

**I N S I D E:**

**ANGELS IN YOUR POCKET**

As part of an expanded Radio Business section this week, two special features touch on opposite ends of the financing spectrum:

- **Robert Gaston** details how to find private investor "angels" to fund your projects
- **Barry Skidelsky** explains the ins and outs of bankruptcy — for worse . . . or better.

Page 16, 18

**ANTI-ADVERTISING IS PRO-RADIO**

"Anti-advertising" is a hot retail concept that favors traditional values of service, courtesy, and quality over gimmicks. And while sensational sale tactics worked well in print, the more down-to-earth, emotional retail pitches are tailor-made for radio.

Page 3



**WHAT KLOS DID ON ITS SOMMERS VACATION**

KLOS/L.A. Pres./GM **Bill Sommers**, in a brutally candid interview, discusses his station's PD-less status and describes what happens when the "big dogs eat."

Page 92

**RULES TO WIN BY**

Measuring and predicting human behavior is an endlessly complex subject, but **John Parkhal** offers four simple rules that make it a lot easier for stations to strategize.

Page 21

**FINGERPRINT PART I: ARBITRON'S PREFERENCE PROFILE**

Arbitron's Radio Fingerprint service gives you the radio equivalent of brand name awareness, according to **Rhody Bosley**.

Page 72

Newsstand Price \$5.00



**Moscow's Mickey 'MOX Club**

KMOX/St. Louis and Radio Moscow's monthly radio cultural exchange enlisted Disney World's main mouse Mickey when the Soviet service broadcast live from the radio facilities at the Disney-MGM Studios Theme Park. Pictured in front are (l-r) Walt Disney Attractions President Dick Nunis and Radio Moscow's Sergey Goryachov, with Moscow grocery clerk Olga Vigon, the program's guest, getting acquainted with Mickey, and KMOX's Mary Phelan at center stage.

**Crusham GM At WWSW**



Michael Crusham

WGFX/Nashville GM Michael Crusham has been named GM of Shamrock Gold outlets WWSW-AM & FM/Pittsburgh effective Monday (9/18). Shamrock VP and interim WWSW-AM & FM GM Diane Sutter returns to co-owned WTVQ-TV/Lexington, KY as GM.

According to Shamrock President Bill Clark, "Diane CRUSHAM/See Page 63

**Broadcasters Split On FCC Indecency Moves**

'Juvenile' Humor Hit; Cable Double Standard Decried

Radio management executives split evenly on the FCC's recent crackdown against "indecent" on-air programming, according to a fax poll conducted in last week's issue of R&R HOTFAX.

A number of illuminating and forthright comments accompanied the faxed responses. Representing the 50% who agreed with the Commission's proposed punitive actions against KSJO/San Jose, WFBQ/Indianapolis, and WLUP/Chicago were statements like these:

• "I think it's time for broadcasters to assume more responsibility for keeping the airwaves clean! Maybe this will do what it's intended to do and wake some people up!"

• "It's a shame that some air personalities have such a lack of talent that they think they need to sink to such juvenile levels of humor."

**The Anti-FCC Viewpoint**

The half of the respondents disagreeing with the FCC's moves covered an interesting range of opinion, represented by the following pair of examples:

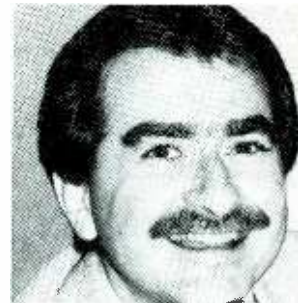
• "If people don't want to hear racy radio . . . the ratings and revenue should determine that, not the government."

• "I disagree with the jocks' selection of 'taste' in their bits, but it is no worse than some of the crap on cable TV. FCC: Why are there double standards?"

**On The Fence**

A few respondents who backed the FCC felt the fines requested were excessive. And one manager summed up, presumably, the sentiments of a lot of radio people by saying: "In general I don't want the government interfering with free speech, but what dickhead lets his people talk like that on the air?"

**Brewer, Holt Upped At Pollack Media**



Dave Brewer

The Pollack Media Group has upped two of its key executives. VP/Programming Dave Brewer has become Sr. VP, and



Carol Holt

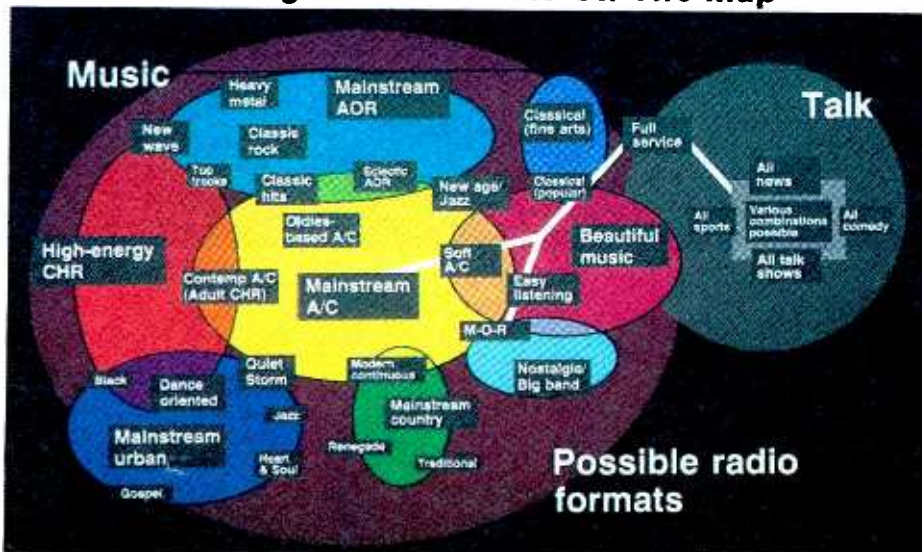
Operations Director Carol Holt is now VP/Operations.

Pollack Chairman/CEO Jeff Pollack told R&R, "Dave's tremendous contribution to Pollack Media in his six years with the company has been immeasurable. His experience and excellent judgment are a benefit to all our clients."

"Carol's vast experience in national programming and syndication companies has made her an invaluable addition to our staff in the last year. Her versatility in overseeing the operational side of Pollack Media Group has enabled us to continue to grow into the world's largest media advisory firm."

Prior to joining Pollack, Brewer was PD at KATT/Oklahoma City. Holt served as Director/Operations for the syndication firm Radio Works before joining Pollack last year. Previously she was VP/Special Programming Division at Drake-Chenault and GSM at ABC Watermark.

**Putting Radio Formats On The Map**



If the welter of radio format jargon seems confusing at times, Strategic Radio Research's format chart can help. Color codes and location help you figure out the format relationships. For the whole story, see Strategic President Kurt Hanson's full-color, full-sized version on Page 22.

**Expanded NAB Issue**



**THESE ARE THE  
FACTS**

**MISS YOU LIKE CRAZY**

#1 A/C TRACK—R&R AND BILLBOARD ◀ TOP 10 CHR—R&R ▶ TOP 10 POP—BILLBOARD

#1 URBAN CONTEMPORARY TRACK—R&R ▶ #1 BLACK SINGLES—BILLBOARD

**I DO**

STILL GOING STRONG

TOP 10 URBAN CONTEMPORARY—R&R ▶ TOP 10 BILLBOARD BLACK SINGLES

TOP 20 A/C—R&R

**FACT**

**People**

**SHE'S BACK  
AND THE NEW SINGLE**

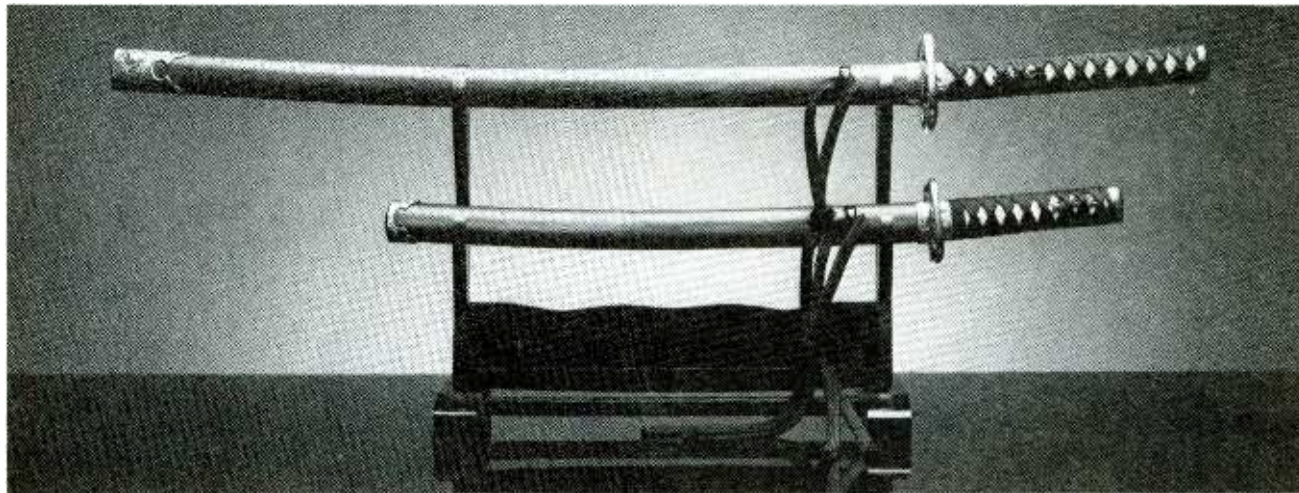
**AS A  
MATTER OF  
FACT**

**IS A HIT!!!  
SEE HER ON HER DAZZLING SOLO TOUR!**

**EMI**

Congratulations to  
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 San Francisco

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*This year we honor KMEL-FM, San Francisco, as our 1988-1989 Samurai Strategist. This special award is given to just one station each year that has achieved outstanding success through strategic marketing in a competitive environment involving unusually difficult challenge.*

KMEL-FM has repeatedly fended off assaults by numerous stations, to remain the dominant contemporary radio station in this extremely competitive market. Vice President and General Manager Paulette Williams and Program Director Keith Naftaly have taken KMEL-FM from one of the lower rated stations in San Francisco to the top . . . and they have kept it there.

Congratulations to KMEL-FM on its outstanding achievements, and *also* to each of this year's *Master Class Strategists*, each of whom has achieved significant success as a result of their superior strategic marketing abilities.



*Paulette Williams  
 Vice President / General Manager  
 KMEL-FM, San Francisco*



*Keith Naftaly  
 Program Director  
 KMEL-FM, San Francisco*

**MASTER CLASS  
 STRATEGISTS 1988-89**

- KITT-FM, Shreveport
- KFSO-FM, Fresno
- KHOP-FM, Modesto
- KILT-FM, Houston
- KJJY-FM, Des Moines
- KKLS-AM & KMKM-FM,  
 Rapid City
- KUUL-FM, Davenport
- KYBB-FM, Stockton
- KXKL-FM, Denver
- WBUF-FM, Buffalo
- WCKG-FM, Chicago
- WHQT-FM, Miami
- WIOD-AM & WGTR-FM,  
 Miami
- WKCI-FM, New Haven
- WUSA-FM, Tampa
- WVAZ-FM, Chicago
- WWSW-FM, Pittsburgh

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# Wexler Set As President Of Waldron Broadcasting

## New Broadcast Group Seeks Stations

Longtime WPEN & WMGK/Philadelphia VP/GM Larry Wexler has been recruited as President/COO of the new Waldron Broadcasting group. He will report to Chairman H. Patrick Swygert.

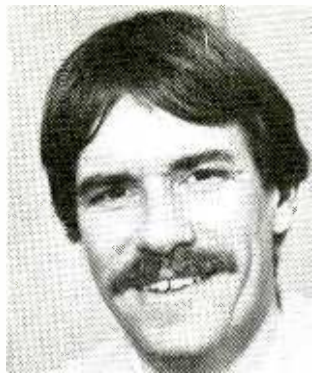
Waldron currently owns no stations, but is seeking to purchase KBFM/McAllen-Brownsville, TX; KVKI-AM & FM/Shreveport; and WMGR & WJAD/Albany, GA. The company says it is hoping to acquire five stations in four additional markets.

"Waldron Broadcasting conducted a national search for the right person to launch and lead our new company to becoming a successful multistation group owner," said Swygert. "We've observed the consistent success of WPEN & WMGK under the leadership of Larry, right here in Philadelphia, for almost 20 years. We're delighted that he is as excited as we are about our new venture."

Noted Wexler, "This is a career-long dream for me, a dream that every radio GM wishes will come true. As President of Waldron I'll have an opportunity to apply my experience with two stations in one market to as many as ten stations in seven markets. And having a substantial piece of the action won't hurt my incentive to be successful."

Regina Goodwin Henry, wife of group owner Ragan Henry, will be an investor in Waldron but will not serve as an officer, director, or in any other official capacity in the company.

Wexler joined WPEN & WMGK in 1970 as GSM. He was promoted to GM six months later. He previously served in public relations capacities at New York stations WMCA and WCBS.



Steve Huntington

## Huntington Now Wave Net's PD

Completing an unusual three-player swap, SMN has appointed former KIFM/San Diego PD Steve Huntington PD of its Wave Network. He succeeds Lee Roy Hansen, who joined NAC WNUA/Chicago as PD; Hansen replaced Bob O'Connor, who returned to KIFM as VP/Programming.

Huntington told R&R, "I'm getting a crash course in what makes this place tick. It's tons of fun, and the people are great. The Wave Network is in good shape, but I believe it's going to get better. I'm go-

HUNTINGTON/See Page 64

## Bouvard VP At Coleman Research

Former Arbitron Southwestern Regional Manager Pierre Bouvard has joined Coleman Research as VP/GM, where he will report to President Jon Coleman.

"Pierre is one of the brightest research people in radio and is very well respected by all broadcasters," noted Coleman. "We are excited that he will be joining Coleman Research and feel confident he will add a great deal to the company."

Bouvard joined Arbitron in 1982 as a client service rep, and was promoted to his current position last year.

"I am truly excited about the opportunity with Coleman Research," said Bouvard. "This is one of the two top research companies in our business and is recognized by broadcasters as a leader."

BOUVARD/See Page 63

## Romano Earns Mercury VP Stripes

Mercury Records National Director/CHR Promotion Brenda Romano has been upped to VP/CHR Promotion at the New York-based label. Her responsibilities include monitoring the field promotion staff and overseeing radio, tip-sheets, and trades.

Mercury Sr. VP/Promotion David Leach told R&R, "I take great pride in announcing this promotion, because Brenda has come so far in such a short period of time. She's proven to be an aggressive and successful promotion person in all formats. Her number one strength is her ability to lead and direct our field staff; we've added many young promotion people to our company, and Brenda has shown that she can mold them into a strong and formidable team."

ROMANO/See Page 63

## Layne Director/Sales For R&R Nashville



Vicki Layne

Vicki Layne, Media Supervisor for Record Bar's in-house ad agency, AdVentures, will join R&R/Nashville as Director/Sales October 1. She replaces Bob Heatherly, who left last month to co-direct the new Atlantic/Nashville promotion team.

R&R Sr. VP/Sales Bill Clark said, "We're excited about the energy and enthusiasm Vicki brings to the job. Her past experiences in working with all the labels and with radio stations are extremely valuable, and enable us to sustain the momentum Nashville Bureau Chief Lon Helton and Bob Heatherly have built. Vicki's fresh perspective will certainly add a lot of excitement to our Nashville operations as we continue to look for new and better ways to serve the needs of our advertisers and make R&R an integral part of the Nashville music community."

Layne commented, "R&R is one of the most valuable resources and marketing tools I have used during my years at Record Bar. I'm proud to join the team of the most dynamic and respected publication in our

LAYNE/See Page 64

## Schweitzer VP/GM At KCWV

Jon Schweitzer, GSM at WKTI/Milwaukee for the past three years, will become VP/GM at NAC KCWV/Kansas City once the station's transfer to WTMJ, Inc. from Wodlinger Broadcasting receives final FCC approval (expected in mid-October).

WTMJ, Inc. President Steve Smith told R&R, "Jon Schweitzer has earned this assignment. He has led the WKTI sales group to record revenues in each year of his supervision. We anticipate Jon will continue his successes in building the audiences and the revenues of KCWV."

When asked about the possibility of a format change at KCWV, Smith added, "We're not getting in there until mid-October, so I can't speculate. We're researching every possibility. Whatever the format, Jon will be able to execute it and make it a winner."

Schweitzer said, "This is a great opportunity, not only for me and my family but for our company. Kansas City is a fantastic market for us to enter and I look forward to the challenge. There are a lot of similarities in size and overall makeup between Kansas City and

SCHWEITZER/See Page 64

## Shannon Programs KMGC

KMGC/Dallas MD Gary Shannon has been promoted to PD. He replaces Bob Delancey, who is now midday personality/Asst. PD.

KMGC VP/GM Ross Reagan told R&R, "Gary was the ideal candidate for this job. As the MD, he's been the architect of our unique 'Light Rock, Lite Jazz' music mix. He's contributed a lot to the station. He will continue to develop and promote the morning show. Gary will work closely with an aggressive two-person promotion department, because it's important for us to increase the station's visibility."

"It appears that our unique positioning is paying off," Reagan added. "The trends are up and the format has met the objectives we've set for it. There's no question we're staying with it. Approximately 25% of (crosstown NAC) KOAI's audience listens to us. The stations sound entirely different. We're contemporary light jazz, compared to

SHANNON/See Page 64

## DOUBLE DECKER BUST

Double-well tape decks are now owned by a majority of active music consumers, and many of those deck owners are duping the tapes they buy. Mike Shalett presents a detailed breakout on the new trends in taping.

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Jeffrey Naumann



Lori Teitler

## Naumann Heads New Virgin Rock 40 Dept.

### Teitler Takes Over College Promo

Virgin National Director/Album Promotion Jeffrey Naumann has taken on the additional responsibilities of heading a new Rock 40 department at the West Coast-based label. His new title is National Promotion Director Album Radio/Rock 40.

Concurrently, the label has appointed Lori Teitler National College Promotion Manager, stationed in New York. She replaces Todd Bisson, who joined Columbia.

In his new position Naumann will concentrate promotional efforts on the Rock 40 format, working closely with musically aggressive rock stations throughout the country while continuing to oversee the album promotion department.

Virgin Sr. VP/Promotion & Marketing Phil Quartararo commented, "Jeffrey has been with Virgin from the beginning and his talent is far greater than working exclusively with AOR radio. We have the first fulltime national crossover position with Iris Dillon, and we feel we should have the first national person with the Rock 40 format as well."

Regarding Teitler, Quartararo said, "Lori is someone we believe has great potential. Her affection for the music and Virgin will be the springboard for breaking many new artists in the alternative arena."

Naumann told R&R, "The Rock 40 format is one that people don't quite understand yet, particularly in regard to the most effective way to promote Rock 40 PDs. It's not mainstream CHR and it's not AOR, but it is the most exciting thing to happen to rock-oriented radio since the introduction of the 'Rock of the 80s' format. It's going to be a lot easier and quicker to break rock acts with this new format."

Teitler said, "The artists on this label are brilliant. I can't wait to get out on the road and deliver this music to college radio."

Prior to joining Virgin, Naumann was National Album Manager West at RCA for 11 years. This is Teitler's first promotion job; she served as an intern for the label before graduating from Syracuse University.

## WXTZ Eases Over To AC Approach

### WIRE Drops Country For B/EZ

Last Tuesday (9/5) at 6pm, WXTZ/Indianapolis segued from Easy Listening to AC, becoming "Magic 103.3." It's now airing hits of the '60s, '70s, and '80s, and playing 14 current AC songs. Meanwhile, sister WIRE switched from Country to Easy Listening. Call letters for both stations remain the same.

WIRE & WXTZ VP/GM Ken Brown commented, "Magic 103.3 will be competitive in the AC arena. With the long heritage of WIRE as one of the city's oldest AM stations and the state's first AM stereo station, it will be a perfect place to continue to serve listeners looking for true Easy Listening music."

Combo OM Randy Harris told R&R, "We saw an opening in the market for an oldies-based AC. We'll go between (Gold) WKLR and (AC) WENS. We believe WENS is more like an old-fashioned Top 40 station in its intensity level. Our research showed a niche for an oldies-based, music-intensive station. We're being consulted by McVay Media. We haven't blown anybody out or added any-

body - we've just shuffled some of our personalities."

Harris continued, "The reaction has been very good. The median age for the format is 34, and we've had some great comments from people in that area. The people objecting to our switch on FM can be serviced on WIRE."

According to Harris, a major television/outdoor campaign will start for WXTZ next Monday (9/18).

WXTZ placed eighth 12+ in both the spring Arbitron (6.4) and Birch (4.4). WIRE finished 12th in Arbitron (1.5) and tied for 13th in Birch (1.2).

## KOLA Drops Dance Stance For AC

KOLA/Riverside has dropped its Dance/CHR slant in favor of Concept Productions' AC format. The station is now using the slogan line "Classic Soft Hits." No on-air staffers were affected by the format change.

KOLA PD Mike Allen told R&R, "We came up with a bad book and wanted to figure out what the problem was. According to Arbitron, we lost our numbers to Pirate Radio (KQLZ/Los Angeles). That doesn't make any sense to me, because our stations weren't close in terms of format."

Allen continued, "KPWR/Los Angeles, KMEL/San Francisco, and KQHT/San Jose all do well,

and we tried to model ourselves after them. We thought we could carve out a niche. Evidently somewhere along the way we dropped the ball, but I thought we sounded pretty good. This AC format might be easier for our salespeople to sell."

According to Allen, fallout resulting from the format flip came principally from teens. "The initial reaction was shock, but those calls have now come to an end. We've received some good support from adult demos."

KOLA tied for 13th (12+) in the spring Birch (2.1) and placed 15th in Arbitron (1.8).

*Some of the best stations in the business profit from Norm Goldsmith's Sales Development Program. If you see any of their managers at the convention, ask them about it.*

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 WSRS/WTAG Worcester • KZZP Phoenix  
 WRBQ Tampa • KXXR Kansas City  
 WLAC Nashville • WHYT Detroit • WQHK/WMEE Ft. Wayne • WHCN Hartford • WFEN  
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 Syracuse • KXTZ Las Vegas • WAKR Akron  
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 WBLI Long Island • WEAT/Palm Beach • WEZL  
 Burlington • KMGC Dallas • WMAZ Macon • WSNX  
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 WNBK/WHWK Binghamton • KOEL Oelwein • WNBC NYC • KLUV Dallas  
 KXTP/WAKX Duluth • WNIC Detroit • KRPM Seattle • WSJS/WTQR Winston  
 Salem • WOGL Philadelphia • WZEZ Nashville • KHAT Lincoln • WSNE Providence  
 Wichita • WOFX Cincinnati • WRXK Ft. Myers • WWMG Charlotte • WSBA/WARM York  
 WCUI Grand Rapids • KCIX Boise • WGY Albany • WYAV Myrtle Beach  
 WQBA Miami • KWSS San Jose • WYRK Buffalo • KFKE Kansas City  
 KMJI/KRZN Denver • KHLA/KLCL Lake Charles • WGSM Long Island  
 WHEB Portsmouth • WEOK/WPDH Poughkeepsie  
 WMPX Pittsburgh • WHBY/WAPL Appleton • WMAY/WNNS Springfield  
 RADIO 702 Johannesburg, SA • WGEE/WIXX Green Bay  
 WCKY/WWEZ Cincinnati • KELO Sioux Falls • WCVU Ft. Myers  
 WGR Manchester • WCRJ Jacksonville • KNST/KROQ Tucson  
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 WOWW Pensacola • WZZU Raleigh • WMFX Columbia  
 KQKS Denver • WKML Fayetteville • WRRM Cincinnati  
 WYSY Aurora • KSKS/KVLT Tulsa • WSWA/WQPO Harrisonburg  
 WMAG High Point • WTNT Tallahassee  
 WFTC/WRNS Kingston • WBBG Youngstown • KZVE San Antonio  
 WARM/WMGS Scranton • WTSO Madison  
 WFON/KFIZ Fond Du Lac • WSAR Fall River  
 WTRC Elkhart • WZFX Fayetteville • WVKZ Tupelo  
 WPTF/WQDR Raleigh • WKZL Winston-Salem

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 WVEE - ATLANTA      WBLK - BUFFALO  
 WDAY - WASHINGTON      WEZG / WYRA - SYRACUSE  
 WKBQ / KGLD - ST. LOUIS      WBBB / WYUN - SELMA  
 WOMP - WHEELING      WPRZ - POTTSVILLE  
 WRO/WTN - BALTIMORE      KENI - ANCHORAGE  
 KTRZ - DALLAS      WKIQ / WYBK - NIBBING  
 KJVA / KWJZ - DES MOINES      WAG / WDEZ - WILSON  
 WADO - NEW YORK      KPUP - SELMAS  
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# Root Takes Minor Hit On Gun Charge; Firm Files Bankruptcy

Washington communications attorney Thomas Root was fined \$100 Tuesday (9/12) after pleading no contest in a Virginia court to a charge of possessing an unregistered machine gun.

The fine is the latest legal woe for Root, whose involvement with Georgia radio investment firm Sonrise Management Services has prompted several state and federal investigations.

Root's plea on the gun charge came just days after he filed to reorganize his law firm under Chapter 11 of the federal bankruptcy code.

## Slap On The Wrist

Russell Wells, one of at least three attorneys currently handling Root's legal problems, appeared in Prince William County District Court in Manassas, VA on Tuesday (9/12) to enter the plea and pay the fine on his client's behalf, following an agreement worked out with prosecutors. The maximum penalty on the misdemeanor charge is a \$500 fine.

Prosecutors have asked the court to order Root to forfeit the silencer-equipped machine gun, which is currently in the hands of the Virginia State Police. That issue has not been decided.

The charge stemmed from an April 24 raid by state and federal agents on a hangar leased by Root at an airport in Manassas, VA. That raid netted 28 firearms, in-

**"Mr. Root's firm is in bankruptcy to try to reorganize its operations and keep its law practice going in the face of the Sonrise (Management) problem."**

—Dwight Meier

cluding the unregistered Mac-11 machine gun. Investigators said in an affidavit that they were looking for evidence that Root was engaged in drug smuggling.

Commonwealth's attorney Paul Ebert said no further charges relating to the hangar raid are pending or imminent. However, Ebert declined to comment on whether Root is still under investigation.

## Mystery Deadbeat Forces Bankruptcy

In a prepared statement, Root said his firm's August 29 bankruptcy filing was needed to allow the business to "recover . . . from the

failure of an entity to honor its contractual obligation to pay the legal fees of many of the FM radio applicant clients."

The statement also cited the revenue lost as a result of Root's plane crash as a factor in the bankruptcy.

Root, who could not be reached for comment, has refused to identify the "entity" mentioned in the statement. However, his bankruptcy attorney indicated that Sonrise Management did in fact prompt Root's current financial difficulties.

"Mr. Root's firm is in bankruptcy to try to reorganize its operations and keep its law practice going in the face of the Sonrise problem," said Dwight Meier.

Sonrise is currently under investigation by securities officials in North Carolina and Georgia, who want to know if the firm misled investors who pumped an estimated \$16 million into groups formed to pursue FCC permits to build FM radio stations. Root represented most of those investment groups and has acknowledged receiving some \$1.64 million from Sonrise.

In the nearly two months since he survived the crash into the Atlantic of a small plane he was piloting, Root and his firm have been the target of at least four lawsuits, including a \$584,000 malpractice action filed by Sonrise. The law firm has also been scrutinized by a federal grand jury probing the possible forgery of a document filed at the FCC on behalf of one of Root's clients.

## A Look At The Books

According to the petition filed at the US Bankruptcy Court for the District of Columbia, Thomas L. Root, P.C. has estimated assets of \$160,000. That figure, according to the document, does not include an estimated \$250,000 reserve for uncollectible receivables.

While the petition lists the firm's liabilities as \$105,000, a review of the attached list of 20 largest unsecured creditors indicates they are owed a total of \$121,844.26.

The law firm's largest unsecured creditor is Bexley Properties, Inc. of the District, which is owed \$51,181.64. Among its other large unsecured creditors are Sachs/Freeman Associates, a Landover, MD radio engineering firm owed \$15,000; and Root, who is owed \$8846.

The firm also owes an estimated \$30,000 to two unidentified secured creditors. The filing also identified some 326 contingent claimants — parties that are either owed undetermined amounts or may be in a position to make claims against the firm. Entities that have filed or are expected to file a lawsuit against a party seeking bankruptcy protection are usually listed as contingent claimants.

Among the contingent claimants listed in the filing are Sonrise and several of the Sonrise-created investment groups that have had their applications dismissed.

# FCC Calls For Crackdown On Radio Drug Use

Remarks Made During WHYI License Challenge Arguments

In the wake of President Bush's declaration of war on drugs, a senior FCC staffer has issued his own call to arms, urging the Commission to crack down on drug use by radio station employees.

"We have a new regime here at the Commission and I would hope they will take a less (liberal) attitude towards drug use at music stations," said FCC Review Board member Norman Blumenthal.

Blumenthal added that he has a "suspicion" drug use is more widespread among radio station employees than actions at the Commission would indicate.

Those remarks came during oral arguments in Southeast Florida Broadcasting's challenge to the license of Metroplex Communications' WHYI/Ft. Lauderdale. The challenge was rejected by an administrative law judge and is now before the Review Board.

Southeast Florida based its case, in part, on allegations that members of the WHYI programming staff reported paper adds as a favor to friends in the record industry who had supplied them with cocaine at social gatherings.

During the proceeding Blumenthal pointed out that the Mass Media Bureau did not seek further testimony from the record promoters

**"We have a new regime here at the Commission and I would hope they will take a less (liberal) attitude towards drug use at music stations."**

—Norman Blumenthal

who admitted supplying drugs at the parties attended by WHYI personnel.

## Matter Not Urgent

Members of the FCC and Commission staffers downplayed Blumenthal's remarks. Commissioner James Quello said he does not see drug abuse at radio stations as "an urgent matter" for the Commission. However, he added, it's something station owners and managers must guard against.



**DC  
REPORT**  
PAT CLAWSON

## Stakelin's Big Bankroll

**A**pollo Radio Ltd. chief Bill Stakelin will be flashing a big wad at dealmakers attending NAB's Radio '89 — about \$25 million in brand-new equity money that may allow him to leverage up to a quarter-billion dollars worth of radio properties.

"This sends a clear message that Apollo intends to be a major radio player," Stakelin told R&R. "It certainly enables us to play in major market radio, where we want to be. We now have the money to play in any arenas."

The source of Apollo's new-found wealth is highly credible: **MH Equity Corp.**, an arm of **Manufacturers Hanover Corp.**, and **Equitable Capital Management Corp.**, an affiliate of the **Equitable Life Assurance Society**. In addition to their equity stakes, Manny Hanny and Equitable will become primary lenders to Apollo.

Apollo was formed in January by Stakelin and several former **Viacom** executives including ex-Chairman **Terrence Eikes**. The group recently purchased **KJRB & KEZE/Spokane**. Stakelin says to expect announcements soon about an \$8.5 million Midwestern FM deal, and the purchase of two South Carolina combos for \$10.8 million.

## Olympia, Long Duke It Out

**T**he sudden cratering of **Olympia Broadcasting's** \$7 million deal to buy the **Jim Long Companies** is certain to be a hot topic of discussion at Radio '89.

The deal, announced at last April's NAB convention and scheduled to close by September 30, crashed Monday (9/11) after Long pulled out. Both sides are now haggling over the fate of Olympia's \$500,000 escrow deposit.

"Jim has taken the position that nothing we can do — short of getting a court order — will result in the deal closing," said Olympia VP **Mitchell Hymowitz**.

"All I can tell you is that I got uncomfortable," Long responded. "We've got a settlement agreement that's going back and forth now." Long says he plans to entertain new offers for his Dallas-based production company.

Neither side will publicly discuss what queered the deal, but insiders say Long hit the roof after discovering that **Commonwealth Broadcasting** was demanding \$1 million to settle allegations that Olympia made financial misrepresentations when it sold **KMZQ/Las Vegas**. Adding to the problems, **Standard & Poor's** recently issued a scathing report on Olympia's financial condition.

## Noble, Emmis Deals Now Official

**N**oble Broadcast Group has now made it official: **WKCI & WAVZ/New Haven** and **WBAB-AM & FM/Long Island** are for sale. **First Boston** bankers **Ian Gilchrist** and **Michael Connelly** are fielding offers.

Noble CEO **John Lynch** hasn't returned phone calls, but a statement issued in his name said the company recently was approached with an unsolicited \$70 million offer for the properties. The statement also said: "Noble's management had concluded that it was not prepared to sell the entire company, but would instead pursue other alternatives in order to reduce our debt and better position ourselves for future growth."

As expected, **Emmis Broadcasting** says it plans to sell **KXXX/San Francisco** and **WJIB/Boston** while pursuing its \$76 million acquisition of the Seattle Mariners baseball team. But in a surprise move it's also putting its very successful **WLOL/Minneapolis-St. Paul** on the block.

"We feel with the Mariners acquisition the time has come to narrow the company's focus," said Emmis Chairman **Jeff Smulyan**. He added that the company would use the proceeds to pare down longterm debt, and may consider overseas media investments in England, France, and Japan.

In still another deal, **Burns Media Consultants Inc.** of Los Angeles is up for sale, and **Peter Stromquist** of the **Montreux Companies** is brokering the company. **George Burns** plans to return to consulting on a fulltime basis. The company's music research products are well-known throughout the industry.



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# Hirsch, Sillerman Cutting Side Deal With Group W

Disgruntled Bondholders Turn Up Heat; Deal's Future Questioned

Broadcast entrepreneurs Carl Hirsch and Robert F.X. Sillerman are warning Metropolitan Broadcasting bondholders of dire consequences if their proposed \$385 million merger of Legacy Broadcasting and Metropolitan with Group W Radio fails. At the same time, the two are moving to firm up a side deal that would limit their financial exposure.

About two weeks ago Hirsch predicted that a formal buyout offer would be made to bondholders within a week. But that offer apparently has been placed on hold, and neither Hirsch nor Sillerman could say when it will be made.

"We've commenced conversations with several of the largest bondholders," Sillerman said. "We've not commenced a cash or any sort of official exchange offer. We're quite optimistic that the transaction will go forward."

## Group W May Acquire Legacy Option

According to a new filing with the Securities and Exchange Commission, Legacy is now negotiating

**"In the event that the bondholders do not permit this transaction to go forward, I really would not want to speculate what would happen to Metropolitan at that point."**

—Carl Hirsch

a second deal that would give Group W an option to acquire all Legacy stations and a single Metropolitan station in the event Met-

ropolitan's bondholders reject the merger.

"While it is contemplated that Westinghouse will pay cash consideration for the option, no amount has yet been agreed to," Metropolitan states in its SEC filing. The proceeds from the sale of any Metropolitan station would be used to pay down bank debt.

Hirsch said that he and Sillerman would assume an equity interest in Group W Radio if the option is exercised, but he declined to disclose the value of the transaction.

## More Bondholder Lawsuits

The latest maneuvers come in the wake of mounting bondholder opposition to the transaction. Two new lawsuits aimed at blocking the deal have been filed in Manhattan courts. Sun Life Assurance Co. alleges in New York County Supreme Court that Sillerman, Hirsch, Command Communications CEO Carl Brazell, and their companies have defrauded creditors by stripping assets from Met-

## Ethics To Dominate RTNDA Meeting

While the NAB is holed up in New Orleans, the RTNDA is calling Kansas City, MO home this week. "The issue" this year, according to members, is ethics. With many ethical dilemmas headlining the news lately, members at this year's RTNDA convention will take a close look at the hot topic during a session focusing on "Journalism Ethics: Where's The Line Today?"

"The issues will be tackled through the general sessions, where people have an opportunity to listen to experts and opinions and to comment," said RTNDA VP Robert Vaughn. "We are doing a lot of roundtable discussions and small groups, a very interactive type of thing."

Keeping in mind the "R" in RTNDA, according to Vaughn, there are sessions that will hold a

radio news director's attention. The agenda includes panels such as "The Three R's: Radio, Riting and Reporting," on how to write for the ear; and "The Odd Couple: Radio/Television Partnerships," which will probe the possibility of radio and television newsrooms working together by sharing reporters and sound bites.

The RTNDA is counting on 1100 registrants, with officials expecting 350 to register on-site.

ropolitan last year and transferring them to Legacy and Command. A suit filed in New York Federal Court by three Massachusetts institutional investment trusts makes similar allegations. In early August, a group of institutional investors headed by Steinhardt Partners of New York filed suit and asked that last year's transactions be rolled back.

None of the defendants have officially responded to the suits yet, but Hirsch and Sillerman flatly deny the charges and call the litigation "specious."

"In the event that the bondholders do not permit this transaction to go forward, I really would not want to speculate what would happen to Metropolitan at that point," Hirsch told R&R Tuesday (9/12) evening. He declined to comment on the possibility of a bankruptcy filing by highly leveraged Metropolitan on grounds that it would be "premature."

"If we can settle the lawsuits, fine. If we can't, we'll do what we have to do," Hirsch continued.

"There are some people who are certainly reasonable to deal with, and there are others that may not be. That's their choice. Everybody has to live with the consequences of their decisions."

Among Metropolitan's other disclosures in its SEC filing:

- Metropolitan "continues to be in default of certain covenants" regarding debt-cash flow ratios in its loan agreement with Security Pacific National Bank. The company has requested waivers, but negotiations are proceeding with bank attorneys instead of loan officers because of the bondholder litigation.

- Standard & Poor's has slashed its rating on Metropolitan's bonds from CCC-plus to CC: "S&P expressed extreme doubt that the (company) would be able to meet the September 30, 1989 interest payment on the Senior Debentures." S&P also questioned whether the company could continue to meet its debt obligations if the Group W sale falls through.

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**George Beasley**

*President*

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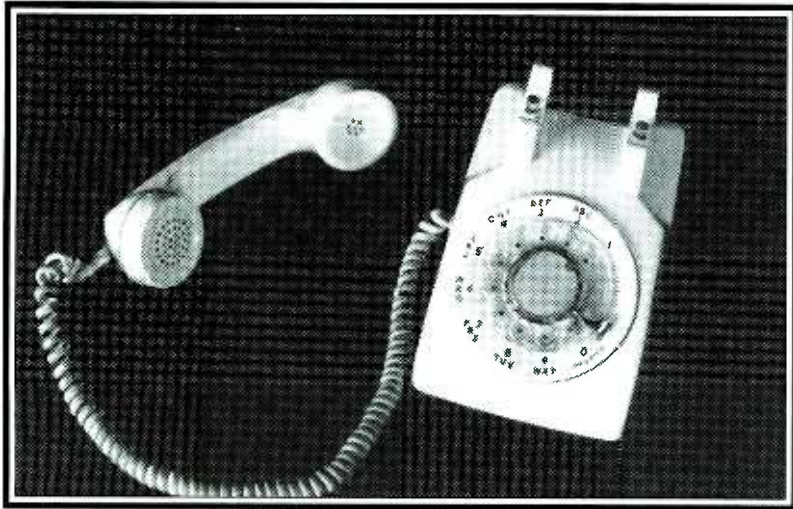
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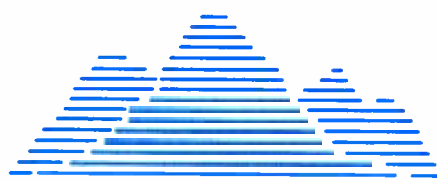
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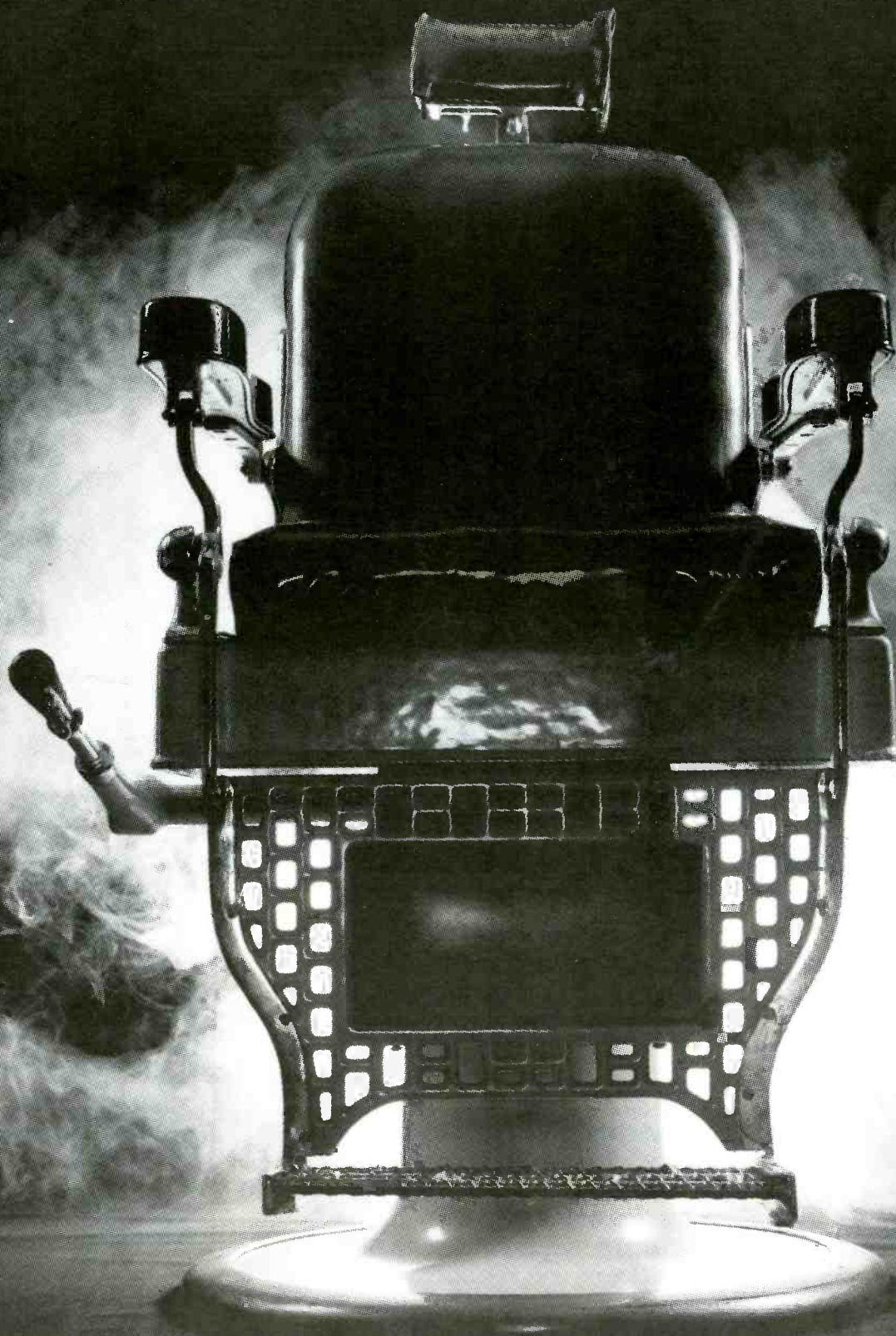
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## RADIO BUSINESS

### TRANSACTIONS

# Ragan Henry Gambles \$13 Million In Atlantic City

**Sage Broadcasting  
Cashes Five Properties**

#### Deal Of The Week:

#### WAYV/Atlantic City

PRICE: \$13 million

BUYER: Eleven Chiefs Inc., an investment group headed by Philadelphia broadcast entrepreneur Ragan Henry. He also owns interests in WDIA & WHRK/Memphis; WXLE/Johnstown, OH; WKSG/Mt. Clemens (Detroit), MI; WXTR/Washington; WWIN-AM & FM/Baltimore; KDIA/Oakland; WCMC & WZXL/Wildwood, NJ; WMXB/Richmond; and WQOK/South Boston, VA. He is in the process of buying WLOE & WWMY/Eden, NC; WRAP & WOWI/Norfolk-Portsmouth; KJOJ/Conroe, TX; WRXJ & WCRJ/Jacksonville; WAKR & WONE/Akron; KCCV/Independence-Kansas City, MO; WRAW & WRFY/Reading, PA; WCOS-AM & FM/Columbia, SC; and KGLF/Freepport, TX.

SELLER: Forrest Broadcasting Co. Inc., owned by Robert and Grace Forrest.

FREQUENCY: 95.1 MHz

POWER: 20 kw at 300 feet

FORMAT: AC

BROKER: Robert Mahlman of the Mahlman Co.

#### Group Deals

#### Sage Broadcasting Stations

PRICE: \$8,175,000

SELLER: Sage Broadcasting Corp., a Stamford-based group operator headed by Leonard Fassler and Gerald Poch. The company also owns WGNE/Daytona Beach; WBSM & WFHN/New Bedford-Fall River, MA; WCDL & WSGD/Scranton-Wilkes Barre; WACO-AM & FM/Waco; and WRFB/Stowe, VT. The company is also in the process of buying WFOY & WUVU/St. Augustine.

#### WLVH/Manchester, CT

PRICE: \$925,000 for 60%

BUYER: Elio Broadcasting Corp., headed by Carlos Lopez.

FREQUENCY: 1230 kHz

POWER: 5 kw

FORMAT: Spanish

#### WTAX & WDBR/

Springfield, IL

PRICE: \$4 million

BUYER: Lakeshore Communications Corp., headed by Chairman Thomas Bookey. He also owns WYNE/Kimberley, WI and WROE/Meenah-Menasha, WI.

FREQUENCY: 1240 kHz; 103.7 MHz

POWER: 1 kw day/250 watts night

FORMAT: AC; CHR

BROKER: Joe Sitrick of Blackburn & Co.

### TRANSACTIONS AT A GLANCE

**Deals So Far In 1989:  
\$1,869,701,521**

**Total Stations Traded This Year: 912**

**This Week's Action: \$28,444,000**

**Total Stations Traded This Week: 11**

#### Deal Of The Week:

● **WAYV/Atlantic City \$13 million**

- Sage Broadcasting Stations \$8,175,000
- WLVH/Manchester, CT \$925,000 for 60%
- WTAX & WDBR/Springfield, IL \$4 million
- KMNS & KSEZ/Sioux City \$3.25 million
- KOGO & KBBY/Oxnard-Ventura, CA \$6.7 million
- WWPA & WYRS/Williamsport-Jersey Shore, PA \$490,000
- KFRS/Somner, WA \$79,000

#### KMNS & KSEZ/Sioux City

PRICE: \$3.25 million

BUYER: Legend Communications, an investment partnership headed by James Wallace, Lawrence Patrick, Stuart Carville, and John Quale. The group also owns WBVO/Boyetown, PA and recently announced plans to purchase WSOM & WQXK/Salem-Youngstown-Canton, OH.

FREQUENCY: 620 kHz; 97.9 MHz

POWER: 1 kw; 62 kw at 260 feet

FORMAT: Country; AOR

#### California

#### KOGO & KBBY/ Oxnard-Ventura

PRICE: \$6.7 million

TERMS: Cash

BUYER: A new corporation to be organized by George Duncan. He is the President of Encore Communications Associates of West Palm Beach. Encore owns KVKI/Shreveport, KBFM/McAllen-Brownsville, KHFI/Austin, and KZOU-AM & FM/Little Rock.

SELLER: Ventura Broadcast Associates, a New York-based limited partnership whose principals include William Silverman, Marvin Diamond, Richard Rodin, Jonathan Rosen, Marvin Silverman, and Jack Woods.

FREQUENCY: 1590 kHz; 95.1 MHz

POWER: 5 kw; 28 kw at 315 feet

FORMAT: AC

BROKER: Elliot Evers and Charles Giddens of Media Venture Partners.

#### Pennsylvania

#### WWPA & WYRS/ Williamsport-Jersey Shore

PRICE: \$490,000

BUYER: S&P Broadcasting Co., owned by John Piccirillo and Ronald

Swanson. They also own WALY/Bellwood-Altoona, PA.

SELLER: Summit Enterprises Inc., headed by William Ott.

FREQUENCY: 1340 kHz; 97.7 MHz

POWER: 1 kw; 3 kw at 300 feet

FORMAT: AC

BROKER: Ray Rosenblum of Pittsburgh

#### Washington

#### KFRS/Somner

PRICE: \$79,000

TERMS: Cash

BUYER: KRIZ Broadcasting Inc., owned by Christopher and Gloria Bennett of Mercer Island, WA. They also own KRIZ/Renton, WA and KBMS/Vancouver, WA.

SELLER: Mark Waldron, bankruptcy trustee for J3 Co. Inc.

FREQUENCY: 1560 kHz

POWER: 500 watts

FORMAT: AC

COMMENT: Plans were announced in March 1989 to sell this station for \$79,000 to another group, but the deal was not consummated.

#### For The Record

Last issue, R&R incorrectly listed the sale price of KPOS/Post, TX in the deal box as \$200,000. The correct price for 33.33% of the FM CP was \$20,000. Last week's year-to-date transaction total should have been reported as \$1,841,257,521. This week's transaction totals have been adjusted to correct the error.

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## A Broadcasting Bankruptcy Primer

By Barry Skidelsky

**N**obody knows the troubles I've seen. Poor cash flow, soft local economies, and increased competition are just one side of the coin. The other encompasses matters of fraud and poor lender risk management.

How does broadcast bankruptcy occur? Here's one unfortunate but common path: a broadcaster, anxious to obtain financing, might create aggressive projections. A lender, anxious to lend, might label them reasonable. If actual cash flow turns out to be less than the debt service, both are in trouble.

It's a given that most broadcast financing documents practically put the broadcaster/borrower in default before the ink is dry; it's also a given that some operators are crooks. And it should come as no surprise that an increasing number of broadcasters and lenders are slugging it out in bankruptcy.

### Legal Umbrellas

Essentially, bankruptcy is a matter of federal law. Federal bankruptcy court judges make their decisions considering "the best interests of the bankruptcy estate" pursuant to Title 11 of the



Barry Skidelsky

US Code. This contains the two most common business bankruptcy legal umbrellas: Chapter 7, which governs liquidations, and the more commonly invoked Chapter 11, which governs reorganizations.

Liquidations involve the selling off of all assets, followed by a winding up and dissolution of the debtor.

Reorganizations provide debtors with a fresh start, which may include payment reduction or other restructuring, and even a discharge of some debts. Certain debts, such as withholding taxes, aren't dischargeable in bankruptcy.

Each case begins with the filing of a bankruptcy petition in court, either by the debtor ("voluntary") or by his creditors ("involuntary"). Creditors may join forces in a committee, and an interested party may request that the court appoint an examiner to investigate the debtor's affairs or a trustee to control them.

Relevant matters are decided in one consolidated forum, the bankruptcy court. Here a debtor may contest claims and even propose his own plan for confirmation.

### Advantages

A hallmark of bankruptcy law is the so-called "automatic stay," which generally prohibits the commencement of, and suspends the continuance of, litigation and administrative agency action against

## Confessions Of A Bankruptcy Trustee

Upon the request and recommendation of a secured creditor, I was appointed (and continue to serve as) a bankruptcy trustee for a radio station in Washington, DC. In this particular case, a federal judge found that the principal of the licensee, whom I replaced, was guilty of mismanagement and fraud.

### Rising From Ashes

Using my legal skills and drawing on a background in radio programming, sales, and management, I was able to seize and maintain control of the station and its finances. In bankruptcy law parlance, I "preserved, maintained, and improved the bankruptcy estate." In plain English, I helped provide continuous service to the public; kept the station staff employed; increased the cash flow and station fair market value; and paid all the bills out of operating income, including substantial "adequate protection" payments to the secured creditors.

As of this writing, both bankruptcy court and FCC consent have

been obtained to sell the station. A closing has been scheduled, by which the first secured creditor will be paid off in full; and the second, who has to date received nearly three years of (in effect) interest-only payments, will be getting far more than expected. I have been given some indication that the staff and format will remain intact.

The main lesson I've learned: bankruptcy ought to serve as an inducement for intensified cooperation among all interested parties to promptly, amicably, and fairly resolve the problems, instead of serving as a fight — vigorous, time-consuming, and expensive — over the last nickel.

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the debtor — regardless of actual notice.

Thus eviction, repossession, and foreclosure are prevented, and a debtor may even suspend payment to pre-petition unsecured creditors. This can obviously help short-term cash flow, buy time for improvement, and create work-out leverage. After all, lenders don't want to operate stations, and a forced sale doesn't yield the best price.

Contract clauses that provide for termination upon bankruptcy are of no effect, and the same holds true for most clauses which prohibit the assignment of such contracts. Although bankruptcy law generally permits debtors to assume or reject contracts, the cancellation of some contracts may only be prevented if the debtor cures all defaults and provides the creditor with adequate protection, such as periodic payments.

Plans may be proposed for court confirmation by the debtor or other

interested parties. These plans may incorporate one or more of the following financial work-out mechanisms: forgiveness, the reduction or other restructuring of payments, extensions of time, moratoriums of principal, and deferrals. Some plans even propose the substitution of equity for debt.

### Disadvantages

The broadcast debtor not only suffers the economic costs of bankruptcy, but also the psychological costs to station management and staff. Additional disruption can come from the station's suppliers, who may balk at making post-petition deliveries of their products

Continued on Page 18

Barry Skidelsky is an attorney/broadcast consultant who previously spent 15 years in radio. He can be reached in New York at (212) 818-0990.

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# Finding Financial Angels

Where To Go For Broadcasting Bankrolls

**R**obert Gaston is one of America's top experts on finding "angels," wealthy private investors who bankroll entrepreneurs when no one else will.

Gaston is the founder and President of the Knoxville-based Applied Economics Group Inc. About five years ago he started researching the dynamics of the informal venture capital markets for the US Small Business Administration. His conclusions were recently detailed in "Finding Private Venture Capital For Your Firm," published by John Wiley & Sons.

He recently created the Seed Capital Network, a nationwide computerized clearinghouse designed to match entrepreneurs with private investors.

Gaston recently spoke with R&R Washington Bureau Chief Pat Clawson about how broadcasters can tap the private market to raise seed capital for their radio dreams.

**R&R:** *What are business angels, and how influential are they?*

**RG:** If you're seeking less than \$2 million, professional venture capitalists won't even look at you. The most productive source to tap is business angels. That's where the money is; that's where to make the deals.

Angels are informal investors, usually other businessmen. For the most part they are not looking to take over the entrepreneur's business. Their most distinguishing characteristic is that business angels make investments in small firms directly, without any brokers or intermediaries involved. The entrepreneur and the investor usually meet face to face, and the transaction is then made directly between them.

We estimate that each year in the US a pool of about 720,000 angels makes about 490,000 investments in 87,000 entrepreneurs. About \$56 billion of risk capital changes hands, of which \$32 billion is equity and \$24 billion appears as loans or loan guarantees. Other angels have told us they would invest more but can't find suitable opportunities, so the entire capital pool may total as much as \$76 billion. By contrast, professional venture capitalists supply only \$3 to \$8 billion per year.

**R&R:** *What types of people are most likely to be angels?*

**RG:** The vast majority are local entrepreneurs who have succeeded at their own businesses. They often are not millionaires, although they're well on their way and earn a very good income. They are middle-aged and successful. The most likely sources within the business community are people already in the industry you are proposing to enter.

You can pretty well forget about engineers or other scientific professionals. They don't invest much money because they don't have much.

Doctors and lawyers, while they have money, also are small investors. While people often think this is where the money is, members of those professions make only one out of ten investments.

**R&R:** *What types of deals get bankrolled with angel financing?*



Robert Gaston

**RG:** Business angels tell us they have great preference for start-up and growth situations. Investors tell us that they look at interesting deals almost regardless of what industry it is. What's most crucial is the quality of the deal and the amount of money involved. Angels are economically motivated. They go into deals expecting about 25% per year return on investment.

On the other hand, angels often have what we call "hot buttons," or non-money motivations. Often they know the entrepreneur, or they're simply interested in the thrill of a start-up situation. There are all kinds of reasons why informal investors help entrepreneurs without looking for enormously high rates of return.

**"There are all kinds of reasons why informal investors help entrepreneurs without looking for enormously high rates of return."**

On average, an individual angel invests about once every 18 months. A typical angel investment runs about \$45,000 to \$50,000 in direct equity cash. Most often that's accompanied by another \$30,000 in loans or loan guarantees. Entrepreneurs often end up with three to four angels backing a deal. It's not big money by Wall Street standards, but then again most entrepreneurs in start-up situations can't effectively use big bucks.

Often the experience and knowledge an angel brings to the company as an adviser is just as, if not more, important than the money he invests.

**R&R:** *What is the geographic scope of most angel investments?*

**RG:** Most angel deals are cut very, very close to home — within ten to 50 miles of where they live, so they can keep an eye on things.

Fortunately, angels are located everywhere around the country. They're not concentrated in the major cities such as San Francisco or Boston; you can find them in Peoria or Wichita. They're all over the place.

Our research indicates a typical ratio is one angel for every 250 adults, so in a city of 250,000 adults there are about 1000 angels.

**R&R:** *What's the most likely an-*

*gel source for someone trying to acquire funds to buy a radio station or expand a broadcasting company?*

**RG:** Probably another media person: other radio station owners or former industry executives, or professionals from other media such as newspaper or TV station owners. Anyone who may already know something about what you are proposing is a possibility. If you approach someone who's already familiar with the market or the industry you've got a big advantage.

**R&R:** *Is there a particular type of deal structure angels tend to prefer?*

**RG:** Each deal is really customized, but most are made with simple common stock exchange. When you start getting more complex than that you don't find many deals at all.

Very few angel investments are made using complicated instruments. Angels like to keep the paperwork simple and straightforward. That's good advice to any entrepreneur: make the proposal as simple and easily understood as possible.

**R&R:** *What key points do angels consider when evaluating a venture?*

**RG:** Probably the quickest way to turn an angel off is by being unable to present a sufficiently high rate of revenue growth over the investment term. Angels are paid primarily through capital gains resulting from an increase in the venture's value. If you can't justify the rate of return they're looking for, that will kill the deal quicker than anything else.

A lack of knowledge by the angel with regard to the personality, character, and behavior of the entrepreneur is the second-most common deal-killer. Angels might think, "I don't know who this guy is, and I don't know anybody else who does." Getting that kind of information across is extremely difficult, and it's not something you can write out in a business plan.

**R&R:** *What myths about angels has your research shattered?*

**RG:** One is that the very wealthy are the ones who make the investments. Our research shows that entrepreneurs don't have to look only at Daddy Warbucks types. The real money is with people who are not yet millionaires.

We also found that angels aren't investing as much money as they'd like. The majority want more deals to consider. What this means to the entrepreneur: you are doing angels a favor by bringing deals to them. You're not bothering them; you aren't asking for a favor, you're granting a favor.

**R&R:** *How do entrepreneurs connect with angels?*

**RG:** It's almost like playing blind man's bluff where everybody is blindfolded. People are really groping around out there in the dark, trying to bump into the right people, whether investors or entrepreneurs.

Someone looking for an angel first should look to friends and business associates. Get the word

# Private Investor Preferences

- Start-up and growth companies
- Interesting situations, almost regardless of the industry
- Quality deals with adequate returns

out that you've got a deal and you're looking for some equity capital. The most common way an angel learns about an investment opportunity is through word of mouth from mutual contacts.

If that isn't fruitful, directly approach a well-known entrepreneur in the local area without any introduction by a third person. Send him a letter, or call him. It doesn't always work, but you know what the result is going to be if you don't make the contact.

There are a number of computerized matchmaking services around the country which are just starting up. Often they are associated with a local university. Organizations like my Seed Capital Network are now just lighting a little candle here and there in the darkness, and hoping to turn the searchlights on a little later.

*Robert Gaston's Seed Capital Network is located at 8905 Kingston Pike, Suite 12, Knoxville, TN 37923; (615) 573-4655.*

# Bankruptcy Primer

Continued from Page 16

and services. Companies that owe the station money may balk at paying or simply not pay. And a bankrupt station's competitors are naturally inclined to paint the bankruptcy as a death knell, in order to divert advertising revenue.

Bankruptcy debtors also face public disclosure of private financial and other confidential information, as periodic financial and other reports are routinely required. Moreover, the loss of control is a real possibility: advance creditor or court consent may be required in order to take certain actions, or a trustee may be appointed to take over completely. In any event, heightened scrutiny of the station's affairs is inevitable.

Of course, there can be fights along the way over just about anything — from the validity, secured

status, or priority of claims to the allowance of professional fees and administrative expenses or the confirmation of a plan. In addition, guarantor liability may or may not be affected by the bankruptcy of the principal debtor.

## FCC Law

Bankruptcy and FCC law work together about as well as a fish on a bicycle. To be fair, the law always lags behind reality (just as ratings do). And until recently there hasn't been much opportunity to develop case law in this area, whether judicial or administrative.

Perhaps the most well-known FCC doctrine in the bankruptcy context is the *Second Thursday* line of cases, which dates back to 1970. In essence, the doctrine that emerged from these cases protects innocent creditors of a bankrupt licensee by, for example, allowing the termination of an FCC license revocation proceeding (under certain circumstances) in order to grant a pending assignment application.

The 1966 FCC case *Arthur A. Cirilli* upheld the proposition that in a comparative renewal situation (where an FCC licensee's renewal application is mutually exclusive with a competing application), a hearing is required between the competitor and proposed assignees (buyer) of the bankrupt station.

However, the law is unclear on whether this gives rise to a choice of renewal expectancy or avoidance of qualifying issues. And it's silent regarding situations where there's no proposed assignee. This is but one area of FCC practice where a licensee can be indefinitely consigned to the backburners.

Although there are a few other relevant cases, numerous questions remain unresolved by law, including those regarding the exclusive and/or concurrent jurisdiction between the bankruptcy court and the FCC. It's not clear whether a bankruptcy court can override or stay FCC action.

## Bankruptcy: The Up Side

Declaring bankruptcy isn't necessarily the end of the world — or your station. It can sometimes help you see the light at the end of the tunnel.

Automatic stays, a hallmark of bankruptcy law:

- Prohibit commencement of, and suspend continuance of, litigation/administrative agency action against debtors
- Allow time for improvement, aid short-term cash flow, create work-out leverage

Plans proposed for court confirmation may incorporate:

- Forgiveness
- Reduction or other restructuring of payments
- Time extensions
- Moratoriums of principal
- Deferrals
- Substitution of equity for debt

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# RR

JOHN PARIKHAL

## THE COMPETITIVE EDGE

### Winning The Numbers Game

Four Golden Rules For Measuring And Predicting Behavior

If you've scratched your head over ratings or puzzled over a confusing research study, you have personal experience with the numbers game. And while there are lots of complicated formulas for measuring and predicting human behavior, most of them are fun at cocktail parties but of little practical use. But don't worry — four strategies can help you come out on top.

The ones to remember are the Pareto Principle (80/20 rule); the Time Extender (2.4 rule); the Natural Leader Ratio (Chinese prisoner of war rule); and the Good News/Bad News ratio. Each is a powerful tool you can use to improve listening, recall, and sales.

#### The Pareto Principle

Pareto was a brilliant sociologist/economist who lived at the turn of the century. He noticed that at any given time, 80% of significant items could be accounted for by 20% of participants. In plain English, this means that approximately 80% of all beer is consumed by 20% of all people, 80% of all books are bought by 20% of readers, etc.

**"35 percent of listeners account for more than 60% of all hours tuned."**

The numbers can vary around 80/20 by quite a distance, but the concept still provides useful guidelines. For example, in radio about 35% of listeners account for more than 60% of all hours tuned.

If you're in radio or records, find your heavy users. Cater to them. If you lose one of these people you lose a disproportionate amount of volume, so keep them happy.

The 80/20 rule even applies to your office. If your office is slightly messy, you'll find that approxi-

#### Winning Rules

- **Superserve heavy users**
- **Don't make customers mad**
- **Double your time estimates**
- **Use leaders**

mately 80% of all the items you use most are closest to where you work. The rest will be scattered elsewhere. It's almost an organic filing system.

#### Time Extender

This is the rule which aggressive, driving managers and program directors violate so often they find themselves in trouble. It says that no matter how much time you estimate to get a job done, it will take 2.4 times longer.

Keep this in mind, especially when it comes to promotion and marketing projects. Then you'll avoid the frantic call to design a marketing or promotion campaign three weeks before it's due to hit the air or the street.

No matter which end of the business you're in, allow yourself 2.4 times as long to do something as you think it will take. Then you'll do an excellent job.

#### Natural Leader Ratio

As I mentioned in an earlier column, during the Korean War the Communist Chinese discovered that one person in 20 is a natural leader. That means 19 out of 20 people are followers.

**"Set your sights on the leaders . . . This is especially important when you're working at the leading edge."**

Set your sights on the leaders. When you do research, find out who they are and which way they're going. What interests them? What bores them?

This is especially important when you're working at the leading edge, whether it's in new music, fashion, trendy magazines, or art. Leaders will point the way.

Exposing a panel of natural leaders to music before the general public hears it would make it possible to develop clearer criteria for success and failure of new music.

Sometimes it's easy to find leaders because they run companies, charities, or even the high school dance. But not all leaders are naturally visible. Find them and follow them.

#### Good News/Bad News

This one is a cruncher. Simply put, someone who has a good experience with a product, radio station, or event will tell five people about it. If someone has a bad experience, he'll tell 20 people. That's a four-to-one ratio against you if you generate negative reaction.

Make sure you don't make people mad at you. If they win prizes, make it easy for them to pick the prizes up. If they go to a station-sponsored event, make sure it's classy and smooth. Be polite. If you're in the record business and someone has a quality problem with one of your products, replace it promptly. Give something extra. Don't argue.



Spotting leaders used to be easy.

#### The Good News/Bad News Ratio

- **If someone has a good experience with your product, he'll tell five people.**
- **If someone has a bad experience with your product, he'll tell 20 people.**

Most important of all, remember that good news may travel fast but bad news travels farther.

These rules can help you. Focus on heavy users of your product, give yourself sufficient time to get a job done, look for leaders, and don't make customers mad.

No. 11 in a series.

John Parikh is CEO of Joint Communications media strategists, which consults 70 radio stations and 15 corporate clients. He can be reached at (416) 593-1136.

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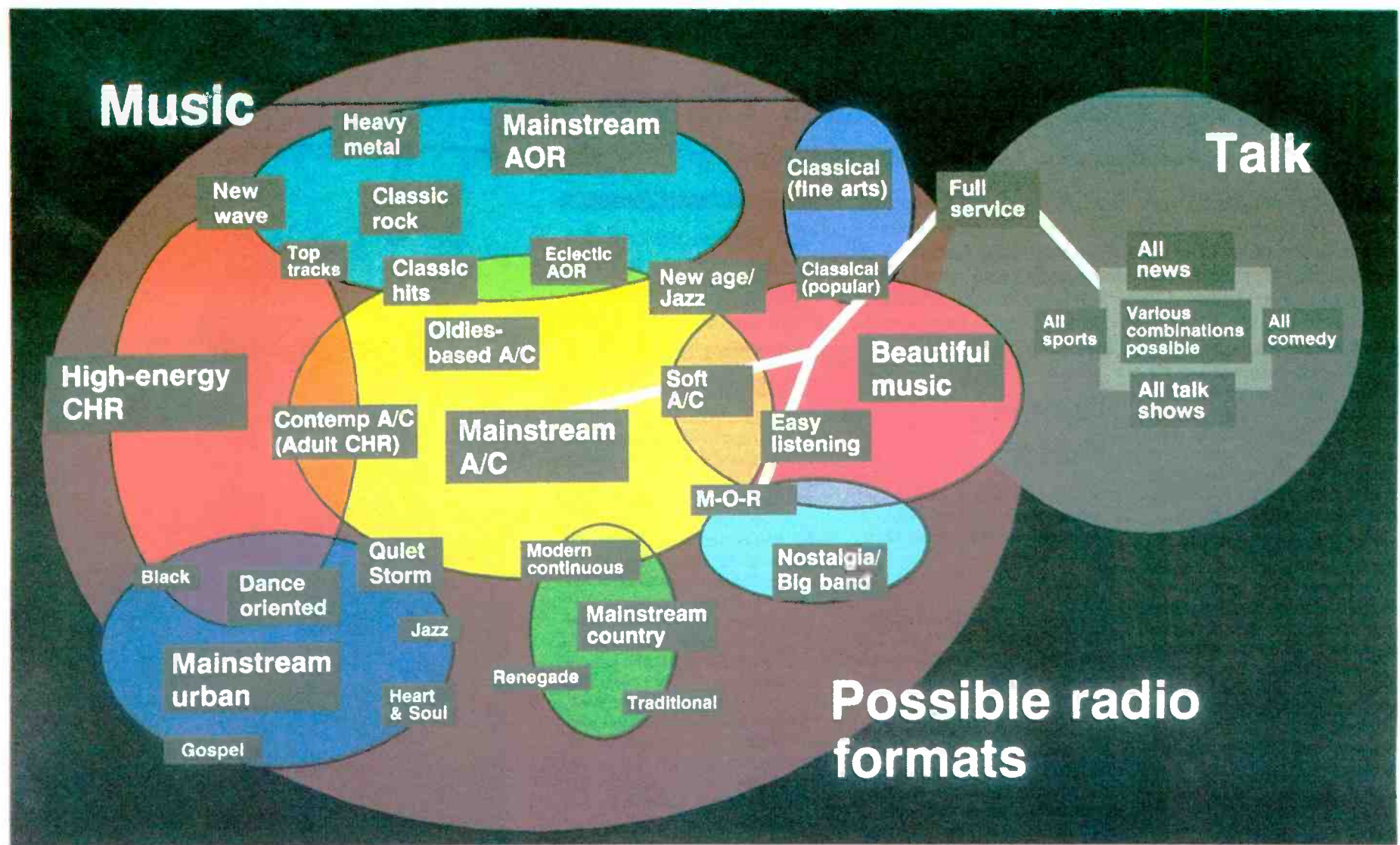
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## Charting Radio's Course

A Visual Aid To Format Interrelationships

By Kurt Hanson

You've probably caught yourself doing this at least a few times in your radio career: doodling on a cocktail napkin, trying to figure out how many formats exist and how they interrelate. First off, you know Beautiful Music and Heavy Metal are the two extremes with AC, CHR, AOR, Urban Contemporary, and Gold in between.

So your first sketch looks something like this:



No, that's not good enough. You order another drink (because you need another cocktail napkin) and try again. Maybe you need two different axes: one for hard vs. soft and the other for old vs. new. And maybe a third for wide playlist vs. tight playlist. Before you start constructing a decahedron out of matchbook covers, check out the diagram above.

The chart's color scheme delineates consumer/industry perceptions. The average listener perceives only what's shown in black and white — in other words, that a lot of different stations exist. Meanwhile, the colored ovals represent definitions of interest only to those of us in the industry.



Kurt Hanson

Consider this analogy: When you look at a rack of candy bars, you see 50 different brands of candy. But when a guy from the candy industry looks at it, he instantly sees seven types of candy bars.

### AC Appeal

Now back to the chart. Start in the middle of the yellow oval with Mainstream AC. To me, that will always be WCLR/Chicago (circa 1980) under PDs Jack Kelly and Dave Martin. Today it might be a station that uses a "Best of the

'60s-'70s-'80s" positioning statement.

Adding more currents to that station (and moving left on the chart) makes it a Current-Based AC — like KFMB-FM (B100)/San Diego or WKQX (Q101)/Chicago. Bright and uptempo, but still adult in appeal. And if you add even

"The average listener perceives only what's shown in black and white — in other words, that a lot of different stations exist."

more currents, let the announcers move a bit into the foreground, and do more contesting, you'll end up as High Energy CHR (WHTZ (Z100)/New York or KDWB/Minneapolis).

Note that the left movement I've just described is a continuum, and stations can choose their place anywhere along that line. Many industry watchers used to contend that B100's Bobby Rich needed to make up his mind: "Are you AC or CHR?" Well, the truth is that at certain times, depending on market conditions, being smack-dab in between standard industry (format) definitions is unquestionably the right place to be.

"Depending on market conditions, being smack-dab in between standard industry (format) definitions is unquestionably the right place to be."

### High-Energy To Rock CHR

Now try reversing direction. Drop the teen records from a High-Energy CHR (moving to the right), and you've got an Adult CHR — what KIOI/San Francisco PD Larry Berger calls "Pop 40" and Capitol Broadcasting VP/Programming Bill Thomas calls "Top thirtysomething." Add a few more gold tunes, tone down the jocks a little, and you're back to AC again.

Move back to the High-Energy CHR format. Add more Urban product (move down on the chart) and you've got a Dance-Oriented CHR (or, if you prefer, Churban) like KPWR/Los Angeles or WLUM/Milwaukee. From that point, if the air talent sounds black or as if they're speaking specifically to blacks, move further into the blue oval and call the format Mainstream Urban. Classic examples include WJLB/Detroit and KJLH/Los Angeles.

Alternatively, go back to the High Energy CHR oval and eliminate the Urban product (move up the chart). You can replace it with British pop (i.e., Psychedelic Furs, OMD, and Elvis Costello) for a New Wave station like KROQ/Los Angeles or KITS/San Francisco.

Or you can replace the Urban

product with straight-ahead rock 'n' roll for a Top Tracks (or Rock 40) station — a rock-based CHR like KEGL/Dallas, KXXR/Kansas City, or KQLZ (Pirate Radio)/Los Angeles. These latter formats are on the edge of the turquoise AOR oval because both play album cuts that would be acceptable to listeners who consider themselves "rockers."

### Rockin' Into New Age

Return to Mainstream AC. This time, add more gold to the format (head upward on the chart). Eventually you'll turn it into a Gold-Based AC, which can play up to 100% gold if it wants. WODS (Oldies 103) is Boston's top AC station in my mind, even if it doesn't play any songs more recent than 1974.

If all the gold songs on a station are rock singles from the mid-'60s through late '70s, you can call it format Classic Hits (WKLH/Milwaukee, WMXJ/Miami-Ft. Lauderdale). If the music mix were to include album cuts, you might prefer to call it Classic Rock (WXRK/New York, WCKG/Chicago). These two formats also fall into the AOR oval, with Classic Rock getting very close to the Mainstream AOR designation of a WNEW-FM/New York or WLUP/Chicago. Both play music ranging "from classic rock to the cutting edge."

Continued on Page 24

Kurt Hanson is President of Chicago-based Strategic Radio Research. He may be reached at (312-726-8300).

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## Charting Radio's Course

Continued from Page 22

Also note the chart presence of Eclectic AOR (WXRT/Chicago, KBCO/Denver). Such stations are clearly adult in appeal, thus straddling AC and AOR. Finally in the AOR arena, you'll find the Heavy Metal format as typified by Satellite Music Network's Z-Rock or KNAC/Los Angeles.

Return to Mainstream AC and soften it (move to the right). You'll end up with a Soft AC like Transtar's Format 41 or almost any AC that uses "lite" as an identifier. Add Perry Como to the mix, and you'd call it Easy Listening (KBIG/Los Angeles, which describes itself as "Pop Vocals"). Add instrumentals and the format becomes Beautiful Music (WPAT/New York, WGAY/Washington). If you go back and introduce Patti Page to an Easy Listening station, it becomes MOR; add music from a decade before that and it's Nostalgia/Big Band.

There's an interesting format at the intersection of the pink, yellow, and turquoise ovals (for color chart, refer to Page 22). It's aimed at adults, plays nothing but album cuts, and is used in much the same way our parents used Beautiful Music stations. It's Jazz/New Age,

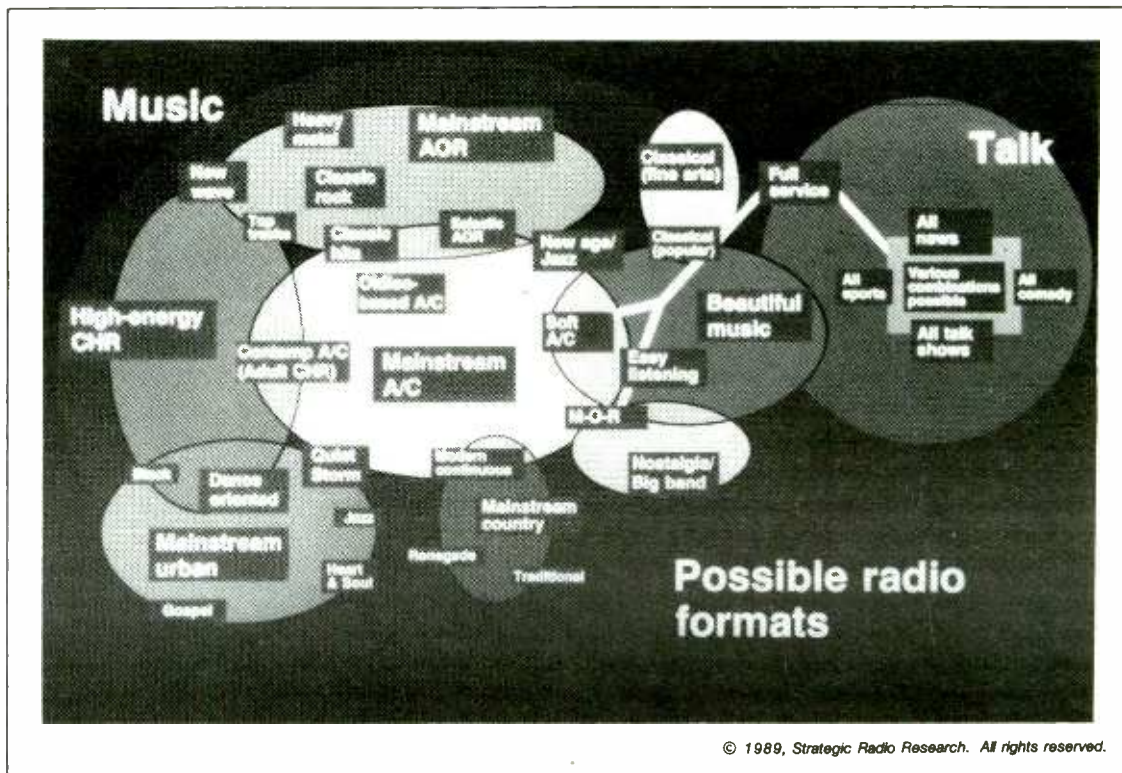
**"Time will tell, but it looks like older blacks have no more desire to listen to a loud, current-based music format than older whites do."**

found on KTWV (The Wave)/Los Angeles, WQCD/New York, WNUA/Chicago, and KKSF/San Francisco.

### Country, Urban Variations

Off to the right, in the Talk spectrum, there's All-News, All-Sports, All-Talk, All-Comedy, and any combination thereof. Full-Service stations usually combine talk elements with either AC or MOR music, while Classical stations can be block-programmed fine arts stations (WFMT/Chicago) or classy, wall-to-wall Beautiful Music.

The green oval indicates that Country (WSOC/Charlotte, WMZQ/Washington) is, in a sense, a variation of AC that employs a different genre. Some programmers I respect believe there are



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several significant variations of Country (see chart), while others contend there really is only one format — that listeners can't tell the subtle distinctions apart. In that

case, personality-based vs. music-intensive programming is the key distinction, although I don't believe that makes for different formats.

There are clearly several variations in the Urban arena, as shown on the chart. The next time I update this diagram I'll probably have to add Urban/AC (i.e., WVAZ/Chicago and WMMJ/Washington) as a viable format, positioned in place of Quiet Storm on the chart. Time will tell, but it looks like older blacks have no more desire to listen to a loud, current-based music format than older whites do.

Finally, I admit that — for purposes of clarity — I've left out the whole universe of non-English language stations, noncommercial stations, and onetime specialties like Todd Wallace's Beatle Radio, All-Elvis Radio, Home Shopping Radio, and All-Motivational Audio Tape Radio.

### Radio Playground

So this is what I call the playground of radio formats. I call it a

**"Some programmers believe there are several significant variations of Country, while others contend there's only one format."**

playground because consumers can jump from one format to another entirely at will — at no cost to themselves whatsoever.

But those of us making careers for ourselves in the radio industry can't think of this as a playground — we'll get beat up by the big kids. We have to think competitively and concern ourselves with how to attract more consumers to our particular attraction. The answer, of course, is a combination of better programming and better advertising. But that's the subject of another column.

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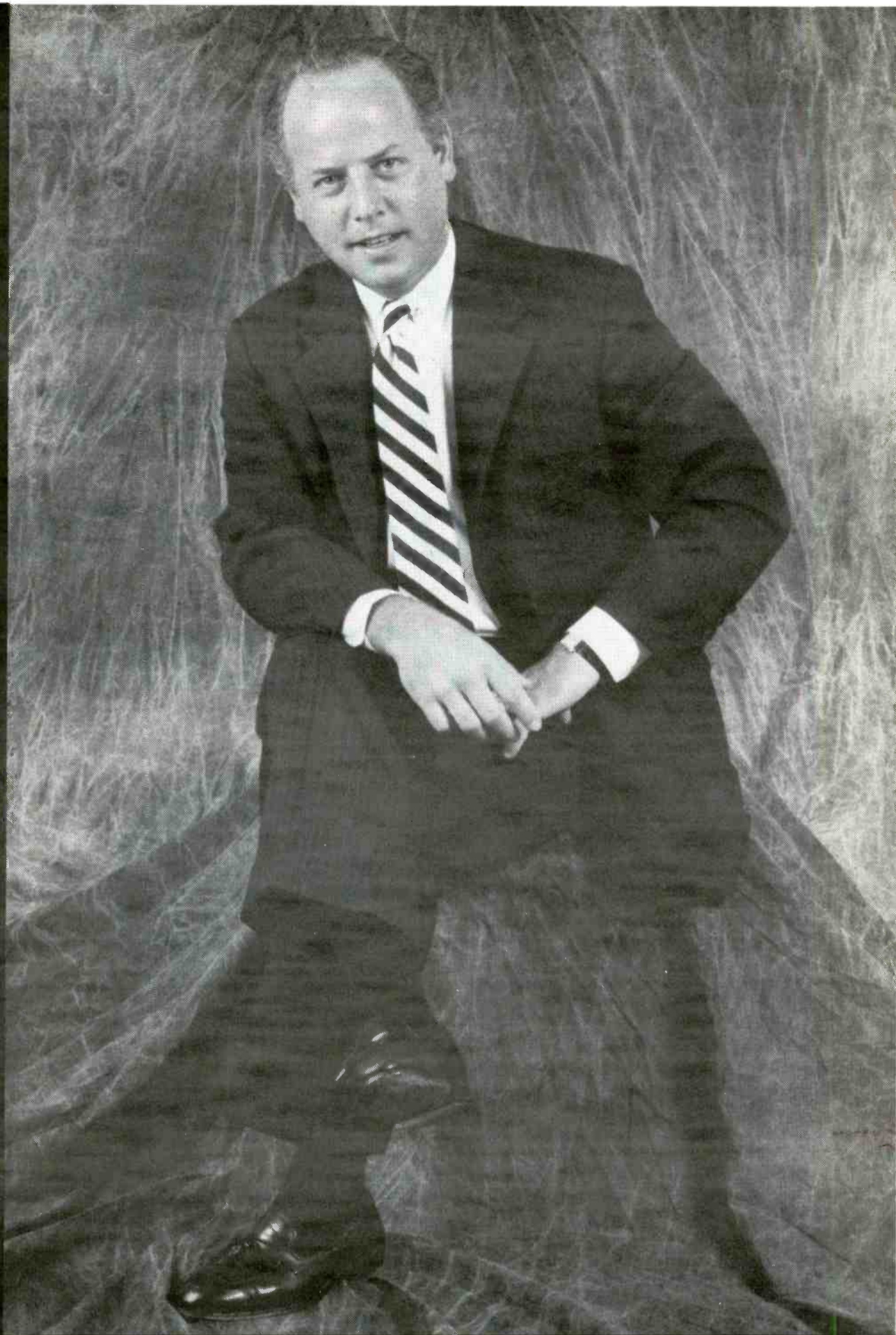
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My belief is that a rep firm's responsibility is to obtain premium rates for deserving stations. That means getting the number six station on a three-station buy. This feeling is shared by everyone at Durpetti & Associates. Nothing less is acceptable!"

*Jay Kirchmaier  
Regional Manager  
Detroit Office*

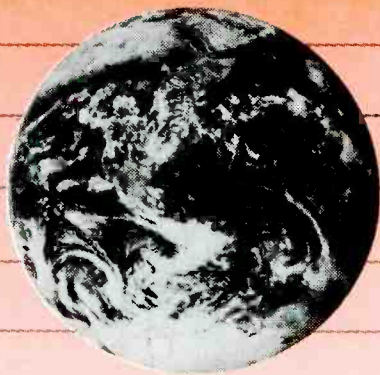


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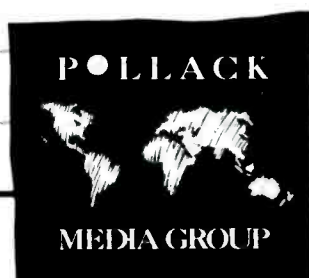
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## OVERVIEW

## MANAGEMENT

## ROAD-HOUSE BLUES?

## Study Shows US Drive Time Increasing

We spend more time traveling today than we did ten years ago, according to data recently extracted from a 1985 University Of Maryland survey of how Americans spend their time. Longer commutes to work, more driving to restaurants, and more travel to leisure pursuits add up to more time on the road — and more time listening to the car radio.

Overall, women spend almost nine hours and men spend nearly 11 hours a week traveling. (The study defines traveling as an activity that takes a person from one

location to another.)

About 80% of all travel is done by car, with the remaining 20% being split almost evenly among walking, mass transit, and other vehicles.

In general, the study found that people travel less as they get older. Those aged 65 and older spend only 6-7 hours a week traveling, compared with almost twice that much by people aged 18-25.

Furthermore, employed people travel more than those who don't work, and average travel time also increases with education and income.

## Average Exec Faces Six-Month Job Search

## Women Find Work Faster, But Get Paid Less

Executives looking for work may have to search a little longer this year than in 1988 — but when they finally land a

job, chances are they'll be making more money.

According to a recent Drake Beam Morin survey of 1500 clients looking for work, the average time to find a new executive job rose from 5.1 months in 1988 to 5.9 months this year. Total compensation also rose, however, from \$75,978 last year to \$82,440 in '89 — a 9% increase.

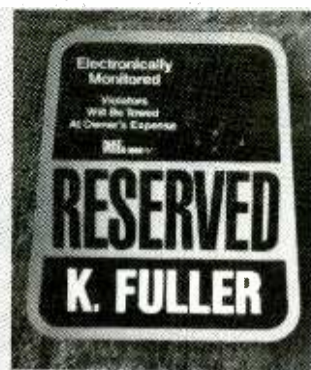
Although women managers tended to find jobs faster than men (5.2 months vs. six months), they were way behind in pay. Women's total compensation in new jobs was 26% lower than men's — \$63,339 vs. \$86,134.

Maybe it really is who you know — 64% of the managers surveyed said they got a new job through a personal contact. Another 12% claimed they found positions through a search firm, while 11% said they answered an ad.

## Promote Yourself Like A Pal

Next time you have a job interview, pretend you're recommending a good friend instead of talking about yourself. You'll do a better job of promoting yourself, says Challenger, Gray & Christmas President James E. Challenger.

According to a recent study by the Chicago-based company, 60% of the people interviewing for jobs don't get them because they fail to see their accomplishments.



## SIGN O' THE TIMES

## Alarm Protects Executive Parking Spaces

What do you get the radio 'n' record mogul who has everything ... including unwanted trespassers in his executive parking space? Try the "Executive's Private Parking Space Guard" — a cordless detection device that not only unleashes up to 120 decibels of discouraging siren, but also warns off would-be violators with a prerecorded verbal warning.

The alarm uses ultrasonic sound waves to patrol a central 5 x 5-foot area of any given parking space, and sounds off the moment it detects intruders. The device shuts off after two minutes and will not detect other cars parked nearby.

Furthermore, the battery-driven guard comes with a lettering kit to spell out the owner's name and is equipped with a small remote control that can be operated from up to 20 feet away.

List priced at \$190 (\$45 extra for a pavement mount kit), the Parking Space Guard is available from Chicago-based Hammacher Schlemmer & Co. For further info, phone the firm at (800) 543-3366.

## Edens Plan Makes Work A Rewarding Experience

Radio group owners Edens Broadcasting recently introduced a customer service recognition program designed to periodically reward employees who provide outstanding service to listeners and advertisers at the group's various stations.

Everyone connected with the company (including parttime employees) is eligible to win the quarterly and annual awards. Recipients — who receive plaques, prize money, and vacation getaways — are nominated by fellow employees and selected by the GMs at the respective group outlets.

Edens Broadcasting stations include WRBQ-AM & FM/St. Petersburg-Tampa, WRVA & WRVQ/Richmond, WWDE/Norfolk, KOY-AM & FM/Phoenix, and KKLQ-AM & FM/San Diego.

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John Parikhal

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Joint Communications Corporation



Media Strategists  
P.O. Box 70128  
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30007-0128

## DATELINE

● September 13-16 — Radio '89 Convention sponsored by the NAB. New Orleans Convention Center. New Orleans, LA.

● September 13-16 — RTNDA Annual Convention. Kansas City Convention Center. Kansas City, MO.

● September 17 — Emmy Awards. Pasadena Civic Auditorium, Pasadena, CA.

● September 21-23 — Foundations Forum '89. Sheraton Universal Hotel. Universal City, CA.

● September 23 — Associated Press Broadcasters annual national awards banquet. Hyatt Regency Hotel. Denver, CO.

● October 5-8 — Society of Broadcast Engineers fourth annual national convention. Allis Plaza. Kansas City, MO.

● October 9 — CMA Awards Show. Grand Ole Opry House. Nashville, TN.

● October 17-18 — Broadcast Credit Association's 22nd Credit & Collection Seminar. Scottsdale Hilton. Scottsdale, AZ.

● October 19 — 1989 Technical Excellence & Creativity Awards. Manhattan Center Studios. New York, NY.

● October 25 — John Bayliss Foundation Dinner. Plaza Hotel. New York, NY.

● October 26-28 — Ninth Annual CMJ Music Marathon Convention. Vista Hotel. New York, NY.

● October 29-November 2 — Radio In The 1990s conference. Washington Sheraton. Washington, DC.

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MOVIE TIME RADIO keeps your listeners up-to-date.



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Stars in "Dangerous Liaisons" and "Tequila Sunrise."  
MOVIE TIME RADIO offers listeners the chance to win big.



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MOVIE TIME RADIO is the soundtrack of Hollywood.

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MOVIE TIME is radio with sizzle—weekly star-studded music-intensive programs...celebrities on your air with your listeners and DJ's...daily trivia contests that guarantee tune-in and hot phones... your own Hollywood prize closet filled with dynamite prizes...major movie promo-

tions... tie-ins for local sales opportunities...your very own Hollywood CD production library that grows bigger every week...and so much more.

Plus MOVIE TIME gives you the most comprehensive national and local promotional support ever offered by any syndicated series— your call letters will be advertised on cable TV and in national magazines and local theaters.

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*Jon Sargent Productions*



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Stars, as only an artist-to-artist conversation among friends can. "Rock Stars"—the original and still the best *music-and-rock-talk-on-radio*, just got better! Coming in October, the John Sebastian interview of **Joe Cocker**—only on "Rock Stars!"

## ROCK STARS



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**ARBITRON**

# SALES STRATEGY

## Retail Advertising And Marketing In The '90s

Taking Advantage Of The Trend Toward 'Anti-Advertising'

By Chris Beck

**R**etailers all over the country are facing a multitude of challenges in the next decade. As a salesperson, your understanding of these challenges and tomorrow's marketing/advertising cultures is critical to positioning radio as retailers' medium of choice. If you know your clients' needs, you can translate that knowledge into dollars.

The most widespread change in the world of retail is increasing fragmentation in virtually every category. In addition to this fragmentation, nearly every major retail category is flat: there are no new trends, technologies, or products on the horizon to serve as the catalysts that traditionally spark consumer interest.

As a result of these changes, retailers are going to be forced into one of two options in order to boost sales: either promote to new, potentially profitable groups of consumers (see this week's second Sales Strategy column, Page 32), or steal business from competitors. To do the latter in a world of increasingly sophisticated consumers requires far more than lower price points and gimmicks.

Companies with very different consumer bases using a similar nontraditional advertising/mar-

**"Nearly every major retail category is flat: there are no new trends, technologies, or products on the horizon to serve as the catalysts that traditionally spark consumer interest."**

keting approach are Wal-Mart and Nordstrom. These respected retailers have opted to provide more service than their competition in the hopes of creating consumer loyalty and encouraging more frequent visits — hallmarks of a new phenomenon called "anti-advertising."

### Anti-Advertising

Retailers at all levels are buzzing with the word anti-advertising — it promises to be the main ingredient in much of early '90s advertising strategy. The name itself aptly differentiates this new approach from traditional advertising, which consistently relies on loss leaders, bait-and-switch tactics, and other gimmicks.

The three primary components of anti-advertising are:

- **Recruitment:** The upgrading of retail sales staff quality, training, and sophistication.

- **Quality/Economy:** Quality products consistently sold at competitive prices.

- **Service:** Consistently friendly service and unique customer service hooks.

If these components remind you of Sears's recent moves, you're on target. The retail giant's reorganization to better compete with Wal-Mart's success and expansion is a microcosm of the retail evolution.

**"Retailers are going to be forced into one of two options in order to boost sales: either promote to new, potentially profitable groups of consumers, or steal business from competitors."**

Wal-Mart's own utilization of quality products at everyday low prices, people-greeters at the door, and a friendly, helpful service staff also epitomizes the trend.

Anti-advertising isn't limited to mass merchandisers. It's becoming widespread among a multitude of categories.

The automotive industry, fed up with limited-time pricing, carnival-atmosphere remotes, and test-drive giveaways that don't work, is exploring new options. Other categories include the banking and finance industries, which are like retail stores in that they have a variety of departments and products to sell.

### Capitalizing On Anti-Advertising

Now that you're hip to anti-advertising, the first step to capitalizing on that knowledge is engaging in discussions with clients to explore how you can make it work for them. Such discussions are natural and logical at the start of a new decade, when businesses traditionally reevaluate their priorities and strategies.

Because anti-advertising is going

## Cultivating Consumer Loyalty

**I**nstead of advertising via traditional approaches, many retailers are cultivating consumer loyalty and incremental sales through a heightened emphasis on services. The following successful retail promotion options can serve as a catalyst in discussions with your accounts and help you generate revenue.

- **Personal shoppers.** Many retailers are offering this service, available either by appointment or by visiting a special area of the store. Personal shoppers help consumers coordinate an entire wardrobe, guiding them from department to department so they don't have to approach a new salesperson for each item.

- **Home delivery.** This is a great way to reinforce consumer loyalty. Dry cleaners, grocery stores, and drug stores are offering this service, and some will deliver to a customer's office as well.

- **Extended hours.** Banks, mass merchandising retailers, and pharmacies are just a few of the categories that have extended their hours to stay open when their competitors aren't, attracting nontraditional customers.

- **Extensive return privileges.** More and more retailers have expanded these privileges to include products that were actually purchased at competing stores. Some outlets will even accept items they don't sell, and take them as trade-ins on their products. Extending return privileges to encompass twice that offered by the manufacturer — or for the life of the product — is also not unusual. A pet store chain has taken this idea to the ultimate degree, giving customers a return privilege on pets that die.

- **Valet parking/parking lot shuttles.** Stores are cultivating impulse purchases using this method. Consumers are delivered directly to retailers' doors, either via valet parking or a parking lot shuttle that picks up people at their cars.

- **Gifts with purchase.** Cosmetics companies pioneered this approach, and many retailers are picking up on it, offering a variety of gifts with purchases.

to play an important role in your accounts' strategies, you must be able to position radio as the key anti-advertising tool. Radio is a natural for anti-advertising, particularly when it comes to recruitment, an area in which radio has been proven effective again and again.

The aforementioned traditional advertising approaches — loss leaders, bait-and-switch tactics, and gimmicky sales — are newspapers' primary province.

As anti-advertising ascends, such old-style approaches will be

deemphasized in favor of creating a franchise with consumers. In other words, retailers will want to be known for offering brand name, quality products every day. Radio boasts an exceptional ability to help create this franchise, as well as to promote a variety of specialized services and consumer guarantees/endorsements.

Need some ideas to propose to your clients? Check out the accompanying sidebar for a look at leading anti-advertising tactics that are already being employed effectively by aggressive retailers.

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# SALES STRATEGY

## Leading Advertisers To Nontraditional Waters

New Business Strategies For The Next Decade

By Chris Beck

**W**ith a new decade just a few months away, retailers are reevaluating their advertising and marketing strategies. For some businesses, that may mean a few minor adjustments. For others, it can mean a reorganization — which includes taking a close look at industry trends, targeting fresh markets, and experimenting with new advertising mediums.

You can win new accounts by learning how successful, forward-thinking companies are venturing into nontraditional target markets. You'll be better able to discuss specific options with potential advertisers if you present them with success stories about how other companies have tapped new markets — especially if you show them how your station can help them do just that.

The targeted nature of radio and its relatively cost-effective advertising rates make the medium a perfect way for clients to test the nontraditional waters.

Another positioning benefit is

that advertisers won't have to worry about confusing their traditional customers, and can conduct an "experiment" without affecting that market.

### Discovering The Trends

You don't need an MBA in demographic research or an extensive library of trade publications to keep abreast of the trends in new business cultivation. You'll find good sources readily available at your station: *USA Today*, the *Wall Street Journal's* marketing column, *Business Week's* marketing section, and ahem, *R&R's* own

Some people still reach for the newspaper when they're looking for a job...



**Z100 expands and reaches your job-prospect-pool efficiently, with greater frequency...**

- Z100 reaches over 2.5 million people weekly.
- Z100 covers the employment spectrum... reaching 25-44 executive, administrative and managerial candidates within the prime 25-54 year old demographic... and also the 16-24 year old searching for fast food, clerical, clerk or cashier positions.

**CLASSIFIED INFORMATION — Z100 (WHTZ)/NY's sophisticated direct mail campaigns ensure that word of the station's accomplishments and opportunities crosses buyers' desks every two weeks, keeping Z100 high in top-of-the-mind awareness. Pictured above is an excerpt from a recent recruitment mailer.**

## Fishing For New Markets

Here's how industries are hooking new customers by tapping nontraditional demos and consumer bases:

- **Auto Manufacturers:** Car makers and dealers are targeting women, who account for nearly half of car purchases and represent a potentially profitable market that has eluded service departments. College students are another target market for this industry — many manufacturers offer new car incentives to those who have recently received a college degree.

- **Mass Merchandisers:** Mass market retailers are leaning toward men for clothing and accessory purchases, and directing their attention away from women.

- **Hardware Manufacturers:** This industry is counting on the 18-34 market — one that has become extremely profitable thanks to the soaring number of first-time home buyers and apartment dwellers — as a new revenue source. One reason for this switch to a younger demo is that many older adults have enough discretionary income to pay subcontractors to do their work for them.

- **Convenience Stores:** Women between the ages of 18 and 49 — representing a high percentage of outside salespeople — is the latest target market for convenience outlets, which are catering to this attractive demo by adding mini-deli's and items such as pantyhose.

- **Grocery Stores:** Chains are finding men to be a profitable market, owing to the large number of single and divorced males as well as the increasing percentage of married guys who do most of the cooking in their households.

- **Credit Card Companies:** Stations with traditional older adult skews have cultivated new card members from those older adults with high levels of discretionary income. Now, virtually all credit card companies have programs targeting college students.

## RADIO EXPENDITURE REPORTS INC.

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LIMA MALL/FEB. 19,20,21



**LITE WEIGHT CHAMP** — Among the items in the arsenal of Lite 105 (WLSR)/Lima, OH is a videotape documenting the station's promotions, including its "Lite Diet" campaign. Participants receive an in-store point-of-purchase brochure (pictured) containing diet tips, menus, and a listing of area restaurants that serve light meals.

Overview section are good places to start.

The most effective research, however, comes from existing or potential clients. One question — "Has your industry recently identified any potentially profitable new consumer markets?" — may be all your salespeople need to gather valuable info. It may even land some valuable advertisers, too.

**Chris Beck** is President of **Chris Beck Communications**, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594-5030, or by phone at (818) 594-0851, or write him at 22900 Ventura Blvd., Suite #340, Woodland Hills, CA 91364.

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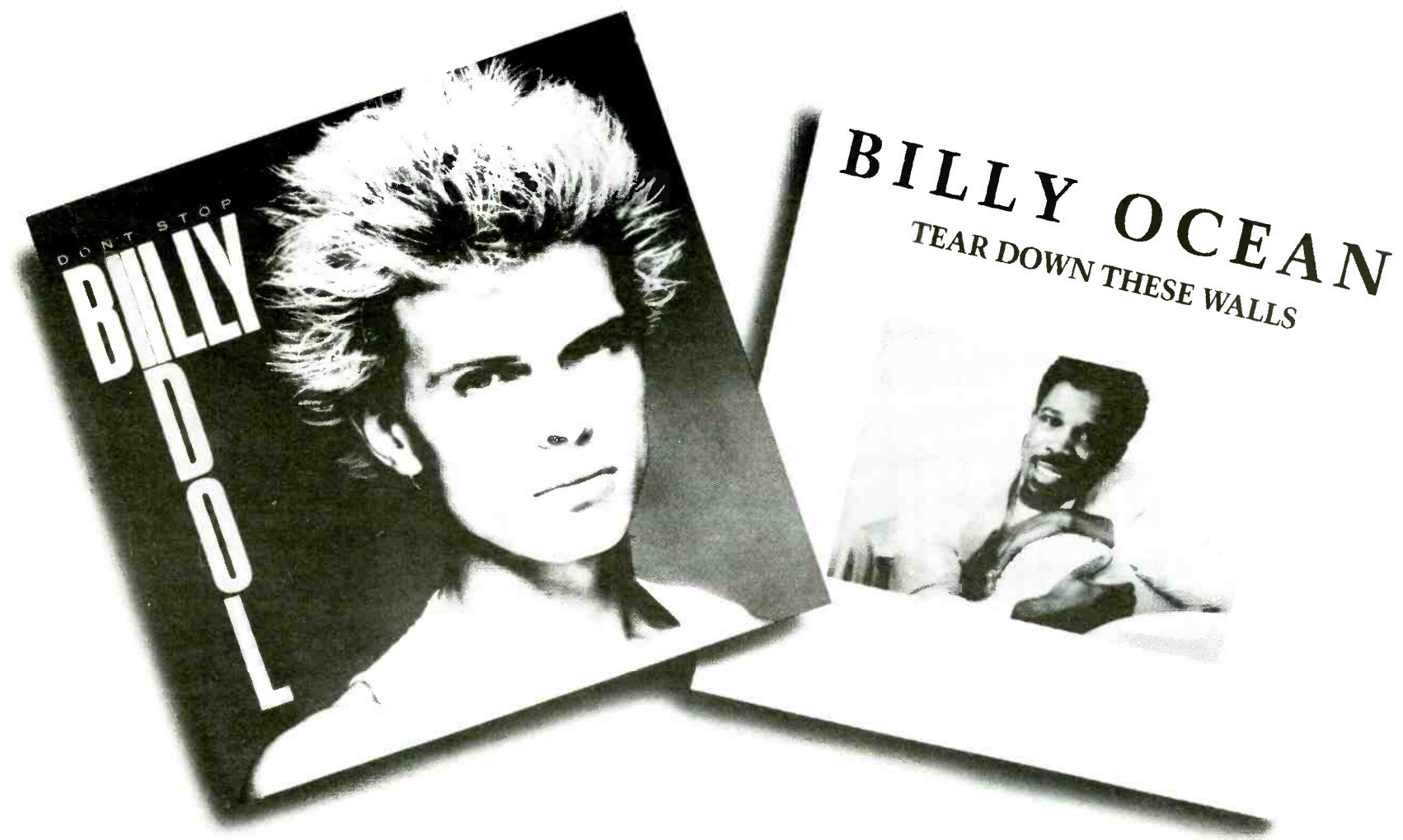
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Conventional auditorium music tests don't tell you which songs play well together. Which is why the wrong mix of your listeners' tested "favorites" can strike the wrong chord. Even send those same listeners packing.

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## Tina Pitches Plymouths

**B**umping 14-year veteran pitchman Ricardo Montalban and relative newcomer James Earl Jones, Tina Turner is about to become the latest on-camera spokesperson for Chrysler Motors' Plymouth-brand automobiles.

The Capitol recording artist has inked a deal to promote the automaker's 1990 Acclaim, Laser, Sundance, and Voyager models in national TV commercials set to debut early next month.

The leggy singer/dancer/actress — who appeared in some California-only automobile spots earlier this year — will introduce Plymouth's new theme: "From Plymouth. That's right, Plymouth." Incidentally, company Chairman Lee Iacocca will retain his role as the company's other on-camera pitchperson.



**AUTO EROTICISM** — Tina Turner, Plymouth's latest movin' pitcher.

## VIDEO

## NEW THIS WEEK

● **RED HOT SKATE ROCK** (Twin Tower Enterprises)

Top skateboarders do their dudical thang to the funk/punk phi slamma jamma of EMI recording artists the **Red Hot Chili Peppers** in this half-hour video, in which the Pep boys perform nine of their most-beloved tunes, including "Fight Like A Brave," "Mommy, Where's Daddy," and "Catholic School Girls Rule." (Street date: 9/15.)

● **DEF LEPPARD LIVE: IN THE ROUND — IN YOUR FACE** (PolyGram Home Video)

This latest video effort from the rockin' **Mercury** quintet was shot live at Denver and Atlanta concerts last year. It's 90 minutes long and contains 14 tunes — including such mega-hits as "Hysteria," "Bringin' On The Heartbreak," "Armageddon It," "Animal," "Pour Some Sugar On Me," "Rock Of Ages," and "Photograph." (9/19.)

● **ROSANNE CASH: RETROSPECTIVE** (CMV Enterprises)

Cashing in on Rosanne's "Hits" LP, this hourlong videoclip compilation opens with a never-before-seen live performance of "Seven-Year Ache." The other eight songs — interspersed with visuals and voiceovers of the **Columbia** recording artist's personal mementoes — range from "Blue Moon With Heartache," "I Wonder," "I Don't Know Why You Don't Want Me," and "Second To No One" to "The Way We Make A Broken Heart," "Tennessee Flat Top Box," "Runaway Train," and "It's Such A Small World" — the last of which, of course, is performed as a duet with her husband and fellow Columbia recording artist, **Rodney Crowell**. (9/19.)



**TWEETER & WOOFER** — Rosanne Cash (l) and Luther Vandross avoid the birdie.

● **LUTHER VANDROSS LIVE AT WEMBLEY** (CMV Enterprises)

The release of this 90-minute concert video, shot at London's Wembley Arena, is timed to coincide with next month's release of the **Epic** recording artist's "Greatest Hits" LP. The video collection's 11 selections span the length of the former session singer's solo career, and include such substantial crossover hits as "Never Too Much," "Any Love," "Come Back," "Love Won't Let Me Wait," "Give Me The Reason," "Searching," "For You To Love," "Superstar," "A House Is Not A Home," "She Won't Talk To Me," and "Stop To Love." (9/19.)

## TELEVISION

TOP TEN SHOWS  
SEPTEMBER 4-10

- 1 *Cheers*
- 2 *The Cosby Show*
- 3 *Roseanne*
- 4 *Golden Girls*
- 5 *Dear John*
- 6 *Empty Nest*
- 7 *A Different World*
- 8 *Wonder Years*
- 9 *CBS Sunday Movie*  
("Paradise")
- 10 *60 Minutes*

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

## Totally Tubular

● **NBC's** wildly eclectic, weekly 60-minute musical showcase, "Sunday Night," returns for its second season this week (Monday, 9/18, 12:15am). Joining host/sax fiend **David Sanborn** for the premiere will be singin' siblings the **Roches**, Zoo York punk/jazz crambo the **Lounge Lizards**, and veteran blues/soulman **Little Milton Campbell**.

## Friday, 9/15

● **"Don Williams Live From Tucson,"** (TNN, 8pm EDT/11pm PDT). Along with many classic hits by the country artist, this hourlong special also features **Baillie & The Boys** and **Doc Watson**.

● **Warrant**, "The Arsenio Hall Show" (syndicated; check local listings for station and air time).

## Saturday, 9/16

● **Lyle Lovett**, "Late Night With David Letterman" (NBC, 12:30am).

● **Stephanie Mills** and **Stacey Q**, "Byron Allen" (ABC, 11:30pm).

## Monday, 9/18

● **Joni Mitchell**, "The Ghost Of Faffner Hall" (HBO, 8pm).

● **Jefferson Airplane**, "Arsenio Hall."

● **Kevin Paige**, "The Pat Sajak Show" (CBS, 11:30pm).

● **George Benson**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

## Tuesday, 9/19

● **Barbara Mandrell**, "Pat Sajak."

● **Tom Jones**, "Johnny Carson."

## Wednesday, 9/20

● **Graces**, "Arsenio Hall."

● **Fabulous Thunderbirds**, "Pat Sajak."

● **Michael Bolton**, "Johnny Carson."

## Thursday, 9/21

● **Wayne Newton**, "Pat Sajak."

## ZINE SCENE

## Michael's Monkey Business Makes Scents!

It's like an orangutan in a bottle! This week's *Star* reports that "inspired by the success of **Liz Taylor's** 'Passion' perfume," animal-loving superstar **Michael Jackson** recently invited a French fragrance expert to his ranch and commissioned a special scent for **Bubbles**, his pet chimp!

If the *eau de chimp* works out, Michael may market the primate perfume as a pet cologne. (Gee, and we thought **Bubbles** already had his own special scent...)

## LaToya's Tattle-Tale On Hold

Meanwhile, **LaToya Jackson's** \$500,000 tell-all autobiography apparently tells so little that its publisher has put the deal on hold, pending a rewrite.

The lovely 'n' talented Jackson's manager is quoted in *People* as saying, "LaToya's going to spill the beans on everything from Michael's having his nose fixed seven times, not two, to the mother's facelift!"

## Boss Wants Julianne Back!

Streetwise rocker **Bruce Springsteen** is so heartbroken over his recent divorce from model-slash-actress **Julianne Phillips** that he went to see her with roses in hand on what would've been their fourth anniversary!

Unfortunately, the *Globe* reports that the former Mrs. Boss had other plans for the evening, so the reunion was short-lived. The *Globe* quotes "an old pal of Julianne" as saying, "I don't think Bruce has a chance in hell of getting her back."

## Cher: Corrupter Of Youth?

Is playing rhythm guitar in your half-naked mom's video harmful to your mental health?

According to Beverly Hills psychiatrist Dr. **Carole Lieberman**, quoted in the same issue of the *Star* that pictures 13-year-old **Elijah**



**SWEET SMELL EAU SUCCESS** — Michael Jackson wakes up and smells the monkey.

**Blue (Allman)** swigging Evian water backstage in all his ripped-jean glory, "it could affect the way he relates to women."

## Madonnawatch

● **Warren Beatty** breaks up a catfight between current flame **Madonna** and a woman who threw a drink in **La Bella Donna's** face when the **Prima Madonna** supposedly pushed the "celebrity hairdresser" out of the way on the dance floor of a Beverly Hills nitespot. (*National Examiner*).

● **Madonna's** 31st birthday bash was ruined when she caught **Warren Beatty** flirting with a bevy of young beauties. "How could you do this to me in front of all my friends," she's said to have screamed.

Later, when bachelor Beatty told her that he was thinking of making a sequel to "Heaven Can Wait" — which would reunite him with old flame **Julie Christie** — Madonna's response was to dump a plate of spaghetti in his lap and storm out of the posh Beverly Hills restaurant. (*Globe*).

● Apparently the two lovebirds have patched everything up, as 52-year-old Beatty goes jogging with his galpal every day. According to the *National Enquirer*, Warren rides alongside Lady Madonna in his Mercedes!

## Parton, Van Shelton Slated To Sing At CMA Awards

**T**he Country Music Association has announced that **Dolly Parton** and **Ricky Van Shelton** will perform on the 23rd annual "CMA Awards Show," set to air October 9.

Parton and Van Shelton will join hosts **Anne Murray** and **Kenny**

Rogers for the two-hour event, broadcast live from Nashville's Grand Ole Opry House on CBS-TV (9pm EDT/6pm PDT).

The radio version of the event will be simulcast in stereo via satellite by the **Mutual Broadcasting System**.



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# MEDIA

## Say It Ain't So, Brando

**M**arlon Brando wrapped production on the Canadian comedy "The Freshman" with an announcement of his retirement. The unconventional living legend called the movie "a stinker" in Toronto's *Globe & Mail*, and said the Tri-Star release will be "a flop, but after this I'm retiring."

The announcement came as a surprise to his publicists and (no doubt) to David Lean — who's scheduled to begin shooting Joseph Conrad's "Nostramo" with Brando in Mexico this January. (Brando has since issued an official apology for his remarks/retirement announcement, crediting "trying personal times" for his impertinence.)



### Batwatch

Despite the rumors, no deals have been firmed yet for anybody on the "Batman" sequel. Warner Bros. sources have admitted they'd love to get everybody responsible for the first flick. Gee, wonder why...

By the way, if you've been living in your own personal Batcave for the last several months, the biggest box office movie of the year now has a home video street date: November 15.

### It's A Family Affair

Producer/director Richard Donner — currently chilling out in Alaska to recover from "Lethal Weapon II" and his "Tales From The Crypt" series for HBO — will follow up with "Shifter" at Warner Bros. The comedy thriller about an evil shape-shifter and his crack-brained nemesis was penned by Richard Matheson ("The Incredible Shrinking Man," "Twilight Zone") and his son Richard Christian Matheson ("Three O' Clock High").

The father/son team also wrote Tri-Star's major fall release for director Bob Clark, "Loose Cannons," starring Dan Aykroyd and Gene Hackman. Richard's other son, Chris, wrote "Bill And Ted's Excellent Adventure" with his partner, Ed Solomon, and is working on a sequel to that Costello-and-Costello movie for Orion.

### Postcards From Paradise

Production is under way on Carrie Fisher's screenplay of her hit book, *Postcards From The Edge*. Meryl Streep, Shirley MacLaine, and Dennis Quaid will star for director Mike Nichols.

Mick Garris's screenwriting credits include "batteries not included" and "The Fly II." As a writer/director, his resume lists episodes of "Amazing Stories," "The Disney Sunday Movie," and that timeless classic, "Critters II."

### Monster Man Vs. Man-Made Monsters

Speaking of larger-than-lifese characters, Arnold Schwarzenegger and director Paul Verhoeven have returned to L.A. from a troubled and protracted shoot at Mexico City's Churabusco Studios to complete special effects for their science-fiction epic, "Total Recall."

The movie has been in "active development" for ten years — including an earlier two-and-a-half-year stint with producer Dino DeLaurentiis and director David Cronenberg.

Overbudgeted at a rumored \$60 million, the futuristic saga pits Mr. Maria Shriver against a slew of bizarre creatures created by FX whiz Rob Bottin, who designed such masterful monsters as Verhoeven's RoboCop and John Carpenter's version of The Thing.

Inherent FX foul-ups combined with Mexico's notorious electrical current inconsistencies may have contributed to the delay, however — seems the sophisticated creatures constantly went spastic at the most inopportune moments.

### RoboCop Redeaux

Speaking of "RoboCop," the sequel reuniting cast members Peter Weller and Nancy Allen and producer Jon Davison is currently in production down in Texas.

Although the ubiquitous Rob Bottin is doing much of the F/X work, Chris Walas — who created the gremlins in the movie of the same name and turned Jeff Goldblum into "The Fly" — has been brought in to provide a heapin' helpin' of the gooshy stuff.

Director is New Sequel King Irv ("Empire Strikes Back," "Return Of A Man Called Horse," and the born-again Sean Connery/James Bond caper, "Never Say Never Again") Kershner.

## START DATE: 1990

### Nintendo Sets National Computer Games Network

**C**omputer games titan Nintendo Of America Inc. is planning to introduce a nationwide network system capable of linking electronic games players from various cities via telephone by the middle of next year.

Although initially centered around computer games, the system — which uses modems to convert

information into transmittable data — could be developed to provide users with financial services and other information, according to reports in the *Wall Street Journal*. Nintendo Co., the company's Japanese parent, already has a similar system of diversified services in Japan.

Nintendo claims to control 80%

of the estimated \$2.4 billion annual US videogame market, and is predicting industrywide sales to climb to \$3.4 billion by year's end. (The company estimates its own profits will rise from \$1.7 billion in 1988 to \$2.6 billion in 1989.) Ironically, analysts say that industrywide video game sales will drop anywhere from 5% to 15% in 1990.

### 'Grand Slam' Baseball Video Belts Out Soundtrack LP Big League Parks Provided Promo Clips

**T**he soundtrack to VidAmerica's "Grand Slam" home video — a rapidly edited package of historic baseball clips featuring some of the game's greats — has been released on Grudge Records with an added sporting twist.

In addition to servicing radio with the lead-off single (Little Richard's rockin' rendition of title track), the label has supplied three



AWOPBOPALOOBOPALOPGRAND SLAM! — Little Richard, rock 'n' roll, baseball, and Mom's apple pie.

different music video clips of the complete tune — as well as a 60-second and a "seventh inning stretch" version — to all the major league ball parks across the nation for showing on "diamond vision" screens during actual baseball games.

Along with the aforementioned Little Richard song, the video's newly released soundtrack LP sports contributions from Roberta Flack, Isaac Hayes, Linda Williams, Bill Conti, and Ashford & Simpson.

## FILMS

### WEEKEND BOX OFFICE SEPTEMBER 8-10

1 <b>Uncle Buck</b> (Universal)	\$4.5
2 <b>Parenthood</b> (Universal)	\$4.4
3 <b>Kickboxer</b> (Cannon)*	\$4.1
4 <b>When Harry Met Sally...</b> (Columbia)	\$3.1
5 <b>The Abyss</b> (20th Century Fox)	\$2.8
6 <b>Lethal Weapon II</b> (Warner Bros.)	\$2.6
7 <b>Sex, Lies, And Videotape</b> (Miramax)	\$2.13
8 <b>Turner &amp; Hooch</b> (Buena Vista)	\$2.12
9 <b>Batman</b> (Warner Bros.)	\$1.8
10 <b>Relentless</b> (New Line)	\$1.3

All figures in millions  
\*First Week In Release

Source: Exhibitor Relations Co.

### COMING ATTRACTIONS:

This week's openers include "Sea Of Love," starring Al Pacino as a NYC undercover cop investigating a string of serial killings in which the murderer leaves behind a 45rpm copy of the old Phil Phillips & The Twilights tune that provides the title. No soundtrack scheduled, but Tom Waits contributes a remake of the vintage smoocher over the film's end credits.

## MUSIC & MOVIES

### CURRENT

- **PARENTHOOD (Reprise)**  
Single: I Love To See You Smile/Randy Newman
- **WHEN HARRY MET SALLY... (Columbia)**  
Single: It Had To Be You/Harry Connick Jr.
- **LETHAL WEAPON II (WB)**  
Singles: Still Cruisin'/Beach Boys (Capitol)  
Cheer Down/George Harrison  
Knockin' On Heaven's Door/Randy Crawford
- **BATMAN (WB)**  
Single: Partyman/Prince
- **A NIGHTMARE ON ELM STREET 5: THE DREAM CHILD (Jive/RCA)**  
Singles: Any Way I Gotta Swing It/Whodini  
Heaven In The Back Seat/Romeo's Daughter  
Featured Artists: Bruce Dickinson, Samantha Fox, Doctor Ice
- **GHOSTBUSTERS II (MCA)**  
Singles: On Our Own/Bobby Brown  
Spirit/Doug E. Fresh  
Other Featured Artists: New Edition, Elton John, Glenn Frey
- **DO THE RIGHT THING (Motown)**  
Singles: My Fantasy/Teddy Riley f/Guy  
Feels So Good/Perri  
Other Featured Artists: Public Enemy, Take 6, Al Jarreau
- **RUDE AWAKENING (Elektra)**  
Singles: Rude Awakening/Bill Medley  
Revolution/Mike + Mechanics  
Other Featured Artists: Kim Carnes, Georgia Satellites
- **LICENCE TO KILL (MCA)**  
Single: If You Asked Me To/Patti LaBelle  
Other Featured Artists: Gladys Knight, Ivory, Michael Kamen

### UPCOMING

- **TRUE LOVE (RCA)**  
Featured Artists: Grayson Hugh & Betty Wright, Eurythmics
- **HOMEBOY (Virgin)**  
Featured Artists: Eric Clapton, Brakes, Magic Sam

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# THE PROFESSIONAL CD PLAYER FOR THE PROFESSIONAL CD PLAYER.

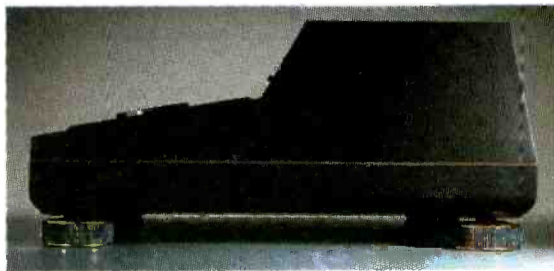
Like all professional CD players, the new Technics SL-P1300 is technologically advanced.

But you don't have to be a technical genius to operate it.

In fact, even if you haven't spent years in the studio, it will only take you a few minutes to figure it out.

You see, the SL-P1300 is ergonomically designed to give you greater control over playback than you've ever had before.

Perhaps that's because it's built like a recording console. Which means the disc well and all the other controls are right at your fingertips.



First, the control panel features a long stroke sliding pitch control. It's continuously variable with a range of  $\pm 8\%$ . In addition, it lets you restore quartz lock accuracy at the touch of a button.

There's also our two-speed search dial with audible pause. Which makes finding your in point extremely easy.

Our professional CD player has other features professionals enjoy working with. Like one-touch memorization by time code, A-B repeat, and our exclusive rocker control search buttons. It's the digital equivalent of dragging your

finger on the edge of a record.

A great deal of thinking also went into things like our balanced outputs (10 dBm nominal into 600 ohms). There's even a port for a wired remote. And separate power supplies for digital and analog circuits. Given this, it's not surprising that its S/N ratio is 112 dB.

If you're a professional CD player, chances are you're ready to hear what our professional CD player can do.

Call your Technics representative. You'll find that our pro CD player isn't the only thing from Technics that's a pleasure to work with.

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# TECHNOLOGY

## Stereo Earbuds Hit Musical Highs



**W**anna get your hands on some buds that really smoke? Try "Phones 2 Go" — earbud-shaped stereophones that offer America's active music lovers a new hook.

Unlike conventional earplug phones (which are held tightly in place by pressure and friction) these sporty buds rely on hooks to position their larger and higher quality speakers snugly over the ear.

Available from Stow, OH-based Audio Technica US Inc., Phones 2 Go are list priced at \$25. For more info, phone the firm at (216) 686-2600.

## Laserless Laser-Printer On Horizon

**T**he next laser printer you buy for your computer may actually be laserless. The Pittsburgh, PA-based Westinghouse Electric Corp. is currently developing a printer that uses a "thin-film electroluminescent edge emitter."

While that phrase might not slide off the tongue as easily as "laser

printer," this new unit is capable of printing at much higher resolutions. It's also smaller and less trouble-prone than lasers because it has no mirrors or other moving parts.

The "laserless" laser printer, which uses a solid-state device made of zinc sulfide, is expected to be available next year.

## Software Stops Junk Fax

**I**f you're tired of "junk fax" cluttering your station's fax machine, help could be on the way. Pitney Bowes Inc. is working on a software option that will let one of its models ignore unwanted callers — only senders whose numbers have been punched in will be

able to get through.

The feature will cost \$150 with the purchase of the firm's \$2500 fax machine, \$250 if it's added later. Sharp Corp. is exploring a similar option for its machines. Could these "electronic padlocks" make legal bans on junk fax moot?



## Delta Debuts Stereo Noise Generator

**T**he above-pictured "Stereo Noise Generator," recently introduced by Delta Electronics, offers radio engineers a new way to test studio equipment, audio processors, or stereo exciters.

The "SNG-1" model utilizes two independent noise generators. An external gate feature permits control of left and right channel noise, and the unit's front-panel jacks allow for easy patch bay connection.

Suggested retail price of the SNG-1 is \$495. For more info, call the Alexandria, VA-based company at (703) 354-3350.



## Broadcast Disc Cart Player-Recorder Arrives

**C**laiming to improve upon the standard (but often fragile) audiotape cartridges of old, the "Series 9 Ferrograph Model 9500" digital broadcast recording and playback system enables radio programmers to store their on-air libraries on magnetic discs.

Available from the NYC-based Gotham Audio Corp., the high-tech machines use a patented CSX audio technique to record direct-to-disc via analog balanced inputs.

Each disc holds up to 7.5 minutes of broadcast-quality audio (in stereo), and can even accommodate up to 18 minutes of recorded music or spots on a limited bandwidth.

### 5000 Plays Possible

Individual discs can be played — at an 88 dB signal-to-noise ratio — more than 5000 times each with no loss in sound quality.

The Model 9500, which features the "Model 9200 Reproducer," can be controlled from push-buttons on the front panel or via remote control. Titles are displayed on LCD screens. For more info on the \$11,000 unit, call the company at (212) 765-3410.

## Electronic Products Catalog

**L**ooking for that perfect-fitting meter case? How about push-button, toggle, and rocker switches? You can find the complete dimensions, specifications, and descriptions for these — and more than 100,000 other products from some 240 electronics manufacturers — in the 1989 edition of the Newark Electronics catalog.

To get your free copy, call the Chicago-based company at (312) 784-5100.

## 650 GUNSHOT SOUNDS

### First Volume Of Effects Library Available

**"D**ynamic Range," the first volume of the "Sonic Boom" sound-effects collection by Anaheim, CA-based Dorsey Productions Inc., is cocked and loaded with more than 650 gun and weapon sounds to give your airshift that extra shot of

drama. Ranging from gunshots to ricochets, this first volume has been issued on DAT and optical disc, and should be available on compact disc shortly. For further information, call the company at (714) 535-3344.

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# TECHNOLOGY



## Portable Fax Machine Arrives

**M**anufactured by Woodside, NY-based Medbar, the International Transportable Facsimile System — also known as the "PortaFax 96" — enables on-the-go radio and record execs to send and receive important documents anywhere in the world.

Features include auto-answer, copy mode, and an internal 110/220 volt switchable power supply and telephone jack so the unit can be used in a variety of countries outside the US. The Portafax 96 weighs ten pounds, measures 12 x 11 x 3.5 inches, and uses thermal paper.

Suggested retail price: \$1495. For more information, call the company at (718) 335-0404.

## Latest Record Biz Software Available

**T**he latest version of the "Record Mogul," a personal computer software program, is designed to estimate the costs involved in producing, manufacturing, and marketing audio media.

The program also determines the income changes of the artist, producer, and others involved in a project based upon variables input by the user.

Now available from Arlington, VA-based Macaluso Music Company, the new Record Mogul is compatible with memory resident programs, has an operating system shell, and contains a user-defined help file.

The 3.0 version runs on IBM computers and compatibles, and is priced at \$795. A demonstration disk is available for \$10. For more info, call (703) 671-4551.



## CRL Unveils AM Stereo Sound Processor

**R**ecognizing the differences between AM and FM stereo technology, Tempe, AZ-based Circuit Research Labs Inc. has designed the "SMP-950 Tri-Band AM Stereo Matrix Processor" to provide AM broadcasters with the loudest and cleanest stereo signal possible.

The SMP-950 establishes a consistent audio level prior to limiting the signal, thereby eliminating "pumping" and other negative side-effects of excessive limiting. The unit also features a special circuit to enhance the listener's perception of stereo separation and a gated wideband compressor that accepts more than 20 dB of input range.

In addition, the SMP-950 is equipped to filter excessive clipping harmonics for maximum loudness. The unit is list-priced at \$2295. For more info, phone the firm at (800) 535-7648.

## New Interfaces Make Taping Cellular Phone Calls Easy

**T**ruly mobile executives who depend on cellular phones for business can turn to any

one of five new "Woodbury Cellular Interface" systems to help record conversations while keeping their eyes on the road and their hands upon the wheel.

## Link Fax With Laser Printer

**B**ringing the fax-computer relationship one step closer, the Dallas-based Hybrid Fax Inc. firm has recently developed a device that allows a laser printer to receive faxes.

Laser printers use regular paper, which produces much better copies than the thermal paper used in most fax machines. The two-inch-wide device can't send faxes, however — it can only receive them.

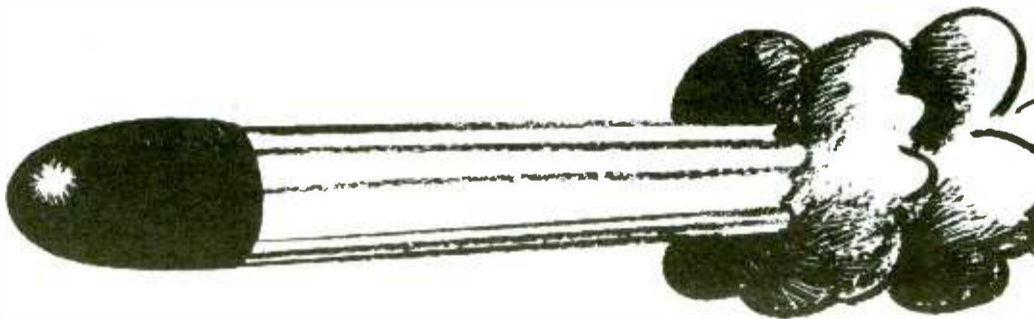
Hybrid's hookup is a relative bargain at \$1195, compared with the customary \$5000 (or more) price tag on a fax machine that features laser printer power.

The interfaces — which link microcassette recorders to your car's cellular phone — work on voice-activated and manual recorders. Furthermore, the gadgets balance the sound of captured conversations by boosting the audio levels of incoming calls and lowering the interviewer's volume.

Available from the Woodbury, NY-based Olympus Corp., the devices electronically block out extraneous car noises and do not interfere with normal operation of cellular phones. Plus, the interfaces are easy to install and are compatible with most models of in-car phones.

These electronic liaisons range in price from \$100 to \$119. For more info, phone the firm at (516) 364-3000.

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# LIFESTYLES

## Black & Hispanic Radio Listening Habits

More Adults Tune In Mornings; More Teens Tune In On Weekends

More than 95% of blacks and Hispanics listen to radio each week. Within the two groups, black women aged 18 and over listen the most during the "work week" (nearly four hours daily) followed by black men (three hours, 52 minutes) and black teens (nearly three hours), according to the latest information available from the RAB.

The amounts of time-spent-listening are similar for Hispanics, with women tuning in three hours, 49 minutes; men listening just ten minutes less than that, and His-

panic teens listening nearly three hours.

### Who's Listening When

Black and Hispanic adults (age 18 and over) are more likely to listen during morning drive hours. Each day 88% of black females and 87% of Hispanic women tune in between 6am and 10am, compared to the 73% of blacks and 77% of Hispanics who listen in the afternoon.

Similarly, 84% of black men and 83% of Hispanic men listen during morning hours, compared to the 76% of blacks and 70% of Hispanics who are afternoon drive listeners.

Interestingly, black teens are more likely than Hispanic teens to listen to radio in the mornings (83% compared to 79%). The opposite is true during afternoon drive, however, with 84% of Hispanic teens listening, compared to 77% of blacks.

### Weekend Listeners

More minority teens listen to radio during the weekend than at any other time (88% of blacks, 87% of Hispanics). Among adults, black women aged 18 and over are the largest group of weekend listeners (at 85%) followed by Hispanic women (84%), black men (82%), and Hispanic men (74%).

## Exit Traveler



What? You don't carry a portable emergency escape system when you travel? Well, now you can. The "Exit Traveler," developed by Ambler, PA-based **Rescue Associates Worldwide**, is guaranteed to safely lower anyone weighing between 40 and 300 pounds from a high-rise building.

Here's how it works: Connect the steel cable and hook to a stationary object, slip on the harness belt, and exit through a window or balcony. A disc brake slows your descent. Each unit comes in a leather travel case, and measures 9 1/4" x 6 1/2" x 2."

The Exit Traveler is available in three lengths — four-story (\$369), seven-story (\$424), and 12-story (\$438). Since the unit is designed for one-time use, the company will replace the gizmo for free — if it's used in a life-threatening situation. For more info, phone the firm at (215) 643-1007.

## Cars Now Designed With Women In Mind

Auto manufacturers are adding details to appeal to women — such as lowering the outside lip of the trunk and installing seats that rise as they come forward.

Women bought 47% of the new cars sold last year, up from 36% in 1980, and they influenced selection for most of the others, according to Ford.

Picking up on this trend, auto makers have designed larger control buttons and reach-through door handles, and improved the view for shorter drivers.

## Fax Paper Shortage?

The fax-machine boom may be a giant step for technology and businesses, but it's not without its shortcomings. Consumption of thermal-coated fax paper is growing faster than the available coating-plant capacity, and New Canaan, CT-based **International Resource Development** predicts sharp price rises and spot shortages of the paper within the next two years.

While the thermal paper will remain in great demand over the course of the next decade, increased use of plain paper for faxes will send the demand for the toner that's also used in laser printers and copiers skyrocketing.

## Confess Yourself

Do you know your "sin-dex?" Here's a list of activities and their sin ratings (a "10" is considered to be the most sinful):

Activity	Rating
Murder	9.94
Sex abuse of children	9.92
Rape	9.70
Lying about sexual disease	9.68
Cheating a customer	8.41
Lying about birth control	8.24
Shoplifting	7.43
Lying to spouse	7.08
Lying to your children	7.04
Lying to Congress	6.48
Buying a stolen TV	5.80
Spouse swapping	5.49
Lying to your boss	5.23
Cheating on taxes	4.92
Abortion	4.21
Lying on a resume	4.17
Cutting into lines	4.13
Giving condoms to teens	3.44
Not believing in God	3.21
Divorce	3.12
Nudity in the movies	2.91
Nude sunbathing	2.87

Source: The Paragon Project, Scandal Annual, 1988

## Iguanaburgers: Food For Thought?

Throw another lizard on the barbie. Although it may seem unappetizing, the tasty white meat of the green iguana is a cheap food source that's high in protein — and eaten (and enjoyed!) by many Latin Americans.

West German zoologist **Dagmar Werner** estimates that a farmer raising 100 six-and-a-half-pound iguanas a year can produce 480 pounds of meat — a better yield than many Latin American cattle ranchers achieve.

Another benefit: Unlike cattle, iguanas can be raised in the jungle, so instead of clearing away trees in order to raise cattle, all iguana farmers would have to do is set out feeding stations. Therefore, you'll be doing your bit to save the rain forests when you bite into this reptilian delicacy.

## Larry King, Media's "Renaissance Man," To Get His Just Desserts!

The stage is set for an evening of revelry when radio and television interviewer extraordinaire **Larry King** is served as the final course of the **Fourth Annual Bayliss Media Roast**. More than 500 of the industry's most active and influential financiers, brokers and operating executives will be in attendance as celebrity roasters line up to "Tell It To The King."

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# OVERVIEW PEOPLE

## Baez At Party Of Her Dreams



Gold Castle artist Joan Baez (second from right) celebrated the completion of her "Speaking Of Dreams" album with (l-r) Gold Castle's Jeff Heiman, President Paula Jeffries, Triad Artists' Peter Grosslight, and Gold Castle CEO Dannv' Goldberg.

## Daddy-O Lands At Island



Celebrating Island Music's signing of producer, writer, and Stetsasonic member Daddy-O are (l-r) Island Records VP Rick Dutka, Island Music's Lisa Jackson, Daddy-O, Rush Management's Lisa Cortez, and Island Music President Lionel Conway.

## RCA Descends On Music City



Staffers and artists from all formats convened in Nashville for the third annual RCA Records Label Convention. Enjoying the outdoor activities during the five-day event were (top photo, l-r) label President Bob Buziak, Alabama's Randy Owen, and RCA Nashville VP/GM Joe Galante. Indoor revelers included (center photo, l-r) Hoodoo Gurus' manager Mike McMartin, RCA VP Jim McKeon, Guru Brad Shepherd, Foster & Lloyd's Bill Lloyd, Buziak, the label's Jim Powers, Gurus Dave Faulkner, Mark Kinmill, and Rick Grossman, and RCA Exec. VP/GM Rick Dobbis. An all-star Country gathering weighed down the General Jackson Riverboat, with (bottom photo, kneeling third from left) BMG International President/CEO Rudi Gassner, (behind him) Galante, (second row, from right) Buziak, and BMG Distribution President Pete Jones, surrounded by artists Ronnie Milsap, Alabama, K.T. Oslin, J.C. Crowley, the Judds, Paul Overstreet, Restless Heart, and Foster & Lloyd.

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# PEOPLE

## All In The (SBK) Family



In the midst of a party-strewn introductory tour for some of the newer members of SBK's musical family, label Chairman/CEO Charles Koppelman (r) rallies the troops for this photo. Seen at the familial scene (l-r) are smooth-singin' Darryl Tookes, Carnie Wilson (Beach Boy Brian's daughter and member of the label's Wilson-Phillips group), Andros Georjou (Boogie Box High leader and cousin of singer George Michael), Wilson-Phillips members Chynna Phillips (daughter of "Papa" John and Michelle Phillips) and Wendy Wilson (another former swimmer in Brian Wilson's gene pool), and Koppelman.



## Beards 'N' Long Balls

Enigma's Sr. VP/Promotion Sam Kaiser (c) symbolically points to the future success of Intima/Enigma sax fiend Richard Elliot's new single, "In The Name Of Love." The tune was lifted from the artist's recent top five New AC album, "Take To The Skies." Pictured watching imaginary long balls in the label's field of dreams are singer Bobby Caldwell (who lends vocal support to the single), Kaiser, and Elliot.

## Hot-Headed Girl's Talk



Island's West Coast Promo Coordinator Howle Mulra (l) joins the label's self-proclaimed "Jewish lesbian folk singer" Phranc (r) for a round of idle gossip beneath the hair dryers at a noted L.A. beauty parlor, site of the diskery's record-release party. The up-n-coming label exec looks on in amazement as Phranc sits ready to clarify any questions arising from the liner notes on her latest "I Enjoy Being A Girl" LP.

## Friends Help Liza Play Mind Games



Epic's Broadway-tested belter Liza Minnelli wraps up production of the music video for her current Pet Shop Boys-produced single, "Losing My Mind," with a little behind-the-camera camaraderie. Snapped at the session are (l-r) Liza's fire-breathin', blood-spittin' manager Gene Simmons, the label's VP/Product Development Dan Beck, Minnelli, and video director Bryan Grant.

## Stars Blossom 'Round 'Tokyo Rose' Release



Warner Bros. composer/arranger Van Dyke Parks recently received a heartfelt pat on the back from a predictably eclectic band of fellow recording artists at a recent Los Angeles listening party-cum-sushi buffet honoring the release of Parks's new LP, "Tokyo Rose." Seen at the ginger and soy-laced scene are (l-r) Sire/Reprise recording artist and reunited Beach Boy member Brian Wilson, noted singer/songwriter Harry Nilsson, Parks, Reprise rocker Chris Isaak, and Virgin songstress Syd Straw.

## Jones Drinks From D-Cup Of Success



To celebrate his recent induction to the Hollywood Walk Of Fame, Jive Records singer 'n' song writher Tom Jones (r) slipped into an exclusive soiree held for him at the purple-crowned Frederick's Of Hollywood boutique. Standing alongside Zomba Group/Jive's VP/West Coast Operations Neil Portnow, Jones mused, "So THIS is where all those chicks in the front row must shop!"

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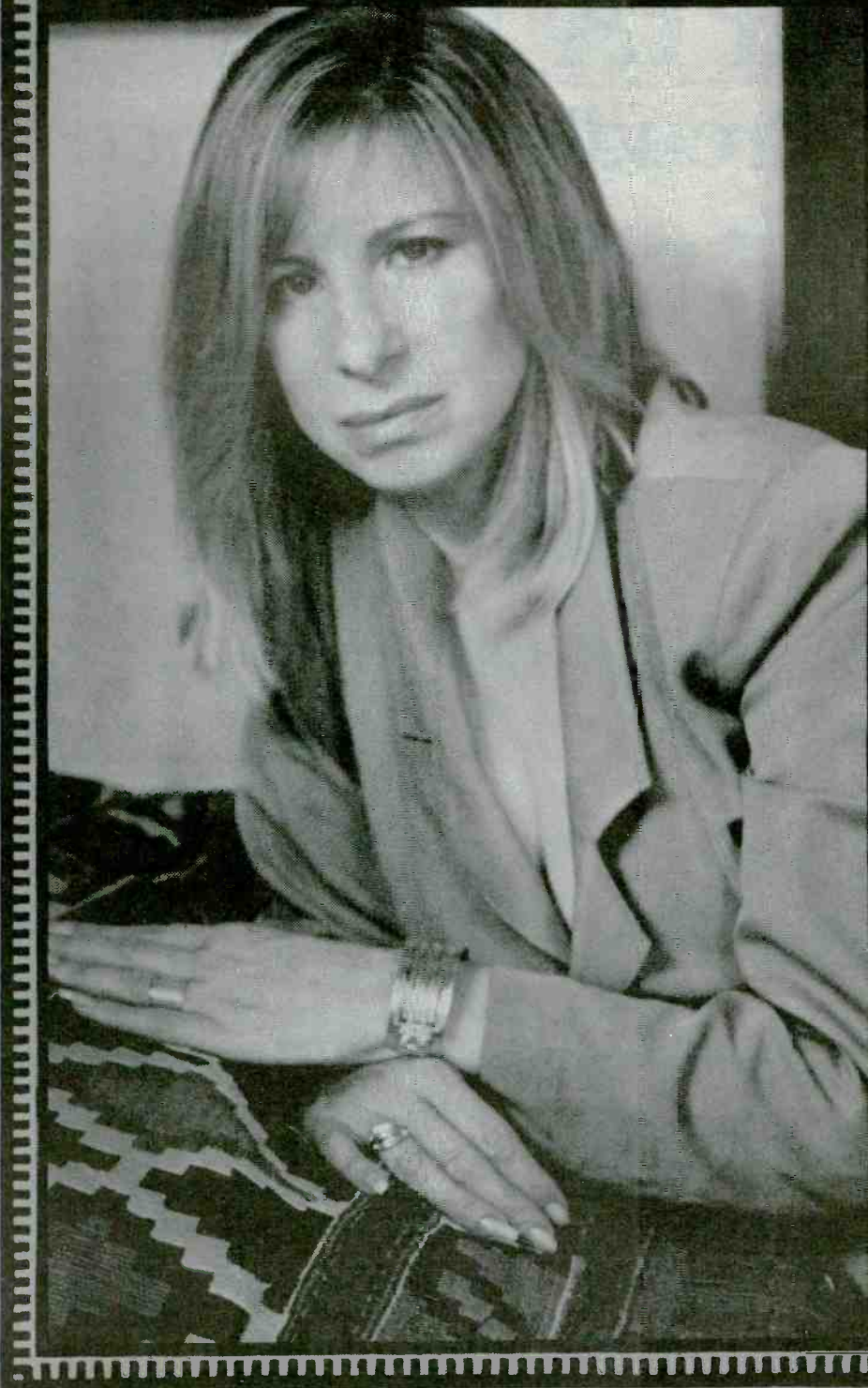
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# STREET TALK®

## Global Warfare At ABC

**A** cold war between **Global Satellite Network** and **ABC Radio** could heat up over ABC's recent acquisition of broadcast rights to the **Rolling Stones'** "Steel Wheels" concert tour.

Tensions came to light when the two companies called an end to their four-year relationship, effective the end of this year. ABC had been acting as the sales rep for Global's "Rockline," "Powercuts," and "Reelin' In The Years." Global President **Howard Gillman** said that even though he was offered "several million dollars" to stay with ABC, he elected not to renew the agreement.

Back in New York, however, ABC Radio VP/Entertainment Programming **Tom Cuddy** told ST that it was ABC's decision to end the relationship, "primarily because 'Rockline's' ratings are down 20% over the last year."

Meanwhile, Gillman is protesting ABC's affiliation with the Stones' tour, claiming he has the exclusive right to produce entertainment programming for ABC's AOR affiliate stations. Gillman is promising legal action, if necessary, to stop the broadcasts.

Cuddy says no such exclusive agreement exists between ABC and Global, and the broadcasts will go on. He pointed to several AOR specials that ABC had broadcast earlier this year, including a **David Bowie** program.

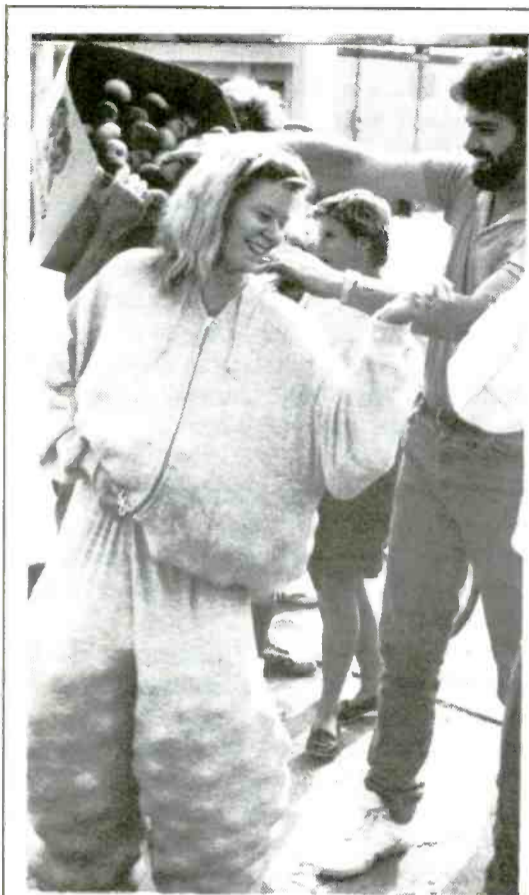
Replied Gillman, "On occasion, ABC has asked me to 'look the other way' when they've done an AOR special. They've even made it worth my while to look the other way, but not this time." Gillman confirmed that he is shopping for another network to rep his shows, but kept open the possibility of creating an in-house sales team.

### Universal On The Loose?

**Universal Records** President **Jimmy Bowen** recently told a Nashville paper, "It's no secret (new **MCA Music Entertainment Group** Chairman) **Al Teller** and I haven't been famous together," further fueling speculation that the partnership between **Universal** and **MCA Records** is not long for this world.

Hot on the heels of rumors that **MCA** has stopped distribution of **Universal** product comes word from **Bowen** that the label has suspended plans for the fall release of five LPs.

**Bowen** is said to be shopping the label around **Music Row**, as **Teller** is said to have given him 60 days to find a buyer. (Universal is a joint venture between **MCA** and **Bowen**, who denies he's got a distribution deal set with **PolyGram**.)



**HOW DA YA LIKE THEM APPLES?** — **WWCR/Flint** recently decided to give away a car to the listener who could stuff the most apples inside his or her clothes. Pictured is the lucky winner, who managed to pack her pants 'n' shirt with 538 — or roughly five bushels — of apples. Talk about your core listeners!

ST has learned that **Malrite** VP/Radio Programming **Jim Wood** will be leaving the company before the end of the month to open his own consultancy. (Don't be surprised if **Malrite** is his first client.)

Minutes prior to presstime, ST learned that the legendary **Terrell Metheny** had been named VP/GM at **WXGT (92X)/Columbus, OH**, marking a return to **Great Trails**. He replaces **Randy Rahe**, who became VP/GM at **KTHT/Fresno**.

And . . . just before the ink hit the presses, ST heard that **KFSD/San Diego** VP/GM **Nancy Reynolds** had been offered — and was close to accepting — the VP/GM slot at **KOY-AM & FM/Phoenix**. She'd replace **Mike Horne**, who transferred to **Edens' WRBQ-AM & FM/Tampa**.

### PolyGram/A&M/Disney Update

Although some sources insist the **PolyGram/A&M** deal could be signed as early

Continued on Page 50

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KCPX 33-27	KMOK 9-7
KKLQ 23-20	

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Continued from Page 49

as this midweek, others indicate it could be in trouble. Things were supposedly going along swimmingly until PG wanted to include A&M's publishing arm, **Almo-Irving**, as part of the deal. That ain't for sale, according to knowledgeable A&M sources. However, a well-placed PG insider told ST not to count PolyGram out of this one yet.

Meanwhile, word around L.A. is that **Disney** has put a lot of m-o-n-e-y on the table — reportedly \$600 million — and this deal doesn't include publishing or A&M's valuable real estate.

## Guitar 'ROO

Even though new **KROQ/L.A.** PD **Andy Schuon's** arrival is still two weeks away, noticeable musical changes are already taking place at the New Rock legend, which added the **Stones, Tom Petty, and Melissa Etheridge** this week. New GM **Trip Reeb** is leaning less synth/dance — those extended dance mixes have been turfed — and more toward the guitar-based approach he endorsed at **91X/San Diego**. ST expects the changes to continue, but rumors of a format switch are groundless.

Meanwhile, Schuon's replacement at **Summit's KAZY/Denver** is still undecided. One of the top candidates has to be **Brian Taylor**, PD of sister AOR **WONE/Akron**, who was just named Summit PD of the year. (WONE is about to change ownership to **Ragan Henry**.)

And crosstown at PD-less **KLOS**, veteran midday man **Bob Coburn** confirmed that he's begun working with MD **Stephanie Mondello** on the AOR's weekly musical selections. Coburn told ST he expects the station to sound a "little fresher and more current."

**Y107/Nashville** began airing on-air apologies last week after major advertisers reportedly yanked thousands of dollars' worth of spots and the FCC logged nearly two dozen complaints thanks to the morning team's recently broadcasting what they said was a call from a 15-year-old girl who engaged in sexual intercourse with her mother's dog!

The recorded messages feature station VP/GM **Mike Kenney** admitting the station "crossed the line of good taste," and noting that "we know we will maintain our position as Nashville's Number One station only if we reflect the standards of our community."

"A Current Affair" TV reporter **Gordon Elliott** has been named to replace **Michael Jackson** on the **ABC Talk Radio** network from 2-4pm (ET). Also on the net, **Freddy Mertz** will replace **Ray Briem** from 3-6am. (Jackson and Briem, incidentally, will each continue their local **KABC/L.A.** shows.)

And . . . over at crosstown Talk rival **KFI**,

**Dr. Barbara De Angelis** will fill the 11am-1pm slot vacated by the retiring **Dr. Toni Grant**, and **Dr. Dean Edell** steps into the 1-2pm opening.

ST hears that 17-year **Capitol** veteran **Ray Tusken** is leaving at the end of the month to start his own business. Tusken — who was formerly VP/A&R and is currently the label's VP/AOR — will call on his wide-ranging experience to help guide the careers of rock artists. More details shortly.

**WMCA/NY** said "goodbye" to Talk on Friday (9/15), as **Salem Broadcasting** switched to a Religious format. The entire staff is out — including 39-year station vet **Barry Gray**, who was a talk host at WMCA when it was playing "Top 40" hits in the '60s!

Barring something unforeseen happening at the **NAB** in New Orleans, look for a **B94/Pittsburgh** PD to be named no earlier than September 25, because VP/GM **Tex Meyer** will be in Singapore on a client trip with the rest of the **EZ Communications** GMs.

## Lights On/Drugs Out

**KBEQ/KC** PD **Kevin Kenny** has initiated a "Lights On/Drugs Out" campaign, asking listeners to turn on their headlights to support a drug-free community.

Kenny would like to organize this into a nationwide radio effort. Contact him at (816) 531-2535.

**Atco** VP/Promotion **Craig Lambert** has elevated Atlanta-based Southeast Regional Promo Rep **Valerie DeLong** to National Singles Director, replacing **Barbara Seltzer**, who jumped to **Epic**.

At the same time, Lambert brings **Mercury** Atlanta rep **Steve Smith** aboard to replace DeLong, and ups his assistant, **Laurey Kawalek**, to National AC/Video Promo Manager.

**WXOK/Baton Rouge** has upped sales rep **Daryl Moore** to PD/MD, as **Dennis Lee** gets elevated to GM. Lee replaces **Matt Morton**, who's now pushin' platters for **WB**.

## If The Suit Fits . . .

**Filmhouse** has won an out-of-court settlement against **WBIZ-FM/Eau Claire** for copyright infringement of FH's "Monks" campaign, featuring funnymen **Mack & Jamie**.

Meanwhile, **Robert Michelson Inc.** has sued **WQFM/Milwaukee**, charging the **Shamrock Communications** AOR "blatantly ripped off" the "pirate" TV campaign pioneered by **WEBN/Cincy** last fall. 'EBN granted Michelson exclusive marketing rights to the campaign, which was purchased by 'QFM direct competitor **WLZR**.

The unique concept involves interrupting the TV commercials of well-known local

Continued on Page 52

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Continued from Page 50

advertisers. 'QFM began running a similar campaign last month, and Michelson's request for a TRO has been denied. A trial is set for November 13.

**Diane Gentile** has been named Manager/East Coast Rock Promotion for **Arista**, coming from **MCA**, where she handled National Metal Radio Promotion.

After only six months, **Larry Berger** has resigned the PD post at **K101/SF** over philosophical differences (and we really mean it). Berger can be reached at (415) 441-3950.

While **KFAC/L.A.** PD **Liz Kiley** was traveling around the country last week in search of air talent, ST learned she'd hired **Ferari** away from the late-night shift at **Y100/Miami**.

**WPLJ/NY** late-nighter **Wendy Williams** — who had joined the station after leaving crosstown **Hot 97** just a few weeks back — is o-u-t. A permanent replacement is being sought. T&Rs to PD **Gary Bryan**.

After nearly four years at **WKRL/Tampa**, PD **Beau Raines** is quitting to look for another programming challenge, effective November 1. Reach him either at the station or at home at (813) 578-2239.

#### Country Dudes Morning Moves

**WYNY/NY** morning man **Scott Carpenter** hasn't been able to come to contractual terms with VP/GM **Peg Kelly** and is looking elsewhere. Carpenter will stay on until either he or the station find a new situation. Call him at (201) 895-7260.

Naturally, Carpenter's departure fuels those continuing rumors that the station is going to leave the Country format. **Westwood One** denies it.

Meanwhile, ST's pals of the saddle club may remember that the **Magic Christian** from **WHBQ/Memphis** was moving to mornings at **WWYZ/Hartford** on a trial basis. Well, pardners, the trial's over, and **WWYZ** is again in the market for a morning star. T&Rs to **Johnny Michaels**.

Long as we're talkin' 'bout Country morning openings, **KEEY/Minneapolis** is also in the hunt. T&Rs to **David Malmberg**.

**KJ103/Oklahoma City** PD **Curt Spain** exits, and **Mike McCoy** from **KNMQ/Albuquerque** is in. Reach Spain at (405) 787-3103.

**Ann Carlos** will join **Capitol** to cover Cincinnati, replacing **Phil Fox**, who becomes Sales Manager for the **Capitol-EMI** Cleveland Branch. Carlos comes from **Capitol Atlanta**, where she was a service rep.



'TIL DEATH (OR A DOWN BOOK) DO US PART — Here is the ONLY existing photo of KLOS/L.A. morning maniacs Mark & Brian's recent wedding vows in Vegas.

The dynamic duo were wedded at the Wee Kirk O' The Heather chapel on Las Vegas Blvd., and on-the-scene reports say 'twas a simple ceremony — they were pronounced "husband and . . . husband," and each declined to kiss the groom, saying they'd "consummate the marriage in private."

Seen at the 25-minute ceremony, which was carried live on KLOS via microphones hidden in the pair's baseball caps, are (l-r) KLOS switchboarder and best man Robert "Lucky Butt," groom Brian Phelps, groom Mark Thompson, and show producer and maid of honor "Beastmaster Ann" Cerussi.

**KZEW/Dallas** has apparently decided not to replace former PD **Dale Kelly**. Instead, his duties have been absorbed by OM **Mike Wade** and Asst. PD **Bruce Carey**. Kelly exited in June, and has since landed a gig at the **Hard Report**.

After being told a change in station direction was coming, MD **Joe Marino** is out at **WCCC/Hartford**. Marino suspects Classic Rock. ST's "fun-fone" is still waiting to hear from station management.

**RCA** Northeast Promo Rep **Dave Ross** is joining **Relativity Records**, where he'll share National Promo Director duties with **John Schoenberger**.

Basing out of NYC, Ross will replace **Ron "Jetson" Poore**, who recently took the L.A./Southwest Regional gig at **IRS**.

#### Bangles Bungle

Former CHR **KCPW/KC** (now Gold **KCMO-FM**) has been slapped with a \$250,000 lawsuit by the **National Drug Free Council** over the events surrounding a recent benefit **Bangles** concert. Seems the station had committed to promote the show, then switched formats right before the concert date — an action that allegedly caused only 1500 folks to show up, leaving the all-girl rock group playing to about 15,500 empty seats!

Deciding she "just needed a break," seven-year **WAQX/Syracuse** staffer **Lorraine**

Continued on Page 55

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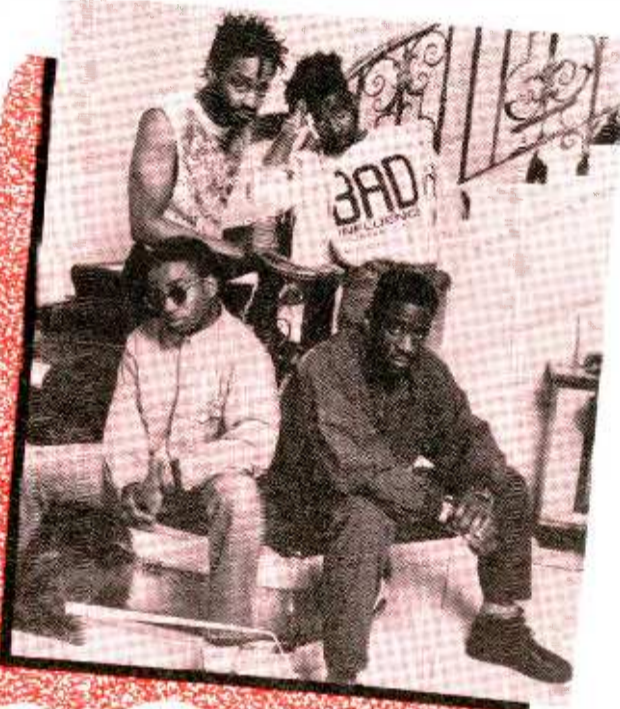
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WZPL add 30  
KBEQ add  
WKTJ add  
WLOL add  
Y108 add  
KZZP add  
KKRZ add  
KCPX add  
KPLZ add

KUBE add  
KEGL 12-9 (HOT)  
WMMS add  
WDFX add  
KXXR add  
PIRATE deb 20  
WZOU deb 27  
B94 deb 30  
KKBQ deb 22  
KRBE deb 31  
KISN deb 37

And This Is Just The Beginning!

AOR TRACKS: **DEBUT** **52**



# LIVING COLOUR

## "Glamour Boys"

**NOW ON 141 CHR REPORTERS**

**AOR TRACKS: 43**

P-1 Power Play At:

WZOU deb 30	WMMS deb 23	WKTJ	KWOD	KUBE
KKBQ deb 23	WXKS	WKBQ	KCPX	KEGL
KRBE deb 34	WEGX	KKRZ	KISN	WDFX
Q105 add	WZPL	KXYQ	KPLZ	KXXR
				PIRATE

**CHR CHART**

**DEBUT** **40**

# ALICE COOPER

## "Poison" **NEW & ACTIVE**

**NOW ON 54 CHR REPORTERS!**

**HOT ACTION AT:**

**PIRATE 18-14 (HOT)**

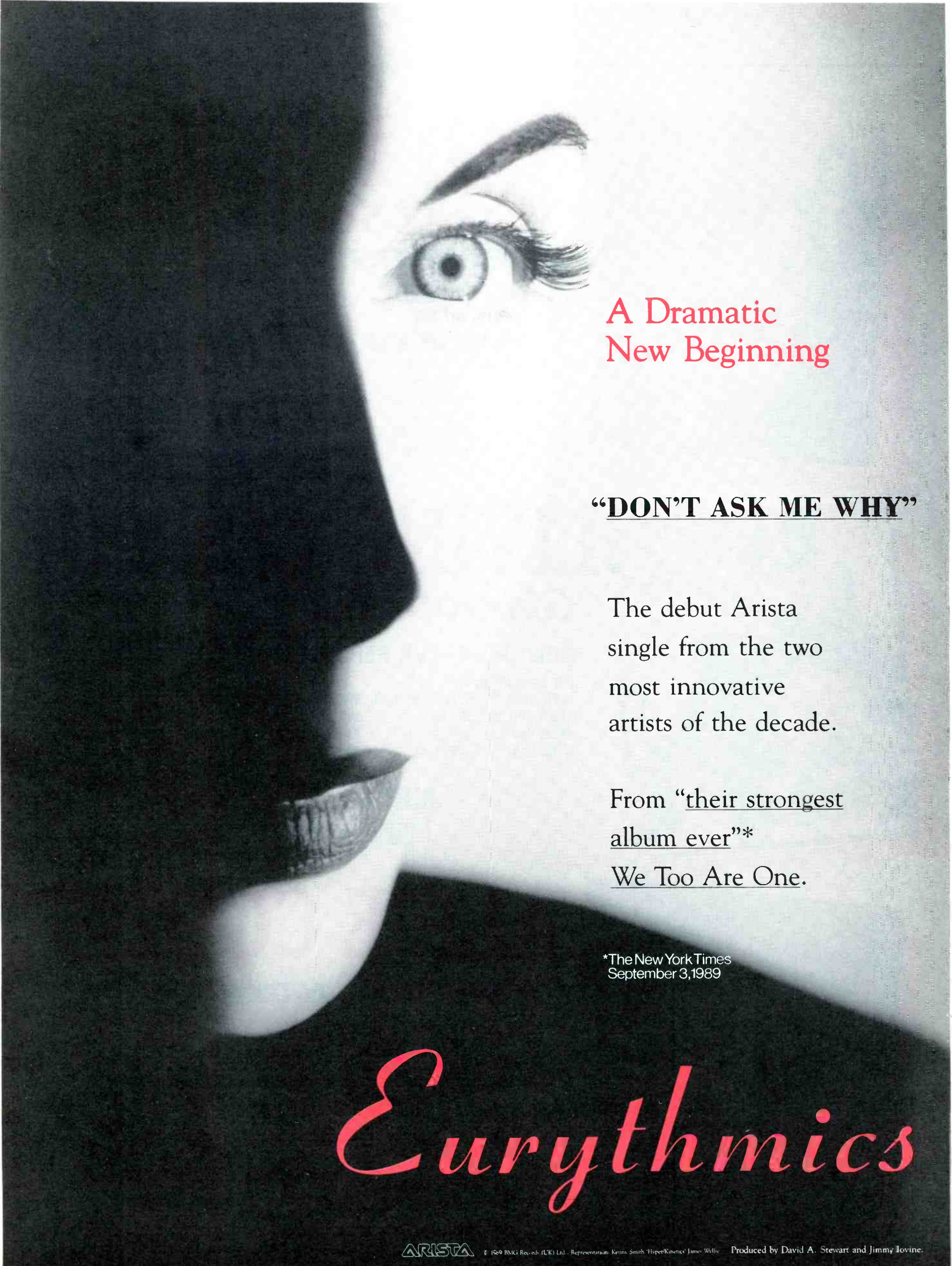
WZOU add WMMS add  
B94 add Q105  
WZPL add KXYQ  
KPLZ add KXXR 12-9 (HOT)  
KATM 22-10 (HOT)

**Also Added At:**

WMMS	WBBQ	Z106	KSND
99WGY	K106	WKZL	KRZR
JET-FM	WZYP	WWCK	FM104
WPST	WABB	KKRD	KOY-FM
WRCK	Y106	WHOT	KZZU

...And many more!





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most innovative  
artists of the decade.

From “their strongest  
album ever”\*

We Too Are One.

\*The New York Times  
September 3, 1989

*Eurythmics*

ARISTA

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Produced by David A. Stewart and Jimmy Iovine.

# STREET TALK®

Continued from Page 52

**Rapp** resigned her PD post last week. Rapp plans to remain at the AOR for several weeks to help with the transition to a new PD.

Former **KOZZ/Reno PD Steve Funk** — who stepped down last week — has exited after ten years, and will sign on a new AOR shortly. No word yet on calls or location.

**Elektra Entertainment** has a new address and phone number for its Left Coast office: 345 Maple St. Beverly Hills, CA 90210, (213) 288-3800.

## A Fine Arts Music Format

**KKGO/L.A.** has officially announced that it will partially fill the classical music void when **KFAC** switches formats on 9/20.

KKGO will continue to devote the bulk of its schedule to Jazz, but will play Classical in morning and afternoon drive. It's positioning itself as a "fine arts music station."

AC **KMJI/Denver** isn't changing formats, but it is changing its calls to **KXLT (XL-100)**, and reimagining itself as playing more than soft AC music. PD **J.D. Adams** and the on-air staff remain in place.

**KKDJ/Fresno** has replaced ten-year MD/night rocker **Jeff Riedel** with former **KEDG/L.A.** personality **Harlan Winslow**. PD **Art Farkas** is now handling music.

**Gary N. Kirk** is the new OM at **WIRC & WXRC/Hickory-Charlotte**. He was half of the morning duo of **Kirk & Simon** at **WXOQ/Memphis**.

## From Driver To Diver

After 17 years, **WAVA/Washington** afternoon driver **Shadow Smith** is hangin' up his headphones to pursue his lifelong dream to be a professional deep-sea diver. T&Rs to PD **Matt Farber**.

**KXOA (K108)/Sacramento** morning man **R.J. Harris** is leaving after two years to open his own radio & TV production firm. PD **Brian Casey** is looking for a hot replacement and will consider morning teams. Call him at (916) 923-6800.

Yes, it's true that **KZZB/Beaumont, TX** has been sold, but PD **J.J. Jackson** denies rumors that the station is dropping dance-oriented CHR for AC.

The management team of **Doc McGhee** and **Doug Thaler** has split up. Together they guided the multiplatinum careers of **Bon Jovi**, **Motley Crue**, the **Scorpions**, and **Skid Row**.

McGhee will continue to manage Bon Jovi, Skid Row, and a new **CBS** act called the **Front**. Thaler will retain Motley Crue and, possibly, the Scorpions.

After three years of litigation in Federal Court, **Cyndi Lauper** has assigned her interest as publisher of "Change of Heart" to **Walter Kahn** and his L.A.-based **Orange Bear Music**, a subsidiary of **Sunshine Entertainment**.

Countdown king **Casey Kasem** has called for radio's help in his efforts to generate affordable housing for the homeless. Kasem and **Westwood One** have set up a special

number (900-226-7000) that listeners can call to get more information about the Housing Now! national march. The October 7 demonstration is expected to attract hundreds of thousands of supporters in Washington, DC.

The call costs \$1.50. A dollar of those proceeds will be used to defray the cost of sending marchers to Washington. The other 50 cents goes to the phone company. For more info, FAX your request to Casey at 213-274-2851.

## Just The Fax

Last week's ST item concerning **Tommy Lewis's** exit from **KZTR/Ventura, CA** for erasing the station's cart library was, like the fabled news of **Mark Twain's** death, "greatly exaggerated."

Lewis had explained his exit by faxing ST the following note: "*The management here wasn't too pleased when I accidentally moved our bulk eraser too close to our album rack and inadvertently bulk erased our entire record collection.*"

ST regrets any real or imagined harm our inadvertent misinterpretation of Lewis's attempt at levity may have incurred, and suggests you contact the budding yukster at (815) 964-6569.

**Capitol/EMI Music** Chairman, author, and L.A. Lakers superfan **Joe Smith** will receive the Lakers' first-ever "Spectator of the Year" award Tuesday (9/26) at the Equestrian Center Press Club.

Sad to report that 33-year-old **KNRJ (Energy 96.5)/Houston** Business Manager **Brenda Hudson** was shot and killed at close range in front of her two children while coming out of a grocery store late last Sunday evening (9/10).

According to **KNRJ VP/GM Susan Hoffman**, Hudson had been with the same facility, through its many call-letter and ownership changes, for nearly 15 years.

Police are investigating, but have no suspects. The motive was apparently a purse-snatching. Hudson was to have launched her own business, a children's day-care facility, the following morning.

Congrats to **MCA VP/Promo Frank Turner** on his recent engagement to **Susie Gardner**. Look for a wedding after the first of the year.

Ditto to **Chrysalis Nat'l Dir./Pop Promotion Michael Van Orsdale**, aka **Van-O**, on his engagement to **Lynn Wells**, National AE for **Monday Morning Replay**. An April 1990 wedding's in the works.

Also congrats to former **Westwood One** West Coast sales exec **Nan Heller**, who will marry **ABC "American Country Countdown"** host **Bob Kingsley**, sometime next month.

Finally, hats off to **Emmis** Executive VP/Operations **Doyle Rose** and his wife, **Kim**, on the birth of their first, **Maxwell Doyle**, (9/10).

**WXKS/Boston** PD **Sunny Joe White** has just seen his long-awaited, **John Luongo**-produced single ("Jackie Lucky") released on **Atlantic Records**. Look for Sunny to visit your station in the near future to promote his debut record. And, yes, he's gonna do phoners!



## TINA TURNER

"The Best" **BREAKERS**  
CHR CHART DEBUT 37  
NOW ON 151 CHR REPORTERS

✓ CHECK THIS:	WLOL 29-24	99WGY 40-30
WXKS 28-18 (HOT)	Y108 29-26	WERZ 31-24
WBLI deb 30	KXYQ	WNNK 28-22 (HOT)
CKOI deb 35	KPLZ 24-19	98PXY add 28
Q95 deb 23	KUBE 25-22	WROQ 32-22
KISN 29-23 (HOT)	KTFM	WZYP 35-26
KEGL deb 19	Q105	WOKI 19-13
WZOU 30-22	B96	KF95 31-23
PRO-FM 32-29	KDWB	AND MUCH MORE!

## COVER GIRLS

"My Heart Skips A Beat" **NEW & ACTIVE**  
NOW ON 53 CHR REPORTERS—

WXKS deb 32	PWR96 28-24
KKBQ add	HOT102 18-15
KITY 35-24	PWR106 23-19
KTFM 24-21	FM102
B96 16	KMEL 17-11
WHYT add	HOT977 20-16 (HOT)
KKLQ add	WFME 19-15
X100 24-21	WCKZ add
KUBE add	KPRR 18-14
HOT97 9-6	KNMQ add
WIOQ	WANS add
KJMZ	KF95 add
	WRQN add
	KIKI 17-13
	WHOT add
	KTRS add
	KKSS deb 26



Capitol

## Romano Upped To GM At WEZO & WRMM

WEZO & WRMM/Rochester GSM Kim Romano has been promoted to GM.

Atlantic Ventures President Eric Schultz said, "Kim has been with the stations for nine years and has done a fantastic job as GSM for the past two. Her credibility in the marketplace and respect within the stations make her a natural for the GM spot."

Romano added, "It's very gratifying to be managing these stations. I'm devoted to seeing us succeed in Rochester."

In the spring Arbitron, soft rock WRMM ranked eighth with a 5.5 12+; Transtar AM Only-formatted WEZO ranked tenth with a 2.9. In Birch, WRMM ranked seventh with a 4.7 and WEZO was 11th with a 1.5.

## Etzkin Moves Up To KMGL GM



Patricia Etzkin

KMGL/Oklahoma City GSM Patricia Etzkin has been upped to GM of the AC station. She succeeds Cliff Walton, who joined crosstown KOKH-TV.

KMGL owner Anthony Renda commented, "I'm extremely happy to promote a truly qualified professional like Pat to lead KMGL into the '90s. With her experience and knowledge of the Oklahoma City market, she brings a wealth of background and knowledge in sales and training to the table."

Etzkin joined KMGL in January as NSM and was promoted to GSM in May. She was previously NSM at crosstown KXXY-AM & FM.

## KJYO Names McCoy PD

Mike McCoy, PD at KNMQ/Albuquerque for a year, has been named PD at Clear Channel CHR KJYO (KJ103)/Oklahoma City. McCoy, who signed a two-year contract, replaces Curt Spain, who left after a year to pursue other programming opportunities.

KTOK & KJYO VP/GM Jim Smith told R&R, "We wish Curt lots of success. He has a lot of experience but it was all in this market, and for KJ103 to reach its potential we needed some fresh, out-of-market ideas. When I began exploring the situation the name that kept coming up was Mike McCoy's. He's an exciting PD who can take us into the '90s. As a programmer he's worked with our consultant Jerry Clifton before, so it was a natural marriage."

McCoy has also programmed WMGZ/Youngstown and been an air talent at WBZZ/Pittsburgh and WNCI/Columbus. "I think the first



Mike McCoy

order of business is to get KJ103 back on top again," he said. "It's just a bit off track right now, but the growth potential here is better than anywhere I've ever worked."

## Chickini In Charge At WTIX

Nine-year WTIX/New Orleans Chief Engineer Barry Chickini has added GM/OD duties at the Talk station.

Chickini told R&R, "It's a great opportunity for me to become more diversified. The majority of engineers hide themselves away too much. They try to be too isolated, and don't get this kind of chance. I can see a better future in management ahead. Companies are now looking for more multifaceted individuals."

He added, "I've always considered the engineer to be on equal terms with the PD, OD, and sales manager. I was always involved in the entire operation of the station. Our company doesn't like one-dimensional employees."

Chickini will also continue his role as CE for Public station WRKF/Baton Rouge. This is his first programming or management opportunity.

WTIX finished in a tie for 17th (12+) in the spring Arbitron (1.7) and placed 18th (1.5) in Birch.



Claire West

## West Directs Enigma AC, Jazz, NAC, Urban Promotion

Enigma Records has appointed Claire West National Director/AC, Jazz, NAC, and Urban Promotion. She most recently was Director/Sales & Marketing for Burns Media Consultants, where she sold research and consulting services to a variety of radio formats.

Enigma Sr. VP/Promotion Sam Kaiser remarked, "Claire brings what I feel are two of the most important ingredients to promotion: detailed knowledge of radio and strong music integrity. Her experience with AC, Urban, NAC, and Jazz radio establish her as an outstanding national promotion executive and a welcome addition to the Enigma team."

West told R&R, "My programming and research background gives me added insight into programmers' music needs. This is a fantastic time to be with Enigma, because it is entering these formats aggressively and charting new territory. Honestly, I never thought I could work these kinds of hours or this many formats, but I love it."

West has previously served as a concert sound engineer for artists including Stanley Turrentine, Jeff Lorber, Cameo, and the late Jaco Pastorius.

## Holter GM For Sun Radio

Broadcast executive Thomas Holter has been named GM of the Sun Radio Network, which is being reorganized under Chapter 11 bankruptcy proceedings. The network is being operated by the Kayla Satellite Broadcasting Network, and the appointment was made by Kayla CEO Larry Wyman.

"We are funding the day-to-day operations of the network in the hope that the bankruptcy judge will allow us to become the new owners," said Wyman. "I brought Tom in because of his exemplary record in the industry. He's a knowledgeable, sincere, and respected individual."

Holter was most recently GM at WQID & WVMI/Biloxi, MS. He previously owned WILV/Madison, WI and has served in virtually all radio station capacities over the last 35 years.

The Sun Network provides talk programming to about 140 affiliates. Holter said the network will begin sending a West Coast feed in order to better serve affiliates in the Mountain and Pacific time zones.

## Dee Rivers Sets Blackwell As National PD

WEAS-FM/Savannah PD Floyd Blackwell has been promoted to the newly created National PD post for the Dee Rivers Group. His duties will include programming WEAS-AM & FM/Savannah; KRNB/Memphis; WGOV/Valdosta, GA; and WSWM/Belle Glades, FL. Blackwell will continue to be based in Savannah.

Blackwell told R&R, "I feel great about this. I programmed WEAS-FM from 1975-80 and then put KRNB on the air. KRNB had a couple of good books but started going downhill later, and I have to return it to number one. It will be a challenge, but I love it."

Floyd B., as Blackwell is known in Urban circles, left radio in 1983 when he exited KRNB. He returned to WEAS-FM as PD last year.

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## Radio

● **CHARLES COHN** is now GM at WYBB/Charleston, SC. He had occupied the same post at KLAQ/EI Paso.

● **DANA KOTT**, GSM at WCIB/Falmouth, MA, is promoted to GM. Concurrently, **KAREN RISHAR** joins as Business Manager after holding various positions in advertising, education, and other fields.

● **JEFF FOSTER**, GSM AT KPLY & KROI/Sparks-Reno, NV, has been upped to Station Manager. Marketing Consultant **DAVID PLOWDEN** replaces him as GSM.

● **CARL WHITE** has been tapped as Sales Manager at WPHR/Cleveland. He was formerly GSM at WRKU/Youngstown.

● **TED GREEN** has been tapped as Exec. VP/Administration & Operations at Atco Records. He was formerly Sr. VP/Business Affairs & Music Publishing at PolyGram Records.

● **SAM HARRELL** and **JIM WEST** have been named Atlantic/Nashville Regional Promotion Managers for the West and Southwest, respectively. Harrell was most recently head of promotion for CBS/Nashville's West Region. West, formerly KEBC/Oklahoma City MD, formerly WQDR/Raleigh, and Oklahoma City Country outlets KOMA and KXXY.

● **KIM FREEMAN** moves to Atlantic Records as Assoc. Director/National Singles Promotion. She had been Director/National Pop Promotion at Profile Records.

● **FRANK HIGNEY** moves up from VP/Valuations to COO at Broadcast Investment Analysts/Frazier, Gross & Kadlec. Also at the company, **WILLIAM REDPATH** is elevated from Manager/Tax Appraisals to VP/Financial Analysis, and Financial Analyst **PETER BOWMAN** becomes Sr. Financial Analyst.

In addition, Sr. Analyst **MARK CUNNINGHAM** is upped to Manager/Publications, and Financial Analyst **DONNA GRIGSBY** steps up to Research Director. Joining the firm are Financial Analyst **MARK McBRIDE** and Sr. Financial Analyst **ROBERT WAIT**.

● **VICKI MANN**, Exec. VP/Marketing Director at Chicago AV, has been promoted to Sr. VP and joins the firm's Board of Directors. Concurrently, **KATIE GALANTE** has been tapped as the company's CFO, replacing **ANETTE SUMMERS**, who retired. Galante had been Asst. Controller at the Atlanta Falcons Football Club. Finally, **MARK ZURAWIEC** joins as Studio Manager. He previously worked at Chicago Cable 13.

● **TED PINE** has been promoted to Marketing Manager at New England Digital after two years with the company.

● **CHRISTI TAYLOR**, former Exec. VP of Radio West/Seattle, announces the formation of multimedia representative company H.O.T. Reps (Hobson/Ohmer/Taylor Representatives). Taylor will serve as Managing Partner and majority owner.

● **MICHELLE YULES** is upped from Creative Consultant to Creative Manager at Famous Music Publishing Companies, a unit of Paramount Pictures.

● **JEFF LaROCCA** is now an Exec. Producer for SuperSpots and Joe Kelly Creative Services. He was formerly on the marketing and sales staff of KWTO-FM/Springfield, MO. Concurrently, fellow KWTO staffer **MIKE DePRIEST** joins Joe Kelly Creative Services as a copywriter.

—Holly Sklar

● **RADIO TODAY's** "Rock Stars" has named singer/songwriter and former Lovin' Spoonful leader John Sebastian as host of the monthly program; (212) 581-3962.

## PROS ON THE LOOSE

**Keeve Berman** — ND WMCA/New York (201) 746-1037

**Doug Daniels** — PD/MD/mornings WZMM/Wheeling, WV (304) 233-2432

**Christina Gorton** — MD KKZX/Spokane (509) 747-7921

**Susan Landers** — MD KVVQ/Hesperia, CA (619) 244-4008

**Joe Marino** — MD WCCC/Hartford (413) 732-4244

**Mike McAdam** — Nights WQMR/Mechanicsville-Waldorf, MD (301) 862-9602

**Don Nelson** — Weekends/traffic WLS/Chicago (219) 931-4226

**Michael St. John** — Late-nights WBJW-FM/Orlando (619) 263-4485

**John Sebastian (George Brown)** — OM WABJ/Adrian, MI (517) 265-7635

**Willy Sancho** — Mornings KJKC/Corpus Christi (512) 854-8473

**Shelli Sonstein** — ND WPLJ/New York (201) 746-1037

**Curt Spain** — PD KJYO/Oklahoma City (405) 787-3103

**Blake Thunder** — Evenings WAPW/Atlanta (404) 993-1959

**Diana Vincent** — Air talent KWIZ-FM/Santa Ana, CA (714) 581-4801

**Dirk (Jeff Donovan) Whitehead** — Nights WBAM-FM/Montgomery (205) 279-7907

## Records

● **BOB MOERING**, WEA National Director/Creative Services, adds VP stripes. Also moving up to VP is National Director/Advertising **CLARE KOROLY**. Concurrently, former VP/Planning **JERRY FALSTROM** takes on VP/Management Information Systems duties. Director/Personnel and Payroll **HELEN ZEILBERGER** is named VP/Human Resources.

## Industry

● **SUSAN CLARY** has been appointed President of Vis-Ability, a music video marketing and promotion company. She was formerly West Coast Director/Publicity at EMI Records.

● **LARRY JOHNSON**, broadcast research analyst, joins Research Concepts as VP/Custom Research.



Susan Clary

Meg Whitcomb

## Networks

● **TALKNET** debuted the "Meg Whitcomb Show" this week. A nationally-renowned advice columnist appearing in 150 newspapers and in the *Star* magazine, Whitcomb will air from 1-4am (ET) weeknights. She formerly hosted a local talk show on WMCA/New York; (202) 685-2550.

● **ABC RADIO NETWORK** has dubbed November "The Official History Of Rock 'N' Roll Month," and will market a 50-hour special spanning four decades of rock music. The show, which will be distributed via CD, is produced in one-hour modules for program flexibility. Produced by Infinity Broadcasting, radio personality Mike Harrison is the host; (212) 887-5365.

● **DBA** has signed comedian-satirist Stan Freberg for the daily commentary "Stan Freberg Here." The 90-second feature will be offered via barter; (201) 385-6566.

● **PREMIERE RADIO** has debuted "This Week In Music," a top-ten weekly countdown for AC stations that also incorporates movie, TV, flashback, and other features. The program uses the local station's host, much like Premiere's CHR "Plain Rap Countdown"; (213) 467-2346.

● **FINANCIAL BROADCASTING NETWORK** has added WYOR/Nashville, WQBK/Jacksonville, and WWII/Harrisburg as affiliates; (212) 725-8080.

## CHANGES

**Mariann Morris** has been named Sales Manager at McGavren Guild Radio/Houston. Concurrently, **Emily Drenis** steps up from Sales Associate to AE at the company's New York office, and **Greg Martin** becomes an AE at McGavren Guild/Boston.

**Kent Deatherage** joins the sales staff of KEBC/Oklahoma City.

**Nicky Ferreira** is appointed an AE at HNWH/Dallas.

**Allison Frink** and **Phillip Johnson** are the newest members of the WCIB/Falmouth, MA sales staff.

**Caroline Davis** takes on Publicity Coordinator duties at BMI.

**KEZY**  
Anaheim, CA

**KSSN**  
Little Rock, AR

**WYNK**  
Baton Rouge, LA

**WUPE**  
Pittsfield, MA

**WERZ**  
Portsmouth, NH

**WXLC**  
Waukegan, IL

**KCY**  
San Antonio, TX

**WYYY**  
Syracuse, NY

**WNUA**  
Chicago, IL

**KROY**  
Sacramento, CA

**WDSD**  
Dover, DE

**WKPE**  
Cape Cod, MA

**KKDJ**  
Fresno, CA

**KOWN**  
San Diego, CA

**KRLB**  
Lubbock, TX

**WZZO**  
Allentown, PA

**KMPZ**  
Memphis, TN

**WRKA**  
Louisville, KY

**WNNK**  
Harrisburg, PA

**KDKS**  
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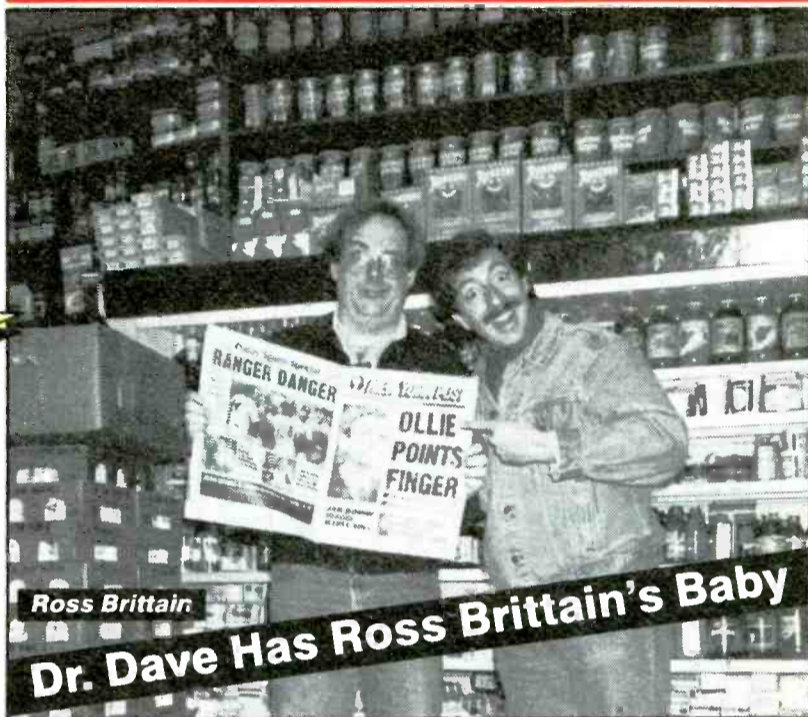
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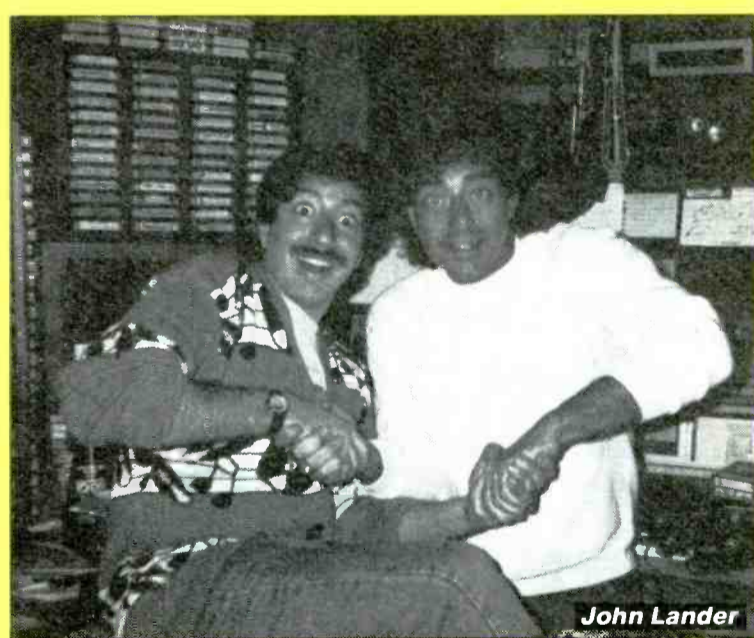
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- **ELVIS FOUND  
In Dr. Dave's Mustache**
- **Mike Tyson To Dr. Dave:  
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# ProMedia

Steel Wheels Tear Up The Road



CBS Records execs were on hand for the official opening night of the Rolling Stones' North American tour. Gathering backstage at Philly's Veterans Stadium are (l-r) Columbia Records President Don Ienner, Stones Ron Wood, Mick Jagger, Charlie Watts, Keith Richards, and Bill Wyman, and CBS Records Division President Tommy Mottola.

Talk Group Ready To Roll

Sets Dues, Plans Newsletter, 1990 Meeting

Two-and-a-half months after its charter gathering, the National Association of Radio Talk Show Hosts (NARTH) is off and running, according to its founder. WRKO/Boston talker Jerry Williams, who masterminded the June conference that led to the formation of NARTH and was subsequently tapped to lead the organization, said last week that the group has set membership dues, narrowed to three its list of possible sites for a 1990 meeting, and is working on its first newsletter.

The dues schedule agreed upon by the advisory panel established at the Boston meet is based on the wattage of the station where the NARTH member is employed. Talkers who are heard on stations with power of 25-50kw are being assessed \$100 a year. Personalities whose stations have 10-24kw pay \$75, and hosts at stations with power of 10kw or less are being asked to ante up \$50.

Talk stations and producers may join NARTH as nonvoting members for \$100 and \$25, respectively. While the group has not yet settled on a rate for network talkers, an

assistant to Williams said they "probably" will be charged the \$100 rate.

Membership Drive Coming

Williams said NARTH currently has some 60 dues-paying members and plans to launch a direct mail membership drive in the near future.

The two main benefits of NARTH membership, an annual convention and a newsletter, are also taking shape, according to Williams. The group's next gathering, he said, will tentatively be held early next June in one of three locations: New York City, Walt Disney World in Orlando, or Seattle. The final decision on a location is supposed to be made by the end of this month. The group's first meeting was held in Boston.

Development of the NARTH newsletter, *Vox Populi*, is being spearheaded by KTKK/Salt Lake City afternoon host Mills Crenshaw. According to Williams, the first issue of *Vox Populi* should be on its way to members by the end of the year.

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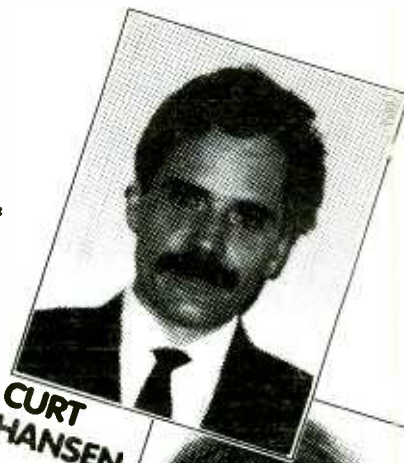
We had to say it twice  
because these 2 guys  
won twice in a row.

CURT HANSEN - P/D,  
Operations Manager of the year\*  
BILLBOARD Magazine  
1988, 1989

CURT HANSEN  
WEBE 108 AC  
Station of the year\*  
BILLBOARD Magazine  
1988, 1989

STORM N. NORMAN  
WEBE 108 Music Director of the Year\*  
BILLBOARD Magazine  
1988, 1989

STORM N. NORMAN  
Air Personality of the Year\*  
BILLBOARD Magazine 1989



WEBE 108 FM

Fairfield County Connecticut \*Small Market AC (1.2 Million - Small Market?)

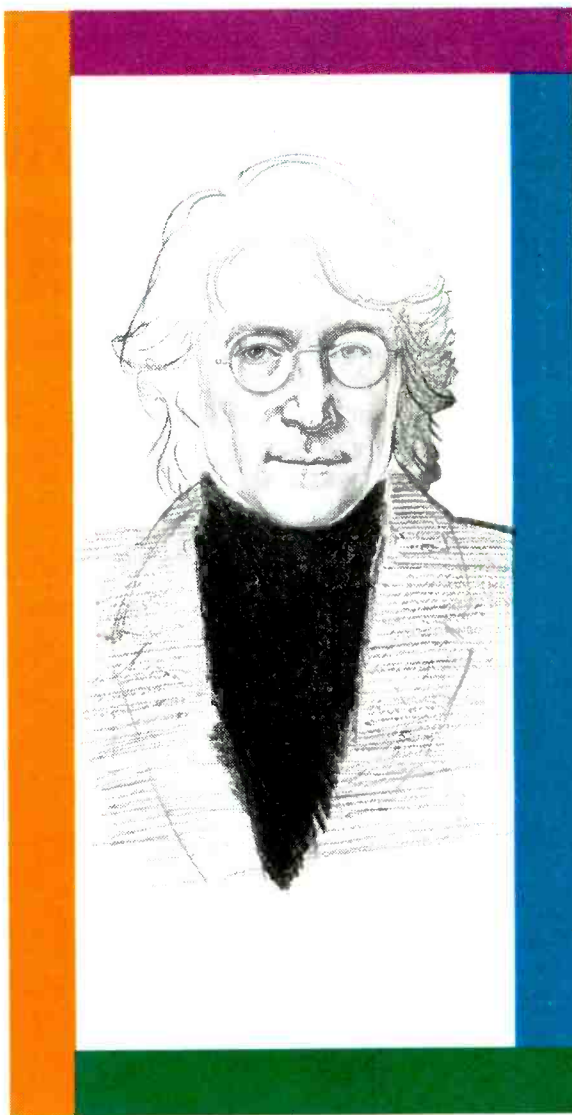
# LENNON

**His last interview, his greatest music, an all-new radio special.**

John Lennon was one of rock's most endearing, influential and controversial figures. America's fascination with "the intellectual Beatle,"—his life, and his music—continues to rage nearly a decade after his death.

Last December, when we first broadcast the long-rumored last Lennon interview, it made radio history. Now, history repeats itself with an all-new, expanded commemorative special we're calling simply, LENNON.

LENNON is simply the most honest and revealing portrait of rock's working class hero ever presented. Based upon John's lengthy, in-depth last interview, conducted just hours before his tragic death on December 8th, 1980,



LENNON is a four-hour radio special written and produced by Ed Salamon, in which the music speaks for itself . . . and so does John.

Demand will be great—last year's show was broadcast in every one of the top 100 markets—so reserve this special for your station early. LENNON will be available for broadcast this December 1st through 8th on a swap/exchange basis to radio stations in the top 170 Arbitron-rated metro markets. For station clearance information call 703-276-2900.

**UNISTAR**

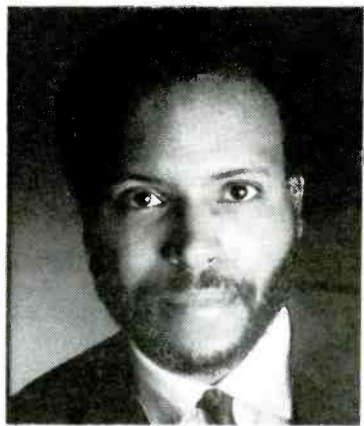
**NEWS**

**WTMX Elevates Caffey To GSM**

WTMX/Chicago LSM Rick Caffey has been elevated to GSM. He succeeds Sheila O'Connor, who was recently promoted to VP/Sales & Assistant Station Manager at the Bonneville AC. Caffey directs a 14-member sales staff.

WTMX President/GM Chet Redpath commented, "Through his unique qualities and talents, Rick Caffey has brought a lot of luster to both the product and people at this station. Sheila O'Connor and I are proud to have developed a partnership with such an outstanding individual as Rick."

Caffey observed, "I'm delighted that Bonneville has afforded me this opportunity. My years here have been gratifying on every level. This new position marks the beginning of an exciting challenge as we head into the '90s."



Rick Caffey

Caffey joined the station seven years ago when it was known as WCLR. He formerly was an AE and LSM for WYLL/Des Plaines, IL.

**Crusham**

Continued from Page 1

and her staff have done a tremendous job in taking 3WS to the number one position in its target demographic in a very competitive marketplace. With his record of achievement, Mike is the ideal person to give us the kind of leadership that will be required to keep us in that position."

Noted Crusham, "I can't tell you how excited I am to join Shamrock Broadcasting and to manage 3WS."

Prior to joining WGFX one year ago Crusham served as VP/GM of KRMG & KQMJ/Tulsa and WHAS & WAMZ/Louisville.

Among persons 12+, 3WS ranked fourth in the spring Arbitron (7.3) and seventh in Birch (4.8). In the same sweeps, WWSW (AM) registered a 0.9 (Arbitron), and 0.5 (Birch).

**Romano**

Continued from Page 3

She's an invaluable asset to Mercury Records."

Romano added, "I'm very proud to have the opportunity to grow within a wonderful organization such as PolyGram, and work with as dedicated and hard-working a promotion staff as we have at Mercury."

Romano started at Mercury four years ago, and has served in the AC, AOR, and CHR promotion departments. Prior to that she was Chicago Regional Rep for Island, and RCA Local Promotion Manager in San Francisco.

**Bouvard**

Continued from Page 3

Bouvard will be based at Coleman headquarters in Research Triangle Park, NC.

**Mychaels Now PD At WPZZ**

Eric Mychaels has been upped from MD to PD at WPZZ (Hot 96)/Indianapolis, and will retain MD duties and the afternoon airshift. He succeeds Eric Blakely, who remains at the station in an on-air position.

Willis Broadcasting National PD Steve Crumbley told R&R, "Eric Mychaels, who's been working with the company and growing each day, was ready for the promotion and had learned the systems. He'll be a great broadcaster in his time as he matures."

Mychaels, who has been at WPZZ for a year, commented, "With some of the new ideas I have, we can make some things happen in this city. The station, up to this point, hasn't even really been on the map, but will steadily increase."

**Tuttle GSM At WWJ & WJOI**

WWJ & WJOI/Detroit AE Valerie Tuttle, who joined the station earlier this year from VP/Sales duties at broadcast advertising agency FirstNet Detroit, has been upped to GSM.

"Detroit radio is booming and our stations are working on all fronts to become an extremely strong presence in the marketplace," commented WWJ & WJOI VP/GM Rod Zimmerman. "As GSM, Valerie will manage and package our inventory and enable us to reach our new goals."

Tuttle previously served as Manager/Detroit Region at McGavren Guild and VP/Detroit Manager for HNWH. She has held sales posts at Detroit's WDIV-TV and WXYZ, and at ABC Radio Spot Sales.

**Belle Of The Columbia Ball**



Columbia execs congratulate Regina Belle on the release of her latest album "Stay With Me" after a show at NYC's Indigo Blues. Sharing the moment are (l-r) Columbia Records President Don Ienner, the label's Cynthia Badie-Rivers, Belle, and Columbia's Sr. VP Ruben Rodriguez, Sr. VP Bob Sherwood, and Sandra Trim-DaCosta.

**CAMP VAN**

**BEETHOVEN**

**"PICTURES OF MATCHSTICK MEN"**

CAMPER VAN BEETHOVEN have a new pro cd/12" out, and we have a chance to tell you about it through the incredibly good graces of R&R. "PICTURES OF MATCHSTICK MEN" is an auspicious entry in the '60's cover sweepstakes, and boy does it rock! You are duly informed it should be added to your play list post haste.

**KEY TO THE P**

**NEW ROCK 19 - 13**

Already On:

- |      |      |
|------|------|
| WDRE | WRAS |
| WBRU | KTCL |
| WHFS | KUKQ |
| KDGE | KUSF |
| KROQ | WBNY |
| KJQN | WBER |
| XTRA | KACV |
| KITS | WFIT |
| WHTG | KUNV |
| WXVX | KOTR |

Early AOR Action At:

- |      |      |
|------|------|
| WXRT | WCCC |
| KRXQ | WHCN |
| KRQR | WROV |
| KOME | KZRR |
| WHFS | KRZQ |
| WDHA | WPXC |

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**Shannon**

Continued from Page 3

a background New Age. Bob has done a terrific job in putting together a positive attitude at the station. Much of his time was spent doing outside station activities, and he'll continue with that."

Shannon was unavailable for comment at presstime.

Among persons 12+ this spring, KMGC tied for 17th in Birch (1.7) and ranked 19th in Arbitron (2.3).

**Huntington**

Continued from Page 3

ing to stress the melodic, bright, jazzy pieces because they seem to work best. We won't turn our back on New Age."

He continued, "I have to learn how to deal with the affiliates and hit the right buttons at the right time. I won't — pardon the pun — make waves. We'll have more fun on the air. We evolved out of no

**Layne**

Continued from Page 3

'DJs,' and will be mindful of that."

Huntington will do PM drive on the network. Prior to joining KIFM, he programmed WHVE/Sarasota-Tampa.

**Schweitzer**

Continued from Page 3

Milwaukee, which will be to my benefit, but I know I've got a lot to learn about that market."

Schweitzer was an AE at Milwaukee outlets WLPX and WBCS before joining WKTI as an AE five years ago. No replacement has been named for him at WKTI.

**Elton's Enthusiastic Entourage**



MCA artist Elton John takes a break with label execs after a concert at L.A.'s Forum. Pictured are (l-r, front) MCA Sr. VP Steve Meyer and VP Liz Heller, MCA Records President Al Teller, John, and MCA Exec. VP/GM Richard Palmese and VPs Harold Sulman, Glen Lajeski, and Luke Lewis; (l-r, back) MCA VPs Jeff Jones, John Hey, and Geoff Bywater.

**King Of The 'City Streets'**



Capitol's Carole King took her tour to the streets of L.A., where she performed classic tunes as well as songs from her new album "City Streets." Shown backstage at the Universal Amphitheatre are (l-r, front) manager Peter Asher, King, Capitol Records President David Berman, and label VP John Fagot; (l-r, back) Capitol's Ritch Bloom, VP Tom Whalley, and Jeff Shane.

**Virgin's Happy Campers**



Virgin execs ham it up with Camper Van Beethoven backstage after a concert promoting their latest album, "Key Lime Pie." Posing backstage at L.A.'s Greek Theater are (l-r, back row) Camper member Greg Lisher, the label's Lydia Sarno and VP Jacquie Perryman, band members David Lowery and Morgan Fichter, Virgin Sr. VP Jim Swindel, and the label's Mark Williams; (front, l-r) Virgin VP Michael Plen and Camper members Victor Kremenacher and Chris Pedersen.

**R&R TIMELINE**

Lonnie Gronek kicked off his radio sales career at WMCR/Cleveland in 1972. He left to join crosstown Malrite outlet WHK in '78, becoming its GSM ten years ago today. In '84, Gronek was appointed WHTZ (Z100)/New York LSM, returned to Cleveland in '86 as WHK & WMMS GM, and earned VP stripes in '87. One year ago today, he was named Malrite's VP/Sales Development, and in January of this year became Z100 GSM.



Lonnie Gronek

**1 YEAR AGO TODAY**

- RIAA survey reveals listeners want more back-announcing
- Emmis bestows VP stripes on Phil Newmark, Alan Goodman, Jeff Wyatt, and Tom Gowen
- Chuck Bortnick named WHK & WMMS/Cleveland VP/GM
- Moon Mullins tapped to head Pollack Communications/Nashville
- Bob Linden lands KNUA/Seattle PD post
- #1 CHR: "Don't Worry, Be Happy" — Bobby McFerrin (EMI)
- #1 AC: "It Would Take A Strong Strong Man" — Rick Astley (RCA)
- #1 UC: "She's On The Left" — Jeffrey Osborne (A&M) (3 wks)
- #1 Country: "Honky Tonk Man" — Randy Travis (WB)
- #1 AOR Track: "Don't You Know What The Night Can Do" — Steve Winwood (Virgin) (2 wks)
- #1 AOR Album: "Roll With It" — Steve Winwood (Virgin) (4 wks)
- #1 NAC: "Close-Up" — David Sanborn (Reprise) (3 wks)
- #1 Contemporary Jazz: "Then And Now" — Grover Washington Jr. (Columbia) (2 wks)

**5 YEARS AGO TODAY**

- Jim O'Neill appointed Blair/RAR President/CEO
- Michael Ellis becomes WAPP/New York PD
- Smokey Rivers hired as WAVA/Washington PD
- Bob Church chosen as WLOQ/Orlando PD
- New Dallas CHR: KEGL (Eagle 97) and KTKS (106 Kiss-FM)
- #1 CHR: "Let's Go Crazy" — Prince (WB)
- #1 AC: "Drive" — Cars (Elektra)
- #1 UC: "The Last Time I Made Love" — Joyce Kennedy & Jeffrey Osborne (A&M)
- #1 Country: "I Don't Know A Thing About Love" — Conway Twitty (WB)
- #1 AOR Track: "Cover Me" — Bruce Springsteen (Columbia) (3 wks)
- #1 AOR Album: "Born In The USA" — Bruce Springsteen (Columbia) (10 wks)
- #1 Jazz: "Rendezvous" — Sadao Watanabe (Elektra)

**10 YEARS AGO TODAY**

- Gary Berkowitz tapped as WROR/Boston PD
- Jim White returns to KNUS/Dallas as PD
- WAPE/Jacksonville signs the Greaseman to a five-year, \$600,000 contract
- Allison Steele resigns from WNEW-FM/NY after 13 years
- #1 CHR: "Lonesome Loser" — Little River Band (Capitol) (3 wks)
- #1 AC: "After The Love Is Gone" — Earth, Wind & Fire (ARC/Columbia)
- #1 UC: "Don't Stop 'Til You Get Enough" — Michael Jackson (Epic) (4 wks)
- #1 Country: "You're My Jamaica" — Charley Pride (RCA)
- #1 AOR Album: "In Through The Out Door" — Led Zeppelin (Swan Song) (2 wks)

**15 YEARS AGO TODAY**

- Joel Denver named WFIL/Philadelphia MD
- Billy Pearl exits KIQQ/L.A. for neighboring KHJ
- #1 CHR: "I Honestly Love You" — Olivia Newton-John (MCA)
- #1 AC: "Then Came You" — Dionne Warwick & Spinners (Atlantic)
- #1 Country: "Please Don't Tell Me" — Ronnie Milsap (RCA) (2 wks)
- #1 AOR Album: "Fulfillingness' First Finale" — Stevie Wonder (Tamla) (3 wks)

— Hurricane Heeran



# IMAGINE YOUR STATION GOING NATIONWIDE!

WE'VE CONVINCED LISTENERS IN THESE MARKETS:

	6A-Mid/M-S (Local)	Open House Party (National)	Advantage
<b>Atlanta/WAPW-FM</b>	<b>9.4</b>	<b>11.8</b>	<b>+26%</b>
<b>Boston/WXKS-FM</b>	<b>7.7</b>	<b>8.7</b>	<b>+13%</b>
<b>Cleveland/WPHR-FM</b>	<b>3.4</b>	<b>6.3</b>	<b>+85%</b>
<b>Denver/KQKS-FM</b>	<b>4.9</b>	<b>8.4</b>	<b>+71%</b>
<b>Houston/KRBE-FM</b>	<b>5.5</b>	<b>7.6</b>	<b>+38%</b>
<b>Indianapolis/WZPL-FM</b>	<b>9.7</b>	<b>16.5</b>	<b>+70%</b>

Arbitron, Spring '89, AQH Metro Share, 6AM-Mid, Mon.-Sun vs. 7P-Mid OHP weekend average.

## ? WHY IS THIS HAPPENING ?

An **AMAZING BREAKTHROUGH** in audience response is occurring every weekend to programmers airing **OPEN HOUSE PARTY™**:

### LISTENERS THINK IT'S LOCAL

Suddenly, your station is hosting the biggest party on the planet... with programming beaming across North America. *Open House Party™* makes it sound like your station is broadcasting nationally, which boosts your image in the eyes of your listeners.

### 135 MILLION!

Now airing on over 70 great stations, *Open House Party™* reaches a potential audience of 135 million! It has changed the sound of weekend radio forever. Your station is connected with cities from coast-to-coast, now definitely the most listened to live contemporary radio program on the air.

### SUPER HOT GUESTS

The biggest stars are available exclusively to *your* listeners through *your* station. The hottest stars in America beg to get on mike with John Garabedian, who makes your competition's weekend talent sound like *feeble wimps.* Banks of toll-free 800 lines provide direct, interactive listener input. Our studio is wired directly for live satellite transmission assuring stellar digital quality! Your call letters are *always* first talk out of music.

### KICK IN THE ASS

Take advantage of this festive, high-tech programming to give your weekends a kick in the ass (your competitor too). We target mainstream available audience, updating constantly, using fresh research from independent firms. Imagine extending *your* weekend time-spent-listening during this show, and adding it to your Monday through Sunday total audience. Wow!

### CATCH THE FALL BOOK NOW

Connect your listeners, with the fastest growing weekend audience in North America. Call **Superadio** now to lock it up before your competition locks you out. **(508) 485-3500.**



# DINO



## “SUNSHINE” NEW & ACTIVE

NATIONALLY  
MOST ADDED!!  
NOW ON 99 CHR  
REPORTERS

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WZOU deb 33  
PRO-FM deb 34  
KRBE 35-30  
KTFM 25-22  
B96 30-26  
KKRZ add  
KISN deb 39  
KWSS 29-26  
KJMZ add  
KMEL 30-27

HOT977 31-28  
WWCK 28-17 (HOT)  
KKBQ  
KITY  
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PWR106  
FM102  
...AND MUCH MORE

See Dino on tour with New  
Kids On The Block!



# RATINGS

## BIRCH DEMOGRAPHIC RANKINGS

### Minneapolis-St. Paul

18-34			18-49			25-54		
	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
KQRS-A/F (AOR)	18.2	18.9	KQRS-AM & FM	13.9	14.0	WCCO	12.2	14.9
WLOL (CHR)	8.9	10.4	KSTP-FM	9.8	9.8	KSTP-FM	10.6	10.1
KDWB-FM (CHR)	10.7	9.3	WCCO	8.3	9.6	KQRS-AM & FM	11.2	9.8
KEEY (Ctry)	5.0	8.9	WLOL	6.6	8.5	KEEY	6.4	7.6
KSTP-FM (AC)	8.8	7.6	KEEY	5.5	8.1	WLTE	5.4	6.9
KJJO (AOR)	8.1	7.3	KDWB-FM	7.6	6.9	KQQL	7.7	6.6
KQQL (Gold)	3.6	5.9	KQQL	6.6	5.8	WLOL	4.7	6.6
KTCZ (AOR)	8.7	5.8	KTCZ	7.6	5.7	KTCZ	7.8	6.5
KLXK (CR)	5.5	5.2	WLTE (AC)	4.8	5.5	KDWB-FM	4.7	4.4
WCCO (AC)	5.0	4.5	KJJO	5.2	4.8	KSJN-FM (Clas)	3.3	4.2

### Phoenix

18-34			18-49			25-54		
	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
KUPD (AOR)	14.0	18.1	KZZP-AM & FM	13.3	14.3	KNIX-AM & FM	19.3	17.8
KZZP-A/F (CHR)	16.6	15.9	KUPD	10.9	12.4	KZZP-AM & FM	9.6	11.1
KDKB (AOR)	7.8	9.9	KNIX-AM & FM	15.6	12.1	KUPD	6.6	8.4
KSLX (CR)	9.7	9.7	KSLX	7.9	8.8	KSLX	7.2	7.6
KNIX-A/F (Ctry)	12.1	8.2	KDKB	5.2	7.3	KTAR	4.9	5.8
KOY-FM (CHR)	4.5	6.0	KOY-FM	2.9	5.0	KOOL-FM	5.4	5.1
KKFR (CHR)	6.2	4.9	KOOL-FM	4.4	4.1	KDKB	3.3	5.0
KOOL-FM (Gold)	3.1	3.4	KTAR	3.1	3.8	KMEO-AM & FM	6.0	4.8
KKLT (AC)	3.8	3.3	KKLT	6.6	3.5	KKLT	8.0	4.1
KTAR (N/T)	1.7	2.8	KMEO-A/F (B/EZ)	3.0	3.5	KOY-FM	1.9	3.9

### Denver-Boulder

18-34			18-49			25-54		
	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
KRXY-A/F (CHR)	10.0	13.4	KRXY-AM & FM	7.5	9.8	KBCO-AM & FM	11.9	10.9
KAZY (AOR)	8.5	12.8	KBCO-AM & FM	11.0	9.7	KXKL-AM & FM	11.3	8.6
KBPI (AOR)	9.4	11.3	KAZY	5.9	8.9	KYGO-FM	6.3	7.4
KBCO-A/F (AOR)	13.9	9.6	KBPI	7.1	8.4	KRXY-AM & FM	5.2	6.2
KQKS (CHR)	5.0	6.0	KXKL-AM & FM	10.3	7.4	KBPI	4.6	6.1
KMJI (AC)	5.4	5.9	KMJI	5.8	6.2	KMJI	6.0	5.5
KYGO-FM (Ctry)	5.9	5.8	KYGO-FM	5.4	6.1	KHIH	3.9	5.2
KDKO (UC)	2.9	4.1	KQKS	3.5	4.9	KOA (Talk)	4.0	4.7
KXKL-A/F (Gold)	7.2	4.0	KHIH	3.7	4.0	KAZY	3.1	4.6
KHIH (NAC)	3.1	3.2	KWBI	4.3	3.6	KWBI	3.0	3.8
KWBI (Rel)	5.3	3.2						
KZRZ (AOR)	2.4	3.2						

### Portland-Vancouver

18-34			18-49			25-54		
	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
KGON (AOR)	19.2	17.6	KGON	13.6	13.3	KKCW	11.0	12.1
KXYQ (CHR)	14.7	12.4	KKCW	11.1	11.7	KGON	10.6	10.8
KKRZ (CHR)	14.5	11.7	KKRZ	10.8	9.3	KINK	11.7	8.0
KKCW (AC)	10.5	11.3	KXYQ	10.0	9.2	KMJK	5.3	7.6
KMJK (CR)	7.5	10.4	KMJK	5.6	8.5	KUPL-FM	3.5	7.3
KUPL-FM (Ctry)	3.0	8.3	KUPL-FM	3.6	7.1	KXYQ	4.8	5.8
KINK (NAC)	8.5	6.2	KINK	10.0	6.8	KKRZ	6.3	5.5
KKCY (NAC)	.6	3.0	KKSN-FM	3.8	4.3	KKSN-FM	4.8	5.1
KWJJ-FM (Ctry)	1.6	3.0	KXL (N/T)	2.2	3.4	KXL	3.5	4.8
KKSN-FM (Gold)	1.4	2.5	KKCY	1.1	3.3	KEX (AC)	6.5	3.9

### Milwaukee-Racine

18-34			18-49			25-54		
	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
WLUM (CHR)	13.9	17.0	WLUM	10.0	12.9	WKTJ	10.2	10.6
WLZR-A/F (AOR)	19.3	15.1	WKTJ	11.6	12.0	WKLH	8.8	10.3
WKTJ (CHR)	15.3	14.0	WLZR-AM & FM	12.2	10.6	WMIL	8.8;9.9	
WKLH (CR)	10.3	13.1	WKLH	9.7	10.4	WLUM	6.8	8.0
WMIL (Ctry)	4.4	5.6	WMIL	7.4	7.8	WTMJ	8.3	7.2
WQFM (AOR)	9.8	5.0	WTMJ	5.1	5.1	WZTR	6.3	5.5
WMYX (AC)	3.0	4.1	WZTR	5.3	5.0	WLZR-AM & FM	5.9	5.3
WZTR (Gold)	3.5	3.6	WMYX	4.0	4.6	WMYX	4.0	4.9
WLTD (AC)	5.6	3.5	WQFM	6.3	4.2	WLTD	4.9	3.6
WTMJ (AC)	1.6	3.0	WBZN-A/F (NAC)	2.4	3.0	WBZN-AM & FM	3.1	3.5
			WLTD	5.2	3.0			

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On September 1st Braiker Radio Services hit the airwaves, with the most innovative satellite programming in radio today. A one-stop radio satellite service featuring five outstanding "personality driven" formats that provide 24 hour-a-day "walkaway freedom" while delivering a winning share of the market.

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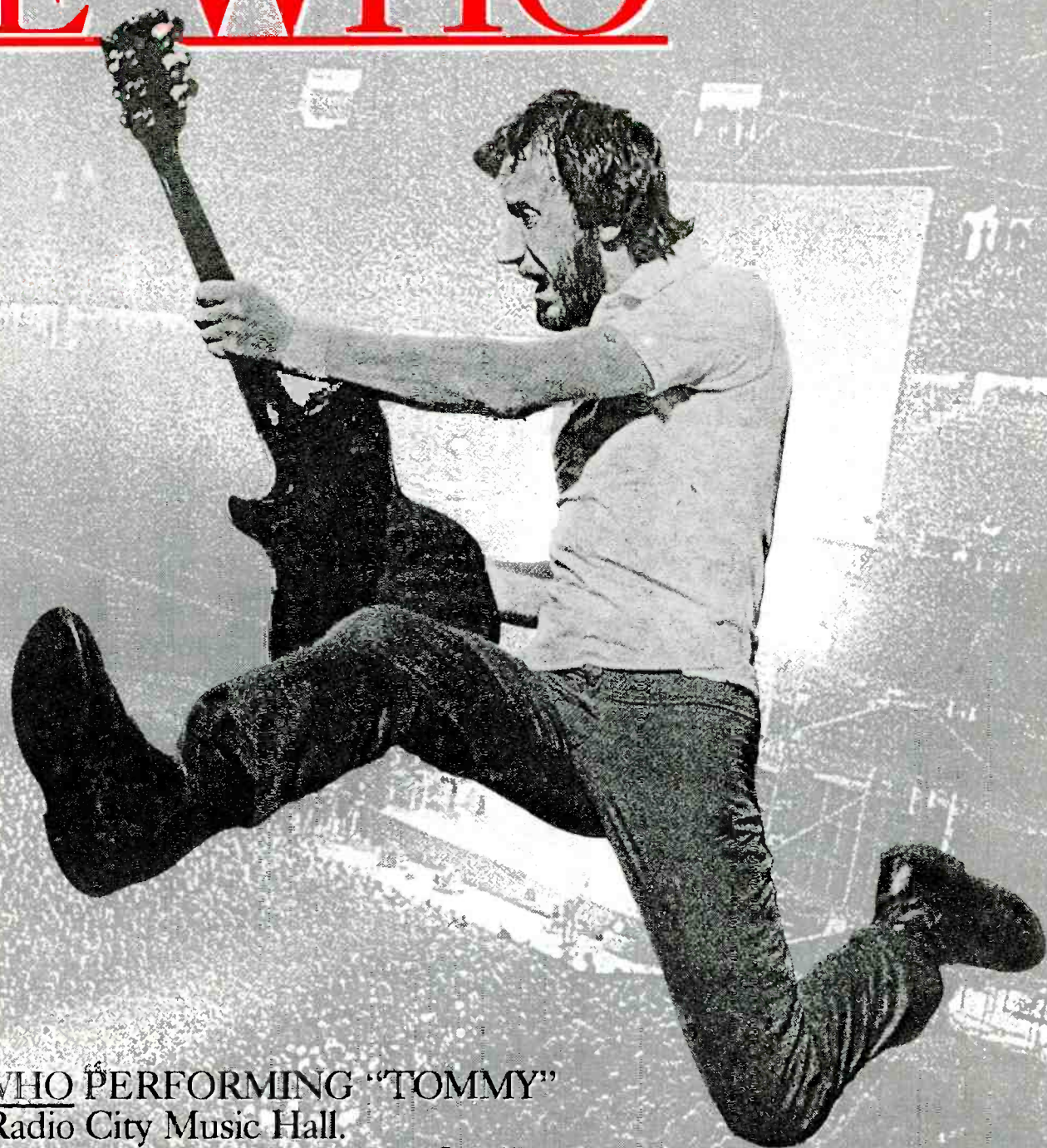
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*July 10 and 17.*

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Cars that make sense.

**Dentyne**  
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# RATINGS

## BIRCH DEMOGRAPHIC RANKINGS

### Kansas City

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
<b>18-34</b>			<b>18-49</b>			<b>25-54</b>		
KXKR (CHR)	10.9	16.1	KXKR	7.6	10.5	WDAF	12.8	14.2
KPRS (UC)	10.1	13.8	KPRS	9.0	10.3	KFKF-AM & FM	10.3	11.0
KBEQ (CHR)	8.5	10.0	KFKF-AM & FM	10.2	10.0	KPRS	8.4	8.6
KFKF-A/F (Ctry)	8.3	9.8	WDAF	7.7	9.8	KCFX	8.2	7.0
KYYS (AOR)	17.3	9.3	KBEQ	7.8	7.5	KUDL	5.2	6.0
KCFX (CR)	12.1	9.1	KCFX	9.1	7.4	KXXR	3.5	5.5
KCPW (CHR)	5.8	5.1	KYYS	11.8	6.8	KYYS	7.2	5.2
KLSI (AC)	2.9	4.7	KUDL	4.6	5.3	KBEQ	5.2	4.7
WDAF (Ctry)	4.6	4.4	KLSI	4.9	5.1	KLSI	5.2	4.7
KCMO (N/T)	2.0	2.3	KCPW	4.6	4.6	KCMO	6.4	4.6
KUDL (AC)	3.9	2.3				KMBR	2.7	4.6

### Providence

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
<b>18-34</b>			<b>18-49</b>			<b>25-54</b>		
WHJY (AOR)	18.2	22.6	WPRO-FM	21.3	17.2	WPRO-FM	19.2	13.5
WPRO-FM (CHR)	21.3	19.2	WHJY	13.5	15.8	WHJY	8.2	9.6
WSNE (AC)	8.9	7.4	WSNE	8.1	6.2	WWLI	6.1	6.8
WWKX (UC)	5.7	6.0	WWLI	5.9	5.1	WSNE	7.9	5.6
WWRX (CR)	5.5	5.5	WODS	2.2	4.6	WODS	2.9	5.5
WBRU (NR)	5.4	5.0	WBRU	4.5	4.3	WBRU	4.5	4.5
WWLI (AC)	3.5	4.5	WWKX	4.1	4.3	WLKW	5.1	3.8
WZLX (CR)	2.7	4.1	WWRX	4.5	3.6	WMYS	3.3	3.7
WAAF (AOR)	1.1	2.3	WMYS (AC)	2.9	3.0	WPRO (Talk)	3.4	3.5
WODS (Gold)	1.6	2.3	WLKW (B/EZ)	3.0	2.9	WHJJ (N/T)	4.7	2.9

### Sacramento

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
<b>18-34</b>			<b>18-49</b>			<b>25-54</b>		
KRXQ (AOR)	14.1	20.3	KRXQ	9.8	14.1	KZAP	6.0	8.8
KZAP (AOR)	11.1	11.5	KZAP	7.6	9.7	KFBK	10.5	8.7
KROY (CHR)	5.1	9.0	KXOA-FM	7.4	7.3	KRAK-FM	9.5	8.7
KSFM (CHR)	10.5	8.4	KHYL	6.6	6.8	KHYL	7.9	8.4
KQPT (NAC)	5.6	8.0	KQPT	6.4	6.8	KRXQ	5.5	8.3
KXOA-FM (AC)	7.7	6.1	KSFM	8.2	6.7	KXOA-FM	6.5	7.7
KRAK-FM (Ctry)	8.1	4.8	KROY	6.0	6.4	KQPT	7.3	6.4
KHYL (Gold)	4.1	3.7	KRAK-FM	9.0	6.3	KCTC	3.8	6.1
KRAK (Ctry)	3.2	2.9	KFBK (N/T)	6.8	5.4	KSFM	5.2	5.9
KAER (AC)	4.8	2.8	KCTC (B/EZ)	2.4	4.0	KAER	5.7	3.8

### Norfolk-Virginia Beach-Newport News

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
<b>18-34</b>			<b>18-49</b>			<b>25-54</b>		
WOWI (UC)	14.7	18.5	WOWI	11.2	15.7	WAFX	1.9	13.6
WAFX (CR)	1.6	15.8	WAFX	1.5	12.7	WCMS-AM & FM	9.3	9.9
WNOR-A/F (AOR)	26.5	14.4	WNOR-AM & FM	19.6	11.6	WOWI	8.4	9.5
WNVZ (CHR)	10.0	9.0	WNVZ	8.6	8.0	WNOR-AM & FM	13.5	7.6
WMYK (UC)	6.5	7.8	WMYK	5.2	7.1	WMYK	3.0	6.9
WWDE (AC)	2.2	5.6	WCMS-AM & FM	7.8	6.8	WNVZ	6.3	6.7
WGH-A/F (CHR)	4.1	5.2	WWDE	4.3	5.5	WLTY	8.9	5.5
WCMS-A/F (Ctry)	6.0	4.8	WLTY	7.6	4.5	WWDE	5.5	5.4
WLTY (AC)	5.6	3.7	WGH-AM & FM	3.7	4.0	WFOG	7.4	5.1
WJQI-A/F (AC)	4.7	3.2	WFOG (B/EZ)	4.6	3.7	WJQI-AM & FM	5.7	4.9

### Columbus

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
<b>18-34</b>			<b>18-49</b>			<b>25-54</b>		
WNCI (CHR)	15.5	23.4	WNCI	13.9	18.6	WNCI	12.2	15.2
WLVQ (AOR)	12.1	19.5	WLVQ	9.9	15.5	WLVQ	7.6	12.2
WMGG (CR)	13.0	14.4	WSNY	13.9	11.2	WSNY	14.4	11.9
WSNY (AC)	14.1	9.6	WMGG	9.8	10.4	WMGG	7.9	7.8
WXGT (CHR)	8.5	8.2	WXGT	6.7	6.2	WTVN	8.9	6.0
WVKO (UC)	6.9	6.6	WVKO	5.4	5.5	WVKO	4.6	5.9
WCKX (UC)	4.0	2.4	WTVN (AC)	6.3	4.3	WBBY	6.2	4.7
WHOK (Ctry)	7.8	2.3	WBBY	5.2	3.7	WBNS-FM (B/EZ)	4.3	4.3
WRFD (CC)	.4	2.0	WHOK	6.5	3.2	WHOK	6.4	4.0
WBBY (Jazz)	3.3	1.8	WCKX	2.8	2.6	WXGT	4.4	3.8

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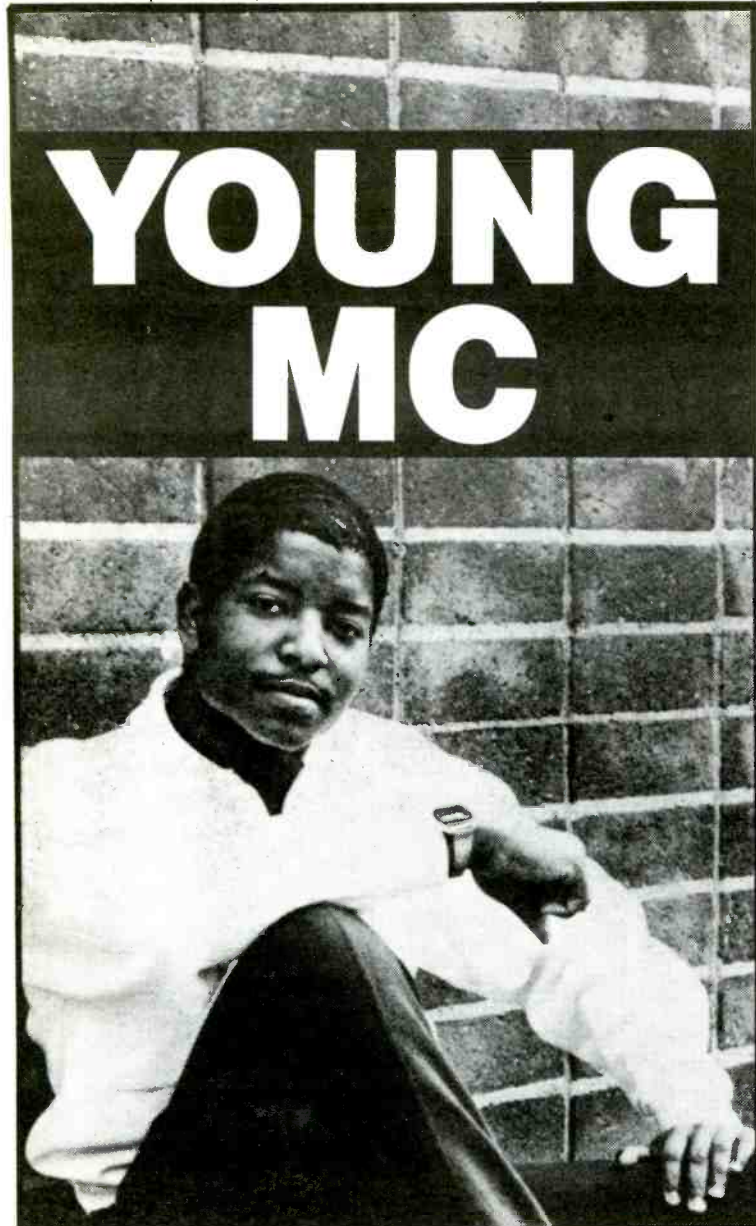
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| KZZP 9-8       | PRO-FM 25-21      |
| KKLQ 6-4 (HOT) | PWR99 18 (HOT)    |
| X100 3-2 (HOT) | KITY 12           |
| KWSS 7-6       | KTMF 15-13        |
| KUBE 19-17     | WIOQ 20 (HOT)     |
| HOT97 deb 30   | KJMZ 18 (HOT)     |
| PWR96 deb 35   | WMJQ 8-5 (HOT)    |
| HOT102 19-14   | Z102 8-4 (HOT)    |
| PWR106 9-8     | KF95 deb 27 (HOT) |
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| FM102 3-3      | KLUC 5-3 (HOT)    |

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**DEBUT** **40**



# RATINGS

## BIRCH DEMOGRAPHIC RANKINGS

### New Orleans

18-34		Wi '89	Spring '89	18-49		Wi '89	Spring '89	25-54		Wi '89	Spring '89
WQUE-A/F (UC)	16.9	19.7	WQUE-AM & FM	15.9	15.7	WYLD-FM	9.8	13.7			
WYLD-FM (UC)	16.8	17.1	WYLD-FM	14.2	15.0	WQUE-AM & FM	14.9	11.6			
WEZB (CHR)	16.1	16.7	WEZB	13.4	13.5	WEZB	9.2	10.7			
WLTS (AC)	7.7	6.8	WLTS	7.7	6.4	WLTS	7.5	6.5			
WRNO (AOR)	6.9	6.6	WBOK	2.4	5.2	WBOK	3.5	6.4			
WCKW-FM (CR)	10.3	6.5	WRNO	5.2	4.9	WNOE-AM & FM	6.2	4.9			
WLMG (AC)	3.9	4.4	WCKW-FM	8.1	4.8	WWL (N/T)	5.6	4.4			
WBOK (Rel)	1.3	2.9	WLMG	4.1	4.1	KHOM	1.4	4.3			
WQXY (Ctry)	2.0	2.9	KHOM	1.3	3.5	WCKW-FM	7.1	4.0			
KHOM (Gold)	1.0	1.7	WNOE-A/F (Ctry)	3.5	3.4	WLMG	4.9	4.0			
						WYAT (Gold)	4.4	4.0			

### Memphis

18-34		Wi '89	Spring '89	18-49		Wi '89	Spring '89	25-54		Wi '89	Spring '89
WHRK (UC)	28.2	19.9	WHRK	22.3	15.5	WGKX	13.5	15.0			
WEGR (AOR)	18.2	15.6	WGKX	10.4	13.8	WHRK	17.8	13.3			
WGKX (Ctry)	6.9	11.9	WEGR	13.4	13.3	WDIA	7.6	12.9			
KRNB (UC)	9.6	11.2	WDIA	7.0	11.7	WEGR	10.8	10.7			
WDIA (UC)	6.0	10.5	WMC-FM	9.4	9.1	WMC-FM	8.4	8.4			
WMC-FM (CHR)	10.1	8.9	KRNB	7.8	8.8	WRVR-FM	9.6	7.3			
KMPZ (CHR)	4.5	5.3	WRVR-FM	7.7	5.7	KRNB	4.7	6.6			
WRVR-FM (AC)	5.7	5.3	KMPZ	4.1	4.3	WLOK	3.7	4.2			
WLOK (UC)	1.9	1.8	WLOK	2.6	3.3	WEZI-FM (B/EZ)	3.1	2.4			
WSMS (Jazz)	.4	1.5	WRVR (Gold)	1.5	2.3	WRVR	2.0	2.4			

### Nashville

18-34		Wi '89	Spring '89	18-49		Wi '89	Spring '89	25-54		Wi '89	Spring '89
WKDF (AOR)	15.3	22.5	WKDF	12.2	16.3	WSIX-FM	12.1	12.4			
WYHY (CHR)	17.7	15.9	WYHY	13.6	15.0	WZEZ	6.2	12.3			
WLAC-FM (AC)	13.0	10.8	WSIX-FM	10.9	11.0	WSM-FM	11.1	12.2			
WQKQ (UC)	14.7	10.6	WLAC-FM	13.2	10.5	WKDF	8.9	10.9			
WSIX-FM (Ctry)	10.2	9.2	WSM-FM	8.0	10.0	WLAC-FM	13.5	10.7			
WSM-FM (Ctry)	6.5	7.9	WQKQ	12.2	9.3	WQKQ	9.2	8.4			
WGFX (CR)	6.9	7.0	WGFX	6.8	5.7	WRMX	5.1	6.3			
WRMX (AC)	2.9	3.8	WRMX	4.2	4.7	WGFX	6.6	5.3			
WPLN (Clas)	1.7	1.9	WZEZ	3.5	3.2	WZEZ	6.2	4.1			
WZEZ (B/EZ)	.8	1.7	WSM (Ctry)	2.4	2.3	WSM	4.5	2.9			

### Hartford-New Britain-Middletown

18-34		Wi '89	Spring '89	18-49		Wi '89	Spring '89	25-54		Wi '89	Spring '89
WTIC-FM (CHR)	18.7	19.1	WTIC-FM	16.6	17.3	WTIC-FM	15.0	13.8			
WHCN (AOR)	12.8	14.7	WCCC-AM & FM	11.0	10.6	WTIC	7.4	12.9			
WCCC-A/F (AOR)	14.9	14.4	WHCN	10.1	10.4	WWYZ	6.3	10.1			
WKSS (CHR)	6.9	8.8	WDRG-FM	11.1	8.1	WDRG-FM	11.9	9.0			
WDRG-FM (Gold)	10.1	7.2	WTIC	5.1	7.8	WHCN	9.5	8.5			
WWYZ (Ctry)	3.6	6.5	WWYZ	5.9	7.8	WCCC-AM & FM	7.2	7.3			
WIOF (AC)	7.9	3.9	WKSS	5.0	7.0	WRCH	6.1	5.8			
WTIC (AC)	.8	3.4	WIOF	6.8	4.9	WIOF	7.3	5.7			
WQTO (UC)	2.1	3.3	WRCH (B/EZ)	4.4	3.6	WKSS	3.2	4.2			
WPLR (AOR)	2.1	2.9	WQTO	1.3	2.2	WPKT (Clas)	.6	2.3			

### Oklahoma City

18-34		Wi '89	Spring '89	18-49		Wi '89	Spring '89	25-54		Wi '89	Spring '89
KATT (AOR)	22.8	15.1	KXXY-AM & FM	12.3	13.1	KXXY-AM & FM	15.3	13.6			
KJYO (CHR)	15.7	14.9	KJYO	11.2	11.3	KJYO	5.0	9.2			
KXXY-A/F (Ctry)	11.8	14.0	KATT	17.8	10.2	KPRW	7.1	7.2			
KZBS (CHR)	6.6	13.2	KZBS	4.7	8.7	KOMA	12.2	7.1			
KPRW (UC)	9.5	8.6	KPRW	7.5	7.3	KATT	11.1	6.6			
KRXO (CR)	8.6	7.5	KRXO	7.9	6.5	KKNG	5.3	6.5			
KEBC (Ctry)	2.4	4.7	KOMA	9.5	5.8	KMGL	4.9	6.4			
KMGL (AC)	3.6	3.6	KMGL	4.5	5.0	KRXO	8.4	6.2			
KLTE (AC)	5.3	3.3	KLTE	5.7	4.7	KLTE	5.8	5.9			
KOMA (Gold)	4.4	2.2	KKNG (B/EZ)	2.7	4.6	KOCC (Jazz)	.3	4.3			
						KZBS	3.4	4.3			

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## Make Your Station A Brand Name

By Rhody Bosley

Listeners are the radio station's customer. And — as in any other business — the customer is king.

In today's incredibly competitive local market radio environment, the PD's role is similar to that of the product or brand manager in the package goods industry. He is responsible for producing a product/program designed to satisfy the customer/listener; he wants to build a brand. Whether it is a soft drink or a radio station, a brand-name product has certain advantages.

Brand names attract repeat purchases/listeners and develop a market niche. Brand loyalty protects the product/station from competitive activity and allows customers to know what quality to expect. To be successful, stations must invest heavily in promoting brand awareness to attain listener loyalty.

When it comes to brand preference, there are three levels of familiarity: brand insistence,

**"Listeners are the radio station's customer. And — as in any other business — the customer is king."**

which is comparable to exclusive cume; preferred brand, which means the listener most often selects the brand by choice or habit from past experience; and brand recognition, which comes into play when the customer remembers having seen, heard of, or sampled the brand.

Until recently there was no way to gauge the station loyalty of anyone but the exclusive listener. To help PDs get a fix on their sta-

delivers more than 30 reports in 11 sections.

Fingerprint is divided into three areas: Executive Summary, Station Reports & Tables, and Diary Review Analyst. The Executive Summary provides an overview of radio usage in the metro, along with exact age/sex analyses, and supplies in-depth information on the client station, six other selected stations, and five preselected formats. The third area, Diary Review Analyst, provides a description of how to sort and review raw diaries at an Arbitron diary review and contains diary-by-diary descriptions of listening for seven selected stations.

Fingerprint is tailored specifically to a station's needs and indicates the station(s) individual listeners prefer most, their second choice, and their third choice. The report also indicates how many quarter-hours of listening were attributed to each station.

Once you know the preference levels for your station, your format, and your competitors, you can define your station's target market by zip code, age, and sex. You can determine where your format's listeners live and how this compares with where your station's audience lives. You can also see which stations share your listeners and in what combination of preferences.

Consultant Jeff Pollack, who has used Fingerprint in advising his clients, suggests that Fingerprint users take a large zip code map and plot their stations' listeners versus those of their competitors. This can be done by assigning different color map pins to signify different competing stations. You can take this concept a step further by plotting your second-preference listeners versus those of your competitors on a separate map, and then making a map showing listeners for whom your station is the third choice.



Rhody Bosley

tions' brand familiarity, Arbitron has introduced Radio Fingerprint. Developed by independent consultant Gary Donohue, Fingerprint delivers a computerized version of an Arbitron diary review.

It's designed to enable stations to analyze their marketing strategies by using a series of reports showing audience behavior for individual stations, radio formats, and all radio in the metro. Based on a proven consumer marketing tool called Preference Profile, Fingerprint associates radio stations with brands and formats with brand categories.

### Each Fingerprint Is Unique

Since no two markets, formats, or stations have the same listening patterns, a Preference Profile is unique to a radio station just as a fingerprint is unique to a person.

Each Fingerprint analysis is based on raw listening data extracted from an Arbitron mechanical diary. (This is a computer printout of listening entries in each diary of a specified geography.) Using this raw data, Fingerprint

## What's In A Name?

The three generally accepted levels of brand familiarity in the product industry also relate to radio:

- **Brand Insistence** — comparable to exclusive cume
- **Preferred Brand** — listener most often selects brand by choice or habit
- **Brand Recognition** — listener/customer remembers having seen, heard, or sampled the brand

### A Case History

Donohue offers the following case history to show how Fingerprint can work:

Gold-formatted WZZZ has limited signal penetration in a major metro market. Its signal penetrates clearly into the southern-most counties of the metro area. Over the years, WZZZ had been living with 12+ shares in the ones and twos, thinking this was all it could achieve with a weak signal.

Using Fingerprint, the station first identified the format potential for Gold in the market by determining its Preference 1 (P1), Preference 2 (P2), and Preference 3 (P3) usage. This provided WZZZ with a realistic goal for growth, in-

format, WZZZ wanted to capture 51% of that share or a 3.3.

Next, the station identified the top 40 zip codes where Gold received the highest amount of quarter-hour listening for P1, P2, and P3 usage. Cross-referencing these zip codes with a signal penetration map, it identified 20 zip codes within its coverage area with high quarter-hour usage for the format.

Instead of blanketing the southern-most metro counties in a marketing campaign, WZZZ used these zip codes as its target for a cost-efficient direct mail campaign. Over the next six months, all promotional efforts were directed at this zip code nest. Within three surveys, WZZZ grew from a 2.3 to a 3.4 share in the metro.

Your listeners are special. Your station is special. Apply brand management techniques to find out how special — and how effective you are at making your station a brand name.

**"Once you know the preference levels for your station, your format, and your competitors, you can define your station's target market by zip code, age, and sex."**

stead of arbitrarily assigning a share goal of, say, 6.0 for 12+. In this case, the P1, P2, and P3 (core) share of Gold was 6.5 in the market. To be the winning station in the

Rhody Bosley is VP/Radio Sales & Marketing for Arbitron (212-887-1300), which uses a seven-day personal diary to collect radio listening data for 260 markets. He contributes to this section on a regular basis.

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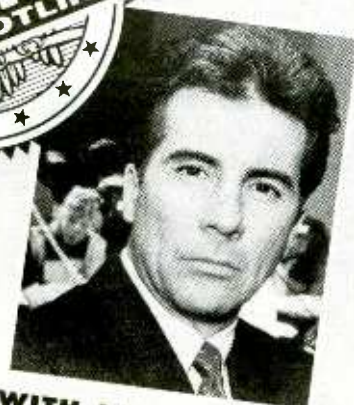
—JOHN WALSH

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"I'm A Believer," the first track from their massive debut album "Last of the Runaways" (SP 5272)

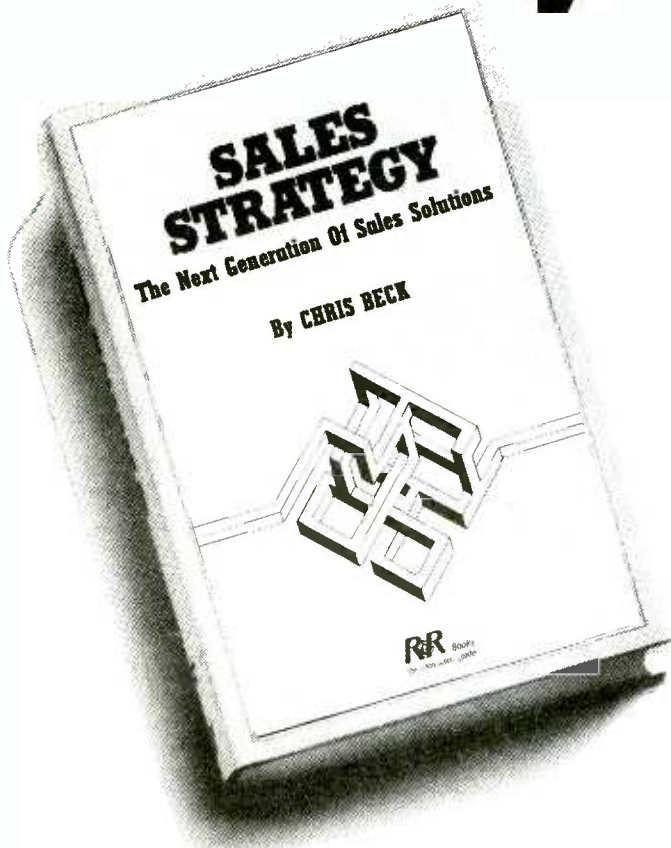
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KEN BARNES

25-YEAR PHOTO SALUTE #3

# Rolling Stones Out Of Time

For the Rolling Stones, the '60s were turbulent, while the '70s and '80s saw them consolidate an increasingly patriarchal position as reigning rock royalty. So this week's photograph record review focuses (though sometimes a little out of focus) on the band's '60s changes, at the expense of the relatively stable later years.

The Stones, after struggling to survive on nothing but potatoes while getting their start, established a reputation in London and gained a recording contract in mid-1963, putting their potato famine days behind them. The first '60s sleeve shown here ("Tell Me," 1964) shows the young Stones in transition from their early stage suits into a more casual type of garb. Remarkably, Keith Richards and Charlie Watts (4th & 5th) are actually smiling, and even the ever-dour 27-year-old Bill Wyman (far left) has a quirky upturn to his mouth.



1982: Bill Wyman and the Stones celebrate the bassist's 68th birthday onstage

In 1965 ("Get Off My Cloud"), they're still looking young (especially Keith and Bill, who was only

the Stones at their psychedelinquent extreme, squatting in a flowerbed dotted with Beatles faces. Keith looks like a Tyrolean yodeler, Brian's in his foppish element, Mick's a flying sorcerer, and Bill (age 47) just looks glum.



Stones today: (l-r) Messrs. Watts, Wyman, Jagger, Wood & Richards. Bill looks chipper for a septuagenarian, doesn't he?

32), and have become comfortably casual. "Paint It Black"'s 1966 sylvan glade setting shows an even nattier group of casual types, and it's interesting to see how Brian Jones (center) still dominates — for years in Europe he, not Mick Jagger, was widely considered the group's focal point. Because of his advancing age (39), Bill's been concealed behind a tree.

"She's A Rainbow" (late '67) flattens the 3-D cover of the "Satanic Majesties" album, depicting

Reacting to the previous year's excesses, the Stones went back to basics on "Jumpin' Jack Flash" ('68) — aviator helmet and red nail polish for Keith, bubbles for Charlie, devil's pitchfork for Brian, braces for Mick, and an attractive mask for Bill that makes him look younger than his 54 years.

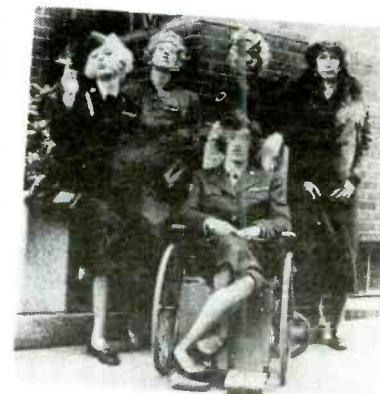
Rounding out the '60s, "Honky Tonk Women" has the first shot of Mick Taylor (left), who replaced Brian Jones just before the latter's drowning death in mid-'69.



## Cross-Dressing & Other Fetishes

Though generally regarded as rowdy, rough-'n'-tumble rockers, the Rolling Stones have always had a foot in more than one camp when it comes to image. Inspired perhaps by their early manager Andrew Loog Oldham, who was very much from the effete-of-genius school of flamboyant British managers, the Stones have on occasion exhibited a taste for attention-getting transvestitism.

Many American parents in the sixties thought Mick Jagger looked like a girl. Their worst fears were confirmed on the sleeve of the fall '66 single "Have You Seen Your Mother, Baby, Standing In The Shadow" (right), in which not only does Mick join Charlie Watts and Keith Richards in portraying a trio of prim dowagers, but Brian Jones does his best Marlene Dietrich and Bill Wyman steals the show as a crippled WAC (or the British equivalent). Good taste is timeless.



### Stones Wig Out

In 1978, the Stones crossed the gender lines again on the cover of "Some Girls." Stars like Lucille Ball and Brigitte Bardot (at least on the LP's first version) were joined by lovely lipsticked Stone faces underneath a delightfully varied selection of "perma-styled Japanese Modacrylic miracle fibre" women's wigs. (Mick, Keith, and Bill model a particularly fetching set above.)

As for "other fetishes," they're on view below on a sleeve for a limited EP from the 1977 "Love You Live" album. As you can see, it's toes for Mick, tummies for Bill, and ears (Mick's in particular) for Charlie, while Keith appears to be something of a backbiter. New guitarist Ronnie Woods's favorite body parts are left to the imagination of the consumer.

## Stones' Sixties Singles Gallery





MIKE SHALETT

## Home Taping Revisited

**Poll Finds 53% Own Dual Decks;  
25% Copy Prerecorded Tapes**

It's no news that home taping is a significant music industry concern. But the seriousness of the situation seems to be escalating.

A recent Street Pulse Group survey indicates that a majority of music consumers (53% of respondents) own dual cassette decks and — to the tune of 25% — are duping the prerecorded tapes they buy. Judging by these figures and those that follow, the music industry is losing a considerable amount of revenue through home taping.

More female panelists than males own dual decks: 57% compared to 49%. And during the second quarter of '89, women were responsible for 62% of all cassettes purchased.

Consumers in the 20-year-old age group bought 35% of the total cassettes sold between April and June. A vast majority of these same customers own dual cassette decks. Among the 17-and-under

**“Currently, 54 out of every 100 albums purchased are cassettes and . . . those 54 cassettes generate 14 full-length taped copies.”**

crowd, a whopping 81% have a double deck. That percentage drops slightly to 70% for those 18-20. And the percentage of those owning dual players never falls below 44% — even among those 45+.

### What They Dub

What are consumers doing with these double-welled decks? Not surprisingly, deck owners/cassette

**“One-third (of vinyl buyers on the panel) maintained they don't dupe LPs. But the remaining two out of three do.”**

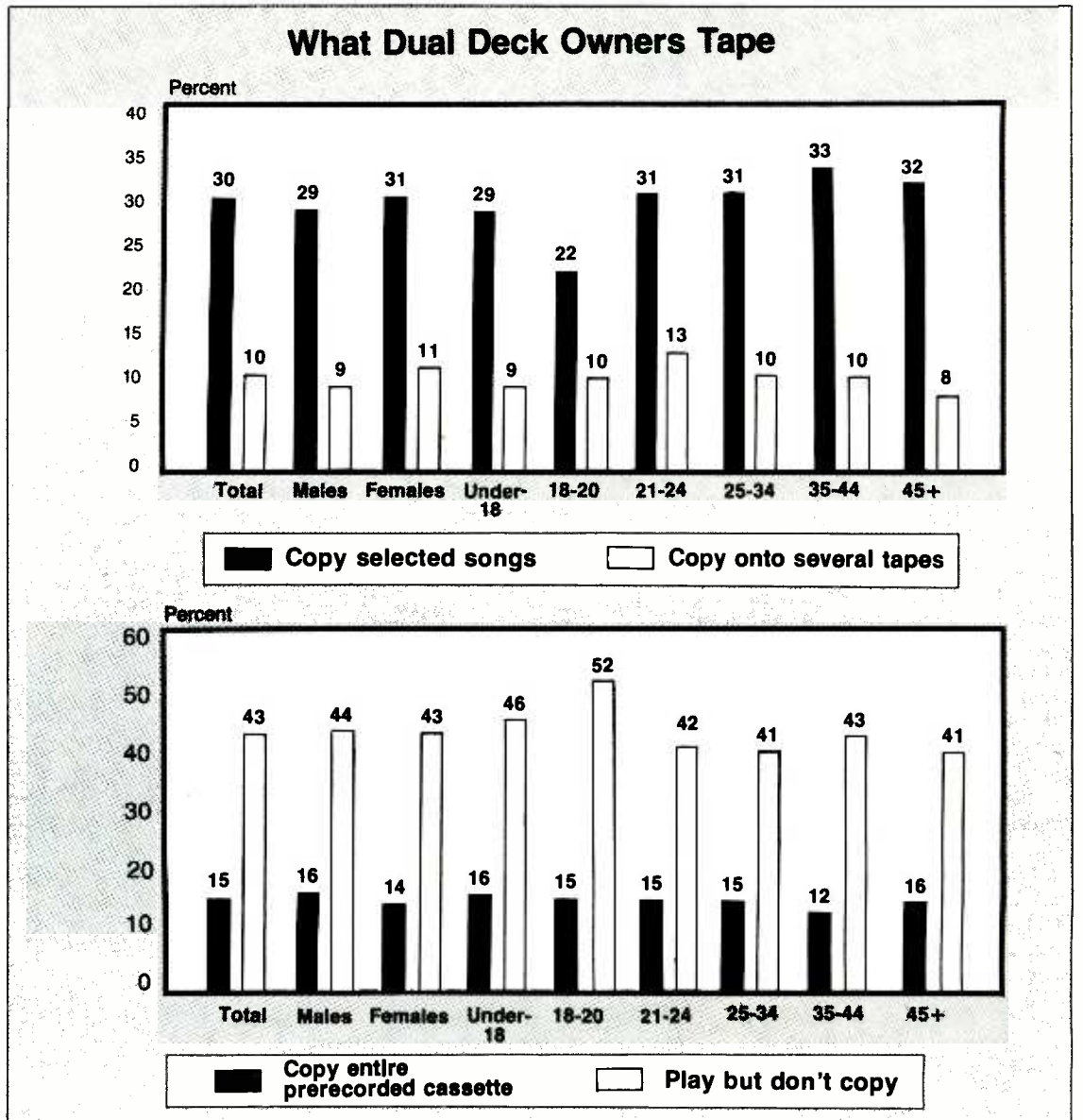
buyers are duping their prerecorded tapes. The aforementioned 25% figure remains consistent throughout each sex and age segment.

An additional 30% are making compilation tapes with the cassettes they've purchased (tapes that contain only selected songs). And ten percent more make a duplicate and a compilation tape. These duplication patterns remain steady along the lines of sex and only one age segment deviates from the norm: the 18-20s. Just 22% of them make compilation tapes.

### Vinyl Buyer Behavior

Slightly over 17% of the panelists reported buying a vinyl album in the last 90 days. When asked what they usually did with these vinyl albums, one-third maintained they don't dupe the LPs. But the remaining two out of three respondents said they either tape the albums completely, use them to make compilation tapes, or do both.

A majority of those who continue to buy vinyl are 25 years or older. Thirty-nine percent are 25-34. Of the latter group, 43% tape the entire LP. Younger consumers are the most active vinyl home tapers.



Those 20 years and under may represent only 18% of current vinyl buyers, but 58% of them tape entire LPs. As consumers get older, they tape less: only 27% of consumers 45+ record the whole album.

Vinyl-originated compilation tapes paint a different picture. Vinyl buyers 35-44 are the most likely to record compilation tapes

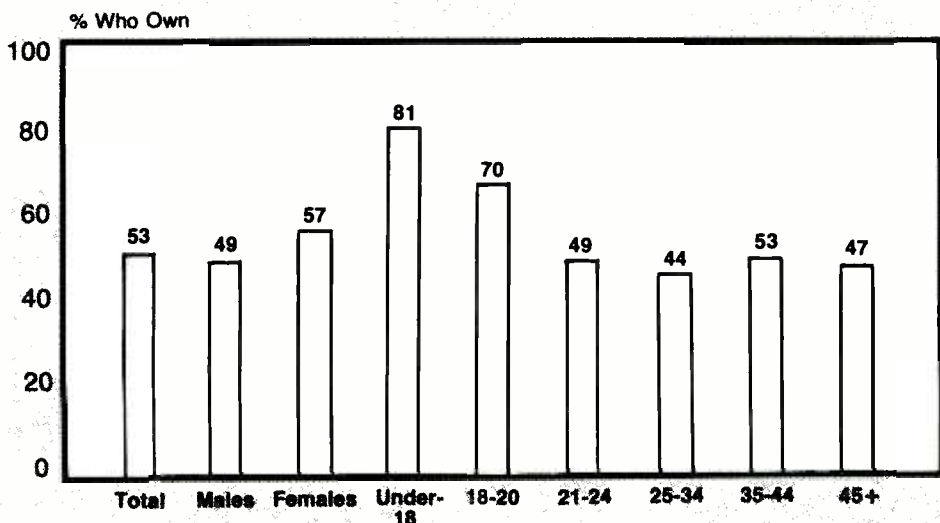
Mike Shalett is President of the Street Pulse Group (203-355-0902), a market research firm that tracks consumer trends via a panel of more than 2000 active music buyers nationwide.

from their albums. The 53% figure for that age segment is much higher than that for teen vinyl buyers (22%). Overall, vinyl buyers' mean score for making compilation tapes is 35%.

Currently, 54 out of every 100 albums purchased are cassettes and ten are vinyl LPs. Based on

survey data, those 54 cassettes generate 14 full-length taped copies, while the ten albums generate four additional full-length taped copies. That brings the tape total up from 54 to 72. Of those, 22% would be compilation tapes. And these figures don't even take into account the tapes made by music consumers who own CD players.

## Dual Deck Enthusiasts



Source: Soundata June 1989

## Electronic Purchase Trends

### Walkman-Type Products Outpace CD, Video Disc Players

The Walkman continues its reign as the leading electronic product that music buyers anticipate purchasing — 10% of Street Pulse Group panelists are planning to buy one in the next several months.

However, if portable CD players are added to the home CD player count, these units would command the top spot. And it's interesting to note that video disc players are not high on anyone's wish list.

### The Portable Picture

Though interest in buying a Walkman or similar item is equal among the sexes, young music consumers are the most eager age-wise. And black music consumers are three times as likely as whites to purchase one.

College-age buyers (14% of those 18-20) are more interested in acquiring a home-based CD player. Current figures for prospective CD player purchases are lowest among 35+ consumers; a greater saturation has already

taken place in that age group.

The under-18 crowd craves portable CD players — these items are twice as attractive to this group than to any other age segment. Nearly 14% of the panelists are in the market for a home or portable CD players; those who have access to or already own a player accounted for 31% of the panel. The key at this point is to market to nonusers.

Though several manufacturers are making video disc players more visible through advertising, only 1.5% of consumers surveyed wanted to buy them. Those 45+ present a more promising market. But video disc players remain the audiophiles' domain; there was no perceptible change from last year's survey results.

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## Mode: 'Personal Jesus' A Good Taster

**D**EPECHE MODE are now back in London for the final stage of recording their album, which they expect to release next year.

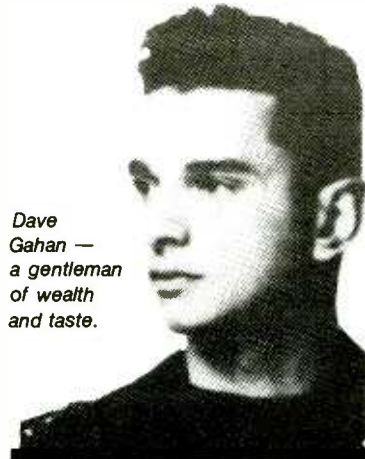
"I think it's going to be an edgier, rougher-sounding album," singer **DAVE GAHAN** told **ROL** this week. "Not so smooth and not so highly produced in the way that it becomes all sort of glossy. We wanted to make it feel that it had a lot of energy, and in that way 'Personal Jesus' is a good taster."

Speaking of their controversial advert for the single (which was banned in certain regional newspapers), Gahan said, "It was a lot to do with using the word 'Jesus,' because the papers seemed to think that it would upset a lot of people. We pointed out to these various papers that **BILLY GRAHAM** had done it recently, and we were trying to follow that theme." The lyrics arose from the band's dislike of TV evangelism.

### Deacons, Christians & Jesus Jones

**DEACON BLUE** have released a live version of their current single ("Love And Regret") with three extra live tracks, two of which were recorded during the band's recent Australian tour.

Meanwhile, **ROGER CHRISTIAN**, formerly of the **CHRISTIANS**, releases his solo album this week. "Checkmate" includes the current single ("Take It From Me"), and was produced in New York by **GARY KATZ**.

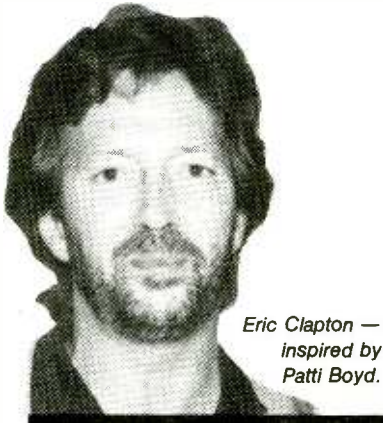


Dave Gahan — a gentleman of wealth and taste.

In keeping with our religious theme, **JESUS JONES** will bring out their first LP ("Liquidizer") on October 2, and the single ("Bring It On Down") this week.

### Clapton's Life 'In Chaos'

**ERIC CLAPTON** turned up as the castaway on BBC Radio's "Desert Island Discs" this week, talking about his early years, famous friends, past drug and alcohol addictions, fatherhood, and — of course — his music. Selecting the records he'd most like to be marooned with, Slowhand's musical taste ranged from **PUCINI** to **PRINCE**, with **FREDDIE KING**, **ROBERT JOHNSON**, and **MUDDY WATERS** included as his blues heroes.



Eric Clapton — inspired by Patti Boyd.

### More Ex-Yardbird News

Speaking of ex-YARBIRDS, erstwhile bassist **PAUL SAMWELL-SMITH** has produced the new 13-track album by **ALL ABOUT EVE**, titled "Scarlet And Other Stories." To be released on October 16, the LP features the single ("Road To Your Soul"), which is out on Monday (9/18).

Meanwhile, **ERASURE**'s forthcoming album ("Wild!"), also due 10/16, will include their new single ("Drama!"), which is likewise out 9/18; along with several tracks that don't have exclamation marks in their titles, such as "Crown Of Thorns," "How Many Times," and "Piano Song."

### Free Single With Alarm LP

Also out 9/18, the **ALARM**'s new, **TONY VISCONTI**-produced LP, containing "Sold Me Down The River" and titled "Change." In a typical value-for-money move, the Welsh rockers will include a free single with the album, featuring the songs "Black Sun" and "How The Mighty Fall."

In other marketing news, **TEARS FOR FEARS** have released "Sowing The Seeds Of Love" in yet another format this week. The 3-inch CD comes in a sunflower-shaped case.

"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.

### Gibson, Goss To Duet?

**BROS** are calling their second album "The Time," and it'll be ready for release 10/16. The duo are on tour in the States until October 20 with **DEBBIE GIBSON**, and there's talk of the Gibson Girl and singer **MATT GOSS** recording a duet together.

While on the subject of second albums, **TERENCE TRENT D'ARBY**'s "Neither Fish Nor Flesh" will be out October 23.

### Factory Produces Classical Label

Factory, the label we've grown to know as a UK chart regular through their association with **NEW ORDER**, are about to be-



Terence Trent D'Arby — cannot tell fish from flesh.

come known for something completely different.

This month they'll release the first five albums on their new classical label, including some **SHOSTAKOVITCH** by the **DUKE STRING QUARTET** and **BRITTEN**'s "Simple Symphony," as performed by the **KREISLER STRING ORCHESTRA**.

## BRITAIN



LW TW

- 1 1 **BLACK BOX**/Ride On Time (De Construction/RCA)
- 10 2 **JASON DONOVAN**/Every Day (I Love You More) (PWL)
- 2 3 **JIVE BUNNY & MASTERMIXERS**/Swing The Mood (Music Factory)
- 14 4 **RICHARD MARX**/Right Here Waiting (EMI USA)
- 4 5 **TEARS FOR FEARS**/Sowing The Seeds Of Love (Fontana/PG)
- 6 6 **STARLIGHT**/Numero Uno (CityBeat)
- 5 7 **BIG FUN**/Blame It On The Boogie (Jive)
- 8 **TINA TURNER**/The Best (Capitol)
- 3 9 **CLIFF RICHARD**/I Just Don't Have The Heart (EMI)
- 11 10 **DAMIAN**/Time Warp (Jive)
- 7 11 **BEATMASTERS I/BETTY BOO**/Hey DJ/I Can't Dance... (Rhythm King)
- 9 12 **ALYSON WILLIAMS**/I Need Your Lovin' (Def Jam/CBS)
- 13 **PRINCE**/Partyman (WB)
- 12 14 **ALICE COOPER**/Poison (Epic)
- 15 **MADONNA**/Cherish (Sire/WB)
- 8 16 **MARTIKA**/Toy Soldiers (CBS)
- 17 17 **GUNS N' ROSES**/Nightrain (Geffen)
- 18 **DEPECHE MODE**/Personal Jesus (Mute)
- 13 19 **LIL LOUIS**/French Kiss (FRRR/PG)
- 15 20 **ADEVA**/Warning! (Cooltempo/Chrysalis)

### Moving Up

- DEBBIE GIBSON**/We Could Be Together (Atlantic)
- JANET JACKSON**/Miss You Much (Breakout/A&M)
- EURYTHMICS**/Revival (RCA)
- TECHNOTRONIC I/FELLY**/Pump Up The Jam (Swanyard)
- SYDNEY YOUNGBLOOD**/If Only I Could (Circa/Virgin)
- AEROSMITH**/Love In An Elevator (Geffen)
- CURE**/Lovesong (Fiction)

The Network Chart, courtesy MRIB

## CMJ NEW MUSIC

9/1 9/15

- 3 1 **RED HOT CHILI PEPPERS**/Mother's Milk (EMI)
- 2 2 **HOODOO GURUS**/Magnum Cum Louder (RCA)
- 1 3 **POGUES**/Peace And Love (Island)
- 8 4 **VARIOUS ARTISTS**/The Bridge: A Tribute To Neil Young (Caroline)
- 4 5 **B-52'S**/Cosmic Thing (Reprise)
- 5 6 **POP WILL EAT ITSELF**/This Is The Day... (RCA)
- 9 7 **STONE ROSES**/Stone Roses (Silvertone/RCA)
- 6 8 **THE THE**/Mind Bomb (Epic)
- 10 9 **CURE**/Disintegration (Elektra)
- 10 **FALL**/Seminal Live (Beggars Bqt./RCA)
- 7 11 **PIXIES**/Doolittle (4AD/Elektra)
- 12 12 **ZIGGY MARLEY & MELODY MAKERS**/One Bright Day (Virgin)
- 11 13 **FETCHIN BONES**/Monster (Capitol)
- 15 14 **OCEAN BLUE**/Ocean Blue (Sire/Reprise)
- 15 **BIG AUDIO DYNAMITE**/Megatop Phoenix (Columbia)
- 16 **MARY'S DANISH**/Here Goes The Wondertruck... (Chameleon)
- 17 **EXENE CERVENKA**/Old Wives' Tales (Rhino)
- 18 **TOAD THE WET SPROCKET**/Bread And Circus (Abe's/Columbia)
- 19 **CAMPER VAN BEETHOVEN**/"Pictures Of Matchstick Men" (12") (Virgin)
- 14 20 **CLOSE LOBSTERS**/Headache Rhetoric (Enigma)

### Moving Up

- BEASTIE BOYS**/Paul's Boutique (Capitol)
- BODEANS**/Home (Slash/Reprise)
- HALF JAPANESE**/Band That Would Be King (50 Skidillion Watts)
- TROTSKY ICEPICK**/El Kabong (SST)
- FUGAZI**/Margin Walker (EP) (Dischord)
- BUFFALO TOM**/Buffalo Tom (SST)
- SHELLEYAN ORPHAN**/Century Flower (Columbia)
- ROLLING STONES**/Steel Wheels (Columbia)
- GODFATHERS**/Texas Chainsaw Massacre (Epic)
- TEXAS**/Southside (Mercury)

Chart derived from albums supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports and 12" singles are noted.



## AUSTRALIA

LW TW

- 3 1 **KATE CEBERANO**/Love Dimension
- 2 2 **JAMES REYNE**/One More River
- 1 3 **IAN MOSS**/Telephone Booth
- 4 4 **PAUL KELLY**/Sweet Guy
- 5 **MENTAL AS ANYTHING**/World Seems Difficult
- 6 **J. FARNHAM & DANNI'ELLE**/Communication
- 5 7 **KATE CEBERANO**/Bedroom Eyes
- 10 8 **IAN MOSS**/Out Of The Fire
- 9 **MAX Q**/Way Of The World
- 6 10 **D. BRAITHWAITE**/Sugar Train

### Most Added

- BOOM CRASH OPERA**/Get Out Of The House
- PAUL NORTON**/I Got You
- JAMES REYNE**/Trouble In Paradise

## CANADA

LW TW

- 3 1 **ALANNAH MYLES**/Black Velvet
- 1 2 **KIM MITCHELL**/Rock N' Roll Duty
- 2 3 **INDIO**/Hard Sun
- 4 4 **PARADOX**/Waterline
- 5 5 **JEFF HEALEY BAND**/Angel Eyes
- 6 6 **SASS JORDAN**/Stranger Than Paradise
- 8 7 **GRAPES OF WRATH**/All The Things I Wasn't
- 9 8 **ANNETTE DUCHARME**/Slavery
- 7 9 **TROOPER**/Boy With A Beat
- 10 10 **TOM COCHRANE**/Different Drummer

### Most Added

- RAY LYELL & STORM**/Another Man's Gun

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



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COMPACT DATA®

Michael Jackson Gears Up For New Sponsor

At presstime Michael Jackson was set to sign a "corporate association" deal with the Mar Vista, CA-based L.A. Gear sportswear makers for an undisclosed amount of money...



BAD SNEAKERS — Michael Jackson beats it in L.A. Gear.

Rockin' Role Reversals

Some of Hollywood's most notable on and off-screen characters are taking a shot at recording careers.

In addition to writing all ten songs on the disc (along with Angelo Badalamenti), Lynch snapped the photos seen on the cover and sleeve...

Meanwhile, "Married To The Mob," "Something Wild," and "Stop Making Sense" director Jonathan Demme has assembled an album of Haitian music for A&M.

And... director-actor-comedian Robert Townsend has signed with Atlantic. Look for his album (reportedly to be produced by Kool Moe Dee) in 1990.

tracks (including the original 1969 demo for "Space Oddity" and a 1975 cover of Bruce Springsteen's "It's Hard To Be A Saint In The City")...

The collection — also available in three-CD and three-cassette configurations — comes with a 72-page photo booklet and a bonus CDV laser disc with audio renditions of "John, I'm Only Dancing," "Changes," and "Superman"...

Signings O' The Times

Cypress Records has inked Kenny Rogers Jr. and will release the pop rocker's debut LP ("Yes, No, Maybe") on October 3.

Hanoi Rocks... Again

L.A. rockers Guns N' Roses recently acquired the rights to the entire Hanoi Rocks catalog and will simultaneously rerelease the Finnish rawkers' "Bangkok Shocks Saigon Shakes Hanoi Rocks," "Oriental Beat," "Self-Destruction Blues," and "Back To Mystery City" LPs on the Geffen-distributed Uzi Suicide label on October 24.

And what are the surviving members of Hanoi Rocks up to these days? Mercury has just released vocalist Michael Monroe's debut album "Not Fakin' It," Sam Yaffa is playing bass with MCA's hard rockin' Jet Boy...

Acting Like Musicians

Hollywood continues its love affair with the music biz with "A Different World" beauty Jasmine Guy signing to WB (with Full Force and Teddy Riley listed as possible producers)...

Inside Bowie's Box

Rykodisc has set a September 25 release date for its six-album David Bowie boxed set retrospective, titled "Sound + Vision."

Motown's Creative Crates

Motown Records closed the lid on competition for Promo Item O' The Week when it crated, er, created an industry-wide buzz for the label's new Temptations and AC Black singles by delivering the releases in specially designed boxed sets.



To whet industry appetites for the new group AC Black, Motown shipped programmers a complete copy of the band's debut cassette inside miniature produce crates (ideal for storing cassettes)...



Precious Metal

The RIAA has issued the following awards for the month of August:

- GOLD SINGLES: "On Our Own," Bobby Brown, MCA; "Self-Destruction," Stop The Violence Movement, Jive/RCA; "Close My Eyes Forever" Lita Ford, RCA; "What You Don't Know," Expose, Arista; "Express Yourself," Madonna, Sire/WB; "Batdance," Prince, WB; "Right Here Waiting," Richard Marx, EMI; "Hangin' Tough," New Kids On The Block, Columbia; "Real Love," Jody Watley, MCA; "Cold Hearted," Paula Abdul, Virgin.

- PLATINUM SINGLES: "Batdance," Prince; "On Our Own," Bobby Brown.



46.1 million households
Patti Galluzzi
Director/Music Programming

Weeks On

HEAVY

- PAULA ABDUL/Cold Hearted (Virgin) 9
CHER/I I Could Turn Back Time (Geffen) 8
MENENH CHERRY/Kisses On The Wind (Virgin) 6
FINE YOUNG CANNIBALS/Don't Look... (IRS/MCA) 7
JEFF HEALEY BAND/Angel Eyes (Arista) 5
DON HENLEY/End Of The Innocence (Geffen) 10
JANET JACKSON/Miss You Much (A&M) 3
LIVING COLOUR/Glamour Boys (Epic) 6
RICHARD MARX/Right Here Waiting (EMI) 8
TOM PETTY/Runnin' Down A Dream (MCA) 5
SKID ROW/18 And Life (Atlantic) 15
STARSHIP/It's Not Enough (RCA) 5
WARRANT/Heaven (Columbia) 8

SNEAK PREVIEW

- AEROSMITH/Love In An Elevator (Geffen) 2
CURE/Lovesong (Elektra) 3
ELTON JOHN/Healing Hands (MCA) 4
MADONNA/Cherish (Sire/WB) 4
MILLI VANILLI/Girl I'm Gonna Miss You (Arista) 2
MOTLEY CRUE/Dr. Feelgood (Elektra) 4
ROLLING STONES/Mixed Emotions (Columbia) 2
TEARS FOR FEARS/Sowing The... (Fontana/Mercury) 2
WHITE LION/Radar Love (Atlantic) 1

BUZZ BIN

- B-52'S/Channel Z (Reprise) 7
HOODOO GURUS/Come Anytime (RCA) 4
ZIGGY MARLEY &.../Look Who's Dancing (Virgin) 4

ACTIVE

- BANG TANGO/Someone Like You (MCA) 9
ALICE COOPER/Poison (Epic) 6
CULT/Edie (Ciao Baby) (Sire/Reprise) 3
DANGEROUS TOYS/Teas'n, Pleas'n (Columbia) 11
ENUFF Z'NUFF/New Thing (Atco) 3
GRACES/Lay Down Your Arms (A&M) 5
MICK JONES/Just Wanna Hold (Atlantic) 4
KATRINA & WAVES/That's The Way (SBK) 6
MAX Q/Way Of The World (Atlantic) 1
MICHAEL MORALES/What I Like... (Wing/Polydor) 1
PRINCE/Partyman (WB) ADD
TREVOR RABIN/Something To Hold On To (Elektra) 6
TINA TURNER/The Best (Capitol) 2

MEDIUM

- DARLING CRUEL/Everything's Over (Polydor) 8
GORXY PARK/Bang (Mercury) 6
GREAT WHITE/Angel Song (Capitol) 1
JEFFERSON AIRPLANE/Planes (Epic) 1
KING'S X/Over My Head (Atlantic) 7
RAGING SLAB/Don't Dog Me (RCA) 2
ROXETTE/Listen To Your Heart (EMI) 1
STAGE DOLLS/Love Cries (Chrysalis) 11
10,000 MANIACS/Eat For Two (Elektra) 2
TEBBA/Love Song (Geffen) 4
TEXAS/I Don't Want A Lover (Mercury) 4
TORA TORA/Walkin' Shoes (A&M) 7

BREAKOUT

- DANGER DANGER/Naughty... (Imagine/CBS Assoc.) 2
DOOBIE BROS./Need A Little Taste Of... (Capitol) 4
INDIO/Hard Sun (A&M) 4
KIX/Don't Close Your Eyes (Atlantic) 2
MARY'S DAINISH/Don't Crash The Car... (Chameleon) 2
ORDINAIRES/Kashmir (Bar None/Restless) 2
KEVIN PAIGE/Don't Shut Me Out (Chrysalis) 5
STEVE STEVENS ATOMIC.../Atomic Playboys (WB) 2
WORLD TRADE/Revolution Song (Polydor) 2
YOUNG MC/Bust A Move (Delicious Vinyl/Island) 3

ADDS

- PRINCE/Partyman (WB)



30.6 million households
Sal LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

- NANCI GRIFFITH/It's A Hard Life (MCA) 5
K.D. LANG/Tail Of Broken Hearts (Sire/WB) 4
ZIGGY MARLEY &.../Look Who's Dancing (Virgin) 4
PAT METHENY/Silp Away (Geffen) 4
POCO/Call It Love (RCA) 5
10,000 MANIACS/Eat For Two (Elektra) 2
ANDREAS VOLLENWEIDER/Pearls &... (Columbia) 3

HEAVY

- PAULA ABDUL/Cold Hearted (Virgin) 8
BEACH BOYS/Shill Cruisin' (Capitol) 8
BEE GEES/One (WB) 12
CHER/I I Could Turn Back Time (Geffen) ADD
GLORIA ESTEFAN/Don't Wanna Lose You (Epic) 11
FINE YOUNG CANNIBALS/Don't Look... (IRS/MCA) 2
JEFF HEALEY BAND/Angel Eyes (Arista) 7
DON HENLEY/End Of The Innocence (Geffen) 7
JANET JACKSON/Miss You Much (A&M) 3
ELTON JOHN/Healing Hands (MCA) 1
RICHARD MARX/Right Here Waiting (EMI) 9
SOUL II SOUL/Keep On Movin' (Virgin) 12
SURFACE/Shower Me With Your Love (Columbia) 10

MEDIUM

- BABYFACE/It's No Crime (Solar/Epic) 7
MICHAEL BOLTON/Soul Provider (Columbia) 13
JACKSON BROWNE/Anything Can Happen (Elektra) 2
HARRY CONNICK JR./It Had To Be You (Columbia) 9
CUTTING CREW/Everything But My Pride (Virgin) 2
EURYTHMICS/Don't Ask Me Why (Arista) ADD
EXPOSE/When I Looked At Him (Arista) 4
MICK JONES/Just Wanna Hold (Atlantic) 5
PAUL McCARTNEY/This One (Capitol) 5
VAN MORRISON/Have I Told You Lately (Mercury) 10
BONNIE RAITT/Nick Of Time (Capitol) 6
ROXETTE/Listen To Your Heart (EMI) 1
TINA TURNER/The Best (Capitol) 3

LIGHT

- JOE COCKER/When The Night Comes (Capitol) 3
MELISSA ETHERIDGE/No Souvenirs (Island) ADD
JEFFERSON AIRPLANE/Planes (Epic) 2
PATTI LABELLE/If You Asked Me To (MCA) ADD
MARIA McKEE/To Miss Someone (Geffen) 3
JAMES McMURTRY/Painting By... (Columbia) 1
BYD STRAW/Think Too Hard (Virgin) 1
SWING OUT SISTER/You On My... (Fontana/Mercury) 2
TUCK & PATTI/Castles Made Of Sand (Windham Hill) 4
NEIL YOUNG/Rockin' In The Free World (Reprise) ADD

Information current as of September 12.

POLL STAR

Biggest Gigs Of The Last Month (To Date)

Table with columns: Pos., Artist, Venue/City, Avg. Gross (in 000s)

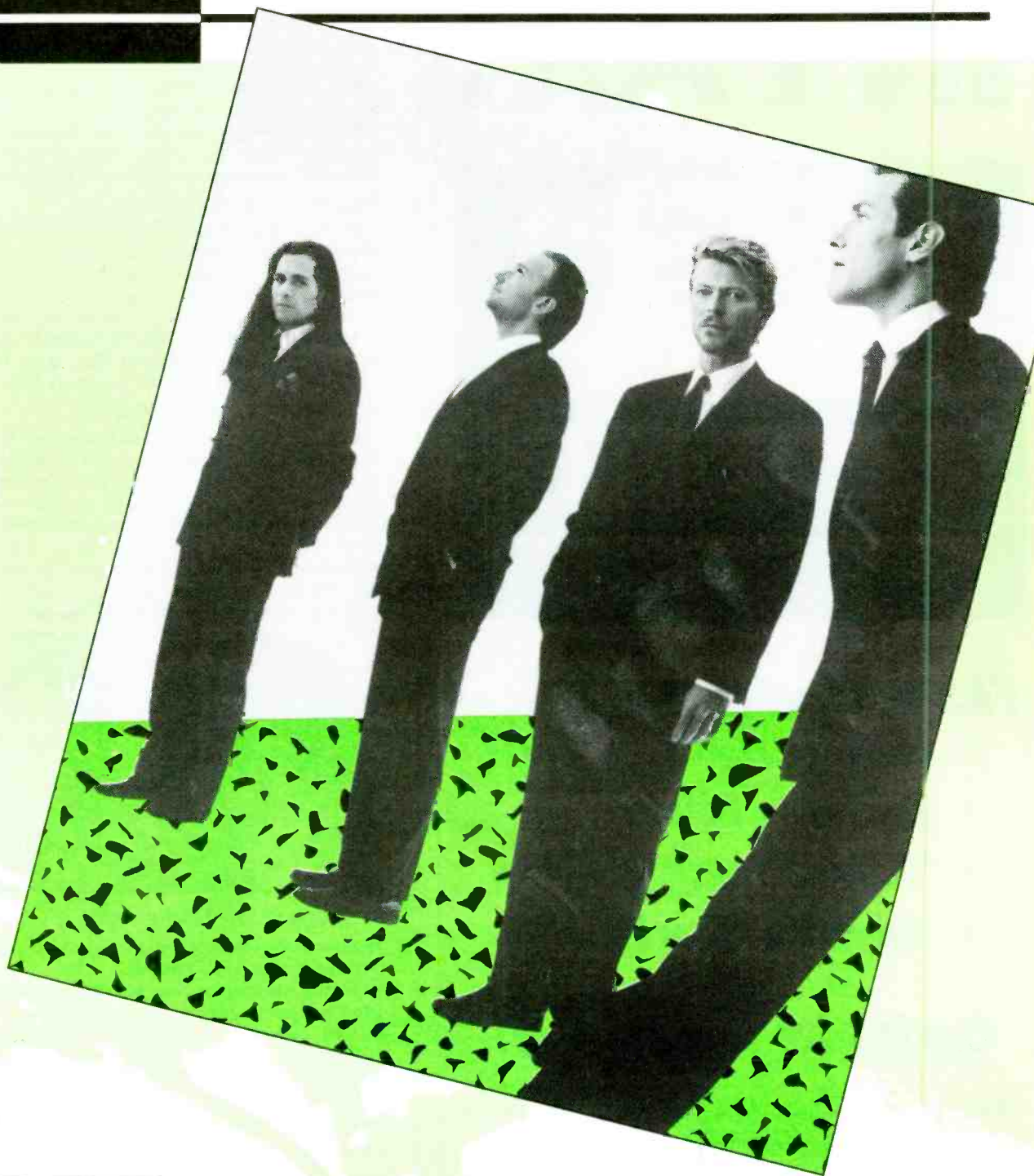
New Tours

Table with columns: Artist, Venue/City

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue.

WESTWOOD ONE RADIO NETWORKS PRESENT

# TIN MACHINE



## LIVE CONCERT BROADCAST AND CALL IN

Airing the week of September 25, Westwood One presents an exclusive two-part program featuring Tin Machine.

First, catch the explosive power of Tin Machine in their U.S. radio broadcast debut. Recorded live at Le Cigalle in Paris, performances captured in this blistering one hour concert include their instant signature classics like "Under The God" and "Sacrifice Yourself" as well as riveting versions of John Lennon's "Working Class Hero" and Dylan's "Maggie's Farm."

Then, on Wednesday September 27 at 8 PM PDT, you can be part of the action when David Bowie (from Lausanne, Switzerland) along with band members Reeves Gabrels and Hunt and Tony Sales (in Los Angeles) answer listener questions in this exciting 90 minute call-in show hosted by Elliot Mintz.

So treat yourself to a double shot of Tin Machine. Contact your Westwood One representative today to lock up exclusive rights in your market. In Los Angeles call (213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.



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## MUSIC DATEBOOK

# Opry Snubs Elvis

### MONDAY, SEPTEMBER 25

1954/Elvis Presley makes his only appearance on the Grand Ol' Opry. After Elvis performs, an Opry talent coordinator tells him to return to truck driving.  
1965/The Beatles' animated series debuts on ABC-TV.  
1975/Just after singing the line "My heart is crying" from "Lonely Teardrops," Jackie Wilson suffers a heart attack at New Jersey's Latin Casino.  
1980/Led Zepplin drummer John Bonham dies at 32. Surviving group members decide he's irreplaceable and disband a short time later.  
1981/The Rolling Stones embark on the group's last US tour (until this year). Parts of the tour are filmed for the concert movie "Let's Spend The Night Together."  
Born: John Locke (Nazareth) 1943, Burlleigh Drummond (Ambrosia) 1951

### TUESDAY, SEPTEMBER 26

1937/Blues singer Bessie Smith dies in a car accident.  
1956/Tupelo, MS celebrates the first Elvis Presley day in honor of its hometown hero.  
1969/The Beatles release "Abbey Road," their last album recorded as a group. The cover, featuring Paul McCartney dressed in black, fuels the "Paul is dead" rumors.  
1974/John Lennon releases "Walls And Bridges," his last album until "Double Fantasy" in 1980.  
1988/CBS launches WTG Records, headed by Jerry Greenberg.  
Born: Craig Chaquico (Starship) 1954, Bryan Ferry 1945, Olivia Newton-John 1948, Lynn Anderson 1947, David Frizzell 1941, the late Marty Robbins 1925

### WEDNESDAY, SEPTEMBER 27

1962/Martha and the Vandellas release their first Motown single, "I'll Have To Let Him Go."  
1964/The Beach Boys make their first appearance on "The Ed Sullivan Show."  
1979/Just after starting the song "Better Off Dead," Elton John collapses onstage at L.A.'s Universal Amphitheater. Suffering from the flu, he returns ten minutes later and delivers a three-hour show.  
1986/Metallica bassist Cliff Burton is killed when the band's tour bus topples over somewhere between Stockholm and Copenhagen.  
1988/Vandals spray paint "I buried John" on John Lennon's soon-to-be-unveiled Hollywood Walk Of Fame star. The star is cleaned in time for the ceremony.  
Born: Lee Greenwood 1942, Randy Bachman (BTO) 1943, Shaun Cassidy 1958, Glenn Jones 1960



Craig Chaquico, Patrice Rushen, Olivia Newton-John, Lee Greenwood

### THURSDAY, SEPTEMBER 28

1928/Nashville's first commercial recording session takes place as the Brinkley Brothers record "Dixie Clodhoppers" for Victor Records.  
1956/RCA Records receives over 850,000 advance orders for Elvis Presley's "Love Me Tender."  
1968/Bon Jovi may challenge this record soon — The Beatles' "Hey Jude" tops US charts, setting a record for most "na-nas" in a hit single. Also, Janis Joplin announces she'll leave Big Brother & the Holding Company.  
1988/Soviet news agencies report John Denver has offered to pay up to \$10 million to journey into space on the Soyuz space shuttle. Denver says the Challenger disaster made a US flight improbable.  
Born: Moon Zappa 1967, Ben E. King 1938, Nick St. Nicholas (Steppenwolf) 1943, Jerry Clower 1926

### FRIDAY, SEPTEMBER 29

1976/Jerry Lee Lewis, aka "The Killer," accidentally shoots his bass player, Norman Owens, while aiming at a soda bottle. Owens recovers.  
1986/Andy Taylor quits Duran Duran.  
1987/Dolly Parton's TV variety series debuts in the Nielsen top five. Good ratings don't last, and the show is cancelled within a year.  
Born: Jean Luc-Ponty 1942, Jerry Lee Lewis 1935, Gene Autry 1907

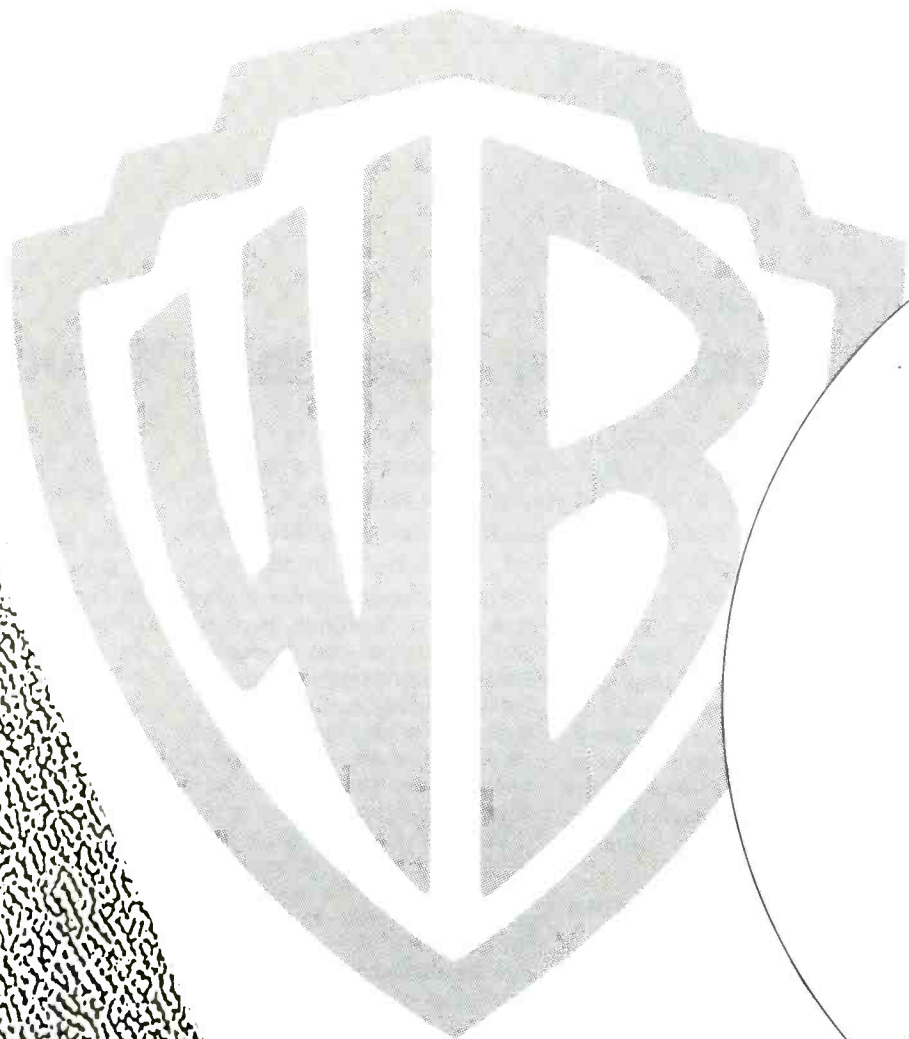
### SATURDAY, SEPTEMBER 30

1950/The Grand Ol' Opry is televised for the first time.  
1955/James Dean dies in a car accident in California. His rebellious, misunderstood image becomes a symbol for rock & roll musicians and fans.  
1961/After hearing him play harmonica in a recording session, CBS Records' John Hammond signs Bob Dylan to a solo deal.  
1987/Bruce Springsteen, Elvis Costello, Jackson Browne, Bonnie Raitt, K.D. Lang, and J.D. Souther join in a tribute to Roy Orbison at L.A.'s Coconut Grove. Across town, Terence Trent D'Arby makes an impressive US debut at the Roxy.  
1988/After a massive letter-writing campaign by KNX-FM/L.A., John Lennon is finally awarded a star on the Hollywood Walk Of Fame.  
Born: Patrice Rushen 1954, Marilyn McCoo (5th Dimension) 1943, Frankie Lyman 1942, Johnny Mathis 1935

### SUNDAY, OCTOBER 1

1967/Pink Floyd arrives in New York for its first US tour.  
1970/Jimi Hendrix is buried in his hometown, Seattle. Also, Curtis Mayfield leaves the Impressions to go solo.  
1980/Paul Simon's semi-autobiographical film "One Trick Pony" is released. Lou Reed, Sam & Dave, Lovin' Spoonful, and the B-52's make cameo appearances.  
1982/Survivor's "Eye Of The Tiger" becomes CBS Records' fourth best-selling single to date. (The current champ is Wild Cherry's "Play That Funky Music.")  
1988/At the first Heavy Metal Convention in L.A., the prevailing opinion is that heavy metal music gets no respect. Musicians wearing T-shirts that say "Cold Blood," "Racial Slaughter," and "Suicidal Tendencies" contend their music is not about death.  
Born: Howard Hewett 1957, Phillip Oakey (Human League) 1955, Albert Collins 1932

— Paul Colbert



# THOMPSON TWINS

## "Sugar Daddy"

The New Single from the Album BIG TRASH

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**NEW & ACTIVE**

57 ADDS FIRST WEEK OUT!

Including These P-T's:

KDWB	Y108	KWOD	KPLZ
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# UNDERWORLD

## "Stand Up"

The New Single from the Album CHANGE THE WEATHER

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**NEW & ACTIVE**

ONE OF THE "MOST ACTIVE"

VXKS deb 35  
 WOD 20-18  
 VMMS deb 19  
 XXR 10-8  
 Z106 deb 27  
 VCGQ 37-33  
 VANS add  
 TUX deb 39  
 2X add  
 Z10 deb 39  
 WCK deb 40

WIXX 35-28  
 WTBX 26-19  
 WHOT add  
 KSND 18-16  
 KRZR 9-5

KZZU 20-17  
 G98 deb 38  
 KISR 38-34  
 WPFM 28-24  
 WBNQ 34-26

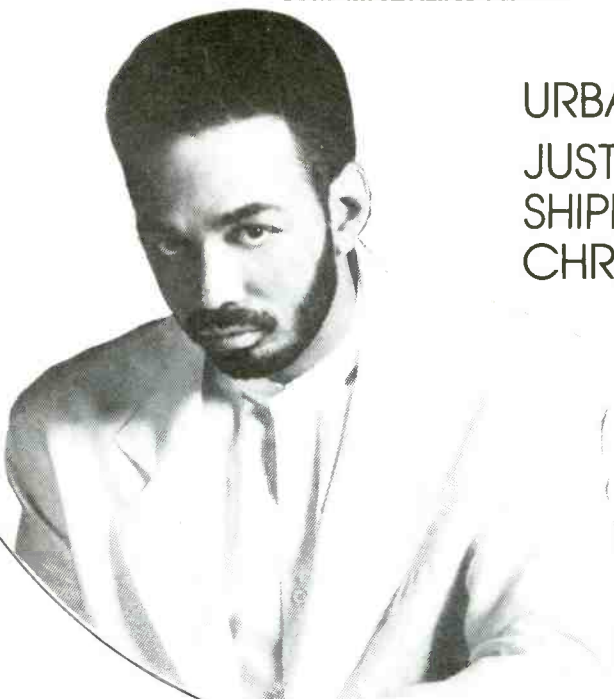
KLYV add  
 KFRX add  
 99KG 16-12  
 KPAT 21-16  
 KFMW 13-10  
 KGOT deb 35  
 KFTZ 39-34  
 KMOK 31-28  
 KTMT deb 39  
 ZFUN 32-29  
 OK95 19-16



# JAMES INGRAM

## "I Wanna Come Back"

From the Album IT'S REAL



URBAN **27**  
JUST SHIPPED  
CHR!

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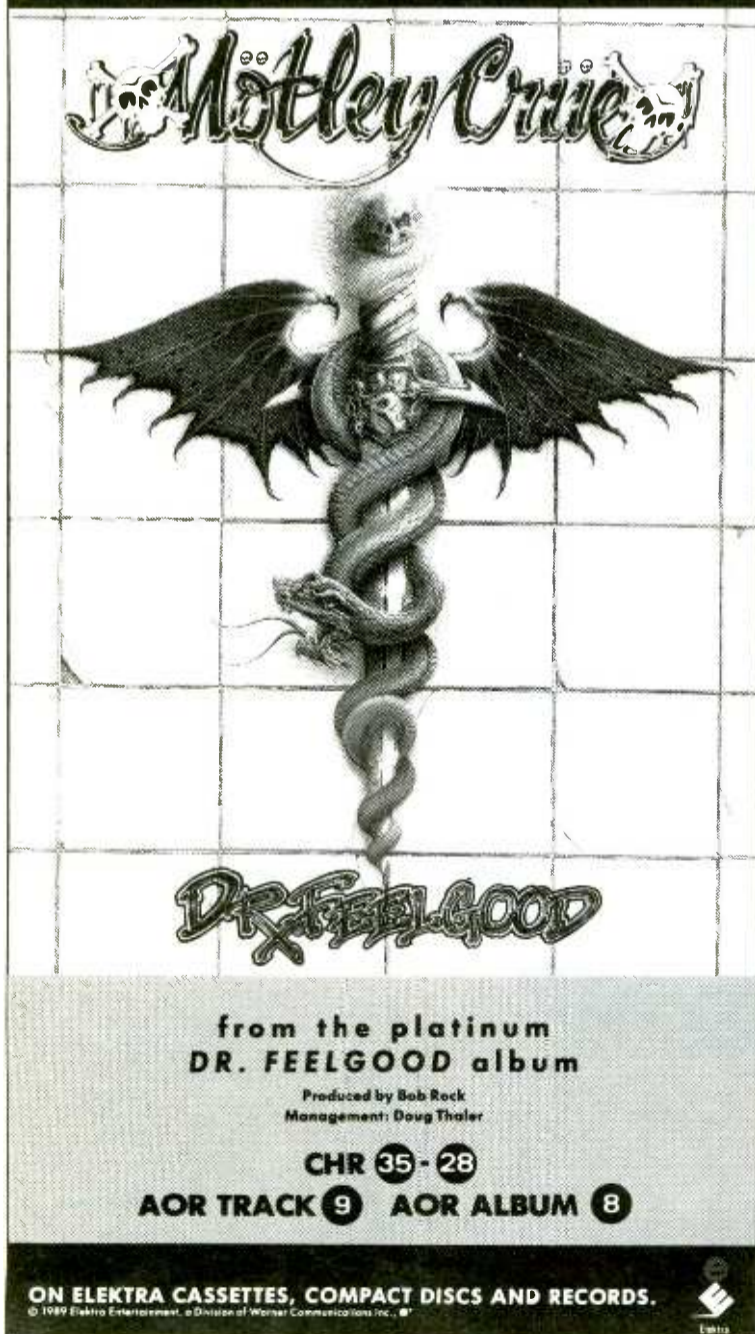
**the cure**

**"Love Song"**

from the soon-to-be  
platinum **DISINTEGRATION** album

Produced by Robert Smith & David M. Allen  
Management: Fiction Records

**CHR 13**



**Mötley Crüe**

**DR. FEELGOOD**

from the platinum  
**DR. FEELGOOD** album

Produced by Bob Rock  
Management: Doug Thaler

**CHR 35-28**

**AOR TRACK 9 AOR ALBUM 8**

ON ELEKTRA CASSETTES, COMPACT DISCS AND RECORDS.

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BRAD MESSER

## CALENDAR

### OFFICE POLITICS

## Anyone Seen A Sandbag 'Round Here?

You see him coming up in the rearview mirror: a hell-bent maniac darting in and out as if he alone owns the freeway. All the drivers around you also see him coming. Magically, with no overt communication between them, without even glancing at one another, the drivers decide what must be done.

Just as the pushy maniac is about to make his move to switch lanes, the opening he's aiming for closes, ever-so-smoothly, as if by chance. Chance, ho ho. Far from it. It's a little incident of freeway freezeout, in which drivers give the cold shoulder to someone because he's below quota on common courtesy.

If it's done right and everyone acts innocent enough, the frozen-out driver can't even be sure there was a conspiracy. Maybe traffic caught him by chance. He's been sandbagged, but there's no proof.

Give it an instant of thought, and it becomes clear that sandbagging isn't something that happens only in traffic. It happens every day, in every aspect of life. Heck, it's the way the world works. Virtually every day, whether we know it or not, people we know are doing one of three things to us: helping, being neutral, or sandbagging. In little ways, and in big ones.

Take announcers. We have a solemn duty to reinforce, back up, and jack up our own co-workers. But if an individual starts making a habit of getting out of line, of not showing everyday courtesies, well, media people are pretty creative, and there are a million little ways of taking him down a notch or two.

I wouldn't have brought up sandbagging if I hadn't just been made aware of a neat little example of it at a station where — says my informant — one of the mid-level managers contracted a nasty case of swelled head that eventually became too much for his co-workers.

An incident occurred in which his co-workers could have helped him. But did they?

One night when the station people and some civilians were at a party, a starstruck civilian was trying to be jocular. He told Mr. Ego that in a few years, what with his beard and all, he'd probably look like Gabby Hayes (an old movie sidekick of Gene Autry and Roy Rogers). Mr. Ego went white.

The remark had pierced him. The civilian didn't realize it, but the Gabby comparison had been deadly.

Mr. Ego's staff members heard it, but acted like they hadn't. They saw and they knew, but they pretended great innocence and went on about their socializing as if nothing devastating had been said to the boss.

The next day at work, whenever he was out of the room, they yucked it up and called themselves Gabby's Posse. Of course, before long, Mr. Ego happened to walk in at the wrong time and heard the word. There was instant silence, and many quick looks around, and then, in that crucial moment, to his great credit, he smiled.

God only knows how hard it might have been for him to create that smile, but he managed it. He said nothing. Didn't move. Just forced a smile and took his lick, sort of like everyone wishes Pete Rose had done. It's the way the world works. Sandbag someone who really invites it, ease him down a notch or two, and if he takes his medicine like a big boy, he's forgiven on the spot and the sandbags disappear. (You read R&R, Pete?)

**MONDAY, SEPTEMBER 25** — 200th anniversary of Congress proposing the first changes in the US Constitution (1789). One dozen proposed amendments to the Constitution were sent to the states for ratification; the ten we call the Bill of Rights were approved and became law about 26 months later (12/15, 1791).

"Dondi," the comic strip **Gus Edson** and **Irsin Hasen** began in 1959, turns 30. California's Yosemite National Park was established by Congress in 1890. Gen. **Benedict Arnold** became the Revolutionary War's most infamous traitor in 1780, openly defecting to the British after his scheme to surrender West Point collapsed. The Pacific Ocean was discovered at Panama, and "all lands bordering it" were claimed for Spain by **Vasco Nunez de Balboa** in 1513.

**Birthdays:** **Heather Locklear** 28. **Mark Hamill** 37. **Christopher Reeve** 37. **Cheryl Tiegs** 42. **Michael Douglas** 45. **Barbara Walters** 58.

**TUESDAY, SEPTEMBER 26** — This hasn't been a lucky day for the Japanese: in 1959, typhoon Vera went ashore near Honshu and killed 4466 people. And in 1954 the Japanese ferry Toya Maru sank in a storm; 1172 lost their lives.

In 1983, **Dennis Connor** and his crew broke a 132-year winning streak — the longest in sports history — by losing the America's Cup to yachtsmen from Australia; Connor's crew won it back the following year. The Cunard Line's brand-new luxury liner Queen Mary was launched in 1934; it's now a permanently moored tourist attraction at Long Beach. Frontiersman **Daniel Boone** died in 1820 at age 85.

**Birthdays:** **Olivia Newton-John** 41. **Lynn Anderson** 42. **Jack LaLanne** 75.

**WEDNESDAY, SEPTEMBER 27** — Olympic gold medalist **Ben Johnson** failed a drug test for illegal steroids one year ago today. Even as Johnson continued denying he used steroids, the Olympic Committee repossessed the gold and erased his world record in the 100-meter dash. Johnson eventually confirmed that he'd been caught fair 'n' square. Hurricane Gloria killed six on Long Island and in Connecticut in 1985. Twenty-fifth anniversary of the Warren Commission report (1963), the official investigation which concluded the assassination of **JFK** was not a conspiracy, but rather a one-man job by **Lee Harvey Oswald**. **Steve Allen** hosted NBC's first "Tonight Show" 35 years ago (1954). An earthquake claimed about 100,000 lives in China in 1920.

**Birthdays:** **William Conrad** 69.

**THURSDAY, SEPTEMBER 28** — Spanish explorer **Juan Rodriguez Cabrillo** discovered California 447 years ago at San Diego Bay (1542). Annual observances are scheduled at the Cabrillo National Monument today, but the main blowout — which included a reenactment of the historic landing — was last weekend.

In 1987 an avalanche killed several hundred at Medellin, Colombia. Federal regulators reported in 1983 that almost 600 US banks were "in deep trouble." In 1850, the US Navy did away with flogging.

**Birthdays:** **Ben E. King** 51. **Brigitte Bardot** 55.

**FRIDAY, SEPTEMBER 29** — Two hundred years ago, President **George Washington** authorized the War Department to create the US Army. In the nation's capital, New York City, about 700 American Revolution veterans enlisted.

In 1988, Discovery was launched on the first American manned space mission since the Challenger accident in early 1986. The tightrope endurance record of 185 days was set in 1973 by **Henri Rochetais**, who baffled everyone with his ability to sleep while balanced on a highwire without falling off. US-Mexico telephone service began in 1927. The first fulltime paid police department began in London 160 years ago (1829).

**Birthdays:** **Bryant Gumbel** 41. **Lech Walesa** 46. **Madeline Kahn** 47. **Jerry Lee Lewis** 54. **Gene Autry** 82.

**Saturday (9/30):** **Johnny Mathis** 54. **Angie Dickinson** 57.

**Sunday (10/1):** **Julie Andrews** 54. **Tom Bosley** 62. **Jimmy Carter** 65. **Walter Matthau** 69.

# "THE BATMAN THEME"

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- FROM THE BOX OFFICE SENSATION OF THE DECADE!



Album Produced by Danny Elfman and Steve Bartek. TM & © 1989 DC Comics



JOEL DENVER

## Taking Advantage Of TV Tie-Ins

'Club MTV,' 'Youthquake' Build Local Station Image

TV exposure is one way stations position themselves as "larger than life." Witness one PD who said in a recent column that his goal is to get his station on the local news at least once a month.

But that requires a noteworthy event (not to mention a good relationship with a TV news editor who won't refer to your outlet solely as "a local radio station"). An alternative ticket to the tube is tying in with cable TV specialty programs such as "Club MTV" or syndicated series such as "Youthquake." These shows offer radio stations low- or no-cost routes to call letter/personality visibility via programming aimed at a specific target audience.

### Low-Cost TV Exposure

"Club MTV" debuted almost two years ago as a daily 30-minute show starring VJ Julie Brown and featuring video clips, dancing, and live performances. After it caught on, MTV decided to take it on the road this summer as "Club MTV Live: The Concert Tour."

"This tour was very radio-suitable, and in many markets we did co-promotions with radio," said MTV VP/Music Programming Abbey Konowitch. "From our standpoint that was the easy part. The complexity was (dealing with) five bands on different labels."

Appearing on the tour were Tone Loc, Milli Vanilli, Paula Abdul, Information Society, Was (Not Was), and, on selected dates, Lisa Lisa & Cult Jam. "Since records break from a variety of formats and niches, it was impossible to do exclusive co-promotions everywhere," Konowitch added. "In some cases we used more than one radio outlet. The overall decision was not ours alone; the tour itself was packaged through Pace Concerts in Houston and sold to local promoters across the country who made the final decision."

Making a total of 30 stops, the tour worked with the following stations: WRBQ (Q105)/Tampa; WPOW (Power 96)/Miami; WBJW



Jennifer

(BJ105)/Orlando; WHYT/Detroit; WPHR/Cleveland (with a tie-in from nearby WKDD/Akron); WKBQ/St. Louis; WKRQ (Q102)/Cincinnati; WAPW (Power 99)/Atlanta; WQUE/New Orleans; WKSS/Hartford; WEGX/Philadelphia, WQHT (Hot 97)/New York; KEGE/Dallas; KKBQ/Houston;



Paula Abdul and former Hot 97/New York PD Steve Ellis during Club MTV.

KMEL/San Francisco; KQKS (KS104)/Denver; KYRK/Las Vegas; KPWR (Power 106)/Los Angeles; WGCI, WYTZ (Z95), and WBBM-FM (B96) in Chicago; WLUM (Hot 102)/Milwaukee; WDJX/Louisville; WLOL and KDWB in Minneapolis; WHOT and WMGZ in Youngstown; and WTLC/Indianapolis.

### Radio Barriers Falling

Konowitch believes the barriers between MTV and radio are crumbling fast. "Programmers see the drawing power of MTV and especially the popularity of Julie Brown, who brought out a lot of non-concertgoers according to our research. Stations saw the tour as an event they wanted to tie in with."

Co-promoting meant each station became the outlet for tickets and T-shirts. But most importantly, the stations received plenty of free airtime through TV spots running on local cable outlets. According to MTV Director/Special Projects Steve Leeds, "We allowed each of the stations to put up big

## Screen Gems

To pump up station visibility on the small screen:

- Shoot for local TV exposure whenever possible
- Negotiate for the best deal when arranging tie-ins
- Find a balance between national and local events
- Use personalities to get more mileage out of TV appearances

advised, "Go for the best deal you can cut with MTV and your local cable operator. Don't accept exactly what they offer. There's a delicate balance in promoting such an event without getting overshadowed by the MTV side of it all. (Morning man) Ron O'Brien got a lot of benefit from hosting it because he was on the local spots and then live in front of thousands of listeners.



Hollywood Hamilton

### Customized 'Quake'

If you can't wait for the next MTV event, you might want to talk to the "Youthquake" folks. A concept developed by host Jennifer, who formerly handled marketing and promotion for "Dance Fever," the show starts weekly production/broadcasts in January. On-line is a roster of 125 TV stations coast-to-coast, including outlets in New York, Chicago, and Los Angeles.

Describing the radio benefits, Jennifer said, "Youthquake" offers a contest tie-in at the end of every show (i.e., a trip to London or to Dweezil Zappa's house). It's customized with the local radio affiliate's calls and contest phone numbers. The first ten callers win 'Youthquake' T-shirts (customized with the station's logo) and albums by the artists appearing on that show."

Jennifer uses local jocks as co-

Continued on Page 91



Lyndon Abell

"Radio must continue to explore alternative exposure opportunities such as this. While TV spot buys aren't outrageous here, the fragmentation is making it harder than ever to score a direct hit with any targeted part of the audience.

"Like other stations, we're now readying our own local weekly TV show. A pilot ('106.5 Tremors Live') ran August 26. It was patterned after 'Club MTV' and featured afternoon personality Geoff Davis along with video clips, kids dancing, and artist interviews."

banners at the show and be the opening act, with one of their jocks spinning records and introducing the main event.

"We used large outdoor venues, with potential crowds of 10,000+ at each stop," Leeds added. "While not a total sellout in every city, the tour was successful. The labels were happy because their artists were exposed to many people they'd have never gotten the chance to play for.

"It's a natural tie-in. We plan to do this again next year and will roll out other shows stations can tie into."

### Cut The Best Deal

WKBQ/St. Louis PD Lyndon Abell was satisfied with his station's "Club MTV" exposure but



"Youthquake" shakes up Chicago's Great America: host Jennifer (c) tries to coax WKTU/Milwaukee's Dr. Steve (l) and WYTZ (Z95)/Chicago's Steve Craig (wearing a WKTU shirt??) into riding the Shockwave roller coaster.



"Club MTV Live: The Concert Tour" stopped in New Jersey at the Brendan Byrne Arena. Hobnobbing backstage are (l-r) MTV VP/Programming Abbey Konowitch, Milli Vanilli's Fab Morvan, MTV Director/Special Programming & Talent Artist Relations Steve Leeds, Milli Vanilli's Rob Pilatus, and MTV Sr. VP/Marketing & Promotion Bob Friedman.



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# ROCKIN' NEWS

*James Paul Brown*

ENTERTAINMENT

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# CHR

## TV Tie-Ins

Continued from Page 88

hosts along with a listener. "It's a great image-builder for the stations and their jocks to be on TV like this," she said. "We go out to a Six Flags and ride some crazy rides with local radio personalities to explore the market. We find out where the kids hang out and what they're interested in from a lifestyle standpoint."

### Breaking New Ground

Discussing her recent experience with KMEL/San Francisco, Jennifer said, "Working with the station was a big success. Its 'Summer Jam' concert to help fight gangs and drug abuse provided a very positive vehicle for 'Youthquake' and added to KMEL's level of exposure."

KHYI (Y95)/Dallas, WEZB (B97)/New Orleans, WAVA/Washington, KIIS-FM/Los Angeles, and Q105/Tampa have already made the "Youthquake" connection. KIIS night rocker **Hollywood Hamilton** commented, "It was a ball to do. They sandwiched me in with four other radio personalities nationwide, which gave it both a local flavor and a nighttime national feel."

To make it possible to include a wider variety of markets and produce a weekly half-hour program, "Youthquake" is readying a tour bus — complete with an off-line post-production suite loaded with the latest in special effects. "We never stop trying new ideas," said Jennifer. "There's virtually no limit to what can be done to enhance the entertainment value of video with these high-tech production processes. We're going to break a lot of new ground when we go weekly."

For more info on "Youthquake," contact **Kristi Kistler** at (214) 969-6880. And to learn more about upcoming MTV projects, contact **MTV Director/Local Promotion David Newman** at (212) 713-6894.

## BITS

• **Need An Umbrella?** — **WBLI Long Island** night jock **T.K. Townsend** recently spent two days on a 7-11 roof to raise funds to fight Muscular Dystrophy. The station planned to raffie off **Rolling Stones** and **New Kids On The Block** concert tickets, **Bon Jovi** T-shirts, and other great stuff, and all was going well until the rains came. Townsend was drenched for 30 of the 48 hours, but he held steady and raised over \$4000. He was last seen staging a two-day sneeze-a-thon.

• **See Ya Later Alligator** — **KFBQ/Cheyenne** served up an alligator mud wrestling contest with a London trip up for grabs as the grand prize. Listeners with hearts of stone and skin of leather grappled with the ferocious plastic gators with all their might. The combatant extracting the swamp thing fastest won a quick shower and a plane ticket.



**BEE GEES AT THE BEE** — Bee Gee Robin Gibb dropped by WBBM (B96)/Chicago to show off his new reel-to-reel machine. Checking things out are (l-r) B96 morning man Joe Bohannon, family member Spencer Gibb, and B96 fellow morning man Ed Volkman.



**WHITE/SUMMER SUMMER SUMMIT** — Henry Lee Summer (l) and Karyn White took time out to exchange musical anecdotes with KEGL/Dallas PD Joel Folger.

## MOTION

• **Tom Thomas** named PD at KLYV/Dubuque replacing **Jeff Davis**, now PD at KIKI/Colorado Springs.

• **KSMB/Lafayette, LA** ups MD **Bobby Novosad** to APD and night man **Fast Eddie Small** to MD.

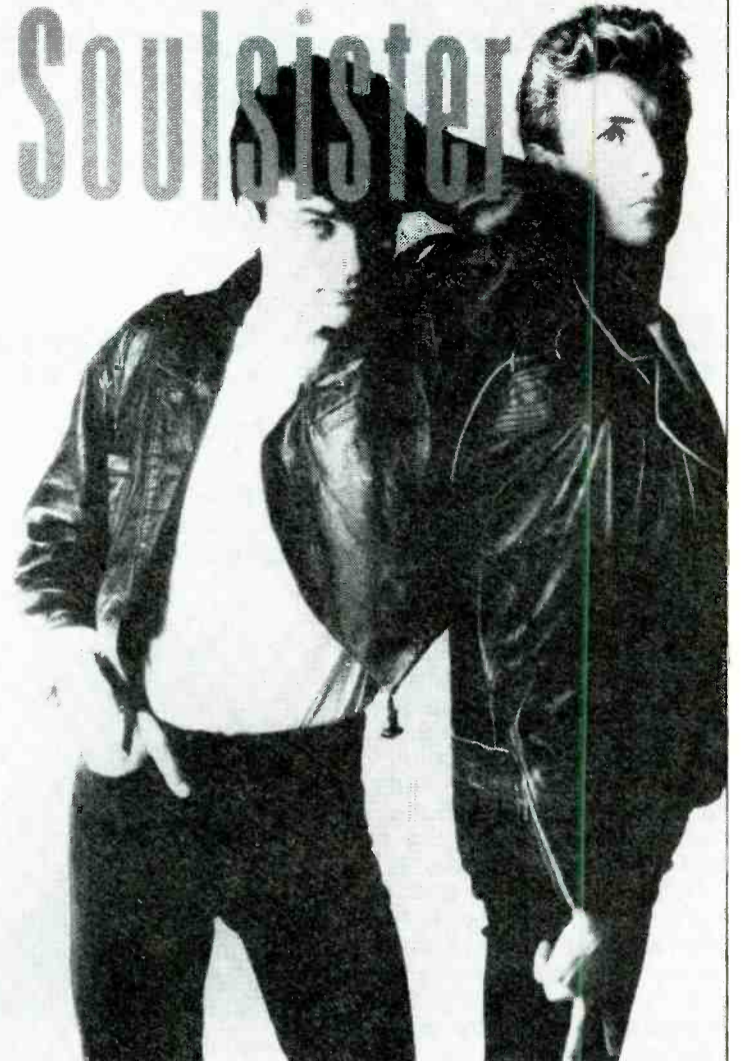
Ch-ch-changes at WANS/Greenville: **Dallas Kincaid** from WBCY/Charlotte is the new MD as morning man **Bill Catcher** is promoted to APD; **Doc Holliday** from KISS/Savannah takes over middays. **Jim Peterson** exits as KPWR (Power 106)/L.A. Promotions Director and is replaced by **Duncan Payton** from KGGI/Riverside. **Michael Hayes** leaves KKBQ/Houston to nab PM drive at WXGT (92X)/Columbus, OH as **J.D. Stewart** heads for KEGL/Dallas. **WPLJ/New York** PD/morning man **Gary Bryan** completes wake-up team by stealing WAVA/Washington's **David Haines** for ND/morning news anchor duties.

WIXX/Green Bay welcomes **Jeff Stone** to overnights from middays at KZOU/Little Rock. **Hurricane Wayne** blows into the night shift at WOVB/West Palm Beach after a stint at KCPW/Kansas City. **Ace O'Connell** now does mornings at WTFX/Madison, coming from KPSI/Palm Springs. **Cindy Wilson** moves to middays and **Madison Taylor** goes to week-

ends at KNIN/Wichita Falls, TX. **KNMQ/Albuquerque** MD/overnighter **Billy The Kid** has exited; new PD **Tomm Rivers** assumes MD duties and moves the station in a more mainstream CHR direction. Contact the Kid at (505) 881-0254.

**Chuck Finley** has left AOR WYBB/Charleston, WV for CHR WYYS/Columbia, SC. Look for former WZKX/Biloxi PD **Rick James** to head for the PD slot at WMGZ/Youngstown. WQQQ/Allentown has a new lineup: **Woody Wood** from WIOQ/Philadelphia joins **Carl Raker** for mornings, **Eric Stryker** from WYTZ (Z95)/Chicago handles middays, **Dave Javu** from WAPE/Jacksonville takes afternoons, **Long John Austin** nabs nights, and **Jack Hammer**, also from WQQQ, does overnights. It's **Bobby Wilde** (not **Bobby Knight** as previously reported) who's reupped for another 18 months of nights at KDWB/Minneapolis. Promotions Asst. **Brian Paul Lubanski** is promoted to Promotions Director at KZZU/Spokane.

WNVZ/Norfolk PD **Chris Bailey** will now consult WSRZ (Z106)/Sarasota. **KSLY (Sly 96)/San Luis Obispo, CA** MD **Dean Clark** has been named APD. **WPFM/Panama City, FL** PD **Keith Richards** is leaving for a promotion gig with **A&M**; no replacement has been named yet. Weekender **Jay Stewart** has been added to the airstaff at WMHE/Toledo.



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# SOULSISTER

**EMI**



HARVEY KOJAN

## Sommers Speaks Out

KLOS Enters Eighth Month Without PD

When Charlie West made his surprise decision to exit the KLOS/Los Angeles PD post last January, President/GM Bill Sommers told R&R he planned to "take his time" finding a replacement.

He wasn't kidding.

Eight months later, market conditions have changed dramatically. Two competitors have abandoned rock-based formats (KNX-FM and KEDG), while another — KQLZ (Pirate Radio) — has entered the fray in dramatic fashion. Still another high-stakes player, KFAC, is poised for a format flip.

Despite the market flux KLOS is still sans PD, and Sommers has given no indications he's close to making an announcement in the near future. The longer the position remains open, the more the rumors circulate, including the one that says Sommers simply can't find anybody willing to work for him.

Rumors and publicity are nothing new to Sommers, who's spent over 20 years in L.A. broadcasting, the last 11 as KLOS GM. I thought a direct interview would help cut through the speculation and focus on the facts. I expected the usual Sommers' candor, and I wasn't disappointed.

R&R: Why has it taken so long to find a replacement for Charlie?

BS: I haven't been looking that heartily. There are only five people I've contacted. And I've only offered it to one person (WLZR/Milwaukee PD Greg Ausham). There are a lot of people everybody thinks I've contacted whom I've never called.

**"We're so safe that we don't break records. How can we play the wrong music?"**

R&R: But given the extremely competitive L.A. market — especially since Pirate signed on — don't you think it's crucial to have a strong leader at the helm?

BS: Why?

R&R: Because a PD can have a big impact on a station's bottom line.

BS: In what way?

R&R: Picking the right music and rotating it properly, selecting and implementing the right promotions . . .

BS: I've got a promotion director and a music director. And I've got a bunch of pros here, including two guys who've been PDs before — (midday man) Bob Coburn and (evening jock) Steve Downes — who aren't afraid to walk up the hall to the MD and say, "Hey, why are we on this cut?" Besides, we're so safe that we don't break records. How can we play the wrong music?



Bill Sommers

The only thing that affects the bottom line is ratings. Period. And the ratings haven't gone down. So you're not anywhere close.

R&R: I was referring to ratings as the bottom line. And a PD does have a direct effect on the numbers, which, in turn, determine revenues.

BS: The PD does not oversee everything. He's one of 13 department heads here.

R&R: So you're convinced you haven't needed a PD?

BS: No, I didn't say that. I'd love to have a PD. Frankly, I don't want to have to worry about some of the things I've had to handle. It would make life easier on everybody.

R&R: But the fact that you haven't made a concerted effort to find a PD indicates you don't feel it's that important an issue.

BS: No, it is important to have a PD. But I'm not going to get the wrong PD just for the sake of having one. It's important to pick the right person.

R&R: Yet you admit you've only spoken to five people in seven months. How can you possibly find the right person unless you spend the necessary amount of time and effort conducting a search?

BS: You're the AOR Editor — you name five candidates who are qualified to come in and run a station of this caliber.

R&R: It's not my role to suggest candidates.

BS: Maybe the answer is that it's really hard to find qualified people, or even people who are willing to take on the responsibility of a market this size.

### Sommers Not The Problem

R&R: There's a general feeling in the industry that the main problem is not the availability of qualified candidates, but that nobody wants to take the job because they don't believe they'd have the respect or autonomy necessary to do the job right.

BS: How can anybody say that who hasn't talked to me or even met me? Ask the people who've worked here for years — they have total responsibility for their departments. Even Charlie had that total responsibility. (Former KLOS PD) Tommy Hedges had that responsibility. I do not go into their area.

R&R: You're not "picking the hits?"

BS: I don't even get involved in programming. I don't go into the office, I don't check the music, I don't know what the list is. I love it — a couple of record companies actually started calling me a few months ago. I don't know what's being released; I don't look at the Back Page. The only thing I follow are the rules and guidelines set up by the corporation as far as notarization of affidavits and payola is concerned. I want to make sure everybody here is clean.

R&R: Is there a corporate policy on music adds?

BS: We can only play core artists. Others have to be broken somewhere else. We don't break records. It's so safe that I don't have to go in and worry about it.

**"I'd love to have a PD. But I'm not going to get the wrong PD just for the sake of having one."**

R&R: Why do you think you have that negative reputation? Is it just a couple of disgruntled former employees?

BS: I don't even have a couple.

R&R: Then why do I keep hearing that you don't treat your employees with respect? People say you look at employees as some film directors look at actors — like cattle.

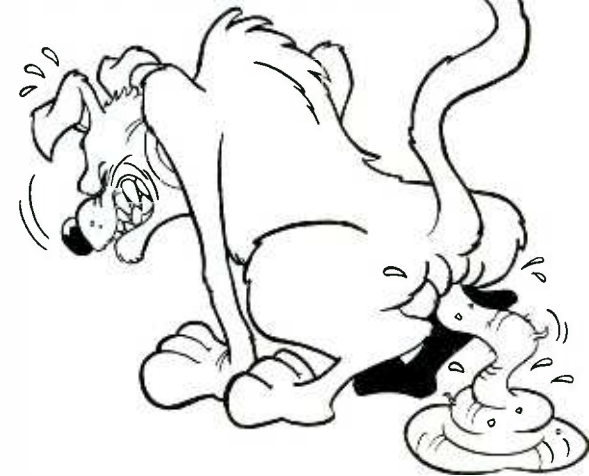
BS: There have only been five PDs at KLOS in 20 years, and I've been here for 17 of those years. Would you say that's an insignificant record?

I pick the right people, and once they're here they stay here forever. The sales manager's been here over 18 years. Just about everybody's been here a very long time. I'm sure that coming from a station of this caliber and a market this size, they have opportunities to move all the time. If I'm an impossible person to work with, how come nobody leaves?

R&R: You haven't felt any pressure from corporate to make a decision?

BS: This is the most profitable station they own. Why would they pressure anybody?

THIS IS WHAT HAPPENS...



... WHEN BIG DOGS EAT.

KFAC/Los Angeles GM Jim deCastro has warned KLOS to "move over and let the big dogs eat." This is Sommers's response.

### L.A. Newcomers Analyzed

R&R: Okay, let's discuss the L.A. market. Obviously, the big story — other than Pirate — is KFAC. What do you think the self-proclaimed "big dogs" are going to do?

BS: All indications are KFAC will do some sort of an AC format.

R&R: Do you think Urban AC's a good choice?

BS: It's a good choice. (AC) KOST is sitting with a 6.5 and (Dance CHR) Power 106 (KPWR) has a seven share. If you take two shares from each of those stations, you can make a great living in L.A. with a four share. So from a business standpoint it's a very smart decision.

R&R: Pirate came out of the box with a four share. Some people thought its Rock 40 approach was a smokescreen, but obviously that's what it has chosen to do.

BS: You can't say obviously, because it hasn't settled yet.

R&R: You think there's still a possibility it'll swing one way or another?

BS: Let's look at it from a pure business standpoint — nothing personal. If Pirate doesn't own all the teens, all the women, or all the men, where is it going to make its living? You have to own something, and it doesn't own enough of

**"I don't get involved in programming. I don't go into the office, I don't check the music, I don't know what the list is."**

any one cell. You can't be all things to all people anymore.

R&R: So you don't think it can continue its current approach and attract enough advertising to succeed?

BS: That's right.

R&R: What about the probability that Pirate will continue taking 18-24 men from you — especially

**"There have only been five PDs at KLOS in 20 years, and I've been here for 17. If I'm an impossible person to work with, how come nobody leaves?"**

18-24 men? That doesn't bother you?

BS: That's a silly question. No one wants to lose anything. Of course I don't want to lose any 18-24 men.

R&R: It's not a question of wanting to lose them. What I'm asking is whether your plan in this fragmented world is, "Yes, we may have to lose 18-24 men, but we'll own 25-54."

BS: I hope so. Let's not forget KNAC; it owns a large segment of 18-24s in Santa Monica and Orange County. Let's also not forget KROQ. It's got 18-24 men. That's why I don't think Pirate is where it wants to be.

### The Missing Link

R&R: Actually, Pirate's biggest lure has probably been the lack of inventory.

BS: That's the missing link. It's still saying, "Here's another hour commercial-free." Wait till it catches up with the rest of us.

R&R: Pirate has stated it's going to keep the spot load down by charging higher rates.

BS: It also said it would never take insurance commercials, and now it's on the air with four different insurance accounts. Is it really going to keep it to four commercials an hour, or lie and do more?

R&R: Can it make a living off four spots an hour?

BS: I doubt it.

R&R: Has its higher rate structure had any significant impact on the market?

BS: I complimented (Pirate

Continued on Page 94

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Williams (WOFX).

WCKG - #1 Men 25-54 in Chicago  
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WNCX - Tied #1 Men 25-49 in Cleveland

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# Sommers Speaks Out

Continued from Page 92

GM) Simon T because of what he tried to do. I appreciate it, and I've told him that personally and in front of people. He helped the whole marketplace. I'll also tell you Pirate is not charging what it set out to charge.

## Morning Ratings & Relationships

**R&R:** Are you alarmed at all by the fact that your morning team, Mark & Brian, significantly outperforms the rest of the dayparts?

**BS:** The morning show sets the tone.

**R&R:** True, but the 3.8 you got in the spring Arbitron doesn't look as attractive if you consider how much of it was boosted by the morning show.

**BS:** Look at the book prior to that. The dayparts were much closer. There are times when you fall

**"Where is (Pirate Radio) going to make its living? You have to own something, and it doesn't own enough of any one cell."**

into the hands of the diary and the telephone. You're going to have good ones and bad ones.

**R&R:** How's your relationship with Mark & Brian? Any truth to the rumors that they can't wait to get out?

**BS:** No truth whatsoever. We have a very good relationship.

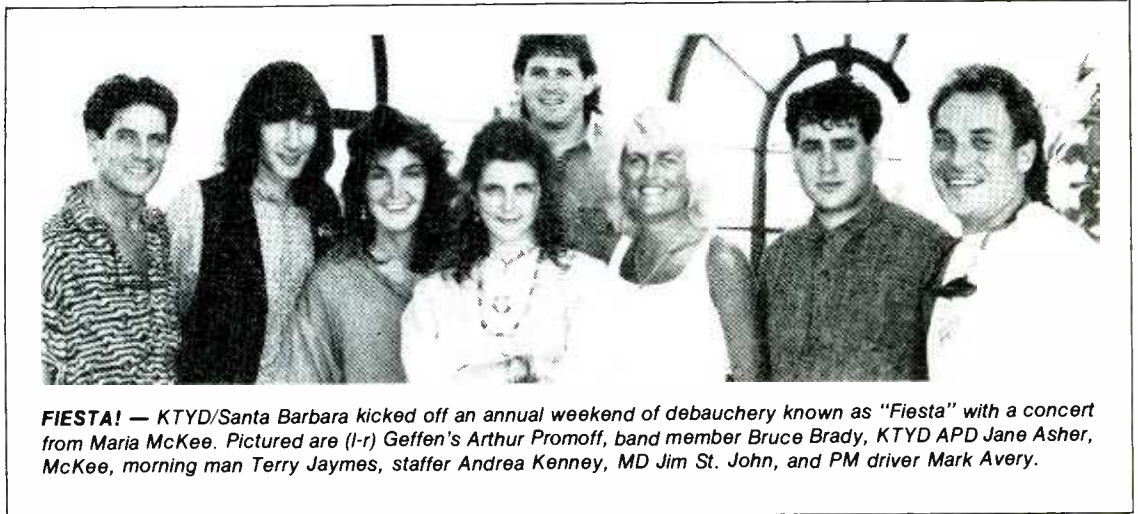
**R&R:** You recently dropped just about all your syndicated programming. (Only Global's "Rockline" and Westwood One's "In Concert" remain.) Some of those

shows are hosted by your own personalities. Did that fact make the decision more difficult?

**BS:** No. I pay them to work on KLOS. I don't pay them to work outside. They would have never had the shows if they weren't on KLOS to begin with.

**R&R:** What's your reaction to the FCC's recent indecency proceedings?

**BS:** I'm glad somebody's taking a stand and there's some concrete explanation of what the FCC feels is indecent.



**FIESTA!** — KTYD/Santa Barbara kicked off an annual weekend of debauchery known as "Fiesta" with a concert from Maria McKee. Pictured are (l-r) Geffen's Arthur Promoff, band member Bruce Brady, KTYD APD Jane Asher, McKee, morning man Terry Jaymes, staffer Andrea Kenney, MD Jim St. John, and PM driver Mark Avery.



**WHO'S ON FOX** — When the Who visited Vancouver for the first time in ten years, Roger Daltrey and John Entwistle found time to drop by CFOX for a chat. Crowding into the studio are (seated l-r) Daltrey, PD Jim Johnston, and Entwistle; (standing l-r) CFOX producer Larry Semkew, producer Stevie Ray Dunbar, personality Martin Strong, mascot, and Darrell A. Bear.

## SEGUES

WCCO/Hartford MD **Joe Marino** exits . . . WGBF/Evansville, IN elevates **Scott Murray** to PD as **Kent Weaver** steps down for Production Director duties; **Cindy Bennett** is the station's new night rocker . . . Former KRQU/Laramie, WY PD **Matt Roberts** surfaces as MD at KCNA/Grants Pass, OR. **Wild Bill Scott**, who left KCNA for mornings at nearby KBOY/Medford, OR, now adds KBOY PD responsibilities; interim PD **Marty McGuire** wears three hats as APD/Production Director/midday man.

KQRS/Minneapolis promotes **Dave Hamilton** from PD to OM . . . KTHO/South Lake Tahoe hires **Suzan Vaughn** as PD and **Terri Laird** as ND . . . KFMG/Albuquerque PD **Glenn Stewart** departs . . . Former KJJO/Minneapolis MD **Michael Cross** takes the same job at WHMH/St. Cloud, MN . . . WVVV/Blacksburg-Christianburg, VA replaces MD **Butch Lazorchak** with **Howard Petruzello** . . . KKDJ/Fresno MD **Jeff Riedel** is on the loose . . . KKZX/Spokane ups **Vicky McCarthy** from nights to MD/middays; **Billy The Janitor** takes over McCarthy's old shift while **Corey Michaels** slides into overnights . . . KSQY/Rapid City, SD overnighter **Jim Kallas** moves to evenings as **Colin Heupel** exits .



- GREAT MOMENTS IN WORLD HISTORY**
- COLUMBUS DISCOVERS AMERICA 1492
  - MAN LANDS ON MOON 1969
  - BILL WISE ADDS LIVING COLOUR 1989



Not Neil Armstrong

# LIVING COLOUR "Glamour Boys"

AOR TRACK 52 - 43

On Over 70 AOR's Including:

- |      |      |      |      |      |
|------|------|------|------|------|
| WBCN | WMMR | WSHE | WLLZ | KRSP |
| WBAB | WWDC | WYNF | KLOS | KOME |
| WNEW | KTXQ | WLVQ | KUPD | KISW |



**'XRT IN XTC** — The dudes from XTC hang with WXRT/Chicago staffers in the station's spacious headquarters. Becoming kings for a day are (clockwise from front left) 'XRT's Johnny Mars, XTC's Andy Partridge, PD Norm Winer (who just celebrated ten years at the station), MD Lin "Stuck Inside Of Wrigley With The Cubbies Blues Again" Brehmer, XTC's Dave Gregory, Geffen's Mark Kates, XTC's Colin Moulding, Geffen's Starvin' Marvin, and 'XRT's Tom Marker.

# MUTHA

don't wanna go to school today ☹️

[AM 1444]

## EXTREME REPORT CARD

Subject	Grade	Comments
Communications	A+	Tons of airplay on <i>Night Tracks</i> , MTV's <i>Headbanger's Ball</i> and <i>Hard 60!</i> Huge phones at <i>Hit Video!</i> Top 5 phones at <i>AOR!</i>
English	A+	Raves from <i>KERRANG!</i> , <i>Rolling Stone</i> , <i>The L.A. Times</i> , and more!
Economics	A+	Over 200,000 albums sold!
Performing Arts	A+	GREAT live show!
Decorum	D	They constantly talk back and resist authority.
Metal Shop	A+	New single "Mutha (Don't Wanna Go To School Today)" --- THEIR BEST YET!

### OUT OF THE BOX:

KUPD	WIYY	WCCC	KCHV
WQFM	WHTQ	KFMH	KMOD
WYBR	KNAC	WHJY	KATT
KKEG	KBER	KRZQ	Z-ROCK



From the album **EXTREME** [SP 5238]  
Produced by Mack and Extreme

Managed by Arma Andon and Louis Levin, SBK Management  
Agency: Premier Talent

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# S&S BAND

IS BACK **BIG TIME...**  
WITH ONE OF THE BEST SOUNDING RECORDS ON THE RADIO!

## "I'M STILL MISSING YOUR LOVE"

FROM THE FORTHCOMING ALBUM "DIAMONDS IN THE RAW"

### ***BREAKERS.***

DEBUT **38**  
MOST ADDED  
73 UC REPORTERS — 74%







WALT LOVE

# Exploring Urban's New Frontier

## Black AC Evolves As It Gains Footholds In L.A., Washington

Fragmentation is becoming the norm in almost every format, and Urban radio is no exception. One of the relatively new additions is Black Adult Contemporary, which targets adults 25-54. Several variations have emerged and are beginning to catch on in their respective markets.

KACE/Los Angeles (owned by All Pro Broadcasting) and WMMJ/Washington (owned by Almc Broadcasting) have both recently switched to Black AC. All Pro Exec. VP Jim Maddox and WMMJ PD Paul Porter talked about their different approaches to this evolving format.

### No Musical Trips

Maddox has found industry professionals remain a little fuzzy on the concept of Black AC. "Many people lump us in the same group with stations that have done entirely different formats." He mentioned Los Angeles outlets KBCA (now KKGO), KJLH (in its early days), and KUTE (now KEDG) as stations whose emphasis on jazz/fu-

**"Black AC should have aggressive elements. Our listeners are hipper, necessitating a different approach from the traditional AC sound."**

— Jim Maddox

sion took on a laid-back, sultry approach.

"We're not going out on musical trips and playing unfamiliar but nice-sounding songs," added Maddox. "We'd like to avoid the pitfalls these L.A. stations ran into. They



Jim Maddox

weren't able to sustain consistent ratings success."

For Maddox, it was easy to define what KACE's format is not. As for what it is, the best answer may be "still evolving. When we decided to attempt this format about three months ago, we weren't prepared musically. Each day our format is evolving into what we want before the fall '89 book arrives. We used a lot of music that was available and incorporated music we wanted the format to contain. It's currently a rough mixture — not ready for our stamp of approval.

"We could have waited until we'd assembled enough of the music we wanted in-house. But we decided to go with what we had. Listeners don't know what we're attempting to do, so they're not going to be that critical."

The music is chosen with a sharp eye toward the target demo. "Since we're doing an adult format, we have to set the table for our invited

**"Black radio and black music have advanced to the point where anyone can consider doing this format."**

— Jim Maddox

guests. Each month our listeners will notice the evolution as we begin to fine-tune our presentation."

### A Hipper Approach

"Black AC shouldn't sound like a carbon copy of regular ACs," Mad-

dox continued. "For instance, Los Angeles's KOST and KBIG are bland, doing low-key, middle-of-the-road presentations. Black AC should have aggressive elements. Our listeners are hipper and more musically aware, necessitating a different approach from the traditional AC sound."

Maddox believes the format has legs. "If your market has a large population in the upper demographics, you could take a shot at it. Black radio and black music

**"The term AC has been associated with toned down on-air sound. We don't think being AC means you're only supposed to play soft Anita Baker and Luther Vandross."**

— Paul Porter

have advanced to the point where anyone can consider doing this format. After all, baby boomers have come of age, and they're the people we're all hoping will respond to this format."

But keeping a local sound is important. Said Maddox, "People shouldn't be concerned about trying to sound like WVAZ/Chicago, WDAS/Philadelphia, or KACE. It's not that 'VAZ's format wouldn't work for them, but it works best in Chicago because it sounds like what Chicago wants. Any Black AC presentation must be correct for its market. The key is to know what the people in your city want to hear."

### Filling A Void

Paul Porter came to WMMJ from crosstown UC rival WKYS, where he'd been an air personality since 1982. After the station's change to Black AC, Porter witness-



**RADIO'S FUTURE** — NYMRAD (New York Market Radio) held its third annual reception for 60 minority college broadcast majors at the IRTS "Minority Career Workshop." WLTW-FM/New York VP/GM George Wolfson (r) shared some laughs and advice with Howard University's Terri Ramsey and Glassboro State's Gregory Hughes.

sed a .8-2.9 gain in the spring '89 Arbitron.

The decision to switch format followed research that uncovered a hole in the market. Explained Porter, "Washington is flooded with Urbans and Churbans, but there was no oldies-based Black station. We decided to attack the market by sneaking in some oldies to stir up interest in what we were doing and then blend in some new music as WMMJ grew in popularity.

"We're a different station during different dayparts. Our mornings



Paul Porter

and afternoons are more uptempo. During morning drive approximately 45% of our music is recurrent. We use oldies from the '60s, '70s, and '80s, while we mix in a few currents. MIDDAYS and nights we're more current."

### Audience Participation

According to Porter, no station in the Washington area has ever specifically programmed for black adults. "They're enjoying it. We get a lot of calls — I've heard from more adults in one month than I did in seven years at WKYS. They feel as though they're helping to build a station. We're using their opinions

**"Research your market so you know exactly what potential audience is available. Then find out about the music that can help you acquire that audience."**

— Paul Porter

and have let them know we want to cater to them."

While catering to these adults entails playing a steady dose of the music they grew up with, Porter noted, "We're not afraid to play new music. For example, Frankie Beverly & Maze are very popular here. We jumped on their new song right away. We're also playing David Peaston and Eddie Murphy.

"For years, the term AC has been associated with toned down on-air sound — affecting both the music and the announcers. We don't think being AC means you're only supposed to play soft Anita Baker and Luther Vandross. We also play funky old things by James Brown and would consider playing some of his more recent material."

Porter cautioned those who may be thinking of taking the Black AC route: "Research your market so you know exactly what potential audience is available. Then find out about the music that can help you acquire that audience. There's room for this format in a number of major markets. But research can make the water much clearer before you decide to take the plunge."



10-11am

- M. GAYE & T. TERRELL/Your Precious Love
- TEDDY PENDERGRASS/Come Go With Me
- ERIC GABLE/Remember The First Time
- ANITA BAKER/Just Because
- MICA PARIS/My One Temptation
- EVELYN KING/Kisses Don't Lie
- BOBBY WOMACK/That's The Way I Feel About 'Cha
- AL JARREAU/All Or Nothing At All
- SOUL II SOUL/Keep On Movin'
- LUTHER VANDROSS/Love Won't Let Me Wait
- LEVERT/Smilin'
- JOE SAMPLE/U Turn

## Charting Black AC's Future

All Pro Broadcasting Exec. VP Jim Maddox believes the time is right for "trades to develop a Black AC chart for this evolving format." He'd also like to see major record labels sign more Black AC artists.

Said Maddox, "I know labels worry that older acts may not be able to sell a million or 500,000 units. If a deal is structured properly, a record company should be able to make money off sales of 100,000 units.

"There's going to be a place for these artists on stations doing this format. And sales will follow with ratings successes around the country. Black AC can improve the economic picture for older artists."

## MAJIC 102.3

THE BEST VARIETY OF HITS AND OLDIES!

5-6pm

- SPINNERS/I'll Be Around
- EARTH, WIND, & FIRE/Got To Get You Into My Life
- MAZE/Can't Get Over You
- ARETHA FRANKLIN/Soul Serenade
- BLACK IVORY/You And I
- TAKE 6/Don't Shoot Me
- TOM BROWNE/Funkin' For Jamaica
- SLY STONE/If You Want Me To Stay
- LIZ HOGUE/Dream Lover
- REGINA BELLE/Baby Come To Me
- TEDDY PENDERGRASS/Only You
- CHUCKII BOOKER/Turned Away

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**MESSAGE FROM THE BOYS** — Motown's Tony Rice (l) and the Boys weren't kidding around when they paid a promotional visit to WDJY/Washington. Evening personality Kyle Gibson (second from left) and PD Beej Johnson flank group members Tajh, Bilal, Khiry, and Hakeem.



**LEAN ON ME** — After listening to Tomi Jenkins's new LP, Elektra VP/Black Promotion Primus Robinson (front) was so overcome by excitement he couldn't stand up straight. Joining the listening party fun were (l-r) Jenkins, Elektra's Barry Roberts, WRKS/New York MD Vinnie Brown, WEA's Rita Roberts, and Elektra's Earl Hutchinson and Michael Howard.



**CONGRATULATIONS** — Vesta (c) earned congratulations in her own right following a recent Los Angeles performance. On hand to celebrate the singer's success were (l-r) her daughter Tandia White, Bailey Broadcasting President/"Radioscope" host Lee Bailey, KJLH/L.A. PD Cliff Winston, A&M VP/R&B Promotion & Marketing Jesus Garber, KACE/L.A. PD Steve Woods, and A&M's David Gray.

# MIKI HOWARD

## "AIN'T NUTHIN' IN THE WORLD"

(7-88826) (0-86302) (PRC1) 2905)

This outstanding vocalist returns with an unexpected uptempo single that displays a whole new side to her talent.

the first single  
from the forthcoming album

### MIKI HOWARD

(82024)

**MOST ADDED —  
ALREADY ON  
26 UC REPORTERS**



Produced and Arranged by Jon Nettlesbey and Terry Coffey  
for Mercenary Productions

# TROOP

## "I'M NOT SOUPPED"

(7-88818) (0-86292) (PRCD 2921)

After breaking big with last year's debut album, Troop returns with another brilliant single showcasing their patented vocal blend.

the first single and video  
from the forthcoming album

### ATTITUDE

(82035)

Produced by Zack Harmon and Chris Troy  
for Another Production Company

Management:  
David T. Cook and Steve Cohen  
for Platinum Gold Productions



**MOST ADDED —  
28 ADDS OUT OF THE BOX!**



On Atlantic  
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LON HELTON

# KRST, WQCB, WDRM Soar To Market Leadership

As you can see from the Spring '89 Honor Roll elsewhere on this page, Country is alive and extremely well. Over the next few weeks we'll highlight some of the small and medium market stations that racked up great spring numbers.

## KRST/Albuquerque

For the first time in eight years, a station other than KKOB AM or FM is this market's 12+ leader. By virtue of its 9.4-13.3 move in Arbitron (Birch: 12.7-10.7), that honor instead goes to KRST. In fact, KRST posted the best 12+ and 25-54 figures in its history.

PD Don Christi says KRST has concentrated on being a Country station. "We're not playing any pop-to-Country crossovers," he said. "AC listeners are well-served here, so we focus on servicing our core." The station's TSL increased by a couple of hours.

Christi attributed KRST's come increases to its TV campaign which, for the first time, touted the station's \$100-a-day cash song, a promotion that's been running about a year.

KRST also received TV exposure via a Disneyland promotion. KRST bought the time, while Disney supplied the TV spots and five all-expense-paid trips.

Christi said special programming, especially after 7pm, was also important to the station's success. "After 7, what have you got to lose?" he asked. "Most adults are watching TV, so we wanted to make evenings special. Every night (M-F, 7pm-midnight) is all-request. At least every other song is accompanied by the caller's voice making the request."



Bob Duchesne

Christi added that the requests also satisfy the core's desire for the classics. "We'll play songs from the '50s, '60s, and '70s that we don't have in regular rotation," he said.

KRST's current/oldies ratio is 50-50. The playlist size varies upwards from 35 titles, depending on product available. Christi said he's "very aggressive" on new artists and product. "If those at the music meeting believe a record fits the station, we'll add it regardless of label or artist," he noted.

## WQCB/Bangor, ME

This spring's Arbitron produced a quantum leap for WQCB which



Don Christi

soared 7.0-20.9, the best 12+ number in its history by more than six shares (Birch: 14.1-19.5). It also garnered record-setting 25-54 numbers.

WQCB PD Bob Duchesne attributes the lofty figures to "the fact we're probably the only station in the market that researches music, and the stability of our airstaff." He added that in the four years WQCB's been on the air, he's only had to replace one jock.

Duchesne describes WQCB as a station that puts its listeners first. "We're proud to serve them every way we can," he said. "We do a lot of things that we don't make any money on. It costs us, but we do it for them. More than anything else, that's what makes us number one."

"WQCB is personality-oriented," said Duchesne. "We don't read liners and we're creative about the things we do on the air."

It's also promotionally active, though Duchesne says he prefers to promote heavily before the book. This year, WQCB's pre-book promotion Grand Prize was 106 lottery tickets per week for a year. Other contests featured Country Caribbean Cruises as well as the station's famous "ton of manure" giveaway (listeners nominate the person most deserving of the prize, and the station has it delivered to the winner).

WQCB doesn't have a consultant, but one change Duchesne made going into the spring book was the result of a tip given him by WYNY/New York PD Michael O'Malley at a one-on-one session at this year's Country Radio Seminar. "We'd used 'back-to-back Country' as our slogan since we signed on," said Duchesne. "But O'Malley suggested we use it on the air more often. We did, and I think it paid off."

On a one-to-ten scale, Duchesne said WQCB's tempo is a six. Its playlist has dropped from 40-35 records since last spring. Explained Duchesne, "With all the new artists and the increase in the amount of product, we felt the newer music

wasn't catching on with our audience as fast as we would have liked."

Outside promotion isn't easy in Bangor, especially considering three stumbling blocks: the state's prohibition of billboards, the fact that one of the three Bangor TV outlets is owned by WQCB's format competitor, and the fact there's only one newspaper in town. "We have to hang our hat on word of mouth," said Duchesne.

WQCB bought time on the remaining two TV stations to air its self-produced spot. The testimonial commercial featured listeners saying nice things about the station.

As a further testament to the station's strength, WQCB is also the top-rated Country station and second overall outlet in the Augusta-Waterville market, which is some 80 miles south of Bangor.

## WDRM/Huntsville, AL

WDRM is another station which notched best-ever 12+ and 25-54 Arbitron numbers, moving 12.6-22.4, 12+ (Birch: 13.8-17.2). In fact, GM/DP//ND/Chief Engineer J. Mack Bramlett said the station experienced its best book in every demo this spring.

Bramlett said the station, which went Country five years ago, greatly benefitted from Docket 80-90 rule changes. "We were plagued by a short tower and boxed-in for a long time," he said. "In '86 we got it moved and got more height, which gave us a shot at the entire market."

The Huntsville area is one of the higher-paying regions in the US, thanks primarily to the aerospace



J. Mack Bramlett

and other high-tech industries located there. "As described by Arbitron," said Bramlett, "31.8% of the metro is above-average income white-collar."

This results in a music mix that skews modern, just the opposite of what one might think would be the norm for this region. Just prior to the book Bramlett handed all of the music chores to consultant Joel Raab. "I just don't have time to do the music," said Bramlett, who wears an amazing array of hats. He added that the playlist consists of 50 currents with an oldies library

Continued on Page 102

## 12+, 25-54 WINNERS

### Spring '89 Honor Roll

Here are all the stations in the non-Continuously Measured Markets that were number one in their markets either 12+ or 25-54.

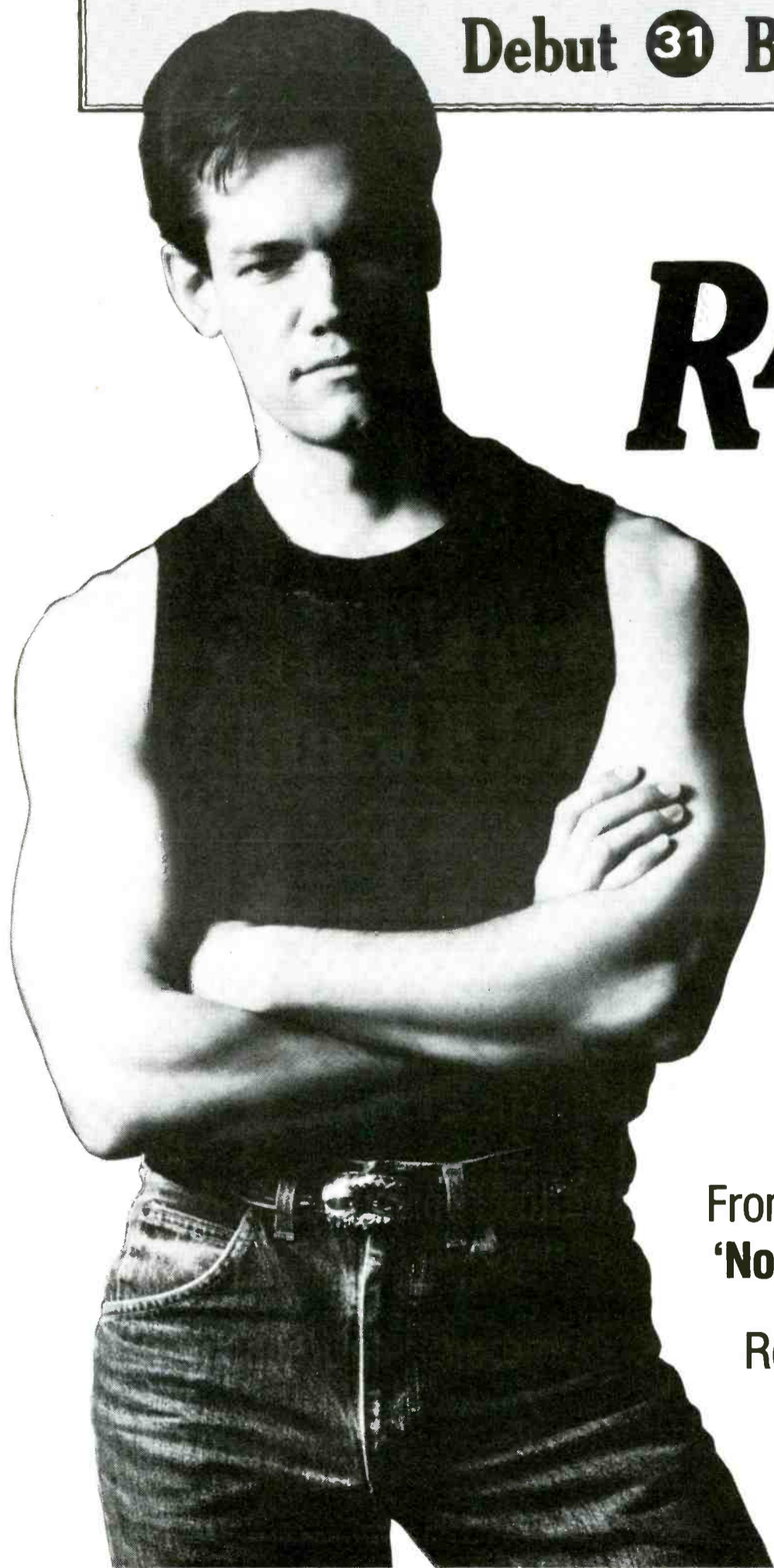
All figures are Arbitron, 12+. The numbers listed in the 25-54 column are the actual shares by which that station leads its nearest competitor in that demo. A "-" means that station did not rank first in that particular category.

Station	Last ARB-Sp '89	Lead, in 25-54 Shares
KEAN-AM & FM/Abilene, TX	18.8-19.8	7.6
KRKT-AM & FM/Albany, OR	11.7-12.0	1.0
KRST/Albuquerque	9.4-13.3	6.4
KRRV-AM & FM/Alexandria, LA	21.1-26.0	11.5
KMML/Amarillo	9.9-14.8	9.1
KASH/Anchorage	-	.9
WWNC/Asheville, NC	27.4-19.6	-
KUZZ-AM & FM/Bakersfield, CA	18.0-18.4	9.4
WQCB/Bangor, ME	7.0-20.9	8.6
KYKR/Beaumont, TX	-	Tie
WTNJ/Beckley, WV	18.0-25.0	21.7
KTCR/Billings, MT	-	Tie
WKNN/Biloxi-Gulfport, MS	10.4-16.0	7.4
KHAK-AM & FM/Cedar Rapids	13.1-17.3	1.7
WEZL/Charleston, SC	11.5-11.2	1.2
WQBE/Charleston, WV	19.9-19.5	11.9
WRNS/Coastal North Carolina	-	3.6
WCOS-FM/Columbia, SC	-	1.3
KOUL/Corpus Christi	-	6.5
WTVY/Dothan, AL	25.6-22.3	6.5
WAXX/Eau Claire, WI	27.9-29.7	17.9
KUGN-FM/Eugene, OR	8.4-16.6	6.9
WYNG/Evansville, IN	-	1.3
WKML/Fayetteville, NC	12.2-17.8	2.0
KKIX/Fayetteville, AR	25.4-24.3	14.6
WHLZ/Florence, SC	14.9-19.9	12.1
WZYQ/Frederick, MD	10.7-10.3	-
KLFM/Great Falls, MT	11.6-17.8	-
WTCR-AM & FM/Huntington, WV	30.3-29.6	15.3
WDRM/Huntsville, AL	12.6-22.4	9.7
WMSI/Jackson, MS	-	3.9
WXBQ/Johnson City, TN	-	4.8
KIXQ/Joplin, MO	7.8-16.1	8.3
WASK-FM/Lafayette, IN	-	6.5
KYKZ/Lake Charles, LA	17.4-20.6	10.4
WPCV/Lakeland, FL	13.8-14.1	5.6
KLAW/Lawton, OK	23.3-24.0	6.7
WVLK/Lexington, KY	18.3-19.9	4.1
KSSN/Little Rock	20.3-20.7	14.6
KYKX/Longview, TX	17.5-14.3	14.3
KLLL-FM/Lubbock, TX	20.4-18.9	6.9
WDEN-AM & FM/Macon, GA	20.9-20.9	8.4
WOKK/Meridian, MS	-	8.8
KCJB/Minot, ND	28.4-28.6	4.7
WKSJ-AM & FM/Mobile	18.0-18.3	4.6
KJLO/Monroe, LA	13.4-19.0	8.2
WLWI-FM/Montgomery, AL	18.1-17.2	.4
WMUS/Muskegon, MI	-	Tie
WTCM-FM/Traverse City, MI	-	3.1
KNFM/Odessa-Midland, TX	10.3-17.0	5.9
WBKR/Owensboro, KY	35.2-31.2	6.1
WPAP/Panama City, FL	13.5-21.2	-
WNUS/Parkersburg, WV	15.9-21.7	4.3
WOWW/Pensacola, FL	10.2-10.7	Tie
WXBW/Pensacola, FL	-	Tie
WPOR-FM/Portland, ME	14.7-16.0	3.4
WOKQ/Portsmouth-Dover, ME	11.3-9.1	1.9
KCCY/Pueblo, CO	16.4-14.3	2.1
KNCQ/Redding, CA	20.0-18.6	10.1
KGKL-FM/San Angelo, TX	17.2-29.5	18.3
WCHY-FM/Savannah	-	6.0
KRMD-AM & FM/Shreveport	17.6-13.8	5.3
KTTS-FM/Springfield, MO	-	1.8
WKDW/Staunton, VA	24.4-17.1	4.9
WTHI-FM/Terre Haute, IN	20.0-26.2	13.4
KNUE/Tyler, TX	21.6-20.5	-
WFRG-AM & FM/Utica-Rome, NY	10.2-15.5	-
KZEU-FM/Victoria, TX	13.7-21.8	1.7
KZSN/Wichita	-	2.2
KLUR/Wichita Falls, TX	35.1-27.5	10.6
WILQ/Williamsport, PA	25.9-21.8	-

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## **RANDY TRAVIS**

**"It's Just A  
Matter Of Time"**

**Produced by Richard Perry**

**From The Warner Bros. Album  
'No Holdin' Back'**

**Release Date September 29**



**RECORDS**

## Four Form BBJO Entertainment

Four music industry professionals have formed the Nashville-based BBJO Entertainment Group to provide a variety of services to Country, Rock, R&B, and Gospel artists. The new company's principals are former World Class Talent President/co-owner JoAnn Berry, Concerts West manager/promoter Maria Cooper Brunner, World Class Productions GM Greg Janese, and Luchenbach Productions manager/producer Marc Oswald.

BBJO will handle areas including artist management; corporate sponsorship; endorsements; concert promotion/production; and corporate entertainment, tour, and fair marketing. It opens its doors with Eddy Raven, Southern Pacific, Tim Malchak, Suzy Bogguss, and Mason Dixon on the roster. BBJO's offices are located at 1025 16th Ave. S., Ste. 401, Nashville, TN 37212; (615) 327-3900, fax (615) 320-1616.

### Cookbook Capers

• During the Music City Chili Cook-Off and Music Festival the National Academy of Recording Arts & Sciences (NARAS) introduced the "Music City Celebrity Chili Cookbook." "Chiliheads" Reba McEntire, George Strait, Clint Black, George Jones, Kathy Mattea, Ricky Van Shelton, Kenny Rogers, and Dolly Parton are among the 114 celebrities who contributed the 146 recipes assembled by ASCAP's Eve Vaupel.

To order this spicy tome send a \$9 check or money order to: NARAS Chili Cookbook, 2 Music Circle South, Nashville, TN 37203.

• The Marlboro Country Music tour, now in its seventh year, has

added free concerts at military installations in the US to its 1989 agenda. The tour begins September 17 at the Naval Training Center near Chicago and features Highway 101, Southern Pacific, and 1988 Marlboro Talent Roundup winner Ronnie Dunn. Other stops include Fort Campbell, KY (9/23) and Petersburg, VA (10/8).

• Randy Travis opened his gift shop at 1514 Demonbreun Street in Nashville near Music Row. The renovated house is filled with mementos of his career, handmade gifts from fans, and the converted breadtruck Travis's band used the first year it toured.

### Lynn Sues Globe

• Loretta Lynn has filed an \$11.5 million suit against the Florida-based *Globe* tabloid over a February 28 story claiming she had overdosed on the painkiller Demerol.

• Brenda Lee has settled her \$20 million back royalties lawsuit against MCA for an undisclosed amount.

• Moe Bandy will host the seventh annual Academy Of Country Music Celebrity Golf Classic at the De Bell Golf Course in Bur-



EXECES COMBINE TALENTS — BBJO Entertainment Group principals (l-r) Greg Janese, Maria Cooper Brunner, JoAnn Berry, and Marc Oswald survey some final paperwork.

bank, CA October 16. The tournament's \$250 entry fee will go to the T.J. Martell Foundation and its West Coast Division Neil Bogart Memorial Laboratory. Corporate sponsors for the event are TWA, George Dickel, and Holiday Inn.

• Shenandoah members displayed the "show must go on" spirit when a thunderstorm hampered their performance at the Nebraska State Fair in Albion, NB. With the fairground's power out and 2500 concertgoers in their seats, Shenandoah improvised a 45-minute acoustic set that included the national anthem.

Shenandoah has recorded a jingle for Stroh's beer that will air as part of a national radio campaign. September will find the CBS recording group in the nation's capitol judging an apple pie bakeoff contest for WMZQ/Washington.

### Cartwright Calls — And Wins

• Lionel Cartwright called WWAJ/Ardmore, OK to thank MD Al Hamilton for playing his single "Give Me His Last Chance." Instead, WWAJ air personality Kelli Shannon answered saying he was caller number three and had won a pair of tickets to a concert at Billy Bob's in Fort Worth, TX featuring Highway 101 and — you guessed it — Lionel Cartwright.

It took Cartwright a while to convince Shannon he really was MCA's talented newcomer and wouldn't need the tickets. He then did an impromptu contest promo for the KKAJ listeners.

• Skip Ewing will marry Angel Rollings October 1 in Nashville.

• That cute little girl in Garth Brooks's video "If Tomorrow Never Comes" is six-year-old Aubrey Gatlin, daughter of Gatlin brother Steve and wife Cynthia.

• Patty Loveless was lounging poolside with members of her band when she learned of her nomination for the CMA's Female Vocalist and Horizon awards. Her excitement

at the news dampened a bit when band members threw her in the water.

Some people have no respect.

—Debe Fennell

## NASHVILLE IN MOTION

### Gilmer Heads SBK Record Productions

Jimmy Gilmer — former head of CBS Songs and, most recently, SBK Music World — has been named SBK Record Productions VP/Southern Region. He is also the newly elected President of NARAS/Nashville.

Former EMI Music/Nashville VP Celia Hill Froehlig has been upped to EMI/SBK Music Southern Region VP/GM.

Don Dally has been named VP/General Professional Manager for Warner/Chappell Music/Nashville. Dally worked for House Of Gold publishing until 1983, when Warner Music purchased that company.

Jeff Goodwin has been appointed Director/Publishing at Airborne Records music companies Mach 2 (ASCAP) and Flaps Up (BMI). Before joining Airborne Goodwin managed the Ben Hall Music Co.

Former Music Row Talent professional manager John Fish has moved to the Director/Creative Services post at Malaco Music/Nashville.

SOR Marketing Coordinator Ken Woods has joined Starway Records as Coordinator/Sales, Marketing & Promotion. Susi Beatty is the label's first signee; her new release, "Hard Baby To Rock," just shipped.

Former Muscle Shoals Music Professional Manager Mike O'Rear and Fame Music staff writer Stephanie Brown have formed Circle Of Friends Music

Group for publishing, management, and artist development. The firm's properties include Circle Of Friends Management, Golden Ladder Music (BMI), Silver Cradle Music (ASCAP), Mike O'Rear Publishing (ASCAP), Catch The Boat Publishing (ASCAP), and Mop-Up Music (BMI).

## Leadership

Continued from Page 100

of 1000 titles. The oldies/current mix is 60-40.

WDRM's total promotion budget for 1989 is \$450,000, of which \$300,000 is allotted for cash giveaways.

The spring thrust was the "102FM Lottery," marking the third consecutive year a direct mail campaign has been the centerpiece of the station's spring promotion. A light TV flight featured locally produced spots in which the morning team touted the direct mail piece.

WDRM sponsors five race cars and a couple of hot air balloons.

WDRM is live 24 hours a day. It has no outside, block, or syndicated programming. "I just don't see its value," said Bramlett. It does a minimum of five remote broadcasts a week from sponsors' sites.

## MUSIC MEMO

### Murray & Rogers Duet A Reunion

Anne Murray's latest Capitol/Nashville single, "If I Ever Fall In Love Again," is a duet with Kenny Rogers. The song appears both on her "Greatest Hits Vol. II" album and Rogers's *Reprise* LP "Something Inside So Strong."

The duet single was produced by Warner Bros./Nashville President Jim Ed Norman and Steve Dorff. As an independent producer, Norman cut some of Murray's biggest hits in the early '80s, including "Could I Have This Dance" (from the movie "Urban Cowboy"), "You Needed Me," and "A Little Good News."

Murray and Rogers will perform the song on this year's CMA Awards telecast (10/9), which the pair will cohost.

Rogers is also set to host Mutual's holiday special "Christmas In America" the week of December 18-25.

• The Desert Rose Band has completed its third LP for MCA. Titled "Pages Of Life," it is the first album the band has recorded in Nashville and it's set for a January 1990 release. The first single, "Start All Over Again," ships October 9.

• Glen Campbell's first Universal single, "She's Gone, Gone, Gone," shipped this week. The Carl Jackson-penned song is included on Campbell's LP "Walkin' In The Sun," co-produced by Jimmy Bowen and Campbell. Due in stores October 17, the album includes a duet with daughter Debbie Campbell.

• Southern Pacific's forthcoming LP "County Line" features performances with the Beach Boys and Carlene Carter, daughter of June Carter Cash.

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MIKE KINOSHIAN

# Radio Promotion: Its Changing Role

## KFMB's Palmer 'Can't Imagine Closing That Department'

**WANTED:** "Self-motivated team player . . . Aggressive guerrilla warfare specialist with strong understanding of sales, marketing, programming . . . Show that you can walk through walls to get things done, handle multiple projects, and smile through it all."

Another station is embarking on the industry-old quest for a dynamite PD, right? Wrong. These R&R ad excerpts are on the prowl for a top-flight promotion director — a station staffer who does a lot more today than dole out theater passes. Discussing the position's changing responsibilities are the VP/GM of a major AC combo, a marketing/promotions director, and the Operations Director of a smaller market AC.

### Playing A Vital Role

KFMB-AM & FM/San Diego VP/GM Paul Palmer hasn't needed to hire a "guerrilla warfare specialist" in seven years. That's how long it's been since Joan Hiser joined the Full-Service/Current-Based AC combo. Both stations present unique challenges: the AM carries the Padres, the FM is home to a morning zoo.

"The position is one of the most vital at these stations," Palmer said. "We haven't had an advertising agency in the 17 years I've been here, so the promotion director works with artists on billboards and bus cards, and produces for television — the primary medium for both stations."



Paul Palmer

KFMB-AM & FM's promotion director interacts with both stations' PDs on a daily basis. Palmer also gets involved with many promotion meetings, sometimes as a catalyst and other times as a mediator.

"We have a sales/promotion meeting on Tuesday mornings," Palmer explained. "You need harmony, empathy, negotiation, and cooperation, because if the promotion director is at odds with the PD or sales manager there's no way it

will work. It can be a disaster if people are moving in opposite directions. The volume of sales promotions has grown dramatically and is becoming an area for which the promotion director has an increasing amount of responsibility."

Qualifying for the multidimensional role of today's promotion director requires a more sophisticated resume than in previous years. "It used to be that you took a secretary who liked giving away

**"You need harmony, empathy, negotiation, and cooperation, because if the promotion director is at odds with the PD or sales manager there's no way it will work."**

—Paul Palmer

tickets at an event and made her a promotions assistant," Palmer noted. "Joan has a college degree, is smart, and a quick study. She has to move fast because there are so many things hitting her from all directions."

### Brilliant Bruce Blitz

One of KFMB (AM)'s most impressive promotions was its effort to help woo free agent pitcher Bruce Hurst to San Diego. After the southpaw helped hurl the Boston Red Sox to the 1988 AL East pennant, the San Diego Padres offered him a fat contract, and Hurst became the object of a fierce bidding war.

KFMB got into the act by presenting Hurst with thousands of faxed messages from area fans explaining that San Diego was clearly his best choice. The presentation was made to Hurst and his wife when they were grand marshals of a parade in Hurst's native St. George, UT.

Explaining the intricacies of putting that promotion together, Palmer said, "We coordinated it with (Padres owner) Joan Kroc. We wanted to connect emotionally with Hurst, so I was personally involved. (Promotion Assistant) Sandi Bannister spent half a day trying to find an airplane to tow our banner ("Two million Padres fans, 500 miles west"). We had to coordinate plane reservations for our personnel to St. George — and by the way, it's hard to get there. Mark (Larson, AM PD) talked it up on the air. Then Joan Hiser had to arrange the meeting with Bruce so he'd personally get the messages.

"I set the tone, and programming and promotion worked together. Sales got involved because America West provided airfare. This is a great example of a promo-

# Marketing Works Magic

## WWMG Finds Promotion Director Outside Radio Ranks

WWMG (Magic 96)/Charlotte's three-year Director/Marketing & Promotion **Jeanne Swenson** joined the start-up station with no prior radio experience. Her background included a marketing post with Xerox and a stint with a local ad agency.

"Magic looked at me because I could do marketing," she said. "I knew how to get press attention and write releases, and I was active in the community. For a new station it was important to have someone who was connected and would go that extra mile to get the station involved with as many projects as possible. Things have to be right for the station, though — you can't add clutter."

Besides creating attention-getting events, Swenson tackles dozens of other chores, including:

- Developing station promotions
- Contest coordination
- Working with PD and sales manager
- Conferring with station consultant
- Maintaining/updating database of preferred listeners
- Writing/producing quarterly newsletter
- Contacting outside media for trade advertising
- Booking station mascot.

**"Go that extra mile to get the station involved with as many projects as possible . . . things have to be right for the station, though — you can't add clutter."**

—Jeanne Swenson

### Two Tons Of Fun

Swenson said WWMG's most memorable event was a trick played on another station. The incident involved crosstown AC WEZC (now WMBX) morning personality Chuck



Jeanne Swenson

**Boozer**, who declared he'd roof-sit until he raised two tons of food for a local food bank.

"One of our salespeople suggested we send the food," Swenson recalled. "I packed two tons of food with our logo on the boxes and called the mayor, asking if he'd like to make a donation for charity. It was the mayor's last day in office, and he quickly obliged. We called the food bank, saying an anonymous donor had given two tons of food and the mayor would be making the presentation."

WEZC began a play-by-play of the food-bearing truck's arrival. "They were going to town on the air," continued Swenson. "Then the mayor and I pulled up in a limousine with Magic 96 logos on it," Swenson said. "All three local TV stations were covering the event, and you never saw mouths drop so far as when the WEZC people saw our logos on the food boxes. They were stunned and didn't know what to do. It was the most fun we ever had, a major coup that took less than four hours."

tion demanding a strong spirit of cooperation and fast work; it was put together in 24 hours. The faxes came in Friday and were delivered to Bruce in Utah 11am Saturday.

"When Bruce signed with the Padres, we thanked the San Diegans who helped encourage him.

We didn't promote ourselves by saying, 'Look what we did.' It was like we were all in it together."

Palmer said he doesn't want to think about how his stations would function without a promotions wing. "I can't imagine closing down that department. God, talk about things stopping."



**LET THEM EAT CAKE** — One of the highlights of WWMG/Charlotte's birthday bash was a giant cake in the shape of a boom box and speakers. The tasty treat served the 3000 listeners noting the special occasion.

## SMALL MARKET ANGLE

### Promotion Post Not A Luxury

The need for promotion directors is becoming greater in markets of all sizes. Take **WKSJ (Kiss)/Williamsport, PA**, for instance. OD **Tom Benson** utilizes 13-year local radio vet **Gary Chrisman** in the dual role of air personality/promotion director.

"Since Gary's a high-profile personality, it opens up a lot of doors for us," Benson commented. "He knows the market, and we rely on him to keep us one or two steps ahead of the competition. It's remarkable to hear other stations following up on things we do first."

### 'User-Friendly' Promotions

One of Chrisman's prime responsibilities is coming up with ideas to keep the station visible. "For the last year he was after us to get a station van, and we recently got one," Benson noted. "Having the van helped make a difference in the spring book. We've always done well in the TSA and been weak in the metro. When you're on the street, people mention little things to you. If you're always in the station, you don't get that instant feedback."

Benson is a proponent of "user-friendly" promotions that are "in-

tune with listeners' lifestyles." With that in mind, he and Chrisman staged a "Kiss At Work" promotion and "License To Win" sweepstakes during the spring sweep. WKSJ posted the largest 25-54 gain in the market (+7.9) and assumed the lead in that demo.

**"(Having a promotion director is) a necessity for any station in any market."**

—Gary Chrisman

While some small market stations may dismiss promotion directors as a luxury, Benson disagreed. "It's a necessity for any station in any market. Obviously, the bigger you are the greater the need. We're an uptempo AC with a CHR presentation. If we were laid back we'd still have a promotions person, but he would concentrate on different areas."

## AIRCHECKS

### #1 MARKET AIRCHECKS

NEW YORK CITY area radio: K-Rock WDRE WPAT K-94 Power 95 Hot 97 WALK WPST WSKQ-FM WRKS WEZN Z-100 CBS-FM CD-101.9 WNEW-FM Country-103.5 Brite-104 K-104 WNSR WDHA WHTG-FM V-106 WLTW Seaview-107 WBSL WFAN: 1 station, 90 min. unscoped \$5; 5/\$20.

#1 Market Airchecks Box 568 E. Hanover, NJ 07936.

### AIRCHECKS!!!

#0001 - WCBS-FM/Ron Lundy, Max Kinkel, Harry Harrison, WPLJ/Mike Preston, Skye Walker, WHTZ/Patty Steele, WBSL/Chuck Leonard, WRKS/Carol Ford, WNSR/Steve Kamer, WQHT/Mary Thomas, WKCI/Jonathan Monk.  
 #0002 - WXRK/Howard Stern, "The Best Of Mr. Radio."  
 #0003 - WPLJ/Gary Bryan & Linda Energy, Tony Roma, WBLI/T.K. Townsend, Rick Sommers & Shelly Sexton, WQHT/Sue O'Neil, WALK's Breakfast Club, WRKS/Jerry Jamin' Young, WLTW/J.J. Kennedy, WSKQ-FM, WKCI/Brian Holliday, WHTZ/Bobby Willis, Jim Elliott.  
 MR. Radio's Creative Productions, P.O. Box 1089, Selden, NY 11784. (516) 289-1142. PRICES: \$8. EACH or ALL 3 TAPES FOR ONLY \$22.!!! ALL TAPES 90 MINUTES!!!

### MAJOR MARKET AIRCHECKS

\*S.F. #1: Morning drive on AC's K101, KOIT, KSFO...AOR's KRQR, KITS...CHR's KMEL, KXXX.  
 \*S.F. #2: All Dayparts on CHR's KMEL, KXXX.  
 \*N.Y.C. #1: Morning Drive on AC's, AOR's & CHR's.  
 \*N.Y.C. #2: All Dayparts on CHR's Z-100, WPLJ, HOT 97.  
 \*Phoenix #1: Morning Drive on AC's, AOR's & CHR's.  
 \*Phoenix #2: All Dayparts on CHR's KZZP, Y-95, KKFR.  
 Also available: Boston, K.C., Washington!  
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### EAST COAST AIRCHECKS

ECA #1 - G. Thunder/HOT 97, Dees, Stern, Don Cox, H. Hamilton/KIIS, D. Dunbar, Yo! Sunny Joe/WAMO  
 ECA #2 - Z100 Zoo, Bill Lee, J. Thomas, Magic Matt/KIIS, Narly Charlie/Y100, Kid Kelly, S. Leigh Taylor Farewell/Z100, CHR's Z104, WTIC-FM.  
 ECA #3 - S. Shannon, Domino/WPLJ, Imus/WFAN, J. Landecker/Z100 Audition, Elvis Duran/O102, J. Beau Jones, D. Bonaduce/EAGLE 106  
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 Current Issue #112, WBSB/Chuck Buell, WJMK/Dick Biondi, WFAN/Don Imus, Philly CHR's WEGX & WIOQ, Louisville CHR's WDIX & WLRS, WCBS-FM Reunion Weekend. 90-min. cassette, \$6.  
 PERSONALITY PLUS #PP-21, KXXR/Crow & West, K101/Terry McGovern, WAVA/Don Geronimo & Mike O'Meara, WKCI/Evans & Reeves, KHOW/Hal & Charlie, WPLJ/Kerr & Bryan. Cassette, \$6.  
 PERSONALITY PLUS #PP-20, WWDC/GreaseMan, B100/B Morning Zoo, KFMB/Mark Larson, Z100/Ross & Wilson, KZZP/Bruce Kelly. 90-min. cassette, \$6.  
 Special Issue #S-158, NEW YORK! CHR's Z100, WPLJ & WQHT, B/U WRKS & WBSL, A/C WNSR & WLTW, Gold WCBS-FM. Cassette, \$6.  
 Special Issue #S-159, HARTFORD/NEW HAVEN CHR's WTIC-FM, WKCI & WKSS, A/Cs WTIC, WELI, WEZN & WIOF, AOR's WCCC, WHCN & WPLR, Gold WDRC. PROVIDENCE CHR WPRO-FM, A/Cs WSNE & WWLI, AOR's WHJY & WBRU. 90-min. cassette, \$6.  
 PROMO VAULT #PB-4 Promos all formats, cassette \$10.  
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 Classic Issue #C-106, WLS/Bob Hale-1960, KFRC/Chuck Browning-1969, KHJ/M.G. Kelly-1975, WCFL-last day of rock-Bob Dearborn-Larry Lujack-1976, KMEN-KFXM-1971. Cassette, \$10.50.  
 VIDEO #23! NY's WQHT/Bill Lee, Z100/Ross & Wilson, WNSR/Bill Neil, San Diego's KKLQ/Jojo Kincaid, Washington's WLTW/Beverly Fox & WRQX/Celeste Clark. 2 hot hours, VHS or BETA, only \$20!

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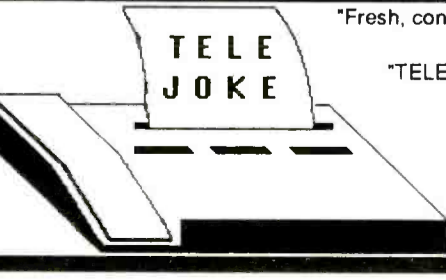
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## OPENINGS

## OPENINGS

## OPENINGS

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Major market NAC looking for a production pro with five years' major market experience. Superior organizational skills. T&R: **John Frost**, The Oasis, B235 Douglas, Suite 300, Dallas, TX 75225. (9/15) EOE

Newsperson sought for WIIN-FM for full time employment. Experience necessary in news gathering, news writing and on-air. T&R: 1855 Lakeland Drive, Bldg. D, Jackson, MS 39216. (9/15) EOE

News Anchor/Reporter with college degree sought for immediate opening. T&R with writing samples: **Bob Lima**, WKNN, 100 Caillavet St., Biloxi, MS 39530. (9/15) EOE

WHLZ-FM is looking for experienced parttime announcers. No beginners or phone calls. T&R: **Program Director**, Box 400, Manning, SC 29102. (9/15) EOE

Suburban DC Country has immediate opening for Program Director/AM drive. Experience a must. T&R: **R. McKee**, WPRW, Box 1460, Manassas, VA 22110. (9/15) EOE

Account Executive is currently being sought for WKSU/WFTW. Previous experience in radio sales required. Resume: **Frank Russell**, Box 2347, Ft. Walton Beach, FL 32549. (9/15) EOE

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Night AT sought for Florida Class-C FM. Major university city. Great phones, production and appearances. T&R with photo: **Nick Allen**, WKTK, 1440 NE Waldo, Gainesville, FL 32601. (9/15) EOE

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Top rated WLWI-FM Montgomery, AL has a rare weekend opening. No rookies. T&R: **Sam Faulk**, Box 4999, Montgomery, AL 36195. (9/15) EOE

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WFOX/Atlanta seeks announcer for overnight airshift. Two years' experience. T&R: **Dennis Winslow**, WFOX-FM, 2000 Riveredge Pkwy., Suite 797, Atlanta, GA 30328. (9/15) EOE

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Morning News Anchor/Reporter. Writing samples, T&R: **Tom Hoefer**, KHLA/KLCL, Box 3067, Lake Charles, LA 70602. (9/15) EOE

AC/Hot AC creative talent sought to anchor two-person morning show. Proven track record and desire to win. T&R: **Jerry Clemmons**, KTKS, Box 21088, Waco, TX 76702. (9/15) EOE

Florida "Z-106"/Sarasota has immediate opening for rising star for Morning News/Sidekick. Females encouraged. T&R: **Tom Evans**, 1751 City Island, Sarasota, FL 34236. (9/15) EOE

WKWF/WAIL in Key West, FL is seeking News Anchor/Director for Monroe County's hottest combo. T&R: **Buddy Ojeda**, 7 MacDonald Ave, Key West, FL 33040. (9/15) EOE

Air Personality sought for WIIN-FM in Jackson, MS. FCC 3rd class license required. T&R: **Job**, WIIN-FM, 1855 Lakeland Drive, Bldg. D, Jackson, MS 39216. (9/15) EOE

WQEN "Q-104" is accepting T&R's for possible future openings. Some production necessary. T&R: **Box 570**, Gadsden, AL 35902. (9/1) EOE

Voice talent with news background. Lifestyle, newswriting and active contribution to morning comedy, characters and fun. T&R: **Greg Black**, WFOX, 200 Riveredge Parkway, Suite 797, Atlanta, GA 30328. (9/1) EOE

WLWI-FM/Montgomery, AL is seeking a team player for the 7p-12m shift. T&R: **Rick Brown**, WLWI, Box 4999, Montgomery, AL 36195. (9/8) EOE

KTLC-FM/Abilene seeks highly topical and creative individual(s) to replace legendary morning team. T&R: **Mark Proctor**, Box 3337, Abilene, TX 79604. (9/8) EOE

"Hot 105"/Miami expanding airstaff. Midday talent with CHR/Urban experience. T&R: **Keith Isley**, 3200 Ponce de Leon, Coral Gables, FL 33134. (9/8) EOE

#### COME WIN WITH US!

Medium market country FM seeking morning talent. Drive-time experience a must. Top bucks, benefits, plus management opportunities. If you're bright, creative, and willing to work hard, we need to hear from you...T&R to **Radio & Records, 1930 Century Park West, Box #632, Los Angeles, CA 90067**. EOE

## OPENINGS

**Z104**  
The #1 Hit Music Station

WNVZ-Norfolk/Virginia Beach's #1 Hit Music Station has two rare fulltime openings. Z104 is looking for a high energy **Nighttime phone monster** to jam our 10p-2a shift and a **Production Director/Copywriter** with amazing writing and multi-track skills. Small and medium market stars - hit the P1 scene! **RUSH T&R, no calls, to: CHRIS BAILEY, WNVZ, 5555 Greenwich Rd., Virginia Beach, VA 23462. EOE**

**1-95**  
FM-WAPI

**WANTED: PRODUCTION GENIUS**

Can you conceive & produce killer promo's. The South's Hottest CHR has a rare opening for a Production Director to design and produce campaigns for station promotions & clients. If you're ready to use top-notch equipment including multi-track machines and digital synthesizer, rush a tape & resume to **John Peake, 1-95 (WAPI-FM), 2146 Highland Avenue, South, Birmingham, AL 35205. M/F EOE**

**MAJOR MARKET COMBO**

seeks **TOP NOTCH** production talent to make stations sparkle. Quality voice, superior writing skills, and creative ability essential. We've got all the tools in our state-of-the-art multi-track studios. Programming background helpful. Stable, product oriented major group. Cassettes and resume please to **Radio & Records, 1930 Century Park West, #634, Los Angeles, CA 90067. EOE**

**AOR MORNINGS**

One of the Nation's highest rated AORs is looking for a funny, topical and intelligent Morning Personality(s). Must have a great attitude plus love production and personal appearances. No beginners. Rush tape, resume and photo to **Radio & Records, 1930 Century Park West, #639, Los Angeles, CA 90067. EOE**

**WEZL-FM**

has an immediate **Full-Time Air Staff Opening**. Excellent benefits. Send tape and resume to **Charlie Lindsey, P.O. Box Z, Charleston, SC 29402. WEZL is an Equal Opportunity Employer.**

**SOFT AC IN FLORIDA**

Major market needs **PD immediately**. Experience with Transtar or Research Group a "Plus". People skills and "follow-through" are essential. Join a team that is winning now! Send resume to **Radio & Records, 1930 Century Park West, Box #640, Los Angeles, CA 90067. EOE**

**MIDWEST**

P-1 Announcer sought for immediate opening for Oldies request show. If you're good with phones. T&R: **Jim Patricks, WAJI-FM, 347 West Berry St., Suite 600, Fort Wayne, IN 46802. (9/15) EOE**

# 610 WTVN RADIO

**PM DRIVE**

The format is **Full Service AC**. All the tools and toys to win are here. If you can make it happen, I want to hear from you. Call me at (614) 224-1271 or send C&R to: **Bobby Hatfield, WTVN, 42 E. Gay St., Columbus, OH 43215. Great American Broadcasting is an equal opportunity employer.**

## OPENINGS

Station management openings for growing group. See us at NAB Conference, New Orleans Hilton. Contemporary Media Group: **Mike Rice or Scott Boltz, KFMZ, Columbia, MO. (9/15) EOE**

**Oldies/WOLX** seeks parttime talent for weekends. T&R: **WOLX, Dave Dunkin, 2306 W. Badger Rd, Madison, WI 53713. (9/15) EOE**

**New FM** seeks enthusiastic, innovative individual. Excellent growth opportunity, generous compensation. T&R: **Box 1051, Flint, MI 48501. (9/15) EOE**

**WAIT AM/FM** now accepting applications for immediate part-time and future fulltime positions. Minorities encouraged. T&R: **Greg Newton, 8600 Rt. 14, Crystal Lake, IL 60012. (9/15) EOE**

**KFXI-FM** has an opening for an experienced afternoon AT. Strong production, voice, and personality. No floater. T&R: **Box 433, Lawton, OK 73502. (9/15) EOE**

**Need immediately**. PM drive jock with great production skills. T&R: **Jim Patricks, WAJI-FM, 347 West Berry St, Suite 600, Fort Wayne, IN 46802. (9/15) EOE**

**Current and future openings** for AT at major market AC. Looking for adult communicators to join winning team. T&R: **Michael Sullivan, KSTZ, 222 S. Central, Suite 704, Clayton, MO 63105. (9/15) EOE**

**Hot morning man** needed for major market AC. Looking for energetic, creative adult communicator to grab 25-54's and hold on. T&R: **Michael Sullivan, KSTZ, 222 S. Central, #704, Clayton, MO 63105. (9/15) EOE**

**New Country KEYB-FM** seeks AM drive/MD with production ASAP. Could lead to PD slot. T&R: **Box 1077, Altus, OK 73522. (9/15) EOE**

**KQKZ/Waterloo, IA** has possible future midday opening. T&R: **Scott Lee, Box 1540, Waterloo, IA 50704. (9/15) EOE**

**Growing News Department** seeks reporters/anchors with excellent on-air skills. No rip and readers! T&R: **Polly Carver-Kimm, KIOA, 5161 Maple Dr., Des Moines, IA 50317. (9/15) EOE**

**Needed: Sports Announcer** for FM Country. T&R: **Jay Haack, KFDC, 3566 5th Avenue South, Ft. Dodge, IA 50501. (9/15) EOE**

**News Reporter/Anchor** with experience sought for immediate opening. T&R: **WTAX/WDBR, Box 2759, Springfield, IL 62708. (9/15) EOE**

**Promotion Director** sought for sales promotion and entertainment marketing firm. Experience in radio/TV promotion required. Resume: **Contemporary Group, 680 Craig Rd., St. Louis, MO 63141. (9/15) EOE**

**Hot morning man** sought for major market AC. Looking for energetic, creative adult communicator to grab 25-54's and hold on. T&R: **KSTZ, 222 S. Central, Suite 704, Clayton, MO 63105. (9/8) EOE**

**Rare opening** for Country AT at WWJO. Stable company with super facility looking for team player. Strong production a must. T&R: **WJON, Steve Steward, Box 220, St. Cloud, MN 56302. (9/8) EOE**

**Jingles, jocks and jokes -- they're all in the R&R Marketplace --**

**WIXK AM/FM** in fast growing Country FM seeks fun and professional morning AT. T&R: **General Manager, 125 East Third St., New Richmond, VA 54017. EOE**

**WING** accepting tapes and resumes for future parttime openings. Know and love Oldies? T&R: **Rob Ellis, 717 East David Rd., Dayton, OH 45429. (9/8) EOE**

**PD/Morning talent** for leading AC/Oldies in desirable Minnesota growth market. T&R: **Starcom, 5001 West 80th Street, Suite 901, Minneapolis, MN 55437. (9/15) EOE**

**Program Director** for growing Midwest group seeking talented, versatile programmer with excellent people and production skills. T&R: **Star 99, Box 1114, Alexandria, MN 56308. (9/15) EOE**

**KRAV/Tulsa, OK** seeks warm, friendly, energetic personality for PM Drive/Production. T&R: **Box 746, Tulsa, OK 74101. (9/15) EOE**

**Morning News Personality** sought for up-tempo AC FM outside of Madison. Growing, aggressive company. T&R: **J-106, 1 Parker Place, Janesville, WI 53545. (9/15) EOE**

**Air Talent/Production person** sought for up-tempo AC FM. Develop your potential with a growing aggressive company. T&R: **J-106, 1 Parker Place, Janesville, WI 53545. (9/15) EOE**

## OPENINGS

**KQRS 92**

Rare full time on-air opening at America's great AOR (CAP/CITIES/ABC KQRS Minneapolis) must have previous AOR or hybrid experience. Good production skills. **Must love rock-n-roll.** 917 N. Lilac Dr., Mpls., MN 55422. EOE

**94.5 WLRW**

**CHR MORNING TALENT**

We just lost half of our morning show to San Francisco. Our loss may be your gain. We are looking for a side-kick/news anchor to join our dominant station in a Big Ten college city. Candidate should have all the tools necessary to be a full partner in the morning show. Good attitude, reliability, creativity, and writing skills are essential. Will you be the person that will help keep WLRW on top in the ratings? We offer an excellent compensation and benefit package, state-of-the-art facilities and promotional support. In addition, we offer the potential of growth within a nine station group. If you are now part of a morning show in a smaller market OR in a larger market looking for a shot at mornings, **THIS COULD BE THE CAREER BREAK YOU HAVE BEEN WAITING FOR!** Rush T&R to **Matt McCann, Program Director, WLRW-Saga Communications, Inc., Box 3369, Campaign, IL 61826-3369. Women and minorities are encouraged to apply. No calls. EOE.**

**THE NEW POWER 95**  
WKJM

Midwest - aggressive new CHR looking for talented Morning person - must be topical, creative/funny, outrageous - to be part of a team (prefer male). Send T&R to Program Director, **WKJM, 2655 Yeager Rd., West Lafayette, IN 47906. No calls please. EOE**

**WCCO'S GAIN IS OUR LOSS.**

But not for long, if you're the talented communicator KFGO listeners deserve. Interview skills, multi-topic awareness, superior production are musts. Above all, genuine one-on-one warmth with your audience. Phones to **Bill Hoverson, 701-237-5346, 8:30-9:30 AM, 2:30-4:30PM Central Time. M/F, EOE**

**WEST**

**KPRL** currently seeking Reporter/Anchor for expanding news operation in 18 station market. Experience preferred. T&R: **Henry Mulak, KPRL, Box 7, Paso Robles, CA 93447. (9/15) EOE**

**KCPX** seeks midday talent/production director ASAP. Multi-track production and documented on-air success a must. T&R: **Jerry Lousteau, 434 Bearcat Dr, Salt Lake City, UT 84115. (9/15) EOE**

**AM Country/AC FM** seeking full and parttime talent. Both top rated. Warm, communicative and people oriented outside station. T&R: **Charlye Parker, 2070 Overland Ave., Billings, MT 59105. (9/15) EOE**

**Disc Jockey/Production Supervisor** with minimum three years' experience. T&R: **Chris Squires, KKXX, 1100 Mohawk St., Suite 280, Bakersfield, CA 93309. (9/15) EOE**

**Successful California** coast news/talk looking for dynamic morning News Personality/Operations Manager. Good pipes and automation experience a must. T&R: **Andy Whatley, Box 1964, Santa Maria, CA 93456. (9/8) EOE**

**Adult Contemporary KDES/Palm Springs, CA** seeks candidates to fill future full and parttime positions. Minorities and women are encouraged to apply. T&R: **Box 2000, 92263. (9/8) EOE**

**KSRF/Los Angeles** has possible future openings and current relief AT. No calls. T&R with production demo: **Manon Hennessy, 1425 5th St., Santa Monica, CA 90401. (9/8) EOE**

**Country/AC** combo seeking full and parttime talent. Warm, communicative and people oriented outside station. T&R: **Charlye Parker, 2070 Overland Ave, Billings, MT 59105. (9/8) EOE**

## OPENINGS

**TOP 75 Southwest Market** needs talented **PRODUCTION DIRECTOR/AIR TALENT**. Someone who can write and produce great promo's and commercials. Send samples along with aircheck. All inquiries confidential. T&R to **Radio & Records, 1930 Century Park West, #637, Los Angeles, CA 90067. EOE**

**FRESNO, CALIFORNIA**

Home of the World Famous Dancing Raisins, **AND KNAX** ... has **IMMEDIATE OPENINGS** for **EXCITING, RELATABLE PERSONALITIES** on Fresno's #1 Adult Station! Full-time and Part-Time. T&R to **Brad Chambers, KNAX, 999 N. Van Ness, Fresno, CA 93728. EOE**

**KNIX RESULTS RADIO**  
FM 102.5 • AM 1580

**BROADCAST RETAIL MARKETING DIRECTOR**

KNIX seeking Retail Mktg. Dir. to coordinate coop, vendor support, and sales promotions. Need enthusiastic and creative person to support the sales effort. Sales exp. req'd. Broadcast, retail/mktg. exp. helpful. Send resume to **Cheryl Maxey. Qualified applicants will be contacted. P.O. Box 3174, Tempe, AZ 85280. AN EQUAL OPPORTUNITY EMPLOYER**

**106.7 KAZY DENVER**

Opening for program director. **Enjoy the Rockies & program America's first rock & roll FM.** Contact **Bill Struck, VP/GM (303) 759-5600. EOE**

**KISSIN 104.7**  
The Valley's Hot FM

**AFTERNOON DRIVER**

Pays only \$1,100/month, but it's an easy and fun Hot AC with all-CD studios. T&R to **Sean Lisle, KISSIN 104.7, 1723 "N" Street, Merced, CA 95340. 209/383-7900. EOE**

**KNWR**  
FM 104

Western Washington State FM seeks experienced drive talent and others. Send tapes and resumes to: **PD, P.O. Box 1170, Bellingham, WA 98227. Salary Commensurate/EOE/Females encouraged to apply.**

**KFOG 104.5 FM**  
HOME OF QUALITY ROCK & ROLL

KFOG/San Francisco. Rare opening, **Production Director**. Brilliant writing and producing skills required to carry on the legendary magic of KFOG. T&R to: **Pat Evans, KFOG, 55 Green St., SF, CA 94111. No calls. EOE**

**Today's KRZR 103.7**  
Rock'n'Roll FM

103.7 KRZR Fresno has two openings. 1) **PRO-MOTIONS DIRECTOR PREFERABLY WITH ON-AIR EXPERIENCE.** 2. **NEWS DIRECTOR FOR ROCK-40 FORMAT.** CALLS OK. KRZR, Attn: **E. Curtis Johnson, 1765 N. Fine Ave., Fresno, CA 93727. 209-252-8994. EOE**

**POSITIONS SOUGHT**

Experienced **CHR PD/APD/MD/AT** searching for next challenge - want your station to destroy the competition? **JIM: (304) 233-8937. (9/15)**

**NYC.** I want you. Have major So. California experience and still on the air now. But it's time for top, you decide. **DON: (619) 323-4303. (9/15)**

## POSITIONS SOUGHT

Let me pump . . . you up! Five year pro ready for new challenge. Listen to me now and believe me later. TERRY HEN-DRICKS: (701) 238-0128. (9/15)

Former Oldies PD with intense knowledge of music — 10 years' experience, now in CHR — Ready to program the ultimate '50s/'60s radio format. (503) 292-3126. (9/15)

Currently AM drive at P-3 Gold outlet. Musicologist and dedicated hardworking AT with high career goals seeks medium Gold/AOR/CR station. VIC BANNON: (715) 344-3264. (9/15)

Tired of Twitty, worn out of Willie. Experienced CHR AT, currently doing Country, needs new challenge. Help. SCOTT CLEVELAND: (716) 632-8033. (9/15)

Bright, creative, funny AT with experience in Country, AC/CHR, Easy Listening. Will relocate. ALAN: (904) 243-7625. (9/15)

AOR morning duo seeking Top 50 market gig. Bits, characters, parody songs, fake spots. We write 'em while you bill 'em. (304) 722-6136. (9/15)

New, fresh, 2 1/2 years' in small AC. Ready for big time. Jock to news. You name it. Anywhere close to LA. JJ: (818) 718-9156. (9/15)

Need an overnite guy who works hard? Three years' AC experience. SCOTT: (702) 588-3867. (9/15)

Extensive experience in air/operations, sales, promotion. Excellent pipes. All sorts of possibilities with this one. Let's talk. Southeast only. JAY: (803) 842-2814. (9/15)

Holy cow! The Cubs and Buffalo Wings are the only things I like better than morning radio. Like to stay in Florida. BILL BOOTH: (904) 864-1700. (9/15)

Looking to be PD that makes your station money without sacrificing programming. Currently APD/OM/PSD with experience in promotion and music. BOB: (203) 323-3503. (9/15)

### RARE VOICE TALENT/ MULTI-TRACK PRODUCTION DIRECTOR AVAILABLE

Extremely fast, very personable, and totally creative. Excellent voice talent with lots of styles and characters. 13 years radio and television experience as announcer, on-camera talent, award-winning copywriter, singer, musician and multi-track production director. Great with clients. 33 years old, married with two daughters, currently earning 52K per year. Send description of job, company, salary and benefits to: Radio & Records, 1930 Century Park West, #633, Los Angeles, CA 90067. EOE

Run with the big boys or the small ones. You still have to keep operating costs low, the promotions big and the music tight. CHR/Dance/Urban/AOR. PETER: (803) 791-3804. (9/15)

Upbeat, knowledgeable Oldies/AC/CHR pro available immediately. Many character voices. Handy with a blade. Prefer NY/NE area. Will relocate. VINNY: (718) 238-8402. (9/15)

Creative and entertaining AT/Production person seeks on-air work. I'm not an announcer, I'm a listener's best friend. (818) 986-8443. (9/15)

Young and experienced. Can handle any position. Ready to relocate for the right job. Take a chance. PG: (602) 786-3949. (9/15)

Arrest record: But now I've had enough rest. FS/T artist with major market experience. Flair for writing, voices, production. Professional seeks Top 30. CHUCK: (209) 439-6229. (9/15)

Innovative veteran NYC talk radio producer seeking greener pastures in Top 12 markets. Radio/TV call J. SEGAL: (212) 966-0186. (9/15)

Just like you, I hate mediocrity and excuses. Looking for full-time on-air, production, etc. Very dedicated. Experience in AC/Progressive AOR. ELLIOTT: (412) 941-7503. (9/15)

Veteran drive time AT laying around on the beach seeking competitive Top 50 CHR station. STEVENS: (407) 468-9164. (9/15)

Intelligent, creative, dedicated AT wants to be on your team. Experience includes: operations management, programming, copywriting, great production. RANDY: (919) 842-4877. (9/15)

Small market Sports Director seeks new challenge. I have done play by play for all sports. Give me the ball and we will win together. BOB: (406) 482-1280. (9/15)

1000 voices belong to this 11 year morning pro. Writing genius, production wiz, active phones. Will relocate. Top 10 markets only please. MARK: (602) 937-8748. (9/15)

Nine-year midwest PD ready to help you win. Marketing, management and music skills all top-notch, plus polished air-work. Creative, articulate communicator. JAY BOULEY: (715) 832-9980. (9/15)

Lady wants work . . . copy/production with voices/morning help. Moving expenses must be paid. Medium/majors call TERRI: (7703) 366-4080. (9/15)

The no excuses man. Always on time, seeks a gig at your station. Any format. Copywriting, multi-track and board experience. JOE ST. JOHN: (407) 588-5477. (9/15)

## POSITIONS SOUGHT

Looking for positive career move. Prefer AC/Oldies, AM/PM drive. Midwest/East/South. Eight years' experience. Creative, production, comedy. ROBERT: (919) 392-9425. (9/15)

Experience in programming, promotions, on-air. Great track record. Hire a winner to your staff. Good attitude. GREG: (509) 924-2400. (9/15)

Female AT, smooth voice seeks position with team-oriented station. I'm ready to move up. Prefer Top 100 market AC/AOR/Ctry in South. TRACY: (806) 273-6834. (9/15)

Attention: New York State and CT., 13 year pro available, experience at OM/AT in AC/CHR/EZ. Now in N.H. seeking relocation and new station. STEVE: (802) 254-51337. (9/15)

Female Country AT with five years' experience in commercial/public radio. Natural, creative, energetic, positive, team player. (503) 923-6708. (9/15)

College and broadcasting school grad with advertising, sales and management experience. Seeks on-air position. Energetic team player. CHARLIE: (314) 434-4971. (9/15)

19 years OM/PSD degree, major experience and seeks news anchor position on West Coast. Excellent voice. Major-medium please. (916) 529-2026. (9/15)

AM driver at P-3 Gold station seeks to advance medium Gold/AOR/CR. Very dedicated with good pipes, production, real motivator. VIC: (715) 344-3264. (9/15)

Award-winning production monster/night rocker looking for fresh challenge. Voices, bits, characters, charisma. You got the slot, I got the stuff. KATE SUMMER: (304) 343-4989. (9/15)

A decade of successful programming. Gavin NAC radio person of the year nominee. 16 years' in radio. NAC/AC/Jazz/CHR experience. MARK HILL: (408) 688-5604. (9/15)

Twenty year AC/talk pro available now. Programming or air. Great voice, great production. JOHN: (517) 265-7635. (9/15)

I am moving to the St. Louis, MO area in September, need gig fast. 4 1/2 years' experience in small market, ready for the big leagues. TODD: (314) 785-6377. (9/15)

Dedicated to news. Two years anchor, reporter, producer in Miami plus News Director in small and medium markets. Looking for new challenge. CATHERINE: (904) 732-7427. (9/15)

College grad with over three years' on-air and production experience seeks on-air position. Smooth, professional and exceptionally creative. AOR preferred. DAVE: (219) 533-1871. (9/15)

I have no morals. Neither do your listeners. Get the picture? RICHARD: (504) 275-0494. (9/15)

You need AT? I am AT. Newly graduated from college did air shifts at KKND and bits at KJ103. Lettuce confer. MICHAEL: (405) 478-1348. (9/15)

Proven talkhost can program and handle airshift. Want profit center? Looking to raise family in medium market. Extensive experience major leagues. MEL YOUNG: (602) 963-9144. (9/15)

Looking for positive career move. Prefer AC/Oldies, AM/PM drive. Eight years experience, mostly Top 50 market. Love creative production, comedy. ROBERT: (919) 392-9425. (9/15)

Over 20 years in radio with much to offer. Seeking next step in mutual growth. Focused applications, sensitive interpretations, positive innovations. (303) 641-3818. (9/8)

If you're looking for a professional, warm, conversational announcer for your Country or AC station, I'm your man. 19 years' experience. MIKE: (419) 474-5641. (9/8)

Three year afternoon/evening man. AM preference, experienced, production, writing. Northeast/Northwest localities. JOHN: (717) 648-4328. (9/8)

I want to work for your station. Get me my first job. I'm a new jock who's ready to rock. AOR and CHR, call SCOTT: (714) 962-8115. (9/8)

AOR for 12 years. KMOD, WWWW, WLLZ, WLAV. Call FRANK: (616) 245-8355. (9/8)

### 13 YEAR DRIVE- TIME QUEEN

and Country Music Director Iso Hip, organized leader (not follower) who would like a bold, funny, & warm air hussy to make money for him/her. Station was sold, eager to work in **rookie-free environment!** Sincere pros into Lefty & Lyle call 407-340-2595.

Upbeat, knowledgeable Oldies/AC/CHR pro available immediately. Many character voices. Handy with a blade. NY/NE area. Will relocate. VINNY: (718) 238-8402. (9/8)

Female jock looking for first break. Willing to relocate anywhere. Give me a call. MELISSA: (714) 632-7223. (9/8)

I held a top midday position for the past 11 ARB's. Let me put my talent and 10 year Country AT/PSD skills to work for you. All markets, all areas, call TERRY: (512) 251-7706. (9/8)

Gold, gold, gold. AM Drive AT seeks medium/large gold station. Team player. Dedicated. VIC BANNON: (715) 344-3264. (9/8)

Versatile, talented small market FSA PD/morning host looking to move up and join your team. Prefer AC/Oldies/Country. DAVE: (316) 227-7825. (9/8)

## POSITIONS SOUGHT

## Attention PDs, OMs, NDs, GMs

### Searching for Talent? CALL NATIONAL!

It's Quick . . . Easy . . . and your only cost is a telephone call . . . 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. Call Now — 205-822-9144.

### NATIONAL BROADCAST TALENT COORDINATORS

Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!

Major market CHR talent seeking new challenge. Ten years experience. (407) 997-2131. (9/8)

Country pro seeking programming or announcing position. Prefer Central Midwest or Midwest. Over 19 years experience. MIKE: (419) 474-5641. (9/8)

Experienced CHR PD/PSD/MD/AT searching for next challenge. Want your station to destroy the competition. JIM: (304) 233-8937. (9/8)

Current APM/OM/PSD with experience in promotion and music at AC/CHR combo wants to be your next Program Director. Let's make money together. BOB: (203) 323-3503. (9/8)

Eight year pro looking for voice over work. Limited work in VO's. Good pipes and talent but no contacts. MIKE: (901) 423-1681. (9/8)

### MAGICAL WORKAHOLIC MANAGER

Turn-around King, presently employed GM in Top 20 market with triumphs in NY and LA seeks new level. Reduced station expenses 50%, quadrupled revenues, 17 years radio experience, age 34. Raise your bottom line! Inquiries to Radio & Records, 1930 Century Park West, #623, Los Angeles, CA 90067. EOE

Welsh announcer, very strong with females. Good AT for remotes. Reliable, competent. Takes direction well. No ego problems. Spice up your sound. ROGER: (802) 721-2914. (9/8)

Make your phones ring all night. Shock radio with meaning, purpose and heart now in major market but will consider any market. JOE ALLEN: (718) 347-1041. (9/8)

This is my ad: Sidekick with voices for medium/major AM show. This is my ad on drugs: aldkfiejlsdkfiej. Any questions? BILL: (803) 772-5006. (9/8)

Versatile announcer for sale. Strong news/sports background. Great morning host/sidekick. First 100 calls get a free vegetable steamer. JEFF: (916) 972-1083. (9/8)

Free offer! Computerize your library with my program in exchange for fulltime airshift. Over six years' experience and ready to relocate for either AOR/CHR/Oldies. JONNY: (203) 437-0274. (9/8)

My sense of humor is on tape, not type. 20 years' experience with Talk/AC/Ctry. Dependable and looking for a home. JIM: (208) 525-8896 or (208) 522-8282. (9/8)

A decade of successful programming. Gavin NAC radio person of the year nominee. 16 years' in radio. NAC/AC/Jazz/CHR experience. MARK HILL: (408) 688-5604. (9/8)

Calling Michigan. Logged two years' fulltime and six years' parttime with excellent production skills. Writer for National Lampoon and two radio comedy services. TIM MURPHY: (219) 663-9212. (9/8)

Innovative veteran talk/radio producer seeking greener pastures in Top 12 markets. J. SEGAL: (212) 966-0186. (9/8)

The incredible Bob Campbell. WZOU, WCZY, WNVZ, WAPI. Major market person available now. (205) 995-9238. (9/8)

Marketing. Wharton trained. Ivy grad, seeking position in marketing. WMMR program/promo/sales intern. JON: (215) 878-2064. (9/8)

Major market PD with top numbers in CHR/AC/Gold/AOR Arbitrons. Will consider any opportunity. (213) 301-9171. (9/8)

Dedicated, hard working female seeks entry level position. Any format AT or news. Northern Kentucky or Southern Indiana area. DONNA: (812) 944-3187. (9/8)

Rock n' roll animal AOR AT with production, copywriting, news/sports experience seeks position at a community leader. All markets considered. KEN: (201) 633-8304. (9/8)

Former Minneapolis CHR PD looking for fringe metro or medium market opportunity. Presently on-air in Phoenix. Prefer West. SCOTT KRAMER: (602) 759-1899. (9/8)

The south and gulf coast is home. Consider my 15 years' experience, mature delivery, and major market success. STEVE: (904) 477-1054. (9/8)

Jacksonville/Orlando areas: Small market pro with six years' experience seeks next step up. SAL: (904) 874-1165. (9/1)

I'm a Country lady looking for a midday home. Great attitude, team player, hard working, natural. BETSY ROBERTS: (503) 923-6708. (9/1)

## POSITIONS SOUGHT

Weekends/awing at West Palm Beach CHR looking for full-time. Excellent production. ANDY: (407) 642-7214. (9/8)

Chicago parttime? AT with two years' fulltime and six years' parttime seeks weekend in Chicago. Top production and writing skills. TIM: (219) 663-9212. (9/8)

Southeast Florida, now's the time. Experience AT seeks position in greater Miami FL market. Prefer CHR/AC/AOR. DAVE: (513) 777-7915. (9/8)

Ten year pro seeks on-air position. Prefer East/Southern region. Most recently with KDKO/Denver. FRANK: (303) 750-6011. (9/1)

Hard working beginner with sharp personality and humor. Looking for first job in Midwest area. You won't be disappointed. JOHN: (812) 546-7700. (9/1)

Production problems? Impressionist/creative writer wants parttime gig at central Florida station. Ten years in major market. JOHN: (800) HIT-JOHN. (9/1)

Six year sportscasting pro seeks fulltime sports work. College football, basketball, pro baseball PBP experience. Must include college or pro. JOHN: (415) 479-6204. (9/1)

Two morning drivers with bits, characters, parody songs, and fake spots. Looking for bigger and better AOR gig. (304) 722-6136. (9/1)

Major market AT/MD in Los Angeles and San Diego seeks on-air, production or syndication position. Prefer Southern California. All formats. JULIO FLORES: (818) 905-3326. (9/1)

GM for Hire! Have job, will travel anywhere. 20 years' experience, seeking management position for winning attitude. DAN RION: (217) 529-9500. (9/1)

Looking for positive career move. Prefer AC/Oldies, AM/PM drive. Eight years' experience, mostly Top 50 market. Love creative production, comedy, voices, remotes. ROBERT: (919) 392-9425. (9/1)

Morning show sidekick with voices in top market. Caller 10 wins. BILL: (803) 772-5006. (9/1)

## R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed on company/station letterhead and accompanied by payment mailed to our office in advance. Visa, MC, AmEx accepted.

### Deadline

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

## R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Must be on company/station letterhead. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

## NATIONAL AIRPLAY

## BREAKERS

### JEFFERSON AIRPLANE Summer Of Love (Epic)

65% of our reporters on it. Rotations: Heavy 0, Medium 21, Light 32, Total Adds 23 including WVBF, WLTS, 2WD, WNLT, WOMC, KBIG, WLEV, WLHT, WHNN, 3WM. Debuts at number 28 on the AC chart.

### MICHAEL DAMIAN

### Was It Nothing At All (Cypress/A&M)

59% of our reporters on it. Rotations: Heavy 1, Medium 20, Light 27, Total Adds 9, WSNI, WLTS, WNLT, KLCY, WLEV, WTFM, KHLT, WECQ, KTDY.

### PAUL MCCARTNEY

### This One (Capitol)

52% of our reporters on it. Rotations: Heavy 4, Medium 24, Light 15, Total Adds 6, WVBF, KHLT, WLHT, WKTK, WGSV, KTDY. Debuts at number 29 on the AC chart.

### B.J. THOMAS

### Don't Leave Love (Reprise)

51% of our reporters on it. Rotations: Heavy 1, Medium 15, Light 26, Total Adds 7, WXTC, KHLT, WSUL, WKSJ, WCKQ, KVIC, WJON.

### EXPOSE

### When I Looked At Him (Arista)

50% of our reporters on it. Rotations: Heavy 2, Medium 27, Light 12, Total Adds 5, WALK, WEBE, WXTC, WSLI, KHLT.

## NEW & ACTIVE

### ROXETTE "Listen To Your Heart" (EMI) 36/4

Rotations: Heavy 3/0, Medium 16/0, Light 17/4, Total Adds 4, KLSI, WLEV, WMTFM, WLDR. Heavy: WCKQ, KKLK, KWSI. Medium: WKYE, WSLQ, WMID, WEIM, WGLL, WAFL, WSUL, WSKI, KTDY, WZNS, WNMB, WKSJ, WCKX, KVIC, KBLQ, KYJC. Light including B100, WMGS, WIVY, KELT, 3WM, WHAI, WKTK, KTYL, WCMJ, WTWR.

### STEPHEN BISHOP "Walking On Air" (Atlantic) 32/32

Rotations: Heavy 0, Medium 1/1, Light 31/31, Total Adds 32, WNSR, WLEV, WEBE, WKYE, WSLQ, 3WM, WMID, WEIM, WHAI, WQNY, WGLL, WAFL, WSUL, WSKI, WYKZ, WCKQ, WGSV, KTDY, WZNS, WNMB, WKSJ, WCKX, KTYL, KVIC, WCMJ, WMTFM, KSCB, WLDR, KIDX, KBLQ, KYJC, KWSI.

### JODY WATLEY "Everything" (MCA) 32/8

Rotations: Heavy 0, Medium 4/0, Light 28/8, Total Adds 8, WLEV, WFAE, WXTC, WQNY, WSUL, WTWR, KIDX, KSTR. Medium: WSKI, WKSJ, KBLQ, KWSI. Light including WNLT, KESZ, WSLQ, 3WM, WMID, WEIM, WHAI, WGLL, WAFL, WCKQ, WKTK, WGSV, WZNS, WNMB, WCKX, KTYL, KVIC, WCMJ, KSCB, WLDR.

### SOUL II SOUL "Keep On Movin'" (Virgin) 30/0

Rotations: Heavy 6/0, Medium 15/0, Light 9/0, Total Adds 0, Heavy: B100, WMID, WEIM, WAFL, WSUL, WSKI. Medium: K101, KELT, WSLQ, WHAI, WGLL, WCKQ, WKTK, KRLB, WZNS, WKSJ, WCKX, WMTFM, KKLK, KBLQ, KWSI. Light: WLEV, WQNY, WGSV, KTYL, WCMJ, KSCB, WTWR, KIDX, KYJC.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CHER	80/2	79	1	0
2 BEE GEES	80/0	71	8	1
3 SURFACE	78/0	60	17	1
4 MADONNA	76/6	59	9	8
5 BEACH BOYS	72/0	58	12	2
6 CUTTING CREW	76/5	52	18	6
7 ELTON JOHN	75/5	40	30	5
8 PATTI LABELLE	66/4	46	10	10
9 JEFF HEALEY BAND	65/0	36	26	3
10 MICHAEL BOLTON	53/0	26	22	5
11 NATALIE COLE	64/1	24	33	7
12 DON HENLEY	45/0	19	18	8
13 RICHARD MARX	41/0	22	12	7
14 JIMMY BUFFETT	55/0	24	28	3
15 RICK ASTLEY	58/2	15	34	9
16 VAN MORRISON	57/2	10	37	10
17 JACKSON BROWNE	57/1	14	35	8
18 GLORIA ESTEFAN	39/0	20	12	7
19 DONNY OSMOND	40/0	15	17	8
20 POCO	59/5	7	38	14
21 SWING OUT SISTER	56/4	2	35	19
22 SIMPLY RED	61/16	1	23	37
23 DOOBIE BROTHERS	51/6	4	33	14
24 BONNIE RAITT	48/8	5	31	12
25 DION	49/0	21	20	8
26 BARRY MANILOW	50/2	3	27	20
27 DARRYL TOOKES	49/4	6	20	23
28 JEFFERSON AIRPLANE	53/23	0	21	32
29 PAUL MCCARTNEY	43/6	4	24	15
30 DANNY WILSON	45/4	3	23	19

## MOST ADDED

STEPHEN BISHOP (32)  
TEARS FOR FEARS (24)  
JEFFERSON AIRPLANE (23)  
SIMPLY RED (16)  
NYLONS (15)  
SOULSISTER (14)  
MICHAEL DAMIAN (9)  
MILLI VANILLI (8)  
BONNIE RAITT (8)  
JODY WATLEY (8)

## HOTTEST

CHER (72)  
BEE GEES (58)  
SURFACE (46)  
BEACH BOYS (41)  
MADONNA (41)  
CUTTING CREW (15)  
JEFF HEALEY (13)  
ELTON JOHN (13)  
PATTI LABELLE (12)  
RICHARD MARX (12)

### TEARS FOR FEARS "Sowing The Seeds Of Love" (Fontana/Mercury) 29/24

Rotations: Heavy 1/1, Medium 4/3, Light 24/20, Total Adds 24, KLCY, B100, WLEV, WEBE, WSLQ, 3WM, WMID, WEIM, WHAI, WQNY, WAFL, WSUL, WSKI, WCKQ, WGSV, WZNS, WKSJ, KTYL, KVIC, WCMJ, KSCB, KBLQ, KYJC, KWSI. Medium including WKYE. Light including WGLL, WKTK, KTDY, KKLK.

### KATRINA & THE WAVES "That's The Way" (SBK) 28/1

Rotations: Heavy 1/0, Medium 12/0, Light 15/1, Total Adds 1, WNMB. Heavy: WKYE. Medium: WSLQ, WEIM, WSUL, WCKQ, WZNS, WKSJ, WCKX, KVIC, KKLK, KBLQ, KYJC, KWSI. Light including KS95, KLCY, B100, WLEV, WXTC, WIVY, WQNY, WGLL, WAFL, WGSV, KRLB, WCMJ, KSCB, WTWR.

### MICA PARIS "Breathe Life Into Me" (Island) 27/3

Rotations: Heavy 0, Medium 6/0, Light 21/3, Total Adds 3, WGLL, WTWR, KSTR. Medium: WMID, WEIM, WSUL, WKSJ, WJON, KBLQ. Light including WSLQ, 3WM, WQNY, WAFL, WSKI, WGSV, WZNS, WNMB, WCKX, KVIC, WCMJ, WMTFM, KSCB, WLDR, KKLK, KIDX, KYJC, KWSI.

### MILLI VANILLI "Girl I'm Gonna Miss You" (Arista) 26/8

Rotations: Heavy 3/0, Medium 14/3, Light 9/5, Total Adds 8, WVBF, WALK, KYKY, WIVY, 3WM, KRLB, KIDX, KYJC. Heavy: KESZ, B100, WSKI. Medium including KLCY, WMGS, WZNY, WEIM, WCKQ, WKTK, WZNS, WKSJ, WCKX, KVIC, KWSI. Light including K101, WSLQ, WCMJ, KSCB.

## SIGNIFICANT ACTION

### HIROSHIMA "Golden Age" (Epic) 24/1

Rotations: Heavy 1/0, Medium 3/0, Light 20/1, Total Adds 1, WAFL. Heavy: WEIM. Medium: WMID, WZNS, KBLQ. Light including WNUA, KELT, WSLQ, WSKI, WGSV, WNMB, KVIC, WCMJ, KSCB, WJON, WLDR, KKLK, KSTR, KYJC, KWSI.

### BLACK SORROWS "The Chosen Ones" (Epic) 23/0

Rotations: Heavy 0, Medium 7/0, Light 16/0, Total Adds 0, Medium: WKYE, WSLQ, WMID, WZNS, WKSJ, KKLK, KWSI. Light including WHAI, WQNY, WGLL, WSUL, WYKZ, WGSV, WNMB, WCKX, WCMJ, WMTFM, KSCB, KBLQ, KYJC.

### TINA TURNER "The Best" (Capitol) 22/2

Rotations: Heavy 0, Medium 11/0, Light 11/2, Total Adds 2, B100, KTDY. Medium: KESZ, WKYE, WSLQ, WMID, WAFL, WSKI, WZNS, WKSJ, KVIC, KBLQ, KWSI. Light including KLCY, U102, 3WM, WHAI, WSUL, WNMB, KSCB.

### HARRY CONNICK JR. "It Had To Be You" (Columbia) 21/6

Rotations: Heavy 0, Medium 3/0, Light 18/6, Total Adds 6, WHNN, 3WM, WMID, WECQ, WCKQ, WCKX. Medium: WKYE, WEIM, WKSJ. Light including WEBE, WSLQ, WHAI, WZNS, WMTFM, KSCB, KKLK, KIDX, KBLQ.

### RICHARD ELLIOT featuring BOBBY CALDWELL "In The Name Of Love" (Intima/Enigma) 21/1

Rotations: Heavy 5/1, Medium 6/0, Light 10/0, Total Adds 1, KWSI. Heavy including WNUA, WMID, WEIM, KYJC. Medium: KELT, WSLQ, WSUL, WKSJ, WCKX, KBLQ. Light: WLEV, WGMN, WAFL, WGSV, WNMB, KSCB, WJON, WLDR, KKLK, KIDX.

### 10,000 MANIACS "Eat For Two" (Elektra) 17/2

Rotations: Heavy 0, Medium 4/0, Light 13/2, Total Adds 2, WCKX, KYJC. Medium: WMID, WEIM, WZNS, WKSJ. Light including WSLQ, WHAI, WSKI, WGSV, WNMB, KTYL, WGLL, WCMJ, KSCB, KKLK, KBLQ.

### NYLONS "Drift Away" (Windham Hill) 15/15

Rotations: Heavy 0, Medium 1/1, Light 14/14, Total Adds 15, WSLQ, WEIM, WAFL, WSLQ, WCKQ, WGSV, WZNS, WNMB, WKSJ, WCMJ, WMTFM, KSCB, WJON, KBLQ, KWSI.

### SHINE "Walking On The Town" (SBK) 15/2

Rotations: Heavy 0, Medium 2/0, Light 13/2, Total Adds 2, WGLL, KYJC. Medium: KKLK, KBLQ. Light including WSLQ, WMID, WQNY, WAFL, WSKI, WZNS, WNMB, WKSJ, KSCB, KIDX, KWSI.

### SOULSISTER "Way To Your Heart" (EMI) 14/14

Rotations: Heavy 0, Medium 1/1, Light 13/13, Total Adds 14, B100, WKYE, KELT, WEIM, WHAI, WQNY, WGLL, WSKI, WCKQ, WZNS, WNMB, WKSJ, KSCB, KWSI.

### STARSHIP "It's Not Enough" (RCA) 13/1

Rotations: Heavy 4/0, Medium 7/1, Light 2/0, Total Adds 1, KYKY. Heavy: KMJ, WSKI, WCKQ, KVIC. Medium including WLTG, WMGS, WAFL, WKTK, WZNS, KKLK. Light: B100, WIVY.

### SERGIO MENDES "Some Morning" (A&M) 12/4

Rotations: Heavy 0, Medium 1/0, Light 11/4, Total Adds 4, WSKI, WNMB, WLDR, KYJC. Medium: WEIM. Light including WSLQ, WHAI, WZNS, WKSJ, WCMJ, KSCB, KWSI.

### MARIA McKEE "To Miss Someone" (Geffen) 12/3

Rotations: Heavy 0, Medium 1/0, Light 11/3, Total Adds 3, WZNS, WMTFM, KSCB. Medium: WKSJ. Light including WSLQ, WMID, WEIM, WAFL, WSKI, WCMJ, KKLK, KWSI.

### DAN SIEGEL "Hold On To Your Heart" (CBS Associated) 12/1

Rotations: Heavy 0, Medium 2/0, Light 10/1, Total Adds 1, WNMB. Medium: WKSJ, KBLQ. Light including WLEV, WEIM, WQNY, WSKI, WZNS, KVIC, KSCB, WLDR, KWSI.

### BENNY MARDONES "I Never Really Loved You At All" (Curb) 11/2

Rotations: Heavy 0, Medium 3/0, Light 8/2, Total Adds 2, WGLL, WZNS. Medium: WKYE, WEIM, WAFL. Light including WSLQ, WSKI, WKSJ, KVIC, WCMJ, KBLQ.

### CHARLIE KARP "Givin' It All I Got" (Grudge) 11/1

Rotations: Heavy 0, Medium 2/0, Light 9/1, Total Adds 1, WLDR. Medium: WKYE, WEIM. Light including WHAI, WGLL, WAFL, WSKI, WKSJ, WCKX, KSCB, KBLQ.

## VAN MORRISON

"HAVE I TOLD YOU LATELY"

AC Chart: 16

57 AC Reporters



## SWING OUT SISTER

"YOU ON MY MIND"

AC Chart: 21

56 AC Reporters



## TEARS FOR FEARS

"SOWING THE SEEDS OF LOVE"

NEW & ACTIVE

#2 Most Added!  
29 AC Reporters  
Out Of The Box!

# AC ADDS & HOTS

## CURRENT-BASED

### EAST

#### P1

**WVBF/Boston Newell/Garcia**  
SIMPLY RED  
PAUL MCCARTNEY  
JEFFERSON AIRPLAN  
MILLI VANILLI  
DOOBIE BROTHERS  
DANNY WILSON  
Hottest:  
SURFACE  
MADONNA  
CHER  
ELTON JOHN  
BEE GEES

**WALK/Long Island Edwards/Daniels**  
MILLI VANILLI  
EXPOSE  
BONNIE RAITT  
Hottest:  
MADONNA  
BEE GEES  
CHER  
SURFACE  
GLORIA ESTEFAN

**WNSR/New York Dunphy/Dunkin**  
STEPHEN BISHOP  
Hottest:  
GLORIA ESTEFAN  
RICHARD MARX  
DON HENLEY  
MADONNA  
CHER

**WSNI/Philadelphia Jere Sullivan**  
CUTTING CREW  
MICHAEL DAMIAN  
BARRY MANILOW  
Hottest:  
BEE GEES  
GLORIA ESTEFAN  
PATTI LABELLE  
RICHARD MARX  
SURFACE

**WLEVI/Allentown Jeff Silvers**  
TEARS FOR FEARS  
JEFFERSON AIRPLAN  
ROXETTE  
JODY WATLEY  
MICHAEL DAMIAN  
STEPHEN BISHOP  
Hottest:  
BEE GEES  
ELTON JOHN  
PATTI LABELLE  
CHER  
SURFACE

**WEBE/Bridgeport Hansen/Norman**  
STEPHEN BISHOP  
EXPOSE  
TEARS FOR FEARS  
Hottest:  
PATTI LABELLE  
BEE GEES  
CHER  
CUTTING CREW  
SURFACE

**WVAF/Charleston, WV Vic Marino**  
DOOBIE BROTHERS  
SIMPLY RED  
DANNY WILSON  
JODY WATLEY  
Hottest:  
CHER  
BEACH BOYS  
SURFACE  
MICHAEL BOLTON  
BEE GEES

**WKYE/Johnstown Jack Michaelis**  
MADONNA  
STEPHEN BISHOP  
SOULSISTER  
SIMPLY RED  
ICEHOUSE  
JOE COCKER  
Hottest:  
CHER  
JEFF HEALEY BAND  
BEACH BOYS  
DION  
TOM PETTY

**WMGS/Wilkes Barre Norton/Marriott**  
SIMPLY RED  
SWING OUT SISTER  
Hottest:  
BEACH BOYS  
BEE GEES  
CHER  
ELTON JOHN  
MADONNA

#### P3

**WMID/Atlantic City, NJ Fennessey/Brown**  
TEARS FOR FEARS  
STEPHEN BISHOP  
HARRY CONNICK JR.  
DOOBIE BROTHERS  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
MADONNA

**WEIM/Fitchburg Jack Raymond**  
K.D. LANG  
STEPHEN BISHOP  
NYLONS  
DIANA ROSS  
PAT METHENY  
TEARS FOR FEARS  
CAROLE KING  
SOULSISTER  
JOHNNY MATHIS  
DOOBIE BROTHERS  
Hottest:  
BEACH BOYS  
BONNIE RAITT  
SOUL II SOUL  
SURFACE  
CHER

**WECQ/Geneva Anthony/Smith**  
MICHAEL DAMIAN  
JEFFERSON AIRPLAN  
HARRY CONNICK JR.  
Hottest:  
SURFACE  
BEACH BOYS  
MADONNA  
JEFF HEALEY BAND  
ELTON JOHN

**WHAI/Greenfield, MA Deane/Archer**  
STEPHEN BISHOP  
SOULSISTER  
TEARS FOR FEARS  
JOHNNY MATHIS  
Hottest:  
SURFACE  
BEACH BOYS  
MADONNA  
JEFF HEALEY BAND  
ELTON JOHN

**WGLL/Mercersburg Norman Schmidt**  
MICA PARIS  
SHINE  
BENNY MARDONES  
SOULSISTER  
STEPHEN BISHOP  
Hottest:  
CHER  
SURFACE  
BEACH BOYS  
MADONNA  
ELTON JOHN

**WAFI/Milford, DE Tim Brough**  
TEARS FOR FEARS  
NYLONS  
STEPHEN BISHOP  
HIROSHIMA  
Hottest:  
CHER  
BEE GEES  
SURFACE  
MADONNA  
ELTON JOHN

**WSUL/Monticello, NY Rob Dillman**  
NYLONS  
TEARS FOR FEARS  
STEPHEN BISHOP  
JODY WATLEY  
B.J. THOMAS  
Hottest:  
BEE GEES  
BEACH BOYS  
CHER  
MADONNA  
SURFACE

**WSKI/Montpelier Bruce Stebbins**  
TEARS FOR FEARS  
SERGIO MENDES  
SOULSISTER  
STEPHEN BISHOP  
DIANA ROSS  
Hottest:  
MADONNA  
CUTTING CREW  
RICK ASTLEY  
JACKSON BROWNE  
EXPOSE

**WKSJ/Williamsport Tom Benson**  
DOOBIE BROTHERS  
JEFFERSON AIRPLAN  
B.J. THOMAS  
Hottest:  
MADONNA  
SURFACE  
BEE GEES  
CHER  
JEFF HEALEY BAND

### SOUTH

#### P1

**WSB-FM/Atlanta LoCascio/McCoy**  
CHER  
CUTTING CREW  
Hottest:  
BEACH BOYS  
DONNY OSMOND  
BEE GEES  
GLORIA ESTEFAN  
RICHARD MARX

**KVIL/Dallas Chuck Rhodes**  
none  
Hottest:  
CHER  
SURFACE  
ELTON JOHN  
JIMMY BUFFETT  
MADONNA

**WLTS/New Orleans Bob Mitchell**  
SIMPLY RED  
MICHAEL DAMIAN  
JEFFERSON AIRPLAN  
SWING OUT SISTER  
Hottest:  
CHRIS REA  
BEE GEES  
NATALIE COLE  
SURFACE  
CHER

**2WD/Norfolk Bill Curtis**  
WATERFRONT  
JEFFERSON AIRPLAN  
Hottest:  
RICHARD MARX  
CHER  
GLORIA ESTEFAN  
DONNY OSMOND  
SIMPLY RED

**WNL/Tampa Chuck Crane**  
MICHAEL DAMIAN  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
MADONNA  
BEACH BOYS  
CHER  
PATTI LABELLE

**WZNY/Augusta, GA John Patrick**  
none  
Hottest:  
BEE GEES  
CHER  
SURFACE  
JEFF HEALEY BAND  
DION

**WXTC/Charleston John Quincy**  
DOOBIE BROTHERS  
B.J. THOMAS  
EXPOSE  
JODY WATLEY  
SIMPLY RED  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
MADONNA

**WTCB/Columbia, SC Doug Spets**  
MADONNA  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CUTTING CREW  
PATTI LABELLE  
CHER  
SURFACE

**WSLI/Jackson, MS Harrell/Allen**  
EXPOSE  
CUTTING CREW  
Hottest:  
GLORIA ESTEFAN  
RICHARD MARX  
BEE GEES  
MADONNA  
SURFACE

**WIVY/Jacksonville Matthews/Mann**  
MILLI VANILLI  
RICK ASTLEY  
SIMPLY RED  
Hottest:  
MADONNA  
SURFACE  
CHER  
BEACH BOYS  
BEE GEES

**WTFM/Johnson City Mark McKinney**  
DARRYL TOOKES  
MICHAEL DAMIAN  
NATALIE COLE  
JEFFERSON AIRPLAN  
JACKSON BROWNE  
Hottest:  
DONNY OSMOND  
BEE GEES  
DON HENLEY  
CHER  
BEACH BOYS

#### P2

**U102/Knoxville Larry Trotter**  
none  
Hottest:  
DONNY OSMOND  
JIMMY BUFFETT  
CHER  
JEFF HEALEY BAND  
PATTI LABELLE

**KHLT/Little Rock Jim Aaron**  
DANNY WILSON  
MICHAEL DAMIAN  
PAUL MCCARTNEY  
EXPOSE  
B.J. THOMAS  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
MADONNA

**WKRG/Mobile, AL Kelly Martin**  
JEFFERSON AIRPLAN  
SIMPLY RED  
Hottest:  
BEE GEES  
MICHAEL BOLTON  
CHER  
RICHARD MARX  
SURFACE

**KELT/McAllen Chuck White**  
SOULSISTER  
GLORIA ESTEFAN  
BONNIE RAITT  
POCO  
JEFFERSON AIRPLAN  
SIMPLY RED  
VAN MORRISON  
Hottest:  
DONNY OSMOND  
CHER  
MADONNA  
SURFACE

**WSLQ/Roanoke Greg Fry**  
TEARS FOR FEARS  
NYLONS  
STEPHEN BISHOP  
Hottest:  
BEE GEES  
PATTI LABELLE  
CUTTING CREW  
JIMMY BUFFETT  
JACKSON BROWNE

**WRMF/West Palm Beach Dave Parks**  
JEFFERSON AIRPLAN  
SIMPLY RED  
Hottest:  
BEE GEES  
BEACH BOYS  
DON HENLEY  
CHER  
RICHARD MARX

**WYKZ/Beaufort, SC Robertson/Kennedy**  
STEPHEN BISHOP  
CAROLE KING  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
MADONNA

**WTKB/Columbia, SC Doug Spets**  
MADONNA  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CUTTING CREW  
PATTI LABELLE  
CHER  
SURFACE

**WWSI/Jackson, MS Harrell/Allen**  
EXPOSE  
CUTTING CREW  
Hottest:  
GLORIA ESTEFAN  
RICHARD MARX  
BEE GEES  
MADONNA  
SURFACE

**WVIV/Jacksonville Matthews/Mann**  
MILLI VANILLI  
RICK ASTLEY  
SIMPLY RED  
Hottest:  
MADONNA  
SURFACE  
CHER  
BEACH BOYS  
BEE GEES

**WGSV/Guntersville Jackson/Bell**  
PAUL MCCARTNEY  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CHER  
SURFACE  
MADONNA  
JEFF HEALEY BAND

**WTFM/Johnson City Mark McKinney**  
DARRYL TOOKES  
MICHAEL DAMIAN  
NATALIE COLE  
JEFFERSON AIRPLAN  
JACKSON BROWNE  
Hottest:  
DONNY OSMOND  
BEE GEES  
DON HENLEY  
CHER  
BEACH BOYS

#### P3

**WKBW/Raleigh Greg Fry**  
TEARS FOR FEARS  
NYLONS  
STEPHEN BISHOP  
Hottest:  
BEE GEES  
PATTI LABELLE  
CUTTING CREW  
JIMMY BUFFETT  
JACKSON BROWNE

**WWSI/Jackson, MS Harrell/Allen**  
EXPOSE  
CUTTING CREW  
Hottest:  
GLORIA ESTEFAN  
RICHARD MARX  
BEE GEES  
MADONNA  
SURFACE

**WTKB/Columbia, SC Doug Spets**  
MADONNA  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CUTTING CREW  
PATTI LABELLE  
CHER  
SURFACE

**WWSI/Jackson, MS Harrell/Allen**  
EXPOSE  
CUTTING CREW  
Hottest:  
GLORIA ESTEFAN  
RICHARD MARX  
BEE GEES  
MADONNA  
SURFACE

**WVIV/Jacksonville Matthews/Mann**  
MILLI VANILLI  
RICK ASTLEY  
SIMPLY RED  
Hottest:  
MADONNA  
SURFACE  
CHER  
BEACH BOYS  
BEE GEES

**WGSV/Guntersville Jackson/Bell**  
PAUL MCCARTNEY  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CHER  
SURFACE  
MADONNA  
JEFF HEALEY BAND

**WTFM/Johnson City Mark McKinney**  
DARRYL TOOKES  
MICHAEL DAMIAN  
NATALIE COLE  
JEFFERSON AIRPLAN  
JACKSON BROWNE  
Hottest:  
DONNY OSMOND  
BEE GEES  
DON HENLEY  
CHER  
BEACH BOYS

### KTDY/Lafayette

**Bob Murphy**  
STEPHEN BISHOP  
BONNIE RAITT  
PAUL MCCARTNEY  
TINA TURNER  
MICHAEL DAMIAN  
Hottest:  
BEACH BOYS  
BEE GEES  
CHER  
JEFF HEALEY BAND  
MADONNA

**KRLB/Lubbock Manning/Allen**  
MILLI VANILLI  
VAN MORRISON  
SWING OUT SISTER  
POCO  
SIMPLY RED  
BONNIE RAITT  
ROLLING STONES  
Hottest:  
BEE GEES  
CHER  
SURFACE  
JEFF HEALEY BAND  
BEACH BOYS

**WZNS/Myrtle Beach Mitch Adams**  
TEARS FOR FEARS  
STEPHEN BISHOP  
SOULSISTER  
MARIA MCKEE  
NYLONS  
RICKIE LEE JONES  
PAT METHENY  
BENNY MARDONES  
Hottest:  
BEE GEES  
CHER  
CUTTING CREW  
BEACH BOYS  
MADONNA

**WNMB/North Myrtle Beach Thompson/Chapman**  
KATRINA & THE WAV  
DAN SIEGEL  
SERGIO MENDES  
GLORIA ESTEFAN  
SOULSISTER  
RICKIE LEE JONES  
NYLONS  
STEPHEN BISHOP  
Hottest:  
BEE GEES  
CHER  
ELTON JOHN  
DION  
KENNY ROGERS

**WKSO/Orangeburg Ted Bell**  
TEARS FOR FEARS  
STEPHEN BISHOP  
SOULSISTER  
NYLONS  
DIANA ROSS  
JOHNNY MATHIS  
CAROLE KING  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
JEFF HEALEY BAND

**WKCX/Rome Randy Quick**  
STEPHEN BISHOP  
10,000 MANIACS  
HARRY CONNICK JR.  
Hottest:  
BEE GEES  
DION  
CHER  
CUTTING CREW  
MADONNA

**KTYL/Tyler Janie Baker**  
JEFFERSON AIRPLAN  
TEARS FOR FEARS  
STEPHEN BISHOP  
BONNIE RAITT  
Hottest:  
MICHAEL BOLTON  
DON HENLEY  
DION  
BEE GEES  
CHER

**KVIC/Victoria Tony Davis**  
DARRYL TOOKES  
B.J. THOMAS  
TEARS FOR FEARS  
STEPHEN BISHOP  
Hottest:  
CHER  
JIMMY BUFFETT  
BEACH BOYS  
MADONNA  
BEE GEES

### MIDWEST

#### P1

**WNUA/Chicago Lee Roy Hansen**  
none  
Hottest:  
ANDREAS VOLLENWE.  
BONNIE RAITT  
PHOEBE SNOW  
ELLIOTT & CALDWEL  
SIMPLY RED

**WARM98/Cincinnati Michael Grayson**  
BONNIE RAITT  
Hottest:  
DON HENLEY  
RICHARD MARX  
GLORIA ESTEFAN  
CHER  
JEFF HEALEY BAND  
MADONNA

**WLT/Cleveland Popovich/Godfrey**  
RICK ASTLEY  
MADONNA  
ELTON JOHN  
Hottest:  
CHER  
BEE GEES  
MICHAEL BOLTON  
GLORIA ESTEFAN  
PATTI LABELLE

**WSNY/Columbus Hallett/Nunnally**  
ELTON JOHN  
PATTI LABELLE  
Hottest:  
DON HENLEY  
CHER  
SIMPLY RED  
RICHARD MARX  
MADONNA

**WOMC/Detroit Barry Argenbright**  
PATTI LABELLE  
SWING OUT SISTER  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
MADONNA  
BEACH BOYS  
CHER  
SURFACE

**KLSI/Kansas City Land/Barber**  
SIMPLY RED  
ROXETTE  
Hottest:  
CHER  
BEE GEES  
BEACH BOYS  
SURFACE  
MADONNA

**WMYX/Milwaukee King/Morales**  
MADONNA  
FINE YOUNG CANN  
BENNY MARDONES/  
Hottest:  
MICHAEL BOLTON  
CHER  
GLORIA ESTEFAN  
MADONNA  
RICHARD MARX

**KS95/Minneapolis Kim Jeffries**  
BARRY MANILOW  
PATTI LABELLE  
BONNIE RAITT  
Hottest:  
BEE GEES  
CHER  
MADONNA  
NATALIE COLE  
BEACH BOYS

**KYKY/St. Louis McGuire/Larrabee**  
ELTON JOHN  
MILLI VANILLI  
POCO  
STARSHIP  
Hottest:  
FINE YOUNG CANN  
DON HENLEY  
MICHAEL BOLTON  
GRAYSON HUGH

### WEST

#### P1

**KMJI/Denver Murray/Adams**  
POCO  
Hottest:  
RICHARD MARX  
BEE GEES  
CHER  
STARSHIP  
MICHAEL BOLTON

**KBIG/Los Angeles Edwards/Verdery**  
SIMPLY RED  
JEFFERSON AIRPLAN  
Hottest:  
BEE GEES  
CHER  
SURFACE  
CUTTING CREW

**KOST/Los Angeles Jhani Kaye**  
SIMPLY RED  
Hottest:  
BEE GEES  
MADONNA  
CHER

**KESZ/Phoenix LaBeaul/Foxx**  
MOVING PICTURES  
Hottest:  
NEW KIDS ON THE  
MICHAEL BOLTON  
CHER  
MOVING PICTURES  
MILLI VANILLI

**KLCY/Salt Lake City Brad Stone**  
TEARS FOR FEARS  
MICHAEL DAMIAN  
Hottest:  
BEACH BOYS  
CHER  
SURFACE  
BEE GEES  
MADONNA

**8100/San Diego Gene Knight**  
TINA TURNER  
SOULSISTER  
CUTTING CREW  
PATTI LABELLE  
TEARS FOR FEARS  
Hottest:  
RICHARD MARX  
BEACH BOYS  
CHER  
ELTON JOHN  
MADONNA

**K101/San Francisco Sandy Chin**  
none  
Hottest:  
DON HENLEY  
BEE GEES  
10,000 MANIACS  
CHER  
SURFACE

**KLSY/Seattle Mays/Brooks**  
none  
Hottest:  
CHER  
MICHAEL BOLTON  
BEE GEES  
BEACH BOYS  
SURFACE

#### NEW ARTISTS

- 1 **ROXETTE/Listen To Your Heart (EMI)** ..... 36/4
- 2 **JODY WATLEY/Everything (MCA)** ..... 32/8
- 3 **SOUL II SOUL/Keep On Movin' (Virgin)** ..... 30/0
- 4 **MILLI VANILLI/Girl I'm Gonna Miss You (Arista)** ..... 26/8
- 5 **BLACK SORROWS/The Chosen Ones (Epic)** ..... 23/0
- 6 **HARRY CONNICK JR./It Had To Be You (Columbia)** ..... 21/6
- 7 **RICHARD ELLIOTT & BOBBY CALDWELL/In The Name Of Love (Intima/Enigma)** ..... 21/1
- 8 **SHINE/Walking On The Town (SBK)** ..... 15/2
- 9 **SOULSISTER/Way To Your Heart (EMI)** ..... 14/14
- 10 **MARIA MCKEE/To Miss Someone (Geffen)** ..... 12/3

New artists have not yet had an AC Breaker.

### P2

**WLHT/Grand Rapids Dirksen/Brown**  
MADONNA  
JEFFERSON AIRPLAN  
DARRYL TOOKES  
PAUL MCCARTNEY  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
CUTTING CREW

**WFMK/Lansing Tom Knight**  
none  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
CUTTING CREW

**WMGN/Madison Pat O'Neill**  
BONNIE RAITT  
ELTON JOHN  
POCO  
PAT METHENY  
Hottest:  
BEACH BOYS  
CHER  
MADONNA  
SURFACE  
CUTTING CREW

**WHNN/Saginaw Stine/Knight**  
MADONNA  
JEFFERSON AIRPLAN  
DARRYL TOOKES  
HARRY CONNICK JR.  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
CUTTING CREW

### 3WM/Toledo

**Mark Roberts**  
TEARS FOR FEARS  
STEPHEN BISHOP  
MILLI VANILLI  
JEFFERSON AIRPLAN  
HARRY CONNICK JR.  
Hottest:  
SURFACE  
BEE GEES  
ELTON JOHN  
MADONNA  
CHER

**WCMJ/Cambridge, OH Mike Ruble**  
TEARS FOR FEARS  
NYLONS  
REGINA BELLE  
STEPHEN BISHOP  
Hottest:  
BEE GEES  
SURFACE  
CHER  
MADONNA  
BEACH BOYS

**WMT-FM/Cedar Rapids Green/Sellers**  
SIMPLY RED  
JEFFERSON AIRPLAN  
NYLONS  
ROXETTE  
STEPHEN BISHOP  
MARIA MCKEE  
Hottest:  
PATTI LABELLE  
BEE GEES  
DION  
CUTTING CREW  
CHER

### KSCB/Liberal

**Mark David**  
TEARS FOR FEARS  
STEPHEN BISHOP  
SOULSISTER  
NYLONS  
MARIA MCKEE  
Hottest:  
BEE GEES  
CHER  
SURFACE  
BEACH BOYS  
MADONNA

**WTWR/Monroe Lori Demick**  
JODY WATLEY  
MICA PARIS  
Hottest:  
CHER  
BEACH BOYS  
PATTI LABELLE  
SURFACE  
CUTTING CREW

**WJON/St. Cloud Nancy Fox**  
CHER  
ELTON JOHN  
JEFFERSON AIRPLAN  
SIMPLY RED  
NYLONS  
B.J. THOMAS  
Hottest:  
JIMMY BUFFETT  
RICK ASTLEY  
DARRYL TOOKES  
SURFACE  
VAN MORRISON

**WLDL/Traverse City James Filkins**  
ROXETTE  
STEPHEN BISHOP  
CHARLIE KARP  
SERGIO MENDES  
Hottest:  
CHER  
NATALIE COLE  
BONNIE RAITT  
VAN MORRISON  
JIMMY BUFFETT

### P3

**WJON/St. Cloud Nancy Fox**  
CHER  
ELTON JOHN  
JEFFERSON AIRPLAN  
SIMPLY RED  
NYLONS  
B.J. THOMAS  
Hottest:  
JIMMY BUFFETT  
RICK ASTLEY  
DARRYL TOOKES  
SURFACE  
VAN MORRISON

**WLDL/Traverse City James Filkins**  
ROXETTE  
STEPHEN BISHOP  
CHARLIE KARP  
SERGIO MENDES  
Hottest:  
CHER  
NATALIE COLE  
BONNIE RAITT  
VAN MORRISON  
JIMMY BUFFETT

82 Current Reporters  
75 Current Playlists

### P3

**KYJC/Medford Kirk/Shelby**  
TEARS FOR FEARS  
SERGIO MENDES  
SHINE  
STEPHEN BISHOP  
10,000 MANIACS  
MILLI VANILLI  
Hottest:  
CUTTING CREW  
BEE GEES  
MADONNA  
ELTON JOHN  
NATALIE COLE

**KKLV/Anchorage Stroh/Nielsen**  
none  
Hottest:  
BEE GEES  
BEACH BOYS  
JOHN FARNHAM  
CHER  
JACKSON BROWNE  
KIDZ/Billings, MT Charlye Parker  
STEPHEN BISHOP  
MILLI VANILLI  
JODY WATLEY  
Hottest:  
PATTI LABELLE  
BEACH BOYS  
CHER  
JIMMY BUFFETT  
SURFACE

**KSTR/Grand Junction Rick Lawrence**  
JODY WATLEY  
MICA PARIS  
Hottest:  
BEE GEES  
PATTI LABELLE  
CHER  
BEACH BOYS  
KENNY ROGERS

**KBLQ/Logan, UT John Dimick**  
NYLONS  
MOVING PICTURES  
STEPHEN BISHOP  
RANDY TRAVIS  
TEARS FOR FEARS  
BRIDGE TOO FAR  
Hottest:  
CHER  
SURFACE  
BEACH BOYS  
MADONNA  
CUTTING CREW

**Called in Frozen Playlist (4):**  
K101/San Francisco  
KKLV/Anchorage  
WNUA/Chicago  
U102/Knoxville

**Did Not Report, Playlist Frozen (3):**  
KLSY/Seattle  
WFMK/Lansing  
WZNY/Augusta

**KMJI/Denver is changing its call letters to KXLT.**

**Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1):**  
KAYN/Nogales

Reports/Adds



# AC ADDS & HOTS

September 15, 1989 R&R • 113

## FULL-SERVICE AC

### MOST ADDED

**POCO (6)**  
**JEFFERSON AIRPLANE (5)**  
**ELTON JOHN (5)**  
**BONNIE RAITT (4)**  
**SIMPLY RED (4)**  
**MICHAEL DAMIAN (3)**  
**JEFF HEALEY BAND (3)**  
**PATTI LABELLE (3)**  
**JOHNNY MATHIS (3)**  
**SURFACE (3)**

### HOTTEST

**CHER (21)**  
**BEE GEES (20)**  
**RICHARD MARX (18)**  
**SURFACE (17)**  
**BEACH BOYS (15)**  
**MICHAEL BOLTON (14)**  
**DON HENLEY (11)**  
**GLORIA ESTEFAN (10)**  
**MADONNA (9)**  
**DONNY OSMOND (6)**

## GOLD-BASED AC

### MOST ADDED

**ELTON JOHN (9)**  
**JEFF HEALEY BAND (6)**  
**BEACH BOYS (4)**  
**MILLI VANILLI (4)**  
**POCO (4)**  
**SURFACE (4)**

### HOTTEST

**BEE GEES (29)**  
**RICHARD MARX (28)**  
**CHER (26)**  
**GLORIA ESTEFAN (26)**  
**MICHAEL BOLTON (18)**  
**SURFACE (18)**  
**DON HENLEY (15)**  
**MADONNA (15)**  
**BEACH BOYS (13)**  
**DONNY OSMOND (12)**

### EAST

#### P1

**WBZ/Boston**  
**Phil Conrad**  
 SURFACE  
 Hottest:  
 DON HENLEY  
 GLORIA ESTEFAN  
 CHER  
 DONNY OSMOND

**WBEN/Bufalo**  
**Hank Nevins**  
 none  
 Hottest:  
 MICHAEL BOLTON  
 CHER  
 BEACH BOYS  
 SURFACE

**KDKA/Pittsburgh**  
**Mike Watkins**  
 SURFACE  
 BEE GEES  
 Hottest:  
 DON HENLEY  
 RICHARD MARX  
 DONNY OSMOND  
 CHER  
 SURFACE

**WMAL/Washington**  
**Michael Neff**  
 BONNIE RAITT  
 Hottest:  
 BEACH BOYS  
 BEE GEES  
 SWING OUT SISTER  
 DON HENLEY  
 SURFACE

#### P2

**WICC/Bridgeport**  
**Gary Peters**  
 JEFF HEALEY BAND  
 MICHAEL DAMIAN  
 HARRY CONNICK JR.  
 Hottest:  
 BEE GEES  
 CHER  
 BEACH BOYS  
 SWING OUT SISTER  
 PATTI LABELLE

**WTIC/Hartford**  
**David Bernstein**  
 POCO  
 MILLI VANILLI  
 JOHNNY MATHIS  
 ELTON JOHN  
 Hottest:  
 BEE GEES  
 MICHAEL BOLTON  
 BEACH BOYS  
 CHER  
 DION

#### P3

**WELI/New Haven**  
**Gross/McCormick**  
 JEFF HEALEY BAND  
 JEFFERSON AIRPLAN  
 Hottest:  
 MADONNA  
 CUTTING CREW  
 VAN MORRISON  
 CHER  
 DOOBIE BROTHERS

**WGY/Schenectady**  
**Buzz Brindle**  
 ELTON JOHN  
 RANDY NEWMAN  
 PATTI LABELLE  
 Hottest:  
 RICHARD MARX  
 GLORIA ESTEFAN  
 BEE GEES  
 CHER  
 MADONNA

**WFMD/Frederick, MD**  
**Fieseler/Watson**  
 SIMPLY RED  
 DANNY WILSON  
 Hottest:  
 CHER  
 BEE GEES  
 BEACH BOYS  
 CUTTING CREW  
 SURFACE

**WMTR/Morristown**  
**Brian Emery**  
 ELTON JOHN  
 JEFFERSON AIRPLAN  
 PAUL MCCARTNEY  
 EXPOSE  
 Hottest:  
 BEE GEES  
 CHER  
 BEACH BOYS  
 MICHAEL BOLTON  
 NATALIE COLE

### SOUTH

#### P2

**WHAS/Louisville**  
**Doug McElvein**  
 none  
 Hottest:  
 BEE GEES  
 CHER  
 DON HENLEY  
 SURFACE  
 BEACH BOYS

**WDBO/Orlando**  
**Dan Shaffer**  
 BARRY MANILOW  
 SIMPLY RED  
 ROGERS & MURRAY  
 Hottest:  
 SURFACE  
 MICHAEL BOLTON  
 GLORIA ESTEFAN  
 RICHARD MARX  
 NATALIE COLE

#### WRVA/Richmond

**Tim Farley**  
 none  
 Hottest:  
 GRAYSON HUGH  
 DON HENLEY  
 MICHAEL BOLTON  
 RICHARD MARX  
 GLORIA ESTEFAN

#### P3

**WGBR/Goldsboro**  
**Bruce Strickland**  
 RANDY NEWMAN  
 BONNIE RAITT  
 JACKSON BROWNE  
 DOOBIE BROTHERS  
 DAN SIEGEL  
 JOHNNY MATHIS  
 ROXETTE  
 POCO  
 PATTI LABELLE  
 Hottest:  
 BEE GEES  
 CHER  
 SURFACE  
 MADONNA  
 RICK ASTLEY

#### WKYX/Paducah

**Cook/Miller**  
 none  
 Hottest:  
 MICHAEL BOLTON  
 DON HENLEY  
 BEACH BOYS  
 RICHARD MARX  
 JIMMY BUFFETT  
 WSTU/Stuart  
**Shaw/Grant**  
 DOOBIE BROTHERS  
 POCO  
 Hottest:  
 BEE GEES  
 CHER  
 SURFACE  
 BEACH BOYS  
 MADONNA

### EAST

#### P1

**WWMX/Baltimore**  
**Don Kelley**  
 none  
 Hottest:  
 FINE YOUNG CANNI  
 GLORIA ESTEFAN  
 DON HENLEY  
 RICHARD MARX  
**WMJX/Boston**  
**Nancy Quill**  
 BARRY MANILOW  
 Hottest:  
 SURFACE  
 RICHARD MARX  
 GLORIA ESTEFAN  
 NEW KIDS ON THE  
 VANESSA WILLIAM  
**WKJY/Nassau, NY**  
**Keith Hill**  
 BARRY MANILOW  
 Hottest:  
 RICHARD MARX  
 MICHAEL BOLTON  
 BEE GEES  
 DONNY OSMOND  
 GLORIA ESTEFAN

### P2

**WKSZ/Philadelphia**  
**Lou Patrick**  
 none  
 Hottest:  
 MICHAEL BOLTON  
 GLORIA ESTEFAN  
 DONNY OSMOND  
 NEW KIDS ON THE B  
 RICHARD MARX  
**WLTJ/Pittsburgh**  
**John Gallagher**  
 none  
 Hottest:  
 GLORIA ESTEFAN  
 RICHARD MARX  
 DON HENLEY  
 MICHAEL BOLTON  
 KENNY ROGERS  
**WLLT/Washington**  
**Al Santos**  
 DION  
 ELTON JOHN  
 PATTI LABELLE  
 JIMMY BUFFETT  
 Hottest:  
 CHRIS REA  
 BEACH BOYS  
 DONNY OSMOND  
 BEE GEES  
 GLORIA ESTEFAN

### P2

**WKLI/Albany**  
**Knott/Holmberg**  
 ELTON JOHN  
 MILLI VANILLI  
 BARRY MANILOW  
 NATALIE COLE  
 MICHAEL DAMIAN  
 Hottest:  
 BEE GEES  
 CHER  
 SURFACE  
 MADONNA  
 RICHARD MARX  
**WAEB/Albany**  
**Chris Bailey**  
 TEARS FOR FEARS  
 HARRY CONNICK JR.  
 Hottest:  
 BEE GEES  
 SURFACE  
 MADONNA  
 BEACH BOYS  
 MICHAEL BOLTON  
 WYYY/Syracuse  
**Lauber/Langmyer**  
 ROLLING STONES  
 Hottest:  
 GLORIA ESTEFAN  
 CHER  
 BEE GEES  
 RICHARD MARX

**WMAS-FM/Springfield**  
**Jack Kratoville**  
 SURFACE  
 PAUL MCCARTNEY  
 ELTON JOHN  
 Hottest:  
 RICHARD MARX  
 CHER  
 DON HENLEY  
 MICHAEL BOLTON  
 BEACH BOYS  
**WMRV/Binghamton, NY**  
**John Carter**  
 RICK ASTLEY  
 SIMPLY RED  
 JAMES INGRAM  
 Hottest:  
 BEE GEES  
 CHER  
 BEACH BOYS  
 SURFACE  
 MADONNA

**WFAS-FM/White Plains**  
**Paul/Richard**  
 NATALIE COLE  
 PAUL MCCARTNEY  
 Hottest:  
 CHER  
 BEE GEES  
 MADONNA  
 BEACH BOYS  
 SURFACE  
**WJBR/Wilmington, DE**  
**Bill Kaye**  
 CUTTING CREW  
 Hottest:  
 BEE GEES  
 CHER  
 SURFACE  
 MADONNA  
 BEACH BOYS

**Did Not Report, Playlist Frozen (6):**  
**KCIX/Boise**      **WKSZ/Philadelphia**  
**KVKI/Shreveport**      **WLTJ/Pittsburgh**  
**WJQI/Virginia Beach**      **WRAL/Raleigh**

**Did Not Report For Two**  
**Consecutive Weeks, Not Used**  
**in This Week's Data (1):**  
**WHTX/Pittsburgh**

### MIDWEST

#### P1

**55KRC/Cincinnati**  
**Gary King**  
 RICK ASTLEY  
 Hottest:  
 PATTI LABELLE  
 RICHARD MARX  
 CHER  
 DON HENLEY  
 KENNY ROGERS

**WCCO/Minneapolis**  
**Curt Lundgren**  
 SIMPLY RED  
 MICHAEL DAMIAN  
 STEPHEN BISHOP  
 Hottest:  
 GLORIA ESTEFAN  
 BARRY MANILOW  
 SURFACE

#### P2

**WHBY/Appleton**  
**Salm/St. John**  
 MADONNA  
 SIMPLY RED  
 Hottest:  
 MICHAEL BOLTON  
 GLORIA ESTEFAN  
 BEE GEES  
 BEACH BOYS  
 DONNY OSMOND  
**WHBC/Canton**  
**Doug Lane**  
 PATTI LABELLE  
 Hottest:  
 CHER  
 BEACH BOYS  
 DONNY OSMOND  
 BEE GEES  
 SURFACE

#### WOOD/Grand Rapids

**Robb Westaby**  
 ELTON JOHN  
 JEFFERSON AIRPLAN  
 Hottest:  
 RICHARD MARX  
 GLORIA ESTEFAN  
 MICHAEL BOLTON  
 BEE GEES  
 DON HENLEY

#### WIBA/Madison

**Reed/Kay**  
 none  
 Hottest:  
 MIKE GARSON  
 RICHARD MARX  
 VAN MORRISON  
 MURRAY & ROGERS  
 CHRIS REA

#### WROK/Rockford

**McClure/Thomas**  
 none  
 Hottest:  
 DON HENLEY  
 BEE GEES  
 RICHARD MARX  
 MICHAEL BOLTON  
 SURFACE

#### P3

**WJBC/Bloomington**  
**Don Munson**  
 ELTON JOHN  
 DARRYL TOOKES  
 SHINE  
 SERGIO MENDES  
 POCO  
 BARRY MANILOW  
 Hottest:  
 BEE GEES  
 CHER  
 CUTTING CREW  
 ELTON JOHN  
 VAN MORRISON

#### WCIL/Carbondale

**Rich Bird**  
 CUTTING CREW  
 MICHAEL DAMIAN  
 JIMMY BUFFETT  
 Hottest:  
 RICHARD MARX  
 CHER  
 ADRIAN BELEW  
 SURFACE  
 BEE GEES

#### KFSB/Joplin

**Eric Williams**  
 POCO  
 BONNIE RAITT  
 SWING OUT SISTER  
 DARRYL TOOKES  
 JEFF HEALEY BAND  
 Hottest:  
 CHER  
 SURFACE  
 BEACH BOYS  
 MADONNA  
 ELTON JOHN

#### KFOR/Lincoln

**Cathy Blythe**  
 NATALIE COLE  
 SWING OUT SISTER  
 Hottest:  
 BEE GEES  
 SURFACE  
 BEACH BOYS  
 RICHARD MARX

#### KELO/Sioux Falls, SD

**Spanky Carmichael**  
 TEARS FOR FEARS  
 MOVING PICTURES  
 Hottest:  
 JEFF HEALEY BAND  
 RICHARD MARX  
 GLORIA ESTEFAN  
 BEACH BOYS  
 SURFACE

### SOUTH

#### P1

**KMGCD/Dallas**  
**Gary Shannon**  
 RICK ASTLEY  
 JEFFERSON AIRPLAN  
 Hottest:  
 JEFF HEALEY BAND  
 ELTON JOHN  
 CUTTING CREW  
 MADONNA  
 SIMPLY RED

**WLMG/New Orleans**  
**Nick Ferrara**  
 B.J. THOMAS  
 ROGERS & MURRAY  
 HARRY CONNICK JR.  
 Hottest:  
 GLORIA ESTEFAN  
 MICHAEL BOLTON  
 NATALIE COLE  
 RICHARD MARX  
 NEIL DIAMOND  
**WUSA/Tampa**  
**Irwin/Williams**  
 SURFACE  
 ELTON JOHN  
 Hottest:  
 CHER  
 BEE GEES  
 GLORIA ESTEFAN  
 MADONNA  
 DONNY OSMOND  
**WJQI/Norfolk**  
**John Daniel**  
 none  
 Hottest:  
 DON HENLEY  
 MICHAEL BOLTON  
 BEE GEES  
 RICHARD MARX  
 SURFACE

### P2

**KKMJ/Austin**  
**Bob Cole**  
 none  
 Hottest:  
 RICHARD MARX  
 DONNY OSMOND  
 GLORIA ESTEFAN  
 NATALIE COLE  
 B.J. THOMAS  
**WMAG/Greensboro**  
**John Jenkins**  
 ELTON JOHN  
 STARSHIP  
 Hottest:  
 GRAYSON HUGH  
 DONNY OSMOND  
 CHER  
 MADONNA  
 BEE GEES  
**WRKA/Louisville**  
**Kay/Shannon**  
 CUTTING CREW  
 POCO  
 Hottest:  
 CHER  
 MADONNA  
 KATRINA & THE W  
 SURFACE  
 BEACH BOYS

### WLMX/Chattanooga

**Burkett/Marshall**  
 MADONNA  
 Hottest:  
 RICHARD MARX  
 DON HENLEY  
 DOOBIE BROTHERS  
 BENNY MARDONES/  
 CHER  
**WMJ/Birmingham**  
**Ken Barnett**  
 none  
 Hottest:  
 BEE GEES  
 CHER  
 MADONNA  
 ELTON JOHN  
 GLORIA ESTEFAN

### WRVR/Memphis

**Hamlin/Spencer**  
 JEFF HEALEY BAN  
 BONNIE RAITT  
 JEFFERSON AIRPL  
 MICHAEL DAMIAN  
 Hottest:  
 BEE GEES  
 PATTI LABELLE  
 SURFACE  
 CUTTING CREW

### WMKB/Richmond

**Mike Ryan**  
 SURFACE  
 Hottest:  
 BEACH BOYS  
 MADONNA  
 RICHARD MARX  
 DONNY OSMOND  
 BEE GEES  
**KVKI/Shreveport**  
**Howard Clark**  
 none  
 Hottest:  
 MICHAEL BOLTON  
 BEE GEES  
 CHER  
 SURFACE  
 BEACH BOYS

### WRCZ/Flint

**Patrick/Downey**  
 SIMPLY RED  
 Hottest:  
 BEE GEES  
 SURFACE  
 CHER  
 BEACH BOYS  
 MADONNA  
**KUDL/Kansas City**  
**Don Bender**  
 BEACH BOYS  
 ELTON JOHN  
 Hottest:  
 CHER  
 BEE GEES  
 SURFACE  
 MADONNA  
 MICHAEL BOLTON

### KEFM/Omaha

**Lane/Kennedy**  
 MICHAEL BOLTON  
 Hottest:  
 GLORIA ESTEFAN  
 RICHARD MARX  
 CHER  
**WMTG/Terre Haute**  
**Thomas/Rush**  
 none  
 Hottest:  
 JEFF HEALEY B/  
 BEE GEES  
 DONNY OSMOND  
 BEACH BOYS

### KRAV/Tulsa

**Couch/Lee**  
 MILLI VANILLI  
 NATALIE COLE  
 BEACH BOYS  
 Hottest:  
 BEE GEES  
 CHER  
 MICHAEL BOLTON  
 DON HENLEY  
 SURFACE  
**KXLK/Wichita, KS**  
**Barry Casey**  
 ELTON JOHN  
 JEFF HEALEY BAN  
 MICHAEL BOLTON  
 Hottest:  
 BEE GEES  
 EXPOSE  
 MADONNA  
 CHER  
 MICHAEL DAMIAN

**49 Reporters**  
**42 Current Playlists**  
**Called in Frozen Playlist (1):**  
**WWMX/Baltimore**

### WEST

#### P1

**KHOW/Denver**  
**Murphy Huston**  
 SURFACE  
 Hottest:  
 RICHARD MARX  
 GLORIA ESTEFAN  
 BEE GEES  
 DONNY OSMOND  
 SIMPLY RED

**KFMB/San Diego**  
**Larson/Robertson**  
 DOOBIE BROTHERS  
 GLORIA ESTEFAN  
 JEFFERSON AIRPLAN  
 BONNIE RAITT  
 Hottest:  
 BEE GEES  
 CHER  
 SURFACE  
 MADONNA  
 MICHAEL BOLTON

#### P2

**KBOI/Boise**  
**Drew Harold**  
 POCO  
 CUTTING CREW  
 CHER  
 Hottest:  
 BEE GEES  
 SURFACE  
 MICHAEL BOLTON  
 MADONNA  
 RICHARD MARX

#### KUGN/Eugene

**O'Brien/James**  
 JEFFERSON AIRPLAN  
 JOHNNY MATHIS  
 Hottest:  
 MADONNA  
 DON HENLEY  
 RICHARD MARX  
 NATALIE COLE  
 JIMMY BUFFETT

#### KSSK/Honolulu

**Phil Abbott**  
 none  
 Hottest:  
 RICHARD MARX  
 BEE GEES  
 CECILIO & KAPONO  
 MICHAEL BOLTON  
 BEACH BOYS

**36 Current Reporters**  
**32 Current Playlists**

**Called in Frozen Playlist (2):**  
**WBEN/Bufalo**  
**WRVA/Richmond**

**Did Not Report, Playlist Frozen (2):**  
**WROK/Rockford**  
**WTVN/Columbus**

### WEST

#### P1

**KKCW/Portland**  
**Bill Minckler**  
 MADONNA  
 BEACH BOYS  
 Hottest:  
 RICHARD MARX  
 GLORIA ESTEFAN  
 CHER  
 BEE GEES  
 MICHAEL BOLTON

### KXOA-FM/Sacramento

**Casey/Clem**  
 BEE GEES  
 Hottest:  
 MICHAEL BOLTON  
 RICHARD MARX  
 GLORIA ESTEFAN  
 DONNY OSMOND  
 DON HENLEY

#### P2

**KLKY/Bakersfield**  
**Russ Davidson**  
 PATTI LABELLE  
 Hottest:  
 BEE GEES  
 MICHAEL BOLTON  
 RICHARD MARX  
 CHER  
 BEACH BOYS

### KYK/Tucson

**Adrienne Walker**  
 WATERFRONT  
 MICHAEL DAMIAN  
 JEFF HEALEY BAND  
 BEACH BOYS  
 JACKSON BROWNE  
 POCO  
 RICK ASTLEY  
 KENNY ROGERS  
 Hottest:  
 MICHAEL BOLTON  
 PATTI LABELLE  
 BEE GEES  
 SURFACE  
 CUTTING CREW

Chart listing for National Airplay with columns LW, TW, and track titles. Includes entries for Pat Metheny, Sam Cardon, Jim Chappell, Spyro Gyra, Billy Joe Walker, Jr., Tom Coster, George Benson, Michael Tomlinson, Oceans, Images, Yellowjackets, Sandy Owen, Jean Luc Ponty, Cusco, Montreux, Peter Moffitt, Tuck & Patti, Acoustic Alchemy, Bill Wolfert, Skipper Wise, Eric Bikaes, William Aura and Friends, Richard Elliot, Leo Gandelman, Neil Larsen, Tell Me Tell Me, Dan Siegel, Full Swing, Stanley Turrentine, and Van Morrison.

Chart listing for Contemporary Jazz with columns LW, TW, and track titles. Includes entries for Pat Metheny, Stanley Turrentine, Yellowjackets, George Benson, Lou Rawls, Harry Connick Jr., Jean Luc Ponty, David Friesen, Rob Mullins, William Galison, Billy Childs, Christopher Hollyday, Peter Moffitt, Wynton Marsalis, Branford Marsalis, Bob Thompson, Joe Williams, Milton Nascimento, Spyro Gyra, Marvin Smith, Rick Margitza, Miles Davis, Leo Gandelman, Ana Caram, John Scofield, Don Cherry, Sandy Owen, Frank Morgan All-Stars, Montreux, and James Moody.

Table titled 'MOST ADDED LPS' listing artists and their chart positions: Steve Kujala (13), William Ellwood (11), Patrick O'Hearn (10), Thom Rotella (10), Yanni (9), Vonda Shepard (7), Danny O'Keefe (6), Mark Winkler (6).

Table titled 'HOTTEST LPS' listing artists and their chart positions: Pat Metheny (20), Sam Cardon (15), Jim Chappell (14), George Benson (12), Michael Tomlinson (9), Spyro Gyra (8).

Table titled 'HOT TRACKS' listing artists and their chart positions: William Ellwood/Path (1), David Hayes/Giant's (1), Thom Rotella/Gonna (1), Vonda Shepard/Don't (1).

Table titled 'MOST ADDED LPS' listing artists and their chart positions: Steve Kujala (10), Current Events (7), James Moody (7), Gene Harris (6), Rick Margitza (6), Christopher Mason (6), Thom Rotella (5).

Table titled 'HOTTEST LPS' listing artists and their chart positions: Pat Metheny (22), George Benson (16), Stanley Turrentine (15), Yellowjackets (15), Harry Connick Jr. (10), Jean Luc Ponty (9), Billy Childs (8).

Table titled 'HOT TRACKS' listing artists and their chart positions: Thom Rotella/Journey (1).

NEW & ACTIVE

List of new and active releases for National Airplay, including: Herb Alpert "My Abstract Heart", Wind Machine "Rain Maiden", Thom Rotella "Home Again", Gontiti "In The Garden", Lethal Weapon II "Soundtrack", Greg Mathieson "For My Friends", William Ellwood "Vista", Carol Nethen "A View From The Bridge", Maria McKee "Maria McKee", Hollis Gentry "Hollis Gentry's Neon Nights", Steve Kujala "The Arms Of Love", and Harry Connick Jr. "When Harry Met Sally..."

NEW & ACTIVE

List of new and active releases for Contemporary Jazz, including: Herb Alpert "My Abstract Heart", Azymuth "Tudo Bem", Oceans "Riding The Tide", Billy Joe Walker Jr. "Painting Music", Mike Garson "Remember Love", Current Events "Current Events", Lethal Weapon II "Soundtrack", Greg Mathieson "For My Friends", Thom Rotella "Home Again", Monte Croft "A Higher Fire", Tom Coster "Did Jah Miss Me!?", and Oscar Castro-Neves "Maracuja".

\* Uncharted Breakers denoted by one asterisk

\*\* Chart Extra denoted by two asterisks



LOU RAWLS

Top 5 For The 7th Week!



STANLEY TURRENTINE

#3 Hottest #29 NAC



RICK MARGITZA

Debut CJ 3rd Week Out!

50th ANNIVERSARY BLUE NOTE





## BREAKERS

### S.O.S. BAND

**I'm Still Missing Your Love (Tabu/CBS)**

74% of our reporting stations on it. Rotations: Heavy 1/0, Medium 22/0, Light 50/16, Total Adds 16 including HOT104, KMJQ, KRNB, WYLD, PWR94, WTLZ, OC104, WAGH, WJJS, WTLZ. Debuts at number 38 on the Urban Contemporary chart.

### KASHIF

**Personality (Arista)**

70% of our reporting stations on it. Rotations: Heavy 0/0, Medium 6/1, Light 63/29, Total Adds 30 including WXYV, WRKS, KHYS, WYLD, HOT103, WBLZ, WZAK, WTLZ, KPRS, XHRM.

**HEAVY D. & THE BOYZ featuring AL B. SURE!**  
**Somebody For Me (MCA)**

66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 11/2, Light 54/28, Total Adds 30 including WILD, WUSL, KRNB, PWR94, WGCI, WBLZ, KMJM, WWKX, WBLX, KDKO.

### CHILL

**Cold Fresh Groove (Orpheus/EMI)**

62% of our reporting stations on it. Rotations: Heavy 1/0, Medium 20/1, Light 40/13, Total Adds 14 including WVEE, WEDR, WTLZ, KPRS, XHRM, KSOL, WQFX, WDKT, U102, WFXM.

## NEW & ACTIVE

### STEPHANIE MILLS "Home" (MCA) 56/26

Rotations: Heavy 1/1, Medium 7/1, Light 48/24, Total Adds 26 including WXYV, WRKS, KMJQ, WEDR, WBLZ, WTLZ, XHRM, KSOL, WNHC, WWKX. Mediums include: WDAS, WAGH, WFXC, WDKT, WICI.

### WRECKS-N-EFFECT "New Jack Swing" (Motown) 56/10

Rotations: Heavy 4/0, Medium 22/1, Light 30/9, Total Adds 10, WJMH, PWR94, WZAK, KPRS, WJIZ, KBCE, KQXL, WQFX, WTMP, KBUZ. Heavy: KRNB, KDAY, WFXC, WJMI. Mediums include: WAMO, KHYS, K97, HOT103, WFXA.

### EPMD "So What Cha Sayin'" (Fresh/Sleeping Bag) 52/5

Rotations: Heavy 5/0, Medium 23/2, Light 24/3, Total Adds 5, KHYS, KMJQ, KPRS, WJMI, WBLX. Heavy: KDAY, WPAL, WIKS, WOOK, WVOI. Mediums include: WHUR, HOT104, K97, KRNB, WYLD.

### YOUNG MC "Bust A Move" (Delicious Vinyl/Island) 52/4

Rotations: Heavy 0/0, Medium 9/0, Light 18/4, Total Adds 4, KMJM, WJMI, WQIC, K98-FM. Heavy: WEDR, XHRM, WENN, WGPR. Mediums include: WAMO, HOT104, KMJQ, K97, KRNB. Debuts at number 40 on the Urban Contemporary chart.

### ZAPP "Ooh Baby Baby" (Reprise) 51/15

Rotations: Heavy 0/0, Medium 30/0, Light 18/4, Total Adds 15 including WHJX, WQHT, WYLD, XHRM, WJIZ, WXOK, WATV, WZFX, WLOU, K98-FM. Mediums include: WAMO, WKYS, WEDR, WGCI, WZAK.

### HERB ALBERT "3 O'Clock Jump" (A&M) 49/5

Rotations: Heavy 0/0, Medium 2/0, Light 47/5, Total Adds 5, WDAS, WEDR, Z16, KIPR, WIKS. Medium: WJIZ, WFXE.

### 100B "Steppin' Out Tonight" (Crush) 47/8

Rotations: Heavy 0/0, Medium 13/0, Light 34/8, Total Adds 8, KPRS, WFXA, WQMG, KIIZ, WJJS, WIKS, KMJJ, WDDZ. Mediums include: KMJM, WWKX, KBCE, WJTT, KFXZ.

### BIG DADDY KANE "Smooth Operator" (Cold Chillin'/Reprise) 47/7

Rotations: Heavy 4/0, Medium 14/0, Light 29/7, Total Adds 7, KRNB, WGCI, WBLZ, KSOL, WALT, K98-FM, WTUG. Heavy: WRKS, HOT103, KDAY, HOT96. Mediums include: WILD, KHYS, WEDR, WYLD, WWKX.

### DIANA ROSS "This House" (Motown) 46/5

Rotations: Heavy 0/0, Medium 17/0, Light 29/5, Total Adds 5, WYLD, WXOK, KFXZ, WJJS, KMJJ. Mediums include: WXYV, WVEE, WEDR, HOT103, WPAL.

### FLAME with TONY TERRY "On The Strength" (Epic) 45/2

Rotations: Heavy 3/0, Medium 27/0, Light 15/2, Total Adds 2, KRNB, KIIZ. Heavy: KSOL, WWKX, Z104. Mediums include: WAMO, WHUR, HOT104, KHYS, KMJQ.

### KARYN WHITE "Slow Down" (WB) 42/10

Rotations: Heavy 0/0, Medium 15/1, Light 27/9, Total Adds 10, HOT103, KPRS, WWKX, WATV, U102, KIPR, WJJS, WIQI, WTMP, HOT96. Mediums include: WDAS, WAMO, HOT104, KSOL, WNHC.

### MILLI VANILLI "Girl I'm Gonna Miss You" (Arista) 42/6

Rotations: Heavy 8/0, Medium 19/0, Light 15/6, Total Adds 6, WDAS, WUSL, KRNB, KIIZ, KBUZ, WVOI. Heavies include: WAMO, KHYS, WHJX, WZAK, KSOL. Mediums include: WQHT, KPRS, XHRM, OC104, WWKX.

### DE LA SOUL "Say No Go" (Tommy Boy) 41/12

Rotations: Heavy 0/0, Medium 8/0, Light 33/12, Total Adds 12 including KRNB, WWKX, WFXA, WENN, WZFX, Z104, U102, WFXM, WBLX, HOT105. Mediums include: KMJQ, K97, WZAK, WXOK, WMGL.

### DINO "Sunshine" (4th & Broadway/Island) 40/14

Rotations: Heavy 0/0, Medium 7/0, Light 33/14, Total Adds 14 including WJMH, KHYS, WGCI, KPRS, WENN, WMGL, WAGH, Z104, U102, WALT. Mediums include: HOT103, KSOL, WFXA, WIKS, WTMP.

### BARDEUX "I Love The Bass" (Enigma) 39/9

Rotations: Heavy 0/0, Medium 6/0, Light 33/9, Total Adds 9, WHUR, KRNB, WGCI, KPRS, XHRM, WNHC, U102, WIQI, WTUG. Mediums include: KSOL, WJTT, KIPR, WOOK, KPRV.

### BOYS "Happy" (Motown) 38/2

Rotations: Heavy 2/0, Medium 20/0, Light 16/2, Total Adds 2, WBLZ, KPRS. Heavy: WEDR, WTLZ. Mediums include: WAMO, PWR94, KMJM, KDAY, KJLH.

### SHABAZZ "Respect" (RCA) 37/6

Rotations: Heavy 0/0, Medium 6/0, Light 31/6, Total Adds 6, PWR94, WFXA, WPAL, WFXM, WCDX, WANM. Mediums include: KMJM, KBCE, WZFX, WEAS, KMJJ.

### D.O.C. "It's Funky Enough" (Ruthless/Atlantic) 37/5

Rotations: Heavy 3/0, Medium 12/0, Light 22/5, Total Adds 5, WXYV, WGCI, WBLZ, WENN, WPEG. Heavy: WZAK, KDAY, WFXC. Mediums include: WAMO, KHYS, K97, KRNB, WEDR.

### WILL CLAYTON "Tell Me" (Polydor) 35/17

Rotations: Heavy 0/0, Medium 3/1, Light 32/16, Total Adds 17 including WJIZ, KBCE, WATV, WENN, Z93, WFXE, WQFX, KIIZ, KFXZ, K98-FM. Medium: KRNB, WAGH.

### FAT BOYS "Lie's" (Tin Pan Apple/Mercury) 33/7

Rotations: Heavy 0/0, Medium 2/0, Light 31/7, Total Adds 7, KPRS, WJIZ, WFXE, KFXZ, Z16, WTUG, KDKO. Medium: HOT104, WPAL.

### THIRD WORLD "It's The Same Old Song" (Mercury) 33/7

Rotations: Heavy 0/0, Medium 6/0, Light 27/7, Total Adds 7, WVEE, WEDR, PWR94, WWDM, WPGA, WQOK, KDIA. Mediums include: WDAS, OC104, WMGL, WAGH, WFXE.

### RUN-D.M.C. "Pause" (Profile) 33/4

Rotations: Heavy 1/0, Medium 2/0, Light 30/4, Total Adds 4, WHUR, WQMG, WQIS, KDKS. Heavy: KDAY. Medium: WZAK, WPAL.

### TROOP "I'm Not Soupped" (Atlantic) 28/28

Rotations: Heavy 0/0, Medium 0/0, Light 28/28, Total Adds 28 including WILD, HOT104, KMJQ, WYLD, WZAK, WTLZ, KMJM, KDAY, KBCE, KQXL.

### MIKKI BLEU "I Promise" (EMI) 27/14

Rotations: Heavy 0/0, Medium 2/0, Light 25/14, Total Adds 14 including KPRS, KBCE, WXOK, Z93, WWDM, WEUP, KIIZ, U102, WLOU, WJJS. Medium: WZAK, WCDX.

MOST ADDED		HOTTEST		TOP 10 RECURRENTS	
HEAVY D. & BOYZ (30)	KASHIF (30)	MAZE (68)	EDDIE MURPHY (65)	LW TW	
TROOP (28)	STEPHANIE MILLS (26)	ERIC GABLE (46)	AFTER 7 (44)	1	1 BABYFACE/It's
MIKI HOWARD (24)	ALYSON WILLIAMS (23)	SOUL II SOUL (42)	SYBIL (29)	9	2 RILEY & GUY/My
ZIGGY MARLEY & THE... (19)	WILL CLAYTON (17)	E.U. (25)	JANET JACKSON (17)	3	3 ISLEYS/Spend
S.O.S. BAND (16)	S.O.S. BAND (16)	D'ATRA HICKS (15)	JACKSONS (14)	4	4 VESTA/Congratulations
MANHATTANS (15)	ZAPP (15)			5	5 SOUL II SOUL/Keep

**MIKI HOWARD "Ain't Nuthin' In The World"** (Atlantic) 26/24  
Rotations: Heavy 0/0, Medium 1/1, Light 25/23, Total Adds 24 including WAMO, WHUR, KRNB, HOT103, WZAK, WENN, WMGL, Z93, WPEG, WFXE.

**ZIGGY MARLEY & THE MELODY MAKERS "Look Who's Dancing"** (Virgin) 26/19  
Rotations: Heavy 1/0, Medium 5/1, Light 20/18, Total Adds 19 including KRNB, WGCI, KPRS, KDAY, WJIZ, KBCE, WFXA, WPAL, Z93, WAGH. Heavy: XHRM. Medium: WILD, WAMO, WNHC, WIKS.

**RANDY CRAWFORD "Knockin' On Heaven's Door"** (WB) 26/12  
Rotations: Heavy 0/0, Medium 4/0, Light 22/12, Total Adds 12 including HOT104, KRNB, HOT103, WJIZ, WXOK, WMGL, WFXE, WDKT, WEUP, WQIC. Medium: WKYS, K98-FM, WEAS, WTUG.

**JAKI GRAHAM "From Now On"** (Orpheus/EMI) 26/5  
Rotations: Heavy 0/0, Medium 5/0, Light 21/5, Total Adds 5, WQFX, KFXZ, WQIC, WIKS, KDKO. Medium: KMJM, WJTT, WFXE, WEAS, WTLZ.

## SIGNIFICANT ACTION

**ALYSON WILLIAMS "Just Call My Name"** (Def Jam/Columbia) 24/23  
Rotations: Heavy 0/0, Medium 0/0, Light 24/23, Total Adds 23 including WHUR, WEDR, WYLD, PWR94, WTLZ, KMJM, KDAY, XHRM, WNHC, KBCE.

**DENZIL FOSTER & THOMAS McELROY "Dr. Soul"** (Atlantic) 24/6  
Rotations: Heavy 0/0, Medium 2/0, Light 22/6, Total Adds 6, WEDR, XHRM, Z93, WWDM, WQMG, KDKO. Medium: WAGH, WQIC.

**MICHAEL BOLTON "Soul Provider"** (Columbia) 24/1  
Rotations: Heavy 3/0, Medium 12/0, Light 9/1, Total Adds 1, KIPR. Heavy: WQOK, WIQI, KACE. Mediums include: WXYV, WDAS, WUSL, WHUR, XHRM.

**VESTA "How You Feel"** (A&M) 23/11  
Rotations: Heavy 0/0, Medium 2/1, Light 21/10, Total Adds 11 including KPRS, WNHC, WWKX, WMGL, Z93, WLOU, WFXM, WPGA, WTMP, WGPR. Medium: WPAL.

**VANESSA BELL ARMSTRONG "Something Inside So Strong"** (Jive/RCA) 23/8  
Rotations: Heavy 0/0, Medium 3/0, Light 20/8, Total Adds 8, WEDR, KPRS, WQIC, WQOK, KMJJ, WANM, WIQI, WGPR. Medium: WTMP, WVOI, KDIA.

**GEOFFREY WILLIAMS "Prisoner Of Love"** (Atlantic) 22/1  
Rotations: Heavy 0/0, Medium 5/0, Light 17/1, Total Adds 1, WJMI. Medium: KRNB, WJTT, WFXE, WTMP, KDIA.

**PERRI "Feels So Good"** (Motown) 21/10  
Rotations: Heavy 0/0, Medium 3/0, Light 18/10, Total Adds 10, WDAS, WTLZ, KMJM, KDAY, WMGL, WPAL, KIIZ, WALT, WCDX, WGPR. Medium: WUSL, WHUR, WKYS.

**GERALD ALSTON "Stay A Little While"** (Taj/Motown) 21/6  
Rotations: Heavy 0/0, Medium 0/0, Light 21/6, Total Adds 6, KMJQ, WQHT, WQIS, WANM, KDKO, KDIA.

**CHRIS BENDER "Baby Girl"** (Epic) 21/1  
Rotations: Heavy 1/0, Medium 5/0, Light 15/1, Total Adds 1, WAGH. Heavy: WEAS. Medium: K97, WJIZ, WATV, WJTT, WCDX.

**BARRY WHITE "Super Lover"** (A&M) 20/14  
Rotations: Heavy 0/0, Medium 2/1, Light 18/13, Total Adds 14 including WAMO, HOT103, WTLZ, KPRS, KMJM, WJIZ, WXOK, WFXC, U102, WALT. Medium: WAGH.

**RICHARD ELLIOT featuring BOBBY CALDWELL "In The Name Of Love"** (Intima/Enigma) 20/6  
Rotations: Heavy 0/0, Medium 2/0, Light 18/6, Total Adds 6, KRNB, HOT103, HOT105, WIQI, WTUG, HOT96. Medium: WPAL, WTMP.

**M.C. HAMMER "They Put Me In The Mix"** (Capitol) 20/4  
Rotations: Heavy 3/0, Medium 4/0, Light 13/4, Total Adds 4, KSOL, U102, KIPR, WBLX. Heavy: WJMH, KDAY, WJHM. Medium: K97, WATV, WQAL, WPEG.

**2 LIVE CREW "Me So Horny"** (Luke Skywalker) 16/1  
Rotations: Heavy 5/0, Medium 2/0, Light 9/1, Total Adds 1, KIIZ. Heavy: KHYS, WEDR, WQHT, WBLX, WJHM. Medium: WJMH, WEAS.

**MANHATTANS "Why You Wanna Love Me Like That"** (Valley View/Allegiance) 15/15  
Rotations: Heavy 0/0, Medium 0/0, Light 15/15, Total Adds 15 including KMJQ, KRNB, WNHC, WWKX, KBCE, Z104, WDKT, KIIZ, WALT, K98-FM.

## NEW ARTISTS

Reports/Adds	
1 WRECKS-N-EFFECT/New Jack Swing (Motown)	56/10
2 EPMD/So What Cha Sayin' (Fresh/Sleeping Bag)	52/5
3 YOUNG MC/Bust A Move (Delicious Vinyl/Island)	52/4
4 BIG DADDY KANE/Smooth Operator (Cold Chillin'/Reprise)	47/7
5 FLAME with TONY TERRY/On The Strength (Epic)	45/2
6 BARDEUX/I Love The Bass (Enigma)	39/9
7 SHABAZZ/Respect (RCA)	37/6
8 D.O.C./It's Funky Enough (Ruthless/Atlantic)	37/5
9 WILL CLAYTON/Tell Me (Polydor)	35/17
10 JAKI GRAHAM/From Now On (Orpheus/EMI)	26/5

New artists have not yet had a UC Breaker.



# MICA PARIS

*Breathe life into me*

URBAN CONTEMPORARY CHART **26**

INHALE THE INSPIRATION

THE BEAUTY OF THE SONG WILL TAKE YOUR BREATH AWAY

PRODUCED BY L'EQUIPE  
MANAGEMENT:  
THE GARFIELD GROUP  
BRUCE GARFIELD  
NEW YORK CITY



AVAILABLE ON ISLAND COMPACT DISCS, CASSETTES AND RECORDS

UC ADDS & HOTS

EAST

WXYV/Baltimore Sampaon/Lewis
JANET JACKSON D.O.C.
STEPHANIE MILLS
JODY WATLEY
KASHIF
Hottest:
MAZE
SYBILL
SOUL II SOUL
EDDIE MURPHY
ERIC GABLE

SOUTH

WJZ/Albany Tony Wright
WRECKS-N-EFFECT
WILL CLAYTON
STEPHANIE MILLS
ZIGGY MARLEY & TH
FAT BOYS
RANDY CRAWFORD
ZAPP
BARRY WHITE
PATTI DAY
Hottest:
MAZE
D'ATRA HICKS
EDDIE MURPHY
ERIC GABLE

WPAL/Charleston Don Kendrick

TERRY TATE
SHABAZZ
CHUCKII BOOKER
CRIMINAL ELEMENT
HEAVY D. & BOYZ
S.O.S. BAND
CHUBB ROCK
L'TRIMM
ZIGGY MARLEY & TROOP
PERRI
Hottest:
SYBILL
EDDIE MURPHY
ERIC GABLE
SOUL II SOUL
AFTR 7

WZFX/Fayetteville Tony Lype

MILES JAYE
ALYSON WILLIAMS
ZAPP
KASHIF
DE LA SOUL
MIKI HOWARD
CRIMINAL ELEMENT
ZIGGY MARLEY & SYBILL
Hottest:
EDDIE MURPHY
ERIC GABLE
SOUL II SOUL
AFTR 7

WJMU/Jackson Todd/Jones

MIKKI BLEU
YOUNG MC
TINA TURNER
JOYCE IRBY
EPMD
GEOFFREY WILLIA
Hottest:
CONTROLLERS
REGINA BELLE
D'ATRA HICKS
WRECKS-N-EFFECT
SOUL II SOUL

WLOU/Louisville Ange Canessa

ZAPP
MIKI HOWARD
JODY WATLEY
KASHIF
MIKKI BLEU
VESTA
Hottest:
MAZE
E.U.
AFTR 7
EDDIE MURPHY
TERRY TATE

WHQT/Miami Isley/Reese

PAULA ABDUL
JERMAINE JACKSON
TWIN HYPER
PRINCE
MAZE
GERALD ALSTON
ZAPP
Hottest:
VESTA
KARYN WHITE
JODY WATLEY
2 LIVE CREW
MILLI VANILLI

WJHM/Orlando Linsey/Hollywood

L'TRIMM
JOYCE IRBY
Hottest:
ERIC GABLE
2 LIVE CREW
M.C. HAMMER
BABYFACE
PATTI LABELLE

WTMP/Tampa Chris Turner

KASHIF
DINO
ZIGGY MARLEY & TROOP
VESTA
KARYN WHITE
M.C. REEL and ti
STEPHANIE MILLS
WRECKS-N-EFFECT
MANHATTANS
MIKKI BLEU
Hottest:
FULL FORCE
EDDIE MURPHY
MAZE
ERIC GABLE
JACKSONS

Z92/Tyler Vanessa Barryer

none
Hottest:
SHARON BRYANT
ERIC GABLE
E.U.
MAZE
NATALIE COLE

MIDWEST

WQCI/Chicago Jimmy Smith
DINO
ZIGGY MARLEY & TH
CHERYL LYNN
HEAVY D. & BOYZ
BIG DADDY KANE
D.O.C.
BARDEUX
Hottest:
MAZE
ERIC GABLE
EDDIE MURPHY
SOUL II SOUL
JANET JACKSON
RHONDA CLARK

WTLC/Indianapolis Johnson/Buchanan

BARRY WHITE
RAMSEY 2C 3D
KASHIF
CHILL
S.O.S. BAND
PERRI
STEPHANIE MILLS
ALYSON WILLIAMS
TROOP
Hottest:
ERIC GABLE
D'ATRA HICKS
JACKSONS
MAZE

KPRW/Oklahoma City Darnell Swift

TROOP
HEAVY D. & BOYZ
RANDY CRAWFORD
MANHATTANS
L'TRIMM
SCHOLLY D
DOUBLE T
Hottest:
ERIC GABLE
AFTR 7
JANET JACKSON
EDDIE MURPHY

WQIS/Laurel Ron Davis

BOBBY BROWN
HEAVY D. & BOYZ
RUN D.M.C.
KASHIF
CHUCKII BOOKER
GERALD ALSTON
CHRISTOPHER WILLI
Hottest:
ERIC GABLE
E.U.
SHARON BRYANT
D'ATRA HICKS
NATALIE COLE

WQIC/Meridian Larry Carr

S.O.S. BAND
KASHIF
YOUNG MC
RANDY CRAWFORD
L.L. COOL J
VANESSA BELL ARM
JAKI GRAHAM
Hottest:
MAZE
EDDIE MURPHY
SOUL II SOUL
NATALIE COLE

WYLD-FM/New Orleans Atkins/Wallace

KASHIF
KOO MOE DEE
S.O.S. BAND
TROOP
CHERYL LYNN
ALYSON WILLIAMS
DIANA ROSS
MICA PARIS
BE BE & CE CE W
PRINCE
JAMES INGRAM
ZAPP
Hottest:
ERIC GABLE
JACKSONS
EDDIE MURPHY
MAZE

WQIC/Tallahassee Eric Angel

KARYN WHITE
BE BE & CE CE WIN
ZIGGY MARLEY & TH
ICE CREAM TEE
MIKI HOWARD
VANESSA BELL ARME
EL DEBARGE
MIKKI BLEU
RANDY CRAWFORD
SUCCESS-N-EFFECT
MAVIS STAPLES
CALDWELL & ELLIO
HOWARD HUNTSBERR
KASHIF
BARDEUX
TROOP
WILL CLAYTON
Hottest:
ERIC GABLE
EDDIE MURPHY
JACKSONS
AFTR 7

WQIC/Meridian Larry Carr

S.O.S. BAND
KASHIF
YOUNG MC
RANDY CRAWFORD
L.L. COOL J
VANESSA BELL ARM
JAKI GRAHAM
Hottest:
MAZE
EDDIE MURPHY
SOUL II SOUL
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WQIC/Meridian Larry Carr

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L.L. COOL J
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JAKI GRAHAM
Hottest:
MAZE
EDDIE MURPHY
SOUL II SOUL
NATALIE COLE

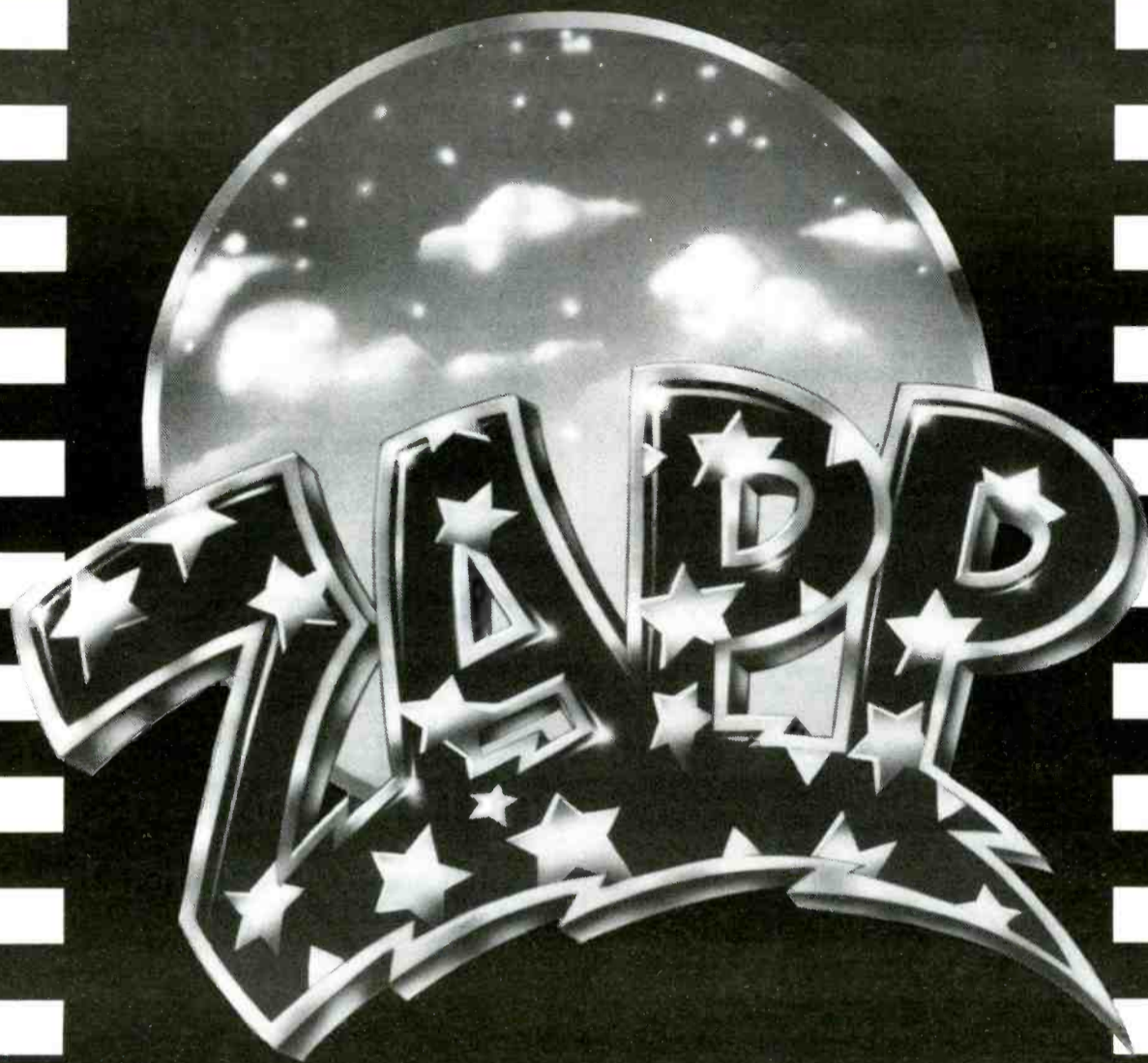
WQIC/Meridian Larry Carr

S.O.S. BAND
KASHIF
YOUNG MC
RANDY CRAWFORD
L.L. COOL J
VANESSA BELL ARM
JAKI GRAHAM
Hottest:
MAZE
EDDIE MURPHY
SOUL II SOUL
NATALIE COLE

98 Current Reporters
93 Current Reports

Called in Frozen Playlist (5):
KJLH/Los Angeles
KROZ (Z92)/Tyler, TX
WHRK (K97)/Memphis
WZFX/Cincinnati
WKYS/Washington

New UC Reporters (8):
WAGH/Columbus, GA
WEUP/Huntsville, AL
WFXM/Macon, GA
WHJX/Jacksonville, FL
WHQT/Miami
WJMH/Greensboro, NC
WMGL/Charleston, SC
WPGA/Macon, GA



# “OOH BABY BABY”

a totally

zapp-ified

version

of the smokey robinson classic!

from the new album

zapp v

produced by roger troutman

**MOST ADDED  
NOW ON 51 UC REPORTERS  
& BREAKER BOUND**





NEW & ACTIVE

**SHENANDOAH "Two Dozen Roses" (Columbia) 103/58**

Rotations: Heavy 0, Medium 20, Light 83, Total Adds 58 including WPOC, WQCB, WYRK, WRKZ, WZPR, WDSY, WPOR, WYNN, WXBQ, WJUS, KHEY, WESC, KIKK, WLWI, WSM, WQWW, WQYK, WIRK, WFMS, WDAF, KSON. Debuts at number 45 on the Country chart.

**DON WILLIAMS "I've Been Loved By The Best" (RCA) 100/50**

Rotations: Heavy 1, Medium 26, Light 73, Total Adds 50 including WYRK, WXTU, WDSY, KIKK, WIVK, KSSN, WLWI, WCHY, WHOK, WTSO, KWEN, KZSN, KUZZ, KIZN, KKCS, KCCY, KIIQ, KSOP, KMPS, KIIM. Debuts at number 42 on the Country chart.

**TRAVIS TRITT "Country Club" (WB) 100/30**

Rotations: Heavy 2, Medium 33, Light 65, Total Adds 30 including WCAO, WTCR, WILQ, WORC, WKHX, WLVK, WRNS, KSCS, KHEY, KSSN, WKSJ, WKNN, WYYD, WSLR, WONE, KJJY, WKKQ, KUZZ, KKCS, KJWJ. Moves 47-43 on the Country chart.

**LORRIE MORGAN "Out Of Your Shoes" (RCA) 96/33**

Rotations: Heavy 1, Medium 33, Light 62, Total Adds 33 including WWSO, WAYZ, KEAN, WKAK, KRRV, WESC, KIKK, WAMZ, WKSJ, WLWI, WNOE, WWKA, WYYD, WCHY, WGEE, WFMS, KZKX, K102, KUZZ, KKAT. Moves 48-44 on the Country chart.

**MARTY STUART "Cry Cry Cry" (MCA) 93/11**

Rotations: Heavy 4, Medium 35, Light 54, Total Adds 11, WVAM, WTCR, WILQ, KASE, WGKX, KNFM, WYYD, WCHY, WQYK, WSLR, KRAK. Heavy: WICO, KRKT, KALF, KDRK. Medium: WDSY, KEAN, WRNS, WAXX, KUGN. Moves 48-44-41 on the Country chart.

**CANYON "Hot Nights" (16th Avenue/Capitol) 84/7**

Rotations: Heavy 4, Medium 33, Light 47, Total Adds 7, WVAM, CHOW, WLVK, WKYQ, WQYK, WBVE, K102, Heavy: WSTH, WTVY, KFGO, KDRK. Medium: WWSY, KSCS, KPLX, WMIL, KTTS, KRKT, KIK-FM, KASH, KMIX. Moves 47-43-40 on the Country chart.

**WILD ROSE "Breaking New Ground" (Universal) 78/31**

Rotations: Heavy 0, Medium 24, Light 54, Total Adds 31 including WCAO, WICO, KASE, KLLL, WGKX, WSIX, WKYQ, WPAP, WKNN, WQWW, WQDR, WQYK, KJNE, WDAF, WTSO, WOW, WTHI, KIK-FM, KGHL, KTOM. Debuts at number 48 on the Country chart.

**HOLLY DUNN "There Goes My Heart Again" (WB) 62/48**

Rotations: Heavy 1, Medium 18, Light 43, Total Adds 48 including WWSY, WRKZ, WAJR, KMML, KASE, WUSY, WGKX, WLWI, WSM, WQDR, WYYD, WYNG, WDAF, KTTS, WTHI, KRKT, KRST, KMIX, KNIX, KDRK. Debuts at number 49 on the Country chart.

**VINCE GILL "Never Alone" (MCA) 57/23**

Rotations: Heavy 0, Medium 11, Light 46, Total Adds 23, WDSY, KMML, WSOC, WESC, WIVK, KLLL, WOKK, WSIX, WSM, WNOE, WPAP, WQDR, KKYX, WYNG, WTSO, KCJB, WWJO, WTHI, WTCM, KIK-FM, KGHL, KIIQ, KSOP.

**RONNIE MILSAP "A Woman In Love" (RCA) 55/55**

Rotations: Heavy 1, Medium 11, Light 43, Total Adds 55 including WPOC, KASE, WXBQ, WSOC, KPLX, KIKK, WIVK, WGKX, WCMS, WTOR, WDAF, WMUS, KXY, KVOO, KZLA, KNIX, KTOM, KCKC, KSON, KMPS.

**LARRY GATLIN & THE GATLIN BROS. "Number One Heartache Place" (Universal) 53/15**

Rotations: Heavy 0, Medium 17, Light 36, Total Adds 15, WWSO, WPOR, WICO, WRNS, WESC, WDXE, KJNE, WUSQ, WHOK, WTHI, KWOX, KUZZ, KIZN, KNCQ, KSOP. Medium: WTVY, WFLS, KFDI, KRKT, KTOM.

SIGNIFICANT ACTION

**LEE GREENWOOD "I Go Crazy" (MCA) 38/13**

Rotations: Heavy 0, Medium 10, Light 28, Total Adds 13, KMML, WFLS, WNOE, WPAP, KAJA, KKYX, KFGO, KCJB, WOW, KTTS, WTCM, KASH, KEKB. Medium: WTVY, WWKA, KRKT, KGHL, KRWQ, KMIX.

**WAYLON JENNINGS "You Put The Soul In The Song" (MCA) 32/6**

Rotations: Heavy 0, Medium 10, Light 22, Total Adds 6, KRRV, KISSFM, KWMT, WOW, WTHI, KDRK. Medium: WICO, WSTH, KFGO, KTTS, KRKT, KASH, KALF, KTOM. Light: WZPR, WLVK, KXIX, WAXX, KFDI, KCKC.

**JANIE FRICKIE "Give 'Em My Number" (Columbia) 26/15**

Rotations: Heavy 0, Medium 7, Light 19, Total Adds 15, WCAO, WRKZ, WICO, WNOE, KAJA, KKYX, WAXX, KFGO, KCJB, WTCM, KRKT, KALF, KEKB, KWJJ, KNCQ. Medium: WSTH, WTVY, KIKK, WIRK, KFDI.

**MOE BANDY "This Night Won't Last Forever" (Curb) 25/14**

Rotations: Heavy 0, Medium 5, Light 19, Total Adds 14, WFLS, WNOE, WQDR, KAJA, KKYX, WUSQ, WSLR, KFGO, KWMT, KCJB, KFDI, KWOX, KALF, KDRK. Medium: WTVY, WCMS, KRKT.

**BUTCH BAKER "Our Little Corner" (Mercury) 24/5**

Rotations: Heavy 0, Medium 5, Light 19, Total Adds 5, KCJB, WOW, KWOX, KEKB, KDRK. Medium: WSTH, WIVK, KFGO, KRKT. Light: WWSY, WICO, WTVY, KXIX, WMSI, WDXE, KYKX, WNOE, WAXX, KUUY, KRWQ.

**DWIGHT YOAKAM "Long White Cadillac" (Reprise) 23/22**

Rotations: Heavy 0, Medium 4, Light 19, Total Adds 22, WRKZ, WXXK, KEAN, WKAK, KMML, WGKX, KBMR, WFMS, WDAF, KZKX, KCJB, WTCM, KVOO, KRKT, KIK-FM, KVOO, KUUY, KALF, KRWQ, KEKB, KMIX.

**ZACA CREEK "Sometime's Love's Not A Pretty..." (Columbia) 22/22**

Rotations: Heavy 0, Medium 1, Light 21, Total Adds 22, WPOC, WWSY, WXXK, KMML, WLVK, WTVY, WFLS, WIVK, WDXE, WYYD, WIRK, WUSQ, KFGO, KWMT, WOW, KTTS, KVOO, KFDI, KWOX, KRKT, KZLA, KMIX.

**DEAN DILLON "It's Love That Makes You Sexy" (Capitol) 21/0**

Rotations: Heavy 0, Medium 5, Light 16, Total Adds 0, Medium: WKAK, WSTH, KFGO, WTCM, KDRK. Light: WWSY, WXXK, WICO, KRRV, WXBQ, KXIX, WFLS, WNOE, WKNN, KKYX, WHOK, KTTS, KFDI, KUUY, KALF, KRWQ.

**JASON D. WILLIAMS "Waitin' On Ice" (RCA) 18/10**

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 10, WFLS, WDXE, WCMS, WAXX, KFGO, KCJB, KTTS, KASH, KALF, KDRK. Medium: WTCM. Light: WTVY, WKYQ, WCUZ, KVOO, KUUY, KRWQ, KEKB.

**GLEN CAMPBELL "She's Gone, Gone, Gone" (Universal) 17/17**

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 17, WRKZ, KMML, WTVY, WFLS, WKNN, KBMR, WDAF, KCJB, KVOO, KWOX, KRKT, KASH, KUUY, KALF, KRWQ, KEKB, KMIX.

**LYLE LOVETT "If I Were The Man You Wanted" (MCA/Curb) 16/12**

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 12, WXXK, WICO, WKAK, WTVY, WFLS, WCMS, WQWW, WAXX, KCJB, WTCM, KVOO, KALF. Light: KMML, KFDI, KWOX, KRWQ.

**MARSHA THORNTON "Deep Water" (MCA) 16/12**

Rotations: Heavy 0, Medium 1, Light 15, Total Adds 12, WICO, KMML, WTVY, KIKK, WDXE, WCMS, WAXX, KFGO, WDAF, WOW, KVOO, KWOX. Medium: KFDI. Light: WCAO, KUUY, KCKC.

**DAVID SLATER "Whatcha Gonna Do About Her" (Capitol) 15/7**

Rotations: Heavy 0, Medium 3, Light 12, Total Adds 7, WFLS, WIVK, KSSN, KFGO, KCJB, WOW, KWOX. Medium: WTVY, WCMS. Light: KMML, KXIX, KTTS, KALF, KRWQ, KMIX.

**ANNE MURRAY & KENNY ROGERS "If I Ever Fall In Love Again" (Capitol) 14/14**

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14, WQBE, KMML, WXBQ, WTVY, KHEY, WOKK, WWKA, WQDR, WIRK, WUSQ, KCJB, KVOO, KFDI, KUUY.

**BILLY JOE ROYAL "I'll I Can't Take It Anymore" (Atlantic) 14/14**

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14, WQBE, KMML, WXBQ, WAMZ, WUSQ, WDAF, KVOO, KWOX, KASH, KVOO, KUUY, KRWQ, KWJJ, KSN.

**SUSI BEATTY "Hard Baby To Rock" (Starway) 14/7**

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 7, WWSO, KFGO, KTTS, KVOO, KFDI, KWOX, KVOO, KRKT. Light: WICO, WTVY, WDXE, KUUY, KRWQ, KEKB.

**KENTUCKY HEADHUNTERS "Walk Softly On This Heart Of Mine" (Mercury) 11/10**

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 10, WDSY, WICO, KMML, WFLS, WDXE, KFGO, WHOK, KCJB, KALF, KMIX. Light: KUUY.

**GRAYGHOST "If This Ain't Love" (Mercury) 11/4**

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 4, KRRV, WSTH, WOKK, KFGO. Medium: WKAK. Light: WICO, KXIX, WFLS, WMIL, KVOO, KUUY.

**VERN GOSDIN "That Just About Does It" (Columbia) 9/9**

Rotations: Heavy 1, Medium 0, Light 8, Total Adds 9, WKAK, KMML, WTVY, WGKX, WOKK, WUSQ, KXYX, KUUY, KRWQ.

**DONNA MEADE "Cry Baby" (Mercury) 8/8**

Rotations: Heavy 1, Medium 1, Light 6, Total Adds 8, WKAK, KMML, WCMS, KCJB, KWOX, KRWQ, KEKB, KMIX.

**EDDIE PRESTON "Long Time Comin'" (Platinum) 8/4**

Rotations: Heavy 0, Medium 3, Light 5, Total Adds 4, WNOE, KXYX, KWMT, KTTS. Medium: WSTH, WTVY, KFGO. Light: KVOO.

**JACK QWIST "Where Does Love Go" (Grudge/BMG) 8/4**

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, WSTH, KWMT, KVOO, KWOX. Light: WFLS, WDXE, WNOE, KFGO.

**DAVID BALL "Gift Of Love" (RCA) 8/2**

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, KWMT, WOW. Medium: WTCM. Light: KASE, KXIX, WNOE, WUSQ, WAXX.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
BRUCE HORNSBY & NGDB/The Valley Road (Universal)	<i>Will The Circle...2</i>
RANDY TRAVIS/Card Carrying Fool (WB)	<i>Pink Cadillac Soundtrack</i>
GEORGE STRAIT/Beyond The Blue Neon (MCA)	<i>Beyond The Blue Neon</i>
GEORGE STRAIT/Angel Angelina (MCA)	<i>Beyond The Blue Neon</i>
MICHAEL MARTIN MURPHEY/Route 66 (WB)	<i>Land Of Enchantment</i>
PAULETTE CARLSON & NGDB/Lovin' On The Side (Universal)	<i>Will The Circle...2</i>
NEW GRASS REVIVAL/Friday Night In America (Capitol)	<i>Friday Night In America</i>
RICKY SKAGGS/Heartbreak Hurricane (Epic)	<i>Kentucky Thunder</i>
JUDDS/Water Of Love (Curb/RCA)	<i>River Of Time</i>
KENNY ROGERS/(Something Inside) So Strong (Reprise)	<i>(Something Inside)</i>
JUDDS/Sleepless Nights (Curb/RCA)	<i>River Of Time</i>
CLINT BLACK/Nobody's Home (RCA)	<i>Killin' Time</i>
RICKY SKAGGS/He Was Onto Something... (Epic)	<i>Kentucky Thunder</i>
FOSTER & LLOYD/I'll Always Be Loving You (RCA)	<i>Faster And Louder</i>
POCO/When It All Began (RCA)	<i>Legacy</i>



"My Arms Stay Open All Night"

Look For This Brand  
New Single On Your Desk October 4

Thank you to all CMA members for the  
Female Vocalist of the Year Nomination  
—Tanya









3 2  
WKS WKS LW TW

SEPTEMBER 15, 1989

				Total Reports/Adds	Heavy	Medium	Light
8	7	4	1	175/0	158	15	2
7	4	3	2	175/0	147	25	3
14	11	7	3	177/0	135	39	3
12	10	8	4	177/0	132	44	1
11	8	6	5	170/0	135	31	4
3	2	1	6	162/0	136	21	5
15	13	10	7	172/3	109	49	14
17	15	13	8	174/0	92	72	10
21	18	14	9	173/1	77	89	7
4	3	5	10	153/0	99	42	12
1	1	2	11	143/0	101	28	14
23	19	16	12	166/4	73	84	9
22	20	17	13	171/2	49	104	18
24	21	18	14	177/2	40	115	22
28	22	20	15	173/3	35	110	28
34	26	21	16	169/7	18	113	38
35	28	25	17	160/7	21	95	44
13	12	12	18	121/0	45	64	12
5	5	9	19	106/0	43	43	20
40	32	29	20	161/15	15	91	55
18	16	15	21	119/0	31	69	19
48	35	31	22	157/15	6	93	58
33	30	28	23	139/5	24	66	49
47	36	33	24	152/16	7	78	67
10	9	11	25	94/0	31	50	13
49	37	34	26	141/14	7	82	52
46	39	35	27	137/21	6	73	58
42	34	32	28	147/14	7	67	73
19	17	19	29	85/0	12	53	20
<b>BREAKER</b>			30	146/46	1	57	88
<b>BREAKER</b>			31	131/109	7	38	86
26	24	23	32	98/1	7	56	35
30	27	26	33	90/1	9	52	29
<b>BREAKER</b>			34	120/19	0	60	60
<b>BREAKER</b>			35	122/30	2	45	75
41	38	38	36	86/1	5	48	33
25	23	22	37	79/0	7	46	26
<b>BREAKER</b>			38	110/32	1	47	62
2	14	30	39	81/0	31	32	18
—	47	43	40	84/7	4	33	47
—	48	44	41	93/11	4	35	54
<b>DEBUT</b>			42	100/50	1	26	73
—	—	47	43	100/30	2	33	65
—	—	48	44	96/33	1	33	62
<b>DEBUT</b>			45	103/58	0	20	83
6	6	27	46	78/0	18	41	19
27	25	24	47	72/0	6	39	27
<b>DEBUT</b>			48	78/31	0	24	54
<b>DEBUT</b>			49	62/48	1	18	43
9	29	37	50	42/0	7	18	17

MOST ADDED

- RANDY TRAVIS (109)
- SHENANDOAH (58)
- RONNIE MILSAP (55)
- DON WILLIAMS (50)
- HOLLY DUNN (48)
- GARTH BROOKS (46)
- LORRIE MORGAN (33)
- PATTY LOVELESS (32)
- WILDO ROSE (31)
- TRAVIS TRITT (30)

HOTTEST

- CLINT BLACK (115)
- JUDDS (86)
- STEVE WARINER (79)
- ALABAMA (71)
- RICKY VAN SHELTON (60)
- RODNEY CROWELL (51)
- BAILLIE & THE BOYS (45)
- LIONEL CARTWRIGHT (41)
- GEORGE STRAIT (31)
- HANK WILLIAMS JR. (29)

NEW ARTISTS

Reports/Adds

- TRAVIS TRITT/Country Club (WB) 100/30
- CANYON/Hot Nights (16th Ave./Cap.) 84/7
- WILD ROSE/Breaking New Ground (Univ.) 78/31
- BUTCH BAKER/Our Little Corner (Merc.) 25/6
- ZACA CREEK/Sometime's Love's Not... (Col.) 22/22
- DEAN OILLON/It's Love That... (Cap.) 21/0
- JASON O. WILLIAMS/Waitin' On Ice (RCA) 18/10
- MARSHA THORNTON/Deep Water (MCA) 16/12
- DAVID SLATER/Whatcha Gonna Do... (Cap.) 15/7
- SUSI BEATTY/Hard Baby To Rock (Starway) 14/7

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

## BREAKERS

**GARTH BROOKS**

**If Tomorrow Never Comes (Capitol)**

On 82% of reporting stations. Rotations: Heavy 1, Medium 57, Light 88, Total Adds 46 including WYRK, WZPR, WAJR, WXTU, CHOW, WESC, WMSI, WTVN, WIVK, KISS-FM, WSLR, WUSN, WBVE, WKKQ, KFKF, KUZZ, KIZN, KKCS, KLZ, KNEW. Moves 50-41-30 on the Country chart.

**RANDY TRAVIS**

**It's Just A Matter Of Time (WB)**

On 74% of reporting stations. Rotations: Heavy 7, Medium 38, Light 86, Total Adds 109, including WPOC, WQCB, WSNO, WYRK, WQBE, KMML, KAYD, WLK, WUSY, WRNS, WGEE, WDAF, WHOK, WTSO, KCJB, KRST, KIK-FM, KASH, KUZZ. Debuts at number 31 on the Country chart.

**MARY CHAPIN CARPENTER**

**Never Had It So Good (Columbia)**

On 69% of reporting stations. Rotations: Heavy 2, Medium 45, Light 75, Total Adds 30 including WYRK, WWYZ, WILQ, WORC, KEAN, WKWK, KASE, WYNK, WEZL, WCOS, WBVE, WKKQ, WYNG, KFKF, KZKX, KIK-FM, KWHT, KRAK, KTOM, KSAN. Moves 49-42-35 on the Country chart.

**CONWAY TWITTY**

**House On Old Lonesome Road (MCA)**

On 68% of reporting stations. Rotations: Heavy 0, Medium 60, Light 60, Total Adds 19, WCAO, WYRK, WAJR, WPOR, CHOW, WZZK, WMSI, WQIK, KLLL, WSM, WSLR, WBVE, WKKQ, WMIL, KIK-FM, KLZ, KZLA, KEEN, KIIM. Moves 42-39-34 on the Country chart.

**PATTY LOVELESS**

**The Lonely Side Of Love (MCA)**

On 62% of reporting stations. Rotations: Heavy 1, Medium 47, Light 62, Total Adds 32 including WVAM, WQCB, WTCR, WAJR, WILQ, WKAK, WLK, WSTH, WKLO, WESC, KWMT, WGEE, WFMS, WDAF, KZKX, KFRE, KWHT, KKAT, KSOP, KDRK. Moves 48-38 on the Country chart.



From "Let Your Love Flow" to "Rebels Without A Clue"

# "YOU'LL NEVER BE SORRY"

The New Single Featured On

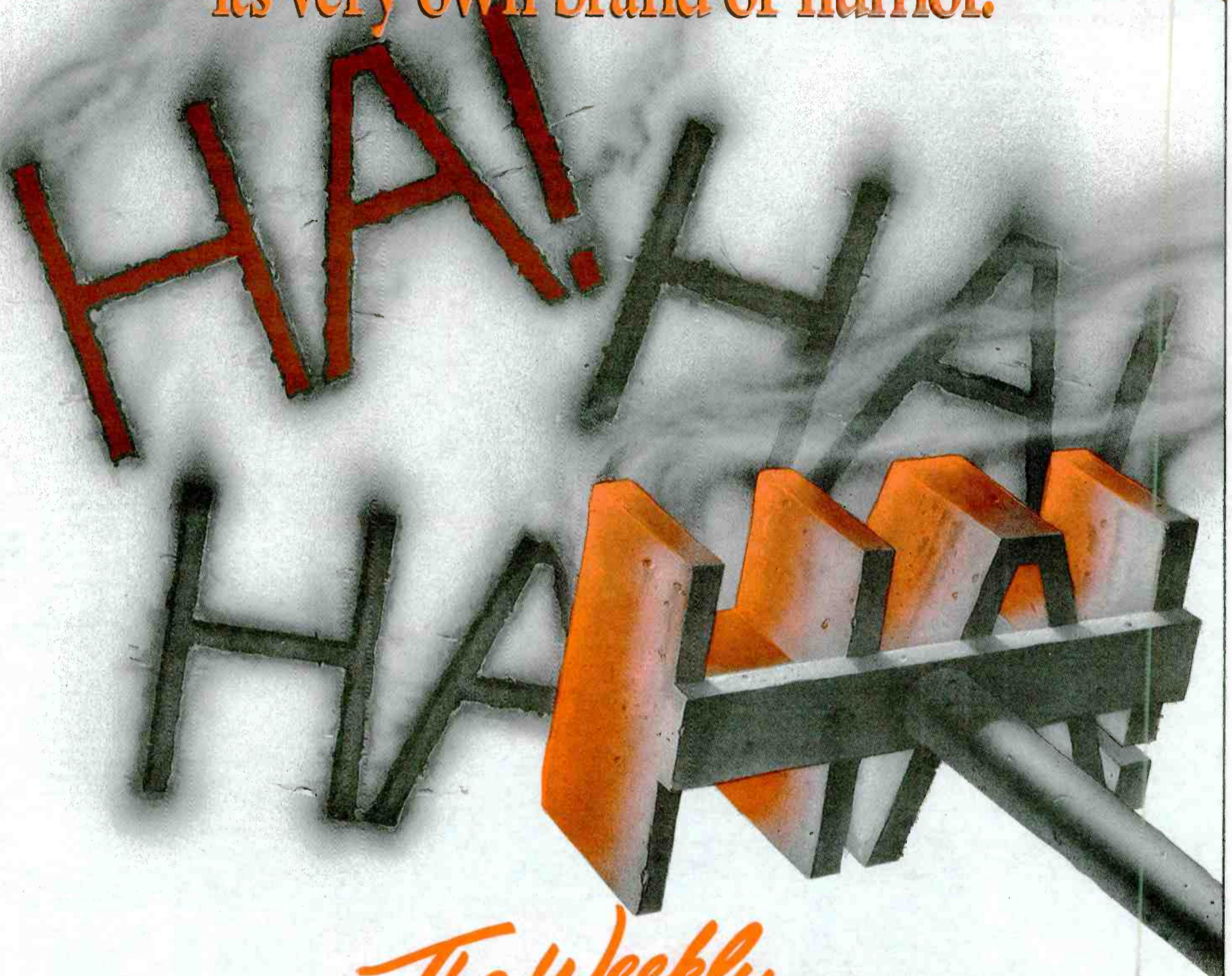
"THE BELLAMY BROTHERS GREATEST HITS VOLUME III"



MCA RECORDS  
CURB RECORDS

# Introducing the Country Countdown with its very own brand of humor.

DEBUTS  
the weekend of  
September 9th



It's here. It's hilarious. It's the 30 hottest hits in the world of Country Music, according to *Radio & Records* magazine, along with some of the side-bustin'est humor your listeners ever heard. *The Weekly Top 30* is the antidote to the "old" Country Radio Countdown approach. With a fresh, upbeat and out-front sound, it'll wake up your weekend ratings and give your listeners a taste of today's Country music.

Hosted by Harmon and Evans from Dallas' KPLX, the #1-rated Country station in the #1 Country market, *The Weekly Top 30* is three hours of the most enjoyable and entertaining radio on either side of the Mason-Dixon Line. And each edition features interviews and insights with the

hottest Country artists, plus an ample sprinkling of knee-slappin' drop-ins courtesy of Dr. Dave and Bill Dana.

*The Weekly Top 30* debuts the weekend of September 9th. Available on disc. Contact your James Paul Brown Entertainment representative today for details at 1-800-345-2354 or (213) 390-9671.

WITH HOSTS  
**HARMON & EVANS**

*James Paul Brown*  
**ENTERTAINMENT**  
Executive Producer: Dana Miller

LET

LOVE

RULE

LENNY  
KRAVITZ

Let Love Rule is the title track from a remarkable debut album,  
written, performed and produced by a talented new artist, Lenny Kravitz.  
People are talking about it. Listen and decide for yourself.



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## NATIONAL AIRPLAY

 3 2  
WKS WKS LW TW

178 REPORTERS

SEPTEMBER 15, 1989

Reports/Adds Heavy Medium

Rank	Weeks	Label	Album	Reports/Adds	Heavy	Medium
1	1	1	<b>ROLLING STONES</b> /Steel Wheels (Columbia)	176 - /0	174 +	2 -
DEBUT	2	2	<b>AEROSMITH</b> /Pump (Geffen)	171 /1	165	6
1	2	3	<b>DON HENLEY</b> /The End Of The Innocence (Geffen)	155 - /3	125 -	27 +
2	3	4	<b>TOM PETTY</b> /Full Moon Fever (MCA)	139 - /5	103 -	33 +
5	5	5	<b>POCO</b> /Legacy (RCA)	166 + /5	129 +	32 -
4	4	6	<b>TREVOR RABIN</b> /Can't Look Away (Elektra)	162 - /0	113 -	42 -
13	9	7	<b>JOE COCKER</b> /One Night Of Sin (Capitol)	153 = /3	105 +	47 -
8	8	8	<b>MOTLEY CRUE</b> /Dr. Feelgood (Elektra)	151 + /4	65 +	65 -
DEBUT	9	9	<b>JETHRO TULL</b> /Rock Island (Chrysalis)	156 /10	67	84
9	7	10	<b>STARSHIP</b> /Love Among The Cannibals (RCA)	132 - /1	106 +	22 -
14	11	11	<b>STAGE DOLLS</b> /Stage Dolls (Chrysalis)	135 - /0	64 =	61 -
19	14	12	<b>MICK JONES</b> /Mick Jones (Atlantic)	123 - /1	50 +	65 -
24	20	13	<b>ALICE COOPER</b> /Trash (Epic)	119 + /7	32 +	75 -
7	12	14	<b>STEVIE RAY VAUGHAN &amp; DOUBLE TROUBLE</b> /In Step (Epic)	99 - /6	46 -	48 +
25	23	15	<b>CULT</b> /Sonic Temple (Sire/Reprise)	129 + /12	24 +	82 +
18	15	16	<b>BILLY SQUIER</b> /Hear & Now (Capitol)	125 + /7	27 +	83 -
17	17	17	<b>JEFFERSON AIRPLANE</b> /Jefferson Airplane (Epic)	122 - /3	36 +	75 -
28	24	20	<b>TEN YEARS AFTER</b> /About Time (Chrysalis)	120 + /7	24 +	78 -
3	6	10	<b>WARRANT</b> /Dirty Rotten Filthy Stinking Rich (Columbia)	72 - /1	58 -	13 =
10	13	14	<b>SKID ROW</b> /Skid Row (Atlantic)	88 - /1	38 -	37 -
36	30	21	<b>GIANT</b> /Last Of The Runaways (A&M)	125 + /30	7 +	81 +
20	17	15	<b>ANDERSON BRUFORD WAKEMAN...</b> /Anderson Bruford Wakeman... (Arista)	92 - /1	29 -	58 -
31	29	27	<b>GREAT WHITE</b> /Twice Shy (Capitol)	98 + /10	17 +	65 +
DEBUT	24	24	<b>MOLLY HATCHET</b> /Lightning Strikes Twice (Capitol)	106 /24	13	70
27	26	25	<b>ELTON JOHN</b> /Sleeping With The Past (MCA)	82 - /6	26 +	52 -
DEBUT	26	26	<b>D.A.D.</b> /No Fuel Left For The Pilgrims (WB)	111 /19	3	69
35	32	31	<b>CURE</b> /Disintegration (Elektra)	82 + /10	28 +	40 +
12	21	29	<b>BAD ENGLISH</b> /Bad English (Epic)	73 + /24	19 -	49 +
37	33	32	<b>JAMES McMURTRY</b> /Too Long In The Wasteland (Columbia)	98 + /14	11 +	53 +
30	26	28	<b>WORLD TRADE</b> /World Trade (Polydor)	101 - /5	12 +	60 -
5	8	12	<b>JACKSON BROWNE</b> /World In Motion (Elektra)	68 - /0	34 -	32 -
8	18	22	<b>CALL</b> /Let The Day Begin (MCA)	58 - /3	31 -	23 +
38	34	33	<b>LIVING COLOUR</b> /Vivid (Epic)	74 + /15	14 +	43 +
40	35	34	<b>ENUFF Z'NUFF</b> /Enuff Z'Nuff (Atco)	86 + /12	4 +	38 +
DEBUT	35	35	<b>TESLA</b> /The Great Radio Controversy (Geffen)	72 + /17	8 +	38 +
38	36	36	<b>GORKY PARK</b> /Gorky Park (Mercury)	80 + /10	1 =	46 +
32	40	37	<b>WINGER</b> /Winger (Atlantic)	59 + /15	7 +	32 =
6	10	18	<b>VARIOUS ARTISTS</b> /Lethal Weapon II (WB)	40 - /0	20 -	18 -
39	39	39	<b>FINE YOUNG CANNIBALS</b> /The Raw & The Cooked (IRS/MCA)	36 - /2	19 -	17 +
15	19	23	<b>DOOBIE BROTHERS</b> /Cycles (Capitol)	44 - /2	16 -	20 -
			"Mixed" (174) "Rock" (138) "Sad" (118)			
			"Love" (171) "Janie's" (94) "What" (29)			
			"Will" (106) "Last" (78) "Dirt" (23)			
			"Free" (93) "Love" (58) "Runnin'" (36)			
			"Call" (166) "When" (2) "Nothing" (1)			
			"Something" (160) "Sorrow" (4)			
			"Night" (152) "Just" (1)			
			"Dr." (151) "Kickstart" (12) "Mad" (4)			
			"Kissing" (155) "Rattlesnake" (3) "Undressed" (2)			
			"It's" (132) "Burn" (2)			
			"Love" (135) "Lorraine" (1)			
			"Just" (123)			
			"Poison" (119) "Trash" (1) "Only" (1)			
			"Tightrope" (69) "Crossfire" (37) "House" (2)			
			"Edie" (128) "Fire" (2) "Sun" (1)			
			"Tied" (123) "Don't" (3) "Work" (1)			
			"Planes" (120) "Ice" (1) "Summer" (1)			
			"Let's" (118) "Shook" (2)			
			"Heaven" (70) "Big" (1) "Sometimes" (1)			
			"18" (63) "Remember" (31) "Piece" (2)			
			"Believer" (125)			
			"Order" (91) "Brother" (1) "Let's" (1)			
			"Angel" (92) "Mista" (7) "Heart" (2)			
			"There" (106)			
			"Healing" (81) "Club" (2) "Sleeping" (1)			
			"Sleeping" (111)			
			"Lovesong" (82) "Lullaby" (1)			
			"When" (47) "Forget" (20) "Best" (6)			
			"Painting" (97) "Too" (2) "Song" (1)			
			"Revolution" (101)			
			"Chasing" (66) "Anything" (2)			
			"Let" (53) "You" (5) "When" (1)			
			"Glamour" (73) "Want" (1) "Open" (1)			
			"New" (86) "Wants" (1)			
			"Love" (71) "Hang" (1) "Yesterdaze" (1)			
			"Bang" (80)			
			"Hungry" (50) "Headed" (9)			
			"Cheer" (40)			
			"Don't" (36)			
			"South" (28) "Need" (12) "Chain" (2)			

## BREAKERS

**AEROSMITH**  
Pump (Geffen)  
96% of our reporters on it.

**JETHRO TULL**  
Rock Island (Chrysalis)  
88% of our reporters on it.

**GIANT**  
Last Of The Runaways (A&M)  
70% of our reporters on it.

**D.A.D.**  
No Fuel Left For The Pilgrims (WB)  
62% of our reporters on it.

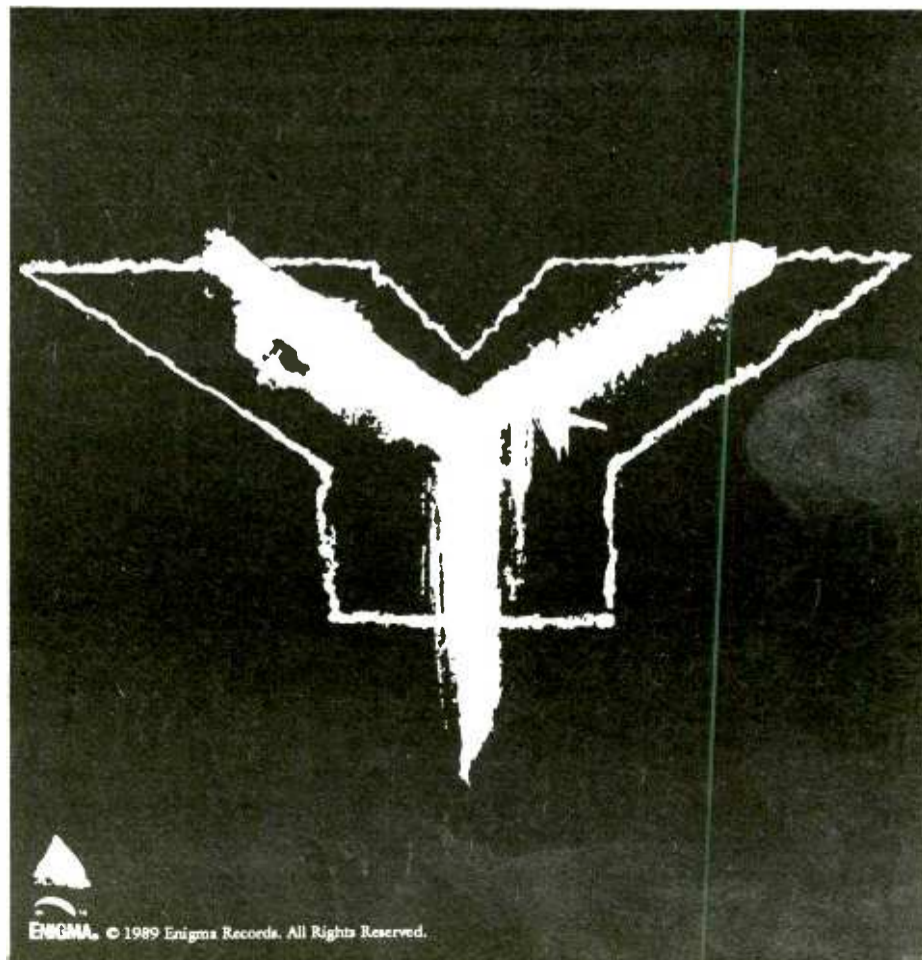
**MOLLY HATCHET**  
Lightning Strikes Twice (Capitol)  
60% of our reporters on it.

### MOST ADDED

GIANT (30)  
BAD ENGLISH (24)  
MOLLY HATCHET (24)  
D.A.D. (19)  
EURYTHMICS (18)  
SARAYA (18)  
TESLA (17)  
ICEHOUSE (15)  
LIVING COLOUR (15)  
SQUEEZE (15)  
WINGER (15)

### HOTTEST

ROLLING STONES (174)  
AEROSMITH (165)  
POCO (129)  
DON HENLEY (125)  
TREVOR RABIN (113)  
STARSHIP (106)  
JOE COCKER (105)  
TOM PETTY (103)  
JETHRO TULL (67)  
MOTLEY CRUE (65)



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NEW ARTISTS

AOR TRACKS®

NATIONAL AIRPLAY

Reports:

1	JAMES McMURTRY/Painting By Numbers (Geffen)	97
2	ENUFF Z'NUFF/New Thing (Atco)	86
3	GORKY PARK/Bang (Mercury)	80
4	STEVE JONES/Freedom Fighter (MCA)	60
5	DANGEROUS TOYS/Teas'n Pleas'n (Columbia)	55
6	FLIES ON FIRE/C'mon (Atco)	38
7	FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)	36
8	WEBB WILDER/Cold Front (Island)	34
9	BRENDAN CROKER/No Money At All (Silvertone/RCA)	31
10	DANGER DANGER/Naughty Naughty (Imagine/CBS Assoc.)	29
11	INDIO/Hard Sun (A&M)	28
	KING'S X/Over My Head (Megaforce/Atlantic)	28
	MAX Q/Way Of The World (Atlantic)	28
14	BANG TANGO/Someone Like You (MCA)	18
	DARLING CRUEL/Everything's Over (Polydor)	18
16	KIX/Don't Close Your Eyes (Atlantic)	16
17	MICHAEL MONROE/Dead, Jail Or Rock 'N' Roll (Mercury)	15
18	S. STEVENS ATOMIC PLAYBOYS/Atomic Playboys (WB)	14
19	NRBQ/It's A Wild Weekend (Virgin)	13
	SNAKES/Love The Poison (MCA/Curb)	13

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

		3	2			178 REPORTERS		Reports/Adds	Heavy	Medium
		WKS	WKS	LW	TW					
1	1	1				1	ROLLING STONES/Mixed Emotions (Columbia)	174-1	169-	4=
3	2	2				2	AEROSMITH/Love In An Elevator (Geffen)	171+1	165+	6-
11	6	4				3	POCO/Call It Love (RCA)	166+5	129+	32-
6	3	3				4	TREVOR RABIN/Something To Hold On To (Elektra)	160-0	113-	41-
13	10	7				5	JOE COCKER/When The Night Comes (Capitol)	152=3	105+	46-
24	14	9				6	TEARS FOR FEARS/Sowing The Seeds Of Love (Fontana/Mercury)	153+4	103+	47-
-	18	13				7	JETHRO TULL/Kissing Willie (Chrysalis)	155+9	67+	83-
10	8	6				8	STARSHIP/It's Not Enough (RCA)	132-1	106+	22-
20	13	11				9	MOTLEY CRUE/Dr. Feelgood (Elektra)	151+4	65+	65-
-	32	17				10	ALARM/Sold Me Down The River (IRS)	159+25	43+	103+
-	31	18				11	ROLLING STONES/Rock And A Hard Place (Columbia)	138+37	54+	79+
-	23	16				12	MELISSA ETHERIDGE/No Souvenirs (Island)	140+10	61+	74-
2	4	5				13	DON HENLEY/I Will Not Go Quietly (Geffen)	106-2	97-	9-
15	12	10				14	STAGE DOLLS/Love Cries (Chrysalis)	135-0	64=	61-
4	5	8				15	TOM PETTY/Free Fallin' (MCA)	93-4	79-	13+
18	15	14				16	MICK JONES/Just Wanna Hold (Atlantic)	123-1	50+	65-
-	35	25				17	ROLLING STONES/Sad Sad Sad (Columbia)	118+28	46+	69+
27	22	21				18	ALICE COOPER/Poison (Epic)	119+7	32+	75-
38	21	19				19	JEFFERSON AIRPLANE/Planes (Epic)	120-2	36+	73-
35	30	26				20	CULT/Edie (Ciao Baby) (Sire/Reprise)	128+12	24+	81+
26	26	23				21	BILLY SQUIER/Tied Up (Capitol)	123+7	25+	83-
DEBUT	30	24	24			22	NEIL YOUNG/Rockin' In The Free World (Reprise)	117 /117	25	71
DEBUT	30	24	24			23	TEN YEARS AFTER/Let's Shake It Up (Chrysalis)	118=6	24+	78-
5	7	12				24	AEROSMITH/Janie's Got A Gun (Geffen)	94 /94	28	59
52	43	35				25	WARRANT/Heaven (Columbia)	70-0	56-	13=
-	54	34				26	GIANT/I'm A Believer (A&M)	125+30	7+	81+
23	20	20				27	BONHAM/Wait For You (WTG)	116+31	5+	83+
55	55	39				28	ANDERSON BRUFORD WAKEMAN.../Order Of The... (Arista)	91-2	29-	57-
-	52	37				29	DON HENLEY/The Last Worthless Evening (Geffen)	78+28	35+	41+
34	34	31				30	MOLLY HATCHET/There Goes The Neighborhood (Capitol)	106+24	13+	70+
50	42	40				31	ELTON JOHN/Healing Hands (MCA)	81-5	25+	52-
40	38	36				32	D.A.D/Sleeping My Day Away (WB)	111+19	3+	69+
53	46	44				33	CURE/Lovesong (Elektra)	82+10	28+	40+
33	33	32				34	GREAT WHITE/The Angel Song (Capitol)	92+14	10+	66+
7	9	15				35	WORLD TRADE/The Revolution Song (Polydor)	101-5	12+	60-
45	40	38				36	JACKSON BROWNE/Chasing You Into Light (Elektra)	66-1	34-	30-
56	45	43				37	JAMES McMURTRY/Painting By Numbers (Columbia)	97+13	11+	52+
9	17	27				38	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Tightrope (Epic)	69+13	18+	46+
17	19	30				39	CALL/Let The Day Begin (MCA)	53-0	30-	19-
-	-	57				40	SKID ROW/18 & Life (Atlantic)	63-0	28-	25-
-	53	45				41	TOM PETTY/Love Is A Long Road (MCA)	58+23	26+	27+
59	59	53				42	ROLLING STONES/Terrifying (Columbia)	48+10	23+	24+
48	48	48				43	LIVING COLOUR/Glamour Boys (Epic)	73+15	12+	44+
60	58	49				44	ENUFF Z'NUFF/New Thing (Atco)	86+12	4+	38+
19	27	33				45	GORKY PARK/Bang (Mercury)	80+10	1=	46+
-	-	56				46	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Crossfire (Epic)	37-0	30-	6-
41	41	47				47	TESLA/Love Song (Geffen)	71+17	7+	38+
8	11	22				48	TOM PETTY/Runnin' Down A Dream (MCA)	36-0	28-	6-
51	51	50				49	GEORGE HARRISON/Cheer Down (WB)	40-0	20-	18-
16	16	29				50	FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)	36-2	19-	17+
DEBUT	25	25	28			51	BLUE MURDER/Jelly Roll (Geffen)	50-0	11-	31-
DEBUT	-	-	60			52	BAD ENGLISH/When I See You Smile (Epic)	47+36	7+	37+
DEBUT	DEBUT	55	55			53	TEXAS/I Don't Want A Lover (Mercury)	47-0	10-	28-
DEBUT	DEBUT	56	56			54	STEVE JONES/Freedom Fighter (MCA)	60+9	1+	28+
DEBUT	DEBUT	57	57			55	WINGER/Hungry (Atlantic)	50+15	3+	30+
DEBUT	DEBUT	58	58			56	PETER FRAMPTON/Holding On To You (Atlantic)	48 /48	2	33
DEBUT	DEBUT	59	59			57	SKID ROW/I Remember You (Atlantic)	31+5	12=	14=
DEBUT	DEBUT	60	60			58	DANGEROUS TOYS/Teas'n Pleas'n (Columbia)	55-4	1=	21-
DEBUT	DEBUT	61	61			59	STEVIE NICKS/Long Way To Go (Modern/Atlantic)	20-0	17=	3-
DEBUT	DEBUT	62	62			60	AEROSMITH/What It Takes (Geffen)	29 /29	7	18

**DON'T SLEEP ON IT.**

**"SLEEPING MY DAY AWAY"**

Produced by D.A.D and Nick Foss  
From the album No Fuel Left For The Pilgrims

**AOR Double Breaker!**  
Album Debut **26**  
Track **32**  
A Most Added Album

© 1989 WARNER BROS. RECORDS INC.

**BREAKERS®**

<p><b>ROLLING STONES</b> Rock And A Hard Place (Columbia) 78% of our reporters on it.</p>	<p><b>GIANT</b> I'm A Believer (A&amp;M) 70% of our reporters on it.</p>	<p><b>ROLLING STONES</b> Sad Sad Sad (Columbia) 66% of our reporters on it.</p>
<p><b>NEIL YOUNG</b> Rockin' In The Free World (Reprise) 66% of our reporters on it.</p>	<p><b>BONHAM</b> Wait For You (WTG) 65% of our reporters on it.</p>	
<p><b>D.A.D</b> Sleeping My Day Away (WB) 62% of our reporters on it.</p>	<p><b>MOLLY HATCHET</b> There Goes The Neighborhood (Capitol) 60% of our reporters on it.</p>	

# Bonham

*debut album*

## **'The Disregard of Timekeeping'**



*produced by bob ezrin for lozem productions*

*management: phil carson associates*



**featuring  
'wait for you'**

**TRACK BREAKER 27**



© 1989, CBS RECORDS INC.

## NATIONAL AIRPLAY

LW	TW	ARTIST/ALBUM
2	<b>1</b>	<b>B-52'S/Cosmic Thing (Reprise)</b>
1	<b>2</b>	<b>HOODOO GURUS/Magnum Cum Louder (RCA)</b>
3	<b>3</b>	<b>OCEAN BLUE/Ocean Blue (Sire/Reprise)</b>
4	<b>4</b>	<b>RED HOT CHILI PEPPERS/Mother's Milk (EMI)</b>
7	<b>5</b>	<b>BIG AUDIO DYNAMITE/Megatop Phoenix (Columbia)</b>
11	<b>6</b>	<b>TEARS FOR FEARS/Sowing The Seeds Of Love (track) (Fontana/Mercury)</b>
9	<b>7</b>	<b>MAX Q/Max Q (Atlantic)</b>
5	<b>8</b>	<b>STONE ROSES/Stone Roses (Silvertone/RCA)</b>
12	<b>9</b>	<b>ALARM/Sold Me Down The River (track) (IRS)</b>
10	<b>10</b>	<b>CURE/Disintegration (Elektra)</b>
6	<b>11</b>	<b>POGUES/Peace &amp; Love (Island)</b>
8	<b>12</b>	<b>ZIGGY MARLEY &amp; THE MELODY MAKERS/One Bright Day (Virgin)</b>
19	<b>13</b>	<b>CAMPER VAN BEETHOVEN/Key Lime Pie (Virgin)</b>
<b>DEBUT</b>	<b>14</b>	<b>EURHYTHMICS/We Too Are One (Arista)</b>
23	<b>15</b>	<b>WINTER HOURS/Winter Hours (Chrysalis)</b>
18	<b>16</b>	<b>POP WILL EAT ITSELF/This Is The Day... (RCA)</b>
<b>DEBUT</b>	<b>17</b>	<b>SUGARCUBES/Regina (track) (Elektra)</b>
<b>DEBUT</b>	<b>18</b>	<b>FLESH FOR LULU/Decline &amp; Fall (track) (Capitol)</b>
13	<b>19</b>	<b>PUBLIC IMAGE LTD./9 (Virgin)</b>
22	<b>20</b>	<b>UNDERWORLD/Change The Weather (Sire/WB)</b>
14	<b>21</b>	<b>MARTIN GORE/Counterfeit (Sire/WB)</b>
<b>DEBUT</b>	<b>22</b>	<b>PRIMITIVES/Sick Of It (track) (RCA)</b>
27	<b>23</b>	<b>TOAD THE WET SPROCKET/Bread And Circus (Abe's/Columbia)</b>
17	<b>24</b>	<b>PIXIES/Doolittle (4AD/Elektra)</b>
20	<b>25</b>	<b>MARY'S DANISH/There Goes The Wondertruck (Chameleon)</b>
15	<b>26</b>	<b>FIGURES ON A BEACH/Figures On A Beach (Sire/WB)</b>
<b>DEBUT</b>	<b>27</b>	<b>DEBORAH HARRY/I Want That Man (track) (Reprise)</b>
29	<b>28</b>	<b>VARIOUS ARTISTS/The Bridge (Caroline)</b>
<b>DEBUT</b>	<b>29</b>	<b>SQUEEZE/Frank (A&amp;M)</b>
<b>DEBUT</b>	<b>30</b>	<b>EXENE CERVENKA/Old Wives' Tales (Rhino)</b>

To better reflect the format, the New Rock chart has switched from track to album methodology. Each group or artist listed on the chart is followed by the corresponding album title. In cases where no album exists (advance tracks, singles, etc.), the track name is listed, followed by (track).

MOST ADDED	HOTTEST	MOST REQUESTED
SUGARCUBES EURHYTHMICS DEBORAH HARRY SQUEEZE PRIMITIVES	TEARS FOR FEARS RED HOT CHILI PEPPERS BIG AUDIO DYNAMITE B-52'S OCEAN BLUE	RED HOT CHILI PEPPERS B-52'S TEARS FOR FEARS POP WILL EAT ITSELF MAX Q BIG AUDIO DYNAMITE

MOST ADDED	HOTTEST	MOST REQUESTED
NEIL YOUNG/Rockin' (117) AEROSMITH/Janie's (94) P. FRAMPTON/Holding (48) ROLLING STONES/Rock (37) BAD ENGLISH/When (36) BONHAM/Walt (31) GIANT/1'm (30) AEROSMITH/What (29) DON HENLEY/Last (28) ROLLING STONES/Sad (28)	R. STONES/Mixed (169) AEROSMITH/Love (165) POCO/Call (129) T. RABIN/Something (113) STARSHIP/It's (106) JOE COCKER/When (105) TEARS FOR.../Sowing (103) DON HENLEY/Will (97) TOM PETTY/Free (79) JETHRO TULL/Kissing (67)	AEROSMITH/Love (89) MOTLEY CRUE/Dr. (74) ROLLING STONES/Mixed (58) ALICE COOPER/Poison (26) M. ETHERIDGE/No (26) JETHRO TULL/Kissing (22) TEARS FOR.../Sowing (22) BONHAM/Walt (14) POCO/Call (14) TOM PETTY/Free (11) WARRANT/Heaven (11)

## NEW & ACTIVE

**FLIES ON FIRE "C'mon" (Atco) 38/6 (32/12)**  
Adds: WBAB, WLVO, KLBJ, KMOD, WRUF, WKLT. Heavy 1: KBOY. Medium 15 including WKLS, WSHE, WOFM, KZAP, KKEG, WHTQ, WXKE, WLAV, WYBR, KICT.

**WHITE LION "Radar Love" (Atlantic) 34/6 (28/6)**  
Adds: WFBO, KRXQ, WKLC, WHEB, KNCN, KFMY. Heavy 1: KKBB. Medium 15 including WSHE, KSHE, KUPD, KOME, WSTZ, WIMZ, KBAT, WXLP, WYBR, WIOT.

**LOVE & ROCKETS "No Big Deal" (Beggars Banquet/RCA) 29/9 (20/10)**  
Adds: WLLZ, WDHA, WAQY, KNCN, WSTZ, KEZO, KLCX, WWTR, KWHL. Heavy 2 including KZOO. Medium 13 including WXRT, WHFS, WAPL, WLAV, KJJO, WYBR, KRZO, KTYD, WPXC, KBOY.

**DANGER DANGER "Naughty Naughty" (Imagine/CBS Associated) 29/6 (26/1)**  
Adds: WBAB, KISW, WPLR, WHEB, WKQZ, KRQU. Heavy 1: KBER. Medium 13 including WDVE, WKLS, WDHA, WSTZ, WGBF, WLAV, KILO, KDJK, KRZO, WRUF.

**AEROSMITH "The Other Side" (Geffen) 26/26 (0/0)**  
Adds including WLZR, WOUR, WTUE, KATT, KICT, KLCX, KFMY, KXFX. Heavy 8: CILO, WLUP, KUPD, WPYX, WHCN, KLBJ, KNAC, WGIR. Medium 16 including WKLS, KISS, WFBQ, KGON, WDHA, WPLR, KKEG, WSTZ, WRDU, WONE.

**TANGIER "Ripchord" (Atco) 22/6 (16/7)**  
Adds: WLLZ, WAQY, KBAT, KZRR, KFMZ, KFMQ. Medium 11 including WOFM, KBER, WDHA, WCMF, KKEG, WHTQ, WTUE, WLAV, WYBR.

**ICEHOUSE "Touch The Fire" (Chrysalis) 21/16 (5/2)**  
Adds including WHFS, KWIC, KTYD, WWWV, KSOY. Heavy 3: KLOS, KZAP, KGGG. Medium 12: KYYS, KBCO, KJSO, KRIX, KBAT, WYBR, KJOT, KLCX, WTKI, KBOY, KCHV, KFMY.

**EURHYTHMICS "We Too Are One" (Arista) 20/18 (2/2)**  
Adds including CHOM, WHFS, WDHA, CHEZ, WIZN, KSOY, KCHV, KFMY. Heavy 4 including WXRT, KTCZ. Medium 11 including KBCO, KFOG, KLBJ, KMJX, KEZO, WYBR, KDKB, KTYD, WWWV, KRQU.

**TINA TURNER "Undercover Agent" (Capitol) 20/7 (13/11)**  
Adds: WXRT, KWIC, WIXV, WYBR, KRZO, WIZN, KSOY. Heavy 5: KTCZ, CHEZ, KLBJ, KRNA, KBOY. Medium 12 including KBCO, KKEG, KJOT, WWTR, KRQU, KZOO, KFMY.

**SARAYA "Back To The Bullet" (Polydor) 18/18 (0/0)**  
Adds including WLLZ, WDHA, WCMF, WAQY, WQBZ, KBAT, WONE, KMOD, KZRR, WPXC. Heavy 2: WYBR, KZOO. Medium 5: WOFM, WEZL, KLAQ, WIMZ, KRZO.

**BANG TANGO "Someone Like You" (MCA) 18/8 (11/0)**  
Adds: WSHE, WTPA, WPLR, WEZX, KMJX, KILO, KRZO, KCHV. Medium 7 including WOFM, KUPD, KOME, KBAT.

**DARLING CRUEL "Everything's Over" (Polydor) 18/1 (17/3)**  
Adds: WNOR. Medium 6: WIYY, WLLZ, WZYZ, KBAT, KRZO, WZBH.

**AEROSMITH "Young Lust" (Geffen) 17/11 (9/6)**  
Adds including WRIF, KNCN, WYV, WKQZ, KMOD. Heavy 7 including WYNF, KOME, KNAC, WGIR. Medium 7: WNEW, KTXQ, WPLR, WAVF, WGCX, WJXQ, KFMY.

**ROLLING STONES "Almost Hear You Sigh" (Columbia) 17/4 (18/4)**  
Adds: WPYX, KLBJ, WROV, KMBY. Heavy 7 including WYNF, KTCZ, KUPD, KDKB. Medium 10 including WBAB, WDVE, KTXQ, WCMF, WMFX, WXLP, KQDS, KLCX, KFMY.

**SQUEEZE "If It's Love" (A&M) 16/15 (1/1)**  
Adds including WBCN, KTCZ, WHFS, WEZX, WWWV. Medium 10: WBAB, WXRT, WDHA, WHCN, CHEZ, WROV, WYBR, WWTR, WMAD, KFMY.

**KIX "Don't Close Your Eyes" (Atlantic) 16/10 (7/1)**  
Adds: WDVE, WSHE, WLZR, WOFM, WEZX, WIMZ, KMJX, WRXL, WXLP, WWTR. Heavy 2: KBER, KTAL. Medium 8 including WIYY, WWDC, WYNF, WTPA.

**MICHAEL MONROE "Dead, Jail Or Rock 'N' Roll" (Mercury) 15/9 (8/6)**  
Adds including KISS, WLZR, KRXQ, WKLC, KEZO, WYBR, KBOY. Heavy 1: KNAC. Medium 5 including WSHE, WOFM, KUPD.

**NEW & ACTIVE** — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

**CHARTS** — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

**BREAKERS** — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

**MOST ADDED** — This week's most added albums and tracks.

**MOST REQUESTED** — This week's most requested tracks.

**HOTTEST** — This week's albums and tracks receiving the most heavy reports.

### For dog Pondering

Living with the dreaming Body\*

Special Live Version of Foot of Life on 12" promo.  
The first track from their debut album, a compilation of their 2 Texas Hotel eps.

\* Robins in the Metaphysical Section  
She's got "Living with the dreaming body"  
she's sprawled out along the carpet floor  
She says my work is like sitting cold oatmeal  
yesterday's oatmeal, day after day.  
and, she's right  
Drunk on Margarita & full of food  
She says "It's hard to be with one  
when you're in love with another."\*

\* Written by Frank Orrell © 1989 Cow Skull Fish cactus (BMG)  
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or Columbia Cassettes, Compact Discs and Records. Management: Mike Stewart







MIDWEST (Continued)

WAOI/South Bend (616) 683-8123 PD: GREG RICHARDS APD: SUE FREY

Heavy AEROSMITH (M) ROLLING STONES... TREYOR RABIN... DON HENLEY... JOE COCKER...

KXUS/Springfield (417) 831-9700 OM: MIKE SCHMIDT MD: PAUL CANNELL

Heavy ROLLING STONES (M) AEROSMITH INDIGO GIRLS... MELISSA ETHERIDGE...

KBCO/Denver (303) 444-5600 PD: JOHN BRADLEY MD: DOUG CLIFFORD

Heavy ROLLING STONES (M) AEROSMITH... JETHRO TULL... ALARM...

KUPD/Phoenix (602) 838-3062 PD: CURTIS JOHNSON APD: J. DAVID HOLMES

Heavy ROLLING STONES (M) AEROSMITH... JETHRO TULL... ALARM...

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KAZY/Denver (303) 759-5600 MD: RICH GARCIA

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KSJO/San Jose (408) 453-5400 OM: BOB HARLOW MD: DANA JANG

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KLOS/Los Angeles (213) 840-4836 MD: S. MONDELLO

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

TREYOR RABIN STARSHIP... JOE COCKER... TEARS FOR FEARS... JEFFERSON AIRPLANE...

WZZQ/Terre Haute (812) 432-5034 PD/MD: STEVE KOSBAU

Heavy ROLLING STONES (M) TOM PETTY (M) WARRANT... TREYOR RABIN... AEROSMITH...

WYMG/Springfield (217) 546-9000 PD: CRAIG STEVENS MD: KEEF PULGHAM

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KRSP/Salt Lake City (801) 262-5541 PD: RANDY ROSE APD/MD: KELLY HONSON

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KUPD/Phoenix (602) 838-3062 PD: CURTIS JOHNSON APD: J. DAVID HOLMES

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Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KONE/San Jose (408) 985-9800 PD: RON NENNI MD: STEPHEN PAGE

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KGON/Portland (503) 223-1441 OM: JON ROBBINS MD: DAVE NOME

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KZAP/Sacramento (916) 925-3700 PD: PAT STILL APD: JON RUSSELL

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

JEFFERSON AIRPLANE... MICK JONES... MOLLY HATCHET... PETE TOWNSHEND... PETER FRAMPTON...

KBER/Salt Lake City (801) 322-3311 OM: JOHN EDWARDS MD: KEVIN LEWIS

Heavy ROLLING STONES (M) TOM PETTY (M) WARRANT... TREYOR RABIN... AEROSMITH...

WYMG/Springfield (217) 546-9000 PD: CRAIG STEVENS MD: KEEF PULGHAM

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

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Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

POOD TOM PETTY (M) CULT... STEVIE RAY VAUGHAN (I) STEVIE NICKS... JETHRO TULL... JOE COCKER...

KRQR/San Francisco (415) 765-4097 PD: CHRIS MILLER MD: LORRAINE MEIER

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KISW/Seattle (206) 285-7625 PD: SKY DANIELS MD: MIKE JONES

Heavy TOM PETTY (M) GREAT WHITE (M) CULT... JETHRO TULL... ALARM...

KKBB/Bakersfield (805) 326-8000 VP/OPR: CHUCK MCKAY APD: D. DE LA CRUZ

Heavy STEVIE RAY VAUGHAN... DON HENLEY... ROLLING STONES... AEROSMITH (M)...

KBYC/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

Heavy ROLLING STONES (M) TOM PETTY (M) STARSHIP... TREYOR RABIN... AEROSMITH...

KJOT/Boise (208) 344-3500 PD: CARL SCHEIDER

Heavy ROLLING STONES... AEROSMITH... JETHRO TULL... ALARM... BOBANDS...

KILO/Colorado Springs (719) 634-4896 OM: RICH HAWK MD: BOB ELY

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KBPI/Denver (303) 512-6200 PD: CHRIS POOLE MD: DEVIN DURRANT

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KLX/Eugene (503) 345-8888 PD: STEVE BECKER

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

TEN YEARS AFTER STARSHIP... JAMES MCURTRY... STEVIE RAY VAUGHAN... JETHRO TULL... BRENDAN CRONER & T...

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Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KNAC/Long Beach-L.A. (213) 437-0366 PD: TOM MARSHALL MD: MICHAEL DAVIS

Heavy SKID ROW... ALICE COOPER... MICHAEL MONROE... AEROSMITH... MOTLEY CRUE... KING'S X...

KDJ/Moderato (209) 869-2594 PD: MIKE DAVIS MD: RANDY MARANZ

Heavy ROLLING STONES (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KPOI/Honolulu (808) 524-7100 PD: PAUL MITCHELL

Heavy TOM PETTY (L) DON HENLEY... STARSHIP... ROLLING STONES (M)...

KZRR/Albuquerque (505) 765-5400 PD: FRANK JAXON MD: HUBBY DEAN

Heavy ROLLING STONES (M) TEARS FOR FEARS... DON HENLEY... WARRANT... AEROSMITH (M)...

KMBY/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

Heavy ROLLING STONES (M) TOM PETTY (M) STARSHIP... TREYOR RABIN... AEROSMITH...

KZEL/Eugene (503) 342-7096 PD: KEN MARTIN MD: AL SCOTT

Heavy AEROSMITH (M) JOE COCKER... RICHARD MARX... TOM PETTY... ROLLING STONES (M)...

KDB/Phoenix (602) 987-9300 PD: JOHN MCCRAE MD: JEFF PARETS

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KRZQ/Reno (702) 827-0965 PD: DANIEL COOK MD: MAX VOLMUE

Heavy TREYOR RABIN... STARSHIP... MICK JONES... ALICE COOPER... ROLLING STONES (M)...

TREYOR RABIN STARSHIP... TEARS FOR FEARS... JOE COCKER... MELISSA ETHERIDGE... NEIL YOUNG...

KRQR/San Francisco (415) 765-4097 PD: CHRIS MILLER MD: LORRAINE MEIER

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Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KLX/Eugene (503) 345-8888 PD: STEVE BECKER

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KFMF/Chico (916) 843-8461 PD: RON WOODWARD MD: MARTY GRIFFIN

Heavy ROLLING STONES (M) AEROSMITH (M) JOE COCKER... POCO... STARSHIP... TEARS FOR FEARS...

KDJ/Moderato (209) 869-2594 PD: MIKE DAVIS MD: RANDY MARANZ

Heavy ROLLING STONES (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KPOI/Honolulu (808) 524-7100 PD: PAUL MITCHELL

Heavy TOM PETTY (L) DON HENLEY... STARSHIP... ROLLING STONES (M)...

KZRR/Albuquerque (505) 765-5400 PD: FRANK JAXON MD: HUBBY DEAN

Heavy ROLLING STONES (M) TEARS FOR FEARS... DON HENLEY... WARRANT... AEROSMITH (M)...

KMBY/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

Heavy ROLLING STONES (M) TOM PETTY (M) STARSHIP... TREYOR RABIN... AEROSMITH...

KZEL/Eugene (503) 342-7096 PD: KEN MARTIN MD: AL SCOTT

Heavy AEROSMITH (M) JOE COCKER... RICHARD MARX... TOM PETTY... ROLLING STONES (M)...

KDB/Phoenix (602) 987-9300 PD: JOHN MCCRAE MD: JEFF PARETS

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KRZQ/Reno (702) 827-0965 PD: DANIEL COOK MD: MAX VOLMUE

Heavy TREYOR RABIN... STARSHIP... MICK JONES... ALICE COOPER... ROLLING STONES (M)...

KXFX/Santa Rosa (707) 523-1369 PD: ROB LIPSONI MD: GREG MCCLURE

Heavy ROLLING STONES (M) AEROSMITH (M) JOE COCKER... POCO... STARSHIP... TEARS FOR FEARS...

KDJ/Moderato (209) 869-2594 PD: MIKE DAVIS MD: RANDY MARANZ

Heavy ROLLING STONES (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KPOI/Honolulu (808) 524-7100 PD: PAUL MITCHELL

Heavy TOM PETTY (L) DON HENLEY... STARSHIP... ROLLING STONES (M)...

KZRR/Albuquerque (505) 765-5400 PD: FRANK JAXON MD: HUBBY DEAN

Heavy ROLLING STONES (M) TEARS FOR FEARS... DON HENLEY... WARRANT... AEROSMITH (M)...

KMBY/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

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Heavy AEROSMITH (M) JOE COCKER... RICHARD MARX... TOM PETTY... ROLLING STONES (M)...

KDB/Phoenix (602) 987-9300 PD: JOHN MCCRAE MD: JEFF PARETS

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KPOI/Honolulu (808) 524-7100 PD: PAUL MITCHELL

Heavy TOM PETTY (L) DON HENLEY... STARSHIP... ROLLING STONES (M)...

KZRR/Albuquerque (505) 765-5400 PD: FRANK JAXON MD: HUBBY DEAN

Heavy ROLLING STONES (M) TEARS FOR FEARS... DON HENLEY... WARRANT... AEROSMITH (M)...

KMBY/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

Heavy ROLLING STONES (M) TOM PETTY (M) STARSHIP... TREYOR RABIN... AEROSMITH...

KZEL/Eugene (503) 342-7096 PD: KEN MARTIN MD: AL SCOTT

Heavy AEROSMITH (M) JOE COCKER... RICHARD MARX... TOM PETTY... ROLLING STONES (M)...

KDB/Phoenix (602) 987-9300 PD: JOHN MCCRAE MD: JEFF PARETS

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KRZQ/Reno (702) 827-0965 PD: DANIEL COOK MD: MAX VOLMUE

Heavy TREYOR RABIN... STARSHIP... MICK JONES... ALICE COOPER... ROLLING STONES (M)...

WRVU Nashville... FALL SKUNK... MERCYLAND... TIME IS BETWEEN... CHRIS & COSEY... ASEAL... BUFFALO TOM... PHANTOM 309... TROTSKY (CEPCIK... HOLLER... RED HOT CHILI PEP... FALL SKUNK... BRIDGE... MERCYGAND...

KRQR/San Francisco (415) 765-4097 PD: CHRIS MILLER MD: LORRAINE MEIER

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KISW/Seattle (206) 285-7625 PD: SKY DANIELS MD: MIKE JONES

Heavy TOM PETTY (M) GREAT WHITE (M) CULT... JETHRO TULL... ALARM...

KKBB/Bakersfield (805) 326-8000 VP/OPR: CHUCK MCKAY APD: D. DE LA CRUZ

Heavy STEVIE RAY VAUGHAN... DON HENLEY... ROLLING STONES... AEROSMITH (M)...

KBYC/Monterey (408) 649-7500 PD: RICH BERLIN MD: MAXIANE SARTORI

Heavy ROLLING STONES (M) TOM PETTY (M) STARSHIP... TREYOR RABIN... AEROSMITH...

KJOT/Boise (208) 344-3500 PD: CARL SCHEIDER

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KILO/Colorado Springs (719) 634-4896 OM: RICH HAWK MD: BOB ELY

Heavy AEROSMITH (M) ROLLING STONES... JETHRO TULL... ALARM... BOBANDS...

KBPI/Denver (303) 512-6200 PD: CHRIS POOLE MD: DEVIN DURRANT

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...

KLX/Eugene (503) 345-8888 PD: STEVE BECKER

Heavy AEROSMITH (M) DON HENLEY (M) MELISSA ETHERIDGE... JETHRO TULL... ALARM...



# CHAMP1 PLAYISTS

## 97.1 WGH

PLAYS MORE HITS

PD: Tony Macrini Norfolk  
MD: Jeff Moreau

H 4	1	HILLI VANILLI/Don't Wanna Lose You
H 3	2	WARRANT/Heaven
H 3	3	CHER/If I Could Turn Back
H 9	4	SOUL II SOUL/Keep On Movin'
H 11	5	JANET JACKSON/Rhythm Nation
H 11	6	BEZ/Good Life
H 11	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 13	8	PRINCE/PARTYMAN
H 13	9	NEWHERRY/Bliss On The Mind
H 14	10	ROBBI/ROBBI
H 14	11	ROBBI/ROBBI
H 14	12	ROBBI/ROBBI
H 14	13	ROBBI/ROBBI
H 14	14	ROBBI/ROBBI
H 14	15	ROBBI/ROBBI
H 14	16	ROBBI/ROBBI
H 14	17	ROBBI/ROBBI
H 14	18	ROBBI/ROBBI
H 14	19	ROBBI/ROBBI
H 14	20	ROBBI/ROBBI
H 14	21	ROBBI/ROBBI
H 14	22	ROBBI/ROBBI
H 14	23	ROBBI/ROBBI
H 14	24	ROBBI/ROBBI
H 14	25	ROBBI/ROBBI
H 14	26	ROBBI/ROBBI
H 14	27	ROBBI/ROBBI
H 14	28	ROBBI/ROBBI
H 14	29	ROBBI/ROBBI
H 14	30	ROBBI/ROBBI

## WKBO

106.5  
Less Talk More Music

PD: Lyndon Abell  
APD: Chris Knight St. Louis  
MD: Jim Atkinson

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 2	2	WARRANT/Heaven
H 2	3	CHER/If I Could Turn Back
H 3	4	SOUL II SOUL/Keep On Movin'
H 3	5	JANET JACKSON/Rhythm Nation
H 3	6	BEZ/Good Life
H 3	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 3	8	PRINCE/PARTYMAN
H 3	9	NEWHERRY/Bliss On The Mind
H 3	10	ROBBI/ROBBI
H 3	11	ROBBI/ROBBI
H 3	12	ROBBI/ROBBI
H 3	13	ROBBI/ROBBI
H 3	14	ROBBI/ROBBI
H 3	15	ROBBI/ROBBI
H 3	16	ROBBI/ROBBI
H 3	17	ROBBI/ROBBI
H 3	18	ROBBI/ROBBI
H 3	19	ROBBI/ROBBI
H 3	20	ROBBI/ROBBI
H 3	21	ROBBI/ROBBI
H 3	22	ROBBI/ROBBI
H 3	23	ROBBI/ROBBI
H 3	24	ROBBI/ROBBI
H 3	25	ROBBI/ROBBI
H 3	26	ROBBI/ROBBI
H 3	27	ROBBI/ROBBI
H 3	28	ROBBI/ROBBI
H 3	29	ROBBI/ROBBI
H 3	30	ROBBI/ROBBI

## Q102 Cincinnati

OM: Jim Fox  
PD: Dave Allen  
MD: Brian Douglas

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## Chicago

PD: Buddy Scott  
MD: Joe Bohannon

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## Z100 FM KKRZ Portland

PD: Mark Capps  
MD: Connie Breeze

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## KISS 94.5 San Jose

PD: Mark St. John  
MD: Rich Anhorn

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## 95 FM Detroit

VP Programming: Gary Berkowitz  
APD/MD: Michael Waite

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## 99.7 FM Indianapolis

PD/MD: Scott Wheeler  
APD: John Trout

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## 101.3 Minneapolis

PD: Brian Phillips  
MD: Ed Lambert

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## Power 96 Detroit

PD: Rick Gillette  
APD/MD: Mark Jackson

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## KUBE 93 FM Seattle

PD: Tom Hutylar  
MD: Randy Irwin

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## KISS 102.7 Seattle

PD: Casey Keating  
MD: Mark Allen

H 1	1	HILLI VANILLI/Don't Wanna Lose You
H 1	2	WARRANT/Heaven
H 1	3	CHER/If I Could Turn Back
H 1	4	SOUL II SOUL/Keep On Movin'
H 1	5	JANET JACKSON/Rhythm Nation
H 1	6	BEZ/Good Life
H 1	7	FINE YOUNG CAMBRIAN/Don't Leave Me This Way
H 1	8	PRINCE/PARTYMAN
H 1	9	NEWHERRY/Bliss On The Mind
H 1	10	ROBBI/ROBBI
H 1	11	ROBBI/ROBBI
H 1	12	ROBBI/ROBBI
H 1	13	ROBBI/ROBBI
H 1	14	ROBBI/ROBBI
H 1	15	ROBBI/ROBBI
H 1	16	ROBBI/ROBBI
H 1	17	ROBBI/ROBBI
H 1	18	ROBBI/ROBBI
H 1	19	ROBBI/ROBBI
H 1	20	ROBBI/ROBBI
H 1	21	ROBBI/ROBBI
H 1	22	ROBBI/ROBBI
H 1	23	ROBBI/ROBBI
H 1	24	ROBBI/ROBBI
H 1	25	ROBBI/ROBBI
H 1	26	ROBBI/ROBBI
H 1	27	ROBBI/ROBBI
H 1	28	ROBBI/ROBBI
H 1	29	ROBBI/ROBBI
H 1	30	ROBBI/ROBBI

## 94 WTKI Milwaukee

PD: Todd Fisher  
APD/MD: Danny Clayton

H 1	1	HILLI VANILLI/Don't Wanna Lose You
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CHR P1 PLAYLISTS

Denver

PD: Mark Bolke
APD/MD: Dom Testa

- 1 PAULA ABUJA/Cold Hearted
2 MILLI VANILLI/Girl I'm Gonna Miss Y
3 WARRANT/Heaven
4 SURFACE/Blower Me With Your L

Sacramento

PD: Jeff Hunter
MD: Alex "A.C." Cosper

- 1 SPID ROW/IB And Life
2 MILLI VANILLI/Girl I'm Gonna Miss Y
3 WARRANT/Heaven
4 CURE/Love Song

Portland

VP/Programming: Jim Ryan

- 1 WARRANT/Heaven
2 SPID ROW/IB And Life
3 ROLLING STONES/Mixed Emotions
4 FINE YOUNG CANNIBS/Don't Look Back

San Francisco

PD: Bill Richards
MD: Gene Baxter

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 NEW RIDES ON THE B/Cover Girl
3 GORILLA ESTEFAN/Don't Wanna Lose You

CHR P1A

P1-A CHR Reporters are major market stations which have achieved format dominance or exert significant influence in their market by playing a unique mix of leading-edge rock or dance records combined with mainstream CHR.

PGC

Washington, D.C.

PD: Dave Ferguson
MD: Albie D

- 1 TERRY TATE/Babies Having Babies
2 U/State Of Your Love
3 STEVE B/Leave Me For Life

HOT 97 FM

New York

OM: Joel Salkowitz
MD: Kevin McCab

- 1 SURFACE/Blower Me With Your L
2 MILLI VANILLI/Girl I'm Gonna Miss Y
3 PAULA ABUJA/Cold Hearted

WIOQ/Philadelphia

OM: Mark Driscoll
PD: Elvis Duran
MD: Frank Cerami

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 NEW RIDES ON THE B/Cover Girl
3 GORILLA ESTEFAN/Don't Wanna Lose You

POWER

Miami

VP/Programming: Bill Tanner
APD: Funk E. Frank Walsh
Music Coord.: John Rogers

- 1 2 LIVE CREW/No Horny
2 MILLI VANILLI/Girl I'm Gonna Miss Y
3 JAY-Z/You Leave Me Now

HOT 97 FM

Dallas

PD: Joel Folger
APD/MD: Jimmy Steel

- 1 WARRANT/Heaven
2 RICHARD HARRIS/Right Here Waiting
3 CURE/Love Song

100.3 JAMZ

PD: Elroy R.C. Smith
MD: Carolyn Robbins
APD: Tom Casey

- 1 BYBILL/DON'T MAKE ME OVER
2 MILLI VANILLI/Girl I'm Gonna Miss Y
3 AFTER 7/Heat Of The Moment

KKKR 106.5 FM

Kansas City
Acting PD: Gary Franklin
MD: Mark Cruz

- 1 SPID ROW/IB And Life
2 FINE YOUNG CANNIBS/Don't Look Back
3 STEVE B/Leave Me For Life

HOT 97 FM

San Jose

PD: Ken Richards
APD: Christopher Lance
MD: John Christian

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 SURFACE/Blower Me With Your L
3 GORILLA ESTEFAN/Don't Wanna Lose You

WMMMS 100.1 FM

Cleveland
OM: Rich Piombino
MD: Brad Hanson

- 1 SPID ROW/IB And Life
2 FINE YOUNG CANNIBS/Don't Look Back
3 CURE/Love Song

FOX WDFX

Detroit's FOX 99.5 FM
PD: Chuck Beck
APD/MD: John McFadden

- 1 GREAT WHITE/Mista Bone
2 WARRANT/Heaven
3 SPID ROW/IB And Life

HOT 97 FM

San Jose

PD: Ken Richards
APD: Christopher Lance
MD: John Christian

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 SURFACE/Blower Me With Your L
3 GORILLA ESTEFAN/Don't Wanna Lose You

KMEL 106 FM

San Francisco
PD: Keith Naftaly
MD: Hosh Gureli

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 SURFACE/Blower Me With Your L
3 GORILLA ESTEFAN/Don't Wanna Lose You

Power 106 FM

Los Angeles
PD: Jeff Wyatt
APD/MD: Al Tavera

- 1 MILLI VANILLI/Girl I'm Gonna Miss Y
2 SURFACE/Blower Me With Your L
3 GORILLA ESTEFAN/Don't Wanna Lose You

99.1 KGGI FM

Quadruples the Music!
KGGI/Riverside
PD: Larry Martino
MD: Harley Davidson
APD: Steve Craig

- 1 NEW RIDES ON THE B/Cover Girl
2 SURFACE/Blower Me With Your L
3 GORILLA ESTEFAN/Don't Wanna Lose You

WY102

Sacramento
OM/POD/MD: Brian White

- 1 SOUL II SOUL/Keep On Movin'
2 SURFACE/Blower Me With Your L
3 MILLI VANILLI/Girl I'm Gonna Miss Y

EAST MOST ADDED BREAKOUTS New Kids/Cover Paula Abdul Bad English Souisister Dino

EAST P2

FLY92/Albany, NY Pettangill/Schaefer NEW KIDS ON THE B PAULA ABDUL BAD ENGLISH DINO SEDUCTION

99WGY/Albany, NY Tom Parker BAD ENGLISH ALICE COOPER (dp) BABYFACE KIX (dp) GREAT WHITE

WAEB/Albany, NY Sherry/Johnson PAULA ABDUL BAD ENGLISH THOMPSON TWINS CHRISTOPHER WILLI (dp)

WMJQ/Buffalo, NY Nevins/Christian PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

WVIC/Hartford, CT Shakes/West LIVING COLOUR SXBL PAULA ABDUL DANNY OSMOND

WKEE/Huntington, WV Mayne/Miller NEW KIDS ON THE B VESTA (dp) KEVIN PAIGE (dp)

WYCR/York, PA McCausland/Wylie B. NEW KIDS ON THE B VESTA (dp) KIX (dp)

WPRR/Aitona, PA Scott St. John PAULA ABDUL NEW KIDS ON THE B BAD ENGLISH DINO

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

WVIC/Hartford, CT Shakes/West LIVING COLOUR SXBL PAULA ABDUL DANNY OSMOND

WKEE/Huntington, WV Mayne/Miller NEW KIDS ON THE B VESTA (dp) KEVIN PAIGE (dp)

103CR/Beckley, WV Spencer/Davis NEW KIDS ON THE B BOBBY BROWN

96XX/Burlington, VT Speck/Riley NEW KIDS ON THE B DINO SOULSISTER

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

WVIC/Hartford, CT Shakes/West LIVING COLOUR SXBL PAULA ABDUL DANNY OSMOND

WKEE/Huntington, WV Mayne/Miller NEW KIDS ON THE B VESTA (dp) KEVIN PAIGE (dp)

WVPE/Cape Cod, MA Rick Rydar DONNY OSMOND CURE NEW KIDS ON THE B

96XX/Burlington, VT Speck/Riley NEW KIDS ON THE B DINO SOULSISTER

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

WVIC/Hartford, CT Shakes/West LIVING COLOUR SXBL PAULA ABDUL DANNY OSMOND

WKEE/Huntington, WV Mayne/Miller NEW KIDS ON THE B VESTA (dp) KEVIN PAIGE (dp)

WVTH/Portland, ME Benson/Perkins NEW KIDS ON THE B GREAT WHITE

96XX/Burlington, VT Speck/Riley NEW KIDS ON THE B DINO SOULSISTER

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

WVIC/Hartford, CT Shakes/West LIVING COLOUR SXBL PAULA ABDUL DANNY OSMOND

WKEE/Huntington, WV Mayne/Miller NEW KIDS ON THE B VESTA (dp) KEVIN PAIGE (dp)

SOUTH MOST ADDED BREAKOUTS New Kids/Cover Paula Abdul Bad English Thompson Twins Souisister

SOUTH P2

WBQJ/Augusta, GA Bruce Stevens PAULA ABDUL THOMPSON TWINS ALICE COOPER (dp)

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

Q88/Fayetteville, NC McCloud/Kelly TINA TURNER BAD ENGLISH (dp) SEDUCTION (dp)

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

KZOU/Little Rock, AR Stewart/Geary NEW KIDS ON THE B ELTON JOHN

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

KQIZ/Amarillo, TX Stu Smoke NEW KIDS ON THE B PAULA ABDUL

WVFX/Bangor, ME Martin/Clerk NEW KIDS ON THE B JOE COCKER (dp) SOULSISTER

WLAN/Lancaster, PA Marino/Murray BAD ENGLISH MOTLEY CRUE ELTON JOHN

KC101/New Haven, CT Rybek/Poteman PAULA ABDUL YOUNG MC BAD ENGLISH

100KH/Ocean City, MD Hitman/Steele B-52'S BAD ENGLISH MICHAEL MORALES

WSPK/Poughkeepsie, NY Stew Schantz PAULA ABDUL BAD ENGLISH SIMPLY RED (dp) KIX

98PY/Rochester, NY Mitchell/Leary LIVING COLOUR SEDUCTION DINO

WVSR/Charleston, WV Bill Shahan KEVIN PAIGE BAD ENGLISH ELTON JOHN DINO

WERZ/Exeter, NH Falcon/Lief SKID ROW EXPOSE NEW KIDS ON THE B (dp)

WNNK/Harrisburg, PA Bond/August NEW KIDS ON THE B BAD ENGLISH LIVING COLOUR

250 Current Reporters 239 Current Playlists Called In A Frozen Playlist (2): WKBQ/St. Louis KWNZ/Reno Did Not Report, Playlist Frozen (9): WAVA/Washington WQO/Philadelphia

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/title (label) designation indicate the total number, how many added it for the first time this week.

# CHR ADDS & HOTS

## MIDWEST

**MOST ADDED**  
New Kids/Cover  
Bad English  
Paula Abdul  
Thompson Twins  
Alice Cooper

**BREAKOUTS**  
Great White  
Icehouse  
Giant  
Donny Osmond  
Dan Reed Network

**WTKX/Hibbing-Duluth, MN**  
Crain/Davis  
BAD ENGLISH  
SOULSISTER  
THOMPSON TWINS  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 1-1  
TOM PETTY 5-4  
MILLI VANILLI 17-6  
NENH CHERRY 15-9  
ROLLING STONES 28-17

**Z104/Madison, WI**  
Lockwood/Keyes  
NEW KIDS ON THE B  
EXPOSE  
NEW KIDS ON THE B  
PETER FRAMPTON  
Hotte: WARRANT 2-1  
SKID ROW 4-2  
MILLI VANILLI 8-4  
NEW KIDS ON THE B D-20  
BAD ENGLISH D-28

**KJ103/Oklahoma City, OK**  
McCoy/Taylor  
none  
Hotte: WARRANT 1-1  
NEW KIDS ON THE B 2-7  
SKID ROW 3-3  
MILLI VANILLI 4-4  
MADONNA 7-7

**Z99/Oklahoma City, OK**  
Bratt/Dumier  
BAD ENGLISH  
PAULA ABDUL  
NEW KIDS ON THE B  
SHAKESPEAR'S SIST (dp)  
Hotte: WARRANT 1-1  
MILLI VANILLI 4-3  
SKID ROW 9-6  
JANET JACKSON 22-10  
AEROSMITH 31-25

**KQKQ/Omaha, NB**  
Draw Bentley  
NEW KIDS ON THE B  
SOULSISTER  
GIANT (dp)  
GREAT WHITE  
WARRANT 1-1  
MILLI VANILLI 2-2  
MADONNA 8-3  
ROLLING STONES 15-7  
HOTLEY CRUE 18-14

**KZ33/Paoria, IL**  
Edwards/Star  
BABYFACE  
NEW KIDS ON THE B  
MARTIKA  
Hotte: WARRANT 1-1  
SKID ROW 4-2  
MADONNA 6-3  
CHER 8-5  
MILLI VANILLI 10-6

**WZOK/Rockford, IL**  
Ivey/Summers  
NEW KIDS ON THE B  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

**WIME/Toledo, OH**  
Mike Wheeler  
STARSHIP  
SKID ROW (dp)  
HOTLEY CRUE (dp)  
GREAT WHITE  
TESLA  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 3-2  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

**KLQ/Grand Rapids, MI**  
Owen/Tinnes  
BILLY SQUIER  
GONKY PARK  
GREAT WHITE  
POCO  
Hotte: WARRANT 2-1  
CURE 13-8  
KATRINA & THE WAV 18-12  
ROLLING STONES 24-14  
TEARS FOR FEARS 27-18  
HOTLEY CRUE 30-21

**WIXX/Green Bay, WI**  
Cov/Loutroz  
STEPHEN BISHOP  
TREVOR RABIN (dp)  
BAD ENGLISH  
THOMPSON TWINS  
SOULSISTER  
Hotte: WARRANT 1-1  
MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

## P2

**WKDD/Akron, OH**  
Clark/Nichols  
TEARS FOR FEARS  
MOTLEY CRUE  
SKID ROW (dp)  
MADONNA (dp)  
Hotte: GLORIA ESTEFAN 3-1  
CHER 5-2  
JEFF HEALEY BAND 9-6  
MILLI VANILLI 13-8  
MICHAEL MORALES 16-13

**WPHR/Cleveland, OH**  
Thomas/Brown  
PAULA ABDUL  
MARTIKA  
THOMPSON TWINS  
BAD ENGLISH  
KIX (dp)  
YOUNG MC (dp)  
GREAT WHITE  
Hotte: WARRANT 1-1  
PAULA ABDUL 1-1  
WARRANT 2-2  
MILLI VANILLI 6-5  
AEROSMITH 27-24  
NEW KIDS ON THE B D-31

**Hot 82/Cleveland, OH**  
Kant/Galagher  
none  
Hotte: WARRANT 5-1  
MILLI VANILLI 7-2  
MADONNA 12-6  
BEE GEES 14-10  
FINE YOUNG CANNIB 19-15

**BZX/Columbus, Oh**  
Todd/Carter  
GIANT  
ICEHOUSE  
BANG TANGO (dp)  
LOVE & ROCKETS  
UNDERWORLD  
Hotte: WARRANT 2-1  
JEFF HEALEY BAND 5-3  
SKID ROW 8-4  
KIX 10-5  
GREAT WHITE 13-6

**WPX/Davenport, IA**  
Larry Davis  
BOBBY BROWN  
KIX (dp)  
SHOOTING STAR  
Hotte: WINGER 2-1  
SURFACE 4-2  
SKID ROW 6-3  
MILLI VANILLI 12-8  
MADONNA 17-12

## P3

**WVCK/Flint, MI**  
St. Michaels/D'Dall  
NEW KIDS ON THE B  
ALICE COOPER  
PAULA ABDUL  
DAN REED NETWORK  
KEVIN PAIGE  
KON KAN  
Hotte: WARRANT 1-1  
MILLI VANILLI 1-1  
SKID ROW 4-2  
JANET JACKSON 19-12  
DINO 28-17  
BAD ENGLISH 38-29

**WMEE/Flt. Wayne, IN**  
Jeff Davis  
NEW KIDS ON THE B  
BAD ENGLISH  
AEROSMITH  
PAULA ABDUL  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 6-3  
MILLI VANILLI 9-5  
SKID ROW 8-6  
MADONNA 10-7

**WORD/Grand Rapids, MI**  
Casady/Friday  
PAULA ABDUL  
DINO  
NEW KIDS ON THE B  
B-52'S  
PRINCE  
AEROSMITH (dp)  
ROLLING STONES (dp)  
Hotte: WARRANT 1-1  
CHER 2-1  
MADONNA 3-1  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

## P4

**WGTZ/Dayton, OH**  
Belfantina/Ross  
NEW KIDS ON THE B  
NEW KIDS ON THE B  
BAD ENGLISH  
PAULA ABDUL  
PRINCE  
MICHAEL MORALES  
Hotte: WARRANT 1-1  
CHER 3-2  
MADONNA 9-6  
JANET JACKSON 14-7  
NEW KIDS ON THE B D-25

**KRNO/Des Moines, IA**  
Knigh/Lewis  
DONNY OSMOND  
MICHAEL MORALES  
AEROSMITH  
GREAT WHITE  
Hotte: MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

**KMYZ/Tulsa, OK**  
Myers/Smith  
BAD COMPANY  
RICHARD MARX  
Hotte: WARRANT 1-1  
PAULA ABDUL 3-2  
SKID ROW 6-4  
CHER 7-5  
CUFF HEALEY BAND 10-6

**KKRD/Wichita, KS**  
Oliver/Williams  
VESTA  
KIX (dp)  
NEW KIDS ON THE B  
THOMPSON TWINS  
ALICE COOPER (dp)  
Hotte: WARRANT 1-1  
MILLI VANILLI 4-1  
WARRANT 6-2  
SOUL II SOUL 12-8  
PRINCE 13-9  
TEARS FOR FEARS 14-10

**WHOT/Youngstown, OH**  
Dick Thompson  
NEW KIDS ON THE B  
MICHAEL MORALES  
UNDERWORLD  
ALICE COOPER  
GIANT  
COVER GIRLS  
Hotte: GLORIA ESTEFAN 1-1  
MILLI VANILLI 3-2  
WARRANT 6-4  
CHER 7-6  
SKID ROW 9-7

**KJ103/Oklahoma City, OK**  
McCoy/Taylor  
none  
Hotte: WARRANT 1-1  
NEW KIDS ON THE B 2-7  
SKID ROW 3-3  
MILLI VANILLI 4-4  
MADONNA 7-7

**Z99/Oklahoma City, OK**  
Bratt/Dumier  
BAD ENGLISH  
PAULA ABDUL  
NEW KIDS ON THE B  
SHAKESPEAR'S SIST (dp)  
Hotte: WARRANT 1-1  
MILLI VANILLI 4-3  
SKID ROW 9-6  
JANET JACKSON 22-10  
AEROSMITH 31-25

**KQKQ/Omaha, NB**  
Draw Bentley  
NEW KIDS ON THE B  
SOULSISTER  
GIANT (dp)  
GREAT WHITE  
WARRANT 1-1  
MILLI VANILLI 2-2  
MADONNA 8-3  
ROLLING STONES 15-7  
HOTLEY CRUE 18-14

## P5

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

**WMIH/Toledo, OH**  
Mike Wheeler  
STARSHIP  
SKID ROW (dp)  
HOTLEY CRUE (dp)  
GREAT WHITE  
TESLA  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 3-2  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

**KLQ/Grand Rapids, MI**  
Owen/Tinnes  
BILLY SQUIER  
GONKY PARK  
GREAT WHITE  
POCO  
Hotte: WARRANT 2-1  
CURE 13-8  
KATRINA & THE WAV 18-12  
ROLLING STONES 24-14  
TEARS FOR FEARS 27-18  
HOTLEY CRUE 30-21

**WIXX/Green Bay, WI**  
Cov/Loutroz  
STEPHEN BISHOP  
TREVOR RABIN (dp)  
BAD ENGLISH  
THOMPSON TWINS  
SOULSISTER  
Hotte: WARRANT 1-1  
MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

## P6

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

## P7

**WMIH/Toledo, OH**  
Mike Wheeler  
STARSHIP  
SKID ROW (dp)  
HOTLEY CRUE (dp)  
GREAT WHITE  
TESLA  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 3-2  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

**KLQ/Grand Rapids, MI**  
Owen/Tinnes  
BILLY SQUIER  
GONKY PARK  
GREAT WHITE  
POCO  
Hotte: WARRANT 2-1  
CURE 13-8  
KATRINA & THE WAV 18-12  
ROLLING STONES 24-14  
TEARS FOR FEARS 27-18  
HOTLEY CRUE 30-21

**WIXX/Green Bay, WI**  
Cov/Loutroz  
STEPHEN BISHOP  
TREVOR RABIN (dp)  
BAD ENGLISH  
THOMPSON TWINS  
SOULSISTER  
Hotte: WARRANT 1-1  
MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

## P8

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

**KCMQ/Columbia, MO**  
Myers/Hansen  
NEW KIDS ON THE B  
TEXAS  
ALICE COOPER (dp)  
THOMPSON TWINS  
PAULA ABDUL  
Hotte: WARRANT 1-1  
STARSHIP 11-7  
JANET JACKSON 16-9  
NENH CHERRY 15-11  
MICHAEL MORALES 22-17  
ROLLING STONES 30-26

**KLYV/Dubuque, IA**  
Thompson/Hansen  
MOTLEY CRUE  
TINA TURNER  
BOBBY BROWN  
TEXAS  
NEW KIDS ON THE B  
MARTIKA  
UNDERWORLD  
THOMPSON TWINS  
BAD ENGLISH  
Hotte: WARRANT 2-1  
CHER 6-6  
MADONNA 11-8  
SKID ROW 14-9  
ROXETTE 19-11

**Y94/Fargo, ND**  
Jack Lundy  
MOTLEY CRUE (dp)  
THOMPSON TWINS  
B-52'S  
ICEHOUSE  
Hotte: WARRANT 4-1  
GLORIA ESTEFAN 2-2  
CHER 6-4  
MILLI VANILLI 8-5  
MADONNA 10-8

**WHOT/Youngstown, OH**  
Dick Thompson  
NEW KIDS ON THE B  
MICHAEL MORALES  
UNDERWORLD  
ALICE COOPER  
GIANT  
COVER GIRLS  
Hotte: GLORIA ESTEFAN 1-1  
MILLI VANILLI 3-2  
WARRANT 6-4  
CHER 7-6  
SKID ROW 9-7

**KJ103/Oklahoma City, OK**  
McCoy/Taylor  
none  
Hotte: WARRANT 1-1  
NEW KIDS ON THE B 2-7  
SKID ROW 3-3  
MILLI VANILLI 4-4  
MADONNA 7-7

**Z99/Oklahoma City, OK**  
Bratt/Dumier  
BAD ENGLISH  
PAULA ABDUL  
NEW KIDS ON THE B  
SHAKESPEAR'S SIST (dp)  
Hotte: WARRANT 1-1  
MILLI VANILLI 4-3  
SKID ROW 9-6  
JANET JACKSON 22-10  
AEROSMITH 31-25

## P9

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

**WMIH/Toledo, OH**  
Mike Wheeler  
STARSHIP  
SKID ROW (dp)  
HOTLEY CRUE (dp)  
GREAT WHITE  
TESLA  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 3-2  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

**KLQ/Grand Rapids, MI**  
Owen/Tinnes  
BILLY SQUIER  
GONKY PARK  
GREAT WHITE  
POCO  
Hotte: WARRANT 2-1  
CURE 13-8  
KATRINA & THE WAV 18-12  
ROLLING STONES 24-14  
TEARS FOR FEARS 27-18  
HOTLEY CRUE 30-21

**WIXX/Green Bay, WI**  
Cov/Loutroz  
STEPHEN BISHOP  
TREVOR RABIN (dp)  
BAD ENGLISH  
THOMPSON TWINS  
SOULSISTER  
Hotte: WARRANT 1-1  
MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

## P10

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

## P11

**WMIH/Toledo, OH**  
Mike Wheeler  
STARSHIP  
SKID ROW (dp)  
HOTLEY CRUE (dp)  
GREAT WHITE  
TESLA  
Hotte: GLORIA ESTEFAN 1-1  
WARRANT 3-2  
MILLI VANILLI 6-3  
SKID ROW 20-12  
ROXETTE 19-13

**KLQ/Grand Rapids, MI**  
Owen/Tinnes  
BILLY SQUIER  
GONKY PARK  
GREAT WHITE  
POCO  
Hotte: WARRANT 2-1  
CURE 13-8  
KATRINA & THE WAV 18-12  
ROLLING STONES 24-14  
TEARS FOR FEARS 27-18  
HOTLEY CRUE 30-21

**WIXX/Green Bay, WI**  
Cov/Loutroz  
STEPHEN BISHOP  
TREVOR RABIN (dp)  
BAD ENGLISH  
THOMPSON TWINS  
SOULSISTER  
Hotte: WARRANT 1-1  
MADONNA 10-5  
JANET JACKSON 11-6  
CHER 17-10  
CHUCK D. BOOKER 22-15  
ROXETTE 26-16

## P12

**KYVV/Bismarck, ND**  
Bob Beck  
BABYFACE  
DINO  
NEW KIDS ON THE B  
KIX  
Hotte: WARRANT 2-1  
SKID ROW 12-9  
TOM PETTY 16-12  
ROXETTE 23-15  
JANET JACKSON 29-19

**WBNQ/Bloomington, IL**  
Justin/Wals  
BAD ENGLISH  
NEW KIDS ON THE B  
DONNY OSMOND  
ICEHOUSE  
MARTIKA  
DAN REED NETWORK (dp)  
Hotte: WARRANT 2-1  
GLORIA ESTEFAN 2-1  
WARRANT 4-2  
MILLI VANILLI 5-3  
CHER 8-5  
MADONNA 14-6

**WBWB/Bloomington, IN**  
Mark Callaghan  
PAULA ABDUL  
BAD ENGLISH  
NEW KIDS ON THE B  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MADONNA 3-1  
JANET JACKSON 11-4  
SKID ROW 10-6

## WEST

**MOST ADDED**  
New Kids/Cover  
Thompson Twins  
Paula Abdul  
Dan Reed Network  
Bad English  
Alice Cooper

**BREAKOUTS**  
Great White  
Icehouse  
Donny Osmond  
Fuzzbox

**KPMQ/Honolulu, HI**  
Kane/Hart  
NEW KIDS ON THE B  
PAULA ABDUL  
TINA TURNER  
REGINA BELLE  
Hotte: WARRANT 2-1  
RICHARD MARX 2-1  
MILLI VANILLI 4-3  
MADONNA 8-5  
ZIGGY MARLEY 14-12  
MARTIKA D-16

**KLUC/Las Vegas, NV**  
Oser/Taylor  
BAD ENGLISH  
Hotte: GLORIA ESTEFAN 1-1  
CHER 3-2  
YOUNG MC 5-3  
SKID ROW 8-8  
JANET JACKSON 12-10

**FM104/Madison-Stockton, CA**  
DeMaroney/Hoffman  
none  
Hotte: ALICE COOPER  
NEW KIDS ON THE B  
SOULSISTER  
GREAT WHITE (dp)  
SHIRLEY RED  
DONNY OSMOND  
Hotte: GLORIA ESTEFAN 2-2  
STARSHIP 4-3  
WARRANT 5-4  
SKID ROW 6-5

## P2

**KKSB/Albuquerque, NM**  
Ced/Rice/Kerr  
NEW KIDS ON THE B  
CHRISTOPHER WILLI  
Hotte: WARRANT 1-1  
FRINCE 13-7  
JEFF HEALEY BAND 22-11  
YOUNG MC 17-14  
SHARON BRYANT 21-16

**CHED/Edmonton, Alberta**  
McKenna/Stuart  
GRAPES OF WRATH  
TINA TURNER  
ELTON JOHN  
MOTLEY CRUE  
AEROSMITH  
BABYFACE  
MELISSA ETHERIDGE  
Hotte: MILLI VANILLI 6-3  
WARRANT 8-6  
SKID ROW 9-7  
JANET JACKSON 24-19  
ROLLING STONES 25-20

**KSNQ/Albuquerque, NM**  
Tom/Rivers  
PAULA ABDUL  
TEDDY RILEY & GUY  
KEVIN PAIGE  
PATTI LABELLE  
NEW KIDS ON THE B  
VESTA  
SHARON BRYANT  
COVER GIRLS  
GIANT (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WMBR/Springfield, IL**  
Moore/Lawley  
NEW KIDS ON THE B  
DINO  
GREAT WHITE  
SHARON BRYANT (dp)  
ALICE COOPER (dp)  
SOULSISTER  
GIANT (dp)  
DONNY OSMOND  
KIX (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WPRR/Terre Haute, IN**  
Newton/King  
CURE  
STEPHEN BISHOP  
THOMPSON TWINS  
DONNY OSMOND  
PAULA ABDUL  
GIANT (dp)  
BOBBY BROWN  
HOTLEY CRUE (dp)  
NENH CHERRY 15-5  
MADONNA 18-8  
JANET JACKSON 24-20  
ROXETTE 30-23  
TINA TURNER 39-28

**WIBW/Topeka, KS**  
Alexander/Heston  
NEW KIDS ON THE B  
PRICE (dp)  
WINGER (dp)  
TOM PETTY  
SEDUCTION  
ICEHOUSE  
DAN REED NETWORK  
JOHN EDIE  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
Hotte: WARRANT 7-2  
MILLI VANILLI 15-8  
MADONNA 21-10  
ROXETTE 30-23  
JANET JACKSON 35-26

**KKXX/Bakersfield, CA**  
Squire/Christophor  
SINISTA  
MARTIKA (dp)  
NEW KIDS ON THE B  
Hotte: WARRANT 1-1  
SOUL II SOUL 4-1  
SOUL II SOUL 9-6  
BABYFACE 13-9  
CHRISTOPHER WILLI 19-11  
JANET JACKSON 26-15

**KFBQ/Boise, ID**  
Jack Armstrong  
BAD ENGLISH  
COVER GIRLS  
DONNY OSMOND  
DONNY OSMOND  
SEDUCTION  
NENH CHERRY  
THOMPSON TWINS  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
ICEHOUSE  
DAN REED NETWORK  
JOHN EDIE  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MOTLEY CRUE 25-13  
JANET JACKSON 26-18  
YOUNG MC D-27

**KATM/Colorado Springs, CO**  
Sorenson/Fricke  
GREAT WHITE  
TESLA (dp)  
KIX (dp)  
Hotte: WARRANT 1-1  
SKID ROW 2-2  
STARSHIP P-3  
MOTLEY CRUE 19-14  
ALICE COOPER 22-10

**KSNQ/Albuquerque, NM**  
Tom/Rivers  
PAULA ABDUL  
TEDDY RILEY & GUY  
KEVIN PAIGE  
PATTI LABELLE  
NEW KIDS ON THE B  
VESTA  
SHARON BRYANT  
COVER GIRLS  
GIANT (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WMBR/Springfield, IL**  
Moore/Lawley  
NEW KIDS ON THE B  
DINO  
GREAT WHITE  
SHARON BRYANT (dp)  
ALICE COOPER (dp)  
SOULSISTER  
GIANT (dp)  
DONNY OSMOND  
KIX (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WPRR/Terre Haute, IN**  
Newton/King  
CURE  
STEPHEN BISHOP  
THOMPSON TWINS  
DONNY OSMOND  
PAULA ABDUL  
GIANT (dp)  
BOBBY BROWN  
HOTLEY CRUE (dp)  
NENH CHERRY 15-5  
MADONNA 18-8  
JANET JACKSON 24-20  
ROXETTE 30-23  
TINA TURNER 39-28

**KKXX/Bakersfield, CA**  
Squire/Christophor  
SINISTA  
MARTIKA (dp)  
NEW KIDS ON THE B  
Hotte: WARRANT 1-1  
SOUL II SOUL 4-1  
SOUL II SOUL 9-6  
BABYFACE 13-9  
CHRISTOPHER WILLI 19-11  
JANET JACKSON 26-15

**KFBQ/Boise, ID**  
Jack Armstrong  
BAD ENGLISH  
COVER GIRLS  
DONNY OSMOND  
DONNY OSMOND  
SEDUCTION  
NENH CHERRY  
THOMPSON TWINS  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
ICEHOUSE  
DAN REED NETWORK  
JOHN EDIE  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MOTLEY CRUE 25-13  
JANET JACKSON 26-18  
YOUNG MC D-27

**KATM/Colorado Springs, CO**  
Sorenson/Fricke  
GREAT WHITE  
TESLA (dp)  
KIX (dp)  
Hotte: WARRANT 1-1  
SKID ROW 2-2  
STARSHIP P-3  
MOTLEY CRUE 19-14  
ALICE COOPER 22-10

**KKXX/Bakersfield, CA**  
Squire/Christophor  
SINISTA  
MARTIKA (dp)  
NEW KIDS ON THE B  
Hotte: WARRANT 1-1  
SOUL II SOUL 4-1  
SOUL II SOUL 9-6  
BABYFACE 13-9  
CHRISTOPHER WILLI 19-11  
JANET JACKSON 26-15

**KFBQ/Boise, ID**  
Jack Armstrong  
BAD ENGLISH  
COVER GIRLS  
DONNY OSMOND  
DONNY OSMOND  
SEDUCTION  
NENH CHERRY  
THOMPSON TWINS  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
ICEHOUSE  
DAN REED NETWORK  
JOHN EDIE  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MOTLEY CRUE 25-13  
JANET JACKSON 26-18  
YOUNG MC D-27

**KATM/Colorado Springs, CO**  
Sorenson/Fricke  
GREAT WHITE  
TESLA (dp)  
KIX (dp)  
Hotte: WARRANT 1-1  
SKID ROW 2-2  
STARSHIP P-3  
MOTLEY CRUE 19-14  
ALICE COOPER 22-10

**KSNQ/Albuquerque, NM**  
Tom/Rivers  
PAULA ABDUL  
TEDDY RILEY & GUY  
KEVIN PAIGE  
PATTI LABELLE  
NEW KIDS ON THE B  
VESTA  
SHARON BRYANT  
COVER GIRLS  
GIANT (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WMBR/Springfield, IL**  
Moore/Lawley  
NEW KIDS ON THE B  
DINO  
GREAT WHITE  
SHARON BRYANT (dp)  
ALICE COOPER (dp)  
SOULSISTER  
GIANT (dp)  
DONNY OSMOND  
KIX (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WPRR/Terre Haute, IN**  
Newton/King  
CURE  
STEPHEN BISHOP  
THOMPSON TWINS  
DONNY OSMOND  
PAULA ABDUL  
GIANT (dp)  
BOBBY BROWN  
HOTLEY CRUE (dp)  
NENH CHERRY 15-5  
MADONNA 18-8  
JANET JACKSON 24-20  
ROXETTE 30-23  
TINA TURNER 39-28

**KKXX/Bakersfield, CA**  
Squire/Christophor  
SINISTA  
MARTIKA (dp)  
NEW KIDS ON THE B  
Hotte: WARRANT 1-1  
SOUL II SOUL 4-1  
SOUL II SOUL 9-6  
BABYFACE 13-9  
CHRISTOPHER WILLI 19-11  
JANET JACKSON 26-15

**KFBQ/Boise, ID**  
Jack Armstrong  
BAD ENGLISH  
COVER GIRLS  
DONNY OSMOND  
DONNY OSMOND  
SEDUCTION  
NENH CHERRY  
THOMPSON TWINS  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
ICEHOUSE  
DAN REED NETWORK  
JOHN EDIE  
LIVING COLOUR  
FUZZBOX  
LOVE & ROCKETS  
Hotte: WARRANT 2-1  
MILLI VANILLI 5-2  
MOTLEY CRUE 25-13  
JANET JACKSON 26-18  
YOUNG MC D-27

**KATM/Colorado Springs, CO**  
Sorenson/Fricke  
GREAT WHITE  
TESLA (dp)  
KIX (dp)  
Hotte: WARRANT 1-1  
SKID ROW 2-2  
STARSHIP P-3  
MOTLEY CRUE 19-14  
ALICE COOPER 22-10

**KSNQ/Albuquerque, NM**  
Tom/Rivers  
PAULA ABDUL  
TEDDY RILEY & GUY  
KEVIN PAIGE  
PATTI LABELLE  
NEW KIDS ON THE B  
VESTA  
SHARON BRYANT  
COVER GIRLS  
GIANT (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WMBR/Springfield, IL**  
Moore/Lawley  
NEW KIDS ON THE B  
DINO  
GREAT WHITE  
SHARON BRYANT (dp)  
ALICE COOPER (dp)  
SOULSISTER  
GIANT (dp)  
DONNY OSMOND  
KIX (dp)  
Hotte: WARRANT 3-1  
MILLI VANILLI 9-2  
SKID ROW 6-4  
MADONNA 7-5  
JANET JACKSON 24-13

**WPRR/Terre Haute, IN**  
Newton/King  
CURE  
STEPHEN BISHOP  
THOMPSON TW



Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, 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

A

PAULA ABDUL The Way That You Love Me (Virgin) LP: Forever Your Girl Total Reports 93 37%

Regional Reach E 42% S 49% M 25% W 30%

Chart Summary Pos P1 P2 P3 Tot National 2-5 0 0 0 0

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

AEROSMITH Love In An Elevator (Geffen) LP: Pump Total Reports 183 73%

Regional Reach E 81% S 68% M 88% W 57%

Regional Reach E 42% S 49% M 25% W 30%

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

B-52's Continued K100 a-38 K102 29-25 K103 35-31

BABYFACE It's No Crime (Solar/Epic) LP: Tender Lover Total Reports 189 76%

Regional Reach E 83% S 79% M 63% W 79%

Regional Reach E 42% S 49% M 25% W 30%

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

BAD ENGLISH When I See You Smile (Epic) LP: Bad English Total Reports 165 66%

Bad English Continued SOUTH PWR99 on fr KRBE d-22 KRBE d-31

BEE GEES One (WB) LP: One Total Reports 206 82%

Regional Reach E 94% S 85% M 78% W 73%

Regional Reach E 42% S 49% M 25% W 30%

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

Regional Reach E 42% S 49% M 25% W 30%

BOBBY BROWN Rock Wit'Cha (MCA) LP: Don't Be Cruel Total Reports 185 74%

Regional Reach E 81% S 76% M 67% W 75%

Regional Reach E 42% S 49% M 25% W 30%

Regional Reach E 50% S 51% M 56% W 61%

Regional Reach E 60% S 72% M 77% W 50%

Regional Reach E 42% S 49% M 25% W 30%

Regional Reach E 42% S 49% M 25% W 30%

Sharon Bryant Continued. WEST: KKSS 21-16, KNMQ 8-35, KXKX 18-12, KKMG 29-27, B95 8-6. WEST: KFRB on, KPRB on, KMKK on, KZ02 17-14, SLY96 10-6.

CHER. If I Could Turn Back Time (Geffen). LP: Heart Of Stone. Total Reports 216 86%. Regional Reach: E 92%, S 90%, M 88%, W 75%. Parallel Reach: P1 72%, P2 89%, P3 96%.

Regional Reach: E 92%, S 90%, M 88%, W 75%. Parallel Reach: P1 72%, P2 89%, P3 96%. Chart Summary: Pos P1 P2 P3 Tot. National Summary: 2-5 19 52 41 112.

WEST: B104 10-8, WKRS 2-1, WWSB 1-1, WBLI 7-5, CKOI 15-8, WFLX 15-8, Z102 13-10, WDCX 9-8, B94 5-4, PRO-FM 6-10, Q107 4-1, WAVA 5 fr. SOUTH: PWR99 19 fr, KRBO 15-13, KRBE 7-5, Y100 4-2, B97 1-1, WGR 5-3, WNYZ 6-2, K107 10-7, KTFM 8-7, Q105 4-2.

MIDWEST: Z95 25-19, Q102 4-2, WNCI 2-1, QP5 2-1, WHTY 6-5, WZPL 6-3, KRBO 3-1, WRTI 7-5, KDWB 4-4, WLOL 4-5, WKBQ 38 fr. WEST: KIIS 10-6, Y100 4-3, KRZ 4-2, KXQ 7-6, KQCD 9-7, KCPX 7-6, KISN 6-4, KRLO 26-21, X100 19-17, KWSB 3-2, KPLZ 7-5, KRBE 10-7.

MIDWEST: Z95 25-19, Q102 4-2, WNCI 2-1, QP5 2-1, WHTY 6-5, WZPL 6-3, KRBO 3-1, WRTI 7-5, KDWB 4-4, WLOL 4-5, WKBQ 38 fr. WEST: KIIS 10-6, Y100 4-3, KRZ 4-2, KXQ 7-6, KQCD 9-7, KCPX 7-6, KISN 6-4, KRLO 26-21, X100 19-17, KWSB 3-2, KPLZ 7-5, KRBE 10-7.

NENEH CHERRY. Kisses On The Wind (Virgin). LP: Raw Like Sushi. Total Reports 178 71%. Regional Reach: E 88%, S 73%, M 59%, W 68%. Parallel Reach: P1 68%, P2 72%, P3 72%.

WEST: WKRS 6-4, WZOU 6-5, WWSB 1-1, WBLI 22-19, CKOI 8-4, WFLX 22-17, Z100 22-19. WEST: WTRC 4-6, KRWS 5-5, CHED 14-13, K101 19-16, 100KHI 18-9, WSPR 16-21, 98PY 10-8, 930 10-8, WPSY 17-10, WRCK 11-11, WCRZ 13-9, WYCR 10-9.

Neneh Cherry Continued. WEST: WEGX 14-13, B94 7-6, PRO-FM 16-12, Q107 28-25, WAVA 26 fr. SOUTH: PWR99 13 fr, KRBO 21-20, Y100 17-16, B97 14-14, WGR 26-20.

Regional Reach: E 15%, S 21%, M 25%, W 25%. Parallel Reach: P1 14%, P2 22%, P3 29%. Chart Summary: Pos P1 P2 P3 Tot. National Summary: 2-5 0 0 0 0.

WEST: WEGX 14-13, KIIS 23-20, KZZP 14-13, KRKR 19-11, WMBB 16-15, KCPX 31-29, KISN 19-16, KLLQ 15-14, X100 13-13, WMSB 18-29, KPLZ 11-9, KUBE 7-5. SOUTH: WBBQ 14-14, B93 10-9, K98 16-12, WFMF 20-16, K106 8-12, KZB 32-31, 195 15-14.

WEST: WEGX 14-13, KIIS 23-20, KZZP 14-13, KRKR 19-11, WMBB 16-15, KCPX 31-29, KISN 19-16, KLLQ 15-14, X100 13-13, WMSB 18-29, KPLZ 11-9, KUBE 7-5. SOUTH: WBBQ 14-14, B93 10-9, K98 16-12, WFMF 20-16, K106 8-12, KZB 32-31, 195 15-14.

ALICE COOPER. Poison (Epic). LP: Trash. Total Reports 54 22%. Regional Reach: E 15%, S 21%, M 25%, W 25%. Parallel Reach: P1 14%, P2 22%, P3 29%.

WEST: WEGX 14-13, KIIS 23-20, KZZP 14-13, KRKR 19-11, WMBB 16-15, KCPX 31-29, KISN 19-16, KLLQ 15-14, X100 13-13, WMSB 18-29, KPLZ 11-9, KUBE 7-5. SOUTH: WBBQ 14-14, B93 10-9, K98 16-12, WFMF 20-16, K106 8-12, KZB 32-31, 195 15-14.

COVER GIRLS. My Heart Skips A Beat (Capitol). LP: We Can't Go Wrong. Total Reports 53 21%. Regional Reach: E 15%, S 20%, M 11%, W 41%. Parallel Reach: P1 28%, P2 24%, P3 10%.

WEST: WEGX 14-13, KIIS 23-20, KZZP 14-13, KRKR 19-11, WMBB 16-15, KCPX 31-29, KISN 19-16, KLLQ 15-14, X100 13-13, WMSB 18-29, KPLZ 11-9, KUBE 7-5. SOUTH: WBBQ 14-14, B93 10-9, K98 16-12, WFMF 20-16, K106 8-12, KZB 32-31, 195 15-14.

CURE. Lovesong (Elektra). LP: Disintegration. Total Reports 195 78%. Regional Reach: E 81%, S 73%, M 78%, W 82%. Parallel Reach: P1 71%, P2 74%, P3 91%.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

Dino Continued. SOUTH: KRBO on, KRBE 35-30, K107 31-31, KTFM 25-22. WEST: B96 30-26, WRBO 24 fr.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

EXPOSE. When I Looked At Him (Arista). LP: What You Don't Know. Total Reports 202 81%. Regional Reach: E 85%, S 88%, M 64%, W 86%. Parallel Reach: P1 68%, P2 83%, P3 90%.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

F. Regional Reach: E 83%, S 74%, M 81%, W 71%. Parallel Reach: P1 57%, P2 78%, P3 94%.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

F. Regional Reach: E 83%, S 74%, M 81%, W 71%. Parallel Reach: P1 57%, P2 78%, P3 94%.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.

WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a. WEST: KRLO a, K100 24-21, KUBB a.



Michael Morales Continued

WZL 29-27 WLOL a WBCB 15 fr WBST	K92 10-8 2106 27-24 KTXU 16-14 WDLX 24-21 WNLZ 4-38	WPM 20-16 KIXY 18-17 KWTX 19-18 KNIN 3-11 WVBS 19-15
Y108 4-30 KRRO 4-25 KCPX 29-28 KISN 36-34 KUBE 27-24	NIDWEST WKDO 16-13 92X 23-16 WPRX 13-11 WQTN 4-30 KRNO 4-33 KZIO 27-23 WVCK 20-16 WVBE 4-28 KLO 28-24 WVXX 17-13 WVXB 14-12 2104 17-16 KJ103 14 fr 299 36-24 KOKO 11-10 KZ93 17-14 WQOR 19-16 WVBE 28-23 KAY107 20-14 KMYZ 21-8 KREO 22-21 WVOT a-35	NIDWEST KYVV 20-17 WNO 27-19 WVBS 26-22 WVCL 4-31 KOCR 23-19 WLRW 22-14 KCMO 22-17 KLVY 16-12 Y94 28-25 99KX 4-38 WVPR 23-14 WVZ 19-16 KPRX 19-17 99KX 4-38 KAPT 14-13 KMTD 29-26 WDRR 21-17 WVPR 9-9 WVBS 31-28 KPMH 4-38 WVPC 21-17
99HGY 35-23 PLV92 32-30 99PKY 30-29 930 21-17 WVST 28-25 WVCK 16-12 WVBE 22-18 WVCR 16-16	WVBE 28-20 KCAQ 35-33 KMNZ on fr KQOR 19-16 KZIU 31-22	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8
WVBE 28-20 KCAQ 35-33 KMNZ on fr KQOR 19-16 KZIU 31-22	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8

**MOVING PICTURES**  
*What About Me (Geffen)*

Total Reports 50 20%

Regional Reach	E 29%	S 16%	M 20%	W 18%
Parallel Reach	P1 20%	P2 19%	P3 22%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	2-5	1	1	1	3	
UP	16-40	4	4	10	18	
DEBS	5	0	1	2	3	
SAME	6	0	4	1	5	
DOWN	5	0	0	1	1	
ADDS	6	0	2	15	50	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	1	1	1	3
6-15	7	12	1	20
16-40	4	4	10	18
Ons	0	1	2	3
Ch Adds	0	4	1	5
Total	13	20	15	50

**NEW KIDS ON THE BLOCK**  
*Didn't I Blow Your Mind (Columbia)*  
LP: New Kids On The Block

Total Reports 53 21%

Regional Reach	E 23%	S 26%	M 13%	W 23%
Parallel Reach	P1 22%	P2 22%	P3 12%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	6-15	4	6	2	12	
UP	16-40	6	7	2	15	
DEBS	9	0	1	0	1	
SAME	4	0	4	4	8	
DOWN	9	0	0	1	10	
ADDS	22	7	26	8	53	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	2	1	0	3
6-15	4	6	2	12
16-40	6	7	2	15
Ons	0	1	0	1
Ch Adds	7	7	0	14
Total	19	26	8	53

**Tom Petty Continued**

WZL 16-13 WBCB a	WVBE 28-20 KCAQ 35-33 KMNZ on fr KQOR 19-16 KZIU 31-22	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8
Y108 4-30 KRRO 4-25 KCPX 29-28 KISN 36-34 KUBE 27-24	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8

**Price Continued**

WZL 16-13 WBCB a	WVBE 28-20 KCAQ 35-33 KMNZ on fr KQOR 19-16 KZIU 31-22	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8
Y108 4-30 KRRO 4-25 KCPX 29-28 KISN 36-34 KUBE 27-24	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8	WEST KQOT 12-5 KPRX 17-13 297 31-24 KBOZ 29-24 KPRX 32-28 KFBP 29-22 KPTZ 32-28 KMK 16-13 KMTD 27-24 ZPUN 4-40 KQZ 37-24 SLY96 26-20 KHTY on OK95 11-8

**MOTLEY CRUE**  
*Dr. Feelgood (Elektra)*  
LP: Dr. Feelgood

Total Reports 171 68%

Regional Reach	E 73%	S 70%	M 78%	W 52%
Parallel Reach	P1 43%	P2 72%	P3 86%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	2-5	0	1	0	1	
UP	16-40	14	64	46	124	
DEBS	19	0	2	2	6	
SAME	10	0	3	3	7	
DOWN	0	0	2	1	11	
ADDS	18	4	84	59	171	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	0	1	0	1
6-15	6	10	6	22
16-40	14	64	46	124
Ons	2	2	2	6
Ch Adds	5	4	2	11
Total	28	84	59	171

**NEW KIDS ON THE BLOCK**  
*Cover Girl (Columbia)*  
LP: Hangin' Tough

Total Reports 179 72%

Regional Reach	E 88%	S 70%	M 67%	W 56%
Parallel Reach	P1 71%	P2 71%	P3 74%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	6-15	4	3	0	7	
UP	16-40	10	21	1	32	
DEBS	18	0	1	2	3	
SAME	4	0	8	35	36	
DOWN	0	0	20	21	14	
ADDS	134	46	82	51	179	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	3	0	0	3
6-15	4	3	0	7
16-40	10	21	1	32
Ons	1	2	0	3
Ch Adds	8	35	36	79
Total	46	82	51	179

**KEVIN PAIGE**  
*Don't Shut Me Out (Chrysalis)*  
LP: Kevin Paige

Total Reports 71 28%

Regional Reach	E 31%	S 28%	M 20%	W 36%
Parallel Reach	P1 32%	P2 32%	P3 28%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	6-15	0	0	0	0	
UP	16-40	1	5	3	9	
DEBS	6	0	4	3	7	
SAME	2	0	1	3	5	
DOWN	3	0	1	1	3	
ADDS	8	15	37	19	71	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	0	0	0	0
6-15	1	5	3	9
16-40	1	5	3	9
Ons	4	3	7	14
Ch Adds	1	3	1	5
Total	15	37	19	71

**POCO**  
*Call It Love (RCA)*  
LP: Legacy

Total Reports 144 58%

Regional Reach	E 60%	S 57%	M 61%	W 52%
Parallel Reach	P1 35%	P2 52%	P3 88%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	2-5	0	0	0	0	
UP	16-40	15	47	51	113	
DEBS	23	0	7	4	14	
SAME	16	0	3	1	7	
DOWN	0	0	2	0	2	
ADDS	9	23	60	61	144	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	0	0	0	0
6-15	2	1	5	8
16-40	15	47	51	113
Ons	7	4	14	25
Ch Adds	2	0	1	3
Total	23	60	61	144

**ROLLING STONES**  
*Mixed Emotions (Columbia)*  
LP: Steel Wheels

Total Reports 207 83%

Regional Reach	E 92%	S 68%	M 94%	W 66%
Parallel Reach	P1 72%	P2 81%	P3 96%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	2-5	3	0	1	4	
UP	16-40	27	73	51	151	
DEBS	9	0	7	3	10	
SAME	19	0	2	0	2	
DOWN	0	0	1	0	1	
ADDS	4	47	94	66	207	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	3	0	1	4
6-15	27	73	51	151
16-40	27	73	51	151
Ons	7	3	10	20
Ch Adds	1	0	1	2
Total	47	94	66	207

**NEW KIDS ON THE BLOCK**  
*Dr. Feelgood (Elektra)*  
LP: Dr. Feelgood

Total Reports 171 68%

Regional Reach	E 73%	S 70%	M 78%	W 52%
Parallel Reach	P1 43%	P2 72%	P3 86%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	2-5	0	1	0	1	
UP	16-40	14	64	46	124	
DEBS	19	0	2	2	6	
SAME	10	0	3	3	7	
DOWN	0	0	2	1	11	
ADDS	18	4	84	59	171	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	0	1	0	1
6-15	6	10	6	22
16-40	14	64	46	124
Ons	2	2	2	6
Ch Adds	5	4	2	11
Total	28	84	59	171

**NEW KIDS ON THE BLOCK**  
*Cover Girl (Columbia)*  
LP: Hangin' Tough

Total Reports 179 72%

Regional Reach	E 88%	S 70%	M 67%	W 56%
Parallel Reach	P1 71%	P2 71%	P3 74%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	6-15	4	3	0	7	
UP	16-40	10	21	1	32	
DEBS	18	0	1	2	3	
SAME	4	0	8	35	36	
DOWN	0	0	20	21	14	
ADDS	134	46	82	51	179	

Pos	P1	P2	P3	Tot
1	0	0	0	0
2-5	3	0	0	3
6-15	4	3	0	7
16-40	10	21	1	32
Ons	1	2	0	3
Ch Adds	8	35	36	79
Total	46	82	51	179

**KEVIN PAIGE**  
*Don't Shut Me Out (Chrysalis)*  
LP: Kevin Paige

Total Reports 71 28%

Regional Reach	E 31%	S 28%	M 20%	W 36%
Parallel Reach	P1 32%	P2 32%	P3 28%	

Chart Summary	Pos				P3	Tot
	P1	P2	P3			
National Summary	6-15	0	0	0	0	
UP	16-40	1	5	3	9	
DEBS	6	0	4	3	7	
SAME	2	0	1	3	5	
DOWN	3	0	1	1	3	

Rolling Stones Continued

Rolling Stones Continued. Includes station lists for EAST, WEST, SOUTH, and MIDWEST regions with call letters and frequencies.

ROXETTE Listen To Your Heart (EMI) LP: Look Sharp! Total Reports 216 86%. Includes Regional Reach, Chart Summary, and National Summary.

SKID ROW 18 And Life (Atlantic) LP: Skid Row Total Reports 188 75%. Includes Regional Reach, Chart Summary, and National Summary.

STARSHIP It's Not Enough (RCA) LP: Love Among The Cannibals Total Reports 185 74%. Includes Regional Reach, Chart Summary, and National Summary.

TEXAS I Don't Want A Lover (Mercury) LP: Southside Total Reports 54 22%. Includes Regional Reach, Chart Summary, and National Summary.

SEDUCTION You're My One And... (Vendetta/A&M) Total Reports 134 54%. Includes Regional Reach, Chart Summary, and National Summary.

Seduction Continued

Seduction Continued. Includes station lists for EAST, WEST, SOUTH, and MIDWEST regions.

THOMPSON TWINS Sugar Daddy (WB) LP: Big Trash Total Reports 62 25%. Includes Regional Reach, Chart Summary, and National Summary.

SOULSISTER Way To Your Heart (EMI) LP: Way To Your Heart Total Reports 86 34%. Includes Regional Reach, Chart Summary, and National Summary.

SOULSISTER (Continued) Includes station lists for EAST, WEST, SOUTH, and MIDWEST regions.

SOULSISTER (Continued) Includes station lists for EAST, WEST, SOUTH, and MIDWEST regions.

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SOULSISTER (Continued) Includes station lists for EAST, WEST, SOUTH, and MIDWEST regions.

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SIGNIFICANT ACTION

U

UNDERWORLD

Stand Up (Sire/WB) LP: Change The Weather

Table with columns: Regional Reach, National Summary, UP, DEBS, SAME, DOWN, ADDS. Includes sub-tables for N&A and Chart Summary.

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

W

WARRANT

Heaven (Columbia) LP: Dirty Rotten Filthy Stinking Rich

Table with columns: Regional Reach, National Summary, UP, DEBS, SAME, DOWN, ADDS. Includes sub-tables for N&A and Chart Summary.

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Warrant Continued

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

CHRISTOPHER WILLIAMS

Talk To Myself (Geffen) LP: Adventures In Paradise

Table with columns: Regional Reach, National Summary, UP, DEBS, SAME, DOWN, ADDS. Includes sub-tables for N&A and Chart Summary.

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

YOUNG MC

Bust A Move (Delicious Vinyl/Island)

Table with columns: Regional Reach, National Summary, UP, DEBS, SAME, DOWN, ADDS. Includes sub-tables for N&A and Chart Summary.

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

B

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

C

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

D

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

E

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

F

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

G

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

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Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

J

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

K

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

L

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

Grid of radio station call letters and their associated regions (EAST, SOUTH, MIDWEST, WEST).

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PARALLELS®

NEW ARTISTS

SIGNIFICANT ACTION

M

PAUL MCCARTNEY This One (Capitol) LP: Flowers In The Dirt

ZIGGY MARLEY & MELODY MAKERS Look Who's Dancing (Virgin) LP: One Bright Day

O

DONNY OSMOND Hold On (Capitol) LP: Donny Osmond

R

TREVOR RABIN Something To Hold On To (Elektra) LP: Can't Look Away

DAN REED NETWORK Make It Easy (PolyGram) LP: Slam

TEDDY RILEY / GUY My Fantasy (Motown) LP: "Do The Right Thing" ST

S

SIMPLY RED You've Got It (Elektra) LP: A New Flame

SINITTA Right Back Where We... (Atlantic)

S

SOUL II SOUL Back To Life (Virgin) LP: Keep On Movin'

DONNA SUMMER Love's About To Change My Heart (Atlantic) LP: Another Place And Time

SYBIL Don't Make Me Over (Next Plateau)

T

TERRY TATE Babies Having Babies (Atlantic)

TERRY TATE Babies Having Babies (Atlantic)

10,000 MANIACS Eat For Two (Elektra) LP: Blind Man's Zoo

TESLA Love Song (Geffen) LP: The Great Radio Controversy

2 LIVE CREW Me So Horny (Luke Skywalker)

V

VESTA Congratulations (A&M) LP: Vesta 4 U

W

WHITE LION Radar Love (Atlantic) LP: Big Game

WINGER Hungry (Atlantic) LP: Winger

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KBOZ/Boston, MA (P2)
KCAD/Oakland-Veneta, CA (P2)
KCMO/Columbia, MO (P3)
KCPX/Salt Lake City, UT (P1)
KDON/Salt Lake City, UT (P1)
KDWB/Minneapolis, MN (P1)
KGLD/Dallas, TX (P1A)
KEZB/E Paso, TX (P3)
KFBO/Cheyenne, WY (P3)
KFMW/Waterloo, IA (P3)
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KGGI/Albuquerque, NM (P1)
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KIKI/Honolulu, HI (P2)
KISM/Salt Lake City, UT (P1)
KISR/Ft. Smith, AR (P3)
KITY/San Antonio, TX (P1)
KIXY/San Antonio, TX (P3)
KJNZ/Dallas, TX (P1A)
KKBQ/Houston, TX (P1)
KKLO/San Diego, CA (P1)
KKMG/Colorado Springs, CO (P2)
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KXYZ/Portland, OR (P1)
KYNO/Fresno, CA (P2)
KYTY/Sioux Falls, SD (P2)
KZFM/Corpus Christi, TX (P2)
KZIO/Owensboro, KY (P2)
KZOU/Little Rock, AR (P2)
KZQZ/San Luis Obispo, CA (P3)
KZZB/Sacramento, TX (P2)
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WENZ/Essex, MA (P2)
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WGN/Rockford, VA (P1)
WGRD/Grand Rapids, MI (P2)
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WNCL/Columbus, OH (P1)
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898 (WBBN)/Chicago, IL (P1)
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899 (KZLH)/Ft. Smith, AR (P3)
8104 (WBSB)/Baltimore, MD (P1)
8105 (WJLN)/Orlando, FL (P2)
FL92 (WFLY)/Albany, NY (P2)
FM100 (WNC-FM)/Memphis, TN (P2)
FM104 (KJOP)/Sacramento, CA (P1A)
FM104 (KHOP)/Modesto-Stokton, CA (P2)
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G106 (WRDC)/Cleveland, OH (P3)
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K68 (WFTL)/Tallahassee, FL (P2)
K106 (KXOX)/Birmingham, AL (P2)
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KC101 (WKCS)/New Haven, CT (P2)
KF95 (KFJD)/Boise, ID (P2)
KJ103 (KJYO)/Oklahoma City, OK (P2)
K8104 (KOKX)/Denver, CO (P1)
KX106 (KXXX)/Birmingham, AL (P2)
K2106 (WZKZ)/Chattanooga, TN (P2)
OK95 (KOKX)/Tri-Cities, WA (P3)
PIRATE (KQLZ)/Las Vegas, NV (P1A)
PRO-FM (WPRO)/Providence, RI (P1)
PW96 (WPOW)/Miami, FL (P1A)
PW99 (WFPW)/Atlanta, GA (P1)
PW186 (WPRR)/Los Angeles, CA (P1A)
Q96 (WKOL)/Detroit, MI (P1A)
Q98 (WQSN)/Fayetteville, NC (P2)
Q101 (WJQQ)/Shreveport, MS (P2)
Q102 (WKRQ)/Cincinnati, OH (P1)
Q104 (WQEN)/Gadsden, AL (P2)
Q105 (WKBQ)/Tampa, FL (P1)
Q107 (WRQX)/Washington, DC (P1)
SLY96 (KSLY)/San Luis Obispo, CA (P3)
X106 (KXOX)/San Francisco, CA (P1)
Y94 (WDAT)/Fargo, ND (P3)
Y97 (KHYY)/Santa Barbara, CA (P3)
Y106 (WHYY)/Miami, FL (P1)
Y107 (WHYI)/Nashville, TN (P2)
Y108 (KXCY)/Denver, CO (P1)
ZFHJ (WZFH)/Moscow, ID (P3)
Z85 (WYZZ)/Chicago, IL (P3)
Z87 (KLZ3)/Bilings, MT (P2)
Z90 (KMPZ)/Memphis, TN (P2)
Z96 (KZBA)/Oklahoma City, OK (P2)
Z100 (WHZZ)/New York, NY (P1)
Z102 (WZAT)/Savannah, GA (P2)
Z103 (WZEE)/Madison, WI (P2)
Z104 (WBRZ)/Sarasota, FL (P2)
Z2X (WXTG)/Columbus, OH (P2)
Z3Q (WPTQ)/Syracuse, NY (P2)
Z4TK (WTRN)/Jackson, MS (P2)
Z53L (WZLJ)/Portland, ME (P3)
Z63CX (WZCX)/Burlington, VT (P3)
Z6PY (WPEY)/Rochester, NY (P3)
Z9K (KXGQ)/Dallas, TX (P3)
Z9WY5 (WAT5)/Macon, GA (P2)
Z9WY6/Albany, NY (P2)
Z9WKH (WKH)/Ocean City, MD (P2)
Z9ZCR (WZCR)/Bozeman, MT (P3)



# BREAKERS

## NEW KIDS ON THE BLOCK Cover Girl (Columbia)

72% of our reporters playing it. Moves: Up 23, Debuts 18, Same 4, Down 0, Adds 134 including B104, WPLJ, Z100, KKBQ, WNVZ, Q105, KBEQ, KZZP, KKLQ. See Parallels, debuts at number 32 on the CHR chart.

## BAD ENGLISH When I See You Smile (Epic)

66% of our reporters playing it. Moves: Up 13, Debuts 52, Same 25, Down 0, Adds 75 including WXKS, WPLJ, PRO-FM, Y100, Q95, WL0L, KKRZ, KCPX, WDFX. Complete airplay in Parallels.

## MARTIKA

## I Feel The Earth Move (Columbia)

64% of our reporters playing it. Moves: Up 66, Debuts 40, Same 27, Down 0, Adds 26 including WEGX, WNVZ, Z95, WL0L, KKRZ, 98PXY, WKRZ, WPHR, KZ93. See Parallels, debuts at number 36 on the CHR chart.

## TINA TURNER The Best (Capitol)

60% of our reporters playing it. Moves: Up 90, Debuts 34, Same 18, Down 0, Adds 9, WMJQ, 98PXY, Q98, WDJX, WHHY, CHED, KQM, KLYV, KFRX. See Parallels, debuts at number 37 on the CHR chart.

# NEW & ACTIVE

### POCO "Call It Love" (RCA)

Reports: 144. Moves: Up 96, Debuts 23, Same 16, Down 0, Adds 9, WKTI, Y108, KPLZ, WAPE, Z106, KLO, KAY107, KCAQ, WKIZ, KRBE 30-25, WMMS 19-12, KWOD 30-26, KISN 23-19, WMJQ 19-15, WROQ 28-16, KZ106 29-23, WHYY 26-21, KF95 36-31, B98 16-11. See Parallels, moves 40-35 on the CHR chart with 85% of the airplay converted to numbered moves.

### LIVING COLOUR "Glamour Boys" (Epic)

Reports: 141. Moves: Up 69, Debuts 23, Same 31, Down 0, Adds 18 including Q105, WMJQ, WNNK, WTIC, 98PXY, WKRZ, KAY107, KROY, G98, B98, KTX, KISN 30-26, 100KHI 24-13, 93Q 30-22, K106 26-20, WZYP 39-31, 95XIL 36-30, KNIN 30-21. See Parallels, debuts at number 40 on the CHR chart with converted airplay at 71%.

### B-52'S "Love Shack" (Reprise)

Reports: 136. Moves: Up 58, Debuts 24, Same 29, Down 0, Adds 25 including WZOU, Q95, X100, WAEB, WMJQ, WL0L, K98, G105, WDJX, KAY107, WBNO, WXKS 19-14, WNCI 23-20, WHYT 13-10, KXXR 36-32, HOT102 34-27, WHYY 21-16, Z99 21-11. See Parallels, debuts at number 39 on the CHR chart as 60% of the airplay has charted.

### SEDUCTION "You're My One And Only (True Love)" (Vendetta/A&M)

Reports: 134. Moves: Up 78, Debuts 8, Same 28, Down 7, Adds 13, B104, KDWB, FLY92, WMJQ, 98PXY, 93Q, Q98, Y107, KZIO, KF95, KROY, WJAD, WIBW, HOT97 12-9, PWR96 12-6, WTIC 15-9, WFMF 11-9, WGTZ 12-10. See Parallels, moves 28-25 on the CHR chart with 84% of the airplay charted and 36% of the moves are Top 15 or better.

### TOM PETTY "Runnin' Down A Dream" (MCA)

Reports: 125. Moves: Up 89, Debuts 4, Same 16, Down 9, Adds 7, WEGX, KDWB, Q98, KOY-FM, KROY, KTX, WIBW, WXKS 16-12, Q95 10-7, WERZ 9-6, WPST 6-5, WQUT 7-5, WKDD 11-7, KLO 5-3, KMYZ 23-17, KSNB 11-9, WPFX 5-4, WPFM 11-8. See Parallels, moves 33-31 on the CHR chart with 90% of all airplay charted and Top 15 or better action at 42%.

### GRACES "Lay Down Your Arms" (A&M)

Reports: 112. Moves: Up 61, Debuts 8, Same 41, Down 2, Adds 0 including KKRZ 30-22, FLY92 31-29, WL0L 34-32, WRCK 40-37, WZYP 33-30, WQUT 19-10, Z106 36-33, KZIO 23-19, WIXX 31-24, KF95 14-10, KSNB 12-10, WPRR 39-34, WHTO 33-30, WJAD 30-26, KNIN 27-22, WVBS 30-26, WBNO 21-18, 99KG 12-6.

### OINO "Sunshine" (4th & Broadway/Island)

Reports: 99. Moves: Up 23, Debuts 20, Same 27, Down 0, Adds 29 including WXKS, KJMZ, KKRZ, FLY92, WMJQ, WWSR, WL0L, 98PXY, 93Q, WKRZ, WOVV, 95XXX, KISR, PRO-FM d-34, KRBE 35-30, KTFM 25-22, B96 30-26, KMEL 30-27, KWSS 29-26, KNMQ 25-20.

### PAULA ABOUL "The Way That You Love Me" (Virgin)

Reports: 93. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 93 including CKOI, WEGX, B94, PRO-FM, Y100, B97, KITY, KTFM, WHYT, KDWB, KS104, KZZP, KPLZ, HOT97, PWR96, FM102, KMEL, HOT977.

### SHARON BRYANT "Let Go" (Wing/Polydor)

Reports: 92. Moves: Up 45, Debuts 8, Same 25, Down 1, Adds 13, HOT97, PRO-FM, WHYT, Y108, WKRZ, WZYP, KNMQ, KROY, Q104, KWTX, WAZY, WDBR, KFBQ, WZOU 35-29, HOT102 30-23, FM102 21-17, HOT977 10-9, WNOK 23-18. Charted airplay at 66% with 26% of it in the Top 15.

### SOULSISTER "Way To Your Heart" (EMI)

Reports: 86. Moves: Up 7, Debuts 13, Same 26, Down 0, Adds 40 including WXKS, WZOU, Q107, KRBE, Q95, HOT102, KKRZ, KWOD, 100KHI, 93Q, WDJX, K92, FM104, KDWB 27-24, KISN 38-32, WPFM 37-31, KQCR 35-32.

### UNDERWORLD "Stand Up" (Sire/WB)

Reports: 77. Moves: Up 33, Debuts 11, Same 28, Down 0, Adds 5, WANS, 92X, WHOT, KLYV, KFRX, KXXR 10-8, FLY92 39-36, WCGQ 37-33, WIXX 35-28, WTBX 26-19, KRZR 9-5, KISR 38-34, WPFM 28-24, WBNO 34-26, 99KG 16-12, KFMW 13-10, OK95 19-16. Now charting at 62% of those playing it.

### YOUNG MC "Bust A Move" (Delicious Vinyl/Island)

Reports: 74. Moves: Up 43, Debuts 5, Same 19, Down 3, Adds 4, WL0L, KC101, WPHR, KTX, KIS 7-4, PWR106 9-8, KZZP 9-8, KGGI 15-12, KKLQ 6-4, WAEB 33-25, WMJQ 8-5, WTIC 10-8, B93 39-14, KPRR 6-2, Z102 8-4, Z99 5-4, B95 13-10, KIKI 1-1. See Parallels, debuts at number 34 on the CHR chart; 66% of the airplay is charted, with hits at 31% and Top 15 moves at 56%.

### KEVIN PAIGE "Don't Shut Me Out" (Chrysalis)

Reports: 71. Moves: Up 32, Debuts 6, Same 22, Down 3, Adds 8, WZOU, HOT102, WWSR, WKEE, WWC, KNMQ, WPRR, OK95, KJMZ 22-19, Q102 32-28, Y108 23-11, KZZB 12-10, WNOK 40-26, 94TYX 12-8, WAPE 13-10, KZOU 21-16, KRNO 13-9, Z99 22-17, WHT 29-18. Charted action at 73%.

### THOMPSON TWINS "Sugar Daddy" (WB)

Reports: 62. Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 57 including Y108, KKRZ, KWOD, KCPX, KPLZ, KUBE, WBBO, K98, WCGQ, WDLX, WPHR, WIXX, KKRZ, KROY, WOMP, WJAD, KISR, WL0L d-31.

### KIX "Don't Close Your Eyes" (Atlantic)

Reports: 57. Moves: Up 15, Debuts 6, Same 16, Down 0, Adds 20 including B104, KEGL, 99WGY, WSPK, WYCR, KZ106, WPKR, KKRZ, KATM, KISR, KYXY, WDFX 7-5, KXXR 14-11, 100KHI 34-23, WROQ 30-20, WZYP 40-32, 92X 10-5, Z99 18-10.

### ALICE COOPER "Poison" (Epic)

Reports: 54. Moves: Up 6, Debuts 2, Same 3, Down 0, Adds 43 including WZOU, B94, WMMS, WZPL, KPLZ, 99WGY, JET-FM, WBBQ, WABB, Z106, WKZL, KOY-FM, KXXR 12-9, PIRATE 18-14, 92X 25-20, KATM 22-10, OK95 32-20.

### TEXAS "I Don't Want A Lover" (Mercury)

Reports: 54. Moves: Up 19, Debuts 5, Same 23, Down 0, Adds 7, WZOU, 100KHI, KZOU, WZKX, KCMQ, KLYV, KOHT, WXKS 32-29, CKOI 33-28, WZYP 32-29, KLO 22-19, KSNB 39-35, KYXY 36-30, KQCR 40-37, KPAT 34-30, ZFUN 15-11, OK95 36-33.

### NEW KIDS ON THE BLOCK "Didn't I Blow Your Mind" (Columbia)

Reports: 53. Moves: Up 18, Debuts 9, Same 4, Down 0, Adds 22 including B104, KJMZ, WHYT, KIS, PWR106, KGGI, KMEL, WKEE, KPRR, Y106, K92, WGTZ, WZOK, KCAQ, KNOE, WKSE 23-16, KZZP 12-6, KKLQ 22-10, WTIC 40-13. 83% are charting it with hits at 51% and Top 15 action at 38%.

### COVER GIRLS "My Heart Skips A Beat" (Capitol)

Reports: 53. Moves: Up 26, Debuts 6, Same 10, Down 0, Adds 11, KKBQ, WHYT, KKLQ, KUBE, WCKZ, WANS, WRQN, WHOT, KNMQ, KF95, KTRR, HOT97 9-6, PWR96 28-24, KITY 35-24, HOT102 18-15, PWR106 23-19, KMEL 17-11, HOT977 20-16, WFMF 19-15. 64% of the action has charted.

### CHRISTOPHER WILLIAMS "Talk To Myself" (Geffen)

Reports: 52. Moves: Up 25, Debuts 3, Same 14, Down 1, Adds 9, HOT97, HOT102, WAEB, WCKZ, KKSS, WHTO, KNAN, KTRR, KTMT, KJMZ 19-7, KZZP 19-14, KMEL 14-10, HOT977 11-10, KZZB 34-28, KXX 19-11, B95 34-27, WQID 29-22. 69% of the action is charted with 30% of the airplay in the majors.

### MOVING PICTURES "What About Me" (Geffen)

Reports: 50. Moves: Up 28, Debuts 5, Same 6, Down 5, Adds 6, KIS, WRCK, WROQ, WNOK, Z102, KQCR, WKSE 28-20, WNVZ 7-6, KBEQ 19-11, WKTI 9-7, KS104 23-19, KZZP 13-10, WSPK 17-6, WKOB 20-15, WOVV 13-9, WKDD 14-9, WMHE 19-15, KMYZ 12-10. Charted and moving at 84% with 46% of the action now into the Top 15.

MOST ADDED	MOST ACTIVE	HOTTEST
NEW KIDS/Cover (134)	POCO (119)	MILLI VANILLI (162)
PAULA ABOUL (93)	LIVING COLOUR (92)	WARRANT (132)
BAD ENGLISH (75)	TOM PETTY (84)	JANET JACKSON (104)
THOMPSON TWINS (57)	B-52'S (82)	MADONNA (80)
ALICE COOPER (43)	SEDUCTION (79)	SKID ROW (79)
SOULSISTER (40)	GRACES (67)	CHER (68)
OINO (29)	SHARON BRYANT (52)	MOTLEY CRUE (42)
GREAT WHITE (26)	YOUNG MC (45)	GLORIA ESTEFAN (37)
MARTIKA (26)	UNOERWORLD (44)	ROLLING STONES (29)
B-52'S (25)	DINO (43)	NEW KIDS/Didn't (27)
ONNY OSMOND (25)		

Most Active = Ups + Debuts - Downs

# SIGNIFICANT ACTION

### LOVE AND ROCKETS "No Big Deal" (RCA)

Reports: 49. Moves: Up 6, Debuts 8, Same 24, Down 0, Adds 11, KRBE, WHYT, WROQ, WANS, KTUX, 92X, KAY107, KF95, WJAD, WKFR, KTRR, 100KHI 39-33, WZYP 38-34, KNIN 32-29, KYXY 40-34, KPAT 31-28, OK95 38-34.

### KON KAN "Puss n' Boots/These Boots Are Made For Walkin'" (Atlantic)

Reports: 49. Moves: Up 22, Debuts 7, Same 15, Down 0, Adds 5, WXKS, WNNK, KZOU, WWCK, 103CIR, KKBQ 16-10, KRBE 32-26, HOT102 26-19, KWSS 23-20, K106 4-2, KZZB 28-16, WANS 38-35, Z98 25-20, KBFM 25-12, Z99 38-25, KCAQ 22-18, WQID 10-9. The South & West lead as 73% of the airplay has charted.

### VESTA "Congratulations" (A&M)

Reports: 48. Moves: Up 15, Debuts 4, Same 17, Down 1, Adds 11 including WPLJ, WHYT, WKEE, WYCR, WNOK, 94TYX, BJ105, KNMQ, WPGC 10-8, HOT102 35-31, KGGI d-22, KISN 40-35, KMEL 23-18, WL0L 35-29.

### OEBBIE GIBSON "We Could Be Together" (Atlantic)

Reports: 43. Moves: Up 7, Debuts 6, Same 17, Down 0, Adds 13 including B104, Z100, HOT102, WMJQ, WCGQ, KBFM, K92, 95XIL, WJAD, KEZB, KITY 32-25, Y107 d-30, WPRR 40-29.

### WHITE LION "Radar Love" (Atlantic)

Reports: 42. Moves: Up 14, Debuts 6, Same 16, Down 0, Adds 6, WDLX, WKPE, KWTX, WAZY, KFTZ, ZFUN, KXXR 34-27, WHYY d-29, WPFM 40-33, KNIN 39-27, 99KG 40-35, KHTY 30-24, OK95 24-17.

### BAROEUX "I Love The Bass" (Enigma)

Reports: 38. Moves: Up 9, Debuts 7, Same 13, Down 0, Adds 9, CKOI, HOT102, WRCK, KBFM, KXX, B95, KCAQ, KISR, KMOK, KJMZ 29-22, KITY 26-20, KZZB 39-26, KPRR 34-28, Z99 29-19, KNMQ 30-23. Breaking out of the South & West

### WINGER "Hungry" (Atlantic)

Reports: 33. Moves: Up 9, Debuts 9, Same 9, Down 0, Adds 6, JET-FM, WSPK, WFWX, WJMX, WKFR, WIBW, WSSX 28-22, KTUX 37-33, KRZR d-29, KPAT 32-27, KHTY 23-18, OK95 40-31. 57% of the airplay has charted.

### GREAT WHITE "The Angel Song" (Capitol)

Reports: 32. Moves: Up 3, Debuts 1, Same 2, Down 0, Adds 26 including KKBQ, 99WGY, JET-FM, KZOU, WPHR, WMHE, KF95, KZZU, WOMP, WPFM, KGOT, KFBQ, OK95, KNIN 25-18, KHTY 28-20.

### SIMPLY RED "You've Got It" (Elektra)

Reports: 32. Moves: Up 2, Debuts 1, Same 23, Down 0, Adds 6, WSPK, K98, WINK, FM104, WJAD, WQID, WZOU d-32, KKRZ on-dp, KISN on-dp.

### GIANT "I'm A Believer" (A&M)

Reports: 29. Moves: Up 1, Debuts 3, Same 7, Down 0, Adds 18 including WMMS, WPST, WQUT, KTUX, 92X, KQKQ, KSNB, WPRR, WFWX, WOMP, KWTX, WDBR, WPFM, KFBQ, KITY d-31.

### TESLA "Love Song" (Geffen)

Reports: 29. Moves: Up 5, Debuts 6, Same 8, Down 0, Adds 10, KEGL, WDFX, KZ106, WMHE, KATM, WOMP, WHTO, WQID, KFBQ, KTMT, KWOD d-30, 99KG 36-32, KHTY 25-19, OK95 37-29.

### CULT "Edie (Ciao Baby)" (Sire/Reprise)

Reports: 27. Moves: Up 6, Debuts 4, Same 13, Down 0, Adds 4, WZYP, 95XXX, G98, WPFM, KXXR 25-21, WROQ d-24, KNIN 36-30, KHTY d-29, OK95 39-30.

### ONNY OSMOND "Hold On" (Capitol)

Reports: 26. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 25 including WNCI, KCPX, WTIC, K106, WCGQ, KZOU, KRNO, KKM, WKPE, WPFM, KIXY, WDBR, WPFM, KFBQ, KITY d-35.

### OAN REED NETWORK "Make It Easy" (Mercury)

Reports: 23. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 23 including KXXR, KKRZ, KXYQ, KPLZ, KUBE, Y107, WWCK, WPFM, KNIN, WBNO, WKFR, KFTZ, KMOK, ZFUN, KZOU.

### ICEHOUSE "Touch The Fire" (Chrysalis)

Reports: 23. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 22 including KWOD, KISN, WSPK, WPST, KZ106, 92X, KF95, KRZR, 95XIL, G98, WKSF, KWTX, 99KG, KPAT, KTMT.

### 2 LIVE CREW "Me So Horny" (Luke Skywalker)

Reports: 23. Moves: Up 12, Debuts 3, Same 3, Down 0, Adds 5, Z100, HOT977, KPRR, KNMQ, KEZB, PWR96 1-1, KITY 16-10, KS104 22-18, KGGI 14-10, KKLQ 29-22, KMEL 16-7, Z99 30-23, B95 37-28, KIKI 19-14, KDON 23-14. 83% of the airplay is charting with hits at 30%.

### TREVOR RABIN "Something To Hold On To" (Elektra)

Reports: 23. Moves: Up 6, Debuts 4, Same 12, Down 0, Adds 1, WIXX, WMMS 7-6, KXXR 20-16, KXYQ d-30, KRZR 18-14.

### TEDDY RILEY featuring GUY "My Fantasy" (Motown)

Reports: 21. Moves: Up 7, Debuts 2, Same 8, Down 1, Adds 3, KIS, KMEL, KNMQ, WPGC d-29, KJMZ 11-4, KITY 21-15, HOT102 20-12, B95 15-11, KYNO 17-12. The South & West take the lead with 19% hits and strong Top 15 action.

### PAUL McCARTNEY "This One" (Capitol)

Reports: 19. Moves: Up 7, Debuts 0, Same 11, Down 1, Adds 0 including WZOU 34-31, WMMS 21-17.

### 10,000 MANIACS "Eat For Two" (Elektra)

Reports: 16. Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 9, 100KHI, WPST, WYCR, WCGQ, KTUX, KSNB, KPAT, KFBQ, KHTY, WXKS on, CKOI on, KXXR on, KISN on.

### GORKY PARK "Bang" (Mercury)

Reports: 16. Moves: Up 3, Debuts 2, Same 4, Down 0, Adds 7, WZOU, WROQ, KLO, WOMP, WHTO, KIXY, KFMW, KXXR on, Z104 d-35, KPAT 39-33.

### OONNA SUMMER "Love's About To Change My Heart" (Atlantic)

Reports: 16. Moves: Up 8, Debuts 3, Same 5, Down 0, Adds 0 including WXKS 8-5, WNNK 35-31, KBFM 19-14, KDON d-29.

### SINITTA "Right Back Where We Started" (Atlantic)

Reports: 15. Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 5, KITY, KS104, BJ105, KXX, B95.

### SYBIL "Don't Make Me Over" (Next Plateau)

Reports: 15. Moves: Up 9, Debuts 0, Same 1, Down 0, Adds 5, WPLJ, KITY, KISN, WTIC, KZZB, HOT97 16-7, KJMZ 2-1, KMEL 24-20. The East & West lead.

### JOHN EDDIE "Tough Luck" (Columbia)

Reports: 14. Moves: Up 1, Debuts 0, Same 4, Down 0, Adds 9, KXYQ, WROQ, KF95, WKPE, WZKX, WJMX, KIXY, 99KG, KTRR.

### ZIGGY MARLEY & MELODY MAKERS "Look Who's Dancing" (Virgin)

Reports: 14. Moves: Up 8, Debuts 0, Same 6, Down 0, Adds 0 including WXKS 14-9, Y100 29-25, 99WGY 31-22, WBNO 36-29.

### PATTI LABELLE "If You Asked Me To" (MCA)

Reports: 13. Moves: Up 1, Debuts 1, Same 6, Down 0, Adds 5, WPGC, FM102, KMEL, KNMQ, Q104, WXKS d-33, WZOU on, KITY 33-26, KKLQ on.

### ENUFF Z'NUFF "New Thing" (Atco)

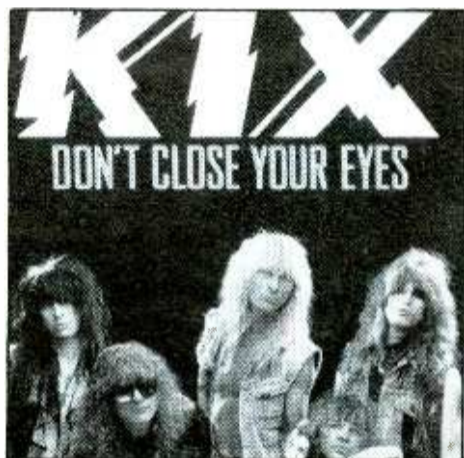
Reports: 11. Moves: Up 2, Debuts 2, Same 2, Down 0, Adds 5, K106, K92, KZZU, WKFR, KHTY, WMMS d-24, KNIN 38-32.

### SOUL II SOUL "Back To Life" (Virgin)

Reports: 11. Moves: Up 6, Debuts 0, Same 1, Down 0, Adds 4, HOT977, WCKZ, KPRR, B95, HOT97 28-10, KMEL 21-16. Early major market action.



# WE TURN ROCK INTO GOLD (AND PLATINUM)!



**KIX**  
"DON'T CLOSE  
YOUR EYES"

**ALBUM GOLD!  
MTV TOP 5 REQUESTS  
GREAT CALLS!**

B104 add  
KXYQ deb 29  
KEGL add  
WDFX 7-5 HOT  
PIRATE  
KRZR 4-3  
KXXR 14-11  
WROQ 30-20  
92X 10-5 HOT  
Z99 18-10  
WIKZ 21-17  
KNIN 21-14  
99KG 6-5 HOT  
OK95 2-2 HOT

**AOR NEW ARTIST #16**



**WHITE LION**  
"RADAR LOVE"

**APPROACHING PLATINUM!  
MTV TOP 5 REQUESTS  
GREAT CALLS!**

WZPL  
KXYQ 21-18  
KXXR 34-27  
WHHY deb 29  
KLQ 29-23  
KQKQ 28  
FM104 27  
KNIN 39-27  
KHTY 30-24  
OK95 24-17 HOT

**AOR NEW & ACTIVE #2**



**WINGER**  
"HUNGRY"

**1.5 MILLION!  
ADDED AT MTV, TOP REQUESTED  
GREAT CHR ACTION!**

KXYQ  
WDFX 19-17  
KXXR deb 39  
WSSX 28-22  
WOKI 28  
92X 24-21  
KRZR deb 29  
KQHT 26  
KPAT 32-27  
KHTY 23-18 HOT

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NATIONAL AIRPLAY OVERVIEW

CHR

Table with 4 columns: WKS, WKS, LW, TW. Lists chart entries for CHR including MILLI VANILLI, WARRANT, GLORIA ESTEFAN, MADONNA, CHER, JANET JACKSON, SURFACE, SKID ROW, BEE GEES, PAULA ABDUL, NEW KIDS ON THE BLOCK, NENEH CHERRY, CURE, EXPOSE, STARSHIP, FINE YOUNG CANNIBALS, PRINCE, BABYFACE, SOUL II SOUL, ROLLING STONES, ROXETTE, TEARS FOR FEARS, JEFF HEALEY BAND, MICHAEL MORALES, SEDUCTION, AEROSMITH, BOBBY BROWN, MOTLEY CRUE, RICHARD MARX, ELTON JOHN, TOM PETTY, NEW KIDS ON THE BLOCK, MICHAEL BOLTON, YOUNG MC, POCO, MARTIKA, TINA TURNER, DON HENLEY, B-52'S, LIVING COLOUR.

N&A Pg. 144; Playlists Pg. 132; Parallels Pg. 137

ADULT CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists chart entries for AC including CHER, BEE GEES, SURFACE, MADONNA, BEACH BOYS, CUTTING CREW, ELTON JOHN, PATTI LABELLE, JEFF HEALEY BAND, MICHAEL BOLTON, NATALIE COLE, DON HENLEY, RICHARD MARX, JIMMY BUFFETT, RICK ASTLEY, VAN MORRISON, JACKSON BROWNE, GLORIA ESTEFAN, DONNY OSMOND, POCO, SWING OUT SISTER, SIMPLY RED, DOOBIE BROTHERS, BONNIE RAITT, DION, BARRY MANILOW, DARRYL TOOKES, JEFFERSON AIRPLANE, PAUL McCARTNEY, DANNY WILSON.

AC Music Begins Pg. 111

URBAN CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists chart entries for UC including MAZE, EDDIE MURPHY, SOUL II SOUL, AFTER 7, JANET JACKSON, D'ATRA HICKS, REGINA BELLE, SYBIL, JACKSONS, ERIC GABLE, CHRISTOPHER WILLIAMS, O'JAYS, MICHAEL COOPER, NATALIE COLE, PEARO BRYSON, LEVERT, TERRY TATE, BOBBY BROWN, PRINCE, SURFACE, RHONDA CLARK, E.U., MOTHER'S FINEST, TEMPTATIONS, JERMAINE JACKSON, MICA PARIS, JAMES INGRAM, SHARON BRYANT, GRADY HARRELL, FULL FORCE, CHERYL LYNN, KOOL MOE DEE, PIECES OF A DREAM, MILES JAYE, JODY WATLEY, FINEST HOUR, CHUCKII BOOKER, S.O.S. BAND, BEBE & CECE WINANS, YOUNG MC.

New & Active, TOP 10 Recurrents Pg. 116

NEW ROCK

Table with 2 columns: LW, TW. Lists chart entries for NR including B-52'S, HOODOO GURUS, OCEAN BLUE, RED HOT CHILI PEPPERS, BIG AUDIO DYNAMITE, TEARS FOR FEARS, MAX Q, STONE ROSES, ALARM, CURE.

Complete TOP 30 New Rock Chart Pg. 128

NAC

Table with 2 columns: LW, TW. Lists chart entries for NAC including PAT METHENY, SAM CARDON, JIM CHAPPELL, SPYRO GYRA, BILLY JOE WALKER, TOM COSTER, GEORGE BENSON, MICHAEL TOMLINSON, OCEANS, IMAGES.

Complete TOP 30 NAC Chart Pg. 114

CONTEMPORARY JAZZ

Table with 2 columns: LW, TW. Lists chart entries for CJ including PAT METHENY, STANLEY TURRENTINE, YELLOWJACKETS, GEORGE BENSON, LOU RAWLS, HARRY CONNICK JR., JEAN LUC PONTY, DAVID FRIESEN, ROB MULLINS, WILLIAM GALISON.

Complete TOP 30 Contemporary Jazz Chart Pg. 114

TOP TRACKS

Table with 4 columns: WKS, WKS, LW, TW. Lists chart entries for TT including ROLLING STONES, AEROSMITH, POCO, TREVOR RABIN, JOE COCKER, TEARS FOR FEARS, JETHRO TULL, STARSHIP, MOTLEY CRUE, ALARM, ROLLING STONES, MELISSA ETHERIDGE, DON HENLEY, STAGE DOLLS, TOM PETTY, MICK JONES, ROLLING STONES, ALICE COOPER, JEFFERSON AIRPLANE, CULT, BILLY SQUIER, NEIL YOUNG, TEN YEARS AFTER, AEROSMITH, WARRANT, GIANT, BONHAM, ANDERSON BRUFORD WAKEMAN, DON HENLEY, MOLLY HATCHET, ELTON JOHN, D.A.D., CURE, GREAT WHITE, WORLD TRADE, JACKSON BROWNE, JAMES McMURTRY, STEVIE RAY VAUGHAN & DOUBLE, CALL, SKID ROW.

Complete TOP 60 Tracks Chart Pg. 126; LP Chart Pg. 123

COUNTRY

Table with 4 columns: WKS, WKS, LW, TW. Lists chart entries for C including CLINT BLACK, STEVE WARINER, ALABAMA, RICKY VAN SHELTON, BAILLIE & THE BOYS, JUDDS, HANK WILLIAMS JR., RESTLESS HEART, GEORGE STRAIT, LIONEL CARTWRIGHT, RODNEY CROWELL, BELLAMY BROTHERS, MERLE HAGGARD, KATHY MATTEA, EDDY RAVEN, OAK RIDGE BOYS, RICKY SKAGGS, DESERT ROSE BAND, WILLIE NELSON, DOLLY PARTON.

BREAKERS

Table with 2 columns: Breaker number, Artist/Track. Includes GARTH BROOKS, RANDY TRAVIS, CONWAY TWITTY, MARY C. CARPENTER, PATTY LOVELESS.

DEBUTS

Table with 2 columns: Debut number, Artist/Track. Includes DON WILLIAMS, SHENANDOAH, WILD ROSE, HOLLY DUNN.

Complete TOP 50 Country Chart Pg. 122