

I N S I D E :

**REAMS DROPS
ARBITRON LAWSUIT**

Citing substantial legal fees, time, and improved ratings, **Reams Broadcasting** withdraws its \$5.5 million racketeering suit against **Arbitron**.

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**VIRGIN BOWS NEW
REGIONAL LINEUP**

Virgin Records introduces its nine regional promotion representatives, who report to VP/National Promotion **Phil Quarataro**.

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USING AD DOLLARS WISELY

Mike Shalett examines several effective ways to reach record buyers, including late-night television.

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**PROS AND CONS OF MALE
18-24 DST**

Is the procedure — designed to increase the number of in-tab diaries — actually working against AOR? **Steve Feinstein** discusses the mixed results.

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**AC's MORE MUSIC/LESS
TALK TRADEOFF**

Don Imus, Jhani Kaye, Sam Church, and others debate the personality issue with **Mike Kinoshian**.

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**KLTY: FROM CHRISTIAN
TO GLADIATOR CHR**

KLTY/Dallas-Ft. Worth is deemed as both Contemporary Christian's "greatest step forward and greatest setback." **Brad Burkhart** tracks the events leading to its format switch.

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**EMERGENCY BROADCAST
TEST SCRIPT REVISED**

The FCC amends EBS copy to allow broadcasters to mention specific kinds of emergencies that may occur in their markets; the Commission also proposes higher power for FM boosters.

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GOLDMAN KEYNOTES

**NARM Probes Old,
New Issues**

By **Adam White**

New product configurations and old problems competed for attention at the 1987 NARM convention, which drew approximately 1700 music business attendees to Miami Beach's Fontainebleau Hotel February 13-16.

**Illegal Practices
Challenged**

The familiar convention topics were record/tape piracy and chart hyping, although both were tackled by speakers with



Elliot Goldman unusual candor. In his keynote address, RCA/Ariola President/CEO **Elliot Goldman** suggested that "the proper way" to confront illegally manufactured merchandise would be to iden-

**Condom Advertising
Sparks Radio Controversy**

Polarized Viewpoints On Policies, Attitudes

Responding to the US Surgeon General's recent call for broadcasters to air advertising for condoms as a preventive measure against AIDS, radio stations across the country are formulating policies on the matter. Few stations have begun running condom ads or PSAs, and when asked about their attitudes on the controversial subject, broadcasters' reactions were decidedly mixed.

Talk-formatted **WMCA/New York** began accepting condom advertising last week, and will run the spots at no charge for the next six months. **KSFO & KYA/San Francisco** is currently running PSAs as part of National Condom Week, and will follow owner **King Broadcasting's** policy of accepting condom ads. In Oregon, **KPNW/Eugene** is running a PSA on condoms and AIDS (see

accompanying story, Page 9). Several other stations, including **WAVA/Washington**, have been approached by prospective clients and will be making decisions on the matter soon.

In Los Angeles, **KABC's** announcement that it would accept condom ads resulted in a "Candid Phone" bit from **KIIS-AM & FM's Rick Dees**, who phoned **KABC's** traffic manager on-air. **KABC VP/GM George Green** has asked that **Dees** apologize on-air.

R&R contacted station representatives in all formats about their condom advertising policies. Although some said they would not even consider airing the ads, many sounded almost eager for time-buy requests. The majority of these respondents said the reason they had not already aired such ads is because they had not yet been approached.

CONDOMS/See Page 9

**KMET Rides The Wave,
Becomes KTWW**

Soft Rock/Jazz/New Age Mix; No Jocks; "Playlets"



Faced with declining ratings, **Metropolitan's KMET** kissed 19 years of AOR goodbye on Valentine's Day (2/14) and became **KTWW** ("The Wave"), a blend of soft rock, light jazz, and New Age music targeting adults 25-54.

The last hour of **KMET** was nostalgic, sprinkling vintage IDs from the late **B. Mitchell Reed** and **Tom Donahue** in between songs such as "Funeral For A Friend," "The Times They Are A Changing," and, ironically, "Rock 'n' Roll Never

Forgets." The **KMET** era ended at noon with the **Beatles' "Golden Slumbers"** message of "And in the end, the love you take is equal to the love you make."

Then another song with a significant lyric — "If You Love Somebody, Set Them Free" — kicked off a new format with several striking features:

- **No Jocks:** **KTWW** has no live announcers other than morning drive newscaster **Deanna Crowe** of cable television's **Financial News Network**.

KTWW/See Page 4

- **RCA/Ariola's Goldman** calls trades' sales charts easily manipulated
- **Goldman** also blasts retailers who handle pirate merchandise
- **PolyGram's Timmer** promotes compact disc video, and urges hardware/software cooperation

tify publicly any retail outlets found handling it, and cut off the sale of legitimate product to those stores until restitution is made.

Added **Goldman**, "And don't give me that bullshit that when you're buying product at 50%-75% off normal wholesale on a one-shot basis from an unauthorized source that you don't know it's stolen or counterfeit." The following day, outgoing **NARM President Roy Imber**

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**FCC Wants RKO
Licenses Stripped**

Cites "Deceit, Fraudulent Activities" **RKO** Disputes Charges

The FCC is taking a bold step in its long-running battle with **RKO** General by urging an administrative law judge to rule that the company is unfit to hold broadcast licenses.

In a scathing, 590-page report to administrative law judge **Edward Kuhlmann**, the FCC Mass Media Bureau says, "RKO has proven itself, over a substantial number of years and in a myriad of contexts, to be institutionally incapable of dealing with the Commission in a forthright, candid and truthful manner."

The report was filed last week in connection with a license qualification proceeding involv-

ing **RKO's KHLI-TV/Los Angeles**. The FCC staff asks that the beleaguered broadcaster be stripped of its broadcast licenses, saying **RKO** "by virtue of its deceit, concealment, fraudulent activities, and manifest contempt for the Commission's processes, has forfeited the privilege of remaining a commission licensee."

GenCorp Chairman **A. William Reynolds**, who oversees activities of the company's **RKO** subsidiaries, disputes the FCC staff's claim that it is unqualified to serve as a licensee. He admits **RKO** committed er-

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