

I N S I D E:

**FACING THE FAX:
THE NEW SALES CULTURE**

The dawning Fax Era gives clients and buyers the perfect excuse to cut down on the number of salespeople they see. **Chris Beck** explores how to counter this trend, and outlines some key points of sales fax etiquette.

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**RADIO WIMPING OUT
ON ABORTION RIGHTS SPOTS?**

The **National Organization for Women** accused 26 East Coast radio stations of cowardice after they turned down a spot promoting an abortion rights march. Most of the stations said the spot sounded too much like an ominous news actuality, but NOW maintained the radio folks were afraid of anti-abortion picketers.

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**INTERACTIVE RADIO
FOR FOX SITCOM**

The fall-scheduled "Bill Gets A Life" sitcom from **Fox** features a radio talk show host. That's not a first, but the use of an 800 number for viewers to call in and interact with the sitcom's stars is a new wrinkle. At last, comedy that goes both ways.

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**QUALITATIVE DATA
FOR PRECISE TARGETING**

Tom Birch delves into the astoundingly detailed wealth of qualitative data available to smart radio programmers and managers with a computer and a curiosity bump. By cross-referencing database categories (demographics, product & service data, etc.), you can target audience segments with unheard-of precision.

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WINTER BIRCHES ROLL ON

More **Birch** winter ratings stories from the top markets, including a **WHQT** conquest of Miami, a **KYXQ** takeover in Portland, **WKYS**'s resurgence in Washington, **WRBQ**'s 21.5 Tampa triumph, and **WDAF** widening its KC lead.

Page 34, 36

Newsstand Price \$5.00



Country Top Revenue Performer In Survey

Miller Kaplan Claims CHR Revenue Eroding

Hot marketplace combat is eroding the revenue/audience "power ratios" of CHR stations in highly competitive markets across the nation, according to Los Angeles-based broadcast accounting firm **Miller, Kaplan, Arase & Co.** Country was the best-performing format in the firm's new survey.

"Power ratios" represent how much revenue a station is making in a market in relation to its audience share as measured by **Arbitron**. The higher the number, the better a station (or, in the accompanying table, format) is performing financially.

REVENUES/See Page 32

Format Revenue Power Ratios

Power ratios equal revenue divided by audience share; the higher the number, the better the format's financial performance. The following ten key formats are listed in descending order.

Format	1988 Ratio	1987 Ratio	1986 Ratio
Country	1.49	1.38	1.42
News/Talk	1.43	1.44	1.47
Adult Contemporary	1.41	1.34	1.38
New AC	1.15	—	—
AOR	1.13	1.14	1.04
Classic Rock	1.13	1.12	1.06
Oldies	1.12	.93	.83
CHR	1.07	1.08	1.07
Easy Listening	.85	.82	.83
Urban Contemporary	.75	.76	.83

Source: Miller, Kaplan, Arase & Co.

Pacifica Aims Blasts At Indecency 'Chill'

Can You Read 'Satanic Verses' On Radio?

The Los Angeles-based **Pacifica Foundation**, a hardened veteran of the seemingly endless battles over blue radio, is once again speaking out against indecency rules it says have a chilling effect on broadcast programming. The foundation has taken its complaint to both the courts, in the form of a sober court brief, and the public, with a full-page newspaper ad comparing Bush Administration attitudes to those of the Ayatollah **Khomeini**.

Cancelled Programming

In a brief filed with the US Supreme Court in support of a California dial-a-porn operation that is challenging the FCC's authority to regulate its messages, **Pacifica** said the Commission's latest definition of indecency has prompted its six radio stations, including **KPFK**/Los Angeles, to cancel or censor

some of their educational and artistic programming.

PACIFICA/See Page 32

KODJ Escalates L.A. 'Radio War'



Last week **R&R** headlined the "L.A. CHR War," but until this week the most offensive weapon was **KQLZ** (Pirate Radio) playing **Guns N' Roses** every hour. But recent Gold convert **KODJ** joined the fray by maneuvering morning team **Dean Goss** (right) and **Michael Winslow** along **Sunset Blvd.** in a tank for their entire shift Monday (3/27). **Goss** and **Winslow** almost went in the tank for real when **Hollywood** police threatened to arrest them, but showbiz values prevailed in time. If this trend spreads south to **San Diego**, expect those **KSONs** to go rolling along.

Fifield Upped To CEO As EMI Buys Half Of Chrysalis

EMI Music Worldwide promoted President/COO **Jim Fifield** to President/CEO in the wake of **Thorn** EMI's second major industry transaction of 1989, the 50% purchase of **Chrysalis Records** from parent company **Chrysalis Group** last week. The deal, which could amount to \$105 million, follows EMI's \$337 million purchase of **SBK Entertainment World** in January.



Newly promoted EMI CEO **Jim Fifield** (left) and **Chrysalis** Chairman **Chris Wright** announce the new EMI/Chrysalis partnership.

Fifield will now assume full executive responsibility for the company, which he joined last year. **Bhaskar Menon** will remain Chairman of **EMI Music Worldwide**, **Capitol-EMI Music Inc.**, and **EMI Music Limited**.

The transaction will allow financially-strained **Chrysalis** to expand its artist roster, and assigns **EMI** its worldwide distribution rights. **EMI US** distribution arm **CEMA** will handle **Chrysalis** product once the latter label's current agreement with **CBS Records** ends in December 1990.

"I joined this company with the aim of increasing our global share of the music business," noted **Fifield**. "We are looking at acquisitions as a way to accelerate our growth, and **Chrysalis** fits perfectly into that strategy."

Talent Recruiting Questions Answered

Referring to **Chrysalis's** finances, Chairman **Chris Wright** said "There was a question mark in the minds of many people of our ability to trade in the talent marketplace. But we now have a strong financial partner and we can stop spending most of our time dealing with banks."

Wright will continue to head the label, and will not be involved with **EMI's** other operations, at least for now. **Chrysalis** Exec. VP **Joe Kiener** said he will explore merging some of the label's operations into **EMI's**, but promised that its creative and promotion departments will remain independent.

FIFIELD/See Page 32

'Rescue The Future' New Pollack Theme

Postcard/Rally Campaign Raises Ozone Depletion Awareness

The **Pollack Media Group** has invited stations on its client roster — and other stations in noncompetitive situations — to participate in an ecology-oriented "Rescue The Future" campaign, designed to raise awareness of the earth's shrinking ozone levels.

Stations can participate in three phases. The first will promote "Earth Day" (4/22), when

rallies are to be held in New York, San Jose, Houston, and Wichita. The next phase involves a media campaign to educate citizens about the issue, and in the third phase radio will coordinate a worldwide postcard campaign to speed up the government's timetable for adopting new laws to ban ozone-depleting chemicals. The specific message of the rallies and postcard campaign is "You have one year to stop!"

Pollack said some stations were already ordering 10-20,000 postcards to offer to their audiences. "We're taking an issue that's on the back burner and making it top priority," he told **R&R**. "We're getting listeners to show they care."

Severe Effects

The campaign comes in response to news reports that scientists have found a hole in the Earth's protective ozone layer, and that ozone depletion will result in 80 million new skin cancer cases over the next eight decades, in addition to severe climate changes. The ozone depletion is believed to be caused by the use of freon gas and other manmade chemicals.

POLLACK/See Page 32

TANITA TIKARAM

 **twist in my sobriety**

ancient heart
the current story:

- u.s. sales of tanita's debut album are rapidly approaching the 200,000 mark. ancient heart has already sold more than two million copies in europe.
- the video for "twist in my sobriety" is in five-star rotation at vh-1. mtv has moved it from medium to active rotation after just one week.
- the single "twist in my sobriety" has now reached no. 1 in every european country and is ready to make its move in the u.s.

"twist in my sobriety"

the remarkable new single
from the smash debut album, ancient heart.



produced by peter van hooke and rod argent
representation: paul charles, asgard
© 1989 wea records ltd.



MARCH 31, 1989

FLORIDA COUNTRY RADIO TRAVELOGUE

What do R&R editors do on their vacations? Listen to local radio stations. **Lon Helton's** recent Florida excursion provided a broad overview of the fragmentation of the state's Country radio — plus a new shade of blue for a Country morning show.

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AC, AOR, CHR, COUNTRY, URBAN CHARTS **BACK PAGE**

NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS **BACK PAGE**

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.

Fowler KQUL & KZOK VP/GM

Former WKQX/Chicago GSM Mike Fowler has been named VP/GM at KQUL & KZOK/Seattle. He replaces Bob Powers, who exited when Adams Communications completed its purchase of the Gold/Classic Rock combo from SRO Broadcasting.

Adams President/Radio Matt Mills told R&R, "Mike's a young, bright guy who'll fit in very nicely. He was (Adams Exec. VP/Western Region) Jim Seemiller's first choice, and I'm very pleased to have him with us."

Adams's first move upon taking control of KZOK March 15 was to pull all the jocks off the air. But



Mike Fowler

Fowler said only the morning show was ultimately let go; live jocks were set to return Monday (4/3).

FOWLER/See Page 22



Kevin Sutter

Sutter Now RCA AOR Sr. Director

Chrysalis Records Sr. Director/Album Promotion Kevin Sutter has moved to RCA Records in the same capacity. He will be based in New York and report to VP/Promotion Jim McKeon.

RCA VP/National Promotion Butch Waugh commented, "All of us at RCA Records are very excited about Kevin joining the Nipper family. His experience, energy, and love of music have brought him to this place in time."

Sutter spent four years at Chrysalis, two in his previous post and the first two as Director/Album Promotion. Prior to that he was East Coast Sales Director at IRS Records and Local Promotion Manager/Buffalo for Epic.

KYGO Combo Sets PDs

St. John To FM; Jackson Segues To AM

KFKF/Kansas City PD John St. John has been named PD at KYGO-FM/Denver, and nine-year morning talent and present FM PD Rick Jackson has been appointed to the newly-created PD position at KYGO (AM).

Regarding St. John, KYGO-AM & FM VP/GM Bob Call commented, "John brings a very successful Country programming track record and terrific people

skills to the FM. Under his direction, KFKF has grown significantly stronger over the last few years, ranking number one or two in all key adult demos. Considering this has taken place in the face of Country giant WDAF, that's a considerable accomplishment. John has clearly demonstrated his ability to take a radio station from a strong competitive position to market dominance."

St. John, who starts April 4, said, "KYGO-FM is a station I've wanted to work at for almost seven years. The spirit of the company and KYGO is that of a champion. This is one of the best jobs in the US, and I feel very fortunate to get a shot at it."

St. John has been with KFKF KYGO-AM & FM/See Page 32

KELLY EXITS

Thomas Tapped As WPHR PD



Cat Thomas

WPHR (Power 108)/Cleveland MD Cat Thomas has been promoted to PD following the departure of PD Steve Kelly, who signed the station on a year ago. Midday personality Downtown Ed Brown has been named MD.

WPHR VP/GM Mark Heiden said, "We're under no illusion about the strength of (CHR market leader) WMMS, but I'm very strong on Cat and his ability to move Power 108 even higher in the ratings. He's got lots of untapped creativity and resources we plan to utilize here. I don't think we've ever had as many great broadcasters in this market going at it at one time, which should make the future very exciting."

Thomas, a first-time PD who had been Asst. PD at WXLK (K92)/Roanoke for five years prior to joining WPHR, commented to R&R, "Naturally I look at this as a big challenge, but I believe Power 108 is now pretty much on course in a very competitive marketplace. I'm working my butt off, but WMMS is going to have to topple itself."

"I certainly think there is a gap for what we're doing, but people are used to that WMMS image. All we can do is chip away at them, so they're not my main concern. I'm

THOMAS/See Page 32

McClure Programs KRFX



Mark McClure

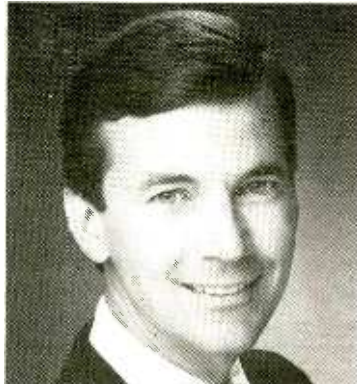
Three-year WROK & WZOK/Rockford OM Mark McClure will assume the programming chair at Jacor Classic Hits KRFX/Denver next Monday (4/3).

McClure told R&R, "I have been a fan of Jacor throughout my radio career. We're going to work hard on getting ourselves a winning radio station. I have to study the market before I formulate any game plans. I have some definite ideas as to what I want to do, but until I get there any discussion would be premature."

Previously, McClure was an air personality at Cincinnati's WWRM and WLLT.

In the fall Arbitron KRFX (competing as AC KOAQ) scored a 2.7 to tie for 13th place; in the Birch it had a 4.1, tying for ninth place. Jacor switched KOAQ to Classic Hits KRFX in mid-January.

Nugent Named PD At WGAR



Denny Nugent

Former KOY/Phoenix PD Denny Nugent has been named PD at WGAR-AM & FM/Cleveland. He succeeds Allen Matthews, who left for the WUBE/Cincinnati PD job in January.

WGAR-AM & FM VP/GM John Blassingame told R&R, "I received nothing but accolades on Denny from everybody I talked with. That was a telltale sign he was a real 'keeper,' and we're fortunate to have him. With his great track record and stability as a big-league PD, we look for him to make WGAR an even bigger player in the competitive Cleveland market."

Nugent told R&R, "There's excellent chemistry between the Nationwide people, John, and myself. There's an explosion waiting to happen at WGAR. The tools are there, and the time seems to be right."

Commenting on what is not only his first Country position but also his first FM job after a career of Full-Service AC stations, Nugent said, "Country could be more fun and fulfilling, because a PD has to keep fewer balls in the air at one

NUGENT/See Page 32

BACK TO OWNERSHIP

NAB's Parnigoni Stepping Down

NAB Sr. VP/Radio David Parnigoni, who has headed the association's Radio Department for four years, this week announced plans to step down May 5 to return to station ownership. No replacement has been named for him yet.

"I have thoroughly enjoyed my eight years at NAB, but I really want to get back into station operation and ownership," said Parnigoni. "I'd thought about leaving NAB several times in the past couple years, but now I feel like I've given my best and it seems like the right time to make the jump."

NAB President/CEO Eddie Fritts commented, "David has managed NAB Radio during a time of great growth. We wish him equivalent success in his new endeavors."

Parnigoni said he does not have an ownership deal in the works but hopes to acquire a property as soon as possible, preferably in his native New England. "I have a lot of my financing squared away, and I have meetings set up with possible investors and brokers," he commented.

Prior to joining NAB in 1980 as Northeast Regional Manager, Parnigoni owned and operated three stations in New England: WKVT-AM & FM/Brattleboro, VT and WCXN/Middletown, CT. During his time at NAB he bought and



David Parnigoni

later sold WCMX/Fitchburg-Leominster, MA.

Parnigoni was tapped to head the newly-consolidated NAB Radio department in 1984, after the National Radio Broadcasters Association had merged with it. Since then NAB's radio membership has grown from 4200 to 5100 stations.

Levert Scores Multiple Awards



Atlantic Records recently celebrated multiple successes for the trio Levert, in recognition of the gold single "Casanova" from the 1987 album "The Big Throwdown," the group's current gold album "Just Coolin'," and their UC singles successes. Shown at the party after Levert's Madison Square Garden concert are (l-r) Atlantic President Doug Morris, Sr. VP Sylvia Rhone, Chairman Ahmet Ertegun, VPs Merlin Bobb and Richard Nash, and Levert's Marc Gordon, Gerald Levert, and Sean Levert.

Two Bay Area Stations Go Into Business

KBLX Becomes KBFN; KHTT Now KSJX

Two Bay Area stations have switched their music formats to all-Business. NAC KBLX/Berkeley has become KBFN, and CHR KHTT/San Jose is now KSJX.

"Business is usually very cut and dry," said KSJX GM David Baronfield, "but our station will be upbeat; sort of an 'Entertainment Tonight' for business."

KSJX will take feeds from the Business Radio Network with local news, talk, and sports programming.

KBFN GSM Barry Rose said his station will use the Money Radio Network from Pomona, CA as its source until it develops local programming.

Satriani Surfs Into Gold



Relativity artist Joe Satriani's "Surfing With The Alien" album has received gold certification, and celebrating the event are (l-r) Relativity VP Cliff Cultreri, President Barry Kobrin, Satriani, and Bill Graham and Kevin Burns of Bill Graham Management.



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ROSEN MD

KUKQ Drops Country For New Rock

Tri-State Broadcasting has switched KUKQ (AM)/Phoenix, formatted Country for the past two years, to New Rock. The project is being developed by VP/Operations Ed Hamlin, Director/Programming Ernesto Gladden, and longtime Southwest radio personality Jonathon L. Rosen, host of sister AOR KUPD's "Virgin Vinyl" program. Rosen has been named MD.

Gladden told R&R, "This is an idea whose time has come. That's pretty obvious when you consider what's going on culturally."

"I've waited for this opportunity for eight years, and Ernesto has handed me the whole shebang," Rosen said. "Attitude and subtlety — that's the approach. We're willing to take chances."

KUKQ netted a .5 in the fall Arbitron (the station did not appear in the latest Birch). Phoenix has been home to a number of New Rock format experiments in the recent past.

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S P A C E S T A T I O N R A D I O

Kagan Panelists Sound Warnings On Interest Rate Hikes, Lower Multiples

Recent interest rate hikes are making it tougher to finance station trades, according to panelists at last week's semi-annual Paul Kagan/NAB radio acquisitions conference in New York.

Win Communications/ML Media Partners Exec. VP Anthony Oceppek warned radio entrepreneurs Wednesday (3/22) to batten down the hatches against overleveraged station buyouts, because he expects "turbulent weather" in the form of a steady rise in interest rates over the next three years.

"If a major operator or large borrower has a great deal of difficulty or goes south, the attitudes of financial institutions will

change," said Oceppek. "If it happens, you'll see a lot of these institutions will pull up stakes very quickly."

Tightening Underway

Bankers on the panel stated categorically that a "tightening" is underway in commercial banking circles, with institutions now refusing to bankroll some types of highly-leveraged transactions that were common only a year ago.

Fleet Mezzanine Capital President Colin Clapton said increasing concern from federal banking authorities about highly-leveraged transactions of any nature will help spur a change in the way radio deals are evaluated. "I do believe the lending community will back off a notch or two about multiples," Clapton said.

Greyhound Financial Corp. VP/Communications Finance Matt Breyne said his firm is now willing to finance only about half of a property's stick value, and is requiring radio borrowers to accept a fixed interest rate or a cap on loans over the next 24 to 36 months.



WATCH THOSE DOLLARS — Paul Kagan seminar panelists warned of a changing climate for radio acquisition financing. Pictured are (l-r) Greyhound Financial Corp. VP/Communications Finance Matt Breyne, Fleet Mezzanine Capital President Colin Clapton, and Win Communications/ML Media Partners Exec. VP Anthony Oceppek.

FCC To Limit Renewal Payoffs

The FCC is expected to take a major step toward eliminating abuse of the license renewal process when it holds its monthly public meeting this Thursday (3/30). At presstime, sources indicated the Commission was set to approve the imposition of limits on the size of settlement payments in renewal proceedings. The Commissioners were also reported ready to drop the "Cameron Doctrine," a policy that allows competing applicants to assume they will be able to take over the existing technical facilities if they prevail in their challenge.

"Nothing is final yet, but I would definitely look for limits on payments for both competing applications and petitions to deny," a Commission source said Tuesday (3/28). "Elimination of 'Cameron' is also in there."

The expected rule changes are the result of an FCC inquiry into the comparative renewal process that began nearly one year ago. In announcing that proceeding the Commission said it planned to examine such issues as the limitation or elimination of settlement payments, clarification of the renewal expectancy criteria, and closer scrutiny of would-be competing applicants in order to determine their legitimacy.



Dingell Gives Fairness Top Priority In NABOB Speech

Rep. John Dingell (D-MI) (r) was among the honorees at this year's National Association of Black-Owned Broadcasters Communications Awards Dinner. Dingell, seen here with NABOB President Charles Sherrell, told the group it has been instrumental in guaranteeing that all Americans, "not just those in the majority," have an opportunity to own broadcast properties.

In a brief after-dinner interview with R&R, Dingell hinted that NAB's decision to pull its punches on Fairness Doctrine codification won't do broadcasters much good if President Bush takes the "most unfortunate" step of vetoing the Fairness bill. Until the Fairness bill is signed into law, Dingell suggested, no other broadcast-related legislation will be considered. "We will not hold (broadcasters) to account (for a Bush veto)," said Dingell, "We'll just continue to work on the (Fairness) matter until we get it resolved. I think Mr. Bush has much better sense than to veto (Fairness) legislation, and I would certainly hope he does not (do so)."

Some 600 members of the broadcast and record community turned out for the Thursday (3/23) gala, which was held in Washington.

NOW Charges Radio Station Cowardice Over Abortion Spot

The National Organization for Women (NOW) has accused 26 East Coast radio stations of knuckling under to pro-life pressure groups by rejecting a spot promoting an upcoming abortion rights march. However, broadcasters who turned down the spot say they found its style more controversial than its content.

"The stations gave us a lot different reasons why they wouldn't take the ad," said NOW VP Sherri O'Dell, "but I think the real reason is that they are afraid they'll have anti-abortion pickets outside their studios. I think they should be ashamed of themselves."

According to NOW, 26 stations in Boston, New York, Philadelphia, Baltimore, and Washington have refused to air a spot promoting the group's National March for Women's Rights/Women's Lives, which is set for April 9 in Washington. Nine stations have agreed to run the ad.

Most broadcasters who rejected the NOW spot said they did so because the ad, which opens with a bomb blast and includes sound bites from President George Bush and Vice President Dan Quayle, sounds too much like a news report. Two CBS-owned stations, WCBS/New York and WLTT/Washington, turned down the spot based on a corporate policy against issue advertising.

Three of the nine stations that accepted the spot, WBCN/Boston, WYSP/Philadelphia, and WJFK/Washington, are Infinity Broadcasting properties. According to WYSP and WJFK GM Ken Stevens, Infinity's experience with shock jock Howard Stern has made the company sensitive to free speech issues. "It would be pretty hypocritical for the company that airs Howard Stern to refuse a spot because it's controversial," said Stevens.

O'Dell said it is unlikely NOW will mount any sort of protest or legal action against the stations that rejected its spots.



DC REPORT
PAT CLAWSON

Big Beasley Beef At FCC

Southern Starr Broadcasting President Peter Starr has filed a "petition to deny" against Beasley Broadcasting's \$10 million-plus sale of WLAT & WYAY/Conway, SC to Pinnacle Broadcasting. Starr told the FCC last week (3/21) that Beasley "lacks clear title" to the combo and "lacks the character qualifications necessary to become a Commission licensee."

Starr claims first dibs because of a \$425,000 purchase contract cut in 1984 with former owners William Tart and Resorts Broadcasters. According to legal papers, they later reneged on the deal and flipped the combo to Beasley for \$1.85 million.

Starr already is suing in North Carolina federal court, alleging Beasley conspired against him. Those charges are being contested, and Beasley attorney Bruce Rosenblum says a defense to the new FCC petition will be filed "within a few days."

Bush Nominates New NTIA Head

Janice Obuchowski has been nominated by President Bush to become Asst. Secretary of Commerce and head of the National Telecommunications & Information Administration, replacing Al Sikes. She's currently Exec. Director/International Affairs with NYNEX.

Once an aide to former FCC Chairman Mark Fowler, Obuchowski is married to his old sidekick, ex-Common Carrier Chief Bert Halprin. No word yet as to Sikes's future in the Bush Administration, but he's been mentioned as a possible candidate for the chairmanship of the FCC.

Broker Action

Veteran broadcast brokers Jack Satterfield and Al Perry are hanging out their shingle as Satterfield & Perry Inc. Until recently, both operated satellite offices of Washington, DC-based Gammon & Ninowski Media Investments. Satterfield will operate out of Bala Cynwyd, Pennsylvania; phone (215) 668-1168. Perry will operate from Lakewood, Colorado; phone (303) 239-6670.

Diamond Man Seeks Buckeye Gems

Cleveland's Diamond Man is high on Columbus, Ohio, and wants "very much" to buy a radio station there. Jeweller-turned-broadcasting-tycoon Larry J.B. Robinson says, "If you hear of anything available, please let me know."

Robinson recently formed a joint venture with Metroplex Communications to buy WERE & WNCX/Cleveland. Speaking last week before a Columbus business group, he disclosed that his new venture capital fund is negotiating to buy two more Ohio stations — but he wouldn't say which ones. His radio career has come a long way since 1937, when as a child he played the role of a frog on "Fairytale Theatre" on WGAR/Cleveland.

New RAB Radio Report Card

RAB VP Bob Galen predicts that radio revenues will climb 7.8% in 1989 to a total of \$8.5 billion. New RAB statistics show total 1988 radio revenues hit \$7.9 billion, with healthy growth in almost every industry segment. Local radio posted the biggest gain with a 9% jump, representing \$6.1 billion in revenues; Western markets ranked highest. Spot radio scored a 6.6% gain for \$1.4 billion, and network radio was up 3% to \$382 million.

Major retailers upped their radio spending by 23% to \$92.4 million. J.C. Penney led the pack, hiking radio spending from \$6.5 million from \$292,000 — a whopping 2125% gain.

HIBER TO VP/WEAZ-WFIL

Goal: Build A Group

Dear Friends,

Horace Greeley was wrong!

For some, the future is brightest in the East. That's why, effective April 3, Jhan proudly assumes the position of VP/Marketing & Research for WEAZ FM, Inc., which owns WEAZ/WFIL in Philadelphia.

The mission? To try and boost ratings and revenues by serving as in-house consultant/researcher focusing on programming, marketing and sales opportunities.

Why would Jhan go to work long-term for a company that has stations in only one market? Can he give up the jet-set existence, more than 2,000,000 miles logged in the U.S. and overseas helping broadcasters during the last decade? Why not go back to Carmel and reopen his consulting firm as his contract with Malrite wound down? Is there a catch?

There is another, more long-term challenge that Hiber is eager to tackle. After helping Jerry Lee, Jim DeCaro and the rest of the team boost WEAZ/WFIL, Jhan will begin to help build a group. He's been asked to locate, then improve under-performing stations. They have kindly called Hiber "the best turnaround man in America" — and they're offering Jhan equity in the future acquisitions.

The only downside? Stocks of airlines are likely to plummet when they hear Hiber will no longer be doing his annual trek of 200,000 or so miles. Seriously, since WEAZ-FM, Inc. is paying for 100% of Hiber's time, Jhan will no longer be doing outside research/consulting. However, he will always be available to his friends for brainstorming or to serve as a sounding board.

Please don't be a stranger! Effective April 3 you can reach Hiber at . . .

Phone (609) 399-8212 (home/office.) Fax will be available also.
Address: "Sea Four," 1617 Wesley Avenue, Ocean City, NJ 08226.

Thanks for the chance to serve so many of you through my writings and consulting during the 80's. Now, here's to the 90's!

Best to all,



TRANSACTIONS

NBC Liquidates Last Legend In \$21 Million KNBR Sale

Deal Of The Week:

KNBR/San Francisco

PRICE: \$21 million (approximate)
 BUYER: Susquehanna Radio Corp., headed by Art Carlson. The company also owns KFOG/San Francisco; KLIF & KPLX/Dallas; KKZR & KRBE/Houston; WQBA-AM & FM/Miami; WAPW/Atlanta; WRRM/Cincinnati; WGH-AM & FM/Norfolk; WFMS/Indianapolis; WARM & WMGS/Wilkes Barre PA; WHVE TKN/Tampa and WSBA & WAPM K PA
 SELLER: NBC Radio, a division of General Electric Corp
 FREQUENCY: 680 kHz
 POWER: 50 kw
 FORMAT: AC

BUYER: Kudzu Broadcasting Partnership, owned by Stephen McGowan, Paul Reynolds, and William Gunter IV. McGowan owns WSEL-AM & FM/Pontotoc, MS.
 SELLER: Amerimedia Inc., owned by Paul Reynolds. He is the permittee of WJAM/Marion, AL.
 FREQUENCY: 101.7 MHz
 POWER: 3 kw at 300 feet
 FORMAT: Station is dark

AK; Cynthia Griffin of Sacramento, CA; and Carol Connelly of Wasilla, AK.
 FREQUENCY: 1360 kHz; 95.7 MHz
 POWER: 5 kw; 100 kw at 169 feet
 BROKER: Communications Associates of Columbus, GA.
 COMMENT: Valley acquired the CPs for \$41,000 in 1986.

KOBG & KUZN/Wasilla-Palmer (AM & FM CPs)

PRICE: \$100,000
 TERMS: Cash

BUYER: Palmer Radio Group, owned by Charles McFall of Columbus, GA. He is the President of Sonrise Management Services.

SELLER: Valley Broadcasting Co. Inc., owned by Wayne Connelly of Wasilla, AK; Donald Griffin of Palmer,

KDEZ/Jonesboro

PRICE: \$300,000 for 45%
 TERMS: Cash

BUYER: Louis Schaaf, Patricia Morrison, and Larry Morrison.
 SELLER: Billy Thomas and Jerry Morris are reducing their stock holdings in MSB Communications Inc. They each currently own 50%, and are purchasing KACJ & KAJJ/Greenwood, AR.
 FREQUENCY: 100.1 MHz
 POWER: 3 kw at 233 feet
 FORMAT: Beautiful

WVRT/Reform

PRICE: \$10
 TERMS: Limited cash transaction to transfer ownership from corporation to partnership.

“That’s broadcast news.”

Fact: With over \$185 million in commitments, BayBank is ranked in the top third of financial organizations in the country lending to the broadcast industry. BayBank's specialists stay tuned to the developments that affect the communications business, providing financing to projects in over sixty-five markets nationwide. And that's just one of the extensive range of corporate financial services we offer. Now that you know, isn't it time you found out what we can do for you? Call our Communications Lending Group at (617) 556-6506.

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TRANSACTIONS AT A GLANCE

**Deals So Far In 1989:
\$497,111,372**

Total Stations Traded This Year: 273

This Week's Action: \$45,173,210

Total Stations Traded This Week: 30

Deal Of The Week:

● **KNBR/San Francisco \$21 Million (approximate)**

- WVRT/Reform, AL \$10
- KOBG & KUZN/Wasilla Palmer AK (AM & FM CPs) \$100,000
- KDEZ/Jonesboro, AR \$300,000 for 45%
- KTCD/Eureka, CA (AM CP) \$15,000
- KCPC/Rancho Mirage (AM CP) \$10,000
- WVBH/Key Largo, FL (FM CP) \$114,000
- WOOJ-FM/Lehigh Acres, FL \$4 million
- WKQG & WSKS/Milledgeville-Sparta, GA \$600,000
- KLPL-AM & FM/Lake Providence, LA No cash consideration
- WJPD-AM & FM/Ishpeming (Marquette), MI \$875,000
- WZFL-AM & FM/Centreville, MS No cash consideration
- WJYE/Bufalo \$6.15 million
- WQZX/Oswego, NY (FM CP) \$38,000
- WINW & WRQK/Canton, OH \$3.6 million
- KHUG/Phoenix, OR \$5000
- KKVU-AM & FM/Tremonton, UT No cash consideration
- WNVZ/Norfolk, VA \$7.5 million
- WPSK/Pulaski, VA \$20,000
- KSPO/Dishman, WA \$1200
- WWBB/Madison, WV \$25,000
- WKBH-AM & FM/Holmen-Trempealeau, WI \$820,000

California

KTCD/Eureka (AM CP)

PRICE: \$15,000
 TERMS: Five-year promissory note at 12% interest.
 BUYER: Sundance Radio Corp., owned by D.C. Williams of El Dorado Hills, CA. Williams is the permittee of KKNK/Carson City, NV and a new AM in Virginia City, NV. He owns interests in KPLA/Riverbank, CA and KCPC/Rancho Mirage, CA.

SELLER: Timberline Broadcasting Co., owned by Stephen Little and Julie Hohn. They also own KOQI/Soquel, CA.
 FREQUENCY: 1200 kHz
 POWER: 10 kw day/1 kw night

KCPC/Rancho Mirage (AM CP)

PRICE: \$10,000
 TERMS: Cash
 BUYER: Rancho Mirage Broadcasting Co. Inc., owned by Clair Higgins of Los Angeles; Yona Tal of Rancho Mirage, CA; Sidney Kibrick of Beverly Hills, CA; and Franklin Jones of Palm Springs, CA.

SELLER: Central Pacific Broadcasting Corp., owned by John Gardner of Fair Oaks, CA; and David Williams of Folsom, CA. They own interests in KPLA/Riverbank, CA and KDXA/Virginia City, NV. Williams also owns KKNK/Carson City, NV and KTCD/Eureka, CA.

FREQUENCY: 1200 kHz
 POWER: 5 kw day/1 kw night

Florida

WVBH/Key Largo (FM CP)

PRICE: \$114,000
 TERMS: Asset sale
 BUYER: Spanish Broadcasting System, owned by Raul Alarcon Jr. of New York City and Jose Grimalt of Trumbull, CT. The company also owns WSKQ-AM & FM/New York; KSKQ-AM & FM/Los Angeles; and WCMQ-AM & FM/Miami.
 SELLER: Continental FM Radio Corp., a minority-controlled corporation headed by President Fernando Alvarez. The company also owns WOIR/Homestead, FL.
 FREQUENCY: 103.9 MHz
 POWER: 3 kw at 187 feet
 COMMENT: Continental purchased this station in May 1988 for \$115,000.

WOOJ-FM/Lehigh Acres

PRICE: \$4 million
 TERMS: Asset sale for \$3 million cash. Noncompete valued at \$1 million, payable \$500,000 cash at closing and balance via promissory note.
 BUYER: Rockland Investments Inc. and Sandab Communications of Ft. Myers Inc., both controlled by Stephen Seymour of Baltimore, MD.
 SELLER: Robert Dwyer of Ft. Myers, FL. He also owns WOOJ/Lehigh Acres, FL.
 FREQUENCY: 107.1 MHz
 POWER: 2.35 kw at 330 feet
 FORMAT: CHR
 BROKER: Financing for this transaction is being provided by the communications lending division of First National Bank of Maryland.

Continued on Page 10

This announcement appears as a matter of record only.

March 17, 1989

\$95,000,000

Westwood One Stations Group, Inc.

a wholly-owned subsidiary of



Westwood One, Inc.

\$65,000,000

Revolving Credit Facility due 1997

\$30,000,000

Deferred Coupon Subordinated Debentures due 1999

The undersigned arranged this private placement.

Salomon Brothers Inc

Hambrecht & Quist
Incorporated

TRANSACTIONS

Continued from Page 8

Georgia

WKQG & WSKS/ Milledgeville-Sparta
PRICE: \$600,000
BUYER: Alexander Mitchell Broadcasting Corp., owned by New Yorkers James Karrh and Steven Layne.
SELLER: Blue Moon Communications Corp., owned by Julia Hedrick and David Hedrick.
FREQUENCY: 1060 kHz; 97.7 MHz
POWER: 1 kw daytimer; 3 kw at 328 feet
FORMAT: AC
BROKER: Snowden Associates

Louisiana

KLPL-AM & FM/ Lake Providence
PRICE: Foreclosure — no cash consideration
BUYER: Dixie Business Investment Co., headed by Chairman George Lensing. The Federal Deposit Insurance Corp. is a 16% stockholder of the company.
SELLER: New Directions Broadcasting Inc., owned by Paul Coates.
FREQUENCY: 1050 kHz; 92.7 MHz
POWER: 250-watt daytimer; 2 kw at 145 feet
FORMAT: Country
COMMENT: According to papers filed with the FCC, Coats is unable to pay loans due to Dixie Business, and the investment company is taking over the station to settle the debt. This combo was purchased in April 1986 for \$225,000. Control of **WZFL-AM & FM/Centreville, MS** is also changed by this transaction (see below).

Michigan

WJPD-AM & FM/Ishpeming (Marquette)
PRICE: \$875,000
TERMS: Cash
BUYER: Goetz Communications Corp., owned by Nathan Goetz, Jack Hackman, and Scott Trentadue. They

also own **WIXN-AM & FM/Dixon, IL; WFAW & WSJY/Fort Atkinson, WI; WDLB & WLJY/Marshfield, WI; WNFN/Reedsburg, WI; and WQJY/West Salem, WI.**
SELLER: Favor Income Fund Ltd., headed by William Wooding and Stanley Sackin.
FREQUENCY: 1240 kHz; 92.3 MHz
POWER: 1 kw; 100 kw at 470 feet
FORMAT: Country
BROKER: Burt Sherwood Inc.

Mississippi

WZFL-AM & FM/Centreville
PRICE: Foreclosure — no cash consideration
BUYER: Dixie Business Investment Co., headed by Chairman George Lensing. The Federal Deposit Insurance Corp. is a 16% stockholder of the company.
SELLER: Rhino Broadcasting Inc., owned by Paul Coates.
FREQUENCY: 1580 kHz; 104.9 MHz
POWER: 250-watt daytimer; 3 kw at 300 feet
FORMAT: Urban; Country
COMMENT: According to papers filed with the FCC, Coats is unable to pay loans due to Dixie Business, and the investment company is taking over the station to settle the debt. Coats acquired this combo in October 1986 for \$82,500.

New York

WJYE/Bufalo
PRICE: \$6.15 million
BUYER: LWB Allentown, owned by Robert Williams. He is the former owner of **WHLI & WKJY/Hempstead, NY; WEZN/Bridgeport, CT; and WLAG & WJYA/LaGrange, GA.**
SELLER: Speed-O-Print Business Machines Corp., principally owned by Peter Nisselson. The company also owns **WLOE & WWMY/Eden (Greensboro), NC.**
FREQUENCY: 96.1 MHz
POWER: 50 kw at 480 feet
FORMAT: Beautiful
BROKER: William Schutz Jr.
COMMENT: Williams is purchasing the Buffalo FM for \$6 million and is paying another \$150,000 for an option to ac-

quire **WLOE & WWMY/Eden (Greensboro), NC** for \$3 million. Williams and Speed-O-Print are negotiating the sale of the North Carolina combo to **Ragan Henry's Mediacomm National Corp.** for approximately \$3.5 million.

WQZX/Oswego, NY (FM CP)
PRICE: \$38,000
BUYER: OSQ Broadcasters Inc., owned by John Clancy, David Mance, and Dale Hartnett. Clancy and Mance also own **WATN & WTOJ/Carthage, NY** and **WCDO-AM & FM/Sidney, NY.** Clancy also owns **WSCM & WACS/Cobleskill, NY.**
SELLER: ADM Communications Inc., owned by Michael George.
FREQUENCY: 96.7 MHz
POWER: 3 kw at 300 feet
BROKER: Kozacko-Horton Co.

Ohio

WINW & WRQK/Canton
PRICE: \$3.6 million
TERMS: Asset sale. Cash payment of \$3.2 million, and \$400,000 promissory note at nine percent interest over five years.
BUYER: Canton/Akron Radio Inc., owned by James Embrescia and Martin Elrad.
SELLER: Canton Broadcasting Corp., owned by Randall Blair and Carl Fazio Jr.
FREQUENCY: 1520 kHz; 106.9 MHz
POWER: 1 kw daytimer; 27.5 kw at 340 feet
FORMAT: Urban; AOR

Oregon

KHUG/Phoenix
PRICE: \$5000
TERMS: Asset sale for cash
BUYER: Atkinson Adventures, owned by Perry and Peggy Atkinson of Ashland, OR. They own **KDOV/Talent, OR.**
SELLER: Rogue River Radio L.P., owned by Don Smullin.
FREQUENCY: 1300 kHz
POWER: 5 kw
FORMAT: Station is dark.
COMMENT: The Atkinsons plan to move the call signs and operations of KDOV from its present 1230 kHz frequency to the new 1300 kHz frequency, then donate the licenses for the first frequency to **Southern Oregon State College.**

Utah

KKVU-AM & FM/Tremonton
PRICE: Foreclosure
TERMS: No cash consideration
BUYER: Northern Utah Broadcasting Co. Inc., owned by Glacus Merrill, Marie Merrill, and Darla Clark of Logan, UT. Merrill also owns **KRXR/Gooding, ID.**
SELLER: McAlester Broadcasting Systems of Utah Inc., owned by Robert McAlester.
FREQUENCY: 1470 kHz; 104.9 MHz
POWER: 5 kw; 3 kw at 150 feet
FORMAT: Station is dark
COMMENT: This transfer is pursuant to court order. KKVU has a CP to upgrade from Class A status to a Class C2 with 10 kw at 335 meters.

Virginia

WNVZ/Norfolk
PRICE: \$7.5 million
TERMS: Stock transaction
BUYER: Wilks-Schwartz Broadcasting, owned by Don Wilks and Michael Schwartz. They also own **WHYN-AM & FM/Springfield, WSPB & WSRZ/Sarasota, WFBL & WKFM/Syracuse, and WLKW/Providence.** They recently announced plans to buy **VVEZ-AM & FM/Louisville** and **KKNG/Oklahoma City.** They are selling **WEEX & WQQQ/Allentown-Bethlehem, PA.**
SELLER: WWMX Inc., owned by Raleigh, NC-based group operator Capitol Broadcasting Corp. Headed by President James Goodmon, the company owns **WRAL/Raleigh, WRNL & WRXL/Richmond, WWMX/Baltimore, and WSTF/Orlando.** The company also owns two TV stations and several state radio networks including the **North Carolina News Network** and the **Virginia News Network.**
FREQUENCY: 104.5 MHz
POWER: 50 kw at 500 feet
FORMAT: CHR
BROKER: George Otwell of Blackburn & Co.

WPSK/Pulaski
PRICE: \$20,000
TERMS: Asset sale for cash.
BUYER: Lester Williams of Wirtz, VA. He owns **WFIC/Collinsville, VA** and is an applicant for a new AM at Moneta, VA.

SELLER: Radlox Inc., headed by Richard Fraser, who also owns **WPSK-FM/Pulaski, VA.**
FREQUENCY: 1580 kHz
POWER: 5 kw daytimer
FORMAT: Country

Washington

KSPO/Dishman (AM CP)
PRICE: \$1200
TERMS: Cash
BUYER: KOL Radio Corp., owned by Thomas Read. He also owns **KTBI & KGDN/Ephrata, WA.**
SELLER: Classical Music Broadcasters, owned by Jim Key.
FREQUENCY: 740 kHz
POWER: 500-watt daytimer

West Virginia

WWBB/Madison
PRICE: \$25,000
TERMS: Asset sale for cash
BUYER: Price Broadcasting Co., owned by A. Wayne Price of Danville, WV.
SELLER: Boone Broadcasting Co., owned by Richard Callaway and Francis Blake. Boone is an applicant for a new FM at Danville, WV. Blake is ND of **WVAH-TV/Charleston-Huntington, WV.**
FREQUENCY: 1450 kHz
POWER: 1 kw
FORMAT: CHR

Wisconsin

WKBH-AM & FM/Holmen-Trempealeau
PRICE: \$820,000
TERMS: \$520,000 cash at closing; \$300,000 noncompete agreement payable over 5.5 years.
BUYER: Continental Broadcasting of LaCrosse Inc., owned by LaCrosse, WI area investors Richard Campbell, William Bast, J.L. Monte Holman, and David Peschau.
SELLER: Riverview Communications Inc., owned by Joe Roskos.
FREQUENCY: 1570 kHz; 105.3 MHz
POWER: 1 kw daytimer; 3 kw at 250 feet
FORMAT: Nostalgia; Country

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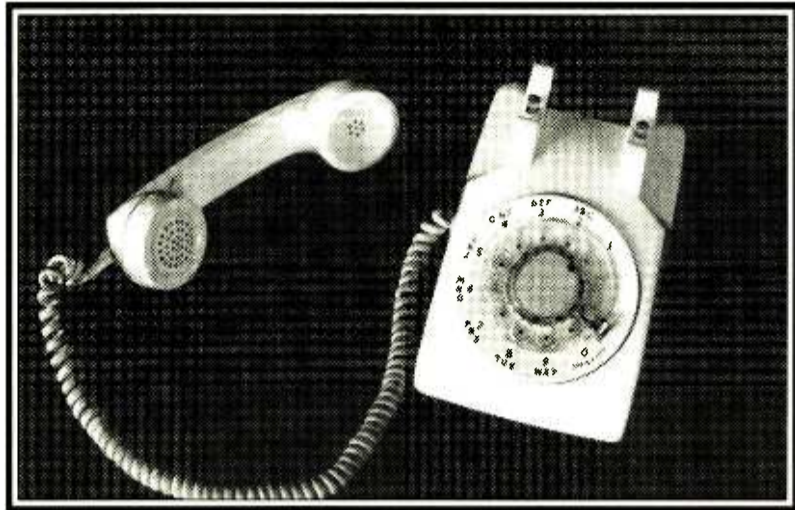
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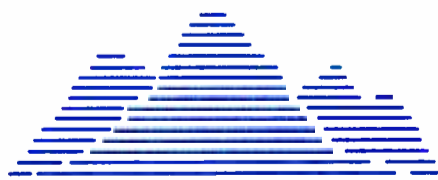
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OVERVIEW

MANAGEMENT

Six Ways To Detect Employee Depression

Slumping shoulders and heavy sighs are symptoms of "depression" — a real disease that can lead to real problems around your office or station.

Since an employee's problem can often become your own, NYC-based psychologist Dr. Richard Krugley suggests that you learn how to detect a few of the common "distress signals" associated with depression.

Emphasizing that clinical depression is different from chronically poor self-esteem (both can be treated with psychotherapy, but depression requires medical attention as well), Krugley has outlined the following red-flag symptoms of true clinical depression:

Distress Signals

- **Changes in diet and sleeping patterns.** These problems can manifest themselves in terms of the extreme. For example, a depressed employee can become a voracious eater or complain of no appetite; gripe about insomnia or about being too tired.
- **Increased number of absences.** Because he often feels unable to face the day, a depressed employee will take more "sick days." These sicknesses may be real, however, as a depressed employee is more prone to physical illness.
- **Signs of substance abuse.** While often a question of "which came first," increased or excessive drug and alcohol use can result in, or lead to, employee depression.
- **Incidents of excessive stress.** Particularly stressful changes in one's life — a birth, marriage, divorce, or death — can send an employee who is already predisposed to depression plunging into it.

While acknowledging that you might have to suggest professional treatment a variety of times and ways, Krugley recommends that you try to coax a depressed employee into seeking professional counseling.

NEW SYSTEM

Traveling Execs Keep Same Phone Number

A phone system that not only allows businessmen-in-motion to keep the same phone number while on the road but also provides its subscribers with "call screening" ability is currently being tested in the Seattle market by Bellevue, WA-based AccessPlus Communications Inc.

Personal access lines (PALs) that plug into a central computer are the key to both functions. Here's how it works for call-forwarding: Customers dial the computer, program (and update) the phone or pager number where they'd like to be reached, and the system forwards the incoming calls.

Screens Calls, Too

The screening function, however, is a sophisticated voice mail system that allows users to screen calls on both ends. Callers with "urgent" messages can press the "zero key" and dictate a brief message. The computer then puts the caller on hold, rings the subscriber, and plays back the message. At that point, the PAL customer can take the call immediately or have it forwarded to an answering machine or operator.

Service costs \$26.50 per month, and the company — which even-

tually plans to go nationwide — will introduce the system into four more western markets this year.



'Sprite,' 'SNL' Combine For Radio Campaign

Blending 60 seconds of audio highlights from the popular NBC television series with a 30-second pitch for the lemon-lime flavored beverage, Atlanta-based Coca-Cola USA will unveil "Sprite Presents The Saturday Night Live Radio Network," as part of what the company terms an "unprecedented" marketing blitz on behalf of the soft drink. Beginning in April and running through September, radio stations nationwide will broadcast the mini-programs (produced by Eddie Simon — yes, Paul's brother — and "SNL" executive producer Lorne Michaels) each Monday through Friday. There will also be an adjoining sweepstakes offer for participating radio stations and local bottlers to send lucky listeners to New York to be part of "SNL"'s live studio audience.

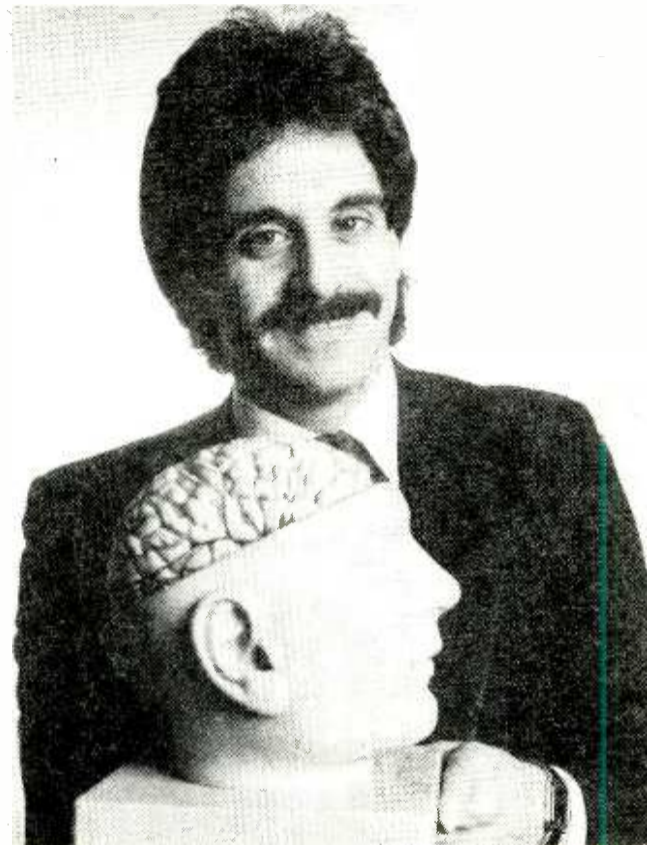
DATELINE

- **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 18-20** — T.J. Martell Foundation's Charity Weekend. Los Angeles, CA.
- **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.

"R&R CONVENTION '90... MAY 10-12 IN CENTURY CITY"

"AN EXTRA BRAIN HELPED US WIN."

-Beau Phillips, General Manager, KISW/Seattle



We suffered a direct format attack

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SALES STRATEGY

FACING THE FAX

Cutting Through Today's Impersonal Sales Culture

By Chris Beck

Buyer: I have a buy-up and I need rates and avails today . . . for men 25-54. Cost per point is \$150.

Salesperson: I'll put it together for you, then drop in early this afternoon. How is 2:30pm?

Buyer: I don't have time to see anybody. Just fax me everything.

If it seems like you've been hearing the above-quoted conversation a lot more frequently these days, it's because you are.

The fax machine is dramatically reshaping the way business is being conducted — and, in turn, the way we need to be conducting business. Even now, when the fax machine is in a relatively embryonic stage, it's putting up a barrier to personal contact in a sales culture that's growing increasingly impersonal.

There's no question that fax machines are an incredibly valuable time management resource, increasing efficiency and facilitating copy pick-ups, copy approval, and instantaneous communication all over the country.

Nevertheless, they make the selling process less personal by decreasing face-to-face interaction and hindering our ability to get in front of people.

Fax machines will ultimately change the way we do business with agencies. The more avails requested via fax, the more time a salesperson must be in the office — and the more requests one person is capable of handling. Many sales assistants are already taking care of the majority of avail requests on a national basis. How long will it take for this trend to penetrate locally?

"Fax machines will ultimately change the way we do business with agencies."

There are, however, steps you can take to exploit and counteract the trend toward impersonal selling. Reshape your sales department, first by capitalizing on the fax machine's ability to disseminate information, and second, by developing specific and unique franchises that give the client reasons to welcome personal interaction. Following are some strategies to help you accomplish both goals.

Rotary Fax

As fax use increases, clients become frustrated by constant busy signals. Many market leaders (including R&R) have diminished this frustration by adding multiple fax machines on a single line in rotary. This method is identical to using multiple lines to serve a single number — a system you probably already employ in your business office.

Fax Newsletter

For many stations, a condensed weekly newsletter reporting trends, market statistics, and station success stories has replaced the traditional monthly or quarterly newsletter. This "franchise" can serve as an extremely valuable tool to keep your call letters in front of buyers. Putting the newsletter on fax is simply taking a good idea to the next logical step.

To generate the maximum impact from a fax newsletter, consider these tips:

- **Keep each entry brief.** Use one or two paragraphs to outline a subject.

- **Make the information useful.** Recipes and other generic topics are out. Condensed local and national marketing trends are more likely to be read.

- **Keep it short.** The average fax newsletter should be no longer than two pages.

- **Produce it consistently.** Send out the newsletter at the same time every week.

Remember, the first station to put out a newsletter owns the "franchise." Each station that follows is a copycat.

Fax Services: Research

One way to foster reliance on your station is to create a service for advertisers that can be accessed via fax. Research services are particularly popular. Your station provides an advertiser with simple, one-stop access to a variety of condensed research material.

Marketing Trends

You can also serve advertisers with a summary of marketing information and trends, available by category. This information can be accessed via a faxed menu, from which advertisers can make requests (much like the medical information lines employed by some pharmacies, on which you can request that a specific tape be played back). Because people have less time to read marketing articles and research presentations, this service is likely to be used and appreciated.

See Your Promo In R&R

We're always on the lookout for unique promotional or merchandising ideas. If your station has an unusual item that you would like showcased in this column, send it along with an explanatory note to: **Chris Beck Communications, 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.** Please note that items are not returnable.

To Fax Or Not To Fax?

One of the worst habits that the fax machine has fostered is the faxing of proposals and packages. A fax machine cannot — and should not — take the place of a salesperson who is interacting, positioning investment benefits, and closing. If sales were as simple as faxing sponsorship and proposal opportunities, there would be no salespeople.

If you're having difficulty gaining personal contact with a client, here are some tactics you can use to obtain face-to-face meetings and avoid the fax machine:

- **Write multiple-page presentations.** People don't mind reading one-page or even two-page fax presentations, but dislike reviewing long faxes.

- **Rely more on visual aids.** Video, pictures, or print collateral are all impossible to fax and must be presented in a meeting.

- **Emphasize the benefits.** A face-to-face meeting will ultimately save the client time, frustration, and hassle. Questions and potential problems will be dealt with more quickly in one meeting than by playing terminal fax and telephone tag.

- **Use a third party.** A station manager or another member of the account team can be brought into discussions at a meeting — but not by using a fax.

- **Refuse to fax.** Simply wait until the client can see you and you can present the proposal or package in person.

Merchandising/Promotion

At a time when client interest in buying radio spots is declining, merchandising and promotional support are becoming more important than ever. You can exploit this trend by making potential merchandising and promotional opportunities available via fax.

Most stations could better maximize merchandising opportunities such as weekly countdown shows, traffic, news sponsorships, or window stickers. Consider having tiers of merchandising options that can be faxed to make the most of requests for these and other options.

Agencies will appreciate this approach, but it will also help you

constitute your station's franchise to help advertisers with key events and invent sponsorship opportunities — and encourage clients to see you in person. Agencies are under the gun to do more local promotions with traditional advertising dollars, and retail accounts have always been promotionally driven.

Make Management Accessible

Increasing the visibility of GMs and sales managers on the street will encourage clients to make time for meetings. Most clients enjoy the opportunity to meet and have discussions with management personnel.

Use Social Events

Expand your use of social activities, from client parties to golf tournaments, charity functions, and sporting events. All of these things provide you with opportunities for face-to-face interaction.

Send Fax Teasers

The deliberate use of well-constructed fax teasers will, on many occasions, give you the leverage you need to obtain a meeting.

Teasers can be used for a wide variety of presentations, including numerical analysis, promotional opportunities, and specialized marketing data pertinent to the client. They should be concise and serve to stimulate interest in receiving more information. This is one way the fax can actually help — not hurt — your chances for personal contact.

"Develop unique franchises that give the client reasons to welcome personal interaction."

merchandise frequently overlooked opportunities — and will keep you from reinventing the wheel with every merchandising request.

Personal Contact

To counteract the trend away from personal contact, you'll find you need "franchises" that give clients a definite reason to schedule face-to-face time. Here are some of the strategies you can adopt:

Avoid Generic Ideas

Try to avoid generic ideas when preparing promotional opportunities or approaching new clients. The more customized any opportunity, the greater the need for people to allow you to discuss the options (or answer their questions) in person.

Push Creative Services

Assistance with promotional support, production, copyrighting, and access to a team of creative thinkers all fall under the heading "Creative Services." Together they

Chris Beck is President of **Chris Beck Communications**, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594-5030, by phone at (818) 594-0851, or write him at 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.

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MEDIA

Fox's Talk-Radio Sitcom To Use Live Phones

With the debut of "Bill Gets A Life" — a new situation comedy based on the life and career of a radio talk show host — the Fox Broadcasting Company is planning to utilize an "800" phone number that allows viewers to call in and interact with the stars and storyline.

The phone-in option should help the program capture the same elements that make the real gig interesting, topical, funny, and popular, says the network's VP/Programming Rob Kenneally.

"Bill Gets A Life" stars stand-up comedy veteran Bill Maher, and is one of two, 13-episode half-hour sitcoms the network has earmarked to kick off its new Monday night lineup, which is set to debut September 11.

Although many of the show's details are still in the planning stages, Kenneally says the program will "incorporate as much of the live element as possible," with Maher given the chance to engage in typical talk-show repartee with viewers.

NEW HOST

'American Bandstand' Moves To Cable

On April 8, Dick Clark's "American Bandstand," the longest running series in ABC television history, will begin airing on cable's USA Network — without "the world's oldest teenager" serving as host.

Clark (emcee of the series for more than 30 years) will appear on the cable "pilot" long enough to introduce new host, 26-year-old

David Hirsch, then exit the spotlight to continue his backstage role as the show's executive producer.

The series — which is expected to keep all of its familiar elements — will air Saturdays (noon to 1pm) for at least the 13 weeks following its debut. Last year, the music-dance program moved from network television into the world of first-run syndication.

TELEVISION

TOP TEN SHOWS

MARCH 20 - MARCH 26

- 1 *Roseanne*
- 2 *ABC Monday Night Movie* ("The Women Of Brewster Place, Pt. II")
- 3 *The Cosby Show*
- 4 *Who's The Boss?*
- 5 *Wonder Years*
- 6 *Golden Girls*
- 7 *Day By Day*
- 8 *Cheers*
- 9 *Empty Nest*
- 10 *L.A. Law*

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.

• **GENTLEMEN OF COLOUR:** Rockers *Living Colour* display their distinctive musical style while appearing with guest host *Mel Gibson* on NBC's "Saturday Night Live" (Saturday, 4/1, 11:30pm).

• **ROCKIN' ROSTER:** Soulful *Simply Red* stop by NBC's "Late Night With David Letterman" to put the band's chops 'n' locks to the test (Saturday, 4/1, 12:30am). Other musical guests include *Phoebe Snow* (Wednesday, 4/5) and *Mike & the Mechanics* (Friday, 4/7).



LIVE! AND IN COLOUR — *Living Colour* prepare to speak to us in a language that we can all understand.

• **SCOTLAND'S SHEENA WAILS FOR WHALES:** Making a cameo appearance as her-ownself, singer *Sheena Easton* rocks the boat during a whale-watching date on *Showtime's* "It's Garry Shandling's Show" (Friday, 3/31, 10:30pm).

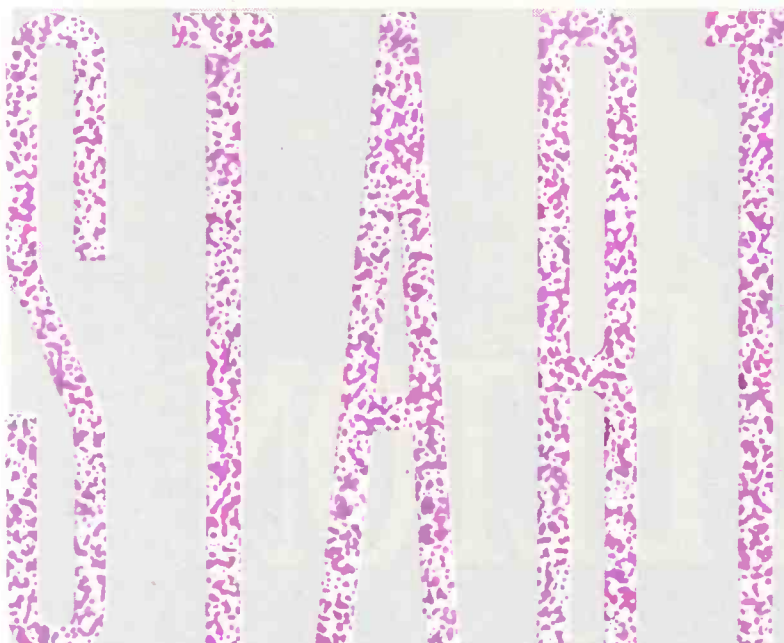
• **PAIR O' QUEENS:** Guests to NBC's "The Tonight Show Starring Johnny Carson" include often-honored country sing-songs *Reba McEntire* (Wednesday, 4/5, 11:30pm) and *K.T. Oslin* (Friday, 4/7). *Leon Redbone* visits guest host *Jay Leno* (Monday, 4/3).

• **LONE STAR SOIREE:** Four up-n-comin' country acts with roots deep in the art of Texas — *Rosie Flores*, *Tony Perez*,

Robert Earl Keen Jr., and *Jimmy Dale Gilmore* — perform on PBS's "Austin City Limits" (Saturday, 4/1, 9pm). Broadcast times may vary; check local listings.

• **ROMAN A (TREBLE) CLEF:** *Glenn Frey*, *Mick Fleetwood*, and *Debbie Harry* continue their fledgling acting careers on CBS's "Wiseguy," as the crime series continues its multi-part storyline centered on de bad ol' music bidness. (Wednesday, 4/5, 10pm).

• **SAJAK'S SET:** British pop trio *Breathe* visit "The Pat Sajak Show" (Friday, CBS, 3/31, 11:30pm). Also appearing this week is singer *Judy Collins* (Monday, 4/3).



THE MONTH OFF ON THE RIGHT NOTES

A P R I L
1989

March 31-April 2	Rick Nelson
7-9	Junior Walker
14-16	Tom Jones
21-23	Jay & The Americans
28-30	Seals & Crofts
April 7-9	Academy of Country Music Awards Nominations Special
April 14-16	The Who Silver Anniversary Special



DICK CLARK'S
Rock Roll & Remember

MEDIA

'ZINE SCENE

Madonna On Muslim Hit List!

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:

In the wake of the furor generated by her controversial "Like A Prayer" video, this week's *Globe* reports that "Muslim extremists have now added Madonna's name to their hit list."

Why? Jesus is also a prophet in the Muslim faith, and Madonna's video is already thought to be so blasphemous that the magazine has Catholic Church "insiders" (What, like the *Globe's* man in the Vatican?) predicting that she will be excommunicated for using "crucifixes and other religious items while singing about sex."

Fun Couples

• U2 drummer **Larry Mullen** has announced his engagement to **Lone Justice** frontwoman **Maria McKee**. (*Star*).



NUMBER ONE WITH A BULLET — Madonna reacts to Muslim death threats.

• **Bruce Springsteen** told galpal **Patti Scialfa** to sit down and shut up when she tried to sing with him at a recent party thrown by actor **Mickey Rourke** for boxer **Ray "Boom Boom" Mancini**, causing her to exit in a flood of tears — and a taxi. (*Globe*).

• "Growing Pains" star **Kirk Cameron** and **Guns N' Roses** mouthpiece **W. Axl Rose** are locked in a struggle for the affections of **Shannon O'Donnell**, a production assistant for the TV show. (*Star*).

• Rock singer/humanitarian **Sir Bob Geldof** and wife/model **Pamela Yates** recently had a second daughter, whom they've named **Peaches Geldof**, which sounds suspiciously like a recipe for a dessert. (*People*).

FILMS

WEEKEND BOX OFFICE MARCH 24-26

1 Fletch Lives (Universal)	\$5.6
2 The Rescuers (Buena Vista)	\$3.1
3 Rain Man (MGM-UA)	\$3.0
4 Lean On Me (Warner Bros.)	\$2.85
5 Dead Bang (Warner Bros.)*	\$2.84
6 Leviathan (MGM-UA)	\$2.7
7 Troop Beverly Hills (Weintraub)*	\$2.2
8 Chances Are (Tri-Star)	\$2.16
9 Bill & Ted's Excellent Adventure (Orion)	\$2.10
10 Skin Deep (20th Century Fox)	\$2.0

*First Week In Release
All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Sing," a musical/love story about Brooklyn high school students' efforts to preserve their traditional song 'n dance competition. Along with singles by **Johnny Kemp** and **Paul Carrack & Terri Nunn**, the film's **Columbia** soundtrack features **Patti LaBelle**, who has an on-screen role as well.

VIDEO

NEW THIS WEEK

● SURVIVORS: THE BLUES TODAY (Crocus)

John Lee Hooker, **Dr. John**, **Archie Shepp**, and **Ben Sidran** are the **BIG NAME** stars of this feature-length documentary filmed in 1984 at Wilbebski's Blues Saloon in St Paul, MN. Other spotlighted performers range from **Nick Gravenites** of **Electric Flag** and **John Cipollina** of **Quick-silver Messenger Service** fame, respectively, to a veritable plethora of lesser-known bluesicians. Interview footage and commentary flesh out the 90-minute film. (Street date: 3/31).

● ARETHA FRANKLIN: THE QUEEN OF SOUL (Pacific Arts)

This hourlong video traces the **Arista** recording artist's career from her formative years spent singing in her father's Detroit church to her latest, greatest hits. With many of her best-known songs presented in excerpts, the video leans on film clips, television appearances, historical footage, and interviews with family and friends to tell its royally soulful tale. Familiar faces (and voices) include **Ray Charles**, **Eric Clapton**, **Whitney Houston**, **George Michael**, **Keith Richards**, **Smokey Robinson**, and **Dionne Warwick**. (4/5).

● NEZMUSIC (Pacific Arts)

This seven-song package of videoclips by **Michael Nesmith** highlights the ex-**Monkees**' musical achievements of the past 12 years. "Eldorado To The Moon," "I'll Remember You," "Magic," "Chow Mein & Bowling," "Cruisin'," "Light," and "Rio," were lifted from some of Nesmith's previously-released audio-visual presentations, where they were sandwiched between comedy skits. (4/5).

● TOUGHER THAN LEATHER (RCA/Columbia)

Profile recording artists **Run-D.M.C.** play musicians bent on avenging the murder of their friend (killed by some drug-money laundering gangsters doing semi-straight biz as booking agents) in this feature-length film. Note that the most-recent Run-D.M.C. album of this title is NOT a soundtrack LP, although the movie's soundtrack contains performances by Run-D.M.C. and the **Beastie Boys**, including the singles "Mary, Mary," "Run's House" and the title track. (4/6).



March 31- April 2

The Bangles

7-9 **Carly Simon**

14-16 **Crosby, Stills, Nash & Young**

21-23 **Smokey Robinson**

28-30 **Chicago**

March 31- April 2

Chordettes (Lynn Evans)

7-9 **Georgia Gibbs**

14-16 **The Ink Spots (Johnny Smith)**

21-23 **Art Lund**

28-30 **Tony Martin**

March 31- April 2

The Mike and The Mechanics Story

7-9 **The Roy Orbison Story**

14-16 **The Bobby Brown Story**

21-23 **The Poison Story**

28-30 **The Cher Story**

March 31- April 2

Vern Gosdin

7-9 **Earl Thomas Conley**

14-16 **Don Williams**

21-23 **Restless Heart**

28-30 **Eddie Rabbitt**

THE WEEKLY COUNTRY MUSIC COUNTDOWN



For station clearance information call US at (703) 276-2900



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- Detroit
- Dallas
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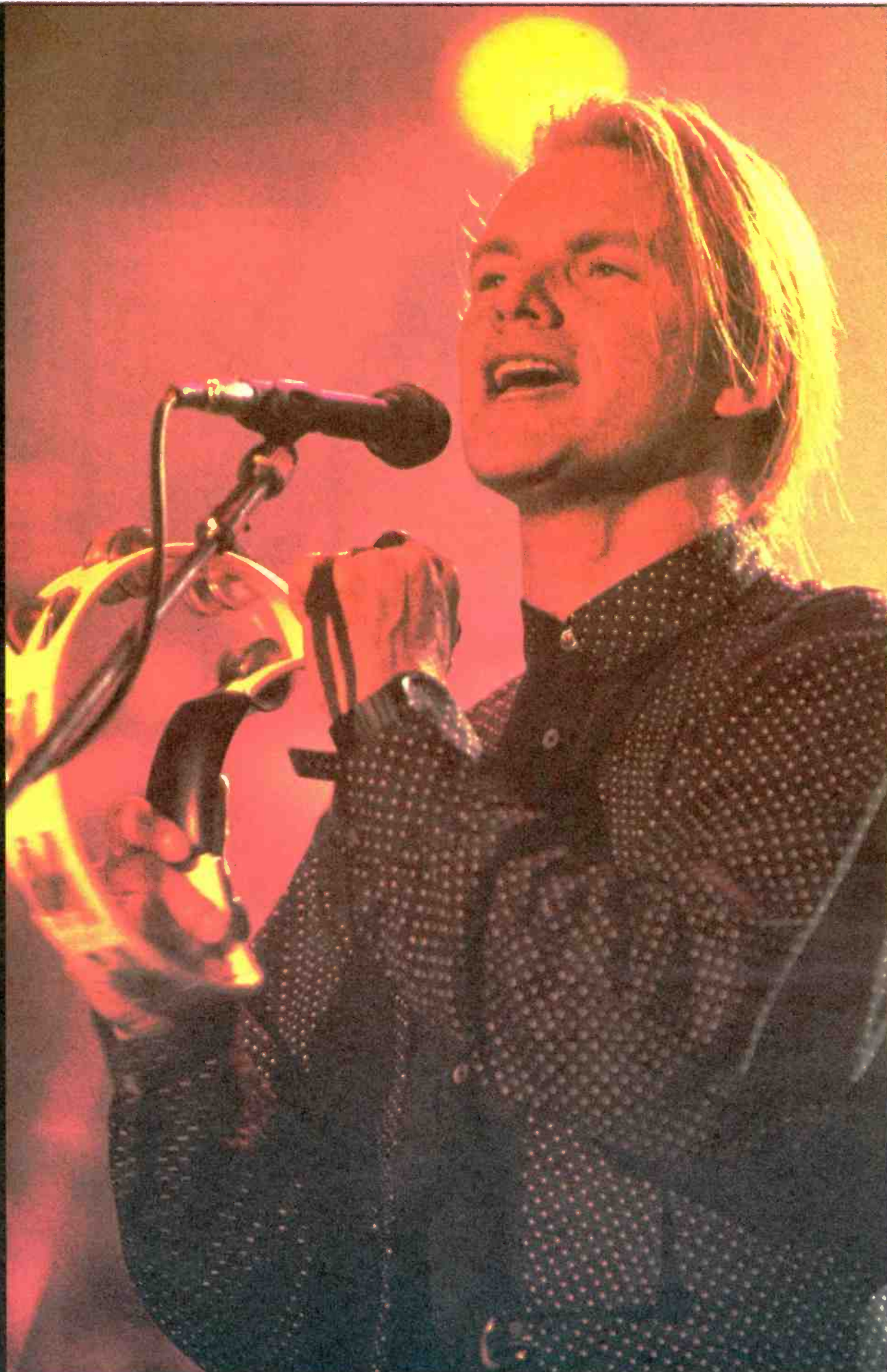
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LIFESTYLES

Computerized Bride Guide Arrives Just In Time For June

Debuting just in time for June brides, the "Computerized Bride Guide" is a PC program designed to handle all aspects of your wedding.

Developed by the Sherman Oaks, CA-based TLC Software firm, the program's features include a guest-list manager to help coordinate seating arrangements, an electronic calendar to remind the bride and groom when to put down deposits, and a budget management guide to aid in determining how much to spend on flowers, bands, caterers, photographers, etc.

Retail priced at \$89, the Computerized Bride Guide also allows users to log in who gave what gift and addresses of where to send the all-important thank-you notes.



Buy Cigarettes, Get A Free CD

In an advertising first, free compact discs will be given away as promotional items throughout the Northeast US (from Philadelphia to Maine) with the purchase of specially designed three-pack bundles of "Parliament Lights" cigarettes during the month of April.

Dubbed the "Parliament Platinum Collection," the project is a joint venture of Phillip Morris USA and CBS Records, and features a collection of hit songs by Cheap Trick, Tina Turner, Gregory Abbott, the Hooters, Eddie Money, and the Gregg Allman Band.

In addition to the more than 330,000 CDs that are earmarked for the giveaway, Parliament will offer two types of CD players at a specially-discounted price (under \$100) with the proof of purchase from ten packs of the promoted smokes.

THIS YEAR'S MODEL

Longer Hemlines Back In Style?

There'll be a lot less leg to look at in this year's female fashions, thanks to a decline in the number of women who think short skirts are "in," according to the NYC-based Roper Organization.

The popularity of short skirts rose to 81% last year (almost double 1986 figures). However, this

year the "in" factor has slipped to 69%, and there's been a subsequent rise in the number of women who think short skirts are "out" (from 13% to 22%).

Nevertheless, Roper research shows that short skirts continue to have a leg up on longer hemlines in the eyes of the general public...

Ice Cream Is Hot

Americans consume more ice cream than any other nation in the world (Finland is #2), with nearly a third of US households spooning down at least one gallon of the frozen treat every two weeks. And contrary to what you might think, most ice cream is eaten in the evening, or late at night in front of glowing television sets, according to the Washington DC-based International Ice Cream Association.

for ice cream products (1.4 billion gallons).

Favorite Forms & Flavors

Predictably, ice cream itself is the most popular frozen dessert (15.31 quarts consumed per capita). Other frozen favorites — listed in order of per capita consumption — are: ice milk (5.43 quarts), sherbet (.82 quarts), "water ices" (.80 quarts), vegetable-fat and tofu-based products (.16 quarts), and such miscellaneous items as pudding pops, soft yogurt mix, etc. (.63 quarts).

Despite the dizzying array of available flavors, vanilla is the nation's favorite (31%). And notwithstanding the recent trend towards high-butter-fat, high-priced "designer" or "premium" ice cream, a majority of Americans still prefer the old-fashioned, non-premium ice-cream, which currently accounts for 51% of all US sales.

With children (ages 2-17) and — surprisingly — adults (age 45 and over) the biggest ice cream consumers, America's taste for the frosty delight has grown steadily, as 1987 marked the eighth consecutive record-setting production year

WHAT BAG?

Airline Hassles Decline

The number of flights delayed and the amount of baggage lost in the US declined between December 1988 and January 1989, according to the latest figures from the US Department Of Transportation.

In addition, the number of people who get "bumped" when flying the friendly skies dropped from 3.99 per 10,000 boardings in 1987 to 2.97 passengers during 1988.

Not counting delays caused by mechanical problems, the 13 largest domestic carriers said that 76.7% of their January '89 flights operated on time (up from 76.1% in December '88, and 69.2% in January '88).

Meanwhile, the reports of mishandled baggage filed against the these carriers slipped from an average of 8.58 per 1000 passengers in December '88 to 7.86 in January '89.

Despite the improvements, the number of consumer complaints to the DOT about the airline industry climbed to 1138 in February 1989 (up from 1086 in January '89).

Your Future's So Bright You Gotta Wear Shades

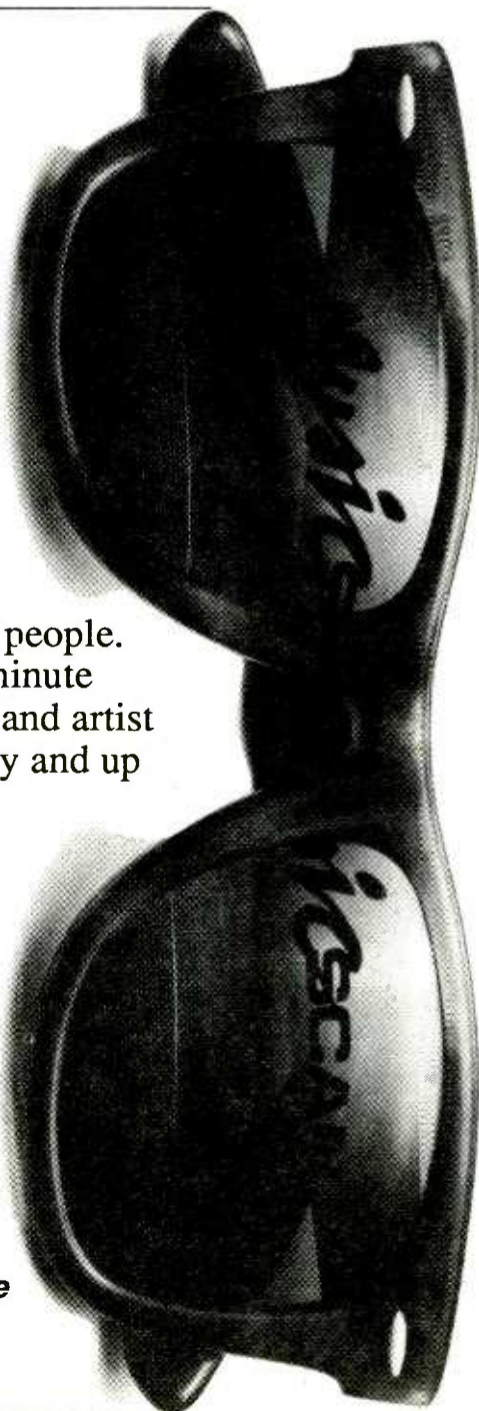
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CHRONICLE

Born To:

Warner Bros. Sr. VP/A&R Michael Ostin, wife Joyce, daughter Anika Irene, February 21.

Warner Bros. recording artist Randy McDonald (the Dynatoners), wife Chris, daughter Samantha Faye, March 12.

WKXX/Birmingham OM Mark Evans, wife Jeanine, son Kyle Joseph, March 15.

Atlantic recording artist Phil Collins, wife Jill, daughter Lily, March 18.

WSNO/Barre, VT air talent Rick Russell, wife Valerie, daughter Hayley Elaine, March 18.

KKOW-AM & FM/Pittsburg, KS traffic director Pam Viranda, husband Sam, son Joshua Joe, March 19.

Marriages:

WSIE/St. Louis MD Matthew Kulig to Lauren Gonzelaz, March 17.

WCHY/Savannah, GA air talent Catfish McGraw (Erik Andres) to Elaine Keen, March 19.

Condolences:

KHEY/EI Paso ND/sports director Tee Casper, age 74, March 14.

R&R MART

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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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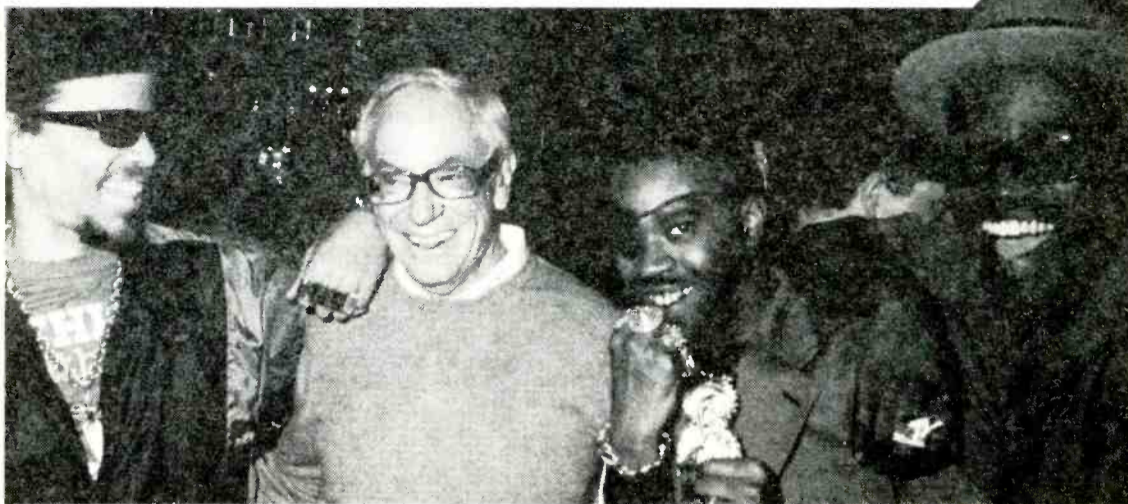
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OVERVIEW

PEOPLE

Yo, Malcolm! Word Up With Your Dukey Rope?



Noted publisher, hot-air balloonist, motorcyclist, billionaire, and rap music aficionado Malcolm Forbes shares a laugh with some of the music's best-known practitioners at an MTV-hosted post-Grammy party in the heart of Hollywood. The rapturous event was thrown to honor the eyebrow- and consciousness-raising fast talkers who were nominated in the Grammys' new Rap category. Laughing at the lack of jewelry on the richest man at the party are (l-r): Sire/Warner Bros. recording artist Ice-T, Forbes, Def Jam/Columbia's Slick Rick, and seminal rapmaster Fab Five Freddy, host of "Yo! MTV Raps."

Tied To The Tracks They're Recording



RCA recording artists Treat Her Right pause to pose for a photo whilst fine-tuning their latest platter, "Tied To The Tracks." The album — the improper Bostonians' second for the label — is set to hit the streets next month. Seen at the in-studio session are (l-r): Treat Her Right's Billy Conway and Mark Sandman, producer Don Gehman, band members Jim Fitting and David Champagne, and engineer Jim Scott.

Sony Honors Upcoming Black Artists



In her role as 1989 Master Innovator/Music for the Sony Corporation of America, Atlantic recording artist Roberta Flack helped select this year's Innovator Award recipients. The L.A.-based awards ceremony, which recognizes up-and-coming black artists who have demonstrated excellence and creativity in their work, was co-hosted by Columbia recording artist Deniece Williams and ABC-TV star Avery Brooks. 1989's winner in the music category was keyboardist Bob Baldwin. Pictured at the black-tie affair are (l-r): Sony President/COO Neil Vander Dussen, Flack, Sony Chairman/CEO Masaaki Morita, Williams, Brooks, and Sony's 1989 Master Innovator/Film Ossie Davis.

RICK ASTLEY

GIVING UP ON LOVE



Whenever Rick Astley releases a new single, it goes Top 10. Every single time.

"NEVER GONNA GIVE YOU UP"

"IT WOULD TAKE A STRONG STRONG MAN"

"TOGETHER FOREVER"

"SHE WANTS TO DANCE WITH ME"

Now, comes his new single,

"GIVING UP ON LOVE"

from his already-gold album,

"HOLD ME IN YOUR ARMS" 8589-1-R

Look for it. Right at the top of the charts.

And watch Rick Astley achieve even greater heights as his national tour heats up this summer.

On RCA cassettes, compact discs and records.

WHEN YOU
PLAY IT
SAY IT!



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Cohen Upped To Arista East Coast A&R VP



Mitchell Cohen

Arista Records Director/East Coast A&R Mitchell Cohen has been upped to VP/East Coast A&R.

Arista President Clive Davis commented, "Mitchell is a uniquely talented individual who has been actively involved in signing new artists, including the Church, the Jeff Healey Band, Dreams So Real, and K-9 Posse. In addition, he has been instrumental in finding key songs for our artists to record, and this promotion is richly deserved."

"I consider this promotion a tribute to the energy, expertise, and enthusiasm of everyone at Arista who got behind the projects with which I've been involved," Cohen said.

Cohen previously held positions in the label's Publicity and Creative Services departments.



Teddy Astin



Trupiedo Crump Jr.

Astin, Crump Elevated To WB Black Music Promotion Posts

Teddy Astin and Trupiedo Crump Jr. have been named Co-National Directors/Black Music Promotion at Warner Bros. Records. Astin will be based in Atlanta, while Crump will operate from Charlotte.

WB Sr. VP/Black Music Marketing & Promotion Ernie Singleton

noted, "Both Teddy and Trup have the expertise, experience, and energy that makes them the natural choices for these key posts. It's with genuine pleasure that I join with the rest of the company in congratulating them on their promotions."

Astin began his music industry career in 1974, when he joined WEA Corp. as a promotion rep. Two years later he was named Promotion Manager/Black Music in the Carolinas, and in 1978 he became WEA Regional Promotion & Marketing Director for the Mid-Atlantic and Carolina region. In 1980 he relocated to Atlanta, where he assumed the same post at Warner Bros. Records.

Crump joined WEA as a Warner Bros. Records Local Promotion Manager in 1979 from PD duties at WLAZ/Little Rock.

Fowler

Continued from Page 3

"Our market research showed we needed to refocus KZOK and make it a true Classic Rock station again," Fowler explained. "It was like a blind man driving the car — the station was everywhere. There were so many features that there was no time for music. That's why we pulled the jocks as soon as we got here and worked on the music."

Fowler spent eight years with NBC, the last five as WKQX GSM. This is his first GM job.

Mould Signs With Virgin



Former Husker Du member Bob Mould has signed with Virgin Records, which will release his solo debut album "Workbook" in May. Standing behind Mould at Virgin's Los Angeles headquarters are (l-r) Virgin's Jordan Harris, Jeff Ayeroff, and Mark Williams, and manager Linda Clark.

DIANTE VP

MCA Sets Four In A&R

MCA has added four A&R executives, with Denny Diante becoming VP/A&R. Susan Dodes comes aboard as East Coast Director, Paul Kremen joins as West Coast Director, and Bret Hartman has been appointed Manager.

"I'm delighted to welcome Denny, Susan, Paul, and Bret to the MCA A&R staff, and I'm confident they'll each make a tremendous contribution to MCA's future success," said MCA President Al Teller.

Diante was most recently VP/Exec. Producer at Columbia Records, where he spent eight years. He was previously VP/A&R at both RCA/Windson and United Artists Records.

Dodes was Director/Talent Acquisition at Warner Chappell Music, where she served for five years.



Denny Diante

Kremen was formerly Creative Director at Unicity Music, before which he was a Professional Manager at Screen Gems/EMI Music.

Hartman comes to MCA from Columbia Records, where he was instrumental in the signing of Warrent and Love/Hate.

West Station Manager At WBMD

Clark West has been upped from Religious Director at Religion/Oldies combo WBMD & WQSR/Baltimore to Station Manager of WBMD. The 35-year Baltimore radio vet retains his morning shift on-air duties at WBMD.

WBMD & WQSR GM Brad Murray commented, "Clark's knowledge and talent are unsurpassed at the station. He did a great job as Religious Director, and I'm confi-

dent he'll do just as well as Station Manager."

West added, "I'm very happy Scornix has given me the opportunity to officially lead WBMD. With their resources, we can do great things here."

West has worked in various positions at WBMD for his entire radio career, with the exception of a six-month stint at CHR WITH/Baltimore.

Britny Fox Finds Gold In Dallas



Columbia's Britny Fox was presented with gold records for their eponymous debut album at a Dallas party in their honor. Smiling for the camera are (l-r) Columbia Sr. VP Bob Sherwood, Britny Fox's Michael Smith, the label's John Mrvos, the group's Billy Childs and "Dizzy" Dean Davidson, Columbia's Jay Krugman, CBS Sr. VP Danny Yarbrough, Power Star Management's Brian Kushner, Columbia VP Marc Benesch, and Britny Fox's Johnny Dee.

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summer packages you need. Don't take our word for it. Here's what some people are saying about us:

WCSX/DETROIT - Mark Passman - Program Director - "Graham Nash and Al Jardine are known personalities to my

listeners. Their personal remembrances can't be written into a script. They could only come from someone who was there."

WCBS-FM/NEW YORK - Joe McCoy - Program Director - "These shows are great because they work on both classic

rock and oldies stations."

Call or FAX for more information and demo. (213) 306-8009 FAX (213) 305-1467



The Sure WAVE to Win

**The New Adult Contemporary (NAC) Scoreboard
in *Radio & Records*, 2/17/89, concludes:**

- 100% of SMN WAVE stations are up since Fall '87.
- SMN's WAVE stations averaged a positive share change 340% greater than all other NAC stations.
- 56% of SMN WAVE stations are in the top 25 markets, exceeding all format syndicators programming the WAVE's NAC concept.

Clearly, the sure WAVE to win is with the original... The WAVE.
SMN's WAVE has demonstrated a greater potential for success
than the do-it-yourself versions of NAC.

For information on the WAVE to win, contact Charlie Strick and at SMN,
1-800-527-4892.



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Radio

- **STAN PAREGIEN**, Sales Manager at KSNY-AM & FM/Snyder, TX, has been upped to Director/Operations.
- **LYNDA PARETS** has left her post as NSM at KKGO/Los Angeles to serve as Manager/Sales Development at cross-town KFNB.
- **GARY DeSERRANO** has joined Republic Radio/Houston as Sales Manager. He had been an AE at KZZB/Beaumont, TX.
- **JACKIE BRADLEY** has signed on as Promotions Representative at Lee Bailey Communications/Bailey Broadcasting Services. She had been Asst. Exec. Director for the US Youth Games.

Records



Peter Andry Jose Behar

- **PETER ANDRY** has been appointed Sr. VP/Classical Repertoire at WEA International. He was formerly President/International Classical Division at EMI.
- **JOSE BEHAR** has been appointed VP/GM at Capitol/EMI's newly-created Latin division. He was most recently VP/A&R, West Coast Operations at CBS International/US.
- **CHUCK MANGIONE**, the jazz artist, has announced the formation of Feels So Good Records, to be distributed by Intersound International. **RICK MOSS** will serve as President of the new label.

- **ROBERT ALTSHULER** has been upped from VP/Press & Public Affairs to Sr. VP/Corporate Information at CBS Records, where Sr. Art Director **CHRISTOPHER AUSTOPCHUK** has been elevated to Design Director/Creative Services, East Coast.
- Also, **DAVID BALLARD** has been tapped as Director/Special Markets, Music Marketing at Columbia House. He had been an attorney at AT&T.



Scott Folks Karen Dumont

- **SCOTT FOLKS**, formerly Director/A&R, Black Music at EMI Records, has been appointed VP/A&R at Capitol Records.
- **KAREN DUMONT** has been named Director/A&R at Atco Records. She previously handled artist relations of the McGhee Entertainment management firm for three years while managing bands in the Los Angeles area.

PROS ON THE LOOSE

- D.L. Bogart** — PD/mornings KRXL/Kirksville, MO (816) 665-3460
- Buzz Bowman** — Mornings WWHT-FM/Charleston, SC (803) 884-3073
- Eric Cramer** — Production Dir./afternoons WKDD/Akron (216) 944-3109
- Jerry Miles** — PD KCHX/Midland, TX (915) 683-1841
- Jon-Eric Stevens** — Overnights WMXQ/West Palm Beach, FL (407) 468-9164



Kelly Darr Basil Marshall

- **KELLY DARR**, Personnel Administrator at Virgin Records, has been promoted to Manager/Personnel & Administration.
- **BASIL MARSHALL** has been named National Product Director/Jazz & Contemporary Music at RCA Records. He is a 16-year company vet who has worked in sales, product management, and R&B promotion.

- Also at the label, **DEBBIE DE VOOGD** has been appointed Administrator/Video Promotion & Production. She was most recently Talent Coordinator at MTV.
- **STEPHEN METZ** has announced the launching of RSP Recordings. Partners in the new label are **RICHARD GLASSER** and **JOSEPH RAPP**.

- **CATHY BURKE** has been upped from Sr. VP **VINCE FARACI'S** Assistant to Manager/National Secondaries Promotion at Atlantic Records. Also at the label, **LEA PISACANE** has been promoted from Album Promotion Assistant to Manager/National Album Promotion, and **LINDA WADE** has been upped from Manager/Personnel to Director/Personnel.

- **LAURA LEE** has been elevated to Manager/Record Marketing at the Benson Co. Replacing her as Manager/Publicity is **TESS ERWIN**, who has been upped from Publicist.

Industry



Tom Moody Randy Schwoerer

- **TOM MOODY** has joined Drake-Chenault as Research Director. His background includes PD duties at KGRD/Las Cruces, NM and KKFM/Colorado Springs.

- **RANDY SCHWOERER** has been promoted to Exec. VP at Good Music Agency, where he has been an agent since 1982.

- **DAN HERN**, VP/GM at KSGO & KGON/Portland, has been elected President of the Portland Area Radio Council. Other recently elected officers are: KKRZ VP **CARL GARDNER** as VP, and KINK VP/GM **PAUL CLITHERO** as Secretary/Treasurer.

- **ROBERT BRANSON**, NAB staff attorney, has been upped to Asst. General Counsel.

- **MICHAEL UGINO**, a commodities exchange broker, has joined Chicago-based Joe Kelly Creative Services as VP & Director/Client Relations.

- **BRUCE McBREARTY**, President at TransAmerica Telemarketing (TTI), has announced that TTI has purchased all the shares of TransAmerica Telemarketing Broadcast Services (TTBS), a joint venture between TTI and former WASH/Washington VP/GM **TOM DURNIEY**. Durney will resign as TTBS President, to be replaced by **DICK CARR**, former VP/Entertainment Programming at the ABC Radio Network and Mutual.

- **FRED HELD**, GM at Justin Entertainment, has resigned to join Schwartz Bros. Distribution as Director/Independent Distribution & Marketing, Southeast.

- **DANNIE "FUT" JAMES** has announced the activation of the Los Angeles-based independent marketing firm Futbone and Associates, focusing on R&B/urban and dance music.

—Holly Sklar

CHANGES

- Betsy Beasley** and **David Painter** have joined WKLR/Indianapolis as AEs.
- Jamie Smith** has joined Christal Radio/Los Angeles as an AE.

R&R TIMELINE

J.J. Walker began his radio career at WQXX/Hialeah, FL in 1972. After logging air hours at WIVY/Jacksonville and KOPA/Phoenix, Walker landed afternoons at WYNF/Tampa ten years ago today. He went on to work at KBEQ-Kansas City and WHYT/Detroit, was named WHLY/Orlando's PD in '86, and later moved to nights at WHTZ/New York. Last summer he joined WHYI (Y100)/Miami.

J.J. Walker



1 YEAR AGO TODAY

- Westwood One signs Casey Kasem for new show
- Dene Hallam named Director Programming/Operations at KCMO & KCPW/Kansas City
- WORZ/Orlando becomes Urban WJHM, Duff Lindsey named PD
- Pam Godfrey appointed WLTF/Cleveland MD
- #1 CHR: "Man In The Mirror" — Michael Jackson (Epic) (3 wks)
- #1 AC: "Where Do Broken Hearts Go?" — Whitney Houston (Arista) (3 wks)
- #1 UC: "Ooo La La" — Teena Marie (Epic) (2 wks)
- #1 Country: "I'll Always Come Back" — K.T. Oslin (RCA) (2 wks)
- #1 AOR Track: "I Wish I Had A Girl" — Henry Lee Summer (CBS Associated) (2 wks)
- #1 AOR Album: "Now And Zen" — Robert Plant (Es Paranza/Atlantic) (6 wks)
- #1 NAC: "Early Spring" — Alphonse Mouzon (Optimism) (2 wks)
- #1 Contemporary Jazz: "That Special Part Of Me" — Onaje Allan Gumbs (Zebra/MCA)

5 YEARS AGO TODAY

- Frank Dileo to manage Michael Jackson
- Ernie Singleton appointed MCA National Director/Black Music
- Gerry Cagle resigns as KFRC/San Francisco PD
- Steve Goldstein signs on as WOMC/Detroit PD
- Rick Lambert named KLOL/Houston Asst. PD/MD
- #1 CHR: "Footloose" — Kenny Loggins (Columbia) (2 wks)
- #1 AC: "Hello" — Lionel Richie (Motown) (2 wks)
- #1 UC: "She's Strange" — Cameo (Atlanta Artists/PolyGram) (2 wks)
- #1 Country: "Happy Birthday Dear Heartache" — Barbara Mandrell (MCA)
- #1 AOR Track: "You Might Think" — Cars (Elektra) (3 wks)
- #1 AOR Album: "Heartbeat City" — Cars (Elektra) (2 wks)
- #1 Jazz: "Love Explosion" — Tania Maria (Concord/Picante) (2 wks)

10 YEARS AGO TODAY

- Frank Tenore named VP/GM at WHUE-AM & FM/Boston
- Sam Weaver appointed WDIA/Memphis PD
- Sky Daniels tapped as WLUP/Chicago MD
- Benny Martinez named KXTC/Phoenix Production Manager
- #1 CHR: "What A Fool Believes" — Doobie Brothers (WB) (2 wks)
- #1 AC: "Music Box Dancer" — Frank Mills (Polydor) (2 wks)
- #1 Country: "I Just Fall In Love Again" — Anne Murray (Capitol) (3 wks)
- #1 AOR Album: "Minute By Minute" — Doobie Brothers (WB) (2 wks)

15 YEARS AGO TODAY

- Machine Gun Kelly hired for KHJ/Los Angeles evenings
- WWDJ/New York drops rock for Inspiration format
- #1 CHR: "Bennie & The Jets" — Elton John (MCA) (2 wks)
- #1 AC: "The Entertainer" — Marvin Hamlisch (MCA) (2 wks)
- #1 Country: "Magnolia Blossom" — "Crash" Craddock (ABC)

— Hurricane Heeran

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Gardner Cole

The newest release from the man who has scored a succession of top hits for such artists as Madonna ("Open Your Heart"), Jody Watley ("Most Of All"), and Giant Steps ("Another Lover"), as well as Al Jarreau, Michael McDonald and Times Two. "In A Big Way" is the second smash single from Cole's self-produced, written and performed debut album Δ 's.

"IN A BIG WAY"

You look my way, I see my dreams
I give to you, my soul to keep
I close my eyes and make a wish
And in the dark I feel your kiss

All I ask is the chance that you'll be my girl
Take the weight of the world off my shoulders.

Chorus:

I want you in a big way
I've never wanted anything this bad
I need you in a big way
Don't you see how much I care
I want you in a big way
You're the best one I've ever had
I need you in a big way
Can't you tell my love is there

I need a home where I can go
Don't want to spend my life alone
So take a chance and hold me tight
I know love will treat us right

Give up all I have to make you mine
'Cause I know in my heart that it's right this time

Chorus

Don't you feel the magic in the air
Don't you see how much I care
Can't you tell my love is there

I remember the first time I touched you
Every move seemed to go on forever
Waking up with you there in my arms was heavenly
From the moment I looked into your eyes
I could see my whole world just beginning
When I'm with you I feel like my dreams can all come true

All I ask is the chance that you'll be my girl
'Cause I know in my soul that it's right this time

Chorus

Direction: Bennett Freed for Loco Unlimited, Los Angeles © 1989 Warner Bros. Records Inc.



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STREET TALK®

Kaiser Takes Enigma Promotion Role

Enigma VP/National Promotion **Rick Winward** and Director/National LP Promotion **Pam Newman** have exited.

The label has been interviewing some big names with an eye toward expanding its promo and marketing departments. ST hears former **Uni** Sr. VP/Promotion **Sam Kaiser** will head the label's promotion efforts. Details soon.

Kaiser was among the names in the running to replace **Chrysalis** VP/Promo **Daniel Glass**. However, President **Mike Bone**'s short-list still reads **Capitol** VP/Promo **Tom Gorman**, **Arista** WC National Director **Jan Teifeld**, **A&M** National Promo Director **Charley Lake**, and former **Quantum** GM and **EMI** VP/Promo **Dick Williams**.

Yes, 'twas finally made official via an in-office announcement last Wednesday — **Arista**'s Exec. VP/GM **Don Jenner** has been named President of **Columbia Records**. Full details next week, but no word yet on his replacement.

In other **Arista** changes, KC rep **David Coleman** moves to **MCA** to work out of Atlanta, longtime Dallas/Houston rep **June Colbert** takes a leave of absence, and National Dance rep **David Jerman** splits to go independent.

Red, White & Blue Suit

ABC Radio, which produces “American Top 40 (AT40),” has filed suit in NY District Court to enjoin **Westwood One** from using the phrase “CT40” in referring to “Casey’s Top 40,” starring **Casey Kasem**, the former host of AT40.

ABC’s suit also claims that the “Casey’s Top 40” print logo is visually too close to AT40’s print logo, because “they are both red, white & blue.”

A motion by ABC to seek expedited discovery was denied. The next step would be for ABC to try and get a preliminary injunction restraining WWI from using “CT40.” Sources indicate that it would take several weeks to initiate that attempt.

ST hears **Power 95/NY** PD **Gary Bryan** is about to make some significant moves soon. While morning man **Jim Kerr** was on vacation, Bryan filled in to get a feel for the station.

Meanwhile over at crosstown **Z100**, afternoon driver **Magical Matt Alan** was MIA after his Monday show. Are contract

negotiations bogging down over *non-monetary issues*, and has Z100 exercised its option not to renew?

A&M Records VP/GM **Bob Reitman** has resigned to run the marketing department at Universal Studios’ Florida theme park. Current VP/Promo **Al Cafaro** will become A&M’s new GM, and VP/Creative Services **Jeff Gold** will be upped to VP/Director Marketing & Creative Services.

KSJO/San Jose morning man **Perry Stone** — recently suspended following an on-air interview with two nine-year-old Girl Scouts (ST, 3/17) — has been fired.

The same morning as the Brownie snafu, Stone apparently insulted a teenage listener, prompting an angry letter from the girl’s mother. **KSJO** attorney **Michael Hurley** said Stone’s “indecent references” — the mother claimed Stone called her daughter a “bitch” and a “slut” — exposed the station to a possible lawsuit.

GM **David Baronfeld** commented, “It became clear to us after a review of the incidents that Perry’s judgment about what constitutes appropriate radio humor is not compatible with the standards set by this station.”

Look for **Elektra** to expand its national staff in the coming months. ST hears a former West Coast **Elektra** VP is being courted. Wonder if he’s considering the offer?



Lisa Frank

mother very happy if we printed it.

In other E/A action, six-year label veteran **Lisa Frank** has been upped to Director/National CHR Promotion, coming from the East Coast Promotion/Marketing Manager post. Yeah, we know we had this a couple o’ weeks back, but what we didn’t have was this phantabulous photo of Lisa that would make her

CONGRATULATIONS

Robin, Rick, Tom & Bun E.

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STREET TALK®

Continued from Page 26

Crescent City Changes

With Contemporary Christian outlet **KHAA/New Orleans** soon becoming a **Beasley** property, ST's ear-to-dat-crayfish hears several local broadcasters have been approached for station posts. Market insiders say the result will be a current-based CHR with a rock edge.

Other word heard in the Crescent City is that Country combo **WNOE-AM & FM** are on the block, but with the FM possibly switching to Gold. The AM is reportedly sold to **Stoner**, which already owns Country **WQXY**.

WAPE/Jacksonville PD **Tracy Johnson** has exited over philosophical differences with **Evergreen** National PD **Buzz Bennett**. Could WAPE's new direction toward more rock-oriented CHR have been the problem? Contact Johnson at (904) 223-1931 quickly, as he's already got several interesting buns in the oven.

Meanwhile, morning man **Hoyle Dempsey** is doing the acting PD duties, but the gig is wide open as far as a permanent replacement.

The **Academy of Country Music** will honor **WSIX/Nashville** as its "Station Of The Year," and **Jon Conlon** of **WGKX/Memphis** and **Dandalion** of **WRKZ/Hershey, PA** as co-Disc Jockeys Of The Year, on its nationally-televised awards show April 10 on **NBC**.

Lots o' unconfirmed rumors from the Gateway City about one, maybe two, stations dropping their current direction for CHR. First on the lips is NAC outlet **KLTH/St. Louis**, but market insiders tell ST it's likely to be **KSTZ** instead. Currently a bright AC, **Channel One's** **KSTZ** gets an upgrade to a Class C license once **Adams Communications**, which owns

Gold-B/EZ combo **WKLL & KEZK**, swaps FM signals with it.

Following a change in ownership, **WVPD/Florence, SC** Asst. PD **Kevin Gardner** has become the new PD at **UC KDKO/Denver**, replacing **Danny Harris**. Gardner will also handle the MD/afternoon duties.

Rumors have **WRQC (92Q)/Cleveland** heading in a more dance-oriented direction under its new ownership. After all, Urban leader **WZAK** is also at that end of the dial.

Thomas Takes L.A. Morning Crown

Last week's **Arbitrends** (Dec-Feb) must have sent a shock wave through L.A., as **Power 106** morning zockeyper **Jay Thomas** came in #1 (for the first time). **KABC's Ken & Bob** took second, and **KIIS-FM's Rick Dees** placed third.

Meanwhile, **Power 106** and **Emmis** Regional VP/Programming **Jeff Wyatt** predicts that **AC KOST** will benefit most from the demise of **K-Lite (KIQQ)** and the sign-on of **Pirate Radio**, claiming that **KOST** will become the #1 station in the spring **Arbitron**. "Pirate Radio handed them all those adults. With **KOST** knocking **KIIS** out of #1 25-54 adults in the fall, they're unstoppable."

Incidentally, the phrase **Pirate Radio**, created by **Scott Shannon** and **Westwood One**, is in the process of being copyrighted, and will most likely be available in your market, soon, via a licensing agreement.

ST heard that **AOR KGON/Portland** had begun using **Pirate Radio**, but stopped. However, **WWI** sent **EZ Communications** a C&D for using **Pirate Radio** at **WIOQ/Philly**.

Finally, the word out of crosstown **KIIS-FM** is that former President/GM **Wally Clark** has been rehired . . . but on a consultancy basis.

Continued on Page 30



A SITE FOR SAUR FEET — When **WBCY (B-108)/Charlotte** invited listeners to "Walk The Dinosaur" during that city's **St. Patrick's Day** parade, the above-pictured folks followed the station's giant rolling radio float down the street — as it blasted out the **Was (Not Was)** hit, natch — making some moves with their inflatable dance partners that are not often glimpsed during the light of day. *Boom Boom Ackalacka Boom Boom . . .*

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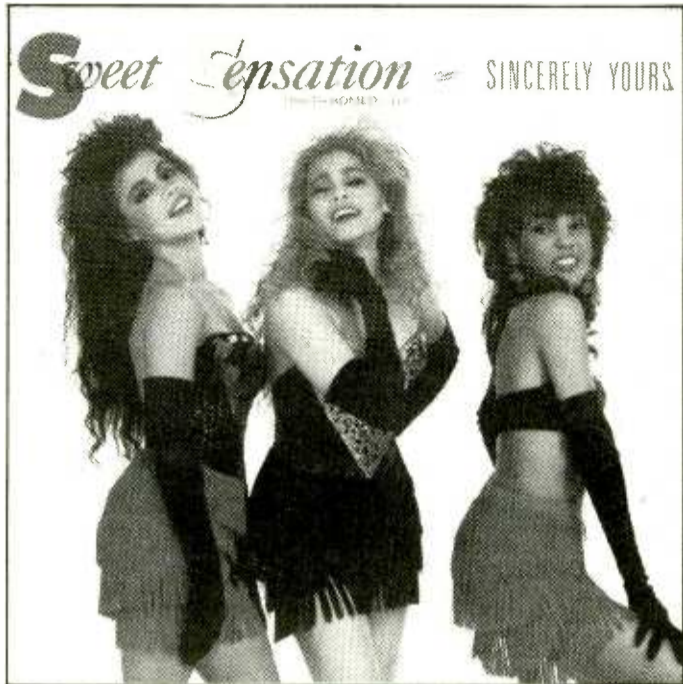
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MASS APPEAL HIT!

CHR Breaker 27

153/18

KKRZ add
Q102 add 33
KDWB add
WBLI add
B97 add
WHYT add

WXKS 25-22	KIIS 16-14
WMJQ 27-21	KOY-FM deb 28
PWR95 16-13	KZZP 25-23
Z100 13-11	FM102 19-17
PRO-FM 29-25	KROY 22-15
WAVA 23-20	KWOD 28-25
KRBE 23-19	KISN 38-29
KITY 3-2	KWSS 9-8
B96 12-9 (HOT)	KPLZ 36-33
Z95 deb 26	HOT97 1-1 (HOT)
WNCI 17-15	KGGI 19-16
Y108 27-23	

Produced by Steve Peck for Platinum Vibe Productions, Inc.
 Management: Artists Only Management Company



On Atco Records, Cassettes and Compact Discs.
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STREET TALK®

Continued from Page 29

Another Twin-Cities CHR?

KCLD/St. Cloud, MN, about 40 miles outside of the Twin Cities, will have a city-grade signal when it goes up on its new 1400ft. tower mid-summer. OM **Brian Wright** and PD **Charlie Douglas** will remain in charge of what will soon be that market's third CHR.

WSM-AM & FM/Nashville MD **Bobby Yarbrough** is out. Music will be handled by AM PD **Ted Cramer** and FM PD **Bruce Sherman**.

Former **Windham Hill** National Promo Mgr. **Jack Hopke** is now VP/Promo at the **Chameleon Music Group**.

Dave Taylor, PD at **WFTQ/Worcester, MA**, will transfer to **New City's KWEN/Tulsa** as PD. Current KWEN PD **Bob Cooper** will now concentrate on his morning show.

Stern Declares Victory (In 16 Months)

Infinity morning shocker **Howard Stern** has revised the timetable for his total domination of DC morning radio. Back in October when his show debuted via satellite on **WJFK/Washington**, Stern declared he'd soon be number one "in a cakewalk" and that he'd "probably be mayor of Washington in a month."

But in an on-air conversation with **R&R** last week, Stern dismissed speculation that the reason his show hasn't caught on is that it isn't local enough for DC listeners. "It doesn't matter if I talk about Washington on my show," Stern said. "The problem is that nobody knows I'm back on the air in DC. We're doing some promotion now (under new WJFK PD **Mark Chernoff**) . . . in 16 months I'll be number one in Washington." Let's all mark our calendars.

What about all those CHR job openings? Here's the status at presstime:

- **X100/San Francisco** is still considering exactly what CHR direction it will take, which will influence the choice of PDs. Could X100 MD **Gene Baxter** be the dark horse candidate?
- **WAVA/Washington** is still talking to a lot of folks. Put those rumors about **Steve Perun** to bed . . . as of presstime.
- **WPGC/Washington** finds co-interim PDs **Albie D.** and **Dave Ferguson** hangin' in for a while.
- **B97/New Orleans** is eyeing former 'PGC PD **Bob Mitchell**, among others.
- **KUBE/Seattle** Asst. PD/MD **Tom Hutlyer** was given the month of March to show his stuff before Exec. VP/GM **Michael O'Shea** made any serious moves, but things could be resolved as early as next week.



SO YOU WANT TO BE A COMIC BOOK STAR — Behold the above-pictured panel from San Diego-based **Revolutionary Comics'** latest effort, titled "Guns N' Roses: Welcome To Their Jungle," which shipped to better comic bookstores across this great nation Tuesday (3/28). The sweet child o' **Todd Loren** and **Larry Nadolsky**, the shamelessly unauthorized funnybook is the first in a planned series of satirical rock 'n' roll comics, which plan to leave no rockers unstoned.

© Revolutionary Comics 1988

Congrats to **KIIS-AM & FM/Los Angeles** VP/Programming **Steve Rivers** and **Maureen Matthews** on their April 1 wedding. Look for a quick sequel as **Rick Dees** morning show Associate Producer **Jack Silver** (who is producing Dees's new syndicated show "On The Line") and **Geffen** National Singles/Video Promotion Director **Karen Sobel** will tie the knot April 15.

Get-well wishes to **Geffen's Peter Napoliello**, who went under the knife last week for an emergency appendectomy. He's at home recuperating.

Condolences to the family and friends of **Wally Heider**, who died last week (3/22). Heider was best known for his state-of-the-art L.A. and SF recording studios as well as his support of Big Band/Jazz music.

Last week's story on **Scott Shannon's** "Pirate Radio" stated that the station's TV-campaign was adapted from **WEBN/Cincinnati's** "guerrilla promotion" idea. Actually, the Pirate Radio TV spots were produced by **Film House**, incorporating a "breakthrough" approach that the company first used in 1987, a full year before WEBN aired its campaign.

Two Def Owners

ST has learned that the buyers of **KLZZ/Los Osos-Baywood Park, CA** (just outside of San Luis Obispo) are **Cliff Burnstein** and **Peter Mensch**, otherwise known as the two dudes who manage **Def Leppard**. The station is Classic Rock for now, but market speculation is that it will move toward AOR.

Joe Kelly Creative Services is proud to welcome Michael Ugino, our new VP/Client Relations.



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(SP 5249)

Leave it to Joe Jackson to remind us of how a song can make us feel, and why certain songs stay with us forever. With *Blaze Of Glory* Joe Jackson draws from his entire range of musical experience to respond to particular moments in his own life, creating songs that evoke universal feelings.

Written, Arranged and Produced by Joe Jackson
Associate Producer: Ed Roynesdal
Management: Steven Jensen & Martin Kirkup,
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Revenues

Continued from Page 1

AC, N/T
Also Big Winners

Miller Kaplan partner **George Nadel Rivin** said his latest survey of station power ratios indicates that Country, News/Talk, and AC formats have the highest scores. The Miller Kaplan survey covered about 650 stations participating in the firm's "National Composite Radio Revenue Report" from the summer '87 through spring '88 ratings periods.

Rivin added that only 42% of CHR-formatted stations in this year's survey have power ratios indicating that revenues are outperforming proportionate audience share. The basic reason for CHR's power drop is simple: more stations with the same formats are carving up a dwindling revenue pie, while advertisers are flocking to older audiences. According to Rivin, a "shakeout" is inevitable, with "more differentiation between" distinct forms of CHR.

While the AOR and Classic Rock formats maintained gains established in '87, and Oldies increased a full 20% to a respectable 1.12 ratio, Easy Listening climbed only slightly and Urban Contemporary, a perennially underperforming format financially, fell further into the cellar.

Figures for AC may be affected by the study's separate breakouts for Full-Service AM and Soft Lite AC, while a "Power" format breakout (1.00 power ratio) likely had an impact on CHR and UC.

Thomas

Continued from Page 3

concentrating on the sound of Power 108 and our main goals, which are longevity, visibility, and establishing our own heritage."

In the winter '89 Birch, WPHR scored a 5.0 (up from fall's 2.8) to WMMS's 14.1 (down from 14.2); in the fall Arbitron, WPHR had a 3.1 (up from summer's 2.8) to WMMS's 9.6 (down from 10.2).

Nugent

Continued from Page 3

time. At a Full-Service AC, there are so many things to do there's never enough time to do any of them as well as you'd like. At a more music station, you can spend more time with each element. Also, many of the things I enjoy about Full-Service AC — commitments to news and weather, and Paul Harvey, for instance — are already on WGAR."

Prior to programming KOY, Nugent spent two years as WKRC/Cincinnati OM and was WHAS/Louisville's PD from 1983-85.

The WGAR combo dropped 5.5-5.2 in the fall '88 ARB, good for ninth place. In the winter '89 Birch, it went 5.5-4.0, also placing it ninth in the market.

Pollack

Continued from Page 1

Pollack has invited celebrities **Tom Hanks, Morgan Fairchild, Michael J. Fox, Ed Begley Jr., Meg Ryan, and Belinda Carlisle** to participate in events and record PSAs.

Interested stations in markets not consulted by the Pollack Media Group are invited to call (213) 459-8556 for more information.

Fifield

Continued from Page 1

The deal gives Chrysalis \$79.1 million now, and up to \$25 million more depending upon profit volume and growth over the next four years. In 1996 Chrysalis could exercise an option requiring EMI to purchase its remaining interest, and in 1999 EMI will have an option to acquire the balance of the company. Wright, who owns 43% of the company, has no buyback provision.

No Interference

Entertainment magnate **David Geffen** owns 10% of Chrysalis Group and was widely believed to be initiating its takeover until the EMI deal was struck. Without mentioning Geffen, Wright said he expected no interference in completing the merger.

EMI's purchase involves only the record label, and does not include Chrysalis Group's music publishing, recording studios, or record and video export business.

Fifield, who joined EMI from top executive positions at **General Mills** and **CBS/Fox Video**, pointed out that EMI continues to operate in an expansion mode and will aggressively bid for the distribution rights to major labels that it cannot purchase outright. He declined to identify specific labels with which he is negotiating.

EMI has record company operations in 37 countries and owns **Capitol** and **EMI Records**, and **CEMA** distribution in the US.

Critique Signs Fender



Freddy Fender became Critique/Atlantic Records' first country signing, and his first album in eight years will be out this spring. Shown marking the occasion at Nashville's Stockyard Restaurant are (l-r) Critique VP Wade Conklin, Fender, Critique President Carl Strube, promoter Brian Interland, and manager Stuart Dill.

Steps Ahead Celebrate 'NYC' In NYC



Intuition/Capitol artists Steps Ahead celebrated the success of their album "NYC" at New York nightspot SOB (Sounds Of Brazil). Shown are (l-r) Blue Note's Susan Levin, Steps Ahead's Mike Mainieri, Intuition President Vera Brandes, Capitol East Coast GM/Blue Note President Bruce Lundvall, manager Bob Golden, and Intuition's Michael Jacoby.

Pepsi Pours It On At Bottom Line



Cheryl "Pepsi" Riley (c) was joined backstage at New York's Bottom Line by (l-r) Columbia Records Sr. VP Ruben Rodriguez, CBS Records President Tommy Motola, and Columbia Sr. VPs Bob Sherwood and Mickey Eichner.

Paris Set For Spring



Mica Paris, whose debut album "So Good" is already platinum in England and will be released here by Island momentarily, visited label execs in New York recently. Gathered together are (l-r, top row) Island's Dave Yeskel, VPs Bob Catania, Rick Bleiweiss, and Greg Peck, manager Bruce Garfield, and Island President Lou Maglia; (l-r, bottom row) Island's Rene Esquibel, Paris, and Island VP Bill Berger.

Pacifica

Continued from Page 1

Since 1987 the FCC has defined indecency as "language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

Lennon On Blacklist

"As a result of the new indecency policy . . . Pacifica has cancelled or censored health programs and programs aimed at a gay or lesbian audience," wrote Pacifica lawyer **William Byrnes**. "And it has suppressed musical selections ranging from classical [sic] blues artists to contemporary musicians such as **Gil Scott-Heron** and **John Lennon**. Thus the practical effect of the current definition of 'indecency' has been to constrain or silence one of the foremost outlets for literary, artistic, and social expression."

'Verses' Paradox?

In a recent full-page ad in the national edition of the *New York Times*, Pacifica referred to "The Satanic Verses" to make its point about the indecency rules. According to the Pacifica ad, the same Bush administration that condemns Khomeini for issuing a death sentence against "Verses" author **Salman Rushdie** also supports an indecency rule that could result in fines or even jail terms for those who broadcast certain sexually explicit portions of the controversial novel.

Pacifica bought the ad, which cost \$10,000, to educate the public on the indecency issue and to solicit contributions to the foundation's legal defense fund.

KYGO-AM & FM

Continued from Page 3

five years, all on the air prior to 1987, when he was named acting PD. He became PD in the following year. His background also includes two years at **WZZK/Birmingham** and three years at **WQIK/Jacksonville**.

Commenting on Jackson's move to KYGO, Call remarked, "Rick has contributed to the success of KYGO in every way, as an air talent and PD. He brings extensive experience with KYGO-FM, a 15-year Country radio background in Denver, and an aggressive style to the AM, soon to be the market's dominant AM Country station."

Jackson, who will give up his FM morning show duties, said, "I had a lot of input as to how KYGO should be structured and staffed when we launched the format one year ago, so this move is a practical one. I've worked with or competed against most of the staff for many war-torn years, and I think we're all happy to get a chance to beat up on someone else for a change."

Consultant **Rusty Walker** has also been added to the team, according to Call. A search is currently underway for a new KYGO-FM morning talent or team.

No replacement for **St. John** has been announced at KFKF.



HOW TO "BUY" A BIGGER AUDIENCE.

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If you're wondering why the *big city* stations sound the way they do, well, we know their secret. It's the *Audio Prism*, a rather unique device that eliminates the modulation problems that drive listeners up and down the dial.

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And, that's the bottom line.

RISK FREE TRIAL.

But, you don't have to take our word for it. Give us a call and ask about our Risk Free Ten Day Trial. You can put an *Audio Prism* in the rack for 10 days and hear the results for yourself. You'll be

amazed. Other stations will call and ask you what in the world you did.

Let 'em guess, bask in the glory and turn your sales reps loose.

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WINTER '89 BIRCH RESULTS

**Dallas-
Ft. Worth**

	Fall '88	Winter '89
KKDA-FM (UC)	10.0	10.6
KVIL-AM & FM (AC)	8.6	7.6
KPLX (Ctry)	6.8	7.2
KHYI (CHR)	7.5	6.9
KEGL (CHR)	9.3	6.8
KSCS (Ctry)	6.7	6.1
KTXQ (AOR)	6.0	4.9
WBAP (Ctry)	4.4	4.8
KMEZ-AM & FM* (B/EZ)	1.2	4.5
KRLD (News)	4.3	4.2
KJMZ** (UC)	2.7	3.3
KOAI (NAC)	2.3	3.2
KLUV (Gold)	3.2	3.0
KZPS (CR)	2.9	3.0
KOJO (CC)	2.9	2.8
KMGC (AC)	2.0	2.4
KZEW (AOR)	3.0	2.4
KLIF (N/T)	2.0	2.2
KZRK (AOR)	2.0	1.9
KQZY (AC)	1.4	1.6
WRR (Clas)	1.5	1.5
KERA (Misc)	.9	1.2
KHVN (Rel)	1.1	1.2
KKDA (Gold)	1.1	1.0

*Formerly KDLZ (UC)
**Formerly KMEZ-FM (B/EZ)

**Washington,
D.C.**

	Fall '88	Winter '89
WKYS (UC)	6.6	9.3
WPGC-FM (CHR)	9.0	9.0
WMZQ-AM & FM (Ctry)	7.0	6.8
WWDC-FM (AOR)	7.4	6.1
WAVA (CHR)	6.1	5.6
WCXR (CR)	5.3	5.4
WHUR (UC)	5.8	5.0
WRQX (CHR)	4.3	5.0
WMAL (AC)	4.5	4.6
WGAY (B/EZ)	4.5	4.5
WTOP (News)	2.7	4.2
WDJY (UC)	3.3	3.2
WASH (AC)	2.1	3.0
WLTT (AC)	2.8	2.7
WGMS-AM & FM (Clas)	2.5	2.4
WETA (Misc)	1.6	2.3
WAMU (N/T)	1.3	2.1
WWRC (Talk)	2.6	1.8
WXTR (Gold)	2.9	1.8
WHFS (AOR)	1.5	1.5
WJFK (CR)	1.8	1.1
WOL (UC)	.9	1.1

**Houston-
Galveston**

	Fall '88	Winter '89
KMJQ (UC)	12.8	10.6
KKBQ-AM & FM (CHR)	9.2	10.3
KIKK-FM (Ctry)	8.7	9.1
KRBE (CHR)	8.9	7.6
KLLO (AOR)	5.8	7.2
KILT-FM (Ctry)	7.0	6.9
KODA (B/EZ)	3.1	3.8
KFMK (AC)	3.8	3.5
KZFX (CR)	3.5	3.5
KKHT (AC)	3.2	3.2
KPRC (N/T)	2.5	3.1
KTRH (News)	4.4	2.9
KLDE (Gold)	3.0	2.7
KLTR (AC)	2.6	2.5
KQUE (Nost)	2.6	2.3
KTSU (Jazz)	2.4	2.3
KHYS (UC)	1.2	1.8
KSBJ (CC)	2.0	1.8
KUHF (Clas)	1.4	1.5
KHCB (UC)	1.3	1.3
KYOK (Gold)	.7	1.2
KLAT (Span)	.7	1.0

**Miami-
Ft. Lauderdale**

	Fall '88	Winter '89
WHQT (UC)	6.2	11.2
WPOW (CHR)	7.7	7.2
WHYI (CHR)	5.4	5.2
WGTR (AOR)	6.3	5.1
WLYF (B/EZ)	4.8	4.8
WIOD (N/T)	3.9	4.7
WMXJ (Gold)	5.2	4.4
WAXY (AC)	4.2	4.3
WLVE (AC)	3.4	4.0
WCMQ-FM (Span)	4.2	3.7
WKIS (Ctry)	4.1	3.5
WSHE (AOR)	2.4	3.5
WXDJ (NAC)	2.7	3.2
WQBA (Span)	2.7	3.0
WEDR (UC)	3.8	2.8
WJQY (B/EZ)	2.7	2.6
WQBA-FM (Span)	2.0	2.5
WTMI (Clas)	2.4	2.3
WNWS (Talk)	2.3	2.2
WZTA (CR)	2.8	2.2
WINZ (N/T)	2.2	2.1
WAQI (Span)	2.4	2.0
WMCU (Rel)	.8	1.1
WEAT-FM (B/EZ)	1.4	1.0
WFTL (AC)	1.0	1.0

Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classic Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Talk-Talk, UC-Urban Contemporary.

**Portland-
Vanouver**

	Fall '88	Winter '89
KYXQ (CHR)	9.6	11.4
KKRZ (CHR)	11.8	10.6
KGON (AOR)	7.4	9.6
KKCW (AC)	4.9	8.1
KEX (AC)	5.3	7.3
KINK (AOR)	6.8	7.0
KXL (N/T)	5.3	5.2
KMJK (CR)	5.3	3.9
KKSN-FM (Gold)	3.4	3.5
KUPL-FM (Ctry)	5.5	3.4
KXL-FM (B/EZ)	3.3	3.1
KKCY* (NAC)	3.5	2.8
KGW (CR)	2.1	2.4
KWJJ-FM (Ctry)	3.5	2.4
KOAP (Clas)	1.6	2.2
KPDQ-FM (Rel)	2.3	1.9
KWJJ (Ctry)	1.3	1.7
KYTE (Clas)	2.3	1.5
KMHD (Jazz)	1.0	1.1
KUPL (Ctry)	.9	1.1

*Formerly KYTE-FM (Ctry)

Kansas City

	Fall '88	Winter '89
WDAF (Ctry)	11.3	13.1
KYYS (AOR)	6.8	8.9
KXXR (CHR)	10.3	8.7
KBEQ (CHR)	9.5	8.3
KPRS (UC)	6.6	8.2
KFKF-FM (Ctry)	7.1	7.6
KCMO (N/T)	6.9	7.3
KCFX (CR)	6.5	6.4
KCPW (CHR)	3.1	3.6
KLSI (AC)	4.4	3.5
KUDL (AC)	3.2	3.5
KMBR (B/EZ)	3.6	3.4
KMBZ (AC)	6.0	2.4
KCWV (NAC)	1.5	2.3
KXTR (Clas)	1.6	1.9
WHB (Gold)	2.7	1.9
KPRT (Rel)	.6	1.0

**Tampa-
St. Petersburg-Clearwater**

	Fall '88	Winter '89
WRBQ-AM & FM (CHR)	19.4	21.5
WYNF (AOR)	10.9	9.2
WQYK-AM & FM (Ctry)	7.3	6.8
WWRM (AC)	6.7	6.3
WFLA (N/T)	4.7	5.4
WNLT (AC)	5.4	5.0
WKRL (CR)	4.5	4.1
WFLZ (AC)	2.5	3.8
WDUV (B/EZ)	3.4	3.6
WUSA (AC)	3.9	3.2
WGUL-AM & FM (BBnd)	4.5	2.8

WSUN (Ctry)	2.1	2.5
WTMP (UC)	1.2	2.3
WXCR (Clas)	1.1	2.3
WCIE (CC)	2.6	2.2
WDAE (BBnd)	3.2	1.9
WHVE (NAC)	3.1	1.9
WTKN (Talk)	.7	1.3
WRXB (UC)	1.0	1.0

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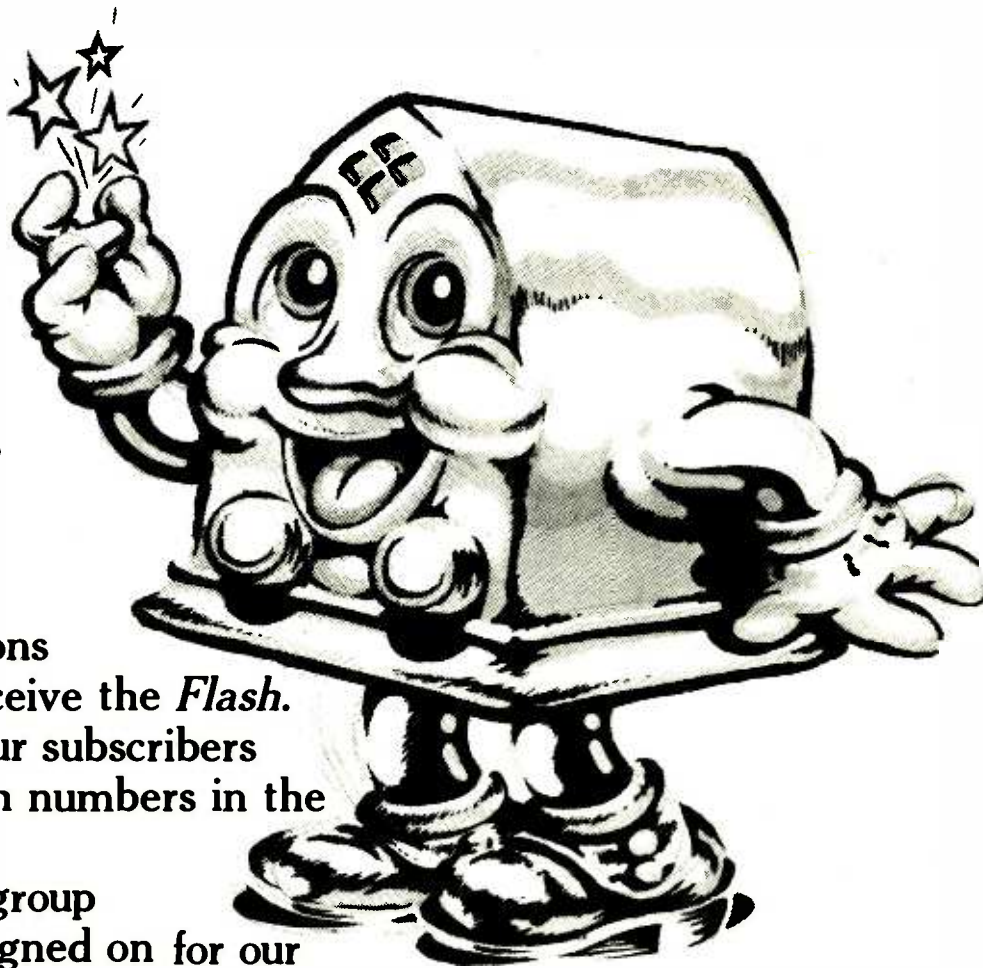
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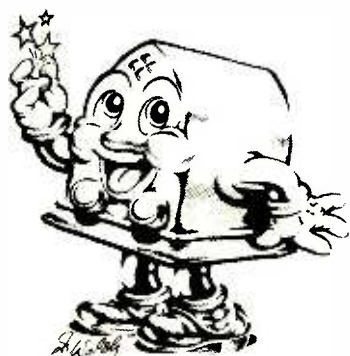
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INTERVIEW



RICK LAWRENCE

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 Reds 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 brokered 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.

[ADVERTISEMENT]

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

Communication Graphics Inc

TOLL FREE 1-800-331-4438

Qualitative Data: Tooling Up For The '90s

Qualitative data — income, education, occupation, shopping, and product purchase information — is rapidly becoming the weapon of choice in the radio sales arsenal. The right qualitative data, properly applied, is money in the bank. But it also lends itself to a number of valuable programming applications.

Multimedia Magic

Multimedia databases may well be the most powerful decision-support tools ever created for programmers. And today, thanks to software systems developed by Tapscan ("Quali-Tap") and Strata, you can create customized data breakouts on your own PC.

What is multimedia data? Just what the name implies: estimates of radio, TV, and print audiences, all delivered from the same respondent so that duplication and cross-tabulation analyses can be made. (See illustration, upper right.) Qualitative multimedia databases open windows into radio audiences, shedding light on lifestyles, product service consumption, and use of other media.

Using single-source multimedia data, for example, you can access data on all men 25-54 in your audience and determine the percentage of those men who watch the Wednesday 11pm news on Channel 2. Or read the Sunday gazette. Or watch David Letterman and read the Sunday gazette. All of which pro-



Tom Birch provides excellent promotional intelligence.

Beyond that, each respondent also provides a wealth of profile data such as individual and household income, product and service purchases, and retail shopping patterns. In the case of Birch/Scarborough databases, more than 400 different local categories are provided. (See accompanying sidebar.)

Here's an example of some parameters you might plug in on your PC: unmarried women 18-34 with individual incomes of \$75,000+ who hold active health club memberships and reside within particular zip codes.

Once you've isolated this select group, you can find

out where these women shop for groceries, where they dine, what their favorite vacation destinations are, as well as which credit cards they own, the types of cars they drive, and the number of movies they've attended in the past three months. Most importantly, you can also learn which radio stations they listen to.

This rifle-shot approach to targeting is known as market segmentation, and is a powerful paradigm for strategic and tactical planning. In simple terms, market segmentation follows a four-step process: identifying the target, researching the target, delivering to the target, and advertising/promoting to the target. Multimedia data plays a critical role in each step.

Identify The Target

You may have already done perceptual research to find an available niche, to discover your competitor's Achilles' heel, or to isolate a specific target audience you have in mind. Multimedia data can still help you better hone in on your target.

Some important considerations:

- Geography: what are the key counties? The key zips?

- Duplication: what other stations does the target audience listen to? How much time (TSL in quarters) are your listeners spending with key competitors?

- Socioeconomics: what are the income, educational, and occupational profiles of your target listeners?

Each of these factors can play a role in how you competitively position the station and help determine where you place promotional emphasis.

Research The Target

Once you've selected an optimal target audience, the next step is to find out what really makes that audience tick. Think about how these factors might affect format and presentation:

Each respondent provides listening, viewing, reading, shopping and product purchase information

Multimedia Consumer Profile

Listed below are examples of multimedia database categories.

<h3>Demographics Menu</h3> <ul style="list-style-type: none"> Sex Household Size Age Number of Adults Marital Status Presence of Children Education Age of Children Principal Food Shopper Place of Residence Occupation Home Ownership Status Individual Income Type of Dwelling Purchase Decisions Value of Home Race Length of Residence Voting Behavior Household/Personal Income Political Affiliation Languages Spoken Chief Wage Earner 	<h3>Shopping Information</h3> <ul style="list-style-type: none"> Department Stores Hardware/Building Supply Stores Discounters/General Merchandise Outlets Shoe Stores Supermarkets/Convenience Stores Drug Chains Clothing/Specialty Stores Jewelry Stores <h3>Product & Service Data</h3> <ul style="list-style-type: none"> Domestic and Foreign Travel Automotive Airline Travel Alcoholic Beverage Consumption Cruises Soft Drink Consumption Movie Attendance Financial Services Restaurants-Fast Food & Other Recreation/Leisure Time Activities Credit Cards Cable Television
---	---

- Life stage: Married? Divorced? Number of children in the household? Ages of children? Own or rent?

- Lifestyle: Propensity for rock concerts, sports events, dining out, international travel?

- Consumption patterns: Retail shopping by store and mall? Auto owned by type? Own bank credit card; department store credit card?

- Media use: Cume and AQH by TV show? Average issue and one- and two-day newspaper cume readership?

All of this data helps create a composite view of your target listener. And perhaps more significantly, it gives you critical insights that can clearly define promotional thrust (types of contest prizes), on-air topicality (raising kids vs. raising hell), and media vehicles for advertising and promotional tie-ins (which TV weatherman is best suited for your morning show).

Deliver To The Target

Using the market segmentation techniques described here, you can create a road map to winning ratings. You know your target. You know a lot about how they live, and you know which media channels you should use to reach them (including the "hot zips" for direct mail).

Now it's up to you to distill all of these informational ingredients into an on-air brew the target listeners will lap up in mass quantities. If you've asked the right questions at the beginning of the process, converting research into a plan of action will come naturally.

Tom Birch is Chairman/CEO of Birch Scarborough Research Corp. (305-753-6043), whose Birch Radio Division supplies telephone-based audience estimates of some 260 markets annually. He will contribute to this section on a regular basis.

TV CASE STUDY

Reaching For Right Media Vehicles

Whether your advertising strategy is to reinforce basics (call letters and dial position), establish a brand image, or build awareness for your morning show, it's important to select media vehicles that effectively reach your target.

To demonstrate the value of multimedia data, let's pretend we're planning a television campaign designed to build awareness of a new Miami/Ft. Lauderdale AOR, and the target audience is the current AOR top dog's listeners.

In order to illustrate the differences in viewing between individual station audiences and total potential audience, we selected 12 television programs for purposes of comparison:

Adults 18-49 Ranked By Cume

All Respondents	New AOR's Listeners
WPLG-TV Early News	"L.A. Law"
WSVN-TV Early News	"Thirtysomething"
"The Cosby Show"	"The Cosby Show"
WTVJ-TV Early News	WSVN-TV Early News
WPLG-TV Prime Access	WPLG-TV Early News

As can be seen, all TV viewers — even within a target demographic like 18-49 — aren't necessarily created equal.



Unveiling the Future

No matter how much, or how little, you plan to spend on your next radio console, you owe yourself a visit to our booth at this year's NAB. We'll show you something very special - an all new console which is compact, powerful, versatile and yet very easy to use.

While others have been playing follow the leader with look-a-likes of our industry standard BMX Series, we've been busy designing consoles which stretch our appeal even further.

This is Radiomixer™ and, as with all of our consoles, it's designed to work under the most demanding conditions. Radiomixer is equipped with the extensive features and performance you expect from a Pacific console, plus a comprehensive Off-Line Mix Matrix which is sure to be the *talk* of the show.

To celebrate, we're offering you a special package, available only at NAB. To take advantage of this valuable one-time opportunity, please be prepared to place your order at booth 1325 before the end of the show.

You won't need a crystal ball to see the secrets awaiting you. Simply clip the coupon, and we'll send you more information. But be quick - we predict a rapid disappearing act.

I know an opportunity when I hear it knocking.

Please:

- Send me a description
 Have a salesperson call

Return this coupon to:
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 Engineering Corporation
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NAME _____

STATION _____

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 more #1 stations



KEN BARNES

ON THE RECORDS

Everybody Rock The Dinosaur

A (Pre)History In Saurian Songs

Calls choked the incoming lines. Faxes poured in by the wastebasketful. Strangers stopped me in the streets. In every case the question was the same.

Finally I bowed to the inevitable. And after I got my spine straightened up again, I began preparing the column that would answer the question: "When are you going to do something about dinosaur songs?"

It's the fault of Was (Not Was), of course. When a dinosaur dance ditty hits the Top 10, it piques people's curiosity, and they naturally want to know about prehistoric predecessors and such.

The question then becomes how seriously to treat this weighty topic. Do I include recordings by Dinah Shore? Probably not. But Terry Dactyl & The Dinosaurs? Most certainly, not least because Terry reverted to his real identity as singer Jona Lewie and racked up a couple of UK hits, though none quite as big as the Terry Dactyl



Today's Lizard Kings

smash "Seaside Shuffle," a sort of Mungo Jerry-like shuffle that almost reached #1 in 1972 despite having nothing to do with dinosaurs outside the whimsical group name.

The most significant dinosaur-oriented rocker (too bad the acronym DOR is already used for something else) is T. Rex, shortened by Marc Bolan from Tyran-

nosaurus Rex when he transformed the group from a hippy-gumbo folk duo to a sleek metal groove-rock outfit. Jim Morrison was known as the "Lizard King" (there was also a '70s act called King Lizard), and the Doors performed the "Celebration Of The Lizard" for years, but whether they referred to the prehistoric variety remains cloudy.

More recently we've seen a loose aggregation of San Francisco Summer of Love survivors calling themselves the Dinosaurs, and pre-vailling on the New Rock hotshots called Dinosaur to change their name to Dinosaur Jr. There's also a '60s garage rock revival band called the Woolly Mammoths, not paleontologically precise in a saurian mode, but close enough.

When we turn to actual songs about dinosaurs, we're faced with an immediate precision decision regarding "Alley Oop." The cave-

Scandinavian Scandal:
The Missing Megastars

Brad Messer's column last week suggested using listeners as information sources because they know everything. Same goes for readers of this column. Take the subject of Scandinavian record-makers. (Obligatory pause for silent "... please!")

Steve Massie of CBS was quick to point out my omission of Swedish stars Ola & The Janglers, whose version of "Let's Dance" was kind of a hit here and there in 1969. Just past presstime I remembered Danish guitarist Jorgen Ingmann, whose cover of the Shadows' "Apache" was a big 1961 hit. New Atlantic act Time Gallery is also Danish, while A&M's One 2 Many is Norwegian, not Swedish.

But the biggest blunder was exposed by CKLC/Kingston, Ontario Music Coordinator Steev Jordan, whose thoughtful, caring reminder I now reprint:

Ken. You Swedish meatball! How could you . . . forget THE GREATEST SCANDINAVIAN NUMBER ONE SINGLE OF ALL TIME!!!

I'm talking about "the unforgettable OOGACHUCKA." I'm talking about Blue Swede's "Hooked On A Feeling."

Ken, Ken, Ken! This is a serious omission. The Swede's had as many number one hits as Abba and A-Ha. And . . . their name doesn't



Ola & The Janglers sing in Italian just to further confuse the Scandinavian situation.

start with "A," so they are far more noteworthy.

The first Scandinavian group to go to number one . . . Bjorn Skifs & The Blablus, better known as Blue Swede.

I hope this sets the record straight.

PS: Canada is not a Scandinavian country.

I have been taken to task and feel lower than snail slime. Uh, thanks, Steev.

MORE SONGS FOR MAKING YOUR EXIT

The Firing Line, Part III

Well, the subject of songs to exit your on-air position by has proved a great one for generating mail . . . from the R&R staff! First Hurricane Heeran submitted a list, and now Air Personalities columnist Dan O'Day chimes in. (Dan also gets credit for passing along the WMGK Worst Songs list elsewhere on the page.)

Dan has, typically, organized his firing songs by category, added sardonic topic headings, and in general made quite a production out of the whole deal, which (slightly edited) follows:

How Do You Feel After You've Been Fired?

Hurt/Timi Yuro
Alone Again Naturally/
Gilbert O'Sullivan
The Big Hurt/Toni Fisher
Broken-Hearted Me/Anne Murray
End Of The World/Skeeter Davis
I Feel So Bad/Elvis Presley
Oh Lonesome Me/Don Gibson
Hurt So Bad/Little Anthony
Deja Vu/Dionne Warwick

Most Popular Answers To The Question, 'But Why Are You Firing Me?'

Because/Dave Clark Five
Blame It On The Bossa Nova/
Eydie Gorme
(Intrusive editor's note: does that mean "New Boss" in Portuguese?)

Most Sarcastic Answers To The Question, 'But Why Are You Letting Me Go?'

People Got To Be Free/Rascals
If You Love Somebody Set Them Free/Sting

What Will I Be Eating From Now Until I Land A New Gig?

Bread & Butter/Newbeats
Peanut Butter/Marathons

Typical Response When Told You're Being Fired

I Beg Of You/Elvis Presley
Ain't Too Proud To Beg/
Temptations
Please Mr. Please/
Olivia Newton-John

I've Just Bought A House & My Wife Is Pregnant & NOW You Fire Me?

Good Timin'/Jimmy Jones

How Would You Characterize The PD's Reasons For Firing You?

Jive Talkin'/Bee Gees

The Promise Of Support You Were Given When You Arrived Six Months Ago

Lies/Knickerbockers
Falrytale/Pointer Sisters

How Long Will The Statewide Non-Compete Clause I Signed Stay In Effect?

Forever/Little Dippers

Change Of Owners! What's The First Thing They'll Try To Do To Your Ironclad Contract?

Rip it Up/Little Richard

Where Will You Be Working Next?

Car Wash/Rose Royce

Did My Giving The Justice Dept. Your Name For Their Payola Probe Have Anything To Do With My Being Fired?

No Not Much/Four Lads



Reasons for termination, Pt. IX

How Would You Describe The Coffee At The Last Station You Worked At?

Black Water/Doobie Bros.
Dirty Water/Standells

What Did The Rest Of The Staff Say When They Heard You'd Been Fired?

Oh Happy Day/
Edwin Hawkins Singers

What Do You Say When You've Just Told The PD To Shove The Job Because You've Taken A Better Offer Across Town . . . But Now The PD At The Other Station Has Just Been Fired?

Can I Change My Mind/
Tyrone Davis

The PD Says, 'See Me In My Office After Your Show,'

And You Reply:

Break It To Me Gently/Brenda Lee

I'm Letting You Go Because You're Not A Good Enough Ad-Libber — Unless You Can Convince Me Otherwise

Um, Um, Um, Um, Um/
Major Lance

What Every Disc Jockey Silently Thinks As The PD Explains Why He's Being Fired

If I Had A Hammer/
Peter, Paul & Mary.

man theme notwithstanding, the prominence of Oop's legendary dinosaur (which reminds me there was an ephemeral group called the Dyna-Sores in the early '60s) makes the song a key exhibit for our museum. I don't know about the foredoomed follow-up "Alley Oop Was A Two-Dab Man."

A studio group called the Pilt-down Men had an instrumental hit (on the West Coast, anyway) called "Brontosaurus Stomp" and a few similarly-themed follow-ups. The Move tried to launch a dance craze

around a song named "Brontosaurus" (as in "she could really do the Brontosaurus") in 1970. No songs about stegosauri, diplodoci, or plesiosaurs readily spring to mind.

However, there is Diana Ross's "If We Hold On Together," the theme from the dinosaur cartoon film "Land Before Time," an indirect sort of reptilian link that paved the way for "Walk The Dinosaur." Which brings this facile fossil essay full circle in time to bury it once and for all.

The 'Worst' That Could Happen
WMGK Spotlights Worst Songs Ever

It's not a radio first, but it's always interesting to check out station compilations of the "Worst Songs Of All Time." I just received a list from WMGK/Philadelphia, compiled by legendary morning man Harvey from listener votes.

I'll reprint the list without comment, except to say that many of them are core classics on Barry Scott's long-running WZLX/Boston "The Lost 45s" countdowns (Barry really goes for this stuff), and to add that I actually like five of the following "worst hits." How about you?

Good Morning Starshine (Oliver)
Yummy Yummy Yummy (Ohio Express)
Is That All There Is (Peggy Lee)
Playground In My Mind (Clint Holmes)
Copacabana (Barry Manilow)
Muskrat Love (Captain & Tennille)
Hooked On A Feeling (Blue Swede)
Winchester Cathedral (New Vaudeville Band)

Ringo (Lorne Greene)
The Night The Lights Went Out In Georgia (Vicki Lawrence)
Tie A Yellow Ribbon (Tony Orlando & Dawn)
Seasons In The Sun (Terry Jacks)
You're Having My Baby (Paul Anka)

Dizzy (Tommy Roe)
Hair (Cowsills)
Surfin' Bird (Trashmen)
You Light Up My Life (Debbie Boone)

Kung Fu Fighting (Carl Douglas)
Brand New Key (Melanie)
Shannon (Henry Gross)
Honey (Bobby Goldsboro)
Billy Don't Be A Hero (Bo Donaldson & The Heywoods)

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Beck Forms New Trio; LP To Follow

Fresh from his fleeting on-screen appearance in "Twins," **JEFF BECK** is making a new album, slated for release in early July. Beck's Bad Boy has formed a trio with **TONY HYMAS** on bass and **TERRY BOZZIO** on drums, and there's strong talk of the threesome going on the road later in the year. In the meantime, Jeff's inimitable guitar stylings can be heard on **MALCOLM McLAREN's** new "Waltz Dancing" album.

Interesting Drug In Street Hassle

The release of **MORRISSEY's** proposed new single ("Interesting Drug"), originally due two weeks ago, has been blocked by its co-writer and producer, **STEPHEN STREET**.

Street has taken out an injunction on the release because of a "dispute over payments," backing up earlier press reports of a rift between the pair due to financial arrangements. The duo are thought unlikely to work together again. Nevertheless, EMI still plans to release Morrissey's second solo album in September/October, at which time there's a possibility of Morrissey playing some live dates.

Meanwhile, former **SMITHS** member **JOHNNY MARR** recently played host to an unlikely collaboration. **NEIL TENNANT** of the **PET SHOP BOYS** and **BARNEY SUMNER** of **NEW ORDER** spent three days working in Marr's home studio in Manchester two weeks ago, investigating the possibilities of the pair's collaborating on Sumner's forthcoming solo album. (The link between the two groups is



Should I really call it Beck, Hymas & Bozzio?

producer **STEPHEN HAGUE**, who's worked on many big hits for both.)

More Pet Shop Droppings

In other Pet Shop news, the version of **TANITA TIKARAM's** "Twist In My Sobriety" that **ROL** reported the PSB were producing for **LIZA MINNELLI** is, we hear, an upbeat, hi-energy rendition, which would be quite a change from the original. Along with five

new songs written especially for her by the Boys, Minnelli is recording a version of a song from **STEPHEN SONDHEIM's** "Follies," and is even tackling the PSB's "Rent." This we simply must hear.

Speaking of bizarre combinations, **VAN MORRISON's** new album ("Avalon Sunset"), due on May 2, will feature a song called "Whenever God Shines His Light," on which Van duets with **CLIFF RICHARD**. A Richard spokesperson explained that Cliff is a Van fan, and was delighted to take part.

Word is that Van will return the favor either by appearing on Richard's next album or by performing at Cliff's upcoming Wembley Stadium shows in June.

One In A Marillion

MARILLION have found a new lead singer. **FISH's** replacement will be **STEVE HOGARTH**, who was previously a member of the **EUROPEANS** and the **LAST CALL**. Hogarth will be heard on the new material the band has been recording in Sussex. Look for a single in late summer, produced by the band themselves in conjunction with the engineer of the "Clutching At Straws" LP, **NICK DAVIES**.



HURRAH's second album ("The Beautiful") is the source of the band's new single ("Big Sky"), out next week. **SIGUE SIGUE SPUTNIK** will also release their second album ("Dress For Excess") next week.

This week Start Records will release "The Songs Of **BOB DYLAN**," a 32-track compilation of Dylan covers, ranging from **SAM COOKE's** "Blowing In The Wind" and **JASON & THE SCORCHERS' "Absolutely Sweet Marie"** to **JERRY LEE LEWIS's "Rita Mae"** and **SIOUXSIE & THE BANSHEES' "This Wheel's On Fire."**

Simple Singles

SIMPLE MINDS' forthcoming single "This Is Your Land" will feature some new, otherwise unreleased material, with the B-side of the seven-inch being "Saturday Girl" and the 12-inch adding "Year Of The Dragon." Neither tune will be included on the new LP, due in May.

"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.

"Headless Cross," the title track from the new **BLACK SABBATH** LP, will be out as a single on Monday (4/3). **THRASHING DOVES** will release "Angel Visit" as a single from their new "Trouble In The Home" LP that same day. Also due on Monday, the **FINE YOUNG CANNIBALS' latest 45, "Good Thing."**

Meanwhile, **HOUSE OF LOVE**, one of the hottest independent properties around until they were snapped up by Fontana/Phonogram, will release their first product for the label in the form of a single ("Never") on April 17.

A Truly Noddy DJ

SLADE lead screamer **NODDY HOLDER** has signed on as an air personality. He'll host a Sunday



Noddy Holder remembers the seventies.

lunchtime oldies show of hits from the '70s on the XTRA AM service of Birmingham's **BRMB** commercial station.

BRITAIN



LW TW

- 1 1 **MADONNA**/Like A Prayer (Sire/WEA)
- 3 2 **DONNA SUMMER**/This Time I Know It's For Real (WB)
- 2 3 **JASON DONOVAN**/Too Many Broken Hearts (PWL)
- 4 4 **PAULA ABDUL**/Straight Up (Sire/Virgin)
- 6 5 **SOUL II SOUL I/CARON WHEELER**/Keep On Movin' (10/Virgin)
- 14 6 **GUNS N' ROSES**/Paradise City (Geffen)
- 19 7 **KON KAN**/I Beg Your Pardon (Atlantic)
- 10 8 **REYNOLDS GIRLS**/I'd Rather Jack (PWL)
- 5 9 **BANANARAMA, ETC.**/Help! (London/PG)
- 16 10 **CHANELLE**/One Man (Cooltempo/Chrysalis)
- 18 11 **ALYSON WILLIAMS**/Sleeptalk (Def Jam/CBS)
- 11 12 **G. ESTEFAN & MIAMI SOUND MACHINE**/Can't Stay Away... (Epic)
- 7 13 **SAM BROWN**/Stop! (A&M)
- 14 **COLDCUT I/LISA STANFIELD**/People Hold On (Ahead Of Our Time)
- 20 15 **FUZZBOX**/International Rescue (WEA)
- 16 **PAT & MICK**/I Haven't Stopped Dancing Yet (PWL)
- 17 **BOBBY BROWN**/Don't Be Cruel (MCA)
- 12 18 **S-EXPRESS**/Hey Music Lover (Rhythm King)
- 8 19 **LIVING IN A BOX**/Blow The House Down (Chrysalis)
- 13 20 **NEW ORDER**/Round & Round (Factory)

Moving Up

ROACHFORD/Family Man (CBS)
CULT/Fire Woman (Beggars Banquet)
BANGLES/Eternal Flame (CBS)
KIM MAZELLE/Got To Get You Back (EMI)
FOUR TOPS/Indestructible (Arista)
KIM WILDE/Love In The Natural Way (MCA)
YELLO/Of Course I'm Lying (Mercury/PG)

The Network Chart, courtesy MRIB

CMJ NEW MUSIC

3/17 3/31

- 1 1 **XTC**/The Mayor Of Simpleton (Geffen)
- 5 2 **R. HITCHCOCK 'N' THE EGYPTIANS**/Madonna Of The Wasps (A&M)
- 2 3 **FINE YOUNG CANNIBALS**/She Drives Me Crazy (IRS/MCA)
- 4 4 **REPLACEMENTS**/I'll Be You (Sire/Reprise)
- 3 5 **ELVIS COSTELLO**/Veronica (WB)
- 9 6 **GUADALCANAL DIARY**/Always Saturday (Elektra)
- 15 7 **MORRISSEY**/Last Of The Famous International Playboys (Sire/Reprise)
- 10 8 **THROWING MUSES**/Dizzy (Sire/WB)
- 13 9 **DEAD MILKMEN**/Punk Rock Girl (Enigma)
- 8 10 **LOU REED**/Dirty Blvd. (Sire/WB)
- 6 11 **VIOLENT FEMMES**/Nightmares (Slash/WB)
- 11 12 **R.E.M.**/Stand (WB)
- 13 **INDIGO GIRLS**/Kid Fears (Epic)
- 7 14 **NEW ORDER**/Fine Time (Qwest/WB)
- 15 **NEW ORDER**/Round & Round (Qwest/WB)
- 16 16 **PROCLAIMERS**/I'm Gonna Be (500 Miles) (Chrysalis)
- 14 17 **MIDGE URE**/Dear God (Chrysalis)
- 18 **FINE YOUNG CANNIBALS**/Good Thing (IRS/MCA)
- 18 19 **EASTERHOUSE**/Come Out Fighting (Columbia)
- 12 20 **LOVE AND ROCKETS**/Motorcycle (Beggars Banquet) (Import)

Moving Up

CONNELLS/Fun & Games (TVT)
INDIGO GIRLS/Closer To Fine (Epic)
LIVING COLOUR/Cult Of Personality (Epic)
XTC/King For A Day (Geffen)
ELVIS COSTELLO/...This Town... (WB)
CONNELLS/Something To Say (TVT)
THEY MIGHT BE GIANTS/They'll Need A Crane (Bar-None/Restless)
REPLACEMENTS/Asking Me Lies (Sire/Reprise)
GUNS N' ROSES/Patience (Geffen)
SIDEWINDERS/Witchdoctor (Mammoth/RCA)
MO TUCKER/Hey Mersh (50,000,000,000,000,000,000 Watts)

Chart derived from tracks supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports are noted.



AUSTRALIA

LW TW

- 1 1 **IAN MOSS**/Tucker's Daughter
- 3 2 **1927**/You'll Never Know
- 4 3 **J. DIESEL & INJECTORS**/Soul Revival
- 2 4 **DARYL BRAITHWAITE**/One Summer
- 5 5 **1927**/If I Could
- 6 6 **MENTAL AS ANYTHING**/Rock & Roll Music
- 8 7 **BLACK SORROWS**/Chained To The Wheel
- 9 8 **STEPHEN CUMMINGS**/Your House Is Falling
- 7 9 **J. DIESEL & INJECTORS**/Don't Need Love
- 10 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-FMMelbourne, 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
- 3 3 **DALBELLO**/Tango
- 4 4 **BRUCE COCKBURN**/If A Tree Falls
- 6 5 **COLIN JAMES**/Why'd You Lie
- 7 6 **CANDI**/Love Makes No Promises
- 8 7 **PURSUIT OF HAPPINESS**/She's So Young
- 5 8 **SASS JORDAN**/Tell Somebody
- 10 9 **BRIGHTON ROCK**/One More Try
- 9 10 **SHERIFF**/When I'm With You

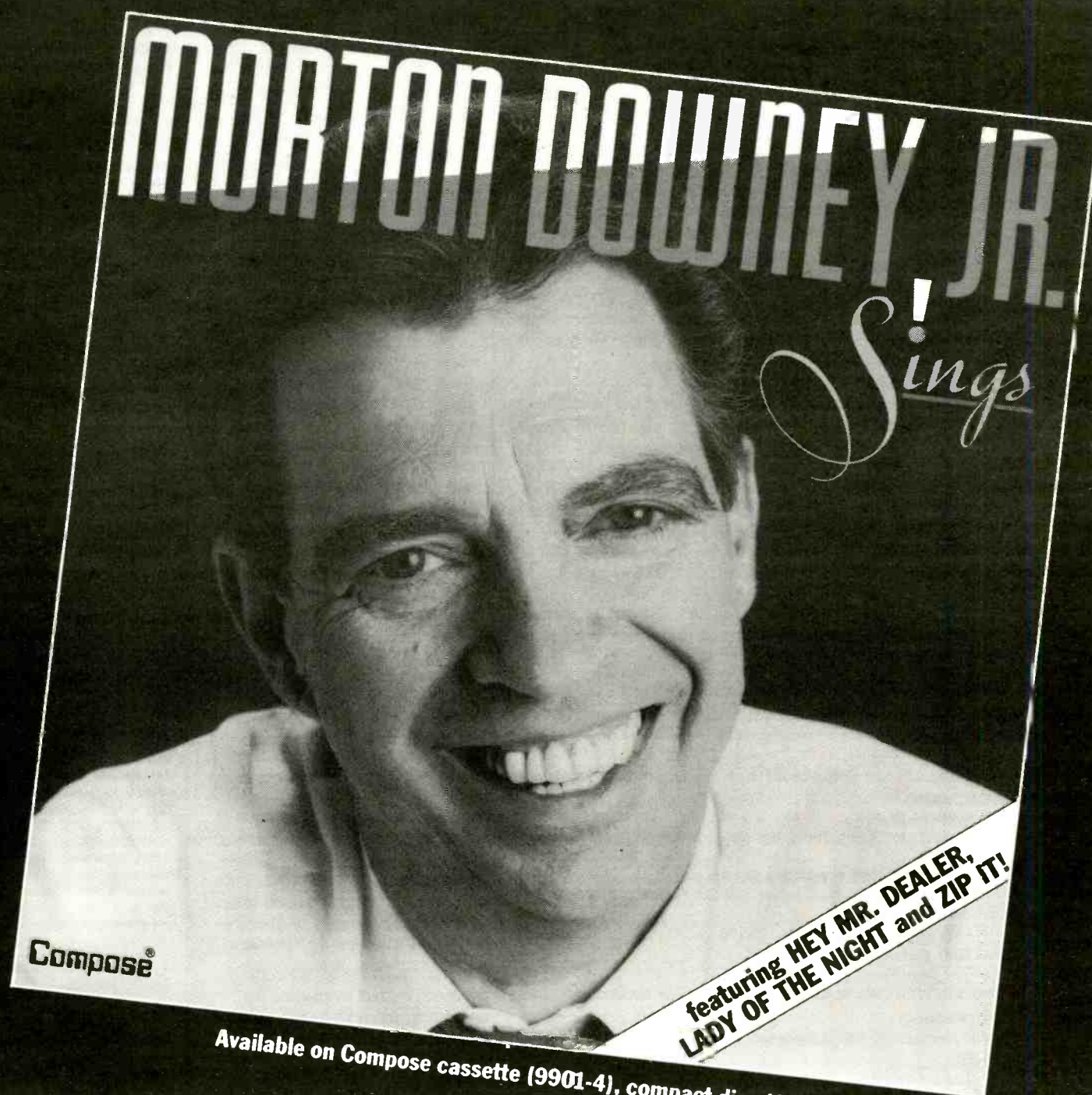
Most Added

GLASS TIGER/(Watching) Worlds Crumble
BILLY NEWTON-DAVIS/I Can't Take It
SASS JORDAN/Double Trouble

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

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LAWYER NAMED SUE
MR. YUPPIE'S BIRTHDAY PARTY
LAST AMERICAN HERO
SENATOR PAPERMAN
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Produced by Paul Whitehead, Joseph Porrello
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COMPACT DATA®

Bits & Pieces

First single from the reformed Doobie Brothers' album will be "The Doctor," due May 3. The Capitol LP itself, titled "Cycles," will be out two weeks later, and features eight songs written by the band as well as appropriately Doobie-ized covers of the Four Tops' "One Chain (Don't Make No Prison)" and the Isley Brothers' "Need A Little Taste Of Love."

• Janet Jackson's new A&M LP will be called "Janet Jackson's Rhythm Nation." First single is due the first of June, with the album to come a month later.

• Rounder Records has signed an agreement with the Smithsonian Institution that gives the Cambridge-based indie national distribution rights to the legendary Folkways label. Folkways has nearly 2200 LPs in its catalog, including recordings by Woody Guthrie, Leadbelly, Pete Seeger, and a host of other folk, blues, and ethnic artists.

Dead Head Benefit Bill

• The Grateful Dead, Huey Lewis & the News, Tracy Chapman, Los Lobos, Joe Satriani, and Tower Of Power have announced plans to appear at an AIDS fundraising concert to be held at the Oakland Coliseum over the Memorial Day weekend (5/27).

• Paul McCartney's new Capitol LP, to be titled "Flowers In The Dirt," will hit the streets June 6.

• After two successful indie albums, New York duo They Might Be Giants has signed to Elektra. Similarly, Boston-based band the

Pixies, fresh from the success of their indie LP ("Surfer Rosa"), will issue their debut Elektra album in April.

• Bad English, the five-man band led by former Babys member John Waite and erstwhile Journey-men Jonathan Cain and Neal Schon, will issue their first Epic album in early June.

• Veteran R&B vocal group the Spinners have signed with Fantasy Records, with a new LP to be released on the reactivated Volt label shortly.

• Kansas guitarist Steve Morse will issue his first MCA solo album — it'll be all instrumentals — in May.

Strictly From Hunger

• Kiss bassist and record mogul Gene Simmons has signed a second act to his RCA-distributed Simmons Records label. (House Of Lords was the first.) The new find is called the Hunger — they were formerly known as Silent Rage — and their first LP should be in stores by spring.

• Virgin is expected to release another brand-new Roy Orbison al-



Slowhand's Heavy Friend

Back before "Zoot Suit," "Blade Runner" or "Miami Vice" and way before he was nominated for a Best Actor Oscar for his role in "Stand And Deliver," Edward James Olmos was singing in such semi-forgotten El Lay rock bands as **Eddie & the Pacific Ocean** and hanging out with such heavyweights/rock gods as **Eric Clapton**.

For proof, look no further than the back cover of "Slowhand" 's first solo album (which we've excerpted above). Standing next to drummer **Jim Gordon** and vocalist **Rita Coolidge** and immediately behind a seated EC is a longhaired dude modestly credited only as "Eddie — Friend."

bum, consisting of songs recorded for the "Mystery Girl" sessions. Barbara Orbison, Roy's widow, estimates that the Big O left us with perhaps 250 unreleased tunes (spanning all phases of the late performer's career) in the vaults.

• The Tom Petty solo album, produced by Jeff Lynne and featuring appearances from several other **Traveling Wilburys**, should be out on MCA around about April 17.

• Jevetta Steele, who sang this year's *other* Oscar-nominated song ("Calling You") for the cult movie "Bagdad Cafe," has been signed to Elektra.

• The Mavis Staples album that the veteran gospel/pop vocalist recently recorded for Prince's Paisley Park label is due for a May 23 release. Longtime Parliament-Funkadelic leader George Clinton's solo effort for the same label will follow on June 6.

• Novus/RCA Records will release the soundtrack to Bruce Weber's Oscar-nominated documentary on the life of jazz trumpeter Chet Baker on April 4. Titled "Chet Baker Sings And Plays From The Film 'Let's Get Lost,'" the LP sports Baker's interpretations of songs by the likes of Cole Porter, Duke Ellington, and Elvis Costello.



44.7 million households
Patti Galkuzi
Director/Music Programming

Weeks On

HEAVY

PAULA ABUOL/Straight Up (Virgin)	10
BANGLES/Eternal Flame (Columbia)	10
BOBBY BROWN/Roni (MCA)	3
DEF LEPPARD/Rocket (Mercury)	7
FINE YOUNG CANNIBALS/She Drives... (IRS/MCA)	9
LIVING COLOUR/Cult Of Personality (Epic)	24
METALLICA/One (Elektra)	8
MIKE & MECHANICS/The Living Years (Atlantic)	11
MILLI VANILLI/Girl You Know It's True (Arista)	10
POISON/Your Mama Don't Dance (Capitol)	7
R.E.M./Stand (WB)	15
ROACHFORD/Cuddly Toy (Feel For Me) (Epic)	1
ROXETTE/The Look (EMI)	2
U2 & B.B. KING/When Love Comes To Town (Island)	1
WINGER/Seventeen (Atlantic)	17

SNEAK PREVIEW

DEBBIE GIBSON/Electric Youth (Atlantic)	ADD
GUNS N' ROSES/Patience (Geffen)	1
MADONNA/Like A Prayer (WB)	3
TONE LOC/Funky Cold... (Delicious Vinyl/Island)	1

BREAKTHROUGH VIDEO

MICHELLE SHOCKED/When I Grow Up (Mercury)	5
---	---

BUZZ BIN

ELVIS COSTELLO/Veronica (WB)	6
R. HITCHCOCK "N".../Madonna Of The... (A&M)	2
XTC/Mayor Of Simpton (Geffen)	5

HIP CLIP

NENEH CHERRY/Buffalo Stance (Virgin)	ADD
--	-----

ACTIVE

EDIE BRICKELL & NEW.../Circle (Geffen)	2
BULLETTYOYS/For The Love Of Money (WB)	10
CHICAGO/You're Not Alone (Full Moon/Reprise)	5
COWBOY JUNKIES/Sweet Jane (RCA)	10
CULT/Fire Woman (Sire/Reprise)	ADD
DEAD MILKMEN/Punk Rock Girl (Enigma)	9
ENYA/Orinoco Flow (Sail Away) (Geffen)	7
MELISSA ETHERIDGE/Similar Features (Island)	5
SAMANTHA FOX/I Only Wanna Be... (Jive/RCA)	1
HOWARD JONES/Everlasting Love (Elektra)	2
MARTIKA/More Than You Know (Columbia)	5
ROY ORBISON/You Got It (Virgin)	9
OUTFIELD/Voices Of Babylon (Columbia)	ADD
PASADENAS/Tribute (Right On) (Columbia)	8
QUEENSRYCHE/Eyes Of A Stranger (EMI)	5
REPLACEMENTS/I'll Be You (Sire/Reprise)	9
TANITA TIKARAM/Twist In My Sobriety (Reprise)	2
THIRTY EIGHT SPECIAL/Second Chance (A&M)	3
WAS (NOT WAS)/Walk The Dinosaur (Chrysalis)	10
JODY WATLEY/Real Love (MCA)	2
STEVE WINWOOD/Hearts On Fire (Virgin)	ADD

MEDIUM

ANIMATION/Room To Move (Polydor)	3
BAD COMPANY/Shake It Up (Atlantic)	3
BELLE STARS/Iko Iko (Capitol)	ADD
DURAN DURAN/Do You Believe... (Capitol)	1
EASTERHOUSE/Come Out Fighting (Columbia)	3
ESCAPE CLUB/Walking Through Walls (Atlantic)	2
DEON ESTUS/Heaven Help Me (Mika/Polydor)	ADD
L. FORD I.O. OSBOURNE/Close My... (RCA)	2
JULIAN LENNON/Now You're In Heaven (Atlantic)	3
ROBBIE NEVIL/Somebody Like You (EMI)	3
NEW ORDER/Round & Round (West/WB)	ADD
LOU REED/Dirty Blvd. (Sire/WB)	8
KEITH RICHARDS/Make No Mistake (Virgin)	4
SIREN/All Is Forgiven (Mercury)	3
SKID ROW/Youth Gone Wild (Atlantic)	9
TNT/Tonight I'm Falling (Mercury)	ADD
WARRANT/Down Boys (Columbia)	7
NANCY WILSON/All For Love (WTG)	2

BREAKOUT

ANTHRAX/Anti-Social (Megaforce/Island)	7
BIG BAM BOO/Shooting From My... (Uni/MCA)	2
CHOIRBOYS/Run To Paradise (WTG)	4
CRAFFT/Jane (RCA)	5
D'MOB/We Call It Aceled (FFRR/Polydor)	ADD
KAREL FIALKA/Hey Matthew (IRS/MCA)	3
GLAMOUR CAMP/She Did It (EMI)	6
GUADALCANAL DIARY/Always... (Elektra)	2
LITTLE AMERICA/Where Were You (Geffen)	5
GARY MOORE/Ready For Love (Virgin)	4
W.A.S.P./The Real Me (Capitol)	ADD



30.6 million households
Sai LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

ENYA/Orinoco Flow (Sail Away) (Geffen)	17
MADONNA/Like A Prayer (Sire/WB)	ADD
ROY ORBISON/You Got It (Virgin)	10
PHOEBE SNOW/I Can Just Get... (Elektra)	3
TAKE 6/Spread Love (Reprise)	1
TANITA TIKARAM/Twist In My Sobriety (Reprise)	15
STEVE WINWOOD/Hearts On Fire (Virgin)	ADD

HEAVY

ANITA BAKER/Just Because (Elektra)	5
BANGLES/Eternal Flame (Columbia)	8
CHICAGO/You're Not Alone (Full Moon/Reprise)	9
DEON ESTUS/Heaven Help Me (Mika/Polydor)	3
BETTE MIDLER/Wind Beneath My Wings (Atlantic)	7
MIKE & MECHANICS/Living Years (Atlantic)	13
JODY WATLEY/Real Love (MCA)	ADD
TRAVELING WILBURYS/End Of... (Wilbury/WB)	9
VANESSA WILLIAMS/Dreamin' (Wing/Polydor)	12

MEDIUM

BELLE STARS/Iko Iko (Capitol)	1
EDIE BRICKELL & NEW.../Circle (Geffen)	ADD
CARRACK & NUNN/Romance (Columbia)	4
CAROLE KING/City Streets (Capitol)	2
PASADENAS/Tribute (Right On) (Columbia)	9
SA-FIRE/Thinking Of You (Cutting/Mercury)	1
CARLY SIMON/Let The River Run (Arista)	9
THIRTY EIGHT SPECIAL/Second Chance (A&M)	3
KARYN WHITE/Superwoman (WB)	7

LIGHT

COWBOY JUNKIES/Sweet Jane (RCA)	1
GRAYSON HUGH/Talk It Over (RCA)	ADD
ROBBIE NEVIL/Somebody Like You (EMI)	2
BONNIE RAITT/Thing Called Love (Capitol)	1
KEITH RICHARDS/Make No Mistake (Virgin)	2

Information current as of March 28.

MUSIC & MOVIES

CURRENT

- **RAIN MAN** (Capitol)
Single: Iko Iko/Belle Stars
Other Featured Artists: Bananarama, Ian Gillan & Roger Glover
- **LEAN ON ME** (WB)
Single: Lean On Me/Thehna Houston & the Winans
Other Featured Artists: Roxanne Shante, Guns N' Roses, Stetsasonic
- **CHANCES ARE**
Single: After All/Cher & Peter Cetera (Geffen)
- **WORKING GIRL** (Arista)
Single: Let The River Run/Carly Simon
Other Featured Artists: Sonny Rollins, Chris Rea, Pointer Sisters
- **BEACHES** (Atlantic)
Single: Wind Beneath My Wings/Bette Midler
- **TWINS** (WTG)
Single: It's Too Late/Nayobe
Other Featured Artists: Spinners, Jeff Beck, 2 Live Crew
- **THE NAKED GUN**
Single: I'm Into Something Good/Peter Noone (Cypress/A&M)
- **DREAM A LITTLE DREAM** (Cypress/A&M)
Single: Rock On/Michael Damian
Featured Artists: Mike Reno, Van Morrison, R.E.M.
- **SLAVES OF NEW YORK** (Virgin)
Single: Buffalo Stance/Neneh Cherry
Other Featured Artists: Iggy Pop, Maxi Priest, PIL
- **TEQUILA SUNRISE** (Capitol)
Single: Do You Believe In Shame?/Duran Duran
Other Featured Artists: Ann Wilson & Robin Zander, Church

UPCOMING

- **SING** (Columbia)
Singles: Birthday Suit/Johnny Kemp
Romance/Paul Carrack & Terri Nunn
Other Featured Artists: Patti LaBelle, Kevin Cronin, Art Garfunkel
- **THE DREAM TEAM**
Single: Hit The Road Jack/Buster Poindexter (RCA)
- **SAY ANYTHING** (WTG)
Singles: All For Love/Nancy Wilson
Keeping The Dream Alive/Freiholt
Taste The Pain/Red Hot Chili Peppers
Other Featured Artists: Replacements, Living Colour, Joe Satriani

POLLSTAR

CONCERT PULSE

Pos. Artist	Avg. Gross (in 000s)
1 NEIL DIAMOND	\$769.2
2 VANDROSS/BAKER	\$646.4
3 BON JOVI	\$255.1
4 NEW EDITION	\$245.7
5 ROD STEWART	\$233.3
6 HANK WILLIAMS JR.	\$206.4
7 POISON	\$184.2
8 OZZY OSBOURNE	\$171.4
9 METALLICA	\$147.9
10 ANDY WILLIAMS	\$138.6
11 CHICAGO	\$118.7
12 RATT	\$114.6
13 RANDY TRAVIS	\$110.6
14 AMY GRANT	\$93.2
15 KEITH RICHARDS	\$92.1
16 REBA MCKENTIRE	\$88.5
17 KENNY G.	\$81.0
18 SAM KINISON	\$71.6
19 SANDI PATTI	\$67.5
20 LITTLE FEAT	\$65.7

New Tours

Among this week's new tours

- GREGG ALLMAN BAND
- DOOBIE BROTHERS
- FISHBONE
- GUY
- JUDDS
- TOMMY KEENE
- CHUCK MANGIONE
- MOJO NIXON & SKID ROPER
- BONNIE RAITT
- GEORGE STRAIT

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.



Tommy Page

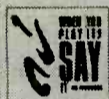
"A Shoulder To Cry On"

The sensational new single from the debut album *Tommy Page*

Produced by Arif Mardin and Joe Mardin

CHR Chart **36** One Of The "Most Added"

WZPL add	KWOD 26-19	BJ105 24-17	KLUC 21-15	KIXY 7-6
WLOL 15-11	KKLQ add 29	Y106 22-14	KYRK 17-8	KKXL 16-12
Y108 add	KPLZ add 36	Z102 19-13	KCAQ 27-19	KPAT 33-18
KKRZ 29-21	WAEB 31-22	KQKQ deb 21	KWNZ 9-6	KFMW 13-10
KROY 14-10	WPST 10-4	WRQN deb 23	Q104 10-5	Z97 3-3



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NEW ORDER

"Round And Round"

The new single from the album *Technique*



KRBE add	KZZB add
K98 add	KKFR add
K106 add	

New Rock **6**



©1989 Quest Records



Figures On A Beach

"You Ain't Seen Nothing Yet"

The new single

Produced by Ivan Ivan
From the album *Figures On A Beach*

30/11

Including These P-1's . . .

WXKS	PRO-FM	WMMS
WZOU	PWR99	WZPL
CKOI	KRBE	KXYQ
	WGH	

©1989 Sire Records Company



MELISSA ETHERIDGE



“Similar Features”

WMMS deb 25	K104	95XIL
KXXR 27-24	WROQ	WPFM
KXYQ 19-16	WQUT	KFMW
	KATM	KFBQ
	KSND	

EXPLOSIVE ALBUM ACTION!

AOR TRACKS 5

AOR ALBUMS 4

ALBUM NOW GOLD!!

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MARCH 31	Miami, FL	Woody's
APRIL 1	Orlando, FL	Convention Center
2	St. Petersburg, FL	Jannus Landing
3	Jacksonville, FL	Florida Theatre
4	Tallahassee, FL	Moon
5	Atlanta, GA	Center Stage
21	Raleigh, NC	Rialto
22	Richmond, VA	Flood Zone
23	Norfolk, VA	Scope
26	New Haven, CT	Toad's
27	Philadelphia, PA	Chestnut
28	Cohoes, NY	Saratoga Winners
30	Pittsburgh, PA	Metropol
MAY 1	Washington, DC	Bayou
2	Nassau, NY	Community College
8	Austin, TX	Austin Opera House
14	Orange, TX	Longhorn Club
15	Houston, TX	Club at the Tower Theatre
16	Dallas, TX	Arcadia Theater
JUNE 24	Ontario, Canada	Mariposa Music Festival

MEDIUM ROTATION



MUSIC DATEBOOK

Good Week For Sonny & Cher

MONDAY, APRIL 10

1970/The Doors' Jim Morrison offers to display his genitals to a Boston crowd. Ray Manzarek drags him offstage before he can respond to cheers.

1976/Must've been tough getting a quote — Members of the Sex Pistols assault someone in the audience right in front of NME reporter Neil Tennant (now of Pet Shop Boys).

1979/When his hairstylist is denied entry into the US, Victor Flamingo backs out of hosting "Saturday Night Live."

1981/Pretenders guitarist James Honeyman-Scott marries model Peggy Sue Fender.

1988/Ozzy Osbourne announces he wants to perform at insane asylums around the world, adding that he'll probably be committed to one anyway by the end of the tour.

Born: Bobby Hatfield (Righteous Brothers) 1940, Sheb Wooley 1921, Brian Setzer (Stray Cats) 1959, Dave Peverett (Foghat) 1950

TUESDAY, APRIL 11

1956/"I just love those bop bops" — Elvis Presley records with the Jordanaires for the first time.

1961/Bob Dylan makes his stage debut at Gerde's Folk City in New York.

1970/Kelth Emerson and Greg Lake audition drummers for their new group. Carl Palmer gets the gig. Also, Paul McCartney announces he'll leave the Beatles.

1975/WMYQ/Miami AMer Gregg Austin "disappears" in the Bermuda Triangle, and the station holds a contest to find him. Action causes the FCC to yank the station's license.

1981/Big bad Ed is Sweet Edward now — Guitar whiz Eddie Van Halen marries actress Valerie Bertinelli.

1988/David Byrne wins an Academy Award for scoring "The Last Emperor" with Ryuichi Sakamoto. Also,

Dave Prater of Sam & Dave is killed in a car crash.

Born: Chris Difford (Squeeze) 1954, Stuart Adamson (Big Country) 1958, Delroy Pearson (5 Star) 1970

WEDNESDAY, APRIL 12

1954/Bill Haley & His Comets record "Rock Around The Clock."

1961/Marty Robbins wins a Grammy for "El Paso."

1968/Guess he forgot about this — Frank Zappa performs at a NARAS dinner, ridicules the audience, and calls the event "a load of pompous hokum." Zappa accepts a Best Rock Instrumental Grammy in 1987.

1975/The film version of the Who's "Tommy" opens nationwide.

1988/Who would have guessed 20 years ago? — One day after Cher wins a Best Actress Academy Award, Sonny Bono is elected Mayor of Palm Springs, CA.

Born: John Kay (Steppenwolf) 1944, Herbie Hancock 1940, J.D. Nicholas (Commodores) 1952, Tiny Tim 1932



Stuart Adamson, Samantha Fox, Dave Edmunds, Al Green

THURSDAY, APRIL 13

1967/The Rolling Stones play their first gig behind the Iron Curtain in Poland. Police need tear gas to repel 2000 fans trying to get in.

1973/Roger Daltrey releases his first solo album, "Daltrey."

1980/After becoming the longest-running show on Broadway (until "A Chorus Line"), "Grease" ends its theatrical run.

1988/Portions of musician Patrick Alley's plagiarism suit against Mick Jagger are thrown out of court when drummer Sly Dunbar performs to demonstrate differences between the disputed songs.

Born: Al Green 1946, Jack Casady (Jefferson Airplane) 1944, Wayne Lewis (Atlantic Starr) 1956, Peabo Bryson 1951, Max Weinberg (E St. Band) 1951, Louis Johnson (Brothers Johnson) 1955, Jimmy Destri (Blondie) 1954

FRIDAY, APRIL 14

1967/Pink Floyd introduces the Azymuth Coordinator, a device used to project sound from any location in a concert hall.

1974/Pete Townshend makes his solo debut at London's Roundhouse.

1980/Gary Numan's "The Touring Principle" becomes the first commercially-released home music videocassette.

1982/Producer Phil Ramone weds Karen Kamon.

1987/Fleetwood Mac releases its last album with Lindsey Buckingham, "Tango In The Night."

Born: Ritchie Blackmore 1945, Loretta Lynn 1935

SATURDAY, APRIL 15

1975/Elton John previews "Captain Fantastic . . ." while attending a party at L.A.'s Sound Stage.

1976/The Rolling Stones release "Black And Blue," their first LP with guitarist Ron Wood.

1982/Piano man Billy Joel breaks several bones in his hand when his motorcycle crashes into a car in New York. Joel is hospitalized for over a month with other injuries.

Born: Samantha Fox 1966, Dave Edmunds 1944, Marty Wilde 1939

SUNDAY, APRIL 16

1965/The Hollies begin their first US tour at Brooklyn's Paramount Theater.

1972/The Electric Light Orchestra plays its first gig under that name. There are so many electrical cords that Roy Wood trips when crossing the stage to switch instruments.

1987/REO Speedwagon's Neal Doughty comments that he deliberately wrote suggestive lyrics for "Variety Tonight" because ". . . the PMRC makes you want to go out and write dirty lyrics."

1988/Yoko Ono announces that the "Lost Lennon Tapes," compiled from over 300 hours of never-before-released interviews and songs from John Lennon, will soon air nationwide.

Born: Herbie Mann 1930, Dusty Springfield 1939, Bobby Vinton 1935, Jimmy Osmond 1963

— Paul Colbert

WESTWOOD ONE COMPANIES AWARD WINNING RADIO NEWS



THE OHIO STATE AWARDS* "Dark Side Of The Sun" <i>The Hazards of Sun Exposure.</i> FIRST PLACE	FEBRUARY 1989
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BRAD MESSER

CALENDAR

Were Prison Grits Complainers Full Of It?

Aside from purely professional motivations for making news stories as balanced as possible, there's one other reason that has its own special charm. That reason is to avoid being embarrassed. A story that contains unsupported assumptions can turn on its presenter like a pit bull, which is precisely what happened to me recently on the caper I call the Case of the CCI Grits.

The newspaper wire had carried a report that inmates were complaining of food contamination at a crumbling old Southern prison, South Carolina's Central Correctional Institution (which isn't the one James Brown is in).

The newspaper story made it plain that it wasn't roaches or hair in the food that had the CCI prisoners upset. No, some of them believed there had been human waste — solid human waste — in the cafeteria grits.

Our morning newscasts carried the facts as we knew them — and then things went wrong. The story started sounding funny. In fact, it generated strong phone reaction from listeners who told the DJ they

thought it was hilarious.

"I ate SOS in the Army," one listener said, "so why shouldn't the guys in CCI?"

You have already thought of this, of course, but the vulgar term for human feces does rhyme quite neatly with grits. Quite neatly, indeed. We were all having a delightful time laughing about the paranoid cons who somehow had the idea that there was crap in their chow.

Oh, the jokes. "Hear about the convict sentenced to CCI? The judge gave him his choice: ten years in solitary, or eat ten pounds of grits."

Great fun, it was getting to be. Then, and only then, did another fact come in. We learned that it

may have actually happened — and worse yet, there were suspicions that the grits had already been served and eaten before the perverted act was discovered.

With the addition of balancing facts, the Case of the CCI Grits suddenly turned into something entirely different and much more serious than someone's silly-sounding, paranoid suspicion. It raised the distinct possibility that a truly terrible thing had been perpetrated on some people.

The new fact ice-watered the ha-ha atmosphere. Phrases such as "cruel and unusual punishment" and "inhumane treatment" came to mind. We wondered who did it, whether he might be an employee or an inmate, and most of all we wondered why. (As this is being written, those questions remain unanswered.)

The pit bull scored a direct hit on my throat, punishing me for operating on an assumption that a few cons complaining about their grits were full of crap.

My Face Or Yours?

MONDAY, APRIL 10 — "House of Wax," the first full-length 3-D movie, premiered in New York in 1953. **Vincent Price** played the disfigured, insane gentleman whose most obvious feature was his homemade wax face. Five years ago, President **Reagan** approved paying farmers \$2.70 per bushel not to grow corn. Ten years ago a tornado caused 60 deaths in Wichita Falls, Texas. Fifteen years ago Israel's first Prime Minister, **Golda Meir**, resigned.

Birthdays: Don Meredith 51. John Madden 53. Chuck Connors 68. Harry Morgan 74.

Speediest Sloop Sailor

TUESDAY, APRIL 11 — Nobody sails a boat around the world faster than **Dodge Morgan**. In November 1985 he left Bermuda, alone, in his 60-foot sloop *American Promise*. The old record for nonstop circumnavigation was 292 days; three years ago today, Morgan sailed into Bermuda in 150 days, a world record. He averaged 180 miles per day and covered 27,000 miles.

Eight years ago, President **Reagan** returned to the White House 12 days after being shot by **John Hinckley Jr.** Ten years ago **Idi Amin** was deposed as dictator of Uganda. Iowa began the first cigarette tax in 1921.

Birthdays: David Letterman 42. Louise Lasser 50.

First Spaceman

WEDNESDAY, APRIL 12 — Several space anniversaries today, the big one being man's first spaceflight: cosmonaut **Yuri Gagarin's** one-orbit ride in 1961. In 1981 the *Columbia* made the first space shuttle flight. In 1984 *Challenger* took a satellite out of orbit, repaired it, and put it back. And in 1985 the shuttle *Discovery* blasted off with the first Senator in space, **Jake Garn** of Utah.

The first shots of the Civil War were fired in 1861 at Charleston, South Carolina.

Birthdays: Herbie Hancock 49. Ann Miller 66. Tiny Tim 67.

Reagan's Nazi Cemetery Visit

THURSDAY, APRIL 13 — Four years ago there was widespread criticism of President **Reagan's** announced plan to visit Bitburg Cemetery in West Germany in May, because some World War II Nazi SS troops are buried there (1985).

In 1986 **John Paul II** became the first Pope ever to speak at Rome's central Jewish synagogue. Apollo-13 malfunctioned while on its way to the moon in 1970 and had to return without making a moon landing. The first elephant was brought to America in 1796. **Thomas Jefferson's** birthday is observed in some states.

Birthdays: Ricky Schroder 19. Bret Saberhagen 25. Howard Keel 72.

A Washington Bicentennial

FRIDAY, APRIL 14 — Two-hundred years ago today, **George Washington** was personally notified by the Commerce Secretary that the electors had unanimously voted him President. The bicentennial of his inauguration will be Sunday, April 30th. Washington served two terms and turned down a third.

Three years ago, President **Reagan** announced a raid on Libya by American planes in retaliation for **Moammar Kadafi's** "reign of terror." In 1956 **Ampex** demonstrated the first commercial videotape recorder. The *Titanic* sank in 1912.

President **Lincoln** was shot in 1865; he died the next morning.

Birthdays: Pete Rose 48. Julie Christie 49. Loretta Lynn 54.

Saturday (4/15): Roy Clark 56.

Sunday (4/16): Kareem Abdul-Jabbar 42, Bobby Vinton 54.

stop!

Sam Brown

breaks in America!

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!*"



WXKS 15-12 KPLZ 28-23 WAPE add KYRK add KTMT add
Y95 add KXX106 24-18 Y106 add WCIL 17-16 OK95 26-18
KXXR add WCGQ add Z104 add KOZE deb 34

PLUS . . .

PRO-FM KF95 KPAT KTRS
KBFM G98 KGOT KFBQ

stop! (AM 1234)

the single that's Top 10 in nine countries!

stop! (SP 5195)

the debut album from sam brown.

Over 3/4-million copies sold worldwide!

Produced by:
Pete Brown, Sam Brown, Danny Schogger
Management: Lisa Denton



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DAN O'DAY

Secrets Of Morning Drive Success

Recently I had the pleasure of moderating a panel at Canadian trade publication *The Record's* sixth annual Music Industry Conference in Toronto. Joining me on the dias for "Morning Drive Success: How To Achieve It, How To Keep It," were personalities Steve Anthony, CFNY/Toronto; Scruff Conners, CHTZ/St. Catherines; Terry DiMonte, CHOM/Montreal; Jesse Dylan & Gene Valaitis, CILQ/Toronto; Jake Edwards, CKIS/Winnipeg; and WHYZ (Z100)/New York's Ross Brittain. Their insightful comments and observations on their experiences are highlighted below.

Preparation

R&R: How many hours are spent preparing for your show — and what does that process entail?

GV: Jesse and I spend around two hours preparing for the next day. If you're going to operate a successful morning show, you have to anticipate what people will be talking about that day. You need to take the leadership role in talking about things that are happening in your community before people talk about them at work or school.

"If you tie one thing off the front page into your program, you're hitting pretty close to home with your listeners on a day-to-day basis."

—Scruff Conners

JD: Topicality is so important. Torontonians want to hear what's happening in Toronto. Our job is to give them that information — but with a laugh or a smile.

SC: When I'm driving to work in the morning, I listen to the news on another station. If I hear something that sounds pretty hot, I start to run with it. I want to react the way people do in a day-to-day situation; I wake up like the audience wakes up and react to the day as it happens.

It's important to identify with the listeners, and make them feel as if they are involved with — and are a part of — the program. Rather than be the ego-tripping star talking down to the audience, I try to

Dan O'Day, author of *Personality Radio*, conducts air talent seminars for stations, groups, and associations. He can be reached at 11060 Cashmere St., Suite #100, Los Angeles, CA 90048; (213) 479-1767.

get on a one-to-one level with them. I give them a false sense that they're controlling the show.

People are conscious of what's going on in the world; if you can relate one thing off the front page and tie it into your radio program, you're hitting pretty close to home with your listeners on a day-to-day basis.

RB: One of the benefits of doing a team show is you can delegate responsibilities. One guy watches all the TV shows, another guy reads magazines and clips newspapers, etc. We get to the station at around 4:45 for a 6:00 show and have a pre-show meeting. We sit down and ask, "Well, what's hot today? What's going on?" Everyone has different ideas; we all contribute. And if somebody's especially hot one morning, we feed him the way you would a basketball player.

We believe in a significant amount of prep. We get the wire services dumped directly into the computer and then cull the most important items to have with us on the air. We also have six or seven pages of clips from the newspaper. So when we sit down to select talk topics, we can whip through three or four things in the time it might take someone else to talk about one subject. The preparation enables us to cover a multitude of areas very fast.

After we get off the air, we do prerecorded stuff (bits, phone calls, etc.) until 1:00 or 2:00. After lunch we'll meet with the PD.

Hard-Earned Lessons

R&R: What do you wish you had learned much earlier in your career?

SA: How to manage money. You start out in a small market making very little money, then go to a medium market where you make a reasonable sum . . . and then there's the big jump. Somebody pulls you into a big market and pays you lots of dough. You blow the whole load because you have no experience on that financial level.

GV: Learning how to admit you're wrong. You get off the air,

you've been up longer than everyone else at the station, you've been drinking coffee and going a hundred miles an hour. The PD comes in and says, "That phone call you did at 7:10 sounded like shit," and your automatic reaction is, "No it didn't! It was great! We worked on it for days." Sometimes you get so passionate about your show that you can't look at it clearly.

JD: I wish I had learned much earlier how to manipulate and/or break formats. Any successful morning show is a series of format breakages.

TD: I disagree. If you don't go through the small towns and learn all the rules and work for PDs who won't let you break the rules, you don't get an understanding of radio basics. If you don't understand those basics, you can't do a good morning show.

JD: I agree. But once you've achieved the basics, you reach a pivotal point where you have to branch out on your own.

RB: The one thing I wish I'd learned earlier is there is only one person in control of a morning show: the leader. When I first worked with Scott Shannon, I'd already been a very successful morning man. He was dealing with a mass appeal audience, while I had just come from an AC station. As Scott's second person, I'd write pieces I thought were just great. Scott would take a blue pencil and say, "No, man, that's all wrong. You're writing above the head of your audience."

"The one thing I wish I'd learned earlier is there is only one person in control of a morning show: the leader."

—Ross Brittain

I'd be really pissed off for about 15 minutes. Then I'd go back, make the changes, and the bits would be great. They might not have been as good as I thought they could have been, but they were the way Scott wanted them and he was in charge.

One day he finished making his changes and said, "I'm sorry. You're going to have to do this over again." I said, "What do you want me to do — cut 15 \$*@\$%#! points off my IQ?"

And Scott said, "No, five will be fine."

How Success Breeds Failure

One of management expert Tom Peters's axioms is "Success breeds failure." It may sound surprising at first, but it's often true — at least where DJs are concerned.

Here's a typical scenario: the Number One Jock in town has been doing the same thing for many years. His act has become a bit stale. Along comes Young Jock. He's fresh, cocky, breaks all the rules, and offers listeners a new kind of radio show. Soon Number One Jock is eclipsed in the ratings. All hail the new king of local radio, Young Jock.

Now Young Jock reigns supreme. No one can touch him. His style becomes legendary and widely imitated. He has set a new standard for his market. What once was breaking the rules has become the rule. Others may imitate, but none can do what Young Jock does as well as Young Jock himself.

New Kid In Town

Over the years, Young Jock continues to do the things that made

him so fabulously successful. His style doesn't change. "If it ain't broke, don't fix it" is his motto. He's untouchable.

Until Very Young Jock comes on the scene. She doesn't care about Young Jock's legend or his invincibility. She's possessed by her own passion to entertain her way . . . a way that breaks many of the rules first introduced by Young Jock. She's too young, too arrogant, too enthusiastic to face "reality": Young Jock cannot be beaten.

And so she beats him. And everyone else rushes to copy Very Young Jock. Everyone except for one as yet unknown DJ who's developing a style all his own . . . and thus, "success breeds failure."

SC: I wish I'd learned earlier not to be afraid to be myself on the radio. Once you overcome the fear of being yourself, the ride to success comes much easier.

Early Influences

R&R: Why did you pursue a career in radio; which air personalities influenced you?

TD: Paul Reed at CJAD/Montreal had a profound effect on me. He did an adult show that consisted mostly of talk. I would sit on the floor in front of the radio, look directly at the speaker, and be absolutely convinced that he was talking only to me.

JD: Charlie Brown in Seattle probably influenced my career more than anyone else. He had the uncanny ability to do characters that sounded absolutely real. He had a certain magic and still does.

JE: I was greatly influenced by American radio in the mid-to-late '60s. I was hooked by the energy level.

RB: I grew up in Chicago where I remember listening to Arthur Godfrey. When you think about it, he really had the first "zoo" show. And of course I listened to Larry Lujack and all the great Chicago Top 40 jocks.

SA: Going back about 15 years, CKGM/Montreal was this kind of mellow, laid-back, strange radio concept that most people had never heard. That's what first attracted my interest, even though I don't do that type of radio now. The jocks — like Doug Pringle and Earl Jive — appeared to be able to say what they wanted and play what they wanted.

Audience: Does the relationship between a successful morning personality and the PD always have to be confrontational?


"Any successful morning show is a series of format breakages."

—Jesse Dylan

RB: Hearing from your PD that you're doing a bad job brings your mood right down to basement level. I respect our PD Steve Kingston, but I don't want to talk to him during the show. He talks to our producer, Coach Mike. If there's something we haven't done that Kingston wants us to know about — if we haven't given away tickets or done a station promotional plug — he'll tell Mike and Mike can tell us about it in a way that doesn't affect our performance.

TD: I can't work in a situation where I'm toe-to-toe with the PD. If you know that he's just waiting to criticize you when you get off the air, you end up doing the show for the PD. Any good PD knows better than to call during the program. There almost never is a reason why his concerns can't wait until after the show is done.

I NEED YOUR INPUT! Comments, suggestions, complaints, and airchecks are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks. But I'd love to hear what you're doing.



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AND
THE WINANS

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ON THE ORIGINAL
MOTION PICTURE SOUNDTRACK ALBUM
FROM THE HIT MOVIE LEAN ON ME



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JOEL DENVER

CHR

CONTEMPORARY HIT RADIO

Regaining A Ratings Foothold

It's Mainstream Vs. Rock As Charlotte CHRs Square Off Against Each Other, Nearby Rivals

When new or upgraded signals penetrate markets and increase competition, the need to present diverse, entertaining — and winning — programming becomes more apparent. Case in point: Charlotte's two CHRs, mainstream WBCY and rock-oriented WROQ. Both are former ratings giants looking for a foothold in the market.

The stations tied in the fall Arbitron. WBCY slipped 4.8-4.7, while WROQ was off 6.0-4.7. In the Birch WBCY was down 5.5-4.9; WROQ dipped 9.0-8.0.

Inherited Troubles

Mary June Rose was named WBCY's PD last December after a stint as Asst. PD at Full-Service AC sister WBT; before that she programmed WIBC/Indianapolis. She claims a lot of WBCY's problems were inherited from earlier programming regimes at the station.

She explained, "This was still considered the station where (former morning team) John Boy & Billy used to be. They went to (Classic Hits) WRFX, which has made it difficult for people to forget them. Also, WBCY has been making knee-jerk reactions to every new market entry for the last several years."

She mentioned stations in nearby communities that have upgraded their signals to become serious ratings factors in the market dur-

"This is the station for adults young and old who have a need for current contemporary music. We're very current and want to fill that void in their lives."

— Mary June Rose

ing the last two years: Gold WWMG (Magic 96) with a 4.7-4.8 showing; WRFX, which went 7.6-6.9; and Urban WCKZ, which dropped 9.4-8.4 in Arbitron. She indicated that AOR WXRC (0.8-0.5) was beginning to become more active promotionally.

"The market became confused," she stated. "These new signals scattered cume patterns and offered new diversity in programming. Specialization had begun; WBCY was full-spectrum. Now, while we're still a full-spectrum CHR, we've specialized a bit to define our sound."

"We stay away from Def Leppard on the one side and rap music like Tone Loc on the other, but are still adventurous enough to play R.E.M., Erasure, Van Halen, and Kon Kan. My feeling is if listeners want hard rock they can get a steady dose of it at WROQ; if they



Mary June Rose

want heavy dance there's black music from WCKZ or WPEG. I'm here to provide relief from those steady diets with a great cross-section of uptempo non-teen music."

Rose also feels the market itself has made it hard to compete as a broadbased CHR. "We are a seven-county metro. Only one county, Mecklenberg, is cosmopolitan, while the others are blue-collar. This makes it difficult for mainstream CHR. In the outlying areas, Country, AOR, Classic Hits, and Urban are the leading formats."

Although the ethnic population in the metro is an influential 20.7%, Rose is convinced that the day of the broad market approach is back. "We are trying to put blinders on. We've chosen a direction

B108

Here's a typical 5pm hour:

R.E.M./Stand
 PET SHOP BOYS/West End Girls
 BEACH BOYS/Kokomo
 WAS (NOT WAS)/Walk The Dinosaur
 HOWARD JONES/Everlasting Love
 SWING OUT SISTER/Break Out
 STEVE WINWOOD/Holding On
 INFORMATION SOCIETY/What's On Your Mind
 PHIL COLLINS/Don't Lose My Number
 KON KAN/ I Beg Your Pardon
 KARYN WHITE/Superwoman
 JOURNEY/I'll Be Alright Without You
 MIKE & MECHANICS/Living Years

and plan to go in that direction oblivious to what goes on around us."

Psychographics, Not Demographics

Describing WBCY's playlist as "pretty generic," Rose reported she is trying to hit a psychographic skew rather than a demographic target. The average WBCY listener, according to her psychographic profile, has an above average income or is striving for one, owns a car phone or wants one, buys CDs, rents movies, works long days but plays tennis or racquetball for recreation, is a first-time home buyer or condo owner, eats fast food, and drives a car worth \$15-\$20,000.

"We are a seven-county metro. Only one county is cosmopolitan, while the others are blue-collar. This makes it difficult for mainstream CHR."

— Mary June Rose

"This is the station for adults young and old who have a need for current contemporary music. We're very current and want to fill that void in their lives," she said.

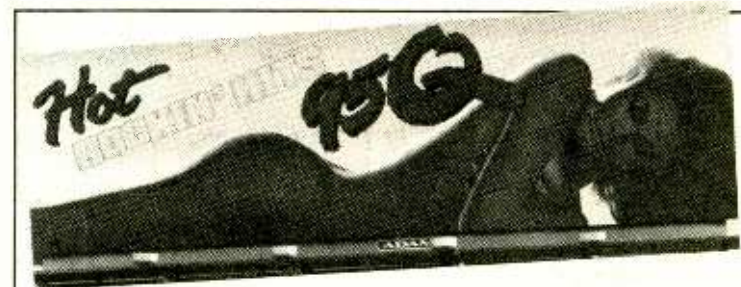
Part of her turnaround strategy involves marketing. "The first thing we did was change the handle from WBCY to B108. It gives us a new look and makes people curious to see what's changed. Our slogan is 'The New B108 Playing The Best New Music First'; not original, but it works."

In addition to using outdoor, B108 has cranked up a fairly extensive TV campaign promoting its two strongest image builders — "The Best Music" and "The New Music." It also employs what Rose calls "lots of psychographic consideration versus demographic appeal."

Ambivalent Toward Teens

Despite leaning toward adults and away from teens, Rose said she'll take as many teens as will listen but won't actively campaign for them. "I've got my jocks talking, not screaming. We're doing prizes that are blatantly non-teen prizes, so many of them are now leaving us (WBCY has nearly a 16 share in teens) and heading for WCKZ (nearly a 30 share) or WROQ (nearly a 14 share)."

Recent promotions include "Free B108 Weekends," with movie passes and assorted handouts, and the "B108 wants you to B



in the Bahamas" weekend. Listeners waited for the "B song" of the day (i.e., by the Beach Boys, Bobby Brown, Bangles, Bananarama, Edie Brickell) and called in to win. Participants had to be over 21 because the trip's package featured gambling at a casino.

"I'm just trying to do good radio and hoping it pays off," Rose commented. "We're stepping up our community involvement and are basically in a rebuilding mode. Sure, WROQ is also making gains — but with an audience I'm not really worried about. Our cume is still huge. And if I can just get people to listen longer, I'll be real happy."

A Cutthroat Market

WROQ PD Randall Bliss has been on board about two years after serving as Asst. PD at AC WVOR/Rochester and programming CHR WECQ/Geneva, NY. Like Rose, he said part of his problem can be attributed to the market's makeup.

"Charlotte is over-radioed," he commented. "The real problem is the revenue hasn't caught up with



Randall Bliss

the market itself. With only \$30 million in revenue for a 26-station market, it's a bit tough. Sales are very cutthroat, with little unity to bring the overall market value higher."

Bliss explained why he leans WROQ toward the rock side of CHR despite being in a market with a heavy ethnic influence: "First of all, the calls spell rock. And then there's our heritage. Despite us once having been a hard-driving Hot Hits-type station, 70% of the market perceives us as rock. Also, the females are over-served."

"Charlotte is over-radioed. With only \$30 million in revenue for a 26-station market, it's a bit tough."

— Randall Bliss

"We felt we could target the males a bit more. Now we have a 60% male-40% female audience composition. As far as teens go, WCKZ can have them. Even though they're obviously an Urban station to anyone in the business, the market perceives WCKZ as CHR. They've really tried to run from what they are — using all non-ethnic people in their advertising. But despite that their audience is about 70% ethnic. The other Urban, WPEG, is 90% ethnic."

Continued on Page 54

95Q

WROQ

Here's a typical 5pm hour:

CHRIS REA/Working On It
 FOREIGNER/That Was Yesterday
 EASTERHOUSE/Come Out Fighting
 DAVID LEE ROTH/Just Like Paradise
 VIXEN/Crying
 TODD RUNDGREN/Bang The Drum All Day
 DAVID CROSBY/Drive My Car
 WHITESNAKE/Here I Go Again
 DREAMS SO REAL/
 Bearing Witness
 TOM PETTY/Here Comes My Girl
 THIRTY EIGHT SPECIAL/Second Chance
 EDDIE MONEY/Walk On Water
 CHEAP TRICK/Never Had A Lot To Lose
 STEVE EARLE/Copperhead Road

Debbie Gibson

Electric
Youth

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the follow-up to the #1 smash
"Lost In Your Eyes"

from the Double Platinum #1 album
ELECTRIC YOUTH (81932)



Produced by Fred Zarr for BiZarr Music, Inc.
Arranged by Fred Zarr & Deborah Gibson
Management: Diane Gibson, Gibson Productions, Inc.

GPI

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BREAKERS

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Regaining A Ratings Foothold

Continued from Page 52

Transfer Is Blamed

Bliss blames WROQ's unsteady ratings growth on the sale of the station. "It's been going on for over a year now and the closing is about to happen, finally. CRB is selling us to Adams Communications, which is immediately spinning us to Frank Tenore, owner of AC KKMY/Beaumont, TX. But he likes our format and direction, so don't look for a shift in format.

"It tied my hands all this time, plus I had to live with a morning show I didn't care for. I'll have to admit that these internal problems caused a shift in focus. When I got here in June 1987 my mission was to make WROQ a male-oriented CHR, and we came up to number three in the market. Then the sale was announced, and the promotional dollars dried up.

"We got off course and became more mainstream again. The ratings sagged, and I finally convinced management to let me do the station the way it should be. We've had no TV, but our billboard campaign last year did get us some cume.

"Once the new owner was decided we were able to hire Ray Mari-

"When I got here, my mission was to make WROQ a male-oriented CHR, and we came up to number three. Then the sale was announced, and the promotional dollars dried up."

— Randall Bliss

ner from WHLY (Y106)/Orlando for mornings and team him with Asst. PD Dwayne Ward and a long-time market favorite, newsman Frank Lassiter."

Lacking promotional dollars, WROQ relied on concert tickets, album giveaways, and whatever could be worked out with retail clients. The latter included "A Winner A Minute," wherein a phone bank was set up to handle a total of 2500 winners. "One-third of the prizes were retail-supplied and the rest was beer — which was fine for our demos. Miller was test marketing its Light Genuine Draft and had 2000 surplus cases. We tied it into a remote where we handed out the beer to winners."

No Beat Music Allowed

Discussing WROQ's music, Bliss said, "We don't play anything with

a dance beat, so Madonna doesn't work. But we're not AOR; there is a big difference between that and our presentation/rotations. We call ourselves 'Your Ten In A Row Rock & Roll Station.' We turn our music as fast as any CHR. While we do play some gold of an AOR crossover nature, we are better than 65% current overall."

Disagreeing with Rose's full-spectrum strategy, Bliss maintained, "Specialization is the only way to win here. Being the big mass appeal station she wants to become requires a ton of money to really make a huge impact. Both of us have suffered greatly in this market. Yet while we're clearly defined, I'm not sure what WBCY is doing is perceptibly different to the audience yet. They are positionless, according to our research."

Convinced the ownership change will benefit his station quickly, Bliss said, "We'll soon have all the tools to make it happen. Though Adams is spinning us off, they will have an interest in the station. Since they own 95% of the billboards, we're going to have some boards up for sure. TV is expensive and overcrowded; we want to do whatever medium we can dominate.

"Throughout all this turmoil I've managed to hang onto the entire staff. Now everyone here is going to get a chance with the new owners to win in a big way."

BITS

• **Home Sweet Home** — Moving to Boston? Need a place to live? If so, then listening to **WXKS/Boston** could secure you a brand new condominium in Quincy, MA. Bostonians qualify for the new digs by sending in an entry form from the *Boston Herald* and listening for their names to be read on the air. Those calling in within ten minutes win a key that could open the door to the home of their dreams.

• **Slip Slidin' Away** — **WPHR (Power 108)/Cleveland** recently hosted a special toboggan party at the Ice Chalet in the Mill Stream Reservation. Kids and adults alike swished and swooshed through a 1000-foot toboggan run, then warmed themselves up with free hot chocolate provided by Power 108. Between turns on the slides, patrons were seen chillin' out to the sounds of Power 108's "Red Thunder" giant boom-box.

• **Begosh And Begorrah** — **WEGX (Eagle 106)/Philadelphia** celebrated its second birthday with a St. Patrick's Day party at the Pulsations Entertainment Complex. Showing up to rock the crowd were **Was (Not Was)**, **Tiffany**, **Animotion**, **Michael Damian**, **David Letterman** bandleader **Paul Shaffer**, and **Samantha Fox**, who has been known to do an Irish jig every now and then. Rumor has it that all the drinks carried a greenish tint.

• **One Busy Guy** — **KBEQ/Kansas City** morning dude **Randy Miller** has been a busy guy lately. First, Miller provided listener **Chris Fedde** with transportation to see her father, who is stricken with lung cancer. Second, Miller began a campaign to award "Partridge Family" bassist and **WEGX/Philadelphia** night jock **Danny Bonaduce** a star on the Hollywood Walk Of Fame. He even hopes to revive the group's bar classic, "I Woke Up In Love This Morning." If Miller's successful, can a rerelease of "I Think I Love You" be far behind?

MOTION

• **Pete Hansen** named MD/PM driver at **KEZY/Anaheim, CA**

• **John Cline**, from **WBZZ (B94)/Pittsburgh**, takes mornings at **WNCI/Columbus, OH**.

KLQ/Grand Rapids, MI's night jock **Danny Douglas** moves to afternoons, and **Dan Baker** fills the night shift.

WJMX/Florence, SC has a new lineup: **Tom Brockway & Tim Gore** mornings, **MD Jay Lewis** middays, **PD Dave Baker** PM drive, and **Lisa Mozer** nights.

Dennis Anderson from **KBQQ/Minot, ND** crosses the street to take

the PD gig at **KHHT**. . . **Bill Daniels** has been upped from MD to PD at **KKRC/Sioux Falls, SD**.

Mucho changes at **WXXX (95XXX)/Burlington, VT**: **J.J. "Jammer" Riley** is officially named MD and moves from overnights to nights, **Matthew Carr** shifts from nights to middays, and middayer **Lana Wilder** joins **Walt Speck** for mornings. Also, **Dean Graham** segues into sales. . . At **KEWB (B94)/Redding, CA**, PM driver **Rick Simon** is promoted to Asst. PD and will handle music duties. Night jock **Kevin Woods** moves to middays while **Veronica Rae** is added to nights.



FLY EDDIE FLY — **WBIZ (Z100)/Eau Claire, WI** sponsored the city's annual International Ski Jump Contest, and a special guest literally "dropped in." Famous Olympic last-place ski-jumper Eddie "The Eagle" Edwards (third from left) hung out with staffers after the contest. Pictured (l-r) are MD Darren Lee, DJ Jeff Day, "Z Cat," PD Jay Bouley, and staffer Janice Amenson.



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THE REPLACEMENTS "I'LL BE YOU"

From The Album
Don't Tell A Soul

PRO-FM add
KEGL add
WMMS on
WLOL 29-24
KXYQ deb 29
K104 add
WPST add
WYCR add
K106 add
WROQ deb 30

WQUT add
WLRS add 28
KZIO deb 38
KATM add
WWFX add
95XXX add
WVBS add
WBNQ add
KLYV add
WKFR add

WAZY add
99KG deb 35
WDBR add
WIBW add
KFMW deb 40
KTRS add
KOZE deb 27
KTMT add
Y97 add
OK95 deb 38

TRACK #1
ALBUM #1

PLAY FAVORITES

INFORMATION SOCIETY "REPETITION"

From The Album
INFORMATION SOCIETY

NEW & ACTIVE

KITY deb 33
WXKS on
KUBE on
KROY deb 23
KWOD deb 34
KCPX add
KPLZ on
WNNK add
K106 39-30
WCGQ add
BJ105 deb 35
WKZL add
KKMG add

KLUC 38-27
KKFR 31-28
KZZU 40-34
WJAD add
KCMQ 35-31
KKXL add
KPAT 35-31
KYVA add
KTRS deb 38
KTMT deb 33
KZOZ add
Y97 28-23



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HARVEY KOJAN

AOR

ALBUM ORIENTED ROCK

PROMOTION RECIPES

Liver, Dead Fish & Eggs

The last few weeks of winter found AOR promotional wizards hard at work on a variety of projects, ranging from serious fundraising efforts to some downright silly contests.

'KDF Comes Through For Baby Blaine

When a Nashville couple learned their infant son needed a costly liver transplant, they turned to WKDF/Nashville morning man Carl P. Mayfield for help. As it turned out, they came to the right place.

The saga began when Blaine and Kay Neltner found out five-month-old Blaine Jr. required the \$150,000 lifesaving operation. Shortly thereafter the Neltners sent a handwritten plea to Mayfield, who quickly took action.

An immediate fundraising goal of \$60,000 was set — the amount doctors said was needed to evaluate Baby Blaine at a transplant center. To start the drive, Mayfield pledged \$10,000 from WKDF Community Services Inc., the non-profit organization he chairs. An around-the-clock on-air campaign followed, featuring frequent live appeals and recorded spots. A huge banner bearing Baby Blaine's name and the \$60,000 goal, along with the campaign slogan "Give To Live, Care To Share," was hung across the street outside the station. The banner directed listeners to the station parking lot, where a 'KDF staffer manned the Baby Blaine

Bank for drive-through donors.

Response to the campaign was immediate. Hundreds of people came to the station personally, and hundreds more sent checks. (Every donor received a hospital-type ID bracelet bearing Blaine's name.) Both daily newspapers and the NBC television affiliate provided much-needed coverage. The



WKDF/Nashville morning man Carl P. Mayfield poses with Kay Neltner and her son Blaine. Mayfield spearheaded a fundraising campaign to help the infant receive a liver transplant.



WDVE/Pittsburgh morning maven Scott Paulsen (l) and the grand prize winner of the station's "What Would You Do For \$5000?" contest. What the dude did was bathe with 102.5 dead fish.

\$60,000 goal was reached by the end of the campaign's second week, and the fundraising effort continues.

WDVE: Peanut Butter, Pigs, And Fish?

If you've ever done a "what would you do for X amount of dollars" contest, you know how wild certain listeners will get for a chance at the big bucks. WDVE/Pittsburgh experienced the usual craziness when it offered \$5000 in such a promotion. Entrants were judged on originality and the ability to perform stunts live.

Three finalists were chosen: one woman covered her entire body with peanut butter and allowed 102 mice to ravage her for 30 minutes; a second woman let ten pigs loose in her \$160,000 townhouse; and the winner (pictured), bathed with 102.5 dead fish in 27-degree weath-

er. Naturally, the prestigious event received extensive local TV coverage.

WZYC Takes Listeners To Bed

Looking for a novel way to raise money for the American Heart Association, WZYC/Beaufort, NC invited listeners to join the morning team in the Z103 "Luv Machine," a king-size mirrored waterbed complete with massage unit. For 12 hours, participants donated \$1.03 apiece for the rare opportunity to bed down with their radio heroes. Each donor was sent an incriminating photo as a memento of the historic occasion.

KCFX Jock Toils In Tent

KCFX/Kansas City personality J.C. Lunceford dramatized the plight of the homeless by spending



WZYC/Beaufort, NC AM drivers Bill Cannon (l) and Doug Warner (r) get intimate with five lucky listeners in the station's "Luv Machine."



KCFX/Kansas City personality J.C. Lunceford spent three nights in a tent to raise money for the homeless.

the better part of four days living in a small tent. Listeners pledged over \$14,000 during the campaign, as Lunceford broadcast his PM drive shows from the tent. The money raised helped 12 families make security deposits on low-income housing.

WFRD Puzzles Its Audience

It must have been an interesting sight: 100 listeners, each holding a piece to a mammoth 128-square-foot jigsaw puzzle — and hoping his particular piece *didn't* fit. That was the scene at WFRD/Hanover, NH's "Part Of The Rock" contest. The 100 puzzle-builders won the pieces through a three-week on-air contest. The puzzle, however, contained only 99 pieces — and the odd man out was proclaimed the winner. He was rewarded with a luxury ski vacation.

CFOX Jox Egg On Audience

CFOX/Vancouver AM drive devotees undoubtedly scrambled to win the station's truly ridiculous "Egging For Listeners" contest. The grand concept: people sent in eggs hoping morning mavens Larry Hennessey & Willy Percy would



CFOX/Vancouver morning hosts Larry Hennessey & Willy Percy received many dozens of eggs from listeners vying to win a free breakfast with the dynamic duo.

show up and serve them breakfast. Sure enough, hundreds of carefully packed boxes arrived at the station. Amazingly, most of the eggs

were in perfect condition. Even given that, however, it's doubtful Canadian postal authorities were particularly pleased.



WFRD/Hanover, NH staffers pose with their 128-square-foot jigsaw puzzle.

Legends In Their Own Minds

The following ten people know a legend when they read one. They were the first to notice the little item I buried in the explanatory box (called the "legend") that accompanied the mind-boggling AOR Fall Scoreboard (R&R, 2/17).

Just in case you — God forbid — misplaced your copy, the item in question read: "If you're one of the first ten people to call me and say, 'KRNR rocks L.A.' you win \$10,000 . . . or the chance to see your name in print in an upcoming issue." (Amazingly, all the writers chose to forego the cash.)

Anyway, the sharp-eyed readers are, in order of calls received: Westwood One's Ken Benson (yeah, I forgot to say "employees of Westwood One aren't eligible"), Atlantic's Danny Buch, B.R.A.S.H. Promotion's Beth Rosengard, KZAP/Sacramento PD Pat Still, KFMF/Chico, CA PD Ron Woodward, former KRQU/Laramie, WY PD Matt Roberts, WRKR/Kalamazoo, MI PD Bill Martin, WGR-FM/Bufalo MD Bob Richards, KKSM/San Marcos, CA PD Brian Manning, and WDIZ/Orlando PD Rad Messick.

Knowing you read my column that closely makes life worth living.



TESLA'S TRAIL — led them to WKLS/Atlanta, where the "Great Radio Controversy" continued. Lined up are (l-r) Tesla's Frank Hannon, Geffen promo guy George Cappellini, bass guitarist Brian Wheat, WKLS PD Bill Pugh, and band members Jeff Keith, Troy Luccetta, and Tommy Skeoch.

SEGUES

Mark Bailey has been upped to PD at WRAS/Atlanta; Jane Davis crosses the street to head up the research department at WZGC. 'ZGC has also named Marty Brooks MD, while Scott Woodside joins his old partner Barry Chase in AM drive . . . WBRU/Providence MD Ted McEnroe will replace PD Neil Bernstein effective June 1; Karyn Bryant will handle MD duties beginning next week . . . WPYX/Albany, NY MD Lisa Walker heads south as Programming Asst./night rocker at WKDF/Nashville . . . WTKX/Pensacola has promoted PM driver Strummer to MD as John Stuart steps down to concentrate on his morning show; local comedian Sea Dog joins Stuart in AM drive. Also, Promotion Director Chip Nelson exits; former VCR repair-

man Rick Allen now handles evenings.

Former KWHL/Anchorage and KKLZ/Las Vegas wizard Kevin Vargas now handles Production Director/PM drive duties at WAZU/Dayton . . . Veteran Beantown broadcaster Maurice Lewis has been named Public Affairs Director at WBCN/Boston . . . B. Rock Whaley & Charly Espina now host mornings at KPOI/Honolulu; Ron Jacobs exits . . . KRSP/Salt Lake City has dropped consultant Frank Felix in favor of Harris Communications.

Coming Next Week:

To Sweep
Or Not To Sweep

PROGRAMMING RECIPE

Dead Duck, Mince-meat & Fish Heads

RADIATORS

ZIG-ZAGGIN' THROUGH GHOSTLAND



AOR TRACK 12 - 8

AOR ALBUM 15 - 8

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RADIATORS "CONFIDENTIAL"



WALT LOVE

UC

URBAN CONTEMPORARY

Taking The Weak Out Of Weekends

Many UC broadcasters are beginning to see the advantages of paying more attention to weekend programming. This week, WAMO-AM & FM/Pittsburgh PD Sam Weaver and WYLD-AM & FM/New Orleans PD Ron Atkins share their opinions on the subject.

Weaver is an 18-year radio vet who has programmed WDIA/Memphis and held on-air duties at KSLQ/St. Louis, WDRQ/Detroit, KDIA/Oakland, and WJPC/Chicago. Before programming WAMO he was MD at Country WUSN (US99)/Chicago.

"Weekends are very important, because that's when the inactive listener listens the most, when the largest audience is available," he said. "People aren't at work, they're out doing things.



Sam Weaver

"Retailers should realize a station can help attract people to their businesses [on weekends]. This is a sell that no AE should miss out on."

— Sam Weaver

"Retailers should realize that a radio station can help attract these people to their businesses. This is a sell that no AE should miss out on, because it's a natural."

Making Weekends Special

Although he does weekend giveaways when he feels they have enough magnitude to work, Weaver thinks some stations rely too much on these types of promotions. "I happen to believe in other approaches that demonstrate how

WAMO
FM 106

special weekends are to us and our listeners. I try to make sure we entertain. That doesn't mean we're dancing all weekend, either. We relate to the music and local weekend happenings in our city, and we play the bona fide hits. We try to create a fun-loving weekend atmosphere and not just hype a gimmick for our own self-satisfaction.

"Some radio people tend to shut off at 5pm Fridays as if to say, 'We've done our week's programming.' Wrong! The weekend is the highlight of the week. It's the time to shine."

Explaining part of his music philosophy, Weaver said, "Music-oriented radio stations are in the business of airing the best possible music. We enhance our station by telling people what they're hearing. We do sweeps, but our an-

nouncers always identify the music. To the average listeners, new music is still new for at least four to six weeks, so telling people what they're hearing avoids the risk of turning anyone off."

Weaver pointed out that listeners who tune in and like what they hear

Making Weekends Work

- Don't rely on giveaways alone
- Play the hits
- Don't alienate weekday listeners
- Use station's heavy-hitting fulltimers

on a Saturday or Sunday will probably be back during the week. Accordingly, he noted, "I think the weekends ought to be bigger than life. Stations should use every available avenue to entertain at all times."

'No Longer A Throwaway'

Atkins is an 11-year industry vet whose credentials include programming KMJQ (Magic 102)/Houston, KMJM/St. Louis, and WOWI/Norfolk.

"Weekend programming is no longer a throwaway," he commented. "You can feel the pulse of your radio station on the streets, and if you're doing anything in your community you'll get a buzz. Weekends are part of the overall buzz your station should have. You can't let weekends go and sweep things under the rug until Monday.

"We've all discovered in recent years that midday on Saturday is the most-listened-to daypart, so a radio station should sound the best it can at that time.

"It's important to daypart music for the weekend hours, because you're playing to a different audience," he added. "There are two different lifestyles tuned in on weekends — your weekday listeners and those who tune in mainly on weekends — and you have to



READ THEIR LIPS — WLUM/Milwaukee afternoon driver Doug Gilmore (third from left) boogied with Orpheus group Z-Looke at a reception launching the new label. Also pictured are Orpheus VPs Walter Lee (l) and Virgil Thompson (r).

"Weekends ought to be bigger than life. Stations should use every available avenue to entertain at all times."

— Sam Weaver

please them both without alienating anyone. You don't want to go overboard in either direction with your programming decisions. But you must cater to each group to keep it listening. You want to have as much of your cume tuned in as possible.



Ron Atkins

WYLD
AM 940 98 FM

"For example, on the weekends we have more kids listening, so we play some rap songs middays Saturday that we can't air during the week when the kids are in school."

Keep Heavy Hitters On

For years broadcasters allowed their most talented people to take weekends off, but things have changed. "When I got here there was a policy of putting parttimers on the air during the weekends," Atkins recalled. "The heavy hitters were off. Now all of our fulltimers are on the air during the weekend,

because we need them to entertain the large weekend audience that's out there.

"I learned years ago from Monte Lang at Magic 102 to make the weekends important. You want to have the reputation as the station to tune in to find out what's happening. You want people to know your station is the place to get information and be entertained, and that if they don't listen during the weekend they'll miss out on something: your special programming, your promotions, and your concert tickets."

"If you're doing anything in your community, you'll get a buzz. Weekends are part of the overall buzz your station should have."

— Ron Atkins

He said syndicated programming is also a plus for his stations' weekends, adding, "I wish some UC programmers would look at the numbers being brought in by syndicated programs. CHR stations carry these shows during the weekends because they help [boost] total audience. This programming is another asset to the things you're already doing and can be a great alternative."

Addressing PDs who have been lax in their weekend approach, Atkins said, "A lot of stations would probably do better 12+ if they gave their weekends more attention. I've seen stations do well during the weekdays but lose on the weekends and wonder why they're not on top overall. All they need to do is pay attention to Arbitron and Birch, instead of looking out the window, and they'd understand. Good programmers pay attention to every day of the week and every daypart."

Editor's Note: In the next few weeks this column will talk to PDs about the "right fit" when it comes to finding weekend and parttime air talent. Stay tuned.

ACTION

WLWZ (Z104)/Greenville, SC: PD Wayne Walker takes 6-10am, former WHYZ/Greenville PD Janice Henderson nabs middays; Tommy "Spiderman" DuPree handles afternoons; Brother Bill does evenings. The overnight slot is vacant. T&Rs: Box 1947, Easley, SC 29641.

Label Movement

Tabu's VP/Black Promotions, George Lakes, has left the company and can be reached at (213) 930-0839.

Bits

The first annual NABOB Golf Tournament will take place on Saturday April 8 at the NABOB spring conference in Tampa, Florida. For more in-

formation, contact WBSL/New York between the hours of 10-11am at (212) 661-3344 or anytime at (516) 491-5368.

YBPC will hold its next monthly meeting on April 9 at the Jackson, MS Holiday Inn. For more information, contact Tommy Marshall at (601) 366-5516.

Black Entertainment Television has a new production studio at 1899 Ninth St., N.E., Washington, D.C. 20018; (202) 636-2400.

This year marks the Blues Foundation's tenth anniversary of service to the entertainment industry. The foundation has established a toll-free national blues hotline for "everything you ever wanted to know about the blues": (800) 727-0641.

What you've been waiting for...

The new single from

M I L E S
J A Y E

“Objective”

From the soon-to-be-released hit album

“Irresistible”



Radio surely knows that **Miles Jaye** is truly *“Irresistible”*

From your friends at **Island/4th & Broadway**



MIKE KINOSHIAN

AC

ADULT CONTEMPORARY

WBZ Keeps Boston Buzzing

Group W's WBZ/Boston is one of the country's most successful Full-Service ACs (FSAs). PD Tyler Cox explained how the Hub outlet wins despite breaking some FSA rules.

"We're not a music station, Talk station, or News station — we're all those things," Cox said. "That complexity makes us what we are. It's what Boston has come to expect from the station since it went on the air more than 60 years ago."

Info And Personalities

According to Cox, station research reveals that listeners tune to WBZ principally for information and entertaining personalities. He added that morning driver (and 30-year station vet) Dave Maynard leads in popularity. "He is 'Mr. Boston,'" Cox asserted.

The healthy state of AM radio in Boston is an important part of WBZ's success. Fellow AMs Talk WHDH (formerly FSA), Talk WRKO, and News WEEI also post competitive numbers. Admitted Cox, "You can't tell this kind of



Tyler Cox

major Boston team except the Red Sox. Yet today the *only* play-by-play 'BZ airs is coverage of Boston College football.

According to Cox, "There are no plans afoot to add play-by-play of any professional sports. We're not hurt with the absence of pro sports; it's hard to argue with our success. Another time, another place, I may have a different feeling."

In a city religiously loyal to its Red Sox (carried by WRKO), WBZ airs local talk as a counterprogramming ploy to the 162-game baseball schedule. "At night when the Red Sox aren't playing WRKO and WHDH air network talk, the FMs play the hits, and WEEI is in its news thing," Cox reasoned. "We're unique by offering a local voice. There's a danger of carrying only political talk, so we address other issues like what's going on in the city's schools, drunk driving

campaigns, and cleaning up Boston Harbor."

Two former 'BZ talk hosts are now associated with neighboring rivals. Evening talker Jerry Williams has shifted his controversial act to afternoons on WRKO, while overnight cult hero Larry Glick is holding down middays on WHDH. Cox combats the talking pair with high-profile news/information (including the locally-produced four-hour news magazine "First Day") and music.

"Our talk show hosts aren't here to set an agenda," he noted. "WRKO deals with head-to-head issue-oriented talk; WHDH tends to take a lighter approach. We choose to hold up a mirror to show what's going on in Boston. We're more a facilitator than a crusader. By consistently carrying local talk, we have the chance to build strong local ties. It's not passive listening — it's very active. People won't come to us for music, but it won't turn them away. If we play the right kind of music, there's less chance people will leave."

Quashing The 'Mush'

Upon his arrival from sister Group W facility KFBK/Sacramento last June, Cox quickly embarked on making WBZ's music

"We're more a facilitator than a crusader. By consistently carrying local talk, we have the chance to build strong local ties. It's not passive listening — it's very active."

more contemporary. "We had to do it without losing what makes WBZ unique in Boston," he said. "We were stuck with a mid-'70s 'mush' AC. Now the music is more in touch with the '80s. We're not 'All The Hits, All The Time' by a long shot, but people expect music to be part of what we're all about."

While not in the habit of "breaking" records, Cox acknowledged that he's receptive to adding new music when the songs fit. "We recently had the Enya CD land in our lap. It hadn't moved on any chart, but we were intrigued by it. It fit our texture: it's contemporary, up, and has a good hook and a warm feeling. We got an overwhelming response to it, so we



WBZ/Boston morning man Dave Maynard (l) with longtime news partner Gary LaPierre.

Save Piece Of Cake For Later

WBZ/Boston's Dave Maynard was the first air personality to be featured in the "Piece Of Cake" television ads created by Bill Aydelott. These classic — and sometimes death-defying — FSA spots were adapted for other stations around the country. In spite of positive remarks inspired by the campaign, however, WBZ has changed gears in the way it promotes Maynard and the station.

"We went to the street to interview real WBZ listeners about why they listen and heard things like 'Dave Maynard's remarkable personality,' 'I'd be lost without WBZ's traffic coverage,' and 'news and information,'" said PD Tyler Cox. "For our new spots we interspersed observations from our personalities with these remarks, providing a testimonial on the services and benefits of listening to WBZ and a sampling of our personalities responding to the listeners."

There are six different spots in this campaign, which was also created by Aydelott. The station may bring back the "Cake" at a later date.

"In most other cities, AM stations just beat their heads against the wall."

story in many other markets. In most other cities, AM stations just beat their heads against the wall."

Red Sox Vs. Local Talk

Sports play-by-play is an anchor for most FSAs. It's difficult to imagine WJR/Detroit without the Tigers, KMOX/St. Louis without the Cardinals, WGN/Chicago without the Cubs, or KDKA/Pittsburgh without the Pirates. There was a time when WBZ carried the Celtics, Bruins, and Patriots — every

WBZ Program Lineup

5-9:30am Dave Maynard
 9:30am-1pm Paul Perry (30 minutes of news at noon and Paul Harvey)
 1-5pm Bruce Stevens
 5-6pm "Sixty To Six" (news block with Anthony Silva and Diane Stern)
 6-9pm Local talk show with Peter Meade
 9pm-1am Local talk show with David Brudnoy
 1-5am Local talk show with Bob Raleigh
 Meade and Brudnoy do a combination of open phones and guests; Raleigh's show is principally open phones.

quickly added it to the rotation."

Although Cox maintains he wants WBZ to be consistent, he also views some unpredictability as a key. "We don't want to be background," he said. "We want people to wonder what we're going to do next."

WBZ BOSTON RADIO 1030

10am

Local News (:00-:06)

GREGORY ABBOTT/Shake You Down

FOUR TOPS/Baby I Need Your Lovin'

:15 Traffic Report/Spot Break

MIKE & THE MECHANICS/Living Years

CAROLE KING/It's Too Late

:30 Sixty-second News Update

MICHAEL McDONALD/I Keep Forgettin'

BREATHE/Don't Tell Me Lies

:45 Traffic/Spot Break

A. FRANKLIN & G. MICHAEL/I Knew You Were Waiting

PETER CETERA/One Good Woman

WBZ At A Glance

Power/Dial Position: 50,000 watts (day & night)/1030 AM

Market: #7

Rated Metro Stations: 27

Rated Non-Metro Stations: 24

Arbitron Fall '87/Fall '88 12+ : 7.3/7.4

Birch Fall '87/Fall '88 12+ : 6.6/6.4

Arbitron Fall '87/Fall '88 12+ Rank: 2/1

Birch Fall '87/Fall '88 12+ Rank: 4/4

Arbitron Fall '87/Fall '88 25-54 Rank: 2(tie)/2

Birch Fall '88 25-54 Share & Rank: 5.5 (6)

Arbitron Fall '87/Fall '88 35-64 Rank: 2/1

Birch Fall '88 35-64 Share & Rank: 10.0 (1)

Arbitron 12+ TSL: 87.6 minutes per day

Arbitron 12+ Rank By Dayparts: 1; 7 (tie); 8; 1

Birch 12+ Rank By Dayparts: 1 (10.4); 7 (tie) (4.8); 7 (4.7); 3 (9.1)

TALK ABOUT A HIT!!



GRAYSON HUGH AC PROGRAMMERS **"TALK IT OVER"**

DAVE VEREDY, MD, KBIG/LOS ANGELES: "Grayson Hugh seems like such an obvious choice for any AC playlist. 'Talk It Over' all you want - this record is headed for the top!"

KAREN BARBER, MD, KLSI/KANSAS CITY: "When you pack that many hooks in one song, it's destined to be a hit!"

DAVE NEWFELL, MD, WVBF/BOSTON: "Grayson Hugh has tremendous soul. A rising star in '89, this song is going to establish Grayson Hugh for the future."

GARY KING, PD, 2WD/NORFOLK: "After listening to Grayson Hugh, it didn't require a whole lot of discussion. 'Talk It Over' is a hit and went on immediately."

PAUL DAVIS, PD, KELT, McALLEN, TX: "This record has become my personal favorite in just one week. I predict this will be a Number One record!"

AC BREAKER!

AC DEBUT 29

Added This Week:

WVBF	KBIG
2WD	WZNY
KLSI	WLDR



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





LON HELTON

VACATION TRAVELOGUE

Listening Trip Through Florida

As I wended my way from city to city in Florida looking for baseball teams and golf courses during my post-CRS vacation, I had the chance to listen to a lot of radio and made a few notes about what I heard. Remember, in many cases these observations come from only a few hours of listening; they're my perceptions based on that limited exposure.

First, a couple of overall impressions.

I was amazed at the amount of Country radio in Florida and the tremendous overlapping of coverage on the FM band. In Orlando, for instance, besides number one 12+ **WWKA** one can hear Jacksonville's **WQIK** and **WCRJ**; **WPCV/Lakeland**; the new **WGNE (Great 98)/Daytona Beach**; and **WQYK/Tampa**. (Apologies to any other Country signals I may have missed.)

I was also surprised by the format's wide range. From downtown Continuous Country to a high-energy morning show to a "more currents" position, the format has diversified and begun to fragment much more than I imagined.

Miami

WKIS (Kiss-FM)/Miami sounds very different from what I heard there about 18 months ago. The tempo has come way down, to the point where it's probably the most downtown Country station I've heard in a long time. Its current/oldie ratio is one of the lowest I've heard as well, with only two currents an hour.

Kiss-FM promises "never less

than three in a row" and "more variety" on "Continuous Country Kiss." Most of the music sweeps outside of morning drive ran more than five records.

It's also one of the few remaining Continuous Country outlets not to have evolved a high-profile morning show. Morning man **Smilin' Jack Daniels** operates within a tightly structured format, often only supplying positioning liners.

The music is heavily contemporary; I didn't hear a **Randy Travis**, **Ricky Van Shelton**, or **George Strait** song in the time I was tuned. Its musical core is the high-testing "MOR" Country acts.

West Palm Beach

Motoring north on I-95 to Daytona Beach I picked up the "Country K," **WIRK**. In stark contrast to **WKIS**, it was very bright, uptempo, and played more currents, perhaps as high as 50-50.

For sake of reference, **WKIS** can be heard rather well in the mid and southern sections of the West Palm Beach market, while **WIRK** doesn't put much signal into Miami.

WIRK, too, has a contemporary sound, which shows up more in the oldies than the currents. It may

have a "pop oldie" category in its clock that comes up once an hour. I heard **B.J. Thomas's** "Hooked On A Feeling" and "Teach Your Children" by **Crosby, Stills, Nash & Young** during the time I was listening.

I didn't hear many traditional oldies, though records by the new-traditionalists came up often.

Orlando

WWKA (K92) was one of two stations I visited and is one of the most incredible facilities I've toured.

Spanning the length of the building is a curved skylight which allows a complete view of the tower on one end and a satellite dish on the other.

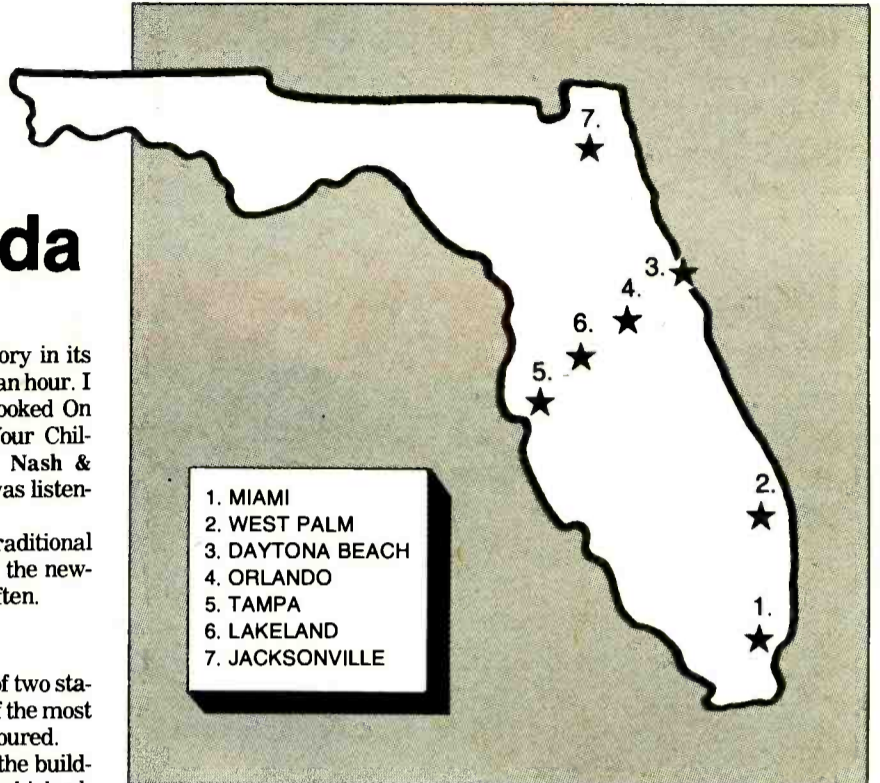
Along with the two-year-old AM (**WDBO**) and FM studios are three production rooms, one equipped with a four-track machine.

K92's "fleet" includes a remote broadcast motor home dubbed the "Starship" and a couple of vans, one equipped with a marti unit.

Special pride is taken in an **Edward R. Murrow** award for broadcast journalism housed in the station's trophy case.

K92's music mix is as right-on as almost any station I've heard: currents by contemporary artists and the new-traditionalists; few traditional oldies by older traditional artists; and consistently uptempo.

One of **K92's** highly-produced promos guarantees "50 minutes of music every hour" and "92-minute music sweeps," two of which can be heard every day.



1. MIAMI
2. WEST PALM
3. DAYTONA BEACH
4. ORLANDO
5. TAMPA
6. LAKE LAND
7. JACKSONVILLE

The Morning Show

I caught the 7-9am portion of the **K92 St. Patrick's** day morning show, and it is the most "high-energy" morning show I've ever heard on a Country station.

Anchor **Ron Bisson** is joined by **Vicki**, newsman **Gary Anstaett**, and **Big Red**, who is on the street in the station truck doing cut-ins, visiting restaurants, and such. These folks dominate Orlando mornings. The show has been number one (**Arbitron 12+**) the last five consecutive sweeps, leading by 5.3 shares in fall '88. It has ranked 4, 4, 4, 6, and 5 in 18-34 the last five books. Over that same span, its 25-54 rankings have been 1, 1, 2, 4, and 1, leading by 5.4 shares last time out.

I must admit to being surprised by its "blue" leanings. A few liners from that show:

- **Vicki** — whom **Ron** refers to as "Sticky Vicki" — makes reference to the fact she won't be eating meat on St. Patrick's Day, to which **Ron** responds, "That sure ruins my plans for the day."

- There were a number of references to "wax my shillelagh." Airing twice between 7-9am was what sounded like a produced comedy-

service spot with a leprechaun extolling his favorite "wearin' of the green: Lepre-condoms."

- After a toot on a St. Patty's party horn: "Excuse me, that must have been the refried beans from last night."

- The newsman got into the act with a story about it being "National Orgasm Week." Localizing the bit, he said the event's organizer was on his way to distribute condoms to the spring-breakers in Daytona Beach.

I didn't hear any phone bits that particular morning.

Lakeland

Located between Orlando and Tampa, **WPCV** targets the Orlando market, and is a distinct alternative to **WWKA** and **WQYK**. **WPCV's** core artists for both currents and oldies are far more traditional than those of the other stations.

I only heard it for a short time middays and evenings, but during those times it's wall-to-wall music.

Daytona Beach

A TV spot promising "25% more of today's hit Country music" was the first I had heard of the "New Great 98," another station targeting the Orlando market. It simulcasts with longtime Country AM **WAMT**. Positioned as leading the way with new music, it uses another prominent liner that says, "The sounds of the '90s are here today."

It seems to play a higher percentage of currents than most Country outlets, though it's not as high as the 75% or so the liner led me to believe was in store. I think it is high enough, though, for the average listener to perceive a difference in the "Great 98" and other choices.

Tampa

I'm sorry to report I didn't hear much of **WQYK**, mainly because I spent the day on the golf course with PD **Jay Miller** and **WCRJ/Jacksonville PD Lee Rogers**.

I guess I'll have to make another trip to Florida — real soon.

HAVE YOU HEARD

Management: There's a new management team at **WWVA & WOVM/Wheeling**: former **WDAF/Kansas City GSM Larry Anderson** is in as VP/GM, and **Dave Anthony Labrozzi** joins as PD from the same post at crosstown **CHR Z107**. Former **WDAF VP/GM Ross Felton** has retired, and PD **Tom Miller** has exited the station.

Jessica James, who only recently joined **WSTH/Columbus, GA** as PD, has left to run the **Branson, MO** motel owned by her and her husband. Replacing her is former **KTWO/Springfield, MO PD Bob Grayson**. **WKAK/Albany, GA ND/Production Manager Rick Segers** has been elevated to GM.

MD Notes: **WQCB/Bangor** middayer **Jim Andrews** has been upped to MD. **KWOX/Woodward, OK MD K.C. Austin** has left for MD/afternoons at **KOYN/Paris, TX**. **KWOX PD Tony Wright** is now doing the music TFN.

Personality Parade: **Buddy Baron** is **KSAN/San Francisco's** new morning man, coming from **KKHT/Houston**. He

previously worked the Bay Area at **KFRC**. **Dee Dee Davis** joins **KMML/Amarillo** for middays from **KLMR/LaMar, CO**. She replaces **Susan Hartley**, who left for crosstown **KPUR & KHWK**.

Lynette Daniels moves to **KWMT/Pendleton, OR** middays from **KMSS/Walla Walla, WA**. **KFMZ/Columbia, MO** personality **Joe Warren** is now doing afternoons at **WYNG/Evansville**, replacing **Trey Duncan** who moved to crosstown **WGBF**.

Promotionally Speaking: **WKHK/Richmond** adds **Lynn Pittman** to the newly-created Promotions Director post. **KZYP/Pine Bluff, AR** morning man **Jim Strawn** is now the Promotion Director for **KZYP & KCLA**.

News News: **Wes Richards** is the new **WYNY/New York** morning news anchor. **Lorrie Ware** takes over as **WYYD/Roanoke** morning news anchor, following **Pam Windsor's** departure to become ND at crosstown **WROV**.

Congrats To . . . : **WYNK-AM & FM/Baton Rouge**, named the Metro Market Radio Station of the Year for the

third consecutive year by the Louisiana Association of Broadcasters. It also grabbed top honors for Outstanding Community Service. **KICM/Ardmore, OK GM Pat Ownbey** won the "Best Newscast" (small market) award from the Oklahoma Association of Broadcasters. PD **Terry Bell** won that organization's "Best DJ" honor.

KXXY/Oklahoma City received the Jerry Marx Memorial Award from the Oklahoma Highway Patrol Troopers. The honor goes to media outlets that have promoted traffic safety in an exemplary manner. **CHAM/Hamilton, Ontario**, collected three trophies at the Sixth Annual Music Industry Conference in Toronto. PD **Gord Eno** and former PD **Jim Johnston** shared the Country Radio PD award; **Mark LaPointe** was named MD of the Year; and for the second consecutive year morning man **Cliff Dumas** was named Country Radio Air Talent of the Year.

And to **WXTU/Philadelphia**, celebrating its fifth year as a Country outlet with a free concert featuring **Rodney Crowell** and **Restless Heart**.



COMIN' FROM THE BAY — **KNEW & KSAN/Oakland-San Francisco Promotions Director Marlene Augustine (l)** spent some time with **Kathy Mattea** prior to a concert at the **Circle Star Theater** in **San Carlos, CA**.

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NOTES FROM
MUSIC ROWNew Music:
Coming To
You Soon

Here are a few of the albums due out in the coming months:

Marie Osmond has been in the studio with Capitol/Nashville's new Exec. VP Jerry Crutchfield. Her LP's release is set for early fall, which is also when her baby is due. Osmond was recently awarded the CMF's Roy Acuff Community Service Award for her work with the Children's Miracle Network telethon, which has raised \$170 million in the past six years.

Mercury/Nashville's Grayghost, formerly known as Razorback, will release a single in April produced

by Harold Shedd and Peter Sullivan. Grayghost and Butch Baker are now managed by the Associated Management Group, founded by Doug Parker, Jim Zumwalt, and Kathy Gangwisch. AMG is a separate company from Kathy Gangwisch & Associates Public Relations.

Incidentally, the University of Arkansas, which features the

razorback (wild hog) as its mascot, has instigated legal proceedings to try to collect royalties on any use of the name. Wooooo Pg. Sue-eee!

Ex-Oak Ridge Boy William Lee Golden has been in the studio with producer Tony Brown, and several labels are reportedly interested. Since he was ousted from the Oaks in 1987, Golden has been working closely with his son's band the Goldens.

K.D. Lang's next LP, "Absolute Torch and Twang," is due in early May... Ricky Skaggs's upcoming Columbia/Nashville release, "Kentucky Thunder," is set for June. Skaggs is producing Dolly Parton's next back-to-basics LP, "White Limozeen," due out in May... The Forester Sisters' "Best Of" LP and Michael Martin Murphey's "Land Of Enchantment" are both set for June on WB.

Capitol/Nashville's Suzy Bogguss will tour with the Statler Brothers from late May through June. A nominee for Best New Female Vocalist in the ACM awards race, she has just released a new album, "Somewhere Between"... Eddy Raven's debut Universal LP, "Temporary Sanity," is scheduled for May release.

Mandrell Accident Suit

Barbara Mandrell has filed suit against her insurance company in relation to the 1984 two-car collision in which she suffered broken bones

and a concussion. The accident killed the other driver, who was uninsured. Mandrell was absent from the stage for eight months and claims an earnings loss of \$6-\$8 million in addition to medical expenses. The insurance agency, Integrity Insurance, insists her policy did not provide uninsured motorist coverage.

GMC Trucks has joined the True Value Hardware Country Showdown talent contest as a sponsor, and the two will promote the national competition with joint and cross promotions in local outlets. Mickey Gilley, John Conlee, and Ronnie McDowell are among the artists slated to host some of the Showdown's 48 state level contests. Tammy Wynette will host the six regional finalist events in the fall, culminating with the nationally televised finals in January 1990.

The CMA's Video of the Year award submissions deadline is June 26. Videos released between July 1, 1988 and June 30, 1989 are eligible and should be sent directly to the CMA.

The second annual Songfest '89 will be held on St. Simon's Island, GA, July 16-18. Billed as the world's only songwriter's pro-am, the weekend is sponsored by Affiliated Publishers, Inc.

Dwight Yoakam and Buck Owens will host TNN's Viewer's Choice awards on April 25 from the Grand Ole Opry House. Ricky Van

Shelton leads the nominations, getting the nod in five categories.

Guitarist Steve Gibson produced an LP, "Game of Hearts," for CBS/Norway country singer Ottar Johansen. The album, recorded in English in Nashville, won Norway's equivalent of a Grammy for Best Country Album and has been licensed for release in Europe and Canada.

The Oak Ridge Boys' bass singer Richard Sterban and wife Donna are expecting a baby this spring.

—Debe Fennell

NEW ARTIST FACT FILE

Lonesome Strangers

Group Members: Mike McLean, 6/1/59; Lorne Rall, 4/28/54; Jeff Rymes, 8/14/54; Randy Weeks, 8/3/54

Place Called Home: Los Angeles

Current Single: "Goodbye Lonesome, Hello Baby Doll"

Current Album: "The Lonesome Strangers"

Record Label: Hightone

Producers: Bruce Bromberg and Wyman Reese

Manager: Rick Alter

Musical Influences: Buddy Holly, Delmore Brothers, Hank Williams

Album Attractions: "Another Fool Like Me," "Just Walk Away," "Oh My Train"



Lonesome Strangers (l-r): Mike McLean, Lorne Rall, Jeff Rymes, & Randy Weeks

Background: The Lonesome Strangers got their start in 1984 when Jeff Rymes and Randy Weeks, looking for a band, got together. While swapping tunes, Rymes played "Fugitive's Lament" by the Delmore Brothers, and the pair discovered a mutual love for traditional American music. They then began creating their own sound, which ranges from country to bluegrass to rockabilly. During a 1986 West Coast tour, drummer Mike McLean joined the band. Bassist Lorne Rall came aboard the following year.

Signing: Between 1984-88 the Strangers were booked into many of the same L.A. clubs where Dwight Yoakam and producer/guitarist Pete Anderson were playing. Anderson and Dan Fredman sub-

sequently tapped the Strangers, along with Yoakam, Rosie Flores, and Dave Alvin, for the 1985 compilation LP "Town South Of Bakersfield." This led to Anderson producing the group's first LP, "Lonesome Pine," which received limited distribution on the now-defunct Wrestler label. The Strangers signed with Hightone in 1988. Their label debut was produced by Bruce Bromberg and Wyman Reese.

Songs: Their self-titled album offers 11 songs, including nine written by Rymes. The current single, "Hello Lonesome, Goodbye Baby Doll" by L. Emerson, was originally recorded by Johnny Horton. And a Delmore Brothers song — "Lay Down My Old Guitar" — is also included on the album.

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



SOUTHERN STARS — Alabama and Jo-EI Sonnier kicked off their spring '89 tour with a concert at Middle Tennessee State University. Gathering after the show were (l-r) Alabama's Teddy Gentry, Jeff Cook and Randy Owen, RCA's Randy Goodman and Joe Galante, Alabama's Mark Herndon, Sonnier manager Bill Carter, Sonnier, and RCA's Jack Weston.



REBA'S DRESS REHEARSAL — Prior to launching her 1989 tour, Reba McEntire invited industry guests to view a dress rehearsal in Nashville. Shown here are members of MCA's country promotion staff: (l-r) Pat Surnegie, Joe Deters, Shelia Shipley, Carl Mickelakos, McEntire, Larry Hughes, Rick Hughes, and David Haley.

NASHVILLE IN MOTION

Fox Heads
MCA Music/
Nashville

Noel Fox

Former Lorimar Music/Nashville GM Noel Fox has been appointed VP/Creative Services at MCA Music/Nashville. He succeeds Sr. VP Jerry Crutchfield, who was recently named Exec. VP at Capitol/Nashville. Fox opened the Oak Ridge Boys' Silverline/Goldline Music in 1979 and continued as GM when Lorimar Music purchased the company in 1987. MCA Music President Leeds Levy said, "Noel's experience with the development of writers and writers/artists such as Steve Earle makes him the perfect guy for us."

Former Lorimar employee Kathy Lee joins MCA Music as assistant to Fox. Steve Day has been upped to GM and Al Cooley to Director/Services at MCA.

Former Network Ink publicist Jo Ann Burnside exits to become Marketing Coordinator for Ricky Van Shelton's manager Mike Campbell... Publisher Pat Higdon's new company, Patrick Joseph Music, has affiliated with the Warner Music Group/Nashville. Higdon was formerly Director/Creative Services for Warner... Baillie & The Boys have signed a public relations agreement with Kathy Gangwisch & Associates... The Desert Rose Band has signed with the William Morris Agency for booking.



THIS WOMAN IS GOLD — Following K.T. Oslin's performance at Harrah's, she was presented with a gold album for "This Woman." Pictured are (front, l-r) SESAC's Diane Petty, manager Stan Moress, Oslin, and RCA's Joe Galante; (back, l-r) RCA's Jack Weston and Randy Goodman.



MMM TOUTS YAMAHA — Michael Martin Murphey launched his endorsement of Yamaha Guitars with an in-store drawing at the grand opening of Disc Jockey Records in Music City. On hand were (l-r) Yamaha local dealer Larry Padgett, Yamaha's Roy Rogers, Murphey, contest winner Charles Doggett (with guitar), and WSIX/Nashville's Hoss Burns.

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ATPC ATTENDEES

I'd like to thank the organizers, air talent, programmers and numerous para-phrasing consultants who attended the Air Talent Programming Conference. I thank all of you for not throwing things during my stand-up at the luncheon. I hate to say this, but I actually learned something at this convention, besides how to crawl from suite to suite. See y'all next year!

-- Scott Parkin; KZEW/Dallas

P.S. Hang on Pamela, I'm coming Baby!

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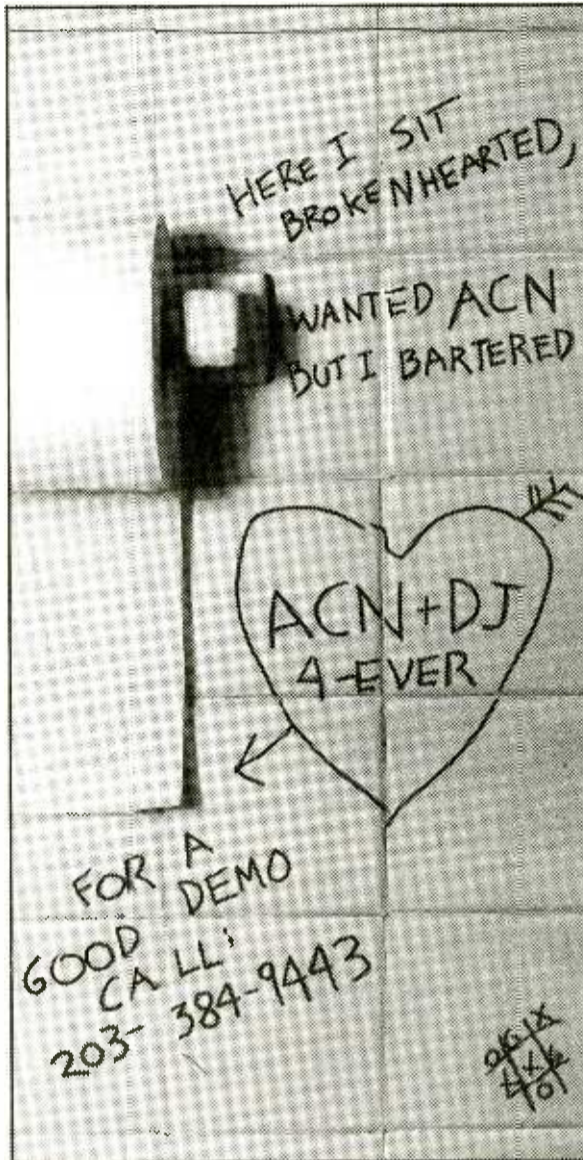
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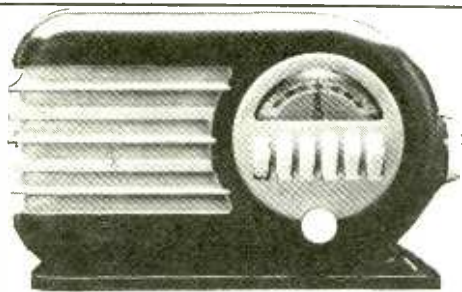
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EAST

New Pennsylvania FM seeks hungry, aggressive Sales Manager and staff. Be part of a pro organization committed to winning. Resume: WGBE, Box 1111, Williamsport, PA 17703-1111. (3/31) EOE

Up and coming personality needed at growing NH station for middays, possibly mornings. Quality production necessary. T&R: Box 799, Laconia, NH 03246. (3/31) EOE

WVPO/Stroudsburg, PA. is looking for weekend Air Talent. T&R: Rod Bauman, 22 South Sixth St., Stroudsburg, PA. 18360. (3/31) EOE

High energy night AT at suburban DC CHR! Excellent opportunity for performer who wants major market recognition. T&R: PD, Box 1726, Rockville, MD 20850. (3/31) EOE

WPGC/FM has an opening for a Program Director. Prior major market experience a must. Resume: 6301 Ivy Lane, Suite 800, Greenbelt, MD 20770. (3/31) EOE

Creative commercial producer/writer, some air work. Excellent compensation and benefits. Production samples: WKOK/WQKX, Box 1070, Sunbury, PA. 17801. (3/31) EOE

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97 KYN

OPENINGS NOW.

Top CHR now accepting T&R for news and AT positions. T&R to Program Director, 97 KYN, P.O. Box 777, St. Mary's, PA 15857. EOE

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Send T&R to Radio & Records, 1930 Century Park West, #420, Los Angeles, CA 90067. EOE

Top rated Maryland CHR seeks experienced afternoon drive personality. Must be creative and entertaining. Team players only! No beginners! Solid company. T&R to Radio & Records, 1930 Century Park West, Box #427, Los Angeles, CA 90067. EOE

NORTHEAST

Established Adult Contemporary 50kw FM seeks mature Female A/T for "Love Song" evenings. T&R to Radio & Records, 1930 Century Park West, Box #423, Los Angeles, CA 90067. EOE

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EMMIS Broadcasting is searching for an outstanding Chief Engineer for our Boston facility. Applicants should be well versed in outstanding audio, studio/transmitter construction and ready to be part of a winning team. Send resume with references, in confidence to:

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Central Pennsylvania AM/FM seeks creative commercial producer/writer capable of doing some air work. Excellent compensation and benefits. Send production samples to Joe McGranahan, GM, WKOK/WQKX, P.O. Box 1070, Sunbury, PA 17801. EOE

OPENINGS

Full-time news opening. Must gather, write and deliver local news. Talk show hosting possible. Also, part-time communicators for week-ends and swing. T&R: Hector Hannibal, P.O. Box 1340, New Haven, CT 06510. (203) 776-1340. EOE

FLY 92 ALBANY is seeking HI energy weekend talent to fill several shifts. Join a killer team!!!! Send tape and resume to: Todd Pettingill, OM/PD, P.O. Box 12279, Albany, NY 12212. Please no calls.

SOUTH

Classic Hits WXLY seeking full and parttime announcers. Photo. T&R: Rich Bailey, 950 Houston Northcut Blvd., Suite 201, Mt. Pleasant, SC 29464. (3/31) EOE

Hot AC in Elizabethtown, KY accepting applications for possible future openings. Beginners considered. T&R: WQXE, Box 517, 42701. (3/31) EOE

Country KEYB growing quickly and looking for creative Air Personalities with production background. T&R: Roger Lewis, Box 1077, Altus, OK 733521. (3/31) EOE

Great small market CHR seeks night AT. T&R: WKTG, Bob Mays, Box 338, Madisonville, KY 42431. (3/31) EOE

Adult communicator needed for afternoons at WQSM in Fayetteville. No screamers. Minorities encouraged. T&R: Scott McCleod, Box 35297, North Carolina 28303. (3/31) EOE

Full-service AC with everything but a PM driver. Be the ringleader for three voice "info-tainment" show. T&R: WKYX, Box 2397, Paducah, KY 42002-2397. (3/31) EOE

Sales Manager wanted for coastal North Carolina's leading 100,000 watt AOR station. Minimum two years' broadcast experience. Call Ben Ball: (919) 247-6343 for interview. (3/31) EOE

America's finest community radio station seeks young, aggressive News Director. Cover local news and lead talented staff. T&R: WCHL, Bill Whisenant, Box 2127, Chapel Hill, NC 27515. (3/31) EOE

Full Service AC combo near Washington, D.C. seeks experienced newscaster. Strong work skills a must. T&R: WFVA, Dick Rossi, Box 269, Fredericksburg, VA 22401. (3/31) EOE

Florida Keys AC seeks mature Adult Communicator for air shift and production duties. Experience necessary. T&R: US-1 Radio, Rt. 5, Box 183-E, Big Pine Key, FL 33043. (3/31) EOE

Future opening: News co-anchor, creative writing of lifestyle features plus contribution to morning "fun" a must. T&R: WFOX, 2000 Riveredge Pkwy, Atlanta, GA 30328. (3/31) EOE

Hot Gulf Coast CHR looking for evening cooker! Great opportunity and location. T&R: KISS-FM, Box 2347, Ft. Walton Beach, FL 32549. (3/31) EOE

General Manager/Sales Manager at new FM in Mattoon, IL. "on air" mid-summer. With resume, tell us your skills and interests. The Cromwell Group, Box 150846, Nashville, TN 37215. (3/31) EOE

Possible future AT opening at top-rated AC/Classic Hits in the Shenandoah Valley. T&R: Frank Mitchell, WINC, Box 3300, Winchester, VA 22601. (3/31) EOE

IT'S ALL IN THE NUMBERS!

Dallas-based radio company looking for Chief Financial Officer to go after the big numbers. If you have integrity, work well with people, are energetic and have a passion for excellence, we want you! Send complete resume and references to Personnel Department, 4835 N. O'Connor Road, Suite 134-395, Irving, Texas 75062. All resumes kept strictly confidential. EOE

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in one of the hottest radio markets in the country. Beautiful city area and decent money. Minimum 2 years medium market AM Drive experience or 3 years major market MIDDAYS or PM Drive. Send tape and resume to Program Director, 1219 W. 6th Street, Austin, TX 78703. EOE

SOUTHERN AOR

Has opening for Production/Creative Director. Can you make our production and copy sizzle and manage production department? Send T&R to Radio & Records, 1930 Century Park West, Box #430, Los Angeles, CA 90067. EOE

OPENINGS

GM

Seeking a General Manager for a North Carolina AM/FM combination. Must be energetic, positive leader for small/medium market radio operations. Sales and programming experience a must; prior management experience required. Very stable - long-term broadcasting company seeking career minded individual. Advancement opportunities. Send resume to: Robert Butler, Executive Vice President, Durham Life Broadcasting, P.O. Box 29521, Raleigh, N.C. 27626. EOE

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Dynamic Dallas-based radio company in competitive major market is looking for a Sales Manager to help put new life in our sales. If you're aggressive, energetic and work well with others, sail your complete resume and references our way. Personnel Department, 4835 N. O'Connor Road, Suite 134-395, Irving, Texas 75062. All resumes kept strictly confidential. EOE

WE'RE MANAGING WITHOUT YOU

But we'd rather not! We're a dynamic, major market radio company in search of an aggressive General Manager to help direct and steer our growth into the future. If you like the idea of working in Dallas and you like people, then we hope you'll manage to send your complete resume and references our way. Personnel Department, 4835 N. O'Connor Road, Suite 134-395, Irving, Texas 75062. All resumes kept strictly confidential. EOE

WRITER/PRODUCER

Needed to join creative team at top rated Southeastern station. Creative writing and versatile voice are necessary. Cassette with writing and voice work samples, and resume to Radio & Records, 1930 Century Park West, Box #429, Los Angeles, CA 90067. M/F EOE

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OPENINGS

MIDWEST

WHNN is looking for a third shift pro to handle overnights on mid-Michigan's AC. T&R: Box 96, Saginaw, MI 48603. (3/31) EOE

Central MI CHR seeks midday Air Personality with production skills. Females encouraged. T&R: WCFX, Kent Bergstrom, Box 795, Mt. Pleasant, MI 48804. (3/31) EOE

Station group owners seeks talent for all positions, all formats, for top markets. T&R: "No Prisoners," Jacor Communications, 1300 Central Trust Tower, Cincinnati, OH 45202. (3/31) EOE

AT/PD sought for small market CHR/AOR. T7R: Q102, Melinda Irwin, 2315 Downs Ave, Woodward, OK 73801. (3/31) EOE

Midday guy quit with no notice. Immediate opening at award winning small market Country station. Midwest only. Females encouraged. T&R: WTRE, Box 487, Greensburg, IN 47240. (3/31) EOE

We're looking for quality Air Talent for afternoon drive. University town. T&R: KASI/KCCQ, Box 728, Ames, Iowa 50010. (3/31) EOE

Top rated FM Country is searching for a dedicated News Director and Air Personalities. T&R: WYTE, Michael Weis, Box 1030, Stevens Point, WI 54481. (3/31) EOE

Full service/contemporary Country KTGR looking for future talent. T&R: Tom Colt, Box 459, Columbia, MO 65205. (3/31) EOE

Hot new FM in South Bend. Good bucks for top sound. Quality pros only for entire Air and News staff. We're serious about winning. T&R: 102FM, 3202 Grape, #7-106, Mishawaka, ID 46545. (3/31) EOE

Morning drive Newscaster sought for CHR in East Ohio. Two years' on-air experience preferred. T&R: WWJM, 210 S. Jackson St., New Lexington, OH 43764. (3/31) EOE

Soon to be 50,000 watt Country FM in Oklahoma seeks experienced announcer for afternoons. Must be great production person. T&R: KFXX, Box 433, Lawton, OK 73502. (3/31) EOE

NW Oklahoma CHR/AOR seeks AT who can do news. T&R: Q102, Melinda Irwin, 2315 Downs Avenue, Woodward, 73801. (3/31) EOE

Leading P-3 CHR in college town seeking strong, experienced AT with production. Bucks for right person. Photo. T&R: Thom Brown, Box 1410, Lafayette, IN 47902. (3/31) EOE

Chicagoland's new combo operation, WAIT, seeks full and part-time Air Talent. Needed immediately. T&R: Kevin Mollay, 8600 Rt. 14, Crystal Lake, IL 60012. (3/31) EOE

KFSB is currently seeking Air Personalities for all dayparts plus news staff. T&R: Ralph Cherry, 2620 Dogwood Rd., Joplin, MO 64801. (3/31) EOE

MIDWEST TOP RATED COUNTRY/CHR COMBO

New ownership, needs aggressive experienced people for mornings, nights and operations manager with ability to relate. T&R to Radio & Records, 1930 Century Park West, Box #413, Los Angeles, CA 90067. EOE

LEGENDARY MIDWEST COMBO

is looking for an organizer/writer/prod. wizard! Multi-track/people skills a must. T&R to J.D. Collins, Production Director, P.O. Box 1991, Green Bay, WI 54305. EOE

93.1 WKLR

CLASSIC OLDIES

Outstanding opportunity for mature, energetic morning News Director. Excellent company, salary and benefits! Rush C&R to: Simon Jeffries, 9292 North Meridian St., Indianapolis, IN 46260. EOE.

Winning Major Market Full-Service Legend seeks experienced, compelling morning air personality. If you are topical, versatile, warm, funny, always prepared, and aggressively want to be number one, quickly send your tape and resume to Radio & Records, 1930 Century Park West, Box #426, Los Angeles, CA 90067. M/F EOE

OPENINGS

PRODUCTION DIRECTOR

Detroit's Lite-FM is in need of a top notch production talent. If you're creative, yet organized — have a great voice and production skills — we'd like to hear from you.

T&R to: Bob Kaake
WLTJ-FM
20300 Civic Center Dr.
Suite 300
Southfield, MI 48076
EOE

THRIVING MEDIUM MARKET SEEKS MORNING TALENT

If you're creative, aggressive, bright, and willing to take a position in our winning morning show, we want to hear from you. Good pay and benefits. Voices and writing skills helpful. Team players only. T&R to Radio & Records, 1930 Century Park West, Box #414, Los Angeles, CA 90067. EOE



WROK/WZOK has lost Operations Manager Mark McClure to Denver. Assistant Operations Manager's post open. Looking for programmer with CHR & full-service/AC experience. Provide personal aircheck, station composite, promotional review and philosophy. Great facilities and talent available to keep these stations #1 & #2 through the 90's. Send package to Greg Strassel, Operations Manager, WROK/WZOK, P.O. Box 6186, Rockford, IL 61125. EOE M/F

NEWS DIRECTOR

Top Rated AM/FM combo is currently seeking an aggressive, self-starting News Director. Responsibilities include directing three person staff, preparing and executing newscasts, and providing positive leadership. Females are encouraged to apply. T&R to Radio & Records, 1930 Century Park West, #418, Los Angeles, CA 90067. EOE

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WEST

PD seeks "right arm" for PM Drive. Central California coast CHR with lots of toys. Photo, T&R: KXFM, Andy Morris, Box 1964, Santa Maria, CA 93456. (3/24) EOE

Air Talent sought for future openings. Photo, T&R: KMON, Al Decker, Box 3309, Great Falls, MT 59403. (3/31) EOE

"Lite Rock" KFIV/Modesto, CA seeks adult fun-loving afternoon drive AT. Upbeat, positive work environment. T&R: Paul Peterson, 2437 E. Orangeburg Ave., Modesto, CA 95350. (3/31) EOE

CHR KEZY/Anaheim, CA looking for fun, eager, energetic Air Personalities. Photo, T&R: Craig Powers, 11190 E. Ball Rd., Anaheim, CA 92805. No calls. (3/31) EOE

PD sought for start-up duties at Rocky Mountain FM and to fine tune News/Talk AM. Sound challenging? T&R: Chad Parrish, Sunbrook Communications, Box 4106, Missoula, MT. 59806. (3/31) EOE

New Tucson FM seeks Program Director. Experienced creative professional with strong promotional skills. T&R: FM, 2509 N. Campbell #342, Tucson, AZ 85719. (3/31) EOE

Seeking experienced, entertaining morning talent for Northern Colorado Oldies based AC. T&R: TRI 102, John Bailey, 5125 S. College, Fort Collins, CO. 80525. (3/31) EOE

AC/Oldies combo seeks qualified News Director immediately. Great salary and benefits. Growing group. T&R: KIST/KMGQ, 1221 Chapala, Santa Barbara, CA 93101. (3/31) EOE

OPENINGS

NEW YORK CITY

Best talent(s) in America sought for Adult Music Morning Show. Present market size, format, shift irrelevant. Must be locally relateable, topical, able to use phones. Writing skills, sense of humor helpful. Talented, hungry hard workers send T&R to PD, Country 103.5 WYNY, 1700 Broadway, New York, NY 10019. EOE/MF. Absolutely no calls.



Rare opening for KILLER AIR TALENT on New Mexico's Hottest Radio Station. Immediate Start. Tapes & resumes to POWER 105, (THE REAL) Howard Johnson, 10316 Edith Blvd., NE., Albuquerque, NM 87113. EOE

COUNTRY PROGRAMMER

If you're an honest-to-goodness Country programmer, we'd like to talk. Must have experience and know how to delegate and motivate. Confidentiality respected. T&R to Radio & Records, 1930 Century Park West, Box #425, Los Angeles, CA 90067. EOE



KMGX, Fresno's #1 CHR station, is looking for the best morning man in the country!!!! Funny, topical, irreverent, someone to generate street talk. Come join the family!!! Overnight T&R to: Kevin Carter, Program Director, KMGX, 1765 N. Fine, Fresno, CA 93727. EOE

92.5 KLSY

Seattle AC Station seeks hot Production Director! Multi-track experience, big voice, creative copy and amazing promos required. Rush T&R to Chris Mays, KLSY, 12011 NE 1st Street, Suite #206, Bellevue, WA 98005. EOE



KBCO AM/FM Boulder/Denver has a rare full-time late night air staff opening. Must have extensive music knowledge, conversational delivery, production skills, several years on-air experience and a long-term commitment to KBCO. Please send tape, resume and a letter talking about your musical experience and goals to: John Bradley, KBCO AM/FM, 4801 Riverbend Road, Boulder, CO 80301. KBCO is an Affirmative Action Employer.



KRLT-FM is looking for a creative Sales Manager. Must be able to carry a local list and handle Agencies. Recruiting and Training will be your responsibility. Must lead by example. Reply to G.M., KRLT, P.O. Box 5310, Stateline, NV 89449. Women and Minorities encouraged to apply.

POSITIONS SOUGHT

After fifteen years' in CHR/AC/Oldies formats, I would like to earn my way up to talk radio. OM/PD experience will help me produce your talk station. DUANE: (813) 888-8527. (3/31)

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THIS IS YOUR STATION WITH JIMMY MACK (sizzle, pop, sizzle) . . . ANY QUESTIONS? . . . Jimmy Mack (312) 239-3974

March madness ended early this year. Get next season's PBP voice now. Baseball, football, and anchoring. MARK: (314) 364-9572. (3/31)

Sharp, enthusiastic, creative AT with small market experience seeks new challenge. News, production, copy. CHR/AOR/AC. Ready when you are. TOM: (303) 949-1593. (3/31)

Highly rated jazz Air Personality. Music Director desires eclectic, dynamic, free form jazz innovator. Simon Hendrix, Box 266, Key West, FL 33041. (3/31)

More than three years of quality experience including Hartford, Cleveland, New Haven markets. If you're managing a hardball CHR team, I'm ready to hit. NASHMAN: (203) 568-8128. (3/31)

If your station uses words, you need a top-notch writer. Copy, comedy, sales pieces . . . name it. Do basic production. Major market experience. MATT: (619) 692-0896. (3/31)

Young, creative pro seeks fulltime shift. AOR/CR/Ctry/News/Oldies in Midwest or Mid-Atlantic states. Relocation no problem. Medium markets. JON: (312) 725-8554. (3/31)

20 year major market pro — K101, KCBS, KPLZ, KVI. Smooth personable and available now. MIKE: (206) 527-8709. (3/31)

Nine year vet ready for first PD gig in South or SE. CHR "flame-throwin'" promotion/winner-oriented only. Experience in Top 75 market. Let's get serious. (904) 257-3834. (3/31)

Country lady with ten years' as AT/MD/PD seeks next big challenge. Good pipes/programming skills. (214) 784-3057. (3/31)

Committed to sports? I'm your man! More than three years' in the business, news/talk experience. Anchor, reporting, strong PBP. FOGUE DANIELS: (205) 2332-0721. (3/31)

Cut this out and save it for after the book. Big voice. Nine years' experience. To program your Country FM. Serious winners only. JOHN: (912) 368-2000. (3/31)

AT with five years experience in lots of formats looking for voiceover/production work. Can write, produce and do lots of voices. TOM: (907) 279-6031. (3/31)

Writer/producer in small market automated FM seeks live station. Call only if you want hard working, multi-talented college grad fulltime. (216) 542-2108. (3/31)

WACKY CHICANERY FOR SALE!

Put Dave-o to work on your mornings! Watch the numbers go "Boinnnggg!" Milwaukee, Louisville & Bakersfield have heard it; you're next! Call for tape!

Dave Thompson (317) 297-1639

Experienced AT/MD/PD/OM seeks position in Los Angeles vicinity. Current AT/OM at Q-102/Oklahoma. Available May 1st. TORY: (405) 254-9102 or (405) 256-8344. (3/31)

Female jock desires fulltime or parttime air shift. SUZANNE: (714) 261-8112 or (714) 962-5787. (3/31)

Morning Zoo sidekick Newshost/MD looking for next new challenge. Nights? ALLAN: (206) 734-4027. (3/31)

Looking for a hard-working, pleasant, professional person for your Gospel/Ctry/Easy station? I'm here willing to relocate. PAUL: (417) 856-6452. (3/31)

AOR/CR vet seeks AT/MD in medium/small market. Four time PD and promotions. Morning sidekick would be ideal. D.L.: (816) 665-3460. (3/31)

Hardworking, pleasant and professional. AOR/CHR/AC/Classic. Willing to relocate. ROB THOMPSON: (417) 883-4060. (3/31)

Looking for AC format. Experience in medium and major markets and programming experience in good small market. Great set of pipes. RANDY: (314) 434-8897. (3/31)

Exciting, creative beginning jock seeks any shift, any format. Prefer West Coast. ALLYN: (714) 962-2296. (3/31)

Need revenues and numbers? 25 year communications veteran with promotion, news, production and programming experience and big on-air morning numbers. JACK SMITH: (406) 423-5694. (3/31)

POSITIONS SOUGHT

Ten years' in radio as OM/ND. Production and satellite background. WAYNE: (414) 324-4442. (3/31)

I want to work. Station went satellite. Looking for Midwest CHR/AC/AOR in any market size. Interested in community and station activity. GREG: (414) 235-4501. (3/31)

Excellent pipes looking to expand. I do air-work, production but I don't do windows. Currently in the Midwest but will look at all areas. MARV: (414) 921-2980. (3/31)

Experienced, but want to learn, accomplish more. Quality, community-minded broadcaster seeks production, on-air in positive environment. NAC/AC. AL: (312) 366-0242. (3/31)

Ex-WMCA good guy turned NY therapist with radio running through veins seeks weekend talk/comedy show within 150 miles of NYC. TED: (212) 863-8854. (3/31)

Funny, concise, one-to-one. Top 100 Country or AC PD's, call ART: (618) 397-2521. (3/31)

I've been in Shreveport too long, 16 years' medium market experience in AOR/CHR/AC or Country. MARK: (818) 746-8282. (3/31)

SEEKING

Operations Manager or Program Director position in large or medium market. Programming experience in AC, Country and Gold formats. Currently doing air work in St. Louis. Good references. Let's talk! Call Ron Dennington at 314/428-3132.

Five years' at KTYD/Santa Barbara as morning co-host and team player seeking new opportunities. Great phones, topical, funny and promotion/street-wise DAVID "HEFFERPERSON": (805) 5569-2278. (3/24)

Medium market fulltime AT seeks AOR/CR gig anywhere West. You won't find a better team player. Bits, characters, quality production. MATT CLAYTON: (209) 224-7465. (3/24)

R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.



BREAKERS

CHARLIE SINGLETON Good, Bad & Ugly (Epic)

72% of our reporting stations on it. Rotations: Heavy 2/0, Medium 20/1, Light 47/12, Total Adds 13 including WILD, WKYS, WYLD, XHRM, KSOL, KQXL, WPEG, WBLX, HOT105, WANM. Debuts at number 40 on the Urban Contemporary chart.

MADONNA Like A Prayer (Sire/WB)

63% of our reporting stations on it. Rotations: Heavy 5/0, Medium 25/2, Light 30/11, Total Adds 13 including WAMO, WUSS, KBCE, WWDM, WJMI, Z16, U102, KIPR, WJJS, WTLC. Debuts at number 39 on the Urban Contemporary chart.

NEW & ACTIVE

ATLANTIC STARR "My First Love" (WB) 57/26

Rotations: Heavy 0/0, Medium 9/4, Light 48/22, Total Adds 26 including WRKS, WDAS, WVEE, WTLC, KPRS, KSOL, WNHC, WJIZ, WFXA, WXOK. Medium: WKYS, WYLD, WWDM, WFXC, WIKS.

ROBERT BROOKINS "Don't Tease Me" (MCA) 57/10

Rotations: Heavy 1/0, Medium 18/0, Light 38/10, Total Adds 10, WTLC, WJIZ, WATV, WPAL, WPEG, WQMG, Z104, WJJS, HOT105, KPRW. Heavy: WFXC. Mediums include: WYLD, WBLZ, WUSS, WFXE, WDKT.

JOYCE "FENDERELLA" IRBY "Mr. D.J." (Motown) 56/23

Rotations: Heavy 0/0, Medium 17/0, Light 54/23, Total Adds 23 including WUSL, WVEE, WYLD, WBLZ, WZAK, KPRS, KMJM, WJIZ, WXOK, WZFX. Medium: WKYS, WWDM.

CONSTINA "Are You Lonely Tonight" (Columbia) 51/4

Rotations: Heavy 0/0, Medium 14/0, Light 37/4, Total Adds 4, KJMJ, WZAK, WATV, K98-FM. Mediums include: KRNB, WGC, KSOL, WENN, WPAL.

AL JARREAU "All Or Nothing At All" (Reprise) 50/5

Rotations: Heavy 0/0, Medium 17/0, Light 33/5, Total Adds 5, WATV, Z93, WQIS, WQOK, WTUG. Mediums include: WKYS, WVEE, KJLH, WUSS, WNHC.

ALEESE SIMMONS "I Want It" (Orpheus/EMI) 50/3

Rotations: Heavy 0/0, Medium 11/0, Light 39/3, Total Adds 3, KMJM, WALT, WCDX. Mediums include: WXYV, WVEE, KRNB, WJIZ, KQXL.

NEW KIDS ON THE BLOCK "I'll Be Loving You (Forever)" (Columbia) 49/24

Rotations: Heavy 0/0, Medium 3/0, Light 42/11, Total Adds 24 including WXYV, WILD, WUSL, WHUR, KJMJ, WYLD, WGC, WBLZ, KJLH, XHRM. Medium: WJTT, KPRR, WALT.

LA RUE "I Want Your Love" (RCA) 48/11

Rotations: Heavy 0/0, Medium 6/0, Light 42/11, Total Adds 11 including WEDR, KDAY, WWDM, KIPR, WQOK, WTUG, WIZF, WGR, WTLZ, WVOI. Mediums include: KMJM, WJTT, KJLH, U102, WALT.

ATENSION "Let Me Push It To Ya" (Island) 47/14

Rotations: Heavy 2/0, Medium 11/0, Light 34/14, Total Adds 14 including WYLD, PWR94, WBLZ, KBCE, WXOK, WFXC, Z99, K98-FM, WQIM, WIKS. Heavy: KRNB, KSOL. Mediums include: WHUR, K104, WEDR, WGC, KJLH.

ROB BASE & D.J. E-Z ROCK "Joy And Pain" (Profile) 46/26

Rotations: Heavy 0/0, Medium 5/1, Light 41/25, Total Adds 26 including KRNB, HOT103, PWR94, WZAK, XHRM, KBCE, WFXA, WATV, WENN, WJTT. Medium: WDAS, KDAY, WPAL, WFXC.

MICA PARIS "My One Temptation" (Island) 45/17

Rotations: Heavy 0/0, Medium 5/1, Light 40/16, Total Adds 17 including WHUR, WGC, KPRS, KJLH, XHRM, KBCE, WFXA, WXOK, WATV, Z99. Medium: WFXE, WTUG, WIZF, WTLZ.

ROBERTA FLACK "Uh-Uh Ooh-Ooh Look Out (Here I Come)" (Atlantic) 45/8

Rotations: Heavy 0/0, Medium 24/1, Light 21/7, Total Adds 8, KHYS, KRNB, HOT103, KMJM, WJMI, Q92, KMJJ, HOT96. Mediums include: WDAS, WKYS, WGC, WZAK, WUSS.

DEJA' "Made To Be Together" (Virgin) 44/11

Rotations: Heavy 0/0, Medium 7/1, Light 37/10, Total Adds 11 including WXYV, KRNB, WYLD, WNHC, WENN, WQIM, KMJJ, WANM, WTMP, Z92. Mediums include: WRKS, WFXA, WWDM, WFXE, WDKT.

CONTROLLERS "Temporary Lovers" (Capitol) 44/10

Rotations: Heavy 0/0, Medium 9/1, Light 35/9, Total Adds 10, KRNB, PWR94, KDAY, KJLH, WWDM, WQIC, WBLX, KMJJ, WTUG, KACE. Mediums include: WATV, KJLH, WLOU, WALT, WCDX.

TOO SHORT "Life's Too Short" (Jive/RCA) 43/4

Rotations: Heavy 3/0, Medium 17/0, Light 33/14, Total Adds 4, WATV, WFXC, KFXZ, WBLX. Heavy: KRNB, KDAY, WJTT. Mediums include: K104, WEDR, WZAK, KPRS, KMJM.

AMY KEYS "Lover's Intuition" (Epic) 43/3

Rotations: Heavy 0/0, Medium 18/1, Light 25/2, Total Adds 3, WGC, WUSS, WFXE. Mediums include: WXYV, WHUR, WKYS, KMJJ, WYLD.

SLICK RICK "Children's Story" (Def Jam/Columbia) 41/17

Rotations: Heavy 0/0, Medium 2/0, Light 39/17, Total Adds 17 including WXYV, WHUR, WVEE, WEDR, PWR94, WGC, WZAK, KMJM, KSOL, WENN. Medium: KHYS, KDAY.

DE LA SOUL "Me, Myself And I" (Tommy Boy) 37/14

Rotations: Heavy 1/0, Medium 3/0, Light 33/14, Total Adds 14 including WXYV, WDAS, WHUR, WPAL, WZFX, Q92, WQIS, KIPR, WQIM, WQOK. Heavy: KDAY. Medium: WILD, WRKS, WFXC.

M.C. HAMMER "Turn This Mutha Out" (Capitol) 35/3

Rotations: Heavy 3/0, Medium 21/1, Light 11/2, Total Adds 3, WHUR, WJMI, WIKS. Heavy: KJLH, WPAL, WPEG. Mediums include: WEDR, HOT103, KDAY, WJIZ, WFXA.

KIARA "Every Little Time" (Arista) 33/33

Rotations: Heavy 0/0, Medium 1/1, Light 32/31, Total Adds 33 including WDAS, WUSL, WKYS, KHYS, HOT 103, PWR94, WGC, WTLC, KMJM, WUSS, WDJY.

BEBE & CECE WINANS "Lost Without You" (Capitol) 30/9

Rotations: Heavy 1/0, Medium 8/0, Light 21/9, Total Adds 9, WDAS, WUSS, WNHC, WJIZ, KQXL, WENN, WZFX, Z99, WALT. Heavy: WZAK. Mediums include: WKYS, WBLZ, WEKS, WJMI, WANM.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are receiving airplay at 25 or more stations. Records in Significant Action are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Urban Contemporary chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

MOST ADDED	HOTTEST	TOP 10 RECURRENTS
KIARA (33)	BOBBY BROWN (64)	LW TW
ATLANTIC STARR (26)	CHERRELLE (47)	1 F. JACKSON/You
ROB BASE (26)	ASHFORD & SIMPSON (45)	7 2 LEVERT/Coolin'
NEW KIDS ON THE BLOCK (24)	TODAY (43)	2 3 SURFACE/Closer
JOYCE IRBY (23)	JONATHAN BUTLER (38)	5 4 MILLI VANILLI/Girl
MARCUS LEWIS (18)	KARYN WHITE (38)	— 5 BOYS/Lucky
TONY TONI TONE (18)	VESTA (23)	4 6 P. ABDUL/Straight
MICA PARIS (17)	EL DeBARGE (20)	— 7 TAYLOR & BELLE/All
SLICK RICK (17)	J.T. TAYLOR & R. BELLE (20)	8 8 TONE LOC/Wild
NATALIE COLE (16)	GUY (14)	6 9 K. WHITE/Superwoman
		1 10 A. BAKER/Just

THELMA HOUSTON & THE WINANS "Lean On Me" (WB) 30/9

Rotations: Heavy 0/0, Medium 5/0, Light 25/9, Total Adds 9, WKYS, WVEE, WYLD, WBLZ, KSOL, WPEG, WJTT, WQMG, KPRW. Medium: WHUR, WWKX, WEKS, WALT, KDIA.

CHANNEL 2 "Keep It Simple" (Wing/Polydor) 25/10

Rotations: Heavy 0/0, Medium 5/0, Light 20/10, Total Adds 10, WVEE, HOT103, WTLC, WNHC, WQMG, WQFX, Q92, KFXZ, K98-FM, HOT96. Medium: WXOK, WFXE, WEAS, KMJJ, WZZZ.

BRENDA RUSSELL "Le Restaurant" (A&M) 25/1

Rotations: Heavy 0/0, Medium 5/0, Light 20/1, Total Adds 1, KFXZ. Medium: WEDR, WUSS, WFXA, WEAS, KDIA.

SIGNIFICANT ACTION

TONY! TONII TONE! "For The Love Of You" (Wing/Polydor) 24/18

Rotations: Heavy 1/0, Medium 1/0, Light 22/18, Total Adds 18 including WXYV, WILD, WHUR, KJLH, WFXA, WENN, Z93, WPEG, WZFX, Z104. Heavy: WFXC. Medium: WWDM.

NEVILLE BROTHERS "Sister Rosa" (A&M) 24/9

Rotations: Heavy 0/0, Medium 4/1, Light 20/8, Total Adds 9, WGC, KDAY, KJLH, WNHC, WATV, WFXE, WQIM, KDKS, KACE. Medium: WDAS, WUSS, KJLZ.

PAULA ABDUL "Forever Your Girl" (Virgin) 23/6

Rotations: Heavy 2/0, Medium 9/0, Light 12/6, Total Adds 6, WBLZ, OC104, WJTT, Z16, WQOK, WVOI. Heavy: KSOL, KPRR. Mediums include: WAMO, KHYS, WJMI, Q92, KCHX.

ANQUETTE "I'll Always Be There For You" (Luke Skywalker) 22/4

Rotations: Heavy 0/0, Medium 3/0, Light 19/4, Total Adds 4, WBLZ, WENN, WFXE, KPRW. Medium: WJIZ, WJHM, KMJJ.

FUTURE "Heartbreaker" (Houston International) 19/1

Rotations: Heavy 0/0, Medium 14/0, Light 5/1, Total Adds 1, WNHC. Mediums include: KRNB, WEDR, KBCE, WPAL, WJTT.

MARCUS LEWIS "Searching For A Good Love" (Epic) 18/18

Rotations: Heavy 0/0, Medium 0/0, Light 18/18, Total Adds 18 including WEDR, WGC, KBCE, WENN, WPAL, WJTT, WFXE, WZFX, KJLZ, K98-FM.

DOMINO "Cuties Get Connected" (Profile) 18/0

Rotations: Heavy 0/0, Medium 4/0, Light 14/0, Total Adds 0. Medium: WPAL, WJTT, WEAS, WVOI.

7A3 "Drums Of Steel" (Geffen) 16/6

Rotations: Heavy 1/0, Medium 3/0, Light 12/6, Total Adds 6, WEDR, WJIZ, WFXA, WATV, WEAS, WANM. Heavy: KDAY. Medium: KSOL, WJTT, KMJJ.

DRAMATICS "Bridge Over Troubled Water" (Fantasy) 16/2

Rotations: Heavy 0/0, Medium 3/0, Light 13/2, Total Adds 2, WKYS, WGR, WGR. Medium: WEDR, KSOL, WTLZ.

CAMEO "In The Night" (Atlanta Artists/PolyGram) 15/3

Rotations: Heavy 1/0, Medium 4/0, Light 10/3, Total Adds 3, WZAK, OC104, KJLZ. Heavy: WTMP. Medium: WFXE, WLOU, WTLZ, KACE.

CHANELLE "One Man" (Profile) 15/2

Rotations: Heavy 0/0, Medium 2/0, Light 13/2, Total Adds 2, WJIZ, KBUZ. Medium: WNHC, WJTT.

NAYOBE "It's Too Late" (WTG) 14/1

Rotations: Heavy 0/0, Medium 1/0, Light 13/1, Total Adds 1, WTLZ. Medium: WJTT.

RODNEY O "This Is For The Homies" (Egyptian Empire) 14/0

Rotations: Heavy 0/0, Medium 3/0, Light 11/0, Total Adds 0. Medium: KRNB, WEDR, KPRW.

EAZY E "Easier Said Than Done" (Priority) 13/7

Rotations: Heavy 0/0, Medium 0/0, Light 13/7, Total Adds 7, PWR94, WJIZ, WFXA, WJTT, WFXE, WTMP, WGR.

DOROTHY MOORE "Endless Summer Nights" (Fantasy) 13/2

Rotations: Heavy 0/0, Medium 3/0, Light 10/2, Total Adds 2, WBLZ, WVOI. Medium: WEDR, WJTT, WTMP.

EVAN ROGERS "Call My Heart Your Home" (Capitol) 13/0

Rotations: Heavy 0/0, Medium 1/0, Light 12/0, Total Adds 0. Medium: WJTT.

PUBLIC ENEMY "Black Steel In The Hour Of Chaos" (Def Jam/Columbia) 12/6

Rotations: Heavy 0/0, Medium 0/0, Light 12/6, Total Adds 6, HOT103, WJIZ, WATV, Q92, WEAS, HOT96.

FINE YOUNG CANNIBALS "She Drives Me Crazy" (IRS/MCA) 11/3

Rotations: Heavy 1/0, Medium 5/1, Light 5/2, Total Adds 3, KPRS, WLOU, KCHX. Heavy: WAMO. Medium: WDJY, KHYS, OC104, KPRR.

ROYAL FLUSH "Dance Or Die" (Rap-A-Lot) 10/8

Rotations: Heavy 0/0, Medium 0/0, Light 10/8, Total Adds 8, WBLZ, WXOK, WPAL, WQFX, Z99, K98-FM, WQIM, WVOI.

GEORGE DUKE "Gulthy" (Elektra) 10/0

Rotations: Heavy 0/0, Medium 4/0, Light 6/0, Total Adds 0. Medium: KJLH, WWKX, WZZZ, KACE.

NEW ARTISTS

	Reports/Adds
1 JOYCE "FENDERELLA" IRBY/Mr. D.J. (Motown)	56/23
2 CONSTINA/Are You Lonely Tonight (Columbia)	51/4
3 LA RUE/I Want Your Love (RCA)	48/11
4 ATENSION/Let Me Push It To Ya (Island)	47/14
5 MICA PARIS/My One Temptation (Island)	45/17
6 TOO SHORT/Life's Too Short (Jive/RCA)	43/4
7 AMY KEYS/Lover's Intuition (Epic)	43/3
8 DE LA SOUL/Me, Myself And I (Tommy Boy)	37/14
9 M.C. HAMMER/Turn This Mutha Out (Capitol)	35/3
10 CHANNEL 2/Keep It Simple (Wing/Polydor)	25/10

New artists have not yet had a UC Breaker.



MAKE the MOVE!

ATLANTIC STARBUCK



"MY FIRST LOVE"

The
New
Single

Produced
and
Arranged
by
David
Lewis
and
Wayne
Lewis

From
The
Album
WE'RE
MOVIN'
UP

MOST ADDED!

Now On 57 Urban Contemporary Reporters — 52%!
Adds This Week:

- | | | | | |
|------|------|------|------|------|
| WRKS | KPRS | WXOK | WJJS | KBJZ |
| WDAS | KSOL | WPAL | WBLX | KPRW |
| WVEE | WNHC | Z93 | WQCK | WTLZ |
| WTLC | WJIZ | WFXE | KDKS | WYOI |
| | WFXA | WJMI | WTLG | KACE |
| | | WL0U | WIZF | |

Management Carl S. Co. Inc.



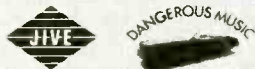
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JONATHAN BUTLER:

Marching to the top
R&R: Top Ten Hit!
One Of The Hottest!
BB: #4

"More Than Friends"



TOO SHORT:

Marching from the West Coast with hot hits, now playing:
WDAS • WHUR • WWKX • K104 • KHYS • KMJQ • KRNB • WEDR • WYLD • HOT103 • WJIZ • KBCE • WXOK • WPAL • WJTT • WWDM • WQFX • Q92 • KIIZ • WQIS • U102 • KIPR • WALT • WQIC • K98-FM • WQIM • WQOK • WEAS • KDKS • WTUG • Z92 • WBLZ • WZAK • KPRS • KMJM • WGPR • KBUZ • HOT96 • KPRW • WTLZ • KDAY • KSOL •

NEW & ACTIVE

Now On 43 UC Reporters

"Life's Too Short"

RCA'S MARCH

Madness

MARCHES ON!!!!

Check out the final four power plays from the RCA posse!



GRADY HARRELL:

His strong single "Sticks and Stones" from his debut album is making its power move up the charts

R&R **30**
BB #49
74 UC Reporters - 77%.

"Sticks And Stones"



LARUE:

Marching to the beat it's now on:
WNHC • WWKX • K104 • KRNB • WYLD • HOT103 • WXOK • WENN • WJTT • WFXE • WQFX • Q92 • KIIZ • KFXZ • WQIS • Z99 • U102 • WLOU • WALT • WQIC • K98-FM • WQIM • WQOK • WEAS • KDKS • KMJM • WANM • Z92 • WBLZ • WTLZ • KMJM • KBUZ • WDZZ • HOT96 • KPRW • KJLH • KSOL •

NEW & ACTIVE

Now On 48 Urban Contemporary Reporters And Breaker Bound!

"I Want Your Love"



3 2
WKS WKS LW TW

MARCH 31, 1989

		Total Reports/Adds	Heavy	Medium	Light			
13	8	5	1	SHENANDOAH/The Church On Cumberland Road (Columbia)	178/0	146	29	3
17	14	9	2	K.T. OSLIN/Hey Bobby (RCA)	174/2	127	36	11
6	5	3	3	VERN GOSDIN/Who You Gonna Blame It On This Time (Columbia)	165/0	136	21	8
21	17	10	4	JUDDS/Young Love (Curb/RCA)	178/0	100	73	5
3	1	1	5	KEITH WHITLEY/I'm No Stranger To The Rain (RCA)	156/0	129	19	8
12	10	7	6	DON WILLIAMS/Old Coyote Town (Capitol)	162/1	120	32	10
15	12	8	7	BILLY JOE ROYAL/Tell It Like It Is (Atlantic America)	170/1	108	55	7
25	19	12	8	RANDY TRAVIS/Is It Still Over (WB)	178/0	72	102	4
18	15	11	9	ROY ORBISON/You Got It (Virgin)	163/2	99	54	10
19	16	14	10	FOSTER & LLOYD/Fair Shake (RCA)	168/3	80	79	9
31	20	15	11	ALABAMA/If I Had You (RCA)	178/0	43	125	10
1	2	4	12	GEORGE STRAIT/Baby's Gotten Good At Goodbye (MCA)	137/0	95	35	7
20	18	16	13	HIGHWAY 101/Setting Me Up (WB)	173/2	60	95	18
24	23	17	14	PATTY LOVELESS/Don't Toss Us Away (MCA)	165/1	55	93	17
26	24	21	15	BAILLIE & THE BOYS/She Deserves You (RCA)	174/6	37	119	18
27	25	22	16	RESTLESS HEART/Big Dreams In A Small Town (RCA)	177/3	20	140	17
29	27	24	17	RODNEY CROWELL/After All This Time (Columbia)	175/3	23	131	21
22	21	19	18	LACY J. DALTON/The Heart (Universal)	159/2	56	77	26
4	3	2	19	MICHAEL MARTIN MURPHEY/From The Word Go (WB)	125/0	78	31	16
23	22	20	20	LEE GREENWOOD/I'll Be Lovin' You (MCA)	143/1	42	88	13
38	32	29	21	STEVE WARINER/Where Did I Go Wrong (MCA)	171/13	6	110	55
34	31	28	22	FORESTER SISTERS/Love Will (WB)	165/6	9	104	52
32	29	26	23	BARBARA MANDRELL/My Train Of Thought (Capitol)	154/5	19	95	40
9	6	6	24	BELLAMY BROTHERS/Big Love (MCA/Curb)	110/0	44	53	13
39	33	30	25	CLINT BLACK/Better Man (RCA)	158/10	13	89	56
40	34	31	26	DWIGHT YOAKAM/I Got You (Reprise)	161/16	6	86	69
—	42	33	27	EARL THOMAS CONLEY/Love Out Loud (RCA)	156/26	4	74	78
44	36	32	28	SKIP EWING/The Gospel According To Luke (MCA)	148/17	3	75	70
14	13	18	29	HANK WILLIAMS JR. with HANK WILLIAMS SR./There's A Tear In My Beer (WB/Curb)	105/0	43	37	25
—	44	36	30	DESERT ROSE BAND/She Don't Love Nobody (MCA/Curb)	150/22	4	62	84
43	38	34	31	LIONEL CARTWRIGHT/Like Father Like Son (MCA)	134/12	8	61	65
—	49	40	32	ROSANNE CASH/I Don't Want To Spoil The Party (Columbia)	152/36	2	49	101
11	9	13	33	EMMYLOU HARRIS/Heartbreak Hill (Reprise)	95/1	28	48	19
—	47	39	34	DAN SEALS/They Rage On (Capitol)	141/28	2	52	87
46	41	37	35	LONESOME STRANGERS/Goodbye Lonesome, Hello Baby Doll (Hightone)	122/14	4	45	73
2	11	25	36	REBA McENTIRE/New Fool At An Old Game (MCA)	90/0	37	33	20
5	4	23	37	NITTY GRITTY DIRT BAND/Down That Road Tonight (WB)	86/0	30	40	16
BREAKER	38	38	38	SHOOTERS/If I Ever Go Crazy (Epic)	116/16	1	45	70
49	43	41	39	MOE BANDY/Many Mansions (Curb)	100/7	6	47	47
45	40	38	40	MASON DIXON/Exception To The Rule (Capitol)	83/5	9	35	39
BREAKER	41	41	41	TANYA TUCKER/Call On Me (Capitol)	109/44	1	27	81
—	—	46	42	GENE WATSON/Back In The Fire (WB)	103/26	0	39	64
7	7	27	43	GEORGE JONES/I'm A One Woman Man (Epic)	68/0	26	26	16
—	—	49	44	LARRY BOONE/Wine Me Up (Mercury)	90/29	0	22	68
—	—	48	45	JONI HARMS/I Need A Wife (Universal)	79/23	1	21	57
DEBUT	46	46	46	OAK RIDGE BOYS/Beyond Those Years (MCA)	77/30	0	14	63
8	26	35	47	RICKY VAN SHELTON/From A Jack To A King (Columbia)	36/0	7	18	11
16	28	43	48	RONNIE MILSAP/Don't You Ever Get Tired... (RCA)	40/0	13	16	11
30	35	45	49	CONWAY TWITTY/I Wish I Was Still In Your Dreams (MCA)	25/0	10	4	11
10	30	44	50	T. GRAHAM BROWN/Come As You Were (Capitol)	25/0	3	12	10

MOST ADDED

- TANYA TUCKER (44)
- ROSANNE CASH (36)
- PAUL OVERSTREET (34)
- OAK RIDGE BOYS (30)
- LARRY BOONE (29)
- DAN SEALS (28)
- EARL THOMAS CONLEY (26)
- GENE WATSON (26)
- MERLE HAGGARD (25)
- RICKY SKAGGS (25)

HOTTEST

- SHENANDOAH (88)
- KEITH WHITLEY (79)
- K.T. OSLIN (68)
- VERN GOSDIN (61)
- GEORGE STRAIT (52)
- JUDDS (48)
- BILLY JOE ROYAL (45)
- RANDY TRAVIS (38)
- ROY ORBISON (37)
- DON WILLIAMS (35)

NEW ARTISTS

Reports/Adds

- 1 J. HARMS/I Need A Wife (Univ.) . . . 79/23
- 2 JAMES HOUSE/Don't Quit Me Now (MCA) . . . 51/17
- 3 SUZY BOGGUSS/Somewhere... (Cap.) 50/13
- 4 RUSSELL SMITH/I Wonder What... (Col.) . . . 41/9
- 5 CHRIS AUSTIN/Blues Stay Away... (WB) . . . 36/16
- 6 GARTH BROOKS/Much Too Young... (Cap.) . . . 35/9
- 7 J. EDWARDS/It's The Natural... (MCA/Curb) . . . 32/8
- 8 CEE CEE CHAPMAN/Frontier Justice (Curb) . . . 21/12
- 9 LORI YATES/Promises, Promises (Col.) 11/1
- 10 HEARTLAND/Keep The Faith (Tra-Star) . . . 10/3

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

SHOOTERS

If I Ever Go Crazy (Epic)

On 65% of reporting stations. Rotations: Heavy 1, Medium 45, Light 70, Total Adds 16, WSNO, WRKZ, WTCR, WZPR, WAJR, WILQ, KYKR, WIVK, WGAR-FM, WMIL, KKCS, KYGO, KFMS, KRAK, KSAN, KMPS. Moves 46-42-38 on the Country chart.

TANYA TUCKER
Call On Me (Capitol)

On 61% of reporting stations. Rotations: Heavy 1, Medium 2, Light 81, Total Adds 44 including WVAM, WQCB, WZPR, WXTU, KRRV, WYAY, WZZK, WXBQ, WUSY, KLLL, WYNG, KWMT, WCUZ, WHOK, K102, KASH, KNCQ, KTOM, KKAT, KSOP. Moves 47-41 on the Country chart.

BREAKERS 41 AND THE MOST ADDED RECORD OF THE WEEK

Tanya Tucker

"CALL ON ME" (44348)



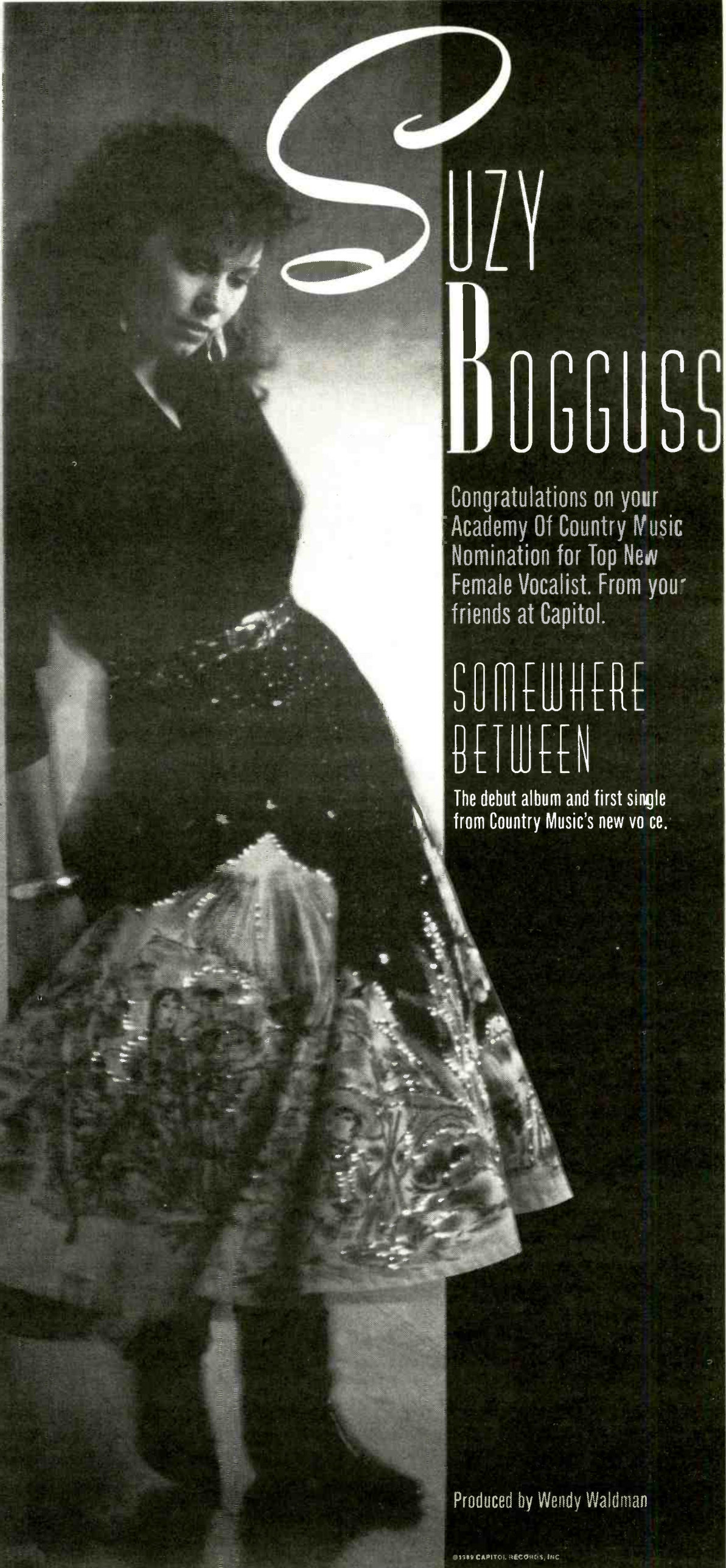
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NEW VOICE.
But Don't Just Take Our
Word For It.

"...her voice sparkles like crystal water, and she ain't all that bad looking boys and girls—she's only one of the best."
CHET ATKINS, CGP

"We just wanted you to know that we like Suzy Bogguss' work so much that we take her on the road with us just so we can listen to her a lot. We love the new single."
THE STATLER BROTHERS

"You oughta hear Suzy Bogguss sing my tune, 'Somewhere Between.' Wish all my songs sounded this good."
MERLE HAGGARD



SUZY BOGGUSS

Congratulations on your Academy Of Country Music Nomination for Top New Female Vocalist. From your friends at Capitol.

SOMEWHERE BETWEEN

The debut album and first single from Country Music's new voice.

COUNTRY
WITH
A
Capitol
"C"

Produced by Wendy Waldman

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NEW & ACTIVE

GENE WATSON "Back In The Fire" (WB) 103/26

Rotations: Heavy 0, Medium 39, Light 64, Total Adds 26 including WCAO, WQCB, WTCR, WZPR, WPOR, WESC, WMSI, WKNN, WQDR, WYYD, WCHY, KJNE, WTSO, WXCL, KZSN, KFRE, KMX, KNCQ, KKAT, KEEN. Moves 46-42 on the Country chart.

MOE BANDY "Many Mansions" (Curb) 100/7

Rotations: Heavy 6, Medium 47, Light 47, Total Adds 7. WPOR, WUSY, WTQR, WONE, KFKF, WMIL, KKAT. Heavy: WICO, WTVY, WOKK, KFGO, WDAF, KEKB. Medium: WVAM, WRKZ, WVVVA, WSTH, WCMS, KKYX, KTTS. Moves 49-43-41-39 on the Country chart.

LARRY BOONE "Wine Me Up" (Mercury) 90/29

Rotations: Heavy 0, Medium 22, Light 68, Total Adds 29 including WVAM, WBEE, WEZL, WUSY, WKSJ, WKA, WIRK, WUSN, WYNG, WGEE, KFKF, WMIL, KCJB, KIZN, KUGN, KMX, KWJJ, KNCQ, KKAT, KCKC. Moves 49-44 on the Country chart.

JONI HARMS "I Need A Wife" (Universal) 79/23

Rotations: Heavy 1, Medium 21, Light 57, Total Adds 23, WPOC, WHWK, WZPR, WAJR, WXTU, KEAN, WYNK, KYKR, WEZL, KYKX, KNFM, WCHY, KJNE, KZKX, WMUS, WFMB, WWJO, KIK-FM, KGHL, KVOC, KFRE, KNCQ, KTOM. Moves 48-45 on the Country chart.

OAK RIDGE BOYS "Beyond Those Years" (MCA) 77/30

Rotations: Heavy 0, Medium 14, Light 63, Total Adds 30 including WDSY, WBEE, WICO, WUSY, WFLS, WESC, WSIX, KKYX, WCHY, WQYK, WAXX, WYNG, KFKF, KZKX, KIK-FM, KIZN, KALF, KYGO, KEKB, KSOP. Debuts at number 46 on the Country chart.

SIGNIFICANT ACTION

JAMES HOUSE "Don't Quit Me Now" (MCA) 51/17

Rotations: Heavy 0, Medium 9, Light 42, Total Adds 17, WCAO, WAYZ, WAJR, KEAN, KRRV, WXBQ, WRNS, KYKX, WNOE, WHOK, WFMB, WWJO, KASH, KGHL, KUUY, KMX, KDRK. Medium: WTVY, KCJB, KALF.

ANNE MURRAY "Who But You" (Capitol) 51/17

Rotations: Heavy 1, Medium 12, Light 38, Total Adds 17, WSNO, KEAN, WXBQ, WSTH, KYKX, WNOE, WKYQ, KKYX, KJNE, WUSQ, WAXX, KWOX, KIZN, KALF, KMX, KNCQ, KTPK. Heavy: WKAK. Medium: KASE, KUZZ, KCKC.

J.C. CROWLEY "I Know What I've Got" (RCA) 51/12

Rotations: Heavy 0, Medium 12, Light 39, Total Adds 12, WDSY, WXBQ, WRNS, WSTH, KHEY, WNOE, KJNE, WUSQ, WGARFM, WWJO, KVOO, KWOX. Medium: WEZL, WCMS, KTTS, WTCM, KFDI, KIK-FM, KASH, KDRK.

SUZY BOGDUSS "Somewhere Between" (Capitol) 50/13

Rotations: Heavy 1, Medium 12, Light 37, Total Adds 13, KEAN, WEZL, WRNS, WESC, WMSI, WNOE, WYYD, WCHY, KJNE, WDAF, WTSO, KWOX, KIK-FM. Heavy: WOKK. Medium: WIVK, WCMS, WTQR, KFDI, KRKT, KDRK.

PAUL OVERSTREET "Sowin' Love" (RCA) 49/34

Rotations: Heavy 1, Medium 8, Light 40, Total Adds 34 including WBEE, KEAN, KRRV, KNFM, WKSJ, WSIX, WOWW, KTPK, KVOO, KRKT, KRST, KIK-FM, KIZN, KALF, KUUY, KJNE, KTOM, KSOP, KCKC, KDRK.

GAIL DAVIES "Waiting Here For You" (MCA) 43/8

Rotations: Heavy 0, Medium 13, Light 30, Total Adds 8, WQBE, WAYZ, KEAN, KNFM, WNOE, WUSQ, WCUZ, WTSO. Medium: WICO, WFLS, WCMS, WTQR, KWMT, WHOK, KCJB, WOW, KTTS, KFDI, KRKT, KALF, KDRK.

RUSSELL SMITH "I Wonder What She's Doing Tonight" (Epic) 41/9

Rotations: Heavy 1, Medium 9, Light 31, Total Adds 9, WCAO, WDSY, WEZL, KHEY, WNOE, WCMS, KJNE, WHOK, KUUY. Heavy: WCUZ. Medium: WRNS, WSTH, WTVY, WOKK, KCJB, KFDI, KALF, KDRK.

RONNIE McDOWELL "Sea Of Heartbreak" (Curb) 40/18

Rotations: Heavy 1, Medium 5, Light 34, Total Adds 18, WAYZ, WXBQ, WSTH, WFLS, WTNV, WDXE, KYKX, WNOE, KWMT, KJNE, WMUS, WWJO, KASH, KGHL, KVOC, KUUY, KALF, KMX.

MERLE HAGGARD "5:01 Blues" (Epic) 39/25

Rotations: Heavy 0, Medium 9, Light 30, Total Adds 25 including WZPR, WICO, KASE, WLWK, WUSY, WTVY, WFLS, WKSJ, WCMS, WKYQ, WYYD, WAXX, KFGO, KWMT, KTTS, KTPK, WTCM, KRKT, KUUY, KIIQ.

CHRIS AUSTIN "Blues Stay Away From Me" (WB) 36/16

Rotations: Heavy 0, Medium 6, Light 30, Total Adds 16, WSNO, WDSY, WICO, KRRV, WNOE, WKNN, KKYX, WUSQ, WAXX, KFGO, KWMT, KCJB, KWOX, KIK-FM, KUUY, KALF. Medium: WTVY, WTCM, KFDI, KRKT, KASH, KDRK.

GARTH BROOKS "Much Too Young" (Capitol) 35/9

Rotations: Heavy 0, Medium 5, Light 30, Total Adds 9, WRKZ, KYKX, WAMZ, WNOE, KKYX, KCJB, KXXY, KWOX, KDRK. Medium: KTTS, WTCM, KFDI, KALF. Light: WXXK, WEZL, KKIX, WDAF, KGHL, KNCQ.

BURCH SISTERS "Old Flame, New Fire" (Mercury) 32/14

Rotations: Heavy 0, Medium 4, Light 28, Total Adds 14, WQCB, KEAN, WUSY, WTNV, KYKX, WNOE, KKYX, WAXX, WHOK, WTSO, WMUS, KTTS, KIK-FM, KALF. Medium: WTCM, KFDI.

JONATHAN EDWARDS "It's The Natural Thing" (MCA/Curb) 32/8

Rotations: Heavy 0, Medium 6, Light 26, Total Adds 8, WSTH, KYKX, WNOE, KKYX, WAXX, KTTS, K102, KFDI. Medium: WTVY, WFLS, WIVK, WCUZ, KCJB, WOW. Light: WORC, WOKK, WKYQ, KTPK, KVOC.

RICKY SKAGGS "Lovin' Only Me" (Epic) 30/25

Rotations: Heavy 0, Medium 4, Light 26, Total Adds 25 including WYRK, WAYZ, WRKZ, KMML, WLK, KPLX, KKIX, WFLS, KIKK, WTNV, WSIX, WTQR, WTSO, WTCM, KVOO, KFDI, KUZZ, KALF, KWJJ, KIIQ.

CEE CEE CHAPMAN "Frontier Justice" (Curb) 21/12

Rotations: Heavy 0, Medium 3, Light 18, Total Adds 12, WCAO, WRNS, WDXE, WAXX, KFGO, KCJB, WTCM, KVOO, KFDI, KVOC, KUUY, KEKB. Medium: WKLO, KRKT. Light: WVAM, WXXK, WICO, KMML, WTVY, KKIX, KBMR.

KATHY MATTEA "Come From The Heart" (Mercury) 20/19

Rotations: Heavy 0, Medium 3, Light 17, Total Adds 19, WCAO, WRKZ, WXXK, WBEE, WICO, KMML, WTVY, KKIX, WIVK, WOKK, WUSQ, WCUZ, WDAF, WTSO, KXXY, WIL, WTCM, KFDI, KALF. Medium: KMX.

JOHN CONLEE "Fellow Travelers" (16th Avenue/Capitol) 19/14

Rotations: Heavy 1, Medium 1, Light 17, Total Adds 14, WCAO, WICO, WSTH, WTVY, WDXE, WCMS, WAXX, KWMT, WTSO, KCJB, WTCM, KFDI, KMX, KTOM. Light: KKIX, KBMR, KVOO, KVOC, KRWQ.

LORRIE MORGAN "Dear Me" (RCA) 12/11

Rotations: Heavy 0, Medium 0, Light 12, Total Adds 11, WRKZ, WXXK, KMML, WTVY, KKIX, WIVK, WOKK, WSIX, KEKB, KWJJ, KNCQ. Light: KMX.

BUCK OWENS "Put A Quarter In The Jukebox" (Capitol) 11/8

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 8, KIKK, WDAF, KTTS, WTCM, KVOO, KEKB, KIIQ, KCKC. Light: KKIX, KBMR, KFDI.

LORI YATES "Promises, Promises" (Columbia) 11/1

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 1, WNOE. Medium: KDRK. Light: WXXK, KRRV, KMML, WTVY, KKIX, WFLS, KFGO, KVOO, KRKT.

McCARTERS "Up And Gone" (WB) 10/10

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 10, KMML, WTVY, KKIX, WIVK, WOKK, WUSQ, KXXY, WTCM, KVOO, KIIQ.

HEARTLAND "Keep The Faith" (Tra-Star) 10/3

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, WNOE, WAXX, KWMT. Medium: WCMS, WOW. Light: WICO, WSTH, KKYX, KFGO, KVOO.

TRAVELING WILBURYS "End Of The Line" (Wilbury/WB) 10/2

Rotations: Heavy 0, Medium 5, Light 5, Total Adds 2, WXBQ, WCMS. Medium: WRNS, KBMR, WMUS, WOW, KMX. Light: WKYQ, WCUZ, KVOC.

ALBUM TRACKS

ARTIST/Song Title (Label)	Album Title
RICKY VAN SHELTON/Living Proof (Columbia)	Loving Proof
ALABAMA/High Cotton (RCA)	Southern Star
RICKY VAN SHELTON/Hole In My Pocket (Columbia)	Loving Proof
GEORGE STRAIT/Ace In The Hole (MCA)	Beyond The Blue Neon
GEORGE STRAIT/Hollywood Squares (MCA)	Beyond The Blue Neon
ALABAMA/Barefootin' (RCA)	Southern Star
RANDY TRAVIS/Written In Stone (WB)	Old 8 x 10
ALABAMA/The Borderline (RCA)	Southern Star
LARRY BOONE/Fool's Paradise (Mercury)	Swingin' Doors & Saw...
DESERT ROSE BAND/Hello Trouble (MCA/Curb)	Running
ALABAMA/Down On The River (RCA)	Southern Star
K.T. OSLIN/This Woman (RCA)	This Woman
RONNIE MILSAP/Feels Like I'm Cheating On You (RCA)	Stranger Things Have...
GEORGE STRAIT/Angel Angelina (MCA)	Beyond The Blue Neon
FOSTER & LLOYD/She Knows What She Wants (RCA)	Faster & Louder
EMMYLOU HARRIS/Heaven Only Knows (Reprise)	Bluebird



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LW	TW	ARTIST/Album	TRACKS
1	1	WINDOWS /The French Laundry (Cypress/A&M)	"Night" "Ship"
2	2	FREE FLIGHT /Slice Of Life (FM/CBS)	"Slice" "Uptown"
9	3	HIROSHIMA /East (Epic)	"East" "Streetcorner"
3	4	MARTIN TAYLOR /Sarabanda (Gala)	"Mornin'" "Call"
6	5	SPECIAL EFX /Confidential (GRP)	"Place" "Confidential"
16	6	ANDREAS VOLLENWEIDER /Dancing With The... (Columbia)	"Dancing" "See"
4	7	ENYA /Watermark (Geffen)	"Orinoco" "Storms"
11	8	ALEX BUGNON /Love Season (Orpheus/EMI)	"Love" "Piano"
5	9	KEIKO MATSUI /Under Northern Lights (MCA)	"Mountain" "Morning"
10	10	STEVE BACH /More Than A Dream (Soundwings)	"Rain" "Fast"
8	11	DAVID ARKENSTONE /Island (Narada-Equinox/MCA)	"Island" "Ballet"
7	12	TANITA TIKARAM /Ancient Heart (Reprise)	"Twist" "Cathedral"
17	13	SCOTT COSSU /Switchback (Windham Hill)	"Desert" "Serpentine"
20	14	CHRIS REA /New Light Through Old Windows (Geffen)	"Beach" "Candles"
22	15	DAVID MANN /Insight (Antilles New Direction/Island)	"Chelsea" "Lunar"
14	16	BOBBY LYLE /Ivory Dream (Atlantic)	"Ivory" "Tropical"
27	17	IVAN LINS /Love Dance (Reprise)	"Moved" "Who's"
18	18	STEPS AHEAD /N.Y.C. (Intuition/Capitol)	"Well" "N.Y.C."
13	19	DEBORAH HENSON-CONANT /On The Rise (GRP)	"Rise" "Phoenix"
21	20	NIGHTENGALE /Lightdance (Higher Octave)	"Sundance" "Japanese"
26	21	SHERRY WINSTON /Love Madness (Headfirst)	"Love" "That's"
30	22	PAT KELLY /I'll Stand Up (Nova)	"Bolinas" "River"
24	23	OAN BALMER /Becoming Became (Chase Music Group)	"Becoming" "Nephews"
12	24	KIM PENSYL /Pensyl Sketches #1 (Optimism)	"Ready" "Moroccan"
15	25	ROSS TRAUT & STEVE ROOBY /The Great Lawn (Columbia)	"La La" "Round"
25	26	RIC FLAUOING /Refuge (Spindletop)	"Creation" "Heart"
19	27	OON HARRISS /Vanishing Point (Sonic Atmospheres)	"Morning" "Invitations"
DEBUT	28	JOE SAMPLE /Spellbound (WB)	"Seven" "Spellbound"
29	29	FREEWAY PHILHARMONIC /The Freeway Philharmonic (Spindletop)	"Five" "Love"
28	30	BIRELI LAGRENE /Foreign Affairs (Blue Note)	"Timothee"

LW	TW	ARTIST/Album	TRACKS
1	1	STEPS AHEAD /N.Y.C. (Intuition/Capitol)	"Senegal" "Lust"
2	2	BOBBY LYLE /Ivory Dreams (Atlantic)	"Ivory" "Been"
4	3	TURTLE ISLAND STRING QUARTET /Metropolis (Windham Hill)	"Four" "Sidewinder"
3	4	STEVE BACH /More Than A Dream (Soundwings)	"Fast" "Long" "Star"
5	5	FREE FLIGHT /Slice Of Life (FM/CBS)	"Uptown" "Slice"
7	6	MARCUS ROBERTS /The Truth Is Spoken Here (Novus/RCA)	"Arrival" "Blue"
8	7	TERRI LYNE CARRINGTON /Real Life Story (Verve Forecast)	"Blackbird" "Message"
6	8	MARTIN TAYLOR /Sarabanda (Gala)	"Call" "Jenny"
12	9	SHERRY WINSTON /Love Madness (Headfirst)	"Stride" "That's"
10	10	PASSPORT /Talk Back (Atlantic)	"Nico's" "Sahara"
13	11	WINDOWS /French Laundry (Cypress/A&M)	"Night" "French"
18	12	CHICK COREA AKOUSTIC BAND /Chick Corea Akoustic Band (GRP)	"T.B.C." "Love"
16	13	KEIKO MATSUI /Under Northern Lights (MCA)	"Mountain" "Under"
21	14	KEVIN EUBANKS /The Searcher (GRP)	"Breeze" "Straitjacket"
9	15	ROSS TRAUT & STEVE ROOBY /The Great Lawn (Columbia)	"La La" "Roof"
11	16	DAVID MANN /Insight (Antilles New Direction/Island)	"Chelsea" "Clockwinder"
20	17	SPECIAL EFX /Confidential (GRP)	"Sabariah" "Place"
14	18	ROBIN EUBANKS /Different Perspective (JMT/PolyGram)	"Midtown"
27	19	MCCOY TYNER /Revelations (Blue Note)	"Yesterdays" "Mellow" "Peresina"
BREAKER	20	SUPERBLUE /Superblue (Blue Note)	"Open Sesame" "Summertime" "Marvelous Marvin"
22	21	BUDDY MONTGOMERY /So Why Not (Landmark)	"So" "Waterfall"
19	22	MULGREW MILLER /The Countdown (Landmark)	"Countdown" "What"
24	23	BOB BERG /Cycles (Denon)	"Back" "Diamond"
BREAKER	24	JOE SAMPLE /Spellbound (WB)	"Seven" "Leading" "Looking"
BREAKER	25	OREGON /45th Parallel (Portrait/Epic)	"Pageant" "Hand"
BREAKER	26	ERIC GALE /In A Jazz Tradition (EmArcy)	"Eric's"
17	27	JIMMY McGRUFF /Blues To The Bone (Milestone/Fantasy)	"After"
28	28	RALPH PETERSON QUINTET /V (Blue Note)	"Enemy"
BREAKER	29	HIROSHIMA /East (Epic)	"East" "Tabo"
23	30	GARRY OIAL & OICK OATTS /Dial & Oatts (DMP)	"Firing" "Perfect"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
JOE SAMPLE (11) ANDY SUMMERS (7) PIERRE BENSUSAN (6) BOOKER T. JONES (5) GILES REAVES (5) DON ROBERTSON (5) ANDREAS VOLLENWEIDER (5) LARRY KNECHTEL (4)	WINDOWS (18) A. VOLLENWEIDER (10) ENYA (9) TANITA TIKARAM (9) ALEX BUGNON (8) FREE FLIGHT (7) HIROSHIMA (7)	A. VOLLENWEIDER/Dancing TANITA TIKARAM/Twist

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
DAVID MURRAY (9) CHICK COREA AKOUSTIC (8) JOE SAMPLE (8) A. VOLLENWEIDER (8) ALLEGRO JAZZ... (7) IVAN LINS (6) SUPERBLUE (6)	BOBBY LYLE (12) STEPS AHEAD (11) TURTLE ISLAND (9) STEVE BACH (8) HIROSHIMA (8) MARCUS ROBERTS (8)	T.L. CARRINGTON/Blackbird HIROSHIMA/East BOBBY LYLE/Been KEIKO MATSUI/Mountain STEPS AHEAD/Senegal WINDOWS/Night

NEW & ACTIVE

**GLENN ALEXANDER "Glenn Alexander" (SOS Records) 22/1
Rotations: Heavy 7/0, Medium 7/1, Light 8/0, Total Adds 1, KLZS. Heavy: BRZ, WGMC, WFAE, WLOQ, WOTB, WLHT, KMGQ. CHART EXTRA this week.

*KEVIN EUBANKS "The Searcher" (GRP) 23/2
Rotations: Heavy 2/0, Medium 11/1, Light 10/1, Total Adds 2, SMN, KLRS. Heavy: BRZ, WNGS. BREAKER this week.

KERSTIN ALLVIN "Origins" (JBX) 21/2
Rotations: Heavy 3/0, Medium 12/1, Light 6/1, Total Adds 2, KLZS, WHNN. Heavy: WBZN, KLRS, KTCL.

PASSPORT "Talk Back" (Atlantic) 20/1
Rotations: Heavy 4/0, Medium 7/0, Light 9/1, Total Adds 1, KBCO. Heavy: WBZN, WGMC, KTCL, KMGQ.

TERRI LYNE CARRINGTON "Real Life Story" (Verve Forecast) 19/1
Rotations: Heavy 1/0, Medium 11/1, Light 7/0, Total Adds 1, WOTB. Heavy: BRZ.

PETER KATER "Homage" (Gala/Gramavision) 18/1
Rotations: Heavy 1/0, Medium 4/0, Light 13/1, Total Adds 1, KLRS. Heavy: KTWV.

RALF ILLENBERGER "Circle" (Narada-Equinox/MCA) 18/0
Rotations: Heavy 5/0, Medium 7/0, Light 6/0, Total Adds 0. Heavy: KOAI, KDAB, KKSF, KLZS, SS.

CHAKA KHAN "C.K." (WB) 17/3
Rotations: Heavy 4/0, Medium 6/0, Light 7/3, Total Adds 3, KIFM, KBCO, KTCL. Heavy: KBLX, WGMC, WFAE, WOTB.

DAVID CROSBY "Oh Yes I Can" (A&M) 17/1
Rotations: Heavy 5/0, Medium 8/0, Light 4/1, Total Adds 1, KSNO. Heavy: KOAI, WNUA, KIFM, KLRS, KTCZ.

MEMBERS ONLY...TOO! "The Way You Make Me Feel" (Muse) 16/1
Rotations: Heavy 1/0, Medium 8/0, Light 7/1, Total Adds 1, KMGQ. Heavy: WLHT.

ERIC GALE "Let's Stay Together" (Artful Balance/JCI) 15/1
Rotations: Heavy 2/0, Medium 7/0, Light 6/1, Total Adds 1, KOAI. Heavy: KEYV, KSNO.

MICHAEL HAYES "I Vibe" (Surface To Air) 15/1
Rotations: Heavy 4/0, Medium 6/0, Light 5/1, Total Adds 1, KIFM. Heavy: BRZ, WGMC, WFAE, WLHT.

ERNIE WATTS with GAMALON "Project: Activation Earth" (Amherst) 15/1
Rotations: Heavy 3/0, Medium 4/0, Light 8/1, Total Adds 1, KIFM. Heavy: WGMC, WLHT, KTCL.

**SCOTT COSSU "Switchback" (Windham Hill) 24/1
Rotations: Heavy 2/0, Medium 15/1, Light 7/0, Total Adds 1, WSIE. Heavy: KPLU, KSBR. CHART EXTRA this week.

**PAT KELLY "I'll Stand Up" (Nova) 21/2
Rotations: Heavy 2/0, Medium 10/1, Light 9/1, Total Adds 2, WCPN, WFSS. Heavy: KJZZ, JZTRAX. CHART EXTRA this week.

**DEBORAH HENSON-CONANT "On The Rise" (GRP) 20/0
Rotations: Heavy 5/0, Medium 8/0, Light 7/0, Total Adds 0. Heavy: WJAZ, KLSK, CJ, WSIE. JZTRAX. CHART EXTRA this week.

IVAN LINS "Love Dance" (Reprise) 22/6
Rotations: Heavy 5/0, Medium 8/2, Light 9/4, Total Adds 6, KLCC, WFSS, KSLU, WLVE, WVPE, KWMU. Heavy: WCPN, KPLU, WTEB, JZTRAX, F40. BREAKER this week.

ALEX BUGNON "Love Season" (Orpheus/EMI) 22/5
Rotations: Heavy 10/0, Medium 4/2, Light 8/3, Total Adds 5, WJZZ, KMHD, WFPL, WLVE, KWMU. Heavy: WCPN, WSHA, JCITY, WFSS, KSLU, WIVY, WSIE, WVPE, JZTRAX, F40. BREAKER this week.

*DIRTY DOZEN BRASS BAND "Voodoo" (Columbia) 21/2
Rotations: Heavy 2/0, Medium 13/0, Light 6/2, Total Adds 2, WMOT, WEBR. Heavy: WCPN, KJAZ. BREAKER this week.

ERNIE WATTS with GAMALON "Project: Activation Earth" (Amherst) 19/0
Rotations: Heavy 3/0, Medium 9/0, Light 7/0, Total Adds 0. Heavy: WDET, KUOP, WEBR.

MANTECA "No Heroes" (Duke St/Soundwing) 18/1
Rotations: Heavy 6/0, Medium 6/0, Light 6/1, Total Adds 1, KCLC. Heavy: KJZZ, WAER, WFPL, KLSK, KUOP, KSBR.

MAYNARD FERGUSON "High Voltage 2" (Intima/Enigma) 18/0
Rotations: Heavy 6/0, Medium 7/0, Light 5/0, Total Adds 0. Heavy: KJZZ, KPLU, WAER, WSHA, KUOP, WSIE.

ANDREAS VOLLENWEIDER "Dancing With The Lion" (CBS) 16/8
Rotations: Heavy 2/1, Medium 6/1, Light 8/6, Total Adds 8, WSHA, JCITY, WIVY, WVPE, KWMU, KSBR, JZTRAX, F40. Heavy: WCPN.

JORGE DALTO "Rendezvous" (Cheetah) 16/2
Rotations: Heavy 1/0, Medium 8/0, Light 7/2, Total Adds 2, JCITY, WIVY. Heavy: WFPL.

MEMBERS ONLY...TOO! "The Way You Make Me Feel" (Muse) 15/3
Rotations: Heavy 0/0, Medium 8/1, Light 7/2, Total Adds 3, WCPN, WFSS, WIVY.

RAY BRYANT "Golden Earrings" (EmArcy) 15/1
Rotations: Heavy 6/0, Medium 4/0, Light 5/1, Total Adds 1, KPLU. Heavy: KSNS, KJAZ, KLCC, WTEB, WUSF, WVPE.

* Uncharted Breakers denoted by one asterisk

** Chart Extra denoted by two asterisks



SARAH McLACHLAN

"A gem. McLachlan's music sounds light years beyond her twenty." - GAVIN REPORT

"Touch' is absolutely wonderful." - BILLBOARD

"A brilliant record that displays a mastery of form." - MUSIC EXPRESS

"Touch' is a damn fine debut." - VINYL PROPAGANDA

"McLachlan's sound is original. In short, 'Touch' is stunningly beautiful." - CALGARY SUN

TOUCH. The debut Arista album from Sarah McLachlan. Featuring the lead track, "Vox."

THE POWER TO TOUCH EVERYONE



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THE VETERAN KEYBOARDIST AND FOUNDED MEMBER

OF THE CRUSADERS TAKES OFF IN A BOLD NEW DIREC-

TION. HIS WARNER BROS. DEBUT IS A SPELLBINDING

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SHOWCASE FOR HIS CONTEMPORARY MUSICAL VISION—

PRODUCED BY TOMMY LIPUMA

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CONTEMPORARY JAZZ
BREAKERS

DEBUT 24

NAC CHART DEBUT 28



MANAGEMENT: PETER F. FUSSELL ASSOCIATES, LOS ANGELES © 1999 WARNER BROS. RECORDS, INC.

New AC

ADDS & HOTS

ADDS & HOTS grid for New AC, including stations like WMGM/Rochester, WOTB/Newport, KOAI/Dallas, etc., and lists of reporters and playlists.

CONTEMPORARY JAZZ

ADDS & HOTS

ADDS & HOTS grid for Contemporary Jazz, including stations like WBGO/Newark, WEBR/Buffalo, WFPL/Louisville, etc., and lists of reporters and playlists.

THE DIRTY DOZEN BRASS BAND

Advertisement for The Dirty Dozen Brass Band, listing associated artists like Elvis Costello, Neville Bros., and Herbie Hancock, along with station affiliations.

40 Current Contemporary Jazz Reporters
35 Current Contemporary Jazz Playlists
Did Not Report, Playlist Frozen (3): The Jazz Show
WHR0/Norfolk
WNOP/Cincinnati
Called in Frozen Playlist (2):
Coffee And Jazz
WUSF/Tampa

SFO logo and text: MARY BUFFETT - TOM NELSON - PETER BUFFETT CONNECTION THREE - ONLY WORDS OF LOVE PETER BUFFETT APPEARS COURTESY OF MARADA PRODUCTIONS Associated Records

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If you have one melodically captivating, harmonically breathtaking, brilliantly textured new EP to pick up and put on your play list, pick up the one new EP that's been picked up by WNUA, KLRN, KUNC, KAZU, KQPT, KSNO, KDAB, KCLC, KCSS, WSKY, KVNO, KEYV, KOAI, WBZN, WFBE, KFSU, KEWU, WOTB, WCND, WDXZ, The Breeze Network, and Satellite Music Network already.

FOR FREE CD SERVICE OR PROMOTION, CONTACT: DEDE WHITESIDE/TOM GARRETT (818) 968-7666



BREAKERS

ENYA

Orinoco Flow (Sail Away) (Geffen)

64% of our reporters on it. Rotations: Heavy 9, Medium 27, Light 18, Total Adds 15 including 2WD, WNLT, WOMC, KMJI, KOST, KLSY, WVAF, WZNY, WTCB, WTFM, U102. Move 27-22 on the AC chart.

NATALIE COLE

Miss You Like Crazy (EMI)

56% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 35, Total Adds 24 including WVBF, WLTS, WNLT, KLSI, KBIG, KESZ, WFMK, WMGN. Debuts at number 30 on the AC chart.

CAROLE KING

City Streets (Capitol)

55% of our reporters on it. Rotations: Heavy 0, Medium 17, Light 30, Total Adds 8, KLSY, WXTC, WTFM, WRMF, 3WM, WECQ, WHAI, WKSB.

NEW & ACTIVE

BUSTER POINDEXTER "Hit The Road Jack" (RCA) 40/7

Rotations: Heavy 0, Medium 6/0, Light 34/7, Total Adds 7, WOMC, WSLI, WQNY, WGLL, WKSB, WLDR, KBLQ, Medium: KESZ, WAFL, WSKI, WORG, WKCX, WMTFM. Light including 2WD, B100, WLEF, WVAF, WSLQ, WTRX, WLHT, WFMK, 3WM, WEIM, WHAI, WCKQ, WFPA, WGSV, WZNS, KTYL, KVIC, KSCB, WTVR, KKLK, KAYN.

ONE 2 MANY "Downtown" (A&M) 38/10

Rotations: Heavy 0, Medium 8/0, Light 30/10, Total Adds 10, WSLI, WECQ, WGLL, WKSB, WKTK, KRLB, WTVR, WLDR, KKLK, KSTR. Medium: WLEF, WSKI, WZNS, WORG, WKCX, KBLQ, KYJC, KAYN. Light including B100, KHLT, WSLQ, WTRX, WEIM, WHAI, WYKZ, WCKQ, WFPA, KTDY, KTYL, KVIC, WMTFM, KSCB, WJON.

HOWARD JONES "Everlasting Love" (Elektra) 38/4

Rotations: Heavy 0, Medium 18/0, Light 20/4, Total Adds 4, KHLT, KELT, WKTK, KSTR. Medium: WLEF, WKYE, Y103, WSLQ, WEIM, WHAI, WAFL, WSKI, WCKQ, KTDY, KRLB, WZNS, WORG, WKCX, KVIC, KBLQ, KYJC, KAYN. Light including WNUA, B100, WVAF, WTRX, WQNY, WGLL, WFPA, WGSV, KTYL, KSCB, WTVR, WLDR.

BARBRA STREISAND "What Were We Thinking Of" (Columbia) 36/18

Rotations: Heavy 0, Medium 5/1, Light 31/17, Total Adds 18, WLTS, KBIG, WLEF, WEBE, WLHT, WFMK, WHNN, WECQ, WHAI, WQNY, WFPA, WZNS, KTYL, WTVR, WLDR, KSTR, KYJC, KMGQ. Medium including WTCB, WEIM, WCKQ, WKCX. Light including WZNY, WSLQ, WTRX, WSKI, WYKZ, WGSV, KVIC, WCMJ, WMTFM, KSCB, KAYN.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BANGLES	80/0	75	4	1
2 VANESSA WILLIAMS	80/0	69	10	1
3 DEON ESTUS	83/1	57	24	2
4 BETTE MIDLER	80/2	61	17	2
5 BREATHE	76/0	55	19	2
6 KENNY G w/SMOKEY ROBINSON	80/2	59	12	9
7 CHER & PETER CETERA	79/4	36	35	8
8 ROY ORBISON	62/0	35	22	5
9 THIRTY EIGHT SPECIAL	75/3	40	30	5
10 CHICAGO	69/0	45	21	3
11 CSN&Y	70/1	41	27	2
12 MADONNA	69/4	23	41	5
13 CARLY SIMON	68/3	28	26	14
14 DEBBIE GIBSON	44/0	24	16	4
15 MIKE & THE MECHANICS	44/0	25	14	5
16 ANITA BAKER	39/0	16	19	4
17 SIMPLY RED	63/0	14	37	12
18 KARYN WHITE	60/5	8	40	12
19 JULIA FORDHAM	58/2	14	31	13
20 PAUL CARRACK & TERRI NUNN	62/4	8	39	15
21 LUTHER VANDROSS	52/0	25	23	4
22 ENYA	54/15	9	27	18
23 LIVINGSTON TAYLOR	48/2	8	32	8
24 PETER NOONE	50/4	4	36	10
25 BASIA	57/6	3	33	21
26 STEVE WINWOOD	53/1	1	38	14
27 PHOEBE SNOW	55/5	2	26	27
28 GLENN FREY	51/8	0	29	22
29 GRAYSON HUGH	51/6	0	27	24
30 NATALIE COLE	48/24	0	13	35

MOST ADDED

- PAULA ABDUL (24)
- NATALIE COLE (24)
- BARBRA STREISAND (18)
- ENYA (15)
- GLENN MEDEIROS (13)
- WATERFRONT (13)
- NEW KIDS ON THE BLOCK (10)
- ONE 2 MANY (10)

HOTTEST

- BANGLES (65)
- VANESSA WILLIAMS (53)
- BETTE MIDLER (41)
- BREATHE (34)
- KENNY G (32)
- CHICAGO (26)
- DEON ESTUS (26)
- ROY ORBISON (21)
- 38 SPECIAL (20)
- CHER & PETER CETERA (18)

SOUTHERN PACIFIC "All Is Lost" (WB) 36/4

Rotations: Heavy 0, Medium 13/0, Light 23/4, Total Adds 4, WVAF, 3WM, WKSB, KTDY. Medium: KMJI, WEIM, WHAI, WQNY, WAFL, WSKI, WFPA, WZNS, WORG, WKCX, WMTFM, KBLQ, KYJC. Light including WNUA, WMYX, WLEF, KHLT, WSLQ, WTRX, WYKZ, WGSV, KTYL, WCMJ, KSCB, WJON, KKLK, KSTR, KAYN.

MARC V "Let Them Stare" (Elektra) 29/1

Rotations: Heavy 0, Medium 4/0, Light 25/1, Total Adds 1, WQNY. Medium: WSLQ, WSKI, WZNS, WORG. Light including WNUA, WLEF, WSLI, WTRX, 3WM, WEIM, WHAI, WGLL, WAFL, WYKZ, WFPA, WGSV, WKCX, KTYL, WCMJ, WMTFM, KSCB, WJON, WLDR, KKLK, KSTR, KBLQ, KYJC, KAYN.

PM "Say It Again" (WB) 28/6

Rotations: Heavy 0, Medium 2/0, Light 26/6, Total Adds 6, WKYE, 3WM, WGSV, KTYL, KSCB, KKLK. Medium: WSKI, WORG. Light including WNUA, KMJI, WEBE, WSLQ, WTRX, WEIM, WHAI, WQNY, WAFL, WCKQ, WFPA, KRLB, WZNS, WKCX, KVIC, WCMJ, WJON, KBLQ, KYJC, KAYN.

PAULA ABDUL "Forever Your Girl" (Virgin) 26/24

Rotations: Heavy 0, Medium 4/3, Light 22/21, Total Adds 24, WLEF, WEBE, WSLQ, WTRX, 3WM, WEIM, WHAI, WQNY, WGLL, WAFL, WSKI, WCKQ, WFPA, WGSV, WZNS, WORG, KTYL, WCMJ, WMTFM, KSCB, WTVR, KKLK, KYJC, KAYN. Medium including KRLB. Light including WKQX.

SIGNIFICANT ACTION

SA-FIRE "Thinking Of You" (Cutting/Mercury) 24/4

Rotations: Heavy 0, Medium 12/0, Light 12/4, Total Adds 4, WKSB, WCKQ, KSCB, KYJC. Medium: KESZ, WLEF, WSLQ, WEIM, WAFL, WSKI, WZNS, WORG, KVIC, WMTFM, KBLQ, KAYN. Light including WVBF, 3WM, WFPA, WKCX.

GLENN MEDEIROS "Never Get Enough Of You" (MCA) 23/13

Rotations: Heavy 0, Medium 1/0, Light 22/13, Total Adds 13, WLEF, WSLQ, WTRX, 3WM, WEIM, WHAI, WCKQ, WFPA, WGSV, WZNS, KTYL, KKLK, KBLQ. Medium: WORG. Light including WSLI, WAFL, WSKI, KVIC, WCMJ, KSCB.

EDIE BRICKELL & NEW BOHEMIANS "Circle" (Geffen) 22/4

Rotations: Heavy 1/0, Medium 3/0, Light 18/4, Total Adds 4, WTRX, WEIM, WQNY, WCMJ. Heavy: WNUA. Medium: WAFL, WFPA, KBLQ. Light including WSLQ, 3WM, WHAI, WSKI, WYKZ, KRLB, WZNS, WORG, WKCX, KVIC, WMTFM, KSCB, KYJC, KAYN.

FREIHEIT "Keeping The Dream Alive" (WTG) 19/7

Rotations: Heavy 0, Medium 3/0, Light 16/7, Total Adds 7, WTRX, WYKZ, WCMJ, WMTFM, KKLK, KBLQ, KAYN. Medium: WHAI, WAFL, WKCX. Light including WNUA, WLEF, WSLQ, WEIM, WSKI, WZNS, WORG, KSCB, WLDR.

'TIL TUESDAY "Rip In Heaven" (Epic) 19/4

Rotations: Heavy 0, Medium 2/0, Light 17/4, Total Adds 4, WLEF, WYKZ, WCKQ, KTYL. Medium: WORG, KBLQ. Light including WSLQ, WTRX, WEIM, WHAI, WSKI, WGSV, WZNS, WKCX, WCMJ, WMTFM, KSCB, KYJC, KAYN.

ERIC CARMEN & MERRY CLAYTON "Almost Paradise" (RCA) 17/3

Rotations: Heavy 0, Medium 3/0, Light 14/3, Total Adds 3, WLEF, 3WM, WMTFM. Medium: WTRX, WCKQ, WFPA. Light including WSLQ, WEIM, WSKI, WYKZ, WGSV, WZNS, WORG, WKCX, KTYL, WCMJ, KKLK.

DINO "24/7" (4th & Broadway/Island) 17/1

Rotations: Heavy 0, Medium 5/0, Light 12/1, Total Adds 1, K101. Medium: WEIM, WAFL, WCKQ, KRLB, KAYN. Light including WSLI, KHLT, WSLQ, 3WM, WSKI, WYKZ, WFPA, WORG, KKLK, KBLQ, KYJC.

MICA PARIS "My One Temptation" (Island) 16/6

Rotations: Heavy 0, Medium 1/0, Light 15/6, Total Adds 6, WSLQ, WTRX, WEIM, WYKZ, WKCX, KBLQ. Medium: WNUA. Light including WHAI, WQNY, WAFL, WSKI, WGSV, WORG, KSCB, KYJC, KAYN.

WATERFRONT "Cry" (Polydor) 13/13

Rotations: Heavy 0, Medium 0, Light 13/13, Total Adds 13, WLEF, WKYE, WTRX, WEIM, WAFL, WSKI, WFPA, WORG, WKCX, WCMJ, KSCB, KYJC, KAYN.

MARTIKA "More Than You Know" (Columbia) 11/1

Rotations: Heavy 0, Medium 6/1, Light 5/0, Total Adds 1, KRLB. Medium including WKQX, WZNS, KVIC, WMTFM, KAYN. Light: WLEF, WSLQ, WCKQ, KSCB, KBLQ.

NEW KIDS ON THE BLOCK "I'll Be Loving You Forever" (Columbia) 10/10

Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WEIM, WHAI, WSKI, WCKQ, WFPA, WGSV, WORG, WKCX, WCMJ, KSCB.

MIKE RENO "Whenever There's A Night" (Cypress/A&M) 8/8

Rotations: Heavy 0, Medium 1/1, Light 7/7, Total Adds 8, WSLQ, WTRX, WAFL, WSKI, WCKQ, WZNS, WORG, KYJC.

PHOEBE SNOW

"IF I CAN JUST GET THROUGH THE NIGHT"

AC CHART DEBUT 27

"Midday female phones are phenomenal! Great song for any daypart." Tom Knight/WFMK

A Five Star Video on VH1

The first single from the album SOMETHING REAL



NEW ARTISTS

	Reports
1 CRUEL STORY OF.../You're What... (Columbia) . . .	95
2 GLAMOUR CAMP/She Did It (EMI)	90
3 CHOIRBOYS/Run To Paradise (WTG)	74
4 BIG BAM BOO/Shooting From My Heart (Uni/MCA)	70
5 EXTREME/Kid Ego (A&M)	63
6 HOUSE OF LORDS/Love Don't Lie (Simmons/RCA)	55
7 COWBOY JUNKIES/Sweet Jane (RCA)	51
8 THIEVES/Everything But My Heart (Capitol)	49
9 MARCHELLO/First Love (CBS Associated)	48
TANITA TIKARAM/Twist In My Sobriety (Reprise)	48
11 GUADALCANAL DIARY/Always Saturday (Elektra)	47
12 TNT/Tonight I'm Falling (Mercury)	46
13 METALLICA/One (Elektra)	39
14 FIRE TOWN/The Good Life (Atlantic)	38
15 MICHAEL THOMPSON BAND/Can't Miss (Geffen)	33
16 SAM PHILLIPS/Holding On To The Earth (Virgin)	25
17 DOGS D'AMOUR/I Don't Want You To Go (China/Polydor)	24
18 CRACK THE SKY/From The Greenhouse (Grudge/RCA)	23
19 MASTERS OF REALITY/The Blue... (Def American/Geffen)	19
20 QUEENSRYCHE/Eyes Of A Stranger (EMI)	16
SANDMEN/House In The Country (A&M)	16

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

3	2	1	WKS	WKS	LW	TW	169 REPORTERS	Reports/Adds	Heavy	Medium
3	2	1	3	2	1	1	REPLACEMENTS/I'll Be You (Sire/Reprise)	147-0	112-	29-
9	4	3	9	4	3	2	THIRTY EIGHT SPECIAL/Second Chance (A&M)	139+5	125+	11-
32	16	6	32	16	6	3	JULIAN LENNON/Now You're In Heaven (Atlantic)	154+6	88+	62-
—	30	13	—	30	13	4	OUTFIELD/Voices Of Babylon (Columbia)	153+/13	76+	67-
14	9	5	14	9	5	5	MELISSA ETHERIDGE/Similar Features (Island)	126-5	101+	20-
12	7	4	12	7	4	6	DEF LEPPARD/Rocket (Mercury)	133-2	93-	36+
15	12	9	15	12	9	7	U2/God Part II (Island)	118-4	92+	25-
21	14	12	21	14	12	8	RADIATORS/Confidential (Epic)	149+7	49+	88-
11	10	10	11	10	10	9	GUNS N' ROSES/Patience (Geffen)	116-5	82+	31-
1	1	2	1	1	2	10	CHRIS REA/Working On It (Geffen)	109-0	87-	19-
8	8	8	8	8	8	11	BAD COMPANY/Shake It Up (Atlantic)	112-1	77-	31-
19	15	14	19	15	14	12	LITTLE AMERICA/Where Were You (Geffen)	122-2	64+	53-
25	19	17	25	19	17	13	SIREN/All Is Forgiven (Mercury)	133+7	44+	71-
18	18	16	18	18	16	14	ELVIS COSTELLO/Veronica (WB)	114-1	61+	48-
5	5	7	5	5	7	15	BON JOVI/I'll Be There For You (Mercury)	95-0	72-	20-
28	21	21	28	21	21	16	GARY MOORE/Ready For Love (Virgin)	127+3	25+	89=
37	28	25	37	28	25	17	R.E.M./Turn You Inside-Out (WB)	124+/15	34+	79+
31	25	24	31	25	24	18	XTC/Mayor Of Simpleton (Geffen)	116+4	37+	66=
27	23	23	27	23	23	19	WARRANT/Down Boys (Columbia)	118-2	30+	79+
45	34	26	45	34	26	20	BONNIE RAITT/Thing Called Love (Capitol)	114+/10	36+	72=
20	17	18	20	17	18	21	EASTERHOUSE/Come Out Fighting (Columbia)	105-1	36-	59-
24	20	20	24	20	20	22	CROSBY, STILLS, NASH & YOUNG/That Girl (Atlantic)	96-2	47-	49-
—	—	33	—	—	33	23	GREAT WHITE/Once Bitten Twice Shy (Capitol)	114+/39	10+	86+
41	35	28	41	35	28	24	ROY ORBISON/She's A Mystery To Me (Virgin)	93+/10	32+	53+
2	3	15	2	3	15	25	TRAVELING WILBURYS/End Of The Line (Wilbury/WB)	67-1	61-	4-
54	40	31	54	40	31	26	STEVE WINWOOD/Hearts On Fire (Virgin)	88+/15	47+	34-
DEBUT	—	—	DEBUT	—	—	27	CULT/Fire Woman (Sire/Reprise)	108 /106	11	68
—	—	39	—	—	39	28	SARAYA/Love Has Taken Its Toll (Polydor)	112+/34	5+	75+
36	33	30	36	33	30	29	SKID ROW/Youth Gone Wild (Atlantic)	107+5	10+	64+
4	11	22	4	11	22	30	FIXX/Driven Out (RCA)	59-0	41-	18-
6	6	11	6	6	11	31	MIDGE URE/Dear God (Chrysalis)	64-0	39-	20-
38	37	32	38	37	32	32	GLAMOUR CAMP/She Did It (EMI)	90+8	13+	63+
52	42	35	52	42	35	33	CRUEL STORY OF YOUTH/You're What You Want To Be (Columbia)	95+/10	3+	74+
13	13	19	13	13	19	34	TESLA/Heaven's Trail (Geffen)	61-0	27-	28-
33	29	29	33	29	29	35	BULLETBOYS/For The Love Of Money (WB)	92-1	6=	62-
48	44	37	48	44	37	36	CHOIRBOYS/Run To Paradise (WTG)	74+/11	18+	40-
60	47	38	60	47	38	37	STRAY CATS/Bring It Back Again (EMI)	77+7	8+	56+
23	22	27	23	22	27	38	LOU REED/Dirty Blvd. (Sire/WB)	47-1	24-	20-
—	56	46	—	56	46	39	CINDERELLA/Coming Home (Mercury)	75+/16	3=	55+
40	38	34	40	38	34	40	RUSH/Mission (Mercury)	61-0	11+	41-
—	57	48	—	57	48	41	EDIE BRICKELL & NEW BOHEMIANS/Circle (Geffen)	65+/16	14+	37+
—	—	51	—	—	51	42	JON BUTCHER/Might As Well Be Free (Pasha/Capitol)	55+/15	9+	41+
—	60	53	—	60	53	43	JEFF HEALEY BAND/Angel Eyes (Arista)	65+/17	6+	41+
DEBUT	—	—	DEBUT	—	—	44	TRAVELING WILBURYS/Heading For The Light (Wilbury/WB)	57+/36	10+	41+
—	—	57	—	—	57	45	BIG BAM BOO/Shooting From My Heart (Uni/MCA)	70+/24	1+	37+
16	26	36	16	26	36	46	ROY ORBISON/You Got It (Virgin)	31-0	24-	5-
—	—	60	—	—	60	47	MIKE & THE MECHANICS/Seeing Is Believing (Atlantic)	47+/17	6+	34+
—	58	54	—	58	54	48	EXTREME/Kid Ego (A&M)	63+7	1=	33+
35	41	47	35	41	47	49	LIVING COLOUR/Cult Of Personality (Epic)	31-2	18-	11=
59	52	55	59	52	55	50	TANITA TIKARAM/Twist In My Sobriety (Reprise)	48+7	9+	24+
57	51	49	57	51	49	51	COWBOY JUNKIES/Sweet Jane (RCA)	51-3	7-	29=
—	59	56	—	59	56	52	HOUSE OF LORDS/Love Don't Lie (Simmons/RCA)	55+8	3+	29+
17	31	41	17	31	41	53	LITTLE FEAT/One Clear Moment (WB)	28-0	17-	11-
29	36	42	29	36	42	54	R.E.M./Stand (WB)	27-0	21-	5-
58	50	50	58	50	50	55	THIEVES/Everything But My Heart (Capitol)	49-1	4-	29-
DEBUT	—	—	DEBUT	—	—	56	MARCHELLO/First Love (CBS Associated)	48+6	2+	26+
—	—	58	—	—	58	57	GUADALCANAL DIARY/Always Saturday (Elektra)	47+3	3+	26+
DEBUT	—	—	DEBUT	—	—	58	TNT/Tonight I'm Falling (Mercury)	46+7	0-	26+
34	39	45	34	39	45	59	GUNS N' ROSES/Paradise City (Geffen)	23-0	14-	9-
DEBUT	—	—	DEBUT	—	—	60	FIRE TOWN/The Good Life (Atlantic)	38+5	8+	19=

SIREN
is unleashed

"All is Forgiven"—
the first track from
their debut Mercury album.



AOR Track **13**
AOR Album **16**

"The first candidate for
Rookie Of The Year in 1989..."

Management: BARUCK CONSOLO
Producer: Robert Haas, Kristin Massey and Mike Howlett

PolyGram

BREAKERS®

GREAT WHITE
Once Bitten Twice Shy (Capitol)
67% of our reporters on it.

SARAYA
Love Has Taken Its Toll (Polydor)
66% of our reporters on it.

CULT
Fire Woman (Sire/Reprise)
64% of our reporters on it.



AOR ALBUMS

March 31, 1989 • 85

NATIONAL AIRPLAY

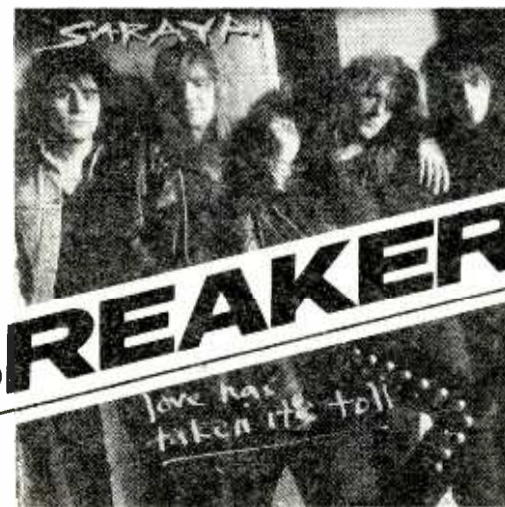
3	2			169 REPORTERS	MARCH 31, 1989	Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW					
4	2	1	1	REPLACEMENTS/Don't Tell A Soul (Sire/Reprise)	"You" (147) "Talent" (2) "We'll" (2)	149-0	113-	30-
14	5	3	2	THIRTY EIGHT SPECIAL/Rock & Roll Strategy (A&M)	"Chance" (139) "Lanta" (5)	142+/4	126+	13-
—	20	10	3	JULIAN LENNON/Mr. Jordan (Atlantic)	"Now" (154) "Mother" (1) "Make" (1)	155+/6	88+	62-
15	9	4	4	MELISSA ETHERIDGE/Melissa Etheridge (Island)	"Features" (126) "Chrome" (7) "Way" (3)	133=/4	106+	22-
12	6	6	5	U2/Rattle & Hum (Island)	"God" (118) "When" (16) "Hawkmooon" (6)	132+/7	103+	28-
13	7	5	6	DEF LEPPARD/Hysteria (Mercury)	"Rocket" (133) "Love" (3) "Excitable" (2)	134-/2	95-	35+
10	14	11	7	R.E.M./Green (WB)	"Turn" (124) "Stand" (27) "Pop" (17)	144+/13	55-	79+
24	17	15	8	RADIATORS/Zig-Zaggin' Through Ghostland (Epic)	"Confidential" (149) "Zig-zaggin" (2) "Fall" (1)	150+/7	49+	89-
2	1	2	9	CHRIS REA/New Light Through Old Windows (Geffen)	"Working" (109) "Dance" (3) "Hear" (2)	111-/0	88-	20-
1	3	8	10	TRAVELING WILBURYS/Traveling Wilburys (Wilbury/WB)	"End" (67) "Heading" (57) "Night" (6)	114-/12	72-	34+
17	13	12	11	GUNS N' ROSES/G N' R Lies (Geffen)	"Patience" (116) "Used" (2)	117-/5	82+	32-
9	4	7	12	BAD COMPANY/Dangerous Age (Atlantic)	"Shake" (112) "Bad" (5) "Dirty" (1)	116-/1	79-	33-
21	18	17	13	LITTLE AMERICA/Fairgrounds (Geffen)	"Where" (122) "Maryjane" (1)	122-/2	64+	53-
6	11	14	14	ROY ORBISON/Mystery Girl (Virgin)	"Mystery" (93) "Got" (31) "Dream" (5)	113=/5	50-	54+
19	19	18	15	ELVIS COSTELLO/Spike (WB)	"Veronica" (114) "Town" (4) "Deep" (1)	114-/1	61+	48-
27	22	20	16	SIREN/All Is Forgiven (Mercury)	"Forgiven" (133) "How" (1)	133+/7	44+	71-
29	24	23	17	GARY MOORE/After The War (Virgin)	"Ready" (127) "Clones" (14)	128+/3	25+	89=
18	16	19	18	CROSBY, STILLS, NASH & YOUNG/American Dream (Atlantic)	"Girl" (96) "Got" (15) "American" (2)	100-/2	55-	45-
5	8	9	19	BON JOVI/New Jersey (Mercury)	"There" (95) "Born" (1) "Living" (1)	97-/0	72-	22-
33	29	24	20	XTC/Oranges & Lemons (Geffen)	"Mayor" (116) "King" (4)	116+/4	37+	66=
—	—	26	21	BONNIE RAITT/Nick Of Time (Capitol)	"Thing" (114) "Nick" (2) "Girl" (1)	114+/10	36+	72=
28	27	25	22	WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)	"Down" (118) "Pennies" (1)	118-/2	30+	79+
23	21	21	23	EASTERHOUSE/Waiting For The Red Bird (Columbia)	"Fighting" (105) "Gonna" (1) "Stay" (1)	106-/1	36-	60-
3	12	22	24	FIXX/Calm Animals (RCA)	"Driven" (59) "Stone" (25) "Flow" (1)	83-/10	43-	33-
—	37	34	25	STEVE WINWOOD/Roll With It (Virgin)	"Hearts" (88)	88+/15	47+	34-
37	31	28	26	SKID ROW/Skid Row (Atlantic)	"Youth" (107) "Remember" (4) "18" (1)	111+/5	11+	67+
16	15	16	27	TESLA/The Great Radio Controversy (Geffen)	"Trail" (61) "Way" (6) "Hang" (3)	68-/0	30-	32-
8	10	13	28	MIDGE URE/Answers To Nothing (Chrysalis)	"God" (64) "Answers" (9) "Sister" (1)	72-/1	39-	25-
11	23	29	29	JON BUTCHER/Pictures From The Front (Pasha/Capitol)	"Might" (55) "Send" (23) "Dreaming" (3)	74-/8	18-	53+
38	35	35	30	GLAMOUR CAMP/Glamour Camp (EMI)	"Did" (90) "Fall" (2)	91+/8	13+	64+
—	39	36	31	CRUEL STORY OF YOUTH/Cruel Story Of Youth (Columbia)	"You're" (95)	95+/10	3+	74+
22	28	31	32	MIKE & THE MECHANICS/Living Years (Atlantic)	"Seeing" (47) "Living" (20) "Nobody" (2)	67+/11	21-	38+
34	30	30	33	BULLETBOYS/Bulletboys (WB)	"For" (92) "Hard" (1)	93-/1	6=	63-
25	25	27	34	LOU REED/New York (Sire/WB)	"Dirty" (47) "Busload" (7)	52-/2	24-	24-
—	40	37	35	CHOIRBOYS/Big Bad Noise (WTG)	"Run" (74)	74+/10	18+	40-
36	33	33	36	RUSH/A Show Of Hands (Mercury)	"Mission" (61) "Marathon" (4) "Close" (2)	63-/0	12+	43-
—	—	39	37	CINDERELLA/Long Cold Winter (Mercury)	"Coming" (75) "Mile" (7)	80+/15	4-	58+
32	34	38	38	LIVING COLOUR/Vivid (Epic)	"Cult" (31) "Open" (16) "Middle" (5)	49+/5	22+	22+
—	—	40	39	EDIE BRICKELL & NEW BOHEMIANS/Shooting Rubberbands At... (Geffen)	"Circle" (65) "Wheel" (1) "Love" (1)	65+/14	14+	38+
DEBUT	—	—	40	JEFF HEALEY BAND/See The Light (Arista)	"Angel" (65) "Light" (2) "Girl" (2)	68+/17	6+	44+

BREAKERS

No Albums Qualified For Breaker Status.

S A R A Y A

"Love Has Taken Its Toll"



BREAKERS

AOR Track 39-28

Debut Album On Your Desk Now!
Instant Phones Everywhere!



PolyGram Records

Producer: Jeff Glixman
Executive Producer: Sandy Linzer
Management: David Sonnenberg for DAS Communications, Ltd.

When You Play It,
Say It Right! Sub-RAY-UR

MOST ADDED

- BIG BAM 800 (24)
- JEFF HEALEY BAND (17)
- CINDERELLA (15)
- QUEENSRYCHE (15)
- STEVE WINWOOD (15)
- E. BRICKELL & NEW... (14)
- R.E.M. (13)
- T. WILBURYS (12)
- MIKE & THE... (11)

HOTTEST

- THIRTY EIGHT SPECIAL (126)
- REPLACEMENTS (113)
- MELISSA ETHERIDGE (106)
- U2 (103)
- DEF LEPPARD (95)
- JULIAN LENNON (88)
- CHRIS REA (88)
- GUNS N' ROSES (82)
- BAD COMPANY (79)
- BON JOVI (72)
- TRAVELING WILBURYS (72)



NEW & ACTIVE

MICHAEL THOMPSON BAND "Can't Miss" (Geffen) 33/11 (22/22)
 Adds: KUPD, WDHA, WTPA, KBAT, WQFM, KMOD, KDJK, KQWB, KFMF, KBOY, KCHV. Heavy 1: WCMF. Medium 23 including KISS, WLZR, KBER, KISW, KXRX, WSTZ, WLAV, KEZO, KJOT, KILO.

FIXX "Precious Stone" (RCA) 25/21 (4/1)
 Adds including WLZR, KRXQ, WDHA, WWTR, WOUR, WLAV, WQFM, KILO, WGIR, KSQY. Heavy 1: Q107. Medium 17 including KZEW, KSHE, KBCO, KSJO, WPYX, KEZO, KRZQ, KTYD, KFMF, KCHV.

TOMMY CONWELL & THE YOUNG RUMBLERS "Love's On Fire" (Columbia) 25/6 (21/5)
 Adds: WFBQ, WHCN, WEZX, WRQK, WXLN, KQDS. Heavy 2: WMMR, WWTR. Medium 19 including DC101, KBPI, KEZO, WWCT, KMOD, KJOT, WZXL, WGIR, KXUS, KWHL.

JIM CAPALDI "Oh Lord, Why Lord" (Island) 25/4 (22/3)
 Adds: WPLR, KKEG, KPEZ, KWHL. Heavy 3: WBAB, KRIX, KEZE. Medium 15 including KLOS, KGON, KRXQ, WLAV, WIZN, WFXC, WAOR, KBOY, KZOO, KFMU.

DAVID CROSBY "Monkey & The Underdog" (A&M) 25/4 (20/8)
 Adds: WLVO, WWTR, KTYD, KEZE. Heavy 4: WXRT, KFOG, WCCC, WHCN. Medium 17 including WBAB, WPYX, WDHA, WRDU, WLAV, KJOT, WIZN, WFXC, KBOY, KFMU.

SAM PHILLIPS "Holding On To The Earth" (Virgin) 25/2 (24/2)
 Adds: WRXK, WSTZ. Heavy 2 including CHEZ. Medium 16 including WXRT, KBCO, KZAP, WHFS, WDHA, WWTR, WBLM, KQWB, KXUS, KCHV.

DOGS D'AMOUR "I Don't Want You To Go" (China/Polydor) 24/3 (23/7)
 Adds: KSJO, KMOD, WRUF. Heavy 1: WTPA. Medium 13 including WLLZ, KUPD, WEZX, WSTZ, KBAT, WRQK, WQFM, KFMG, KRZQ, KEZE.

CRACK THE SKY "From The Greenhouse" (Grudge/RCA) 23/4 (19/4)
 Adds: KZEW, WTPA, WOUR, WZXL. Heavy 2 including WDVE. Medium 12 including KBCO, KGON, KISW, KXRX, WWTR, WSTZ, KDJK, WIZN, KWHL, KBOY.

COLIN JAMES "Why'd You Lie" (Virgin) 22/3 (21/2)
 Adds: WRXK, WXLN, WIZN. Heavy 1: CHEZ. Medium 9 including CHOM, KXRX, WWRX, KLBJ, KKEG, WZEW, KBOY.

LYLE LOVETT & HIS LARGE BAND "Here I Am" (Curb/MCA) 21/8 (15/2)
 Adds: KISS, WTPA, WPLR, KKEG, KMJX, KBAT, KATT, KTYD. Heavy 1: KLBJ. Medium 11 including KZEW, KLOL, WHFS, CHEZ, WSTZ, KTCZ, KEZO, KPEZ, KFMX.

LITA FORD "Close My Eyes Forever" (RCA) 20/3 (17/3)
 Adds: WSHE, WRIF, WDIZ. Heavy 2: KISW, WHTQ. Medium 17 including WLLZ, KGON, KBER, KGB, KXRX, WAQY, WQMF, WYBR, WKQZ, KKBB.

HOWARD JONES "Everlasting Love" (Elektra) 19/6 (13/5)
 Adds: WMMR, DC101, KRIX, WHTQ, WWWV, KFMQ. Heavy 7 including WBAB, CHOM, CHEZ, WKDF, WWCT, KRNA. Medium 10 including KBCO, WRXL, KGGO, WLAV, KZEL, KZOO, KATS.

TRUTH "Throwing It All Away" (IRS) 19/1 (20/1)
 Adds: WGIR. Medium 14 including KXRX, WPYX, WDHA, WPLR, WWTR, WAPL, WRQK, WLAV, KEZO, KRZQ.

EDDIE MONEY "Let Me In" (Columbia) 18/10 (8/6)
 Adds: KRXQ, KSJO, WDHA, WPLR, WWRX, WIMZ, WLAV, WFXC, KFMZ, WZZQ. Heavy 3 including WAAF, WAPL. Medium 13 including KSHE, KGON, WWTR, WRUF, WGLF, KSQY.

FINE YOUNG CANNIBALS "The Raw & The Cooked" (IRS/MCA) 18/4 (14/3)
 Adds: WWWV, WRUF, WZEW, KRNA. Heavy 4: CHOM, WXRT, WHFS, CHEZ. Medium 10 including KBCO, KXRX, WDHA, WPLR, KRIX, KXUS, KZOO, KFMU.

QUEENSRYCHE "Eyes Of A Stranger" (EMI) 16/15 (1/0)
 Adds including KZEW, KISS, KGON, KSJO, WHCN, WPLR, KJJO, KILO, KKDJ, KEZE. Heavy 1: KNAC. Medium 5: WTPA, WEZX, WRQK, WLAV, KRZQ.

SANDMEN "House In The Country" (A&M) 16/10 (6/6)
 Adds including KZEW, WDHA, KBAT, KPEZ, KQWB, KSQY, KZOO, KCHV. Medium 6 including WHFS, WTPA, WAOR, KBOY.

MOST ADDED	HOTTEST	MOST REQUESTED
CULT/Fire (106)	THIRTY.../Chance (125)	GUNS N' ROSES/Patience (59)
GREAT WHITE/Once (39)	REPLACEMENTS/You (112)	DEF LEPPARD/Rocket (34)
T. WILBURYS/Heading (36)	M. ETHERIDGE/Similar (101)	M. ETHERIDGE/Similar (33)
SARAYA/Love (34)	DEF LEPPARD/Rocket (93)	REPLACEMENTS/You (29)
BIG BAM BOO/Shooting (24)	U2/God (92)	SKID ROW/Youth (29)
FIXX/Stone (21)	JULIAN LENNON/Now (88)	SIREN/All (20)
JEFF HEALEY.../Angel (17)	CHRIS REA/Working (87)	METALLICA/One (19)
E. BRICKELL &.../Circle (16)	GUNS N'.../Patience (82)	WARRANT/Down (19)
CINDERELLA/Coming (16)	BAD COMPANY/Shake (77)	BON JOVI/11 (18)
	OUTFIELD/Voices (76)	JULIAN LENNON/Heaven (17)

LIVING COLOUR "Open Letter (To A Landlord)" (Epic) 16/4 (12/4)
 Adds: WBCN, KISS, WHCN, KATT. Heavy 4 including KLBJ, KNCN. Medium 9 including KLOL, WXRT, KISW, WWTR, WIXV, KJJO.

SIDEWINDERS "Witchdoctor" (Mammoth/RCA) 15/2 (13/5)
 Adds: WCCC, WMAD. Medium 7 including KUPD, WHFS, WLAV, KRZQ, KTYD, KLPX.

PRIVATE LIFE "Last Heartbeat" (WB) 15/1 (17/2)
 Adds: KFMG. Heavy 1: KRIX. Medium 6: WCMF, KTAL, KKBB, KKDJ, WRUF, KWHL.

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED — This week's most added albums and tracks.

MOST REQUESTED — This week's most requested tracks.

HOTTEST — This week's albums and tracks receiving the most heavy reports.

NEW ROCK

- | | | | |
|----|----|--|---|
| LW | TW | | |
| 2 | 1 | XTC/Mayor Of Simpleton (Geffen) | |
| 1 | 2 | ELVIS COSTELLO/Veronica (WB) | |
| 3 | 3 | REPLACEMENTS/I'll Be You (Sire/Reprise) | |
| 4 | 4 | ROBYN HITCHCOCK 'N' THE EGYPTIANS/Madonna Of The Wasps (A&M) | |
| 6 | 5 | MORRISSEY/The Last Of The Famous International Playboys (Sire/Reprise) | |
| 5 | 6 | NEW ORDER/Round & Round (Qwest/WB)* | |
| 8 | 7 | FINE YOUNG CANNIBALS/She Drives Me Crazy (IRS/MCA) | |
| 11 | 8 | THROWING MUSES/Dizzy (Sire/WB) | |
| 9 | 9 | GUADALCANAL DIARY/Always Saturday (Elektra) | |
| 10 | 10 | FINE YOUNG CANNIBALS/Good Thing (IRS/MCA) | |
| 7 | 11 | EASTERHOUSE/Come Out Fighting (Columbia) | |
| 15 | 12 | R.E.M./Turn You Inside-Out (WB) | |
| 12 | 13 | THRASHING DOVES/Angel Visit (A&M) | * Keeps a bullet due to continued growth. |
| 17 | 14 | FIRE TOWN/The Good Life (Atlantic) | |
| | 15 | CULT/Fire Woman (Reprise) | |
| 27 | 16 | DEPECHE MODE/Everything Counts (Sire/WB) | |
| 16 | 17 | WONDER STUFF/Give, Give, Give Me More, More, More (Polydor) | |
| 14 | 18 | LOU REED/Dirty Blvd. (Sire/WB) | |
| 22 | 19 | CONNELLS/Something To Say (TVT) | |
| 19 | 20 | ERASURE/Stop (Sire/Reprise)* | |
| 13 | 21 | VIOLENT FEMMES/Nightmares (Slash/WB) | |
| 21 | 22 | JULIAN LENNON/Now You're In Heaven (Atlantic)* | |
| 23 | 23 | PROCLAIMERS/I'm Gonna Be (500 Miles) (Chrysalis) | |
| 25 | 24 | TANITA TIKARAM/Twist In My Sobriety (Reprise) | |
| 29 | 25 | SIMPLE MINDS/Mandella Day (Virgin) | |
| 30 | 26 | U2/Dancing Barefoot (Island) | |
| 26 | 27 | HOWARD JONES/Everlasting Love (Elektra)* | |
| 28 | 28 | SAM PHILLIPS/Holding On To The Earth (Virgin) | |
| 24 | 29 | COWBOY JUNKIES/Sweet Jane (RCA) | |
| | 30 | SIDEWINDERS/Witchdoctor (Mammoth/RCA) | |

DEBUT

DEBUT

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
CULT/Fire	XTC/Mayor	F.Y. CANNIBALS/Crazy
XYMOX/Obsession	NEW ORDER/Round	DEPECHE MODE/Everything
DEPECHE MODE/Everything	ELVIS COSTELLO/Veronica	MORRISSEY/Playboys
ERASURE/Stop	F.Y. CANNIBALS/Good	PROCLAIMERS/Miles
HOUSE OF FREAKS/Sun	F.Y. CANNIBALS/Crazy	F.Y. CANNIBALS/Good
MIDGE URE/Answers	REPLACEMENTS/I'll	NEW ORDER/Round
		XTC/Mayor

The King is dead. Long live the Queen.

"Madonna Of The Wasps"

by

Robyn Hitchcock 'n' The Egyptians

from the album "Queen Elvis"

Producers: Robyn Hitchcock/Andy Metcalfe
 Management: John Lay

NEW ROCK 4

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MIDWEST (Continued)

TRAVELING WILBURYS (M) GUNS N' ROSES...

WAOR/South Bend (816)883-5432...

KXUS/Springfield, MO (417) 831-8700...

KAZY/Denver (303)759-5800...

KLOS/Los Angeles 213-840-4800...

KBP/Denver (303)572-6200...

KBCO-FM/Denver (303)444-5600...

BONNIE RAITT ELVIS COSTELLO...

SKID ROW 38 SPECIAL... WYMQ/Springfield, IL (217)245-7171...

WZQZ/Terre Haute (812)232-5034...

KZAP/Sacramento (916)925-3700...

KZAP/Sacramento (916)925-3700...

KZAP/Sacramento (916)925-3700...

KZAP/Sacramento (916)925-3700...

KZAP/Sacramento (916)925-3700...

KZAP/Sacramento (916)925-3700...

KGON/Portland (503) 223-1441...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KRAX/Sacramento (916)334-7777...

KGB/San Diego (619)292-1360...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KOME/San Jose (408)885-9800...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

KROR/San Francisco (415)765-4045...

SKID ROW RATT... KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

KDJ/K/Modesto-Stockton (209)869-2594...

MELISSA ETHERIDGE 38 SPECIAL... KTYD/Santa Barbara (805)967-4511...

KTYD/Santa Barbara (805)967-4511...

KTYD/Santa Barbara (805)967-4511...

KTYD/Santa Barbara (805)967-4511...

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KJOT/Boise (208)344-3511...

RADIATORS JULIAN LENNON... KOMP/Las Vegas (702)876-1460...

KOMP/Las Vegas (702)876-1460...

KOMP/Las Vegas (702)876-1460...

KOMP/Las Vegas (702)876-1460...

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KOMP/Las Vegas (702)876-1460...

169 Current Reporters 156 Current Playlists... Called In Frozen Playlist (3):...

Called In Frozen Playlist (3):...

Called In Frozen Playlist (3):...

Called In Frozen Playlist (3):...

Called In Frozen Playlist (3):...

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Did Not Report, Playlist Frozen (10):...

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NEW ROCK ADDS & HOTS

WFN Boston... WFAS Atlanta...

KROQ Los Angeles... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

WFAS Atlanta... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

KZAZ Phoenix... KZAZ Phoenix...

CHRIP1 PLAYLISTS

B104 WBSB Baltimore PD: Chuck Morgan Asst. PD/MD: Pam Trickett

WAVA Washington Asst. PD/MD: Brian Bridgman

EAGLE-106 WEGX/Philadelphia PD: Charlie Quinn MD: Jay Beau Jontes

WJKS-FM 108 FM Boston PD: Sonny Joe White MD: Jerry McKenna

92.7 Washington D.C. PD: Lorann Palagi MD: Laura Shostak

98.5 Buffalo THE #1 HIT MUSIC STATION PD: Boom Boom Cannon MD: Mike McGowan

MAJIC 102.5 FM Buffalo PD: Hank Nevins MD: Roger Christian APD: Mike Morgan

BOSTON'S WZOU-94.3 PD: Tom Jeffries MD: Stella Mars

92.1 Providence PD: Mike Osborne MD: Vic Edwards

94.7 Montreal PD: Bob DeBoard MD: Guy Brouillard

New York 94.0 New York OM: Steve Kingston MD: Frankie Blue

WZLX Tampa PD/OM: Mason Dixon MD: Bobby Rich

Long Island FM 106 VP/Programming: Bill Terry MD: Ruth Tolson-Aktas

Pittsburgh 94 FM PD: Bill Cahill MD: Lori Campbell

POWER 95 WJPL FM RADIO PD: Gary Bryan MD: Jessica Ettinger

9.2 Houston PD: Randy Brown MD: John Cook

104 The #1 Hit Music Station PD: Chris Bailey Asst. PD: M.J. Kelli MD: Mike Allen

POWER 99 FM WAPW 99.7 FM ATLANTA PD: Rick Stacy MD: Steve Wyrostock

Dallas all hit 97.1 WACL The Eagle PD: Joel Foiger PD/MD: Jimmy Steal

97.1 WACL The Eagle PD: Tony Macrini MD: Jeff Moreau

KRBE Houston POWER 104 PD: Adam Cook MD: Cheryl Broz

POWER 93 KITY FM PD: Rick Upton MD: Sharon LePere

POWER 93 KITY FM PD: Rick Upton MD: Sharon LePere

97.1 WACL The Eagle PD: Tony Macrini MD: Jeff Moreau

CHR P1A PLAYLISTS

KUBE 93.1 FM Seattle

MD: Tom Huttyer

- 1 ROSETTE/The Look
2 MIMI VANILLI/You Know It's Tr
3 BANGLES/Eternal Flame

KSNB FM AM Salt Lake City

PD: Gary Waldron MD: Bob LaBorde

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KISN FM Sacramento

OM/PD/MD: Brian White

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

Denver 108

PD: Mark Bolke Asst. PD/MD: Dom Testa

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

CHR P1A 95.5 FM WPGO Miami

VP/Programming: Bill Tanner Asst. PD: Funk E. Frank Walsh MD: Shirley Maldonado

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

Power 106 FM KPWR Los Angeles

PD: Jeff Wyatt Asst. PD/MD: Al Tavera

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KKKS Denver

PD: Dave Van Stone MD: Cindy Rose

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KRZ Portland

PD: Mark Capps MD: Connie Breze

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KKLQ San Diego

PD: Gary Wall MD: John Clay

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

108 THE NUMBER 1 HIT MUSIC STATION

PD: Jeff Hunter MD: Alex "A.C." Cosper

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KMEL 106 FM San Francisco

PD: Keith Natfaly MD: Hosh Gureli

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

Power 106 FM KPWR Los Angeles

PD: Jeff Wyatt Asst. PD/MD: Al Tavera

- 1 MIMI VANILLI/You Know It's Tr
2 ROSETTE/The Look
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KZZP 104.7 FM Phoenix

THE NUMBER 1 HIT MUSIC STATION PD: Bob Case MD: Michelle Santuosso

- 1 BANGLES/Eternal Flame
2 MIMI VANILLI/You Know It's Tr
3 SA-FIRE/Thinking Of You

POWER 109 KCPX Salt Lake City

PD: Chris Baker Asst. PD/MD: Ray Kalusa

- 1 ROSETTE/The Look
2 BANGLES/Eternal Flame
3 THE YOUNG CANNIBALS/She Drives Me Crazy

KJZZ San Jose

PD: Mark St. John Asst. PD: Barry Beck MD: Rich Anhorn

- 1 STEVIE NICK/You're Still The One
2 MIMI VANILLI/You Know It's Tr

108 Fresh Continuous Music KOY-FM Phoenix

PD: Jay Stevens APD/MD: Kevin Robinson

- 1 BANGLES/Eternal Flame
2 THE YOUNG CANNIBALS/She Drives Me Crazy

HOT 97.7 FM San Jose KHQT

PD: Jim "Cattfish" Prewitt Asst. PD: Christopher Lance MD: Dwaine Luna

- 1 MIMI VANILLI/You Know It's Tr
2 STEVIE NICK/You're Still The One

99.1 FM KGGI Riverside

PD: Larry Marino MD: Harley Davidson Asst. PD: Steve Craig

- 1 ROBERTY BROWN/Every Little Step
2 MIMI VANILLI/You Know It's Tr

97.1 FM KZYY Sacramento

OM: Sean Lynch APD/MD: Scott Mitchell

- 1 ROSETTE/The Look
2 THE YOUNG CANNIBALS/She Drives Me Crazy

105 PORTLAND'S STATION KXYQ Portland

VP/Programming: Jim Ryan

- 1 BANGLES/Eternal Flame
2 THE YOUNG CANNIBALS/She Drives Me Crazy

KSLY 101.5 FM Seattle

PD: Casey Keating MD: Mark Allen

- 1 ROSETTE/The Look
2 R.E.M./Stand

102.7 KJFM Los Angeles

VP/PP: Steve Rivers MD: Kevin Weatherly

- 1 BANGLES/Eternal Flame
2 THE YOUNG CANNIBALS/She Drives Me Crazy

HOT 97.7 FM San Jose KHQT

PD: Jim "Cattfish" Prewitt Asst. PD: Christopher Lance MD: Dwaine Luna

- 1 MIMI VANILLI/You Know It's Tr
2 STEVIE NICK/You're Still The One

105 FM WQHT New York

OM: Joel Salkowitz PD: Steve Ellis MD: Kevin McCabe

- 1 SWEET SENSATION/Sincerely Yours
2 MIMI VANILLI/You Know It's Tr

EAST

MOST ADDED BREAKOUTS

New Kids On The Block Replacements
Cinderella
Bobby Brown
Waterfront
Michael Damian

EAST

P2

WFLY/Albany, NY
Pertinglli/Schafer

EDIE BRICKELL & N
DONNY OSMOND
BOBBY BROWN
JIMMY HARNEN & SY
DEBBIE GIBSON
FORD & OSBOURNE (dp)
Hottest:
BANGLES 2-1
FINE YOUNG CANNIB 11-4
MADONNA 11-3
BETTE MIDLER 31-19
LIVING COLOUR 34-29

WBEL/Hartford, CT
Shaw/West

GUNS N' ROSES
MICHAEL DAMIAN
BELLE STARS
Hottest:
KARYN WHITE 2-1
ROXETTE 7-2
BANGLES 8-3
FINE YOUNG CANNIB 13-7
TONE LOC 14-8

WVBR/Charleston, WV
BH Shehan

GUNS N' ROSES (dp)
MICHAEL DAMIAN (dp)
NEW KIDS ON THE B
DONNY OSMOND
Hottest:
MADONNA 9-1
KARYN WHITE 2-2
FINE YOUNG CANNIB 7-4
TONE LOC 12-6
DEF LEPPARD 17-12

K104/Erie, PA
Bill Shannon

SIMPLY RED
REPLACEMENTS
ELVIS COSTELLO
ROACHFORD
Hottest:
ROXETTE 2-1
BON JOVI 16-3
POISON 4-4
38 SPECIAL 9-5
TRAVELING WILBURY 14-8

WERZ/Exeter, NH
Falcon/Fin

SA-FIRE
RICK ASTLEY
OUTFIELD (dp)
Hottest:
BANGLES 4-1
KARYN WHITE 13-8
POISON 16-10
DEON ESTUS 18-12
MADONNA 23-15

WNK/Amherstburg, PA
Bond/Hart

MICHAEL DAMIAN
SAMANTHA FOX
NEW KIDS ON THE B
NATALIE COLE
INFORMATION SOCIE
WATERFRONT
PROBIE SNOW
Hottest:
BANGLES 5-1
MADONNA 15-9
JODY WATLEY 31-20
ENYA 33-24
BETTE MIDLER 38-29

WTIC/Hartford, CT
Shaw/West

R.E.M.
NEW KIDS ON THE B
NENEH CHERRY
WATERFRONT
Hottest:
FINE YOUNG CANNIB 2-1
BANGLES 9-3
TONE LOC 15-4
BELLE STARS 14-5
BETTE MIDLER 23-12

WKYE/Huntington, WV
Mayne/Miller

NEW KIDS ON THE B
SAMANTHA FOX
ONE 2 MANY
OUTFIELD
STEVE WINWOOD
PROBIE SNOW (dp)
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 4-3
R.E.M. 7-4
MILLI VANILLI 6-5
ROY ORBISON 9-6

WLAN/Lancaster, PA
Marino/Murray

ENYA
BELLE STARS
HOWARD JONES
ONE 2 MANY
NEW KIDS ON THE B
Hottest:
MILLI VANILLI 1-1
MIKE & THE MECRAN 3-2
ROXETTE 6-3
BANGLES 7-4
FINE YOUNG CANNIB 5-5

P3

WPRR/Altoona, PA
Darrell Ray

SWIFT SENSATION
HOWARD JONES
MICHAEL DAMIAN
DONNY OSMOND
NEW KIDS ON THE B
CINDERELLA
Hottest:
ROXETTE 3-1
ROD STEWART 2-2
FINE YOUNG CANNIB 6-3
R.E.M. 7-5
VANESSA WILLIAMS 9-6

WWFX/Bangor, ME
Martin/Clark

CINDERELLA (dp)
BELLE STARS (dp)
BETTE MIDLER (dp)
REPLACEMENTS (dp)
ONE 2 MANY
JIMMY HARNEN & SY
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 10-3
POISON 7-4
DEF LEPPARD 13-6
MADONNA 15-7

103CIR/Beckley, WV
Spencer/Davis

MICHAEL DAMIAN
ANIMOTION
SAMANTHA FOX
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 6-4
MADONNA 12-7
BON JOVI 11-8
JIMMY HARNEN & SY D-20

95XX/Burlington, VT
Speck/Riley

SWIFT SENSATION
CHER & PETER CETE
GLAMOUR CAMP
ROACHFORD
CINDERELLA (dp)
REPLACEMENTS (dp)
Hottest:
ROXETTE 4-1
R.E.M. 5-3
MADONNA 16-7
FINE YOUNG CANNIB 14-9
DEF LEPPARD 18-12

WKPE/Cape Cod, MA
Rick Ryder

DEBBIE GIBSON
HOWARD JONES
CINDERELLA
Hottest:
BANGLES 4-1
ROXETTE 5-4
FINE YOUNG CANNIB 9-5
JIMMY HARNEN & SY 21-10
BELLE STARS 25-14

WIKZ/Chambersburg, PA
Alexander/Shane

DONNY OSMOND
MICHAEL DAMIAN (dp)
HOWARD JONES (dp)
PAULA ABDUL (dp)
REPLACEMENTS (dp)
ROXETTE 3-1
Hottest:
MILLI VANILLI 6-3
FINE YOUNG CANNIB 14-6
MADONNA 22-8
TONE LOC 16-9

OK100/Ithaca, NY
Spencer/Davis

none
Hottest:
ROD STEWART 1-1
R.E.M. 2-2
CHICAGO 3-3
ROY ORBISON 5-5
LIVING COLOUR 24-24

96XIL/Parkersburg, WV
Neval/Hughes

TOMMY PAGE
OUTFIELD
ROACHFORD
Hottest:
CARLY SIMON 1-1
GUNS N' ROSES 2-2
DEBBIE GIBSON 4-3
38 SPECIAL 7-5
VAN HALEN 9-6

WTHT/Portland, ME
Cosens/Farmeale

TOMMY PAGE (dp)
NEW KIDS ON THE B
WATERFRONT
NATALIE COLE (dp)
Hottest:
SWEET SENSATION 10-5
MADONNA 19-7
TONE LOC 24-15
BETTE MIDLER 2-6

G88/Portland, ME
Holiday/Bryant

JODY WATLEY
NEW KIDS ON THE B
EDIE BRICKELL & N
WATERFRONT
Hottest:
ROXETTE 3-1
FINE YOUNG CANNIB 6-2
R.E.M. 9-4
ROY ORBISON 12-8
TOMMY PAGE 30-27

WOMP/Wheeling, WV
Forster/McGea

TOMMY PAGE (dp)
WATERFRONT
U2
CINDERELLA
BELLE STARS
Hottest:
BANGLES 3-1
FINE YOUNG CANNIB 9-2
ROXETTE 10-3
POISON 7-5
WINGER 17-13

WFXX/Wilmington, PA
Ted Mliner

BOBBY BROWN
WATERFRONT
EDIE BRICKELL & N (dp)
CINDERELLA
BELLE STARS
EASTERHOUSE
Hottest:
ROXETTE 8-3
MADONNA 14-7
BON JOVI 17-11
DEF LEPPARD 20-14
SA-FIRE 36-25

WHTO/Wilmington, PA
Hartman/Wright

DONNY OSMOND
CINDERELLA (dp)
BOBBY BROWN
WATERFRONT
Hottest:
BANGLES 1-1
MILLI VANILLI 3-2
SA-FIRE 17-12
BON JOVI 17-15
KARYN WHITE 24-17

KC101/New Haven, CT
Rybak/Dann

STEVIE B
BETTE MIDLER
38 SPECIAL
NEW KIDS ON THE B
Hottest:
BANGLES 4-1
MILLI VANILLI 3-2
SA-FIRE 6-4
BON JOVI 11-9
FINE YOUNG CANNIB 17-11

100KHI/Ocean City, MD
Hirman/Jernigan

DONNY OSMOND
FANGLES 1-1
ROY ORBISON 1-6
ANIMOTION 15-9
MADONNA 23-12
JOHNNY KEMP 19-13

WSPK/Poughkeepsie, NY
Stew Schantz

NEW KIDS ON THE B
BOBBY BROWN
NATALIE COLE (dp)
CINDERELLA (dp)
BETTE MIDLER (dp)
EASTERHOUSE (dp)
FIGURES ON A BEAC (dp)
SKID ROW (dp)
Hottest:
ROXETTE 3-1
MADONNA 11-7
TONE LOC 12-8
MICHAEL DAMIAN 37-24
FORD & OSBOURNE 35-12

WPXY/Rochester, NY
Mitchell/Leary

LIVING COLOUR (dp)
NEW KIDS ON THE B
BOBBY BROWN
NENEH CHERRY
GUNS N' ROSES
Hottest:
MILLI VANILLI 1-1
FINE YOUNG CANNIB 2-2
MADONNA 3-3
TONE LOC 4-4
ROXETTE 11-6

93Q/Syracuse, NY
Sullivan/Dunne

DEBBIE GIBSON
WINGER
TOMMY PAGE
SAMANTHA FOX
HOTTEST:
BANGLES 2-1
R.E.M. 10-6
FINE YOUNG CANNIB 14-9
MADONNA 17-10
CHER & PETER CETE 24-16

WPST/Trenton, NJ
Cunningham/Merale

BOBBY BROWN
NENEH CHERRY
ONE 2 MANY
REPLACEMENTS (dp)
PETER SCHILLING
Hottest:
ROY ORBISON 3-3
FINE YOUNG CANNIB 12-8
ROXETTE 15-9
MADONNA 27-17
DEF LEPPARD 34-28

WNYC/Utica, NY
Flannery/Andrews

OUTFIELD
ONE 2 MANY
Hottest:
ROXETTE 2-2
R.E.M. 5-3
MADONNA 18-7
DEON ESTUS 18-10
ANIMOTION 22-18

WRZC/Utica, NY
Reitz/Burton

BOBBY BROWN
OUTFIELD
GUNS N' ROSES (dp)
NENEH CHERRY
ONE 2 MANY
Hottest:
BANGLES 1-1
DEON ESTUS 18-10
ANIMOTION 22-18

Q106/York, PA
McKenzie/Faether

MICHAEL DAMIAN
PAULA ABDUL
Hottest:
MILLI VANILLI 7-2
ROXETTE 9-3
R.E.M. 11-7
DEON ESTUS 17-11
FINE YOUNG CANNIB 20-12

WYCR/York, PA
McCausland/Willie B.

TOMMY PAGE (dp)
U2 (dp)
NEW KIDS ON THE B
REPLACEMENTS (dp)
BOBBY BROWN
CINDERELLA (dp)
LIVING COLOUR (dp)
JIMMY HARNEN & SY (dp)
Hottest:
MILLI VANILLI 1-1
ROXETTE 3-2
BELLE STARS 16-10
TONE LOC 18-11
BETTE MIDLER 25-20

SOUTH

MOST ADDED BREAKOUTS

Debbie Gibson
Bobby Brown
New Kids On The...
Michael Damian
Waterfront

SOUTH

MOST ADDED BREAKOUTS

Cinderella
Roachford
Peter Schilling
Replacements

SOUTH

P2

WBQQ/Augusta, GA
Bruce Stevens

BOBBY BROWN
WINGER
MADONNA 3-3
CINDERELLA (dp)
WATERFRONT
CHRIS REA
Hottest:
FINE YOUNG CANNIB 2-1
ROXETTE 3-2
MILLI VANILLI 4-3
TONE LOC 24-14

B83/Austin, TX
Lisa Tonacel

ONE 2 MANY (dp)
OUTFIELD (dp)
Hottest:
ROXETTE 1-1
DEF LEPPARD 6-2
BANGLES 9-6
MILLI VANILLI 19-10
FINE YOUNG CANNIB 27-17

WBCY/Charlotte, NC
Mary June Rose

TOMMY PAGE
CINDERELLA
WATERFRONT
OUTFIELD
DEBBIE GIBSON (dp)
Hottest:
FINE YOUNG CANNIB 4-1
BANGLES 5-7
38 SPECIAL 13-7
MADONNA 17-10
DONNY OSMOND 26-17

WRQZ/Charlotte, NC
Bliss/Ward

GREAT WHITE
BIG BAM BOO
EXTREME
CROWD JUNKIES
HOWARD JONES
Hottest:
LIVING COLOUR 1-1
ROD STEWART 2-2
38 SPECIAL 8-6
FINE YOUNG CANNIB 10-7
FORE OSBOURNE 18-10

K106/Bascom, TX
Harrison/Pace

SWIFT SENSATION
MICHAEL DAMIAN
CINDERELLA
JODY WATLEY
ROACHFORD
OUTFIELD
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 5-3
POISON 8-5
38 SPECIAL 12-6

WNOK/Columbia, SC
Marta/McHugh

WATERFRONT
STEVIE B
NENEH CHERRY
PAULA ABDUL
ENYA
STEVE WINWOOD
FORD & OSBOURNE
Hottest:
MILLI VANILLI 6-1
FINE YOUNG CANNIB 11-7
DONNY OSMOND 24-17
JIMMY HARNEN & SY 32-23
MICHAEL DAMIAN 40-27

WCCQ/Columbia, GA
Harris/McClure

EDIE BRICKELL & N (dp)
SAM BROWN (dp)
CINDERELLA (dp)
NEW KIDS ON THE B
INFORMATION SOCIE
WATERFRONT
FIGURES ON A BEAC (dp)
GLENN MEDEROS (dp)
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 8-4
POISON 11-7
R.E.M. 14-8
MADONNA 25-12

WKBQ/Charleston, SC
Gaither/Russell

BETTE MIDLER
BOBBY BROWN
DEON ESTUS
Hottest:
BANGLES 6-3
PAULA ABDUL 9-5
MADONNA 11-6
ROY ORBISON 12-7
TONE LOC 16-11

WSSX/Charleston, SC
Allen/Stevens

ONE 2 MANY (dp)
OUTFIELD (dp)
Hottest:
ROXETTE 1-1
DEF LEPPARD 4-2
BANGLES 9-6
MILLI VANILLI 19-10
FINE YOUNG CANNIB 27-17

WBCY/Charlotte, NC
Mary June Rose

TOMMY PAGE
CINDERELLA
WATERFRONT
OUTFIELD
DEBBIE GIBSON (dp)
Hottest:
FINE YOUNG CANNIB 4-1
BANGLES 5-7
38 SPECIAL 13-7
MADONNA 17-10
DONNY OSMOND 26-17

WRQZ/Charlotte, NC
Bliss/Ward

GREAT WHITE
BIG BAM BOO
EXTREME
CROWD JUNKIES
HOWARD JONES
Hottest:
LIVING COLOUR 1-1
ROD STEWART 2-2
38 SPECIAL 8-6
FINE YOUNG CANNIB 10-7
FORE OSBOURNE 18-10

WSKZ/Chatanooga, TN
Chase/Scott

SWIFT SENSATION
MICHAEL DAMIAN
CINDERELLA
JODY WATLEY
ROACHFORD
OUTFIELD
Hottest:
ROXETTE 2-1
FINE YOUNG CANNIB 5-3
POISON 8-5
38 SPECIAL 12-6

WNYC/Huntsville, AL
Chris Andrews

JODY WATLEY
MICHAEL DAMIAN
BOBBY BROWN
CINDERELLA
BETTE MIDLER
WATERFRONT
NENEH CHERRY
Hottest:
MILLI VANILLI 2-1
FINE YOUNG CANNIB 9-2
ROXETTE 4-3
TONE LOC 10-4

MTYX/Jackson, MS
Matt Kilbon

BOBBY BROWN
DEF LEPPARD
MICHAEL DAMIAN
WATERFRONT
LIVING COLOUR (dp)
NENEH CHERRY
Hottest:
MILLI VANILLI 1-1
ROXETTE 2-2
FINE YOUNG CANNIB 3-3
TONE LOC 30-24
LIVING COLOUR 36-30

WQUT/Jackson City, TN
Hurt/Mann

EDIE BRICKELL & N
REPLACEMENTS
DEBBIE GIBSON
NEW KIDS ON THE B
ONE 2 MANY
SWIFT SENSATION
BOBBY BROWN
Hottest:
LIVING COLOUR 11-7
WINGER 17-11
CHRIS REA 21-13
CHER & PETER CETE 22-17
OUTFIELD 29-23

G106/Durham-Raleigh, NC
Edwards/Harrison

WILSON & ZANDER 3-1
MILLI VANILLI 8-4
BANGLES 12-8
MADONNA 18-13
TONE LOC 21-16
KEZ/BEI Paso, TX
Winter/Van Dyke

WLP/Laxington, KY
Fox/Graves

DEF LEPPARD
ENYA
SA-FIRE
STEVE WINWOOD
HOWARD JONES
Hottest:
JODY WATLEY
DONNY OSMOND
Hottest:
BANGLES 5-2
38 SPECIAL 13-10
MADONNA 15-12
KARYN WHITE 17-14
FINE YOUNG CANNIB 19-15

Q88/Fayetteville, NC
McCloud/Kelly

PAULA ABDUL
DEBBIE GIBSON
BON JOVI
MICHAEL DAMIAN
CHER & PETER CETE
WATERFRONT
BOBBY BROWN
NEW KIDS ON THE B
Hottest:
VANESSA WILLIAMS 3-1
KARYN WHITE 10-6
BANGLES 11-7
FINE YOUNG CANNIB 21-15
MADONNA 23-17

WINK/Ft. Myers, FL
Mary Berger

BELLE STARS
DEBBIE GIBSON
NEW KIDS ON THE B
Hottest:
WINGER (dp)
BANGLES 3-2
FINE YOUNG CANNIB 6-3
MADONNA 16-6
BON JOVI 24-14

WKSJ/Greensboro, NC
Jackson/O'Brien

ROY ORBISON
SWIFT SENSATION
JODY WATLEY
TOMMY PAGE
MICHAEL DAMIAN
SA-FIRE
Hottest:
ROXETTE 3-1
FINE YOUNG CANNIB 6-3
MADONNA 11-4
POISON 8-6
BON JOVI 14-7

WANS/Greensboro, NC
McCown/Catcher

WINGER (dp)
SAMANTHA FOX (dp)
BOBBY BROWN
DONNY OSMOND
OUTFIELD
Hottest:
MILLI VANILLI 4-2
FINE YOUNG CANNIB 7-3
VANESSA WILLIAMS 9-5
MADONNA 14-6
DEON ESTUS 17-11

WLSR/Louisville, KY
Lyon/Hardin

U2
REPLACEMENTS
EDIE BRICKELL & N
EASTERHOUSE
FINE YOUNG CANNIB 5-2
GLAMOUR CAMP
BULLETPROOF (dp)
Hottest:
ROY ORBISON 3-2
GUNS N' ROSES 3-3
INXS 4-4
ROXETTE 9-8
MICHAEL DAMIAN 26-17

99WAYS/Macon, GA
Dee Shannon

DONNY OSMOND
TONE LOC
WINGER (dp)
MICHAEL DAMIAN
Hottest:
BANGLES 4-1
MILLI VANILLI 3-2
ROXETTE 10-3
BON JOVI 30-24
LIVING COLOUR 36-30

FM100/Memphis, TN
Conley/Nelson

JODY WATLEY
SWIFT SENSATION
DONNY OSMOND
Hottest:
TONE LOC 3-2
FINE YOUNG CANNIB 7-3
R.E.M. 17-11
CHER & PETER CETE 21-16
SA-FIRE 30-24

WABP/Jacksonville, FL
Johnson/Kutch

SAM BROWN
BOBBY BROWN
ROACHFORD
PROBIE SNOW
Hottest:
DEBBIE GIBSON 1-1
BANGLES 2-2
ROD STEWART 3-3
MADONNA 7-3
TONE LOC 7-4
FINE YOUNG CANNIB 8-6

WOKI/Knoxville, TN
Clay Giehl

TONE LOC
HOWARD JONES
GLAMOUR CAMP
Hottest:
ROXETTE 1-1
WINGER (dp) 4-2
FINE YOUNG CANNIB 9-4
BANGLES 15-8
MADONNA 21-9

WLP/Laxington, KY
Fox/Graves

DEF LEPPARD
ENYA
SA-FIRE
STEVE WINWOOD
HOWARD JONES
Hottest:
JODY WATLEY
DONNY OSMOND
Hottest:
BANGLES 5-2
38 SPECIAL 13-10
MADONNA 15-12
KARYN WHITE 17-14
FINE YOUNG CANNIB 19-15

KKYK/Little Rock, AR
Rolling/Edwards

BOBBY BROWN
DONNY OSMOND
NEW KIDS ON THE B
Hottest:
ROXETTE 4-2
BANGLES 5-4
TONE LOC 7-5
MADONNA 12-8
FINE YOUNG CANNIB 13-9

KWES/Scott Midland, TX
Jim Scott

CHRIS REA (dp)
EDIE BRICKELL & N (dp)
PROBIE SNOW (dp)
DEBBIE GIBSON (dp)
DONNY OSMOND (dp)
Hottest:
MILLI VANILLI 1-1
ROXETTE 4-2
TONE LOC 10-3
MADONNA 16-11
PAULA ABDUL 35-25

Y137/Nashville, TN
Chase/Kaplan

DEBBIE GIBSON
E.U.
ONE 2 MANY
BOBBY BROWN
NEW KIDS ON THE B
Hottest:
ROXETTE 4-2
BANGLES 5-4
TONE LOC 7-5
MADONNA 12-8
FINE YOUNG CANNIB 13-9

WDLX/Washington, NC
Jackson/Lane

DEBBIE GIBSON
BETTE MIDLER
GUNS N' ROSES (dp)
BOBBY BROWN
Hottest:
SWEET SENSATION
Hottest:
BANGLES 9-2
ROXETTE 11-3
VANESSA WILLIAMS 12-4
DONNY OSMOND 13-6
38 SPECIAL 21-12

WKZL/Winston-Salem, NC
Holloway/Reynolds

INFORMATION SOCIE
FORD & OSBOURNE (dp)
Hottest:
TONE LOC 3-2
MADONNA 14-1
SA-FIRE 23-12
DONNY OSMOND 26-18
BETTE MIDLER 30-21

MIDWEST

MOST ADDED

Michael Damian
Debbie Gibson
Donny Osmond
Cinderella
New Kids On The Block
Jody Watley

BREAKOUTS

Replacements
Roachford
Glamour Camp

WZOK/Rockford, IL Summers/Garcia

DONNY OSMOND
PAULA ABDUL
GUNS N' ROSES
VIXEN
Hotlist:
ROXETTE 2-1
KARTINA 3-2
R.E.M. 8-3
CHICAGO 15-4
FINE YOUNG CANNIB 17-5

WRON/Toledo, OH Mason/Rourke

DEBBIE GIBSON
MICHAEL DAMIAN
JODY WATLEY
SA-FIRE
PETER SCHILLING
NEW KIDS ON THE B
BELLE STARS
Hotlist:
38 SPECIAL 14-10
DONNY OSMOND 19-14
DEON ESTUS 20-15
MICHAEL DAMIAN D-27
LIVING COLOUR D-28

KAY107/Tulsa, OK Jan Dean

DONNY OSMOND
MICHAEL DAMIAN
EDIE BRICKELL & N
OUTFIELD
SWEET SENSATION
JODY WATLEY
Hotlist:
ROXETTE 4-3
R.E.M. 14-4
FINE YOUNG CANNIB 19-8
POISON 20-9
MADONNA 28-19
MADONNA 28-19

WKDD/Akron, OH Clerk/Nichols

FINE YOUNG CANNIB
MADONNA
WINGER
LIVING COLOUR
MICHAEL DAMIAN
KON KAN
TONE LOC
Hotlist:
MIKE & THE MECHAN 2-1
BREATHE 6-3
ROXETTE 11-4
ROY ORBISON 9-8
FINE YOUNG CANNIB D-17

WPHR/Cleveland, OH Thomas/Brown

none
Hotlist:
NEW KIDS ON THE B 2-1
BANGLES 5-2
FINE YOUNG CANNIB 14-6
BON JOVI 19-15
FORD & OSBOURNE 27-23

82Q/Cleveland, OH Howitt/Jackson

SA-FIRE (dp)
BELLE STARS (dp)
GUNS N' ROSES (dp)
MICHAEL DAMIAN (dp)
PASADENAS (dp)
Hotlist:
BANGLES 3-1
ROXETTE 4-2
FINE YOUNG CANNIB 7-3
MADONNA 26-6
TONE LOC 28-7

WPXR/Davenport, IA North/Hammer

DONNY OSMOND
MICHAEL DAMIAN (dp)
PAULA ABDUL
HOWARD JONES
Hotlist:
ROXETTE 1-1
MADONNA 15-2
MILLI VANILLI 14-8
R.E.M. 16-14
FINE YOUNG CANNIB 22-15

WGTX/Dayson, OH Jarvis/Dr. Dava

DEBBIE GIBSON
BOBBY BROWN
LIVING COLOUR
SAMANTHA FOX
NEW KIDS ON THE B
Hotlist:
MILLI VANILLI 3-2
ROXETTE 4-3
VANESSA WILLIAMS 6-4
FINE YOUNG CANNIB 12-6
MADONNA 17-9

KRNG/Des Moines, IA Krnigh/Lewis

HOWARD JONES
MICHAEL DAMIAN
Hotlist:
ROXETTE 11-1
CHICAGO 4-4
BANGLES 9-7
MADONNA 15-14

KZIO/Duluth, MN Michaels/Johnson

JODY WATLEY
MICHAEL DAMIAN
NATALIE COLE (dp)
OUTFIELD
DEBBIE GIBSON
Hotlist:
ROXETTE 4-1
MILLI VANILLI 9-4
R.E.M. 11-5
MADONNA 20-8
NYLONS 12-25

WCLC/Carbondale, IL Tony Watakus

DONNY OSMOND
DEF LEPPARD (dp)
NEW KIDS ON THE B
Hotlist:
TONE LOC 8-1
ROXETTE 5-2
MADONNA 22-8
LIVING COLOUR 23-15
WINGER D-17
KQCR/Cedar Rapids, IA Gary Dixon

R.E.M., DEF LEPPARD, MICHAEL DAMIAN, NEW KIDS ON THE B, NATALIE COLE

Hotlist:
DEBBIE GIBSON 1-1
ROXETTE 2-2
BANGLES 3-3
FINE YOUNG CANNIB 10-5
TONE LOC 11-6

WLRF/Champaign, IL McCann/McKaighan

TONE LOC (dp)
JODY WATLEY
DONNY OSMOND
OUTFIELD
Hotlist:
FINE YOUNG CANNIB 1-1
ROXETTE 4-2
MILLI VANILLI 10-4
MADONNA 15-5
EVA 30-23

KMCQ/Columbia, MO Tuttle/Henson

DEBBIE GIBSON
DONNY OSMOND
SA-FIRE
TOMMY PAGE
WATERFRONT
GLAMOUR CAMP
Hotlist:
AMOTION 6-3
MADONNA 22-12
HOWARD JONES 32-19
DEON ESTUS 31-23
TONE LOC 36-26

KRRD/Wichita, KS Oliver/Williams

BOBBY BROWN
HOWARD JONES
ROACHFORD
OUTFIELD (dp)
TOMMY PAGE (dp)
GUNS N' ROSES (dp)
Hotlist:
ROXETTE 4-1
FINE YOUNG CANNIB 9-2
VANESSA WILLIAMS 7-3
ROXETTE 19-11
KARYN WHITE 18-13
DEON ESTUS 21-14

WHOT/Youngstown, OH Dick Thompson

DEBBIE GIBSON
U2
NENEH CHERRY
WATERFRONT
PHOBIA SNOW
ROXETTE 2-1
R.E.M. 4-3
FINE YOUNG CANNIB 6-4
MADONNA 11-5
MICHAEL DAMIAN 33-23

Z104/Medison, WI Lockwood/Kryve

PAULA ABDUL
U2
TOMMY PAGE
SAM BROWN
Hotlist:
ROXETTE 2-1
FINE YOUNG CANNIB 6-2
KON KAN 13-7
EVA 16-10
BELLE STARS 19-14

KJ103/Oklahoma City, OK Spin/Stewart

DEBBIE GIBSON
WATERFRONT
ROACHFORD
CINDERELLA
EDIE BRICKELL & N
MICHAEL DAMIAN
DONNY OSMOND
Hotlist:
MILLI VANILLI 1-1
ROXETTE 2-2
VANESSA WILLIAMS 5-3
FINE YOUNG CANNIB 7-4

WFLX/Orlando, FL

KKKL/Grand Forks, ND Michael Right
JODY WATLEY
FIGURES ON A BEAC
SA-FIRE
INFORMATION SOCIE
BIG BAW BOO
Hotlist:
BANGLES 5-1
FINE YOUNG CANNIB 19-8
MADONNA 18-10
HOWARD JONES 37-27
DEP LEPPARD 27-22

WIFR/Kalamazoo, MI Anthony/Brian

STUE WILWOOD
JODY WATLEY
REPLACEMENTS (dp)
TONY STONE (dp)
CINDERELLA (dp)
Hotlist:
ROXETTE 1-1
BANGLES 3-2
R.E.M. 8-3
ROY ORBISON 11-6
MADONNA 29-10

WAZV/Lafayette, IN Morton/Miller

BOBBY BROWN
TOMMY PAGE
ROACHFORD
ESCAPE CLUB
DEBBIE GIBSON
CHRIS REA (dp)
REPLACEMENTS (dp)
Hotlist:
BANGLES 2-1
ROXETTE 3-2
FINE YOUNG CANNIB 4-3
TONE LOC 10-5
MADONNA 23-11

WIBW/Topeka, KS Alexander/Horton

CINDERELLA (dp)
NEW KIDS ON THE B
OUTFIELD (dp)
JIMMY HARNEN & SY
REPLACEMENTS (dp)
DONNY OSMOND
PAULA ABDUL
Hotlist:
BANGLES 1-1
ROXETTE 4-2
FINE YOUNG CANNIB 16-8
MADONNA 25-20
TONE LOC 32-28

WFBW/Waterloo, IA Mark Hansen

WATERFRONT
GUNS N' ROSES
ROACHFORD
EDIE BRICKELL & N
GLAMOUR CAMP
CINDERELLA
Hotlist:
38 SPECIAL 9-3
FINE YOUNG CANNIB 16-8
TOMMY PAGE 13-10
DEP LEPPARD 19-13
CHOTROYS 22-17

WFFR/Kalamazoo, MI Anthony/Brian

STUE WILWOOD
JODY WATLEY
REPLACEMENTS (dp)
TONY STONE (dp)
CINDERELLA (dp)
Hotlist:
ROXETTE 1-1
BANGLES 3-2
R.E.M. 8-3
ROY ORBISON 11-6
MADONNA 29-10

WAZV/Lafayette, IN Morton/Miller

BOBBY BROWN
TOMMY PAGE
ROACHFORD
ESCAPE CLUB
DEBBIE GIBSON
CHRIS REA (dp)
REPLACEMENTS (dp)
Hotlist:
BANGLES 2-1
ROXETTE 3-2
FINE YOUNG CANNIB 4-3
TONE LOC 10-5
MADONNA 23-11

KFRX/Lincoln, NE Cook/Meyer

HOWARD JONES
TONE LOC (dp)
DONNY OSMOND
NEW KIDS ON THE B
Hotlist:
BANGLES 1-1
ROXETTE 3-2
FINE YOUNG CANNIB 4-3
MADONNA 14-5
DEON ESTUS 13-9

9KQ/Salina, KS Brad King

CINDERELLA (dp)
BOBBY BROWN
NENEH CHERRY (dp)
WATERFRONT
TOMMY PAGE
GLAMOUR CAMP
DONNY OSMOND (dp)
Hotlist:
FINE YOUNG CANNIB 3-1
BANGLES 5-3
POISON 11-5
FORD & OSBOURNE 25-18
JIMMY HARNEN & SY 27-20

KPAT/Sioux Falls, SD Maguire/Ward

DEBBIE GIBSON
CINDERELLA
GLAMOUR CAMP
NEW KIDS ON THE B
DURAN DURAN
GUNS N' ROSES (dp)
PHOEBE SNOW (dp)
Hotlist:
BANGLES 2-2
FINE YOUNG CANNIB 6-3
MADONNA 17-6
MICHAEL DAMIAN 20-10
BON JOVI 16-11

KWTO/Springfield, MO T.K. O'Grady

NEW KIDS ON THE B
DURAN DURAN
GUNS N' ROSES (dp)
Hotlist:
ROXETTE 1-1
TONE LOC 16-8
WINGER D-30

WDBR/Springfield, IL Moor/Lawley

MICHAEL DAMIAN
ROXETTE 4-1
EASTERHOUSE (dp)
BOBBY BROWN
CINDERELLA
REPLACEMENTS (dp)
Hotlist:
ROXETTE 3-1
MILLI VANILLI 6-3
MADONNA 9-4
BON JOVI 11-8

WSP/Steves Point, WI Jerry Starlin

EDIE BRICKELL & N
Hotlist:
ROY ORBISON 1-1
BANGLES 4-2
FINE YOUNG CANNIB 10-5
AIRKAMP 17-10

WPPR/Terre Haute, IN Newton/West

MICHAEL DAMIAN
EDIE BRICKELL & N
JODY WATLEY
Hotlist:
R.E.M. 15-10
MADONNA 24-14
BON JOVI 33-23
HOWARD JONES 37-27
PAULA ABDUL D-31

WEST

MOST ADDED

Waterfront
Michael Damian
Debbie Gibson
New Kids On The...
Bobby Brown
Roachford

BREAKOUTS

Cinderella
Natalie Cole
Figures On A Beach
Guns N' Roses

KVA/Albuquerque, NM Howard Johnson

STEVE B
JODY WATLEY
NEW KIDS ON THE B
Hotlist:
MADONNA 10-3
POISON 17-13
TONE LOC 19-14
DEF LEPPARD 22-18
DEON ESTUS 25-19

KBSN/Eugene, OR Braven/Wonka

BOBBY BROWN
BIG BAW BOO
EASTERHOUSE
JUDSON SPENCE
WATERFRONT
JODY WATLEY
DEBBIE GIBSON
PHOEBE SNOW
Hotlist:
ROXETTE 1-1
MADONNA 8-3
NENEH CHERRY 6-4
MICHAEL DAMIAN 19-12
DONNY OSMOND 28-20

KKKS/Albuquerque, NM Tomm Rivers

BOBBY BROWN
MICHAEL DAMIAN
BOY GEORGE (dp)
TODAY (dp)
WATERFRONT
WONACK & WONACK
Hotlist:
TONE LOC 12-2
SWEET SENSATION 5-3
FINE YOUNG CANNIB 9-6
MADONNA 19-11
SAMANTHA FOX 26-18

KKXX/Bakersfield, CA Squires/Christopher

HOWARD JONES
SA-FIRE
DONNY OSMOND
NEW KIDS ON THE B
BOYS
SAFTEE
Hotlist:
FINE YOUNG CANNIB 11-3
SWEET SENSATION 10-6
MADONNA 15-11
DEON ESTUS 17-14
BOBBY BROWN 35-28

KPBB/Boise, ID Jack Armstrong

SA-FIRE
NEW KIDS ON THE B
STUE WILWOOD
CINDERELLA
PHOEBE SNOW
Hotlist:
POISON 3-1
MADONNA 6-4
BON JOVI 14-10
DEF LEPPARD 18-13
MICHAEL DAMIAN 24-17

KATM/Colorado Springs, CO Sorenson/Majors

SKID ROW
GUNS N' ROSES
REPLACEMENTS
ONE 2 MANY
BULLETTYOYS
GREAT WHITE
Hotlist:
ROD STEWART 2-1
R.E.M. 8-6
FORD & OSBOURNE 10-8
BON JOVI 13-10
EVA 29-17

KKMG/Colorado Springs, CO Miller/Reynolds

BOBBY BROWN
RICK ASTLEY
MICHAEL DAMIAN (dp)
INFORMATION SOCIE
SHRENA EASTON
Hotlist:
FINE YOUNG CANNIB 2-1
BELLE STARS 5-2
EVA 7-3
MADONNA 17-4
DEON ESTUS 20-9

KYRK/Las Vegas, NV Cummings/Miles

BOBBY BROWN
DEBBIE GIBSON
CINDERELLA (dp)
DONNY OSMOND
TOMMY PAGE (dp)
LEVER8 (dp)
ROACHFORD (dp)
SAM BROWN (dp)
CHRIS REA (dp)
BOY GEORGE (dp)
Hotlist:
MILLI VANILLI 2-1
ROXETTE 7-2
FINE YOUNG CANNIB 12-7
TOMMY PAGE 17-8
ANIMOTION 24-17

FMO4/Modesto-Stockton, CA DeMaroney/Hoffman

PAULA ABDUL
CINDERELLA (dp)
ONE 2 MANY
NEW KIDS ON THE B
MICHAEL DAMIAN (dp)
Hotlist:
ROXETTE 1-1
POISON 3-2
FINE YOUNG CANNIB 6-3
KARYN WHITE 5-4
BON JOVI 8-7

CKAQ/Oxnard-Ventura, CA Greg Williams

SHRENA EASTON
FORD & OSBOURNE (dp)
ONE 2 MANY
OUTFIELD (dp)
NENEH CHERRY (dp)
RICK ASTLEY
Hotlist:
BANGLES 1-1
ROXETTE 3-3
JIMMY HARNEN & SY 23-10
MADONNA 25-14
NEW KIDS ON THE B D-40

KKFR/Phoenix, AZ Henry/Morales

NEW ORDER (dp)
BOBBY BROWN
MICHAEL DAMIAN (dp)
SHOCK
DEBBIE GIBSON
Hotlist:
MILLI VANILLI 1-1
TONE LOC 4-2
KARYN WHITE 10-8
STEVE B 8-5
MADONNA 23-11

KWNZ/Reno, NV

BOBBY BROWN
SAMANTHA FOX
JIMMY HARNEN & SY (dp)
WATERFRONT
WINGER (dp)
Hotlist:
MADONNA 11-5
LIVING COLOUR 13-10
ROY ORBISON 24-15
BETTE MIDLER 28-18
TONE LOC 32-23

KDON/Salinas-Monterey, CA Hyatt/Sanders

BELLE STARS
FIGURES ON A BEAC
STEPHANIE
Hotlist:
STEVE B 3-1
FINE YOUNG CANNIB 2-2
MADONNA 16-6
SA-FIRE 11-7
NEW KIDS ON THE B 24-15

KZZU/Spokane, WA Arnold/Hopkins

EDIE BRICKELL & N (dp)
JACK ARMASTRONG
Hotlist:
ROXETTE 1-1
SLICE RICK 15-13
MADONNA 23-15

KOMQ/Honolulu, HI Akane/Miller

DEBBIE GIBSON
NEW KIDS ON THE B
Hotlist:
KARYN WHITE 13-7
J.T. TAYLOR & REG 19-11
EVA 18-12
MADONNA 29-14
BANGLES 26-15

KLUCLas Vegas, NV Daan/Taylor

GUNS N' ROSES
WATERFRONT
BELLE STARS
PETER SCHILLING
Hotlist:
FINE YOUNG CANNIB 1-1
JIMMY HARNEN & SY 3-2

KYGAT/Anchorage, AK J.D. Chandler

NEW KIDS ON THE B
PAULA ABDUL
38 SPECIAL
BELLE STARS
ENYA (dp)
KARYN WHITE (dp)
DEON ESTUS (dp)
LIVING COLOUR (dp)
Hotlist:
ROXETTE 1-1
MILLI VANILLI 1-1
BANGLES 5-2
MILLI VANILLI 4-3
SAMANTHA FOX 8-5
SA-FIRE 16-8

KTYA/Billings, MT Charley Fox

WATERFRONT
MICHAEL DAMIAN
OUTFIELD
INFORMATION SOCIE
NEW KIDS ON THE B
WATERFRONT
ROXETTE 2-1
FINE YOUNG CANNIB 6-3
POISON 10-5
LIVING COLOUR 14-11
MADONNA 24-18

KBOZ/Boreman, MT Duane Barnhardt

NEW KIDS ON THE B
DEBBIE GIBSON
EDIE BRICKELL & N (dp)
GUNS N' ROSES (dp)
Hotlist:
ROXETTE 6-2
MADONNA 12-5
DEON ESTUS 15-11
38 SPECIAL 20-12
BON JOVI 27-18

KTRF/Casper, WY Peter Masse

BOBBY BROWN
REPLACEMENTS
JODY WATLEY
ROACHFORD
GLENN MEDeiros
TONE LOC
FORD & OSBOURNE
TONY PAGE
Hotlist:
ROXETTE 2-1
MILLI VANILLI 3-2
FINE YOUNG CANNIB 4-3
TONE LOC 7-4
MADONNA 21-7

KFBQ/Cheyenne, WY David/Melotti

DEBBIE GIBSON
BIG BAW BOO
CHRIS REA
MELISSA BETHRIDGE
VANESSA WILLIAMS 5-2
FINE YOUNG CANNIB 10-4
R.E.M. 9-5
POISON 12-6
KARYN WHITE 13-10

KMOK/Lewistown, ID Bevens/Chase

BELLE STARS
NEW KIDS ON THE B
BASIA
EDIE BRICKELL & N
GLENN MEDeiros
NATALIE COLE
Hotlist:
ROXETTE 3-1
MILLI VANILLI 8-5
MADONNA 28-12
TONE LOC 24-18

KOZE/Lewistown, ID Jay McCall

GLAMOUR CAMP
GARDNER COLE
U2
DEBBIE GIBSON
Hotlist:
ROXETTE 1-1
FINE YOUNG CANNIB 9-2
MADONNA 10-5
LIVING COLOUR 17-7
38 SPECIAL 16-10

OKBS/Tri-Cities, WA LeMaster/Travis

CINDERELLA
HOUSE OF LORDS
BELLE STARS
OUTFIELD
FIGURES ON A BEAC
ONE 2 MANY
TONY STONE
GIGI ON THE BEACH
Hotlist:
WINGER 6-4
FORD & OSBOURNE 8-5
DEF LEPPARD 10-6
R.E.M. 14-9
MADONNA 27-17

247 Current Playlist

238 Current Playlist

Called In Frozen Playlist: (3)

WZOQ/Boston
WFR9/Atlanta
OK100/Althaca

Did Not Report, Playlist Frozen: (5)

KKG/Mountain
JET-FM/erie

KTUX/Birmingham

WFMF/Baton Rouge

QV103/Wichita Falls



The #1 Choice for Jingles

5454 Parkdale Drive / Dallas, Texas 75227 / (214) 388-5454

Michael Damian Continued

DEF LEPPARD
Rocket (Mercury)
LP: Hysteria
Total Reports 194 79%

Regional Reach
E 90%
S 75%
M 85%
W 67%

Chart Summary
Pos P1 P2 P3 Tot
National Summary 2-5 0 5 2 7

Regional Reach
E 90%
S 75%
M 85%
W 67%

DURAN DURAN
Do You Believe In Shame? (Capitol)
LP: Big Thing
Total Reports 59 24%

Regional Reach
E 25%
S 20%
M 15%
W 37%

Deon Estus Continued

ENYA
Orinoco Flow (Sail Away) (Geffen)
LP: Watermark
Total Reports 171 69%

Regional Reach
E 65%
S 75%
M 68%
W 67%

Chart Summary
Pos P1 P2 P3 Tot
National Summary 2-5 2 4 3 9

Regional Reach
E 90%
S 96%
M 100%
W 98%

DEON ESTUS
Heaven Help Us (Mika/Polydor)
LP: Spell
Total Reports 218 88%

Regional Reach
E 90%
S 89%
M 81%
W 93%

Deon Estus Continued

ROY-FM 11-10
KZZP 23-22
KRRZ 14-8

Regional Reach
E 90%
S 96%
M 100%
W 98%

Chart Summary
Pos P1 P2 P3 Tot
National Summary 2-5 30 49 41 120

Regional Reach
E 90%
S 96%
M 100%
W 98%

Regional Reach
E 90%
S 96%
M 100%
W 98%

Regional Reach
E 90%
S 96%
M 100%
W 98%

LITA FORD & OZZY OSBOURNE

Close My Eyes Forever (RCA)
LP: Lita
Total Reports 100 40%

Regional Reach
E 35%
S 41%
M 37%
W 48%

Chart Summary
Pos P1 P2 P3 Tot
National Summary 2-5 0 0 0 0

Regional Reach
E 57%
S 46%
M 19%
W 46%

Regional Reach
E 29%
S 39%
M 29%
W 43%

Regional Reach
E 29%
S 39%
M 29%
W 43%

DEBBIE GIBSON

Electric Youth (Atlantic)
LP: Electric Youth
Total Reports 172 70%

Regional Reach
E 82%
S 70%
M 58%
W 70%

Chart Summary
Pos P1 P2 P3 Tot
National Summary 2-5 0 0 0 0

Regional Reach
E 29%
S 39%
M 29%
W 43%

Regional Reach
E 29%
S 39%
M 29%
W 43%

Regional Reach
E 29%
S 39%
M 29%
W 43%

INFORMATION SOCIETY
Repetition (Tommy Boy/Reprise)
LP Information Society
Total Reports 50 20%

Regional Reach
E 14%
S 18%
M 12%
W 39%

JOHNNY KEMP
Birthday Suit (Columbia)
LP "Sing" ST
Total Reports 150 61%

Regional Reach
E 63%
S 61%
M 59%
W 59%

Living Colour Continued
WEST
WZST
WZLW d-31
WZLW 23-15
WZLW 23-15

MADONNA
Like A Prayer (Sire/WB)
LP Like A Prayer
Total Reports 243 98%

HOWARD JONES
Everlasting Love (Elektra)
LP: Cross That Line
Total Reports 188 76%

Regional Reach
E 73%
S 77%
M 80%
W 74%

Regional Reach
E 100%
S 98%
M 97%
W 100%

LIVING COLOUR
Cult Of Personality (Epic)
LP: Vivid
Total Reports 181 73%

Regional Reach
E 100%
S 98%
M 97%
W 100%

Regional Reach
E 71%
S 76%
M 80%
W 65%

BETTE MIDLER
Wind Beneath My Wings (Atlantic)
LP: "Beaches" ST
Total Reports 113 46%

Regional Reach
E 57%
S 51%
M 36%
W 39%

Regional Reach
E 41%
S 39%
M 41%
W 56%

Regional Reach
E 41%
S 39%
M 41%
W 56%

NEW KIDS ON THE BLOCK
I'll Be Loving You Forever (Columbia)
LP Hangin' Tough
Total Reports 141 57%

Regional Reach
E 63%
S 61%
M 59%
W 59%

Regional Reach
E 39%
S 41%
M 37%
W 39%

Regional Reach
E 39%
S 41%
M 37%
W 39%

ROY ORBISON
You Got It (Virgin)
LP: Mystery Girl
Total Reports 184 74%

Regional Reach
E 76%
S 78%
M 83%
W 57%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 4 8 11 23

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

DONNY OSMOND
Soldier Of Love (Capitol)
LP: Donny Osmond
Total Reports 174 70%

Regional Reach
E 65%
S 71%
M 63%
W 83%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 1 0 0 1

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

Donny Osmond Continued
KWOD a
KCPX 36-31
K108 d-31

Regional Reach
E 43%
S 48%
M 59%
W 43%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

TOMMY PAGE
A Shoulder To Cry On (Sire)
LP: Tommy Page
Total Reports 128 52%

Regional Reach
E 41%
S 54%
M 44%
W 67%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 1 3 4

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

Tommy Page Continued
W108 a
K108 d-31
K108 d-31

Regional Reach
E 69%
S 48%
M 46%
W 61%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

POISON
Your Mama Don't... (Enigma/Capitol)
LP: Open Up And Say... Ahh
Total Reports 192 78%

Regional Reach
E 90%
S 75%
M 85%
W 63%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 3 4 6 13

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

Poison Continued
92X 13-6
WNCI 3-2
K108 d-31

Regional Reach
E 92%
S 90%
M 93%
W 72%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 13 24 23 60

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

ROXETTE
The Look (EMI)
Total Reports 238 96%

Regional Reach
E 96%
S 98%
M 100%
W 91%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 20 56 37 113

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

Regional Reach
E 96%
S 98%
M 100%
W 91%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 20 56 37 113

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

R.E.M.
Stand (WB)
LP: Green
Total Reports 216 87%

Regional Reach
E 92%
S 90%
M 93%
W 72%

Chart Summary
Pos P1 P2 P3 Tot
National 2-5 13 24 23 60

SOUTH
WBBQ 12-18
K106 14-9
K108 19-16

EAST
B104 24-21
WXS 5-5
WZOU 9 fr

Sa-Fire Continued

Station listings for Sa-Fire Continued, including call letters, frequencies, and program information.

Simply Red Continued

Station listings for Simply Red Continued, including call letters, frequencies, and program information.

Sweet Sensation Continued

Station listings for Sweet Sensation Continued, including call letters, frequencies, and program information.

Carly Simon: Let The River Run (Arista). LP: "Working Girl" ST. Total Reports 56 23%

Station listings for Carly Simon, including call letters, frequencies, and program information.

Stevie N: I Wanna Be The One (LMR). LP: In My Eyes. Total Reports 60 24%

Station listings for Stevie N, including call letters, frequencies, and program information.

Third Eight Special: Second Chance (A&M). LP: Rock & Roll Strategy. Total Reports 201 81%

Station listings for Third Eight Special, including call letters, frequencies, and program information.

Simply Red: It's Only Love (Elektra). LP: A New Flame. Total Reports 79 32%

Station listings for Simply Red, including call letters, frequencies, and program information.

Sweet Sensation: Sincerely Yours (Atco). LP: Take It While It's Hot. Total Reports 153 62%

Station listings for Sweet Sensation, including call letters, frequencies, and program information.

Continued On Next Column

Continued On Next Column

Tiffany: Radio Romance (MCA). LP: Hold An Old Friend's Hand. Total Reports 76 31%

Station listings for Tiffany, including call letters, frequencies, and program information.

Tone Loc: Funky Cold... (Delicious Vinyl/Island). LP: Loc-ed After Dark. Total Reports 202 82%

Station listings for Tone Loc, including call letters, frequencies, and program information.

Station listings for Tone Loc, including call letters, frequencies, and program information.

Waterfront: Cry (Polydor). LP: Waterfront. Total Reports 63 26%

Station listings for Waterfront, including call letters, frequencies, and program information.

Jody Watley: Real Love (MCA). LP: Larger Than Life. Total Reports 204 83%

Station listings for Jody Watley, including call letters, frequencies, and program information.

Station listings for Jody Watley, including call letters, frequencies, and program information.

Parallels Continued On Page 100

SIGNIFICANT ACTION

KARYN WHITE Superwoman (WB) LP: Karyn White Total Reports 200 81%

Regional Reach P1 77% P2 84% P3 79%

Chart Summary Pos P1 P2 P3 Tot

WINGER Severent (Atlantic) LP: Winger Total Reports 132 53%

Regional Reach P1 29% P2 54% P3 76%

Chart Summary Pos P1 P2 P3 Tot

WEST MIDWEST MIDWEST

STEVE WINWOOD Hearts On Fire (Virgin) LP: Roll With It Total Reports 106 43%

Regional Reach P1 21% P2 41% P3 68%

WBCY 32-26 WBCY 32-26

WBCY 32-26 WBCY 32-26

WBCY 32-26 WBCY 32-26

B

BAD COMPANY Shake It Up (Atlantic) LP: Dangerous Age

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

WBCY 32-26 WBCY 32-26

E

SAM BROWN Stop (A&M) LP: Stop!

CHOIRBOYS Run To Paradise (WTG) LP: Big Bad Noise

CINDERELLA Coming Home (Mercury) LP: Long Cole Winter

NATALIE COLE Miss You Like Crazy (EMI) LP: Good To Be Back

WBCY 32-26 WBCY 32-26

E

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

WBCY 32-26 WBCY 32-26

SIGNIFICANT ACTION

F

FIGURES ON A BEACH
You Ain't Seen Nothin' Yet (Sire/WB)
LP: Figures On A Beach

P1	P2	P3
EAST WKXS 21-18 WZOU 16 fr CKOI a PRO-FM on	EAST WSPK a WPST d-34 SOUTH WBBO on WCGQ a WZYP d-39 MIDWEST WMS on WZPL on	EAST G98 on WOMP on SOUTH HJAD a WJMX on Q104 on QV103 on fr MIDWEST KKXL a WEST CHRD 24-21 KLDC on KYNK d-38 KDON a KZZU a

G

GINA GO-GO
I Can't Face The Fact (Capitol)

P1	P2	P3
EAST SOUTH KITY 26-24 MIDWEST WEST KZZP a-28 KKRZ 32-24 FM102 16-15	EAST HOT97.7 7-8 B93 38-34 K98 on WMPF 26 fr KEZB 34-31 KZPM 19-13 KEZB 37-34 MIDWEST WEST KXXX 27-23	EAST KMG on KCAQ 18-12 KKFR 19-12 KDON 12-9 KRO 26-21 SOUTH KMAN 23-22 QV103 40 fr MIDWEST WEST

GLAMOUR CAMP
She Did It (EMI)
LP: Glamour Camp

P1	P2	P3
EAST SOUTH KXXX on WEST P2	EAST WOKI a MLRS a-35 MIDWEST WEST KZZU a 95XXX a	SOUTH WFFM a KXY a MIDWEST KYY a KMQ a 95XX a KPAT a-37 KFMW a WEST KOZE a Y97 a

GUNS N' ROSES
Patience (Geffen)
LP: G N' R Lies

P1	P2	P3
EAST WVSR a K104 d-29 WSPK 19-16 95XX a WRCK a WYCR 26-23 SOUTH WAVE 10-10 WLSR 3-3 KFPM 38-29 K92 a 2102 34-16 WDLX a MIDWEST WZXP 3-3 KXXX 7-4 WRBO a-28 WEST KS104 28-25 KXY a-10 KCPX 30-25	EAST HOT97.7 29-22 WRPE 13-11 WIKZ d-32 95XIL d-38 G98 38-35 SOUTH KSMR a KXY a 2103 37-27 WVBS 37-30 MIDWEST 920 a WYCR 26-23 KOKO a WZOK a KMYZ a KKRD a WEST KATH a-29 KLUC a-40 FM104 28-22 KZZU d-32	EAST 103 CIR 29-22 KX101 13-11 WIKZ d-32 95XIL d-38 G98 38-35 SOUTH KSMR a KXY a 2103 37-27 WVBS 37-30 MIDWEST 920 a WYCR 26-23 KOKO a WZOK a KMYZ a KKRD a WEST KATH a-29 KLUC a-40 FM104 28-22 KZZU d-32

L

LEVERT
Just Coolin' (Atlantic)
LP: Just Coolin'

P1	P2	P3
EAST SOUTH KITY 17-14 MIDWEST WEST KWO 35-35	EAST WPGC 9-15 KGGI 29-21 KREL 12-6 SOUTH WJAD a WJMX on Q104 on QV103 on fr MIDWEST K98 a KX105 23-20 94TXX on	EAST KMG 1-11 KMGX 32-31 KXXK a SOUTH KMAN 23-22 QV103 40 fr MIDWEST K98 a KX105 23-20 94TXX on

DENISE LOPEZ
Too Much Too Late (Vendetta/A&M)
LP: Truth In Disguise

P1	P2	P3
EAST KITY on MIDWEST WEST FM102 on KROY on	EAST HOT97.7 35-34 MIDWEST SOUTH 100KHI on WEST KZPM on KEZB on MIDWEST	WEST KKS on FMGX on SOUTH QV103 on fr MIDWEST WEST

M

GLENN MEDIEROS
Never Get Enough Of You (MCA)
LP: Not Me

P1	P2	P3
EAST PRO-FM on SOUTH WNVZ on MIDWEST WEST KRO on KWSS on KUBE on	EAST WCGQ a KZPM on WZYP on KSAQ on MIDWEST WEST K95 on KSNL on KYZK d-39 KDON on KQJ on	EAST WIKS on WHT 31-27 WXX on SOUTH KQ12 on Q104 on MIDWEST WEST KWT on SOUTH KTR a KMK a SLY96 on

R

CHRIS REA
Working On It (Geffen)
LP: New Light Through Old Windows

P1	P2	P3
EAST WKS d-35 WZOU on fr SOUTH KEGL 14-13 MIDWEST WMS 24-18 KXXR 4-7 WEST K104 27-22	SOUTH WBGO 15-15 WRO 21-13 WOKI 29-26 WLSR 20-16 WRY a KMS a MIDWEST K95 d-28 KAM 7-7 KSNL 30-25 KYZK a FM104 on KZZU 37-31 WEST K95XX d-40	SOUTH WZRX on WPM on KXY on KTX on WBS d-40 MIDWEST WZY a 99RG 33-26 WFR on KPMW 31-27 WEST KYA 28-24 KFB a KMK d-39 KOZE 18-11 ZPUN 38-31 Y97 12-9 OK95 24-15

RED FLAG
Russian Radio (Enigma)

P1	P2	P3
EAST SOUTH KITY 32-30 MIDWEST WEST KFN 39-37 P2	SOUTH B93 d-38 K98 28-25 K106 33-33 KZZB 17-10 KZPM on KEZB on MIDWEST WEST K95 33-29 KMG 16-16 WEST K95XX d-40	EAST KSMR a SOUTH KSMR a MIDWEST WEST K95 33-29 KMG 16-16 WEST K95XX d-40

REPLACEMENTS
I'll Be You (Sire/WB)
LP: Don't Tell A Soul

P1	P2	P3
EAST PRO-FM a SOUTH KEGL a MIDWEST WMS on WLOL 29-24 WEST KXY d-29 P2	SOUTH WVCR a K106 a WRO d-30 WOUT a WLSR a-28 MIDWEST WEST KZIO d-38 WEST KAM a KSNL on KZZU on P3 EAST WXX a 95XXX a	WEST WVBS a MIDWEST WBNO a KLY a KREL on WKFR a WZY a 99RG d-35 KAT on WDBR a WIB a KFMW d-40 WEST KTR a KOZE d-27 KMT a ZPUN on Y97 a OK95 d-38

ROACHFORD
Cuddly Toy (Feel For Me) (Epic)
LP: Roachford

P1	P2	P3
EAST WKS a SOUTH WGR a MIDWEST WEST Y108 a P2	SOUTH KZZP a K106 a 2102 a MIDWEST WEST KMGX a KYZK a KZZU a P3 EAST 95XXX a 95XIL a	SOUTH KAKS a WJMX a WPM on KXY a KMTX a MIDWEST WEST KYY a WBNO a KLYV a ZPUN a WZY a KFMW a WEST 297 a KTR a 2PUN a KZOZ a Y97 a-30

S

PETER SCHILLING
The Different Story (World...) (Elektra)
LP: The Different Story...

P1	P2	P3
EAST WKS d-33 CKOI on SOUTH PWR99 22 fr KEGL on KRO on fr KRBE 18-11 WVZ a-25 KITY 35-32 MIDWEST 92X 31-29 WEST KZZP on FM102 a P1 KMEL on	EAST WNNK on WPST a SOUTH B93 d-37 K98 29-24 K106 24-16 KZZB 18-13 WCGQ on KZPM on KZZU a KBP a BJ105 35-31 Y106 7-5 MIDWEST WRON a WEST KPM a KMG on KLUC a	EAST KYZK on KCAQ on KWNZ on KDON 30-26 KZZU d-35 SOUTH KAKS on WZRX a WMS on KZB 12-10 WPM a QV103 13 fr WBS a MIDWEST KPAT on WEST KPM a 2PUN d-40 SLY96 d-29 Y97 on

PHOEBE SNOW
If I Can Just Get Through... (Elektra)
LP: Something Real

P1	P2	P3
EAST SOUTH Y95 a MIDWEST WEST P2 WAB a	EAST WNNK a WKEE a SOUTH WAVE a KMS a MIDWEST WHOT a WEST K95 a	EAST KSNL a KYZK a SOUTH KSNL a MIDWEST KPAT a WEST

SURFACE
Closer Than Friends (Columbia)
LP: 2nd Wave

P1	P2	P3
EAST SOUTH KITY on KTFM 27-24 MIDWEST WHY 24-21 WEST FM102 21-14 KXY 48-31 KMO a	EAST WPGC 23-20 KREL 19-13 HOT97.7 on P2 EAST WVCR a SOUTH KZZB on KSAQ on MIDWEST	WEST KKS on KMG 27-25 KMGX 34-26 KLUC on KYZK on KDON on SOUTH KMAN 23-22 QV103 40 fr MIDWEST WBNO d-39 KLYV on Y94 a KPM on WPST d-27 KFMW on WEST KIVA on CHRD a KSNL d-39 KZZU d-38

U

U2 & B.B. KING
When Love Comes To Town (Island)
LP: Rattle And Hum

P1	P2	P3
EAST CKOI on SOUTH KEGL a MIDWEST WMS 28-21 KXXR 37-29 WEST P2 EAST WAB on WGR d-39 JET-FM on K104 on	EAST K106 a WRO d-30 WOUT a WLSR a-28 MIDWEST WEST KZIO d-38 WEST KAM a KSNL on KZZU on P3 EAST WXX a 95XXX a	WEST WVBS a MIDWEST WBNO a KLY a KREL on WKFR a WZY a 99RG d-35 KAT on WDBR a WIB a KFMW d-40 WEST KTR a KOZE d-27 KMT a ZPUN on Y97 a OK95 d-38

CHART SUMMARY

ROXETTE won its fight for the top of the chart, but the **FINE YOUNG CANNIBALS** were right behind, 3-2, and chomping at the bit for a turn at the top. However, **MADONNA**, 6-4, has a +7 average move, an almost unheard-of statistic for a record in the Top 10, and could make the leap all the way next week. **MILLI VANILLI's** gradual decline slowed **R.E.M.** to an 8-6 gain, and **TONE LOC** was good for six with a 13-7 showing. **KARYN WHITE** scored her second Top 10 CHR hit with a 12-9 move, while newcomer **DEON ESTUS** rounded out the Top 10 with a 14-10 jump.

JODY WATLEY's 32-25 leap slowed **ENYA** 28-26, while **SWEET SENSATION** gained 30-27 and made Breaker. **HOWARD JONES** scored the biggest chart jump, eight points, for a 39-31 showing which slowed **JOHNNY KEMP**, 35-32. **MICHAEL DAMIAN** debuted at #33 and hit Breaker. The **BELLE STARS** were up four slots, 38-34, and just missed Breaker. **DONNY OSMOND** scored a Breaker with a debut at #35 and **TOMMY PAGE** neared the 60% mark with a 40-36 gain. **DEBBIE GIBSON** made Breaker in her second week of airplay and debuted at #38, while **WINGER** flew onto the chart at #39 ahead of Breaker.

NEW ARTISTS

- | Rank | Artist | Label | Report |
|------|--|----------|--------|
| 1 | BELLE STARS/Iko Iko | Capitol | 136 |
| 2 | PASADENAS/Tribute (Right On) | Columbia | 135 |
| 3 | WINGER/Seventeen | Atlantic | 132 |
| 4 | TOMMY PAGE/A Shoulder To Cry On | Sire/WB | 120 |
| 5 | ONE 2 MANY/Downtown | A&M | 97 |
| 6 | JIMMY HARNEN & SYNCH/Where Are You Now? | WTG | 87 |
| 7 | WATERFRONT/Cry | Polydor | 63 |
| 8 | NENEH CHERRY/Buffalo Stance | Virgin | 61 |
| 9 | STEVIE B/I Wanna Be The One | LMR | 60 |
| 10 | EASTERHOUSE/Come Out Fighting | Columbia | 49 |

New artists have not yet had a CHR Breaker.

For the industry's best buys... shop the R&R

MARKETPLACE

every week.

BREAKERS

MICHAEL DAMIAN Rock On (Cypress/A&M)

84% of our reporters playing it. Moves: Up 62, Debuts 45, Same 35, Down 0, Adds 66 including B104, Y100, Q105, 92X, WHYT, KIIS, KXYQ, KWSS. See Parallels, debuts at number 33 on the CHR chart.

DONNY OSMOND Soldier Of Love (Capitol)

70% of our reporters playing it. Moves: Up 45, Debuts 38, Same 41, Down 0, Adds 50 including PWR95, WAVA, B96, WCZY, WZPL, KOY-FM, KWOD, PWR106, KMEL. See Parallels, debuts at number 35 on the CHR chart.

DEBBIE GIBSON Electric Youth (Atlantic)

70% of our reporters playing it. Moves: Up 23, Debuts 59, Same 24, Down 0, Adds 66 including WEGX, B94, Y100, Z95, WCZY, KIIS, KOY-FM, PWR96, PWR106, HOT977. See Parallels, debuts at number 38 on the CHR chart.

SWEET SENSATION Sincerely Yours (Atco)

62% of our reporters playing it. Moves: Up 20, Debuts 18, Same 4, Down 18 including WBLI, B97, Q102, WNCI, WHYT, KDWB, KKRZ, KZ106, KAY107. See Parallels, moves 30-27 on the CHR chart.

NEW & ACTIVE

NEW KIDS ON THE BLOCK "I'll Be Loving You Forever" (Columbia)
Reports: 141. Moves: Up 14, Debuts 35, Same 30, Down 0, Adds 62 including WMJQ, WAVA, KRBE, Y108, KKLQ, WNNK, 98PX, K98, KXX106, KZOU, WCIL, B97 29-25, KS104 30-27, KMEL 8-5, KWSS 23-19, 93Q 39-35, KOON 24-15.

BELLE STARS "Iko Iko" (Capitol)
Reports: 136. Moves: Up 71, Debuts 17, Same 27, Down 1, Adds 20 including HOT97, WL0L, WKBO, KCPX, KMEL, WAEB, WGHT, WINK, 92Q, KLUU, WFXZ, PWR95 21-18, WEGX 30-25, WAVA 20-16, Y108 7-2, KKRZ 34-26, WTIC 14-5, KKMGM 5-2, WPFM 36-27. See Parallels, moves 38-34 on the CHR chart with 75% of the airplay converted to chart moves.

PASADENAS "Tribute (Right On)" (Columbia)
Reports: 135. Moves: Up 75, Debuts 2, Same 55, Down 0, Adds 3, KPLZ, 92Q, KTMT, WXXS 24-20, WMJQ 29-25, HOT97 38-34, Z100 29-26, WPGC 24-21, 92X 25-22, KKRZ 26-18, KROY 18-14, WTIC 32-28, WPST 32-27, WBCY 29-25, WDLX 24-18, KQMGM 27-21, WPFM 27-22. 64% of the airplay has charted.

WINGER "Seventeen" (Atlantic)
Reports: 132. Moves: Up 72, Debuts 19, Same 27, Down 1, Adds 13, 93Q, WBBQ, WANS, KZOU, 99WAYS, Z102, WKDD, KZ93, KWNZ, WYKS, Y94, KBOZ, KZDZ, KEGL 18-14, Y95 10-8, WGH 26-22, WKBO 10-6, WABB 17-11. See Parallels, debuts at number 39 on the CHR chart with 77% of the action charted and 17% of the moves Top 15 or better.

TOMMY PAGE "A Shoulder To Cry On" (Sire/WB)
Reports: 128. Moves: Up 49, Debuts 17, Same 28, Down 5, Adds 29 including WZPL, Y108, KKLQ, KPLZ, 93Q, WYCR, WBCY, WKS, K92, KKRZ, WL0L 15-11, KKRZ 29-21, KROY 14-10, KWOD 26-19, BJ105 24-17, Y106 22-14, KLUU 21-15, KTMT 33-25. See Parallels, moves 40-36 on the CHR chart with 69% of the airplay converted to chart moves and 25% of the action Top 15 or better.

OUTFIELD "Voices Of Babylon" (Columbia)
Reports: 120. Moves: Up 22, Debuts 29, Same 40, Down 0, Adds 29 including PRO-FM, WNVZ, WKTI, Y108, KPLZ, WERZ, WKEE, WNYZ, WRCK, Q106, WBBQ, WBCY, WBAM, KEGL d-18, KXYQ 23-19, 100KHI 38-33, WSPK 39-33, WQUT 29-23.

BETTE MIDLER "Wind Beneath My Wings" (Atlantic)
Reports: 113. Moves: Up 58, Debuts 20, Same 19, Down 0, Adds 16 including Y100, WKTI, WKBO, KOY-FM, KZZP, KC101, WZYP, WDLX, WJMX, WXXS 26-19, WMJQ 28-23, KTFM 23-18, Q102 31-16, WFLY 31-19, WAEB 23-15, KZZB 27-21, WKZL 30-21.

ROBBIE NEVIL "Somebody Like You" (EMI)
Reports: 107. Moves: Up 47, Debuts 6, Same 51, Down 1, Adds 2, PWR106, WHOT, WXXS 27-23, PRO-FM 33-30, KOY-FM 30-27, KKRZ 31-23, KROY 27-18, KCPX 39-37, KISN 35-28, WFLY 39-35, 100KHI 37-31, Z106 40-34, KRNO 8-6, WWFX 32-29, WOMP 39-35, KCMQ 25-18, Y94 24-20, WAZY 33-26, 99KG 34-27.

STEVE WINWOOD "Hearts On Fire" (Virgin)
Reports: 106. Moves: Up 59, Debuts 8, Same 30, Down 0, Adds 9, KXXR, WKEE, K106, WNOK, WLAP, KF95, WYKS, KNAN, WKFR, WXXS 20-11, B94 30-26, Q102 35-28, WMS 20-15, K104 30-25, WSPK 26-19, WBBQ 40-34, WBCY 32-26, KF95 29-22. 66% of the airplay is charted.

BOBBY BROWN "Every Little Step" (MCA)
Reports: 103. Moves: Up 28, Debuts 13, Same 10, Down 0, Adds 52 including WAVA, KRBE, KITY, KTFM, 92X, KBEQ, KCPX, WL0L, Y108, KOY-FM, WFLY, WAEB, WPGC 7-5, WKBO 31-19, KGGI 2-1, WWSR 40-33, WTIC 31-24, KRQ 21-13.

SAMANTHA FOX "I Only Want To Be With You" (Jive/RCA)
Reports: 103. Moves: Up 37, Debuts 18, Same 35, Down 1, Adds 12, WNNK, WKEE, 93Q, Q106, KZZB, WANS, KBFM, WGTZ, KLO, KWNZ, 103CIR, WVBS, B104 26-22, WFLY 38-31, WSPK 28-20, WZYP 40-30, Z102 39-35, KKSS 26-18, WPFM 38-30. 56% of the action has converted to chart moves.

LITA FORD & OZZY OSBOURNE "Close My Eyes Forever" (RCA)
Reports: 100. Moves: Up 52, Debuts 7, Same 24, Down 2, Adds 15, WZPL, WKTI, Y108, KIIS, KZZP, KISN, KWSS, WFLY, WNOK, BJ105, Y106, WKZL, KCAQ, WPFM, KTRS, KEGL 10-8, WDFX 14-9, WWSR 31-23, KZZB 21-14.

ONE 2 MANY "Downtown" (A&M)
Reports: 97. Moves: Up 18, Debuts 16, Same 40, Down 0, Adds 23 including PRO-FM, WGH, KDWB, KKRZ, WKEE, WRCK, WSSX, Y107, WRVQ, KATM, KRBE 31-28, WL0L 37-32, KXYQ 30-27, 100KHI 40-34, Q98 28-24, KYRK 31-24, KPAT 32-28, KOZE 25-19, ZFJUN 30-25.

JIMMY HARNEN & SYNCH "Where Are You Now?" (WTG)
Reports: 87. Moves: Up 42, Debuts 19, Same 17, Down 0, Adds 9, KKRZ, WFLY, WYCR, KWNZ, WYKS, WYKS, WJMW, KTM, KZDZ, KEGL 15-12, KRBE 29-22, WGH 10-7, WDFX 1-1, KROY 37-30, KISN 40-33, WAEB 20-14, 100KHI 25-17, WKPE 21-10. 75% of the airplay has converted to chart moves with 25% of the airplay Top 15 or better.

SIMPLY RED "It's Only Love" (Elektra)
Reports: 79. Moves: Up 36, Debuts 1, Same 34, Down 7, Adds 1, K104, CKOI 23-19, KWOD 31-29, KISN 30-27, WPST 30-26, K106 32-28, WROQ 30-26, WINK 31-28, WQUT 38-34, 95XXX 39-30, G98 29-26, Y94 25-22, KKX 29-26, WPFM 19-16, KF95 27-21.

TIFFANY "Radio Romance" (MCA)
Reports: 76. Moves: Up 45, Debuts 3, Same 27, Down 1, Adds 0 including WEGX 23-20, WGH 15-11, WGHT 23-20, WTIC 27-23, KZZB 39-36, WKS 30-26, KBFM 34-31, WRVQ 29-23, 92Q 30-25, KF95 29-20, KQMGM 28-23, KCAQ 40-36, WPFM 35-32, KKX 30-27, KZDZ 28-23, Ok95 22-14.

WATERFRONT "Cry" (Polydor)
Reports: 63. Moves: Up 0, Debuts 3, Same 1, Down 0, Adds 59 including WXXS, CKOI, PRO-FM, KEGL, Y95, WGH, KTFM, 92X, WKBO, KIIS, PWR106, KOY-FM, KZZP, KKRZ, FM102, KROY, KCPX.

NENEH CHERRY "Buffalo Stance" (Virgin)
Reports: 61. Moves: Up 7, Debuts 11, Same 14, Down 0, Adds 29 including WXXS, WPGC, KRBE, 92X, WKTI, Y108, KKLQ, KWSS, WTIC, Q106, WZYP, Z102, HOT97 39-35, B96 32-29, FM102 20-8, KMEL 11-8, KKRZ 28-20, KDON 27-22.

STEVIE N "I Wanna Be The One" (LMR)
Reports: 60. Moves: Up 37, Debuts 6, Same 8, Down 2, Adds 7, WEGX, WAVA, B97, KS104, KC101, WNOK, KIVA, WXXS 34-29, PWR95 9-6, Z100 8-5, PWR106 8-5, KOY-FM 12-7, KZZP 19-13, KGGI 12-10, KMEL 1-1, KWSS 3-1, KQMGM 24-18, KSMB 13-7. 88% of the airplay is charted and 57% of the moves are Top 15 or better.

DURAN DURAN "Do You Believe In Shame" (Capitol)
Reports: 59. Moves: Up 19, Debuts 4, Same 34, Down 0, Adds 2, KWTO, KGOT, WXXS 32-28, K98 30-26, KSND 25-21, KZZU d-40, 95XXX 37-34, 99KG 39-31, KYYA 30-26, KOZE 34-30, KMTT 37-29, Y97 15-12, Ok95 34-24.

MOST ADDED MOST ACTIVE HOTTEST

MICHAEL DAMIAN (66)
DEBBIE GIBSON (66)
NEW KIDS ON... (62)
WATERFRONT (59)
BOBBY BROWN (52)
DONNY OSMOND (50)
CINDERELLA (44)
JODY WATLEY (30)
NENEH CHERRY (29)
OUTFIELD (29)
TOMMY PAGE (29)

WINGER (90)
BELLE STARS (87)
BETTE MIDLER (78)
PASADENAS (77)
STEVE WINWOOD (67)
JIMMY HARNEN & SYNCH (61)
TOMMY PAGE (61)
FORD & OSBOURNE (57)
SAMANTHA FOX (54)
ROBBIE NEVIL (52)

MADONNA (163)
F.Y. CANNIBALS (145)
ROXETTE (142)
BANGLES (106)
TONE LOC (84)
MILLI VANILLI (77)
BON JOVI (46)
R.E.M. (41)
POISON (26)
THIRTY EIGHT... (25)

Most Active = Ups + Debuts - Downs

CARLY SIMON "Let The River Run" (Arista)
Reports: 56. Moves: Up 17, Debuts 4, Same 35, Down 0, Adds 0 including WNCI 31-28, WCZY 30-24, WERZ 39-35, WBCY 31-29, WCGQ 32-29, 99WAYS 40-36, Z102 40-37, 95XIL 1-1, KAKS 40-37, Q104 33-30, KIXY d-40, WCIL 34-31, KOZE d-31, SLY96 d-33, Ok95 39-33.

EDIE BRICKELL & NEW BOHEMIANS "Circle" (Geffen)
Reports: 52. Moves: Up 1, Debuts 11, Same 17, Down 0, Adds 23 including CKOI, PRO-FM, WFLY, K106, WCGQ, BJ105, Y106, KJ103, KAY107, KZZU, WPFM, KBOZ, Y95 d-19, WMS 27-23, WBCY d-32.

INFORMATION SOCIETY "Repetition" (Tommy Boy/Reprise)
Reports: 50. Moves: Up 9, Debuts 6, Same 26, Down 0, Adds 9, KCPX, WNNK, WCGQ, WKZL, KMG, WJAD, KKX, KYYA, KZDZ, KITY d-33, K106 39-30, BJ105 d-35, KLUU 38-27, KZZU 40-34, KCMQ 35-31, Y97 28-23.

SIGNIFICANT ACTION

GUNS N' ROSES "Patience" (Geffen)
Reports: 49. Moves: Up 17, Debuts 5, Same 4, Down 1, Adds 22 including WAVA, WKBO, KXYQ, WGHT, WWSR, 98PX, 92Q, KQKQ, KKRZ, KIXY, KF95, WBBQ, WGH d-25, KXXR 7-4, KCPX 30-25, KBFM 38-29, Z102 34-16, 103CIR 29-22, Z103 37-27.

EASTERHOUSE "Come Out Fighting" (Columbia)
Reports: 49. Moves: Up 5, Debuts 6, Same 32, Down 0, Adds 6, WSPK, WLRS, KSND, KZZU, WFXZ, WDBR, WXXS d-34, PRO-FM on, KXXR d-37, KXYQ on-dp, K106 on-dp, WQUT d-38, KATM d-30, WOMP d-40, KF95 40-35, Y97 25-21.

PETER SCHILLING "The Different Story" (Elektra)
Reports: 45. Moves: Up 10, Debuts 6, Same 18, Down 0, Adds 11 including WNVZ, FM102, WPST, KEZB, KBFM, WRON, KLUU, WZXX, WPFM, WVBS, KTMT, KRBE 14-11, K106 24-16, KZZB 18-13, Y106 7-5.

CINDERELLA "Coming Home" (Mercury)
Reports: 44. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 44 including WEGX, PRO-FM, KEGL, WGH, WMS, WZPL, KXXR, WKBO, WCGQ, WLRS, KF95, WPFM, WJMX, KPAT, Y97.

ESCAPE CLUB "Walking Through Walls" (Atlantic)
Reports: 42. Moves: Up 14, Debuts 5, Same 22, Down 0, Adds 1, WAZY, WZOU on, WGH on-dp, KXXR 39-36, KCPX 31-26, WROQ 20-16, KZZU 36-33, 95XIL 37-33, SLY96 34-28, Ok95 36-27.

U2 & B.B. KING "When Love Comes To Town" (Island)
Reports: 41. Moves: Up 3, Debuts 11, Same 18, Down 0, Adds 9, KEGL, WYCR, WLRS, Z104, WHOT, CHED, WOMP, Y94, KOZE, WMS 28-21, KXXR 37-29, WLAN 40-33, WROQ d-28, WOKI d-30, WSPT d-27.

CHRIS REA "Working On It" (Geffen)
Reports: 37. Moves: Up 15, Debuts 6, Same 9, Down 1, Adds 6, WBBQ, WHYY, KWES, KYRK, WAZY, KF95, WMS 24-18, WQUT 21-13, WLRS 20-16, KSND 30-25, KZZU 37-31, 99KG 33-26, KOZE 18-11, Y97 12-9, Ok95 24-15. 65% of the airplay has charted.

REPLACEMENTS "I'll Be You" (Sire/Reprise)
Reports: 35. Moves: Up 1, Debuts 5, Same 22, Down 0, Adds 21 including PRO-FM, KEGL, K104, K106, WQUT, WLRS, WYKS, 95XXX, KLYY, WKFR, WAZY, WJMW, KTRS, Y97, WL0L 29-24.

NATALIE COLE "Miss You Like Crazy" (EMI)
Reports: 31. Moves: Up 1, Debuts 0, Same 16, Down 0, Adds 16 including KITY, WHYT, KBEQ, KROY, KISN, WAEB, WNNK, K106, KZIO, KMGX, WTHT, KQCR, KTRS, KMOK, SLY96.

EIGHT WONDER "Baby, Baby" (WTG)
Reports: 31. Moves: Up 13, Debuts 2, Same 12, Down 0, Adds 4, KKRZ, KISN, KZZB, KSMB, HOT97 32-28, KROY 31-26, KKX 39-35, KYRK 33-29, KKRZ 30-24, KDON 23-18.

FIGURES ON A BEACH "You Ain't Seen Nothin' Yet" (Sire/WB)
Reports: 30. Moves: Up 2, Debuts 3, Same 14, Down 0, Adds 11, CKOI, WGH, WSPK, WCGQ, KDON, KZZU, WJAD, KKX, KGOT, KMOK, Ok95, WXXS 21-18, KRBE on-dp, KXYQ on-dp.

BASIA "Promises" (Epic)
Reports: 30. Moves: Up 1, Debuts 5, Same 22, Down 0, Adds 2, KITY, KMOK, WFLY on, WBCY on-dp, KJ103 on-dp, WZXX on, KOZE d-35.

ROACHFORD "Cuddly Toy (Feel For Me)" (Epic)
Reports: 28. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 28 including WXXS, WGH, Y108, K104, KZZB, KMGX, KYRK, 95XIL, WPFM, KYYI, KLYV, WAZY, Z97, KZDZ, Y97.

GLENN MEGERIROS "Never Get Enough Of You" (MCA)
Reports: 26. Moves: Up 1, Debuts 1, Same 19, Down 0, Adds 5, KDWB, WL0L, WCGQ, KTRS, KMOK, PRO-FM on, WNVZ on, WHYT on, KROY on, KWSS on, KUBE on.

CHOIRBOYS "Run To Paradise" (WTG)
Reports: 26. Moves: Up 15, Debuts 1, Same 10, Down 0, Adds 0 including WMS on, WROQ d-29, WQUT 5-4, K92 24-20, KYYI 40-30, 99KG 18-12, KTRS 20-16.

SAM BROWN "Stop" (A&M)
Reports: 22. Moves: Up 6, Debuts 1, Same 7, Down 0, Adds 8, Y95, KXXR, WCGQ, WAPE, Y106, Z104, KYRK, KTMT, WXXS 15-12, KPLZ 28-23, KXX106 24-18, KOZE d-34, Ok95 26-18.

GINA GO-GO "I Can't Face The Fact" (Capitol)
Reports: 20. Moves: Up 13, Debuts 0, Same 5, Down 1, Adds 1, KZZP, KKRZ 32-24, KZFM 19-13, KKX 27-23, KCAQ 18-12, KKRZ 19-12, KDON 12-9, KRQ 26-21.

BOY GEORGE "Don't Take My Mind On A Trip" (Virgin)
Reports: 19. Moves: Up 5, Debuts 4, Same 6, Down 0, Adds 4, KITY, KROY, KSS, KYRK, WXXS d-30, KMEL d-30, KKMGM 35-30, KMGX d-34, KKRZ 33-25, KDON 29-25.

SURFACE "Closer Than Friends" (Columbia)
Reports: 19. Moves: Up 8, Debuts 0, Same 10, Down 0, Adds 1, KWOD, WPGC 23-20, KTFM 27-24, WHYT 24-21, FM102 21-14, KROY 40-31, KMEL 19-13, KMGX 34-26.

BIG BAM BOO "Shooting From My Heart" (Uni/MCA)
Reports: 18. Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 8, WXXS, KROY, WROQ, KSND, KQIZ, KKX, KF95, Y97, WGH on-dp, 99KG d-36.

BOYS "Lucky Charm" (Motown)
Reports: 15. Moves: Up 9, Debuts 0, Same 4, Down 0, Adds 2, KXX, WOMP, WHYT 25-22, PWR106 32-27, KMEL 24-18, KZFM 33-29. 73% of the airplay is charted.

GLAMOUR CAMP "She Did It" (EMI)
Reports: 14. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 13, WOKI, WLRS, KZZU, 95XXX, WPFM, KIXY, KYYI, KCMQ, 99KG, KPAT, KF95, KOZE, Y97, KXXR on-dp.

RED FLAG "Russian Radio" (Enigma)
Reports: 13. Moves: Up 6, Debuts 1, Same 4, Down 0, Adds 2, KSMB, Y97, K98 28-25, KZZB 17-10, KKSS 33-29.

LEVERT "Just Coolin'" (Atlantic)
Reports: 12. Moves: Up 5, Debuts 0, Same 3, Down 2, Adds 2, K98, KYRK, KITY 17-14, KGGI 29-21, KMEL 12-6.

MELISSA ETHERIDGE "Similar Features" (Island)
Reports: 12. Moves: Up 6, Debuts 1, Same 4, Down 0, Adds 1, KF95, WMS d-25, KXXR 27-24, KXYQ 19-16, KF95 35-31.

PHOEBE SNOW "If I Can Just Get Through The Night" (Elektra)
Reports: 11. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, Y95, WAEB, WNNK, WKEE, WAPE, KWES, WHOT, KF95, KSND, KYRK, KPAT.

BAD COMPANY "Shake It Up" (Atlantic)
Reports: 11. Moves: Up 5, Debuts 2, Same 2, Down 0, Adds 2, KIXY, Y97, KXXR 29-19, K104 d-30, KATM 30-27. 64% of the action is charted.

DENISE LOPEZ "Too Much Too Late" (Vendetta/A&M)
Reports: 10. Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 0 including KITY on-dp, FM102 on, KROY on, KEZB on-dp, KKSS on, KMGX on.



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NATIONAL AIRPLAY OVERVIEW

CHR

Table with columns: WKS, WKS, LW, TW. Rows include: 1 ROXETTE/The Look (EMI), 2 FINE YOUNG CANNIBALS/She Drives Me... (IRS/MCA), 3 BANGLES/Eternal Flame (Columbia), etc.

N&A Pg. 102; Playlists Pg. 90; Parallels Pg. 95

ADULT CONTEMPORARY

Table with columns: WKS, WKS, LW, TW. Rows include: 1 BANGLES/Eternal Flame (Columbia), 2 VANESSA WILLIAMS/Dreamin' (Wing/Polydor), 3 DEON ESTUS/Heaven Help Me (Mika/Polydor), etc.

AC Music Begins Pg. 81

URBAN CONTEMPORARY

Table with columns: WKS, WKS, LW, TW. Rows include: 1 BOBBY BROWN/Every Little Step (MCA), 2 ASHFORD & SIMPSON/I'll Be There For You (Capitol), 3 CHERELLE/Affair (Tabu/CBS), etc.

New & Active, TOP 10 Recurrents Pg. 70

NEW ROCK

Table with columns: LW, TW. Rows include: 1 XTC/Mayor Of Simpleton (Geffen), 2 ELVIS COSTELLO/Veronica (WB), 3 REPLACEMENTS/I'll Be You (Sire/Reprise), etc.

Complete TOP 30 New Rock Chart Pg. 86

NAC

Table with columns: LW, TW. Rows include: 1 WINDOWS/The French Laundry (Cypress/A&M), 2 FREE FLIGHT/Slice Of Life (FM/CBS), 3 HIROSHIMA/East (Epic), etc.

Complete TOP 30 NAC Chart Pg. 78

CONTEMPORARY JAZZ

Table with columns: LW, TW. Rows include: 1 STEPS AHEAD/N.Y.C. (Intuition/Capitol), 2 BOBBY LYLE/Ivory Dreams (Atlantic), 3 TURTLE ISLAND STRING.../Metropolis (Windham Hill), etc.

Complete TOP 30 Contemporary Jazz Chart Pg. 78

AOR TRACKS

Table with columns: WKS, WKS, LW, TW. Rows include: 1 REPLACEMENTS/I'll Be You (Sire/Reprise), 2 THIRTY EIGHT SPECIAL/Second Chance (A&M), 3 JULIAN LENNON/Now You're In Heaven (Atlantic), etc.

Complete TOP 60 Tracks Chart Pg. 84; LP Chart Pg. 85

COUNTRY

Table with columns: WKS, WKS, LW, TW. Rows include: 1 SHENANDOAH/The Church On... (Columbia), 2 K.T. OSLIN/Hey Bobby (RCA), 3 VERN GOSDIN/Who You Gonna Blame It... (Columbia), etc.

BREAKERS

Table with columns: WKS, WKS, LW, TW. Rows include: 38 SHOOTERS/If I Ever Go Crazy (Epic), 41 TANYA TUCKER/Call On Me (Capitol)

DEBUTS

Table with columns: WKS, WKS, LW, TW. Rows include: 43 OAK RIDGE BOYS/Beyond Those Years (MCA)

Complete TOP 50 Country Chart Pg. 74