

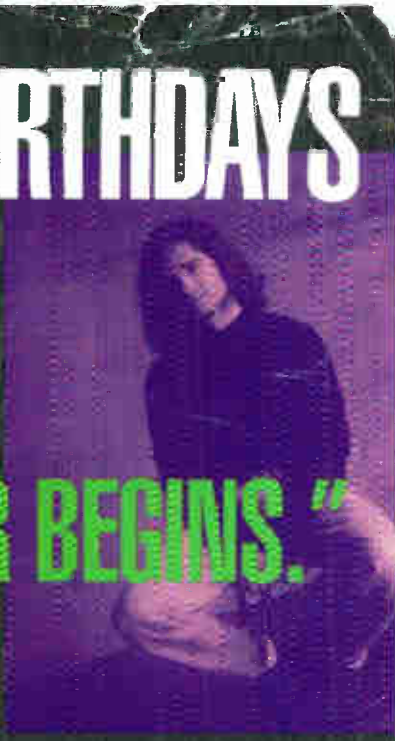


ERG ARTISTS SPEAK OUT ON 20TH BIRTHDAYS

JOSHUA KADISON

"20TH BIRTHDAYS...A WHOLE NEW CHAPTER BEGINS."

FIRST SINGLE "JESSIE" FROM THE DEBUT ALBUM, 'PAINTED DESERT SERENADE'



LONNIE GORDON

"YOU GOTTA MAKE THEM THE ROARING TWENTIES!"

NEW SINGLE "HAPPENIN' ALL OVER AGAIN" FROM THE ALBUM, 'BAD MOOD'



THE POINTER SISTERS

"IT'S OUR 20TH TOO-WE'RE CELEBRATING WITH A NEW ALBUM"

NEW SINGLE "DON'T WALK AWAY" FROM THE ALBUM 'ONLY SISTERS CAN DO THAT'



RIFF

"YO, TELL 'EM TO START CALLING YOU SIR!"

NEW SINGLE "JUDY HAD A BOYFRIEND" FROM THE ALBUM 'TO WHOM IT MAY CONCERN'



GURU

"KEEP REPRESENTIN'. PEACE AND ALL THAT."

NEW SINGLE "NO TIME TO PLAY" FROM THE ALBUM 'JAZZMATAZZ, VOL. 1'



THE ENTIRE EMI RECORDS GROUP FAMILY CONGRATULATES R&R ON ITS 20TH ANNIVERSARY!

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World Radio History

Here's To The Next 20 Years!

This special anniversary issue captures some of the best and most influential people, events, and trends of the last two decades in words and pictures. It brings back some wonderful memories of our first 20 years.

In publication lifespans, 20 years is just a blink of an eye. Publications in our own industry are approaching their 70th and 100th anniversaries. We're just out of our teens — young enough to remain flexible and react to the constant changes and challenges the '90s present.

Over the last 20 years, the **R&R** team has become the industry's leader in business information. Through our weekly newspaper, various fax publications, and now our newest innovation — the interactive **ONLINE** information service — **R&R** has established a reputation for providing the most current, comprehensive, and accurate information available, reported fairly and charted honestly. That reputation is the cornerstone of our success.

Today our customers' expectations of us remain at the same high level: Top quality in everything we do is demanded and expected. That's what we'll be delivering with two new dynamic investments in our ongoing quest to provide the best, most timely music information: **R&R ONLINE** and the AirCheck monitor system.

Others have offered monitor services for years, but no one has ever been able to monitor all the music (currents, mixes, recurrences, gold) on a station, process and deliver the information the same day, and make interactive customized analysis of the data easy to use and responsive to a user's commands.

The challenges and costs of providing you, our readers and subscribers, with this multi-level array of information were accepted by us several years ago. It's taken longer to get it to you than we planned, but the first wave of results are now rolling out, and the early response has been overwhelmingly positive.

Twenty years ago, **R&R** set out to revolutionize the way our industry receives its news and music information. Now we're about to do it again. Thanks for a great first 20 years!

Bob Wilson
Founder/Publisher



Founder & Publisher: **Bob Wilson**
Executive VP/General Manager: **Dick Krizman**
Executive VP/Sales & Marketing: **Erica Farber**

Supervising Editors: **Don Waller & Ken Barnes**
Art Director: **Richard Agata**

Invaluable Assistance: **Hurricane Heeran, Barak Zimmerman, Jeff Axelrod, Jack Messmer, Leslie Harris, Greg Burt, Gail Mitchell, Julie Gidlow, Kent Thomas, Roger Zumwalt, Gary van der Steur, Marilyn Frandsen, Tim Kummerow, Teresa Dovidio, Lucie Morris, Bill Mohr,** and the **R&R** staff past and present.

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C O N T E N T S

R&R 20th Anniversary Readers' Poll Results

Earlier this year, **R&R** readers were invited to participate in a survey to determine which people and events were our industry's most influential movers and shakers of the past 20 years. This **R&R** 20th Anniversary Special contains the results of that balloting — and a whole lot more.

- | | |
|---|---|
| 4 MOST INFLUENTIAL RADIO EXECUTIVE | 28 Most Important Events
20 years of top headlines & 20 biggest radio deals |
| 6 MOST INFLUENTIAL RECORD EXECUTIVE | 34 Radio Promotions: A Gallery Of Greats
The 'Last Contest' takes first place |
| 10 MOST INFLUENTIAL RADIO STATION | 42 Predictions For The Next Five Years
Prime topics: Technology, consolidation, fragmentation |
| 14 MOST INFLUENTIAL RADIO PROGRAMMER | 48 R&R Conventions Through The Years
Spotlighting the highlights |
| 18 MOST INFLUENTIAL AIR PERSONALITY | 74 Pictures Of You
Our industry at work (and play) |
| 22 MOST INFLUENTIAL RECORDING ARTIST | 80 The Ultimate R&R Staff Box & The Top Industry Cliches |

M U S I C

- A** special salute to the biggest stars of the last 20 years — as reflected over two decades of **R&R** charts.
- | | |
|---------------------------|-------------------------------|
| 54 Top AC Artists | 62 Top Country Artists |
| 58 Top AOR Artists | 66 Top CHR Artists |
| | 70 Top UC Artists |

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And The Winner Of The Subscription To The NEXT 20 Years Of R&R Is...

Along with heartfelt thanks to everyone who participated in the **R&R** 20th Anniversary Readers' Poll, we'd like to congratulate **AOR WSTZ/Jackson, MS** Program Director **Pam Rivers**, who won a personal subscription to the *next* 20 years of **R&R**.

When notified of her good fortune, Rivers's initial reaction was disbelief. "Are you serious? Great! I love that. Can I scream, can I scream? Aaaaahhhh!!!" This is great for me. Fantastic. I'm not used to winning stuff. I'm used to giving it away."



Pam Rivers
Program Director
WSTZ/Jackson, MS

The Evolution of the Promotion Race



Promo Sapien 1973



Promo Erectus 1978



Promo-Magnon 1983



Promanderthal 1988



Promo-Exhaustus 1993

Twenty years and still not extinct.



Veinte Vingt Twenty Èrshí Zwanzig
Venti Duacet Εικοσι XX

No Matter How You Say It, It's Been 20 Great Years!
Congratulations From Your Friends At

Warner Bros. Records

++

ΕΙΚΟ

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THE MOST INFLUENTIAL
RADIO EXECUTIVE
 OF THE PAST 20 YEARS

**MEL
 KARMAZIN**

Infinity President/CEO
 & **Unistar** CEO

Your Thoughts On Winning?

“I first wondered about the memory span of the R&R readers and then thought how great the recognition is.”

Your Greatest Professional Achievement?

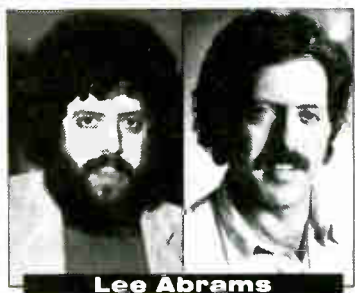
“The ability to reward so many of the key people at Infinity with great financial security — thanks in large part to the performance of Infinity stock since we went public less than two years ago.”



*Other Than Yourself,
 Who Would You Have Voted For?*

“Beavis and Butt-head!”

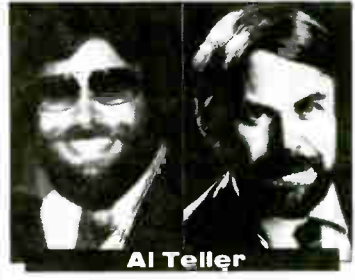
Then & Now



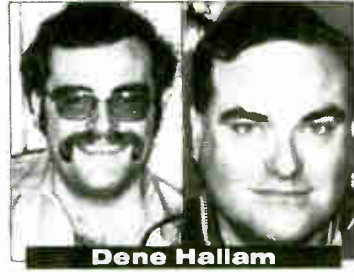
Lee Abrams



Keith Naftaly



Al Teller



Dene Hallam



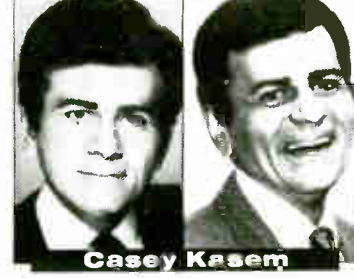
Les Garland



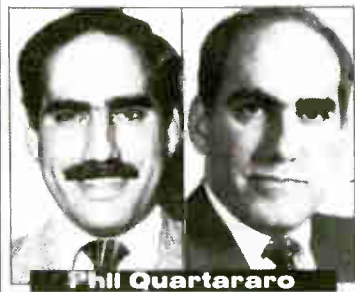
Ed Eckstine



Shadée Stevens



Casey Kasem



Phil Quartararo



Lorna Ozmon



Mark & Brian

BEST OF THE REST



Jeff Smulyan
 CEO/Chairman
 Emmis Broadcasting



Bill Clark
 Chairman
 Shamrock Broadcasting



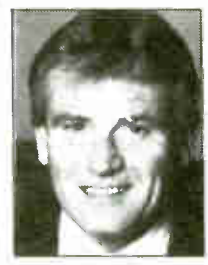
Randy Michaels
 President/Co-CEO
 Jacor Broadcasting



Norm Pattiz
 CEO/Chairman
 Westwood One Inc.



Rick Sklar
 Former Sr. VP
 ABC Radio



Jay Cook
 President/IGM
 WDAE & WUSA/Tampa



Gerry DeFrancesco
 President/Radio Division
 Gannett Radio



Gary Edens
 Chairman/CEO
 Edens Broadcasting



Dan Mason
 President
 Group W Radio



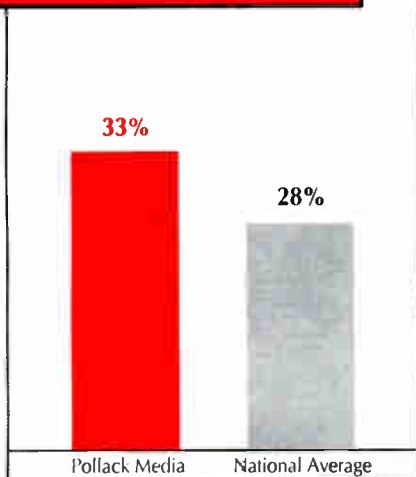
Scott Shannon
 Program Director
 WPLJ/New York

IF AVERAGE ISN'T GOOD ENOUGH...

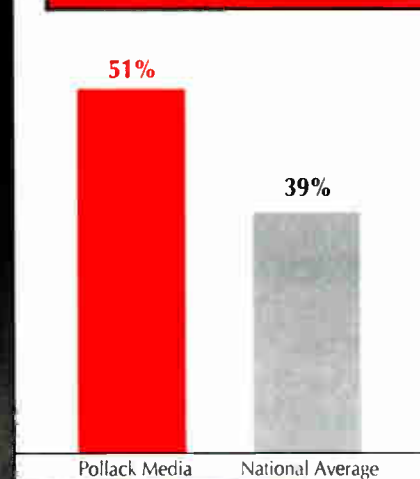
In the radio business,
a few percentage points
make the difference.

Pollack Media Group congratulates
our AOR/Classic Rock clients for
not only winning in their markets,
but in achieving significantly better
results than the national averages!

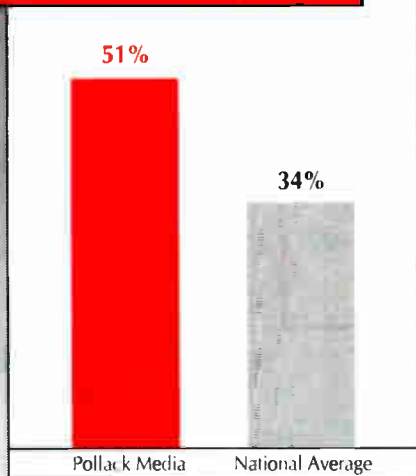
#1 MEN 25-54



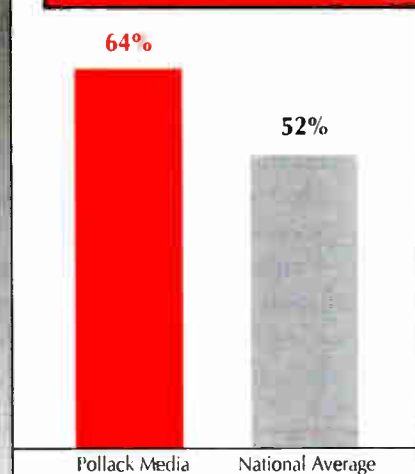
#1 MEN 25-34



#1 PERSONS 18-34



#1 MEN 18-34



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* Above information based on R&R's AOR Format Report Card 8/27/93 Issue

THE MOST INFLUENTIAL
RECORD EXECUTIVE
 OF THE PAST 20 YEARS

CLIVE DAVIS

President/CEO, Arista Records



Your Thoughts On Winning?

"I'm deeply touched by this. Considering the achievements of so many others, to receive this great accolade from one's peers is a major lifetime honor."

Your Greatest Professional Achievement?

"I have no single greatest achievement. I was as excited with Whitney Houston as I was with Janis Joplin. Bruce Springsteen and Patti Smith gave me the same thrill when their music eventually went worldwide. L.A. and Babyface's label success gratifies me much the same way Gamble and Huff's did."

Other Than Yourself, Who Would You Have Voted For?

"I admire several of my peers and their ability to have also survived at least 20 years of intense musical change. My narrowed-down list would include seven of my peers, but I just can't name them. To forget even one worthy competitor from such a list would just cause me too much grief."

Then & Now



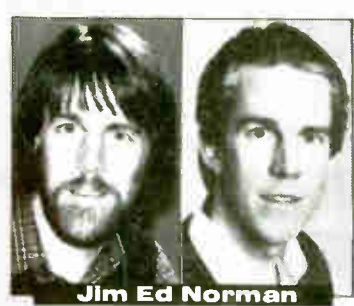
John Gorman



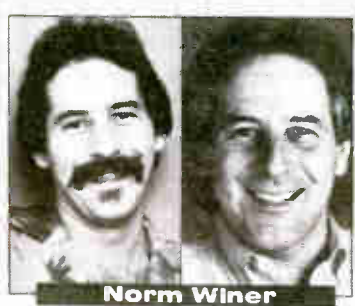
Rick Cummings



Mary Catherine Sneed



Jim Ed Norman



Norm Winer



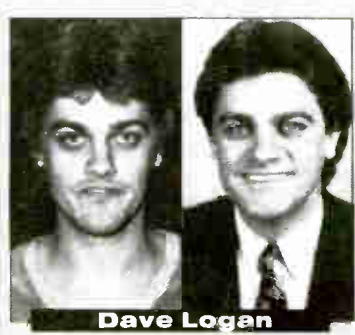
Jeff Pollack



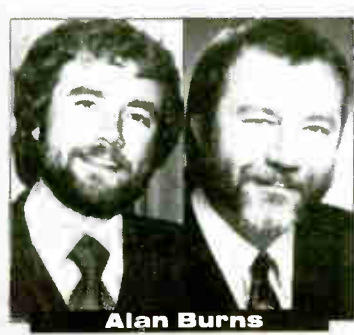
Ron Atkins



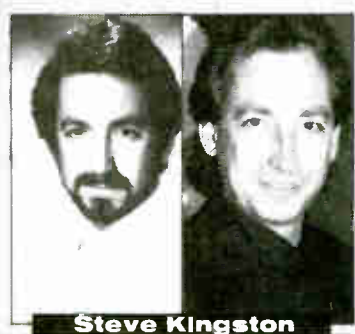
Howard Stern



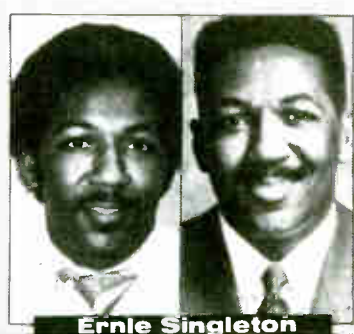
Dave Logan



Alan Burns



Steve Kingston



Ernie Singleton

HONORABLE MENTION



David Geffen
 Founder
 Geffen/DGC Records



Thomas Mottola
 President/COO
 Sony Music Entertainment



Irving Azoff
 Chairman
 Giant Records



Jimmy Bowen
 President
 Liberty Records

BEST OF THE REST

Mo Ostin • Charlie Minor • Herb Alpert
 Richard Branson • Walter Yetnikoff

PROCEED WITHOUT CAUTION



Eve's Plum -

This NYC four-piece's debut album 'envy' contains furiously mesmerizing guitar-driven, pop-injected songs. On tour with eleven through December.



Culture Beat

Already #1 in nine countries around the globe, "Mr. Vain" is the eagerly awaited first choice from the album "Serenity" (in-store 11/16). Vanity's the best policy.



Celine Dion -

Her last album was Platinum - and generated five hit singles. Now, her bold new album "The Colour Of My Love" (in-store 11/9) once again captures her breathtaking talent. Listen for the first single, "The Power Of Love."



Funky Poets -

Funk meets soul on "True To Life," their debut album (in-store 10/26). The first track, "Born In The Ghetto," brings strong harmony to true-to-life lyrics. Already on BET and The Box

Flop The new album "Whenever You're Ready" is the 90's garage take on 70's power pop; harmonies coupled with go-for-broke aggression. Flip for Flop



Clive Griffin -

In his duet with Celine Dion, Clive's distinctive voice helped catapult the "Sleepless In Seattle" soundtrack to #1 and Triple Platinum. Now, his self-titled album (in-store 10/26) offers much more of his strength, passion, and style.



Deep Forest - The haunting single, "Sweet Lullaby," is only the beginning of this instant pop phenomenon. Follow the trail: 200,000 in sales and growing fast. Video directed by award-winner Tarsem.



COLEMAN RESEARCH DOESN'T JUST REPORT NUMBERS, THEY GET THEM.



left to right: *Plan Developers* Chris Ackerman, Vice President, Jon Coleman, President and Pierre Bouvard, Executive Vice President of Coleman Research, one of America's top two radio research companies.

Most radio research is long on data, short on solutions. Enter Coleman Research. Broadcasters as researchers who help you develop "*The Plan*" – a step-by-step action plan for positioning, programming and marketing.

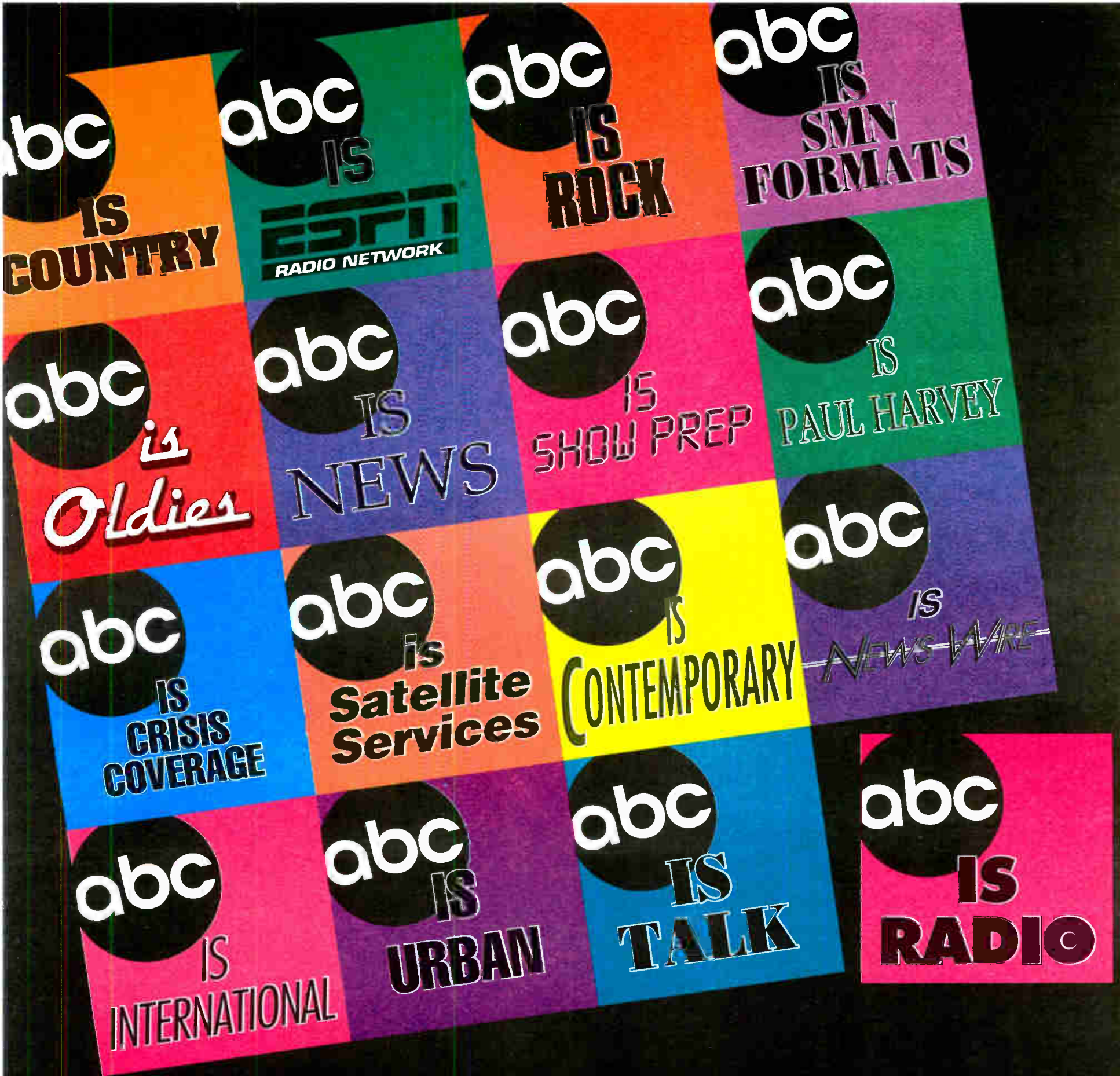
Since 1978, Coleman Research's strategic team of advisors has worked with America's most successful broadcasters providing high quality research and plans that have effectively positioned hundreds of stations.

The commitment to actionable research is so strong that Coleman's Perceptual Study is called, "*The Plan Developer*." The goal of *The Plan Developer*? Build an action plan to enhance your station's position.

Want more than mountains of data? Learn more about *The Plan Developer*. Call Coleman Research today at 919-571-0000. Begin work on the most important plan of all. Your station's.

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THE MOST INFLUENTIAL
RADIO STATION
 OF THE PAST 20 YEARS



The most influential radio station of the last 20 years, according to those who participated in the R&R 20th Anniversary Readers' Poll, is . . . **KIIS/Los Angeles!**

This is hardly an upset victory. Because of its prominence (it's the senior CHR in the nation's most lucrative and second-largest market), success, and promotional skill, KIIS is the epitome of a top-of-mind radio station.

Which is not to detract from the Gannett flagship's achievements. Debuting in 1975 as an AC piloted by veteran local personality **Charlie Tuna**, the former **KKDJ** was a middle-of-the-ratings-pack station for some time. In 1978 it flipped to a Disco format, returning to Top 40 with unexceptional success.

A Perfect Ten

In the Summer 1981 **Arbitron** book, KIIS scored a whopping 2.0. During that book, however, recently hired VP/Operations **Don Benson** hired a new morning man, a Memphis transplant who'd failed to set the ratings on fire at AM **KHJ** earlier. **Rick Dees's** success was not immediate this time either. But in three years, KIIS had improved its ratings fivefold, reaching a memorable 10.0 peak in Summer 1984 under the programming stew-



HITTING A TEN-SPOT — In the Summer '84 Arbitron, KIIS scored a perfect 10 — the last time any L.A. station has reached double figures. Snapped at the celebration are then-KIIS staffers (l-r) APD/MD Mike Schaefer, weekend A.J. Martin, morning star Rick Dees, overnigher Brother Bill, weekend Ed Mann, PD Gerry DeFrancesco, afternooner Big Ron O'Brien, ND Liz Fulton, late-nighter Tim Kelly, night slammer Bruce Vidal, AMD Gene Sandbloom, and midday maven Paul Freeman.

ardship of **Gerry D Francesco** (who later became President/GM of the station).

That was the last time *any* L.A. station hit double figures. Increased competition in general ensured that shares would shrink, and direct competition in the CHR arena from dance pioneer **KPWR** (programmed by current KIIS PD **Jeff Wyatt**) brought KIIS down from its Olympian heights.

However, KIIS has persevered with its mainstream CHR approach (albeit with

slight variations from time to time) and become institutionalized as one of the nation's

foremost "pure" CHRs in the classic mold. Its nuances, slogans, ratings fluctuations, promotions, and directional minishifts are noted and debated throughout the CHR world.

Best KIISers In The World

As befits a flagship station for a leading radio group, a number of executives have administered KIIS's fortunes, including **Lynn Anderson-Powell**, **Wally Clark**, **Chris Conway**, **Jay Cook**, and **Marc Kaye**.

Similarly, the KIIS PD position has been a pinnacle for aspiring programmers nationwide. Along with **De Francesco**, **Wyatt**, **Tuna**, and **Benson**, others who've occupied the chair with distinction include **Bill Richards**, **Steve Rivers**, **Rochelle Staab**, **Mike Wagner**, and R&R's own **Mike Schaefer**.

Dees has been the on-air fulcrum around which KIIS's image revolves, but the ranks of the station's air personalities have included such prominent names as **M.G. Kelly**, **Big Ron O'Brien**, and **Bruce Vidal**.

Congratulations to all who've been a part of the KIIS story so far on winning this honor from your radio peers.

KIIS's Magnificent Sevens

Gannett purchased KIIS-AM & FM/L.A. in 1979. There have been seven general managers and seven program directors since. Here's the honor roll:

General Managers:

- Ed Boyd**
1979-81
- J. Ray Padden**
1981-82
- Wally Clark**
1982-86
- Lynn Anderson-Powell**
1986-90
- Jay Cook**
1990-91
- Gerry DeFrancesco**
1991-92
- Marc Kaye**
1992-present

Program Directors:

- Mike Wagner**
1979-81
- Don Benson**
1981-82
- Gerry DeFrancesco**
1982-1986; 1989-90
- Mike Schaefer** (acting PD)
1986
- Steve Rivers**
1986-1989
- Bill Richards**
1990-92
- Jeff Wyatt**
1992-present

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TM Century congratulates KIIS-FM on being voted the "Most Influential Radio Station" by the readers of R & R.

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KIIS-FM





HONORABLE MENTION

• **WLS/Chicago:** The Midwestern powerhouse at 890 on the AM dial was one of the most influential of the continent-spanning Top 40 behemoths from the '50s through the '80s. (Adjusting to the inevitable, it converted to Talk in 1989.)



Prominent Players: Paul Barsky, Dick Biondi, Don Bouloukos, Steve Casey, Dallas Cole, Steve Dahl & Garry Meier, Jeff Davis, John Gehron, Drew Hayes, Jan Jeffries, Tim Kelly, Jim Kerr, John Records Landecker, Ric Lippincott, Larry Lujack, John Rook, Bob Sirott, Simon T., Tom Tradup, Jeff Trumper, Fred Winston.

• **WHTZ (Z100)/New York:** A CHR phenomenon when it debuted in 1983, the station has continued to rule the Apple's CHR roost for most of the decade since its initial splash. By virtue of its location and its high-profile stars on and off the air, it's been the focus of industry attention throughout its existence. Areas of Z100's influence range from the Morning Zoo that its first PD/morning man, **Scott Shannon**, brought with him from Tampa to the New Rock flavor recently added by longtime PD **Steve Kingston**.



Prominent Players: Ross Brittain, Gary Bryan, Elvis Duran, Gary Fisher, Alan Goodman, Steve Kingston, Scott Shannon, Dean Thacker, Jack Da Wack.

• **WABC/New York:** Perhaps the most successful Top 40 station of all time, WABC was legendary for its tight playlist, colorful personalities, and extravagant promotions. Longtime programming mastermind the late **Rick Sklar** was a guru/idol for countless programmers. It maintains its success today with a Talk format, most recently holding down the market's No. 3 slot.



Prominent Players: Herb Oscar Anderson, Don Bouloukos, Charlie Greer, Harry Harrison, Dan Ingram, Chuck Leonard, Bob Lewis, Ron Lundy, John Mainelli, George Michael, Glenn Morgan, Bruce Morrow, Scott Muni, Rick Sklar, Robie Young.

• **KROQ/Los Angeles:** Though it's the newest of these honorees, KROQ's been an L.A. institution for well over a decade. KROQ pioneered the New Rock format under longtime PD **Rick Carroll** (now deceased), and ultimately became its most influential station. Its balance of carefully researched music and anarchic on-air attitude has built a heritage any station would envy . . . and it still may not have reached its mass-appeal peak.



Prominent Players: Tony Berardini, Richard Blade, Rick Carroll, Kevin & Bean, Poorman, Trip Reeb, Ken Roberts, Andy Schuon, Freddy Snakeskin, Kevin Weatherly, Patrick Welch.

BEST OF THE REST

Stations also receiving significant support from our readers were:

KHJ/Los Angeles

The Top 40 flagship of the **Bill Drake**-conceived **RKO** chain

KFRC/San Francisco

Another **RKO** Top 40 institution

KMEL/San Francisco

One of the nation's current Churban leaders, and a pioneer in the evolution of that particular CHR niche away from dance music toward its present Urban Contemporary/rap mix.

WMMS/Cleveland

The AOR format's most acclaimed station, and a Midwestern titan for more than two decades.

At times a musical maverick, it's an eternal paragon of local listener loyalty and market heritage.

Most Influential Jingles!

Take a look at the list of most influential stations from the past 20 years: KIIS, WLS, Z-100 and WABC. Then think about this: JAM is the only company that has done jingles for *all* of them!

You see, the best come to the best. And for jingles, that's JAM. We *specialize* in producing creative musical ID's, and we've been doing it consistently since 1974. Influential stations all over the world know they can count on our experience every time.

As we get ready to start *our* 20th year, we'd like you to hear our latest for stations like KVIL, WCBS-FM, KOST and Q-95 to name just a few. Call JAM today for our latest demo CD!



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TO THE STAFF OF Z-100 AND THE RADIO INDUSTRY

Thanks to the industry that supported Z-100 and voted us
 "One of the Most Influential Radio Stations in the Past 20 Years."

And special thanks to the "Next Generation", the staff of Z-100, whose focus, creativity
 and dedication has assured Z-100 a continued place in radio history.

As the latest Arbitron indicates, we have successfully redefined Top 40
 and will continue to for the next 20 years!

Mike Alberta
 Howie Amrani
 Barbara Bailey
 Shirell Baker
 Anna Bataille
 Rodney Belizaire
 John Bell
 Gabriele Berardo
 Theresa Beyer
 Linda Bishop
 Frankie Blue
 Amy Blum
 Debbie Brigida
 Tony Bristol
 Ross Brittain
 Judy Buddensick
 Frank Chavez
 Chio The Hitman
 Colleen Channing
 Adam Curry
 Claudine DeLorenzo
 Marissa DelPiano
 Chris DeMondo
 Marcia Diamond

Cathy Donovan
 Elvis Duran
 Jim Elliott
 Louise Fiore
 Dave Foxx
 Robyn Gatof
 Joanne Gentiluomo
 Robyn Goldhaber
 Alan Goodman
 Lonnie Gronck
 Josh Hadden
 Bill Hesselberg
 Carol Higginbotham
 Al Hollis
 Randy Hyams
 Anthony Iannini
 Lisa Iscisin
 Clarke Ingram
 Chris Jagger
 Mike Jenkins
 Kid Kelly
 Steve Kingston
 Hal Knapp
 Kelly Kramer

Dr. Judy Kuriansky
 Christine Langert
 Mr. Leonard
 Antionette Liquori
 Toni Longo
 Lisa Lozzi
 Sean Madden
 Richard Mannarino
 Jim Markus
 Jane McMichael
 Ed Milarsky
 Sam Milkman
 Michelle Mills
 Jojo Morales
 Paul Mount
 Stu Naar
 Chris "Axl" Nemetz
 Mike Novara
 Human Numan
 Coach Mike Opelka
 Patricia O'Sullivan
 Rich Ottenstroer
 John Pelc
 Chris Pellegrino

Steve Pepe
 Tim Puttre
 David Reaves
 John Rio
 David Samuelsohn
 Adam Schorr
 Valerie Segraves
 Andy Shane
 Susan Sharaby
 Cheri Shelton
 Lou Simon
 Louise Smith
 Yvette Solomon
 Patty Steele
 Dawn Taylor
 Jennifer Ursillo
 Freddie Vedder
 Mike "Tonto" Villar
 Peter Vinci
 Davonne Whaley
 Jennifer Winter
 Darleen Wojcik
 Shakirah Woods
 Kerri Yeo

The Management of Z-100

THE NEXT GENERATION



shamrock BROADCASTING, INC.

THE MOST INFLUENTIAL
RADIO PROGRAMMER
 OF THE PAST 20 YEARS

SCOTT SHANNON

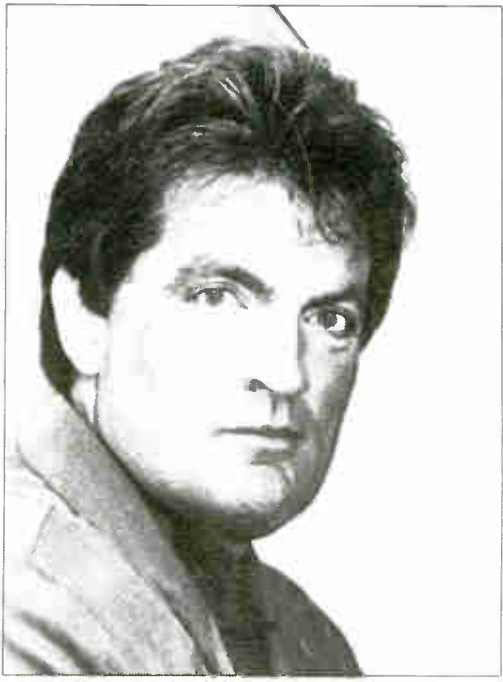
WPLJ/New York PD

Your Thoughts On Winning?

"I'm stunned. It's probably because I've been hanging around for so long. But a person has to enjoy what he does to be successful. I still love getting up in the morning, coming in, and working with young people who care as much about the business as I do."

Your Greatest Professional Achievement?

"Being part of the original success story of Q105 [WRBQ/Tampa]. That station was a monster, a real giant for 10 years. It was built to be a traditional, high-profile, personality-oriented CHR station. Of all the stations I've programmed, it's probably my favorite in terms of sound.
 "But the Z100 [WHTZ/New York] experience was also exhilarating. The 1983 sign-on and going from 'worst-to-first' in 74 days is a thrill I'll never forget.
 "And although most people thought it couldn't be done, we've certainly turned around WPLJ/New York. This experience has certainly been gratifying and — perhaps — the toughest thing I've ever been involved with."



Other Than Yourself, Who Would You Have Voted For?

"I voted for the man who has always been my idol — Bill Drake. To this day, I think he's the best programmer in the business. Without him, I would've never been a programmer. He taught clarity and discipline. And without him, CHR might not be where it is today.
 "[Drake-consulted] KRTH/Los Angeles uses all the same elements as the other stations he's programmed. It sounds sharp, familiar, friendly, and manages to keep you on the edge of your seat."

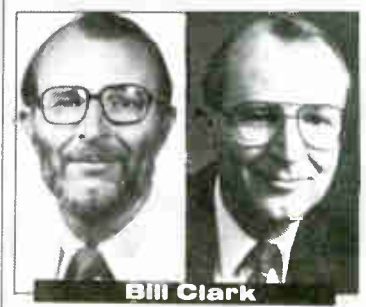
Then & Now



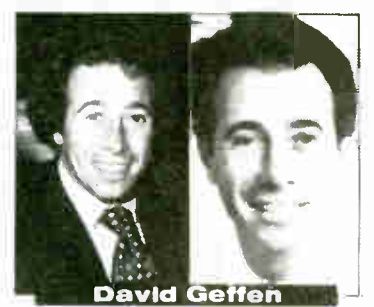
Gary Gersh



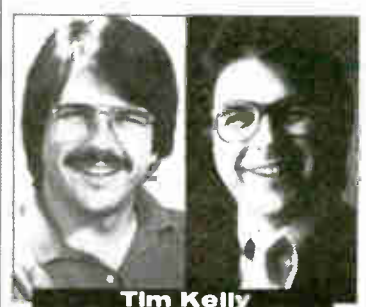
Oedipus



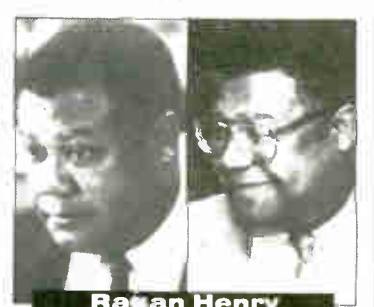
Bill Clark



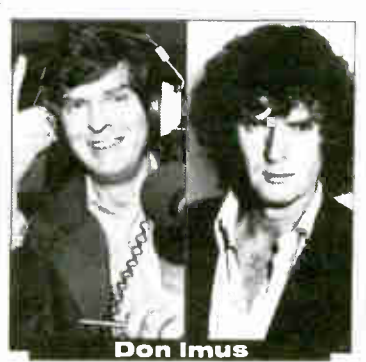
David Geffen



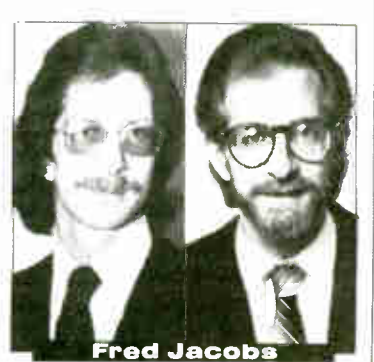
Tim Kelly



Ragan Henry



Don Imus



Fred Jacobs

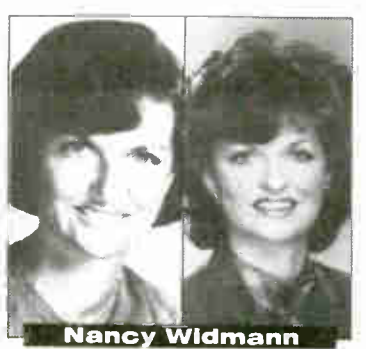
HONORABLE MENTION



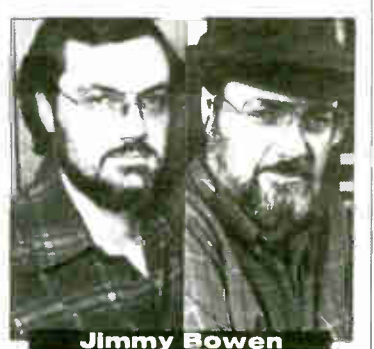
Rick Sklar Bill Drake Lee Abrams Paul Drew John Rook

BEST OF THE REST

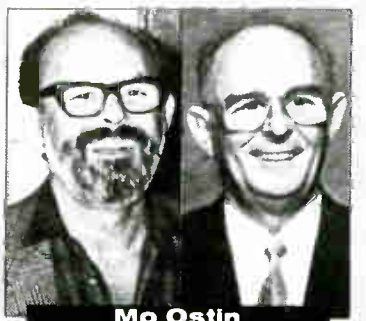
Mike Joseph • Buzz Bennett • Steve Rivers • Rick Carroll
 Jerry Clifton • Guy Zapoleon • Kent Burkhart
 Steve Kingston • Sunny Joe White



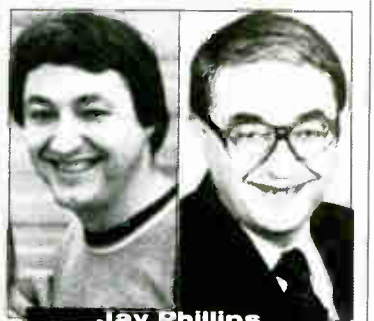
Nancy Widmann



Jimmy Bowen



Mo Ostin



Jay Phillips

Congratulations to
SCOTT SHANNON

on being recognized as the
'Most Influential Radio Programmer',
honorably mentioned as
'Most Influential Air Personality',
and runner-up as
'Most Influential Radio Executive'
by the readers of R & R.



TM Century is proud of the fact that Scott Shannon and WPLJ come to us for their Custom Jingles, GoldDisc® Music Libraries, Production Music Libraries, and the TM Century Comedy Network.

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20

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CBS RADIO DIVISION

THE MOST INFLUENTIAL
AIR PERSONALITY
 OF THE PAST 20 YEARS

HOWARD STERN

Syndicated Personality

Your Thoughts On Winning?

“**A**ctually, I was pretty excited about it. I never expected anyone in radio to vote for me for anything, because guys usually are pretty competitive and sometimes people tend to dismiss me as just some sort of ‘shock jock’ or something. But I think I’ve made a lot of contributions to radio, and I think I’ve done some good for radio in terms of changing the way people talk on the radio and the way people approach doing their shows.

“I think general managers and owners now look at radio talent as something that’s not sort of interchangeable — where you can just put one disc jockey on with a deep voice for another disc jockey. I think they recognize there are some people who actually might be trying to do something comedically, and they’re trying to improve the medium. I think that if I’ve contributed anything, I’ve sort of elevated that image. And I feel really good about it, very positive, and very flattered that people think of me in that respect.”

Your Greatest Professional Achievement?

“**A** couple of things come to mind. I’m proud of the show becoming No. 1 on both coasts. Doing that was something really great for me professionally. And proving that syndication was possible. There wasn’t a person in the industry who wasn’t saying, ‘There’s no way Howard can make it in Los Angeles or Philadelphia, because he’s a New Yorker’ and all these *ridiculous* notions.



“I also think it’s fairly unprecedented to have someone from radio go ahead and develop a successful television career, and now put out a book, and — believe it or not — the film is just around the corner.”

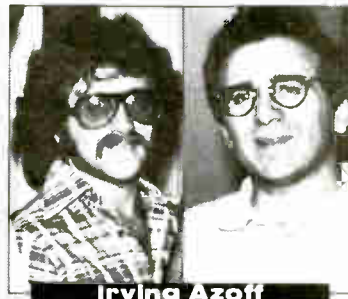
Other Than Yourself, Who Would You Have Voted For?

“**I**’d have to say **Symphony Sid**. Maybe he’s the most influential air personality of the past 40 years. We have to recognize him. He was the white man who played jazz and R&B records. And my father was his engineer, so I’ll give him a plug.

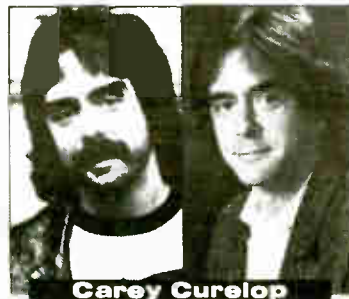
“Sid was infamous for his drug problems, and sometimes he’d be climbing the walls and acting kinda strange. So my father would bang on the glass into where Symphony Sid sat, and he’d say, ‘Sid, by the powers vested in me by the FCC, I command you to do your show in a proper fashion, or I will have to take you off the airwaves!’

“And Sid would all of a sudden rock back and forth, and go, ‘Oh, oh, my God,’ and really snap to, and then finish his show.”

Then & Now



Irving Azoff



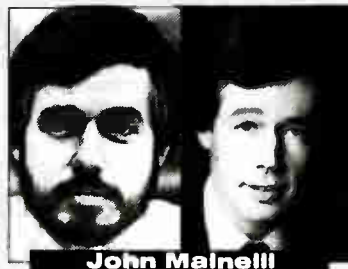
Carey Curelop



Kent Burkhardt



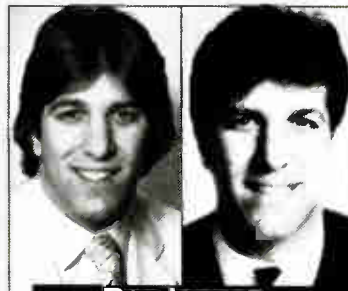
Liz Kiley



John Malnelli



Charlie Cook



Don Jenner



Gerry DeFrancesco



Sunny Joe White



Clive Davis



Ed Salamon



Kevin Weatherly

HONORABLE MENTION



Rick Dees
 Mornings
 KHS-AM & FM/
 Los Angeles



Rush Limbaugh
 Syndicated Personality



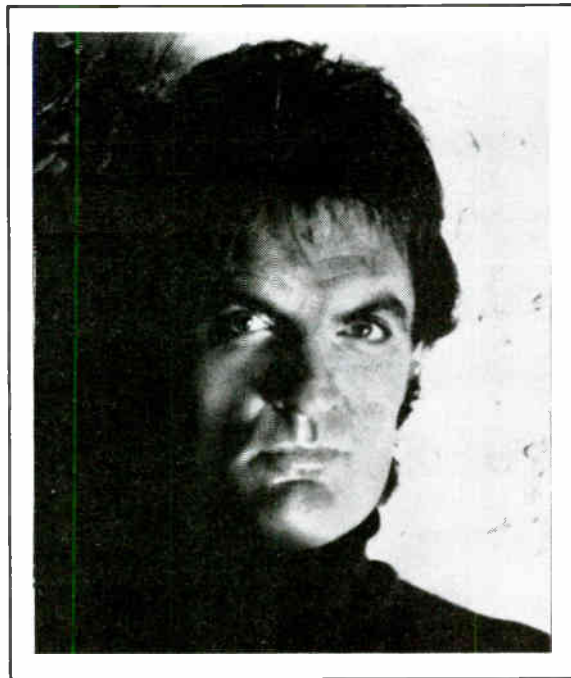
Scott Shannon
 Mornings
 WPLJ/New York



Don Imus
 Mornings
 WFAN/New York (and
 Syndicated Personality)

BEST OF THE REST

Larry Lujack • Dan Ingram • Larry King • Casey Kasem
 Greaseman • John Records Landecker • Mark & Brian
 Steve Dahl & Garry Meier



*R&R readers have voted
Scott Shannon the most influential
programmer of the past twenty years*

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THE REST OF THE RADIO INDUSTRY AGREES.**

CONGRATULATIONS, SCOTT!

From all of us at

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New York

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R&R

ON YOUR

20th

ANNIVERSARY!

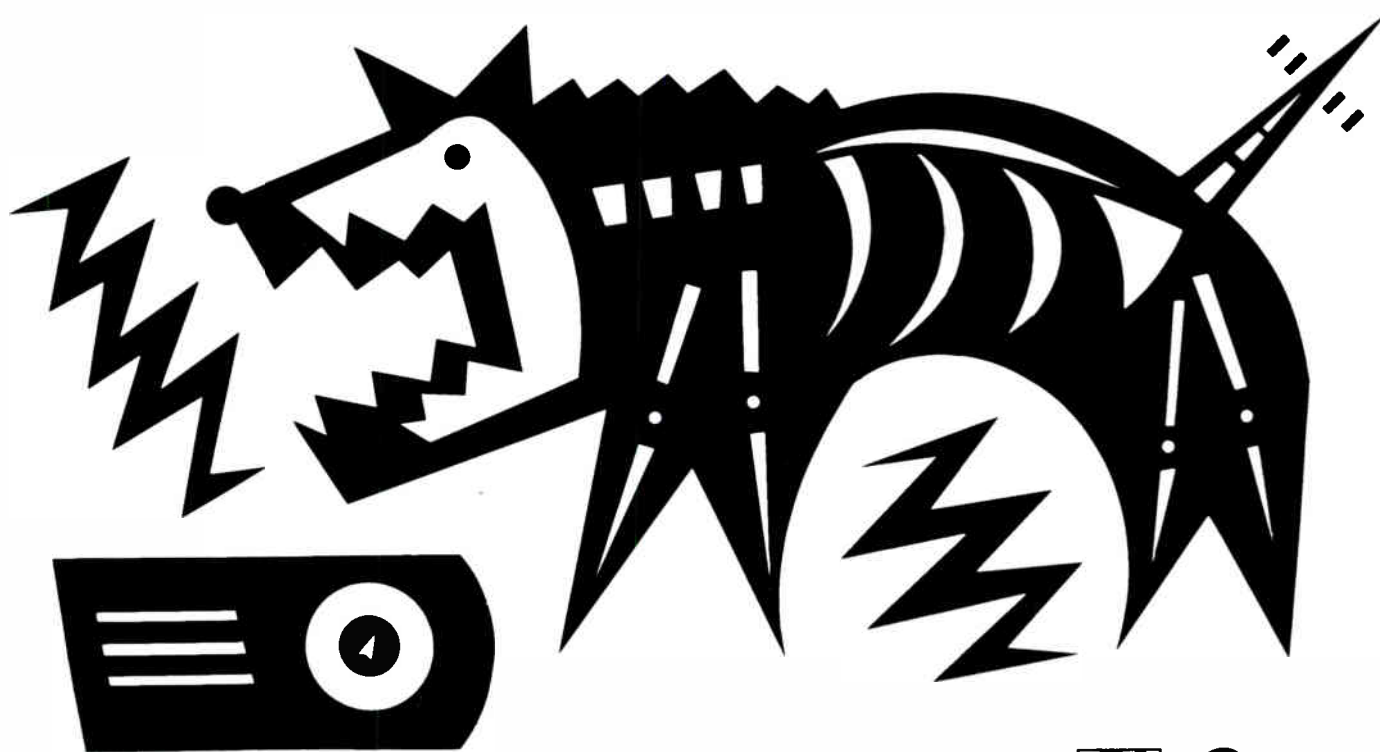
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THE MOST INFLUENTIAL
RECORDING ARTIST
 OF THE PAST 20 YEARS

MICHAEL JACKSON

Your Thoughts On Winning?

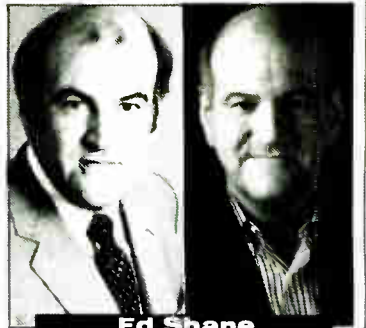
“I am pleased and honored to be selected by the readers of **R&R** as the most influential artist of the last 20 years. I love you all.”



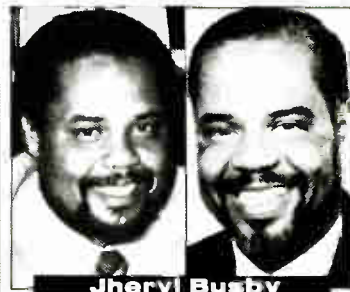
Then & Now



Mike McVay



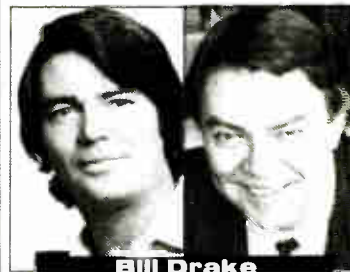
Ed Shane



Jheryl Busby



Rick Dees



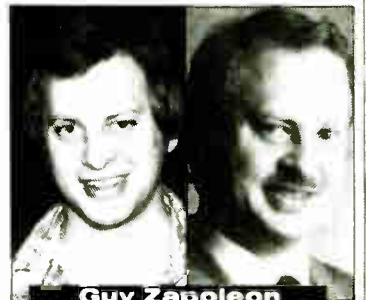
Bill Drake



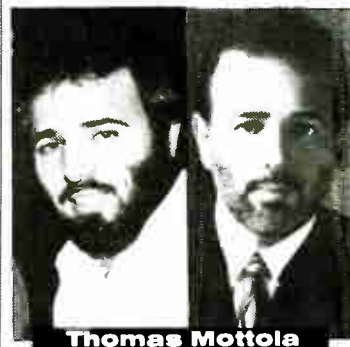
Pat St. John



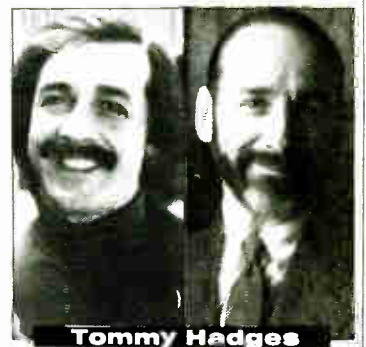
Jeff Wyatt



Guy Zapoleon



Thomas Mottola



Tommy Hedges



Scott Shannon



Mel Karmazin

HONORABLE MENTION



Madonna



Garth Brooks



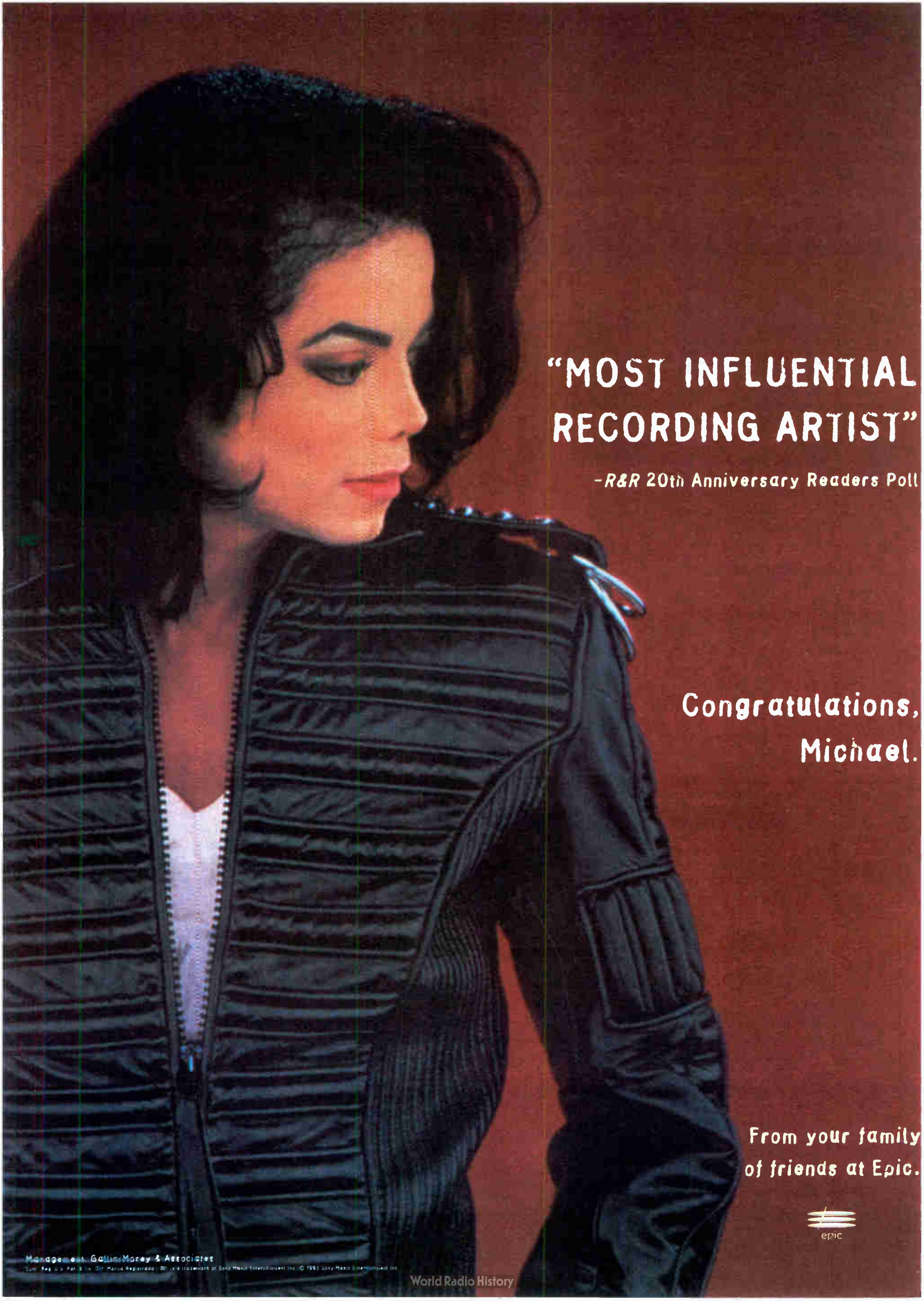
Elton John



Prince

BEST OF THE REST

Rolling Stones • Beatles • U2 • Bee Gees • Led Zeppelin
 Phil Collins • Paul McCartney • Elvis Presley
 Bruce Springsteen • Rod Stewart.



**"MOST INFLUENTIAL
RECORDING ARTIST"**

-R&R 20th Anniversary Readers Poll

**Congratulations,
Michael.**

*From your family
of friends at Epic.*



FAVORITE SONG

OF THE PAST 20 YEARS

"FRIENDS IN LOW PLACES"

Performed by:

GARTH BROOKS

"'Cause I've got friends in low places
Where the whiskey drowns and the
beer chases
My blues away and I'll be O.K.
Hey, I'm not big on social graces
Think I'll slip on down to the oasis
Oh, I've got friends in low places . . ."

—DeWayne Blackwell & Bud Lee
Careers Music, Inc. (BMI)/Chancey Tunes/
Music Ridge Music/Juan Tui Music (ASCAP)



Your Thoughts On Winning?

"I'm stunned. We all could name a countless number of artists that have done more for music than I ever will. I feel honored and I feel undeserving at the same time."

Your Greatest Songwriting Achievement?

"'The River' and 'We Shall Be Free.'"

The Song You Wish You'd Written?

"'He Stopped Loving Her Today.'"

(The 1980 George Jones hit; written by Bobby Braddock & Curly Putman.)

HONORABLE MENTION



"Every Breath You Take"
(Sting)
Police



"Rhiannon"
(Stevie Nicks)
Fleetwood Mac



"Your Song"
(John-Taupin)
Elton John

BEST OF THE REST

"American Pie" (Don McLean) Don McLean • "Born To Run" (Bruce Springsteen) Bruce Springsteen
"Enter Sandman" (Metallica) Metallica • "Holiday" (Madonna) Madonna
"In The Air Tonight" (Phil Collins) Phil Collins
"Will You Be There" (Michael Jackson) Michael Jackson

Artists With Most Songs Mentioned

Along with getting the most votes for any single song in the R&R 20th Anniversary Readers Poll, **Garth Brooks** tied for the top spot when it came to placing the greatest number of different songs by any one artist on the participants' playlists.

In addition to "Friends In Low Places," Brooks' six-pack of reader favorites included "The Dance," "The River," "Papa Loved Mama," "Shameless," and "Tomorrow Never Comes."

Michael Jackson and the **Beatles** also placed six songs each. Jackson's action stretched from "Beat It," "Billie Jean," and "Thriller" to "Off The Wall," "Man In The Mirror," and "Will You Be There." The Beatles, meanwhile, struck a chord with "Sgt. Pepper's Lonely Hearts Club Band," "Baby's In Black," "The End," "In My Life," "Tomorrow Never Knows," and "The Long And Winding Road."



Garth Brooks

Chicago aficionados' affections were divided by "Beginnings," "Make Me Smile," "Old Days," and "If You Leave Me Now." And **Billy Joel's** fold flocked to "Uptown Girl," "Honesty," "Tell Her About It," and "Just The Way You Are."

Three's A Crowd

Ten other acts split their votes among three songs. In alphabetical order, they were:

The **Bee Gees** ("How Do You Mend A Broken Heart," "Night Fever," and "Nights On Broadway")

The **Eagles** ("Hotel California," "Best Of My Love," and "Life In The Fast Lane")

Elton John ("Your Song," "Simple Life," and "Someone Saved My Life Tonight")

Journey ("Don't Stop Believing," "Faithfully," and "Anyway You Want It")

Madonna ("Vogue," "Like A Prayer," and "Holiday")

Paul McCartney & Wings ("With A Little Luck," "Jet," and "Band On The Run")

Pearl Jam ("Jeremy," "Black," and "Even Flow")

Elvis Presley ("Heartbreak Hotel," "Kentucky Rain," and "In The Ghetto")

Queen ("Bohemian Rhapsody," "The Game," and "Under Pressure")

R.E.M. ("Losing My Religion," "Everybody Hurts," and "Finest Work Song")



Michael Jackson

Three For Five

Three veteran rock groups tied for second place with five songs each. **Aerosmith** scored with "Dream On," "Walk This Way," "Sweet Emotion," "Back In The Saddle," and "Janie's Got A Gun." The **Rolling Stones** rocked back "Brown Sugar," "Sympathy For The Devil," "Start Me Up," "Miss You," and "Shattered." And **Led Zeppelin** landed "Over The Hills And Far Away," "Livin' Lovin' Maid," "Heartbreaker," "Kashmir," and — incredibly — "Stairway To Heaven."

Four-Play Champs

Three acts tied for third place with four songs mentioned. **Bruce Springsteen** fans' allegiances were torn between "Born To Run," "Dancing In The Dark," "Backstreets," and "Jungleland."



The Beatles



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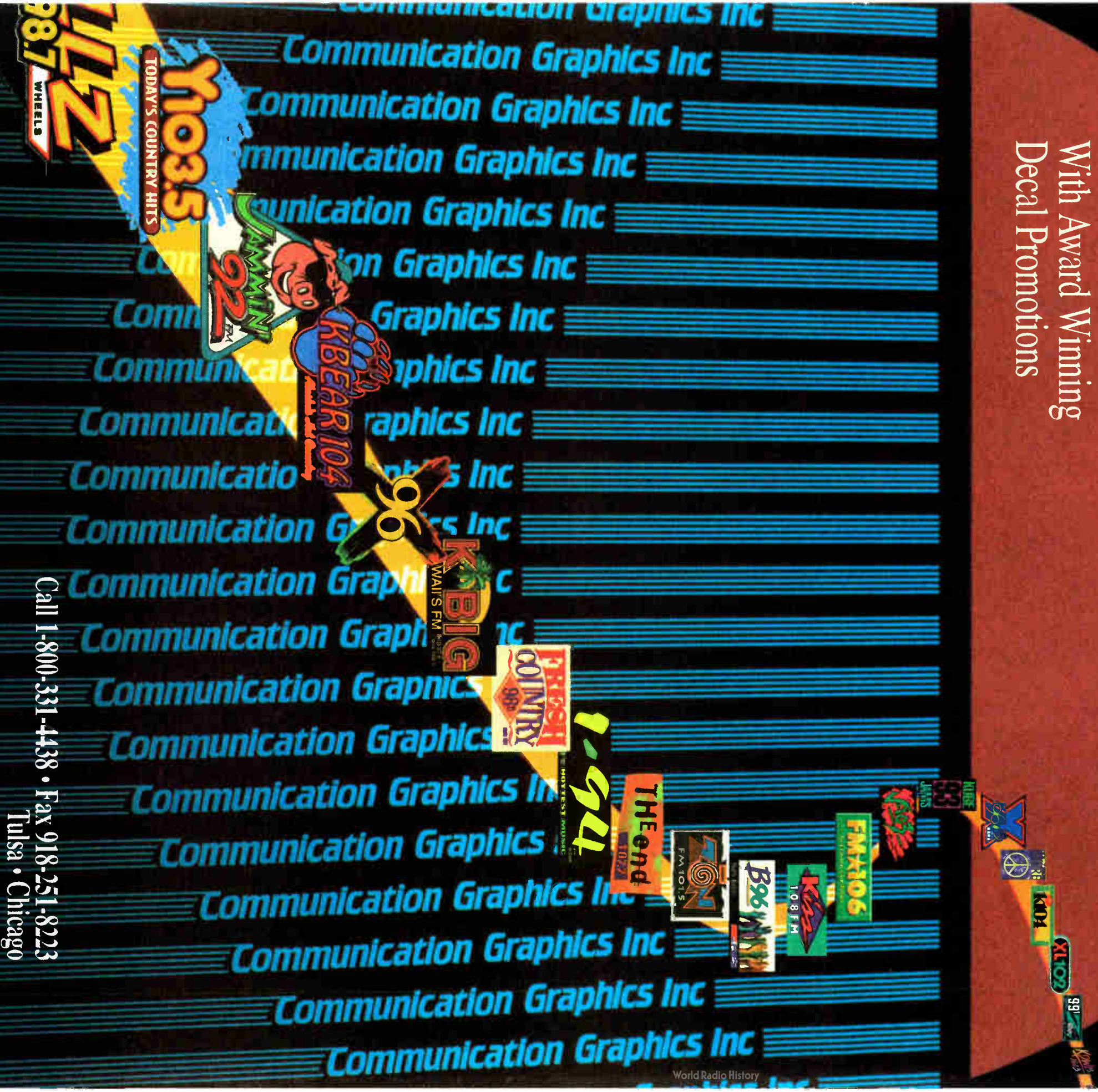
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R&R Headlines Of The Times

People make news, and — if the news is big enough — it makes headlines. According to those who participated in R&R's 20th Anniversary Readers' Poll, duopolies are the most important radio event of the past 20 years, followed by deregulation, the rise of FM, the "We Are The World"/"Live-Aid" simulcasts, and the Gulf War. Here's a year-by-year look at our industry's biggest headlines:

1973-74

Bogart Forms Casablanca

Davis Becomes Bell President

Changes label name to Arista

1975

AOR Pioneer Tom Donahue Dies

1976

FCC To Test AM Stereo Systems

1977

Elvis Presley Dies

1978

**Supreme Court Upholds
'Seven Dirty Words' Ban**

**Arbitron Debuts
Extended Measurement**

**Supreme Court OKs
Existing Crossownership**

1979

**FCC Paves Way For
Satellite Communication**

RKO, Source networks first on bird

Continued on Page 30



CHAPMAN'S THEORY CHECKS OUT — While chatting with a local newspaper reporter about the powerful bond between radio and its listeners back in April '88, KVIL/Dallas OM/morning man Ron Chapman declared he could convince his audience to send in money simply by asking them. After checking with the proper authorities, Chapman put his theory to the test, asking listeners to mail in \$20 checks payable to "KVIL Fun & Games" — without further explanation. Three days later, 12,000 checks had arrived, and the original plan of returning them with \$2 interest was scrapped in favor of turning the funds over to various charitable organizations.

12:18:18 AM Jan 1, 2001

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FROM THE INDUSTRY'S LAWYER

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R&R**

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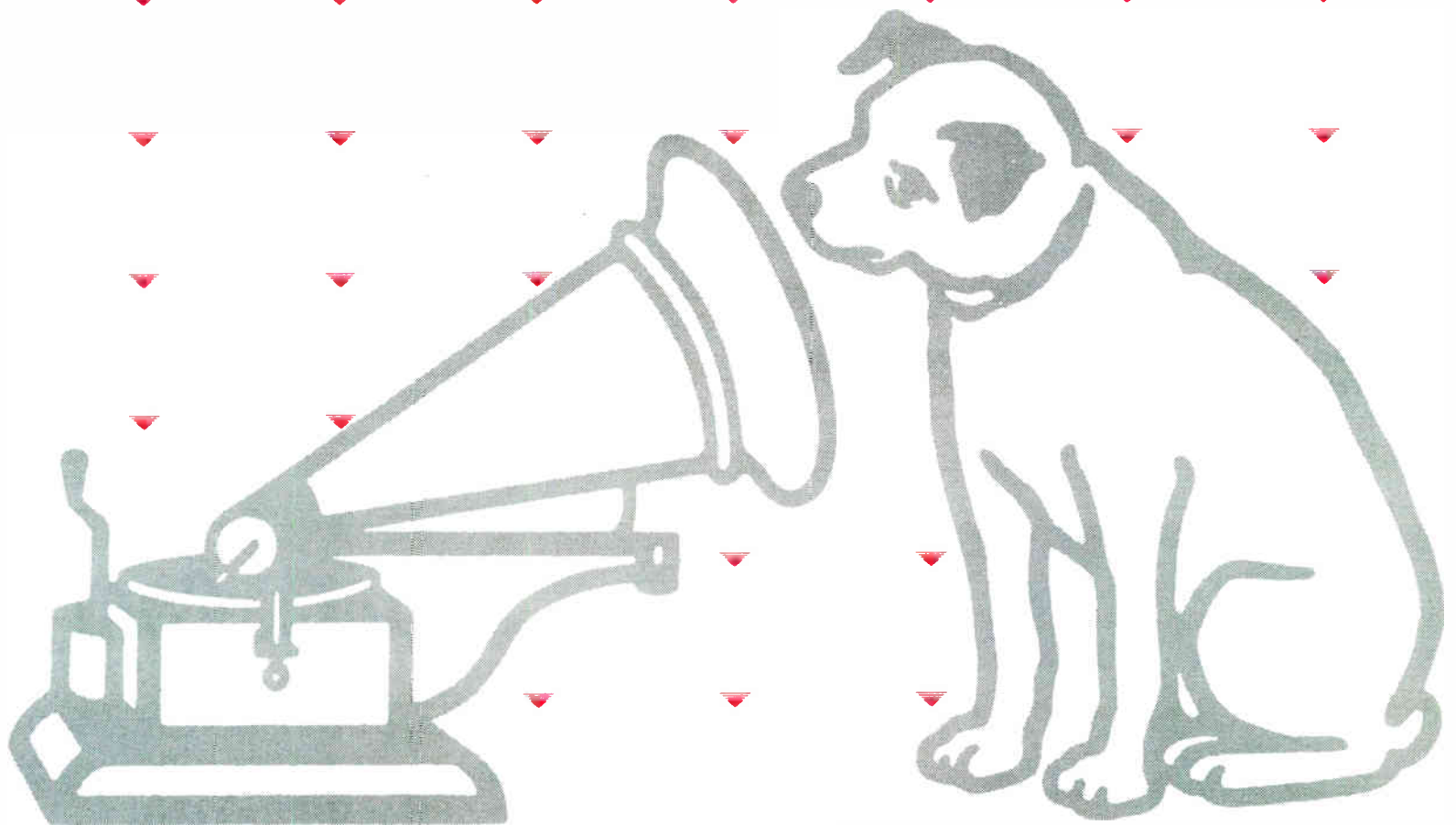
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MARTINA MCBRIDE

LARRY STEWART

CLINT BLACK

JAMIE O'HARA

AARON TIPPIN

ANDY CHILDS

RESTLESS HEART

LARI WHITE

©1993 BMG MUSIC



R&R Headlines Of The Times

Continued from Page 28

1980

Arbitron Begins Quarterly Measurement

John Lennon Assassinated

1981

FCC Votes To Deregulate Radio

Satellite Networks Explode

SMN, Transstar, ABC, RKO begin fulltime services.

MTV Debuts

1982

McGavren Guild Creates Interep

MMR, HN&W, Bernard Howard rep firms linked

1983

FCC Docket 80-90 Plan Creates 1000 New FM Opportunities

1984

FCC Expands Ownership Rules

12 AMs, 12 FM's, 12 TV stations new limit

Arbitron Unveils Arbitrends

1985

Capital Cities Buys ABC

GE Buys RCA, NBC



DAHL VS. DISCO — In 1979, WLUP/Chicago air talent Steve Dahl (inset) took it upon himself to break the nation's disco fever. His on-air attacks and 12-inch record-breaking stunts culminated at a June baseball game, when he and partner Gary Meier blew up 20,000 disco LPs between games at a White Sox doubleheader. The disco inferno turned into a heatwave, however, when 7,000 fans rushed the field. The result? Nationwide publicity, 37 arrests, cancellation of the second game, and Sox owner Bill Veeck's threat to ban Dahl from the park for life.

Continued on Page 32

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Broadcast Engineering
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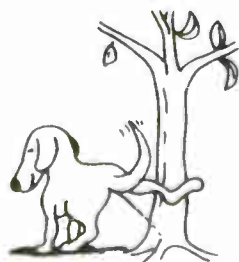
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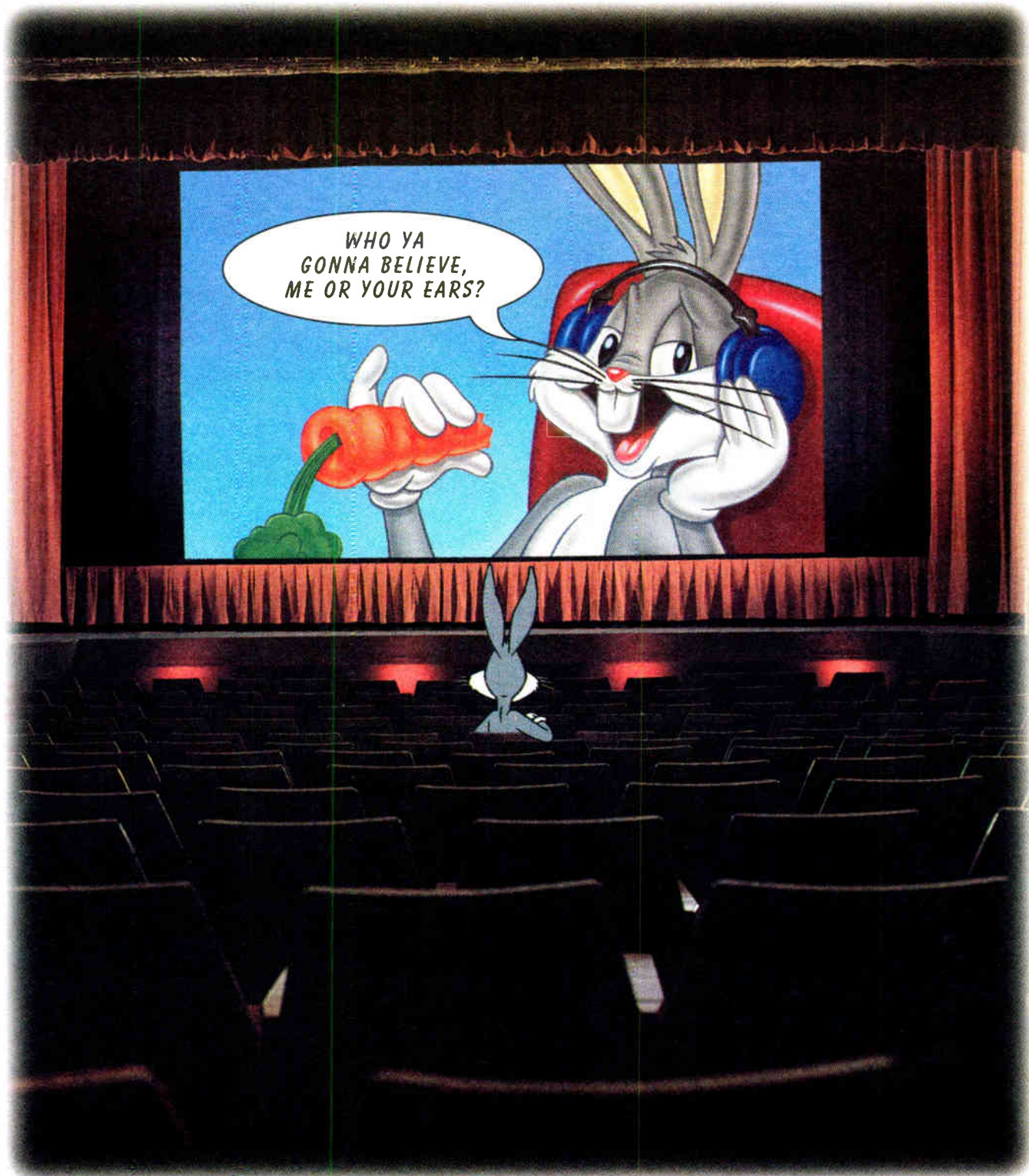
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World Radio History



R&R Headlines Of The Times

Continued from Page 30

1985

FCC Proposes Eliminating FM Simulcast Limits

Network Feeding Frenzy

Westwood One buys Mutual; United Stations buys RKO nets

1986

NRBA Merges With NAB

1987

Sony Acquires CBS Records

Fairness Doctrine Law Defeated

Reagan vetoes bill as unconstitutional; FCC drops enforcement

1988

Malrite, Infinity Go Private

1989

Transtar, United Stations Merge Into Unistar

Capital Cities/ABC Acquires SMN

PolyGram Buys Island, A&M

1990

MCA, Geffen Merge

CBS Records Changes Name To Sony Music

1991

Birch Shuts Down

Gulf War Boosts News/Talk Formats

1992

FCC Approves Duopoly Legislation

18 AMs & 18 FMs new ownership limits; companies can double up within markets

1993

Arbitron Intros 'Pocket People Meter'

Westwood One Acquires Unistar; Infinity Buys Portion Of WW1

Karmazin to become WW1 CEO



STERN'S BICOASTAL MORNING REIGN — Multicity morning manster Howard Stern celebrated his KLSX/L.A. broadcasts becoming the market's top-rated morning show by conducting one of his traditional on-air "funerals" for his rivals. Proving that the concept of nationally syndicated morning shows had finally arrived, Stern — who concurrently was rated No. 1 in NYC as well — rode down Hollywood's Vine St. in a lap dancer-drawn chariot, bestowing his blessings on the crowd of 25,000-plus.

September 3, 1993

Ft. Wayne Gospel Broadcasting, Inc.

has completed the acquisition of the assets of

WLYV

Fort Wayne, Indiana

from

Fairfield Broadcasting Company of Indiana

Todd Hepburn, Vice-President of the undersigned initiated this transaction and assisted both parties in the negotiations

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Todd Hepburn, Vice-President
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The 20 Biggest Radio Deals

Deal	Dollars (in millions)	Date
1 Infinity LBO (15 stations)	\$484	1988
2 Legacy/Metropolitan stations to Group W (10 stations)	\$385	1993
3 Metropolitan stations to Sillerman (7 stations)	\$310	1988
4 Shamrock/Malrite merger (21 stations)	\$300	1993
5 DKM stations to Summit (16 stations)	\$200	1987
Metropolitan stations to Legacy (4 stations)	\$200	1988
7 First Media stations to Cook Inlet (11 stations)	\$180	1987
8 Malrite LBO (11 radio stations)*	\$170	1988
9 Blair stations to Sconnix (8 stations)	\$152	1987
10 Zell/Chilmark buys controlling interest in Jacor (11 stations)	\$127	1992
11 NBC stations to Emmis (5 stations)	\$121.5	1988
12 Price Communications stations to Fairfield (7 stations)	\$120	1987
13 American Radio Systems merger of Atlantic, Stoner & Multi-Market**	\$115	1993
14 KRTH/Los Angeles to Infinity	\$110	1993**
15 Taft stations to CBS (5 stations)	\$107.5	1985
16 KJOI/Los Angeles, KHOW & KSYY/Denver to Viacom	\$101.5	1989
17 WUSN/Chicago, WZLX/Boston, WZGC/Atlanta to Infinity	\$100	1992
CF Media acquires Capstar and Command (9 stations)	\$100	1992
19 KJOI/Los Angeles, KHOW & KSYY/Denver to Command	\$95	1988
20 KRTH/Los Angeles to Beasley	\$86.6	1988

* Also included some small TV stations

** Has not yet closed

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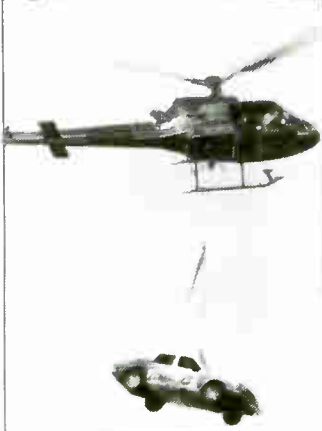


PolyGram Label Group

P.S. Elton, Congratulations!



Radio Promotions: A Gallery Of Greats



'The Last Contest' Takes First Prize For Best Promo Of The Past 20 Years

Of all the memorable radio promotions of the past 20 years, R&R 20th Anniversary Readers' Poll participants declared the "Last Contest" their absolute favorite by an overwhelming margin. **Jack McCoy** — who designed the contest — describes it as a disguised "sales promotion that was totally invisible on the air but brought devastatingly high ratings" to **KCBQ/San Diego**, where he debuted it in 1972.

At that time, the CHR was losing an intense contest battle with arch-rival **KGB** and had little budget left to keep up the pace. McCoy recalls, "I arrived at the end of a ratings sweep and both stations had given away something like 30 cars in 30 days, a house, and a thousand dollars an hour certain days of the week. Every time **KCBQ** gave away something, no matter what it was, **KGB** gave away twice as much.

'Crazy' Idea

We had to come up with something low-budget, but it had to sound 'big' and have a lot of production value. So my partner, **Doug Herman**, and I came up with a promotion that would end all promotions. That's why we called it 'The Last Contest.' Everybody thought I was crazy."

McCoy began peppering the **KCBQ** airwaves with "prize packages." Even in its early stages, the packages — which grew in value as the promotion went on —



Jack McCoy

were worth thousands of dollars. One package featured a car and a boat. The station would air a "secret" number, and the winning caller could choose any of the packages.

"The strategy," McCoy explains, "was to have so many promos and such incredible prizes that once you got rolling,

your competition could never catch up. They couldn't imagine how all of these promos were running and yet never repeated!

15,000 Promos

"Each promo — and there were thousands — was elaborately produced. Listeners were afraid to turn off the radio for fear of missing a 'prize package.' When I went on to market the contest to about 60 or 70 stations, I must've cut more than 15,000 promos."

The trick, of course, was that the station could afford any one of the packages — but *only* one in each phase. By appealing to a wide spectrum of fantasies, **KCBQ** drew a phenomenally high proportion of the population into the excitement.

In fact, McCoy says the phone company reported that 76% of all telephones south of Orange County (about 50 miles north of San Diego) were off the hook for the final call. (The winner chose a Ferrari.) Most notably, the campaign forced **KGB** out of the format.

"The Last Contest" was successful because only two prizes were actually given away, and the competition was devastated. But it caused such communications problems that I had to pull it off the market."



DICK K-SHE



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Quotes:

///
 Jay Albright has been a valuable resource to me in both the defensive positioning of Y-108 and the offensive strategic for The Rebel. He has become a friend and confidant and would be a great asset to anyone's team.

Joe Armao
 VP/GM/OM
 WDSY-FM (Y-108)
 WXRB-FM (The Rebel)
 WEEP-AM
 Pittsburgh, PA

///
 I couldn't and I wouldn't fight this battle in Albuquerque without Jay Albright.

///
 Ray Moran
 Ramar Communications
 Cat Country Y-103
 Albuquerque, NM

///
 Jay Albright is terrific! He's knowledgeable, easy to work with and brings to our stations the expertise we've needed.

///
 Robert L. Fox
 Chairman/CEO
 KHAY/KVEN
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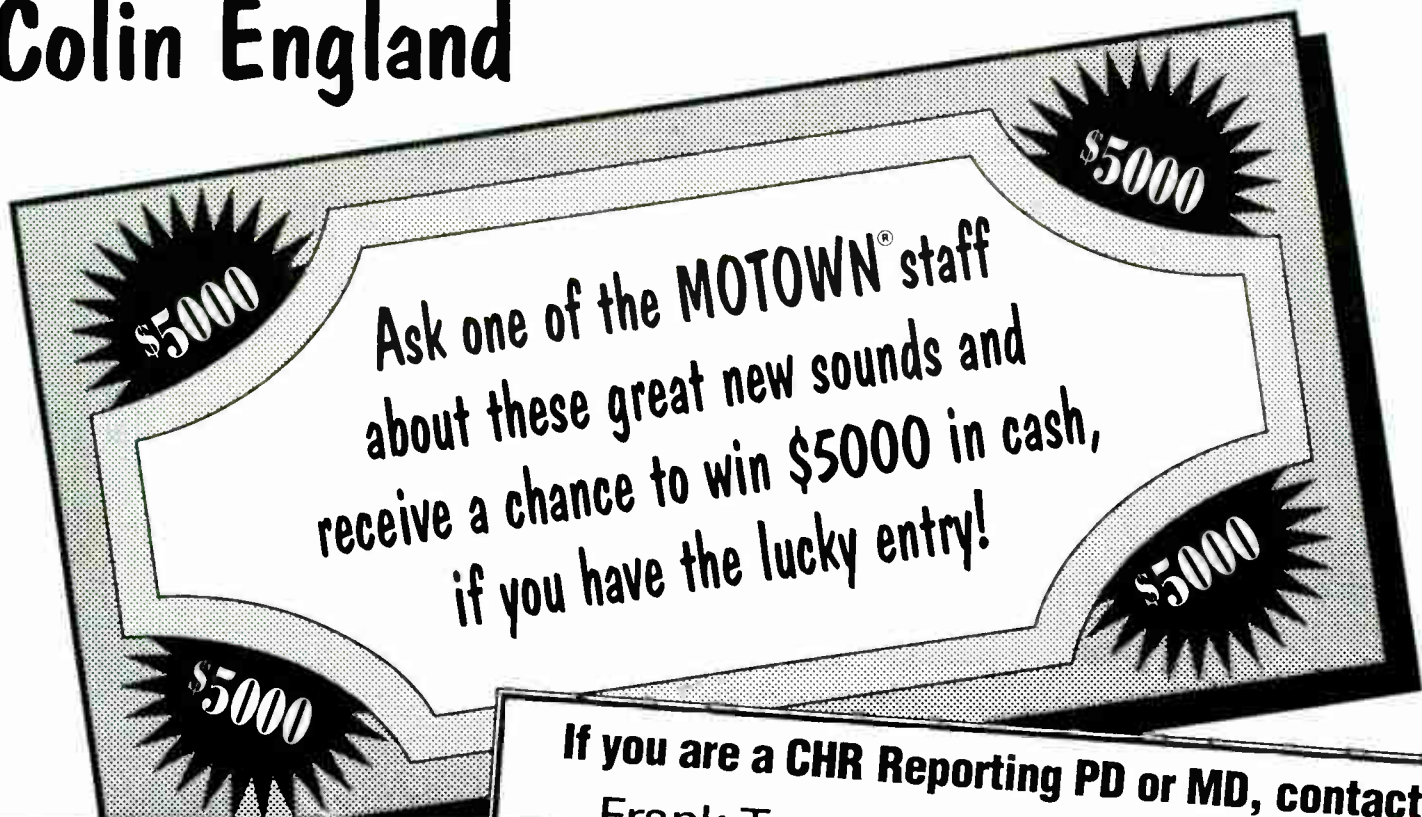
Colin England

Tha Mexakinz

Another Bad Creation

Jay Spencer

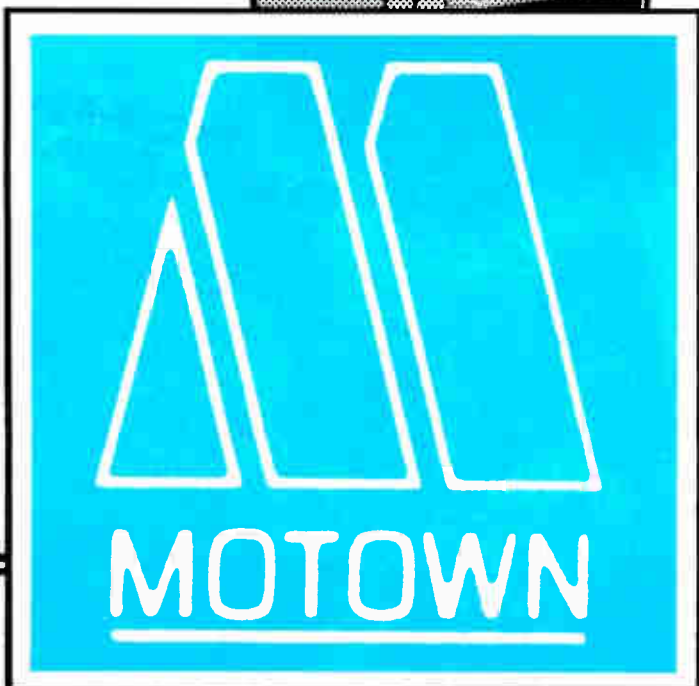
Boyz II Men



If you are a CHR Reporting PD or MD, contact:

Frank Turner
Dawn Fox
Kelli Fournier
Mark Westcott

Charlie Lake
Arthur Field
Peter Mollica
Reggie Blackwell



Only R&R CHR reporting PDs and MDs are eligible.
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RONNIE MILSAP



TANYA TUCKER





R&R Readers Predict The Next Five Years

Digital dominates discussion; economics and programming also prime concerns

Technology — whether in the form of DAB, “digital everything,” cable radio, satellites, or automation — will bring the greatest amount of change to radio within the next five years, according to the industry professionals who participated in our R&R 20th Anniversary Readers’ Poll.

DAB, satellites, and cable radio are all deemed likely to expand and compete with radio for audiences and advertising dollars. “People will listen to music via satellite,” “listeners will switch to cable radio,” and “many stations will go dark due to competition from DAB/cable” were three of the more

“Many stations will go dark due to competition from DAB/cable”

pointed responses. One reader even went so far as to predict that “digital radio will gain parity with FM.” While conceiving a near future in which listeners

can receive “DMX in houses” and “distant stations via cable radio” may not be going too far out on a limb, another reader foresaw “satellite-delivered signals to your car” within the next five years.

Although the fear that “satellite will make it possible to run local outlets without local people — only a receptionist and an FCC permit” is of some concern, others believe that the emerging technology provides the opportunity for more air personalities to be heard via satellite.

Still others feel that “the saturation of sound-like stations due to satellites and lack of innovation” and an “overnationalization of air talent” is inevitable, with the net result being that “satellite morning shows will die as localism wins out.”

And while many broadcasters welcome the prospect of “digital studios,” “digital control rooms,” “CDs used like carts,” “full digital audio,” and “more computerized equipment” becoming increasingly widespread, others believe that any future increase in station automation will result in “more computers programming radio stations

(no jocks, no carts, no CDs),” which will “eliminate a great number of jobs,” and that “more automation means less localism” in general.

“Digital radio will gain parity with FM”

Nevertheless, at least one reader looks forward to the time when “computers combined with digital technology replace today’s analog/manual/paper-based systems,” and another notes that “automation will allow air talent to work anywhere without leaving their homes.”

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Marvin Sease

Smooth

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86 Great People 20 Great Years

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Michael Atkinson
Jeff Axelrod
Sam Balimbin
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Jill Bauhs
Paige Beaver
Michael Berckart
Karen Biondo
Randall Bloomquist
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Gail Mitchell
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Juanita Newton
Barry O'Brien
Vickie Ocheltree
Michael Onufer
Michelle Parisi
Matt Parvis
Cecil Phillips
Jo Pincek
Margo Ravel

Kristy Reeves
Ron Rodrigues
Kevin Ross
Frank Roth
Elizabeth Samuels
Norma Sanchez
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Marjon Shabanpour
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R&R Readers Foresee Consolidation In Future

Duopolies and LMAs top economic topics; syndication and networks also hot

The economic changes wrought by consolidation — primarily through duopolies and LMAs — are radio professionals' second-greatest future concern, according to our R&R 20th Anniversary Readers' Poll.

"Fewer jobs for air personalities [with lower pay]" and "fewer stations owned by even fewer companies" were among the typical responses.

“Fewer stations owned by even fewer companies”

And although some believe radio's current love af-

fair with duopolies and LMAs will continue "until economic conditions improve," more than one participant believes there will be "no more single-owned radio outlets" by 1998.

Some industry professionals feel the future radio climate will reflect a "more business-oriented

“Duopolies will create stronger broadcast groups”

environment" with greater "bottom-line accountability," and that "duopolies will create stronger broadcast groups."

Others decry duopolies for "diluting creativity and the nurturing of talent," and at least one respondent pre-

dicts that many "people will clean up after duopolies/LMAs go bad."

Networks and syndicators also are expected to flourish, with such

“People will clean up after duopolies/LMAs go bad”

once-revolutionary concepts as "more syndicated morning and afternoon drive shows," "more multi-station jocks," "more regional morning shows," and "truly national radio" becoming quite commonplace.

AM Expectations

The industry's collective forecast for AM radio is cloudy but bright. One respondent feels that AM will be "hard-pressed to keep up technically without monetary help from the government — possibly by setting up a second FM band and phasing out the AM band." And at least one doomsayer predicts "the end of AM."

Nevertheless, a slight majority expect AM radio and stations to experience a "resurgence" and a "revitalization," mostly through technological means (AM stereo, digital, and high-band). Or — in one case — by a "return to local radio."

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R&R Readers Forecast More Fragmented Future

*Programming choices to proliferate;
New Rock, Country, FM Talk formats to grow*

Fragmentation — and its impact on future programming — is the third most-important issue on the industry's collective mind, according to our R&R 20th Anniversary Readers' Poll.

Sometimes this vision is vague. "More formats," "more new formats," "more niche formats," "more eclectic program-

“Talk could move to FM quickly”

ming," "more experimentation," "format super-fragmentation," and "more programming choices for

the listening audience" are representative responses.

Others see it more clearly, predicting everything from an increase in the volume and types of programming directed at "seniors and kids" and "the splintering of Country" to "more dayparting" and "more interactive radio."

Three formats in particular are expected to grow faster than others. Talk — especially on FM

— is one of them, with one reader noting that "Talk could move to FM quickly."

“Country emerges as the contemporary format”

Country's future is equally favored, with predictions ranging from the confident ("Country stays strong," "Country formats spring up everywhere") to the bold ("Country ratings top markets nationally," "Country emerges as *the* contemporary format").

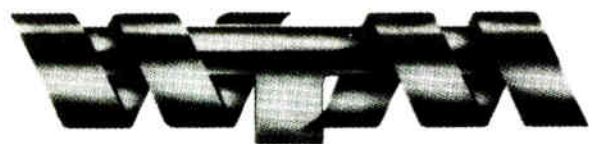
And, of course, the New Rock format's future's so bright, it's gotta wear shades. Perhaps spurred by an expected success from outlets targeted at upper demos, one respondent coolly predicts that "New Rock stations will make up 5% of all radio formats within five years."

When it comes to the CHR format's future, the forecast is divided. While some industry professionals foresee a "resurgence," an equal number say that "CHR will continue to decline" and that the greatest challenge facing the format's practitioners will be "to see if CHR will survive."

Incidentally, one reader also expects "the Urban format will go through the changes that CHR has already experienced."

“New Rock stations will make up 5% of all radio formats within five years”

Regardless of format, personality is still seen as the key to radio's future success. One poll participant describes the prospective future bluntly: "50 channels of each format and only the people between the records making the difference!"



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R&R Conventions Through The Years


Any time you assemble thousands of radio and record industry professionals under one roof, the results can hardly be termed conventional. But we called them conventions anyway, and these nine R&R Conventions have provided some of the most memorable moments of the past 20 years.

'75 **First Convention Sets Precedents**

Keynote speaker: Georgia Lt. Governor Zell Miller
Entertainment: Jay Thomas (emcee), Cheech & Chong (hosts), Pointer Sisters, Jim Stafford, Sami Jo, Paul Davis, Loudon Wainwright III

Held at Atlanta's Royal Coach Hotel, the first R&R convention — staged when the paper was a mere 17 months old — established a successful formula for all those to follow: Provocative panel discussions, informative seminars, inspiring keynote speakers, and superstar entertainment.

More than 800 radio and record industry movers and shakers witnessed Arista's Clive Davis host a candid question-and-answer session, radio seminars featuring the era's top programmers (including Scott Shannon, Jerry Clifton, John Rook, Lee Abrams, Michael Spears, Buzz Bennett, and Jay Thomas), and a lively "Record Promotion Today" panel spotlighting then-promo major domos Joe Smith, Neil Bogart, Al Coury, and Russ Regan.




Jay Thomas

'76 **Format-Specific Sessions Highlight Second Effort**

Keynote speakers: Joe Smith, Dwight Case
Entertainment: Tony Orlando (host), Michael Murphey, The Spinners, Ronnie Milsap

Our sophomore convention — held at Atlanta's Peachtree Plaza Hotel — marked the first time that each format had its own meeting. So while the Rock — or more accurately Top 40 — panel explored promotion, personalities, and programmers' changing roles, the Country conclave delved into research, station management, and whether "progressive Country" would survive.

In another key change, the initial confab's "All-Night Rap Rooms" were replaced by the now-standard — and somewhat infamous — hospitality suites.



Joe Smith


'77 **McLendon & Bogart: Indoor Fireworks**

Keynote speakers: Gordon McLendon, Neil Bogart, David Geffen
Entertainment: Tony Orlando, O.J. Simpson (hosts), Emmylou Harris, Boz Scaggs

By 1977, the R&R Convention had established itself as the radio and record industries' preeminent event, with its nearly 3000 registrants marking our biggest convention to date. A two-alarm fire in the Fairmont/Dallas hotel's kitchen during registration distracted nobody from meet 'n' greet activities, although the appearance of the Dallas Cowboy Cheerleaders managed to turn a few heads.

The biggest fireworks came from the keynoters' addresses. McLendon attacked FCC policies and offered a \$50,000 reward to any person with information leading to the conviction of anyone found tampering with an Arbitron diary. Geffen's appearance — his first at any industry gathering — turned into a candid Q&A session. Bogart focused on the future and proved prophetic in assessing the then-hot controversy over 7" vs. 12" singles: "In 20 years, no one will care what size the singles were."

And before disappearing in a puff of smoke, Bogart mentioned something about the oncoming video revolution — and its use as an innovative marketing tool . . .




Gordon McLendon

'78 **Spotlight On Focus Groups**

Keynote speaker: Marshall McLuhan
Entertainment: Steve Martin, Dolly Parton, The Dirt Band

Returning to the Fairmont/Dallas, our fourth convention featured UCLA marketing professor Richard Lutz helping to usher in a new era in research by introducing many attendees to the relatively new concept of "focus groups."

While keynoter Marshall McLuhan equated rock music with terrorism and violence — calling all three "quests for group identity" — a more sober discussion of music's impact on society was the focus of a seminar spotlighting Vanderbilt professor Richard Peterson.



Marshall McLuhan

'79 **First Shots Of The Technological Revolution**

Keynote Speaker: California Rep. Lionel Van Deerlin, John Bayliss
Entertainment: The Blues Brothers

The first time R&R held the convention in its own backyard — L.A.'s Century Plaza Hotel — the result was the largest gathering yet. Technology was at the forefront of the convention: Van Deerlin delivered his keynote speech and answered questions from the audience live via satellite from Washington, while R&R presented a dazzling multimedia look at radio circa 1979.




Lionel Van Deerlin

'80 **Deregulation Hottest Topic Of R&R, NRBA's Joint Effort**

Keynote speaker: Karl Eller
Entertainment: Paul Simon, Barbara Mandrell

1980's convention — held at L.A.'s Bonaventure Hotel — was a collaborative venture between R&R and the National Radio Broadcasters Association. The "American Radio Expo" focused more heavily on management and sales issues than previous R&R conventions, while format meetings took on a decidedly informal tone.

Deregulation was a hot topic for many of the speakers, most notably keynoter/ex-Combined Communications and Charter Media head Karl Eller and FCC Commissioners James Quello and Anne Jones, as was a proposal under consideration to institute 9kHz spacing on the AM band.



Karl Eller


'88 **Back After Eight Years And Bigger Than Ever**

Keynote speakers: FCC Chairman Dennis Patrick, former Treasury Secretary Donald Regan
Entertainment: John Cougar Mellencamp, Buster Poindexter, Stevie Wonder, Mack & Jamie, the new Club R&R (featuring Belinda Carlisle, Gladys Knight, and others)

After an eight-year break, R&R and several thousand industry folks returned to Dallas — this time, the Loews Anatole — for what many called a "grown-up R&R Convention."

Two of the more memorable panels featured key radio execs in role-playing exercises: "Creating The Ultimate CHR Station" pitted two pairs of the format's hottest programmers against each other in a theoretical race for market dominance, while "Battle For Your Marketplace" assembled two all-star Country management teams to play the "attacking" and "defending" stations in a crosstown war.

Keynoter Dennis Patrick reacted to recently enacted indecency guidelines by calling on personalities to "use good sense when broadcasting material that extends to the boundaries of protected speech." And Regan correctly predicted the coming recession, but said radio operators were in a good position to ride it out — if they hadn't overpaid for their properties . . .



Donald Regan, Dennis Patrick



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Conviction Of The Heart
What A Fool Believes
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Your Mama Don't Dance
I Would Do Anything
(Duet with Shanice)
Now And Then
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If You Believe
Celebrate Me Home
Love Will Follow
(Duet with Shanice)
Leap Of Faith
This Is It
Footloose
I'm Alright

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Kenny

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R&R Conventions Through The Years



Linking The Past, Present & Future

Keynote speakers: Robert Tucker, C.W. Metcalf, John Parikhal, Dudley Lynch, David Rogers, Chris Beck

Entertainment: Kirstie Alley (host), Don Henley, Quincy Jones w/Tevin Campbell, Club R&R (including Bell Biv DeVoe, Lisa Stansfield, Glenn Medeiros, Adam Ant, the Good Girls, and Klymaxx)

"Winning in the '90s" was the theme of the largest R&R Convention ever, again held at L.A.'s Century Plaza. The new decade served as the focal point for virtually all the convention's panels and keynote speakers. But for many, the weekend's highlight was a musical echo of the '70s, when Glenn Frey and Timothy B. Schmit joined headliner Don Henley on stage for an Eagles reunion. Add a 25-year reunion of the original KHJ/L.A. "Boss Jocks," and you had a convention that encompassed the past, present, and future.

Convention '90 also was noteworthy for Saturday's "Save The Earth Night," and the T.J. Martell Foundation's convention-related activities raising more than \$300,000 for the organization's charitable efforts.



A FLOCK OF EAGLES — After 1990 Convention headliner Don Henley (c) finished a set of solo material, former bandmates Timothy B. Schmit (l) and Glenn Frey joined him onstage for an unexpected Eagles mini-reunion.



Gen. Schwarzkopf Stars, Duopoly Talk Dominates

Keynote speakers: Gen. H. Norman Schwarzkopf, Dr. Roger Blackwell

Entertainment: Garth Brooks, ZZ Top, Club R&R (Indigo Girls, Allman Bros. Band, Neville Brothers, Shanice)

The most recent R&R Convention was an unqualified hit. Desert Storm hero Gen. H. Norman Schwarzkopf was clearly the star of the show, held again at L.A.'s Century Plaza. He wowed the audience with an inspirational, informative, and often amusing speech that compared radio wars to the real thing.

The talk of the "Radio On Radio" session was the soon-to-be-enacted duopoly legislation, which drew especially strong kudos from — not surprisingly — Infinity Chairman Mel Karmazin: "It's important . . . to have people who want to run radio stations own them." Another panel tackled the hot topic of sexual harassment, while the emerging New Rock format held its first-ever convention panel.

And what's in the future for R&R Conventions? Stay tuned . . .



FOUR-STAR TALENT — General H. Norman Schwarzkopf proved himself a genial, engaging, and entertaining speaker while extolling the values of leadership in his R&R Convention '92 keynote address.

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Happy 20th Birthday!



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Elton Top AC Artist Of The Past 20 Years

The No. 1 AC artist of the last 20 years, **Elton John** has spanned the decades with consistency and a high level of achievement. As the format evolved from the middle of the road to a more contemporary approach, Elton epitomized the new, hipper breed of AC artists. A track record is of prime importance to AC programmers, and no one can match Elton's: His 38 chart records top all artists, as do his 14 No. 1's.



Top AC Artists: Longevity Rules

This 20th Anniversary Special is based on the choices of our readers — the top executives, top events, top programmers, etc. And in a very real sense, this list of top AC artists and the following lists for four other formats were also chosen by you.

The top artists of the last 20 years were determined from **R&R's** charts — charts solely compiled from the playlists des-

ignated by our reporting stations through the years. The Top 20 and the next 20 lists are your choices for reigning artists of the last two decades.

Because we're spanning 20 years here, one thing becomes immediately apparent: *Longevity counts*. The biggest AC artists have had chart records for nearly all (if not all) the 20-year period.

Continued on Page 56



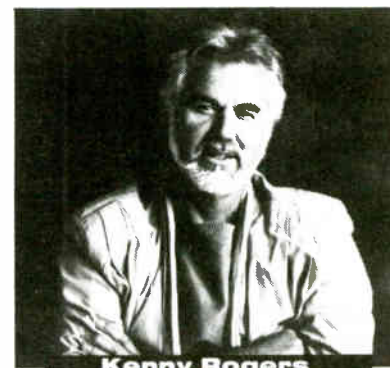
Chicago

THE TOP 20

1. Elton John
2. Barry Manilow
3. Kenny Rogers
4. Billy Joel
5. Neil Diamond
6. Olivia Newton-John
7. Barbra Streisand
8. Chicago
9. Paul McCartney (& Wings)
10. Anne Murray
11. Linda Ronstadt
12. Whitney Houston
13. Lionel Richie
14. Dionne Warwick
15. Gloria Estefan (& Miami Sound Machine)
16. James Taylor
17. Fleetwood Mac
18. Daryl Hall & John Oates
19. Rod Stewart
20. Michael Bolton



Barry Manilow



Kenny Rogers



Neil Diamond



Billy Joel



Olivia Newton-John



Barbra Streisand



Paul McCartney (& Wings)

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TO ELTON JOHN, THE NO. 1 CHR AND AC ARTIST FOR THE PAST 20 YEARS,
AND TO OUR STAFF AND FRIENDS AT RADIO

Top AC Artists

Continued from Page 54

Achievements like **Whitney Houston's** (No. 12), **Lionel Richie's** (No. 13, with more No. 1 hits than anyone save Elton), **Gloria Estefan's** (No. 15), and **Michael Bolton's** (No. 20) are remarkable. With a few more hitmaking years under their belts, artists like **Mariah Carey**, **Phil Collins**, and **Celine Dion** will make future editions of these surveys.

Barry Manilow, who was the No. 1 AC artist in our 15th Anniversary Special (the lists were compiled differently), was edged by Elton's sheer numbers. Manilow is followed in the Top 5 by fellow male vocalists **Kenny Rogers**, **Billy Joel**, and **Neil Diamond**.

Olivia Top Female

Olivia Newton-John ranks as AC's top female vocalist, closely followed by **Barbra Streisand**. **Chicago** is AC's top group. **Whitney Houston** is the first artist whose career began in the '80s to appear on the list.

The next 20 are far from also-rans; they include many of the format's core artists past and present. **John Denver**, a titan of the '70s, vies with **Madonna**, the late-'80s/early-'90s icon. The dual duo dominators of the '70s, the **Carpenters**

and the **Captain & Tennille**, are here, along with relative newcomers **Richard Marx** and **Peter Cetera**, half of whose chart records have been No. 1's.

Speaking of No. 1 hits, here are the leaders in that category, listed by number of chart-toppers:

- 14 Elton John
- 12 Lionel Richie
- 11 Billy Joel, Barry Manilow
- 10 Whitney Houston, Kenny Rogers
- 9 Gloria Estefan
- 8 Phil Collins, Neil Diamond, Barbra Streisand
- 7 Paul McCartney
- 6 Michael Bolton, Rod Stewart

Other breakdowns for trivia fans, looking at the entire list of 40:

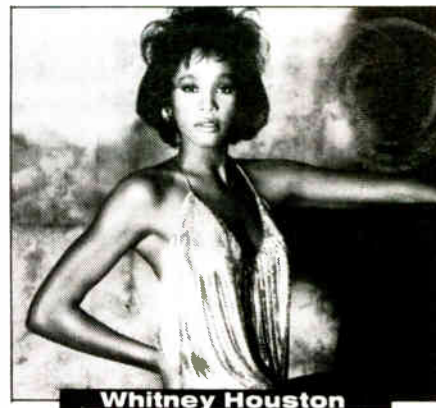
- Male vocalists: 18
- Female vocalists: 13
- Duos: 4
- Groups, male vocals: 3
- Groups, mixed vocals: 2
- U.S.: 31
- UK: 5
- Australia: 3
- Sweden: 1

THE NEXT 20

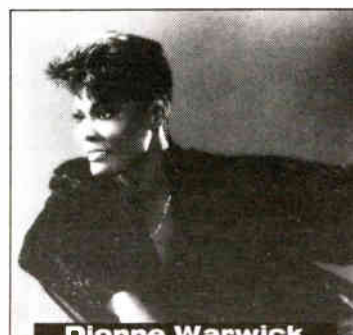
- 21. John Denver
- 22. Dan Fogelberg
- 23. Madonna
- 24. Commodores
- 25. Stevie Wonder
- 26. Bee Gees
- 27. Diana Ross
- 28. Air Supply
- 29. Carly Simon
- 30. Carpenters
- 31. Steve Winwood
- 32. Michael Jackson
- 33. Captain & Tennille
- 34. Natalie Cole
- 35. Abba
- 36. Cher
- 37. Richard Marx
- 38. Peter Cetera
- 39. Melissa Manchester
- 40. Billy Ocean



Anne Murray



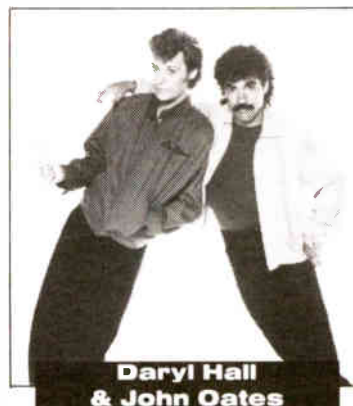
Whitney Houston



Dionne Warwick



Fleetwood Mac



Daryl Hall & John Oates



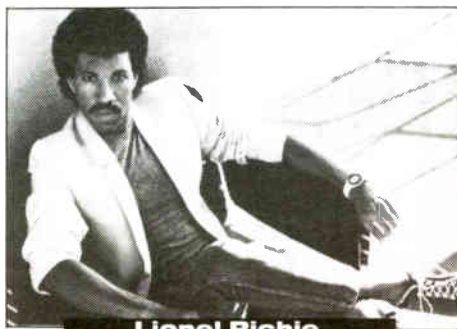
Michael Bolton



Rod Stewart



Linda Ronstadt



Lionel Richie



James Taylor



Gloria Estefan (& Miami Sound Machine)

Twenty and a wake-up.



Clapton Top AOR Artist Of The Past 20 Years

The No. 1 AOR artist is Eric Clapton, a man whose recorded achievements few could quibble with: 16 albums — 13 of them Top 5 — four No. 1's, and an unimpeachable stylistic consistency. His hit LPs span the 20-year timeline, from his breakthrough solo smash, "461 Ocean Blvd.," to his recent acoustic venture. His biggest chart album may have been called "Journeyman," but his track record belies that title.



Top AOR Artists: Rock In All Varieties

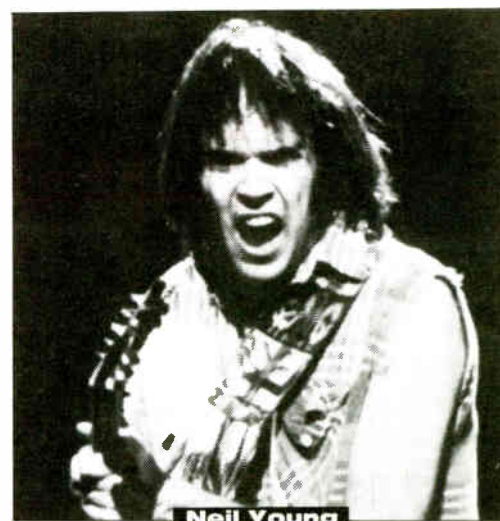
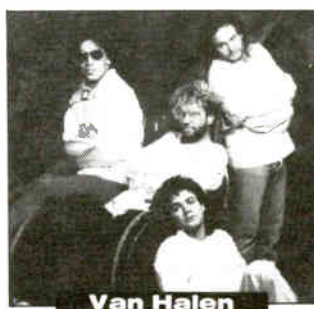
Compiling the top AOR artists of the last two decades presented a bit of a dilemma. The AOR Tracks chart would have been more compatible with the charts used to determine other formats' winners, but the AOR Albums chart extends almost throughout R&R's history (it started in early 1974).

So we went with the Albums chart, devising a formula that combined chart peak position and number of weeks on the chart.

Runner-up to Clapton was Neil Young, whose stylistic consistency is not his strong point, but whose artistry has drawn a strong radio response throughout his career. His 19 chart album total ties Bob Dylan (No. 8) for the lead. The Rolling Stones finished third overall, and their eight No. 1 LPs topped all comers.

Van Halen hit No. 4 with just 10 albums, a remarkable achievement, and

Continued on Page 60

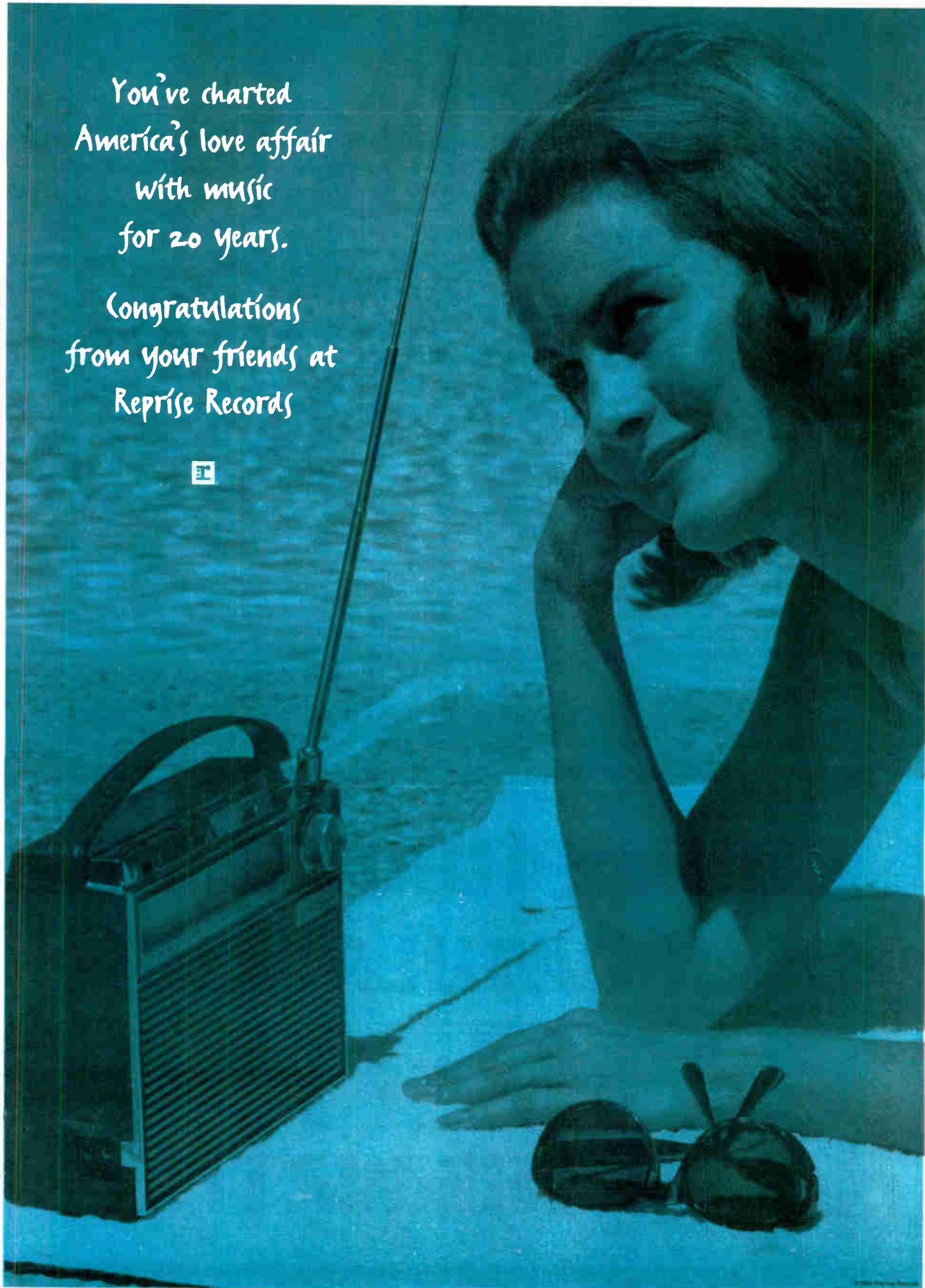


THE TOP 20

1. Eric Clapton
2. Neil Young
3. Rolling Stones
4. Van Halen
5. Heart
6. Elton John
7. Rod Stewart
8. Bob Dylan
9. Tom Petty & The Heartbreakers
10. Bruce Springsteen
11. (Jefferson) Starship
12. Genesis
13. Fleetwood Mac
14. Bad Company
15. U2
16. Jethro Tull
17. Aerosmith
18. Rush
19. ZZ Top
20. Journey

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Top AOR Artists

Continued from Page 58

are the top-ranking Americans on the list. **Heart** at No. 5 are the first female-led act to appear. **Elton John** shows up in the Top 10 of three different formats, the only artist to pull off that hat trick. **Rod Stewart's** not far behind, hitting three Top 20s. **Tom Petty** and **Bruce Springsteen** managed the astounding feat of taking six of their 10 chart albums to the top.

There's no apparent dropoff in star quality as you look at the 11-20 rankers. All are groups and all have considerable

longevity to their credit, with **U2** the most recent. In fact, differences in the Top 20 as a whole are in many cases determined by no factor other than how prolific the artists are.

Benatar First Female

Leading off the next 20 is recent format staple **John Mellencamp**, who would have ranked higher had not his latest album hit the chart after our compilation deadline. Interesting to see the **Kinks** — who made records for 10 years before the AOR chart began — qualifying for a spot. **Pat Benatar** is the first



ZZ Top



Journey

THE NEXT 20

- | | |
|------------------------------|---------------------|
| 21. John Mellencamp | 31. Eddie Money |
| 22. Queen | 32. Cars |
| 23. Bob Seger | 33. Steve Winwood |
| 24. Kinks | 34. Santana |
| 25. Paul McCartney (& Wings) | 35. R.E.M. |
| 26. David Bowie | 36. Yes |
| 27. Pat Benatar | 37. Lynyrd Skynyrd |
| 28. Billy Joel | 38. Kansas |
| 29. Alan Parsons Project | 39. Cheap Trick |
| 30. Foreigner | 40. Doobie Brothers |

— and only — female solo artist on the list; AOR has always been and still is the most male-dominated format in radio.

It's also a haven for groups; the configuration breakdown for AOR goes like this:

Groups/male vocals: 23

Male vocalists: 13

Groups/mixed vocals: 2

Groups/female vocals: 1

Female vocalists: 1

Nearly two-thirds of the 40 top artists are groups.

Foreign acts are well represented on the AOR list: More than 40% hail from abroad. Here's the rundown:

U.S.: 23

Canada: 2

UK: 14

Ireland: 1

Stylistically there's a wide range of rock displayed: blues, metal, folk-rock, pop, pomp-rock, medieval rock, corporate rock, alternative, progressive, latino rock, Southern rock, and of course the grunge/folk/electronic/rockabilly/blues/acoustic/country stylings of the unclassifiable Neil Young.

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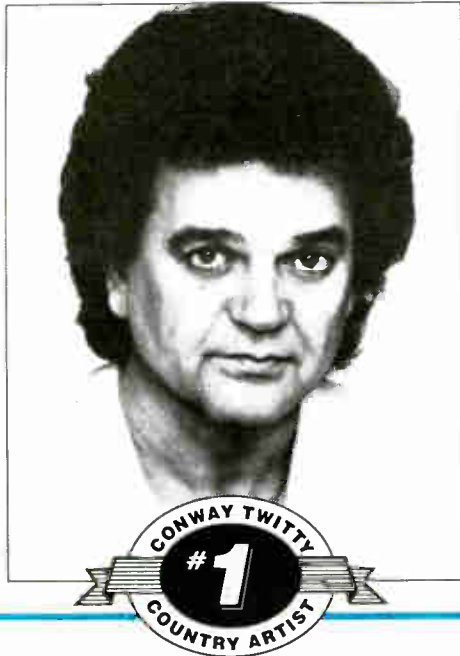
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Twitty Top Country Artist Of The Past 20 Years

This No. 1 ranking is a fitting tribute to the late Conway Twitty, who topped our 15th Anniversary list and held on to retain his title for the 20th. Twitty had a massive number of hits (65 in all) through most of the 20 years of R&R's history, before Country was cool, after it was cool, and during the modern era, when it's become ultracool.



Top Country Artists: Veterans Dominate Roundup

The first question a casual reader might ask upon seeing this list is "Where's Garth Brooks?" Brooks has had 14 No. 1 hits since he burst upon the scene, yet he's nowhere to be found among the Top 40 Country artists of the last 20 years.

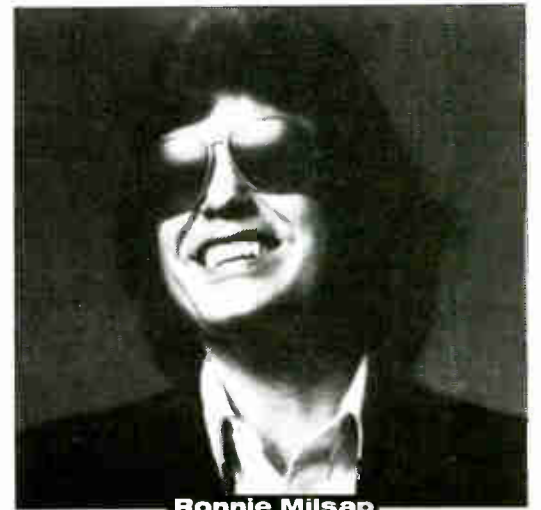
Which illustrates the key revelation of these format supercharts: Longevity rules. Those 14 No. 1 records (and 19 chart hits) are only good enough to rank

Garth at No. 42 on the list. Country artists release far more records than artists in any other format, and those records — in the case of the format's stars — generally average much higher peak positions. An artist needs many years' worth of hits to qualify for the all-time elite, and at this early stage in their careers, you won't find Garth. **Clint Black, Alan Jackson, Vince Gill**, and many

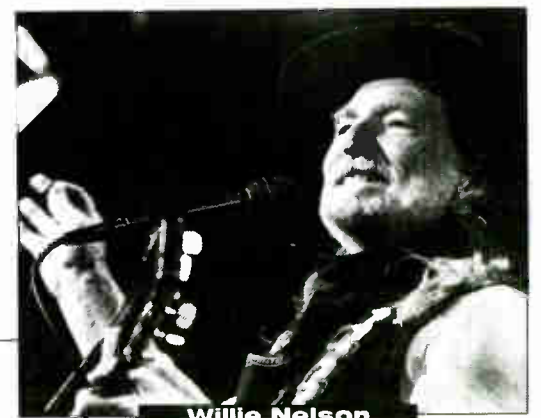
Continued on Page 64

THE TOP 20

1. Conway Twitty
2. Ronnie Milsap
3. Willie Nelson
4. Don Williams
5. Alabama
6. Dolly Parton
7. Merle Haggard
8. Waylon Jennings
9. Kenny Rogers
10. Tanya Tucker
11. Oak Ridge Boys
12. Reba McEntire
13. Crystal Gayle
14. George Strait
15. Eddie Rabbitt
16. George Jones
17. Mickey Gilley
18. Hank Williams Jr.
19. Charley Pride
20. Emmylou Harris



Ronnie Milsap



Willie Nelson



Don Williams



Waylon Jennings



Alabama



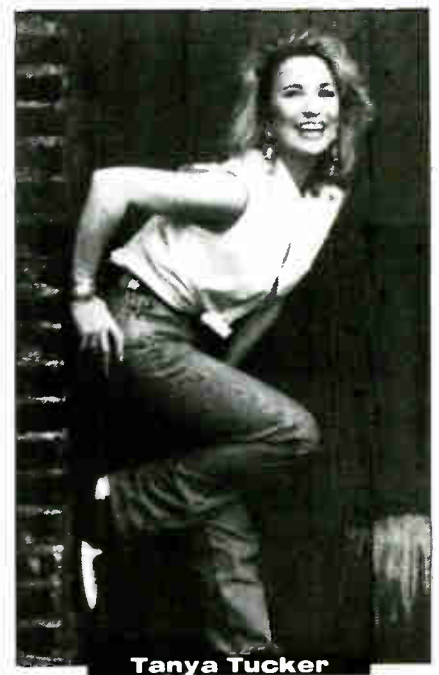
Dolly Parton



Merle Haggard



Kenny Rogers



Tanya Tucker

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GEORGE STRAIT
MARTY STUART
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PLATINUM

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LABEL SHARE: 21.29%

MCA
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Top Country Artists

Continued from Page 62

other superstars of today's Country . . . yet. (Just give 'em a few years.)

Ronnie Milsap, a format mainstay who's adjusted his music to fit the times, swept to No. 2 despite having 11 fewer hits than Conway and 14 fewer than No. 3, the prolific duettist/soloist Willie Nelson. Steady hitmaker Don Williams is the No. 4 artist, and Alabama (a relative newcomer act which first hit at the turn of the '80s) is the first to break the male vocalist monopoly.

Parton First Femme

Dolly Parton, a seemingly eternal icon, is fittingly the top female vocalist and No. 6 overall, with '60s vets Merle Haggard and Waylon Jennings taking the next two slots. Crossover phenom Kenny Rogers and onetime teen sensation Tanya Tucker round out the Top 10.

Gospel alumni the Oak Ridge Boys just missed the Top 10, while Reba McEntire and Crystal Gayle ran close as well. Another relative newcomer, George Strait, hit No. 14, just ahead of "Urban Cowboy" honcho Eddie Rabbitt and the great five-decade titan, George Jones. Another urbane cowboy,

Mickey Gilley, finished ahead of iconoclast extraordinaire Hank Jr., veteran Charley Pride, and musical pioneer Emmylou Harris.

Newest Stars

On the other side of the divide, '70s-launched T.G. Sheppard and Barbara Mandrell precede the Statler Brothers (who aren't) and the Bellamy Brothers (who are). Randy Travis and the Judds are the newest stars on the list, sharing space with two of the trailblazing female stars, Loretta Lynn and Tammy Wynette, and a host of veteran male artists (not to mention the sole Canadian of the group, Anne Murray).

Garth Brooks's total of 14 No. 1 records was mentioned earlier, and it's interesting to note that even that vast number isn't enough to place him among the category leaders. Here, ranked by number of chart-toppers, is the list:

- 33 Alabama
- 29 Ronnie Milsap
- 25 Conway Twitty
- 23 Don Williams
- 19 Kenny Rogers
- 17 Willie Nelson, George Strait
- 16 Crystal Gayle, Oak Ridge Boys, Randy Travis, Tanya Tucker.

THE NEXT 20

- 21. T.G. Sheppard
- 22. Barbara Mandrell
- 23. Statler Brothers
- 24. Bellamy Brothers
- 25. Steve Wariner
- 26. Moe Bandy
- 27. Mel Tillis
- 28. Earl Thomas Conley
- 29. Anne Murray
- 30. Joe Stampley
- 31. Loretta Lynn
- 32. Tammy Wynette
- 33. Randy Travis
- 34. Gene Watson
- 35. Larry Gatlin
- 36. Janie Fricke
- 37. Johnny Rodriguez
- 38. John Conlee
- 39. Lee Greenwood
- 40. Judds



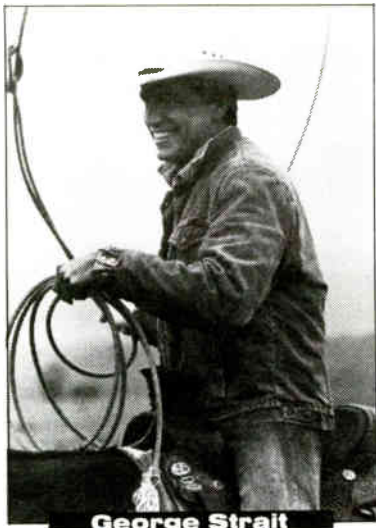
Oak Ridge Boys



Reba McEntire



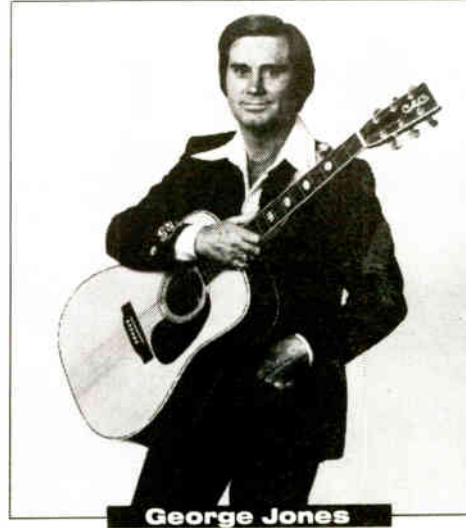
Crystal Gayle



George Strait



Eddie Rabbitt



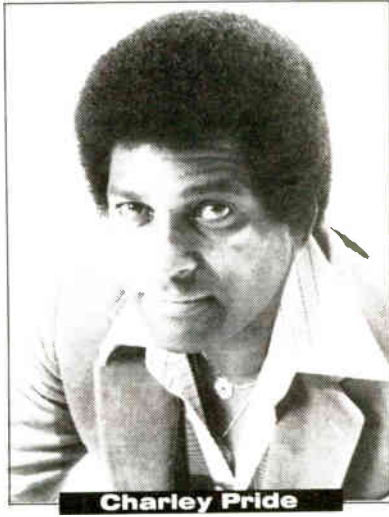
George Jones



Mickey Gilley



Hank Williams Jr.

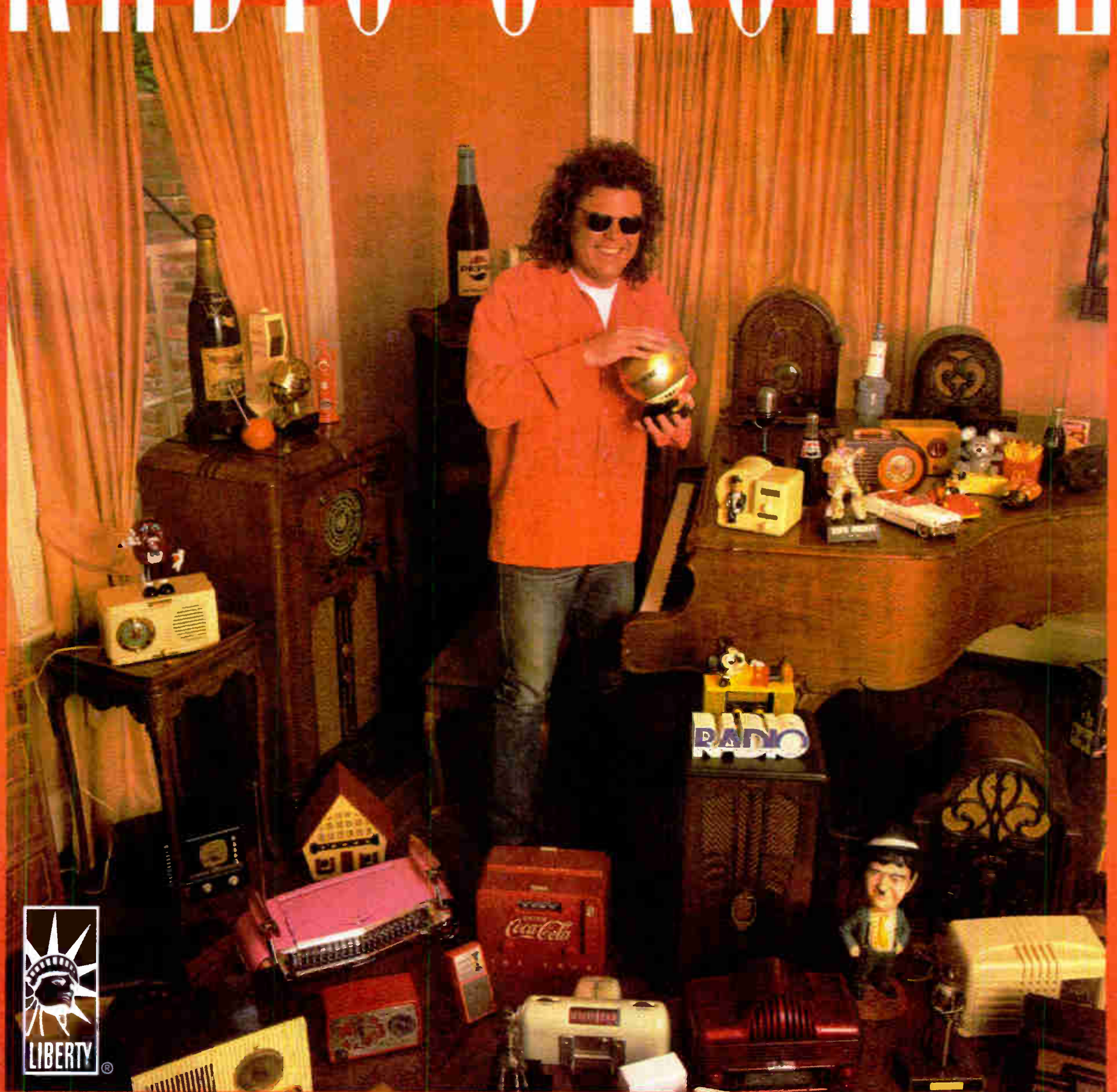


Charley Pride



Emmylou Harris

RADIO & RONNIE



*Thanks to all my friends at radio for twenty years of hits -
and a special thanks to one of the greats, my friend Conway Twitty,
for the music and the memories.*

Ronnie Milsap

World Radio History

Elton Top CHR Artist Of The Past 20 Years

The winner and still champion . . . **Elton John.** R&R's leading CHR artist in our 15th Anniversary special retains his No. 1 position as we hit 20 years. Incidentally, Elton has had a chart record going up or down the chart in every year R&R has published — 39 hits in all, more than anyone else by a wide margin. He's weathered every change in musical fashion for 20 years and remains a preeminent contemporary artist.



ELTON JOHN
#1
CHR ARTIST

Top CHR Artists: An Eclectic Collection

The artists on this list are a mixture of chart veterans and relative newcomers. But a long career is still a virtual necessity to make a mark on this 20-year history. The best evidence: **Mariah Carey**, whose first nine records hit No. 1, is No. 39 on the all-time R&R list. The similarly recent-vintage **Paula Abdul** is tied for No. 40.

Although **Madonna's** hit sequence is not even 10 years in duration, she came in a very close second to **Elton John** overall. She tied for second (with **Billy Joel**) for total number of chart records (31) and led everyone in No. 1 hits (13).

Multifaceted geniuses **Michael Jackson** and **Prince** capture the No. 3 and

Continued on Page 68

THE TOP 20

1. Elton John
2. Madonna
3. Michael Jackson
4. Prince
5. Billy Joel
6. Daryl Hall & John Oates
7. Rod Stewart
8. Paul McCartney (& Wings)
9. Chicago
10. Whitney Houston
11. Janet Jackson
12. Olivia Newton-John
13. Phil Collins
14. Barry Manilow
15. Lionel Richie
16. Fleetwood Mac
17. Huey Lewis & The News
18. Bee Gees
19. Stevie Wonder
20. George Michael



Madonna



Prince



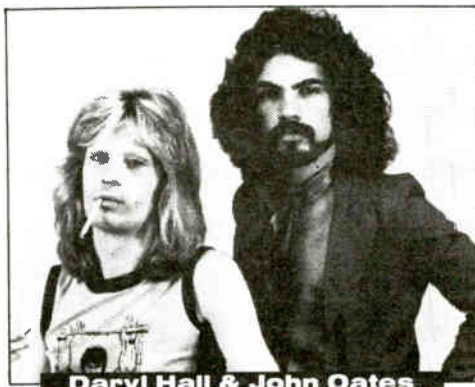
Michael Jackson



Billy Joel



Paul McCartney (& Wings)



Daryl Hall & John Oates



Rod Stewart



Chicago



Whitney Houston

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Top CHR Artists

Continued from Page 66

4 slots, with Billy Joel taking the final Top 5 position. **Daryl Hall & John Oates** are the first non-solo artists to appear. Triple-threat winners **Rod Stewart** and **Paul McCartney** (who both appear on the AOR and AC lists as well) follow, with **Chicago** the top-ranked band on the list.

Whitney Houston edged **Janet Jackson** for the last Top 10 slot. The remainder of the Top 20 is a mixture of artists who came to prominence in the '70s and the '80s (the **Bee Gees** and **Stevie Wonder** actually first exploded during the '60s).

Mainstream Crossovers

Donna Summer and **Kenny Rogers** lead off the next 20, representing disco and country crossovers. Much of this part of the list is made up of rockers, reminders of one of the format's main streams which has dried up a bit today.

Mariah Carey made the 40 with the lowest number of chart records (nine), but as previously mentioned they were

all No. 1 hits. Speaking of No. 1's, here's a glance at the top performers in that field, ranked by number of chart-toppers:

- 13 Madonna
- 11 Whitney Houston, Michael Jackson
- 9 Mariah Carey, Phil Collins
- 8 Prince
- 7 Janet Jackson, Lionel Richie
- 6 Paula Abdul, Bee Gees, Hall & Oates, Elton John, Paul McCartney, George Michael
- 5 Chicago, Barbra Streisand

Male vocalists are most common on the list, but they by no means dominate. The breakdown:

- Male vocalists: 18
- Groups/male vocals: 10
- Female vocalists: 9
- Groups/mixed vocals: 2
- Groups/female vocals: 1
- Duos: 1

Americans played the leading role on the chart, with almost 70% of the total positions:

- U.S.: 28
- UK: 9
- Australia: 3
- Canada: 1

THE NEXT 20

- 21. Donna Summer
- 22. Kenny Rogers
- 23. Bryan Adams
- 24. Linda Ronstadt
- 25. Bob Seger
- 26. Duran Duran
- 27. Heart
- 28. John Mellencamp
- 29. Journey
- 30. Rolling Stones
- 31. Genesis
- 32. Gloria Estefan (& Miami Sound Machine)
- 33. Richard Marx
- 34. Bruce Springsteen
- 35. Electric Light Orchestra
- 36. Foreigner
- 37. (Jefferson) Starship
- 38. Rick Springfield
- 39. Mariah Carey
- 40. Eagles
- 40. Paula Abdul (tie)



Phil Collins



Janet Jackson



Olivia Newton-John



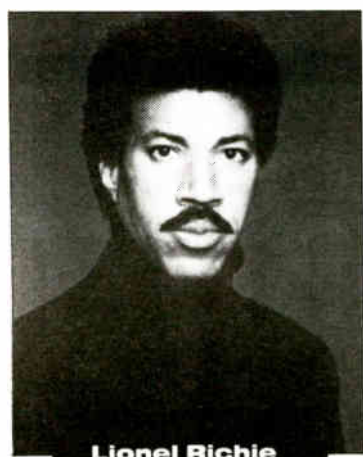
Fleetwood Mac



Bee Gees



Huey Lewis & The News



Lionel Richie



Barry Manilow



Stevie Wonder



George Michael

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Prince Top UC Artist Of The Past 20 Years

No one in the Urban Contemporary arena has combined quality and quantity quite like Prince. The ever-prolific artist contributed 34 chart records during the period covered — 11 more than anyone else. Although the steady pace of his recorded output has not varied greatly, his styles have been all over the musical map (and sometimes off into new frontiers), with one consistent theme: hits.



THE TOP 20

1. Prince
2. Luther Vandross
3. Janet Jackson
4. Freddie Jackson
5. Whitney Houston
6. Michael Jackson
7. Stevie Wonder
8. Jeffrey Osborne
9. Melba Moore
10. New Edition
11. Levert
12. Stephanie Mills
13. Patti LaBelle
14. Atlantic Starr
15. Lionel Richie
16. Aretha Franklin
17. Kool & The Gang
18. Cameo
19. Peabo Bryson
20. Bobby Brown



Luther Vandross



Janet Jackson

Top UC Artists: Powered By Productivity

Productivity counts most in this format. Longevity is the ruling factor in the other formats, but the Urban charts began in 1982, and so the focus is on prolific, more recent artists.

Luther Vandross is a solid No. 2 behind Prince, with years of smooth hits (28 chart records total) to his credit. Then commences the battle of the Jacksons, who finished like this: Janet No.

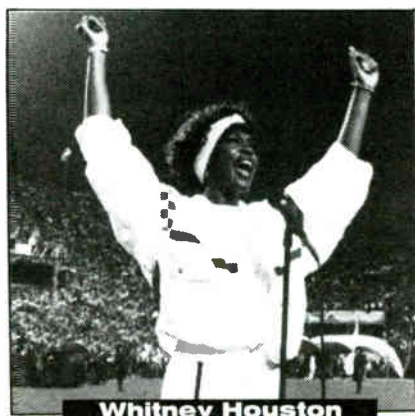
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Freddie Jackson



Stevie Wonder



Whitney Houston



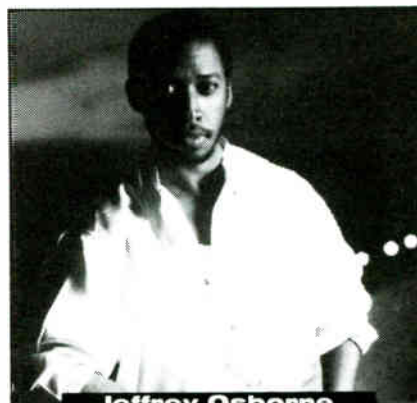
Melba Moore



Michael Jackson



Levert



Jeffrey Osborne



New Edition

PRINCE

True Genius

Is Measured

PRINCE
THE HITS/
THE B-SIDES

Paisley Park

2-45440



Paisley Park

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Top UC Artists

Continued from Page 70

3. **Freddie** No. 4, and **Michael** No. 6. **Whitney Houston** wedged her way into the Jackson clump and earned the No. 5 spot.

Rounding out the Top 10 were perennial hitmaker **Stevie Wonder**, former LTD singer **Jeffrey Osborne**, veteran of stage and disc **Melba Moore**, and one-time teenage phenoms **New Edition**, who were not only the top-ranked group but also placed two alumni, **Bobby Brown** and **Johnny Gill**, at Nos. 20 and 21 for their solo careers.

Veteran Acts & Groups

Veteran acts dominated the second 10: **Stephanie Mills**, **Patti LaBelle**, **Lionel Richie**, **Aretha Franklin**, **Kool & The Gang**, **Cameo**, et al. **Lever** beat their forefather group, the **O'Jays**, as both placed high on the list.

Seasoned groups made their mark in the next 20: Besides the **O'Jays**, the **Gap Band**, **Earth, Wind & Fire**, the **Whispers**, and the **Temptations** (the latter two dating back to the '60s) could be found. Ruling divas **Anita Baker** and **Chaka Khan** also charted, along with latter-day idols **Keith Sweat** and **Alexander O'Neal**.

Motown had its day in the 30s with the **Tempts**, **Rick James**, **Diana Ross**, and **Smokey Robinson** all represented. Of special note is the achievement of very recent newcomers **Tony Toni Tone** in reaching No. 36, with more honors to come, no doubt.

Janet Jackson has already had more No. 1 hits than any other artist on the UC chart — 14 of her 23 chart records hit No. 1, an amazing percentage surpassed only by **Bobby Brown's** eight for 13. Here, ranked by total of No. 1's, are the leaders, most of them named **Jackson**:

- 14 Janet Jackson
- 12 Freddie Jackson
- 11 Michael Jackson
- 10 Whitney Houston, Luther Vandross
- 8 Bobby Brown, Prince
- 7 Stevie Wonder
- 6 Levert, Jeffrey Osborne.

Format Favors Females

Interestingly, female vocalists probably score better in the Urban format than in any other, with 29% of the total compared to 39% for male vocalists. However, of the 13 groups represented on the list, only one is fronted by a female vocalist (another features mixed vocals).

THE NEXT 20

- | | |
|-----------------------------------|------------------------------------|
| 21. Johnny Gill | 31. SOS Band |
| 22. Gap Band | 32. Rick James |
| 23. Anita Baker | 33. Kashif |
| 24. O'Jays | 34. Regina Belle |
| 25. Earth, Wind & Fire | 35. Diana Ross |
| 26. Whispers | 36. Tony Toni Tone |
| 27. Chaka Khan | 37. Evelyn "Champagne" King |
| 28. Keith Sweat | 38. Billy Ocean |
| 29. Alexander O'Neal | 39. Jody Watley |
| 30. Temptations | 40. Smokey Robinson |
| | 40. Surface (tie) |



Atlantic Starr



Stephanie Mills



Cameo



Aretha Franklin



Peabo Bryson



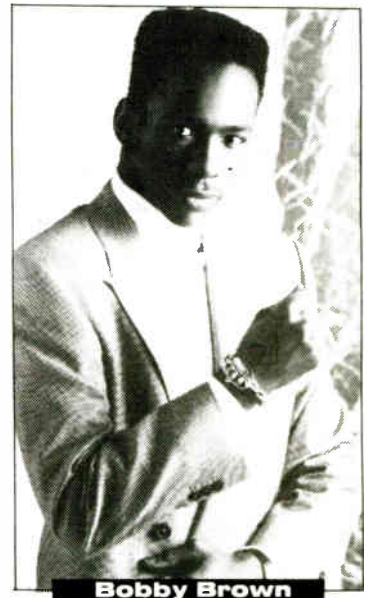
Patti LaBelle



Lionel Richie



Kool & The Gang



Bobby Brown

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Welcome To The Working Week...

ERR WAVES

BY BOBBY OCEAN



OCEAN'S NOTIONS — Former "Boss Jock" turned-voiceover artist Bobby Ocean was R&R's first cartoonist, and wine connoisseurs will note that this 1976 vintage "Err Waves" strip retains its subtle bouquet.



WELCOME TO MICKEY DEES — Rick Dees shows off the winning smile, boyish charm, and willingness to please that's made him one of America's top morning personalities.



NEW BUSINESS PITCH — In a rare display of consultants tossing around their own money, (l-r) Mike McVay, Dwight Douglas, Gary Burns, and E. Alvin Davis are captured pitching pennies in Las Vegas.



"AND THE BATTERIES GO IN HERE . . ." — CBS/Sony Group Chairman Norio Ohga gives Mick Jagger a quick lesson in camcorder maintenance.



CLONETIME IS OVER — ST's ear-to-the-peanut butter 'n' mashed banana sandwiches hears the entire "All-Elvis" format's airstaff has left the building and is considering other employment opportunities, including label gigs.



WALL OF DENIAL — Consultant Tommy Hodges, Epic VP/Album Promo Harvey Leeds, and consultant Jeff Pollack provide their own caption.



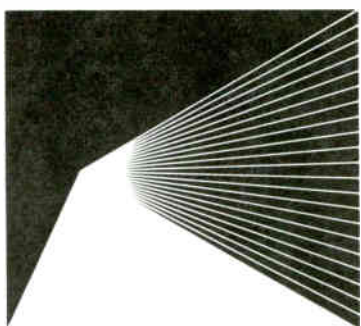
MEET THE NEW BOSS — WBCN/Boston PD Oedipus demonstrates his ability to swim with the sharks without getting eaten alive.



CAREER OPPORTUNITIES — With the right kind of stick-to-itiveness, it's possible to pick up loads of cash in radio.



WRITE ON — To get into the mindset of a typical radio listener, consultant Gary Guthrie attempts to fill out an Arbitron diary.



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DREW BLOOD — Noted cartoonist Drew Friedman also graced the pages of R&R for a time, turning his pen toward our industry with often acid-tipped results.



THE GLORY THAT WAS GREASE — This 1976 WAPE/Jacksonville promotional photo captures that eminence grease, the Greaseman, in mid-airshift.



TONGUE DYNASTY — Kiss master bassist Gene Simmons and Columbia Dir./Album Promo Pam Edwards share an intimate conversation in their lingua franca.



BIG BOSS LINE — Emmis CEO/Chairman of the Board Jeff Smulyan leads a conga line of future investors to the duopoly dance.



AND THE HITS JUST KEEP ON COMIN' . . . — This vintage KSO/Des Moines staff photo proves that radio has always been done with smoke 'n' mirrors.



20/20 FORESIGHT — Personalized versions of R&R's news and information delivered instantly to individuals wearing these special headsets will keep subscribers plugged into the latest technology and focused on the future for the next 20 years!



LOVE ROLLERCOASTER — WMMR/Philly's Joe Bonadonna and Pierre Robert share a moment to reflect on their radio careers.



LIPSTICK TRACES — KOST/L.A. morning star Mark Wallengren disproves the showbiz dictum about "having a face for radio."



SPEAKING OF WISECRACKS — KLOL/Houston morning dudes Mark Stevens (l) and Jim Pruett (r) find radio is the living end.

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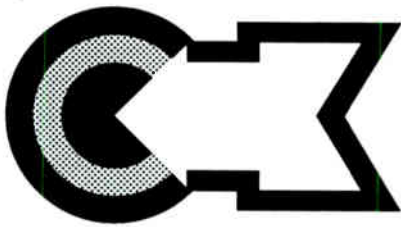
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World Radio History

The Ultimate R&R Staff Box

The following roster comprises the “ultimate staff box” — every person who’s ever worked for R&R. Thanks to the collective efforts of these individuals, R&R has served the industry for more than 20 years. Current staff members’ names appear in **bold**.

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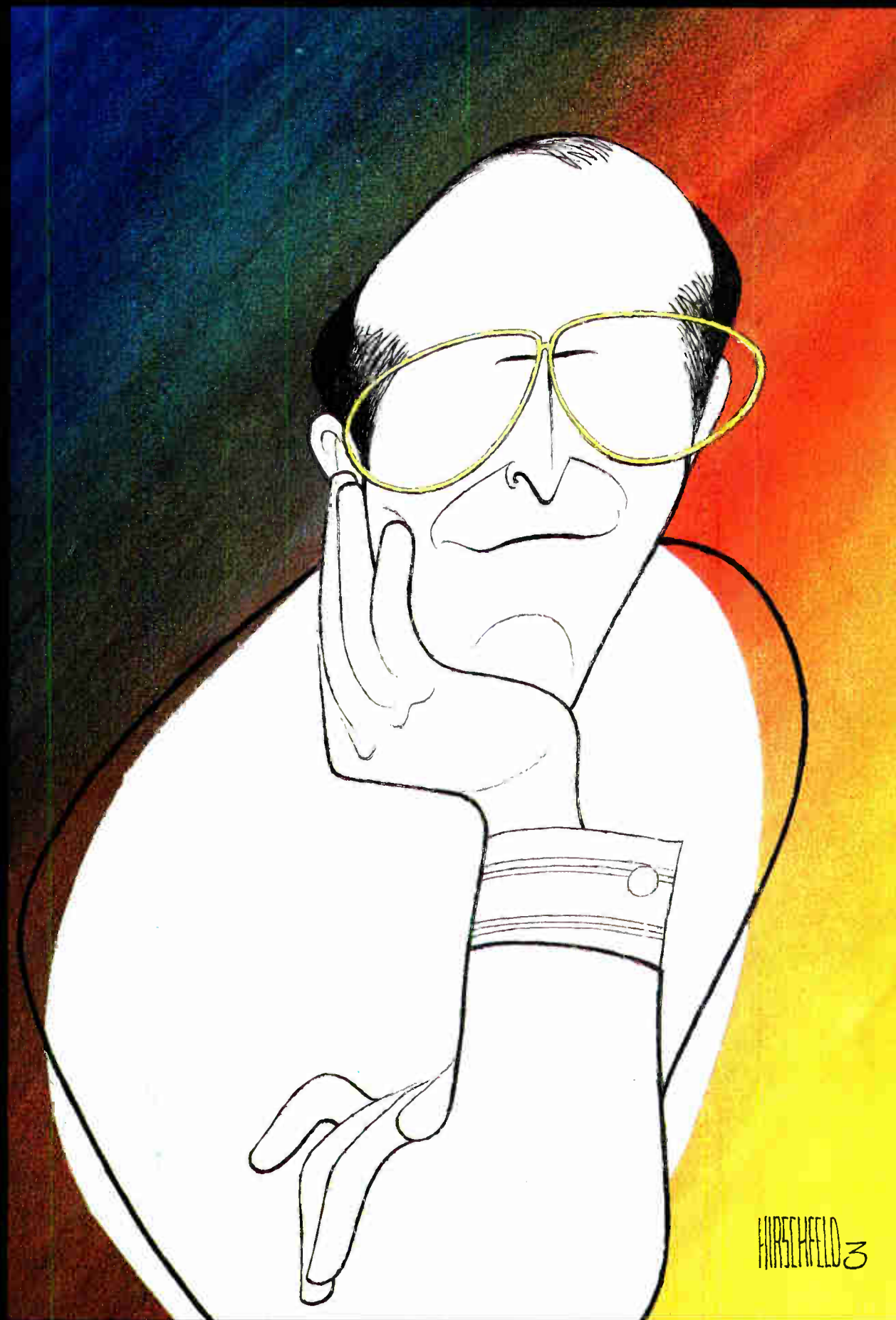
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