

HITMAKERS®

ISSUE 622

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an exclusive
interview with

**BILL
PASHA**

Program Director
WAPE,
Jacksonville, Fl.

also in this issue:
exclusive
interviews with

**RICK
DOBBIS**

Executive VP and
General Manager
RCA Records

and

**EXPOSE'S
GIOIA**

At The Heart of Her Multi-Platinum Album

CHER

"HEART OF STONE"

The Title Track and New Single

The Follow-Up To
The Gold Singles
"If I Could Turn Back
Time" and "Just Like
Jesse James." From
the Multi-Platinum
Album Heart of Stone.



Produced by Peter Asher. Management: Bill Sammeth.



GEFFEN

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HITMAKERS®

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GEFFEN APPOINTS CAPPELLINI NAT'L PROMO DIRECTOR



GEORGE CAPPELLINI

George Cappellini has been appointed to the newly-created position of National Promotion Director for GEFEN Records, it was announced this week by GEFEN General Manager **Al Coury**.

Cappellini has been the label's Regional Promotion Director for the last three years, and he will remain based in Atlanta rather than move to GEFEN's Los Angeles headquarters. He will report to **Peter Napoliello**, GEFEN's National Top40 Promotion Director.

"At the rate GEFEN Records is expanding, George's appointment was imminent," said Napoliello. "His expertise will contribute to our continued success and growth in the '90s."

Prior to joining GEFEN in 1986, Cappellini was in artist management, first as Vice President of High Tide Management from 1977-1981, and then with his own

company, Ground Control Management. Among the artists whose careers he has guided were the Outlaws and Johnny Van Zandt.

"This is an exciting new challenge that I'm eager and ready to take," said Cappellini of his promotion. "I'm looking forward to working with our great field staff, and I'm thankful to be given this opportunity out of Atlanta."

Kabrich To Manage Y95; Quinn Resigns As PD

Randy Kabrich has joined KHYI (Y95) in Dallas as station manager, it was announced this week by Evergreen Media Corporation President **Scott Ginsburg**.

Kabrich, who built Q105 in Tampa into one of the top Mainstream stations in the country, announced in December he would be leaving the Edens Broadcasting-owned station to search for a company that would move him up the ladder from a PD position. He had spent five years at Q105, where he guided the station to a long string of number one ratings.

Kabrich took a hiatus from Q105 last summer, when he helped launch PIRATE RADIO in Los Angeles with Scott Shannon. After a brief stint with PIRATE as Operations Manager, he was recalled to Q105 after a competitor, JACOR Communications' WFLZ (Power Pig), hit the airwaves in September. Kabrich announced in December he was planning on leaving Q105 this month.

"After flying between Tampa and L.A. and transferring in terminal 3E of Dallas-Fort Worth airport, I decided it was better to make Dallas a permanent (See KABRICH page 17)

SMITH TO CONSULT KHQT FROM HOUSTON

WOODS GM AT NATIONWIDE'S KNRJ



CLANCY WOODS

Clancy Woods as G.M.

"It's obviously a very exciting opportunity," Woods told **HITMAKERS**. "Houston is a great market and we hear nothing but great things about the people at the station," he added.

Nationwide purchased KNRJ from Emmis Broadcasting last December, and since the purchase (See WOODS page 17)

Nationwide Communications has made its first management move at recently acquired KNRJ in Houston, bringing in KRQQ-Tucson General Manager

PALAGI NAMED OM AT D.C.'s Q107

Lorin Palagi has been named Operations Manager of Q107 (WRQX-FM) in Washington, D.C., it was announced recently by Q107 President and General Manager **Maureen Lesourd**.

Palagi started his career at Q107 in June of 1988 as Program Director. He will continue in the capacity of PD in addition to holding down OM responsibilities.

"In the time Lorin has been here, I've watched the station grow consistently in all the right places," stated Lesourd. "His dedication and commitment to win postures Q107 for great success."

Lane Promoted At SBK



KEN LANE

Ken Lane has been promoted to the position of Senior Director of National Singles Promotion for SBK Records, it was announced this week by SBK Senior Vice President of Promotion **Daniel Glass**.

Lane has been SBK's Director of National Singles Promotion since May of last year. He had held the same position at CHRYSALIS Records for a year prior to joining SBK, working closely with prominent artists (See LANE page 17)

Kid Leo To Head COLUMBIA's New Music Departments

Kid Leo, Vice President of Artist Development for COLUMBIA Records, will assume responsibility of the four newly created music departments at the label (Alternative, Dance, Jazz and Metal), it was announced recently by COLUMBIA President **Don Ienner**.

"Leo's continuing role in overseeing development of COLUMBIA recording artists' careers now takes on a unique dimension," said Ienner. "As a label that is totally committed to bringing all musical acts into the popular mainstream where they belong, we are confident that Leo's instincts will serve COLUMBIA well."

Complete announcements of the staffs for the label's new departments will be made in the weeks ahead.

Kid Leo joined COLUMBIA a year ago, following 15 years of service at Cleveland radio station WMMS.

Inside:

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BILL PASHA speaks from the GREAT APE in Jacksonville.....page 27

Expose's GIOIA tells us what we don't know about the sensational trio.....page 39

C
O
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WARRANT

"Sometimes She Cries"

HITMAKERS Mainstream Top40 Chart: 35-26
HITMAKERS Rock Top40 Chart: 5-3
 R&R Top40 Chart: 36-28*

200 Top40's With 15 New Including:

WPLJ	Add	WMJQ	Add#29	KDWB	18-15
KKBQ	Add	KBEQ	Deb#24	KXYQ	20-15 (H)
B94	Add	WKBQ	2-1 (H)	WZPL	25-20
WAVA	Add#28	PIRATE	8-5	KUBE	29-23
PRO-FM	Add#31	KXXR	10-6 (H)	KPLZ	29-26 (H)
KWOD	Add#29	WDFX	12-9 (H)	B104	30-27
WKSE	Add#30	WLOL	15-13	Q102	34-29



THE CHIMES

"1-2-3"

Mixed & Produced by Jazzie B and Nelloe Hooper for Silent Productions Ltd.

OVER 25 POWER HOUSE TOP 40's INCLUDING:

B96	Add#29	KSAQ	Add	FM102	Deb#30
KUBE	Add	WAPE	Add	WXKS	Deb#32
WIOQ	Add	KBOS	Add	KKMG	Deb#33
KOY	Add	KZFM	Add	KDON	29-24
KKFR	Add	KLUC	Add	BREAKING AT:	
KITY	Add#33	KPRR	Add	KMEL	
KTFM	Add	KZZB	Add	HOT97.7	

Billboard Dance Chart: 1*



HOOTERS

"Brother, Don't You Walk Away"

Taken from the Columbia Release: "Zig Zag" 45058 • Produced by Rick Chertoff • Co-Produced by Eric Bazilian and Rob Hyman

R&R AOR Track: 39*

OVER 20 STRONG OUT-OF-THE-BOX INCLUDING:

KXYQ	Add	KFMQ	Add	WOMP	Add
WAEB	Add	KFTZ	Add	WPFR	Add
KZZU	Add	KNIN	Add	ZFUN	Add
WGY	Add	KWTX	Add	WZYP	Add
JET-FM	Add	KYYY	Add	KQHT	Add
WYCR	Add	99.9KHI	Add	99KG	Add
G98	Add	WJMX	Add	KTUX	Add

When you
**PLAY IT,
SAY IT!**



MADONNA IN A BLOWOUT... #1 TOP ADDED! PAIGE, MICHEL'LE CONFIRMED NATIONAL BREAKOUTS... DITTO JOAN JETT and KISS!

MADONNA just keeps on rackin' 'em up, and this one leaves no doubt - 149 instant adds and a first week **HITMAKERS** National Breakout! There were four other NBs this week: **MICHEL'LE** with 117 active reports, **KEVIN PAIGE** with 115 reports and 38 new adds, **JOAN JETT** with 111 active and 61 new adds, and **KISS**, who check in with 101 active and 66 new adds. Congrats to ATCO and CHRYSALIS for breaking two of the hottest new acts of the '90s, and to EPIC and MERCURY for doing it again with two of the strongest acts of the '80s! It truly was a week for legends -past, present and future!

Elsewhere on the HOT list this week, ARISTA scores big with 82 adds-out-of-the-box for **LISA STANSFIELD**, while labelmate **TAYLOR DAYNE** rolls along with 72. **TECHNOTRONIC** is off to a FLYING start with 69 brand new adds, and the **BIZ MARKIE** buzz continues in a BIG WAY with 45 new adds and 81 active reports. **PHIL COLLINS** continues his reign over Top40 airwaves everywhere, scoring 43 new adds with his latest SMASH. And **BELINDA CARLISLE** is poised on the brink of National Breakout honors, grabbing 42 new adds this week to bring her total of active reports to 96.

MOST ADDED URBAN TOP40

LISA STANSFIELD "All Around The..." (ARISTA)
MADONNA "Keep It Together" (SIRE)
THE BRAT PACK "You're The Only..." (VEN/A&M)
TECHNOTRONIC "Get Up! (Before...)" (SBK)
THE CHIMES "1,2,3" (COLUMBIA)

MOST ADDED ROCK TOP40

FASTER PUSSYCAT "House Of Pain" (ELEK)
KISS "Forever" (MERCURY)
PETER DINKlage "More Ways..." (ATLANTIC)
ALANNAH MYLES "Black Velvet" (ATLANTIC)

MILLI, ABDUL, BROWN, NEW KIDS LEAD BABY BOOM AT AMERICAN MUSIC AWARDS

Youth ruled at the 17th Annual American Music Awards held at Los Angeles' Shrine Auditorium Monday night, with ARISTA Records pop/rappers **Milli Vanilli** copping three of the crystalline pyramids following a spectacular debut year.

Paula Abdul and **Bobby Brown**, two more youthful artists with highly successful debut albums, garnered two awards apiece, while **Janet Jackson**, a comparative music veteran on her second LP, also took home two awards. And perhaps the epitome of the year's youth movement, the **New Kids on the Block**, won for Best Pop/Rock Duo or Group and Best Pop/Rock Album.

Fab Morvan and **Rob Pilatus**, who make up Milli Vanilli, were honored as Best New Artist in both the Pop/Rock and Soul/R&B categories, as well as winning the award for Best Single, *Girl You Know It's True*. The natty duo celebrated their win onstage with a high-flying high five.

Abdul, who choreographed the dance sequences for the show, appropriately won the award for Best Dance Artist, as well as Best Female Vocalist, Pop/Rock.

Brown picked up Best Male Vocalist, Pop/Rock and Best Album; Soul/R&B, while Jackson grabbed Best Single in both the Soul/R&B and Dance categories for *Miss You Much*.

Guns N' Roses were also dual winners, taking Best Heavy Metal Artist and Album honors. Bandmember Slash also added to the band's "bad boy" image with a

few off-color remarks during his acceptance speech (the remarks were clipped from the tape-delayed version of the program shown on the west coast).

The most surprises came in the Soul/R&B category, where **Luther Vandross** topped Bobby Brown for Best Male Vocalist, and longtime soulsters **The O'Jays** won Best Duo or Group. **Anita Baker** took Best Female Vocalist.

In the Rap category, **M.C. Hammer** won Best Artist and Best Album, while **Young M.C.** took Best New Artist Honors.

CHARLOTTE'S WROQ GOES BANANAS

In one of the shrewdest marketing ploys to hit Pop Radio since the Power Pig razed Tampa Bay, WROQ, Charlotte, North Carolina's Rock Top40 stalwart, has switched to a mainstream Top40 format they are dubbing "Gorilla Radio," effectively plugging the hole left when WBCY went Adult Contemporary early last year.

Gorilla Radio Program Director **Randy Bliss** filled **HITMAKERS** in on the unique strategy, which included moving the WROQ call letters to the stations AM side, where they will carry the Z-Rock satellite network in hopes of holding on to the core rock audience they've developed over the past two years. "I talked to Lee Abrams at Z-Rock and he said the phones are blowing apart with calls from Charlotte since we signed on the new AM," said Bliss.

Where six months previously Charlotte was without a mainstream Top40 station, there are now two stations making that claim. WCKZ-FM, which had been a heavy Urban leaner until six months ago, has been moving gradually to a more mainstream approach, and Program Director **Mark Shands** indicates that this will remain the case. "We're still playing the hits, and we will continue to do so," Shands told **HITMAKERS**.

Bliss said that the changeover was "one of the best turnaround situations I've been involved in as far as execution." After announcing the move of WROQ to AM610, the FM aired Peter Gabriel's *Shock The Monkey* for 19 hours straight before the new station, which will adopt the call letters WZZG, hit the air.

"We settled on the Gorilla image because it was easy to market," said Bliss, who went on to describe the beginnings of their "Gorilla" warfare. Part of the "attack" on Charlotte included an invasion of gorillas in local malls and on college campuses handing out bananas with "Gorilla Radio" stickers where the brand-
(See WROQ page 19)

EMI, NBC SIGN MUSIC PACT

EMI Music Publishing and NBC will join forces to develop new music-related markets and enterprises, it was announced this week by **Charles Koppelman**, Chairman and CEO of EMI, and **Albert Spevak**, Vice President of Production and Marketing Business Affairs, NBC Productions, Inc.

Under the terms of the worldwide agreement, EMI will administer all of NBC's music publishing interests. EMI will also collaborate on various projects with NBC Productions, NBC News, and NBC Sports to create marketing opportunities for NBC-owned music and scores.

"EMI is the ideal partner with whom to develop our music-related interests," said Spevak. "We are very much excited about the prospects of reaching out into new markets with our program-derived music. The natural synergy between NBC and EMI offers a great chance to open new creative doors for our producers at NBC Productions, as well as in the News and Sports divisions."

NBC has recently scored with a series of crossover hits, including **Michael Damian's** rendition of the theme of *Saved By The Bell*, which will be the featured track on a CYPRESS Records pre-teen compilation
(See EMI-NBC page 19)

KEZLEY MADE MD AT PORTLAND'S Z100

Z100 (KKRZ) in Portland, Oregon has named night jock **Bill Kezley** as Music Director, effective immediately, it was announced this week.

Kezley has been an on-air personality at the station for nine months. Program Director **Mark Capps** said Kezley has earned the MD stripes.

"Bill was the first person I considered for the opening," Capps said. "He has been intimately involved with the station since he came to Portland almost a year ago, and he will make a great Music Director."

Capps said current MD **Connie Breeze** wants to "get off the phone so she can spend more time focusing on her show and her other interests."

Kezley said he was excited about taking on the new position, adding that he wasn't worried about the extra work involved in being MD and continuing to hold down his shift.

"Coming to this job is like going to take a walk in the park," Kezley told **HITMAKERS**. "And you never get sick of taking walks in the park."

Kezley pointed out that Z100 has just completed its best book in years, and he is "looking forward to keeping KKRZ the number one station in Portland."

Castagnola, Fried Get VIRGIN Sales Appointments

Jim Swindel, Senior Vice President and General Manager of VIRGIN Records, announced two appointments this week in VIRGIN's National Sales Department.

Joyce Castagnola has been appointed to the position of Director of National Sales, and **Diana Fried** has been appointed to Director of National Singles Sales.

Castagnola will direct VIRGIN's field sales staff and will interact with all WEA sales branches and national accounts. She joined VIRGIN in 1987 as West Coast Regional Sales Manager, and previously she was Director of Product Marketing for Warehouse Entertainment.

Fried will be responsible for all aspects of singles sales and distribution. She joined VIRGIN in 1987 as assistant to Swindel, and was made Sales Operations Manager. She was previously Swindel's assistant at ISLAND Records in New York.

A'ME LORAIN

**WE WANT TO TELL THE
WHOLE WIDE WORLD
ABOUT HER.**

"Whole Wide World." It's a fast-breaking single and the beginning of a fast-breaking career for this vivacious vocalist. She has a debut album coming soon and a hit that's happening right now in your part of the world:

EASTERN:

New York:
HOT97 31-28
Philadelphia:
WIOQ 13-12
Boston:
WXKS 28-20
Hartford:
WTIC 33-29

WESTERN:

Sacramento:
FM102 28-26
San Francisco:
KMEL 18-15
San Jose:
HOT97.7 26-23
Los Angeles:
PWR106 35-32
Phoenix:
KOY-FM D#28
KKFR 28-27
KZZP 30-26
San Diego:
KKLQ 22-19
Salt Lake City:
PWR94.9 19-15
Albuquerque:
KKSS 16-12
Oxnard:
KCAQ D#37
Honolulu:
KIKI 29-25

CENTRAL:

Chicago:
B96 25-21
Detroit:
WHYT On

SOUTHERN:

Houston:
KRBE On
KNRJ 29-26
San Antonio:
KITY 18-16
KTFM 27-25
Oklahoma City:
Z99 29-18
Memphis:
KMPZ D#30
Nashville:
Y107 D#30
El Paso:
KPRR 24-17
Augusta:
WBBQ D#40

Adds:

HOT102/Milwaukee
PRO-FM/Providence
WZOU/Boston
KS104/Denver
PWR99/Atlanta
WPLJ/New York

"Whole Wide World," written and produced by Elliot Wolff ("Straight Up").



QUINCY RECEIVES FRENCH LEGION OF HONOR



Quincy Jones has been awarded the French Legion of Honor for his contributions as a trumpeter, arranger and record producer to French music.

The medal was presented January 21 by Secretary of State for International Cultural Relations **Thierry de Beauce**, who called Jones "a man who reconciles the rhythms of rock, jazz and pop." Jones, who first went to France in 1953 at age 19 with Lionel Hampton's orchestra, has during his career collaborated with some of France's greatest artists, including **Jacques Brel**, **Michel Legrand** and **Charles Aznavour**.

In addition to his international recognition, Jones will also be the recipient of the Heritage Award, for outstanding career achievements, on March 14 at the Fourth Annual Soul Train Music Awards. Also at the Soul Train Awards, to be held at the Los Angeles

ARISTA FETES MILLI VANILLI AT HOLLYWOOD BASH

ARISTA Records President **Clive Davis** stood like a proud ringmaster on the finely oiled floor of The Palette in West Hollywood January 21. After a cursory introduction, the president gestured to a pair of figures standing quietly in the shadows. Suddenly the spotlight turned on its axis, and out of the darkness emerged dance icons **Milli Vanilli**, the guests of honor at a party to celebrate the incredible success of their six-times platinum album, **GIRL YOU KNOW IT'S TRUE**.

The people in Clive's corner have every right to gloat, for this gives ARISTA Records a bonafide superstar act with which to embrace the '90s. Just one look at the elan radiating from the freshly scrubbed faces of Fab Morvan and Rob Pilitus reveals the reason: Here is a finely tuned hit machine that blends equal parts ingenuity and fashion for a recipe that will keep ARISTA's accountants smiling for a long time.

To commemorate the ever-mounting sales figures, Davis bestowed four plaques on the Milli's that glittered with pristine elegance under the megawatt krieg lights. In addition to Clive, Rob and Fab, the fete was also attended by luminaries from all facets of the entertainment industry.

Among those in attendance were ARISTA artists **Jermaine Jackson**, and **Kenny G**, former *Dynasty* star **Catherine Oxenberg**, and last but not least, songwriter **Diane Warren**, who penned *Blame It On The Rain* for Milli Vanilli, and who also has Milli labelmate **Taylor Dayne's** new smash *Love Will Lead You Back* under her belt.

The party also drew radio personnel from around the country, and news crews from all over Los Angeles were there to record the bash. The extravaganza may have been held a day early, as the duo had even more to celebrate following their triple win at the American Music Awards the next night. But they may as well wait a few more weeks for their next party, as they are bound to rake in a few more accolades at this year's Grammy Awards.

Shrine Auditorium, **Arsenio Hall** will be presented with the Sammy Davis Jr. Award as one of 1989's most important and successful entertainers.

Jones follows previous Heritage Award recipients **Stevie Wonder**, **Gladys Knight & The Pips**, and **Michael Jackson**. Among Jones' career achievements being recognized: he has produced and/or co-produced several of the best selling albums in music history, including three Michael Jackson albums, and is celebrating 40 years as a leading arranger, musician, composer and producer in all forms of popular music. He has also accounted for numerous successful motion picture scores, as well as initiating *The Color Purple* as a motion picture project and serving as its producer.

Jones' latest project is his own new WARNER BROS. album, **BACK ON THE BLOCK**, which ingeniously combines performances by legendary stars associated with his jazz roots with performances by current R&B, Pop, Gospel and Rap music superstars. Soul Train Music Awards Producer **Don Cornelius** describes Jones' new album as "the privilege of a lifetime in listening pleasure and a qualitative masterpiece."

Arsenio Hall's accomplishments in 1989 as a television talk show host and executive producer were considerable. He led the *Arsenio Hall Show* from late-night obscurity against **Johnny Carson** and **David Letterman**, to what *Time* magazine recently described as "TV's liveliest melting pot and number one (in ratings) among the important under-35 audience."

Hall follows Michael Jackson, who received the first Sammy Davis Jr. Award at last year's Soul Train Music Awards.

"The Sammy Davis Jr. Award amounts to our Entertainer of the Year award," said Cornelius. "Just as Michael Jackson was our choice as 'Mr. 1988,' Arsenio Hall is unquestionably 'Mr. 1989.'"

Joel's "Fire" Turns Into History Lesson

COLUMBIA recording artist **Billy Joel's** number one single from his recent **STORM FRONT LP**, *We Didn't Start the Fire*, has ignited listeners' imaginations around the world, turning into a phenomenon with a life far beyond the songwriter's original intentions. In a unique turnabout, the song has jumped off the turntable and entered the classroom, as teachers and schoolchildren are showing enthusiastic response to its historic telescoping of people, places and events that have shaped our lives over the last 40 years.

Fifth-grade teacher **John Staehler** at Banta Elementary School in Menasha, Wisconsin thought it would be a good way to get his class interested in 20th century history. The students' excitement was immediate - each selected several items to do reports on, and a few even memorized the lyrics. As a result the class is being presented with a genuine RIAA platinum certification plaque.

"I think the letters I have gotten from teachers and students alike have been really encouraging," says Joel in a 10-minute conversation included on a special cassette of *We Didn't Start the Fire*. In conjunction with *Scholastic* magazine, some 40,000 copies of the cassette are being distributed to junior and senior high schools across the country. Joel discusses his impetus for writing the song, stemming from his love of history and long-standing desire to become a history teacher, as well as the obvious importance of students learning the lessons of past history.

"The song is sweeping radio as the season's most addictive and tongue-tripping singalong," wrote **Edna Gundersen** in *USA Today*: "Condensing 40 years of global history into a rapid-fire rap that kicks off with Harry Truman and winds up with cola wars, Billy recasts the *World Book* in musical Cliffs Notes."

ABDUL'S CHOREOGRAPHY GAINS NOTICE



It's been said that she exhibits that uncustomary mixture of star appeal and an insatiable thirst for fame. Such is the well-sculpted diva **Paula Abdul**: a star with few peers in today's dance rock idiom.

Okay, maybe **Madonna** would argue the point, but no matter how you look at it, Pretty Paula has come a long way since starting her career instructing flat-footed Laker girls on the fine points of synchronized butt waving.

Abdul's climb is a quintessential rags-to-riches saga; it's too bad Cecil B. DeMille isn't around to document the epic ascent. Now, with producers knocking on her door with ever-increasing regularity and a quintuple-platinum album in tow, she is having to upgrade her trophy cupboard once again with another accolade: the coveted Choreographer of the Year Award.

The trophy will be bestowed at the first annual American Dance Awards, scheduled for a January 19

taping. The show is heralded as the first to recognize the contributions of the world's most revered hoofers, including **Donald O'Connor**, **Cyd Charisse** and **Ann-Margaret**.

While things are warm under the glow of the spotlight for Abby at present, they only promise to grow even hotter. The news is out that she has been pegged by director **Oliver Stone** to assist frontman **Val Kilmer** in the fine points of dance and body language in Stone's upcoming film about the life of **Jim Morrison**. Kilmer has ventured down the rock path before, having portrayed a vocalist in the 1984 comedy, *Top Secret*. He did his own singing for the flick then, but Stone has not said whether Kilmer will follow suit in the Morrison movie. Heck, Abdul's so hot right now, maybe they'll shoot her full of testosterone and let her have a crack at it. After all, everything she's touched lately has turned to platinum (and then some).

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MADONNA



“KEEP IT TOGETHER”

**HITMAKERS #1 TOP ADDED WITH 149 ADDS!
A HITMAKERS NATIONAL BREAKOUT THIS WEEK !**

**Produced by Madonna and Stephen Bray
Additional Production and Remix by Shep Pettibone
From the multi-platinum album LIKE A PRAYER**

LUTHER VANDROSS: HITS WITH MORE THAN MOOD



Neil Diamond, Ludwig Van Beethoven, and Luther Vandross.

At first glance, the above list seems like an odd compendium of three unrelated figures in the annals of music. But to lovers of the gentler textures of life, there is a common strain - the rare ability to arouse passion in the human animal and stoke the fires of the soul.

The last observation is not just idle conjecture. Recently, a team of experts questioned a random group of people to determine what music they listened to most frequently when making love. These three musicians - though radically different conceptually and spiritually - were mentioned above all others. And while Vandross may have placed third in the hearts of those polled, in other more tangible areas he stands alone. For example, he broke the house record at one of London's most celebrated venues, Wembley Arena, in the spring of 1989, selling out ten consecutive nights.

"I'm gearing up to begin my world tour and we're starting out at Wembley Arena," Vandross said in an interview with **HITMAKERS** January 19, a few weeks prior to hitting the road in support of his hugely successful EPIC album, THE BEST OF LUTHER

VANDROSS. THE BEST OF LOVE. "I've been very fortunate at Wembley in the past."

In the past five years, Vandross' name has become synonymous with heart-stirring ballads that capture the imagination and that stir passion in members of both sexes all over the world. In his home port of America, however, Luther has never attained the stature that he has in other parts of the world, and the disparity frustrates and confuses him.

"My album is triple-platinum in England now and things are beginning to develop for me on mainland Europe as well," he says. "But in the states, people - and to a larger degree, the media - have lumped me into an exclusively Soul/R&B category. Fortunately, the diligent efforts of the people at EPIC are finally beginning to pay dividends. I'm beginning to break free of that stereotype, and it's been a long time coming."

At long last, people outside Urban radio are waking up to Luther's music, and he is beginning to break through to an even greater audience. Top40 programmers are warming up to the universal allure of the man's pastoral melodies, and a bridge across the void is now under construction.

It's been a long and laborious road to the top for Vandross, who started out his musical career in a most inconspicuous manner: hawking Juicy Fruit gum and singing behind curtains. Luther credits an old schoolmate with starting the ball rolling.

"My high school buddy, Carlos Alomar, got a gig playing guitar for David Bowie, and I used to tag along to the studio to check things out," he recalled. "Once, just messing around to kill the boredom, I did some harmonizing on one of the songs and didn't realize that David was standing behind me. I guess he liked my voice, because he asked me to come on tour with him. Things really started happening after that."

Luther sang on Bowie's YOUNG AMERICANS album, and when word of mouth spread that David had a new silver-throated warbler in his camp, other celebrities began calling. One of those was Bette Midler.

"I sang in her backup band as one of the 'Four Harlots' and spent most of my time on stage behind a curtain," says Vandross. "I had a problem with my waistline, you see."

The Midler connection brought other impresarios inquiring of the singer's services. During a session with the Divine Miss M., a jingle writer caught Luther's sonorous baritone, thus beginning a profitable two-year stretch selling everything from chewing gum to soda. All this time Luther dreamed of a recording career, and after hoarding enough cash, he invested the lot into a six-song demo.

"The first batch was passed on by every major company, including EPIC," remembers the well-disposed Luther V. "But Larkin Arnold, who was V.P. in charge of R&B at the label, gave me a lot of encouragement and told me to make sure EPIC got the first right of refusal on the next batch. So about six months later I brought in a fresh master tape and they loved it. I really owe a lot to Larkin."

Vandross' track record at EPIC has been exemplary. Since his first crossover hit, Til My Baby Comes Home, things have been rosy at the label; now if he could only duplicate his Urban/R&B achievements in the Top40 column. The success of THE BEST OF LUTHER VANDROSS. THE BEST OF LOVE confirms that the elusive prize is at long last in Luther's sights.

"I'm not that esoteric," he states resolutely. "I feel that the only thing that has kept me from breaking out of this pigeonhole is a lack of exposure on the Pop side of the charts. I'm glad that this seems to be happening, although all I can do as an artist is continue to make music that comes from my heart and hope for the best. That's all any entertainer can do - if he wants to be at peace with himself."

HM

THIRTEEN INDUCTED INTO ROCK HALL CEREMONY TO "STAY IN NEW YORK....FOR NOW"

Thirteen of the greatest names in music history were inducted into the Rock 'n Roll Hall of Fame at the Hall's fifth annual awards ceremony, held January 17 at New York's Waldorf-Astoria Hotel. But the inductees weren't the only major topic of conversation at this year's affair, as rumors surfaced that the ceremony may be moved to Los Angeles within the next three years.

Ahmet Ertegun, Chairman of the Board of Directors of the Rock 'n Roll Hall of Fame, alluded to the possible move during a conversation with reporters before the banquet. Responding to a question about conceivably holding the ceremony someday in Cleveland - the eventual site of the Hall of Fame - Ertegun said, "The induction ceremony will remain in New York. . . at least so far." Ertegun said that the only other plausible host city would be Los Angeles, because of the concentration of record companies which support the event.

"An event like this is an industry event," said Ertegun. "These are expensive tables which raise a lot of money for the foundation, and the event has to be supported by record companies. New York and Los Angeles are where all the record companies are." The hint was substantiated by board member Bill Graham, who admitted that such a move is possible three years



Hall of Fame inductees Eddie and Brian Holland and Lamont Dozier, who wrote many of Diana Ross' songs, took a break to check out Diana's legs during the induction ceremonies.

down the road, and that it "has been in discussion."

Graham and Ertegun were among the Hall of Fame and record industry officials who joined over 1,000 celebrities and guests to honor the inductees: Ma Rainey, Charlie Christian, Louis Armstrong, Carole King and Gerry Goffin, Eddie and Brian Holland and Lamont Dozier, Hank Ballard, Bobby Darin, The Four Seasons, The Four Tops, The Kinks, The Platters, Simon & Garfunkel, and The Who.

The most touching moment of the evening came when singer/songwriter Hank Ballard (who wrote the original version of The Twist) broke into tears while accepting his award. He was remembering his late wife, Teresa, who died last October in an automobile accident, and he was unable to continue.

For the most part, however, the commentary during the evening was light and frivolous. One of the high points came when Bono, from the Irish group U2, (See **ROCK HALL OF FAME** page 19)



John Fogerty and Bruce Springsteen jam while Roger Daltrey and Graham Nash sing at the Rock 'n Roll Hall of Fame induction ceremonies

McAULEY SCHENKER GROUP



YOU WON'T FIND THIS ON ANY CHINESE MENU:

- #2 Most requested rock radio
- Top 5 Rock Radio - R&R/Album Network/M.M.R.
- Breaking Out MTV
- Rock 40 activity: **HITMAKERS: 46-38**
Album Network: 32-26
FMQB: 35-28*
- On tour with Great White

YOU DON'T HAVE TO BE AS SHARP AS CONFUCIOUS TO HEAR THIS HIT!

See what these wise men have to say:

"It makes my balls tingle!"

Marc Cruz/KXXR

"Great power ballad, distinctive vocals, big phones in one week."

Kathie Romero/KSAQ

"When we play *Anytime* the phones light up all the time."

Dan Kiley, Andy Hall/KDWZ

"A primo power ballad. This is a great solid record!"

Doug Sorensen/KATM

"After only 2 weeks into this project it's already getting good response & phone calls, so we had to move it up in rotation."

Rick McKenzie/WAAF

"One of our fastest requested so far in '90, *Anytime* is the right time and now is the right time for *Anytime* on radio!"

Tom Kelly/WVKZ

"With LZR & QFM airplay, MSG has a solid base in Milwaukee and top ten sales since it's release."
Randy Houser Mainstream Records, Milwaukee

when you play it, say it!



JOHN CHRISTIAN, MD at HOT97.7, San Jose sez, "A BIG congratulations to ATLANTIC Records for signing **LINEAR**, which means if you haven't played *Sending All My Love*, you will soon! Six weeks at #1...what more can I say? Also, **SKYY** *Real Love* (ATLANTIC) is a HUGE adult phone record! It should be one of the year's HOTTEST ballads! Lastly, **CALLOWAY** *I Wanna Be Rich* (SOLAR/EPIC) has that happy, snappy, fun sound that provides a good balance to our overall sound!"

MICHAEL NEWMAN, MD at ENERGY96.5, Houston sez, "ANYTHING BOX *Living In Oblivion* (EPIC) is #1 on our playlist and #1 in call out - this record is enormous! It's out this week domestically, so call your EPIC reps NOW! **JIVE BUNNY & THE MASTERMIXERS** *That's What I Like* (ATCO) is a GREAT followup! If you're a big *Hawaii Five-O* fan, you'll LOVE this! Add 'em, Danno! A local band, **THE HUNGER** have a Euro/New Order-ish song called *Never Again*, and it's good! Lastly, check out **SONIA** *You'll Never Stop Me From Loving You* (CHRYSALIS)! The French Kiss remix is AWESOME! CHRYSALIS Records might just do something with this one, so LOOK OUT!"

RUSS ALLEN, Asst. PD at WPGC, Washington, D.C. sez, "KEVIN PAIGE *Anything I Want* (CHRYSALIS) is a nice change of pace! Several versions are available to fit your format. **SEDUCTION** *Heartbeat* (VENDETTA/A&M) is definitely worth checking out! And **DAVID PEASTON** *We're All In This Together* (Geffen) has a good groove with a positive message!"

GUY BROUILLARD, MD at CKOI, Montreal sez, "Check out **MADONNA** *Keep It Together* (SIRE)! She takes a step back on this cut and the results are INCREDIBLE! Hooks galore and very mass appeal! Delicious! Also, **EDIE BRICKELL & NEW BOHEMIANS** *A Hard Rain's A Gonna Fall* (MCA) is sophisticated and powerful! This should get **EDIE** back in the foreground! *Born On The Fourth Of July* will help expose the song and it's the perfect combination of brains and imagery - SMASH! **PETER MURPHY** *Cuts You Up* (BEGGARS BANQUET/RCA) has magic! It has a hypnotic flavor and a dark undercurrent that nevertheless leaves you feeling refreshed and up! And **JOHNNY CLEGG & SAVUKA** *Cruel, Crazy, Beautiful World* (CAPITOL) has a world beat that is here to stay! A nice blend of different cultures and attitudes! He's HUGE here in Quebec and everywhere around the world. Wake up! This guy is a MONSTER!"

CHERYL BROZ, MD at KRBE, Houston sez, "Look up **STEPHEN "TIN TIN" DUFFY** *Kiss Me* (Import)! This is a song that we dug up from 1983 and it still sounds DYNAMITE today! And check out **A'ME LORAIN** *Whole Wide World* (RCA)! This record has all-daypart appeal and a strong identity that stands up to repeated listenings - very versatile! And don't miss **TAYLOR DAYNE** *Love Will Lead You Back* (ARISTA)! They can go to the bank with this one! Should go #1 in record time!"

RANDY IRWIN, MD at KUBE, Seattle sez, "U-KREW *If U Were Mine* (ENIGMA) is lighting up the phones! A great sounding record! Also, **LISA STANSFIELD** *All Around The World* (ARISTA) is a real mass appeal song...with balls! And check out **JANE CHILD** *I Don't Want To Fall In Love* (WARNER BROS.)! This is a great tune that's pulling excellent calls!"

BRIAN BRIDGMAN, MD at KIIS-FM, Los Angeles sez, "Check our **TOMMY PAGE** *I'll Be Your Everything* (SIRE/WARNER BROS.)!!! It is excellent! Number one in requests this week! **LISA STANSFIELD** *All Around The World* (ARISTA) is so smooth - I LOVE IT! **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK) looks like it'll be HUGE! And I'm beginning to believe in **LINEAR** *Sending All My Love* (ATLANTIC)!"

HOSH GURELI, MD at KMEL, San Francisco sez, "SMOKEY ROBINSON *Everything You Touch* (MOTOWN) is classic SMOKEY! This song is smooth! Also, check out **B.J. NELSON** *Evidence Of Love* (EMI)! It's been in rotation for the last two months, getting GREAT phones! And **TOMMY PAGE** backed by the **NEW KIDS ON THE BLOCK** *I'll Be Your Everything* (SIRE/WARNER BROS.) is already getting major market airplay! The vocals really bring this one HOME!"

JIM MORALES, MD at KKFR, Phoenix sez, "Our Assistant Music Director John Bennett did a superb edit on the House mix of **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK)! It's DYNAMITE! Also, find the import remix of **MILLI VANILLI** *All Or Nothing* (ARISTA) - it really gives the record a whole new edge! And check out the remix and House mix of **JANET JACKSON** *Escapade* (A&M)! They're OUTSTANDING!!!"

AL TAVERA, MD at POWER106, Los Angeles sez, "What a beauty! **TAYLOR DAYNE** *Love Will Lead You Back* (ARISTA) is a perfect adult reaction record! **STEVIE B.** *Love Me For Life* (LMR) is a HUGE reaction record! And lastly, **LEILA K. f/ ROB N' RAZ** *Got To Get* (ARISTA) picks up where Neneh Cherry left off!"

DENA YASNER, MD at KOY95, Phoenix sez, "Check out **MANTRONIX f/ WONDRESS** *Got To Have Your Love* (CAPITOL)! What a GREAT record! Definite potential! Also, **LISA STANSFIELD** *All Around The World* (ARISTA) is a perfect upper demo female record! And **DOUG LAZY** *Let The Rhythm Pump* (ATLANTIC) is very good. It's like D'Mob without the female vocals - Rap with a cool bass beat!"

LOUIS KAPLAN, PD/MD at Y107, Nashville sez, "A'ME LORAIN *Whole Wide World* (RCA) is going gangbusters after 5 p.m. for us! We're easing it into earlier dayparts and this is building into a round-the-clock, mass appeal BLOCKBUSTER!"

JIMMY STEAL, Asst. PD/MD at KEGL, Dallas sez, "One of my favorite records right now is *Head On* by **THE JESUS AND MARY CHAIN** (WARNER BROS.)! I won't say it's a Top40 smash, but if you listen to it you'll know it's as mass appeal as a Love And Rockets hit! Check it out!"

DALE O'BRIAN, PD at WKSI, Greensboro, NC sez, "Check out **VONDA SHEPARD** *Don't Cry Ilene* (REPRISE)! It's GREAT for us; she looks like Kim Basinger, plays the piano like Bruce Hornsby, and sings like a bird! **JIVE BUNNY & THE MASTERMIXERS** *That's What I Like* (ATCO) is a good reaction record - treat it like the first and it'll work well! And **ALANNAH MYLES** *Black Velvet* (ATLANTIC) is a KILLER! It might be helpful to pre-announce that this song is about Elvis Presley your listeners will pay closer attention to the lyrics!"

TOM POLEMAN, Asst. PD/MD at KC101, New Haven sez, "LEILA K. f/ ROB N' RAZ *Got To Get* (ARISTA) has definite SMASH potential! It's Neneh Cherry revisited, so if you haven't heard it yet, check it out! Also, the single edit of **MADONNA** *Keep It Together* (SIRE) is GREAT! It has a strong adult beat, almost like Soul II Soul. **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK) will be another MAJOR hit! They're HOT, so why not? And **THE BRAT PACK** *You're The Only Woman* (VENDETTA/A&M) is definitely worth a listen!"

KEVIN McCABE, MD at HOT97, New York sez, "Check out a brand new import by **JIMMY SUMMERVILLE** of The Communards called *You Make Me Feel Mighty Real*, a remake of the Sylvester classic! It has that pumping energy that really lifts the station up! MIC MAC Records has two smashes on their hands with **& MORE** *Materialistic Girl* and the new **TONASIA** *Game Of Love!* Also, **LEILA K. f/ ROB N' RAZ** *Got To Get* (ARISTA) has HUGE potential! Check out a Disco import remake by **PAT AND MICK** called *I Haven't Stopped Dancing Yet!* It's getting positive reaction from upper demos!"

LOU SIMON, PD at HOT94.9, Salt Lake City sez, "Check out *The Downtown Lights* by **BLUE NILE** (A&M)! It's very meelow, mysterious and relaxing. I can hear this becoming a HUGE A/C or Hot A/C HIT! **BIZ MARKIE** *Just A Friend* (COLD CHILLIN'/WARNER BROS.) is HUGE! If you have any doubts about it put it on the radio because there is no way you can decide about this record in your office! And lastly a listening MUST is **PAUL JANZ** *Every Little Tear* (A&M)! This is a KILLER - the best new record of the week! Powerful Pop!"

CONNIE BREEZE, MD at KKRZ, Portland sez, "KEVIN PAIGE *Anything I Want* (CHRYSALIS) is a SMASH! **WARRANT** looks like they have another power ballad HIT with *Sometimes She Cries* (COLUMBIA)! A good followup for **TECHNOTRONIC** with *Get Up! (Before The Night Is Over)* (SBK)! Lastly, **A'ME LORAIN** *Whole Wide World* (RCA) is shaping up to be a HIT!"

TERRI WEBER, MD at KISS98.5, Houston sez, "Check out **AFTER 7** *Ready Or Not* (VIRGIN)! This nice ballad is testing well in the market! Also, check out *Get A Life* by **SOUL II SOUL** (VIRGIN)! It's the fresh new song on the flip side of the import of *Jazzie's Groove!* Lastly, **JOYCE IRBY** *I'll Be There* (MOTOWN) has definite potential!"

RICK STONE, MD at MIX105.1, Orlando sez, "THE BRAT PACK *You're The Only Woman* (VENDETTA/A&M) has definite potential! It sounds like the first remake hit of the decade! **H-FACTOR** *I Love You* (I.R.S.) is another SMASH remake - very close to the original! Lastly, check out the **EDIE BRICKELL & NEW BOHEMIANS** cut on the *Born On The 4th Of July* soundtrack (MCA) called *A Hard Rain's A Gonna Fall!* Getting a BIG BUZZ!!!"



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BIZ MARKIE

HITMAKERS MAINSTREAM TOP40 CHART: 43-32
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|-----------------|----------------|-----------------|-------------------|----------------|
| HOT97 (Add #34) | Q106 (8-7) | HOT94.9 (Add) | KKMG (Add) | WFMF (Add #33) |
| B96 (30-17) | B104 (11-6) | WKSE (Add) | KKXX (Add) | WHHY-FM (Add) |
| KMEL (11-10) | B94 (Add) | KC101 (Add #30) | KKYK (D#29) | WIKZ (Add #28) |
| X100 (Add #30) | WPHR (Add) | WKSS (Add) | KPRR (Add) | WILI (Add #34) |
| WEGX (25-22) | KKFR (26-17) | WCKZ-FM (D#29) | KQKQ (Add) | WJAD (Add) |
| WIOQ (#4) | KS104 (Add) | Y107 (D#33) | KQLA (Add) | WKEE (D#35) |
| WHYT (22-12) | WLUM (Add #35) | WJMH (#10) | KQMQ (Add) | WKRZ (Add) |
| WZOU (30-26) | KBEQ (D#25) | 93Q (Add #40) | KTXY (Add) | WLRW (Add) |
| WPGC (13-5) | FM102 (27-15) | G98 (Add #34) | KWXX (D#26) | WMHE (Add #24) |
| KKBQ (D#28) | KGGI (1-1) | HOT104 (29-26) | KZOU (D#26) | WQXA (Add #24) |
| KRBE (25-21) | B97 (D#28) | HOT96 (26-18) | POWER108 (D#12) | WRVQ (25-17) |
| POWER96 (9-7) | KITY (30-25) | K106 (Add) | POWER94.5 (26-22) | WVSR (35-25) |
| KHTK (Add #29) | KTFM (Add) | KBFM (40-33) | Q124 (Add) | WVSR (35-25) |
| | | KBTS (Add #38) | WAAL (Add) | WWCK (Add #36) |
| | | KDON (Add) | WAEB-FM (Add #36) | WYCR (35-24) |
| | | KHFI (Add) | WANS (Add) | WYKS (Add) |
| | | | WAPI (Add #29) | WZOK (Add) |
| | | | WBEC-FM (Add) | Z102 (Add #29) |
| | | | WCGQ (D#40) | Z106 (Add) |
| | | | WCIL (D#29) | and more |



Biz Markie



BRETT DUMLER, PD/MD at Z99, Oklahoma City sez, "**CALLOWAY** *I Wanna Be Rich* (SOLAR/EPIC) is a MONSTER! This band's bound to be rich with this HIT! What a hook! **LISA STANSFIELD** *All Around The World* (ARISTA) captures that cool sounding image perfect for the radio! And **MADONNA** *Keep It Together* (SIRE) is a SMASH! A #1 record!"

BOB LaBORDE, Asst. PD/MD at KISN, Salt Lake City sez, "**PHIL COLLINS** *Wish It Would Rain Down* (ATLANTIC) is doing well in this market! Perfect if you're looking for something fresh from this superstar! **DONNY OSMOND** *I'm In It For Love* (CAPITOL) is also GREAT! When **DONNY** performed recently in town, he got a standing ovation for this number! It researched well and pulls good phones! And **ROBIN BECK** *Save Up All Your Tears* (MERCURY) shows lots of promise!"

KEVIN WEATHERLY, Asst. PD/MD at Q106, San Diego sez, "**LEILA K.** f/ **ROB N' RAZ** *Got To Get* (ARISTA) is Buffalo Stance part two! **TOMMY PAGE** *I'll Be Your Everything* (SIRE/WARNER BROS.) is already #2 in requests! **JANE CHILD** *Don't Want To Fall In Love* (WARNER BROS.) is a HIT! Lookout for **RESPECT THE BEAT**, by a new band **FAN CLUB** (EPIC)! This LP has a lot of potential! Check out 2 cuts in particular: *Don't Let Me Fall Alone*, which is uptempo, and *Can't Give Up On You*, a ballad which has a super Rap in the middle!"

KATHIE ROMERO, Asst. PD/MD at KSAQ, San Antonio sez, "**TERENCE TRENT D'ARBY** *To Know Someone Deeply Is To Know Someone Softly* (COLUMBIA) is GREAT! A 'first' listen' record that's melodic with strong vocals! **MORRISEY** *Ouija Board* (SIRE) continues to pull #1 phones and sales 18-34! Let your listeners decide on this one! **HUBERT KaH's** latest on CURB Records is very good! It's called *Cathy* and there are some GREAT remixes! **FINE YOUNG CANNIBALS** *I'm Not Satisfied* (I.R.S./MCA) is a HOT song! And **McAULEY SCHENKER GROUP** *Anytime* (CAPITOL) is a GREAT power ballad that should perform well at KSAQ - GREAT vocals reminiscent of Sheriff!"

MARK JACKSON, Asst. PD/MD at WHYT, Detroit sez, "Our biggest record by far this week is *Funk Shop* by **2 LIVE CREW** (SKYYWALKER)! We are playing a clean version that has a Rock base and a nastier edge! Also, **BABYFACE** *Whip Appeal* (SOLAR/EPIC) is a MONSTER! And check out **DIGITAL UNDERGROUND** *The Humpty Dance* (TOMMY BOY)! It's perfect for Top40 crossover stations! And **CHIMES 1-2-3** (COLUMBIA) has that Soul II Soul sound that's HUGE right now!"

MICHELLE SANTOSUOSSO, MD at KZZP, Phoenix sez, "WARNER BROS. Records has a brand new artist, **JANE CHILD**, and her current single *Don't Want To Fall In Love* comes alive on the air - one of my favorite songs out there right now! Also, **SKYY** *Real Love* (ATLANTIC) has such an infectious hook! This song should go all the way! Lastly, **MADONNA's** latest - *Keep It Together* (SIRE/WARNER BROS.) has such a cool groove!"

DOUG SORENSON, PD at KATM, Colorado Springs sez, "**McAULEY SCHENKER GROUP** *Anytime* (CAPITOL) is getting significant phones! It's got a GREAT hook - melodic Rock N' Roll with a bit of an edge! Also, **FASTER PUSSYCAT** *House Of Pain* (ELEKTRA) is exploding! The next *Patience*!"

DUSTY HAYES, PD at KBFM, McAllen-Brownsville, TX sez, "**KAOMA** *Lambada* (EPIC) is a SMASH! It sounds FRESH and wonderful on the air, and since KBFM sez 'We play the valley's freshest music,' this is a MUST! HUGE adult phones! **EDIE BRICKELL & NEW BOHEMIANS** *A Hard Rain's A Gonna Fall* (MCA) is pulling MAJOR phones! It's not the movie either, it's **EDIE** - she's so unique! **LENNY KRAVITZ** *Let Love Rule* (VIRGIN) also caught my ear! It's so old, it's new! **BRIDGE 2 FAR** *Heaven On Earth* (WTG) tested positively - what a hook!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "**JANE CHILD** *Don't Want To Fall In Love* (WARNER BROS.) pulled GREAT response on our night test - check it out! **LISA STANSFIELD** *All Around The World* (ARISTA) is a GREAT song! A BIG adult reaction record that's perfect for middays! **EDIE BRICKELL & NEW BOHEMIANS** *A Hard Rain's A Gonna Fall* (MCA) is HOT! With the movie out, it's a natural! And lastly, whatever version you play, **MADONNA** *Keep It Together* (SIRE) is a WINNER!"

KEN BENSON, PD at WHT, Portland, ME sez, "**LISA STANSFIELD** *All Around The World* (ARISTA) is a GREAT adult record! It should be top ten EASILY! Also, the new mix on **MADONNA** *Keep It Together* (SIRE) is much more polished than the album version! It'll work well! And **JOHN FARNHAM** *You're The Voice* (RCA) has a lot of potential! **FARNHAM** has been making GREAT music since 1968, and he deserves a HIT!"

GARY FRANKLIN, PD at KXXR, Kansas City sez, "**CHRIS REA** *The Road To Hell* (Geffen) is my fave of the week! This one is once again similar to the Dire Straits sound, which is great for adults! Also, **McAULEY SCHENKER GROUP** *Anytime* (CAPITOL) is getting response in testing and could be a record!"

MIKE STONE, MD at WPFM, Panama City, FL sez, "Check out **TOM PETTY** *Face In The Crowd* (MCA)! This guy's on a roll, and this one should do as well as the last! **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK) is similar to the first! And check out the **KISS** ballad *Forever* (MERCURY)! Michael Bolton's help certainly won't hurt!"

CADILLAC JACK, PD/MD at KKSS, Albuquerque, NM sez, "The first one was HUGE, and this one should follow suit - **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK)! Nice younger demo response to *You're The Only Woman* by **THE BRAT PACK** (VENDETTA/A&M)! **U-KREW** *If U Were Mine* (ENIGMA) is working wonders! Lastly, **JAYA** *If You Leave Me Now* (LMR) is pulling #3 requests!"

DON PARKER, MD at KBOS, Fresno, CA sez, "**JANE CHILD** *Don't Want To Fall In Love* (WARNER BROS.) is a SMASH! HUGE, instant response! Check out **RICHARD RODGERS** *(I'll Be Your) Dream Lover* (SAM)! The upper demo females LOVE it - it has a Soul II Soul beat, and it's a listening MUST! And get a copy of **DE O'NEAL** *Vulnerable* (ATLANTIC)! It's fantastic and pulling HUGE calls! The opening riffs are reminiscent of a Sugar Hill Gang song!"

JAY TAYLOR, Asst. PD/MD at KLUC, Las Vegas sez, "**TOMMY PAGE** *I'll Be Your Everything* (SIRE/WARNER BROS.) features the New Kids On The Block and it's so smooth! **SHANA's** followup *You Can't Get Away* (VISION) is very strong! **SKYY** *Real Love* (ATLANTIC) is already HUGE! This ballad sounds GREAT on the air! Lastly, a listening MUST is **LINEAR** *Sending All My Love*! Newly signed by ATLANTIC Records, this group is a SMASH!"

JON ANDERSON, PD at KQIZ, Amarillo, TX sez, "**GREAT WHITE** *House Of Broken Love* (CAPITOL) is a GREAT power ballad! They are on a streak after claiming their niche in the music world! Standard **FINE YOUNG CANNIBALS** with *I'm Not Satisfied* (I.R.S./MCA)! SMASH! And **BRIDGE 2 FAR** *Heaven On Earth* (WTG) will be the one to gain this band national attention! It's reminiscent of Hall & Oates! Lastly, **PAUL CARRACK** *Battlefield* (CHRYSALIS) sounds like a real HIT with instantly recognizable vocals!"

ROGER SCOTT, MD at KRQ, Tucson, AZ sez, "BIG requests on **JANE CHILD** *Didn't Want To Fall In Love* (WARNER BROS.)! A real record! **LISA STANSFIELD** *All Around The World* (ARISTA) is a SMASH! A perfect balance record for the station! **JOAN JETT** has a very decent remake with *Dirty Deeds* (BLACKHEART/EPIC)! The appeal is evident with adults and kids! **ALANNAH MYLES** voices a smash with *Black Velvet* (ATLANTIC)! It's a song I could best describe as mysterious, very smooth and definitely a sleeper! And **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK) has the potential of the first!"

KEVIN CHASE, MD at KMOK, Lewiston, ID sez, "Check out **LISA STANSFIELD** *All Around The World* (ARISTA)! She has a very sultry delivery with a lot of potential! **ROBIN BECK** *First Time* (MERCURY) sounds like it could be HUGE! A listening MUST! And lastly, **BIZ MARKIE** *Just A Friend* (COLD CHILLIN'/WARNER BROS.) is so bad it's good!"

JIM CERONE, MD at WBWB, Bloomington, IN sez, "**KMC KRU** *Crazy About You* (CURB) is Rap with a Top40 hook! It could really be BIG! Also, **PAUL JANZ** *Every Little Tear* (A&M) is an uptempo, summertime-feeling Rock N' Roll song with potential! And **THE ALARM** *Love Don't Come Easy* (I.R.S.) did well on our night battle! Check it out!"

DAN KIELEY, PD at KDWZ, Des Moines, IA sez, "**McAULEY SCHENKER GROUP** *Anytime* (CAPITOL) sounds GREAT on the air! We've been on it five weeks, and it's a GREAT nighttime rocker!"

BILL DAWSON, PD at Q124, Roseburg, OR sez, "Watch out for the strongest female reaction record I've heard in a long time - **LISA STANSFIELD** *All Around The World* (ARISTA)! My wife has the best ears in the world, and when she heard it I had to play it over and over for her!!! 18-34 women are knocking me dead with calls for this, so DON'T MISS IT!!!"

THE BRAT PACK

“YOU'RE THE ONLY WOMAN”

PRODUCED AND ARRANGED BY: ROBERT CLIVILLES AND DAVID COLE FOR
COLE/CLIVILLES ENTERPRISES

EXECUTIVE PRODUCERS: LARRY YASGAR AND BRUCE CARBONE

**A HITMAKERS CRUSADE THIS WEEK!!
A HITMAKERS HITBOUND!!**

**“It maintains the sophistication of the original
while incorporating the freshness of the '90s.”**

Rick Thomas PD/HOT102 - Milwaukee

“A Great balance record for POWER106”

Al Tavera MD/POWER106 - Los Angeles

POWER106 (Add)	B97 (Add)	WAPE (Add)
B96 (Add #30)	HOT94.9 (Add)	WFLY (Add)
KMEL (Add)	WCKZ (Add)	WJMX (Add)
WIOQ (Add)	10299 (Add)	WWHB (D#36)
KZZP (Add)	KQMQ (Add)	And More.
WNVZ (Add)	KZIO (Add)	
	KZZB (D#36)	



CLIVILLES
ENTERPRISES

EFREN SIFUENTES, MD at KDON, Monterey-Salinas, CA sez, "Throw on **DE DE O'NEAL** *Vulnerable* (ATLANTIC)! Excellent piece of wax, with the Clivilles/Cole touch! It's a GREAT mid-tempo groove in Taana Gardner's *Heartbeat* vein. Try the house remix of **JANET JACKSON** *Escapade* (A&M) It sounds FAB! If you liked **ELECTRONIC** *Getting Away With It* (FACTORY, U.K.), you'll LOVE the Electromix remixes!!! A solid Pet Shop Boys/New Order collaboration on vocals - soon to be released domestically! If you've been *All Around The World* with **LISA STANSFIELD**, try *Mighty Love* (ARISTA, U.K.) - some of her best vocals! Check out the remixes on **SHANA** *You Can't Get Away* (VISION)! The hot mix sounds GREAT and the techno house mix stands out! Call me for a dub at (408) 422-5363!"

PHIL DAVIS, MD at WKSM, Ft. Walton Beach-Pensacola, FL sez, "**BAD ENGLISH** *Best Of What I Got* (EPIC) has what it takes! INSTANT reaction! **PHIL COLLINS** *Something Happened On The Way To Heaven* and *Heat On The Street* (ATLANTIC) sound like SMASHES! And finally check out **LISA STANSFIELD** *All Around The World* (ARISTA)! If you wait 80 days on this one, you'll miss the boat!!!"

CHRIS RUH, PD at KZOZ, San Luis Obispo, CA sez, "Check out the Dance mix of **THOMPSON TWINS** *Bombers In The Sky* (WARNER BROS.)! It's a real hip and happening song! **U-KREW** *If U Were Mine* (ENIGMA) is a SMASH! **ENTOUCH** *All Nite* (ELEKTRA) is beginning to take off! **TONY LeMANS** *Forever More* (REPRISE) is a HOT song - a listening MUST!"

J.J. RILEY, MD at 95XXX, Burlington, VT sez, "**EDIE BRICKELL & NEW BOHEMIANS** *A Hard Rain's A Gonna Fall* (MCA) has a GREAT image and adult appeal! She interprets this record really well, and it's kicking in after only a few days! Also, if you're looking for a hip sound, try **LENNY KRAVITZ** *Let Love Rule* (VIRGIN)! This one will nail both adults and teens! **LENNY** has that great blend of yesterday and today, and vocals reminiscent of Elvis Costello!"

CLAY GISH, PD/MD at WOKI, Knoxville, TN sez, "**THOMPSON TWINS** *Bombers In The Sky* (WARNER BROS.) is beginning to BLOW OUT here! It's building stronger than *Sugar Daddy*, which did well in this market! Check it out - it really adds a unique flavor to our sound! **KISS** *Forever* (MERCURY) is their best ballad ever! Let your listeners hear it and they'll burn up the phones!"

JOHN CLAY, PD at HOT96, Fresno, CA sez, "**LEILA K. f/ ROB N' RAZ** *Got To Get* (ARISTA) has all the potential Neneh Cherry had with her first single! **LISA STANSFIELD** *All Around The World* (ARISTA) is also a SMASH! We target 18-34 women, and this song is PERFECT! Lastly, check out **KYZE** *Stomp* (WARNER BROS.)! It's a SMASH uptempo, Pop/Urban/Rap song!"

JADA BROWN, PD at KRKS, Highland Park, CA sez, "**THE POWER PATROL** *Be With You Tonight* (TONE DEF) is a SMASH! Urban crossover stations should JUMP on it! **NANCY MARTINEZ** *Make A Move On Me* (VENDETTA/A&M) is a GREAT LP cut, pulling heavy phones at night and getting GREAT daytime response! A multi-format record! We edited the Euro-passion mix of **DESIREE WILD** *Give Me The Rhythm* (STRICTLY RHYTHM), and it's getting good phones!"

LARRY HYATT, MD at KCIL, Houma-New Orleans, LA sez, "Give **LINEAR** *Sending All My Love* (ATLANTIC) a listen! It's a HIT with GREAT phones! Also, **FREE STYLE** *In Your Face* (PANDISC) has the sound that'll park you on the dance floor - it should have your feet movin'! And **EUROHAUZ** *Nothing Changes* (PROFILE) is also doing well for us!

TOM BROWNE, PD at B98, Fort Smith, AR sez, "Put on **LENNY KRAVITZ** *Let Love Rule* (VIRGIN)! Play it over and over in the privacy of your office - you'll be hooked! Also, this should be the BIG ONE for **THE SMITHEREENS!** *A Girl Like You* (CAPITOL) is a straight-ahead hot rocker! And you'll have GREAT female phones for **JOHN FARNHAM** *You're The Voice* (RCA)! This is a SMASH!"

PAUL PIRO, MD at KNAN, Monroe, LA sez, "Check out **LENNY KRAVITZ** *Let Love Rule* (VIRGIN)! It sounds different from most everything on the air, which makes people take notice! GREAT atmosphere and instrumentation! **JOHN FARNHAM** *You're The Voice* (RCA) is picking up some consistent adult phones! If you want a great adult record that isn't another ballad, this is a good choice!"

MATT KILLION, PD at 94TYX, Jackson, MS sez, "**ALANNAH MYLES** *Black Velvet* (ATLANTIC) is as silky a tune as its name implies! Powerful vocals - reminds me of early Benatar or Heart. Want to turn passives into actives? Play this song! We're hammering **MARCIA GRIFFITHS** *Electric Boogie* (MANGO/ISLAND) during middays, and the results are overwhelming! Females go WILD!!!"

BRUCE STEVENS, PD at WBBQ, Augusta, GA sez, "HOT damn! **KEVIN PAIGE** *Anything I Want* (CHRYSALIS) has arrived! This is going to be it! A mass appeal record that devliers the goods! And **JOAN JETT** *Dirty Deeds* (BLACKHEART/EPIC) is HOT here and we had no misgivings about powering this one! Sounds very cool on the air and she really projects a 'take no prisoners' attitude! Smells like a HIT!"

SUNNY VALENTINE, MD at KFRX, Lincoln, NE sez, "**LISA STANSFIELD** *All Around The World* (ARISTA) has kind of a Basia feel! Very adult with a street sound as well! It's not often that you can find a Dance record that attracts adults as strongly as teens! And CHRYSALIS Records has to go to the mat with **PAUL CARRACK** *Battlefield*! He's a GREAT talent - singer and writer! This will appeal to older demos with its Supremes/'60s flavor! **KYLIE MINOGUE** *Wouldn't Change A Thing* (GEFFEN) make me feel happy! When I hear it, I want to fly around Nebraska like Mary Poppins. It has an infectious hook - power Pop personified!"

KEN WALL, PD at KISR, Fort Smith, AR sez, "Check out **ALANNAH MYLES** *Black Velvet* (ATLANTIC)! She'll be smokin' up the joint with the HOTTEST record since *Kokomo*, hauling in top five phones every night and scorching the airwaves! And **KEVIN PAIGE** *Anything I Want* (CHRYSALIS) is a BLOW OUT! A girl who heard this in her car raced home to call in about this record! SMASH - not trash! Turn the **PAIGE** on!"

J.D. CHANDLER, MD at KGOT, Anchorage, AK sez, "**ALANNAH MYLES** *Black Velvet* (ATLANTIC) is really HOT! Our listeners are normally pretty passive, but they went APE for this! All day requests from both males and females! It's SMOKIN'! **MICHAEL PENN** *No Myth* (RCA) is so likeable! Adults like the Crowded House/Beatles flavor and the intelligence in the lyrics! An artist you can believe in!"

THE HITMAN, PD at 99.9KHI, Ocean City, MD sez, "Check out **THE BRAT PACK's** cover of Ambrosia's *You're The Only Woman* (VENDETTA/A&M)! It sounds GREAT, even with Steve Kingston on lead vocals! Also, **SKYY** *Real Love* (ATLANTIC) is a REAL HIT! And **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK) - twice HITMAKERS!"

BOB BECK, PD at KYYY, Bismarck, ND sez, "I received an advance on **TIM KARR** *Rubbin' Me The Right Way* (EMI) and I immediately called the label and exclaimed 'Let's go!' This is a SMASH!!! Also, I'm playing **JOAN JETT** *Dirty Deeds* (BLACKHEART/EPIC) in ALL dayparts, and it's working GREAT! Upper demo males are calling for this one in morning drive! And **KISS** *Forever* (MERCURY) looks like it'll be a HIT! I'm a believer!"

ROBIN BANKS, MD at JET-FM, Erie, PA sez, "**UB40** *Here I Am* (VIRGIN) is crisp and so well produced...I don't know what else to say about it except it should be a HIT!"

A. SCOTT BURTON, MD at WRCK, Utica, NY sez, "A GREAT adult record doesn't need to be boring, and **LISA STANSFIELD** proves it with *All Around The World* (ARISTA)! Also, **PAUL CARRACK** *Battlefield* (CHRYSALIS) is another perfect Pop record! And **KISS** *Forever* (MERCURY) is a strong rocker that doesn't need to be dayparted to nights!"

RICK CARTER, MD at KWNZ, Reno, NV sez, "**JANE CHILD** has the image, the attitude, the sound, and the bizarreness to be HUGE! *Don't Want To Fall In Love* (WARNER BROS.) will be a HOT property in 1990! The **THOMPSON TWINS** offer a tasty piece of vinyl with *Bombers In The Sky* (WARNER BROS.)! And **ALANNAH MYLES** *Black Velvet* (ATLANTIC) will pull those female calls, mark my words!"

LEO DAVIS, PD at Q104, Gadsden, AL sez, "Check out **JANE CHILD** *Don't Want To Fall In Love* (WARNER BROS.)! It's a GREAT all-around, mass appeal Pop SMASH! **JOHN FARNHAM** *You're The Voice* (RCA) is also a SMASH! The song is good, but the video and the song will become GREAT! It's a live video and very powerful!"

GREG GEARY, MD at KZOU, Little Rock, AR sez, "Try **JANE CHILD** *Don't Want To Fall In Love* (WARNER BROS.), and you'll be hooked after the initial listen! Also, the **BEE GEES** *Bodyguard* (WARNER BROS.) is a superb record for females and middays! And, don't know what to do with **TECHNOTRONIC** *Get Up! (Before The Night Is Over)* (SBK)? Pump it, thump it - PLAY IT!!! Finally **LEVEL 42** *Leaving Me Now* (POLYDOR) should have been a HIT the first time out! It still sounds good!"



UB40

“Here I Am”

A HITMAKERS CRUSADE!

A HITMAKERS HITBOUND!



**OUT OF THE BOX
ADDS INCLUDE:**

X100!!!

JET-FM

KAGO

KFBD

KJJG

KKBG

KNIN #40

KWXX

Q124

WIFX

WOVO

and more

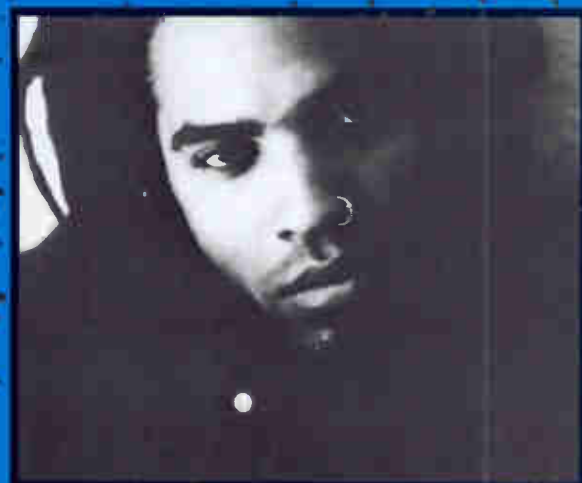
**“Let
Love
Rule”**

LENNY KRAVITZ

WPHR (D#34)
KXXR (27-24)
102QQ (10-9)
95XXX (Add)
99.9KHI (D#39)
CKXY (9-6)
G98 (36-27)
JET-FM (D#35)
K106 (5-2)
KATM (D#27)
KBAU (D#34)

KMOK (Add)
KPXI (30-25)
KRZR (D#25)
KTUX (37-27)
KVTI (Add)
KZBB (D#34)
KZZU (37-34)
OK95 (5-4)
WAIT-FM (32-27)
WBNQ (D#35)
WCLG (#8)
WJMX (D#38)

WNYP (D#31)
WOVO (19-16)
WPFM (15-14)
WQCM (Add)
WVKZ (26-23)
WZZU (32-29)
Y104 (36-27)
Z93 (29-24)
ZFUN106 (24-19)
and more



On Tour With Tom Petty!

WHITESNAKE

The Deeper The Love
(Geffen)

Their forte is the power ballad and WHITESNAKE never fails to please in this arena. As *The Deeper The Love* continues to skyrocket up our charts, jumping 35-17 on the Rock Top40 chart and debuting on the Mainstream at #49, WHITESNAKE's appeal broadens. Their past success with songs in this genre have always proved themselves on a national level and this tune will definitely follow suit.

Additional major market adds this week include PIRATE RADIO, WZOU, KEZY, KKRZ, KBEQ, KROY, KSAQ and FM100. Already reacting and selling well in Dallas, Atlanta, Seattle, Minneapolis, Pittsburgh and many other markets. Catch them on their current tour.

ALANNAH MYLES

Black Velvet
(ATLANTIC)

She's one of the more electric artists to emerge on the music scene in this new decade, and her singing, looks and style form a package that's labeled 'can't miss.' This powerful mid-tempo groove that is flavored with a Southern edge is perfect for any format as proven by these adds this week: KEGL, KHTK, Q105, WGH, KCPX, KWSS, MIX105.1, Y107 and many more.

This moving tune was inspired by Elvis Presley and showcases ALANNAH's dynamic vocals paired with lyrics relatable to all demos. Jumping 48-33 on **HITMAKERS** Mainstream Top40 chart and 15-11 on the Rock Top40 chart this week, *Black Velvet* is headed for the top.

THE BRAT PACK

You're The Only Woman
(VENDETTA/A&M)

This stunning remake of the old Ambrosia classic becomes a classic the second time around. *You're The Only Woman* is turning heads and energizing on playlists nationwide. VENDETTA/A&M's constant supply of fresh new artists continues to flow with this hot band whose talent is displayed in their artful translation of this song.

Major market adds this week include POWER106 in Los Angeles, B96#30 in Chicago, KMEL in San Francisco, WIOQ in Philadelphia, KZZP in Phoenix, WNVZ in Norfolk, B97 in Pittsburgh, HOT94.9 in Salt Lake City and WCKZ-FM in Charlotte. Don't wait to play this record, the early airplay indicates that this is a song to pay attention to.

MICHAEL PENN

No Myth
(RCA)

MICHAEL PENN is now rounding the far turn and heading for home. It's no myth that PENN is intelligent and has a masterful understanding of pop song crafting. New adds, debuts and astounding upward moves are a matter of course for this sumptuous cut. Just added this week at: X100, Y95, KDWB-FM, WKTI, KC101, WTIC-FM and WKSJ and showing strong moves at Q101, WXKS-FM, KUBE, KBQ, B100, WPHR, KXXR, PRO-FM, KWSS, KSAQ, KISN, FM100 and many more.

Jumping this week 50-39 on **HITMAKERS** Mainstream Top40 chart and continuing to climb 32-26 on the Rock Top40 chart. Don't miss out on this poignant and powerful song.

KISS

Forever
(MERCURY)

The legend continues...KISS is back and ready to claim new territory with a ballad that appeals to all formats and all demos. Programmers everywhere are claiming that this is KISS' most mass appeal ballad since *Beth* in the late '70s.

Penned by songwriter/musician extraordinaire Michael Bolton, *Forever* definitely spells mass appeal and is as timeless as its title implies. Already making a huge impact at these stations: WPHR, KXXR, 92X, KSAQ and WLRS with major market adds at KEGL, WXKS-FM, KPLZ, KUBE, KHTK, KDWB-FM, WGH, HOT94.9, Y107, WGTZ and WKZL. One of the top added this week with 66 Top40 adds.

TOMMY PAGE

I'll Be Your Everything
(SIRE/WARNER BROS.)

TOMMY gets a little help from his five friends New Kids On The Block and the result is astounding. *I'll Be Your Everything* is already pulling huge phones everywhere it's being played. Kids and adults alike find the appeal in this beautiful ballad heartwarming. This young man has a lot of talent as evidenced in his debut single *A Shoulder To Cry On*, released last year. But even before that, PAGE was turning heads in New York clubs where his records were being spun each night. PAIGE's current single captures the intimate personality of this young artist combined with tender vocals and the result is phenomenal.

more CRUSADES on page 19

KABRICH (from page 3)

stop," Kabrich said in an interview with **HITMAKERS** this week. "After hearing the market very frequently over the last year while transferring planes, I'm very familiar with what the market is all about, and who is doing what in it."

Kabrich said he is now looking for a new PD at the station to replace Charlie Quinn, who resigned after a three-month stint with Y95. Quinn left EAGLE106 in Philadelphia last September to pursue a filmwriting career in California, but was sidetracked when offered the PD job in Dallas. Quinn told **HITMAKERS** that he has stabilized Y95's format over the last three months "and kept every expectation that the format, if left alone, would be a winner.

"Unfortunately," stated Quinn, "I do not feel I was invited to remain, as the changes were made bringing in Randy Kabrich. So I felt it was best that I move on."

WOODS (from page 3)

there has been speculation that changes in personnel and station presentation could be forthcoming.

But Woods indicated that although he has yet to meet any of the KNRJ staffers, "Emmis is known for having quality people, and I would certainly hope that those people are available to us when we get there."

KNRJ Program Director **Steve Smith** told **HITMAKERS**, "We've never had more momentum or sounded better, and Clancy is inheriting what I believe is the best staff in the country."

Smith, who recently signed a deal to consult Anaheim Broadcasting's KHQT in San Jose (which he formerly programmed), said that Nationwide, which owns San Jose's KWSS, has not yet discussed the agreement with him.

"I've always had a passion for San Jose," Smith added, "and I look forward to again having input there."

LANE (from page 3)

such as Was (Not Was), Paul Carrack and Pat Benatar.

"It's been almost two years for me in the record business and I would not have had it any other way," said Lane. "SBK is the company of the '90s, and I am honored to have been promoted by Daniel. The success we are having is only the beginning."

"It is evident to everyone both in radio and the record industry that SBK has come a long way in a very short period of time," commented Glass. "With the success of Katrina and the Waves and Technotronic, and Wilson-Phillips soon to be released, Ken Lane's skill will play a major factor in Top40 for SBK."

Before his tenure at CHRYSALIS, Lane was Director of East Coast Promotion for Lorimar Motion Picture Company. From 1983-1987, he worked at New York's Z100 in various capacities, including promotion director.

**A HITMAKERS CRUSADE!
A HITMAKERS HITBOUND!**

POWER99 (31-28)

KUBE (Add)

KZZP (Add)

Y108 (26-22)

Z98 (Add)

102QQ (Add)

HOTI94 (Add)

KLUC (Add)

KRQ (D#28)



the new single

"DON'T WANNA FALL IN LOVE"

written, performed and produced by JANE CHILD
from the album JANE CHILD

**Heavy Rotation
on MTV!**



management: the Steve Moir Company copyright 1990 Warner Bros. Records Inc.

CRUSH

TECHNOTRONIC

Get Up! (Before The Night Is Over)
(SBK)

This Belgium-based band is doing it again with a song that continues to break new ground. Indeed, many are hailing the success of TECHNOTRONIC as a first for house music on Top40 charts. The TECHNOTRONIC sound is basically a combination of hip-hop/house funk with a passionate, primitive jungle-like beat. The result crowds the dance floors, lights up the phones and sells records in a big way.

Debuting on **HITMAKERS** Mainstream Top40 chart at #47 and jumping 25-13 on the Urban Top40 chart this week, TECHNOTRONIC continues to pull in huge adds. In fact, *Get Up! (Before The Night Is Over)* is one of the top added singles this week with 69 Top40 adds!

BIZ MARKIE

Just A Friend
(COLD CHILLIN'/WB)

One of the top added this week with 45 Top40 stations, *Just A Friend* is shaping up to be quite a record. This smart disc blends the fresh innovations of a rapper who gives new meaning to street reality. With a unique melody and beat, it's easy to see how this song is becoming so huge. Start it off in a nighttime test rotation and observe the reaction. Huge calls and out-of-the-roof sales are guaranteed, then watch it spread into other dayparts as upper demos catch on to this funky, non-offensive tune that will only bring a smile to your face as you listen to the comical lyrics. Jumping 43-32 on the Mainstream chart and 14-11 on the Urban Top40 chart this week.

EMI-NBC (from page 5)

album; Eddie Money's recording of two title songs for Hardball; and Wynton Marsalis' scoring of the pilot and series *Shannon's Deal*. Koppelman said that the newly forged union would open doors for both factions.

"By joining together in this exceptionally strong partnership, NBC and EMI will be able to combine their substantial resources in numerous new areas with great potential for both companies," said Koppelman. "We are looking at utilizing television more effectively in the future. This will enable a new contingent of pop artists to reach a brand new area of exposure."

John Agolia, Executive Vice President of Business Affairs for NBC Productions, was equally enthusiastic about the pact.

"We welcome this new relationship with EMI," said Agolia. "Every occasion to gain additional product sampling is important to us. The vast music marketplace presents limitless possibilities."

L'EILA K

Got To Get
(ARISTA)

ARISTA Records sizzles with this hot act on their label. Comparing *Got To Get* to *Buffalo Stance* is acceptable, only remember that this song has even more to offer. The L'EILA K story started as an import, garnering airplay on dance/Top40 stations, but the buzz was too strong to let it slip by. Now Top40 radio has the chance to play a record that is guaranteed to get reaction. The hook is infectious, and coupled with just the right attitude, *Got To Get* is going to get far. If you don't have a copy of this song, get it from your ARISTS rep today. Added early this week at KMEL in San Francisco, Q106 in San Diego, KKFR in Phoenix and 102JAMZ in Orlando, catch the street buzz today!

KEVIN PAIGE

Anything I Want
(CHRYSALIS)

Want to play a record that ENERGY96.5's Michael Newman claims "rips on the air" and HOT94.9's Lou Simon says, "scorches?" Then look no further than KEVIN PAIGE. He's already proven himself on a national level with a record that zooms up playlists everywhere. Now he's back for more. Reacting well at stations in these key markets: San Francisco, Boston, Houston, Atlanta, Seattle, Minneapolis, Pittsburgh, Denver, San Antonio, Salt Lake City, Hartford, Memphis and many more, and debuting on **HITMAKERS** Top40 chart this week at #50. Whether you want quality or quantity of national chart action, PAIGE has both bases covered. This song is what you need.

WROQ (from page 5)

name sticker would go. "We've rented all the gorilla suits in Charlotte indefinitely," deadpanned Bliss.

As for personalities, Bliss indicated that no one would be leaving the station, and that they were going with a "nameless" jock approach until the new personality of the station could be defined. "We want to let the station as a whole be the star, not one or two jocks on the air," Bliss said.

When a comparison to the "Power Pig" situation in Tampa was drawn, Bliss said that his station would also be on the attack, with WCKZ's teen base the first target.

WCKZ's Shands said that regardless of the approach taken by WZZG, his station would not retreat to the Urban stance it previously held.

"This is not Tampa," stated Shands. "Comparing the situations is like Dan Quayle saying he's John Kennedy. WROQ is no Power Pig."

SKYY

Real Love
(ATLANTIC)

It has real potential as a real record, *Real Love* is ready to explode! Repeating the Surface success story of '89, SKYY is proving its talent with a ballad that can't miss.

Programmers everywhere are screaming about the reaction to this smooth, sugary-sweet tune. Sales and requests make this a very active record especially with upper female demos, and we all know that's the demo to target.

Continuing to climb 13-10 on the Urban chart this week, the time is now for this ballad to cross Top40. Major market adds this week include KZZP and HOT102 along with healthy action at KMEL, WUSL, 100.3JAMZ, WPGC, Q106, FM102, KGGI, Z99 and more.

UB40

Here I Am
(VIRGIN)

The allure of *Here I Am* is in the chorus - a soulful dash of world beat combined with a killer hook. UB40 has been catching ears and turning heads for a long time, culminating in their success last year with *Red, Red Wine*. Now they're doing it again with this Al Green classic, tastefully and artistically remade by this reggae-flavored band. VIRGIN's Michael Plen is screaming HIT and why not? This tune is an image-fueled nugget that sizzles from beginning to end. If you're looking for a hip sound to balance your playlist, UB40 says it all. A proven band with all demos, UB40's familiarity is definitely a plus. *Here I Am* contains all the ingredients of a hit.

more CRUSADES on page 36

ROCK HALL OF FAME (from page 9)

presented the award to The Who, and noted that the key to great Rock 'n Roll bands was "having a great nose."

Paul Simon brought the house down with a quip about joining some of the other "happy couples" who are members of the Hall: "Paul and the Beatles, Mick and Keith. Now we're waiting for the Eagles."

Producer Phil Spector, who was inducted last year, presented The Platters with their award. The normally quiet and reclusive producer was unusually sociable, posing for and joking with photographers.

But it was Ray Davies of The Kinks who really managed to put things in perspective. During his acceptance speech, he reasoned that because The Kinks and The Who are now members of the Hall of Fame, Rock 'n Roll now enjoys an air of newfound "respectability." Then, after a slight pause, he declared, "What a bummer!"

HM

Michael Penn

“No Myth”



Gary Franklin PD-KXXR

"Believe me, it's a HIT - and that's no myth!"

Bob LaBorde asst. PD/MD-KCPX

"With the increasing need for Top40 radio to reach the adult this is the perfect tool."

A HITMAKERS CRUSADE THIS WEEK!!
HITMAKERS MAINSTREAM TOP40 CHART: 50-39
HITMAKERS ROCK TOP40 CHART: 32-26

Q101 (28-25)
X100 (Add)
Y95 (Add)
WXKS-FM (D#35)
KRBE (Add)
STAR94 (17-15)
KPLZ (D#29)
KUBE (30-24)
KBQ (31-27)
B100 (12-10)

KDWB-FM (Add)
WPHR (29-26)
KXYQ (30-25)
WKTI (Add)
KXXR (31-27)
PRO-FM (31-28)
KWSS (30-27)
KROY (30-24)
WGH (29-25)
KSAQ (24-18)

HOT94.9 (21-18)
KCPX (D#29)
KISN (24-20)
KC101 (Add)
WTIC-FM (Add)
FM100 (D#30)
MIX105.1 (29-26)
98PXY (D#27)
WIXX (2-1)
Y107 (30-27)

WKSI (Add)
CKOI (D#39)
WKQX (28-25)
WZOU (On)
Q105 (On)
Q102 (Add#32)
WPHR (29-26)
WLOL (On)
WKBQ(31-27)
Y108(On)

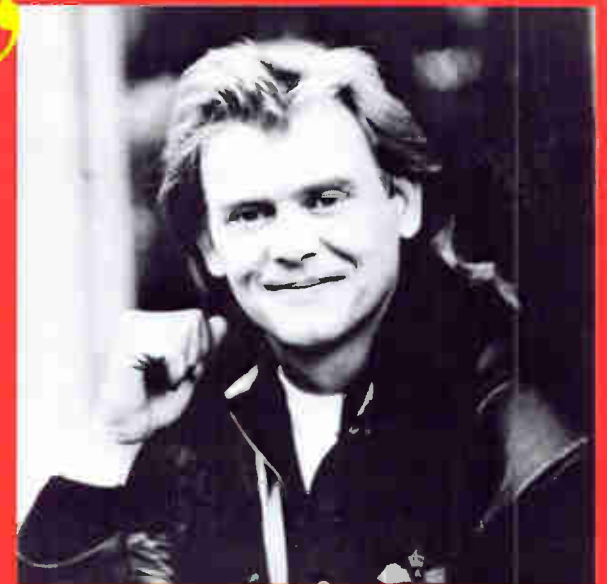
KXYQ (30-25)
KCPX (D29)
KEGL (On)
PIRATE (On)
HOT94.9 (21-18)
And Much More.

John Farnham

“You're The Voice”

Gregg Swedberg OM/PD-WLOL-FM

"Research has been nothing short of fantastic. On the air 5 weeks and researching top 10 in female demos! The last record to react this well was *The Living Years*, and that went to #1!"



A HITMAKERS CRUSADE!!

Q95 (Add)
WLOL (29-24)
KXYQ (D#27)
WNVZ (Add)
KISN (Add)

Z99 (D#33)
K104 (24-21)
KFBD (Add)
KISR (Add)
KJJG (37-31)
KNIN (Add)

KRZR (Add)
KSAQ(On)
KTUX (D#35)
KVTI (Add)
KWNZ (Add)
KXYQ (D#27)

KZIO (D#40)
OK95 (33-30)
WBNQ (Add)
WHDQ (Add)
WJMX (Add)
WJZQ (D#39)

WZYP (D#39)
Y104 (Add)
Y94 (Add)
Z93 (Add)
And More.



RCA'S RICK DOBBIS: PAYING ATTENTION TO BUSINESS

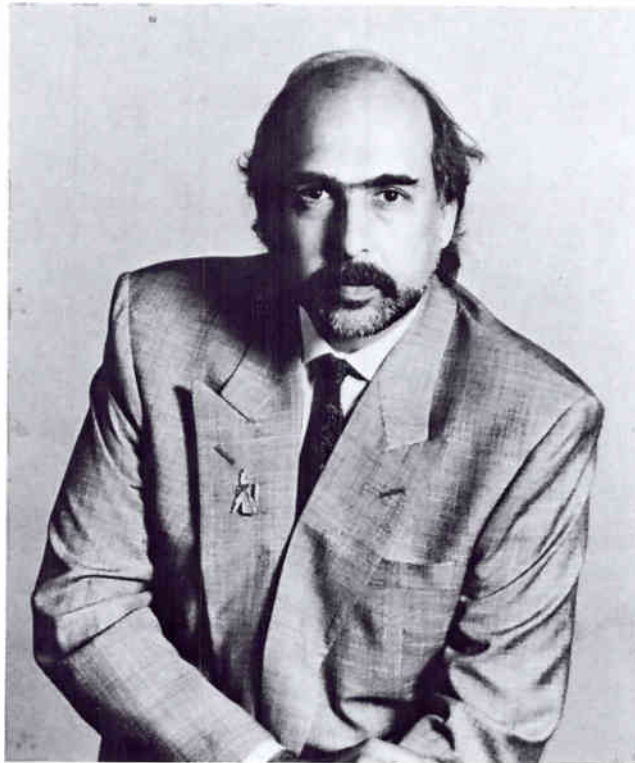
An Exclusive **HITMAKERS** Interview by Jesse Nash
Introduction by Jesse Nash and George Flowers

One of the key figures in the recent success of RCA Records discloses his simple philosophy for maximizing the opportunity for success of new music - Pay Attention! - and explains how it was used in breaking the label's brightest new star, Michael Penn.

As Executive Vice President and General Manager of the RCA Records label, Rick Dobbis is currently fulfilling one of his long-term goals: working for, and helping to run, a major record company. Along with the label's president, Bob Buziak, he has helped to turn the once sleeping RCA giant into a successful, productive force in the music industry.

Dobbis's career began in the fall of 1966 at Syracuse University, where he served as music editor of the campus magazine, *The Promethean*. In 1970, he applied for work at all of the major record companies, and his big chance finally came when he landed a job as assistant to the administrator of CBS Records' College Promotion Department. He stayed with CBS for two years, and then moved on to EPIC, BLUE SKY, and ARISTA.

In 1984, Dobbis tried his hand at artist management, but eventually he returned to the record industry, joining CHRYSALIS Records as Vice President of Marketing. In 1986, then-RCA/ARIOLA President and CEO Elliot Goldman persuaded Rick to join RCA as Executive VP and work with President Buziak. Since then, Dobbis says, it's been a very happy "marriage," and RCA has posted its best gross revenues to date: \$236 million for the year ending June 30, 1988. In August of that year, Dobbis was promoted to General Manager.



DESCRIBE YOUR ROLE AT RCA.

My role is to help shape and implement the strategies that we develop for the presentation of our artists to the marketplace. And that can extend from the creative direction we take with the artists themselves, to the methods that we use to market the product to the industry and to the public.

WHAT'S YOUR INTERACTION WITH BOB BUZIAK?

If he's not in my office, I'm in his office. We're very close co-workers and we're friends. We spend a lot of time discussing all aspects of the operation. We know each others' strengths, and we trust each other.

WHO WAS THE MOST OUTSTANDING ARTIST OF THE DECADE?

(Laughing) Cowboy Junkies, of course. You know, I'm one of those people who doesn't think that there are singular achievements in any area, certainly none in the arts. I see all these lists of the best movies of the decade, but how do you compare *Raging Bull* to *Star Wars*? (I'm not even sure *Star Wars* was made in this decade, but...) They don't really compare. I know what my favorite movies were, but that's a personal opinion, not a question of valuing artistic achievement. And I know what my favorite records were, and a lot of them don't appear on the "best of" lists. The interesting thing from a positive standpoint is that there was a lot of new music made in the '80s. A lot of ground was broken, a lot of barriers were pushed through, and not only as far as artists were concerned, but also in the marketplace. If you look at the decade's top records, I

'When I say 'pay attention,' I mean be very, very aware of all the details that you can gather. There are so many different elements and items of detail that in order to succeed, once the music is made you have to be committed and thorough." - Rick Dobbis

think you'll see that the list includes an incredible array of musical styles, and *that's* spectacular. I mean, when you put great heavy metal records up against Tracy Chapman, or Cowboy Junkies, or Bruce Springsteen, or the great jazz records, or even some soundtracks, you can cover a huge amount of territory. There's all sorts of stuff that went on.

THAT'S NOT EXACTLY A NEW PHENOMENON.

No, but it's always been an interesting part of the American music marketplace, and I think it's the most interesting aspect of the '80s. You had lots of breakthroughs - there was reggae, new age music, and modern classical music; show music, and all sorts of music that can be classified as Rock 'n Roll, and rap music, and all different kinds of black music, to say nothing of the huge developments taking place in country music. So, from that standpoint, it was a great decade for music.

WHAT SETS YOU APART FROM OTHER RECORD COMPANY EXECUTIVES?

I don't know that this necessarily separates me from other people, and I certainly don't mean to denigrate

other people in the business whom I may or may not know, but I do know that I have an understanding of some of the things that help me to succeed when I do - and one of those things is to pay attention.

WHAT DETAILS MIGHT YOU BE CATCHING WHEN YOU "PAY ATTENTION" THAT OTHERS MIGHT MISS?

When I say 'pay attention,' I mean be very, very aware of all the details that you can gather. And there is a great deal of information generated: complicated radio and sales-tracking data, artist itineraries, video tracking, press information. There are so many different elements and items of detail that in order to succeed, once the music is already made and it is your responsibility to maximize its opportunity for success, you have to be committed and thorough. It sounds easy and obvious, but the marketplace and the tastes of people in the marketplace are constantly changing, along with the needs of radio and retailers. So in every situation and project, in and of itself, you must understand the ever-changing context in which you're operating. That is the thing that very often leads to success - or results in failure.

HOW DO YOU USE THAT INFORMATION?

First you have to be aware of and value the information, and then you have to put it to use in a way that allows you to create opportunities. That's a large part of what I do here at RCA. One of my chief responsibilities is helping everyone at the company keep their eye on the ball. I have to be clear about what we're trying to accomplish, how we intend to accomplish it, and what the elements are that may lead to our success, or else potentially interfere and create failure.

MICHAEL PENN IS RCA'S LATEST SUCCESS STORY. HOW DOES YOUR "PAY ATTENTION" MAXIM APPLY TO HIM?

Michael Penn is an artist that we believed in. We felt that he was an artist with a unique viewpoint and some very special music. It also seemed clear from the beginning that if the project was going to be successful, it would probably have to run against the grain. Certainly his album and first single do not sound like the rest of the music you hear on radio, and that meant we had to be very careful to bring the proper focus to the project. Big things and little things count. The big thing is you have to see that, and plan for it. The little things include making a thousand or so CDs long before the release for the purpose of doing mailings within our company, for example, and for setting up contests - we gave people prizes for sending five or ten copies to other people - that sort of thing. All this was done so that the buzz - which we were sure would develop because of the music - would be there. But you have to put the music in front of people in the right context. You have to give the music the right opportunity to be heard.

WHY DID PENN WARRANT THAT KIND OF ATTENTION, IN YOUR OPINION? WHAT MADE HIM AND HIS MUSIC SPECIAL?

As the album was taking shape, it was clear to all of us in marketing that some extra attention would have to be paid in order to be certain that people heard the

(See RICK DOBBIS page 36)

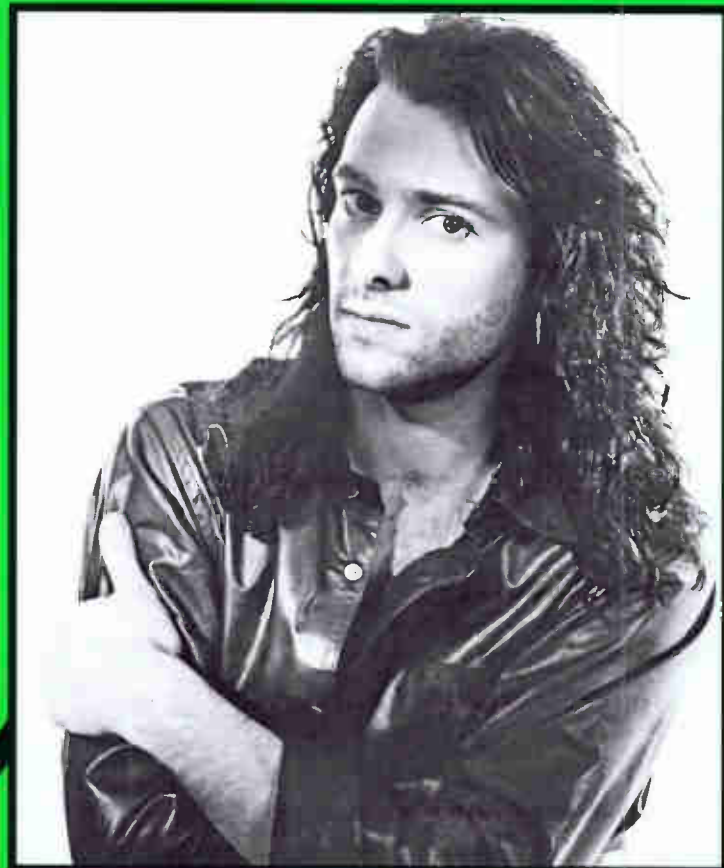
KEVIN PAIGE

"Anything I Want"

HITMAKERS NATIONAL BREAKOUT with 115
Active Reports & **ONE OF THE TOP ADDED!**

**HITMAKERS MAINSTREAM
TOP40 CHART: NEW50**

X100 (29-25)
WXKS (Add)
KNRJ (21-17)
KKBQ (D#30)
KRBE (D#24)
POWER99 (Add)
KUBE (D#29)
WLOL-FM (Add)
B94 (27-24)
Y108 (30-25)
KITY (27-24)
KSAQ (37-29)
WZPL (Add #29)
HOT94.9 (D#22)
MAJIC102 (Add)
WTIC-FM (Add)
FM100 (30-25)
Z98 (#6)
Z99 (22-19)
WGTZ (27-24)
WKSI (32-28)
Q102 (25-21)



**"Hot track from a hot new artist!
After seeing him perform in concert, I'm
convinced he's a true talent!" - P.J. OLSEN/WLOL**

**"Now that he's established name recognition, this
song should perform even better than the first!"
- PAUL CANNON/PRO-FM**

**"We were out early on Kevin's first record and
again on this one. The potential looked strong
and now it's shaping up nicely! The research
indicates this is a HUGE 25-34 female reactor,
not just a teen record!" - BRIAN DOUGLAS/Q102**

93.5 (32-29)	KPXR (32-29)	WKEE (D#31)
95XIL (D#37)	KQCR (D#37)	WKFR (39-34)
95XXX (37-30)	KQIZ (Add #39)	WKRZ (D#40)
97KYN (30-26)	KRNQ (12-10)	WLRW (Add)
99.9KHI (D#37)	KRQ (25-22)	WMHE (Add)
99WGY (Add)	KSKG (D#39)	WNOK-FM (16-12)
G105 (36-29)	KUUB (Add)	WOMP-FM (D#37)
G98 (D#37)	KYRK (39-35)	WOVO (31-27)
HOT104 (D#35)	KYYY (D#40)	WPFM (D#37)
HOT104 (Add #30)	KZBB (D#31)	WPFR (D#40)
HOT107 (35-31)	KZFM (36-30)	WPXR (D#31)
KBHT (40-29)	KZZB (40-32)	WQUT (D#32)
KCAQ (D#38)	POWER108 (Add)	WCKA (D#29)
KCMQ (38-33)	Q124 (Add)	WRCK (D#37)
KEEZ (Add)	SLY96 (32-27)	WTFX (Add #34)
KELY (D#36)	WAAL (D#30)	WTY (27-17)
KF95 (Add)	WAIL (Add #37)	WVSR (29-24)
KFBD (D#37)	WAPE (20-17)	WVSR (29-24)
KFFM (Add)	WBBQ (Add)	WWCK (32-26)
KFRX (35-30)	WBEC-FM (Add)	WWFX (D#33)
KFTZ (Add)	WBNQ (33-30)	WWHB (29-24)
KHSS (Add)	WCGQ (39-34)	WYCR (33-27)
KISR (28-23)	WDBR (34-27)	WYYS (Add)
KIXR (D#35)	WFLY (D#34)	WZYP (D#37)
KIXY (Add)	WFME (32-27)	Y104 (35-29)
KJJG (Add)	WGRD (Add)	Y94 (Add)
KKBG (Add)	WHDO (D#33)	Y97 (28-24)
KKHT (D#29)	WHTK (Add)	ZFUN106 (Add)
KKRD (Add)	WILI (Add)	and more
KKYK (Add)	WJAD (Add)	
KLAZ (Add)	WJMX (30-23)	
KNEN (Add)	WJZQ (Add)	

RECORDS ARE LISTED IN ORDER OF ACTIVE REPORTS. AN ACTIVE REPORT IS AN ADD, A DEBUT, A TOP 15 REPORT, OR A 3 POINT OR MORE MOVE ELSEWHERE ON THE CHART. QUALITY-NOT QUANTITY. RECORDS EXCEEDING 100 ACTIVE REPORTS ARE NATIONAL BREAKOUTS. ONLY RECORDS WITH 99 ACTIVE REPORTS OR LESS ARE LISTED BELOW FOR YOUR REFERENCE.

NATIONAL BREAKOUTS

- 158 • MADONNA "Keep It Together" (SIRE)
- 117 • MICHEL'LE "No More Lies" (ATCO)
- 115 • KEVIN PAIGE "Anything I Want" (CHRYSALIS)
- 111 • JOAN JETT "Dirty Deeds" (BLACKHEART/EPIC)
- 101 • KISS "Forever" (MERCURY)
- 96 • BELINDA CARLISLE "Summer Rain" (MCA)
- 89 • LISA STANSFIELD "All Around The World" (ARISTA)
- 89 • TECHNOTRONIC "Get Up! (Before The Nite...)" (SBK)
- 84 • ELTON JOHN "Sacrifice" (MCA)
- 81 • BIZ MARKIE "Just A Friend" (COLD CHILLIN'/WB)
- 68 • DEPECHE MODE "Personal Jesus" (SIRE/REPRISE)
- 66 • ALICE COOPER "House Of Fire" (EPIC)
- 57 • PHIL COLLINS "I Wish It Would Rain..." (ATLANTIC)
- 52 • THE SMITHEREENS "A Girl Like You" (CAPITOL)
- 51 • SARAYA "Timeless Love" (SBK)
- 50 • A'ME LORAIN "Whole Wide World" (RCA)

- 35 • ENUFF Z'NUFF "Fly High Michelle" (ATCO)
- 34 • JIVE BUNNY & THE MASTERMIXERS "That's What I Like" (ATCO)
- 34 • STEVIE B "Love Me For Life" (LMR)
- 33 • LENNY KRAVITZ "Let Love Rule" (VIRGIN)
- 33 • PAUL CARRACK "Battlefield" (CHRYSALIS)
- 28 • SKYY "Real Love" (ATLANTIC)
- 26 • ERIC CLAPTON "Bad Love" (REPRISE)
- 26 • HOOTERS "Brothers, Don't You Walk Away" (COLUMBIA)
- 25 • JOHN FARNHAM "You're The Voice" (RCA)
- 23 • U-KREW "If U Were Mine" (ENIGMA)
- 22 • FINE YOUNG CANNIBALS "I'm Not Satisfied" (I.R.S./MCA)
- 21 • ENTOUCH "All Nite" (ELEKTRA)
- 20 • EDIE BRICKELL "A Hard Rain Is Gonna Fall" (MCA)
- 18 • THE ALARM "Love Don't Come Easy" (I.R.S.)
- 18 • THE BRAT PACK "You're The Only Woman" (A&M)
- 18 • CHIMES "1-2-3" (COLUMBIA)
- 18 • SYBIL "Walk On By" (NEXT PLATEAU)
- 17 • FASTER PUSSYCAT "House Of Pain" (ELEKTRA)
- 16 • PETER FRAMPTON "More Ways Than One" (ATLANTIC)
- 15 • BRIDGE 2 FAR "Heaven On Earth" (WTG)
- 15 • CALLOWAY "I Wanna To Be Rich" (SOLAR/EPIC)
- 15 • ERASURE "Blue Savannah" (SIRE/REPRISE)
- 15 • KYLIE MINOGUE "Wouldn't Change A Thing" (GEFFEN)
- 14 • MANTRONIX f/WONDRESS "Got To Have Your Love" (CAPITOL)
- 12 • UB40 "Here I Am" (VIRGIN)
- 11 • LINEAR "Sending All My Love" (FUTURA)
- 11 • THOMPSON TWINS "Bombers In The Sky" (WB)
- 10 • L.A. GUNS "Never Enough" (POLYDOR)
- 10 • McCAULEY SCHENKER GROUP "Anytime" (CAPITOL)
- 9 • JANE CHILD "Don't Wanna Fall In Love" (CURB/WB)
- 8 • ANIMAL LOGIC "There's A Spy (In The House)" (I.R.S.)
- 8 • GIANT "Innocent Days" (A&M)
- 8 • TERENCE TRENT D'ARBY "To Know Someone ..." (COLUMBIA)
- 7 • BON JOVI "The Boys Are Back" (MERCURY)
- 7 • QUINCY JONES "Secret Garden" (WB)
- 7 • RUSH "Show Don't Tell" (ATLANTIC)
- 7 • TOMMY PAGE "I'll Be Your Everything" (SIRE/WB)
- 7 • YVONNE "There's A Party Going On" (CUTTING)
- 6 • THE CULT "Sweet Soul Sister" (REPRISE)
- 6 • HI IMPACT "Never Stop Loving You" (EPIC)
- 6 • OAKTOWN 3, 5, 7 "Juicy Gotcha Krazy" (CAPITOL)
- 6 • ROB BASE "Turn It Out" (PROFILE)
- 6 • SADAO WATANABE f/PATTI AUSTIN "Any Other Fool" (ELEKTRA)
- 6 • XYZ "Inside Out" (ENIGMA)

BIZ MARKIE (COLD CHILLIN'/WB)

He's fresh, innovative, provocative and the latest rapper to cause the biggest buzz on the streets!

Just A Friend

voices relevant lyrics to an unforgettable melody. One spin on the air is all it takes to get the phones lit!



✓ Born Marcel Hall, the diabolical **BIZ MARKIE** got his start working the rap circuit for a few years in the early '80s, playing the Roxy, the Fun House and other venues, and sharing the bill with Doug E. Fresh, Dana Dane, Fresh 3, and other rap notables. His big break came in 1988 when he ran into producer Marley Marl. A subsequent exclusive recording contract with COLD CHILLIN' yielded debut LP GOIN' OFF, featuring a wealth of real, riveting rap. This auspicious curtain-raiser showcased **BIZ MARKIE**'s talents on a totally new kind of savvy, street level rap.

✓ After a national tour with Eric B. & Rakim, Kool Moe Dee, Ice T and others, **BIZ** returned home and set to work on a followup LP. The result is THE BIZ NEVER SLEEPS, produced by **BIZ** and his ace co-conspirator, Cut Master Cool. Offering a cool slice of pure rap from one of the best in the Biz-ness, the LP is stuffed with state-of-the-art raps, including currently sizzling single *Just A Friend*. His style is unique, mixing elements of the street urchin, the grand old medicine show tradition and the tomfoolery of Jack Armstrong. With a gift for rap gab, and the ability to rock with rhythmic rhymes over a funky beat, **BIZ** mixes experience and street-beat with relatable lyrics, and the result is worthy of the buzz.

✓ Be on the lookout for the cartoon show *The Adventures Of Mouse Man*. Conceived by **BIZ**, it proves the diabolical one is truly a multi-faceted, multi-media artist!

RADIO SEZ:

LOU SIMON - PD, HOT94.9 - SALT LAKE CITY

"If you have any doubts about it, put it on the radio, because there is no way you can decide about this record in your office!"

MARK JACKSON - ASST. PD/MD, WHYT - DETROIT

"It will work with guaranteed phones!"

BILLY THE KIDD - MD, KJ103 - OKLAHOMA CITY

"A nighttime smash, and it's beginning to bleed into other dayparts."

CADILLAC JACK McCARTNEY - MD, WZOU - BOSTON

"Big phones! I personally can't get enough of it!"

HITMAKERS

ISSUE 622

January 26, 1990

MAINSTREAM TOP40

LW-TW

- 6-1 PAULA ABDUL "Opposites Attract" (VIRGIN)
- 3-2 SEDUCTION "Two To Make It Right" (A&M)
- 1-3 ROD STEWART "Downtown Train" (WB)
- 7-4 CHICAGO "What Kind Of Man Would..." (REPRISE)
- 15-5 JANET JACKSON "Escapade" (A&M)
- 8-6 EDDIE MONEY "Peace In Our Time" (COLUMBIA)
- 2-7 JODY WATLEY "Everything" (MCA)
- 11-8 MILLI VANILLI "All Or Nothing" (ARISTA)
- 13-9 AEROSMITH "Janie's Got A Gun" (Geffen)
- 4-10 LOU GRAMM "Between You And Me" (ATLANTIC)
- 18-11 ROXETTE "Dangerous" (EMI)
- 12-12 SKID ROW "I Remember You" (ATLANTIC)
- 16-13 GLORIA ESTEFAN "Here We Are" (EPIC)
- 17-14 EXPOSE "Tell Me Why" (ARISTA)
- 10-15 TOM PETTY "Free Fallin'" (MCA)
- 19-16 THE COVER GIRLS "We Can't Go Wrong" (CAP)
- 20-17 BAD ENGLISH "Price Of Love" (EPIC)
- 25-18 B-52'S "Roam" (REPRISE)
- 5-19 MICHAEL BOLTON "How Am I Supposed..." (COL)
- 24-20 BILLY JOEL "I Go To Extremes" (COLUMBIA)
- 31-21 RICHARD MARX "Too Late To Say Goodbye" (EMI)
- 26-22 D'MOB "C'mon And Get My Love" (FFRR/POLY)
- 23-23 MICHAEL DAMIAN "Was It Nothing..." (CYPR/A&M)
- 27-24 MICHEL'LE "No More Lies" (ATCO)
- 9-25 TECHNOTRONIC "Pump Up The Jam" (SBK)
- 35-26 WARRANT "Sometimes She Cries" (COL)
- 14-27 BABYFACE "Tender Lover" (SOLAR/EPIC)
- 21-28 JANET JACKSON "Rhythm Nation" (A&M)
- 22-29 JOE COCKER "When The Night Comes" (CAP)
- NEW-30 TAYLOR DAYNE "Love Will Lead..." (ARISTA)
- 34-31 JAYA "If You Leave Me Now" (LMR)
- 43-32 BIZ MARKIE "Just A Friend" (COLD/WB)
- 48-33 ALANNAH MYLES "Black Velvet" (ATLANTIC)
- 47-34 LINDA RONSTADT f/A. Neville "All My Life" (ELEK)
- 36-35 TEARS FOR FEARS "Woman In Chains" (MERC)
- 39-36 DEPECHE MODE "Personal Jesus" (SIRE/REP)
- 45-37 LUTHER VANDROSS "Here And Now" (EPIC)
- 49-38 ELTON JOHN "Sacrifice" (MCA)
- 50-39 MICHAEL PENN "No Myth" (RCA)
- 41-40 SA-FIRE "I Will Survive" (MERCURY)
- 28-41 MOTLEY CRUE "Kickstart My Heart" (ELEKTRA)
- 29-42 PHIL COLLINS "Another Day In Paradise" (ATL)
- 30-43 TAYLOR DAYNE "With Every Beat Of..." (ARISTA)
- NEW-44 STEVIE B "Love Me For Life" (LMR)
- 32-45 SOUL II SOUL "Back To Life" (VIRGIN)
- 46-46 KENNY G "Going Home" (ARISTA)
- NEW-47 TECHNOTRONIC "Get Up! (Before The...)" (SBK)
- NEW-48 A'ME LORAIN "Whole Wide World" (RCA)
- NEW-49 WHITESNAKE "The Deeper The Love" (Geffen)
- NEW-50 KEVIN PAIGE "Anything I Want" (CHRYSALIS)

HOTTEST

UP & COMING
SONGS THIS WEEK!

MAINSTREAM TOP40

- 153% TAYLOR DAYNE
Love Will Lead You... (ARISTA)
- 102% TECHNOTRONIC
Get Up! (Before The...) (SBK)
- 59% KEVIN PAIGE
Anything I Want (CHRYSALIS)
- 59% ALANNAH MYLES
Black Velvet (ATLANTIC)
- 52% RICHARD MARX
Too Late Too Say Goodbye (EMI)

URBAN TOP40

- 120% LISA STANSFIELD
All Around The World (ARISTA)
- 118% TAYLOR DAYNE
Love Will Lead You... (ARISTA)
- 75% TECHNOTRONIC
Get Up! (Before The...) (SBK)
- 56% U-KREW
If U Were Mine (ENIGMA)

ROCK TOP40

- 117% KISS
Forever (MERCURY)
- 104% JOAN JETT
Dirty Deeds (BLACK/EPIC)
- 58% WHITESNAKE
The Deeper The Love (Geffen)
- 50% MICHAEL PENN
No Myth (RCA)

NATIONAL CHARTS

THE CHARTS ARE COMPILED FROM INDIVIDUAL RADIO STATION REPORTS WE RECEIVED THIS WEEK. CHART POSITION IS BASED ON A POINT SYSTEM. THE "HOTTEST" UP & COMING SONGS SHOWS THE RECORDS WITH THE GREATEST PERCENTAGE INCREASE IN POINTS THIS WEEK OVER LAST WEEK.

URBAN TOP40

LW-TW

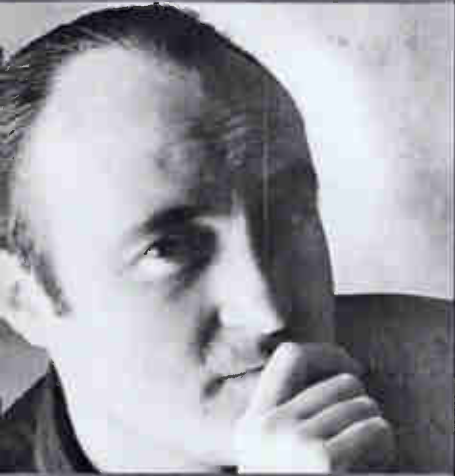
- 1-1 SEDUCTION "Two To Make It Right" (A&M)
- 2-2 PAULA ABDUL "Opposites Attract" (VIRGIN)
- 3-3 THE COVER GIRLS "We Can't Go Wrong" (CAP)
- 4-4 MICHEL'LE "No More Lies" (ATCO)
- 5-5 JANET JACKSON "Escapade" (A&M)
- 8-6 D'MOB "C'mon And Get My Love" (FFRR/POLY)
- 6-7 EXPOSE "Tell Me Why" (ARISTA)
- 10-8 LUTHER VANDROSS "Here And Now" (EPIC)
- 11-9 MILLI VANILLI "All Or Nothing" (ARISTA)
- 13-10 SKYY "Real Love" (ATLANTIC)
- 14-11 BIZ MARKIE "Just A Friend" (COLD/WB)
- 12-12 SYBIL "Walk On By" (NEXT PLATEAU)
- 25-13 TECHNOTRONIC "Get Up! (Before The...)" (SBK)
- 21-14 A'ME LORAIN "Whole Wide World" (RCA)
- 7-15 MICHAEL BOLTON "How Am I Supposed..." (COL)
- 16-16 SA-FIRE "I Will Survive" (MERCURY)
- 9-17 JANET JACKSON "Rhythm Nation" (A&M)
- 24-18 STEVIE B "Love Me For Life" (LMR)
- 22-19 GLORIA ESTEFAN "Here We Are" (EPIC)
- NEW-20 TAYLOR DAYNE "Love Will Lead You..." (ARISTA)
- 15-21 BABYFACE "Tender Lover" (SOLAR/EPIC)
- 17-22 QUINCY JONES "I'll Be Good To You" (WB)
- 18-23 DINO "Never 2 Much Of U" (4TH & B'WAY/ISLAND)
- 36-24 B-52'S "Roam" (REPRISE)
- 31-25 LINEAR "Sending All My Love" (FUTURA)
- 28-26 SALT 'N PEPA "Expression" (NEXT PLATEAU)
- 50-27 U-KREW "If U Were Mine" (ENIGMA)
- 29-28 MICHAEL DAMIAN "Was It Nothing..." (CYP/A&M)
- 32-29 ROD STEWART "Downtown Train" (WB)
- 19-30 JERMAINE JACKSON "Don't Take It..." (ARISTA)
- 20-31 PHIL COLLINS "Another Day In Paradise" (ATL)
- NEW-32 LISA STANSFIELD "All Around The..." (ARISTA)
- 39-33 YVONNE "There's A Party Going On" (CUTTING)
- 38-34 RUBY TURNER "It's Going To Be Alright" (RCA)
- 23-35 JODY WATLEY "Everything" (MCA)
- 26-36 ENTOUCH "All Nite" (ELEKTRA)
- 41-37 MARCIA GRIFFITHS "Electric..." (MANGO/ISLAND)
- NEW-38 SOUL II SOUL "Jazzie's Groove" (VIRGIN)
- 44-39 SEDUCTION "Heartbeat" (VENDETTA/A&M)
- 43-40 CALLOWAY "I Wanna Be Rich" (SOLAR/EPIC)
- 48-41 GOOD GIRLS "Your Sweetness" (MOTOWN)
- 42-42 ROB BASE "Turn It Out" (PROFILE)
- 27-43 KENNY G "Going Home" (ARISTA)
- 30-44 NEW KIDS ON THE BLOCK "This One's..." (COL)
- NEW-45 TEMPTATIONS "Special" (MOTOWN)
- 47-46 TONY LEMANS "Forever More" (REPRISE)
- NEW-47 BABYFACE "Whip Appeal" (SOLAR/EPIC)
- 33-48 TAYLOR DAYNE "With Every Beat Of..." (ARISTA)
- 34-49 PRINCE "Scandalous" (WB)
- 35-50 CLUB NOUVEAU "No Friend Of Mine" (WB)

ROCK TOP40

LW-TW

- 1-1 AEROSMITH "Janie's Got A Gun" (Geffen)
- 2-2 ROD STEWART "Downtown Train" (WB)
- 5-3 WARRANT "Sometimes She Cries" (COLUMBIA)
- 7-4 BAD ENGLISH "Price Of Love" (EPIC)
- 8-5 B-52'S "Roam" (REPRISE)
- 6-6 ROXETTE "Dangerous" (EMI)
- 3-7 EDDIE MONEY "Peace In Our Time" (COLUMBIA)
- 9-8 CHICAGO "What Kind Of Man Would..." (REP)
- 10-9 DEPECHE MODE "Personal Jesus" (SIRE/REP)
- 13-10 RICHARD MARX "Too Late To Say Goodbye" (EMI)
- 15-11 ALANNAH MYLES "Black Velvet" (ATLANTIC)
- 20-12 ALICE COOPER "House Of Fire" (EPIC)
- 16-13 BILLY JOEL "I Go To Extremes" (COLUMBIA)
- 4-14 THE SMITHEREENS "A Girl Like You" (CAPITOL)
- 11-15 LOU GRAMM "Between You And Me" (ATLANTIC)
- 19-16 SCORPIONS "I Can't Explain" (MERCURY)
- 35-17 WHITESNAKE "The Deeper The Love" (Geffen)
- 12-18 FIONA "Everything You Do..." (ATLANTIC)
- 33-19 PHIL COLLINS "I Wish It Would Rain Down" (ATL)
- 37-20 JOAN JETT "Dirty Deeds" (BLACKHEART/EPIC)
- 14-21 CHER "Just Like Jesse James" (Geffen)
- 17-22 PHIL COLLINS "Another Day In Paradise" (ATL)
- NEW-23 ENUFF Z'NUFF "Fly High Michelle" (ATCO)
- 38-24 KISS "Forever" (MERCURY)
- 22-25 MOTLEY CRUE "Kickstart My Heart" (ELEKTRA)
- 32-26 MICHAEL PENN "No Myth" (RCA)
- 18-27 TESLA "Love Song" (Geffen)
- 31-28 RUSH "Show Don't Tell" (ATLANTIC)
- 34-29 PAUL McCARTNEY "Figure Of Eight" (CAPITOL)
- 30-30 POCO "Nothin' To Hide" (RCA)
- 26-31 TEARS FOR FEARS "Woman In Chains" (MERC)
- 21-32 BILLY JOEL "We Didn't Start The Fire" (COL)
- 39-33 ACE FREHLEY "Do Ya" (ATLANTIC)
- 23-34 TOM PETTY "Free Fallin'" (MCA)
- 45-35 THE CULT "Sweet Soul Sister" (REPRISE)
- 24-36 KISS "Hide Your Heart" (MERCURY)
- 28-37 BON JOVI "Living In Sin" (MERCURY)
- 46-38 McCAULEY SCHENKER GROUP "Anytime" (CAP)
- 25-39 GREAT WHITE "The Angel Song" (CAPITOL)
- NEW-40 L.A. GUNS "Ballad Of Jane" (POLYDOR)
- 27-41 BONHAM "Wait For You" (WTG)
- NEW-42 AEROSMITH "F.I.N.E." (Geffen)
- 29-43 JOE COCKER "When The Night Comes" (CAPITOL)
- NEW-44 FASTER PUSSYCAT "House Of Pain" (ELEKTRA)
- 48-45 SARAYA "Timeless Love" (SBK)
- NEW-46 XYZ "Inside Out" (ENIGMA)
- 36-47 ROLLING STONES "Almost Hear You Sigh" (COL)
- NEW-48 PETER FRAMPTON "More Ways Than One" (ATL)
- 40-49 TINA TURNER "Steamy Windows" (CAPITOL)
- 41-50 DON HENLEY "The Last Worthless..." (GEF)

AN ATLANTIC EXPLOSION!



PHIL COLLINS
 "I WISH IT WOULD
 RAIN DOWN"

HITMAKERS ROCK TOP40 CHART: 33-19
A HITMAKERS HITBOUND!
 ONE OF HITMAKERS MOST ADDED WITH 43 ADDS!
 Z95 (Add #30) KXXR (22-18)
 KEGL (17-14) B97 (Add)
 Y95 (D#24) WKSE (Add)
 Y100 (Add) WTIC (40-31)
 KBQ (23-17) WDJX (30-26)
 B94 (Add) WKZL (Add)
 KEZY (Add) CKOI (Add)
 KXYQ (21-16) And Many More

HITMAKERS MAINSTREAM TOP40 CHART: 48-33
HITMAKERS ROCK TOP40 CHART: 15-11
A HITMAKERS CRUSADE

PIRATE (17-14)	KXXR (19-9)	FM100 (22-15)
KEGL (Add)	PRO-FM (D#34)	Z98 (25-17)
WXKS (29-24)	WGH (Add #28)	MIX105.1 (Add #28)
POWER99 (D#24)	KSAQ (32-26)	XL106.7 (Add)
STAR94 (13-10)	HOT94.9 (25-21)	Y107 (Add)
KBQ (D#37)	KCPX (Add)	WLRS (29-21)
KHTK (Add)	KISN (28-22)	WKSI (D#34)
B100 (18-8)	WMJQ (26-22)	WKZL (D#24)
Q105 (Add)	WKSS (Add)	CKOI (29-20)
WPHR (33-23)	WTIC (38-35)	And Many More
KXYQ (22-13)	WZZG (#8)	

ALANNAH MYLES
 "BLACK VELVET"



SKYY
 "REAL LOVE"

HITMAKERS URBAN TOP40 CHART: 13-10
A HITMAKERS CRUSADE
A HITMAKERS HITBOUND

KMEL (21-18)	FM102 (26-14)	KDON (D#29)
WUSL (15-5)	KGGI (8-5)	KF95 (Add)
KJMZ (16-15)	Z99 (D#22)	KKXX (D#27)
WPGC (4-2)	102QQ (35-29)	KMOK (Add)
KISS98.5 (#5)	99.9KHI (Add)	KQMQ (Add)
Q106 (17-14)	HOT96 (22-16)	KZZB (39-29)
KZZP (Add)	HOT194 (Add)	WNNK (Add)
HOT102 (Add #39)	KCAQ (Add)	WPRR (28-23)
		X102 (Add)

HITMAKERS ROCK TOP40
CHART: NEW48
A HITMAKERS HITBOUND

Adds this week:
 92X #23 KZMC
 WLRS OK95
 KBAU WCLG
 KFBD WIFX
 KJJG #39 WOVO
 KJLS WWHB
 KKQV WYYS
 KPXI Y104

PETER FRAMPTON
 "MORE WAYS THAN ONE"



On Atlantic Records, Cassettes and Compact Discs

INTERVIEW

BILL PASHA (continued from page 27)

management capacity you learn how to manage people wisely. I probably learned more about that since joining Evergreen than I had in the previous 10 or 15 years. As far as disciplines, I think that I learned the best of music systems and the best way of making sure that the radio station sounds right from Buzz Bennett, who was for a long time the national PD here. He is a master at systems. The other discipline I think every PD needs to have at this point is a complete mastery of computers. If you can't get a computer to jump up and down and bark now, you're radio station is in significant trouble.

LET'S TALK A LITTLE ABOUT THE MUSIC SYSTEM. HOW WOULD YOU DESCRIBE YOURSELF MUSICALLY?

We're a very well balanced Top40. We play everything that is a hit. Sometimes were lucky enough to catch on to one that's going to be a hit and we sometimes use that record as a secret weapon. Or if we find a record that works in our market that might not work in another market, that is a big, big record for us. We determine that through our own inhouse research systems.

WHAT IS A HIT FOR YOU? A RECORD HAS A LIFE CYCLE. IT HAS A BEGINNING AND IT HAS AN ENDING, SO EVERYBODY DISAGREES ABOUT THE MIDDLE. WHERE DO YOU PICK UP THE RECORD IN ITS LIFE CYCLE?

Depends. For instance, I have been very early on the Alannah Myles record, which is perhaps the biggest record I've ever had on the radio. I'm very early on the new Kevin Paige. Over the summer in this market his *Don't Shut Me Out* started airing the second week of August and he's still not off the air. That record just won't go away. Sometimes we are early on that type of record. Another one that was a very good adult appeal record, and great for us because we have such widespread demographics, was *Talk It Over* by Grayson Hugh. Other records may go all the way up the chart, but if they're not right for our radio station according to our listeners we don't play them. We can determine this by the other radio stations that are playing it and the reaction that we're getting to it by our retail. There have been records which have climbed up the chart which I have never received a request for, and didn't sell well in my market. We simply kept them off the air. So although a record may be a national hit, it may not necessarily receive airplay at this radio station. We have to consider the 12-year-olds as well as the 54-year-olds because we do reach both in this market.

WHEN A RECORD JUST COMES OUT THERE IS NO RESEARCH. YOU CAN'T GO TO THE AUDIENCE, CAN YOU?

I'll give you a good example. Let's use the Alannah Myles record, which exploded in Canada. In my networking with some people up there, it was pointed out to me that *Black Velvet* was doing extremely well. I brought it to the attention of Joe Iannello at ATLANTIC and he said, "Yes, it looks like we're going to work this record." I put it on the air once to give it a shot just because I needed a fill record, and it was the sound for that time of the day. The next thing I knew I had 162 requests in less than an hour and a half. My phones flooded, "What is that, what is that?" If I get that many inquiries I know that record is a hit. Alannah is still in my top five. I've been playing it now for four weeks and it's top five 12+ and it's my number one adult record on any call. It has also sold out in the stores here. That record is a hit. Because we also have a dominance here, if I play a record, I can make that record a hit. I don't choose to do that, but I can do it. We made the Sybil record a hit in this market several months before

it was a recognized Top40 song. In fact, I had a manager of a radio station in another market, a major market station, call me and ask me what the record was back in October because he had never heard of it and had been watching our list and was just wondering what it was. He put it on and it was a hit for him, too. So, we do have the capability here of driving records home because we have such a huge cume, but that cume can also turn against us and tell us when a record is not right. If that happens we do get it off the air.

DO YOU PRIDE YOURSELF IN HAVING A GUT FEELING FOR NEW PRODUCT?

No, not really. I pride myself in being able to allow my listeners to tell me when a radio station is doing something right or something wrong, whether it's musically or otherwise. I did a short stint up in Oklahoma City at KZBS where we went from a 3.1 to a 9.3 in one book, and we prided ourselves there in being able to allow the audience to tell us what we were doing right and what we were doing wrong. I think that a PD who tries to shove something down the throat of a listener, or a radio station that tries the same thing, whether it's a new product or old product, is just making a huge error in judgement. He's not serving the ownership of the radio station because when it comes right down to it, it's not only about listeners and about the art of it, it's about making

"There is no difference between selling my radio station to my audience and selling toilet paper to consumers. They're going to buy the product that's the softest, most colorful, and the best one to use three times a day."

money. The way that we make money is by having listeners, and the way we get listeners is by letting them vote for us first. Scott Ginsburg, who is our majority owner, came out of a background of politics. It is his theory, and I believe rightfully so, that you don't go after listeners to get them to write you down in the book, you get listeners to vote for you. They vote for their favorite radio station, and if I can get my listeners to vote for me just as a candidate gets his constituency to vote for him, then that's the way I'm going to be number one. It doesn't matter if I'm in Jacksonville, Atlanta or New York, that's the way you win. The individuals who are able to do that and company's who are able to do that are successful, and Evergreen is one of them.

WHAT ABOUT THE ROLE OF THE BROADCASTER TO SHAPE AND FORM THE AUDIENCE TASTE? IS THERE ANY ROOM FOR THAT IN YOUR PHILOSOPHY?

If I'm going to try to form or shape audience taste, I'm going to do it with ancillary things like promotions or events, things that are going to generate talk. I'm not going to do it with my music. If they tell me Benny Mardones is a hit in 1989 and and it was a hit in 1981, I don't care. It's still a hit. I'm going to play that thing and I'll play it to death if I have to. And I did and that

wasn't an attempt to shape an audience, that was an attempt to play the right song.

WHAT ABOUT WHEN THE MUSIC TRENDS SHIFT, LIKE WHEN THE BEATLES WERE BRINGING IN A NEW SOUND?

I think that you made a good analogy there. Let's talk about the Beatles. When the Beatles came into America, it wasn't the programmers who liked the Beatles, it was the kids who liked the Beatles. There were many, many more programmers and many, many more radio station managers who were against the Beatles, guys who made frisbies out of their singles and then had to go out in the backyard and dig them up after all of a sudden their phone lines were flooded. Granted, it may take one play, but once again it's like the Alannah Myles situation. Although that record was not played on the radio in the United States prior to us playing it, somebody somewhere knew about it and somebody somewhere already thought it was a hit. Somebody somewhere thought a Pet Rock was a hit before it was released as a general marketing product.

IN A SENSE, WHAT I HEAR YOU SAYING IS THE AUDIENCE IS THE DISC JOCKEY AND THE RADIO STATION IS THE AUDIENCE AND YOU'RE ALMOST RESPONDING TO WHAT THEY ARE.

I'm an implementer. I implement what my audience wants. If I'm anything other than an implementer, anything more than an administrator and a creative guy for promotions, then I should be an artist. I shouldn't be in the business of radio.

DO YOU SEE RADIO AS AN ART FORM?

It certainly is an art form. I think that any time the electronic media can take input and turn it into a viable product, that's the same as an artist looking at a beautiful seascape and being able to translate it into a saleable painting. It's the same thing. Sure, we're artists, but we're in the business of selling the product, and the only way we're going to sell the product is if we have a product that people want to buy. There is no difference between selling my radio station to my audience and selling toilet paper to consumers. They're going to buy the product that they feel is softest, most colorful and the best one to use three times a day.

MANY PEOPLE ARE SAYING THAT AS WE HEAD INTO THE '90s THAT FUTURE RADIO PROGRAMMERS ARE ALSO GOING TO HAVE TO BE EXPERTS IN MARKETING. DO YOU AGREE?

Absolutely, 100 percent. My educational thrust was in broadcast communications, my minor was in marketing. My wife is the marketing director for a huge environmental engineering firm. My GM here is perhaps the best marketing person I have ever met from a standpoint of outdoor advertising and understanding radio. Every person that I have ever met in radio, or any person that I have ever met who is successful in any line of business, has been the guy who knew how to market what the product is. I really believe that you have to be a full-service program director. You can't just know music; you have to know marketing, you have to understand budgets, you have to understand profit and loss and you have to understand lifestyle and demographics and research. If you don't understand those things you're not equipped for the '90s.

WHAT ARE SOME OF THE STEPS YOU HAVE TAKEN IN TERMS OF THE MARKETING? ARE YOU DOING ANY DIRECT MAILING TO ZIP CODES?

I do believe in the questering theory. I think that the

(continued on page 30)

BILL PASHA OM/PD, WAPE, Jacksonville

WHY ON EARTH DID YOU PICK RADIO OF ALL THE THINGS TO DO IN LIFE?

Actually, I didn't - I think it picked me. When I was 13 I was visiting radio station CKEC in New Glasgow, Nova Scotia, and the afternoon drive guy said to me, "You have a really good voice, and they're starting up a new station across the street. You ought to talk to the PD about getting a job." I did, and he gave me one. It was one of those deals where I went home and said, "Hey, Mom and Dad, I'm going to be on the radio," and they said, "Oh, sure you are." The following Wednesday night I was.

WHERE DID YOU GO FROM THERE?

Basically, I was doing the night shift for that little radio station in New Glasgow, CKUS, and I did it all through high school. When I was 17 I walked in one afternoon and the GM said to me, "The PD quit today." Kind of being flip at 17, I said, "Well are you going to give me the job?" He called me into his office and said I'm going to make you a deal. If you get in here every morning at 5:45 and you stay until 15 minutes before school, you come back on your lunch hour and then you come back again when school's out, you're the PD. I went home that night and told my family that I wanted to be the PD of this radio station and the next thing I knew, I was. I continued to do radio through the time I graduated from high school. The day after I graduated from high school I got a call from a 50,000 watt AM in Halifax, Nova Scotia, and they asked me to come out and work for them. I gave my notice, and two weeks later I was working for CFDR in Halifax. From there I decided it was time to move down to the States. I worked for a couple of Canadian stations in between, and then moved back down to the States (I was born in Detroit) to program WRDO in Augusta, Maine and then WTOS in Portland. One day I was sitting at my desk and got a call from Toby Arnold, who operated a syndication company out of Dallas, and he asked me to come down there. So the next thing I knew, I was in Dallas. I worked for TK Communications with Rick Peters and Dave Van Dyke at KLUV while I was working as VP of Programming for Toby, and one day Buzz Bennett called me and asked me to work for what was then H&G, and later became Evergreen. I've been with them ever since.

GIVE US A PICTURE OF THE JACKSONVILLE MARKET. WHAT'S IT LIKE?

Jacksonville, as a radio market, is very competitive. For the number 52 market we have a lot of big players here. In addition to Evergreen we have EZ Communications, Taylor Communications, JAEGR, Metroplex, Eagle Communications and Reagan Henry is about to move in. We are the only true Top40 radio station. We have been on the air for about four years and we have been consistently number one in every book for four years. There is also a Top40/Urban mix, and is a hot A/C that leans very much towards Top40. We also have a light A/C that does very well 25-54. We have dominant country stations, and we have a brand new oldies station that just came on the air yesterday. Then we have two AORs, one which is a classic hit and another which is a kind of AOR leaning Rock40. We even have a non-commercial beautiful music in this market. In addition to the assortment of talk and everything else, we have a pretty well-rounded, very competitive market. The audience here is very diverse. We have military people because of the huge Naval facility here, and we also have Air



Force people. There are people here from all walks of life. We have a small Hispanic element, a small Cuban element, and about 25 percent black. There are retirees and very young people. It's very, very diverse. Being right on the Georgia/Florida border, the attitude here can be anything from very liberal to very, very conservative. We also are right in the middle of the Bible belt. This is a very moral area. Everybody here takes into consideration the feelings of others. When I came over here, I was told that the area was very redneck. I haven't really found that to be true. I think that what you have here are some good old boys, but you have a very strong feeling of nationalism. It's a real Americana kind of city.

WITH SO MANY SIGNALS ON THE DIAL AND SO MANY VARIOUS KINDS OF MUSIC BEING OFFERED, ISN'T THERE A BLURRING OF STYLE? WHAT IS SPECIAL ABOUT YOUR RADIO STATION?

We do everything bigger, better, faster, hipper and with a lot more class than everybody else. There's no question about that. When we do something - and I think this is true of every Evergreen media station - we do it right and we do it all the way. Mark Schwartz, who is our president and general manager, wouldn't let me cut a corner if I tried. He was the original GM of this radio station. He and Scott Ginsburg put this thing together and this is their baby. He is not about to let something happen to it. We have a very, very solid air staff. My morning team, Hoyle Dempsey and Marge Phizzy have been staples in this market. They have been with us since day one. My afternoon guy, Chris Trane, is the same Chris Trane that hosted Dance Party U.S.A. He came out of Philadelphia. The guy is absolutely a major market talent. He and Hoyle get offers two or three times a week from major markets and they just don't go anywhere. They like it here, they like the way the radio station sounds and they're pleased to be here. My night guy, Jimmy Winstead, who is actually my fourth Cadillac Jack, came out of Cleveland and we were very pleased to get him. He's a monster. He holds a 50 share of teens, he's number one 18-34, he's number one 25-54. The rest of the staff is solid as well. We like to say around here that

when everybody is sick, if I put my assistant Greg Francis and my B team on the air, my B team can beat anybody else's A team in this market. And that's not an attitude, that's fact. We just have an incredible major-market sounding radio station in the number 52 market and the people here who have grown up with the legend of WAPE, first on AM 690 back in the '60s and '70s, and now on FM, appreciate it, realize it, and they stick with it. We're unique in that most Top40s are second choice or third choice. We're first choice in this market.

WHAT ROLE DO YOU SEE YOURSELF PLAYING IN THE WHOLE SCENARIO OF WAPE?

As with all the managers here, because each department has a manager and each manager is pretty much autonomous, we keep things on track. We're cheerleaders, but we make sure that things are being done right. In my own particular case, from a programming point of view, everybody kids me here. They call me the monitor because that's exactly what I do. I listen to the radio station virtually incessantly. I go out and keep track of what my audience is doing because if you don't live the demographic, your radio station goes down the tubes. My general sales manager, Rich Rectanus, who just came here from out West, virtually goes to every one of our outside events. He and his wife live the demographic. That's what our role is here, to make sure that this radio station is a mirror reflection of what the community wants. If they want strawberry ice cream we're going to give them strawberry, we're not going to give them chocolate. We don't make any pre-judgments as to what they want. They tell us and we do it.

HOW DO YOU FIND OUT WHAT THEY WANT?

We're out there on the street. We live it. If my target audience is going to be at the New Year's Eve fireworks show, not only are we all there talking to people and finding out what they like and don't like, but we're going to make sure that that big hairy ape is sponsoring it, too. We're going to have our 40 foot ape out in front of everybody and we're going to make sure that Hoyle Dempsey does the countdown to the new year. That's how we find out. We ask questions. We don't make the presumption that we know - we ask. Whenever we're anywhere we just simply ask, "What do you like about this, what do you like about that, what is the hottest thing, what's not hot anymore, what's the trend, what's fad and what is fashion?" There is a big difference between fad and fashion. A fad will go away, fashion stays. Pet rocks are a fad. Jams are a fashion. The little plastic sunglasses may go away, but Raybans are here to stay. So if I'm going to give something away, I'm going to give away a pair of Bausch and Lomb Raybans as opposed to a pair of plastic sunglasses.

WHAT DISCIPLINES DO YOU FEEL YOU HAD TO ACQUIRE ALONG THE WAY TO BECOME THIS SUCCESSFUL?

The toughest thing for me was learning to say no. I have always been a very bottom-line program director. I've always been oriented toward making sure that the radio station made money. I have since learned that you make more money sometimes by saying no to certain things and making sure that your audience wants to hear what's on the air. That was tough for me. I think that as you come up in radio in a

(continued on page 28)

HITMAKERS ROCK TOP40 CHART: 38-24!

A HITMAKERS
NATIONAL BREAKOUT
THIS WEEK with
101 Active Reports!

PIRATE (Add)
KEGL (Add)
WXKS (Add)
KPLZ (Add)
KUBE (Add)
KHTK (Add)
KDWB (Add)
WPHR (D#30)
KXXR (D#37)
WGH (Add)
92X (23-19)
KSAQ (D#37)
HOT94.9 (Add)
Y107 (Add)
WGTZ (Add)
WLRS (D#28)
WKZL (Add)

93Q (Add #38)
95XIL (Add)
95XXX (Add)
99.9KHI (Add)
G105 (35-31)
HOT104 (Add#39)
JET-FM (Add)
K104 (Add)
K92 (Add)
KATM (Add)
KAYI (Add)
KBAU (D#35)
KBFM (Add)
KDWZ (Add)
KELY (Add)
KFOX95 (Add)
KFRX (Add)
KFTZ (D#35)
KGGG (Add)
KHSS (Add)
KHSS (Add)
KJLS (D#40)
KKBG (Add)
KKHT (Add)
KMGZ (Add)
KNIN (25-22)
KPXI (35-32)
KQHT (D#31)
KQIZ (Add)
KQKQ (Add)
KQKY (Add #31)
KRZR (D#26)
KSKG (D#35)
KSND (Add)

KTAG (6-6)
KTUX (D#37)
KUUB (Add)
KWNZ (Add)
KWTX (Add)
KZ103 (Add#38)
KZ93 (Add)
KZBB (D#32)
KZIO (D#35)
KZOU (Add)
OK95 (37-32)
Q104 (Add)
SLY96 (D#38)
WAAL (35-27)
WAIL (Add#34)
WANS (Add)
WBEC (Add)
WBNQ (D#37)
WCGQ (Add)
WDBR (35-29)
WHHY (Add)
WHTO (Add)
WILI (Add)
WJAD (D#28)
WJMX (40-36)
WJZQ (Add)
WKFR (Add#36)
WKPE (Add)
WKRZ (Add)
WLXR (Add)
WMGV (Add)
WNYP (Add#34)
WOKI (D#30)
WPFM (Add)



KISS

"FOREVER"

*"Slash said this record was a *@#!* smash, and I'll take his word for it!"* - JOEL FOLGER/KEGL

"Most mass appeal single since Beth. Listen closely to the whole album - it has a very adult appeal!"

- GARY FRANKLIN/KXXR

"This one should deliver! Their most mass appeal song since Beth!" - LOU SIMON/HOT94.9

WPFR (Add)
WPRR-FM (D#30)
WQCM (D#23)
WRCK (Add)
WTBX (Add)
WTFX (Add)

WVKZ (D#25)
WWFX (D#35)
WYKS (Add)
WZZU (33-24)
Y104 (D#38)
Y94 (Add)

Y97 (D#27)
Z93 (Add)
Z97 (D#38)
ZFUN106 (D#32)
and more

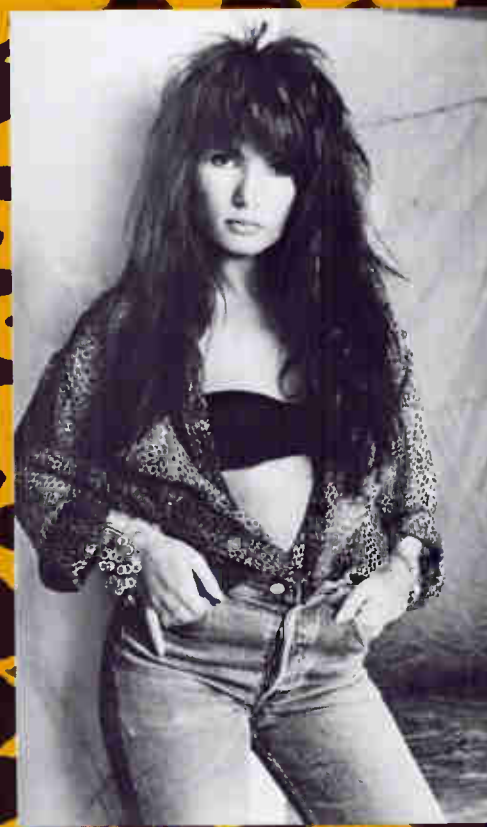
ROBIN BECK

"FIRST TIME"

ON YOUR DESK NOW!



PolyGram Records



INTERVIEW

BILL PASHA (from page 28)

book *The Questering Of America* is very close to being right on target. We have taken steps, from a marketing standpoint, to reflect the fact that we understand that people use our product in different ways. But we have also taken steps to build up a legendary status with the Blg Ape. Our ape mascot, for instance, has gone through many, many changes. Now the ape mascot is the same ape mascot that we started with. Why? Because we found that the common denominator in our marketing was that everyone - old, young, upper demo income, lower demo income - all of them liked the ape that was everybody's favorite uncle. And that's what we have. We have an ape that is hip and happening and warm and fuzzy and all things to all people and that's what we try to do from the outside in. And we try to project that from the inside out, too. I will say this, too. When you look at the history of this radio station it is obvious that Mark Schwartz and Scott Ginsburg have taken a lot of time in determining the positioning of this radio station and developing a plan and then sticking to it. That's what they've done and they've done it exceptionally well.

DO YOU HAVE A WAPE NEWSLETTER?

That is a very interesting thing. I'm a big fan of newsletters. I was in charge of producing the newsletter for Toby Arnold and Associates for 200 client stations. We do not do one here. At least we don't currently. It is something that has been under consideration for a long time. The development of that project right now is being handled by our promotions director, Julie Negrete. Julie's background is 100 percent agency, and she is real fine at being able to put together sales pieces and things of interest to the community. The problem with the newsletter for us is that there is so much going on, and we have such a large client and listener base, making the determination of how often and to whom this letter would go might prove to be very difficult. It is something that we've considered from time to time.

HOW ABOUT IF YOU JUST DID IT WITH THE ACTIVES? OR YOU MADE IT AVAILABLE IN RECORD STORES?

I think that makes sense, but once again when you begin to make any of your product appeal to only one portion of your audience then it may not be the most cost efficient way of letting people know about what you have to offer. We try to market everything on a mass marketing scale. We want to make it easy for people to find out about whatever it is we have going on. We can promote ourselves pretty effectively. When you have a cume as large as ours, you can promote yourself pretty effectively. We use outdoor extensively. We own our outdoor in this market. We're fairly active in television too. We've got a lot of the bases covered up front.

HAVE YOU EVER THOUGHT ABOUT SIMULCASTING THE MORNING SHOW ON TELEVISION, ESPECIALLY CABLE?

We don't have a morning show that would translate well into video. Our morning show is geared to be an audio. We're looking for something that is going to be an oral experience. My morning show is very, very similar in structure to the way Greaseman's was in the '70s here, although we're not nearly as blue. In fact, we're not blue at all. We're pretty much family entertainment here. I think that you might destroy what is going on in the morning show if you were to see it with your eyes instead of with your mind. We really use theater of the mind in the morning show here. It might not be advantageous to us or to our listeners to use cable service.

WHAT ARE YOU LIKE TO WORK FOR?

I think that my staff has a really good relationship with me for one reason - I believe that my airstaff does not work for me. I work for my airstaff. I am their representative just as I am management's representative. I'm the guy who tries to make sure that all things work in harmony. Basically, I think I'm pretty fair. I do demand that my people do the very best job they can, and I demand that management reward them in the same fashion. Because of that I have a real good relationship with everybody in the building. That brings me back to one of your earlier questions about learning. When I first came up I was either a management representative or I was a programming representative. I think, though, that once you begin to work for a young and dynamic company like this one

"Hits may sometimes be fads - they are just what people want to hear right then. But hits as a format is a fashion, and as long as we continue to play hits, we'll be in fashion."

you learn very quickly that you are the conduit between the two. You're in a middle-management position, and although you have supervisory duties, which the staff has to understand, as long as you drive home the guidelines and they stick to them and as long as you follow the guidelines set forth by management, you're going to have a happy family. You can tell, if this is the case when you walk into the radio station. You're never going to walk into the radio station and feel like there's a dark cloud hanging over it. It just isn't that way, and the people who visit this radio station from record companies and from other radio stations always make the comment that we just seem to be having fun here all the time. And that's because we do. The only time that we get real serious about it is when we take a look at what needs to be done to have fun, and I guess that's a little bit like making a Steven Spielberg movie. You have to have fun but you have to turn out the right product.

AS WE HEAD INTO THE '90s, WHAT VISION DO YOU CARRY FOR RADIO?

I see more fragmentation. I think that the '90s will bring some way of reviving AM. I believe that our company believes in AM. We have Chicago and a Dallas property now that we're working with our AM facilities. I believe that someone is going to find the vaccine that is going to make AM work. I believe that you will see a revitalization of personality radio. I think that you will find that although it becomes very researched, radio will begin to superserve more demographics and not just the primary money-making demographics. I think that you're going to see superservice over 65 as America gets older. I think you will see superservice in the top end of the 35-54 instead of the bottom end 25-54. And I think that everybody is going to make money. I think that there will be more money spent on radio than ever before because if the other media fragment as television fragments, and you're seeing that more and more with things like Arsenio Hall versus Johnny Carson, it's going to become even more expensive to buy television than ever before. Print is already out of reach for most advertisers and radio is right in the

middle, so we're the ones that are going to make all the money in the '90s.

BUT IN JACKSONVILLE, YOUR STATION ISN'T FRAGMENTED. YOU SEEM TO CARE ABOUT THE 12-YEAR-OLD AS MUCH AS THE 54-YEAR-OLD.

I'm going to hold on to that as long as I can. Eventually fragmentation will come. As the FCC allows more and more signals, they allow the bending of some rules. As there are more and more formats, I think that oldies is just as viable as New Wave. It just happens that we're right in the middle. Hits may sometimes be fads - they are just what people want to hear right then. But hits as a format is a fashion, and as long as we continue to play hits, we'll be in fashion.

AS A PARTING SHOT BILL, GIVE US A TIP FOR THE BENEFIT OF OUR YOUNG READERS OUT THERE, THE UP-AND-COMING SMALLER MARKET PROGRAM DIRECTORS.

There are only two things, and that is when you are designing your radio station and determining what listening group you want to go after, you have to remember that the group is today what they were when they were teenagers. If you determine what songs and what types of songs and what type of programming they enjoyed, when they were in that span between 16 and 21 then you know what types of things to put on the radio and the only other piece of wisdom that I have is one that Buzz Bennett passed on to me and that is, "The only thing that you know for sure is that you don't know anything for sure." It keeps you humble because you're only as good as that last trend.

THANK YOU SO MUCH FOR SHARING WITH US IN THE HITMAKERS INTERVIEW.

GOT A HOT PROMOTION IDEA?

How About PICTURES?

SEND 'EM IN, AND SEE YOURSELF IN

HITMAKERS!

**2222 Sherman Way,
Suite 205
Canoga Park, CA 91303**



Backstage at MTV's New Year's Eve Ball (L-R): **JOSH ZIEMAN**, Director of Marketing at EMI Records, **JOHN CANNELLI**, VP of Talent Relations at MTV, **RICHARD MARX**, and **JACK SATTER**, VP of Promotion at EMI Records.



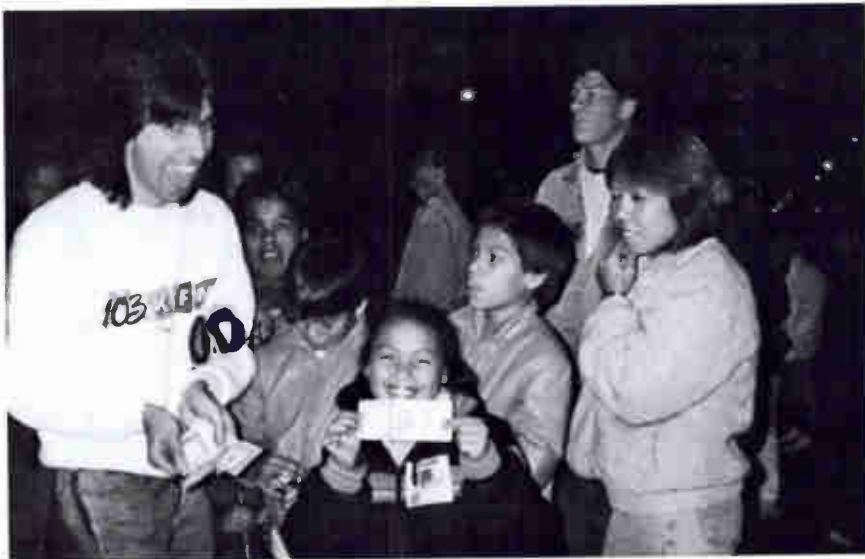
The National Academy of Recording Arts and Sciences (NARAS) announced the nominations for the 32nd Annual Grammy Awards. Pictured at the press conference at the Beverly Hilton are (L-R): NARAS Chairman of the Board of Trustees **BILL IVEY**, **OLIVIA NEWTON-JOHN**, **QUINCY JONES**, **PIERRE COSSETTE** and NARAS President **MIKE GREENE**.



EPIC Recording artists **SHARK ISLAND** went to Manhattan for their first area performance. Following a show at the Roxy: top row (L-R): **MICHAEL SCHNAPP**, EPIC Dir./Metal Mktg.; **HARVEY LEEDS**, EPIC VP/Album Promo.; **DAVE GLEW**, President, EPIC. Bottom row (L-R): **CHRIS HEILMANN** and **GREG ELLIS**, Shark Island; **POLLY ANTHONY**, EPIC Sr. VP/Promo.; **DAVE NOVIK**, Sr. VP/A&R, COLUMBIA; **RICHARD BLACK** and **SPENCER SERCOMB**, Shark Island. Photo Credit: EPIC Records Publicity.



One of KYRK-Las Vegas' most successful promotions began with MCA Recording group **THE JETS** and an autograph signing party! Listeners who brought by a can of food got to have their picture taken with **THE JETS**. More than 3,000 food baskets went out to needy families in the Las Vegas valley. KYRK PD **SCOTT CAMPBELL** is surrounded here by **THE JETS**.



KTFM's New Year's Party Patch covered San Antonio to ring in 1990. KTFM's **DWAINE LUNA** rewards one of over 100,000 listeners at their annual downtown bash!



PAUL LANI (right) was in with **DONOVAN** at Larrabee Sound Studios to mix **DONOVAN**'s first album in years for POLYGRAM Records.

RADIO FORUM

"WILL THE SUCCESS OF JACOR COMMUNICATIONS' "POWER PIG" SIGNAL A RE-DEFINITION OF ACCEPTABLE BROADCASTING STANDARDS? WHERE DO YOU DRAW THE LINE?"

MARC CHASE

PD, WFLZ (POWER93) - Tampa

That varies market to market. In New York you can do a lot more and not be considered shock or aggressive radio. If you went to Peduka, Kentucky and Howard Stern did some breaks on the radio, it'd be out of hand. Community standards have a lot to do with everything. What we're doing here in Tampa people may consider shock radio. Those are the people you have to get in touch with to know where that line is. We try to put human emotion into it and make it very entertaining. Any time you're dealing with emotions there are going to be times when you don't like something that person does or says. But you get over it and the relationship continues, or you wind up separating. You can apply that to radio stations very easily. One of our jocks may come on and say something that offends somebody and it may make them mad, but they'll still listen to the station. That's part of the emotional relationship we try to develop with our listeners.

HAVE YOU DONE ANYTHING THAT'S CONSIDERED OBSCENE ON THE AIR?

No. We've been accused by Q105 of saying the "s.." word, but they can't produce tape of it. That's just part of them trying to re-position us as evil. I'm sure to them that's the way we come across because our goal was to get right in their shorts. They ignored us on the air during the first three months, but tried to re-position the radio station in the broadcasting community as the horrible shock radio, when we're doing stuff they've done for years. We're doing some of the tricks that Scott Shannon perfected in Tampa. We just used this against them, and that was their way of counter-attacking. WFLZ has used innuendo, although we haven't used anything that's over the line of the FCC. The community standards are real important. When we came on the air in Tampa, we gave the community a choice. We told them this is the Power Pig, and we're going to be innovative and creative. We know where the line is. When you're dealing with a property as big as WFLZ and WFLA, you have to know where the line is, but we'll tiptoe right up next to the edge of the line. The first day we were on the air, Q105 told the people in the industry that we were an Urban station. I've got tapes they sent to the buyers saying we were Urban. The word back from some of the national buyers who said, "We've heard Urban radio before, and this is not Urban radio." It's counter-selling off their marketing. They've taken drops of the radio station that we say like, "We're the Power Pig, assume the position," and put them all together, and said this is what the radio station is about. If you hear it in a presentation like that, one might believe it, but if you listen to the radio station, you'll hear just a normal mixture of letting people know who we are. We have a mixture of attention getting, on-the-edge promotions. We feel the marketing mix was the one we needed to put a turbo charger on our infiltration rate and the awareness of the Power Pig in the community. We're not shock radio. It all goes back to the market and a lot of it goes back to the position of the FCC. Are they an agency which should be enforcing things? Are they a regulatory agency? What's their position? I think they need to be a little bit clearer on things because when they say you can't say this or that it goes against the freedom of speech. We're trying to put across a mass appeal product. Anytime you do that, some people aren't going to like you, especially Q105.

MIKE HORNE

GM, Q105 - Tampa

Personally, I don't think this signals a change in what determines the success or failure of a radio station. If you look over the years, the stations that tend to do the best over the long haul are the ones that endear themselves to their communities. This tactic does nothing to accomplish that.

RON PARKER

PD, KKFR - Phoenix

I think everything that WFLZ has done is acceptable. They are what I believe radio was originally intended for: fun, entertainment, pleasing the people, and bringing it to the streets. Each station is an individual entity and some radio stations want to flaunt themselves with high visibility and the dirty dog attack, and if that's what it takes to wake a market up to get you listeners and ratings, then you've got to do it. For a long time Tampa has been a very sleepy city with Q105 sitting there as king. To get ratings that high in such a short period of time they had to shake people up. I think they did the right thing. If they hadn't gone over the top and taken an 'in your face' approach, it would have taken them two or three years to finally eat into Q105. It just depends on the marketplace and whether you want to go after the big guy. I think Scott Shannon at PIRATE RADIO started doing it when he first came on the air, but I don't think he carried it to the extent of WFLZ. In fact, just this past weekend I heard a Pirate Pig promo on PIRATE. So maybe he's going to do it. As long as you keep from being obscene by the community's standards, you're okay.

SHADOW STEELE

OM, PIRATE RADIO - Los Angeles

I don't think it will re-define any broadcasting standards. It's a proven fact that when you debut a new radio station, much like we did PIRATE RADIO when we came on, you have to get a little wild, crazy and obnoxious to cause talk and attract attention to yourself, and they did a spectacular job of it. Sooner or later they'll have to come back to earth because that obnoxious approach becomes real stale after a while.

DO YOU TARGET A REBELLIOUS ELEMENT IN THE YOUNGER LISTENERS?

People love an underdog. It's an inherent thing for people to love a rebellious and radical thing. Anything that's new and radically different that has a different attitude than anything they're used to is automatically going to attract a lot of attention and then people seem to like it. People like the little guys who tackle IBM and General Motors and all the big dogs. If you can position yourself as the underdog in the market, you're in a strong position. It's tough when you're an established radio station. You can add a little bit of that to your mix, but if they don't expect that from you and your radio station has already come to mean something in the listener's mind and then you radically change it you run the risk of blowing people off rather than attracting new people. It's only proven to work in the start-up phase really. An established radio station is going to have difficulty adding that. If you started up that way, you can always keep some of it in your mix like I'm sure the Power Pig will and PIRATE continues to do. This is a station that came on saying, "Don't be a dickhead." We can't say that anymore, but people still think of us as a station with that attitude. We've just minimized that end to a degree.

LYNDON ABELL

PD, Q106 - St. Louis

Where you draw the line is a good question that's been on a lot of people's minds these days. I don't think it's going to change the FCC's definition of acceptable standards, if in fact there is such a definition. I think it will definitely encourage people to be more aggressive in pushing those lines they might not have pushed before. This is an industry in which people love to imitate success, not just in radio, but in all facets of the industry. If a station that's being loud and aggressive is successful, there will be people out there looking to parrot that style. It's also something that radio people really enjoy.

ELVIS DURAN

PD, Q102 - Philadelphia

It's different market to market depending what's going on. Tampa was a little bit asleep, and Q105 became complacent, and someone came in with an aggressive attitude and took them over. I think that could happen in any market where you've got one dominant Top40 station sitting back with little or no competition. For instance that's what we basically did when we came to town and gave Philadelphia something they had never heard before. We even said "hell" in some promos, which isn't a big deal to you and me, but to Philadelphia people it was. What I think and hope is going to happen is that people don't look at it as shock. I want people to look at it as being creative. Unfortunately people who are considered creative are also considered the bad boys because we do things that are considered against the norm. It's a magical vibe you have to have from within, and those guys have it. Everyone has a different definition of where the line becomes unacceptable. It depends on where you are too. And, AOR radio is different from Top40. There's a stage for every situation and if it's the right place at the right time, you can get away with it. I'm not about to go on the air on Q102 and make fun of homosexuals or Black people, but I would go on the air and make fun of someone bouncing checks. The Power Pig goes on the air saying, "Q105 sucks," and that's okay. As far as my station goes there is a line and everyone knows exactly where it is. I've worked in all the Southern markets, and I know the things I could get away with there that I can't here, and vice versa.

TOM HUTYLER

PD, KUBE - Seattle

I personally hope it doesn't spread. I think there may be some initial spreading of that sort of approach to radio. In this ultra competitive marketplace it's acceptable to throw in everything and the kitchen sink to gain an edge on the competition. It certainly has worked for the Power Pig. I'm just of the belief that you have certain moral obligations and responsibilities as a licensee to act and behave in a responsible manner in terms of what you do on the radio. Certainly some blue humor is within some limits of responsibility are acceptable, but I think maybe this is a little over the line. It's my personal feeling and hope that it doesn't spread.

B104 KICKS OFF THE '90s!

January 15, 1990, B104 in Baltimore officially kicked off the nineties with a gala appreciation party held at the Sheraton International Hotel. Program Director **STEVE PERUN** and Assistant PD/MD **PAM TRICKETT** hosted nearly one hundred industry representatives and executives.

The highlight of the evening was the "B104 Challenge" basketball shoot-out contest where a free music add was up for grabs for anyone who defeated STEVE two out of three games. Although many accepted the challenge, there were no free music adds won as STEVE maintained his undefeated record.



LISA FRANK, ELEKTRA Records (left) and **STEVE PERUN**, B104 PD.



(L-R): **RON GESLIN**, EMI Records; **TOM SHOBERG**, EMI Records; **JACK SATTER**, EMI Records; **JONAS CASH**, A.I.R.

CRAIG LAMBERT, ATCO Records (left), **BOBBY POE** (center) and **STEVE PERUN** (right).



CHARLEY LAKE, EPIC Records (left), **TOM BOBAK**, VIRGIN Records (center) and **STEVE PERUN** (right).



MARY TATEN, ARISTA Records (left); **LISA FRANK**, ELEKTRA Records (center), and **PAM TRICKETT**, B104 Asst. PD/MD (right).

D.J. ENNIS, A&M Records (left), **STEVE PERUN** (center) and **CHARLEY LAKE**, EPIC Records (right).



LISA WOLFE, COLUMBIA Records (left) with **STEVE "Sean Penn" PERUN**.



RICK BISCEGLIA, ARISTA Records (left); **SARAN BLAKENEV**, B104 Telephone Comm. Director (center), **STEVE PERUN** (right).



JEFF BACKER, ARISTA Records (left) with **PAM TRICKETT**.

"WILL THE SUCCESS OF JACOR COMMUNICATIONS' "POWER PIG" SIGNAL A RE-DEFINITION OF ACCEPTABLE BROADCASTING STANDARDS? WHERE DO YOU DRAW THE LINE?"

CHARLIE QUINN

Program Director

I'm excited by moves that the Power Pig made, but it could set a bad precedent. I'm real concerned that people will go to extremes when they see something go out of the box nuts in the ratings and then use that station as a role model. That's a kneejerk reaction. I think you need to see the dust settle first. I would probably look for maintenance on that format. I'd wonder what the station will look like two or three books down the road, and then ask myself whether I felt that was a viable format change. Handing out these screw 'such and such' radio station t-shirts may work for a while, but what happens when the shock value wears off? That's the most important question to consider.

LARRY MARTINO

PD, KGGI - San Bernardino

I think it'll definitely spread. Anytime you see someone successful, there are people who will copy what they've done. There are already articles being printed about their tactics and about how to defend against these tactics. I think it's going to be part of doing business in the '90s in a lot of markets depending on the broadcast company. You have to have a broadcast company which believes in doing that stuff and will back it up and pay for the attorneys to defend all this stuff that you end up doing. If you're worried you're not going to do a good job. It has to be an all-out, reckless abandon type of approach, and they did a hell of a job of it in Tampa. Whether or not it's a lasting winning situation remains to be seen. A lot of people will just wait and see how long their #1 book last, if they've permanently displaced Q105, and how Q105 is going to retaliate.

JEFF McCARTNEY

PD, KTFM - San Antonio

The one thing you have to remember about dirty radio is that the shock value may pay off for the short term, but it's not going to pay off in the long term. It'll always backfire eventually. It's happened in every situation I know of. If you just stay your course and have a mixture of a little blue humor and basic humor with the rest of what you're doing, you're better off than trying to overreact, especially with a competitor that's doing dirty radio. Maintain your course. Maybe adjust your music, advertising, imaging or positioning liners, but don't adopt their off-color tactics or you'll get burned. The same applies to new stations that go the commercial-free route; eventually they'll have to play by everyone else's rules or die.

TOM BARSANTI

Chase Broadcasting - Hartford

I would hope it would not represent a change in standards. I think the jury is still out in Tampa. They may have caught Q105 at a particularly vulnerable point with a lot of internal changes going on at the time and maybe caught them off guard. It remains to be seen how viable that sort of format will be over the long term and how commercially viable it is. I wonder what sort of advertiser support they're getting, even with the numbers. So, it remains to be seen whether or not that signals any sort of long term and profitability in terms of success.

MARK TODD

PD, 92X - Columbus

It all comes down to the market. Anybody who just slaps the format and/or ideas of the Jacor's WFLZ onto their airwaves would obviously be making a mistake in their market unless it's a similar situation. In Tampa, Q105 had been a market leader and dominator for years, and finally someone decided they could go in and compete against them. They figured the way to do that was to go on the air with a guerilla warfare approach. It worked for them, but that doesn't necessarily mean it's going to work in other markets. It worked in Tampa, but I'm not sure it would in other places. Radio, no matter what market, is war. It just depends on how you play the war.

MASON DIXON

PD, Q105 - Tampa

I don't see a lot of longevity in that type of approach. Once people understand exactly what it is they've been doing, they can make a better judgement call on how long they think that kind of thing will last. The only staying power I've seen with that kind of shock radio was Howard Stern, and he had his moment in glory and faded. They're all there and they'll always be there, but as far as top of mind awareness they come and go, depending on which particular nerve and chord they strike that gets everybody's attention. Morton Downey Jr. is probably the best example of

coming in, creating an outrageous image of himself and not being able to maintain his audience with that approach. The community itself will determine how long a station like that will be popular. Different communities have different sets of standards, depending on what you're used to, what you grew up listening to and how long you may be sitting out there bored waiting for someone to come along and give you something outrageous. If you've been waiting a long time, you'll think it's the greatest thing since sliced bread, but then again, it's just like bread and after a while you'll get tired of it and want a croissant. I see it as being a combination of every hard-core, attention-getting idea that's ever been done before in broadcasting all put into one radio station.

DO YOU THINK THEY'LL BACK OFF NOW AND TRY TO BE NORMAL?

When you've made your bed the way they have, I think they'll have to continue to do the things that got them where they are. There will be varying degrees of how far they'll go left or right. If they suddenly become the good guys with white hats, then they've become the same as Q105 and no longer different, so what's the point? First impressions are the longest lasting. Scott Shannon is feeling a whole lot of that in Los Angeles. Shannon came on in L.A. employing a lot of the same guerilla tactics that Power Pig did here. He was playing Rock N' Roll, WFLZ is playing Dance music. You can only kick the rest of the radio stations around in that market for so long, and people will start getting real tired of the constant harrassment.

STEVE RIVERS

PD, WZOU - Boston

I think in the short term you will see more people attempting this. But in the long term it may end up in some sort of re-definition of broadcast standards in that radio really has become big business and fewer people are really afraid to take any chances with their license renewal applications. I think an 11.6 in Tampa is dramatic success, and the staff at FLZ should be congratulated. But broadcasters who may be enticed by that kind of instant success should stop and take a second look. First of all, the Tampa market was extremely ripe for any sort of youth oriented radio station to do well. And Jacor is the kind of company that has a legal department that is willing to back up what you do on the radio. A lot of companies really aren't that aggressive. If you do want to do something like that as a program director, you'd really better make sure you have all your ducks in a row. I'm sure that the people at WFLZ are smart enough to have phase number two already on the drawing board. You can only shock people for so long before the affect wears off. It gets rather hard day in and day out to attempt to out-do yourself.

ADAM COOK

PD, KRBE - Houston

I think a lot of the companies will be afraid to try Power Pig's tactics. A lot of those tactics go on to some degree anyway in most markets, but I think that market was an exception to the rule because of Q105's vulnerability. Who's to say if they would have come on as a regular Top40 station with a different attitude and not gone to this extreme they might still have the same share. Its major aim - which it accomplished admirably - was to psyche out the competition. I don't think the listeners really care about politics; they just want to be entertained.

BILL GAMBLE

Program Manager

I think it will spread. However I think what has to be looked at is that it's just one book. There was a dramatic increase, and they're to be commended for that huge leap. But it's still one book. People will copy their tactics and methods. But the most important thing to understand is that different markets require different methods. Jacor's methods could get them into a lot of hot water in more conservative markets.

STEVE PERUN

PD, B104 - Baltimore

I think there will be room for that anywhere. They took a different approach and it worked. However, I also think the hole for what they did was much larger than in many markets. Part of their success is not just their positioning statements but the approach they took musically being a young, almost Churban station. I'm sure that's a big part of why they're successful. Again because of the way Q105 was positioned, they were wide open for that. That hole doesn't exist in a majority of the major markets. The musical direction WFLZ took showed Q105 to be very vulnerable on the younger end. Q105 for all intents and purposes is really an A/C station. There really wasn't any Top40 in that market, and FLZ exploited that hole.



ELEKTRA Entertainment executives presented **LINDA RONSTADT** with RIAA certified platinum and gold plaques for **CRY LIKE A RANSTORM-HOWL LIKE THE WIND**, and an RIAA certified gold plaque for *Don't Know Much*. (L-R): **DAVID BITHER**, VP/Mktg.; **BOB KRASNOW**, Chairman; **GARY CASSON**, Sr. VP/Business Affairs; **LINDA RONSTADT**; **KENNY HAMLIN**, VP/Sales; **BRAD HUNT**, Sr. VP/Promotion; **SUZANNE BERG**, Dir. Nat'l. AC Promo.; **AARON LEVY**, Exec. VP; **RICK ALDEN**, VP/Top40 Promo.; **MARCIA EDELSTEIN**, VP/Creative Services; **IRA KOSLOW**, Mahoney & Wasserman.



CHRYSLIS Recording artist **KEVIN PAIGE** visits WKSI in Greensboro! PD **DALE O'BRIAN** (left) chats with **KEVIN** and CHRYSLIS Promo rep **RON CARTER** (right).



ATLANTIC Recording artist **PHIL COLLINS** recently fielded a series of promotional interviews. While in Los Angeles, **COLLINS** had an interview with **JOHN CANDY** for **CANDY's** syndicated radio show *Radio Candy*. From left: ATLANTIC recording artist **STEPHEN BISHOP**, **PHIL COLLINS** and **JOHN CANDY**.



Following **STEVE JONES'** recent show at the Palace in Hollywood, the singer-guitarist met with executives of MCA Records. From left: **JOHN LOSCALZO**, Nat'l. Dir., Metal/Alternative Promo., MCA; **JOHN HEY**, VP/Album Promo., MCA; **STEVE JONES**; **LUKE LEWIS**, VP/Field Mktg., MCA; **JIM CARDILLO**, Nat'l. Dir., Metal/Alternative Mktg., MCA.



A&M Records smash girl group **SEDUCTION** was recently at the legendary Red Zone in New York City filming a video clip. Clockwise: **MICHELLE VISAGE**, **IDALIS LEON** of Seduction; **DAVID COLE**, Producer; **APRIL HARRIS** of Seduction; **ROBERT CLIVILLES**, Producer.



WTIC-FM-Hartford disc jockey **AJ** attempted to make a getaway from the Auto Show at the Hartford Civic Center in the Batmobile! Before **AJ** even finished posing for the photo, a mysterious man in black came out of nowhere to put a stop to **AJ's** daring attempt!

U-KREW

If U Were Mine
(ENIGMA)

Taking a huge jump on the Urban Top40 chart from 50-27 this week, U-KREW shows the signs of a real crossover record. And why not? This record contains elements of all formats - dance, rap, rock and pop. Furthermore, in a glut of female vocal records, U-KREW voices a pleasant change with a strong male lead singer. These stations obviously agree with adds this week: KRBE, HOT104, KISR, KSND, KZOZ, KZZB, SLY96 and WQXA. Already proving itself a major record at these key stations: KMEL, WIOQ, HOT97.7, FM102, KITY, HOT94.9 and more. It only takes one listen to be convinced that this Portland-based band has the goods to deliver with this mass appeal tune.

LUTHER VANDROSS

Here And Now
(EPIC)

Music directors and program directors everywhere have been hailing this LUTHER ballad as the one to break him Top40. Transcending the R&B/Soul barriers that he is often pigeon-holed in, *Here And Now* is pure mass appeal and a sure-fire reaction record that is guaranteed to pull adult numbers. But don't take our word for it, check out the stats this week to be convinced. Just added at Q95, KRBE, POWER96, B100, Q105, KS104, WTIC-FM, Z99 and WDJX with strong moves at WPLJ, B96, KMEL, Y100, Q106, FM102, WCKZ-FM, 98PXY and many more. If you're not on LUTHER, your adults are missing out on a huge record. Now you wouldn't want to deprive them, would you?

RICK DOBBIS (from page 21)

music in the best possible context. It wasn't music that was best heard the first time, or the first five times; it might take a number of times for people to really get inside it. It was important that people understood they had to listen to it when they had time, not with a bunch of dance records, and that you wanted them to listen to it now. You have to start that process early - and that means you have to have the tools, like CDs made before release - so people have the chance to discover the music in such a way that the commitment is clear. We felt it was essential that we not hype this record so that people would react honestly.

WHEN IS IT APPROPRIATE TO HYPE AN ARTIST?

We had a record a couple of years ago by Pseudo Echo called *Funky Town*, and there were radio stations who were willing and anxious to add that record

BELINDA CARLISLE

Summer Rain
(MCA)

It's a one listen record with an instantaneous hook. BELINDA gives her all and the result is spectacular. Add in the phenomenal string section to her earthy vocals and the contrast is powerful. This song sings like a story, full of heart-felt emotion and vitality. BELINDA has proved herself a talented artist with past musical projects, but now she stands alone, matured by extensive musical experience.

One of the most added this week with 42 Top40 adds, *Summer Rain* is a living up to its potential. Added this week at KIIS-FM, Q95, WXKS-FM, Y108, WJLK-FM, WJRZ and 98PXY and already working well in many key major markets.

JOHN FARNHAM

You're The Voice
(RCA)

It's a tune with dynamic adult appeal and across-the-board allure. JOHN FARNHAM has a bonafide smash with *You're The Voice*, a tune that has already climbed charts worldwide. Now it's time for the States to clue in to what Australia and many European countries have been screaming about for years. JOHN FARNHAM, former lead singer of The Little River Band, presents a stunning ballad that is guaranteed to target those upper demo females. A live video makes the song even more powerful and commanding, and is a must see.

Adds this week include Q95, WNVZ, KISN, KISR, KNRN, KRZR, KWNZ, KBNQ, Y104, Z93 and many more.

without having heard it because the buzz was so great, because other people were saying, 'This is really a hit!' But that record was very different from Michael Penn. It did not necessarily define and present an artist that people would get more deeply into - the persona, what he had to say, the texture of the song. Michael could not be hyped, and if we tried to create this wave or buzz about him preceding the music, it would have been a disservice to him.

ISN'T THERE A BUILT-IN HYPE? AFTER ALL, MICHAEL IS SEAN PENN'S BROTHER.

I don't think anybody is playing this record, or not playing it, because Michael is Sean Penn's brother. No offense to Sean Penn, whom I've never met, and no offense to Michael - he's a very nice guy. But if his name were Michael Schwartz it would be just as good a record, and frankly, I think just as many people would be playing it today.

SMITHEREENS

A Girl Like You
(CAPITOL)

This one-time cult status band has broken out of the mold and into the mainstream and this could be the record to break them big time. John Fagot has been screaming about this band for a long time because he's confident in the early indications of this song's potential. The retail picture is strong, the requests continue to build and the concerts continue to sell out. The SMITHEREENS have built themselves a solid audience who are reacting well to this mid-tempo tune that showcases their talent. Working well at PIRATE RADIO, WXKS-FM, WPHR, KXXR, 92X, KSAQ, WZZG and many more. Take a chance on this band and you won't be disappointed by the results.

JANE CHILD

Don't Want To Fall In Love
(WARNER BROS.)

Consider this your secret weapon. JANE CHILD is a hot, new artist for WARNER BROS. who is already getting attention for this energetic, infectious tune that has a catchy melody and easy to sing-along-with vocals. JANE CHILD has a style all her own, visible in the way she looks and the music she sings. Her talents expand into the world of technology as she produced and did all the mixing on this album herself.

Take a clue from these hot programmers who have already added the record: Rick Stacey, Tom Hutyler, Bob Case, Mark Bolke, Howie Castle, John Peake, Jerry Dean, Jimmy Christopher and Ken McGrail. Check it out on **HITMAKERS** CD Volume 31.

YOU MUST BE PROUD OF MICHAEL AND HIS PROGRESS.

I think everybody who's involved is proud of how we're doing with the project and very pleased to be connected with it. The music's good, he's a very nice man, he works very hard and he comes through.

IT SOUNDS AS THOUGH RADIO STATIONS SHOULD REALLY PAY ATTENTION TO MICHAEL PENN.

Yes! And not only pay attention to Michael Penn, but pay attention in general. You never really know what people are going to like, and the biggest hits usually come from left field. Artists who do something truly unique become the biggest artists. It's really amazing the way that works, and it's very exciting. When you go with artists that follow the trend, you're dead! **HM**

FACES & PLACES



COLUMBIA RECORDS
NAMES KID LEO!

KID LEO assumes responsibility for four newly-created Alternative, Dance, Jazz and Metal music departments at COLUMBIA.



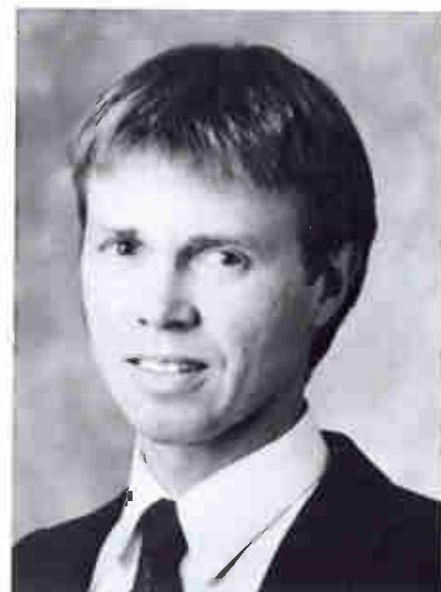
ATLANTIC RECORDS
NAMES DAVID FLEISCHMAN!

DAVID FLEISCHMAN has been promoted to Senior Director of National Album Promotion.



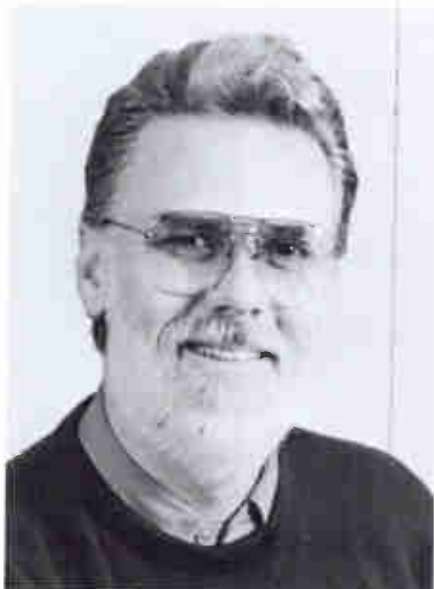
ATCO RECORDS
NAMES LISA VEGA!

LISA VEGA has been appointed Manager, West Coast Publicity for ATCO Records.



ENIGMA ENTERTAINMENT
PROMOTES STEVE HOLMBERG!

STEVE HOLMBERG has been promoted to Vice President, Finance and Administration.



NARADA PRODUCTIONS
NAMES BILL SHALER!

BILL SHALER joins NARADA Productions as Director of Sales.



NARADA PRODUCTIONS
PROMOTES JOHN AZZARO!

JOHN AZZARO was promoted to Vice President, International Sales & Marketing.



MCA MUSIC ENTERTAINMENT
GROUP PROMOTES DAN C. MCGILL!

DAN C. MCGILL has been named Senior Vice President, Finance.



ELEKTRA ENTERTAINMENT
NAMES NANCY JEFFRIES!

NANCY JEFFRIES has been appointed Vice President of A&R for the company.



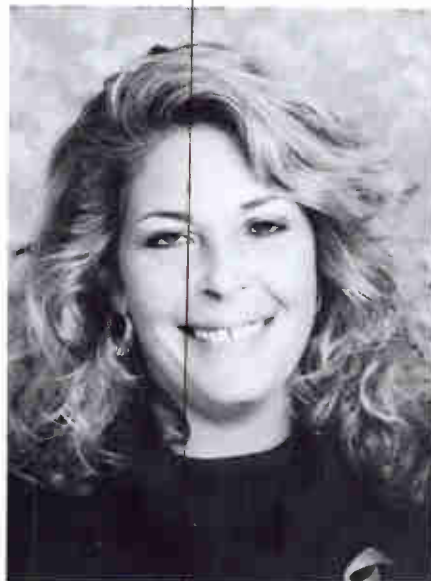
ARISTA RECORDS
PROMOTES KIM JAKWERTH!

KIM JAKWERTH has been promoted to Manager of Publicity West Coast for ARISTA Records.



VIRGIN RECORDS
PROMOTES DIANA FRIED!

DIANA FRIED has been promoted to Director, National Singles Sales for VIRGIN Records.



VIRGIN RECORDS
PROMOTES JOYCE CASTAGNOLA!
JOYCE CASTAGNOLA has been promoted to Director of National Sales for VIRGIN Records.



BMI NAMES ERIC COLES!

ERIC COLES has been promoted to Associate Director, Writer/Publisher Relations at BMI.

1 ◇ New York

HOT97 • PD: JOEL SALKOWITZ / MD: KEVIN McCABE ◇ (212) 840-1035
 ADDS: BIZ-MARKIE (#34), LISA STANSFIELD, AND MORE, INNER CITY,

WPLJ • PD: GARY BRYAN / MD: MIKE PRESTON ◇ (212) 613-8900
 ADDS: SYBIL (#22), MADONNA (#25), BILLY JOEL (#27), A'ME LORAIN, LISA STANSFIELD, WARRANT,

Z100 • PD: STEVE KINGSTON / MD: FRANKIE BLUE ◇ (212) 239-2300
 ADDS: TAYLOR DAYNE, CHICAGO (#27), B-52'S (#30),

2 ◇ Los Angeles

KIIS-FM • PD: GERRY DeFRANCESCO / MD: BRIAN BRIDGMAN ◇ (213) 466-8381
 ADDS: MICHEL'LE (#17), MADONNA (#29), TAYLOR DAYNE (#30), BELINDA CARLISLE,

KROQ • PD: ANDY SCHUON / MD: LEWIS LARGENT ◇ (818) 567-1067
 ADDS: THE LIST IS FROZEN THIS WEEK,

PIRATE RADIO • PD: SCOTT SHANNON / MD: DENISE LAUREN ◇ (213) 469-1631
 ADDS: WHITESNAKE, KISS, FASTER PUSSYCAT, BILLY JOEL,

POWER106 • PD: JEFF WYATT / ASST. PD/MD: AL TAVERA ◇ (818) 953-4200
 ADDS: STEVIE B (#36), INDIA (#39), LISA STANSFIELD (#40), GOOD GIRLS, THE BRAT PACK,

3 ◇ Chicago

B96 • PD: DAVE SHAKES / MD: PAUL DONOVAN ◇ (312) 944-6000
 ADDS: MADONNA (#22), TECHNOTRONICS (#25), CHICAGO (#28), THE CHIMES (#29), THE BRAT PACK (#30),

Q101 • PD: BILL GAMBLE / MD: MARY SHUMINAS ◇ (312) 527-8348
 ADDS: TAYLOR DAYNE (#29),

Z95 • PD/MD: BRIAN KELLY ◇ (312) 984-0890
 ADDS: PHIL COLLINS (#30),

4 ◇ San Francisco

KMEL • PD: KEITH NAFTALY / MD: HOSH GURELI ◇ (415) 391-1061
 ADDS: BABYFACE (#26), STEVIE B, LEILA K, THE BRAT PACK, HEAVY D & THE BOYZ,

LIVE105 • PD: RICHARD SANDS / MD: STEVE MASTERS ◇ (415) 626-1053
 ADDS: RENEGADE SOUNDWAVE (#28),

X100 • PD: BILL RICHARDS / MD: TIM WATTS ◇ (415) 362-8800
 ADDS: BIZ-MARKIE (#30), TAYLOR DAYNE, UB40, MICHAEL PENN,

5 ◇ Philadelphia

EAGLE106 • PD: TODD FISHER / MD: JAY BEAU JONES ◇ (215) 667-3939
 ADDS: CHICAGO (#24), B-52'S (#28),

WIOQ • PD: ELVIS DURAN / MD: OPEN ◇ (215) 667-8100
 ADDS: THE BRAT PACK, THE CHIMES, ENTOUCH, LISA STANSFIELD (#21), TECHNOTRONICS (#23),

WUSL • PD: DAVE ALLAN / MD: JOHN MONDS ◇ (215) 483-8900
 ADDS: QUINCY JONES, LUTHER VANDROSS, SMOKEY ROBINSON, TAYLOR DAYNE, DAVID PEASTON,

6 ◇ Detroit

Q95 • PD: GARY BERKOWITZ / ASST. PD/MD: MICHAEL WAITE ◇ (313) 967-3750
 ADDS: BELINDA CARLISLE, LUTHER VANDROSS, JOHN FARNHAM, LINDA RONSTADT f/Aaron Neville (#25),

THE FOX • PD: CHUCK BECK / ASST. PD/MD: JOHN MCFADDEN ◇ (313) 398-1100
 ADDS: MILLI VANILLI (#25),

WHYT • PD: RICK GILLETTE / MD: MARK JACKSON ◇ (313) 871-3030
 ADDS: MADONNA, TECHNOTRONICS, HEAVY D & THE BOYZ,

7 ◇ Dallas

100.3JAMZ • PD: ELROY SMITH / MD: CAROLYN ROBBINS ◇ (214) 348-3800 ADDS: MADONNA,

KEGL • PD: JOEL FOLGER / ASST. PD/MD: JIMMY STEAL ◇ (214) 869-9700
 ADDS: ALANNAH MYLES, KISS,

Y95 • PD: OPEN / MD: MIKE EASTERLIN ◇ (214) 263-3695 ADDS: MICHAEL PENN,

8 ◇ Boston

WXKS-FM • PD: SUNNY JOE WHITE / MD: JERRY McKENNA ◇ (617) 396-1430
 ADDS: MADONNA, KISS, LISA STANSFIELD, KEVIN PAIGE, TECHNOTRONICS, BELINDA CARLISLE,

WZOU • PD: STEVE RIVERS / MD: CADILLAC JACK McCARTNEY ◇ (617) 267-9090
 ADDS: B-52'S (#28), A'ME LORAIN, WHITESNAKE, MADONNA,

9 ◇ Washington, DC

Q107 • PD: LORRIN PALAGI / MD: LAURA SHOSTAK ◇ (202) 686-3252
 ADDS: TOM PETTY (#27), BAD ENGLISH (#28), JANET JACKSON (#29), TAYLOR DAYNE (#30),

WAVA • PD: MATT FARBER / MD: DAVE ELLIOT ◇ (703) 534-0320
 ADDS: WARRANT (#28), MADONNA (#29), JOAN JETT (#30),

WPGC • PD: DAVE FERGUSON / MD: ALBIE D. ◇ (301) 441-3500
 ADDS: MADONNA, LISA STANSFIELD,

10 ◇ Houston

ENERGY96.5 • PD: STEVE SMITH / MD: MICHAEL NEWMAN ◇ (713) 790-0965
 ADDS: MADONNA, LINEAR, CELEBRATE THE NUN, MR. LEE, XYMOX,

KISS98.5 • PD: STEVE HEGWOOD / MD: TERRI WEBER ◇ (713) 622-0010
 ADDS: QUINCY JONES (#14), LUTHER VANDROSS (#30), MILES JAYE, SMOKEY ROBINSON, CHRIS WILLIAMS, D'MOB,

KKBQ • PD: RANDY BROWN / MD: JOHN COOK ◇ (713) 961-0093
 ADDS: TECHNOTRONICS, MADONNA, WARRANT, LISA STANSFIELD, RICHARD MARX,

KRBE • PD: ADAM COOK / MD: CHERYL BROZ ◇ (713) 266-1000
 ADDS: LUTHER VANDROSS, CALLOWAY, U KREW, MICHAEL PENN, MADONNA (#23), TECHNOTRONICS (#25),

11 ◇ Miami

HOT105 • PD: KEITH ISLEY / MD: DENNIS REESE ◇ (305) 445-5411
 ADDS: PUBLIC ENEMY,

POWER96 • PD: BILL TANNER / MD: [OPEN] ◇ (305) 653-6796
 ADDS: TONY MORAN, LOS SUCIOS, SUCCESS N EFFECT, JANET JACKSON, LUTHER VANDROSS, LISA STANSFIELD,

Y100 • PD: FRANK AMADEO / MD: JOHNNA CECCOLI ◇ (305) 925-7117
 ADDS: THE COVER GIRLS, MADONNA, PHIL COLLINS, BAD ENGLISH, BAD ENGLISH (#28),

12 ◇ Atlanta

POWER99 • PD: RICK STACY / ASST. PD/MD: STEVE WYROSTOK ◇ (404) 266-0997
 ADDS: TAYLOR DAYNE, LISA STANSFIELD, A'ME LORAIN, KEVIN PAIGE,

STAR94 • PD: BILL CAHILL / MD: KIRK PATRICK ◇ (404) 261-2971
 ADDS: BONNIE RAITT, SADAO WATANABE, TAYLOR DAYNE (#23),

13 ◇ Long Island

WBLI • PD: BILL TERRY / MD: MARK LOBEL ◇ (516) 732-1061
 ADDS: MADONNA, B-52'S, AEROSMITH,

14 ◇ Seattle

KPLZ • PD: CASEY KEATING / MD: MARK ALLEN ◇ (206) 223-5700
 ADDS: MADONNA, KISS, LISA STANSFIELD,

KUBE • PD: TOM HUTYLER / MD: RANDY IRWIN ◇ (206) 322-1622
 ADDS: TECHNOTRONICS, THE CHIMES, KYLIE MINOGUE, KISS, JANE CHILD, ALICE COOPER,

15 ◇ St. Louis

KBQ • PD: LYNDON ABELL / MD: JIM ATKINSON ◇ (314) 644-1380
 ADDS: LINDA RONSTADT f/Aaron Neville, DEF LEPPARD (#31), THE COVER GIRLS (#38),

KHTK • PD: DEREK JOHNSON / MD: COLETTE GILBERT ◇ (314) 727-6500
 ADDS: BIZ-MARKIE (#29), MADONNA (#30), KISS, ALANNAH MYLES,

16 ◇ San Diego

B100 • PD: MIKE NOVAK / MD: GENE KNIGHT ◇ (619) 292-7800
 ADDS: ROXETTE (#22), LUTHER VANDROSS (#26),

Q106 • PD: GARRY WALL / ASST. PD/MD: KEVIN WEATHERLY ◇ (619) 565-6006
 ADDS: BABYFACE (#25), TOMMY PAGE (#28), KAMOA, MADONNA, TAYLOR DAYNE, LEILA K,

17 ◇ Baltimore

B104 • PD: STEVE PERUN / ASST. PD/MD: PAM TRICKETT ◇ (301) 466-9272
 ADDS: JOAN JETT, LISA STANSFIELD,

18 ◇ Minneapolis

KDWB-FM • PD: BRIAN PHILIPS / MD: MR. ED LAMBERT ◇ (612) 340-9000
 ADDS: MADONNA, KISS, BOBBY Z, B-52'S, MICHAEL PENN,

WLOL-FM • PD: GREGG SWEDBERG / MD: P.J. OLSEN ◇ (612) 340-9565
 ADDS: GLORIA ESTEFAN, JOAN JETT, MADONNA, KEVIN PAIGE, BOBBY Z,

19 ◇ Pittsburgh

B94 • PD: CLARKE INGRAM / MD: LORI CAMPBELL ◇ (412) 381-8100
 ADDS: BIZ-MARKIE, BILLY JOEL, WARRANT, MICHEL'LE, PHIL COLLINS,

20 ◇ Anaheim

KEZY • PD: CRAIG POWERS / MD: OPEN ◇ (714) 774-9600
 ADDS: JOAN JETT, PHIL COLLINS, WHITESNAKE, ELTON JOHN,

21 ◇ Tampa

Q105 • PD: MASON DIXON / MD: BOBBY RICH ◇ (813) 287-1047
 ADDS: LINDA RONSTADT f/Aaron Neville, BILLY JOEL, ALANNAH MYLES, LUTHER VANDROSS,

22 ◇ Cleveland

HOT92FM • PD: TOM KENT / MD: MIKE GALLAGHER ◇ (216) 371-3534
 ADDS: DID NOT REPORT THIS WEEK,

WPHR • PD: CAT THOMAS / MD: ED BROWN ◇ (216) 348-0108
 ADDS: BIZ-MARKIE, TECHNOTRONICS, MADONNA, PAUL CARRACK,

23 ◇ Phoenix

KKFR • PD: RON PARKER / MD: JIM MORALES ◇ (602) 258-6161
 ADDS: B-52'S (#30), TOMMY PAGE (#31), THE CHIMES, LEILA K, MADONNA,

KOY95 • PD: JAY STEVENS / MD: DENA YASNER ◇ (602) 258-8181
 ADDS: LINEAR (#26), BABYFACE (#30), THE CHIMES,

KZZP • PD: BOB CASE / MD: MICHELLE SANTOSUOSSO ◇ (602) 964-4000
 ADDS: JANE CHILD, THE BRAT PACK, LISA STANSFIELD, SKYY,

24 ◇ Denver

KS104 • PD: DAVE VAN STONE / MD: CINDY ROSE ◇ (303) 427-7700
 ADDS: A'ME LORAIN, LUTHER VANDROSS, BIZ-MARKIE, TECHNOTRONICS,

Y108 • PD: MARK BOLKE / ASST. PD/MD: DOM TESTA ◇ (303) 989-1075
 ADDS: TECHNOTRONICS, BELINDA CARLISLE, LISA STANSFIELD,

25 ◇ Portland

KKRZ • PD: MARK CAPPS / MD: BILL KEZLEY ◇ (503) 226-0100 ADDS: ELTON JOHN, WHITESNAKE (#29),

KXYQ • PD: JIM RYAN / MD: STEVE NAGANUMA ◇ (503) 226-6731
 ADDS: JANET JACKSON (#24), HOOTERS, THE CULT, BALAAM & THE ANGEL,

WHAT YOU DON'T KNOW ABOUT EXPOSE

An Exclusive **HITMAKERS** Interview by Jesse Nash
Introduction by Jesse Nash and George Flowers

With their history-making debut album on ARISTA Records, Expose really set the Miami sound on fire like no one had done before. WHAT YOU DON'T KNOW is the second LP for Jeanette Jurado, Gioia, and Ann Curless, and the group boasts an even bigger sound this time around.

Since the 1985 release of Point Of No Return, Expose has made quite an impact on the American Pop scene. The track hit the top of the Dance charts, and won the award for Dance Record of the Year at the National Dance Music Awards. The rest is history, as Expose became the first group ever to have four Top 10 hits off a debut album: Point Of No Return, Exposed To Love, Seasons Change, and Come Go With Me, which also went to number one.

WHAT YOU DON'T KNOW pairs the singers with writer, producer and co-manager Lewis A. Martinee, who wrote all the material for the first album, and is working his magic once again. In the coming months, expect the charts to shake, rattle and roll, as Expose blasts back onto the scene better than ever.

In a recent interview, Gioia talked about Expose's meteoric rise to the top, and what they have in store for their fans on the new album.



WHO IS RESPONSIBLE FOR PUTTING THE GROUP TOGETHER AND IN CHOOSING Point Of No Return AS THE FIRST SINGLE?

Lewis Martinee, Ismael Garcia and Frank Diaz make up a production company called Pantara. There was this concept to find an all-girl group, which really was Lewis's brainchild (at least that's what he says). He went out and found three girls and had them sing Point Of No Return. He wrote the song as well. Anyway, the first three girls who cut the song were different than the lineup that makes up Expose today. What happened was that after they cut Point Of No Return, the record company got real serious. The girls they had originally were real good, but they all wanted solo careers and one of them got married. So he recast the group with the present lineup and we re-did the song. It went to number one on the Dance chart, and that's when we were given the go-ahead by ARISTA to record an LP. We re-recorded Point Of No Return for Top40, and it went as high as number five.

WHO DO YOU CREDIT FOR THE GROUP'S SUCCESS?

Well, you really have to credit a lot of people. You have to give credit to ARISTA Records, Pantara, and, of course, us. You have to give us credit because we're the ones out there doing it all the time. So the success of Expose is the result of many people. You need everyone: the record company, the production company, management, etc. That's the key reason we can keep it going.

THE MUSIC OF EXPOSE HAS CROSSOVER APPEAL. IS THAT AN ASPECT OF THE GROUP THAT IS CONSCIOUSLY THOUGHT OUT OR IS IT JUST THE WAY THINGS HAVE WORKED OUT?

It's something we concentrate on and plan out. Lewis has a large repertoire of songs and he basically chooses them for us, and chooses who sings each one. He's given us our own sound and now we must

continue to develop it and grow. We want to mature with the times and continue to stay on the cutting edge to what's happening. It's very easy to remain stagnant with the same old sound and formula. Well, we don't want that to happen at all. We feel the sound we make is great, but you have to continue to grow. We're all getting a little older, and that is also reflected in our music. This album really shows that.

WHAT'S DIFFERENT ABOUT THE NEW ALBUM, FROM THE LAST RECORD?

Well, first of all, the production is a lot better. We have live strings and horns on this album. They sound so beautiful. Second of all, we have a lot more R&B stuff happening this time. The title track isn't R&B but we have an R&B mix of it that's hot. I think this made it really accessible for club play. We've got some really beautiful ballads, too. A couple of songs came from ARISTA Records which Diane Warren wrote, and Lewis wrote or co-wrote everything else. We had a lot of time to record this album, so that helped as well.

LEWIS MARTINEE WRITES, PRODUCES AND CO-MANAGES EXPOSE. DO YOU FEEL THAT HE MIGHT HAVE A LITTLE BIT TOO MUCH CONTROL OVER THE GROUP?

No. We're all partners in this.

LEGALLY?

Oh yes. Legally we're all partners and each of us has equal control - we all make the decisions collectively. It's a very, very fair arrangement.

HOW DO YOU DEAL WITH DISAGREEMENTS WHEN THEY OCCUR?

We talk them out. (Laughs) We certainly don't shoot each other. We're pretty civil about it. We're good friends and we all get along really well. We have meetings every week to discuss the daily business, and it keeps us all in close communication.

WHAT ABOUT THE RECENT LAWSUIT THE GROUP WAS INVOLVED IN WITH ITS OWN PEOPLE?

Well, that was definitely due to a major lack of communication. We finally did get together and worked things out and now everything is moving forward very nicely. Specifically, I don't know what the lawsuit was about because I wasn't the one who filed it. It was filed by Jeanette, and that only happened because there were some problems - which I'd rather not talk about - that needed to be talked out. Once that happened things got better. Everything was happening so fast and the group grew so quickly that neither the production company nor the group were prepared for such overwhelming success. The past is the past and it can't be undone. We're trying to move forward now. I've got better things to talk about, like the fact that I just had a baby!

CONGRATULATIONS!

Thank you! It's a baby girl - Brianna.

WHO IS RESPONSIBLE FOR CHOOSING SONGS THE GROUP WILL RECORD AND WHICH ONES GET RELEASED AS SINGLES?

ARISTA Records. We submit material to them and they either say that we should do it or they nix it.

WHERE DID YOU GO TO SCHOOL?

I went to high school and then to business school, for mom and dad's sake really. Then I continued to pursue my singing career and went down to Florida. My parents didn't always take me seriously, but at age 20 they began to realize that I wasn't fooling around. We had our share of fights and quarrels, but my folks are great people who only want the best for me. They only want me to be happy, safe, and secure.

IS THERE A COMPETITION WITH GLORIA ESTEFAN AND MIAMI SOUND MACHINE AS TO WHO REALLY REPRESENTS THE MUSIC OF MIAMI?

No! We're all good friends. Gloria and Emilio and the band - they're all great people. We're happy for their success. We don't compete that way. We all represent the music of the Miami area.

YOU GET A LOT OF FAN MAIL. ARE THERE ANY LETTERS THAT STICK IN YOUR MIND THAT HAVE TOUCHED YOUR HEART OR MADE YOU LAUGH?

Mark Trabel. I remember his letter well. He's a wild guy. We've spoken on the phone a few times. There's another fan from Little Rock, Arkansas who just recently visited me. She spent a week and stayed at a hotel. We hung out together quite a lot that week. We really encourage our fans to write us and we don't mind meeting them at all - especially when we're on tour and happen to be going to their city. Fans are what it's all about. Our relationship with our fans, well, we like to look at it as a very personal one. We want our fans to know that we do care. Fans are the people who put us on top in the first place. They're the ones who buy our records and come to see our shows. They are truly the barometer by which we measure our success. Without our fans we would be nothing. **HM**

26 ◇ Milwaukee

HOT102 • PD: RICK THOMAS / MD: DANA LUNDON ◇ (414) 785-1021
ADDS: BIZ-MARKIE (#35), MADONNA (#36), SKYY (#39), A'ME LORAIN (#40),
WKTI • PD: OPEN / ASST. PD/MD: DANNY CLAYTON ◇ (414) 332-9611
ADDS: MICHAEL PENN, GLORIA ESTEFAN, THE COVER GIRLS, SEDUCTION,

27 ◇ Kansas City

KBEQ • PD: KAREN BARBER / ASST. PD/MD: JON ANTHONY ◇ (816) 531-2535
ADDS: WHITESNAKE, BILLY JOEL, TAYLOR DAYNE, THE COVER GIRLS,

KXXR • PD: GARY FRANKLIN / MD: MARK CRUZ ◇ (816) 421-1065
ADDS: FASTER PUSSYCAT, THE FRONT, McCAULEY SCHENKER GROUP, ERIC CLAPTON (#40),

28 ◇ Providence

PRO-FM • PD: PAUL "BOOM-BOOM" CANNON / MD: TONY BRISTOL ◇ (401) 433-4200
ADDS: WARRANT (#31), MADONNA (#35), LISA STANSFIELD, A'ME LORAIN,

29 ◇ San Jose

HOT97.7 • PD: KEN RICHARDS / MD: JOHN CHRISTIAN ◇ (415) 948-0977
ADDS: LISA STANSFIELD, OAK TOWN 3, 5, 7, TECHNOTRONICS, BY ALL MEANS,

KWSS • PD: LARRY MORGAN / MD: RICH ANHORN ◇ (408) 297-5977
ADDS: LISA STANSFIELD, BILLY JOEL, LINDA RONSTADT f/Aaron Neville,

30 ◇ Sacramento

FM102 • PD/MD: BRIAN WHITE ◇ (916) 920-1025
ADDS: STEVIE B, OAK TOWN 3, 5, 7 (#19), TECHNOTRONICS (#20), MC HAMMER (#23), MADONNA
(#24), LISA STANSFIELD (#28),

KROY • PD: SEAN LYNCH / ASST. PD/MD: THE ICEMAN ◇ (916) 446-5769
ADDS: JOAN JETT (#25), TAYLOR DAYNE (#26), MADONNA (#27), BILLY JOEL (#28), TECHNOTRONICS
(#29), WHITESNAKE (#30), ELTON JOHN (#31),

KWOD • PD: WILLY B. / MD: GERRY CAGLE ◇ (916) 929-5000
ADDS: MILLI VANILLI (#26), WARRANT (#29),

31 ◇ Cincinnati

Q102 • PD: DAVE ALLEN / MD: BRIAN DOUGLAS ◇ (513) 763-5500
ADDS: DID NOT REPORT THIS WEEK,

32 ◇ Norfolk

WGH • PD: TONY MACRINI / MD: JEFF MOREAU ◇ (804) 826-1310
ADDS: ALANNAH MYLES (#26), MICHEL'LE (#27), KISS,

WNVZ • PD: CHRIS BAILEY / MD: BEAVER CLEAVER ◇ (804) 497-1067
ADDS: MADONNA, THE BRAT PACK, TAYLOR DAYNE, JOHN FARNHAM, JIVE BUNNY,

33 ◇ San Bernardino

KGGI • PD: LARRY MARTINO / MD: HARLEY DAVIDSON ◇ (714) 889-2651
ADDS: BABYFACE, CHUNKY A,

34 ◇ Columbus

92X • PD: MARK TODD / MD: CHRISTY ROBERTS ◇ (614) 221-7811
ADDS: ENUFF Z'NUFF, JOAN JETT (#22), PETER FRAMPTON (#23),

WNCI • PD: DAVE ROBBINS / MD: JOHN CLINE ◇ (614) 224-9624
ADDS: ELTON JOHN (#22), TAYLOR DAYNE (#23), EXPOSE (#24),

35 ◇ New Orleans

B97 • PD: BOB MITCHELL / MD: JOEY GIOVINGO ◇ (504) 581-7002
ADDS: AEROSMITH (#29), MADONNA, PHIL COLLINS, THE BRAT PACK,

36 ◇ San Antonio

KITY • PD: RICK UPTON / MD: OPEN ◇ (512) 225-5111
ADDS: TECHNOTRONICS (#20), LISA STANSFIELD (#29), THE CHIMES (#33), FINE YOUNG CANNIBALS
(#34), MADONNA (#35),

KSAQ • PD: LEO VELA / ASST. PD/MD: KATHIE ROMERO ◇ (512) 271-9600
ADDS: WHITESNAKE (#33), MADONNA (#36), XYMOX (#39), PAULA ABDUL (#40), THE CHIMES,

KTFM • PD: JEFF McCARTNEY / MD: RICK HAYES ◇ (512) 655-5500
ADDS: LISA STANSFIELD, THE CHIMES, BIZ-MARKIE, TECHNOTRONICS (#28),

37 ◇ Indianapolis

WZPL • PD/MD: SCOTT WHEELER ◇ (317) 637-8000
ADDS: JODY WATLEY (#25), JOAN JETT (#28), KEVIN PAIGE (#29),

38 ◇ Salt Lake City

HOT94.9 • PD: LOU SIMON / MD: JOHN GRIFFIN ◇ (801) 359-9536
ADDS: THOMPSON TWINS (#23), THE BRAT PACK, KISS, MADONNA, BIZ-MARKIE, LISA STANSFIELD,

KCPX • PD: JERRY LOUSTEAU / ASST. PD/MD: BOB LABORDE ◇ (801) 485-6700
ADDS: MADONNA, ALANNAH MYLES,

KISN • PD: GARY WALDRON / MD: GARY MICHAELS ◇ (801) 262-9797
ADDS: LISA STANSFIELD, JOHN FARNHAM, KYLIE MINOGUE,

39 ◇ Buffalo

MAJIC102 • PD: HANK NEVINS / MD: ROGER CHRISTIAN ◇ (716) 876-0930
ADDS: MADONNA, KEVIN PAIGE, TAYLOR DAYNE (#28), WARRANT (#29), TECHNOTRONICS (#30),

WKSE • PD: MIKE EDWARDS / MD: MIKE McGOWAN ◇ (716) 884-5101
ADDS: WARRANT (#30), PHIL COLLINS, BIZ-MARKIE,

40 ◇ Hartford-New Haven

KC101 • PD: STEF RYBAK / ASST. PD/MD: TOM POLEMAN ◇ (203) 776-4012
ADDS: BIZ-MARKIE (#30), MADONNA, TECHNOTRONICS, MICHAEL PENN,

WKSS • PD: JEFFERSON WARD / MD: CHRIS WALSH ◇ (203) 249-9577
ADDS: BIZ-MARKIE, STEVIE B, ALANNAH MYLES, TECHNOTRONICS, CALLOWAY, MADONNA (#21),

WTIC-FM • PD: OPEN / MD: MIKE WEST ◇ (203) 522-1080
ADDS: MADONNA (#37), LUTHER VANDROSS (#38), RICHARD MARX (#39), MICHAEL PENN, KEVIN PAIGE,
TECHNOTRONICS,

41 ◇ Charlotte

WCKZ-FM • PD: MARK SHANDS / MD: DON O'NEAL ◇ (704) 342-4102
ADDS: STEVIE B (#28), B-52'S (#30), JAYA, SHANA, ROXETTE, TECHNOTRONICS, LISA STANSFIELD, THE
BRAT PACK,

WZZG • PD: RANDY C. BLISS / MD: DWAYNE WARD ◇ (704) 392-6191
ADDS: THE LIST IS FROZEN THIS WEEK,

42 ◇ Memphis

FM100 • PD/MD: STEVE CONLEY ◇ (901) 726-0468
ADDS: B-52'S, TAYLOR DAYNE, WHITESNAKE,

Z98 • PD/MD: HOWIE CASTLE ◇ (901) 529-0098
ADDS: JANE CHILD, TOMMY PAGE, LINDA RONSTADT f/Aaron Neville, TECHNOTRONICS, TAYLOR DAYNE,

43 ◇ Orlando

102JAMZ • PD: DUFF LINDSEY / MD: CEDRIC HOLLYWOOD ◇ (407) 788-1400
ADDS: EARTH, WIND & FIRE, RICHARD ROGERS, LEILA K, HEAVY D & THE BOYZ, MANTRONIX, QUINCY
JONES (#30),

MIX105.1 • PD: BRIAN THOMAS / MD: RICK STONE ◇ (407) 629-5105
ADDS: ALANNAH MYLES (#28), BILLY JOEL,

XL106.7 • PD: OPEN / MD: ROD LAUDERDALE ◇ (407) 339-1067
ADDS: BABYFACE (#15), QUINCY JONES (#18), MICHEL'LE, THE COVER GIRLS (#24), RICHARD MARX (#35),
ELTON JOHN, B-52'S, JANET JACKSON, D'MOB, WARRANT, ALANNAH MYLES, BILLY JOEL,

44 ◇ Monmouth-Ocean, NJ

WJLK-FM • PD: BRAD HOLCOMB / MD: GARY GUIDA ◇ (201) 774-7700
ADDS: TAYLOR DAYNE (#29), CUTTING CREW (#30), BELINDA CARLISLE (#32),

WJRZ • PD: LANCE De BOCK / MD: PETE JARRETT ◇ (609) 597-1100
ADDS: BELINDA CARLISLE, MILLI VANILLI, JANET JACKSON, TEARS FOR FEARS,

45 ◇ Rochester

98PX • PD: TOM MITCHELL / MD: CAT COLLINS ◇ (716) 325-5300
ADDS: MADONNA, BELINDA CARLISLE, A'ME LORAIN,

46 ◇ Nashville

Y107 • PD/MD: LOUIS KAPLAN ◇ (615) 256-6556
ADDS: KISS, ALANNAH MYLES, KYLIE MINOGUE, MADONNA, ELTON JOHN, LISA STANSFIELD,

47 ◇ Oklahoma City

KJ103 • PD: MIKE McCOY / MD: BILLY THE KIDD ◇ (405) 840-5271
ADDS: THE LIST IS FROZEN THIS WEEK,

Z99 • PD/MD: BRETT DUMLER ◇ (405) 942-3399
ADDS: THE CHIMES, LUTHER VANDROSS (#34), TECHNOTRONICS, MADONNA, LISA STANSFIELD,

48 ◇ Dayton

WGTZ • PD: JEFF BALLENTINE / MD: RANDY ROSS ◇ (513) 294-5858
ADDS: JODY WATLEY (#29), SEDUCTION (#30), KISS,

49 ◇ Louisville

WDJX • PD: CHRIS SHEBEL / MD: JILL MEYER ◇ (502) 589-4800
ADDS: MADONNA, LUTHER VANDROSS,

WLRS • PD: LISA LYONS / MD: BRAD HARDIN ◇ (502) 585-5178
ADDS: MOTLEY CRUE, AEROSMITH, ROLLING STONES, BAD ENGLISH, PETER FRAMPTON,

50 ◇ Greensboro/Winston-Salem

WJMh • PD: CHRIS BAILEY / MD: KELLY MASTERS ◇ (919) 855-6500
ADDS: THE LIST IS FROZEN THIS WEEK,

WKSI • PD: DALE O'BRIAN / MD: GREG STEVENS ◇ (919) 275-9895
ADDS: MADONNA, MICHAEL PENN, LISA STANSFIELD, PAUL CARRACK,

WKZL • PD: CHUCK HOLLOWAY / MD: SAM REYNOLDS ◇ (919) 759-2316
ADDS: MADONNA, PHIL COLLINS, LISA STANSFIELD, KISS,

Montreal, Canada

CKOI • PD: BOB LEBOURD / MD: GUY BROUILLARD ◇ (514) 766-2311
ADDS: TOO MANY COOKS (#37), THE ALARM, EDIE BRICKELL, PHIL COLLINS, MADONNA,



Erasure's U.S. tour kicks off February 13 in Boston. They sold out the Forum in Los Angeles and Madison Square Garden in New York in two hours!

ERASURE

"BLUE SAVANNAH"

The New Single

Produced By Gareth Jones, Mark Saunders And Erasure. From The Album WILD!

KNRJ (22-15)

KKBQ (24-17)

KHTK (D#28)

KSAQ (27-24)

HOT94.9 (20-17)

KISN (D#37)

KBHT (D#30)

KFBD (D#35)

KPXI (Add #38)

KPXI (D#38)

KRRG (23-16)

KSKG (Add)

KVTI (D#37)

KZZB (D#33)

and more

**SINGLE
NOW
GOLD!**



DEPECHE MODE

"PERSONAL JESUS"

The New Single

Produced By Depeche Mode And Flood.

HITMAKERS MAINSTREAM TOP40 CHART: 39-36
HITMAKERS ROCK TOP40 CHART: 10-9

PIRATE (11-9)

WIOQ (#14)

KEGL (D#19)

WXKS (D#34)

KHTK (25-22)

Q106 (19-13)

KDWB (27-23)

WLOL (30-27)

WPHR (#11)

KOY95 (15-14)

KS104 (6-5)

Y108 (D#27)

KXYQ (14-12)

KXXR (39-35)

KROY (20-15)

KITY (32-28)

98PXY (16-14)

CKOI (10-8)

K106 (8-3)

KBFM (#2)

KCAQ (39-32)

KDWZ (26-17)

KFBD (12-9)

KKMG (D#28)

KZFM (23-16)

KZOZ (24-21)

KZZU (34-31)

WDEK (D#38)

WKFR (D#38)

WNYP (Add)

WPST (11-6)

WRQK (D#30)

WWHB (D#34)

WYCR (Add)

WZYP (D#40)

WZYQ (30-21)

ZFUN (10-6)

and more



**ALREADY OVER
900,000 AND
GOING PLATINUM!**
**#1 ROCK TRACK IN
AMERICA FROM THE
#1 ROCK ALBUM
FOR 8
CONSECUTIVE WEEKS!**

ERIC CLAPTON

"BAD LOVE"

The New Single

Produced By Russ Titelman. From The Album JOURNEYMAN

HITMAKERS HITBOUND THIS WEEK!

KXYQ (D#26)

KXXR (Add#40)

CKXY (36-28)

KF95 (Add)

KHOK (Add)

KKRC-FM (16-6)

KLYK (Add)

KOKZ (Add)

KPXI (Add)

KQKY-FM (Add)

KRZR (Add)

KTMT (Add)

KTUX (Add)

KUUB (Add)

KZZU (Add)

OK95 (34-26)

WAAF (Add)

WDEK (Add)

WFLY (Add)

WJMX (Add)

WOKI (Add)

WOVO (Add)

WPFR (Add)

WQCM (Add #30)

WVKZ (Add)

Y104 (Add)

and more

· AN EXCITING ·

· NEW ARTIST! ·

· A MUST LISTEN ·



TONY LEMANS

"FOREVER MORE"

The New Single

Produced By David Gamson. From The Album TONY LEMANS

KMEL (#8)

FM102 (16-13)

HOT194 (Add)

KDON (15-11)

and more



VONDA SHEPARD

"DON'T CRY ILENE"

The New Single

Produced By Robert Kraft And Vonda Shepard.

From The Album VONDA SHEPARD

R&R A/C: 20-17*

**POP ADULT!
READY TO
CROSS POP!**

GAVIN SEMINAR '90:

A Convention Of Unconventional Thinkers

February 15, 16 & 17 • Thursday, Friday, Saturday
WESTIN ST. FRANCIS HOTEL, SAN FRANCISCO



Novelist/Fantasy Realist
Harlan Ellison



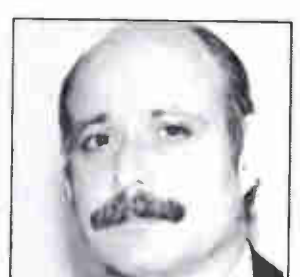
Business Strategy Columnist
David J. Rogers



Journalist/Biographer
Dave Marsh



Multi-Media Artist
Laurie Anderson



Environmentalist/Author
Jeremy Rifkin

Please Note: Scheduled events will begin at 1:00PM Thursday, February 15.

THURSDAY

FEBRUARY 15—Afternoon Workshop Sessions.

- **Jhan Hiber's Informal Roundtable**
Talk shop and ratings with Gavin's own ratings expert columnist.
- **Jazz Artist Workshop**
This discussion will feature the artist's side of the story and their reactions to the Jazz and Progressive Adult music boom on the airwaves. Major artist contributors to be announced!
- **Alternative Conclave**
Discussion centered around Alternative Radio in the '90s--how issues such as the elimination of vinyl, apathy, the "death" of Album Radio and the "new found credibility" with the labels will effect/change the format.
- **Eric Norberg's On Positive AM Music**
Gavin columnist Eric Norberg explores the technical and programming potential for AM radio music stations. On hand will be Robert Heiblim, Executive VP of Denon and Bill Wertz, Executive VP of Fairfield Broadcasting.
- **Women In The Radio/Music Industry**
Join host Verna Green, GM of WJLB-Detroit, and a guest lineup of successful female industry figures as they ponder the volatility of the Nineties and how it pertains to women and their careers.

FEBRUARY 16—A Full Selection Of General Sessions

- **Kickoff Session: An Environmental Forum--Radio, Media And The Planet**
The future of radio and music obviously hinges on the future of the planet. Find out a logical starting point for ecological action. Environmentalist/author Jeremy Rifkin will appear.
- **An Hour With Management Specialist David J. Rogers**
Welcome special guest David J. Rogers, author of *Waging Business Warfare* and a contributing editor for *Success Magazine*. He'll host a

FRIDAY

session dealing with strategic planning, staff motivation, leadership and much more.

- **Cutting Edge Artist Show**
Join Howie Klein, Kent Zimmerman and a bold lineup of top musical guests for what is always one of the most talked-about sessions of the entire three day event. Howie and Kent welcome guests Laurie Anderson, Tuck & Patti, Dave Marsh and Mike Ness from Social Distortion. *Plus more to be announced!*

- **Special Keynote Event: An Afternoon With author Harlan Ellison**
Writer, critic, futurist, screenwriter, essayist and lecturer Harlan Ellison promises to be intense, high-charged and thought-provoking.
- **Gavin Celebrity Cocktail Party**
The supreme industry affair of the year.

SATURDAY

FEBRUARY 17—Format-Specific Meetings Plus A Special Presentation On Management In The Nineties

- Top 40, A/C, Urban, Country, Jazz/Adult Alternative, Album Radio and Alternative Radio sessions scheduled throughout the day.
- **Managing To Deal With The Nineties**
Midcontinent Broadcasting's Dave Martin will host this bonus event.
- **5th Annual Superbowl of Rock Trivia**
- **Jhan Hiber on Ratings Strategy**
Hiber returns to bolster your knowledge of the bottom line world of ratings.
- **The Gavin Radio Awards Banquet**
The outstanding achievers of our industry will be recognized when the 1989 Gavin Awards are presented.

DON'T BE DISAPPOINTED! RESERVE YOUR ROOM AND REGISTRATION EARLY!

FOR INFORMATION PHONE: 415-495-1990

1990 **GAVIN SEMINAR**

THE CAPITOL COMMITMENT CONTINUES!

THE SMITHEREENS

"A Girl Like You"

One more time for those of you in the cheap seats!
Another Double Digit Week!

Management: Freddy DeMann & Burt Stein for DeMann Entertainment. Produced by Ed Stasium.



Just Added At: 102QQ (Add) JET-FM (Add) KGWY (Add #39) KWTX-FM (Add) KYYY (Add) WAPE (Add) WJMX (Add) KSND (Add) WOVO (Add) and more

Another incredible sales week!

Apple Tree-6, Moby Disc-7, RTI-8, CML-9, Plastic Fantastic-11, Tracks-13, Vinyl Vendors-15, Baker & Taylor-18, Rose-18, Peaches-20, Schwartz-21, South Texas-24, PRO-25 and many more!

NOW OVER 100 STATIONS TESTIFYING!!!

PIRATE (14-11) WXKS (30-23) WPHR (28-22) KXXR (7-4) 92X (7-6) KSAQ (23-17) WZZG (#14)

- | | | | | | |
|----------------|--------------|--------------|-----------------|----------------|----------------|
| 95SX (10-9) | KATM (8-5) | KSKG (13-7) | WAAF (#8) | WPFM (39-35) | WZZU (34-25) |
| 95XXX (30-26) | KDWZ (6-4) | KSMK (#6) | WBEC-FM (D#39) | WPRR-FM (D#35) | Y104 (30-24) |
| 99.9KHI (D#38) | KMOK (35-32) | KTAG (18-5) | WCLG (3-2) | WRQK (#3) | Y97 (D#30) |
| CKXY (12-9) | KNIN (5-4) | KZBB (D#33) | WJZQ (37-33) | WSPT (25-22) | ZFUN106 (D#40) |
| G98 (39-36) | KPXI (9-8) | KZZU (33-30) | WKFR (15-8) | WVKZ (6-3) | and more |
| K106 (26-22) | KQHT (23-19) | OK95 (20-17) | WOMP-FM (33-30) | WZYP (40-31) | |



COVER GIRLS

"We Can't Go Wrong"

Heading for Top Ten NOW!

FEVER Enterprises
P.O. Box 219
Yonkers, NY
10710

- | | | | | |
|----------------|---------------|----------------|-----------------|---------------|
| HOT97 (16-13) | KKBQ (10-7) | WLOL (25-21) | FM102 (7-6) | KC101 (16-12) |
| Z100 (20-17) | KRBE (4-2) | KEZY (27-19) | KROY (21-14) | WKSS (14-13) |
| KIIS-FM (11-8) | PWR96 (21-18) | WPHR (35-27) | KWOD (19-13) | WTIC-FM (#13) |
| PWR106 (26-22) | Y100 (Add) | KKFR (#14) | WNVZ (17-13) | WCKZ-FM (4-2) |
| B96 (10-8) | PWR99 (14-12) | KOY95 (12-8) | KGGI (7-4) | FM100 (24-18) |
| Z95 (16-10) | WBLI (D#29) | KS104 (9-7) | B97 (9-6) | Z98 (18-15) |
| KMEL (#9) | KPLZ (27-24) | KKRZ (15-14) | KITY (5-4) | XL106.7 |
| X100 (7-4) | KUBE (22-15) | HOT102 (9-8) | KTFM (5-2) | (Add#24) |
| WHYT (D#22) | KBQ (Add #38) | WKTJ (Add) | HOT94.9 (22-19) | Y107 (23-19) |
| WXKS (23-19) | B100 (30-20) | KBEQ (Add) | KCPX (D#34) | WKSI (24-20) |
| WZOU (20-15) | Q106 (11-9) | PRO-FM (21-17) | KISN (14-12) | WKZL (16-15) |
| WPGC (D#28) | B104 (25-21) | HOT97.7 (#4) | WMJQ (25-21) | and more |
| KNRJ (#2) | KDWB (26-21) | KWSS (14-11) | WKSE (14-11) | |

OAKTOWN 3, 5, 7

"Juicy's Gotcha Crazy"

Do you want your phones to EXPLODE???

All you have to do is TEST it at night and STAND BACK!!!

- | | | |
|------------------|-----------------|-----------------|
| KMEL (#3) | HOT97.7 (Add) | HOT104 (Add) |
| KISS98.5 (14-11) | FM102 (Add #19) | HOT96 (Add #22) |
| | | and more |

Don't miss the incredible opening night party at the St. Francis "Top Of The Tower" on Feb. 15 featuring Hugh Harris, Oaktown 3, 5, 7 and M.C. Hammer!

MANTRONIX

- HOT105 (D#34) "Got To Have Your Love"
KMEL (29-22) "Got To Have Your Love"
KNRJ (D#35) "Got To Have Your Love"
KITY (35-31) "Got To Have Your Love"
102JAMZ (Add) "Got To Have Your Love"
KYNO (D#29) "Got To Have Your Love"
KCAQ (Add), KDON (Add) and more

"Got To Have Your Love"

M.C. HAMMER

"Help The Children"

Winner of 2 American Music Awards!

- KMEL (27-20)
FM102 (Add #23)
HOT104 (Add)
HOT96 (29-24) and more



NEW RELEASES

REGINA BELLE "Make It Like It Was" (COLUMBIA)
ROBIN BECK "First Time" (MERCURY)
CALLOWAY "I Wanna Be Rich" (SOLAR/EPIC)
CHER "Heart Of Stone" (Geffen)
JANE CHILD "Don't Want To Fall In Love" (WB)
FIONA "Where The Cowboys Go" (ATLANTIC)

LOU GRAMM "True Blue Love" (ATLANTIC)
MIKI HOWARD "Love Under New Management" (ATL.)
JOYCE IRBY "I'll Be There" (MOTOWN)
McAULEY SCHENKER GROUP "Anytime" (CAPITOL)
ROLLING STONES "Almost Hear You Sigh" (COLUMBIA)

TUNA TALK

B104 Basketball Challenge!



ATCO Records' CRAIG LAMBERT challenges B104's STEVE PERUN to win a free add!

As CHARLIE QUINN exits as PD, RANDY KABRICH joins Evergreen's Y95 in Dallas as new Station Manager, and CLANCY WOODS is new GM at KNRJ in Houston! (See story on page 3).

According to GM MICHAEL O'SHEA at KUBE in Seattle, the rumors that KUBE has been for sale are absolutely and undeniably false! O'SHEA sez, "There's another rumor that's been going around saying I'm going to Dallas to take over our new radio station, and we haven't even signed a contract on that yet. So, any speculation on that is just real early. In addition to Seattle I also supervise Chicago and Phoenix, so I'll certainly have some involvement with Dallas and what the extent of that will be is yet to be decided."

We welcome Power Pig as new reporters to HITMAKERS! Music Director JEFF "Booger" KAPUGI and Asst. PD B.J. HARRIS are the geniuses!!!

As HITMAKERS speculated in a story before the holidays, JEFF SMULYAN is eyeing Europe for possible acquisitions. EMMIS President STEVE CRANE has been over there checking things out as there will soon be a full-fledged push into this emerging, fertile radio market!

CHRIS SHEBEL sez he is not close to landing the WKTI, Milwaukee gig. If he were offered the job CHRIS sez he wouldn't want to return to Wisconsin. What, too much snow???

She may be the industry's best kept secret! LEE ANN NYE, who has been Y108-Denver Asst. MD for the last 4 years, is willing and ready to move on for new challenges either as MD in a top 25 market or a local record gig, which she is eminently qualified to take on. She's busted a lot of records in Denver with DOM TESTA. Call LEE ANN NYE at home (303)

979-9080.

DAVE ELLIOT told me WAVA did a "yes/no" question or whether Washington Mayor Marion Berry should be put in jail. The phones lit up and 87% of the callers were in favor of jailing Berry.

CONGRATS to KBQ, St. Louis MD JIM ATKINSON, who was named Music Director of the year by the *Midwest Music Journal*!!!

BILL TANNER, PD at POWER96, Miami sez, "*Lambada* by KAOMA (EPIC) is a SMASH!!! It went from 71 to 11 in our weekly request totals, first week, and last night on the nightly sheet it went to #1! Everybody's talking about it, and our phones are ringing off the hook for it! We've been playing it in regular rotation for two weeks, and we started it because we saw a lot of club action and interest!"

ROB OLSON sez, "I want to get out of Chicago and do radio full-time. I was at Q101 in Chicago as on-air weekend personality, and at WGCI I was doing some programming on the AM and doing a music show. I'm very interested in a full-time position! Programmers can reach me at (708) 869-4246."

LARRY WILLIAMS joins X100, San Francisco as new Production Director. LARRY was previously with KWSS and KUBE.

CONGRATS to new WKSS Hartford new Music Director CHRIS WALSH!!!

We need to find two morning-men shows for major top 25 markets! If you are looking to come up to a bigger market with your show, give BIG TUNA a call at (818) 887-3440.

CONGRATS to ALBIE D., WPGC's HOT MD/nighttime DJ! Check out these major jumps in Washington, D.C....when ALBIE began June 1987 the 12+ number was 1.3...in the latest fall book the 12+ number is 9.6! Hats off to a great talent!

JEFF SMULYAN, one of the most creative broadcasters we've ever seen and Managing General Partner of the Seattle Mariners sez, "The Mariners are holding a contest in which kids 14 years and younger only can select the concept for the new Mariners' mascot. The winner will receive a \$1000 cash grant from the Mariners with the child's school also receiving an equal donation. As a father I can tell you that kids love mascots, and who better to decide what the mascot should be than the kids!"

TOM BROWNE, PD at B98, Ft. Smith, AR, announces the addition of CLIFF CASTEEL to the team as overnight man. Weekender Super DAVE DONOVAN moves to Asst. MD...GREG COPELAND & CHRIS KNIGHT complete the weekend staff.

PD KEVIN MORTON exits WAZY in Lafayette, IN and WBWB, Bloomington PD MARK CALLAGHAN will handle programming duties. MARK will continue in his position at WBWB while overseeing WAZY. KEVIN can be reached at (317) 497-4553.

K104-Erie, PA night jock CHRIS COLLINS has been upped to Music Director at the Burbach FM.

The new VP/Programming for St. Cloud, MN based Leighton Enterprises is BRIAN WRIGHT, formerly OM for BAHAKAL Broadcasting's KOKZ/KAEL, Waterloo-Cedar Rapids, IA.

ANDY HALL, MD at Rock Top40 KDWZ, Des Moines, IA is on the loose! Give ANDY a call at (515) 284-0845.

CONGRATS to new WAPI, Birmingham Music Director SCOTT BOHANNON!!!

It's official! KCIL (HOT107), Houma-New Orleans has been sold to GUARANTEE Broadcasters of Baton Rouge.

BIG TUNA TIP:

CHER *Heart Of Stone* (Geffen)
Produced by Peter Asher, this record has all the ingredients to be an another Pop SMASH for CHER!!! Geffen Records will put on the BIG push January 29th and 30th!

LISA STANSFIELD *All Around The World* (ARISTA)
DENNIS REESE, PD/HOT105-Miami sez, "This former #1 European song will be acceptable EVERYWHERE! It's classy enough that you don't even need to daypart it! It's a 24-hour record!"



Here's the "Power Pig" himself...POWER93's PD MARC CHASE

LUTHER VANDROSS

"HERE AND NOW"

Jerry McKenna - MD/WXKS-FM

"Top 10 call out and strong female phones gives every indication that Here and Now will be Luther's biggest hit to date!"

Jay Stevens - PD, Dena Yasner - MD/KOY95

"It sounds like a smash! This could be the one to get Luther the attention he deserves! A female smash, the kind of song that makes women crazy!"

Brian White - PD/MD FM102

"A top 5 record at the urban level, the most mass appeal record for this superstar, ever!!"

Cat Collins - MD/98 PXY

"We were pleasantly surprised by the way it reacted! We threw it on as a midday test record and it exploded for us! A Top 10 retail record for the last 5 weeks!"

Don O'Neal - MD/WCKZ -FM

"If any PD doesn't give this record a chance to cross over he/she is crazy! It's a straight-up 25+ female record black and white!"

American Music Awards: BEST Soul/R&B Male Vocalist



WPLJ (D#28)	WCKZ (6-4)	KWXX (D#28)
B96 (26-20)	102JAMZ (#8)	KZZB (14-10)
KMEL (1-1)	WJLK (15-13)	Q104 (Add)
WUSL (1-1)	98PXY (D#22)	WABB (32-22)
Q95 (Add)	Y107 (22-18)	WANS (D#33)
WXKS (D#27)	Z99 (Add #34)	WCGQ (Add)
KRBE (Add)	WDJX (Add)	WCIL (Add)
KPWR (Add)	WJMH (#6)	WDLX (Add)
Y100 (26-18)	102QQ (D#34)	WFLY (D#38)
B100(Add #26)	G98 (Add)	WFMF (20-16)
Q106 (25-22)	K106 (Add)	WIGY (Add)
Q105 (Add)	KBFM (D#40)	WJAD (18-14)
KS104 (Add)	KCAQ (40-30)	WLFX (22-18)
FM102 (9-8)	KEZH (22-17)	WPFM (Add)
KGGL (12-11)	KIXY (D#36)	WQIO (Add #38)
KITY (8-5)	KKSS-FM (21-13)	WQXA (Add)
KTFM (26-18)	KQMQ (22-17)	WTYX (Add)
KISN (D#39)	KSKG (Add)	X106 (21-18)
WKSS (29-26)	KTRS (Add)	And More.
WTIC(Add #38)	KWTX-FM (Add)	

Epic

Alive



PAUL CARRACK

BATTLEFIELD

The next hit single from Paul Carrack

WPHR (Add)

WKSI (Add)

K104 (Add)

KAGO (Add #37)

KCMQ (Add)

KHOK (Add)

KHTT (Add)

KJJG (Add)

KJLS (Add)

KKHT (Add)

KKQV (Add)

KMON (Add)

KNIN (Add)

KOKZ (D#39)

KPXI (Add)

KSKG (Add)

KSND (Add)

KVTI (Add)

KWTX-FM (Add)

SLY96 (Add)

WDEK (Add)

WHDQ (Add)

WJMX (Add)

WKFR (Add)

WKSM (Add)

WOMP-FM (Add)

WPFR (Add)

WTBX (Add)

WWHB (Add)

WYCR (Add)

WYYS (Add)

Z93 (Add)

and more

CD on your desk now

"A good mainstream adult pop song with a contagious beat!"

- DALE O'BRIAN/WKSI

Produced by Tom "T-Bone" Wolk and Paul Carrack

Management: Jake Riviera

Chrysalis

