

I N S I D E:**LINER NOTES**

Using positioning statements correctly is an integral part of your station's marketing plan. **Rob Balon** shows you how to "speak your listeners' language" and shape your liners for maximum effectiveness.

Page 52

CHR PD POWWOW

Is "25+ disease" ruining CHR? That's just one of the burning issues covered in an infamous **Joel Denver** roundtable discussion. Other items on the agenda: fragmentation, niche programming, and why rock isn't catching on with younger audiences.

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**CONVENTION '90
PREVIEW SPECIAL**

If you're heading to Beantown for **NAB '90**, this information-packed preview section is must reading. Among the highlights:

- Interview with Radio Board Chairman **David Hicks**
- Tips on the hottest panels
- Exhibit hall highlights
- Radio insider's guide to Boston

Pages 12, 15, 16, 20

**USING FEAR FOR FUN
AND PROFIT**

The most successful managers know when to speak softly and carry a big microphone . . . er, stick. Psychology experts reveal the different types of fear and how to use this basic emotion to motivate your staff and improve performance.

Page 22

**UNIQUE GRIDIRON
NETWORK KICKS OFF**

Walt Love spotlights Grambling State University's new college football radio network — already 50 stations strong.

Page 74

Newsstand Price \$6.00

R&R

RADIO & RECORDS

Isgro Trial Thrown Out**Co-Defendants Anderson, Monka Also Cleared**

Federal Judge **James Ideman** declared a mistrial Tuesday (9/4) in the payola, racketeering, and tax evasion proceedings against **Joseph Isgro** and two co-defendants, issuing a stinging condemnation of the government's legal tactics.

Ideman said the Justice Dept.'s decision to withhold key evidence from the grand jury and the defense counsel was "fundamentally unfair and a violation of the defendants' constitutional rights."

Ideman dismissed the case "with prejudice," which means that Isgro, former Columbia Records VP/Promotion **Raymond Anderson**, and former Is-

Legal Briefs

- **Mistrial declared; all charges dropped**
- **Prosecution didn't share key testimony with grand jury or defense counsel**
- **Justice Dept.'s next move, if any, unknown**

gro business associate **Jeffrey Monka** cannot be reindicted on the same charges. If the Justice Department decides to pursue the case, the dismissal "with prejudice" would have to be successfully appealed, and evidence would again have to be presented to the grand jury.

Conflicting Testimony

The trial began to unravel last Wednesday (8/29) when Ideman suddenly excused the jury and announced the defense counsel had just obtained the 1988 trial transcripts of former

**Godofsky Assumes
Metroplex Presidency**

Steve Godofsky has been promoted to President of Metroplex Communications Radio Division, where he will continue to supervise the company's 11 stations.

"This move puts an official stamp on the post [Exec. VP/Group Manager] Steve has occupied for over two years," stated Metroplex principals **Norman Wain**, **Bob Weiss**, and **David Ross**. "Under his leader-



Steve Godofsky

ship, Metroplex has made excellent progress in all areas, including programming, sales, and overall profitability."

Godofsky joined the company in April 1986 as GM of former Metroplex station **WRFX/Charlotte**. He was given additional duties as Exec. VP in January 1987 and was transferred to corporate headquarters in Cleveland after **WRFX** was sold.

Previously, Godofsky managed **WHLI & WKJY/Nassau-Suffolk**, **WWCL/Pittsburgh**, **WKQS & WLQY/Miami**, and **WYLF/Rochester**, was Group President at **Empire Media**, and was on the early development team for the "Music Of Your Life" format.

GODOFSKY/See Page 42

**WMZQ
Taps Ochs
As VP/GM**

WQYK-AM & FM/Tampa VP/GM Charlie Ochs has been appointed VP/GM at **Viacom Country** combo **WMZQ-AM & FM/Washington**. He succeeds **Paul Wilensky**, who transferred to the company's **KDBK & KDBQ/San Francisco-San Jose** as VP/GM two months ago.

Viacom President Bill Figenshu said, "With all the press the **Power Pig** and **Q105** received in Tampa, **Charlie** and **WQYK** have quietly done a spectacular job. **Charlie** kind of grew up with [WMZQ] through his involvement with **Viacom** in the late '70s-early '80s. He knows the people and the city, and we're delighted to have him back."

Ochs, who starts in about a month, told **R&R**, "It's especially difficult to leave [Infinity President] **Mel Karmazin** and the wonderful people at **WQYK**. But returning to **Viacom** is like going home. I was at **KIKK/Houston** in its formative years and was involved in the early days of **WMZQ**. **Bill Figenshu**, [VP/Programming] **Bob McNeill**, and I have worked to-

OCHS/See Page 42

**Geslin
Named
EMI VP**

Ron Geslin

EMI has promoted **Ron Geslin** from Midwest National Promotion Director to VP/Promotion. Relocating from Minneapolis to the label's New York headquarters, he'll report to Sr. VP/Promotion **Jack Satter** and oversee day-to-day national pop promotion field staff activities.

Satter commented, "Ron's extremely well-respected by radio and a well-recognized player in the industry. We feel very strongly that this promotion represents not only a personal success for **Ron**, but a triumph for our entire company."

GESLIN/See Page 42

**Katz Closes Republic
As Eastman Joins Fold****Stations Swapped; Business Development
Department Set**

Katz Communications is disbanding **Republic Radio** as it merges **Eastman Radio** into its stable of radio rep firms. **Katz**, which bought **Eastman** from **Jacor Communications** for \$11.75 million (**R&R**, 8/17), is also creating a new department to concentrate on developing new business from national advertisers.

"We're going to make four strong companies out of five," **Katz Radio Group President Ken Swetz** said, referring to **KRG's** five English-language rep firms (a sixth, **Katz Hispanic**, reps Spanish stations). **Swetz** said he'll "move stations

around to fill market voids," with most of **Republic's** nearly 300 stations going to **Eastman** and **Banner Radio**.

Republic President Jerry Cregan will have a new job, working with **KRG Exec. VP Stu Olds** in what **Swetz** termed a "senior executive capacity." **Swetz** praised **Cregan** for building **Republic's** billings from \$17 million to \$55 million in his four years at the helm, but noted a rep firm "needs \$80 million to make money." **Katz** acquired **Republic**, formerly **RKO Radio Sales**, in 1984.

KATZ/See Page 42

NAB '90 Preview Issue

“LISTEN UP”

by Listen Up

Listen Up features:

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SIEDAH GARRETT
KARYN WHITE
ICE-T
AL B. SURE!
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From the Warner book with music Listen Up—The Lives Of Quincy Jones, a Warner Bros. motion picture. Available with cassette or compact disc on Qwest/Reprise.



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WRQX Drops CHR For Hot AC Approach

As rumored, Cap Cities/ABC's WRQX/Washington switched to Hot AC at noon last Friday (8/31) after over 11 years as a CHR. It's dropped the Q107 handle; new slogans include "Mix 107.3 FM, Not Too Hard, Not Too Light" and "The Best Songs From The '70s and '80s Along With Today's Most Popular Music."

President/GM Maureen Lesourd told R&R, "We will not change the calls — our main identifier has been Q107. The Q107 image stood for teens and we had a tough time shedding that, even with a more refined music profile. It was evident from our research that listeners

wanted more variety in their music without the hard rock edge, and Mix 107.3 will deliver it."

OM/PD Lorrin Palagi added, "Mix 107.3 is a contemporary alternative for adults wanting current uptempo music as well as some nostalgic older hits."

In other changes, morning man David Lawrence is replaced by KSON-FM/San Diego morning man Jack Diamond. Afternoon personality Gary Spears exits, succeeded by Production Director Loo Katz, who is in turn succeeded by late-nighter Sunny Fox. Celeste Clark retains her midday slot; the rest of the lineup will be announced at a future date.

STRICKLAND VP

Chrysalis/Cooltempo Bow As New Black Dept.

Tommy Boy National Director/R&B Promotion Ed Strickland has joined Chrysalis/Cooltempo as VP/Black Music Division. Based at the company's New York headquarters, he'll report directly to President John Sykes and be responsible for the creation, launch, and operation of this new division.

Though the division is a new venture stateside, Cooltempo has been active for six years in the UK with such acts as Milli Vanilli, Adeva, and Monie Love. Chrysalis will gear more toward street, new R&B, and rap, while Cooltempo will focus on dance music.

Sykes remarked, "Chrysalis has been successful over the past 21 years by reacting to an ever-changing music culture. As we've prospered with rock, pop, and alternative music, we're now excited about expanding into black music. Ed's reputation within both the business and artist communities makes him the obvious choice for this position."

Strickland added, "This is a very

WZCL Shifts To Adult CHR

After a brief flirtation with Country (see WGH-FM story, this page), WZCL/Norfolk is now calling itself "Mix 105" and has applied for new calls: WMXN. PD Keith Hill, who arrived in July, remains in place.

Hill told R&R, "We did a bunch of things as a smokescreen, but we're now Adult CHR and will be between [AC] WWDE and [CHR] WNVZ — closer to CHR than AC. We should do a five share 12+ in the first book."

The move to Adult CHR came as a surprise to Hill. He explained, "I was hired to do Oldies and was here five days when they asked me about the format. I said it was still winnable. Looking at our research, however, we saw the absolute biggest hole was for an Adult CHR. This will be a good challenge for me, and I'll have the benefit of working with [consultant] McVay Media.

"We're going to reposition WZCL/See Page 42

WNOE Taps Bates As Station Manager

WNOE-AM & FM/New Orleans has named WRKA/Louisville GSM Reggie Bates to the newly created position of Station Manager at the Country combo.

NewMarket Regional VP and WNOE-AM & FM VP/GM Tom Kennedy said, "Reggie is a versatile broadcaster who's enjoyed success in several formats, though his heart's in Country. I talked to hundreds of people over the last year

BATES/See Page 42



Marty Bender

Bender Back As WFBQ PD

Marty Bender, PD at Great American AOR WRIF/Detroit, is returning to Indianapolis to program sister AOR WFBQ. He'll succeed Michael Hughes, who was named PD at the company's WKLS/Atlanta last week.

"We're thrilled to get Marty back," gushed 'FBQ VP/GM Chris Wheat. "Now we don't have to train a new person how to pronounce the names of the suburbs. He knows the city, he knows the station, and he's familiar with the indecency suit. Another Classic Rock station just opened its doors [WFXF], and he's been through that before here as well. It makes it a heck of a lot easier for this station to produce good radio."

"It's a bit of sweet pain, as the company offered me the chance to stay here or be transferred," Bender remarked. "It's not often you get two great opportunities within the company. And it was dead even. Ultimately, it came down to cost of living and lifestyle."

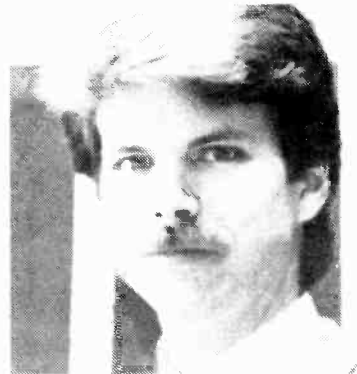
Bender spent two years at 'FBQ before taking the 'RIF PD job in 1988.

SCHELL COMBO STATION MANAGER

WGH-FM Adopts Country Format

It's been a wild week in Norfolk. After WZCL's switch to Country (8/29), CHR WGH-FM adopted an all-Elvis format the next day — complete with a King-clone distributing cash on the street — as a precursor to going Country at 12:01am on Monday (9/3). Then WZCL dropped Country for Hot AC around noon that same day (see separate story, this page). WGH (AM), meanwhile, retains its CNN Headline News and local sports programming.

The changes at WGH-AM & FM come just weeks after a deal to sell



Russ Schell

the combo was scrapped. Russ Schell, OM at Susquehanna sister WFMS/Indianapolis, transfers to the combo as Station Manager, replacing Chief Engineer Steve Johnston as acting GM and reporting to Susquehanna Exec. VP/Radio Larry Grogan. PD/morning man Tony Macrini is out at WGH-FM, and MD/afternoon driver Jeff Moreau segues to mornings as acting PD. Schell will handle the music for now.

Schell told R&R, "There are dozens of stations in this market playing some form of pop, rock, or album rock; only two are Country. We're confident in our ability to do this format because of our success in Dallas [with KPLX] and Indian-

SCHELL/See Page 42

SEPTEMBER 7, 1990

DJ CLINIC

Personality doctor Dan O'Day prescribes remedies for a variety of on-air ills.

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R&R is published weekly, except the week of December 25th. Subscriptions are available for \$255.00 per year in the United States or \$695.00 overnight delivery (U.S. only). \$275.00 in Canada and Mexico, and \$475.00 overseas (U.S. funds only) from 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, R&R, Compact Data, and Street Talk are registered trademarks of Radio & Records. © 1990 POSTMASTER: Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.

Plant's A-List



The Meadowlands Arena was the site of a "who's who" get-together after a show by Atlantic's Alannah Myles and Es Paranza/Atlantic's Robert Plant. Backstage revelers included (l-r) Atlantic's VP Perry Cooper, Sr. VP/CFO Mel Lewinter and Janis Maiello, Plant, Myles, and the label's Chairman/CEO Ahmet Ertegun, Sr. VP/GM Mark Schulman, Sr. VP Andrea Ganis and Bob Kaus.

HEADS MARKETING

Drosins Appointed Sr. VP At Motown

Motown has named Pat Drosins Sr. VP/Marketing. She was most recently VP/Advertising, Merchandising, Creative Services at PolyGram. She'll report to COO Harry Anger and work out of the label's Hollywood headquarters.

Motown President/CEO Jheryl Busby commented, "We're extremely happy about Pat's decision to join the Motown family. Her industry background and knowledge will help our young and growing company continue its ascent."



Pat Drosins

Drosins added, "I've always been a great lover of Motown music. I look forward to helping write chapter two of one of the greatest stories in music history and to working with Jheryl, Harry, and the talented executive staff they've assembled."

ABRAMS PD

CHR KMPZ Becomes Gold KPYR

Ending months of speculation, Diamond Broadcasting has flipped CHR KMPZ/Memphis to Gold KPYR ("Oldies 98 - The Pyramid"). WWMG/Charlotte PD Keith Abrams has replaced Howie Castle as PD. Castle is heading to San Diego to do middays at Sandusky AC KKYY.

"The research clearly showed Oldies was the largest format hole in the market," explained KPYR VP/GM Craig McKee. "There were other possibilities, but nothing close to this one. Considering the size of the market and the fact there's no FM Oldies station, that's not at all surprising."

KPYR began its evolution to Gold Friday morning (8/31) by switching to Country. Ninety minutes later, it changed to Classic Rock. At noon, the station kicked off an "All 'Louie Louie' Weekend," playing nothing but versions of the classic party tune through Monday, whereupon regular Gold programming debuted.

KDGE Ups Duran To VP/Station Manager

KDGE (The Edge)/Dallas Special Projects Manager Tom Duran has been elevated to VP/Station Manager at the Allison Broadcast Group New Rock outlet.

"It's great to be able to reward a very dedicated and worthy individual like Tom Duran with this promotion," remarked company President Steve Allison. "Tom has proven that he can get the job done."

"It's been very exciting being a part of the Edge," commented Duran, who previously served as the station's GSM. "Dallas is a dynamic city and a wonderful radio market. The competition is tough, but we're making serious waves."

A longtime Allison employee, Duran was previously GSM at KEYX/Phoenix and Station Manager at KSTM/Phoenix.

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Lynn Anderson
President/General Manager
KIIS-AM/FM, Los Angeles

* Spring 1990 Arbitron. AQH share, M-S, 6A-12M, MSA.

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Strother Files DAB Frequency Allocation Plan

Strother Communications Inc. has revealed how it proposes to provide every current AM and FM licensee with a spot on a new digital audio broadcasting band. SCI planned to file an amendment Wednesday (9/5) to its DAB rule-making petition, telling the FCC only 40 MHz of spectrum space is needed for "DAB Service Areas" — not the 48 MHz originally proposed.

SCI President **Ron Strother** told **R&R** he assembled allocation models for selected markets "to stop all this misinformation about DAB being the death knell of current stations." According to Strother, station lineups under his proposal wouldn't be much different, except they would be on a new DAB band.

As examples, Strother provided DAB allocation lineups for New York and Indianapolis. Under Strother's plan, 42 major New York stations would be permitted to broadcast to the entire metro area, using several cellular-type transmitters, while suburban stations would be heard only in their regions. Long Island residents, for instance, would be able to receive the 42 metro stations plus 31 Nassau and Suffolk County stations.

May Draw Howls

Strother's allocation scheme, based in part on current ratings, is sure to draw howls from some suburban licensees left out of what he calls "SCI's Primary New York City DAB Service Area." For example, **WHTZ/Newark** is listed as a primary station, but crosstown **WNWK** is one of 17 stations relegated to "SCI's Secondary Newark DAB Service Area." Both have their transmitters in Manhattan.

Similarly, noncommercial **WBGO/Newark**, which currently

blankets the Big Apple with nationally acclaimed jazz programming, would no longer serve the city. But **WSAI/Staten Island** and **WKRB/Brooklyn** — both ten-watt college stations — would be designated "primary" stations for the entire metro.

The Indianapolis plan would provide DAB channels to 37 stations — every AM and FM currently licensed or allocated in Marion County and seven suburban counties circling the city. **WHJE/Carmel, IN**, Carmel High School's current 400-watt FM, would end up with coverage identical to commercial pow-

erhouses such as Indianapolis's **WIBC** and **WFBQ**. Left out in the cold, though, would be **WTTS/Bloomington, IN**, since its city of license is outside the eight-county area.

Strother also is proposing a limited domestic satellite DAB service, a maximum of 16 channels, which he said would "replace current AM clear channel stations to provide coverage to rural areas."

A copyright battle may be brewing as DAB moves ahead. At the urging of Sen. **Dennis DeConcini (D-AZ)**, the U.S. Register of Copyrights is preparing to study the impact DAB may have on music copyright protection. DeConcini's intervention was sought by the **Recording Industry Association of America**, which has asserted that "the 'cloning' characteristics inherent in digital technology [make DAB a] most serious threat to the recording industry."

U.S. Sets Fund To Aid Eastern European Media

The U.S. government is recruiting American broadcasters in an effort to nurture Eastern Europe's fledgling independent media.

Unveiled last week, the **International Media Fund (IMF)** is designed to provide financial and technical aid to Eastern European groups that want to establish or expand non-government media enterprises in formerly communist countries. While the fund will offer assistance

to both broadcast and print outlets, the emphasis will be on radio and television start-ups.

The IMF — a project of the State Department — expects to be involved in a variety of activities, such as training journalists and other media professionals, identifying projects worthy of federal or private financial support, and coordinating existing assistance programs.

Although the fund was created with \$325,000 from the U.S. Agency for International Development, both the IMF and State Department say the fund's governing board of directors — headed by former **U.S. News & World Report** Editor-in-Chief **Marvin Stone** — will operate independently of the government. IMF officials hope that contributions from foundations, corporations, and other private sources will allow the fund to become financially self-sustaining within a few years.

As Treasurer of the IMF and Chairman of its Radio Advisory Committee, **NAB** President **Eddie Fritts** will lead the fund's efforts to solicit financial support, in-kind contributions, and expert advice from U.S. broadcasters.

Fritts said the IMF's efforts will complement NAB's ongoing efforts to assist Eastern European broadcasters, including a forthcoming series of NAB-sponsored meetings in Europe between U.S. broadcasters and their Central and Eastern Europe counterparts. This fall, NAB will coordinate an IMF-sponsored broadcasting seminar in Washington for representatives of seven Eastern European countries.



DC REPORT

PAT CLAWSON

Starstream Faces Stock Delisting Deadline

The National Association of Securities Dealers has warned **Starstream Communications** Chairman **Gary Firth** to clean up the red ink on his corporate balance sheet before September 15 or his syndication company will be kicked off the **NASDAQ** stock trading system.

According to a filing with the **SEC**, the NASD contends Starstream is failing to meet listing standards. Firth, who did not return phone calls, said in the document that Starstream is experiencing a "liquidity crisis" and working capital deficit of nearly \$301,000. Revenues for the first six months of 1990 dropped 38% — to \$977,375 from \$1.57 million — from levels achieved last year.

Starstream is trying to complete a stock exchange offer involving its **Tune-In Publications** division and to sell assets before the NASDAQ deadline, including its 40% partnership stake in **KTIM-AM & FM/Wickenburg (Phoenix), AZ**. FCC consent was requested last week to sell the stations, which have been afflicted with signal problems, for \$1.2 million.

Despite his woes, Firth revealed he's negotiating to acquire "controlling interest in an animation and audiocassette duplication company, based in Eastern Europe, which also distributes its own cassettes, LPs, and compact discs."

Dr. Don To Treat Sick Stations

The station trading business isn't what it used to be, so radio broker **Don Sailors** is branching out into a new sideline — a workout service for debt-plagued stations.

Sailors called his **Pegasus Radio Management** a "turnkey workout service for distressed radio stations." He's primarily targeting financial institutions as clients, since they're increasingly becoming station owners via defaulted loans.

According to its promotional literature, Pegasus promises to evaluate a station's strengths and weaknesses, then "develop a strategic plan of operations designed to maximize the station's operating performance." It even proposes to arrange a sale or recapitalization once the station is back on track.

Schwartzman Promises Political Fight

Washington media lawyer **Andrew Schwartzman** said his client, the **United Church of Christ**, is unlikely to appeal a new federal court decision affirming the **FCC's** rejection of the three-year station antitrafficking rule. But the battle isn't over: "The next stop is Congress," he promised.

Last week, a three-judge panel of the U.S. Court of Appeals for the District of Columbia upheld the FCC's 1982 elimination of the antitrafficking rules. The ruling stems from a 1986 petition filed by the church and **Action for Children's Television** to reinstate the rule. The two groups charged that an antitrafficking policy is required by the Communications Act and that the FCC had acted arbitrarily and capriciously in refusing their 1986 petition.

The court ruled, "There is no mention in the Act of trafficking, and no express prohibition thereof" and that the Commission acted within its discretion. The court added there was not "any specific evidence that programming quality has declined as a consequence of the elimination of the three-year rule."

Bakersfield Buckaroo Wins FCC Nod

The FCC says country music star and **KUZZ-AM & FM/Bakersfield** owner **Buck Owens** can acquire crosstown **KDOB-TV** from his sister, **Dorothy Owens**, who is debtor-in-possession of the UHF Channel 48 facility.

The commissioners, with **Ervin Duggan** dissenting, rejected petitions charging that Buck Owens acquired de facto control of the TV station when he guaranteed his sister's bank loan, and that Dorothy Owens filed the Chapter 11 bankruptcy petition merely as a device to qualify KDOB-TV as a "failed station" and to qualify for the waiver to sell it to her brother.

In a similar action, **Flinn Broadcasting** has won a waiver of the one-to-a-market rule to acquire a UHF Channel 50 construction permit in Memphis, where it owns **WHBQ**.

Parties Dispute Status Of Reams Broadcasting Suit

Rhode Island Hospital Trust National Bank's suit against Toledo-based **Reams Broadcasting Corp.** is on hold as the result of a court order, according to Reams Exec. VP **Peter Cavanaugh**. But an attorney for the bank says the action is far from dormant.

"We are still looking to get paid," said attorney **Kenneth Baker**. "We are moving forward with the suit."

According to Cavanaugh, a court order embodying the terms of an agreement between Reams and the bank has essentially resolved the lawsuit. Under that agreement, the company has agreed to provide the bank with weekly reports on its stations' cash flow and receivables, to deposit all receivables in the Reams corporate account, and to use those funds only to operate the stations.

"It [the suit] may still be alive, but it's been shelved," said Cavanaugh. "There hasn't been any activity in the six weeks since the agreement was approved." However, Baker said the agreement

does not address the heart of the bank's complaint and that litigation will continue. The bank declined to comment.

The bank's complaint charges that Reams is in default and owes \$4.9 million on a \$6 million revolving credit and term note issued in 1987. The action seeks to protect the bank's security interest in the Reams stations, **WCWA & WIOT/Toledo** and **WBVE/Hamilton (Cincinnati), OH**, and put its claim ahead of those of other creditors. The bank also asked the court to impose various restrictions on Reams' financial operations, including a request that the company be required to deposit all client checks either with the bank or in an escrow account.

Feature Shock!

Otari's new MX-50. Built around the premise that you can have everything you ever wanted in a two-track tape machine, and still stay within your budget. For example: *The Transport*

—DC quartz PLL capstan motor with front panel selection of operating speeds (from either a 15/7.5 or 7.5/3.75 ips speed pair).

—Capstan speed variable by $\pm 7\%$ from the front panel, and by $\pm 50\%$ from SMPTE

time-code external controllers via an Otari-standard 37-pin connector.

—Optional remote control.

The Electronics

—Lighted VU meters with peak-reading LED indicators.

—Transformerless active balanced inputs with XL-type connectors.

—Optional Voice Editing Module (VEM) for twice normal play speed with normal pitch.

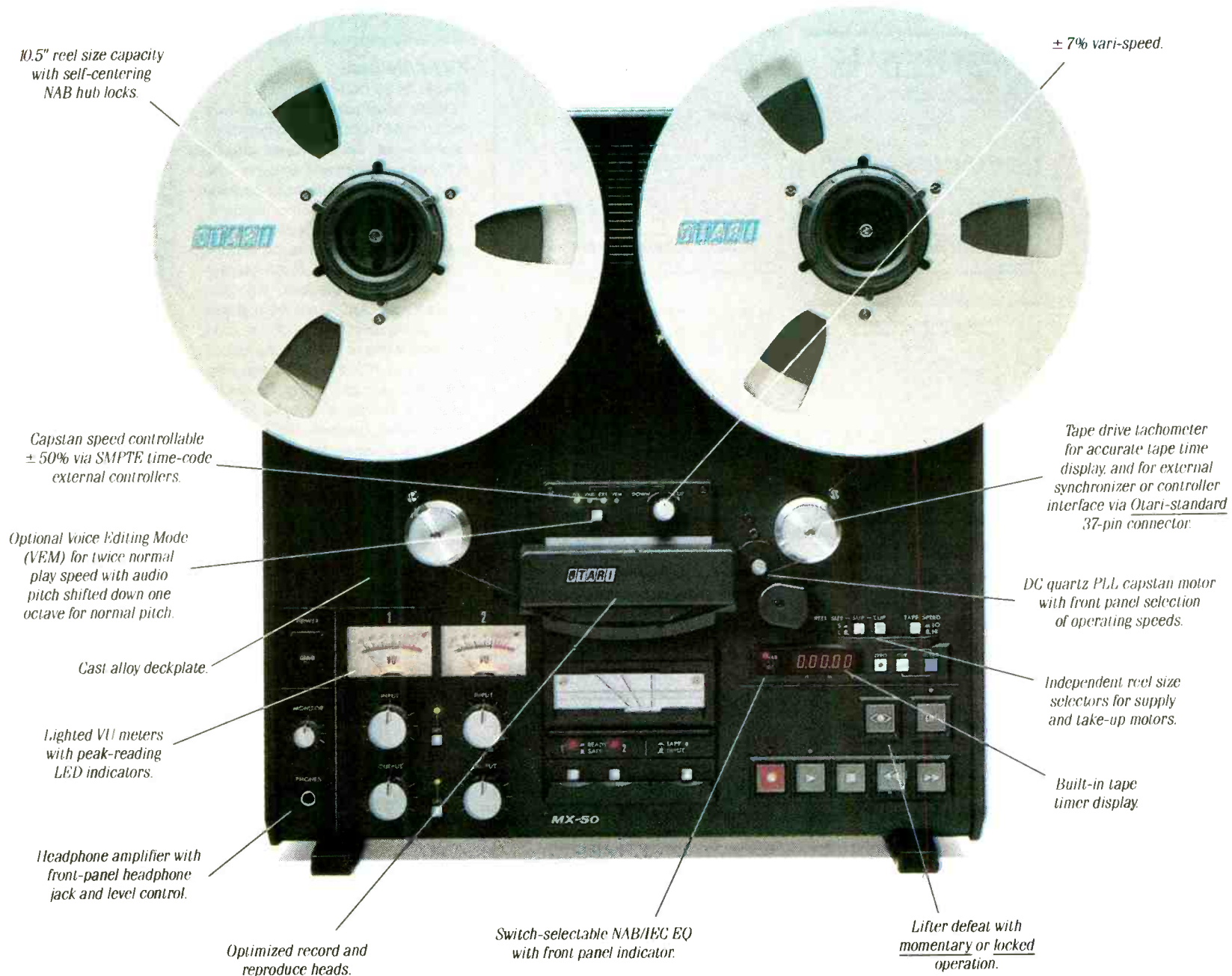


A built-in tape timer displays current tape position in hours, minutes, and seconds, and includes a search-to-cue locator with cue point and zero location memories.

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TRANSACTIONS

TRANSACTIONS AT A GLANCE

Lobster Eats Reno Combo In \$2 Million Meal

Lochridge & Starstream Hit The Interstate, Exit Suburban Phoenix

Deal Of The Week:

KOH & KSXY/Reno
PRICE: \$2 million
TERMS: Asset sale. Escrow deposit \$100,000 with balance due in cash at closing.
BUYER: Lobster Communications Corp., owned by **W. Richard Green** of Cameron Park, CA; **Donna Crosson** of Shingle Springs, CA; **William Boeing Jr.** of Seattle; and **Douglas Kahle** of Portland, OR. An application is pending with the **FCC** to transfer control to Boeing and Kahle.
SELLER: Modern Broadcasting Inc., owned by **Sidney** and **Vera Stern**.
FREQUENCY: 630 kHz; 101.7 MHz
POWER: 5kw day/1kw night; 1.3kw at 425 feet
FORMAT: News/Talk; CHR

PRICE: \$128,000 for 33.33%
TERMS: Partnership equity sale for \$62,000 promissory note payable in full on June 15, 1995 at 10% interest. An additional \$66,000 promissory note at no interest for release of general business claims is due on July 27, 1994. The seller is released from liability for any sums due to **National Westminster Bank USA**.
BUYER: **Michael Cefaratti** and **Richard Singer**. Currently each owns one-third of the station; at the conclusion of this deal, they will each own 50%.
SELLER: **David Isenberg** of Zephyr Cove, NV is selling his one-third stake in the licensee, Regency Communications L.P.

KAAA/Kingman, AZ
FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: Country
KOWL & KRLT/ South Lake Tahoe, CA
FREQUENCY: 1490 kHz; 93.9 MHz
POWER: 1kw; 5kw at minus 340 feet
FORMAT: AC

Alabama

WDKT/Madison
PRICE: \$1000
TERMS: Cash for assets pursuant to U.S. Bankruptcy Court order.
BUYER: **Vascular Diagnostic Labs**, headed by **Dr. Merlin Kelsick** of Chicago. He is a priority creditor of the seller.
SELLER: **Excelsior Broadcasting Co.**, a debtor-in-possession.
FREQUENCY: 730 kHz
POWER: 1kw day/128 watts night
FORMAT: This station is dark.

KSMK/Cottonwood, AZ
FREQUENCY: 95.9 MHz
POWER: 3kw at 203 feet
FORMAT: CHR

Group Deals
Regency Communications L.P. Stations

Deals So Far In 1990:
\$803,659,918

Total Stations Traded This Year: 917
This Week's Action: \$7,573,000
Total Stations Traded This Week: 25

Deal Of The Week:
KOH & KSXY/Reno \$2 million

- Regency Communications L.P. Stations \$128,000 for 33.33%
- KSMK/Cottonwood, AZ
- KAAA/Kingman, AZ
- KOWL & KRLT/South Lake Tahoe, CA
- WDKT/Madison, AL \$1000
- KVAK/Valdez, AK \$205,000
- KTIM-AM & FM/Wickenburg, AZ \$1.2 million
- KNRY/Monterey, CA \$400,000
- KSEY/Yucca Valley, CA \$421,000
- WDKC/Ft. Pierce, FL \$425,000
- WJPF/Herrin, IL \$200,000 for 85%
- WCVG/Covington, KY \$750,000
- KWCL-AM & FM/Oak Grove, LA \$150,000
- WLEA & WCKR/Hornell, NY \$448,000
- WBLA & WGQR/Elizabethtown, NC \$550,000
- KYJC & KFMJ/Medford-Grants Pass, OR \$300,000
- WLOW/Bluffton, SC \$100,000 for 51%
- WMPS/Millington, TN \$295,000

Alaska

KVAK/Valdez
PRICE: \$205,000
TERMS: Asset sale. A down payment valued at \$51,000 was made upon acceptance of the offer, as follows: \$20,000 in advertising credit on stations owned by the buyer or by trade on other broadcasting outlets; \$31,000 as a credit against monies due the buyer in accordance with the terms of the prior sale of **KRXA/Seward, AK; KLAM/Cordova, AK; and KENY/Kenai, AK**. A promissory note for the balance of \$154,000 will carry an interest rate of 7.6% for the first 12 months and 10% thereafter, with interest-only payments the first 12 months and on a 15-year amortization schedule thereafter, callable after six years. The seller acknowledges a title dispute over the property upon which the stu-

dio and a residence are located, but pledges to lease the property to the buyer for \$2000 per month for up to five years and hold the buyer harmless to any claim resulting from its use of the property.

BUYER: **Cobb Communications Inc.**, owned by **Thomas Tierney** of Anchorage. He also owns **KENI & KBFX/Anchorage; KLAM/Cordova, AK; KENY/Kenai, AK; KVOK & KJZZ/Kodiak, AK; and KRXA/Seward, AK**.

SELLER: **John Lindauer dba Denali Broadcasting**. He also owns **KAJD/Juneau, AK**.

FREQUENCY: 1230 kHz
POWER: 1kw
FORMAT: AC

Arizona

KTIM-AM & FM/Wickenburg
PRICE: \$1.2 million

Continued on Page 11

CLOSED
PAUL BENDAT has acquired **WKLI-FM / WABY-AM** (Albany, New York) and **WOUR-FM / WUTO-AM** (Utica, New York) for **\$13,500,000** from **PREMIER BROADCAST GROUP, INC.** (William T. Sewell, Jr., President)
 We are pleased to have served as exclusive broker in this transaction.
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CLOSED
BALM BROADCAST GROUP, INC. (Theodore Baum, President & Dick Kalkovnik, Vice President) has acquired **WLMX AM/FM** (Chattanooga, Tennessee (Knoxville, GA)) for **\$7,000,000** from **CHATTANOOGA RADIO LTD. PARTNERSHIP** (The Zelnman Group, General Partner)
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CLOSED
PANASIAN COMMUNICATIONS, INC. (Pearl Chen, President) has acquired **LPTV Station W53AA** (New York, New York) for **\$1,800,000** from **ACCORD COMMUNICATIONS, INC.** (Benjamin Schone, President)
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CLOSED
ROGER A. NEUHOFF has acquired **KODE-TV** (Joplin, Missouri / Pittsburg, Kansas) for **\$10,750,000** from **GILMORE BROADCASTING CORPORATION** (James S. Gilmore, Jr., Chairman/CEO)
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CLOSED
ABS GREENVILLE PARTNERS (Kenneth A. Brown and Jon Simon, Principals) has acquired **WALM / WCKN-FM** (Anderson, Greenville, Spartanburg, South Carolina) for **\$6,000,000** from **CAROLINA BROADCASTING, INC.** (John C. Blankens, Chairman and Blake Shevemaker, President)
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CLOSED
TRUMPER COMMUNICATIONS, INC. (Jeffrey E. Trumper, President) has acquired **WLVK (FM)** (Charlotte, North Carolina) for **\$8,000,000** from **CAPITOL BROADCASTING CORPORATION** (Kenneth S. Johnson, President)
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CLOSED
MID-ATLANTIC BROADCASTING COMPANY has acquired **\$9,250,000** Refinancing of Senior Credit Facility
 The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.
BLACKBURN & COMPANY CAPITAL MARKETS
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CLOSED
LAKE SHORE COMMUNICATIONS CORPORATION (Thomas L. Bookley and Drew M. Horowitz, Principals) has acquired **WTAX & WDBR (FM)** (Springfield, Illinois) for **\$4,000,000** from **SAGE BROADCASTING CORPORATION** (Gerald A. Pugh, President)
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CLOSED
APOLLO RADIO LTD. (William L. Stuber, President & CEO) has acquired **KLSI-FM** (Kansas City, Kansas) for **\$8,250,000** from **SANDUSKY RADIO** (Norman D. Ratz, President)
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CLOSED
US RADIO, L.P. (Ragan A. Henry) has acquired **WRWA (AM) and WRFY (FM)** (Reading, Pennsylvania) for **\$18,500,000** from **CITY BROADCASTING COMPANY, INC.** (Dr. Frank A. Franco, President)
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CLOSED
SALEM COMMUNICATIONS CORPORATION (Susan W. Epperson and Edward C. Ananger III) has acquired **WYLL FM** (Chicago (Des Plaines), Illinois) for **\$8,000,000** from **NEW AGE BROADCASTING, INC.** (Vernon Merritt, Jr., President)
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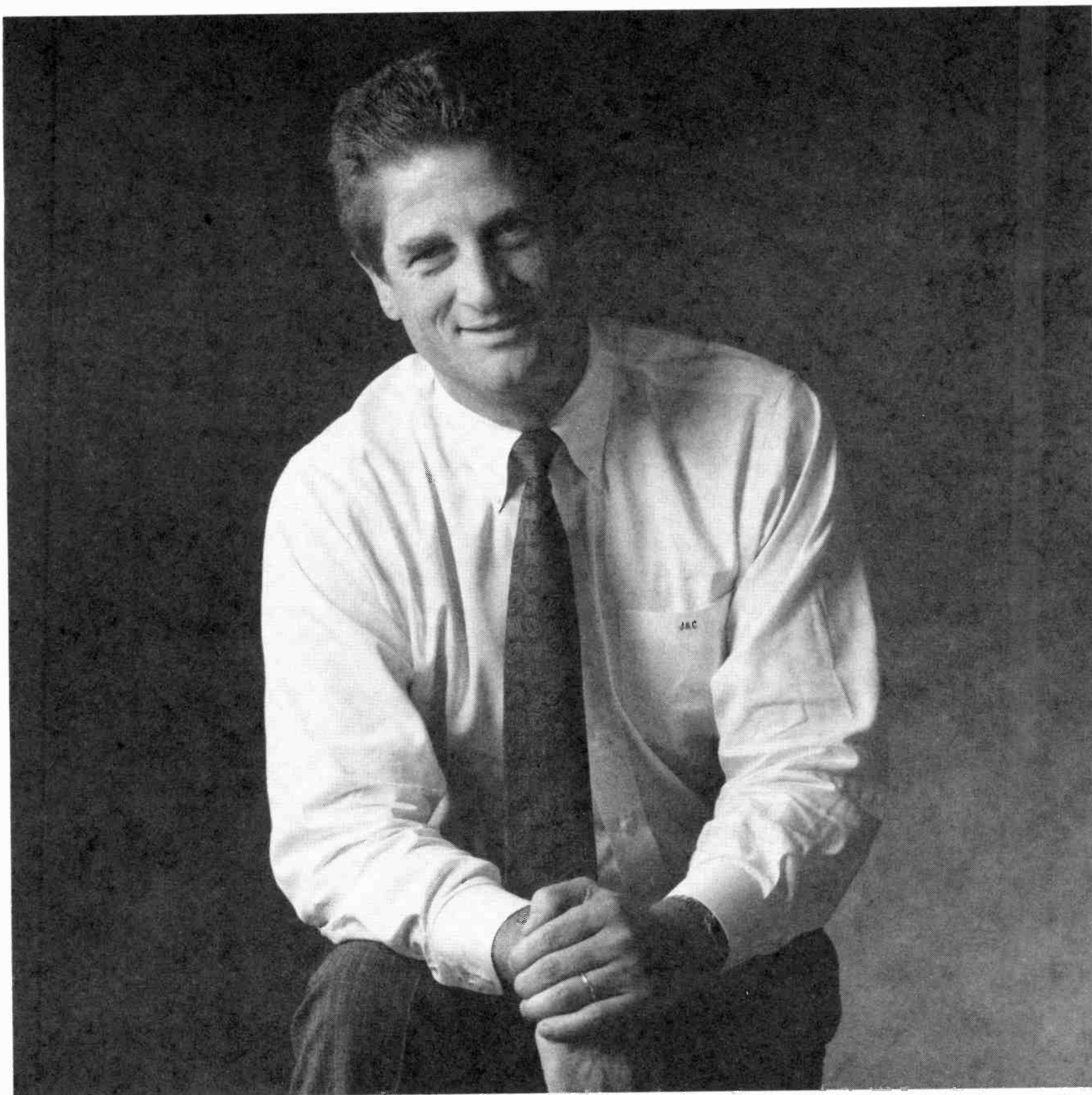
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And if an hour of strategic programming intelligence sounds boring, consider this. The first station in your market to use F.A.C.T.SM could be next year's remarkable case history!

See you in Boston.

FACT
COLEMAN RESEARCH

6:00 P.M., THURSDAY, SEPTEMBER 13, ESSEX SOUTH BALLROOM, WESTIN HOTEL, COPLEY PLACE.

TRANSACTIONS

Continued from Page 8

TERMS: Asset sale. Escrow deposit \$10,000 with an additional \$50,000 cash due by September 15. A \$60,000 "deposit note" bearing a 10% interest rate is also due by September 15. At closing, \$580,000 cash is due; also at closing, the buyer is to execute a \$200,000 "deferred" promissory note with payment conditioned upon FCC approval of a Class C1 upgrade. The note is payable \$100,000 in cash with interest at two points over the Citibank prime rate five days after the FCC approval date. The remaining \$100,000 is due two years after FCC approval or five days after construction is completed. Additional payments for two noncompete agreements total \$300,000 cash.

BUYER: Interstate Broadcasting System of Arizona Inc., a division of IBS Holding Corp. IBS, an Orange, CA-based company headed by Paul and Joyce Toberty, owns KRDS/Tollerton, AZ and KYMS/Santa Ana, CA.

SELLER: Kenyon Communications L.P., a limited partnership whose general partner is owned 60% by Willard Lochridge and 40% by Starstream Communications Corp., a Houston-based radio syndicator headed by Gary Firth.

FREQUENCY: 1250 kHz; 105.3 MHz
POWER: 1kw day/202 watts night; 4kw at minus 266 feet
FORMAT: Nostalgia
BROKER: William Freeman of Freeman Broadcasting

California

KNRY/Monterey
PRICE: \$400,000
TERMS: Asset sale. Escrow deposit \$50,000 with balance due in cash at closing.
BUYER: Kerry McArthur of Monterey
SELLER: Southern California Broadcasting Co., headed by Ron Beaton. The company also owns KIEV/Glendale, CA.
FREQUENCY: 1240 kHz
POWER: 1kw
FORMAT: News/Talk

KSES/Yucca Valley
PRICE: \$421,000
TERMS: Asset sale for down payment of at least \$26,500 and a promissory note for the balance.
BUYER: Kevin D. Roberts of Twenty-nine Palms, CA.
SELLER: Craig Broadcasting Corporation, owned by Richard and Pearl Blum.
FREQUENCY: 1420 kHz
POWER: 1kw daytimer
FORMAT: AC
COMMENT: Craig Broadcasting purchased the station earlier this year for \$365,000 (R&R, 2/2).

Florida

WDKC/Ft. Pierce
PRICE: \$425,000
TERMS: Asset sale. Escrow deposit \$10,000 with additional \$15,000 cash due at closing. Balance via 30-

year \$400,000 promissory note at 11% interest. The seller is to pay \$25,000 to Capstone Communications for "prior services rendered at the radio station."
BUYER: Indian River Wireless Inc., owned by Dennis Linsin of Palm Beach Gardens, FL and Jeffrey Hennig of Palm Beach, FL.
SELLER: Treasure Coast 1330 Corp., a company owned by the Harbor Federal Savings And Loan Association. Harbor is headed by President Daniel Wallace.
FREQUENCY: 1330 kHz
POWER: 5kw day/1kw night
FORMAT: Country

Illinois

WJPF/Herrin
PRICE: \$200,000 for 85%
TERMS: Cash for stock
BUYER: Robert Ferrari, the President and 15% shareholder of the licensee.
SELLER: O.M. Hudgens, R. Keith Ferrari, and John Brewster are selling their collective 85.4% stock interest in Egyptian Broadcasting Co.
FREQUENCY: 1340 kHz
POWER: 1kw
FORMAT: AC

Kentucky

WCVG/Covington
PRICE: \$750,000
TERMS: Asset sale for cash
BUYER: Miken Broadcasting Corp., owned by Kenneth Hall of Covington and Cincinnati investors Michael Freeman and William Maltbie III.

SELLER: Richard Plessinger Sr. He also owns WAXZ/Georgetown, OH; WOYS/Apalachicola, FL; and WRBZ/Milford, OH.
FREQUENCY: 1320 kHz
POWER: 500 watts day/430 watts night
FORMAT: News/Talk

Louisiana

KWCL-AM & FM/Oak Grove
PRICE: \$150,000
TERMS: Asset sale for cash
BUYER: KWCL FM Broadcasting Company, a general partnership owned by Charles "Buddy" May, the stations' GM; Irene Robinson of Elysian Fields, TX; and William Cooper of Oak Grove, LA.
SELLER: West Carroll Broadcasting Inc. and 96.7 Radio Inc., headed by Jerald Womack.
FREQUENCY: 1280 kHz; 96.7 MHz
POWER: 1kw daytimer; 3kw at 306 feet
FORMAT: Country

New York

WLEA & WCKR/Hornell
PRICE: \$448,000
TERMS: Asset sale, with \$210,000 cash and a promissory note for \$238,000 at 12% annual interest, payable monthly on a 20-year amortization schedule with a balloon payment of the outstanding balance after ten years.
BUYER: PMJ Communications Inc., owned by Kevin P. Doran, the stations' GM.
SELLER: Channick Broadcasting Corporation, owned by Herbert Channick. He also owns WCCQ/Crest Hill, IL.
FREQUENCY: 1480 kHz; 92.1 MHz
POWER: 2.5kw daytimer; 1.26kw at 510 feet
FORMAT: AC; Country

North Carolina

WBLA & WGQR/Elizabethtown
PRICE: \$550,000
TERMS: Asset sale. Escrow deposit \$20,000 with additional \$90,000 cash at closing. Balance via ten-year promissory note at 10% interest.
BUYER: Sound Business Inc., owned by Raleigh-Durham investors Lee Hauser and Arthur DeBarry.
SELLER: WCTN Inc., owned by W. Gerald Waters.

FREQUENCY: 1440 kHz; 105.7 MHz
POWER: 5kw; 2.1kw at 387 feet
FORMAT: AC

Oregon

KYJC & KFMJ/Medford-Grants Pass
PRICE: \$300,000
TERMS: Asset sale for cash. The Bank of California sought foreclosure of the stations as a secured creditor.
BUYER: Encore Broadcasting Corporation, owned by Arnold Sias of Coos Bay, OR; John Feldman of Encino, CA; and Arthur Hogan of Encino, CA. Feldman and Hogan are the general partners controlling KMYC & KRFD/Marysville, CA, in which Sias is a minority investor.
SELLER: Andrew McClure, court-appointed receiver for Lindavox, which had been owned by Lawrence, William, and Linda Miner.
FREQUENCY: 610 kHz; 96.9 MHz
POWER: 5kw; 74kw at 2226 feet
FORMAT: These stations are dark.
BROKER: William A. Exline Inc. is to receive a \$15,000 commission.

South Carolina

WLOW/Bluffton
PRICE: \$100,000 for 51%
TERMS: Stock sale for five-year promissory note at 10.5% interest, payable interest-only for five years with an option to renew for an additional five-year period.
BUYER: W. Lee Simmons of Hilton Head Island, who currently owns 49% of the station.
SELLER: Dorothy Aranda of Hilton Head Island is selling her 51% stake in DHA Broadcasting Inc.
FREQUENCY: 106.9 MHz
POWER: 50kw at 443 feet
FORMAT: Nostalgia

Tennessee

WMPS/Millington
PRICE: \$295,000
TERMS: Asset sale for ten-year promissory note at 10% interest, to be paid in \$3000 monthly installments with a final balloon payment of \$185,495.
BUYER: David Grayson Life Changing Ministries Inc., headed by David Grayson.
SELLER: Good News Broadcasting Co., owned by John Acker.
FREQUENCY: 1380 kHz
POWER: 2.5kw day/1kw night
FORMAT: Religious

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 The Event: NAB Radio 1990
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Hicks At The Helm

Among NAB Radio Board Priorities: Spectrum Fee Fight, Terrestrial-Only DAB, AM Improvement

David Hicks is President of Hicks Broadcasting Corporation, which owns WKMI & WKFR/Kalamazoo-Battle Creek, MI. This is his fourth year on NAB's Radio Board, and he's served as its Chairman since his election in June. Hicks was interviewed by R&R Assistant Editor Jack Messmer.



David Hicks

R&R: What priorities have you set for NAB's Radio Board?

DH: We've established a six-point program:

- To continue [lobbying] efforts in the area of legislative and regulatory issues that are facing the industry in the '90s.
- To keep abreast of digital audio broadcasting with our task force.

"Once [the government] gets its foot in the door with a spectrum fee, who knows where it's going to go?"

- To promote AM radio improvement.
- To prepare for the 1992 World Administrative Radio Conference in Spain.
- To follow up our work with radio research experts concerning qualitative research for radio — getting away from the raw numbers that Arbitron and Birch provide. We want to look at other ways radio can serve advertisers, measured in qualitative terms.
- To boost NAB's radio membership.

R&R: In the legislative arena, the most controversial issue is a proposal to tax broadcasters to ease the federal deficit.

DH: Yes, the spectrum fee. That came out of the blue and hit us

"AM stereo must happen. We've been dragging our feet too long."

hard. It's a real problem; one that broadcasters have to face immediately. This proposal to tax broadcasters at four percent of revenues came out of the White House and is headed for the budget summit with Congress. Broadcasters are united to fight it.

R&R: What has NAB done about it?

DH: While Congress was in recess and most members were back

in their home districts, we asked broadcasters to contact their congressmen and senators and rally behind the opposition to this proposal. NAB's Congressional Relations department has sent out information packets to every broadcaster, NAB members and non-members alike.

R&R: What do you predict will happen if the spectrum fee becomes law?

DH: I think the impact would be felt immediately by the small broadcaster — that four percent might be his profit margin. Not only the small broadcaster, though; it

"Qualitative research opens up major avenues for growth. We must offer more than just raw numbers."

goes right on up the line. Once [the government] gets its foot in the door with a spectrum fee, who knows where it's going to go?

R&R: What other legislative issues are boiling?

DH: Possible restrictions on beer and wine advertising may be coming up. Also, the revision of the lowest unit rate for political advertising is being discussed now in Congress.

And we have telco entry — the telephone companies' proposed entry into the cable business. I don't think radio people ought to say, "Well, that's a TV issue"; it's a threat to radio broadcasters, too. If a telephone company gets into program distribution, with wires to all of the homes, it can certainly bring in a music service or news service that would be a threat to local radio. I also think we have a problem with banking regulation, as it affects financing in our industry.

R&R: What are your thoughts on digital audio broadcasting?

DH: If it isn't handled right, it could be a very serious problem. I think the DAB sessions at Radio '90 are going to be very well-attended.

One of them is going to be a nuts-and-bolts session to tell broadcasters what DAB's all about and where NAB stands on this issue. It'll be an educational session with a lot of information. Alan Box of EZ Communications is Chairman of our eight-person DAB Task Force. He and I will moderate.

A major concern is identifying spectrum space for DAB. But the other major issue is whether this service would be offered to existing broadcasters. One of the biggest fears I hear is there could be a lot more radio services competing in smaller and medium markets.

R&R: Not all members are supporting NAB's opposition to satellite delivery of DAB. For instance,

see AMs operating separately from FMs, but it comes right down to economics. If we [implement] all the possible AM technical advances, then maybe separation makes sense. But to keep a broadcaster from simulcasting now doesn't make sense.

AM stereo must happen. We've been dragging our feet too long. We

which a lot more advertising dollars are brought to radio. We must offer more than just raw numbers. It's a longterm educational process for radio advertisers, but qualitative research opens up major avenues for growth.

R&R: Besides the DAB sessions, what other hot sessions should broadcasters make note of at Radio '90?

DH: In addition to some very good format sessions for the programmers, we're offering financial workout seminars for managers. That's a new word hitting our industry now — "workout." People are having to work out new financing arrangements with their lenders — through no fault of their own. It's just the way the financial people are looking at our industry now. Other highlights are the Crystal Radio Awards, given for community service, and the big grand finale: the Marconi Awards.

"The telephone companies' proposed entry into cable . . . is a threat to radio broadcasters . . . they can certainly bring in a music or news service that would be a threat to local radio."

R&R: Are you pleased with NAB membership growth?

DH: Membership has begun to grow once more, and we've established a telemarketing system so we have constant contact with broadcasters nationwide. Telemarketing is proving very successful. Our membership is close to 5000 again, and these are good quality radio members.

With all of these critical issues facing broadcasters, I don't understand why anyone wouldn't be a member. The main reason some people don't join is they don't understand what NAB does. Maybe issues like the spectrum fee will make them realize this is an organization that's working for them. Maybe it takes a threat like that to jar broadcasters who aren't members.

Potential Potboilers

Issues likely to approach boiling point this year include:

- Spectrum fee
- Potential beer/wine ad restrictions
- Digital audio broadcasting
- Telephone companies' entry into cable

Six-Point Program

NAB Radio Board Chairman David Hicks's top priorities are:

- Lobby for legislative, regulatory issues facing the industry in the '90s.
- Keep NAB in the forefront of DAB developments.
- Promote AM radio improvement.
- Prepare for '92 World Administrative Radio Conference.
- Attract advertising through improved qualitative research.
- Boost radio membership.

WCCO/Minneapolis-St. Paul wants to be a nationwide satellite broadcaster.

DH: Some may take a different view, but the Radio Board has taken a firm stand that we should not be considering any satellite delivery. We believe the U.S. should be looking strictly at a terrestrial DAB system.

"If [DAB] isn't handled right, it could be a very serious problem [to broadcasters]."

R&R: Has there been any progress on AM improvement?

DH: It's coming along, although maybe not as fast as I'd like to see. We've been successful implementing the NRSC standards. I would like to see us move a little faster with AM stereo.

The simulcast issue is controversial. I think the FCC would like to

must get the receiver manufacturers in line, make sure that radios are equipped with AM stereo capability, and bring AM up to an even plane with FM.

The NRSC standards were just step one. I'm glad we've got an FCC that's committed to AM improvement. I only hope we can move along faster because we've got digital knocking on the door, and we might get sidetracked quickly.

R&R: Another NAB goal is improving qualitative research. What's happening on that front?

DH: NAB's Committee on Local Radio Research works with ratings companies and broadcasters to improve research quality. This past July we assembled 50 broadcasters and research company representatives in Washington at what we termed a Qualitative Research Summit, a two-day brainstorming session on how to approach advertisers with better research material.

I would like to see qualitative research explored as an avenue by

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SESSION SUMMARY

Radio '90 Highlights

NAB's Radio '90 features more than 70 informational sessions spread over three days and covering a variety of sales, programming, and management topics. By popular demand, convention planners have added an extra five minutes of "schmooze time" between sessions, all of which will be held in the Hynes Convention Center.

R&R offers the following convention overview to help you make the most of it. Schedules are subject to change, so please refer to your convention program or NAB's daily convention newsletter to determine the time and place for sessions and events.

Programming

• **Paul Harvey On Relating To Your Audience** — Hello, broadcasters! Stand by for views! Legendary radio personality Paul Harvey shares the secret of his success: finding and pushing the audience's "hot buttons."

• **Writing And Producing On-Air Comedy** — Radio comedy specialist Dan O'Day presents a two-hour workshop on creating on-air laughs. He'll offer specific ideas to help you find and produce funny material.

• **How To Use Programming Tactics Which Get Good Ratings** — Successful programmers and an Arbitron representative discuss how to get maximum ratings credit for your listenership.

• **Finding Your Niche** — The era of specialization is upon us. Should you consider an all-Business News format? Progressive rock? This session attempts to help you sort out the options.

• **How To Use Music And Program Research** — A panel of research experts and station executives discusses the latest developments in research, which — if it's working properly — should serve as a station's radar system.

• **How To Use A Consultant** — It has been said that a consultant is someone who borrows your watch and then charges you for the time of day. This session will help you select and work with a consultant and make the most of the relationship.

• **How To Be A Better Program Manager** — Four successful PDs discuss the secrets of excelling in the job's non-programming facets. Learn how to improve your negotiating skills, budgeting abilities, and problem-solving capabilities.

• **Ratings Distortions: Where To Draw The Line** — Ratings services representatives help define the "outside of the envelope" for audience-building promotions and tactics. Learn how to avoid getting flagged or delisted.

• **Radio And The Music Industry: Working Together** — Pro-



On Tap At NAB

- Finding your format niche
- Digital audio broadcasting
- Financial workouts
- International radio opportunities
- Surefire sales promotions

grammers and record company executives explore ways to improve the symbiotic relationship between stations and labels.

• **How To Be A Personality** — What separates a DJ from a radio personality? A panel of bona fide personalities explains the differences and details the traits, skills, and training necessary to make the leap from liner reader to future radio legend.

• **Small Market Programming Idea Bank** — This interactive session will focus on proven, low-cost techniques for spicing up small market programming, keeping listeners, and pleasing advertisers.

Management And Finance

• **Digital Audio Broadcasting: Friend Or Foe?** — What does the coming of DAB mean for AM and FM? Will broadcasters face competition from nationwide satellite-based digital superstations? Top NAB officials, including Radio Board Chairman David Hicks and DAB Task Force Chairman Alan Box, will cover the technological and regulatory issues and the outlook for the future.

• **Finding And Developing EEO-Qualified Applicants** — NAB and FCC officials and industry panelists offer suggestions on where to find and how to nurture qualified minority and female employees.

• **Tough Calls: Making Ethical Business Decisions** — Watch, think, and learn as three radio group heads — Shamrock's Bill Clark, Infinity's Mel Karmazin, and Evergreen's Scott Ginsburg — wrestle with hypothetical dilemmas posed by an expert in business ethics.

• **AM And FM Improvement: New Stations And Opportunities** — How will your station be affected by upcoming FCC decisions on FM translators and AM improvement? Find out from a panel of NAB and FCC officials and communications lawyers.

• **Using Outdoor Media Effectively** — All there is to know about using billboards: the latest in catchy graphics and slogans; how to negotiate for price and location.

• **Telemarketing Trendsetting** — An increasing number of stations are using the telephone as a marketing tool. Here's how to get started.

• **Washington Update: The Players And Issues** — FCC General Counsel Robert Pettit and Audio Services Chief Larry Eads headline this look at the FCC, its staff, and its agenda. Among the topics likely to be discussed: indecency, license renewal, and EEO rules.

• **Financial Workouts: The Good, The Bad, The Creative** — The decade of the big deal has ended and, unfortunately, not everyone has emerged a winner. This panel of group executives, financiers, lawyers, and brokers offers a step-by-step guide to the financial restructuring of troubled properties.

• **Finding Money In The Credit Crunch** — Sure, things are tough. But there's money out there for acquisitions — if you know where and how to look. Brokers, bankers, and group owners discuss trends in financing and present guidelines for obtaining the necessary funds.

• **Buying And Operating Small Market Stations** — Owning a small market station offers unique rewards — and challenges. Learn the secrets of small market success from assessing a property's revenue potential to cutting costs — and building the best possible staff.

• **The Effect Of Debt & Leverage On Station Operations** — Radio deal-maker Bob Sillerman leads a panel in a look at the aftermath of the 1980s' frenzied trading and escalating station prices. Find out how to implement careful budget controls and use other tools for running a station burdened with heavy debt service.

• **Group Heads Look Into The '90s** — What's ahead for the industry? Hear the opinions of several leading group heads in a free-wheeling discussion led by New-City Communications President Dick Ferguson.

• **Opportunities In International Radio** — Pop radio: it's not just for America anymore. A panel of broadcasters and consultants with

DAB's Pros & Cons

Four Special Management, Engineering Sessions Scheduled

Fast-moving developments have thrust digital audio broadcasting into the spotlight at NAB's Radio '90. DAB, a virtually unknown subject just months ago, will be explored in four special sessions.

'Friend Or Foe'

"DAB: Friend Or Foe" — the topic of Wednesday's (9/12) special management session — is indicative of the controversy surrounding digital radio's potential emergence in the U.S. "I'm concerned that if it's not handled properly, [DAB] might not work to our benefit," said NAB Radio Board Chairman David Hicks, who'll moderate the panel discussion.

"Our concern is allocating spectrum for digital," said Hicks. That issue is now being considered by the FCC and is on the agenda for the 1992 World Administrative Radio Conference. "Another concern is whether this service would be offered to existing broadcasters," Hicks added.

EZ Communications President Alan Box, Chairman of NAB's DAB Task Force, said he's already hearing from worried broadcasters. "[They want to know] who's going to get the licenses," he reported, along with whether more or fewer stations will result and whether stations will have to relocate. "A lot of the answers are going to be 'maybe' and 'we don't know,'" Box said, although he stressed panelists will try to answer any questions raised at the session.

According to NAB, the session will explore such topics as "the enhanced capabilities of DAB over AM and FM broadcasting, frequency allocations problems, the selection of a system standard, and the potential threat of direct nationwide broadcasts from satellites." The latter is "opposed by NAB in favor of a terrestrial system that retains market localism."

Two satellite DAB proposals have already been filed with the FCC by **Radio Satellite Corporation** and **Satellite CD Radio**. Despite NAB's steadfast anti-satellite stance, at least four broadcasters have already broken ranks with the industry organization, submitting FCC filings in support of satellite DAB: **WCCO/Minneapolis-St. Paul, WHUR/Washington, Tak Com-**

munications, and Hubbard Broadcasting.

The "Friend Or Foe" panel, in addition to Hicks and Box, will feature NAB Exec. VP/Operations **John Abel** and NAB VP/Science & Technology **Mike Rau**. The Wednesday session will be repeated Saturday, with Q&A periods during both.

Technology Trio

Three other DAB sessions are being offered on Wednesday for radio engineers as part of a special seminar, originally slated to acquaint engineers with new digital products for studio use. The day-long "Digital Radio Station Seminar" requires a separate registration fee of \$100.

The added sessions examining DAB's technical aspects begin with "Introduction To Digital Audio Broadcasting," presented by **Stanley Salek** of NAB's Science & Technology department.

Special guest **Steven Edwards** of Toronto-based **Rogers Communications** will report on "DAB Tests/Demonstrations In Canada." The **Canadian Association of Broadcasters**, government researchers, **CBC**, and private broadcasters tested the European **Eureka** DAB system this summer on UHF-TV frequencies in Ottawa, Toronto, Montreal, and Vancouver. **Strother Communications** has applied to the FCC for an experimental license to test the same system in Washington and Boston.

The third special session will look at "U.S. Allocations Challenges For DAB." NAB's Rau will discuss the various frequency schemes proposed for DAB, as well as the domestic and international regulatory issues raised by the prospect of DAB spectrum allocation.

NAB officials hope to present an on-air DAB demonstration at next April's Las Vegas convention. For now, though, Boston attendees will have to settle for tape recordings comparing the sound quality differences between digital and analog (AM & FM) radio broadcasts.

international experience presents a look at investment and career opportunities with foreign radio stations and operations.

Sales

• **Selling Toward A New Century** — RAB President Warren Potash examines the latest in sales philosophy and technology. How can radio apply these new developments to sell its greatest strengths: targetability, flexibility, and cost-effectiveness?

• **Retail Selling: Your Profit In The '90s** — Local retailers represent a possible gold mine for radio

— if radio learns how to sell to them. Here's a look at new techniques for turning retailers into clients by demonstrating the medium's ability to create traffic and make sales.

• **How To Take Your Station Close To The Customer** — Forging strong personal links between the station and its audience and advertisers can help ward off competition. This session reveals the secrets of teaching station staffers to be sensitive and responsive to customer wants and needs.

Continued on Page 18

NAB EXHIBIT HALL

Hi-Tech Highlights

A host of technical innovations will be on display at NAB Radio '90. Spotlighted below are a number of products — be sure to consult your convention program for a comprehensive list of exhibitors.

Jefferson Pilot
Data Services

1 This Charlotte-based firm provides various data services to 1300 broadcast stations. Among its services is the Financial Management System, which handles a general ledger, accounts payable, purchase orders, balance sheets, and corporation financial statement consolidation. On a smaller scale, the JDS 850 is a PC-based multiterminal radio station system for accounting, receivables, billing, traffic, and sales.

Telos Systems

2 On-air interaction is a growing phenomenon among radio stations. The Telos One offers digital hybrid performance in a lower-cost package. The unit offers fast and precise digital automatic nulling, which allows for smooth, natural, simultaneous conversation and helps eliminate a choppy "speakerphone" effect, audio distortion, and feedback. The unit can be remoted, and there's a built-in pitch-shifter for feedback reduction, a plus for open monitor use.

Autogram

3 Autogram's Pacemaker 828 board features eight pots — six with dual inputs, two with eight inputs each. There are no audio transformers in this unit, which features electronic switching. Up to eight patchable microphone

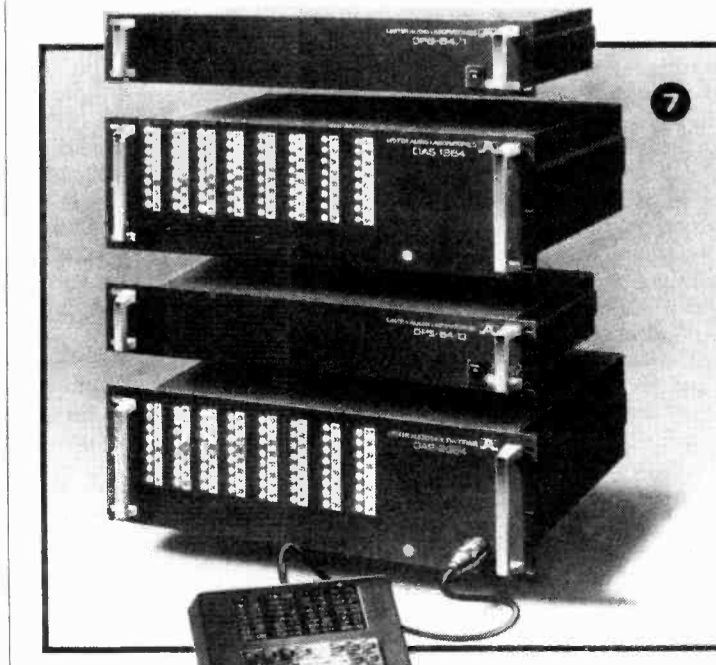
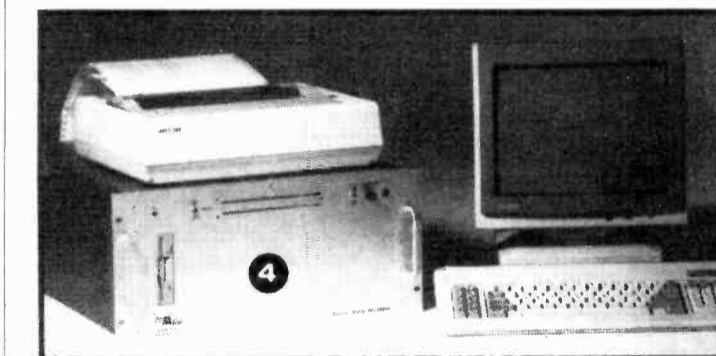
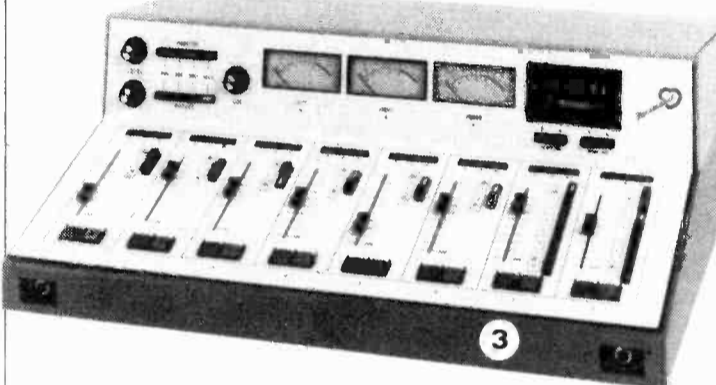
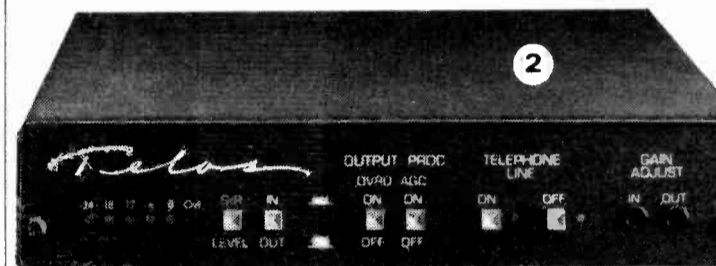
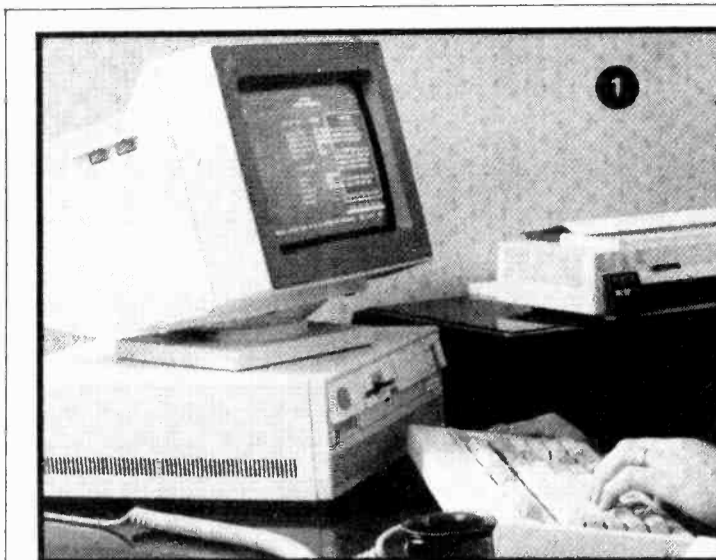
preamps can be used. There are a variety of outputs, including a mix-minus bus.

Harris Allied

4 AUDISK is a digital audio storage and automation system for satellite music formats or live-assist operations that can replace analog record/playback equipment. The system is an integrated hardware/"smart audio" software system that includes a digital controller, high-capacity hard disks, and other components in an eight-and-a-half-inch rack-mount chassis. The system can do the work of five cart decks, production cart recorders, playback equipment, dedicated recorders, and audio switchers. The basic system stores 180 minutes of 15kHz stereo audio, and up to six additional hard disks may be added for more than 121 hours of on-line playback time. AUDISK can also simultaneously record and playback audio files.

Wheatstone

5 Wheatstone's new audio hard disk system is specifically engineered for broadcast applications. It can store up to 20 hours of programming with fast random access to all tracks. Controls are simple and can be learned in a few minutes. The system operator is presented with a program library and selects material to assemble a playlist. He can then play the selections in auto-sequence or manually trigger them to start individually. Because the system is double-channelled, the unit can cross-fade from a current selection into the next. A memory redundancy feature duplicates all drives in the primary stream and provides an automatic and undetectable changeover to the backup mirror drive when the system's logic detects a disk failure.

Kahn
Communications

POWER-side is a coverage extension system for AM stations. It triples the power in one sideband to make the signal act like a single sideband signal. Listeners using a tuneable radio will experience a dramatic increase in coverage and fidelity because they tend to "tune over" to the stronger sideband. Stations with adjacent channel interference can choose the sideband away from the neighboring station. On a digital tuner, bad reception areas such as distorted antenna nulls are cleared up. Reradiation from buildings and power lines is also reduced.

Lester Audio
Laboratories

7 The DAS 2000 is a fully integrated "smart" audio system that provides point-to-multipoint fiber optic sound transmission, distribution, and routing. It also features automated programmable memory control for real-time and pre-programmed changeovers. The system is compatible with analog and digital equipment, and is easily expanded from 16 to 64 channels with a transparent transmission read of three miles over optical fiber.

Orban

8 The 4000A Transmission Limiter protects various transmission systems from peak overload without side-effects or artifacts. Use it in front of digital links, telco lines, STLs, and satellite uplinks. The 4000A's advanced circuitry — including its "Smart Clipper" — bypasses the typical methods other limiters use that cause distortion, such as AGCs and clippers.


Studer

9 The A729 CD System Controller is designed for on-air and complex tasks in the production studio. Users can program one

Continued on Page 18

**You've Heard What It's All About
Now Come Apply What You've Learned**

PROFIT IN THE '90s THROUGH RETAIL SELLING



BOSTON RADIO 1990

RADIO 1990 SCHEDULE

Wednesday, September 12

Radio Station Bus Tours
 Writing and Producing Radio Comedy with Dan O'Day
 Opening General Session featuring **Ken Dychtwald**, author of *Age Wave*
 presented by the CBS Radio Division
 Opening Reception—Boston Marriott-Copley Place sponsored by Westwood One Companies

Thursday, September 13

Powerful Programming
 Localization vs. National Radio
 Selling Time and a New Concept
 BAR
 You Can Negotiate Anything
 Recruiting and Developing
 Qualified Applicants
 You Can Negotiate Anything
 Recruiting and Developing
 Qualified Applicants
 AM & FM Improvement: New
 Stations & New Opportunities

Crystal Radio Awards Luncheon sponsored by Association of
 Marketing Executives
 Developing A Winning
 Marketing Plan
 Retail Selling
 in the '90s

Friday, September 14

How to be a Better Programming
 Manager
 Controls, Location & Physical Space
 Value Added Selling
 Branding Financing
 Having and Operating a Small
 Market Station
 Commercial Relationships &
 Sponsoring Shows I

Radio Management Luncheon & Presentation of the National Radio Award
Keynote Speaker: H. Ross Perot
 Sponsored by the Interop Radio Store

Driving Station Sales with
 Qualitative

Saturday, September 15

The Living Legends of Radio
 Separating the Good from the Bad
 Group Needs Look for the '90s
 AM Engineering in the '90s
 How to Relate to Your Audience featuring **Paul Harvey**
 in cooperation with ABC Radio Division
 Exhibit Hall Walk-around Lunch sponsored by The Arbitron Company

Building the Market for the
 Future
 Opportunities in International
 Radio
 Radio Technical Measurements

MARCONI RADIO AWARDS—Wang Center/Pre-show Reception sponsored by Film House

See actual retail and *EMRC-accredited ratings information for your station

Prove to advertisers that YOUR listeners are THEIR consumers

Show advertisers your value beyond cost per rating point

Confirm that Birch/Scarborough retail and accredited ratings information is all you need to profit in the '90s

STOP BY BOOTH #833 for hands-on demonstrations

**Birch
Scarborough
Research**

A  BUSINESS INFORMATION SERVICES COMPANY

See you at Booth #833

*Electronic Media Rating Council

NAB EXHIBIT HALL

Hi-Tech Highlights

Continued from Page 16

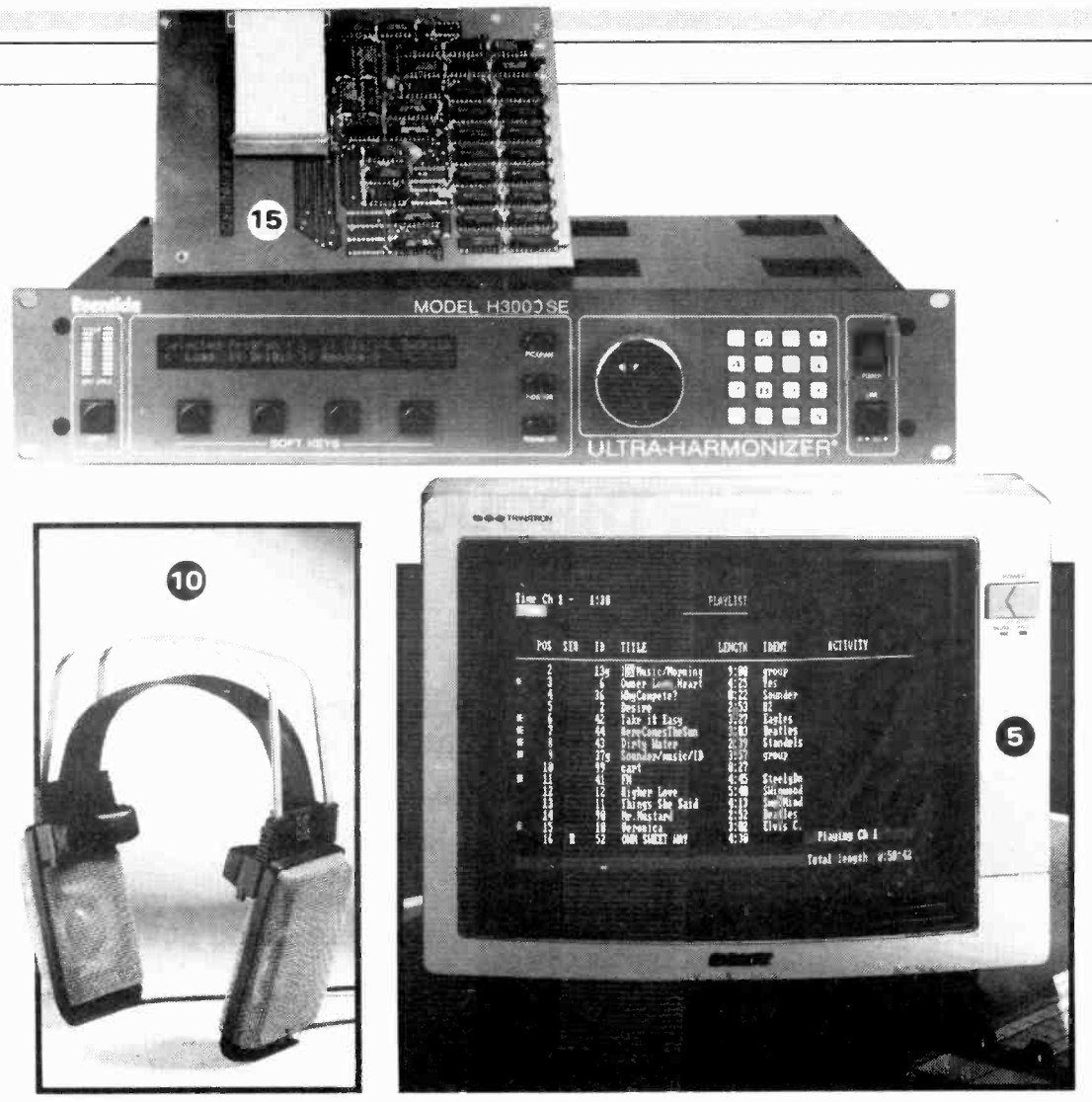
player while the other is on-air, and up to four CD players can be controlled simultaneously. Because the system is modularly designed, customers can configure it to their specific requirements. Control for each player is accessed through a dedicated command module that's coupled to the editing unit. The system can be expanded by adding command modules. Three sequences for each player may be programmed into the editing module's central memory, thus allowing up to 12 preprogrammed events. The A729 recognizes up to 100 CDs and store up to three start and end cue points per disc.

AKG

10 AKG Acoustics' new K 1000 Reference Listening System provides true acoustic imaging — an acoustically transparent and accurate stereo perspective with extended low-frequency response. The headset features hinged earphones which are angled away from the ears without touching them. The K 1000 is connected to the loudspeaker terminals of a power amplifier, making use of its electrical damping to control diaphragm motion as a speaker would.

DBX

11 DBX Professional Products recently unveiled its new 160XT Compressor/Limiter — the next generation of the company's popular 160X model. Unlike its predecessor, the 160XT boasts separate active balanced and single-ended outputs (with a ground-lift switch at the balanced input) and matched RMS detectors (for true power summing when used in a stereo configuration with another 160XT unit). The gadget also sports a high-resolution scale that displays gain reduction (within a 40 dB range) and input/output levels (within a 60 dB range).



sensitive enough for off-air use.

Eventide

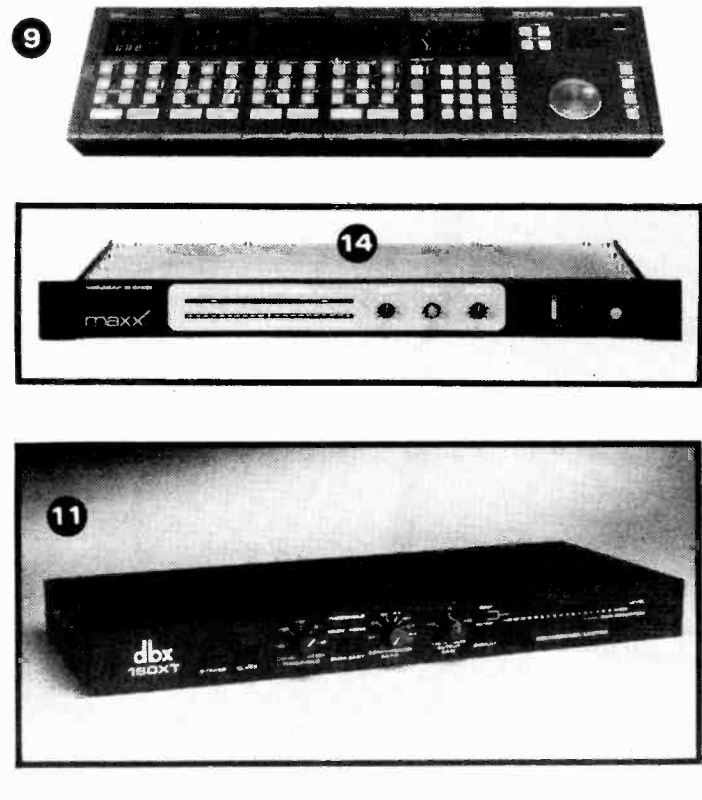
15 The HS322 Sampling Board option for H3000 Ultra-Harmonizers is a boon for production whizzes with a flair for manipulation. It stores two samples in RAM, the length of each of which can be changed on the fly without altering its pitch. Start and stop times can be edited with the knob or the numeric keypad. Alternatively, each of the samples can be pitch-shifted over a six-octave range without changing its length. MIDI notes can control playback pitches. Standard sampling, which changes pitch and length together, is also offered.

IDB Communications

A premier carrier of nationally distributed and point-to-point radio programming, IDB will be showing many different services at the NAB. Mobile Express, a joint offering of IDB and British Telecom, provides Ku-Band transportable uplinks from Europe. FM2 is domestic C-Band transmission via the popular Satcom 1R at affordable rates. The company has a fleet of 21 mobile C-Band and Ku-Band earth stations for worldwide deployment.

Modulation Sciences, Inc.

14 For engineers who need absolutely accurate peak modulation readings, ModMinder's Demodulator complements the firm's precision digital circuitry. To eliminate multipath-caused artifacts, this synthesized, software-programmed demodulator is designed to be driven directly from the transmitter's RF port, though it's



Broadcast Supply West

This radio gear distributor will display, among other items, the AUDIOARTS A-50 on-air console, a reasonably priced console with quality features and state-of-the-art technology. It comes in 8-, 12-, and 18-channel sizes.

Symetrix, Inc.

The Symetrix 528 Voice Processor combines five high-quality signal processors — mike preamp, com-

pressor/limiter, downward expander, parametric equalizer/notch filter, and de-esser — in a single rack-mountable package. The 511A is a two-channel, single-ended noise-reduction system that provides up to 30db reduction for downlinks, STLs, multitrack mixdown, cart machines, and other sound applications. The 511A's combination of a dynamic high-frequency filter and downward expander can quiet any signal, anywhere in the chain.

Radio '90 Highlights

Continued from Page 15

• **Value-Added Selling** — How can stations give advertisers that little something extra without reducing spot inventory or bottom lines? This session promises solutions to that age-old radio riddle.

• **Contests, Lotteries, And Political Spots** — Get the latest on the political advertising minefield, including such complex issues as "lowest unit rate" and "reasonable access." Also on tap: a look at stations that are making money as a result of recent changes in federal lottery laws, and an overview of FCC rules concerning station contests and giveaways.

• **Creating A Profit Center From Your Promotion Department** — A panel of promotion wizards from small, medium, and large markets discuss how stations can generate

revenues from creative special events and promotions.

• **Driving Station Sales With Qualitative Research** — So maybe you don't have the biggest audience in town. How do your geodemographics and psychographics look? This session offers advice on choosing and using qualitative research to add selling points and boost revenues.

• **Building The Model Sales Team Of The Future** — As in so many other aspects of radio, specialization will be the key to tomorrow's sales success. Learn how to build a team of multiskilled sales specialists.

• **1991's Hottest Sales Promotions** — The RAB sponsors this step-by-step guide to selecting and implementing 32 surefire sales promotions for the coming year.

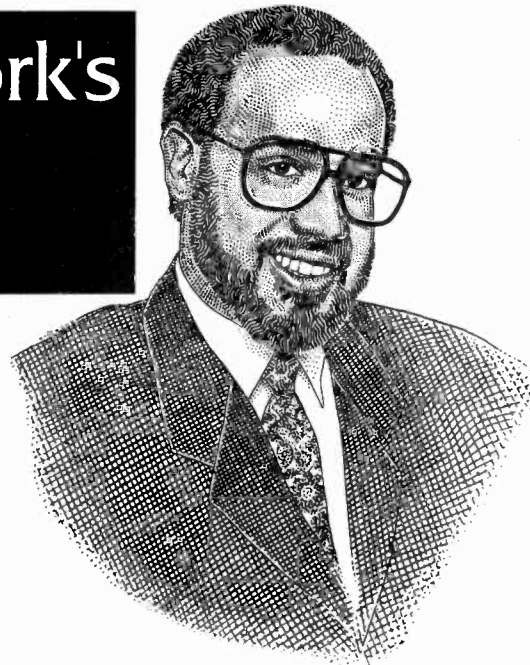
" With The Research Group, '98.7 Kiss-FM' has demonstrated dramatic growth in key demographics. We've gone from #10 to #2* in adults 18-49 and from #13 to #6* in adults 25-54, while maintaining our strong position in the younger demographics and becoming New York's #1** radio station in both Arbitron and Birch surveys.

Through the utilization of Focus Group sessions and Strategic Market Studies, The Research Group has helped us focus very clearly on the opportunities and goals available to WRKS-FM and has worked with us each step of the way to keep us on track. The results dynamically indicate that their methods work.

No one else has a proven track record of success equal to that of The Research Group. They excel market to market and ratings survey after ratings survey in all formats. Working with The Research group has made a dramatic difference for 'KISS-FM' and continues to be an integral part of our continuing success story."

Charles M. Warfield, Jr
Vice President/General Manager
WRKS-FM, '98.7 KISS-FM'

"New York's
#1 radio
station"



*Summer 1989 to Spring 1990 Arbitron. Adults 18-49 and 25-54, AQH share, M-S 6A-M, MSA

**Spring 1990 Arbitron and Birch. Persons 12+, AQH share, M-S, 6A-12M, MSA.

The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers may have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

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In almost every field, there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

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A Radio Insider's Guide To Boston

What visions do you conjure up when you think of Boston? Historic sites aplenty, certainly. Lots of ivy-covered universities and colleges, too. But hey, Beantown is about more than history, heritage, and learning. Here to help you make the most of your off hours at Radio '90 are entertainment and dining tips from six Boston-area radio execs and personalities.

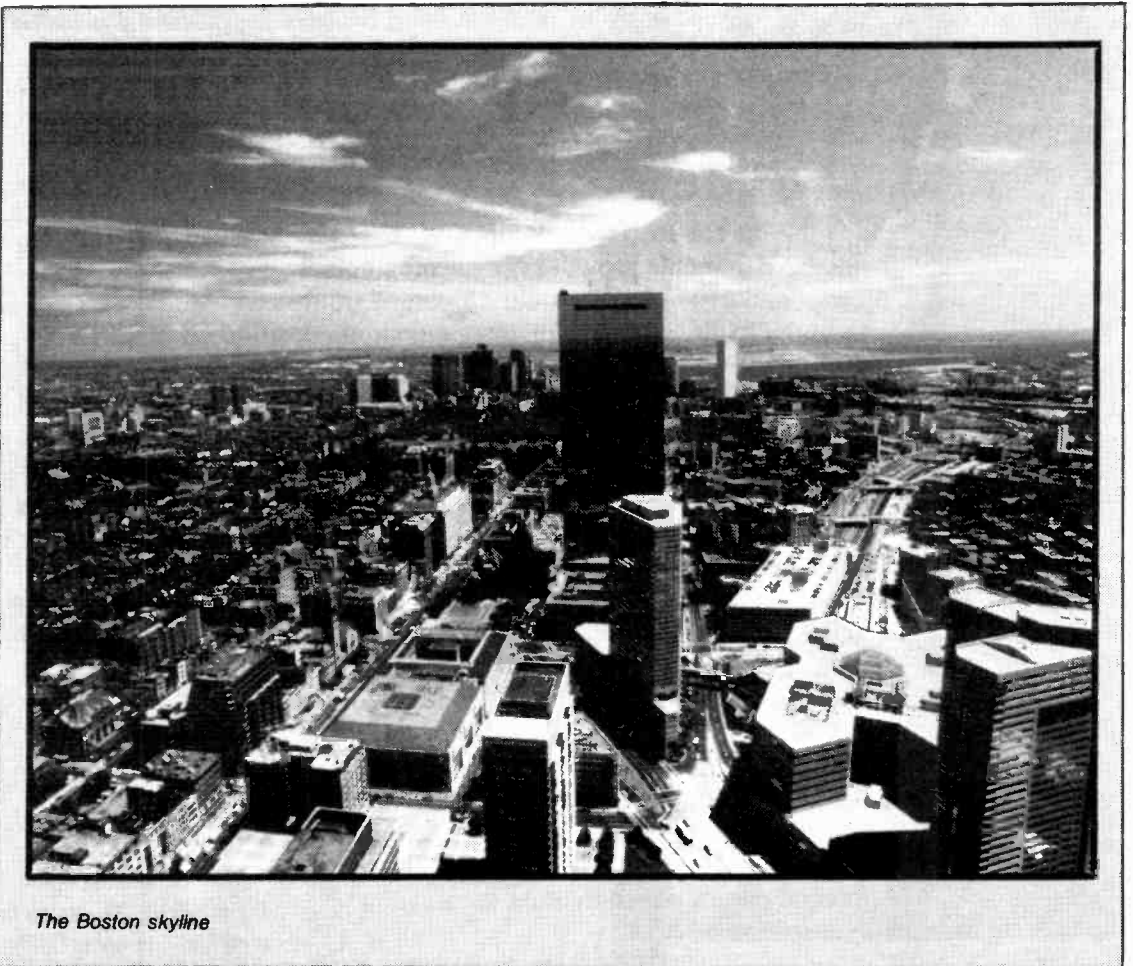
• **Ron Wayland**, Exec. Director/ New England Broadcasting Association: "Tuesday (9/11), NEBA is sponsoring a 'Lobster Lunch Cruise' around Boston Harbor. It'll be a great way to get a feel for the city and meet local radio and advertising people. [Call NEBA for information at (617) 426-3575.] Another good start would be to head to the observation deck of the Prudential Center, which is next door to the Hynes Convention Center. From there, you'll be able to see all of Boston.

"If you like big band music, stop by the Roxy [279 Tremont], which is across from the Wang Center, where the Marconi Awards will be held. Downstairs from the Roxy is a club called **Jukebox**, which has '50s music.

"For seafood, try **Anthony's Pier 4** [on the Fish Pier at 140 Northern Ave.] or **Jimmy's Harbor Side** [on the pier at 248 Northern Ave.], which is popular with insiders like [former House Speaker] **Tip O'Neill**."

• **Tom Bergeron**, WBZ morning host: "The first place to go is **Legal Seafoods** [35 Columbus Ave.] — guaranteed great seafood and chowder. Head to the North End for authentic Italian restaurants. And Boston has some really good Thai restaurants as well.

"As a family, we like **Lexington**, which is full of history. Also, don't miss **Faneuil Hall** and **Quincy Markets**.



The Boston skyline



Seated: Glenn Serafin, Kathy Marien, Tim Menowsky. Standing: Ken O'Rorke, Brayton Johnson. Not Pictured: Jeanette Tully, Jay Goodwin.

BUY. SELL. TRADE. FINANCE.

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"For something a little more off-beat, go to Cambridge in the evening for the street performers at **Harvard Square**. You'll see everything from people juggling fire to performers who want to be the next **Tracy Chapman**, who was performing there just a couple of years ago."

• **Richard Balsbaugh**, CEO/Pyramid Broadcasting: "For nightlife there's **Citi and Axis** at 15 Lansdowne Street. Both clubs have live music at various times. Right next door to those places is **Jillians** [145 Ipswich], which is a hip pool hall. And right across from the convention center is the **Cactus Club** [939 Boylston St.] At 1 Boylston Place you'll find **Zanzibar**, which is a more adult club.

"Probably the most happening bar is **Paparazzi** at 271 Dartmouth Street. For a great bar and restaurant combination try **Biba** [272 Boylston], next door to the **Four Seasons**. All these places are within a couple dollars' cab ride from the convention center."

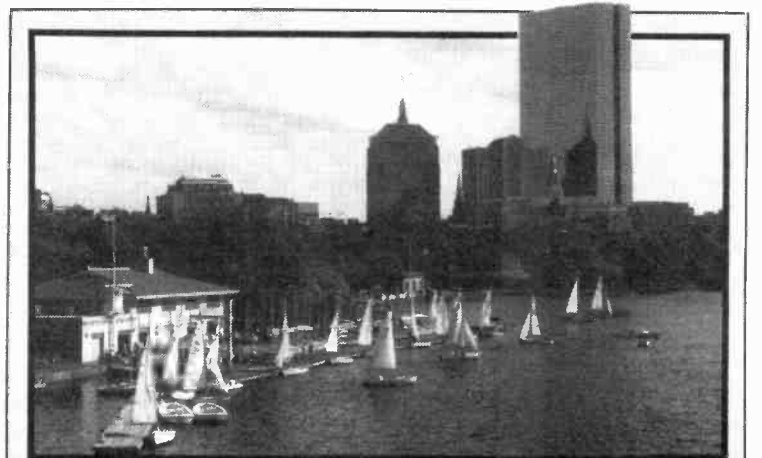
• **Jess Cain**, WHDH morning host: "Visitors should take the **Freedom Trail**, which is a walking tour of sites from the American Revolution. You should also see the

JFK Museum on **Columbia Point** in **Dorchester**, which is ten minutes from downtown by subway, **Harvard Yard** in **Cambridge**, the **Museum of Science**, and the **New England Aquarium**."

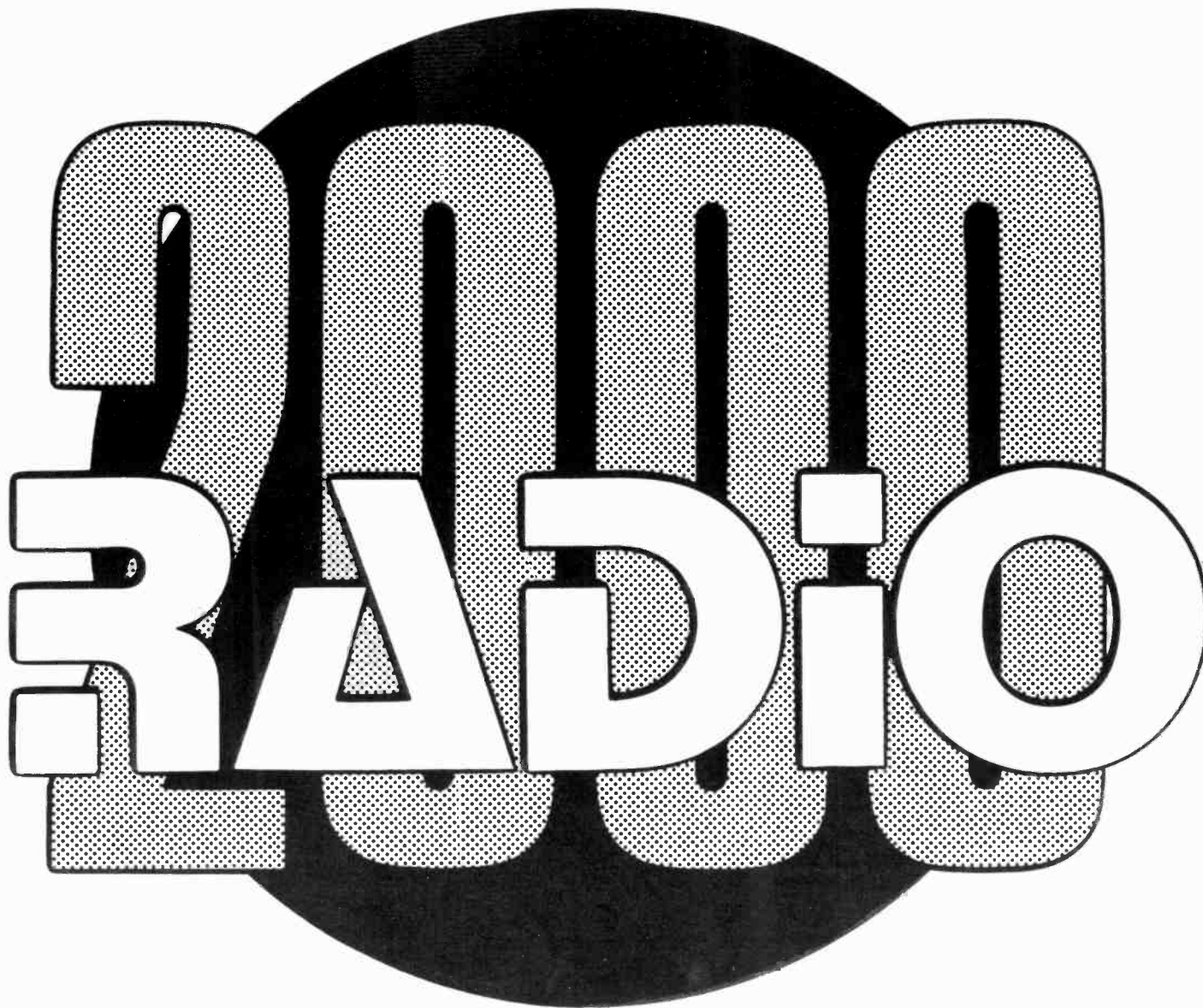
• **Tony Franceschelli**, President/Media Mark: "One of the best Italian restaurants is **Davide** [326 Commercial St.] For seafood, try **Cherrystones** at 100 Atlantic Ave. Probably one of the best Chinese places is **Sally Ling's** [256 Commercial St.] Closer to the Hynes Center, at 279 Newbury Street, is the Italian restaurant **Davios**.

"The hangout for media people is **Joe's American Bar and Grill** [279 Dartmouth]."

• **Jerry Williams**, WRKO afternoon talk host: "For come-as-you-are seafood try the **No Name** restaurant at number 15½ on the Fish Pier. For the best Italian food there's **Tecce's** at 61 N. Washington St. in the North End. To see Boston's greatest comics check out **Nick's Comedy Stop** [100 Warrenton St.], **Comedy Connection** [76 Warrenton St.], and **Duck Soup** [246 Tremont St.], all of which are in the theater district. The **57 Restaurant** [200 Stuart St.] in the theater district has a great bar."



Charles River skyline and boathouse along Boston's esplanade



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MANAGEMENT

Managers: Don't Be Afraid To Use Fear

Do your subordinates consider you a kind, gentle boss . . . or do they run for cover every time you open your office door? If you're an ideal manager, your conduct should be somewhere in between.

According to NYC-based management consulting firm BFS Psychological Associates Chairman/Co-founder Mortimer R. Feinberg, Ph.D., there are two kinds of fear: free-floating and focused. Only one is beneficial.

Employees with free-floating fear never know when they'll upset the boss's delicate balance and be suddenly reprimanded or fired. Managers who rule with an iron

fist can be terribly destructive, and workers' longterm performance inevitably suffers.

Focused fear, on the other hand, can be constructive. It actually may be the best way to handle certain situations. Following are three examples in which this kind of tactic can effectively turn negative situations into positive ones.

Emergency Action

If your station has a huge promotion looming and your staff hasn't even confirmed the performers yet, it's time to get tough. Call a meeting with everyone involved, and tell them flat out you need the event set immediately — and their bonuses depend on it.

Stress the importance of the task. The action will get everyone's attention, and raises the stake so that no one can mistake your conviction. When the promo has passed, determine what you can do differently next time to avoid an emergency situation.

Improve Or Move

Employee reviews give bosses the opportunity to address the problem of slipping performance, and poor reviews contain an implied threat: Shape up or ship out.

Don't tone down this warning — use the fear to spur the subordinate into improving her performance. Acknowledge that the worker's situation is serious, but work together to devise some steps for improvement — and keep track of her progress.

Personal Problems

If an employee's problems are interfering with his work, it's your job to refer him to a counselor — and to see that he understands you won't tolerate inferior work.

The threat of losing one's job can have a beneficial effect on a troubled person. Demand that the subordinate get help fast — in this case, you're being unkind if you don't use fear.

When To Interview By Phone

Face-to-face interviews are important, but they may not be as important as telephone interviews — if you're hiring someone for a job involving a lot of phone work.

According to San Francisco-based Robert Half International, interviewers often are tempted to hire people based on their appear-

ance. If candidates don't appeal to the interviewer because of their looks (or personalities), they often are rejected despite their strong qualifications.

If an initial phone conversation gives a positive impression, the interviewer will rely less on appearance during the follow-up interview — and the evaluation will be much more objective.

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Ilene Adams, President

Marketing has become the buzz word of the 90's, but it's something I've been doing for almost 20 years. As former president and owner of The Marketing Works, I developed and executed innovative marketing strategies for

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Top Ten Sales Qualities

Do you know what clients look for in a salesperson? *Purchasing* magazine recently asked purchasers to name *three* exceptional traits of the best salesperson they know. Here are the results:

Trait	Percent
Thoroughness	70%
Willingness to fight for the customer	63%
Knowledge of product line	42%
Knowledge of market and willingness to share it	39%
Imagination	29%
Knowledge of buyer's products	20%
Preparation for sales calls	16%
Technical education	10%
Diplomacy	9%
Regularity of sales calls	2%

Noisy Workplace = Unhappy Workforce

The radio and record industries can get just a little a bit, er, *stressful* at times. But it may be your workplace — and not your workload — that's getting on your nerves.

According to a recent study of 2074 professionals and clerical workers, a physically unpleasant office environment can seriously harm employee morale.

The chief complaints were excess noise, lack of privacy, poor air quality, and cramped or uncomfortable workstations.

What's more, employees who rated their office environment the lowest were most likely to feel depressed, anxious, irritable, angry, lonely, worried, aggravated, and frustrated.

Cheap 'N' Easy Changes

The NYC Department Of Health suggests these easy and inexpensive ways to improve your office atmosphere:

- Use desk lamps in addition to the (often weak) overhead lighting.
- Use glare screens on computer monitors to reduce eyestrain.
- Use small desk fans to improve air circulation.
- Erect temporary walls to provide privacy in cramped quarters.
- Move loud office equipment away from work areas.
- Conduct group meetings behind closed doors so as not to disturb others.

DATELINE

• **September 12-15** — NAB Radio 1990. Hynes Convention Center. Boston, MA.

• **September 13-15** — Foundations Forum '90. Sheraton Plaza La Reina Hotel, Los Angeles, CA.

• **September 16** — 42nd Annual Primetime Emmy Awards Presentation. Civic Auditorium, Pasadena, CA.

• **September 21-25** — 89th Audio Engineering Society Convention. Los Angeles Convention Center.

• **September 24-27** — RTNDA 45th International Conference & Exhibition. San Jose Convention Center. San Jose, CA.

• **October 3-7** — NewSouth Music Showcase '90. Colony Square Hotel, Atlanta.

• **October 11-14** — National Professional Conference Of Women In Communications Inc. Riviera Hotel. Las Vegas, NV.

• **October 16-17** — Broadcast Credit Association's 24th Credit & Collection Seminar. Harbour Castle Westin Hotel. Toronto, Canada.

• **October 24** — Paul Kagan Radio Station Acquisitions Seminar. Park Lane Hotel. New York, NY.

• **January 24-27, 1991** — RAB Managing Sales Conference. Opryland Hotel. Nashville, TN.

• **January 25-29, 1991** — National Religious Broadcasters 48th Annual Convention & Exhibition. Sheraton Washington Hotel. Washington, DC.

• **January 28, 1991** — American Music Awards. Shrine Auditorium, Los Angeles.

• **February 10-15, 1991** — NAB 26th Annual Management Development Seminars for Broadcast Engineers. University Of Notre Dame, South Bend, IN.

• **February 11-13, 1991** — Broadcast Credit Association's 25th Credit & Collection Seminar. Loews Summit Hotel. New York, NY.

• **March 6-9, 1991** — Country Radio Seminar. Opryland Hotel, Nashville.

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– Norm Hall, News Director
KKDA-AM/FM, Dallas, Texas



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MEDIA

ZINE SCENE

MJ Shreds Liz's Sexy Stockings!

Michael Jackson "got an angry earful" from gal pal Liz Taylor when he tried to help the convalescing movie queen clean house on the maid's day off. According to this week's *Globe*, Liz lost her cool and raised her voice when the well-meaning Michael put her silk stockings in the washing machine and turned them into tattered rags!

However, Wacko Jacko dug himself out of Taylor's doghouse the next day by sending the actress 50 new pairs of luxury leggings!

In other Jackson action, *Harper's Bazaar* has named MJ's lil' sister Janet as one of America's Ten Most Beautiful Women. Janet "looks young but on the brink of womanly sophistication," says the 'zine's September issue, which also features La Jackson modeling \$5470 worth of designer clothes.

Fun Couples

This week's *People* romantically links **Don Henley** with **WLOL/Minneapolis** morning star **Eleanor Mondale**. The two have been spotted together on numerous occasions, but neither the "politically outspoken ex-Eagle" nor the "glamourpuss daughter of former Veep **Walter Mondale**" would "blab about the relationship"

Meanwhile, raspy-throated rocker **Rod Stewart** has dumped **Kelly Emberg** for "another blond sex kitten," **Teri Copley**. The *Star* and the *Globe* both carried the item, so it *must* be true

Kissin' Cousin

Dolly Parton is "mad as a hornet" at her curvy cousin **Julia** for posing nude in the October issue of *High Society*. The singer is particularly peeved at one shot in which Julia bares her AMPLE breasts while standing in front of a sign welcoming visitors to Dolly's family-oriented theme park, Dollywood!

Upon seeing the 11-page spread, an unnamed source says Dolly belated, "She is dragging the Parton



HARE TODAY — *Outrageous rocker Boy George has found a new culture club. According to the National Enquirer, he's joined the Hare Krishnas and is telling friends that he loves the music and is "happy to be one of them." The flamboyant singer — who is currently residing at the Hare Krishna temple in Vrindavan, India — now eats a strict vegetarian diet and chants blissfully. No word on whether his tune "Church Of The Poison Mind" is one of his preferred mantras . . .*

name through the mud!" Julia simply says that she and her famous cousin are alike in many ways, only "Dolly keeps most of her clothes on!"

Last Words

From *People's* tribute to the late **Stevie Ray Vaughan**:

• "It was one of the most incredible sets I ever heard Stevie play. I had goosebumps" — Guitar great **Buddy Guy** on Vaughan's last performance.

• "People didn't pay attention to the blues. Vaughan was one of the musicians who changed that" — singer **Koko Taylor**.

R&R doesn't run comic strips, but we do take a comic trip each week through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. R&R has not verified any of these reports.

TELEVISION

Due to the Labor Day holiday, this week's **Nielsen Media Research** listing of the Top Ten TV shows was unavailable at press-time.

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.

Friday, 9/7

• **Diane Schuur**, "Late Night With David Letterman" (NBC, 12:30am).

• **New Kids On The Block** sing in their self-titled live-action/animated series, and **Ronnie Spector** sings the theme to "Little Rosey" (an animated version of the young **Roseanne Barr**) in the "ABC Saturday Morning Preview" (8:30pm). Both children's programs debut tomorrow (9/8).

• **Etta James & The Roots Band**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Saturday, 9/8

• **Will Smith (Fresh Prince)**, "David Letterman."

• NBC's new Saturday morning lineup includes the animated "Kid N' Play" (9am), the live-action "Guys Next Door" (11:30am EDT/10:30am PDT), and "Saturday Morning Videos" (11am).

• "Seriously, **Phil Collins** . . ." (CBS, 8pm) features the multitalented artist, **Dr. Dre**, **Barbara Mandrell**, **Paul Shaffer**, **Henry Mancini**, and more in an hourlong music-variety-comedy special.

Monday, 9/10

• **Will Smith** plays himself in the new series, "Fresh Prince Of Bel Air" (NBC, 8pm).

• **Mariah Carey**, "The Arsenio Hall Show" (syndicated; check local listings for station and air time).

Tuesday, 9/11

• **Harry Connick Jr.**, "Arsenio Hall."

• **Millra**, "Johnny Carson."

Wednesday, 9/12

• **Kid Creole**, "Johnny Carson."

VIDEO

NEW THIS WEEK

• **FAITH NO MORE: YOU FAT BASTARDS (Warner Reprise Video)**

A cover of **Black Sabbath's** "War Pigs" highlights this hourlong concert video, taped at England's Brixton Academy. Rounding out the package are ten tunes by the **Slash/Reprise** rockers, including "We Care A Lot," "Epic," and their latest single, "Falling To Pieces." (Street date: 9/11)

• **LITA FORD: A MIDNIGHT SNACK (BMG Video)**

The **RCA** distaff riff-rocker's second course on video focuses on the making of her "Hungry" clip. Fans can feast their eyes on candid interviews, behind-the-scenes footage, and the home video version of the song in this 25-minute effort, which includes two other performance videos — "Kiss Me Deadly" and "Lisa." (9/11)

• **THE RAISINS: SOLD OUT! (Mael Group)**

The **California Raisins** sing Motown classics and original tunes on this follow-up to 1988's "Meet The Raisins." The half-hour program — which follows the funky fruits throughout a disastrous cross-country tour — premiered on **CBS-TV** in May. (9/12)



ECLECTIC BOYS — Faith No More, looking funky as they wanna be.

• **CRY-BABY (MCA/Universal Home Video)**

Johnny Depp is the high school hellcat in **John Waters's** "bad boy meets rich girl" musical comedy, which also stars **Virgin** artist **Iggy Pop**, **Ricki Lake**, and **Traci Lords**. The film's **MCA** soundtrack sports four songs — including the single, "Doin' Time For Bein' Young" — by L.A. rockabilly **James Intveld**, several mid-'50s faux whitebread numbers by **Rachel Sweet**, **Baldwin & The Whiffies**, and the **Honey Sisters**, and some too-tuff tunes by the **Jlve Bombers**, **Bull Moose Jackson**, **Shirley & Lee**, the **Students**, **Nappy Brown**, **Little Esther**, **Earl Bostic**, and the **Chips**. (9/13)

• **PETER, PAUL & MARY: HOLIDAY CONCERT (Rhino Home Video)**

The veteran vocal trio perform Christmas classics ("We Wish You A Merry Christmas"), spirituals ("O Come All Ye Faithful"), and folk hits ("Blowin' In The Wind") in this 90-minute video, recorded live with the **New York Choral Society & Orchestra**. (9/13)

• **RED SURF (Academy Entertainment)**

Mercury artist and **Simmons Records** topper **Gene Simmons** (aka the bass-licker in **Kiss**) costars in this action flick about two drug smugglers who run into problems during their last (gasp!) big deal. (9/13)

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MEDIA

BOOK BEAT

Motown Memories, Morrison Musings Hit The Shelves

Want an insider's insights as to what *really* went on at Motown? How about another peek into Jim Morrison's lyrical diary? Books on each are currently available and briefly noted below:

Come Get These Memories

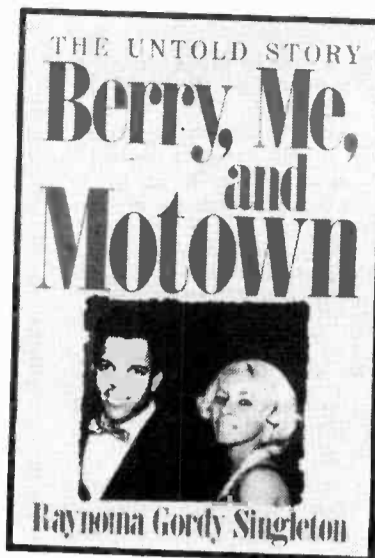
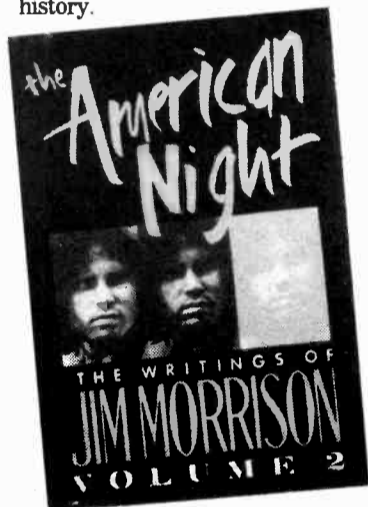
On the night the "Motown 25" television special was being taped, Raynoma Gordy Singleton sat in the balcony watching her former husband and many of the acts she helped groom for success grace the stage below. It was then that she decided to step out of the shadows and write "Berry, Me, And Motown" (\$19.95/Contemporary Books) — a candid tell-all about the creation (and ultimate decline) of the Motown Sound and the "family" that delivered it.

Miss Ray (as she was frequently called) recounts times both good and bad. Among the good: falling in love with Berry Gordy, helping procure the loan to launch what would become a songwriting and recording empire, and working with artists such as Marvin Gaye, the Temptations, the Supremes, and Stevie Wonder.

The bad? Her husband's reported infidelity, being bought out of her half of the partnership, having to be Diana Ross's road manager for 18 months, and watching some

of Motown's biggest stars defect to competing record companies.

The 344-page work (including 16 pages of rare photos) is far from a definitive history of Motown. It is, however, an entertaining — and sometimes catty — glimpse at what went on behind the scenes and under the bouffant wigs at one of the most successful start-up business ventures in recording history.



Door Keeps Swangin'

"The American Night" (\$14.95/Villard Books) is the second volume of Jim Morrison's writings to be published by Villard since the Doors frontman's death in 1971. (1988's "Wilderness" was the first.) This latest 210-page hardcover ranges from poetry and lyrics to diary entries — several in Morrison's own handwriting — and a screenplay/script titled "The Hitchhiker: An American Pastoral."

The writings, which were willed to the late Lizard King's wife Pamela, were compiled by Pamela's parents, Columbus and Pearl Courson, who inherited the material when their daughter died in 1974.

2 Live Crew, Phil Collins Set Fall Pay-Per-View Specials

Luke/Atlantic rappers 2 Live Crew and Atlantic label-mate Phil Collins have scheduled pay-per-view specials this fall on Choice Entertainment and Showtime Event Television (SET), respectively.

Each live concert will be offered to subscribers for \$19.95. The companies expect each program to clear most of the 14 million-plus addressable PPV households.

The 2 Live Crew show will be broadcast November 8 from the Country Club in Reseda, CA. The two-hour concert is slated to begin at 7pm (PST), and will be preceded by a half-hour video presentation. It's not yet known whether the group will perform their more controversial material.

ACLU To Benefit

Twenty percent of the proceeds from the 2 Live program will be donated to the ACLU Foundation's Musical Majority To Fight Censorship. Crew leader Luther Campbell and manager David Chackler are the executive producers.

Collins's concert, co-presented by VH-1, will air October 2 during his show at NYC's Madison Square Garden. Radio Vision International in association with Global Satellite Network will carry a stereo simulcast of the event.

The program, produced by the BCL Group ("Rolling Stones: Terrifying"), should begin at 8pm (EDT) and last about two hours and 40 minutes. It'll be repeated immediately on tape.

Top Ten National Talk Topics

August '90

Each month R&R surveys leading Talk radio stations across the nation to determine the ten topics that have generated the greatest amount of listener phone response over the past four weeks. The current list follows:

1. Events In Middle East
2. Local Violence
3. S&L Crisis
4. Gasoline Price Hikes
5. Racial Tensions
6. Reserve Call-Up
7. Local Disasters
8. National Anthem Furor
9. Censorship
10. George Steinbrenner's Exile From Baseball

America's response to Saddam Hussein's invasion of Kuwait and related issues (gas prices and the U.S. Reserves call-up) dominated the August chart, taking three of the top six slots and knocking July's chart-topping S&L crisis to third place. Racial tensions climbed a notch (6-5), while the flap over the National Anthem held steady (thanks to continued carping over Roseanne Barr's version and news of Sinead O'Connor's don't-play request). Meanwhile, four-month fave censorship faded (3-9) as the chart welcomed new arrivals local violence, local disasters, and a former Yankees owner's banishment from baseball.

Reporting Stations: KABC/Los Angeles, Michael Fox; KCBS/San Francisco, Ed Cavagnaro; KILT/Houston, John Downey; KING/Seattle, Brian Jennings; KIRO/Seattle, Andy Ludlum; KLIF/Dallas, Dan Bennett; KXL/Portland, Jeff Grimes; WABC/New York, Valerie Geller; WLS/Chicago, Drew Hayes; WMAQ/Chicago, Scott Herman; WTAE/Pittsburgh, Tom Ciendening; WWDB/Philadelphia, Dave Rimmer; WWRC/Washington, Tyler Cox; WXYT/Detroit, Michael Packer.

MUSIC & MOVIES

CURRENT

- **GHOST** (Varese Sarabande/MCA)
Single: Unchained Melody/Righteous Brothers (Verve/Polydor)
- **BLAZE OF GLORY/YOUNG GUNS II** (Mercury)
Single: Blaze Of Glory/Jon Bon Jovi
- **AIR AMERICA** (MCA)
Single: Love Me Two Times/Aerosmith
Other Featured Artists: B.B. King & Bonnie Raitt, Charlie Sexton
- **WILD AT HEART** (Polydor)
Single: Slaughterhouse/Powermad (Reprise)
Other Featured Artists: Chris Isaak, Nicolas Cage, Koko Taylor
- **PUMP UP THE VOLUME** (MCA)
Featured Artists: Concrete Blonde, Cowboy Junkies, Soundgarden
- **ARACHNOPHOBIA** (Hollywood)
Single: Blue Eyes Are Sensitive To The Light/Sara Hickman
Other Featured Artists: Brent Hutchins, Poorboys, Party
- **MUSIC FROM MO' BETTER BLUES** (Columbia)
Featured Artists: Gangstarr, Branford Marsalis Quartet
- **DAYS OF THUNDER** (DGC)
Single: Show Me Heaven/Maria McKee
Other Featured Artists: Guns N' Roses, Chicago, David Coverdale
- **THE ADVENTURES OF FORD FAIRLANE** (Elektra)
Single: Glad To Be Alive/Teddy Pendergrass & Lisa Fisher
Other Featured Artists: Queensryche, Billy Idol, Dion

UPCOMING

- **GRAFFITI BRIDGE** (Paisley Park/WB)
Single: Thieves In The Temple/Prince
Other Featured Artists: Time

FILMS

WEEKEND BOX OFFICE

AUG. 31 — SEPT. 3

1 Ghost (Paramount)	\$9.95
2 Darkman (Universal)	\$7.93
3 Presumed Innocent (Warner Bros.)	\$5.85
4 Flatliners (Columbia)	\$5.23
5 My Blue Heaven (Warner Bros.)	\$3.18
6 Men At Work (Epic/Triumph)	\$3.07
7 Taking Care Of Business (Buena Vista)	\$2.81
8 The Exorcist III (Fox)	\$2.75
9 Young Guns II (Fox)	\$2.39
10 The Witches (Warner Bros.)	\$2.30

All figures in millions

Note: Figures reflect a four-day weekend
Source: Exhibitor Relations Co.

COMING ATTRACTIONS: No music-related movies opening this week; finish reading "Hit Men" instead.

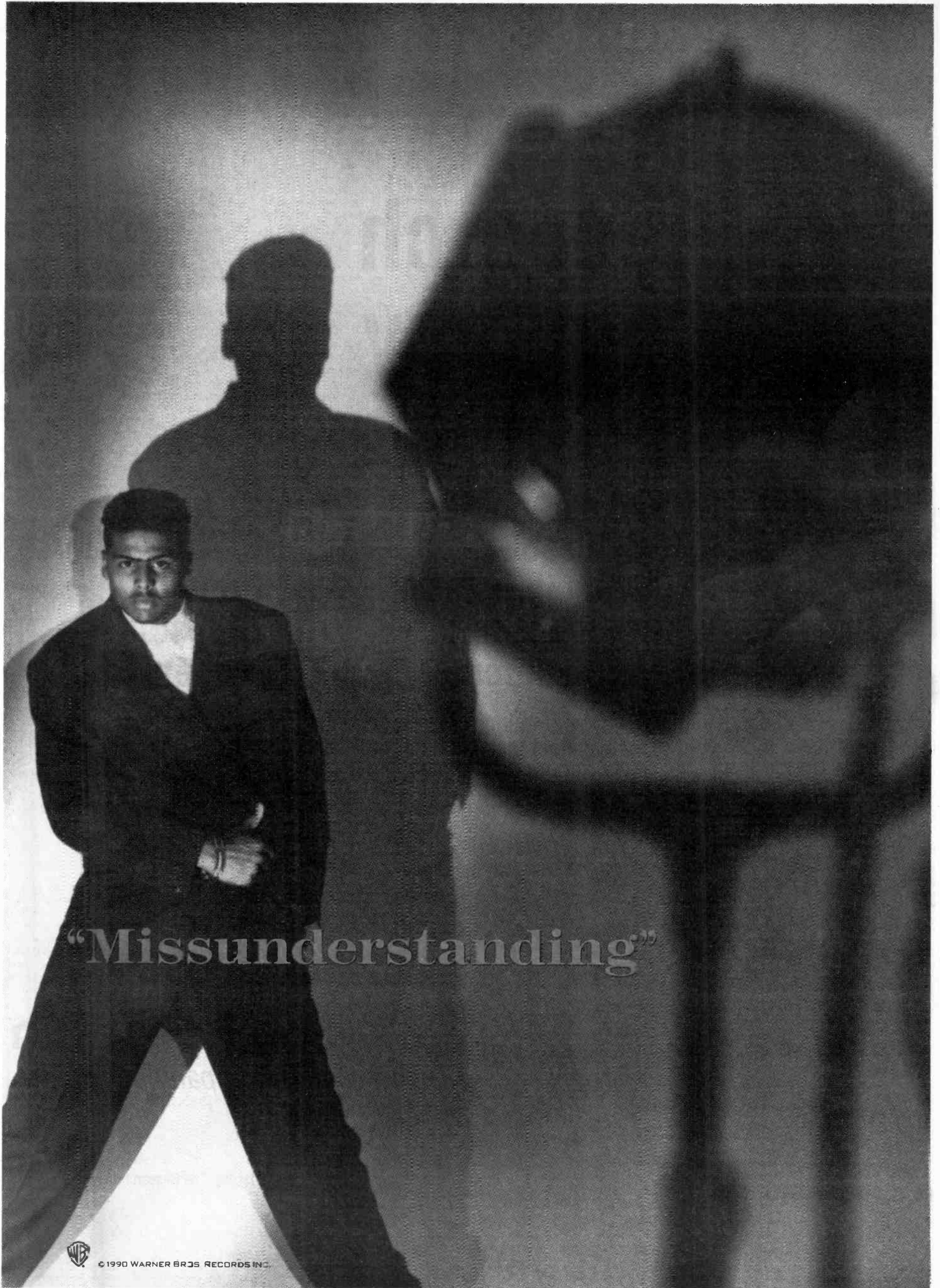


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LIFESTYLES

Top Ten Particle Markets

Further Fragmentation Makes Micro-Marketing More Viable In The '90s

In the '70s, there was the mass market. In the '80s, the mass market fragmented. In the '90s, these fragment markets are dissolving into particles.

Following are ten important particle markets of the '90s, as identified by *American Demographics*:

• **Parents:** Last year's baby boomlet means four million more

reasons to target this large slice of society.

• **Fathers:** As the boomlets begin to walk and talk, fathers will become a more important market.

• **The fit:** Many people are working to stay physically fit and are waging a battle against aging.

• **The unfit:** The number of people with chronic diseases should rise sharply in the '90s.

• **Downscale:** There's a growing public concern for helping the poor. We may even see a redefinition of poverty that will increase the sheer number of people who make up this market.

• **Upscale:** The number of affluent households will grow as baby boomers enter their peak earning years, but most Americans will identify with the middle class no matter how high their incomes rise.

• **Workers:** The paid labor force makes up 66% — the highest percentage ever — of the population. Businesses can profit by helping them balance their work and home lives.

• **Entrepreneurs:** With too many people vying for top spots, frustrated baby boomers will start their own businesses. Increases in self-employment, moonlighting (already at a record high), and the number of home offices will result.

• **Women in charge:** Career-minded women will gain job experience, and the number at the top will grow rapidly.

• **Housewives:** The attitudes of housewives are diverging sharply from those of working women. These differences will make housewives easier to target.



New 'Frisbees' Are For The Dogs

Quaker Oats' newest dog snacks may be more fun for the owner than the pet. "Frisbee Flying Dog Treats," two- to three-inch versions of Wham-O's famous flyin' disc, will land on store shelves in October.

The doggie discs come in two flavors (bacon and beef) and are aerodynamically designed for "maximum hang time," says Quaker. The product's texture is described as being similar to an ice cream cone.

According to *Advertising Age*, Quaker is allotting \$6 million for introductory marketing — including sponsorship of local Frisbee tournaments (!) — in hopes of increasing its bite of the \$430 million U.S. dog snack market.

Affluents Prefer Mail Order To Retail Disorder

More than half (56%) of direct-marketing customers surveyed recently said the main advantage to shopping by mail or phone is to avoid crowded stores, according to the NYC-based Roper Organization.

About four in ten cited better variety as the main advantage to nonstore shopping, followed by not feeling pressured by salespeople (36%) and to save money and to be able to comparison-shop (nearly 25% each).

Who Orders?

Shoppers most likely to order goods by mail or phone are those earning \$50,000 or more per year

(63% of those polled said they had done so in the past three months), two-income parents (61%), and baby boomers (56%). The U.S. average for mail-order purchases was exactly 50% of all consumers.

Affluents ordered an average of 3.8 times during this period, compared with 3.5 times for double-income parents and 3.3 times for baby boomers. Meanwhile, the national median totaled 3.0 nonstore orders.

On the downside, a majority surveyed complain that direct-marketing purchases don't let them examine the merchandise before buying. Nearly half (47%) also say it's a hassle to return or exchange goods.

Survey: Women's Roles Changing In The '90s

Women's attitudes are changing — and it's not a result of PMS. The "1990 Virginia Slims Opinion Poll" reveals that men and women have reached an unprecedented consensus when it comes to the changing roles of women.

Both sexes support women's improved status in society and both agree that the best way to help women balance jobs and family is to help out more around the house. However, men are a major cause of resentment and stress for today's women — second only to money.

According to the survey, American women also are frustrated by the "old-boy network" present in many workplaces. Although those women polled believe their opportunities, salaries, and benefits have improved, they also think that further improvements are needed.

Cash Concerns

Not only is money — or the lack thereof — women's primary

source of stress (63% say it's their biggest problem), it is their No. 1 cause of dissatisfaction at work. In addition, 60% of women feel that money is the one thing that would make their lives better.

Women work primarily to support their families (31%) and themselves (24%). Most are getting a lot out of their jobs, too. For the first time, a majority (51%) of fulltime working women consider their work "a career," rather than "just a job."

What's Next?

Following are four changes the survey says are highly likely to emerge in the '90s:

- Women will break through to top leadership positions.
- Family issues will be the focus in the workplace.
- Finances will dominate women's demands for change.
- Women's home lives will become easier.

CHRONICLE

Born To:

EMI NE Regional Marketing Director **Joe Pszonek**, wife Karen, son Christopher Joseph, August 9.

WKRR/Greensboro MD **John Amberg**, wife Julie, son Jacob Thomas, August 11.

WQCY/Quincy, IL MD/air talent **Dennis Olliver**, wife Karen, son Cory Steven, August 13.

Unistar air talent **Randy (Gardner) O'Neil**, wife Kathryn, daughter Sophia Mio, August 14.

WMAG/Greensboro air talent **Lora Songster**, husband Gray, daughter Liza Megin, August 16.

RCA Records VP/Communications **Dennis Fine**, wife Karen, son Isaac James, August 18.

XHTZ/San Diego PD **Rick Thomas**, wife Dyra, daughter Jacquelyn, August 21.

Epic Manager/AC Promo **Debbie Cerchlone**, husband Eddie, daughter Alanna Samantha, August 27.

KQRS/Minneapolis PD **Dave Hamilton**, wife Patty, daughter Emma, August 28.

Marriages:

KMJX/Little Rock MD/air talent **David Allen Ross** to Melissa de Bin, August 10.

Condolences:

KMGL/Oklahoma City air talent **Kyle Crews**, 37, August 13.

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PEOPLE

Wherefore Art Thou, Dino?



Island recording artist Dino drafted Jive/RCA rapper Dr. Ice to help with the former's first video (the chart-climbing "Romeo") from his latest LP, "Swingin'." Shown at the shoot are (l-r) Island VP Lynn Staats, manager Steve Grunert, Dr. Ice, Dino, and Island's Judy Troilo.



Cheek-To-Chic

Caron Wheeler — a major voice in Soul II Soul's debut LP — is going solo with the forthcoming EMI LP "UK Blak," featuring the just-released single "Livin' In The Light." Here Wheeler shares a smile with EMI President/CEO Sal Licata en route to a video shoot.



Promise Her Anything

Nayobe (c) celebrates the release of her WTG/Epic debut, "Promise Me," containing the Top 20 Urban single, "I Love The Way You Love Me." Flanking the songstress are WTG President Jerry Greenberg (l) and Epic Sr. VP Hank Caldwell.

Curb's Got Lonesome Romeos, Eyes



Two L.A.-based bands — the Lonesome Romeos and Eyes — recently performed at Hollywood's China Club, with both outfits playing tunes from their newly released self-titled Curb LPs. Pictured at a post-performance party are (l-r) Lonesome Romeos Robert Parlee and Philip Kennard, Eyes' Aldy Damian, label Chairman/Master of Ceremonies Mike Curb, Eyes members Steve Dougherty, Jimmy O'Shea and Jeff Scott Soto, and Lonesome Romeos Tom Luce and Ron John.

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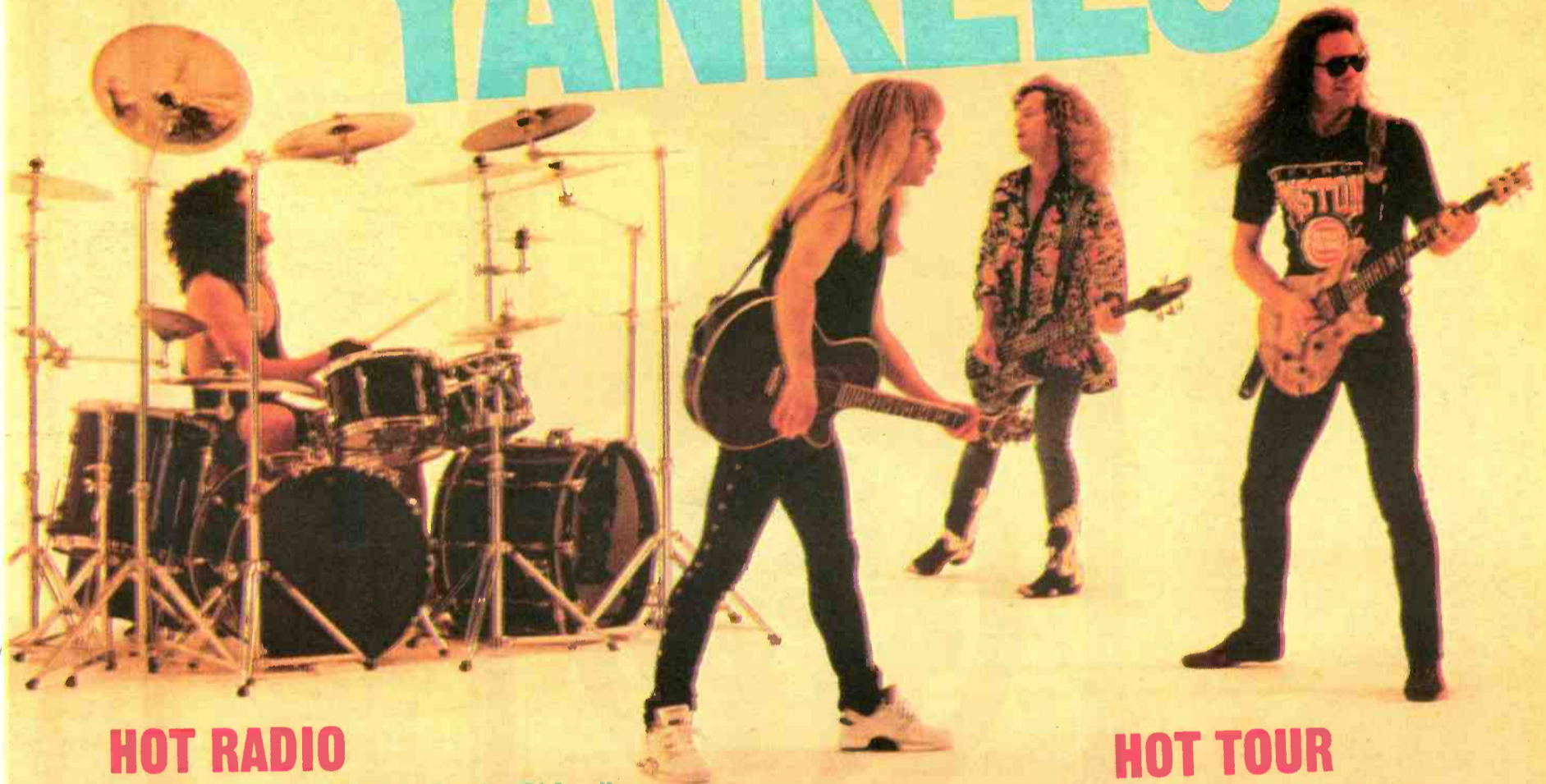
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DAMN YANKEES



HOT RADIO

Damn Yankees' first single, "Coming Of Age," hit No. 1 on the AOR charts and its follow-up — "Come Again" — went Top 5. Monster phones on both songs made them two of the most-requested tracks at AOR radio this year.

HOT TOUR

Damn Yankees' summer tour with Bad Company continues, winning fans and packing venues across the U.S.

HOT MTV

Videos for "Coming Of Age" and "Come Again" rotated mightily at MTV.

HOT SALES

DAMN YANKEES has topped the Gold sales mark and is steaming on towards Platinum.

Now, Damn Yankees turn up the heat at CHR Radio with
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E.C.M. Management: Bruce Bird/Bud Prager/Doug Banker

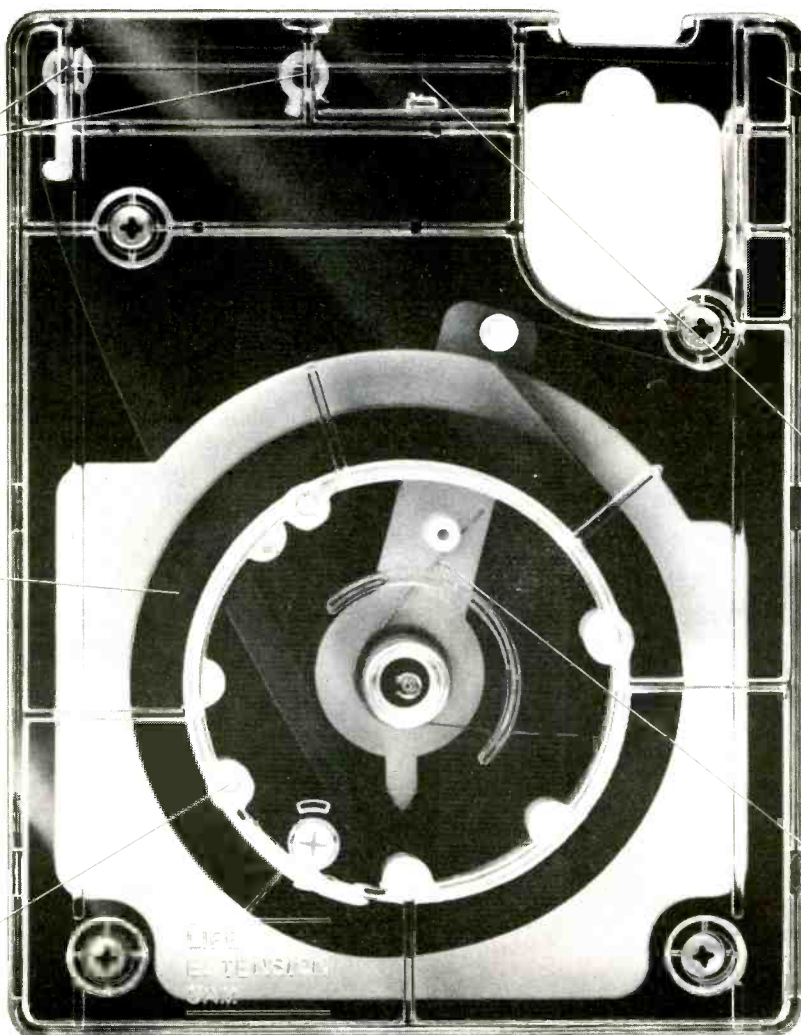
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For a complete listing of ITC Cart II dealers, call ITC toll-free at 800-447-0414 (in Illinois, call collect 309-828-1381.) Or write to ITC at P.O. Box 241, Bloomington, IL 61702-0241.

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ScotchCart® II is a registered trademark of 3M



WLVH Switches To AC Format As 'Mix 93.7'

Crowe Named VP/Programming; Cariffe Now GSM

Last Friday (8/31) at 2pm, all-Weather WLVH/Hartford ended its eight-month experiment with that unique format and flipped to AC as "Mix 93.7." Pending FCC approval, the Multi Market Communications outlet will adopt the calls WZMX. The new format was launched with Billy Joel's "We Didn't Start The Fire."

Multi Market and WLVH President/CEO David Pearlman, who's overseeing the start-up, appointed Herb Crowe VP/Programming and Joe Cariffe GSM. He's negotiating with on-air talent and hopes to have a morning team in place soon.

Pearlman told R&R, "This is exciting for me because it's the begin-



Herb Crowe

ning of station ownership. We'll have an aggressive, marketing-oriented approach. The station has one of the best pure FM signals in Connecticut. We did extensive research, and we feel we'll serve a segment of consumers whose needs aren't being met. We'll position ourselves between the CHRs and Soft ACs."

Regarding Crowe, Pearlman told R&R, "Herb's experience in adult-oriented stations and ability to create a consistently strong on-air product convinced me he was equal to the task, as did his people skills and ability to create a crisp air sound."

Crowe arrives from Atlanta Country FM simulcast WYAI & WYAY, where he spent three years as PD. He previously worked at WWSW/Pittsburgh for ten years, the last four as PD.

For the last three years Cariffe, who Pearlman called, "one of the top sales management talents in the country," was Sales Manager at Bonneville AC KOIT/San Francisco. He previously was an AE at then-AC KYUU (now CHR KXXX)/San Francisco, managed sales for a Mercedes dealership, and worked in law enforcement.

WLVH didn't appear in the spring Arbitron, and registered a 0.1 (12+) in Birch.



Jean Pierre

Pierre Promoted At Virgin

Coordinates R&B Operations

Jean Pierre has been elevated from Manager to Director/Operations, R&B Division at Virgin. Based at the label's Beverly Hills headquarters, she'll report directly to VP/R&B Promotion & Marketing Sharon Heyward.

Pierre will be responsible for coordinating the entire R&B department and overseeing budgets and special projects. Prior to joining Virgin in 1987, she was Director/Operations, Black Music at Arista.

WWCD Taps Gates As PD

New Rock WWCD/Columbus, which signed on two weeks ago, has selected Kelli Gates as its first PD. Gates, who will also handle mornings, joins from the Asst. PD position at similarly formatted WOXY/Oxford-Cincinnati.

Noting Gates is only 23, WWCD GM Gary Richards told R&R, "She's an up-and-coming talent who's going to be a star around here. Some people might see this as sort of a strange move, but we're doing everything differently around here. We're throwing out the book."

KPRW Gets Down To Business

After four years as an Urban outlet, Surrey Broadcasting's KPRW/Oklahoma City has dropped the format and affiliated with the Business Radio Network, facing off against crosstown News/Talk KTOK.

"We see an opportunity to expand our listener base in the all-Business format," said GM Larry Bastida. "It's getting so tough as an AM to compete against FM, you have to have something really unique to offer. Five years ago, the contemporary music stations on FM in Oklahoma City were playing very little music from the UC charts. Today, the majority of their playlists feature music that was

once exclusive to KPRW."

Despite the format change, the entire KPRW airstaff has been retained. The former Urban jocks now read local news, weather, and traffic updates. "Everybody busted their tails to make this station work," said Bastida. "We feel we can generate enough revenue with the new format to keep everybody on. They have jobs as long as they want them."

Harris Directs Giant Black Music A&R



Gary Harris

Gary Harris has joined Giant Records as East Coast Director/A&R Black Music. He was most recently East Coast Director/Marketing & Promotion at Wing. He'll now report to Black Music Department head Cassandra Mills and work out of Giant's New York offices.

Giant owner Irving Azoff stated, "Gary's aggressive, success-oriented style fits hand-and-glove with the operating strategy of Giant."

Mills added, "Gary has always been a part of the street's cutting edge, with an eye and ear for what's next. It's great to have him doing what he loves best in the land of the Giants."

Harris said, "I'm really excited to be involved in Irving's new endeavor because he has a habit of winning at everything he does."

While at Wing, Harris was instrumental in breaking such acts as Vanessa Williams and Tony! Toni! Tone!

BMG, Noise International Ink Distribution Deal

Noise International has signed a distribution deal with BMG, ending a two-year relationship with CBS. The new arrangement will allow the label, which specializes in European metal and thrash music, to expand internationally and stylistically while retaining its heavy metal identity.

Noise Manager Dean Brown told R&R, "We basically put ourselves on the market, and BMG and RCA expressed the most interest in working with us. They're hungry and enthusiastic. Noise will be looking at a wider spectrum of musical talent and will increase its focus on American artists."

Noise hopes to facilitate its expansion with the recent signing of former Virgin alternative act Killing Joke. The first products of the BMG pact will be Gamma Ray and Celtic Frost, due from RCA/Noise on September 25.

Manhattan Transfers To Columbia



Columbia execs and the Manhattan Transfer bask in the sun after the label signed the veteran vocal quartet. Marking the momentous occasion are (l-r) manager John Cutcliffe, the band's Tim Hauser, Cheryl Bentyne, Alan Paul and Janis Siegel, manager Brian Avnet, CBS VP Bobby Colomby, and Columbia's VP Jay Landers and President Don Ienner.

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Radio

● **TAMMY KINZER** has been named VP/Group Sales at Reams Broadcasting. She continues to serve as GSM at WIOT & WCWA/Toledo. Concurrently, **VALERIE BROOKS** is upped from AE to LSM at WIOT & WCWA.

● **DON SURATH** is promoted from AE to Retail Sales Manager at KFRC/San Francisco.



Tammy Kinzer Kevin Woodley

● **MICHELE BARNWELL** is promoted from R&B Assistant to National Field Coordinator/R&B Promotion at Virgin Records.



Michele Barnwell Ronald Salpietro

● **KAREN GIBSON** becomes Director/Creative Operations at newly formed music publishing company K&D Entertainment Inc., the publishing division of Gibson Productions Inc. Gibson was

previously an A&R rep at Atlantic Records. K&D can be reached at (212) 838-0400.

—Ann Schnieders

Records

● **KEVIN WOODLEY** joins Atlantic Records as Director/A&R, Black Music. He previously served in the same capacity at Columbia Records.



Keith Altomare Tracy Mann Hill

● **RONALD SALPIETRO** is tapped as VP/Operations at WEA Corporation. Most recently, he was WEA's Sr. National Director/Operations. Also at the company, **PAUL NEWNHAM** is elevated from VP/Controller to Sr. VP/Controller.

● **LARRY KELLEY** is named NSM at Sisapa Records. He had been a Regional Sales Manager at the label.



Larry Kelley Allan Flaum

● **KEITH ALTOMARE** is elevated to VP/Sales at Rhino Records. He had been National Director/Sales at the label. Concurrently, **TRACY MANN HILL** is upped from Sr. Director/Publicity to VP/Publicity at the label. In addition, **BRIAN SCHUMAN** moves from VP/Production & Manufacturing to VP/Operations; Associate Director/Sales **GARSON FOOS** is now Director/Product Management; and music critic **BRETT MILANO** joins the label as National Publicity Manager.

● **ALLAN FLAUM** steps up from Production Manager to Director/Production, Creative Services for the Relativity/Combat/In Effect labels. Concurrently, **PETER SHAEV** moves to the labels as National Director/Video Promotion. He had been Video Promotion Manager at Elektra.

● **LIGHTYEAR RECORDS**, a label specializing in children's audiocassettes and CDs, has signed an exclusive distribution contract with BMG Distribution.

Industry

● **BROOKS ARTHUR** has been appointed VP/Creative Director at production and publishing company Primat Music Group. Arthur is a veteran record producer, engineer, and film music supervisor.

● **DAVE BOWEN** and **RICK SKLAR** have launched Bowen Sklar Programming Limited, a management and program consultancy firm serving the UK, Irish, and European markets. They can be reached in New York at (212) 370-0077 or in England at (0793) 854395.

● **BRAD CAFARELLI** has been tapped as Sr. VP of the newly created Personalities & Special Events division at Solters/Roskin/Friedman. He was formerly a Sr. AE at the PR firm.

R&R TIMELINE

Irving Azoff entered the music business while still in college through the Geffen-Roberts agency, which he later left to start Front Line Management. In the late '70s he entered film production, as well as founding Full Moon Records. In 1983 he was tapped to head MCA Records; one year ago today, he resigned as Chairman of MCA Music Entertainment and VP of MCA Inc. He's since formed the Azoff Entertainment Company and Giant Records.



Irving Azoff

1 YEAR AGO TODAY

- MCA Records President/COO Al Teller is upped to Chairman/MCA Music Entertainment Group and VP of MCA Inc.
- WB Records confers VP stripes on Stu Cohen and Dino Barbis
- Andy Schuon swings to KROQ/Los Angeles PD post
- Lee Roy Hansen becomes WNUA/Chicago PD

5 YEARS AGO TODAY

- Cox Communications promotes Don Kidwell to Exec. VP/Radio and Don Dalton to VP/Sales, Radio division
- Craig Jackson jumps to WVBF/Boston as OM
- KESI/San Antonio goes "EOR" (Eclectic-Oriented Rock) with Lee Roy Hansen at the helm
- Chuck Woodson tapped as WAMO-AM & FM/Pittsburgh PD
- Dick Clark named to host "Countdown America"

10 YEARS AGO TODAY


- KHJ/Los Angeles switches to "COR" (Country-Oriented Rock)
- Gary Worth appointed Wold Communications President
- WRKO/Boston's Mike Addams accepts WROR PD chair
- Rusty Walker nails down WZZK-FM/Birmingham PD job
- United Artists Records revives Liberty Records
- Rufus Thomas joins WLOK/Memphis to host "Blues At Midnight"

15 YEARS AGO TODAY

- Lee Douglas wins PD gig at WXLO (99X)/New York
- KKDJ/Los Angeles becomes KIIS-FM; Charlie Tuna becomes PD for KIIS-AM & FM
- E. Alvin Davis lands WNOE/New Orleans PD gig

—Hurricane Heeran

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RADIO RECORDS STREET TALK®

Yetnikoff Takes 'Sabbatical'

CBS Records CEO Walter Yetnikoff announced Tuesday (9/4) that he has decided to accelerate his previously announced plans to step down as head of the company: "I intend to go on a sabbatical now. Following this leave of a few months or so, I will work together with (Sony President/CEO and CBS Records Chairman) Norio Ohga on longterm projects affecting the growth of Sony."

CBS Records President (domestic) **Tommy Mottola**, CBS President (international) **Robert Summer**, and **Columbia House** President **Neil Keating** will continue running the day-to-day operations of the company, reporting to Ohga, while the Board of Directors "undertakes a long term succession review."

Ohga commented, "CBS Records is fortunate to have a strong and resourceful management team as well as a highly talented pool of creative artists, the result of years of careful planning and growth. The business has never been in better shape, both financially and operationally. This is therefore a good time for Mr. Yetnikoff to focus on his other priorities and for us to continue to build an organization and management structure appropriate to CBS Records' future growth potential."

"Mr. Yetnikoff's record speaks for itself," added Ohga. "The company has grown and prospered under his leadership. We understand and respect his decision, and are grateful that he will make himself available as a special advisor to me."

Richards To KIIS?

No final word on the subject at presstime, but ST has learned that — barring any last minute complications — **KKBQ/Houston PD Bill Richards** will transfer to L.A. and become the new PD at **KIIS**.

Richards and **KDWB/Minneapolis PD Brian Philips** both flew into Tinseltown last weekend for conversations with the powers-that-be, and speculation is that **Gannett** will chase Philips for the forthcoming **KKBQ** vacancy.

And . . . **Gannett's KCMO-AM & FM/KC Director/Programming & Operations Dene Hallam** has resigned to become PD at **Group W's KRSR (Star 105)/Dallas**. Details next week.

Menon Escapes Kuwait

Though details of his escape are sketchy, ST has learned that former **EMI Music Worldwide** Chairman/CEO **Bhaskar Menon** has managed to get around the authorities and out of Kuwait.

Truth Or Consequences?

- Despite some positively weird rumors on 3rd Street, **Power 106/L.A.** is *not* being sold by **Emmis Alliance Broadcasting**, however, is still negotiating to purchase **X100/SF**.

And with **Power 106/L.A.** morning producer/board op **Hal 9000** heading to Hawaii, is crosstown **Pirate Radio** morning producer **Elliot Segal** being courted as his replacement?

- Is **A&M Sr. VP/Promo Charlie Minor** about to get a promotion? And would such a move put East Coast-based VP/Promo **Rick Stone** in the driver's seat?

- Are **Frazer Smith's** current wakeup hijinks on **Classic Rocker KLSX/L.A.** an on-air audition by the former crosstown **KLOS** morning mouth?

Menon, currently Chairman of the **International Federation of the Phonographic Industry**, has made it to his original destination — **Madras, India** — where his family had been awaiting his arrival. He should be back in the states in two weeks.

Meanwhile, **Virgin** head honcho **Richard Branson** boarded one of his **Virgin Airways** jets Tuesday (9/4) and flew to Iraq, carrying rice and medical supplies. He'll return with as many hostages as **Saddam Hussein** will release.

South Fork Broadcasting's WWHB/Hampton Bays, NY, which serves eastern Long Island, began simulcasting Saturday (9/1) with **Group W AOR WNEW-FM/NY**. Under the multiyear affiliation agreement, **WWHB** may air up to 164 hours of 'NEW's programming per week, with at least four hours retained for locally-produced community affairs programming.

The arrangement gives 'NEW better penetration into Suffolk County, "the largest diary county in the NY metro market," according to 'NEW PD **Dave Logan**. A similar deal between **WWHB** and **WBAB/Long Island** fell through earlier this year.

Incidentally, South Fork's principals include semi-famous recording artist **Paul Simon and Lorne Michaels**, producer of **NBC-TV's "Saturday Night Live."**

Following the recent resignations of **WBOS/Boston PD Bob Brooks** and **APD Tom Neumann** comes word that **Tom Sandman**, veteran Production Dir. at crosstown **WBCN**, will cross the street to become 'BOS APD. If all goes well, look for the Sandman to be upped to PD eventually.

Continued on Page 38

BILLY IDOL

"L.A. Woman"

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KATM 27-22

KSND add
KXYQ add
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Continued from Page 37

Eagle Vs. Eagle

Bit of a chess game developed when **WZCL/Norfolk** — believing crosstown **WGH-FM** would call itself "Eagle 97.3" — turned Country under the handle "Eagle 105.3" last week (8/29). WGH-FM never used the Eagle identifier on-air, however, and now *neither* station is using it. WGH-FM is now calling its new Country format "All New 97.3."

Meanwhile, 'ZCL made another fast formatic flip Monday (9/3), switching from Country to Hot AC and calling itself "New Mix 105.3." Interesting to note that 'GH and 'ZCL each will retain its calls

Finally, 'ZCL has brought some rather famous — if bogus — air personalities on board, with **George Johns**, **Donna Halper**, **Alan Burns**, and **Rusty Walker** namesakes burnin' up the airwaves.

While **United Broadcasting** has applied to change the calls of CHR **WINX/Rockville, MD** (1600 kHz) to **WTKZ**, ST has learned that those same 'TKZ calls will soon be heard on FM Urban AC sister **WDJY/Washington** (at 100.3)!

Look for the two outlets to begin simulcasting as a Hot AC combo under newly named PD **Phil Conrad**, who comes from the APD post at **WBZ/Boston**. United VP/Programming **Bill Parris** denies anything is set in stone, saying "any changes are at least two weeks away."

If all this comes to pass, WTKZ would become DC's second Hot AC outlet. **WRQX** flipped formats and began calling itself Mix 107.3 FM just last Friday (8/31). See Page 3 for details.

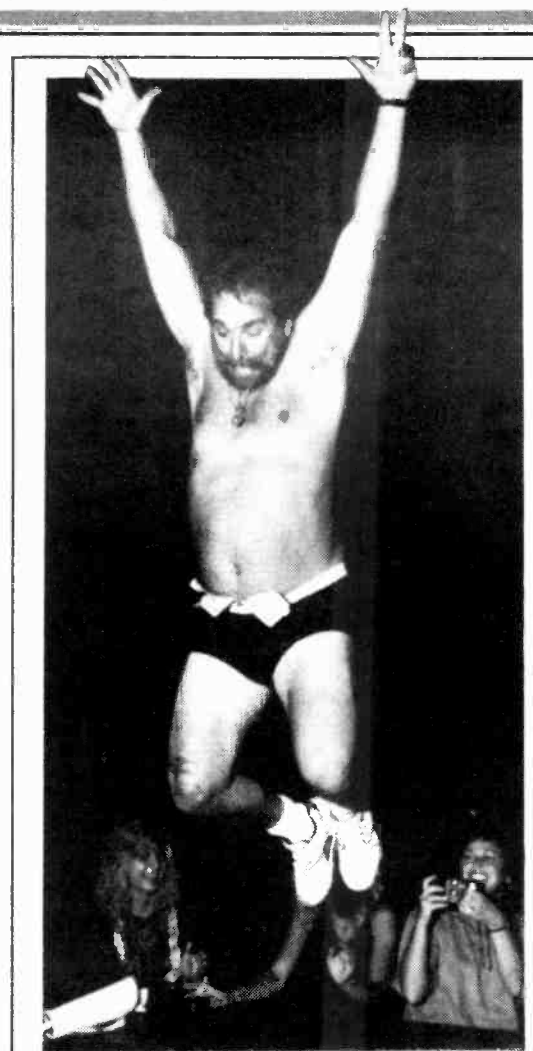
Recently named **Emerald Entertainment** President **Jim Wood** called the ST "fun-fone" to note that he gave up most of his consultancy clients as *part of his new duties* . . . and that he was part of the decision-making process to hire **Rusty Walker** as consultant to the **Malrite** Country outlets.

Groove Juice

- **Enigma Sr.** VP/Promo **Sam Kaiser** has resigned to pursue some very interesting offers. Like maybe **Alan Kovak's Impact Records** (heading for distribution through **MCA**) or possibly the VP/Promo slot at **Interscope**? Expect Enigma VP/CHR Promo **Mike Krum** to take over Kaiser's duties, and look for the label to refocus its efforts in the rock and alternative arenas.

- Former **Arista** Regional promo rep **Tom Moran** segues to **Geffen** for Chicago local duties, replacing **Marvin Gleicher**, who exited to head up **Smash Records**.

- **EMI WC Dir./Publicity Kim Akhtar** is promoted to Sr. Dir./Nat'l Publicity, replacing the exiting **Cathy Watson**. Akhtar will relocate to NY.



WEASE SO BAD — **WCMF/Rochester** morning man **Brother Wease & The Gladiators** (his specially imported, all-male dance revue) recently turned his on-air wakeup service into a four-hour "strip for charity," raising nearly \$1000 for the **American Lung Association** in the process. As pictured, Bro Wease received donations in the most traditional fashion.

Meanwhile, is **KLAC & KZLA/L.A.** OM **Bob Guerra** close to joining **Wood** as **Emerald's** VP/Programming and host of at least one syndicated Country show? ST hears talks are — and have been — underway.

Spur Partners President **Don Kuykendall** called ST to clarify last week's item concerning his pending purchase of **KHFI/Austin**: "There is no involvement between anyone from **Spur** or the owners of crosstown [Country combo] **KASE & KVET** in the purchase of **KHFI**. We're good friends, but there is no ownership partnership whatsoever. By law they'd be prohibited from buying into **KHFI**. I'm the only incorporated entity that's buying **KHFI**. A change in format from **CHR** to **Country** is a consideration when we take over on September 12 or 13."

Meanwhile, crosstown **KGSR** PD **Bill Harman** denies his station will give its present **NAC** format the boot.

KRFX/Denver OM **Steve Brill**, who gave up mornings six weeks ago, is now out over philosophical differences. Brill is the lead candidate for the PD post at **Classic Rocker WFXF/Indy**.

Continued on Page 40

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Continued from Page 38

Meanwhile, lawyers for crosstown Indy rival **WFBQ** sent 'FXF a C&D over the handle "Classic Rock," claiming 'FBQ has a registered Indiana trademark for the term. 'FXF GM **Ken Brown's** response: "You can register anything you want. Making it stick is a different story."

At 6am Friday (8/31), Soft AC **WDXZ/Charleston, SC** switched to Urban and the "Foxy 104" identifier under PD **Don Allen**. There are now five Urbans in Charleston — **WWWZ (Z93)**, **WUJM (94 Jamz)**, **WMGL**, and **WPAL (AM)** are the others — but 'DXZ is the only one with a 50kw signal.

Incidentally, 'UJM morning man **Mike Evans** was being courted to team up with **Pam Wells** for wakeups at **WHRK (K97)/Memphis**, but the deal fell through. He's still at 94 Jamz.

In other Charleston news, Soft AC/Jazz **WJYQ** went dark last Saturday (9/1) and plans to sign on Thursday (9/6) with a Classical format.

WTQR/Winston-Salem PD **Les Acree** is heading to Country legend **WIVK/Knoxville** as PD. Incidentally, 'IVK PD **Mike Carta** learned his contract wouldn't be renewed *the same day* the **CMA** notified him that he'd won its Medium Market PD Of The Year Award.

Heritage Country **WGUS-FM/Augusta, GA** flipped to Dance CHR last Friday (8/31) and is now calling itself "Power 102." New PD is **Kevin Barrett** from **KSEQ/Fresno**. **Garry Mitchell** from the **Programming Works** is consulting, and the (pending) new calls are **WOPW**.

Leak O' The Weekend

WXTB (98 Rock)/Tampa used the long holiday weekend to pop the new **AC/DC** album, featuring a track an hour from 5pm Friday through midnight Monday! As ST crept off to the sleep of the just, PD **Greg Mull** still hadn't received a promised C&D.

KRVN-FM/Lexington, NE and **KAMI-AM & FM/Cozad, NE** ran spots over the Labor Day Weekend that featured a local woman apologizing to a man she had falsely accused of rape two years ago. A District Judge had ordered the offending femme to purchase the spots as part of her sentence on perjury charges.

Rock The Casbah

Mark "The Mambo King" Nelson — Promotion & Creative Dir./afternoon driver at AC **WVOS/Liberty, NY** — is collecting Iraqi parody songs to put on a cassette, titled "East Coast Radio Ranks Out Iraq." He's close to putting a deal together with a label to press up copies and distribute them to the U.S. troops in the Middle East. Call (914) 292-5533 to get involved.

Chatterbox

- **Z99/Oklahoma City** PD **Brett Dumler** resigned over the Labor Day weekend. APD/morning cohost **Brenda Bennett** is acting PD.
- **WTDR/Charlotte** and PD **Mark Tudor** will soon be parting company.
- **SMN's "Heart & Soul"** net has inked **Harry Lyles** to consult the operation.
- Country **KRPM/Seattle** OM **Bill Fink** resigns.
- **KFRX/Lincoln** taps MD **Brad King** as its new PD. **Brad Hartman** becomes Station Manager and **Sonny Valentine** is upped to APD/MD.
- Former **WANS/Greenville, SC** MD **Doc Holaday** is the new PD at Dance CHR **WKSM/Ft. Walton-Pensacola, FL**, replacing **Mike Bridges**.
- **Doug Brannan** is out as PD of the **Satellite Music Network-KNIX/Phoenix** Traditional Country & Western net. He had been with **KNIX** for eight years.
- After six years, **KROC-FM/Rochester, MN** PD **Bill Davis** steps down to do music. MD **Brent Ackerman** takes the PD post and hires **Randy Dean** from **WIXX/Green Bay** for mornings.
- Urban **KMJJ/Shreveport** PD **Quinn Echols** and MD **E.Z. Walker** both exit, as former crosstown **KDKS** afternoon personality **C. Daniels** takes up the PD/MD reins.
- **WXL/Quad Cities** hires **Dwyer & Michaels** from **WWCT/Peoria** for wakeups. They replace **Ian Case & The Coach**, who joined **WKDF/Nashville**.
- AOR **KKDJ/Fresno** morning man **Denny Schaffer** exits. Schaffer has been APD at **WLOL/Minneapolis** and PD at **WRQN/Toledo** and wants to get back into CHR.
- **WJET-FM/Erle** MD **Robin Banks** is out, owing to the position having been eliminated. ST hears that **Critical Mass Media** is now consulting.
- **Hot 105/Miami** midday personality **Earl The Pearl**, a longtime market mainstay, is out.
- **KKYK/Little Rock** is now being consulted by **Dan Vallie**. The station denies rumors that it's going AC, claiming it's just heading in a more Adult CHR direction.
- **WPFM/Panama City, FL** GM **Randy Wahlberg** and PD **Mr. Lou** each exit. No replacements named.
- Now that Dance CHR **WMXP (Mix Jamz 100.7)/Pittsburgh** is up on its new tower, look for increased competition for crosstown CHR **B94**.
- Look sharp for **Mutual** and **CNN** talkmeister **Larry King's** cameo appearance in the flick "Exorcist III."

Congrats to **RCA/Nashville** phenom **Clint Black**, who hit No. 1 last week with "Nothing's News." It was his fifth release and the fifth No. 1 from his debut album — a first in Country.

Belaboring The Point

Hot 102/Milwaukee held an "In-Labor Day Weekend" and 115 of the metro's new mothers each won a box of cigars, a bouquet of flowers, and a \$50 savings bond for their troubles, er, children.

A grand prize of a year's supply of Pampers (and a \$500 shopping spree for mom) was awarded by drawing as well. Nurses, doctors, moms 'n' dads were all phoning 'n' faxing in the laborious details.

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KELT: "This song is a Top 10 Hit. As soon as we added Cry Out we immediately got calls for it."

WKCX: "a lot of requests."

WQID: "good phone action... lots of calls in for it."

WEBE: "The song continues to get good requests."

WAFL: "The song is getting a lot of requests and is doing well."

WNMB: "We only play a song if it is a strong record and Cry Out is a very strong song."

WECQ: "The song is catchy and so is the cause. Play Cry Out!"

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NEWS

Godofsky Continued from Page 1

Metroplex owns WHYI/Miami, WHBO & WNLT/Tampa, WERE & WNCX/Cleveland, WPRD & WJYO/Orlando, WQKT & WUFX/ Buffalo, and WFYV-AM & FM/ Jacksonville.

Geslin Continued from Page 1

Geslin added, "Jack, [President/CEO] Sal Licata, and [Exec. VP/GM] Ron Urban have encouraged and given me the opportunity to move forward in this never-a-dull-moment industry. I'm looking forward to tremendous personal growth and feel I'm totally ready for what lies ahead."

Geslin started his 17-year music industry career as a record shop owner, then became a promotion rep for Heilicher Brothers Distribution. He later joined WCCO-FM/Minneapolis as MD before hooking up with RCA for nine years as Local Minneapolis Promotion Manager and Dallas and Los Angeles Regional Promotion Director. He jumped to EMI in 1983 as Minneapolis Regional Promotion Manager, then advanced to Midwest National Promotion Director earlier this year.

Bates Continued from Page 3

and Reggie was the most qualified person to join the NewMarket team."

Prior to joining WRKA a year ago, Bates spent three years as GSM for WAKY (now WWKY) & WVEZ/Louisville.

Ochs Continued from Page 1

gether closely in the past, and that will make the transition much easier."

Ochs spent the last five years with Infinity, managing KCBQ-AM & FM/San Diego for two years, WBW (now WJFK)/Washington for the first few months after its purchase, and WQYK since February 1987. Prior to that he spent seven years at KIKK, the last four as PD.

WZCL Continued from Page 3

WNVZ as a station with heavy metal, rap music, and infantile nonadult-oriented elements. We're also going to try to reposition WWDE as a station that plays old music and songs people don't want to hear anymore. We'll play a better variety of today's music."

Regarding the airstaff, Hill said, "I'd like to retain everybody. But I'm not sure everyone is compatible with the new format."

This spring, WZCL finished 12th 12+ (2.9) in Birch and tied for 13th (2.6) in Arbitron.

Schell Continued from Page 3

apolis. I love this format; managing a Country station for Susquehanna is something I've wanted to do since rejoining the company in 1986."

Schell originally joined the company in 1981 as MD/morning man at WSBA-FM/York, PA, but left in 1983 to program WKJN/Baton Rouge. He returned to Susquehanna as WFMS PD in 1986 and was upped to OM/NSM two years later.

Katz Continued from Page 1

Swetz said the new business development department will initially comprise 11 people in eight cities and that "some Republic managers will be filling those spots." He added that \$2-\$3 million is being committed to the effort; the goal is to generate \$40 million in new billing for 1991.

'More Sales Power'

Republic's sales staff is being reassigned, which Swetz said means "more manpower, more sales power" for the remaining rep firms. Stations will benefit because "we have more people on the street selling [national] spot [advertising]."

Almost all Republic-represented stations had been informed by Tuesday (9/4) about their new KRG assignments, Swetz said. In only a few cases are stations represented by other KRG firms being moved around in the reorganization. Eastman and Banner took most of the former Republic clients, Swetz said, "because they had more open markets than Katz or Christal." He pointed out the Republic breakup will speed up assimilation of Eastman, since Eastman will be able to take over Republic's office space and computer links at KRG offices.

The executive lineup for the KRG rep firms is as follows: Bob McCurdy, who succeeded Olds, is President of Katz Radio; Bill Fortenbaugh is President/Christal Radio; Charlie Colombo is President/Banner Radio; Carl Butrum is President/Eastman Radio under its new owner; and Gene Bryan heads Katz Hispanic Radio Sales as VP/National Sales Manager.

Kings Of The Ritz



RCA rockers Kings Of The Sun sang a rousing set of songs from their "Full Frontal Attack" LP during a show at NYC's Ritz. Partying like royalty backstage are (front row, l-r) the label's Howard Gabriel, the band's Glenn Morris, RCA VP Alan Grunblatt, band members Jeffrey Hoad and Anthony Ragg, and "Attack" producer William Whittman; (back row, l-r) RCA's John Sigler and Mark Eichner, the band's Cliff Hoad, and label VP Daniel Hoffman.

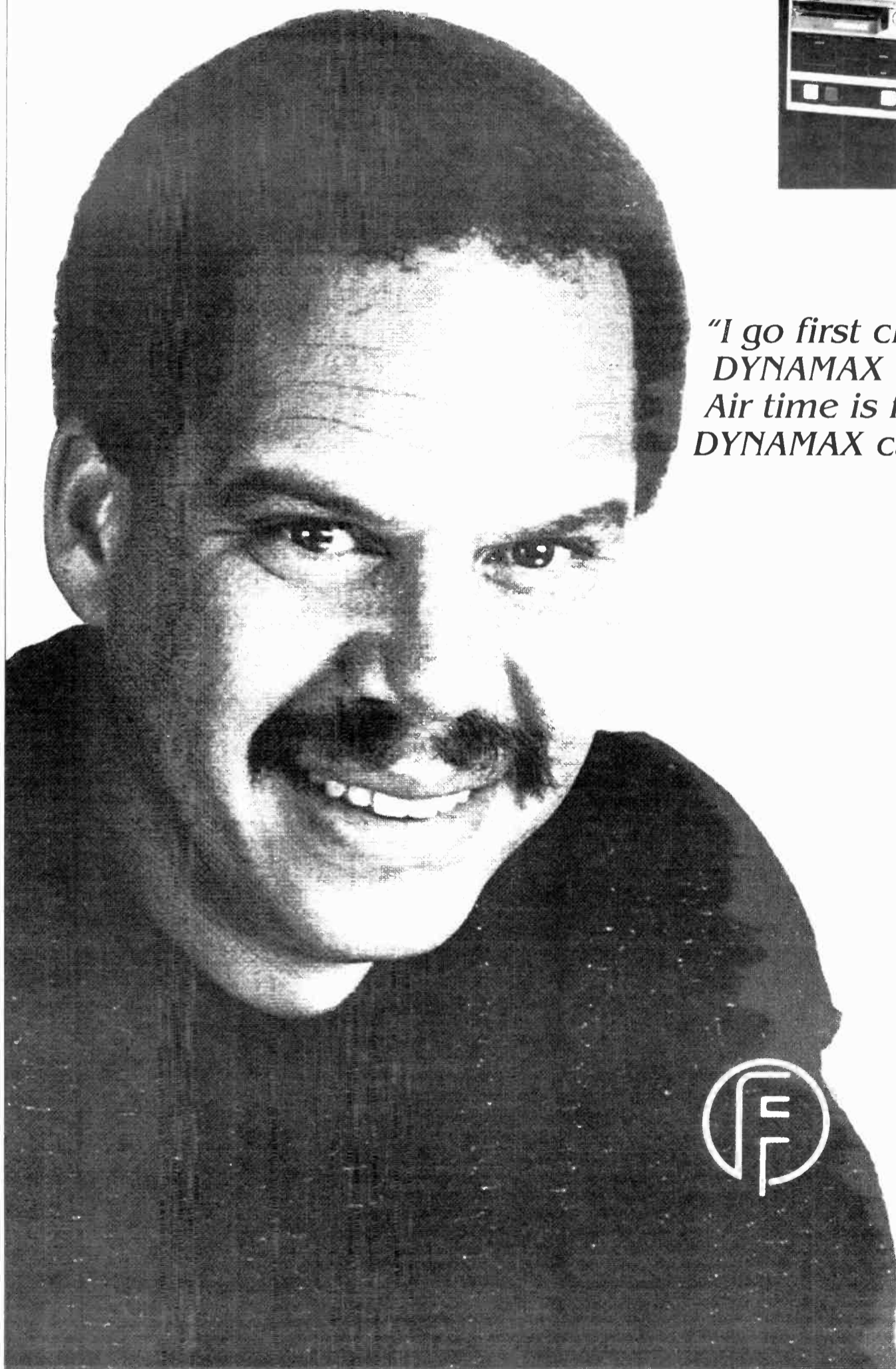
'3' Is The Magic Number



Two Epic artists — Stanley Clarke and George Duke — met with three execs at one of the label's offices, where the five unanimously rated the Clarke & Duke album "3" a ten. Taking five are (l-r) Duke, Epic Sr. VP Larry Stessel, Clarke, and the label's Sr. VP Hank Caldwell and President Dave Glew.

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Isgro

Continued from Page 1

The prosecution admitted it had obtained the transcripts in April 1989, four months before the L.A. Grand Jury convened. Ideman noted that it was the prosecution's duty to have presented the conflicting testimony to the grand jury and the defense counsel once Isgro, Anderson, and Monka were indicted.

Grand juries are convened to determine only if enough evidence exists to warrant a trial. Thus defense attorneys are not part of the process.

'Smoking Pistol'

Ideman used the Labor Day weekend to prepare a 15-minute monologue, most of which was devoted to a searing denunciation of the Justice Department's conduct in the case.

In one instance, the judge reminded the court that fellow District Judge Pamela Rymer accused Organized Crime Strike Force attorneys of "outrageous conduct" when they attempted to prosecute the wife of former Isgro associate Ralph Tashjian in an effort to make Tashjian testify against Isgro. (Rymer dismissed charges

against Valerie Tashjian and asserted that the government displayed "reprehensible" behavior, "well below the standard of conduct expected of government prosecutors.")

In a brief filed last week, Justice Department attorneys argued they had no responsibility to turn over the transcripts "because it was a public record and not intended to be used by the government."

Judge Ideman refuted that argument, declaring, "There is not the slightest doubt in the mind of the court that the government lied" about the impact of DiRicco's testimony. He said the government was "caught with the smoking pistol," and that in attempting to put the best face on the situation, prosecutors "denied the pistol smoked."

Roar Of Applause

Ideman said DiRicco's testimony was so crucial to Anderson's and Monka's cases that they otherwise could "not be indicted at all."

With that, Ideman proclaimed that all charges were "dismissed with prejudice," and that a "mistrial be declared." A roar of applause emerged from the courtroom gallery, while the defendants and their attorneys congratulated each other.

Chief Prosecutor William Lynch told R&R, "We believe [the judge's decision] is wrong." However, he didn't indicate what the next move will be.

Attorney Horn characterized the trial as "the worst case of prosecutorial conduct I've faced in my 23 years."

Isgro attorney Donald Re told reporters he was "very pleased" with the judge's "rebuke of the government." He added it was "premature" to say whether Isgro would take any civil action against the government. A "relieved and happy" Isgro told R&R that he intends to take a week's rest before resuming his work.

—Ron Rodrigues

Strickland

Continued from Page 3

front of black music. I'm looking forward to breaking new ground, establishing innovative marketing techniques, and presenting progressive artists."

Strickland joined Tommy Boy two years ago and was instrumental in breaking De La Soul, Queen Latifah, and Digital Underground. He previously spent 12 years as an independent promotion rep.

Colin James & Big Names



Virgin artist Colin James made a "Sudden Stop" at NYC's Cat Club to perform tunes from his LP of the same name. Celebrating the Canadian's AOR hit, "Just Came Back," are (l-r) label VP John Boullos, James, and Virgin's Co-Managing Director Jeff Ayeroff and Sr. VP/GM Jim Swindel.

L.A. & Babyface Double Up



Solar/Epic's Babyface and his writing/producing partner L.A. Reid were presented with double platinum plaques for Babyface's "Tender Lover" LP. Seeing double are (l-r) CBS VP/GM LeBaron Taylor, Epic VP La'Verne Perry, Babyface, Epic Sr. VP Hank Caldwell, Reid, and Epic's VP Trupiedo Crump Jr., Sr. VP Polly Anthony and Lamont Boles.

Fixin' For Vixen



The leather 'n' lace index reached an alltime high at Vixen's record release party, hosted by EMI to kick off the group's latest LP, "Rev It Up." Seen on the scene at Joan Crawford's L.A. estate were (l-r) the band's Janet Gardner and Roxy Petrucci, EMI President/CEO Sal Licata, Vixen's Jan Kuehnemund, Capitol-EMI Music President/CEO Joe Smith, the band's Share Pedersen, and EMI VP Ron Fair.

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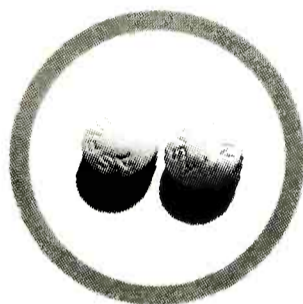
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RATINGS

BIRCH DEMOGRAPHIC RANKINGS

Detroit

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
WJLB (UC)	13.8	14.4	WJLB	10.8	11.7	WJLB	8.1	9.0
WLLZ (AOR)	9.1	8.8	WCSX	4.9	6.8	WJZZ	7.3	6.4
WCSX (CR)	6.2	7.7	WLLZ	6.6	6.8	WJR (AC)	7.1	6.2
WRIF (AOR)	8.0	7.6	WJZZ	6.5	6.5	WCSX	4.4	6.1
WHYT (CHR)	8.4	7.4	WRIF	5.8	5.8	WNIC	5.7	6.0
WJZZ (Jazz)	5.6	6.5	WHYT	6.4	5.3	WWWW	6.9	6.0
WDFX (CHR)	5.9	6.3	WNIC	5.4	5.3	WLLZ	4.4	5.5
WNIC (AC)	5.4	5.2	WKQI (CHR)	4.6	5.0	WLTI	4.4	4.8
WWWW (Ctry)	4.2	4.6	WWWW	5.8	4.7	WRIF	4.0	4.7
WLTI (AC)	2.6	4.2	WDFX	4.5	4.5	WOMC (Gold)	2.9	4.1

Dallas-Ft. Worth

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
KTXQ (AOR)	8.1	11.2	KSCS	10.3	10.1	KSCS	9.0	10.2
KKDA-FM (UC)	10.0	9.7	KPLX	8.9	7.7	KVIL-AM & FM	10.3	8.6
KSCS (Ctry)	11.8	9.1	KTXQ	5.5	7.7	KPLX	9.5	7.5
KPLX (Ctry)	9.8	7.5	KKDA-FM	8.4	7.5	KKDA-FM	6.5	5.8
KJMZ (UC)	6.5	7.2	KVIL-AM & FM	8.6	7.1	KTXQ	4.6	5.6
KEGL (AOR)	6.5	6.8	KZPS	4.1	5.2	KOAI	5.4	5.5
KZPS (CR)	4.4	6.1	KJMZ	4.5	4.7	KZPS	4.2	5.3
KHYI (CHR)	6.1	5.2	KEGL	4.4	4.6	KLUV (Gold)	4.7	4.6
KVIL-A/F (AC)	4.6	5.0	KOAI	4.3	4.4	KLTY	3.1	4.4
KLTY (CC)	2.3	3.6	KLTY	3.0	4.2	KRLD (News)	3.3	3.3
KOAI (NAC)	3.5	3.6						

Boston

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
WXKS-FM (CHR)	12.0	14.8	WXKS-FM	9.5	11.4	WBCN	8.7	8.0
WBCN (AOR)	13.0	11.3	WBCN	10.3	9.1	WXKS-FM	6.9	7.6
WZOU (CHR)	8.9	9.0	WZOU	6.2	7.1	WODS	5.4	6.0
WZLX (CR)	6.0	7.4	WZLX	4.3	5.2	WSSH	5.4	5.3
WCGY (AOR)	4.1	5.4	WODS (Gold)	4.8	5.0	WRKO	5.0	5.2
WAAF (AOR)	5.8	5.0	WMJX	6.0	4.7	WMJX	6.3	5.0
WFNX (NR)	3.0	4.3	WCGY	2.9	3.9	WZLX	3.4	4.4
WMJX (AC)	5.9	4.0	WRKO	3.6	3.7	WZOU	3.0	4.2
WILD (UC)	1.5	3.3	WROR (AC)	4.4	3.6	WROR	4.8	4.1
WRKO (N/T)	2.0	3.2	WAAF	3.8	3.5	WVBF (AC)	3.9	4.1
			WSSH (AC)	4.1	3.5			

Washington, DC

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
WPGC (CHR)	11.5	14.4	WPGC	8.3	10.1	WKYS	9.0	7.6
WKYS (UC)	10.9	8.9	WKYS	9.0	7.9	WMZQ-AM & FM	6.2	7.3
WWDC-FM (AOR)	5.8	8.3	WMZQ-AM & FM	6.2	6.0	WPGC	8.3	5.9
WCXR (CR)	7.5	7.8	WWDC-FM	4.1	5.8	WLTT	4.5	5.2
WAVA (CHR)	5.6	6.9	WCXR	6.0	5.7	WHUR	5.1	5.0
WHUR (UC)	6.0	4.9	WAVA	4.7	5.4	WCXR	6.0	4.7
WMZQ-A/F (Ctry)	4.4	4.8	WHUR	5.1	4.7	WWDC-FM	4.1	4.6
WRQX (CHR)	5.0	4.4	WLTT	4.5	4.4	WMMJ	4.4	4.5
WJFK (CR)	3.5	4.3	WMMJ	4.4	3.8	WAVA	4.7	3.8
WLTT (AC)	4.4	4.0	WXTR (Gold)	3.3	3.4	WGAY (B/EZ)	2.3	3.7
						WTOP (News)	2.7	3.7
						WXTR	3.3	3.7

Houston-Galveston

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
KMJQ (UC)	17.0	13.5	KMJQ	12.3	10.9	KIKK-FM	9.1	10.8
KLOL (AOR)	13.1	12.9	KIKK-FM	8.8	10.7	KMJQ	10.1	9.2
KIKK-FM (Ctry)	7.8	8.5	KLOL	10.3	9.9	KLOL	8.5	9.1
KILT-FM (Ctry)	5.9	7.9	KILT-FM	8.5	8.4	KILT-FM	9.7	8.6
KZFX (CR)	6.1	7.0	KZFX	4.8	6.6	KZFX	4.6	6.8
KKBQ-A/F (CHR)	5.7	6.3	KLTR	5.0	5.8	KLTR	5.4	6.5
KRBE (CHR)	5.8	5.8	KKBQ-AM & FM	4.8	4.7	KLDE (Gold)	3.6	3.7
KLTR (AC)	4.7	5.2	KRBE	4.2	4.3	KFMK	3.2	3.5
KHYS (UC)	4.1	3.9	KFMK (AC)	2.9	3.5	KKBQ-AM & FM	4.0	3.2
KNRJ (CHR)*	4.2	3.2	KHYS	2.9	3.1	KODA (B/EZ)	5.5	3.1

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A CHALLENGE TO RADIO

Get Involved In Issues

By Jeff Pollack

In the last couple of years, radio stations that have become more involved in the issues affecting their listeners' lives have enjoyed unprecedented response. More and more stations and listeners are participating in events such as individual charity drives and large-scale efforts to help the environment. The result: everybody benefits.

This spring, an estimated one million people turned out in New York's Central Park for WNEW-FM's Earth Day '90 celebration. In St. Louis, 10,000 participated in KSHE's "Right To Rock" rally to show support for the movement to stop record stickering in Missouri.

Why are these and similar events striking a chord with listeners? One reason, undoubtedly, is that as the population ages, there's a natural tendency for people to be more concerned about the world around them. And the baby boomers are aging. Those who were activists in the '60s may have mellowed, but they still feel they exert an impact.

The media is increasingly involved in reflecting this growing concern about the state of the world. Because radio is the most immediate and pervasive form of media, its opportunities to get involved in issues and reap the rewards of that involvement are the greatest. People are concerned about their quality of life now and in the future, and the stations that get involved in quality-of-life issues will thrive in the '90s.

Becoming involved in local, national, or global issues gives a station one more way to differentiate itself from its competitors. As one of our client programmers recently told us, "We all enjoy doing stunts, but a station needs to develop a more serious side. Like a person, a station is much more interesting if it displays a multifaceted personality."

It's also pragmatic for a station to be a part of its listeners' lifestyles. If you aren't, your competitor will be. And activism provides a station with a sophisticated, powerful way of marketing itself.



Jeff Pollack

Participation in events and issues that matter can help to increase loyalty, top-of-mind awareness, and visibility.

The Environment

It's been touted as the "issue of the '90s." Although general concern about the planet's condition has been building during the last few years, catastrophic events like the Exxon Valdez spill, lesser oil spills in California and Texas, drastically changing weather patterns, and medical refuse washing up on the shores of the East Coast have helped dramatize the need for action.

Since Pollack Media Group's involvement in the "Rescue The Future" project began more than two years ago, media coverage on environmental issues has grown from occasional to every day. The first step in the "Rescue The Future" campaign was for stations to offer listeners the chance to send special postcards to their representatives in Congress to let legislators know of their growing concern about global warming. The response from

listeners was overwhelming: 500,000+ postcards were sent to Congress earlier this year.

Earth Day was a natural rallying point for environmentally concerned individuals and stations. Along with WNEW-FM's well-attended rally, many other stations in large and small markets staged their own Earth Day events. WGIR-FM/Manchester, NH went a step beyond being the main local promotional vehicle for the day and became a part of the Earth Day coalition.

On a grassroots level, many communities throughout the country have mandated recycling and/or separating trash. Stations have tied into mandatory and voluntary efforts by setting up special one-time-only recycling events or maintaining ongoing recycling centers. Beyond this, others have organized events to clean up local eyesores and publicized efforts to get people to properly dispose of hazardous chemicals and waste. On an even more basic level, many Pollack Media clients, through daily "Rescue The Future" minutes, present daily tips and information about how to be more environmentally aware.

By providing listeners with specific ways to participate in these efforts, stations are appealing to their listeners' need to help make the world better. One young woman quoted in a recent *Time* magazine story put it this way: "We aren't trying to change the world, we're just trying to fix it."

Censorship

One of the most volatile issues of the year has drawn much attention because of its obvious First Amendment implications. KHSE's "Right To Rock" rally was spurred by the groundswell of opposition to a proposed Missouri law that would mandate stickering of records deemed offensive. An estimated crowd of 10,000 showed up to demonstrate how they felt about the proposed legislation. Similar anti-censorship rallies were held in Louisiana, cosponsored by WCKW-AM & FM/New Orleans along with other stations from around the state.

The Wall Comes Down

One of the most poignant moments in history occurred a few months ago when the Berlin Wall was torn down. The destruction of this symbol of oppression and the new freedom that has spread through much of Eastern Europe has touched people all over the

Jeff Pollack is Chairman/CEO of Pollack Media Group (213) 459-8556, an international programming advisory firm consulting all radio formats in nine countries. He contributes to this column on a regular basis.

What You Can Do

The environment, censorship, natural disasters, and patriotic causes all serve as rallying points for your listeners. Here's how you can help them help others:

- Set up one-time-only recycling events or maintain ongoing centers.
- Stage anti-censorship rallies.
- Coordinate disaster relief; collect money, food, and clothing for the Red Cross.
- Distribute flags or ribbons in support of patriotic causes.

world. Stations have shared in the exhilaration of the cold war's dissolution by broadcasting from the site, sending listeners on trips to previously closed countries, and even giving away pieces of the wall.

Disaster Relief

Helping victims of natural disasters has long been one of radio's favorite public service activities, and has lately been much in evidence. Many stations report a record response to these efforts, plus successful annual food and blood drives. We are seeing a "kinder, gentler" — and perhaps less self-absorbed — nation, and more people giving their time, money, and support for those less fortunate.

Radio has shown its power in the last year by coordinating the massive relief efforts for groups like the Red Cross on behalf of the victims of Hurricane Hugo, the Bay Area earthquake, the flooding in Ohio, and other disasters. In the past few years, this same spirit has extended to African famine relief, as well as efforts to help the homeless and hungry at home.

Patriotic Causes

Several years ago a lot of stations became involved in the drive to establish a Vietnam Veterans Memorial. This drive and others like it showed how radio could reflect the mood of the country and help to accomplish something. Three years ago, when vandals de-

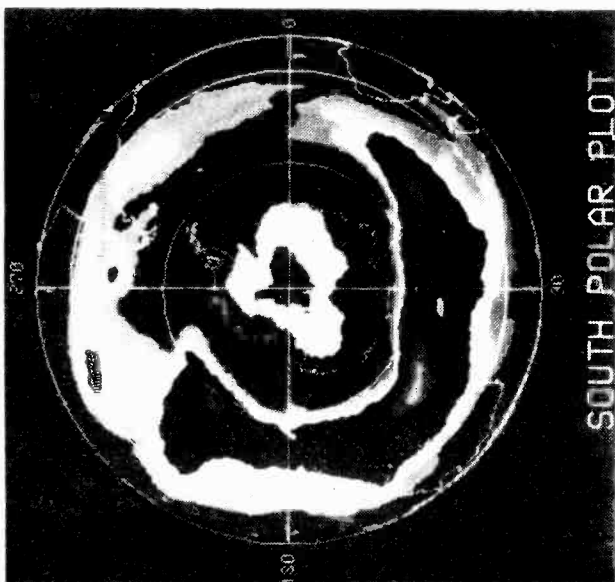
posed the memorial, radio's response was immediate: stations around the country raised more than \$30,000 within days to help "Heal The Wall."

A similar memorial was erected to honor law enforcement officers who were killed in the line of duty. It was paid for largely from contributions raised by radio drives all over the country.

The most immediate issue is the current Middle East crisis. The flipside of doing "Iraqnophobia" weekends has been organizing a show of support for U.S. servicemen and women now stationed in Saudi Arabia. The Ohio State Council of Vietnam Veterans has started a campaign to distribute orange ribbons for people to display on their car antennas to show support for the troops. Stations throughout Ohio, such as WLWQ/Columbus, are distributing the ribbons through a local restaurant chain. KTRH/Houston has begun handing out small American flags to show its support.

Make Something Of It

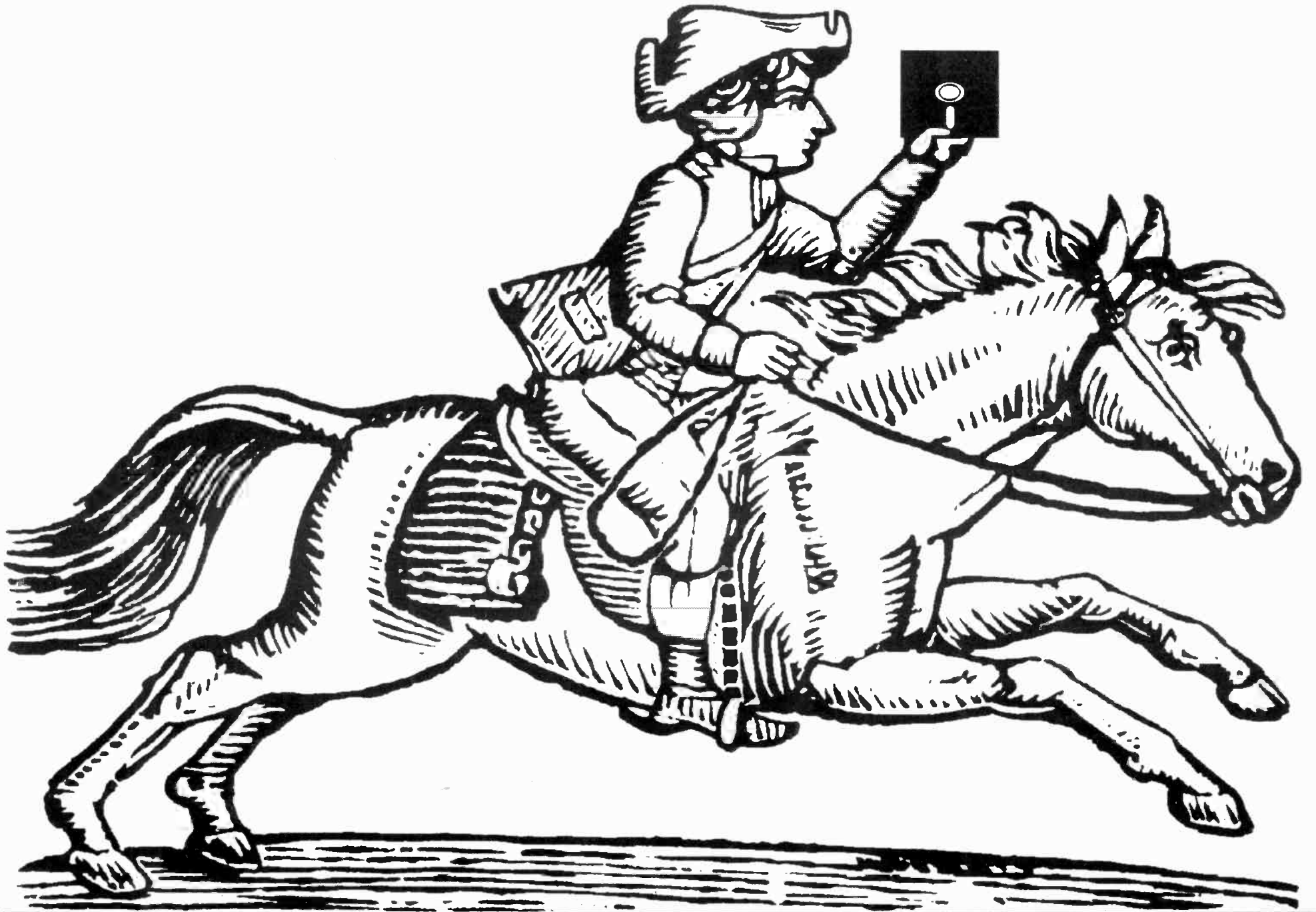
It's more important than ever to raise awareness of the most pressing concerns of your community. Just as you address listeners' needs for news and information, you'll increasingly have to find ways to reflect their desire to make the world a better place. Now more than ever, becoming involved in the local and national issues that are important to your audience is critical to your success.



Listeners sent 500,000 specially designed postcards to the U.S. Congress to show their concern about global warming.



More than 10,000 showed up at KSHE/St. Louis's "Right To Rock" rally against record labeling legislation.



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Another problem as we enter the
90s: positioning liners that worked
Liner Burnout
What do listeners see themselves
In your own market
stress benefit-related ques
and come by
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In your own market
stress benefit-related ques
What do listeners see themselves
Liner Burnout
Another problem as we enter the
90s: positioning liners that worked

FINE-TUNING POSITIONING LINERS

You Are What You Say You Are

By Rob Balon

Several months ago I wrote a column discussing the inadvisability of "write it down" campaigns. Judging by the sheer volume of responses, the column definitely struck a nerve. We all want to know exactly what are the best things we can say to our listeners.

You used to be able to precipitate a change in the market simply by switching or modifying a format. That's not as easy to do anymore. Radio audiences today have far more choices now than 15 years ago, so many format changes go unnoticed by the core listeners they're intended to reach.

It's imperative in the radio wars of the '90s that your marketing be as tenacious and sophisticated as your programming. Most listeners have no earthly idea what "write it down" means. To accurately describe your station to a listener and deliver a positioning liner that is memorable and will distinguish you from your competitors, you have to speak your listeners' language.

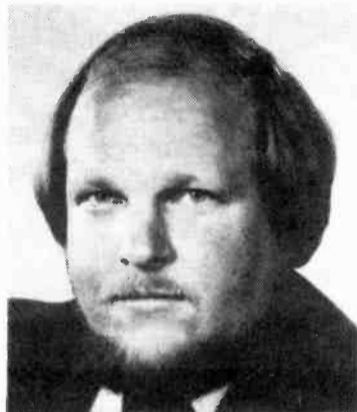
Traveling around the country recently, I heard some barely believable liners. One station (call letters and location withheld to protect the guilty) used this line: "The valley's greatest rock 'n' roll where we only stop down twice an hour!" Another one described itself as "Not too hard — not too soft." Yet another's billboard trumpeted, "We've got your number."

In each case, jargon and unclear communication cause all sorts of potential problems for a station trying to position itself. You can't ask your average listener to think like a broadcaster, because he isn't one. He is, by all standards, uninterested in how we market ourselves on-air.

Therefore, we must be as precise and as understandable as possible

"One thing you must avoid is copying positioning lines that 'sound right' to you. Nothing can replace a detailed evaluation of your own market."

the images we paint for our station. "Stop down twice an hour" — that possibly mean to a listener "no hard, not too soft" — rears its ugly head. "Your number" — of



Rob Balon

well ten years ago have little or no meaning in this competitive decade. For example, "More music, less talk" or "Lite rock/Less talk" used to mean something to listeners because they offered a clearly identifiable theme that extolled a listener benefit: less talk.

"Once you've established a positioning line that's benefit-oriented and shows off your station as unique and distinct, leave it alone."

Now, however, no fewer than six to ten stations in each market meaningfully strive to obtain the "more music" position. Yet just one or two can gain any benefit from that position. The rest simply toss their positioning liners out into the stratosphere of lost messages. The same is true of the "We play your favorites" position. Stations repeat each other right and left with that position, and the result has been a dilution of the overall marketing effect. It's not unique anymore. Focus groups find listeners saying, "Well, of course they play favorites. What are they supposed to do — play the flops?"

It's almost as if you have an entire generation of radio listeners plaintively asking, "Where's the beef?" To be successful in the '90s, stations will have to eliminate the tired clichés of the last decade and focus on establishing a unique benefit for their relationships with core listeners.

Let research, focus groups, and listener questions. These

getting from your radio station; why do they come? What is the single most significant thing they like about the music or personalities; how do they use your radio station? With the answers to those questions, you can construct a very compelling on- and off-air presentation that reinforces your station's primary benefit.

"Handles like 'mix,' 'magic,' 'kiss,' and 'power' don't mean much to a listener unless the station fills in the blanks."

Perhaps research reveals your female listeners really want to know who the artists are, and they believe most stations don't tell them. A potential positioning liner might be, "KAAA, where we tell you the titles and artists of the songs we play." Trite as that seems, for a substantial number of listeners that's a significant benefit for a station to offer.

Another listener-oriented positioning line based on a perceived benefit might be worded, "The station you can listen to all day long." The sell lines deriving from this could focus on the fact that you don't repeat songs during the day. The implied benefit is that the listener develops the sense that yours is the station he does listen to all day long.

Effectiveness Test

The key to marketing your station in the '90s is to do your own marketing ascertainment; i.e., marketing effectiveness test. Look

"Six to ten stations in each market strike to obtain the 'more music' position, yet just one or two can gain any benefit from that position."

at the liners you're currently using. What do they mean to the listeners? They should suggest the significant benefits of listening to your radio station. They should also truly communicate what makes your station different from the competition.

KTWV/Los Angeles currently uses the liner, "Because life's too short for ordinary music." The expression works well, as it underscores the uniqueness of KTWV's NAC format and implies there is

"Jargon and unclear communication cause all sorts of potential problems. You have to speak your listeners' language."

something extraordinary about the music it plays. In addition, the selling line is unique. That's just a typical example of what stations have to do today to compete.

If you find your positioning liners lacking in pizzazz, sit down at the drawing board and put yourself in your typical listener's shoes. Is he really going to care that you've adopted "Mix 106" as your new positioning line? Is this going to mandate any benefit for him?

Empty Handles

If you do any market research at all in the next 12-month cycle, make sure you evaluate your marketing's effectiveness. Handles like "mix," "magic," "kiss," and "power" are essentially content-free. They don't mean much to a listener unless the station fills in the blanks.

"Positioning liners that worked well ten years ago have little or no meaning in this competitive decade."

If you decide to use "mix" as a handle, don't assume it'll communicate variety or diversity to listeners. You must spell things out very clearly. Personally, I've always preferred "variety" because it's a listener's word; "mix" is a broadcaster's word. Many listeners have asked us questions like, "Mix of what? What do you mean by 'mix'?"

While "mix" or any of the others may be perfectly effective handles, they only become so when stations give them meanings. Simply taking a new handle and tagging it to your collar won't do anything major by itself. When you explain exactly why "mix" will create a significant benefit for your listeners, you've given life to your handle.

Say It Their Way

Above all else, don't feel you must run 15,000 variations of the position line you've chosen. But the point is worth repeating. People don't come to your station to listen to positioning lines; they come to hear the music, the personalities, and the information. You can't "burn out" a positioning line. Con-

"Good programming will net you a turn in the batter's box, but it won't guarantee a hit."

sequently, you don't need 12 variations of the same one. That only dilutes your basic selling proposition. Once you've established a positioning line that's benefit-oriented and shows off your station as unique and distinct, leave it alone. Just give it to the listeners as often as possible in the manner that communicates directly to them.

Liner Notes

- Speak listeners' language
- Stress benefits station offers
- Be precise, understandable with images
- Eliminate clichés

In a business as reactive as radio, one thing you must avoid is copying positioning lines that "sound right" to you or that appeared in a trade journal. Nothing can replace a detailed evaluation of your own market, one that examines the key benefits listeners derive from your station. Also irreplaceable: designing a campaign based around a) listeners' perceptions of your station or b) what they feel they get from it (provided the answers are positive and can be worked into a benefit-oriented package).

Now, more than ever before, radio is a business in which you are what you say you are. Good programming will net you a turn in the batter's box, but it won't guarantee a hit. Good marketing begins with an effective on-air presentation. You can have all the great TV and outdoor campaigns in the world, but everything has to start on your own air because that's where listeners will get the most reinforcement of what you do. That's why you need to communicate precisely, efficiently, and in their own words.

Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that advises radio stations on how to convert real listening into reported listening. He contributes to this section on a regular basis.

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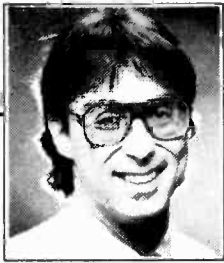
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PART FOUR & OUT THE DOOR

Finishing Off The First-Name Artists

Some 500 names later, the R&R Index of Artists Using First Names is complete this week. (Complete, that is, pending the many additions that will no doubt crop up from raptor-eyed readers.)

The basic idea was to get a sense of how common it's been to go with a first-name-only approach. It obviously works for some people — just ask Cher, Prince, Madonna, Pebbles, or Sting — and first names have been a staple in the dance music artist diet (for a while, it seemed, you couldn't get a 12" recording contract without dropping your last name).

Now we indeed *have* a sense of how common an approach it is:

four columns' worth of common. Managers seeking a catchy handle for their new one-name artists can consult this list with confidence to determine which names to avoid (Cher, Prince, Madonna, Pebbles, and Sting probably fit into this category) or rip off (many of the other names on the list are dormant and ripe for the taking).

See you in a while with some new stuff.

M

Marie
(Osmond of late)
Marietta
Marilee
Marina
Marion
Marisela
Marjorine



Martika: instant one-name success

Martika
(Has had hits)
Massiel
Maxi
Maxine
Meeta
Melanie
(Has had hits)
Melissa
(Two of 'em)
Mercedes
Mer-Lyn
Merran
Meshay
Michaela
Michael-Ann
Michele
(Two of 'em, not to mention Michelle and Michel'le)
Michelett
Michelle
Michel'le
(Has had hits)
Mikki
Millra
Mino

Mirabai
Miriam
Misa
Mitsou
Monet
Monique
Myleka

N

Nadine
Naisha
Nami
Nancy
Nanette
Naomi
Natasha
(Two of 'em; one had a UK hit)
Nayobe
N'cole
Nena
(Name of group, also of lead singer; had a hit)
Nerissa
Nico
Nicole
Nocera
Noel
(Not to be confused with the male Noel)
Nora
Nunya



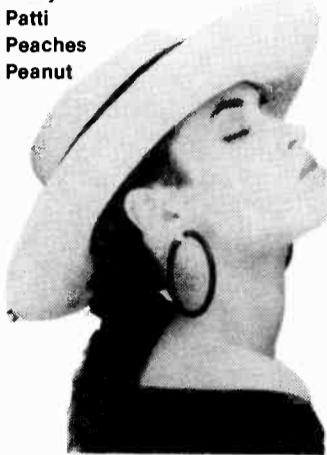
Michel'le: avoiding confusion with idiosyncratic apostrophe use

O

Octavia

P

Pamoja
Partis
Patsy
Patti
Peaches
Peanut



Pebbles: keeping the Flintstones heritage alive

Pebbles
(Has had hits)
Princess
(Has had hits)
Priscilla
(Paris, of Paris Sisters fame)

Q

Quinella

R

Regina
(Had a hit)
Reimy
Renee
Reni
Reparata
(Of "& Delrons" note)
Rhoda
Rhonda
Roberta
Robey
Robin
(Of "Jon & _____ & The In Crowd" fame)
Rochelle
Rori
Rory-O
Rosie
(Of "& The Originals" fame)
Roxanne
Ruby

S

Sabrina
(Has had Italian/UK hits)
Sade
(Name of group, also lead singer; several hits)
Sadina



Sa-Fire: a rare hyphenated first-name-only case

Sa-Fire
(Had a hit)
Sandee
Sandra
(Had many European hits)

Sarah
Sassa
Schadel
Selko
(Had Japanese hits)
Shana
Shannon
(Had UC/CHR hits)
Sharon
Shella
(Had French hits)
Sheilah
Sheree
(Has had Canadian hits)

Sherry
Shirley
(Two of 'em, not counting the male Australian singer of the same name)
Silje
Sinitta
(Several UK hits)
Sonia
(Several UK hits)
Sparkle
Stephanie
(Two of 'em)
Stoney
(Former duet partner of Meat Loaf)

Stormy
Sunday
Sunni
Sunny
Susan
Suzanne
Suzie



Sybil: one name, two hit Dionne Warwick covers

Sybil
(UC hits)
Sydna
Sylvia
(Three of 'em, two — the disco and country stars — with hits)
Syreeta

T

Taffy
Tamiko
Tawatha
(Agee, of Mtume fame; UC hit)
Theresa
(Group name, also name of lead singer)
Tia
Tiana



Tiffany: it wouldn't be the same with a surname added

Tiffany
(Has had hits)

Tina
Titiyo
(Neneh Cherry's sister)
Toni
Toyah
(A few UK hits)
Tracie
(Two of 'em; one had a UK hit)
Tramaine
Trinere
Trish
Twiggy
Twinkle
(Had UK hits)

U

Ullanda

V

Valli
Vampira
Vanity
Vashti



Vesta: there were too many Williamses around, anyway

Vesta
(Has had UC hits, some as Vesta Williams)
Victoria
Vikki

W

Wanda
(Walden, Narada Michael's sister)
Wendi

Y



Yazz: short for Carla Yastrzemski?

Yazz
(UK hits)
Yuri
Yvonne
(Two of 'em)

Z

Zan
Zoe
Zulema

s p i n

"heart like a wheel"

the new single by

the human league

[7 5 0 2 1 - 1 5 2 0 - 4]

on your desk now!

With the hits "Don't You Want Me," "(Keep Feeling) Fascination" and "Mirror Man," the #1 album *Dare*, and the gold album *Human*, The Human League have proven themselves on the charts and with the fans. Now their hit-making power takes on the 90's with the distinctive techno-pop Human League sound.



produced and mixed
by Martin Rushent
from the forthcoming
album *Romantic?*
[75021-5316-1/4/2]

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Morrissey: A 'Piccadilly' Peccadillo?

MORRISSEY will release a single from the forthcoming "Bona Drag" compilation on September 17. Produced by CLIVE LANGER & ALAN WINSTANLEY, "Piccadilly Palare" will be backed with "Get Off The Stage" (!). "Palare" — ROL thoughtfully, if somewhat incompletely, informs us — is "a slang gypsy word much used in British theatre."

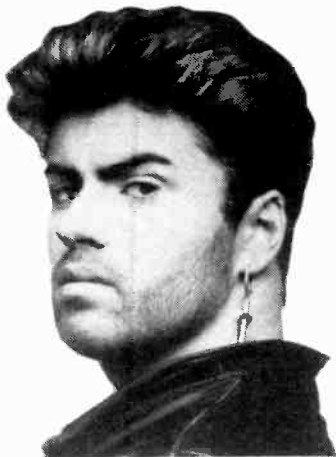
More to the point, the A-side features harmonica and backing vocals by SUGGS, once of MADNESS. Morrissey is also working on his next album proper, due in February, and plans a tour for March.

Hubble, Bubble, Toil & Stubble

Police are investigating the theft of a manuscript of GEORGE MICHAELS's autobiography ("Bare"), which was "kidnapped" from the offices of London book agent A.P. Watt last week.

Full details have yet to emerge, but it's feared the book has been stolen in order to publish unauthorised editions overseas. Meanwhile, an official preview of the autobiography has been available since Monday thanks to its serialisation in the national UK tabloid the *Daily Mail*.

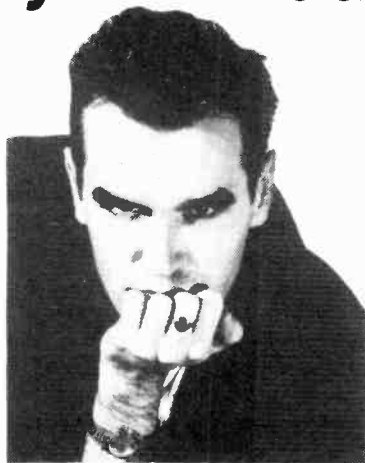
In other Stubble One hubble . . . just hours before George's "Listen Without Prejudice" LP was released on Monday (9/3), the man and his music were the subject of a "South Bank Show" documentary on UK national television.



George Michael — high on honesty?

The hourlong program, produced and directed by ALAN BENSON, concentrated mostly on Michael's solo career and featured him working on four tracks from the new LP. In a somewhat earnest extended interview, Michael claimed, "I don't feel that I need to be a star anymore," and was keen to express how his attitude has changed since the heady days of WHAM!

"I don't think I'm important as a pop star," he said. "I don't believe that I'll leave a great mark as an entity. At the end of the day, I want to leave something as a writer. I believe I can leave songs that'll mean something to other generations." To that end he dissected the lyrics of "Praying For Time" line by line, and showed us how he cre-



Morrissey — B-side's the point?



ated the backing track for "Waiting For That Day." Verdict? High on honesty, but painfully low on humor.

Dance Stance

London's first 24-hour dance music station Kiss FM) went on-air officially at noon last Saturday (9/1) with great hoopla, but not too much slick presentation. Those who remember its pirate days of the mid-'80s agree that the station sounds the same now as then: enthusiastic but amateurish.

Incidentally, the station will throw a launch party Sunday (9/9) that will feature live performances or track dates by a who's who of British and American dance talent.

Confirmed to appear: TEN CITY, ASWAD, the PASADENAS, the CHIMES, MAXI PRIEST, TITYO, RICHARD ROGERS, BEATS INTERNATIONAL, BLACK BOX, INNOCENCE, DOUBLE TROUBLE, CARON WHEELER, MOVEMENT 98, SLAM SLAM, ROBERT OWENS, BBG, MAUREEN WALSH, the DREAM WARRIORS, REBEL MC, VICTORIA WILSON-JAMES, HEATWAVE (their first live UK appearance in five years), and — in their UK debut — TONY! TONI! TONE!

Follow Ground

The SOUP DRAGONS will follow up their ROLLING STONES' cover hit ("I'm Free") with "Mother Universe," rerecorded from their "Lovegod" LP.

The RIVER CITY PEOPLE, meanwhile, will follow their MAMAS & PAPAS cover hit ("California Dreamin'") with a reissue that — entirely coincidentally — sounds like a comment on said hit: "(What's Wrong With) Dreaming."



Happy Mondays — a "Groovy Afro" disc yak?

Wholly Modal Roundup

DEPECHE MODE will release a remixed version of "World In My Eyes" on September 17. It'll be their last UK single from the "Violator" album.

On Monday (9/10), ELECTRIBE 101 return with "You're Walking." They'll have an album out next month when they tour Europe with the aforementioned Mode.

Best O' Basia, Bianco

MATT BIANCO, the band that launched BASIA's singing career in the mid-'80s, will have a "Best Of..." album out on October 15. After singing on hits such as "Get Out Of Your Lazy Bed" and "Half A Minute," she left to go solo in 1985, and MARK REILLY continued the group alone. The compilation includes hits from both eras, plus a new single ("Fire In The Blood"), which will be released on October 1.

Blockheads Reunion

IAN DURY & THE BLOCKHEADS will reunite for two benefit shows at London's Town & Country Club on September 25 and 26. The performances will raise money for Blockheads drummer CHARLEY CHARLES, who's in the hospital with cancer. STEPHEN MONTI will take Charley's place for what will be the Blockheads' first shows together in four years.

Mondays, Milli, Mercy Madness

In October, HAPPY MONDAYS will follow up their "Step On" hit with a song that has the working ti-

tle of "Groovy Afro." The mirthful Mancunians currently are mixing a new album, which may take the same title and is due for release on November 5.

Meanwhile, ROL hears that MILLI VANILLI will have a new single out in October, with an LP ready the following month. Also set for the end of November: "Always," the first single from PHIL COLLINS's forthcoming live album.

And . . . the new SISTERS OF MERCY album, titled "Vision Thing," will be released on October 15. As reported some time ago, PATRICIA MORRISON's place in the band has been filled by former SIGUE SIGUE SPUTNIK (and erstwhile GENERATION X guitar-slinger) mainman TONY JAMES.

Redding Reminisces

An extract last week in the *Guardian* newspaper has former JIMI HENDRIX EXPERIENCE bassist NOEL REDDING reminiscing about the group's early gigging days, one show in a northern English town in particular. "In Bolton, Jimi was in bad form. If you play Bolton and don't deliver, you don't hang around after the show. We were advised to take the next train to Blackpool.

"Stopping in a club, we saw JAYNE MANSFIELD. This cheered us up, until she left with ENGELBERT (HUMPERDINCK, presumably!). We took a couple of pills and headed for the hotel. But we couldn't remember which one the tour was booked into . . ."

BRITAIN

LW TW

- 1 1 BOMBALURINA/Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini (Carpet)
- 5 2 DEACON BLUE/Four Bacharach & David Songs EP (CBS)
- 3 DEEE-LITE/Groove Is In The Heart/What Is Love? (Elektra)
- 3 4 GEORGE MICHAEL/Praying For Time (Epic)
- 6 5 BETTY BOO/Where Are You Baby? (Rhythm King)
- 6 STEVE MILLER BAND/The Joker (Capitol)
- 8 7 JIVE BUNNY & THE MASTERMIXERS/Can Can You Party (Music Factory)
- 16 8 CLIFF RICHARD/Silhouettes (EMI)
- 2 9 D.N.A. /SUZANNE VEGA/Tom's Diner (A&M)
- 10 10 NEW KIDS ON THE BLOCK/Tonight (CBS)
- 4 11 ROXETTE/Listen To Your Heart/Dangerous (EMI)
- 7 12 BLUE PEARL/Naked In The Rain (W.A.U. Mr. Modo)
- 14 13 MARIAH CAREY/Vision Of Love (CBS)
- 11 14 KLF /CHILDREN OF THE REVOLUTION/What Time Is Love? (KLF Communications)
- 15 ASWAD /LONG MC/Next To You (Mango/Island)
- 16 JASON DONOVAN/Rhythm Of The Rain (PWL)
- 9 17 PARTNERS IN KRYME/Turtle Power (SBK)
- 18 18 GO WEST/King Of Wishful Thinking (Chrysalis)
- 19 LINDY LAYTON /JANET KAY/Silly Games (Arista)
- 20 SONIA/End Of The World (Chrysalis)

Moving Up

- ANTHRAX/In My World (Island)
 LOOSE ENDS/Don't Be A Fool (10/Virgin)
 TALK TALK/Life's What You Make It (Parlophone/EMI)
 FARM/Groovy Train (Produce)
 ADAMSKI/The Space Jungle (MCA)

The Network Chart, courtesy MRIB

"Rock Over London" news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shaftesbury Avenue, London W1V 7HD; phone 071-494-4513.

AUSTRALIA

LW TW

- 1 1 JIMMY BARNES/Lay Down Your Guns
- 2 2 JOHN FARNHAM/Chain Reaction
- 3 3 MARK WILLIAMS/Show No Mercy
- 4 4 BLACK SORROWS/Harley & Rose
- 7 5 ANGELS/Back Street Pick Up
- 6 6 PAUL NORTON/Southern Sky
- 5 7 ABSENT FRIENDS/I Don't Want To Be With Nobody But You
- 8 INXS/Suicide Blonde
- 9 MIDNIGHT OIL/Bedlam Bridge
- 9 10 SHANE HOWARD/Walk On Fire

Most Added

- ANGRY ANDERSON/Bound For Glory
 INXS/Suicide Blonde
 MONDO ROCK/Why Fight It
 ICEHOUSE/Miss Divine

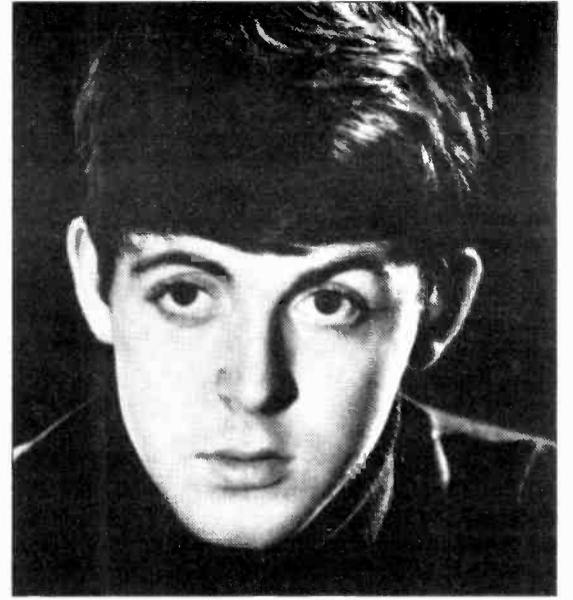
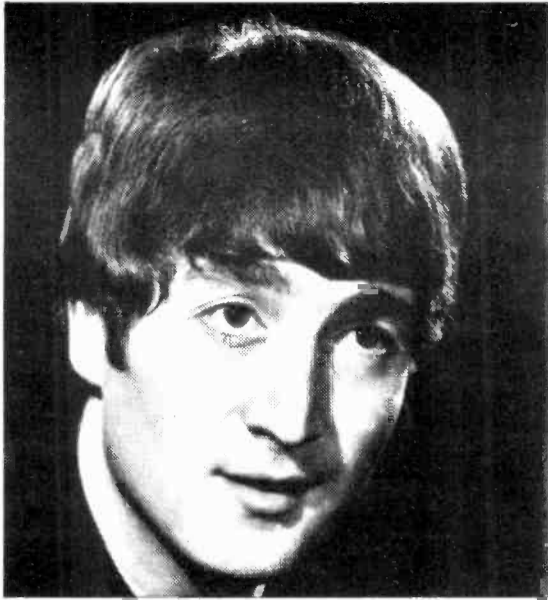
CANADA

LW TW

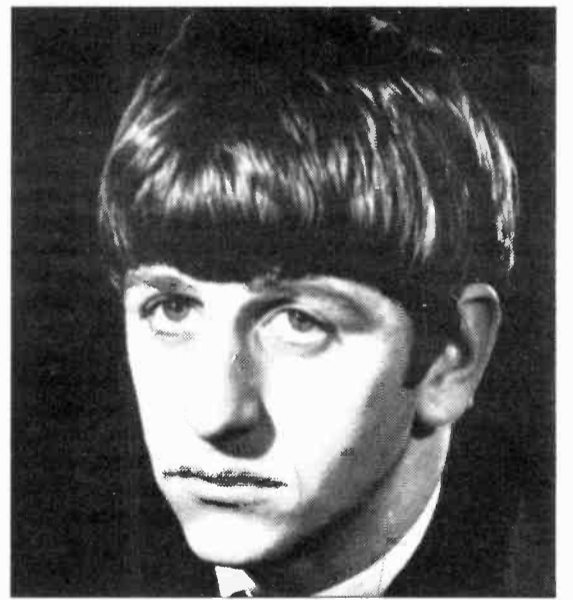
- 1 1 COLIN JAMES/Just Came Back
- 2 2 GOWAN/All The Lovers In The World
- 4 3 CELINE DION/Unison
- 8 4 SUE MEDLEY/That's Life
- 3 5 JEFF HEALEY BAND/I Think I Love You Too Much
- 10 6 JITTERS/Til The Fever Breaks
- 7 NORTHERN PIKES/Girl With A Problem
- 9 8 KIM MITCHELL/I Am A Wild Party
- 9 PURSUIT OF HAPPINESS/New Language
- 5 10 PAUL JANZ/Rocket To My Heart

Most Added

- BARNEY BENTALL/Crime Against Love
 JEFF HEALEY BAND/While My Guitar Gently Weeps
 ALIAS/More Than Words Can Say
 Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.



WESTWOOD ONE
 RADIO NETWORKS
 PRESENTS:
**The Lost
 Lennon
 Tapes**
THE BEATLE YEARS



John Lennon's story is the astonishing and unlikely story of a man and his band told through the 300 hours of recordings amassed and made by Lennon himself. *The Lost Lennon Tapes* takes your listeners on an odyssey never before chronicled... with the visionary who led the way.

In the studio jamming...at home with friends...dreaming...creating...

The Lost Lennon Tapes presents a series of snapshots from Lennon's personal scrapbook on his life and times with The Beatles.

Hosted by Lennon's longtime personal friend and confidante Elliot Mintz, *The Lost Lennon Tapes* shine a light on the genius of John and the Beatles like no other story, documentary or special has done or could before.

The final chapter has been written...

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LALAH HATHAWAY HEAVEN KNOWS

At 21 years old, Lalah Hathaway is a legend in the making.

The daughter of the gifted Donny Hathaway

as well as a graduate of the Berklee School Of Music,

this diva in blue jeans is an extraordinary combination

of creativity, talent and taste. HEAVEN KNOWS

is the first single from her debut album.

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Virgin



DAN O'DAY

DJ CLINIC

Curing On-Air Ills

In recent weeks I've received many queries from DJs and programmers about a variety of on-air problems. What follows are my diagnoses and prescriptions for successful cures.

Fibbing And Cribbing

A reader who wishes to remain anonymous asks, "In order to establish closer ties with surrounding communities, our PD has instructed us to say things like, 'This one goes out to Mountain View.' Seems dumb to me; what do you think?"

There's little value in dedicating a song to an entire suburb! I'd suggest one or more of the following:

- Ask all request line callers where they're calling from. When you get someone who lives in one of your target areas and who sounds good, put that person on-air . . . and make sure he mentions where he lives.

- Fib a little. If you can't find a good voice from that target area, intro or tease a song with something like, "Dolores from Mill Valley called to say she just can't go to sleep without a heaping helping of Johnny Van Zant."

- Have your listeners fib a little. Find a good-sounding caller and ask where she's from. "San Francisco," she says. Then you say, "Nope. You're from Millbrae." "Huh?" "Just as a gag, when I ask where you're from, say Millbrae." She'll think you're nuts, but she'll do it.

- Compile an area crib sheet. Gather a few handy reference points for each community: high school mascots, cruising streets, shopping malls. When a caller mentions one of your target areas, you can respond with a quick comment that demonstrates your knowledge of the area.

- Establish a physical presence. Some of your most effective tools are the ones you use off-air: sticker patrols, publicity stunts, community service events. Get out there and make friends in the geographic areas you're trying to strengthen.

Trimming The Fat

One PD writes, "I don't want to limit my airstaff's creativity, but I'd like them to be more concise. What do you recommend?"

Have all your air personalities take a typical hour of a typical show off a recent aircheck and

I NEED YOUR INPUT! Comments, suggestions, questions, 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.

"Get out there and make friends in the geographic areas you're trying to strengthen."

transcribe it. Instruct them to write down *everything* they said during that hour — every paragraph, sentence, phrase, word . . . all the "uhs" and "ums," the false starts, etc.

Then have them take a red pen and draw a line through every word, phrase, sentence, and paragraph which would not have weakened the presentation if it hadn't been uttered. I guarantee they'll discover that at least 50% of what they've been saying isn't helping.

I don't recommend you red-line the transcripts for the DJs. This will only cause resentment. In fact, it might be better if you don't even ask to see the final edited copy. Let the DJs see the results and draw their own conclusions.

Handling Requests

What can you say to a request line caller who asks for a song your station doesn't play?

Tell him you can't play it and then quickly lead him to an accep-

table song you *can* play. For example:

CALLER: Hi, would you play "Deadman's Curve?"

YOU: Oh, Jan & Dean — what a great song! I'd love to, but that particular song isn't on our playlist. (*This is one of the few times I believe in using radio jargon with listeners. They might not know the word, but they can figure out its meaning from the context.*) I'll bet you like the Beach Boys, right?

CALLER: Yeah, I do.

YOU: Tell you what: I'll play something from "Pet Sounds" in the next hour, just for you!

What do you say to a caller who annoys you with repeated requests for the same song?

You don't tell him to stop bugging you. You don't waste energy getting angry. You simply say, "I'll get it on as soon as I can. Thanks!" And you punch the phone button to end the call. I've often stressed the importance of controlling on-air calls. Control is equally important with request line calls. Be polite, but don't wait for a caller to give you permission to hang up. Just wrap it up: "Thanks for calling!" — click. "Oops, the other line is ringing! Got to go. Thanks for calling!" — click.

What do you say when a caller requests a song you've already got cued up and ready to play next?

A) "Hey, I'm already planning to play that next!"

B) "Wow, you must be psychic!"

C) "Tell you what: I'm going to go dig that up and play it for you next!"

I hope it's obvious to you the correct answer is C.

Tough Tactics

Here's a story to remember next time you start thinking about that raise you need.

Gary Burbank was a successful DJ on **WAKY/Louisville** in the early '70s. He left the market, then returned, only this time he was on **WHAS**. After he had reestablished himself in the market, WHAS hired a new GM. This GM had the reputation of being a domineering, "I'll show you who's boss"-type of person.

Burbank was in the middle of his show when he first met the GM. A record was playing. The guy walked in, looked Burbank in the eye, and said (without trying to be humorous), "This station is paying you too much money!"

"I understand," said Burbank.

And with that, he gathered together his show prep material, closed his briefcase, and walked out the studio door.

"Hey, where are you going?" yelled the GM, hurrying after the disappearing DJ. By now the record had ended and the needle was bouncing off the label.

"I'm going across the street to WAKY, where I'm going to kick your butt!" replied Burbank.

"No, wait! I didn't mean I don't want you to work here!"

"The only way I'll stay is if I get a 5% raise, effective today."

He stayed at WHAS — and got his raise.

Reliable Remedies

- Put listeners from target areas on-air
- Encourage DJs to do self-critiques
- Always handle requests politely, even when you can't play them
- Coach contest callers

Dealing With Critics

You're out in the community, trying to meet people, and upon learning where you work, someone criticizes your station's music. How do you respond?

In a nonthreatened, easygoing manner.

CRITIC: You guys play the same songs over and over!

YOU: I know what you mean. Don't quote me on this, but sometimes I think if I play (artist X) one more time, I'll scream! You and I might prefer a little more variety, but we've learned that most people want to be able to turn on the radio and hear the hits. What singers do you like?

"Control is . . . important on request line calls. Be polite, but don't wait for a caller to give you permission to hang up."

When he mentions someone, say, "Oh yeah, he's great. Have you heard his new single? No? Check out my show tomorrow morning. I'll play it around 8. It's really hot."

Here's another approach:

CRITIC: You're with (station X)? You play country music, right?

YOU: (Proudly) Yeah!

CRITIC: I hate country music. YOU: You do? Just out of curiosity, when's the last time you really listened to a Country station?

CRITIC: It's been so long, I can't even remember. I hate the stuff.

YOU: You sound like a rock & roll kind of guy.

CRITIC: You got it.

YOU: Just like me. When I was a kid, Chuck Berry was practically my religion. I'm sure you know there's a lot of country influence in rock & roll, but these days there's also a lot of rock in country music. Do me a favor: tune in my show tomorrow afternoon. I can't guarantee you'll be converted to country music, but I'll bet you'll be surprised. And even if it's as bad as you remember, maybe you'll still get to win \$100 on our Sports Trivia Challenge.

"If a request line caller asks for a song you don't play, lead him to an acceptable song you can play."

Spicing Up Contest Calls

Another DJ query: "We're supposed to put all our contest winners on-air, but somehow they seem to follow the same boring script. What can I do to make the calls more entertaining?"

Change the script. Here's a typical on-air contest winner:

YOU: You've just won \$1000!

CALLER: Fantastic!

YOU: What are you going to do with the money?

CALLER: Uh . . . spend it!

You can avoid this hackneyed scenario by pre-interviewing the caller off-air and coaching if necessary:

YOU: Spend it on what?

CALLER: Oh, I don't know. I could use a vacation, I guess.

YOU: Where would you go on your fantasy vacation?

CALLER: Um . . . I think I'd go to Hawaii.

YOU: Who would you take with you?

CALLER: My boyfriend.

YOU: Great! I'm going to put you on the air, and when I ask what you're going to do with the money, you tell everybody about your romantic dream vacation to Hawaii with your boyfriend.

Or you can set the caller up with a silly, bogus answer:

YOU: Hey, just as a gag, when I ask what you're going to do with the money, how about saying you plan to use it to Scotch-guard your boss's toupe?

Dan O'Day, author of *Personality Radio*, consults a limited number of radio stations and conducts air talent seminars for stations, groups, and associations. He can be reached at (213) 479-1767, or faxed at (213) 471-7762.



The Great American Pastime

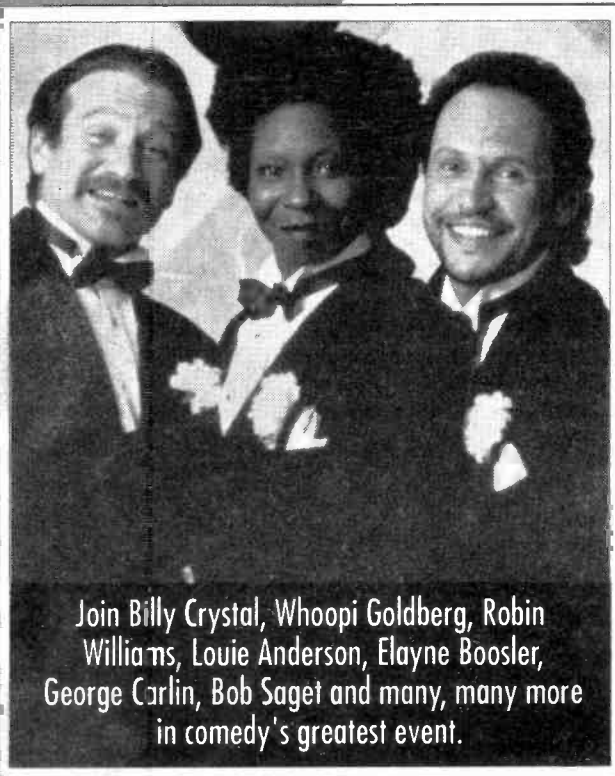
Baseball may be "America's favorite pastime," but radio is even more popular. In fact, 96% of all Americans spend time listening each and every week. People tell us in their diaries that, all week long, radio is their constant companion.

Arbitron has been measuring radio audiences since 1965. And now we offer much more than just simple demographic breakouts; Arbitron can help radio stations analyze listener data in ways that will help your advertisers sell more products and more services. The figures prove that radio is a bigger hit than ever.

ARBITRON

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America's greatest comedians did.
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'90

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Proceeds from Rhino's sales of THE BEST OF COMIC RELIEF '90
go to Comic Relief, Inc. to benefit America's homeless.

Where there's laughter . . .
there's hope.

COMIC RELIEF albums 1, 2 and 3 also available from 

MUSIC DATEBOOK

Have You Heard? Paul's Dead

MONDAY, SEPTEMBER 17

1931/RCA introduces the 33-1/3 rpm long-playing record.

1967/Ed Sullivan asks the Doors' Jim Morrison to omit the "... get much higher" line when he performs "Light My Fire" on the show. Morrison agrees, then sings it anyway.

1980/Bette Midler's concert movie, "Divine Madness," opens nationally.

1989/Paula Abdul's hot streak continues when she wins Best Choreography Emmy Award for her work on "The Tracy Ullman Show." Linda Ronstadt wins one for her "Canciones De Mi Padre" PBS special.

Born: Fee Waybill 1950, Lol Creme (10cc, Godley & Creme) 1947, the late Hank Williams Sr. 1923

TUESDAY, SEPTEMBER 18

1947/Minnie Pearl and Ernest Tubb headline the first country music show ever held at New York's Carnegie Hall.

1970/Jimi Hendrix is found dead in his London apartment as a result of complications from barbiturate intoxication.

1981/Guess he got tired of his car — Gary Numan attempts to fly around the world in a single-engine plane. He makes it as far as India.

1986/The magic of Michael Jackson hits the Magic Kingdom as the "Captain EO" 3-D movie opens at Disneyland.

Born: Ricky Bell (Bell Biv DeVoe, New Edition) 1967, Michael Franks 1944, Pam Hutchinson (Emotions) 1958, Frankie Avalon 1939

WEDNESDAY, SEPTEMBER 19

1958/Elvis boards a plane bound for Germany to begin serving his term in the Army.

1968/Country great Red Foley passes away.

1975/David Bowie grabs his first CHR No. 1 as "Fame" tops the chart.

1979/Thousands gather in New York to attend the MUSE (Musicians United for Safe Energy) "No Nukes" concerts. Headliners include Bruce Springsteen, Jackson Browne, James Taylor, Carly Simon, and the Doobie Brothers.

1989/Haggardland? Okiewood? — Merle Haggard announces plans to invest in a Muskogee, OH amusement park to bear his name. Also, Billy Vera plays a drug king who gets iced on "Midnight Caller."

Born: Charlene Burch (Burch Sisters) 1962, Bill Medley 1940, Nile Rodgers 1952, David Bromberg 1945, Freda Payne 1945, the late "Mama" Cass Elliot 1943, the late Brian Epstein 1934



Bruce Springsteen, Ray Charles, Michael Franks, Ricky Bell

THURSDAY, SEPTEMBER 20

1966/Beatle George Harrison travels to India for his first meeting with the Maharishi Mahesh Yogi.

1970/Indecent, but not lewd? — Jim Morrison is acquitted of lewd behavior charges in Miami, but convicted of indecent exposure for "revealing himself" to a Miami audience.

1973/Singer Jim Croce is killed in a plane crash while traveling to a show in Texas.

1989/Gloria Estefan & Miami Sound Machine file a \$1 million lawsuit against their former managers following the group's removal from the Amnesty International world tour. MSM was dropped when Bruce Springsteen requested his sets be increased from 20 to 90 minutes.

Born: Alannah Currie (Thompson Twins) 1957

FRIDAY, SEPTEMBER 21

1966/While on a plane taking him to his first European tour, Jimmy Hendrix changes the spelling of his first name to Jimi.

1980/Shortly after Donna Summer joins up, Elton John becomes the second major artist to sign with fledgling Geffen Records.

1988/No doubt lots of folks called in sick the next day — The Amnesty International tour hits Los Angeles. Due to Yom Kippur, the concert starts three hours later than usual, and doesn't end until 2:30am.

1989/Citing "irreconcilable differences," the Bangles break up, although the group calls it a "temporary 18-month split."

Born: Don Felder (Eagles) 1947, Corrine Drewery (Swing Out Sister) 1959, Betty Wright 1953

SATURDAY, SEPTEMBER 22

1965/Roger Daltrey is almost tossed out of the Who when he punches Keith Moon after a Scandinavian concert.

1980/Figuring his buddy Elton knows what he's doing, John Lennon inks a deal with Geffen.

1983/The Everly Brothers perform together for the first time in ten years. Duo broke up during an onstage argument in California.

1988/USA Today quotes Def Leppard's Joe Elliot on Neil Young: "He can't sing or play guitar. I wouldn't cross the street to see him play for free."

Born: Johnette Napolitano (Concrete Blonde) 1957, David Coverdale (Whitesnake) 1949, King Sunny Ade 1946, Debby Boone 1956, Joan Jett 1958

SUNDAY, SEPTEMBER 23

1935/Bob Wills & The Texas Playboys are recorded for the first time.

1969/The London Daily Mirror launches the "Paul McCartney is dead" hoax by printing the blaring headline, "Clues Hint At Beatle Death." The rumor travels around the world.

1987/After being credited with reviving the Bakersfield sound, Dwight Yoakam performs at the California city for the first time. Buck Owens joins him on "Little Ways."

1988/Tammy Wynette files for emergency bankruptcy shortly after losing a \$900,000 court judgement.

Born: Bruce Springsteen 1949, Ray Charles 1930, Julio Iglesias 1943

—Paul Colbert



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"The Crying Scene"

No. 1 Alternative Track

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Buzz Bin Rotation
on MTV**

produced by Roddy Frame and Eric Calvi from the album

Stray



Management: Southside Management

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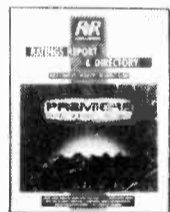
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BRAD MESSER

CALENDAR

Radio News: Nothing's More Convenient

A few people have been fretting about radio news, crying on one another's shoulders. They worry that when a big story breaks, Americans rush to network television or CNN, whereas in the past they depended on radio during a crisis.

These fretters give the impression radio newsmen are a bedraggled bunch of orphans, unappreciated and abandoned. If that were so, we'd have to clear the decks in the orphanage and make more room, because our newspaper counterparts are also whimpering. Moreover, even TV people have been shedding tears about news audience shrinkage.

At the bottom of it all, most agree that a large percentage of Americans haven't been going out of their way to inform themselves through any medium lately.

On the TV side, entertainment programs have long been the 800-pound gorillas of the ratings. Until last month's Iraqi invasion, CBS's "60 Minutes" hadn't hit No. 1 since

1988.

Print journalists have been making orphan noises for so long we've become deaf to their cries. While radio stations have been proliferating, newspapers have been disappearing. The surviving papers are read by fewer people, especially by fewer young people. A Times Mirror poll of Americans under 35 reveals only 30% had "read a newspaper yesterday." The nose-dive is so severe that newspapers have lost over half their under-35 readers in the past 25 years.

Newspapers may be losing readers, but TV news isn't picking them up. The same younger Americans who are doing less newspaper reading are equally uninterested in news on the tube. When Times Mirror pollsters asked them

whether they'd watched TV news yesterday, only 41% responded yes.

Stop Worrying

There's no need to worry about radio. Millions of entertainment-hungry people are out there tuning in tunes, phoning talk hosts, faxing in record requests, and — yes, it's true — getting news first from radio.

As the Mideast situation intensifies, radio is providing a broad range of coverage, especially excelling at localizing the story. I'm reminded that the ancient Chinese character for the word "crisis" is a combination of the words "danger" and "opportunity." Radio has capitalized on the opportunity, and listeners who come for entertainment are hearing news here, too.

There's no news more convenient than radio news. People don't have to go out of their way to hear us. Even when they're on the move, we're with them.

Citizenship Day

MONDAY, SEPTEMBER 17 — Today is Citizenship Day, previously known as "I Am An American Day" and "Constitution Day," based on the conclusion of the Constitutional Convention 203 years ago at Philadelphia (1787). Delaware was the first state to ratify the Constitution on December 12; Pennsylvania followed a week later.

Exiled Nicaraguan President Somoza was assassinated in Paraguay in 1980. Rawlings, WY woke up to a two-foot snowfall in 1965. The first "talent search" program, "Major Bowes' Amateur Hour," premiered in 1936. Orville Wright's plane crashed in 1908, injuring him and killing Thomas Selfridge, who thus won the unfortunate distinction of being the first airplane passenger fatality. President George Washington gave his farewell speech in 1796, declining to run for a third term.

Birthdays: John Ritter 42. Jeff MacNelly ("Shoe" cartoonist) 43. Ken Kesey 55. Anne Bancroft 59. Roddy McDowall 62.

Hurricane Hugo Hits Virgin Islands

TUESDAY, SEPTEMBER 18 — Hurricane Hugo hit the U.S. Virgin Islands and Puerto Rico in 1989, damaging 80% of the buildings on St. Thomas and St. Croix. President Bush sent 1000 military police to the Virgin Islands after two days of widespread looting (9/20/89).

At the 1987 Arms Control Summit, the U.S. and USSR announced plans for Reagan and Gorbachev to sign an agreement for a worldwide ban on medium- and short-range nuclear missiles. Jimi Hendrix died in 1970 at age 28. Green River Liquor tried nighttime skywriting in 1937 — it had its name written in smoke over NYC by the light of a full moon.

Birthdays: Frankie Avalon 50. Fred Willard 51. Robert Blake 56.

Killer Quake Rocks Mexico

WEDNESDAY, SEPTEMBER 19 — Three days of severe earthquakes began in Mexico City in 1985, killing some 5000 people and touching off frantic efforts to rescue hundreds trapped in collapsed buildings.

West Germany banned leaded gas in 1984, effective in 1988. Wall Street commodities trader Marc Rich was indicted in 1983 on a charge of evading \$48 million in taxes, the biggest such case in U.S. history. Gram Parsons of the Byrds and the Flying Burrito Brothers died in 1973 of a drug overdose. Hurricane Beulah dropped 12.19 inches on Brownsville, TX in 1967, the town's 24-hour rainfall record (9/19-20).

Birthdays: Joan Lunden 39. Joe Morgan (Baseball Hall of Fame) 47. Paul Williams 50.

Rosh Hashanah

THURSDAY, SEPTEMBER 20 — Today is Rosh Hashanah, Jewish New Year.

Former Texan Richard Ramirez, the "Night Stalker" who terrorized Southern California in 1985, was convicted in 1989 of 13 murders. Former Texas Tech university President Lauro Cavazos became Secretary of Education in 1988 (the first-ever Hispanic Cabinet member). Singer/songwriter Jim Croce died in a plane crash in 1973 at Nachitoches, LA. The USS Constitution was launched at Boston Navy Yard in 1797.

Birthdays: Sophia Loren 56. Red Auerbach (Basketball Hall of Fame) 73.

School Bus Tragedy Takes 20 Lives

FRIDAY, SEPTEMBER 21 — A soft drink truck hit a school bus and knocked it into a water-filled gravel pit in 1989 near Alton, TX, killing 20 students and injuring more than 60.

Interior Secretary James Watt apologized in 1983 for saying he had a mixed advisory panel of "a black, a woman, two Jews, and a cripple." NFL players walked out in midseason in 1982 and stayed on strike until mid-November. The Guinness somersault record of 8450 forward rolls was set in 1974. A hurricane hit New York, Rhode Island, and Connecticut in 1938, with wind gusts to 186mph and a 30-foot storm surge blamed for more than 600 deaths.

Birthdays: Bill Murray 40. Stephen King 43. Larry Hagman 59.

Saturday (9/22): Scott Baio 29. Tom Lasorda 63.

Sunday (9/23): Bruce Springsteen 41. Julio Iglesias 47. Ray Charles 60. Mickey Rooney 70.

THE JOURNEY OF THE CENTURY.

SEPTEMBER 12-15
AT THE NAB CONVENTION



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JOEL DENVER

PD Forum: State Of The Format

Redefining The Competitive Challenge In The Wake Of Shifting Demos, Niche Programming

I recently organized a roundtable discussion via phone with a group of CHR PDs to survey the state of the format. Taking a hard look at present and future fragmentation, demographic shifts, niche programming, and other issues affecting CHR are KRBE/Houston PD Steve Wyrstok, WLWL/Minneapolis PD Greg Strassell, WTFX/Madison and Joyner Communications National PD Pat Gillen, and WQUT/Johnson City, TN PD Rufus Hurt.

Nay To The Doomsayers

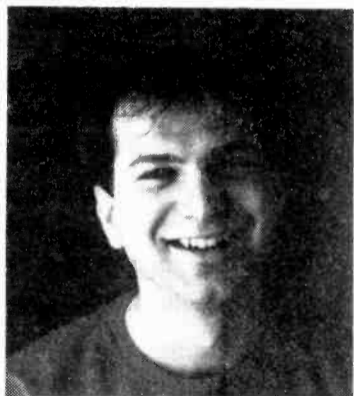
R&R: Any truth to the rumors that CHR is heading for a decline?

GS: I don't think so. CHR is the only format catering to a younger audience and introducing current product. As time goes on, I see people who are growing up with CHR staying with it. Five years from now, AOR will have become a 35-64 format.

PG: And CHR is the only format that changes with the times. What we are today, we won't be five years from now; we'll be reflecting what's contemporary and what's hip at that time.

RH: I recently talked with [WZOU/Boston PD] Steve Rivers and asked him about an *American Demographics* seminar I attended in New York. It was stressed that if you're targeting a 25-34 audience, by the end of the decade you're going to be in Chapter 11 because the demo is shrinking and 35-54 is going to be everybody's target. CHR's 18-34 target could prove a liability: when the 25-34 hole drops out, where are we?

Steve said: "We play the hits, and people are always going to



Steve Wyrstok

"The result of the demos shifting will be fewer survivors per market doing CHR. But as long as there's new mass appeal, exciting music, there's going to be CHR."

—Steve Wyrstok

On The Agenda

- Rumors of format's decline
- Demographic shifts/"25+ disease"
- Why rock isn't working with younger demos
- Playing it safe vs. taking musical risks

want to hear the hits. The music you grow up with as a teenager stays with you." There's a 45-year-old accountant in our office who can't wait to get her hands on Aerosmith tickets. This generation of 35-54s won't react or behave the same as the previous generation. When you turn 34 you don't wake up and say, 'Hey where's my Neil Diamond today?' You wake up still wanting to hear youthful, contemporary artists. The format is solid, and it's going to be here into the year 2000."

SW: The result of the demos shifting will be fewer survivors per market doing CHR. But as long as there's new mass appeal, exciting music, there's going to be CHR.

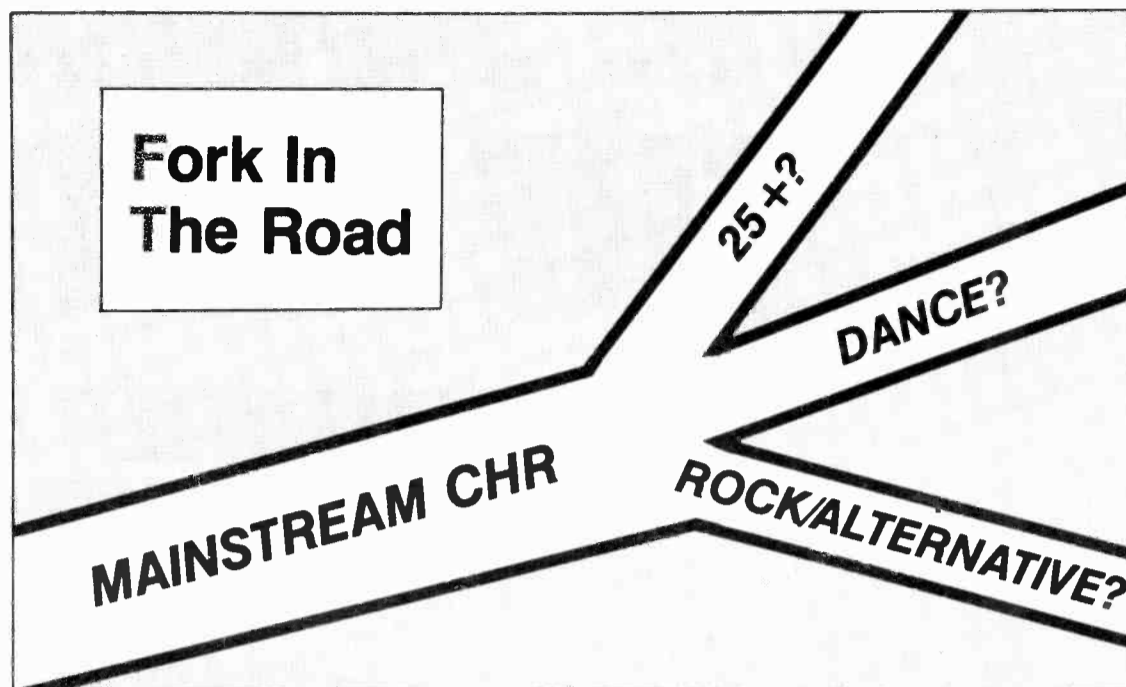
'25+ Disease'

R&R: KHMV/Houston is now targeting 25+. A growing number of CHRs across the country are following suit. Some programmers call "25+ disease." Isn't it the same thing that happened a decade ago — when CHRs changed targets and ended up getting clobbered?

SW: Yes — no doubt about it. If you're just going to shoot 25+, you're going to have a problem. We may see some successes, but they'll have to be very targeted and very focused to be effective.

GS: CHR targeted for 25+ is "AC for the Duran Duran generation." Theoretically, it's fine to target a 30-year-old female if the situation allows you to do that. But when your CHR competition begins targeting a 20-year-old female, you're in trouble.

SW: When I was at WAPW (Power 99)/Atlanta, we realized



of 35 or 40 have already acquired a tremendous amount and spending slows. We don't say we're going to be the third, fourth, or fifth buy in 25-34s, we say we're going to dominate 12-24 and be No. 1 18-34. We'd rather be No. 1 in something than be No. 3 in 25-44 with that as our best showing.

GS: Ten years ago the population shifted to 25-54, and this year it's shifting to 35-64. Ten years ago CHRs were softer, playing Air Supply and Juice Newton. Then [consultant] Mike Joseph came around in the early '80s and put on high-energy Top 40 with "Hot Hits." [This cycle's] going to happen again if the "25+ disease" keeps spreading.

RH: If you're going to try to have long demographic legs with a mainstream CHR, you'll have to be careful not to come off as wimpy, unhip, or square. Or somebody will come in and clean your clock but good.

Stick To Game Plan

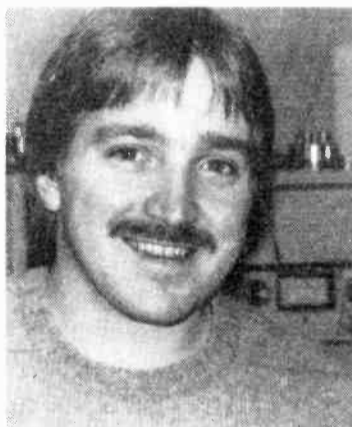
R&R: Suppose your GM says, "I need more 25+." Should you de-

crease your currents and add more recurrents and gold?

RH: Absolutely not. You have to focus on and serve your core. As soon as you stop doing that and shift toward an older audience, you may or may not get that older audience. But you'll lose your core in the process.

SW: Get your GM to look at the priorities and be realistic. If the move can be attained, fine. But taking a second look — and not reacting in knee-jerk fashion — is always the way to go.

PG: You've got to have a game plan from the start. It must be the



Greg Strassell

"CHR targeted for 25+ is 'AC for the Duran Duran generation.'"

—Greg Strassell

every station was going for 25+ or 35+ with the exception of WVVE (V103). [In a situation like that] do you compete with those stations, or do you realize that because you're a CHR, the most likely listeners are in the lower demo? If all the other stations are after 25+, you can have the middle and lower ends exclusively to yourself. That might be CHR's savior. There's enough pie to be divided, even though the numbers are sagging.

PG: One of the sales techniques we use is [to tell advertisers] our audience is in an acquisition mode. Younger demos stimulate older demos to buy. People over the age



Pat Gillen

"One of the sales techniques we use is [to tell advertisers] our audience is in an acquisition mode. Younger demos stimulate older demos to buy."

—Pat Gillen



Rufus Hurt

"If you're going to have long demographic legs with a mainstream CHR, you'll have to be careful not to come off as wimpy, unhip, or square. Or somebody will come in and clean your clock."

—Rufus Hurt

owner's, GM's, and PD's plan, and you must stick with it. The more times you switch directions, the more problems you're going to cause.

RH: When you feel the most intense urge to put your hands on the wheel and turn, that's when you

BEFORE YOU HIT THE BOOKS, BOOK THESE HITS:



MARIAH CAREY

"Love Takes Time"

Produced and arranged by Walter Afanasieff
Taken from the Columbia release: MARIAH CAREY 45202

#1 MOST ADDED TOP 40
#1 MOST ADDED AC

See Mariah Perform Live on Arsenio Hall September 10



MICHAEL BOLTON

"Georgia On My Mind"

Produced by Michael Bolton and MBO Productions Inc.
Taken from the Columbia release: SOUL PROVIDER 45012

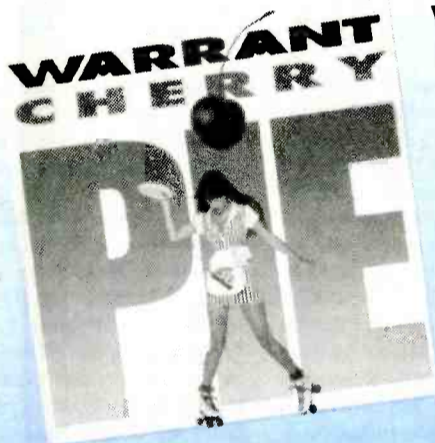
AC 14 - 9
TOP 40 deb 38

On Over 275 Top 40 Stations Including:

B104 B97 KIIS
B94 Q102 KZZP
Y100 KDWB Z95

VH-1 5 STAR ROTATION

Catch Michael on Tour with Kenny G!



WARRANT

"Cherry Pie"

Produced by Beau Hill
Taken from the Columbia release: CHERRY PIE 45487

TOP 40
MOST ADDED

On Over 125 Top 40 Stations Including:

Y95 add 27 KEGL deb 29
WLBQ add 37 Z95 deb 30
B94 deb 29 PIRATE deb 19 HOT MTV HEAVY

See Warrant Perform Live on Arsenio Hall September 14



GEORGE LAMOND

"Look Into My Eyes"

Produced and mixed by Mark Liggett & Chris Barbosa
Taken from the Columbia release: BAD OF THE HEART 45488

On Over 110 Top 40 Stations Including:

HOT 97 POWER PIG HOT102
POWER 96 B96 Q106
Q105 WLOL KMEL



MICHELLE

A GIRL CAN NEVER
HAVE TOO MUCH
GOLD.

WITH TWO GOLD SINGLES ALREADY—



AND



EVERYBODY'S WATCHING FOR



TO GO GOLD, TOO.



ON TOUR WITH MC HAMMER.

1990 Atlantic Recording Corp. A Time Warner Company

CHR

PD Forum: State Of The Format

Continued from Page 66

need to take your hands off the wheel and give it a second thought.

Overreaction To Niche CHRs?

R&R: Niche CHR programming has worked well in the last four or five years — more so for Dance CHRs than Rock CHRs. Has mainstream CHR overreacted to niche stations and musically limited itself as a result?

SW: People's tastes have changed. In ten years, AC will be playing Paula Abdul and Madonna, just as what CHR plays today is different from what it played ten years ago.

R&R: Why isn't rock working as well with younger demos?

SW: To my ears, most of the rock is simply the same old stuff regurgitated over and over again. We have the same problem with dance records sounding similar. You have to avoid trailing one similar record after another. The problem with records like Faith No More's "Epic," which seems to be a hit, is that teens are divided in their tastes.

GS: There are two other elements involved. With AORs playing less current product, it's hard to introduce rock to a mass aud-

ience with any relative safety. Also, five years ago most CHRs sampled men and women in callouts. Now we've tightened it down to females so the research is skewed in one direction.

R&R: Should programmers be more openminded to what the audience will accept if given the chance?

SW: Yes. You could be looking at a week's worth of callout research with 20 titles, and the worst testing-

song might end up in the Top 50 during an auditorium test where the sample is wider. Who knows?

Coming Next Week

Next week the PD forum covers contests, promotions, finding morning personalities, staff motivation, and positioning your station/repositioning your competition. Also on the agenda: Arbitron's proposed electronic diary system.

BITS

• **Ribbing It Up** — WKZW (KZ93)/Peoria, IL helped fill the air with the savory smell of barbecue sauce as it sponsored the sixth annual Mayor's Rib-Bib Cookoff. Backyard gourmets citywide brought their best bones to the competition. No doubt the KZ93 jocks poured on those rib-tickling one-liners.

• **Russ Parr's Drug-Free Thaw** — Morning man Russ Parr kicked off KJMZ/Dallas' "Put A Freeze On Drugs" campaign by doing his show while encased in 3000 pounds of ice. During the drippy broadcast, Parr introduced the 100.3 Jamz Crack Hotline, an anonymous tip line to local drug officials, and served free breakfast for passers-by.



• **This Hammer Don't Hurt 'Em** — When M.C. Hammer hit Houston, KRBE made sure everyone in attendance could enjoy "Hammer time" in a hilarious way. Thousands of foam hammers (pictured) were handed out as folks filed into the Houston Summit. The demand for the slammin' hammers was so great the city sheriff's department helped pass 'em out.

MOTION

• **Rob "Iceman" Izenberg** leaves KZZP/Phoenix to rejoin **Bruce Kelly & Co.** at crosstown KOY-FM.

Rafi Contigo trades nights at AOR WHTQ/Orlando for weekends/swing/morning traffic at Dance CHR WPOW (Power 96)/Miami. . . WNVZ/Norfolk's **Doc Holiday** (aka **Jeff Duncan**), PD **Chris Bailey's** morning sidekick, is exiting for afternoons at WXXL (XL106.7)/Orlando. Bailey's looking for a replacement. . . WRQN/Toledo APD/MD/afternoon driver **Trey Alexander** departs to search for a PD/MD post; **J.J. Riley** joins from WXXX (95XXX)/Burlington, VT for MD chores. Reach Alexander at (419) 841-8880.

WTBX/Hibbing, MN MD/morning man **Ken O'Brien** rises to APD. Also at WTBX, **James Baker** has left nights and can be reached at (218) 263-4446. . . After four years at KPWR (Power 106)/L.A., morning producer **Hal Abrams** crosses the ocean for afternoons at KQNG/Luhue, HI. His wife, **Mollie D** from KCAQ (Q105)/Oxnard-Ventura, CA, also joins KQNG for part-time duty. . . **Patti Cheeks** is now in late-nights at WRBQ (Q105)/Tampa on a parttime basis. And it's **Ken Martin** — not **Kevin Martin** — who becomes Q105's Co-Production Director, coming from Classic Rocker KLSX/L.A.

After ten years at WZAT (Z102)/Savannah, PD **Brady McGraw** will leave October 1. Contact him at (912) 233-8809. . . Swingman **Jay Michaels** moves up to middays as KHFI (K98)/Austin splits the daypart. . . WPRR/Altoona, PA night rocker **Dave McCall** fills the open Promotions Director slot. . . **Steve Somers** moves from Gold KLTE/Oklahoma City to middays at crosstown KZBS (Z99). . . KZIO/Duluth, MN welcomes middayer **Chris Daniels** as **Todd Ryan** heads down the street for nights at Country WAVC.

Robbie Thomas has joined WXLK (K92)/Roanoke for weekends from the morning shift at WYZZ/Ft. Walton Beach, FL. . . KAAK/Great Falls, MT PD **Steve Kellar** signs on at KBOZ/Bozeman, MT as MD/night rocker. . . WLRW/Champaign, IL greets new AM cohost **Maura Myles** from WXLC/Waukegan, IL. . . WWCK (CK105)/Flint, MI adds night guy **Scott Fox** "Out Da Box" from WQUE-FM/New Orleans and overnigher **John Eric Stevenson** from WZIX/Columbus, MS. . . WDAN (AM)/Danville, IL PD **Mike Hulvey** is upped to OM, overseeing WDAN and WNDL-FM.

KATM/Colorado Springs replaces PD **Tom Fricke** with **Mark Blake** and nabs Promotions Asst. **Brian Craig**, both from sister station KATT/Oklaho-

ma City. . . KKSS/Albuquerque vet **Ja-que James** fills the KXXR/Kansas City midday slot vacated by **Gary Franklin**; Franklin's now at **Atco Records**.

WRQN/Toledo welcomes **Staci Kelly** from KRIT/Ft. Dodge, IA to middays succeeding **Mark Allen**. . . WQXA/York, PA brings in KJYO (KJ103)/Oklahoma City's **Boomer** for nights as **The Round Mound Of Sound** splits his shift and does late-nights. . . **Wild Man Walker** has left nights at WQID/Biloxi, MS and PD **Todd Martin** needs T&R's yesterday. . . WKZL/Winston-Salem ups Research Director **Melissa Bucell** to Programming Asst. . . **Dave Tardelli** (aka **Mike Rhodes**) moves from weekends at WGOR/Lansing to nights at WDEK/DeKalb, IL.



TEENAGE MUTANT NINJA DJs — The WLRW/Champaign, IL morning crew received a visit from Teenage Mutant Ninja Turtle Raphael on "Turtle Tuesday." Where's the pizza, dude?

CANDYMAN

"KNOCKIN' BOOTS"



"Excellent hook with an infectious groove that translates into Top 5 requests here at KIIS."

Michael Martin, KIIS/Los Angeles



"Top 5 phones after two days of airplay – more than just teens, we're getting adult phones too!"

Marc Chase, WFLZ/Tampa



"Instant reaction – kids and adult women! It makes me wanna knock some boots!"

p.s. How do you like my picture?

Al Tavera, KPWR/Los Angeles



"Beat all competitors hands down in our 5-day Slam/Jam. Proving itself in phones – working in all demos."

Colette Gilbert, KHTK/St. Louis



"I love CANDYMAN, and I mean that!"



Epic

© 1990, CBS Records Inc.

Taken from the forthcoming Epic release:
"Ain't No Shame In My Game" 46947
Produced by Johnny "J" and Candyman

GARY MOORE

STILL GOT THE BLUES



Over 160,000 Sold In US--
Over 2 Million Worldwide!

Track **51** - **43**
Album **37**

WHFS
WBCN
KLOS

KDKB
KUPD
KRXQ

KOME
And More!

Produced by Gary Moore and Ian Taylor
Management: Steve Barnett / Stewart Young
Hard To Handle Management



from their debut album "Bellybutton"

"THE KING

IS HALF UNDRESSED"



New Rock 19

AOR New & Active
AOR New Artist #13

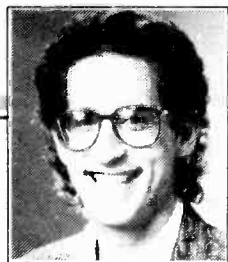
WHFS
WSHE
KRXQ

KZAP
KRQR
And More

On Tour With WORLD PARTY:

9/8 San Diego	9/18 Minneapolis	9/26 Boston
9/9 Los Angeles	9/19 Chicago	9/27 New York City
9/10 San Francisco	9/20 Detroit	9/28 Philadelphia
9/12 Boulder	9/21 Cincinnati	9/30 Washington DC
9/14 Dallas	9/23 Toronto	10/1 Raleigh
9/15 Austin	9/25 New Haven	10/2 Atlanta

Produced by Alby Galuen
Co-Produced by Jack Joseph Puig
Management: Industrial Management



HARVEY KOJAN

AOR

ALBUM ORIENTED ROCK

SPRING SCOOP

Got Numbers If You Want 'Em!

Here it is: the latest edition of the world-famous R&R AOR scoreboard, Motor Trend's "Scoreboard Of The Year" for 1990. Once again, the numbers offer convincing proof the format is in superlative health, with the vast majority of stations surveyed dominating their markets in the most desirable demos.

12+ Up

Overall, AORs did well in the 12+ beauty contest: 53% posted gains, while 41% were down. Of the 211 stations surveyed, 17 stations managed to finish No. 1 — the smallest number of market-toppers in scoreboard history. That's

not at all surprising: the teens who used to pad AOR 12+ scores are long gone, and the number of competitors has increased. KFMZ/Columbia, MO's 20.0 was the highest 12+.

Demo Breakouts

In the 18-34 arena, the key word is consistency. The percentage of

AORs leading their markets 18-34 is virtually unchanged since 1988. For example: the spring '88 scoreboard showed 44% of surveyed stations topping their markets in 18-34 adults. Last spring it was 46%. Now it stands at 45%. And the same holds true for 18-34 and 25-34 men.

The significant growth is in 25-54 men. In the spring '89 scoreboard, AORs were first in 37% of the markets. One year later, the figure has risen to 45% — the format's best showing ever in that key demo.

Format Report Card

Table with columns for Markets Survevied, Stations Survevied, 12+ Scores, Markets With AOR, and No. 1 in Adults 18-34, comparing Spring '90 and Spring '89.

Legend: All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight. No. 1 12+ figures are in bold. First or second place rankings in demos are indicated. (T) signifies a tie for the position. Stations listed below the line and/or outside their primary metros are enclosed in parentheses. They are included in determining market rank but do not contribute statistics toward the report card. Figures not available in condensed markets are indicated by "na."

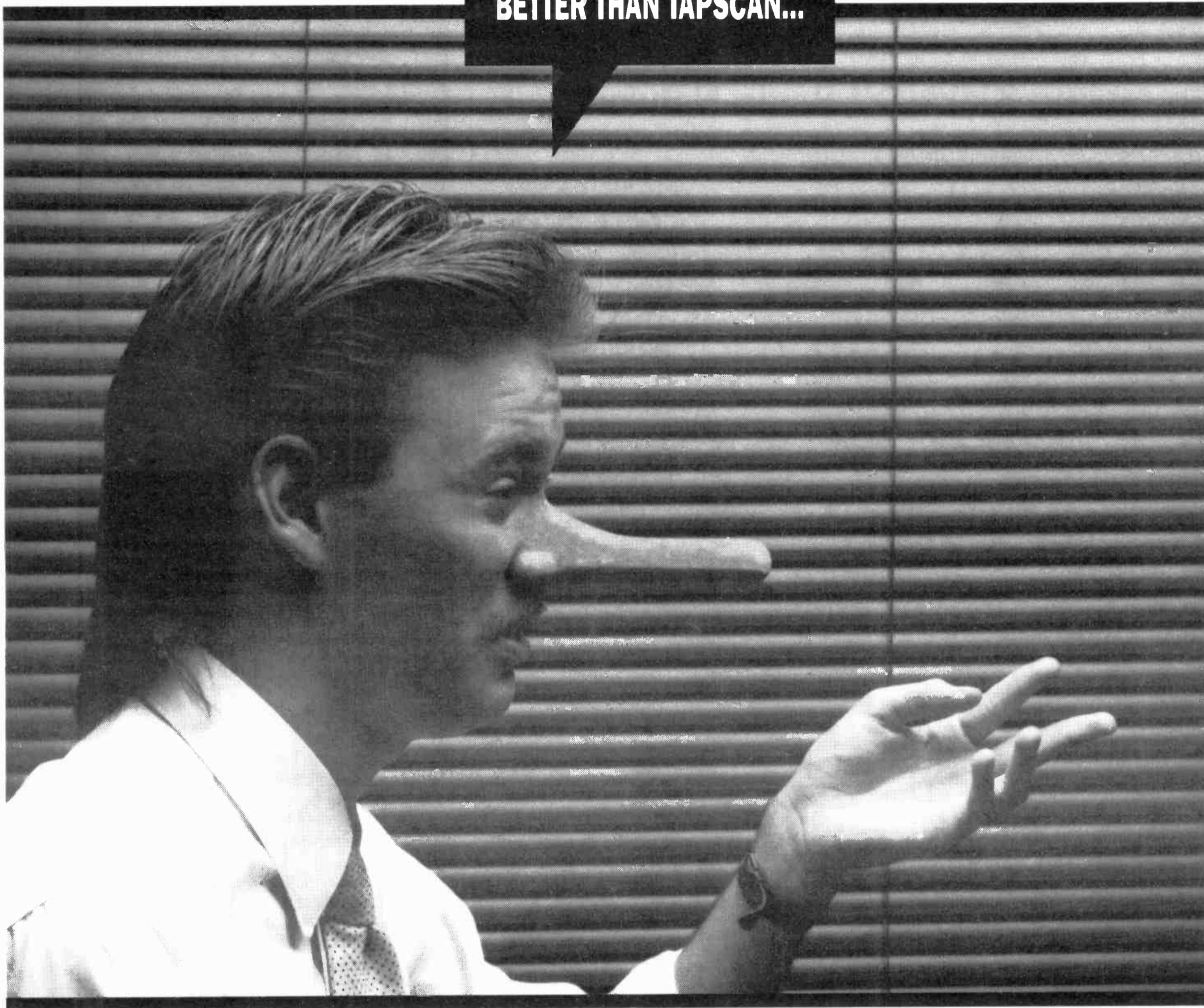
Spring '90 Scoreboard

Table of Spring '90 Scoreboard data, including Station/Market, 12+, Adults 18-34, Men 18-34, Men 25-34, and Men 25-54.

Table of Spring '90 Scoreboard data, including Station/Market, 12+, Adults 18-34, Men 18-34, Men 25-34, and Men 25-54.

Continued on Page 72

**YES, OUR RADIO RATINGS
ANALYSIS SYSTEM IS
BETTER THAN TAPSCAN...**



The tale of Mr. P. Nocchio, the software salesman.

Not too long ago, in a cold land far, far away, Peter Nocchio told a prospective client many tall tales. He told this person, searching for the elusive new customer, that his radio ratings analysis system was better than TAPSCAN's.

He told the young man that TAPSCAN did not have spectacular presentation graphics, regular enhancements and upgrades, and that their client services department was not the best in the industry. He even said that TAPSCAN did not have a product to fill every need at a station including quantitative and qualitative analyses, multimedia analyses, music scheduling, accounting, traffic, logging and billing, and even an electronic rate card system.

The more Peter talked the more his nose grew, and grew, and grew.

The client eventually became frightened and ran away. The next day he called TAPSCAN, tried their systems, and installed them at his station.

He lived happily ever after.



3000 Riverchase Galleria
Suite 1111
Birmingham, Alabama 35244
205 987-7456
See us at RADIO '90, Booth #1203.



WALT LOVE

UC

URBAN CONTEMPORARY

Grambling Kicks Off Radio Network

The sounds of football are in the fall air and on the air at a number of UC/Black stations — Grambling State University football is about to air for the first time on its own radio network.

50-Station Network

"This will be the largest black college football network in the country and second in magnitude only to Notre Dame," said Grambling alumnus (class of 1980) and eight-year industry vet Calvin Miles. He's now Director/Broadcasting at Grambling's KGRM, where he'll be handling the network's play-by-play commentary. "At last count we had approximately 50 stations nationwide."

"We've always felt our team should have a nationwide network. But convincing those in the broadcasting power structure was the tough job."

Miles noted, "including the U.S. Virgin Islands. Selected games will also be heard on the Armed Forces Radio Network."

Affiliates in place include WGCI (AM)/Chicago, WAOK/Atlanta,



Eddie Robinson



Calvin Miles

KCOH/Houston, KKDA (AM)/Dallas-Ft. Worth, and KOKA/Shreveport.

Overcoming Obstacles

"We've always felt our team should have a nationwide network," Miles said. "But convincing those in the broadcasting power structure was the tough job."

Things began to change when, as Miles explained, "Marv Dyson, President/GM of WGCI-AM & FM/Chicago, worked with his OM, Darryl Green, to get us involved with a production company called TBC in Robana, IL. Marv and Darryl believed in our program and gave

"If we can become a stronger voice in the community through our football program, we may be able to help deal with some of our community's problems."

us a chance on-air in Chicago on their AM facility. People responded, and the numbers did well during our broadcast. So they helped us put this network together through their contacts."

Miles will be joined in the broadcast booth this year by fellow Grambling alum and NFL all-star Buck Buchanan, who'll do color. "We're very happy to have Buck as part of our broadcast team this year," said Miles. "Not only was he with the Kansas City Chiefs during their championship years, he's in the NFL Hall Of Fame. He's going to add those special insights that provide the professional sound of daytime college football."



Sponsor Lineup

As for sponsors, Miles said, "Johnson Products [haircare supplies] is our major sponsor as of now. After each game they're going to provide a \$1000 'Player Of The Game Scholarship Award' to the winning player's school. We also have several beer companies interested in joining our sponsor lineup." At presstime, Grambling officials were still in negotiations with additional possible sponsors.

Miles pointed out the university has sent more football players to the NFL than any other school, black or white, with the exception of Notre Dame. "We had a very



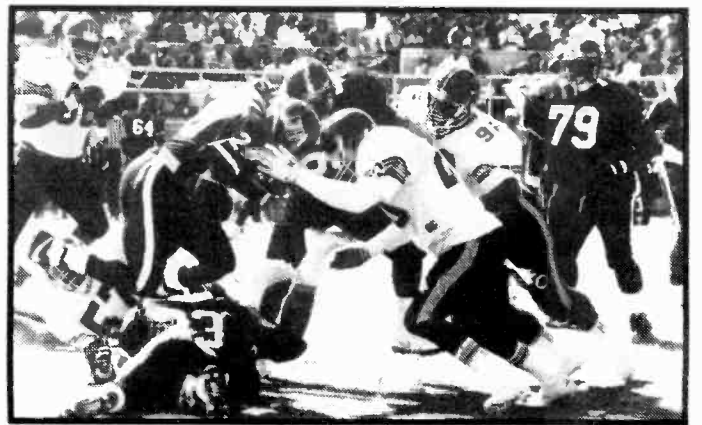
Buck Buchanan

good record last season: nine wins and three losses. We were undefeated in our conference [Southwestern Athletic Conference], and also qualified to go to the NCAA Division Two playoffs. This season, Coach Eddie Robinson will be in his 50th year as Grambling's head football coach.

"We have an 11-game schedule this year, and our first game will be played September 1 against Alcorn State University. Our regular season ends Thanksgiving weekend in New Orleans at the Superdome, which is one of our biggest games of the year. It'll be against Southern University in the Bayou Classic. Last year Grambling had the highest scoring total offense in the country and many of those same players will be coming back this year. I think we're going to have an exciting ball club."



Grambling passes against Jackson State, 1989.



Grambling stops the run — Jackson State, 1989

Game Schedule

- 9/1 Alcorn State at Shreveport
- 9/8 Open date
- 9/15 Tennessee State at Grambling
- 9/22 Hampton University at Giants Stadium (East Rutherford, NJ)
- 9/29 Prairie View A&M at Dallas
- 10/6 Alabama A&M at Indianapolis
- 10/13 Mississippi Valley at Birmingham
- 10/20 Jackson State at Grambling
- 10/27 Texas Southern at Houston Astrodome
- 11/3 Alabama State at Grambling Homecoming
- 11/10 South Carolina State at Orangeburg, SC
- 11/24 Southern University at New Orleans
- 12/8 California Bowl at Fresno — team TBA

Note: If Grambling participates in the NCAA's Division I-AA championship playoffs, TBC Sports will broadcast each game played.

"This will be the largest black college football network in the country and second in magnitude only to Notre Dame."

'Positive Message'

Addressing the benefits the network may render, Miles concluded with what he calls "the message" of Grambling football. "It's a positive message about athletics and academics for children and adults in the black community. If we can become a stronger voice in the community through our football program, we may be able to

help deal with some of our community's problems. We need to stress the importance of education, and we also want people to consider black colleges and universities. If we can help do these things through the vehicle at our disposal — athletics and our football program — we'll be very happy."

Picture This

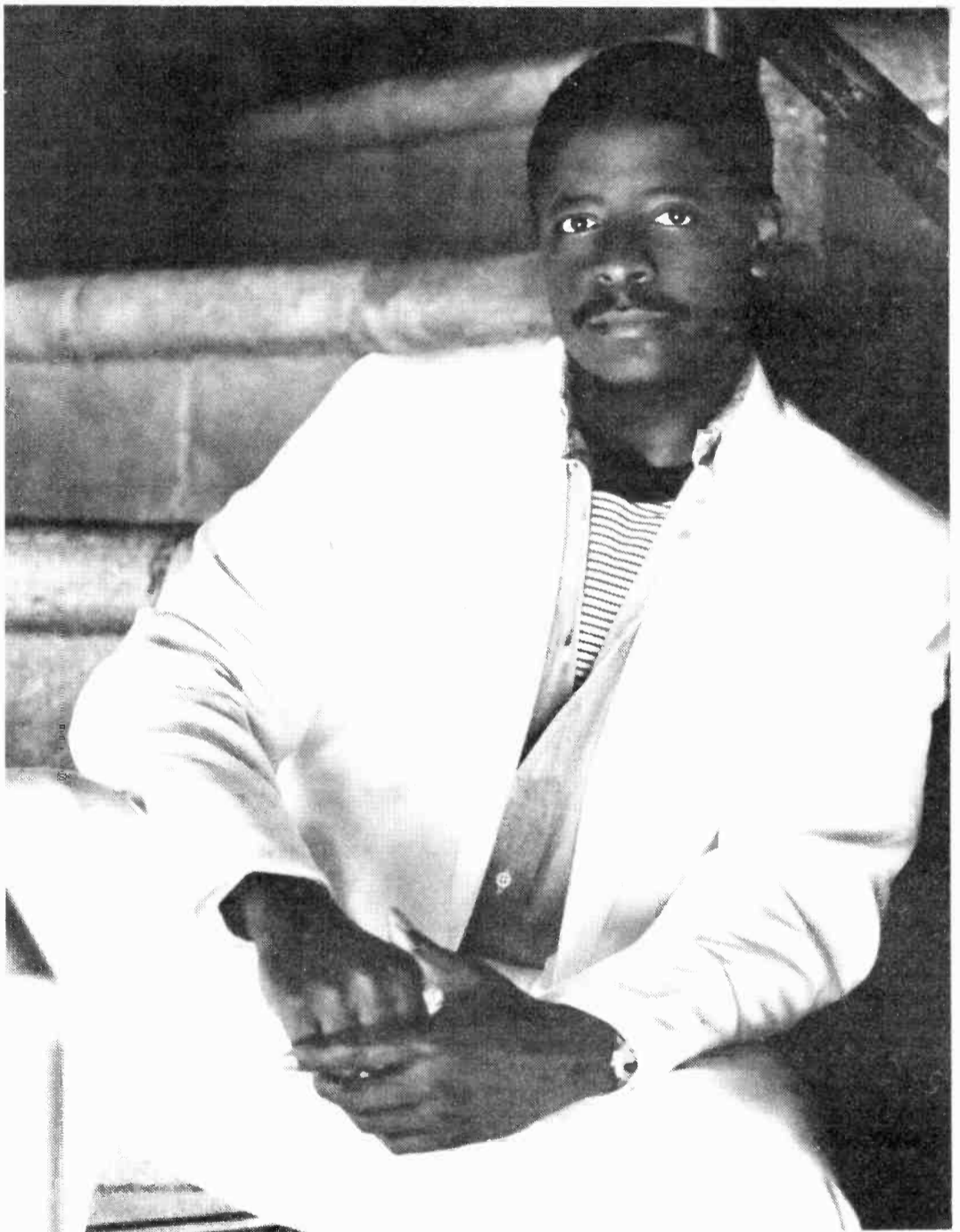
Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits, and mail to: Walt Love, 1930 Century Park West, Los Angeles, CA 90067.

**PLEASE ME...
TEASE ME...
DO IT IN**

Slow Motion

(MOTC-2064)

**THE
NEW
SINGLE
FROM
GERALD
ALSTON'S
FORTH-
COMING
ALBUM,
OPEN
INVITATION.**



URBAN CONTEMPORARY

BREAKERS

**NOW ON 67 UC
REPORTERS — 71%
MOST ADDED AGAIN!**



**produced by:
stan sheppard
and
jimmy varner**

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URBAN
CONTEMPORARY
NEW & ACTIVE

NOW ON 46 UC
REPORTERS
INCLUDING:

- | | |
|------|--------------|
| WAMO | WGCI |
| WHUR | WZAK |
| WKYS | WTLC |
| K104 | KPRS |
| KMJQ | WMVP |
| K97 | KMJM |
| WYLD | KJLH |
| WMYK | ...And Many, |
| WOWI | More!! |

blow
a
cool
breeze
through
your
quiet
storm
this
summer!

MICHAEL
FRANKS



"The Art Of Love"

The New Single



© 1990 Reprise Records

Produced by Jeff Lorber, from the album "BLUE PACIFIC"



SILKY SOUL SINGER — WYLD/New Orleans staffers presented Frankie Beverly of Maze with a plaque in memory of Marvin Gaye on the anniversary of Gaye's death. Assembled for the occasion were (l-r) WB's Matt Morton, 'YLD morning personality Guy Black, evening personality Papa Smurf, Beverly, 'YLD afternoon personality Kevin "Koolin" Fox, PD Brian Wallace, WB's Carolyn Baker, and WB's Sr. VP/Black Music Ernie Singleton.



LAY YOUR TROUBLES DOWN — Angela Winbush and Ronald Isley stopped by KJLH/Los Angeles for a little kindness, joy, love, and happiness. Sharing the moment were (l-r) WB's David Linton, Mercury's Karen Lyles, Winbush, KJLH PD Lynn Briggs, and Isley.



SURROUNDED BY TEMPTATIONS — WXYV/Baltimore afternoon DJ Tim Watts (in white shirt) hangs with four members of the Temptations.



COUP DE HOOP — The Coup de Hoop amateur basketball competition to benefit safer activities for kids featured the court skills of (l-r) KKBT (FM92)/Los Angeles's Cliff Winston, Full Force's B. Fine and Bow-legged Lou, the station's Big John Walker, the group's Paul Anthony, and Frank Miniaci of FM92.

DOC & B BOX & FRESH

**THE DOC IS IN THE
HOUSE AND YOUR
COMPETITION IS
CALLING ON HIM.**



**THROUGHOUT
THE COUNTRY
DOC BOX & B
FRESH ARE
REACHING
ACROSS ALL
FORMATS TO
ESTABLISH THE
ULTIMATE LOVE
RAP BALLAD,
"SLOW LOVE"
MOTC-2028.
FROM THEIR HIT
SELF-TITLED LP**

**MOT-6293. PRODUCED
BY MARQUIS "HAMI" DAIR FOR
DEF BOY X AND DIVA 1
PRODUCTIONS.**

NOW BEING PLAYED AT:

**URBAN: KSOL*, WPEG-FM, WJMH-FM, WIKS-FM,
Z93, WKWQ-FM, WWDM-FM, Z104, WIZF-FM,
WLOU-FM, KPRS-FM, KPRW-FM, WYLD-FM,
WXOK-FM, KIPR, KHYS-FM, WVEE-FM,
WAGH-FM, WFXMWIB, WENN-FM, WQQK-FM,
HOT105, WEDR-FM, WPOM-AM, WJHM-FM,
WTMP-AM, WRXB-AM, WHJX-FM, WZAZ-FM,
WANM-AM, KDAY-AM, KKFX**

**POP: KGGI*, KOY*, KMEL*, FM102*, PWRPIG,
Q105, KAKS, KZII, KPRR, KEZB, KKSS, KITY,
KTFM, K106, KZZB, KXXR, KS104, KKMG,
Q106, XHTZ, KCAQ, KQM, KIKI, KKFR,
KRQQ, HOT977, KROY, KDON, B95, WXKS,
TIC-FM, WKSS, WCGN, WKSE, 99WGY, WIOQ,
HOT999, WPGC, B96, WHYT, WGRD, Y107,
WCKZ, WHITE**

*** NUMBER 1**

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MIKE KINOSHIAN

AC

ADULT CONTEMPORARY

ELECTRONIC MAIL

Troops Receive Messages From Home

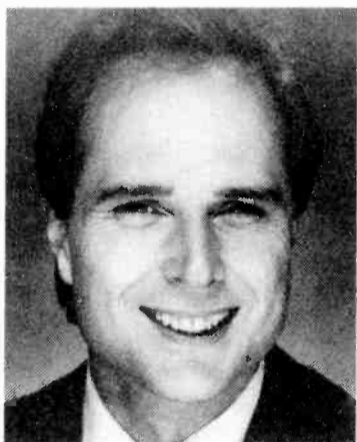
When thousands of American troops were dispatched to the Middle East last month, many radio stations showed their support in a variety of ways. We focus on three stations which, coincidentally, all use the "mix" handle: WWMX/Baltimore, KMMX/San Antonio, and KLSI/Kansas City.

Road To Cairo

On August 15, WWMX/Baltimore morning driver **Mike McCarthy** announced he would personally deliver a three-day broadcast of music and good wishes to American troops in Saudi Arabia. He backed up his promise by flying to Cairo and handing the tapes to the information officer at our embassy, Jay Taylor, himself a Baltimore native.

"I really want these men and women who represent our country to know that Baltimore citizens have them in their thoughts and prayers. I wanted to make sure they know how I feel by personally delivering this broadcast," McCarthy said.

Station representatives reported WWMX's telephone lines were jammed with listeners eager to



Mike McCarthy

record dedications to our troops. A U.S. Navy broadcast crew visited the station to film McCarthy during his AM drive shift.

According to WWMX Promotion Director Dawn Tritaik, Cairo

wasn't the first place the station tried to send McCarthy. "We originally tried to get Mike into our embassy in Saudi Arabia. That, though, was impossible. We pulled some political strings to get him into Cairo. We had to secure a visa and an updated passport, and our PD [Greg Dunkin] was on the phone constantly to make sure everything would be safe."

Vets Pitch In

WWMX contacted the White House Press Office, which in turn tried to arrange for the President to be present for McCarthy's Cairo sendoff.

"Unfortunately, we weren't able to get the President to swing by," Tritaik lamented. "It was interesting because he was addressing the 91st national convention of VFW, which was literally two blocks away from us. A large group of veterans came through Hopkins Plaza, where we were gathered, and videotaped messages for Mike to take with him. Their messages were very supportive. It was a real coup that they just happened to be passing through. There was nothing better for us to send to our guys in the Middle East than these messages from people who were once in their shoes."

Prior to delivering the tapes to the U.S. Embassy, McCarthy did his morning show live from Cairo.



KLSI/Kansas City's "Greeting Card From Home"

K.C.'s CLASS ACT

KLSI Flies Giant Greetings To Gulf

KLSI (Mix 93)/Kansas City created a unique 5' x 8' greeting card for our military personnel in the Middle East, plastered with signatures and messages from local residents.

KLSI began gathering signatures August 16 and finished the task two days later. AM drive co-host Pam Whiting left for Cairo to deliver the oversized card to our embassy. She noted, "The response to the card has been incredible. When airline officials saw it and the messages on it, they waived the restrictions and allowed me to carry it on board."

Air France security officials, however, informed Whiting she'd need to send the card from Paris to Cairo on an air cargo carrier. Even this potential stumbling block roll-

ed away when the pilot of the Paris-Cairo flight read what was on the card and overturned the decision.

Some stations opted to relay audio and/or videotape messages for our troops in the Middle East, but KLSI preferred the card angle. "We thought this was something people could see and touch," remarked Promotion Director Glenda Stultz. "The whole thing worked out very well. Many people who signed the card said that a friend or brother had just been sent to the Gulf."

Media Event

KLSI's activities caught much local media attention. "All the television stations covered our first day out," recalled Stultz. "They've also all done at least one follow-up report. In addition to the *Kansas City Star*, several suburban newspapers covered it."

Unlike WWMX/Baltimore, which shelled out \$1000 to send its morning man to Cairo (see separate story), KLSI got lucky. "An international travel agency [Travel Agents International] heard our plans on the air and called us," Stultz reported. "They offered their services to get Pam and the card to Cairo."

"She arrived at the embassy and made a full presentation with officials there. The card went to all the ships in the Persian Gulf and then to the bases. She said officials were overwhelmed by the size of the card and the thoughts and well-wishes."

Pitfalls Of Travel

The trip, though, took its toll on the diminutive Whiting. "She was completely wiped out," Stultz noted. "She's not a big person, and traveling with that huge card wasn't easy. The fights she had trying to get the card on planes were hard, too. She's tired, but relieved she made it."

ACCELERATION

Management

WJQY/San Diego ups morning man **Jim Doyle** to Asst. PD/Production Director . . . Six-year WLTT/Washington AM driver **Dave Arlington** is promoted to Asst. PD/Promotion Manager . . . **Ray Marshall** replaces **Randy James** as WFMK/Lansing's PD . . . WSGY/Albany, GA names **K.C. Edwards** PD.

Dennis Snow exits KCIZ/Fayetteville to become MD/PM driver at crosstown KEZA . . . WHTO/Williamsport, PA morning man **Jonathan Rush** joins WJNL/Johnstown as Operations Director . . . **Mark Price** rejoins WZLQ/Tupelo, MS as MD . . . WGLL/Mercedburg, PA welcomes **Melinda Myers** as MD . . . KWSI/Warm Springs, OR appoints **John Stolv** Station Manager . . . WLW/Cincinnati names **Mary Jo Meier** Marketing Director . . . **Brian Beddow** is the new PD at WTTR/Westminster, MD.

Air Talent

WLTT/Washington's new personality lineup is: **Dave Adler** (6-10am); **Paula Kasey** (10am-3pm); **Dave Stone** (3-6pm); **Beverly Fox** (6-10pm); **Al Santos** with the "Love Lite" (10pm-2am); and **Bill Hamlin** (2-6am) . . . CFTR/Toronto morning cohost **Larry Fedoruk** is now a member of CKFM/Toronto's morning team . . . Former KXYX/San Diego AM driver **Kenny Noble** crosses the street for mornings at KJQY.

KLTX/Seattle adds **Scott Ingram** to middays and **Sandy Hamilton** to weekends . . . Two-year WWLI/Providence ND **Donna Mac** is now the station's PM drive personality; Promotion Director **Jayne Berry** replaces Mac as ND . . . **Mike Fiss** joins **Bob Simpson** and

Jane London in AM drive on WSNY/Columbus. Fiss succeeds **Bob Simpson** . . . KYRK/Las Vegas morning man **John Potter** assumes similar duties across the strip at KWNR.

MILITARY TOWN PERSPECTIVE

Satellite Airs San Antonio Well-Wishers

As listeners called in with messages supporting our troops in the Persian Gulf, KMMX/San Antonio recently taped its on-air broadcast for 48 hours. Tapes were then re-broadcast via satellite to the Middle East.

San Antonio is home to Randolph AFB, Kelly AFB, Lackland AFB, Brook Army Hospital, and Fort Sam Houston Army Post.

"The neatest thing about what we did is that this is a military town," KMMX President **John Hiatt** pointed out. "It really hits close to home. In fact, my brother-in-law is a fighter pilot over there. Our contact at Kelly told me we're their local radio station, and he'd do everything possible to get our tapes played. They took our cassettes, dubbed them to reel-to-reel, and sent them to California, where they were broadcast on satellite."

KMMX received over 300 phone calls, and the event warranted coverage by the three network televi-

sion affiliates, Spanish TV outlets, and local newspapers.

"Some of the messages we heard made my eyes water," Hiatt said. "This type of event is something only radio can do. We did it on a Tuesday and Wednesday and it actually aired in Saudi Arabia Friday night or Saturday morning."

Emotional Rescue

Hiatt discussed the emotional aspect of the taping. "It was a real release for the people. These were the fathers and mothers, wives, and kids of youngsters sent to Saudi Arabia. It made them feel like they were at least doing something. A mother of a boy sent to Saudi Arabia broke up midway through

her message and couldn't continue. Another mother called with her two-year-old. She told her child to say, 'Daddy, I miss you, and please come home soon.' The little girl repeated everything her mother said. It was very emotional."

Several Vietnam veterans also participated. "They sent us some letters," said Hiatt. "They all generally wrote that when they were in the service, they wished they had something like us. They could've listened, closed their eyes, and pretended they were home. It's finally dawning on some people that this situation could escalate and we could be back where we were 20 years ago."

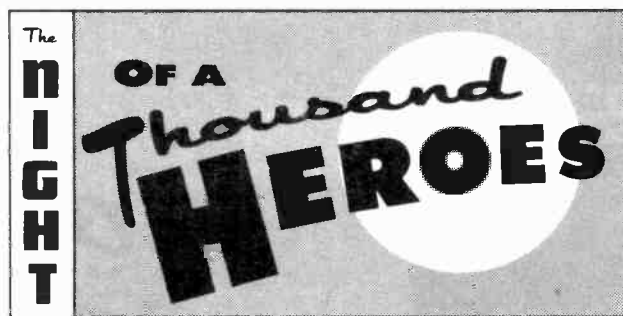
Recorded listener messages aired three times per hour. "Many of our soft rock songs fit very nicely in the segues," Hiatt observed. "The blends were terrific, and the reaction was great. There were many non-dry eyes in the house during the broadcasts."

BE A HERO. JUST FOR ONE NIGHT.



You're invited to **The Night of a Thousand Heroes**
A(n easy-to-prepare-for) Costume Ball
Friday, Oct. 19th 7 P.M.
The Waldorf-Astoria Grand Ballroom

It's the AMC Cancer Research Center's 20th Annual Humanitarian Award Dinner—this year honoring TOM FRESTON, Chairman and CEO, MTV Networks.




For ticket information call the Northeast Development Office of the AMC Cancer Research Center at (212) 977-4180.

"MTV Networks is proud to support the AMC Cancer Research Center this year. AMC's unique focus on cancer prevention has garnered tremendous support from the entertainment industry for twenty years now. Continuing this team effort could help cut cancer deaths in half by the year 2000.

AMC's endeavor is heroic, and our support can make its goals attainable. You don't have to leap tall buildings in a single bound, or listen to long speeches. Just join us for a fun night of great music, food, dancing and hero-watching."




Tom Freston

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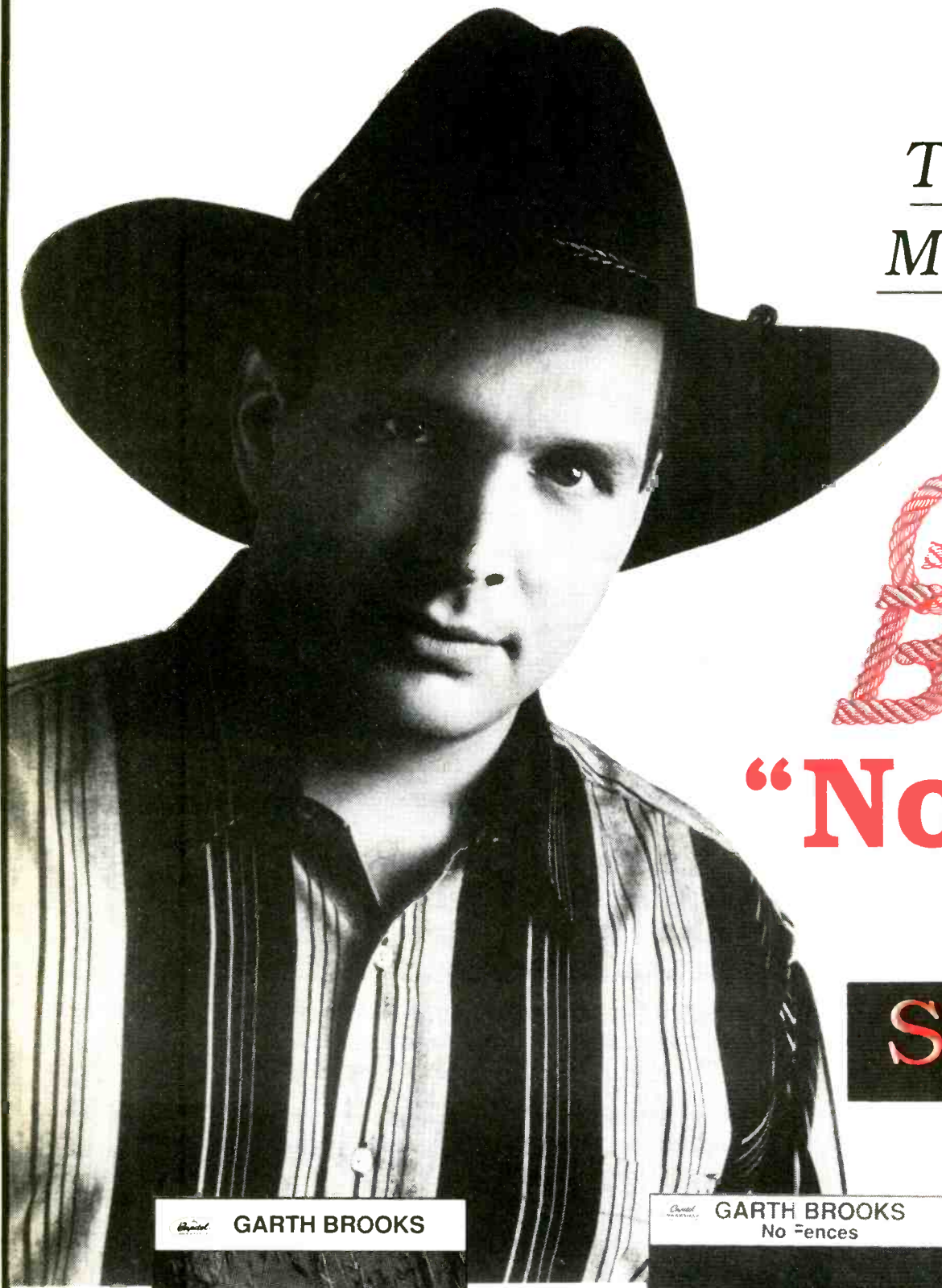
THANKS, RADIO!
It's been a very gold year.

The 1990 CMA
Most Nominated
Artist...

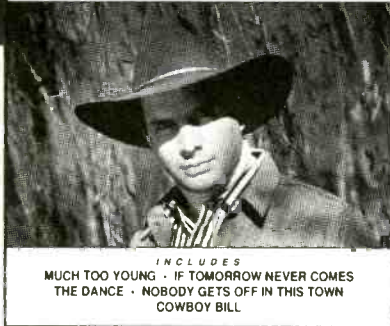
GARTH BROOKS

“No Fences”

SHIPS GOLD



GARTH BROOKS



INCLUDES
MUCH TOO YOUNG • IF TOMORROW NEVER COMES
THE DANCE • NOBODY GETS OFF IN THIS TOWN
COWBOY BILL

GOLD
(Soon To Be Platinum)

GARTH BROOKS
No Fences



INCLUDES
FRIENDS IN LOW PLACES • NEW WAY TO FLY
WOLVES • UNANSWERED PRAYERS
VICTIM OF THE GAME

GOLD



“Friends In Low Places”

6 R&R

12 Gavin

3 BB



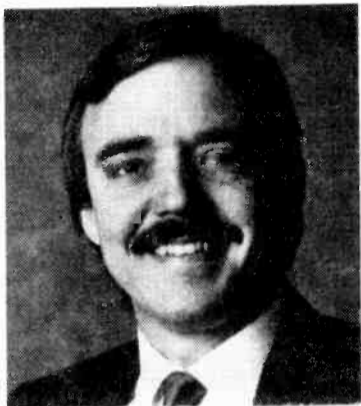
LON HELTON

KYGO-FM Is Mile High 12+

KYGO-FM/Denver recently celebrated its tenth anniversary in the format by becoming the first Country station ever to lead the market 12+ (Arbitron).

The spring '90 7.9 represents the best 12+ share in the station's history. The station's 25-54 numbers were also the best in its history, leading the market in that demo for only the second time. (The first was spring '81.)

PD John St. John, who joined the station as PD in April '89, said the station's success began with a very good strategic plan implemented two years ago when VP/GM Bob Call and KYGO (AM) PD Rick Jackson changed KIMN (AM) to separately programmed Country KYGO (AM). "That worked as a foil to drive KLZ from the format," said St. John. "It had a three share that became public domain. As a result of our efforts to refine KYGO-FM, we feel a lot of those people turned to us."



John St. John

More Rigorous Music Testing

St. John said that while the on-air sound of the station's music has changed only slightly since he's been there, a lot has changed behind the scenes. "We've instituted more rigorous music-testing policies," he said. "Weekly callouts weren't done before and are now. And while KYGO-FM has always done auditorium music tests, we now look at the results much more closely. We pay more attention to both acceptance levels and burn factors within individual demo cells."

Referring to the weekly callouts, St. John said, "We're relying on them to tell us when a song has burned rather than watching the

national charts to see when a song has peaked. We're dealing with songs on an individual basis, based on how our audience accepts them.

"One of the biggest problems in Country radio," he continued, "is PDs and MDs dropping records too quickly and not giving them a chance to become 'favorite songs' or megahits."

KYGO-FM's current playlist is smaller than it's ever been, with 30 currents and 40 re-currents. St. John said he'd tightened the oldies library as well, but declined to say how many titles it contains.

Regarding new artists, he said songs are judged on an individual basis. "We have no aversion to new acts just because they're new. Our decisions are based on whether we think the song is a hit. If we have doubts, we may watch it a little longer." He also said the station is more uptempo than it was just a year ago.

Staff Kudos

Rusty Walker has consulted the station the last two years. The airstaff includes former KLZ talent and longtime Denver personality Sandy Travis, who was teamed with five-year PM driver Chuck Leary the first of the year. Kelly Ford anchors morning news. During the book, Keith Riker handled middays and St. John did afternoons. A couple of weeks ago, Riker moved to afternoon drive and St. John left the air. The new middayer is market vet J.J. McKay, who also works for the

"One of the biggest problems in Country radio is PDs and MDs dropping records too quickly and not giving them a chance to become 'favorite songs' or megahits."

—John St. John

Anniversary Centerpiece

Much of KYGO-FM's spring promotional activity came under the umbrella of the station's tenth anniversary celebration, orchestrated by Promotion Director Susan Cohig. "We used that as the catalyst to blow it out big," said St. John. "The tenth anniversary hook gave the promotions a bigger image than they normally would have had as individual promotions."

From just prior to the spring book until July 7 — almost 100 days — KYGO-FM gave away \$1000 a day in its key song contest. (The key song played in the morning was worth cash to the caller with the right number when played later in the day.) The contest was supported by a medium TV schedule utilizing a Film House custom spokesman spot.

The station's annual free concert capped the tenth anniversary celebration and featured Moe Bandy and Ronnie Milsap, who performed for an estimated 40,000 people. St. John added that the station also tied in heavily to the Judds/Ricky Van Shelton tour, which stopped in Denver later that week.

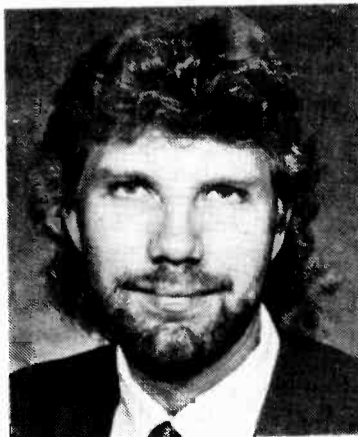
Also featured that week were an eight-hour broadcast highlighting the previous ten years and an open house at the station.

The Good Times Roll For KYKZ

KYKZ/Lake Charles, LA has quietly been building a dynasty in this Southwestern Louisiana city, the nation's 195th market. In the last five years its 12+ numbers (Arbitron, spring only, 1986-90) have risen 13.2-15.1-17.4-20.6-22.7. The 25-54 gains have been even more impressive, almost tripling its spring '85 10.3.

Jimmy Lehn, named PD five years ago this October, said one of the keys to KYKZ's success is that owners Russell and Rita Chambers and manager Jerry Goos hired the best people in the market and acquired other features like Paul Harvey when they took over five years ago. "Those things gave people a reason to move their loyalty and switch to us — especially from KTQQ, which was dominant," said Lehn.

Like a number of successful stations I've written about lately, KYKZ boasts an airstaff with market and station longevity. Morning cohost Ken Miller has been on-air for five years. Cohost Dale Mann joined him from KTQQ two years ago. Middayer Eric Neilson has been at KYKZ five years, as has Lehn, who does afternoons. Even-



Jimmy Lehn

ing man Kevin Davis is a three-year vet; late-nighter Aaron Ladd and overnigher Zach Taylor each have a year of tenure.



WEST COAST COUNTRY — KZLA/Los Angeles's Barbara Barri welcomed two acts to the studio simultaneously. Sharing the schmooze time are (l-r) Barri; Highway 101's Paulette Carlson and Curtis Stone; and McBride & The Ride's Terry McBride, Ray Herndon, and Billy Thomas.

WDSY **fm108** **CONTINUOUS COUNTRY** **CORBIN HANNER** **PolyGram**
BLACK AND WHITE PHOTOGRAPH



HOME BOYS — WDSY/Pittsburgh and Mercury/Nashville hosted an album release party for the Iron City's own Corbin/Hanner. Feeling right at home are (l-r) WDSY's Jack Christopher; Bob Corbin; Dave Hanner; and WDSY's PD Ron Antill, Dyan Sheridan, and Dave Leonard.

Drake-Chenault AC net. John Hendricks does evenings, and MD Jennifer Page stays up for overnights. KYGO-FM appears to be conti-

ning on a roll. According to St. John, the latest ARB monthly rolling averages show the station up to a 9.3 12+ and up over a share 25-54.

Big Numbers, Small Budget

The challenge for most small-market operations is to garner large numbers without large promotional or advertising budgets. KYKZ's spring cash giveaways totalled about \$1100, awarded in \$96 increments, with "Super Thursdays" featuring four cash prizes. Very little money went to TV and none to billboards. So what does KYKZ do to generate messages for the masses? "We focus on finding creative ways of doing promotions and count on newspaper and TV coverage of those events," said Lehn. "That gives us free advertising at least every other week."

Lehn feels all stations could get more of that type of free publicity if they were more aggressive. "People used to tell me not to bother with newspapers and TV because of animosity between the media," he said. "You just have to work at building the relationships."

Small promotional budgets mean working harder at other

things. "We make the most of concerts that come in," says Lehn. "There's a great deal of fan interest for front-row concert tickets and backstage passes."

KYKZ recently won the Louisiana Association of Broadcasters Promotion of the Year award for all market sizes for its "What's the craziest thing you'd do to meet Reba McEntire?" contest.

Lehn also said it's especially incumbent upon stations without large budgets to go out into the community; especially with events that are topical and not just country lifestyle oriented.

Music Matters

KYKZ recently enlarged its current playlist from 33 to 38 titles, still relatively few for a market its size. "We do that so each song we play gets the airtime it deserves," said Lehn. He added that his currents/oldies ratio has moved from 50-50 to 55-45 in the last year and he's looking to move it to 60-40 in the near future. His oldies library runs 1500 titles.

CH-CH-CH-CHANGES

Producers, Artists Play Musical Chairs

Increased competition in the country market means artists and groups are constantly looking for the edge that will get them to (or keep them at) the top. Frequently that involves changing producers.

- **K.T. Oslin's** forthcoming "Love In A Small Town" LP was coproduced by **Barry Beckett**, **Josh Leo**, **Jim Cotton**, and **Joe Scaife**. Her first two RCA LPs were produced by **Harold Shedd** and engineered by **Cotton** and **Scaife**. The new single, "Come Next Monday," shipped last week.

- **Earl Thomas Conley** is currently in the studio with **Josh Leo** and **Richard Landis**. His past projects have been produced by **Randy Scruggs**, **Emory Gordy Jr.**, and **Nelson Larkin**. The LP is due in February.

- **Emmylou Harris's** forthcoming "Brand New Dance," to be released in October, was coproduced by **Richard Bennett** and **Allen Reynolds**. She and **Bennett** handled the production on her last Reprise album. The first single, "Never Be Anyone Else But You," shipped two weeks ago.

- **Paul Overstreet**, who was produced by **James Stroud**, will coproduce his next album with **Brown Bannister**. **Bannister** has produced gospel's **Amy Grant**, and he also handled **Steve Wariner's** new Christmas album.

- **Lorrie Morgan's** next release, coming in the spring, is being produced by **Barry Beckett** and **Richard Landis**. **Beckett** produced her debut RCA project, "Leave The Light On."

- **Clint Black's** forthcoming album, due November 6, was produced by **James Stroud**. Production on his first LP was handled by **Stroud** and **Mark Wright**.

- **Conway Twitty** and wife **Dee Henry** coproduced seven tracks on his new MCA album, "Crazy In Love." The current single and two other tracks were handled with the help of longtime producer **Jimmy Bowen**.

- The **Oak Ridge Boys'** first RCA album is being produced by **Ron Chancey** and **Richard Landis**. The group's last several projects were produced by **Jimmy Bowen**, while **Chancey** produced many of the Oaks' early albums.

- **Lee Greenwood** returned to producer **Jerry Crutchfield** for his new Capitol LP, "Holdin' A Good Hand." **Greenwood** and **Jimmy Bowen** produced his most recent MCA efforts.

- **Suzie Bogguss** handled production chores with **Jimmy Bowen** on "A Moment Of Truth," due in mid-September. **Wendy Waldman** produced **Bogguss's** debut Capitol LP.

- **Michael Martin Murphey** coproduced his "Cowboy Songs" project with **Steve Gibson**. **Gibson** and **Jim Ed Norman** had handled production in the past. The first single, "Cowboy Logic," has been out for several weeks.

- **Skip Ewing's** "A Healin' Fire" was coproduced by **Randy Scruggs** and **Ewing**. **Jimmy Bowen** and **Ewing** handled the two previous MCA efforts.

Bits & Pieces

- **Lionel Cartwright** will perform during the Crystal Radio Awards luncheon at this year's NAB convention in Boston on September 13. **Cartwright** will sing "I Watched It All On My Radio" and several other tunes.

- The **Judds** are slated to join **Dionne Warwick** and the **Roches** for "Women In Concert," a benefit at Philadelphia's Academy Of Music on November 4. Actress **Olympia Dukakis** will serve as guest host for the event, aimed at helping women and children break the cycles of poverty, illiteracy, and violence.

Leadership Music Names '91 Class

Leadership Music, the Nashville program designed to assist entertainment business leaders in their roles as decision-makers and to further communication and understanding between the leaders, has named its '91 class.

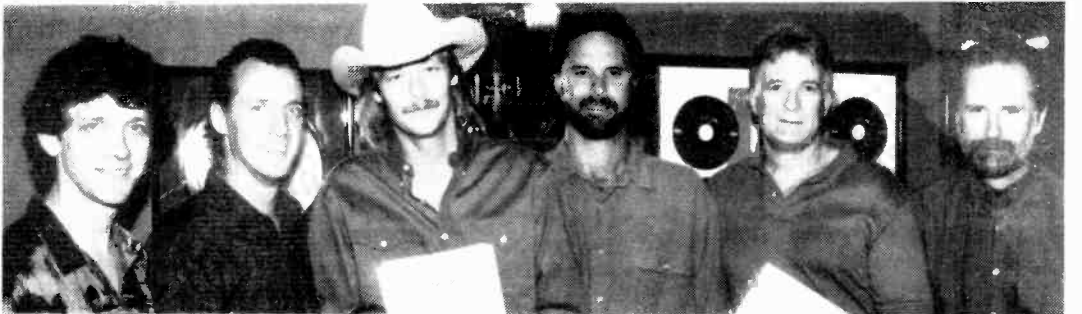
Those included are: **Allen Butler**, **Harriane Condra**, **Charlie Cook**, **Bobby Cudd**, **Moses Dillard**, **Helen Farmer**, **Jerry Flowers**, **Beckie Foster**, **Celia Froehlig**, **Steve Gibson**, **Katie Gillon**, **Amy Grant**, **Pat Halper**, **Janis Ian**, **Gene Kennedy**, **Nelson Larkin**, **Kyle Lehning**, **Ken Levitan**, **Merlin Littlefield**, **Kirke Martin**, **Eddie Mescolo**, **Jim May**, **Michael McCall**, **Roger Murrain**, **Brian O'Neill**, **Rick Pepin**, **Eddie Reeves**, **Ed Seay**, **Evelyn Shriver**,

Mike Vaden, **Brian Williams**, **Jody Williams**, **Tim Wiperman**, and **Jim Zumwalt**.

The six-month program features monthly meetings with opening and closing retreats. Its first class included **RCA/Nashville** VP/GM **Jack Weston**, **Arista/Nashville** Exec. VP/GM **Tim DuBois**, **CBS/Nashville** President **Roy Wunsch**, and **PolyGram/Nashville** VP/Creative Services **Harold Shedd**.



VINCE'S VICTORY — MCA/Nashville and BMI recently held a gala to honor **Vince Gill** for his first No. 1 single, "When I Call Your Name," which he co-wrote with **Tim DuBois**. Seen on the scene (l-r): BMI's **Harry Warner**, MCA/Nashville President **Bruce Hinton**, **Gill**, MCA/Nashville's VP/Promotion **Shelia Shipley** and Exec. VP/A&R **Tony Brown**, manager **Larry Fitzgerald**, and BMI's **Roger Sovine**. Also on hand were **Vince's** wife **Janis Gill**, **Conway Twitty**, **Patty Loveless**, **James House**, **McBride & The Ride's** **Billy Thomas**, and **Delbert McClinton**.



WANTED MAN — ASCAP threw a No. 1 club party for **Alan Jackson's** "Wanted," which he co-wrote with **Charlie Craig**. Posing for the post office poster are (l-r) coproducer **Keith Stegall**, ASCAP's **Shelby Kennedy**, **Jackson**, coproducer **Scott Hendricks**, **Seventh Son Music's** **Marty Gamblin**, and **Arista/Nashville** Exec. VP/GM **Tim DuBois**.

MUSIC MEMO

Cash Goin' By The Book

Johnny Cash's "Goin' By The Book" has been released by **Mercury** in response to the Middle East situation. According to **Cash**, "It's a prophetic song about the battle of Armageddon, our ecology, and prophecy being fulfilled." The tune was actually recorded by **Cash** a few years ago, and was written by **Chester Lester** and produced by **Jack Clement**.

- **Kevin Welch's** new Reprise single, "Praying For Rain," was co-written by **Don Cook** and **Holly Dunn's** brother, producer **Chris Waters**. **Welch**, by the way, once played in the Nashville band **Wolves In Cheap Clothing** with **Billy Hill** bandmembers **John Scott Sherrill**, **Dennis Robbins**, and **Bob DiPiero**.

- **Mark Collie's** latest single, "Hardin County Line," features MCA labelmate **Marty Stuart** on acoustic guitar. **Collie's** album of the same name includes performances by **Mac McAnally** (acoustic guitar) and **Vince Gill** (background vocals).

- **Billy & Terry Smith's** new Epic release, "Blues Stay Away From Me," was a No. 1 hit for the **Delmore Brothers** in '49. The song was co-written by **Alton** and **Rabon Delmore** with **Wayne Raney** and **Henry Glover**. The Smiths' forthcoming self-titled album was produced by **Chris Waters**.

- **Highway 101's** latest WB single, "Someone Else's Trouble Now," was co-written by **Gary Nicholson** and **Arista** artist **Pam Tillis**. The tune is from their "Greatest Hits" album, due September 11. One other new cut, "The Change," will also be included.

- **Rosanne Cash's** current single, "What We Really Want," was written and produced by the artist. In the past, husband **Rodney Crowell** has handled production. Her new **Columbia** album, "Interiors," is due in October.

- Country types **Johnny Cash**, **Duane Eddy**, and **Desert Rose Band** member **Chris Hillman's** **Byrds** are among the nominees for induction into the Rock & Roll Hall Of Fame. Seven winners will be announced next month, to be inducted in January.

- **Ronnie McDowell**, manager **Joe Meador**, and **CBS/Tree Publishing** head **Buddy Killen** are currently producing the **Most Wanted Boys In Town**, a country group in the style of **New Kids On The Block**. The group, made up of six youngsters between the ages of 12 and 15, includes **McDowell's** son, **Ronnie Dean**, on drums, and his nephew, **Chris McDowell**, on lead vocals. A label deal is in the works.

- **Billy Joe Royal** evidently believes in the dictum, "the show must go on." When a sudden storm at a concert in Virginia blew a stack of speakers offstage, the undaunted **Royal** continued until lightning became severe. **Royal** and his band returned to the stage after the storm passed.

- **Waylon Jennings** was recently honored in his hometown of Little-

field, TX with "Waylon Jennings Day." The town put on a parade and named a street and an RV park in **Jennings's** honor. **Waylon's** mother, **Mrs. Lorene Gilbert**, was also on hand.

- **Mark Chesnutt** was also honored in Texas with "Mark Chesnutt Day" in his hometown, **Beaumont**, last Wednesday (8/29). **Beaumont's** mayor presented the artist with the key to the city and a Martin guitar at **Chesnutt's** home club, **Cutters**.

- **Kathy Mattea's** voice can be heard on current **McDonald's** commercials, and **Don Henry** (who co-wrote **Mattea's** "Where've You Been") can also be heard singing about the golden arches. **Asleep At The Wheel** is now singing the praises of **Miller Beer**, and **Joe Diffie** has cut jingles for **Exxon** and **Coors Light**.

- Congratulations to the **Oak Ridge Boys'** **Steve Sanders** on his engagement to **Janet Riggins**. The two met when the Oaks were performing in **Las Vegas** last year. The wedding is set for late September.

—Ken Tucker



VIVA LAS VEGAS — Not long ago, **Don Williams** performed in **Las Vegas** — for the first time in his career. Caught putting on their best poker faces are (l-r) **Mores**, **Nanas**, **Golden**, **Peay Entertainment's** **Doug Casmus** and **Stan Mores**; **Williams**; the **Las Vegas Hilton's** **Tom Willer**; and the **William Morris Agency's** **Jay Jacobs**.

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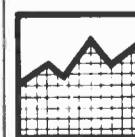
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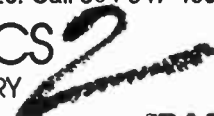
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If you bring commitment, personality, and a good adult energy level to afternoon drive, this could be the perfect job for you.

Send your cassette and resume to: Bill Thomas, Senior VP/Programming, Capitol Broadcasting Corporation, 530 Beacon Parkway West, Suite 601, Birmingham, AL 35244. EOE. No Calls Please.

UP AND COMING PRO DEVELOP YOUR CRAZY

It's night time on CHR and the living is outrageous! It's filled with bits, loaded with involvement, creatively exhausting, and mandated to be number one in a very crowded market. A completely revitalized 95-SX is already the number one CHR and 2nd overall. That's not good enough for us and if it's not good enough for you, rush (by express) your tape and resume to us now! Send previous work references that will attest to your total dedication to absolute dominance. One more thing: If you've already got an act, great, but if you're an up and coming pro who hasn't been allowed to let it all out... here's your chance!! Express tape and resume to Walt Speck, WSSX-FM, 880 Highway 17 By-Pass, Mt. Pleasant, Charleston, South Carolina 29464. EOE

YOU'LL LOVE LIVING IN CHARLESTON

AFTERNOON DRIVE

Little Rock's top AC needs a creative communicator with a proven track record in afternoon drive. If you have a desire to win, willingness to make appearances and don't mind working with state of the art production and control room facilities, write or call Corp. Personnel Dept., 14951 Dallas Parkway, Suite 1030, Dallas, TX 75240. (214) 548-8400. EOE



FLORIDA PROGRAM DIRECTOR MORNINGS

Z 103-Tallahassee first PD opening in 5 years! Exceptional opportunity for PD/Morning talent! Team leader with enthusiasm, creative skills, and absolute will to win. Excellent salary and benefits. Overnight tape and resume to: Mr. Howard Dolgoff, VPGM, WTHZ, 3000 Oleson Rd., Tallahassee, FL 32308. EOE

OPENINGS



Z102 MORNING DRIVE ***\$25M + BONUSSES***

Z102 Savannah's Hit Music station has time for you. We want a Morning Man who seeks a career enhancing change. Join Dennis Eversoll in the AM to step into shows once filled by industry legends such as Jack Murphy, Mark Thompson and Chris O'Brian. You'll work with consultant Ron McKay and an excellent professional staff. Send resume and cassette to: Bill Moore, Executive Vice President, WZAT/WSGA, Banksouth Centre, 7 E. Congress, Savannah, GA 31401. EOE



PROGRAM DIRECTOR

Top 100 market is searching for a promotion minded, strategic thinker with ability to lead a talented staff. Organizational skills, "selector" knowledge are musts. At least 4-5 years AC PD experience preferred, proven ratings successes required. Great position/benefits. Confidentiality respected. Send T&R to: Radio & Records, 1930 Century Park West, #046, Los Angeles, CA 90067. EOE



Dominant class C AC/CHR seeking talent veterans, team players. Stable group operation in quality-of-life city. Send tape, resume, and salary requirements to Bob Woodman, 95 KVIC Radio, Box 3487, Victoria, Texas 77903. EOE/Affirmative Action. No phone calls, please.

NEWS ASSIGNMENT/ EDITOR

Broadcast Equities, a for profit subsidiary of the Christian Broadcasting Network Inc., has an immediate opening for a **News Assignment Editor**. Candidates must be news minded, creative and a strong leader. Requires 5 years experience in radio news, strong writing skills and story construction. Send your resumes to:



Broadcast Equities
1000 Centerville Turnpike
Va. Beach, VA 23463
EOE

- Last week talent from the Network moved to WV, AR, KY & FL! **IMMEDIATE OPENINGS** Jocks/PD's/Sales/Management.
- Confidential. Let us NETWORK for you.
- **TALENT NETWORK (407) 260-0727.**

KZ-106, Southeast rocker is seeking creative bit oriented person to join **morning show**. Tapes, resumes to Scott Chase P.O. Box 11202, Chattanooga, TN 37401. EOE



COMMUNITY-MINDED PROMOTION-ORIENTED RADIO

person sought to help build a station in university town. Minority and women are encouraged to apply. T&R to Hugh Christian, 255 S. Milledge Avenue, Athens, GA 30605. EOE

OPENINGS

TOP TEN SUN BELT AC

Looking for Morning Person - No Morning Zoo's - one-on-one communicator needed. Tapes, resumes, references to: Radio & Records, 1930 Century Park West, #045, Los Angeles, CA 90067. EOE

MIDWEST

Production Director sought for AM/FM in Rockford, IL. CALL: Roger Piper (815) 877-3075. (9/7) EOE

Christian music station seeks morning AT. Personality and ministry sought. T&R: WMUZ, David Harms, 12300 Radio Place, Detroit, MI 48228. (9/7) EOE

Seeking News Director. Experience necessary in reporting, writing, editing, public affairs. T&R: WFMK, Ray Marshall, Box 991, East Lansing, MI 48826. (9/7) EOE

Opening for AT/MD. Seeking person who eats, sleeps, dreams Country music. T&R: WLJE, Leigh Ellis, 2755 Sager Road, Valparaiso, IN 46383. (9/7) EOE

Seeking fulltime Newscaster for immediate opening. Reporting and anchoring experience a must. T&R: KKJO/KSFT, Michael Right, Box 8550, St. Joseph, MO 64506. (9/7) EOE

Seeking overnight AT for Country Hit Radio format. Production, promotions and public appearances a plus. T&R: WHIT, Tom Oakes, Box 4408, Madison, WI 53711. (9/7) EOE

Eager for sales? Like smaller city living? Powerhouse station accepting applications. Sell us on yourself. RESUMES: WSMI, Box 10, Litchfield, IL 62056. (9/7) EOE

Seeking weekend AT, 60's and 70's, experienced and within driving distance of Chicago. New facilities! T&R: WCFL, Tom Kapsalis, Box 470, Morris, IL 60450. (9/7) EOE

Immediate sales opening! Accelerated commission for proven performer. RESUMES: WBFP, 200 W. Second Street, Dayton, OH 45402. (9/7) EOE

Openings for motivated AT's due to departure in afternoon drive. T&R: KELO, Kathy Hansen, 500 S. Phillips, Sioux Falls, SD 57102. (9/7) EOE

Opening for high energy morning AT with ability to do production at leading Country station. Two years' experience. T&R: KFXI, Box 433, Lawton, OK 73502. (9/7) EOE

WFMB 104.5FM The Country Club

Central Illinois' top country FM seeks experienced country program director/morning personality. Good pay and benefits. Excellent growth potential within our growing corporation. If you want to win in one of America's best medium markets, rush tape & resume to General Manager/WFMB, 3055 South 4th St., Springfield, IL 62703. EOE

MORNING ANNOUNCER AND NEWS DIRECTOR



#1 25-54 in our first full book and ever since. Goodrich Broadcasting dominates in every market we're in, because we commit the resources to make it happen. If you're an adult communicator and ready to be on a winning team, rush T&R with references for either position to Chuck Finney, WODJ, 2610 Horizon Drive, Suite F, Grand Rapids, Michigan 49546. EOE

MIDWEST

medium market CHR dominator seeks high energy talent for future openings. All shifts. Aggressive, winning attitude a must. T&R to: Radio & Records, 1930 Century Park West, #049, Los Angeles, CA 90067. EOE

Winning morning talent for Top 15 market. Adult communication, friendly, topical, good phones and personal appearances. Great company and compensation. Act fast. Affirmative Action/Equal Opportunity Employer. M/F/H/V. Send T&R to: Radio & Records, 1930 Century Park West, #034, Los Angeles, CA 90067.

OPENINGS

Experienced, professional announcer/personality who thought showmanship radio was a yesteryear relic. Midwest class C adult 35+ FM needs you on its stable staff. Showcase facilities, above average pay. Tape & resume to Radio & Records, 1930 Century Park West, #039, Los Angeles, CA 90067. EOE

94.5 WLRW

NOBODY GIVES YOU MORE MUSIC!

Top rated station in Central Illinois expanding news department. Looking for news anchor/reporter. Must have solid delivery, good writing and reporting skills. Outstanding career opportunity with top rated group owned station. Rush T&R to: Matt McCann, Program Director, WLRW, Box 3369, Champaign, IL 61826. EOE M/F No calls.

PROGRAM DIRECTOR

Top rated AOR needs dynamic on air PD. Must be able to plan/execute creative promotions, motivate great staff, possess good people skills. Music Director background and computer skills required. Applicant may be an experienced music director/PD looking to advance programming skills. ARB ranked market. Opportunity for advancement within group. T&R, programming philosophy, and references to: Radio & Records, 1930 Century Park West, #031, Los Angeles, CA 90067. EOE/MF

MORNING DRIVE PERSONALITY/ PROGRAM DIRECTOR



WOMP FM, the Ohio Valley's top rated radio station is looking for a creative, energetic program director/morning drive personality.

Applicant must be highly disciplined; able to motivate air staff; tie into local community; develop promotions; and interact with sales. Excellent compensation and benefits.

Send resume and tape to: Alan M. Murdoch, General Manager, WOMP, P.O. Box 448, Bellare, Ohio 43906. Equal Opportunity Employer. EOE

LARGE MARKET

full service AC seeking AT, controversial, outrageous Talk Show Host, music & service oriented personality pro, with natural humor, good phones. T&R to: Radio & Records, 1930 Century Park West, #030, Los Angeles, CA 90067. EOE



50K Market leading AOR expanding staff! Two openings 1. Asst. P.D./Promotion Director. 2. Overnights. - #1 requires minimum 3 years experience, creativity, and excellent follow through. #2 requires hard worker and willingness to learn. Work in Kalamazoo, a university town with an excellent quality of life, for a young aggressive radio oriented company at new facilities. Get on the winning team, T&R to: Bill Martin, WRKR, 9835 Portage Road, Portage MI 49002. MF EOE

Talented announcer/personality with BM/EZ experience for midwest adult 35+ high-power FM. Need more than formula time-temp-titles talent. Showcase facilities, above average pay. No beginners. Tape & resume to Radio & Records, 1930 Century Park West, #039, Los Angeles, CA 90067 EOE

OPENINGS

RARE OPENING

CHR seeks Night Personality with good adult pipes. No beginners. Must love public appearances. T&R: Power 94.5, Barry Fox, Box 11670, Lexington, KY 40577. Minority and Female applicants encouraged. EOE

WEST

Seeking midday AT ASAP. T&R: KFM, Ted Brown, 101 Convention Center Drive, Suite P120, Las Vegas, NV 89109. (9/7) EOE

Leading Country station seeks adult communicator. Your chance to own the mornings. Raise your family in the livable Northwest. CALL: Bob Reece, (509) 248-2900. (9/7) EOE

Weekend AOR AT sought for multiple shifts. T&R: KUFO, Glynn Shannon, Operations Director, 2040 SW First Avenue, Portland, OR 97201. (9/7) EOE

Leading AC station seeks weekend and parttime AT's, could lead to fulltime. Also seeking Account Executives. CALL: Chuck Jackson, (801) 264-8259. (9/7) EOE

Radio syndicate seeks entry level assistant for general office and celebrity interviews. Some experience preferable. RESUMES: Box 615, Van Nuys, CA 91408. (9/7) EOE

Seeking midday AT for a small market Country station in Southwestern Colorado. Females and minorities encouraged. T&R: KRTZ, Steve Rose, Box XX, Cortez, CO 81321. (9/7) EOE

KSON - San Diego's top Adult Radio Station seeks a new Morning Show Anchor. You'll be replacing Jack Diamond who's headed to Q-107, Washington D.C. We're looking for the following:

- (1) A fun, energetic presentation
- (2) Superb show prep skills
- (3) The ability to seize the moment
- (4) The desire to shake hands & kiss babies
- (5) A team player



97.3 FM • 1240 AM

All this & you've gotta be great! We offer an incredible stable environment, great \$\$\$, brand new facilities and of course, America's finest city. FED-X materials to Mike Shepard, KSON, 1615 Murray Canyon Road, Suite 710, San Diego, CA 92108. EOE M/F Note: NO PHONE CALLS PLEASE.

KOMO AM 1000 RADIO

PROGRAM DIRECTOR

One of America's great AM's, KOMO Seattle, is looking for a full charge, creative Program Director. You must be able to plan and manage all aspects of a highly competitive full service format. This isn't a job for a novice. It is a highly responsible, visible role in a respected, successful broadcast company. Send resume to: c/o 21st Century Media Corp., 108 S. Washington St., Suite 200, Seattle, WA 98104. EOE

MORNINGS

Top-rated AC on Central California Coast seeks warm, conversational, topical morning show PRO with commitment to market visibility and community involvement. Strong incentives for stable, team player. Tapes & resumes and salary history to: Radio & Records, 1930 Century Park West, #042, Los Angeles, CA 90067. EOE



Public radio KCSN-FM, suburban LA, seeks Development Director. Deadline: 9/27/90. Send letter of application and resume to: Personnel, CSUN, 18111 Nordhoff Street, Admin. 515-4, Northridge, CA 91330. EOE/AA/Title IX, Sections 503 & 504 Employer.

OPENINGS



Spokane's Rock n Roll hometown, KEZE, Rock 106 has a rare opening for the position of Promotion Director. A minimum of two years promotion experience, knowledge of marketing, and strong creativity are a must. If you are detail oriented, a team player, and have a strong desire to win, send a resume, work history, and examples of your best work to Bar Beedor, VP/GM, P.O. Box 8007, Spokane, WA 99203. M/F, EOE. No phone calls please.

PROGRAM DIRECTOR

for Top 10 West Coast FM turnaround. Top salary. Require experienced programmer with background in highly competitive markets with personality radio and AC format. T&R to Radio & Records, 1930 Century Park West, #020, Los Angeles, CA 90067. EOE

So. Cal. AC-FM needs a hot production mgr., some air. If you're a creative team player, T&R to Radio & Records, 1930 Century Park West, #048, Los Angeles, CA 90067. EOE

CHIEF ENGINEER

Top 10 West Coast FM seeks experienced Chief Engineer with major market background capable of assuming group engineering responsibility. Prior experience with studio relocation planning and signal boosters very helpful. Excellent compensation with great career potential. Radio & Records, 1930 Century Park West, #021, Los Angeles, CA 90067. EOE

Seeking people who want to win, not just get a job, for future openings. Strong air/production skills, plus desire to be the best required. Any market, any shift. If you're hungry and want to move up, this could be your chance. We're taking no prisoners! Rush cassette and resume to Timothy Murphy, KMPS AM/FM, 113 Dexter Ave. N., Seattle, WA 98109. No calls! EOE

KFOG/SAN FRANCISCO

Rare opening for unique, high-profile nighttime rock & roll personality. T&R to Pat Evans, KFOG, 55 Green Street, SF, CA 94111. EOE. Absolutely no calls.



NATIONAL AIRPLAY®

3	2	WKS	WKS	LW	TW		SEPTEMBER 7, 1990	Total Reports/Adds	Heavy	Medium	Light
5	3	2	1			1	ALABAMA/Jukebox In My Mind (RCA)	185/0	178	7	0
6	5	3	2			2	RICKY VAN SHELTON/Meant Every Word He Said (Columbia)	183/0	157	22	4
9	7	4	3			3	LEE GREENWOOD/Holdin' A Good Hand (Capitol)	185/1	143	37	5
13	10	5	4			4	CARLENE CARTER/Fell In Love (Reprise)	185/0	140	40	5
10	8	7	5			5	DOUG STONE/Fourteen Minutes Old (Epic)	180/0	134	40	6
22	16	11	6			6	GARTH BROOKS/Friends In Low Places (Capitol)	185/2	100	77	8
8	6	6	7			7	BELLAMY BROTHERS/I Could Be Persuaded (MCA/Curb)	179/0	122	51	6
14	11	8	8			8	KEITH WHITLEY & LORRIE MORGAN/Til A Tear Becomes A Rose (RCA)	181/1	105	66	10
15	12	10	9			9	KATHY MATTEA & TIM O'BRIEN/The Battle Hymn Of Love (Mercury)	179/0	105	62	12
17	15	12	10			10	STEVE WARINER/Precious Thing (MCA)	184/0	76	92	16
21	18	15	11			11	GEORGE STRAIT/Drinking Champagne (MCA)	184/0	49	116	19
19	17	14	12			12	JUDDS/Born To Be Blue (Curb/RCA)	183/2	54	109	20
3	2	1	13			13	CLINT BLACK/Nothing's News (RCA)	147/0	99	33	15
20	19	16	14			14	DESERT ROSE BAND/Story Of Love (MCA/Curb)	177/1	43	103	31
24	20	17	15			15	MARK CHESNUTT/Too Cold At Home (MCA)	176/1	39	121	16
31	26	18	16			16	REBA McENTIRE/You Lie (MCA)	183/0	23	139	21
16	14	13	17			17	RODNEY CROWELL/My Past Is Present (Columbia)	163/0	81	63	19
23	21	19	18			18	PIRATES OF THE MISSISSIPPI/Honky Tonk Blues (Capitol)	168/1	39	92	37
27	24	20	19			19	KENNY ROGERS & DOLLY PARTON/Love Is Strange (Reprise)	174/2	19	119	36
25	23	21	20			20	LIONEL CARTWRIGHT/My Heart Is Set On You (MCA)	171/3	20	119	32
2	1	9	21			21	ALAN JACKSON/Wanted (Arista)	114/0	66	27	21
36	31	26	22			22	JOE DIFFIE/Home (Epic)	174/11	9	96	69
32	29	25	23			23	BAILLIE & THE BOYS/Fool Such As I (RCA)	163/7	12	101	50
33	30	27	24			24	SOUTHERN PACIFIC/Reckless Heart (WB)	155/4	9	89	57
39	32	28	25			25	ANNE MURRAY/Feed This Fire (Capitol)	151/10	3	82	66
45	37	29	26			26	RESTLESS HEART/When Somebody Loves You (RCA)	151/11	2	75	74
28	27	23	27			27	EDDIE RABBITT/Lonely Out Tonight (Capitol)	121/1	5	81	35
43	36	31	28			28	HOLLY DUNN/You Really Had Me Going (WB)	148/11	3	71	74
37	33	30	29			29	TIM RYAN/Dance In Circles (Epic)	118/4	10	58	50
BREAKER			30			30	RANDY TRAVIS & GEORGE JONES/A Few Ole Country Boys (WB)	156/46	1	47	108
	46	35	31			31	EXILE/Yet (Arista)	152/21	0	57	95
BREAKER			32			32	HANK WILLIAMS JR./Don't Give Us A Reason (WB/Curb)	125/54	14	37	74
47	42	36	33			33	VERN GOSDIN/This Ain't My First Rodeo (Columbia)	131/14	3	53	75
4	4	22	34			34	TANYA TUCKER & T. GRAHAM BROWN/Don't Go Out (Capitol)	85/0	31	43	11
1	9	24	35			35	SHENANDOAH/Next To You, Next To Me (Columbia)	80/0	35	27	18
12	28	33	36			36	VINCE GILL/When I Call Your Name (MCA)	63/0	32	16	15
BREAKER			37			37	MARTY STUART/Western Girls (MCA)	114/17	2	37	75
BREAKER			38			38	RICKY SKAGGS/He Was On To Somethin' (Epic)	112/16	1	30	81
46	43	40	39			39	MERLE HAGGARD/When It Rains It Pours (Curb)	89/2	3	40	46
7	25	32	40			40	TRAVIS TRITT/I'm Gonna Be Somebody (WB)	58/0	31	15	12
		47	41			41	CONWAY TWITTY/Crazy In Love (MCA)	99/24	0	20	79
		44	42			42	HANK WILLIAMS JR./Man To Man (WB/Curb)	83/1	1	26	56
DEBUT			43			43	DON WILLIAMS/Back In My Younger Days (RCA)	89/39	1	14	74
		48	44			44	MATRACA BERG/Things You Left Undone (RCA)	82/14	0	19	63
42	39	38	45			45	ASLEEP AT THE WHEEL/Keepin' Me Up Nights (Arista)	74/0	2	40	32
DEBUT			46			46	MICHAEL MARTIN MURPHEY/Cowboy Logic (WB)	71/9	0	20	51
DEBUT			47			47	T. GRAHAM BROWN/Moonshadow Road (Capitol)	75/24	0	13	62
DEBUT			48			48	BILLY JOE ROYAL/A Ring Where A Ring Used To Be (Atlantic)	67/31	0	9	58
11	13	34	49			49	MARY-CHAPIN CARPENTER/Something Of A Dreamer (Columbia)	35/0	4	18	13
18	22	41	50			50	SHELBY LYNNE/I'll Lie Myself To Sleep (Epic)	38/1	2	18	18

MOST ADDED

HANK WILLIAMS JR. (54)
 TRAVIS & JONES (46)
 EDDIE RABBITT (42)
 DON WILLIAMS (39)
 BILLY JOE ROYAL (31)
 HIGHWAY 101 (30)
 ROSANNE CASH (26)
 SAWYER BROWN (24)
 T. GRAHAM BROWN (24)
 CONWAY TWITTY (24)

HOTTEST

ALABAMA (112)
 CARLENE CARTER (83)
 GARTH BROOKS (73)
 RICKY VAN SHELTON (62)
 CLINT BLACK (43)
 WHITLEY & MORGAN (43)
 DOUG STONE (41)
 LEE GREENWOOD (40)
 BELLAMY BROTHERS (30)
 ALAN JACKSON (23)

NEW ARTISTS

Reports/Adds

- 1 RICH GRISSOM/Tell Me... (Merc.) 43/6
- 2 JERRY LANSDOWNE/Paradise... (SOR) 38/2
- 3 BILLY & THE AMERICAN.../Hot... (Atl.) 36/1
- 4 RONNA REEVES/The Letter (Mercury) 21/3
- 5 MARSHALL TUCKER.../Stay In... (Sisapa) 14/2
- 6 SUSI BEATTY/There's A Phone... (Starway) 13/3
- 7 BILLY & TERRY SMITH/Blues Stay... (Epic) 12/10
- 8 BUBBA BARTOSH/Who's He To You (BGM) 10/0
- 9 JANET DAVID/He Made A Woman... (Worth) 9/0
- 10 JONI HARMS/Tear It Up (Capitol) 9/0

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 indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

RANDY TRAVIS & GEORGE JONES A Few Ole Country Boys (WB)

On 84% of reporting stations. Rotations: Heavy 1, Medium 47, Light 108, Total Adds 46 including WYNY, WXKX, WKAK, KRRV, WKHX, KYKR, WZZK, WUSN, WIL, WTHI, KYGO, KZLA. Moves 37-30 on the Country chart.

HANK WILLIAMS JR. Don't Give Us A Reason (WB/Curb)

On 68% of reporting stations. Rotations: Heavy 14, Medium 37, Light 74, Total Adds 54 including WGNA, WCAO, WQIK, KISSFM, KNFM, KAJA, WGAR, WMIL, WMUS, KIK-FM, KFMS. Moves 39-32 on the Country chart.

MARTY STUART Western Girls (MCA)

On 62% of reporting stations. Rotations: Heavy 2, Medium 37, Light 75, Total Adds 17 including WILQ, WKHX, WYNK, WTQR, WONE, WGEE, WFMB, WWJO, KRST, KIK-FM, KZLA, KWHT, KWJJ, KCCY. Moves 48-43-37 on the Country chart.

RICKY SKAGGS He Was On To Somethin' (Epic)

On 61% of reporting stations. Rotations: Heavy 1, Medium 30, Light 81, Total Adds 16 including WYNY, WILQ, WYNK, KAYD, KYKR, WUSY, WFMB, KUAD, KFMS, KKAT. Moves 49-42-38 on the Country chart.



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MOST ADDED EAST HOTTEST Eddie Rabbitt (Capitol) Carlyne Carter (Reprise) Billy Joe Royal (Atlantic) Alabama (RCA) Don Williams (RCA) Ricky Van Shelton (Columbia) Hank Williams Jr. (WB/Curb)

MOST ADDED SOUTH HOTTEST Travis & Jones (WB) Eddie Rabbitt (Capitol) Hank Williams Jr. (WB/Curb) Alabama (RCA) Carlyne Carter (Reprise) Ricky Van Shelton (Columbia)

MOST ADDED MIDWEST HOTTEST Hank Williams Jr. (WB/Curb) Eddie Rabbitt (Capitol) Alabama (RCA) Garth Brooks (Capitol) Carlyne Carter (Reprise) Ricky Van Shelton (Columbia)

MOST ADDED WEST HOTTEST Hank Williams Jr. (WB/Curb) Travis & Jones (WB) Highway 101 (WB) Garth Brooks (Capitol) Carlyne Carter (Reprise) Alabama (RCA)

Main table listing radio stations (e.g., WGNA, WAYZ, WNUJ) and their current and hottest country music programming.

Table listing radio stations and their current/frozen playlists with specific song titles and artists.

185 Current Reports 161 Current Reports Due To The Holiday Weekend, There Were 24 Frozen Playlists. RR JOURNAL The Instant Information Advantage... Delivering the most important, time-sensitive news and music stats... before R&R goes to press. You get it first in fax!



BREAKERS

MARIAH CAREY

Love Takes Time (Columbia)

56% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 32, Total Adds 32 including KLSI, KBIG, KLSY, WLEV, WJLK, WEBE, WRVC, WAHR, WTFM, 3WM. Debuts at number 30 on the AC chart.

JILL SOBULE

Too Cool To Fall In Love (MCA)

53% of our reporters on it. Rotations: Heavy 2, Medium 14, Light 27, Total Adds 2, WKSB, KEZA.

MARC JORDAN

Edge Of The World (RCA)

49% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 12, Total Adds 2, KLSI, KEZA. Moves 29-28 on the AC chart.

NEW & ACTIVE

VONDA SHEPARD "I Shy Away" (Reprise) 38/2

Rotations: Heavy 2/0, Medium 25/0, Light 11/2, Total Adds 2, KLCY, WSGY. Heavy: KKL, KWSI. Medium: KESZ, WEBE, WKYE, WAHR, KHLT, KMJC, WEIM, WECO, WHAI, WGLL, WAFL, WSUL, WSKI, WGSV, WNMB, WKCX, KTYL, WCMJ, WMTFM, WFRO, KZLT, KSCB, WLDR, KBLQ, KAYN. Light including B100, WLEV, WRVC, KELT, 3WM.

BRENT BOURGEOIS "Can't Feel The Pain" (Charisma) 37/3

Rotations: Heavy 0, Medium 20/0, Light 17/3, Total Adds 3, WXTC, KHLT, KELT. Medium: WKYE, KMJC, 3WM, WEIM, WECO, WHAI, WAFL, WGSV, WNMB, WKCX, KVIC, WCMJ, WMTFM, WFRO, KZLT, KKL, KID, KBLQ, KAYN, KWSI. Light including KLCY, WLEV, WEBE, WRVC, WTCB.

SARA HICKMAN "Blue Eyes Are Sensitive To The Light" (Hollywood) 36/1

Rotations: Heavy 1/0, Medium 13/0, Light 22/1, Total Adds 1, KLCY. Heavy: KKL, Medium: KESZ, WAHR, WEIM, WHAI, WAFL, WNMB, WKCX, WMTFM, WFRO, KZLT, KSCB, KID, KWSI. Light including WLEV, WEBE, WRVC, WKYE, WXTC, KELT, 3WM, WECO, WGLL, WSUL.

TEDDY PENOERGRASS with LISA FISHER "Glad To Be Alive" (Elektra) 34/2

Rotations: Heavy 1/0, Medium 11/0, Light 22/2, Total Adds 2, KLCY, WSGY. Heavy: KKL, Medium: KAER, WOBM, KHLT, KELT, WEIM, WHAI, WKCX, WFRO, KZLT, KBLQ, KWSI. Light including B100, WLEV, WEBE, WRVC, WECO, WGLL, WAFL, WSUL, WSKI, WGSV.

SMOKEY ROBINSON "Take Me Through The Night" (Motown) 32/0

Rotations: Heavy 0, Medium 25/0, Light 7/0, Total Adds 0, Medium including KOST, KESZ, KAER, WKYE, WOBM, WTCB, WAHR, WRVR, WRMF, WEIM, WHAI, WSUL, WGSV, WKCX, KTYL, WCMJ, WMTFM, WFRO, KZLT, KSCB. Light: WEBE, 3WM, WGLL, WYKZ, WNMB, WTVR, KAYN.

AFTER 7 "Can't Stop" (Virgin) 31/3

Rotations: Heavy 2/0, Medium 11/0, Light 18/3, Total Adds 3, B100, KHLT, KELT. Heavy: KKL, KCMJ. Medium: WKYE, WHAI, WSUL, WSKI, WSGY, WKCX, WCMJ, WFRO, WTVR, KBLQ, KWSI. Light including WIVY, 3WM, WECO, WAFL, KEZA, WGSV, KRLB, WNMB, KTYL, KVIC.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 WILSON PHILLIPS	81/0	75	6	0
2 PAUL YOUNG	80/0	76	4	0
3 BILLY JOEL	77/0	60	10	7
4 PHIL COLLINS	74/1	59	13	2
5 FLEETWOOD MAC	71/0	57	11	3
6 JANET JACKSON	68/0	47	17	4
7 SWEET SENSATION	70/1	49	16	5
8 LINDA RONSTADT	71/0	44	18	9
9 MICHAEL BOLTON	73/1	25	37	11
10 OLETA ADAMS	66/3	39	18	9
11 RIGHTEOUS BROTHERS	71/2	25	32	14
12 JUDE COLE	66/0	30	26	10
13 TAYLOR DAYNE	63/0	27	34	2
14 GEORGE MICHAEL	70/1	14	44	12
15 JAMES INGRAM	53/0	32	15	6
16 GO WEST	43/0	25	12	6
17 BREATHE	64/2	4	43	17
18 SEDUCTION	54/0	18	26	10
19 ROD STEWART	64/9	4	39	21
20 MARIAH CAREY	34/0	12	16	6
21 DAN FOGELBERG	56/13	0	28	28
22 BRENDA RUSSELL	50/3	4	35	11
23 SANTANA	47/0	6	33	8
24 BASIA	48/2	4	28	16
25 EVERYTHING BUT THE GIRL	46/0	5	32	9
26 GLORIA ESTEFAN	25/0	9	11	5
27 ANITA BAKER	31/0	5	16	10
28 MARC JORDAN	40/2	2	26	12
29 VONDA SHEPARD	38/2	2	25	11
30 MARIAH CAREY	45/32	0	13	32

MOST ADDED

- MARIAH CAREY (32)
- ANITA BAKER (21)
- DAN FOGELBERG (13)
- MARIA McKEE (9)
- ROO STEWART (9)
- COWBOY JUNKIES (6)
- BILL MEDLEY (6)
- LISA STANSFIELD (5)
- TERRY STEELE (4)
- JANE WIEDLIN (4)

HOTTEST

- PAUL YOUNG (62)
- WILSON PHILLIPS (60)
- BILLY JOEL (44)
- PHIL COLLINS (41)
- FLEETWOOD MAC (31)
- JANET JACKSON (29)
- JAMES INGRAM (21)
- LINDA RONSTADT (19)
- GO WEST (17)
- RIGHTEOUS BROTHERS (16)

M.C. HAMMER "Have You Seen Her?" (Capitol) 31/1

Rotations: Heavy 1/0, Medium 13/0, Light 17/1, Total Adds 1, WNLT. Heavy: KCMJ. Medium: WKYE, WMGS, WZNY, WAHR, WEIM, WSKI, WKCX, KVIC, WFRO, WTVR, KKL, KBLQ, KWSI. Light including WARM98, WWNK, B100, WLEV, WEBE, WIVY, KELT, WECO, KEZA, WGSV.

LISA STANSFIELD "This Is The Right Time" (Arista) 29/5

Rotations: Heavy 0, Medium 9/1, Light 20/4, Total Adds 5, WAHR, WGLL, WGSV, KRLB, WMTFM. Medium including WHAI, WSUL, WKCX, KZLT, KKL, KBLQ, KCMJ, KWSI. Light including KAER, WEBE, WZNY, WIVY, WEIM, WAFL, WSKI, WNMB, KTYL, KVIC.

SIGNIFICANT ACTION

COWBOY JUNKIES / BRUCE HORNSBY "Rock & Bird" (RCA) 24/6

Rotations: Heavy 0, Medium 2/1, Light 22/5, Total Adds 6, WLEV, WAHR, WSKI, WNMB, WKCX, WLDR. Medium including KBLQ. Light including WTCB, WRVR, 3WM, WEIM, WECO, WHAI, WAFL, WYKZ, WGSV, KVIC, WCMJ, WMTFM, WFRO, KZLT, KSCB, KID, KWSI.

LAURA BRANIGAN "Never In A Million Years" (Atlantic) 24/3

Rotations: Heavy 1/0, Medium 6/0, Light 18/3, Total Adds 3, KHLT, KVIC, KZLT. Medium: KXLT, 3WM, WMTFM, KID, KBLQ, KWSI. Light including KLSY, WEBE, WTCB, WRVR, WRMF, WEIM, WSUL, WSKI, WYKZ, WGSV, WNMB, WFRO, KSCB, KKL, KAYN.

MAXI PRIEST "Close To You" (Charisma) 23/2

Rotations: Heavy 1/0, Medium 13/0, Light 9/2, Total Adds 2, WSGY, WMTFM. Heavy: KCMJ. Medium: B100, WKYE, WMGS, KHLT, WGMN, WEIM, WKTK, KVIC, KZLT, KKL, KBLQ, KAYN, KWSI. Light including WARM98, WIVY, WAFL, KRLB, WNMB, WKCX, KTYL.

MARIA McKEE "Show Me Heaven" (Geffen) 22/9

Rotations: Heavy 0, Medium 1/0, Light 21/9, Total Adds 9, WRVC, KELT, WEIM, WGLL, WSKI, WGSV, WKCX, WCMJ, WFRO. Medium: KBLQ. Light including WKYE, WECO, WHAI, WAFL, WYKZ, WNMB, KVIC, KZLT, KSCB, KKL, KID, KWSI.

ANITA BAKER "Soul Inspiration" (Elektra) 21/21

Rotations: Heavy 0, Medium 4/4, Light 17/17, Total Adds 21, WLEV, WEBE, WEIM, WECO, WHAI, WGLL, WAFL, WSUL, WYKZ, WGSV, WNMB, WKCX, WCMJ, WMTFM, WFRO, KZLT, WLDR, KKL, KBLQ, KAYN, KWSI.

EDGAR WINTER "Cry Out" (Rhino) 19/3

Rotations: Heavy 1/0, Medium 8/0, Light 10/3, Total Adds 3, WTFM, 3WM, WNMB. Heavy: KKL. Medium: WKYE, KELT, WEIM, WAFL, WKCX, KSCB, KAYN, KWSI. Light including WEBE, WRVC, WECO, WSKI, KVIC, KZLT, KBLQ.

JEFF LYNNE "Lift Me Up" (Reprise) 18/2

Rotations: Heavy 0, Medium 2/0, Light 16/2, Total Adds 2, KHLT, WGSV. Medium: KKL, KWSI. Light including WKYE, 3WM, WEIM, WHAI, WAFL, WSUL, WNMB, WKCX, KTYL, KVIC, WCMJ, WFRO, KBLQ, KAYN.

TERRY STEELE "If I Told You Once" (SBK) 14/4

Rotations: Heavy 0, Medium 3/0, Light 11/4, Total Adds 4, WKCX, WFRO, KZLT, KAYN. Medium: KMJC, KKL, KBLQ. Light including WAFL, WSKI, WGSV, WCMJ, KSCB, WLDR, KWSI.

JANE WIEDLIN "Guardian Angel" (EMI) 13/4

Rotations: Heavy 0, Medium 0, Light 13/4, Total Adds 4, WFRO, KKL, KID, KAYN. Light including KELT, WEIM, WHAI, WAFL, WSKI, KVIC, KSCB, KBLQ, KWSI.

POINTER SISTERS "After You" (Motown) 13/3

Rotations: Heavy 0, Medium 1/0, Light 12/3, Total Adds 3, WSUL, WGSV, WMTFM. Medium: WFRO. Light including WRVC, 3WM, WEIM, WYKZ, WNMB, KZLT, KKL, KBLQ, KWSI.

HARRY CONNICK JR. "Recipe For Love" (Columbia) 13/0

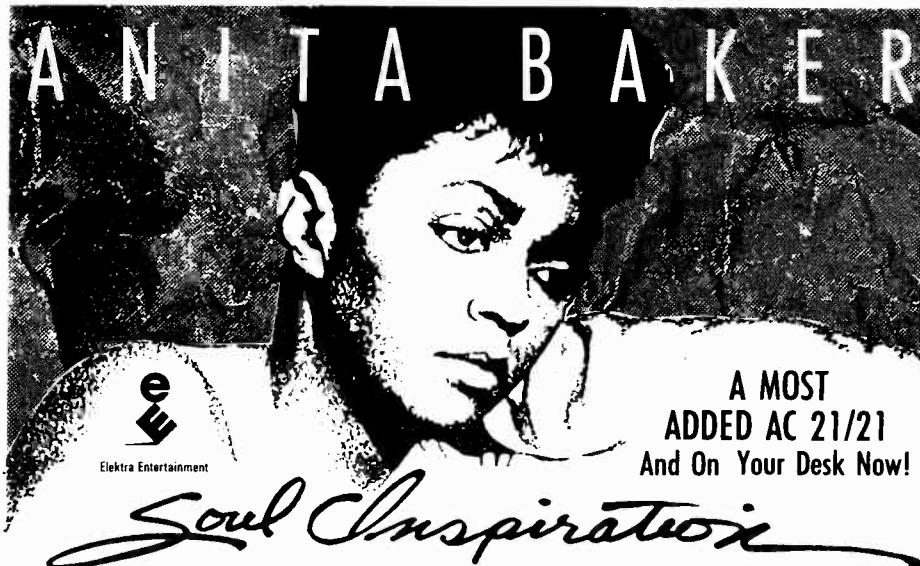
Rotations: Heavy 0, Medium 5/0, Light 8/0, Total Adds 0, Medium: KESZ, WEIM, WMTFM, WFRO, KKL. Light: KVIL, WLTS, WARM98, WGSV, WNMB, KTYL, KBLQ, KWSI.

PATTI AUSTIN "Love Is Gonna Getcha" (GRP) 10/0

Rotations: Heavy 0, Medium 3/0, Light 7/0, Total Adds 0, Medium: WECO, KKL, KBLQ. Light: WEIM, WGLL, WCMJ, WMTFM, WFRO, WLDR, KWSI.

JOHNNY GILL "My, My, My" (Motown) 8/1

Rotations: Heavy 0, Medium 1/0, Light 7/1, Total Adds 1, WNIC. Medium: KCMJ. Light including WWNK, WMYX, B100, WIVY, WTVR, KKL.



A MOST ADDED AC 21/21 And On Your Desk Now!

Soul Inspiration

FULL-SERVICE AC

MOST ADDED

ANITA BAKER (2)
RIGHTEOUS BROTHERS (2)

HOTTEST

WILSON PHILLIPS (16)
PAUL YOUNG (13)
JAMES INGRAM (10)
JANET JACKSON (10)
BILLY JOEL (9)
PHIL COLLINS (8)
LINDA RONSTADT (5)
MARIAH CAREY (4)
GO WEST (4)

EAST

P2

WICC/Bridgeport
Stormin' Norman
none
Hottest:
BILLY JOEL
JAMES INGRAM
JANET JACKSON
WILSON PHILLIPS
FLEETWOOD MAC

WTIC/Hartford
White/Mitchell
none
Hottest:
PAUL YOUNG
SWEET SENSATION
BILLY JOEL
PHIL COLLINS
OLETA ADAMS

WELI/New Haven
Gross/McCormick
none
Hottest:
LINDA RONSTADT
BILLY JOEL
PHIL COLLINS
MICHAEL BOLTON
SANTANA

WGY/Schenectady
Buzz Brindle
MARIAH CAREY
LAURA BRANIGAN
Hottest:
WILSON PHILLIPS
GLORIA ESTEFAN
BILLY JOEL

P3

WFMD/Frederick, MD
Fieseler/Watson
none
Hottest:
GO WEST
JANET JACKSON
WILSON PHILLIPS
PAUL YOUNG
SWEET SENSATION

GOLD-BASED AC

MOST ADDED

ROD STEWART (6)
DAN FOGELBERG (3)
LINDA RONSTADT (3)
PHIL COLLINS (2)
BILLY JOEL (2)

HOTTEST

PAUL YOUNG (29)
WILSON PHILLIPS (24)
JANET JACKSON (15)
MARIAH CAREY (14)
BILLY JOEL (12)
JAMES INGRAM (11)
PHIL COLLINS (8)
GLORIA ESTEFAN (8)
SWEET SENSATION (8)

EAST

P1

WWMX/Baltimore
Greg Dunkin
none
Hottest:
WILSON PHILLIPS
ROXETTE
PHIL COLLINS
GLORIA ESTEFAN

WKJY/Nassau
George Hart
LINDA RONSTADT
Hottest:
MICHAEL BOLTON
JANET JACKSON
BILLY JOEL
RIGHTEOUS BROTHER
PAUL YOUNG

WMRV/Binghamton, NY
Keller/Schwartz
none
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JANET JACKSON
JAMES INGRAM
RIGHTEOUS BROTHER

WYYY/Syracuse
Lauber/Langmyer
PHIL COLLINS
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JANET JACKSON
MARIAH CAREY
GLORIA ESTEFAN

WJBR/Wilmington, DE
Bill Kaye
ROD STEWART
BREATHE
Hottest:
PAUL YOUNG
PHIL COLLINS
WILSON PHILLIPS
BILLY JOEL
RIGHTEOUS BROTHER

WMAS-FM/Springfield
Ed Kelly
none
Hottest:
MARIAH CAREY
BRUCE HORNSBY
MICHAEL MCDONALD
ROXETTE
PAUL YOUNG

WFAS-FM/White Plains
Sue Richard
MARIAH CAREY
ANITA BAKER
Hottest:
WILSON PHILLIPS
PHIL COLLINS
FLEETWOOD MAC
SWEET SENSATION
GO WEST

P2

WHTX/Pittsburgh
Scott Alexander
none
Hottest:
none

WAEB/Allentown
Chris Bailey
none
Hottest:
WILSON PHILLIPS
MARIAH CAREY
PAUL YOUNG
JANET JACKSON
GLORIA ESTEFAN

SOUTH

P2

WHAS/Louisville
Doug McElvein
none
Hottest:
MARIAH CAREY
GO WEST
WILSON PHILLIPS
JANET JACKSON
PHIL COLLINS

WDBO/Orlando
Dan Shaffer
none
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JAMES INGRAM
MARIAH CAREY
ANITA BAKER

WRVA/Richmond
Farley/Stevens
none
Hottest:
LINDA RONSTADT
PAUL YOUNG
BILLY JOEL
WILSON PHILLIPS
JAMES INGRAM

P3

WKYX/Paducah
Cook/Miller
none
Hottest:
JANET JACKSON
WILSON PHILLIPS
PAUL YOUNG
GO WEST
PHIL COLLINS

WSTU/Stuart
Shaw/Grant
none
Hottest:
JANET JACKSON
WILSON PHILLIPS
PAUL YOUNG
GO WEST
BILLY JOEL

SOUTH

P1

KMG/C/Dallas
Chalese Daly
none
Hottest:
BASIA
WILSON PHILLIPS
OLETA ADAMS
SANTANA
MARIAH CAREY

Love 94/Miami
Don Agony
none
Hottest:
BASIA
WILSON PHILLIPS
OLETA ADAMS
SANTANA
MARIAH CAREY

P2

AFTER 7
ROD STEWART
Hottest:
MICHAEL BOLTON
JUDE COLE
TAYLOR DAYNE
LINDA RONSTADT
SWEET SENSATION

WLMG/New Orleans
Ferrara/Murphy
none
Hottest:
RIGHTEOUS BROTHER
SEDUCTION
WILSON PHILLIPS
JAMES INGRAM
PAUL YOUNG

KKMJ/Austin
Joel Burke
none
Hottest:
JANET JACKSON
BILLY JOEL
LINDA RONSTADT
PAUL YOUNG
BRENDA RUSSELL

WMXC/Charlotte
Robb Stewart
none
Hottest:
SEDUCTION
GO WEST
PAUL YOUNG
MARIAH CAREY
DION

WMAG/Greensboro
John Jenkins
none
Hottest:
BILLY JOEL
WILSON PHILLIPS
PAUL YOUNG
MICHAEL BOLTON
MARIAH CAREY

WMBB/Richmond
Ryan/Jasper
ROD STEWART
Hottest:
TAYLOR DAYNE
GO WEST
WILSON PHILLIPS
BILLY JOEL
MICHAEL BOLTON

MIDWEST

P1

WTVN/Columbus
John Lane
SWEET SENSATION
Hottest:
WILSON PHILLIPS
MARIAH CAREY
JANET JACKSON
BILLY JOEL
PHIL COLLINS

P2

WOOD/Grand Rapids
Robb Westaby
BILLY JOEL
Hottest:
MICHAEL MCDONALD
JAMES INGRAM
WILSON PHILLIPS
MARIAH CAREY
JANET JACKSON

P3

WCIL/Carbondale
Rich Bird
none
Hottest:
JAMES INGRAM
WILSON PHILLIPS
PAUL YOUNG
PHIL COLLINS
JANET JACKSON

KFSB/Joplin
Robin Wells
GEORGE MICHAEL
Hottest:
PAUL YOUNG
PHIL COLLINS
LINDA RONSTADT
SWEET SENSATION
BILLY JOEL

KFOR/Lincoln
Cathy Blythe
none
Hottest:
WILSON PHILLIPS
PAUL YOUNG
BILLY JOEL
LINDA RONSTADT
JAMES INGRAM

KELO/Sioux Falls
Spanky
none
Hottest:
WILSON PHILLIPS
PAUL YOUNG
FLEETWOOD MAC
PHIL COLLINS
RIGHTEOUS BROTHER

MIDWEST

P1

WLT/Detroit
Bob Kaake
LINDA RONSTADT
Hottest:
BILLY JOEL
PAUL YOUNG
MARIAH CAREY
MICHAEL BOLTON
ANITA BAKER

WCRZ/Flint
Patrick/Downey
OLETA ADAMS
DAN FOGELBERG
Hottest:
PAUL YOUNG
JANET JACKSON
FLEETWOOD MAC
BILLY JOEL
WILSON PHILLIPS

KEFM/Omaha
Albertson/Lane
none
Hottest:
JANET JACKSON
PHIL COLLINS
WILSON PHILLIPS
PAUL YOUNG
SWEET SENSATION

WGLO/Peoria
Jerry Jay
none
Hottest:
WILSON PHILLIPS
GLORIA ESTEFAN
JANET JACKSON
PHIL COLLINS
MARIAH CAREY

KXK/Wichita, KS
Greg Gann
ROD STEWART
ANITA BAKER
Hottest:
WILSON PHILLIPS
FLEETWOOD MAC
PAUL YOUNG
JAMES INGRAM
TAYLOR DAYNE

WEST

P1

KHOW/Denver
Murphy Huston
RIGHTEOUS BROTHER
Hottest:
WILSON PHILLIPS
JAMES INGRAM
JANET JACKSON
PAUL YOUNG
MARIAH CAREY

P2

KFMB/San Diego
Larson/Robertson
VONDA SHEPARD
COWBOY JUNKIES
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JANET JACKSON
FLEETWOOD MAC
PHIL COLLINS

KBOI/Boise
Drew Harold
ROD STEWART
SMOKEY ROBINSON
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JANET JACKSON
PHIL COLLINS
JAMES INGRAM

KUGN/Eugene
O'Brien/James
none
Hottest:
ACOUSTIC ALCHEMY

KSSK/Honolulu
Phil Abbott
BASIA
RIGHTEOUS BROTHER
Hottest:
WILSON PHILLIPS
PAUL YOUNG
JAMES INGRAM
ANITA BAKER
LINDA RONSTADT

KEX/Portland
Dirks/Fort
WILSON PHILLIPS
PAUL YOUNG
Hottest:
JAMES INGRAM
GLORIA ESTEFAN
WILSON PHILLIPS

WMBI/Terre Haute
Bevins/Jasper
TAYLOR DAYNE
ROD STEWART
Hottest:
WILSON PHILLIPS
PAUL YOUNG
SWEET SENSATION
GO WEST
NIKKI

WEST

P1

KKCW/Portland
Bill Minckler
SWEET SENSATION
DAN FOGELBERG
LISA STANSFIELD
Hottest:
PAUL YOUNG
BILLY JOEL
JANET JACKSON
JAMES INGRAM
WILSON PHILLIPS
KXOA-FM/Sacramento
Casey/Clem
none
Hottest:
PAUL YOUNG
MARIAH CAREY
WILSON PHILLIPS
GLORIA ESTEFAN
ROXETTE

P2

KLLY/Bakersfield
Russ Davidson
BILLY JOEL
LINDA RONSTADT
Hottest:
JAMES INGRAM
WILSON PHILLIPS
PAUL YOUNG
FLEETWOOD MAC
JANET JACKSON
KCI/Boise
Don Jennings
ROD STEWART
DAN FOGELBERG
Hottest:
JAMES INGRAM
PAUL YOUNG
JUDE COLE
PHIL COLLINS
SWEET SENSATION

KOSO/Modesto
Tim St. Martin
none
Hottest:
PAUL YOUNG
MARIAH CAREY
JAMES INGRAM
JANET JACKSON
WILSON PHILLIPS

KISC/Spokane
Rob Harder
BILLY JOEL
Hottest:
WILSON PHILLIPS
JANET JACKSON
JAMES INGRAM
MARIAH CAREY
PAUL YOUNG

KKLD/Tucson
Adrienne Walker
none
Hottest:
LINDA RONSTADT
PHIL COLLINS
PAUL YOUNG
BILLY JOEL
JAMES INGRAM

Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (7):

55KRC/Cincinnati
KDKA/Pittsburgh
WBEN/Buffalo
WBZ/Boston

WIBA/Madison
WLW/Cincinnati
WROK/Rockford

Owing To The Holiday Weekend, There Were A High Number Of Frozen Reports.

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Did Not Report, Playlist Frozen (9):

KRAV/Tulsa
KVKI/Shreveport
WENS/Indianapolis
WJLI/Norfolk
WKLI/Albany
WLTP/Pittsburgh
WJJI/Cleveland
WRAL/Raleigh
WUSA/Tampa

Owing To The Holiday Weekend, There Were A High Number Of Frozen Reports.

NATIONAL AIRPLAY®

LW	TW	Artist/Track
1	1	PETER WHITE/Reveille-vous (Chase Music Group) "Danny" "Moonlight"
5	2	ACOUSTIC ALCHEMY/Reference Point (GRP) "Reference" "Homecoming"
3	3	RICHARD ELLIOT/What's Inside (Enigma) "Movers" "Well"
2	4	MICHAEL FRANKS/Blue Pacific (Reprise) "Woman" "Art"
6	5	QUINTANA + SPEER/Shades Of Shadow (Miramar) "Outward" "Congo" "Dreams"
4	6	WIND MACHINE/Road To Freedom (Silver Wave) "Road" "Coast"
11	7	RIPPINGTONS I/R. FREEMAN/Welcome To The St. James... (GRP) "Welcome" "Watched"
10	8	RICARDO SILVEIRA/Amazon Secrets (Verve Forecast) "Let's" "Her" "Good"
9	9	BOB JAMES/Grand Piano Canyon (WB) "Restoration" "Wings"
8	10	ANITA BAKER/Compositions (Elektra) "Talk" "Whatever" "Fairy"
12	11	JOHN TESH/Tour De France-The Early... (Private Music) "Endless" "American" "Thousand"
13	12	WINDOWS/Blue September (Cypress) "Counting" "Blue"
18	13	VINCENT HENRY/Vincent (Jive/RCA) "Sarah" "Southbound" "Flintstone"
23	14	BRENDA RUSSELL/Kiss Me With The Wind (A&M) "Drive" "Good"
14	15	OLETA ADAMS/Circle Of One (Fontana/Mercury) "Rhythm" "Circle"
25	16	MEZZOFORTE/Playing For Time (Novus/RCA) "Breath" "High"
21	17	GONTTITI/Devonian Boys (Columbia/Epic) "Windy"
15	18	JILL SOBULE/Things Here Are Different (MCA) "Too"
7	19	YANNI/Reflections Of Passion (Private Music) "True" "Reflections"
19	20	STEVE KINDLER/Across A Rainbow Sea (Global Pacific) "Americas" "Plumeria" "Little"
16	21	CARL ANDERSON/Pieces Of A Heart (GRP) "Deep" "Baby"
20	22	BRIAN MANN/Cafe Du Soleil (Narada) "Reclining" "Dab" "Accordian"
26	23	CHUCK LOEB/Life Colors (DMP) "Snow" "John"
17	24	YUTAKA/Brazasia (GRP) "Brazasia" "East" "Morena"
27	25	BAREFOOT/Barefoot (Global Pacific) "Arica" "Roundabout"
28	26	BARBARA HIGBIE/Signs Of Life (Windham Hill) "Safest" "Waiting"
DEBUT	27	KEN NAVARRO/The River Flows (Positive Music) "Try" "Roughhouse"
30	28	SUZANNE CIANI/Pianissimo (Private Music) "Anthem" "Neverland"
22	29	SPYRO GYRA I/JAY BECKENSTEIN/Fast Forward (GRP) "Ocean" "Bright"
DEBUT	30	PHIL SHEERAN/Breaking Through (Sonic Edge) "J.P." "Breaking"

* Keeps bullet due to continued growth.

MOST ADDED LPS	HOTTEST LPS	HOT TRACKS
DAVID BENOIT (18) JIM CHAPPELL (11) THOM ROTELLA (11) LALAH HATHAWAY (9) STRUNZ & FARAH (9) STEVE ERQUIAGA (6) NARADA ARTISTS (6)	PETER WHITE (20) RICHARD ELLIOT (18) MICHAEL FRANKS (17) ACOUSTIC ALCHEMY (15) QUINTANA + SPEER (13) WIND MACHINE (9) ANITA BAKER (8)	PETER WHITE/Danny ACOUSTIC ALCHEMY/Reference RICHARD ELLIOT/Movers RICHARD ELLIOT/Well MICHAEL FRANKS/Art WIND MACHINE/Road

LW	TW	Artist/Track
1	1	PAT METHENY/Question & Answer (Geffen) "Never" "Change"
3	2	RICARDO SILVEIRA/Amazon Secrets (Verve Forecast) "Her" "Amazon"
5	3	BLUESIANA TRIANGLE/Bluesiana Triangle (Windham Hill/Jazz) "Heads"
2	4	WYNTON MARSALIS/Standard Time/Vol. 3/The Resolution... (Columbia) "Big" "Flamingo"
7	5	HARRY CONNICK JR./We Are In Love (Columbia) "Recipe" "Forever"
6	6	BOB JAMES/Grand Piano Canyon (WB) "Restoration" "Just"
11	7	BRANFORD MARSALIS/Crazy People Music (Columbia) "Ballad"
10	8	JIMMY McGRUFF/You Ought To Think About Me (Headfirst) "One"
9	9	HARRY CONNICK JR. TRIO/Loty's Roach Souffle (Columbia) "Hudson"
8	10	MICHAEL FRANKS/Blue Pacific (Reprise) "Art" "Long"
15	11	BOB BERG/In The Shadows (Denon) "Shadows" "Carry"
4	12	ELIANE ELIAS/Eliane Elias Plays Jobim (Blue Note) "Waters"
17	13	HERBIE MANN/Camino De Casa (Chesky) "Aparecida" "Gabriella"
23	14	MO' BETTER BLUES/Music From Mo' Better Blues (Columbia) "All"
13	15	LENI STERN/Closer To The Light (Enja/Mesa) "Take"
16	16	RICHARD ELLIOT/What's Inside (Enigma) "Waiting"
21	17	TANIA MARIA/Bela Vista (World Pacific) "Other"
DEBUT	18	MICHEL CAMILO/On The Other Hand (Columbia/Epic) "See"
12	19	BENNY GREEN/Lineage (Blue Note) "Missing" "Homecoming"
14	20	JACKIE McLEAN/Dynasty (Triloka) "Barefoot" "Serengheti"
DEBUT	21	ACOUSTIC ALCHEMY/Reference Point (GRP) "Snow" "John"
22	22	BAREFOOT/Barefoot (Global Pacific) "Arica" "Roundabout"
20	23	CHUCK LOEB/Life Colors (DMP) "Anthem" "Neverland"
30	24	DON PULLEN/Random Thoughts (Blue Note) "Ocean" "Bright"
26	25	JOE PASS/Summer Nights (Pablo/Fantasy) "J.P." "Breaking"
BREAKER	26	DON GROLNICK/Weaver Of Dreams (Blue Note) "Try" "Roughhouse"
DEBUT	27	MEZZOFORTE/Playing For Time (Novus/RCA) "Breath" "High"
25	28	FRANK WESS & HARRY EDISON/Dear Mr. Basie (Concord) "Her" "Amazon"
BREAKER	29	STEVE ERQUIAGA/Erkiology (Windham Hill/Jazz) "Heads"
27	30	AZYMUTH/Curumim (Intima/Enigma) "Waters"

MOST ADDED LPS	HOTTEST LPS	HOT TRACKS
EMILY REMLER (14) NINO TEMPO (11) GERRY MULLIGAN (10) JOHN PATITUCCI (10) DAVE WECKL (10) STEVE ERQUIAGA (9) BEBOP & BEYONO (8) RIPPINGTONS (8)	RICARDO SILVEIRA (18) BOB JAMES (17) PAT METHENY (15) BLUESIANA TRIANGLE (14) WYNTON MARSALIS (11) BRANFORD MARSALIS (9) RICHARD ELLIOT (8) MICHAEL FRANKS (8)	BLUESIANA TRIANGLE/Heads

NEW & ACTIVE

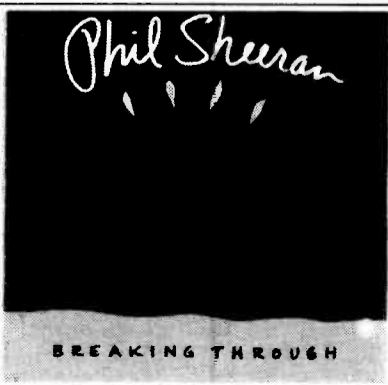
- **BERNARDO RUBAJA "New Land" (Narada) 25/0
Rotations: Heavy 3/0, Medium 12/0, Light 10/0, Total Adds 0. Heavy: KKSF, KLSK, KLTR.
- NARADA ARTISTS "Wilderness Collection" (Narada) 20/6
Rotations: Heavy 3/0, Medium 8/3, Light 9/3, Total Adds 6. KTWV, KEZL, KEYF, WMT-FM, WMGN, KTCZ.
- PETER GORDON "The Long Way Home" (Positive Music) 20/1
Rotations: Heavy 0/0, Medium 11/0, Light 9/1, Total Adds 1. KIFM.
- MAX LASSER'S ARK "Timejump" (Narada) 19/5
Rotations: Heavy 0/0, Medium 9/0, Light 10/5, Total Adds 5. KIFM, KEZL, KEYF, WMT-FM, JZTRAX.
- DWIGHT SILLS "Dwight Sils" (Columbia) 19/2
Rotations: Heavy 1/0, Medium 13/0, Light 5/2, Total Adds 2. WLOQ, KEYF. Heavy: WNND.
- DAVID BENOIT "Inner Motions" (GRP) 18/18
Rotations: Heavy 5/5, Medium 4/4, Light 9/9, Total Adds 18. KOAI, WNUA, WBBY, WBNZ, BRZ, KTWV, KIFM, WGMC, WLOQ, WAMX, KEZL, KEYV, WJIB, WVAY, KLTR, WMT-FM, WMGN, JZTRAX.
- LALAH HATHAWAY "Lalah Hathaway" (Virgin) 18/9
Rotations: Heavy 1/1, Medium 4/1, Light 13/7, Total Adds 9. KOAI, BRZ, KIFM, KWVS, WAMX, KEYF, WJIB, WMT-FM, KSNO.
- STEVE ERQUIAGA "Erkiology" (Windham Hill/Jazz) 18/6
Rotations: Heavy 0/0, Medium 6/0, Light 12/6, Total Adds 6. WBBY, KTWV, WNND, WAMX, KEYF, KSNO.
- JONATHAN BUTLER "Heal Our Land" (Jive/RCA) 18/3
Rotations: Heavy 4/0, Medium 8/0, Light 6/3, Total Adds 3. KTWV, KEYV, WMT-FM. Heavy: WNUA, KIFM, WAMX, JZTRAX.
- SONNY SOUTHON "Falling Through A Cloud" (Charisma) 18/2
Rotations: Heavy 4/1, Medium 7/0, Light 7/1, Total Adds 2. KTWV, JZTRAX. Heavy: KQPT, KEYV, KBIA.
- SARA K "Gypsy Alley" (Mesa) 18/1
Rotations: Heavy 4/0, Medium 9/0, Light 5/1, Total Adds 1. WBNZ. Heavy: BRZ, WFAE, KWVS, KLTR.

* Uncharted Breakers denoted by one asterisk.

** Chart Extra denoted by two asterisks.

NEW & ACTIVE

- **BOBBY LYLE "The Journey" (Atlantic) 30/5
Rotations: Heavy 3/0, Medium 5/1, Light 22/4, Total Adds 5. WRTI, WNOP, KXPR, KLCC, WSIE. Heavy: WCPN, WSTR, WTEB.
- PHIL SHEERAN "Breaking Through" (Sonic Edge) 29/6
Rotations: Heavy 3/0, Medium 14/2, Light 12/4, Total Adds 6. WNOP, KUOP, WEBR, WIVY, WNGS, KWMMU. Heavy: CJ, KCLC, KJOY.
- EMILY REMLER "This Is Me" (Justice) 27/14
Rotations: Heavy 4/2, Medium 6/3, Light 17/9, Total Adds 14. WBGO, WNOP, KMHD, KXPR, KSOS, KJAZ, KPLU, WMOT, KLCC, CJ, WFSS, WSIE, KSBR, KJOY. Heavy: WRTI, WTEB.
- BILL WARFIELD BIG BAND "New York City Jazz" (Interplay) 27/6
Rotations: Heavy 2/0, Medium 12/2, Light 13/4, Total Adds 6. WBGO, WRTI, WDET, WSIE, KCLC, KTCL. Heavy: WMOT, KWMMU.
- NINO TEMPO "Tenor Saxophone" (Atlantic) 26/11
Rotations: Heavy 2/0, Medium 7/1, Light 17/10, Total Adds 11. WNOP, WDET, KTCJ, KMHD, KXPR, JCITY, WIVY, WKRY, WSIE, WVPE, KJOY. Heavy: WEBR, WTEB.
- GERRY MULLIGAN "Lonesome Blvd." (A&M) 22/8
Rotations: Heavy 4/1, Medium 8/1, Light 10/6, Total Adds 8. WRTI, KTCJ, KXPR, WMOT, KLCC, KSLU, WVPE, KTCL. Heavy: WNOP, KSOS, KPLU.
- BOCHINCHE "Caracas" (Heads Up) 22/2
Rotations: Heavy 2/0, Medium 9/0, Light 11/2, Total Adds 2. KSOS, WMFD. Heavy: KPLU, KLCC.
- DWIGHT SILLS "Dwight Sils" (Columbia) 22/2
Rotations: Heavy 3/0, Medium 13/1, Light 6/1, Total Adds 2. WDET, CJ. Heavy: KJZZ, KCLC, KTCL.
- RIPPINGTONS I/R. FREEMAN "Welcome To The St. James Club" (GRP) 21/8
Rotations: Heavy 4/1, Medium 3/0, Light 14/7, Total Adds 8. KLCC, KUOP, WFSS, WTEB, WNGS, WMFD, WSIE, KTCL. Heavy: WSTR, KSLU, KCLC.
- MIKE GARSON "The Mystery Man" (Chase Music Group) 19/2
Rotations: Heavy 1/0, Medium 9/0, Light 9/2, Total Adds 2. KLCC, WUSF. Heavy: WNOP.
- TOMMY SMITH "Peeping Tom" (Blue Note) 19/2
Rotations: Heavy 1/1, Medium 7/0, Light 11/1, Total Adds 2. WRTI, WVPE.
- JOHNNY GRIFFIN & CLEMENTINE "Continent Bleu" (Orange Blue) 19/1
Rotations: Heavy 6/0, Medium 8/1, Light 5/0, Total Adds 1. JCITY. Heavy: WRTI, WCPN, KSOS, WFPL, WVPE, KWMMU.
- VINCENT HENRY "Vincent" (Jive/RCA) 19/1
Rotations: Heavy 6/0, Medium 10/0, Light 3/1, Total Adds 1. KCLC. Heavy: WSTR, KSLU, WMFD, WSIE, WVPE, KSBR.



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"BREAKING THROUGH"

30 DEBUT R&R NAC!
#1 Off-Chart BREAKER
R&R Contemporary Jazz

33 - 25* MAC PAC!
36 - 26* GAVIN A.A. "TOP TIP!"
36* Debut Gavin Jazz!

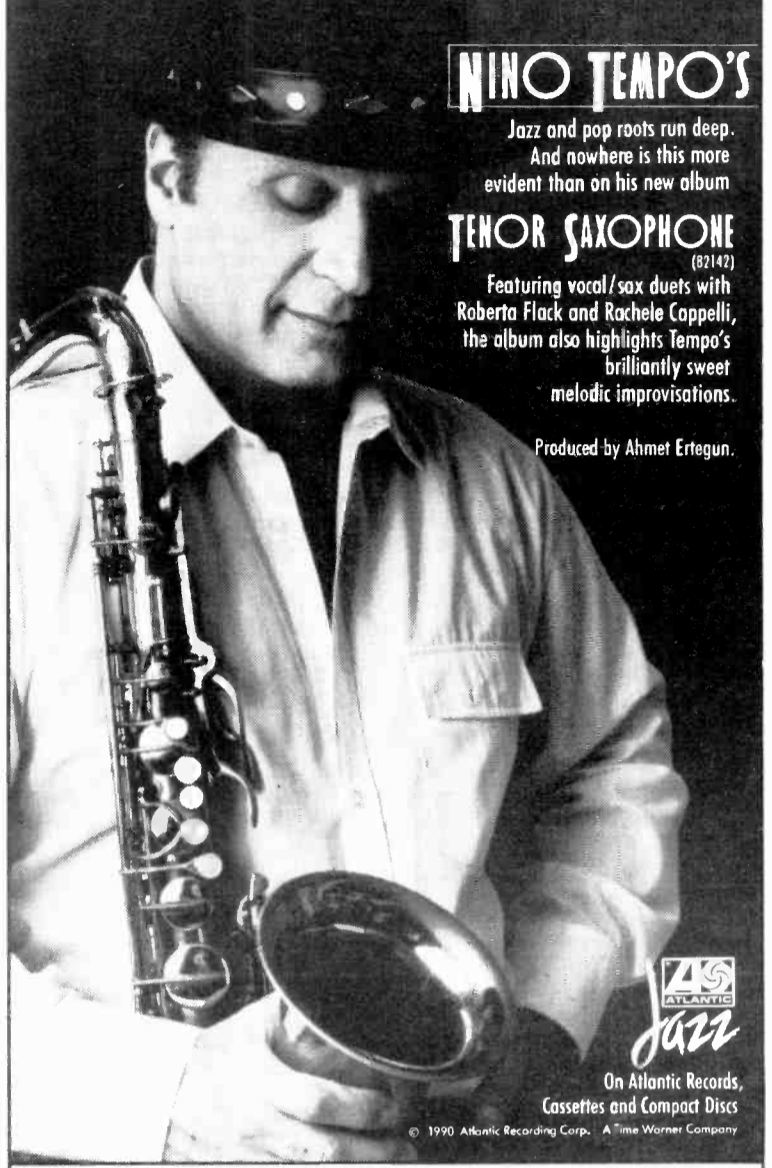
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THIS WEEK: CJ BREAKER!

LIKE MOST OF THE FINER THINGS IN LIFE, JAZZ GETS BETTER WITH AGE.



NINO TEMPO'S

Jazz and pop roots run deep. And nowhere is this more evident than on his new album

TENOR SAXOPHONE

Featuring vocal/sax duets with Roberta Flack and Rachele Cappelli, the album also highlights Tempo's brilliantly sweet melodic improvisations.

Produced by Ahmet Ertegun.

P2 WHR/LAlbany Notet: JIM CHAPPELL QUINTANA + SPEER YANNI HARRY CONNICK JR. HARRY CONNICK JR.		P3 WAB/Boston Anne Williams CHARLES MICHAEL JR. THOM ROTELLA NINO TEMPO LALAN RATHANAY PETER WHITE HARRY CONNICK JR. HARRY CONNICK JR.		P1 WNUA/Chicago Leo Roy Hansen DAVID BENJOIT STEVE ENQUAGA MICHAEL GETZEL HONORABLE BETTY COMBOY JUNKIES SARA F ROBERTA FLACK OLETA ADAMS RICHARD ELLIOT STEVE ENQUAGA PETER WHITE The Breeze Rob Moore		P2 WMBZ/Milwaukee Herring/Curry DAVID BENJOIT STEVE ENQUAGA MICHAEL GETZEL HONORABLE BETTY COMBOY JUNKIES SARA F ROBERTA FLACK OLETA ADAMS RICHARD ELLIOT STEVE ENQUAGA PETER WHITE The Breeze Rob Moore		P3 WMBZ/Milwaukee Herring/Curry DAVID BENJOIT STEVE ENQUAGA MICHAEL GETZEL HONORABLE BETTY COMBOY JUNKIES SARA F ROBERTA FLACK OLETA ADAMS RICHARD ELLIOT STEVE ENQUAGA PETER WHITE The Breeze Rob Moore		P2 WAGN/Madison O'Neill/Pipe DAVID BENJOIT JIM CHAPPELL THOM ROTELLA HONORABLE BETTY COMBOY JUNKIES SARA F ROBERTA FLACK OLETA ADAMS RICHARD ELLIOT STEVE ENQUAGA PETER WHITE The Breeze Rob Moore		P3 KCJZ/Columbia Darren Hellwege Notet: MICHAEL FRANKS PETER WHITE ACUSTIC ALCHERY BOB JAMES SONNY SOUTHWAN		P1 KFM/San Diego O'Connor/Schonder ROBERT CALDWELL LALAN RATHANAY DAVID BENJOIT PETER GORDON JIM CHAPPELL STRUNE + FARAN IMAGES MAX LASSER RENIA DAVID BENJOIT STRUNE + FARAN HONORABLE BETTY COMBOY JUNKIES SARA F ROBERTA FLACK OLETA ADAMS RICHARD ELLIOT STEVE ENQUAGA JONATHAN BUTLER MICHAEL GETZEL PETER WHITE		P3 KSNM/Oregon Vic Garrett LALAN RATHANAY STRUNE + FARAN STEVE ENQUAGA Notet: RICHARD ELLIOT PETER WHITE BOB JAMES WIND MACHINE ANITA BAKER KBCO/Denver-Boulder Ray Clifton Notet: JONATHAN BUTLER MICHAEL FRANKS RICHARD ELLIOT QUINTANA + SPEER PETER WHITE LONNEN + HAVARD WIND MACHINE JOHN MATAILL Portraits in Sound Thom Reinstein	
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40 Current NAC Reporters

29 Current NAC Playlists Called in Frozen Playlist (3): KGSR/Austin KKSJ/San Francisco Musical Starstreams WFAE/Charlotte WHVE/Sarasota-Tampa Did Not Report, Playlist Frozen (6): KBCO/Denver-Boulder KBIA/Columbia KKNW/Seattle KPRT/Sacramento Portraits in Sound WHRL/Aibany WLSY/Louisville is no longer a NAC reporting station. KNUA/Seattle is now KKNW/Seattle.

SOUTH P1 KOJA/Dallas John Frost DAN FOGELBERG THOM ROTELLA LALAN RATHANAY DAVID BENJOIT ACUSTIC ALCHERY RICHARD ELLIOT MICHAEL FRANKS RIPPINGTONS QUINTANA + SPEER WHEV/Sarasota-Tampa Lawrence/Brookshire Notet: MICHAEL FRANKS RICHARD ELLIOT QUINTANA + SPEER BRIAN HANN SARTANA		P2 KGSR/Austin Bill Harman Notet: MICHAEL FRANKS ACUSTIC ALCHERY MICHAEL FRANKS RICHARD ELLIOT QUINTANA + SPEER WFAE/Charlotte Paul Simington Notet: MICHAEL FRANKS WIND MACHINE ACUSTIC ALCHERY MICHAEL FRANKS RICHARD ELLIOT QUINTANA + SPEER		P3 KWVB/Corpus Christi Laura/Alan LALAN RATHANAY RENIA PHIL COLLINS JEFF HEALY PETERSONS JOHN MEYER POL BRONKHORST ROBERTA FLACK MEETING SUZANNE CIANI Notet: SARTANA BRENDA RUSSELL CARL ANDERSON ACUSTIC ALCHERY QUINTANA + SPEER WLOU/Galveston Church/Huntington DAVID BENJOIT EMILY REMLER DWIGHT SILLIS THOM ROTELLA MICHAEL FRANKS RICHARD ELLIOT PICK RUSKIN ACUSTIC ALCHERY RIPPINGTONS		P1 WLVN/Miami Geoff Fischer WIND TEMPO HANU ORELANA ROBERTA FLACK BEN SIBAN + CLEVE STEVE ENQUAGA PHIL SHEERAN MICHAEL FRANKS BRENDA RUSSELL RIPPINGTONS WIND MACHINE		P2 WNNR/Albany Ron Garrett RENIA BARBARA HIGBIE CHUZI YOSHIZAWA BEN SIBAN + CLEVE STEVE ENQUAGA PHIL SHEERAN ACUSTIC ALCHERY MICHAEL FRANKS BRENDA RUSSELL RIPPINGTONS WIND MACHINE		P3 KLTH/Houston Ed Scarborough JOHN NISLER CHARLES MICHAEL JR COMBOY JUNKIES JIM CHAPPELL DAVID BENJOIT THOM ROTELLA JOHN NOVELLO WIND MACHINE RICHARD ELLIOT PICK RUSKIN ACUSTIC ALCHERY RIPPINGTONS		P1 WVPE/South Band-Elnhart Jon Rauffman-Kennel NO BETTER BLUES NINO TEMPO GERRY MULLIGAN DON CHICKLE GERRY MULLIGAN PERI STRUNE + FARAN TOMMY SAITS NINO TEMPO WISFUL THINKING RICHARD ELLIOT HARRY CONNICK JR. RICHARD ELLIOT QUINTANA + SPEER RICHARD SILVEIRA PETER WHITE		P3 WSE/Edwardsville Vito Luido MICHAEL CAMILO STEVE ENQUAGA STRUNE + FARAN ROBERTA FLACK JOHN PATITUCCI EMILY REMLER PETER PETERSON RIPPINGTONS BILL HARFIELD BIG DAN WHEEL Notet: ACUSTIC ALCHERY BLUESIANA TRIANGLE HARRY CONNICK JR. CRAIG T. COOPER RICHARD SILVEIRA		P2 WVPE/South Band-Elnhart Jon Rauffman-Kennel NO BETTER BLUES NINO TEMPO GERRY MULLIGAN DON CHICKLE GERRY MULLIGAN PERI STRUNE + FARAN TOMMY SAITS NINO TEMPO WISFUL THINKING RICHARD ELLIOT HARRY CONNICK JR. RICHARD ELLIOT QUINTANA + SPEER RICHARD SILVEIRA PETER WHITE		P3 KCLSI/Clark Kristen Gerber BILL HARFIELD BIG STEVE ENQUAGA DAVE WHEEL RAY BROWN TRIO DAVID BENJOIT JIM CHAPPELL STEVE ENQUAGA JOHN PATITUCCI THOM ROTELLA Notet: MICHAEL FRANKS RICHARD ELLIOT HARRY CONNICK JR. BOB JAMES RICHARD SILVEIRA	
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NAC - Most Added!
Extraordinary new acoustic music from a premier guitarist and one of radio's favorites.

39 Current Contemporary Jazz Reporters
32 Current Contemporary Jazz Playlists
Called in Frozen Playlist (1): **WFPL/Louisville**

Did Not Report, Playlist Frozen (6):
The Jazz Show
KJZZ/Phoenix
WCPN/Cleveland
WJZZ/Detroit
WSHA/Raleigh
WSTR/Atlanta

Did Not Report For Two Consecutive Weeks, Not Used in This Week's Data (1):
WHRO/Norfolk

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THE JOURNEY BOBBY LYLE

THIS IS ONE JOURNEY YOU'LL NEVER FORGET.

Bobby Lyle demonstrates true genius on his new album featuring the single "Love Eyes." Other tracks include "Swing Jack," "Blues for Dexter" and "Viva Mandela/The Journey" from which the album takes its name.

Produced by Bobby Lyle for Genie Productions.

LAST WEEK: CJ BREAKER!


39 Current Contemporary Jazz Reporters
32 Current Contemporary Jazz Playlists
Called in Frozen Playlist (1): **WFPL/Louisville**

Did Not Report, Playlist Frozen (6):
The Jazz Show
KJZZ/Phoenix
WCPN/Cleveland
WJZZ/Detroit
WSHA/Raleigh
WSTR/Atlanta

Did Not Report For Two Consecutive Weeks, Not Used in This Week's Data (1):
WHRO/Norfolk



JANET JACKSON

"Black  Cat"


URBAN CONTEMPORARY
BREAKERS

**MOST ADDED
AGAIN!**
NOW ON 57
UC REPORTERS!

BRENDA RUSSELL

"Stop Running
Away"



**NOW ON 52 UC REPORTERS --
AND BREAKER BOUND!**

WDAS	KMJQ	WZAK
WUSL	K97	WTLC
WAMO	WYLD	KPRS
WHUR	WMYK	WMVP
KHYS	WOWI	

URBAN CONTEMPORARY
NEW & ACTIVE



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Jasmine Guy

“try me”

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KUKQ
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WDRE
WHTG
WDST
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BUZZ
BIN!**

From the album *Brick By Brick*. Over 100,000 sold. Produced by Don Was.

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AOR TRACKS®

NEWARTISTS

Reports

3	2			166 REPORTERS		Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW					
11	5	2		1	ASIA/Days Like These (Geffen)	146+/2	92+	51-
12	11	4		2	BAD COMPANY/Boys Cry Tough (Atco)	147=/1	79+	55-
2	2	1		3	JON BON JOVI/Blaze Of Glory (Mercury)	137-/0	105-	25-
—	—	12		4	INXS/Suicide Blonde (Atlantic)	152+/14	67+	68-
16	12	10		5	BRUCE HORNSBY/A Night On The Town (RCA)	138+/1	76+	56-
7	7	5		6	WINGER/Can't Get Enuff (Atlantic)*	144-/0	66+	53-
10	10	9		7	REO SPEEDWAGON/Live It Up (Epic)	142-/0	61+	63-
15	14	11		8	JEFF HEALEY BAND/While My Guitar Gently Weeps (Arista)	130+/3	72+	49-
8	6	6		9	GUNS N' ROSES/Civil War (WB)	141-/1	54-	60+
18	15	14		10	VIXEN/How Much Love (EMI)	133+/3	41+	70-
1	1	3		11	JOHNNY VAN ZANT/Brickyard Road (Atlantic)	109-/0	77-	23-
21	16	15		12	SLAUGHTER/Fly To The Angels (Chrysalis)	130+/1	31+	59-
4	3	7		13	CHEAP TRICK/Can't Stop Falling Into Love (Epic)	95-/0	70-	19-
20	17	17		14	GENE LOVES JEZEBEL/Jealous (Beggars Banquet/Geffen)	115-/4	30=	54+
—	—	20		15	LIVING COLOUR/Type (Epic)	133+/15	12+	66+
—	—	25		16	ROGER WATERS /BRYAN ADAMS/Young Lust (Mercury)	126+/33	16+	77+
23	18	18		17	NELSON/(Can't Live Without Your) Love & Affection (DGC)	88-/0	59+	22-
29	22	19		18	ERIC JOHNSON/Ciffs Of Dover (Capitol)	113+/7	20+	59+
5	4	8		19	COLIN JAMES/Just Came Back (Virgin)	89-/0	47-	35-
3	8	13		20	ALLMAN BROTHERS BAND/Good Clean Fun (Epic)	75-/0	56-	15-
6	9	16		21	POISON/Jnskinny Bop (Enigma/Capitol)	81-/0	48-	27-
34	24	22		22	RATT/Lovin' You's A Dirty Job (Atlantic)	110+/3	13+	40+
—	—	26		23	WARRANT/Cherry Pie (Columbia)	108+/18	11+	40+
DEBUT ▶				24	NEIL YOUNG & CRAZY HORSE/Mansion On The Hill (Reprise)	99 /99	20	64
32	25	23		25	COMPANY OF WOLVES/Hangin' By A Thread (Mercury)*	109+/6	5=	51+
37	29	27		26	MOTLEY CRUE/Same Ol' Situation (Elektra)	89+/9	10+	32+
9	13	21		27	BLACK CROWES/Twice As Hard (Def American/Geffen)	71-/0	26-	35-
—	—	41		28	DAMN YANKEES/High Enough (WB)	78+/35	13+	45+
DEBUT ▶				29	ROBERT CRAY BAND/The Forecast (Calls For Pain) (Mercury)	73 /73	10	48
—	42	32		30	DON DOKKEN/Mirror Mirror (Geffen)	83+/8	5+	32+
—	59	40		31	HEART/Tall, Dark Handsome Stranger (Capitol) <small>* Keeps a bullet due to continued growth.</small>	71+/22	6+	52+
24	20	24		32	BILLY IDOL/L.A. Woman (Chrysalis)	67-/0	15-	35-
—	46	36		33	HOUSE OF LORDS/Can't Find My Way Home (Simmons/RCA)	78+/14	4=	38+
35	30	29		34	RED HOUSE/I Said A Prayer (SBK)	76-/1	3=	40-
44	36	35		35	PHIL COLLINS/Something Happened On The Way... (Atlantic)	45+/4	27+	10-
46	34	30		36	AEROSMITH/Love Me Two Times (MCA)	57-/3	12+	34-
13	19	31		37	AEROSMITH/The Other Side (Geffen)	39-/0	29-	6-
52	45	43		38	DAVID BAERWALD/Dance (A&M)	54+/7	6=	34+
—	56	52		39	ALLMAN BROTHERS BAND/Seven Turns (Epic)	43+/13	12+	28+
56	50	48		40	TOY MATINEE/Last Plane Out (Reprise)	50+/3	6+	28-
22	32	39		41	CONCRETE BLONDE/Joey (IRS)	36-/0	17+	15-
43	37	37		42	WORLD PARTY/Put The Message In The Box (Chrysalis)	50-/1	9-	24-
59	53	51		43	GARY MOORE/Still Got The Blues (Charisma)	51+/8	8+	28+
—	54	54		44	LOS LOBOS/Down On The Riverbed (Slash/WB)	44+/6	3+	26+
—	58	55		45	RIVERDOGS/I Believe (Epic)	52+/13	2+	7+
19	28	34		46	DAMN YANKEES/Come Again (WB)	30-/0	16-	10-
25	33	46		47	GUNS N' ROSES/Knockin' On Heaven's Door (DGC)	32-/0	13=	10-
28	26	28		48	MICHAEL PENN/Brave New World (RCA)	37-/0	9-	21-
47	44	44		49	EXTREME/Decadence Dance (A&M)*	50-/2	2=	16-
31	27	33		50	FAITH NO MORE/Epic (Slash/Reprise)	40-/0	4-	13-
17	21	38		51	JOHN HIATT/Child Of The Wild Blue Yonder (A&M)	32-/0	5-	20-
49	48	45		52	LITA FORD/Lisa (RCA)	49-/2	1=	19-
DEBUT ▶				53	QUEENSRYCHE/Empire (EMI)	40 /37	3	10
DEBUT ▶				54	STEVE VAI/I Would Love To (Relativity)	32+/4	2+	11-
14	23	47		55	SANTANA/Peace On Earth...Third Stone From The Sun (Columbia)	26-/0	5-	17-
42	39	42		56	PAUL McCARTNEY/Hey Jude (Polydor)	34-/1	2-	17-
—	—	60		57	LOVE/HATE/Why Do You Think They Call It Dope? (Columbia)	40+/8	0=	4=
—	—	59		58	BLUE TEARS/Rockin' With The Radio (MCA)	46+/11	1-	5+
DEBUT ▶				59	TRIXTER/Give It To Me Good (Mechanic/MCA)	37+/6	1=	5-
DEBUT ▶				60	LITTLE CAESAR/From The Start (DGC)	32+/8	0=	12+

- 1 **NELSON**/(Can't Live Without Your) Love... (DGC) ... 88
- 2 **DON DOKKEN**/Mirror Mirror (Geffen) 83
- 3 **HOUSE OF LORDS**/Can't Find My Way... (Simmons/RCA) ... 78
- 4 **RED HOUSE**/I Said A Prayer (SBK) 76
- 5 **EXTREME**/Decadence Dance (A&M) 50
- 6 **TOY MATINEE**/Last Plane Out (Reprise) 50
- 7 **BLUE TEARS**/Rockin' With The Radio (MCA) 46
- 8 **FAITH NO MORE**/Epic (Slash/Reprise) 40
- 9 **LOVE/HATE**/Why Do You Think They Call It Dope? (Columbia) 40
- 10 **TRIXTER**/Give It To Me Good (Mechanic/MCA) 37
- 11 **CONCRETE BLONDE**/Joey (IRS) 36
- 12 **STEVE VAI**/I Would Love To (Relativity) 32
- 13 **JELLYFISH**/The King Is Half-Dressed (Charisma) 27
- 14 **MICHELLE MALONE & DRAG...** /Big Black Bag (Arista) ... 23
- 15 **L.A. GUNS**/I Wanna Be Your Man (Vertigo/Polydor) 22
- 16 **ENERGY ORCHARD**/Sailortown (MCA) 20
- 17 **SOCIAL DISTORTION**/Ball & Chain (Epic) 17
- 18 **NEVILLE BROTHERS**/River Of Life (A&M) 15
- 19 **WILLI JONES**/Love Me Up (Geffen) 12
- 20 **MASTERS OF REALITY**/The Candy... (Delicious Vinyl/Island) 12
- 21 **IGGY POP**/Home (Virgin) 12

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.

BREAKERS®


ROGER WATERS featuring BRYAN ADAMS
Young Lust (Mercury)
76% of our reporters on it.

WARRANT
Cherry Pie (Columbia)
65% of our reporters on it.

NEIL YOUNG & CRAZY HORSE
Mansion On The Hill (Reprise)
60% of our reporters on it.


JAY AARON

“ronda”



PRODUCED BY EDDY OFFORD
AND JAY AARON

FROM THE ALBUM
inside out

 © 1990 WARNER BROS. RECORDS INC.



Take my car,
my house,
my gold card,
my dog,
my mother,
my heart,
my Cure live import,
my mind.
Satisfied?
Not quite.

never enough

the new single
the new video
the new 12"
the new cassette single
the new re-mix
the new maxi-cassette single
the new CD5

FROM THE BRAND NEW ALBUM *MIXED UP*



Excellent Excess... on Elektra cassettes, compact discs and records.

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NATIONAL AIRPLAY

LW	TW	
3	1	JANE'S ADDICTION /Ritual De Lo Habitual (WB)
1	2	IGGY POP /Brick By Brick (Virgin)*
4	3	HEART THROBS /Cleopatra Grip (Elektra)
6	4	SOUP DRAGONS /Lovegod (Big Life/Mercury)
11	5	INXS /Suicide Blonde (track) (Atlantic)
5	6	PIXIES /Bossanova (4AD/Elektra)*
9	7	CHARLATANS U.K. /The Only One I Know (EP) (Beggars Banquet/RCA)
2	8	AZTEC CAMERA /Stray (Sire/Reprise)
18	9	LIVING COLOUR /Time's Up (Epic)
7	10	GENE LOVES JEZEBEL /Kiss Of Life (Beggars Banquet/Geffen)
8	11	RAILWAY CHILDREN /Native Place (Virgin)
12	12	STONE ROSES /One Love (track) (Silvertone/RCA)
13	13	BOB MOULD /Black Sheets Of Rain (Virgin)
17	14	REAL LIFE /Lifetime (Curb) <i>*Keeps a bullet due to continued growth.</i>
15	15	CONCRETE BLONDE /Bloodletting (IRS)
14	16	SONIC YOUTH /Goo (DGC)
DEBUT	17	COCTEAU TWINS /Iceblink Luck (track) (4AD/Capitol)
10	18	DEVO /Smooth Noodle Maps (Enigma)
19	19	JELLYFISH /Bellybutton (Charisma)
21	20	SOCIAL DISTORTION /Social Distortion (Epic)
30	21	SOHO /Hippychick (track) (Atco)
20	22	DURAN DURAN /Liberty (Capitol)
16	23	DAVID J /Songs From Another Season (Beggars Banquet/RCA)
DEBUT	24	DNA I/SUZANNE VEGA /Tom's Diner (Import)
DEBUT	25	SOUL ASYLUM /Soul Asylum & The Horse They Rode In On (A&M)
28	26	BOB GELDOF /The Vegetarians Of Love (Atlantic)
29	27	VARIOUS ARTISTS /Pump Up The Volume (MCA)
24	28	JESUS JONES /Liquidizer (Food/SBK)
23	29	HAPPY MONDAYS /Step On (track) (Elektra)
25	30	DEPECHE MODE /Violator (Sire/Reprise)

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
PET SHOP BOYS JAMES COCTEAU TWINS DREAMS SO REAL HUMAN LEAGUE	INXS JANE'S ADDICTION PIXIES IGGY POP BOB MOULD GENE LOVES JEZEBEL HEART THROBS	JANE'S ADDICTION PIXIES INXS IGGY POP LIVING COLOUR SONIC YOUTH

MOST ADDED	HOTTEST	MOST REQUESTED
NEIL YOUNG &.../Mansion (99) ROBERT CRAY BAND/Forecast (73) QUEENSRYCHE/Empire (37) DAMN YANKEES/High (35) ROGER WATERS/Young (33) HEART/Tall (22) WARRANT/Cherry (18) LIVING COLOUR/Type (15) HOUSE OF LORDS/Can't (14) INXS/Suicide (14)	JON BON JOVI/Blaze (105) ASIA/Days (92) BAO COMPANY/Boys (79) J. VAN ZANT/Brickyard (77) BRUCE HORNSBY/Night (76) JEFF HEALEY BAND/While (72) CHEAP TRICK/Can't (70) INXS/Suicide (67) WINGER/Can't (66) REO SPEEDWAGON/Live (61)	GUNS N' ROSES/Civil (49) WINGER/Enuff (42) SLAUGHTER/Fly (34) JON BON JOVI/Blaze (25) INXS/Suicide (19) WARRANT/Cherry (19) BAD COMPANY/Boys (18) ERIC JOHNSON/Climbs (17) RATT/Lov'n' (15)

NEW & ACTIVE

JELLYFISH "The King Is Half-Dressed" (Charisma) 27/4 (24/1)
Adds: WSHE, KRQR, WRFX, KJJO. Heavy 1: KBOY. Medium 15 including WHFS, KRXQ, KZAP, WEZX, KLAQ, KRIX, WLAV, WXQR, WRUF.

PRETENDERS "Packed!" (Sire/WB) 22/4 (20/7)
Adds: KSHE, WRXK, WWTR, KFMU. Heavy 6 including WNEW, WWDC, WXRT, KBCO, WPXC. Medium 15 including WEBN, KTCZ, KDKB, KLBJ, KRIX, KEZO, WNCD, WIZN, WMAD, KJJO.

MARSHALL TUCKER BAND "Southern Spirit" (Sisapa) 18/5 (15/2)
Adds: WSTZ, KMOD, KZOO, KCHV, KCQR. Heavy 2: WHCN, KWIC. Medium 7: KBCO, WOUR, WRFX, WMFX, WIMZ, WIXV, KFMU.

DEREK & THE DOMINOS "Little Wing" (Polydor) 18/4 (14/14)
Adds: WRFX, WJXQ, KPOI, KFMU. Medium 5 including KRQR, WMFX, KBAT, WTKX.

SLEEZE BEEZ "Heroes Die Young" (Atlantic) 16/3 (13/4)
Adds: WLZR, KUPD, KBER. Heavy 2 including WAZU. Medium 1: WXTB.

JEFF LYNNE "Lift Me Up" (Reprise) 15/1 (18/0)
Adds: KWHL. Heavy 3: WRXK, KRIX, KFMU. Medium 9: WLLZ, WLAV, WWCT, WIZN, WPXC, WGLF, WMAD, KSOY, KBOY.

NEVILLE BROTHERS "River Of Life" (A&M) 15/1 (14/1)
Adds: KCQR. Heavy 4: WBAB, WPLR, KRIX, KFMU. Medium 7: WHFS, WNEW, KTXQ, WDHA, KWIC, KJJO, KBOY.

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.

Maybe You've Heard Of Them...

DANCING

The Replacements "Merry Go Round"
From The Album **All Shook Down**

Produced by Scott Litt and Paul Westerberg
Management: Russ Rieger and Gary Hobbs
High Noon Entertainment

Sire Records Company
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3 2
WKS WKS LW TW

170 REPORTERS

SEPTEMBER 7, 1990

Reports/Adds Heavy Medium

5	4	2	1	BAD COMPANY /Holy Water (Atco)
3	1	1	2	JON BON JOVI /Blaze Of Glory (Mercury)
8	5	3	3	BRUCE HORNSBY /A Night On The Town (RCA)
13	8	5	4	ASIA /Then & Now (Geffen)
14	14	12	5	JEFF HEALEY BAND /Hell To Pay (Arista)
12	12	11	6	REO SPEEDWAGON /The Earth, A Small Man, His Dog And A Chicken (Epic)
11	10	10	7	WINGER /In The Heart Of The Young (Atlantic)
10	9	6	8	VARIOUS ARTISTS /Nobody's Child (WB)
2	3	7	9	ALLMAN BROTHERS BAND /Seven Turns (Epic)
1	2	4	10	JOHNNY VAN ZANT /Brickyard Road (Atlantic)
19	15	14	11	VIXEN /Rev It Up (EMI)
4	6	8	12	CHEAP TRICK /Busted (Epic)
23	16	16	13	SLAUGHTER /Stick It To Ya (Chrysalis)
DEBUT ▶ 14 ROGER WATERS /The Wall: Live In Berlin (Mercury)				
22	17	17	15	GENE LOVES JEZEBEL /Kiss Of Life (Beggars Banquet/Geffen)
18	20	19	16	DAMN YANKEES /Damn Yankees (WB)
DEBUT ▶ 17 LIVING COLOUR /Time's Up (Epic)				
24	18	18	18	NELSON /After The Rain (DGC)
31	23	20	19	ERIC JOHNSON /Ah Via Musicom (Capitol)
6	7	9	20	COLIN JAMES /Sudden Stop (Virgin)
7	11	13	21	POISON /Flesh & Blood (Enigma/Capitol)
—	26	21	22	RATT /Detonator (Atlantic)*
37	27	22	23	COMPANY OF WOLVES /Company Of Wolves (Mercury)*
28	34	24	24	HEART /Brigade (Capitol)
32	29	25	25	MOTLEY CRUE /Dr. Feelgood (Elektra)
9	13	15	26	BLACK CROWES /Shake Your Moneymaker (Def American/Geffen)
21	21	23	27	BILLY IDOL /Charmed Life (Chrysalis)
—	38	27	28	VARIOUS ARTISTS /Air America (MCA)
15	19	28	29	AEROSMITH /Pump (Geffen)
—	—	35	30	DON DOKKEN /Up From The Ashes (Geffen)
20	35	36	31	CONCRETE BLONDE /Bloodletting (IRS)
36	33	32	32	RED HOUSE /The Red House (SBK)
—	39	37	33	PHIL COLLINS /...But Seriously (Atlantic)
—	—	38	34	DAVID BAERWALD /Bedtime Stories (A&M)
DEBUT ▶ 35 TOY MATINEE /Toy Matinee (Reprise)				
—	40	34	36	WORLD PARTY /Goodbye Jumbo (Chrysalis)
DEBUT ▶ 37 GARY MOORE /Still Got The Blues (Charisma)				
25	25	29	38	ROBERT PLANT /Manic Nirvana (Es Paranza/Atlantic)
17	22	31	39	JOHN HIATT /Stolen Moments (A&M)
34	37	39	40	ERIC CLAPTON /Journeyman (Reprise)

*Keeps a bullet due to continued growth.

"Boys" (147) "Holy" (12) "You" (6)	154- /1	88+	55=
"Blaze" (137) "Never" (8) "Billy" (5)	142- /0	106-	27-
"Night" (138) "Across" (15) "Carry" (1)	146= /0	83+	58-
"Days" (146) "Summer" (1)	147+ /2	92+	52-
"While" (130) "Think" (13)	139+ /2	82+	48-
"Live" (142) "Heaven" (4) "Love" (1)	146- /0	62+	66-
"Enuff" (144) "Miles" (3) "Baptized" (1)	144- /0	66+	54-
"Civil" (141) "Kind" (6) "Medicine" (3)	148- /1	57-	65+
"Good" (75) "Seven" (43) "Shine" (5)	112- /6	69-	38+
"Brickyard" (109) "Hearts" (7) "Three" (1)	115- /1	77-	27+
"Love" (133)	133+ /3	41+	70-
"Can't" (95) "Back" (7) "Walk" (2)	102- /0	70-	25-
"Fly" (130)	130+ /1	31+	59-
"Young" (126) "Run" (2) "Hey" (2)	127 /34	16	78
"Jealous" (115) "Tangled" (1)	116- /4	30=	55+
"High" (78) "Come" (30) "Coming" (1)	104+ /26	30=	54+
"Type" (133) "Solice" (2) "Love" (1)	136 /18	13	69
"Love" (88) "Hardly" (1)	88- /0	59+	22-
"Cliffs" (113)	115+ /7	20+	60+
"Just" (89) "Keep" (2)	92- /0	47-	38-
"Unskinny" (81) "Something" (4) "Ride" (3)	85- /1	51-	28-
"Lovin" (110) "Scratch" (1)	110+ /3	13+	40+
"Hangin" (109)	110+ /6	5=	52+
"Tall" (71) "Didn't" (8) "Stranded" (5)	85+ /22	14-	57+
"Same" (89) "Don't" (3)	91+ /8	11+	32+
"Twice" (71) "Jealous" (4) "She" (2)	77- /0	31-	36-
"L.A." (67) "Cradle" (7) "Prodigal" (4)	75- /1	17-	38-
"Love" (57) "Right" (3)	59- /3	12+	35-
"Other" (39) "What" (1)	40- /0	30-	6-
"Mirror" (83) "Crash" (1) "Forever" (1)	83+ /8	6+	31+
"Joey" (36) "Caroline" (9)	46- /2	20+	20-
"Prayer" (76)	76- /1	3=	40-
"Something" (45) "Find" (1)	45+ /4	27+	10-
"Dance" (54) "All" (2)	60+ /7	8-	37+
"Last" (50)	51+ /3	7+	28-
"Message" (50) "Way" (2) "When" (1)	55- /1	13+	25-
"Still" (51) "Pretty" (4) "Moving" (1)	59+ /6	10=	31+
"S S S" (22) "Ma" (10) "Cried" (6)	38- /0	10-	18-
"Child" (32) "Rest" (5) "Real" (2)	44- /0	8-	27-
"Run" (14) "Anything" (8) "Before" (6)	26- /1	15-	10-

CHEAP TRICK

Back 'N Blue

A Rock Track From A Rock Act

SLAP IT ON

"Black 'N Blue" The next track from Cheap Trick

BREAKERS

LIVING COLOUR
Time's Up (Epic)
80% of our reporters on it.

ROGER WATERS
The Wall: Live In Berlin (Mercury)
75% of our reporters on it.

MOST ADDED®

- QUEENSRYCHE (37)
- ROGER WATERS (34)
- DAMN YANKEES (26)
- HEART (22)
- LIVING COLOUR (18)
- RIVERDOGS (13)
- BLUE TEARS (11)
- LITTLE CAESAR (9)
- DON DOKKEN (8)
- LOVE/HATE (8)
- MOTLEY CRUE (8)

HOTTEST

- JON BON JOVI (106)
- ASIA (92)
- BAD COMPANY (88)
- BRUCE HORNSBY (83)
- JEFF HEALEY BAND (82)
- JOHNNY VAN ZANT (77)
- CHEAP TRICK (70)
- ALLMAN BROTHERS BAND (69)
- WINGER (66)
- REO SPEEDWAGON (62)

CHRT PLAYLISTS

WBSB Baltimore 104 FM PD: Steve Perun APD/MD: Pam Trickett

PHIL COLLINS/Somebody Hugged On... WILSON PHILLIPS/Release Me... SWEET SENSATION/If Misses Came True...

WUSA 105 Washington PD: Chuck Beck APD/MD: Dave Elliott

MILSON PHILLIPS/Release Me... BELL BIV DEVOE/Do Me... JAMES INGRAM/Don't Have The Heart...

95.5 WJZ New York VP/Programming: Tom Cuddy MD: Mike Preston

JON BON JOVI/Blaze Of Glory... BELL BIV DEVOE/Do Me... ADVENTURES OF STEVE DIRTY CASH...

92 PRO FM Philadelphia PD: Todd Fisher APD/MD: Jay Beau Jones

SWEET SENSATION/If Misses Came True... POISON/Unkissing Bop... JON BON JOVI/Blaze Of Glory...

WJZ 94.5 Boston PD: Steve Rivers MD: Cadillac Jack McCartney

BELL BIV DEVOE/Do Me... POISON/Unkissing Bop... RIGHTeous BROTHER/Unchained Melody...

Pittsburgh 104 FM PD: Danny Clayton APD: Zak Szabo MD: Lori Campbell

POISON/Unkissing Bop... JON BON JOVI/Blaze Of Glory... BELL BIV DEVOE/Do Me...

New York 7400 PD/Dir. Ops. & Prog.: Steve Kingston APD/MD: Frankie Blue

JON BON JOVI/Blaze Of Glory... SWEET SENSATION/If Misses Came True... BELL BIV DEVOE/Do Me...

EAGLE 106 Philadelphia PD: Todd Fisher APD/MD: Jay Beau Jones

SWEET SENSATION/If Misses Came True... POISON/Unkissing Bop... JON BON JOVI/Blaze Of Glory...

92 PRO FM Philadelphia PD: Todd Fisher APD/MD: Jay Beau Jones

SWEET SENSATION/If Misses Came True... POISON/Unkissing Bop... JON BON JOVI/Blaze Of Glory...

PROVIDENCE 92.7 PD: Paul Cannon MD: Tony Bristol

MILSON PHILLIPS/Release Me... JON BON JOVI/Blaze Of Glory... SWEET SENSATION/If Misses Came True...

Boston WFKS-FM 108 PD: Sunny Joe White MD: Jerry McKenna

ADVENTURES OF STEVE DIRTY CASH... BLACK ROSES/Everybody Everbody... PRINCE/Travels In The Teaple...

Long Island FM 106 PD/Programming: Bill Terry MD: Mark Lobel

MILSON PHILLIPS/Release Me... SWEET SENSATION/If Misses Came True... PHIL COLLINS/Somebody Hugged On...

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

New Orleans PD: Greg Rolling APD/MD: Joey Giovingo

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

KRBE Houston PD: Steve Wyrostok MD: Cheryl Broz

MILSON PHILLIPS/Release Me... MAEL PRIEST/Close To You... DEPECHE MODE/Policy Of Truth...

Tampa Q103 PD: John Clay

BELL BIV DEVOE/Do Me... MILSON PHILLIPS/Release Me... M.C. HAMMER/Have You Seen Her?

Houston KKQB PD: Bill Richards APD: John Cook MD: Mike Snow

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

Houston MIX 96.5 PD: Guy Zapoleon APD: Jeff Scott APD: Kurt Kelly MD: Michael Newman

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

96 fm KSAQ/San Antonio PD: Leo Vela APD: Lee Cruze MD: Rikko Ollerivez

JON BON JOVI/Blaze Of Glory... DEPECHE MODE/Policy Of Truth... MELBON/Love And Affection...

Tampa Q103 PD: John Clay

BELL BIV DEVOE/Do Me... MILSON PHILLIPS/Release Me... M.C. HAMMER/Have You Seen Her?

Houston KKQB PD: Bill Richards APD: John Cook MD: Mike Snow

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

MIAMI 100.7 FM PD: Frank Amadeo MD: Johnna Ceccoli

Tampa WFLZ PD: Marc Chase APD: B.J. Harris MD: Jeff Kapugi

BELL BIV DEVOE/Do Me... POISON/Unkissing Bop... RIGHTeous BROTHER/Unchained Melody...

POWER 99 FM Atlanta PD: Rick Stacy MD: Lee Chesnut

MILSON PHILLIPS/Release Me... DEPECHE MODE/Policy Of Truth... PHIL COLLINS/Somebody Hugged On...

Dallas KHYI 95 PD: Randy Kabrich APD: JJ McKay MD: Mike Easterlin

POISON/Unkissing Bop... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

WVZ Norfolk PD: Chris Bailey MD: Beaver Cleaver

MILSON PHILLIPS/Release Me... RIGHTeous BROTHER/Unchained Melody... JON BON JOVI/Blaze Of Glory...

WVZ Norfolk PD: Chris Bailey MD: Beaver Cleaver

Dallas 97.1 PD: Joel Folger APD/MD: Jimmy Steal

JON BON JOVI/Blaze Of Glory... M.C. HAMMER/Have You Seen Her?... RIGHTeous BROTHER/Unchained Melody...

JON BON JOVI/Blaze Of Glory... M.C. HAMMER/Have You Seen Her?... RIGHTeous BROTHER/Unchained Melody...

CHR#1 PLAYLISTS

September 7, 1990 R&R • 111

THE NEW! 95 FM

WKQI-FM
VP Programming: Gary Berkowitz
APD/MD: Michael Waite

ADD 22, 24, 25

95 FM

CHICAGO'S HIT MUSIC STATION
OM: Ric Lippincott
PD: Brian Kelly

WYTZ Chicago

WNCI 97.9

PD: Dave Robbins
MD: John Cline

Columbus

96 FM

PD: Dave Shakes
MD: Todd Cavanah

Chicago

94 WKTI Milwaukee

PD: Mike Berlak
MD: John Woody Harrison
APD: Mike Blakemore

ADD 22, 24, 25

99 1/2 FM

WZPL/Indianapolis
OM/MD: Don London
MD: Michael J. Powers

95.5 WYOL

OM: Gregg Swedberg
PD: Greg Strassel

Minneapolis

FOX 96.5 FM

APD/MD: John McFadden

Detroit

KDWB 101.3

PD: Brian Philips
APD/MD: Ed Lambert

Minneapolis

106.5 FM

WKBQ
PD: Lyndon Abell
APD: Chris Knight
MD: Jim Atkinson

St. Louis

Q104

THE #1 HIT MUSIC STATION
KBEQ
PD: Karen Barber
APD/MD: Jon Anthony

Kansas City

108 FM

PD: Mark Capps
MD: Bill Kezley

Portland

98.7 WCPX

PD: Jerry Lousteau
APD/MD: Bob LaBorde

Salt Lake City

96.3 FM

RADIO WHYY
PD: Rick Gillette
APD/MD: Mark Jackson

Detroit

Q102

OM: Jim Fox
PD: Dave Allen
MD: Brian Douglas

Cincinnati

2100 FM

PORTLAND'S HOTTEST MUSIC
PD: Mark Capps
MD: Bill Kezley

Portland

98.7 WCPX

PD: Jerry Lousteau
APD/MD: Bob LaBorde

Salt Lake City

98.7 WCPX

PD: Jerry Lousteau
APD/MD: Bob LaBorde

Salt Lake City

KISFM 102.7

Los Angeles
VP/Programming: Gerry DeFrancesco
APD: Gwen Roberts
MD: Michael Martin

KUBE 93 FM

PD: Tom Hutylar
MD: Randy Irwin

Seattle

KSLN FM

PD: Gary Waldron
MD: Gary Michaels

Salt Lake City

98.7 WCPX

PD: Jerry Lousteau
APD/MD: Bob LaBorde

Salt Lake City

Q106

A Better Mix of Music
VP: Gary Wall
PD: Kevin Weatherly
MD: Michelle Santosuosso

San Diego

108 FM

PD: Mark Bolke
APD/MD: Dom Testa

Denver

Breathe Continued

Table with columns for SOUTH, MIDWEST, WEST, and EAST, listing radio stations and their respective reach percentages.

CHEAP TRICK Can't Stop Fallin' Into Love (Epic) LP: Busted

Chart and summary table for Cheap Trick's 'Can't Stop Fallin' Into Love', showing regional and national reach and chart positions.

Jude Cole Continued

Table with columns for SOUTH, WEST, and EAST, listing radio stations and their respective reach percentages.

PHIL COLLINS Something Happened ... (Atlantic) LP: ... But Seriously

Chart and summary table for Phil Collins' 'Something Happened ...', showing regional and national reach and chart positions.

Taylor Collins Continued

Table with columns for MIDWEST, WEST, and EAST, listing radio stations and their respective reach percentages.

CONCRETE BLONDE Joey (IRS) LP: Bloodletting

Chart and summary table for Concrete Blonde's 'Joey', showing regional and national reach and chart positions.

Taylor Dayne Continued

Table with columns for EAST, WEST, and MIDWEST, listing radio stations and their respective reach percentages.

DEPECHE MODE Policy Of Truth (Sire/Reprise) LP: Violator

Chart and summary table for Depeche Mode's 'Policy Of Truth', showing regional and national reach and chart positions.

MARIAH CAREY Love Takes Time (Columbia) LP: Mariah Carey

Chart and summary table for Mariah Carey's 'Love Takes Time', showing regional and national reach and chart positions.

JUDE COLE Time For Letting Go (Reprise) LP: A View From 3rd Street

Chart and summary table for Jude Cole's 'Time For Letting Go', showing regional and national reach and chart positions.

TYLER COLLINS Second Chance (RCA) LP: Girls Nite Out

Chart and summary table for Tyler Collins' 'Second Chance', showing regional and national reach and chart positions.

TAYLOR DAYNE Heart Of Stone (Arista) LP: Can't Fight Fate

Chart and summary table for Taylor Dayne's 'Heart Of Stone', showing regional and national reach and chart positions.

DEPECHE MODE Policy Of Truth (Sire/Reprise) LP: Violator

Chart and summary table for Depeche Mode's 'Policy Of Truth', showing regional and national reach and chart positions.

Table with columns for EAST, SOUTH, WEST, and MIDWEST, listing radio stations and their respective reach percentages.

Table with columns for EAST, SOUTH, WEST, and MIDWEST, listing radio stations and their respective reach percentages.

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Table with columns for EAST, SOUTH, WEST, and MIDWEST, listing radio stations and their respective reach percentages.

DINO

Romeo (Island)

LP: Swingin'

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 217 85%

Regional chart for DINO with station call letters and air dates.

DURAN DURAN

Violence Of Summer (Capitol)

LP: Liberty

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 86 33%

Regional chart for DURAN DURAN with station call letters and air dates.

FAVORITE ANGEL

Only Women Bleed (Columbia)

LP: Kiss Of Life

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 60 23%

Regional chart for FAVORITE ANGEL with station call letters and air dates.

TRICIA LEIGH FISHER

Empty Beach (Atco)

LP: Johnny Gill

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 70 27%

Regional chart for TRICIA LEIGH FISHER with station call letters and air dates.

GENE LOVES JEZEBEL

Jealous (Geffen)

LP: Kiss Of Life

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 63 24%

Regional chart for GENE LOVES JEZEBEL with station call letters and air dates.

JOHNNY GILL

My, My, My (Motown)

LP: Johnny Gill

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 172 66%

Regional chart for JOHNNY GILL with station call letters and air dates.

BILLY IDOL

L.A. Woman (Chrysalis)

LP: Charmed Life

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 78 30%

Regional chart for BILLY IDOL with station call letters and air dates.

INDECENT OBSESSION

Tell Me Something (MCA)

LP: Indecent Obsession

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 164 63%

Regional chart for INDECENT OBSESSION with station call letters and air dates.

JAMES INGRAM

I Don't Have The Heart (WB)

LP: It's Real

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 202 78%

Regional chart for JAMES INGRAM with station call letters and air dates.

INXS

Suicide Blonde (Atlantic)

LP: X

Table with columns: Regional Reach, Summary, Chart Pos, P1, P2, P3, Tot. Total Reports 200 77%

Regional chart for INXS with station call letters and air dates.

INXS Continued. PIRATE d-20, KZXS on, KZXR 29-24, KZXX on, KZYY on, KZZZ on, KZAA on, KZAB on, KZAC on, KZAD on, KZAE on, KZAF on, KZAG on, KZAH on, KZAI on, KZAJ on, KZAK on, KZAL on, KZAM on, KZAN on, KZAO on, KZAP on, KZAQ on, KZAR on, KZAS on, KZAT on, KZAU on, KZAV on, KZAW on, KZAX on, KZAY on, KZAZ on, KZBA on, KZBB on, KZBC on, KZBD on, KZBE on, KZBF on, KZBG on, KZBH on, KZBI on, KZBJ on, KZBK on, KZBL on, KZBM on, KZBN on, KZBO on, KZBP on, KZBQ on, KZBR on, KZBS on, KZBT on, KZBU on, KZBV on, KZBW on, KZBX on, KZBY on, KZBZ on, KZCA on, KZCB on, KZCC on, KZCD on, KZCE on, KZCF on, KZCG on, KZCH on, KZCI on, KZCJ on, KZCK on, KZCL on, KZCM on, KZCN on, KZCO on, KZCP on, KZCQ on, KZCR on, KZCS on, KZCT on, KZCU on, KZCV on, KZCW on, KZCX on, KZCY on, KZCZ on, KZDA on, KZDB on, KZDC on, KZDD on, KZDE on, KZDF on, KZDG on, KZDH on, KZDI on, KZDJ on, KZDK on, KZDL on, KZDM on, KZDN on, KZDO on, KZDP on, KZDQ on, KZDR on, KZDS on, KZDT on, KZDU on, KZDV on, KZDW on, KZDX on, KZDY on, KZDZ on, KZEA on, KZEB on, KZEC on, KZED on, KZEE on, KZEF on, KZEG on, KZEH on, KZEI on, KZEJ on, KZEK on, KZEL on, KZEM on, KZEN on, KZEO on, KZEP on, KZEQ on, KZER on, KZES on, KZET on, KZEU on, KZEV on, KZEW on, KZEX on, KZEY on, KZEZ on, KZFA on, KZFB on, KZFC on, KZFD on, KZFE on, KZFF on, KZFG on, KZFH on, KZFI on, KZFJ on, KZFK on, KZFL on, KZFM on, KZFN on, KZFO on, KZFP on, KZFQ on, KZFR on, KZFS on, KZFT on, KZFU on, KZFV on, KZFW on, KZFX on, KZFY on, KZFZ on, KZGA on, KZGB on, KZGC on, KZGD on, KZGE on, KZGF on, KZGG on, KZGH on, KZGI on, KZGJ on, KZGK on, KZGL on, KZGM on, KZGN on, KZGO on, KZGP on, KZGQ on, KZGR on, KZGS on, KZGT on, KZGU on, KZGV on, KZGW on, KZGX on, KZGY on, KZGZ on, KZHA on, KZHB on, KZHC on, KZHD on, KZHE on, KZHF on, KZHG on, KZHH on, KZHI on, KZHJ on, KZHK on, KZHL on, KZHM on, KZHN on, KZHO on, KZHP on, KZHQ on, KZHR on, KZHS on, KZHT on, KZHU on, KZHV on, KZHW on, KZHX on, KZHY on, KZHZ on, KZIA on, KZIB on, KZIC on, KZID on, KZIE on, KZIF on, KZIG on, KZIH on, KZIJ on, KZIK on, KZIL on, KZIM on, KZIN on, KZIO on, KZIP on, KZIQ on, KZIR on, KZIS on, KZIT on, KZIU on, KZIV on, KZIW on, KZIX on, KZIY on, KZIZ on, KZJA on, KZJB on, KZJC on, KZJD on, KZJE on, KZJF on, KZJG on, KZJH on, KZJI on, KZJJ on, KZJK on, KZJL on, KZJM on, KZJN on, KZJO on, KZJP on, KZJQ on, KZJR on, KZJS on, KZJT on, KZJU on, KZJV on, KZJW on, KZJX on, KZJY on, KZJZ on, KZKA on, KZKB on, KZKC on, KZKD on, KZKE on, KZKF on, KZKG on, KZKH on, KZKI on, KZKJ on, KZKL on, KZKM on, KZKN on, KZKO on, KZKP on, KZKQ on, KZKR on, KZKS on, KZKT on, KZKU on, KZKV on, KZKW on, KZKX on, KZKY on, KZKZ on, KZLA on, KZLB on, KZLC on, KZLD on, KZLE on, KZLF on, KZLG on, KZLH on, KZLI on, KZLJ on, KZLK on, KZLL on, KZLM on, KZLN on, KZLO on, KZLP on, KZLQ on, KZLR on, KZLS on, KZLT on, KZLU on, KZLV on, KZLW on, KZLX on, KZLY on, KZLZ on, KZMA on, KZMB on, KZMC on, KZMD on, KZME on, KZMF on, KZMG on, KZMH on, KZMI on, KZMJ on, KZMK on, KZML on, KZMN on, KZMO on, KZMP on, KZMQ on, KZMR on, KZMS on, KZMT on, KZMU on, KZMV on, KZMW on, KZMX on, KZMY on, KZMZ on, KZNA on, KZNB on, KZNC on, KZND on, KZNE on, KZNF on, KZNG on, KZNH on, KZNI on, KZNJ on, KZNK on, KZNL on, KZNM on, KZNN on, KZNO on, KZNP on, KZNQ on, KZNR on, KZNS on, KZNT on, KZNU on, KZNV on, KZNW on, KZNX on, KZNY on, KZNZ on, KZOA on, KZOB on, KZOC on, KZOD on, KZOE on, KZOF on, KZOG on, KZOH on, KZOI on, KZOJ on, KZOK on, KZOL on, KZOM on, KZON on, KZOO on, KZOP on, KZOQ on, KZOR on, KZOS on, KZOT on, KZOU on, KZOV on, KZOW on, KZOX on, KZOY on, KZOA on, KZOB on, KZOC on, KZOD on, KZOE on, KZOF on, KZOG on, KZOH on, KZOI on, KZOJ on, KZOK on, KZOL on, KZOM on, KZON on, KZOO on, KZOP on, KZOQ on, KZOR on, KZOS on, KZOT on, KZOU on, KZOV on, KZOW on, KZOX on, KZOY on.

GEORGE LAMOND Look Into My Eyes (Columbia) LP: Bad Of The Heart. Total Reports 72 28%. Regional Reach E 28% S 31% M 15% W 37%. Parallel Reach P1 32% P2 30% P3 20%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 1 0 0 0 1. UP 22. DEBS 6. SAME 42. DOWNS 0. ADDS 2.

GLENN MEDEIROS All I'm Missing Is You (Amherst/MCA) LP: Glenn Medeiros. Total Reports 169 65%. Regional Reach E 70% S 67% M 54% W 70%. Parallel Reach P1 45% P2 67% P3 78%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 102. DEBS 17. SAME 44. DOWNS 1. ADDS 5.

MOTLEY CRUE Same Ol' Situation (Elektra) LP: Dr. Feelgood. Total Reports 58 22%. Regional Reach E 15% S 14% M 22% W 40%. Parallel Reach P1 58% P2 19% P3 40%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 15. DEBS 13. SAME 25. DOWNS 0. ADDS 5.

PEBBLES Giving You The Benefit... (MCA) LP: Always. Total Reports 191 73%. Regional Reach E 74% S 78% M 65% W 79%. Parallel Reach P1 65% P2 73% P3 80%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 1 0 1 1. UP 114. DEBS 21. SAME 44. DOWNS 0. ADDS 12.

JANET JACKSON Black Cat (A&M) LP: Rhythm Nation 1814. Total Reports 226 87%. Regional Reach E 89% S 89% M 85% W 84%. Parallel Reach P1 80% P2 86% P3 93%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 69. DEBS 77. SAME 51. DOWNS 0. ADDS 29.

LOUIE LOUIE I Wanna Get Back... (WTG/Epic) LP: The State I'm In. Total Reports 99 38%. Regional Reach E 34% S 43% M 31% W 42%. Parallel Reach P1 20% P2 37% P3 55%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 45. DEBS 8. SAME 45. DOWNS 0. ADDS 3.

GEORGE MICHAEL Praying For Time (Columbia) LP: Listen Without Prejudice Volume One. Total Reports 253 97%. Regional Reach E 100% S 99% M 96% W 95%. Parallel Reach P1 97% P2 96% P3 99%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 1 1 0 0 2. UP 186. DEBS 14. SAME 49. DOWNS 0. ADDS 4.

NELSON Love And Affection (DGC) LP: After The Rain. Total Reports 202 78%. Regional Reach E 75% S 83% M 87% W 61%. Parallel Reach P1 75% P2 79% P3 96%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 8 27 30 65. UP 134. DEBS 7. SAME 47. DOWNS 5. ADDS 9.

Regional Reach E 74% S 78% M 65% W 79%. Parallel Reach P1 65% P2 73% P3 80%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 1 0 1 1. UP 114. DEBS 21. SAME 44. DOWNS 0. ADDS 12.

Regional Reach E 89% S 89% M 85% W 84%. Parallel Reach P1 80% P2 86% P3 93%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 69. DEBS 77. SAME 51. DOWNS 0. ADDS 29.

Regional Reach E 34% S 43% M 31% W 42%. Parallel Reach P1 20% P2 37% P3 55%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 0 0 0 1. UP 45. DEBS 8. SAME 45. DOWNS 0. ADDS 3.

Regional Reach E 100% S 99% M 96% W 95%. Parallel Reach P1 97% P2 96% P3 99%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 1 1 0 0 2. UP 186. DEBS 14. SAME 49. DOWNS 0. ADDS 4.

Regional Reach E 75% S 83% M 87% W 61%. Parallel Reach P1 75% P2 79% P3 96%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 8 27 30 65. UP 134. DEBS 7. SAME 47. DOWNS 5. ADDS 9.

Regional Reach E 74% S 78% M 65% W 79%. Parallel Reach P1 65% P2 73% P3 80%. Chart Pos Summary P1 P2 P3 Tot. National Summary 2-5 0 1 0 1 1. UP 114. DEBS 21. SAME 44. DOWNS 0. ADDS 12.

MAXI PRIEST
Close To You (Charisma)
LP: Bonafide
Total Reports 223 86%

Regional Reach
E 91%
S 86%
M 82%
W 86%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

Regional Reach
E 77%
S 60%
M 57%
W 58%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

PRINCE
Thieves In... (Paisley Park/WB)
LP: "Graffiti Bridge" ST
Total Reports 230 88%

Regional Reach
E 96%
S 92%
M 79%
W 88%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 6 11 16 33

Regional Reach
E 94%
S 94%
M 97%
W 77%

Prince Continued
Y108 19-18
K115 18-18
K22P 20-17

Regional Reach
E 77%
S 60%
M 57%
W 58%

RIGHTEOUS BROTHERS
Unchained Melody (Verve/Polydor)
LP: Greatest Hits
Total Reports 169 65%

Regional Reach
E 77%
S 60%
M 57%
W 58%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

Regional Reach
E 87%
S 86%
M 57%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

Regional Reach
E 87%
S 86%
M 57%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

SLAUGHTER
Fly To The Angels (Chrysalis)
LP: Stick It To Ya
Total Reports 69 27%

Regional Reach
E 26%
S 25%
M 28%
W 26%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
6-15 3 4 3 10

Regional Reach
E 87%
S 86%
M 57%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

Regional Reach
E 87%
S 86%
M 57%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

Regional Reach
E 87%
S 86%
M 57%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 10 11 4 25

VANILLA ICE
Ice, Ice Baby (SBK)
Total Reports 57 22%

Regional Reach
E 17%
S 22%
M 13%
W 37%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 3 0 0 3

Regional Reach
E 36%
S 36%
M 54%
W 42%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

Regional Reach
E 36%
S 36%
M 54%
W 42%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

Regional Reach
E 36%
S 36%
M 54%
W 42%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

WARRANT
Cherry Pie (Columbia)
LP: Cherry Pie
Total Reports 84 32%

Regional Reach
E 32%
S 31%
M 34%
W 32%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

Regional Reach
E 17%
S 29%
M 10%
W 37%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

Regional Reach
E 17%
S 29%
M 10%
W 37%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 0 0 0 0

Regional Reach
E 94%
S 94%
M 97%
W 77%

Chart Summary
Pos P1 P2 P3 Tot
National Summary
2-5 15 41 31 87

Continued On Next Column

Parallels Continued on Page 120

SIGNIFICANT ACTION

B

D

F

P1

P2

P1

P2

P1

P2

P3

P1

P2

P1

P2

P1

P2

P3

P1

P2

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P2

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P2

P3

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P2

P1

P2

P1

P2

P3

Wilson Phillips Continued

Chart for Wilson Phillips Continued, listing stations and report counts for various regions like SOUTH, EAST, WEST, MIDWEST.

Paul Young Continued

Chart for Paul Young Continued, listing stations and report counts for various regions like SOUTH, EAST, WEST, MIDWEST.

WINGER Can't Get Enough (Atlantic)

Chart for Winger, including regional reach, chart position, and summary data.

SYDNEY YOUNGBLOOD I'd Rather Go Blind (Arista)

Chart for Sydney Youngblood, including regional reach, chart position, and summary data.

ANITA BAKER Soul Inspiration (Elektra)

Chart for Anita Baker, listing stations and report counts for various regions.

BOYS Crazy (Motown)

Chart for The Boys, listing stations and report counts for various regions.

DEE-LITE Groove Is In The Heart (Elektra)

Chart for Deee-Lite, listing stations and report counts for various regions.

CANDYMAN Knockin' Boots (Epic)

Chart for Candyman, listing stations and report counts for various regions.

EN VOGUE Lies (Atlantic)

Chart for En Vogue, listing stations and report counts for various regions.

CYNTHIA & JOHNNY O Dreamboy/Dreamgirl (Micmac)

Chart for Cynthia & Johnny O, listing stations and report counts for various regions.

ANITA BAKER Soul Inspiration (Elektra)

Chart for Anita Baker, listing stations and report counts for various regions.

BOYS Crazy (Motown)

Chart for The Boys, listing stations and report counts for various regions.

CANDYMAN Knockin' Boots (Epic)

Chart for Candyman, listing stations and report counts for various regions.

CYNTHIA & JOHNNY O Dreamboy/Dreamgirl (Micmac)

Chart for Cynthia & Johnny O, listing stations and report counts for various regions.

DANGER DANGER Naughty Naughty (Imagine/Epic)

Chart for Danger Danger, listing stations and report counts for various regions.

DEE-LITE Groove Is In The Heart (Elektra)

Chart for Deee-Lite, listing stations and report counts for various regions.

DOC BOX & B. FRESH Slow Love (Motown)

Chart for Doc Box & B. Fresh, listing stations and report counts for various regions.

EN VOGUE Lies (Atlantic)

Chart for En Vogue, listing stations and report counts for various regions.

LITA FORD Lisa (RCA)

Chart for Lita Ford, listing stations and report counts for various regions.

GUYS NEXT DOOR I Was Made For You (SBK)

Chart for Guys Next Door, listing stations and report counts for various regions.

M.C. HAMMER Pray (Capitol)

Chart for M.C. Hammer, listing stations and report counts for various regions.

EN VOGUE Lies (Atlantic)

Chart for En Vogue, listing stations and report counts for various regions.

LIGHTNING SEEDS All I Want (MCA)

Chart for Lightning Seeds, listing stations and report counts for various regions.

SIGNIFICANT ACTION

LONDON OUIREBOYS I Don't Love You Anymore (Capitol) LP: A Bit Of What You Fancy

RAILWAY CHILDREN Every Beat Of The Heart (Virgin) LP: Native Place

TEENAGE MUTANT NINJA TURTLES Count On Us (MCA) LP: Coming Out Of Their Shells

Ms. ADVENTURES Undeniable (Atco) LP: Ms. Adventures

SNAP Ooops Up (Arista) LP: World Power

TONY! TONY! TONY! Feels Good (Wing/Polydor) LP: The Revival

ALANNAH MYLES Lover Of Mine (Atlantic) LP: Alannah Myles

SOHO Hippy Chick (Atco)

UB40 The Way You Do The Things You Do (Virgin) LP: Labour Of Love II

TOMMY PAGE Turn On The Radio (Sire/WB) LP: Painting In My Mind

STRYPER Shining Star (Enigma) LP: Against The Law

Table with 10 rows listing artists and album titles with corresponding chart positions (e.g., 1 ALIAS/More Than Words Can Say (EMI) 145).

New artists have not yet had a CHR Breaker.

CHR REPORTER INDEX

Large table listing radio stations across various states and their call letters (e.g., KAKS Amarillo, TX (P3); KATM Colorado Springs, CO (P2)).

ON THE WAY UP

ELISA
FIORILLO

Written by Elisa Fiorillo/Prince/Levi Seacer Jr./
David Z produced, recorded and mixed by David Z
From the Album "I AM"

LIPPMAN ENTERTAINMENT
Chrysalis.

