

INSIDE:

WINTER BIRCH RATINGS ARRIVE

The first batch of winter '89 Birches are here, with these highlights among the tidings:

- Steady **WRKS** nearly knocks off **WHTZ** in New York
- **KPWR** leads L.A., but **KIIS** combo looks very healthy
- **WGCI-FM** stronger than ever in Chicago; **WVAZ** has great book
- **KMEL** ties **KGO** for SF lead; **KRQR** breaks AOR logjam
- **WUSL, WEGX, WMMR** in three-format scramble for Philly lead
- **WJLB, WJR** cruise as Detroit CHR race tightens
- **WZOU** gives **WXKS-FM** a run for the top in Boston.

Full results inside.

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BROADCAST AD TAXES ALIVE IN THREE STATES

Connecticut, Vermont, and Oregon lawmakers are presently mulling over new proposals to tax radio and TV ads. Despite loud and widespread opposition, the issue's still a live one.

Page 6

AFTER THE GOLD RUSH: STAYING ON TOP

Gold stations often debut with a flurry of excitement, but when the novelty wears off and the first down book appears, the urge to tinker with the format can lead to disaster and a quick format bailout. To avoid that first-down-and-gold-to-go syndrome, consultant **Walt Sabo** relates how to get by the format's most common pitfalls.

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AOR: BETWEEN CLASSIC ROCK & A HARD CHR

As if competition from Classic Rockers weren't enough, AORs are now grappling with the younger-demo threat from rock-oriented CHRs. AOR programmers who take the threat seriously propose some countermeasures.

Page 46

WEARING OUT YOUR WELCOME: A COUNTRY MORALITY PLAY

When a Country station "welcoming" an artist to a local concert dropped the act's record just before the show, a chain of unfortunate circumstances involving the promoter, label, and station brewed up quite a brouhaha.

Page 54

Newsstand Price \$5.00



Glew Promoted To E/P/A President

Epic/Portrait/CBS Associated Labels Sr. VP/GM Dave Glew has been named President of the labels. He will continue to report to CBS Records Division President Tommy Mottola.

"This move provides an appropriate structure for growth and innovation that will characterize the new era at E/P/A," said Mottola. "At the same time, it recognizes Dave's successful track record and our complete confidence in his ability to propel the labels to even greater prosperity."



Dave Glew

"I'm very happy that Tommy and (CBS Records Chairman) Walter (Yetnikoff) are giving me the chance to run this company," said Glew. "Things won't change as a result of the promotion. When I came into E/P/A nine months ago, we

GLEW/See Page 32

Pirate Radio Surprise Attack Clears Decks For L.A. CHR War

Rock-Slanted Format & Raucous Liners; Simon T VP/GM; KQLZ Calls

Five hours after the sale of **KIQQ (K-Lite)**/Los Angeles closed at midnight last Friday (3/17), Westwood One Radio Group VP/Programming **Scott Shannon** surprised the market by transforming the former Lite AC into **KQLZ (Pirate Radio 100.3-FM)**, airing what he calls "free-form rock and roll hit radio for the '90s."

Eric/Chandler Communications President/Managing Partner **Simon T** has been named **KQLZ VP/GM**.



Scott Shannon signs KQLZ/Los Angeles on the air at 5am Friday (3/17)

Competition Reacts

More dispatches from the pirate mothership — **Joel Denver's** CHR column reports:

- Comments from competitors
- Details of the sign-on
- Initial music monitor

Everything you wanted to know Page 42



Simon T

the prototype for rock & roll radio of the future.

"We've assembled an outstanding team of broadcasting pros to build America's next great radio station," he continued. "Simon T approached me early on and said that the Super Bowl was getting ready to be played in L.A. and he had to be part of it. I certainly appreciated his attitude, and took the necessary steps."

Westwood One Stations Group Exec. VP **Michael Kakoyiannis** told R&R, "There is no doubt in my mind that we are in the right place at the right time with the right team. **KQLZ** will capture audience from formats with listeners that are most reflective of Southern California lifestyles. Capturing audience is what it's all about ... after all, this is Pirate Radio."

Ferrari, Super Bowl, Gunfight Metaphors Fly

Westwood One Radio Chairman/CEO **Norm Pattiz** told R&R, "As far as I'm concerned, what we have here is a screaming Ferrari with no rearview mirror. It's exciting as hell. **Pirate 100.3-FM** may very well be

Dowling PD At KJOI

Twenty-two-year Washington, DC air personality **John Dowling** has been named PD at Easy Listening **KJOI/Los Angeles**. This will be his first programming job.

He told R&R, "Washington is such a staid, safe market. It's good to be in a place where there's going to be a lot of street talk with people watching each other. We've got the Beautiful Music franchise in Los Angeles. I would be amazed, astounded, and flabbergasted if we changed format."

DOWLING/See Page 32

Stern Protest Dwarfs DC Political Issues



The Washington, DC flap caused by local TV stations' refusal to air spots featuring **WJFK** morning man **Howard Stern's** voice mimed by a dwarf took some attention off the capital's hot political stories this past week. "Little people" actors, including Stern's alter ego in the commercial, **David J. Steinberg** (left), picketed Fox affiliate **WTTG-TV**. Stern was not present, but when a DC newspaper noted his absence and attributed it to a lack of concern for his Washington audience, he was concerned enough to label the reporter a "dickweed" on the air.

CHR Adds More Music

Page 36



waterfront

“CRY”

87P 110-7

When you play it,
say it please,
baby baby!

from the forthcoming Polydor album

“WATERFRONT”

(837 970-1/2/4)

produced by Glenn Skinner



© 1989 POLYGRAM RECORDS, INC.

On Polydor Compact Discs, Chrome Cassettes and Records

Apregan Elevated To VP/GM At KCBQ-AM & FM

With the departure of Eric/Chandler Communications Managing Partner and KCBQ-AM & FM (Eagle 105)/San Diego President/GM Simon T to the VP/GM slot at KQLZ (Pirate Radio)/Los Angeles, VP/Operations Jeff Apregan has been promoted to VP/GM of the Gold combo.

T, who remains as President of Eric/Chandler, told R&R, "Jeff has

been on the ground floor of building KCBQ. It's not only satisfying but a privilege to be able to promote him to his new position. I have full confidence in Jeff's abilities to continue to lead Eagle 105 into a successful future."

Apregan has been with the company since 1983. He told R&R, "I've been involved with KCBQ since our takeover in 1986, and the stations have been in a total turnaround situation since we took Country off the air and put Gold in its place. Billings have increased by 100% since our acquisition. It's up to me to see that we make our move to the next level of success, backed up by a great sales and programming team."

Morrison Takes OM Reins At WBVE

WLT1/Detroit Production Director Art Morrison has been named OM/morning personality at Country WBVE/Cincinnati. He joins the station April 6 and hits the air April 17.

Morrison succeeds PD Stan Campbell, who left to become KLAC/Los Angeles PD two weeks ago. Morrison also fills the morning void created when Larry B. exited WBVE in January.

WBVE VP/GM Neal Kearney said, "Art's perfect for the station at this point in our development. He's a great talent with fine operational skills who can also market the station the way it needs to be done."

Morrison has been in Detroit seven years, the last five at WLT1 after two at WDRQ.

KURTZ COMBO GSM

KJR Promotes Daniels To PD

Ten-year KJR/Seattle Production Director Klem Daniels has been upped to PD. He succeeds Rick Scott, who programmed the station in addition to his Group PD duties for owner Ackerley Communications. A Seattle native, Daniels has spent 12 years at KJR, where he has also served as an air personality.

In addition, WIOD & WGTR/Miami NSM MaryEllen Kurtz has been appointed GSM for KJR and sister KLTX. She succeeds Bob Hogan, who became GM of the combo two months ago.

Hogan commented, "As Ackerley Communications continues to purchase more radio properties, the responsibilities and expectations placed on Rick Scott as Corporate Programmer grow bigger and bigger. Klem is one of the most well-known and respected radio broadcasters in Seattle. He's the ideal person to take control of KJR."

Noted Daniels, "I grew up with KJR. I never thought I would have the chance to work here, let alone be the PD. It's the chance of a lifetime, and I intend to take full advantage of the opportunity."

Commenting on Kurtz, Hogan said, "If I compiled a wish list of qualifications, I don't think anyone could fit the situation and the staff at KJR & KLTX as well as MaryEllen. Her extensive experience will help take our sales efforts to the next platform."

DANIELS/See Page 32

Bass Exec. VP/GM For Tabu/Flyte Time



Billy Bass

Industry veteran Billy Bass has been appointed Exec. VP/GM at Tabu and Flyte Tyme Records, where he will be responsible for the artistic direction as well as the daily administration of the labels.

"Billy brings to us not only the vast wealth of expertise he's acquired through his years in the industry but also the knowledge and respect of the people he's worked with at CBS," noted Tabu President Clarence Avant.

CBS distributes Tabu and is partners with Avant, Jimmy Jam, and Terry Lewis in Flyte Time. CBS also distributes Chrysalis, where Bass spent eight years, most recently as VP/Marketing. Bass also worked at RCA and Motown.

BASS/See Page 32

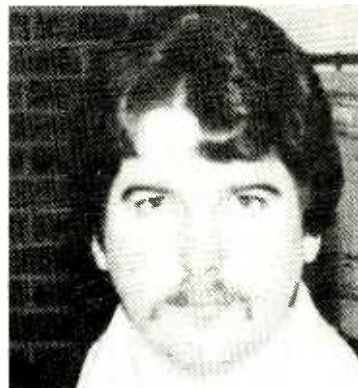
STEPHENS PD

Moos Moves To Station Manager At WEZW

Multimedia BM/EZ WEZW/Milwaukee Operations Director Bill Moos has been upped to the newly-created position of Station Manager, while Asst. OD Don Stephens has been named PD.

WEZW VP/GM Richard Washer commented, "I'm pleased to see Bill Moos receive recognition for 16 years of serving as WEZW Operations Director and morning air personality. In his new capacity, I know we'll see the same dedication to keeping WEZW one of the most respected sets of call letters in broadcasting."

Regarding Stevens, Washer ad-



Jim "Catfish" Prewitt

Prewitt Programs KHQT

KZFM/Corpus Christi OM Jim "Catfish" Prewitt has become PD at Anaheim Broadcasting's KHQT (Hot 97.7)/San Jose. He replaces Steve Smith, who left to program Emmis's KNGY (Energy 96.5)/Houston.

Anaheim VP/Programming Jeff Salgo told R&R, "We have a unique radio station with a unique blend of music. We needed someone who has a real feel, beyond the ordinary, for this music. We searched the country to find the right guy, and Jim is the one."

Prewitt, who formerly programmed WKXX (KXX106)/Birmingham and KITY/San Antonio, told R&R, "We've got a bit of rebuilding to do, and I plan to make the station a bit more mass appeal

PREWITT/See Page 32

Matthews OM At KJQY

Six-year WKLL & KEZK/St. Louis OM Neil Matthews has joined Westinghouse Easy Listening outlet KJQY/San Diego as OM. He succeeds Rich Barnes, who remains with the station in the news department.

Matthews told R&R, "Westinghouse is a great company with a fine industry reputation, and I look forward to working with them as we rebuild KJQY. I'll be examining the station's community involvement and will try to improve it. The station has great potential, and I think we can move to a better position in the market."

MATTHEWS/See Page 32

ded, "During his nine years with WEZW he has served as Asst. Operations Director and Promotions Director as well as midday air personality. I know Don will continue to keep the station at the forefront of the Easy Listening format and the Milwaukee radio community as PD."

Moos said, "I'm looking forward to the challenges of serving as Station Manager and helping to continue an 18-year tradition as a radio leader into the 1990s."

Stephens noted, "My goal has always been to become PD of a major radio station with a com-

MOOS/See Page 32

MARCH 24, 1989

RESEARCH OR GUT — AN AC DEBATE

One veteran AC PD is completely committed to music research, and provides guidelines, cost estimates, and reasons to test. Another experienced programmer uses his gut exclusively for music-picking purposes, substituting market instincts and listener input for a lavish research budget. Compare and contrast the two views — you be the judge.

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R&R is published weekly, except the week of December 25th, for \$235 per year, or \$425 for overseas subscriptions (US funds only), by Radio & Records, Inc. at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Ratings Report & Directory issues and other special publications. Refunds are prorated based on the actual value of issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Airplay/30, Parallels, Radio & Records, and Street Talk are registered trademarks of Radio & Records. © 1989 POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

'50s Label Pioneers Bennett, Bleyer Die

Liberty Leader Al Bennett, 62

Al Bennett, whose Liberty Records helped launch the careers of Eddie Cochran, Johnny Burnette, Bobby Vee, the Ventures, and the Chipmunks, died last week (3/15) at age 62.

Bennett joined Liberty in 1958 and later became its President and majority owner. One of his first signings was Ross Bagdasarian, who created the Chipmunks and named them Alvin, Simon, and Theodore after Liberty's top executives.

Other artists on the Liberty roster included Julie London, Vicki Carr, and Jackie DeShannon. In 1963, the label acquired the Imperial label, which had the Hollies, Johnny Rivers, and the Fats Domino catalog; jazz/pop label World Pacific; and Rivers's Soul City label, which had the Fifth Dimension. Bennett sold the Liberty group to Transamerica in 1971.

Bennett began his record industry career in 1947 at Decca Records in Nashville, where he eventually became a salesman. He crossed the street to Dot Records in 1952 and also opened a distribution house there. Following the Liberty sale, he founded Cream Records.

Cadence Chief Archie Bleyer, 79

Former Arthur Godfrey conductor and Cadence Records founder Archie Bleyer died Monday (3/20) at age 79.

Among Bleyer's biggest successes with the label were the Everly Brothers, whom he signed in 1956 and whose Cadence hits included "Bye Bye Love," "All I Have To Do Is Dream," "Wake Up Little Susie," and "When Will I Be Loved." Johnny Tillotson and Leny Welch were also launched.

Bleyer founded the label in 1954 after a long career with Godfrey's radio and television shows, and had a colossal hit in 1955 with Bill Hayes's version of the "Ballad of

Davy Crockett." Another early Cadence hit was the Chordettes' "Mr. Sandman" in 1955. He married the group's contralto, Janet Ertel.

Veteran record exec and current Sleeping Bag Records CEO Juggy Gayles reminisced, "Archie was such a good friend of mine. One day at lunch he announced he was leaving the business. I asked why, and he said he had always wanted to become a millionaire — and after the release of 'The First Family' [by comedian Vaughn Meader], he announced, 'I am now a millionaire.'"

Also attaining stardom on the Cadence roster was Andy Williams, whose Barnaby Records picked up the Cadence catalog when Bleyer retired and dissolved the label in the late '60s.

IRS To EMI Outside North America



EMI Music Worldwide recently signed an agreement for exclusive licensing of IRS Records product in Europe, while EMI Records UK has agreed to a pressing/distribution/sales contract with the label for the UK and Ireland. Pictured are (l-r) EMI Music Worldwide President/COO Jim Fifield, IRS Chairman Miles Copeland, and IRS President Jay Boberg.

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BROWNING TO PROGRAM

WHIO Changes To Country WHKO

After more than 25 years as a Beautiful Music station, WHIO-FM/Dayton changed to Country WHKO-FM at 7pm March 17.

WHIO & WHKO VP/GM Sam Yacovazzi told R&R, "There was a definite void for an FM Country station in this market. We've done extensive research over the last two years and all the results came back the same: Country.

"With our facility and knowhow we feel we can make a pretty good dent in this market and be a competitive radio station showing a lot of growth."

As a BM station, WHIO posted a 9.1 12+ Arbitron share and a 9.6 in the Birch, good for third in the market in both surveys. Though the station was strong both 35-64 and 25-54, Yacovazzi said the format switch was made with an eye toward future growth.

Present WHIO & WHKO OM Chuck Browning will program the Country outlet, to be known as the "All New K99.1 FM."

Both Yacovazzi and Browning have experience in the format. Yacovazzi changed KLZ/Denver to Country in the mid-'70s. Browning later programmed KLZ, though Yacovazzi had left by that time.

Jim Manley moves over from WHIO for mornings, with the rest of the staff remaining in place.

With the format change, WHKO becomes the only FM Country outlet licensed to Dayton. The fall '88 ARB shows a 9.2 12+ Country share, split between WONE (AM) with a 4.3; a 3.9 for WBVE, which is located between Dayton and Cincinnati and serves both markets; and a 1.0 for WPFB, which is licensed outside the metro.

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AMERICAN

★ **TOP40** ★

WITH SHADOE STEVENS

#1

WEGX FM PHILADELPHIA

WZOU FM BOSTON

KDWB FM MINNEAPOLIS

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN

★ **TOP40** ★

WITH SHADOE STEVENS

#1

KUBE FM SEATTLE

WBSB FM BALTIMORE

WBJW FM ORLANDO

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN

★ **TOP40** ★

WITH SHADOE STEVENS

#1

KXYQ FM PORTLAND, OR

WKRQ FM CINCINNATI

KBEQ FM KANSAS CITY

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN

★ **TOP40** ★

WITH SHADOE STEVENS

#1

WYHY FM NASHVILLE

WNCI FM COLUMBUS, OH

WGRD FM GRAND RAPIDS

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

AMERICAN

★ **TOP40** ★

WITH SHADOE STEVENS

#1

KJYO FM OKLAHOMA CITY

WGH FM NORFOLK

WPRO FM PROVIDENCE

Source: Arbitron Fall 1988 • Metro, Average Quarter Hour • Persons 12-34 • Exact Air Time

Strapped States Continue To Push For Ad Taxes

Connecticut, Vermont Are Frontliners In Fight

When Florida killed its short-lived advertising tax in December 1987, some observers felt broadcasters and their allies had won the ad tax war. However, in the 15 months since then 15 states have considered implementing some form of a tax on advertising. Among them: Connecticut, Vermont, and Oregon.

"We had hoped the Florida experience would provide a bright signpost for the states that an ad tax is a bad idea," said NAB Deputy General Counsel Barry Uman-sky. "Unfortunately, it hasn't worked out that way. We are constantly fighting the notion that radio and television are cash cows to be milked by anyone with jurisdiction."

Ad industry leaders blame the continued push for ad taxes on the increasing financial pressure being felt by state governments.

'Politician's Dream'

"An ad tax is a politician's dream," said American Association of Advertising Agencies President John O'Toole. "(Lawmakers) think such taxes will simply be passed on to consumers and the state will realize new revenues from taxpayers who don't recognize this as a new tax. What we have to do is convince the politicians they are playing with economic mayhem; that advertisers will reduce or cancel their ad budgets to compensate for such a tax and that will have a (negative) effect on their state's economy."

The current ad tax hot spot is Connecticut, where Sen. William DiBella (D-Hartford) started the ball rolling by introducing an ad tax to help pay for the state's anti-drug programs. DiBella's proposal, which would have extended Connecticut's 7.5% sales tax to the sale of airtime and print space, has been placed on the legislative back burner in the wake of a marathon March 7 hearing during which 88 witnesses testified against the plan.



WORLD CONFEREES — Some 200 broadcast executives from around the world gathered in Washington last week to discuss technical, legal, and economic issues at the Sixth World Conference of Broadcast Unions. In an action of particular interest to the US radio industry, the conference issued a statement expressing serious concern over an International Olympic Committee proposal to sell radio broadcast rights to the 1992 games. Speaking at a closing press briefing on Wednesday (3/15), Conference Chairman Albert Scharf of the European Broadcast Union said radio rights would be impossible to enforce since broadcasters who had not paid for rights could provide coverage of the games simply by placing a correspondent in the stands with a mobile phone. The Conference also reissued its call for a simplification of international procedures for the use of portable satellite earth stations or "flyaways" in order to make such systems more useful in radio and TV news coverage.

Pictured at a meeting with the press are (l-r) CBS Broadcast International GM Donald Wear Jr., Soviet State TV Commission Deputy Chairman Henrickas Yushkiavitchus, Radio New Zealand Director-General Beverley Wakem, and Scharf.

Sleeping Booty

But the Connecticut General Assembly hasn't abandoned the idea of taxing ads. The state House of Representatives is currently considering a measure to apply the 7.5% tax to all business services, including the creation of advertising. Governor William O'Neill (D) does not support extending the proposed business services tax to advertising.

Meanwhile, according to ad in-

dustry lobbyists, DiBella describes his "time and space" sales tax as a "sleeping but not dead" proposal that might yet be roused as Connecticut struggles to come to grips with a current budget deficit

of \$247 million and a projected 1990 shortfall of some \$880 million.

Nevertheless, broadcasters and their allies are cautiously optimistic they will escape this legislative session without the imposition of any sort of tax on advertising.

The Vermont House of Representatives is also weighing a proposal to apply a four percent business services tax to the ad industry. Proceeds of that levy would be used to fund a universal health care program.

Apple Pie, Motherhood & Ad Taxes

"Tying ad taxes to motherhood issues like drugs or health care seems to be a trend," observed Association of National Advertisers Exec. VP. Dan Jaffe. ANA legislative staffers expect the Vermont House Ways and Means Committee to hold a hearing on the bill sometime in the next two weeks.

In Oregon, a proposal to tax media outlets — including networks — based on the size of their audience appears to be stalled. The state's Department of Revenue, which originally championed the measure, withdrew its support in the face of loud complaints from the advertising and media communities. Ironically, passage of the measure would probably have resulted in lower taxes for some radio stations, including those in the Portland area, which derive a significant portion of their audience from other states.

FNN. At this time FNN's board of directors has not received or acted upon any definitive proposal. If and when a definitive proposal is received and accepted, an appropriate announcement will be made."

FNN turned down an "informal" buyout offer from Turner last year, but might be receptive to a new offer in order to stave off Nyks.

Infotech In Play, Turner New Player

Infotechnology, the holding company of UPI and Financial News Network, has been "in play" following last week's announcement that Dutch corporate raider Johannes Nyks was considering a takeover. Now comes word that Turner Broadcasting may be prepared to pay \$100 million to snatch up Infotech's 45% stake in the FNN cable TV and radio networks.

Turner spokesman Art Sando says TBS directors will meet Thursday "to review a plan" — but he would not elaborate on what that plan involves.

FNN said in a statement Tuesday (3/21) afternoon, "We have received and have been considering preliminary proposals for possible joint venture or business combination transactions involving



DC REPORT
PAT CLAWSON

More Smoke Signals Over Bush Veto?

Will President Bush veto the Fairness Doctrine bill headed his way from Congress? Maybe, according to Rep. Trent Lott (R-MS). Speaking Tuesday morning (3/21) at the American Advertising Federation's spring government affairs conference, Lott said, "I don't have any inside information on this, but I have a suspicion (Bush) might veto it."

Lott is the second lawmaker to send a smoke signal on the issue — but his conflicts with the message sent a few days ago by Sen. Slade Gorton (R-WA), who warned an NAB gathering that Bush may not veto the bill.

Both houses of Congress are currently weighing bills that would write the Fairness Doctrine into law. Similar legislation passed both houses in the last session of Congress only to be vetoed by then-President Reagan.

Asked if powerful Fairness Doctrine supporters such as Rep. John Dingell (D-MI) and Sen. Ernest Hollings (D-SC) would seek revenge against broadcasters if Bush vetoes the current bill, Lott said, "I don't see how they could . . . My understanding is that broadcasters have decided to live with some form of Fairness Doctrine . . . that they've taken a powder on this issue."

Batter Up For WCCO

Baseball baron Carl Pohlad says he's negotiating to buy WCCO/Minneapolis. The owner of the Minnesota Twins disclosed his interest last week during a live interview on Charlie Boone's show. He wasn't specific on whether he's interested in picking up sister station WLTE as well, but he's definitely got money to burn. Pohlad and corporate raider Irwin Jacobs head up an investor group that's making a \$43 million profit by selling Shaklee Corp. to a Japanese company.

Confer Louisiana Move Rumored

Is Kerby Confer about to make a big splash in New Orleans? Media biggies in the Crescent City — not to mention bankers and brokers all up and down the Eastern Seaboard — were buzzing Tuesday afternoon (3/21) over reports that Keymarket Communications is about to acquire WWL & WLMG/New Orleans for \$12.1 million cash. Confer and his sidekick, Donald Alt, didn't return phone calls, and combo GM J. Michael Early ducked our questions.

Westwood-Westinghouse Financial Marriage

Westwood One just clinched a \$95 million financing package from Westinghouse Credit Corp. to complete the purchase of KIQQ/Los Angeles. The deal includes a \$65 million revolving credit facility with an eight-year term and \$30 million of subordinated debt financing for ten years. Westwood President Bill Battison says \$56 million goes to buy the L.A. FM; the balance will be used for refinancing needs, working capital, and future station acquisitions.

Speed-O-Print Cashes Out

One big deal absolutely in the works is Speed-O-Print Business Machines Corp.'s exit from broadcasting. It's planning to sell WJYE/Buffalo to Williams Broadcasting Corp., and WLOE & WWMY/Greensboro to Mediacomm National Inc. No firm details on the price were available at presstime, but the company says it expects to pocket an \$8 million pretax profit. It bought the Buffalo property for \$3.85 million in 1985, and paid \$2.5 million for the Carolina combo in 1987.

TRANSACTIONS

Salem Sells NYC Ethnic AM For \$13 Million Cash

Deal Of The Week:

Arkansas

California

WNYM/New York

PRICE: \$13 million
TERMS: Stock purchase for cash

BUYER: Radio Vision Christiana Management Corp., owned by New York investors Luciano Padilla Jr., Angel Roman, and David Greco.

SELLER: Salem Communications Corp., owned by Edward Atsinger III and Stuart Epperson. They also own KFXA/San Francisco; KFXX/Delano, CA; KKLA/Los Angeles; KPDQ-AM & FM/Portland; KLFE/San Bernardino; KHAA-AM & FM/Port Sulphur, LA; KGNW/Seattle; KGER/Long Beach, CA; KAVC/Rosamond, CA; KCFO/Tulsa; KDAR/Oxnard, CA; WEZE/Boston; WRFD/Columbus; and KPRZ/San Marcos, CA.

FREQUENCY: 1330 kHz
POWER: 5 kw
FORMAT: Ethnic

KACJ & KAJJ/Greenwood

PRICE: \$175,800
TERMS: Escrow deposit \$20,000 with additional \$80,000 cash at closing. Promissory note for \$75,800 at seven percent interest over five-and-a-half years, payable in 12 monthly installments of \$1200 beginning six months after closing, then in 48 monthly installments of \$1470. Additional \$100,000 compensation due if FCC authorizes upgrade to Class C2 status within 18 months of closing.

BUYER: KZ Communications Inc., owned by Billy Thomas, Jerry Morris, Louis Schaaf, Larry Morrison, and Patricia Morrison. Thomas and Morris own KDEZ/Jonesboro, AR.

SELLER: Red, White & Blue Communications Inc.
FREQUENCY: 1510 kHz; 160.3 MHz
POWER: 1 kw daytimer; 3 kw at 300 feet
FORMAT: Country

KLZZ/Los Osos-Baywood Park

PRICE: \$1.4 million
TERMS: Cash
BUYER: Stratosphere Broadcasting L.P., headed by Clifford Burnstein of Hoboken, NJ and Peter Mensch of New York, NY.

SELLER: Diaz Broadcasting Co., owned by Eduardo Diaz.
FREQUENCY: 101.3 MHz
POWER: 4.79 kw at 1506 feet
FORMAT: Spanish

Colorado

KPAG & KRQS/Pagosa Springs

PRICE: \$160,000
TERMS: Escrow deposit \$5000; promissory note for \$155,000.
BUYER: Pagosa Communications Inc., owned by Daniel Anderson of Los Angeles.

TRANSACTIONS AT A GLANCE

**Deals So Far In 1989:
\$451,938,162**

**Total Stations Traded This Year: 243
This Week's Action: \$34,488,361
Total Stations Traded This Week: 39**

Deal Of The Week:

● **WNYM/New York \$13 million**

- KACJ & KAJJ/Greenwood, AR \$175,800
- KLZZ/Los Osos-Baywood Park, CA \$1.4 million
- KPAG & KRQS/Pagosa Springs, CO \$160,000
- WHYS/Ft. Myers, FL \$450,000
- WKWF & WAIL/Key West, FL \$1.4 million
- WOOP/Madison, FL \$400,000
- WFOY & WUVU/St. Augustine, FL \$3.53 million
- KCLN-AM & FM/Clinton, IA \$459,000
- KLEY & KZED/Wellington, KN \$575,000
- KOAD & KLQL/Luverne, MN \$50,000
- WJDQ-AM & FM/Marion-Meridian, MS \$1,678,053 for 50%
- WJFL/Vicksburg, MS \$80,000
- KMIS-AM & FM/Portageville, MO \$260,000
- KKBZ/White Rock, NM \$96,250
- WAHD/Wilson, NC (FM CP) \$10,000
- KGRL & KXIQ/Bend, OR \$1.91 million
- WANS-AM & FM/Anderson-Greenville-Spartanburg, SC \$1.75 million for 68.4%
- WTCB/Columbia, SC \$5.5 million
- WTNI/Hartsville, SC \$13,843
- KHSB/Brigham City, UT (FM CP) \$36,415
- WMMM/Ashland, VA \$95,000
- KFRS/Sumner, WA \$79,000
- WIGM-AM & FM/Medford, WI \$265,000 for 50%
- WRJN & WHKQ/Racine, WI \$740,000 for 75%
- KTKL/Casper, WY \$375,000

SELLER: Rod-Mar Inc., owned by Robert Roddy and Wayne Marcy.
FREQUENCY: 1400 kHz; 106.3 MHz
POWER: 1 kw daytimer, 250 watts at night; 160 watts at 1280 feet
FORMAT: AC; AC

SELLER: Asti Broadcasting Corp., owned by Bruce Micek and Kenneth Zerbe. The company also owns WEND/Bradenton, FL; WOJO/Royal Palm Beach, FL; and WWSS/Lynn Haven, FL.
FREQUENCY: 1350 kHz
POWER: 1 kw daytimer
FORMAT: Urban

Florida

WHYS/Ft. Myers
PRICE: \$450,000
TERMS: Escrow deposit \$22,500; total cash at closing \$140,000. Buyer assumes debts valued at \$310,000.
BUYER: Manna Christian Missions Inc., a non-profit organization headed by Peter Quinn.

WKWF & WAIL/Key West
PRICE: \$1.4 million
BUYER: Key West Radio Inc., owned by Justin Dimacchia.
SELLER: Family Radio Inc., owned by Ian Wheeler.

Continued on Page 10

Why traditional Old-School Brokers don't always deliver the highest price:

Old-School Brokers do not understand the complexity of financing deals in today's market. This produces buyers who may be willing to pay, but unable to finance, the highest price available in the market. Furthermore, Old-School Brokers often rely on old relationships for their pool of prospective buyers, which may exclude the up and coming broadcast companies willing to pay more.

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TRANSACTIONS

Continued from Page 9

FREQUENCY: 1600 kHz; 99.5 MHz
POWER: 500 watts; 100 kw at 991 feet
FORMAT: Nostalgia; CHR
BROKER: Chapman Associates

WOOP/Madison

PRICE: \$400,000
TERMS: Asset sale for \$300,000. Escrow deposit \$10,000. Additional \$40,000 cash due at closing. Five-year promissory note for \$250,000 at ten percent interest, payable in monthly installments of \$5312. Additional \$100,000 cash payment for noncomplete agreement.
BUYER: FM 103 Corp., owned by Levi Willis Sr.
SELLER: Ed Winton of Tampa, FL. He also owns WMLO/Havana, FL and has a 25% interest in WEZI-AM & FM/Germantown, TN.
FREQUENCY: 104.9 MHz
POWER: 3 kw at 300 feet
FORMAT: AC
BROKER: Millar Co. USA Inc.

WFOY & WUVU/

St. Augustine
PRICE: \$3.53 million
TERMS: Cash
BUYER: Sage Broadcasting Corp., headed by Leonard Fassler and Gerald Poch. The Stamford, CT-based company also owns WLVH/Hartford; WKHT/Manchester, CT; WNAQ/Naugatuck, CT; KMNS & KSEZ/Sioux City, IA; WTAX & WDBR/Springfield, IL; WBSM-AM & FM/Fairhaven, MA; WSGD & WKOL/Amsterdam, NY; WCDL & WSGD/Carbondale, PA; WACO-AM & FM/Waco, TX; and WRFB/Stowe, VT.
SELLER: Shull Broadcasting Co. Inc., owned by Doug Shull.
FREQUENCY: 1240 kHz; 97.7 MHz
POWER: 1 kw; 3 kw at 200 feet
FORMAT: AC
BROKER: Doyle Peterson & Associates

Iowa**KCLN-AM & FM/Clinton**

PRICE: \$459,000
TERMS: Stock purchase for cash
BUYER: Family Programming Inc., principally owned by Larry Fuhrer of Napierville, IL.

SELLER: Brian Byrnes of Hinsdale, IL is selling his 100% stock interest in Brisco Broadcasting Inc.
FREQUENCY: 1390 kHz; 97.7 MHz
POWER: 1 kw daytimer; 3 kw at 300 feet
FORMAT: Country; CHR

Kansas**KLEY & KZED/Wellington**

PRICE: \$575,000
BUYER: Johnson Enterprises Inc., owned by E. Gordon Johnson.
SELLER: Sumner Broadcasting Corp., owned by Edwin and Zora Hundley.
FREQUENCY: 1130 kHz; 93.5 MHz
POWER: 250-watt daytimer; 3 kw at 200 feet
FORMAT: AC; Beautiful
BROKER: Robert Ritter of Wood & Co. represented the buyer; Blackburn & Co. represented the seller.

Minnesota**KQAD & KLQL/Luverne**

PRICE: \$50,000
TERMS: Stock sale for cash
BUYER: Raymond Lamb of Fargo, ND.
SELLER: Luverne-Siouxland Inc., owned by James Herk of Phoenix, AZ.
FREQUENCY: 800 kHz; 101.1 MHz
POWER: 500-watt daytimer; 1 kw at 530 feet
FORMAT: AC; Country

WJDQ-AM & FM/

Marion-Meridian
PRICE: \$1,678,053 for 50%
TERMS: Stock sale for \$200,000 cash and ten-year promissory note for \$200,000 at ten percent interest. Buyer to assume debts totalling \$872,920. Buyer to drop claims against estate totalling \$405,133.
BUYER: Houston Pearce of Jasper, AL. He currently owns 50%.
SELLER: Betty Partridge, executor of the estate of Don Partridge.
FREQUENCY: 1240 kHz; 101.3 MHz
POWER: 1 kw; 100 kw at 580 feet
FORMAT: CHR

WJFL/Vicksburg

PRICE: \$80,000
TERMS: Escrow deposit \$15,000; ad-

ditional \$45,000 cash at closing. Buyer agrees to provide seller with \$20,000 of advertising time.
BUYER: Ronken Inc., owned by John Pembroke of Jackson, MS. He also owns WONG/Canton, MS and has a 50% stake in a company buying KJOP/Leemore, CA.
SELLER: Pepsi-Cola Bottling Co. Inc. of Southern Mississippi, headed by President Kenneth Brown.

FREQUENCY: 1490 kHz
POWER: 1 kw
FORMAT: Country

Missouri**KMIS-AM & FM/Portageville**

PRICE: \$260,000
TERMS: Inheritance; no cash consideration
BUYER: New Madrid Country Broadcasting Co., owned by Julie Sweet and Shelley Rudd, daughters of the former owner. They also own interests in WCBL-AM & FM/Benton, KY.
SELLER: Julie McCallum Sweet, executor of the estate of J. Shelby McCallum.
FREQUENCY: 1050 kHz; 106.3 MHz
POWER: 1 kw daytimer; 3 kw at 290 feet
FORMAT: Country

New Mexico**KKBZ/White Rock**

PRICE: \$96,250
TERMS: Stock sale for \$21,250 cash. Buyer obtained an option in November 1988 to purchase the stock after it provided a \$75,000 loan to finance construction.
BUYER: Dean Burns of Los Alamos, NM. He also owns KRSN/Los Alamos, NM and KGIW & KALQ/Alamosa, CO.
SELLER: Dawn Shaplant is selling her 51% stock interest in Torjaq Radio Inc.
FREQUENCY: 101.1 MHz
POWER: 3 kw at 300 feet
FORMAT: NAC

North Carolina**WAHD/Wilson (FM CP)**

PRICE: \$10,000
TERMS: Cash sale of assets
BUYER: Mega-Educational Communications Inc., headed by Oscar Eaton.
SELLER: Family Stations Inc., owned by Harold Camping. The company owns 18 radio stations, including KEAR/San Francisco.
FREQUENCY: 90.5 MHz
POWER: 3 kw at 300 feet

Oregon**KGRL & KXIQ/Bend**

PRICE: \$1.91 million.
TERMS: Asset sale. Escrow deposit \$50,000; additional \$1.29 million cash at closing. Promissory note for \$285,000. Buyer to assume liabilities of approximately \$200,000.
BUYER: Cascade Communications Corp., owned by former Group W Radio exec Michael Burnette of Scottsdale, AZ.
SELLER: Bruce and Teri Engel of Bend, OR. They also own KVAN/Vancouver, WA and KMJK/Lake Oswego, OR.
FREQUENCY: 940 kHz; 94.1 MHz

POWER: 10 kw daytimer; 100 kw at 1028 feet
FORMAT: AC
BROKER: Robert Ritter of Wood & Co.

South Carolina**WANS-AM & FM/Anderson-Greenville-Spartanburg**

PRICE: \$1.75 million for 68.4% control
TERMS: Cash. The buyer, a venture capital company, is converting a convertible note and exercising a stock purchase warrant to assume control.
BUYER: AT Capital Corp., headed by President David Zarnoch. AT is the venture capital arm of Ameritrust Bank.
SELLER: Degree Communications, owned by Atlanta radio consultant Kent Burkhardt and his wife, Patsy. They also own interests in KEYU & KEYI/Austin.
FREQUENCY: 1280 kHz; 107.3 MHz
POWER: 5 kw days/1 kw nights; 100 kw at 1010 feet
FORMAT: AC; CHR
COMMENT: Degree purchased this combo for \$7.15 million in February 1988.

WTCB/Columbia

PRICE: \$5.5 million
BUYER: Bloomington Broadcasting, headed by Tim Ives.
SELLER: Keymarket Communications, headed by Kerby Confer. The company also owns WNNK/Harrisburg, PA; KMMJ/Austin; WRLX/Hickory, NC; and WRVR-AM & FM/Memphis. Confer recently announced plans to acquire KOKE/Rollingwood (Austin), TX for \$600,000.
FREQUENCY: 106.7 MHz
POWER: 100 kw at 580 feet
FORMAT: AC
BROKER: Tim Menowsky of Communications Equity Associates.

WTNI/Hartsville

PRICE: \$13,843
TERMS: Escrow deposit \$768. Three-year promissory note for \$1775 at 12% interest, payable in monthly \$59 installments; additional three-year promissory note for \$800 at 12% interest payable in monthly installments of \$26.58. Buyer also agrees to lease studio and transmitter site for \$10,500 over five years.
BUYER: C&O Broadcasting Inc., owned by Sheryl Carr and Melissa Outlaw.
SELLER: Bell Broadcasting Co.
FREQUENCY: 1490 kHz
POWER: 1 kw daytimer
FORMAT: AC
COMMENT: Bell purchased this station for \$1875 in October 1988.

Utah**KHSB/Brigham City (FM CP)**

PRICE: \$36,415 cash
BUYER: Radio Property Ventures, a partnership of Burt Kaufman of St. Louis, MO; Dirk Her of Bridgeton, MO; and George Spicer of Glen Carbon, IL. The group also owns KXEG/Tolleson, AZ; KSHY/Cheyenne, WY; KBBX & KCGL/Centerville, UT; KXEN/Festus-St. Louis, MO; and KQXI/Arvada, CO.
SELLER: Harold Schwartz of Lady Lake, FL.
FREQUENCY: 100.7 MHz
POWER: 100 kw at 500 feet

Virginia**WMMM/Ashland**

PRICE: \$95,000
TERMS: Assumption of debt
BUYER: Calvary Communications Inc., owned by Wallace Heflin.
SELLER: Blue Ridge Broadcasting Inc.
FREQUENCY: 1430 kHz
POWER: 5 kw daytimer
FORMAT: Religion

Washington**KFRS/Sumner**

PRICE: \$79,000
TERMS: Asset sale for cash
BUYER: Phillips, Anderson & Lee Inc., owned by Tacoma, WA investors Maybell Phillips, Rev. Richard Anderson Jr., and Lawanna Lee.
SELLER: Mark Waldron, bankruptcy trustee for J3 Co. Inc.
FREQUENCY: 1560 kHz
POWER: 500 watts
FORMAT: AC

Wisconsin**WIGM-AM & FM/Medford**

PRICE: \$265,000 for 50%
TERMS: Ten-year promissory note.
BUYER: Bradley Dahlvig, the combo's sales manager and son of the seller.
SELLER: Joseph Dahlvig is selling his 50% stake in WIGM Inc.
FREQUENCY: 1490 kHz; 99.3 MHz
POWER: 1 kw day; 250 watts night; 3 kw at 311 feet
FORMAT: AC; Country

WRJN & WHKQ/Racine

PRICE: \$740,000 for 75% interest
TERMS: Stock sale by private placement
BUYER: A group of eight shareholders led by Patricia Collinson of Naples, FL and Nancy McGinty of Pepper Pike, OH.
SELLER: Vision Broadcasting Inc., owned by Anthony Gazzana. He is reducing his ownership of the company from 100% to 25%.
FREQUENCY: 1400 kHz; 92.1 MHz
POWER: 1 kw; 3 kw at 275 feet
FORMAT: AC
COMMENT: Vision purchased this station in November 1988 for \$3,665,000.

Wyoming**KTKL/Casper**

PRICE: \$375,000
TERMS: Asset sale for \$150,000 cash and \$225,000 promissory note.
BUYER: WEDR Inc., owned by Rex Rivers, E.D. Rivers III, Kells Faulkner, Lucy McCartney, and Georgia Salva. The company owns WEDR/Miami. E.D. Rivers owns interests in WGUN/Atlanta; WEAS-AM & FM/Savannah; KWAM & KRNB/Memphis; WGOV & WAAC/Valdosta, GA; WCTH/Plantation Key, FL; and WSWN-AM & FM/Belle Glade, FL.
SELLER: Wyoming Family Broadcasting Inc., a debtor-in-possession headed by Karen Loucks.
FREQUENCY: 106.9 MHz
POWER: 100 kw at 1833 feet
FORMAT: AC

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MANAGEMENT

38 Million Cellular Phone Subscribers By 2000?

With a predicted average annual growth rate of 26.6%, the Carmel, CA-based Paul Kagan Associates Inc. firm expects the number of cellular phones subscriptions to jump from 2.23 million in 1988 to just under 38 million by the year 2000.

Meanwhile, the population served via cellular phone is predicted to

increase from 1.2% of the total US population (or 248.1 million people) to 14% (279.5 million people).

As the ranks of subscribers grow, the cost (per subscription per month) is expected to decrease from \$92 in 1988 to \$68 by 2000. Kagan cites the declining price of portable and mobile phones, the development of "pocket phones," increased business use, and the dawn of digital technology within the cellular phone industry as the factors contributing to the phones' future growth.

Power: Use It, Don't Abuse It

Successful managers don't abuse their power, they use it. According to Jay Hall, President of the Woodlands, TX-based Telemetrics International company, successful managers get the most out of their corporate muscle by using the following four methods:

- They share power with less powerful employees. This is accomplished by extending decision-making to the individual most affected by decisions.
- They downplay their own power. Superiority is deemphasized in order to foster collaboration with co-workers who have less power. Promoting a sense of equality allows for a more constructive pooling of talents and resources.
- They use power for collective benefit. Power is not abused (used for personal gain), but used to make decisions that benefit the company as a whole.
- They practice restraint. Along with boosting morale, showing restraint encourages initiative and discourages excessive control. Successful managers don't walk around constantly reminding people about how much power they possess — they give others the opportunity to influence events and take credit.

FOUR RULES

Mastering The Art Of Delegation

One of the most important skills that any manager must master is the art of delegation. Clay Carr, author of the "New Manager's Survival Manual" (John Wiley & Sons), offers the following four rules for successful delegation:

- Give clear instructions. Indicate whether you're delegating the entire project, preliminary steps that must be checked with you before final action, or just certain limited tasks.
- Set a deadline. Specify the date that the job must be completed, or when you expect a progress report.
- Explain the consequences. Let your employees know exactly what will happen if the deadline is not met.
- Let them do the work. Unnecessary interference on your part can hinder progress and may adversely affect the results.



ARE YOU TALKIN' TO ME? — The RAB plans to grace the various stages of its upcoming conventions, meetings, and other organized events with the towering, seven-foot "Talkman" (pictured). Sporting the RAB logo, the tall and handsome attention-grabber interacts with curious passers-by, flashes a "Radio Delivers" message, and was donated to the organization by board member John Dille for use in representing the industry.

Misinformation Sources

Misinformation is as common to the workplace as coffee cups, but it usually stems from specific roots. According to personnel specialist Somerby Dowst, the primary sources of misinformation are:

Self-interest or bias. For example, an engineer may tell a PD something can only be done a certain way.

Wishful thinking. Salespeople may forecast huge, unrealistic sales volume.

Pyramiding. By the time information passes through several people, the original message is wildly distorted. A chain of communication — i.e., GM to PD to air talent — is fertile breeding ground for misinformation.

People who tell you what they think you want to hear. Yes-men are a hazard in any business.

The temptation (in yourself or others) to accept the easiest answer. The path of least resistance may be the most appealing, but it's often the least effective path.

However, there is a cure for the misinformation plague. Instead of asking questions that can be answered "yes" or "no," ask ONLY who-what-why-when-how questions, such as "Why can't the new lineup start this week?"

Saying Sorry Makes It Right

It's not always easy to apologize, especially in the workplace. However, a good apology can be a powerful managerial tool.

According to Bonnie Jacobson, Director of the New York Institute for Psychological Change, subordinates have more respect for bosses who apologize when apologies are warranted.

Why? Because there are few things more powerful than making people feel that you are not only listening to them (and understanding what they're saying), but also that you are capable of putting yourself in another person's shoes — and apologies do exactly that.

Persistence Pays Off In Sales

If you recite the childlike chant "if at first you don't succeed, try, try again" to most sales people, you'll probably get a "drop dead" look, or worse, in return. However, according to Impact Resources consultant Harry Spitzer, a whopping 89% of all sales to new accounts are made after the fifth call.

One reason for the delayed payoff may be because 65% of all sales calls are made to the wrong per-

son, says Spitzer. To remedy the situation, he advises sales people to get to the person who makes the buying decision, and not to leave the fate of the sale with secretaries and underlings.

Looking at persistence, Spitzer found that 48% of salespersons make one call and quit. A quarter (25%) make two calls and stop, 12% make three calls before quitting, and 15% give up after making four calls.

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DATELINE

• March 24-25 — 11th Annual Black College Radio Convention. Paschal's Hotel. Atlanta, GA.

• March 29 — Academy Awards. Shrine Auditorium, Los Angeles, CA.

• April 5-9 — NABOB's 13th Annual Spring Broadcast Management Conference. Saddlebrook Resort. Tampa, FL.

• April 9-12 — Broadcast Financial Management Association 29th Annual Meeting. Loews Anatole. Dallas, TX.

• April 10 — 24th Annual ACM Awards. Walt Disney Studios, Burbank, CA.

• April 10-11 — Soundata Music Trend Seminar & Conference. Arrowwood Conference Center. New York City, NY.

• April 19-23 — National Broadcasting Society, Alpha Epsilon Rho, 47th National Convention. Riviera Hotel. Las Vegas, NV.

• April 29 - May 2 — NAB 67th Annual Convention. Las Vegas Convention Center. Las Vegas, NV.

• May 3-4 — CMA Board Meeting. Amsterdam Hilton. Amsterdam, Holland.

• May 10-14 — National Association Of Independent Record Distributors & Manufacturers. Wyndham-Franklin Plaza Hotel. Philadelphia, PA.

• May 11-15 — American Women In Radio & Television 38th Annual Convention. Waldorf-Astoria. New York, NY.

• June 5-11 — 18th International Country Music Fan Fair. Tennessee State Fairgrounds. Nashville, TN.

• June 12-13 — 24th Burns Media Radio Studies Seminar. Westin Hotel. Atlanta, GA.

• June 17-23 — 1989 NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, IN.

• June 20-23 — NAB Summer Board Meeting. Washington, DC.

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Sting	Dave Clark
Robert Palmer	Tom Petty
Keith Richards	Pat Benatar

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For more information contact Ellen Davis at ABC Radio Entertainment Programming, 212-887-5118.

The Fab Four is produced for the ABC Radio Networks by Denny Somach Productions.

THE
FAB FOURTH

SALUTING THE 25TH ANNIVERSARY OF THE BEATLES IN AMERICA

abc ABC RADIO NETWORKS

WLLZ, WDET CO-SPONSOR SHOWINGS

Lennon's 'Ten For Two' Film To Debut

Produced and financed by John Lennon and Yoko Ono, but never released due to the deportation hearings then faced by the ex-Beatle, the movie "Ten For Two" will finally see the light of the big screen, thanks (in part) to the co-sponsorship efforts of Detroit radio stations WLLZ and WDET.

"Ten For Two" documents the John Sinclair Freedom Rally (held at Ann Arbor, Michigan's Crisler Arena in 1971), and takes its title from the then-leader of the leftist White Panther Party's arrest for

two marijuana cigarettes and the subsequent ten-year prison sentence he was handed.

The film features performances by Lennon and Ono, as well as in-concert footage of Stevie Wonder (with Wonderlove), Bob Seger (with Teegarden & VanWinkle), Commander Cody, Archie Shepp, Phil Ochs, the Up, and Allen Ginsberg. "Ten For Two" will be shown April 1-2 at two Ann Arbor theaters as part of a benefit for the non-profit organization MediaVision.

'ZINE SCENE

Elvis Tribe Found In Jungle!

As a public service to our readers, R&R is proud to peruse the week's periodicals — from the slick to the slimy — and encapsulate the top music-related stories, as follows:

A tribe that wears homemade Elvis Presley wigs and sings "Hound Dog" and "Blue Suede Shoes" just like the King has been found deep in the jungles of Brazil!

According to a "world-exclusive story and pictures" in the current issue of the *Weekly World News*, members of the tribe claim to have been visited by Elvis in 1981, four years after his death in 1977.

The natives say he told them to call him "King Elvis" and taught them to sing several of his greatest hits in English — a language they don't understand. (How the Big E knew their language is a question that remains to be answered.)

Dutifully impressed by the visitor who was apparently just passin' through, mam, the tribe's elders continue to don their impromptu coifs and either hop up and down



THE KING OF THE JUNGLE — Elvis Presley: call him the "Tiger Man."

or shake their hips from side to side while singing their letter-perfect renditions of the beloved entertainer's best-known tunes.

In the words of French anthropologist Henri Bonjean, who discovered the bizarre Elvis tribe, "It's the damndest thing I've ever seen!"

Popsicles, Chimpsicles

This week's *Star* reports that current popstar and future popsicle Michael Jackson has added a clause to his will stating that if he should die before his beloved chimpanzee, Bubbles, he wants the beast to be cryogenically frozen too. (After the chimp's death, of course.)

DIR TV Unveils 'Pay-Per-View' Concert Series

Ozzy Osbourne and the Bulletboys will kick off television's first regularly-scheduled "pay-per-view" concert series with a live broadcast from Philadelphia's Tower Theatre on June 4.

Offered by DIR Television's just-formed KBTv division, the series — slated to air the first weekend of each month — will feature a wide array of musical guests and is expected to reach 11 million households across the US.

DIR has been affiliated with the taping and broadcasting of live concerts since launching radio's "King Biscuit Flower Hour" in 1973, and has also been involved in the production of such filmed in-concert shows as the "Human Rights Now" special for HBO and the "Cinemax Sessions" series on cable.

TELEVISION

TOP TEN SHOWS
MARCH 13 - MARCH 19

- 1 *Roseanne*
- 2 *The Cosby Show*
- 3 *ABC Sunday Night Movie* ("The Women Of Brewster Place, Pt. 1")
- 4 *A Different World*
- 5 *Cheers*
- 6 *60 Minutes*
- 7 *The Wonder Years*
- 8 *Golden Girls*
- 9 *Who's The Boss?*
- 10 *Anything But Love*

Source: Nielsen Media Research

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

• **ELVIS IS BACK!** 11 years after his initial visit to the show, **Elvis Costello**, the beloved entertainer, returns to NBC's "Saturday Night Live" to provide some musical high notes for guest host **Mary Tyler Moore** (Saturday, 3/24, 11:30pm).

• **A TASTE OF OL' BUCK:** Original "Bakersfield Sound" technician **Buck Owens** takes it to the studio stage of PBS's "Austin City Limits." Cowpoke singing humorists the **Geez-inslaws** also perform (Saturday, 3/25, 9pm). PBS programming varies; check local listings for channel and air-time in your area.

• **DIANA'S DOIN'S:** Singer/actress **Diana Ross** will make her second appearance before the tell-all cameras of ABC's "Barbara Walters Special" to discuss past, present, and future career moves (Wednesday, 3/29, 9pm).



YO, DION! — The pride of Belmont Avenue joins host Pat Sajak on his late night journey beyond the valley of the vowels.



BUCK 'N' THE ODDS — Californy cowpoke Buck Owens contemplates sharing a soundstage with the Geezinslaws.

• **PHIL-ING THE GUEST LIST:** Little-known drummer and aspiring actor **Phil Collins** drops by "The Tonight Show Starring Johnny Carson" to sing and play for guest host **Jay Leno** (Tuesday, 3/28, NBC, 11:30pm).

• **FOUR PLAY SAJAK:** Guests scheduled to appear on CBS's "The Pat Sajak Show" include **Placido Domingo** and **Mel Torme** (Monday, 3/27, CBS, 11:30pm), **Mickey Gilley** (Tuesday, 3/28), and the rock-in' wanderer **Dion** (Wednesday, 3/29).

• **HAVEN'T ARSENIO BEFORE?** Pop vocalist **Martika** visits "The Arsenio Hall Show" for a little song and dance (Wednesday, 3/29, 11pm), and jazz group **Spyro Gyra** drops by later in the week (Thursday, 3/30). Check local listings for station in your area.

• **COCHRANE 'N' CONWAY:** Tapping vast pools of musical variety, NBC's "Late Night With David Letterman" features musical appearances by Canadian rocker **Tom Cochrane** (Wednesday, 3/29, 12:30am), and country crooner **Conway Twitty** (Friday, 3/31, 12:30am).

• **NIGHT TIME FOR THE RIGHT STUFF:** Singer/actress **Vanessa Williams** finds that the night time is the right time to discuss her musical career on "Later With Bob Costas" (Thursday, 3/30, NBC, 1:30am).

• **WHERE THERE'S HOPE, THERE'S LaTOYA:** Joining **Bob Hope** in his hourlong NBC "Easter Vacation In The Bahamas" special are **LaToya Jackson**, country thrush **Barbara Mandrell**, and **Andy Williams** (Saturday, 3/25, 8pm).

FILMS

WEEKEND BOX OFFICE
MARCH 17-19

- | | |
|--|--------|
| 1 <i>Fletch Lives</i> (Universal) * | \$8.0 |
| 2 <i>Leviathan</i> (MGM-UA) * | \$5.0 |
| 3 <i>Lean On Me</i> (Warner Bros.) | \$3.62 |
| 4 <i>The Rescuers</i> (Buena Vista) ** | \$3.60 |
| 5 <i>Rain Man</i> (MGM-UA) | \$2.8 |
| 6 <i>Skin Deep</i> (20th Century Fox) | \$2.6 |
| 7 <i>Chances Are</i> (Tri-Star) | \$2.51 |
| 8 <i>Bill & Ted's Excellent Adventure</i> (Orion) | \$2.50 |
| 9 <i>Police Academy 6: City Under Siege</i> (Warner Bros.) | \$2.3 |
| 10 <i>New York Stories</i> (Buena Vista) | \$1.6 |

* First Week In Release

** Rerelease

All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS: Opening regionally this week is "Slaves Of New York," based upon **Tama Janowitz's** best-selling novel of the demimonde surrounding Zoo York City's downtown art hustle. **Ex-Thompson Twin Joe Leeway** has an on-screen role, and appears on the film's **Virgin Records** soundtrack as well. Joining him on the ST are **Boy George, Ziggy Marley & the Melody Makers, Iggy Pop, Neneh Cherry, Public Image Ltd., Maxi Priest, the Ambitious Lovers**, and other acts whose presence is designed to evoke the artistic *ambiance*.

Also moving into wider release is "The Mighty Quinn," centering on the conflict between a Caribbean police chief's sense of duty and his sense of justice. The film's reggae-flavored **A&M** soundtrack boasts contributions from **UB40, the Neville Brothers, and Arrow**, as well as a slow-burning rendition of the **Bob Dylan**-composed title track by former **Black Uhuru** vocalist **Michael Rose**. *Smoke*.

VIDEO

NEW THIS WEEK

• **THE TEMPTATIONS: GET READY (MPI)**

Taped live in London, this hourlong in-concert collection spotlights the current lineup of **Motown's** hitmaking **Temptations**. The never-before-seen-in-the-US footage features the Rock and Roll Hall of Famers performing such smash hits as "Papa Was A Rolling Stone," "Just My Imagination," "My Girl," "Ain't Too Proud To Beg," "Can't Get Next To You," and many, many more. (Street date: 3/29).



THE STYLE REMAINS THE SAME — Members may come and go, but the Temptations have always been able to outsing, outdance, and outdress any group in sight.

SOUND LEADERSHIP FOR A SOUND AMERICA

GEFFEN RECORDS
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RICK LAWRENCE

INTERVIEW

Q: IS IT THAT BIG A DEAL?
A: ONLY IF YOU VALUE YOUR JOB!

SOME IMPORTANT "PROMOTIONAL CONSIDERATIONS"

Facts About Bumper Stickers

There are basically two kinds of bumper stickers used by radio stations these days. The screen-printed model (preferred) which we'll call the decal type, and a UV Clearcoat type produced by other companies (we'll call it a "label" type for our purposes). There's a world of differ-

ence in quality and a relatively small difference in cost. Rick Lawrance is President of Communication Graphics in Tulsa, probably the #1 producer of decals for radio stations in the US. His thoughts may prove of value to anyone currently contemplating a bumper/window sticker purchase.

Q: Rick, what's the difference between the two types of stickers described in our introductory paragraph?

A: It gets pretty technical, but it's mainly in the technology of the manufacturing process. Communication Graphics uses really heavy ink, almost like paint, that produces a very intense color. We print on a high quality vinyl with a very substantial peel-off backing. The "label" type of sticker is less substantial, the ink is thinner, and the process is much faster. That means the quality is hard to monitor and considerably less evident than on our product.

Q: What's the bottom line?

A: In a few words . . . fading, cracking, peeling and your station's image. Our decals look the

same in a year or two as the day they were affixed. The "label" types begin to deteriorate noticeably within a couple of months.

Q: Is this really that big a deal?

A: Only if you value your job. I'm only half kidding; I could relate some real horror stories about stations that planned entire ratings campaigns around their stickers only to have them unreadable one month into the campaign.

Q: OK, so a station's stickers fade a little after a while. Why is that important enough to justify the extra expense of screen printing.

A: It can be a lot more than just a little fading. The Cincinnati Reds were the Cincinnati Pinks one season, because somebody bought a couple of million "label" type stickers. Think about it. Stations spend lots of money researching the right colors for their target. The positioning is really fine-tuned these days. "Label" type stickers can be a full one-to-two color numbers off within a couple of months . . . and those cars don't disappear.

Those stickers look bad for years. That gives the impression that your station is dying a slow death. Your whole station image is literally riding on every sticker displayed in the market.

Q: It sounds confusing for the average promotion director, who's qualified in lots of areas, but not necessarily in the technicalities of printing.

A: That's a good point; here's a for-instance. Even if you buy a screen-printed decal you can easily be misled. That's why we strongly recommend buying from us - the manufacturer. And don't be fooled - there are a lot of guys out there with a phone and desk who claim to be manufacturers. We had Dun & Bradstreet run a check on some of them who pander to broadcasters. These guys broker out the jobs and add on their commission. Our salespeople, on the other hand, are highly skilled in printing techniques, creative concepts, and radio's needs. They're like consultants. Our people deal with broadcasters every day. We're members of the NAB. We even print the NAB membership decals!

Q: What are some other differences?

A: Well, we've got millions invested in our plant and we've spent tons of money on research. That's how we know our decals are better: we tested them. General Motors developed a process to test paint. We ran our decals and a "label" type competitor's product through the tests. This testing unit subjects the samples to the equivalent of a year's exposure to the elements. The results were really dramatic. The photos on this page are proof. Another thing: we inspect every decal as it comes off the production line, our competitors can't. It's physically impossible, because they're moving too fast. We also deliver our decals in neatly shrink-wrapped packages of 100. Did you ever try to keep track of stickers held together by a rubber band?

Q: Any other salient points?

A: Yes, have you ever had a "label" type sticker salesman try to talk you out of special designs, colors, or odd sizes? It's because they can't do them efficiently. Communication Graphics can do virtually anything with your decals. We've worked on some incredibly creative projects.

Q: You freely admit your stickers are more expensive.

A: Yes.

THE PROS SPEAK OUT

On Price vs. Value:

"If you're lowballing your prices, something's got to give. It's usually quality." — **Tori Smith, A.E.**
 Communication Graphics

On Who To Deal With:

"Communication Graphics is the manufacturer; we've got millions tied up in our plant, we're not going anywhere. Our reputations are at stake every day with broadcasters. We can't just up and disappear like a broker can if something goes wrong." — **Donna Albright, S.M.**
 Communication Graphics

YOUR PEERS SPEAK OUT

"It's especially sunny here. We use Communication Graphics decals and have never had a problem. The colors are vivid, the durability is outstanding and the stickers will probably live on into the next century."

— **Carey Curelop, PD**
 WYNF/Tampa

"Communication Graphics' quality is consistent. Every time a competitor of theirs has pitched me on a better price, the quality is terrible."

— **Ioannis, Visual Consultant**
 to Lee Abrams, SMN, etc.
 3rd Image Adv.

A HORROR STORY!

"We put a couple of million stickers into the market every year over a two-month period and had always used a screened product. Then my predecessor decided to try to save some money and went with a "label" type product. They were completely faded in a couple of months. That person is no longer here and I'm not about to repeat the mistake."

— **Doug Brennan, PD**
 KNIX/Phoenix

Q: How much more?

A: Usually about ten percent or less, but our salespeople are all aware of some great cost-cutting measures and make no bones about letting stations take advantage of them.

Q: Give us an example.

A: Here are two. Our decals are much sturdier . . . thicker, so when the listener picks one up they really do only pick one. There's less waste because the listener doesn't inadvertently take two or three. The other economy tip is this: ever notice

how a lot of stickers have a couple of inches of border surrounding them? That's because the "label" type companies can't economically cut to size. We do, so there's no excess - and that saves you money.

Q: Care to leave our readers with a last thought?

A: Sure. If you really care about your station's image, you'll do something about it. Call us at (800) 331-4438. We'd love to talk with you about our favorite subject . . . helping you properly promote your station's image through decals!



In a General Motors developed test, stickers are aged the equivalent of one year's exposure to the elements. The top sticker was produced by Communication Graphics, the bottom by another company. As you can see, they appear identical "off-the-press."



After the test, the equivalent of a year in the weather, note the peeling, fading and cracking in the "label" type product (left). The Communication Graphics decal (right) still looks great.

THINGS TO LOOK FOR	Communication Graphics	Other Companies
■ Expert art consultation	X	
■ Free sketch service	X	
■ Computer generated art	X	
■ Unique non-standard sizes	X	
■ Production without design restriction	X	
■ Fade resistant, automotive pigmented inks	X	
■ Neat, shrink-wrapped packaging	X	
■ Quality control, 100% inspection	X	
■ Cheap		X

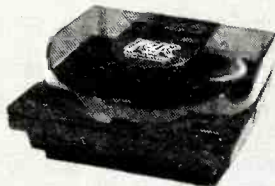
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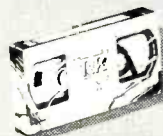
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Wolfman Jack & Catfish Crouch - Live nude show
Ron Chapman - Soliciting money for nothing
Bob Rivers - 300-hour marathon during Orioles' losing streak
Charlie Van Dyke - Final show, KHJ, 1975
Charlie Tuna - First day back, KHJ, 1975
Jack Armstrong - Shouting up a storm on 13Q/Pittsburgh in '73
Les Garland - Live from R&R Convention '88
Soupy Sales - Final show on WNBC

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OVERVIEW

LIFESTYLES

Tapping Teenage Buying Power

America's teen population spends an estimated \$30 to \$79 billion per year. Furthermore, US teen-watchers have seen a 20-year, 175% increase in total personal spending by America's teenagers — despite a 13% decline in the nation's teenaged population during those same two decades.

So what do America's teens spend their billions buying? Recorded music (75%) is the third most popular purchase item, trailing only casual clothing (90%) and athletic shoes (80%). When teenagers shop for themselves, 80% buy prerecorded audio tapes, 77% purchase hit singles, and 74% buy albums or compact discs, according to six recently-published studies on teenage spending.

Five Conclusions

From these combined reports, the following five conclusions (programming and marketing hints) can be drawn:

- **Recognize the differences between teenage boys and girls in regard to where they shop and what they buy.** While girls prefer to shop at malls and boys prefer to shop at chain stores, females remain more likely to purchase apparel, and boys are still more likely to buy sporting goods or electronics equipment.

However, female teens are more likely than males to buy a record, CD, or tape, as 76% of girls aged 13-15 spend for the items, compared to 71% of boys aged 13-15. Similarly, 81% of females aged 16-18 are buyers of recorded music, compared to 79% of the males aged 16-18.

- **Target the teens who do the family's grocery shopping.** These folks are primarily (57%) female, are an average of 15.5 years old, and 81% are regular FM radio listeners. Within the coming year,

Teen Purchases: The Top Five 'Wish List'

Wheels — namely, cars and trucks — top the list of "big ticket" items that America's teenagers plan to purchase within the coming year. As for the other four items that most US teens are eyeing for ownership, check the chart below:

Item	Percent Planning To Buy
Cars/Trucks	32%
Stereo Equipment	22%
Vacation/Travel	19%
Jewelry/Watch	18%
TV/VCR	14%

Source: Impact Resources

40% of these young people will buy a car, 32% will buy stereo equipment, and 27% will buy a television or VCR.

- **Don't treat teens like a bunch of kids.** Teens perceive themselves as intelligent (74%) and influential (52%) shoppers. Furthermore, they not only appreciate quality, but also are more willing than adult consumers to pay extra for it, according to the studies.

- **Recognize and appreciate the security concerns of teens, as well as their tendency to experiment.** Teens are often torn between the peer pressure to conform (by buying "in" products and services) and the desire to rebel (by buying new and different items or brands).

- **Be aware that adult trends filter down to teenagers.** For example, the direct mail phenomenon that started with so-called "yuppies" has been successfully tailored to teens. One-third of America's teenagers report shopping from a catalog within the past year, and 25% placed a mail/phone order.

The Statistical Search For '100% Americans'

Do you think that Elvis Presley was the most exciting figure in history? If so, you are among the 3% of Americans who feel that way about the Big E, according to Daniel Weiss, author of "100% American" (Poseidon Press).

In his book, Weiss lists some of the statistics that shape and reflect how we live, love, work, and play (among other things). Fifteen of those facts — chosen from areas of particular interest to R&R readers — are mentioned below:

- **Rock music?** 38% of Americans dislike it.

- **Music lessons?** 91% of married Americans think that learning how to play a musical instrument is something that you'll always be glad that you learned how to do.

- **Sex?** Of the American wives who select different locations to make their sex lives more interesting, 19% choose the outdoors.

- **Booze?** 17% of us have downed a beer within the past 24 hours.

- **Appearance?** 99% of the nation's women and 94% of its men would change something about their looks if they could. (Interestingly, 68% of Americans do not enjoy others noticing and commenting on their appearance).

- **Paranoia?** 67% of Americans think that files are being kept on them for unknown reasons.

- **Movies?** During the past month, 34% of the nation has seen a movie in a theater.

- **Dating?** 31% of American women think that a man should pay for every date.

- **Dinner?** In an average week, 35% of us will go out for dinner at least once.

- **Snacking?** 14% of Americans eat snacks "all day."

- **Dental care?** 12% of us have 17

or more dental fillings.

- **Newspapers?** 61% of us read a newspaper daily.

- **Pets?** Dogs are in 39% of American households, and cats are in 23%.

- **Runners?** 70% of us own running shoes, but do not run!

- **Advertising effectiveness?** 96% of the nation's school children can identify Ronald McDonald (a figure that's second only to Santa Claus).

Laptops Tops In PC Sales

Sales of portable personal computers — commonly called "laptops" — soared to 568,000 units last year (a 42% increase over 1987's figures) to become the hottest-selling PCs on the market.

Among the many laptop makers, Zenith had the two best-selling models and the largest estimated market share (25%) in 1988, according to Dataquest Inc.. Toshiba, which also had two models among the year's six top-sellers, claimed 22% of the total estimated market.

As for 1988's hottest-selling models of laptops, check the chart below:

Laptop Maker	Number Shipped To Computer Dealers
Zenith Model Z-183	77,000
Zenith Model Z-181	68,000
NEC MultiSpeed	55,000
Toshiba T1000	51,000
Toshiba 1100 Plus	46,000
GRiD GRiDcase	32,000

Source: Dataquest Inc.

CHRONICLE

Born To:

Elektra recording artists **Jeff Walls** and **Rhett Crowe** (of **Guadalcanal Diary**), daughter Lillian Ivy, March 1.

National Music Marketing President **Joe Grossman**, wife Susan, daughter Sari Asher, March 2.

WYHY/Nashville Production Director **Bumper Morgan**, wife Kim, son Christopher James, March 4.

WIXX/Green Bay MD **Michael T**, wife Laurie, daughter Taylor Ann, March 5.

Geffen recording artist **Steven Tyler** (**Aerosmith**), wife Teresa, daughter Chelsea Anna, March 6.

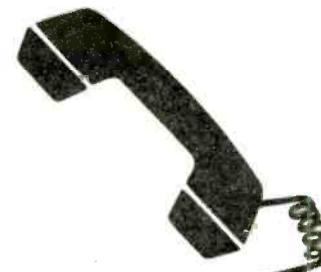
WKSQ/Ellsworth, ME PD/air talent **Tim Moore**, wife Peggy, son John Patrick, March 10.

Condolences:

Dallas-area broadcast management veteran (**KBOX, KRLD, KOAX**) **Irene Rannels**, age 68, February 17.

WRXB/St. Petersburg, FL MD **Jim Murray**, age 50, March 12.

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- involves your listeners and puts them on the air and *on the line* with Rick Dees!
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- features interviews with the hottest contemporary artists!

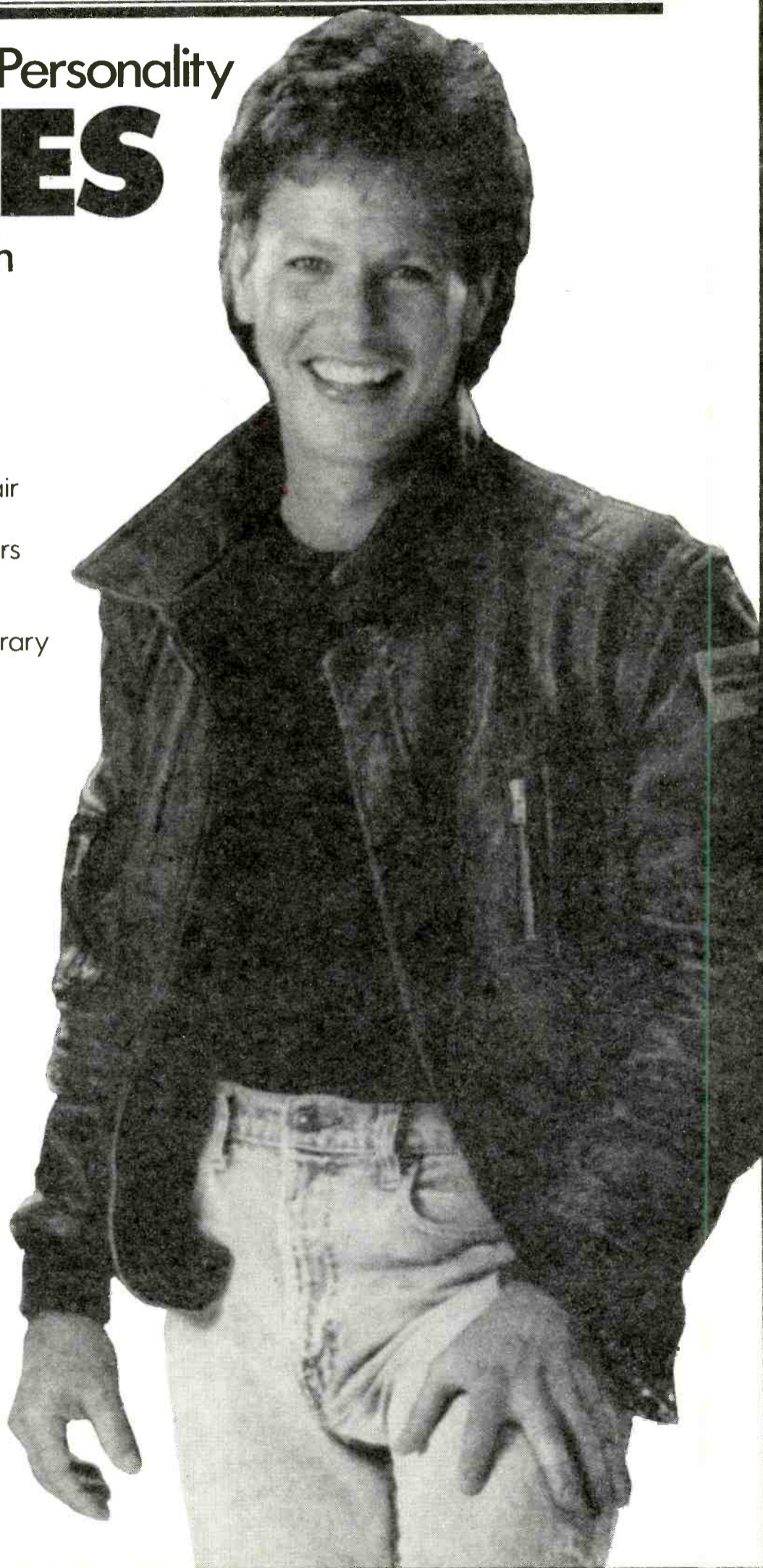
ON THE LINE

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STREET TALK®

Glass, Jenner: Near Done Deals

British conglomerate **Thorn-EMI**, which owns EMI and **Capitol Records** domestically, has purchased a 50% interest in **Chrysalis Records**, with official word forthcoming any minute. Several other suitors had been wooing the label, including **BMG**, **WB**, and **David Geffen**, who already owned a 10% stake.

Now that the future of Chrysalis is pretty well set, clearing the way for Chrysalis VP/Promo **Daniel Glass** to complete his deal to run the promotional efforts of **SBK Records** (also an EMI acquisition), will Glass continue to have input at his former label? Meanwhile, who will Chrysalis President **Mike Bone** hire to run his promotion department?

Rumors of **Arista** Exec VP/GM **Don Jenner's** departure are stronger than ever. Insiders say it's a "done deal" that he'll soon be named President of **Columbia Records**. Jenner's right hand, **Mike Corbett**, has already resigned from Arista and will soon join Big Red in an A&R capacity.

This leaves a major vacancy for Arista President **Clive Davis** to fill. ST hears that **Elektra** marketing honcho **Hale Milgrim** has received an offer. Will he take it?

Pirate Radio Shocks Listeners

A few hours before **Pirate Radio** (see Page 1) signed on (3/17), engineers took **K-Lite (KIQQ's Transtar "Format 41"** off-air briefly to test the audio chain. So shocking was the segue from **Carpenters** to **Guns N' Roses** that one listener even faxed KIQQ, alerting them that the police had been called.

As ST went to bed, Pirate Radio was still devoid of commercials, traffic, and contesting as well as any jocks using their real names. (Shannon is going under ST's moniker of choice, **Bubba The Love Sponge**.)

So far, there have been no on-air references at **KIIS-FM** about the new station. However, ST has learned that **Rick Dees** called all the KIIS jocks at home for a pep talk.

Over at **Power 106**, morning zookeeper **Jay Thomas** goofed on Pirate Radio's recorded liner ("The mothership has landed . . .") with his own "The motherload has landed . . . in the bathroom" (toilet flush sfx).

In the meantime, market-leading AC **KOST** has been on-air actively welcoming all former K-Lite listeners.

And . . . if you wanna get a first-hand listen to Pirate Radio, call (900) 990-8000. It'll cost you a dollar (or as our Editor says — incessantly — a buck-an-ear) for the first minute, beginning next Monday (3/27).

Look for former **Olympic Broadcasting** President **Ivan Braiker** to announce a multi-

format satellite network around the beginning of April. Programming will be handled by consultant **Rick Sklar**, who told ST that the net will be free of commercial requirements from affiliates. No word on formats, but Sklar said the web will be "label-friendly" — meaning records will be back-announced — and that he will expose some new artists.

Sklar is also in the middle of working with **CHR WYDD/Pittsburgh**. Look for some sort of format adjustment to take place in the next several weeks.

KLOL/Houston staffers were stunned to learn that MD **David Sadof** had been let go Tuesday (3/21). Veteran APD/personality **Dayna Steele** will assume the MD duties.

Vaughn Thomas, who left his VP/Urban Promo slot at **Geffen** when **WB** assumed those duties in-house, has announced the formation of his own independent marketing company. Thomas is a knowledgeable veteran who should do well. Call him at (818) 505-1905.

As ST went to press, we learned that **WPHR/Cleveland** PD **Steve Kelly** — whose wife **Barbara** had a baby girl, **Carrie Ann**, last week (3/16) — has been turfed over philosophical differences, despite steady ratings increases. MD **Cat Thomas** has been named interim PD. Contact Kelly at (216) 238-1232.

Also in Cleveland, former **KOY (AM)/Phoenix** PD **Denny Nugent** is now the PD at Country combo **WGAR-AM & FM**.

Z95 Leaks Madonna LP; WB To Take Action

Z95/Chicago OM **Ric Lippincott** got a copy of the new **Madonna "Like A Prayer"** LP, which he began airing late last Wednesday (3/15) — two days ahead of planned distribution to radio — much to the annoyance of **WB** and crosstown **B96** PD **Buddy Scott**. Owing to the timing of the leak, WB couldn't service the market until the following day, but claims it faxed a cease-and-desist order to the station and tried unsuccessfully all evening to reach Lippincott and PD **Brian Kelley** by phone.

Lippincott told ST he never received the fax and that he didn't think the C&D was a legal court order, just a strong request from the label. A hand-delivered C&D was ignored until later that next afternoon, when **Cap Cities/ABC Group II** President **Norm Schrutt** instructed him to comply.

The source of the leak is as yet unknown, and Lippincott vows to protect his source.

Continued on Page 23

Who's Across Town from POLLACK . . .
and **WINNING?***

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December 6, 1988



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the
most
important
moment
in his
life.

● **Soe's toes
shot off by
snatch gang**

**USED TO
LOVE
HER**

A joke, nothing more.
Actually, I'm a loser. Still.

THE SEX, THE DRUGS AND THE ROCK 'N' ROLL
THE SHOCKING TRUTH



Ladies, welcome to the stage



"PAT"

YOU'RE CRAZY

PATIENCE

To try to keep it, but it
comes and goes.



MILLI

Ever been unjustly hassled by someone with a gun and a...
...stolen...
...to a...
...you don't belong here by an...
...speak English? Hopefully...
...not, but have you ever been

Wife-beat around fo

**QUES EX-WIFE,
ok my sperm
t permission"**

- I lost my home
- Stab by ex-wife
- Work dried up

A song originally written acoustically right after the band was signed to Geffen Records, only to be transformed in rehearsal, and live, into the version heard on *Appetite for Destruction*. Now it's been taken back to its original pace, though it has remained electric. None of which has been done for better or worse... only for the sake of something to do. (We do what we want.)

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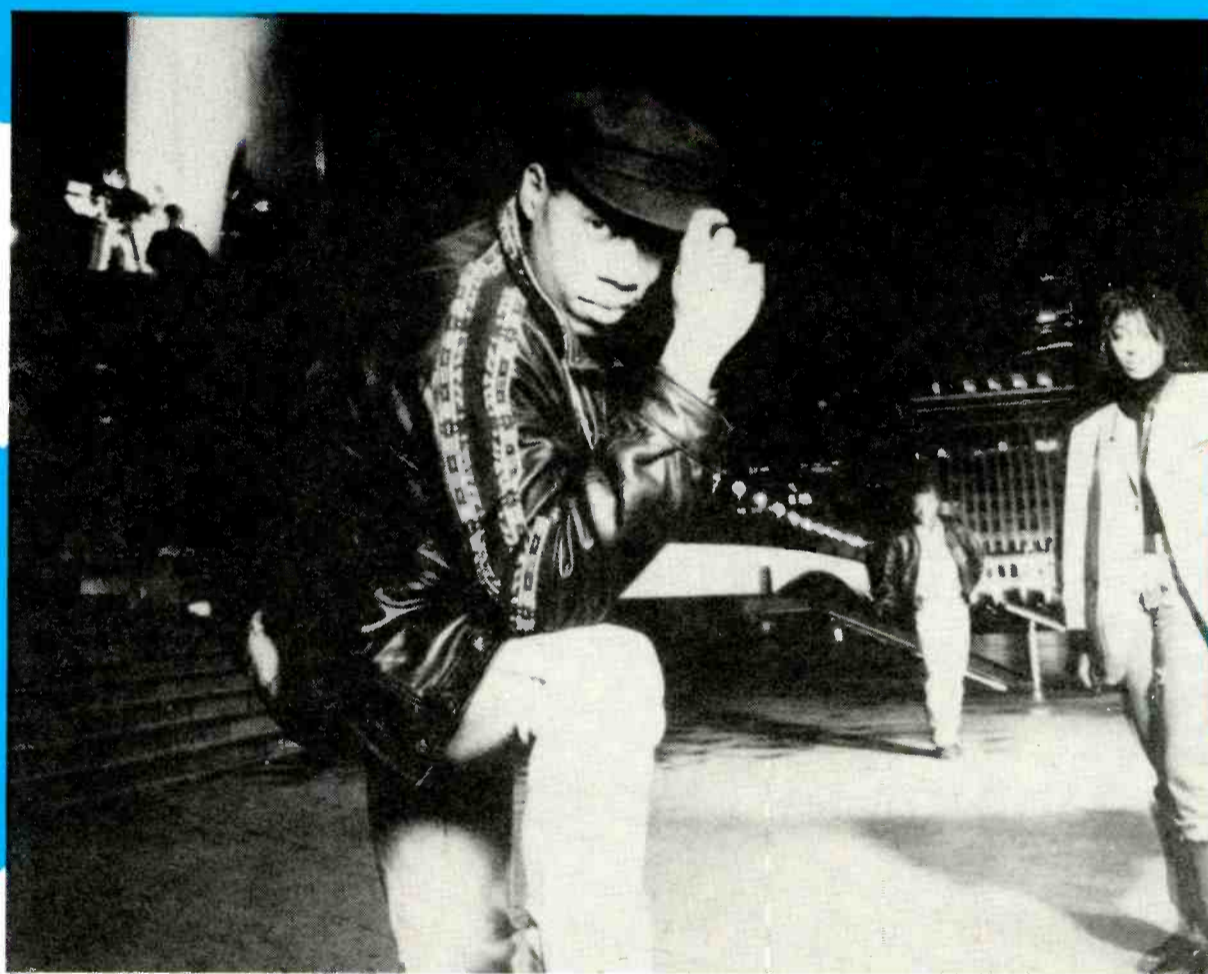


Virtue Has Its Rewards.

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FROM THE LP “ROACHFORD”
(FE45097)

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THIS WEEK AS AN  HIP CLIP
-- WATCH FOR IT!



STREET TALK®

Continued from Page 18

While no one at WB would say what action would be taken beyond a halt of all business relationships, ST has learned that legal measures have been instigated and are indeed being pursued.

ST hears that **KTWV/Los Angeles** Asst. PD/MD **Chris Brodie** has the inside track on the "Wave" PD slot.

WXYV/Baltimore has officially upped weekender **B.J. Lewis** to MD, reporting to PD **Roy Sampson**.

Lisa Velasquez has left her national promo post at **RCA** to become National Singles Director at **Island**.

IRS To Double Promo Staff

Look for the current **IRS Records** promo staff of four to be expanded to eight. NY rep **Karen Lee** is moving to Boston, leaving an opening in the Big Apple, while **Robb Ellis** comes from **Geffen** to work IRS Midwest Regional out of Minneapolis. Also in the Midwest, IRS scoops up **Elektra** marketing rep **Dee Murray**, who'll work the same arena, based in Chicago. IRS is still looking to fill a regional promotion slot in Atlanta.

Incidentally, IRS will no longer be servicing radio with promotional vinyl. All IRS promos will be on CD or cassette, unless, by special request, you must have a vinyl fix.

Uni Records has opened a Nashville office devoted solely to "discovering new rock acts." It'll be headed by **Teresa Ensenat**, who worked in **Geffen's** A&R department and is married to singer **Steve Earle**.

WNSR/New York Promo Director **Doug Knopper** will soon exit the **Bonneville AC** outlet to join the SF office of **Chiat/Day** as Account Supervisor/Special Events Manager, working with stations around the country on various promotions. **WNSR** is seeking a "killer" Promo Director to replace Knopper — the man who helped orchestrate the station's \$250,000 New Year's Eve Times Square laser show.

Who will replace OM **Jim Prewitt** at **KZFM/Corpus Christi**, now that he's going to program **KHQT (Hot 97.7)/San Jose**? ST hears Prewitt's first choice is **KITY/San Antonio** MD **Sharon LePere**. Back at Hot 97.7, MD **Michael Newman** has exited to become MD at **Energy 96.5/Houston**, leaving Hot 97.7 night jammer **Dwayne Luna** in line for the MD slot.



WE'RE THE CANADIAN BAND — At the Juno Awards ceremony held last week in Toronto, the three surviving Canadian members of the Band were inducted into the organization's Hall Of Fame (red-blooded American **Levon Helm** sent a video acceptance). Pictured (l-r) are **Garth Hudson**, **Rick Danko**, and **Robbie Robertson**.

A *New York Times* front page article says US Attorney General **Dick Thornburgh** is moving toward abolishing the 24 regional Organized Crime Strike Forces. Their cases would then fall under the jurisdiction of the US attorneys. How will this affect the ongoing investigation of the record industry?

Meanwhile, for the third time in less than a month, a Federal judge has rebuffed plea bargain arrangements for record promoter **Ralph Tashjian** and his wife, **Valerie**, and has scheduled a May 23 trial date for Mrs. Tashjian.

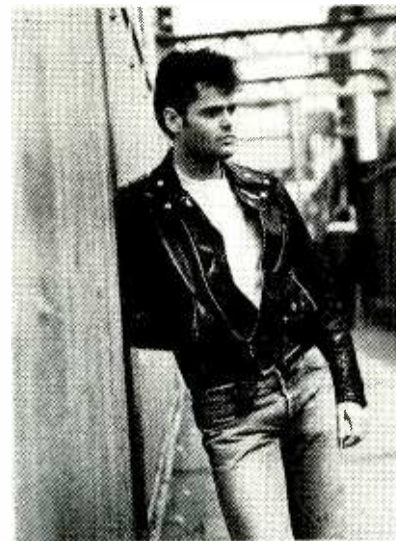
ST was shocked and saddened to hear that **WGTR/Miami** MD/air talent **Patty Murray** was killed last weekend (3/18), when her car was struck head-on by a driver making an illegal pass across a double yellow line. Her husband, who was driving, broke his back, arm, and leg, but will recover. Their six-year-old son was uninjured. Murray was the only one not wearing a seatbelt.

In lieu of flowers, the family requests that you send donations to the **Make A Wish Foundation**, c/o Patty Murray Memorial Fund, 1401 North Bay Causeway, Miami, FL 33141.

Warning: This Love Sponge Is Copyrighted

KTFM/San Antonio night rocker **Bubba The Love Sponge** (aka **Todd Clem**) is the original jock to use ST's favorite *nom de air*, and, according to OM **Jeff McCartney**, the name is copyrighted. "He's officially serving notice to all bogus Bubbas to look for a new name." Get-well wishes to "The Sponge," who's recovering from an appendectomy, which didn't stop him from doing his show live from the hospital.

DONNY'S DONE!!!



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WMJQ add	WNVZ add 17	KRBE deb 32	KPLZ deb 30
WEGX add	KTFM add	Z95 deb 30	KUBE deb 28
B94 add	Q102 add 34	KBEQ deb 29	KITY 34-31
PRO-FM add	KS104 add	WKTJ deb 22	WNCI 11-7 (HOT)
KKBQ add	KIIS add	KDWB deb 25	Y108 20-14 (HOT)
Y100 add 30	KROY add	WKBQ deb 25	KZZP 15-13 (HOT)
B97 add	KCPX add 36		

BELLE STARS "IKO IKO"

Major requests for the 'Rain Man' Song. Watch this single and album explode after **RAIN MAN** sweeps the Academy Awards!



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WXKS add
KROY add
WPGC add
PWR96 add
PWR106 add
WZOU deb 35
WEGX deb 30
WNVZ deb 23
KITY deb 33
KTFM deb 29
WKTJ deb 19
PWR95 24-21
PRO-FM 34-28
PWR99 21-18
Y100 23-18
Q105 21-16
Q102 27-22
WZPL 35-32
KS104 21-17
Y108 12-7 (HOT)
KISN 16-11 (HOT)
KPLZ 28-25



Capitol

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PEOPLE

Stephenson Goes Acoustic At Roxy



Capitol artist Martin Stephenson recently played an acoustic set at the Roxy in Los Angeles, and will regroup with the Daintees after his solo tour for a new album. Shown backstage are Capitol VP Ron McCarrell, Stephenson, Capitol VP Bill Burks, and manager Keith Armstrong.

Information Society Walks Away With Gold



Members of Information Society picked up gold record awards for their Tommy Boy Records debut album at Warner Bros. headquarters in Burbank. Shown are (standing, l-r) WB Sr. VP Lou Dennis, WB Board Chairman Mo Ostin, tour drummer Sally Berg, attorney Ken Anderson, the group's Paul Robb, co-manager Scott Mehno, Society member Kurt Valaquen, WB's Charlie Springer, the group's James Cassidy, WB's Kevin Laffey, WB President Lenny Waronker, Tommy Boy's Monica Lynch, co-manager Rick Mehno, Reprise Records' Linda Baker, WB VP Bob Merlis, and WB's Doreen Rossato; (kneeling, l-r) G.T.I. booking agent John Ade, Reprise's Marc Ratner, WB VP Benny Medina and Phyllis Palmetto, and the group's Assistant Manager Penny Guyon.

Epic Congratulates Taylor, Belle



Epic execs congratulated James "J.T." Taylor and Regina Belle on their duet "All I Want Is Forever" from the "Tap" soundtrack album. Shown are (l-r) manager Thomas Manning, E/P/A VP Don Eason, Taylor, Belle, Epic/Portrait VP Bernie Miller, and E/P/A's Lamont Boles.

Earle Gets Canadian Double Platinum



Steve Earle's "Copperhead Road" just hit double platinum in Canada, and the singer (c) was presented with the award by MCA Records/Canada VP Stephen Tennant (l) and the label's Peter Diemer.



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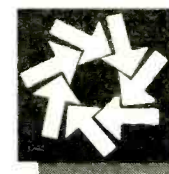
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KRXO Taps O'Brien As PD

WCXR/Washington Asst. PD Bill O'Brien (Brigham) has been named to fill the PD opening at KRXO/Oklahoma City. He arrives at the Diamond Broadcasting Classic Rock outlet March 28.

KRXO GM Vance Harrison told R&R, "He's been ready for this kind of move for a while, and I'm pleased that he wanted to grow with us. It's a win-win situation."

O'Brien spent over two years at WIYY/Baltimore before joining WCXR in 1986. He's been Asst. PD for the last 18 months.

O'Brien said he was looking forward to competing against heritage AOR KATT. "I've been shopping around for a while, and I wanted a real competitive situation. KRXO is doing okay, but certainly not as well as it can. My mission — and I've decided to accept it — is to be a thorn in the KATT's side. I'm not going to walk in and say we're going to beat them in so many books, but they'll know we're there."

KRXO signed on in 1987 and inflicted serious damage on KATT, but the latter has rebounded strongly, doubling its rival in the fall Arbitron (10.0-5.0). KATT beat KRXO 11.2-6.3 in the corresponding Birch.

Grant Backstage At Forum



A&M artist Amy Grant is flanked backstage after her show at the Los Angeles Forum by A&M President Gil Friesen (l) and VP/Film Music David Anderle.

Benech Heads Restructured WSUN & WYNF Sales Dept.

CBS Country/AOR combo WSUN & WYNF/Tampa has promoted Nancy Benech from National Sales Director to GSM. She succeeds Don Marion, who left to take the KTXQ/Dallas GSM job. WSUN & WYNF LSM Lynda Johnson has replaced Benech; AE Joe Corbett has assumed LSM duties.

WSUN & WYNF GM Shawn Portmann commented, "Nancy did a terrific job in national sales and has been a real asset to the stations. We look forward to her continuing her fine track record as GSM."

Benech joined the combo five years ago and was named National Sales Director in 1987.

Kenny G Casts Platinum 'Silhouette'



Arista execs gathered to toast the platinum success of Kenny G's "Silhouette" album at the label's New York headquarters. Getting ready to go for the champagne are (l-r) Arista's Mary Taten, VP Al Kiczales, VP Sean Coakley (hidden), VP Rick Bisceglia, the label's Lauren Moren (hidden), VP Ken Levy, VP Milton Sincoff, the label's Doug Daniels, Arista Exec. VP/GM Don Jenner, Kenny G, Arista President Clive Davis, manager Dennis Turner, Arista VP Tony Anderson, VP Jim Cawley, VP Phil Wild, and staffers Marty Diamond, Robert Wieger, and (kneeling) Bruce Schoen.

Elektra Forecasts Snow This Month



Elektra has signed a recording agreement with SBK Record Productions for Phoebe Snow, and the artist's label debut "Something Real" will be released March 17. Shown behind Snow are (l-r) Elektra Sr. VP Hale Milgrim, SBK Entertainment President/CEO Charles Koppelman, manager Chip Rachlin, Elektra Chairman Bob Krasnow, and label Sr. VPs Gary Casson and Brad Hunt.

Koppelman, Bandier Head EMI Music

Following its \$337 million purchase of SBK Entertainment World in January, EMI Music Publishing Worldwide has created an "Office Of The Chairman" for the combined venture and named former SBK principals Charles Koppelman Chairman/CEO and Martin Bandier Vice-Chairman.

Former EMI Publishing Worldwide President/CEO Irwin Robinson will become President/COO of EMI/SBK and report to Koppelman and Bandier.

EMI Music Worldwide President Jim Fifield noted, "A major ele-

ment in the acquisition of SBK, in addition to the important publishing catalog, was the management skills of the SBK executives. I felt that the expertise, experience, and success in music publishing achieved by Koppelman and Bandier was not going to be fully utilized in their roles as the heads of SBK Records."

Koppelman and Bandier, originally expected to head only the SBK Records label, will continue to perform that function, conceived as an EMI/SBK joint venture in conjunction with the merger, as well.

HEMMINGS PRESIDENT/CEO

Reunion Consolidates Four Media Divisions

Reunion Records CEO Terry Hemmings has been upped to President/CEO of Reunion Communications Group, a new umbrella organization that will include the Christian label, Reunion Books, Reunion Films, and the Reunion Music Group.

"This creation of a parent organization is a natural step based on the amount of growth experienced by the separate divisions," said Reunion Board Member Dan Harrell, who co-founded the company with Board Member Mike Blanton. "We recognized in Terry Hemmings the business experience and ability to effectively manage the existing companies while continuing to seek out and develop new opportunities for Reunion."

Reunion Exec. VP Jeff Moseley remains in charge of A&R at Reunion Records, which plans 13 releases this year. Former Myrrh Records GM/Marketing & Administration Deb Rhodes has



Terry Hemmings

joined the label as VP/Advertising & Production, and Reunion Director/Marketing & Public Relations Melinda Scruggs has been upped to VP/Corporate Communications.

Former Morgan Music Group GM Chris Smith was recently named Director/Creative Affairs at the Reunion Music Group, which encompasses ten companies.

LETTER

L.A. CHR War Nothing New

Dear R&R:

The radio broadcasting industry is sure buzzing about the possibility of four radio stations cutting up the Los Angeles CHR pie. This is definitely not a unique situation.

A quick history lesson shows that back in the mid-1980s four CHRs were competing simultaneously in Chicago, New York City, and even Milwaukee. A glance at the list of R&R P-1 reporters circa 1982 reveals five Los Angeles CHRs (KFI, KRLA, KRTH, KIQQ, and KIIS-FM), plus "The Mighty 690" (XETRA/Tijuana) blaring its 50 kw signal all over Southern California! They were all decent-sounding stations with similar playlists. At one time it was impossible to punch the car radio buttons between these six CHRs in any 15-minute period and not hear Journey's "Open

Arms" or J. Geils's "Centerfold."

Today, Los Angeles, Chicago, and Milwaukee support two CHRs each, and New York City has three. In most markets supporting more than two CHRs, the successful stations seem to have carved out their own musical niche. If L.A., or any market, is to support more than three CHRs, look for a variety of sub-formats that will be skimming the available audience away from the competing AC, Urban, AOR, or even Country stations.

In any event, a CHR battle in the nation's No. 2 market will have almost all programmers with eyes and ears focused in and ready to clone the variety of formatic philosophies and promotional ideas that the radio war may spawn.

—Don Beno
WLLI/Joliet, IL

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ZZ TOP'S

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AN HISTORIC TRIBUTE TO MUDDY WATERS—THE FATHER OF THE ELECTRIC BLUES

Join Timothy White when he hosts Billy Gibbons, Dusty Hill and Frank Beard of ZZ Top for a very special and unusual broadcast spotlighting their drive to honor longtime friend and blues-rock mentor, Muddy Waters.

Recorded live at Memphis' Ardent Studios and in celebration of Muddy Waters' birthday April 4, ZZ Top cuts loose with 90 free-wheeling minutes of red hot story-telling and high voltage blues boogie. You'll hear warm and personal anecdotes as they introduce some of Muddy Waters' more ferocious favorites including "Rollin' Stone" and "Mannish Boy"; and discover how ZZ Top classics like "Long Distance Boogie", "Backdoor Love Affair" and "Sharp Dressed Man" drew inspiration from Muddy's Delta-spawned blues passion. And for the first and only time anywhere, you'll experience the blistering sounds of live blues guitar via the 'Muddy Wood Instrument'. This extraordinary guitar was created entirely from the Cypress timber rescued by ZZ Top from the tornado-toppled cabin in which Muddy Waters was raised. It has since become a permanent gift from the band

to the Delta Blues Museum as part of their personal tribute to the electric blues giant.

So join us the week of April 3 for a warm, wild and one-of-a-kind journey through the raw heart of bluesland, when ZZ Top pays homage to the guitar legend who inflamed Bo Diddley, jolted Jimi Hendrix, lent The Rolling Stones their name and zapped ZZ Top full of blues power — **Mr. Muddy Waters.**

ZZ Top's *Electric Mudd* is written, produced and hosted by Timothy White.

For more information, contact your Westwood One representative. In Los Angeles call (213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.



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New Order



The new single from the album Technique.

Direction: Tom Atencio



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Radio

- **NANCY DYMOND** has been named GM at WIOT/Toledo. She was previously GM at WWCK/Flint.
- **LINDA JOHNSON** has moved from LSM to NSM at WSUN & WYNF/Tampa. Also at the combo, **JOE CORBETT** has shifted from AE to LSM, and **JON VOLMAR** has been named Promotions Director.
- **SUSAN CHERRY** has been appointed LSM at KKHT/Houston. She was formerly an AE at crosstown KKQB.
- **RICH WOOD** has been appointed Director/Station Relations at the ABC Radio Talk Programming Network. He is a former WPIX/New York PD.
- **ART SANDERS**, Operations Director at KGA & KDRK/Spokane, has been appointed Sr. PD/Country Stations for the Sun Group's KYKX/Longview, TX and KEAN/Abilene, TX. He replaces **SCOTT JOHNSON**, who recently joined Radio Ware/Dallas.
- **ELSIE XYNOS**, Promotion Director at CILQ/Toronto, has been appointed Promotion Director at sister station CFGM.



Michael Mitchell Jon Klein

- **MICHAEL MITCHELL** has joined Motown Records as National Director/Publicity. He previously served as a rep at the publicity firm Sotters Roskin & Friedman.
- **JON KLEIN** has been elevated to Director/West Coast Regional Promotion at Arista Records. The ten-year company vet most recently served as Assoc. Regional Marketing Director/Northern California.



Elsie Xynos Lisa Wells

- **JACK CARTON** has been upped from Manager/Financial Planning & Analysis to Director/Budgets & Analysis at RCA Records.
 - **LINDA MORAN**, VP at Atlantic Records, has been promoted to Sr. VP while remaining Exec. Asst. to Vice Chairman **SHELDON VOGEL**.
 - **HARRY ELIAS**, VP/Video Marketing at Columbia House/CBS Records, has been appointed VP/CBS Video Library, while Director/Video Advertising **RICHARD CAPOSSELA** has been named Director/Video Club Marketing.
- Also, **DESPINA GURLIDES**, Director/Marketing Planning & Analysis, has assumed the post of Director/Video Sales & Programming.

- **LEAH SIMON**, Coordinator/Western Regional Sales at Elektra Records, has been promoted to Manager/Western Regional Retail Customer Relations.
- **ROSE WESTFALL** fills Simon's Sales Coordinator position.
- **KELLY TOLSON**, a public relations vet, has been hired as Manager/Public Relations at Word, Inc.'s Record & Music Division.

Industry

- **DON HALL** has been upped to VP/Sales Manager at McGavren Guild Radio/Dallas. The ten-year company vet was most recently Sales Manager/Dallas.
- **LAMONT DOZIER**, the songwriter, has been reelected Chairman of the Board of the National Academy of Songwriters.
- **LISA WELLS**, Professional Manager at Geffen Music, has been promoted to Director/Creative Services.
- **RICK FROMME** has been appointed Sr. VP/Marketing at Interep/Dallas's Radio Store. He was VP/Regional Manager at the company's Group W Radio Sales/Dallas.



Rick Fromme Jack Rosner

- **JACK ROSNER** has been tapped as VP/Special Projects at Warner/Chappell Music. He had been VP/Business Affairs at EMI Music.
- **CHRIS CAVAROZZI** has been appointed VP/Radio Production for Burbank-based SI Communications. The nine-year industry vet was most recently Executive in charge of Radio Operations at Dick Clark Productions.



Jim Watts Chris Cavarozzi

- **JIM WATTS** has been upped from AE to Regional Manager at HNWH/Detroit.
- **CYNDE SLATER** has announced the formation of Talent Developers, a broadcast announcer training company based in Phoenix. She can be reached at (602) 998-8631.
- **DONNA EDDINGTON** has been named Sr. Research Analyst at Soundata. The ten-year industry vet was formerly at Feldman Research.
- **JOHN DUSSLING** has left his post as GM at WHBL & WWJR/Sheyogon, WI, to serve as Manager/Broadcast Sales, Midwest Region at Birch/Scarborough Research.

Concurrently, **LARRY GORICK** has been named VP/Western Division, while **BARBARA BLAIR** has been upped to VP/Manager, Southeast Region. Gorick is based in Dallas, Blair in Atlanta.

Also, **MERLE LAMBERT** has joined the company as Director/Corporate Communications, and **MARK BELMONTE** has been named Product Manager/Scarborough Research. Lambert was formerly with Mitel; Belmonte was previously with Interactive Market Systems.

- **BRAD BEDFORD**, AE at Arbitron Radio Sales/New York, has relocated to Los Angeles to serve as Manager/Pacific Southwest Radio Station Sales.
- Also, Arbitron has named two Client Service Representatives of the Year: **JANE SHAPIRO**, Advertiser & Agency Radio Sales/New York, and **JOE LOPEZ**, Radio Station Sales/Los Angeles.
- **JOHN BREJOT** has been upped from AE to Sales Manager at Katz Radio/Houston, replacing **BOB TURNER**, who has been elevated to Sales Manager/New York at Katz Group Radio Network.

—Holly Sklar

CHANGES

Jim Rehberger, **Mike Stoner**, and **Steve Hartley** have joined WMIL/Milwaukee as AEs.

Rob Klemm has been named AE/Midwest Radio Station Sales, Arbitron Ratings/Chicago.

Birch/Scarborough has named the following AEs: **Jill Enomoto** and **John Reid**, Broadcast Sales/Western Region; **Angela Schied**, Atlanta; and **Ron Fried**, New York.

R&R TIMELINE



Tony Berardini (then and now)

Tony Berardini joined **WBCN/Boston's** airstaff in late 1978. Ten years ago he resumed work after a station strike against the new owners. In June '79 Berardini became PD and was promoted to GM in '81. Five years ago today **Infinity** gave him VP stripes. In '87, he picked up responsibility for **KROQ/Los Angeles**.

1 YEAR AGO TODAY

- **Malrite** names **Bruce Blevins KNEW & KSAN/San Francisco GM** and promotes **Mick Anselmo to WDG & KEY/Minneapolis GM**
- **Rod Phillips** upped to **WEAZ/Philadelphia OM**
- **Steve Huntington** elevated to **KIFM/San Diego PD**
- **Gerry Cagle** named **WHTQ/Orlando PD**
- #1 CHR: "Man In The Mirror" — Michael Jackson (Epic) (2 wks)
- #1 AC: "Where Do Broken Hearts Go?" — Whitney Houston (Arista) (2 wks)
- #1 UC: "Ooo La La" — Teena Marie (Epic)
- #1 Country: "I'll Always Come Back" — K.T. Oslin (RCA)
- #1 AOR Track: "I Wish I Had A Girl" — Henry Lee Summer (CBS Associated)
- #1 AOR Album: "Now And Zen" — Robert Plant (Es Paranza/Atlantic) (5 wks)
- #1 NAC: "Early Spring" — Alphonse Mouzon (Optimism)
- #1 Contemporary Jazz: "Kaleidoscope" — Mike Metheny (MCA) (2 wks)

5 YEARS AGO TODAY

- **Ed Mascolo** promoted to **RCA Director/National Promotions**
- **Michael Packer** named **KTRH/Houston Station Manager**
- **Mark Roberts** signs on as **WIL-AM & FM/St. Louis PD**
- **Mark Driscoll** named **WZPL/Indianapolis PD**
- #1 CHR: "Footloose" — Kenny Loggins (Columbia)
- #1 AC: "Hello" — Lionel Richie (Motown)
- #1 UC: "She's Strange" — Cameo (Atlanta Artists/PolyGram)
- #1 Country: "Yellow Rose" — Johnny Lee with Lane Brody (Full Moon/WB)
- #1 AOR Track: "You Might Think" — Cars (Elektra) (2 wks)
- #1 AOR Album: "Heartbeat City" — Cars (Elektra)
- #1 Jazz: "Love Explosion" — Tania Maria (Concord/Picante)

10 YEARS AGO TODAY

- **Scott Shannon** returns to radio as **WPGC/Washington PD**
- **Bill Ward** named **Metromedia Sr. VP**
- **George Green** promoted to **KABC/Los Angeles VP/GM**
- **Frank Cody** returns as **KBPI/Denver PD**
- **KIOI (K101)/San Francisco** drops **Disco for AC** after one book
- #1 CHR: "What A Fool Believes" — Doobie Brothers (WB)
- #1 AC: "Music Box Dancer" — Frank Mills (Polydor)
- #1 Country: "I Just Fall In Love Again" — Anne Murray (Capitol) (2 wks)
- #1 AOR Album: "Minute By Minute" — Doobie Brothers (WB)

15 YEARS AGO TODAY

- **Bobby Rich** named **KFMB/San Diego Operations Director**
- **John Long** named **XEROK/EI Paso PD**
- #1 CHR: "Bennie & The Jets" — Elton John (MCA)
- #1 AC: "The Entertainer" — Marvin Hamlisch (MCA)
- #1 Country: "Honky Tonk Angels" — Conway Twitty (MCA) (2 wks)

— Hurricane Hoeran

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WINTER '89 BIRCH RESULTS

INFORMATION SOCIETY

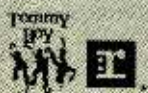
W O R T H R E P E A T I N G

WXKS add WTHT add
 KROY add Q101 add
 WSPK deb 38 WPFM add
 WKRZ add KIXY add
 K106 deb 39 KWTX add
 WZYP add WBNQ deb 38
 BJ105 add KCMQ deb 35
 KJ103 add KPAT 38-35
 WHOT add KGOT add
 KF95 add KFBQ add
 KLUC deb 38 KTMT add
 KKFR deb 31 Y97 deb 28
 KZZU deb 40

PLUS
 KITY KZFM Q104
 KWOD Y106 WIBW
 KPLZ KSND KTRS
 KUBE KYRK KOZE
 K98 WHTO ZFUN

"REPETITION"
 THE NEW SINGLE

FROM THE ALBUM
INFORMATION SOCIETY



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New York

	Fall '88	Winter '89
WHTZ (CHR)	6.6	5.8
WRKS (UC)	5.7	5.7
WGHT (CHR)	5.5	4.7
WBLS (UC)	4.9	4.6
WNEW-FM (AOR)	4.0	4.2
WINS (News)	3.7	4.1
WCBS-FM (Gold)	3.3	3.9
WPAT-AM & FM (B/EZ)	3.7	3.9
WPLJ (CHR)	4.7	3.9
WLTW (AC)	3.2	3.5
WOR (Talk)	3.2	3.4
WABC (Talk)	3.5	3.2
WQCD (NAC)	2.0	3.1
WXRK (CR)	3.7	3.1
WFAN (Sports)	2.3	2.6
WCBS (News)	2.8	2.5
WNSR (AC)	2.0	2.4
WYNY (Ctry)	2.3	2.2
WQXR-AM & FM (Clas)	1.4	2.1
WNCN (Clas)	1.2	1.5
WADO (Span)	.9	1.4
WWRL (Rel)	1.6	1.4
WALK-FM (AC)	1.1	1.3
WNEW (Nost)	1.5	1.2
WSKQ (Span)	.7	1.2
WBAB-FM (AOR)	1.1	1.1
WLIB (News)	1.0	1.1
WBLI (CHR)	1.6	1.0

Los Angeles-Orange County

	Fall '88	Winter '89
KPWR (CHR)	9.2	9.1
KIIS-FM (CHR)	7.6	7.9
KLOS (AOR)	5.3	6.0
KOST (AC)	5.1	5.5
KABC (Talk)	5.8	5.0
KROQ (NR)	4.9	4.6
KJOI (B/EZ)	3.7	3.6
KTWV (NAC)	3.1	3.6
KJLH (UC)	2.8	3.2
KBIG (AC)	2.7	2.5
KLSX (CR)	2.5	2.5
KNX (News)	2.5	2.5
KRTH-FM (Gold)	3.0	2.5
KFWB (News)	2.6	2.3
KFI (AC)	1.6	2.2
KZLA (Ctry)	2.7	2.2
KMPC (Nost)	1.8	2.1
KTNQ (Span)	1.9	2.1
KIQQ (AC)	2.6	2.0
KLVE (Span)	2.4	1.8
KNAC (AOR)	2.3	1.8
KDAY (UC)	1.6	1.6
KIIS (UC)	.5	1.4
KLAC (Ctry)	1.3	1.4
KRLA (Gold)	1.3	1.2
KACE (UC)	1.4	1.1
KCRW (Misc)	.8	1.0
KFAC-FM (Clas)	1.1	1.0
KUSC (Clas)	.5	1.0

Chicago

	Fall '88	Winter '89
WGCFM (UC)	11.4	11.9
WGN (AC)	8.3	7.8
WVAZ (UC)	5.3	6.8
WLUP-FM (AOR)	5.4	5.2
WYTZ (CHR)	4.7	5.0
WBBM (News)	4.9	4.8
WCKG (CR)	5.9	4.7
WBBM-FM (CHR)	4.8	4.6
WUSN (Ctry)	3.1	4.5
WKQX (AC)	2.6	3.4
WFYR (AC)	2.3	3.1
WLUP (Misc)	2.9	3.1
WXEZ-AM & FM (B/EZ)	2.6	2.7
WJMK (Gold)	3.0	2.5
WXRT (AOR)	2.7	2.4
WNJA (NAC)	2.7	2.3
WJJD (Nost)	1.3	2.2
WLIT* (AC)	2.7	2.2
WMAQ (News)	1.3	1.5
WCLR** (AC)	1.4	1.6
WFMT (Clas)	1.7	1.6
WNIB (Clas)	.6	1.3
WIND (Span)	.5	1.2
WBEZ (Jazz)	1.4	1.1
WLS (AC)	1.9	1.1
WOJO (Span)	1.0	1.0

*Formerly WLAK
 **Now WTMX

San Francisco

	Fall '88	Winter '89
KGO (N/T)	8.7	8.3
KMEL (CHR)	6.8	8.3
KCBS (N/T)	3.5	4.4
KSOL (UC)	6.1	4.3
KRQR (AOR)	2.9	3.9
KIOI (AC)	3.2	3.7
KABL-AM & FM (B/EZ)	3.7	3.5
KSAN (Ctry)	2.8	3.3
KBLX-AM & FM (NAC)	2.3	3.0
KITS (NR)	2.7	2.9
KHQT (CHR)	1.8	2.8
KOIT-FM (AC)	2.6	2.8
KSFO & KYA (Gold)	3.1	2.7
KFRC (Nost)	3.1	2.5
KXXX (CHR)	2.6	2.4
KKSF (NAC)	2.2	2.3
KNBR (AC)	2.3	2.2
KSJO (AOR)	2.7	2.2
KFOG (AOR)	2.8	1.8
KOME (AOR)	2.2	1.7
KBAY (B/EZ)	1.2	1.5
KNEW (Ctry)	1.9	1.5
KWSS (CHR)	1.2	1.5
KKHI-FM (Clas)	2.1	1.3
KDIA (UC)	.4	1.2
KARA (AC)	.8	1.1
KDFC-FM (Clas)	1.2	1.1

For The Record: In the Houston Birch Demographics printed in R&R (3/03), KMJQ should have been shown as an Urban station. In the Birch Demographics for San Francisco, which also ran in that issue, KITS should have been listed in the 18-34 demographic at #6 with a 5.0-4.2.

Format Note: NR = New Rock

Philadelphia

	Fall '88	Winter '89
WUSL (UC)	10.3	10.4
WEGX (CHR)	9.0	10.3
WMMR (AOR)	9.9	10.2
WYSP (CR)	7.1	5.8
WPEN (Nost)	5.4	5.6
KYW (News)	5.3	5.5
WDAS-FM (UC)	5.4	5.5
WXTU (Ctry)	4.2	4.4
WWDB (Talk)	5.2	4.3
WMGK (AC)	3.1	3.9
WEAZ (B/EZ)	4.0	3.6
WKSZ (AC)	2.9	3.3
WIOQ* (Gold)	2.0	3.0
WCAU (News)	2.8	2.5
WFLN (Clas)	2.7	2.4
WIP (Sports)	2.2	2.4
WSNI (AC)	3.3	2.4
WUGL (Gold)	1.9	2.3
WHYY (Clas)	1.5	1.7
WDAS (UC)	.6	1.3
WRTI (Jazz)	.7	1.2

*Now CHR format

Detroit

	Fall '88	Winter '89
WJLB (UC)	10.4	11.3
WJR (AC)	8.2	9.1
WDFX (CHR)	6.5	6.2
WHYT (CHR)	5.0	5.9
WNIC (AC)	4.6	5.7
WWWW (Ctry)	4.5	5.1
WLLZ (AOR)	6.7	4.9
WRIF (AOR)	4.9	4.3
WWJ (News)	3.1	3.9
WCSX (CR)	3.6	3.5
WCZY (CHR)	4.6	3.3
WJOI (B/EZ)	3.2	3.3
WOMC (AC)	3.2	3.0
WXYT (Talk)	2.7	2.9
WKSJ (Gold)	2.4	2.8
CKLW (BBnd)	2.4	2.5
WJZZ (Jazz)	2.0	2.2
WVAE (NAC)	1.9	2.2
WLTJ (AC)	1.9	2.0
WGPR (UC)	1.4	1.7
CKMR (Gold)	1.4	1.3
WCXI (Ctry)	1.2	1.3
WQRS (Clas)	1.1	1.3
WDET (NR)	1.5	1.2
WMTG (UC)	.9	1.1

Boston

	Fall '88	Winter '89
WXKS-FM (CHR)	9.4	8.3
WZOU (CHR)	7.0	7.7
WBZ (AC)	6.4	6.6
WBCN (AOR)	7.1	6.2
WRKO (N/T)	6.1	5.7
WZLX (CR)	5.4	5.1
WHDH (Talk)	4.5	4.9
WODS (Gold)	4.1	4.8
WJIB (B/EZ)	5.0	4.0
WEEI (News)	3.4	3.7
WSSH (AC)	3.4	3.7
WROR (AC)	2.8	3.4
WAAF (AOR)	3.2	3.3
WMJX (AC)	3.0	2.8
WILD (UC)	4.5	2.6
WCGY (AOR)	2.4	2.5
WBOS (Ctry)	2.7	2.3
WVBF (AC)	2.5	2.1
WBUR (Clas)	1.2	1.9
WFNX (NR)	1.6	1.9
WGBH (Jazz)	1.7	1.9
WCRB (Clas)	1.8	1.4
WPLM-AM & FM (BBnd)	1.3	1.4
WHJY (AOR)	.9	1.1

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AP Network News

Matthews

Continued from Page 3

Prior to joining the St. Louis combo Matthews programmed WDOK/Cleveland for three years and worked for WLPA & WNCE/Lancaster, PA.

KJQY tied for fourth 12+ in the fall Arbitron (6.2), and ranked eighth in Birch (4.2).

Daniels

Continued from Page 3

Prior to joining WIOD & WGTR in 1987 Kurtz was NSM at KKHT/Houston and an AE at WXKS/Boston.

Classic Rock KJR posted a 1.6 (12+) in the fall Arbitron to tie for 21st; AC KLTX tied for 14th (2.7). In the corresponding Birch, both stations registered 1.5 shares to tie for 22nd.

Moos

Continued from Page 3

pany as respected as Multimedia. I will give my all to help WEZW continue to be a market leader, as well as a leader and innovator in the Easy Listening format."

In the fall Arbitron, WEZW ranked fourth 12+ (7.5); the station was ninth (3.1) in the corresponding Birch.

Glew

Continued from Page 1

we started major restructuring, including promotion and product management departments, and our recruitment of Hank Caldwell as Sr. VP of our Black Music Division."

Glew joined CBS last May. He previously spent 19 years at Atlantic Records, first as National Sales Manager and ultimately Exec. VP/GM. His record industry career began in 1961 when he served as a salesman for Dot Records in Cleveland.

Dowling

Continued From Page 1

"The direction for the station has already been set. I'll continue to massage the demos down. It's a sales and programming challenge. We're educating the sales department and sales community in the benefits of our current demographics.

"I'm impressed with all the people here," he added. "You'd figure that everybody at a Beautiful Music station would be snoring in the hallways. It's not like that at all; there's lots of lunacy here."

In Washington, Dowling spent 13 years at WASH, moved to Country WMZQ for two years, then shifted to WPGC. Since leaving WPGC he has been freelancing in television and radio, including occasional work at WMAL/Washington.

KJOI placed fifth 12+ in the fall Arbitron (4.6) and seventh (3.6) in the just-completed winter Birch.

Bass

Continued from Page 3

"My main priority will be to introduce and break new artists," said Bass. "At the same time, we're continuing to break new ground with our major artists, such as Alexander O'Neal, Cherrelle, Mary Davis, and the S.O.S. Band."

Prewitt

Continued from Page 3

to regain a foothold. I've got to learn the marketplace and sit back and look around, but I've got an understanding of dance music and will look to solidify our position in the marketplace. Look for some outrageous on-air promos to get everyone's attention."

Prewitt begins his new duties in two weeks. KHQT fell 5.6-4.4 in the fall Arbitron and 8.9-6.7 in the Birch for the same period.

Beach Boys Get Platinum For 'Kokomo'



Elektra recently presented the Beach Boys with platinum single awards for their "Kokomo," from the four-times-platinum "Cocktail" soundtrack. Shown are (standing, l-r) Weintraub Entertainment Group's Maria Cooper, Beach Boys Bruce Johnston, Mike Love, and Brian Wilson, WVBF/Boston's Bill Garcia and Dave Newfell, Beach Boys Carl Wilson and Al Jardine, and Elektra's Suzanne Berg; (kneeling, l-r) Beach Boy Jeffrey Foskett, Weintraub's Tom Hullelt, Brother Records' Elliot Lott, and Weintraub's John Meglen.

'Pirate Radio'

Continued from Page 1

since the OK Corral. Ready, fire, then aim. I'm thrilled with everything that's happened so far at Pirate Radio. The station's format is in a building process, and Scott is making on-the-fly-adjustments - which is what he does best."

T's background also includes GSM slots at WLS-AM & FM/Chicago and KLOS/Los Angeles.

Taking The Underdog Position

Shannon, who anonymously debuted Pirate Radio, was on the air Monday morning (3/20) using the pseudonym **Bubba The Love Sponge** (an air name, already legendary in the pages of R&R, which Shannon plans to use - with possible slight alterations - for his incoming overnight personality). "I only used the fake name for a goof," he said. "I'll come on as Scott Shannon as soon as it feels right. We'll have the staff up and running on the air within two weeks."

Shannon added, "We're flying by the seat of our pants, taking it day by day and having a lot of fun. We started out with a pretty tight music list, but with all the come-in taking place it's obvious we're going to have to expand fast. We told listeners we were sending (OM) Randy Kabrich out to Tower Records to get six more CDs, because that's all we could afford to put on the radio. That should do it."

"We sure do sound different, and the reason we're feeling it out like this is because I've never done radio in a market like this before - and no one's ever put on a radio station like this one, either. There's no instruction manual included, but we're going to continue running commercial-free until further notice."

The station's music, in contrast to CHR rivals KPWR and KIIS-FM, leaned heavily toward hard rock and rock-flavored power ballads; Shannon described the station as sounding much like "MTV on radio."

'Piss Off Your Neighbors'

Shannon's recorded liners include such attention-getters as: "Don't be a dickhead, lock it on 100.3-FM"; "When you're in L.A. you gotta be loud to cut through all the crap"; and "Pirate Radio 100.3-FM. Crank it up, open your windows, and piss off your neighbors." "We're just trying to make a little bit of noise to make everyone take notice," said Shannon.

Pirate Radio debuted without request lines, but by Saturday they were installed and "response has been incredible," Shannon noted. "I'm very happy with the way we sound: live and spontaneous. To win we had to create something new and different in L.A., and we've done it from the music down to the name of the station and the presentation."

Kakoyiannis added that KQLZ, as well as Westwood One's New York stations, WNEW & WYNY, will be represented by Eastman Radio.

Warrant Gives Arresting Roxy Performance



Columbia artists Warrant, whose debut album is "Dirty Rotten Filthy Stinking Rich," celebrated backstage after the first show of their three-night stand at Los Angeles's Roxy Theatre recently. Enjoying the wonder of it all are (back row, l-r) Columbia VP Ron Oberman, VP Bob Willcox, VP Marc Benesch, CBS VP David Cohen, manager Tom Hullelt, CBS Records West Coast Sr. VP/GM Myron Roth, Columbia's Clark Duval and Greg Phifer, CBS's Craig Applequist, and Columbia's Bob Garland; (middle row, l-r) Columbia's George Chaltas, Warrant's Steve Sweet, CBS's Rich Kudolla, and Columbia's Kris Puskiewicz; (front row, l-r) Warrant's Jani Lane, Joey Allen, Jerry Dixon, and Erik Turner.

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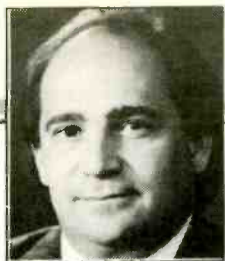
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MIKE SHALETT

HEALTHY SALES JUMP

CDs: The Gift They Keep On Giving

The figures are finally in. Not only was this past holiday season a strong one for CD sales, but business afterwards was even better. Player penetration among **Street Pulse Group's** sample increased a full percentage point from November to December — a very healthy jump.

The largest demographic increases were among men and consumers 20 years or younger. Men were three times as likely to have received a player or purchased one for themselves during December, as compared to women.

Consumers under 18 were responsible for a three percentage-point increase in household penetration, while there was a whopping seven percent gain among the 18-20 demographic. (Household penetration means that if the mother or father of a 19-year-old panel member received, purchased, or owned a player to which the younger person had access, that player counted in the overall figure.) Geographically, player sales were strongest in the Eastern and Central regions.

New Users Flock To Stores

Consumers who bought or received their first CD players in November or December have purchased an average of six CDs since

“Consumers who bought or received their first CD players in November or December have purchased an average of six CDs since getting their players.”

then. Forty percent of these newest converts bought six discs or more; nearly 20% purchased ten or more.

In the 18-20 bracket, where growth undoubtedly was fueled by parental gift-giving, new consumers purchased the most units per capita. On average, they have bought more than eight titles since receiving their players.

Giving & Receiving

Consumers also received more discs per person as gifts. A year ago CD users said they received an average of slightly more than two

discs during the holidays. A year later that number jumped by 31% to three discs per capita.

Overall, 42% of the panel's CD users received at least one CD as a gift during the holidays this past year. That's a two percent increase from a year ago. Forty-six percent of the male CD users received at least one disc as a gift, compared to 37% of the females. More CD users in the 21-24 demo received discs as gifts than in any other age segment. Users over 45 received the fewest, while those under 18 and those in the core 25-54 group received significantly more CDs.

Though there are fewer black panelists by percentage who own or have access to CD players, black music consumers per capita received a greater number of discs as gifts. On average, black music

consumers who own or have access to players received four titles as gifts this past holiday season — the same number generated a year ago.

Women Buy More CD Gifts

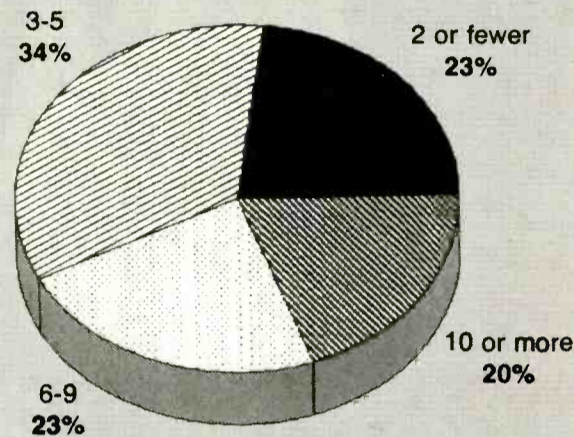
CD users gave much better than they received — 48% bought discs as gifts. The average number of

“Males gave less often than they received discs, while the opposite was true among women: female CD users were 43% more likely to be on the giving end.”

titles purchased was up slightly over two units per giver. And in almost every instance, demographically speaking, gift-giving percentages were higher than gift-getting.

Post-Holiday CD Purchases

Number Of Discs Bought In Two Months By Those Who Received Players During Holidays



Source: Soundata

Consumers 18-20 years old were 25% more likely to be givers than receivers. Similar percentages were found in all the 20+ age segments. Conversely, the younger the giver, the fewer units the person bought as gifts. That's simply a function of age vs. discretionary income.

Males gave less often than they received, while the opposite was true among women: female CD users were 43% more likely to be on the giving end. This should be of concern to every music marketer out there come next holiday season. Although there are fewer women than men who own or have access to CD players and are active buyers, it would be foolish not to target males as better prospec-

tive gift-givers. Marketers should also stick with the strongest ads possible targeted at women, who do more Christmas music shopping than their male counterparts.

Mike Shalett is President of the New Milford, CT-based consumer survey firm **Street Pulse Group**. He can be reached at (203) 355-0902.

CD Facts & Figures

Just how much have CD sales increased in the last year? During the '87 holiday season, CDs accounted for slightly more than 22% of total sales. This past year that figure jumped to about 30% of total units — a 36% rise in one year.

The sales figures are up by that eight percent in almost every sex and age category. CD sales in the Northeast represented nearly 40% of the total units reported by the panelists.

A year ago some retailers insisted that prices had to come down on the wholesale end so more buyers would be stimulated to purchase players. Compared to December a year ago, prices have fallen — from an average of \$14.10 to \$13.77 per disc. That drop represents a decrease of 2.4% in the retail price.

Retail discounts have made an impact with the 18-20 age segment. Those persons have paid an average \$1.72 less per disc since December '87. The 35-44 CD audience is also spending less per disc: \$1.18 less than a year ago.

How CD Sales Stack Up

CDs As Percentage Of Total Units Purchased



Source: Soundata

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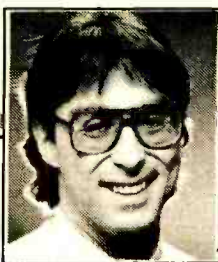


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KEN BARNES

CHR Adding More Records

New Artists Get Larger Slice Of The Pie; Debuts Down A Bit

A significantly greater number of records are being reported by CHR stations today, and more adds are going to new artists than before. That's some of the good news in an update on the overall CHR add picture.

About three years ago I produced an extensive statistical study of CHR add patterns. It remains the only one of its kind I've ever seen published, and no wonder. I tracked 13 consecutive weeks of 1986 data in ten separate categories, everything from the total number of adds reported in the week to the percentage of adds received by new artists' records as compared to the raw add total for the week. Then, for a basis of comparison, I tracked 13 more weeks in 1985. Life must have been less complicated back then.

However, the actual information was interesting, and I thought an update (using a less extensive database) would show some trends. So I used the month of February, four weeks' worth of info, compared it with the 1985 and 1986 figures, and came up with the tables you see at right. There are a few explanations of methodology and some conclusions also included over there, but for your convenience, here are the major findings.

- **Total Adds:**
Same as '86, off from '85
- **Adds spread around many more records**
 - More records reported
 - More records receive adds
- **New Artists: More adds all around**
 - More records by new artists get adds
 - New artist records account for more of the total
- **Debuts are actually down**

There really is a greater diversity of music getting CHR adds nowadays. The Top 5 Most Added records, which are generally (apart from the occasional Roxettes) the safe superstar new releases or the consensus smashes coming home, accounted for up to half the total adds during some weeks of 1986, and averaged 37%. That didn't leave a lot of room for other records.

But during these four weeks of '89, the Top 5 Most Added never took more than 27% of the adds. The effects of that far lower figure are all over these tables:

- 124 records received adds on the average during February 1989, compared to 93 in 1986 and 98 in 1985
- 54 records by new artists got adds in '89, compared to just 33 in '86 and 35 in '85
- Records by new artists grabbed 30.5% of the total adds in the '89 survey, compared to 21.1% in '86 and 24.2% in '85.

Not only are more records receiving adds, but more of them are by new artists, those who haven't yet hit Breaker in the format. The increases are significant, and a very encouraging sign for new music.

But the diversity goes further. Another signpost to measure the format's musical spread is the number of records with one or more report. In 1985 and '86 it hardly varied: 210 in '85, 211 the next year. Now the average number is 301 — an amazing leap.

Widened Format Boundaries The Answer?

OK, what brought on these radical changes? It's not that playlists have notably lengthened — I don't have any recent figures on that subject, but I feel fairly safe in making that assertion. For one thing, the number of records with ten or more reports is up much less dramatically than the total records reported figure: in 1989 108 records were 10+ (meaning they were in the paper or were coming down but still had ten or more reports).

More important, the number of debuts reported is actually lower than three or four years ago. The 1989 average was a 767 total — divide that by the average 246 CHR reporters and you get 3.1 weekly debuts per station. In 1986, the average was 3.3 per station; it was 3.6 in 1985.

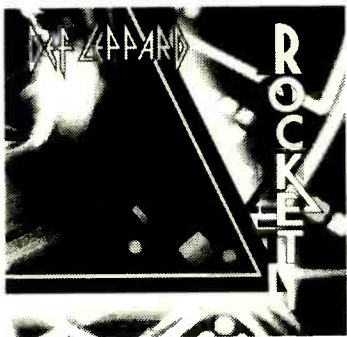
So it's a little tougher now for records to convert to chart number status. If playlists are longer at all, it's got to be in the add and on categories. But the fragmenting and broadening of CHR has caused many more records to be tested, added, and at least played.

Certainly the addition of dance/Urban-slanted P1As to the mix in 1987 has contributed to the new more-music climate. Just as certainly, the reactive rock-oriented CHRs have the same effect, plus a handful of New Rock dabblers and eclectic experimenters.

If the fragmentation continues, and all indications point that way, we ought to see further increases in the number of records reported and getting adds, and probably in the new artist categories as well. It should be wild times ahead.

Def Leppard Completes The Poster

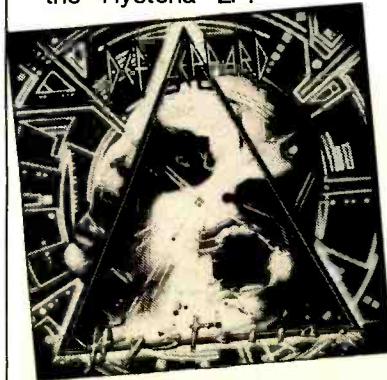
It's true. Def Leppard filled in the missing piece of their poster puzzle (first remarked upon by CFCY/Charlottesville, PEI MD Hillary Joseph last summer and occupying space in at least two On The Records columns) by releasing a seventh single, "Rocket." Now, if you kept all your single sleeves, you can fabricate a poster duplicating most of the cover art from the "Hysteria" LP.



See text to learn how you can duplicate the design at lower left in your own spare time using nothing but Def Leppard single sleeves.

Here's how: "Hysteria" (the single) goes at top left, followed by "Animal" and then "Pour Some Sugar On Me" at bottom left. In the right-hand column, stack "Love Bites," "Women," and "Rocket."

Sadly, there's no place for your "Armageddon It" sleeve in this home handicraft project, but it might make a nice doily.



CHR Add Update:

Following are the basic tables of information used for the conclusions and sweeping generalizations of this week's column. They're divided into three tables for ease of absorption.

All tables cover the four individual weeks of February 1989, plus an average for the four-week period. For comparison purposes, I've included average figures for similar (but longer) periods I researched in early 1985 and '86. Average number of CHR reporters in '89 was 246; it was 239 in '86 and 252 in '85.

Date	Total Adds	Top 5 Most Added Total	Top 5 Most Added Pct.	Records Receiving Adds
2/3	1097	297	27.1%	120
2/10	1161	288	24.9%	125
2/17	1075	274	25.5%	116
2/24	1111	300	27.0%	137
2/89 Avg	1111	290	26.1%	124
1986 Avg	1121	412	36.8%	93
1985 Avg	1284	438	34.1%	98

This table has a lot of the crucial information. Total adds is simply the total number of adds reported that week. A quick look shows you that CHR stations are making just about the same number of adds weekly as they were in 1986, and are still down from the 1985 level.

I count up the total of adds given to the Top 5 Most Added records each week as a quick guide to "safe adds." Most (though not all) of the biggest add records in any week are the superstars, the artists with track records.

If the percentage in the third column (Top 5 Most Added total divided by Total Adds) is high, it generally means that stations were playing it safe with their adds. If it's lower, it means the adds have been spread out among a wider variety of artists, indicating a more pronounced diversity in the new music stations are adding.

And diversity is what's happening today — the 1989 average Top 5 Most Added percentage is a full 10% below the 1986 figure — whereas in '86 (and '85 too) over a third of the total adds went to the Top 5 Most Added records, now it's only a bit over a quarter. A wider selection of artists are getting more adds nowadays.

The last column also reflects diversity, being the raw total of records that received one add or more that week. The 1989 average is up a full one-third over 1986 and well over '85.

Table 2: New Artists

Date	New Artist Records Receiving Adds	New Artist Add Total	New Artist Add Pct.
2/3	48	392	35.8%
2/10	57	320	27.4%
2/17	46	296	27.5%
2/24	64	349	31.5%
2/89 Avg	54	339	30.5%
1986 Avg	33	236	21.1%
1985 Avg	35	311	24.2%

This table focuses on how new artists' records are doing for adds compared to the overall picture. The first column is the raw total of records by new artists (those who haven't had a CHR Breaker) which received one add or more during a week. The second column is the total number of adds all those new artist records received.

Column Three is the percentage of the total adds for the week that new artists received (the new artist add total divided by the week's total adds).

All three 1989 averages show remarkable growth, especially the New Artist Record Total — 54 compared to 33 and 35 means a lot more new artists are getting adds and airplay. The total New Artist Adds are up a little from 1985 (when Total Adds were considerably higher than now) and way up from 1986, the time of the great independent promotion shakeout, which probably affected new artist records.

Today over 30% of the total adds in a week go to new artists — quite a jump over previous totals.

Table 3: Supplemental Info

Date	Total Records Reported	Total Records w/10+ Reports	Total Debuts
2/3	302	100	727
2/10	296	109	762
2/17	300	109	829
2/24	306	114	749
2/89 Avg	301	108	767
1986 Avg	211	100	782
1985 Avg	210	98	899

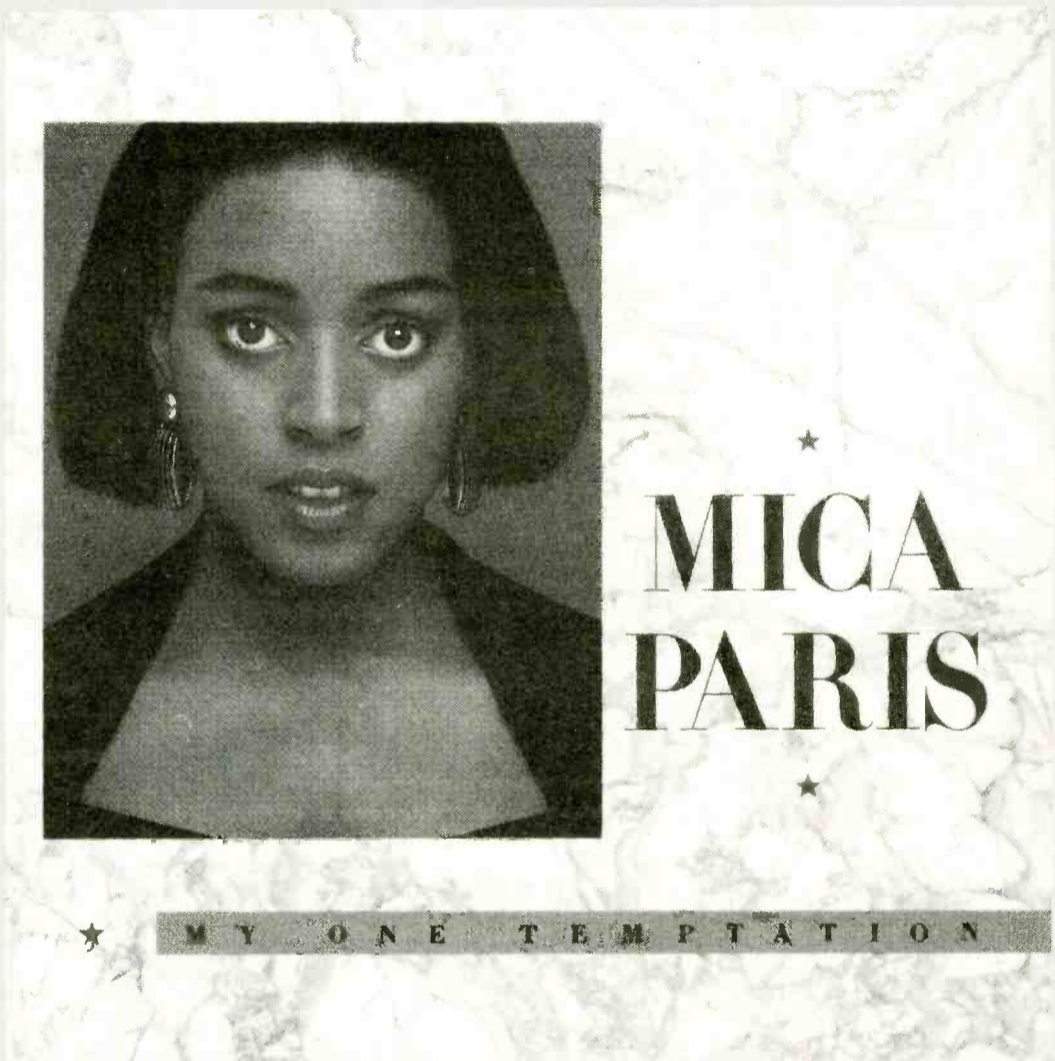
The final table just rounds out the information picture with three more raw totals: the number of records with one report or more; the number of records with ten reports or more; and the number of Debuts reported during the week.

The big news is almost half again as many total records are getting some kind of airplay than did in '86 and '85. That's good tidings for diversity fans. However, the number of records with ten or more reports is up only slightly, and the debut figures show a lower total of records are converting to chart numbers.

Don't say we didn't tell you first... ★

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One
Temptation"
★



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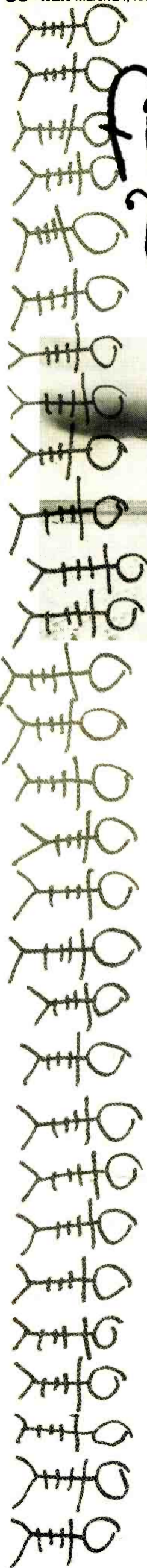
WVEE	WNHC	WJTT	KIIZ	WQOK	WDZZ
KRNB	WJIZ	WWDM	WQIS	WCDX	KPRW
WTLC	KQXL	WFXE	WALT	WTUG	WTLZ
KMJM	WENN	WZFX	KCHX	WIZF	
	WPAL	WQFX	K98-FM	KBUZ	

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MANAGEMENT: THE GARFIELD GROUP

Figures on a Beach



"You ain't seen nothing yet"

the new single from the album Figures on a Beach

- WXKS 25-21
- WZOU 20-16
- PRO-FM add
- PWR99 24-21
- KRBE add
- WMMS add
- WZPL add
- KXYQ ad
- WPST add
- WBBQ add
- WZYP add
- CHED 29-24
- KLUC add
- KYRK add
- G98 add
- WOMP add
- WJMX add
- Q104 add
- QV103 on

Produced by Ivan Ivan



©1988 Sire Records

Coasters Banned In Britain

MONDAY, APRIL 3

1959/"Charlie Brown" by the **Coasters** is banned by the **BBC** because it contains the word "spitball." Ban is lifted two weeks later.
 1969/**Billy Preston** signs on with newly-formed **Apple Records**.
 1971/After two years of intense study, **Victor Flamingo** gives up the violin and switches to the piccolo because "it'll save my aching neck."
 1975/**Steve Miller** is arrested for allegedly setting a fire in a friend's apartment. Charges are dropped the next day, and Miller remarks, "Maybe the publicity will rekindle my career."
 1986/**Simply Red** begins its first US tour in L.A.
 Born: **Eddie Murphy** 1961, **Don Gibson** 1928, **Jan Berry (Jan & Dean)** 1941, **Wayne Newton** 1942, **Tony Orlando** 1944, **Dee Murray (Elton John Band, Spencer Davis Group)** 1946

TUESDAY, APRIL 4

1940/**Ernest Tubb** begins his first recording sessions.
 1960/**Elvis Presley's** "Stuck On You" becomes the first single released in mono/stereo.
 1973/**Dr. Hook's** "Cover Of The Rolling Stone" goes gold.
 1975/Those instruments can be expensive — **BTO's Randy Bachman** plants a roadie to catch his guitar as he tosses it into the crowd.
 1984/Over 9000 view **Marvin Gaye's** coffin, while his father **Marvin Sr.** is arraigned on charges of shooting the singer to death.
 1988/**WCXR/Washington** pays over \$54,000 so that fans can park for free at **Bruce Springsteen's** concert.
 Born: **Hugh Masekela** 1939, **Steve Gatlín** 1951, **Gail Davies** 1948, the late **Muddy Waters** 1915

WEDNESDAY, APRIL 5

1981/**Canned Heat** singer **Bob Hite** dies of a heart attack.
 1983/**Danny Rapp (Danny & the Juniors)** shoots himself to death.
 1984/**Smokey Robinson, Stevie Wonder, and Berry Gordy** are among the 500 who attend **Marvin Gaye's** funeral.
 1985/**Van Halen** breaks ties with longtime manager **Noel Monk**.
 1988/**James Brown** pleads not guilty to assault charges. His wife **Adrienne** accused him of shooting a gun into a car where she was sleeping after an argument. This signals a long string of legal troubles for Soul Brother #1, leading to a six-year jail sentence.
 Born: **Agnetha Faltskog (ABBA)** 1950, **Tony Williams (Platters)** 1928, **Allan Clarke (Hollies)** 1942



Julian Lennon, Eddie Murphy, Merle Haggard, Steve Gatlín

THURSDAY, APRIL 6

1969/**Ike & Tina Turner** and **Procol Harum** appear at the first Palm Springs Pop Festival; 25,000 crowd into a drive-in theatre lot and riot, ending the show.
 1985/**Little Steven** announces he'll leave **Bruce Springsteen's E Street Band**.
 1987/**Gene Autry** receives his fifth star on the Hollywood Walk Of Fame.
 1988/Grammy-winning jazz guitarist **Larry Carlton** is shot in the neck when he surprises intruders in his Hollywood Hills home. Though his left arm loses so much strength he can't lift a glass, Carlton fully recovers and performs in December.
 Born: **Merle Haggard** 1937

FRIDAY, APRIL 7

1962/**Mick Jagger** and **Keith Richards** meet future **Stones** guitarist **Brian Jones** in a London blues club.
 1979/**WBCN/Boston** broadcasts the US debut of the **Police**. A very hoarse **Sting** manages to finish the set.
 1981/**Bruce Springsteen** arrives in Hamburg, West Germany for his first full-scale European tour.
 1985/Guess he changed his mind — After a Miami concert, **Prince** announces he'll never perform live again. The "Lovesexy" tour opens in 1988.
 1988/**Barry White** returns to London after 13 years and sells out Royal Albert Hall. Across town at Wembley Stadium, **Alice Cooper** simulates hanging himself; a safety rope snaps, and he dangles for several seconds. A quick-thinking roadie saves his life.
 Born: **John Dittich (Restless Heart)** 1951, **John Oates** 1949, **Spencer Dryden (Jefferson Airplane)** 1943, **Bobby Bare** 1935, the late **Percy Faith** 1908

SATURDAY, APRIL 8

1973/**Neil Young's** autobiographical film "Journey Through The Past" premieres at the US Film Festival in Dallas.
 1974/**Julian Lennon** receives a rare Gibson short-neck guitar as an 11th birthday present from his father **John**.
 1983/After the **Beach Boys** are prevented from performing at the White House, group member **Mike Love** says, "We're not mad, we just want to go on singing about good vibrations and having fun."
 1988/Despite last-minute announcements, L.A. ticket scalpers nab large amounts of **Bruce Springsteen** concert tickets — while many fans are left out.
 Born: **Adam Woods (Fixx)** 1953, **Julian Lennon** 1963, **John Schneider** 1954, **Biz Markie** 1964, **Steve Howe (Yes, Asia)** 1947

SUNDAY, APRIL 9

1969/**David Bowie** meets future wife **Angie Barnett** at a **King Crimson** concert in London.
 1976/"Move it in, move it out . . ." — "Disco Lady" by **Johnnie Taylor** hits #1 CHR.
 1979/**Donna Summer's** "Last Dance" wins an Academy Award for Best Original Song.
 1988/**James Brown's** wife **Adrienne** is arrested for drug possession. She claims her husband is framing her.
 Born: **Dave Innis (Restless Heart)** 1959, **Gene Parsons (Byrds)** 1944, **Carl Perkins** 1933

—Paul Colbert

Cure's Robert Smith: Talkin' 'Bout His 'Disintegration'

The CURE's ROBERT SMITH admitted this week that "getting old" has a lot to do with the ideas on the band's new LP, "Disintegration." "The crux of this record is the increasing inability to feel anything as you get older," he explains, "the horror of losing the ability to feel things really deeply." He'll be 30 next month.

While the Cure's first single in America will be "Fascination Day," the first British release will be "Lullaby," which Smith says is "the only song that doesn't really fit the mood of the record."

Scheduled for May release, the album is more than an hour long on vinyl, with the CD and cassette versions sporting two extra tracks.

Webb Of Sound

SWING OUT SISTER — now a duo consisting of singer CORINNE DREWERY and ANDREW CONNELL — will also issue different singles in the US and UK. While America gets "The Waiting Game," Britain has "You On My Mind," released on Tuesday (3/28). Both come from the "Kaleidoscope World" LP, which is due May 8 and features orchestral arrangements by composer JIMMY WEBB of "Wichita Lineman" and "By The Time I Get To Phoenix" fame on two tracks. Production is once again by PAUL O'DUFFY.

HELEN WATSON, whose first album ("Blue Slipper") on Columbia/EMI was much favored by critics last year, will now release her second, "The Weather Inside." The LP was once again produced



Robert Smith — What a drag it is gettin' old.

by GLYN JOHNS and contains the new single, "Hanging Out The Washing (In A Small Back Yard)," on which Watson is joined by former AMEN CORNER lead singer — and, more recently, a member of ROGER WATERS' "Radio K.A.O.S." band — ANDY FAIRWEATHER-LOW.

Album Title O' The Week

PETE TOWNSHEND's album has now been reset for June 19 release, with the first single to come a week later. PIL's new album, due May 15, will be called "9." KIRSTY



MacCOLL will title her new LP, due May 2, "Kite." But ROL's absolute favourite title of the week is for the forthcoming album by IT BITES. Set for June 12, it'll be called "Eat Me In St. Louis."

England's latest answer to the BANGLES, Birmingham's FUZZBOX, are currently in London recording final vocals for their new album. No title yet, but production credits go to keyboards player ANDY RICHARDS, who has worked with FRANKIE GOES TO HOLLYWOOD and the PET SHOP BOYS. Incidentally, the PSB have been working on their project with LIZA MINNELLI in the same West London studios and rumor has it that they're doing a version of TANITA TIKARAM's "Twist In My Sobriety"!



Liza — A "Twist In Her Sobriety"?

CDs, 45s & B-sides

Speaking of Frankie Goes To Hollywood, former members PAUL RUTHERFORD and HOLLY JOHNSON will release the respective singles, "I Want Your Love" and "Americanos."

MARC ALMOND follows up his UK #1 with "Only The Moment," backed with "Real Evil" — and on the 12-inch — the extra track, "She Took My Soul In Istanbul."

Speaking of follow-ups, MORRISSEY's next single — due in April — will be "Interesting Drug," which is supposedly his view of the Acid House scene, and BIG BAM BOO's UK follow-up will be "If You Should See Me Now."

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

The CD3 version of SIMPLY RED's new single ("If You Don't Know Me By Now") includes a new track called "Sugar Daddy."

The FIXX will release "Driven Out" in the UK next week. The BLOW MONKEYS have remixed "This Is Your Life" for rerelease, and they've also done a club version with TEN CITY. Meanwhile, BROTHER BEYOND has remixed "Can You Keep A Secret" for a single release.

80 Pounds In The Hole

Former SMALL FACES and HUMBLE PIE heartthrob STEVE MARRIOTT was fined 80 pounds by a Guernsey court after an argument at a police station on the island. Marriott's girlfriend had



Marc Almond salutes all the young Turks.

been arrested and detained for possession of cannabis, and little Stevie himself was arrested after refusing to leave the police station.

BRITAIN

LW TW

- | | | |
|----|----|--|
| 3 | 1 | MADONNA/Like A Prayer (Sire/WEA) |
| 1 | 2 | JASON DONOVAN/Too Many Broken Hearts (PWL) |
| 4 | 3 | DDNNA SUMMER/This Time I Know It's For Real (WB) |
| 8 | 4 | PAULA ABDUL/Straight Up (Siren/Virgin) |
| 2 | 5 | BANANARAMA, ETC./Help! (London/PG) |
| — | 6 | SDUL II SOUL I/CARDN WHEELER/Keep On Movin' (10/Virgin) |
| 7 | 7 | SAM BROWN/Stop! (A&M) |
| 9 | 8 | LIVING IN A BOX/Blow The House Down (Chrysalis) |
| 6 | 9 | MICHAEL BALL/Love Changes Everything (Really Useful/PG) |
| 12 | 10 | REYNOLDS GIRLS/I'd Rather Jack (PWL) |
| 13 | 11 | G. ESTEFAN & MIAMI SOUND MACHINE/Can't Stay Away... (Epic) |
| 11 | 12 | S-EXPRESS/Hey Music Lover (Rhythm King) |
| — | 13 | NEW ORDER/Round & Round (Factory) |
| — | 14 | GUNS N' ROSES/Paradise City (Geffen) |
| 5 | 15 | MICHAEL JACKSON/Leave Me Alone (Epic) |
| — | 16 | CHANELLE/One Man (Cooltempo/Chrysalis) |
| 20 | 17 | WDMACK & WOMACK/Celebrate The World (4th & B'Way/Island) |
| — | 18 | ALYSDN WILLIAMS/Sleeptalk (Def Jam/CBS) |
| — | 19 | KON KAN/I Beg Your Pardon (Atlantic) |
| — | 20 | FUZZBOX/International Rescue (WEA) |

Moving Up

- COLD CUT I/LISA STANFIELD/People Hold On (Ahead Of Our Time)
 ELVIS COSTELLO/Veronica (WB)
 ROACHFORD/Family Man (CBS)

The Network Chart, courtesy MRIB

DANCE TRACKS

3/10 3/24

- | | | |
|----|----|--|
| 3 | 1 | FINE YOUNG CANNIBALS/She Drives Me... (IRS/MCA) |
| 1 | 2 | TEN CITY/That's The Way Love Is (Atlantic) |
| — | 3 | JODY WATLEY/Real Love (MCA) |
| 2 | 4 | MILLI VANILLI/Girl You Know It's True (Arista) |
| — | 5 | RAIANA PAGE/Open Up Your Heart (Sleeping Bag) |
| 9 | 6 | MAURICE/This Is Acid (Vendetta/A&M) |
| 7 | 7 | FIGURES ON A BEACH/You Ain't Seen Nothin Yet (Sire/WB) |
| 10 | 8 | CHANELLE/One Man (Profile) |
| 6 | 9 | WILL TO POWER/Fading Away (Epic) |
| — | 10 | YAZZ/Stand Up For Your Love Rights (Elektra) |
| 16 | 11 | DIANA RDSS/Love Hangover '89 (Motown) |
| — | 12 | SAMANTHA FOX/I Only Want To Be With You (Jive/RCA) |
| 18 | 13 | SIGUE SIGUE SPUTNIK/Success (EMI) |
| 5 | 14 | PET SHOP BOYS/Left To My Own Devices (EMI) |
| 17 | 15 | NEW ORDER/Fine Time (Qwest/WB) |
| 11 | 16 | KON KAN/I Beg Your Pardon (Atlantic) |
| — | 17 | BDY GEORGE/Don't Take My Mind On A Trip (Virgin) |
| 19 | 18 | ALYSON WILLIAMS/Sleep Talk (Def Jam/Columbia) |
| 4 | 19 | PAULA ABDUL/Straight Up (Virgin) |
| — | 20 | SHEENA EASTON/Days Like This (MCA) |

Moving Up

- ROXETTE/The Look (EMI)
 BOBBY BROWN/Every Little Step (MCA)
 S-EXPRESS/Hey Music Lover (Capitol)
 TONE LOC/Funky Cold Medina (Delicious Vinyl/Island)
 MANDY SMITH/Victim Of Pleasure (Atlantic)
 MADONNA/Like A Prayer (Sire/WB)
 NEW EDITION/Crucial (MCA)
 KC FLIGHT/Planet E (RCA)
 NENEH CHERRY/Buffalo Stance (Virgin)
 CYNTHIA/Endless Nights (Mic Mac)

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DANCE MUSIC

AUSTRALIA

LW TW

- | | | |
|----|----|--|
| 1 | 1 | IAN MOSS/Tucker's Daughter |
| 4 | 2 | DARYL BRAITHWAITE/One Summer |
| 2 | 3 | 1927/You'll Never Know |
| 3 | 4 | J. DIESEL & INJECTORS/Soul Revival |
| 5 | 5 | 1927/If I Could |
| 6 | 6 | MENTAL AS ANYTHING/Rock & Roll Music |
| 10 | 7 | J. DIESEL & INJECTORS/Don't Need Love |
| 8 | 8 | BLACK SORROWS/Chained To The Wheel |
| — | 9 | STEPHEN CUMMINGS/Your House Is Falling |
| — | 10 | K. MINOGUE & J. DONOVAN/Especially For You |

Note: There Were No Most Added This Week

Top 10 Australian records from playlists of FM104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, and KIX106/Canberra.

CANADA

LW TW

- | | | |
|---|----|-------------------------------------|
| 1 | 1 | TOM COCHRANE/Good Times |
| 2 | 2 | KON KAN/I Beg Your Pardon |
| 4 | 3 | DALBELLO/Tango |
| 5 | 4 | BRUCE COCKBURN/If A Tree Falls |
| 3 | 5 | SASS JORDAN/Tell Somebody |
| 8 | 6 | COLIN JAMES/Why'd You Lie |
| — | 7 | CANDI/Love Makes No Promises |
| 9 | 8 | PURSUIT OF HAPPINESS/She's So Young |
| 6 | 9 | SHERIFF/When I'm With You |
| — | 10 | BRIGHTON ROCK/One More Try |

Most Added

- GLASS TIGER/(Watching) Worlds Crumble
 PURSUIT OF HAPPINESS/She's So Young
 BLUE RODEO/Diamond Mine

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



BRAD MESSER

CALENDAR

Using Listeners As A Natural Resource

Funny thing about show biz people: they work until they're famous, then wear sunglasses so we can't tell who they are. Radio stations sometimes do the same thing. A station will advertise and promote itself, then stay arms-length from listeners by never putting them on the air.

At the risk of sounding like I'm blathering on and on about how wonderful the fans are, I would like to testify about the power of listeners to pump up a station.

Listeners add life. Put a winner on the air and the sound of pure happiness can be contagious. Or maybe it isn't pure happiness; perhaps the winner sound bite is lower down the scale, down around enthusiastic or even merely plea-

sant. Any way you look at it, having something pleasant and positive on a station can't hurt.

My favorite thing about listeners is that they know everything in the world and, if you ask them and make them feel welcome, they will give you the answer to any question on any subject from aerobatics to zit creams. (I should have said zoology or zilches, anything but zits — it just came to mind when I needed a z.)

Listeners not only know everything about every art, science, profession, and trade, they also know everything going on in town. Just ask and they'll tell. The worst pothole in town, the cheapest unleaded gas, the best joke Arsenio or Johnny told last night, the passenger capacity of a 747, Van-na's measurements, the words to the second verse of "Burger King Bus Boy," the three worst things you can do with tritium, anything at all.

And have you priced listeners lately? When you're talking air talent, a listener's price is a fine, fine thing.

Falklands War Countdown

MONDAY, APRIL 3 — The likelihood of a Falkland Islands war was top news in 1982; the UN Security Council demanded Argentina withdraw its troops, and Britain hastily dispatched a naval task force toward the South Atlantic. Two world records were set in 1983: the longest car ramp jump of 232 feet, and getting 244 slices from a single cucumber in 13.4 seconds. The prime rate hit 20% in 1980. President Truman signed the Marshall Plan in 1948, providing more than \$5 billion in aid to 16 nations in Europe following WW II. According to an Oxford University study, this was possibly the date of the crucifixion of Christ in the year 33.
Birthdays: Eddie Murphy 28. Tony Orlando 45. Marsha Mason and Wayne Newton 47. Doris Day and Marlon Brando 65.

CIA Mining Operation Exposed

TUESDAY, APRIL 4 — Five years ago, the United Nations voted on a resolution to condemn America's covert mining of Nicaraguan harbors. The US vetoed the resolution. At the time of the vote, the CIA been planting mines for about two months. Twentieth anniversary of the cancellation of "Star Trek" (1969). Dr. Martin Luther King Jr. was murdered in Memphis in 1968, setting off riots in more than 100 cities. Fortieth anniversary of the North Atlantic Treaty for mutual defense signed by the US and 11 other nations. "Dixie's Land" (later shortened to "Dixie") was first performed in New York City by Bryant's Minstrels 130 years ago (1859).
Birthdays: Arthur Murray 94.

Disco Bombing Blamed On Khadafy

WEDNESDAY, APRIL 5 — A bomb went off in a Berlin nightclub in 1986, killing an American soldier and a Turkish woman, injuring about 150 others. The US, claiming that Moamar Khadafy had a hand in the terrorist act, retaliated by hitting Libya with an air raid about a week later. Japan promised in 1985 to end whaling in 1988, but it didn't. In 1971 Fran Phillips became the first woman to reach the North Pole. Tradition says this is the day in the year 2348 B.C. that Noah's Ark touched land after the Biblical flood.
Birthdays: Max Gail 46. Eric Burdon 48. James Sikking 55. Gregory Peck 73. Bette Davis 81.

Record High Dive

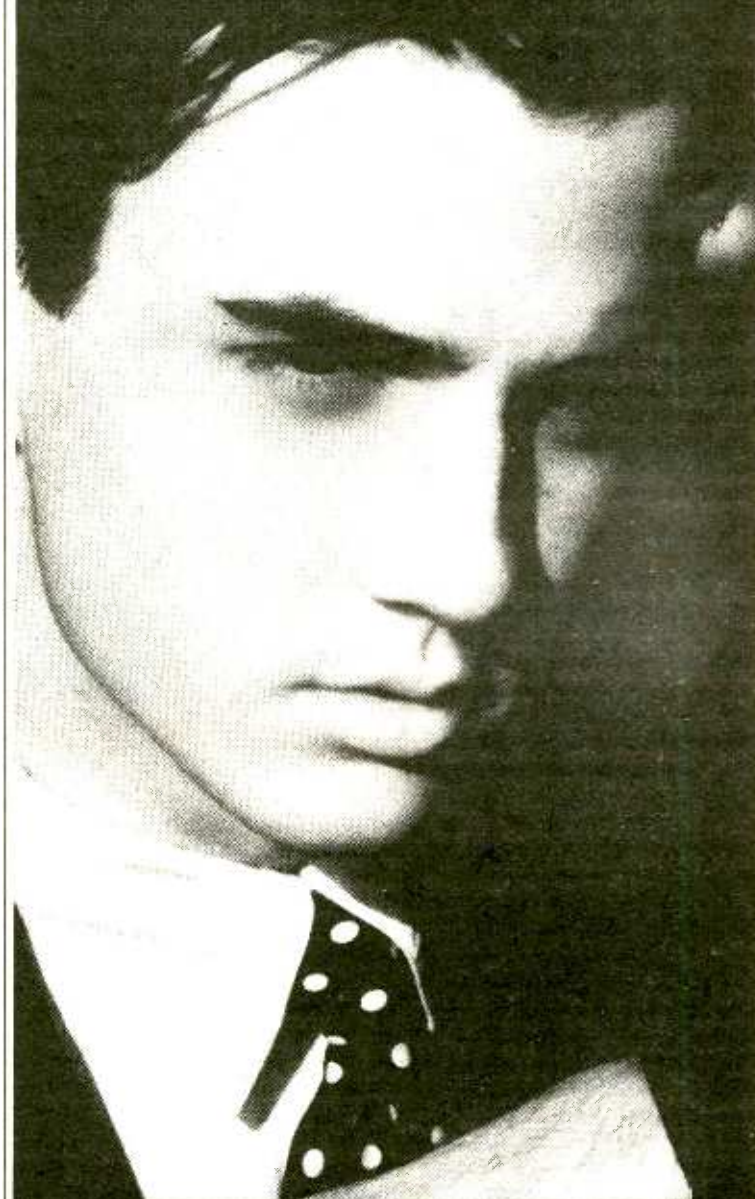
THURSDAY, APRIL 6 — American diver Randal Dickson set the world record for high diving in 1985 by plunging 175 feet, hitting the water at Ocean Park in Hong Kong at an estimated 90 miles per hour. (That's about twice the distance the cliff divers at Acapulco dive.) Hostess Twinkies went on sale in 1930. In 1917, in WW I, America declared war against Germany. Eightieth anniversary of the Peary expedition reaching the North Pole. The longest boxing match (using gloves) was in 1983: after more than seven hours and 110 rounds, it was declared a draw.
Birthdays: Pitcher Bert Blyleven 38. John Rattenberger (Cliff on "Cheers") 42. Michelle Phillips 45. Billy Dee Williams and Merle Haggard 52. Andre Previn 60.

Gorbachev Missile Freeze

FRIDAY, APRIL 7 — The Soviet Union announced in 1985 that it was freezing deployment of medium-range nuclear missiles in Europe. 72,000 real eggs and 40,000 candy ones were used in the world's largest Easter Egg Hunt at Homer, Georgia in 1985. The record for keeping a boomerang aloft was set at 28.9 seconds in 1984. The US broke diplomatic relations with Iran in 1980 during the hostage crisis. The musical "South Pacific" opened on Broadway 40 years ago.
Birthdays: NFL vet Tony Dorsett 35. John Oates 41. David Frost 50. James Garner 61.
Saturday (4/8): Betty Ford 71.
Sunday (4/9): Hugh Hefner 63.

Tommy Page

The Name To Know.



"A Shoulder To Cry On"

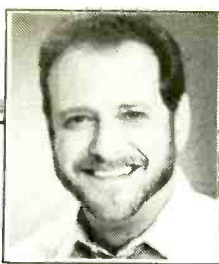
The sensational new single from the debut album TOMMY PAGE.

CHR CHART DEBUT **40**

WNVZ add 14	WINK add	Q104 14-10
KDWB deb 27	WAPE 12-8	KIXY 10-7
WL0L 23-15	KZIO add	KYYY add
KROY 21-14	KJ103 add	WCIL 5-4
KUBE add	KLUC 31-21	WDBR add
KMEL 11-10	KWNZ 12-9	Z97 3-3
WNNK add	WWFX add	KFBQ add
WPST 13-10	WIKZ add	KMOK 2-4
Q106 35-26	WHTO add	ZFUN 6-5

Management and Direction:
Ray Anderson Enterprises

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JOEL DENVER

CHR

CONTEMPORARY HIT RADIO

'WELCOME TO THE JUNGLE'

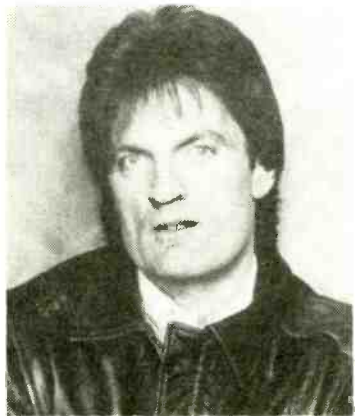
Shannon Launches Pirate Radio

It was a sneak attack on the city. The word on the streets had been to look for an early April kickoff. But at 5am on March 17 KQLZ was born — just five hours after Westwood One closed the deal with former owners Outlet Communications.

VP/Programming Scott Shannon gracefully laid the former KIQQ (K-Lite)/Los Angeles to rest. Thanking the audience for listening and suggesting similar-sounding dial alternatives, he turned off the Lite with the help of Earl Grant's "The End."

"Since everyone out here borrowed just about every liner and idea I'd used at Z100, it became necessary to do something different. We have a renegade attitude, as does our music."

Then the ambience quickly shifted. Shannon segued into an air-check montage of legendary L.A. stations — KRLA, KBLA, KFVB, KMET, and KHJ. Seconds later, there was a quick legal ID and time check. Then the speakers roared as Shannon declared, "It's 5:03, Southern California... It's time to wake up." On the heels of that pronouncement came this recorded sweeper: "The mothership has landed..."



Scott Shannon

Pirate Radio 100.3-FM... Welcome to the jungle." And that was followed by the Guns N' Roses tune of the same name.

Joining Shannon during the sign-on were OM Randy Kabrich, Shadow Steele (aka Shadow P. Stevens from WEZB (B97)/New Orleans), and WHIZ (Z100)/NY PD Steve Kingston.

Not A Format, An Attitude

Just what is Pirate Radio? According to Shannon, it's a well-defined departure from the beat-oriented CHR music heard on KIIS-FM and KPWR (Power 106) but is clearly more than just a modal rocker playing AOR-to-CHR crossovers. (See "Swashbuckling Songs" sidebar.)

Furthermore, Shannon says Pirate Radio is not a format but an attitude he conceived six years ago while putting Z100 on the air. "We were actually a New Jersey station, and one had never made a ratings impact in New York before," he recalled. "I told the sales department to look at Manhattan like Europe and to look at us as Radio Caroline, the pirate radio station broadcasting offshore. I never forgot the concept.

"Since everyone out here borrowed just about every liner and idea I'd used at Z100, it became necessary to do something different. So we went to work developing the Pirate Radio concept, which works great — we have a renegade attitude, as does our music."

X Marks The Spot

KQLZ's studio is just as raw and simple as its on-air sound — what Shannon calls "no-frills radio." The station is temporarily housed in-



The Pirate Radio studio (on top) may not be a pretty sight, but it worked well enough for the station to hit the air. New studios are in the works. Shown just below the temporary setup, minutes prior to sign-on, (l-r) are Z100/NY PD Steve Kingston, who came in for the debut; Westwood One Radio Group VP/Programming Scott Shannon; and OM Randy Kabrich.

side a loading bay at the WWI offices. Entry is gained through an easy-to-locate sliding metal cargo door... it's the one with the spray-painted X.

Inside there's no beautiful view to gaze at for inspiration, only a lot

of boxes and a hastily-painted logo on the wall. A control board sits on a plywood riser, complemented by a couple of three-deck cart machines, two CD players, a mike, outboard audio processing, and two speakers. There wasn't even time to get request lines installed for the launch.

Continued on Page 45

First Impressions

Several market observers had this is to say about upstart **Pirate Radio**.

• **KPWR (Power 106)/L.A. PD Jeff Wyatt:** "It's an excellent radio station; well-done, well-produced, and with an edge that really could make it explode. Shannon's sending a clear message right now to the audience with his pirate concept. It's pretty cool. But it's tough to tell who the station will affect the most. By establishing his own identity, I feel he'll be drawing individuals — not necessarily huge wads of cume — from other established stations."

• **Pollack Media Group Chairman/CEO Jeff Pollack:** "I had a radio station in mind that I would do if I was programming KIQQ, and

Pirate Radio is exactly what I envisioned. There was a massive hole for this station; it's what L.A. needs. I predict it will be number one in the market, drawing from KIIS-FM, KLOS, KLSX, and to a minimal degree, Power 106.

• **KIIS-FM/L.A. PD Steve Rivers:** "I think it's an early April Fool's joke myself. What we're hearing is not what the real deal is all about. So I reserve comment until they put the true format on the air. My staff is charged and ready for the battle. We're sharper than we've ever been. The worst that will happen is that L.A. will be a better radio market. KIIS-FM's number one goal is to be the best that we can be regardless of who's across the street."



Swashbuckling Songs

What does **Pirate Radio** sound like? It will be 85% current and, according to **Scott Shannon**, "**Randy Kabrich**, **Shadow Steele**, (**Z100/NY PD**) **Steve Kingston** (who came in for the debut), and I spent four days just deciding whether to play **New Kids On The Block**, **Debbie Gibson**, and the **Bangles**. We've invested lots of time and money on our music systems. No doubt this station does have unique music for the city, and it will only get better."

Pirate Radio's first two hours played like this musically:

5-6am

GUNS N' ROSES/Welcome To The Jungle
ROLLING STONES/Start Me Up
ROXETTE/The Look
DEF LEPPARD/Pour Some Sugar On Me
CHEAP TRICK/The Flame
POISON/Fallen Angel
FORD & OSBOURNE/Close My Eyes Forever
MIDNIGHT OIL/Beds Are Burning
FIXX/One Thing Leads To Another
BON JOVI/Born To Be My Baby
MADONNA/Express Yourself
VAN HALEN/When It's Love
WHITE LION/When The Children Cry
JOAN JETT/Little Liar

6-7am

AEROSMITH/Dream On
DEF LEPPARD/Armageddon It
FINE YOUNG CANNIBALS/She Drives Me Crazy
GUNS N' ROSES/Paradise City
U2/In The Name Of Love
ROD STEWART/My Heart Can't Tell You No
ROBERT PALMER/Addicted To Love
BANGLES/Eternal Flame
MANFRED MANN/Do Wah Diddy
WHITESNAKE/Is This Love?
MADONNA/Like A Prayer
DEF LEPPARD/Rocket
MILLI VANILLI/Girl You Know It's True
R.E.M./Stand

Liner Notes

Image building is very important for any new station, and **KQLZ** is no exception. Placing a strong emphasis on production, the station used radio static and frequency sweeps sound effects to accompany its liners, many of which are being delivered live.

Among the liners pressed into action:

- The mothership has landed... Pirate Radio 100.3-FM... Welcome to the jungle.
- Transmitting throughout North America, this is Pirate Radio... Welcome to the jungle.
- No wimps allowed... No commercials allowed at Pirate Radio... That's the way we like it.
- This is Pirate Radio, 100.3-FM... Don't tell anyone.
- Do not attempt to adjust your radio receiver. You are on the new FM, Pirate Radio.
- Pirate Radio 100.3-FM... Crank it up nice and loud... Open your windows and piss off your neighbors.
- Transmitting live at 100.3 this is Pirate Radio... No disco ducks allowed.

COLUMBIA RECORDS

NEW KIDS ON THE BLOCK

"I'll Be Loving You"
[forever]



CHR NATIONALLY MOST ADDED

INCLUDING:

- KWSS add 23
- KS104 add 30
- B97 add 29
- FM102 add 30
- KZZP add 29
- B96 add 34
- WXKS WHYT
- WZOU KBEQ
- WEGX KCPW
- B94 KIIS
- PRO-FM KOY-FM
- Y95 KROY
- WGH KWOD
- KITY KPLZ
- KTFM WPGC
- Q105 PWR96

HOT REPORTS & ROTATIONS:

- KMEL 13-8
- KDON add 24
- HOT 97.7 10-9
- KMGX 34-26
- KGGI 21-17
- KZFM deb 30

URBAN CONTEMPORARY
NATIONALLY MOST ADDED

BILLBOARD POP LPS **8**

Taken from the Platinum-Plus Columbia LP:
"Hanging' Tough" 40985
Produced by Maurice Starr & Michael Jonzun

Dick Scott Entertainment



Columbia



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This April 14, you can make the future sunny for thousands of children.

Join an all-star group of radio and music stars at The Columns for the Second Annual Radio Roast to support the T.J. Martell Foundation for Leukemia, Cancer and Aids Research.

A Hot Time is Guaranteed For All!!!



The Honoree:
SUNNY JOE WHITE
of WXKS Boston

The Host:
KID LEO
of Columbia Records

Friday, April 14
(The night before the
Martell Dinner)

Cocktails: 6:30 PM
Buffet Dinner and Roast:
7:30 PM

Place:
THE COLUMNS
584 Broadway
(south of Houston)
New York City

The Roasters:
RICK DEES
from KIIS Los Angeles
and DIR's "Weekly Top 40"

RICHARD BALSBAUGH
CEO Pyramid Broadcasting

JELLYBEAN
Producer Extraordinaire

OEDIPUS
Program Director
WBCN, Boston

AND MORE TO COME

Tickets:
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TOMMY NOONAN
Billboard Magazine
(213)-859-5316

CAROL STRAUSS
KLENFNER
DIR
(212)-371-6850

CHR

Pirate Radio

Continued from Page 42

No Commercials . . . For Now

Pirate Radio debuted without commercials and has frequently promoted that fact. Shannon is quite aware of the potential for a no-commercial backlash once spots appear. But he feels that as the programming comes together, so will the spots. The station is clearly in a come-building mode, with a tight rotation and a massive TV campaign which kicked off the evening of the sign-on. Down the road Pirate Radio plans to do some contesting, although details have yet to be revealed.

The air talent roster includes Scott Shannon 6-10am, Whitney Allen (KKLQ/San Diego) 10am-3pm,

"We're gambling that there are a lot of CHR listeners in the market who think their current favorite CHR plays too much dance music."

Shadow Steele 3-7pm, Domino (WAPW [Power 99]/Atlanta) 7-11pm, Jimmy Page (KCAQ/Oxnard, CA) 11pm-2am, and Bubba The Love Sponge Jr. 2-6am. Shannon offered no clue as to whether he'll add a morning partner. "We'll slowly integrate the airstaff into the music. Right now we're just playing a lot of music, running

liners and sweepers. We hired people from outside L.A. so that we had fresh personalities. Out of the box I think I've got the best staff in the country."

What station(s) is Shannon setting his sights on? "We're not making any direct attacks on other stations like I did with WPLJ in New York. We're not telling the audience what we are. It's not only the music that's important but the way you present it which helps shape the audience's perception.

"If you're an AOR listener we sound AOR, if you're a CHR listener we sound like a CHR without a lot of dance music. We're gambling that there are a lot of CHR listeners in the market who think their current favorite CHR plays too much dance music."

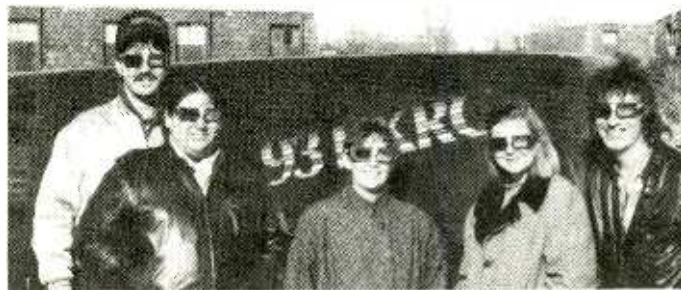
MOTION

• **Rick Carter** from KWNZ/Reno fills MD chair at WXGT (92X)/Columbus, OH.

WIKZ/Chambersburg, PA has named night rocker **Andy Shane** MD as PD **Rick Alexander** gives up music duties . . . **Mark Roberts** is the new morning man at KZZB/Beaumont, TX, coming from KBIU/Lake Charles, LA . . . **Jim Morales** is in as MD at KKFR/Phoenix, replacing **J.J. Morgan**, who's nabbed the PD post at KZHT/Salt Lake City. Also at KKFR, **Ron Parker** joins from crosstown KOY-FM to handle afternoons and Asst. PD duties . . . **Ron Shapiro** from Cutler Productions replaces **Mark Driscoll** as Production Director at KHS-FM/L.A. . . . WSSX/Charleston, SC night rocker **Shadow Stevens** has been named MD, and afternoon driver **Rich Panama** is now Asst. PD.

WAZY/Lafayette, IN has added **Mike Carmin** as AM sports announcer and tapped **Randy Kenyon** for nights, as PD **Kevin Morton** moves to mid-days . . . WBIZ (Z100)/Eau Claire, WI has a new lineup: OM **Mike Dorn** mornings, MD **Darren Lee** middays, PD **Jay Bouley** afternoons, **Jeff Day** nights, **Chris Stevens** late-nights, **Jackie Johnson** overnights, and **Nick Evans** weekends . . . **Kevin Belcastro**, onetime PD and most recently afternoon personality at WMJQ/Buffalo, has moved to afternoons at WBZZ (B94)/Pittsburgh . . . **J.J. Malone** joins WEZB (B97)/New Orleans for overnights from the same slot at WZAT (Z102)/Savannah, where he also did overnights and was known as **J.J. Jones**.

Meanwhile, Z102 has made a move of its own. The station's new address is: Bank South Centre, 7 East Congress #104, Savannah, GA 31401 . . . WDJX/Louisville also has a new address: 612 4th Ave. #100, Louisville, KY 40202 . . . After four years, **Richard Cano** leaves mornings at KMGX/Fresno to do mornings at KKAT/Salt Lake City. Call KMGX PD **Kevin Carter** at (209) 252-8994 . . . **Harry Nelson** has gone from consulting WWGT (G98)/Portland, ME to signing on as the station's new PD . . . KEGL/Dallas is looking for a strong weekend. T&Rs to PD **Joel Folger** . . . WLOL/Minneapolis is on the lookout for a killer promotion director. T&Rs to VP/Communications **Tom Gowan** at (317) 266-9700.



KKRC GOES 3-D — KKRC/Sioux Falls, SD didn't want its listeners to miss the spectacular Super Bowl 3-D halftime show, so staffers hit the road in the station van and handed out 3-D glasses and bottles of Coca-Cola. Taking a break are (l-r) DJ Scott MacGuire, PD Dan Keiley, ND Janie McKaine, and jocks Deb Christie and Bill Daniels.



ALL BARK, NO BITE — KQIZ (Z93)/Amarillo, TX helped its listeners stay warm by giving away free firewood to anyone whose car displayed a Z93 sticker. Pictured: a lucky listener luggin' some logs.

BITS

• **He's Got The Bucks** — WCZY/Detroit morning man **Dick Purtan** recently hosted its second annual radiothon benefitting the Salvation Army. During the broadcast, Purtan was visited by Detroit Red Wings coach **Jaques Demers**, Pistons guard **Isiah Thomas**, former Tigers pitchers **Denny McClain** and **Milt Wilcox**, and several other local celebrities. In just 16 hours, Purtan managed to raise nearly \$137,000. Maybe he should see what he can do about the national debt. Purtan is shown pulling local writer **Bob Talbert's** tail.

• **Serious School Spirit** — WPHR (Power 108)/Cleveland has teamed with **Elektra Records** and local resort Geauga Lake Park to present the "Humongous Music" anti-drug campaign. Area high schools have been challenged to compile "Just Say No To Drugs and Yes to Humongous Music" petitions. The four schools submitting



the most signatures (based on percentage of enrollment) will win a day at the lake.

• **New Tunes For Locals** — Down the street, WMMS/Cleveland has initiated "The Cleveland Breakout," a weekly program that showcases the best alternative local talent. 'MMS takes credit for helping to break such obscure acts as **Bruce Springsteen**, **John Cougar Mellencamp**, and **Duran Duran**. With a little luck, the tradition will continue.

THE REPLACEMENTS



"I'LL BE

THE NEW
YOU"

SINGLE

From
The Album
Don't Tell A Soul

Track ①
Album ①
Now Starting CHR!

WMMS add	KKXL add
WLLOL 33-29	99KG add
KXYQ add	KPAT add
WROQ add	KFMW add
KZIO add	KOZE add
KSND add	ZFUN add
KZZU add	OK95 add



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HARVEY KOJAN

Coming To Terms With Rock CHR

Whatever you call it — rock CHR, rock 40, male CHR, CHR-for-boys — it's the most talked-about new format variation in radio today. Impressed by the out-of-the-box success of WDFX/Detroit and KXXR/Kansas City, AOR and CHR programmers alike are gearing up for yet another potential adversary in our increasingly fragmented industry.

Upper Demo Credibility

"Make no mistake about it — this is not a 'kiddie-rock' format," warns Burkhart/Douglas & Associates consultant Greg Gillispie. "This format has a lot of credibility with listeners up to 30 as well as good come potential beyond 30. And a lot of people are scratching their heads, because while your typical AORs are used to being attacked from the top end by Classic Rock, they haven't had to worry about the low end."

B/D & A has undoubtedly spent a great deal of time analyzing this latest format permutation — the consultancy has heritage AOR clients in both Detroit (WRIF) and Kansas City (KYYS), as well as a new high-energy rocker (WAZU/Dayton).

Gillispie has some advice for PDs anticipating the arrival of a rock-oriented CHR in their markets: "You'd better do some research and find out which core artists are common to both 18-24 and 25+. You're going to find that not many of the core artists for the 18-24s test real well for the upper demos. So you're going to have to find that common thread."

Of course, that strategy assumes an AOR is interested in maintaining as many younger listeners as possible. But as Gillispie recently discovered, that's not always the case. "I was pitching a station a couple of months ago that's the only AOR in a decent-sized town and really overpositioned to the Classic end of things. I asked the GM, 'What would happen if a [rock-oriented CHR] came into your market?' And he said, 'They can have all the 18-24s they want. I'm only concerned about 25-54.'"

Those Fickle 18-24s

Given the more fickle nature of younger listeners, there may not be much a heritage AOR can do about protecting its lower end. "The 18-24s most easily realign their priorities, and this type of format can get them to do that," Gillispie says. "You know what happens when a new station comes on. These stations are fresh and exciting, and people gravitate toward them. A typical AOR can't com-

"Make no mistake about it — this is not a 'kiddie-rock' format."

— Greg Gillispie

pete all the time with one of these stations. And today's younger listeners are more willing than they've ever been to sit through a dance-rock record knowing they're going to hear Guns N' Roses or Def Leppard on the other side."

Like many of his peers, Gillispie believes the stations most vulnerable to the threat of rock CHR are those that have forsaken the

streets they once owned. "The buzz on the streets eventually permeates society and becomes the mainstream. However, many AORs gave that up as their listeners got older. In the old days we always knew what was going on. Too many stations let that information come to them now instead of

seeking it out."

Gillispie is also concerned about overly cautious AORs that fail to recognize the difference between a teen-only metal song and a mass appeal hit. "As hard rock songs become hits they stop being perceived as hard. CHR knew that when they clobbered AOR with Guns N' Roses. They played 'Sweet Child O' Mine' around the clock, while many AORs wouldn't play it before 3pm. And yet that was one of the more compelling hits of the last ten years."

Since he's in the business of marketing formats, you'd expect Gillispie to be bullish on rock CHR's future — and he is. "This will be a longterm format. If I was the second- or third-rated CHR, AC, or AOR in a market and was looking for something else to try, I would strongly consider this format."

'RDU Prepares For Battle

WRDU/Raleigh PD Bob Walton has also been doing some thinking about rock CHR, especially since crosstown WZZU adopted the format three weeks ago. As the market's lone rocker and top-rated station, 'RDU has been expecting a new competitor for quite a while.

"We knew it would happen," Walton says. "There was no question about it. It could have been Classic Rock, straight-ahead AOR, or rock 40. We actually thought some competition might be fun. We feel like we've been *scrimmaging* but haven't been put into the game yet. And a little pride enters into it, because it only takes one person to say, 'Yeah, but you don't have any competition.'"

In anticipation of a new rival, 'RDU conducted both music and perceptual research to make sure it was perfectly in tune with the au-

dience. Walton also conducted long brainstorming and self-critique sessions, analyzing the station's strengths, weaknesses, and opportunities. He describes the preparations as "very nuts and bolts — sort of like spring training. Regardless of who our competitor might be, we had to make sure we were the best we could be."

Other than fine-tuning the daily music log a little more, Walton says he plans no musical changes. "If I see two or three songs together that might be a little down-tempo, I'll definitely make changes.

"Like any general going into battle, I know we'll have some casualties. What we are going to do is protect our 25-54s."

— Bob Walton

whereas in the past that might have been okay. Other than that, it'll be business as usual."

Learns From Past Mistakes

Walton says he's being particularly careful to, as the cliché goes, act rather than react. "We made a serious mistake when (Gold) WTRG came on a couple of years ago," he admits. "We overreacted. One of their first songs was 'My Generation,' and we said, 'Uh, oh.' We just threw in a whole batch of old records. We are not going to do that again."

Although he says he'd find it hard to accept losing "even a tenth

An Elektra-Fying Evening



This bevy of industry notables gathered at an unimposing Santa Monica locale to get a board's-eye view of Jackson Browne's recording studio. Attendees from the Pollack convention enjoyed a catered feast from one of Browne's favorite Mexican restaurants as well as a preview of the artist's forthcoming album.

Rockin' Sample Hours

Check out the difference between these two sample hours! Burkhart/Douglas & Associates-consulted WAZU/Dayton, which signed on in January, is actually more AOR than CHR and has been described as reminiscent of the old modal approach. WZZU/Raleigh, which hit the airwaves earlier this month, appears to be decidedly more mellow and recurrent-driven than 'AZU. (It should be noted that the 'ZZU sample hour was from its first week on the air.)



102.9 FM

WAZU/Dayton 3-4pm

GUNS N' ROSES/Paradise City

EDDIE MONEY/Two Tickets To Paradise

RUSH/Mission

SCORPIONS/Rock You Like A Hurricane

DEF LEPPARD/Hysteria

ROBERT PLANT/Little By Little

BAD COMPANY/Shake It Up

JIMI HENDRIX/All Along The Watchtower

CINDERELLA/Coming Home

LYNYRD SKYNYRD/That Smell

LIVING COLOUR/Cult Of Personality

SKID ROW/I Remember You

PINK FLOYD/Have A Cigar



THE NEW ROCK CHOICE

WZZU/Raleigh 3-4pm

VAN HALEN/Why Can't This Be Love

EDDIE MONEY/The Love In Your Eyes

HUEY LEWIS/Heart And Soul

WHITE LION/Wait

POISON/Your Mama Don't Dance

BRYAN ADAMS/Summer Of '69

UB40/Red Red Wine

ROBERT PLANT/In The Mood

CHICAGO/You're Not Alone

JOHN COUGAR/I Need A Lover

FIXX/Driven Out

PHIL COLLINS/Two Hearts

LITTLE FEAT/One Clear Moment

of a share," Walton is pragmatic: "Like any general going into battle, I know we'll have some casualties. What we are going to do is protect our 25-54s."

Beyond a high-power music mix, a well-programmed rock CHR's main weapons are overall excitement and "swagger," elements many feel AOR has lost over the years. But Walton is confident 'RDU has sustained its muscle. "We have that excitement and swagger, and I don't think they can take that away from us. It starts with our announcers. We're staking our success on the belief that anybody can come in and play the music we play, but no one has the announcers we have. And my job is

to work with them to maintain that spirit.

"Top 40 by any other name is still Top 40. Rock CHR is still basically a format of small records with big holes, and that's to our advantage. AOR is still the hip format. Now if you lose that, and your station sounds like 1974, you're ripe for the plucking. But the bottom line is, what we're doing works."

Editor's note: The obvious interest in rock-oriented CHR makes it a logical subject for frequent analysis, and I'll be focusing on the format on a regular basis. If you'd like to add your thoughts to the discussion, I'd love to hear from you.

SEGUES

CFOX/Vancouver Asst. PD/MD **Ross Winters** has been named PD of CITI/Winnipeg; **Danny Kingsbury** exits ... WYBR/Rockford, IL has upped night rocker **Matt Miller** to MD and morning co-host **Sky Drysdale** to Promotion Director ...

WMYG/Pittsburgh personality **Kenny King** now does PM drive at WAVF/Charleston, SC ... WZZO/Allentown's new address is 1541 Alta Dr., Suite 400, Whitehall, PA 18052; phone (215) 821-9559; fax (215) 821-9504.



CRAZY BIRTHDAY — There was no rest for the wicked at WHJY/Providence when staffers celebrated Ozzy Osbourne's birthday with him. Pictured in party heaven are (l-r, back row) impressionist Ron Hayden, WHJY Promotion Director James Evans, D.J. Daria, Production Director Don Gosselin, D.J. Rick O'B, and MD Chris Herrmann; (l-r, bottom row) PD Carolyn Fox, D.J. Lou Brutus, Ozzy, D.J. Dr. Metal, and Asst. Promotions Director Sharon Schifino.



RATT RACE — KZ95/Little Rock staffers looked way cool hanging out with Ratt frontman Stephen Pearcy after the show. Pictured are (l-r) nighttime rocker Sherry Brooks, Pearcy, contest winner, MD Malcolm Ryker, and winner.



KOME-ING IN COLOUR — KOME/San Jose staffers came alive when Living Colour dropped by the station. Pictured are (standing l-r) KOME's Raffi Nalvarien, E/P/A rep Robin Silva, Living Colour's Vernon Reid, KOME's Frank Bennett and Don West, Living Colour's Muzz Skillings, and PD Ron Nenni; (kneeling) the group's Will Calhoun and MD Stephen Page.



"BUT SHE SAID SHE WAS 19!" — KFMF/Chico, CA night rocker Bruce Campbell does his part for AOR's image. Could this be a ploy to get his mug in R&R ... nah.



MORE MONEY — WGR-FM/Buffalo staffers had nothing to lose when Eddie Money stopped by the station. Hanging in the hallway are (l-r) PD John Hager, MD Bob Richards, midday maven Anita West, Money, contest winner, and intern Bob Masse.

G.O.R.*

If You're Not Rockin'
...Your Competition Will!

MARCHELLO

"FIRST LOVE"

AOR NEW ARTIST #12

AOR NEW & ACTIVE
#1 42/18

A MOST ADDED
Track And Album

CBS ASSOCIATED
RECORDS
Distributed by CBS Inc.

*(Guitar Oriented Rock)

When You Play It, Say It



WALT LOVE

UC

URBAN CONTEMPORARY

Profiling Black Consumers

Middle Class On The Move As 21% Earn \$35,000+;
Active Entertainment Seekers

A recent study of black consumers provides information that can have practical applications for UC GMs, sales managers, and PDs. Comprising 12% of the total US population and 50% of the nation's minority population, black consumers represent a substantial — and growing — market that has yet to be fully exploited. The *MA*RT Profile and Comparative Analysis of Black Consumers 18+* by Impact Resources of Columbus, OH, reveals some substantial differences between blacks and the US population as a whole.

The figures that follow represent percentages of the total black population, along with a comparative index. With regard to the index, 100 equals the national average. An index of 50 indicates that blacks are half as likely to exhibit the designated behavior as the general US population; similarly, an index of 150 indicates that blacks are one and a half times as likely to exhibit the designated behavior.

Households

Black families show a relatively high incidence of marital strain. Married black adults make up 39% of the black population (index 75); 16% are divorced (index 148), 9% are widowed (index 139), and 31% are single or have never been married (index 120).

Households tend to be comparatively larger: 15% of all blacks live in households of five or more persons. The actual number of persons per household is seven percent higher than the national average. Yet despite blacks' larger households, only 44% own homes (index 83).

Income

More than 55% of black households fall in the \$25,000 and below annual income bracket. Although

Did You Know . . .

- 31% of blacks hold professional/managerial posts
- Less than half shop with a specific buying plan, but expect to spend at least \$54
- Black consumers' store loyalty is dependent on quality, service, price
- 28% intend to make a major purchase within the next year
- 39% are married, 31% single/never married, 16% divorced

black median household income is slightly lower than the national norm, many black families are moving into the middle class, as 21% of black families earn more than \$35,000 (compared to 16% in 1970). Nevertheless, fewer than half of all blacks (45%) have had a relationship with a bank/credit union for two years or longer.

Entertainment

Broadcast and cable television viewing time averages 171 minutes daily. Preferences for a particular network are evenly split between ABC, NBC, and CBS. Loyalty to the big three networks is somewhat greater than it is among the general population: ABC (114), CBS (117), NBC (108).

As for cable channel preferences, blacks are more inclined than the general population to favor Home Sports (198), Sportsvision (184), and Prime Ticket (156), as well as Cinemax (142), Showtime (157), HBO (128), and the Disney Channel (113).

Blacks are active entertainment seekers, spending more of their leisure time with TV/movies/music/shows (index 134). Shopping is a highly popular pastime (index 117), as is reading (index 115), but exercise/sports (index 75), travel (index 69), and camping/hunting/fishing (index 50) are less prevalent.

Jobs

Only 31% of all blacks occupy professional/managerial positions (index 88). Sales workers represent seven percent (index 88), and homemakers only six percent (index 57). And while only three percent work in the military, that's considerably higher than the national average (index 145). Other job categories are factory workers/laborers: 13% (index 143); clerical workers: 15% (index 125); and farmers/ranchers: 1% (index 117).



Howard Huntsberry



KRNБ OM Melvin Jones

KRNБ Throws Birthday Bash

KRNБ (MAGIC 101 FM) lit up the city with its seventh birthday celebration in the Grand Ballroom of the Memphis Peabody Hotel.

A standing-room-only crowd of neighboring station PDs and MDs, as well as a host of record label executives, was treated to an entertainment-packed evening. Among the performers: **BeBe & CeCe Winans**, **Howard Huntsberry**, **Anne G**, **Starpoint**, the **Bar-Kays**,

Stanley Jordan, and local acts **Pyramid** and **Stan Howell**.

The icing on the cake was literally a massive KRNБ seventh anniversary cake, which was wheeled out for the consumption of the sweet-toothed attendees.

Shopping

Fewer than half of all blacks go shopping with a specific buying plan (index 87), but they expect to spend a relatively high \$54 on a shopping trip (index 120). They're less likely to shop at a department store (index 86) and more likely to shop at a convenience store (index 118). Loyalty to a particular store is dependent, to varying degrees, on the following factors: quality (92), service (87), price (81), selection (80), and location (71).

Loyalty varies when shopping for different items: TV, VCR, etc. (95), shoes (92), furniture (91), women's clothing (90), major appliance (90), stereo equipment (88), groceries (85), men's clothing (80), and home improvement/

hardware (76).

Only 28% of black consumers intend to make a major purchase within the next year (index 95), but expect to buy more jewelry/watches than the national norm (index 111) and less furniture (index 94), as well as fewer TVs/VCRs (index 94), appliances (index 88), and RVs/boats (index 56). They also anticipate making fewer vacation/travel plans (index 67). However, when the need to splurge crops up, VISA is preferred by 32% and MasterCard by 29%.

The MA*RT Profile and additional facts about black consumer patterns are available from **Karen Miller**, Impact Resources, 779 Brookside Blvd, Columbus, OH 43081; phone (614) 899-1563.

ACTION

News Flash

Mark Christian is the new PD at KIPR/Little Rock replacing **Curt Monday**. . . Former WVAZ/Chicago afternoon jock **Maxx Myrick** becomes WPLZ/Richmond PD as **Debbie Parker** becomes Op Mgr. . . **Earl Boston** has been appointed PD at WMGL/Charleston, SC. . . WCDX/Richmond names **Gary Young** to the vacant Asst. PD position. . . Nighttimer **Lynn Hill** moonlights as the new MD at WWDM/Columbia, SC.

Joe Hughes is the new PD at KYEA/Monroe, LA. . . Former WYLD/New Orleans Music Assistant **Charles Chann** is KDKS/Shreveport's new MD and part of the morning team. . . **Morgan Sinclair** hosts middays at WBLX/Mobile. . . **Geno Burgess** takes over as the new PD at KILZ/Killeen, TX as **Alton Palmore** goes to WJMI/Jackson, MS for evenings. . . **Tony Scott**, former WJLB/Detroit evening man, is doing wake-up service at KMJM/St.

Louis. . . **Doug Gilmore**, former PD at KMYX/Ojai, CA grabs the afternoon slot at WLUM/Milwaukee. . . Former WOWI/Norfolk PD **Quincy Jason** is the new PD at WFXM/Macon, GA. . . **Del Spencer** has been appointed PD of WFXC/Durham where **Hosie Mack** will retain his Asst. PD/MD post. . . WQQK/Nashville nabs **Rick Lee** as MD from WEUP/Huntsville, AL. . . **Greg Darton** has left WLWZ (Z104)/Greenville, SC and can be reached at (803) 295-1197. . . **B.J. Barry** is now PD, and doing mornings at WRBD/Ft. Lauderdale. . . WQMG/Greensboro MD **Doc Holliday** leaves to become OM at the new 50,000kw Urban station in Selma, AL. Call letters have yet to be announced; the station seeks staff. T&R: Broadcasting Company of Selma Inc., Box 2147, Selma, AL 36702-2147.

Lineup Changes

KACE/Los Angeles: midday personality **Pam Wells** moves to evenings

replacing **Ken Taylor**, who takes over afternoons. **Lisa Lipps** handles middays.

WFEX/Columbus, GA: KDLZ/Dallas's **Marina Hall** nabs afternoons and WEKS/Atlanta's **Kevin Ross** tackles evenings. They have replaced **Darrell J.** and **Becky**, who moved crosstown to WAGH.

WDJY/Washington: PD **Beej Johnson** does mornings; **T.J. Wright** takes middays; **John Wesley** handles afternoons; and **Kyle Gibson** joins for evenings. Also, the new Promotions Director is **Tracye Flowers**.

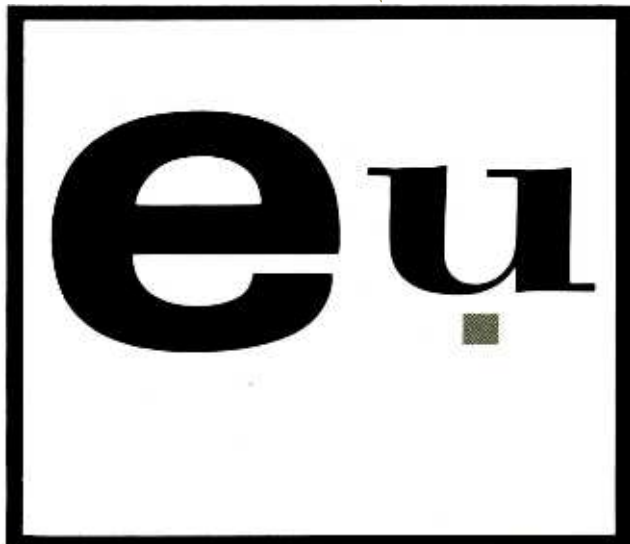
KHYS/Houston, TX: PD **Steve Hegwood** teams with **Alvin Jackson** for mornings; middays are split, 9am-noon with **Chris Blake** and noon-3pm with **Benita Gray** from WWVZ (Z93)/Charleston, SC. Also, **Robin Flores** takes afternoons, "Wild" **Jay West** joins to do evenings from WKSE/Bufalo, **Robert Mosley** works 10pm-2am, and **Jerry "Smokin" B.** does the night shift.



URBAN RADIO DOES DALLAS — UC radio made a strong showing at Dan O'Day's Air Personality Plus seminar in Dallas last month. (O'Day hopes the group will be allowed to meet inside the hotel next year.) Pictured (bottom row, l-r): Keith Solis, KJMZ/Dallas; Zoe Bonet, KMJQ/Houston; Champagne, KJMZ; and O'Day; (top row, l-r): Michael Spears, KJMZ; Paige Crawford, KCHX/Odessa, TX; Ken Bell, KJMZ; Peter "Air" Arnell, KKDA/Dallas; KJMZ's Tom Casey, Pebbles, and Guy Broady.

e.u. is tearing down the house with their jammin' single "Buck Wild!"

This ten member band did the impossible last year when they broke the go-go sound nationally with "Da Butt." Now E.U. is making a full-on chart attack with "Buck Wild!"



"BUCK WILD"

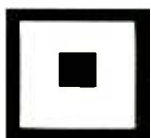
FROM THE LP LIVIN' LARGE.

r&r single

33

Debut

boy



GEORGE

From the LP High Hat.
Produced by Teddy Riley and Gene Griffin.



"D O N ' T
T A K E
■ M Y ■
M I N D
O N A
T R I P"

JAMES ALEXANDER WJLB PROGRAM/OPERATIONS MANAGER—The new Boy George, "Don't Take My Mind On A Trip" is truly a refreshing song, I believe it to be a **STRONG** solid hit...it's a "jam," it's "hot," it has "power." ■

BOBBY RUSH WZAK MUSIC DIRECTOR—Boy George has taken Urban Radio on one of the hottest groove trips of 1989. This has proven to be a must for Urban Radio and POP alike—it's another nasty Teddy Riley production.

■ TOM HOLIDAY PROGRAM/MUSIC DIRECTOR U102 RADIO—Boy George and Teddy have combined to take everyone's butt on a trip to the dance floor—it's a monster.

■ BOBBY BENNETT WHUR PROGRAM DIRECTOR—The Teddy Riley magic strikes again on super new single from Boy George. It's a jammin' trip.

■ BARBARA PRIETO WSCI MUSIC DIRECTOR—What better way to return to music

scene than by teaming up with one of today's hottest producers—A HIT!

■ RAY BOYD—WVEE—PROGRAM DIRECTOR—A very strong comeback for Boy George—Teddy Riley brought out the best in him. Good to have him back!

■ WAYNE WALKER WLWZ PROGRAM DIRECTOR—It's kicking!—and the "acid mix" is too live!

■ CLIFF FLETCHER WWWZ PROGRAM DIRECTOR—Great comeback—destined for the top of the charts.

r&r single

18



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MIKE KINOSHIAN

AC

ADULT CONTEMPORARY

MUSIC RESEARCH TIPS

This Is A Test . . .

As win-at-all-costs pressures increase, few PDs can rely on seat-of-their-pants programming. KKCW/Portland PD Bill Minckler is among those investing a lot of time and money in music research to satisfy the station's target audience: 39-year-old married working females with two kids.

"Whether you look at jukeboxes in bars, talk to one person, or pay \$75,000 a year to have your music tested, it's all research — and research is very important," he said. "You're getting feedback from people."

"A lot of small market stations aren't going to spend money to test music, but the bottom line is listening to the listeners and asking them what they want," he added, advising stations that can't afford mega-buck testing to "have someone monitor request calls, talk to as many listeners as possible, and call local record stores."

"If you use test information to put music on with no questions asked, you're going to have problems."

—Bill Minckler
KKCW/Portland

As for those stations willing and able to go the auditorium music-testing route, Minckler noted, "The standard rule of thumb for a full music test is 700-800 tunes; a half-test is 350-400. A weekly test for currents involves between 20-30 songs."

Interpreting
The Data

One drawback to auditorium tests is participant fatigue, which can affect the end result — and make skillful interpretation of the data by a PD even more crucial.

KKCW/Portland

Power/Dial Position:
100,000 watts/103.3
Metro Stations: 23
Outside Metro: 1
Arbitron 12+: Fall '87 4.6,
Fall '88 6.6
25-54 Rank: Fall '87 8,
Fall '88 2
18-34 Rank: Fall '87 5,
Fall '88 5
35-64 Rank: Fall '87 12, Fall
'88 6
Fall '88 12+ TSL:
69.6 minutes per day



Bill Minckler

"It's possible that Bob Seger's 'Old Time Rock & Roll' can test in the top five percent," Minckler pointed out. "It will get a high score from working people who are tired. Even though we screen participants carefully, they're sitting in a room for 90 minutes and it gets boring; when a song with some tempo comes along in that situation, people will tend to rank it high. That doesn't mean I'm blindly going to put Seger into a power rotation — unless I want to."

"In a competitive situation, if you use test information to put music on with no questions asked, you're going to have problems."

Arbitrary music adjustments in this format can be deadly. Minckler claims he's seen many GMs and PDs at successful ACs fall into this dangerous trap.

"They get tired of the way the station sounds and start screwing around with it, just when listeners are starting to pick up on it," he explained. "They make it hard and it starts to rock, because they don't talk to listeners or monitor phone calls."

"You have to mix the research — for which you've paid a lot of money — with your knowledge of the market, chart activity in the trades, and staff input."

Among the sources Minckler taps to help his music selection process are crosstown NAC/AOR hybrid KINK, the trades, San Francisco and Seattle stations he monitors, and KOST/Los Angeles (although he pointed out, "I understand that KOST PD Jhani Kaye doesn't do any testing").

Minckler is quick to correct mistakes when he realizes he's made them. "If I hear something that doesn't sound right, I change it. I'll

unschedule the whole week, if needed, and waste lots of computer paper in the process. The important thing is to have it right.

"You have to take the group of songs you test and decide which ones you're going to play. You may opt not to play some of the top-testing records, and decide to play some medium-testing ones."

Hiding Behind
A Smokescreen

Minckler believes that many times when someone says he's not playing a record because it's testing poorly, that's merely a smokescreen for not feeling comfortable with the record on his particular station.

Minckler follows one simple rule of thumb when it comes to adding new music: "Anytime I have to look twice or stop to think about it, I'll wait. I can be swayed by the stations I watch around the coun-

try. If it's Neil Diamond singing 'This Time,' I'll put it on out of the box. I was nervous when Sheriff ('When I'm With You') came along; it was obviously a ballad, but it was a rock ballad. I waited quite a long time before I put it on."

At the same time, he's leery about "daypart" adds. "If I have to daypart Edie Brickell ('What I Am') or Enya ('Orinoco Flow'), I wonder if I need to play them at all. The 'gut' call is determining whether the listener expects to hear those songs on my station."

Skimming Off The Top

Many programmers concur that music research is a necessity in fighting today's ratings battles. KKCW/Portland PD Bill Minckler recounts how he once sidestepped paying for such information.

The time was six years ago, when Minckler was at KGW/Portland. "We spent no money on music research," he confessed. "We thought the market was over-researched. There was an FM (KCNR) that, by all rights, should have killed us. We ran skimmers on them and decided whatever they played in heavy rotation was testing well. Our philosophy was to give our listeners tempo and positivity and play music by people like the Pretenders."

"In essence, KCNR had zero personality; there was nothing unique about it. They were probably spending as much as \$75,000 a year to test what we could monitor."

"We knew they had an excellent relationship with a leading researcher and the information was good. We got all their power songs."

Minckler advised, "If you're smart, you can figure out what the people want to hear."

Using heavy promotion and emphasizing its strong AM drive program, KGW emerged victorious over KCNR without spending big research bucks.

You Gotta Have Guts

WMGI/Terre Haute PD Bryan Thomas has spent approximately 20 years in market #170 without the luxury of a music research budget. He relies exclusively on "gut."

"You'll die if you act on what's happening in major markets," Thomas pointed out. "You can't come to Terre Haute from a big urban center and say, 'This is what you boys are going to play.' Somebody like (KOST/Los Angeles MD) Liz Kiley, who has good programming savvy, might be able to come in and study the market — but she wouldn't just bring in the KOST playlist."

Thomas also detailed the need to understand specific market quirks. "New Age music probably won't do

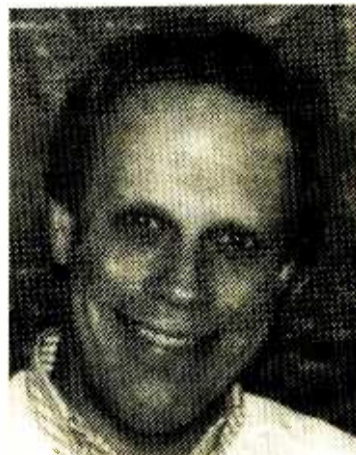
"We don't need music research if we have to pay \$12,000 for it . . . in a smaller market costs have to be kept in line with billing."

—Bryan Thomas
WMGI/Terre Haute

that well in the Midwest. And while you're hard pressed to find winning Country stations in New York, Boston, and Los Angeles, it's not that way here, so we look for Country crossovers."

Battle Of The Budget

When it comes to music research, cost is a major concern for smaller market stations.



Bryan Thomas

Thomas candidly stated, "We don't need music research if we have to pay \$12,000 for it. Big market stations have to live by it, but in a smaller market costs have to be kept in line with billing. My two philosophies are, 'When in doubt, leave it out,' and 'What you don't play won't hurt you.'"

While Thomas claims he watches the AC chart, he doesn't slot all the major hits. "By phone requests, you can tell when a song is or isn't happening. I can count on the fingers of one hand the number of calls we've had the last six months for Anita Baker. If I'm a slave to national charts, the station will go right down the tubes."

Thomas emphasized that he programs WMGI based on what he feels his listeners want. Jude Cole's "You Were In My Heart" — which was not a national hit — performed extremely well for WMGI.

Big Grammy winners Bobby McFerrin and Tracy Chapman, however, were excluded from station airplay, although Thomas noted, "We don't stay away from all Urban music. If we did, we wouldn't be a true AC. The Jets and Vanessa Williams have done quite well for us."

FM 101
WMGI
magic

WMGI/Terre Haute

Power/Dial Position:
50,000 watts/100.7
Metro Stations: 13
Outside Metro: 5
Arbitron 12+ Spring '87 11.9,
Spring '88 13.2
25-54 Rank: Spring '87 3,
Spring '88 1
18-34 Rank: Spring '87 2,
Spring '88 3
35-64 Rank: Spring '87 2,
Spring '88 2
Fall '88 12+ TSL:
81.3 minutes per day

TALK ABOUT A HIT!!



GRAYSON HUGH

AC PROGRAMMERS

"TALK IT OVER"

Tom Knight, MD, WFMK/Lansing, WHNN/Saginaw, WLHT/Grand Rapids
"Most requested midday song. Phenomenal female response. Instant phones!"

Michael Fischer, MD, WNUA/Chicago
"Grayson is one of the best soulful ballads of the year. Gets great audience response every time you play it."

Bob Murphy, MD, KTDY/Lafayette, LA
"His soulful Sam Cooke sound and unique style make this a big phone generator."

AC BREAKER!

Added This Week:

WNUA	WTCB	WFMK	WECQ
WMYX	KELT	WHNN	WGLL
KLCY	WLHT	WMGN	



Produced and arranged by Michael Baker
and Axel Kroell for Simple Simon Inc.



NOTES FROM MUSIC ROW

The Highwaymen Ride Again

Willie Nelson, Kris Kristofferson, Johnny Cash, and Waylon Jennings created a stir on Music Row recently when they gathered at the Emerald Sound studio to record their second collaborative album, "The Highwaymen 2." Glen Campbell even stopped by to pitch them a new tune. His version of Jimmy Webb's song "The Highwayman" was released a few years before the first Highwaymen album was issued in 1985.

Producer Chips Moman manned the boards, while Nelson played chess during the breaks with Mickey Newbury and Hank Cochran. John Prine was a guest for the session, as were Marty Stuart, Will Sexton, June Carter Cash, and Tony Joe White.

Ex-J. Geils Band member Peter Wolf stopped by while in town recording rock tracks. Harlan Howard, Bob Beckham, and Ron Chancey also were seen in the halls. And J.C. Crowley, who was laying down tracks at Emerald at the same time, shared some of the fun.

Since the Highwaymen record individually for different companies, a decision on which label will release the completed product is still up in the air. (CBS released the quartet's first album).

• Nashville plays host to the International Marketplace of Festivals, sponsored by the

Nashville Association of Talent Directors, on October 5-9. Held in Los Angeles for the past two years, the annual convention expects about 100 registrants from 30 countries. NATD President Sonny Simmons commented, "IMOF marks a unified effort by the Nashville music industry to open a new market of worldwide opportunities."

• Lee Greenwood and Sea Ray Boats/Miami-Biscayne have an endorsement agreement. Do you think we'll see Lee in "Miami Vice"-type commercials with a three-day beard?

• Atlantic America has announced plans to host its first label show at this year's Fan Fair in June. The label now has six country acts, including Robin Lee, Billy Joe Royal, Jeff Stevens & the Bullets, Pal Rakes, the Girls Next Door, and new signee Billy "Crash" Craddock.



HIGHWAYMEN 1989 — (l-r) Waylon Jennings, Willie Nelson, Kris Kristofferson, and Johnny Cash recorded their "Highwaymen 2" album last week. No label has been chosen to release the product yet, and no release date has been set.

• Nashville Entertainment Association Exec. Director Lynn Gillespie has resigned after nearly five years to devote more time to her family and creative pursuits. The association is accepting resumes from interested parties.

• Associate Director Diane Johnson has resigned from the Country Music Hall Of Fame Museum after 16 years to launch a scuba gear business.

• Ricky Van Shelton leads the nominations for TNN's Viewer's Choice Awards, getting the nod in five categories. George Strait and Dwight Yoakam each garnered four nominations, while Randy Travis, Hank Williams Jr., Tanya Tucker, and Kathy Mattea took three each. Spots aired on TNN and ads in USA Today list phone numbers for voting.

— Debe Fennell

Murphey's Orchestral Maneuvers

Michael Martin Murphey has found a new stage — and a much bigger backup band. He has been performing with symphonies across the country, is scheduled to perform with 11 more this year, and has two dates set for 1990, according to the Jim Halsey Co.

During the last three years Murphey has sung with the Salt Lake City Symphony and the Nashville Symphony. Next on his agenda is the Wheeling Symphony Orchestra on March 31 in West Virginia. This doesn't mean Murphey has given up his West Fest at Copper Mountain, CO over Labor Day weekend. On the contrary, plans are being considered for another fest in Park City, UT, July 4.



COUNTRY GOES CLASSICAL — Michael Martin Murphey (l) is pictured performing with the Nashville Symphony and conductor Kenneth Schermerhorn.

NEW ARTIST FACT FILE

Lionel Cartwright

Age: 29

Born: February 10, 1960 in Galipolice, OH

Place Called Home: Wheeling, WV

Current Single: "Like Father Like Son"

Current Album: "Lionel Cartwright"

Record Label: MCA

Producers: Tony Brown and Stuart Smith

Manager: Noel Fox

Favorite Artists: Emmylou Harris, James Taylor, Billy Joel

Album Attractions: "Give Me His Last Chance," "That's Why They Call It Falling"

Background

Lionel Cartwright hails from West Virginia, where he started out playing piano on WWVA/Wheeling's "Jamboree In The Hills" and ended up as the show's featured performer and director. After college he moved to Music City and was chosen by TNN to perform in the musical comedy series "I-40 Paradise." Soon he became that show's featured performer, arranger, and musical director. He wrote and sang the theme songs for "I-40" and its spinoff "Pickin' At The Paradise," and logged more than 500 episodes of both shows.

Signing

When the series ended, Cartwright focused his attention on songwriting, and MCA/Nashville's Tony Brown became aware of his talent. After deciding to embark on a recording career, Cartwright



Lionel Cartwright

teamed with Brown and co-producer Stuart Smith, guitarist for Rodney Crowell and Rosanne Cash.

Songs

His debut album contains nine of his own songs, while his current release, "Like Father Like Son," was penned by Paul Overstreet and Don Schlitz (writers of Randy Travis's "Forever And Ever, Amen" and "On The Other Hand").

The New Artist Fact File spotlights artists appearing on the Country chart for the first time

NASHVILLE IN MOTION

Isaacs Opens Malaco Branch

Special Projects Coordinator Bill Isaacs has left Tree International Publishing to open a division of Malaco Records in Nashville. Malaco owns Savoy Records and the Muscle Shoals Sound Studio, concentrating on recording and publishing R&B, country, and gospel music.

Judy Mayes joins the publicity division of Aristo Music Associates as an AE, and Chris Parr joins the company's video promotion division as Promotion Manager. . . . Former William Morris agent Alan Hopper is now a Management Associate with Chuck Morris Entertainment.

International Talent Services, Inc., the parent company of True Records, has expanded to include a booking division headed by Wayne Brayfield. It will concentrate on dates for Lisa Childress and Frank Burgess.

• Public Relations Pacts: 16th Avenue's Charley Pride and Neal McGoy to Mercer & Associates of Dallas. . . . Jonathan Edwards and Skip Ewing to Gary/Gurley.

• Booking Bonds: By special arrangement with Center Stage Attractions, Larry Boone will be represented by Top Billing International for fairs and festivals. . . . Billy Joe Royal, Shenandoah, and Pal Rakes to Buddy Lee Attractions. . . . the Shooters



Bill Isaacs

to Entertainment Artists. . . . Vicki Bird, Joni Harms, David Slater, Michael Johnson, and Russell Smith to Bobby Roberts Entertainment. . . . Rangers to Charles Dorris & Associates.

• Writer's Agreements: Columbia/Nashville artist Tim Mensy and fellow writers Chapin Hartford, Randy Boudreaux, and Tim Ryan to Tree International. . . . Jerry Vandiver ("Don't Waste It On The Blues") to Little Big Town Music Group.

Paul Overstreet has inked a deal with Bobby Roberts Entertainment for personal management.

Vince Gill is now with MCA/Nashville after more than six years with RCA/Nashville. Look for MCA's Tony Brown to produce.

Kathy Gangwisch & Associates/Kansas City has opened a Nashville branch. Three-year Gangwisch Publicist Kent Arwood has been upped to VP/Nashville Operations and has relocated to Music City. Offices are at 1012 16th Ave. South, Nashville, TN 37212; (615) 242-8888.

Former MCA/Nashville VP/A&R Don "Dirt" Lanier joins Tree International's Creative Department as a professional manager. He'll work with recording artists in song selection and be responsible for signing new writers.

A music veteran of more than 30 years, Lanier in recent years has worked closely with former MCA/Nashville chief Jimmy Bowen and the label's artists. Most recently, Lanier has been working with artists on Bowen's latest venture, Universal Records.

The trio of SKB (Thom Schuyler, Fred Knobloch, and Craig Bickhardt) has been disbanded in the wake of MTM Music Group's sale. Publisher Howard Stark has agreed to release SKB from their contract, which he purchased from the now defunct MTM label.

The trio of songwriters was originally known as SKO until Paul Overstreet exited to pursue a solo deal (he's now on RCA/Nashville). Bickhardt was then added and appeared on the group's second LP "No Easy Horses." Knobloch is rumored to be seeking a solo recording deal, with RCA and Universal mentioned among interested labels.

KATHY MATTEA

"COME FROM THE HEART"
THE DEBUT SINGLE FROM HER NEW ALBUM
"WILLOW IN THE WIND"



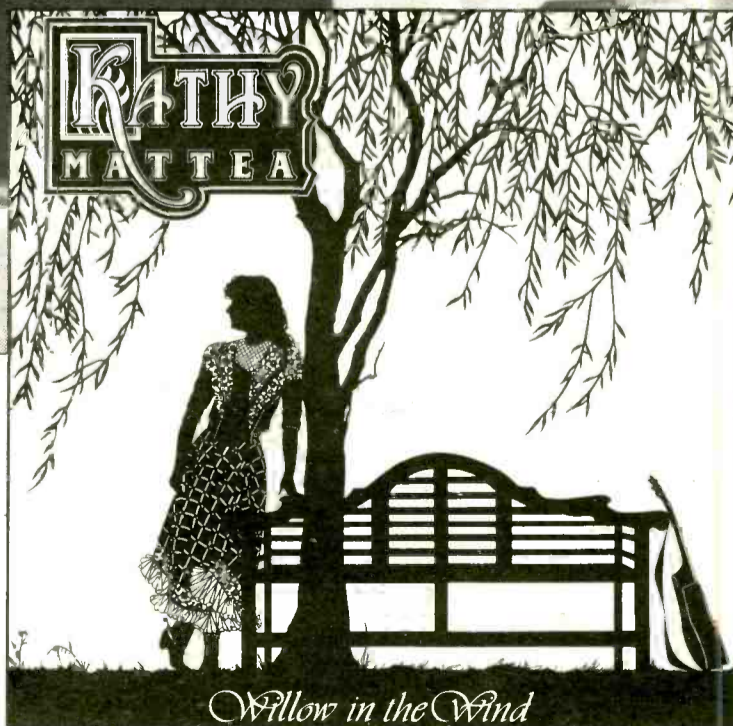
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When Three Worlds Collide

Furor Erupts After 'Welcoming' Station Drops Concert Act's Current Single

Nashville-based concert promoters and record labels have been buzzing over a recent confrontation between a promoter, a record label, and a radio station. Here's the scenario:

The week before a superstar act was scheduled to play a particular market, the act's label informed the concert promoter that the "welcoming" radio station had dropped the artist's current single. The station, which had received a \$12,000 time buy as part of the promotional package, came under pressure from all sides to readd the record.

For the purposes of this column, anonymity has been preserved. The promoter and the PD involved had two very different points of view on the matter. (For the label's side, see the accompanying sidebar.)

Promoter's Perspective

The concert promoter was upset by the loss of airplay, primarily because "playing the record is equal or similar to a radio commercial. Hopefully, after the record is played, the announcer makes reference to the upcoming date. It's an easy, natural lead-in — an extension of the promotion we're doing with the station."

According to the promoter, airplay shouldn't stop with the current single when it comes to pre-show advertising. "We've found a lot of stations add three or four cuts from an artist's catalog just prior to the play date. This helps create excitement for the show as well as for the station presenting the show. Besides ratings, one of the reasons we pick a station to front a show is because it plays a lot of the artist's music."

"Every station has to play what's hot. What we objected to was the timing of the drop."

— Concert Promoter

'Blatant Slap'

The concert promoter, the artist, and the latter's management considered the drop a "blatant slap in the artist's face. We tour to sell records and that was the only single from the current LP," the promoter said.

"Every station has to play what's hot, and we understand a station has to drop a record if it doesn't check out in that individual market," he noted. "What we objected to was the timing: the record was pulled after most of the money was spent. It was too late to change the promotional campaign. We didn't say, 'We gave you \$12,000 so you'd better play this song and get it to number one.' But playing it four more days wasn't going to hurt the station or its ratings."

The promoter was also upset with the station's "tactics" the night of the show. Prior to the concert, a person identifying himself as a station salesman told the artist's manager he was going to get the record readded. The manager relayed that information to the artist, telling him not to say anything derogatory about the station. "I

don't know if their reasons for saying something were honest or if they were concerned about what the artist was capable of doing," said the promoter. "But we were given the impression the station was going to readd the record, which it hasn't done."

Potential Repercussions

Incidents like this can also have other longterm effects. The promoter explained, "With a superstar act, we can be selective about the dates we play. If all things are equal (i.e., venue, market size), but one market has a radio station that's been supportive, we'll make the conscious decision to go to that market." In cities where there are two Country outlets, the promoter "definitely would give the other station the opportunity to 'present' the next time around.

"It's not worth reporting if an artist is going to come to town and piss on your station simply because you dropped his song."

— Program Director

"Radio stations are almost co-promoters. It's up to them to present the artist in the best light."

PD's View

Explaining the decision to drop the record, the PD said, "We had played it for four weeks and were getting a 40% negative in testing. We treated it like we would any other record testing this poorly and pulled it.

"We made a deal — a real good value promotionally for the act and promoter — and we upheld our end of the agreement. But there was nothing in the agreement that said we had to play the song."

The PD also said the artist didn't fulfill his end of the bargain. "Part of the agreement was to get a guitar signed, which the artist refused to do. That made us mad because we promised listeners we'd be giving away a signed guitar." (The decision not to sign the guitar came after the station dropped the record — Ed.)

Reviewing the chain of events, the PD said, "We got a call from the record company on the Monday or Tuesday before the act came to town. We were told that if we didn't readd the record we were going to feel the wrath of the artist's organization. Threatening someone just backs him into a corner. And if you

THE LABEL'S SIDE

Common Courtesy

When a "welcoming" station pulled a current single just prior to the artist's concert date, there was angry reaction at the label.

"A PD and MD have to do what they think is right for their station," said a national promotion rep for the label. "The record company shouldn't dictate to them and neither should anybody else. But there comes a time when they owe something to the promoter who's spent a lot of money with them. They owe the promoter — and artist — the common courtesy of playing the record. I got irritated because of the poor timing and lack of sensitivity.

"They didn't tell us the record was in trouble. We found out when it didn't show up on the trade reports. In this instance, the station said they stopped playing it two weeks before the show but continued reporting it until the week of the show. If they were going to lie, they should have just done it one more week and avoided all the trouble."

As for the promoter's call to the station, the label rep explained,

"Because we're talking about a huge impact record, the promoter was totally shocked to hear the station dropped it. I think that's why he called the station."

What worries the promotion rep is this incident might be a harbinger of things to come. "True, a lot of the old traditions in country are changing," he said. "Maybe we overreacted because we saw one of country music's strongholds changing. People in this business have been known for working together, and that may not always be the case in the future."

He didn't expect any lingering effects on the relationship between the label and the station. "However," he added, "the next time one of our artists goes to that city, you can believe we'll ask if the station plans to drop the record two days before the act gets to town. It's a question that deserves to be asked."

want to get into a pissing war, we're going to win. The artist comes to town for three hours and sings to 7000 people. We come 100,000 every morning, and we're here 365 days a year."

The PD didn't understand why the concert promoter called him about dropping the record. "I asked him when he went to work for the label. We did our part and he did his job; the show was sold out. Why was he trying to force us to readd the record? I realize he has to answer to the act's people. But getting bullets for the record is something the act's management and record company have to worry about, not the promoter."

'The Big Picture'

Because management was concerned the act might say something negative onstage, countermeasures were taken. "We just tried to overpower the act," said the PD. "We handed out 7000 flyers, many more than we would normally. And we had our 'money men' out giving away cash."

The PD contended that no one

from his station talked to anyone connected with the artist. But it's certainly possible someone did so without his knowledge. If the artist had said something onstage, "we might have said to hell with reporting to anyone," noted the PD. "It's not worth reporting if an artist is going to come to town and piss on your station simply because you dropped his song. We'll go to the CMA and pay for our record service."

Would the PD do anything differently if he had the chance? "I've always been a believer in trying to see the big picture. In this instance, we were looking at the research and the immediate future. Everything was black and white; there was no gray.

"With an act coming to town, the big picture may have dictated we put the record in light rotation. We weren't going to play it in heavy because that could have hurt the station. What's so bizarre is that the show was sold out, and everybody's unhappy. That's too bad. We could've all handled this a lot better."



BUENOS NOCHES FROM A CROWDED BUS — (L-r) KMPS/Seattle PM personality Paul Fredericks, Dwight Yoakam, KMPS Promotion Director Mark Siegnious, and morning show producer Lorraine Galbreath squeezed together for this group shot on Yoakam's bus.



RVS TO PERRY — KDLS/Perry, IA PM driver Darin Roberts' (l) and OD John Patrick (r) met with Ricky Van Shelton prior to a recent concert.

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Programming Pitfalls

How To Avoid The Three Big Mistakes

The debate over how many cuts Gold stations should play continues to rage. One advocate of conservative library size is consultant **Walter Sabo**, who has advised such stations as **KRTH/Los Angeles**, **WROR/Boston**, **KFRC/San Francisco**, and **WFYR/Chicago**. Sabo tells **R&R** the three biggest mistakes Gold stations make and offers some tips for Gold programmers and managers.

Play The Hits

"I've known Oldies stations that have played 2000 records," Sabo says, describing the first major gaffe stations commit. "It's important to be courteous to your listeners and play music that you know they like based on research."



Walter Sabo

This problem can originate from inside the station, usually with the GM or PD. After airing the format

Tarnish-Free Gold

Steer clear of Gold programming's most common mistakes by considering these strategies:

- **Tight playlists**
- **Contemporary presentation**
- **No currents**
- **Mass appeal AM drive personality**

for a year, station insiders start feeling the urge to fatten the list. Notes Sabo, "It dilutes the hit appeal of the station."

The second trap Sabo says stations can fall into is taking a trip down memory lane. "Remember how great it was back in 1965 when you and I were there? Well, I wasn't there. Stations make a major mistake when they start excluding people who were either too young to remember or simply weren't there. The key is to make a 1980s presentation in terms of talent, contesting, and community affairs. The only difference between you and a contemporary music station is that you just happen to play oldies."

Beatles And Bangles?

Besides the desire to play non-hit oldies, some Gold programmers wrestle with the temptation to play currents. Sabo cites currents as forbidden fruit number three.

"The greatest advantage an Oldies station has is that it's known for something. AC stations struggle to find language to describe their format. Oldies stations have one thing to sell and put in the mind of the diarykeeper. Your name should equal oldies. When listeners go to you and find a current, it belies who you are. Your pledge has become worthless."

While Sabo is adamant on this point, one of the format's most successful stations, **WCBS-FM/New York**, does play currents. Incidentally, the station is celebrating its 17th year in the format.

"They label currents 'Future Gold,' so they at least explain what they're doing," Sabo reasons.

"When listeners go to you and find a current, it belies who you are. Your pledge has become worthless."

"They present currents as something to sample, playing one about every 90 minutes (a 'Future Gold' was not played in the 60-minute monitor featured on the left). These are absolute, certified, bona fide hits.

"I can't argue with **WCBS's** success. If they came on today as an Oldies station, though, I'm not sure they would do that. I don't know if playing currents hurts or helps them, and I don't think they know, either."

Using The 'O' Word

When scanning the dial, it's interesting to hear how often — if at all — Oldies stations use the word oldies (or gold) to describe the music they play.

WCBS's Harrison Marks 30 Years

WCBS-FM/New York personality **Harry Harrison** has been toiling in New York radio for 30 years. The perennial morning man and Chicago native reflects on the wakeup routine.

"Morning is a very intimate time; very personal," Harrison says. "People wake up, take showers, get dressed, eat breakfast, and get the family off for the day. I'm a member of the family. I'm a family man on and off the air. I mention my wife, my dogs, and our children. People identify with that and enjoy hearing about them."

Among Harrison's most exciting memories: meeting the **Beatles** and being onstage with them at Shea Stadium. In 1968 Harrison moved from **WMCA** to **WABC**, where he stayed until 1980 when he signed on with **WCBS-FM**.

"I love what I do, and I'm pleased when I'm told that comes across on



Harry Harrison

the radio. Every brand new day should be unwrapped like a precious gift."

"You shouldn't hire an air talent exclusively associated with oldies to do morning drive."

hits. When people tune you in, they want to hear one of their favorite songs. You need research to sort out what was a novelty. You need to associate your name with what your target audience likes best."

Editor's Note

R&R's monthly Gold column will feature ratings updates, music monitors, clever promotions, key personnel moves, and station profiles. Your help is needed to make it work. So forward station news/promotional events, as well as fun photos, to **Mike Kinosian**, 1930 Century Park West, Los Angeles, CA 90067; or call (213) 553-4330.



TUNA SANDWICH — **KRLA/Los Angeles** AM driver **Charlie Tuna** (r) and station VP/GM **Bob Moore** ham it up with **Chubby Checker** during the singer's recent visit. Checker's "Twist" is the only song in the rock era to reach number one on two separate occasions.

WCBS-FM Music Monitor

Recorded liner: "CBS-FM 101 with the greatest hits of all time — and the hits just keep on coming." **ELVIS PRESLEY/Treat Me Nice** **DOLLY PARTON/Here You Come Again**

Calls/Audience relate/Time/Calls/WNEW-TV :60/Announcer jingle

BILLY J. KRAMER & THE DAKOTAS/Bad To Me (Over intro) Calls/Time/Front-announce (artist only)

FATS DOMINO/Blueberry Hill Calls/Back-announce (artist-title)/Audience relate/Front-announce (artist only)

JOHNNY MATHIS/Chances Are Calls/Back-announce (artist-title)/Time-temperature/Weather/Music tease/WNBC-TV :60; Greyhound :30; Drixoral :30/Jingle

YVONNE ELLIMAN/If I Can't Have You (Over Music) Back-announce (artist-title)/Time

LES COOPER/WIGGLE WOBBLE (Over intro) Calls/Time/Dedication **CARPENTERS/Close To You** Recorded Announcer jingle/ID (Over Intro) "1:59 in the city with the greatest hits of all time."

ASSOCIATION/Windy Calls/Back-announce (artist-title) (Over intro) Listener relate/Front-announce (artist-title)

WCBS FM 101

TEMPTATIONS/Since I Lost My Baby Jingle

BETTE MIDLER/Boogie Woogie Bugle Boy Calls/Back-announce (artist-title)/Temperature/New York sports teams schedule/Music tease/WCBS-TV :60; Air Canada :60/Jingle

DEL-VIKINGS/Come Go With Me (Over music) Calls/Back-announce (artist-title)/Temperature/Front-announce (artist only)

DUSTY SPRINGFIELD/Wishin' And Hopin' Announcer jingle

SIMON & GARFUNKEL/Cecilia (Over music) Calls/Back-announce (artist-title)/Dedication

DION/The Wanderer Calls/Back-announce (artist-title)/Temperature/Music tease/Reese's Pieces :30; WNBC-TV :60; New York Telephone :60/Jingle

CHUCK BERRY/Johnny B. Goode (Over music) Calls/Back-announce/Front-announce (title only)

MAMAS & PAPAS/Dedicated To The One I Love

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JADE JAGGER 17 Paris, Daughter of Mick and Bianca
SHEA FARRELL 31 Mark Dinning in "Horse" 1983 86
CARRIE FISHER 32 Beverly Hills. Daughter of Eddie Fisher and Debbie Reynolds. Her dad ditched her mom for Elizabeth Taylor when Carrie was two. "Shampoo," "Star Wars," "The Empire Strikes Back," "Return of the Jedi!"

Trick Question
Did Tom Edison invent the electric light bulb on this date in 1779, 1879 or 1979?
He didn't invent light bulbs. That was done 30 years earlier. What Edison did in 1879 was make a bulb that burned long enough to become a commercial success.

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ALFRED NOBEL in 1833, who invented dynamite and left part of his fortune to set up the Nobel Prizes.
SAMUEL JOHNSON in 1709, known for compiling the first "American" dictionary. He's the only one of his kind to have his name on the back of a dollar bill.

Coming Events
Blue Angels perform in this weekend's International Air Show at Matherdown, Reno. Ten days until Halloween, which is week from Monday.

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National PEANUT Festival gets underway at Dothan, Alabama.

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What do these 13 towns have in common? Norfolk, Bangor, Urbana, Dayton, Atlanta, Cleveland, Philadelphia, Jacksonville, Hartford, New Haven, Stamford, Newark and Phoenix. (They are all located in New York State.)

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5000 watt daytimer looking for News Director with good writing skills and professional delivery. T&R: WLIS, Box "W," Old Saybrook, CT 06475. (3/24) EOE

Country outlet is seeking experienced News Anchor/Reporters. T&R: WQBE AM/FM, Greg Walsh, Box 871, Charleston, WV 25323. (3/24) EOE

Mid-Atlantic AC outlet has immediate AM drive slot available. Must have good communication skills, production, creativity. T&R: WGLL, Box 92, Mercersburg, PA 172236. (3/24) EOE

Sharp, aggressive Newperson sought for full-service AC in Dartmouth College area. T&R: WTSL, Bill Craig, Box 1400, Lebanon, NH 03766. (3/24) EOE

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Top AC/Oldies combo seeks News Director/Morning Anchor. T&R: WARX/WARK, Rob Rizer, 880 Commonwealth Ave., Hagerstown, MD 21740. (3/24) EOE

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America's premiere satellite network has a rare opening on the **Oldies Channel** we're looking to fill **immediately**. If you have a passion for the music, fun and memories of the 50's, 60's and 70's you'd like to share with a **NATIONWIDE AUDIENCE**, **RUSH** your best tape, photo, resume and references to: Bill Michaels, Program Director, 6430 Sunset Boulevard, Suite 401, Los Angeles, CA 90028. **No calls please.** EOE M/F

AMERICAN CHR FOR THE BRITISH ISLES

Ireland's state broadcaster has been licensed to serve a potential audience of thirty million listeners in **England, Scotland, Ireland and Wales** via a new **600,000 watt** radio station based near Dublin.

An **international staff** of experienced English-speaking jocks is being recruited for jobs to begin in early July. Extensive public appearances throughout coverage area. Generous vacations and allowances. Passport required. E.E.C. Working papers a plus. Rush tape, resume and photo to arrive by April 15th to:

ATLANTIC 252,
Clifton House,
Lower Fitzwilliam Street,
Dublin 2
Republic of Ireland

This Duo
Delivers

**“EVERY
LITTLE
TIME.”**

Kiara



OCTOBER 1988
Kiara's debut single
"The Best Of Me"
goes Top 5

JANUARY 1989
Their follow-up single
"This Time" soars to #1!

MARCH 27th

The add date for their third smash hit **"Every Little Time."**
Produced by Arthur Baker. From their breakthrough debut album,
To Change And/Or Make A Difference.

Production Company: Mignon Productions
Management: Leona & Leonia Lloyd, Esqs., for Double "L" Management

When You Play It, Say Kiara...

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The Commitment Continues...

SOLID AS A ROCK!



DINO

"24/7"

URBAN CONTEMPORARY CHART **13**

91 UC REPORTERS — 95%
CONVERSION FACTOR: +29

BILLBOARD: **24**



ATENSION

"Let Me Push It To Ya"

NEW & ACTIVE

Now On 34 UC Reporters Including
This P-1 "ATENSION"

WDAS WVEE KRNB WGCI WTLC KJLH KSOL
WHUR K104 WEDR WZAK KMJM XHRM



TONE·LÖC

"Funky Cold Medina"

URBAN CONTEMPORARY
BREAKERS

DEBUT **38**

60 UC REPORTERS — 63%
CONVERSION FACTOR: +18

COMING SOON — MILES JAYE

The New Single **"OBJECTIVE"** From
The Album "Irresistible"





MARCH 24, 1989

Table with columns: WKS, WKS LW TW, Artist, Title, Total Reports/Adds, Heavy, Medium, Light. Lists 50 songs and artists.

MOST ADDED

- ROSANNE CASH (50)
DESERT ROSE BAND (36)
OAK RIDGE BOYS (36)
DAN SEALS (35)
EARL THOMAS CONLEY (34)
TANYA TUCKER (34)
LARRY BOONE (22)
SKIP EWING (20)
JONI HARMS (20)
CLINT BLACK (19)
SHOOTERS (19)

HOTTEST

- KEITH WHITLEY (101)
GEORGE STRAIT (89)
VERN GOSDIN (55)
MICHAEL MARTIN MURPHEY (52)
HANK WILLIAMS JR. (48)
SHENANDOAH (46)
K.T. OSLIN (39)
BELLAMY BROTHERS (30)
REBA McENTIRE (28)
BILLY JOE ROYAL (28)

NEW ARTISTS

- 1 M. DIXON/Exception To... (Cap.) ... 95/6
2 JONI HARMS/I Need A Wife (Uni.) ... 57/20
3 SUZY BOGGUSS/Somewhere... (Cap.) ... 37/7
4 JAMES HOUSE/Don't Quit Me Now (MCA) ... 34/10
5 R. SMITH/I Wonder What She's... (Col.) ... 32/10
6 GARTH BROOKS/Much Too Young... (Cap.) ... 26/8
7 J. EDWARDS/It's The Natural... (MCA/Curb) 24/6
8 CHRIS AUSTIN/Blues Stay Away... (WB) ... 20/11
9 T. WILBURYS/End Of The... (Wilbury/WB) ... 11/2
10 LORI YATES/Promises, Promises (Col.) ... 10/5

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported 'hottest' compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

EARL THOMAS CONLEY Love Out Loud (RCA) On 73% of reporting stations. Rotations: Heavy 2, Medium 46, Light 82, Total Adds 34 including WQCB, WZPR, WICO, CHOW, WILQ, KYKR, WSTH, WKLO, KHEY, KNFM, WUBE, WCUZ, WGEE, WHOK, KZSN, KRST, KALF, KKCS, KYGO. Moves 42-33 on the Country chart.
DESERT ROSE BAND She Don't Love Nobody (MCA/Curb) On 72% of reporting stations. Rotations: Heavy 3, Medium 34, Light 91, Total Adds 36 including WSNO, WYRK, WWYZ, WPOR, WORC, WKHX, WEZL, WMSI, WSIX, WNOE, WGEE, WDAF, WHOK, WXCL, KFRE, KNIX, KCCY, KSOP, KSON, KDRK. Moves 44-36 on the Country chart.

ROSANNE CASH I Don't Want To Spoil The Party (Columbia) On 65% of reporting stations. Rotations: Heavy 2, Medium 18, Light 96, Total Adds 50 including WVAM, WPOC, WQCB, WAJR, WXTU, WTVY, KLLL, WKNN, WIRK, WUSQ, WYNG, KWMT, KFKE, KZKX, KFDI, KIK-FM, KUGN, KKAT, KCKC, KDRK. Moves 49-40 on the Country chart.
DAN SEALS They Rage On (Capitol) On 63% of reporting stations. Rotations: Heavy 2, Medium 29, Light 82, Total Adds 35 including WHWK, WWYZ, WXTU, WDSY, WPOR, KRRV, KASE, WESC, WGKX, WKSJ, WUBE, WGAR-FM, WHOK, WXCL, KWEN, KUUY, KUGN, K FRE, KCCY, KKAT. Moves 47-39 on the Country chart.
LONESOME STRANGERS Goodbye Lonesome, Hello Baby Doll (Hightone) On 61% of reporting stations. Rotations: Heavy 4, Medium 32, Light 73, Total Adds 13, WHWK, WYRK, WWYZ, WTCR, KAYD, WKKR, WLKX, KLLL, WGKX, WLWI, WQDR, KNEW, KWHT. Moves 46-41-37 on the Country chart.

Advertisement for Dan Seals featuring a photo of him in a hat, the text 'DAN SEALS "They Rage On" (44345) 39 BREAKERS', and the logo 'COUNTRY WITH A Capitol "C"'.

COUNTRY ADDS & HOTS

MOST ADDED EAST HOTTEST Rosanne Cash (Columbia) Keith Whitley (RCA) Desert Rose Band (MCA/Curb) Michael Martin Murphy (WB) George Strait (MCA)

MOST ADDED SOUTH HOTTEST Rosanne Cash (Columbia) Keith Whitley (RCA) Oak Ridge Boys (MCA) George Strait (MCA)

MOST ADDED MIDWEST HOTTEST Tanya Tucker (Capitol) Keith Whitley (RCA) Oak Ridge Boys (MCA) George Strait (MCA)

MOST ADDED WEST HOTTEST Rosanne Cash (Columbia) George Strait (MCA) Desert Rose Band (MCA/Curb) Keith Whitley (RCA)



WQNA Albany, NY: FORESTER SISTERS, STEVE MARINER, CLINT BLACK, GEORGE STRAIT, MICHAEL MARTIN MU, REBA MCKENTIRE, KEITH WHITLEY, NITTY GRITTY DIRT, JUDDS. WYAZ Wyncam, PA: OAK RIDGE BOYS, CHARLEY PRIDE, TANYA TUCKER, J.C. CROWLEY, SHOOTERS, GEORGE STRAIT, MICHAEL MARTIN MU, NITTY GRITTY DIRT, SHENANDOAH, EMYLOU HARRIS, HANK WILLIAMS JR., HIGHWAY 101, JUDDS. WYAZ Wyncam, PA: OAK RIDGE BOYS, CHARLEY PRIDE, TANYA TUCKER, J.C. CROWLEY, SHOOTERS, GEORGE STRAIT, MICHAEL MARTIN MU, NITTY GRITTY DIRT, SHENANDOAH, EMYLOU HARRIS, HANK WILLIAMS JR., HIGHWAY 101, JUDDS.

WVNY Charleston, WV: none. WYAZ Wyncam, PA: OAK RIDGE BOYS, CHARLEY PRIDE, TANYA TUCKER, J.C. CROWLEY, SHOOTERS, GEORGE STRAIT, MICHAEL MARTIN MU, NITTY GRITTY DIRT, SHENANDOAH, EMYLOU HARRIS, HANK WILLIAMS JR., HIGHWAY 101, JUDDS. WYAZ Wyncam, PA: OAK RIDGE BOYS, CHARLEY PRIDE, TANYA TUCKER, J.C. CROWLEY, SHOOTERS, GEORGE STRAIT, MICHAEL MARTIN MU, NITTY GRITTY DIRT, SHENANDOAH, EMYLOU HARRIS, HANK WILLIAMS JR., HIGHWAY 101, JUDDS.

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172 Reporters 182 Current Playlists Called In Frozen Playlist (6): K102/St. Paul KILT/Houston KISS/Miami KXXY/Oklahoma City WITL/Lansing WML/Milwaukee Did Not Report, Playlist Frozen (10): KEAN/Ablene KNQ/Redding KRPM/Seattle WAXX/Eau Claire WCMS/Norfolk WONE/Dayton WQBE/Charleston, WV WUSY/Chatanooga WXBQ/Bristol WZZK/Birmingham

Andreas Vollenweider

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The All-Time MOST ADDED
in New AC History!

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KIFM	KTCL
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The excitement is just starting!

"We've waited three years for *Dancing with the Lion*, and it was well worth the wait. Listener response has been immediate and outstanding."

Bob O'Connor
Program Director
WNUA, Chicago

"Finally, a harp record with strong compositions and the sense that the harp is an integral part of the music, not just an instruments grafted on top of a rhythm track."

Steve Feinstein
Program Director
KKSF, San Francisco



Taken from the Columbia LP: "Dancing with the Lion" 45154
Produced by Andreas Vollenweider
Co-Produced by Eric Merz & Darryl Pitt
Management: Andreas Vollenweider & Friends Inc.



Columbia



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Table with columns LW, TW and a list of songs and artists including WINDOWS/The French Laundry, FREE FLIGHT/Slice Of Life, MARTIN TAYLOR/Sarabanda, etc.

Table with columns LW, TW and a list of songs and artists including STEPS AHEAD/N.Y.C., BOBBY LYLE/Ivory Dreams, STEVE BACH/More Than A Dream, etc.

Table with columns MOST ADDED LPs, HOTTEST LPs, and HOT TRACKS, listing various albums and tracks.

Table with columns MOST ADDED LPs, HOTTEST LPs, and HOT TRACKS, listing various albums and tracks.

NEW & ACTIVE

Glenn Alexanoer "Glenn Alexander" (Chase Music Group) 22/1
Rotations: Heavy 6/0, Medium 6/0, Light 10/1, Total Adds 1, KIFM, Heavy: BRZ, WFAE, WLOQ, WOTB, WLHT, KMGQ.

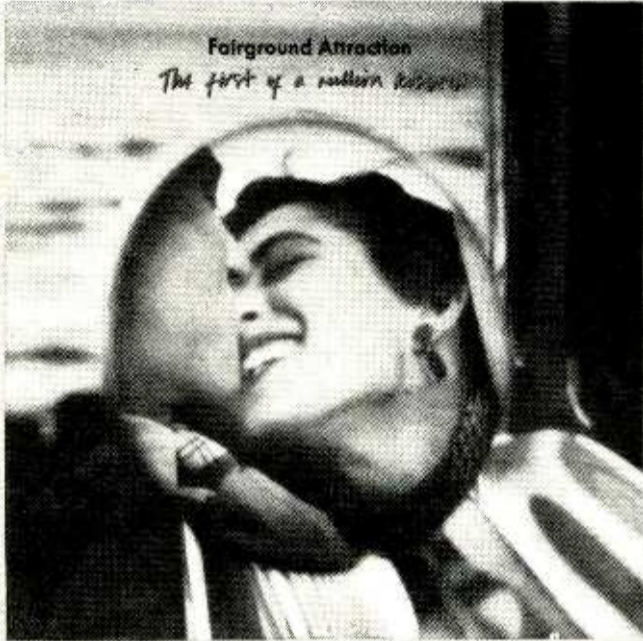
NEW & ACTIVE

Deborah Henson-Conant "On The Rise" (GRP) 21/0
Rotations: Heavy 4/0, Medium 9/0, Light 8/0, Total Adds 0, Heavy: WJAZ, KLSK, CJ, JZTRAX. CHART EXTRA this week.



A SHOW OF SUPPORT... "Real Love" - the perfect vocal for NAC. Thoughtful lyrics... original material... a delightful song. "Show Of Hands is a great addition to vocal-starved NAC radio. If you haven't listened yet, check out 'Real Love'. IT WORKS!"

RCA . . . MAKING WAVES AT NAC!



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Winners of the British
Phonographic Industry (BPI)
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Over 500,000 records sold
internationally

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March 28 - Boston
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April 2 - Toronto
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New AC

ADDS & HOTS

WJMC/Rochester Eric Orsini KEVIN EUBANKS ANDREAS VOLLENWEI DOUG MARKLEY NORMERS ONLY TOO! Notelist: ALEX BUCNON WINDOWS STEVE BACH CHAKA KHAN WORKING WEEK	WOTB/Newport Steve Bianchi CHAKA KHAN FLIGHT 7 SHERRY WINSTON PAT KELLY HIROSHIMA PETER KATER JAMES VAN BUREN ANDREAS VOLLENWEI KEVIN EUBANKS OREGON RICK KELLIS CHRISTOPHER BOSCA PIERRE BENSUSAN KEN STOVER JOE SAMPLE IVAN LINS SAM BROWN GORDON GOODWIN Notelist: RUSS BARENBERG FREE FLIGHT SPECIAL EPX BOBBY LYLE ALEX BUCNON	WJMC/Rochester Eric Orsini KEVIN EUBANKS ANDREAS VOLLENWEI DOUG MARKLEY NORMERS ONLY TOO! Notelist: ALEX BUCNON WINDOWS STEVE BACH CHAKA KHAN WORKING WEEK	WJMC/Rochester Eric Orsini KEVIN EUBANKS ANDREAS VOLLENWEI DOUG MARKLEY NORMERS ONLY TOO! Notelist: ALEX BUCNON WINDOWS STEVE BACH CHAKA KHAN WORKING WEEK	WJMC/Rochester Eric Orsini KEVIN EUBANKS ANDREAS VOLLENWEI DOUG MARKLEY NORMERS ONLY TOO! Notelist: ALEX BUCNON WINDOWS STEVE BACH CHAKA KHAN WORKING WEEK	WJMC/Rochester Eric Orsini KEVIN EUBANKS ANDREAS VOLLENWEI DOUG MARKLEY NORMERS ONLY TOO! Notelist: ALEX BUCNON WINDOWS STEVE BACH CHAKA KHAN WORKING WEEK
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CONTEMPORARY JAZZ

ADDS & HOTS

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DAVID ARKENSTONE
with Andrew White

NAC CHART 8

NARADA EQUINOX
New Age Fusion

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40 Current Reporters
37 Current Playlists
Did Not Report, Playlist Frozen (2):
Jazz Trax
WFPL/Louisville
Called in Frozen Playlist (1):
WIVY/Jacksonville



NATIONAL AIRPLAY

3 2
WKS WKS LW TW

169 REPORTERS

MARCH 24, 1989

Reports/Adds Heavy Medium

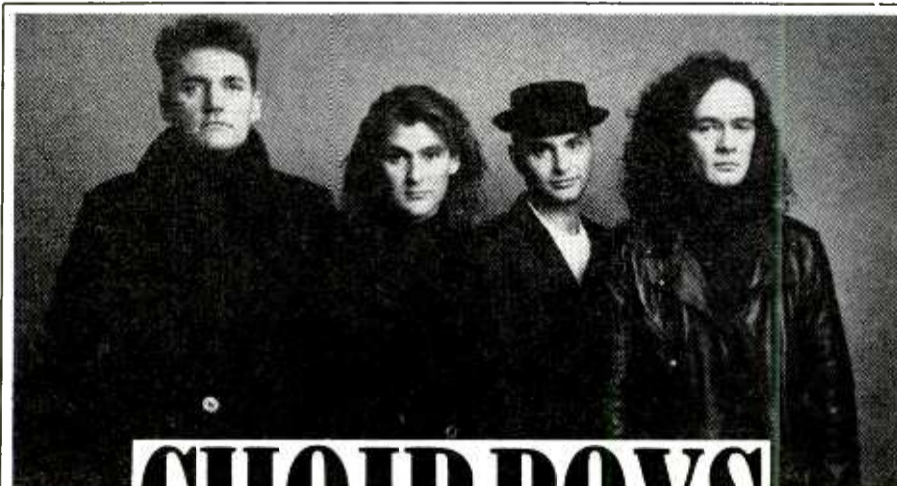
7	4	2	1	REPLACEMENTS/Don't Tell A Soul (Sire/Reprise)
2	2	1	2	CHRIS REA/New Light Through Old Windows (Geffen)
20	14	5	3	THIRTY EIGHT SPECIAL/Rock & Roll Strategy (A&M)
15	15	9	4	MELISSA ETHERIDGE/Melissa Etheridge (Island)
16	13	7	5	DEF LEPPARD/Hysteria (Mercury)
11	12	6	6	U2/Rattle & Hum (Island)
12	9	4	7	BAD COMPANY/Dangerous Age (Atlantic)
1	1	3	8	TRAVELING WILBURYS/Traveling Wilburys (Wilbury/WB)
6	5	8	9	BON JOVI/New Jersey (Mercury)
—	—	20	10	JULIAN LENNON/Mr. Jordan (Atlantic)
9	10	14	11	R.E.M./Green (WB)
17	17	13	12	GUNS N' ROSES/G N' R Lies (Geffen)
10	8	10	13	MIDGE URE/Answers To Nothing (Chrysalis)
4	6	11	14	ROY ORBISON/Mystery Girl (Virgin)
31	24	17	15	RADIATORS/Zig-Zaggin' Through Ghostland (Epic)
13	16	15	16	TESLA/The Great Radio Controversy (Geffen)
24	21	18	17	LITTLE AMERICA/Fairgrounds (Geffen)
22	19	19	18	ELVIS COSTELLO/Spike (WB)
19	18	16	19	CROSBY, STILLS, NASH & YOUNG/American Dream (Atlantic)*
30	27	22	20	SIREN/All Is Forgiven (Mercury)
27	23	21	21	EASTERHOUSE/Waiting For The Red Bird (Columbia)
3	3	12	22	FIXX/Calm Animals (RCA)
38	29	24	23	GARY MOORE/After The War (Virgin)
40	33	29	24	XTC/Oranges & Lemons (Geffen)
34	28	27	25	WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)
DEBUT	▶	26	26	BONNIE RAITT/Nick Of Time (Capitol)
26	25	25	27	LOU REED/New York (Sire/WB)
—	37	31	28	SKID ROW/Skid Row (Atlantic)
8	11	23	29	JON BUTCHER/Pictures From The Front (Pasha/Capitol)
36	34	30	30	BULLETTYOYS/Bulletboys (WB)
18	22	28	31	MIKE & THE MECHANICS/Living Years (Atlantic)
5	7	26	32	DAVID CROSBY/Oh Yes I Can (A&M)
39	36	33	33	RUSH/A Show Of Hands (Mercury)
—	—	37	34	STEVE WINWOOD/Roll With It (Virgin)
—	38	35	35	GLAMOUR CAMP/Glamour Camp (EMI)
—	—	39	36	CRUEL STORY OF YOUTH/Cruel Story Of Youth (Columbia)
—	—	40	37	CHOIRBOYS/Big Bad Noise (WTG)
28	32	34	38	LIVING COLOUR/Vivid (Epic)
32	—	—	39	CINDERELLA/Long Cold Winter (Mercury)
DEBUT	▶	40	40	EDIE BRICKELL & NEW BOHEMIANS/Shooting Rubberbands At... (Geffen)

*Keeps a bullet due to continued growth.

"You" (153)	"Talent" (2)	"Inherit" (2)	154 - /1	116 +	32 -
"Working" (135)	"Dance" (3)	"Hear" (2)	137 - /0	113 -	21 -
"Chance" (134)	"Lanta" (4)	"What's" (1)	138 + /7	116 +	19 -
"Features" (127)	"Chrome" (6)	"Don't" (4)	133 - /3	104 +	27 -
"Rocket" (134)	"Love" (3)	"Excitable" (2)	135 + /4	99 +	30 -
"God" (121)	"When" (12)	"Hawkmoon" (6)	130 - /2	95 +	33 -
"Shake" (130)	"Man" (4)	"Night" (1)	134 - /1	90 -	40 -
"End" (99)	"Heading" (22)	"Night" (6)	118 - /7	89 -	26 +
"There" (124)	"Born" (1)	"Living" (1)	126 - /1	93 -	29 -
"Now" (148)	"One" (1)	"Make" (1)	149 + /17	56 +	86 -
"Turn" (109)	"Stand" (38)	"Pop" (14)	135 + /6	57 +	69 +
"Patience" (118)	"Used" (2)		119 - /4	78 +	37 -
"God" (118)	"Sister" (2)	"Answers" (1)	118 - /0	77 -	32 -
"Mystery" (82)	"Got" (44)	"Dream" (4)	113 - /6	53 -	51 +
"Confidential" (143)	"Fall" (1)	"Zig-zaggin'" (1)	144 + /5	39 +	93 -
"Trail" (115)	"Way" (7)	"Tough" (1)	118 - /0	49 -	60 -
"Where" (124)	"Maryjane" (1)		124 + /2	56 +	61 -
"Veronica" (115)	"Town" (4)	"Truth" (1)	115 + /4	54 +	52 -
"Girl" (106)	"Got" (15)	"Dream" (1)	108 - /7	57 +	51 -
"All" (129)	"Dare" (1)		129 + /4	36 +	76 -
"Come" (121)	"Gonna" (1)	"Stay" (1)	122 - /2	44 +	64 -
"Driven" (92)	"Stone" (4)	"Calm" (3)	99 - /0	62 -	37 +
"Ready" (124)	"Clones" (12)		125 + /4	20 +	89 +
"Mayor" (124)	"King" (5)	"Merely" (1)	114 + /12	30 +	66 +
"Down" (120)			120 + /2	25 +	77 +
"Thing" (104)	"Nick" (1)	"Girl" (1)	104 /17	24	72
"Dirty" (81)	"Busload" (4)		83 - /1	32 -	47 -
"Youth" (104)	"Remember" (4)	"Life" (1)	108 + /5	10 +	62 +
"Might" (41)	"Send" (40)	"Dreaming" (3)	77 - /3	22 -	48 +
"For" (105)	"Hard" (1)		105 - /4	6 -	70 +
"Living" (36)	"Seeing" (30)	"Nobody" (2)	65 - /9	27 -	29 +
"Drive" (44)	"Monkey" (20)	"In" (1)	62 - /1	28 -	31 -
"Mission" (70)	"Marathon" (6)	"Money" (2)	72 + /5	10 -	49 +
"Hearts" (72)			72 + /12	30 +	37 -
"She" (83)	"Fall" (1)		84 + /3	9 +	61 +
"You're" (85)			85 + /6	2 +	60 +
"Paradise" (66)			66 + /7	15 +	42 +
"Cult" (31)	"Letter" (12)	"Middle" (5)	46 - /2	21 -	20 -
"Coming" (61)	"Last" (10)		69 + /23	5 -	42 +
"Circle" (49)	"She" (3)	"Love" (2)	51 + /17	11 +	30 +

BREAKERS

BONNIE RAITT
Nick Of Time (Capitol)
62% of our reporters on it.



CHOIRBOYS

"Run To Paradise"

AOR TRACK **37**
AOR ALBUM **37**
AOR NEW ARTIST #4

Already On
66 AORs

On MTV!



Where Talent Grows

When You Play It, Say It.

MOST ADDED

- CINDERELLA (23)
- BIG BAM BOO (18)
- MARCELLO (18)
- EDIE BRICKELL & NEW... (17)
- JULIAN LENNON (17)
- BONNIE RAITT (17)
- EXTREME (15)
- JEFF HEALEY BAND (13)
- STEVE WINWOOD (12)
- XTC (12)

HOTTEST

- REPLACEMENTS (116)
- THIRTY EIGHT SPECIAL (116)
- CHRIS REA (113)
- MELISSA ETHERIDGE (104)
- DEF LEPPARD (99)
- U2 (95)
- BON JOVI (93)
- BAD COMPANY (90)
- TRAVELING WILBURYS (89)
- GUNS N' ROSES (78)

NEW ARTISTS

		Reports
1	CRUEL STORY OF YOUTH/You're... (Columbia)	85
2	GLAMOUR CAMP/She Did It (EMI)	83
3	SARAYA/Love Has Taken Its Toll (Polydor)	77
4	CHOIRBOYS/Run To Paradise (WTG)	66
5	METALLICA/One (Elektra)	61
6	EXTREME/Kid Ego (A&M)	56
7	THIEVES/Everything But My Heart (Capitol)	54
8	COWBOY JUNKIES/Sweet Jane (RCA)	53
9	HOUSE OF LORDS/Love Don't Lie (Simmons/RCA)	50
10	BIG BAM BOO/Shooting From My Heart (Uni/MCA)	46
11	GUADALCANAL DIARY/Always Saturday (Elektra)	45
12	MARCELLO/First Love (CBS Associated)	42
13	TANITA TIKARAM/Twist In My Sobriety (Reprise)	41
	TNT/Tonight I'm Falling (Mercury)	41
15	FIRE TOWN/The Good Life (Atlantic)	36
16	MASTERS OF REALITY/The Blue... (Def American/Geffen)	34
17	SAM PHILLIPS/Holding On To The Earth (Virgin)	24
18	DOGS D'AMOUR/I Don't Want You To Go (China/Polydor)	23
19	MICHAEL THOMPSON BAND/Can't Miss (Geffen)	22
20	CRACK THE SKY/From The Greenhouse (Grudge/RCA)	19

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

AOR TRACKS®

NATIONAL AIRPLAY

		169 REPORTERS		Reports/Adds	Heavy	Medium
3	2	WKS	WKS	LW	TW	
7	3	2	1	1	1	1
2	1	1	2	1	1	1
14	9	4	3	1	1	1
18	12	7	4	1	1	1
15	14	9	5	1	1	1
—	32	16	6	1	1	1
5	5	5	7	1	1	1
10	8	8	8	1	1	1
19	15	12	9	1	1	1
13	11	10	10	1	1	1
9	6	6	11	1	1	1
30	21	14	12	1	1	1
—	—	30	13	1	1	1
22	19	15	14	1	1	1
1	2	3	15	1	1	1
20	18	18	16	1	1	1
28	25	19	17	1	1	1
25	20	17	18	1	1	1
11	13	13	19	1	1	1
27	24	20	20	1	1	1
36	28	21	21	1	1	1
3	4	11	22	1	1	1
31	27	23	23	1	1	1
35	31	25	24	1	1	1
45	37	28	25	1	1	1
—	45	34	26	1	1	1
23	23	22	27	1	1	1
50	41	35	28	1	1	1
34	33	29	29	1	1	1
40	36	33	30	1	1	1
—	54	40	31	1	1	1
44	38	37	32	1	1	1
DEBUT	33	33	33	1	1	1
52	40	38	34	1	1	1
—	52	42	35	1	1	1
6	16	26	36	1	1	1
58	48	44	37	1	1	1
—	60	47	38	1	1	1
DEBUT	39	39	39	1	1	1
4	7	24	40	1	1	1
12	17	31	41	1	1	1
24	29	36	42	1	1	1
8	10	27	43	1	1	1
16	26	32	44	1	1	1
26	34	39	45	1	1	1
—	—	56	46	1	1	1
29	35	41	47	1	1	1
—	—	57	48	1	1	1
60	57	51	49	1	1	1
—	58	50	50	1	1	1
DEBUT	51	51	51	1	1	1
48	44	48	52	1	1	1
—	—	60	53	1	1	1
—	—	58	54	1	1	1
—	59	52	55	1	1	1
—	—	59	56	1	1	1
DEBUT	57	57	57	1	1	1
DEBUT	58	58	58	1	1	1
—	—	53	59	1	1	1
DEBUT	60	60	60	1	1	1

*Keeps a bullet due to continued growth.


No hype.

SKID ROW

is Gold.

SKID ROW

is Breaker.



BREAKERS

OUTFIELD
Voices Of Babylon (Columbia)
82% of our reporters on it.

R.E.M.
Turn You Inside-Out (WB)
64% of our reporters on it.

BONNIE RAITT
Thing Called Love (Capitol)
62% of our reporters on it.

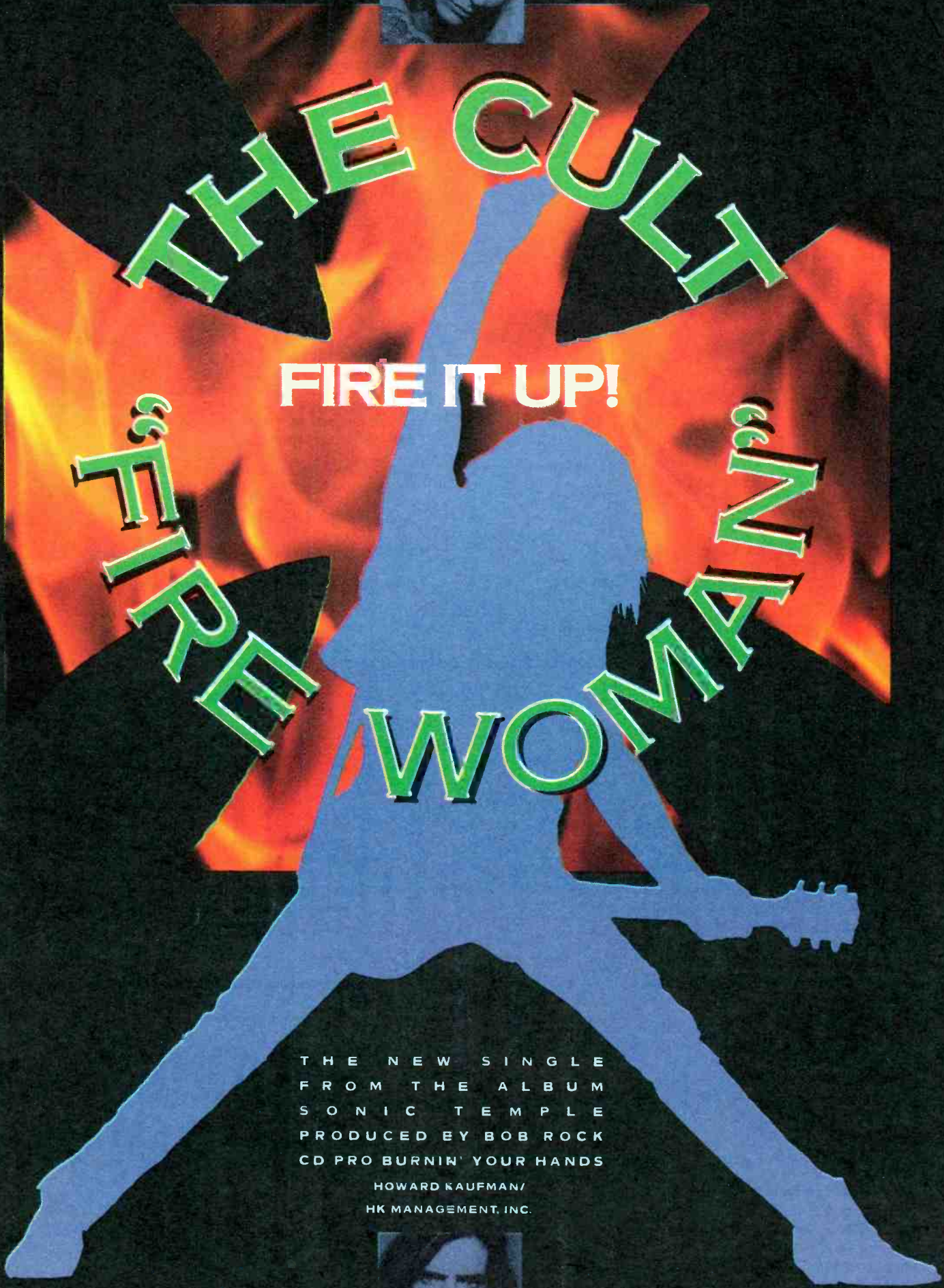
SKID ROW
Youth Gone Wild (Atlantic)
62% of our reporters on it.



THE CULT

FIRE IT UP!

"FIRE WOMAN"



THE NEW SINGLE
FROM THE ALBUM
SONIC TEMPLE
PRODUCED BY BOB ROCK
CD PRO BURNIN' YOUR HANDS

HOWARD KAUFMAN/
HK MANAGEMENT, INC.



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CHRP1 PLAYLISTS

KUBE 95.5 FM Seattle

MD: Tom Hutyler
1 1 BANDES/External Files
2 2 DEBBIE GIBSON/Just In Your Eyes
3 3 STEVIE NICK/Don't Stop Believin'

KKKS/Denver
MD: Dave Van Stone
MD: Cindy Rose

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

KZZP 104.7 FM Phoenix
THE NUMBER 1 HIT MUSIC STATION
PD: Bob Case
MD: Michelle Santosuosso

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

97.1 FM Sacramento
OM: Sean Lynch
APD/MD: Scott Mitchell

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

FM AM Salt Lake City
PD: Gary Waldron
MD: Bob LaBorde

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

Z100 FM KKRZ Portland
PD: Mark Capps
MD: Connie Breeze

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

POWER 99 KCPX Salt Lake City
PD: Chris Baker
Asst. PD/MD: Ray Kalusa

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

97.1 FM Sacramento
OM: Sean Lynch
APD/MD: Scott Mitchell

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

FM 102 Sacramento
OM/MD: Brian White

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

KKLQ/San Diego
PD: Garry Wall
MD: John Clay

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

94.5 FM San Jose
PD: Mark St. John
Asst. PD: Barry Beck
MD: Rich Anhorn

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

KPLZ 101.5 FM Seattle
PD: Casey Keating
MD: Mark Allen

1 1 BANDES/External Files
2 2 DEBBIE GIBSON/Just In Your Eyes
3 3 STEVIE NICK/Don't Stop Believin'

Denver
PD: Mark Bolke
Asst. PD/MD: Dom Testa

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

POWER HITS K106.7 FM THE NUMBER 1 HIT MUSIC STATION
PD: Jeff Hunter
MD: Alex "A.C." Cosper

1 1 BANDES/External Files
2 2 DEBBIE GIBSON/Just In Your Eyes
3 3 STEVIE NICK/Don't Stop Believin'

93 FM Phoenix
Fresh Continuous Music.
PD: Jay Stevens
APD/MD: Kevin Robinson

1 1 BANDES/External Files
2 2 DEBBIE GIBSON/Just In Your Eyes
3 3 STEVIE NICK/Don't Stop Believin'

Los Angeles
VP/MD: Steve Rivers
MD: Kevin Weatherly

1 1 DEBBIE GIBSON/Just In Your Eyes
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

CHR P1A 95.5 FM WPGC
Washington, D.C.
Acting PD: Dave Ferguson
MD: Albie D

1 1 VANESSA WILLIAMS/Dreamin'
2 2 ANITA BAKER/Just Because
3 3 STEVIE NICK/Don't Stop Believin'

KMEL 106.5 FM San Francisco
PD: Keith Naftaly
MD: Hosh Gureli

1 1 STEVIE NICK/Don't Stop Believin'
2 2 BANDES/External Files
3 3 DEBBIE GIBSON/Just In Your Eyes

HOT 97.1 FM San Jose
PD: Jim "Cattfish" Prewitt
Asst. PD: Christopher Lance
MD: Michael Newman

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

WQHT 97 FM New York
OM: Joel Salkowitz
PD: Steve Ellis
MD: Kevin McCabe

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

POWER 106 FM Miami
VP/Programming: Bill Tanner
Asst. PD: Funk E. Frank Walsh
MD: Shirley Maldonado

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

Power 106 FM KPWR/Los Angeles
PD: Jeff Wyatt
Asst. PD/MD: Al Tavera

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

99.1 FM KGGI Riverside
PD: Larry Martino
Asst. PD: Steve Craig

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

WQHT 97 FM New York
OM: Joel Salkowitz
PD: Steve Ellis
MD: Kevin McCabe

1 1 MILLI VANILLI/You Know It's Tr
2 2 BANDES/External Files
3 3 STEVIE NICK/Don't Stop Believin'

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

Parallel 4 Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

ANIMATION Room To Move (Polydor)

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Bangles Continued

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Bon Jovi Continued

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Cher & Peter Cetera Continued

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

247 REPORTS

PAULA ABDUL Forever Your Girl (Virgin) LP: Forever Your Girl Total Reports 186 75%

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

WSPX 40-34 KCQA 40-34 98PX 29-18 KRPR 20-12 93Q 32-28 RNNZ 4-31

BANGLES Eternal Flame (Columbia) LP: Everything

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

BON JOVI I'll Be There For You (Mercury) LP: New Jersey

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

CHER & PETER CETERA After All (Geffen) LP: "Chances Are" ST

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

DEF LEPPARD Rocket (Mercury) LP: Hysteria

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

DEF LEPPARD Rocket (Mercury) LP: Hysteria

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Parallels, Chart Pos, Summary, P1, P2, P3, Tot

Def Leppard Continued

Table with columns for Midwest, East, and West stations, listing call letters and report counts for Def Leppard.

DINO 24/7 (4th & Broadway/Island)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for DINO 24/7.

Table with columns for East, South, and West stations, listing call letters and report counts for DINO 24/7.

DURAN DURAN Do You Believe In Shame? (Capitol)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Duran Duran.

Table with columns for East, South, and West stations, listing call letters and report counts for Duran Duran.

ENYA Orinoco Flow (Sail Away) (Geffen)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Enya.

Table with columns for East, South, and West stations, listing call letters and report counts for Enya.

DEON ESTUS Heaven Help Us (Mika/Polydor)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Deon Estus.

Table with columns for East, South, and West stations, listing call letters and report counts for Deon Estus.

FIXX Driven Out (RCA)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Fixx.

Deon Estus Continued

Table with columns for East, West, and South stations, listing call letters and report counts for Deon Estus.

FINE YOUNG CANNIBALS She Drives Me Crazy (I.R.S.)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Fine Young Cannibals.

Table with columns for East, South, and West stations, listing call letters and report counts for Fine Young Cannibals.

FIXX Driven Out (RCA)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Fixx.

FIXX Driven Out (RCA)

Table with columns for East, South, and West stations, listing call letters and report counts for Fixx.

Fixx Continued

Table with columns for Midwest, East, and West stations, listing call letters and report counts for Fixx.

LITA FORD & OZZY OSBOURNE Close My Eyes Forever (RCA)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Lita Ford & Ozzy Osbourne.

Table with columns for East, South, and West stations, listing call letters and report counts for Lita Ford & Ozzy Osbourne.

SAMANTHA FOX I Only Wanna Be With You (Jive/RCA)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Samantha Fox.

JIMMY HARNEN & SYNCH Where Are You Now (WTG)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Jimmy Harnen & Synch.

DEBBIE GIBSON Electric Youth (Atlantic)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Debbie Gibson.

LITA FORD & OZZY OSBOURNE Close My Eyes Forever (RCA)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Lita Ford & Ozzy Osbourne.

Table with columns for East, South, and West stations, listing call letters and report counts for Lita Ford & Ozzy Osbourne.

JIMMY HARNEN & SYNCH Where Are You Now (WTG)

Table with columns for Regional Reach, Parallel Reach, and Chart Summary for Jimmy Harnen & Synch.

JIMMY HARNEN & SYNCH Where Are You Now (WTG)

Table with columns for East, South, and West stations, listing call letters and report counts for Jimmy Harnen & Synch.

Howard Jones Everlasting Love (Elektra)

LP: Cross That Line

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Johnny Kemp Birthday Suit (Columbia)

LP: Sing 'n' ST

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Johnny Kemp Continued

Station lists for Johnny Kemp Continued

LIVING COLOUR Cult Of Personality (Epic)

LP: Vivid

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

MADONNA Like A Prayer (Sire/WB)

LP: Like A Prayer

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Madonna Continued

Station lists for Madonna Continued

BETTE MIDLER Wind Beneath My Wings (Atlantic)

LP: "Beaches" ST

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

MILLI VANILLI Girl, You Know It's True (Arista)

LP: All Or Nothing

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

MILLI VANILLI Continued

Station lists for Milli Vanilli Continued

NEW KIDS ON THE BLOCK I'll Be Loving You Forever (Columbia)

LP: Hangin' Tough

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

ROY ORBISON You Got It (Virgin)

LP: Mystery Girl

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

NEW KIDS ON THE BLOCK Continued

Station lists for New Kids On The Block Continued

ONE 2 MANY Downtown (A&M)

LP: Mirror

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

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Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

Regional Reach, Chart Summary, National Summary, DEBS, SAME, DOWN, ADDS

R.E.M. Continued

DONNY OSMOND
Soldier Of Love (Capitol)
LP: Donny Osmond

Regional Reach: E 49%, S 51%, M 34%, W 69%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 90%, S 76%, M 85%, W 65%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

TOMMY PAGE
A Shoulder To Cry On (Sire)
LP: Tommy Page

Regional Reach: E 31%, S 41%, M 31%, W 59%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 90%, S 76%, M 85%, W 65%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

POISON
Your Mama Don't... (Enigma/Capitol)
LP: Open Up And Say... Ahh

Regional Reach: E 90%, S 76%, M 85%, W 65%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 90%, S 76%, M 85%, W 65%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

ROXETTE
The Look (EMI)
LP: Roxette

Regional Reach: E 96%, S 98%, M 100%, W 94%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 96%, S 98%, M 100%, W 94%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

SA-FIRE
Thinking Of You (Cutting/Mercury)
LP: SA-FIRE

Regional Reach: E 75%, S 78%, M 46%, W 85%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 75%, S 78%, M 46%, W 85%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

OUTFIELD
Voices Of Babylon (Columbia)
LP: Voices Of Babylon

Regional Reach: E 29%, S 36%, M 47%, W 33%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 29%, S 36%, M 47%, W 33%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

PASADENAS
Trabuten (Right On) (Columbia)
LP: To Whom It May Concern

Regional Reach: E 71%, S 51%, M 46%, W 57%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 71%, S 51%, M 46%, W 57%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

R.E.M.
Stand (WB)
LP: Green

Regional Reach: E 88%, S 89%, M 93%, W 74%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 88%, S 89%, M 93%, W 74%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Carly Simon
Let The River Run (Arista)
LP: Working Girl

Regional Reach: E 22%, S 27%, M 19%, W 26%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 22%, S 27%, M 19%, W 26%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Carly Simon
Let The River Run (Arista)
LP: Working Girl

Regional Reach: E 22%, S 27%, M 19%, W 26%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

Regional Reach: E 22%, S 27%, M 19%, W 26%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 12, DEBS 24, SAME 24, DOWN 24, ADDS 64.

SIMPLY RED
It's Only Love (Elektra)
LP: A New Flame

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

SWEET SENSATION
Sincerely Yours (Atco)
LP: Take It While It's Hot

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

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Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

STEVIE B
I Wanna Be The One (LMR)
LP: In My Eyes

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

THIRTY EIGHT SPECIAL
Second Chance (A&M)
LP: Rock & Roll Strategy

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

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Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Thirty Eight Special Continued

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

TIFFANY
Radio Romance (MCA)
LP: Hold An Old Friend's Hand

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

TONE LOC
Funky Cold... (Delicious Vinyl/Island)
LP: Loc-ed After Dark

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Tone Loc Continued

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

JODY WATLEY
Real Love (MCA)
LP: Larger Than Life

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

KARYN WHITE
Superwoman (WB)
LP: Karyn White

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Karyn White Continued

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

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Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Table with columns: Regional Reach, National Summary, Chart Summary. Includes station call letters and report counts.

Continued On Next Column

Continued On Next Column

Continued On Next Column

Parallels Continued On Page 92

SIGNIFICANT ACTION

WINGER Seventeen (Atlantic) LP: Winger Total Reports 119 481

Regional Reach E 45% S 59% M 33% W 33% Chart Summary Pos P1 P2 P3 Tot

STEVE WINWOOD Hearts On Fire (Virgin) LP: Roll With It Total Reports 97 391

Regional Reach E 59% S 36% M 36% W 30% Chart Summary Pos P1 P2 P3 Tot

WINGS Circle (Geffen) LP: Shooting Rubberbands At The Stars

BASIA Promises (Epic) LP: Time And Tide

BIG BAM BOO Shooting From My Heart (UNI/MCA) LP: Fun, Faith And Fairplay

BOY GEORGE Don't Take My Mind On... (Virgin) LP: High Hat

BOYS Lucky Charm (Motown) LP: Messages From The Boys

EDIE BRICKELL & NEW BOHEMIANS Circle (Geffen) LP: Shooting Rubberbands At The Stars

SAM BROWN Stop (A&M) LP: Stop!

NENEH CHERRY Buffalo Stance (Virgin) LP: "Slaves Of New York" ST

CHOIRBOYS Run To Paradise (WTG) LP: Big Bad Noise

NATALIE COLE Miss You Like Crazy (EMI) LP: Good To Be Back

MELISSA ETHERIDGE Similar Features (Island) LP: Melissa Etheridge

EASTERHOUSE Come Out Fighting (Columbia) LP: Waiting For The Red Bird

EIGHTH WONDER Baby, Baby (WTG) LP: Fearless

ESCAPE CLUB Walking Through Walls (Atlantic) LP: Wild Wild West

MELISSA ETHERIDGE Similar Features (Island) LP: Melissa Etheridge

FIGURES ON A BEACH You Ain't Seen Nothin' Yet (Sire/WB) LP: Figures On A Beach

GLENN FREY Livin' Right (MCA) LP: Soul Searchin'

GINA GO-GO I Can't Face The Fact (Capitol)

GUNS N' ROSES Patience (Geffen) LP: G N' R Lies

PARALLELS®

SIGNIFICANT ACTION

I

INFORMATION SOCIETY
Repetition (Tommy Boy/Reprise)
LP: Information Society
P1, P3, SOUTH, EAST, WEST, MIDWEST

INNER CITY
Good Life (Virgin)
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

L

LEVERT
Just Coolin' (Atlantic)
LP: Just Coolin'
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

DENISE LOPEZ
Too Much Too Late (Vendetta/A&M)
LP: Truth In Disguise
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

M

GLENN MEDEROS
Never Get Enough Of You (MCA)
LP: Not Me
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

S

PETER SCHILLING
The Different Story (World...) (Elektra)
LP: The Different Story...
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

SLICK RICK
Teenage Love (Def Jam/Columbia)
LP: The Great Adventures Of Slick Rick
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

SURFACE
Closer Than Friends (Columbia)
LP: 2nd Wave
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

U

MIDGE URE
Dear God (Chrysalis)
LP: Answers To Nothing
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

U2 & B.B. KING
When Love Comes To Town (Island)
LP: Rattle And Hum
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

METALLICA
One (Elektra)
LP: ...And Justice For All
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

BUSTER POINDEXTER
Hit The Road Jack (RCA)
LP: "Dream Team" ST
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

CHRIS REA
Working On It (Geffen)
LP: New Light Through Old Windows
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

RED FLAG
Russian Radio (Enigma)
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

REPLACEMENTS
I'll Be You (Sire/WB)
LP: Don't Tell A Soul
P1, P2, P3, EAST, SOUTH, MIDWEST, WEST

CHART SUMMARY

A competitive Top 10 shaped up once again as the BANGLES hung on to the top spot with 72 number one reports. Right behind was ROXETTE in its second week at number two, trying harder with 27 chart-toppers. Right behind were FINE YOUNG CANNIBALS, chewing up more chart slots with a 7-3 showing, while MILLI VANILLI still added new stations, with 36 number one reports. ROD STEWART slid 3-5 but MADONNA made another spectacular jump, 11 points, for a 17-6 gain in her third week on the chart. Will the Bangles hang on? Does Roxette have the look of a #1? Will FYC eat the competition alive? Can Milli Vanilli climb higher? Or will Madonna dash everyone's hopes and make #1 next week?

Meanwhile, back at the chart, R.E.M. gained 11-8 for a Top 10 showing, as did VANESSA WILLIAMS, 12-10. DEON ESTUS was up six, 20-14, which foiled POISON's shot for a bigger move than its 18-15 jump. The other 11-point gainer was PAULA ABDUL's 40-29. SWEET SENSATION was just shy of Breaker but increased 35-30. JODY WATLEY hit Breaker and debuted at #32. LIVING COLOUR made Breaker and the chart at #34, as did JOHNNY KEMP at #35 and HOWARD JONES at #39. Two other records debuted ahead of Breaker — BELLE STARS at #38 and TOMMY PAGE at #40.

NEW ARTISTS

- 1 MICHAEL DAMIAN/Rock On (Cypress/A&M) ... 142
2 SWEET SENSATION/Sincerely Yours (Atco) ... 138
3 PASADENAS/Tribute (Right On) (Columbia) ... 136
4 DONNY OSMOND/Soldier Of Love (Capitol) ... 124
5 WINGER/Seventeen (Atlantic) ... 119
6 BELLE STARS/Iko Iko (Capitol) ... 117
7 TOMMY PAGE/A Shoulder To Cry On (Sire/WB) ... 100
8 JIMMY HARNEN & SYNCH/Where Are You Now? (WTG) ... 78
9 ONE 2 MANY/Downtown (A&M) ... 74
10 DINO/24/7 (4th & Broadway/Island) ... 73

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stop!

Sam Brown

breaks in America!



stop! (AM 1234)
the single that's Top 10 in nine countries!

stop! (SP 5195)
the debut album from sam brown.
Over ¾-million copies sold worldwide!

Non-stop phones!

**Jerry McKenna, MD
WXKS/Boston:**

"*stop!* generated unbelievable requests after limited airplay! Females 18-34 bypassed the request line and called me directly to find out about *stop!*"

**Casey Keating, PD
KPLZ/Seattle:**

"*stop!* Don't consider another record until you check out Sam Brown... instant adult phones and now teen requests for this unique and powerful record!"

**Mark Evans, OM
KX106/Birmingham, AL:**

"Instant recognition from *Days Of Our Lives* watchers... it leaps out and grabs listeners by the throat... after one play, the phones won't *stop!*"



Produced by:
Pete Brown, Sam Brown, Danny Schogger
Management: Lisa Denton



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NATIONAL AIRPLAY OVERVIEW

CHR

Table with 4 columns: WKS, WKS, LW, TW. Lists top CHR tracks including BANGLES/Eternal Flame, ROXETTE/The Look, FINE YOUNG CANNIBALS/She Drives Me...

N&A Pg. 94; Playlists Pg. 82; Parallels Pg. 87

ADULT CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists top Adult Contemporary tracks including V. WILLIAMS/Dreamin', BANGLES/Eternal Flame, KENNY G w/SMOKEY/We've Saved The Best...

AC Music Begins Pg. 69

URBAN CONTEMPORARY

Table with 4 columns: WKS, WKS, LW, TW. Lists top Urban Contemporary tracks including ASHFORD & SIMPSON/I'll Be..., BOBBY BROWN/Every Little Step, TODAY/Girl I Got My Eyes On You...

New & Active, TOP 10 Recurrents Pg. 63

NEW ROCK

Table with 2 columns: LW, TW. Lists top New Rock tracks including ELVIS COSTELLO/Veronica, XTC/Mayor Of Simpleton, REPLACEMENTS/I'll Be You...

Complete TOP 30 New Rock Chart Pg. 78

NAC

Table with 2 columns: LW, TW. Lists top NAC tracks including WINDOWS/The French Laundry, FREE FLIGHT/Slice Of Life, MARTIN TAYLOR/Sarabanda...

Complete TOP 30 NAC Chart Pg. 73

CONTEMPORARY JAZZ

Table with 2 columns: LW, TW. Lists top Contemporary Jazz tracks including STEPS AHEAD/N.Y.C., BOBBY LYLE/Ivory Dreams, STEVE BACH/More Than A Dream...

Complete TOP 30 Contemporary Jazz Chart Pg. 73

AOR TRACKS

Table with 4 columns: WKS, WKS, LW, TW. Lists top AOR tracks including REPLACEMENTS/I'll Be You, CHRIS REA/Working On It, THIRTY EIGHT SPECIAL/Second Chance...

Complete TOP 60 Tracks Chart Pg. 76; LP Chart Pg. 75

COUNTRY

Table with 4 columns: WKS, WKS, LW, TW. Lists top Country tracks including K. WHITLEY/I'm No Stranger To..., MICHAEL MARTIN MURPHEY/From The Word..., VERN GOSDIN/Who You Gonna Blame It...

BREAKERS

Table with 2 columns: Breaker number and track name. Includes EARL THOMAS CONLEY/Love Out Loud, DESERT ROSE BAND/She Don't Love..., LONESOME STRANGERS/Goodbye...

DEBUTS

Table with 2 columns: Debut number and track name. Includes GENE WATSON/Back In The Fire, TANYA TUCKER/Call On Me, JONI HARMS/I Need A Wife...

Complete TOP 50 Country Chart Pg. 66