, and our responses haven't changed," he explained. "We're working with the same cases, the same facts, the same judge. There's nothing new under the sun. Based on those ingredients, you would think the result would be the same, but it wasn't." **Cannata** said he will appeal the ruling.

**MCA** outside counsel **Brad Phillips** was delighted by the outcome. "I commend her decision to reread the cases, and then to rule that we were right the first time the motion (to dismiss the case) was introduced," he said. Also at the hearing, Judge **Marshall** affirmed **MCA's** racketeering suit against **Isgro**, but dismissed a similar complaint by **WB** on technical grounds. She gave **Warner Bros.** 30 days to amend its suit.

**Hillier, Renier, Smith New Emmis VP/GMs**



**Chuck Hillier**

**Mark Renier**

**Jim Smith**

**Emmis Broadcasting**, which will take over **NBC-owned WKQX (Q101)/Chicago**, **WJIB/Boston**, and **KYUU/San Francisco** in mid-September, has announced VP/GMs for those properties.

**Hillier**, **Newmark**, **Wechsler & Howard** founding principal and Exec. VP/Midwest Division **Chuck Hillier** will manage **WKQX**. **WENS/Indianapolis** **GSM** **Mark Renier** will transfer

to **WJIB**, and **KWSS/San Jose** VP/GM **Jim Smith** will manage **KYUU**.

**Emmis Exec. VP/Operations** **Doyle Rose** commented, "Jim has extensive experience in **CHR**, has lived and worked in the Bay Area for years, and spent a number of years at another **NBC** property (**Q101**). He's the perfect player for **CHR**-formatted **KYUU**."

EMMIS/See Page 34

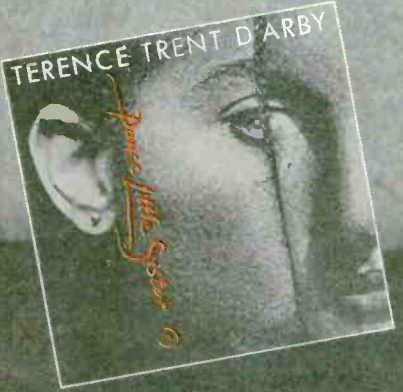
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# NARAS's Greene Calls For Back-Announcing

Michael Greene, *President of the National Academy Of Recording Arts & Sciences*, composed the following commentary regarding identifying artists on radio:

Recording and radio share a beautifully symbiotic relationship. It's time-tested and strong, a business partnership that has enriched everyone from artist to station group to listener. The evolution of the unique language which is indigenous to recording and radio is often the very dialogue which spawns the revolutionary and innovative ideas that keep our business fresh and vital.

In recent years, though, a rather curious and dubious phenomenon has developed in the world of radio — one that seriously tests the marriage; namely, the problems of front and back-announcing. The issue continues to unravel the unity between recording and radio.

Front and back-announcing is an inelegant phrase for an essential function: getting the artist and title information across to the listener immediately preceding or at the end of a song, a time when the listener is most receptive — when the hook, melody, production, and voice are still potent and strong. A simple enough concept, but one that, nowadays, is meeting with puzzling resistance.

## Who Is Responsible

I believe the New Gurus of radio are, in large part, responsible for the increasing lack of front/back-announcing today. Consultants, focus groups, sweeps analysts, format advisors, and playlist preachers must take a great deal of responsibility for this problem. They are misinterpreting the language and in many cases breaching the common goals that both

recording and radio have worked so long to establish.

Let's examine the specifics of the problem. It is now standard practice for many stations to back-announce five or six songs later, if at all. It's the age of the Power Sweep, with what seems like hours of uninterrupted music, preceded only by the click of the home-taping devices being switched on!

"Less talk, more music" is a valid radio concept, but it appears in many cases to see artist identification as part of the talk rather than a vital part of the music.

## Who Gets Hurt

First, the new artist is hurt. The new blood, which is vital to the overall health of both industries, is finding its way to the marketplace slower, in some measure as a result of the lack of proper radio identification. Radio's new attitude could well drain the talent pool that both records and radio rely on for the future.

Second, the established artist suffers. Such artists depend on reach and frequency to sell through hits. Catalog is also affected. Perhaps if we wait long enough the Classic Rock format will proliferate to the point where there will be no need to back or front-announce because it will be all music from a bygone era anyway!

Ask anyone, and they will have experienced the following frustrations directly related to the front/back announcing problem:

- waiting in a parked car for 20 minutes after hearing a great song by an unknown voice, just hoping to catch the title;

- making an idiot out of yourself by trying to sing the hook line to a record store clerk, the radio having

GREENE/See Page 34



Frank Holler

# Holler Programs WIOQ

Three-year WDRC/Hartford OM Frank Holler has been named Program Manager at Outlet's WIOQ/Philadelphia. Holler, who was unavailable for comment at presstime, replaces the exiting David Dye.

Holler's previous programming and music experience includes stints at WCOZ/Boston, WRQX/Washington, and WWWW/Detroit. He also did PM drive (1973-75) at WYSP/Philadelphia.

According to WIOQ VP/GM and Outlet Sr. VP/Radio Joseph Chairs, "Solid Gold 102 has successfully completed the first phase in its growth process. The addition of Frank Holler as Program Manager positions us to continue our growth on the road to become Philadelphia's number one Oldies station."

There had been widespread speculation that WIOQ was con-

HOLLER/See Page 34

# Carson PD At WPHD Station Moves Toward Classic Rock



Ken Carson

KHTZ/Reno PD Ken Carson has been named to the same position at WPHD/Bufalo. Concurrently, the Howard Communications station has significantly cut its current playlist, switching from AOR to Classic Rock. Carson succeeds John Hager, who resigned last month. Hager is expected to surface at crosstown WRLT, where a format change to AOR or CR — and a return to its former 97 Rock handle — is anticipated.

CARSON/See Page 32

## R&R Observes Labor Day

R&R's offices in Los Angeles, Washington, and Nashville will be closed Monday, September 5 in observance of Labor Day, resuming regular business hours Tuesday, September 6.

AUGUST 26, 1988

## MAKING YOURSELF A LOCAL MEDIA STAR

When it comes to putting your air show in the public eye, no publicity is bad publicity. There are innumerable tried-and-true methods for attracting local media coverage (baiting the local movie critic being just one); Dan O'Day outlines some of the most effective.

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# Baronfeld Becomes KHTT & KSJO VP/GM

David Baronfeld has moved crosstown after three years as GSM at KOME/San Jose to VP/GM duties at Narragansett Broadcasting's KHTT & KSJO.

Narragansett COO John Peroyea commented, "David comes to us with a wealth of broadcast experience, including a tremendous track record from within the San Jose market. I am pleased to have had the opportunity to hire someone from within the marketplace, and this reaffirms our commitment to put KSJO and KHTT in a strong leadership role."

Baronfeld, whose background al-

so includes three years as LSM at KBPI/Denver, said, "Coming over to this post at KHTT & KSJO fulfills personal as well as professional goals for me. The opportunity to run a great radio station with unlimited potential in the Bay Area makes this situation probably the most enviable job in the US.

"KSJO has one of the most controversial and talented morning teams in the country, and musically the station's totally on-line," he continued. "I see this post as one of cleaning up the sales and marketing end and continuing to run incredible programming."

## ALTERNATIVE YOUTH APPROACH

# Jacobs Introduces 'Edge' Rock Format

Detroit-based consultancy Media Strategies — which struck gold five years ago with its pioneering Classic Rock format — has developed a new music format called "The Edge." Targeting 15-30-year-olds, "The Edge" will primarily consist of "cutting-edge" rock with core artists including U2, INXS, Talking Heads, Smithereens, and Midnight Oil.

President Fred Jacobs said the new format will appeal to listeners dissatisfied with classic-leaning AORs and dance-oriented CHRs. "This is the first exciting new format to come along in years that is targeted to a young audience," he explained. "Its demo appeal is as strong as a typical CHR's and it offers an alternative in most radio markets." "EDGE"/See Page 32

## Transtar Scores Big RADAR 37 Gain

### ABC-I On Top; CBS Nets Post Double-Digit Gains

The non-traditional, satellite-delivered Transtar format service broke into the Top 5 in the spring '88 RADAR network ratings. This marks the first time that a long-form net has appeared so high in the rankings, which are published twice a year.

Released by Statistical Research Inc., the estimates were based on interviews with 10,000 listeners, and processed with about two million network clearance records from more than 5300 affiliated stations.

Transtar's listening levels were 75% higher than they were 18 months ago. Company President Gary Fries observed, "Our explosive affiliate growth, especially in the major markets, along with good programming, were the major reasons we did so well."

ABC-Information's 7.6% rise from last fall was enough for the top position. Mutual fell to third place based on a three percent decline 12+, but it became the number one net among 25-54 adults with a 13.6% increase. CBS posted a double-digit increase and moved into sixth place. CBS's newly-relaxed commercial

Network	RADAR 37 (rank)	RADAR 36 (rank)	% chg.
ABC-D	799 (15)	770 (14)	+3.8
ABC-C	1388 (4)	1359 (4)	+2.1
ABC-E	1588 (2)	1579 (2)	+0.6
ABC-F	1031 (10)	1052 (7)	-2.0
ABC-I	1644 (1)	1528 (3)	+7.6
ABC-R	1044 (9)	1115 (6)	-6.4
CBS	1096 (6)	978 (8)	+12.1
CBS-Rad.	889 (13)	763 (15)	+16.5
Mutual*	1564 (3)	1613 (1)	+3.0
Nat. Bk.	392 (18)	369 (19)	+6.2
NBC	986 (12)	962 (12)	+2.5
Sheridan	325 (19)	378 (18)	-14.0
SMN*	1074 (7)	978 (8)	+9.8
SMN-II*	515 (16)	289 (20)	+78.2
Source	1071 (8)	1126 (5)	-4.9
Transtar	1326 (5)	971 (10)	+36.6
Transtar 2	471 (17)	443 (17)	+6.3
US-1	996 (11)	964 (11)	+3.3
US-2	857 (14)	901 (13)	-4.9

\* Does not broadcast in one or more dayparts  
\*\* Measured for first time in Radar 37

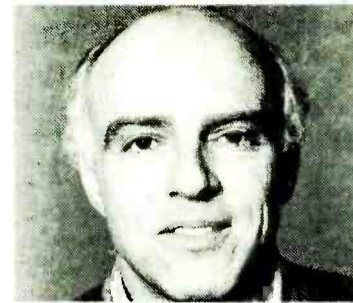
clearance policy probably enticed more affiliates to air its programming. Its sister network, RadioRadio, also posted a double-digit increase.

Among individual programs, Paul Harvey's commentaries monopolized the top five slots; his 8:30am show drew an average six million listeners. The balance of the top ten included two CBS morning drive newscasts, two Charles Osgood commentary segments on CBS, and an ABC-Information newscast.

## PolyGram Promotes Palmer, Urie

Harry Palmer has been upped to VP/A&R at PolyGram Records. His former post of Sr. VP/Marketing has been filled by Jim Urie, who moves up from Sr. VP/National Sales & Branch Distribution duties at the label.

Palmer will have A&R responsibilities for new and developing PolyGram artists, and will also work with some of the label's established acts. PolyGram President/CEO Dick Asher commented, "Harry has been a classy and winning presence at PolyGram for the past ten years. He is an executive who, as a musician himself, enjoys a special sensitivity to artists. Now he's dealing directly with his first



Harry Palmer

love, giving special attention to finding innovative and exciting new artists and giving them a chance to be heard."

Discussing Urie, PolyGram Exec. VP Bob Jamieson said, "Our



Jim Urie

sales performance has been spectacular since Jim joined in 1986. His direction has helped establish PolyGram as a vital competitor in the music marketplace. Now Jim can apply his market knowledge and managerial experience in a new area."

Palmer joined PolyGram in 1978 as Label Manager/PolyGram Distribution. He held numerous sales and marketing positions, including VP/Marketing, before being named VP/Special Markets in 1986. The following year he was upped to Sr. VP. He previously was a member of the group Ford Theatre, which recorded two albums for ABC Records.

Urie joined PolyGram as VP/National Sales & Branch Distribution in 1986 after serving in several sales positions with CBS Records from 1974 until that time.

## KKFX Ups Winston, Scott

Bingham Communications Group President Robert R. Bingham has upped Greg Winston from Sales Manager to Station Manager for KKFX/Seattle. Additionally, announcer Robert Scott has been promoted to the newly-created position of OM. Scott will oversee the news and on-air staff, and will continue his midday airshift on the UC station.

Said Bingham, "This is a well-earned promotion for Greg, and we believe he will do an excellent job

in this capacity at KKFX."

Winston has held various management roles for KIRO-TV, KIRO, and KSEA, all in Seattle.

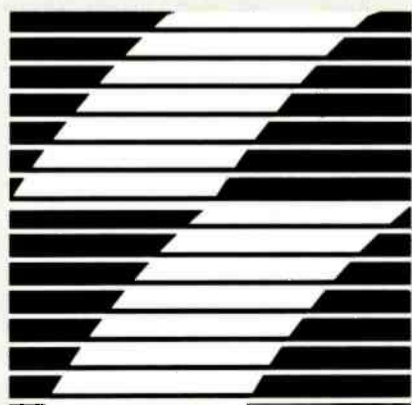
Regarding Scott, Bingham commented, "Robert is uniquely qualified for this position, and we believe that he will strengthen the overall sound of the station in this new role."

In the spring Birch, KKFX ranked 14th (12+) with a 2.5; the Arbitron results weren't as encouraging - 0.9 share, 27th place.

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PAT CLAWSON

## WASHINGTON REPORT

## FCC Gives Nod To RKO Sales Of WGMS-AM & FM To Cap

Liquidation Sale Continues As KRTH Goes On The Block

In a move that brings RKO General, Inc. that much closer to leaving the broadcasting business, the FCC last week approved the sale of the company's classical combo WGMS-AM & FM/Washington.

Under the terms of the deal approved by the Commission on Thursday (8/18), Washington-based Classical Acquisition Partnership, which is headed by broadcast entrepreneur John VerStandig, will pay \$33,885,000 for the stations. RKO will receive only \$23,525,000 of the sale price, with the balance going to seven competing applicants.

Meanwhile, with the WGMS deal nearing a possible conclusion after almost 18 months in limbo, RKO has officially placed its Gold combo KRTH-AM & FM/Los Angeles on the block. Industry observers expect the stations to fetch upwards of \$75 million.

The WGMS approval, granted over the objections of the Mass Media Bureau and Commissioner Patricia Diaz Dennis, came only one month after the Commission approved the sale of RKO's KHJ-TV/Los Angeles and WHBQ/Memphis. In comments explaining its decision to grant those transfers, the Commission sent RKO a thinly veiled warning that the company should move to liquidate its broadcast holdings before the FCC acts to take away RKO's broadcast licenses. RKO's diminished return

on the sale of WGMS — it will receive only 69% of the sale price — is in keeping with the Commission's guideline that RKO receive less than 75% of the market price for its properties.

### Still Some Doubt

The Mass Media Bureau has opposed all the RKO station sales on the grounds the company should not be allowed to profit from the sale of its properties until the question of its fitness to hold broadcast licenses is fully resolved. Commissioner Diaz's opposition stems from her belief such approvals "short-circuit established Commission policy to deter broadcaster misconduct" and establish a bad precedent for future proceedings involving complex charges of wrongdoing by broadcasters.

Even with the Commission's blessing on the transfer, WGMS's fate remains somewhat unresolved because any one of the competing applicants could file suit to block the sale. There is also considerable speculation among industry observers that the VerStandig group, which includes Washington-based corporate raiders Mitchell and Steven Rales, plans to shut down

the AM station and sell its 40-acre transmitter site, which is located in a residential area of Potomac, MD, an affluent Washington suburb. VerStandig declined to comment on possible changes at WGMS except to say he plans no changes in format or management at the stations.

## Judges Order Inquiry Into Minority Hiring At Texas Combo

Ruling Comes As RTNDA Survey Finds Few Minorities in Key News Posts

A federal appeals court last week overturned the short-term license renewal of a Beaumont, TX combo and ordered the FCC to hold a hearing on minority employment practices at the stations. The court's decision was issued just as the Radio-Television News Directors Association (RTNDA) released a survey indicating minorities hold few supervisory positions in broadcast news.

In a decision handed down Friday (8/19), the US Court of Appeals for the District of Columbia ruled that the FCC acted "unreasonably" when it granted a short-term license renewal to Pyle Communications stations KIEZ & KWIC/Beaumont, TX without holding a hearing on allegations of race discrimination lodged against the stations by the National Black Media Coalition. The three-judge panel made its ruling in a suit filed against the FCC by the NBMC and the Beaumont chapter of the NAACP.

According to the judges, "troubling questions" regarding minority employment at KIEZ & KWIC were raised in the renewal process and should have been addressed in an FCC hearing. Among the questions the court said were unanswered at the time the FCC granted the renewal are: why black employment dropped off dramatically and remained low after Pyle bought the stations in 1981; why Pyle offered contradictory explanations for the departure of several black employees; and why the stations did not have an adequate affirmative action program, as required by Commission rules.

According to FCC records quoted in the court's decision, black employment fell from 33.3% of the stations' payroll in 1981 to just 5.6% in 1984. Blacks held 23.5% of the management, technical, and sales positions in 1981 but were totally absent from those ranks by 1984. Only three of 112 employees hired during that three-year period were black. None of the three stayed with the stations more than two months.

When the KIEZ and KWIC li-

## WCBM Faces License Loss, Plots Comeback

WCBM/Baltimore, the Ellek Seymour-owned station that has been dark since late May, could be back on the air shortly in a bid to prevent the FCC from yanking its license.

WCBM has been off-air since May 27, when the entire staff walked out in protest of the station's repeated failure to issue paychecks on time. Since then Magic 680, the Seymour-controlled company that holds the WCBM license, has been placed in receivership by a Baltimore County judge.

Court-appointed receiver Bennett Gaines last week told AP he hopes to have WCBM operating on a limited basis by September 15. Gaines said the station must be in operation by that date or it faces

possible loss of its license, which expires October 1. He estimates he will need to borrow between \$10,000 and \$20,000 in order to get the station back on the air long enough to protect its license and find a buyer.

Seymour, who acquired WCBM in February of 1987 for \$2.5 million, was attempting to sell the station when the employees walked out. Gaines, who could not be reached for comment, told AP that WCBM is more than \$1 million in debt.

## NEWS BRIEFS

### Licensing Preference Case To Be Settled Out Of Court

The Steele case, which began as a fight for a Georgia construction permit and turned into a war over the constitutionality of the FCC's preference for women in awarding broadcast licenses, has come to an unexpectedly sudden and quiet end. James Steele and Dale Bell, who were competing applicants for the St. Simon Island FM permit, have reached an out-of-court settlement with the third applicant, WBA Corp. WBA is headed by Bill Cate, President of the Chapman & Associates media brokerage. Under the terms of the proposed deal, WBA and Bell will co-own the station. Steele will receive \$300,000 in exchange for dropping his application.

Steele's court appeal of the FCC's decision in the St. Simon comparative hearing moved into the spotlight in 1986 when the FCC reversed its stance and backed Steele in his argument that granting preference to fe-

male applicants in comparative proceeding was unconstitutional. The Commission later opened an inquiry into the constitutionality of both the female and minority preference policies. But before any conclusions could be drawn from that proceeding, Congress ordered the FCC to drop the inquiry and reinstate its original decisions in Steele and "Winterpark," a similar case that centered on the constitutionality of minority preferences.

### NAB Names Wood To Vacated Radio Board Seat

NAB Radio Board Chairman L. Lowry Mays has appointed KSL/Salt Lake City VP/GM F. Russell Wood to a vacated board seat. He replaces Ron Sack, managing partner of KNMQ/Santa Fe, NM. Sack recently sold his station and is no longer eligible for a board seat.

Wood will represent broadcasters in Arizona, Nevada, New Mexico, and Utah until his term expires in June 1990.

censes came up for renewal in 1984, the NBMC filed a petition to deny the application based on charges of racial discrimination as well as allegations the stations failed to maintain an affirmative action program and did not properly complete required EEO forms. The FCC found the discrimination charges to be without merit and refused to hold a hearing on them. The Commission did find the stations to be in violation of FCC affirmative action guidelines and on that basis granted the stations only a short-term license renewal. Shortly thereafter NBMC and the NAACP filed their suit.

NBMC Chairman Pluria Marshall was unavailable for comment on the court's decision. KWIC Sta-

tion Manager Paul Keel said he was unaware of the decision and referred all questions to Pyle Communications President Charles Pyle, who could not be reached at presstime.

FCC Asst. General Counsel Richard Bozzelli said the court's action would have no effect on Commission policy. "This case was decided purely on the facts. The court saw the facts differently from the Commission and reversed us," said Bozzelli.

### RTNDA Survey Shows 6% Of NDs Are Minorities

The RTNDA minority employment survey released last week revealed that the percentage of all radio ND jobs held by minorities has not increased since 1981. Minorities, which make up ten percent of the total radio news workforce, hold just six percent of all ND jobs. The survey speculated that a lack of advancement opportunities may account for the recent decrease in the number of minorities employed in broadcast news.

## BUSINESS OVERVIEW

### Founder Merriman Expected To Rejoin Troubled TM

TM Communications, which has been staring at financial disaster for the past few months, may soon be looking at a more friendly and familiar face. According to sources close to the company, TM founder Tom Merriman has agreed to bail out the struggling company.

The exact nature of Merriman's expected involvement with TM was not clear at presstime. Neither Merriman nor TM President Don Turner was available for comment on Tuesday evening (8/23).

TM is currently experiencing a serious cash crunch. According to documents the company recently filed with the FCC, TM "presently is unable to pay its obligations as they come due and, in addition, has accounts payable

in the 120 to 180 day range."

A tentative deal that would have seen Dallas-based Heritage Media Corp. acquire 46% of TM collapsed last week for unknown reasons. TM officials had hoped the Heritage deal would provide the company with a much needed infusion of cash.

The company's financial position will be boosted by completion of the sale of its four radio stations to former TM President Patrick Shaughnessy. As part of that deal, Shaughnessy's Marathon Communications will assume \$5.5 million in TM debt. TM and Marathon expect the sale to receive FCC approval sometime this week, and closing is to take place within 40 days of receipt of that approval. Shaughnessy is acquiring KHAT-AM & FM/Lincoln, NE; KBUL/Carson City, NV; and WAVH/Mobile, AL.

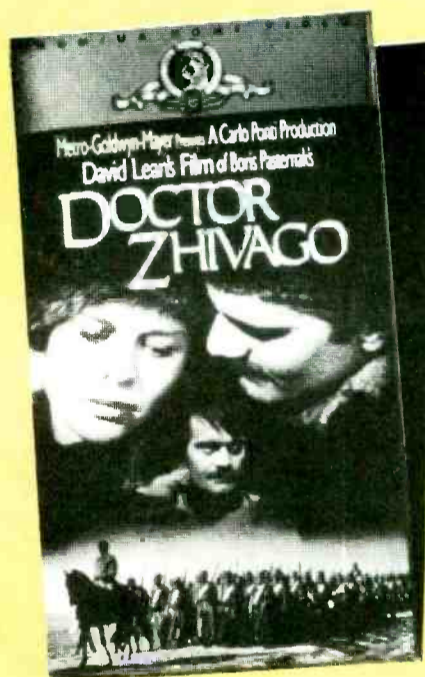


MGM/UA HOME VIDEO PRESENTS

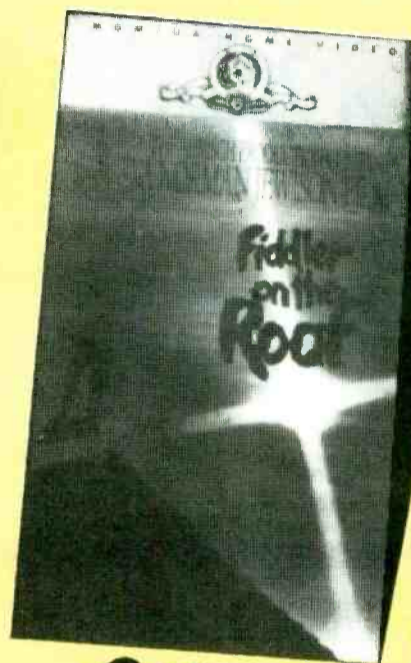
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# RADIO BUSINESS

## TRANSACTIONS

### Malrite \$170 Million LBO Underway, Sells Houston FM To Emmis

Spanish Broadcasting Quick-Flips WFAN/New York For NYC FM

#### Deal Of The Week:

#### Group Deal: Malrite Communications Stations

**PRICE:** \$170 million  
**TERMS:** Cash stock buyback valued at \$10.25 per share.  
**BUYER:** A new company owned by Malrite Chairman Milton Maltz and other members of the company's management.  
**SELLER:** Malrite Communications Group Inc.  
**COMMENT:** This proposed transaction is subject to formal acceptance by the company and its shareholders. It has not yet been approved by either.

#### WHTZ/New York

**FREQUENCY:** 100.3 MHz  
**POWER:** 7.8 kw at 1220 feet  
**FORMAT:** CHR

#### KLAC & KZLA/Los Angeles

**FREQUENCY:** 570 kHz; 93.9 MHz  
**POWER:** 5 kw; 20.4 kw at 1309 feet  
**FORMAT:** Country

#### KNEW & KSAN/ San Francisco

**FREQUENCY:** 910 kHz; 94.9 MHz  
**POWER:** 5 kw; 30 kw at 1210 feet  
**FORMAT:** Country

#### WEGX/Philadelphia

**FREQUENCY:** 106.1 MHz  
**POWER:** 22.5 kw at 740 feet  
**FORMAT:** CHR

#### KKHT/Houston

**FREQUENCY:** 96.5 MHz  
**POWER:** 100 kw at 1919 feet  
**FORMAT:** AC

#### WDGY & KEET/ Minneapolis-St. Paul

**FREQUENCY:** 1130 kHz; 102.1 MHz  
**POWER:** 50 kw day/30 kw night; 100 kw at 820 feet  
**FORMAT:** Country

#### WHK & WMMS/Cleveland

**FREQUENCY:** 1420 kHz; 100.7 MHz  
**POWER:** 5 kw day/1 kw night; 33 kw at 600 feet  
**FORMAT:** Gold; CHR

#### Station Swap: WEVD & WFAN/New York WEVD/New York

**PRICE:** \$70 million (approximate)  
**TERMS:** Consideration for this transaction includes the swap of WFAN/New York (valued at \$23 million) and a one-half interest in 22 acres of New Jersey real estate used as the AM station's transmitter site (valued at \$4 million). The buyer says approximately \$10 million in cash will be paid. Several payment options available to the buyer may, depending on total interest charges, result in cash payments totaling an additional \$42.5 million over seven-and-a-half years. The seller says the total consideration for the transaction, figuring the time value of money, will be "in the \$90 to \$100 million range."

**BUYER:** Spanish Broadcasting System, headed by Raul Alarcon Jr. The company also owns WSKQ/New York; KSKQ-AM & FM/Los Angeles; and WCMQ-AM & FM/Miami. The company recently announced plans to purchase WFAN/New York from Emmis Broadcasting for \$23 million and convert it to a Spanish format.

**SELLER:** Forward Association Inc.  
**FREQUENCY:** 97.9 MHz  
**POWER:** 50 kw at 1220 feet  
**FORMAT:** Nostalgia

#### WFAN/New York

**PRICE:** Swap for WEVD/New York (see above)  
**BUYER:** Forward Association  
**SELLER:** Spanish Broadcasting System  
**FREQUENCY:** 1050 kHz  
**POWER:** 50 kw  
**FORMAT:** Talk

#### KKHT/Houston

**PRICE:** \$24 million  
**TERMS:** Cash  
**BUYER:** Emmis Broadcasting Corp., principally owned by Chairman Jeff Smulyan. The company also owns WFAN & WQHT/New York; KPWR/Los Angeles; WENS/Indianapolis; KSHE/St. Louis; WLOL/Minneapolis-St. Paul; and WAVA/Washington. The company recently announced plans to buy WKQX/Chicago; WJIB/Boston; and KYUU/San Francisco.  
**SELLER:** Malrite Communications Group Inc., headed by Milton Maltz. The company also owns WHTZ/New York; WHK & WMMS/Cleveland; KLAC & KZLA/Los Angeles; WDGY & KEET/Minneapolis-St. Paul; KNEW & KSAN/San Francisco; and WEGX/Philadelphia.  
**FREQUENCY:** 96.5 MHz  
**POWER:** 100 kw at 1952 feet  
**FORMAT:** AC  
**BROKER:** Gary Stevens of Gary Stevens & Co.

#### Group Deals

#### Group Deal: Central Broadcasting Stations

**PRICE:** \$5.6 million  
**TERMS:** \$4.6 million cash, with a \$1 million noncompete agreement payable over five years.  
**BUYER:** Mid-American Broadcasting Group, headed by David Klester. The company owns WBCI/Lebanon, IN and WMLA-AM & FM/Bloomington, IL. It recently announced plans to sell WIFE & WCNB/Connersville, IN; WMCB & WCBK/Martinsville, IN; and WOFR & WCHO/Washington Court House, OH.  
**SELLER:** Central Broadcasting Inc., principally owned by William Quigg.  
**BROKER:** Clyde Haehnle of R.C. Crisler & Co.

#### WKBV & WFMG/ Richmond, IN

**FREQUENCY:** 1490 kHz; 101.3 MHz  
**POWER:** 50 kw at 280 feet  
**FORMAT:** AC

**WBAT/Marion, IN**  
**FREQUENCY:** 1400 kHz  
**POWER:** 1 kw  
**FORMAT:** AC

**WBIW & WQRK/Bedford, IN**  
**FREQUENCY:** 1340 kHz; 105.5 MHz  
**POWER:** 1 kw; 2 kw at 400 feet  
**FORMAT:** AC; AOR

**WBEX & WKKJ/  
Chillicothe, OH**  
**FREQUENCY:** 1490 kHz; 93.3 MHz  
**POWER:** 1 kw daytimer; 22 kw at 335 feet  
**FORMAT:** AC; Country

**WABJ & WQTE/Adrian, MI**  
**FREQUENCY:** 1490 kHz; 95.3 MHz  
**POWER:** 1 kw daytimer; 3 kw at 300 feet  
**FORMAT:** AC  
**COMMENT:** This combo sold for \$1.1 million in August 1985.

#### Arkansas

#### KWHA-AM & FM (FM CP)/ West Helena

**PRICE:** \$100,000  
**TERMS:** Escrow deposit \$4000, additional \$36,000 cash at closing. Twelve-year promissory note for \$60,000 at 11% interest for first three years, interest rate adjustable thereafter every three years, initial monthly payments of \$752.  
**BUYER:** Elijah Mondy Jr. of Park Forest, IL. He is currently employed as an engineer by WMAQ-TV/Chicago.  
**SELLER:** Southern Broadcasting Co., owned by M.M. Traylor and Sylvester Huling.  
**FREQUENCY:** 1600 kHz; 94.5 MHz  
**POWER:** 1 kw; 3 kw at 300 feet  
**FORMAT:** Country

#### California

#### KRXV & KXVR/Yermo- Mt. Pass

**PRICE:** \$1,071,000 for 14.9%  
**TERMS:** Cash  
**BUYER:** Howard Anderson of Los Angeles, the combo's President/GM, is increasing his ownership from 48.9% to 63.8%.  
**SELLER:** A group of six shareholders, including C. Burton Stohl and Frank Carlin of Los Angeles, are reducing or liquidating their holdings in KRXV Inc.  
**FREQUENCY:** 98.1 MHz; 99.5 MHz  
**POWER:** 1.1 kw at 2280 feet; 10 kw at 1710 feet  
**FORMAT:** AC

#### Colorado

#### KYOU/Greeley

**PRICE:** \$5.5 million  
**BUYER:** All Pro Broadcasting Co., headed by Willie Davis. The Los Angeles-based company also owns KACE/Los Angeles and WLUM-AM & FM/Milwaukee.  
**SELLER:** Surrey Front Range L.P., a division of Denver-based Surrey Broadcasting Co. The company also

Continued on Page 10

## TRANSACTIONS AT A GLANCE

Deals So Far In 1988:  
**\$2,768,191,363**

Total Stations Traded This Year: 867

This Week's Action: \$282,797,375

Total Stations Traded This Week: 45

Deals Of The Week:

#### ● Malrite Communications LBO \$170 Million

- WHTZ/New York
- KLAC & KZLA/Los Angeles
- KNEW & KSAN/San Francisco
- WEGX/Philadelphia
- KKHT/Houston
- WDGY & KEET/Minneapolis-St. Paul
- WHK & WMMS/Cleveland

#### ● New York Station Swap \$70 million (approximate)

- WEVD/New York
- WFAN/New York

#### ● KKHT/Houston \$24 million

- WHTZ/New York
- KLAC & KZLA/Los Angeles
- KNEW & KSAN/San Francisco
- WEGX/Philadelphia
- KKHT/Houston
- WDGY & KEET/Minneapolis-St. Paul
- WHK & WMMS/Cleveland

#### ● Group Sale: Central Broadcasting Stations \$5.6 million

- WEVD/New York
- WFAN/New York

#### ● KKHT/Houston \$24 million

#### ● Group Sale: Central Broadcasting Stations \$5.6 million

- WKBV & WFMG/Richmond, IN
- WBAT/Marion, IN
- WBIW & WQRK/Bedford, IN
- WBEX & WKKJ/Chillicothe, OH
- WABJ & WQTE/Adrian, MI

- KWHA-AM & FM (FM CP)/West Helena, AR \$100,000
- KRXV & KXVR/Yermo-Mt. Pass, CA \$1,071,000 for 14.9%
- KYOU/Greeley, CO \$5.5 million
- WPSO/New Port Richey, FL \$360,000
- KRKR/Lafayette, LA \$150,000
- WGNR/Grand Rapids, MI \$100,000
- KXRA-AM & FM/Alexandria, MN \$630,000
- KDHL & KOFN/Faribault, MN \$1,697,500
- KDWA/Hastings, MN \$175,000
- WMAP/Monroe, NC \$310,000
- WKMC & WHPA/Roaring Spring-Holidaysburg, PA \$1.3 million
- WXRJ & WSRA/Guyana, PR \$173,875 for 65%
- WKGK/Knoxville, TN \$150,000
- KFQX-AM & FM/Abilene-Merkel, TX \$1,050,000 debt assumption
- FM CP/Warren, VT \$430,000 for 41%

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# RADIO BUSINESS

## TRANSACTIONS

Continued from Page 9

owns **KPRW & KATT/Oklahoma City; KATRI/Greeley, CO; KDZA & KATM/Colorado Springs-Pueblo, CO; and Surrey Research.**

**FREQUENCY:** 92.5 MHz  
**POWER:** 25 kw at 470 feet  
**FORMAT:** Country  
**BROKER:** Kalll & Co. Inc.

**COMMENT:** This station — along with its AM sister — sold for \$1.75 million in April 1986.

### Florida

**WPSO/New Port Richey**  
**PRICE:** \$360,000

**TERMS:** Escrow deposit \$5000, additional \$10,000 cash at closing. Promissory note valued at \$345,000 at ten percent interest, term unspecified. First three monthly payments in amount of \$1921, subsequent payments due monthly in amount of \$4194. Promissory note is similar to "wrap-around mortgage," with buyer responsible for paying seller's prior \$173,000 indebtedness to Barnett Bank of Pasco County, said debt due in March 1990. Noncompete agreement valued at \$48,000.

**BUYER:** Ceresoli Communications Inc., owned by Anthony Ceresoli Jr., the present GSM of **WLUV/Holiday, FL;** his wife, **Anna;** Anthony Ceresoli II, the present GSM of **WGUL-AM & FM/New Port Richey, FL;** Lawrence Pugliese, the present LSM of **WLUV;** and Timothy Adkins, an announcer at **WGUL-AM & FM.**

**SELLER:** Lowrey Communications Inc., owned by Thad Lowrey. His wife, **Barbara,** is an applicant for a new FM at Beverly Hills, FL.

**FREQUENCY:** 1500 kHz  
**POWER:** 250 watt daytimer  
**FORMAT:** Talk

**COMMENT:** This station sold for \$310,000 in November 1985.

### Louisiana

**KRKR/Lafayette**  
**PRICE:** \$150,000

**TERMS:** Option deposit \$3000, additional escrow deposit \$12,000. Balance due cash at closing.  
**BUYER:** Cavaness Broadcasting Inc.,

owned by **Joel Cavaness** of New Orleans and **Roger Cavaness** of Pineville, LA. They also own **KISY/Tloga, LA.**

**SELLER:** Voice of Lafayette Inc., owned by **Oran Vincent.**  
**FREQUENCY:** 1330 kHz  
**POWER:** 5 kw day/1 kw night  
**FORMAT:** AOR

### Michigan

**WGNR/Grand Rapids**  
**PRICE:** \$100,000

**TERMS:** Escrow deposit \$10,000, additional \$50,000 cash at closing. Two additional \$20,000 cash payments due six months and one year after closing.

**BUYER:** Echo Broadcasting Inc., headed by President **John Huseby.** The company owns **WXYB/Zeland, MI** and is an applicant for a new non-commercial FM at Galesburg, MI.  
**SELLER:** Grand Rapids School of The Bible & Music, headed by **John Miles.**

**FREQUENCY:** 88.9 MHz  
**POWER:** 3 kw at 140 feet  
**FORMAT:** Religion

### Minnesota

**KXRA-AM & FM/Alexandria**  
**PRICE:** \$630,000

**TERMS:** Escrow deposit \$10,000, additional \$240,000 cash at closing.  
**BUYER:** Paradis Broadcasting of Alexandria Inc., owned by **Melvin Paradis** of Spicer, MN. Two additional agreements, noncompete and consulting, valued at \$100,000 each and payable in eight equal annual installments of \$12,500 each with no interest. Additional \$200,000 consideration for separate real estate transaction.

**SELLER:** Alexandria Communications Corp., and **KXRA Inc.** owned by **Robert Hines.**

**FREQUENCY:** 1490 kHz; 92.7 MHz  
**POWER:** 1 kw; 3 kw at 150 feet  
**FORMAT:** AC

**BROKER:** Johnson Communications Properties Inc.  
**COMMENT:** This combo was purchased in February 1987 by assuming debts of approximately \$398,000.

**KDHL & KOFN/Fairbault**  
**PRICE:** \$1,697,500

**TERMS:** Transaction includes cash and terms for station assets valued at \$1,519,500. Separate real estate transaction valued at approximately \$178,000.

**BUYER:** Robert Ingstad Broadcasting Co. Inc., owned by **Robert Ingstad.** The Valley City, SD-based company also owns **KBUF & KKJQ/Garden City, KS; KQHT/Crookston, MN; KKOA & KKPR/Kearney, NE; KGFX-AM & FM/Pierre, SD; and KJJQ & KKQQ/Volga, SD.**

**SELLER:** KDHL Inc., owned by **John Hyde.**

**FREQUENCY:** 920 kHz; 95.9 MHz  
**POWER:** 5 kw; 3 kw at 328 feet  
**FORMAT:** Country

**BROKER:** Johnson Communications Properties Inc. and Investment Brokers Inc.

**KDWA/Hastings**  
**PRICE:** \$175,000

**TERMS:** Escrow deposit \$5000, additional \$20,000 cash at closing. Five-year promissory note for \$125,000 at nine percent interest, monthly payments on ten-year amortization schedule with balloon payment five years after closing. Additional \$25,000 cash at closing due for two-year non-compete agreement.

**BUYER:** Wheeler Broadcasting of Minnesota Inc., owned by **Ray Wheeler** of Green Bay, WI and **Bruce Grassman** of Shawano, WI. They also own **KWNO/Winona, MN; WJNR/Iron Mountain, MI; and WTCH & WOWN/Shawano, WI.**

**SELLER:** Crocus Hill Communications Inc., owned by **Dick Nicholson.**  
**FREQUENCY:** 1460 kHz  
**POWER:** 1 kw  
**FORMAT:** AC

**COMMENT:** This station sold for \$260,000 in November 1986.

### North Carolina

**WMAP/Monroe**  
**PRICE:** \$310,000

**TERMS:** Escrow deposit \$35,500, additional \$274,500 cash at closing. Noncompete agreement valued at \$2500.

**BUYER:** Roldan Broadcasting Corp., owned by **Gustavo Adolpho Roldan, James Reddish, Alberton Roldan, Ann Williams, and Joseph Roldan.**

**SELLER:** BPM Broadcasting Corp., owned by **Olin Sikes.**

**FREQUENCY:** 1060 kHz  
**POWER:** 1 kw daytimer  
**FORMAT:** AC

**COMMENT:** This station sold for \$396,800 in January 1986.

### Pennsylvania

**WKMC & WHPA/ Roaring Spring-Hollidaysburg**

**PRICE:** \$1.3 million

**BUYER:** Northway Broadcasting Inc., owned by **Joseph Reilly, Donald Snyder, and David Mitchell.** The company also owns **WBZA/Glen Falls, NY** and **WAYI/Hudson Falls, NY.** Reilly owns 25% of **WIZR & WSRD/Johnstown, NY** and his wife, **Carol,** is VP/GM of **WTRY & WPYX/Albany.** Snyder is the GM of **WTAJ-TV/Altoona, PA.** Mitchell is an applicant for a new FM station at Vestal, NY.

**SELLER:** Cove Broadcasting Co. Inc., owned by **Louis Malerhofer.** He also owns **WTGC/Lewisburg, PA** and is an applicant for a new FM at Lewisburg.

**FREQUENCY:** 1370 kHz; 104.9 MHz  
**POWER:** 5 kw daytimer; 3 kw at 1417 feet  
**FORMAT:** AC

### Puerto Rico

**WXRF & WSRA/Guyama**  
**PRICE:** \$173,875 for 65%

**TERMS:** Cash

**BUYER:** Jose Raul Fuster Gonzalez  
**SELLER:** Luperclia Gonzales Gines, Rafael Fuster Gonzalez, Rafael Fuster Martinez, Manuel Fuster Martinez, and Irene Fuster Martinez have sold their collective 65% interest in **Guyama Broadcasting Co. Inc.**

**FREQUENCY:** 1590 kHz; 106.9 MHz  
**POWER:** 1 kw; 25 kw at 1994 feet  
**FORMAT:** Spanish

**COMMENT:** According to documents filed with the FCC, this transfer of control was consummated in March 1983. The company's counsel says "through inadvertence" the transaction was never filed with or approved by the FCC, thus leading to an unauthorized transfer of control which the parties want "regularized as soon as possible."

### Tennessee

**WKGN/Knoxville**  
**PRICE:** \$150,000

**TERMS:** Escrow deposit \$10,000. Promissory note for \$140,000, payable monthly over five-and-a-half years at ten percent interest, with payments starting six months after closing.

**BUYER:** Telstar Communications Inc., owned by **Shirley Parker and Arlie Sartin.**

**SELLER:** Volunteer Broadcasting Co., owned by **Avis Primack, Samuel Feigenbaum, Howard Gilbert, Robert Haag, Alvin Umans, and Richard McIntosh.** They also own **WBCM/Bay City, MI.** Haag, Gilbert and Umans are applicants for a new TV station in Chicago.

**FREQUENCY:** 1340 kHz  
**POWER:** 1 kw  
**FORMAT:** Urban

**BROKER:** Bert Sherwood Inc.

### Texas

**KFQX-AM & FM/Abilene-Merkel**

**PRICE:** \$1,050,000 debt assumption  
**TERMS:** Assumption of bank notes and other liabilities totalling approximately \$725,000 for the AM and \$325,000 for the FM.

**BUYER:** Esprit Communications Corp., owned by **R.G. Call and Malcolm Pirnie III.**

**SELLER:** Fox Communications Inc., owned by **Bill Fox.**

**FREQUENCY:** 1470 kHz; 102.3 MHz  
**POWER:** 5 kw day/1 kw night; 3 kw at 300 feet  
**FORMAT:** Country

### Vermont

**FM CP/Warren**

**PRICE:** \$430,000 for 41%  
**TERMS:** Cash

**BUYER:** Virginia Brouillard, Doris Beauregard, George Beauregard, Peter Yozell, Robert First, Warren Meyers, Richard Johnson, and Harriet King are purchasing new stock for a 41% ownership interest.

**SELLER:** Mountain Media Inc., headed by **John Eddy** of Warren, VT.

**FREQUENCY:** 96.1 MHz  
**POWER:** 3 kw at 300 feet  
**COMMENT:** Eddy's ownership will be reduced from 51% to 25% after this transaction is completed.

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## Number of stations represented.

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New York	20	12
Los Angeles	8	17
Chicago	12	10
San Francisco	9	12
Boston	7	11
Washington	10	12

Source: SRDS, July 1, 1988.

## Number of stations represented.

	Eastman Radio.
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Los Angeles	2
Chicago	1
San Francisco	1
Boston	1
Washington	1

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### Battling The Boss: A Blueprint

As you climb the corporate ladder, sooner or later you're going to become involved in a disagreement with a superior. According to *Forbes* magazine, the success or failure of such conflicts are not only among the most critical elements in the career of a successful executive, it's also wrong to assume that battling with the boss is always bad.

While noting that avoiding conflicts may be helpful in the short term, the continued refusal to engage in confrontation can destroy an employee's self-image as well as deprive a manager of information that may help everyone do his job better. Therefore, *Forbes* offers seven tips to aid both sides in these confrontational situations:

- **Choose The Right Time:** Make sure the boss is in an appropriate mood before the confrontation. This may involve checking with his secretary, although there are certain other keys to timing. Don't approach the boss when he's on dead-

line; don't go in right before lunch; and never approach him right before or after he's taken a vacation.

- **Get To The Point:** Trying to butter up the boss before you approach the subject at hand could make him impatient and angry.

- **Count To Ten:** Don't go into someone's office when you're angry. If you have a problem with the boss, calm down and work out the stress before you discuss it with him. Otherwise, your anger could easily touch off the boss's own pent-up aggravations. It's also important to not let a particular problem trigger all your accumulated resentment and frustrations. If you sound completely negative about the company, the boss may get the idea that nothing can be done or said to please you.

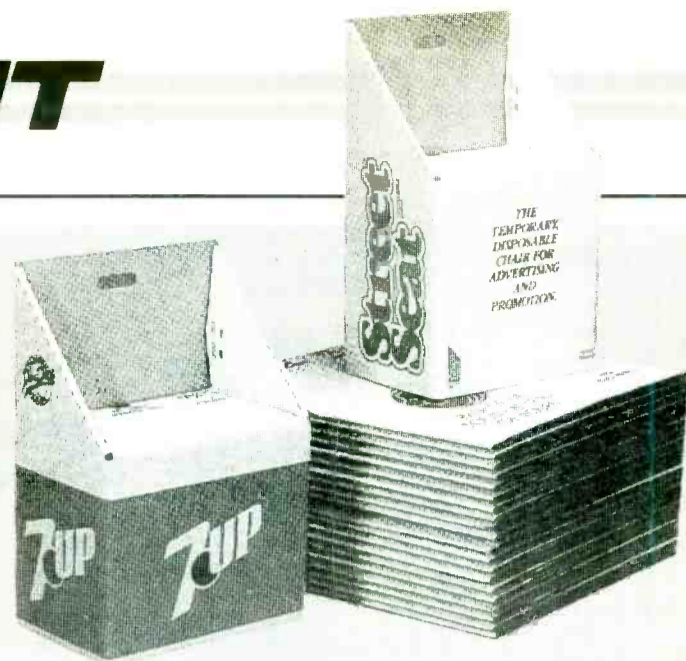
- **Clarify Your Thoughts:** Minor disputes can turn into major conflicts if neither the employer or employee knows exactly what's on

the other person's mind. Sometimes the fight can be resolved immediately if the issues are made perfectly clear. Try writing your ideas down on paper beforehand in order to focus your thoughts.

- **Know When To Give Up:** Every sane person knows that it's risky to start a fight you can't possibly win. Pushing an argument too far for too long can cause repercussions that extend way beyond the subject under discussion.

- **Present A Solution:** While it's not always possible to have a solution handy when you present a problem to the boss, you should at least have done some legwork and thinking as to what's possible in terms of resolving the issue at hand. You can at least suggest how a problem may be solved. As a very famous man once said, "If you're not part of the solution . . ."

- **Remember The Boss's Goals:** To deal effectively with a boss, it's important to keep his goals, pressures, and feelings in mind at all times. If you achieve this, you're more likely to be in a *partner*-type relationship with him, and he'll then be more inclined to work with you with an eye toward achieving your goals.



### Promo Item Grabs Listeners By The Seat Of Their Pants

Looking for a new promotional item to display your station's logo? Jim Kelley, a designer at the Glendale, CA-based L.A. Display firm, has come up with a new advertising gimmick guaranteed to grab people by the seat of their pants.

The "Street Seat" recyclable chair is the latest in outdoor advertising for sport meets, parades, and other special events. Conceived by Kelley and co-inventor James Volpe, the corrugated cardboard "Street Seat" provides nine square feet of ad space, not to mention a comfortable chair for tired spectators who want to rest their feet. The seat comes folded flat, but can be opened into a sturdy unit that will support up to 220 pounds.

The cost to advertisers is an attractive \$1.98 per "Street Seat" with a minimum order of 10,000, including a custom logo printed on the front and sides of the chair. The items were initially test-marketed at the Tournament of Roses Parade last New Year's Day, and Kelly is currently negotiating deals to bring the chairs to the Indianapolis 500 and other major events.

"We've sold thousands and have yet to find one at the end of an event," he claims. "People take it home with them and use it again."

### DATELINE

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

- **September 7** — MTV Music Video Awards. Universal Amphitheatre. Los Angeles, CA.

- **September 14-16** — NABOB 12th Annual Fall Broadcast Management Conference. Ramada Renaissance Hotel. Washington, DC.

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

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

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

- **September 29 - October 1** — Foundations Forum '88 Hard Rock/Heavy Metal Convention. Sheraton Universal Hotel. Los Angeles, CA.

- **October 10** — CMA Awards. Opryland Hotel. Nashville, TN.

- **October 11-16** — National Black Media Coalition 15th Anniversary Conference. Adam's Mark Hotel. Houston, TX.

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

### "800" Numbers Bolster Business

A toll-free "800" number could be one of the smartest business investments currently available, as a recent study by the New York-based Roper Organization shows that such numbers build consumer confidence in the companies using them.

Whether the numbers were used for information or to make a complaint, almost half of the consumers surveyed (48%) said that an "800" number increases their confidence in the business using it. While 46% say the number doesn't

affect their feelings one way or another, a mere 1% said they have less confidence in a business that uses an "800" number.

What's more, 40% of those surveyed said they used a toll-free number to order something during the last several months, while a similar amount used the number for information. Meanwhile, business managers will be happy to note that a much-lower proportion of consumers (14%) used a toll-free number for complaints. Overall, consumer usage of "800" numbers has remained constant since 1985.

Demographically speaking, there's proportionally little difference in the use of toll-free numbers by men, women, and most male-female subgroups. Educational backgrounds do account for differences, however, as 47% of those who've attended college claimed to have used an "800" number during the past several months. This is in contrast to the 33% of high school grads and the 22% of non-high school grads who said they'd dialed a toll-free number during the same time frame.

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### TELEVISION

#### TOP TEN SHOWS

AUGUST 15-21

- 1 *Murder, She Wrote*
- 2 *60 Minutes*
- 3 *The Cosby Show*
- 4 *Golden Girls*
- 5 *CBS Sunday Night Movie*  
("Outrage!")
- 6 *A Different World*
- 7 *Amen*
- 8 *Hunter*
- 9 *ABC Sunday Night Movie*  
("Letting Go")
- 227 (tie)

Source: Nielsen Media Research

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

• **BRINGING IT ALL BACK HOME:** Guests **Stevie Wonder**, **Roberta Flack**, and **Patti LaBelle** help singers/songwriters **Nick Ashford & Valerie Simpson** kick off a new **Disney Channel** series with "Ashford & Simpson: Going Home" (Saturday, 8/28, 9pm). The hourlong special finds the duo performing a number of their hits, including several they wrote for other artists.



**AIN'T NOTHIN' LIKE THE REAL THING** — Nick Ashford and Valerie Simpson reach out and touch each other.

• **MACEO!!!:** James Brown, the Godfather Of Soul, gets down and gets funky on "It's Showtime At The Apollo" (NBC, Sunday, 8/28, 1:30am).

• **SITTIN' ON THE SOFA:** Sittin' in on the "Tonight Show Starring Johnny Carson" this week are **Johnny Cash** (NBC, Friday, 8/26, 11:30pm) and the **Temptations** (Wednesday, 8/31).

## Comedy On Record: A Discography

A book on comedy that doesn't include one joke? Well, comedy can actually be serious business — as some of the world's greatest philosophers will tell you — and Warren Debenham's "Laughter On Record: A Comedy Discography" (Scarecrow Press, Methuen, NJ; \$35, hardcover) is a serious discography of more than 4300 comedy LPs listed alphabetically by artist.

The book is exhaustive, listing more than a half-century's worth of comedy recordings, ranging from W.C. Fields, Rusty Warren, Lenny Bruce, and Danny Kaye to Rodney Dangerfield, Gilda Radner, Eddie Murphy, and Robin Williams.

Each listing includes title, record number, reissues, and foreign issues as well as pertinent information about the record when needed.



**WRAP IT UP** — Comedy records get some respect.

The book's major flaw lies in its failure to include release dates. However, it almost makes up for this oversight by including a directory of comedy labels — not to mention an index of subject matter that allows the reader to locate ev-

ery comedy record that ever dealt with, say, prostitutes or baldness.

Perhaps the most humorous aspect of "Laughter On Record" is that the book was compiled by an Episcopal priest! "Seven Words You Can't Say From The Pulpit?"

### MUSIC & MOVIES

#### CURRENT

- **A NIGHTMARE ON ELM STREET 4 (Chrysalis)**  
Featured Artists: Divinyls, Blondie, Vinnie Vincent
- **COCKTAIL (Elektra)**  
Singles: Powerful Stuff/Fabulous Thunderbirds  
Kokomo/Beach Boys  
Don't Worry, Be Happy/Bobby McFerrin (EMI-Manhattan)  
Other Featured Artists: John Cougar Mellencamp, Georgia Satellites
- **MARRIED TO THE MOB (Reprise)**  
Single: Liar, Liar/Debbie Harry  
Other Featured Artists: Ziggy Marley, Sinead O'Connor
- **COMING TO AMERICA (Atco)**  
Single: Addicted To You/Levert  
Other Featured Artists: Cover Girls, Nona Hendryx, System
- **CADDYSHACK II (Columbia)**  
Singles: Nobody's Fool/Kenny Loggins  
Go For Yours/Lisa Lisa & Cult Jam w/Full Force  
Power Of Persuasion/Pointer Sisters  
Other Featured Artists: Cheap Trick, Full Force, Patty Smyth

#### UPCOMING

- **BUSTER**  
Single: A Groovy Kind Of Love/Phil Collins (Atlantic)

### FILMS

#### WEEKEND BOX OFFICE

AUGUST 19-21

- |   |        |
|---|--------|
| 1 <i>A Nightmare On Elm Street 4: The Dream Master (New Line)</i> * | \$12.8 |
| 2 <i>Young Guns (20th Century Fox)</i>                              | \$5.0  |
| 3 <i>Die Hard (20th Century Fox)</i>                                | \$4.5  |
| 4 <i>A Fish Called Wanda (MGM/UA)</i>                               | \$4.4  |
| 5 <i>Cocktail (Buena Vista)</i>                                     | \$4.0  |
| 6 <i>Who Framed Roger Rabbit (Buena Vista)</i>                      | \$3.6  |
| 7 <i>Married To The Mob (Orion)</i> *                               | \$3.2  |
| 8 <i>Tucker (Paramount)</i>   | \$2.7  |
| 9 <i>Coming To America (Paramount)</i>                              | \$2.5  |
| 10 <i>Midnight Run (Universal)</i>                                  | \$2.1  |

\* First week in release  
All figures in millions  
Source: Exhibitor Relations Co.

#### COMING ATTRACTIONS:

This week's openers include "Stealing Home," in which a childhood friend's suicide causes an ex-baseball player to reevaluate his own life. In addition to vintage performances from the likes of Jerry Lee Lewis, Bo Diddley, and the Everly Brothers, the movie's Atlantic soundtrack sports selections by Marilyn Martin and David Foster, the latter of whom scored the film as well.

Also opening this week: "Betrayed," a political thriller centered around the murder of a controversial radio talk host by white supremacists, and "Hot To Trot," an update of all the old talking nag gags that's notable chiefly for a score — no soundtrack — by Oingo Boingo's Danny Elfman. Will-burrr!

### NEW THIS WEEK

#### • MOONSTRUCK (MGM/UA)

"When the moon hits your eye like a big pizza pie..." Screenwriter John Patrick Shanley's Oscar-winning New York fairy tale of modern Italian-Americans in love gave Cher the opportunity to show Hollywood that she was indeed a s-e-r-i-o-u-s thespian, for which Tinseltown rewarded her with a Best Actress Oscar. Meanwhile, the film's Capitol soundtrack brought Dean Martin back into the limelight with a rereleased single of his classic "That's Amore." (Street date: 8/30).

#### • THE LAST EMPEROR (Nelson Entertainment)

Another multiple Oscar-winning box office hit (including Best Picture of 1987), this is director Bernardo Bertolucci's epic tale of Pu Yi, China's final imperialistic ruler, whose abdication forever altered that country's history. The Virgin soundtrack LP by Ryuichi Sakamoto, Talking Head David Byrne, and Cong Su won an Oscar for Best Original Score. (8/31)



**SERIOUS COMPOSERS** — David Byrne (l) and Ryuichi Sakamoto wear black, thereby not having to prove they're creative.

#### • ELVIS AND ME (New World)

Albert Goldman, call your office! The Elvis in the title is the former King of Rock 'N' Roll, now reportedly living near a Burger King in Kalamazoo, Michigan. The "Me" is his ex-wife and a former star of the "Dallas" TV series. This made-for-TV mini-series, based on Priscilla Presley's best-selling memoirs, wound up being a lot closer to "Dallas" than the average fan's memories of the King. (8/31)

#### • IRON MAIDEN: 12 WASTED YEARS (MPI)

Heavy metal heaven starts here with this "scrapbook" overview of the British quintet's career, spanning 1975 to the present. "12 Wasted Years" mixes live performances, video clips (some previously seen in prior home video releases), interviews, and miscellaneous material of historic value to Maiden-heads. Although the compilation includes no material from the band's latest LP, "Seventh Son Of A Seventh Son," the 90-minute onslaught does contain such earlier Maiden monsters as "Number Of The Beast," "Charlotte The Harlot," and "Stranger In A Strange Land." (8/31).



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Portland (503) 242-3235  
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rights to the Billboards Charts. Now, with the Shadoe factor, we have a star who knows the stars. He's a fresh, dynamic presence who's a regular on *Hollywood Squares* and a national heartthrob. However, his fame began in radio where he won Billboard Magazine's Personality of the Year Award. He also earned widespread recognition at WRKO in Boston as well as at KROQ, KMET, KRLA, and KHJ, all in Los Angeles. All of which means the hot is getting hotter. Shadoe Stevens and American Top 40.

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## FRIDAY ON OUR MINDS

### Weekend Trips On Rise

With the heat of summer upon us, more and more people are spending weekends at the beach or resort areas. There is good reason to believe, however, that these weekend jaunts away from home are becoming more popular than ever throughout the year.

A recent survey by the Roper Or-

ganization revealed that during a typical weekend last March — that is, one not involving any holidays — 8% of all adult consumers went away for the weekend. This figure translates into 14 million weekend travelers spending a night away from home during that Friday/Saturday period.

#### 750 Million Travelers Per Year

This figure may not sound particularly earth-shattering, but if 8% of all adult American consumers (albeit different individuals) took a trip every weekend of the year, that works out to nearly 750 million weekend travelers a year. In other words, each adult US consumer would average approximately four weekend trips per year.

Truthfully, these figures are probably even higher. March is not a particularly popular month for travel, especially when compared to the summer months.

What's more, the survey found that weekend travel is most popular among younger consumers (median age: 35) and more affluent ones (median annual income: \$32,750).

### Best-Selling Bourbon Brands

Maybe it's due to all the attention focused on such yuppie-oriented alcoholic beverages as wine coolers, but bourbons have been gradually falling out of favor with American consumers.

Industry analysts predict bourbon sales will drop off 5-7% this year. While that's not great news for bourbon makers, this sub-bourbon trend is nevertheless an improvement over the 10-13% annual sales decline that bourbons have experienced during the past six years.

Still, Americans drank nearly 12 million cases of bourbon in 1987, most of which was divided among the following top ten best-selling brands listed below.

Brand	Cases Sold (in millions)
Jim Beam	3.252
Jack Daniel's (black label)	2.855
Early Times	1.270
Ten High	1.025
Ancient Age	.788
Evan Williams	.577
Old Crow	.520
Old Charter	.499
Old Grand Dad	.453
Wild Turkey	.450

Source: Jobson's Liquor Handbook

### Here Comes The Sun . . . Protection

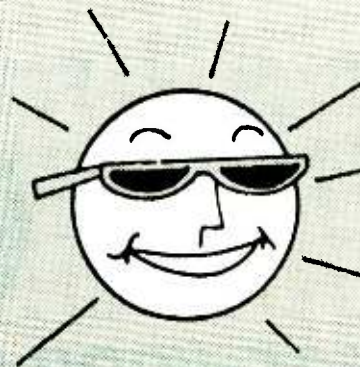
These lazy, hazy, crazy days of summer not only bring plenty of sunshine, but also big bucks for manufacturers of special suntanning products that are designed to either protect the user from or increase the effects of the sun's rays.

A recent survey by the New York-based Roper Organization found that at least half of the American public uses such products either regularly (27 million consumers) or occasionally (63 million).

Thanks to recent reports on the sun's cancer-causing agents, sunscreens or blocks are the most popular product, used by approximately 54 million Americans. Another 22 million use a special protectant on sensitive areas, such as their noses. Then there are those 18 million Americans who use a suntan oil to speed up the results that come from catching a few rays.

#### 100 Million In The Shades

By and large, however, the most popular summer protection item is



sunglasses. The study reports that 100 million Americans wear shades, many of whom — Lou Reed is the obvious example — undoubtedly own more than one pair of sunglasses.

Hats are also a popular summer protection device, with 70 million Americans donning a chapeau, although thinning and receding hair may have something to do with this. At least half of all men wear a hat, as do 58% of people over 60 years of age.

### Profiling The Affluent Consumer

The average affluent US consumer is more than four times as likely to be a man than a woman, according to the 1988 "Affluent Market Factbook." Published every year since 1981 by the Tampa-based Payment Services firm, this latest edition was compiled from a survey of 2000 consumers with an average annual household income of \$72,000 and an average net worth of \$500,000.

Along with finding that 82% of America's upscale consumers are men, the 1988 survey profiles the average US affluent consumer as follows:

- The average age of the affluent consumer is now 50, down from 53 in 1981.
- The affluent consumer has an average of one dependent child, down from 1981's two.
- More than half (65%) of these affluent consumers graduated from college; 27% are self-employed; and 19% are retired.
- Only 11% categorize themselves as corporate executives, down from 27% in 1981.
- 38% of the respondents live in a two-earner household, up from 34% in 1981.

### When People Grocery Shop

Early evening may be the ideal time for supermarkets to do their radio advertising. At least that's what a recent annual survey of more than 2500 people by the Stamford, CT-based Progressive Grocer would seem to indicate.

The survey also found that grocery stores that close after 5pm may be losing nearly a fifth of their customers, as 19% of American shoppers are most likely to make a



trip to the market between 5 and 9pm. Another 5% regularly shop between 9pm and 8am, which explains how all those 24-hour markets stay in business.

Other findings: Saturday is the most popular shopping day, with one in five households taking it to the aisles for their major weekly shopping. Another 9% shop regularly on Sunday. Weekday shopping ranges from a Monday low of 11% to Friday's high of 17%.

### CHRONICLE

#### Born To:

WNAM & WAHC/Appleton-Oshkosh, WI GM Sheryl Perisho, husband Don, son Joshua, July 27.

#### Marriages:

WAJR & WVAQ/Morgantown, WV Sports Director Tony Caridi to Joan Supinski, July 30.

It would behoove you to delay any changes in your AM programming for the next  4 months.

BUSINESS NEWS BROADCASTING  
When we're good and ready.

Suite 1500 • 50 Milk Street • Boston, MA 02109

# THE TOP 100 SINGLES OF THE ROCK ERA HAVE JUST BEEN CHOSEN BY ROLLING STONE MAGAZINE

*BMI is proud to license 75% of them*



**Back Stabbers** The O'Jays Written by Leon Huff  
John Whitehead Gene McFadden • **Be My Baby**  
The Ronettes Written by Phil Spector Jeff Barry  
Ellie Greenwich • **Billie Jean** Michael Jackson  
**Bridge Over Troubled Water** Simon & Garfunkel  
Written by Paul Simon • **Brown Eyed Girl** Van  
Morrison • **Brown Sugar** The Rolling Stones  
Written by Mick Jagger (PRS) Keith Richards  
(PRS) • **Chain Of Fools** Aretha Franklin Written  
by Don Covay • **Crimson And Clover** Tommy  
James Written by Peter Lucia Tommy James • **Da  
Doo Ron Ron** The Crystals Written by Jeff Barry  
Ellie Greenwich Phil Spector • **Dancing In The Street**  
Martha & The Vandellas Written by Will Stevenson  
**Dock Of The Bay** Otis Redding Written by Steve  
Cropper Otis Redding • **Every Breath You Take** Sting  
(PRS) • **For What It's Worth** Buffalo Springfield  
Written by Stephen Stills • **Fortunate Son** Creedence  
Clearwater Revival Written by John Fogerty • **Gimme  
Some Lovin'** Spencer Davis Group Written by Spencer  
Davis (PRS) Steve Winwood (PRS) Muff Winwood  
(PRS) • **Gloria** Them Written by Van Morrison • **Go  
Your Own Way** Fleetwood Mac Written by Lindsey  
Buckingham • **Good Lovin'** The Rascals Written by Rudy  
Clark Arthur Resnick • **Good Times** Chic Written by Nile  
Rodgers Bernard Edwards • **Good Vibrations** The Beach  
Boys Written by Brian Wilson Mike Love • **Help** The  
Beatles Written by John Lennon Paul McCartney (PRS)  
**Hey Jude** The Beatles Written by John Lennon Paul  
McCartney (PRS) • **Hold On, I'm Coming** Sam & Dave  
Written by Isaac Hayes David Porter • **Honky Tonk Women**  
The Rolling Stones Written by Mick Jagger (PRS) Keith  
Richards (PRS) • **House Of The Rising Sun** The Animals  
Written by Alan Price (PRS) • **(I Can't Get No) Satisfaction** The  
Rolling Stones Written by Mick Jagger (PRS) Keith Richards  
(PRS) • **I Get Around/Don't Worry Baby** The Beach Boys  
Written by Brian Wilson/Brian Wilson Roger Christian • **I Heard  
It Through The Grapevine** Marvin Gaye Written by Barrett Strong  
Norman Whitfield • **I Want To Hold Your Hand/ I Saw Her  
Standing There** The Beatles Written by John Lennon Paul  
McCartney (PRS) • **Imagine** John Lennon • **In The Midnight  
Hour** Wilson Pickett Written by Steve Cropper Wilson Pickett  
**Instant Karma** John Lennon • **Jumpin' Jack Flash** The Rolling  
Stones Written by Mick Jagger (PRS) Keith Richards (PRS) • **Layla**  
Derek & The Dominoes Written by Eric Clapton (PRS) James Gordon  
**Let's Stay Together** Al Green Written by Al Jackson Jr. Al Green  
Willie Mitchell • **Louie, Louie** The Kingsmen Written by Richard  
Berry • **Maggie May** Rod Stewart • **My Generation** The Who

Written by Pete Townshend (PRS) • **Needles  
& Pins** The Searchers Written by Jack Nitzche  
Sonny Bono • **96 Tears** ? & The Mysterians  
Written by Rudy Martinez • **Oh! Pretty Woman**  
Roy Orbison Written by Roy Orbison William  
Dees • **Ohio** CSNY Written by Neil Young  
**Overnight Sensation** (Hit Record) The Raspber-  
ries Written by Eric Carmen • **Papa's Got A  
Brand New Bag** James Brown • **People Get  
Ready** The Impressions Written by Curtis  
Mayfield • **Proud Mary** Creedence Clearwater  
Revival Written by John Fogerty • **Reach Out, I'll  
Be There** The Four Tops Written by Edward  
Holland Lamont Dozier Brian Holland • **Respect**  
Aretha Franklin Written by Otis Redding • **River  
Deep, Mountain High** Ike & Tina Turner Written by  
Ellie Greenwich Jeff Barry Phil Spector • **Shake/A  
Change Is Gonna Come** Sam Cooke • **She's Not  
There** The Zombies Written by Rod Argent (PRS)  
**Somebody To Love** Jefferson Airplane Written by  
Darby Slick • **Son Of A Preacher Man** Dusty  
Springfield Written by Ronnie Wilkins John Hurley  
**Stayin' Alive** The Bee Gees Written by Barry, Robin &  
Maurice Gibb • **Stop! In The Name Of Love** The  
Supremes Written by Edward Holland Lamont Dozier  
Brian Holland • **Strawberry Fields Forever/Penny Lane**  
The Beatles Written by John Lennon Paul McCartney  
(PRS) • **Summer In The City** The Lovin' Spoonful Written  
by John Sebastian Mark Sebastian Steve Boone • **Sus-  
picious Minds** Elvis Presley Written by Mark James • **Tell  
It Like It Is** Aaron Neville Written by Lee Diamond George  
Davis • **Thank You.../Everybody Is A Star** Sly & The Family  
Stone Written by Sly Stone • **The Letter** Box Tops Written  
by Wayne Carson Thompson • **The Message** Grandmaster  
Flash & The Furious Five Written by Melle Mel Duke Bootee  
Clifton Chase Sylvia Robinson • **Walk Away Renee** Left Banke  
Written by Bob Calilli Michael Brown Tony Sansone • **Walk  
On The Wild Side** Lou Reed • **War** Edwin Starr Written  
by Barrett Strong Norman Whitfield • **What's Goin' On** Marvin  
Gaye Written by Renaldo Benson • **When A Man Loves A Woman**  
Percy Sledge Written by Andrew Wright Calvin Lewis • **Who'll  
Stop The Rain/Travelin' Band** Creedence Clearwater Revival  
Written by John Fogerty • **Wild Thing** The Troggs Written by  
Chip Taylor • **Wooly Bully** Sam The Sham & The Pharaohs Written  
by Sam The Sham • **You Really Got Me** The Kinks Written by Ray  
Davies • **You've Lost That Loving Feeling** The Righteous  
Brothers Written by Barry Mann Cynthia Weil • **Your Song**  
Elton John Written by Elton John (PRS) Bernie Taupin

# BMI

*Your single most important music license for the rock of all ages*

## Whither Goest The Car Of The Future

Two Or Three Computers May Be Standard Equipment On Most Models

Thanks to advances made possible by computer chips, cars with "brains" are no longer the material of science fiction and comic books. Most of today's cars already carry an average of \$300 worth of computer chips, which perform such feats as adjusting fuel injection systems and running cruise controls, as well as regulating air systems, electric door locks, voltage regulators, burglar alarms, and antilock brake systems.

However, soon cars will be decked out with advanced microcomputers, and many experts predict that the average vehicle will sport two or three master computers — each with the capacity of IBM's latest PC — to handle as many as six million operations per second by the mid-1990s. This means that electronic systems may account for as much as 30% of the total cost



of producing a new car by the year 2000, or triple the current percentage.

So what kind of neat things can we expect on our cars of tomorrow? Some of these futuristic developments may include:

- **Collision Avoidance:** Front and rear radar systems will warn drivers of impending crashes and approaching vehicles.

- **Heads-Up Displays (HUD):** Originally developed for pilots, these make dashboard readouts seem to hover in the air in front of the car so drivers needn't look down.

- **Electronic Pedal Control:** Precise electronic controls will aid those with a "heavy foot" by replacing the mechanical linkages connecting the driver's foot pedals to the throttle and brakes.

- **Computerized Gear Shifts:** New transmissions will combine the economy of manuals with the ease of automatic transmissions.

- **"Flying" Suspension:** Computerized sensors — located where shocks and struts presently reside — will spot bumps and potholes, lifting wheels over the rough spots and then planting them solidly back on the road.

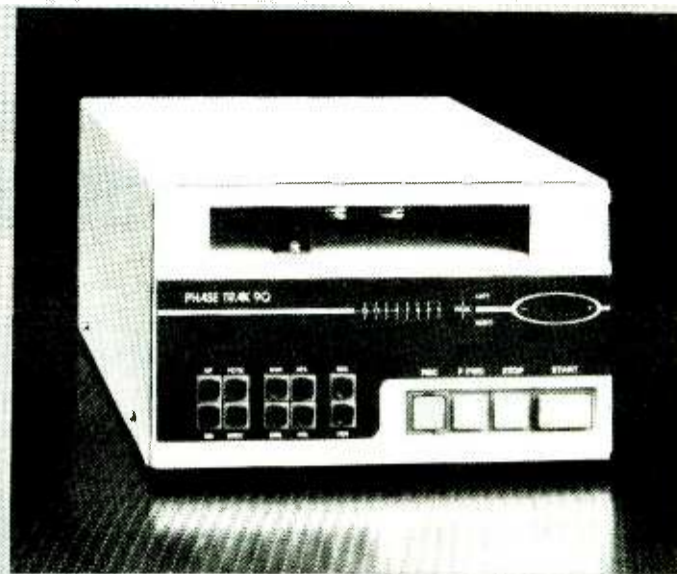
- **Traction Control/Pressure Sensors:** The first prevents tires from spinning on slippery roads, while the second automatically warns drivers that tires need air.

- **Adaptive Lights:** The brake light will transform into an automatic blinker if a turn signal bulb burns out, while headlights will turn on and dim automatically.

- **Navigation System:** A dashboard video screen will map the car's present location and plot the quickest route to the driver's destination.

The inevitable question, though, is what happens when these computers screw up? What is going to be done about maintenance?

The answer lies in the development of "smart" chips that can diagnose their own problems. By "communicating" with their diagnostic circuits, these computers will be able to determine whether the car's problem lies in a microprocessor, a sensor, or the wiring. This information will be stored in a memory bank, and mechanics will later be able to pinpoint most auto problems by asking the car's own computer systems. Mr. Goodwrench, meet Mr. Goodbyte.



## BE's State-Of-The-Cart Machine Arrives

Boasting a microprocessor-based, tape analysis system that "learns" the bias, equalization, and sensitivity levels of up to ten different brands of tape, the "Phase Trak 90 RPS" cart machine is currently available from the Quincy, IL-based Broadcast Electronics firm.

In addition to a variety of standard mechanical and operational features associated with top-of-the-line, record/playback stereo cart machines, the unit sports continuous electronic phase correction for greater quality of playback. For more information, contact the firm at (217) 224-9600.

## Avert Hard Disc Failure

One of the worst nightmares a radio station's Traffic or Music Director can envision is a hard disc failure on a Friday afternoon. However, daily usage of "Disc Technician," a new product from Prime Solutions, can help avert the hard drive problems caused by heat variances, dust, and vibrations that can send valuable information into permanent limbo.

Identifying and repairing bad sectors via the Disc Technician process takes approximately five minutes daily. A monthly test that inspects a disc bit-by-bit and takes several hours is also part of the package. For further information, contact the company at (619) 274-5000.

## 3-D Computer Graphics On Horizon

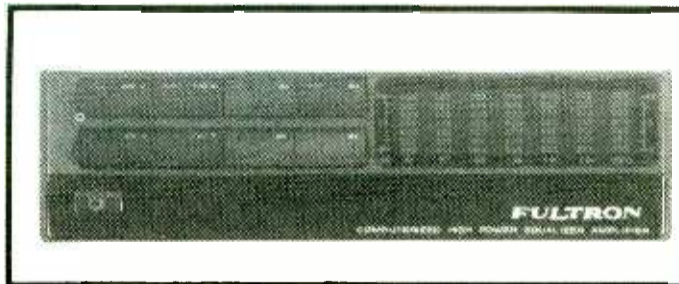
Computer technology has become so advanced most people expect computers to be able to do anything. But even the most advanced computer systems are unable to produce three-dimensional graphics. Now Dallas-based Texas Instruments has developed a prototype display that projects full-color 3-D graphic images in real time.

Actually, the new system generates laser pulses that are bounced off a rotating disc. This produces images that the viewer's eyes interpret as three-dimensional — the images appear to hang in space. (People "see" best in three dimensions, which is why current two-dimensional computer-generated graphics make it difficult for the viewer to distinguish different ob-

jects.) The viewer would be able to look around, above, and below the projected 3D image. Texas Instruments' prototype uses a disc that's ten inches in diameter and thereby produces images ten inches in size. The company is currently experimenting with discs up to 36 inches in diameter as well.

One potential application of the new 3D system would be to aid air traffic controllers, who could then walk around a projected image of the airspace (complete with planes) over the control tower.

## Fultron Upgrades Programmable Equalizer/Amplifier



The Memphis-based Fultron Electronics recently introduced a new programmable equalizer/amplifier with a spectrum analyzer that adds another 240 watts of peak power to the unit. Modestly known as "Model 15-0379," the machine features a microphone and pink noise generator that electronically sense acoustical changes in a vehicle and adjust to them, thereby creating a near-perfect acoustical environment.

The unit also sports seven electronic frequency equalization controls and four programmable pre-set options. In addition, the gizmo's spectrum analyzer features peak hold option as well as electronic volume and fader controls. Dual amplifiers and pre-amp inputs and outputs are also standard. For more info, write to Fultron at 122 Gayoso, Memphis, TN 38103.

## Radio Software Packages Hit The Streets

Designed specifically for radio programmers, a trio of IBM-compatible software packages is currently available from Hanford, CA-based computer consultant Michael Eissinger.

- "Contest" will create contest files, keep logs of winners as entered by the DJ, and note when prizes are delivered to the winners.

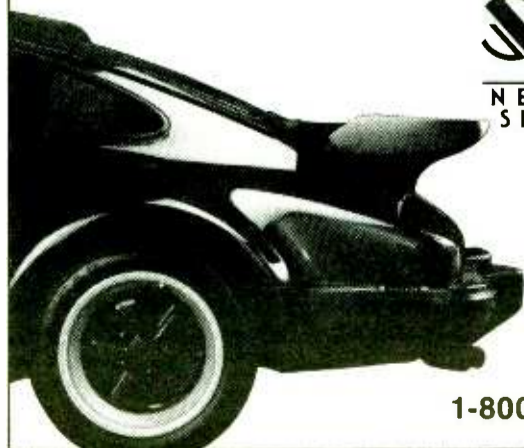
- "Request" allows air talent to enter listener requests, which can later be extracted by the MD or PD.

- "Radio Music Library System" stores and categorizes music, as well as prints cards and logs, yet still offers some manual selection of music by the DJ.

For further information call (209) 582-5830.

## SAFE AT ANY SPEED!

More than 2500 radio stations have shifted into high gear with SCS. It's a round trip of zero to 48,000 miles in a quarter of a second. SCS — gets your network connected fast!



Call  
1-800-331-4806



# Give Your Listeners 'Toons

Your listeners can win videocassettes of classic cartoons -- from Bugs Bunny to the Pink Panther, from Tom & Jerry to "The Secret of Nimh." Moms and Dads can win T-shirts, and the grand prize winner will get a Cartoon Movie Stars library with 11 hours of classic 'Toons!

This **free promotion** is available September 25 - October 8 on an exclusive basis in these markets.

Chicago  
Dallas

Detroit  
Los Angeles  
Pittsburgh

St. Louis  
San Francisco

**Call the Animated  
Mary Fisher  
at R&R Marketing  
(213) 553-4330**



# BREATHE



# How Can I Fall

(AM 1224)

THE FIRST CHAPTER in the **BREATHE** story was written in July, when "Hands to Heaven" (AM 2991) went to #2. The second chapter begins with the release of the next single, "How Can I Fall." The future couldn't look brighter for David Glasper, Ian "Spike" Spice, and Marcus Lillington. A&M's tenacious dedication to this project continues...

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From the album **ALL THAT JAZZ** (SR 5165) Produced by Bob Sargeant. Management: Outlaw Management



## Was (Not Was) Signs (And Poses) With Chrysalis



Was (Not Was)'s Chrysalis label debut will be "What Up, Dog?" in September. Wholly unconcerned with the grammar of that title backstage at New York's Palladium are (l-r) the group's Harry Bowens, Chrysalis President Mike Bone, VP/Promotion Daniel Glass, Chrysalis International President Doug D'Arcy, manager David Passick, the group's David Was, Sr. VP/International Jeff Aldrich, VP/A&R Kate Hyman, and the group's Don Was.



## Jackson Hosts 300 At Listening Party

Freddie Jackson treated 300 partygoers to his new album "Don't Let Love Slip Away" and the video for the single "Nice 'N' Slow" at South Street Seaport's Bridgewater in New York. Preserving the moment are (l-r) Capitol Records' Rod Butler, Jackson, and Capitol East Coast GM/Blue Note President Bruce Lundvall.



## An Ace In The Hall

Atlantic/Megaforce artist Ace Frehley (l) of Frehley's Comet posed backstage after his show at New Jersey's Brendan Byrne Arena with Atlantic Chairman Ahmet Ertegun.

## Setzer, Thorogood Rock The Garden



Brian Setzer and EMI-Manhattan labelmates George Thorogood and the Delaware Destroyers brought their show to Madison Square Garden recently. Pictured backstage are (l-r) the label's Josh Ziemann and Henry Marquez, VP/A&R Michael Barackman, VP/Artist Development & Video Geoff Bywater, Setzer, Thorogood, VP/Marketing Ken Baumstein, and the label's Matt Murray, Wendy Bloch, Joe Pszonek, and George Silva.



## NMS Artists Hail Columbia

Gathered into a corner during a Columbia-hosted New Music Seminar party held at New York's Puck Building are (l-r) Tim Butler of the Psychedelic Furs, Leonard Cohen, Jon Astley, Columbia's Linda Kirishjian and Gail Brusewitz, manager Bob Ellis, and Rainy Davis.

## Songs From The Southside



Southside Johnny (Lyon) had an in-studio visit by staffers from Cypres Records, his new label, while he was recording at Manhattan's RPM Studios. Smiling for the camera are (l-r) the label's Tami Shawn and Loui Nafshun, Southside Johnny, and co-producer Steve Skinner.

**S**imply put, there is a way for any radio station to win, and we know how to find it. During the past quarter century, Drake-Chenault has worked with thousands of broadcasters, worldwide, providing personal guidance that's affordable, objective and so effective that many of our clients routinely lead Arbitron rankings for their target demographics.

**Consulting!**

**D**rake-Chenault offers strategic planning and positioning, market research, station operations analysis and marketing management, as well as formatting and programming. The rest of what we do makes our syndicated material that much better-- but, if you think of us just as a tape source, you're not just limiting us- you're limiting yourself. Consider Drake-Chenault your complete consulting resource, with a consulting program tailored precisely to your needs.

*Drake  
Chenault*

**We're Not State of the Art...**

**We're Creating the Art.**

**(800) 247-3303**

**(505) 247-3303**



## NEWSBREAKERS

## Marcinkiewicz MCA Rock Director

Roman Marcinkiewicz has been upped from Director/New England Regional Promotion to Director/National Rock Promotion at MCA Records.

MCA VP/Rock Promotion Randy Hock commented, "(Marcinkiewicz) has been a source of inspiration for all of us at MCA, and this promotion represents both our gratitude and confidence that his role in the 'big picture' will guarantee us even greater success with our rock 'n' roll endeavors in the future."

Marcinkiewicz said, "Since I'll be working out of Boston, which is an industry first, I've got to give credit to everybody from (Exec. VP/Marketing & Promotion) Richard Palmese and (Sr. VP/Promotion) Steve Meyer and of course to Randy Hock for believing that it can happen regardless of where you're located."

Marcinkiewicz joined MCA in 1976 as Florida sales rep, later becoming Miami Regional Promotion Manager before being named to his most recent post.



Roman Marcinkiewicz

## Hunt Joins Walker Consultancy As VP



Phil Hunt

KSSN/Little Rock VP/Programming Phil Hunt is leaving the Country station after five years to join Rusty Walker Programming Consultants, Inc. as VP/Consulting Services. Concurrently, Rick Shayne, the company's music programming associate, has been named Sr. VP/Operations and Music Programming.

Walker told R&R, "With Phil on board, we have a research-oriented guy with strong strategic skills. He's also a great seat-of-the-pants guy, having graduated 'summa cum dangerous' from radio's school of hard knocks."

According to Walker, Hunt initially will concentrate on developing new business in markets 75-150. He'll work with KSSN and KZSN/Wichita as well as "on the team with others of our clients," said Walker.

Hunt, who will relocate to the company's base in Iuka, MS and begin in mid-September, said, "There's nobody in our business better than Rusty Walker. He's been great for our station and group. I'm looking forward to furthering my own education while helping him expand his business."

Hunt joined KSSN in 1983 as afternoon personality and was made PD nine months later. He was elevated to VP last December. He programmed WNOX & WNKX/Knoxville in 1983.

Regarding Shayne's promotion, Walker said, "Nobody has a better handle on country oldies and currents as they relate to Country radio than Rick. Our clients have come to rely on him for unbiased, credible musical guidance. This title simply confirms to the outside how important he is to our organization in providing service to our clients."

Shayne joined Walker two years ago from his programming position at WXOR & WQLT/Florence, AL.



Elaine Locatelli-Stenmark



Mike Martucci

## LOCATELLI-STENMARK ALSO NAMED

## Martucci Directs Columbia AC Promotion

Seven-year Columbia AC promotion veteran Mike Martucci has been upped to Director/AC Promo-

tion, and his assistant Elaine Locatelli-Stenmark has been upped to Associate Director/AC Promotion.

Martucci told R&R, "I'm delighted about the confidence placed in Elaine, myself, and the AC department."

Prior to joining CBS, Martucci served as VP for Road Show Productions, VP/Sales & Marketing at Roulette, National Sales Director/Rack Accounts at Arista, and Director/Charts at Cashbox.

Locatelli-Stenmark was most recently National Promotion Administrator at PolyGram. She has also worked as Promotion Coordinator at RCA, and began her career at CBS as an executive secretary.

## James Set As WDRB OM

WMEX/Boston PD Gary James has been named OM of WDRB-AM & FM/Hartford, and will also do a PM drive airshift on the FM. He replaces Frank Holler, who left to program WIOQ/Philadelphia (see Page 3).

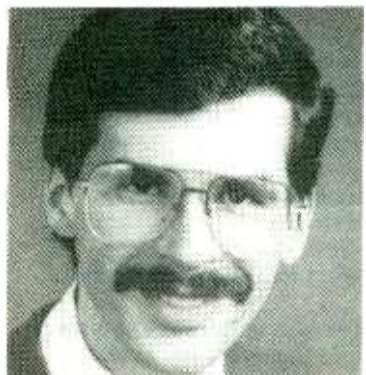
James told R&R, "I grew up listening to this station. We all have goals in life, and this was mine, to be PD of WDRB. I'm not looking to fix something that isn't broken. I want to maintain and grow. I don't see any major changes needed for this fine station."

Prior to joining WMEX two years ago, James programmed WARE/Ware, MA and WAVI/Portsmouth, NH.

In the spring '88 Arbitron, Oldies WDRB-FM scored a 6.9 (12+) to rank fifth. The station was third 18-49, 25-54, and 35-64. In Birch, the station's 12+ figure was 6.3.

"Oldies Channel" WDRB ranked eleventh 12+ in Arbitron (2.0), and had a 1.3 in Birch.

## Ellis Upped To WING PD



Rob Ellis

Four-month WING/Dayton Asst. PD Rob Ellis has been promoted to PD. He replaces Steve Warren, who left for similar duties at KTSA/San Antonio.

WING GM David Leonard commented, "The decision to move Rob into the position was an easy one. He has always been a great asset to WING, and he has shown fine management abilities over the past few months."

Ellis told R&R, "We're on a pretty even course, but we're making some music changes. The station had been leaning to a more MOR/Gold format and we're getting away from that because Dayton is a blue-collar, rock 'n' roll town. We're going to play more rock oldies from 1955-75. The focus will be on the Stones and heavier British invasion stuff."

"WING has been Gold for about two years, and the jocks sound like CHR jocks playing old music," he continued. "I think we'll pick up some young people. I know what the people want and enjoy in this market."

Prior to joining WING two years ago Ellis was OM at WBZI & WLGY/Xenia, OH.

WING registered a 1.6 in the spring '88 Birch; in Arbitron its 2.4 placed the station 13th.

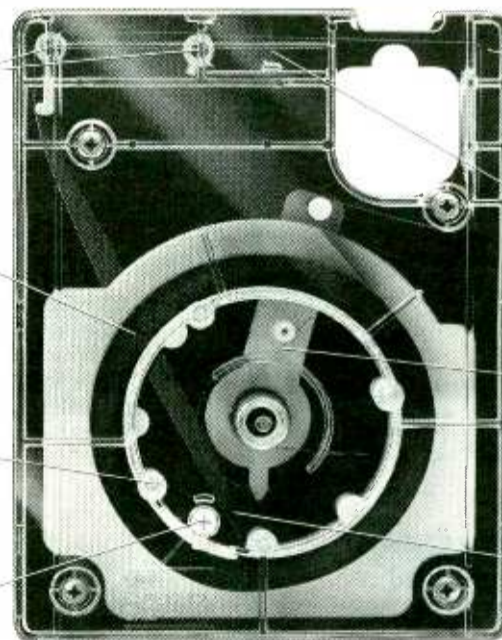
# HOW REDUCING STRESS IMPROVES JOB PERFORMANCE.

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

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

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

Adjustable cam to control tape loop for maximum life.



The ScotchCart II Cartridge

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

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

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

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

The reason most broadcast cartridges quickly become unreliable and self-destruct isn't because they're overused. Poor designs that create too much friction and tape stress can cause more headaches than anything. But as you can see, the revolutionary design of ScotchCart II cartridges makes them noticeably superior to other carts.

They also sound better because of 3M's extensive audio tape experience—over 40 years of successful innovation and product development.

So if you measure a cart's value by how much trouble-free performance it provides in the long run, talk to your professional audio dealer or local 3M sales office about the advantages of using ScotchCart II cartridges. Or for a free sample, call International Tape Electronics, 3M Broadcasting and Related Products Department at 800-447-0414. (In Alaska or Illinois, call collect 309-828-1381.)

The ScotchCart II cartridge from 3M. The one you can depend on to keep things running smoothly.

3M

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## PROMOTIONAL UPDATE #2

# HUMAN RIGHTS NOW!

## B-104 Blasts Baltimore With Multi-Media Promo

By combining the media strength of its #1 CHR market position and its production of "B-TV," a weekly video program on the local Fox TV Network affiliate, Baltimore's WBSB is saturating that city's airwaves with news of the Human Rights Now! Tour.

According to John Pavlos, promotion director, "We are using all available avenues to promote Amnesty International and the September 19 concert in Philadelphia. This is a tremendously important cause - one that we believe is critical to our listeners."

Leading up to the Philadelphia concert, the station is conducting a dual-phase promotion. From Labor Day through September 17, WBSB will be coordinating a call-in promotion. Winners will receive Reebok shoes, Tour merchandise, albums and CDs of the Tour's core artists and will be automatically entered in a drawing for the grand prize - an all-expense-paid trip for two to the Philadelphia concert.

BALTIMORE'S BEST  
**B104**  
MEANS MUSIC

Supplementing the radio promotion will be the airing of a series of PSAs promoting membership in Amnesty International and the Audio Declara-

tion Drive. All PSAs will be produced internally using scripts made available by Westwood One.

For the past five years, WBSB has also produced a weekend video program on WBBF-TV. During the Human Rights Now! promotional period, the program will air videos of the Tour's core artists and others relating to human rights. At the same time, program hosts will discuss the concert and Amnesty International and promote a contest offering an all-expense-paid trip for two to the Philadelphia date. Viewers will be asked to send in a postcard to WBSB to enter.

"When we heard about the Tour and the availability of promotional merchandise from Reebok, we didn't hesitate for a moment to back it. We intentionally avoided any kind of complex or cute promotion. The message being conveyed by Human Rights Now! is too important on its own and the more hard-hitting our message -- the better people will understand the objectives of Amnesty International and the Tour itself," said Pavlos.

## Retailer Tie-Ins

A strong relationship with your local Musicland or Sam Goody's, can be translated into a more powerful Human Rights Now! promotion.

**musicland**  
WE GOT WHAT'S HOT.

The announcement was recently made that the combined retailing strength of 670 Musicland and Sam Goody's stores will be supporting the Human Rights Now! Tour. Most of the stores around the country will be displaying and selling the full line of Reebok Tour merchandise. Those with limited floor space will carry a display of the merchandise and mail order catalogs.

**Sam Goody**  
GOODY GOT IT!

All of the stores will participate in a Westwood One/Reebok-sponsored national sweepstakes. Among other prizes, the sweepstakes will offer four all-expense-paid trips to the finale concert in Buenos Aires as grand prizes. Entry blanks will be available at Musicland and Sam Goody's stores nationwide.

In addition, all of the stores will offer copies of Amnesty International human rights literature and Human Rights Petitions. A tie-in could be a great way to support Human Rights Now! and increase the reach and effectiveness of your promotion.

## Reebok Steps Up Support For Radio

In addition to underwriting the international Human Rights Now! Tour, Reebok is offering radio stations across the country the opportunity to use two of their most popular shoe models for promotions supporting the Tour and Amnesty International.

The BB-5000 men's hightop basketball shoe and the women's 4000 aerobics shoe are available through R&R to all radio stations as giveaways for Human Rights Now! promotions.



Twenty-five pairs of these same shoes will be awarded to each of three stations judged to have conducted the most creative and effective Human Rights Now! promotion. One station in a major, medium and small market will receive the shoes for their staffs in recognition of their efforts supporting Amnesty International. An additional 25 pairs will be awarded randomly in a Reebok-sponsored sweepstakes open to all participating stations.

For information on receiving Reebok shoes for your promotion, contact Henry Mowry at R&R, 213-553-4330.

### HUMAN RIGHTS NOW! Tour Dates

9/2	London
9/4 & 5*	Paris
9/6	Budapest*
9/8	Torino, Italy
9/10	Barcelona
9/13	San Jose, Costa Rica
9/15*	Toronto
9/17	Montreal
9/19	Philadelphia
9/21	Los Angeles
9/26 & 27	Tokyo
9/30	New Delhi*
10/7	Harare, Zimbabwe*
10/12	Sao Paulo, Brazil
10/14	Mendoza, Argentina
10/15	Buenos Aires

\*NEW DATE

All Dates Subject To Change  
More To Be Announced

Get your station involved Now!

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# NEWSBREAKERS

EDITED BY JIM DAWSON

## Radio

● **SHERMAN COHEN** has joined KRZZ/Wichita as PD. He previously programmed Las Vegas stations KKLZ & KOMP.

● **TERRY DEAN** has been named GSM at WOFX/Cincinnati. He was formerly GM at crosstown combo WLMX & WUBE, where he spent ten years.

● **MICHELLE MASSARO** has been upped to Local and National Sales Manager duties at WRKS/New York. She had held the National Sales post since 1986.

● **LARRY KAHN** has been upped to Director/Research & Marketing at Taylor Communications. He previously was OM at Taylor-owned WCOD/Cape Cod, MA.



*Terry Dean*      *Karen Moss*  
 ● **KAREN MOSS** has been upped to National Press Manager at Warner Bros. Records. She has been with the label since 1982, most recently as Publicity Manager.

● **RICKY MINTZ** has joined Capitol Records as Director/Creative Merchandising. He previously owned his own ad agency, Advertisemintz.

● **MIKE CARDEN** has been named Northeast Regional Marketing Manager at Atlantic Records. He worked in Sales for Malverne Distributors prior to joining the label.

## Industry

● **JULIAN BIAM** has been promoted to Director/Corporate Research at Birch Scarborough Research in New York. He previously served five years as Research Director at Scarborough Research/New York.

Other appointments at the firm include: **NANCY SCHROECK** to Client Relations/Research Analyst, New York; **ALAN TRUGMAN** to Manager/Broadcast Sales, Northeast Region; **PHIL SAHADI** to Director/Local Advertiser & Agency Services, New York; and **TED RUBACK** to National Advertiser/Agency Coordinator, New York.



*Ricky Mintz*      *Pat Rustici*  
 ● **PAT RUSTICI** has been upped to VP/Marketing & Promotion at the Champion Entertainment artist management company. He has been with the firm for three years, and previously worked in National Sales and Artist Development at Columbia Records.

## Records

● **EMILYANN WITTMANN** has been appointed Director/Video Promotion at A&M Records. She joins from Columbia Records, where she served the past two years as Manager/Video Promotion, East Coast.



*Emilyann Wittmann*      *Mary Ellen Cataneo*  
 ● **MARY ELLEN CATANEO** has been promoted to Director/Press & Public Information, East Coast at Columbia Records. She previously had served as Manager/Artist Functions since 1984.

## PROS ON THE LOOSE

**Boobie Bondage** — Promotion Dir./Program Coord. Z-Rock/Dallas (214) 991-4119

**Vince DeLisi** — News anchor WHTX/Pittsburgh (412) 941-5112

**Country Dan Dixon** — Afternoons WSDS/Detroit (313) 769-5509

**Bobby Knight** — Afternoons KOY-FM (Y95)/Phoenix (602) 493-5714

**Buck McWilliams** — Mornings WXGT (92X)/Columbus, OH (614) 794-0719

**Jim Patrick** — Assoc. PD/middays WWQM/Madison, WI (608) 238-4015

**Doc Phillips** — MD/afternoons KPEZ/Austin (512) 442-4760

**Sly Rose** — MD/mornings WQRK/Bedford, IN (219) 767-2567

**Wild Bill Scott** — OM/PD Z-Rock/Dallas (214) 991-4119

**Scott Thomas** — Evenings WNFI/Daytona Beach, FL (904) 262-5648

## CHANGES

**Elpidio Caesar** has joined WWPR (Power 95)/New York as an AE.

**Lu Davidson** has been appointed an AE at KJOL/Los Angeles.

**Kevin Hayes** and **Nick Guerra** have been named AEs at WMTG & WNIC/Detroit.

**Scott Chapin** and **Brigitte Beaudin** have been named AEs at Birch Scarborough/Northeast Division.

**Judy Malcolm** has joined Birch Scarborough/Coral Springs, FL as an AE.

## Tiffany In A Brass Setting



After her recent performance at the Universal Amphitheatre in Los Angeles, Tiffany posed with her manager and MCA execs. Shown are (standing, l-r) MCA Records' Michael Ostroff, manager George Tobin, MCA Music Entertainment Group Sr. VPs Larry Soiters and Myron Roth, Tiffany, VP/Sales Harold Sulman, Sr. VP/Business Affairs Zach Horowitz, and VP/Merchandising Glen Lajeski; (kneeling, l-r) VP/Business Affairs Lance Grode and MCA Event Marketing VP Phil Rosenthal.

## R&R TIMELINE



**Paul Sebastian's first PD gig was at WLOB/Portland in 1973. He began his first tour at WAPE/Jacksonville in 1977 doing mid-days, and he was promoted to PD the following year. He left in 1981 to program KFKF/Kansas City, and five years ago today he was named PD at WCCO-FM/Minneapolis. In 1986 Sebastian returned to WAPE-AM & FM to do mornings as Hoyle Dempsey.**

*Paul Sebastian*

## 1 YEAR AGO TODAY

- Satellite Music Network to nationally distribute "The Wave"
- Scott Carpenter named WYNY/New York morning man
- Bob McNeill returns to WMZQ-AM & FM/Washington as PD
- Harvey Kojan named R&R AOR Editor
- #1 CHR: "La Bamba" — Los Lobos (Slash/WB) (2 wks)
- #1 AC: "I Just Can't Stop Loving You" — Michael Jackson & Siedah Garrett (Epic)
- #1 UC: "I Just Can't Stop Loving You" — Michael Jackson & Siedah Garrett (Epic) (2 wks)
- #1 Country: "Three Time Loser" — Dan Seals (Capitol)
- #1 AOR Track: "Paper In Fire" — John Cougar Mellencamp (Mercury/PolyGram) (3 wks)
- #1 AOR Album: "The Lonesome Jubilee" — John Cougar Mellencamp (Mercury/PolyGram)
- #1 Jazz: "Still Life" — Pat Metheny Group (Geffen) (4 wks)

## 5 YEARS AGO TODAY

- Don Ienner named Arista VP/Promotion
- Cary Pahlgian named WIP/Philadelphia PD
- Jim Pewter named KRLA/Los Angeles PD
- Bob Kranes joins WBCN/Boston as MD
- #1 CHR: "Maniac" — Michael Sembello (Casablanca/PolyGram)
- #1 AC: "Human Nature" — Michael Jackson (Epic) (2 wks)
- #1 UC: "Don't You Get So Mad" — Jeffrey Osborne (A&M)
- #1 Country: "Hey Bartender" — Johnny Lee (Full Moon/WB)
- #1 AOR Track: "King Of Pain" — Police (A&M) (3 wks)
- #1 AOR Album: "Synchronicity" — Police (A&M) (11 wks)
- #1 Jazz: "City Kids" — Spyro Gyra (MCA) (2 wks)

## 10 YEARS AGO TODAY

- Mutual signs John Ehrlichman for political commentary program
- Russ Knight named PD at WHK/Cleveland
- The True Don Bleu hired for KHJ/Los Angeles morning shift
- Redbeard hired by WZXR/Memphis for night shift
- #1 CHR: "Three Times A Lady" — Commodores (Motown) (4 wks)
- #1 AC: "Hopelessly Devoted To You" — Olivia Newton-John (RSO)
- #1 Country: "Talking In Your Sleep" — Crystal Gayle (UA) (3 wks)
- #1 AOR Album: "Some Girls" — Rolling Stones (Rolling Stones/Atlantic) (7 wks)

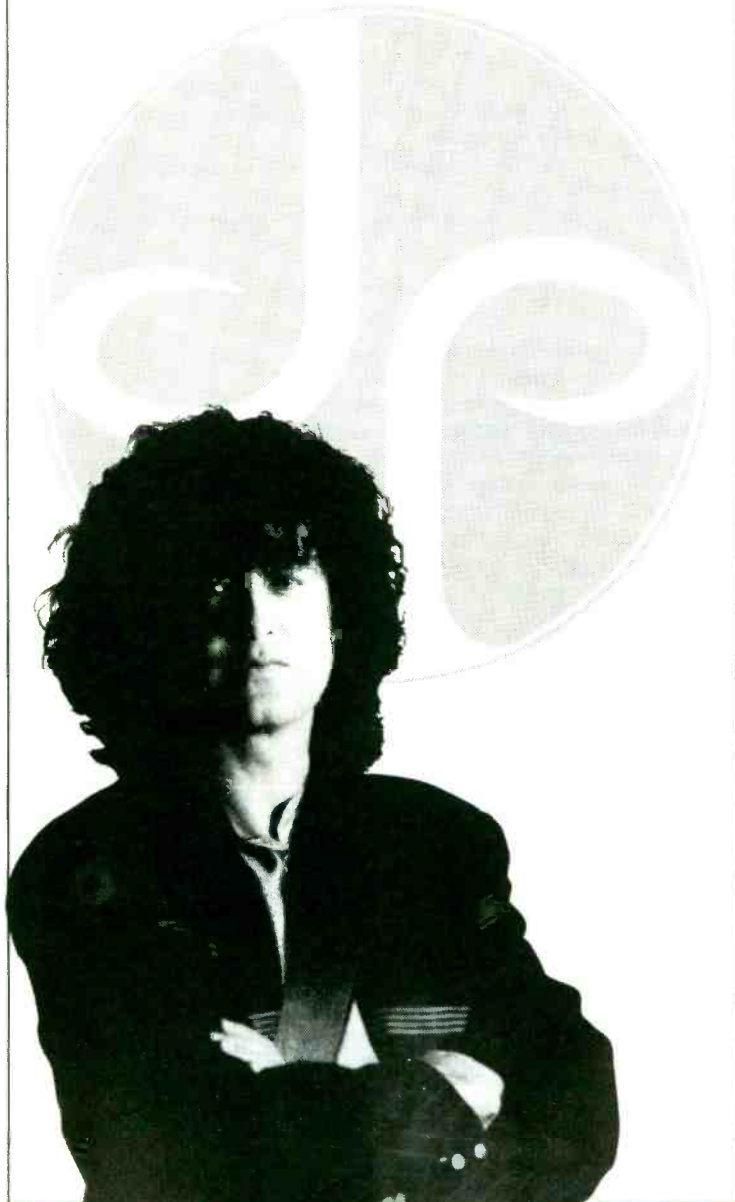


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# JIMMY PAGE

## "WASTING MY TIME"

TOP 40 EDIT IN YOUR HANDS NOW!



THE LEGENDARY GUITARIST'S PREMIERE SOLO TOUR

### TOUR DATES

SEPT. 6	ATLANTA, GA	25	NEW ORLEANS, LA	25	ROCHESTER, NY
7	NASHVILLE, TN	OCT. 7	COSTA MESA, CA	26	E. RUTHERFORD, NJ
9	BIRMINGHAM, AL	10	LOS ANGELES, CA	28	UNIONDALE, NY
11	HOUSTON, TX	11	OAKLAND, CA	29	WORCESTER, MA
13	SAN ANTONIO, TX	14	KANSAS CITY, MO	30	PHILADELPHIA, PA
14	AUSTIN, TX	16	BLOOMINGTON, IL	NOV. 1	PROVIDENCE, RI
16	EL PASO, TX	17	CHICAGO, IL	3	NEW HAVEN, CT
17-18	PHOENIX, AZ	21	DAYTON, OH	5	ALBANY, NY
23	DALLAS, TX	22	DETROIT, MI	8	LANDOVER, MD
24	LITTLE ROCK, AK	23	LOUISVILLE, KY		

LP SALES OVER 750,000



Produced by Jimmy Page  
 Management: Brian Goode for Love Sounds Productions  
 Available on the JIMMY PAGE "OUTRIDER" album on Geffen Records, cassettes and compact discs



# R&R STREET TALK

## KRTH Deal Done?

**A**lthough ST could not officially verify the story at presstime, word is that the **Beasley Broadcast Group** has purchased **KRTH/L.A.** for somewhere close to \$87 million. Details — if the tale proves true — next week.

Politicians around our nation's capital are whispering that **FCC** Chairman **Dennis Patrick**'s days may be numbered — even if Republican candidate **George Bush** wins the race for President. Bush is reportedly looking for someone who won't lock horns with Congress as much as Patrick has in the past. Nevertheless, Patrick has voiced his intentions to stay on the j-o-b for the foreseeable future.

### Quayle Hunting

**WFBQ/Indianapolis** struck gold this week with a song parody about everyone's favorite National Guardsman, **Dan Quayle**, that contained the following inspirational verse (sung to the tune of "Back Home Again In Indiana): "I spent the war in Indiana/Getting shot was not for me/I never went to 'Nam/I never saw Saigon/I only watched it on TV."

Penned by morning man **Tom Griswold** and frequent collaborator **Ricky Rydell**, the song garnered immediate local response and was quickly picked up on by the national press (who, conveniently, were already in Indianapolis covering the Quayle story). The tune received extensive national airplay, and Griswold was besieged by interview requests from all the major nets as well as the **BBC**.

For clarification purposes, ST would like to note that the **Jay Stone** referred to in our front page **KUKQ & KUPD/Phoenix** story last week (**R&R**, 8/19) is **NOT** the **Jay Stone** who programs **KMAI-AM & FM/Honolulu**.

When **Barry Mayo** comes in to take over ailing **WBMX/Chicago** will there be a "Kiss" in the station's new calls? And what about current 'BMX programmer **Lee "Million Dollar" Michaels**? Word is he's preparing for the change the old-fashioned way — by wrapping up a job in Houston. Could Michaels's replacement be someone from Atlanta?

As we went to press, ST has learned that **KZZP/Phoenix** OM **Todd Fisher** has been named PD at **WKTJ/Milwaukee**.

### A Radio Exclusive

Details have yet to be finalized, but **Yoko Ono Lennon** will make her official response to **Albert Goldman**'s unauthorized biography of

**John Lennon** via the **Westwood One** radio network.

After 12 years at Full-Service AC **WMAL/Washington**, PD **Eileen Griffin** has split owing to — get this — "philosophical differences." No replacement has been named; Griffin is weighing options.

**WMMS/Cleveland** is without a manager, as VP/GM **Lonnie Gronck** segues into the VP/Sales position. Speculation has it that with the sale of **KKHT/Houston** to **Emmis**, 'KHT VP/GM **Chuck Bortnick** might be Gronck's replacement. However, ST has learned that Bortnick has passed on the job once already.

And while we're in the Buzzard's nest, **Kid Leo** isn't leaving for a record label . . . yet. Leo and 'MMS have inked a contract for his on-air services, but his OM deal is still in negotiations. Stand by, sports fans.

### The Emmis Truth

**Power 106/L.A.** PD **Jeff Wyatt** has just been given VP/Regional Programming duties, meaning he'll now oversee **KYUU/San Francisco** and **Hot 103/NY** as well as the L.A. outlet.

In addition, **KPWR** VP/GM **Phil Newmark** becomes a Regional VP/GM whose responsibilities will include **KYUU**, while **WAVA/Washington** VP/GM **Alan Goodman** gets a regional assignment to help out at **WJIB/Boston** as well as at Hot 103. Finally, **WLOL/Minneapolis** Station Manager **Tom Gowan** becomes VP/Director of Corporate Communications for **Emmis**.

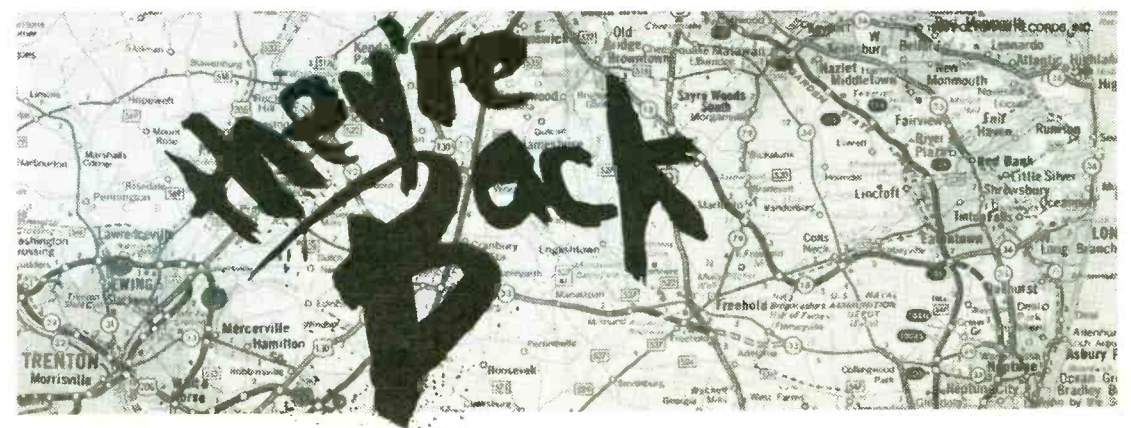
Super-broker **Gary Stevens** has been tapped to handle the sale of **Outlet's** **WIOQ/Philadelphia** and **KIQQ/L.A.**, edging out **Americom's** **Bill Steding** for the deal.

**Penny Brazile** is the new GM at **WYLD-AM & FM/New Orleans**, as **Rod Burbridge** exits after approximately six weeks. Ms. Brazile has no broadcast experience and comes from the public sector. Concurrently, **Tony Brown** has left the **WYLD-FM** PD post, leaving management looking for a new PD.

The search for a PD at **KNX-FM/L.A.** continues. Former **KCPX/Salt Lake City** PD **Lou Simon** has been in for an interview and so has former **KSD-FM/St. Louis** programmer **Jim Morrison**. Meanwhile, ST hears that Simon is on his way to Portland for yet another closed-door session.

**WB/Nashville** will soon be doing some reshuffling in its promotion department. No one is leaving, but moving to Music City for a

Continued on Page 30



# WILL TO POWER

THEIR NEW RELEASE

**"BABY, I LOVE YOUR WAY/  
FREE BIRD"  
(MEDLEY)**



FROM THEIR NEW LP  
**"WILL TO POWER"**

THE FOLLOW-UP TO THE #1 DANCE HIT  
**"SAY IT'S GONNA RAIN"**



DISTRIBUTED BY CBS RECORDS

...AND DUE TO ITS TREMENDOUS  
RESPONSE AT AOR RADIO,

# RHYTHM CORPS IS BACK!

**"COMMON  
GROUND"**



THE SINGLE THAT SHOOK AOR RADIO  
IS THE TITLE TRACK FROM THE ALBUM

**"COMMON GROUND"**  
(BFZ 44159)

**AOR TRACKS: 11**

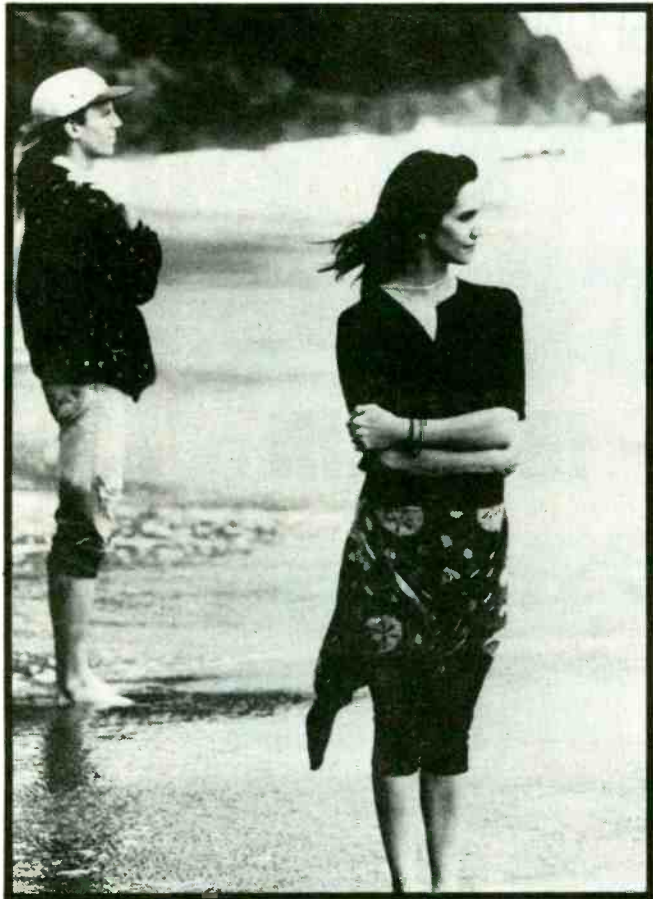
ALREADY ON:

**WLOL**

WSPK    KZIO    KQIZ  
WROQ    KIKX    WAZY  
FM104



# THE REEL LIFE STORY



## BOY MEETS GIRL

▶ **T**his you've got to hear. Boy meets girl.

They become a songwriting team. They write "HOW

WILL I KNOW?" and "I WANNA DANCE WITH

SOMEBODY." Both songs become #1 hits, and they

become recording stars in their own right.

Sound like a fairy tale? It's—"REEL LIFE" <sup>8414-1-R</sup>

the RCA debut album by BOY MEETS GIRL

featuring the first single, "WAITING FOR A STAR

TO FALL" ▶

**WXKS add**  
**Y95 add**  
**KRBE add**

**WKTI add**  
**KKRZ**  
**KMEL**

Also Added This Week At:

WYCR  
KZZB  
WKQB  
WBCY  
WNOK  
WINK  
WANS  
K92  
KMYZ  
KYNO

95XXX  
WFXX  
KWTX  
WHSL  
KYYY  
99KG  
KPAT  
KFBQ  
KZFN  
SLY96

Direct Management Group, Steven Jensen and Martin Kirkup Los Angeles and London • Produced by Arif Marlin and George Merrill



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# STREET TALK

Continued from Page 28

national country position is SW Regional promoter **Bill Mayne**. Meanwhile, **Chris Palmer** will shift to promoting Jazz and NAC product, as former **WSIX/Nashville** staffer **Rick Baumgartner** takes on Mayne's old position.

About **Pyramid** CEO **Rich Balsbaugh's** letter to ST denying any possible format changes at **WNUA/Chicago**: Truth is that the chain was considering a change, but the **Arbitrends** are up to a 2.7. We also heard that **KMEL/S.F.**'s **Keith Nafataly** was offered the moon to join Pyramid in Chicago. As the chain continues to add properties, other names under consideration are **Nationwide's** **Guy Zapoleon** and **Emmis's** **Jeff Wyatt**.

### Function At The Injunction

**Chris O'Brien**, the 12-year veteran of **Q102/Cincinnati** who was discharged from his morning partner duties with OM **Jim Fox** in May of this year, showed up for weekend work at crosstown **AC WLW** — despite having three months to go on his noncompete clause. **Q102** is seeking an injunction to prevent him from working in town until November 16.

Ironically, O'Brien's wife, **Janeen Coyle**, who had been afternoon driver at **Q102**, was let go following her return from maternity leave. However, the station waived her noncompete clause. O'Brien's case heads to court this week (8/25). Meanwhile, **Q102** has signed **Z95/Chicago** late-nighter **Mark Sebastian** for afternoons.

**B96/Chicago** has a rare on-air opening. T&Rs to PD **Buddy Scott**.

**KIIS-FM/L.A.** MD **Jack Silver** is hanging up his ears to devote full attention to his production duties with morning man **Rick Dees**. The gig is open.

One of the names currently being bandied about for that open **KHYS/Beaumont-Houston** PD slot is **KITY/San Antonio** PD **Rick Upton**.

**John Gorman** has inked CHRs **WMJQ/Buffalo** and **WQIO/Mt. Vernon, OH** as clients to **Gorman Media**.

Veteran PD **Brent Alberts**, last heard from at **WQFM/Milwaukee**, has surfaced as PD of **KFMQ/Lincoln**, as **Bob Allen** exits.

In the wake of a failed buyout attempt by **Enigma Records**, longtime record importer/distributor and semi-successful indie label operator **Jem Records** filed Chapter 11 bankruptcy proceedings last week (8/17).

Longtime **CKLW/Detroit** MD **Rosalie Trombley** is now PD at Gold **CKEY/Toronto**.

When a Baltimore paper began conducting one of those "vote for your favorite morning show" polls, the usual on-air electioneering could be heard throughout the city. One notable exception was AOR **WIYY** AM driver **Bob Rivers**, who pooh-poohed the contest and lambasted **CHR B104** for a quarter-page ad that the station had taken out in support of morning man **Don O'Brian**.

In fact, when **Rivers** found out that **UC V103's** **Randy Dennis** held a slight lead over O'Brian, he urged his listeners to vote for **Dennis**, even going so far as to call **Dennis** on the air to express his support!

**KF/L.A.** morning flooger **Gary Owens**, an aspiring cartoonist before he got into this little thing we like to call show business, has been asked to create his own exclusive line of T-shirt designs.

Look for **Michael Jackson's** manager **Frank Dileo** to play a part in the upcoming **Martin Scorsese**-directed film, to be based on the novel "Wiseguy."

**Ken Knox**, night announcer at **KMEZ/Dallas**, passed away at age 63. **Knox** was not only part of **Todd Storz's** programming team at **WHB/Kansas City** way back when the station went Top 40, but also later served as PD/morning man at **KLIF/Dallas** in its glory days under **Gordon McLendon**.

Get-well wishes to six-string master **Jimmy Page**, whose recent emergency abdominal surgery caused the **Geffen** recording artist to postpone his upcoming US tour for at least seven days. The veteran riff-slinger's first solo tour is now set to kick off in Atlanta (9/6).

### Kiss My What?

As a song lyric, the phrase "kiss my ass" tends to stick out, and is certainly one that might offend some listeners.

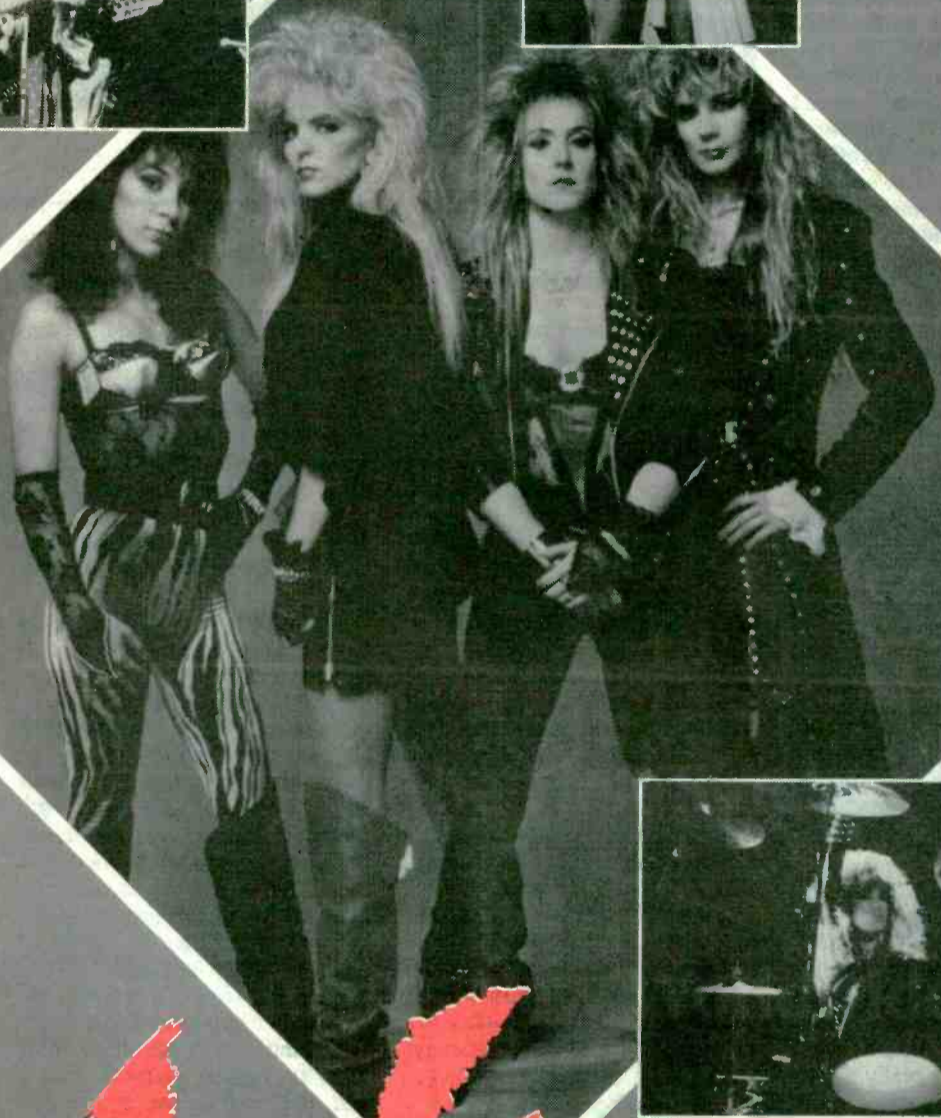
Therefore, **MCA/Nashville** alerted stations that one side of **Lyle Lovett's** new single "If I Had A Boat" contained that everlovin' sentiment, while the other side sported a well-placed "adios" in its stead.

Unfortunately, the pressing plant mixed up the labels and sides. Pity those production directors who turn down the monitors when carting records . . .



**BALL THE WALL** — When the New England Patriots and the Houston Oilers played an exhibition game in Memphis (8/13), thousands of pro football-hungry Memphians turned out to sign the above-pictured petition, which took the form of a 14' by 48' billboard sponsored by **KMPZ (Z93)** and a local outdoor firm. Mayor **Richard C. Hackett** was the first to sign, but within less than three hours every available inch of white space was covered with signatures, some of whom may even have supported the city's World Football League and United States Football League franchises.

# PRETTY TOUGH



# VIXEN

With two full-scale U.S. tours, one world tour and a featured role in a major film under their belts, VIXEN is a band with experience and well-seasoned chops.

## "Edge Of A Broken Heart"

The first single from the forthcoming debut album "VIXEN".

Written by Richard Marx and Fee Waybill  
Produced by Richard Marx  
Left Bank Management: Allan Kovac / Steve Drimmer  
Project Coordination: Lewis Kovac

"Sometimes the best man for the job is a woman!"

THE EMI-MANHATTAN COMMITMENT

MAN  
HAT  
TAK

## Spain Promoted To KJYO PD Programming Post

KJYO/Oklahoma City Asst. PD/MD/midday personality Curt Spain has been promoted to PD. He succeeds Mark Potter, who resigned after only three weeks on the job to become E/P/A's rep in Minneapolis.

Clear Channel Regional VP and KTOK & KJYO VP/GM Jim Smith told R&R, "Curt has been here for a long time and was the runner-up when I hired Potter. That might sound like lip service, but the only reason I picked Potter over Curt was Curt didn't have major market programming experience. But he's got a tremendous amount of loyalty and desire, and certainly knows the market.

"I've also given Curt the additional help of (consultant) Jerry

Clifton, who is already involved with several of our stations. He and Curt will help solidify our already fine on-air product."

Spain, an Oklahoma native, remarked, "KJ103 is already headed in the right direction and I'm going to continue building on the base that (former KJYO PD, now KEGL/Dallas PD) Joel Folger established. I've been in radio since I was 15, and now at 26 I'm prepared to help KJ103 blow the doors off this market. I'm comfortable and confident because I'm working with the best staff in radio."

A former PD at KASX/Ada, OK and KSDW/Ardmore, OK, Spain announced that afternoon driver J.D. Stewart has been named MD.



James Haggerty



George Duffy



William Lynett

## Lousteau PD At WCAT

KHFI (K98)/Austin PD/morning man Jerry Lousteau is leaving the Encore Communications CHR to accept a two-year deal to program Southern Star Broadcasting CHR WCAT (Y106)/Orlando. He replaces Dennis Reese, who resigned last week. Lousteau and his wife Ann will continue to team as "Mr. & Mrs. Uglee," hosting Y106's morning show.

Y106 GM Ricki Black commented, "I'm really pleased to find someone so talented to program Y106. Jerry's going to take this station to the top. We're already sounding better than we've ever sounded. Once Jerry and Ann get on the air there will be no question that Y106 will have the best and most creative morning show in the city."

Lousteau joined KHFI after two years at Encore sister KZOU/Little Rock, and is leaving the station after nine months. He told R&R, "Austin is a fantastic city to live and work in, and K98 has been a real challenge. But the opportunity to move to Orlando, which is America's fastest-growing city, is something that really excited Ann and me. I'm convinced that (owner) Peter Starr and Ricki Black are



Ann &amp; Jerry Lousteau

committed to making Y106 not only number one in Orlando but one of the premier stations in Florida."

He added, "Y106 needs some repositioning, because (Urban) WJHM has caused not only us but (CHR competitor) BJ105 some problems. All I can really say is we've got a plan and we plan to win. I believe the morning show will be a key part of the plan, but Y106 will be world-class in all dayparts."

Lousteau will begin his new duties in early September, and his replacement is pending.

## "Edge"

Continued from Page 3

"The Edge" was inspired by Media Strategies' consultation of XETRA (91X)/San Diego from 1984-87. Former 91X PD Todd "Mad Max" Tolkoff will assist Jacobs as a consultant to "The Edge."

"I'm convinced this format is not just a West Coast phenomenon," Tolkoff remarked. "We plan on talking to potential new stations as well as existing new music outlets."

"We've already done extensive research on 'The Edge,' including exploratory focus groups and extensive auditorium music testing," Jacobs said. "There is clearly a desire for this type of music and it's a quick way for today's troubled FM stations to find a winning niche."

Logos and a production package for the format have been developed. Jacobs said he is close to signing his first "Edge" client.

## Abrams

Continued from Page 1

came along. I see almost amazing similarities to that. So it will be much more mass appeal, and the presentation will be a lot more dazzling. Right now it sounds like an AOR station that plays a lot of hard rock, instead of a whole new sound. I also don't think it's been marketed properly on a national scale.

"I see it as a major new format taking over where AOR left off — the 'new' AOR, with an obviously new and fresh approach. We want to combine the bells and whistles from '60s Top 40 — done 1980s style — with the cutting edge of the early AOR stations and the national profile of MTV."

Abrams acknowledged that selling the format may present difficulties. "That'll probably be a bit of a fight, but I'm sure we can win it. It wasn't that long ago that AOR had the same problem. Fortunately we have all those years of AOR behind us to help figure out some solutions." He said the target demo will be 16-34, "with a little spillover on each side, particularly the younger side."

There are no plans to change the Z-Rock name. "They've invested a lot in the name, and it's very workable," Abrams said.

Based in Dallas, Z-Rock can currently be heard in nine markets. All but the Dallas affiliate are AMs.

## Growth Necessitates Shamrock Moves

Abrams's role at Shamrock will be to oversee programming on the corporate level. "I'm really excited about this. It's totally different than the satellite thing. I hadn't planned on doing any consulting, but I've known those guys so long — I've worked with most of the PDs there — and the stations are pretty well established."

Lynett, who has been handling day-to-day operational responsibilities, said he will now be free to concentrate on acquisition development and continuing expansion.

"We've reached the size where we have to expand the management team and bring in more specialists such as Abrams and Duffy," Lynett explained.

Election of Haggerty to the board chairmanship will allow him to devote more time to his job as Pennsylvania Secretary of the Commonwealth, a post he has held the past 20 months, Lynett said.

## WFAN

Continued from Page 1

"This is singularly the most important event in the history of Spanish radio in the United States," said SBS Chairman Raul Alarcon Jr. He added that WEVD would adopt the Spanish format of the company's current AM property, WSKQ/New York, thus providing the nation's largest broadcast market with its first Hispanic FM.

Financial terms of the transaction were not released by SBS, and Alarcon did not return phone calls. Forward Association GM Harold Ostroff told R&R that the FM transaction was valued at "somewhere between \$60 million and \$70 million." He said a \$23 million valuation had been placed on WFAN — the same price SBS paid Emmis for the property — and that the association would obtain a one-half interest valued at about \$4 million in 22 acres of New Jersey real estate used for the transmitter site. Ostroff said that a "substantial cash payment" of at least \$10 million would be made, and that Alarcon had several options available to him for paying cash.

"Subject to various prepayment options, the total cash return for the Association in the next 7.5 years will be approximately \$70 million, which includes yearly interest payments and a final balloon payment. The total value of the transaction to the Forward Association, including cash payments, acquisition of the AM station, and the land for the transmitter site, places the total consideration for the transaction in the \$90 to \$100 million range," Ostroff said.

## One-Year Battle Plan

In a prepared statement, Alarcon said he began one year ago to lay the groundwork for his plan to improve the status of Hispanic radio in the nation's largest market after deciding to upgrade WSKQ/New York, a fulltime 5 kw signal at 620 kHz.

When Emmis Broadcasting purchased WNBC & WYNY/New York from NBC earlier this year, it forced Emmis to divest its interests in WFAN & WQHT/New York. That opened a window of opportunity for Alarcon, who purchased WFAN's 50 kw, 1050 kHz AM signal in June.

Alarcon then contacted the Forward Association, with an offer to swap WFAN's powerhouse AM signal for the FM frequency in ex-

change for "a substantial cash payment." WEVD operates at 97.9 MHz with 50 kw, broadcasting a Nostalgia format coupled with extensive Jewish and Yiddish programming.

The Forward Association agreed to the deal, in part because the cash would allow it to modernize the newspaper plant of the Jewish Forward, its primary publishing property. The group also said the 50 kw AM signal would allow it to expand its ethnic programming into an area stretching from New Jersey to Massachusetts.

"The radio station will also be able to expand its Yiddish and Jewish cultural programming. We strongly believe that the exchange of stations, together with the monies to be paid, is vitally important to the welfare and vitality of the work of the Forward Association, now in its 91st year. It expresses our confidence in AM radio and our own ability to serve Jewish interests and religion and Yiddish culture into the distant future," Ostroff said.

## Carson

Continued from Page 3

Carson told R&R, "It's kind of ironic in that I'll be working with the gentleman I listened to while growing up in Washington. (WPHD GM) Harv Moore was at WPGC then, which was the station to listen to. So I'm real excited about the whole situation. Not only do they have a staff of great people there that really want to win, but there's a lot of potential in the market."

With Classic Rock WHTT already a powerful market presence, and the revival of the old 97 Rock a virtual certainty, a three-way "classic" battle appears imminent. But Carson stressed WPHD's recent emphasis on oldies — supported by positioning statements such as "Buffalo's Home Of Classic Rock" — may not be permanent.

"The drops that did occur do not necessarily mean that's going to be the direction of the station," Carson explained. "It's just a strengthening move for us right now. And with 97 Rock rumored to be coming back with a Classic format, it might be more of a blocking strategy than anything else."

Carson's yearlong stint at KHTZ was his second at the CHR. Sandwiched in between was a 16-month tenure as PD at WHJY/Providence.

## Tedesco Appointed GSM At WFLN

Following its sale to Marlin Broadcasting, Classical-formatted WFLN/Philadelphia has rehired local sales veteran and former WFLN AE Rich Tedesco as GSM.

Marlin President Woody Tanger commented, "We hired Rich not only because of his excellent track record, but because he's been here before and knows how to sell the Classical format."

Tedesco, who also has held sales positions at crosstown WEAZ and WCAU, told R&R, "It's exciting to be back here. Marlin has an excellent and successful reputation, and I like the idea of starting from the ground floor up with them."



# Sweet Sensation



## "NEVER LET YOU GO"

(O-96636)



## SENSATIONAL!

Dance Charts: **2**

Already Out And On At:

KITY add

PWR96 deb 29

WFLY add

KMEL 19 (HOT)

PWR106 38-34

KXX106 add

12" Sales Charts: **8**

HOT103 deb 34

HOT977 35-28

KMGX deb 34

from the album *TAKE IT WHILE IT'S HOT*

(90917)

Produced by Ted Currier for Platinum Vibe Productions, Inc.  
Management: Artists Only Management Company



On Atco Records, Cassettes and Compact Discs.  
Division of Atlantic Recording Corp

## Howard PD At WJQY



Les Howard

After spending less than three months programming WYLT/Raleigh, Les Howard has moved to the PD chair at TAK's WJQY/Ft. Lauderdale. He replaces Eric Fox, who returned to Arizona for family reasons.

Howard told R&R, "This is a station that's been doing what's it's doing for years with a good track record. It is very solid. We just got a research project back from Bill Moyes, and the partisanship is super. One thing I do need, though, is a morning guy."

"After that, the next major thing we'll do is something local at night," he added. WJQY is a "Format 41" affiliate and currently runs the satellite feed in that day-part. "The Jazz hole is filled at WLVE, and WAXY does a dedication/request thing, so I'm not quite sure yet what it's going to be," Howard said.

Prior to joining WYLT, Howard spent five years as PD of WFLZ/Tampa, and five years as an announcer at WSUN/Tampa.

In the spring Birch, WJQY registered a 3.2 12+; Arbitron results put the station in seventh place (4.0), ahead of fellow FM ACs WAXY (3.4) and WLVE (2.5).

## Holler

Continued from Page 3

Considering a format change to NAC. Chairs told R&R, "I think Frank's addition speaks for itself. We are committed to the Solid Gold/Oldies format, and that's the direction we're going in. I think a lot of people in the market knew that the 'Wave' people were in here talking with me and, because of wishful thinking or speculation, they felt I was going to switch. That was the farthest thing on my mind. We didn't hire Frank to deceive him; we feel we can win this battle."

Midday announcer Bob Pantano has left for crosstown Oldies competitor WOGL. Replacing Pantano is Chris Gueda from AC WSNI/Philadelphia. "Chris brings with her a solid background, and she's a real good performer," Chairs said. According to Chairs, no other on-air changes are anticipated.

WIOQ registered identical 2.5 shares (12+) in both the spring '88 Birch and Arbitron sweeps, placing 16th in both surveys. The station ranked 11th (Arbitron) 18-34, 18-49, and 35-64. Meanwhile, Gold competitor WOGL outdistanced WIOQ in Arbitron (3.0, 15th place) and Birch (2.5, 15th place). The station placed eighth (Arbitron) with teens and 18-34s.

## RCA Conference Features 50-Act Showcase



The second annual RCA Records conference, held over three days recently in Westchester, New York, included awards, sales presentations, and a four-hour artist showcase featuring new music from approximately 50 acts. Pictured above are (l-r) RCA VP/Communications Dennis Fine, West Coast VP/A&R Paul Atkinson, Simmons Records President (and Kiss member) Gene Simmons, RCA VP/National Album Promotion Jim McKeon, and RCA's Hugh Surratt. On stage below, RCA artist Keith Whitley and his band are backed up by an RCA brass section: (l-r) band member Lou Toomey, RCA President Bob Buziak, Exec. VP/GM Rick Dobbis, VP/Sales Dave Wheeler, Whitley, and band member Mike Chamberlain.

## Emmis

Continued from Page 1

"Mark has proved himself as one of the best GSMs in the Emmis organization. He possesses the abilities needed to bring sales revenue and WJIB in general to new heights in Boston.

"Chuck has lived and worked in Chicago all his life and brings a wealth of experience to Q101," continued Rose. "But most importantly, like Jim and Mark, Chuck exhibits the Emmis management style."

Renier, who has also managed KXIC & KKRQ/Cedar Rapids, told R&R, "This is a dynamic company, and while the WJIB format (Easy Listening) isn't doing well nationally or that well in Boston we're convinced a turnaround is viable. We're going to be visible and relatable and bring the station into the '80s by mixing in more vocals. We've also hired Easy Listening consultant Bob Lowry." No replacement for Renier has been named.

Smith, who spent two years at KWSS as GM and was also GM at KFRC/San Francisco, commented, "I've never seen a market anticipate the takeover of a station like this before. Emmis has generated a lot of advance publicity and excitement about KYUU, and I'm glad to be a part of it. The market senses the formatic hole and expects Emmis to fill it quickly and successfully. We share that expectation and believe we know what needs to be done." His replacement is pending.

"I've been working with Emmis at the rep firm for the last seven years," said Hillier. "But I've watched Q101 peak at the top of its game in 1984 and lose the momentum. I'm going to help them get it back. I know the potential of Q101, and am thrilled to be working with (morning man) Robert Murphy and the rest of the staff. We've got a ton of research which says we're doing a lot of the right things already, so don't look for a lot of wholesale changes."

## Teller

Continued from Page 1

Teller said, "I'm truly excited by this new challenge and opportunity and eagerly look forward to working with Irving and the entire MCA Records family. They've done a marvelous job over the past few years and have built a tremendous foundation for even greater success in the future."

Teller began his career in 1969 as Asst. to the President at CBS Records. In 1970 he moved to Playboy Enterprises as Director/Corporate Development, and the following

year he returned to CBS as Director/Marketing Development. He was later upped to VP/Merchandising at CBS, and became President of United Artists Records in 1974. In 1976 he established his own financial and marketing consulting firm, and in 1979 he joined Windsong Records as President. He returned to CBS in 1981 as VP/Operations, Staff of Deputy President and COO, and was named Sr. VP/GM at Columbia later that year. He became CBS Records Division President in 1985 and held that post until earlier this year.

## Allen Signs With New Oceana Label



Donna Allen (seated) has signed with Oceana Records, a new Atco/Atlantic distributed label, and her label debut will be "Heaven On Earth" in October. Behind Allen are (l-r) her manager Larry Reitmayer, Oceana VP/Marketing Tom Pace, VP/Promotion Timmy Thomas, the label's Susan De Leon, and President Carl Maduri.

## Sutra And Blue Dog Sign For Menudo Distribution



Menudo and the group's managers pose with Sutra Records President Art Kass after signing a distribution deal between Sutra and Blue Dog Records. The first Blue Dog single will be Menudo's "You Got Potential" from their "Sons Of Rock" English LP. Smiling for the camera are manager Edgardo Diaz, Menudo's Angelo Garcia and Ruben Gomez, Kass, the group's Ricky Martin, Sutra Sr. VP Chuck Walz, Menudo's Raymond Acevedo and Sergio Gonzalez, and manager David Maldonado.

## Bass Back To Chrysalis



Billy Bass

Former Chrysalis promotion and marketing executive Billy Bass will return to the label as VP/Marketing. He will report to label President Mike Bone.

Bass will be responsible for all label marketing activities, including advertising, publicity, video, merchandising, and artist development.

Observed Bone, "Billy has been one of the prime architects in the building of the foundation of the label, and I am pleased to renew his association with Chrysalis. I am confident his expertise and creativity will be an asset to our team."

Added Bass, "My objective is how many new acts I can break, not how long I can stay at Chrysalis."

In addition to two stints at Chrysalis, Bass held executive positions at WMOT and Motown Records, and worked at WMMS/Cleveland, among other radio posts.

## Greene

Continued from Page 3

provided no clues of origin; or  
• calling a radio station at midnight, looking for the title of the song played at 11:15 while you were driving home.

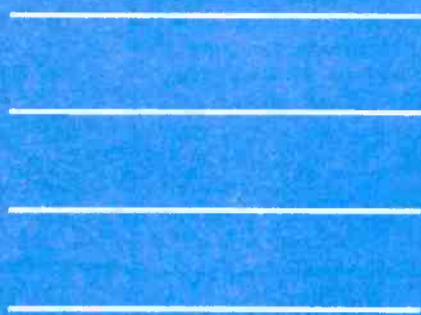
... Our industry has enough problems. The absence of a national showcase club circuit to break new artists, playlists moving to Classic Rock formats and denying new artists access, the devastating blow on labels and artists delivered by home taping, censorship — and on and on.

The time is now for NARAS, PDs, GMs, NARM, RIAA, consultants, MDs, and all others who care about the vitality of our artists and their recordings to confront this problem and work together to institute the solution.

We don't need an interpreter to consult us on this problem. We just need to face up to the fact that "less talk" has nothing to do with front and back-announcing of artists.

DESTROYED COPY

Destined 2B a hit.



“ya ya”

the first single by

**steve miller**

from the soon 2B released album

**born 2B blue.**

**expose  
yourself to pure  
inspiration.**

Produced by Ben Sidran & Steve Miller  
© 1988 Sailor Records



RATINGS

Spring '88 Results

Buffalo-Niagara Falls

WKSE strung together four up books on both surveys, and under incoming PD Paul "Boom Boom" Cannon, commands the market in both. From the "which survey is right" department, AOR WPHD was in second place with a healthy increase in the Birch, but lost a point and fell into tenth place in the ARB. Classic Rocker WHTT charged up on both charts. WBUF grabbed AC honors in the Arbitron, and practically tied with competitor WBUF in the Birch.

ARBITRON

Table with 3 columns: Station, Winter '88, Sp '88. Lists stations like WKSE (CHR), WBUF (AC), WHTT-AM & FM (G/CR), etc.

BIRCH

Table with 3 columns: Station, Winter '88, Sp '88. Lists stations like WKSE (CHR), WPHD-AM & FM (AOR), WHTT-AM & FM (G/CR), etc.

Cincinnati

In what could be described as a good "male" book, WEBN was a full three shares higher in the ARB than it stood last spring; but even more impressive was its Birch figure, the highest any station's ever registered here. On the AM side, Cincinnati Reds rookie slugger Chris Sabo generated much fan interest in the team this year, providing WLW with its seasonal boost. Top-rated FM AC station in the ARB this time was WWNK, which surpassed WRRM and WLLT. "Warm 98" still led in the Birch however. WUBE opened up a solid Country lead over WBVE in both books.

ARBITRON

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WEBN (AOR), WLW (AC), WKRC (CHR), etc.

BIRCH

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WEBN (AOR), WKRC (CHR), WLW (AC), etc.

Columbus

For the first time in its six years of existence, AC WSNY topped the Arbitron in the spring. It's also the first time after seven books that "Sunny" hit double digits. Interesting to note the double set of ties at the top of the Birch results, where WLWQ went into high gear at night with an 18.3. A close CHR battle during the winter turned into a clean victory by PD Dave Robb's WNCI in both surveys.

ARBITRON

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WSNY (AC), WNCI (CHR), WTVN (AC), etc.

BIRCH

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WLWQ (AOR), WNCI (CHR), WTVN (AC), etc.

Indianapolis

WBFBQ added a couple of points to both its numbers to retake first place in the Arbitron and to bolster its lead in the Birch. The Q's popular morning team Bob & Tom rebounded from a mild winter dip, and they're now back in the low 20s. WZPL bolstered its teen listening, and interestingly doubled in 35-44 women, to become second in the market in that cell. WZPL, along with AC WENS, used direct mail prize catalogs in the spring.

ARBITRON

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WBFBQ (AOR), WIBC (AC), WZPL (CHR), etc.

BIRCH

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WBFBQ (AOR), WFMS (Ctry), WTLC (UC), etc.

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, Ctry-Country, G/CR-Classic Rock, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, MOR-Middle Of the Road, NAC-New AC, News-News, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

Milwaukee-Racine

Classic Rocker WKLH repeated its roller-coaster pattern this book; since spring '87, it's moved 8.8-5.9-8.3-5.9-8.6 in the Arbitron, with a much more stable showing in the Birch. The station employed its popular "no-repeat work week" promotion, where it will not repeat any songs M-F, 9am-5pm, with one exception... which was worth a new car to the right listener. AOR WLZR surged again, while competitor WQFM, which has gone through four acting or fulltime PDs in the last year, sank even lower. AC WLTVQ posted a two-point rise in the ARB.

ARBITRON

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WTMJ (AC), WTKI (CHR), WKLH (G/CR), etc.

BIRCH

Table with 4 columns: Station, Wi '88, Sp '88. Lists stations like WTKI (CHR), WTMJ (AC), WLUM-FM (UC), etc.

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# EVERYBODY'S TALKING HEADS.

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"Talking Heads have unveiled grooves and strategies that other bands will ponder and plunder well into the 1990s."  
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"Their most rhythmically compelling music since 1980's *Remain In Light*."  
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OAKLAND TRIBUNE

"Talking Heads have managed the grand summing up this delirious decade demands."  
MIAMI HERALD

THE BRAND NEW SINGLE

## BLIND

From the album *NAKED*  
Produced by Steve Lillywhite and Talking Heads

# TALKING HEADS



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# Talk On FM: Mining The 'New' Frontier

By Rick Sklar

**F**M is experiencing musical overload. So before this spectrum becomes a barrel of musical maggots, devouring themselves and one another, something will have to change to prevent the profit from being squeezed out of our business.

Fortunately there is more to radio than music. News, sports, and talk programming have always attracted adults at the peak of their spending power, and there is no reason to believe it won't appeal to the current and upcoming generations as they get older. These listeners live in a radio world whose face is an FM dial, and they will surge to this programming when it's available to them on that band. So why is it taking so long for broadcasters to realize this fact — and cash in on it?

## 5% FM Listening In 1967

To answer that question, you must look at the situation from an historical perspective. In 1967, when the government decreed that broadcasters would have to stop simulcasting and provide separate



Rick Sklar

leveling off was followed by another upward surge. By now, there's every reason to assume FM will continue to grow.

## FM Comfort Zone

Most FM programming has always been music. This was only natural since music takes full advantage of FM's wide frequency response, interference-free reception, and stereo capability. And since music is first the province of the young, it was easy for FM to attract younger audiences whose listening habits were just being formed. Older audiences, more set in their ways, remained with the familiar AM dial, with which they had grown up.

Today the 18-year-old of 1967 is the adult pushing 40 who still lives in an FM dial comfort zone. By the end of the century the first of the FM generation will be getting ready to collect social security, while the last AM-only generation will have long since retired to the golf course.

All these demographics are in motion against a backdrop of FM programming that remains mostly music-oriented and is getting more

**"Today, fully three-quarters of all listening is to FM-transmitted broadcasts."**

cluttered and fragmented every year. Programmers are inventing musical programming niches too narrow to be fiscally viable while ratings are shrinking.

But radio has always been the victim of its own inertia. Look how



long Top 40 was dead in New York. Fear and inertia kept it away until the forces of competition finally forced major players to jump back into that pool.

## More Non-Music Programming

Those same forces eventually will lead other stations to realize the potential of information and

talk programming. In Philadelphia, where talk on FM has been a reality at WWDB during much of the FM revolution, the numbers speak for themselves — the station consistently scores in the fours and fives 12+ in Arbitron.

In Miami, management shifted WINZ talk host Neil Rogers to FM sister WZTA, where he's drawing high shares in morning drive. Howard Stern, of course, is also talking

on FM. And adding to the allure of talk on FM is the fact that high commercial loads are more compatible with talk than music. Many Talk stations run up to 18 commercial minutes an hour and sell some programs outright to financial advisors, real estate brokers, and hospitals. That's a far cry from the seven commercial units per hour carried by some FM music stations.

If the FM listening share trend line of the last 20 years is extended, you will eventually find that FM constitutes most of commercial radio listening. If you're skeptical

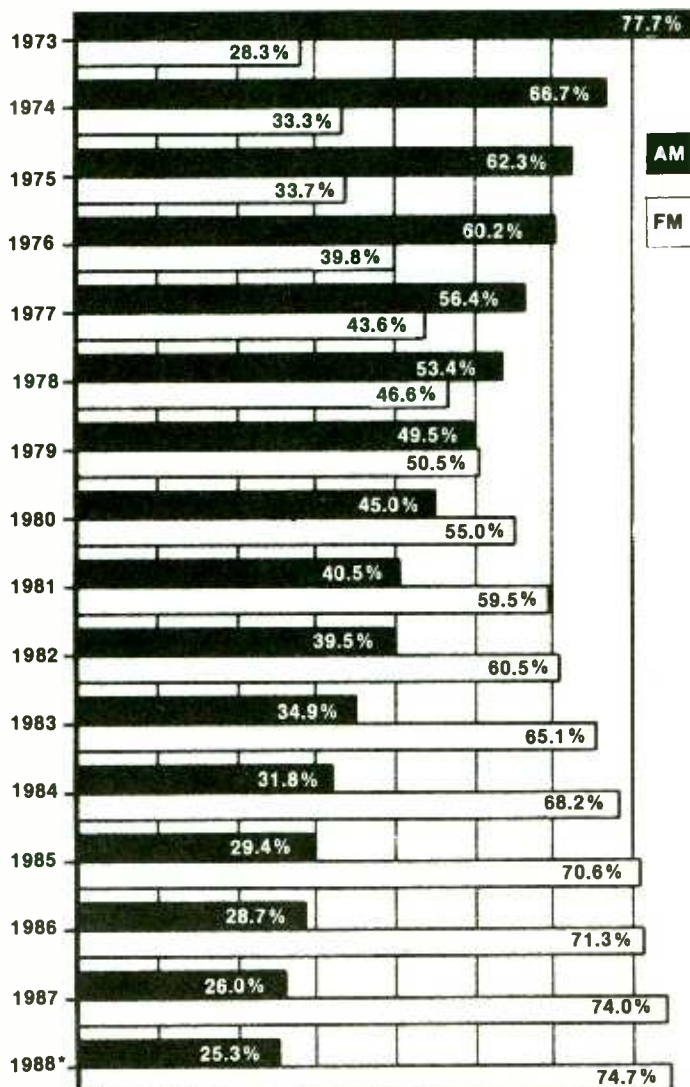
**"Before the FM spectrum becomes a barrel of musical maggots, devouring themselves and one another, something will have to change to prevent the profit from being squeezed out of our business."**

programming at least 50% of the time on larger market FM facilities, only five percent of all radio listening was to FM. And most of that listening was by upper income audiophiles tuning in Classical stations. Almost none of the general public owned FM receivers.

That government ruling simultaneously set off a programming and manufacturing explosion. By 1980, FM had pulled alongside its AM counterpart to attract half the listening in America. Today, two decades after the original edict, fully three-quarters of all listening in America is to FM-transmitted broadcasts. This change of 70 percentage points has averaged three-and-a-half percent per year and increased by another two points in 1987.

Each time it has appeared that FM listening had peaked, it was just a statistical glitch, and the

## The FM Listening Takeover



\*Through spring '88

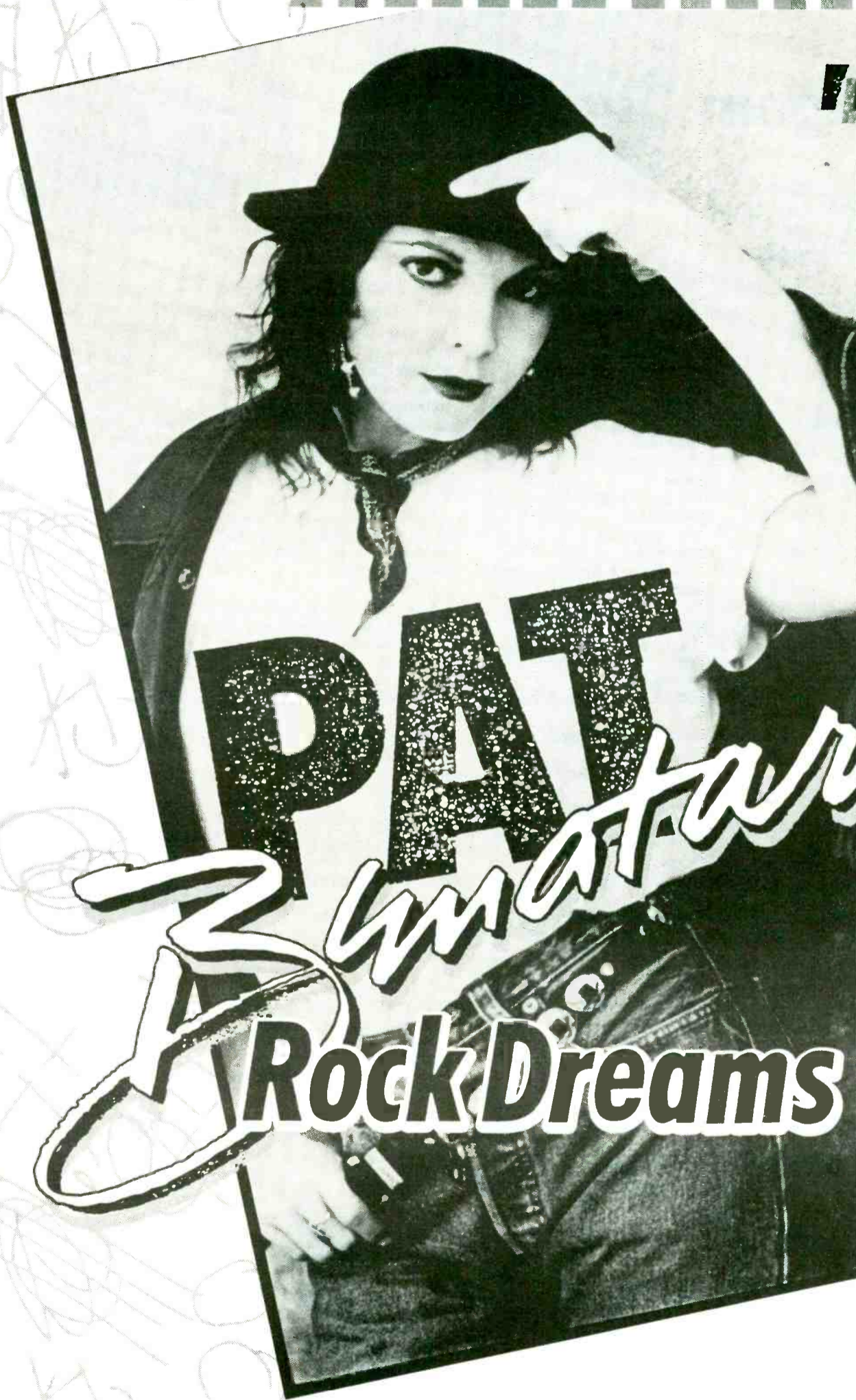
**"By the end of the century, most people will spell radio with two letters — FM."**

and lower the growth rate, FM still ends up with the lion's share of the audience, with much of the remainder listening primarily to diehard major market AMs, some small market local AM outlets, and perhaps an AM Hispanic subgrouping.

By the end of the century, most people will spell radio with two letters — FM. Since radio has always been and will continue to be a mix of music, talk, and news, the first major players to put more non-music programming on FM will reap the benefits. There is enough FM listening now (75%) to begin the process. The void of talk, news, and sports on FM will be filled by one or two success stories at first — and then by the tidal wave.

Rick Sklar is a program/management consultant and former VP/Programming for ABC Radio. His New York City-based firm, Sklar Communications, Inc., specializes in strategies to increase ratings and radio audiences. Sklar may be contacted at (212) 370-0077.

TIMOTHY WHITE'S  
*Rock Stars*  
PRESENTS



**W**  
**N**

ow I've got a new fire!" announces Pat Benatar on her incendiary new smash single, "All Fired Up". The week of Sept. 12, the next edition of *Timothy White's Rock Stars* heralds her sizzling return with "Wide Awake In Dreamland", her eighth Lp and one of the essential rock albums of 1988.

In an exclusive studio session with Timothy White, Pat Benatar recalls her colorful days in the church choir on Long Island; the lean times living above the Beacon Lanes on Manhattan's Amsterdam Avenue and all the false starts and tough breaks that preceded her blistering 1979 breakthrough with "Heartbreaker".

You'll share in the surprising war stories behind such Benatar classics as "Hit Me With Your Best Shot", "Shadows Of The Night", "We Belong" and "Invincible".

And listen as she gives a candid overview of exceptional new

"Dreamland" favorites including "One Love

(Song Of The Lion)", "Let's Stay Together" and "Don't Walk Away". In addition, Pat is joined by Neil Geraldo, her husband/producer/guitarist extraordinaire and by longtime drummer and songwriting collaborator Myron Grombacher.

Hear Neil play and Pat sing live as they both explain the creation of the 1980 hit "We Live For Love". And prepare yourself for the world radio debut of the original, vastly different demo of "Love Is A Battlefield", as well as a terrific unreleased track from the "Dreamland" sessions, "Tradin' Down".

It's an unprecedented 90 minutes with the Pat Benatar of your dreams on the next edition of *Timothy White's Rock Stars*.

For more information, contact your Westwood One representative at (213) 204-5000, FAX (213) 204-4375 or Telex 4996015 WWONE.

**PAT**  
*Benatar*  
**Rock Dreams**



**WESTWOOD ONE RADIO NETWORKS**



KEN BARNES

## ON THE RECORDS

## RHYTHMS OF THE RAIN, PT. II

## It's Raining Again

When I compiled a Top 70 Rainmakers' Hit List four weeks ago, I tried my best to stem the expected flood of rain songs I missed by limiting the scope of the column to hits or well-known LP tracks. Let the public be damned, I thought.

But R&R readers refused to sit idly by and allow me to publish an incomplete list. Along with dozens of rather obscure songs that I probably wouldn't have considered for the first list, correspondents submitted some authentic hits that I definitely missed.

So a second installment seems mandatory. If you're using this list to supplement the July 29 edition for actual airplay purposes, you may find some of these songs too obscure or specialized or unpopular. But there are many that should be placed immediately into heavy raintime rotation.

I want to thank (alphabetically, with numbers in parentheses representing the number of mailed-in suggestions used here; total number may exceed the length of the list owing to duplicated suggestions; rotate plate halfway through microwaving) the following rainiacs: SMN Director/Research & Asst. VP Paul Bronstein (7), Andy Evanson (9), Beach Boys expert/author David Leaf (1), Capitol National Director/Club Promotion Frank Murray (1), independent Country promoter (and former R&R Country Editor) Carolyn Parks (2), and *Billboard* Radio Editor and On The Records Contributor Emeritus Extraordinaire Sean Ross (27) (a faxin' fool).

1. After The Flood  
Lone Justice
2. Can't Get Out Of The Rain (1)  
Michael Jackson
3. Caught In The Rain  
Quarterflash
4. Cloudbusting  
Kate Bush
5. Clouds  
Chaka Khan
6. Cloudy  
Simon & Garfunkel
7. Come In From The Rain  
Captain & Tennille/  
Melissa Manchester
8. Don't Go Out Into The Rain  
Herman's Hermits
9. Don't Let The Rain Come Down  
Serendipity Singers
10. Every Time You Go Outside I  
Wish It Rains  
Burch Sisters
11. Everybody Loves A Rain Song  
B.J. Thomas
12. Fall Down (Like The Rain)  
Tramaine
13. Flowers In The Rain  
Move
14. 40 Days & 40 Nights (2)  
Scruffy The Cat
15. Happy When It Rains  
Jesus & Mary Chain
16. Here Comes The Flood (3)  
Peter Gabriel
17. It Might As Well Rain Until  
September (4)  
Carole King
18. It Never Rains  
Dire Straits
19. It's Raining Men (5)  
Weather Girls
20. Louisiana Rain  
Tom Petty
21. Louisiana Rain  
John Wesley Ryles
22. Love Reign O'er Me (6)  
Who
23. Mandolin Rain (7)  
Bruce Hornsby

24. Quiet Storm  
Smokey Robinson
25. Rain In The Summertime  
Alarm
26. Rain Oh Rain  
Fool's Gold
27. Rain On My Parade  
Mel Tillis
28. Rain On You  
Fire Town
29. Rainmaker  
Traffic
30. Rhapsody In The Rain (8)  
Lou Christie
31. Rio Grande (9)  
Brian Wilson
32. Save It For A Rainy Day (10)  
Stephen Bishop
33. Say It's Gonna Rain  
Will To Power
34. Shadows In The Rain  
Sting
35. Sunshower  
Dr. Buzzard's Original Savannah  
Band
36. The Rains Came Down  
Steve Earle
37. The Sun & The Rain  
Madness
38. They Say It's Gonna Rain  
Hazell Dean
39. Thunder & Lightning  
Chicago
40. Thunder & Rain  
Graham Parker
41. Thunder In My Heart  
Leo Sayer
42. Thunder In The Night  
Elton John
43. Thunder Road  
Bruce Springsteen
44. Walk Me In The Rain  
Girls Next Door
45. When The Rain Came Down  
Andy Taylor

## Justifications &amp; Amplifications

As with the last list, further explanations or flimsy rationales for including certain songs are required. Songs with numbers in parentheses after their titles are footnoted below.

(1) In case you can't place that particular MJ cut, it's the non-LP flip side of a couple of the "Thriller" singles.

(2) For rainmaking purposes, this may be carrying things too far, unless you've got a handy ark welder.

(3) Ditto.

(4) Number one in a (thankfully) short series of thoroughly embarrassing omissions from my first list, this one caught by Mr. Ross.

(5) I'm not sure this is what we're looking for in precipitate content. However, the Weather Girls ought to know if anyone does.

(6) I've tried to eschew egregious puns, but this one looks unavoidable.

(7) An even more thoroughly embarrassing omission.

(8) A still more thoroughly embarrassing omission, especially since, as Mr. Bronstein points out, I remembered Lou's other stormin' hit, "Lightning Strikes."

(9) Mr. Leaf points out that this suite from Wilson's current LP contains a "Rain Dance" section.

(10) And another thoroughly embarrassing omission to close with.

The rain song request lines are still open for new submissions, although I hope there won't be so many I need to turn a *third* column

over to them. In everyone's life a little rain must fall, but this is getting ridiculous.

## Too Much Monkey Business, Pt. II

When I had to fill a chunk of space in last week's column on short notice, I seized on the monkey-song idea suspecting that I would only scratch the surface. I was right. Now that I have to fill an even *larger* chunk of space on short notice (not enough new rain songs), here's some of the missing links.

First, two of the more obvious omissions: "Everybody's Got Something To Hide Except Me And My Monkey" by the usually not-so-longwinded Beatles, and "Monkees' Theme" by guess who. (I mean the Monkees, not Burton Cummings & Co. Why do I feel an attack of the Abbotts & Costellos coming on?)



A shocking reminder for monkey-song memorabilists

Also missed were "Monkey Man" by the Rolling Stones and same title/different song by Toots & The Maytals, "Ape Call" by Nervous Norvus, "The Monkey" by Dave Bartholomew (revived by the Fabulous Thunderbirds), and an odd number Bruce Springsteen performed on his latest tour called "Half Man Half Monkey."

Not to mention the crucial musical question "Can Your Monkey Do The Dog" as posed by Rufus Thomas, "Monkeyin' Around" by Georgie Fame, and "Signifying Monkey" by someone who apparently doesn't signify sufficiently for me to remember his identity right now. "Koko Joe" by the Righteous Bros. (and Don & Dewey) is a song about a particular simian, as is Chuck Berry's "Joe Joe Gun."

And the prizewinner for biggest oversight goes to Peter Gabriel's "Shock The Monkey," an actual recent hit.



Q: What follows the Mandolin Wind?



The Seasons give their feelings free rain.



A suave seduction line from Herman.



Rain sets off the Alarm.



Kate busts clouds for storming out on the job.



*“What’s On  
Your Mind”  
(Pure Energy)*

**CHR  
BREAKER**

**29**

The new single from the album **Information Society**



Produced by Fred Maher  
Excerpts from Star Trek



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**Information Society**



*“chains of love”*

**CHR  
BREAKER  
DEBUT 39**

*from the album the innocents'*

*produced by stephen hague*

**erasure**



© 1988 Sire Records Company



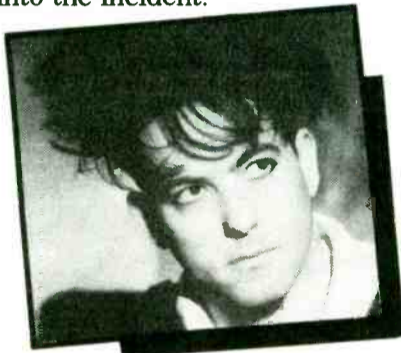
## Tragedy Strikes Guns N' Roses

The UK's version of the "Monsters Of Rock" festival at Castle Donington in Northern England was marred by tragedy last weekend when two fans died and many were injured after the crowd began slam-dancing close to the stage during the GUNS N' ROSES set. Headlined by IRON MAIDEN, Donington was the country's biggest metal concert this year, and part of a European "Monsters Of Rock" tour. The police and festival organizers have blamed "overexuberance" rather than bad planning for the tragedy, but there will be a full inquiry into the incident.

### The Marriage Cure

The CURE's ROBERT SMITH has finally ended all speculation and married his childhood sweetheart, MARY POOLE. The wedding took place on August 13 at Worth Abbey, a Benedictine monastery in Sussex, and the best man was fellow band member SIMON GALLUP.

We got our electro-rock experimentalists a little mixed up in our recent item on TOM JONES (R&R, 8/12). He's recording a version of PRINCE's "Kiss" with the ART OF NOISE, not AGE OF CHANCE. Apologies to all and congrats to AON's ANN DUDLEY, who gets a co-production credit on the new PHIL COLLINS "A Groovy Kind Of Love" single. By the way, speaking of errors and Collins, ow-



Robert Smith: Only his hairdresser knows for sure.

ing to an editing mistake, it appeared that only the B-side of Collins's new single is featured in the forthcoming controversial film, "Buster." Actually, the old MIND-BENDERS classic is also featured in the Great Train Robbery flick, which stars Collins.



Guns N' Roses: Tragedy in the UK.

sations." Among those accusing Goldman of cashing in is PAUL McCARTNEY. "With the exception of his close relatives, I knew John longer than anyone . . . John was a great man, at times wild and wacky, but always deep down a wonderful human being. I urge people to boycott this book, which in my opinion is nothing more than a piece of trash."

### A Pox On Ultravox

MIDGE URE recently came clean with us on whether ULTRAVOX is now in the past tense. "It is as far as I'm concerned," he said. "I don't know whether Ultravox will continue in some shape or form, but I think the Ultravox lineup we knew has definitely gone. I find it much more interesting and stimulating to do what I've been doing for the last year or so." What he's been doing is making the new solo album, "Answers To Nothing," featuring a track with KATE BUSH, entitled "Sister And Brother."

### Scary Monsters, Super Creeps, Pt. II

The ALBERT GOLDMAN publicity machine certainly continues to rattle. During the week that "The Lives Of JOHN LENNON" reaches the stores, London's *Time Out* listings magazine makes it the cover story, featuring an interview with Goldman. He claims he didn't want to write a negative book. (Interesting comment from a man who's based a career on writing negative books! — Ed.) "My interest in Lennon was entirely a product of my admiration for him, but then as the delineation of his personality became clear to me, I was very dismayed at what I was discovering. It was terribly disillusioning to find out all these things and I could see, oh my God, here I am. I'm staring into another controversy, more outrage and accu-

### New Releases

Thrash-pop outfit TRANSVISION VAMP, who made the breakthrough in the UK with their last single, "I Want Your Love," go for



Buy Transvision Vamp's record! This gal needs a new dress!

a double whammy with the rereleased "Revolution Baby," out on Monday (8/29) . . . Ace guitarist RICHARD THOMPSON appears on the new single by CROWDED HOUSE, "Sister Madly," also out next week . . . BOY GEORGE's second solo LP will be out on both sides of the Atlantic in mid-October. Its title, "Tenth Nervous Headache," has extra appeal in the UK for its reference to a famous painkiller commercial.

"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.

## Compact Data.

### The Wonderful World Of Disney

Although there was a time in the '60s when Uncle Walt Disney probably wouldn't have allowed some of the artists represented on "Stay Awake" inside the gates of the "Magic Kingdom," even he would have been excited by the prospects of this unique A&M Records package of Disney movie music set for release October 4. The brainchild of producer Hal Wilner, who was responsible for similar compilations of music by Thelonus Monk and Kurt Weill, the record features a fascinating mix of contemporary artists performing favorite songs from everyone's childhood.

The tracks include: James Taylor and Branford Marsalis performing "Second Star To The Right" from "Peter Pan"; Los Lobos, "I Wanna Be Like You" from "The Jungle Book"; Ringo Starr and Herb Alpert, "When You Wish Upon A Star" from "Pinocchio"; Tom Waits, "Heigh Ho" from "Snow White"; Aaron Neville, "The Mickey Mouse Club Theme"; Suzanne Vega, "Stay Awake" from "Mary Poppins"; Sinead O'Connor, "Someday My Prince Will Come" from "Snow White"; and Harry Nilsson, "Zippity Do Dah" from "Song Of The South."

Other tracks include Bonnie Raitt and Was (Not Was) performing "Baby Mine" from "Dumbo"; Michael Stipe (R.E.M.), Natalie Merchant (10,000 Maniacs), Mark Bingham, and the Roches, "Little April Showers" from "Bambi"; Buster Poindexter, "Castles In Spain" from "Babes In Toyland"; Sun Ra, "Pink Elephants On Parade" from "Dumbo"; NRBQ, "Whistle While You Work" from "Snow White"; Garth Hudson of the Band, "Feed The Birds" from "Mary Poppins"; Ken Nordine, Bill Frisell, and Wayne Horvitz, "Hi Diddle Dee" from "Pinocchio"; Betty Carter, "I'm Wishing" from "Snow White"; Syd Straw, "Blue Shadows On The Trail" from "Melody Time"; and — in what may be the most ingenious pairing of all — the Replacements performing "Cruella DeVille" from "101 Dalmations."

### Secret Info From Information Society

Offering what is certainly a unique promotional item, Reprise Records, in association with Tommy Boy, has sent an IBM-compatible floppy disc to radio, press, and retail featuring a program written by Kurt Valquen of Information Society. The disc — which features neat graphics, as well as everything you'd ever want to know about this Minneapolis quartet — hypes the band's new eponymous LP, as well as their number one dance hit, "What's On Your Mind?"

The disc features press reviews of the foursome's vinyl thus far; biographical info on the groups and personal bios of each individual member; catalog numbers for each of their releases; and directions on how to mathematically decipher a secret code and message at the end of the program.

In a related item, Reprise/Tommy Boy has also released a new CD+Graphics of the Information Society LP. The CD+G features lyrics, cartoons, and other graphics, and is said by one label spokesperson to be "the best of this sort so far."

### Short Cuts

• Several months ago, R&R reported rumours of a band featuring GEORGE HARRISON, BOB DYLAN, TOM PETTY, ROY ORBISON, and JEFF LYNNE recording in L.A. under the name of the TRAVELING WILBURYS. Well, it's official now — Warner Bros. will release the LP, simply titled "Traveling Wilburys," on October 11.

• Celebrities from the worlds of rock, TV, film, and sports will compete this Sunday (8/28) in the second annual GREG GIUFFRIA's Johnny Walker Rock 'N' Roll Celebrity Golf Tournament in Half Moon Bay, CA to benefit the T.J. MARTELL Foundation for Cancer Research. Some of the music stars expected include MICK FLEETWOOD, JOHN McVIE, MARY WILSON, and BOBBY BLOTZER of RATT.

• *Rock & Roll Confidential*, the monthly newsletter edited by DAVE MARSH, has opened a West Coast office. Correspondence can be addressed to P.O. Box 15052, Long Beach, CA 90815.

• Rykodisc has released "Bones + Flowers," the debut LP by the SCREAMING TRIBESMEN, one of Australia's most popular independent bands. It's the label's first new signing.

• THREE O'CLOCK, the first white act on PRINCE's Paisley Park, have released the Prince-penned "Neon Telephone" as their new single. WENDY & LISA are featured on background vocals.

• Capitol/Blue Note Records have reactivated the Pacific Jazz label catalog, which features classic recordings from the '50s and '60s. Offered as a series of specially-priced CD-only reissues, each disc will carry additional material from the original sessions. The first six titles are "The Swingers" by LAMBERT, HENDRICKS & ROSS; "Jazz Immortal," CLIFFORD BROWN; "Sings A Song Of Mulligan," ANNIE ROSS & GERRY MULLIGAN; "New Bottles Of Old Wine," GIL EVANS; "Reunion," Mulligan & CHET BAKER; and "California Concerts" by Mulligan.

• Zany brothers JEFF and STEVE McDONALD of REDD KROSS have joined with several other L.A. rock scenesters for a new project called TATER TOTZ. The group's first LP, "Alien Sleestacks From Brazil (Unfinished Music, Vol. III)," available from the L.A.-based Giant Records, features covers of tunes by the ROLLING STONES, JOHN LENNON, YOKO ONO, QUEEN, and HAYLEY MILLS, including a grown-up DANNY BONADUCE, former drummer on "The Partridge Family" TV series, performing the BEATLES' "I've Just Seen A Face."

## POLLSTAR

### CONCERT PULSE

Pos. Artist	Avg. Gross (in 000s)
1 VAN HALEN	\$1,255.6
2 PINK FLOYD	\$1,227.0
3 GRATEFUL DEAD	\$750.5
4 DEF LEPPARD	\$363.2
5 DEPECHE MODE	\$244.6
6 WHITESNAKE	\$237.7
7 ROD STEWART	\$232.0
8 AC/DC	\$226.2
9 ROBERT PLANT	\$219.1
10 "DIRTY DANCING"	\$209.6
11 INXS	\$205.4
12 STING	\$197.0
13 AEROSMITH	\$196.9
14 LYNRYD SKYNYRD	\$168.1
15 BOB DYLAN	\$166.9
16 HANK WILLIAMS JR.	\$156.2
17 RANDY TRAVIS	\$139.3
18 DAVID LEE ROTH	\$137.5
19 JETHRO TULL	\$132.0
20 RUN-D.M.C.	\$122.5

### New Tours

Among this week's new tours:

ANITA BAKER/  
LUTHER VANDROSS  
CHICAGO  
DREGS  
STEVE FORBERT  
AMY GRANT  
WHITNEY HOUSTON  
MARIE OSMOND  
IGGY POP  
SAWYER BROWN  
SLAYER

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

# MUSIC DATEBOOK

PAUL COLBERT

## Elton's Best Intro

### MONDAY, SEPTEMBER 5

1965/In England, the **Who** enter a store to buy a guard dog. While they're inside, their equipment van is stolen.

1976/**Gary Rossington** is badly injured in a car accident in Florida. He loses several teeth and breaks a kneecap when his car bounces off a telephone pole, a tree, and a house.

1986/**Dire Straits'** video for "Money For Nothing" wins best video at the third annual **MTV Awards**. "Addicted To Love" wins Best Male Video for **Robert Palmer**, who tells reporters, "Most of the time I like to see videos with the sound off."

1987/**Laura Branigan** lip-syns "Shattered Glass" on the last network showing of "American Bandstand."

Born: **John Stewart** 1939, **Freddie Mercury** 1946, **Buddy Miles** 1946

### TUESDAY, SEPTEMBER 6

1961/**Bob Dylan** makes his debut at the Gaslight Cafe in New York. Dylan frequents the Cafe several times in the early sixties.

1969/**Godfather** on hiatus — After a gig in Memphis, **James Brown** announces he'll no longer perform live. "I'm tired, man. My brain seems to get much heavier."

1978/**Tom Wilson**, producer for Dylan, **Simon & Garfunkel**, and **Frank Zappa**, dies of a heart attack at 47.

1986/Hola, me llamo Linda — **Linda Ronstadt**, apparently warming up for "Canciones . . .," performs at the International Festival of Mariachis in Los Angeles. Also, **Barbra Streisand** performs live for the first time in six years at a \$5000-per-ticket political benefit at her Malibu home.

Born: **Kathy Wolfgramm (Jets)** 1971, **David Allan Coe** 1939, **Mel McDaniel** 1942, **Sylvester** 1947, **Roger Waters** 1947

### WEDNESDAY, SEPTEMBER 7

1973/At the Hollywood Bowl, porn star **Linda Lovelace** introduces **Elton John**: "Here he is, the biggest, largest, most gigantic and fantastic man, and costar of my next movie . . . Elton John!"

1978/In London, **Who** drummer **Keith Moon** dies of a drug overdose. Moon had suffered declining health the past few years owing to his fast-paced lifestyle.

1984/**Janet Jackson** marries **James DeBarge**, though not for long. Also, **Rick Dees** replaces **Marilyn McCoo** as host of "Solid Gold."

1986/At the **Monkees'** reunion tour at the Greek Theatre in Los Angeles, **Mike Nesmith** finally joins the group onstage for "Listen To The Band" and "Pleasant Valley Sunday."

Born: **Gloria Gaynor** 1949, **Chrissie Hynde** 1951, **Jermaine Stewart** 1959, the late **Buddy Holly** 1936



Chrissie Hynde, Joe Perry, Dave Stewart, Mel McDaniel

### THURSDAY, SEPTEMBER 8

1957/**Jackie Wilson's** first single "Reet Petite" is released.

1962/**Crypt-kickers** rejoice — "Monster Mash" by **Bobby "Boris" Pickett** is released.

1976/"Say Gerry, have you got a telly, I want to see "Happy Days" — **Peter Frampton** visits the White House at the invitation of **Stephen Ford**, and spends most of the day watching TV.

1977/The late **Jimmy McCullough** quits **Wings** to join the re-formed **Small Faces**.

Born: **David Lewis (Atlantic Starr)** 1957, the late **Patsy Cline** 1932

### FRIDAY, SEPTEMBER 9

1954/**Alan Freed** makes his debut as a DJ on **WINS/New York**.

1955/**Elvis Presley** guests on the "Ed Sullivan Show," and boosts it to an 82.6 share. Presley is shown from the hips up so his thrusting pelvis can't be seen by the mostly family audience.

1979/Promoter **Sid Bernstein** takes a full-page ad in the *New York Times* calling for a **Beatles** reunion to benefit the Boat People. He receives no response.

1987/In Miami, **Andy Gibb**, citing debts of over \$1 million, and assets of \$50,000, files for bankruptcy.

Born: **Dave Stewart (Eurythmics)** 1952, **Billy Preston** 1946, **Tom Wopat** 1951, **John McFee (Doobies, Southern Pacific)** 1950, the late **Otis Redding** 1941

### SATURDAY, SEPTEMBER 10

1964/**Rod Stewart** records his first single, "Good Morning Little Schoolgirl."

1974/The **David Johansen-led New York Dolls** break up.

1980/Bassist **Tom Petersson** leaves **Cheap Trick** by mutual agreement, and is replaced by **Peter Comita**.

1983/An informal *L.A. Times* poll of UK record execs reveals a consensus that **U2** will be the band of the '80s, **Sting** will go solo, and **Big Country** are the discovery of the year.

Born: **Roy Ayers** 1940, **Jose Feliciano** 1945, **Joe Perry (Aerosmith)** 1950

### SUNDAY, SEPTEMBER 11

1962/With session drummer **Andy White** standing by, the **Beatles** enter their first recording session with **Ringo Starr**. White isn't needed, and the group records their first two hits "Love Me Do" and "P.S. I Love You."

1971/Ray, Charles, and Rosie stole the show — The **Jackson Five** animated TV series premieres on **ABC**.

1984/In Hendersonville, TN, a driver crosses a dividing line and crashes head on into **Barbara Mandrell's** car. She suffers a crushed ankle, and her two children are also injured. She is unable to perform for two years.

1987/**Peter Gabriel** sweeps the fourth **MTV Awards**, winning for both "Sledgehammer" and "Big Time" videos.

**Prince** performs, then goes across town to do a surprise set at the Country Club. Fans who waited all day and paid for tickets are kept outside while **Huey Lewis**, **Lionel Richie**, and **Ray Parker Jr.** stroll in with large groups.

Born: **E.G. Dally** 1962, **Mick Talbot (Style Council)** 1958, **Jon Moss (Culture Club)** 1957

# ROB BASE & D.J. E-Z ROCK



## IT TAKES TWO

PRO-5186

- SALES NOW OVER 250,000 UNITS
- #1 12" IN NEW YORK FOR 6 WEEKS
- TOP 25 POP IN U.K.
- TOP 10 BILLBOARD DANCE SINGLE
- NOW ON TOUR WITH SALT 'N' PEPA
- AVAILABLE ON 7", 12" & CASSETTE SINGLE
- VIDEO ON CLUB MTV
- THE FIRST SINGLE FROM THE FORTHCOMING ALBUM

### THESE STATIONS KNOW WHAT IT TAKES

PWR95 27  
Z100 18-15  
Y100 21-17

HOT103 31-21  
WPGC 10-5 (HOT)  
Z93 deb 14 (HOT)  
PWR96 2  
KXX106

KITY 33-29  
FM102 deb 35  
KMEL 20

HOT105 deb 4 (HOT)  
Y106 add  
Z102 add  
I94 29  
KATD add

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JOEL DENVER

## CONTEMPORARY HIT RADIO

### HERE'S WHAT TO LOOK FOR

# How To Become A CHR Reporter

One of the most frequently-asked questions I hear on the phone is, "How do I become a CHR reporter?" Here's an overview of the criteria we use to make our selections.

The main qualification is that you must be format-dominant in your market according to 12+ metro AQH shares in Arbitron. Our reporter sample base represents the most influential CHR stations in America and covers approximately 80% of the the population. You also must be able to report a current and timely playlist that represents an accurate airplay profile of your station.

Because R&R has such a comprehensive reporter base, and turns around the music information in just 24 hours, we limit our sample size to a number that can be handled efficiently. So the selection process also takes into account how competitive a second or third CHR station in any given market is against the format leader.

In Arbitron-rated markets with no existing reporters, adding the market and station(s) depends on geographical proximity to markets where there currently are reporters. The limited number of reporter slots means we have to spread our new market reporters, when possible, into areas which have no representation. This generally occurs in the P3 category.

#### Why Three Parallels?

There are now 250 CHR reporting stations, broken down into Parallel 1, 2, or 3. Why Parallels? Because the stations are similar or parallel to each other in either market size. For example, the P-1s are format-dominant stations in markets with a 12+ metro population of one million or more. The Parallel 2 markets have metro populations of less than a million but greater than 200,000. Occasionally a P-1 station that isn't format-dominant will be included in Parallel 2 because of the station's local and/or national influence and tradition. And from time to time in P-2 markets with more than one book a year a reporter with sagging numbers that still maintains local or national influence will become a P-3 temporarily.

Parallel 3 stations are selected from markets with metro populations of less than 200,000. P-3 market selection is made geographically to ensure a well-distributed sample in the East, South, Midwest, and West. Reporters in P-1 and P-2 markets are evaluated following

each Arbitron taken in their respective markets, while P-3 stations are adjusted following the spring rating period.

#### P1-A Reporters

With the continued fragmentation of the CHR format there are a growing number of leading-edge major market music stations who are winning ratings and writing their own rules in the process. To highlight their success, R&R has created a new category of reporters, P-1A.

These alternative CHRs are playing a number of mainstream CHR hits, but are breaking virgin ground by exposing new artists and sounds to the mainstream audience.

They find these records in the clubs, by word of mouth, and at the import bins in record stores or on alternative playlists. By blending these songs with the national hits, these P-1As have created a unique sound in their market.

The P-1A reporters' playlists can be found in a specially boxed-off section of the regular CHR P-1 playlists. Included is a summary box designed to highlight notable moves of records doing especially well at P-1A reporters, with potential to cross over to our mainstream CHR stations.

#### How Do You Apply?

If you'd like to be considered for as a CHR reporter, please update our files with the following information:

- A current composite, five to seven minutes in length
- Several weeks' worth of surveys
- Any ratings information.

Also, a coverage map would be helpful in letting us know more about you and the market you serve.

Feel free at anytime to update this information. As noted above, we review stations and their ratings after each survey period in which they've participated. My assistant Tara Beyer and I sincerely appreciate your interest in becoming an R&R CHR reporter.

#### Other changes include:

WMJQ/Bufalo P-2 to P-1; WDFX/Detroit P-2 to P-1; 100KHI/Ocean City P-3 to P-2; WCGQ/Columbus P-3 to P-2; KWNZ/Reno P-3 to P-2; KATD/San Jose P-1 to P-2; and WGFM/Schenectady P-2 to P-3.

## Welcome To The New CHR Reporters

Here are the latest additions to the CHR reporter roster. We encourage finding out more about these stations by getting in touch with them. This will make their music information even more valuable to you and your station.

P1 Additions: 250 Total Stations  
150 = Breaker

KISN/Salt Lake City, UT  
(801) 359-7794  
PD: Gary Waldron  
MD: Bob LaBorde

KHQT/San Jose, CA  
(408) 943-0770  
OM/PD: Steve Smith  
Asst. PD: Christopher Lance  
MD: Michael Newman

P-2 Additions:  
WSRZ/Sarasota, FL  
(813) 388-3936  
OM/PD: Tom Evans  
MD: Scott Chase

K106 (KIOC)/Beaumont, TX  
(409) 769-2475  
PD: Neil Harrison  
MD: Pam Pace

P-3 Additions:

WHTO/Williamsport, PA  
(717) 323-8200  
PD: Denny Hartman  
MD: Mike Wright

G98 (WWGT-FM)/Portland, ME  
(205) 775-6321  
PD: Jon Holiday  
MD: Jon Bryant

KWTX/Waco, TX  
(817) 776-1330  
PD: Chris Ling  
MD: Lori Scott

QV103 (KKQV)/Wichita Falls, TX  
(817) 322-5545  
OM: Jeff Christenson

KLYV/Dubuque, IA  
(319) 557-1040  
PD: Jeff Davis

KPAT/Sioux Falls, SD  
(605) 339-9999  
PD: Scott Maguire  
MD: Corey Ward

WPFR/Terre Haute, IN  
(812) 232-1300  
PD: Chris Newton  
MD: Bubba The Love Sponge

WIBW/Topeka, KS  
(913) 272-3456  
PD: Dave Alexander  
MD: Roger Heaton

Z97 (KZLS)/Billings, MT  
(406) 248-2681  
PD: Craig Sullivan  
MD: Tim Dalbec

KBOZ/Bozeman, MT  
(406) 586-5466  
PD: Paul Ellis

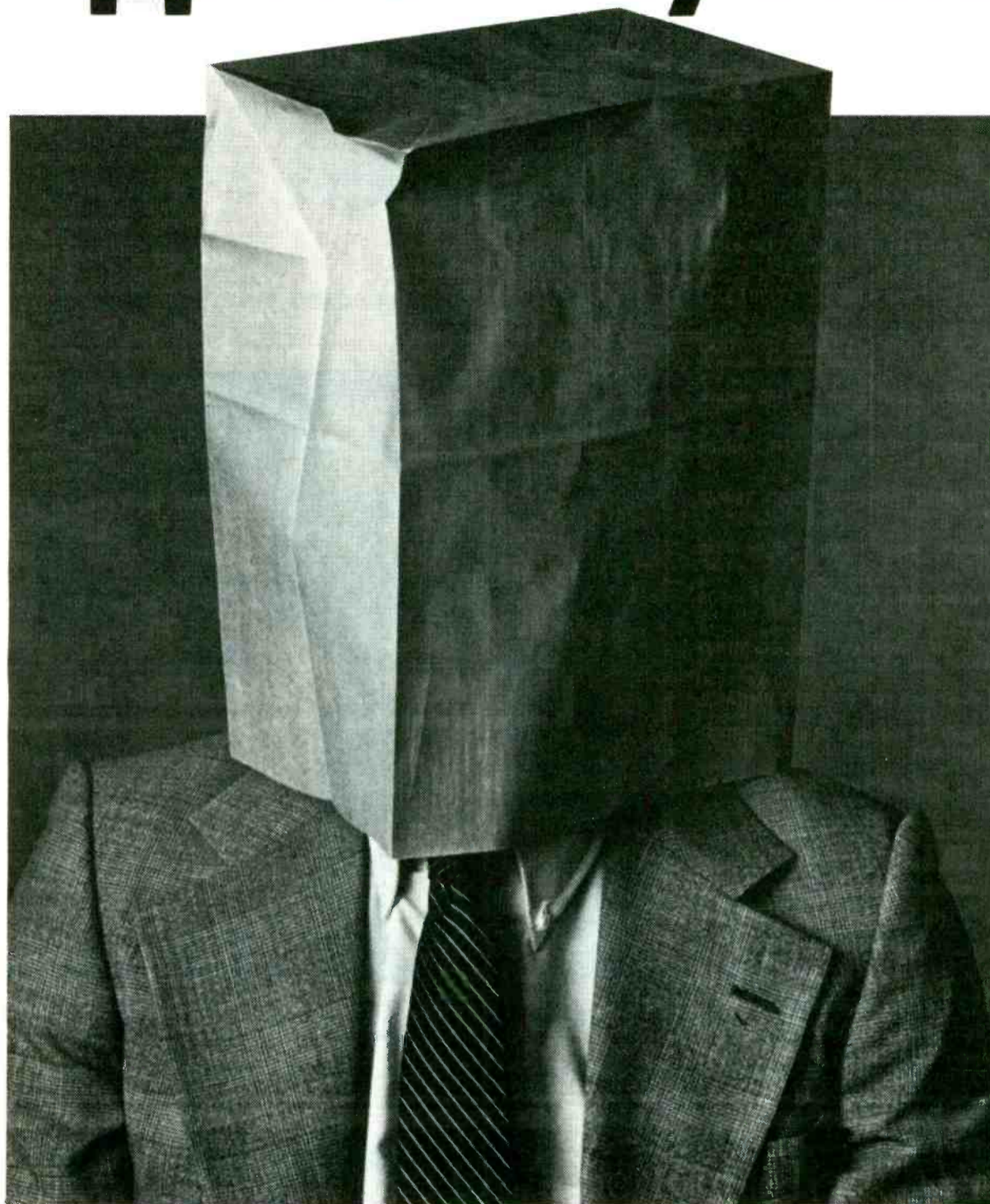
KMOK/Lewiston, ID  
(208) 746-5056  
PD: Keith Havens  
MD: Kevin Chase



**PERMANENT DUDE** — Aerosmith's Steven Tyler (c) is raising his hand in typical rock fashion at the group's concert stop in Ames, IA. Flanking him are (l) KFMW/Waterloo's Gary Walters and KDWZ/Des Moines's John Reynolds.

*A Program Director who prefers to remain anonymous:*

# “How I blew the opportunity of my career.”



And ratings are up on every station. For example:

	PRE-PARTY	SPRING '88	CHANGE
WMJQ-FM, BUFFALO	3.6 share*	8.1 share	+ 125%
WNNK-FM, HARRISBURG	10.9 share*	14.5 share	+ 33%
WXKS-FM, BOSTON	7.9 share**	11.8 share	+ 49%

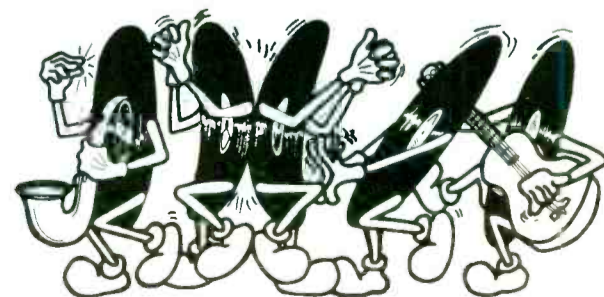
ARBITRON \*Winter '88, 18+ \*\*Fall '87

“We get real strong street talk. *Open House Party* is an absolutely fun show to listen to. John Garabedian is a magic guy who makes Saturday and Sunday nights sizzle in Buffalo.” *Larry Levite, Pres/GM, WMJQ, Buffalo*

“*Open House Party* is the biggest show on CHR radio today. Our listeners think it’s our own show, and we’re selling it as prime time. It definitely pays to party.” *Sunny Joe White, National PD, Pyramid Broadcasting*

“I came in on the following Monday after we added the show, and our entire staff was raving to me about it. *Open House Party* sounds big, sounds live, and sounds like part of my station.” *Leslie Fram, Program Director, WABB-FM, Mobile*

The Party can take you to the top on weekends—and keep you there. To check the availability in your market, call Sam Kopper or Brian Beecher at (617) 266-2900. Don’t blow it.



**Open House Party™**

“I had my chance, and I missed it. My instincts told me *Open House Party* had all the makings of a hit. Did I listen? Noooooo. I figured I’d be smart and play it safe. Wait and see what happens on other stations.

“So I waited. And what do I see? The guy down the street picks up the show, and all of a sudden his station moves up to #1 on weekends.

“I swear, next time I’m going with my gut. In this business, if you snooze,

you lose.”

## **Party your way to the top.**

*Open House Party* is the hot live CHR weekend show that’s beamed coast-to-coast via satellite on Saturday and Sunday nights. It’s got an intense music mix, star-studded interviews, live requests, outrageous contests, and a spontaneous kind of fun canned shows just can’t touch.

It’s playing now in 27 markets—although that figure is about to double.

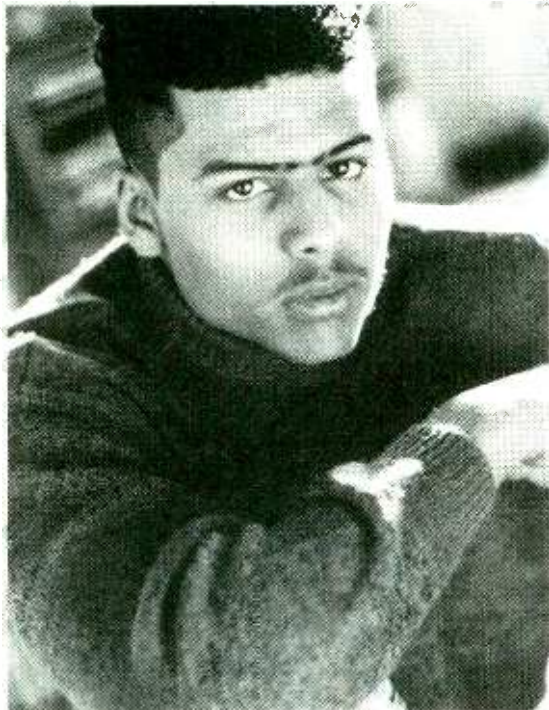
# AL B. SURE!

## “Off On Your Own (Girl)”

### NEW & ACTIVE

- |               |              |
|---------------|--------------|
| WXKS 26-16    | WFLY 13-11   |
| KROY 6-5      | WVSR add     |
| Z93 3-1       | WTIC 39-31   |
| KMGX 4-3      | WKEE add     |
| WZOU deb 35   | WPST add     |
| WMJQ add      | K98 18-16    |
| PRO-FM add    | KXX106 15-12 |
| KKBQ deb 37   | WCGQ add     |
| KRBE deb 32   | WANS add     |
| KITY 12-11    | WTNZ 24-21   |
| KTFM 8-8      | Z102 33-28   |
| WHYT 18-17    | KTUX 26-23   |
| WKBQ 29-21    | WGTX deb 34  |
| Y108 add      | KF95 add     |
| KIIS add      | KFIV dep 27  |
| FM102 9-8     | KCAQ 36-30   |
| KWOD 17-16    | KWNZ 37-32   |
| KMEL 5-5      | 95XXX add    |
| KUBE add      | Q104 36-30   |
| HOT103 19-17  | QV103 36-25  |
| PWR106 32-26  | KCMQ add     |
| HOT977 deb 25 | KFBQ add     |
|               | SLY96 add    |
|               | Y97 add      |

PRODUCED BY KYLE WEST  
CO-PRODUCED BY AL B. SURE!



FROM THE SMASH ALBUM IN EFFECT MODE



AL B. SURE! IS THE WINNER OF A  
**SONY INNOVATORS**  
AWARD



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## CONTEMPORARY HIT RADIO

### MOTION

**Jeff McKee** joins KBTS (B93)/Austin as Production Director/midday talent. Also at B93, **Curtis “The Jammer” Wilson** jumps on board for the 7pm-midnight shift from WWDM/Columbia, SC, replacing **Linda Energy**, who went to WWPR (Power 95)/New York . . . WANS/Greenville, SC ups night rocker **Brent Johnson** to take over MD duties from **Kevin King**, who concentrates on his midday shift. Joining the station as on-air talent is WJMX/Florence’s **Bill Catcher**, who replaces **Randy Foxx** as afternoon driver.

**Steve Graham** leaves the MD slot at 94TYX/Jackson to join KEGP/Dallas in an off-air capacity . . . KPHR/Rapid City’s new PD is **Pete Miller**, who will also assume duties on the morning show . . . WOKW (OK100)/Ithaca PD



Jeff McKee

**Doug Nevel** goes to WXIL (95XIL)/Parkersburg, WV for the same . . . Asst. PD/afternoon personality **Dennis Snow** takes on the newly-created OM slot at KISR/Ft. Smith, AR while retaining on-air duties.

WCIL/Carbondale, IL 12-year morning vet **Dennis Lyle** steps down to concentrate on his Sales Manager position as AM sister air talent **John Riley** moves into the wake-up gig . . . **Ken Carson** has left the PD post at KHTZ/Reno . . . **E. Curtis Johnson** has exited the PD position at KFMV (K96)/Provo-Salt Lake City . . . KDVV/Topeka is still in search of a killer morning talent . . . WKTI/Milwaukee VP/GM **Doug Kiel** has yet to name a new PD for the station; afternoon driver **Danny Clayton** is handling programming duties in the interim.



**DON'T WORRY, BE HAPPY** — Z100/New York had no reason to worry when the happy man himself, Bobby McFerrin, dropped by the studios; (l-r) are morning guy Scott Shannon, McFerrin and Z100 co-host Ross Brittain.

### BITS

• **There's No Biz Like Snow Biz** — It's not every day in August that you can throw a snowball, but **WCZY/Detroit** sponsored a “Snow Throw” where listeners got to do just that. For a buck a ball, over 600 listeners were able to toss snowballs to their heart's content while listening to Christmas music. All money raised went to the Salvation Army and, yes, Santa Claus did make an appearance.

• **Ocean Commotion** — Every Friday night, **WOVW/Ft. Pierce, FL** is “Causing a Commotion on the Ocean” at a night club to send a lucky winner away for the weekend. Listeners come to the club with a bag packed in hopes of winning the trip. When the clock strikes midnight, morning man **Brad Edwards** draws the winning name. The winner spends the night at a local hotel, then is picked up by a limo and taken to a cruise ship bound for Freeport, Bahamas.



**MORE CHEESECAKE** — WBLI/Long Island afternoon driver Rick Sommers is sandwiched between the Penthouse Pets at the DeKuyper Peachtree Schnapps Volleyball Tournament.

**We're Getting  
Involved With  
A Couple Of  
Really Hot  
Numbers!**

**97.1**

**KEGL-FM Dallas**

**105.1**

**WAVA-FM Washington D.C.**

**CASEY'S  
TOP 40**

**With Casey Kasem**



**WESTWOOD ONE RADIO NETWORKS**

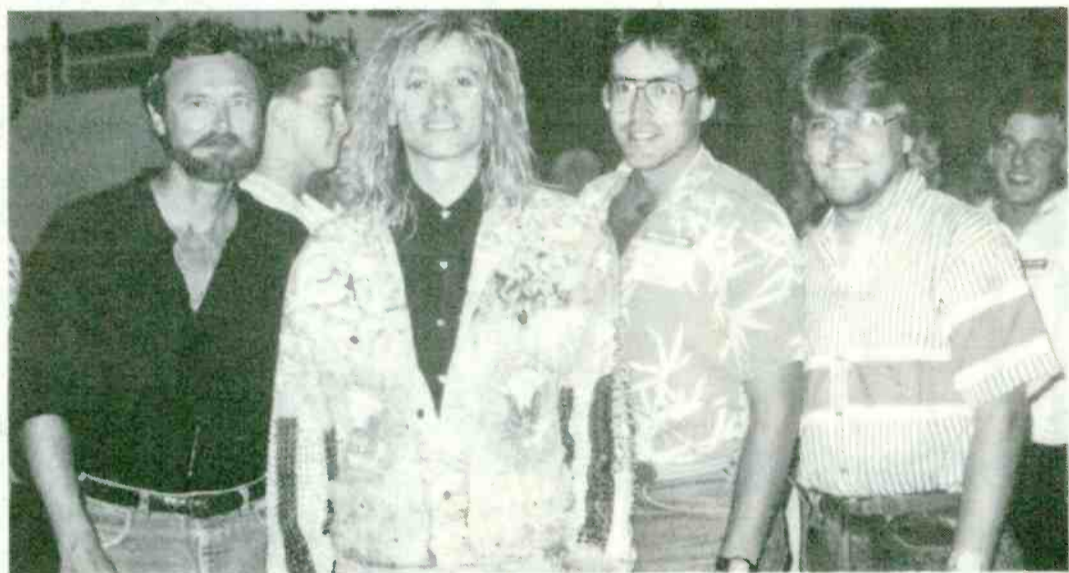
# CHR PICTURE PAGE



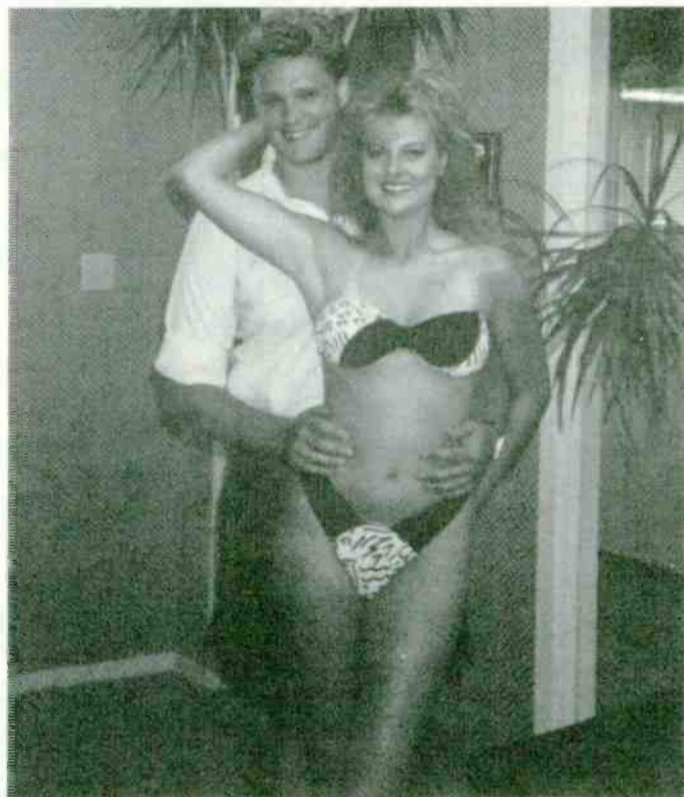
**RUSH HOUR IN THE BAY AREA** — Jane Wiedlin rolled into San Francisco on a promotional tour for her LP "Fur" and current single "Inside A Dream." In the studios of KITS (l-r) are EMI-Manhattan's Mark Kargol, MD Steve Masters, Wiedlin, label rep Norm Osborne, and PD Richard Sands.



**UNNATURAL ACT** — WMMS/Cleveland's Kid Leo (r) does his first live TV broadcast at MTV's Museum of Unnatural History. With him at the broadcast booth is Mega Inc. VP E. Whitten Pell, whose company originated and is executive producer of the museum.



**ANOTHER CHEAP SHOT** — Celebrating the success of Cheap Trick's single "The Flame" backstage after a show are (l-r) KRCH/Rochester, MN's Al Alexson, Cheap Trick's Robin Zander, and the station's Alan Reed and Jay Walker.



**WHAT'LL YOU DO FOR MONEY, HONEY** — KWIN/Stockton, CA gave away tickets to Chippendales to anyone who showed up at the station in a bikini. Here's morn'g man/PD Jack Armstrong, aka Mike Kasper, with one of the winners.



**DOUBLE TAKE** — Hall & Oates's current tour stopped in Tulsa, where some KAYI (KAY107) staffers grabbed the duo for a quick shot. Backstage are (l-r) KAY107 PD Steve Stucker, Daryl Hall, Arista's June Colbert, John Oates, and station MD Duncan Payton.



**SIMPLY ROBERT** — Here's Robert Palmer with the gang from WEGX/Philadelphia: (l-r) Promotion Asst. Jeff Solimando, personality Chuckie "T" Tisa, MD Jay Beau Jones, air talent Mike Frazer, Palmer, Promotion Asst. Anmarle Agnew, PD Charle Quinn, and personality Brian Murphy.



# GRAYSON HUGH

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POETIC

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INSPIRED

UNIQUE

ESSENTIAL

"BLIND TO REASON" 7661-1-R

IT WILL OPEN YOUR MIND.

FEATURING


"TEARS OF LOVE"

"TALK IT OVER"

"THAT'S COOL"

"ROMANTIC HEART"



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WALT LOVE

## URBAN CONTEMPORARY

### Oldies: Adding A Full-Service Flavor

A number of UC stations are using oldies — or “Classic Gold,” if you prefer — to make their presentations more mainstream while maintaining their black core audiences. This week’s column includes insights from two programmers who have supplemented their music mixes with gold: KHYS/Beaumont-Port Arthur, TX PD Kevin Stone and former WVOL & WQQK/Nashville OM Cy Young.

#### Oldies As A Bonus

Stone counts almost ten years in radio, having programmed KHYS since November '87. In the spring '88 Arbitron, KHYS rose to number one in a market with 17 stations and three additional outside signals.

“We use oldies to supplement the current music program, primarily during morning drive and midday,” Stone said. “For the morning show, I want to air songs that were popular from the last ten years. During middays, while the kids are in school, we go back and get tunes from the '60s.

“We’re looking for those adults who enjoy what we do with current music and see our oldies as a bonus. We play '60s blockbusters from people like Diana Ross, Marvin Gaye, and Jerry Butler. I call it giving our station a full-service flavor.”

In its last five spring and fall ARBs (spring '86-spring '88),



Kevin Stone

KHYS's 12+ numbers have moved 11.9-12.7-15.0-12.9-16.6. Most recently, the station was number one in the 18-34 and 25-54 demos, with a 22+ share and a 16+ share, respectively. In the 35-64 demo KHYS tied for second with KAYD.

KHYS's morning show, which Stone does, is number one in each demo except 35-64. The station is also the market leader in every daypart but middays, where it comes in second. (For the record, Beaumont-Port Arthur's metro population is 320,000, with an ARB-estimated black population of 21.5%.)

#### Grass Roots Research

One special morning drive feature is the “Runnin' Late, Soundin' Great Mystery Oldie.” “We try to create an atmosphere of fun with our oldies,” Stone said. “The mystery oldie is played once per day, at 7:35am six days a week. The listeners get to hear just a few bars of the song and are asked if they know what it is. If they give the correct answer, they win a nice prize which is always different.”

Asked to explain how he and his staff pick the oldies they play, Stone answered, “When I was a kid, my favorite R&B station would separate itself from the pop station by playing the best oldies that you never heard on any other stations. We're using the same philosophy in a way. We test our oldies by doing live dates at local clubs. If the crowd is a group of people between 18-34, we use tunes from about ten years back. If the group is older, we use songs from the '60s and early '70s. The response determines

which songs we'll add to our 'Goldens.' We also look at songs that were popular in this area, not just nationally.

**“If you want to expand your upper demos, you have to play the songs that were hits when your target listeners were growing up.”**

— Cy Young

“I don't think PDs should be afraid to add oldies to their music mixes,” he continued. “All they have to do is look back at how radio sounded when they were coming up and realize what made them listen to the radio for excitement. Think about those things that made a station listenable, and you'll remember that oldies played a part in making it unique.”

#### Musical Balance

Cy Young held the WVOL & WQQK OM post for 90 days. Before that he programmed Urban WQQK, where he spent three years in morning drive. “Classic Soul 147AM” WVOL does a Classic Black Gold format.

“We feature oldies from the '50s, '60s, '70s, and '80s,” Young said. “For a song to make it as an oldie on our stations, one of the criteria was for it to have sold a million copies. On WQQK we play one or two oldies per hour to help us keep a good musical balance; how many oldies are in the music mix depends on the daypart. Some of the same titles from the '70s and '80s are on both stations. We're interested in maintaining and increasing our in-office listening.

**“We're looking for those adults who enjoy what we do with current music and see our oldies as a bonus.”**

— Kevin Stone

## ACTION

At WMYK (Power 94FM)/Virginia Beach (formerly Music Power K94) Kevin Brown has been named PD, replacing Don Alan, and Cindy Dove has been promoted from programming assistant to MD. The station also has a new station logo. Take a look:



KFXZ/Lafayette midday announcer Chuck Harrison has been upped to MD and will retain his airshift... WVOL/Toledo has filled its new GSM position with Bill Meyers from WJPC/Chicago... WFMX/Macon, GA names Jerry Haywood PD replacing Earl Boston, who segues to PD duties at KATZ/St Louis... WUSL (Power 99FM)/Philadelphia and the city's Daily News have established a trust fund for a six-year-old gunshot victim who was caught in the crossfire of a drug-related shooting. Donations should be sent to the Ralph Brooks Jr. Education Fund, Box 8068-650, Philadelphia, PA 19177-0650. Also, Power 99FM has teamed up with local sponsors for another season of pool parties to benefit inner city youths for the fourth consecutive year.



CHILLIN' AT V103 — Run-D.M.C. visited WXYV/Baltimore to promote the “Works Works” program on the station and its new television show “V-TV.” Left to right are Def Jam Records' Russell Simmons, Run-D.M.C.'s Jam Master J, WXYV's PD Roy Sampson, D.J. Run, promoter Ed Strickland, and DMC (front).



LAUGH ATTACK — WRKS/New York PD Tony Gray signs on as the newest affiliate to carry ProMedia's “Laugh Attack” comedy program. Snickering over his shoulder is ProMedia President Bill Quinn.

In terms of 12+ Arbitron ratings (from spring '87 to spring '88), WQQK moved 7.5-7.6-6.5-5.4-6.7, while WVOL clocked in with 2.6-2.6-2.2-3.1-2.4. WQQK's performance last book placed it seventh in the market overall. In the 25-54 demo, both stations have some work to do; WQQK took ninth in that demo.

Young commented, “If you want to expand your upper demos, you have to play the songs that were hits when your target listeners were growing up. If you have a research team, you can do focus groups and let the people pick the music that should be playing. If not, you have to pick the music as best as you can with an educated guess.

“I suggest that PDs and MDs talk to other PDs about their oldie selections. There's a certain amount of gut instinct that goes into this.”

# How Does Radio Spell Success?

# C

## LISA LISA & CULT JAM With FULL FORCE "Go For Yours"

URBAN CONTEMPORARY CHART **20**  
79 UC REPORTERS -- 85%  
CONVERSION FACTOR: +17



# O

## BOOTSY COLLINS "Party On Plastic"

**NEW & ACTIVE**

NOW ON 43 UC REPORTERS  
ONE OF THE MOST ADDED INCLUDING:

WXYV KRNB WBLZ KDAY  
WHUR WBMX WZAK KJLH  
K104 WCCI KPRS KSOL



# L

## GEORGE MICHAEL

### "Monkey" URBAN CONTEMPORARY CHART **9**

79 UC REPORTERS -- 85%  
HOT AT: K94 KPRR WANM KMAP  
WWKX WOQK WIZF KACE



# U

## JOHNNY KEMP

### "Dancin' With Myself"

URBAN CONTEMPORARY CHART **32**  
79 UC REPORTERS -- 85%



# M

## ISSAC HAYES

### "Showdown"

**NEW & ACTIVE**

NOW ON 25 UC REPORTERS INCLUDING ADDS THIS WEEK AT:  
K104 WNHC WPAL WPEG WZFX KDKS  
WOWI KQXL Z93 WWDM WPLZ WANM



# B

## DENIECE WILLIAMS

### "I Can't Wait" 24 UC REPORTERS OUT OF THE BOX

ONE OF THE MOST ADDED --  
INCLUDING: WDAS KRNB WZAK KJLH  
WDJY WCCI WLUM



# I

## TERENCE TRENT D'ARBY

### "Dance Little Sister"

SHIPPING THIS WEEK -- ALREADY ON WBLZ!



# A

## CHERYL "PEPSI" RILEY "Thanks For My Child"

ON YOUR DESK THIS WEEK . . . ALREADY ON PWR99 AND  
WDAS #1 MOST REQUESTED IN PHILADELPHIA AFTER ONLY  
2 DAYS OF AIRPLAY!



**Radio's Best  
Friend!**



# HANKS URBAN RADIO FOR THE 6TH CONSECUTIVE #1 SINGLE!

ANOTHER PART OF ME MICHAEL JACKSON



## MICHAEL JACKSON

"Another Part Of Me"

E/P/A IS HOT AS HELL!



**SADE**  
"Nothing Can Come Between Us"



**JAMES BROWN**  
"Static"



**GREGORY HINES**  
"That Girl Wants To Dance With Me"



**LUTHER VANDROSS**  
"Any Love"

**TONY TERRY**  
"Forever Yours"  
EPIC

**STANLEY CLARKE**  
"Funny How Time Flies"  
PORTRAIT

**MARK ANTHONY**  
"1919 Main Street"  
TABU

**NICOLE**  
"Rock The House"  
EPIC

**JAMM**  
"So Fine"  
EPIC

**TEENA MARIE**  
"Surrealistic Pillow"  
EPIC

**WILL TO POWER**  
"Baby I Love Your Way/  
Free Bird"  
EPIC

**BILLY ALWAYS**  
"Back On Track"  
EPIC

**SWEET OBSESSION**  
"Gonna Get Over You"  
EPIC

**WAYNE HERNANDEZ**  
"Bad News"  
EPIC





BRAD MESSER

## CALENDAR

### Newsman's Job Is Tough Without Facts

"New England is a relatively big place," complained the man who called the newsroom. "All morning you've been reporting they might have rolling brownouts today, and I would like to know *where* in New England." Sorry to say, I had to admit my ignorance by telling him that my AP broadcast wire stories about heatwave power shortages only said "in six states" without ever mentioning which six.

This isn't a gripe about the wire. The issue here is whether newspeople should run a story that lacks a key element.

In the best of worlds, of course, any missing fact would quickly be obtained by a phone call or a computer search, but small radio news departments don't have those resources.

Regarding the power shortage story, why did I use it in the first place? Well, because six of our 48 contiguous states were threatened, many of my listeners have New England connections, it was a new development in a major hot spell, some big cities had to be involved, nuclear-versus-conventional power generation remains a glowing issue, and blah blah.

The real truth, however, is that the juice shortage didn't have much competition. It happened on

a slow news day. Editorial selection is always done on the curve. When there are no legitimate A stories, the C items become Bs and Bs upgrade to A status automatically.

On that dull news day in question, in my case, it was either Lizardman again or New England Faces Electricity Shortage. Sort of like taking your kid sister to the movie because Elle McPherson isn't available, y'know?

There's probably not a newspaper alive, print or electronic, who hasn't knowingly used a weak story for lack of a strong one. I feel sorry for us, having to do that.

Yeah, that's it! Forget what I said in the second paragraph about whether we should run a story with facts missing — the pitiful truth is that sometimes there's no choice available. It's stressful! Anguish-

ing!

Hey, maybe it's not too late to change this whole pitch. Now that I think about it, perhaps we resource-poor newspeople of America should consider doing a takeoff on what Jerry is doing at Caesar's Palace this weekend. As fact-starved newsmen and women, we need either understanding and sympathy, or unlimited access to information.

Should we have a poster boy? How about some poor old hangdog newshound standing beside a wire machine, with the caption, "Every day, even in this Information Age, hundreds of men and woman are starving for a full, balanced diet of facts!" Any money we raise can be used to buy computers and information services.

On second thought, too many people would consider the whole fundraising scheme reprehensible, so can that. Maybe some kind of lottery? The winner could get a year's subscription to an electronic information service — and 24 hours with Elle! I suppose the loser could have his choice of running the Lizardman story again or having lunch with Jerry.

#### Boat Sets Speed Record

**MONDAY, SEPTEMBER 5** — The "Texan" set the speed record for a propellor-driven boat by reaching 229mph in 1982.

Switzerland opened the world's longest car tunnel in 1980, the ten-mile "St. Gotthard Tunnel" through the Alps. PLO terrorists murdered 12 people at the 1972 summer Olympics in Munich. Traditional peak of hay fever season. Labor Day.

*Birthdays:* Cartoonist **Cathy Guisewite** 38. **Raquel Welch** 46. Est founder **Werner Erhard** 53. **Bob Newhart** 59.

#### Pan Am Skyjack Ends

**TUESDAY, SEPTEMBER 6** — In 1986 a Pan Am hijacking ended on the ground in Pakistan, with 21 passengers killed and 100 wounded by four Arab terrorists who had posed as airport security men.

A Guinness record was set in 1982 when an egg was thrown almost 318 feet and caught intact. President **William McKinley** was assassinated in Buffalo, NY in 1901 and died eight days later. The Pilgrims sailed from England on the "Mayflower" in 1620.

*Birthdays:* **Jane Curtin** 41. **Swoosie Kurtz** 44. **Jo Anne Worley** 51.

#### Jesse James Gang Gets Banged Up

**WEDNESDAY, SEPTEMBER 7** — Minnesota citizens shot and caught the majority of the **Jesse James** Gang in 1876 by cutting off the escape route from a bank robbery. This week in Northfield, townspeople reenact the robbery and shootout during the annual "Defeat of Jesse James Days" celebration. Call (507) 645-5604.

Germany began the London Blitz, 85 consecutive nights of bombing, in 1940. 175th anniversary of **Uncle Sam's** first appearance, which was in the Troy, NY *Post* (1813).

*Birthdays:* "L.A. Law" 's **Corbin Bernsen** 40. Sen. **Daniel Inouye** 64.

#### Escape In Homebuilt Balloon

**THURSDAY, SEPTEMBER 8** — One of the most spectacular escapes to freedom happened in 1983, when a family of four flew from Czechoslovakia to Austria in a homemade hot-air balloon made from hundreds of raincoats. The tree-sitting record of 431 days was set in 1982. **Ford** pardoned **Nixon** in 1974. "Star Trek" premiered in 1966. A hurricane hit Galveston island in 1900 and killed 6000 Texans.

*Birthdays:* **Heather Thomas** 31. **Frankie Avalon** 48. **Sid Caesar** 66. Rep. **Claude Pepper** 88.

#### Howe's "Retirement" Didn't Take

**FRIDAY, SEPTEMBER 9** — The world's most durable hockey player, **Gordie Howe**, "retired" in 1971 after 1767 NHL games, but subsequently unretired when the WHA Houston Aeros made him a four-year \$1,000,000 offer. Delta and Western airlines merged in 1986. California became the 31st state in 1850, suspiciously soon after gold was discovered. The Continental Congress changed the name "United Colonies" to the "United States of America" in 1776.

*Birthdays:* **Kristy McNichol** 26. **Michael Keaton** 37. **Cliff Robertson** 63. **Jimmy "The Greek" Snyder** 69.

*Saturday (9/10):* **Amy Irving** 35, **Charles Kuralt** 54, **Arnold Palmer** 59.

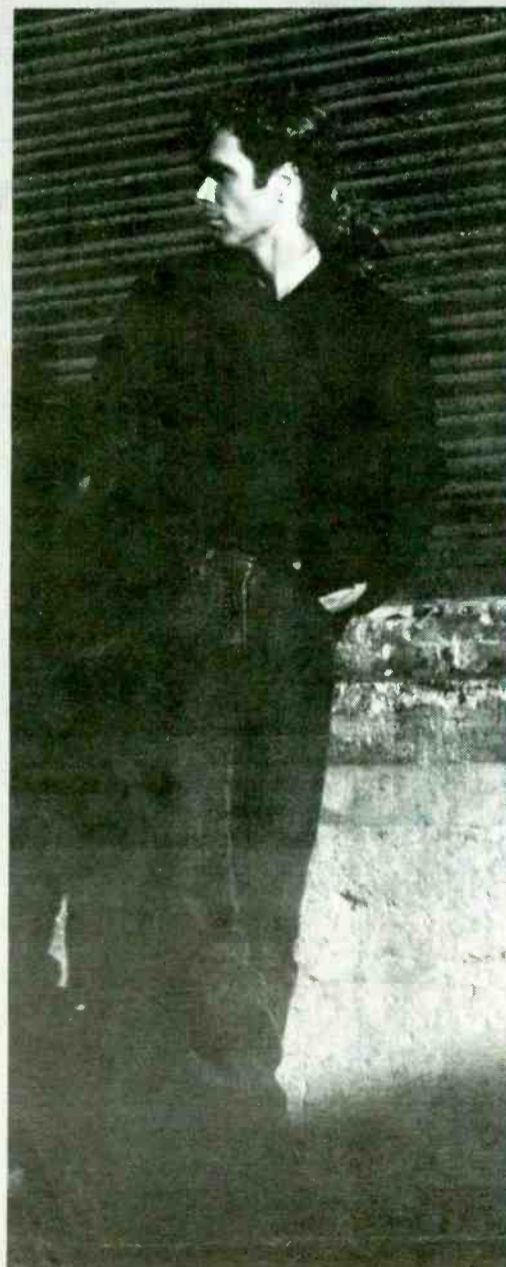
*Sunday (9/11)* Cowboy **Tom Landry** 64, **Ferdinand Marcos** 71

# HENRY LEE SUMMER

## "HANDS ON THE RADIO"

Q102 DEBUT 16  
EARLY ACTION AT:

WZPL add	WWFX add	WPFR add
KCPX add	WJMX add	KTRS add
KZ106 add	WBWB add	KTMT add
WLRS add	KLYV add	KZOZ add
WMEE add	WAZY add	SLY96 add
KSND add		OK95 add





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- **Music Blend Testing**
- **New Format Simulation Tests**
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- **Television Commercial Pretests**







DAN O'DAY

## AIR PERSONALITIES

### Read All About It

- Involve writers or editors in station activities
- Provide them with hot tips, great photos, etc.
- Give writers a slant they can sell to their editors
- Acknowledge any coverage with a brief thank-you note

#### FIVE-STEP PLAN

# How To Develop Local Media Coverage

A common complaint of many air personalities goes something like this: "I'd like to get some local press coverage, but the daily newspaper in our market pretends we don't even exist. What can I do to get some local ink?" Here are five powerful techniques to help achieve that goal.

#### Start A Feud

1. **Start a feud.** Target a particular newspaper columnist in your market. It might be the local radio/TV writer, a high-profile movie critic, or a chatty gossip writer everybody reads.

An effective feud is good-natured but relentless. Suppose the local film critic is a highbrow who hates everything; you can position yourself as the defender of good, old-fashioned movies. When Mary Critic blasts the latest big hit for being "unrealistic," you can mention her review and add, "C'mon, Mary, it's just a movie! Lighten up!"

The key is to attack her point of view without attacking *her*. Speak of Mary as though you have a lot of respect for her. You think she's very intelligent and well-informed but that sometimes she goes off the deep end.

#### Incorporate Ideas Into Your Show

After establishing this premise, expand upon it by integrating the feud into your show. Upon concluding a weather forecast that predicts "a warm, sunny day with clear skies," you might add, "Of course, I guess Mary Critic wouldn't like this kind of a day because 'it's been done before.'" You might tag a contest promo with, "... and second prize will be a complete list of all the movies released in the past ten years Mary Critic did like!"

Pretty soon Mary's friends and coworkers will mention they heard you talking about her. Just as you would pick up the local newspaper if you heard some columnist was taking shots at you, eventually Mary will tune in to hear what you're saying.

If you keep it up long enough, there's a good chance she'll call you. Her call will be friendly or angry; in either case, respond by inviting her on your show.

If she doesn't contact you, up the ante by issuing an on-air challenge: "Hey, anybody can be a movie critic! What an easy gig! But I'll bet Mary couldn't handle even one hour of being a disc jockey!" Issue this challenge daily for a week; she'll certainly hear about it. If she doesn't respond, call

her and — in a very friendly way — invite her onto your show.

#### Feed Their Egos

2. **Feed their egos.** Start a community campaign based on an idea sparked by a local column or news story. If the *Daily Bugle* runs a series on the plight of homeless animals, launch a station campaign to place those animals in good homes. Give lots of credit to

the *Bugle* (and its columnist or reporter) for sparking the idea. Once the promotion is under way, invite the columnist — or the paper's editor if it was a news story — to join in the awards ceremony, NSPCA local chapter dinner, fund-raising picnic, etc.

Question: If you present the columnist or editor with a handsome plaque honoring his paper's contributions to the good cause, do you think the paper might run a photo?

#### Present An Award

3. **Present a monthly award.** Select a local columnist and arrange a monthly award in his honor. It might be tongue-in-cheek:

## Making The Most Of Listener Complaints

I received a tape from KKRZ/Portland's Morning Zoo which featured a listener complaining about a song parody of Gary Hart's troubles. I liked the way they used his call to stretch the bit's impact, as well as their decision to treat the guy civilly. But I also thought there were a couple of things they could have done to get more mileage out of the encounter. Here's what happened, along with my comments (in italics).

ZOO: Z100...

MAN: Yeah, I thought it was tasteless to play a song called "Keep On Your Pants."

ZOO: Now why is that?

MAN: I just think it's classless of your station to play a song like that.

ZOO: But it's a song about a gentleman who actually did those things, and it's a topical news thing. I mean, we're not making it up. (Here they lapse into jargon. "Topical" is not a word your average listener uses; it's more a media term. A concise response that speaks the listener's language would be, "But he really did those things; we're not making it up!")

MAN: No, but to laugh and giggle about it shows Z100 has about as much class as an unflushed toilet.

ZOO: But what about satirical humor? I'm sure you laugh at jokes about Ronald Reagan and stuff? (A more effective response would have been, "Hey, it's just a joke...")

MAN: There's satire, but then it gets into an area that's really tasteless, and I think that was tasteless.

ZOO: One man's ceiling is another man's floor. A lot of peo-

ple thought it was funny. But thank you very much for your comments, sir. (Overall, a good response to a complaint. They heard him out without apologizing for something they thought was funny, and they argued with him without trashing him.)

In a later break, they fielded calls responding to the complainer:

MAN: Yeah, I'm calling about that guy who complained about your song.

ZOO: Yes, sir.

MAN: You think maybe if he didn't like it and he doesn't like making fun of people and having humor, he might be listening to the wrong station?

ZOO: You know, that's what I thought!

GIRL: Hey, I want to tell you: who cares? That guy who called and said he thinks the song is tasteless... I mean, who really cares? No one asked him. Why doesn't he call Gary Hart and tell him how tasteless he was? If Gary Hart hadn't done that, no one would have had the chance to make the song.

ZOO: Yeah! Thank you very much!

GUY: I think what that guy said was uncalled for. If you guys

weren't funny, you'd end up at Q105 (KXYQ)!

ZOO: (laughter)

What I find so effective here is the Zoo crew allowed listeners to come to their defense, providing some entertaining phone-in comments while demonstrating how popular they are with the audience.

But all four Zoo members had the same response to the complaint call, and that's one weakness I notice in this very successful show: they all have the same attitude. There's an old saying, "If you and I agree on everything, then one of us is superfluous." Part of a team show's potential strength lies in taking advantage of opportunities to present members' contrasting viewpoints.

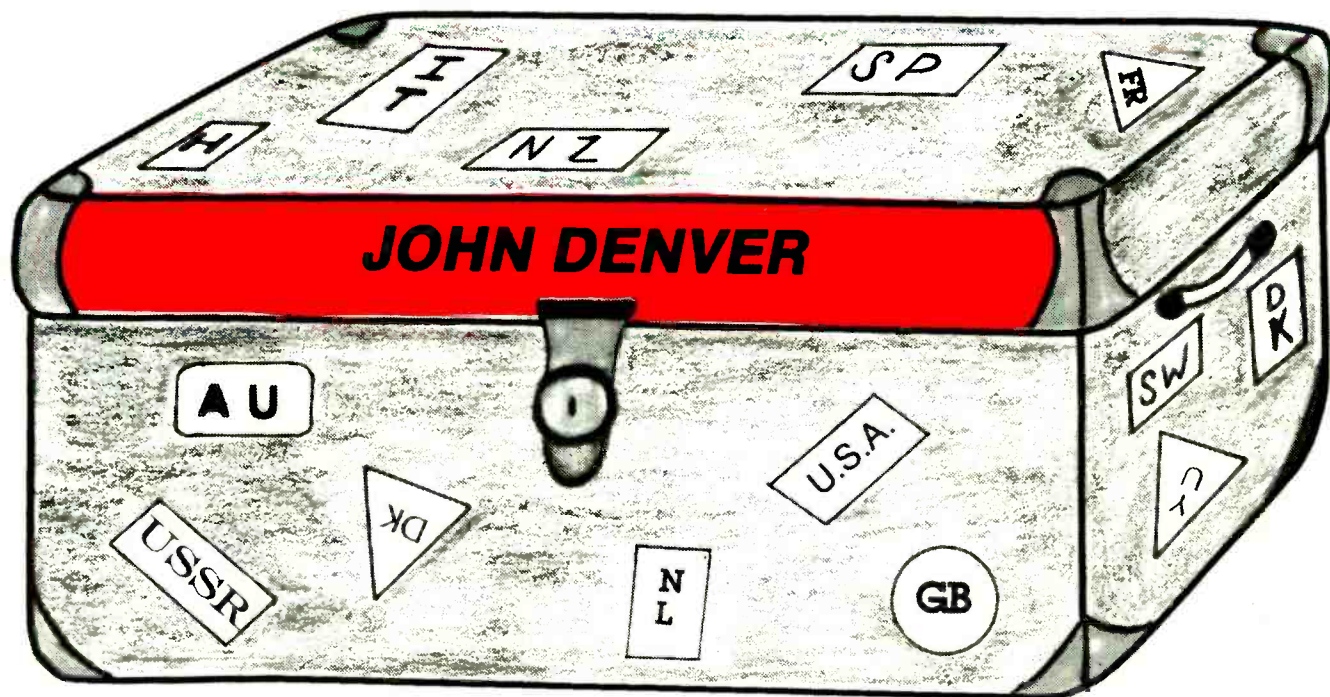
There were probably some listeners who agreed with the complainer and had no one to identify with on-air. I would encourage the Zoo crew to gradually position one member as more conservative than the others. To many listeners, the conservative member would seem hopelessly out of it; they would enjoy hearing the others put him down for being straitlaced. Others would perceive him as a needed voice of sanity in a show that — to them — is often funny but sometimes goes too far.

The most successful Zoo shows deliberately position each team member differently. This doesn't happen accidentally. It's the result of balancing the show so it appeals to the broadest audience possible — which translates into the highest cume possible.

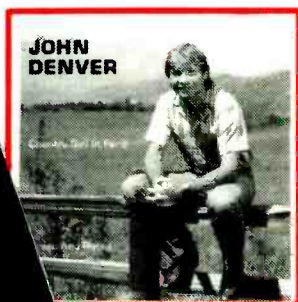
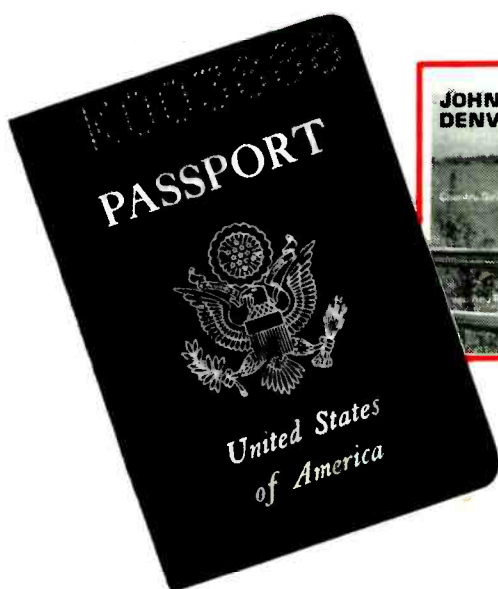


KKRZ/Portland's Morning Zoo: (l-r) Dan Clark, Brooke Belson, Tony Martinez, world's youngest DJ Little Ricky Rocko (eight years old), and John Murphy.

# THROUGHOUT THE WORLD JOHN DENVER HAS SOLD 100 MILLION RECORDS

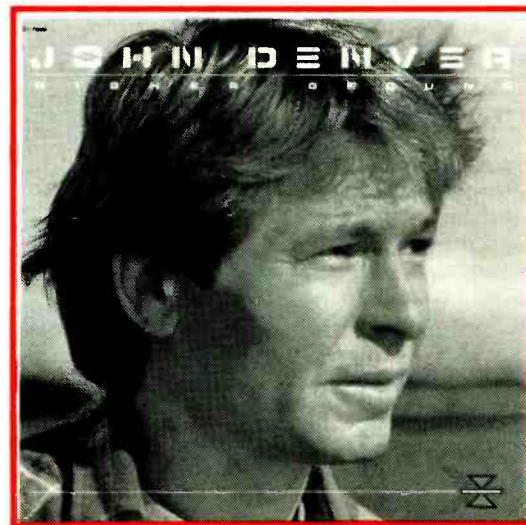


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Continues His Legacy.



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**WINDSTAR**



MIKE KINOSHIAN

# ADULT CONTEMPORARY

## NAC ADDS ANNOUNCERS

# And Now These Words

In a major departure, the Satellite Music Network's "Wave" format and some NAC stations that signed on with "no disc jockeys" are abandoning that posture by adding live announcers. KNUA/Seattle's Maureen Matthews and KOAI/Dallas's Randy Brown are two PDs making the change at their stations, and discussed this significant format development.

KNUA (formerly KHIT) hit the air last September 4th. Its initial book produced a 2.3, but subsequent trends have fallen to 1.7 and 1.5. Erosion 25-54 was a full share in each survey.

After conducting a major research study, Matthews instituted several changes. The music library was cut nearly in half (1400-800), and live announcers were added several weeks ago.

Matthews attributed some of the ratings decline to a confused on-air presentation. "With all the artist IDs and back announces and front announces, it was very interruptive. The more we tried to identify the music, the more automated we sounded. Finally, we decided to put live people on the air. They were very low-key. It's been really great, and we've had a lot of positive comments."

### Basia: Boss Jock!

One key challenge for NAC stations using or considering live announcers is finding people who complement the music without detracting from the overall feel of the station. Matthews said she listened



Maureen Matthews

to about 100 tapes from on-air hopefuls and continually arrived at the same conclusion: the person didn't have the "right sound." Then she made a remarkable find from an unlikely candidate — an airline stewardess. "I just heard this one voice and thought it was perfect," Matthews explained. "She's a real person and isn't concerned about finding a last name for Sade. Our announcers don't have to be really creative and come up with bits. Experience isn't as important as quality of voice."

The station enlisted artists for various airshifts during its transition to using live announcers. Basia's midday shift drew rave reviews. "She was great," Matthews said. "In fact, we signed her to perform at our first anniversary party."

Others moonlighting as KNUA announcers included Michael Tomlinson, Lanz & Speer, and David Sanborn. "It gives them a lot of exposure and it's great for us to have the identity with the artists," she said.

### Announcers On The Oasis

Since signing on last September 30, KOAI (formerly KTKS) has used no live announcers. That policy will change September 1.

According to Brown, the change on the "Oasis" has been contemplated for several months.

"The 'no disc jockeys' image is a powerful marketing ploy," he said. "It piques the curiosity of people who are turned off by the incessant chatter they hear on radio. It worked for us, but the biggest complaint we get is that people don't know the songs they're hearing. There's a large contingent of audience that's acutely aware of the music. They want to know artists, titles, labels, and where to buy it, but our audience wants to escape from all the noise and clutter."

## Talent Tips

NAC PDs are looking for announcers who:

- Are intelligent
- Enjoy the music
- Are believable
- Sound warm and friendly
- Are open-minded
- Don't sound like announcers

Based on KOAI research findings, a person who gives song titles and stays away from the music is not a disc jockey. A DJ is perceived as someone who says his name a lot, tells dumb jokes, and gets in the way of the station. Brown said his favorite research group quote was from a woman who said, "DJs are filler — like oatmeal."



Randy Brown

Several months ago, generic back-announces were added when artist back-announces were unavailable, but Brown said prerecording those announcements and subsequent rerecordings to keep them fresh was "a logistics nightmare. Frankly, the station sounds

canned. Adding live announcers is a logical progression. It makes it easier for the station to sound fresh, and it adds warmth that only a live person can bring.

"We are not in any way doing this to add an element of personality to the station," he added. "The announcers will do little more than enhance the presentation of the music. Perhaps they will do an occasional time check or weather forecast — things we've ignored to this point."

### More Than Great Pipes Needed

Brown said he is not necessarily looking for announcers with deep resonant voices because they reinforce the "polished announcer sound" stereotype. "I prefer believable, human voices," he said.

Brown imagines it will be difficult to attract people who will leave their egos at the door. "A lot of announcers have a difficult time dealing with the reality that the music is the central issue of the format. That weeds out a lot from the very beginning. We have to find people who reflect the spirit of the station — 'unradio.' It's not going to be easy to find the right people, but they're out there."

## Anchorage's Hot Numbers

While some NAC stations experienced ARB spring blahs, KNIK/Anchorage caught fire. The former 12-year Beautiful Music outlet was the only NAC we found that notched a number one showing in a major demo Monday-Sunday 6am-midnight. Some stations may have carried certain demos in some dayparts, but KNIK tied for number one 35-64 for the entire week with more than a 10 share.

Sales Manager Jan Andrews is both elated and somewhat surprised about the results. "I expected some movement, but not to that extent," he said. According to Andrews, one reason the station flipped formats was because "the 40-year-old-people of today aren't interested in Mantovani doing 'I Want To Hold Your Hand.'"

The "Breeze" affiliate made the switch two weeks into the book (April 18). From 7-9pm weeknights KNIK carries a Classical music program ("Masterworks"), but otherwise airs the "Breeze" format.

Andrews feels promotion is vital to the success of the station. "Even though the type of person

that listens to our station doesn't watch much TV, we do television advertising. We're in the middle of our first big promotion — a trip to the Monterey Jazz Festival. That contest ends the 29th. We're not in a ratings period now, but we felt it's important to keep this thing going. We'll have another contest in the fall."

### Getting The Upscale Advertiser

Upscale retailers are the ones advertising on KNIK. Said Andrews, "We do a lot with travel agencies, interior designers, furniture stores, and financial institutions. Cellular phones are taking

off in this state, and that's a perfect vehicle for us."

While ratings for KNIK are good, Andrews believes the station is selling a lifestyle — not numbers. "The format targets the professional, highly educated, affluent suburbanite. The national average percentage of the population in that group is 7.3%; in Anchorage it's 41.08%. In the first five weeks after we made the change we received more than 200 letters supporting us. I know I'm reaching people nobody else can."

Andrews estimates the station has increased billing by 20%, and believes more is "forthcoming." He's encouraged by something else, also. "We have people on the air who had never advertised with us; they wouldn't talk twice to us. The first week we were on the air, two accounts called me. One said, 'I have two things to say about your format — I love it, and send over a salesperson.' It's just going to go up from here."



**A WINNING OLYMPIC MOMENT** — WMJJ/Birmingham gave away a 1988 Buick Olympic in conjunction with a mall exhibit touring the country in honor of the summer games. Out of 19,000+ entrants, Rene Rutherford (l) was the lucky grand prize winner. Helping with the presentation are WMJJ Promotion Director Andy McMeans (c) and Buick dealer Tom Williams.



LON HELTON

## COUNTRY

## Saluting Spring 12+ Winners

This week's focus is on five of the 17 Country stations in the top 100 markets that achieved the ultimate: notching number one numbers in the 12+ "beauty contest" in the spring Arbitron. Future columns will spotlight other 12+ winners, including those in markets above 100.

The first number shown is the spring ARB 12+ share, followed by the station's 25-54 rank.

## Little Rock

KSSN 20.3 1

"This is the only down book (20.6-20.3) I've ever been excited about," laughed KSSN PD Phil Hunt. "It was important that we be able to repeat the 20 we had last fall. Doing it again proves it was real."

You'd have trouble finding someone in Little Rock who would argue that KSSN wasn't for real. In 12+ it beat number two by almost nine shares. In 25-54 it was up almost a point and a half from last book and is over 16 shares ahead of number two.

Hunt said the climb into the 20s from the 15s, where it was both last fall and spring, was due to the station being "more programming-driven than ever before. Our spot loads were high in the past, but we'd gotten away with it and still won. During the last year we've begun to watch the number of units, policing that very tightly. It's taken a team effort to make a lot of money while keeping the load down, and we have a very creative sales manager who's been instrumental in helping me get this done. It's paid off with record revenues the last three months." KSSN now runs 14 units an hour, coupled with higher rates.

The ratings increases have come despite what Hunt called a small advertising and promotion budget. The spring contest was the "free money song," in which the station gave out \$15,000 in cash over the course of the sweep.

KSSN went to concerts and other events, handing out 96 envelopes containing various amounts of cash to people wearing the calls.

## Louisville

WAMZ 16.1 1

It looks as if WAMZ truly has reached the "next plateau" in its life as a radio station. For the third time in the last four books the station posted 12+ shares in the 16s and 25-54 numbers in the 20s.

This was the best spring Arbitron ever for PD Coyote Calhoun and crew. Uncharacteristically for a Country outlet, WAMZ was number two in the market 18-34 for the fifth consecutive book.

WAMZ gave away over \$100,000 in cash during the spring. Names of registrants — who signed up at various remote locations — were read over the air, with winners claiming prizes ranging from \$50-\$5000.

Coyote said he likes "registration"-type contests. "They're good for clients because they create traffic, the sales department made money, and the jocks made money for talent fees. They work for everybody."

The contest had an incredible success rate of 90%! According to Coyote, "We never had one \$1000 or \$5000 qualifier fail to call to claim their prize."

KXXY simulcasts with the FM except for 89er baseball broadcasts and auto race broadcasts from the Motor Racing Network. The two combine for more than 20 25-54 shares, more than any other station involved in a competitive situation.

KXXY's 25-54 midday numbers have been up more than six points over the last couple of books. This is at least partly attributable to the station's "no-repeat workday" music position, which promises variety to those listening at work for long periods.

Phillips called KXXY's summer and fall campaign "the best direct mail piece I've ever seen — be-



**BELOW THE LINE** — Mason Dixon stopped by KWOX-FM (K101)/Woodward, OK to promote their new Capitol LP "Exception To The Rule." Hanging out in the control room are (l-r) Mason Dixon's Rick Henderson, K101 MD/middayer K.C. Austin, and the group's Jerry Dengler and Frank Gilligan.

## Oklahoma City

KXXY-FM 13.3 1

KXXY-FM took top honors for the second consecutive book in this market, which features two other very aggressive Country outlets KEBC and WKY.

Like WAMZ, KXXY's spring promotion required listeners to register and then listen for their names to be read on the air. Prizes included 20 trips to various places in the US, a truck, and a trip to Italy. OM Jay Phillips said the station had so many entries that it "didn't count them — we just weighed them."

cause it doesn't get thrown away."

Called "Fistfull of Dollars," the station ads with winning numbers are placed in the middle of Oklahoma City telephone directories. As an example of how successful the campaign has already become, Phillips said pages containing the numbers have been ripped from phone books at public phone booths, hospitals, and businesses. Station personnel also hand out numbers at remotes and road shows.

Five to six numbers are read during the day and are worth varying amounts. Numbers read on



**BIRTHDAY BASH** — KNFO/Waco MD Sam McGuire's birthday just happened to coincide with Exile's concert at the Heart of Texas Coliseum. Celebrating both events after the show are (l-r) KNFO morning man J.R., Exile's Steve Goetzman and Lee Carroll, McGuire, the group's Sonny Lemaire and Les Taylor, KNFO PD Robert Hallmark and middayer Rex Russell, and Exile's J.P. Pennington.

## Top 100 12+ Honor Roll

This Arbitron's yield of 17 12+ winners in the top 100 markets is the most since I started keeping track almost three years ago. The previous high was set just this past winter, when 12 stations were on top 12+.

Here's the new crop.

KASE/Austin  
WYNK/Baton Rouge  
WEZL/Charleston, SC  
WSOC/Charlotte  
WCOS/Columbia, SC  
WESC/Greenville, SC  
WDAF/Kansas City  
WIVK/Knoxville  
KSSN/Little Rock

WAMZ/Louisville  
WKSJ/Mobile  
KXXY/Oklahoma City  
WWKA/Orlando  
KNIX/Phoenix  
WKKO/Toledo  
WTQR/Winston-Salem  
WMZQ/Washington

Thursday are good for \$1000. Kicking off the contest, KXXY got listeners' attention by making the first number worth \$10,000.

## Toledo

WKKO 14.4 1

WKKO cranked out the best 12+ and 25-54 numbers in the station's history this spring. In 12+ it beat its previous high by four-and-a-half shares, while besting number two by three shares. It soared to a six-point lead 25-54, outdistancing the winter by seven points.

PD Gary Shores said WKKO ran the "K100 Free Money Sweepstakes" in the spring, the station's first-ever direct mail campaign. The mailer also contained a "loyal listener card." Listeners filled it out, sent it back, and listened for their name to be read on the air. "This was a way to have a lot of small prize winners in addition to the big stuff we gave away as part of the promotion," said Shores. Winners received dinners for two, concert tickets, albums, etc.

The station's TV spots featured WKKO morning team Mitch & Mary Beth telling people to watch their mailboxes for the direct mail brochure. "They didn't explain the contest, just set up people for the mailer," Shores said.

Shores believes WKKO to be "the most contemporary Country station in the nation. No one has gone as far as we have. All our currents are on the Country charts; we don't play AC music. But what

separates us is that we rarely play any traditional music between 6am-7pm." That includes Randy Travis, Shores said, "except for selected singles."

Oldies are a different story, with WKKO having two categories decidedly pop in nature. One features artists of the '50s and '60s, including Fats Domino, Buddy Holly, the Everly Brothers, Rick Nelson, the Bobby Fuller Four, the Cascades, Johnny Rivers, Gary Puckett, Bob Lind's "Elusive Butterfly," and the Byrds' "Mr. Tambourine Man."

In the '70s category are Bob Seger, Dr. Hook, Neil Diamond, Orleans, and Crosby, Stills & Nash. As Michael Johnson and Paul Davis have become recognized country artists, Shores says he has melded their pop hits into this category as well. He also plays England Dan & John Ford Coley hits, selling them as Dan Seals & John Ford Coley.

Shores said the criteria for the inclusion of oldies in this category is simply that they must fit musically with the sound he is creating for the station — "and, if it were released today, that it would be released country."

Saying the airstaff is an integral part of the station's success, Shores, who is on from 1-3pm, wanted to publicly thank Mitch and Mary Beth, middayer Wendy Sheridan, afternoon driver Jay Richards, MD/evenings Gary Outlaw, and overnigher Rick "Pie" Pietrowski. "They're the best airstaff in town," said Shores.

## Washington

WMZQ-FM 7.0 1

George Bush being quoted on the front page of USA Today saying WMZQ was his favorite station was nice. WMZQ PD Bob McNeill allowed that his being quoted on the pages of that same paper — the nation's most-read, it claims — was pretty good, too. But McNeill said the biggest thrill in the wake of WMZQ's being named Washington's top-rated station was an unexpected call from the "father of Country radio in America," one of Washington's grand old men of radio, and a founding father of the

Continued on Page 63

FOR RADIO...FOUR HOURS THE WEEKEND OF  
OCTOBER 22-23, 1988 as Bob Kingsley presents

# The American Country Countdown

# BOOK OF Records

## Try this American Country Countdown Trivia Quiz:

### DID YOU KNOW...

That only a few artists have ever simultaneously  
**hit the Country, Pop and Soul charts** with the  
same song? (The first singer to ever do it wrote  
the song himself...on a grocery bag!)

That the **most-repeated word in an individual  
Top 10 country song** is BABY? (It occurred 47  
times in a legendary artist's first country chart  
single.)

That the all-time record for **most-consecutive  
weeks on the country singles chart** is 52...one  
solid year? (It was set 31 years ago and it still  
stands.)

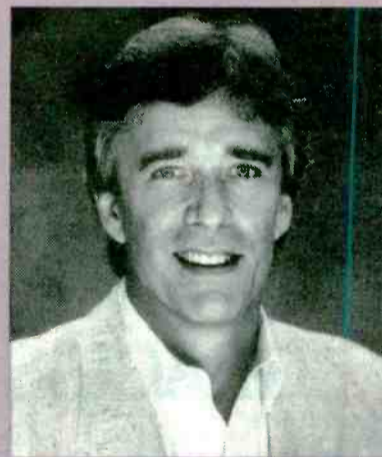
That the **only country song ever to win an  
Oscar** was recorded by a singer who also was  
the first artist ever to hold the Number One,  
Two and Three positions on the country  
chart...simultaneously?

THOUSANDS OF AMAZING COUNTRY MUSIC  
FACTS... the highest, the lowest, the youngest,  
the oldest, the most, the widest...

FOUR HOURS OF GREAT COUNTRY MUSIC...  
the biggest, the longest, the shortest...

The original American Country Countdown  
Book of Records radio special was released  
back in 1983. Ever since then our computers  
have been busy tracking the original cate-  
gories. Many of these records have been  
broken, some still stand, and some new  
ones have been created. They're all worthy  
accomplishments. Now, get ready for our  
bigger and better UPDATE as we present  
a new expanded collection of statistics  
and superlatives.

If you're looking for something special  
for your listeners for Country Music  
Month... THROW THE BOOK AT 'EM.



THE AMERICAN  
COUNTRY  
COUNTDOWN



WITH  
BOB  
KINGSLEY

A four-hour American Country Countdown special edition. Available Wednesday October 19 through Sunday  
October 23, 1988, 6AM-12MID in addition to the regular countdown. Contact Jamie Korsen 212-887-5646.  
Stations outside the U.S. contact Radio Express 1-213-850-1003.

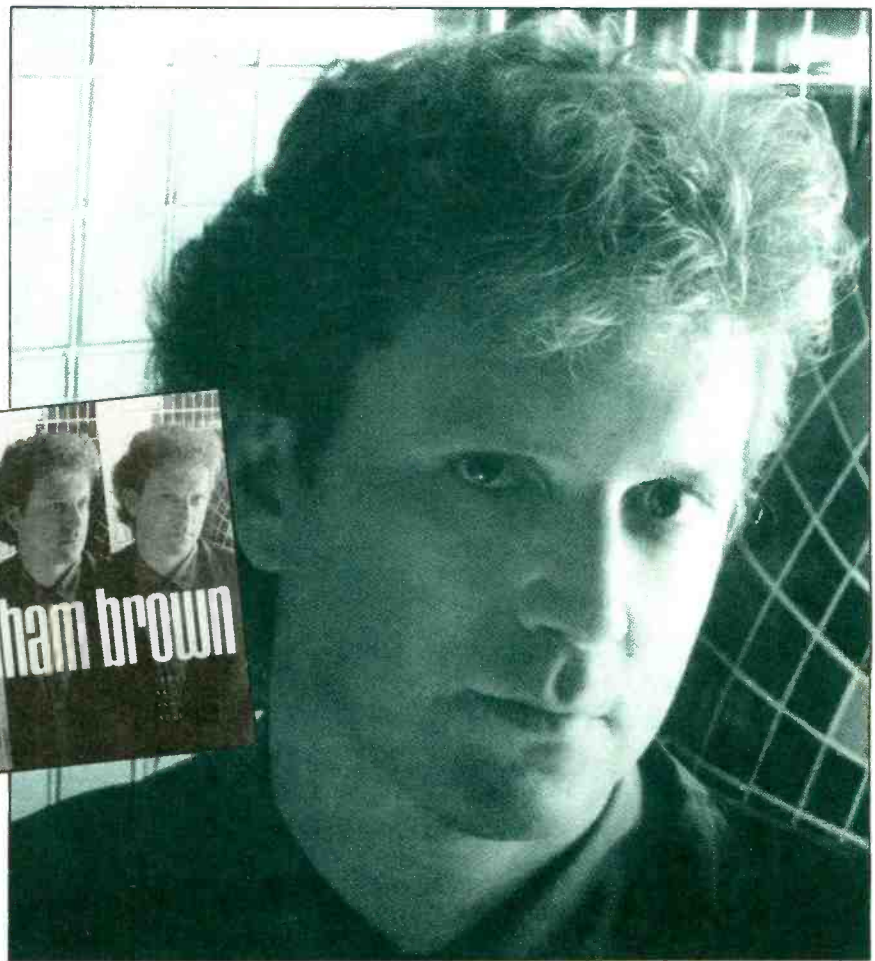
ABC Watermark

ABC RADIO NETWORKS

# They're Back.

One of country's most exciting performers is back with his third album destined to be his best.

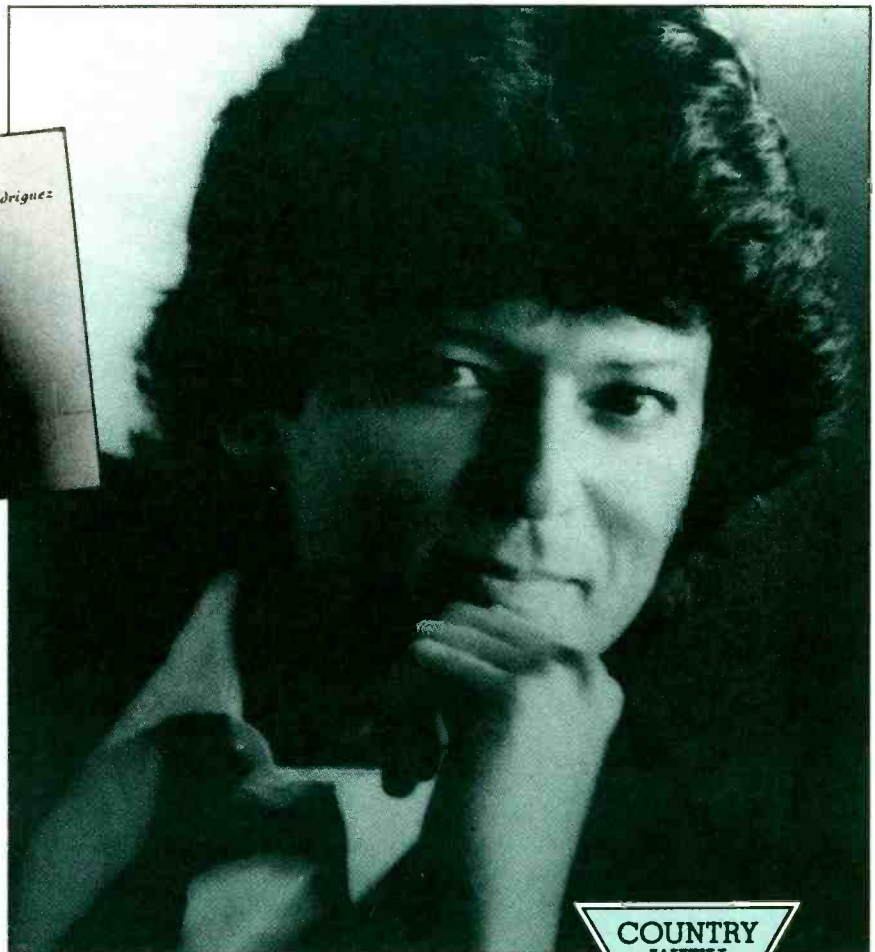
**COME AS YOU WERE,**  
the new album by  
**T. GRAHAM BROWN,**  
featuring the hit single  
**DARLENE.**



Produced by Ron Chancey

One of country's most popular artists is back with his finest album in years.

**GRACIAS,**  
the Capitol debut  
album by  
**JOHNNY RODRIGUEZ,**  
featuring the hit single  
**YOU MIGHT WANT TO  
USE ME AGAIN.**



Produced by Tom Collins

ON HIGH QUALITY XDR CASSETTES, RECORDS, AND COMPACT DISCS



# NASHVILLE THIS WEEK

## OSLIN NABS FIVE NOMINATIONS

# CMA Awards Finalists Announced

The finalists for the 1988 Country Music Association awards were unveiled by the CMA's 1985-87 Group of the Year, the Judds. Winners will be revealed October 10 during a live telecast from the Grand Ole Opry house in Nashville.

And the nominees are:

**Entertainer Of The Year:** the Judds (Wynonna & Naomi), Reba McEntire, George Strait, Randy Travis, and Hank Williams Jr.

**Female Vocalist:** Rosanne Cash, Kathy Mattea, Reba McEntire, K.T. Oslin, and Tanya Tucker.

**Male Vocalist:** Vern Gosdin, Ricky Van Shelton, George Strait, Randy Travis, and Hank Williams Jr.

**Vocal Group:** Alabama, Forester Sisters, Highway 101, Nitty Gritty Dirt Band, and Restless Heart.

**Vocal Duo:** Bellamy Brothers, Foster & Lloyd, the Judds, the O'Kanes, and Sweethearts Of The Rodeo.

**Single Of The Year:** "Do Ya," K.T. Oslin; "Eighteen Wheels And

A Dozen Roses," Kathy Mattea; "I Told You So," Randy Travis; "Somebody Lied," Ricky Van Shelton; "Tennessee Flat Top Box," Rosanne Cash.

**Song Of The Year:** "80's Ladies" and "Do Ya," K.T. Oslin; "Eighteen Wheels And A Dozen Roses," Kathy Mattea; "I Told You So," Randy Travis; "Life Turned Her That Way," Ricky Van Shelton.

**Vocal Event Of The Year:** Rosanne Cash & Rodney Crowell; Earl Thomas Conley & Emmylou Harris; Trio — Dolly Parton, Linda Ronstadt & Emmylou Harris; Tanya Tucker, Paul Davis & Paul Overstreet; and Dwight Yoakam & Buck Owens.

**Musician Of The Year:** Chet Atkins, David Briggs, Jerry Douglas,

Johnny Gimble, and Mark O'Connor.

**Horizon Award:** Highway 101, Patty Loveless, K.T. Oslin, Ricky Van Shelton, and Sweethearts of the Rodeo.

• The publicity division of the Los Angeles-based Dick Gary Group has merged with Nashville's Cathy Gurley & Associates to form Gary/Gurley Public Relations. Under the direction of Gurley, the company will specialize in corporate and artist publicity and marketing for all phases of entertainment. Clients of both companies will remain with the new division of the Gary Group.

• Randy Travis's third LP, "Old 8 x 10," shipped more than all other albums in the history of WEA's Dallas and Atlanta offices on its release date, June 30. 900,000 (one million is platinum) units shipped in the US and 100,000 shipped in Canada (platinum there.)

—Debe Fennell



**PIE IN THE SKY** — A brave photographer snapped this bunch of MCA folks after a recent segment of "Nashville Now" which featured country comedians Ray Stevens, Riders In The Sky, Jerry Clower & Minnie Pearl (not shown), and Cousin Bubba. Grinning at the target are (l-r) MCA Nashville VP/Promotion Shelia Shipley, Bubba, Riders' Woody Paul and Too Slim, Stevens, Riders' Ranger Doug, and MCA Exec. VP/GM Bruce Hinton.

## NASHVILLE IN MOTION

ACM board member **Cliffie Stone**, father of Highway 101's **Curtis Stone**, has been named Exec. Consultant/Director of **Gene Autry's** five publishing companies . . . **Kim Lawrence** joins the **Jim Halsey Co.** as Exec. VP/CFO. Based in Los Angeles, she'll divide her time between there and the company's Nashville headquarters . . . **Mark Camp** has joined Top Billing as a booking agent . . .

**Roy Perry** rejoins Step One's promotion team after a two-and-a-half year break to run his own independent promotions company.

**Management Agreements:** **Holly Dunn** to Vector Management to be represented by **Dan Goodman** and **Ken Levitan** . . . **MTM's Girls Next Door** with **Ron Cook** of Media Concepts.

**Recording Agreements:** The **Wright Brothers** to Airborne, releasing their first single "Come On Rain" . . . **Jim Bean** to Hub Records. He'll

debut with the single "Lay Lady Lay" by **Bob Dylan** . . . Illinois native **Tanya Strawbridge** to Step One . . . Four-man group **Heartland** to Hendersonville, TN-based **Tra-Star**.

**Publishing Pacts:** **George Green** (co-writer of **John Cougar Mellencamp's** "Hurt So Good," "Crumblin' Down," and "Rain On The Scarecrow") to Warner Bros. Music/Nashville.

**Booking Bonds:** **Shenandoah** to Entertainment Artists . . . Humorist and **WSB/Atlanta** talk show host **Ludlow Porch** to Top Billing.

And . . . **Harris-Richardson Music Group** has moved to 1107 17th Ave. S., Nashville, TN 37212 . . . Congratulations to **Exile's J.P. Pennington** and wife **Susie** on the birth of a son, **James Lafayette**. Also, to the **Forester Sisters' Kathy Forester** and husband **Terry Adkins** (the group's bass player) on the birth of a daughter, **Kerry Jillann**.

## Saluting Spring 12+ Winners

Continued from Page 60

Country Music Association, **Connie B. Gay**. "He just called out of the blue to congratulate us," said **McNeill**. "I was really touched."

Though **WMZQ** has posted higher 12+ numbers (a 7.1 last fall), this is the first time it's ever been number one in DC. It's no stranger to the demo penthouse, however, having occupied that lofty address five of the last seven books 25-54.

**McNeill** thought the spring's 7.0 (7.3 combined) looked even better because of the winter's 5.5, and said he was grateful that owner **Viacom** didn't overreact to the dip. "No one saw the need to do anything drastic because we all felt the station was on target," he said.

In fact, **McNeill** pointed to consistency as the primary reason for the station's success. "We try to maintain a consistency in everything we do and execute to the best of our ability every day," he said. "We're in the midst of a longterm

project to build a dynasty in this market."

**McNeill** said the stability of his airstaff was a key component in the station's consistency. "The last change in fulltime talent was over five years ago," he noted. "In fact," he laughed, "most of the people on the air have gone through four GMs and four PDs."

On the air at **WMZQ** are the morning team of **Jim London** and **Mary Ball**; middayer **Bill Worthington**; PM driver **Keith MacDonald**; **Dave Kellogg**, evenings; **Mary Bartone**, 10pm-2am; and **Katy Daley** from 2-6am.

**McNeill** said music testing determines the station's modern/traditional music mix, which now stands 60/40.

Everything the station plays, however, is on the country charts. "We have very little purely AC product on the air," **McNeill** noted. "And what there is is in the gold category. On currents, we don't reach for anything."



## MAMA KNOWS

Produced by Rick Hall & Robert Byrne

For Fame Productions

Shipping Aug. 29

*Shenandoah*

© 1988 CBS Records Inc







# MARKETPLACE

## IDS, JINGLES, SWEEPERS

### MUDDY MITCH PRODUCTIONS

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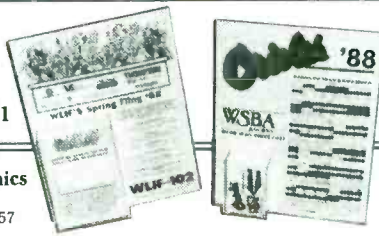
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## WORLD MUSIC OVERVIEW

## BRITAIN



LW TW

- 1 1 **YAZZ & PLASTIC POP./**Only Way Is Up (Big Life)
- 3 2 **B.V.S.M.P./**I Need You (Debut)
- 7 3 **BREATHE/**Hands To Heaven (Siren/Virgin)
- 2 4 **KYLIE MINOGUE/**The Loco-Motion (PWL)
- 16 5 **BROTHER BEYOND/**The Harder I Try (EMI)
- 6 6 **FAIRGROUND ATTRACTION/**Find My Love (RCA)
- 14 7 **JULIO IGLESIAS /**STEVIE WONDER/My Love (CBS)
- 4 8 **IRON MAIDEN/**The Evil That Men Do (EMI)
- 8 9 **KIM WILDE/**You Came (MCA)
- 13 10 **TANITA TIKARAM/**Good Tradition (WEA)
- 12 11 **ALL ABOUT EVE/**Martha's Harbour (Mercury/Pg)
- 12 **CHRIS REA/**On The Beach Summer '88 (WEA)
- 5 13 **S-EXPRESS/**Superfly Guy (Rhythm King)
- 11 14 **FUNKY WORM/**Hustle To The Music (Fon)
- 9 15 **FOUR TOPS/**Reach Out I'll Be There (Motown)
- 16 **BIG COUNTRY/**King Of Emotion (Mercury/Pg)
- 17 **ROBBIE ROBERTSON/**Somewhere Down The... (Geffen)
- 10 18 **GLENN MEDEIROS/**Nothing's Gonna... (London/Pg)
- 19 **STATUS QUO/**Running All Over The World (Vertigo/Pg)
- 20 **GUNS N' ROSES/**Sweet Child O' Mine (Geffen)

## Moving Up

- G. ESTEFAN & MIAMI SOUND MACHINE/**Anything For You (Epic)  
**VAN HALEN/**When It's Love (WB)  
**BOMB THE BASS/**Don't Make Me Wait/Megablast (Rhythm King)  
**MORY KANTE/**Ye Ke Ke Ke (London/Pg)  
**WOMACK & WOMACK/**Teardrops (4th & Broadway/Island)  
**JANE WIEDLIN/**Rush Hour (EMI-Manhattan)  
**NATALIE COLE/**Jump Start (EMI-Manhattan)

The Network Chart, courtesy MRIB

## DANCE TRACKS

LW TW

- 5 1 **WHITNEY HOUSTON/**Love Will Save... (Arista)
- 3 2 **WILL TO POWER/**Say It's Gonna Rain (Epic)
- 16 3 **COVER GIRLS/**Inside Outside (The Fever/Sutra)
- 11 4 **JAMES BROWN/**Static (Scotti Bros./CBS)
- 9 5 **ERASURE/**Chains Of Love (Sire/Reprise)
- 1 6 **SIEDAH GARRETT/**K.I.S.S.I.N.G. (Qwest/Reprise)
- 7 **PRETTY POISON/**When I Look Into Your Eyes (Virgin)
- 8 **NIA PEEPLES/**High Time (Mercury/Pg)
- 12 9 **EVELYN KING/**Hold On To What... (EMI-Manhattan)
- 7 10 **SWEET SENSATION/**Never Let You Go (Atco)
- 11 **JETS/**Sending All My Love (MCA)
- 10 12 **SALT-N-PEPA/**Shake Your Thang (Next Plateau)
- 13 **SA-FIRE/**Boy I've Been Told (Cutting/Pg)
- 8 14 **ELTON JOHN/**I Don't Wanna Go On With You... (MCA)
- 17 15 **VANESSA WILLIAMS/**The Right Stuff (Wing/Pg)
- 2 16 **STEVIE B/**Spring Love (LMR)
- 17 **RICK ASTLEY/**It Would Take A Strong Strong Man (RCA)
- 4 18 **INFORMATION SOCIETY/**What's On... (Tommy Boy/Reprise)
- 13 19 **COLDCUT/**Doctorin' The House (Columbia)
- 20 **MICHAEL JACKSON/**Another Part Of Me (Epic)

## Moving Up

- LISA LISA & CULT JAM/**Go For Yours (Columbia)  
**OLIVIA NEWTON-JOHN/**The Rumour (MCA)  
**SHOXSIE & THE BANSHEES/**Peek-A-Boo (Geffen)  
**BRASS CONSTRUCTION/**Movin' '88 (Capitol)  
**INNER CITY/**Big Fun (KMS)  
**FAT BOYS /**CHUBBY CHECKER/The Twist (Tin Pan Apple/Pg)  
**JOHNNY KEMP/**Dancing With Myself (Columbia)  
**CRUISE CONTROL/**No Condom No Sex (Sire/WB)  
**M & H BAND/**Popcorn (Chaz Int'l)  
**BLUE MODERNE/**Do That Again (Atlantic)

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DANCE MUSIC

## AUSTRALIA



LW TW

- 1 1 **JOHN FARNHAM/**Age Of Reason
- 3 2 **JAMES REYNE/**Motor's Too Fast
- 2 3 **CROWDED HOUSE/**Better Be Home Soon
- 10 4 **CHANTOOZIES/**Wanna Be Up
- 5 5 **HIPPOS/**Dark Age
- 6 6 **1927/**That's When I Think Of You
- 8 7 **JIMMY BARNES/**Waitin' For...
- 9 8 **BIG PIG/**Big Hotel
- 4 9 **KYLIE MINOGUE/**Got To Be Certain
- 7 10 **DIVINYLS/**Hey Little Boy

## Most Added

- DARYL BRAITHWAITE/**As The Days Go By  
**SPARKLERS/**Heart And Soul

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

## CANADA



LW TW

- 1 1 **GLASS TIGER/**Diamond Sun (Cap.)
- 3 2 **DOUG & THE.../**Tomcat... (Ritdong/A&M)
- 2 3 **COREY HART/**In Your... (Aquarius/Cap.)
- 4 4 **BARNEY BENTALL/**Something... (Epic)
- 5 5 **HONEYMOON SUITE/**Lookin'... (WEA)
- 6 6 **CANDI/**Dancing Under... (Somersault/Electric)
- 8 7 **ROMAN GREY/**I.B.U. (Attic/A&M)
- 8 **FROZEN GHOST/**Round And Round (WEA)
- 9 **COLIN JAMES/**Voodoo Thing (Virgin)
- 7 10 **BLVD./**Far From Over (MCA)

## Most Added

- NORTHERN PIKES/**Wait For Me (Virgin/A&M)  
**BLVD./**Dream On (MCA)  
**EYE EYE/**Endless Night (Duke Street/MCA)

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

## Houston's "Love" Reigns Over Will To Power, Tops Dance Chart

**W**HITNEY HOUSTON grabbed top honors on the Dance Chart, while **WILL TO POWER** muscled into second place and the **COVER GIRLS** leaped into third. **JAMES BROWN**'s "Static" and **ERASURE**'s new CHR Breaker completed the Top Five.

**PRETTY POISON** jumped to #7 (up from 22 on DMR's full 80-song roster), **NIA PEEPLES** vaulted 55-8, and **EVELYN KING**'s follow-up to her #1 Urban hit "Flirt" improved by three. The **JETS** debuted at 11 and **SA-FIRE** soared 49-13, while **VANESSA WILLIAMS**'s "Stuff" rebounded to 15.

British hitmaker **RICK ASTLEY** popped onto the list at 17 and **MICHAEL JACKSON** graduated from the up-n-coming ranks with a 25-20 shift. Meanwhile, **LISA LISA & CULT JAM** topped the Moving Up list.

Others spinning toward chart positions included **OLIVIA NEWTON-JOHN**, current **CMJ** chart-toppers **SHOXSIE & THE BANSHEES**, and **BRASS CONSTRUCTION**'s updated '70s hit. **INNER CITY**, the **FAT BOYS**, and Bahamian-born **JOHNNY KEMP**'s "Dancing" finished on the climb, as did new ones from **CRUISE CONTROL**, the **M & H BAND**, and **BLUE MODERNE**.

It was week number three for **YAZZ & THE PLASTIC POPULATION** atop the UK chart. Rappers **B.V.S.M.P.** moved up a notch to second, **BREATHE**'s "Hands" grabbed third, the Stock Aitken Waterman-produced **BROTHER BEYOND** shot into fifth place, and **FAIRGROUND ATTRACTION** remained at 6.

**JULIO IGLESIAS & STEVIE WONDER**'s duet slid into seventh, **TANITA TIKARAM** finished tenth, **ALL ABOUT EVE** inched up to 11, and **CHRIS REA** moved to 12 (up from 22 on the complete British list-

ing). **BIG COUNTRY**'s first single in two years led a fistful of charting debuts that included **ROBBIE ROBERTSON** (at 17), **STATUS QUO**'s charity rerelease (at 19), and L.A. rockers **GUNS N' ROSES** (at 20).

**MIAMI SOUND MACHINE** capped the Moving Up list. Others included **VAN HALEN**, **BOMB THE BASS**'s latest, and West African **MORY KANTE**'s current Euro-hit. **WOMACK & WOMACK**, **JANE WIEDLIN**, and another pre-"Cadillac" rerelease from **NATALIE COLE** finished things off.

On the Australian chart, **JOHN FARNHAM** remained firmly entrenched at #1, while **JAMES REYNE**'s "Motor" once again picked up enough speed to squeak by **CROWDED HOUSE**. The **CHANTOOZIES** made a big jump to #4,

as the **HIPPOS** and **1927** held their previous positions. **JIMMY BARNES** and **BIG PIG** each picked up a point, while ex-Sherbet singer **DARYL BRAITHWAITE** and the **SPARKLERS** rushed in to collect top adds.

**GLASS TIGER** held back the upwardly prowling **DOUG & THE SLUGS** to keep its grip on the Canadian top spot. The chart's middle ground remained steady, as **ROMAN GREY** improved to seventh. **FROZEN GHOST** and **COLIN JAMES** logged debuts (at 8 and 9, respectively), with top adds going to the **NORTHERN PIKES**, **BLVD.**, and **EYE EYE**.

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# VIDEO MUSIC



42.7 million households  
Patti Galluzzi, Director/Music Programming

## SNEAK PREVIEW

	Weeks On
CINDERELLA/Don't Know What You Got (Till It's Gone) (Mercury/PG)	ADD
DEF LEPPARD/Love Bites (Mercury/PG)	3
ESCAPE CLUB/Wild, Wild West (Atlantic)	4
INXS/Never Tear Us Apart (Atlantic)	4
VAN HALEN/When It's Love (WB)	3
STEVE WINWOOD/Don't You Know What The Night Can Do (Virgin)	2

## HEAVY

AEROSMITH/Rag Doll (Geffen)	12
PAT BENATAR/All Fired Up (Chrysalis)	9
TRACY CHAPMAN/Fast Car (Elektra)	18
CHEAP TRICK/Don't Be Cruel (Epic)	4
EUROPE/Superstitious (Epic)	4
GUNS N' ROSES/Sweet Child O' Mine (Geffen)	15
JOAN JETT & BLACKHEARTS/I Hate Myself... (Blackheart/CBS Associated)	14
ELTON JOHN/I Don't Wanna Go On With You Like That (MCA)	10
HUEY LEWIS & NEWS/Perfect World (Chrysalis)	7
KENNY LOGGINS/Nobody's Fool (Columbia)	6
RICHARD MARX/Hold On To The Nights (EMI-Manhattan)	17
GEORGE MICHAEL/Monkey (Columbia)	6
ROBERT PALMER/Simply Irresistible (EMI-Manhattan)	8
POISON/Fallen Angel (Enigma/Capitol)	6
REO SPEEDWAGON/Here With Me (Epic)	14
SCORPIONS/Believe In Love (Mercury/PG)	3
ROD STEWART/Forever Young (WB)	5
WHITE LION/Tell Me (Atlantic)	15

## BUZZ BIN

ERASURE/Chains Of Love (Sire/Reprise)	8
RANKING ROGER/So Excited (IRS/MCA)	4
SUGARCUBES/Coldsweat (Elektra)	1

## ADDS

ALL ABOUT EVE/Every Angel (Mercury/PG)
BAD COMPANY/No Smoke Without Fire (Atlantic)
BLUE ZONE UK/Jackie (Arista)
TONI CHILDS/Don't Walk Away (A&M)
CINDERELLA/Don't Know What You Got (Till It's Gone) (Mercury/PG)
KING'S X/Shot Of Love (Megaforce/Atlantic)
LITTLE FEAT/Hate To Lose Your Lovin' (WB)
PRIMITIVES/Crash (RCA)
PSYCHEDELIC FURS/All That Money Wants (Columbia)
RECKLESS SLEEPERS/If We Never Meet Again (IRS/MCA)
STING/They Dance Alone (A&M)

## HIP CLIP

TONI CHILDS/Don't Walk Away (A&M)	ADD
-----------------------------------	-----



27.9 million households  
Sal LoCurto, Director/Music Programming  
Norman Schoenfeld, Director/Talent & Artist Relations

## POWER

	Weeks On
PETER CETERA/One Good Woman (WB)	4
TRACY CHAPMAN/Fast Car (Elektra)	21
TAYLOR DAYNE/I'll Always Love You (Arista)	8
ELTON JOHN/I Don't Wanna Go On With You Like That (MCA)	9
BOBBY McFERRIN/Don't Worry, Be Happy (EMI-Manhattan)	3

## HEAVY

RICK ASTLEY/It Would Take A Strong Strong Man (RCA)	6
BASIA/Time And Tide (Epic)	20
BREATHE/Hands To Heaven (A&M)	20
PHIL COLLINS/A Groovy Kind Of Love (Atlantic)	ADD
GLENN FREY/True Love (MCA)	2
HALL & OATES/Missed Opportunity (Arista)	6
BRUCE HORNSBY & RANGE/Look Out Any Window (RCA)	4
JOHNNY HATES JAZZ/I Don't Want To Be A Hero (Virgin)	8
KENNY LOGGINS/Nobody's Fool (Columbia)	6

## MEDIUM

BEACH BOYS/Kokomo (Elektra)	4
BREATHE/How Can I Fall? (A&M)	2
TONI CHILDS/Don't Walk Away (A&M)	1
ROBERT CRAY BAND/Don't Be Afraid Of The Dark (Hightone/Mercury)	6
FOUR TOPS/Indestructible (Arista)	ADD
GIANT STEPS/Another Lover (A&M)	7
HUEY LEWIS & NEWS/Perfect World (Chrysalis)	2
STEVE MILLER/Ya Ya (Capitol)	ADD
KYLIE MINOGUE/The Loco-Motion (Geffen)	2
OLIVIA NEWTON-JOHN/The Rumour (MCA)	5
SADE/Nothing Can Come Between Us (Epic)	ADD
JAMES TAYLOR/Baby Boom Baby (Columbia)	7
UB40/Red Red Wine (A&M)	3

## LIGHT

CHRISTOPHER CROSS & FRANCES RUFFELLE/I Will (Take You Forever) (Reprise)	2
CROWDED HOUSE/Better Be Home Soon (Capitol)	6
JULIO IGLESIAS/Ae-Ao (Columbia)	ADD
LITTLE RIVER BAND/Love Is A Bridge (MCA)	3
JAMES REYNE/Motor's Too Fast (Capitol)	7
CARLY SIMON/Do The Walls Come Down (Arista)	2

## NOUVEAUX VIDEO

BOZ SCAGGS/Cool Running (Columbia)	4
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Information current as of August 23.



WHO'S THAT BEHIND THE FOSTER GRANTS? — Michael Jackson, incognito.

## PROGRAMMING NOTES

• **ANOTHER PART OF MICHAEL:** Bubbles the chimp's favorite traveling companion, Michael Jackson, is showcased in the half-hour special, "Another Part Of Me" (MTV, 8/26, 7:30pm ET). This original MTV production presents live concert footage and interview clips filmed during Jackson's recent European tour.

• **THE BIG MAC:** Performance highlights are interspersed with band member interviews in MTV's premiere presentation of "Fleetwood Mac: Tango In The Night" (8/31, 10pm ET). Concert scenes used in the hourlong special were shot during the group's December 1987 show at the Cow Palace in San Francisco. (This program has aired previously on the Showtime cable channel.)



SOFT FOCUS — Fleetwood Mac, looking like some of the San Francisco fog drifted in front of the photographer's camera.







# Another Great Week Of Radio -- Compliments Of CBS Records, Radio's Favorite



## **RODNEY CROWELL** **I COULDN'T LEAVE YOU IF I TRIED** 38-07918

Produced by Tony Brown and Rodney Crowell.  
Two #1 singles in a row. What a way to kick off the new album! "After All This Time" ships to radio 9/19.

**R&R #1 BILLBOARD #1**



## **SWEETHEARTS OF THE RODEO** **BLUE TO THE BONE** 38-07985

Produced by Steve Buckingham.  
Potentially the strongest Sweethearts' single ever. This hit is ringing cash registers and telephones.

**R&R 25 BILLBOARD 30 GAVIN 28**



## **ROSANNE CASH** **RUNAWAY TRAIN** 38-07988

Produced by Rodney Crowell.  
A runaway smash for Rosanne, following her 3 consecutive #1's. This train is bound for glory.

**R&R 28 BILLBOARD 33 GAVIN 35**



## **CHARLIE DANIELS BAND** **BOOGIE WOOGIE FIDDLE COUNTRY BLUES** 34-08002

Produced by James Stroud.  
The hottest CDB single since "The Devil Went Down To Georgia." After a hot shot debut two weeks ago, the record is rocketing up the charts.

**R&R 38 BREAKERS BILLBOARD 41**



## **VERN GOSDIN** **CHISELED IN STONE** 38-08003

Produced by Bob Montgomery.  
"The Voice" is killing them again at radio with the title cut from his CBS Records album debut. Count on this record to be around for a long time.

**NEW & ACTIVE 46/16 BILLBOARD 59**



## **RICKY VAN SHELTON** **I'LL LEAVE THIS WORLD LOVING YOU** 34-08022

Produced by Steve Buckingham.  
This brand new single has hit written all over it. Immediate, positive reaction nationally.

























# YOUR PLAYLIST

## STEVE WINWOOD

"Don't You Know What  
The Night Can Do"

TRACK **7**  
ALBUM #1

## COLIN JAMES

"Voodoo Thing"

TRACK **41** ALBUM **38**

Added This Week At:

WHJY	KBPI	WIMZ
WPLR	WAVF	WRKI
WEGR	WJXQ	KOME
KFMX	KOZZ	KMJX
WLWQ	KRXQ	WGIR
WHEB	WSTZ	
KBAT	KATT	
WAOR	KZAP	

## ZIGGY MARLEY & THE MELODY MAKERS

"Tumblin' Down"

APPROACHING PLATINUM

ALREADY ON:

WBCN	CHOM
WXRT	KROQ
91X	WPDH
KPEZ	WIBA
KZRR	WNEW
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KYYS	WAAF
CFDX	KILO
KLAQ	KTXQ
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WONE	AND MORE!

## SAM PHILLIPS

"I Don't Know How To Say Goodbye To You"  
and "Holding On To The Earth"

OUT OF THE  
BOX AT  
KBCO,  
WHFS

## IAN GILLAN & ROGER GLOVER

"Telephone Box"

Solo debut from the leader  
of the Stranglers.

From two members of  
the seminal Deep Purple.  
Shipping this week.

## HUGH CORNWELL

"Another Kind Of Love"

## IN TUA NUA

"All I Wanted"



Great rock from the group

second only to U2 in Ireland.











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WZOU Boston PD: Tom Jeffries MD: Stella Mars

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9 WNGH Norfolk PD: Tony Macrini MD: Jeff Moreau

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New Orleans 77 FM PD: Shadow P. Stevens MD: Joey Giovingo

Milwaukee 94 WTKL PD: Denise Lauren

Detroit 73.5 WZCZ PD: Brian Patrick Asst. PD/MD: Jeff Jennings

Cincinnati Q102 PD: Jim Fox PD/MD: Dave Allen

Minneapolis KNWB 101.3 PD: Brian Philips MD: Ed Lambert

Cleveland Wmms 100.5 FM OM: Kid Leo PD: Jeff McCarthy MD: Brad Hanson

Dallas KHYI 105 PD: Buzz Bennett

Minneapolis 106.9 PD: Gregg Swedberg MD: Karen Wong

Indianapolis 99.5 FM WZPL PD: Scott Wheeler Asst. PD: John Trout

Columbus WNCI 97.9 PD: Dave Robbins MD: Pat McMahon

Columbus 92X-FM PD: Adam Cook Asst. PD/MD: Kevin Haines

Chicago 95 WYZZ-FM OM: Ric Lippencott PD: Brian Kelly

San Antonio K11EM 103 PD: Bill Thorman MD: Rick Hayes

Detroit WDFX PD: Chuck Beck MD: Rich Anton

Indianapolis 99.5 FM WZPL PD: Scott Wheeler Asst. PD: John Trout

Columbus WNCI 97.9 PD: Dave Robbins MD: Pat McMahon

Columbus 92X-FM PD: Adam Cook Asst. PD/MD: Kevin Haines

Kansas City POWER 95 KCPW PD: Dene Hallam Asst. PD/MD: Tracy Johnson

WEST PACIFIC MODEL OF HAYLS

WEST KUBE 3 FM

OM: Gary Bryan MD: Tom Hutyler... PD: Gary Waldron MD: Bob LaBorde

ADD: AL B. SURE/Off On Your Own (10) BOBBY BROWN/Don't Be Cruel... PD: Mike Preston Asst. PD: Barry Beck MD: Rich Anhorn

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Richard Sands MD: Steve Masters

KON FM AM

Salt Lake City PD: Gary Waldron MD: Bob LaBorde

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Keith Nattaly MD: Kevin Weatherly

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Garry Wall MD: Donna Cassidy

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

EVH 102

Sacramento OM/MD: Brian White MD: Beau Jackson

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Garry Wall MD: Donna Cassidy

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Richard Sands MD: Steve Masters

97-KROY

Sacramento PD: Tom Chase Asst. PD/MD: Scott Mitchell

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Garry Wall MD: Donna Cassidy

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Richard Sands MD: Steve Masters

CORP 1A

W Welcome to our newest P1A reporter... PD: Jeff Wyatt MD: Al Tavera

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Garry Wall MD: Donna Cassidy

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Richard Sands MD: Steve Masters

Power 106 FM

PD: Jeff Wyatt MD: Al Tavera

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Garry Wall MD: Donna Cassidy

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Chris Baker Asst. PD/MD: Ray Kalusa

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Steve Rivers MD: Jack Silver

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Casey Keating MD: Mark Allen

ADD: PHIL COLLINS/A Groovy Kind of Love BOBBY BROWN/Don't Be Cruel... PD: Richard Sands MD: Steve Masters

MOST ADDED EAST BREAKOUTS Phil Collins UB40 Escape Club Information Society Erasure

CHR ADS & HOTS

MOST ADDED SOUTH BREAKOUTS Phil Collins UB40 Kylie Minogue Cinderella Escape Club

EAST PARALLEL TWO

WFLY/Albany, NY Phil Collins Sweet Sensation Cinderella (dp) UB40 Glenn Frey Brenda K. Starr Hottest: NFM Kids on the B 5-3 Rick Astley 9-5 Basia 12-10-8 AL B. SURE! 13-11 Beach Boys 35-26

SOUTH PARALLEL TWO

WNOX/Columbia, SC Mera/King Phil Collins Debbie Gibson Kylie Minogue Escape Club Boy Meets Girl Hottest: New Edition 4-1 George Michael 9-7 Bobby Brown 14-9 GUNS N' ROSES 17-10 Robert Palmer 16-11

WZLX/Washington, NC Jackson/Lane Glenn Frey Steve Winwood UB40 Rod Stewart Phil Collins Hottest: GUNS N' ROSES 2-1 George Michael 4-2 D.J. JAZZY JEFF & 12-7 Joan Jett 16-9 Def Leppard 20-12

PARALLEL THREE

KAKS/Amarillo, TX Keith Richards Jane Wiedlin Paul Carrack John Cafferty Reckless Sleepers Climie Fisher Glenn Medeiros (dp) Phil Collins (dp) Erasure (dp) Hottest: GUNS N' ROSES 4-2 Robert Palmer 7-3 Joan Jett 8-5 Tracy Chapman 17-14 Def Leppard 35-28

N&A Begins Page 102 New Artists & Chart Summary Page 101 New P-1A Playlists Page 92

250 Current Reporters 241 Current Reports

Five stations called in a frozen playlist: KMEL/San Francisco, KPLZ/Seattle, B53/Austin, WJXL/Louisville, and W53/Springfield.

Four stations failed to report and their list were frozen: 195/Birmingham, 98PX/Rochester, G98/Fayetteville, and KNAM/Monroe.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters. The two numbers following the artist/album designation indicate the total number of stations that reported the song for the first time this week.



PARALLELS

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&B's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

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

RICK ASTLEY It Would Take A Strong... (RCA) LP: Whenever You Need Somebody

Chart and summary table for Rick Astley's 'It Would Take A Strong...'. Total Reports 227, 90% Parallel. Regional Reach P1 75%, P2 94%, P3 100%.

Regional and National chart positions for Rick Astley. National Summary: 6-15, 13, 44, 38, 95.

Regional and National chart positions for Rick Astley. National Summary: 6-15, 13, 44, 38, 95.

Regional and National chart positions for Rick Astley. National Summary: 6-15, 13, 44, 38, 95.

Regional and National chart positions for Rick Astley. National Summary: 6-15, 13, 44, 38, 95.

BASIA Time And Tide (Epic) LP: Time And Tide

Chart and summary table for Basia's 'Time And Tide'. Total Reports 97, 39% Parallel. Regional Reach P1 32%, P2 34%, P3 53%.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

Regional and National chart positions for Basia. National Summary: 6-15, 3, 3, 1, 7.

BOBBY BROWN Don't Be Cruel (MCA) LP: Don't Be Cruel

Chart and summary table for Bobby Brown's 'Don't Be Cruel'. Total Reports 92, 37% Parallel. Regional Reach P1 45%, P2 41%, P3 23%.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Regional and National chart positions for Bobby Brown. National Summary: 2-5, 8, 1, 0, 9.

Peter Cetera Continued Peter Cetera Continued

Chart and summary table for Peter Cetera's 'Don't Be Cruel'. Total Reports 215, 86% Parallel. Regional Reach P1 66%, P2 90%, P3 97%.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 1, 0, 0, 1.

Toni Childs Continued Toni Childs Continued

Chart and summary table for Toni Childs' 'Don't Know...'. Total Reports 77, 31% Parallel. Regional Reach P1 12%, P2 25%, P3 57%.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

PETER CETERA One Good Woman (WB) LP: One More Story

Chart and summary table for Peter Cetera's 'One Good Woman'. Total Reports 232, 92% Parallel. Regional Reach P1 80%, P2 97%, P3 97%.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 2, 2, 2, 6.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 2, 2, 2, 6.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 2, 2, 2, 6.

Regional and National chart positions for Peter Cetera. National Summary: 2-5, 2, 2, 2, 6.

TONI CHILDS Don't Walk Away (A&M) LP: Toni Childs

Chart and summary table for Toni Childs' 'Don't Walk Away'. Total Reports 72, 29% Parallel. Regional Reach P1 15%, P2 22%, P3 53%.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Toni Childs. National Summary: 2-5, 0, 0, 0, 0.

PHIL COLLINS A Groovy Kind Of Love (Atlantic) LP: "Buster" Soundtrack

Chart and summary table for Phil Collins' 'A Groovy Kind Of Love'. Total Reports 161, 64% Parallel. Regional Reach P1 54%, P2 66%, P3 71%.

Regional and National chart positions for Phil Collins. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Phil Collins. National Summary: 2-5, 0, 0, 0, 0.

Regional and National chart positions for Phil Collins. National Summary: 2-5, 0, 0, 0, 0.

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 96

PARALLELS

D.J. JAZZY JEFF & FRESH PRINCE
Nightmare On My Street (Jive/RCA)
LP: He's The D.J. I'm The Rapper
Total Reports 161 64%

DEF LEPPARD
Love Bites (Mercury/PolyGram)
LP: Hysteria
Total Reports 224 89%

ERASURE
Chains Of Love (Sire/Reprise)
LP: The Innocents
Total Reports 159 63%

GLENN FREY
True Love (MCA)
LP: Soul Searchin'
Total Reports 200 80%

FABULOUS THUNDERBIRDS
Powerful Stuff (Elektra)
LP: "Cocktail" Soundtrack
Total Reports 65 26%

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
WZLW 4-2
WZLW 4-2

ERASURE Continued
WEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
WZLW 4-2
WZLW 4-2

ERASURE Continued
WEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
WZLW 4-2
WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
WZLW 4-2
WZLW 4-2

ERASURE Continued
WEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
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WZLW 4-2

ERASURE Continued
WEST
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WZLW 4-2

ERASURE Continued
SOUTH
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WZLW 4-2

ERASURE Continued
MIDWEST
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WZLW 4-2

ERASURE Continued
EAST
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ERASURE Continued
WEST
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ERASURE Continued
SOUTH
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ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
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WZLW 4-2

ERASURE Continued
WEST
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ERASURE Continued
SOUTH
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ERASURE Continued
MIDWEST
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ERASURE Continued
EAST
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ERASURE Continued
WEST
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ERASURE Continued
SOUTH
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ERASURE Continued
MIDWEST
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WZLW 4-2

ERASURE Continued
EAST
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WZLW 4-2

ERASURE Continued
WEST
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WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
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WZLW 4-2

ERASURE Continued
WEST
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WZLW 4-2

ERASURE Continued
SOUTH
WZLW 4-2
WZLW 4-2

ERASURE Continued
MIDWEST
WZLW 4-2
WZLW 4-2

ERASURE Continued
EAST
WZLW 4-2
WZLW 4-2

ERASURE Continued
WEST
WZLW 4-2
WZLW 4-2



PARALLELS

Giant Steps Continued
KMLB 29 fr
KWSN on
WEST
KPHR on
KPAT 40-30
KPMW a

Guns N' Roses Continued
WMS 1-1
WNCI on
WZZY 31-26
WDFX 2-1

INXS Continued
KWSA a-30
KPLZ 15 fr
KITS 17-14
WEST
KRP95 d-34

Michael Jackson Continued
KPLZ 15 fr
KUBE 14-12
HOT103 23-25
WPGC 14-11

DEBBIE GIBSON
Staying Together (Atlantic)
LP: Out Of The Blue
Total Reports 194 77%

INFORMATION SOCIETY
What's On Your... (Tommy Boy/Reprise)
LP: Information Society
Total Reports 178 71%

FREDDIE JACKSON
Nice 'N' Slow (Capitol)
LP: Don't Let Love Slip Away
Total Reports 50 20%

JOAN JETT & THE BLACKHEARTS
I Hate Myself... (Blackheart/CBS)
LP: Up Your Alley
Total Reports 200 80%

Regional Reach
E 85%
S 88%
M 68%
W 70%

Regional Reach
E 69%
S 74%
M 53%
W 89%

Regional Reach
E 8%
S 28%
M 8%
W 31%

Regional Reach
E 75%
S 85%
M 85%
W 72%

Regional Reach
E 88%
S 94%
M 88%
W 80%

Regional Reach
E 65%
S 67%
M 56%
W 69%

Regional Reach
E 96%
S 84%
M 85%
W 91%

Regional Reach
E 96%
S 84%
M 85%
W 91%

GUNS N' ROSES
Sweet Child O' Mine (Geffen)
LP: Appetite For Destruction
Total Reports 221 88%

INXS
Never Tear Us Apart (Atlantic)
LP: Kick
Total Reports 161 64%

Michael Jackson
Another Part Of Me (Epic)
LP: Bad
Total Reports 220 88%

Michael Jackson
Another Part Of Me (Epic)
LP: Bad
Total Reports 220 88%

Regional Reach
E 88%
S 94%
M 88%
W 80%

Regional Reach
E 65%
S 67%
M 56%
W 69%

Regional Reach
E 96%
S 84%
M 85%
W 91%

Regional Reach
E 96%
S 84%
M 85%
W 91%

Regional Reach
E 88%
S 94%
M 88%
W 80%

Regional Reach
E 65%
S 67%
M 56%
W 69%

Regional Reach
E 96%
S 84%
M 85%
W 91%

Regional Reach
E 96%
S 84%
M 85%
W 91%

Continued On Next Column

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Continued On Next Column

Parallels Continued on Page 98



PARALLELS

New Kids On The Block Continued

Table with columns for Midwest, West, East, and South, listing radio stations and their respective report counts for New Kids On The Block.

Robert Palmer Continued

Table with columns for Midwest, West, East, and South, listing radio stations and their respective report counts for Robert Palmer.

Brenda K. Starr Continued

Table with columns for Midwest, West, East, and South, listing radio stations and their respective report counts for Brenda K. Starr.

OLIVIA NEWTON-JOHN The Rumour (MCA) LP: The Rumour

Table showing regional reach and chart summary for Olivia Newton-John's 'The Rumour'.

POISON Fallen Angel (Capitol) LP: Open Up And Say... Ahh!

Table showing regional reach and chart summary for Poison's 'Fallen Angel'.

REO SPEEDWAGON Here With Me (Epic) LP: The Hits

Table showing regional reach and chart summary for Reo Speedwagon's 'Here With Me'.

ROD STEWART Forever Young (WB) LP: Out Of Order

Table showing regional reach and chart summary for Rod Stewart's 'Forever Young'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

ROBERT PALMER Simply Irresistible (EMI-Manhattan) LP: Heavy Nova

Table showing regional reach and chart summary for Robert Palmer's 'Simply Irresistible'.

ROBERT PALMER Simply Irresistible (EMI-Manhattan) LP: Heavy Nova

Table showing regional reach and chart summary for Robert Palmer's 'Simply Irresistible'.

BRENDA K. STARR What You See Is What Get (MCA) LP: Brenda K. Starr

Table showing regional reach and chart summary for Brenda K. Starr's 'What You See Is What Get'.

AL B. SURE! Off On Your Own (Girl) (WB) LP: In Effect Mode

Table showing regional reach and chart summary for Al B. Sure's 'Off On Your Own (Girl)'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

BRENDA K. STARR What You See Is What Get (MCA) LP: Brenda K. Starr

Table showing regional reach and chart summary for Brenda K. Starr's 'What You See Is What Get'.

AL B. SURE! Off On Your Own (Girl) (WB) LP: In Effect Mode

Table showing regional reach and chart summary for Al B. Sure's 'Off On Your Own (Girl)'.

Continued On Next Column

Continued On Next Column

Continued On Next Column

KEITH SWEET Make It Last Forever (Elektra) LP: Make It Last Forever

Table showing regional reach and chart summary for Keith Sweet's 'Make It Last Forever'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

UB40 Red Red Wine (A&M) LP: Labour Of Love

Table showing regional reach and chart summary for UB40's 'Red Red Wine'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

WOLFEKING The Wolf (MCA) LP: The Wolf

Table showing regional reach and chart summary for Wolfeking's 'The Wolf'.

Parallels Continued on Page 100

PARALLELS

SIGNIFICANT ACTION

V

VAN HALEN  
When It's Love (WB)

LP: OUB12 Total Reports 217 86% Parallel Reach P1 69% P2 91% P3 96% Chart Summary

Regional Reach E 92% S 86% M 93% W 76% Chart Summary National Summary UP 17% DEBS 0 SAME 30 DOWN 9 ADDS 9

Chart Summary National Summary Regional Reach E 81% S 73% M 80% W 74% Chart Summary National Summary UP 8% DEBS 50 SAME 32 DOWN 0 ADDS 22

Jane Wiedlin Continued

WEST KIIS on KKZZ d-29 KISN a KFLZ on fr P1 KITS a-25 HOT97 a

STEVE WINWOOD Don't You Know What... (Virgin) LP: Roll With It Total Reports 191 76% Parallel Reach P1 52% P2 79% P3 94%

Chart Summary National Summary Regional Reach E 81% S 73% M 80% W 74% Chart Summary National Summary UP 8% DEBS 50 SAME 32 DOWN 0 ADDS 22

B

ROB BASE It Takes Two (Profile) P1 EAST P2 WEST P3 SOUTH

BEACH BOYS Kokomo (Elektra) LP: "Cocktail" Soundtrack P1 EAST P2 SOUTH P3 MIDWEST

GEORGE BENSON Let's Do It Again (WB) LP: Twice The Love P1 EAST P2 SOUTH P3 WEST

BOOK OF LOVE Pretty Boys & Pretty Girls (Sire/WB) LP: Lullaby P1 EAST P2 SOUTH P3 WEST

BOY MEETS GIRL Waiting For A Star To Fall (RCA) LP: Reel Life P1 EAST P2 SOUTH P3 WEST

C

JOHN CAFFERTY & THE... Victory Dance (Scotti Bros./CBS) LP: Roadhouse P1 EAST P2 WEST P3 SOUTH

PAUL CARRACK Button Off My Shirt (Chrysalis) LP: One Good Reason P1 EAST P2 SOUTH P3 WEST

TOMMY CONWELL & THE YOUNG... I'm Not Your Man (Columbia) LP: Rumble P1 EAST P2 SOUTH P3 WEST

ROBERT CRAY BAND Don't Be Afraid... (Mercury/PolyGram) LP: Don't Be Afraid Of The Dark P1 EAST P2 SOUTH P3 WEST

DINO Summer Girls (4th & Broadway/Island) P1 EAST P2 SOUTH P3 WEST

F

CLIMIE FISHER Rise To The Occasion (Capitol) LP: Love Changes Everything P1 EAST P2 SOUTH P3 WEST

BRITNY FOX Long Way To Love (Columbia) LP: Britny Fox P1 EAST P2 SOUTH P3 WEST

K

KOOL & THE GANG Rags To... (Mercury/PolyGram) LP: Everything's Kool & The Gang... P1 EAST P2 SOUTH P3 WEST

HOLLY KNIGHT Heart Don't Fail Me Now (Columbia) LP: Holly Knight P1 EAST P2 SOUTH P3 WEST

ZIGGY MARLEY & THE MELODY... Tumblin' Down (Virgin) LP: Conscious Party P1 EAST P2 SOUTH P3 WEST

W

JANE WIEDLIN  
Inside A... (EMI-Manhattan)

LP: Fur Total Reports 63 25% Parallel Reach P1 23% P2 17% P3 40% Chart Summary

Chart Summary National Summary Regional Reach E 25% S 21% M 19% W 39% Chart Summary National Summary UP 0% DEBS 4 SAME 25 DOWN 0 ADDS 33

M

ZIGGY MARLEY & THE MELODY... Tumblin' Down (Virgin) LP: Conscious Party P1 EAST P2 SOUTH P3 WEST





# BELIEVE IN DEPECHE MODE

# BELIEVE IN "STRANGELOVE"

IT'S NOT SO STRANGE THAT WE WOULD GO AFTER A RECORD THAT WAS RELEASED ALMOST A YEAR AGO. LET US TELL YOU WHY. WE BELIEVE IN DEPECHE MODE

MADISON SQUARE GARDEN - SOLD OUT IN HISTORY-MAKING 3 HOURS

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NEW VIDEO!  
CONTINUED COMMITMENT

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