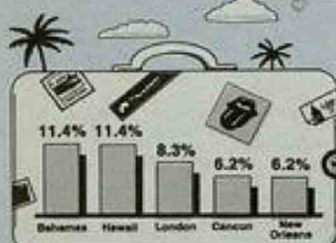


INSIDE:

TWO TICKETS TO PARADISE



WHAT'S WINNING FOR NATION'S TOP STATIONS

This week, the first of R&R's quarterly Ratings Strategy Reviews debuts, dedicated to exposing the elements that help the leading stations gain big ratings. You'll learn:

- Most popular slogans of the fall book
- Format-by-format favorite prizes
- Detailed demographic data

You'll even be able to check out the most popular cars and vacation locations the top stations used in their giveaways... all in colorful, easy-access charts and graphs.

Page 27



Century Plaza & JW Marriott Hotels Are Already Sold Out!

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R&R

RADIO & RECORDS

Jacor Restructures As Wood Resigns

Jacobs President; Michaels, Lawrence In COO Office; Wood Opts For Ownership

Frank Wood has resigned as President and COO of Jacor Communications in order to form his own privately held group of radio properties.

The Jacor duties he currently handles will be divided between Chairman/CEO Terry Jacobs, who adds the President title, and Exec. VPs Robert Lawrence and Randy Michaels. Lawrence and Michaels will function as a newly created Office of the COO. In addition, Christopher Weber has been named to the new post of Senior VP/CFO. Wood said he will maintain an office at Jacor through July.

"I've been with Jacor for four years and I've helped shape what I think is an exciting com-

pany," Wood told R&R. "It's been a great experience to have helped Jacor become one of the major players in the radio industry. I leave Jacor in the control of a very talented managerial group.

He added, "Corporate life has been rewarding, but I look forward to more entrepreneurial challenges. And I plan to take some time off when my wife has a baby.

"I've decided to start a new group of exciting major market stations that are fun, off-the-wall, and wildly profitable without the legal responsibilities of being a public company." Wood has not named his new venture or identified potential partners.

JACOR/See Page 38

Capitol, Curb Join In Country Label Deal



Sealing the Curb/Capitol deal are (l-r) Curb's President/Country Dick Whitehouse and Chairman Mike Curb, Capitol/EMI President/CEO Joe Smith, Capitol/Nashville President Jimmy Bowen, and CEMA's VP/Business Affairs David Kronemyer and President Russ Bach.

Capitol/Nashville and Los Angeles-based Curb Records have entered into a joint venture to release product under the Curb/Capitol Nashville label.

Among the artists signed to the new label is Sawyer Brown, who have inked a five-year deal. The band has been on Capitol/Nashville through a production deal with Curb. Other acts to be released on the joint label include Cee Cee Chapman, whom Bowen will produce, and newcomer Jara Lane. Other signings are expected soon.

The new agreement also allows Curb to license selected Capitol master recordings for inclusion on Curb or Curb/Capitol Nashville compilation albums, subject to Capitol's own release plans. The deal does not affect Curb's logo deals with other Nashville majors, or Curb Records itself.

Capitol/Nashville President Jimmy Bowen said, "Curb has continually demonstrated its ability to be a major creative force in country music, discovering and developing a number of the industry's top artists."

CURB/CAPITOL/See Page 38

ROSENBLATT PRESIDENT

Geffen Gives DGC Official Launch

The David Geffen Company has officially unveiled its new label, DGC Records. The long-anticipated label was originally to be called Asylum, after Geffen's first record company, but the rights to the name, held by Time-Warner Inc., cannot be regained following last week's sale of Geffen Records and its publishing interests to MCA for approximately \$550 million in stock.

Geffen President Ed Rosenblatt has also been named President of DGC, which will be located in the company's headquarters in Hollywood.

Rosenblatt stated, "The driving force behind DGC will be its passion for new talent. One hundred percent of the attention and resources of this new label will be focused on breaking new artists."



DAVID GEFFEN COMPANY

An announcement is expected shortly confirming the appointment of Geffen promotion chief Marco Babineau as head of DGC's promotion department. A full local promotion team has already been assembled and will also be announced shortly.

Sales, publicity, international, creative, marketing services, and other areas will initially be handled by Geffen Records. The plan is to establish totally separate departments as DGC's roster grows.

DGC/See Page 38

New York, L.A. Winter Birch Highlights

WRKS held on to the New York lead in the new winter '90 Birch quarterly results, while Dance-CHR WQHT edged mainstream competitor WHTZ for second. In Los Angeles, Dance-CHR KPWR opened up a point-and-a-half

lead over crosstown CHR KIIS-AM & FM, while AC KOST vaulted to third. Below are the Top 5 stations in each market; full results for New York, L.A., and 11 other markets are on Pages 48 and 51.

	New York		Los Angeles		
	Fal '89	W '90	Fal '89	W '90	
WRKS	6.3	6.2	KPWR	7.7	6.2
WQHT	5.6	5.7	KIIS-A/F	7.2	6.7
WHTZ	6.0	5.6	KOST	4.9	6.0
WBLS	4.6	5.2	KLOS	6.5	5.4
WNEW-FM	5.0	5.2	KABC	5.2	4.4

2 Live Crew Sale Jails Retail Clerk

Group Fights Back With Suit; Maryland Defeats Sticker Bill

The fireworks continue over alleged obscenity and labeling, with the focus on "As Nasty As They Wanna Be," the sexually explicit third LP release from Skyywalker rap artists 2 Live Crew. Just one day after a 19-year-old Sarasota record store clerk was arrested for allegedly selling the stickered album to an 11-year-old girl (3/15), the group itself filed suit in federal court in an effort to stop the obscenity arrests.

Chauncey Reese, head sales clerk at Sarasota's Tracks Records, faces a maximum of five years in prison and a \$5000 fine if convicted of the third-degree felony charges brought against him following a complaint from the preteen buyer's stepmother. Reese, who was released on

his own recognizance and is back at work, declined comment to R&R. His attorney, Larry Byrd of Sarasota's Byrd & Dahlgard, told R&R, "This alleged offense took place January 3. On January 17, Tracks took the tape off the shelves and almost two months later my client was arrested. Reese doesn't even remember making the sale and the girl identified him solely on the basis of the fact that he's the only black sales clerk in the store."

The record has been banned in Broward County since a judge deemed it obscene, and stores statewide have yanked it from their shelves following Governor Bob Martinez's request last month that a state

2 LIVE CREW/See Page 40





FLEETWOOD MAC

"Save Me"

THE NEW SINGLE

From The Forthcoming Album BEHIND THE MASK

PRODUCED BY GREG LADANYI and FLEETWOOD MAC

LIVE FROM AUSTRALIA!

*Time in Hitline USA on Sunday evening, April 1,
to hear Fleetwood Mac talking to their American
fans—live from Melbourne on their 1990 BEHIND THE MASK TOUR.*



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ROXETTE. THE LOOK OF PLATINUM

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Longwell Becomes Sr. VP/GM At WXTR

NewCity Group VP & WWKA & WDBO/Orlando GM Bob Longwell joins Radio Ventures on April 2 as Sr. VP and GM of Gold outlet WXTR/Washington. Radio Ventures is expected to take possession of WXTR from Ragan Henry at the end of this month. Current GM Bob Woodward will remain with Ragan Henry in a corporate management position.

According to Radio Ventures President/CEO Jerry Lyman, "Bob's vast experience and success in major markets is exactly what we were looking for to take WXTR to the next level of success in the very competitive Washington radio market. Bob will also be a

tremendous asset as Radio Ventures grows into a major group operation. His technical experience will be valuable as we implement plans to improve WXTR's facilities."

Noted Longwell, "I've always done turnarounds and startups. WXTR is a refreshing change, as it's one of the most respected stations in Washington. I'm looking forward to working with the entire staff as we continue to build on the solid base that's been established."

Longwell previously was NSM and GSM of WRIF/Detroit, and was GM at WHYT/Detroit.



Jay Clark

Clark PD At WLLZ

Veteran programmer Jay Clark, Station Manager at AC WOMC/Detroit for nearly four years before exiting earlier this year, has been named PD at crosstown AOR WLLZ, effective April 1. He succeeds Doug Podell, who continues as the Group W outlet's evening personality.

Smith cited Clark's management skills as the main reason he was hired, explaining, "I was specifically looking for a manager, someone who's able to interact with the personalities, MD, marketing department, sales department, and GM."

In naming Clark, who has an extensive AC and Gold background but no previous AOR programming experience, Smith sparked immediate rumors of a format change. "Any talk about a format change is just our competitors' wishful thinking," Smith told R&R.

CLARK/See Page 40

Eley R&B VP For Motown



Paris Eley

Former A&M Co-National Director/R&B Promotion Paris Eley has been named VP/R&B Promotion at Motown. He'll be based at the company's Hollywood headquarters and report to Motown President/CEO Jheryl Bushy.

Bushy commented, "I'm extremely pleased that we're able to obtain an industry veteran of Paris Eley's caliber. His industry background, knowledge, and expertise will help guide our already solid promotion department."

Eley added, "I take great pleasure in joining Motown, a company that is dedicated to writing another successful chapter to one of the greatest stories in music history. It's been quite an easy transition, as our young and dedicated promotion staff greeted me with a #1 R&B duet from Stacy Lattisaw and Johnny Gill that remained at the

ELEY/See Page 40

Rolling Back To WEZB As PD



Greg Rolling

KKYK/Little Rock PD Greg Rolling is returning to EZ Communications's WEZB (B97)/New Orleans, where he was formerly MD, as PD. He replaces Bob Mitchell, who exits April 10 on expiration of his contract and will soon announce future plans.

B97 VP/GM Marc Leunissen told R&R, "Greg was here during B97's formative years and he's aspired to come back for quite some time. His knowledge of the market is very important; it's a task to explain to an

ROLLING/See Page 40

Butler Island Urban VP

Blackshear Heads Secondaries



Rod Butler

Rod Butler has been appointed VP/Urban Promotion at Island. He was most recently VP/Promotion at Orpheus. Based at Island's New York headquarters, he'll report to President Mike Bone.

Bone said, "After a long search we've found the ideal person to head our Urban Promotion team. Rod has the intellect and street smarts to lead our staff into the

BUTLER/See Page 40

Lapa GM At WAXY

Ackerley Communications Gold-based AC WAXY/Miami has appointed crosstown WLYF & WNWS Director/Sales Steve Lapa GM. He succeeds Doug Donaho, who has left radio.

Lapa told R&R, "The studios, facility, and equipment here rival anything anywhere at anytime. The staff is also tremendous. The first task will be to take what we've got — which I think is one of the finest properties in the market — and turn it into the premier radio station in the country."

Prior to joining WLYF & WNWS five years ago, Lapa was GM at WYNF/Tampa and WGRQ/Buffalo, and was GSM at KMEL/San Francisco.

BARTELS/See Page 40

Bartels Directs A&M Singles



Steve Bartels

Steve Bartels has been promoted from Southeast Promotion Manager to National Director/Singles Promotion at A&M Records. He'll relocate from Fort Lauderdale to Atlanta and report to Sr. VP/Promotion Charlie Minor and New York-based VP/Promotion Rick Stone.

Minor stated, "Steve Bartels was national material the day I hired him. He's done a spectacular job at every assignment he's had at A&M since joining us two years ago. I look forward to deriving the energy and excitement Steve brings to everything he touches."

Bartels told R&R, "I'll be responsible for backing up our local staff at radio and maximizing the exposure for all our artists. With my background in the business world, I know how to coordinate the flow of information from all departments within a company."

MARCH 23, 1990

BROADENING THE CHR MAINSTREAM

Proponents of the mainstream CHR approach cite some of the benefits, including:

- Greater variety, programming flexibility
- Shared cume with competitors
- Increased growth potential

Page 58

FEATURES

RADIO BUSINESS: Jacor, Celtics under fire	8
OVERVIEW	
● MANAGEMENT: Coffee a hot promo item	14
● MEDIA: Prince has the Time, on-screen	16
● LIFESTYLES: Radio listening big in bedrooms	20
● PEOPLE	25
RATINGS STRATEGY REVIEW: Most popular giveaway prizes, top slogans	27
NAB PREVIEW '90:	
● CONVENTION HIGHLIGHTS	30
● EXHIBIT HALL PRODUCTS	32
● GUIDE TO ATLANTA	34
NEWSBREAKERS	35
TIMELINE	36
STREET TALK: Promotion opportunities	43
RATINGS: New winter Birches	48
RATINGS & RESEARCH: Respondent rates declining	52
MUSIC:	
● ROCK OVER LONDON	54
● COMPACT DATA	56
● POLLSTAR	56
MUSIC DATEBOOK	57
CALENDAR: Ordinary language, please	68
MARKETPLACE	72
OPPORTUNITIES	75

CONSULTANTS DIRECTORY	24
------------------------------	----

FORMATS

CHR	58
AOR: Programming for the weekend	62
URBAN CONTEMPORARY: Promotions galore	64
AC: Cincinnati's Wink gets ratings nod	69
COUNTRY: Showing some skin	70
Nashville This Week: Oaks branch into comedy	71

MUSIC INFORMATION

WORLD MUSIC OVERVIEW: UK, Australia, Canada charts	54
MUSIC VIDEO: MTV, VH-1 lists	56
URBAN CONTEMPORARY	78
COUNTRY	82
CURRENT-BASED AC	85
GOLD-BASED, FULL-SERVICE AC	87
NAC	88
CONTEMPORARY JAZZ	88
AOR ALBUMS	91
AOR TRACKS	93
NEW ROCK	94
CHR	98
AC, AOR, CHR, COUNTRY, URBAN CHARTS	BACK PAGE
NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS	BACK PAGE

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Reebok Sponsors Martell Events

Reebok will be the title sponsor of the eighth annual T.J. Martell Foundation charitable events in Los Angeles, May 9-13. The umbrella name for the events, staged this year in conjunction with R&R

Hit And Myth



Michael Penn (c) takes time out after a gig at L.A.'s Roxy to hobnob with RCA honchos. Flanking Penn are the label's Exec. VP/GM Rick Dobbs (l) and President Bob Buzlak.



Convention '90 and including "Rock 'N' Bowl," the "Celebrity Invitational Golf Classic," and the "Rock & Roll Celebrity Softball Games," becomes the T.J. Martell/Reebok Rock 'N' Charity Weekend. Approximately 96% of the funds raised by the Martell Foundation go to leukemia, cancer, and AIDS research.

Irwin To Program KLSY

Fifteen-month WUSA/Tampa PD Bobby Irwin has become PD at Sandusky AC KLSY/Seattle, beginning April 2. He replaces Chris Mays, who left the station several weeks ago. WUSA has yet to name a replacement for Irwin, but Bob DeCarlo, a onetime PD at the Gannett AC, will handle programming on an interim basis.

Irwin told R&R, "It's a great city and a tough radio market. KLTX and KSEA are both soft ACs, and who knows what KMG1 is at this point. It's evolving into something, and it will be fun to see what KLSY is serious about doing whatever it takes to win."

Prior to joining WUSA, Irwin programmed WLTX & WISN/Milwaukee, KVUU/Colorado Springs, and KQWB/Fargo, and was an air talent at KIMN/Deaver, KLUC/Las Vegas, and KOIL/Omaha.

Rogers Set To Program KEYE

WCRJ/Jacksonville PD Lee Rogers will take over the KEYE/Minneapolis PD reins on April 2. He succeeds 14-year WDG & KEYE OM David Malmberg, who has programmed Country KEYE since 1978 and been combo OM for the last six years. Malmberg is leaving to pursue a performing/



Lee Rogers

songwriting career. Rogers told R&R, "It's really hard to leave the great staff at WCRJ. But how do you turn down an opportunity to work with a company like Malrite and a GM like Mick [Anselmo]? He really wants to win - and that's all I've ever wanted to do."

Rogers has been at WCRJ for the last two-and-a-half years as PD/morning personality. His programming background also includes KRPM/Seattle, KSON/San Diego, and KGHL/Billings.

Fink Takes KRPM OM Post

Former Braiker Radio Services OM Bill Fink has assumed the OM position at KRPM-AM & FM/Seattle, replacing the exiting Bill Conway, who was with the station less than a year.

GM Jack Davies was unavailable for comment, but Fink told R&R, "I'm really happy to be joining KRPM. All the tools are here; all that's needed is someone to put it together. We have solid competition [KMPS] and that should make for some real fun."

Fink was at Braiker the last nine months. Prior to that he spent two years programming KYAK & KGOT/Anchorage.

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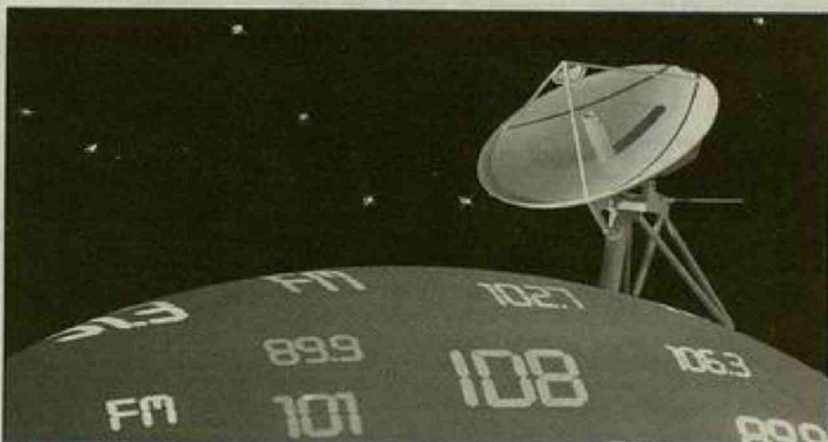
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Challenges Seek To Block Houston & Boston Sales

Jacor Deal Proceeds Despite Gay Resistance

Challenges by community groups are threatening to hold up closings on two major market radio transactions. Action by the full FCC will be required before WEEI/Boston can be sold, since a cross-ownership waiver is needed, while red tape appears to be the greatest obstacle to closing on a Houston sale.

Rusk Corporation President Jay Jones says a Houston gay group's objection to his proposed sale of KTRH & KLOL/Houston and KSMG/San Antonio to Jacor Communications for \$70.6 million (R&R, 11/17/89) is "absolutely without merit" and shouldn't delay completion of the deal. However, with the Texas stations entering license renewal proceedings next month, he doesn't expect to go to closing until August.

Michael Jozwiak of Houston-GLAAD, in an informal objection to the KLOL sale, accuses the station of promoting hatred, bigotry, and discrimination against gays, minorities, religious groups, and women. Jozwiak says a meeting with Jones didn't resolve his complaints, claiming station management was "adamant that DJs have the right to make fag jokes, Mexican jokes, and nigger jokes... on the air." Jozwiak says he'll "more than likely" object to KLOL's license renewal as well.

Jones expressed "surprise and disappointment" at the gay group's action, noting KLOL raised

\$50,000+ last year for AIDS victims. Jozwiak maintains he "congratulated the station for doing that," but says the money went to a church group, not any homosexual group helping AIDS victims.

Controversial Celtics Combo

In Boston, the Community for Community Access (CCA) contends that the pending purchases of WEEI and WFXT-TV by Boston Celtics limited partnerships would create a radio-TV-newspaper-basketball combo. CCA attorney Philip Olenick maintains that the Celtics are a major programming supplier in their hometown, thus the station buys raise "anti-competitive monopoly issues." WEEI seller Helea Broadcasting, in one of its filings, claims there is no "basis or public policy justification given in support of CCA's proposal for the creation of basketball-broadcast ownership restrictions."

Further muddying the waters are CCA's claims that WEEI failed to give proper public notice of the proposed \$8 million sale (R&R,

10/6/89) and that the Celtics entities have been changing their ownership structure throughout the sale process. CCA also asserts the TV sale by Rupert Murdoch's WFXT Inc. leaves the owner of the Boston Herald with a continuing ownership interest in the UHF station, not mere creditor status.

Finally, the community group claims no more cross-ownership waivers should be granted to anyone in the Boston market until there is at least one fulltime broadcast service with programming aimed at minorities. (Black-owned UC WILD/Boston is a daytimer.)

Helea's legal counsel, Marissa Repp, insists public notice deficiencies were remedied according to FCC rules, and that the CCA filing should be dismissed for coming too late. The Celtics limited partnerships and WFXT Inc., also represented by Repp, have likewise asked the FCC to reject CCA's petition to deny. The Celtics organization and its lawyers did not return phone calls from R&R on Tuesday.

Commission staff attorney Laurel Yancey says the WEEI and WFXT sales have been consolidated, and that she expects all of the issues will be addressed in a single ruling by the FCC. A ruling by the full Commission is required because it involves a waiver of cross-ownership rules.



**DC
REPORT**
PAT CLAWSON

Command Backs Out Of Texas Deal

Command Communications has called off the sale of three Texas properties to Evergreen Media Corp. In the wake of the scuttled sale, Dallas radio entrepreneur Scott Ginsburg charged New York media wheeler-dealer Robert F.X. Sillerman didn't deliver his part of the deal.

Last year Evergreen announced plans to buy all-News KRLD/Dallas and the Texas State Networks for \$58.5 million and KODA/Houston for \$28 million, but Command scrapped the deal on Monday (3/19).

"I think we were used to display value for his [Sillerman's] AM property in Dallas," said Ginsburg. "We signed a letter of agreement that wasn't honored. Contracts were delivered to his office, and he didn't respond to them. He guaranteed financing for Dallas, and he didn't deliver."

Sillerman was unavailable for comment, but Command CEO Carl Brazell said the decision to keep the properties was based on an improving Texas economy. "In the final analysis, we just couldn't part with such a strong regional franchise," Brazell added. Command "has secured additional sources of both equity and bank financing" and intends to make acquisitions in the coming months.

More deal trouble this week: Entercom is suing Reams Broadcasting for return of a \$250,000 escrow deposit after Reams walked out of a \$5.85 million closing for WBVE/Cincinnati. Entercom cited unresolved studio and transmitter site problems, but Reams questions its good faith and is planning a countersuit for mega-damages.

Northern Lights Broadcasting exec Bennett Yelding won't close his purchase of KOBQ & KUZN/Wasilla-Palmer, AK. Combo owner Valley Broadcasting says it's considering a lawsuit.

Boyle Shopping Israel's Empire

Empire Radio Partners President Dennis Israel has made it official: the entire six-station chain is on the block. Asking price is \$22 million, and Connecticut media broker Frank Boyle is handling brokerage honors.

"My major concern is to that our stations and their staffs are taken over by caring and responsible broadcasters," said Israel. "Our stations have always had a long and rich history of meaningful service to the communities we are privileged to serve."

Up for grabs are legendary WQY-AM & FM/Schenectady-Albany; WFBG-AM & FM/Altoona, PA; WJYY/Concord, NH; and WRCH/Hillsboro, NH.

The liquidation is being encouraged by limited partners who want to cash out their chips because of recent tax law changes, and because the political bug has bitten Israel. He recently failed in a bid for a Schenectady city council seat, after heading the Radio-TV Finance Division of George Bush's '88 presidential campaign. Israel says he'll continue in broadcasting primarily as a sole proprietor.

Shadow Traffic Sale In Philly

Allan Kalish has climbed behind the wheel of the Shadow Traffic Network of Philadelphia as Chairman after arranging a buyout from majority stockholder Joseph DiLullo for an undisclosed sum.

The veteran Philly ad man and magazine publisher previously was a minority investor in the company.

Longtime President/CEO A. Richard Marks will continue running the company. He and senior announcer Walt MacDonald gain equity stakes. New investors joining the corporate board include Philadelphia Electric execs Clifford Brenner and Richard Gilmores, mortgage banker Walter D'Alessio, and former Asst. DA Leonard Ross.

Steinle Leaves UPI

UPI President Paul Steinle has called it quits after two years as CEO of the troubled wire service and radio network, announcing plans to form Steinle Communications, a new broadcast production company.

"We've accomplished a lot," Steinle asserted. "We made it a more businesslike operation. We rebuilt the marketing, finance, and client relations departments. We installed a new management team, and created a business plan and stuck to it."

Insiders maintain Steinle's departure may have been spurred by frequent "purple-faced blowout arguments" with Joe Taussig, the hard-nosed ex-Marine who is the company's Chairman.

Taussig said UPI showed a "modest profit" in the fourth quarter of 1989 and should have a profit of under \$1 million for 1990.

South Carolina Stations Face EEO Sanctions

In the latest in an ongoing series of EEO actions, the FCC has levied fines and/or conditional license renewals against eight South Carolina radio stations that were found deficient in their recruitment and employment of minorities.

WKZQ-AM & FM/Myrtle Beach and WGSN & WNMB/North Myrtle Beach received the toughest sanctions. As a result of what the FCC

saw as the stations' failure to properly execute and monitor minority hiring programs, the two combos received short-term license renew-

als (two years instead of seven) and were each fined \$10,000. WKZQ was also given 30 days to file a new EEO plan. R&R's calls to the stations had not been returned at presstime.

WSPA-AM & FM/Spartanburg, which failed to correct a two-year slide in minority employment, was fined \$5,000 and ordered to file periodic minority employment progress reports with the FCC. WSPGM Larry Alverson declined to comment on the Commission's action.

WODE (now WOIC) & WNOK/Columbia will also have to file periodic reports as punishment for the combo's failure to monitor its minority recruitment efforts. New GM Jimmy Collins said he was unaware of the sanction and could not comment.

Four other stations, WESC-AM & FM/Greenville and WEAC & WAGH/Gaffney, were admonished by the FCC to pay closer attention to their minority hiring efforts but were not penalized.

The Commission's actions against the 12 stations were prompted by petitions to deny license renewal that were filed against these and other South Carolina stations by the NAACP and the National Black Media Coalition. Those petitions were denied.

UPI, BASYS In Newsroom Computer Venture

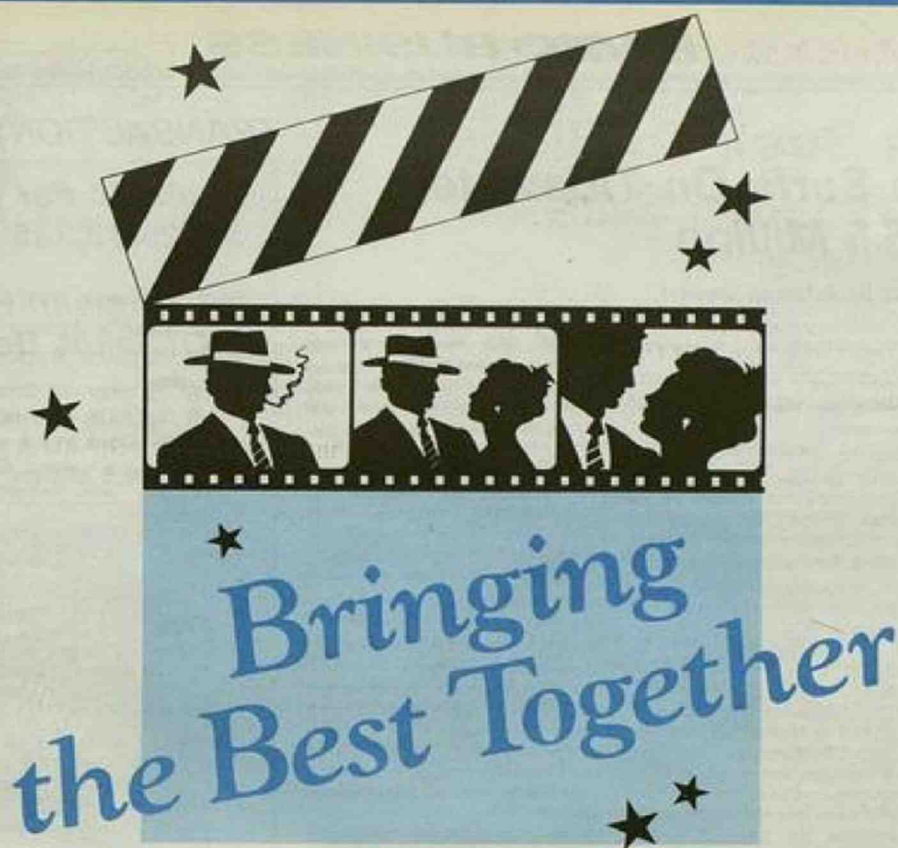
UPI has joined with the British-owned BASYS Inc. software company to market a news management computer system for broadcast stations in small to midsize markets.

The system, dubbed PC NewsDesk, provides access to the UPI and other wires, along with database, story scheduling, and word-processing functions. PC NewsDesk is designed to run on IBM AT-type personal computers.

UPI Vice Chairman Joe Taussig said the agreement with BASYS will give UPI another delivery vehicle for its broadcast wires, thereby increasing revenues. BASYS, a subsidiary of Britain's Independent Television Network Ltd., will receive the revenues from sale of the software.

According to UPI officials, the price of PC NewsDesk will be tied to a station's use of the UPI wire. Stations committed to heavy, long-term use would pay little or nothing for the software, while light or non-users would be charged a one-time fee of as much as \$9,000 for a fully equipped, multi-user version of the system.

BASYS markets a similar system through Charlotte-based Jefferson-Pilot Data Services. The Associated Press also offers a news management software system to its small market member stations.



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TRANSACTIONS

Susquehanna Surfs On Tidewater Combo For \$6.5 Million

Tom Gammon Finds Turquoise In Arizona Desert

Deal Of The Week:

WGH-AM & FM/ Newport News, VA

PRICE: \$6.5 million
TERMS: A tax certificate is included in this transaction.

BUYER: Paco-Jon Broadcasting, headed by Glenn Mahone. The company also owns WPLZ-AM & FM/Petersburg-Richmond, VA and WPLC/Spotsylvania, VA. The company recently made an unsuccessful attempt at purchasing WMYK/Norfolk for \$7.5 million.

SELLER: Susquehanna Radio Corp., headed by President Arthur Carlson. The company also owns KKZR & KRBE/Houston; KLIF & KPLX/Dallas-Fl. Worth; KFOG/San Francisco; WTKN & WHVE/Tampa; WAPW/Atlanta; WFMS/Indianapolis; WRRM/Cincinnati; WARM & WMGS/Scranton, PA; and WSBA & WARM/York, PA.

FREQUENCY: 1310 kHz; 97.3 MHz
POWER: 5kw; 74kw at 415 feet
FORMAT: CHR
BROKER: Mitt Younts of Chapman Associates
COMMENT: Susquehanna purchased this combo in May 1985 for \$3.2 million.

Arizona

KTAN & KFFN/Sierra Vista
PRICE: \$875,000

TERMS: Asset sale for \$750,000. Escrow deposit \$70,000 with balance due cash at closing; additional \$125,000 cash for noncompete agreement.

BUYER: Turquoise Broadcasting Inc., owned by Thomas Gammon. He also owns KTRR/Loveland, CO; KZXY-AM & FM/Apple Valley, CA; KIXA & KKIS/Pittsburg-Walnut Creek, CA; KRWR/Carson City, NV; WHMA-AM & FM/Anniston, AL; WBEX & WKKJ/Chillicothe, OH; and KATD/Los Gatos, CA.

SELLER: GCS Broadcasting Company Inc., headed by Sam Young
FREQUENCY: 1420 kHz; 100.9 MHz
POWER: 1.5kw day/500 watts night; 3kw at minus 46 feet
FORMAT: Country; AC
BROKER: Frank Kalil & Co.
COMMENT: GCS purchased this combo in September 1985 for \$1.04 million.

Arkansas

KIXT & KLAZ/Hot Springs

PRICE: \$800,000
BUYER: KZ Radio L.P., owned by Bill Thomas and Jerry Morris
SELLER: Noalmark Broadcasting Corp., owned by Ed Anderson and Bill Nolan. The company also owns KELD & KAYZ/Eldorado, AR; KOCA & KKTXL/Longview-Kilgore, TX; KYKK & KZOR/Hobbs, NM; and KKIX/Fayetteville, AR.
FREQUENCY: 1420 kHz; 105.9 MHz
POWER: 5kw day/1kw night; 3kw at 790 feet

TRANSACTIONS AT A GLANCE

Deals So Far In 1990:
\$262,413,385

Total Stations Traded This Year: 269
This Week's Action: \$13,194,000
Total Stations Traded This Week: 25

● **Deal Of The Week:**
● **WGH-AM & FM/Newport News \$6.5 Million**

- KTAN & KFFN/Sierra Vista, AZ \$875,000
- KIXT & KLAZ/Hot Springs, AR \$800,000
- KOQO-AM & FM/Clovis (Fresno), CA Undisclosed
- KTEE/Idaho Falls, ID \$55,000
- KWMB-AM & FM CP/Wabasha, MN \$275,000
- WKOS-AM & FM/Rochester (Portsmouth), NH \$1.8 million
- WCBA-AM & FM/Corning, NY \$790,000
- WHOT (AM)/Campbell, OH \$290,000
- WXVK/Coal Grove, OH \$145,000 for 51%
- WFOV/Union City, OH (FM CP) \$2000
- KBND & KLRR/Bend, OR \$1,125,000
- WXLF/Rock Hill, SC \$125,000
- WENR/Englewood (Athens), TN \$110,000
- WENO/Nashville \$285,000
- KXYL & KISJ/Brownwood, TX \$17,000

FORMAT: Beautiful; AC
BROKER: Norman Fischer of Norman Fischer & Associates Inc.

Idaho

KTEE/Idaho Falls
PRICE: \$55,000

TERMS: Asset sale. Escrow deposit \$5000 with balance due cash at closing.

BUYER: Western Communications Inc., owned by M. Kent Frandsen and Nancy Twining. They also own KBLI & KLCE/Blackfoot, ID.

SELLER: AJP Communications Investment Co. Inc., owned by Allen Potts and Fred Hall. They are in the process of selling KBBQ/Santa Barbara, CA and have applied for a new Class C1 FM station at Idaho Falls.

FREQUENCY: 1260 kHz
POWER: 5kw day/84 watts night
FORMAT: Nostalgia
COMMENT: AJP acquired this station in September 1987 for \$180,000.

Continued on Page 12

California

KOQO-AM & FM/Clovis (Fresno)

PRICE: Undisclosed
TERMS: Stock acquisition. Terms of this deal are still being negotiated, but notice of the transaction has been filed with the FCC.

BUYER: Kenneth Wolt and his company GKC Broadcasting Inc. Wolt currently owns one-third of the combo.

SELLER: Media Ventures L.P., headed by George Fritzinger and Herbert Winokur Jr.
FREQUENCY: 790 kHz; 101.9 MHz
POWER: 5kw day/2.5kw night; 1.8kw at 1870 feet

FORMAT: Nostalgia; Country
COMMENT: The FM was acquired in August 1988 for \$2.5 million.

Thanks to our clients and friends for trusting us to broker over \$868,000,000 in radio station sales in 1989.

KQDFM, Los Angeles, CA		WSCMAM-WQXXFM, Salem-Youngstown, OH	\$5,500,000
KHFWAM-KSYIFM, Denver, CO	\$101,500,000	KMPZFM, Memphis, TN	\$6,000,000
WSDAAM-FM, Nashville, TN	\$16,000,000	WEEAAM-WQQQFM, Easton - Allentown, PA	\$30,100,000
KODAAM, Houston, TX (to Command Comm.)	\$22,000,000	KKRBAM, Bakersfield, CA	\$5,300,000
KQYVFM, San Diego, CA (to Command Comm.)	\$15,000,000	WDANAM-WDNLFM, Danville, IL	\$2,350,000
WFRBAM-WLBYFM, Baltimore, MD	\$52,000,000	WKMBAM-WKRPFM, Kalamazoo, MI	\$11,000,000
WFOGFM, Norfolk, VA	\$8,000,000	WYNGFM, Evansville, IN	
WFTQAM - WNAJFM, Worcester, MA	\$15,000,000	WTOAM-WNSJFM, Kinston, NC	\$18,600,000
WNEWFM, New York, NY		WVWFAM, Conway - Myrtle Beach, SC	
KTFVFM, Los Angeles, CA		KQYVFM, San Diego, CA (to Westwood One)	\$19,000,000
WMMRFM, Philadelphia, PA		KTRHAM-KLOJFM, Houston, TX	\$70,600,000
WCFIAM-WCZBAM, Washington, DC	\$370,000,000	KSMGFM, San Antonio, TX	\$70,600,000
KELTAMFM, Houston, TX		WHYUAM, Knoxville, TN	\$11,600,000
WLLZFM, Detroit, MI		WSORAM-WGLJFM, Savannah, GA	
WGLTAM-WPHDAM, Buffalo, NY	\$6,400,000	KNANFM, Monroe, LA	\$11,000,000
KYKHAMFM, Shreveport, LA	\$7,000,000	WXXIAM-WTYXFM, Jackson, MS	
KBFMFM, McAllen - Brownsville, TX	\$7,000,000	KREDAM-TSN, Dallas, TX	\$86,500,000
KQEHFM, San Bernardino, CA	\$7,700,000	KODAMFM, Houston, TX (to Evergreen Media)	
WNOBAMFM, New Orleans, LA	\$7,250,000		
KZTRAMFM, Oxnard-Ventura, CA	\$5,200,000		
		Total 1989 Sales	\$868,600,000

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time received. It alerts you instantly when a bulletin crosses the wire. Its unique split-screen feature lets you edit a story or build a newscast on one side and monitor the latest UPI news on the other.

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TRANSACTIONS

Continued from Page 10

Minnesota

KWMB-AM & FM CP/
Wabasha

PRICE: \$275,000

TERMS: Asset sale. Escrow deposit \$50,000, with additional \$30,000 cash due at closing. Promissory note for \$240,000 over a seven-and-a-half-year period.

BUYER: Radio Ingstad Minnesota Inc., owned by Robert and Janice Ingstad. The company also owns KDHL & KOCL/Faribault, MN. Robert Ingstad also owns KQFX-AM & FMPierre, SD; KBUF & KKJQ/Garden City, KS; KLIZ-AM & FMBrainerd, MN; KKOA & KKPR/Kearney, NE; KQPR/Albert Lea, MN; and KPFA & KSQI/Greeley, CO.

SELLER: Interstate Communications Inc., headed by Gary Stumpf
FREQUENCY: 1190 kHz; 102.5 MHz
POWER: 1kw; 3kw at 300 feet
FORMAT: Country
COMMENT: Stumpf acquired the AM in September 1985 for \$240,000.

New Hampshire

WKOS-AM & FM

Rochester (Portsmouth)

PRICE: \$1.8 million

BUYER: Bear Broadcasting Co., headed by Nat Urso

SELLER: Salmanson Communications Inc., owned by James Salmanson

FREQUENCY: 930 kHz; 96.7 MHz
POWER: 5kw; 3kw at 280 feet
FORMAT: Country; AC

BROKER: Kevin Cox and Bob Maccini of Chapman Associates
COMMENT: Salmanson purchased this combo in August 1987 for \$1.4 million.

New York

WCBA-AM & FM/Corning

PRICE: \$790,000

BUYER: Eolin Broadcasting Inc., owned 75% by Robert and Dorothy Eolin and 25% by John Horn. Robert Eolin is VP/GM of WLYHTV/Lancaster, PA and is past joint Chairman of the Pennsylvania Association of Broadcasters. Horn is the station's present GM.
SELLER: WCBA Radio Inc., owned by Dean Slack

FREQUENCY: 1350 kHz; 98.7 MHz
POWER: 1kw; 3kw at 300 feet
FORMAT: AC

BROKER: Kozacko-Horton Company

Ohio

WHOT (AM)/Campbell

PRICE: \$290,000

TERMS: Escrow deposit \$30,000 with total of \$80,000 cash due at closing. Six-year promissory note for \$180,000 at prime rate. Buyer agrees to lease transmitter sites for five years at \$750 per month. Also, buyer acquires five-year option to purchase transmitter sites for \$75,000.

BUYER: WVBR Inc., owned by Michael Perry and headed by President Frederick Perry

SELLER: WHOT Inc., owned by Myron Jones. He also owns WJET-FM & TV/ Erie, PA and WHOT-FM/Youngstown, OH.

FREQUENCY: 1330 kHz
POWER: 500 watts day/1kw night
FORMAT: CHR

COMMENT: The seller has announced plans to acquire WFMJ/Youngstown, OH, which operates on 1390 kHz.

WXVK/Coal Grove

PRICE: \$145,000 for 51%

TERMS: Cash for stock
BUYER: Joseph Giuliani, Gene McCoy, and Washington, DC TV newsman David Schoumacher. They currently own 49% of the station and own WXVA-AM & FM/Charles Town, WV.

McCoy owns interests in WPMW/Mullens, WV; WIRO & WMLY/Aronon, OH; and WMDN/Rehoboth Beach, DE.
SELLER: Arthur Belenduk of University Park, MD is selling his interest in Ohio Valley Broadcasting Inc. He's an applicant for new FM stations in Florida, Ohio, Texas, and the Virgin Islands.

FREQUENCY: 97.1 MHz
POWER: 3kw at 328 feet
FORMAT: AC

WFOV/Union City (FM CP)

PRICE: \$2000

TERMS: Cash

BUYER: Vernon Baker of Blacksburg, VA. He also owns WBZI/Xenia, OH; WKGM/Smithfield, VA; WSGH/Lewisville, NC; WNOW/Mint Hill, NC; WFTK/Wake Forest, NC; WTGR/PL Pleasant, WV; WBYG/Fieldale, VA; and WAMN/Green Valley, WV.

SELLER: State Line Radio, a partnership of LaRue Taylor and Vernon Baker

FREQUENCY: 97.5 MHz
POWER: 3kw at 300 feet

Oregon

KBND & KLRR/Bend

PRICE: \$1,125,000

TERMS: Cash

BUYER: Combined Communications Inc., owned by Charles Checkel and James Torrey of Eugene
SELLER: Stephen Greer, bankruptcy trustee for Denco Inc., which was formerly owned by Seattle media broker and "Louie Louie" producer Gerald Dennon.

FREQUENCY: 1110 kHz; 107.5 MHz
POWER: 25kw day/5kw night; 100kw at 985 feet

FORMAT: AC

COMMENT: Denco acquired this combo in February 1987 for \$900,000.

South Carolina

WXLF/Rock Hill

PRICE: \$125,000

TERMS: Asset sale for \$85,000 cash, with additional noncompete agreement for \$40,000 cash

BUYER: Parkway Communications Inc., owned by Dr. Jay Shah and Ted Solomon

SELLER: Tri-County Broadcasting Corp., owned by Jonas Bridges Sr. He also owns WKMT/Kings Mountain, NC.

FREQUENCY: 1150 kHz
POWER: 1kw
FORMAT: Country

Tennessee

WENR/Englewood (Athens)

PRICE: \$110,000

TERMS: Asset sale for cash
BUYER: B & J Investments Inc., owned by Dr. B. Sam Hart

SELLER: Middle Tennessee Radio Inc., owned by John Roberson

FREQUENCY: 1090 kHz
POWER: 1kw daytimer
FORMAT: Religious
BROKER: John L. Pierce Associates represented both the buyer and the seller.

COMMENT: Roberson purchased this station in March 1984 for \$200,000.

WENO/Nashville

PRICE: \$285,000

TERMS: Asset sale. Cash payment of \$10,000 with a \$275,000 promissory note payable over 22 years at 9% interest.

BUYER: WENO Inc., owned by Trevecca Nazarene College Inc., a nonprofit organization headed by Homer Adams. The college also owns WNAZ/Nashville.

SELLER: Radio Corporation of Nashville, owned by William Hunt
FREQUENCY: 760 kHz
POWER: 1kw daytimer
FORMAT: Contemporary Christian

Texas

KXYL & KISJ/Brownwood

PRICE: \$17,000

TERMS: Cash

BUYER: Central Texas Communications Inc., owned by Joseph Lynn Nabers

SELLER: Charles Dick Harris, bankruptcy trustee for Lewellyn Communications Inc.

FREQUENCY: 1240 kHz; 104.1 MHz
POWER: 1kw; 74kw at 400 feet
FORMAT: Country; AC
COMMENT: This combo sold for \$930,000 in November 1985.

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MANAGEMENT

How To Avoid Meeting Mania

If your sales department holds a meeting every Wednesday morning simply because that's what the GSM has been doing for the last five years, it's time to reevaluate the situation.

Michael C. Thomsett, author of *The Little Black Book Of Business Meetings*, claims that many meetings are time wasters — some people don't need to be present, and some meetings aren't necessary at all.

To avoid wasting time at meetings, invite only those who are directly involved in the situation, and hold meetings only when they're necessary. If a meeting doesn't fit into one of the following five categories, think hard about why you're having it.

• **Problem solving:** This type of meeting should generate results.

• **Information sharing:** Everyone in attendance should give and receive information.

• **Group decision-making:** Managers and subordinates should have some input.

• **Clarifying responsibility:** Those present should coordinate their efforts on a project that involves several departments.

• **Employee grievance:** Workers may require a manager to call a meeting to bring certain problems to his attention.

What Price Relocation?

Just hire a great morning team from halfway 'cross the country? Hope your station has a large budget — not for salaries, but for moving expenses.

Companies spent an average of \$40,939 to relocate home-owning employees last year — up 11% from 1988 — according to a recent survey conducted by consultant *Runzheimer International*. Meanwhile, the average cost of transferring renters rose 7% to \$10,666.



SUITE DEALS

Tracking America's Hotel Room Rates

As a traveling executive, you undoubtedly realize the value of a hotel room. However, you may be uncertain as to the actual cost of one of these shelters from the storm.

After all, prices can change since the last time you stayed overnight in any given city. For example, the average cost of a room in Honolulu jumped 12.1% between 1988 and 1989, while the average price of a one-night stay in Detroit declined 2.1% during the same time period.

The following chart details last year's average room rates for the 25 U.S. cities with the most hotel rooms, as well as how much these rates have changed since 1988.

Market/City	1989 Rate	% of Change 1989 vs. 1988
New York	\$119.78	+2.8
Boston	\$86.64	+2.2
San Francisco	\$81.18	+2.6
Washington, DC	\$79.68	+5.2
Honolulu	\$79.26	+12.1
New Orleans	\$73.55	+2.0
Chicago	\$73.18	+2.0
San Diego	\$72.24	+6.0
Miami/Hialeah	\$69.97	+9.6
Los Angeles/Long Beach	\$68.23	+5.5
Anaheim/Santa Ana	\$64.56	+2.8
Phoenix	\$63.93	+8.1
Philadelphia	\$63.92	+1.9
Riverside/San Bernardino, CA	\$61.01	+4.1
Fort Lauderdale	\$60.53	+3.3
Orlando	\$57.77	+6.3
Atlanta	\$56.60	+1.9
Detroit	\$55.68	-2.1
Tampa/St. Petersburg	\$54.35	+6.8
Dallas	\$54.28	+1.8
Minneapolis/St. Paul	\$52.24	+1.5
Norfolk/Virginia Beach	\$51.43	+2.4
Denver	\$50.52	-1.2
Houston	\$49.81	-0.2
Las Vegas	\$43.44	-0.7

Source: Smith Travel Research

HIGHER GROUND

Coffee Maker Brews Up Radio Promos



Looking for an eye-opening morning show promotion? Try calling the Arlington, IL-based Gloria Jean's Coffee Bean Corp.

The company, which trafficks in more than 150 different types of gourmet coffees and related products, is currently recruiting radio stations in 26 cities (most of them in top 20 markets) to participate in exclusive on-air giveaways. For more info, phone (708) 253-0580.

DATELINE

• **March 31-April 3** — NAB Convention. Georgia World Congress. Atlanta, GA.

• **April 1-5** — National Christian Radio Seminar. Stouffer Hotel & Convention Center. Nashville, TN.

• **April 18-20** — Broadcast Financial Management Association. Hyatt Regency. San Francisco, CA.

• **April 19** — Paul Kagan Radio Station Acquisitions Seminar. Park Lane Hotel. New York, NY.

• **April 21** — Great Lakes Radio Conference. Central Michigan University. Mount Pleasant, MI.

• **April 25** — 25th Annual Academy Of Country Music Awards. Pantages Theatre. Hollywood, CA.

• **May 3-6** — Audio Engineering Society's Eighth International Conference. Capital Hilton Hotel. Washington, DC.

• **May 9-13** — R&R Convention '90. Century Plaza Hotel. Los Angeles, CA.

• **May 16-20** — American Women In Radio & Television's National Convention. Capital Hilton Hotel. Washington, DC.

• **May 19** — NAB Small & Medium-Market Managers Roundtable. Crescent Hotel. Phoenix, AZ.

• **June 9-15** — NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, IN.

• **June 10-13** — BPME/BDA Conference. Bally's Hotel. Las Vegas, NV.

• **June 22-23** — Bobby Poe Convention. Sheraton Premiere. Tysons Corner, VA.

• **October 15-17** — Broadcast Credit Association's 24th Credit & Collection Seminar. Harbour Castle Westin Hotel. Toronto, ONT.

• **October 24** — Paul Kagan Radio Station Acquisitions Seminar. Park Lane Hotel. New York, NY.

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OVERVIEW MEDIA

ZINE SCENE

Let's Ear It For Cher's Fans!

"In a gruesome display of love, Cher has received an obsessed fan's severed ear in the mail" reports this week's *Star*, adding that the diva "gagged and nearly vomited" when she opened the misguided missive.

The aural sex offering reportedly "arrived in a baggie and there was dried blood in the package." According to the zine's usual unnamed source, investigators have determined that it's a "man's left ear" and that it had apparently been removed with "a butcher knife" because "the cut is so clean"...

Motel Matches

• **Dolly Parton + Kenny Rogers.** The *National Examiner* claims that when the twin chart-busters played Vegas last month "the most sizzling fireworks were backstage," where they "were seen embracing and kissing with all the passion that their marriages have been missing for years."

• **Al B. Sure + Carole Gist** (the current — and first black — "Miss USA"). The *Star* claims the recording artist and the beauty queen are engaged, and plan to wed after she tries for the "Miss Universe" title.

Michael Junk Bond?

While the *Star* has **Michael Jackson** boning up on old **Bruce Lee** movies to pick up some new dance moves, the *Globe* has the archangel **Michael** "wooling" fallen junk-bond king **Michael Milken** to head up his business empire and make him (MJ) the richest man in the world!

Perhaps even more farfetched, the zine reports that Jackson is "so confident that Milken is innocent of all criminal charges that he has pledged to pay the '80s whiz kid's legal costs when he goes on trial later this year!"

My Brave Face

Former **Wings** guitarist **Denny Laine** and his ex-wife, **Jo-Jo**, told the *Star* that **Paul McCartney** was



HARPER'S BIZARRE — In our *Stroke O' The Week*, the April issue of "Harper's" excerpts Dan O'Day's "Air Personalities" column (R&R, 1/19/90) on the subject of "Improving On-Air Listener Calls." Although after reading the piece, we're not sure if it's a stroke or a hard attack...

so desperate to keep a stash of marijuana on tour that he used his three-year-old daughter, **Stella**, to hold the smoke when they went through immigration!

Guitar Grandma

Speaking of burning organic substances, this week's *Globe* carries a photo feature on **Cordell Jackson**, who describes herself as "a rock 'n' roll grandma — and proud of it."

Touting her new video ("The Split"), the 66-year-old Memphis belle says that when she walks out on stage in a flowery ballroom dress, sits on a stool, and starts walling away, security usually has to pull people off stage, adding "I really know how to smoke a guitar!"

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

TELEVISION

TOP TEN SHOWS

MARCH 12-18

- 1 **Cheers**
- 2 **America's Funniest Home Videos**
- 3 **Roseanne**
- 4 **The Cosby Show**
- 5 **60 Minutes**
- 6 **A Different World**
- 7 **CBS Sunday Movie** ("Gunsmoke: Last Apache")
- 8 **The Wonder Years** (tie)
- 9 **Who's The Boss?**
- 10 **In The Heat Of The Night**

Source: Nielsen Media Research

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.

Friday, 3/23

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

Saturday, 3/24

- Singer/songwriter **Carole King** essays a guest reporter's role on the subject of literacy on "The Reporters" (Fox, 9pm).
- **Lucinda Williams** and **Guy Clark**, "Austin City Limits" (PBS; check local listings for air time).
- **Eric Clapton**, "Saturday Night Live" (NBC, 11:30pm).
- **Biz Markie** and **Sybil**, "It's Showtime At The Apollo" (syndicated; check local listings).

Sunday, 3/25

• **Surface** and **Randy Crawford**, "Dionne + Friends" (syndicated; check local listings).

Monday, 3/26

- **Peter Cetera**, **Patti Austin**, **Randy Newman**, and **Geoffrey Holder** perform their Oscar-nominated songs on the 62nd annual, three-hour-plus "Academy Awards" (ABC, 9pm EST/6pm PST).
- **David Benoit** and host **Nancy Wilson**, "Red Hot & Cool" (syndicated; check local listings).
- **TechnoTronic**, "Arsenio Hall."
- **Cab Calloway**, "The Pat Sajak Show" (CBS, 11:30pm).
- **Regina Belle**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Tuesday, 3/27

• **Patti Austin**, **James Ingram**, and **David Pack**, "Arsenio Hall."

Wednesday, 3/28

- "FM," a comedy series focusing on a Washington, DC public radio station, returns to the airwaves (NBC, 9:30pm).
- **Bobby McFerrin**, "Arsenio Hall."
- **Hugh Masekela**, "Pat Sajak."

Thursday, 3/29

- **Taylor Dayne**, "Arsenio Hall."
- **Marilyn McCoo**, "Pat Sajak."
- **Jody Watley**, "Johnny Carson."

Fall TV Lineup May Feature Air Personalities, Artists

What do **KLOS/L.A.** morning maniacs **Mark & Brian**, the **Fresh Prince**, **Quincy Jones**, **Wynton Marsalis**, **Tanya Tucker**, and **Randy Newman** have in common? All may be seen or heard on network television shows this fall.

Following is a quick look at some of the series that are currently in the developmental stage, according to network publicists.

• **DJ TV:** The **KLOS** combo will play "guerrilla" afternoon TV hosts in "Mark And Brian," an improvisational comedy being developed for NBC-TV. In the series, the pair — plagued by low ratings and a lower budget — use spoofs, sketches, remote cameras, and other means to "address personal problems and right perceived social wrongs."

• **RAPS TO RICHES:** **Jive/RCA** rapper the **Fresh Prince** (**Will**

Smith) — minus his usual partner, **D.J. Jazzy Jeff** — will star as an inner-city teen who moves into his rich relatives' Beverly Hills home. The NBC sitcom, tentatively titled "The Fresh Prince Show," will be produced by the multitalented **Quincy Jones** and his partner, **Kevin Wendle**.

• **WYNTON SCORES:** **Columbia** jazz stalwart **Marsalis** will score the NBC series "Shannon's Deal," which begins airing April 16. Country chartbuster **Tanya Tucker** appears as a singer in one episode of the series, which is described as a "gritty drama" about a Philadelphia lawyer.

• **I LOVE L.A.P.D.:** Reprise singer/songwriter **Newman** has written six songs for the pilot episode of "Cop Rock," an hourlong musical drama about Los Angeles police officers that's set to air on ABC-TV.

VIDEO

NEW THIS WEEK

• SUGARCUBES: LIVE ZABOR (Elektra Entertainment)

This hourlong tape combines live footage of the Brykjavik rockers from three different concerts — June '88 in London; October '88 in Auburn, AL; and May '89 in the Elektra band's native Iceland. Selections include "Birthday," "Cold Sweat," "Motorcrash," and "Planet," interspersed with interview footage. (Street date: 3/23.)

• KAOMA: WORLD BEAT — THE LAMBADA VIDEOS (CMV Enterprises)

Cashing in on the Latin dance craze, **Epic's** multinational outfit takes the stage in this nine-minute tape that features "Lambada" and "Dancando Lambada," the latter not yet released in the U.S. (3/23.)

• LIZA MINNELLI: VISIBLE RESULTS (CMV Enterprises)

A trio of videoclips from the multi-talented **Pet Shop Boys**-produced **Epic LP** ("Results") make up this 12-minute tape. All three videos — "Losing My Mind," "Don't Drop Bombs," and "So Sorry, I Said" — reportedly have never aired on U.S. music TV channels. (3/23.)

• RED HOT CHILI PEPPERS: POSITIVE MENTAL OCTOPUS (EMI Video)

EMI's quartet of stocking-stuffers perform eight songs in this 40-minute videoclip compilation, including "Taste The Pain," "Higher Ground," "Knock Me Down," and "Catholic School Girls Rule." (3/26.)



SHORT SHORTS — The Red Hot Chili Peppers make a brief fashion statement.

• RED HOT CHILI PEPPERS: PSYCHEDELIC SEXFUNK LIVE FROM HEAVEN (EMI Video)

For RHCP fans who prefer a concert setting, this 50-minute effort — taped at Southern California's Long Beach Arena — contains ten live tunes, including "Subway To Venus," "Good Time Boys," "Nevermind," and "The Star Spangled Banner" (1). Behind-the-scenes interviews round out the package. (3/26.)

• MICHAEL BOLTON: SOUL PROVIDER — THE VIDEOS (CMV Enterprises)

Columbia's blue-eyed soulster croons three tunes — "How Am I Supposed To Live Without You," "How Can We Be Lovers," and "Soul Provider" — in this 15-minute compilation, which also features interview footage. (3/27.)

• NEIL YOUNG: FREEDOM (Warner Reprise Video)

"This Note's For You," "After The Gold Rush," "Ohio," and "Rockin' In The Free World" are among the seven tunes the roughish **Reprise** riffsinger performs in a live acoustic concert. Selections featured in this half-hour effort were culled from two New York gigs last September. (3/27.)

• HEART OF DIXIE (Orion Home Video)

Performances by **Delbert McClinton** and **Rebecca Russell** and period pieces from **Elvis Presley** and **Ivory Joe Hunter** highlight the **A&M** soundtrack from this limited-release feature film, which stars **Phoebus Cates**, **Virginia Madsen**, and **Alley Sheedy** and focuses on racial conflict in the Deep South during the late '60s. (3/29.)

HEALTH NEWSFEED

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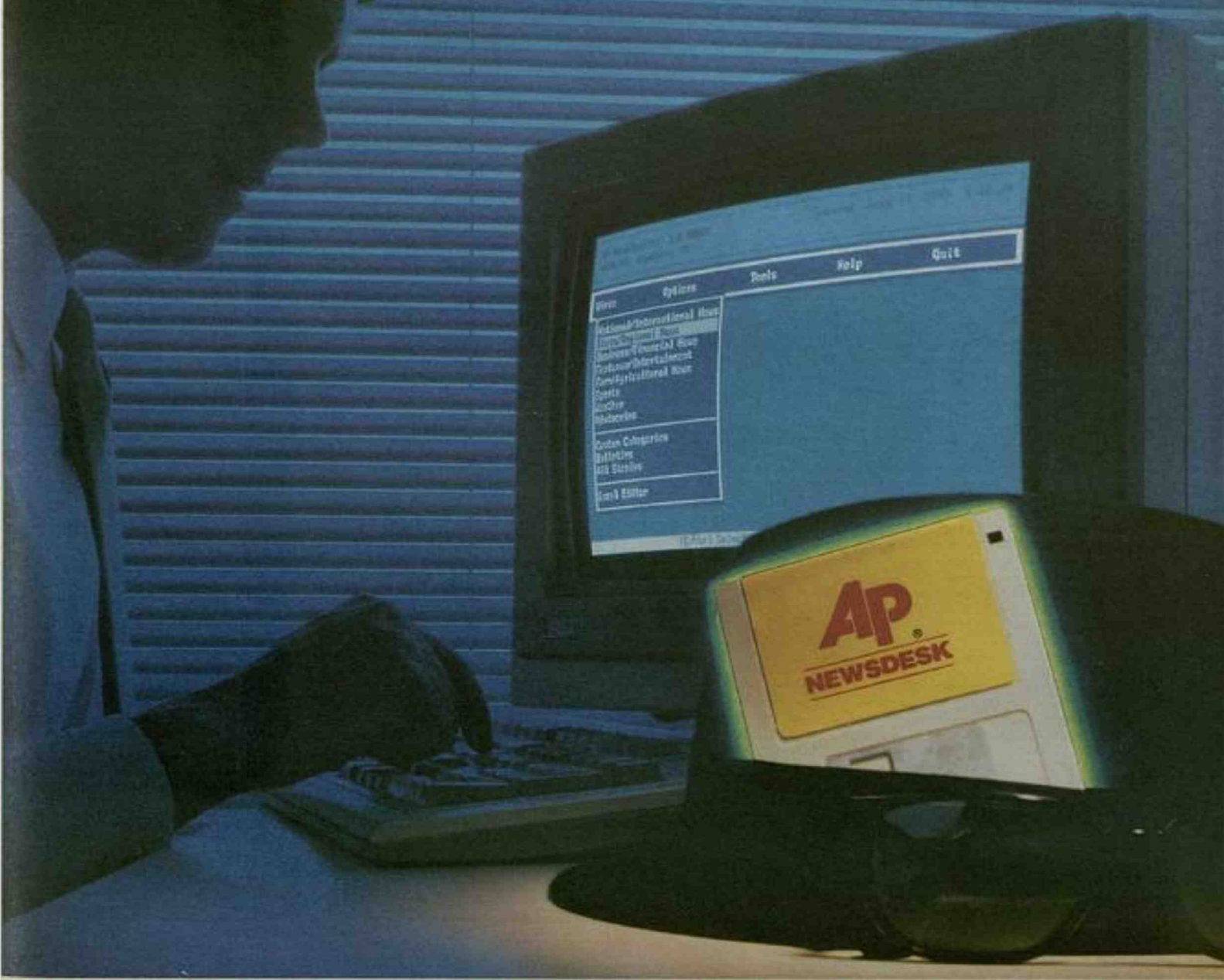
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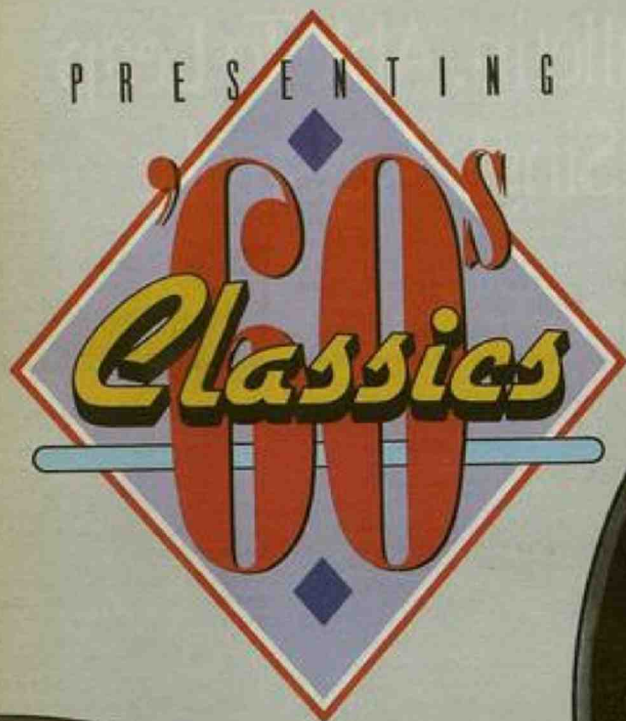
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UNISTAR

MEDIA

SCREEN SCENE

New Prince Film Features Reunited Time, Two-LP Soundtrack

Latest word on the new Prince film, "Graffiti Bridge," that began shooting in Minneapolis last month (R&R, 2/15) is that this not-quite-sequel to "Purple Rain" not only will feature the on-screen reunion of all the original members of pioneering funk/rock outfit, the Time (Morris Day, Jimmy Jam, Terry Lewis, Jesse Johnson, Jellybean Johnson, and Monte Moir), but also will sport a double-album soundtrack.

Appearing alongside newcomer Ingrid Chavez — who'll play the Purple One's principal I-u-v interest — will be founding funk father George Clinton, veteran gospel/soul diva Mavis Staples, and 13-year-old Tevin Campbell (fresh from Quincy Jones's "Back On The Block" LP). Paisley Park Records rappers Robin Power and T.C. Ellis will also play featured roles. Distributed by Warner Bros., the Paisley Park Films presentation is scheduled for summer release.

Geffen Films Update

While multi-media magnate David Geffen made headline news with last week's sale of his record company to MCA, his Geffen Films operation was not part of the transaction.

Although Geffen has reportedly been talking to Disney and MCA/Universal about potential film distribution deals — the company's longtime financing/distribution pact with Warner Bros. is currently floating on a month-to-month informal extension.

Nevertheless, look for Geffen Films — a company that's produced such hits as "Risky Business," "Beetlejuice," and "Little Shop of Horrors" — to make at least five more films for WB, including "Defending Your Life" (an Albert Brooks comedy starring Brooks and Meryl Streep).

Other "go" projects between Geffen and WB include "Beetlejuice II" (with director Tim Burton returning), "Interview With A Vampire" (based on the best-selling Anne Rice novel), and two film adaptations of Geffen-financed Broadway musicals: "Dreamgirls" (to be helmed by Frank Oz) and "M. Butterfly" (with Bernardo Bertolucci possibly in the director's chair).

Incidentally, Geffen owns the rights to two more Rice novels ("Vampire Lestat" and "Queen Of The Damned"). Film adaptations of each could easily be among the 20 other movie projects the company has in the pipeline.

Tempting Def

Orpheus Pictures, touted as being Hollywood's first-ever wholly black-owned film company, will make its initial run for box office receipts with the forthcoming release of "Def By Temptation" — a comedy/horror flick written, produced, and directed by 23-year-old newcomer James Bond III. NYC-based Tronza Entertainment will distribute.



Melba Moore & Freddie Jackson — def by association?

The film — which features cameo appearances by Capitol recording artists Freddie Jackson and Melba Moore — will be accompanied by an Orpheus/EMI soundtrack that'll sport Jackson's current Back Page climber ("All Over You") as well as new tunes from Moore, Najee, Ashford & Simpson, ZLooke, and Eric Gable. The LP should be in stores March 26.

Hicks Swings On-Screen

Singer-songsmith Dan Hicks and his band the Acoustic Warriors can



Prince — takin' it to the bridge?

be seen performing a couple of songs in Fox's forthcoming fall release, "Class Action." The film stars Gene Hackman and Mary Elizabeth Mastrantonio as San Francisco-based father 'n' daughter lawyers who find themselves on opposite sides of a class action suit.

Pen Pals

The former Mrs. Rod Stewart, Alana Hamilton, and celebrated songwriter Carole Bayer Sager are pooling their talents to pen a couple of screenplays. Producer Leonard Goldberg has secured the rights to the pair's first project ("In Sickness And In Health"), while "Lethal Weapon" producer Joel Silver has snapped up the duo's second title ("Til Death Do Us Part").

Pump It Up

Christian Slater (the dark star of "Heathers") plays a frustrated, shy teen who utilizes his basement radio station to shoot a little life into a sleepy suburban community in New Life's August release, "Pump Up The Volume."

Lifting Waits

Tom Waits will star with Hollywood heavies John Malkovich, Jamie Lee Curtis, Kevin Bacon, Joe Mantegna, and Chloe Webb in New Visions' summer release "Queens Logic."

The movie is described as a "serious comedy" in which a group of childhood friends (now thirtysomething) get back together in Queens to try to disprove Thomas Wolfe's theory that one can never go home again.

Heartfelt Role

Singer Diahann Carroll has landed a role in Robert Townsend's movie about the rise and fall of a '60s-era black singing group, "The Five Heartbeats."

Starring as the wife of the band's manager and the instructor of an informal modeling school, Carroll teaches the 'Beats how to walk, dress, and act with a l'il class. Legendary dancer Harold Nicholas (of Nicholas Brothers fame) choreographs.

Choice Cuts

Qwest/WB star Quincy Jones is developing a film biography of black Russian poet Alexander Pushkin. No director, stars, or shooting date have yet been announced. Meanwhile, Q himself will be the subject of a documentary that Time Warner Inc. chairman Steven Ross's wife, Courtney Sale Ross, is developing.

Traci Lords will star as late actress Rebecca Schaeffer (who was killed by a psychotic fan) in the forthcoming "Object Of Desire." Incidentally, Lords is also shopping around a record on which Guns N' Roses guitarist Slash contributes a few choice licks.

FILMS

WEEKEND BOX OFFICE

MARCH 16-18

1 The Hunt For Red October (Paramount)	\$11.0
2 Joe Versus The Volcano (Warner Bros.)	\$7.0
3 Lord Of The Flies (Columbia)	\$4.4
4 House Party (New Line)	\$3.5
5 Blue Steel (MGM/UA)	\$2.9
6 Driving Miss Daisy (Warner Bros.)	\$2.8
7 Bad Influence (Epic/Triumph)	\$2.6
8 Lambda: Set The Night On Fire (Warner Bros.)	\$2.0
9 Hard To Kill (Warner Bros.)	\$1.8
10 Born On The Fourth Of July (Universal)	\$1.2

All figures in millions

*First week in release

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Pretty Woman," starring Richard Gere as a wealthy businessman who transforms a Hollywood hooker (Julia Roberts) into a sophisticated socialite. The film's EMI soundtrack boasts two current singles — Natalie Cole's "Wild Women Do" and Robert Palmer's "Life In Detail" — as well as selections from David Bowie (a remix of "Fame" titled "Fame '90"), Roxette, the Red Hot Chili Peppers, Jane Wiedlin, Peter Cetera, Go West, Chris Ocasek, and others.



Bill Murray — neurotic city?

• Bill Murray's first Touchstone picture ("What About Bob?") casts the comic as a neurotic who's coping — poorly — while his doctor is on vacation. A director has not yet been signed.

• Speed metalists Powermad and Boston-based Treat Her Right will make appearances in David Lynch's upcoming Goldwyn release, "Wild At Heart." The film, which stars Restless recording artist Crispin Glover, Nicolas Cage, Laura Dern, Diane Ladd, Harry Dean Stanton, and Isabella Rossellini, is due out this fall.

'Elvis' Takes Spring Break

Despite critical hosannas and a valuable time slot, ABC-TV's "Elvis" has left the schedule... but will return later this spring.

The series, about Elvis Presley's early days in showbiz, will continue production in Memphis to complete the 14 shows ordered. ABC has broadcast seven episodes so far, from the show's debut last month (2/6) through its last telecast Sunday (3/18, 8:30pm EST/PST).

"America's Funniest Home Videos" — which recently topped the Nielsen prime-time TV ratings — is the Presley series lead-in. "Elvis," however, came in at No. 57 last week, and will be replaced by various programs at least through mid-April.

SHORT CUTS...

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BAD INFLUENCE (MCA/Universal)

Featured Artists: Lloyd Cole, Toots, Skinny Puppy

TRUE LOVE (RCA)

Singles: Whole Wide World/A'me Lorain
How 'Bout Us/Grayson Hugh & Betty Wright

Other Featured Artists: Graham Parker, Eurythmics, Jim Capaldi

UPCOMING

PRETTY WOMAN (EMI)

Singles: Wild Women Do/Natalie Cole
Life In Detail/Robert Palmer

Other Featured Artists: David Bowie, Roxette, Red Hot Chili Peppers

DEF BY TEMPTATION

Single: All Over You/Freddie Jackson (Orpheus/EMI)

TEENAGE MUTANT NINJA TURTLES

Single: Spin That Wheel/Hi Tek 3 MYa Kid K (SBK)

LIFESTYLES

IMPERIAL BEDROOM

Top Spots For At-Home Radio Listening

What you do in your bedroom is your own business — unless you're one of the 1000 U.S. adults who took part in a recent Gallup Organization survey.

The study revealed that Americans spend the most time listening to radio in the bedroom and the living room (26% each). One in five said they listen in the kitchen the most.

When asked the room in which they spend the most time by themselves, one-third of the respondents once again named the bedroom, followed by the living room (22%)

and the kitchen (9%).

The bedroom isn't much of a family gathering spot — in fact, it didn't even rate among the top three responses. Nearly half (48%) said they spend time together in the living room, while 10% named the kitchen. Interestingly, only 14% preferred the family room.

Speaking of family togetherness . . . the room in which respondents spend the most time arguing is closely divided between the living room (23%) and the kitchen (22%). In third place — with 8% of the responses — the bedroom (1).

Bienvenidos To The Jungle

More than 640,000 legal immigrants were admitted to the U.S. in 1988 alone — 41,500 more than in 1987, according to the latest figures from the Immigration & Naturalization Service.

Nearly three-quarters of all these immigrants chose to live in one of six states. California was the destination of choice for most foreigners, followed by New York, Florida, Texas, New Jersey, and Illinois.

Following are the top ten countries in terms of the number of legal immigrants admitted to the U.S. in '88:

Country	Number
Mexico	95,039
Philippines	50,697
Haiti	34,806
Korea	34,703
Mainland China	28,717
Dominican Republic	27,189
India	26,268
Vietnam	25,789
Jamaica	20,966
Cuba	17,558

Survey: Environmental Concerns Now Outweigh Energy

Which issue do Americans believe is most important — protecting the environment or assuring an adequate energy supply?

A recent survey conducted by the NYC-based Roper Organization found that 57% of the respondents said it's better to risk an energy shortage than to endanger

the environment, while 24% said energy was the more critical objective.

According to the pollsters, the number of Americans who are more concerned about the environment has been rising rapidly. The abovementioned figure (57%) has climbed 11 percentage points since 1982 and 22 points since 1977.



'Gorbachev' Comes To America

Picture yourself in Red Square, in the heart of Moscow. You're a Russian citizen in search of items such as American blue jeans, Japanese cameras, and French perfume, but you can't cut through all the red tape. Who ya gonna call?

Answer: **Mikhail Gorbachev** — or, rather, the new board game (pictured) that bears his surname. Yes, East Longmeadow, MA-based **Milton Bradley**, a division of toymaker **Hasbro**, has developed a game named after the Soviet chief.

In "Gorbachev," the leader helps two to four players acquire Western luxuries as they "take a wild romp across the Soviet Union." The game is slated to be in U.S. toy stores by June at an approximate retail price of \$18.

Oh — the winner is the one who ends up with the most possessions. Ain't glasnost grand?

Exotic Products Of The Future

Four out of five new products fail, according to the *Wall Street Journal*, but their manufacturers still spend billions of advertising dollars shooting for success.

Many companies get ideas from products that already exist in other countries. Following are a few interesting items from abroad that international consultants think could become big hits in the States:

- **Tube food:** No, you don't feed it to your TV. In Europe, you can find toothpaste-like tubes with screw tops that contain such foods as tomato paste, mayonnaise, and mustard.

- **Air aerosol:** These cans, used in Italy and Japan, contain no chemical propellants — they're pressurized simply by sliding a plunger up and down a few times. Sprays last for several uses in such containers, which are ideal for antiseptics, contact-lens solutions, cleaners, and other frequently sprayed items.

- **Edible wrappers:** Japanese companies have developed a clear food wrapper made from a combination of water-soluble sugar and edible seaweed. When a product wrapped with the film is placed in boiling water or a microwave, the wrapper disappears.

22 Million Of U.S. Celebrate Something Each Day

Break out the champagne! About one in eight Americans — roughly 22 million people — celebrate something special each day, according to a recent survey by the NYC-based Roper Organization.

Imagine the promo opportunities for those of your station's advertisers who are involved — either directly or indirectly — in what could be called the "celebration business" (restaurants, limousine services, caterers, amusement parks, etc.).

Those most prone to partying are "influentials" (25% each day), liberals (17%), suburbanites (15%), college grads (15%), and the affluent (14%). Least likely to let loose: homemakers (6%), blacks (9%), and Southerners (10%).

CHRONICLE

Marriages:

WEA VP/Black Music Marketing **Ornetta Barber** to Gregg Dickerson, February 24.

WZPL/Indianapolis OM **Don London** to Cynthia Phillips, March 14.

Born To:

KOKB/Phoenix Promotion Director **Kendall Adkins**, wife Jeannie, daughter Julie Marie, February 9.

KHF/Austin News Director **Alvin Youngblood**, wife Kate, daughter Wynona, March 1.

WOVW/West Palm Beach PD **Chris Mac**, wife Carol, son Patrick Courtney, March 12.

KOHT/Grand Forks, ND PD **Ray Bell**, wife Mary, son Henry Raymond, March 12.

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Straight talk from Communication Graphics about . . .

BUMPERSTICKER PROMOTIONS

All Bumperstickers Are Not Created Equal.

No two bumpersticker firms are the same. As a broadcaster in an increasingly competitive market, you have the need to know the differences and how the right choice of bumperstickers will lead to better ratings and better profits. At Communication Graphics we feel you have the right to know what those differences are and how they affect your station.

There are numerous firms that claim to manufacture bumperstickers. There are a number of differences in how their products perform and the services they provide. Some firms use inexpensive printing processes while others operate sales offices and "firm out" their printing. It is critical that you know what printing process you are paying for and who actually takes responsibility for the quality of your image.

Buy From The Manufacturer.

There are a lot of reps out there with a desk and telephone who claim to be manufacturers. You would be surprised at how many of these firms call on your staff today. After they make a sale, your image is in the hands of a third party that you don't know. Moreover, they don't have the personal feeling of responsibility to you as their customer. This raises major questions. Were the samples you were shown actually reprints from the supplier they will use? How can their sales office warranty your image without assets and stand behind your product? Will third-hand communications be accurate?

Communication Graphics is a manufacturer. Our sales staff is located at the plant. With millions of dollars invested in equipment and inventories, you can be assured of our commitment and ability to stand behind our product.

The "5 C's" Determine A Bumpersticker's Value.

Custom Cut.

The sizing of a decal or bumpersticker is extremely important to your image. How many times were you told there is a standard size? A standard size is only to the advantage of the printer. It simply saves them time. Standard sizes create many disadvantages to your station's image. Your logo may be too small and out of proportion. You may be paying for a lot of wasted space. Worst of all, your decal will look just like all the other stations you are competing with.



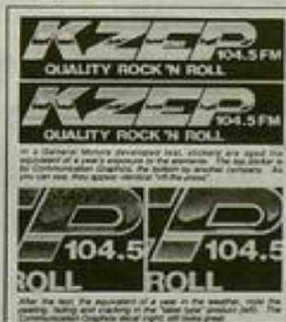
At Communication Graphics, your image will be unique. All of our decals are custom cut. Our printing plant utilizes the most modern computerized cutting equipment. This offers you the fastest and most efficient way to cut a creative logo.

Compare Weight.

The weight of a bumpersticker and how it feels in the hands of a listener leaves a strong impression about the quality of your station. That same impression determines whether the listener will properly display your logo. Gene Romano, Program Director of Pittsburgh's WVE recently stated, "After we distribute a bumpersticker to a listener, it's the feeling of quality that will determine whether it will get on the car or not. I've used other sources and I have found Communication Graphics' product best represents the quality of our station." Communication Graphics decals are much more substantial and have almost twice the weight of other competitors.

Color Intensity.

Radio stations spend a lot of money researching the right colors for their target audience. With the growing amount of competition you deal with everyday, the color must be bright with grabbing intensity. And it better stay that way! A screen-printed decal is your premier choice. Screen printing offers you the strongest colors and the best durability. There are cheaper printing processes such as "label type" stickers, but they can fade a full one to two shades within a couple of months. When government agencies such as the armed forces need outdoor durability, they always specify screen printing. Here's some test results that prove this point.



Consistency.

You have several choices on your purchase of bumperstickers. The choice of who reproduces your logo is critical to the consistency of your image. Some manufacturers of bumperstickers have processes which are handicapped in the area of quality control. For example, the "label type" process is slightly cheaper but is printed at high speeds much too fast for consistent quality inspection. They print at speeds of 300-400 feet per minute and have to use strobe lights to periodically monitor. A lot of product is produced unseen.

At Communication Graphics, we print in large sheets that pass by an inspector at manageable speeds. This allows 100% inspection of your decals. When finished, the stickers are neatly shrink wrapped in packages of 100 and placed in cartons that make it easier for station employees to distribute them.

The best testimony for consistency comes from those who have had the experience of buying from several sources and inspecting thousands of stickers. Eric Loeffler, Promotion Director of WLUW in Milwaukee says, "I recently came from another station. We were working under "bottom line" pressures, as many of us have, and we opted to go with another supplier. It was a "label type" sticker, and we were real unhappy. The consistency of the product just wasn't there. When I arrived at WLUW I was elated to see they already had an established relationship with Communication Graphics. Being able to count on consistent quality makes my job easier."

The Fifth C - Confidence.

Communication Graphics is Radio's largest supplier of decals and bumperstickers. We're radio's only manufacturer of a screen-printed product. We'll give you expert consultation with the attention you need. We have computer assisted, state-of-the-art design capability. We deliver the highest quality, most durable decals in the industry.



Call us today and see our commitment to your image! 1-800-331-4438

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WINNING IN MARKETING • INNOVATION • SE

The nineties will demand the best of us in meeting business challenges and in solving the many problems that face mankind. In that spirit, the R&R Convention will present several fund-raising opportunities for the industry's own agency for good works, the T.J. Martell Foundation.

R&R Convention '90 is pulling out all the stops for the industry event of the year, with three main goals in mind:

HELPING YOU...

Learn the latest strategies to survive and thrive in the '90s. A full schedule of dynamic speakers and sessions with objective perspectives will give you the edge.

HELPING HUMANITY...

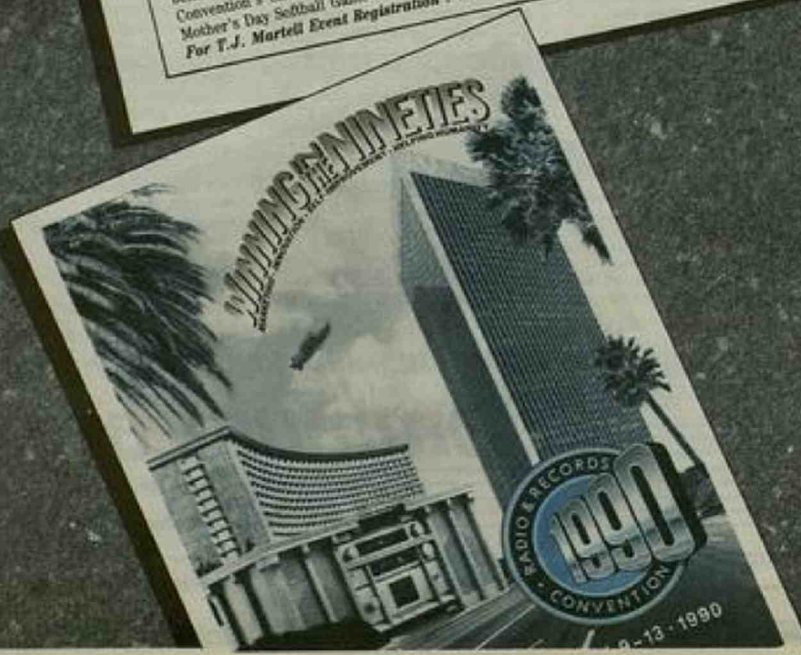
You'll get the chance throughout the Convention to participate in entertaining events, with proceeds going to the T.J. Martell Foundation.

HAVING A GREAT TIME...

"R&R '90" is a convention you won't want to miss. The sessions are carefully selected, issue-oriented, and definitely out of the ordinary. The musical shows and parties are legendary. The fun starts May 9th and continues through May 13th.

T.J. Martell Event details:

The traditional gala Martell Bowling Party will now take place on "Convention Eve," Wednesday night (9th). The Martell Golf Tourney will go on all day Thursday (10th), but players will be back in time for the first Convention sessions Thursday afternoon. That evening the R&R Welcoming Cocktail Party and Supper will also feature a "silent auction" benefiting the Martell Foundation. Proceeds from all "guest ticket" purchases for the Convention's Saturday night superstar show will also be donated. A Sunday "Celebrity Mother's Day Softball Game" will cap the fund-raising activities.
For T.J. Martell Event Registration . . . 818-883-5129.



CONVENTION SCHEDULE

WEDNESDAY • MAY 9, 1990

- 2:00PM **Convention Registration**
- 7PM - 12MID **T.J. Martell Cocktail Party & Events**
(*\$50 donation includes party events and Sunday softball game*)
 - Rock 'N' Charity Bowling Party & Tournament
 - Prizes Galore • Food & Fun

THURSDAY • MAY 10, 1990

- 9:00AM **T.J. Martell Golf Tournament**
- TEE OFF (*\$200 donation includes: Tee prizes, breakfast, lunch, cart and green fees; \$25,000 "Hole in One" prizes*)
- 10:00AM **Convention Registration**
- 4:30PM **"Inside Payola"**
- 7:00PM **Welcoming Cocktail Party & Buffet Supper**
 - "Celebrity Silent Auction"
 - Purchases benefit T.J. Martell Foundation
- 10:00PM • **Hospitality Suites • "Club R&R"**

FRIDAY • MAY 11, 1990

- 8:30AM **Format Breakfast Sessions - CHR & NAC**
- 10:30AM **Robert Tucker:** "Profiting from Change Through Innovation . . . Ways to Succeed in the '90s"
- 1:30PM **David Rogers:** "How to Thrive in the Competitive '90s"
- *Exclusive Survey Results Revealed*
- 3:30PM **John Parikh:** "The Wizard of Odds: A Multi-Media Look At Radio in the '90s"
- 5:00PM **Format Sessions - AOR, Country & UC**
- 5:00PM **"Multi-Dimensional Selling . . . The Management Challenge of the '90s."**
R&R Sales & Management columnist Chris Beck clearly defines the sales opportunities for prosperity in the '90s
- 10:00PM • **Hospitality Suites • "Club R&R"**

SATURDAY • MAY 12, 1990

- 8:30AM **Breakfast Sessions - AC**
- 11:00AM **C.W. Metcalf:** "The Humor Option . . . Change & Stress Adaption Skills For Surviving And Thriving"
- 2:00PM **Dudley Lynch:** "Scoring A Win In A Chaotic World" . . . Revolutionary ideas in management and marketing strategies.
- 4:00PM **"The First Amendment & You: Obscenity/Indecency/Record Labeling"**
- 8:00PM **Superstar Show**
- AFTER SHOW • **Hospitality Suites • "Club R&R"**

SUNDAY • MAY 13, 1990

- 10:00AM **T.J. Martell Celebrity Softball Games**

THE NINETIES

IMPROVEMENT • HELPING HUMANITY

CONVENTION KEYNOTERS



"Profiting From Change Through Innovation ... Ways To Succeed in the '90s"

ROBERT TUCKER

At this session you'll discover how to:

- Help unleash the "innovator" in you.
- Learn to think like an innovator.
- Spot changes in the marketplace well in advance of competitors.
- Find the opportunities in change.
- Motivate your employees to contribute ideas and insights.
- Increase your ability to sell your ideas.
- Translate ideas into results.
- Use "change" as a source of opportunities, rather than of problems.

Author of "Breakthrough Thinking: Strategies for Winning Big in Business" and "How to Profit From Today's Rapid Changes," co-authored "Winning the Innovation Game." Former adjunct professor at UCLA.



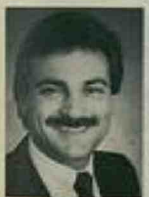
"The Humor Option ... Change & Stress Adaption Skills for Surviving & Thriving"

C.W. METCALF

At this session, you'll explore how a "sense of humor" can enhance:

- Creativity • Problem-Solving
- Imagination • Risk-Taking • Health

President of C.W. Metcalf & Company, he has served on the faculties of the University of Michigan, Florida State and Bowlinggreen. He has been featured on the NBC Today Show, CNN, PBS, in Forbes, Newsweek and the Wall Street Journal.



"The Wizard of Odds: A Multi-Media Look At the Future of Radio"

JOHN PARIKH

In this exclusive one-of-a-kind presentation, you'll get a view of the near-future and pick up the advantage...

- Anticipate change
- Prepare winning strategies in advance.
- Practical advice to use the next day
- Know the landmarks to look for the next day
- Find out if the "Greyby Boom" will give up on music radio to spend more time with News and Talk
- Will Oldies go away and will Country radio suffer as American's live in bigger cities?
- Is satellite a Trojan horse?

Radio's most prominent futurist and prognosticator has produced, exclusively for this convention, a multi-media presentation showing how to navigate radio's yellow brick road in 1990... using heart, courage and brains to take advantage of every opportunity.



"Scoring A Win In A Chaotic World"

DUDLEY LYNCH

Revolutionary ideas in management and marketing strategies... designed for an era characterized by constant accelerating change. Lynch uses the powerful metaphor of the dolphin to exemplify the strategy that is destined to supersede outmoded business behaviors as we enter the last decade of the century.

The "Dolphin Strategy" promises to deliver greater power to:

- Choose instantly, successfully, between the strategies of Take Over, Give In, Get Out, Trade-Off, and Breakthrough.
- Do more with less
- Think tougher and dream smarter.
- Focus on the 20% of your effort that delivers 80% of your significant results.
- Act flexibly, elegantly, and with endurance amid the accelerating waves of change.

Mr. Lynch is President of Brain Technologies Corporation of Ft. Collins, Colorado and co-author of "Strategy of the Dolphin."



"How To Thrive In The Competitive '90s"

DAVID ROGERS

EXCLUSIVE SURVEY RESULTS REVEALED

A hard-hitting presentation by a master strategist and best-selling author, Rogers introduces the results of a new study conducted exclusively for the R&R Convention... "The definitive study on the principles of excellence for marketing radio and music in the '90s."

You'll learn the specific steps that should be taken to overcome major changes our industry will face in the volatile '90s. Each person attending the presentation will receive a complimentary "Findings Summary" of this groundbreaking research study.

Rogers is President of Service Innovators Corporation, a consulting and training firm located in Highland Park, IL. He is author of "Lighting The Way" and the best seller, "Mogging Business Wars."



"Multi-Dimensional Selling ... The Management Challenge of the '90s."

CHRIS BECK

R&R Sales & Management columnist Chris Beck clearly defines the sales opportunities for prosperity in the '90s...

- At the agency level
- Local and national retail... featuring recent case study examples.
- Preview the "account list" of the '90s.
- Explore the challenges and evolution inside radio's two major account categories... agency and automotive.

A 17-year sales veteran, Beck is the owner of Los Angeles-based Chris Beck Communications. In addition to consulting, he is an internationally published author whose work is featured in R&R.

WATCH R&R FOR MORE SESSIONS AND SUPERSTAR ENTERTAINMENT!

REGISTRATION DETAILS

REGISTRATION FEES	BEFORE 4/5/90	AFTER 4/5/90
Regular	\$300	\$335
Special Rates**	\$235	\$260

New for '90 SPECIAL RATES
• EARLY BIRD • SMALL MARKET
• COLLEGE RADIO
Early Bird Rates expire 4-5-90

- Registration includes all sessions, R&R Cocktail Party & Buffet Supper, Superstar Shows and all Hospitality Suites and Exhibits. Badges must be worn for admittance to all sessions, events and hospitality suites.
- All T.J. Martell events are in addition to your registration... and are tax deductible.

REFUND POLICY:

Registration refunds will be issued after the convention, minus a \$40 administrative fee, if written cancelation received by May 4, 1990. After that date, only half the registration amount will be refundable.

** Small Markets are those 100+ in size. Registration must be submitted on station letterhead to qualify for discount. Student Registrants must have their instructor apply on their behalf, submitted on school letterhead, in order to qualify for discount.

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Call direct: Century Plaza at
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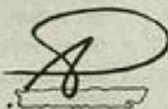


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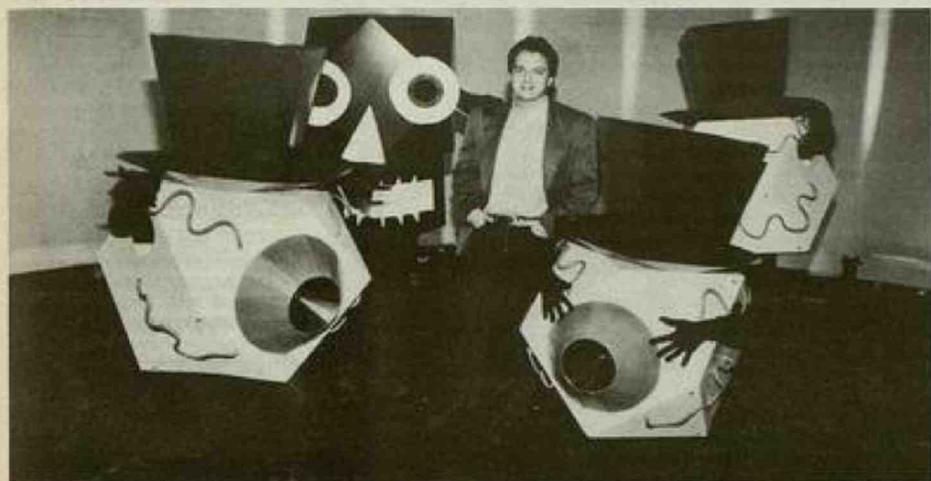
California
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Street Pulse Group

Market Research for Today's Music Industry

PEOPLE

The President And Eyes



Enigma Entertainment President James Martone demonstrates his eye for art — cleverly disguised as the Residents — at L.A.'s Japan American Theater, where the band performed tunes from their latest Enigma release, an Elvis Presley tribute LP entitled (what else?) "The King And Eye."



A Queenly Entrance

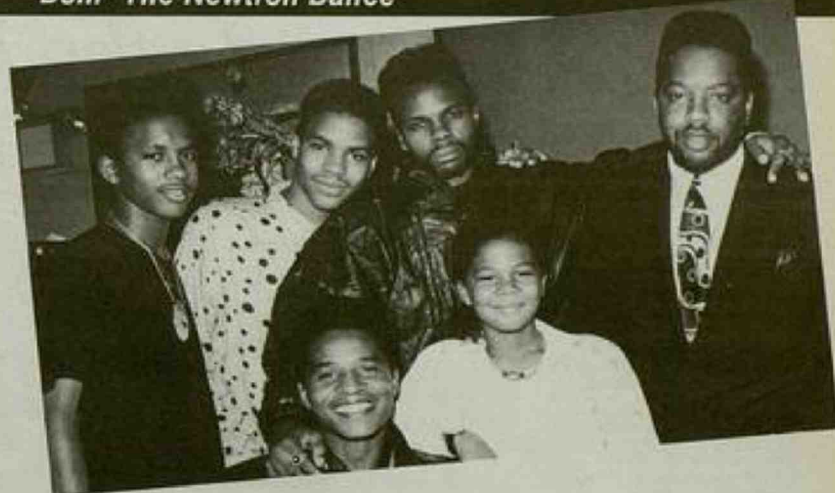
Detroit Mayor Coleman A. Young escorts Arista songstress Aretha Franklin into a recent March Of Dimes awards ceremony, where the "Queen Of Soul" received the organization's annual Humanitarian Award.

King For A Dave



Larry King (l) recently welcomed David Letterman to Westwood One's NYC studios, where the dynamic duo discussed the trials 'n' tribulations of hosting their own shows. The Mutual Broadcasting System host recently celebrated his 12-year anniversary on the "Larry King Show," while the NBC-TV host marked his eight-year anniversary on "Late Night With David Letterman."

Doin' The Newtron Dance



The Newtrons are finishing up their self-titled MCA debut with a little help from the Jacksons — Joe and Jackie, that is. Joe Jackson served as co-executive producer of the disc, while Jackie Jackson (seated) produced the brothers' cover of the Jackson 5 hit, "I Want You Back." Seen making the studio scene are (l-r) band members Ronnie and Bobby, manager Ron Newt, the band's Johnny, and MCA Exec. VP Loul Silas Jr.

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Ocean Blue Helps Keep It That Way



When the Ocean Blue performed in Southern California recently, the Sire/Reprise band donated the proceeds from one of their dates to local environmental organization Heal The Bay. Seen strolling on the beautiful brown beaches are (l-r) the band's David Schelzel and Rob Minnig, Heal The Bay President Dorothy Green, and Santa Monica Mayor Pro Tem David Finkle.

A Commitment to Excellence

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For further information, call Tony Durpetti at 312-819-0100

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A FRESH LOOK AT RATINGS

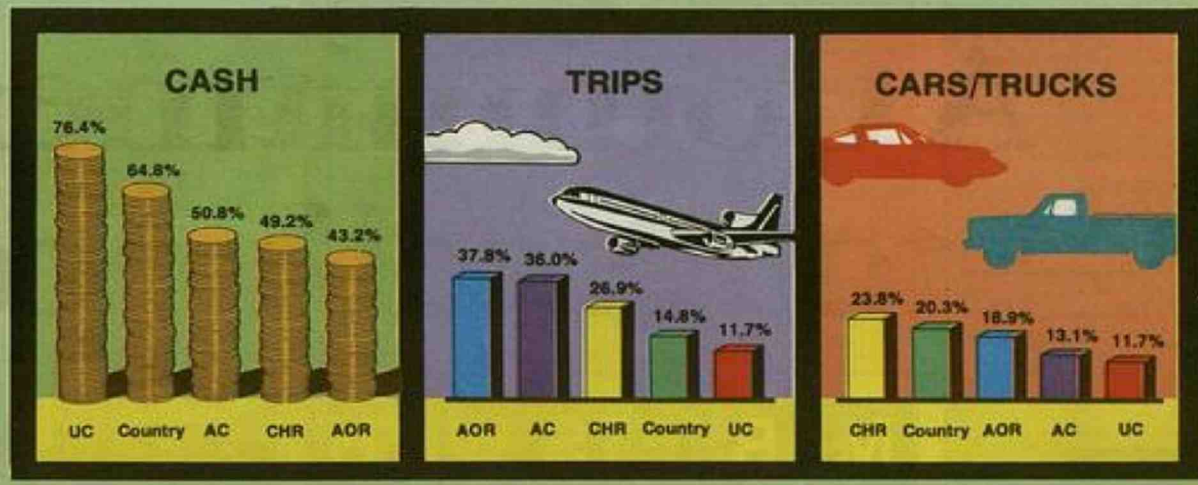
Welcome to a new way to look behind the ratings. The R&R "Ratings Strategy Review" will examine some of the techniques winning stations use each quarter to earn their high Arbitron and Birch numbers.

From an exclusive survey of nearly 250 radio stations, we've tallied the fall's most-frequently-used slogans, most popular prizes, and even the favorite giveaway vacation locations and car models. We've also compiled new information on demographic leaders by format and other out-of-the-ordinary ratings data.

Look for the Ratings Strategy Review every three months, as we refine and expand our presentation of ratings data you can use.

CASH TOPS RADIO'S PRIZE GIVEAWAYS

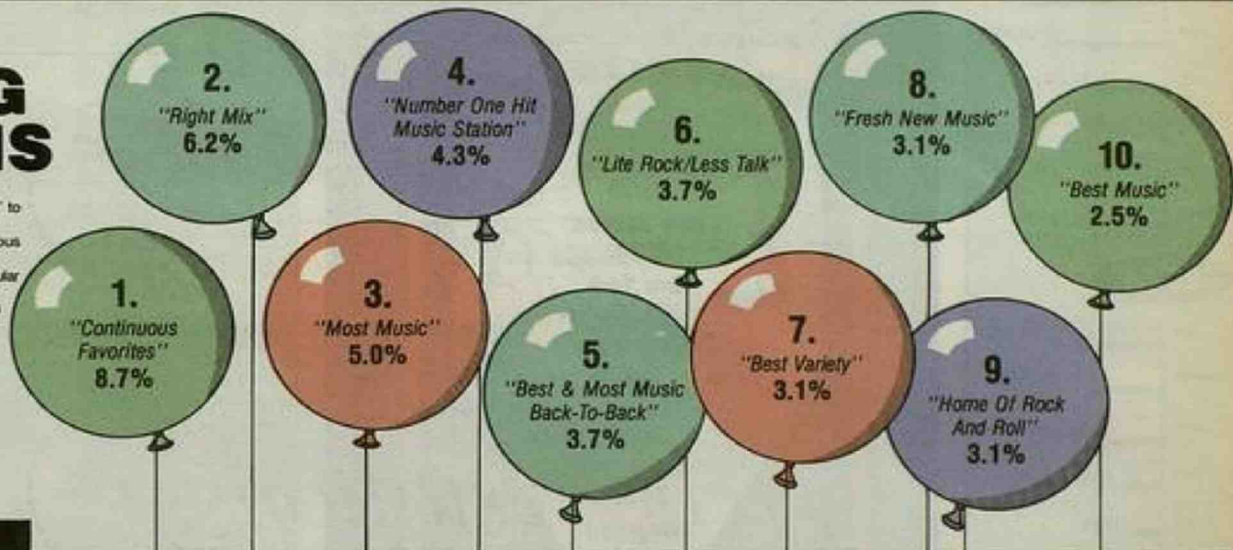
Money, trips, and cars/trucks dominated station contest payoffs, with cash being the favorite prize for all five chief formats.



TOP IMAGING SLOGANS

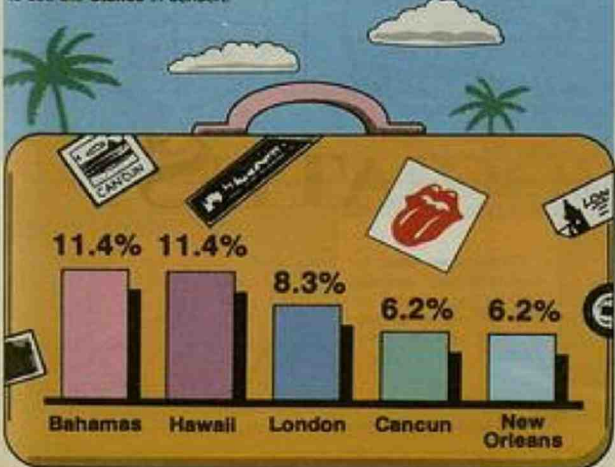
Stations wanting to underscore a heavy music image frequently used "continuous" to make their point. Offshoots of frontrunner "Continuous Favorites" included "Continuous Soft Hits" and "Continuous Country."

"Mix" was another popular term, most often preceded by words like "right," "lite," "big," "best," and "hot."



TWO TICKETS TO PARADISE

Stations primarily picked balmy locales for their fall fantasy giveaways. Also scoring high was London—a number of CHRs and AORs packaged trips there to see the Stones in concert.



TOP AM & FM 12+

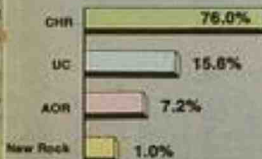
The following markets posted the highest Arbitron 12+ shares for AM or FM listening. Note the high level of FM listening in Southern markets and AM's continued strength in the West.

AM		FM	
1. Stockton	34.6	1. Coastal NC	91.1
2. San Francisco	32.5	2. Greenville	90.4
3. Honolulu	32.4	3. Lansing	89.5
4. Wilkes Barre	31.8	4. Little Rock	88.7
5. San Antonio	31.5	5. Grand Rapids	87.9
6. Louisville	30.8	6. Las Vegas	87.8
7. San Jose	30.7	7. Greensboro	87.7
8. Chicago	29.5	8. Charlotte	87.6
9. Bakersfield	29.3	9. Columbia	87.5
10. Pittsburgh	29.2	10. Norfolk	87.5

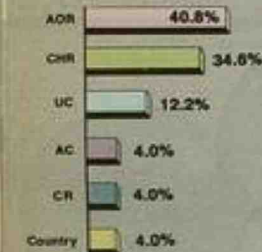
ARBITRON DEMO LEADERS BY FORMAT

There was excellent format balance as four different formats lead in key Arbitron demos. Percentages refer to market-leading stations — e.g., 76% of all 12-24 Top 100 market leaders were CHRs.

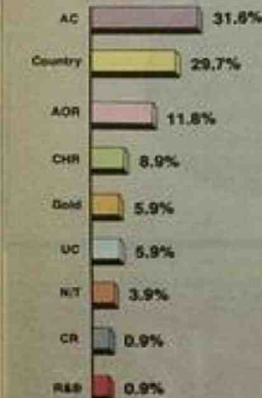
12-24



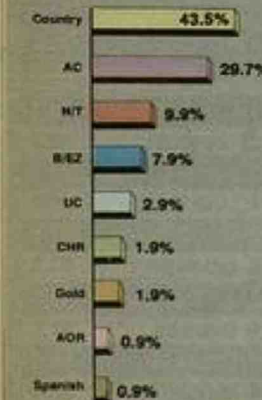
18-34



25-54



35-64



CAR CHOICES

Nissan drove away with top honors among stations awarding cars this fall. Mazda's new sporty Miata made a strong debut.

1. Nissan 240SX



2. Chevrolet Geo/Citation



3. Corvette



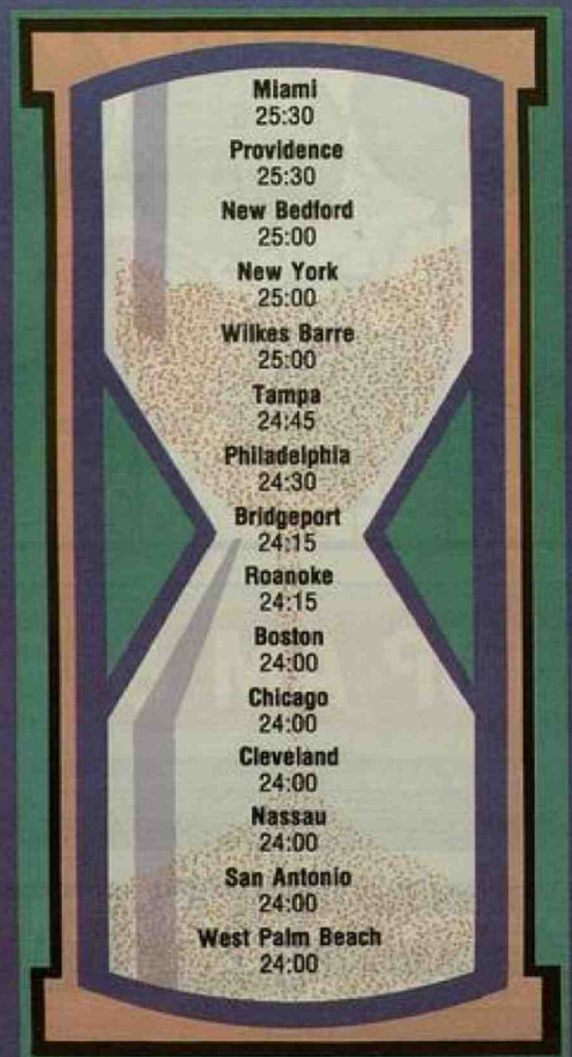
4. Mazda Miata



5. Toyota Supra



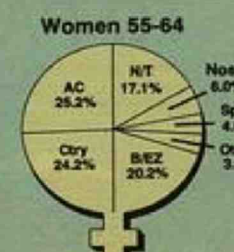
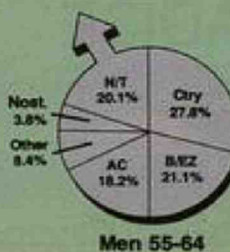
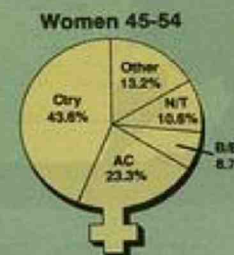
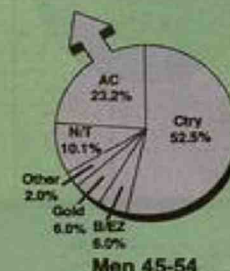
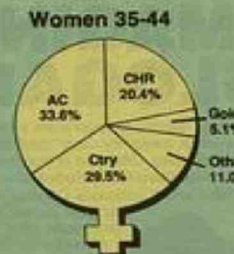
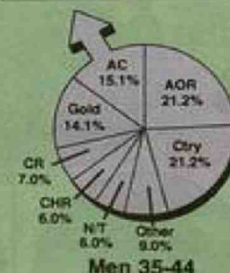
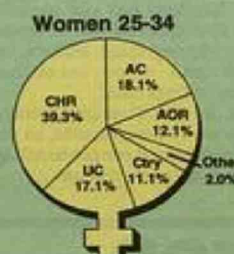
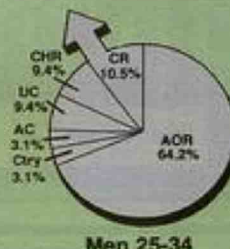
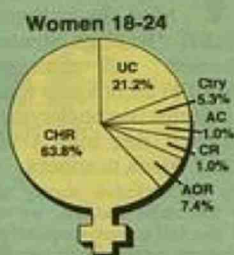
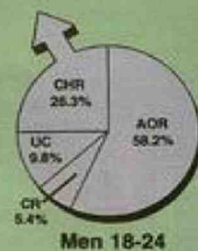
MARKETS WITH LONGEST TSL



East Coast listeners tended to spend more time per week with radio than their regional counterparts. The hourglass breaks out those markets with the highest TSL in hours/minutes per week. Figures have been rounded off to the next highest quarter-hour.

BIRCH BREAKOUTS

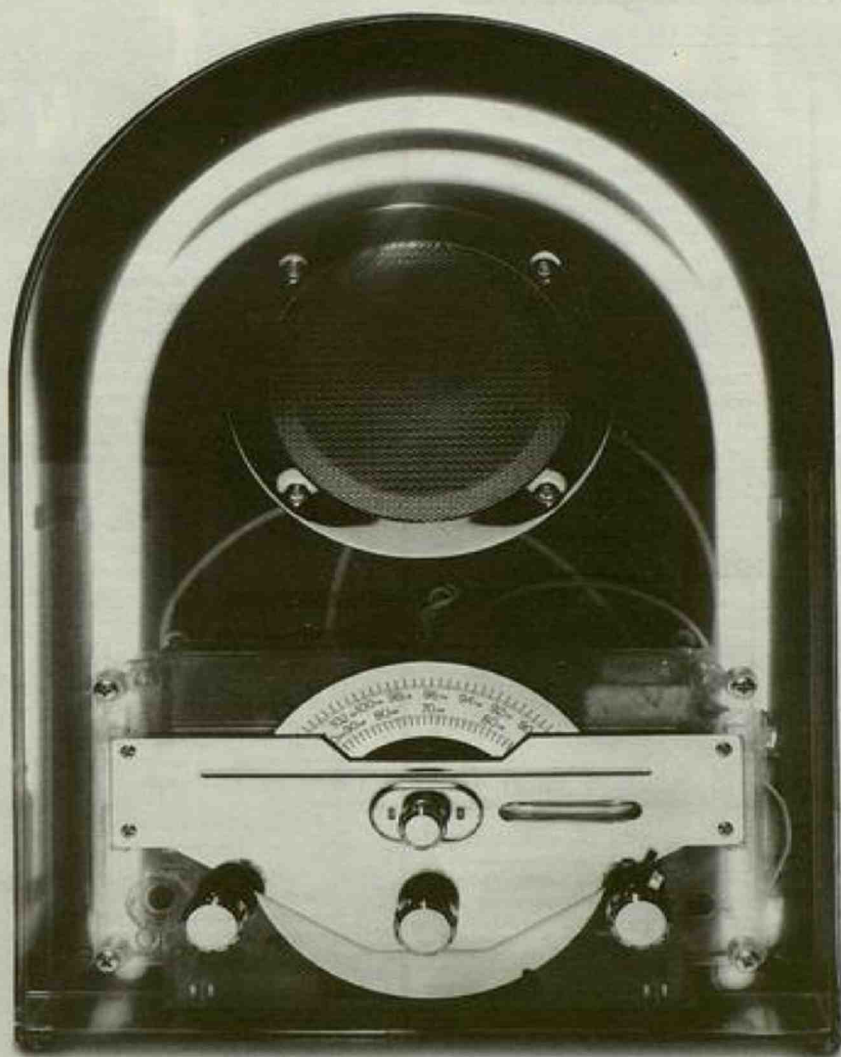
AOR was strongest among young males, while young females were drawn to CHR. Country and AC took turns dominating upper-end demos.



Teens



Percentages refer to market-leading stations only — e.g., 58.2% of Top 100 market leaders in men 18-24 were AORs.



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Crystal Clear Persuasion

Nearly \$8 billion dollars was spent on radio advertising in 1988. That's clear evidence of the power of radio.

Arbitron has the numbers that can help you convince advertisers that radio works. And works hard.

ARBITRON

NAB Convention Highlights

NAB's 1990 Convention features nearly 100 working sessions. Described below are 33 events of particular interest to radio broadcasters. Unless otherwise indicated, room numbers refer to the Georgia World Congress Center. Be sure to check the convention program for possible changes in meeting times and places.

Saturday, March 31

How To Analyze Your Ratings Book

10:30-11:45am, Rm. W-261
Briefings and a Q&A session on how to interpret both Arbitron and Birch numbers.

How To Find & Hire Minority Employees

10:30-11:45am, Rm. 256
Hints on building a solid multiracial staff.

CP Chat

10:30-11:45am, Rm. 254
Tips on applying for a new station construction permit.

Ask The FCC

2:45-4pm, Rm. 256
Everything you need to know about FCC policy and procedure.

Programming Power

2:45-4pm, Rm. 256, Rm. 254
Consultants **Walter Sabo** and **Jim Richards** discuss the opportunities and problems facing various formats in the coming decade.

Broker Banter

2:45-4pm, Rm. 262
Dealmakers **Tim Menowsky** and **Charles Giddens** answer your questions about buying and selling radio stations.

Selling Toward A New Century

4:15-5:30pm, Rm. 257
RAB President **Warren Potash** offers his State of the Radio Industry address.

International Perspectives

Saturday is international day at the convention. The following three sessions offer attendees a chance to gain some insight into overseas radio, an area rife with opportunity for American broadcasters:

Advertising: Who's Buying Commercial Radio & TV In Europe?

2:45-3:45pm, Rm. W-260
Where are the ad dollars headed as Europe moves to become a unified market?

Defining Your Image: Programming, Marketing & Promotions

4-4:45pm, Rm. W-261
A look at programming and promotions that are proving successful in Europe.

Managing New Radio Technologies

5-5:45pm, Rm. W-261
Tips on choosing suppliers and technicians in foreign countries.

Sunday, April 1

FCC/NTIA Policymakers Breakfast

7:30-9am, Rm. W-265
Join four FCC Commissioners and National Telecommunications and Information Administration Director **Janice Obuchowski** for a wide-ranging discussion of radio regulatory issues.

Disaster! Is Your Station Prepared?

9:15-10:30am, Rm. E-308
Prepare your station to quickly respond and recover after a major disaster.

Campaign Advertising & You

9:15-10:30am, Rm. E-305
Members of Congress will be on hand to discuss pending lowest unit rate legislation and other campaign spending issues.

License Renewal Safeguards

9:30-11am, Rm. W-263
Making sure all the bases are covered before it's time to renew.

Copyrights & Wrongs — From Music Licensing To Programming

9:15-10:30am, Rm. 255
Learn the proper way to use copyrighted material — and how to make sure your station's broadcasts are protected.

European Radio: Getting Your Foot In The Door Before '92

9:15-10:30am, Rm. 260
A briefing from U.S. broadcasters who are pioneering commercial radio in Europe. Panelists include **Group W Radio Chairman Richard Harris**.

Value-Added Marketing

10:45-noon, Rm. W-257
Selling the vital points that make your station more than the sum of its numbers.

Avoiding Accidents In Morning Drive

10:45-noon, Rm. 255
Make sure that hilarious bit doesn't violate the latest indecency, privacy, or libel rules.

Political Broadcasting Primer

2:30-4pm, Rm. W-263
It's almost election time again. Find out what every station needs to know to navigate the campaign mine field.

Small Market Idea Depository

2:45-5:30pm, Rm. W-260
An open forum on ways to improve small market programming, operations, and sales.

Monday, April 2

Lawfully Advertising And Conducting Contests & Promotions

9:30-11am, Rm. W-263
How to profit under the revised federal lottery laws. Also: Cashing in on the multibillion-dollar Indian gaming business.

Radio-Only Legislation In Congress

12:30-1:45pm, Rm. W-262
A panel of lawmakers discusses the future of various bills affecting radio licensing and technical issues.

AM Action

12:30-1:45pm, Rm. W-255
A review of recent and pending government actions aimed at helping AM radio.

BROADCASTING
WORKS!

Station Trading In Today's Changing Climate

12:30-1:45pm, Rm. W-254
Brokers and bankers discuss the art of dealing in a sluggish marketplace.

Into The '90s — Strategies For Radio

12:30-1:45pm, Rm. W-257
What niches and opportunities will be created by the demographics of the '90s?

Improving & Creating Stations In The '90s

2-3:15pm, Rm. W-254
How to make the most of recent rule changes when building a new facility or upgrading an existing station.

Selling Your Deal To Lenders & Investors

2-3:15pm, Rm. W-255
How to launch yourself on the path to station ownership.

Tuesday, April 3

FCC Chairman's Address

9:30-10:30am, Auditorium
FCC Chairman and former radio station owner **Al Sikes** will address regulatory issues for the '90s and take broadcasters' questions.

Spanish Radio: Hot For The '90s

10:45-noon, Rm. W-254
More and more ad dollars are headed for the Hispanic market. Spanish stations are cashing in.

Regulatory Roundtable

12:30-2pm, Rm. W-263
Simultaneous sessions aimed at answering specific legal questions:

Station Upgrades: AM And FM Improvement

The impact of recent changes in various AM and FM technical rules.

Indecency/Libel/ Privacy Update

Make sure your programming conforms to the new lines in these dangerous areas.

MegaSales

3:30-4:45pm, Rm. W-257
How America's most successful radio salespeople do it.

JUDE

C O L E

"Baby, It's Tonight"



TRACK
BREAKERS 27

2ND WEEK
IN A ROW
ONE OF THE
"MOST ADDED"
AC

THE NEW SINGLE

FROM THE ALBUM
A View from 3rd Street
PRODUCED BY DAVID TYSON



MANAGEMENT: E.L. MANAGEMENT INC./E.L. LEFFLER



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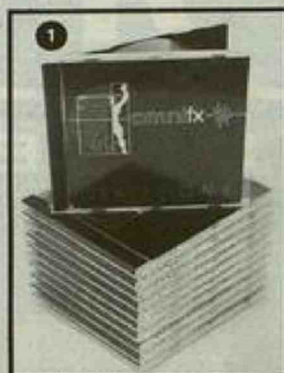


New Products Heat Up Exhibit Hall

Debuting at this year's NAB on the exhibit floor are a number of products designed for radio broadcasters and listeners. Below are several of the items that will be featured and the locations where they'll be found, listed under the companies presenting them. Check your convention program for possible changes.

OMNIMUSIC

1 OMNIMUSIC is set to premiere its OMNI FX Series One collection of digital sound effects for radio production. The CD library includes sounds of transportation, ports, office, home, city, suburbia, and many others. The collection also features what the New York-based firm is calling "environment" montages consisting of "pre-combined effects which create full, natural-sounding ambient tracks" running one to three minutes. Booth 4343.



The OMNIMUSIC disc set.



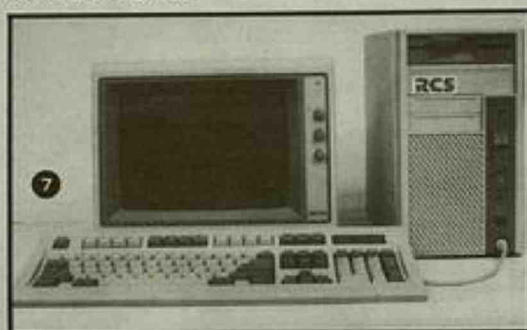
The TASCAM MIDstudio.

Century 21

2 Another new CD-based product is Century 21 Programming's GoldDisc 3 music libraries. The Dallas-based company says the third edition of its CD libraries was prepared with "great care to provide both the original recordings and the accepted 'radio' versions." Also on display will be the hardware — Digital Studio System — and software — PowerPlay — needed to use the CD libraries in a "hands-free" studio. Booth 4203.



Century 21 CD libraries.



Radio Computing Services' "Listener."

Drake-Chenault

Drake-Chenault plans to present a seminar on its DigiTotal-High Definition Radio system, which Chairman William S. Sanders calls "radio in a box — a fully self-contained integral broadcasting package that will literally fit in a coat closet." Marriott Marquis 940.



"The Radio Spook" — Russco's CIA-1 unit.



ITC Series 1 cart machine.

Barrett Associates

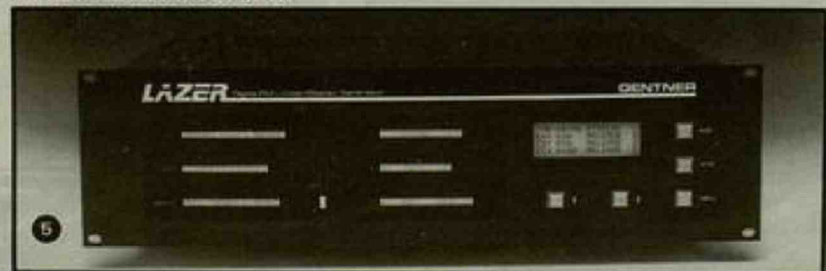
3 Affectionately labeled "The Radio Spook" by its makers, Russco Electronics, the CIA-1 is set to be unveiled. This "commercial interrogation assistant" was designed by KJOY/Stockton, CA engineer Ken Blake to record only voice broadcasts while ignoring music. The device lets a station's sales staff scan competitor's broadcasts for advertisers without assigning someone to spend all day logging spots. Russco's CIA-1 is being featured at Barrett Associates, booth 4606.



Panasonic's Technics DAT SV-DA10.

Panasonic

5 Panasonic will introduce three new DAT machines designed for rack-mounted use. The Technics TV-3700 and SV-3900 replace the TV-3500. (Model shown in photo is TV-DA10.) Booth 2534.



Gentner's Lazer limiter/stereo generator.

IDB Communications Group

IDB Communications Group's new offerings will include International Digital Audio Transmission (IDAT) to Tokyo and (soon) to Sydney. The Japanese link, "FM Tokyo," is scheduled to be demonstrated in stereo at IDB's booth. The company is also touting its "cost-efficient domestic C-band 'FM,' distributed on Satcom 1R." Booth 1718.

Bradley Broadcast

Talk stations may be interested in a new Telos System telephone hybrid at Bradley Broadcast's booth. The direct interface allows for a multiline talk show system to feed directly into a control board. Bradley is also featuring Studer's Dyaxis System digital audio work station. Booth 6354.

Audio Broadcast Group

Audio Broadcast Group will roll out its new self-contained radio remote studio on wheels — Rolling Radio II. As the name implies, the customized Chevrolet Astro (one per Arbitron market) looks like a giant radio, down to hubcaps "painted to look like woofers." Booth 4039.

Gentner Electronics

5 Gentner Electronics says its 100% digital Lazer limiter and stereo generator is "revolutionary" for FM stations. Gentner will also feature its Prizm digital audio processor and a new on- and off-air multiline telephone system, the PeopleLink, which it maintains is compatible with any business telephone system. Booth 5852.

TASCAM

6 TASCAM plans to show off a new 64 MIDstudio — a complete 4-track production studio with built-in cassette deck. It's capable of controlling up to 99 "scenes" in memory. Booth 3352.

Radio Computing Services

7 Radio Computing Services will invite stations to buy a Listener — a PC-based digital audio recognition system designed to help stations detect missed or incorrect spots in time to correct the error. It monitors the air signal after being "taught" what spots to listen for. It can also "fingerprint" music and monitor competitors to check for airplay. Booth 4903.

International Tapetronics Corporation

8 International Tapetronics Corporation (ITC) is bringing a new cart machine to Atlanta, the Series 1. The new high-performance line features LED displays. Booth 3422.

Continued on Page 34

A GREAT RECORD AND A LITTLE LUCK
WILL GO A LONG WAY

LRB

LITTLE RIVER BAND

IF I GET LUCKY

THE NEW SINGLE FROM THE MULTI-PLATINUM BAND'S
FORTHCOMING ALBUM

ON YOUR DESK
NOW AND ADDED
IMMEDIATELY AT:

KISN WKSF
999KHI WJMX
YES97 Q104
WKSI WPFM
KSND KKHT
KZZU KTMT
WPRR OK95

GET LUCKY

PRODUCED BY DENNIS LAMBERT
FOR TUNENWORKS RECORDS, INC.

MANAGEMENT DIRECTION: PAUL PALMER AND GEOFFREY SCHUHKRAFT
FOR PALMER/SCHUHKRAFT ENTERTAINMENT

EVERYONE'S A WINNER WHEN YOU PLAY LRB.

CURB
RECORDS

MCA
THE SPOTLIGHT IS ON

© 1990 MCA RECORDS, INC.



Wheatstone's A-32EX console.

New Products

Continued from Page 32

New England Digital

New England Digital will present its new MIDInet expander module, which allows radio production using from eight to 128 different MIDI devices. In tandem with a Macintosh IIx incorporating an 80-megabyte hard-drive, the system is said to be able to accommodate "literally thousands of different presets." World Congress Center Rm. W-161.

Radio Systems

Radio Systems will be showing its RS-1000 series professional DAT

machines. The company is also introducing the RS-2000 line of cart machines, which it modestly claims is "better and cheaper" than any other line. Booth 490.

Wheatstone Corporation

② A new, low-cost modular audio console will be one highlight of Wheatstone Corporation's display. The A-50 to be shown in Atlanta will have 12 dual-source inputs. Another new console is the larger frame A-32EX, which can be added onto as needed. All are low-profile tabletop models. Booth 4010.

Kid Radio Nets Face Off

Two brand new radio networks aimed at children under 12 will be trying to attract potential affiliates at the NAB Convention, using different approaches and featuring somewhat different formats.

Philadelphia-based **Kidwaves Radio Network** plans to begin broadcasting in mid-spring, when O&O KIDZ/Kansas City will air 13 hours of daily programming for children. Kidwaves President **Mel Diamond** hopes to impress many AMs with the new satellite-fed net at a hospitality suite that will feature an ice cream and soda bar. (Diamond says it just didn't seem appropriate to offer booze while touting a service for kids.) Puppet DJ **Wanda** will help entertain at the Marriott Marquis, Suite 4532.

Avoiding the suite scene, **Kids Choice Broadcasting Networks** will court customers on the exhibit floor by playing tapes of its first affiliate, **WPRD/Winter Park (Orlando, FL)**. In contrast to its competitor, which plans to use fully produced recorded programming, Orlando-based **Kids Choice** — "The Imagination Stations" — is opting for the spontaneity and interplay of live hosts and call-in lines. Find Kids Choice at Booth 5507.

Conventioneer's Guide To Atlanta

Wondering what to do in Atlanta after NAB Convention sessions have wrapped for the day? Rather than follow the usual recommendations of travel guides and the Chamber of Commerce, R&R quizzed several local broadcasters for their recommendations. All agreed on two points: NAB attendees should rely on the *Marta* subway system to get around town, and the first stop should be a visit to downtown's rejuvenated *Underground Atlanta*.

● **WKHX PD Neil McGinley:** "Visit Underground Atlanta; it's a part of old, historic Atlanta. There's something for everybody down there — from old-fashioned Southern hospitality to techno-pop gift stores.

"Stone Mountain, on the east side of town, is always fun for a piece of history. Where else can you see the world's largest piece of exposed granite? It's carved with the likenesses of Robert E. Lee, Jefferson Davis, and Stonewall Jackson, making it the 'Mt. Rushmore of the South.'

"For real local flavor, check out **Carey's World Famous Hamburgers** on Highway 41 in Marietta. It's just south of the **Big Chicken**, the reference point for all locations in Marietta."

● **Dain Schult, CEO/Radioactivity Inc.:** "What they've done to Underground Atlanta is truly amazing. You feel safe and there's plenty to do. If you want to eat Southern, **Pilgreen's** is the place. They have the best Southern fried chicken you've ever experienced and the steaks are dynamite too. Also recommended are **Banks & Shanes**, **Blues Harbor** and, for musical vibes, the "A" **Train** jazz club.

"The heavy-hitters hang out in the **Backhead** section of town. It's about a \$15 cab ride. Warning: the cabs here suck, so take *Marta* northbound to the **Lenox** station. Some of the better places are **Bones**, a steakhouse; **Trotters** on Peachtree

for continental cuisine; and **Rupert's** nightclub.

"You should see the **Cycloorama** at Grant Park. It's a huge, three-dimensional painting of the burning of Atlanta. Also, the **Georgia Building Authority** now owns a railroad with honest-to-God steam engines. Take the dinner train out to Stone Mountain and then a loop around the city; it runs about \$40 per person."

● **WYAY MD Dixie Lee:** "Try the **Pleasant Peasant** restaurant or any of the other Peasant restaurant locations, for which hotel personnel should be able to give directions.

"In midtown, for the beautiful people, try **Petrus**, an old theater that's now a hot night spot. **Maquerade**, on North Ave., is a club featuring 'underground new music,' although not exactly Dixie style. It has one level called **Heaven**, one called **Hell**, and one called **Purgatory**.

"There are some fun restaurants and bars in **Virginia Highlands**, at the intersection of Highland and Virginia Streets, just past midtown and north of downtown. One favorite is **Taco Mac**. It has every beer in the world."

● **WAPW OM Steve Wyrostok:** "You have to check out **Underground Atlanta**, while **Petrus** is the hottest club downtown. The best view has got to be from the **Sundial Restaurant** atop the **Westin Peachtree Plaza Hotel**.



"The **High Museum** is definitely a great place to check out. It's relatively new and diverse art museum. You should also take the **CNN tour** — that place is amazing. Also, the best shopping center is in **Buckhead** at **Lenox Square** — just take *Marta* to the **Lenox Square** station."

● **WGST Station Manager Eric Seidel:** "Underground Atlanta has nice bars and restaurants, also shops if you want to pay some taxes to **Fulton County, Georgia**.

"Better restaurants and bars include **Morton's of Chicago** in the **Atlanta Marriott Marquis** complex, the **Marquis sports bar**, **Champions**, and **Nicholai's Roof** at the **Atlanta Hilton**. It's hard to get reservations there, but call and check for late cancellations.

"Another hot spot is the **Gold Club**, a strip joint that actively pursues yuppie and convention clientele. The **Grateful Dead** will be in concert at the **Omni** Friday and Saturday, mixing **Deadheads** and NAB attendees in the same complex. The security people won't be able to tell who's who."

● **WSB-FM PD Bill LoCascio:** "Visit **Underground Atlanta** and **Stone Mountain Chops Restaurant** on **East Paces Ferry** is the newest offering of local restaurants. **Panos & Pauls**. It's a fabulous place, decorated in mahogany, and the food is excellent.

"North of downtown there's **Hot to It's** like a dive, but has the best Chinese food in the city. **Marietta Big Chicken** is a true local landmark. It's just a big cutout chicken atop the area's original **Kentucky Fried Chicken** location — its lip used to move.

"**Galleria Mall** in **Cobb County** is good for shopping excursions. Take it from a former New Yorker, ride *Marta*. It's clean, runs on time, and is relatively safe."



Grab the Comrex and run...

Would you believe—a live talk show, broadcast from the back seat of an on-duty police cruiser... from a nude bar... or from the scene of a street crime? These are just some of the ways **WNWS Talk**

"Spontaneity is the best marketing tool you can use!"

Lorri Sheffield, PD, **WNWS Miami**
A Jefferson Pilot Station

Radio PD **Lorri Sheffield** puts her listeners directly in the middle of issues they care about.

At a moment's notice, **WNWS** puts its talk show talent where the action is. How? With cellphones and **Comrex** frequency extenders. The cellphone gives them immediate connection between the studio and the story—and the **Comrex** turns the telephone sound into broadcast quality.

"While other stations may do a quick 60 second bit at station breaks, we put a whole crew of producers and news people on the scene and cover it live during our talk show," says **Sheffield**. "There's strong emotional appeal. And we get right to the core!"

There's no need to depend on expensive dedicated phone lines or overcrowded RF links. The **WNWS** team can just grab the gear and go—doing the creative en route. And transmit great sounding audio from virtually anywhere.

Call today to hear what **Comrex** can do for your programming.



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Music Canada Meet Attracts Record Crowd

A record turnout of around 750 radio, record, and retail personnel attended a generally upbeat "Music Canada 1990" convention in Toronto last weekend. The event, staged by Canada's leading trade publication, the Record, keyed on annually featured issues — how to break Canadian artists in the world market, is Canadian content legislation a help or a hindrance — and while new insights were not in great evidence, the recent success of Alanah Myles and other Canadian artists seemed to charge panels with a sense of optimism.

Highlights included a luncheon talk by sports merchandising entrepreneur/author Mark McCormack, an environmentally oriented keynote speech by the Eden Partnership's Ron Smith, a loosely focused "Digital Decade" panel, and presentations by U.S. researchers Rob Balon and Bolton Research's Larry Rosin. Liveliest exchanges were heard in the "Breaking Canadian Talent" session, hosted by outspoken artist manager Bruce Allen.

Following the conference, the Juno Awards, Canada's equivalent to the Grammys, resulted in an impressive sweep by Myles, who won three Junos while personnel who worked on her LP collected two more. The Jeff Healey Band was voted Canadian Entertainer of the Year, Blue Rodeo took Group of the Year honors, and Melissa Etheridge was International Entertainer of the Year.



Andy Fuhrmann

Fuhrmann Becomes Chrysalis VP/A&R

Chrysalis has named Epic Director/A&R Andy Fuhrmann VP/A&R. He'll be based at the label's New York offices and report directly to Chrysalis President John Sykes.

Sykes remarked, "Andy's track record for finding fresh new talent along with his overall perspective on the future of our industry, makes him an ideal addition to the new Chrysalis management team."

Fuhrmann told R&R, "I'm very excited to be joining Chrysalis at the start of this very aggressive and courageous chapter in its history."

Fuhrmann was Director/A&R at Arista, where he signed Taylor Dayne, and East Coast Director/A&R at Capitol, where he signed Katrina & The Waves.

Parton Purchases Neighborhood Radio Station

Sevierville, TN Outlet First To Play Her

Dolly Parton is buying WSEV/Sevierville, TN — the radio station where she taped her first songs. "We plan to move the station to Dollywood and make it an attraction at the theme park in Pigeon Forge, TN," explained Parton. "The planned relocation will better serve the hometown listeners as well as the millions of visitors to the Smoky Mountains."

When Parton was nine years old,

she and her uncle, Bill Owens, went to the station to tape some songs they had written. "Puppy Love" and "Girl Left Alone" would later become her first release on Goldband Records. The original microphone and other equipment used to tape those songs will be displayed at the station.

The transaction is pending approval of the FCC.

KMGL Takes Adair For VP/GM

After one year at WHP/Harrisburg, GSM Rob Adair is leaving to become VP/GM of KMGL/Oklahoma City. He succeeds Pat Etzkin, who has exited the AC outlet.

Adair told R&R, "I'm coming home — I grew up here and spent my first 13 years in radio here. When I was here at Christmas, I listened to lots of stations, not

knowing I'd be coming back. KMGL was the most pleasing thing to my ear. I'm very happy with our soft AC format."

Previously, Adair spent four years as GSM for KSPZ & KVOR/Colorado Springs. Prior to that, he worked in various sales and sales management positions for 13 years in Oklahoma City at Country WKY and News/Talk KTOK.

WZEZ Now Soft AC

WZEZ/Nashville dropped its B/EZ format at 6am Monday (3/19) for AC. The former "EZ93" is now "Lite 92.9." Former cross-town Country WSM personality Ted Johnson has joined WZEZ in morning drive.

GM Glen Powers told R&R, "We decided that while we were remodeling, we'd get the address right as well. For the last year, we've put questionnaires out at all of our local appearances. We asked people what the one thing they would change about our station would be. Our core audience told us they liked the vocals and wanted more."

"There's a good gap between where we were and the next closest adult environmental format. We can hold onto a large part of our core audience and begin broadcasting, rather than narrowcasting. Our advertisers believe in what we're doing, and we haven't had too many negative phone calls. In the first days since we switched, we received 125 calls — about one-fourth of them positive."

WZEZ came in ninth in the fall book in both Arbitron (5.6) and Birch (5.7).

Garland Named VP/Programming At Video Jukebox Network

Les Garland, former MTV Sr. VP/Programming and Quantum Media Exec. VP, has become VP/Programming at Miami-based Video Jukebox Network, an interactive TV network with 83 units in 23 states reaching 6.2 million households. He'll oversee all programming areas, including the interactive music service, music industry relationships, product flow, and on-air presentation.

Video Jukebox President/CEO Andrew Orgel remarked, "Les Garland has an unparalleled track record in the music, radio, and music television businesses. One of our primary goals is to cement long-term relationships with the record companies and develop strategies that will help them sell product, while giving the Jukebox's viewers a pipeline to the hottest new music product available."

Garland told R&R, "The Jukebox Network is the logical extension of what we started at MTV. I believe we can provide record companies with unprecedented research and information, as well as a platform for artist promotion and development that is simply not possible with a nationally fed satellite network. Interactivity and localiza-



Les Garland

tion truly can be the future of music and television in the entertainment industry.

"We take constant viewer input via telephone and customize the product to the local marketplace. In major markets where we have several systems, each can be tailored to that specific service area's musical tastes. We'll also be more cutting-edge, focusing on new music not heard elsewhere."

When in radio, Garland programmed CKLW/Detroit and KPRC/San Francisco. He served as West Coast OM for Atlantic Records before joining MTV, where he spent six years.

We Produce The Software Our Competition Hates.

Several software companies have music scheduling systems. And like everything else, some are better than others. But only one can be the best.

Let us introduce you to MusicSCAN. The most sophisticated yet simple to use music scheduling system around. If you're in doubt, check out these features:

MusicSCAN can save (and report on) 99 days of history.

MusicSCAN can daypart songs differently each day of the week.

MusicSCAN can control tempo/intensity segues and balance.

MusicSCAN will automatically report on each day's performance.

MusicSCAN will give you help information when you need it.

Did we mention it's also the world's fastest and most flexible?

If you'd like to see for yourself, MusicSCAN will be at the NAB in booth #3817-3820.

By the way, if your competition uses anything other than MusicSCAN software, chances are we produce the software your competitors hate.

MusicSCAN
(205) 987-7456

Radio

- **DIANE HAMPTON**, Marketing Director at WREC & WEGP/Memphis, takes on marketing duties for parent New-Market Media's chain of stations.
- **ANDY BARRETT** is promoted from NSM to GSM at the Texas State Network.
- **MAUREEN KNORR** is elevated from GSM to GM at WZRZ & WRXX/Fl. Myers, FL.
- **EILEEN WALLACE** joins KYW/Philadelphia as Promotion Coordinator. She was previously with Philadelphia marketing and promotion firm Campus Dimensions.
- **STACY ROGERS** is upped from AE to LSM at WPTR & WFLY/Albany.
- **PATRICIA MONTAG** is promoted from Regional Sales Manager to NSM at KKDC/Monterey, CA.
- **ANNETTE NELSON** becomes Director/Client Services at KOOL-AM & FM/Phoenix. She had been Asst. to the Office Manager at crosstown KNX.
- **PAULA O'CONNOR**, Operations Asst. and Exec. Producer of the "Jerry Williams Show" on WRKO/Boston, adds Program Manager duties at the station. Concurrently, news reporter **DEBORAH ROBI** is elevated to Managing Editor, WRKO & WROR News Dept.

Records



Ann Carl Paul Katz

- **ANN CARL**, VP/Artist Development at the Zomba Recording Group, is named Sr. VP/Artist Development at the Group's Jive Records. Also named a Sr. VP at the Group is VP/Business Affairs **PAUL KATZ**. Concurrently, **RICHARD BLACKSTONE** is tapped as Director/Business Affairs, Zomba Enterprises. He was formerly in private practice and served as a principal in a film score production company, Sound For Images.
- **MARK JAFFE** is named VP at Walt Disney Records. He was formerly Director/Children's Marketing at A&M Records. Concurrently, the label's Director/Marketing **JUDY CROSS** is promoted to VP/Disney Audio Entertainment, a new label developed to increase the visibility of Disney's story and specialty audio products.



Mariel Pastor David Gossett

- **MARIEL PASTOR** shifts from West Coast Publicist to National Manager/Artist Development Dept. at A&M Records.
- **DAVID GOSSETT** joins PolyGram Records as A&R Manager/Urban Music, East Coast. He was most recently Asst. to the VP/A&R at Def Jam Records. Concurrently, Director/Promotion, Secondaries **ANDY SZULINSKI** is named Director/Secondaries at PolyGram's Mercury label.
- **BRIAN COHEN** moves to Elektra Entertainment as Director/Advertising. He was previously Director/Sales & Distribution at Restless Records.
- **STANLEY SCHNEIDER** joins BMG as VP/Legal & Business Affairs, Music Publishing. The attorney had been a partner with Schonwald Schaffzin & Mulman in New York.
- **ANDREW GERBER**, General Attorney in the CBS Records law department, adds VP stripes.
- **BEN NYGAARD** is named East Coast Publicity Director/Product Manager at Metal Blade Records. He previously served in CBS Records' Creative Services department.
- **JUSTINE RONCONI** is named Exec. and A&R Asst. at Chameleon Music Group. She was formerly Copyright Administrator at EG Music.
- **LOU ROBINSON** joins EMI as Director/Video Promotion. He had been PD at "Hit Video USA."



Susan Levy Lou Robinson

- **SUSAN LEVY** moves to MCA/Nashville as Director/Publicity & Artist Development. She was previously Director/Publicity at MCA in Los Angeles.

Farnham's The Voice



RCA execs feted Australian artist John Farnham, whose single — "You're The Voice" — was recently released in the U.S. Pictured at a reception were (front, l-r) the label's Bennett Kaufman, former employee Cynthia Lou and VP Butch Waugh, Farnham, and RCA Exec. VP/GM Rick Dobbs; (middle, l-r) label VP Randy Miller, BMG International President/CEO Rudi Gassner, and RCA President Bob Buziak; (back, l-r) label Sr. VP Heinz Henn and manager Glenn Wheatley.

- **ALEXIS MATTEO** is named Regional Marketing Director/South at Capitol Records. She had been Sales Rep, CEMA Distribution/Dallas. Concurrently, **VALERIE PACK** becomes Manager/A&R Studio Administration. She was formerly Director/A&R Production at A&M Records.

Industry



Mark Rosenthal John Madden

- **MARK ROSENTHAL** is promoted to Exec. VP/Affiliate Sales & Marketing at MTV Networks. He had been Sr. VP/Western Division.
- **MICHAEL RAU**, head of the NAB's Science & Technology department, steps up to Sr. VP/Science & Technology. Concurrently, **JOY DUNLAP** is elevated from Director/Radio Operations to VP/Radio Operations, and Director/Financial & Economic Research **MARK FRATRICK** becomes VP/Economist, Research & Planning.
- Also at the NAB, **DICK OPPENHEIMER** and **ALAN HARRIS** have been elected to the Radio Board. Oppenheimer is President of Signature Broadcasting; Harris is President of KUGR & KYCS/Green River, WY.

PROS ON THE LOOSE

- Ralph Cipolla** — PD WIOI/Jacksonville (904) 273-0417
- Kandy Klutch** — Middles WIOI/Jacksonville (904) 642-6219
- Dave LaPort** — National Field Director Mediabase/MMR (313) 623-0726
- Steve Raymond** — Promotion Director/afternoons WHTF/York, PA (717) 938-5201
- Pat Reilly** — Mornings WZEE/Nashville (615) 754-4908
- Michael Sheehy** — VP/GM HLC ("Killer Music"/"Killer Tracks") (818) 249-2090
- Linda Silver** — MD/middays WXLK (K92)/Roanoke, VA (703) 382-2438
- Stanley T** — Afternoons KKDA/Dallas (817) 695-1073
- Paul Tilton** — Weekends Braker Radio Services AC. Oldies formats (503) 644-4941
- Mark Todd** — PD WXGT (92X)/Columbus, OH (614) 637-3435
- Dick Wolfe** — Air talent/talk host/production WKRC/Cincinnati (513) 236-4972

- **BARBARA JOHNSON** is tapped as Promotion Manager at Westwood One's Mutual Broadcasting System and NBC Radio Networks. She was formerly co-owner of Creative Resources, a North Carolina-based advertising/public relations firm.
- **JODI GOODMAN** joins Great Northeast Productions as Sr. Talent Buyer; she had served as Talent Buyer/Promotions Coordinator at the Don Law Company. Concurrently, the agency moves to new offices located at 15 Union Street, Boston, MA 02108; (617) 367-2986.
- **RUSS MARTINEAU** has formed Radio Sales Management Resources, a radio sales consulting firm specializing in serving stations undergoing format changes. He previously served as GSM at KYTE & KUFO/Portland. —Holly Sklar

albums of the past two decades will be featured with comments by the album's artist(s). The first guest is Pink Floyd's David Gilmour, who will discuss "Dark Side Of The Moon"; (213) 840-4244.

• **UNISTAR** will debut "Country Gold Saturday Night Live," a national live request show hosted by Mike Fitzgerald. Longtime Country radio personality Charlie Cook will succeed Fitzgerald as host of "Solid Gold Country"; (212) 575-6100.

CHANGES

- Patricia Dupree** becomes an AE at KKBT/Los Angeles.
- Kellie Burns** is now an AE at KIFM/San Diego.
- David Meyers** moves to KTHT/Fresno as Account Manager.
- Julian Davis** is named AE/Radio Station Services at Arbitron.
- Darcy MacLeod** is upped from Office Manager/Personnel & Operations Asst. to Personnel Manager at Wincham Hill Records.
- Mary Beth Colucci**, Assoc. Director/Video Continuity Marketing at Columbia House, is promoted to Director/Video Continuity Marketing.
- Elizabeth Healy** is appointed Special Products Sales Rep/Manhattan at WEA.

Networks

- **OLYMPIA NETWORKS** will celebrate the one-year anniversary of "John Madden's Sports Calendar" with "Mystery Week," April 9-15. The show is now being distributed on CD; (314) 361-2000.
- **THE SOURCE** has announced the new feature "Classic CDs." On each monthly episode, one of the top rock

R&R TIMELINE

Billy Bass spun into the business in 1973, handling local R&B for RCA Records in Cleveland; he moved to Dallas, then joined Chrysalis Records as National Promotion Director in '76. He was elevated to Sr. VP in '80, served briefly at WMOT Records, then jumped to Motown. Bass rejoined Chrysalis as VP/Marketing in '84, left the industry in '85, returned to Chrysalis in '88, and one year ago today was appointed VP/GM for Tabu/Flyte Time Records.



Billy Bass

1 YEAR AGO TODAY

- Dave Glew upped to Epic/Portrait Records President
- WEZW/Milwaukee moves Bill Moos to Station Manager and Don Stephens to PD
- John Dowling tapped as KJOL/Los Angeles PD
- Pirate Radio hits Los Angeles as KIQQ becomes KOLZ

5 YEARS AGO TODAY

- Cap Cities to acquire ABC in \$3.5 billion deal
- Tom Mierendorf promoted to WAWA & WLUM/Milwaukee VP/GM
- Ken Stevens selected as WYSP/Philadelphia GM
- Mark Zintel elevated to WYNF/Tampa PD
- Joel Grey accepts WENS/Indianapolis PD chair

10 YEARS AGO TODAY

- Bill Stevens returns as KUTE/Los Angeles PD
- Dave Logan lands WLAV/Grand Rapids PD gig
- Coyote Calhoun appointed WAMZ/Louisville PD
- Dreamland Records formed; RSO to handle distribution
- Winter '80 Arbitron champs: WBLS/New York (7.1-7.5), KABC/Los Angeles (6.0-6.5), WGN/Chicago (10.5-9.6)

15 YEARS AGO TODAY

- Ray Tusken advances to Capitol's National Promotion Coordinator/Trade Liaison
- Lee Logan appointed WMYQ/Miami PD
- Terrence McKeever swings to WAPE/Jacksonville as ND

— Hurricane Heeran

**Enormous, as
yet unidentified
wave of radio-
activity has
been picked up
by Radar.**

WONE is coming. Stay tuned for further bulletins from Westwood One.

Goldstein Set As VP/Programming For Digital Radio Channel

KTWV (The Wave)/Los Angeles Director/Programming Operations Paul Goldstein has accepted the VP/Programming position at Carson, CA-based Digital Radio Channel, starting April 2. A replacement at the Wave has not yet been selected.

Regarding Goldstein, Digital Radio Channel President William DeLany told R&R, "He loves the company, sees a challenge, and he'll have a part-ownership here. We have a crack crew in place."

Goldstein told R&R, "The opportunity to join a revolutionary new company that has pioneered breakthrough technology is the challenge that I want. I'll be responsible for developing brutally creative audio entertainment which will take cable subscribers by storm."

"Digital is pioneering new technology which will enable people with cable to receive a box in their house for \$7.50 a month. The box will offer 91 channels of programming, including everything from 15-20 commercial-free music formats to 'surround-sound' for HBO, Showtime, and Cinemax. There will also be 'Pay-Per-Listen' and radio stations from all over the world."

Goldstein was with KTWV since it signed on in February 1987, having played a significant role in the Wave format's development. He previously worked in production and promotion at WNBC/New

York, and was Asst. PD for both KPRI/San Diego and KOGO/San Diego.

Hackett Takes Givens VP Post



Shane Hackett

Former United Syndications Associates GM Shane Hackett has been named VP at Givens Broadcasting.

Hackett remarked, "Our goal is to increase profitability with emphasis on expansion and growth in all areas. This planning will incorporate the strategy in the broadcasting division that has made the Charles J. Givens Organization the leading financial educator in the country."

Givens Broadcasting owns WTX-FM/New Orleans, KGU (AM)/Honolulu, and Givens Media, a radio/TV syndicator that handles radio show "Financial Digest."

PIA Picks Off NBA Radio Rights

The National Basketball Association has assigned national radio rights to relatively unknown PIA Radio Sports for the next four years. The NBA's current deal with ABC Radio expires at the end of the 1989-1990 season.

"The formation of the NBA Radio Network through our new agreement with PIA is a major step for the NBA," noted NBA Commissioner David Stern. "This network will, for the first time, provide fans around the country an opportunity to listen to an NBA Game of the Week and follow the league on radio throughout the season."

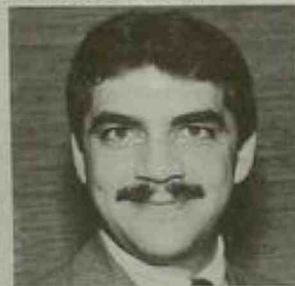
The new partnership's first task is to create a national network on which to broadcast a Game of the Week. In addition to that game, the agreement calls for Chicago-based PIA to broadcast the annual All-Star Game and up to 31 postseason contests, including the conference and NBA finals.

Curb/Capitol

Continued from Page 1

Curb Records President/Country Dick Whitehouse commented, "We've worked continuously with Bowen and Capitol over the years, and the Curb/Capitol Nashville relationship permits us to start the '90s with the best of both worlds."

Fennema Named KTRH GSM



Richard Fennema

Richard Fennema has been named GSM of News KTRH/Houston. He replaces Richard Hinshaw, who resigned last month.

"Richard Fennema has incredible experience and he knows this territory," said KTRH GM Laura Morris. "Richard also knows sports marketing inside out, and that's our focus right now."

KTRH recently won the radio rights for the NFL's Houston Oilers. The station is also the flagship station for the NBA's Houston Rockets and Major League Baseball's Houston Astros.

Fennema joined KTRH from the GSM spot at Texas State Network. Earlier, he was Sports Marketing Director of the Dallas Cowboys Radio Network.



Mary Martin

RCA/Nashville Ups Martin To VP/A&R

RCA/Nashville has promoted Mary Martin from Director to VP/A&R. Martin, who's been with the label for five years, has been responsible for signing Baillie & The Boys, Paul Overstreet, Matraca Berg, and Tim O'Brien to RCA's roster.

RCA/Nashville Sr. VP/GM Joe Galante said, "Mary's passion for excellence in her signings will be very important to maintaining our position as market leader in the '90s."

Prior to joining RCA, Martin was involved in artist management with such acts as Leonard Cohen, Van Morrison, Rodney Crowell, and Vince Gill. Before that, she was Director/A&R for Warner Bros. in New York, responsible for signing Emmylou Harris, Leon Redbone, and Nicolette Larson, among others.

DGC

Continued from Page 1

The current Geffen A&R staff will sign artists for both labels, but no acts previously released on Geffen Records will transfer to DGC.

It's anticipated that the label will release ten albums its first year, with the first singles from Warrior Soul, "We Cry Out," and highly publicized British group the Sundays, "Here's Where The Story Ends," to be released March 27. Projects from Lori Carson, Little Caesar, and former X leader John Doe will follow.

Capitol Transfers Two To Directorships

Henschel Handles Alternative Promotion; Donald Takes A&R Post



Faith Henschel

Capitol Records has appointed Faith Henschel to National Director/Alternative Promotion and Allison Donald to Director/A&R. Both will be based at the Capitol Tower in Hollywood, with Henschel reporting to VP/Promotion John Fagot and Donald reporting to Sr. VP/A&R Simon Potts.

Henschel will promote progressive, AOR, college, and NPR stations, while Donald will search for new talent, supervise the field A&R staff, and act as a liaison between the label's Los Angeles and London offices, among other duties.

Fagot stated about Henschel, "Faith was such an excellent candidate for this position that I don't know why I interviewed anyone else. I look forward to breaking many new acts in the alternative format with her."

Regarding Donald, Potts remarked, "Allison is a very creative and highly experienced person in the music business. She'll be extremely valuable in getting this company on track."

Henschel most recently was CEMA National Alternative Marketing Manager. Prior to that she spent six years as Music Director at community-supported KCMU/Seattle.



Allison Donald

Donald previously was Capitol UK A&R GM, following posts at a number of British labels.

Edwards New KIKF PD

KMIX/Modesto PD Greg Edwards has been named PD at Country KIKF/Anaheim, effective April 2. Within six months he'll also begin programming Astor Broadcasting Country sister stations KOWA & KOWF/Escondido (North San Diego). He replaces the exiting Don Jeffries, who handled programming duties for the three stations. A replacement is being sought at KMIX.

KIKF VP/GM Michael Meas told R&R, "Greg's 21 years of programming experience up and down the West Coast will lead us into the '90s with a new, fresh direction the station needs."

Edwards commented, "I'm really looking forward to working for [owner] Art Astor. He's a veteran broadcaster who believes in winning and doing things first class. Michael has put together a great team in Anaheim and we're going to make people sit up and take notice of KIK-FM."

Edwards spent the last two-and-a-half years as PD/morning man at KMIX. He was Operations Director at cross-town KOSO for two-and-a-half years prior to joining KMIX. His previous experience includes stints in San Diego and San Bernardino radio.

Jacor

Continued from Page 1

Jacobs said, "We respect Frank's wishes to spend more time with his young family and to create his own privately owned broadcasting entity which will not compete with Jacor radio properties."

Wood joined Jacor in 1986 after selling WEBN/Cincinnati to the company. He began his broadcasting career by putting WEBN on the air in 1966.

Cincinnati-based Jacor owns 12 radio stations, the Georgia Network, Eastman Radio, Critical Mass Media, and a cable television system.

Bourgeois Makes Charismatic Debut



The self-titled solo debut of Brent Bourgeois, formerly of Bourgeois Tagg, will be Charisma Records' premiere release next month. Toasting the singer's signing are (l-r) Bill Graham Management's Arnold Pastink, Virgin Group of Companies founder/head Richard Branson, Bourgeois, Virgin Music Group Chairman Simon Draper, and Charisma President Phil Quartararo.

GO WITH THE WINNERS.

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"Our DYNAMAX Cartridge Machines outscore the competition with error-free play in clutch situations."

Jaime Jarrin

*Voice of the Los Angeles Dodgers
Vice President, News & Sports
KWKW-AM, Los Angeles*



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Bee Gees "BODYGUARD" The New Single



The sensual new song and video
that puts the BODY back in bodyguard.
video in
FIVE-STAR ROTATION on VH-1

From The Album ONE. Produced by Barry Gibb,
Maurice Gibb, Robin Gibb and Brian Trench.



© 1990 Warner Bros. Records Inc.

Y100 add KSND add
YES97 add KPAT add
WIXX add WPFR add
WTBX add KTRS add
Z99 add KFTZ add

AC 8

2 Live Crew

Continued from Page 1

prosecutor investigate it for obscenity and racketeering violations (R&R, 3/2). The Durham-based Record Bar chain has yanked it from all of its 170 stores. The 2 Live Crew suit aims to enjoin the Broward County sheriff from threatening arrests, with Skywalker President Luther Campbell terming bans violations of the First Amendment.

The record, which has gone platinum on sales of 1.3 million, is also available in a sanitized version. "As Clean As They Wanna Be" has sold about a third as well as the unexpurgated original.

Obscenity Roundup

Elsewhere, the Maryland State House Judiciary voted 19-3 to kill a bill that would have imposed mandatory lyric labeling. H.B. 525, introduced by Rep. Judith Toth, would have required certain recordings to bear fluorescent yellow stickers, with failure to label resulting in fines of up to \$5000 and up to three years imprisonment. Approximately 20 similar bills are being readied in other statehouses.

Mainstream artists are rallying round the anti-censorship flag. Don Henley and Alannah Myles have agreed to perform at an April 12 Missouri rally being organized by manager and well-known activist Danny Goldberg. That state is considering one of the widest and most sweeping examples of this type of bill.

Emmylou Harris, Vince Gill, and Ricky Skaggs told a Tennessee state committee Tuesday (3/20) that though they're appalled by what Skaggs called the "filth and trash" the music industry produces, they oppose mandatory labeling because it would inhibit the music industry and likely lead to similar censorship in literature.

Clark

Continued from Page 3

"I already have one of the top MDs in the country in Gary Palmer, the top AOR consultants in Jeff Pollack and George Harris, and a tremendous research department. Our music has been on target, I'm totally confident in it, and I see no reason for change whatsoever.

Clark's lengthy resume includes programming stints at KHTZ & KRLA/Los Angeles, WGAR/Cleveland, WABC/New York, WTIC-AM & FM/Hartford, and WPRO/Providence.

Bartels

Continued from Page 3

Bartels joined A&M as National Director/Dance Promotion before becoming Miami Local Promotion Manager. Prior to A&M, he spent six years as Marketing Director/Dance Club Coordinator at the Marriott chain of hotels.

Rolling

Continued from Page 3

outsider what this market and station are all about. [MD] Joey Giovino and Greg will be a tremendous programming team."

EZ Regional VP Doug McGuire added, "Greg's landed his dream job. We all believe he's got the intensity and focus to make it happen."

Rolling told R&R, "It's rare to start in radio and then return to the same building ten years later to become PD in your own hometown.

"[B97 morning stars] Walton & Johnson are absolute killers. Combine them with a station that has stayed on track musically, and I think we're poised for growth. My job will be to see that B97 keeps its local feel and moves into the 13-14 share range."

Butler

Continued from Page 3



Ronnie Blackshear

Butler told R&R, "I'm very excited and feel challenged at the opportunity to be part of a company that's on the cutting edge of innovative music."

Prior to Orpheus, Butler spent years at Capitol as National Director/Black Promotion, Regional Black Promotion Manager, and customer service rep.

Simultaneously, Ronnie Blackshear joins Island as National Director/Secondary Urban Promotion. She was previously National Promotion Asst. at Orpheus and Capitol.

Eley

Continued from Page 3

top of the charts for three weeks straight!"

Eley is a 26-year industry veteran, including a ten-year stint at CBS, where he became VP/R&B Promotion. He began his career in radio at WHHH/Norfolk, moving on to WOIC/Columbia, SC and programming KCOH/Houston.

Basia's Global Gold



Epic execs presented Basia and co-writer/co-producer Danny White with gold discs for her current release, "London Warsaw New York." On hand for the presentation were (l-r) Epic Sr. VPs Don Grierson and Polly Anthony, CBS Records Division President Tommy Mottola, Epic VP Pete Anderson, White, manager Alan Seifert, Basia, Epic's VP Larry Stessel and President Dave Glew, CBS Division Exec. VP Mel Iberman, CBS Records Distribution President Paul Smith, Epic VP Dan Beck, and CBS Distribution VP Craig Applequist.

The Band Is...

Electronic.

The New Single Is...

“GETTING AWAY WITH IT”

**KNRJ 4-1
PWR99 25-21
KEGL 18-15
KSAQ 13-7
WFME add 32
HOT95 add 31
KBFM add
Z104 add
HOT949 add
KRQ deb 32
Q104 add**

PLUS...

**KKLQ
HOT97
HOT102
PWR106
KMEL
KOY-FM
KSMB**



Produced by Bernard Sumner, Johnny Marr and Neil Tennant
Management: Marcus Russell





AEROSMITH

"What It Takes"

R&R CHR: 40 - 29

#1 Track - 4 Weeks!

Now On Tour!



Major Market Adds:

WAVA add 29
 KKRZ add
 WKBQ add 35
 Y107 add
 KBEQ add
 KWSS add 27

Exploding At:

B94 28-23
 KDWB 29-24
 WXKS 26-18
 KXYQ 15-7 HOT
 KEGL 7-5 HOT
 WPHR 33-27

PWR99 27-23 HOT

92X 8 HOT
 WZPL 23-19
 WGH 34-27
 Y108 deb 30
 Y95 deb 25
 WDFX deb 23

WHYT deb 23

KPLZ deb 29
 WNVZ deb 30
 KSAQ deb 34
 KISN deb 36
 98PX deb 23
 and many more!



DON HENLEY

"The Heart Of The Matter"

GRAMMY WINNER!

R&R CHR: 31 - 26

BREAKERS

Exploding At:

WKBQ 13-5
 KISN 15-11
 KXYQ 11-4 HOT
 WKTI 12-8 HOT
 KSAQ 28-15 HOT
 PRO-FM add
 CKOI add 38
 KUBE 22-16
 Q95 13-11
 Q102 20-15
 WGH 35-28
 KCPX 16-12

KEGL 17-14
 WZPL 22-18
 KKRZ 25-21
 WDLX 17-7 HOT
 KZ106 10-5 HOT
 WZZU 17-10 HOT
 KZZU 25-15
 JET-FM add 35
 KF95 24-16
 WPST 38-31
 WNNK 26-18 HOT
 FLY92 30-22

Nationwide Tour Coming!



AOR TRACKS: 2
 MOST REQUESTED





STREET TALK.

Benesch, Iovine, Hill & Papale

U pdate on outgoing **Columbia Sr. VP/Promo Marc Benesch**. ST has learned that when Benesch arrives in L.A. he'll join producer **Jimmy Iovine** and **Beau Hill** (husband/producer of **Fiona** and production whiz for **Winger** and **Warrant**) and AOR indie rep **Michael Papale**, all of whom will constitute a new management/production/label consortium.

Word wafting in on the **Island** breeze is that the label and former President **Lou Maglia** have amicably come to terms on an early contract termination.

Doesn't this put a few bricks in the long and winding road to Maglia's heading up that long-rumored, but yet-to-be-formally announced, **BMG West Coast** label?

ST hears that **KUBE/Seattle GSM Skip Townsend** is the frontrunner for the VP/GM slot that opened up when **Michael O'Shea** announced he'd be moving to **KMGC/Dallas**.

Power Pigglin' Out

Last week **KS104/Denver** began airing a positioning liner that made references to "Power Pig" — a preemptive move against **Jacor** crosstown **Classic Rocker KRFX's** switching to that type of presentation. **Jacor**, incidentally, tells ST that the research is still out in the field on that one.

KS104 PD Dave Van Stone denied reports that his station was slapped with a **Jacor**-suggested C&D: "So far we've only received a request to stop using it. But it may be too late for **Jacor**, as we've filed for — and received — a **Colorado** state service mark to use "Power Pig." I hear that **Jacor** has filed for a national service mark for "Power Pig," but that it's still pending."

Former **Q102/Philly PD Elvis Duran** lands the coveted afternoon shift at **Z100/NY**.

At age 32, **Jeffrey Rowe** has already carved himself out a sterling career: PD (and eventually VP/GM) at **WKTU/Milwaukee**; PD at **WLS-FM** (now **WYTZ/Chicago**); PD at **WZOK/Rockford, IL**; APD at **Q107/Washington, DC**; and — most recently — VP/Programming for **VH-1**.

Now, Rowe has been named Director/Specials, Variety Programs & Late-Night Entertainment for **NBC-TV**, reporting to Sr. VP/Late-Night Programming **Rick Ludwin**.

In his new post, Rowe will be the point person between the network and such high-profile shows as "Late Night With David Letterman," "Later With Bob Costas," "Saturday Night Live," "Friday Night Videos," and "NBC's Main Event."

The legendary calls **WCFL** are apparently on their way back to the **Chicago** area. ST hears that **WUEZ/Morris, IL** — an FM located some 60 miles from **Chicago** — has applied for the letters to go with its recently authorized boost to 50kw. The station intends to use some of the original 'CFL' jingles with its '70s-based Gold format.

ST hears that **WYLD/New Orleans PD Ron Atkins** will be the new PD at **KMJQ/Houston**, and that 'YLD MD **Brian Wallace** is first in line for his station's PD slot.

However, late word has it that **WBLX/Mobile PD Tony Brown** is also in contention for the 'MJQ PD post.

Epic Sr. VP/Promo Polly Anthony just inked a new longterm contract with the label.

No matter what else you hear, look for **WXKS/Boston VP/Programming & PD Sunny Joe White** to return on April 9, following his recent sabbatical to take care of some personal affairs.

Consultant **Lee Michaels** has named **WMGL/Charleston, SC PD Earl Boston** as his first associate. **Boston** will now consult new crosstown **Urban WUJM**.

92X/Columbus PD Mark Todd has resigned owing to philosophical differences. Reach him at (614) 837-3435.

Afternoon driver **Michael Hayes** is acting PD, and could well have the inside track on the permanent post.

KJJO/Minneapolis GM Jack Smith has departed. In addition, **KJJO's AM sister (KZOW)** is dropping "Z-Rock" in favor of the **Business Radio Network** and returning to its old **KJJO (AM)** calls.

Loopholes In Lawsuit

When **Nationwide's KZZP/Phoenix** fired morning man **Bruce Kelly** last December, he was swiftly picked up for mornings at **Edens's crosstown KOY-FM**. Equally as swiftly, **KZZP** took legal steps to block **Kelly** from using the handle "Kelly & Co" and several other programming elements that the station viewed as proprietary.

Now, **KZZP** has dropped its legal action in the wake of Judge **C.A. Muecke's** refusal to grant a TRO and a ten-page ruling that "KZZP has no registered trademarks, trade names, or copyrights with respect to any of the names, references, formats, or routines."

Edens Chairman Gary Edens tells ST that they're asking **KZZP** to pay the \$35,000 worth of legal expenses that **Edens** incurred in the process.

Val McIntosh is out as PD at **AOR KLPX/Tucson**. **OM Larry Miles** and **APD/MD Jack Green** will handle all programming duties TFN.

In the wake of former **WRCN/Long Island OM Tom Calderone** taking the same job at **WHFS/Washington-Baltimore**, **RCN Promotion Director John Moschitta** has been named interim PD — and should get the permanent job later this year. By the way, **Buddy Angelillo** has officially been named 'RCN MD.

There's a new **CHR** coming to **Nashville** via a move-in from **Manchester, TN**. The station in question (**WMSR**) is currently an AC outlet with a 200-foot stick that'll be going up to 1400 feet, and word is that **Michael St. John** — former PD at **Nashville CHRs WWKX** and **Y107** — will be doing the programming.

HI TEK 3

Featuring YA KID K

"SPIN THAT

EARLY ACTION:

KTFM
KKFR deb 27
KMEL add
KS104 add
HOT97
KJMJ deb 29
PWR96 add

WCKZ add
KNRJ add
KOY-FM
KZOZ

• Going for adds March 26

• Movie opens March 30 -- Don't miss out on the "Turtle" craze!

WHEEL"



"Expression"



by

Salt-N-Pepa

- The First Single In The 45 Year History Of Billboard Magazine To Enter The Hot Singles Chart Certified Gold
- 340,000 12" s/Maxicassettes
100,000 Minicassettes
- Album Street Date March 22 —
450,000 Album Ship!
- Top #2 Rap Single For 12
Consecutive Weeks
- The #1 Single At WPGC For 5
Consecutive Weeks

ADDS:

B96 KKBO WHYT PWRPIG 36 KS104 21
KWOD 25 B95 Z102 WWCK 39

MOVES:

B104 11-7 (HOT) WAVA 27-22 (HOT)
KMEL 15-11 B97 23-19 Z98 16-11 (HOT)
KNRJ 19-16 Q107 26-23 Z99 30-22
HOT999 23-17 HOT96 23-20 KZZB 37-32

DEBUTS:

KKLQ 18 FM102 27 KKR 32 WRVQ 32
WIKZ 35

Hosh Gureli, MD/KMEL

"A Real Power Record For Us --
With The Research To Prove It!"

NEXT
PLATEAU
RECORDS INC.

Continued from Page 43

PD **John Frost's** new morning man at NAC KOAI/Dallas is the man Frost succeeded as PD — **Randy Brown**.

Virgin On Greatness

Eric Hodge exits **Mercury NY** local promo for the NE regional position at **Virgin** previously held by **Alex Miller**, who's being upped to Virgin's Nat'l Promo Director. Look for Hodge's replacement to be announced PDQ.

In other Virgin news, NY-based Assoc. Album Promo Mgr. **Paul Brown** is elevated to Nat'l Album Promo Director, **Jennifer Matthews** segues from the Virgin SF marketing slot to West Coast Alternative Promo, and West Coast Dance Promo Mgr. **Donna Rego** takes over the Philly/Baltimore/Washington region formerly held by **Tom Bobak**, who jumped to **Charisma**.

Veteran AOR PD **John Duncan** — who's programmed **WQFM/Milwaukee**, **WAAF/Worcester-Boston**, and **WABX/Detroit** — returns to radio as PD at **WMAD/Madison**. Duncan's been doing advertising and marketing for **Mainstream Records** in Milwaukee.

Judy Haveson exits the Asst. MD post at **Energy 96.5/Houston** to join **SBK** as National CHR Promo Manager. She'll concentrate on secondaries.

Jo Jo Davis moves from nights to afternoons at **WUSL/Philly**. Meanwhile, weekender **D.C. Todd** is upped to evenings.

Former network exec **Paul Robinson** and broadcaster **Jeff Southmayd** have opened Washington, DC-based **Broadcast Trustee Management Inc.** to specialize in workouts of financially troubled stations.

Big Wheeler Keep On Returnin'

Q105/Tampa morning zookeeper **Cleveland Wheeler** still hasn't returned to the air, but two of his morning characters, **Gomez & Gomez** (aka **Ward Smith** and **Danny Chappelow**), have made an exit. So what's the holdup on Wheeler, who's been off the air since the first of the year? No one's talking, but ST hears he'll be back . . . soon.

In the meantime, **Q105 OM Mason Dixon** tells ST that he's still going to be involved with programming and the selection of the new PD. **Q105** has recently been through some musical streamlining, including the axing of Dixon's Thursday oldies show.

Former **KCAL/Riverside MD Michelle Dodd** has been abducted by **KUFO/Portland, OR** for nights and MD duties. She'll also handle National MD duties for **Henry Broadcasting**, and needs AOR/CHR CD service.

Classic Rocker **WIOI/Jacksonville** hands walking papers to PD **Ralph Cipolla** and midday personality **Kandy Klutch**. (Budget cuts.) Morning personality **Sherrie Gregory** has been upped to PD. Call Cipolla at (904) 273-0417, and Klutch at (904) 642-6219.

Tim Watts has dropped "Interim" from his title, and is now officially MD of **X100/SF**. He replaces **Gene Baxter**, who joined **KROQ/L.A.** for morning wakeup duties earlier this year.

WPGC/Washington MD night jammer **Al B. Dee** has moved to afternoons, and is under consideration to do the gig fulltime. Meanwhile, 'PGC APD/Research Director **Russ Allen** exits for 10pm-2am at **Q102/Philly**, **Rickie Ricardo** (last at **WBLS/NY**) joins 'PGC for swing, and the new 'PGC Programming Assistant/Research Director is **Sheldon Hicks**.

Wholly Modal Mania

How big is **Depeche Mode** in L.A.? Well, close to 15,000 fans converged on a record store for a Tuesday night (3/20) in-store appearance by the band, sponsored by **KROQ**.

Things reportedly got a bit hairy — some injuries were reported — and several police divisions had to be mobilized to maintain calm among the huge crowd, which began forming more than 24 hours before the band's scheduled appearance.

Julio Flores has joined **KLSX/L.A.** for weekends, coming from the same shift at **KWIZ/Santa Ana**.

After nine years, **Columbia Director/AC** Promo **Mike Martucci** will exit to do indie AC promo out of his home in the Poconos, effective 4/2. Reach him then at (717) 689-9319. **Big Red** will be his first client.

Fishy Story Wrapper

Someone posing as **WPLJ/NY** President/GM **Mitch Dolan** called **NY Daily News** Radio/TV columnist **George Maksian** (3/14) to tell him that PD/morning man **Gary Bryan** had been turfed and that NY radio legend **Dan Ingram** was now going to do mornings for 'PLJ!

The next day's paper carried a lovely retraction, with Bryan quoted as saying, "The news of my demise comes as a great surprise." Ingram, now a successful voiceover talent, also denied he'd been hired, adding, "There's no kind of money that would tempt me to do mornings."

AC WSN/Philadelphia morning driver **Don Cannon** has been released from his contract, and can now be heard on crosstown Gold outlet **WOGL**. **WSNI PD Jere Sullivan** and consultant **Jack Taddeo** are awaiting T&Rs.

WDJY/Washington hires **Music Video Connection** host (and former crosstown **WMMJ PD**) **Paul Porter** for weekends.

KKYK/Little Rock VP/GM Jim Grant is looking for a PD to replace **Greg Rolling**, who's exited to program **B97/New Orleans** (see Page 3). Call Grant at (501) 661-7570.

Polydor Minneapolis rep **Reggie Blackwell** will not be moving to Chicago. Incidentally, look for **KFXD (KF95)/Boise MD Steve Ryan** to join Polydor in an as-yet-undetermined Midwest city.

SMN has formally announced that **Lee Abrams** is now Managing Director for the "Wave" format.

Bill Cataldo has joined **Curb Records** as National Promo Director, based in NY.

After 16 years at AOR **KFMF/Chico, CA**, **Ron Woodward** has been named PD at crosstown AC **KPAY-FM**.

Dave Alexander exits **WAEV/Savannah** to become OM at **WGMG (Magic 102)/Athens**.

Continued on Page 47

Get ready for after 7

“Ready Or Not.”

The new pop single.

Exploding at R&B.

Over 400,000 albums sold.

From the album After 7.

Produced by L.A. & Babyface.



g l o r i a e s t e f a n



oye mi canto (hear my voice)

34T-73269

the new uptempo hit single

from the epic release cuts both ways

45217

VH-1 heavy

produced by emilio estefan jr., jorge casas & clay ostwald © 1990 CBS Records, Inc.



STREET TALK®

Continued from Page 44

Charisma appoints **Joanna Spock Dean** East Coast Associate Director/A&R, **Tony Noe** Manager/A&R Administration, and **Sue Landolfi** West Coast A&R Rep.

Dean and Noe will report to Charisma NY VP/A&R **Jeff Fenster**, and Landolfi will report to L.A. VP/A&R **Danny Goodwin**.

No Longer Missing Inaction

KCLD/St. Cloud, MN air personality **Cathy Cooley** is attempting to draw attention to the nearly 24,000 missing children in America by convincing all U.S. radio stations to play the **Linda Ronstadt & James Ingram** duet "Somewhere Out There" at 7:15am on National Missing Children's Day (5/25).

Cooley is coordinating the effort in conjunction with the National Center for Missing Children. Call her at (612) 251-1450.

K92/Roanoke MD/midday personality **Linda Silver** got back from vacation this week and discovered she was history. Reach her at (703) 382-2438.

Silver's replacement as MD is **David Lee Michaels** — who returns to K92 after an absence of several years — coming in from the promotion slot at **WRVQ/Richmond**. K92 afternoon man **Scott Richards** moves to middays, and Michaels takes afternoons.

Kurt Spaln, most recently PD at **KJ103/OKC**, is now programming **CHR WGOR/Lansing**.

EMI has hired veteran rap scenester **Harry Fobbs** as a consultant to work exclusively on promoting rap radio.

American Comedy Network cofounder (and **WRKI/Danbury, CT** morning man) "**The Real**" **Bob James** has segued to the **ABC Rock Network**, where he'll produce about 30 song parodies annually.

Estefan Injured

Gloria Estefan of the **Miami Sound Machine** suffered a broken back when a truck crashed into her tour bus while en route to a show in Syracuse, NY (3/20).

Estefan and six others, including the truck driver, were hospitalized at the Community Medical Center in Scranton, PA. Among the injured were husband/group leader **Emilio Estefan**, who suffered cuts and bruises, and the couple's son, **Nayid**, who broke his collarbone. Both were treated and released.

Gloria's condition is listed as critical but stable, with a good overall prognosis for full recovery.

CBS newsmen **Charles Osgood** and **Inner City** honcho **Hal Jackson** will receive the Broadcasting Hall Of Fame Award at the forthcoming (3/31-4/3) **NAB** confab in Atlanta.



AHOY, MUSIC LUBBERS! — *Pirate Radio/L.A.* celebrated its first anniversary on the air with a star 'n' black leather jacket-studded party at the *Palaco* (3/18). Pictured on the poop deck are (l-r) *Winger's* Paul Taylor, morning show cabin boy *Bubba The Love Sponge* Pattiz, *Winger* frontman Kip Winger, and morning captain *Scott Shannon*.

WKQB/Charleston, SC afternoon driver **Jeff Williams** and overnigher **Dominica** haven't quite made the move to crosstown **WSSX** yet. Reportedly, 'SSX is still tugging at 'KQB PD **Roger Gaither**.

Former **Epic** Regional (and Philly) rep of 15 years **Biff Kennedy** is opening the doors on **Charterhouse Music**, an album promotion/artist management company. Reach him at (215) 641-0459.

KPLM/Palm Springs welcomes longtime L.A. personality **Al Lohman** to AM drive. Lohman — who teamed (separately) with **Roger Barkley** and **Gary Owens** at **KFI/L.A.** — joins PD **Ford Michaels** in the morning slot at the AC outlet.

Six Infinity stations — **WBCN/Boston**, **WXRK/NY**, **KROQ/L.A.**, **WJFK/DC**, **WYSP/Philly**, **KOME/San Jose** — join forces this Sunday (3/25) for the "Great Radio Rainforest Rescue," a 12-hour satellite-linked radiothon.

Listeners will be encouraged to call a toll-free number and "buy" acres of Costa Rican rainforests at \$60 a pop. Literally dozens of celebrities will lend support.

KKBQ/Houston PD **Bill Richards** is looking for a killer night jock. T&Rs ASAP.

Ooops! **Laura Sanano** is upped to Nat'l Promo Mgr. for **Windham Hill** (not **Private Music**), replacing **Rich Schmidt**, who's jumping to **Rhino**.

Congrats to **One Way's** **Robyn Kravitz (Bennett)** and **MCA** VP/A&R **Bill Bennett** on the birth of their first, **Scout Rachel** (3/14).

Last Call, Y'all

Time is tick-tick-tickin' away to get your video clip in for the **R&R** Video Aircheck, to debut at the **R&R Convention '90**, May 9-13 in L.A. Deadline is March 31. Contact **Art Vuolo** at (313) 559-0022 for details.

BREAKERS Heart

"All I Wanna Do Is Make Love To You"

ONE WEEK
#1 MOST ADDED!!
156 Reporters Out-Of-The-Box

NEW & ACTIVE

M.C. Hammer



"U Can't Touch This"

MOST ADDED
Now On 73 CHR Reporters

WYKS add	HOT97 add	WIOQ 33-27
WKSE add	B97 deb 30	KTFM 16-13
WMJQ add	WHYT deb 20	PWR106 31-26 HOT
B94 add	WPGC deb 21	KKFR 18-14 HOT
PRO-FM add	KJMZ deb 25	FM102 25-20 HOT
WNVZ add	KKBQ 29-25	KMEL 22-18
WPHR add	KRBE 21-15	HOT977 25-21 HOT
Y108 add	PWRPIG 39-33	KNRJ 30-17 HOT
KIIS add 25	KS104 22-13 HOT	KOY-FM 20-14 HOT
X100 add	KZZP 30-26	

ON YOUR DESK THIS WEEK



Cover Girls

"All That Glitters Isn't Gold"



Tim Finn

"Not Even Close"

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Every station can play the same songs.
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(Sweet Seduction Suite)"

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All B. Sure!

James Ingram

El DeBarge

Barry White

THE HOT NEW SINGLE
FROM THE BLOCKBUSTER ALBUM
BACK ON THE BLOCK

PRODUCED BY



© 1989 WEST RECORDS

WXKS 25-22	KQMQ deb 15
KUBE add	KOY-FM deb 26
WPGC 19-16	KROY deb 30
KJMZ 3-2	KDON 2-2
KITY 20-14	WJMX 35-31
KTFM deb 28	KZOZ deb 39
KMEL 4-4	
HOT977 deb 32	Plus...
K106 30-23	KKFR
KZZB 34-30	WVSR
WCKZ 13-11	K98
KZFM deb 38	WHHY
KPRR deb 30	KIKI
XL1067 add	KLUC
KJ103 25-22	KCAQ
Z99 34-26	KWNZ
HOT96 13-10	KQIZ
	KNOE

12+ WINTER '90 BIRCH RESULTS

New York

	Fal '89	Wi '90
WRKS (UC)	6.3	6.2
WQHT (CHR)	5.6	5.7
WHTZ (CHR)	6.0	5.6
WBLS (UC)	4.6	5.2
WNEW-FM (AOR)	5.0	5.2
WLTW (AC)	3.7	4.0
WINS (News)	4.1	3.9
WCBS-FM (Gold)	3.6	3.8
WPLJ (CHR)	3.4	3.5
WABC (Talk)	3.0	3.4
WPAT-AM & FM (B/EZ)	3.7	3.4
WOR (Talk)	3.4	3.2
WXRK (CR)	3.3	3.2
WCBS (News)	2.6	2.8
WQCD (NAC)	3.1	2.8
WNSR (AC)	2.5	2.7
WYNY (Ctry)	2.1	2.7
WFAN (Sports)	2.5	2.5
WNEW (Nost)	1.5	1.6
WQXR-AM & FM (Class)	1.2	1.5
WSKQ-FM (Span)	1.6	1.5
WWRL (Rel)	1.0	1.3
WALK-AM & FM (AC)	1.0	1.2
WLUB (News)	1.3	1.2
WBLI (CHR)	.9	1.1
WBAB-FM (AOR)	1.2	1.0

Los Angeles-Orange County

	Fal '89	Wi '90
KPWR (CHR)	7.7	8.2
KBS-AM & FM (CHR)	7.2	6.7
KOST (AC)	4.9	6.0
KLOS (AOR)	6.5	5.4
KABC (Talk)	5.2	4.4
KQLZ (CHR)	4.8	4.2
KROQ (NR)	4.1	4.0
KTWV (NAC)	3.3	3.1
KZLA (Ctry)	3.1	2.8
KFWB (News)	2.6	2.6
KJLH (UC)	2.9	2.6
KLVE (Span)	2.0	2.6
KNX (News)	2.6	2.6
KWKW (Span)	1.8	2.6
KLSS (CR)	2.7	2.5
KMPC (Nost)	1.9	2.5
KRTH-AM & FM (Gold)	3.0	2.3
KBIG (AC)	2.6	2.2
KFI (Talk)	1.9	2.2
KJOI (AC)*	2.8	2.1
KODJ (Gold)	1.4	1.9
KTNO (Span)	2.3	1.9
KDAY (UC)	1.5	1.4
KLIT (AC)	1.1	1.4
KNAC (AOR)	1.9	1.4
KUSC (Class)	1.3	1.4
KGFJ (UC)	.7	1.3
KACE (UC)	1.7	1.2
KKGO (Class)**	1.5	1.1
KRLA (Gold)	.9	1.1
KCRW (Misc)	.8	1.0

*New KXEE
**Formerly JazZ

Chicago

	Fal '89	Wi '90
WGCH-FM (UC)	9.4	10.4
WBBM-FM (CHR)	5.5	7.3
WGN (AC)	8.7	7.3
WLUP-FM (AOR)	5.8	5.6
WVAZ (UC)	6.1	5.1
WCKG (CR)	5.1	4.4
WBBM (News)	5.1	3.9
WYZZ (CHR)	4.6	3.6
WKQX (CHR)	3.4	3.5
WUSN (Ctry)	3.8	3.2
WXRT (AOR)	3.1	3.2
WLUP (Talk)	2.6	3.1
WNUA (NAC)	2.4	2.9
WTMX (AC)	2.2	2.9
WJJD (Nost)	2.3	2.7
WJMK (Gold)	2.8	2.7
WMAQ (News)	2.2	2.2
WLS (Talk)	1.3	2.0
WXEZ-AM & FM (B/EZ)	2.2	2.0
WFYR (AC)*	2.0	1.8
WLIT (AC)	1.8	1.7
WFMT (Class)	1.1	1.6
WNIB (Class)	.9	1.3
WOJO (Span)	1.3	1.0

*Formerly Gold

Philadelphia

	Fal '89	Wi '90
WUSL (UC)	8.0	9.7
WMMR (AOR)	8.8	8.0
WIOQ (CHR)	7.9	7.8
KYW (News)	6.7	6.6
WEGX (CHR)	6.4	6.2
WYSP (CR)	7.0	5.6
WDAS-FM (UC)	4.0	5.5
WPEN (Nost)	4.4	5.0
WWDB (Talk)	3.8	4.5
WEAZ-AM & FM (AC)	4.5	4.0
WXTU (Ctry)	4.7	4.0
WMGK (AC)	3.5	3.7
WQGL (Gold)	3.5	3.7
WCAU (Talk)	3.7	3.3
WKSZ (AC)	2.5	2.7
WSNI (AC)	2.0	2.5
WFLN (Class)	2.2	2.2
WIP (Sports)	2.0	1.9
WRTI (Jazz)	1.3	1.4
WHYY (Class)	1.2	1.1
WDAS (UC)	1.0	1.0
WPST (CHR)	.7	1.0

Dallas-Ft. Worth

	Fal '89	Wi '90
KSCS (Ctry)	8.0	9.6
KKDA-FM (UC)	7.3	8.2
KPLX (Ctry)	7.1	7.8
KVIL-AM & FM (AC)	7.8	7.8
KJMZ (CHR)	6.3	6.3
KHYI (CHR)	5.2	5.0
KTXQ (AOR)	4.6	4.4
KEGL (CHR)	5.0	4.2
WBAP (Ctry)	4.0	4.0
KRLD (News)	4.2	3.9
KLUV (Gold)	2.6	3.5
KOAI (NAC)	3.8	3.5
KZPS (CR)	3.4	3.2
KLTY (CC)	3.3	2.6
KMEZ (B/EZ)	2.7	2.5
KMGC (AC)	2.1	2.2
KLIF (N/T)	1.6	2.1
WRR (Class)	1.7	2.1
KDGE (NR)	1.9	2.0
KOZY (AC)	2.3	1.8
KERA (Misc)	1.4	1.4
KHVN (Rel)	1.6	1.4
KKDA (Gold)	1.4	1.4
KKWM-FM (AC)*	3.3	1.4
KESS (Span)	.5	1.3
KAAM (Nost)	1.1	1.0

*Formerly KZEW (AOR)

San Francisco-Oakland

	Fal '89	Wi '90
KGO (N/T)	8.8	8.1
KMEL (CHR)	7.5	7.7
KCBS (N/T)	4.5	4.8
KRQR (AOR)	3.3	4.5
KSOL (UC)	3.6	3.8
KDOI (AC)	3.0	3.6
KSFO & KYA (Gold)	2.8	3.5
KFRC (Nost)	2.6	3.4
KXXX (CHR)	3.3	3.3
KABL-AM & FM (AC)*	3.8	3.1
KSAN (Ctry)	3.7	3.1
KFOG (AOR)	2.0	2.8
KOIT-AM & FM (AC)	2.9	3.2
KBLX (NAC)	2.7	2.5
KITS (NR)	3.0	2.4
KOME (AOR)	1.7	2.4
KHOT (CHR)	2.4	2.1
KKHI-AM & FM (Class)	1.5	2.1
KKSF (NAC)	2.9	2.1
KNEW (Ctry)	1.3	2.1
KNBR (Talk)**	3.5	2.0
KBAY (B/EZ)	1.1	1.9
KSJO (AOR)	1.6	1.9
KDIA (UC)	1.8	1.7
KDFC-AM & FM (Class)	1.3	1.2

*Formerly B/EZ
**Previously Full-Service AC

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RCA's Number One Priority PETER MURPHY



Rick Dobbis
Executive Vice President & General Manager
RCA Records label



March 20, 1990

Dear Radio Programmer:

Every week you are urged to add records to your playlist from new and developing artists that you are assured are "on the cutting edge" and still "accessible to your core audience". Well, the cutting edge keeps moving and thankfully your audience is open minded when given the chance.

The PETER MURPHY album is selling in your market. It is selling because record buyers, radio listeners and video viewers are responding to "Cuts You Up". This track has been #1 Alternative for 8 weeks, is now bulleting up the AOR Charts, and is on fire at MTV. PETER MURPHY's tour is sold out across America. His momentum has been building for 3 years. Please listen again to "Cuts You Up" and hear how an active and memorable song can move your sound forward. "Cuts You Up" gets response. Positive, active response because your audience wants new and exciting music from creative artists.

So many very special artists that could not break through to CHR radio have become repeat hit single winners when you have given your audience the chance. From Bruce Springsteen, to Peter Gabriel to Motley Crue, Guns 'N Roses, and Poison, artists whose albums were selling but who didn't "sound like the radio" have gone on to redefine what hit radio sounds like.

The RCA Records label is committed to new artist development. We have stuck with Bruce Hornsby, Grayson Hugh, Love And Rockets, The Cowboy Junkies, Samantha Fox, Lita Ford, Michael Penn and all of our great artists as long as it takes. PETER MURPHY will be a major star and we will invest every bit of time and energy necessary to bring this home. Great music can't be, shouldn't be denied. Please join us in this effort.

Give your audience a chance to move the cutting edge forward again.

Thanks for listening.

Sincerely,

Rick Dobbis

RD/ewc

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Enter the 1990 NAB Crystal Radio Awards
Saluting 10 Stations for Commitment to Community Service



1989 Crystal Radio Award Winners

- KNCO/Grass Valley, CA
- KABC/Los Angeles, CA
- WGST/Atlanta, GA
- WLBK/WDEK/DeKalb, IL
- WTLC/Indianapolis, IN
- WDBC/Escanaba, MI
- WJON/Sr. Cloud, MN
- KSEN/Conrad-Cut Bank, MT
- WCTC/New Brunswick, NJ
- WSM/Nashville, TN



Every day, you and your audience work in harmony to make your community the finest in America. Together, you raise money, combat drug and alcohol abuse, organize cultural activities and respond to crisis situations. This unique interaction develops because you care about the quality of life in your community.

The 4th Annual NAB Crystal Radio Awards honors ten stations for outstanding contributions to quality community service. In 1990, recognition could be yours!

NAB's Crystal Radio Awards gives you the opportunity to:

- Obtain National Recognition
- Share Unique Campaigns
- Spotlight Staff Involvement
- Build Station Morale and Teamwork
- Document Public Service Efforts
- Promote Radio's Special Audience Relationship
- Highlight Locally Produced PSAs

Call NAB Radio • (202) 429-5420 • For Your Official Entry Form.

All U.S. radio stations (excluding past Crystal Radio Award recipients) are eligible to enter. Winners will be honored at the Crystal Radio Awards luncheon, September 13, at Radio 1990 in Boston.

RATINGS

12+ WINTER '90 BIRCH RESULTS

Boston

	Fal '89	Wi '90
WZOU (CHR)	8.9	7.3
WXKS-FM (CHR)	9.4	7.0
WBZ (AC)	6.8	6.9
WBCN (AOR)	8.2	6.8
WRKO (N/T)	5.7	5.4
WMJX (AC)	3.1	5.2
WJIB (B/EZ)	3.8	5.1
WHOH (Talk)	4.3	4.9
WSSH (AC)	3.4	4.1
WEEI (News)	3.0	4.0
WAAF (CHR)	3.3	3.7
WOODS (Gold)	3.8	3.3
WROR (AC)	2.6	3.0
WZLX (CR)	4.2	2.9
WYBF (AC)	3.0	2.5
WCGY (AOR)	2.2	2.1
WCRB (Class)	1.5	1.9
WGBH (Jazz)	1.7	1.7
WBUR (Class)	1.1	1.6
WBOS (Gold)	2.0	1.5
WPNX (NR)	1.1	1.5
WPLM-AM & FM (BBnd)	2.0	1.2
WILD (UC)	1.9	1.1
WXKS (BBnd)	.8	1.1

Detroit

	Fal '89	Wi '90
WJLB (UC)	6.8	9.1
WHYT (CHR)	6.9	7.7
WJR (AC)	7.0	7.2
WDFX (CHR)	5.1	5.9
WJZZ (Jazz)	5.4	5.4
WWWW (Ctry)	4.2	5.0
WLLZ (AOR)	4.9	4.9
WNIC (AC)	4.5	4.3
WRIF (AOF)	4.7	4.1
WWJ (News)	3.8	3.9
WXYT (Talk)	3.8	3.9
WKQI (CHR)	4.7	3.6
WCSX (CR)	3.8	3.5
WLTI (AC)	3.1	3.1
WJOI (B/EZ)	3.7	2.9
WGPR (UC)	1.8	2.2
CKLW (BBnd)	2.3	2.1
WKSG (Gold)	1.8	2.1
WOMC (AC)	2.1	1.9
WQRS (Class)	1.6	1.6
WMTG (UC)	1.3	1.5
WDET (NR)	1.7	1.3
WCHB (UC)	1.1	1.1
WCXI (Ctry)	.9	1.1
WMUZ (CC)	1.3	1.0

Atlanta

	Fal '89	Wi '90
WYEE (UC)	18.6	20.2
WAPW (CHR)	10.6	10.1
WSB-FM (AC)	7.7	9.5
WYAI & WYAY (Ctry)	6.9	7.9
WKLS (AOR)	10.1	7.8
WPCH (B/EZ)	6.7	7.0
WFOX (Gold)	5.1	4.3
WSB (AC)	5.7	4.3
WZGC (CR)	5.1	4.3
WKHX-AM & FM (Ctry)	4.9	4.0
WSTR (AC)*	4.4	4.0
WAOK (Rel)	2.5	2.5
WGST (N/T)	2.7	2.5
WABE (Class)	2.1	1.9
WCLK (Jazz)	.4	1.5

*Formerly WQX-FM

Washington, DC

	Fal '89	Wi '90
WPGC (CHR)	8.9	9.3
WKYS (UC)	6.0	6.7
WMZO-AM & FM (Ctry)	6.3	6.1
WGAY (B/EZ)	5.3	5.3
WAVA (CHR)	5.1	4.9
WROX (CHR)	4.0	4.8
WMAL (AC)	5.3	4.7
WCXR (CR)	5.4	4.4
WHUR (UC)	4.1	4.1
WTOP (News)	3.4	3.6
WLTT (AC)	2.3	3.3
WMMJ (UC)	3.3	3.3
WWDC-FM (AOR)	4.2	3.3
WASH (AC)	3.1	2.8
WGMS-AM & FM (Class)	2.2	2.8
WXTR (Gold)	2.3	2.5
WETA (N/T)	3.1	2.3
WHFS (AOR)	2.2	2.3
WAMU (Misc)	2.0	2.0
WWRC (Talk)	1.9	2.0
WJFK (CR)	1.9	1.9
WDJY (UC)	1.5	1.8
WIYY (AOR)	1.2	1.6
WYCB (Rel)	1.1	1.4
WOL (UC)	.9	1.2

Nassau-Suffolk

	Fal '89	Wi '90
WALK-AM & FM (AC)	6.1	6.7
WBLI (CHR)	5.5	6.8
WHTZ (CHR)	6.3	6.1
WBAB-FM (AOR)	7.6	5.7
WQHT (CHR)	4.9	4.6
WABC (Talk)	2.5	4.3
WOR (Talk)	3.1	3.8
WNEW-FM (AOR)	3.8	3.7
WCBS-FM (Gold)	4.0	3.4
WPLJ (CHR)	3.4	3.3
WCBS (News)	2.9	3.1
WRKS (UC)	3.2	3.0
WFAN (Sports)	3.4	2.8
WXRK (CR)	2.9	2.8
WPAT-AM & FM (B/EZ)	1.9	2.5
WDRE (NR)	3.1	2.4
WBLS (UC)	2.2	2.3
WINS (News)	2.1	2.3
WYNY (Ctry)	3.1	2.3
WHLI (BBnd)	2.3	2.2
WNSR (AC)	2.2	2.2
WLTW (AC)	2.1	2.0
WQCD (NAC)	1.7	2.0
WCTO (B/EZ)	1.7	1.7
WKJY (AC)	2.3	1.7
WGSM (BBnd)	1.6	1.5
WPLR (AOR)	1.0	1.2
WRCN (AOR)	.9	1.2
WNYC (Class)	.4	1.1
WQXR-AM & FM (Class)	1.2	1.0

Houston-Galveston

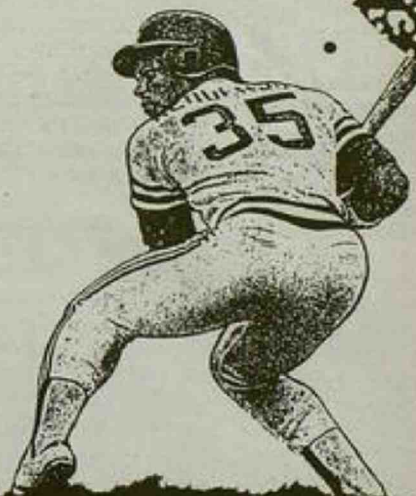
	Fal '89	Wi '90
KMJQ (UC)	8.7	11.0
KIKK-FM (Ctry)	8.8	8.7
KLOL (AOR)	7.9	8.0
KILT-FM (Ctry)	7.0	7.6
KKBO-AM & FM (CHR)	6.4	5.7
KODA (B/EZ)	4.1	5.0
KTRH (News)	4.3	4.6
KRBE (CHR)	5.3	4.5
KLTR (AC)	3.3	3.8
KZFX (CR)	4.6	3.7
KNRJ (CHR)	5.3	3.6
KHYS (UC)	3.7	3.5
KQUE (Nost)	2.8	2.9
KPRC (N/T)	2.4	2.8
KLDE (Gold)	2.8	2.4
KFMK (AC)	3.0	2.1
KSBJ (CC)	1.3	2.0
KUHF (Class)	1.1	1.9
KTSU (Jazz)	2.0	1.6
KHCB (Rel)	1.5	1.4
KQOK (Span)	1.2	1.3
KCOH (UC)	.9	1.1
KLAT (Span)	1.6	1.0
KXYZ (Span)	1.2	1.0

Miami-Ft. Lauderdale

	Fal '89	Wi '90
WHQT (UC)	11.9	12.8
WPOW (CHR)	7.7	7.2
WLYF (B/EZ)	4.8	6.7
WHYI (CHR)	4.6	4.5
WSHE (AOR)	4.1	4.3
WIOD (N/T)	3.8	4.2
WMXJ (AC)	4.2	4.0
WAXY (Gold)	4.2	3.9
WCMQ-FM (Span)	4.1	3.9
WKIS (Ctry)	4.3	3.7
WJQY (B/EZ)	3.3	3.4
WAQI (Span)	2.9	3.1
WGTR (AOR)	3.7	3.0
WQBA (Span)	3.3	2.9
WTMI (Class)	2.8	2.8
WEDR (UC)	3.2	2.7
WINZ (N/T)	2.6	2.7
WLVE (AC)	2.8	2.7
WQBA-FM (Span)	2.7	2.3
WZTA (CR)	2.4	2.1
WXDJ (NAC)*	1.8	2.0
WNWS (Talk)	1.7	1.9
WMCU (Rel)	1.1	1.1
WMBM (UC)	1.2	1.0

*Now carries Spanish programming

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Are We Running Out Of Research Respondents?

New Tactics For Surveying An Oversampled Public

Often forgotten amid the statistics and billions of dollars in the consumer research industry is the respondent — an integral element of the process. However, to paraphrase the Bible, radio may have gone once too many times to the well.

An alarming national trend of nonresponse has made it difficult to convince people to participate in any kind of survey these days. As more Americans grow tired of participating in polls, researchers must re-evaluate their relationship with the public.

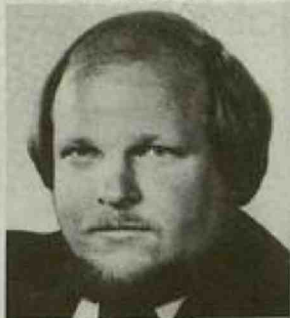
Flat-Out Refusals

In recent perceptual studies, I've not only seen an overall decline in people willing to participate, but a gradual and steady increase in flat-out refusals. Colleagues in and out of the radio research business have confirmed that they're also witnessing declines in response rates. The dropoff seems to be caused in part by increased telemarketing and computer-generated calls and interviews.

Response rates have been noticeably lower in households with listed phone numbers than in those with unlisted numbers. We're seeing many more responses like: "I don't want to be bothered." "I don't have time," and "Thanks, but I'm not really interested." While such nonresponses have always plagued this business, they've grown in frequency over the last three years.

Results of a national study indicate the average American household receives 4.5 calls from telemarketing or market research firms each week. When you factor out the households with unlisted phones, which get far fewer calls, it's not hard to understand why people who are solicited ten or more times per week are becoming more difficult to reach.

Other factors are also contributing to response decline as households' technological barriers become



Rob Balon

more impenetrable. Answering machines are now in 40% of homes, and many people use them to screen calls. Another device will let households monitor incoming calls by electronically displaying the originating number; it's currently being test-marketed on the East Coast. And legislation is pending in some states — notably Florida — which could significantly alter the process under which telephone calls are placed by private firms to private households.

Too Test-Smart

The decline in response rates gives more power to data-gathering firms, which compile lists of known participants. Because of their history of responding, certain people are sampled again and again. The problem with such repetition is that the respondents become test-smart, providing what they perceive are the desired answers. Such unwanted sophistication can create entirely misleading results for the data user.

If mass telephone research is ultimately in a state of decline, what are the alternatives? Two come to mind: shopping mall surveys and direct mail questionnaires. It's widely known that many mall surveys don't yield a survey frame generalizable to the

entire market area, while the pitfalls and historically poor response levels of direct mail polls make them even more difficult.

We must solve the problem of declining telephone response rates, because that's where the future of all market research lies. Even if research is participatory in nature, participants must still be recruited. And the most logical avenue is the telephone.

Improving Response

To help recruit more willing participants, researchers should:

- **Strengthen interviewer skills.** Nothing kills an interview faster than a dull or listless caller. Making the person on the telephone cooperate is itself a sales exercise. The first objective is to make sure the person knows the researcher isn't selling anything.

But this is becoming more difficult, thanks to telemarketing firms whose "switch-pitch" approaches begin as survey sound-alikes. For example: "Hello, today we're taking a survey on aluminum siding and we'd like to ask you a few questions."

When he hits the desired response, the telemarketer launches into the "pitch" part of the presentation. Market research firms have to know how to quickly achieve closure, or agreement to participate, because the window of opportunity stays open less than 15 seconds.

- **Stir up interest.** This approach represents a compromise (it calls for the interviewer to reveal the intent of his survey up front). The survey-taker can appeal to the respondent as a radio listener, mentioning that he's about to participate in a study which could result in some significant changes in the local radio market. Or he can sell him on the fact that he's been randomly selected, that his cooperation and participa-

Stopping The Resistance Movement

The following methods may be used to overcome growing resistance to research participation:

- **Strengthen interviewer skills**
- **Present surveys as interesting and meaningful**
- **Offer gifts for participation**
- **"Buy" time with cash rewards**

tion are really needed, and that this is a very prestigious project.

- **Offer a gift.** Suggest to the listener that the sponsoring station will mail him a gift as compensation for completing the interview. (Reveal station sponsor at the end of the survey.) Not only does this increase the sampling frame, it also provides the station with a direct marketing database that includes the complete names and addresses of known respondents (and possible diarykeepers).

"Good research in the '90s is going to require finding good, cooperative participants. And that's going to require more creative thinking."

- **Pay cash.** Many nonradio research firms have experimented with sending households a small amount of money (a dollar or two) along with a letter requesting cooperation when the firm calls at a given time. This method obviously attempts to prescreen and alert the respondent, while the money is intended to create a psychological commitment on the respondent's part. School is still out on this particular approach.

Others have suggested that once the respondent is reached on the phone, the interviewer should inform him that for a few minutes of his time, he'll be sent five dollars in cash. Of course, some respondents will perceive this as a phone scam and decline, but it remains to be seen whether it will raise response rates. A brief review of the scanty

results thus far indicates that it will.

Another alternative would be to send carefully prescreened households a larger amount of money with a letter of introduction that proposes a date and time for the interview. The large prepayment has not yet been tried. But like its smaller counterpart, it may ultimately be necessary.

Still Worth It

If compensation becomes necessary for phone studies, the cost of research will rise radically and dramatically. This will herald the too-familiar question: "Is research worth it?"

Imagine yourself in a radio market with 30 competitors going for your throat as you flounder with no research whatsoever — no insight into how your station is trending; no way to ask listeners how they feel about your station. The answer is yes, you'll keep doing research and yes, virtually all of the retailers and all of the ad agencies that do huge amounts of it now will continue to do so.

However, we can't simply assume that the most important link in the entire chain — the respondent — will continue to be as cooperative as he's been in years past. Good research in the '90s is going to require finding good, cooperative participants. And that's going to require more creative thinking by the research community and its clients.

Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that advises radio stations on how to convert real listening into reported listening. He contributes to this section on a regular basis.

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WESTWOOD ONE RADIO NETWORKS

Ex-Pretender Chambers To Join Guns N' Roses

Clearing up those rumours that former PRETENDERS drummer MARTIN CHAMBERS would replace STEVEN ADLER in GUNS N' ROSES, *Kerrang!* reports this week that former SEAHAGS stixman ADAM MAPLES will be with the group on their follow-up to the "Appetite For Destruction" album, but that Chambers will indeed join GNR when the band goes on the road.

Meanwhile, the magazine notes that work on GNR's LP continues at Rumbo Recorders studio in Los Angeles, with titles being demoted ranging from "The Garden," "Yesterdays," and "Sentimental Movie" to "Bad Obsession," "Crash Diet," and "Back Off Bitch!"

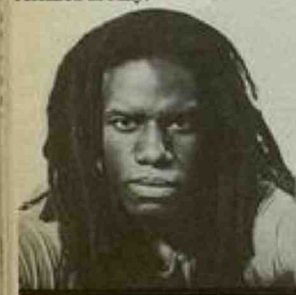
Soul Shot

VICTORIA WILSON-JAMES is the guest vocalist on SOUL II SOUL's new UK single ("A Dream's A Dream"), to be released April 23. The Indiana-born singer is also signed to the Soul II Soul label, and will have her own LP issued later this year.

Incidentally, the various formats of "A Dream's A Dream" will feature three different mixes, plus a sax instrumental titled "New Way."

New Order's Soccer Tease

NEW ORDER are teaming up with the England World Cup Soccer Squad to record the lads' theme song for this year's tournament in Italy. The band are big soccer fans and have already recorded the backing track. Now all that's left is for the players to come in and add the vocals. The single is due to be released in May.



Eddy Grant — millions think alike?

Barefoot In Babylon

"Barefoot Soldier," the title track of EDDY GRANT's new album, is expected to be the LP's first UK single next month. Talking to ROL last week, Grant said that three other tracks ("You Just Found My Weakness," "Restless World," and "Welcome To La Tigre") all have what he considers to be the mark of a good 45.

"People have got to be able to sing it and whistle it, and it's got to make them feel good," Grant explains. "If it makes me feel good, I think, well, yeah, there must be at least a million people who think like me, and so therefore it'll be a hit."

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



Grant also revealed that the next client at his Barbados studio will be ELVIS COSTELLO, who'll go there next month to work on his follow-up to "Spike."

One World Update

Updating that "One World, One Voice" project that we reported last week, ROL has learned that CY CURNIN and ADAM WOODS of the FIXX, STEVE STEVENS, DAVE GILMOUR, CLANNAD, and MARIA MCKEE also have recorded contributions for the master track, or "Chain Tape."

"We are trying to create a constantly evolving composition," explained director KEVIN GODLEY. "We intend to hit the streets of Rio



Martin Chambers — a Rose for the road?

and New York and get street musicians to play on the 'Chain Tape,' while at the same time you'll have people such as PETER GABRIEL and STING performing alongside them."

Godley and producer ANDY WARD have now taken the tape to Brazil, and are gathering audio and video material for the two-hour TV documentary. We've now learned that this will be broadcast by the BBC and eight other European TV companies at the end of May as part of a series on world development and the global environment.

Christian Love

ROGER CHRISTIAN has been hitting out at his former colleagues in chart-topping band the CHRISTIANS, including his brothers RUSSELL and GARRY. Speaking in *Hot Press*, Roger singles the group's HENRY PRIESTMAN out for particular comment: "He wanted to slot us into a WAS (NOT WAS) mode. Well, I wasn't into

that at all, I'm not a fucking puppet!"

Roger also reveals that the split in the group has damaged his brotherly relations. "I consider myself to be two brothers short, that's how bad it is. I find myself never wanting to come into contact with either of those guys again."

Simple Rumours

Debunking rumours that SIMPLE MINDS keyboardist MICK MACNEIL has left the band for good, a spokesperson from their management office told ROL that he has merely decided to take a year's break to relax and spend more time with his wife.

After the Minds came off tour, all except Mick felt that they were ready to go straight into the studio again, and therefore have enlisted sessionman PETER VETTESE to play on the LP.

Snap! Crackle & Pop

Leading this week's dance charge up the Network chart are SNAP! — a German-based band that's been filling European dancefloors recently with their single, "The Power." Snap! feature American rapper TURBO D, but have their headquarters in Frankfurt.

Britain's current #1 band, BEATS INTERNATIONAL, will release their debut album ("Let Them Eat Bingo") on April 2. Another single, "Won't Talk About It," is due for release three weeks later, and Elektra has just released "Dub Be Good To Me" in the U.S. in its 12-inch remix version.

EVERYTHING BUT THE GIRL's next single will be a WOMACK & WOMACK composition ("Take Me"). Due on Monday (3/26), the track will sport an acoustic version of their previous single ("Driving") on the B-side.

Also due that Monday, LLOYD COLE's "Don't Look Back," with two new songs ("Blame Mary Jane" and "Witching Hour") on



Mick MacNeil — still a Simple Mind?

the B-side, and SYDNEY YOUNG-BLOOD's version of the ETTA JAMES/CHICKEN SHACK/ROD STEWART/RUBY TURNER hit, "I'd Rather Go Blind."

Red Hot And Blue

"Red Hot And Blue" will be the title of the album and TV project that'll feature new versions of COLE PORTER classics by a list of artists that includes U2, SIN-EAD O'CONNOR, ANNIE LENOX, ERASURE, JODY WATLEY, the NEVILLE BROTHERS, IGGY POP, and DEBORAH HARRIS.

As mentioned in ROL back in November, the project aims to celebrate Porter's songs while focusing public attention on the AIDS problem. To this end, the 90-minute TV special will air on World AIDS Day (December 1), and will feature artist statements and AIDS information, as well as archive footage and short films directed by JONATHAN DEMME, JIM JARMUSCH, WIM WENDERS, and JEAN BAPTISTE MONDINO.

The 24-song LP will be released by Chrysalis in the autumn. STEVE LILLYWHITE will serve as musical producer, and fashion designers RIFAT OZBECK and JEAN-PAUL GAULTIER will also be involved.

BRITAIN



LW TW

- 1 BEATS INTERNATIONAL/I.L. LAYTON/Dub Be Good To Me (Go Beat/PG)
- 2 JIVE BUNNY & MASTERMIXERS/That Sounds Good To Me (Music Factory)
- 3 B-S2's/Love Shack (Reprise)
- 4 CANDY FLIP/Strawberry Fields Forever (Debut)
- 5 ERASURE/Blue Savannah (Mute)
- 6 GURU JOSH/Infinity (De Construction/RCA)
- 7 NEW KIDS ON THE BLOCK/It'll Be Loving You Forever (CBS)
- 8 DAVID A. STEWART & CANDY DULFER/Lily Was Here (Anxious/RCA)
- 9 VARIOUS ARTISTS/The Brits 1990 (Dance Medley) (RCA)
- 10 J.T. & BIG FAMILY/Moments In Soul (Champion)
- 11 MICHAEL BOLTON/How Am I Supposed To Live Without You (CBS)
- 12 INNOCENCE/Natural Thing (Cooltempo/Chrysalis)
- 13 SNAP!/The Power (Arista)
- 14 SINEAD O'CONNOR/Nothing Compares 2 U (Erisign/Chrysalis)
- 15 INSPIRAL CARPETS/This Is How It Feels (Mute)
- 16 49ERS/Don't You Love Me (4th & B'way/Island)
- 17 BIG FUN/Handful Of Promises (Jive)
- 18 PRIMAL SCREAM/Loaded (Geffen)
- 19 TECHNOTRONIC IYA KID K./Get Up (Swanyard)
- 20 BROS/Madly In Love (CBS)

Moving Up

E-ZEE POSSEE/Everything Begins With An 'E' (More Protein)
 THEY MIGHT BE GIANTS/Birdhouse In Your Soul (Elektra)
 FISH/A Gentleman's Excuse Me (EMI)
 MISSION/Deliverance (Mercury/PG)
 JIMMY SOMERVILLE/Read My Lips (Enough Is Enough) (London/PG)

The Network Chart, courtesy MMR

AUSTRALIA

LW TW

- 1 1 MIDNIGHT OIL/Blue Sky Mine
- 2 2 GIRL OVERBOARD/The Love We Make
- 3 3 PETER BLAKELEY/Crying In The Chapel
- 4 4 HUNTERS & COLLECTORS/Turn A Blind Eye
- 5 5 PETER BLAKELEY/First Time Ever I Saw Your Face
- 6 6 J. DIESEL/Pleese Send Me Someone To Love
- 7 7 BANG THE DRUM/Only You
- 8 8 JENNY MORRIS/Street Of Love
- 9 MENTAL AS ANYTHING/Overwhelmed
- 10 MARGARET URULICH/Escaping

Most Added

GAS/Burn So Bright
 WILDLAND/The Sun

Top 10 Australian records from playlists of
 MMM-FM/Brisbane, MMM-FM/Melbourne,
 FOX-FM/Melbourne, 95 FM/Perth, SA-FM/
 Adelaide, 2-DAY/Sydney, MMM-FM/Sydney,
 and FM-104.7/Canberra.

CANADA

LW TW

- 1 1 ALANNAH MYLES/Lover Of Mine
- 2 2 MAESTRO FRESH WES/Let Your Backbone Slide
- 3 3 PAUL JANZ/Every Little Tear
- 4 4 JANE CHILD/Don't Wanna Fall In Love
- 5 5 CRASH YEGAS/Inside Out
- 6 6 TRAGICALLY HIP/Boots Or Hearts
- 7 7 MEN WITHOUT HATS/In The 21st Century
- 8 BOX/Carry On
- 9 KENNY MacLEAN/Don't Look Back
- 10 COREY HART/A Little Love

Most Added

JOHN JAMES/I Wanna Know
 COWBOY JUNKIES/Sun Comes Up, It's Tuesday Morning
 NANCY MARTINEZ/Everlasting

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

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MUSIC DATEBOOK

Aerosmith's Wakeup Call

MONDAY, APRIL 2

1960/Elvis Presley and Connie Francis are named NARM's top-selling male and female artists.
1980/Anne Murray wins four Juno Awards (Canada's Grammy equivalent), including Best Single for "I Just Fall In Love Again."
1987/U2 opens the U.S. leg of its "Joshua Tree" tour in Tempe, AZ, even though the band had protested Governor Evan Mecham's veto of the Martin Luther King Jr. holiday.
1988/Tiffany's aunt wins temporary custody of the 16-year-old singer; Tiffany had sought emancipation from her mother.
Born: Chris Steffler (Platinum Blonde) 1959, Leon Russell 1941, Emmylou Harris 1947

TUESDAY, APRIL 3

1960/Elvis Presley records his first tracks since leaving the U.S. Army. One of the first recorded is "It's Now Or Never."
1965/Watch it now — Rock & roll classic "Wooly Bully," later revised and covered by Herb Alpert & the Tijuana Brass, is released.
1969/Jim Morrison surrenders to the FBI in Los Angeles, facing charges that he flashed a Miami audience a month earlier.
1975/In Los Angeles, Steve Miller is arrested for allegedly setting fire to a friend's clothing. The next day charges are dropped, and Miller jokes that the publicity may rekindle his career.
1979/Kate Bush makes her performing debut at the Liverpool Empire.
1986/Simply Red begins its first U.S. tour with a show in Los Angeles.
Born: Tony Orlando 1944, Wayne Newton 1942, Eddie Murphy 1961, Jan Berry (Jan & Dean) 1941, Dee Murray (Spencer Davis Group, Elton John Band) 1946

WEDNESDAY, APRIL 4

1964/The Trashmen are found guilty of plagiarizing the Rivingtons' "Papa Oom Mow Mow" and "The Bird Is The Word" when composing their hit "Surfin' Bird."
1968/Martin Luther King Jr. is shot and killed; James Brown appears on national TV asking viewers to refrain from violence. Jimi Hendrix and B.B. King gather musicians in a New York club and play blues all night, raising funds for King-sponsored organizations.
1989/Tiffany sings the National Anthem at the California Angels' season opener.
Born: Hugh Masekela 1939, Gail Davies 1948, Muddy Waters 1915, Steve Gatlin 1951, Berry Oakley (Allman Brothers Band) 1948



Hugh Masekela, Emmylou Harris, Biz Markie, Gail Davies

THURSDAY, APRIL 5

1975/Alice Cooper releases "Only Women Bleed."
1981/Canned Heat singer Bob Hite dies of a heart attack.
1985/More than 5000 radio stations simultaneously play "We Are The World." The song hits #1 CHR the same day. Also, the Cars' "Heartbeat City" finally drops off the AOR chart after 51 weeks (40 consecutive).
1989/"I fly my airplane over Steve Tyler's house. That's my idea of a wakeup call." — US quotes Aerosmith's Joe Perry. Also, Grace Jones is arrested in Jamaica for cocaine possession.
Born: Agnetha Faltskog (ABBA) 1950, Tony Williams (Platters) 1928

FRIDAY, APRIL 6

1956/Elvis signs a three-picture deal with Paramount.
1968/The Beatles open Apple Records.
1970/The members of Led Zeppelin are made honorary citizens of Memphis before a concert. That night, a promoter frightened by the crowd's behavior grabs a gun and orders group manager Peter Grant to stop the show. Grant replies, "You can't shoot us, they've just given us the keys to the city."
1974/"Ladies And Gentlemen: The Rolling Stones" premieres in New York. The debut party features a 40-foot high Stones winged tongue logo.
1985/Little Steven announces he'll leave Bruce Springsteen's E Street Band.
1987/Gene Autry receives his 5th Hollywood Walk Of Fame star.
Born: Marle Haggard 1937

SATURDAY, APRIL 7

1975/Guitarist Richie Blackmore quits Deep Purple.
1979/The Police give their first U.S. performance at Boston's Paradise Theater. Also, Rickie Lee Jones makes her TV debut singing "Chuck E's In Love" on "Saturday Night Live."
1981/Bruce Springsteen arrives in Hamburg for his first European tour.
1988/During a rehearsal, Alice Cooper simulates hanging himself. When a safety rope snaps, he dangles for several seconds. A quick-reacting roadie saves Cooper's life.
Born: John Oates (Hall & Oates) 1949, John Dillrich (Restless Heart) 1951, Bobby Bare 1935, the late Percy Faith 1908

SUNDAY, APRIL 8

1973/Neil Young's autobiographical film, "Journey Through The Past," premieres at the U.S. film festival in Dallas.
1974/Electric boots, mohair suits, and precious metal — Elton John's "Bennie And The Jets" goes gold.
1986/A fan who was beaten at an Aerosmith show sues the band, claiming the song "My Fist Your Face" contributed to her injuries. The suit is unsuccessful.
1989/Neil Diamond sets a Los Angeles Forum record when he sells out a ninth night at the venue. By the time the engagement ends, Diamond has played for 180,000 people.
Born: Biz Markie 1964, Julian Lennon 1963, Adam Woods (Flxx) 1953, Steve Howe (Yes, Asia) 1947, Mel Schacher (Grand Funk Railroad) 1951

— Paul Colbert

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CHR

CONTEMPORARY HIT RADIO

Are CHRs Too Selective?

Wary Of Painting Stations Into A Corner, PDs Are Putting Variety Back Into The Mix

It's no surprise that fewer and fewer of the records ranked in the Top 15 on R&R's CHR National Airplay/40 are played by all reporting stations. Most records top out in the 80% range, with the occasional title being played by as many as 95%. Niche stations are partly to blame for this phenomenon; CHRs leaning dance or rock naturally won't play certain titles. But many mainstream CHRs are being unusually selective as well.

Shunning variety may be causing stations to miss hits and limit their potential growth. Declining 12+ shares over the last few weeks have raised concerns among programmers and industry observers that CHR isn't being true to itself, trying too hard to attract 25+ adults and shying away from harder-edged or youth-oriented songs. Some programmers have acted on those concerns, adopting a more mainstream approach.

Rick Gillette

WHYT/Detroit PD Rick Gillette began steering the station in that direction at the end of July and quickly saw ratings gains (fall Arbitron and Birch figures were 4.3-5.0 and 5.4-6.9, respectively). "We'd never purposely been an Urban-leaning station," he recalled. "But Detroit leans that way because of the market's makeup. Over time, we'd drifted too far in



Rick Gillette

that direction and our success was inconsistent.

"We realized that [crosstown CHR] WDFX was barely even a Rock 40 and Q95 [WKQI] was an adult CHR, so it was obvious there

was a hole in the middle. We didn't stop playing Urban/Dance cross-over product. We simply added Rod Stewart, Skid Row, Bad English, and the other mainstream records we'd been avoiding."

While there are advantages to the niche approach, Gillette noted, "It lacks flexibility. A mainstream CHR can flow with listeners' musical tastes. As a niche station you can paint yourself too far into a corner and get burned. There's a big difference between a CHR that leans dance and a Dance station that leans CHR. Your identity is

"If you begin limiting yourself on titles and variety, you'll limit your audience."

—Rick Gillette

what you are perceived to be. Don't be so trendy that when the trend is over your identity is based on that trend."

Increased variety alone, however, will not guarantee success. Cautioned Gillette, "The key to mainstream consistency is how you mix the records. How do you mix Motley Crue's 'Without You' and Digital Underground's 'The Humpty Dance?' The answer is very carefully. But it works. I've found the mix sounds better on the radio than it looks on paper."

Tinkering with nonmusic elements is also important; Gillette stressed a station's entire sound must reflect variety. "We revamped our whole on-air package for excitement — stronger personality, production, and promotion."

Damage Control

Gillette has come up with a plan to short-circuit the damage niche stations can cause: "Deal with the new records niche stations establish in the market, but chart your own course. Counterprogram by finding and playing the records your niche competition can't or won't play."

"If you're mainstream, you have to play a few records that aren't going to be the biggest on your chart. If you begin limiting yourself on titles and variety, you'll limit your audience."

Although Gillette has been an enthusiastic proponent of music research, he declared, "The one thing CHR programmers need more of is subjectivity. We have enough research to bring us objectivity. The big disadvantage of all that research is that it's made most of CHR too passive or bland. Counter blandness with a leading-

In A Mainstream Mode

- Mainstream CHR can flow with changing musical tastes.
- Variety adds potential for more cross-cumming with competitors.
- A narrow music focus limits growth potential.
- Overreliance on research leads to bland radio.

edge music profile. Be one step ahead of the audience. It's not so much what you play but what you don't play that can push you into a niche and limit your growth. Remember, Disneyland doesn't exist on Mickey Mouse alone."

Mark Capps

"We don't miss too many hit records. KKRZ/Portland is all-hit radio," noted PD Mark Capps. "We don't play a lot of gold but are heavily based in currents and re-currents. Before I joined KKRZ it leaned a lot more Urban and the numbers were sliding. Now it's more mainstream and it's up 9.2-10.7 in Arbitron."



Mark Capps

"If you blindly follow research you'll miss . . . records which don't research quickly but [create] major audience buzz."

—Mark Capps

Capps doesn't see any reason why hit records should stall on mainstream CHRs. "Most of the national hits will work in most places," he said. "The biggest exceptions are the extreme Urban records that aren't big in the Pacific Northwest or some places in the Midwest."

"Variety is an absolute must. If we lose variety, we end up sounding too AC, too Urban, or too AOR. I've added records countless times just for sound. There is a place for these. I don't have more than a couple on-air at any one time. But if you don't take chances you lose the spirit of the format. CHR must lead."

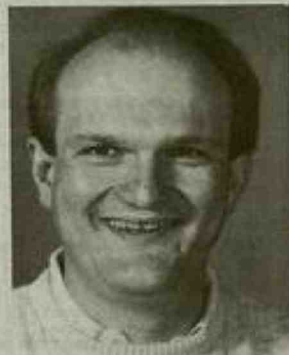
Like Gillette, Capps complained that research may be contributing

to CHR's problem. "Research is like a lamp post. You can lean on it, but don't use it to light the way. If you blindly follow research you'll miss the B-52's and Alannah Myles-type records which don't research quickly but [create] major audience buzz. For that reason I don't test a song until we can see some market acceptance, which takes three or four weeks of play. I can play a song up to eight weeks before deciding to keep or dump it."

Bill McCown

WANS/Greenville has traveled all over the CHR map during the last 18 months, but has lately returned to the mainstream fold. The station leaned dance, moved away from it in an attempt to attract adults, faltered, shifted back toward dance, and in November '89 eased into a straight-ahead, current-based CHR approach.

The results were immediate. Recalled Bill McCown, the station's OM at the time (he has since exited), "In the December/January Birch, WANS was up 12+ 11.5-14.0. While our curve increased slightly, our TSL was way up. The 18-34 men came back (8.9-17.5) and 25-54 men soared (7.1-14.2)."



Bill McCown

McCown felt the station had limited its audience in its dance-leaning phase by neglecting certain records. He drew a valuable lesson from his experience: "If you're going to be mainstream CHR, then be family radio; appeal to everyone. In markets with more than one CHR you have to do some things to be different, but fragmenting your music isn't the answer. I don't see the niche stations working as successfully as they did a year ago when the concept was still fresh."

To McCown, there's a place on-air for records that don't necessarily

Borrowing Back From MTV

Remember MTV? You may have forgotten about it, but your listeners haven't; they're still avid viewers. MTV continues to break artists, and listeners are getting the majority of their artist and national concert information from it — functions CHR used to fulfill. CHR programmers could stand to bone up on their MTV.

"I watch MTV a lot," said WHYT/Detroit PD Rick Gillette. "It's aimed at the 12-20 suburban audience and exposes a lot of music radio doesn't. I tune in to see what MTV's top requested songs are every day and take note of the clips in heaviest rotation. In fact, MTV's early success with Depeche Mode, Kiss, and Young MC made me react. I have to admit, MTV makes me take a harder look at the value of some records."

Gillette believes CHR should reinstate artist/concert information. "Time just did a cover story on gossip, and artist information fits right in there. We need to do a better job in this area but we don't always know which artists to talk about. Often the song is far more important to the listener than the artist."

"MTV can have a huge impact on lower demos," acknowledged KKRZ/Portland PD Mark Capps. "If MTV has a clip in power rotation,



it's there for a reason and you'd better pay attention. MTV has a big effect on younger-end records; it also plays a lot of stuff we wouldn't.

"As far as concert information goes, it all depends on the artist and the impact on my target demographic. Depeche Mode was a sell-out before the concert was announced here. Even though the amount of tickets sold is such a small percentage of my cume, I couldn't deny a trend like that. I remember how many PDs were taken by surprise by U2."

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Are CHR's Too Selective?

Continued from Page 58

ly generate big sales or strong callouts. "Callouts are useful to point out when a record is burning, but [WANS] leaned on them too heavily in the past and missed its true direction." McCown dropped the callout program while at WANS and relied more on his gut. He noted, "Even a record that you

"When everyone else in the market is narrowcasting, it's refreshing to hear a true mass appeal mix of the hits."

—Bill McCown

know will be a mid-chart hit may have some programming value.

"I don't understand not playing mass appeal hit records like Richard Marx, Warrant, Bad English, Alannah Myles, Phil Collins, B-52's, or Billy Joel in some kind of rotation. When everyone else in the market is narrowcasting, it's refreshing to hear a true mass appeal mix of the hits."

BITS

• **Radio Inspires Incredible Journey** — Lester Moreno Perez is the courageous 17-year-old who windsurfed from Cuba to Miami in a bid for freedom. (He covered 60 miles in ten hours before being picked up by a freighter near Key West.) When brought to Miami for processing, Perez told WPOW (Power 96)/Miami morning cohort **Maty Monford** about how he and his friends used to take Russian-made radios up into the hills and jam to Power 96. Wonder if Castro's been jammin' along too?

• **Trump Roast** — WYHY (Y107)/Nashville and Jacor sister WQJK/Jacksonville are offering listeners contemplating marriage the chance to be a "Trump For A Day." The winners will stay at New York's Trump Plaza (where they'll be given a prenuptial agreement) before flying the Trump Shuttle to Atlantic City to gamble in millionaire **Donald's** casino. They'll spend the rest of the honeymoon playing the board game "Trump." Rumor has it the prenup stipulates 9% of any winnings go back to Jacor.

MOTION

• **KMEL/San Francisco** names **KHVL/Sacramento** Promotions Director **Ken Kashan** to the same post.

• **Ricco Ollervidez** becomes **KSAQ/San Antonio** interim MD as **Kathie Romero** takes a promo post with **Enigma**.

KSFM (FM102)/Sacramento ups **AMD Andrea Pentrack** to MD . . . **Lee Ann Summers** joins **KLUC/Las Vegas** for late-nights, coming from afternoons at **KHOP/Modesto, CA** . . . **Alan The Mudman** has exited nights at **WMGM/Atlantic City** for middays at **crossstown Classic Rock WMID**. **Lucy St. James** has signed to middays at **WMGM**, but will still do weekends at **WEGX/Philadelphia** . . .

CHR



NEW KIDS DOWN THE STREET — As part of the hoopla surrounding *New Kids On The Block's* recent Austin performance, **KBTS (B93)** managed to get the thoroughfare in front of the concert site renamed the "B-93/New Kids Block." Seen hangin' tough is the station mascot.



LET'S GO FOR A DIP — **WINK/Fl. Myers, FL** morning maniacs **C. David Bennett (l)** and **Dave Alexander** celebrated Valentine's Day by taking a dip in a vat of chocolate stirred with candy sprinkles. As a symbol of their sacred bond of love, the duo handcuffed themselves together so the world could celebrate their moment.

Keith Miller moves from afternoons at **KHTY (Y97)/Santa Barbara** to overnights at **KSDO/San Diego**.

Former **Pirate MD Steve Hoffman** has accepted the VP/ Rock Alternative Radio post at **Hitmakers**. **Andrew McCullough** jumps the **Pirate** ship to do nights at **WMXZ/New Orleans** . . . **WAVA/Washington** night man **George McFly** is heading to **WBBM (B96)/Chicago**, leaving a choice shift open. Also at **WAVA**, overnighter **David Edgar** is upped to Production Director . . . **KPRR/EI Paso** promotes **MD Eli Molano** to PD and **Kay Varela** joins as morning cohort.

There's plenty of movin' and shakin' at **WKCI (KC101)/New Haven**: **Larry "Wormgear" Carlinger**, most recently at the **American Comedy Network**, is now AM cohort; **MD Tom Poleman**

adds PM drive chores; and AM producer **Kelly Nash** takes nights . . . **WWFX/Bangor, ME's** new PD, replacing **Todd Martin**, is **Dave Cooper** from **WGY-FM (99WGY)/Albany** . . . At **WKHI (99KHJ)/Ocean City, MD**, **Tony O Foxx** moves up to PM drive and **PD Hitman** needs a new overnighter. **T&R**s to 2301 Coastal Highway, Ocean City, MD 21842.

WZZU/Raleigh APD Jack Lawson rises to the vacant PD slot . . . Middayer **Steve McKay** is promoted to PD at **WSBG/Stroudsburg, PA**, succeeding **R.J. Narasavage**, now MD/afternoon driver . . . **KJOC (K106)/Beaumont, TX** has upped wake-up guy/Promotions Director **Jay Jeffries** to APD . . . Former **CKNX/Wingham, Ontario AMer Scott Clark** takes mid days at **CJMX/Sudbury**.

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Executive Producer: John McClain



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HARVEY KOJAN

AOR's Weekend Woes

A couple of years ago I asked a number of programmers to gaze into their crystal balls and divine future format trends. One of them, Saga Exec. VP/Group PD Steve Goldstein, predicted, "AORs will suffer weekend losses, and there will be a lot of talk about how to move audience into the weekend, especially for the upper demo AORs."

Well, my review of the fall Arbitron confirmed Goldstein's forecast: in the vast majority of cases, stations' weekend numbers significantly underperformed the rest of the dayparts — including nights.

The consensus among the programmers I spoke with is that part of the problem stems from the changing lives of AOR's upper demo core.

"Free time is at a premium," Goldstein explains. "We're in the era of catalog shopping, VCRs, sports, hobbies, and short vacations. That means there's less time to spend with the radio."

Harris Communications chief George Harris concurs: "Our audience just doesn't have the amount of time to sit around and listen to the radio on the weekend as they did way back when. Their use of radio has changed substantially."

'AC Phenomenon'

"It's the old AC phenomenon," notes WEBN/Cincinnati PD Tom Owens. "AC's always been plagued by poor nights and low weekends. It's been a 6am-7pm-driven product. And as AORs have become more 25+-reliant, they've experienced the same problems."

"As far as 7pm-midnight is concerned, it's clear that there's a greater percentage of 12-24s listening at night. So if you're not doing well 12-24, it's obvious your shares aren't going to be much to write home about. In fact, when I ran the

'The format's terrible in weekends. They've become a graveyard of parttimers and syndicated shows.'

— George Harris

numbers, I found that if WEBN got either a three or a ten share of 25-54 adults 7pm-midnight, the difference in our total week 12+ would mount to only a tenth of a point."

However, Harris says 25+ availability is much greater on Saturday and Sunday than it is on weeknight nights. "You have the same problem with weekend evenings, but Saturday 10am-3pm is typically the second-most-listened-to daypart of the entire week," he notes. The body count there is huge, and the 25+ share is not significantly less than it is Monday-Friday. The 12-24 audience is up in weekends,



George Harris

but the 25-54 drop off isn't nearly as dramatic as it is Monday-Friday, 7pm-midnight."

"Our potential Saturday morning audience is as big as ever," Harris says. "A lot of people work on Saturday. And those who don't still wake up early, especially if they have kids. The days of guys going out and getting drunk till 2am every week are over. Sure, we might do it once in a while. But people maintain similar schedules on weekends."

If there are still plenty of upper demos coming AOR on weekends, why are shares so low?

Problem Deserved

"In many cases we're getting what we deserve," Harris says. "The format's terrible on weekends. We're not giving them enough attention. They've become a graveyard of parttimers and syndicated shows. Most of the dayparts just aren't taken very seriously. The good old block parties, double shots, and A-to-Z stuff are just so worn out."

"The features just aren't special anymore, and the listeners perceive that," echoes Goldstein. "They've heard them for so long."

The jury on weekend specials is still out: some PDs swear by them, while others believe it's best to stick with regular programming seven days a week.

WTUE/Dayton PD Tom Carroll subscribes to the latter approach. "I like the station to be consistent," he explains. "I don't want to become a different station on the weekend. We do occasional specials, but certainly not to the degree other stations do."

"As fragmented as everything's getting, and with all the button-pushing going on, there's a real danger in playing a lot of songs in a row from a certain artist or era. I

looked at the Arbitron diaries, and I'm listed with my competition on the same line quite a bit. If people have other choices and you're tying up 30 minutes with special programming, somebody who doesn't like it is going to punch the button. Special programming generally doesn't include currents, and I happen to think currents are still very important to our format. You limit your artists, you limit your songs, and you start playing things that are really fringe. You end up playing music that you shouldn't be playing in the best interests of your station."

'A lot of people who do something every single weekend wind up with contrived, gratuitous 'specials' that only compromise the format's integrity.'

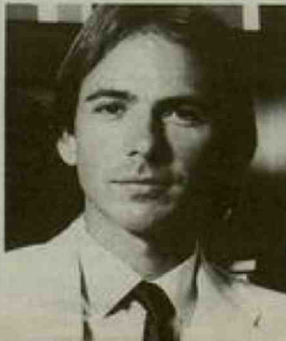
— Tom Owens

"It's a good idea to try to make the weekends special events," Owens advises. "If you can do that in creative ways that have a genuine opportunity of stimulating some additional listening, and if there is an opportunity to package some exciting promotional vehicles, it's valid."

"However, a lot of people seem to feel they've got to do something every single weekend and wind up with an awful lot of events that really aren't events — the kind of contrived, gratuitous 'specials' that only compromise the format's integrity. Sometimes you're better off making any musical adjustments you deem necessary and letting the regular format fly."

Consistency Stressed

Owens is one of many programmers who puts musical consistency above everything else. "We don't make many changes on the weekends," he says. "We don't lessen rotations on powers, or loosen gold restrictions, or play more spice



Tom Owens

Key Problems

- 25+ listeners have less free time
- Traditional features have burned
- Specials compromise format integrity
- Not enough time, effort devoted to weekends
- Parttimers less experienced, talented



Tom Carroll

product. We believe whatever puts points on the board for us at 5pm Thursday afternoon is probably the same thing that's going to work at 11am Saturday morning.

"With markets becoming so fragmented and competitive and everyone marching toward the universal three-share, continuity and consistency are increasingly critical. If you're talking about Mon-Fri 7pm-midnight, some dayparting, an additional night current category, or whatever stations might do to accelerate intensity probably makes sense given the reality of the available audience. But on weekends you don't have the demo mismatch, so making significant changes in the current competitive environment is a very risky move."

'It's been traditional to say, 'It's cool to play AC/DC at 10am on Saturday but not during the week.' I don't believe that anymore. A great record can be played at any time.'

— Tom Carroll

Carroll agrees: "Our weekend music used to be a lot different than what we played Monday-Friday. It was more wide-open and rockin'. Now, tempo and dayparting are almost identical seven days a week. If anything, I've probably applied weekend programming to weekdays. I've opened up a lot of things; we're not so heavily dayparted. A great record is a great record and can be played at any time. It's been traditional in this format to say, 'Okay, it's cool to play AC/DC at 10am on Saturday but it's not cool during the week. I don't believe that anymore."

All the programmers I spoke with believe musical consistency is the best policy. "I've seen absolutely nothing to suggest the music should be significantly different on the weekends," Goldstein says. "On the other hand, maybe that's part of the problem. But I don't know that rocking harder makes any sense. The dependability still has to be there. Sure, we take it up a bit on Friday and Saturday night. But beyond that I'm not comfortable giving the station a whole different feel on the weekends."

However, Goldstein does advocate special weekend programming. "We do mix it up with special weekends," he says. "That's an important part of a compelling station."



Steve Goldstein

Promotions Preferred

Rather than alter the music mix, Owens enhances weekends via promotions: "For example, this weekend we're doing the 'Frog's Free Film Festival,' giving away free movie tickets and rentals and registering people to win a trip to the Academy Awards. Next weekend we're doing the 'Rob Lowe Blow Weekend,' giving away tickets to his new movie and registering people to win a camcorder and a trip to Atlanta."

"Then there are the off-the-wall things you can do that don't really compromise the format that much. On Easter we do the 'Resurrection Weekend; classic acts that won't be back.' At tax time we do the 'H&R Block Party Weekend.'"

In addition to the promotional activity, EBN enhances weekends with appropriate liners. "You want to turn up the fun quotient on the weekend, because people have more time on their hands, are more relaxed, and are ready to enjoy themselves. So we tend to reflect that attitude by using more off-the-wall, character-building, left-of-center liners, drops, and positioning statements."

Some examples:
 "If you don't love us, we know your sister will." "Yeah, we have your children, but they're doing fine."
 "It's the weekend — lock up the sheep."

Harris says one of the challenges programmers face is coming up with effective ways to promote weekends: "The promotion during the week is really half the battle — getting people interested enough to actually say to themselves, 'I heard they were doing this and I really want to check it out.'"

"One of the things we've started to do recently is promote our weekends more like television," Goldstein says. "We're trying to package the entire weekend as opposed to individual shows. Instead of running five different promos and praying someone will hear all of them, we run one promo which mentions all the specials."

Parttime Problem

Even if a station makes a significant effort to strengthen weekend programming, most PDs are forced to do so with the second string. "To do a special weekend requires

"I've seen absolutely nothing to suggest the music should be significantly different on the weekends."

— Steve Goldstein

some jock prep, and your parttimers may not be as adept at pulling it off," Goldstein acknowledges. "Listeners are particularly shrewd in that regard: they can tell when the B-team is out there."

"If you've got a big Monday-Friday morning show that you use to cycle audience into middays, your Saturday morning show is not enough to move the audience around. Putting in a jock, rolling tunes, and maybe hitting a newscast twice an hour just isn't enough. Running a 'best of your regular morning show is better, but you're still at a major disadvantage. The audience is looking for more than that."

But it's a fact of life that many

personalities — especially those in major markets — don't work weekends. "We have very low turnover, so most of our personalities have worked their way contractually into a five-day week," Owens says. "That can be a liability as far as weekends are concerned. So I make sure we have fulltimers in the most important weekend day-parts (middays)."

If you think there are a lot more questions than answers as far as weekend programming is concerned, you're not alone. Goldstein candidly sums up the situation: "We're working on the problem, but we certainly haven't solved it — not even close."



SQUIRE SANDWICH — WKLP/Davenport, IA MD/middayer Malcolm Ryker (l) and Capitol's Bobby Bland (r) hang with Billy Squier backstage after a concert.

SEGUES

John Duncan fills the PD opening at WMAD/Madison . . . WMZ/Knoxville elevates Mike Stuart to APD . . . Brett Greene leaves KUNV/Las Vegas to join Geffen Records and is succeeded by Kevin Kew . . . Jan Larson replaces Gil Creel at WTUL/New Orleans . . . WKZQ/Myrtle Beach, SC ups Clay Stanley to MD . . . KNCN/Corpus Christi's new PD is Gary Winter, who joins from KFMX/Lubbock . . . KSQI/Ft. Collins, CO PD Darren Johnson returns to KATS/Yakima, WA to handle PD/afternoons; Dave Nelson adds APD duties . . . WKQQ/Lexington, KY promotes Tony Tilford to MD . . . KRZQ/Reno names Chris Payne AMD.

Former KLOS/Los Angeles and KRQR/San Francisco personality David Chaney, most recently at KCQR/Santa Barbara, surfaces at KOZZ/Reno to do weekends/swing . . . KJKJ/Grand Forks, ND hires John Flint for AM drive as Von Montana exits. Also at JJKJ, former KJJO/Minneapolis jock Kevin Horton replaces Sheena Collins in overnights . . . WGCX/Mobile welcomes Steven Bernard, Rene Belcher, and Phil Thomas . . . WRKI/Danbury evening rocker John Perry heads south to WAFX/Norfolk and is succeeded by Kim Ashley, who joins from WYNY/New York. Handling 10pm-2am

at WRKI is Lou Rizzo; Jim Clarke departs . . . KATT/Oklahoma City evening rocker Van Taylor takes mornings at WRXR/Augusta, GA . . . WZYC/Beaufort, NC taps Fred Allen for AM drive as Ben Ball segues to sales.

KKEG/Fayetteville fills its afternoon slot with Wes Jeffries . . . KKFM/Colorado Springs welcomes Kelly O'Shea from KDMG/Des Moines . . . KMJX/Little Rock night rocker/photo queen Casey Jones takes her smile to WGLF/Tallahassee to do 10pm-2am . . . WDIZ/Orlando Production Director John Rozzi travels north for parttime work at WDVE/Pittsburgh . . . KJJO/Minneapolis ups Colin Stone to middays . . . WBOS/Boston slides David O'Leary into PM drive . . . WGFV/Nashville morning cohost Paul Castro-nova now does mornings at WZRR/Birmingham with former KVET/Austin newscaster Roxanne . . . WEFX/Norwalk, CT's new evening personality is Joy Wolf.

KPGA/San Luis Obispo, CA changes calls to KWBR (The Bear) . . . WWGT/Portland, ME switches to Z-Rock under new calls WLPZ . . . WMMR/Philadelphia Promo Director/air talent Ray Koob plans to depart at month's end to seek another opportunity in radio or records. Reach him at (215) 441-8015.



BIG BUNCH — Giant's private showcase in Dallas lured the Lone Star state's finest; (l-r) then-KNCN/Corpus Christi PD Don Gilmore, Giant's Mark Oakley and Mike Brignardello, KLBN/Austin PD Jeff Carroll, Giant's Alan Pascua, KLOL/Houston MD Patty Martin, Giant's Dann Huff, world-renowned manager Rich Totolan, Giant's David Huff, and A&M's Sharon LaPere.

NOTE THESE IMPORTANT 4 LETTER WORDS:

- | | | | |
|------|------|------|------|
| Epic | Huge | Bill | John |
| Cash | Tour | Wise | Neal |
| Sale | Good | Next | Cain |
| Adds | ARBs | Rock | Rick |
| Play | AORs | F*ck | Deen |



BAD ENGLISH

"Heaven Is A 4 Letter Word"

However, here is the most important 4 letter word: _____

(Your call letters here)



SHARE AND CHER ALIKE — Cher shares a moment with Geffen guru Peter Napolitano and WNEW-FM/New York personality Carol Miller. The actor/singer/exercise maven recently completed a video for "Heart Of Stone."



WALT LOVE

Format Roundup

Although spring is only several days old, stations have already started to thaw out their promotional muscles. So this week I decided to sneak a peek at what's happening across the country.

In future columns I'll be writing about more creative promotion ideas on tap for the spring and summer. If you want to share what you're planning or discuss trends/issues you'd like to see covered, call (213-553-4330) or send me a fax (213-203-9763). Or you can drop me a line c/o R&R at the address listed below in the Picture This box.

Webb Spins Jazz In Japan



Ken "Spider" Webb, of WRKS (Kiss-FM)/New York's Wake Up Club, is making his radio presence felt in Japan. His syndicated "Jazz From The City" program, known there as "Select Jazz From The City," airs on 24 FMs countrywide. Webb spent a week in Tokyo co-hosting the Mt. Fuji Jazz Festival '89 with Blue Note. He's pictured with his translator and show co-host, Nedja, at a Tokyo radio station.

ACTION

WJLB/Detroit appoints crosstown /QBH's Fonda Thomas as MD.

1 WQQK/Nashville, Promotion Director Tony Rankin has been upped to sat. PD; Asst. MD Vic Clemmons is promoted to MD. KMJM/St. Louis production Director Dave Wynter has been named MD succeeding Greg Beasley, now fulltime director of the tetro Urban Dance Pool and of his own Street Kutts label. Beasley can be reached at (314) 997-7008. Former WPZZ (HOT96)/Indianapolis PD Ric Mychaels replaces Wynter as production Director.

WBLS/New York's Lawrence Gregory Jones joins KMJQ/Houston for teemoons. Chester L. Benton is

the new evening personality and "Night Moods" host at WMYK (WR94)/Norfolk. Dede McGuire leaves nights at KTFM/San Antonio for afternoons at K104/Dallas. WWZ (Z93)/Charleston taps Mikki Pencer for overnights/Public Affairs director, replacing Frank Stevens.

Rob Morris takes over the 7pm-10pm slot at WJMO/Cleveland.

The National Black Media Coalition is announcing its ninth annual Western Regional Media Conference will be hosted by the Bay Area Black Media Coalition at the San Francisco Hilton Tower, April 19-21. This year's theme: "Moving Into The '90s With Purpose."

Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits and mail to: Editor Walt Love, 1930 Century Park West, Los Angeles, CA 90067.

UC

URBAN CONTEMPORARY



POTENT LINEUP — WZAK/Cleveland's revamped on-air team features (l-r, standing) Bobby Rush (8pm-1am), PD/mornings Lynn Tolliver, Ralph Poole (Saturdays, 8am-2pm), Mike Love (noon-4pm), Jeff Charles (1-5:30am); (in front) Lankford Stevens (4-8pm), and Kim Johnson (9am-noon).



PARTY PEOPLE — Celebrating the release of his new album, "Just What I Like," Michael Cooper partied hearty with WPLZ (Magic 99)/Richmond-Petersburg staffers. Mugging for the camera were (l-r) Reprise's Tim Auston, Cooper, and WPLZ VP/GM Connie Balthrop and PD Maxx Myrick; (front) Reprise's Ike Crumley and (leaning backward) former WPLZ Promotion Director J.W.



PRACTICE MAKES PERFECT — Tabu/Epic artist Rhonda Clark demonstrates her vocal talents for WOZZ/Flint morning personality Dan Sims and his audience.



PROMOTING HERITAGE — Cheesing on a recent Earth, Wind & Fire promotional tour are (l-r) WVEE (V-103)/Atlanta MD/air personality Kenny Diamond, the band's Philip Bailey, WAOK/Atlanta PD Keith Pollard, the band's Maurice and Verdine White, and V-103 PD Mike Roberts. Partial proceeds from EW&F's inspiring single, which features the Boys, will go to Atlanta's King Center.

UC DATA BANK

Charting Black Affluence

The number of affluent (\$50,000+ annual income) black households rose by over half a million from 1967-1987, when it reached 764,000. Now nearly one in ten (9.5%) black households fits that financial profile. Like their mainstream counterparts, these two million+ black adults are relatively well-educated, middle-aged, and married property owners. Only one percent of blacks in the workforce makes over \$50,000 per year. But most of these households, like their white peers, boast more than one wage-earner. Inherited money is a less common factor: earnings and self-employment account for 94% of black affluence, compared to 86% of white wealth.

Geography marks the biggest split between wealthy blacks and their well-off counterparts. Half of the U.S.'s affluent blacks live in the South, compared to just 29% of well-to-do whites. Also, most wealthy blacks live in central metropolitan areas (56%), while 61% of affluent whites reside in the suburbs.

Source: American Demographics, November 1989.

The Winans

"IT'S TIME"

The New Single From The Album Return



Management: Barry Hankerson (The Midwest Group)

**URBAN CONTEMPORARY
MOST ADDED AGAIN!
50 UC REPORTERS INCLUDING:**

WRKS	K104	WOWI
WAMO	KHYS	WZAK
WKYS	WRNB	KPRS
	WYLD	

**PRODUCED BY TEDDY RILEY and BERNARD BELL
Co-Produced by THE WINANS**



© 1990 Quest Records



"They be
laughin' at
ya while
you're
crawlin'
on your
knees...
You better
wake up
and smell
the real
flavor
Cause 911
is a fake
life saver"

-911 IS A JOKE



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UC PICTURE PAGE



OCEAN SAILS THROUGH NORFOLK — Caribbean king Billy Ocean recently breezed into WMYK (Power 94)/Norfolk. Getting acquainted were (l-r) WMYK MD Frank Miller, Ocean, PD Kevin Brown, and RCA's Leroy Little.



EARTH, WIND & WIGO — Earth, Wind & Fire stormed through the South, touching down at WIGO/Atlanta. Catching up on the group's heritage were (l-r) WIGO personality Maurice Turk, EW&F's Maurice White, station MD Darryl Lassiter, EW&F's Philip Bailey and Verdine White.

UC DATA BANK

Equality Check

Not surprisingly, a disparity exists between whites and minorities over race relations in America. One nationwide poll finds that while almost six in ten whites believe blacks and other minorities have equal opportunity, fewer than 30% of both blacks and Hispanics hold that view.

Asked whether the nation has moved closer, stayed the same, or moved farther away from the concept of equal opportunity over the past 25 years, nine percent of whites see either no movement or greater distance, while 29% of blacks and 27% of Hispanics share this negative outlook. Looking to the future, 71% of blacks and 72% of whites agree equal opportunity in the U.S. is possible, compared to only 63% of Hispanics. Of those who say equality is possible, however, 86% of Hispanics say it will happen in their lifetime, compared to 54% of whites and 42% of blacks.

Source: Media General/AP Civil Rights Poll #21. For further information, contact Media General Research, at (804) 649-6785.



CHAMPAGNE STRAIGHT UP — Paula Abdul surprised WKYS/Washington PD Donnie Simpson with champagne and a birthday cake on the set of "Video Soul."



ALSTON DROPS IN — WDJY/Washington PD Bee Johnson (l) greets visiting Motown artist Gerald Alston.

LIFT EVERY VOICE AND SING

*A soul-stirring performance
from Melba Moore and
an all-star cast.*

On your desk March 26th.

Melba Moore,

Gerald Albright

Anita Baker

Bobby Brown

Teri Lynne Carrington

Karen Clark

The Clark Sisters

Howard Hewett

Freddie Jackson

Stephanie Mills

Jeffrey Osborne

Take 6

Dionne Warwick

BeBe & CeCe Winans

Stevie Wonder

*Narration by
Jesse Jackson*

...UNTIL JUSTICE ROLLS DOWN LIKE WATERS
AND RIGHTEOUSNESS LIKE A MIGHTY STREAM

MARTIN LUTHER KING, JR.

*Melba
Moore*

LIFT EVERY VOICE AND SING

*The first single and video from
Melba's forthcoming album:*

*Soul
Exposed*



Management: Hush Productions
Single produced by BeBe Winans

Artists appear courtesy of Arista Records, Inc.,
A&R Recording Corp., Elektra Entertainment,
MCA Records, Inc., Motown Records, L.P. Bopstar
Records, and Verve Records/Polygram Records, Inc.
© 1990 Capitol Records, Inc.

Capitol

"THROUGH THE TEST OF TIME"



Patti Austin

THE NEW SINGLE

From The GRP Debut Album
LOVE IS GONNA GETCHA

Produced by Dave Grusin



THE
DIGITAL MASTER
COMPANY



BRAD MESSER

CALENDAR

SOUNDING NATURAL ON-AIR

Dangle Your Participle

Banish the hyphens from your newsroom, and you'll get no argument from me. Real people in real conversations never say things like "famine-ridden Ethiopia" or "debt-plagued Redd Foxx." Communicators who want to sound natural have no business using hyphenated phrases.

Once a broadcaster has taken the time to learn English, he's faced with a choice: he can opt for formal, proper usage or talk like virtually everyone else. I vote for plain ol' everyday language. Let the English teachers fret. It gives them something to gripe about at conventions. When's the last time you heard a normal person refer to "embattled hotelier Leona Helmsley" or "scandal-ridden Rob Lowe"? You won't hear awkward phrasing like that on a bus or in line at McDonald's (on line for any New Yorkers out there), and it has no place in a newscast.

Won't the educated people in

your audience think you're ignorant if you use colloquial rather than textbook English? Yeah, they might. But that's a small price to pay. I consciously took an ego knock back there in the first paragraph when I incorrectly used "like" instead of "such as." Little tradeoffs are necessary to achieve informality.

Rowing Merrily Downstream

Not everyone feels this way. William Strunk and E.B. White gave exactly opposite advice in "The Elements of Style." They wrote:

"The language is perpetually in flux; it is a living stream, shifting, changing, receiving new strength from a thousand tributaries, losing old forms in the backwaters of time. To suggest that a young writer not swim in the mainstream of this turbulence would be foolish indeed, and such is not the intent of these cautionary remarks. The intent is to suggest that in choosing between the formal and the informal, the regular and the offbeat, the general and the special, the orthodox and the heretical, the beginner err on the side of conservatism, on the side of established usage."

Not me, boy. I'll split an infinitive or dangle a participle any old day. I would much rather have 100,000 ordinary people understand me clearly than get a letter of commendation from the oft-anguished, deeply frustrated English Teachers Club.

Falkland Islands War

MONDAY, APRIL 2 — The Falkland Islands were seized by Argentine troops in 1982. The UN Security Council demanded Argentina's withdrawal April 3. Britain dispatched a naval task force April 5 on the 8000-mile trip to the South Atlantic. Fighting lasted until mid-June when British forces prevailed. The army general who had been serving as president of Argentina resigned three days after the Falklands defeat.

Gorbachev visited Ireland in 1989. A record was set in 1984 when 16 men simultaneously rode the same bicycle. President Woodrow Wilson asked Congress to declare war on Germany in 1917, saying, "The world must be made safe for democracy." Florida was discovered and claimed for Spain by Ponce de Leon in 1513.

Birthdays: Emmylou Harris 43. Sir Alec Guinness 76. Buddy Ebsen 82.

Herrings In Oil

TUESDAY, APRIL 3 — The herring season was cancelled in Alaska in 1989 as oil continued to spread from the Exxon Valdez, ten days after it went aground (3/24) in Prince William Sound. The tanker was refloated April 5, the same day Capt. Joseph Hazelwood was jailed in lieu of \$1 million bail. He was released April 8 after another judge lowered the bail to \$25,000.

The cucumber slicing world record — 244 slices in 13.4 seconds from a foot-long cucumber — was accomplished in 1983. TV Guide was founded by Walter Annenberg in 1953 and reached a circulation of 1.5 million its first year. Anniversary of the Union Army occupation of Richmond, the former Confederate capital (125 years ago).

Birthdays: Eddie Murphy 29. Tony Orlando 48. Marsha Mason, Wayne Newton 48. Doris Day, Marlon Brando 66.

Gorby In Cuba

WEDNESDAY, APRIL 4 — In a speech before the Cuban National Assembly in 1989, Mikhail Gorbachev said the Soviet Union opposed "the export of revolution." He vowed the USSR would stop aiding Nicaragua if the U.S. would stop aiding other Central American nations. His reference to Nicaragua happened to fall on the fifth anniversary of an embarrassing vote in the UN (1984) to condemn the not-so-secret mining of Nicaraguan harbors by the CIA. The U.S. had vetoed that resolution.

Martin Luther King Jr. was murdered in Memphis in 1968. The NATO defense force was created in 1949. Minnesota's 24-hour snowfall record was set when 28 inches fell in 1933 at Pigeon River Bridge (4th-5th). Los Angeles was incorporated as a city in 1850.

Birthdays: Elmer Bernstein (composer) 68. John Cameron Swayze 84.

Poland First Red Domino

THURSDAY, APRIL 5 — In 1989 Poland became the first red domino to fall. The government approved open elections, with candidates to include noncommunists and independents. The Solidarity labor union was legalized and the Roman Catholic Church was recognized.

The boomerang record of 396 feet (throw, return, and catch) was set in 1986. A tornado killed six and hurt 300 at Vancouver, WA in 1972. Fran Phillips, the wife of a bush pilot, became the first woman at the North Pole in 1971. Julius and Ethel Rosenberg were sentenced to death in 1951 following their conviction on charges of spying for the Soviets.

Birthdays: Agnetha Faltskog (ABBA) 40. Max Gail 47. Eric Burdon (Animals) 49. Gregory Peck 74.

North Pole Expedition

FRIDAY, APRIL 6 — Adm. Robert Peary and his assistant Matthew Henson reached the North Pole in 1909, the first expedition to get there. Henson was black; his part in the achievement was generally underplayed by the press. In an attempt to partially compensate for that, on this date in 1988 Henson was publicly honored and his remains were reburied in Arlington National Cemetery.

Oliver North testified in 1989 that three superiors had ordered him to help the Contras. In 1936 a tornado killed 203 at Gainesville, GA. The U.S. declared war on Germany in 1917 (WWI). The modern Olympic Games began in 1896 at Athens, Greece.

Birthdays: John Ratzenberger ("Cheers") 43. Michelle Phillips 46. Merle Haggard 53. Andre Previn 61. Saturday (4/7): Tony Dorsett 36. John Oates (Hall & Oates) 42. Francis Ford Coppola 51. James Garner ("Rockford Files") 62.

Sunday (4/8): Julian Lennon 27. John Havlicek 50. John Gavin 62. Betty Ford 72.



MIKE KINOSHIAN

Nod Goes To Wink In Cincy Face-Off

A few years ago, Cincinnati's FM dial hosted a crowded AC race. Players included WLLT (W-Lite), WJOJ (Joy), WRRM (Warm 98), and WWNK (Wink). WLLT has switched to Classic Rock (WOFX) and WJOJ has flipped to NAC as WRBZ. When Wink and Warm faced off this fall, Warm blinked and Wink won.

"When we changed format [from Country] five years ago, people scratched their heads and wondered what we were doing," recounted former W-Lite programmer and current Wink PD C.C. Matthews. "It seemed the last thing this market needed was another AC. Warm was one of the original FM ACs in the country — its success invited a second competitor (W-Lite). Over time, we felt we could get right in the middle of that fight. As it turned out, we were right."

Matter Of Time

According to Matthews, this fall's flip-flop, in which WWNK overtook WRRM in various key demos (including 25-54), was not a direct result of a Wink positive or a Warm negative. "Things over the past three years finally caught up with us. Our 25-54 numbers were great, but we should have had them a year ago. Warm was built on one thing — music. The station was similar to KOST/Los Angeles because music is all it did."



C.C. Matthews

Cell-by-cell breakouts reflecting WWNK and WRRM's strength have fascinated and, in some cases, surprised Matthews. "We've beaten Warm 98 in 35-44s," he remarked. "We should be strong 25-34 and their strength should be 35-44. As it turns out, we're dominating 35-44. In music testing, we aim for 25-40 females; I understand the group Warm tests is 30-40."

Matthews noted further contrasts: "We're more of an alternative to Q102 (CHR WKRQ) than Warm is. Someone coming from a CHR would choose Wink first; we play more currents. Our libraries are probably close to the same size [about 600 records]. Warm's advantages are heritage and signal. They've been doing Soft Rock for ten years with a great signal."

Phrase That's Paid

A year ago, Wink kicked off a promotion campaign ("Phrase That Pays"), which Matthews believes has been a great benefit. "We make daily calls and ask people to name their favorite station. If they say, 'Wink 94.1, the better mix of lite rock with less talk and less repetition,' they win up to \$1000. Winning ACs are doing big promotions — it's not music that's making the difference."

Though the above "phrase" is a mouthful and must be recited verbatim, there haven't been any problems. "If someone just says 'Wink 94.1,' they don't get the money," Matthews pointed out. "That phrase is so well-known that people spit it out to us all the time. I

thought it was too much to remember, but our research said it wasn't. It's been perfect."

Despite this fall's victory, Matthews acknowledged Wink is far from winning the war. "[WRRM PD] Pat Holiday is a very good programmer, and [WRRM parent] Susquehanna is a fine radio group. With that kind of competition, we can't just sit back and take it easy. I'm sure Warm will do another direct mail piece, and we'll continue with the 'Phrase That Pays' and some television. It's hard to say what will happen this spring, but it should be close."

FACTS & FIGURES

Wink Eyes Victory

The following shows how WRRM (Warm 98) and WWNK (Wink) rank among the 25 signals which appeared in the fall book. The first column compares Arbitron 12+ fall '88/fall '89 figures, followed by 12+ rank comparisons and 12+ TSL (in minutes per day).

	12+ '88/'89	12+ Rank '88/'89	TSL '88/'89
WRRM	6.1/4.7	6/11	76/70
WWNK	5.6/5.7	8/7	75/73

After holding a 12+ 0.5 fall '88 advantage, Warm 98 slipped 1.4 and ended up trailing WWNK by a full share. WWNK's 0.1 12+ gain enabled it to move up one rank to #7. Both stations experienced minor TSL declines.

Here's how the two ranked from last fall to this fall in three major Arbitron demos. Book-to-book fluctuations are in parentheses.

	18-34	25-54	35-44
WRRM	5/7 (-2.2)	2/6 (-2.0)	5/5 (-1.1)
WWNK	4/4 (+0.4)	6/3 (+0.9)	8/7 (+0.1)

While WWNK didn't post huge increases in any of the three demos, it clearly defeated WRRM in the key 25-54 demo (WWNK's second consecutive book) and held its #4 position with 18-34s. Despite losing more than a full share, WRRM maintained its #5 35-64 ranking. Warm 98 posted its lowest showings in at least the past five books in those three demos.

- The Arbitron 12+ trend continued in Birch, as WRRM's 0.6 advantage last year (4.1-3.5) yielded to a WWNK win (6.4-4.8).
- In other Birch highlights, WWNK (#4) had a more than two-to-one lead over WRRM (#7) among 18-34s (9.4-4.4).
- Warm caught Wink in Birch's 25-54 demo, as the two tied for #6 with 7.6 showings.
- In its most encouraging performance, WRRM (#3) soundly defeated WWNK (#13) in 35-64 (7.7-3.7).

WRRM-ing To Adults

Cincinnati's one-time four-way format battle is now being waged by WWNK (Wink) and WRRM (Warm 98). According to Warm PD Pat Holiday, a fine line separates the two.

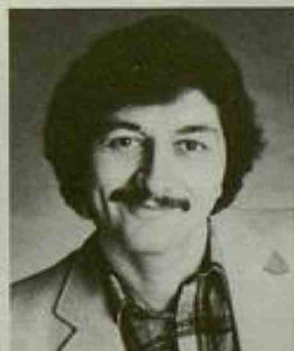
Holiday, who cohosts AM drive with Tom Walker, said, "Warm and Wink are virtually identical in terms of music, but we're the more 'adult' station. I don't think the average person could pick out music differences. However, regarding heritage, image, and presentation, we're more adult-oriented. With a station called 'Warm,' it's hard to be considered anything but adult."

Mirror, Mirror

Holidays also said WWNK frequently follows WRRM's musical lead. "If I added 30 songs that have never been played here, I know that within three days I'd hear those same 30 songs on Wink. They mirror us quickly. I don't mirror them; in fact, I don't listen to them that often. I'll tune in to see if they're running a new contest. We have a set agenda, and plow ahead with it. I can hear them react to us."

WWNK's primary on-air contest is a callout effort called the "Phrase That Pays." Holiday is skeptical about its effectiveness, claiming, "The phrase people have to say to win \$1000 is incredibly long and involved." (See separate WWNK story.)

Conversely, Warm 98's promotion involved direct mail. "People mail us back a coupon and we call their names on the morning show," Holiday reported. "The name is repeated throughout the morning, and the person has to call us by



Pat Holiday

9am to win up to \$1000. We've yet to have a day without a winner. People tend to call instantly — within ten minutes."

In "The Big Payoff," a promotion he carried over from his programming stretch at WLTI/Detroit, Holiday noted, "We play music in half-hour blocks all day. The station airs two four-minute breaks an hour at :22 and :52. We start a break, identify the first song, and at the end of the break we ask the tenth caller the name of the first song we played. The winner gets \$50. We play some spots, then turn around and do it again — all day long. It's very simple, very adult. People can tune in at any time and bail out whenever they want. It's not as involved as Wink's 'Phrase That Pays.'"

Warm 98 Music Monitor

10am

- PAUL YOUNG/Everytime You Go Away
- ANITA BAKER/Giving You The Best That I Got
- FLEETWOOD MAC/Say You Love Me
- GEORGE BENSON/Lady Love Me
- KENNY LOGGINS/This Is It
- L. RONSTADT M.A. NEVILLE/All My Life
- SUPREMES/Stop In The Name Of Love
- PETER CETERA/Next Time I Fall
- MICHAEL DAMIAN/Was It Nothing At All
- PERCY SLEDGE/When A Man Loves A Woman
- SIMPLY RED/You've Got It
- WHITNEY HOUSTON/How Will I Know
- PHIL COLLINS/You Can't Hurry Love
- STYLISTICS/You Are Everything
- DIRE STRAITS/Walk Of Life

And Lineup

- AM Drive: PD Pat Holiday & Tom Walker
- Midday: Ted Morrow
- PM Drive: Randy Stewart
- Early Evening: Tom Michaels
- Night: Johnny Williams ("Night Moves")
- Overnight: Pat Alexander

Wink Music Monitor

10am

- STEVE WINWOOD/Roll With It
- ELTON JOHN/Sacrifice
- SPANDAU BALLET/True
- SADAO WATANABE/Any Other Fool
- DIRE STRAITS/Walk Of Life
- L. RONSTADT M.A. NEVILLE/Don't Know Much
- MR. MISTER/Broken Wings
- LOU GRAMM/Just Between You & Me
- BREATHE/Hands To Heaven
- KATHY MATTEA/Where've You Been?
- STEVIE WONDER/Part Time Lover

And Lineup

- AM Drive: Shannon & Douglas
- Wink Breakfast Club
- Midday: Bobby Maxwell
- PM Drive: Chris O'Brian
- Evening: Asst. PD Steve Bender
- Overnight: Robin Stone



LON HELTON

PEOPLE & PROMOTIONS

A Little Somethin' For Everybody

This week we're out to prove that neither *Sports Illustrated* nor the R&R CHR section has anything on Country when it comes to cheesecake.

However, the Country section does seek to appeal to the prurient interest in all of its readers, regardless of sex — or species. Our motto is something for everybody.



SKI WATCH — WHYL/Carlisle, PA hit the slopes with its fourth annual Celebrity Bikin' Ski, which also featured sporting events like the "Most Daring Bikini" and "Most Embarrassing Female Wipeout." Chilling out are (l-r) station owner Lincoln Zeve, ski team member Ray Mitchell, OM/middayer Lee Adams, and ski teamer Kelly Wynings.



HOT DOG — KTCS FL Smith, AR OM Mark Harper (l) and PM driver Ken Conner find it's all they can do to "watch the birdie" while posing with the official spokesperson for the Oscar Meyer Wienmobile, Diane Peterson.

HAVE YOU HEARD

Moody Changes Name To Ishmael

In a press release issued last week, WPOC/Baltimore PD Bob Moody announced he's decided to change his name to Ishmael. The decision follows his being incorrectly identified in two major industry publications in the same week.

Expressing dismay at the apparent lack of recognition by people claiming to be his friends, Moody pointed out

that in the March issue of CMA's *Close-Up* magazine he was identified as "Bob Cole." He added, "That really hurts. After all, I'm on the damn board of directors."

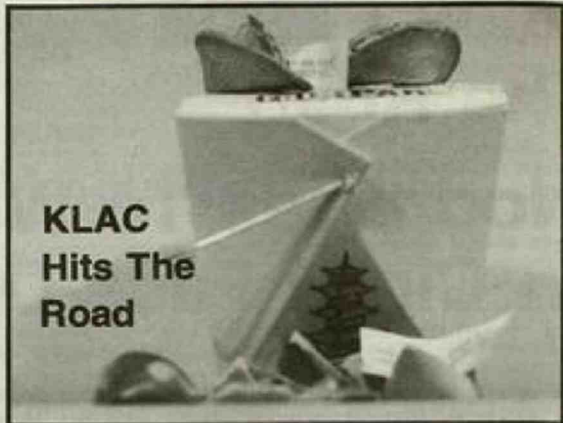
The press release went on to say, "Ironically, he (Moody) is pictured talking to R&R Country Editor Lon Helton. In the March 16 issue of that publication, Moody is identified in a

front page story as 'Frank Moody.'"

Moody said Helton "blamed his company's mistake on bad information from *Billboard*." Meanwhile, Helton denied ever speaking to anyone named Ishmael.

Despite the identity crisis, Moody is expected to retain his nom de aire of "Bubba Ray, the wild moose of the MegaHertz."

KLAC Hits The Road



KLAC & KZLA/Los Angeles sent out boxes of fortune cookies to announce that PD/morning man Stan Campbell would broadcast his KLAC morning show live from Hong Kong the week of March 19. The coming months will see the station hitting the road to stage remotes from Hawaii, Montreal, Quebec City, Saskatchewan, Utah, and Arizona.

KLAC & KZLA initiated the "Travel Theme" program in 1988, producing shows that feature a series of documentary-style infomercials. Broadcast for an entire month, the shows are complemented by weeklong remote broadcasts hosted by a KLAC personality. Thus far the itinerary has included visits to Ireland and Finland, in addition to numerous U.S. cities.



COOL SLIPPERS, J.J. — For our distaff readership, we present KBUL/Reno morning man J.J. Christy, who decided to call attention to the plight of the homeless by broadcasting from a shopping center parking lot in only his shorts and Garfield slippers. For two days he collected coats for the homeless, filling two dump trucks in the process.



DIFFERENT STROKES — And for those who find themselves looking for love in all the wrong places, there's this photo of WXYC/Harve de Grace, MD morning team member Richard Andre as he does his best to deliver as much milk as possible in 60 seconds. Andre says once you've had four, you never go back.

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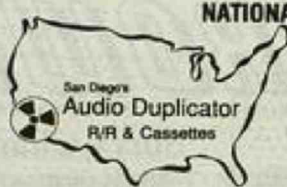
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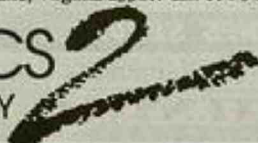
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SOUL

II

SOUL



**ONE WEEK
URBAN
CONTEMPORARY
*BREAKERS***

**#1 MOST ADDED
UC CHART:
DEBUT 39**



MARCH 23, 1990

WKS		WKS		LW		TW				Total	Heavy	Medium	Light
3	2	1	2	3	4	5	6			Reports/Adds			
		1						1	RANDY TRAVIS/Hard Rock Bottom Of Your Heart (WB)	188/0	172	13	3
		2						2	GARTH BROOKS/Not Counting You (Capitol)	188/1	169	18	1
		3						3	LORRIE MORGAN/Five Minutes (RCA)	188/1	165	21	2
		4						4	DON WILLIAMS/Just As Long As I Have You (RCA)	184/0	157	26	1
		5						5	ALAN JACKSON/Here In The Real World (Arista)	188/3	152	30	6
		6						6	MARY CHAPIN CARPENTER/Outtin' Time (Columbia)	185/0	138	36	11
		7						7	RONNIE MILSAP/Stranger Things Have Happened (RCA)	188/0	123	62	3
		8						8	DAN SEALS/Love On Arrival (Capitol)	186/1	119	64	3
		9						9	VINCE GILL with REBA McENTIRE/Oklahoma Swing (MCA)	178/1	116	49	13
		10						10	HANK WILLIAMS JR./Ain't Nobody's Business (WB/Curb)	186/3	78	82	26
		11						11	HIGHWAY 101/Walkin', Talkin', Cryin'... (WB)	184/1	62	109	13
		12						12	VERN GOSDIN/Right In The Wrong Direction (Columbia)	181/4	65	99	17
		13						13	TRAVIS TRITT/Help Me Hold On (WB)	184/2	30	144	10
		14						14	SHEMADOAH/See If I Care (Columbia)	183/5	34	127	22
		15						15	SWEETHEARTS OF THE RODEO/This Heart (Columbia)	165/1	44	87	34
		16						16	MAC McANALLY/Back Where I Come From (WB)	174/12	26	108	40
		17						17	PAUL OVERSTREET/Seen' My Father In Me (RCA)	130/0	71	41	18
		18						18	EARL THOMAS CONLEY/Bring Back Your Love To Me (RCA)	175/6	20	116	39
		19						19	KENTUCKY HEADHUNTERS/Dumas Walker (Mercury)	168/5	26	99	43
		20						20	LIONEL CARTWRIGHT/I Watched It On My Radio (MCA)	177/13	9	107	61
		21						21	KEITH WHITLEY/I'm Over You (RCA)	171/8	8	116	47
		22						22	RODNEY CROWELL/I Looks Could Kill (Columbia)	177/13	4	108	65
		23						23	JENNINGS, NELSON, CASH & KRISTOFFERSON/Silver Stallion (Columbia)	160/16	13	99	48
		24						24	CLINT BLACK/Walkin' Away (RCA)	179/17	7	95	77
		25						25	DOUG STONE/I'd Be Better Off (In A Pine Box) (Epic)	163/10	6	95	62
		26						26	SAWYER BROWN/Did It For Love (Capitol/Curb)	148/9	8	94	46
		27						27	PATTY LOVELESS/Chairs (MCA)	110/0	50	40	20
		28						28	ROBIN LEE/Black Velvet (Atlantic)	155/11	7	76	72
		29						29	RICKY VAN SHELTON/I've Cried My Last Tear For You (Columbia)	162/41	3	60	99
		30						30	STEVE WARINER/The Domino Theory (MCA)	158/21	2	72	84
		31						31	MARK COLLIE/Something With A Ring To It (MCA)	123/0	21	59	43
		32						32	EDDY RAVEN/Sooner Or Later (Capitol)	83/0	21	43	19
BREAKER		33						33	TANYA TUCKER/Walking Shoes (Capitol)	145/43	1	40	104
BREAKER		34						34	CHARLIE DANIELS BAND/Mister DJ (Epic)	122/15	4	57	61
		35						35	DESERT ROSE BAND/In Another Lifetime (MCA/Curb)	129/16	1	56	72
		36						36	DOLLY PARTON/Time For Me To Fly (Columbia)	92/0	7	64	21
BREAKER		37						37	LACY J. DALTON/Black Coffee (Capitol)	123/26	1	34	88
BREAKER		38						38	JUDDS/Guardian Angels (Curb/RCA)	114/50	0	23	91
		39						39	RESTLESS HEART/Fast Movin' Train (RCA)	58/0	15	28	15
		40						40	LEE ROY PARNELL/Crocodile Tears (Arista)	86/8	9	37	40
		41						41	PRAIRIE OYSTER/Goodbye... (RCA)	108/14	2	35	71
		42						42	JANN BROWNE/Tell Me Why (Curb)	52/0	22	18	12
		43						43	REBA McENTIRE/Little Girl (MCA)	55/0	12	28	15
		44						44	WILLIE NELSON/The Highway (Columbia)	85/12	2	26	57
		45						45	GLEN CAMPBELL/Walkin' In The Sun (Capitol)	86/7	2	32	52
		46						46	OAK RIDGE BOYS/No Matter How High (MCA)	47/0	22	12	13
		47						47	KATHY MATTEA/She Came From Fort Worth (Mercury)	76/69	1	11	64
		48						48	JO-EL SONNIER/The Scene Of The Crime (RCA)	73/4	0	25	48
		49						49	CANYON/Carryin' On (16th Avenue/Capitol)	56/11	0	13	43
		50						50	WILD ROSE/Go Down Swingin' (Capitol)	42/0	7	15	20

MOST ADDED

- KATHY MATTEA (69)
- JUDDS (50)
- EDDIE RABBITT (47)
- TANYA TUCKER (43)
- RICKY VAN SHELTON (41)
- FOSTER & LLOYD (38)
- SOUTHERN PACIFIC (34)
- CONWAY TWITTY (28)
- LACY J. DALTON (26)
- T. GRAHAM BROWN (23)

HOTTEST

- GARTH BROOKS (107)
- RANDY TRAVIS (102)
- ALAN JACKSON (94)
- LORRIE MORGAN (84)
- MARY CHAPIN CARPENTER (52)
- DAN SEALS (51)
- DON WILLIAMS (50)
- PAUL OVERSTREET (33)
- VINCE GILL w/REBA McENTIRE (27)
- RONNIE MILSAP (24)

NEW ARTISTS

- | | Reports/Adds |
|---|--------------|
| 1 PRAIRIE OYSTER/Goodbye... (RCA) | 108/14 |
| 2 LEE ROY PARNELL/Crocodile Tears (Arista) | 86/8 |
| 3 CANYON/Carryin' On (16th Ave./Cap.) | 56/11 |
| 4 SCOTT McQUAIN/Old Memory (Cap.) | 43/8 |
| 5 GEORGE FOX/Angelina (WB) | 35/9 |
| 6 KELLY WILLIS/I Don't Want... (MCA) | 32/15 |
| 7 SUSI BEATTY/Nobody Loves Me... (Starway) | 30/7 |
| 8 LES TAYLOR/Knowin' You Were... (Epic) | 24/21 |
| 9 JOE BARNHILL/Any Ole Time (Cap.) | 18/15 |
| 10 ANDI & BROWNS/What Part Of... (Doodknob) | 14/3 |

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

TANYA TUCKER

Walking Shoes (Capitol)

On 77% of reporting stations. Rotations: Heavy 1, Medium 40, Light 104, Total Adds 43 including WPOC, WHWK, WTCR, WXXK, WILQ, WKHX, KAYD, KLLL, KAJA, WUSQ, WUSN, KFKF, KZKX, KTPK, WDEZ, KIK-FM, KIZN, KKCS, KKAT, KSOP. Moves 42-33 on the Country chart.

CHARLIE DANIELS BAND

Mister DJ (Epic)

On 85% of reporting stations. Rotations: Heavy 4, Medium 57, Light 61, Total Adds 15 including WSNO, WMZQ, WILQ, WKAK, KLLL, WKYQ, WQDR, WCHY, WTNT, WBVE, WFMB, WDEZ, KKCS, KKAT, KLAN. Moves 46-42-38-34 on the Country chart.

LACY J. DALTON

Black Coffee (Capitol)

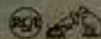
On 65% of reporting stations. Rotations: Heavy 1, Medium 34, Light 88, Total Adds 26 including WCAO, WQCB, WAJR, WXXK, WXTU, KEAN, KKRV, WSOC, WIVK, WOWW, KJNE, WBVE, WFMS, KZKX, WTSO, KEEY, KZSN, KFMS, KNEW, KSON. Moves 43-37 on the Country chart.

JUDDS

Guardian Angels (Curb/RCA)

On 61% of reporting stations. Rotations: Heavy 0, Medium 23, Light 91, Total Adds 50, WYAM, WCAO, WSNO, WAJR, WDSY, WWNC, KKIX, WKNN, WYYD, KLUR, WKKQ, WAXX, KCJB, KEEY, KZSN, KIZN, KVOC, KNIX, KSOP, KDRK. Debuts at number 38 on the Country chart.

CAN YOU SAY MATRACA?





NEW & ACTIVE

PRAIRIE OYSTER "Goodbye, So Long, Hello" (RCA) 108/14
LEE ROY PARNELL "Crocodile Tears" (Arista) 85/8
OLEN CAMPBELL "Walkin' In The Sun" (Capitol) 86/7
WILLIE NELSON "The Highway" (Columbia) 85/12
KATHY MATTEA "She Came From Fort Worth" (Mercury) 78/69
JO-EL SONNIER "The Scene Of The Crime" (RCA) 73/4
CANYON "Carryin' On" (16th Avenue/Capitol) 56/11

SIGNIFICANT ACTION

STATLER BROTHERS "Walking Heartache In Disguise" (Mercury) 55/2
DAVID LYNN JONES "Lonely Town" (Mercury) 52/8
EDDIE RABBITT "Ranlin' With The Wind" (Capitol) 48/47
BILLY HILL "Nickel To My Name" (Reprise) 45/5
SCOTT MCQUAIG "Old Memory" (Capitol) 43/8
T. GRAHAM BROWN "If You Could Only See Me Now" (Capitol) 42/23
SOUTHERN PACIFIC "I Go To Pieces" (WB) 40/34
FOSTER & LLOYD "Is It Love" (RCA) 39/36
GEORGE FOX "Angelina" (WB) 35/9
KELLY WILLIS "I Don't Want To Love You" (MCA) 32/15
JENNIFER McCARTER & McCARTERS "Better Be Home Soon" (WB) 31/2

SUSI BEATTY "Nobody Loves Me Like The Blues" (Starway) 30/1
CONWAY TWITTY "Fr To Be Tied Down" (MCA) 28/28
LES TAYLOR "Knowin' You Were Leavin'" (Epic) 24/21
JOHNNY LEE "Heart To Heart Talk" (Curb) 24/3
JOHNNY TILLOTSON "Bim Bam Boom" (Atlantic) 22/8
NEW RIDERS OF THE PURPLE SAGE "Keep On Keepin' On" (MU) 19/2
JOE BARNHILL "Any Ole Time" (Capitol) 18/15
GIRLS NEXT DOOR "Maybe You Wouldn't Be Missin'" (Atlantic) 17/16
BAILLIE & THE BOYS "Perfect" (RCA) 14/8
ANDI & THE BROWN SISTERS "What Part Of No Do'N You Understand" (Doorknob) 14/3
JOHNNY CASH "Farmer's Almanac" (Mercury) 12/9
WAYNE NEWTON "You Don't Know What You've Got" (Curb) 10/2
LARRY DEAN "Dime Cowboy Movies" (USA) 10/2
SONNIE GUITAR "Shame On The Moon" (Playback) 9/3
KARLA TAYLOR "A Mother's Love Is Gold" (Curb) 9/9

ALBUM TRACKS

Table with 2 columns: ARTIST/Song Title (Label) and Album Title. Includes entries like LORRIE MORGAN/He Talks To Me (RCA) Leave The Light On and GEORGE STRAIT/Hollywood Squares (MCA) Beyond The Blue Neon.



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New AC

ADDS & HOTS

<p>EAST</p> <p>P2 P3</p> <p>WASH DC ... WASH DC ... WASH DC ...</p>	<p>MIDWEST</p> <p>P1</p> <p>CHICAGO ... CHICAGO ... CHICAGO ...</p>	<p>WEST</p> <p>P1</p> <p>LOS ANGELES ... LOS ANGELES ... LOS ANGELES ...</p>
<p>SOUTH</p> <p>P1 P2</p> <p>MIAMI ... MIAMI ... MIAMI ...</p>	<p>ATLANTA ... ATLANTA ... ATLANTA ...</p>	<p>PHOENIX ... PHOENIX ... PHOENIX ...</p>

42 Current Reporters
36 Current Playlists
Called In A Frozen Playlist (3):
KBCO/Denver-Boilder
KEYV/Las Vegas
WLOQ/Orlando

Did Not Report, Playlist Frozen (4):
KTCC/Minnneapolis
Soundscapes
WAMX/Any Arbor
WOTB/Newsport
WLHT/Grand Rapids Is No Longer A NAC Reporter.

CONTEMPORARY JAZZ

ADDS & HOTS

<p>EAST</p> <p>P1 P3</p> <p>PHILADELPHIA ... PHILADELPHIA ... PHILADELPHIA ...</p>	<p>SOUTH</p> <p>P2 P3</p> <p>MEMPHIS ... MEMPHIS ... MEMPHIS ...</p>	<p>MIDWEST</p> <p>P1</p> <p>INDIANAPOLIS ... INDIANAPOLIS ... INDIANAPOLIS ...</p>	<p>WEST</p> <p>P1 P2</p> <p>PORTLAND ... PORTLAND ... PORTLAND ...</p>
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43 Current Reporters
39 Current Playlists

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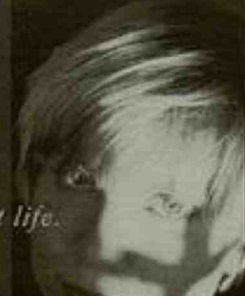
THE DEBUT ALBUM.

KQPT KWVS KEYV
WBZN KLTR KEZX
WGMC THE BREEZE
WXT WKRY KERA
KUNC KLCC WHRL

She has an unusual
way of looking at life.



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Called In A Frozen Playlist (2):
Coffee And Jazz
WSJE/Edwardsville
Did Not Report, Playlist Frozen (2):
WJZZ/Detroit

WCOO/New York Is No Longer A Contemporary Jazz Reporter.



NATIONAL AIRPLAY

3 2
WKS WKS LW TW

179 REPORTERS

MARCH 23, 1990

Reports/Adds Heavy Medium

DEBUT	1	ROBERT PLANT/Manic Nirvana (Es Paranza/Atlantic)
1	1	2 ERIC CLAPTON/Journeyman (Reprise)
9	5	3 DON HENLEY/The End Of The Innocence (Geffen)
6	5	4 MIDNIGHT OIL/Blue Sky Mining (Columbia)
—	8	5 DAMN YANKEES/Damn Yankees (WB)
2	2	6 AEROSMITH/Pump (Geffen)
10	6	7 SMITHEREENS/Smithereens 11 (Enigma/Capitol)*
12	7	8 CHRIS REA/The Road To Hell (Geffen)
20	18	11 VARIOUS ARTISTS/Pretty Woman
15	13	10 RUSH/Presto (Atlantic)
5	4	11 TOM PETTY/Full Moon Fever (MCA)
—	11	12 PETER WOLF/Up To No Good (MCA)
18	15	13 MOTLEY CRUE/Dr. Feelgood (Elektra)
21	19	14 TESLA/The Great Radio Controversy (Geffen)
24	22	15 BLACK CROWES/Shake Your Money Maker (Def American/Geffen)
23	20	16 PETER MURPHY/Deep (Beggars Banquet/RCA)
4	5	17 ROLLING STONES/Steel Wheels (Columbia)
7	10	18 KISS/Hot In The Shade (Mercury)
19	10	14 PHIL COLLINS...But Seriously (Atlantic)
22	21	20 LOU GRAMM/Long Hard Look (Atlantic)
—	30	21 NOTTING HILLBILLIES/Missing... Presumed Having A Good Time (WB)
8	12	22 ALANNAH MYLES/Alannah Myles (Atlantic)
34	32	23 GUN/Taking On The World (A&M)
32	30	24 POCO/Legacy (RCA)
31	25	25 MELISSA ETHERIDGE/Brave & Crazy (Island)
DEBUT	26	CHURCH/Gold Afternoon Fix (Arista)
1	9	27 WHITESNAKE/Slip Of The Tongue (Geffen)
38	35	28 SLAUGHTER/Stick It To Ya (Chrysalis)
DEBUT	29	LONDON QUIREBOYS/A Bit Of What You Fancy (Capitol)
37	36	30 BRITNY FOX/Boys In Heat (Columbia)
20	20	31 HAVANA BLACK/Indian Warrior (Capitol)
11	17	32 MICHAEL PENN/March (RCA)
18	14	22 WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)
36	33	34 NEIL YOUNG/Freedom (Reprise)
35	38	35 ROBIN TROWER/In The Line Of Fire (Atlantic)
—	40	36 TRAGICALLY HIP/Up To Here (MCA)
14	24	37 GREAT WHITE/Twice Shy (Capitol)
—	38	38 DAVE EDMUNDS/Closer To The Flame (Capitol)
DEBUT	39	GIANT/Last Of The Runaways (A&M)
DEBUT	40	DEL AMITRI/Waking Hours (A&M)

*Keeps a bullet due to continued growth

"Hurting" (173) "Dye" (40) "Big" (35)	175	/1	159	15
"No" (154) "Bad" (28) "Pretending" (6)	163	-/0	137+	24-
"Heart" (159) "How" (4) "New" (2)	160	+/3	140+	19-
"Blue" (163) "King" (12) "Forgotten" (5)	163	-/0	132+	28-
"Coming" (167) "Bad" (3) "High" (2)	167	+/6	91+	71-
"What" (125) "Monkey" (32) "F.I.N.E." (4)	148	-/5	120-	21+
"Blues" (146) "Girl" (10) "Yesterday" (4)	153	=/2	84+	63-
"Road" (139) "Texas" (1) "Your" (1)	139	-/0	90-	47-
"Life" (151) "Show" (1)	152	+/7	67+	77-
"Pass" (130) "Presto" (22) "Chain" (4)	138	+/2	49+	78-
"Face" (116) "Free" (2) "Yer" (1)	117	-/0	103-	12-
"99" (146) "Drive" (2) "Go" (2)	149	-/1	67-	73-
"Without" (142) "Kickstart" (2) "Slice" (1)	143	+/3	43+	88+
"Way" (131) "Love" (7) "Paradise" (1)	135	=/5	51+	69-
"Jealous" (149)	149	+/4	39+	83
"Cuts" (118) "Strange" (1)	118	+/10	41+	58+
"Almost" (77) "Hearts" (3) "Sad" (1)	81	-/0	67-	12-
"Forever" (111)	111	-/3	38-	61-
"Wish" (73) "Something" (5) "All" (2)	77	-/0	54-	21-
"True" (89) "I'll" (4) "Just" (1)	94	-/0	41-	52-
"Your" (109) "Will" (1)	109	+/11	28+	65+
"Black" (56) "Love" (4) "Still" (4)	69	-/2	49-	18+
"Better" (124)	124	+/4	12+	77+
"Nature" (100)	100	-/2	31+	52-
"Angels" (93) "Let" (2) "Can" (1)	95	+/2	25+	65-
"Metropolis" (99) "Monday" (1) "Essence" (1)	99	/12	22	60
"Deeper" (57) "Judgment" (4) "Kittens" (3)	65	-/1	41-	20-
"All" (108) "Burnin'" (1) "Fly" (1)	108	+/6	8+	69+
"7" (108)	108	/23	7	63
"Dream" (87) "Long" (1)	87	-/2	9+	52-
"Lone" (73)	73	-/0	15-	46-
"This" (33) "No" (32) "Brave" (1)	65	-/6	25-	29-
"Sometimes" (58)	58	-/0	25-	29-
"Crime" (67) "No" (7)	72	=/4	15-	48+
"Turn" (78) "Sea" (2) "Natural" (1)	81	-/0	6-	43-
"New" (72) "Boots" (4) "Blow" (1)	74	+/8	11+	36+
"House" (46)	46	-/0	29-	14-
"Closer" (66) "Everytime" (1) "King" (1)	67	+/6	12+	45+
"I'll" (67) "Innocent" (2)	69	+/18	7+	48+
"Kiss" (59) "This" (1) "Nothing" (1)	59	+/10	15+	32+

BREAKERS

- ROBERT PLANT**
Manic Nirvana (Es Paranza/Atlantic)
98% of our reporters on it.
- NOTTING HILLBILLIES**
Missing... Presumed Having A Good Time (WB)
61% of our reporters on it.
- LONDON QUIREBOYS**
A Bit Of What You Fancy (Capitol)
60% of our reporters on it.
- SLAUGHTER**
Stick It To Ya (Chrysalis)
60% of our reporters on it.

MICHAEL PENN

AOR DEBUT 58

NEW THIS WEEK:
WFBQ
KL0L
WKLS



WEZX
KDJK
KBAT
WROV
KRZQ
WZBH
AND MANY MORE!

CURRENTLY ON TOUR

Produced by Tony Berg
Management: Nick Wechsler & Assoc.



MOST ADDED

- ALICE COOPER (28)
- BATON ROUGE (25)
- LONDON QUIREBOYS (23)
- GIANT (18)
- BONHAM (16)
- L.A. GUNS (15)
- MISSION U.K. (13)
- CHURCH (12)
- JOE SATRIANI (12)

HOTTEST

- ROBERT PLANT (159)
- DON HENLEY (140)
- ERIC CLAPTON (137)
- MIDNIGHT OIL (132)
- AEROSMITH (120)
- TOM PETTY (103)
- DAMN YANKEES (91)
- CHRIS REA (90)
- SMITHEREENS (84)
- PRETTY WOMAN (67)

"THIS & THAT"

The Black Crowes

PUMP IT HEAVY!



"Jealous Again"

Retail Explosion

Over 100,000 Records Sold In 3 Weeks!

MTV

Hot New Video
Stress Rotation
(Over 4 Plays Every Day!)

Aerosmith's Joe Perry-

"My Favorite New Band. . . Can't Wait To See Them Live!"

AOR Track **15**

Album Network
Power Cuts **11**



AOR TRACKS

NATIONAL AIRPLAY

179 REPORTERS

3 2
WKS WKS LW TW

	Reports/Adds	Heavy	Medium	
7 1	1 ROBERT PLANT/The Hurting Kind (Es Paranza/Atlantic)	173 -/0	158 +	14 -
4 3	2 DON HENLEY/The Heart Of The Matter (Geffen)	159 +/3	140 +	18 -
2 2	3 MIDNIGHT OIL/Blue Sky Mine (Columbia)	163 -/0	132 +	28 -
6 6	4 ERIC CLAPTON/No Alibis (Reprise)	154 -/2	119 +	33 -
26 8	5 DAMN YANKEES/Coming Of Age (WB)	167 +/6	91 +	71 -
DEBUT	6 HEART/All I Wanna Do Is Make Love To You (Capitol)	154 /153	66	85
1 1 5	7 AEROSMITH/What It Takes (Geffen)	125 -/0	116 -	8 -
13 12 10	8 SMITHEREENS/Blues Before And After (Enigma/Capitol)	146 -/2	77 +	64 -
9 8 7	9 CHRIS REA/The Road To Hell (Geffen)	139 -/0	90 -	47 -
29 16 11	10 ROBERT PALMER/Life In Detail (EMI)	151 +/7	67 +	77 -
3 3 4	11 TOM PETTY/A Face In The Crowd (MCA)	116 -/0	102 -	12 -
16 10 9	12 PETER WOLF/99 Worlds (MCA)	146 -/1	67 -	70 -
20 15 13	13 MOTLEY CRUE/Without You (Elektra)	142 +/3	42 +	85 -
21 19 14	14 TESLA/The Way It Is (Geffen)	131 +/5	50 +	67 -
23 22 16	15 BLACK CROWES/Jalous Agains (Def American/Geffen)	149 +/4	39 +	83 -
27 24 18	16 RUSH/The Pass (Atlantic)	130 +/4	40 +	79 -
34 32 24	17 PETER MURPHY/Cuts You Up (Beggars Banquet/RCA)	118 +/10	41 +	57 +
19 17 17	18 KISS/Forever (Mercury)	111 -/3	38 -	61 -
2 5 12	19 ROLLING STONES/Almost Hear You Sigh (Columbia)	77 -/0	64 -	11 -
36 35 27	20 NOTTING HILLBILLIES/Your Own Sweet Way (WB)	109 +/11	28 +	65 +
35 34 26	21 GUN/Better Days (A&M)	124 +/4	12 +	77 +
22 21 21	22 LOU GRAMM/True Blue Love (Atlantic)	89 -/0	39 -	49 -
31 30 25	23 POCO/The Nature Of Love (RCA)	100 -/2	31 +	52 -
32 29 28	24 MELISSA ETHERIDGE/The Angels (Island)	93 +/2	24 +	64 -
6 9 15	25 PHIL COLLINS/I Wish It Would Rain Down (Atlantic)	73 -/0	51 -	21 -
44 32	26 CHURCH/Metropolis (Arista)	99 +/12	22 +	60 +
38	27 JUDE COLE/Baby It's Tonight (Reprise)	110 +/32	9 +	74 +
40 36 29	28 SLAUGHTER/Up All Night (Chrysalis)	108 +/6	8 +	69 +
54 37	29 LONDON QUIREBOYS/7 O'Clock (Capitol)	108 +/23	7 +	63 +
39 37 34	30 BRITNY FOX/Dream On (Columbia)	87 -/2	9 +	52 -
7 14 22	31 ALANNAH MYLES/Black Velvet (Atlantic)	56 -/0	44 -	10 -
4 11 20	32 WHITESNAKE/The Deeper The Love (Geffen)	57 -/0	36 -	17 -
18 18 19	33 HAVANA BLACK/Lone Wolf (Capitol)	73 -/0	15 -	46 -
12 13 23	34 WARRANT/Sometimes She Cries (Columbia)	58 -/0	25 -	29 -
42 39 36	35 ROBIN TROWER/Turn The Volume Up (Atlantic)	78 -/0	6 -	41 -
49 43	36 NEIL YOUNG/Crime In The City (Reprise)	67 +/7	13 +	46 +
15 25 30	37 GREAT WHITE/House Of Broken Love (Capitol)	46 -/0	29 -	14 -
47 42 39	38 DAVE EDMUNDS/Closer To The Flame (Capitol)	66 +/6	12 +	44 +
59 49	39 GIANT/I'll See You In My Dreams (A&M)	67 +/18	7 +	46 +
50 46 44	40 TRAGICALLY HIP/New Orleans Is Sinking (MCA)	72 +/8	9 +	35 +
56 47	41 DEL AMITRI/Kiss This Thing Goodbye (A&M)	59 +/10	15 +	32 +
57	42 ALICE COOPER/Only My Heart Talking (Epic)	67 +/28	6 +	34 +
58 50 48	43 FASTER PUSSYCAT/House Of Pain (Elektra)	63 +/6	3 +	36 +
48 43 42	44 PAUL McCARTNEY/We Got Married (Capitol)	51 -/2	9 -	34 +
35 38 41	45 ERIC CLAPTON/Bad Love (Reprise)	28 -/0	23 -	3 -
54	46 RAINDOGS/I'm Not Scared (Atco)	63 +/11	2 -	32 +
DEBUT	47 ROBERT PLANT/Tie Dye On The Highway (Es Paranza/Atlantic)	40 /40	5	30
51	48 STEVIE RAY VAUGHAN & DOUBLE...Wall Of Denial (Epic)	50 +/11	7 +	30 +
24 27 35	49 ENUFF Z'NUFF/Fly High Michelle (Atco)	43 -/0	10 -	24 -
12 23 31	50 MICHAEL PENN/No Myth (RCA)	32 -/0	17 -	11 -
55	51 COREY HART/A Little Love (EMI)	51 +/7	5 +	34 +
58	52 MISSION U.K./Deliverance (Mercury)	55 +/12	4 +	26 +
60	53 SINEAD O'CONNOR/Nothing Compares 2 U (Chrysalis)	31 +/9	13 +	15 +
17 23 45	54 CULT/Sweet Soul Sister (Sire/Reprise)	38 -/0	7 -	22 -
DEBUT	55 ROBERT PLANT/Big Love (Es Paranza/Atlantic)	35 /35	4	27
56	56 JONESES/Don't You Know (Atlantic)	52 -/2	3 +	26 +
DEBUT	57 ROBERT PLANT/I Cried (Es Paranza/Atlantic)	33 /33	5	24
DEBUT	58 MICHAEL PENN/This And That (RCA)	33 +/11	7 +	19 +
DEBUT	59 MICHAEL MONROE/Man With No Eyes (Mercury)	44 +/5	3 -	18 +
DEBUT	60 BATON ROUGE/Walks Like A Woman (Atlantic)	45 +/25	0 -	11 +

BREAKERS

HEART

All I Wanna Do Is Make Love To You (Capitol)

86% of our reporters on it.

JUDE COLE

Baby It's Tonight (Reprise)
61% of our reporters on it.

LONDON QUIREBOYS

7 O'Clock (Capitol)
60% of our reporters on it.

NOTTING HILLBILLIES

Your Own Sweet Way (WB)
61% of our reporters on it.

SLAUGHTER

Up All Night (Chrysalis)
60% of our reporters on it.

NEW ARTISTS

Reports

1	TRAGICALLY HIP/New Orleans Is Sinking (MCA)	72
2	FASTER PUSSYCAT/House Of Pain (Elektra)	63
	RAINDOGS/I'm Not Scared (Atco)	63
4	DEL AMITRI/Kiss This Thing Goodbye (A&M)	59
5	MISSION U.K./Deliverance (Mercury)	55
6	JONESES/Don't You Know (Atlantic)	52
7	BATON ROUGE/Walks Like A Woman (Atlantic)	45
8	MICHAEL MONROE/Man With No Eyes (Mercury)	44
9	L.A. GUNS/The Ballad Of Jayne (Vertigo/Polydor)	43
10	JESUS & MARY CHAIN/Head On (WB)	33
	XYZ/What Keeps Me Loving You (Enigma)	33
12	SINEAD O'CONNOR/Nothing Compares 2 U (Chrysalis)	31
13	DIVING FOR PEARLS/New Moon (Epic)	27
14	BABYLON A.D./Bang Go The Bells (Arista)	26
	ERIC JOHNSON/High Landrons (Capitol)	26
	STEVIE SALAS COLORCODE/The Harder They Come (Island)	26
17	LENNY KRAVITZ/I Build This Garden For Us (Virgin)	25
18	SALTY DOG/Come Along (Geffen)	23
19	SIGNAL/Does It Feel Like Love (EMI)	21
20	MR. BIG/Big Love (Atlantic)	18

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.

del Amitri

"Kiss This Thing Goodbye"



The first track from the new album waking hours

Track **41** On 59 AORs including
New Rock **16**

WBCN WXRT KUPD KSJO
WHJY KTCZ KZAP KISW
WLUP KBCO KRQR KXRX



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when you play it
say it

NATIONAL AIRPLAY.

LW	TW	
2	1	SINEAD O'CONNOR /I Do Not Want What I Haven't Got (Chrysalis)
3	2	MISSION U.K. /Carved In The Sand (Mercury)
1	3	MIDNIGHT OIL /Blue Sky Mining (Columbia)
5	4	CHURCH /Gold Afternoon Fix (Arista)
4	5	PETER MURPHY /Deep (Beggars Banquet/RCA)
7	6	DEPECHE MODE /Violator (Sire/Reprise)
6	7	BELOVED /Happiness (Atlantic)
11	8	QINGD BOINGO /When The Lights Go Out (track) (MCA)
9	9	HOUSE OF LOVE /House Of Love (Fontana/Mercury)
10	10	RENEGADE SOUNDWAVE /Soundclash (Mute/Enigma)
8	11	THEY MIGHT BE GIANTS /Flood (Elektra)
13	12	RAVE-UPS /Chance (Epic)
14	13	BLUE NILE /Hats (A&M)
12	14	JESUS & MARY CHAIN /Automatic (WB)
20	15	VARIOUS ARTISTS /Pretty Woman (EMI)
17	16	DEL AMITRI /Waking Hours (A&M)
18	17	CREATURES /Boomerang (Geffen)
19	18	CRAMPS /Stay Sick (Enigma)
26	19	STONE ROSES /Stone Roses (Silvertone/RCA)
18	20	ADAM ANT /Manners & Physique (MCA)
21	21	JOHN WESLEY HARDING /Here Comes The Groom (Sire/Reprise)
24	22	SOCIAL DISTORTION /Let It Be Me (track) (Epic)
25	23	NINE INCH NAILS /Pretty Hate Machine (TVT)
22	24	BEAUTIFUL SOUTH /Welcome To The Beautiful South (Elektra)
23	25	ELECTRONIC /Getting Away With It (track) (WB)
27	26	EVERYTHING BUT THE GIRL /The Language Of Life (Atlantic)
28	27	TOAD THE WET SPROCKET /Pale (Abe's/Columbia)
29	28	COWBOY JUNKIES /The Caution Horses (RCA)
30	29	NASA /Insha-Allah (Sire/WB)
	30	RICHARD BARONE /Primal Dream (MCA)

DEBUT ▶

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
JOHNNY CLEGG BLUE AEROPLANES NITZER EBB PRETTY WOMAN LUKA BLOOM BEL CANTO LUSH KATE BUSH GUNBUNNIES	SINEAD O'CONNOR DEPECHE MODE MIDNIGHT OIL MISSION U.K. BELOVED	SINEAD O'CONNOR DEPECHE MODE THEY MIGHT BE GIANTS MIDNIGHT OIL BELOVED CRAMPS CHURCH PETER MURPHY

THE JEREMY DAYS

Make Your Days With These Tracks:

- "Rome Wasn't Built In A Day"
- "Julie Through The Blinds"
- "Brand New Toy"

HEAVY
KJQN

MEDIUM
WDRE, WHFS, WXVX, WHTG, WMDK,
KUKQ, KTCL, WRAS, KACV, WFIT

JUST IN!
91X, WBNY, KUNV, WRVU, WFNX

Not For A Rainy Day!
It Is Active And Happening Now!

Produced by Clive Langer & Alan Winstanley



MOST ADDED	HOTTEST	MOST REQUESTED
HEART/AB (153) ROBERT PLANT/Tie (40) ROBERT PLANT/Big (35) ROBERT PLANT/Cried (33) JUDE COLE/Baby (32) ALICE COOPER/Only (28) ROBERT PLANT/Nirvana (27) BATON ROUGE/Walks (25) LONDON QUIREBOYS/7 (23) GIANT/See (18)	R. PLANT/Hurling (158) DON HENLEY/Heart (140) MIDNIGHT OIL/Blue (132) ERIC CLAPTON/No (119) AEROSMITH/What (116) TOM PETTY/Face (102) DAMN YANKEES/Coming (91) CHRIS REA/Road (90) SMITHEREENS/Blues (77) PETER WOLF/99 (67)	ROBERT PLANT/Hurling (76) DAMN YANKEES/Coming (62) MOTLEY CRUE/Without (38) AEROSMITH/What (31) MIDNIGHT OIL/Blue (26) CHRIS REA/Road (22) TESLA/Way (22) SLAUGHTER/Up (17) BLACK CROWES/Jealous (14) DON HENLEY/Heart (14) SMITHEREENS/Blues (14)

NEW & ACTIVE

L.A. GUNS "The Ballad Of Jayne" (Vertigo/Polydor) 43/15 (28/24)

Adds including WSHH, WRF, KROR, WPKX, WDMA, WPLR, WROV, WONE, KQDS, KMDD, Heavy 1: WLRS, Medium 18 including WQFM, WEZL, WRFX, KKEG, WDMF, WLAV, KICT, WNCJ, KRQZ, WQTR.

JOE SATRIANI "I Believe" (Relativity) 35/15 (19/16)

Adds including WBCN, WKLS, WQFM, KTCZ, WFOK, KBAT, WBLM, KFMX, KWHL, KCHV, Heavy 2: KUPD, WZLN, Medium 24 including WKRT, WMMS, KBCO, WDMA, KNKN, KJJO, KZRR, KLO, WKGB, KQWB.

XYZ "What Keeps Me Loving You" (Enigma) 33/4 (29/10)

Adds: KSHH, KAZY, KDKJ, WPKX, Heavy 2: WYYY, KZDQ, Medium 10 including KISS, WQFM, WDMF, WLRS, WKLP, WAZU, WKQZ, KRQZ, KFMQ.

AEROSMITH "Monkey On My Back" (Geffen) 32/15 (17/11)

Adds including WQVE, WLWQ, WAQX, KNKN, WRKX, WYYY, WTKX, KQDS, WBA, KJOT, Heavy 3: KISS, WEZL, WGR, Medium 19 including CLO, WRF, KZAP, WZZO, WDMA, WHCN, WDMF, WROV, WLAV, KFMF.

MSG "This Is My Heart" (Capitol) 28/7 (24/8)

Adds: WRF, WDMF, WKQZ, KEZE, WPKX, KWHL, KCHV, Heavy 1: KISS, Medium 15 including KRQZ, WAPL, WLAV, KICT, WNCJ, KRQZ, WKGB, WGR, WQTR, KRQZ.

GEORGIA SATELLITES "Shake That Thing" (Elektra) 28/5 (24/6)

Adds: WKLS, KVIC, KRK, KRNA, WMAJ, Heavy 1: KZDQ, Medium 15 including KISS, KRQZ, KZAP, WDMA, WTPA, WTUE, KMDD, WNCJ, KMBY, KRQZ.

ROBERT PLANT "Nirvana" (Es Paranza/Atlantic) 27/27 (0/0)

Adds including WQZ, WYK, WAZU, KEZO, KICT, KZRR, KXBS, KOMP, KLPX, WKGB, Heavy 4: KLAQ, WDMF, WROV, WJOT, Medium 23 including WGR, CHOM, CLO, KISS, WBSN, KCON, KJJO, WRKX, WKQZ, WGR.

DIVING FOR PEARLS "New Moon" (Epic) 27/1 (26/7)

Adds: WYTR, Heavy 2: WTPA, KZDQ, Medium 12 including WYYY, WKLS, KCON, KBER, KKEG, WLRS, KRK, WOV, KKBB, KFMQ.

ERIC JOHNSON "High Landrons" (Capitol) 26/5 (20/18)

Adds: WBCN, KBAT, KMBY, KEZE, WZLN, Heavy 2: KLB, KLO, Medium 13 including WKLS, KTXD, KISS, KBCO, WAF, KNKN, KLAQ, KMXK, WYK, KJJO.

STEVIE SALAS COLORCODE "The Harder They Come" (Island) 26/2 (27/3)

Adds: KBPL, CFOX, Medium 16 including CLO, KISS, WYNY, KUPD, WDMA, WAZU, WLAV, KDKJ, KLPX, WKGR.

BILLY JOEL "The Downeaster (Alexa)" (Columbia) 23/9 (14/8)

Adds: WBAI, KTXQ, WMMS, WPLR, WPCJ, WRFX, WZL, KRQZ, KBOY, Heavy 5 including WYNY, WHCN, KDKB, WPKX, Medium 17 including WNEW, WZZO, WRK, WDMA, WKRR, WKDF, KBAT, WKGB, WZLN, KFMJ.

BONHAM "Bringing Me Down" (WTO) 21/16 (5/0)

Adds including KAZY, WPLR, WLAV, KEZO, KLO, WZBH, WZZO, KCHV, Medium 11 including WMMR, WKLS, KISS, WRF, WQFM, KBPL, KATT, KMDD, KICT, WNCJ.

KATRINA & THE WAVES with ERIC BURDON "We Gotta Get Out Of This Place" (SBK) 19/5 (16/11)

Adds: WMMS, WZLN, WPKX, KBOY, KCHV, Medium 8 including WTPA, WEZL, WQZ, KRQZ, KRQZ, KYTD, KFMJ.

NICK LOWE "You Get The Look I Like" (Reprise) 17/1 (17/4)

Adds: KRQZ, Medium 9 including WDMA, WEZL, WROV, WLAV, KRQZ, KZDQ, KQOR, KFMJ.

DELBERT McCLINTON "I'm With You" (Carb) 15/3 (13/1)

Adds: KZAP, KWIC, KCHV, Heavy 2: KLB, WPKX, Medium 9 including KLOL, KRCC, WSTZ, KBAT, WZLN, KRQZ, KBOY, KFMJ.

BONNIE RAITT "Have A Heart" (Capitol) 15/3 (12/1)

Adds: WBAI, WMMR, KCHV, Heavy 7 including WHCN, CHEZ, WPKX, KDKB, WWWW, WMAJ, Medium 6 including WPKX, WCCC, KRQZ, KQOR, KFMJ.

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.

CHR P1 PLAYLISTS

Y108
 Mark Baker
 MD: Dom Testa

1. 100% Pure
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Q106
 A Better Mix of Music
 KKLQ/San Diego
 PD: Garry Wall
 APD: Kevin Weatherly
 MD: Michelle Sambousoo

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Q105
 Portland
 VP-Programming: Jim Ryan
 APD: Steve Nagamura

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X-100
 KXXX /San Francisco
 PD: Dan O'Toole
 MD: Tim Watts

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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.

EAST

WPGC
 95.5 FM
 Washington, D.C.
 PD: Dave Ferguson
 MD: Abbie D

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WIOQ
 Philadelphia
 OM: Mark Descott
 APD: Ginny Scroggins
 MD: Glenn Kalina

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HOT 97 FM
 WOHT
 New York
 OM: Joel Salkowitz
 MD: Kevin McCabe

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SOUTH

POWER 96
 WPOW
 Miami
 VP-Programming: Bill Tanner
 APD: Funk E. Frank Wash
 MD: John Rodgers

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KJMZ
 Dallas
100.3 JAMZ
 PD: Eloy R.C. Smith
 APD: Tom Casey
 MD: Carolyn Robbins

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POWER 93
 KITY FM
 San Antonio
 PD: Rick Upton
 MD: Stephanie Gramm

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103.1 KTFM

San Antonio
 PD: Rick "Big Dog" Hayes

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MIDWEST

HOT 102.1
 WLUM /Milwaukee
 PD: Rick Thomas
 MD: Dana Lardon

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92X
 Columbus
 The New
 PD: Michael Hayes
 MD: Christy Roberts

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WEST

FM102
 Sacramento
 OM/APD: Brian White
 MD: Andrea Penaback

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99.1 KGGI
 Riverside
 PD: Larry Martino
 APD: Steve Craig
 MD: Harley Davidson

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PIRATE RADIO
 Los Angeles
 VP-Programming: Scott Shannon
 OM: Shadow Steele
 MD: Denise Lauren

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KMEL 106 FM

San Francisco
 PD: Keith Nafaly
 MD: Hosh Gureli

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Power 100 FM

Los Angeles
 PD: Jeff Wyatt
 APD: Al Tavera

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HOT 97.7

San Jose
 KHQT
 PD: Ken Richards
 APD: John Christian

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POWER 92 FM

Phoenix
 VP-Programming: Steve Smith
 APD: J.J. Morgan
 MD: Jim Morales

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Please note, frozen playlists are indicated with an "f" 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 100,000 and below.

256 REPORTS



AEROSMITH What It Takes (Geffen) LP: Pump

Chart Summary table for Aerosmith's 'What It Takes' showing regional and national performance.

Regional and National charts for Aerosmith's 'What It Takes'.

Chart Summary table for Aerosmith's 'What It Takes'.

Regional and National charts for Aerosmith's 'What It Takes'.

Chart Summary table for Aerosmith's 'What It Takes'.

Regional and National charts for Aerosmith's 'What It Takes'.

Chart Summary table for Aerosmith's 'What It Takes'.

Regional and National charts for Aerosmith's 'What It Takes'.

ADAM ANT Room At The Top (MCA) LP: Manners & Physique

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

Regional and National charts for Adam Ant's 'Room At The Top'.

Chart Summary table for Adam Ant's 'Room At The Top'.

BABYFACE Wimp Appeal (Solar/Epic) LP: Babyface

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

Regional and National charts for Babyface's 'Wimp Appeal'.

Chart Summary table for Babyface's 'Wimp Appeal'.

MICHAEL BOLTON How Can We Be Lovers (Columbia) LP: Soul Provider

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

Regional and National charts for Michael Bolton's 'How Can We Be Lovers'.

Chart Summary table for Michael Bolton's 'How Can We Be Lovers'.

C ALLOWAY I Wanna Be Rich (Solar/Epic) LP: At The Way

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

Regional and National charts for Alloway's 'I Wanna Be Rich'.

Chart Summary table for Alloway's 'I Wanna Be Rich'.

STEVIE B Love Me For Life (LMA) LP: In My Eyes

Chart Summary table for Stevie B's 'Love Me For Life'.

Regional and National charts for Stevie B's 'Love Me For Life'.

Chart Summary table for Stevie B's 'Love Me For Life'.

Regional and National charts for Stevie B's 'Love Me For Life'.

Chart Summary table for Stevie B's 'Love Me For Life'.

Regional and National charts for Stevie B's 'Love Me For Life'.

REGINA BELLE Make It Like It Was (Columbia) LP: Stay With Me

Chart Summary table for Regina Belle's 'Make It Like It Was'.

Regional and National charts for Regina Belle's 'Make It Like It Was'.

Chart Summary table for Regina Belle's 'Make It Like It Was'.

Regional and National charts for Regina Belle's 'Make It Like It Was'.

Chart Summary table for Regina Belle's 'Make It Like It Was'.

LAURA BRANIGAN Moonlight On Water (Atlantic) LP: Laura Branigan

Chart Summary table for Laura Branigan's 'Moonlight On Water'.

Regional and National charts for Laura Branigan's 'Moonlight On Water'.

Chart Summary table for Laura Branigan's 'Moonlight On Water'.

Regional and National charts for Laura Branigan's 'Moonlight On Water'.

CHER Heart Of Stone (Geffen) LP: Heart Of Stone

Chart Summary table for Cher's 'Heart Of Stone'.

Regional and National charts for Cher's 'Heart Of Stone'.

Chart Summary table for Cher's 'Heart Of Stone'.

Regional and National charts for Cher's 'Heart Of Stone'.

Chart Continued

Chart listing for Natalie Cole's 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Jane Child's 'Don't Want To Fall In Love (WB)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Taylor Dayne's 'Love Will Lead You Back (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Phil Collins Continued

Chart listing for Depeche Mode's 'Personal Jesus (Sire/Reprise)' LP. Includes regional, national, and chart summary data.

Chart listing for Exposé's 'Your Baby Never Looked... (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Taylor Dayne's 'Love Will Lead You Back (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Phil Collins Continued

Chart listing for Depeche Mode's 'Personal Jesus (Sire/Reprise)' LP. Includes regional, national, and chart summary data.

Chart listing for Exposé's 'Your Baby Never Looked... (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Taylor Dayne's 'Love Will Lead You Back (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Phil Collins Continued

Chart listing for Depeche Mode's 'Personal Jesus (Sire/Reprise)' LP. Includes regional, national, and chart summary data.

Chart listing for Exposé's 'Your Baby Never Looked... (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Taylor Dayne's 'Love Will Lead You Back (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Phil Collins Continued

Chart listing for Depeche Mode's 'Personal Jesus (Sire/Reprise)' LP. Includes regional, national, and chart summary data.

Chart listing for Exposé's 'Your Baby Never Looked... (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Taylor Dayne's 'Love Will Lead You Back (Arista)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

Chart listing for Phil Collins' 'Nasty Women Do (EM)' LP. Includes regional, national, and chart summary data.

G

GIANT
// See You In My Dreams (A&M)
LP: Last Of The Runaways
Total Reports 75 298

Regional Beach
N&A P1 234
P2 584
P3 584
Chart Summary
Pos P1 P2 P3 Tot

LOU GRAMM
True Blue Love (Atlantic)
LP: Long Hard Look
Total Reports 145 574

Regional Beach
N&A P1 234
P2 584
P3 584
Chart Summary
Pos P1 P2 P3 Tot

H

COREY HART
A Little Love (EM)
LP: Bang!
Total Reports 119 468

Regional Beach
N&A P1 324
P2 428
P3 728
Chart Summary
Pos P1 P2 P3 Tot

HEART
All I Wanna Do Is Make... (Capitol)
LP: Brigade
Total Reports 156 618

Regional Beach
N&A P1 428
P2 544
P3 874
Chart Summary
Pos P1 P2 P3 Tot

Heart Continued

Regional Beach
N&A P1 428
P2 544
P3 874
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 318
P2 934
P3 934
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 318
P2 934
P3 934
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 318
P2 934
P3 934
Chart Summary
Pos P1 P2 P3 Tot

K

KISS
Forever (Mercury)
LP: Hot In The Shade
Total Reports 302 794

Regional Beach
N&A P1 274
P2 794
P3 794
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 274
P2 794
P3 794
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 274
P2 794
P3 794
Chart Summary
Pos P1 P2 P3 Tot

L

LINEAR
Sending At My Love (Atlantic)
LP: Linear
Total Reports 31 348

Regional Beach
N&A P1 8
P2 348
P3 348
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 8
P2 348
P3 348
Chart Summary
Pos P1 P2 P3 Tot

Regional Beach
N&A P1 8
P2 348
P3 348
Chart Summary
Pos P1 P2 P3 Tot

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PARALLELS

ME LORAIN

Whole Wide World (RCA)
"True Love" ST
Total Reports 181 71A

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

M.C. Hammer Continued

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	0	0	0
6-15	17	16	6
16-40	15	14	11
41-100	0	0	0
Ch Adds	2	0	0
Ch Adds	1	0	0
TOTAL	43	33	181

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	0	0	0	0	0
6-15	17	16	6	0	0
16-40	15	14	11	0	0
41-100	0	0	0	0	0
Ch Adds	2	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	43	33	181	0	0

ALANNAH MYLES

Black Velvet (Atlantic)
LP: Alannah Myles
Total Reports 218 85A

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	17	13	7
6-15	13	7	10
16-40	5	4	1
41-100	0	0	0
Ch Adds	0	0	0
Ch Adds	1	0	0
TOTAL	54	39	218

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	17	13	7	0	0
6-15	13	7	10	0	0
16-40	5	4	1	0	0
41-100	0	0	0	0	0
Ch Adds	0	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	54	39	218	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0	0	0
2-5	17	13	7
6-15	13	7	10
16-40	5	4	1
41-100	0	0	0
Ch Adds	0	0	0
Ch Adds	1	0	0
TOTAL	54	39	218

Chart Summary					
Pos	1	2	3	4	5
1	0	0	0	0	0
2-5	17	13	7	0	0
6-15	13	7	10	0	0
16-40	5	4	1	0	0
41-100	0	0	0	0	0
Ch Adds	0	0	0	0	0
Ch Adds	1	0	0	0	0
TOTAL	54	39	218	0	0

Regional Search		Parallel Search	
Pos	1	2	3
1	0</		

SIGNIFICANT ACTION

Luther Vandross Continued

Chart listing for Luther Vandross with columns for album titles, weeks on chart, and peak positions. Includes albums like 'Dance with a Stranger' and 'Never Too Late'.

Wilson Phillips 'Hold On (SBK)' chart performance. Includes regional and national charts, and a 'BREAKER' chart.

Chart listing for various artists including '37' and 'BREAKER' charts. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Chart listing for 'WILSON PHILLIPS' and other artists. Includes album titles like 'Hold On' and 'The Power of Love'.

Section A: 'AFTER 7' by Ready or Not (Virgin). Chart listing for this album and other releases in the A section.

Section W: 'WILSON PHILLIPS' by Hold On (SBK). Chart listing for Wilson Phillips and other releases in the W section.

Section B: 'BASIA' by Cruising for Bruising (Epic). Chart listing for Basia and other releases in the B section.

Section P: 'P1', 'P2', 'P3' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section P: 'P1', 'P2', 'P3' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section BEE DEES: 'BEE DEES' by Bodyguard (WB). Chart listing for Bee Dees and other releases in the BEE DEES section.

Section BELOVED: 'BELOVED' by Hello (Atlantic). Chart listing for Beloved and other releases in the BELOVED section.

Section D: 'DIGITAL UNDERGROUND' by The Humpty Dance (Tommy Boy). Chart listing for Digital Underground and other releases in the D section.

Section E: 'ELECTRONIC' by Getting Away With It (Factory). Chart listing for Electronic and other releases in the E section.

Section BRITNY FOX: 'BRITNY FOX' by Dream On (Columbia). Chart listing for Britny Fox and other releases in the BRITNY FOX section.

Section BEATS INTERNATIONAL: 'BEATS INTERNATIONAL' by Dub Be Good To Me (Elektra). Chart listing for Beats International and other releases in the BEATS INTERNATIONAL section.

Section ACE FRENLEY: 'ACE FRENLEY' by Do Ya (Atlantic). Chart listing for Ace Frehley and other releases in the ACE FRENLEY section.

Section G: 'GORKY PARK' by Try To Find Me (Mercury). Chart listing for Gorky Park and other releases in the G section.

Section GREAT WHITE: 'GREAT WHITE' by House Of Broken Love (Capitol). Chart listing for Great White and other releases in the GREAT WHITE section.

Section HI TEK 3 EYA KID K: 'HI TEK 3 EYA KID K' by Spin The Wheel (SBK). Chart listing for Hi Tek 3 Eya Kid K and other releases in the HI TEK 3 EYA KID K section.

Section GRAYSON HUGH: 'GRAYSON HUGH' by How Bout Us (RCA). Chart listing for Grayson Hugh and other releases in the GRAYSON HUGH section.

Section KAOMA: 'KAOMA' by Lambdas (Epic). Chart listing for Kaoma and other releases in the KAOMA section.

Section INNER CITY: 'INNER CITY' by Watcha Gonna Do With My... (Virgin). Chart listing for Inner City and other releases in the INNER CITY section.

Section JANET JACKSON: 'JANET JACKSON' by Alright (A&M). Chart listing for Janet Jackson and other releases in the JANET JACKSON section.

Section JESUS & MARY CHAIN: 'JESUS & MARY CHAIN' by Head On (WB). Chart listing for Jesus & Mary Chain and other releases in the JESUS & MARY CHAIN section.

Section QUINCY JONES: 'QUINCY JONES' by Secret Garden (Qwest/WB). Chart listing for Quincy Jones and other releases in the QUINCY JONES section.

Section KAOMA: 'KAOMA' by Lambdas (Epic). Chart listing for Kaoma and other releases in the KAOMA section.

Section KAOMA: 'KAOMA' by Lambdas (Epic). Chart listing for Kaoma and other releases in the KAOMA section.

Section I: 'I' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section J: 'J' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.


Section K: 'K' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section K: 'K' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section K: 'K' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

Section K: 'K' chart listings for various artists. Includes album titles like 'The Power of Love' and 'I Wanna Dance with Somebody'.

WAS IT FUN OR JUST A BAD THING TO DO?



THE 4 OF US

**DRAG MY BAD
NAME DOWN**

THE FIRST SINGLE FROM THE DEBUT ALBUM, "SONGS FOR THE TEMPTED." CK 9625

GOING FOR ADDS MARCH 26 AND 27.
ON COLUMBIA.

Recorded in Rossmore Studios, Belfast, Northern Ireland. Produced by Mark Ford and The 4 of Us.

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NATIONAL AIRPLAY OVERVIEW

CHR

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Taylor Dayne, Alannah Myles, Jane Child, Phil Collins, Tommy Page, Janet Jackson, Lisa Stansfield, Madonna, Luther Vandross, Technotronic, Calloway, L. Ronstadt, Kiss, B-52's, Michael Bolton, Billy Joel, A'Me Lorrain, Motley Crue, Sinead O'Connor, Babyface, D Mob, Bad English, Michael Penna, Michelle No More Lies, Elton John, Don Henley, Cher, Seduction, Aerosmith, Paula Abdul, Roxette, Stevie Nicks, Lou Gramm, Sweet Sensation, Brat Pack, Richard Marx, Wilson Phillips, Warrant, Rod Stewart, Adam Ant.

URBAN CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Lisa Stansfield, Babyface, Miki Howard, Troop, Stephanie Mills, Gap Band, Alysia Williams, Dianne Reeves, Regina Belle, Maze, Mary Davis, Jermaine Jackson, Freddie Jackson, Randy Crawford, Howard Hewitt, Tyler Collins, Bell Biv DeVoe, Quincy Jones, Angela Winbush, Temptations, Good Girls, Randy & The Gypsies, Mantronix, Johnny Gill, M.C. Hammer, Body, Eric Gabre, G. Washington Jr., Barry White, Sharon Bryant, Technotronic, By All Means, Isley Brothers, Starpoint, Janet Jackson, Soul II Soul, En Vogue.

AOR TRACKS

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as R. Plant, Don Henley, Midnight Oil, Eric Clapton, Damyan Yankees, Heart, Aerosmith, Smithereens, Chris Rea, Robert Palmer, Tom Petty, Peter Wolf, Motley Crue, Tesla, Black Crowes, Rush, Peter Murphy, Kiss, Rolling Stones, Notting Hillbillies, Gun, Lou Gramm, Poco, Melissa Etheridge, Phil Collins, Church, Jude Cole, Slaughter, London Quireboys, Britny Fox, Alannah Myles, Whitesnake, Havana Black, Warrant, Robin Trower, Neil Young, Great White, Dave Edmunds, Giant, Tragically Hip.

N&A Pg. 110; Playlists Pg. 98; Parallels Pg. 103

New & Active, TOP 10 Recurrents Pg. 78

Complete TOP 60 Tracks Chart Pg. 93; LP Chart Pg. 91

ADULT CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Phil Collins, Bonnie Raitt, Tina Turner, Smokey Robinson, Michael Damian, Taylor Dayne, Alannah Myles, Bee Gees, Regina Belle, Michael Bolton, Janet Jackson, Basia, Don Henley, Grayson Hugh, L. Ronstadt, Billy Joel, Luther Vandross, Natalie Cole, Rod Stewart, K. Rogers & G. Knight, Little River Band, Lisa Stansfield, Tim Finn, Tears For Fears, Wilson Phillips, Sara Hickman, Julia Fordham, Madonna, Sinead O'Connor, Tommy Page.

NEW ROCK

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Sinead O'Connor, Mission U.K., Midnight Oil, Church, Peter Murphy, Depeche Mode, Beloved, Oingo Boingo, House Of Love, Renegade Soundwave.

NAC

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Julia Fordham, Everything But The Girl, Basia, Dennis Coffey, Richard Smith, Doug Cameron, Dotsero, Spencer Brewer, Final Notice, Don Grusin.

CONTEMPORARY JAZZ

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Gary Burton, Eddie Gomez, Matt Rollings, Courtney Pine, Bobby Watson, Harper Brothers, Dianne Reeves, Basia, Tony Guerrero, Maynard Ferguson.

COUNTRY

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Randy Travis, Garth Brooks, Lorrie Morgan, Don Williams, Alan Jackson, Mary Chapin Carpenter, Ronnie Milsap, Dan Seals, V. Gill, Hank Williams Jr., Highway 101, Vern Gossdin, Travis Tritt, Shenandoah, Sweethearts of the Rodeo, Mac McAnally, Paul Overstreet, Earl Thomas Conley, Kentucky Headhunters, Lionel Cartwright.

BREAKERS

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Tanya Tucker, Charlie Daniels Band, Lacy J. Dalton, Judos.

DEBUTS

Table with 4 columns: WKS, WKS, LW, TW. Lists artists and song titles such as Kathy Mattea, Jo-El Sonnier, Canyon.