

HITMAKERS[®]

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SEPTEMBER 28, 1990

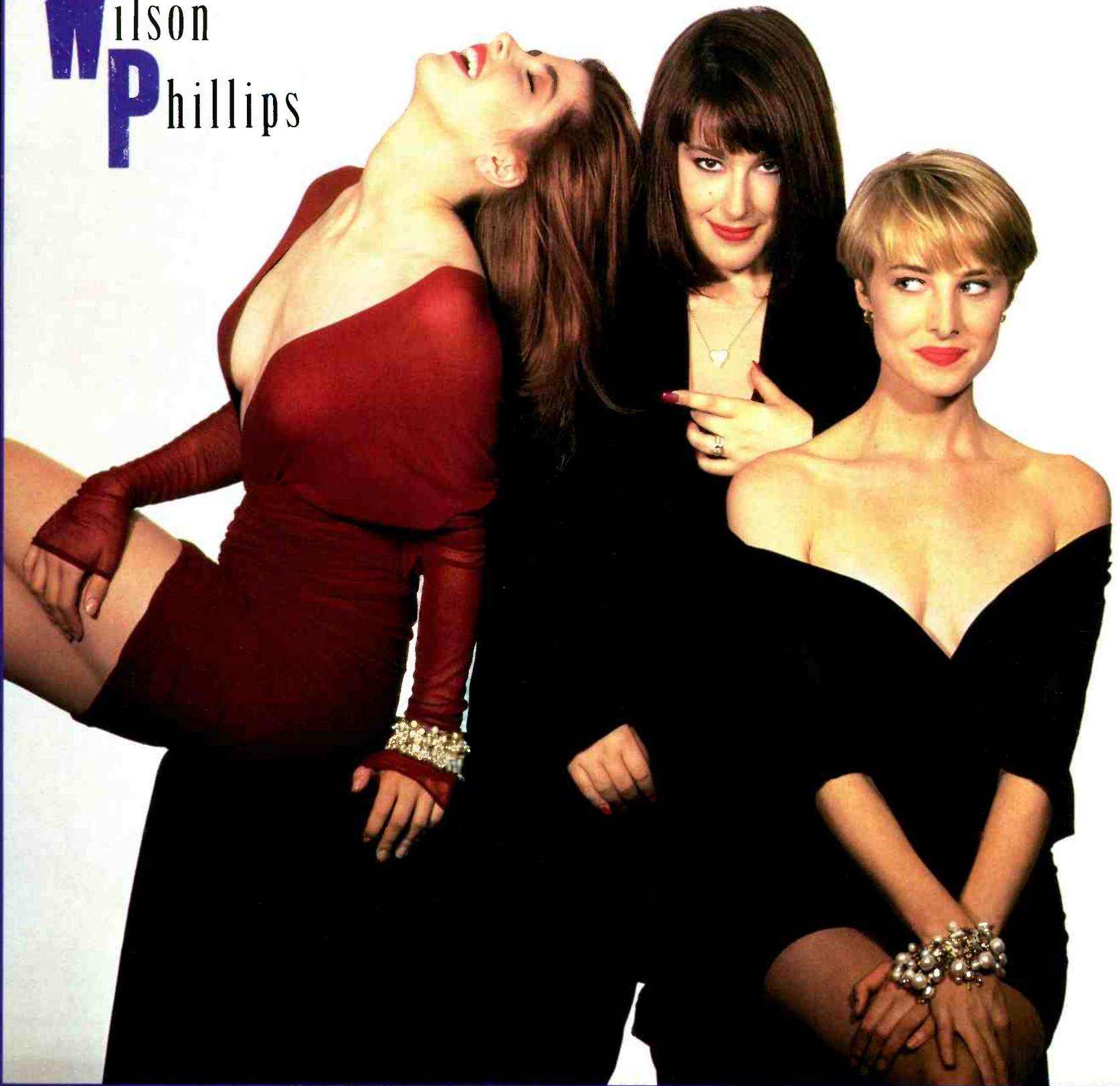
an exclusive interview with

BRIAN THOMAS

Program Director, MIX105.1 - Orlando



Wilson
Phillips



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**MUSIC LIKE THIS CAUSES
BIG TROUBLE.**

Impulsive

The dangerously seductive new single and video from
Wilson Phillips' unstoppable multi-platinum debut album.

Don't say we didn't warn you.

Management: Arma Andon/SBK Management and Peter Lopez

Produced by Glen Ballard/Executive Producer Charles Koppelman

HITMAKERS®

CUTTING EDGE LEADERSHIP FOR TODAY'S MUSIC RADIO
Mainstream, Crossover, and Adult Top40 - Rock - Alternative - Clubs/Imports - Retail

MCA IN SALES TALKS WITH MATSUSHITA

MCA Inc. this week confirmed it is engaged in discussions with Japan's Matsushita Electric Industrial Company over a possible sale of MCA to the electronics giant for a reported \$7.2-9 billion, causing MCA's stock to soar 19 1/2 points to a closing of 54 on September 25.

The stock went up following a Wall Street Journal article published the previous day that disclosed the discussions, which prompted MCA to release a

statement acknowledging that there are discussions, although they didn't reveal with whom MCA was engaging in discussions. Matsushita, however, confirmed that they were involved in discussions with MCA.

"MCA confirmed it is in discussions with a major international company regarding a possible negotiated acquisition of MCA," read the MCA statement. "The discussions are continuing on a

friendly basis. No agreement has been reached, and there is no assurance that an agreement will be reached.

In addition to MCA Music Entertainment Group - which includes MCA Records, MOTOWN Records (20% equity), MCA Records International, MCA Music (over 50,000 copyrights) and several concert

(See MCA page 44)

WEST JOINS HITMAKERS AS G.M.



LANNY WEST

HITMAKERS Publisher **Barry Fiedel** and President **Bob Greenberg** this week announced the appointment of **Lanny West** to the position of General Manager of **HITMAKERS**. West will be in charge of the day-to-day operations of the magazine, and oversee the development of the **HITMAKERS** Regional Radio, Records and

including Music Director of the Year in 1975. After leaving Y102 West worked with Ernie Phillips for several years in independent record promotion, and also produced several concerts for his own company, Phantom Concerts.

Since 1982 West has been instrumental in concept design, music format development, operations, marketing and promotion for some of the hottest clubs and bars in America. For the past four years he has been VP of Marketing/Entertainment for Hospitality Affiliates and VP of Hospitality Entertainment, vacating both positions to join **HITMAKERS**.

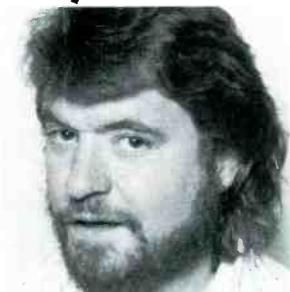
"I have been trying to bring Lanny to the **HITMAKERS** team for the past five years, but the timing was never right until now," said Fiedel. "We are very excited to have such a talent on our team."

"My 25-year obsession with music and the entertainment business has now given me the most exciting opportunity of my career," said West. "I'm elated to be back in the heart of the industry."

West officially took his new post September 24.

Gerrity Appointed Zoo Ent. VP/GM

George Gerrity has been appointed Senior Vice President/General Manager of the recently-formed ZOO Entertainment label, it was announced this week by ZOO Entertainment President **Lou Maglia**. The label, which joins ARISTA and RCA under the BMG America umbrella, will soon be based out of the BMG building in Hollywood.



GEORGE GERRITY

Gerrity was most recently Vice President of Promotion at WARNER BROS. Records, where he had worked for 18 years. He joined WARNER BROS. in 1972 after spending three years at CBS Records, and worked in local promotion, regional artist development, and national artist development before becoming Director of Album Promotion in 1979. In 1984 Gerrity became Vice President of Album Promotion, and in 1988 he was appointed Vice President of Promotion.

"Since we both worked within the WEA system for many years, I've had a long-term relationship with George, and I have the utmost regard for his abilities as well as his future potential," commented Maglia. "I look forward to a long, successful relationship."

Gerrity told **HITMAKERS** that ZOO's first releases (See GERRITY page 44)

Pyramid Broadcasting Forms Radio Support Company

Pyramid Broadcasting Chief Executive Officer **Richard Balsbaugh** this week announced the formation of Broadcast Services, Inc. (BSI), a new company within the Pyramid group specializing in operational support for financially-troubled communications companies.

BSI will be headed by **Brian Stone**, a seven-year veteran of Pyramid group operations and a General Partner. The company, which will become a wholly-owned subsidiary of Leach Research, will also draw on the resources of Cody/Leach Broadcast Architecture (CLBA), which over the last two years has focused on structuring successful radio programming and marketing.

"We feel the cooperation between CLBA and BSI, where appropriate, will be the foundation of extremely effective service packages for radio clients in need of reorganization to meet the operating demands of the 1990s," commented a Leach spokesman.

Balsbaugh said that Broadcast Services Inc. "is geared to respond to the growing need for qualified operators throughout the work-out field. Brian Stone's extensive background and diverse experience in radio and television management complement his hands-on understanding of the fundamentals of the 'business.'"

BSI will operate out of Boston and Princeton, New Jersey, said Balsbaugh.

REESE Q105 APD



DENNIS REESE

Dennis Reese, who recently ended a five-year tenure as MD of HOT105-Miami, has been named Asst. PD at Edens' Q105-Tampa, it was announced this week by Q105 VP/GM **R. Michael Horne**.

"The addition of Dennis provides Q105 with one of the country's finest programming teams," said Horne. "Our patience in searching for the right talent to complement our programming efforts has been rewarded."

"This is a terrific opportunity," said Reese. "I look forward to working closely with (Edens VP) **Garry Wall** and (Q105 Operations Manager) **John Clay**, and being part of the excitement at Q105."

Features:

Faces & Places.....page 34, 39, 43
New Releases.....page 44
Ear To The Ground.....page 50

The HITMAKERS Interview:

BRIAN THOMAS, Program Director, MIX105.1-Orlando page 46

Radio/Retail Page Debuts

This week's **HITMAKERS** debuts the new Radio/Retail page (see page 9), a weekly analysis of the hottest selling albums and singles in America as it relates to radio airplay. The page will also examine up-and-comers, and will include rankings of record companies showing their individual market strength in a given week.

Charts:

Retail.....page 11
Mainstream Top40.....page 15
Crossover Top40.....page 19
Adult Top40.....page 21
Clubs.....page 35
Rock.....page 37
Alternative.....page 41

COME JOIN THESE QUALITY

MARC DRISCOLL - OM, Q102, Philadelphia

BILL TANNER - PD, POWER96, Miami

RICK STACY - PD, POWER99, Atlanta

JOHN CLAY - OM, Q105, Tampa

BRIAN THOMAS - PD, MIX105.1, Orlando

MASON DIXON - OM, KIX106, Birmingham

LEO VELA - PD, KSAQ, San Antonio

LOUIS KAPLAN - PD, Y107, Nashville

BILL PASHA - PD, WAPE, Jacksonville

BRUCE STEVENS - PD, WBBQ, Augusta

ATTENTION: RADIO, RECORD COMPANIES, & RETAIL

(Including Air Personalities, Local Promotion Managers, and Store Managers)

The First Annual HITMAKERS Magazine

**SOUTHERN REGIONAL
SEMINAR**

**INTENSE EDUCATIONAL WORKSHOPS
For Today's Cutting Edge Industry Leaders!**

THE WYNFREY HOTEL

Birmingham, Alabama

Friday, November 9th & Saturday, November 10th

Room Rate: \$88.00 Call-1-800-476-7006

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TONY NOVIA - OM, STAR94, Atlanta

BILL CAHILL - PD, STAR94, Atlanta

DUFF LINDSEY - PD, 102JAMZ, Orlando

LARRY STEVENS - OM, Y102, Montgomery

SMOKEY RIVERS - Group PD/Stoner Brdcst

BILL PHIPPEN - VP/GM, POWER99, Atlanta

CHRIS SHEBEL - PD, WDJX, Louisville

CHUCK HOLLOWAY - PD, WKZL, Greensboro

GREG REED - GM, POWER96, Miami

RICK HAYES - PD, KTFM, San Antonio

BARRY RICHARDS - Natl PD, Bresson/Hafler Media

...and MORE to be announced next week!

WORKSHOPS:

Production

Preparing For The Future

Air Personalities

Marketing Yourself (In Or Out Of Work)

Local Record Promotion (How To Be The Best)

Fragmentation Of Top40 Radio

Critiquing Air Checks

HOT Creative Radio Promotions

Music Research Tactics

FACEOFF: Radio - Record Companies - Retail

Please Register Me!

Enclosed is my check or money order for the \$75.00 REGISTRATION FEE (per person)

Name: _____ Title: _____ Company/Station: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone #: _____ Detach and return this portion with your payment to...

HITMAKERS, 22222 Sherman Way, Suite #205, Canoga Park, CA 91303

EMMIS SELLS X100 TO BEDFORD FOR \$18.5 MIL

Emmis Broadcasting has sold X100 (KXXX) in San Francisco to Bedford Broadcasting for \$18.5 million, more than seven months after the pending sale of the station to Alliance Broadcasting was called off when Alliance missed a February 9 deadline for finalizing the deal.

Emmis had been trying to sell X100 since last September, when the company announced it was

placing X100, WLOL-Minneapolis and WJIB-Boston on the block in order to raise capital to finance the Seattle Mariners, which Emmis purchased in the summer of 1989. Emmis unexpectedly sold its KNRJ-Houston (now KHMJ) to Nationwide Communications last December for \$30 million, but until now had not parted with any of the three stations the company had originally planned to sell.

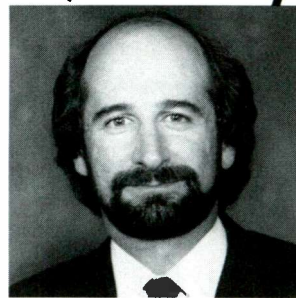
Bedford's acquisition of X100 is the third the company has made in the last six months. The Lafayette, California-based company, which is part of the Bedford Group of Companies, bought KSSK-AM and KSSK-FM in Honolulu in May.

"Bedford is adding a Bay Area station to its growing portfolio of media ventures because the Bay Area is the fourth largest radio market in the U.S. and has strong growth potential," said Bedford Group of Companies President **Peter S. Bedford**. "KXXX was our first choice, as it has one of the strongest signals of all Bay Area stations, reaching a population of over six million."

Completion of the sale of X100 is pending FCC approval, which is expected to be no later than mid-January, 1991.

Baker Named ENIGMA Vice President/Publicity

Cary Baker has been appointed Vice President of Publicity for ENIGMA Entertainment, it was announced this week by ENIGMA Chief Operating Officer **Joe Regis**. Baker comes to ENIGMA from CAPITOL Records, where he was National Director, Media & Artist Relations.



CARY BAKER

Baker, one of five new senior executives to join ENIGMA in the company's recent restructuring, will oversee the label's profile in the print and TV media. He and his department of three publicists on both coasts will work on current projects such as David Cassidy, Stryper, the Cavedogs, Sacred Reich and Mojo Nixon.

Baker, a Chicago native, was a freelance journalist from 1974-84 for such publications as the Chicago (See BAKER page 44)

Ex-CBS Chief May Make \$20 Mil

Yetnikoff, Sony Negotiating Huge Separation Agreement

Former CBS Records President/CEO **Walter Yetnikoff** is reportedly negotiating a separation agreement with Sony Corp. that would pay Yetnikoff \$20 million and prohibit him from competing with the firm for five years.

A *Hollywood Reporter* article published this week reported that the deal was discussed at a Sony board meeting in New York on September 24, led by Sony President **Norio Ohga**. The article reported that some observers feel a \$20 million settlement would be enough to convince Yetnikoff to accept the non-competition clause, which would keep him out of the mainstream of the record business for years, while others feel he would not be agreeable to such a clause.

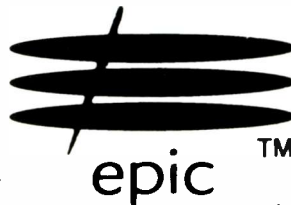
In August it was announced that Yetnikoff had signed a contract to remain as head of CBS for two years, after which he would step down and act as an adviser to Ohga. But on September 4, Sony announced Yetnikoff was stepping down immediately and taking a three-month sabbatical, after which he would return as a consultant. It is unknown whether a separation agreement would erase plans for Yetnikoff to act as consultant.

Williams To Head S.O.U.L. Records Promo & Mktg.

Lindsey Williams has been named Head of Promotion and Marketing for MCA's new S.O.U.L. Records (Sound Of Urban Listeners), it was announced this week by label owners **Bill Stephney** (See WILLIAMS page 44)

New EPIC Logo "Symbolizes New Direction In The '90s"

EPIC Records has unveiled a brand new logo to replace the one that has been the label's signature since 1979, a move that EPIC President **Dave Glew** says "symbolizes the CBS Records label's new direction in the '90s."



"The new EPIC Records is not only competing but succeeding in nearly every area of popular music," said Glew, pointing out the label's new signings of bands such as Front 242, Iron Maiden, Metal Church and others. "When you put our current successes together with new signings of this quality, everyone - the industry, the artists and the public - can see that this is a company to be reckoned with."

Glew attributed EPIC's impressive recent achievements in a wide array of musical genres to the creation less than 18 months ago of special marketing and promotion departments covering rap, dance, metal and alternative music. Glew credited newly-appointed EPIC Associated Labels President

Richard Griffiths with bringing "years of experience and some vital creative relationships to this division."

Glew mentioned Living Colour, the Indigo Girls, Social Distortion, Suicidal Tendencies, Danger Danger and Cheap Trick as some of the bands responsible for EPIC's strong showing in recent months. He also

emphasized that EPIC's efforts in breaking new bands have not been made at the expense of established superstars like Gloria Estefan and Luther Vandross, both of whom have continued to contribute with successful releases of their own, or Michael Jackson, who Glew said is working on a new album for release next year.

"Between our superstars, the acts we've broken over the past few years, and our new signings, EPIC is really the best of all possible music worlds right now," said Glew.

Birch Announces New Station Activity Guidelines

Birch/Scarborough Research has announced its new station activities guidelines, which addresses such as activities as ratings distortion, ratings bias and any other special activity that is not considered by generally accepted industry standards to be in the best interests of objective audience research.

"As a provider of media ratings, Birch/Scarborough is committed to safeguarding the ability of the survey process to collect objective audience research information," said Birch/Scarborough President and

CEO **William P. Livek**. "The guidelines we've outlined are intended to bring attention to and/or discourage activities that could potentially interfere with the collection of data for the purpose of calculating listening estimates, and which could undermine the credibility of our ratings reports."

The activities addressed in the new guidelines include those which call attention to the survey (See BIRCH page 44)

POLYGRAM Internat'l Buys Into Concert Promo Firms

Alain Levy, Executive Vice President of POLYGRAM International and Chairman of POLYGRAM Holding Inc., this week announced the partial purchase of two separate concert promoting organizations - **John Scher's** Metropolitan Entertainment Inc. and **Jim Koplik** and **Shelly Finkel's** Cross-Country Concerts - as the basis for the establishment of the new POLYGRAM Diversification Division, of which Scher will become President.

The Diversification Division will be part of POLYGRAM Holding Inc., the holding company for

A&M, ISLAND and POLYGRAM Records and POLYGRAM Group Distribution. The division will concentrate on areas of creating new business, such as pay-per-view, merchandising, tours, facility development and artist management. POLYGRAM will fund the new New York-based Diversification Division with a substantial investment.

The agreement to purchase a portion of the two companies was made by the POLYGRAM Holding Inc. Board of Directors, which includes Levy, A&M (See POLYGRAM page 44)

Hot Sheet Publishing, Inc.

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General Manager: **LANNY WEST**

Administrator: **KATHY FIEDEL**

Business Affairs: **ANNE GREENBERG**

Editor: **BRUCE MATZKIN**

Director Of Top40: **KEVIN CARTER**

Director Of Rock/

Alternative Radio: **STEVE HOFFMAN**

Director Of Music Research: **PAMELA JOUAN**

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Retail: **CAROL DAVIS & SUSAN SCHIFTER**

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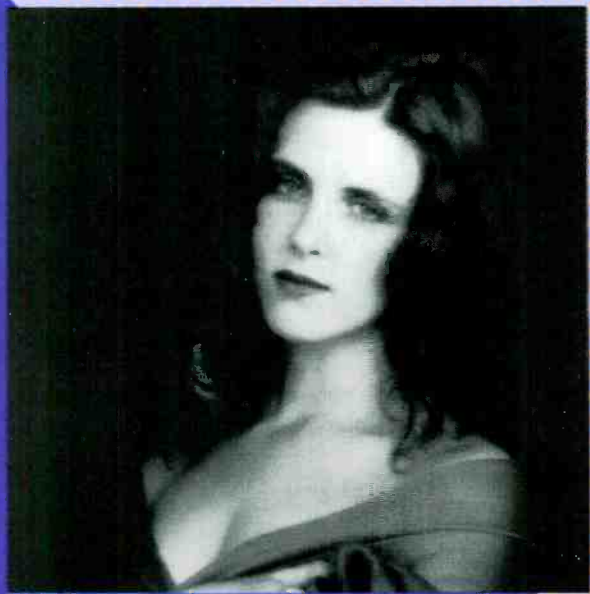
Rock/Alternative Associate: **EDDY MURRAY**

and

The BIG TUNA: **JOHN ANTOON**

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MARIA McKEE

"Show Me Heaven"

UK Chart: D 26*-4*-1*!!!

European Charts: 73*-9*!!!

An American Artist - An American Single - An American Movie
Soundtrack to the film, *Thunder* - over 850,000 units sold in the U.S.!

KHMX/Guy Zapoleon-Houston - Just Added!

"It's #1 in England and this record will be a smash for us here in the States!"

KCAQ/Rooster Rhodes

"For stations that may lean dance, this is a perfect balance record. On first play, it gets reaction with its haunting melody and strong hook!"

KSAQ/Leo Vela

"This is the perfect midday record!"

Breaking Quickly: KSAQ
KZZP FLY92 (Add)
KCPX WKZL (31-27)

WAEB (Deb#39)
99.9KHI (33-30)
WVBS (Add)

WHHY
WPST
WYCR

KCAQ
KF95
KFTZ

Q104
WNYP
KFFM

GAVIN AC: Debut 28*-23*!!! Over 100 AC Stations!

ASIA

"Days Like These"

Over 100 CHR Stations!

Exploding At:

B94 (Deb#32)

KISN (38-31)

KATM (16-8)

WOKI (29-21)

YES97 (27-20 hot)

KFMW (36-23)

KZ106 (Deb#21)

93Q (Deb#27)

JET-FM (Deb#29)

WCGQ (35-28)

WQUT (35-29)

WKRZ (37-30)

WAAL (32-27)

KXYQ (Deb#23)

WAEB (Deb#31)

WHHY (Deb#34)

KWNZ (Deb#35)

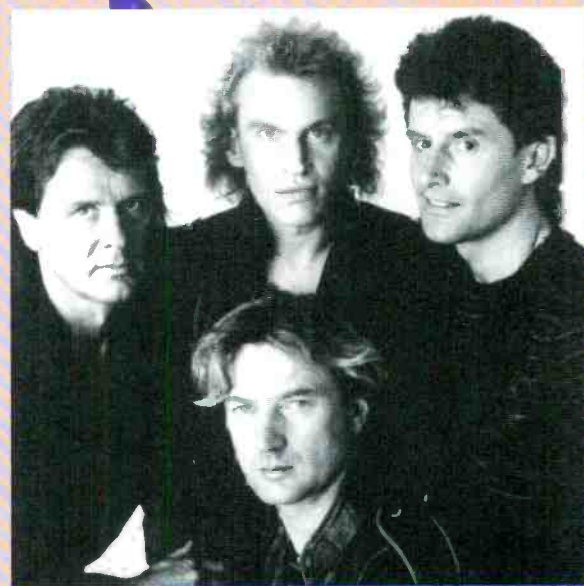
KF95 (Deb#39)

WVSR (Deb#40)

WZYP (Deb#40)

KIKX (Deb#40)

KZZU (Deb#40)



Just Added At:

Y102

WPST

WRCK

K106

KZZB

KIX106

WANS

99WAYS

K92

KKRD

FM104

and many more!

Gavin AC: Debut 39*!!!

Sales Are Exploding Everywhere!!!





MANAGEMENT ANDRÉ HARRELL AND STEVE LUCAS

©1990 WARNER BROS. RECORDS INC.



HITMAKERS
CROSSOVER TOP40: NEW #45
A HITBOUND!
A CRUSADE!

Just Added At....

WXKS
WPGC
KKFR (#37)
FM102 (#25)
KROY (#22)
KGGI
KTFM
WCKZ (#24)

Action At...

THE BEAT (29-20)
KSOL (32-27)
WUSL (D#28)
KISS98.5 (29-23)
HOT105 (D#27)
Q106 (D#30)
KS104 (D#27)
102JAMZ (D#31)

“MISSUNDERSTANDING”

THE NEW SINGLE FROM

AL B. SURE!

THE FIRST SINGLE FROM HIS NEW ALBUM PRIVATE
TIMES... AND THE WHOLE 9! THE FOLLOW-UP TO THE DOUBLE PLATINUM
DEBUT ALBUM IN EFFECT MODE!

PRODUCED BY D.J. EDDIE F. AND NEVELLE FOR UNTOUCHABLES MUSIC, INC.
CO-PRODUCED BY AL B. SURE! FOR SURETIME! RECORDING, INC.

MC HAMMER STILL DOMINATES ON THE AIR AND IN THE STORES!

The **HOTTEST SELLING** albums in America this week are by MC HAMMER, MARIAH CAREY, WILSON PHILLIPS, GEORGE MICHAEL, and PRINCE, with LIVING COLOUR, JON BON JOVI, BELL BIV DEVOE, the GHOST soundtrack, QUEENSRYCHE, FAITH NO MORE, WARRANT, and a new comer: NEIL YOUNG & CRAZY HORSE. This week's **BREAKOUTS** are albums by TOO SHORT, JANES ADDICTION, LL COOL J, AC/DC. Debuting on our **RETAIL ALBUMS** chart this week are albums by INXS (#25), VANILLA ICE (#31), JUDAS PRIEST (#37), LL COOL J (#38), AC/DC (#40), RUSH (#41), TAKE6 (#45), SNAP (#46), and PEBBLES (#47).

The **HOTTEST SELLING** singles in America this week are by GEORGE MICHAEL, MAXI PRIEST, NELSON, BLACK BOX, VANILLA ICE (#1 CROSSOVER record this week), PEBBLES, INXS, with JOHNNY GILL, AFTER 7, DINO, JAMES INGRAM, and JANET JACKSON right behind. This week's **BREAKOUTS** are singles by CANDYMAN, CONCRETE BLOND, DEEE LITE, and CYNTHIA & JOHNNY O.

SOHO's "Hippychick" (ATCO) jumped 49-5 on our **CLUB** chart this week and also debuted on our **RETAIL SINGLES** chart at #47 and our **MAINSTREAM** airplay chart at #40.

Lets talk about LL COOL J...COLUMBIA RECORDS has a big hit on their hands with this one. Super sales and big in the clubs, Top40 airplay can't be far behind.

REGIONAL BLOWOUTS...

ALBUMS

MARIAH CAREY #1 in three areas-PacificNorth, MidAtlantic, and NorthEast. GEORGE MICHAEL shows #1 in two areas-SouthEast and PacificWest. MC HAMMER still very strong #1 in the NorthCentral, MidWest, and CentralSouth.

SINGLES

MAXI PRIEST is #1 in FOUR areas this week...NorthEast, SouthEast, PacificNorth, and the PacificWest. NELSON is #1 in three areas...NorthCentral, CentralSouth, and the MidWest. GEORGE MICHAEL is #1 in the MidAtlantic states.

REGIONAL HOT TIPS...

ALBUMS

Tower, Boston reports TWIN PEAKS soundtrack is #9. MICHAEL EVANS told us "The show's followers have been waiting for this one." SLAUGHTER is super hot in the NorthCentral states. BOB DYLAN and ANTHRAX looks great in the MidAtlantic states. SLAUGHTER, TEXAS TORNADOS, and REBA McENTIRE busting out of the CentralSouth. LL COOL J hot in the SouthEast. LL COOL J, RATT, JUDAS PRIEST, SLAUGHTER, and AC/DC have the MidWest jumping. BOB DYLAN and ANTHRAX light up the Pacific North. TOO SHORT #1 at Seaport One Stop, Portland. VICKI OLIVERA, buyer, told us "It's DIRTY rap and they love it." JUDAS PRIEST, COCTEAU TWINS, and UB40 head the list in the PacificWest.

SINGLES

CONCRETE BLOND, LL COOL J, CANDYMAN, DEEE LITE, SLAUGHTER, and TONY! TONI! TONE! are breaking out of the NorthEast. CANDYMAN, TONY! TONI! TONE!, and SLAUGHTER doing well in the SouthEast. LL COOL J, TONY! TONI! TONE!, and SLAUGHTER are hot in the CentralSouth. TONY!, TONI! TONE!, LL COOL J, CANDYMAN, and SOHO are super hot in the NorthCentral. LL COOL J, DEE NICE, and THE BOYS hot in the MidWest. TONY! TONI! TONE!, CYNTHIA & JOHNNY O, THE BOYS, LL COOL J, SLAUGHTER, DEEE LITE have the MidAtlantic states humming. THE BOYS, TONY! TONI! TONE!, SLAUGHTER, DEEE LITE, and UB40 are reported hot in the PacificWest. CONCRETE BLOND, LL COOL J, CANDYMAN, DEEE LITE, SLAUGHTER, AND TONY! TONI! TONE! are hot in the PacificNorth.

ANALYSIS

Outside of the BIG guns, there are only a few records selling through Top40 airplay. CONCRETE BLOND has multi-format coverage and the result shows in our store reports. A record that Top40 radio hasn't dealt with yet is the new LL COOL J album. But just wait! CANDYMAN had a great week as well. More Top40 programmers should be aware of the GREAT sales on two up and comers...SLAUGHTER and TONY! TONI! TONE! But the intense sales of BLACK BOX and the great callout has helped spread this hit from one format to another.

TOTAL ADDS by label

CAPITOL - 191

ATLANTIC - 153
COLUMBIA - 130
ARISTA - 96
EPIC - 96
RCA - 90
A&M - 85
WARNER BROS. - 79
REPRISE - 73
Geffen - 50
ELEKTRA - 46
MCA - 45
SBK - 42
VIRGIN - 41
EMI - 36

MARKET SHARE by airplay

COLUMBIA - 12%

ATLANTIC - 7.7%
A&M - 7.2%
ARISTA - 6.5%
CAPITOL - 6.3%
MCA - 6.1%
WARNER BROS. - 5.4%
REPRISE - 4.4%
SBK - 4.3%
RCA - 4.1%
MOTOWN - 3.8%
POLYDOR - 3.6%
VIRGIN - 3.3%
ELEKTRA - 3.2%
EMI - 3.0%

MARKET SHARE by sales

COLUMBIA - 17%

CAPITOL - 8.4%
ATLANTIC - 8.2%
WARNER BROS. - 7.7%
REPRISE - 7.3%
MCA - 7.0%
MERCURY - 4.4%
ELEKTRA - 4.2%
EMI - 4.2%
SBK - 4.1%
EPIC - 3.5%
RCA - 3.4%
CHRYSALIS - 3.2%
Geffen - 3.1%
ARISTA - 2.2%



Donny
SMOOP
Love is a fire

The first single
and video from
EYES DON'T LIE.



Produced by Carl Sturken and Evan Rogers. Management: Bill Waite/Nightstar. On Capitol cassette, compact disc, and records. ©1990 Capitol Records, Inc.

NATIONAL RETAIL CHART

Published Weekly By **HITMAKERS MAGAZINE** And Compiled From Surveys Reported To Us By A Retail Panel Comprised Of Record Stores, Chains, And Distributors Including Over 2000 Individual Stores And 48 One Stops.

TOP SELLING ALBUMS

#1 M.C. HAMMER "PLEASE HAMMER..." (CAPITOL)

LW-TW

- 1-1 M.C. HAMMER "Please Hammer..." (CAPITOL)
- 2-2 MARIAH CAREY "Mariah Carey" (COLUMBIA)
- 3-3 WILSON PHILLIPS "Wilson Phillips" (SBK)
- 11-4 GEORGE MICHAEL "Listen Without..." (COL)
- 4-5 JON BON JOVI "Blaze Of Glory..." (MERCURY)
- 5-6 PRINCE "Music From Graffiti..." (PAISLEY PK/WB)
- 8-7 QUEENSRYCHE "Empire" (EMI)
- 12-8 GHOST "Soundtrack" (MCA)
- 6-9 LIVING COLOUR "Times Up" (EPIC)
- 22-10 WARRANT "Cherry Pie" (COLUMBIA)
- 18-11 NEIL YOUNG & CRAZY HORSE "Ragged..." (REP)
- 13-12 NELSON "After The Rain" (DGC)
- 10-13 BELL BIV DEVOE "Poison" (MCA)
- 7-14 POISON "Flesh & Blood" (ENIGMA/CAPITOL)
- 14-15 FAITH NO MORE "The Real Thing" (SLASH/REP)
- 20-16 MICHAEL BOLTON "Soul Provider" (COLUMBIA)
- 9-17 JANE'S ADDICTION "Ritual de lo Habitual" (WB)
- 15-18 ANITA BAKER "Compositions" (ELEKTRA)
- 16-19 N.W.A. "100 Miles And Runnin'" (PRIORITY)
- 17-20 KEITH SWEAT "I'll Give All My Love" (ELEKTRA)
- 35-21 TOO SHORT "Short Dogs In The ..." (JIVE/RCA)
- 29-22 BOB DYLAN "Under The Red Sky" (COLUMBIA)
- 19-23 DEPECHE MODE "Violator" (SIRE/REPRISE)
- 26-24 SLAUGHTER "Stick It To Ya" (CHRYSALIS)
- NEW-25 INXS "X" (ATLANTIC)
- 31-26 TWIN PEAKS "Soundtrack" (WARNER BROS)
- 34-27 RIGHTEOUS BROS. "Greatest Hits" (VERVE/PLDR)
- 23-28 NEW KIDS ON THE BLOCK "Step By Step" (COL)
- 27-29 GARTH BROOKS "No Fences" (CAPITOL)
- 25-30 JOHNNY GILL "Johnny Gill" (MOTOWN)
- NEW-31 VANILLA ICE "To The Extreme" (SBK)
- 21-32 LUKE f./2 LIVE CREW "Banned In..." (LUKE/ATL)
- 28-33 PHIL COLLINS "...But Seriously" (ATLANTIC)
- 32-34 RATT "Detonator" (ATLANTIC)
- 33-35 PRETTY WOMAN "Soundtrack" (EMI)
- 30-36 ANTHRAX "Persistence Of Time" (ISLAND)
- NEW-37 JUDAS PRIEST "Painkiller" (COLUMBIA)
- NEW-38 L.L. COOL J "Mama Said Knock..." (DEF JAM/COL)
- 24-39 WINGER "In The Heart Of The Young" (ATLANTIC)
- NEW-40 AC/DC "The Razor's Edge" (ATLANTIC)
- NEW-41 RUSH "Chronicles" (POLYDOR)
- 47-42 HARRY CONNICK JR. "We Are In Love" (COL)
- 39-43 BILLY IDOL "Charmed Life" (CHRYSALIS)
- 36-44 2 LIVE CREW "As Nasty As They..." (LUKE/ATL)
- NEW-45 TAKE 6 "Last One..." (REPRISE)
- NEW-46 SNAP "World Power" (ARISTA)
- NEW-47 PEBBLES "Always" (MCA)
- 42-48 JANET JACKSON "Rhythm Nation" (A&M)
- 37-49 SINEAD O'CONNOR "I Do Not Want..." (CHRYSALIS)
- 40-50 ROGER WATERS & FRIENDS "The Wall..." (MERC)

TOP SELLING SINGLES

#1 NELSON "LOVE AND AFFECTION" (DGC)

LW-TW

- 1-1 NELSON "Love And Affection" (DGC)
- 6-2 MAXI PRIEST "Close To You" (CHARISMA)
- 4-3 GEORGE MICHAEL "Praying for Time" (COL)
- 8-4 BLACK BOX "Everybody Everybody" (RCA)
- 11-5 VANILLA ICE "Ice Ice Baby" (SBK)
- 5-6 BELL BIV DEVOE "Do Me" (MCA)
- 9-7 PHIL COLLINS "Something Happened ..." (ATL)
- 2-8 JON BON JOVI "Blaze of Glory" (MERCURY)
- 10-9 JOHNNY GILL "My My My" (MOTOWN)
- 14-10 AFTER 7 "Can't Stop" (VIRGIN)
- 12-11 THE ADV. OF STEVIE V "Dirty Cash" (MERCURY)
- 13-12 TONY! TONI! TONE! "Feels Good" (POLYDOR)
- 21-13 INXS "SUICIDE BLONDE" (ATLANTIC)
- 16-14 DINO "Romeo" (ISLAND)
- 17-15 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 18-16 THE BOYS "Crazy" (MOTOWN)
- 3-17 WILSON PHILLIPS "Release Me" (SBK)
- 20-18 DEPECHE MODE "Policy of Truth" (REPRISE)
- 26-19 PEBBLES "Giving You the Benefit..." (MCA)
- 27-20 JAMES INGRAM "I Don't Have The Heart" (WB)
- 23-21 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 7-22 PRINCE "Thieves in the Temple" (PAISLEY PK/WB)
- 25-23 LL COOL J "Boomin' System" (DEF JAM/COL)
- 15-24 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 35-25 JANET JACKSON "Black Cat" (A&M)
- 38-26 RIGHTEOUS BROS. "Unchained ..." (VERVE/PLDR)
- 31-27 LISA STANSFIELD "This Is The Right ..." (ARISTA)
- 22-28 POISON "Unskinny Bop" (ENIGMA)
- 24-29 KYPER "Tic Tac Toe" (ATLANTIC)
- 36-30 CANDYMAN "Knockin Boots" (EPIC)
- 34-31 SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- 28-32 FAITH NO MORE "Epic (What Is It)" (SLASH/REP)
- 37-33 WARRANT "Cherry Pie" (COLUMBIA)
- 30-34 MARIAH CAREY "Vision Of Love" (COLUMBIA)
- 44-35 CONCRETE BLONDE "Joey" (I.R.S.)
- 42-36 EN VOGUE "Lies" (ATLANTIC)
- NEW-37 DEEE- LITE "Groove Is In The Heart" (ELEKTRA)
- NEW-38 CHEAP TRICK "Can't Stop Fallin ..." (EPIC)
- 29-39 NEW KIDS ON THE BLOCK "Tonight" (COL)
- NEW-40 GLENN MEDEIROS f/Ray Parker Jr. "All ..." (MCA)
- NEW-41 BREATHE "Say A Prayer" (A&M)
- 33-42 THE TIME "Jerk Out" (REPRISE)
- NEW-43 SNAP "Ooops Up" (ARISTA)
- 39-44 DOC BOX & B FRESH "Slow Love" (MOTOWN)
- NEW-45 ALIAS "More Than Words Can Say" (EMI)
- 40-46 LUKE F./2 LIVE CREW "Banned In ..." (LUKE/ATL)
- NEW-47 SOHO "Hippy Chick" (ATCO)
- 32-48 SWEET SENSATION "If Wishes Came ..." (ATCO)
- 41-49 WINGER "Can't Get Enough" (ATLANTIC)
- 45-50 JANET JACKSON "Come Back To Me" (A&M)

HOW TO RECOGNIZE A HIPPYCHICK.

HITMAKERS

MAINSTREAM: New 40

CROSSOVER: 45-32

ALTERNATIVE: 14-11

CLUB Chart: 49-5

A CRUSADE!

Just Added...

HOT97 #34!!!

WPLJ!!!

X100!!!

EAGLE 106!!!

KDWB!!!

B94!!!

Q105!!!

WPHR!!!

KWSS!!!

92X!!!

Z95!!!

and more



National Single
Sales: New 47
A HITBOUND!

Active At...

WIOQ (D#30)

WDFX (17-13)

WHYT (#10)

WXKS (32-26)

KRBE (10-7)

PWR96 (28-13)

PWR99 (14-12)

KUBE (D#26)

Q106 (30-27)

WLOL (23-19)

KOY95 (10-8)

KROY (D#35)

HOT94.9 (D#23)

WCKZ (24-19)

KJ103 (24-19)

WGTZ (28-24)

WKZL (29-24)

KBQ (22-18)

and more

Hot Single Sales:

HARMONY HOUSE, Troy (3)

TOWER RECORDS, San Francisco (4)

TITLE WAVE, Plymouth (11)

TOWER RECORDS, Boston (16)

TOWER RECORDS, Washington (21)

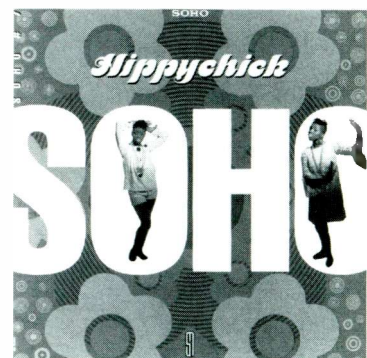
TOWER RECORDS, Nashville (23)

TOWER RECORDS, Sherman Oaks (25)

JOHN McFADDEN, PD, THE FOX - "Steady requests with increasing familiarity in this market!"

RANDY IRWIN, MD, KUBE - "Increase your hip factor by 60 with SOHO! Play this song now...great phone reaction 18-34's!"

MIKE McCOY, PD, KJ103 - "Major phones across-the-board! A guaranteed reaction record - what more could you ask for?"



"Hippychick"

The hot new single from SOHO. The #1 Import in America.
#1 Requests in Detroit and Houston. Now available everywhere.

THE TOP40 COLUMN...

by Pamela Jouan



THE CROSS-EXAMINATION: Crossover Top40 Views Adult Top40

Crossover stations that have stayed on the cutting edge with a progressive dance sound have not only managed to carve a comfortable niche in their respective markets, but in many cases have established themselves as the dominant Top40. Crossover Top40 is a fairly new phenomenon, gaining momentum over the last two years and now riding a wave of success that not even its disco descendant enjoyed. Rock Top40 has been unable to secure as strong a position that Crossover has, and therefore has floundered to the point of near extinction. Now a new contender - Adult Top40 - has arrived on the scene, armed with an artillery of recurrents, a battalion of defenders, and a fighting chance at winning. We've all heard Adult Top40 programmers champion this format, but now it's time for a little action and reaction, as we turn to some successful Crossover programmers for their opinions on this latest development in Top40 music...

The Niche Factor

"Top40 is niche radio," asserts **Gregg Swedberg**, OM at Minneapolis' WLOL-FM. "Mass-appeal radio, however, is in danger, and with digital radio on the horizon, it won't be long before you will have about 16 different frequencies in a market - so everyone had better find their own niche." Adult Top40 becomes one more alternative, and in Swedberg's eyes, a formidable one. "I believe the principle is sound. Dance, Rock and Adult Top40 all serve a certain segment of your audience, and I believe there is room in each market for one of these variants of Top40." While this may be true, not everyone is as positive about the longevity of Adult Top40...

No Excitement...No Magic

"I'm not sure if this is a viable format for the longrun," states **Joel Salkowitz**, OM at HOT97 in New York. "If Top40 is an 18-34-year-old format, when you take the excitement out of it and pare it down like that, you're not left with much that's very exciting to listen to." **Tom Casey**, OM at 100.3JAMZ in Dallas, agrees: "It's sad that the Top40 format is dying - it will become boring to boot now that the excitement has been taken out." Salkowitz firmly believes, based on first-hand experience, that Adult Top40 isn't here to stay. "A number of years ago, before POWER106 existed in the Los Angeles market, there was a station called MAJIC106, founded on the philosophy that its listeners didn't want the intensity of a KIIS-FM and yet felt that

KOST was too soft, and so this would be the ideal position. It didn't work too well for very long, though. It's hard to say where it will all shake out, but it seems that the things that make a Top40 fun, exciting and more uptempo than an AC, aren't very compatible with the (Adult Top40) audience." Adds Casey, "Adult Top40 will get its chance, but I don't think it will stay. I hope to see the trend reverse. I know it's all about making money, but I like good radio, and it seems Adult Top40 takes out the human element.

History Repeating Itself?

"This is a repeat of a cycle," says Casey. "About ten years ago, disco crashed and burned itself out. Although today we do see some backlash on dance music, I believe Adult Top40 will kill Top40." Salkowitz agrees: "The move to try and be an Adult Top40 is what killed this format a decade ago," he says. **Brian White**, OM/PD at FM102 in Sacramento, also recognizes the cyclical pattern, but in a different light. "I believe the evolution of Adult Top40 has a lot to do with the rap music out now," says White. "For example, M.C. Hammer brought rap to a mass-appeal table, and at the same time opened the door for other rappers to get exposed. But, if you are going to play rap on a Dance, Urban, or even straight Top40 station, you've got to be extremely selective. It can be compared to the disco craze of the late '70s and early '80s, where a lot of stations were extremely dancey and disco-y, and we saw tremendous burnout as Top40 moved into more of an adult area. Top40 hasn't changed since it went on the air many years ago; we just keep trying to change it. It boils down to playing the best records possible for your radio station. Today Adult Top40 is nothing new, just a different term for what stations were calling 'chicken rock' 10 or 12 years ago."

A Real Need For Adult Top40

POWER106-Los Angeles PD **Jeff Wyatt** feels Adult Top40 is "A way to go in your marketplace if there is an outlet and a demand for it. The direction Top40 music has taken, to be a lot more young-end, a lot more offensive and foreground - especially lyrically - has driven people off Top40 and makes another kind of format quite viable," says Wyatt. "If AC radio is too soft and you buy the assumption that Top40 radio is too loud, then something exists for a format in the middle, and I think you'll see some success stories coming out over the next year - it's a very attractive possibility."

Keith Naftaly, PD at KMEL in San Francisco, expresses surprise at the fact that there is no Adult Top40 in his market. "Adult Top40 is not only viable, but an exciting format, and I'm kind of surprised there isn't one going on in San Francisco," says Naftaly. I think that if I were VP of a bunch of stations, I would have a lot of fun programming an Adult Top40, because I like a lot of the songs and the artists they are breaking. Naftaly further comments on his own market situation: "Before KMEL was as strong as it is now and had the numbers we now have, there was a station called KYUU which was an Adult Top40. They got stale after a while, but they were successful in their heyday. Since that time, K101 has kind of

On the record....

If you listen to nothing else this week, be aware of **Tick Tock** by THE VAUGHAN BROS. (EPIC.) Timely and atmospheric, Jimmy and the late Stevie Ray will send chills up your spine every time you hear this tune. **TOTALLY** accessible to all formats...

WILSON PHILLIPS goes three for three with **Impulsive** (SBK) - need we say more? More talent from another female trio- check out **SWEET SENSATION** **Each And Every Time** (ATCO).

DONNY OSMOND's back...again...and ready to heat up the airwaves with **My Love Is A Fire** (CAPITOL). Time for some ballad action, and **IGGY POP** is just the guy to do it with his **first ever** duet (with **Kate Pierson** of The B-52's), **Candy** on **VIRGIN**. This is haunting and infectious, so lend an ear. Later!



Joel Salkowitz: "The things that make Top40 fun, exciting and more uptempo than an AC are not compatible with that Adult Top40 audience."



Keith Naftaly: "I think that if I were VP of a bunch of stations, I would have a lot of fun programming (an Adult Top40)."

moved in and out of that direction. Right now they are real soft and oldies intensive, and so at this time no one is really doing it here. But it has been successfully worked in the past."

The Adult Top40 Audience...

"There is an audience not being served, primarily a non-ethnic audience," reasons Wyatt. "Top40 has gotten fairly ethnic in its sound - not necessarily it's appeal - and leaves the non-ethnics forced onto a KOST, let's say, when in fact the only reason they go to KOST is because there's nothing else for them. If you trim the edges off a Top40 station, it's a boring radio station, and so KOST must be totally round. There has to be something in between totally round and a very edged station...and that would be a Hot AC/Adult Top40."

Wyatt believes that the music isn't everything for a successful Adult format, but that presentation is also key. "It's a viable format, especially for stations that have been Mainstream Top40 before," he says. "The station may have a good profile with the 18-34 audience and good personalities, and that can help make the difference. In other words, maybe the music isn't everything to an Adult Top40."

Keeping It Topical, Keeping It Top40

As Swedberg mentioned earlier, Adult Top40 is not AC radio, but a variant of Top40. "Don't bail out of Top40," he warns, "as it reflects today's music and trends - and there will always be a need for that." Learn the lesson that was taught ten years ago, he advises, that Top40 will always be around: "If Z100 didn't go Top40 in New York, sooner or later someone else would have!"

"Adult Top40 will be exciting as long as those stations continue to be artist-oriented and play a lot of current intensive music - which I believe they are," Naftaly surmises. "Of course, if they target 25-54, they are not going to be able to play the extremes, and you can't really punish someone for trying to serve the needs of their target audience - they are doing what they have to do." Adult Top40, with the presentation of a contemporary station, can generate the same energy and excitement as a cutting edge Top40 if the right tools are implemented. "You can't come on and say, 'My god, we're a hot AC, we're the most amazing radio station,'" explains Wyatt. "That's what you do with Urban or Rock formats. With this, it's a good situation in which to spin an old Mainstream Top40 into a Hot AC/Adult Top40 because you have already-established personalities, and that's an important aspect to emphasize."

What's Next?

The Adult Top40 25+ focus may seem advantageous when the dollar signs swing into view, but don't be too quick to jump formats when in fact your problem may lie in presentation. Next week we will talk to several General Sales Managers of successful Crossover stations to discuss effective packaging of formats that target 18-34's and bill extremely high.

DAMN "High Enough" YANKEES

adds/debuts

**Y108#28!!! KCPX!!!
KISN#34!!!**

WJRZ, FM104, K106, KEEZ, KFBQ#40, KGWY#33, KIX106#28, KJJG, KKHT#40, KKRD, KLYV, KMOK#39, KNIN#34, KOYE, KPAT, KQHT, KQIZ, KQKY#31, KTMT#40, KTRS, KTXY#36, KVTI#35, KWNZ, KYQQ, OK95#39, WAAL#36, WABB#30, WAZY, WCIL, WCIR, WDBR#32, WERZ, WHHY#38, WHTK, WIFC#35, WKOR, WKRZ#40, WNNK#35, WOMP#29, WOVO#34, WOVV#29, WPFM, WPRR, WQCM#27, WQUT#32, WRCK, WSPT, WTBX#34, WTHT#27, WVKS, WWCK#29, WYCR#34, WYKS, Y94, Y97#30, KZFN#30, G98, KCHX, KISR and much more

HOT STATS

KUBE (30-24) KWSS (29-23)

KSAQ (34-27) WKZL (28-23)

99KHI (36-33) KFBD (39-34) KJLS (36-28) KKRC (31-25)

KPXR (34-29) KRNQ (25-20) KTUX (34-30) KY YA (28-23)

KYYY (37-30) MAX94 (17-14) WAPI (27-24) WBNQ (37-30)

WCGQ (31-26) WDEK (40-33) WHTO (28-25) WJMX (36-30)

WMGV (33-29) WPXR (28-25) WRQK (24-19) WRVQ (28-24)

WWFX (40-37) WYYS (40-30) Z93 (38-28) and more

Produced and Engineered by RON NEVISON

From the GOLD album DAMN YANKEES

E.C.M. Management: BRUCE BIRD/BUD PRAGER/DOUG BANKER



MAINSTREAM TOP 40

LW-TW

- 1-1 PHIL COLLINS "Something..." (ATLANTIC)
- 2-2 GEORGE MICHAEL "Praying For..." (COLUMBIA)
- 3-3 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 4-4 MAXI PRIEST "Close To You" (CHARISMA)
- 5-5 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 6-6 JAMES INGRAM "I Don't..." (WARNER BROS.)
- 7-7 NELSON "Love And Affection" (DGC)
- 9-8 JANET JACKSON "Black Cat" (A&M)
- 10-9 DEPECHE MODE "Policy Of..." (SIRE/REPRISE)
- 11-10 DINO "Romeo" (ISLAND)
- 12-11 AFTER 7 "Can't Stop" (VIRGIN)
- 13-12 JOHNNY GILL "My, My, My" (MOTOWN)
- 8-13 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 18-14 BREATHE "Say A Prayer" (A&M)
- 14-15 WILSON PHILLIPS "Release Me" (SBK)
- 15-16 JON BON JOVI "Blaze Of Glory" (MERCURY)
- 19-17 LISA STANSFIELD "This Is The Right..." (ARISTA)
- 20-18 PEBBLES "Giving You The Benefit" (MCA)
- 22-19 INXS "Suicide Blonde" (ATLANTIC)
- 21-20 BLACK BOX "Everybody, Everybody" (RCA)
- 23-21 MICHAEL BOLTON "Georgia On..." (COLUMBIA)
- 28-22 ALIAS "More Than Words Can Say" (EMI)
- 31-23 VANILLA ICE "Ice Ice Baby" (SBK)
- 32-24 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 26-25 JUDE COLE "Time For Letting Go" (REPRISE)
- 16-26 PRINCE "Thieves In The..." (WARNER BROS.)
- 17-27 BELL BIV DEVOE "Do Me" (MCA)
- 37-28 M.C. HAMMER "Pray" (CAPITOL)
- 25-29 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 29-30 POISON "Unskinny Bop" (ENIGMA/CAPITOL)
- 39-31 WARRANT "Cherry Pie" (COLUMBIA)
- 27-32 THE ADV. OF STEVIE V "Dirty Cash" (MERCURY)
- 30-33 GLENN MEDEIROS f./Ray Parker Jr. "All..." (MCA)
- NEW-34 HEART "Stranded" (CAPITOL)
- 38-35 CONCRETE BLONDE "Joey" (I.R.S.)
- NEW-36 HALL & OATES "So Close" (ARISTA)
- 40-37 SYDNEY YOUNGBLOOD "I'd Rather..." (ARISTA)
- NEW-38 UB40 "The Way You Do The Things..." (VIRGIN)
- NEW-39 SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- NEW-40 SOHO "Hippyck" (ATCO)

CHART EXTRAS

- CANDYMAN "Knockin' Boots" (EPIC)
- TYLER COLLINS "Second Chance" (RCA)
- TONY! TONI! TONE! "Feels Good" (WING/PLDR)
- BILLY IDOL "L.A. Women" (CHRYSALIS)
- DEEEE-LITE "Groove Is In The Heart" (ELEKTRA)
- EN VOGUE "Lies" (ATLANTIC)
- THE BOYS "Crazy" (MOTOWN)
- DAVID CASSIDY "Lyn' To Myself" (ENIGMA)

RECURRENTS

- MARIAH CAREY "Vision Of Love" (COLUMBIA)
- JANET JACKSON "Come Back To Me" (A&M)
- SWEET SENSATION "If Wishes Came..." (ATCO)
- GO WEST "King Of Wishful Thinking" (EMI)
- PHIL COLLINS "Do You Remember" (ATLANTIC)
- BILLY IDOL "Cradle Of Love" (CHRYSALIS)
- BRUCE HORNSBY "Across The River" (RCA)
- MS. ADVENTURES "Undeniable" (ATCO)
- KEITH SWEAT "Make You Sweat" (ELEKTRA)
- WINGER "Can't Get Enough" (ATLANTIC)
- BAD ENGLISH "Possession" (EPIC)

MOST ADDED

- 109 • POISON "Something To Believe In" (CAPITOL)
- 100 • BETTE MIDLER "From A Distance" (ATLANTIC)
- 76 • HALL & OATES "So Close" (ARISTA)
- 71 • NEW KIDS ON THE BLOCK "Let's Try It..." (COLUMBIA)
- 69 • REO SPEEDWAGON "Love Is A Rock" (EPIC)
- 53 • STEVIE B "Because I Love You (The..." (LMR/RCA)
- 45 • HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- 43 • INFORMATION SOCIETY "Think" (TOMMY BOY/REP.)
- 38 • M. C. HAMMER "Pray" (CAPITOL)
- 36 • DAMN YANKEES "High Enough" (WARNER BROS.)

HITBOUNDS

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.

NATIONAL BREAKOUTS

- 110 • POISON "Something To Believe In" (CAPITOL)
- 104 • BETTE MIDLER "From A Distance" (ATLANTIC)
- 102 • DAVID CASSIDY "Lyn' To Myself" (ENIGMA)
- 102 • HUMAN LEAGUE "Heart Like A Wheel" (A&M)

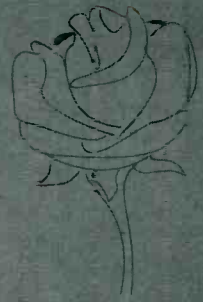
- 97 • CONCRETE BLONDE "Joey" (I.R.S.)
- 96 • DAMN YANKEES "High Enough" (WARNER BROS.)
- 77 • SOHO "Hippyck" (ATCO)
- 76 • SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (ARISTA)
- 72 • NEW KIDS ON THE BLOCK "Let's Try It Again" (COLUMBIA)
- 72 • TYLER COLLINS "Second Chance" (RCA)
- 70 • DEEEE-LITE "Groove Is In The Heart" (ELEKTRA)
- 69 • REO SPEEDWAGON "Love Is A Rock" (EPIC)
- 68 • TONY! TONI! TONE! "Feels Good" (WING/POLYDOR)
- 66 • ASIA "Days Like These" (GEFFEN)
- 64 • BILLY IDOL "L.A. Woman" (CHRYSALIS)
- 63 • CANDYMAN "Knockin' Boots" (EPIC)
- 61 • UB40 "The Way You Do the Things You Do" (VIRGIN)
- 58 • INFORMATION SOCIETY "Think" (TOMMY BOY/REPRISE)
- 58 • STEVIE B "Because I Love You (The Postman Song)" (LMR/RCA)
- 56 • ANITA BAKER "Soul Inspiration" (ELEKTRA)
- 52 • EN VOGUE "Lies" (ATLANTIC)

- 49 • SNAP "Ooops Up" (ARISTA)
- 48 • SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- 42 • WINGER "Miles Away" (ATLANTIC)
- 41 • THE ADVENTURES OF STEVIE V. "Dirty Cash" (MERCURY)
- 40 • THE BOYS "Crazy" (MOTOWN)
- 33 • d.n.a. f/SUZANNE VEGA "Tom's Diner" (A&M)
- 32 • ELISA FIORILLO "On The Way Up" (CHRYSALIS)
- 30 • CARON WHEELER "Livin' In The Light" (EMI)
- 29 • AL B. SURE "Missunderstanding" (WARNER BROS.)
- 27 • LONDON QUIREBOYS "I Don't Love You Anymore" (CAPITOL)
- 25 • GENE LOVES JEZEBEL "Jealous" (GEFFEN)
- 22 • JOHNNY "O" & CYNTHIA "Dreamboy/Dreamgirl" (MICMAC)
- 20 • TIFFANY "New Inside" (MCA)
- 19 • GEORGE LAMOND "Look Into My Eyes" (COLUMBIA)
- 19 • MS. ADVENTURES "Undeniable" (ATCO)
- 18 • BELL BIV DEVOE "B.B.D. (Thought It Was Me)" (MCA)
- 18 • BLACK CROWES "Hard To Handle" (GEFFEN)
- 18 • SEDUCTION "Breakdown" (VENDETTA/A&M)
- 16 • THE LIGHTNING SEEDS "All I Want" (MCA)
- 15 • KEITH SWEAT "Merry-Go-Round" (ELEKTRA)
- 15 • TOMMY CONWELL "I Am Seventeen" (COLUMBIA)
- 13 • BILLY JOEL "And So It Goes" (COLUMBIA)
- 13 • LALAH HATHAWAY "Heaven Knows" (VIRGIN)
- 12 • 2 IN A ROOM "Wiggle It" (CUTTING)
- 12 • BETTY BOO "Doin' The Do" (REPRISE)
- 11 • AIRKRAFT "Someday You'll Come Running" (PREMIERE)
- 11 • MOTLEY CRUE "Same Ol' Situation" (ELEKTRA)
- 11 • OLETA ADAMS "Rhythm Of Life" (MERCURY)
- 11 • TECHNOTRONIC "Rockin' Over The Beat" (SBK)
- 10 • JOHNNY GILL "Fair Weather Friend" (MOTOWN)



ANITA BAKER

"Soul Inspiration"



Y100- Frank Amadeo/PD- "Anita Baker always adds a touch of class to Y100 and should be a core artist for all adult leaning TOP40 stations. The best cut on the CD!"

KSAQ-Leo Vela/PD- "With more and more pressure on radio stations to deliver upper demos, Anita Baker is your constant winner."

FM102-Brian White/PD & Andrea Pentrack/MD- "Another TOP10 Urban/AC hit with huge potential to cross Mainstream. In the same groove as her traditional hit-formula records that speak for themselves."

KAER- Rick Austin/PD & Vince Garcia/MD- "2 thumbs up!"

KISN- Gary Michaels/MD- "Great adult phones and building a strong retail picture."

KTFM-Ross Knight/MD- "Real soulful and already getting solid adult response."

**TOP 20 ALBUM SALES
NATIONALLY
CROSSOVER TOP40: NEW 49
ADULT TOP40: NEW 35
A HITBOUND!**

HOT ALBUM SALES:

TCWER RECORDS, New York (4)
THE WIZ (MAIN), Cartert (4)

RECORD THEATRE, Baltimore (5)
TOWER RECORDS, Philadelphia (5)
WILMI SALES, Carle Place (6)

GALGANO ONE-STOP, Chicago (7)
ROSE RECORDS, Chicago(8)
TITUS OAKS/CD O.S., Bethel (9)

- | | | | | |
|--------------|---------------|--------------|-----------------|----------------|
| KKBT (30-27) | Z90 (Add #35) | WJLK (24-20) | KTUX (32-29) | WKPE (Add) |
| KSOL (39-28) | KAER (27-24) | 98PXY (D#30) | KYYY (Add) | WLAN-FM (Add) |
| WUSL (29-25) | KROY (29-25) | Y107 (32-27) | KZFM (37-33) | WPRR-FM (D#26) |
| KJMZ(D#29) | 92X (Add) | 93QID (Add) | KZZB (Add) | WQID (27-23) |
| WPGC (Add) | KTFM (D#30) | KBOS (D#40) | WAYS (D#35) | WQUT (D#38) |
| HOT105 (Add) | KCPX (D#25) | KFFM (Add) | WDBR (38-34) | WRTB (28-24) |
| Y100 (D#29) | KISN (30-24) | KFTZ (D#40) | WERZ (37-34) | WWFX (34-31) |
| Q106 (Add) | FM100 (26-23) | KPRR (30-24) | WHHY-FM (35-32) | and many more. |
| | | KSND (D#38) | WHTO (37-34) | |
| | | | WJMX (35-32) | |



DEEE-LITE

"Groove Is In The Heart"

**HITMAKER CROSSOVER: NEW 33
NATIONAL SINGLES SALES: NEW 37
CLUB CHART: TOP 10
A HITBOUND! CRUSADE!**

HOT ALBUMS SALES:

RECORD EXPLOSION, New York (5)
TOWER RECORDS, Washington (16)
TOWER RECORDS, Sacramento (14)
Tower Records, Sherman Oaks (22)

Z100-Steve Kingston /PD-

"Busting through! #50-#8 in 12" sales and TOP 20 requests in the Big Apple."

POWER99-Lee Chesnut /MD- "If hipness or image mean anything to your station, then this is perfect for you! Requests and singles have exploded in Atlanta. This is my favorite record of 1990 so far!"



- | | | | | |
|---------------|---------------|----------------|----------------|-------------|
| HOT97 (29-22) | KKBQ (Add) | WLLOL(Add) | KXXR (D#28) | WCKZ (D#32) |
| WPLJ (30-26) | KRBE (D#33) | WMXP (Add) | KROY (35-30) | WZZG (Add) |
| Z100 (24-21) | PWR96 (D#26) | Q105 (Add #30) | KWOD (39-31) | Y107 (D#34) |
| KIIS-FM (Add) | PWR99 (23-18) | KKFR (29-25) | KTFM (20-17) | Z99 (Add) |
| KMEL (20-15) | KUBE (Add) | KOY95 (Add) | HOT94.9 (D#25) | CKOI (Add) |
| KSOL (37-34) | KHTK (D#28) | KS104 (D#29) | WMJQ(Add #29) | and many |
| WIOQ(Add #31) | Q106 (29-25) | Y108 (Add) | WKSE (D#30) | more. |
| WHYT (D#23) | Z90 (33-30) | KBEQ (Add) | WTIC (27-24) | |

DAMN YANKEES

High Enough
(WARNER BROS.)

One of the Most Added at Top40 radio again, with 36 adds including KCPX and WJRZ, DAMN YANKEES is proving themselves superstars once again with this phenomenal ballad. Already strong action at KUBE, Y108, KWSS, KSAQ, KISN, WKZL and more. If you target upper demos, this is a perfect tune for those numbers, as well as a teen reactor.

DEEE-LITE

Groove Is In The Heart
(ELEKTRA)

The national picture is shaping up nicely for this groovy tune that garnered adds at KIIS-FM, WICQ, KKBQ, KUBE, WLOL, Q105, KOY95, Y103, KBEQ, WZZG, Z99 and a host of others this week. New at #37 on the National Single Sales Chart and new at #33 on Crossover Top40. The international flavor to this record makes it an unavoidable trendsetting tune.

TECHNOTRONIC

Rockin' Over The Beat
(SBK)

Melodic and infectious, *Rockin' Over The Beat* bears no resemblance to the sound of this band's previous material. Ya Kid K showcases her vocal strength on this tune that is guaranteed to pack dance floors and keep listeners glued to their radios. Just added at B96, WZOU, PRO-FM, KTFM, KC101 and many more.

BROTHER BEYOND

Just A Heartbeat Away
(EMI)

This smooth ballad by this British superstar duo definitely deserves the shot. After the Top40 success of *The Girl I Used To Know*, BROTHER BEYOND established themselves as true pop talent Stateside. Now their sophisticated followup, *Just A Heartbeat Away* showcases their versatility as successful artists. Added this week at KCPX and already performing well at KJ103.

REO SPEEDWAGON

Love Is A Rock
(EPIC)

Pair a stellar name with a great sounding song and the result is destined to be a hit. One of the Most Added at Top40 radio with 69 adds, this mid-tempo single is reminiscent of REO at their best, yet with an updated '90s feel to it. Major market adds include KXYQ, 92X, KSAQ, KCPX, KISN and many more. Expect requests to explode when this one hits the air.

UB40

The Way You Do The Things You Do
(VIRGIN)

VIRGIN Records continues their hot roll with this record with adds at Y100, Z90, Q105, KWSS, 92X, WNCI, HOT94.9 and many more this week. Put this record on the air and you are guaranteed instant requests and curiosity calls. Along with solid sales in most markets and sold-out venues wherever they perform, UB40 continues to achieve a new level of success.

d.n.a. f./ SUZANNE VEGA

Tom's Diner
(A&M)

You'll be humming the hook before the song is finished. A ton of major market adds this week include POWER106, KMEL, WIOQ, WHYT, KRBE, POWER99, KUBE and more. Strong moves at KIIS-FM, WXKS, KPLZ, WKSS, KSAQ, WTIC-FM, KJ103, WGTZ and CKOI. A good image record for adults in middays and a teen nighttime reactor.

SLAUGHTER

Fly To The Angels
(CHRYSALIS)

The callout and retail story on this record speaks for itself. Just added at KBEQ and already top 15 action at PIRATE RADIO, THE FOX, B94, 92X, WKZL and more. This band has already established themselves as a major force in the rock world and top 25 National Album Sales verify this. Jumping 34-31 on the National Single Sales Chart this week.

INFORMATION SOCIETY

Think
(TOMMY BOY/REPRISE)

Don't even think twice about playing this song. The mix is available on the 12" and the pro-CD make this tune totally accessible to all Top40 variant formats. One of the Most Added with 43 adds, including KMEL, WIOQ, POWER96, KUBE, POWER PIG, Q105, KS104, KKRZ, KCPX, WZZG, WJRZ, Z99, CKOI and more.

CONCRETE BLONDE

Joey
(I.R.S.)

Talk about label commitment, I.R.S. Records has believed in CONCRETE BLONDE since day one and it's paying off. Major market adds this week at KUBE, WNVZ, 98PXY, WKZL and more. This once cult-status band breaks into the Mainstream with a ballad that is both haunting and beautiful. Major moves at PIRATE, KKBQ, KZZP, WKSS, KSAQ and more.

SOHO

Hippychick
(ATCO)

The major market adds came flooding in on this perfect image record this week. Just added at HOT97, WPLJ, X100, EAGLE106, KDWB, B94, Q105, WPHR, KWSS, 92X and more, with sales kicking in at #47 on the National Single Sales Chart this week. New at #40 on Mainstream Top40 and jumping 45-32 on Crossover Top40.

TONY! TONI! TONE!

Fee's Good
(WING/POLYDOR)

Just as its title implies, this record not only makes you feel good, but feels right on the air. KTFM, HOT94.9, KEGL, WKSE and WZZG agree this week with adds. Retail action remains strong as single sales climb to #12 this week, while chart action on Crossover Top40 goes 4-3. Already top ten at KMEL, WPGC, WIOQ, WHYT, KROY, FM102 and more.

ELISA FIORILLO

On The Way Up
(CHRYSALIS)

She's got attitude and style and it shines through on this debut release from her sophomore LP. Just added at KSAQ, WTIC and WCKZ, with strong debuts at KDWB, KROY and more. This young lady showcases songwriting talent as well as vocal strength on this track, and the result is an infectious groove! Don't let this one pass you by.

STEVIE B.

Because I Love You (The Postman Song)
(LMR/RCA)

Program directors everywhere are hailing this as STEVIE B.'s best single to date. This ballad retains STEVIE's signature sound and yet at the same time due to the mass appeal acceptance of his previous single, expands the base for his audience. One of the Most Added with 53 adds, including HOT97, B96, WIOQ, WXKS, PWR96, KPLZ, WLLOL and more.

TIFFANY

New Inside
(MCA)

Early believers at KUBE, KKRZ, KROY, KSAQ, HOT94.9 and more. TIFFANY reappears on the scene with a hit record - a new image, a new sound, even a new manager, and the difference is visible in the music. A great hook accompanies TIFFANY's strong vocals and the result will make you sit up and listen.

The CANDYMAN Story

Knockin' Boots (EPIC) Far from a novelty rap record, the CANDYMAN delivers a mass appeal hit that is being accepted by all demos. As retail continues to explode, national single sales jumping 36-30 this week, and Crossover action steadily increases 8-6, it's no wonder why this is a Mainstream record. Key major market adds at WIOQ, THE FOX, WLLOL, MAJIC102, WKSS, XL106.7 and more, along with top ten action at KMEL, Q106 POWER PIG, KKFR, KOY95, FM102, KROY, 102JAMZ and others.

EN VOGUE

"Lies"

NATIONAL SINGLE SALES: 42-36 A HITMAKERS HITBOUND!

Mainstream Radio Tells No Lie!

Y108 (Add) WTIC (25-19) X100 (29-22)hot WPLJ (34-29)
WHYT (Add) Y107 (26-23) KUBE (29-23) and more

**On Tour With M.C. Hammer through December
LP Sales Just Turned Platinum!**



BETTE MIDLER

"From A Distance"

A NATIONAL BREAKOUT! ADULT TOP40: NEW 40

Most Added With 100 Adds!

Everyone Loves Bette!



Maintream Top40 Adds:	Adult Top40 Adds:	Crossover Top40 Adds:
POWER 99 #33	MIX 96.5	POWER96
Y108	KZZP #25	WCKZ-FM
B94	Q95 #25	Z99

WINGER

"Miles Away"

ROCK RADIO: NEW 35 A HITBOUND!

Miles Ahead Of The Competition!

B94 (Add) WKBQ (D#35)
WZPL (D#29) KSAQ (38-34)

**Nationwide tour swings through the Midwest!
Heavy Rotation on MTV!
LP is nearing Platinum!**



LINEAR

"Something Going On"

Something Is Definitely Going On!

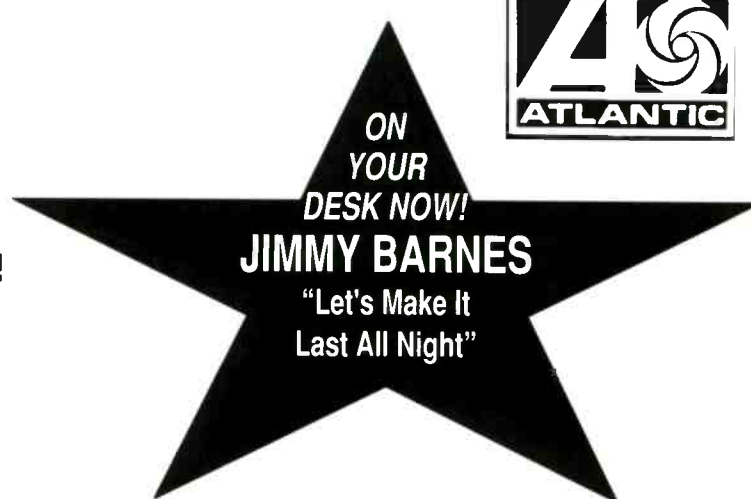
WPHR (Add)	Breaking At:	HOT94.9
KOY95 (Add)	KKBQ	KROY
HOT97.7(30-25)	POWER PIG	WKSE
WCKZ (30-26)	HOT 97	
	KXXR	



**ON
YOUR
DESK NOW!**

JIMMY BARNES

**"Let's Make It
Last All Night"**



CROSSOVER TOP 40

LW-TW

- 6-1 VANILLA ICE "Ice Ice Baby" (SBK)
- 2-2 PEBBLES "Giving You The Benefit" (MCA)
- 4-3 TONY! TONI! TONE! "Feels Good" (WING/PLDR)
- 1-4 BLACK BOX "Everybody, Everybody" (RCA)
- 10-5 JANET JACKSON "Black Cat" (A&M)
- 8-6 CANDYMAN "Knockin' Boots" (EPIC)
- 9-7 GEORGE MICHAEL "Praying For Time" (COL)
- 18-8 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 14-9 JAMES INGRAM "I Don't Have The Heart" (WB)
- 12-10 THE BOYS "Crazy" (MOTOWN)
- 5-11 DINO "Romeo" (ISLAND)
- 9-12 EN VOGUE "Lies" (ATLANTIC)
- 15-13 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 20-14 M.C. HAMMER "Pray" (CAPITOL)
- 7-15 AFTER 7 "Can't Stop" (VIRGIN)
- 16-16 LISA STANSFIELD "This Is The..." (ARISTA)
- 11-17 PRINCE "Thieves In..." (PAISLEY PARK/WB)
- 22-18 JOHNNY "O" & CYNTHIA "Dream..." (MICMAC)
- 33-19 SNAP "Ooops Up" (ARISTA)
- 13-20 BELL BIV DEVOE "Do Me" (MCA)
- 34-21 JOHNNY GILL "Fair Weather Friend" (MOTOWN)
- 17-22 ADVENTURES OF STEVIE V "Dirty Cash" (MERC)
- 23-23 GEORGE LAMOND "Look Into My Eyes" (COL)
- 24-24 DEPECHE MODE "Policy Of..." (SIRE/REPRISE)
- 19-25 DOC BOX & B. FRESH "Slow Love" (MOTOWN)
- 26-26 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 27-27 GLENN MEDEIROS f./R. Parker Jr. "All I'm..." (MCA)
- 40-28 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 29-29 MS. ADVENTURES "Undeniable" (ATCO)
- 21-30 WHISPERS "Innocent" (CAPITOL)
- 32-31 TYLER COLLINS "Second Chance" (RCA)
- 45-32 SOHO "Hippy Chick" (ATCO)
- NEW-33 DEEE-LITE "Groove Is In The Heart" (ELEKTRA)
- 37-34 BREATHE "Say A Prayer" (A&M)
- 25-35 WILSON PHILLIPS "Release Me" (SBK)
- 41-36 LALAH HATHAWAY "Heaven Knows" (VIRGIN)
- 38-37 TRICIA LEIGH FISHER "Empty Beach" (ATCO)
- 28-38 JANET JACKSON "Come Back To Me" (A&M)
- 30-39 TKA "I Won't Give Up On You" (TOMMY BOY/WB)
- NEW-40 BELL BIV DEVOE "B.B.D. (I Thought...)" (MCA)
- 47-41 ELISA FIORILLO "On The Way Up" (CHRYSALIS)
- NEW-42 CARON WHEELER "Livin' In The Light" (EMI)
- 31-43 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 49-44 SYDNEY YOUNGBLOOD "I'd Rather..." (ARISTA)
- NEW-45 AL B. SURE "Missunderstanding" (WB)
- 35-46 SWEET SENSATION "If Wishes Came True" (ATCO)
- NEW-47 LL COOL J "The Boomin' System" (DEF JAM/COL)
- 36-48 NEW KIDS ON THE BLOCK "Tonight" (COLUMBIA)
- NEW-49 ANITA BAKER "Soul Inspiration" (ELEKTRA)
- 43-50 JOHNNY GILL "My, My, My" (MOTOWN)

MOST ADDED

VANILLA ICE "Ice Ice Baby" (SBK)
JOHNNY GILL "My, My, My" (MOTOWN)
AFTER 7 "Can't Stop" (VIRGIN)
MAXI PRIEST "Close To You" (CHARISMA)
PEBBLES "Giving You The Benefit" (MCA)
BLACK BOX "Everybody, Everybody" (RCA)

CRUSADES

AL B. SURE

"Missunderstanding" (WARNER BROS.)

The LP version is the way to go on the brand new single by this HOT artist. A ton of adds this week include WPGC, KKFR, FM102, KGGI, KTFM, WCKZ and more...

CARON WHEELER

"Livin' In The Light" (EMI)

This one sounds SOOO good on the air! CARON picks right up where SOUL II SOUL left off and the result is a smooth, infectious groove! Just added at WPGC, KOY95, KXXR, WKSS and more.

SNAP

"Ooops Up" (ARISTA)

The SNAP attack is in full effect as KMEL, KSOL, Y95, HOT94.9 and more give the OFFICIAL word! Even more POWER than the first...

SEDUCTION

"Breakdown" (VENDETTA/A&M)

This trio does it AGAIN this time with a more street-oriented sound that broadens their appeal. More adds at KS104, HOT97.7 and KWOD.

BETTY BOO

"Doin' The Do" (REPRISE)

This fierce rapper landed adds at KHTK, WMXP, KXXR, HOT94.9 and more. Don't mess with the BOO, she's smoking!

JASMINE GUY

"Try Me" (WARNER BROS.)

Try this and you won't be disappointed... Her TV image makes this a natural. Just added at KMEL this week.

THE PARTY

"I Found Love" (HOLLYWOOD)

The kids are hip to this new group, maybe you should be too...

CANDI & THE BACKBEAT

"And The World Just Keeps On..." (I.R.S.)

Soon-to-be released, this Canadian band is making quite an impression state-side. Added at CKOI, action at HOT97.7...

SLAUGHTER

"FLY TO THE ANGELS"



**HITMAKERS MAINSTREAM: NEW 39
NATIONAL SINGLES SALES: 34-31
NATIONAL ALBUM SALES: 26-24
A HITBOUND! A CRUSADE!**

KBQ-Lyndon Abell/PD- *The sales and request picture are strong on this track."*

B94-Danny Clayton/PD- *"Very healthy teens 18-24 callout. Consistently TOP 8 at 8!"*

THE FOX-John McFadden PD/MD- *"The track builds upon the base that UPALL NIGHT established for them in this market with good callout numbers all demos."*

KMYZ-Mel Meyers/PD- *"Consistently TOP 5 in callout. One of the few times when a song jumps to the top of my research and stays there with no sign of burning in the near future!"*

KBEQ-Jon Anthony/MD- *"Drawing HOT phones at night. Having built a nice base with their first single, SLAUGHTER is now somewhat familiar in the market and reacting with teens as well as adults!"*

PIRATE (7-6)	KDWB (#16)	KQHT (D#25)	WHHY-FM (20-17)
THE FOX (6-4)	KXYQ (On)	KQKY-FM (14-12)	WIKZ (Add #29)
KEGL (25-22)	92X (16-15)	KTUX (20-17)	WKFR (6-3)
KBQ (7-5)	WKZL (16-13)	KYYY (25-22)	WQCM (15-11)
Z95 (Add)	B98 (33-23)	KZIO (36-33)	WRCK (D#39)
B94 (#10)	JET-FM (Add)	KZZU (32-29)	WRQN (12-11)
KBEQ (Add)	KFBQ (26-22)	MAX94 (13-6)	WRVQ (6-4)
Y95 (#19)	KG95 (6-3)	OK95 (33-27)	WSPT (8-3)
KSAQ (#31)	KIXR (37-28)	Q104 (20-15)	WTBX (Add)
	KKHT (35-25)	WAAL (35-29)	WYCR (12-9)
	KNIN (16-14)	WAEB-FM (40-27)	WYYS (39-31)
		WAPI (6-5)	and more.

HOT SINGLES SALES:

WESTERN MERCHANDISERS, Amarillo (18)
WAX WORKS (DISC JOCKEY), Owensboro (25)
ANGOTT ONE-STOP, Detroit (22)
VINYL VENDORS, Kalamazoo (17)
GALGANO ONE-STOP, Chicago (24)
STATE WIDE DIST., Pottersville (12)
RECORD GIANT, Utica (8)
ROUND-UP DIST., Kent (17)
MOBILE ONE-STOP, Pittsburgh (15)
TARGET/JETCO, Minneapolis (25)
GALLERY OF SOUND, Wilkes-Barre (12)
J.E.K., Baltimore (14)

JUSTIN ENTERPRISES Atlanta (11)
SPEC'S MUSIC, Miami (15)
GALAXY ONE-STOP, Pittsburgh (24)
NATIONAL RECORD MART, Pittsburgh (13)
SCOTT'S ONE-STOP, Indianapolis (25)
UNIVERSAL ONE-STOP, Philadelphia (13)
STRAWBERRIES, Milford (18)
DISC CONNECTION, St. Louis, (21)
ACTION ONE-STOP, St. Louis (23)
SEAPORT ONE-STOP, Portland (24)
PACIFIC COAST ONE-STOP, Chatsworth (8)
ASSOCIATED ONE-STOP, Phoenix (17)
NORWALK ONE-STOP, Anaheim (12)


Chrysalis

ADULT TOP 40

BASED ON OUR REPORTERS WHO ARE TARGETING THEIR STATIONS 25+

LW-TW

- 3-1 JAMES INGRAM "I Don't Have The Heart" (WB)
- 4-2 GEORGE MICHAEL "Praying For Time" (COL)
- 5-3 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 1-4 PHIL COLLINS "Something Happened" (ATL)
- 2-5 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 8-6 MICHAEL BOLTON "Georgia On My Mind" (COL)
- 9-7 BREATHE "Say A Prayer" (A&M)
- 10-8 MAXI PRIEST "Close To You" (CHARISMA)
- 11-9 JUDE COLE "Time For Letting Go" (REPRISE)
- 7-10 WILSON PHILLIPS "Release Me" (SBK)
- 6-11 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 21-12 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 18-13 NELSON "Love And Affection" (DGC)
- 17-14 LISA STANSFIELD "This Is The Right..." (ARISTA)
- 19-15 ALIAS "More Than Words Can Say" (EMI)
- 15-16 JANET JACKSON "Come Back To Me" (A&M)
- 12-17 MARIAH CAREY "Vision Of Love" (COLUMBIA)
- 13-18 GO WEST "King Of Wishful Thinking" (EMI)
- 22-19 JANET JACKSON "Black Cat" (A&M)
- 24-20 AFTER 7 "Can't Stop" (VIRGIN)
- 23-21 JOHNNY GILL "My, My, My" (MOTOWN)
- 14-22 CHEAP TRICK "Can't Stop Falling Into Love" (EPIC)
- 26-23 UB40 "The Way You Do The Things..." (VIRGIN)
- 20-24 BRUCE HORNSBY "Across The River" (RCA)
- 16-25 JON BON JOVI "Blaze Of Glory" (MERCURY)
- 32-26 ROD STEWART "I Don't Want To Talk..." (WB)
- 25-27 BILLY IDOL "Cradle Of Love" (CHRYSLIS)
- 39-28 HEART "Stranded" (CAPITOL)
- NEW-29 HALL & OATES "So Close" (ARISTA)
- 27-30 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 28-31 SWEET SENSATION "If Wishes Came True" (ATCO)
- 31-32 GLORIA ESTEFAN "Cuts Both Ways" (EPIC)
- 36-33 CONCRETE BLONDE "Joey" (I.R.S.)
- 38-34 BILLY JOEL "And So It Goes" (COLUMBIA)
- NEW-35 ANITA BAKER "Soul Inspiration" (ELEKTRA)
- 29-36 ANITA BAKER "Talk To Me" (ELEKTRA)
- 30-37 MICHAEL BOLTON "When I'm Back..." (COL)
- 34-38 BAD ENGLISH "Possession" (EPIC)
- 40-39 OLETA ADAMS "Rhythm Of Life" (MERCURY)
- NEW-40 BETTE MIDLER "From A Distance" (ATLANTIC)

CHART EXTRAS

- GLENN MEDEIROS f/Ray Parker Jr. "All I'm..." (MCA)
- BASIA "Until You Come Back To Me" (EPIC)
- DAVID CASSIDY "Lyn' To Myself" (ENIGMA)
- JILL SOBULE "Too Cool To Fall In Love" (MCA)
- DAN FOGELBURG "Rhythm Of The Rain" (EPIC)

RECURRENTS

- PHIL COLLINS "Do You Remember" (ATLANTIC)
- ROXETTE "It Must Have Been Love" (EMI)
- WILSON PHILLIPS "Hold On" (SBK)
- MICHAEL McDONALD "Take It To Heart" (REPRISE)
- SEDUCTION "Could This Be Love" (VENDETTA/A&M)
- DON HENLEY "Heart Of The Matter" (Geffen)

DAYPARTED

- DEPECHE MODE "Policy Of Truth" (SIRE/REPRISE)
- INXS "Suicide Blonde" (ATLANTIC)
- GENE LOVE JEZEBEL "Jealous" (Geffen)
- ASIA "Days Like These" (Geffen)
- WARRANT "Cherry Pie" (COLUMBIA)
- BLACK BOX "Everybody, Everybody" (RCA)

MOST ADDED

- BETTE MIDLER "From A Distance" (ATLANTIC)
- HALL & OATES "So Close" (ARISTA)
- HEART "Stranded" (CAPITOL)
- BILLY JOEL "And So It Goes" (COLUMBIA)
- HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- PEBBLES "Giving You The Benefit" (MCA)
- UB40 "The Way You Do The Things You Do" (VIRGIN)

CRUSADES

CONCRETE BLONDE

"Joey" (I.R.S.)

Don't hold off playing this tune any longer... If this single is getting airplay in your market check album sales for a pleasant surprise...

OLETA ADAMS

"Rhythm Of Life" (MERCURY)

This is a multi-demo record! Already a smash at AC and crossing nicely to Crossover Top40, this smooth, upper-demo tune was just added at MIX96.5 this week...pay attention Adult Top40!

UB40

"The Way You Do The Things..." (VIRGIN)

Top40 radio is finally picking up on the advantages to playing a tune that has amazing call-out and request stories all around the country! More adds this week at Y100, WNCI and more.

ROD STEWART

"I Don't Want To Talk..." (WARNER BROS)

You won't want to miss playing this song... ROD STEWART has name quality and a track record that can't be beat! Already working well at STAR94, B100, KAER, KISS104 and many more.

MARC JORDAN

"Edge Of The World" (RCA)

RCA believes in this artist and once it hits the airwaves you will too! Continued success at KAER...

HUMAN LEAGUE

"Heart Like A Wheel" (A&M)

They reached a new level of success when ballad *Human* opened them up to a whole new audience, and now this new single promises not to disappoint. Just added at MIX96.5, KDWB, WTKI, XL106.7 and more...

MARIA McKEE

"Show Me Heaven" (Geffen)

Just added at MIX96.5 this week, be aware of this tune that personifies the all-American romance theme. *The Days Of Thunder* soundtrack has already sold incredibly well, and guess who's buying them...those treasured upper demos!

Concrete Blonde

"joey"



NATIONAL SINGLE SALES: 44-35
MAINSTREAM TOP40: 38-35 ADULT TOP40: 36-33
ALTERNATIVE: 16-14 A HITBOUND! A CRUSADE!
OVER 350,000 LPS SOLD!

HOT ADDS:

**KKHT
KUBE
WNVZ
98PXY
WKZL
KZIO
OK95
93QID
KISR
95SX**

**KTMT
KZZB
WAPE
WHHY
WKPE
WKRZ
WQID
Z104
Z97**

HOT ACTION:

**PIRATE (4-3)
WXKS (13-12)
KKBQ (29-26)
KRBE (D#35)
MIX96.5(10-8)
KZZP (18-15)
KXYQ(D#24)
KWSS (19-16)
92X (D#28)**

KSAQ (#3)

**HOT94.9(6-3)
KISN (19-16)
WJMQ (20-16)
95XIL (34-23)
95XXX (D#29)
KCHX (D#35)
KF95 (35-30)
KFBD (9-8)
KFBQ (37-30)
KFTZ (25-22)**

KISR (D#40)

**KKBG (36-27)
KLBQ (30-27)
KOKZ (11-8)
KSKG (17-13)
KSND (28-25)
KTRS (33-27)
KYYY (36-29)
KZOZ (39-35)
KZZU (26-23)
SLY96 (37-29)**

WANS (D#35)

**WAYS (34-28)
WDBR (30-26)
WIFC (D#34)
WILI (D#34)
WOMP (24-18)
WRCK (36-31)
WRQN (D#29)
WRVQ (D#25)
Y94 (25-22)
ZFUN106 (14-8)**

KUBE-Randy Irwin/MD- "Already hip with the college crowd and growing to encompass an adult following. This single has already sold a ton in Seattle!"

KZZP-Darcy Sanders/MD-"Consistant TOP5 sales for the past three months in Phoenix and starting to come through strong 18-34 in callout. It's in cement!"



HOT SINGLE SALES:

**RECORD GIANT, Utica (3)
NORTHEAST ONE-STOP, Albany (4)
R.T.I., Omaha (10)
PACIFIC COAST ONE-STOP, Chatsworth (3)
TOWER RECORDS, Hollywood (1) TOWER RECORDS, Sherman Oaks (6)
TOWER RECORDS, Los Angeles (7)**

POISON IS SOMETHING TO BELIEVE IN...BETTE IS GOING THE DISTANCE... STEVIE B DELIVERS AGAIN...BETTY BOO DOO-ING IT... 2 IN A ROOM WIGGLING THEIR WAY UP...REO SPEEDWAGON IS ROCK SOLID... VAUGHAN BROS. MAKING TIME...AND BISCUIT'S COOKIN'.

JOHNNA CECCOLI, MD at Y100, Miami sez, "**ELISA FIORILLO** *On The Way Up* (CHRYSALIS) is perfect for nights with the potential to be a HUGE record! **NEW KIDS ON THE BLOCK** capture a Stylistics feel on their latest release, *Let's Try It Again* (COLUMBIA)! Mass appeal - kids will LOVE it, while the upper demos should also enjoy it! **LALAH HATHAWAY** *Heaven* (VIRGIN) has strong upper demo appeal, and **HEART** *Stranded* (CAPITOL) is another SMASH!!!"

JOHN CHRISTIAN, MD at HOT97.7 San Jose sez, "**DINO** *Gentle* (ISLAND) featuring Delona Tanner on lead vocals is going to be a home run! If this one isn't a HIT record, I will do the dreadlock thang too! **REGINA** *Track You Down* (CENTURIAN) has a GREAT hook and strong production - *Baby Love* is back! **KEITH SWEAT** *Give All My Love To You* (ELEKTRA) is a HUGE reaction record - look for it to be playing on a 'merry-go-round' near you!"

BILLY THE KIDD, MD at KJ103, Oklahoma City sez, "Two GREAT LP cuts off the **PEBBLES** LP (MCA) are *Always* with Cherrelle and *Love Makes Things Happen* with Babyface - both are beautiful ballads!!! A single definitely worth a shot is **THE VAUGHAN BROS.** *Tick Tock* (EPIC). A GREAT message in an excellent tune that reminds me of *Don't Know Much*. For stations that have room for another **M.C. HAMMER** and already have *Pray* in recurrent rotation, check out *Your Sweetness* (CAPITOL)! It's very cool! Lastly, pay attention to local artist **P.C. QUEST** *After The Summer Is Gone* (Geffen) - it's a cross between New Kids and The Jets. It could be BIG!"

CAT COLLINS, MD at 98PXY, Rochester sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) is a HOT hit for up-and-coming AC stations! If *Wind Beneath My Wings* worked for you, you'll have no problem getting response with this track. **POISON** *Something To Believe In* (ENIGMA/CAPITOL) is absolutely something to get into! By far one of the best lyrically and musically thought-out songs by Bret and the boys to date! *Living In The Light* (EMI) from **CARON WHEELER** is a good record for Top40 radio! Too male or dance oriented? Try this record for balance. One of last week's most added at Top40 radio, **DAMN YANKEES** continues to blow out at Rock Radio! *High Enough* (WARNER BROS.) is proving to be a serious single for any format! Do you dare pass it up? And unless you've been locked in chains, nailed in a box, shipped to an uncharted island and left for dead, you know about **HALL & OATES** *So Close* (ARISTA)! If you haven't heard it yet, take the time for a second listen!"

TOM POLEMAN, MD at KC101, New Haven sez, "**TECHNOTRONIC** *Rockin' Over The Beat* (SBK) has a more mature sound with a good feel! Off the album, **TRIP ON THIS - THE REMIXES** by Bernard Sumner, this track is sure to cause a stir on the airwaves! If you need a good adult record you can't afford to miss the new song from **BETTE MIDLER**, *From A Distance* (ATLANTIC)! It's a superb track from one of radio's most passionate female vocalists! She's HOT and giving it to ya again! **BISCUIT** *Biscuit's In The House* (COLUMBIA) is pulling some excellent phone response! It's showing some GREAT request response, and it's #6 at night - check it out! One of the best written songs of the year is in your face now and coming from a rather surprising group of artists - **POISON!** Bret, C.C., Rikki and Bobby have a serious HIT on their hands with the release of *Something To Believe In* (ENIGMA/CAPITOL)! A SMASH for any format - sure to appeal to ALL audiences!"

DWAYNE WARD, PD at WZZG, Charlotte sez, "Get a hold of **JAM ON THE MUTHA** *Hotel California* (POLYDOR Import) and get it on the air! This one JAMS and I like it! **UB40** *The Way You Do The Things You Do* (VIRGIN) works! INSTANT response! Thanks Guy for this one! **INFORMATION SOCIETY** *Think* (TB/REPRISE) has an infectious sound, and lastly, **POISON** *Something To Believe In* (ENIGMA/CAPITOL) is the best ballad to date from these guys, without a doubt! Showing even more lyrical maturity than *Every Rose Has Its Thorn*!"

JOHN McFADDEN, PD at THE FOX, Detroit sez, "**DARRYL D** *My Ding-A-Ling* (BUNKY 7) is getting good initial phones! An excellent remake - check it out! **2 IN A ROOM** *Wiggle It* (CHARISMA) is also pulling notable phone action. And for some rock action, **POISON** *Something To Believe In* (ENIGMA/CAPITOL) is already a MONSTER - top five phones!"

ROSS KNIGHT, MD at KTFM, San Antonio sez, "**SEDUCTION** *Breakdown* (VENDETTA/A&M) is not only growing on me, but my audience as well! Two infectious rap records to pay attention to are **OAKTOWN'S 3-5-7** *We Like It* (CAPITOL) and **TECHNOTRONIC** *Rockin' Over The Beat* (SBK)! And **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA) is a HUGE night record!"

HOSH GURELI, MD at KMEL, San Francisco sez, "I mentioned *Midnight Lover* by **ONE CAUSE, ONE EFFECT** (BUSTIN'/CAPITOL) last week and it's EXPLODING before our eyes - as expected! Be aware that CAPITOL Records should be servicing you with this record shortly. EPIC Records has a HOT Dance track with *I Like You* by **CULTURE BEAT**. A MAJOR San Francisco club record with enough potential to cross in this market! CHARISMA Records has officially picked up **2 IN A ROOM** *Wiggle It*, which has broken so strong in New York it's sure to spread to other major markets. Ever since the LP came out, we're playing *New Power Generation* by **PRINCE** (PAISLEY PARK/WB). It sounds so much stronger than *Thieves In The Temple* and I bet it would callout better too...at least at KMEL. Lastly, I don't know what the next single from RCA Records' **BLACK BOX** will be, but *Fantasy*, *Strike It Up* and *Don't Know Nobody Else* are strong contenders! **BLACK BOX** and **DEEE-LITE** are proving to be the biggest real dance sensations since the 'D' word was buried in 1980!"

JON ANTHONY, MD at KBEQ, St. Louis sez, "When checking out the **DAMN YANKEES** *High Enough* (WARNER BROS.), be sure to give the edit a listen! **SLAUGHTER** *Fly To The Angels* (CHRYSALIS) is drawing HOT phones at night! Having built a nice base with their first single, **SLAUGHTER** is now somewhat familiar in the market and reacting with teens as well as adults! Lastly, lend an ear to *Tick Tock* by **THE VAUGHAN BROS.** (EPIC)! Stevie Ray and his brother Jimmy deliver a song for all formats. It's less bluesy and more Memphis sounding for AORs, and yet it has enough rhythm to make it mass appeal! Given the sentimental climate, this is worth the listen!"

GARY MICHAELS, MD at KISN, Salt Lake City sez, "Check out a #1 song - **BETTE MIDLER** *From A Distance* (ATLANTIC)! Automatic phones, all-demo SMASH! Also, **DON HENLEY** *New York Minute* (Geffen) is incredible! It should have been released earlier! Perfect record for us! Check out **REO SPEEDWAGON** *Love Is A Rock* (EPIC)! They have always worked here and this is no exception - it should work well with women! Just a mention of the new **BILLY JOEL** *And So It Goes* (COLUMBIA)! Be on the lookout for this adult KILLER!"

PACO LOPEZ, Asst. PD at KKFR, Phoenix sez, "**THE PARTY** *I Found Love* (HOLLYWOOD) is a real neat followup! This time it's not pigeonholed for a certain season, so give it a shot! LP cut *Always* by **PEBBLES** (MCA) featuring Cherrelle and Johnny Gill is very good! **MC TROUBLE** featuring **The Good Girls** *I Wanna Make You Mine* (MOTOWN) is officially out and winning our nighttime battle! Only one play of *Biscuit's In The House* by COLUMBIA Records' **BISCUIT** got this tune into the countdown - not bad, eh? Lastly, the next single from **GLENN MEDEIROS** featuring **The Stylistics** is *Me + You = Blue* (MCA) - and boy does it sound good!"

RUSS ALLEN, MD at KSOL, San Francisco sez, "Check out the **PEBBLES** duet featuring **Babyface** *Love Makes Things Happen* (MCA)! A KILLER ballad - I hope MCA does the right thing and releases it next...(hint, hint)! A serious rap coming from the streets a la M.C. Lite is **YOYO** *Dope Femininity* (ATLANTIC)! Labelmate **LEVERT**'s latest *Rope-A-Dope* is a serious groove, and if I'm not mistaken, it sounds like they sampled the bass line from *Atomic Dog*. Ballad *Gentle* by **DINO** (ISLAND) should be bigger than *24/7*, and **CATHY DENNIS** has a fierce record with *Just Another Dream* (POLYDOR)! And check out **LIL' MAC**, a 12-year-old from Louisiana who has a catchy, cute fun tune with *I Need Wheels* (YO)! It even beat New Kids at night on our test!"

RANDY IRWIN, MD at KUBE, Seattle sez, "How can you not like the very infectious **2 IN A ROOM** *Wiggle It* (CHARISMA)? It has the best hook since *Da Butt*! Also, check out *Biscuit's In The House* by **BISCUIT** (COLUMBIA)! We put this on the air and the phones went NUTS!!! Lastly, open up your ears to the music and your eyes to the research - **UB40** *The Way You Do The Things You Do* (VIRGIN) is HUGE in sales, phones and callout! What more could you ask for?"

ICEMAN, MD at KROY, Sacramento sez, "Watch out 'cause *Biscuit's In The House* and he's blowing the phones away - check out **BISCUIT** (COLUMBIA)! **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA) has received the biggest reaction for a ballad that I've seen in probably the last six months! This is a listening MUST! And **CANDI & THE BACKBEAT** *The World Just Keeps On Turning* (I.R.S.) has been successful on our Taste Test at night and now the phones just keep on lighting up!"

JIMMY STEAL, Asst. PD/MD at KEGL, Dallas sez, "Check out **THE VAUGHAN BROS.** *Tick Tock* (EPIC)! It's their most mass appeal effort to date, and given the timing it can be something. **AL B. SURE!** *Missunderstanding* (WARNER BROS.) has that Keith Sweat appeal and flavor - one to listen to! And if you can find it, **JAM ON THE MUTHA** *Hotel California* (POLYDOR Import) JAMS!!!

THE FAMILY

"NEW INSIDE"

A HITMAKERS HITBOUND!

A CRUSADE!

Just Added:

KUBE

KKRZ #29

KROY

KSAQ

HOT94.9

KCAQ

KCHX

KFBQ

KFFM

KKRD

KMOK

KRRG

KSND

KTMT

WHTO

WIFX

WKPE

WQUT

WTHT

WYCR

and more



A HITBOUND!

LIGHTENING SEEDS

"ALL I WANT"



HOT ALBUM SALES:

RECORD SHOP (MAIN), Minneapolis (28)

CENTRAL SOUTH ONE-STOP, Nashville (21)

J.E.K., Baltimore (24)

VALLEY RECORD DIST., Woodland (25)

NORWALK ONE-STOP, Anaheim (17)

WXKS (35-31)

KSAQ (D#39)

KCHX (Add)

KFBD (Add)

KFBQ (D#38)

KISR (37-32)

KPXI (22-19)

KSND (D#40)

KZOR (37-32)

WBNQ (27-24)

WJDQ (27-23)

WQUT (37-33)

WTHT (30-23)

WVSR (Add)

ZFUN106 (39-33)

and more



MCA RECORDS

CHUCK HOLLAWAY, OM/PD at WKZL, Winston/Salem, NC sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) stands on it's own - this will be huge! **POISON** *Something To Depend On* (CAPITOL) will work nicely! *Heart Like A Wheel* (A&M) by **HUMAN LEAGUE** will also work real nice! It's a great Pop record! Lastly be aware of **DEEE-LITE** *What Is Love* (ELEKTRA) - it's not rap, it's not disco, but in a glut of dance product it definitely stands out as different!"

HAWK HARRISON, MD at Y107, Nashville, TN sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) will be a monster! And **BETTY BOO** *Doin' The Do* (REPRISE) is doing the do for you...play it! And **GENE LOVES JEZEBEL** *Jealous* (GEFFEN) has a dance mix that has a great sound!"

KIP TAYLOR, MD at WQMX, York, PA sez, "**AL B. SURE** *Missunderstanding* (WARNER BROS.) is great! He's back with a great hook! Also, **BETTY BOO** *Doin' The Do* (REPRISE) is lots of fun - play it! Ask for the remix version of **HUMAN LEAGUE** *Heart Like A Wheel* (A&M)! One of the hottest street records now is **KWAME** *Only You* (ATLANTIC)! And an artist that could be another Paula Abdul is **ELISA FIORILLO** - check out *On The Way Up* (CHRYSALIS)!"

RON WEST, MD at KLBQ, El Dorado, AR sez, "**STYX** *Love Is The Ritual* (A&M) - Whoa!!! A refreshing surprise and some monster production, breathes new life into **STYX**! If you need a record that'll make listeners stop and take note, this is it! Test the waters if you dare! **DREAD ZEPPELIN** *Heartbreaker Hotel* (I.R.S.) could be a left field hit! Give it a shot and see what kind of response you get! You'll be surprised! I'd bet you have these guys' old record in your library: **INFORMATION SOCIETY**! Have you heard their latest effort, *Think* (TOMMY BOY/REPRISE)? It's a good balance record and will add spice to your playlist...the video is an absolute must-see!"

ROGER SCOTT, MD at KRQ, Tucson, AZ sez, "**STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA) could be his strongest ballad yet - check it out! **BETTY BOO** *Doin' The Do* (ATLANTIC) is a hot rap with lots of cool attitude! And give a listen to **DAN FOGELBERG** *Rhythm Of The Rain* (EPIC)! Despite the usual oversaturation of ballads, Dan offers a recognizable sound coupled with a great song, that could follow in the footsteps of Paul Young's *Oh Girl*!"

CHUCK LUCK, PD/MD at KZII, Lubbock, TX sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) is a beautiful song that's really great! For a fun song play **BETTY BOO** *Doin' The Do* (REPRISE)! A great female ballad is **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA)! And check out **TIFFANY** *Something New* (MCA)! It's a great upbeat song!"

TRAVIS JONES, MD at Q102, Marietta, OH sez, "The new **HEART** tune *Stranded* (CAPITOL) is gonna be huge! We had instant phones, I mean instant! Also fresh and newly added is **BETTY BOO** *Doin' The Do* (REPRISE), who has shown early signs of doing well for us! It's getting great teen reaction. Finally, the new **DAVID CASSIDY** *Lyin' To Myself* (ENIGMA) is out and I really like it! When I first caught news of Cassidy's comeback my PD teased me about adding it. Well, that's exactly what I did!"

ANNIE SAGE, MD at KCAQ, Oxnard, CA sez, "**BETTY BOO** *Doin' The Do* (REPRISE) is a smash!! A song that only took two days to go number one on our Top Eight At Eight is **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA)! And **d.n.a.** f/**Suzanne Vega** *Tom's Diner* (A&M) has great vocals and a super bass line!"

JOHN IVEY, OM at WZOK, Rockford, IL sez, "**POISON** *Something To Believe In* (CAPITOL) is a great followup - play it! A beautiful song is **BETTE MIDLER** *From A Distance* (ATLANTIC)! Also **REO SPEEDWAGON** *Love Is A Rock* (EPIC) is a hit! And **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA) will be a big chart climber!"

MIKE STONE, MD at WPFM, Panama City, FL sez, "**POISON** *Something To Believe In* (CAPITOL) is a smash! And **DAMN YANKEES** *High Enough* (WARNER BROS.) will get high enough on the charts and become a hit!"

DON PARKER, MD at KBOS, Fresno, CA sez, "It sounds like they can rap as well as sing - check out **TECHNOTRONIC** *Rockin' Over The Beat* (SBK)! One of the best kept secrets right now is **TARA KEMP**! Her debut single *Hold You Tight*, on a label to be announced, will be hot, hot, hot! We've had this song for a long time and couldn't hold off playing it any longer! It has a Soul II Soul pop-urban feel, and it smokes! **KEITH SWEAT** *Give All My Love To You* (ELEKTRA) should have been the next single! It has definite Top40 potential - check it out! And **TKA** f/**Michelle Visage** *Crash* (TOMMY BOY/WARNER BROS.) won five consecutive nights on our fresh jam showdown - this will be hot when it's officially released! Lastly, check out **CANDI & THE BACKBEAT** *The World Just Keeps On Turning* (I.R.S.) - it sounds a little like Pebbles with a strong pop sound!"

LEE McCARD, MD at WCGQ, Columbus, GA sez, "**VAUGHAN BROS.** *Tick Tock* (EPIC) will explode and touch your heart! And **POISON** *Something To Believe In* (CAPITOL) is a great power ballad that the females will love!"

DARCY SANDERS, MD at KZZP in Pheonix, sez, "**DAMN YANKEES** *High Enough* (WARNER BROS.) sounds like a number one record for KZZP. Also, **JASMINE GUY** *Try Me* (WARNER BROS.) shows that there's nothing wrong with this girl! It takes a couple of listens but it'll get your butt out of the chair! Also, check out **BETTY BOO** *Doin' The Do* (REPRISE)! It's big in the clubs here! Should crossover!"

JAY TAYLOR, Asst. PD/MD at KLUC, Las Vegas, NV sez, "Check out **BOSTON DAWN** *Something Serious* (OUTPOST) - it could be a good club tune! You'll find it on the **HITMAKERS** CD sampler, Volume 42. **SEDUCTION** *Breakdown* (VENDETTA/A&M) is a great rap that will expand this band's sound! **JOHNNY "O" & CYNTHIA** *Dream Boy/Dream Girl* (MICMAC) is pulling good reaction! Three for three, this guy can do no wrong - **JOHNNY GILL** *Fairweather Friend* (MOTOWN) is a smash! The track to play off the **KEITH SWEAT** LP is *Give All My Love to You* (ELEKTRA) - check it out! Lastly, there's no denying it...**NEW KIDS ON THE BLOCK** *Let's Try It Again* (COLUMBIA) is a hit!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "The first **FAITH NO MORE**, *Epic*, did so well for us - three weeks at number one - that I have faith *Falling To Pieces* (SLASH/REPRISE) will be a successful followup - check it out! **REO SPEEDWAGON** *Love Is A Rock* (EPIC) is definitely worth the listen! **NEW KIDS ON THE BLOCK** *Let's Try Again* (COLUMBIA) is very good! And lastly, **BETTY BOO** *Doin' The Do* (REPRISE) transcends the obnoxious rap level due to the combination of singing and rapping - very infectious!"

DAVID COOPER, PD at WWFX, Bangor, ME sez, "**POISON** *Something To Believe In* (CAPITOL) is *Every Rose Has A Thorn* Part III! No one can deny it!"

WILLIE STEVENS, MD at KZBB, Ft. Smith, AR sez, "**IGGY POP** *Candy* (VIRGIN) is a great song, and with **Kate Pierson's** accompanying vocals **IGGY** should have his first pop hit in long time! Check out **BETTY BOO** *Doin' The Do* (REPRISE)! It's a catchy tune that makes you want to listen to it! Finally, all tragedy aside, *Tick Tock* (EPIC) by the **VAUGHAN BROS.** is a great timely record!"

J.J. GERARD, MD at KQCR, Cedar Rapids, IA sez, "Check out **TECHNOTRONIC** *Rockin' Over The Beat* (SBK)! It's not the same ole' Technotronic feel! Also **SEDUCTION** *Breakdown* (VENDETTA/A&M) is a female pop rap song! Check out the Crossover radio mix! It's pop rap - not urban rap! Finally **REO SPEEDWAGON** *Love Is A Rock* (EPIC) is gonna be a big adult appeal pop record! It's the record you've been waiting for!"

RON NEWMAN, MD at KOKZ, Waterloo, IA sez, "Check out **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA)! It's perfect for 18-34 females! Also, **POISON** *Something To Believe In* (CAPITOL) is a massive record! And **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) is a great dance Crossover record! Make sure you listen to it!"

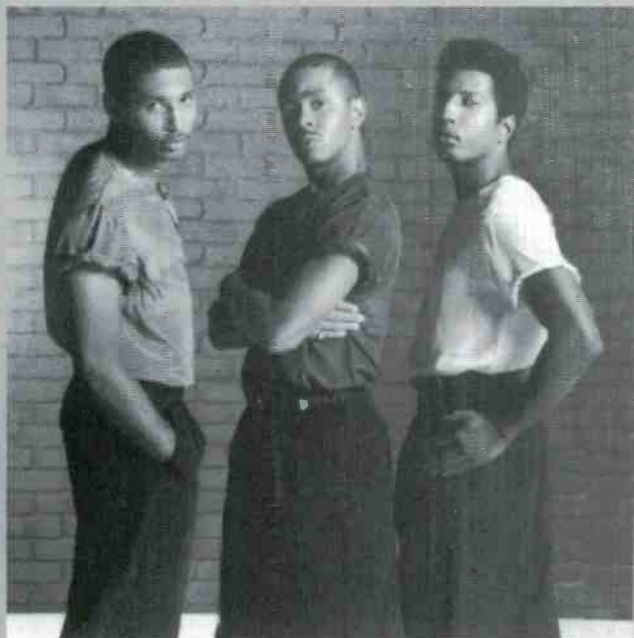
KEVIN CHASE, MD at KMOK, Lewiston, ID sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) is an out-of-the-box-smash that should be as big as, if not bigger than, *Wind Beneath My Wings*! **STEVIE B** *Because I Love You (The Postman's Song)* (LMR/RCA) sounds like a top ten record! This ballad will put him on the map for sure! And the more you hear **REO SPEEDWAGON** *Love Is A Rock* (EPIC) the better it sounds!"

DEANO, MD at SLY96, San Luis Obispo, CA sez, "Check out **BETTE MIDLER** *From A Distance* (ATLANTIC) - Can you say number one? Ho, Ho, Ho! Also, **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) is a nice pop record with a mass appeal groove! God, I love **HALL & OATES** *So Close* (ARISTA) - this is Top40!"

JAY MURPHY, PD/MD at KQHT, Grand Forks, ND sez, "Check out **ZZ TOP** *Concrete And Steel* (WARNER BROS.)! It's some of the better signature **ZZ TOP** in years, and sounds like the **ELIMINATOR** album! Also, check out the **THE OUTFIELD** *For You* (MCA)! It's good to have them back!"

EFREN SIFUENTES, MD at KDON, Salinas, CA sez, "New York, New York...you got me dancin', dancin'! It's my cram-jam article with some bacon-bits of knowledge: **GEORGE MICHAEL's** doggin' the wax with the hot new mixes of *Freedom '90* (COLUMBIA)! Civiles & Cole are responsible for the studio time on this project, as well as Mr. Michael, himself! Word! Check out **SABLE** *So Special* (ATLANTIC). This cut caused a huge retail buzz in New York due to a few bootleg leaks, but ATLANTIC's got you covered with a legal pressing! Great stuff! Check out the new **TKA** *Crash* (TOMMY BOY/WARNER BROS.) featuring Michelle Visage of Seduction. This cut is produced by Joe Bogaert (TECHNOTRONIC)! Finger-lickin' good remixes by Justin Strauss. It's time to crash -- have some fun with this track! Congratulations to PWL AMERICA Records for their cool first record! Get set to spin *Keep Groovin'* by **OMAR SANTANA**. This whiz-kid's freshman effort on PWL should stir up a nice club buzz! Go Omar, amigo! While we wait for the EPIC Records release of the new Brenda K Starr stuff, you might wanna start warming up the new **GEORGE LAMOND & BRENDA K STARR** duet *No Matter What* (COLUMBIA)! Groovy slow-jam. THE CLUBBER'S TIP: **2 IN A ROOM** *Wiggle It* (CHARISMA) - huge, huge! **LL COOL J** *Boomin' System* (DEF JAM/COLUMBIA) - funky, funky. Let's do "The Boom." **OFFSHORE** *I Can't Take The Power* (CBS Import) - awesome stuff from overseas! Read on..."

after 7



"Can't Stop"

HITMAKERS MAINSTREAM: 12-11
NATIONAL SINGLE SALES: 14-11
ADULT TOP40: 24-20

HOT SINGLES SALES:
TOWER RECORDS, Los Angeles (3)
WAX WORKS Owensboro (6)
TOWER RECORDS, Nashville (6)
NORTHEAST ONE-STOP, Albany (6)

HOT ALBUMS SALES:
ANGCTT ONE-STOP, Detroit (13)
TOWER RECORDS, Seattle (17)

- | | | | | | |
|------------------|---------------|--------------|----------------|-----------------|-----------------|
| HOT97 (17-14) | Z95 (29-23) | Q105 (10-8) | PRO (12-11) | WZPL (D#25) | WJRZ (25-21) |
| WPLJ (26-23) | PWR 99 (#5) | WPHR (11-10) | HOT97.7 (3-1) | KISN (23-19) | 98PXY (15-13) |
| KIIS (15-12) | KPLZ (26-22) | KOY95 (5-4) | FM102 (#3) | MAJIC102 (11-9) | Y107 (3-2) |
| PWR106 (12-10) | KUBE (23-18) | KZZP (#9) | KWOD (#4) | WKSE (15-8) | KJ103 (9-7) |
| X100 (#4) | KHTK (#3) | Y108 (#5) | Q102 (12-7) | KC101 (24-21) | WGTZ (20-15) |
| WHYT (#15) | B100 (11-10) | KKRZ (20-12) | WNVZ (22-18) | WCKZ-FM (#2) | KISS104 (16-14) |
| WXKS (29-23) | Q106 (17-15) | HOT102 (3-2) | KGGI (#13) | WZZG (29-20) | WDJX (8-5) |
| MIX107.3 (28-25) | Z90 (#5) | WKT1 (21-16) | WNCI (12-10) | FM103 (D#27) | WJMH (#5) |
| WAVA (5-4) | WLOL (13-10) | KBEQ (23-17) | KSAQ (40-25) | MIX105.1 (D#23) | WKSI (13-11) |
| WPGC (1-1) | PWR PIG (2-1) | KXXR (3-1) | KTFM (Add #25) | XL106.7 (24-21) | and more |

LALAH HATHAWAY "Heaven Knows"

URBAN #4* 3*

CROSSOVER: 41-36
A HITBOUND!

- | | | |
|------------------|-------------|------------|
| THE BEAT (16-14) | KTFM (Add) | KQMQ (Add) |
| KSOL (33-30) | KROY | KYRK (Add) |
| WUSL (11-10) | HOT97.7 | KCAQ |
| WPGC (D#27) | WKSF | KDON |
| KISS98.5 (10-7) | WWCK | KZOZ |
| HOT105 (7-6) | KKMG | |
| FM102 | B95 (34-31) | |
| KMEL | I94 | |

HOT SINGLES SALES:
RECORD THEATRE, Baltimore (15)
RECORD EXPLOSION, New York (22)

IGGY POP featuring Kate Pierson "Candy"

MTV Buzz Bin Big!

OUT THIS WEEK!

**WENDY & LISA
'Strung Out'**

**CHECK OUT
"G-String" Seven inch**

TOUR STARTS IN 2 WEEKS!!



ALBIE D, MD at WPGC, Washington, D.C. sez, "When I heard **MIKKI HOWARD** *Come Home To Me* (ATLANTIC), I went CRAZY over it! Give it a listen! **E-U** is back with a new sound - *I Confess* (VIRGIN) is quite unlike their previous single. This has a really commercial feel with the potential to be a GREAT crossover record! **JOHNNY GILL** *Fairweather Friend* (MOTOWN) is working nicely, and will be HUGE! Lastly, our #1 request record, #1 retail record and also top ten on our chart is **THE POOR RIGHTEOUS TEACHERS** *Rock Dis Funky Joint* (PROFILE)! It works!!!"

JIM ATKINSON, MD at KBQ, St. Louis sez, "Be on the lookout for a new GEFLEN Records act called **NOTORIOUS** and their single *Swalk!* Check out **THE DARLING BUDS** *Crystal Clear* (COLUMBIA) - it's Alternative Pop, and this female groove kinda reminds me of The Bangles. It's quite good! **THE SOUP DRAGONS** *I'm Free* (POLYDOR) is very pop! This remake of The Stones classic has a lot of potential! And another tune with possibilities is **AZTEC CAMERA** *The Crying Scene* (SIRE/REPRISE)! A GREAT tune with a good video, and flavors of The Clash!"

DANA LUNDON, MD at HOT102, Milwaukee sez, "It's finally released - *Because I Love You (The Postman's Song)* by **STEVIE B** (LMR/RCA)! I've been screaming about this for some time now, so give it a listen!!! A catchy tune is *Now The B-Turns* by **LAQUAN** (VIRGIN)! Be on the lookout for the new **DENISE LOPEZ** *Don't You Wanna Be Mine* (A&M)! It's a KILLER track that deserves attention! **NEW KIDS ON THE BLOCK** *Let's Try It Again* (COLUMBIA) is a good song, and **MODERN ENGLISH** *Life's Rich Tapestry* (TVT) is good pop! It's kind of Urban-Alternative sounding, bright and uptempo - play it and find out for yourself!"

RIKKO OLLERVIDEZ, MD at KSAQ, San Antonio sez, "Check out **EXOTIC BIRDS** *Day After Day* (ALPHA INT'L.) (Yes the *Badfinger* original)! If you're looking for an attractive dance record with commercial appeal, this is one you should give a listen to. OH YEAH! Also, congratulations to **JANE'S ADDICTION** on their latest single *Stop* (WARNER BROS.)! Perry, no matter what comes of **JANE** and no matter what they've told you about your covers, KSAQ will always be behind you! Keep it up! Now back to music...Hey rockers, you wanna hear a quality rock ballad? Check out **POISON** *Something To Believe In* (ENIGMA/CAPITOL)! This song is the one to get the corner of the market. Well thought-out and written, **POISON** presents an undeniable single. If you don't play it, you're missing the boat! **FAITH NO MORE** is attacking the airwaves once again with their latest single *Falling To Pieces* (SLASH/REPRISE)! Following up the first single, *Epic (What Is It)*, won't be easy, but the sounds of this track should prove to work well - watch it!"

TOM CASEY, OM at 100.3JAMZ, Dallas sez, "**HI FIVE** *Just Can't Get Enough* (RCA) is an uptempo dance jam that deserves a listen! A serious nighttime reaction record that's also HUGE on the club scene is **GRANDMASTER SLICE** and **EZEE CHILL** *Shall We Dance Electric Slide* - be aware of it! *The Getto* by **2 SHORT** (JIVE) is a GREAT single for stations in urban-cosmopolitan markets - could be MAJOR at night! And we are getting good reaction on **A TRIBE CALLED QWEST** *Bonita Applebum* (JIVE)! If you played **BASIC BLACK** *She's Mine*, now check out *Nothing But A Party* (MOTOWN) - it's very good! If you didn't like the previous single, this one is a lot better and a perfect party record! Lastly, my favorite new record is *Certainly* by **THE DAYZS** (REPRISE)! From the folks from The Time, this is in the vein of a Pebbles tune, and samples in the ever-popular Three Stooges bit where Curly sez, "Certainly!"

JEFF KAPUGI, MD at POWER PIG, Tampa sez, "**2 IN A ROOM** *Wiggle It* (CHARISMA) is a BIG reaction record - check it out! Be aware of *Crash* (TB/WARNER BROS.) by **T.K.A. featuring Michelle Visage**. It presents an interesting blend of the two bands! **SWEET SENSATION** *Each & Every Time* (ATCO) has some GREAT remixes, while **CANDI & THE BACKBEAT** *The World Just Keeps On Turning* (I.R.S.) is infectious, uptempo pop! Lastly, check out *Rockin' Over The Beat* by **TECHNOTRONIC** (SBK)! It's very different and very good...so pump up the JAM!!!"

MIKE SNOW, MD at KKBQ, Houston sez, "Check out the new **CATHY DENNIS** *Just Another Dream* (POLYDOR)! This is a GREAT dance tune with a MAJOR hook - a must listen! Also, **HEART** has a #1 song on their hands with *Stranded* (CAPITOL)! Give the **PET SHOP BOYS** *So Hard* (EMI) a listen! This new release has an infectious hook with a housey flavor! **ADAMSKI** is back with *Space Jungle* (MCA), so check it out! It samples Elvis Presley's *All Shook Up*, and it works! And a song that we can never play but AORs definitely could is **COLD SWEAT** *Let's Make Love Tonight* (MCA) - what a GREAT sounding song!"

BILL KEZLEY, MD at KKRZ, Portland sez, "If you're not on **VANILLA ICE** *Ice Ice Baby* (SBK), you'd better be - it's HOT!!! Check out **UB40** *The Way You Do The Things You Do* (VIRGIN)! Try it, you'll like it! Don't get caught in the rut of formula sounding pop; give your audience a fresh yet familiar sound with **UB40**. Check out *Pray* by **M.C. HAMMER** (CAPITOL) and pray your competition doesn't play it before you do! Lastly, take off the labels and play the music - **OSMOND BOYS** *Reverse Psychology* (CAPITOL) is fun, funky stuff - give it a listen!"

FRANK MINIACI, MD at THE BEAT, Los Angeles sez, "Check out **SURFACE** *The First Time* (COLUMBIA)! It's a super ballad with the potential to be a top multi-format record! Look out for the remixes! **THE JETS** offer a nice R&B uptempo sound with *Special Kind Of Love* (MCA), while **CHARISMA** Records' newly-signed **2 IN A ROOM** give you a GREAT nighttime reaction tune in *Wiggle It!* **LEVERT** is back with a definite George Clinton/Parliament flavor in *Rope-A-Dope* (ATLANTIC)! The **NEW KIDS ON THE BLOCK** *Let's Try It Again* (COLUMBIA) kinda sounds like the Stylistics - another HUGE ballad for them! And **SPECIAL GENERATION** *Love Me Just For Me* (BUSTIN'/CAPITOL) is a nice midtempo groove! Check out this Hammer project!"

BOB LaBORDE, Asst. PD/MD at KCPX, Salt Lake City sez, "**POISON** *Something To Believe In* (ENIGMA/CAPITOL) is a grand slam, out-of-the-park, HOME RUN! Cubs win, Cubs win, holy cow! Don't wait for a movie, play **BETTE MIDLER** *From A Distance* (ATLANTIC) - it's a HIT! Something I've always liked on **BILLY JOEL**'s COLUMBIA Records LP *STORMFRONT* is *And So It Goes* - it has the potential of a *She's Always A Woman*."

ERIK BRADLEY, MD at WCKZ-FM, Charlotte sez, "Two HUGE nighttime records are **BISCUIT** *Biscuit's In The House* (COLUMBIA), which is already blowing out the phones, and **2 IN A ROOM** *Wiggle It* (CHARISMA), which sounds GREAT in the mix! Be aware of **THE COVERGIRLS** *Don't Stop Now* (EMI), and the flip side of **VANILLA ICE**'s 12-inch *Play That Funky Music* (SBK) - it's already pulling calls! Two major ballads on the way are **MIKKI HOWARD** *Come Home To Me* (ATLANTIC), which has the potential to cross over BIG time, and **DINO** *Gentle* (ISLAND) which is already a MASSIVE power for us!"

RANDY ROSS, MD at WGTZ, Dayton, OH sez, "**POISON** *Something To Believe In* (ENIGMA/CAPITOL) is the BEST cut off the album! Also, the new **REO SPEEDWAGON** *Love Is A Rock* (EPIC) picks up where they left off! Instantly familiar! Finally, you MUST listen to **DONNY OSMOND** *My Love Is A Fire* (CAPITOL)!!!"

MICHAEL NEWMAN, MD at MIX96.5, Houston sez, "Check out **CELINE DION** *Where Does My Heart Beat Now* (EPIC)! It's a fantastic ballad with a LOT of potential - be AWARE of this new artist! **BETTE MIDLER** *From A Distance* (ATLANTIC) is a #1 record! Don't even think about it! **HOTHOUSE FLOWERS** *I Can See Clearly Now* (POLYDOR) is a surprisingly cool remake - here's another one! Lastly, give a listen to LP cut *You Are My Treasure* (SBK) by **GUYS NEXT DOOR!**"

LEE CHESTNUT, MD at POWER99, Atlanta sez, "**WILSON PHILLIPS** *Impulsive* (SBK) should continue their winning streak as well as broaden their sound - be aware of this record! Check out **THE PARTY** *I Found Love* (HOLLYWOOD)! There is definitely something there with this group! They are selling LPs and the kids are HIP to them! Also, I heard their performances, complete with intricate choreography are KILLER! This is a record Top40 can deal with! The BEST cut on the **GEORGE MICHAEL** LP (COLUMBIA) is *Freedom '90*. I really feel *Because I Love You (The Postman's Song)* by **STEVIE B** (LMR/RCA) will be his BIGGEST chart hit yet! And **2 IN A ROOM** *Wiggle It* (CHARISMA) is infectious - it could be something."

JOHN ANDERSON, PD/MD at KQIZ, Amarillo, TX sez, "Check out **DONNY OSMOND** *My Love Is Like A Fire* (CAPITOL) - it SMOKES!!! Also, another adult SMASH is **BETTE MIDLER** *From A Distance* (ATLANTIC)! For a good rocker, play *Love Is A Ritual* by **STYX** (A&M)! And a good solid rock ballad is **POISON** *Something To Believe In* (ENIGMA/CAPITOL)!"

DAVY CROCKETT, PD/MD at WYCR, York, PA sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) is going to be a strong song for Top40 and Adult Top40 alike! **BETTE** is a GREAT vocalist and shows her strength time and time again! (Did you hear the word 'Eagles' in the song? Is there a meaning?) There are some great balance records out there. For dance product **DEEE-LITE** *Groove Is In The Heart* (ELEKTRA) will fit right into your rotation without disruption, as will **BLACK BOX** *Everybody Everybody* (RCA). If you lack good dance product that's non-rap, non-offensive, this is it! For some rock product to get your listeners' attention, try **POISON** *Something To Believe In* (ENIGMA/CAPITOL), or the latest from **DAMN YANKEES**, *High Enough* (WARNER BROS.)! Both bands have GREAT rock ballad material that will draw instant phone reaction. Bret and crew have put together one hell of a song with this one. It'll get your ladies going and draw some decent male phone reaction as well. The **YANKS** have consistently drawn GREAT audience response and will continue to do so with this new single. Expect more from these guys. And last but not least for you rappers, **VANILLA ICE** *Ice Ice Baby* (SBK) is easily accessible for both Urban Top40 and Top40 radio as well. If you're in need...check it out!"

MIKE TEMAAT, PD/MD at KQLA, Manhattan, KS sez, "Check out **ELISA FIORILLO** *On The Way Up* (CHRYSALIS)! This is definitely a record that will creep up on you! Also, **BROTHER BEYOND** *Just A Heartbeat Away* (EMI) is a good followup to *The Girl I Used To Know*. It will hit BIG!!! And **WINGER** is back at it again!!! Give a listen to *Miles Away* (ATLANTIC)!"

HITMAKERS CROSOVER: 4-3

National Single Sales: 13-12

♣ Crusade! ♣ Hitbound!

CLUB Chart: Top 15

HOT97 (13-11)
 KIIS-FM (D#26)
 PWR106 (22-19)
 THE BEAT (2-1)
 KMEL (#2)
 X100 (D#29)
 WIOQ (26-6)
 WUSL (1-1)
 WHYT (17-9)
 KJMZ (12-10)
 KEGL (Add)
 WXKS (27-23)
 WPGC (#3)

HOT105 (5-4)
 KHTK (D#26)
 Q106 (16-6)
 Z90 (7-2)
 WFLZ (33-28)
 Q105 (D#27)
 KKFR (D#28)
 KS104 (D#28)
 KXXR (19-16)
 HOT97.7 (15-13)
 FM102 (#6)
 KROY (8-6)
 KWOD (9-7)

HOT102 (22-18)
 KGGI (14-11)
 KTFM (Add)
 HOT94.9 (Add)
 WKSE (Add)
 WTIC (38-35)
 WCKZ (15-13)
 WZZG (Add)
 XL106.7 (35-31)
 Y107 (27-24)
 WJMH (#7)
 and more

TONY!
TONY!
TONY!



"Feels Good"

Hot Single Sales:

BAKER & TAYLOR, Niles (2)
 BIBB ONE-STOP, Charlotte (2)
 CENTRAL S. ONE-STOP, Nashville (4)
 RECORD THEATRE, Baltimore (4)

Hot Album Sales:

BAKER & TAYLOR, Niles (14)
 TOPLINE ONE-STOP, Woodside (6)
 CENTRAL REC. & TAPES, S. Windsor (13)
 ACTION ONE-STOP, St. Louis (19)

RICK HAYES, PD, KTFM - "A multi-format SMASH! First this song reacted with our black audience, then our Hispanics, now it's huge with all upper demos and teens!"

DWAYNE WARD, PD, WZZG - "This tune is exactly what its title implies - a happy, hooky, bouncy, fun, feel-good song! Steady requests!"

Oleta Adams

HITMAKERS ADULT TOP40: 40-39

♣ CRUSADE! ♣ HITBOUND!

"Rhythm Of Life"



KMEL (D#29)
 KSOL (Add #35)
 MIX96.5 (Add)
 KAER (10-9)

KISN (D#35)
 99.9KHI (Add)
 WHDQ (Add)
 WITZ (23-20)
 Y104 (Add #22) and more

HOSH GURELI, MD, KMEL - "The former Tears For Fears backup singer shines in her own light. A must listen!"

MICHAEL NEWMAN, MD, MIX96.5 - "This multi-format tune targets upper demos. Very smooth with lasting power and appeal!"

YAZZ *yazz*

"Treat Me Good"

HITMAKERS CLUB Chart: TOP 25



YOU GET THE MOST FROM EPIC!

HOT! HOT! HOT!

CANDYMAN
"Knockin' Boots"



Management: Jon St. James
and Chris Lawmaster
for FORMULA 1 MUSIC
GROUP



LES GARLAND "...in the first week
the CANDYMAN is knockin' down 'top
five' phones in those ten million
JUKEBOX NETWORK homes..."

HITMAKERS CROSSOVER: 8-6
NATIONAL SINGLE SALES: 36-30
A CRUSADE! A HITBOUND!

R&R: Debut 40*
20% HOT REPORTS!

WXKS (33-27)
WPLJ (Add)
PRO-FM (D#35)
PWR104 (D#34)
PWRPIG (11-7)
Q105 (18-13)
B96 (20-14)
Z95 (26-25)

WDFX (Add#22)
WHYT (22-19)
WLOL (Add)
KS104 (21-18)
KIIS-FM (20-15)
Q106 (#2)
WIOQ (Add)
and more

REO SPEEDWAGON
"Love Is A Rock"



Produced by Tom Lord-Alge, Kevin Cronin, Jim Scott, Jesse Harms
Management: Baruck-Consolo Management Co.

One of HITMAKERS Most Added
with 69 TOP40 Adds!

#6 Disc-overly Club!
FIRST WEEK OUT!

A CRUSADE! A HITBOUND!
One of the MOST REQUESTED!

HEART "STRANDED"

Third Most Added Week!!!
Exclusive Rotation MTV!!!

Produced by Richie Zito



HITMAKERS MAINSTREAM: New 34
ADULT TOP40: 39-28
Breaker Top40!!!
A/C Chart: 30-26*!!!
Headed For Top Five!!!

M.C. HAMMER "PRAY"

HITMAKERS MAINSTREAM: 37-28

CROSSOVER: 20-14

National Album Sales: #1



Over 200 Stations In
Just Two Weeks!!!
Breaker Top40!!!
Over 6 Million Albums Sold -
Exclusive Rotation MTV!

POISON



"SOMETHING TO BELIEVE IN"

#1 Most Added - 109 Adds!!!

HITMAKERS Rock: New 28

National Album Sales: #14



National Breakout!
#1 Disc-overly Club!
Over 2 Million Albums
Sold - Sold-out Tour!
Exclusive Rotation MTV!



THE LONDON QUIREBOYS

"I DON'T LOVE YOU ANYMORE" A HITBOUND!

When A Company Releases A Single
By A New Band On July 18th And Is Still
Working That Single In October -

THAT'S COMMITMENT!!!

As We Enter Our Double Digit Work Week,
We Will Get Our First Double Digit Add Week!

Seven New Adds: WAEB, WWFX, KTUX, KEZY, KKHT, WERZ, WIFC

GREAT Moves: Top Ten PIRATE RADIO! WKBQ-St. Louis (19-15)!

WCGQ (39-31), 99KG (33-27), KFMW (32-29), KG95 (30-23), KRZR (10-8),

WRQK (#1), WCIL (D#34), G98 (D#30), WQUT (D#37), WDBR (D#40), KISR (14-13)

Sales: Musicland Re-orders 5,000 Pieces!!!

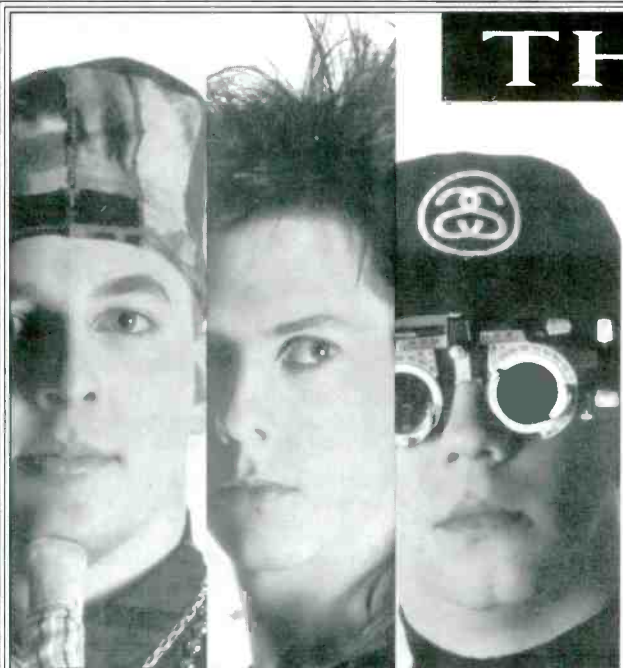


TRACIE SPENCER | OAKTOWN'S 3.5.7

"SAVE YOUR LOVE"
Urban Chart: 13-8*
TOP TEN!

"WE LIKE IT"
- KKFR-Phoenix Add!
| KKMG Add!
Over 350,000 Sold!





THINK ABOUT IT!

Information Society

"Think"

The New Single From The Album *HACK*.

**One of the Most Added with 43 Adds!
A HITBOUND! A CRUSADE!**

HOT97 (27-24)	KUBE (Add)	KKFR (D#34)	WKSS (D#28)	WJRZ (Add)	CKOI (Add)
KMEL (Add)	WLQJ (34-29)	KS104 (Add)	WTIC (D#40)	Y107 (Add)	and more
WIOQ (Add #27)	WFLZ (Add #38)	KXXR (Add)	WCKZ (D#25)	KJ103 (D#29)	
POWER96 (Add)	Q105 (Add)	KCPX (Add)	WZZG (Add)	Z99 (Add)	

BOOMANIA IS COMING!

HITMAKERS CLUB CHART: 38-16
#4 Disc-covery Club!
A CRUSADE!

B96 (23-19)
KHTK (Add #29)
WMXP (Add)
KS104 (D#25)
KXXR (Add)
HOT94.9 (Add)

99WGY (Add) **KVTI (Add)**
G98 (Add) **WEYQ (D#37)**
KKRD (Add) **WQXA (Add)**



Are You Ready For Betty?

Betty Boo

"Doin' The Do"

The New Single That's Already A Top 5 Smash in England!
From The Forthcoming Album *BOOMANIA*.

FAITH NO MORE

"FALLING TO PIECES"



THE FOLLOW-UP SINGLE TO THE SMASH HIT "EPIC"
FROM THE ALBUM *THE REAL THING*

• PLATINUM ALBUM!
• NEW "FALLING TO PIECES" VIDEO ON MTV
• ON TOUR WITH BILLY IDOL!

HITMAKERS ROCK CHART: NEW #47
Top 15 Album Sales Nationally!

Just Added At...

THE FOX
KSAQ
KNIN
KPXI
KZZU
Y97
ZFUN106



©1990 Sire Records Company
©1990 Slash Records
©1990 Tommy Boy Music, Inc.

CLUB CHART

COMPILED FROM THE HOTTEST AND FRESHEST CLUB AND RECORD POOL CHARTS FROM ACROSS THE COUNTRY

LW-TW

- 4-1 LISA STANSFIELD "This Is The Right..." (ARISTA)
- 3-2 QUARTZ/CLUBLAND "Let's Get Busy..." (Geffen)
- 26-3 DESKEE "Dance/Dance" (BLACKOUT)
- 9-4 PEBBLES "Giving You The Benefit" (MCA)
- 49-5 SOHO "HippyChick" (ATCO)
- 13-6 2 IN A ROOM "Wiggle It" (CUTTING)
- 6-7 PRINCE "Thieves In The Temple" (WB)
- 7-8 GEORGE LAMOND "Look Into My Eyes" (COL)
- 1-9 DEEE-LITE "What Is Love/Groove..." (ELEKTRA)
- NEW-10 INXS "Suicide Blonde" (Atlantic)
- 40-11 BLUE PEARL "Naked In The Rain..." (BIG LIFE)
- 2-12 SNAP "Oops Up" (ARISTA)
- 54-13 CARON WHEELER "Livin' In The Light" (EMI)
- 42-14 VANILLA ICE "Ice Ice Baby" (SBK)
- 5-15 TONY! TONI! TONE! "Feels Good" (WING/POLY)
- 38-16 BETTY BOO "Doing The Do" (REPRISE)
- 48-17 JANET JACKSON "Black Cat" (A&M)
- NEW-18 BETTY BOO "Where Are You..." (RHYTHM KING)
- 39-19 A.T.C. "It Ain't Over" (SBK)
- 21-20 CYNTHIA & JOHNNY 'O' "Dream Boy..." (MIC MAC)
- 8-21 YAZZ "Treat Me Good" (POLYGRAM)
- 12-22 BLACK BOX "Everybody, Everybody" (RCA)
- 29-23 BELL BIV DEVOE "B.B.D. (I Thought...)" (MCA)
- NEW-24 MC HAMMER "Pray" (CAPITOL)
- 43-25 PLUS ONE "It's Happening" ((MCA))
- 32-26 LIZ TORRES "If U Keep It Up" (JIVE)
- 17-27 TKA "I Won't Give Up On You" (TB/WB)
- 18-28 DINO "Romeo" (ISLAND)
- 25-29 MAXI PRIEST "Close To You" (CHARISMA)
- NEW-30 LL COOL J "The Boomin' System" (JIVE)
- 52-31 SOUL II SOUL "People" (VIRGIN)
- 20-32 BEATS INTERNATIONAL "Won't Talk..." (ELEK)
- NEW-33 WHISTLE "Bad Habit" (SELECT)
- 16-34 FREESTYLE ORCHESTRA "Keep On Pump.." (SBK)
- NEW-35 SAMUELLE "So You Like What You See" (ATL)
- NEW-36 THE BEAT MASTERS "Warm Love" (EPIC)
- 27-37 DON'T KNOW YET "What Time Is It" (EPIC)
- 37-38 ATMOSFEAR "Atmosfear" (SBK)
- 55-39 S. O'CONNOR "The Emperor's/Stretch..." (CHRY)
- 28-40 TYLER COLLINS "Second Chance" (RCA)
- 51-41 WEE PAPA GIRL RAPPERS "The Bump" (JIVE)
- NEW-42 JUNGLE BROS "Doing Our Own Dang" (WB)
- NEW-43 JANET JACKSON "1814 Megamix" (A&M)
- NEW-44 JOHNNY DYNELLE "Love Finds A Way" (ATL)
- NEW-45 HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- 33-46 DIANA BROWN & B. K. SHARPE "Masterplan" (ffrr)
- 53-47 ELLISA FIORILLO "On The Way Up" (CHRYSALIS)
- 19-48 OAKTOWN'S 3-5-7 "We Like It" (CAPITOL)
- NEW-49 D-SHAKE "Yaaah Techno Trance" (COOLTEMPO)
- NEW-50 SEDUCTION "Breakdown" (VENDETTA/A&M)
- NEW-51 D-MOB "Put Your Hands Together" (WING/POLY)
- 41-52 PRESKA "Let's Get Real" (EPIC)
- NEW-53 808 STATE "Cubic" (TB)
- 14-54 ADVENTURES OF STEVIE V "Dirty Cash" (MERC)
- NEW-55 RAUL ORELLANA "The Real Wild House" (VIRGIN)

CLUB CHATTER...

Did we tell ya or did we tell ya - CARON WHEELER jumps 54-13 this week! If you think this sounds good on the turntable, wait until it hits the airwaves! Also... Warm Love on EPIC is heating up the clubs everywhere. THE BEATMASTERS have a hit on their hands with this one and radio is picking up on it...

Push it, bump it, what's the difference when it's a HIT! And The Bump by the WEE PAPA GIRL RAPPERS definitely is! The PET SHOP BOYS are back and So Hard has a cool, even housey feel to it...so give it a spin.

Talking about that Alternative thang, check out the "Virtual Reality Mix" of INFORMATION SOCIETY - it's the only way to "Think" out loud! More from the fierce rapper overseas...now that you're HIP to Doing The Do, BETTY BOO does some more with Where Are You Tonight...WORD!

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EVERY MOTHER'S NIGHTMARE

...is a dream come true!!!

"LOVE CAN MAKE YOU BLIND"

...is a smash!!!

WXTB/GREG MULL

"Love Can Make You Blind has proven itself with actives, in callout and in the passive auditorium music test (#10 out of 700!). This is definitely ONE OF THE BIGGEST records we've ever played on 98ROCK!!! If you need to hear it from me in person, call 873-227-9808!"

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"Love Can Make You Blind is a name run smash! We played it in Louisville and got the #1 call like Greg did in Tampa!!! We have a branch for us in Dayton!"

KMJX/TOM WOOD

"Love Can Make You Blind is a Ballad Of Jayne type appeal, written all over it!!! It jumps out of the radio at you and you end up humming it all day and can't get it out of your head!!! EVERY MOTHER'S NIGHTMARE has long-term star potential!!!"

HITMAKERS ROCK RADIO #45!

#6 MOST ADDED!

Out Of The Box At: WXTB, WLRS, WYNF, WCMF, WEGR, WAZU, WSHE, KRQR, WLZR, WDIZ, KMJX, WCCC, KRZQ, WRNO, WCKW, WZZU, KPOI, WXP, KRIX, WEZX, KFMQ, WXQR, KWIC, KEZO, KCHV, WHMH, KZOQ, KATP, KUGR, KZKZ, KDBM ...and many more!!!



ROCK RADIO

LW-TW

- NEW-1 **ZZ TOP** "Concrete & Steel" (WB)
1-2 **SLAUGHTER** "Fly To The Angels" (CHRYSALIS)
6-3 **AC/DC** "Thunderstruck" (ATCO)
2-4 **INXS** "Suicide Blonde" (ATLANTIC)
8-5 **LIVING COLOUR** "Type" (EPIC)
19-6 **DAMN YANKEES** "High Enough" (WB)
9-7 **WARRANT** "Cherry Pie" (COLUMBIA)
11-8 **R. WATERS / B. ADAMS** "Young Lust" (MERC)
21-9 **HOUSE OF LORDS** "Can't Find My Way..." (RCA)
7-10 **RATT** "Lovin' You's A Dirty Job" (ATLANTIC)
18-11 **STYX** "Love Is The Ritual" (A&M)
13-12 **NEIL YOUNG & ...** "Mansion On The Hill" (REP)
20-13 **VAUGHAN BROTHERS** "Tick Tock" (EPIC)
15-14 **DON DOKKEN** "Mirror Mirror" (Geffen)
17-15 **ERIC JOHNSON** "Cliffs Of Dover" (CAPITOL)
14-16 **JEFF HEALEY** "While My Guitar..." (ARISTA)
4-17 **ASIA** "Days Like These" (Geffen)
23-18 **QUEENSRYCHE** "Empire" (EMI)
5-19 **WINGER** "Can't Get Enuff" (ATLANTIC)
25-20 **ROBERT CRAY** "The Forecast" (MERCURY)
26-21 **TOMMY CONWELL & ...** "I'm Seventeen" (COL)
3-22 **BAD COMPANY** "Boys Cry Tough" (ATCO)
10-23 **GENE LOVES JEZEBEL** "Jealous" (Geffen)
30-24 **TRIXTER** "Give It To Me Good" (MCA)
29-25 **TOY MATINEE** "Last Plane Out" (REPRISE)
12-26 **BRUCE HORNSBY** "A Night On The Town" (RCA)
32-27 **ALLMAN BROS. BAND** "Seven Turns" (EPIC)
NEW-28 **POISON** "Something To..." (ENIGMA/CAPITOL)
NEW-29 **BLACK CROWES** "Hard To..." (DEF AMERICAN)
37-30 **JOHNNY VAN ZANT** "Heart's Are Gonna ..." (ATL)
34-31 **GARY MOORE** "Still Got The Blues" (CHARISMA)
22-32 **NELSON** "Love And Affection" (DGC)
36-33 **STEVE VAI** "I Would Love To" (RELATIVITY)
35-34 **LOVE/HATE** "Why Do You Think They..." (COL)
NEW-35 **WINGER** "Miles Away" (ATLANTIC)
NEW-36 **JON BON JOVI** "Miracle" (MERCURY)
39-37 **LOS LOBOS** "Down On The Riverbed" (WB)
NEW-38 **COLIN JAMES** "Keep On Loving Me, Baby" (VIR)
40-39 **LITTLE CAESAR** "From The Start" (DGC)
49-40 **BATON ROUGE** "There Was A Time" (ATL)
43-41 **ANTHRAX** "Got The Time" (MEGA/ISLAND)
46-42 **CHEAP TRICK** "Back 'N Blue" (EPIC)
48-43 **BOB DYLAN** "Unbelievable" (COLUMBIA)
27-44 **MOTLEY CRUE** "Same Ol' Situation" (ELEKTRA)
NEW-45 **EVERY MOTHER'S...** "Love Can Make..." (ARISTA)
16-46 **VIXEN** "How Much Love" (EMI)
NEW-47 **FAITH NO MORE** "Falling To Pieces" (REPRISE)
31-48 **GUNS N' ROSES** "Civil War" (WB)
NEW-49 **THE CURE** "Never Enough" (ELEKTRA)
24-50 **HEART** "Tall Dark Handsome..." (CAPITOL)

CHART EXTRAS

- BLACKFOOT** "Doin' My Job" (NALLI)
JUDAS PRIEST "Touch Of Evil" (COLUMBIA)
QUEENSRYCHE "Silent Lucidity" (EMI)

MOST ADDED

- ZZ TOP**
BLACK CROWES
POISON
WINGER
JON BON JOVI
EVERY MOTHER'S NIGHTMARE
FAITH NO MORE
JIMMY BARNES
THE CALL
COLIN JAMES / JUDAS PRIEST

MOST REQUESTED

- AC/DC**
WARRANT
QUEENSRYCHE
SLAUGHTER
RATT
INXS
WINGER
ANTHRAX
FAITH NO MORE
VAUGHAN BROS. / JUDAS PRIEST / ERIC JOHNSON

CRUSADES

HEAVEN'S EDGE

"Find Another Way" (COLUMBIA)

Hey, we *liked* it when we popped it in the CD player. After catching it on both KLOS and Pirate, we had to change our undies. One of the best pop-metal records in many moons. Betcha your phones light up on the first spin.

DEEP PURPLE

"King Of Dreams" (RCA)

With Joe Lynn Turner now out front, they've delivered a superb album and first single. With their long heritage and crunchy sound, they're a truly mass appeal, all dayparts band for Rock Radio.

JUDAS PRIEST

"Touch Of Evil" (COLUMBIA)

Priest have been selling tons of records since about 1902, and this album bows at #37 at Retail. Add on active response and folks like KISW, WAZU, KUPD, KRSP and KRZQ and you've got a strong package.

THE REMBRANDTS

"Just The Way It Is, Baby" (ATCO)

In a year in which lots of acts have finally made that hit that takes them to a new level of success, Danny Wilde and his new band may be next in line. A strong adult record with a hook a mile wide.

TROUBLE TRIBE

"Tattoo" (CHRYSALIS)

Yet another of those quick reaction records that we all know and love. WDVE, WCMF, WXTB, KNAC and WZZU are leading the way, with positive early response the rule.

IS NIGHTTIME THE RIGHT TIME?

Is it just us, or is nighttime Rock Radio becoming an entity unto itself? In the ever-conservative world of rock & roll, more folks than ever seem to be talking about using the night daypart to test and break new records and artists, while sounding more current.

Gee, guess who we had to contact to kick off a column on nighttime Rock Radio. No, not Tipper Gore, but KLOL/Houston PD **Ken Anthony**. Talking about KLOL's much ballyhooed Outlaw Radio, Ken says, "What we have done is design something that fills a wide-open niche that existed in the Houston market a year ago. The Top40s were dancing, and we were doing a pretty straight-ahead AOR approach. Although we were playing a higher percentage of currents at night, we weren't accenting anything different. We had some concerns about how it would affect the image of the rest of the station, but we felt that there was a hole in the market for this type of radio, and since our night numbers weren't that great anyway, we gave it a shot."

Two Radio Stations In One?

One potential drawback we can all perceive from this approach is the creation of two almost separate radio stations within a radio station. When asked if that was the case in Houston, Ken responded, "In a lot of respects, it is that way. From 6AM to 7PM, we have three very mainstream personalities playing more tried and true music, and the station is very mass appeal, and the attitude comes from the personalities. At night, the attitude comes from the personality and the music. Certain concerts and promotions are perfect for Outlaw Radio. A lot of times, people come to me and ask to do a promotion with Outlaw Radio. It's either KLOL or Outlaw Radio that they want to work with."

That made us wonder if KLOL was seeing a new segment of advertisers coming into the radio station and buying primarily Outlaw Radio. Ken said he couldn't be sure about that, commenting, "We're pretty much sold out at night. We've lessened the amount of units as the show has become more popular and increased the dollar value of the remaining units. We're normally nine, and we go to eight at night. Suffice it to say there's no complaints from the sales department."

"You have to attack every daypart based on the market's competitive situation, Ken adds. "If there were a kick-ass Rock40, an attitude station, in the market a year ago, we might not even have tried this. It has definitely added another element to the radio station. It all goes back to Ries and Trout's Positioning book. You get there first; you grab it; you own it. We've gotten there first, and we own it. If we can grab an audience in the market that makes us #2 at night 12+, along with being in the top three in all the other dayparts, I'll take that."

Is that kind of night presentation the way of the future? Ken concludes, "I think so. You have to look at your audience. At night, you're dealing with a wide combination of people that are driving out to do fun, lifestyle-oriented things, or they're at work and they want to get going with that. People are not flipping us on at home that much at night. This is patterning the lifestyles of a major city that is thriving, happening and moving at night."

Moving from the currently-accepted textbook example of nighttime radio, we ran into some interesting discoveries. Frankly, we were surprised at first by the number of PDs who said that, while they were a little more current at night, the comparison

between night and day at their stations wasn't exactly like, well, night and day. Before reading too much into that, remember that the stations we talk to for this panel are already more current than most album rockers. Realizing that, it wasn't so surprising to find that the differences between day and night were defined as much by presentation as music.

Caution In A 24-Hour City

KISW/Seattle PD **Steve Young** typifies the kind of response we got, saying, "We're a little more current at night, but I still believe there has to be some consistency between days and nights, particularly in a fragmented marketplace where people identify your product frequently. There's certainly room for the right kind of new stuff at night, and there always has been. Putting a handle on it is part of the show business end of things. It only goes to show that high-personality radio shouldn't only be stuck on the morning show."

Does that mean that KISW lets its hair down at night? Steve answers, "We work a lot with the audience in terms of interaction. We give our night jock some leeway in terms of local tracks and requests. He attracts the right people to put on the air, and that's important too. It's more a production than just a disc jockey on the air doing a show"

With the growing industry focus on low-end appeal at night, we wondered if KISW was marketing to a much younger available audience at night. Steve notes, "The demographics may shift a little downward, but it isn't as extreme as a lot of people would think. I still find that there's a fair number of 25-34s listening at night. A lot of that has to do with the character of the market. We're a 24-hour city, with Boeing and such. There's still a lot of workplace listening at 8PM. I think the same is true for a lot of other markets. This 9-5 mentality is not really where it's at in the 90s. That implies that your morning show starts a lot earlier than you think it does, and that your afternoon show is really a lot of people's morning show."

Evolving Through The Day

Raising another interesting facet of the issue was WCMF/Rochester PD **Stan Main** who sees any lean toward a more current stance at night as an evolutionary process that occurs over the entire day. "While we are a little tougher and more current at night, we evolve that way throughout the day. We go from kinda wimpy in the morning and get tougher in each daypart. We do shorten our rotations up some in the afternoons and at night, due to shorter TSL in those dayparts."

Referring to the perceived change in available audience, Stan contends, "The demographics change a little, but not that much. Obviously, a lot of the 25-34s tune into television and teen listening tends to go up some. It's nice not to let the Top40 station walk away with a 50 share at night. Here, we flip back and forth; they're #1 one book, and we're #1 the next, depending on where the diaries go."

"We'll deal with a lot of 18-24 rock & roll that maybe we don't deal with during the day," says WDVE/Pittsburgh PD **Gene Romano**. "We're definitely a bit more current and a little harder at night. Those are the two big differences between WDVE during the day and at night."

In Steel City, changing demographics do play a role in programming. Gene remarks, "After 9 O'Clock, you lose a pretty significant amount of 25-34s in this

ROCK SCHLOCK

With PD **Oscar Adame** and MD **Bryan Boyd** officially out, it looks like 99X/Brownsville will soon end its run in Rock Radio, with a long-rumored move to Crossover Top40 likely.

The Jacor folks are at it again. WEBN/Cincy morning staffers seized control of a local UHF Channel, hosting a "Send Money Or Die Telethon". While demanding a million bucks from five local stations, a three-hour Andy Griffith marathon, replete with a tribute to Aunt Bea, a round table on the deeper societal meaning of the series and a local stripper running a tote board, was staged. Alas, the telethon failed and the new Star64 (WSTR-TV) was born.

KATT/OKC inks former KFMQ morning co-host **Joe Skare** and teams him with station vet **Max Morgan**. KMJX/Little Rock re-recruits their original Promotions Director **La Dawn Fuhr** to her old post.

A couple faves hereabouts come from the land of GIANT. After catching their incredible live show, we are convinced that **TERRELL** are for real. Check out Shoutin' Ground ASAP. Also sounding good in these parts are **VALENTINE**, whose first single, Runnin' On Luck Again, has a real Dokkenesque quality.

On the subject of melodic hard rock with a hook, talk is kicking in on **COLD SWEAT**'s Let's Make Love Tonight. MCA has another strong baby band in place.

Rock vet(s) **DIO** continue to build with Hey Angel as the new single for REPRISE. Born On The Sun began their return to market awareness, and this could be a very strong active record.

market. This is an older market, so the available 18-24 year old audience is not that great in this market, so we've got to be careful. If you've got a record that is purely an 18-24 year old record and is a turn off to 25-34 year old guys, we have to be strict with our dayparts. If something comes in that is real crazy and real loud, we have to make sure that it's still a great rock & roll record for a 25-30 guy as well."

Adding to the other comments on nighttime personality, Gene notes, "We use the phones a lot at night, and we have a lot of rotating features, which we've been doing for years. We're doing a love it or shove it, all request hours and the like. We thrown in a lot of comedy drops. We've also been taking the night show on the road lately."

Rocking All Day

In comments that point out that the way current-intensive Rock Radio handles nights may not be the way library-leaning AOR does, WLZR/Milwaukee PD **Greg Ausham** says, "We don't sound much different at night. We've had no real dayparting for a while. What a lot of stations are doing at night is what Lazer's been doing all day for three years now. We're pretty much 50% current in all dayparts, which is the way it's been since day one."

"From a programmer's standpoint, if you're in a market in which you don't have three Rock stations, there's no doubt I'd take advantage of the fact that there's a different profile of audience that's available to you at nighttime," Greg believes. "In the daytime, you've got people listening in their place of businesses, and they're looking for less repetition and more familiarity. At night, you've got a chance to grab onto a more active audience that is probably a little younger. The way this market is, we don't have that luxury here."

FACES & PLACES



HITMAKERS rantin' & ravin' Features Editor **Oskar Scotti** has been known to carry a lot of weight on his shoulders. Here he's shown buckling under the bulk of **Robin Wilson**, lead singer of A&M Records' hot new cutting edge quintet **THE GIN BLOSSOMS**, who participated in the ASCAP "Worst Kept Secrets" night held recently at the Coconut Teaszer in Hollywood. Also enjoying the party are ASCAP's **Loretta Munoz** (far right) and **Tom DeSavia** (fifth from left), as well as members of Gin Blossoms and other assorted crazies.



KRQ-Tucson's "Thousand Dollar Watermelon Splash" netted wild fun for KRQ listeners, and a big lift for nighttime wench **Angela Allen** from these muscle-bound hunks. Money was raised for a good cause, and so was **Angela**, pictured horizontally.



In celebration of the first National Association of Broadcasters Convention held in Boston, **John Garabedian** of Open House Party threw an extravagant party in Southboro, recreating the Hard Rock Cafe on his private airstrip. Pictured here are WIOD-Miami's **Joey Reynolds** vogueing with Q102-Philadelphia's OM **Mark Driscoll**.



Also seen celebrating in Southboro are WIOD's **Joey Reynolds**, **HITMAKERS Big Tuna**, and **John Garabedian**.



RCA artist **Bruce Hornsby** spent a day on the beach while promoting **A NIGHT ON THE TOWN** as part of the WNEW-FM/Bud Light Lady Luck concert series on the beach at Asbury Park, N.J.. (L-R): **John Molo** of The Range; **John Sigler**, RCA Dir./Nat'l. Album Promo.; **Lorraine Caruso**, WNEW-FM; **Bruce Hornsby**; and **Scott Muni**, WNEW-FM.



ATLANTIC Recording group **TROOP** was recently presented with RIAA gold awards for their second album, **ATTITUDE**, while filming the video for current single *That's My Attitude* at New York's Raw Bar. (L-R standing): **Reggie Warren** of Troop; ATLANTIC President/COO **Doug Morris**; ATLANTIC Sr. VP **Sylvia Rhone**; **Steve Russell** & **Allen McNeil** of Troop; ATLANTIC VP/A&R, Black Music **Merlin Bobb**; **David Cook**, Mgr. (Kneeling): **John Harreld** & **Rodney Benford** of Troop.

Mary's Danish

EXPERIENCE

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ALTERNATIVE

ALBUM

- LW-TW
- 1-1 **INXS "X" (ATLANTIC)**
 - 3-2 **THE CURE "Mixed Up" (ELEKTRA)**
 - 4-3 **SOUPDRAGONS "Mother Earth" (POLYGRAM)**
 - 5-4 **LIVING COLOUR "Time's Up" (EPIC)**
 - 2-5 **JANE'S ADDICTION "Ritual De Lo Habitual" (WB)**
 - 20-6 **REPLACEMENTS "All Shook Down" (REPRISE)**
 - 8-7 **IGGY POP "Brick By Brick" (VIRGIN)**
 - 9-8 **D.N.A. w/ SUZANNE VEGA "Tom's Diner" (A&M)**
 - 6-9 **CHARLATANS "The Only One I Know" (BEGG/RCA)**
 - 11-10 **BOB MOULD "Black Sheets Of Rain" (VIRGIN)**
 - 14-11 **SOHO "Hippychick" (ATCO)**
 - 13-12 **COCTEAU TWINS "Heaven Or Las Vegas" (CAPITOL)**
 - 7-13 **HEARTTHROBS "Cleopatra Grip" (ELEKTRA)**
 - 16-14 **CONCRETE BLONDE "Bloodletting" (IRS)**
 - 17-15 **PET SHOP BOYS "Behavior" (EMI)**
 - 21-16 **AZTEC CAMERA "Stray" (REPRISE)**
 - 10-17 **PIXIES "Bossanova" (ELEKTRA)**
 - 18-18 **JELLYFISH "Bellybutton" (CHARISMA)**
 - 23-19 **HUMAN LEAGUE "Heart Like A Wheel" (A&M)**
 - 12-20 **SOCIAL DISTORTION "Social Distortion" (EPIC)**
 - 24-21 **WIRE TRAIN "Wire Train" (MCA)**
 - 22-22 **STONE ROSES "One Love 12"" (SILVERTONE/RCA)**
 - 25-23 **BOB GELDOLF "Vegetarians Of Love" (ATLANTIC)**
 - 27-24 **GENE LOVES JEZEBEL "Kiss Of Life" (Geffen)**
 - 29-25 **SOUL ASYLUM "...And The Horse They ..." (A&M)**
 - 32-26 **DARLING BUDS "Crawdaddy" (COLUMBIA)**
 - 33-27 **RAILWAY CHILDREN "Native Place" (VIRGIN)**
 - 28-28 **PUMP UP THE VOLUME "Soundtrack" (MCA)**
 - 31-29 **LOS LOBOS "The Neighborhood" (WB)**
 - 30-30 **CAVEDOGS "Joy Rides For Shut-Ins" (ENIGMA)**
 - 19-31 **DEPECHE MODE "Violator" (SIRE/REPRISE)**
 - 15-32 **DURAN DURAN "Liberty" (CAPITOL)**
 - 37-33 **MOJO NIXON "Otis" (ENIGMA)**
 - 35-34 **TOO MUCH JOY "Son of Sam I Am" (GIANT)**
 - 41-35 **MOEV "Head Down" (ATLANTIC)**
 - 26-36 **HOTHOUSE FLOWERS "Home" (LONDON/POLYDOR)**
 - 43-37 **AN EMOTIONAL FISH "Celebrate" (ATLANTIC)**
 - 40-38 **POSIES "Dear 23" (DGC)**
 - 38-39 **THE SUNDAYS "Reading, Writing..." (DGC)**
 - 42-40 **ORIGIN "The Origin" (VIRGIN)**
 - NEW-41 **LILAC TIME "And Love For All" (MERCURY)**
 - 34-42 **WAS (NOT WAS) "Are You Okay?" (CHRYSALIS)**
 - NEW-43 **THE CALL "Red Moon" (MCA)**
 - 47-44 **ULTRA VIVID SCENE "Joy 1967-1990" (4AD/COL)**
 - 49-45 **LEMONHEADS "Lovey" (ATLANTIC)**
 - 46-46 **ANTHRAX "Persistence Of Time" (ISLAND)**
 - NEW-47 **PREFAB SPROUT "Jordan: The Comeback" (EPIC)**
 - NEW-48 **REDD KROSS "Third Eye" (ATLANTIC)**
 - 36-49 **SOMETHING HAPPENS "Stuck Together ..." (CHAR)**
 - NEW-50 **INSPIRAL CARPETS "Life" (ELEKTRA)**

TRACKS

- | | | |
|---------------|--------------|--------------|
| SUICIDE | DISAPPEAR | HEAR THAT |
| NEVER ENOUGH | HAROLD & JOE | |
| I'M FREE | MOTHER | |
| TYPE | | |
| BEEN CAUGHT | STOP | |
| MERRY GO | HAPPY TOWN | NOBODY |
| CANDY | HOME | SOMETHING |
| TOM'S DINER | | |
| THE ONLY ONE | | |
| IT'S TOO LATE | | |
| HIPPYCHICK | | |
| ICEBLINK LUCK | WATCHLAR | |
| DREAMTIME | TRANCE | I WONDER WHY |
| CAROLINE | JOEY | BLOODLETTING |
| SO HARD | ONE OF THE | |
| GOOD MORNING | GET OUT | SCENE |
| VELOURIA | DIG FOR FIRE | HANG WIRE |
| THE KINGIS | NOW SHE | |
| HEART LIKE | MY FIRST | |
| RING OF FIRE | BALL & CHAIN | STORY |
| SHOULD SHE | SPIN | |
| ONE LOVE | | |
| LOVE OR | | |
| TANGLED UP IN | JEALOUS | WALK AWAY |
| SPINNIN' | GOOD GUYS | |
| CRYSTAL CLEAR | | |
| MUSIC STOP | EVERY BEAT | |
| EVERYBODY | WHY CANT I | |
| RIVERBED | GEORGIA SLOP | |
| LEAVE ME | | |
| WORLD IN MY | POLICY | |
| VIOLENCE | SERIOUS | IMPRESSION |
| DON HENLEY | | |
| THAT'S A LIE | | |
| IN & OUT | | |
| MOVIES | I CAN SEE | |
| CELEBRATE | | |
| GOLDEN | APOLOGY | |
| CAN'T BE SURE | I WON | SOMEONE |
| SET SAILS | | |
| ALL FOR LOVE | | |
| JAMES BROWN | | |
| WHAT'S | THIS IS YOUR | |
| SPECIAL ONE | | |
| HALF | | |
| GOT THE TIME | | |
| ATLANTIS | | |
| ANNIE'S GONE | | |
| WHAT NOW | HELLO HELLO | |
| COMMERCIAL | THIS IS HOW | |

MOST REQUESTED

THE CURE
JANE'S ADDICTION
DNA / SUZANNE VEGA
ANTHRAX

MOST ADDED

THE WATERBOYS
INSPIRAL CARPETS
THE CALL
INDIGO GIRLS / PREFAB SPROUT / THE POGUES

NIGHTTIME BEHAVIOR MODIFICATION

Okay, so this week's shot in the "Name The Column Sweepstakes" ain't that different from last week's. For that matter, somebody's even using it as their positioning statement. So shoot us - please. A lot of folks have offered up Modern Rock as a suggestion in weeks past, so let's throw this one to the wall and see if it sticks. Let us know whatcha think. We'll try one or two others before we settle. Isn't this more exciting than Twin Peaks?

This week, we thought we'd look at nighttime programming in the format. With the format starting to build a lot of heritage for itself, are nights the last bastion of unbridled adventurism? On the other hand, in a format like this, is it necessary to be equally on the cutting edge all the time? With a tight outfit like Batman wears, is it necessary to wear a girdle?

By the by, **Mad Max**, excuse us, **Max Tolkoff** is on the cover next week. Are you thrilled?

Teen Focus In A Young Market

We started off by turning to a man who knows plenty about being adventurous, not to mention wearing girdle. KJQN/Salt Lake Village PD **Mike Summers** says, "We sound more current and more dance at night. I think more teen-oriented is the best way to put it, because that's where teens are really hitting us. We call it the KJQ Zone from 7pm to 2am. It's all a matter of balancing between teens and playing some of the new louder stuff, which we're also trying to do. You have to make allowances to get it all in."

On the subject of station presentation, Mike comments, "You hear a lot of different things. You'll hear a lot of drops we don't use in the daytime. As far as giveaways go, we've tried to change things around, so that, rather than a call in and win, we make people listen for a song that doesn't fit the format. We'll play Bread, and blow it up 60 seconds into the record. A lot times, our night jocks will talk over the intros to the records and it sounds like we're trying to make it fit. When the jock who's been talking about Depeche Mode before says, 'Yup, it's Bread on KJQ.', they don't get it for a second, and then you see the phones light up."

"We're adding more and more stuff like that," Mike continues. "We do a bed check thing for people checking out of here and going to sleep. We do Homework Helpline, where we claim to help people with their homework, but we never really do. Also, nights are when we announce what school the KJQ Milk Beast will be visiting the next day. We have the Beast at a different school every day, and it's pretty much the only time when we announce that."

Extending their attitude to weekends, KJQ also has a very successful Saturday night thang, which Michael describes thusly, "The thing we do on Saturday night, which has made us #1 in the 12-34 and 18-34 demographics in the latest Arbitron is the Cold Case, which is brought to you by Budweiser. It's 24 instant requests at 10 O'Clock, and it's huge. The guy who does the show is a total smartass and is just mean as can be to the little kids who call, which both adults and teens like."

"It's all dedicated to giving us a lot of teen cume, without being too offensive to the audience as a whole," Mike says of the weekday programming in particular. Do many of KJQ's adult listeners find this stuff offensive, or at least confusing? Mike responds, "We do get a few calls like that, but we try not to make it all too outrageous. It's palatable to the audience as a whole, but geared to teenagers."

Spotlighting Nights

KTCL/Fort Collins-Denver PD **John Hayes** also needs to focus on a younger demo at night. He contends, "As far as we're concerned, it's the younger people who are listening at night. Our older listeners are the people from the upper demos that are the most adventurous. We position our nights as *KTCL After 8*, and we're much more upbeat at night. We're constantly referring to the fact that you're with *KTCL after 8*."

"The night jock has a more upbeat, nighttime mix to choose from, and we really do kick out the jams after 8 O'Clock," John tells. "We'll play things like Ministry,

News & Schmooze

By the time you read this, expect WHTG/Asbury Park PD **Rich Robinson** to be officially out of the building and replaced by former WHFS/Washington PD **Michael Butscher**, who has been hanging around the station for some time. Let's hope no one else at 'HTG gets caught with their pants down (ahem).

In the damn good music department:

The new **IMMACULATE FOOLS** track, *Falling Apart Together* could give EPIC a hit in more than one format. Uptempo acoustic pop like this could end up being pretty mass appeal.

So far, we've gotten three **KING SWAMP** CDs, and none of them wants to play. Thankfully, we got the advance tape rolling in time to find out that *Wiseblood* is one of the coolest, most unique records out there. They gave VIRGIN a great album last year, and this one beats it.

Weird records R Us: Do make a point of inspecting the remix of Badfinger's *Day After Day* that ALPHA INTERNATIONAL is shopping. The band is the **EXOTIC BIRDS**. It's bound to be a dance smash, and it may just be familiar enough to impact with your listeners.

While they didn't chart this week, the long-awaited **WATERBOYS** release does end up as #1 Most Added, with strong action at 91X, WHFS, WBRU, WOXY and a whole bunch more. The emphasis cut for ENSIGN/CHRYSALIS is *A Life Of Sundays*. Look for a chart debut next week.

Expect strong action on the new **INDIGO GIRLS** release next week. EPIC had a strong multi-format run with the last album, and *Hammer And A Nail* is a suprisingly uptempo pop-flavored single that shows off continuing artist development.

Hey, ad or no ad, CHAMELEON did do very well with *Don't Crash The Car Tonight*, and **MARY'S DANISH** oughta score big again with *Foxy Lady*. If Strawberry Fields could end up on these charts...

Sonic Youth, Nine Inch Nails and 808 State, along with our Duran Durans and such. Even our recorded liners are different. They're more produced and sound more high-tech. The whole key to our nighttime things is that, whether the song is fast or slow, it's got to have some intensity. Even if it's a slow tune, it's got to be something like a Joey that has some intensity to it and sound like a night record."

KTCL's nighttime focus has yielded an interesting result. John explains, "A little earlier this year, we put out a survey to our listeners. When we asked what their favorite program on KTCL was, we did not list

KTCL After 8 as a choice because we hadn't been doing it too long, and we thought it was too early to test it. *KTCL After 8* won the poll as a write-in."

With that kind of listener response, we wondered if KTCL might expand that kind of programming at least into PM drive. John declares, "We've talked about expanding the show, but I don't think we're going to. It's so different that we're afraid we'd take away the mystique of it. However, we're pretty well dayparted, and as the day goes on, we do become progressively edgier and more challenging. I really do think this is the wave of the future. Radio is continuing to fragment, and stations have to continue to look harder to find their niche. Dayparting is an integral part of that."

Presentation As The Key

Andy Schuon, PD of KROQ - located a mere ten miles from the site of a major disappointment this baseball season - describes his station as sounding pretty homogenous throughout the day. He notes, "We don't do much dayparting. We take out some of the extreme new stuff from the morning show, and we do strip out a lot of the lighter stuff at night, but that's a small percentage of what we play. When you talk about nights, that's when we can play Anthrax and go a little deeper in the Jane's Addiction album, that type of thing. However, we are no more current at night. We're pretty current all the time."

"We definitely have a more outrageous presentation at night, due basically to our night guy, **Poorman**, who is pretty undescribable," says Andy. Attempting to describe him anyway, Andy reveals, "He had a woman strip down nude and drive her convertible through a car wash with the top down while talking to him on a car phone. He had people calling in with the weirdest place they had ever taken a shit; the follow-up to that was the strangest place they had ever puked. (ed note: or, for the weak at heart, tossed waffles, coughed cookies, lost lunch, technicolor yawned) He has a lot of special guests on with him. At 9, we do something called 12 throbbing inches of K-ROCK, administered by the Poorman, which is just a 12-inch remix from our vaults." Is this kinda stuff targeted for a younger demographic? Andy answers, "No, we just like being crazy at night."

Trying Out Records

KRCK/Omaha **Paul Kriegler** believes, "It's pretty much general knowledge, but we think nighttime is a great time to check out different cuts from albums. There have been a lot of songs that started out in a test at night and come out of that daypart into all-day play. Soho is a great example of a record we loved, but we weren't sure it would fit the station, until it took off at night."

"We do rock a little harder at night. We have a separate night rotation with things like Anthrax, My Bloody Valentine and Ministry in it. We're definitely a little grungier at night, and more active as well," Paul concludes, noting KRCK's inherent limitations. "We do have a bigger audience at night. In fact, our request load about doubles at night. Several bars in town have us on in the daytime, and we get plenty of calls from housewives, but it really takes off at night, when everyone is home from work and school."

Having discussed the day's most "adventurous" daypart (overnights don't count, except in Vegas), maybe we'll take a look at the most conservative of all dayparts next week to see what people are doing differently there. Then again, maybe we won't. Especially if the Dodgers lose again...

FACES & PLACES



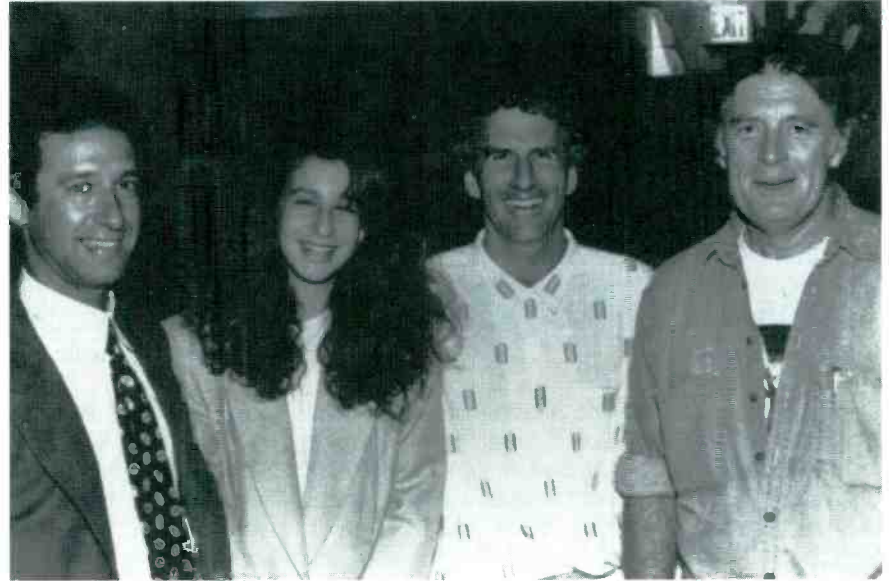
PIRATES and RATT! Members of ATLANTIC recording group **RATT** recently visited PIRATE RADIO to promote their fifth ATLANTIC album **DETONATOR**. Pictured at the station are (L-R): **Stephen Percy** of Ratt; **Scott Shannon**, VP/Programming & air personality, PIRATE RADIO; and **Warren DeMartini** of Ratt.



JET-FM Venus Swimwear Model Pageant winners with midday air personality and host **MICHAEL DEE**, plus pageant organizers.



POLYGRAM Records is pleased to present **Patti Page** with the first Heritage Artist Award. Shown with Miss Page is **Ed Eckstine** (Left), Executive Vice President, Talent & Creative Affairs, POLYGRAM; and **Steve Pritchitt** (Right), Vice President of Artists & Development.



After a 21-year hiatus, SMASH Records has been resurrected! Pictured with SMASH's kickoff artist, 14-year old **Jamie Loring** (second from left), are (L-R): **Daryl Schwartz**, Loring's manager; **Marvin Gleicher**, President of SMASH Records; and **Chris Blackwell**, Chairman Island Entertainment Group Inc. and founder of Smash Records.



PolyGram Group Distribution executives recently gathered at New York's Rainbow Room for the culmination of a week's worth of meetings. Pictured are (L-R): **Gary Rockhold**, PGD President & CEO; **Buzz McCarthy**, Sales Manager, Northeast Region; **Paul Wennick**, Boston Branch Manager; and **Jim Caparro**, Senior Vice President Sales & Branch Distribution.



AEROSMITH brings on Jimmy Page to jam at "Monsters Of Rock" in England. Pictured backstage at London's Marquee (L-R): Aerosmith's **Steve Tyler**; rock legend **Jimmy Page**; and Aerosmith's **Joe Perry**.

NEW RELEASES

TOP 40

JIMMY BARNES "Let's Make It Last All Night" (ATLANTIC)
 JON BON JOVI "Miracle" (MERCURY)
 CANDI & THE BACKBEAT "The World Just Keeps On Turning" (I.R.S.)
 TOMMY CONWELL "I'm Seventeen" (COLUMBIA)
 THE CURE "Never Enough" (ELEKTRA)
 BRUCE HORNSBY "Lost Soul" (RCA)
 HOT HOUSE FLOWERS "I Can See Clearly Now" (PLGM)
 LUKE f./2 LIVE CREW "Mama Juanita" (LUKE/ATLANTIC)

DONNY OSMOND "My Love Is A Fire" (CAPITOL)
 PET SHOP BOYS "So Hard" (EMI)
 IGGY POP f./KATE PIERSON "Candy" (VIRGIN)
 STYX "Love Is A Ritual" (A&M)
 SWEET SENSATION "Each And Every Time" (ATCO)
 TOO SHORT "The Ghetto" (JIVE/RCA)
 THE VAUGHN BROS. "Tick Tock" (EPIC)
 WILSON PHILLIPS "Impulsive" (SBK)

ROCK

THE GRATEFUL DEAD "Without A Net" (ARISTA)
 DIO "Hey Angel" (REPRISE)
 DORO "Only You" (MERCURY)
 SPREAD EAGLE "Back On The Bitch" (MCA)
 INDIGO GIRLS "Hammer And A Nail" (EPIC)
 BROKEN HOMES "Lock & Key" (MCA)

MEGADETH "Holy Wars" (CAPITOL)
 DEEP PURPLE "King Of Dreams" (RCA)
 REMBRANDTS "Just The Way It Is, Baby" (ATCO)
 PAUL SIMON "The Obvious Child" (WARNER BROS.)
 PREFAB SPROUT "Looking For Atlantis" (EPIC)
 VALENTINE "Runnin' On Luck Again" (GIANT/REPRISE)

ALTERNATIVE

THE CONNELLS "Stone Cold Yesterday" (TVT)
 MARY'S DANISH "Foxy Lady" (CHAMELEON)
 INDIGO GIRLS "Hammer And A Nail" (EPIC)
 JOE HENRY "Shuffle Town" (A&M)
 BROKEN HOMES "Lock & Key" (MCA)

HORSE "Careful" (CAPITOL)
 MEGADETH "Holy Wars" (CAPITOL)
 P.I.L. "Don't Ask Me" (VIRGIN)
 MARTHA'S VINEYARD "Old Beach Road" (MERCURY)
 WARTIME "Fast Food For Thought" (CHRYSALIS)

MCA (from page 3)

venues - a sale of MCAInc. would include Universal Pictures, MCA Television Group (library of over 12,500 episodes), Filmed Entertainment Group (3300 theatrical titles), Universal Studios Hollywood and half of Universal Studios Florida, MCA Broadcast Group, MCA Publishing Group, 420 acres of real estate in Universal City, and 50% of 414 acres of real estate in Orlando, Florida.

The single person who stands to gain the most from a sale of MCA is David Geffen, who sold GEFFEN Records to MCA earlier this year for \$435 million in MCA securities. Geffen would see his securities become worth \$850 million if the sale materializes at \$85 a share, which is the reported figure.

Ironically, news of the possible MCA sale comes almost exactly one year after Sony bought out COLUMBIA for \$5 billion.

GERRITY (from page 3)

aren't planned until January or February. He said the label will not limit its musical scope, and will sign artists from a wide variety of musical genres.

"We're looking to be an artist development label," said Gerrity. "We're also looking to sign some noted artists, but as much as anything else we're looking at developing brand new talent. One of the things that appealed to me about this label was the fact that we're looking all around the country for up and coming talent, and not basing all of our A&R people in Los Angeles."

Garrity said that after working for WARNER BROS., "I was looking for a new challenge and the opportunity to work with a group of individuals with the same integrity and creativity (as WARNER BROS.), along with a commitment to artist development. I believe I've found all that in this new venture."

BAKER (from page 6)

Reader, Creem, Record and Trouser Press, and wrote liner notes for blues re-issue albums on MCA/CHESS Records. In 1984 he moved to Los Angeles and became Vice President of Publicity for I.R.S. Records. He moved to CAPITOL in 1988.

"Cary brings to ENIGMA a solid base of experience at major and mid-size labels," commented Regis. "Add to that his passion for music and the media, and his integrity, and you have an ideal member of ENIGMA's new executive core. At ENIGMA, publicity takes a front seat in our marketing-driven artist development approach to breaking artists."

Said Baker: "ENIGMA began as a forum for the best and most diverse rock music, and I look forward to working with the company's new executive staff, as well as my very capable department, to put out the word."

BIRCH (from page 6)

research process, or which have the potential to influence respondents to report listening which may differ from their actual listening behavior. Also included in these activities are those which may be extemporaneous in nature, such as an off-hand remark by an on-air personality, or other on-air or printed references to current or future ratings surveys.

Birch/Scarborough Research is America's leading supplier of syndicated telephone-based radio audience ratings, surveying more than 265 markets by telephone from several interviewing centers throughout the U.S. The operations group and corporate headquarters are based in Coral Springs, Florida.

Copies of the Birch/Scarborough's new "Special Station Activities Guidelines" can be obtained by calling 1-800-62-BIRCH.

POLYGRAM (from page 6)

President/CEO **Jerry Moss** and ISLAND founder **Chris Blackwell**.

As a result of the purchase, Metropolitan and Cross-Country have merged, with the new company to maintain the Metropolitan name and continue operating out of its Montclair, New Jersey offices. Koplak will become President of the firm, while Scher assumes the new title of Chairman of the Board in addition to becoming President of the Diversification Division.

"In an increasingly integrated industry there is a synergistic benefit to diversification," said Levy. "With the POLYGRAM Diversification Division, we're looking for a greater opportunity to maximize the relationship with the artists in the POLYGRAM family as well as other artists. In particular, it is our feeling that there are much greater opportunities in pay-per-view than have been previously explored."

WILLIAMS (from page 6)

and Hank Shocklee.

Lindsey formerly worked for Stephney at DEF JAM Recordings, starting as Stephney's assistant and then doing retail promotion for the label. He was later promoted to National Director of Promotion and Marketing at DEF JAM, and was also responsible for road promotions, handling such acts as Public Enemy, LL Cool J, Slick Rick and Oran "Juice" Jones.

Lindsey left DEF JAM in the spring of 1989 to work at Rush Management in tour promotions, enabling him to gain face-to-face contact with radio, retail and press people in every major U.S. market.

"Lindsey has been a key part of the success of Hip Hop artists for the last four years," said Stephney. "We felt that the only way we could make a strong effort in delivering artists was to have Lindsey head our promotions and marketing department."

Tyler Collins

"Second Chance"



HITMAKERS CROSSOVER: 32-31 A HITBOUND!

HOT97 (26-23)	KXXR (25-21)	WDJX (D#29)
KMEL (#14)	PRO-FM (34-31)	WPLJ (On)
WIOQ (32-29)	WNVZ (D#30)	Q106 (On)
KISS98.5 (D#28)	KISN (26-22)	KTFM (On)
WLOL-FM (35-31)	WKSE (28-25)	and more!
POWER PIG (16-14)	WKSS (24-21)	
KKRZ (28-20)	WJRZ (Add #30)	

Hot Single Sales:

WILMI SALES, Carle Place (16),	UNIVERSAL 1-STOP, Philly (23),
GALGANO ONE-STOP, Chicago (25),	PAC. COAST 1-STOP, Chatsworth (22),
RAINBOW RECORDS, Union City (14),	

Black Box

"Everybody Everybody"



HITMAKERS MAINSTREAM: 21-20

NATIONAL SINGLE SALES: 8-4

WPLJ (#5)	WPGC (8-6)	KS104 (#15)	KC101 (26-23)
Z100 (4-3)	KISS98.5 (4-1)	KKRZ (Add #30)	WKSS (1-1)
KIIS-FM (Add #28)	KRBE (8-6)	HOT102 (15-12)	WTIC-FM (1-1)
POWER106 (6-4)	HOT105 (13-11)	KBEQ (33-28)	102JAMZ (10-6)
B96 (5-4)	POWER96 (#4)	KXXR (5-4)	XL106.7 (D#27)
Z95 (Add)	POWER99 (29-26)	PRO-FM (23-20)	Y107 (19-16)
KMEL (7-6)	KPLZ (Add)	WNVZ (9-8)	WGTZ (30-26)
X100 (10-9)	KUBE (27-21)	92X (Add)	WDJX (29-20)
WIOQ (9-8)	KHTK (21-17)	KSAQ (D#24)	WKSI (25-22)
WUSL (#3)	Z90 (8-7)	KTFM (10-9)	WKZL (30-26)
WHYT (19-16)	WLOL-FM (7-6)	WZPL (Add)	CKOI (23-17)
100.3JAMZ (11-9)	WMXP (23-16)	HOT94.9 (16-15)	and more
KEGL (Add)	WFLZ (14-13)	KISN (33-26)	
WXKS-FM (#2)	WPHR (20-16)	MAJIC102 (27-24)	
WZOU (15-11)	KKFR (20-15)	WKSE (13-11)	

Stevie B

"Because I Love You (The Postman's Song)"



LMR Records

**One of the Most Added This Week with 53 Adds! A CRUSADE!
#3 Disc-covery Club!**

HOT97 (Add)	POWER PIG (Add #33)	B97 (Add #29)
B96 (Add #26)	Q105 (Add #26)	KTFM (Add)
KMEL (D#26)	KKFR (D#33)	HOT94.9 (Add)
X100 (Add)	KOY95 (Add #27)	KISN (Add)
WIOQ (Add #25)	KS104 (Add)	WCKZ-FM (Add #29)
WXKS-FM (Add)	Y108 (Add)	Y107 (Add)
WZOU (D#25)	KXXR (Add)	and more
POWER96 (Add)	PRO-FM (D#34)	
KPLZ (Add)	HOT97.7 (Add)	
KHTK (Add)	FM102 (Add #26)	
WLOL-FM (Add)	KROY (Add #33)	



INTERVIEW

BRIAN THOMAS Program Director, MIX105.1, Orlando

by Kevin Carter

HOW DID YOU FIRST GET INTO THE BUSINESS?

I used to hang out with Danny Stewart in Lansing Michigan who worked at WVIC - and still does, as a matter of fact - and I thought it would be a good part-time job while I was going to school. I did some high school and college radio, but that's about it. I remember how I got my first professional job: One of the guys at school got a weekend job at one of the stations in the market, and I said, "Hell I'm better than him. If they're going to put him on the air, maybe I'd better give them a call." So I called the station on the Friday before he first went on the air, and he was so bad that by Monday morning he didn't have a job. When I went in for an interview the next week I got the job.

WHAT WAS YOUR FIRST OFFICIAL SHIFT?

I worked weekends, doing the all-night thing and blaring the God Squad tapes. At Country radio the records are all two-minutes long, and we played 45s back then, so you had to work like a machine to have them all laid out.

FROM THERE YOU MOVED ON TO Z96?

Yes, which is now WLITE in Grand Rapids. When we were at the station we just called it WZZR. We did the Adult Top40 format and it was successful. We played a lot more oldies back then than we do at MIX, but it was the same type of thing - playing the hits that are mass-appeal. At that time we were coming out of a Disco stage. There are a lot of correlations between the '90s and the '80s - they say history repeats itself because we don't listen the first time.

THAT WAS WHEN DISCO WAS ON ITS WAY OUT AND THINGS SOFTENED UP A LOT. EVERYONE WAS PLAYING ANNE MURRAY, BARRY MANILOW AND DEBBIE BOONE.

If you listen to Wilson Phillips, they're not any harder than Anne Murray. Or Gloria Estefan can be, and has been, compared to Karen Carpenter. Top40 started to lose its strength with 25-54s right about the time when the Beastie Boys and rap really became big in 1986. It stays big for a short period of time, but then it quickly loses its appeal with the older demos. There is a novelty appeal when it's new, but it's not long-term appeal. We're coming out of a rap era right now, just like when we came out of a Disco era in the '80s. It's going to be about 1993 before somebody like Prince, Madonna and Michael Jackson fires Top40 radio back up again.

YOU'RE CONSULTING NOW, TOO, AND EVERY STATION WHERE YOU'VE BEEN PD OR A CONSULTANT, YOU'VE ACHIEVED NUMBER ONE RANKINGS. THAT'S QUITE A CLAIM TO FAME.

Yes, and I'm going to have to do the same thing here. We tied K92's average quarter hour rating, but in average quarter hour share we were a couple tenths of a point behind them. So we have a few tenths of a point to go in Orlando to keep my claim to fame. Fortunately, in the markets where I've been involved with stations, we've been able to be the dominant station in all those cities.

ORLANDO SEEMS TO KEEP CALLING YOU

HOME - TWO TIMES AT THE SAME STATION IN VARIOUS INCARNATIONS.

I just started my fifth year in Orlando, but not consecutively. I spent two years here on my first trip, coming from KCAQ in Oxnard. Then I spent a year up at B104 in Baltimore, and I came back here in May of 1988, when we were still BJ105. A lot of my friends think this is one of the best jobs in the country, because Orlando is a lot like L.A. was in the '50s - a fast boom town. The movie industry is just getting started here, and we've had our morning guys get a few bit parts on Nickelodeon and episodes of *Super Boy*. The opportunity to grow in a city like this is great. Orlando is developing the character that a major market old city like Chicago has. We finally have a pro basketball team, and there are finally some local celebrities. It's truly fun to grow with a market like Orlando. It's tough to leave.

TELL US ABOUT THE DECISION TO TAKE WHAT WAS KNOWN AS A SUCCESSFUL STATION IN THE MARKET - BJ105 - AND TRANSFORM IT INTO WHAT IT IS TODAY.

Our research told us that a lot of people liked BJ105 as it was, but 70% of the respondents felt that the station strictly catered to teens. That can hamper your ability to get the adults you're looking for to achieve revenue expectations. A month before we blew up the station we had a meeting here in Orlando with our National PD Guy Zapoleon, Radio Division President Mickey Franko, Dave Robbins from WNCI in Columbus before he was regional PD, General Manager Rick Weinkauff, and Regional VP Dale Weber from KZZP, Promotions Director Tom Hoof and MD Rick Stone. On that day we decided on what our research later told us was the correct move, which was a station designed for 20-30 year olds. We've taken away the negatives to a 25-year-old female - if it doesn't appeal to her, we don't play it.

SINCE YOU ARE CELEBRATING YOUR ONE YEAR ANNIVERSARY AS MIX105.1, TELL US ABOUT THE DIFFERENCES FROM BJ105 IN TERMS OF ARBITRENDS.

When we were still BJ105, we had a nice 6.3-7.6 jump from spring to summer '89. When we changed to MIX we went 30 days without advertising or our new morning show in place, and in our first book we ended up going 7.6 to 6.1. You have to expect that, because when you have a station with a number one cume and you blow it up, you're going to throw out some audience to look for something else, until they come back and find out it's okay. Our first full book, which was winter, we went up to 8.6, number two in the market. In the Spring book we went up to a 9.2, just a few tenths of a point behind Country K92. Now we're finally meeting the revenue projections the station has set up, with the help of new GSM Dave Josserand, and that's real positive. Even when we were BJ105 with a 7.6, we could be ranked as low as number five 18-34. You can't make money on that. We've been able to jump up to number one 18-34, number one 18-49, number one 25-34, and top three 25-54 Monday thru Friday 6 a.m. to 7 p.m. These are big money demos.

OTHER THAN THE MUSIC CHANGE FROM BJ105 TO MIX, DOES THE STATION SOUND ANY DIFFERENT ON THE AIR AS FAR AS ITS OVERALL PRESENTATION GOES?

When we changed we slowed down the rotation somewhat. We're at three-hour rotation, so there's a little bit of relief from repetition, but we still repeat songs more than an AC station would. We tried to take a whole new approach in everything we do. When we have contests we even show up on your doorstep and deliver the money you won that morning. We try to do a lot of things that haven't been done before in the market. We air a program once or twice a month from noon to 5 p.m. on a Thursday called *Ask The Manager*, where GM Rick Weinkauff is on the air and people call him up and talk about the radio station. We record the phone conversations and play two or three back an hour, so people really have the feeling that their voice is heard at the station.

ADULT TOP40 IS GIVING SOME '70S ARTISTS A CHANCE TO FLOURISH AGAIN. ARTISTS SUCH AS DON HENLEY, BONNIE RAITT AND STEVE WINWOOD ARE GETTING A SECOND LIFE THROUGH THIS FORMAT.

I'm 30 years old and I never stopped liking Elton John and Don Henley. They just disappeared, and to hear them again is fantastic. Ten years ago these artists were producing the mass-appeal hit records. When Top40 got off track and started heading in only one direction, that's when it got into trouble.

SOME OF THE URBAN STATIONS HAVE FALLEN ON HARD TIMES BECAUSE OF ADVERTISERS' RELUCTANCE TO BUY 12-24S, AND THIS FORCES SOME STATIONS OUT OF THE FORMAT SIMPLY FOR ECONOMIC REASONS. IT SEEMS THAT ADULT TOP40 ISN'T THE EASY WAY OUT, BUT IT'S THE MOST VIABLE FORMAT RIGHT NOW FOR PULLING IN THE MONEY DEMOS.

If you have been an Urban radio station in disguise, which BJ105 was - we were one of the first to have the hot mix program on the weekend and we played a lot of Urban music records you wouldn't hear anywhere else besides Miami or L.A. - then when you're attacked by an Urban station, just changing your music won't give you the demos you want. You have to start over, get back to the basics and build a mass appeal Top40 radio station all over again. Our name change was instrumental in the success of the station as much as the product. If we just changed the music it would not have had the same effect. If another station faces the same situation in their market that we faced here, the biggest thing they can do is give their station a new identity to go along with the new product.

FOR YEARS ORLANDO WAS THE BIG BATTLE BETWEEN THE OLD BJ105 AND OLD Y106. NOW YOU'VE GOT MIX105.1 GOING UP AGAINST XL106.7. HOW IS THAT BATTLE GOING?

You can compare the Orlando radio war to the Tampa radio war, in that they go through stages where both stations chase each other, and that doesn't work. In Orlando we broke away from being just one of two teen stations going after each other, and were the first to become a mass appeal radio station, with which we had much more success. In Tampa I predict that after the Fall book, Q105 will probably become MIX104.7. There's room for that in Tampa right now, but not for two stations both trying to

(See BRIAN THOMAS page 49)

Candi

AND THE BACKBEAT



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WORLD KEEPS ON TURNING



X2/4 13045

UB40

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KWSS#29!!! WNCI#31!!!

92X!!! HOT94.9!!! HOT102!!!

95XXX, 99KHI, KBTS#36, KCMQ, KEEZ, KFBQ,

KKYK, KLUC#22, KNIN, KQIZ, KRQ, KSKG, KTUX, KYNZ, KVTI,

KYRK#24, KZBB, KZFM, WGOR, WKDD, and more

KIIS-FM (14-10)

KKBQ (3-2)

KRBE (24-17)

MIX96.5 (6-5)

B100 (14-12), Q106 (27-24), WPHR (22-19),

KCPX (21-18), Z99 (33-27), K106 (31-23),

KCHX (40-30), KSMB (7-4) KZZB (29-22)

Debuts

WXKS-FM#32, KUBE#29, KXYQ#25, KISN#33



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GARY MICHAELS, MD, KISN

"This song won't die...and it doesn't deserve to! What a GREAT sounding record that's PERFECT for ALL demos. Already showing early phone reaction."

DANA LUNDON, MD, HOT102

"Not only does UB40 sound GREAT on the air, but it had a high instant curiosity factor and REQUESTS 18-34 MALES and FEMALES."

RICH ANHORN, MD, KWSS

"A feel good record that stands out and warrants notice...LP SALES have been building for weeks and the band has a definite CORE AUDIENCE in this market. Watch this tune take them beyond cult status."

BRIAN THOMAS

(from page 46)

outdance each other. POWER PIG was a viable format alternative for that market, but Q105 chasing them doesn't accomplish anything. Neither one achieves the level of success that they're looking for. In Orlando everybody now has their cards on the table. At XL106.7 they keep changing PDs, so they keep making the same mistakes over and over. We've got a couple of new stations, one of which has changed their name from JOY to MAGIC107.7. We look pretty good right now as far as the competitive makeup of the Orlando market goes.

HAVE YOU MADE ANY JOCK CHANGES SINCE THE INCEPTION OF THE NEW FORMAT?

Naturally the music approach is different, but we kept all our jocks after 10 a.m. the same. We brought in Mike Elliott from KRQ in Tuscon and later paired him with a member of the old air staff, Alan Spector, whom we brought back to do sports and be a sidekick to Mike. In the spring book Mike and Alan were the number one morning show in the market. We kept Tracy Young on middays, and Dave Kelly, who joined us six months prior to the switch, does a great job on afternoons, and he's also the assistant program director. When Y106 switched to XL106.7, they didn't want to keep the same air staff, and one of the guys they fired was a really good talent named Fast Bobby - we changed his name to Nick "At Nite" Sanders - and he does 7 p.m. to midnight. That was the only time we ever brought somebody in from across the street.

DO YOU FIND IT AS EXCITING TO PROGRAM AN ADULT TOP40 STATION AS WHEN YOU FIRST GOT INTO RADIO, WHEN TOP40 WAS VERY DIFFERENT THAN IT IS NOW?

Yes. The first thing that got me into the business was that I loved being on the air as a disc jockey and I really enjoyed music. Personally I would love to play all kinds of different songs that people in Orlando probably aren't very hip to - as the old saying goes, "Sometimes you can be too hip for the room." Having lived in California my tastes differ from the Orlando market. When you first move to L.A. and punch up KROQ, you have no idea what they're playing. When you leave L.A. four years later, you can name every record on the radio station. But that wouldn't be right for Orlando. The important thing is to get to know your market, and as you grow as a program director, different facets of your job become more exciting. For example, I was just doing my monthly report, and during the month of August we were on TV for five different items. We also made national TV for the fourth time this year. We did a promotion called The Mystery Pumper, where we sent "Otis the Gator Boy" out on the streets, and gave clues as to where he was going to give away free gas. If a listener found the location, Otis would make them do a stunt - like licking their windshield - to get a free tank of gas. That was so big that we said, "Hey, let's give everybody a chance for free gas," and we turned that Friday morning into a "Mike and Alan Give You Free Gas" promotion. We did that the week of August 6, just when the Iraq situation started, so we made ABC's, CBS's and NBC's national feeds, and CNN mentioned our call letters every half hour. Most stations wouldn't accomplish that kind of publicity in a year. We came back on Monday and pre-recorded messages to be broadcast in the Middle East, and that makes all the newspapers and TV stations. Then we did Yellow Ribbons with the help of the local V.F.W., where we gave out ribbons at the Orlando Sun Rays minor league baseball game, and that made the press. Plus we had a giant greeting card at

the Sun Rays game that we sent overseas to different divisions of the armed forces. We also prepared two different tributes to Americans overseas by splicing people's messages to their loved ones over *God Bless The Flag* by Lee Greenwood and *What A Wonderful World* by Sam Cooke. The Lee Greenwood version was so popular that a couple of the TV stations picked it up and ran it at the close of their newscast, and gave us credit for it. That's publicity that money can't buy.

SO EVEN THOUGH YOU ARE NOW LABELED AS ADULT TOP40, YOU ARE STILL JUST AS PROMOTIONALLY ACTIVE IN THE COMMUNITY. PEOPLE JUST PERCEIVE YOU AS WHAT TOP40 RADIO SHOULD BE FOR ORLANDO.

That's exactly it. Top40 program directors have a tougher job than anybody else - with Urban or AOR you only have to select one type of music, but at Top40 we have to be on top of every single trend that happens in the world. We have to react to every type of fad, and that is tough. If you're on top of what's happening, then you have the audience. When one of the most popular players on Orlando's NBA team, Reggie Theus, was traded to the New Jersey Nets, we had him on the air so people could hear the story on our station.

DOESN'T NATIONWIDE HAVE THEIR PDs ALL PARTICIPATE IN A CONFERENCE CALL WITH EACH OTHER?

Yes, and it's one of the best things that Nationwide Communications does. I'm surprised more companies don't do it. We have a weekly conference call Monday afternoon, and you would be amazed at the things that come out of it. If Jerry Dean from KLUC in Las Vegas is doing a promotion in his market, I might recommend something that worked for us. When you put that brainpower together, it's tough to beat, because no one person can have all the ideas all the time. You just have to recognize a good idea and seize it. We try to encourage everybody on the staff to walk in with ideas.

WHAT ARE SOME OF THE CRAZIER PROMOTIONS YOU'VE PULLED OFF?

Mike and Alan had done a bunch of different bits, including trying to get on the cover of *Central Florida Magazine* - they even did a parody song to *The Cover of the Rolling Stone* called *The Cover of the Magazine* - and they accomplished the feat, getting their faces on the cover. Another one they wanted to do was "Let Mike and Alan play baseball for the Orlando Sun Rays." We did this whole week-long bit. Monday they called the manager of the team, Tuesday they called Pat Williams, the President of the Orlando Sun Rays, Wednesday they called the commissioner of Minor League Baseball, Thursday they tried out for the team, and Friday they had Pat Williams on the air. All we were going to do was have Mike and Alan be bat boys, but we staged it like a soap opera that you had to follow throughout the week. At the game Friday night Pat Williams got on the PA system and said he has this announcement from the Minor League commissioner: Due to the fact that Mike and Alan aren't under contract, they can't play. Of course the crowd booed! But Mike and Alan can be bat boys tonight - the crowd cheers - which is all they were going to do anyway. But instead of just telling everybody to come out and see them as bat boys Friday night, we made it a fun week-long promotion. We also set the attendance record for an Orlando Sun Rays game that night. Over 5,000 were in attendance, whereas the week before they had less than 500 people. Another great promotion was getting Mike and Alan on *Super Boy*. We figured this would be a 10-day bit project, but on the second day

the producers for *Super Boy*, who had been filming all night, were driving home and listening to us. Mike and Alan mentioned that they wanted to get on *Super Boy*, and the producers called in and said O.K. When those things happen you know that you're doing your job.

WHAT ARE YOUR SHORT-TERM AND LONG-TERM GOALS, BOTH FOR YOURSELF AND FOR MIX105.1?

Short term, I would definitely like to break that number one barrier again. We'll accomplish that, because we definitely have the staff and the ability to do it with the makeup of the market. Long term, I see myself as a general manager for Nationwide, or I could even see myself working as a consultant. With all the MIX stations across the country, I could probably be making a fortune. Based on our success, I think that there's a lot of money to be made out there being a MIX station.

BUT IT'S NOT FOR EVERY MARKET, IS IT?

The more competitive the market, the more room there is for it. The more competitive a market, though, the less likely you will be the number one station in the market. We really felt we weren't going to have those demos without a number one morning show, so we spent a lot of time putting one together. If you can't present something that's going to capture the market, you're less likely to be the number one or number two station. We still haven't found a morning personality for Houston, and it will take them longer to get off the ground in Houston until they find the people that can produce a number one morning show in the Houston market. It's going to be tougher for our station in Houston and 'RQX in Washington, D.C. to accomplish what we have so fast. Luckily, we were already the station that was number one come in the market. We blew that up to have better demos. Not many companies would be willing to take that risk. When you're starting this format and you're not already in a position of having those kinds of numbers, it's going to take you longer to accomplish the feat.

ANY WORDS OF ADVICE FOR PROGRAMMERS THAT MAY WANT TO JUMP ON THE ADULT TOP40 BANDWAGON?

Whether or not it's a good idea really depends on the makeup of your market. Too many companies think Adult Top40 stations should be boring, and that's the biggest mistake they make. Some AC stations do the same thing - "Hey, we can't do anything that causes people to react to the radio station" - and that's not true. The radio station should be musically exciting, but you can also excite people with promotions, with the fact that you're doing something for them. That makes a station fun to listen to. There are way too many boring radio stations across the country, stations that just sit back and think they can't offend anybody. So if you're going to do Adult Top40, do it right, or you're not going to achieve the success you're looking for. For radio stations to be successful they have to be tailored to the market they're in. It sounds easy, but so many don't do it. If you listen to MIX in Orlando and MIX in Houston, which are in the same company, there are some similarities in the approach, but musically there are a lot of differences - they're customized for Houston and we're customized for Orlando. The same thing applies for consultants. So many consultants come in and say, "What worked in one city should work here," and so every station they consult sounds the same as the one in the other city. Each one of the stations I consult is tailored to the city it's in. That's also one of the things that Nationwide has been successful with - tailoring formats for the city that we're in.



More ups, this time from WIXX-Green Bay, where APD JOE CRAIN has added MD duties to his already busy day. Current MD STEVE LOUIZOS steps down to concentrate all of his energy on his highly-rated night show.

The Domino Theory is in full effect in Houston, as STEVE WYROSTOCK checks in with THE EAR to announce the following changes at POWER104 (KRBE). Try to keep up... PAUL CUBBY BRYANT from WGH-Norfolk comes in for nites...Current nite jock SUZY WAUD moves to late nites...Current late niter DANCIN' DAVE WILLIAMS moves to middays...Current midday guy SCOTTY MAC comes off the air to become Commercial Production Director...Current CPD LARRY WHITT moving to Creative Services Director...Former CSD ERIC CHASE is pursuing those "other interests"...Overnite jock DAVE ANDREWS is also out looking... Both guys come highly recommended by WYRO. Call him and make him repeat all this stuff to you...

Former KFMQ-Lincoln MD/morning guy JOE SKARE switches allegiances and joins MAX MORGAN for mornings at KATT-Oklahoma City.

After last week's well-reported pantsing crisis at Alternative stalwart WHTG-Asbury Park, PD RICH ROBINSON is likely to be offed at any moment in favor of former WHFS-Washington PD MICHAEL BUTSCHER.

Meanwhile, down Savannah way, JERRY ROGERS, "The Southern Legend," is building a new 25,000-watt station just outside of town. So far, no one has complained about all the hammering and sawing noises...Also, RON McKAY has been named PD of Z102.

Speaking of guys named McKAY, the "HITMAN" is looking for a few good jocks. Rush those Ts & Rs to: "HITMAN"- 99.9KHI, 2301 Coastal Highway, Ocean City, Md. 21842. No Calls Please (he means it this time).

And speaking of 99.9, CLARKE INGRAM checks in with THE EAR to announce that HOT99.9-Allentown will be leaning in a more Mainstream direction, but will still emphasize some Dance product.

More format shifting is happening at Y104-Hattiesburg, as PD JOHN GATLIN announces a change to an Adult Top40 presentation, and is looking for the appropriate record service.

As reported last week right here, former KWOD-Sacramento PD WILLIE B. has turned up at KSAQ-San Antonio, where he'll be doing afternoons. Current PM Driver LEE CRUZE has moved to mornings. CRUZE is no stranger to wake-up duties in the Alamo City, having previously done mornings at crosstown KITY (Now Adult Top40 STAR93). Former AM Driver SCOTT K. JAMES has left the building.

THE EAR wonders if the current shift in direction at 92X-Coumbus is just a smoke screen until the *real* format change happens. Watch This Space!!!

Philosophical Differences This Week:

CAJUN KEN CARR, late nites at KXXR-Kansa City is out, as are morning sidekick RICK TAMBLYN and Promotions Asst. KATIE MORAN. You can reach CARR at (913) 642-2432. JENNIFER STARR, PD/MD at WWRB-Rebel Radio in Pittston, Pa. has left. She can be reached at (717) 825-8555.

Inbound This Week:

CADILLAC JACK, formerly of PIRATE RADIO, has signed on for nights at WAVA-Washington D.C. PD CHUCK BECK sez, "We're happy to have a



Watch for the WARNER BROS. re-service on JULEE CRUISE single *Falling* just in time for the new season of TWIN PEAKS! (Shown above, Laura Palmer, before and after)

disc jockey named after such a fine automobile come to Washington."

STEVE GRAHAM, former Programming Asst. at KEGL-Dallas, has flown across the street to 100.3JAMZ as Production Director.

TERRY YOUNG, "The Motormouth of the Motor City," flies south from WDFX-Detroit (The FOX) to take on nights at POWER98-Myrtle Beach, S.C.

TREVOR CAREY, MD at KKMKG-Colorado Springs, is moving across the Rockies to do nights at KWNZ-Reno.

And, of course, congrats to DENNIS REESE on landing the APD gig at Q105-Tampa (see page 3)

Looking This Week:

PD KEVIN GOSSETT, "the new guy" at Z103-Tallahassee, is looking for an aggressive morning show producer, so call him 73 times a day at (904) 386-5141.

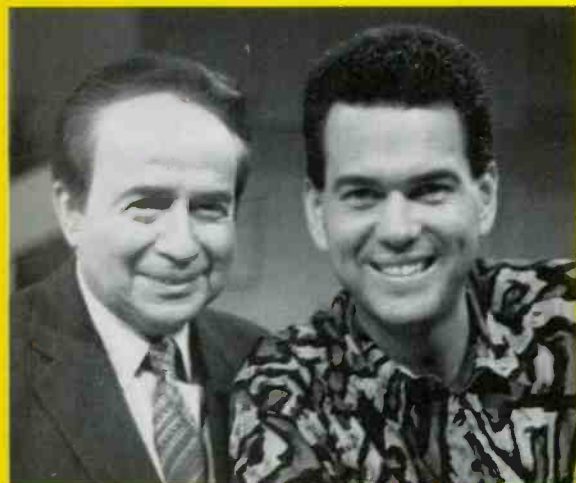
JIM PARKER, Afternoon Guy at WDJX-Louisville, is still employed at the station, but with management approval is seeking a major market airshift, or an opportunity to get into programming. Call him at (502) 968-3003.

RICH RANSOM, former KMEL-S.F. personality, is leaving his in-house consulting gig at KWIN-Stockton, and is seeking a PD or MD situation. Call Rich at (415) 586-3549.

GREG GEARY, former MD/Nite Jock at KZOU-Little Rock, is looking for new horizons to conquer...(job/opportunity/gig/occupation). We have his number here at HITMAKERS.

Turning to Maternity News:

Congratulations to LARRY CAMPBELL, President of THE RESEARCH GROUP, and wife JEANA, on the birth of their daughter MARY ELIZABETH on Sept. 21. Also salutations to POLYDOR Records Midwest Rep BRIAN SCOTT and wife TRACY on the birth of their son COREY, born Sept. 18th, and weighing in at a generous 10lbs. 11oz! Mom is not yet doing any heavy lifting...



102JAMZ-Orlando Afternoon Jock RICH STEVENS gets his shot at stardom this week by co-hosting the season premiere of the legendary JOE FRANKLIN show!! The longest running talk show on TV is shown on WWOR-Channel 9. Check your local listings! (Look, It's JOE & RICH) (photo by Craig I. Rosenberg 1990)

Well, the ever-mellow Jacor folks are at it again. This time, honors were done by WEBN-Cincinnati Dawn Patrollers Robin Wood, Eddie Fingers and Bob the Love Throb. The threesome seized control of the offices of a local UHF TV station, staging a "Send Money Or Die Telethon," and demanding \$1 million from five other local stations. The telethon was highlighted by an *Andy Griffith* marathon featuring an Aunt Bea eulogy, insightful discussion of the show's deeper relevance, and a local stripper running a tote board. Sadly, the telethon failed, and the new STAR64 (WSTR-TV) debuted.

Upped This Week:

Congratulations to HOT97-N.Y. MD KEVIN McCABE on his promotion to APD. The multi-faceted McCabe will continue to perform his MD duties.

DAN BOWEN, Promotions Director at WNCI-Columbus, is the man responsible for some of the most outrageous and "tasteful" stunts in the nation. In spite of that fact, he has been promoted to APD anyway.

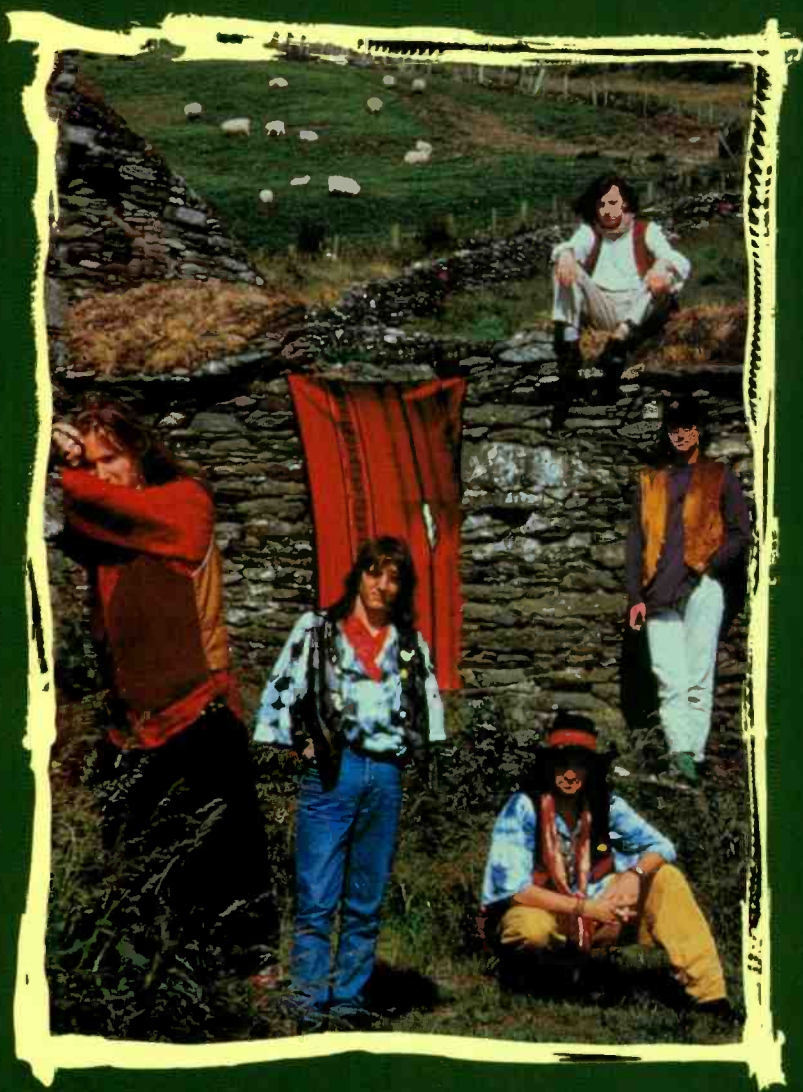
Speaking of guys who were upped this week (and you know how painful that can be), MIKE STONE, APD/MD of WPFM-Panama City, Florida, has been upped to PD.

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PET SHOP BOYS SO HARD

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