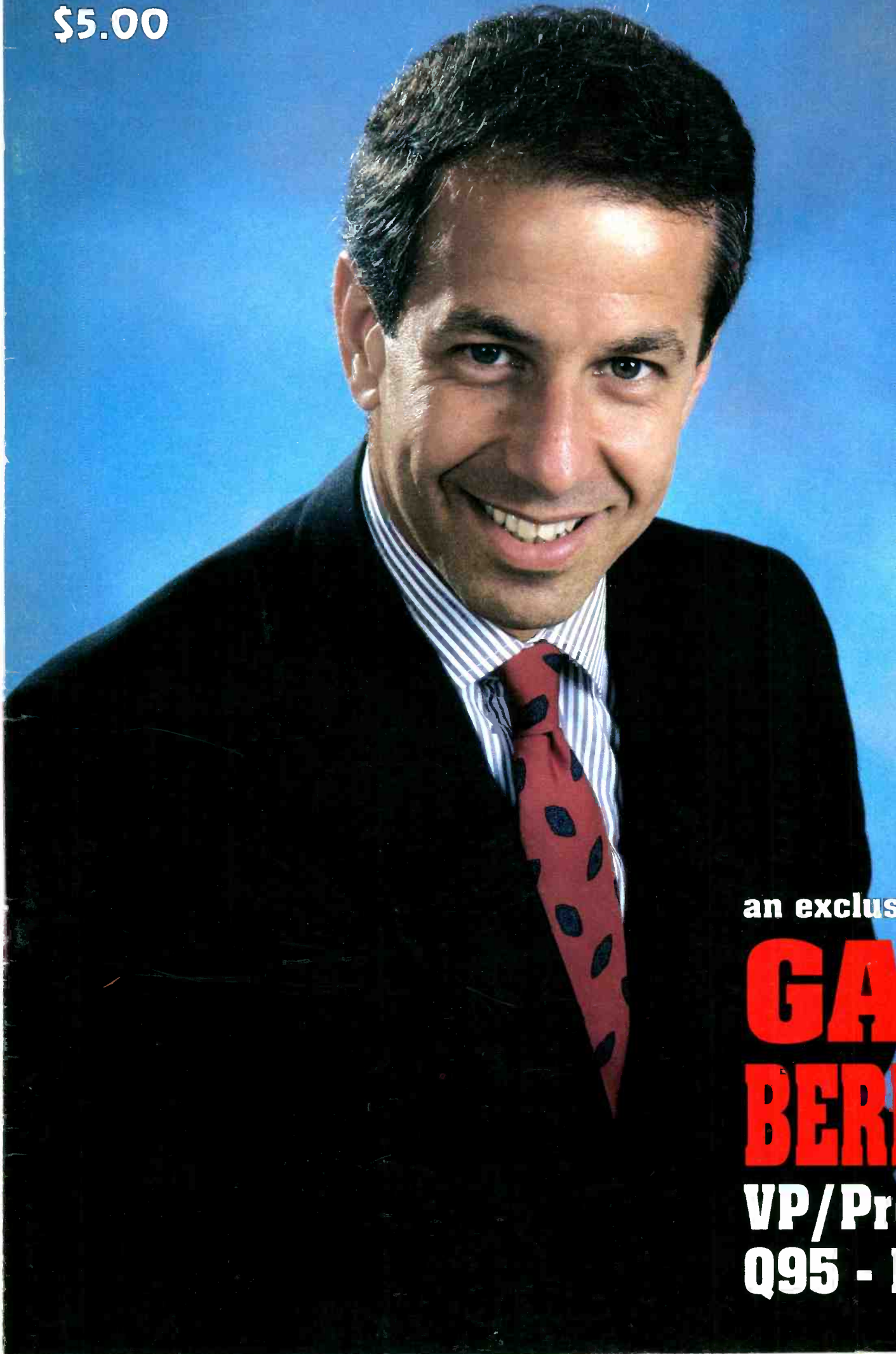


HITMAKERS

ISSUE 656
\$5.00

SEPTEMBER 21, 1990



an exclusive interview with

**GARY
BERKOWITZ**

**VP/Programming
Q95 - Detroit**

Candi

AND THE BACKBEAT



THE WORLD JUST KEEPS
ON TURNING

4JM-13805

THE FIRST HIT SINGLE FROM THE I.R.S. CD/CS
WORLD KEEPS ON TURNING



X2/4 13045

HITMAKERS®

CUTTING EDGE LEADERSHIP FOR TODAY'S MUSIC RADIO
Mainstream, Crossover, and Adult Top40 - Rock - Alternative - Clubs/Imports - Retail

MOTTOLA HONORED BY CITY OF HOPE

OVER \$2 MILLION RAISED AT GALA BENEFIT DINNER; ESTEFAN RETURNS FROM INJURY TO PRESENT "SPIRIT OF LIFE" AWARD

Over \$2 million was raised September 12 at the Music Industry for the City of Hope dinner, which honored CBS Records President **Tommy Mottola** with the "Spirit of Life" Award, the most prestigious honor given on behalf of the City of Hope National Medical Center and its Beckman Research Institute.

EPIC Records artist **Gloria Estefan**, making her first appearance since a traffic accident last spring left her with a fractured back, presented the award to Mottola, while the evening was further highlighted by performances by **Harry Connick Jr.** and the **Manhattan Transfer**. Comedian **Jay Leno** served as Master of Ceremonies for the dinner, which was held at the huge Columbia Pictures Studio.

Proceeds from the event will go toward establishing the Tommy Mottola Research Fellowship at the City of Hope, which specializes in programs of

patient care, scientific research, and medical education in major diseases such as leukemia and other forms of cancer. The Music Industry for the City of Hope is one of the premiere medical center support groups, having raised more than \$10 million since it was formed in 1972.

Other music industry giants present at the dinner included Michael Jackson, Julio Iglesias, Mariah Carey, Babyface, Eddie Money, Public Enemy's Flavor Flav, Joe Satriani, and Jermaine Jackson.

Mottola is the sixteenth recipient of the Spirit of Life Award, with previous honorees being Herman Platt, Mo Ostin, Hal Cook, Cy Leslie, Helen Reddy/Jeff Wald, Clive Davis, Bruce Lundvall, Russ Solomon, Johnny Mathis, Quincy Jones, Irving Azoff, Jay Lasker, Tony Scotti, Jerry Moss/Herb Alpert, Bill Graham and Joe Smith.



Gloria Estefan presents Tommy Mottola with the "Spirit of Life" Award.

ATLANTIC Ups Ianello To VP/Pop Promotion



JOE IANELLO

Joe Ianello has been promoted to Vice President of Pop Promotion for ATLANTIC Records, it was announced this week by ATLANTIC Senior Vice President **Andrea Ganis**.

Ianello, who will continue to be based out of ATLANTIC's New York headquarters, joined the label in 1982 as the New York local promotion rep. In 1983 he was named local promotion rep for the Boston/Hartford/Albany region, and joined the company's New York staff in May, 1986 as National Secondary Promotion Manager. He was upped to Associate Director of National Pop Promotion in 1987, and last January he was named Senior Director of Pop Promotion, a title he held until his (See IANELLO page 38)

EPIC Promotes Stessel to Sr. VP/Marketing

Larry Stessel has been promoted to the newly created position of Senior VP, Marketing at EPIC Records, it was announced this week by EPIC President **Dave Glew**. Stessel will be responsible for overseeing all activities of EPIC's Marketing, Media and Artist Development departments in the label's New York and L.A. offices.

Stessel was most recently VP, West Coast Operations for EPIC. He started his career at CBS Records in 1972 as a college rep, and three years

later moved to New York to supervise the CBS college rep program, eventually moving on to marketing at EPIC. He later became Director of East Coast Product Management, and in 1979 moved to L.A. as Dir. of Mktg., West Coast. He was named VP in 1988.

"Larry's creative planning has been essential in the successful direction of the careers of our leading artists," commented Glew. "This appointment reflects our confidence in him as well as EPIC's commitment to intensify our efforts in all areas of marketing."

Carter Joins HITMAKERS; Matzkin Upped to Editor

HITMAKERS Publisher **Barry Fiedel** this week announced the appointment of former KMGX-Fresno PD **Kevin Carter** to the position of Director of Top40, as well as the promotion of Associate Editor **Bruce Matzkin** to Editor.

Carter comes to **HITMAKERS** having successfully programmed KMGX, and more recently having worked as Asst. PD/MD at KYNO-FM in Fresno. Prior to his tenure in Fresno, he worked in San Antonio at KSAQ, where he was instrumental in debuting the station in 1983. For the past four months he has held the weekend swing position at X100-San Francisco.

"Kevin exemplifies our total commitment to radio



Kevin Carter (left) and Bruce Matzkin

and our continuing efforts to expand our staff with quality professionals," said Fiedel.

Matzkin came to **HITMAKERS** in November of 1989 from his native Connecticut, and has instilled stability and creativity into both the editorial and news departments.

"Bruce's contributions have been invaluable, and I'm happy to announce his promotion," said Fiedel.

Added **HITMAKERS** President **Bob Greenberg**: "Bruce and Kevin

have provided ballast and boundless energy to the staff, enabling us to branch successfully off into new territories. We look forward to their increased participation in the future of **HITMAKERS**."

Fleischman Named At MCA



DAVID FLEISCHMAN

David Fleischman has been appointed VP of Album Promo for MCA Records, it was announced this week by MCA Sr. VP of Rock Promo and Artist Development **Bill Bennett**. Fleischman will oversee the promotion of all rock music product.

Prior to joining MCA Fleischman was Sr. Dir. of National Album Promo for ATLANTIC, where he held various promotion posts during a 16-year tenure.

"We looked long and hard for the best person possible to run our album radio team, and I am positive we have found that person," said Bennett. "Not only does he strengthen our credibility, but he reaffirms MCA's commitment to rock and artist development."

Features:

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The HITMAKERS Interview:

GARY BERKOWITZ, Vice President/Programming, Q95 - Detroit

page 9



ASIA

"Days Like These"

Sales Are Exploding Everywhere!!!

CHR - MOST ADDED AGAIN!!!

AOR - A #1 Track!!

Over 80 Stations:

- | | | |
|---------------------|----------------|----------------|
| B94 (Add) | KJJG (Add) | WAAL (Add #32) |
| KISN (D#38) | KJLS (D#39) | WCGQ (D#35) |
| KXYQ (Add) | KKHT (Add) | WDBR (Add #33) |
| B100 (27-23) | KKRC (Add #30) | WFLY (Add) |
| 93Q (Add) | KLYK (Add) | WHOT (D#38) |
| 99.9KHI (D#34) | KMYZ (Add) | WIQQ (Add) |
| K92 (Add) | KNIN (D#33) | WJMX (D#38) |
| KCHX (Add) | KPXI (38-32) | WKPE (Add) |
| KCMQ (D#40) | KQHT (Add #23) | WKRZ (D#37) |
| KEEZ (Add #40) | KQIZ (Add) | WSPT (Add) |
| KEWB (D#27) | KQLA (Add) | WTHT (Add) |
| KFBD (Add) | KSND (Add) | WWCK (Add #36) |
| KFRX (Add) | KVTI (Add) | WWRB (Add) |
| KHOK (Add) | KYQQ (Add #34) | Y104 (Add #35) |
| KHTT (Add #38) | KZIO (Add) | Z102 (Add) |
| | KZMC (D#38) | and many more! |
| | MAX94 (15-14) | |



GENE LOVES JEZEBEL

"Jealous"



5-Day Sales: 23,512 Units!

Exploding on over 80 CHR Stations:

- | | | |
|-------------------|--------------|----------------|
| PIRATE (8-6) | KXYQ (17-14) | KKHT (32-27) |
| HOT94.9 (7-3 hot) | WAAL (Add) | KWTX (D#32) |
| KSAQ (#10) | WQUT (D#39) | PWR92 (36-32) |
| KRZR (5-3) | FLY92 (D#39) | WHTO (34-30) |
| KYYYY (25-16 hot) | WKRZ (22-18) | 95XIL (D#35) |
| Q104 (18-11 hot) | OK95 (24-19) | WWFX (Add) |
| KATM (8-4) | KCHX (24-20) | YES97 (Add) |
| KQKQ (Add) | KFTZ (24-20) | KAKS (D#37) |
| KIKX (Add) | KISR (29-24) | and many more! |
| WKZL (#12) | WZYP (30-26) | |

Tour With Concrete Blonde Begins in October!
VIDEO EXPLOSION: Heavy Play On MTV!!!

MARIA



McKee

"Show Me Heaven"

UK Chart: Debut 26*-4*!!!

KCPX/Bob LaBorde-ADDED!

"Show Me Heaven" is goose bump material. One play drew positive phones! That sounds like a winner to me!"

KCAQ/Rooster Rhodes-ADDED!

"For stations that may lean dance, this is a perfect balance record. On first play, it gets reaction with its haunting melody and strong hook!"

KSAQ/Leo Vela-ADDED!!!

"Here's a voice that has already been established. This new song will bring Maria McKee the national prominence that Lone Justice started! This is the perfect midday record!"

Breaking Quickly At:

- | | | |
|------|------|-----------|
| KZZP | KFFM | Q104 |
| WPST | WNYP | KFTZ |
| WKZL | KNOE | and more! |

GAVIN AC: Debut 34*-28*!!
Over 100 AC Stations!!

Soundtrack to the film,



- over 850,000 units sold!



GEFFEN BREAKS WITH DEF AMERICAN; WEA TO DISTRIBUTE GETO BOYS LP

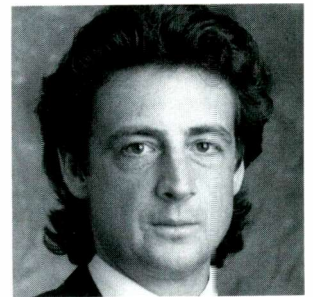
GEFFEN Records has announced it is terminating its manufacturing and distribution deal with DEF AMERICAN Recordings, a decision stemming from the recent controversy over DEF AMERICAN's **Geto Boys** LP, which GEFFEN refused to distribute due to lyrical content that GEFFEN says "glamorizes and possibly endorses violence, racism and misogyny." The Geto Boys are the latest DEF AMERICAN artists GEFFEN has chosen not to associate themselves with; in the past GEFFEN has opted not to place its

logo on recordings by Andrew Dice Clay, Slayer and Danzig.

"We find ourselves increasingly at odds with DEF AMERICAN's creative philosophy after decisions not to affix our logos to their albums by Clay, Slayer and Danzig, followed by our refusal to distribute the Geto Boys album," said GEFFEN publicity head **Bryn Bridenthal**. "Because we believe both in artistic freedom and the freedom to choose the direction of (See **GEFFEN** page 38)

ENIGMA Completes Overhaul

Since July 9, when ENIGMA Records President **William Hein** appointed longtime associate **Joe Regis** Chief Operating Officer at the Culver City-based label, there have been a myriad of changes in the company's upper management. It was obvious the label was undergoing a complete restructuring, but a nagging question loomed: What would the place look like when the dust settled?

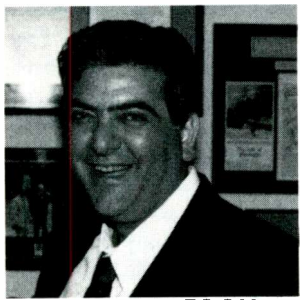


MICHAEL KRUM: Enigma's New VP/Promo

Gone are respected industry pros like former promotion head **Sam Kaiser** and **Jim Martone**, who became President of the label when Hein's brother **Wesley Hein** left ENIGMA earlier to assist Peter Paterno with the lever pulling at HOLLYWOOD Records. In their wake comes a new breed of successors, a strain that Joe Regis righteously deems "Execs With Attitudes."

(See **ENIGMA** page 38)

"Big Tuna" Starts Radio Consultant/Mgmt. Firm



JOHN ANTOON

John Antoon (a.k.a. "Big Tuna") has announced the formation of **Big Tuna Radio Services and Blue Chip Management**, a radio consultant firm and talent management company. In addition to his new company, Antoon will serve as a consultant to **HITMAKERS Magazine**

"The basic problem with radio today is that we've raised a whole generation of cookie-cutter program directors and copycat disc jockies," said Big Tuna. "I'd like to thank Barry Fiedel for the many years we shared together in serving the industry, and I look forward to helping mold radio's next superstars."

Big Tuna Radio Services and Blue Chip Management can be reached at 818-789-6406.

1989 Conviction Overturned

Walters Starting Management/Production Company

Norby Walters, whose April 13, 1989 conviction for signing representation agreements with college athletes before their eligibility expired was overturned September 17, revealed this week that he is preparing to launch the **Walters Entertainment Group** in the music and motion picture fields, with emphasis on personal management and film production.

Walters said he will announce the opening of offices in New York and Los Angeles, as well as the names of his first staffers, shortly.

The U.S. Court of Appeals for the Seventh Circuit reversed Walters' conviction, citing error by the trial judge in his instructions to the jury. Walters had testified that his actions in signing athletes early were

guided by advice he received from his lawyer, and testimony by representatives of the law firm substantiated this. Walters' trial lawyer wanted this testimony called to the jury's attention to show that Walters had not intended to break the law, but the judge refused, a decision cited in the reversal.

Walters was formerly President and Founder of General Talent International, which had become one of the major talent agencies in the music business and was universally recognized as the leading agency for black talent. At its peak GTI represented 215 recording acts, including New Edition, Marvin Gaye, Luther Vandross, Rick James M.C. Hammer, Bobby Brown and Kool & the Gang.

Beginning this week, HITMAKERS Mainstream Top40 Chart - in order to more efficiently reflect only the hottest singles on Top40 radio - will be streamlined down to 40 entries. We will, however, include the hottest recurrent songs, which will provide a better overall picture of Top40 radio trends.

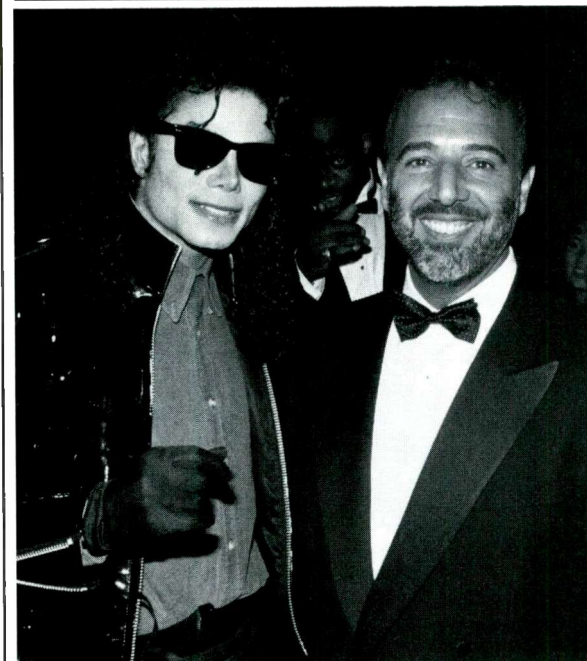
NARM Sets Out To Find New CD Packaging

In an effort to find an alternative for the controversial CD longbox - the six-by-twelve-inch cardboard box that environmentally conscious music industry members and observers have denounced as wasteful and contributing to environmental problems - the National Association of Recording Merchandisers recently held a meeting of its Packaging Committee to discuss new packaging methods for CDs.

The meeting was attended by major manufacturers and packaging companies, and SHOW Industries Chairman **Lou Fogelman**, who chairs the NARM Packaging Committee, said the meeting was successful.

"We saw and discussed several very creative alternative packages that addressed and answered NARM's concerns, and at the same time reduced cost and addressed the environmental issues by having a package with minimal waste," said Fogelman.

Initially, NARM was against banning the longbox, citing security, fixturing and merchandising problems, but now they are actively seeking acceptable alternatives, such as an unfolded jewel box that will allow for graphics, a cardboard jewel box - called a (See **NARM** page 38)



Michael Jackson was one of the superstars present at the Music Industry for the City of Hope dinner September 12, when CBS Records President **Tommy Mottola** (right) was presented with the Spirit of Life Award. (See story page 3)

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HITMAKERS FACE-OFF

HOW ESSENTIAL IS RELEASING A SINGLE IN MARKETING AN ARTIST?

It's an oft repeated scenario: A kid walks into a McDougal's Records with his last ten bucks, having just heard a new snippet by Johnny and the Quagmires - an artist he had, until recently, been oblivious to. At this critical juncture, our intrepid consumer is mildly intrigued by the lone musical slice, but not convinced he wants to part with his hard earned currency. Upon entering the discoteria the kid is confronted by a sensational point of purchase display for the Quagmire's new LP and, dazzled by the mesmerizing graphics, stops to ponder his options.

Here's where the record label's marketing strategy comes into play. Does this semi-bewildered youngster immediately grab the CD from the eye-catching display and run to the cash register, or does he march resolutely past the cardboard hoopla to the singles rack and buy that? To compound the situation, what if - in an effort to bolster LP sales - the label decides *not* to release a single of the artist? Then what? Does our young music connoisseur automatically double back to the CD, or does he buy (horrors!) a single by another artist that is available?

This is the kind of case analysis that gives research directors grey hairs. Ditto for record label merchandisers, who have the unenviable task of trying to predict the music-buying trends of an atypical bobbysoxer and head banger. Personally, yours truly, Oskar Scotti, would rather try and resurrect the Russian economy. But CAPITOL Records Vice President of Sales **Lou Mann** and Morgan Creek Music Group Co-Presidents **David Kershenbaum** and **Jim Mazza** face these thorny problems with each release, and their decisions on how to market a record can often mean the difference between a stiff and a platinum record.

In the case of CAPITOL's M.C. Hammer, withholding the single version of *U Can't Touch This* turned out to be a shrewd marketing gamble that triggered a sales bonanza,



LOU MANN: "Some look at the *Billboard* singles column as a barometer of an artist's appeal, and you can't score points on that level if you don't have a single."



DAVID KERSHENBAUM: "If someone plays a single consistently, they begin to really identify with that artist. That familiarity makes buying an album a lesser risk in their minds."



JIM MAZZA: "Kids are very hit-oriented, and it'd be a big mistake to assume they would pluck down three times the money for the LP if the single were not available."

keeping the Hammer on the top of the LP sales charts for a staggering 14 weeks. Mann was one of those who orchestrated that rise by making the decision that brought the Hammer down on the cash registers.

"We found that when Hammer's first single broke out from the street, it introduced his music to a whole new level of the public," Mann said of the record, which radio broke well ahead of CAPITOL's marketing game-plan. "If we had had a single available and people initially bought it and not the album, we might not have dominated the LP charts as thoroughly."

Kershenbaum said that singles normally provide a strong marketing impetus to an artist's career, but downplayed their importance

at generating revenue. "You can withhold a single from the shops," he acknowledged, "providing you have alternative ways of promoting the artist." Kershenbaum insisted that singles were important in that they cater to the numerous music fans who rely on walkmans and personal stereos to deliver their tunes. "A lot of kids today grow up on cassette singles," he explained.

Mazza brought the issue back to the basics, observing that the whole issue comes down to a matter of supply and demand. "Whatever configuration the public wants their music delivered on - eight-track, DAT or whatever - you've got to give it to them," he reasoned. "Kids today are very hit-oriented, and I feel it

(See **FACE-OFF** page 46)

SATTER COVERING ALL THE BASES AT EMI

There are a myriad of different strategies in breaking hit records, and **Jack Satter**, Senior Vice President of Promotion at EMI Records, is one of the players label President **Sal Licata** wants to control the ball when the game is in the balance. Satter is introspective but decisive, and ready to let his battle-tested instincts take over. His skills have been galvanized by 18 straight years with the label, during which time he has helped shape a lot of careers - both artistically and in the field of record promotion.

In the past 12 months EMI has showcased two of radio's most radiant stars in honey-throated rocker **Richard Marx** and Scandinavian duo **Roxette**, both of whom heated up the charts for weeks on end. Expect both camps to keep the EMI flag aloft in a multitude of formats in the months to come. And that, my friends, is just the beginning.

"**Caron Wheeler**, which we've just had out a couple of weeks, is exploding at urban radio," says Jack of the vocalist who first gained international fame as a core member of British pop icons **Soul II Soul**. "It's been one of the fastest moving tracks at urban radio in the past few weeks, and we're sure that Top40 will find the song equally appealing. She's a very special and unique artist."

Their urban successes notwithstanding, EMI is presently poised for major Top40 breakthroughs with



some rock giants as well. The assault is led by one newcomer, **Alias**, and one hallowed heavy metal veteran, **Queensryche**.

"We're at 550,000 copies for Queensryche's new album and the record has only been out two weeks," boasts Satter of the Seattle-based rockers, proudly underscoring his conviction that the group is finally ready to break into the big time after patiently sowing seeds for the past six years. "On their last record it took us a year to get to that sales level - now we're having to step up production."

That's an auspicious beginning, but only half the story. **Alias** wields the raw power of Jose Canseco, and is equally capable of hitting the big enchilada. Satter and EMI President of Marketing **Jim Cawley** have every reason to gloat about their new discovery, as *More Than Words Can Say*, the group's new ballad, is racking up adds and phones at a staggering clip. Cawley and Satter were right on the mark in placing their bets on this hot quintet.

In addition to the above-mentioned titans, EMI will soon be offering up hot new platters by **George Thorogood**, **Vixen**, **The Pet Shop Boys** and **Brother Beyond**. Britain's Brother Beyond made a major dent in the Top40 charts with *The Girl I Used to Know*, and with crooner **Nathan Moore** at the helm, this group could be one of the major musical forces of the '90s. Also expected to break down walls of resistance are legendary rocker **Thorogood** and **Vixen**, the premier all-girl rock act in the country, who are busy proving that women can crumble down concrete barriers as proficiently as men.

As for the players on Satter's team, he fields some

(See **SATTER** page 46)

FAITH ABOUNDS AT REPRISE

When it comes to making it in rock 'n' roll, the most important trait to possess in good quantity is faith. Oh, talent and a manager with great connections are right up there, but a lot of groups reeking of both have never hobbled up to the finish line in any capacity, much less with enough staying power to claim the blue ribbon prize. But dammit, **Faith No More**, REPRISE Records' compelling five-piece with the remarkable finishing kick, have displayed ample quantities of... you guessed it, *faith*. That's why they've finally pulled up to the wire with a platinum disc well within reach.

In a recent conversation



from London, where the band is gaining popularity in torrential swells, keyboardist **Roddy Bottum** discussed their arduous ascent. Has it been smooth sailing from the get-go? *Somebody turn on the bilge pump, mates - the gangway is flooded.* Have their

been a few stumbling blocks thrown in the path of the San Francisco rough-a-holics? Land mines is closer to the truth. Roddy feels that in the beginning, meshing rap and rock was not exactly an acceptable alternative to the standard barroom bashing preferred by most groups on the San Francisco scene.

"Our guitar player, **Jim Martin**, was the truest to straight ahead rock, and at first it was hard to convince him that the two elements could mix," said Bottum in a refreshingly unaffected manner. "But the thing that has allowed us to grow is that everyone here, including Jim, is so openminded to listening

(See **FAITH** page 46)

New Outside. New Inside. New Tiffany.

“New Inside”

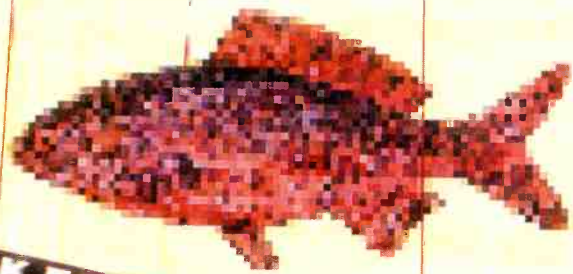
The title track
From The New Album

Produced by Phillip Damien for
Lithium Crystal Productions

Tiffany

MCA

© 1999 MCA RECORDS, INC.



**FAITH
NO
MORE**

"FALLING TO PIECES"

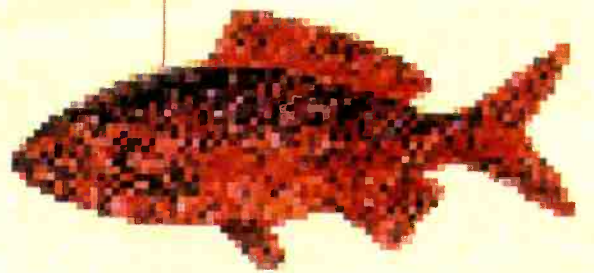
THE FOLLOW-UP SINGLE
TO THE SMASH HIT "EPIC"



Platinum Album!

New "FALLING TO PIECES"
Video on MTV!

On Tour with Billy Idol!



by **Barry Fiedel**
and **Kevin Carter**

GARY BERKOWITZ VP/Programming, Q95, Detroit

TELL US ABOUT YOUR BACKGROUND AND WHAT LED YOU TO WHERE YOU ARE TODAY?

It all started when I was a young kid - I hate when people say that because they all say the same thing - but I wanted to be a disc jockey. I worked on my high school radio station. My friends and I used to run around New York City going to all the different radio stations to meet the disc jockies, especially WABC and WMCA, which were the big stations in New York. My interest in radio grew from high school to college. I went to Emerson College in Boston to major in what I thought was radio, but turned out to be mass communications. While in college I picked up a ton of part-time work all over the greater Boston area. While at Emerson I worked in Fitchburg at WEIM, in Fall River at WSAR, and in Lowell at WCAP. When I came home for holidays I'd try to pick up work in Long Island, where I'm from. I worked weekends at WTBE, a country/religious station, and looking back it was kind of fun doing that. I worked one summer at WVOX in New Rochelle, N.Y., doing on-air work. On the way back to Boston from New York I spent a lot of time listening to WPRO in Providence, and I thought it would be a really neat place to work. So I walked into the PRO one day and asked Jay Clark, who was the Program Director, for an internship. I told him, "Look I'll do whatever you guys want me to do." This was back in '72, and after starting off as an intern, they let me work a seven to midnight show New Years Eve '73. Then they hired me for part-time work on the weekends, and I eventually went full-time on the air, doing 10 p.m. to 2 a.m., beginning in April of '73. Soon after I became Music Director and seven to midnight jock at PRO-AM, and I tormented our General Manager, Warren Potash, who is now the President of the RAB, to let me change the FM format from beautiful music to Top40. At the time Top40, of course, was not real popular on FM. The big AM Top40s were still the killer stations. But finally, in April of '74 - I'll never forget it - Warren called me into his office and offered me the opportunity to be the Program Director at WPRO-FM. Of course I accepted, and PRO-FM was born in April of '74. I stayed at PRO-FM through September of '79, when I left to go to WROR in Boston, working for Tom Baker and RKO. I was at 'ROR for a little less than a year when Aaron Daniels, who was then managing PRO, offered me the operations position for WPRO-AM and FM. That was my dream job at the time because I was a jock on PRO-AM for such a long time. So I went back in the summer of '80, stayed as Operations Manager for about two more years, then left in '82 and went back to WROR to work for Tom Baker again. I stayed there for a little under two years, and then I came to Detroit in February of '84 to work for WHYT. I stayed at 'HYT for a little under two years, and then they offered me the dream job of a lifetime - being the Program Director of WJR, one of the legendary radio stations of America. I was program director of WJR as well as WHYT - this was a crazy job. About a year after that, after the Cap Cities/ABC merger, they decided to split the management of the stations - they had previously been run by one set of management. I had the opportunity to stay either with WHYT or go over to WJR, and I opted for WJR, the full-service AM. I stayed there until February of '89, when I left Cap Cities/ABC after 13 years and came to work for Broadcasting Partners, Inc. at what was then known as WCZY, Z95.5. We switched call letters and direction on July 21, 1989, and we're now a year and three months old as Q95.

EARLIER THIS MONTH HITMAKERS JUMPED INTO ADULT TOP40, AND WE'RE HONORED TO HAVE SUCH A PRESTIGIOUS STATION AS YOURS INCLUDED IN THIS NEW SECTION OF OUR MAGAZINE. WHAT ARE WE GETTING INTO WITH ADULT TOP40?

I think we're getting into a major, major segment of contemporary music for the foreseeable future. Stations have been wanting adult numbers for as long as I've been a program director. Years ago there were fewer facilities to deal with, there was less technology, and there weren't as many good stations on the air as there are today. Hence the mass appeal, all-things-to-all-people formula worked. Today it doesn't work, because we've gone from a department store mentality to a boutique mentality. We always have to remember that radio is a business, and when you combine this with the fact that probably 60 percent of the stations have changed hands in the past five or six years and there are all these heavily leveraged companies that owe a lot of money, it follows that they have to perform with demographics they can indeed sell, so that they can make budgets and keep the process going. Hence the birth of Adult Top40. People now in their 30s and 40s are incredibly prime targets for this format because they grew up with it. These are the same people who grew up listening to WABC in New York, CKLW here in Detroit, KHJ in Los Angeles, and KFRC in San Francisco. So these people are familiar and comfortable with this theory of Top40.

DO YOU THINK THIS IS SOMETHING THAT HAS ALWAYS BEEN THERE BUT HAS BEEN UNDERRATED FOR A LONG TIME?

The radio business is supposed to be a reflection of listener tastes. Sometimes it becomes a reflection of programmer tastes, and then the record companies become a reflection of what they feel they can get played on the radio. Yes, I believe that adult music and adult presentation has always been here, but in the past year or so we have gotten into this dance mode where everything sounds the same, where rap has come of age, and where it was either dance music or die. I just think that the adult portion of the audience rejected this notion. They said, "We don't like it, we don't want any part of it, we're not going to listen to it." Some of the smarter stations that were doing some heavy duty research, such as Q95 in Detroit and a few others, discovered that there's something out there beyond dance, rap and hard rock. So now we have Adult Top40.

WHY DO YOU THINK THESE STATIONS ALL OF A SUDDEN WOKE UP? WHAT MAKES ADULT TOP40 SO IMPORTANT AT THIS PARTICULAR TIME?

There are a few reasons for that. One is that every program director is, has been, and will continue to be hounded by their GMs and owners to get adult numbers. So many facilities are maximized in 1990 that in 1980 were non-existent, so it's the competition that has forced it to happen. Half of the major signals in Detroit today weren't around in 1980, or they were religion or weird fusion formats. Today everybody's got a consultant, everybody's doing research, and today broadcasters are much smarter than they were ten years ago. A lot of the tricks that just a few of us knew ten years ago, it seems like everybody knows today. It's that increase in competition that forces you

to examine your position and ask, "Can I indeed make it like this?" If the answer is "No," you have to look elsewhere. In so many markets there were two or three stations playing the same music that didn't appeal to adults to begin with - Detroit, for instance, had WHYT and WDFX, with their obvious, glaring appeal to teenagers - and this made a clear cut picture to me and all of us at Q95 as to where we had to go. I think WNCL in Columbus and WOMX in Orlando might have seen the same situation in their markets.

WHEN YOU FIRST WENT WITH THIS FORMAT, PEOPLE SAW THIS VERY HOT TOP40 MAINSTREAM PROGRAMMER GOING INTO THIS AND WONDERED, "IS THE END OF THE LINE FOR GARY BERKOWITZ?" BUT NOW IT SEEMS AS THOUGH YOU MIGHT HAVE REALLY BEEN AN INNOVATOR, A FORERUNNER OF SOMETHING THAT COULD BECOME A MAJOR EXPLOSION IN THE WORLD OF TOP40 RADIO THIS YEAR.

I purposely played a very, very low profile upon my arrival at Q95, because I knew we were developing a new format, and we knew it would be unique. What made it exciting was that there were no rules. It was not like I said, "Well, we need to sound like so-and-so." We had no role model; we just had our own research and some very, very creative minds putting it together. Not to sound conceited, but when you put Barry Mayo and me in the same room, that's either very scary or very creative. I think it was the latter. We also work with some great research partners.

RECORD COMPANIES SEEM A LITTLE AFRAID OF ADULT TOP40. WHAT DO THEY HAVE TO BE CONCERNED ABOUT, AND DO YOU THINK THEY SHOULD INSTEAD BE LOOKING FORWARD TO WHAT YOU AND OTHER PIONEERS OF THIS FORMAT ARE DOING?

The record companies have everything to look forward to and nothing to be afraid of. If it weren't for Q95 Elton John would not be heard in Detroit; if it weren't for Q95 Jude Cole would not be heard in Detroit; if it weren't for Q95 Tina Turner would not be heard in Detroit; if it weren't for Q95 Wilson Phillips wouldn't have been heard in Detroit; and I can go on forever. I've been telling the record companies from day one that I was going to be their ace in the hole, because there is no way that *Club At The End Of The Street* by Elton John, which was a smash record for us, would have ever made it into a music meeting at WHYT or WDFX. I can go through every label and name you an artist like that. I heard Jude Cole *Baby It's Tonight* and just went, "Whoa, he is the quintessential sound for me." The fact that the other two Top40 stations wouldn't play these records was great! I loved it. Believe it or not, we were the only Top40 station in Detroit to play Go West *King Of Wistful Thinking*. If this isn't an obvious advantage to every VP of promotion, every local promotion rep, I don't know what is. They know they're going to get their dance product and rock product played over there, and they're going to get their more adult product played over here. I think the record companies should be exploding champagne bottles now, saying, "Finally - we're going to get it all played." In all reality the days of getting three stations in a market to play records are over. There are a couple of records the three of us will play, but it's very rare

(See GARY BERKOWITZ page 11)

POISON

SOMETHING



TO BELIEVE IN

THE NEW SINGLE AND VIDEO

A LASTING IMPRESSION FROM
THE DOUBLE PLATINUM ALBUM
F L E S H & B L O O D

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THE POISON WORLD TOUR CONTINUES...

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9/20 Madison, WI	10/2 Carbondale, IL	10/13 Lexington, KY
9/22 Cedar Rapids, IA	10/3 Peoria, IL	10/14 Nashville, TN
9/23 LaCrosse, WI	10/5 Terre Haute, IN	10/16 Memphis, TN
9/25 Ames, IA	10/6 Saginaw, MI	10/17 Chattanooga, TN
9/26 Sioux Falls, SD	10/7 Ft. Wayne, IN	10/19 Knoxville, TN
9/28 Omaha, NE	10/9 Battle Creek, MI	10/20 Roanoke, VA
9/29 Bonner Springs, KS	10/10 Columbus, OH	10/21 Norfolk, VA

THIS SONG IS DEDICATED TO THE MEMORY OF JAMES KIMO MAANO

PRODUCED BY BRUCE FAIRBAIRN
CO-PRODUCED BY MIKE FRASER

MANAGEMENT:
HK MANAGEMENT, INC./HOWARD KAUFMAN



ON ENIGMA/CAPITOL CASSETTES, COMPACT DISCS AND RECORDS

GARY BERKOWITZ

(from page 9)

that you'll see all three of us on a record, at least while it's still a "hit." Sometimes we or the other guys will play a record when it goes into recurrent. For instance, we didn't play Calloway *I Wanna Be Rich* until it was well into a recurrent, and they, on the other hand, couldn't touch *Hold On* by Wilson Phillips until it was a recurrent. So I think that Adult Top40 stations are - and I believe this from day one - a great opportunity for the record companies. I think we very much sell records. When we add records we really play them, because we believe in a record, and we study the record and we hang on to it. I'm not in the record business, and I don't necessarily know how they think. But they should love us and have no fears whatsoever.

DO YOU THINK THE IMPORTANCE OF WHAT YOU'RE DOING IS GOING TO BE SHORT-LIVED, LIKE THE WHOLE ROCK40 PHENOMENON WAS?

I think it will be short-lived by stations who don't get into it properly. After 18 years of programming, I find this to be the most difficult and technologically advanced format I've ever worked in. You can't listen to Q95 for a week and go back to Boston or Peoria or Chicago and duplicate it. It takes a tremendous amount of study and research to find out exactly where it fits in your market and where your greatest opportunities are going to be. There's no way you can listen to Q95 in Detroit, write it all down, and go back and do it in another market. In another market the opportunity might be a little younger, it might be a little more male, it might be a little more female, it might be a little older - it's a very tough format. If people are flying in now and listening to Q95, and saying, "We're going to copy what they do," I don't think they'll be half as successful as if they did it right. I'm here to tell you that it takes advanced cluster analysis, tremendous research understanding and a research period to find exactly where you have to be in your particular market. There are no rules - what's right for Adult Top40 in one market might not be right in another market.

WOULD SOME ROCK PRODUCT LIKE BILLY IDOL, FOR INSTANCE, FIT IN YOUR FORMAT IN CERTAIN DAYPARTS?

Our positioning statement on the air is, "No hard rock, no rap." We come right out and say that many times throughout the day. We have to ask, "Where is our strength demographically? Is it 25-34, is it 35-44, is it 44-54?" You have to look at that, because every station is different. "No hard rock, no rap" stipulates that Billy Idol *Cradle Of Love* wouldn't go on the radio station. I think it's a great record, and I personally loved it, but it just doesn't fit our particular station. It might be great on another radio station, but again, this is not a clone format. I don't look at some of the other lists throughout the country and say, "Oh, they're crazy." I think it's very apparent that Dave Robbins is a genius who understands the Columbus market, and he has the highest numbers WNCI has ever had. They're awesome, and yet their playlist is very different than Q95's. We both work very effectively in our individual marketplaces.

DO YOU THINK THAT THE SONGS YOU PLAY ARE IMPORTANT TO YOUR AUDIENCE?

Oh, absolutely. That's never going to change. What's more important is the sound of a record. Jude Cole's music is just so perfect for what we're doing here that when his records come on, I just go, "Wow, that's it, that song makes it." When Elton John's *Club At The*

End Of The Street came on it was the same thing. There are a lot of records that sound right, and after we start playing them in a good rotation it's up to the audience to tell us what they think. That's where the bottom line comes - when they feed back to us their opinion of a record that they are familiar enough with to vote on.

ARE SOME SONGS NOT PLAYED BASED ON THE SOUND OF THE SONG, OR ON THE POSSIBLE LISTENER PERCEPTION OF THE ARTIST?

I don't know if any of our listeners know who many of the artists are, so it would have to be the sound of the record. Not letting the people know who sings the song and what the name of the song is is a problem in all formats. We've been talking about that one for as long as I can remember.

SOME ADULT PROGRAMMERS THINK THE M.C. HAMMER RECORD, FOR EXAMPLE, COULD PROBABLY FIT BASED SOLELY UPON THE FACT THAT THE UPPER DEMOS ARE FAMILIAR WITH THE ORIGINAL CHI-LITES VERSION OF THE SONG, BUT THEY DON'T THINK IT WOULD SOUND GOOD TO SAY, "COMING UP: ELTON JOHN, LINDA RONSTADT, AND M.C. HAMMER."

I think that's an individual call a programmer must make based on their individual market.

MIGHT A DECISION NOT TO PLAY THAT TYPE OF RECORD BE BASED ON WHETHER OR NOT THE REST OF THE STATIONS IN THE MARKET ARE ALREADY PLAYING IT?

No. It would be based solely on the sound of the record. We played Madonna's *Vogue*, and we had people calling and saying, "We thought you weren't going to play any rap and you played Madonna *Vogue*." They perceive the part where she does that little thing - "Rita Hayworth gave good face" - as a rap. But that never got in our way. The song did fabulous for us; it was definitely an edge kind of record.

WHEREAS ADULT CONTEMPORARY HAS ALWAYS BEEN SEEN AS A "BACKGROUND" FORMAT, HOW DO YOU POSITION Q95, AN ADULT TOP40?

This station utilizes all of the basics that Top40 stations use: breakers, sweepers, jingles, disc jockeys, big morning show, major promotions. We contest like all other Top40s contest. Everything we do we direct at our target demographics. We talk the way they expect to be talked at. Do we have moronic sounding disc jockeys, like I hear on some of my competitors? No way! We have mature, adult sounding disc jockeys. But they're exciting, and they get involved in the community, like all Top40s.

DO YOU THINK THE INDUSTRY IN GENERAL LOOKS AT ADULT TOP40 AS A MAJOR FORCE, OR IT IS STILL SEEN IN A PIDGEONHOLED WAY?

I don't know if I can answer that. I can tell you that personally I've had a tremendous amount of support from the record business. It's taken a lot of time to explain our position, but from day one, even though some of my friends in the record business thought I had kind of lost it, they've been tremendously supportive. Their feedback to me was, "Gary, we wish you the best of luck. I don't know if it's going to work, but what can I do to help you make it work?" I can't think of one local person, one regional person, or one national VP or national director who hasn't taken the time to learn what our format is about and

understand the kind of music they should promote to us as opposed to the kind they shouldn't. When it's a close call I encourage them to work us on the record - let's talk about it and listen to alternative mixes, and see if we can use it.

DO YOU THINK A MAJOR MARKETPLACE CAN SUPPORT MORE THAN ONE ADULT TOP40?

It's too new, so I would tend to think not.

WHAT KIND OF PROMOTIONS HAVE YOU TARGETED TO YOUR AUDIENCE?

We do a tremendous number of cash giveaways, and we get very involved in community events, such as the MDA Telethon and fun runs for different charities. Our air staff is led by Dick Purtan, who has been a market leader for many, many years, and Dick has really made his mark in the market not only by being fabulous on the radio, but by being very community involved. As for the rest of our airstaff, most of them have been here for several years, and they, too, have always been very involved. Our promotions revolve around everything from cash giveaways, to a "Cruise for Women Only" with Michael Bolton entertaining, to tailgate parties before football games. They're no different from most of your typical promotions you hear on radio stations, but they're produced and targeted towards the people who we know are listening to them. They're just packaged maybe a little differently.

SINCE YOU SEEM TO RIDE THE FINE LINE BETWEEN A TRADITIONAL TOP40 AND WHAT IS PERCEIVED AS ADULT CONTEMPORARY, WHAT IS YOUR BALANCE OF CURRENT PRODUCT VERSUS GOLD?

Sixty percent current, forty percent gold recurrent on the air.

HOW FAR BACK DO YOU GO?

It depends. We have some records that might go back into the late '70s, if they sound right and if they research well. There are some records produced back in the mid to late '70s that work beautifully today, and then there are some that sound very dated, or don't fit the sound.

TAKE A STEP BACK FROM YOUR PROGRAMMING ROLE, AND VERY OBJECTIVELY TELL US WHAT'S HAPPENING WITH TOP40 RADIO ACROSS AMERICA?

We're getting a new breed of Top40 program directors, people who did not grow up in what I feel was the most exciting era of Top40 - the mid to late '60s and '70s. A lot of programmers coming up today don't know who Bill Drake or Rick Sklar are, don't remember the great battles between WCFL and WLS. There are a lot of programmers today who don't remember that CKLW in Detroit was beyond killer, giant, massive. I'm very happy to be among the generation that understands that, because I think it gives me a leg up. Young programmers who don't study that stuff are depriving themselves of an unbelievable opportunity. I don't believe that much of the Top40 today is mass appeal, when you're playing over 70 percent dance.

DO YOU HAVE ANY CLOSING THOUGHTS?

I just hope that those who implement this Adult Top40 format do it right, so it doesn't die a premature death in many markets. I think there is an awful solid base there for it.

HM

**STAR QUALITY IS VISIBLE
FROM ANY DISTANCE.**

"FROM A DISTANCE"

By

BETTE MIDLER

From the Divine Miss, who gave us the Grammy-winning #1
"Wind Beneath My Wings," an outstanding first single from her
new album **SOME PEOPLE'S LIVES.**

Produced by Arif Mardin for Deniz Productions, Inc.

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PWR106 #33
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KROY #7
HOT97 (11-8)
KKFR #10

KMEL #12
WPGC (21-15 hot)
Q106 (16-15)
PWRPIG (16-15)
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LINEAR "Something Going On"

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HOT97.7 (D#30)
KTFM (Add)
HOT97 (On)

KXXR (On)
HOT94.9 (On)
KROY (On)
PWRPIG (On)

PLAY LINEAR!

WCKZ (34-30)
FM104 (Add#24)



**RATT "Lovin' You's A Dirty Job"
ON YOUR DESK NOW!**



THE TOP40 COLUMN...

by Kevin Carter



If you tuned in last week, and if you can remember that far back, we discussed the birth and growing pains of yet another branch of Top40 radio - the infamous and somewhat misunderstood Adult Top40. Last week we heard from key programmers who were enjoying success with this format. This week, we'll get another perspective - the record community's - to see whether they think the format is viable, and how it affects their ability to effectively promote records.

Pointing Fingers

One of the first thoughts that springs to mind with many promotion people is, "If it ain't broke, don't fix it." They notice that many seemingly successful stations are re-calibrating and moving their target upward, shooting for the 25+ audience, and not actively pursuing the 12-24s.

Is this a programming problem or a sales problem?

Greg Lee, National Director of Singles Promotion at WARNER BROS., thinks that in some cases, the fault may lie with the sales department. "I think that this could be a scary trend, where sales people may not do a proper job of marketing the format, especially at the Crossover level," states Lee. "If the reason you are changing format is the inability to sell, get rid of your sales people, not your PD. We all know of stations where the GM and the GSM didn't personally like the music that they played. If you don't understand or believe in the product you're selling, whether it's burgers, radio, or records, then it's not going to work." **Jan Tiefield**, National Director of Top40 Promotion for ELEKTRA, agrees. "If research shows that no 12-24's are listening to the radio at all, then these stations may have a point, and can go to a format that skews heavily adult. Nobody ever lost by playing the hits."

Adults Wanna Rock!

One of the biggest controversies facing Adult Top40 is that many people perceive it as a soft 'n' fluffy format. Lee takes exception to some of these lighter approaches to adult radio. "Just because you're 30, doesn't mean you don't want to rock anymore," he says. "Remember, these are the people who grew up with the Beatles, Led Zeppelin, and the Rolling Stones. This is the rock 'n' roll generation".

Adds Tiefield: "Whoever said that people 25-34 don't like rock 'n' roll or upbeat dance music? I'm in that target demo, and middays on most Top40 stations right now make me nauseous. Everything is sooo slow and adult, and it doesn't hold my interest."

Barry Lyons, VP/Promotion at IRS Records,

wholeheartedly agrees with this assessment. "You are dealing with an audience whose entire lifetime was spent in the rock 'n' roll era," says Lyons. "We live in a culture that glorifies and extols the virtues of being young, hip, and with it. When you turn 40, you don't automatically break out the Andy Williams records."

Adults Breaking Hits - Film At 11!

While there may be some initial reservations about the reason for the existence of Adult Top40, many promo execs are actually finding that it can be an avenue to expose product that Mainstream and Crossover Top40s may not play immediately. **Rich Fitzgerald**, VP/Director of REPRISÉ Records, is happy about this opportunity. "This gives us a vehicle to expose some of the upper demo artists that still sell a lot of records, like Paul Simon and Michael McDonald," says Fitzgerald. "We've had nowhere to go with artists like this before. Everything has been real young adult dance/rap records or heavy rock. As long as we can develop this into something that works at radio, and is active at the retail level, I'll be very happy."

Lyons is one happy buckaroo over the success of Concrete Blonde at Adult Top40. "Here is a band that a year ago, everyone had pegged as an Alternative act," he says. "The success of the new single, *Joey*, is not coming from the alternative side, however. What's driving this record is that it is delivering 25-34 adults to Top40 radio. Not a thing wrong with that!"

Fitzgerald acknowledges that Adult Top40 was largely responsible for the success of the James Ingram record. "Who would have broken that record with the way that radio was structured before Adult Top40?" he asks. "If each one of us at a record company could pop one like this a year, then we will be very happy with the effectiveness of Adult Top40."

Bonnie Who...?

One of the core artists of Adult Top40 is CAPITOL's Bonnie Raitt, an artist that has sold a ton of product, but had not been heard on the radio very much - until

tragically hip!

by PAMELA JOUAN

WOW! With 19 wonderful new releases at Top40 alone this week, it's going to be mighty interesting... So lets start things off with a mass-appeal hit for EVERYONE to play. BETTE MIDLER makes a grand return to radio with *From A Distance* on ATLANTIC, and yes, it's just as good if not BETTER than *Wind Beneath My Wings*.

STEVIE B. delivers a ballad to die for... Yes, *Because I Love You (The Postman's Song)* is already getting rave reviews nationwide...and the verdict is... his BIGGEST ballad to date! KEITH SWEAT, likewise, presents a slow jam with *Merry Go Round* on ELEKTRA.

How's about a little rock 'n' roll? GEFEN's recently MTV-nominated BLACK CROWES release *Hard To Handle*, while MTV winners FAITH NO MORE follow up their smash single with *Fallin' To Pieces*. Big name rockers return: RATT's *Lovin' You's A Dirty Job* on ATLANTIC, and R.E.O. SPEEDWAGON with their EPIC single *Love Is A Rock*. And need we even mention *Something To Believe In* by CAPITOL's POISON? Expect it to be one of the Most Added next week...

Hey! Here's something new from a lady who has a new sound, a new image - heck, even a new manager! TIFFANY *Something New* will surprise you...well at least the folks at MCA hope so!

Here's a little something for those ever popular mix shows, with the possibility of breaking BIGTIME! YAZZ *Treat Me Good* on MERCURY has built quite a BUZZ on the club level... likewise with BETTY BOO. This fierce rapper has already topped the charts in the U.K. and sold a ton o' imports in the U.S. with *Doing The Do* on REPRISÉ HOT TIP...HOT TIP... Satter's BOYS are back! Check out EAR for more details... Later!

recently. **Steve Meyer**, Sr. VP of Promotion at MCA, wonders what the story is. "If Top40 radio wants that mass audience, why en mass did they avoid playing the biggest adult artist of the past year, Bonnie Raitt?," he asks. "People went out and bought it because they saw the videos or they saw the Grammys, not because they heard it on the radio. Three years ago the same thing happened with Paul Simon's *GRACELAND*."

Lyons has his own Bonnie Raitt horror story. "I know people who saw Bonnie Raitt win four Grammys last year, and had no idea from listening to the radio that she even had a new album out!" he relates. Meyer thinks that when an album reaches a certain sales level, you can't ignore it any longer. "If an artist like Bonnie Raitt sells three million albums, are you telling me that there is no place on your station for that record to be meaningful, when the audience you want to reach is going out and forking over the money to buy it?" he asks. "Maybe the reason they didn't listen to your station is because they couldn't hear that kind of music in the first place."

Danger... Too Soft!

While there is a groundswell of acceptance happening currently with Adult Top40, there is also a note of caution expressed by those promo veterans who saw something similar come down the pike about ten years ago. "I'm actually very glad to see at least an acknowledgement and a way of dealing with adults that says they're interested in music, that they're not afraid of hearing new music, and that they don't have to listen to just the same 450 classic rock songs over and over," says Lyons. "I'm encouraged that Top40 is finding a way to attract those extraordinarily saleable upper demos, and I only hope they don't make the same mistake that was made in 1980 - thinking adults want everything to be as soft as twice-chewed bread."

Promoting Those Adult Records

Jean Johnson, Director/National Promotion for EPIC Records, doesn't see any noticeable differences in promoting records on an Adult-leaning station compared to Mainstream or Crossover formats. "I don't think the format would ever be so different that it would require a separate promotion staff," says Johnson. "It's just a matter of re-educating our existing reps to modify their approach and use common sense when promoting records to Adult Top40 stations."

Meyer agrees that it's business as usual. "Adult Top40 is simply another avenue to go to with different singles at different times," he says. "Other than that, nothing changes. I'm not going to waste my time taking a song to an Adult station unless it fits that format."

Lee sees the same promotional pitfalls that are as old as the record biz. "I think that people have always found excuses *not* to play records, rather than reasons to play records," he says.

Jumping On The Bandwagon

One of the ongoing problems, especially with Adult stations, according to record company executives, is the issue of back-announcing. Fitzgerald offers his view: "Whether we have artists doing their own pre-recorded intros or whatever, we have to deal with the fact that it may take an adult longer to become familiar with these new titles," he explains. "If all the other stations are pounding out the same dance music, and you're doing something different, you won't get that spin off of those other stations, and you'll never know what songs are connecting with your audience."

Lee does see positive aspects to Adult Top40. "I could be a big fan of this format," he says. "I grew up listening to KINK in Portland, which played Bonnie Raitt before she was hip to play. From a record company perspective, I think Adult Top40 is great, but to be doing it only because it's the 'Flavor of the Month' is wrong. We're always going to be here, supplying softer music, harder music, metal, whatever... it's just learning how to target it properly." Lee tempers his initial enthusiasm with a note of caution, based on his past experiences with adult radio. "This Adult Top40 format right now is as popular as *The Simpsons* and neon clothing, but a year from now, who knows...."

MAINSTREAM TOP 40

LW-TW

- 1-1 PHIL COLLINS "Something..." (ATLANTIC)
- 4-2 GEORGE MICHAEL "Praying For..." (COLUMBIA)
- 9-3 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 8-4 MAXI PRIEST "Close To You" (CHARISMA)
- 6-5 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 12-6 JAMES INGRAM "I Don't..." (WARNER BROS.)
- 11-7 NELSON "Love And Affection" (DGC)
- 10-8 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 17-9 JANET JACKSON "Black Cat" (A&M)
- 13-10 DEPECHE MODE "Policy Of..." (SIRE/REPRISE)
- 14-11 DINO "Romeo" (ISLAND)
- 16-12 AFTER 7 "Can't Stop" (VIRGIN)
- 15-13 JOHNNY GILL "My, My, My" (MOTOWN)
- 2-14 WILSON PHILLIPS "Release Me" (SBK)
- 3-15 JON BON JOVI "Blaze Of Glory" (MERCURY)
- 5-16 PRINCE "Thieves In The..." (WARNER BROS.)
- 7-17 BELL BIV DEVOE "Do Me" (MCA)
- 23-18 BREATHE "Say A Prayer" (A&M)
- 22-19 LISA STANSFIELD "This Is The Right..." (ARISTA)
- 24-20 PEBBLES "Giving You The Benefit" (MCA)
- 25-21 BLACK BOX "Everybody, Everybody" (RCA)
- 32-22 INXS "Suicide Blonde" (ATLANTIC)
- 29-23 MICHAEL BOLTON "Georgia On..." (COLUMBIA)
- 19-24 CHEAP TRICK "Can't Stop Falling Into..." (EPIC)
- 18-25 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 30-26 JUDE COLE "Time For Letting Go" (REPRISE)
- 28-27 THE ADV. OF STEVIE V "Dirty..." (MERCURY)
- 34-28 ALIAS "More Than Words Can Say" (EMI)
- 26-29 POISON "Unskinny Bop" (ENIGMA/CAPITOL)
- 33-30 GLENN MEDEIROS f./Ray Parker Jr. "All ..." (MCA)
- 35-31 VANILLA ICE "Ice Ice Baby" (SBK)
- 42-32 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 20-33 SWEET SENSATION "If Wishes Came..." (ATCO)
- 21-34 JANET JACKSON "Come Back To Me" (A&M)
- 27-35 MARIAH CAREY "Vision Of Love" (COLUMBIA)
- 31-36 GO WEST "King Of Wishful Thinking" (EMI)
- NEW-37 M.C. HAMMER "Pray" (CAPITOL)
- 48-38 CONCRETE BLONDE "Joey" (I.R.S.)
- NEW-39 WARRANT "Cherry Pie" (COLUMBIA)
- 50-40 SYDNEY YOUNGBLOOD "I'd Rather..." (ARISTA)

CHART EXTRAS

- SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- HEART "Stranded" (CAPITOL)
- SOHO "Hippy-chick" (ATCO)
- UB40 "The Way You Do The Things You Do" (VIRGIN)
- TYLER COLLINS "Second Chance" (RCA)

RECURRENTS

- STEVIE B "Love & Emotion" (LMR/RCA)
- NEW KIDS ON THE BLOCK "Tonight" (COLUMBIA)
- BILLY IDOL "Cradle Of Love" (CHRYSALIS)
- FAITH NO MORE "Epic" (SLASH/REPRISE)
- KEITH SWEAT "Make You Sweat" (ELEKTRA)
- SEDUCTION "Could This Be Love" (VENDETTA/A&M)
- JOHNNY GILL "Rub You The Right Way" (MOTOWN)
- GLORIA ESTEFAN "Cuts Both Ways" (EPIC)

MOST ADDED

- 149 • HALL & OATES "So Close" (ARISTA)
- 101 • M. C. HAMMER "Pray" (CAPITOL)
- 67 • HEART "Stranded" (CAPITOL)
- 58 • HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- 57 • INFORMATION SOCIETY "Think" (TOMMY BOY/REP.)
- 54 • DAVID CASSIDY "Lyin' To Myself" (ENIGMA)
- 51 • DAMN YANKEES "High Enough" (WARNER BROS.)
- 41 • VANILLA ICE "Ice Ice Baby" (SBK)
- 34 • ASIA "Days Like These" (GEFFEN)
- 32 • WINGER "Miles Away" (ATLANTIC)

HITBOUNDS

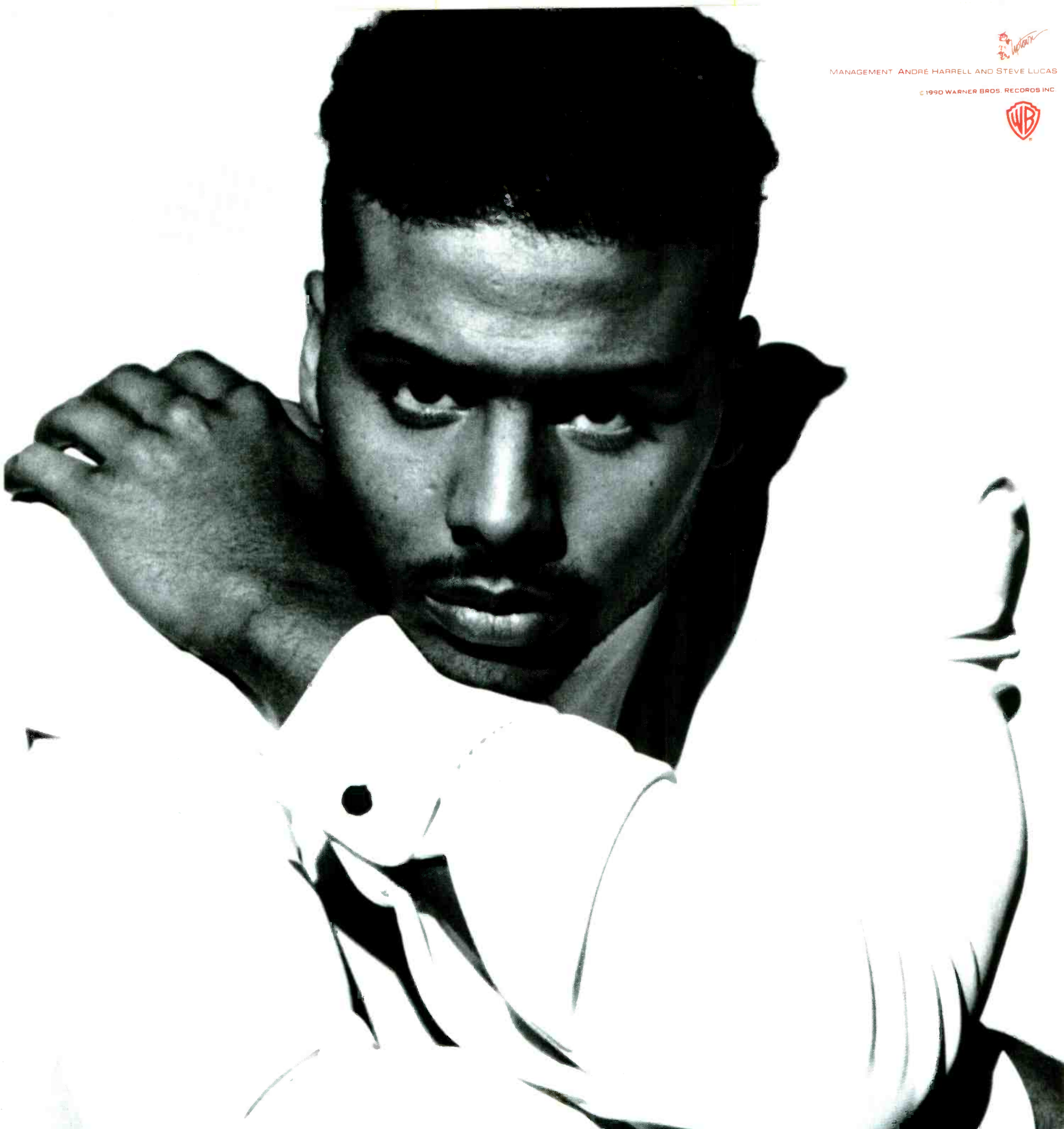
RECORDS ARE LISTED IN ORDER OF ACTIVE REPORTS. AN ACTIVE REPORT IS AN ADD, A DEBUT, A TOP 15 REPORT, OR A 3 POINT OR MORE MOVE ELSEWHERE ON THE CHART. QUALITY-NOT QUANTITY. RECORDS EXCEEDING 100 ACTIVE REPORTS ARE NATIONAL BREAKOUTS.

NATIONAL BREAKOUTS

- 155 • M. C. HAMMER "Pray" (CAPITOL)
- 149 • HALL & OATES "So Close" (ARISTA)
- 129 • VANILLA ICE "Ice Ice Baby" (SBK)

- 96 • CONCRETE BLONDE "Joey" (I.R.S.)
- 89 • HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- 85 • DAVID CASSIDY "Lyin' To Myself" (ENIGMA)
- 82 • DAMN YANKEES "High Enough" (WARNER BROS.)
- 80 • SYDNEY YOUNGBLOOD "I'd Rather Go..." (ARISTA)
- 79 • TYLER COLLINS "Second Chance" (RCA)
- 77 • BILLY IDOL "L.A. Woman" (CHRYSALIS)
- 67 • THE ADVENTURES OF STEVIE V. "Dirty..." (MERCURY)
- 59 • INFORMATION SOCIETY "Think" (TOMMY BOY/REP.)
- 58 • SOHO "Hippy-chick" (ATCO)
- 54 • ASIA "Days Like These" (GEFFEN)
- 52 • CANDYMAN "Knockin' Boots" (EPIC)
- 51 • THE BOYS "Crazy" (MOTOWN)
- 50 • DURAN DURAN "Violence Of Summer" (CAPITOL)

- 48 • SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- 48 • TONY! TONI! TONE! "Feels Good" (WING/POLYDOR)
- 47 • EN VOGUE "Lies" (ATLANTIC)
- 45 • SNAP "Ooops Up" (ARISTA)
- 44 • ANITA BAKER "Soul Inspiration" (ELEKTRA)
- 39 • DEEE-LITE "Groove Is In The Heart" (ELEKTRA)
- 38 • UB40 "The Way You Do the Things You Do" (VIRGIN)
- 34 • MS. ADVENTURES "Undeniable" (ATCO)
- 32 • ELISA FIORILLO "On The Way Up" (CHRYSALIS)
- 32 • WINGER "Miles Away" (ATLANTIC)
- 30 • GEORGE LAMOND "Look Into My Eyes" (COLUMBIA)
- 30 • GENE LOVES JEZEBEL "Jealous" (GEFFEN)
- 29 • VIXEN "How Much Love" (EMI)
- 25 • MOTLEY CRUE "Same Ol' Situation" (ELEKTRA)
- 24 • JOHNNY "O" & CYNTHIA "Dreamboy/Dreamgirl" (MICMAC)
- 24 • LONDON QUIREBOYS "I Don't Love You Anymore" (CAPITOL)
- 23 • CARON WHEELER "Livin' In The Light" (EMI)
- 23 • LOUIE LOUIE "I Wanna Get Back With You" (WTG/EPIC)
- 22 • d.n.a. f/SUZANNE VEGA "Tom's Diner" (A&M)
- 20 • BROTHER BEYOND "Just A Heartbeat Away" (EMI)
- 18 • BEATS INTERNATIONAL "Won't Talk About It" (ELEKTRA)
- 15 • LALAH HATHAWAY "Heaven Knows" (VIRGIN)
- 13 • BELL BIV DEVOE "B.B.D. (Thought It Was Me)" (MCA)
- 11 • AL B. SURE "Misunderstanding" (WARNER BROS.)
- 10 • GUYS NEXT DOOR "I Was Made For You" (SBK)
- 9 • JOHNNY GILL "Fair Weather Friend" (MOTOWN)
- 9 • LINEAR "Something Going On" (ATLANTIC)
- 9 • OLETA ADAMS "Rhythm Of Life" (MERCURY)
- 9 • SEDUCTION "Breakdown" (VENDETTA/A&M)
- 8 • ROD STEWART "I Don't Want To Talk About It" (WARNER BROS.)



By Warner

MANAGEMENT ANDRÉ HARRELL AND STEVE LUCAS

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“MISSUNDERSTANDING”

THE NEW SINGLE FROM

AL B. SURE!

THE FIRST SINGLE FROM HIS NEW ALBUM PRIVATE
TIMES... AND THE WHOLE 9! THE FOLLOW-UP TO THE DOUBLE PLATINUM
DEBUT ALBUM IN EFFECT MODE!

PRODUCED BY D.J. EDDIE F. AND NEVELLE FOR UNTOUCHABLES MUSIC, INC.
CO-PRODUCED BY AL B. SURE! FOR SURETIME! RECORDING, INC.

DAMN YANKEES

High Enough
(WARNER BROS.)

One of the Most Added at Top40 with 51 adds this week, DAMN YANKEES continues to skyrocket up the Rock Radio chart 24-19. This palatable rock ballad reveals a different angle of this multi-talented rock band that will expand their fan base. Just added at KPLZ, Y108, KXYQ, Q102 and KISN, with debuts at PIRATE, KUBE, KWSS, 92X and WKZL.

HUMAN LEAGUE

Heart Like A Wheel
(A&M)

Another strong week at Top40 radio, HUMAN LEAGUE explodes with 58 adds, making it one of the Most Added. Among the supporters of this infectious, techno-pop tune that is very reminiscent of material from their first album, are WIOQ, KPLZ, KUBE, HOT102, KXXR, KWOD, WTIC and WDJX. This bright, uptempo tune is tailor-made for Top40.

ASIA

Days Like These
(Geffen)

After a hiatus from radio, ASIA returns with a power punch in the form of *Days Like These*. New adds at B94 and KXYQ, along with a host of others, makes ASIA one of the Most Added this week. As it climbs top five at Rock Radio, expect this one to cross nicely Mainstream. ASIA builds upon their signature sound to deliver a record for all formats to enjoy.

DEEE-LITE

Groove Is In The Heart
(ELEKTRA)

This record is exploding at Top40 radio and there should be no hesitation about playing it. DEEE-LITE presents a delicious groove with an international flavor that transcends format barriers and makes it a very cool and trendy mass appeal smash. Just added at Z100, KSOL, WXKS, KRBE, POWER96, KHTK, KS104, HOT102, WKSE and more.

CONCRETE BLONDE

Joey
(I.R.S.)

This Hitbound is on the verge of exploding as a National Breakout. Programmers continue to notice strong upward jumps virtually everywhere it's playing confirming its hit potential. Chilling vocals combine with heartfelt lyrics to create an atmosphere that is rarely felt in a mass appeal tune. New believers this week include KRBE, KXYQ and 92X.

UB40

The Way You Do The Things You Do
(VIRGIN)

The majors just keep rolling in to support a song that Michael Plen and his VIRGIN crew have believed in from day one. New adds at KUBE, WMXP, KISN and WKZL this week and many more to follow. This tune is perfect for Top40 as not only is it familiar, but the reggae flavor adds a fresh edge to Mainstream radio. Don't let this one pass you by.

INFORMATION SOCIETY

Think
(TOMMY BOY/REPRISE)

One of the Most Added with 57 Top40 adds this week, INFORMATION SOCIETY delivers more 'pure energy' in the form of new release *Think*. With KPLZ, Q106, KDWB, KKFR, Y108, KXXR, KROY, HOT94.9, KWSS, WTIC, WCKZ and KJ103 among others jumping on the tune this week, it's obvious you won't have to 'think' too hard to realize this is a smash!

WINGER

Miles Away
(ATLANTIC)

With an album selling Top 25 nationally, and a previous single still Top 45, expect retail on *Miles Away* to kick in with supporting airplay.

WINGER obviously has a loyal core audience and *Miles Away* should further expand their base. Just added at KSAQ and WZPL along with 93Q, FM104, JET-FM, KF95, KIXY, KKHT, KSKG, WQUT, Z103 and ZFUN.

ELISA FIORILLO

On The Way Up
(CHRYSALIS)

The girl has definite attitude, and with this bright, uptempo, fun tune, she has a good thing going. ELISA fine tunes her sound and bolsters her songwriting skills on this song that has potential to go all the way up the Top40 charts. New this week at #47 on Crossover Top40, with solid key adds at KEGL, WXKS, KDWB, KOY95, WKSS and XL106.7.

EN VOGUE

Lies
(ATLANTIC)

As it climbs 4-3 on Crossover Top40 this week, *Lies* is shaping up to be as big a record as *Hold On* was. This female quartet have proved themselves to have staying power, and *Lies* is living proof. Major market adds this week at WPLJ, POWER106, WXKS, HOT102 and more, with top ten action at HOT97, THE BEAT, KSOL, KKFR, FM102, KROY and WUSL.

SOHO

Hippychick
(ATCO)

Talk about a hip, fresh groove! SOHO has definitely earned quite a buzz in the streets and now is translating nicely onto radio. Key major market action at KMEL, THE FOX, WHYT, WXKS, KRBE, POWER96, POWER99, KBQ, Q106, WLOL, KOY95, KXXR, KWOD, KSAQ, WTIC, WZZG, KJ103, WKZL and the list goes on. This one will be huge!

DAVID CASSIDY

Lyin' To Myself
(ENIGMA)

CASSIDY continues his hot streak with 54 more adds at Top40 this week, including key majors such as: WXKS, B94, KOY95, WKTJ, KWSS, XL106.7, 98PXY, WDJX and WKZL. CASSIDY has taken Top40 radio by surprise and has the call letters to back it up. While his face is familiar to the adults, his music appeals to a whole new generation.

BROTHER BEYOND

Just A Heartbeat Away
(EMI)

A solid followup to their debut U.S. smash *A Girl I Used To Know*, *Just A Heartbeat Away* is a tender ballad that deserves Top40 attention. This U.K. duo who has a platinum-plus album in Europe, showcases a sophisticated Mainstream flavor that is greatly appreciated amidst the glut of formula-sounding, pop ballads. Just added at KJ103, KISR, KMOK, ZFUN106 and more.

ANITA BAKER

Soul Inspiration
(ELEKTRA)

Soul Inspiration garnered hot major market adds this week at X100, 100.3JAMZ, Y100, KAER, WNCI, KTFM, STAR93, WJLK and 98PXY among others. These stations realize that ANITA's vital talent, coupled with an amazing ballad perfect for her style, equals an across-the-board hit. Working at THE BEAT, FM102, KSAQ, KISN, FM100, Y107 and Z99.

TONY! TONI! TONE!

Feels Good
(WING/POLYDOR)

This is a mass appeal hit! Just added at KIIS-FM in Los Angeles this week, along with KHTK, KKFR, Y108 and a host of others, *Feels Good* feels right on Top40 radio. Sales through the roof, 15-13 National Single Sales this week, and continuing to climb 6-4 on Crossover Top40. Top ten already at KMEL, WPGC, WUSL, THE BEAT, FM102, KROY and KWOD.

The d.n.a. f/SUZANNE VEGA Story

Tom's Diner (A&M) This record has truly created a huge buzz that is more than worthy of airplay. This SUZANNE VEGA accapella was already familiar to many adults. Now with the Soul II Soul tracking in the background, the tune is perfectly updated with a '90s groove. The brainchild of a U.K. duo, this tune gained quick acceptance in their homeland and that coveted number one slot. Major market adds this week include WPLJ, KIIS-FM, KSAQ and more, with action already at WXKS, KPLZ, WKSS, WTIC-FM, KJ103 and others.

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DAMN "High Enough" YANKEES

just added

**KPLZ!!! Y108!!! KXYQ!!!
Q102#33!!! KISN!!!**

KBFM, KBOZ, KFBQ, KG95, KHOK, KIXY, KKHT, KLBQ, KNIN, KQKQ, KSKG, KSND, KLYK, KZOZ, KZZB, WABB, WAPI#27, WAYS, WDBR, WIXX, WKRZ, WNNK, WNYP, WOVO, WQID, WQUT, WRVQ#28, WTBX, WWFX#40, Y104, Y97, and many more

debuts

**PIRATE RADIO#21 KUBE#30
92X#25 WKZL#28**

99KHI#36, WIQQ#39, WJMX#36, WKFR#38, WKQD#29, WPXR#28, WRTB#40, WVSR#40, WYYS#40, Z93#38, and more

HOT STATS

KSAQ (39-34), KKRC (31-25), KTUX (40-34), MAX94 (20-17), WHOT (32-28), WRQK (27-24), WZOK (35-28) and more

JUST ADDED AT MTV

Produced and Engineered by RON NEVISON

From the GOLD album DAMN YANKEES

E.C.M. Management: BRUCE BIRD/BUD PRAGER/DOUG BANKER



CROSSOVER TOP 40

LW-TW

- 1-1 **BLACK BOX** "Everybody, Everybody" (RCA)
- 3-2 **PEBBLES** "Giving You The Benefit" (MCA)
- 4-3 **EN VOGUE** "Lies" (ATLANTIC)
- 6-4 **TONY! TONI! TONE!** "Feels Good" (WING/PLDR)
- 5-5 **DINO** "Romeo" (ISLAND)
- 8-6 **VANILLA ICE** "Ice Ice Baby" (SBK)
- 2-7 **AFTER 7** "Can't Stop" (VIRGIN)
- 10-8 **CANDYMAN** "Knockin' Boots" (EPIC)
- 12-9 **GEORGE MICHAEL** "Praying For Time" (COL)
- 15-10 **JANET JACKSON** "Black Cat" (A&M)
- 9-11 **PRINCE** "Thieves In The Temple" (WARNER BROS.)
- 16-12 **THE BOYS** "Crazy" (MOTOWN)
- 11-13 **BELL BIV DEVOE** "Do Me" (MCA)
- 22-14 **JAMES INGRAM** "I Don't Have The Heart" (WB)
- 19-15 **RIGHTEOUS BROS** "Unchained..." (VERVE/PLDR)
- 17-16 **LISA STANSFIELD** "This Is The Right..." (ARISTA)
- 13-17 **ADVENTURES OF STEVIE V** "Dirty Cash" (MERC)
- 30-18 **MARIAH CAREY** "Love Takes Time" (COLUMBIA)
- 7-19 **DOC BOX & B. FRESH** "Slow Love" (MOTOWN)
- 32-20 **M.C. HAMMER** "Pray" (CAPITOL)
- 14-21 **WHISPERS** "Innocent" (CAPITOL)
- 28-22 **JOHNNY "O" & CYNTHIA** "Dream Boy..." (MICMAC)
- 25-23 **GEORGE LAMOND** "Look Into My Eyes" (COL)
- 27-24 **DEPECHE MODE** "Policy Of..." (SIRE/REPRISE)
- 18-25 **WILSON PHILLIPS** "Release Me" (SBK)
- 29-26 **TAYLOR DAYNE** "Heart Of Stone" (ARISTA)
- 35-27 **GLENN MEDEIROS f./R. Parker Jr.** "All I'm..." (MCA)
- 20-28 **JANET JACKSON** "Come Back To Me" (A&M)
- 36-29 **MS. ADVENTURES** "Undeniable" (ATCO)
- 21-30 **TKA** "I Won't Give Up On You" (TOMMY BOY/WB)
- 23-31 **M.C. HAMMER** "Have You Seen Her" (CAPITOL)
- 34-32 **TYLER COLLINS** "Second Chance" (RCA)
- 44-33 **SNAP** "Ooops Up" (ARISTA)
- 38-34 **JOHNNY GILL** "Fair Weather Friend" (MOTOWN)
- 31-35 **SWEET SENSATION** "If Wishes Came True" (ATCO)
- 24-36 **NEW KIDS ON THE BLOCK** "Tonight" (COLUMBIA)
- 48-37 **BREATHE** "Say A Prayer" (A&M)
- 40-38 **TRICIA LEIGH FISHER** "Empty Beach" (ATCO)
- 45-39 **KEITH SWEAT** "Merry Go Round" (ELEKTRA)
- 50-40 **PAUL YOUNG** "Oh Girl" (COLUMBIA)
- 42-41 **LALAH HATHAWAY** "Heaven Knows" (VIRGIN)
- 26-42 **THE TIME** "Jerk Out" (REPRISE)
- 33-43 **JOHNNY GILL** "My, My, My" (MOTOWN)
- 37-44 **TROOP** "All I Do Is Think Of You" (ATLANTIC)
- NEW-45 **SOHO** "Hippy Chick" (ATCO)
- 39-46 **KYPER** "Tic Tac Toe" (ATLANTIC)
- NEW-47 **ELISA FIORILLO** "On The Way Up" (CHRYSALIS)
- 41-48 **SEDUCTION** "Could This Be Love" (VENDETTA/A&M)
- NEW-49 **SYDNEY YOUNGBLOOD** "I'd Rather..." (ARISTA)
- 43-50 **MARIAH CAREY** "Vision Of Love" (COLUMBIA)

MOST ADDED

- M.C. HAMMER "Pray" (CAPITOL)
- INFORMATION SOCIETY "Think" (TOMMY BOY/REPRISE)
- VANILLA ICE "Ice Ice Baby" (SBK)
- AL B. SURE! "Missunderstanding" (WARNER BROS.)
- ANITA BAKER "Soul Inspiration" (ELEKTRA)
- DEEE-LITE "Groove Is In The Heart" (ELEKTRA)

CRUSADES

CARON WHEELER "Livin' In The Light" (EMI)

What a great sounding single! CARON's vocals shine through stronger than ever, and POWER106, KXXR, WNVZ, KC101, XL106.7, Z99 and more agree with adds this week...

SNAP "Ooops Up!" (ARISTA)

Believe it or *NOT*, this tune is even *MORE* infectious than *The Power!* Retail through the roof, and requests not far behind! Two 'opps up!' at WIOQ, WPGC, WLOL, WJMH and a ton o' others!

AL B. SURE! "Missunderstanding" (WARNER BROS.)

Handle this tune with precaution: *IT'S HOT!* A few early birds at KMEL, Q106, and KS104...expect *MEGA* adds to hit next week!

CANDYMAN "Knockin' Boots" (EPIC)

Knockin' the socks of PDs everywhere, is this a mass-appeal hit or WHAT! More adds this week at KRBE, POWER96, PRO-FM, KC101 and mo'. Don't be left in the dark, this is too sweet to miss!

STEVIE B. "Because I Love You..." (LMR/RCA)

This is his biggest ballad to date...so goes the buzz! Find out for yourself and play it! Early adds at KMEL, Q106, KKFR and PRO.

SEDUCTION "Breakdown" (VENDETTA/A&M)

They add a nice street edge to their sound and it works! Already HOT at WPGC, KKFR and WCKZ, with a ton more on the way!

CANDI & THE BACKBEAT "The World Just Keeps On Turning" (I.R.S.)

D.C.'s on the ball with this uptempo groove as WPGC gives it the official add this week. A bright, pop smash that needs that listen!

LALAH HATHAWAY "Heaven Knows" (VIRGIN)

LALAH absolutely smokes with this tune and THE BEAT, <SOL, WUWL, WPGC, KISS98.5, FM102 and WKSS cordially agree...

GREAT ARTISTS AND EVERY SINGLE REASON TO PLAY 'EM!



WARRANT

"Cherry Pie"

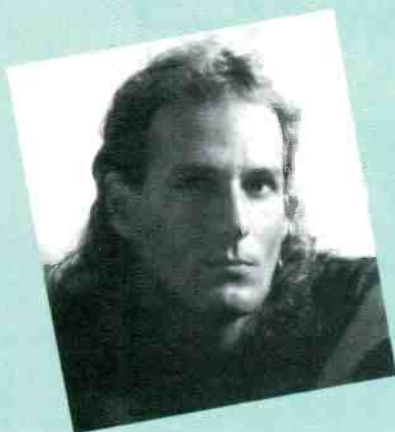
Produced by Beau Hill
Taken from the Columbia release: CHERRY PIE 45487

TOP40 D-38*
MTV-HEAVY
#1 DIAL MTV
ON TOUR WITH POISON

ALBUM D-33*
ALBUM SALES EXPLODING OUT-OF-THE-BOX!!!
#1 NATIONAL RECORD MART
#1 TIDAL WAVE, MINNEAPOLIS

Z100 A-25
WPLJ A-33 (HOT)
WEGX A-30

WNVZ ADD
Q102 A-34
WZPL ADD



MICHAEL BOLTON

"Georgia On My Mind"

Produced by Michael Bolton for MBO Productions Inc. and Susan Hamilton.
Taken from the Columbia release: SOUL PROVIDER 45012

TOP 40 #29* A/C 8*-5* VH-1 Heavy ON TOUR WITH KENNY G

BILLBOARD TOP POP ALBUM CHART 10-8

"A VERY EMOTIONAL PERFORMANCE OF THE ALL-TIME CLASSIC; HUGE ADULT-APPEAL, DOING EXTREMELY WELL FOR US." STEF RYBAK, KC101



MARIAH CAREY

"Love Takes Time"

Produced and arranged by Walter Afanasieff
Taken from the Columbia release: MARIAH CAREY 45202

TOP 40 37*-30* A/C 19*-16* VH-1 Development

"TOP-5 CALL-OUT ACROSS-THE-BOARD! HUGE...POWER ROTATION"
ALBIE DEE, WPGC (22-16)

"MARIAH IS AGAIN HEADED FOR #1 WITH 'LOVE TAKES TIME'...EARLY SIGNS SHOW THIS SINGLE TO BE EVEN BIGGER THAN 'VISION OF LOVE.'"
KEVIN WEATHERLY, Q106 (11-9)

LL COOL J "THE BOOMIN' SYSTEM" ON YOUR DESK NOW!

HITMAKERS Retail Single Sales: 28-25
Debut #54 Billboard Pop Charts
#1 Black singles sales
Over 300,000 sold
5 Day-40,000
Album shipped gold
Single and album selling pop

Hosting MTV
#18 Musicland
#17 Strawberries/Maxie Waxies
#14 Transworld
#3 Peaches-Miami
#5 Tower-Boston

#4 Southwest Wholesalers
#6 Record Bar
#6 Spec's
#13 National Record Mart
From the album MAMA SAID KNOCK YOU OUT... already Gold!!!



ADULT TOP 40

BASED ON OUR REPORTERS WHO ARE TARGETING THEIR STATIONS 25+

LW-TW

- 2-1 PHIL COLLINS "Something Happened" (ATL)
- 3-2 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 4-3 JAMES INGRAM "I Don't Have The Heart" (WB)
- 5-4 GEORGE MICHAEL "Praying For Time" (COL)
- 6-5 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 7-6 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- 1-7 WILSON PHILLIPS "Release Me" (SBK)
- 13-8 MICHAEL BOLTON "Georgia On My Mind" (COL)
- 11-9 BREATHE "Say A Prayer" (A&M)
- 12-10 MAXI PRIEST "Close To You" (CHARISMA)
- 15-11 JUDE COLE "Time For Letting Go" (REPRISE)
- 8-12 MARIAH CAREY "Vision Of Love" (COLUMBIA)
- 9-13 GO WEST "King Of Wishful Thinking" (EMI)
- 10-14 CHEAP TRICK "Can't Stop Falling Into Love" (EPIC)
- 14-15 JANET JACKSON "Come Back To Me" (A&M)
- 16-16 JON BON JOVI "Blaze Of Glory" (MERCURY)
- 20-17 LISA STANSFIELD "This Is The Right..." (ARISTA)
- 21-18 NELSON "Love And Affection" (DGC)
- 23-19 ALIAS "More Than Words Can Say" (EMI)
- 18-20 BRUCE HORNSBY "Across The River" (RCA)
- 38-21 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 36-22 JANET JACKSON "Black Cat" (A&M)
- 24-23 JOHNNY GILL "My, My, My" (MOTOWN)
- 29-24 AFTER 7 "Can't Stop" (VIRGIN)
- 17-25 BILLY IDOL "Cradle Of Love" (CHRYSALIS)
- 30-26 UB40 "The Way You Do The Things..." (VIRGIN)
- 22-27 M.C. HAMMER "Have You Seen Her" (CAPITOL)
- 19-28 SWEET SENSATION "If Wishes Came True" (ATCO)
- 25-29 ANITA BAKER "Talk To Me" (ELEKTRA)
- 26-30 MICHAEL BOLTON "When I'm Back On..." (COL)
- 31-31 GLORIA ESTEFAN "Cuts Both Ways" (EPIC)
- 37-32 ROD STEWART "I Don't Want To Talk..." (WB)
- 34-33 PRINCE "Thieves In The..." (PAISLEY PARK/WB)
- 27-34 BAD ENGLISH "Possession" (EPIC)
- 28-35 SEDUCTION "Could This Be Love" (VENDETTA/A&M)
- 39-36 CONCRETE BLONDE "Joey" (I.R.S.)
- 32-37 MICHAEL McDONALD "Take It To Heart" (REPRISE)
- NEW-38 BILLY JOEL "And So It Goes" (COLUMBIA)
- NEW-39 HEART "Stranded" (CAPITOL)
- NEW-40 OLETA ADAMS "Rhythm Of Life" (MERCURY)

CHART EXTRAS

- FLEETWOOD MAC "Skies The Limit" (WB)
- BASIA "Until You Come Back" (EPIC)
- VONDA SHEPPARD "I Shy Away" (REPRISE)
- TEDDY PENDERGRASS "Glad To Be Alive" (ELEKTRA)
- DAN FOGELBERG "Rhythm Of The Rain" (EPIC)

RECURRENT

- DON HENLEY "How Bad Do You Want It?" (Geffen)
- LISA STANSFIELD "This Is The Right Time" (ARISTA)
- WILSON PHILLIPS "Hold On" (SBK)
- PHIL COLLINS "Something Happened On ..." (ATLANTIC)
- TAYLOR DAYNE "I'll Be Your Shelter" (ARISTA)
- ROXETTE "It Must Have Been Love" (EMI)
- GLENN MEDEIROS f./Bobby Brown "She Ain't Worth It" (MCA)
- ELTON JOHN "Club At The End Of The Street" (MCA)
- JOHNNY GILL "Rub You The Right Way" (MOTOWN)
- GIANT "I'll See You In My Dreams" (A&M)
- NIKKI "Notice Me" (Geffen)

MOST ADDED

- ANITA BAKER "Soul Inspiration" (ELEKTRA)
- HALL & OATES "So Close" (ARISTA)
- ALIAS "More Than Words Can Say" (EMI)
- HEART "Stranded" (CAPITOL)
- DAVID CASSIDY "Lyn' To Myself" (ENIGMA)
- BILLY JOEL "And So It Goes" (COLUMBIA)
- MARIAH CAREY "Love Takes Time" (COLUMBIA)
- MAXI PRIEST "Close To You" (CHARISMA)
- UB40 "The Way You Do The Things You Do" (VIRGIN)

CRUSADES

CONCRETE BLONDE

"Joey" (I.R.S.)

What are you waiting for? HIT, HIT HIT! Expect this to be National Breakout next week with the way this tune is building. Just added at KXYQ...

UB40

"The Way You Do The Things..." (VIRGIN)

WKZL gives the official add to VIRGIN on this gem this week, and what's not to like? It's smooth, it's familiar yet fresh, and you can segue into anything after playing it...honest!

OLETA ADAMS

"Rhythm Of Life" (MERCURY)

From Tears To Fears to solo, and what a super job at that! The Crossover Top40 lead the way on this tune that was *HUGE AC!* Wake up people, this one's *HOT!*

ROD STEWART

"I Don't Want To Talk About It" (WB)

STAR94, B100 and KAER are screaming HIT! Time to lister...

ASIA

"Days Like These" (Geffen)

Just added at KXYQ, B94 and KISN. Sounds a lot like Survivor...

MARC JORDAN

"Edge Of The World" (RCA)

If this song sounds only *HALF* as good on the air as it does in the office, it will be a hit! Already *HUGE* at KAER...

DAVID CASSIDY

"Lyn' To Myself" (ENIGMA)

WOW! What an impressive second week with one of the Most Added *AGAIN!* CASSIDY reaches a whole new audience...

HEART

"Stranded" (CAPITOL)

A whole lot of MAJOR market adds continued to pour in this week...hope you were one... Sales continue to build.

"The Way You Do The Things You Do"

just added

KUBE!!! KISN!!!

WMXP!!! WKZL!!!

G98, KKMg, KKSS, KSND, KTRS, KWIN#38, KYYY, WERZ, WJZQ, WZYQ, X102, and more

JUST ADDED AT MTV

EXTREMELY HOT at...

KIIS-FM (20-14) KKbQ (7-3)

KRBE (Debut#24) MIX96.5 (9-6)

KHTK (Debut#29) B100 (24-14)

WPHR (25-22) KROY (Debut#33)

KCPX (25-21) WTIC-FM (Debut#40)

Z99 (Debut#33) KSMB (9-7) K106 (36-32) KZZB (37-29) and more

GWEN ROBERTS, Asst. PD, KIIS-FM

"Great phones and great callout continue...One of the hottest records on KIIS-FM"

TOM HUTYLER, PD & RANDY IRWIN, MD, KUBE

"SALES + CALLOUT + REQUESTS = HIT! Wake up Top40!"

CHUCK HOLLOWAY, PD, WKZL

"Immediately familiar...Adult women are reacting positively to remakes right now and this one is world-class!"



UB40 is a MULTI-FORMAT (Mass Appeal) HIT!

INFO. SOCIETY TAKES THE LEAD!!! AL B. SURE!, HALL & OATES CLOSE BEHIND... YANKEES, HAMMER, CATHY DENNIS, STEVIE B. AND BETTE

ANDREA PENTRACK, MD at FM102, Sacramento sez, "Another first from FM102! **ONE CAUSE, ONE EFFECT** *Midnight Lover* (BUSTIN'/CAPITOL)! #1 requests from the minute it hit the air - should follow in the steps of Doc Box & B. Fresh. Due to our airplay of this male/female rap ballad and the in response that followed, this album cut has since replaced what was to be the original debut single!"

PACO LOPEZ, Asst. PD at KKFR, Phoenix sez, "**CATHY DENNIS** *Just Another Dream* (POLYDOR) is a GREAT tune, and the domestic remixes sound even better than the import version. Strong vocals combine with her hip new image! **AL B. SURE!** has a funky tune on his hands with *Missunderstanding* (WARNER BROS.)! Be on the lookout for the new **TIFFANY** single *New Inside* (MCA)! It will shock you - it's not typical **TIFFANY**! She has a new image and sound with this uptempo cut. *Because I Love You* by **STEVIE B** (LMR/RCA) makes this artist totally acceptable in non-hispanic markets. A **MONSTER** for **INFORMATION SOCIETY** is *Think* (TOMMY BOY/REPRISE)."

FRANK MINIACI, MD at THE BEAT, Los Angeles sez, "**AFTER 7** *My Only Woman* (VIRGIN) is a nice followup in the groove of *Can't Stop*. Check out the 'Virtual Reality Mix edit' of *Think* by **INFORMATION SOCIETY** (TOMMY BOY/REPRISE) - by far the best! Listen to **MC TAB** *To Be Real* (ATLANTIC). This group reminds me of a J.J. Fad and with the sampling of Cheryl Lynn's *Got To Be Real*, it definitely is a **RECORD!**"

BRIAN DOUGLAS, MD at Q102, Cincinnati sez, "**HALL & OATES** are back with a **STRONG** tune, *So Close* (ARISTA) - check it out! What a **KILLER** ballad for **DAMN YANKEES** - *High Enough* (WARNER BROS.) is worth the listen! And check out **DAVID CASSIDY** *Lyin' To Myself* (ENIGMA) - it works!"

MIKE SNOW, MD at KKBQ, Houston sez, "**THE CURE** *Never Enough* (ELEKTRA) is very HIP! Any AORs with balls will play this record! **DEEE-LITE** *Groove Is In The Heart* (ELEKTRA) is also very cool, and even fits in with the fashion trends of today! **BELL BIV DEVOE** are back on the scene with another hooky melody *B.B.D. (I Thought It Was Me)* (MCA). And check out **POISON** *Something To Believe In* (ENIGMA/CAPITOL)! It's a strong ballad and a **GREAT** followup to a smash single!"

MICHELLE SANTOSUOSSO, MD at Q106, San Diego sez, "Check out a very cool club tune, *I Love You* by **CULTURE BEAT** (EPIC)! Also, **SEDUCTION** *Breakdown* (VENDETTA/A&M) continues their string of **HIT** records! **AL B. SURE!** *Missunderstanding* (WARNER BROS.) went from CD to air in about five minutes! Be on the lookout for **2 IN A ROOM** *Wiggle It* (CUTTING) to be picked up on a major label. This could be the next **BIG** reaction rap record. Lastly, *Freedom '90* by **GEORGE MICHAEL** (COLUMBIA) is good old white funk!"

ERIK BRADLEY, MD at WCKZ-FM, Charlotte, NC sez, "*Think* by **INFORMATION SOCIETY** (TOMMY BOY/REPRISE) is very HIP and stays on your mind after a couple of listens. **BETTE MIDLER** *From A Distance* (ATLANTIC) is vintage **BETTE!** It will be another **MONSTER** ballad for her! Be on the lookout for a tune by Klymaxx member **BERNADETTE COOPER**, *I Look Good* (MCA) - it's very good! **AL B. SURE!** *Missunderstanding* (WARNER BROS.) will be **HUGE!!!** We have a local artist doing well - **THE OVERWEIGHT PRINCE**. *Overweight Guys Are The Best* (W4) is Mainstream rap a la Jazzy Jeff. It beat Pebbles on our night test, and the kids LOVE it! Call Sammy Wallace for a copy (704) 568-9459."

GREGG SWEDBERG, OM/MD at WLOL-FM, Minneapolis sez, "**HALL & OATES** *So Close* (ARISTA) is very good! All it needs is a good remix...Check out the 'Hack Mix' of **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE)! It sounds great on the air! **AL B. SURE!** makes a **BIG** move from the ballad scene to funky uptempo tunes, and it works with *Missunderstanding* (WARNER BROS.). Lastly, **SEDUCTION** have a good opportunity with *Breakdown* (VENDETTA/A&M)! It's a good attitude, female rap record!"

GARY MICHAELS, MD at KISN, Salt Lake City sez, "The boys are back in fine fashion with **HALL & OATES** *So Close* (ARISTA)! An obvious **HIT!** **ST. PAUL** *Every Heart Needs A Home* (ATLANTIC) should be an even stronger release than his first. **DAMN YANKEES** *High Enough* (WARNER BROS.) is a **GREAT** ballad that's gonna be a **BIG** hit!"

DANA LUNDON, MD at HOT102, Milwaukee sez, "Check out **HALL & OATES** *So Close* (ARISTA) - this blue-eyed soul is perfect for middays. **JASMINE GUY** *Try Me* (WARNER BROS.) sounds like a street version of Paula Abdul. From the first listen of **AL B. SURE!** *Missunderstanding* (WARNER BROS.) I knew the wait was worth it! **PEBBLES** *Why Do I Believe* (MCA) will be a **HUGE** wedding song. Females can relate to these lyrics in a **BIG** way! Lastly, **STEVIE B** *Because I Love You* (LMR/RCA) is much better than any of his previous ballads - check it out!"

AL TAVERA, Asst. PD/MD at POWER106, Los Angeles sez, "Give the **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) a listen! I like it! The initial response to *Missunderstanding* by **AL B. SURE!** (WARNER BROS.) has been very positive! Check out **CATHY DENNIS** *Just Another Dream* (POLYDOR) - the domestic version is definitely **HOT!** Lastly, a **HOT** import to get hip to is **THE CUTTIN' SWOBS** *Red Rum* (4X)! **WOW!** This could be a **REAL** record!"

HOSH GURELI, MD at KMEL, San Francisco sez, "Look out for the first release from MC Hammer's revived label, BUSTIN' Records/CAPITOL, called *Midnight Lover* by **ONE CAUSE & ONE EFFECT**. A la Doc Box, but believe it or not, much stronger. There is no doubt this will explode! Check out soon-to-be-released third single *You Don't Have To Worry* by **EN VOGUE** (ATLANTIC) - this cut **ROCKS!** And two exceptional slow jams to listen to off the MCA Records **PEBBLES** LP are *Why Do I Believe* and *Love Makes Things Happen* - they enlist a helping hand from Babyface."

JIM ATKINSON, MD at KBQ, St. Louis sez, "**HALL & OATES** make a **GREAT** comeback with *So Close* (ARISTA) - it should do well with upper demos, and the Jon Bon Jovi contribution certainly doesn't hurt! Check out **AC/DC** *Thunderstruck* (ATCO)! It's winning on our nighttime battle, and this is a good Rock reaction record! Lastly, give a listen to *Whenever I Would Be* by **CHEAP TRICK** (EPIC) - it probably should have been the first single!"

TOM CASEY, OM at 100.3JAMZ, Dallas sez, "**FATHER MC** *Treat Them Like They Want To Be Treated* (UPTOWN/MCA) is working well! **GREAT** hook, steady sales and requests, and top five callout - **WOW!** **VANILLA ICE** *Ice Ice Baby* (SBK) continues to do well for us - #1 requests and #1 sales, **HUGE** with the active audience! Likewise, I really believe in the **CANDYMAN** record *Knockin' Boots* (EPIC) - an infectious tune!"

RUSS ALLEN, MD at KSOL, San Francisco sez, "**DOUBLE DEE** *I Found Love* (EPIC) sounds like a **SMASH** coming straight from the streets...so pay attention! **BRENDA RUSSELL** *Stop Running Away* (A&M) is perfect for daytime, and it sounds like **AL B. SURE!** has matured vocally on his latest, *Missunderstanding* (WARNER BROS.)! Give 'em a spin! And get **HIP** to **LAQUAN** *Now The B-Turns* (4TH & B'WAY) - it's worth it!"

MICHAEL MARTIN, MD at KIS-FM, Los Angeles sez, "It feels good to finally get **TONY! TONI! TONE!** *Feels Good* (WING/POLYDOR) on the air! **AL B. SURE!** *Missunderstanding* (WARNER BROS.), all I can say is...hit, hit, hit! **NEW KIDS ON THE BLOCK** *I Believe In You* (COLUMBIA) is strong at nights. And check out an import on WARNER BROS. by **TAMMY PAYNE** called *Free*. It's a **FRESH** groove to look for!"

MICHAEL NEWMAN, MD at MIX96.5, Houston sez, "**WOP BOP TORLEDO** *Beat Bomb* and *Wish Away* (CHARISMA) are two tracks that could be **MAJOR!** **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) should be a grand slam for Top40! And **OLETA ADAMS** *Rhythms Of Life* (MERCURY) is excellent! This record tends to grow on people and has the staying power of Soul II Soul!"

ROSS KNIGHT, MD at KTFM, San Antonio sez, "Get ready for a strong first cut from a good album - *Missunderstanding* by **AL B. SURE!** (WARNER BROS.)! **ELISA FIORILLO** is back with a really strong, infectious uptempo groove in *On The Way Up* (CHRYSALIS)! **KWAME** *Oonlee Eewee* (ATLANTIC) is already **HUGE** in the clubs, and **JASMINE GUY** *Try Me* (WARNER BROS.) not only has a strong song but a **HOT** video - check out both!"

JOHN CHRISTIAN, Asst. PD/MD at HOT97.7, San Jose sez, "**AL B. SURE!** *Missunderstanding* (WARNER BROS.) - oowwww! Believe it or not, **BREATHE** *Say A Prayer* (A&M) is working - solid phones, great retail, it broadened the **HOT** one's sound! Thank you very much Charlie Minor! **CARON WHEELER** *Living In The Light* (EMI) is **BIGtime** fierce! Lastly, **T.K.A.** *Crash* (TOMMY BOY/WARNER BROS.) featuring Michelle Visage - check it out on a turntable - I mean a CD player - near you!"

JEFF KAPUGI, MD at POWER PIG, Tampa sez, "**LINEAR** has always performed well in the past for us and *Something Going On* (ATLANTIC) should continue their success here! **INXS** *Suicide Blonde* (ATLANTIC) is made totally accessible to Top40 by the 'Milky Mix' on the 12-inch - yes, it's a little wimpy, but it works! **STEVIE B** *Just Because I Love You* (LMR/RCA) will be **HUGE!** And check out **BELL BIV DEVOE** *B.B.D. (I Thought It Was Me)* (MCA) - **HOT!**"

LEE CHESNUT, Asst. PD/MD at POWER99, Atlanta sez, "**HALL & OATES** *So Close* (ARISTA) will bring them back! A mass appeal tune: a bar ballad for adults, while the Jon Bon Jovi connection will attract the teens! This one's all in the lyrics! Check out the 'Blue Box Radio Mix' of *Think* by **INFORMATION SOCIETY** (TOMMY BOY/REPRISE)! This tune doesn't stray too far from their signature sound - fresh yet familiar! Lastly, check out **BETTE MIDLER** *From A Distance* (ATLANTIC)! It's everything *Wind Beneath My Wings* was, and the lyrics are so timely with what is going on in the world today!"

DENA YASNER, MD at KOY95, Phoenix sez, "**DARYL D** *My Ding-A-Ling* (BUNKY 7) is an absolute **SMASH** here! **HI FIVE** *I Just Can't Handle It* (RCA) has to be a **MONSTER!** Be on the lookout for **CATHY DENNIS** *Just Another Dream* (POLYDOR) - from D'Mob to solo, this uptempo cut **JAMS!** And the LP version of **AL B. SURE!** *Missunderstanding* (WARNER BROS.) is well worth the listen!"

MARK LOBEL, MD at WBLI, Long Island sez, "**HEART** *Stranded* (CAPITOL) is a very pretty ballad! **HALL & OATES** *So Close* (ARISTA) has that **perfect** mass appeal sound that is tailor-made for a 'BLI' sound! Lastly, **DAMN YANKEES** *High Enough* (WARNER BROS.) will be a **SMASH!** Given the shot, this will run on its own legs - an obvious **HIT!**"

Concrete Blonde

"joey"



TOP 45 LP SALES NATIONALLY!
NATIONAL SINGLE SALES: 47-44
MAINSTREAM TOP40: 48-38 ADULT TOP40: 39-36
ALTERNATIVE: 18-16 A HITBOUND! A CRUSADE!

JUST ADDED AT:

KRBE!!
KXYQ!!
92X!!

KCHX
KWNZ
WAAL
WCGQ

ACTION AT:

PIRATE (6-4)
Z95 (23-17)
WXKS (14-13)
KKBQ (D#29)
KHMV (12-10)
KEZY (23-18)
KZZP (22-18)
KWSS (22-19)
KSAQ (4-3)

KZHT (12-6)
KCPX (D#24)
KISN (28-19)
WMJQ (24-20)
95XIL (D#34)
99.9KHI (20-17)
99WGY (D#39)
G98 (12-10)
JET-FM (30-23)
K106 (18-13)
KBFM (19-12)
KBOZ (38-35)

KF95 (40-35)
KKHT (39-36)
KMOK (16-11)
KSKG (20-17)
KSND (31-28)
KTUX (14-13)
KYNZ (36-27)
KYYY (D#36)
KZOZ (D#39)
KZZU (32-26)
WAYS (D#34)
WBNQ (38-33)
AND MORE.

KISN- Gary Michaels/MD- "A great mass-appeal record for Top 40. Explosive feedback already: Top 25 sales and Top 10 phones! Johnette's vocals are hauntingly beautiful."

KWSS- Rich Anhorn/MD- "The request picture builds steadily ... #4 this week. Sales follow the same pattern."

KKBQ- Mike Snow/MD- "A mass-appeal tune with enough of an alternative edge to keep the station sounding fresh!"



BILLY THE KIDD, MD at KJ103, Oklahoma City, OK sez, "Check out the next single from **WILSON PHILLIPS** *Impulsive* (SBK) - by far the best single they've released so far! The "Blue Boy radio mix" of **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) is working - a great tune! Check out **STEVIE B** *Because I Love You* (LMR/RCA)! Put this on and you're guaranteed a captive female audience for at least the duration of the tune! Also a perfect dedication record! And if Doc Box works, check out the LP cut *I Love You* (SBK) by **VANILLA ICE**! Sounds like LL Cool J, very smooth!"

RANDY ROSS, MD at WGTZ, Dayton sez, "**HALL & OATES** *So Close* (ARISTA) is a #1 smash! **BETTE MIDLER** has a perfect followup to *Wind Beneath My Wings* with *From A Distance* (ATLANTIC)! What a GREAT record! The new **INFORMATION SOCIETY** *Think* (TOMMY BOY/WARNER BROS.) takes a few listens, but for techno pop it's the best!"

KEVIN McCABE, MD at HOT97, New York sez, "Check out three club records coming through the system at HOT97: **D-NICE** *Call Me D-Nice* (JIVE), **YAZZ** *Treat Me Good* (POLYDOR), and **PAIN** *Bang To The Beat* (MANTRU). Produced by former Latin Rascal Albert Cabrera, call for a copy of **PAIN** at (212) 675-4038."

BOB LaBORDE, Asst. PD/MD at KCPX, Salt Lake City sez, "*Think* by **INFORMATION SOCIETY** (TOMMY BOY/REPRISE) is right up our alley! Check out **HALL & OATES** *So Close* (ARISTA)! With the Jon Bon Jovi connection, the result is an incredible combination of talent! Be on the lookout for **REO SPEEDWAGON** *Love Is A Rock* (EPIC)! It's perfect for us 'up the middle folks!' And check out *Freedom '90* by **GEORGE MICHAEL** (COLUMBIA) - it's never too early to start playing a HIT!"

EFREN SIFUENTES, MD at KDON, Salinas, CA sez, "It's time for the music junkie fix...She's back and she's solo, so try the new **CATHY DENNIS** *Just Another Dream* (POLYDOR)! The record is serious. Great groove! This lady's headed to the top! The **VANILLA ICE** album is simply a DOPE masterpiece! Check out the seductive ballad *I Love U* (SBK)! The label's got a massive one on their hands; and this homie can do an awesome human beatbox, too! **AL B. SURE** *Missunderstanding* (WARNER BROS.) is a natural! Great effort set to six hot mixes! A hot-to-the-buzz import to give your ear to is *ILike You* by **CULTURE BEAT**! Great followup effort to be released domestically on EPIC Records. A round of applause to EPIC for picking up the scorching **DOUBLE DEE** record called *Found Love*! Wow-a-bunga (my reply to Jumbo!). This week's "HONEY LET ME TELL YA!" award goes to VIRGIN for their jammin' **E.U.** cut *I Confess*! Sizzlin' like bacon, baby! Read on..."

ROGER SCOTT, MD at KRQ, Tucson, AZ sez, "Check out a fun little dance groove, *Treat Me Good* (POLYDOR) by **YAZZ**! Also, POLYDOR is just releasing *Just Another Dream* by **CATHY DENNIS** - good uptempo tune, and I hear the Shep Pettibone remix is outstanding! And give a listen to **CELINE DION** *Where Does My Heart Beat Now* (EPIC)! It's reminiscent of a Mariah Carey ballad, and it's being worked AC now, but be aware of it!"

JOHN ANDERSON, PD/MD at KQIZ, Amarillo, TX sez, "It's nice to have the sound of **HUMAN LEAGUE** back with *Heart Like A Wheel* (A&M)! Also, **M.C. HAMMER** *Pray* (CAPITOL) is great! People flock to the radio when this song comes on! If you want to hear a beautiful voice, play **OLETA ADAMS** *Rhythm Of Life* (MERCURY)! And for a nice surprise, listen to **JASMINE GUY** *Try Me* (WARNER BROS.) - it's hot!"

JACK LUNDY, PD/MD at Y94, Fargo, ND sez, "**MARIAH CAREY** and her Whitney Houston-like vocals are sure to keep the listeners wanting more! Her latest single *Love Takes Time* (COLUMBIA) is sure to give 'em exactly what they desire! Great stuff! *Joey* (I.R.S.) by **CONCRETE BLONDE** has a good head of steam and is proving to be a strong radio record! Doing extremely well on Alternative radio; crossing to Mainstream40 stations and taking over. It will grab your interest. Having doubts? Check the call letters! **UB40** *The Way You Do The Things You Do* (VIRGIN) is going through the roof! Excellent phone response from all demos is very convincing. This is a song to be dealt with!"

SEAN MICHAELS, MD at KTRS, Casper, WY sez, "*Pray* (CAPITOL) by the **HAMMER**-man is a hot one! This guy can't be stopped! He's just too hot! **M.C. HAMMER** has a great on-air sound and the kids eat it up! The Prince tracking in the background adds an extra touch to the appeal of the track! **DAMN YANKEES** have released another single from their album: *High Enough* (WARNER BROS) is another solid track from this band of rock superstars! Expect these guys to keep them coming again and again! It's great to see these guys back again...**ASIA** *Days Like These* (Geffen)! Tells a story, doesn't it?! Being away from the airwaves could prove to be somewhat beneficial, as they're picking up interest phones from new listeners!"

RUSTY KEYES, PD/MD at KSKG, Salinas, KS sez, "**HALL & OATES** *So Close* (ARISTA) is a good new record! Production and some writing by Jon Bon Jovi add a little new flavor to the traditional sound of Hall & Oates! It should work for you! A record fresh off the press that should prove to be a strong response track is the new **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE)! If you're looking for a record to add some flavor to your playlist, this will work! **M.C. HAMMER** is on his way back to do damage to Top40 charts once again with *Pray* (CAPITOL)! The Prince tracking of *When Doves Cry* in the background adds to the attraction of the single - give it a listen!"

KEITH LEMIRE, PD/MD at WKPE, Cape Code, MA sez, "Too much music out there...yet some just rises to the top! For instance, the latest from **MARIAH CAREY** *Love Takes Time* (COLUMBIA)! Her vocals and passion keep you coming back for more! **ALIAS** *More Than Words Can Say* (EMI) is the perfect sound for Top40 radio! Listeners and programmers alike have been waiting for a record like this! **HEART** is coming at you with another track from their platinum plus album. *Stranded* (CAPITOL) is much like their previous release, and it will be a hit! Check it out! Another record to keep an eye on is **HUMAN LEAGUE** *Heart Like A Wheel* (A&M)! Watch it work!"

RAY MARINER, MD at WZZG, Charlotte, NC sez, "The **HUMAN LEAGUE** *Heart Like A Wheel* (A&M) is very cool sounding! A familiar name will gather instant curiosity; the sound will keep them listening! **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) is also very smooth and hip! **ELISA FIORILLO** not only has a very hooky song but a GREAT video for *On The Way Up* (CHRYSALIS)! **HALL & OATES** *So Close* (ARISTA) will be a MONSTER, and even though it's been out a while check out **REAL LIFE** *God Tonight* (CURB). It continues to do well in the clubs!"

RANDY IRWIN, MD at KUBE, Seattle sez, "**UB40** *The Way You Do The Things You Do* (VIRGIN) is a swingin' upper demo number, guaranteed to get those adult listeners excited! **DAMN YANKEES** *High Enough* (WARNER BROS.) is pulling exceptionally good initial response - check it out! What can I say about *Hippychick* by **SOHO** (ATCO)? Anything that starts off with a Johnny Marr guitar riff has to be ultra-cool! And check out **AZTEC CAMERA** *The Crying Scene* (REPRISE)! One of the best tunes out today, poised for pop radio - a listening MUST!"

ICEMAN, MD at KROY, Sacramento sez, "Check out **OLETA ADAMS** *Rhythms Of Love* (MERCURY) - this is a SMASH! Be aware of **ONE CAUSE, ONE EFFECT**, a new band on MC Hammer's BUSTIN' Records label, distributed by CAPITOL Records. If you thought Doc Box was hot, check out *Midnight Lover* - it smokes! **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) blew the phones on our taste test with a 95% acceptance! While the Hack mix is more true to their sound, the Virtual Reality mix is the one that's working in Northern California. **2 IN A ROOM** *Wiggle It* (CUTTING) sounds HOT in the mix, while **DEEE-LITE** *What Is Love* (ELEKTRA) continues to work in the clubs!"

RIKKO OLLERVIDEZ, MD at KSAQ, San Antonio, TX sez, "**THE CURE** *Never Enough* (ELEKTRA) has a great sound! A new feel for Robert and the boys, lighting it up with some pocket guitar hooks and solid drums giving it a very commercially appealing sound! You've got to check out **d.n.a. f./SUZANNE VEGA** *Tom's Diner* (A&M)! You're missing out if you're not doing it! **WINGER** has kicked out their second release from the album, *Miles Away* (ATLANTIC)! The album is well on it's way to platinum status, and with a hot first video and a monster tour opening for KISS, you can be guaranteed that this single will smoke! One to watch is **HALL & OATES** *So Close* (ARISTA)!"

RON WEST, MD at KLBO, El Dorado, AK sez, "**CARON WHEELER** *Livin' In The Light* (EMI) pulls no punches - it just plain ole' jams! No techno-funka-rapa-bluesy-rock, just straight-ahead, take-it-or-leave-it quality music! You can't go wrong with this track...*So Close* (ARISTA) by **HALL & OATES** is similar to their previous records, and this one won't disappoint! Have you heard *Freedom '90* (COLUMBIA) by **GEORGE MICHAEL**? If you're looking for "that" song from **GEORGE**, this is the one you're after. If you're in need of a song to draw some female upper demo response, check out the **PRETENDERS** *Sense Of Purpose* (SIRE/WARNER BROS.)! Strong phone reaction from females 25 and up!"

MIKE STONE, MD at WPFM, Panama City, FL sez, "**DAVID CASSIDY** *Livin' To Myself* (ENIGMA) is a hit...Ruben! Also, **HALL & OATES** *So Close* (ARISTA) will get big airplay! And **DAMN YANKEES** *High Enough* (WARNER BROS.) is a power ballad that will do well in a sea of dance songs!"

JAY MURPHY, PD/MD at KQHT, Grand Forks, ND sez, "Take the emotion that was in *The Flame* and times it by 10 and you get **CHEAP TRICK** *Wherever Would I Be* (EPIC)! It could be their best to date! **OLETA ADAMS** *Rhythm Of Life* (MERCURY) combines adult sound with streetwise house beats! **AL B. SURE** *Missunderstanding* (WARNER BROS.) is gonna be huge! It's signature **AL B. SURE**!"

WILLIE STEVENS, MD at KZBB, Ft. Smith, AR sez, "**HALL & OATES** *So Close* (ARISTA) should bring them back on track in Mainstream! **INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) is different enough to work Top40! And **d.n.a. F./SUZANNE VEGA** *Tom's Diner* (A&M) - I don't know what it'll do, but I like it!"

DEANO, MD at SLY96 in San Luis Obispo, CA sez, "**ELISA FIORILLO** *On The Way Up* (CHRYSALIS) is exactly what it's gonna do! Very, very pop! **HALL & OATES** *So Close* (ARISTA) is produced by Jon Bon Jovi, but you can tell this is Daryl Hall! Hip record!"

BOB LEWIS, PD at KGGG, Rapid City, SD sez, "**VANILLA ICE** *Ice Ice Baby* (SBK) is a hit, hit baby! Should be a HUGE reaction record, and look for more cuts! Also, check out **BROTHER BEYOND** *Just A Heartbeat Away* (EMI)! For those of you who didn't play their first smash, figure it out - just do it! And the 'Blue Box mix' of *Think* by **INFORMATION SOCIETY** (TOMMY BOY/REPRISE) is pure energy! Don't just think, listen!"

CHUCK LUCK, PD/MD at KZII, Lubbock, TX sez, "**INFORMATION SOCIETY** *Think* (TOMMY BOY/REPRISE) - don't just *Think* - just play it! Also, **M.C. HAMMER** *Pray* (CAPITOL) is a smash! A great followup is **EN VOGUE** *Lies* (ATLANTIC)! Check out **SOHO** *Hippychick* (ATCO)! It's doing great in the clubs! And **POISON** *Something To Believe In* (CAPITOL) is more than something to believe in!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "**HALL & OATES** *So Close* (ARISTA) has great adult appeal - a must listen! I think **INFORMATION SOCIETY** will do extremely well with *Think* (TOMMY BOY/REPRISE)! They're progressive beyond the *What's On Your Mind* sound, keeping it familiar, yet ground breaking! And **M.C. HAMMER** *Pray* (CAPITOL) is a natural! Another big phone record for the Hammer!"

DAVID COOPER, PD at WAFX, Bangor, ME sez, "**BETTE MIDLER** *From A Distance* (ATLANTIC) is beautiful, beautiful, beautiful! I'm glad **HALL & OATES** are back with *So Close* (ARISTA)! Perfect radio music! Check out **WINGER** *Miles Away* (ATLANTIC)! Sure it's another ballad, but it's a strong one! No doubt about it, **MC HAMMER** *Pray* (CAPITOL) is gonna be BIG!"

HOW TO RECOGNIZE A HIPPYCHICK.

HITMAKERS

CROSSOVER: NEW#45

ALTERNATIVE: 16-14

A CRUSADE!

A HITBOUND!

Just Added...

WIOQ!!!

G98

KBFM

KCHX

KFBD

KKSS-FM

KLUC #30

KPAT

KWIN #39

KZZU

Q104

WAPE

WKFR

WVIC

WYYS

Y94

Y97

and more



Active At...

KMEL (28-25)

WDFX (20-17)

WHYT (11-10)

WXKS (D#32)

KRBE (12-10)

PWR96 (32-28)

PWR99 (17-14)

KBQ (26-22)

Q106 (D#30)

WLOL (30-23)

KOY95 (11-10)

KXXR (D#28)

KWOD (37-32)

KSAQ (38-35)

WTIC (27-24)

WZZG (29-26)

KJ103 (29-24)

WKZL (D#29)

K106 (32-28)

KBOS (D#37)

KBTS (36-31)

KHFI (29-23)

KRQ (29-26)

KYYY (37-30)

KZZB (32-27)

PWR108 (38-35)

WHDQ (D#40)

WOVO (35-27)

WVSR (D#37)

ZFUN106 (D#35)

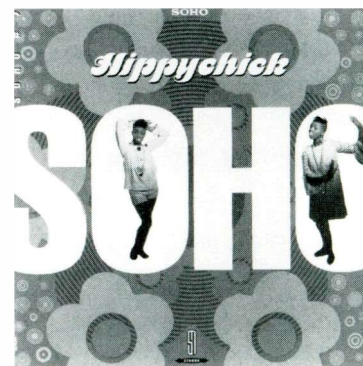
and more

MICHELLE SANTOSUOSSO, MD/Q106 - "Hippy chick is definitely a very fierce groove that has generated immediate response from our listeners! Sounds great on the air...give it a shot!"

MIKE McCOY, PD/KJ103 - "MAJOR, major phones across-the-board! A guaranteed reaction record, what more could you ask for?!"

RANDY IRWIN, MD/KUBE - "What can I possibly say about this record except anything that starts off with a Johnny Marr guitar riff has to be ultra-cool!"

JAY TAYLOR, Asst. PD/MD/KLUC - "Couple an infectious groove with a strong gut feeling and the result is a HIT record!"

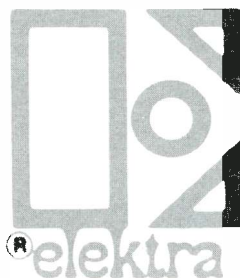
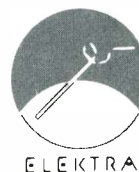


"Hippy chick"

The hot new single from SOHO. The #1 Import in America.
#1 Requests in Detroit and Houston. Now available everywhere.

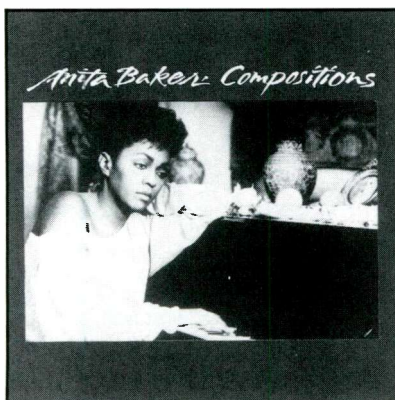


LOGOS MAY LAPSE

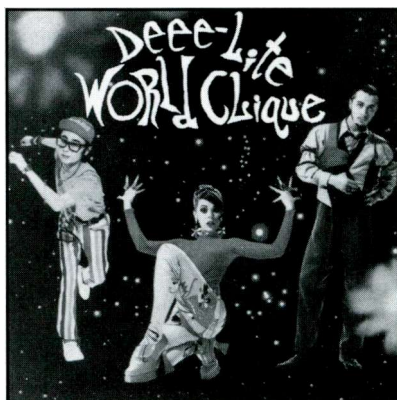


Elektra \i-lek-trə\ (500 B.C.) **n** 1: character in Sophocles' drama. **2**: daughter of Oceanus, mother of the Harpies. **3**: little folk label started October 10, 1950 by Jac Holzman, run out of his college dorm room. **4**: a rare example of a record label flourishing in 1950 and still today, in all humility, producing music that sets standards for artistic achievement and commercial success.

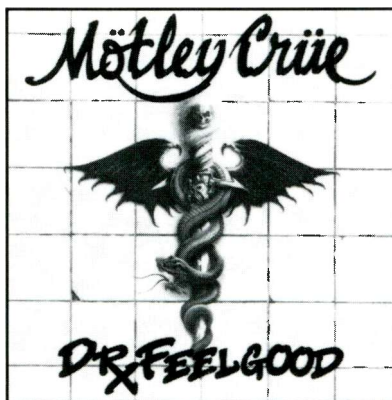
BUT THESE TUNES TRANSCEND



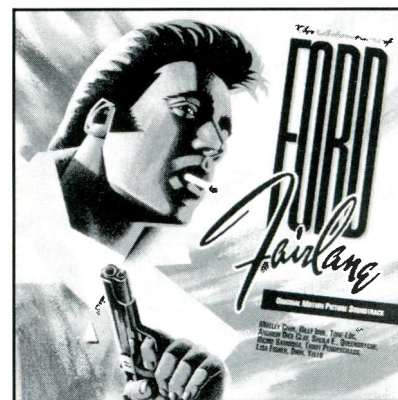
ANITA BAKER
"Soul Inspiration"
the new single and video
from the PLATINUM PLUS
album *COMPOSITIONS*



DEEE-LITE
"Groove Is In The Heart"
the first single and video
from the debut album
WORLD CLIQUE
Video in Stress Rotation
on MTV



MÖTLEY CRÜE
"Same Ol' Situation (S.O.S.)"
the single and video
from the TRIPLE PLATINUM
album *DR. FEELGOOD*



TEDDY PENDERGRASS
and
LISA FISHER
"Glad To Be Alive"
the single and video from the
Original Soundtrack of
Twentieth Century Fox's
*THE ADVENTURES OF
FORD FAIRLANE*

Answers to last week's riddles: 1) 3, 2) 6, 3) 4, 4) 2, 5) 1, 6) 5.

TOP 15 LP Sales Nationally!
A HITBOUND! THE BEAT (34-30)
A CRUSADE! KTFM (Add)
X100 (Add) STAR93 (Add #21)
WUSL (D#29) KISN (35-30)
100.3JAMZ (Add) FM100 (D#26)
Y100 (Add) WJLK (Add #24)
FM102 (24-20) 98PXY (Add)
KAER (Add #27) Y107 (D#32)
WNCI (Add #26) Z99 (36-24)
KSAQ (40-36) and more

HITMAKERS A CRUSADE! A HITBOUND!

WPLJ (33-30) KHTK (Add)
Z100 (Add #24) Z90 (D#33)
PWR106 (31-26) KKFR (D#29)
KMEL (25-20) KS104 (Add)
KSOL (Add #37) HOT102 (Add)
X100 (D#28) KROY (D#35)
WXXS (Add) KWOD (D#39)
KRBE (Add) WKSE (Add)
PWR96 (Add) WTIC (35-27)
PWR99 (30-23) and more

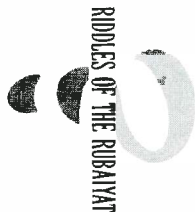
HITMAKERS ROCK CHART: 17-16

PIRATE (19-17) KVTI (Add)
KSAQ (#31) KYYY (36-31)
99.9KHI (35-32) KZZU (D#40)
KFBB (38-35) Q104 (Add #32)
KMOK (27-24) WILI (29-26)
KMYZ (9-5) WKFR (25-15)
KNIN (30-26) WKRZ (D#40)
KPXI (31-28) WPST (39-35)
KSKG (32-26) WPXR (25-22)
KTMT (31-27) WQUT (D#38)
KTUX (31-25) WRTB (27-24)
KTXV (34-31) WSPT (23-19)
W103 (35-32)

DAN QUAYLE COUNTDOWN:

845 days to go

1) What was the first record released by Elektra? This is it, one last riddle. Phone (212) 454-7273 or fax (212) 763-6135 the correct answer to the Rubaiyat of the Rubaiyat. The first person to do so will win an extremely special edition of Elektra's 40th Anniversary release. Thanks for reading and see you in forty years.



ON YOUR DESK NOW!

HOT 105 (#14)
KAGO (Add)



The Rubaiyat unfolds next week
...on Elektra cassettes and compact discs.

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CANDYMAN

"KNOCKIN' BOOTS"

PRO-FM (Add)!!!

KRBE (Add)!!!

PWR96 (Add)!!!

X100 (Add)!!!

KC101 (Add)!!!

WXKS (Deb#33)

WPGC (Deb#29)

KXXR (Deb#29)

HOT102 (D#30)

PWRPIG (14-11)

B96 (24-20)

Z95 (29-26)



KIIS-FM (24-20)

Q106 (5-2)

PWR106 (26-19)

KOY-FM (5-4)

KGGI (1-1)

KMEL (10-8)

FM102 (#4)

HOT97.7 (26-17)

KROY (18-13)

Y107 (33-30)

KS104 (24-21)

KKFR #2

HITMAKERS CROSSOVER: 10-8

NATIONAL SINGLE SALES: NEW#36

A CRUSADE! A HITBOUND!

BRIAN WHITE, PD, FM102

"We loved it out-of-the-box! A solid #2 request record that started with teens, crossed 18-24, and is now an across-the-board SMASH, all the way to 35+! The hook is too infectious to avoid!"

STACY CANTRELL, Asst. PD/MD, KS104

"The initial phone response prompted us to add the record. Expect it to be HUGE!"

JOHN CHRISTIAN, Asst. PD/MD, HOT97.7

"Pulling HUGE teen phones, and even better, it's pulling a lot of adult calls as well! MAJOR retail, and very 'sweet' callout on the Candyman!"

STEF RYBAK, PD, KC101

"Just added and the reason we did was because we have great confidence that this will be a big crossover hit! 75% positive on our 'Make It Or Break It' which is great for an unknown artist!"



strung out

wendy &
LISA

Passionate
change

set in spare, sexy rhythm

by two fine musicians

strung out

and out front

on love

evoking a unique new sensibility

with the distinctive first single

from their album *eroica*.



© 1990 Virgin Records America, Inc.



FACES & PLACES



MCA Music Entertainment Group Chairman **Al Teller** speaks out on censorship at ACLU Benefit premiere of *Pump Up The Volume*. Pictured are (L-R): **Al Teller**; Concrete Blonde lead singer **Johnette Napolitano**; and **Paul Atkinson**, Executive VP/A&R, MCA Records.



BELL BIV DEVOE receive double platinum albums for *POISON!* The albums were presented at the MCA Records Convention in Dana Point, CA. On hand for the ceremony (L-R): MCA Music Entertainment Group Chairman **Al Teller**; MCA Records President **Richard Palmese**; President Black Music Div. **Ernie Singleton**; Sr. VP Promo & Mktg., Black Music Div. **A.D. Washington**; Bell Biv DeVoe Manager **Hiram Hicks**; Exec. VP, A&R/Artist Devel. Black Music Div. **Louil Silas Jr.** (Kneeling L-R): **Ricky Bell**, **Michael Bivins**, and **Ronnie DeVoe**.



Caron Wheeler drops in on friends at EMI during a United States tour to promote *Living In The Light* and her album *UK BLAK*. Pictured are (L-R): EMI Mgr. Marketing **Paula Subotnick**; EMI VP Urban Promo **Glynice Coleman**; EMI President & CEO **Sal Licata**; **Caron Wheeler**; EMI Exec. VP/Gen. Mgr. **Ron Urban**; EMI Sr. VP Promo. **Jack Satter**; and EMI Sr. VP Mktg. **Jim Cawley**.



Bruce Hornsby and **The Range** join the festivities in Houston to help kick off MIX96.5, KHM-FM. Pictured are (L-R): MIX96.5 PD **Guy Zapolean**; **Bruce Hornsby**; Asst. PD **Kurt Kelly**; The Range drummer **John Molo**; and MIX96.5 GM **Clancy Woods**.



GIANT recording group **TERRELL** gathered backstage with **GIANT** and **WEA** execs, after their live performance at the **WEA** Convention in San Francisco. Pictured are (L-R): Giant's **Irving Azoff**; group members **Hawk** and **Terrell**; **WEA**'s **Henry Droz**; Giant's **John Brodey**; and **WEA**'s **George Rossi**.



WARNER BROS. Recording group **PRIVATE LIFE** were greeted by **Eddie Van Halen** after their **SRO** performance at the **Roxy** in Los Angeles. Pictured are (L-R): **Eddie Van Halen**; **WB** Nat'l Artist Relations Mgr. **Larry Butler**; **Steve Kershnik** of **Private Life**; **WB** Album Promo Mgr. **Patti Oates**; and **Danny Johnson** of **Private Life**. (Front row) **Private Life**'s **Jennifer Blakeman**; **WB** Nat'l Singles Mgr. **Ed Nuhfer**; **Kelly Breznik** and **Chris Frazier** of **Private Life**.

d.
n.
a.

Featuring

"Tom's Diner"

S
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A

KIIS-FM- Michael Martin/MD

"It's different, it's fun, it's new, it's a HIT! A very infectious groove with visual lyrics. Try Tom's diner... and definitely try the meatloaf!"

ALTERNATIVE: 15-9
IMPORT CHART: 3-2
A HITBOUND! A CRUSADE!

HOT ADDS:

WPLJ!!! WHDQ!!!
KIIS-FM!!! WIL!!!
KSAQ!!! WJMX!!!
KGWY!!! WRTB!!!
KJJG!!! WSPK!!!
KKRD!!! WYYS!!!
POWER98!!!

HOT ACTION:

WXKS (31-24)
KPLZ (31-28)
WKSS (9-8)
WTIC (D#36)
KJ103 (D#29)
WNOK (D#33)
KWIN (D#35)

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Seduction "Breakdown"

A HITBOUND!
A CRUSADE!

HOT97- Kevin McCabe/MD "This pop rap, done by Michelle from the group, is working well. Early indications tell us that this song cranks!"

FMI02- Andrea Pentrack/MD "Definitely much more street appeal than any of their previous tracks"

POWER PIG- Jeff Kapugi/MD "The Neneh Cherry street appeal shows through strong on this cut."

ALREADY HOT ACTION AT:

WPGC (Add) WCKZ (31-26)
Z90 (34-31) 99WGY (Add)
KKFR (D#22) KZFM (Add)
WIQQ (Add)

Produced by COLE/CLIVILLES MUSIC ENTERPRISES

HUMAN LEAGUE

HOT102- Greg Cassidy/PD

"Upbeat, refreshing, and about time these guys had another hit record. One of those mass-appeal songs that gives our station more variety in our sound."

"Heart Like A Wheel"

ONE OF THE MOST ADDED
WITH 53 ADDS!!
ALTERNATIVE: 25-23
A HITBOUND! A CRUSADE!

Produced by Martin Rushent

JUST ADDED AT:

WIOQ!!! KBOZ
POWER96!! KCAQ
KPLZ!!! KPXR #35
KUBE!!! KSND
HOT102!!! KTUX
KXXR!!! KYYY
KWOD!!! KZOZ
WTIC-FM!!! Q104
WDJX!!! WIXX
WNNK
WPXR
X102

HOT ACTION:

KRBE (D#27)
PWR99 (D#34)
KBQ (32-28)
WLOL (D#32)
KSAQ (D#39)
KISN (D#39)
HOT95 (D#31)
K106 (D#35)
OK95 (D#37)
Z93(D#40)



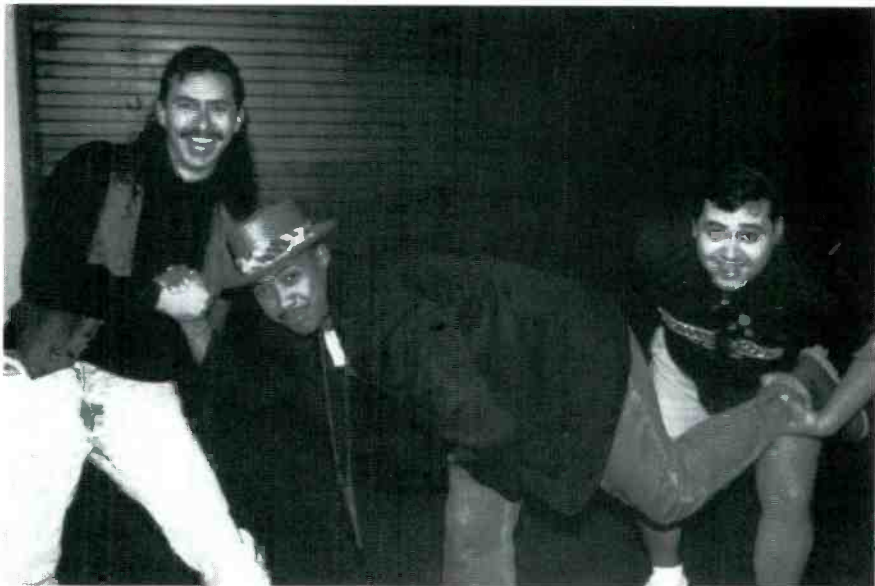
FACES & PLACES



EPIC recording star **BASIA** is congratulated by EPIC Records execs following two sold-out performances at New York's Radio City Music Hall. (L-R): **Larry Stessel**, EPIC VP/Mktg.; **Polly Anthony**, EPIC Sr. VP/Promotion; **Basia**; **Dave Glew**, President of EPIC Records.



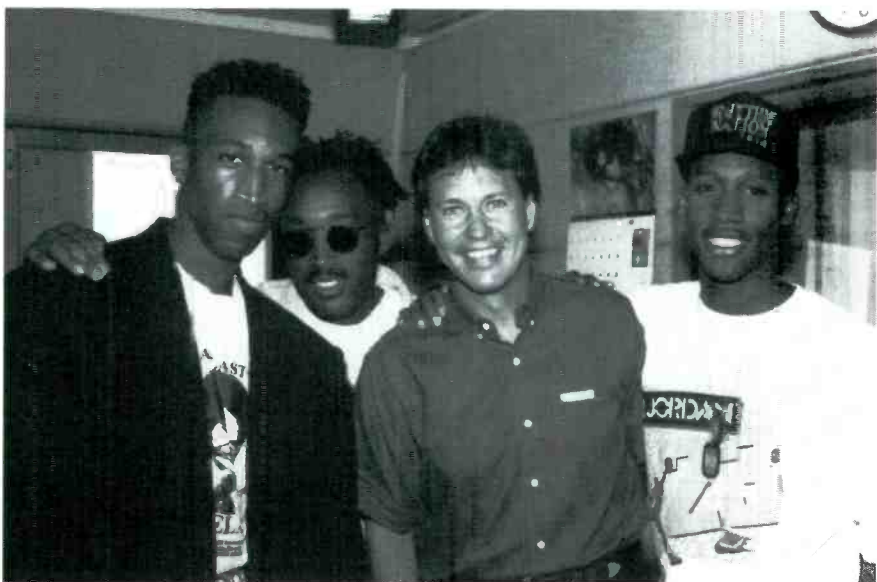
ISLAND Records threw a new release party recently for **DINO**, whose single is climbing the pop charts. Pictured in Soho's "5 & 10 No Exaggeration" are (L-R): PGD's President **Gary Rockholjd**; artist mgr. **Steve Grunert**; ISLAND Sr. VP/Mktg. **Michael Stotter**; ISLAND President **Mike Bone**; ISLAND VP/Sales **Joe Wallace**; and PGD's Sr. VP/Sales & Branch Dist. **Jim Caparro**.



POWER102 in El Paso, TX wrapped up the Summer with over 12,000 screaming teenagers movin' and groovin' at Teen Expo '90. Those joining the Power Posse Line-Up included Mellow Man Ace, Cynthia, Johnny O, Timmy T and Jaya. Hangin' out backstage are nighttime rocker **Bo Corona** (left), **Mellow Man Ace** (middle) and morning man **Mike Martinez** (right).



CAPITOL recording group **HEART** recently stormed the stage at the Pacific Amphitheater in Costa Mesa. Pictured backstage are (L-R): **Art Jaeger**, Exec. VP/CAPITOL; **Nancy Wilson**; **Hale Milgrim**, President, CAPITOL; and **Ann Wilson**.



Joining **Rick Dees** after their appearance on his show are **WING/POLYDOR** recording artists **TONY! TONI! TONE!**. Said Dees of the wild ones, "Their LP has sold 30 zillion copies!"



Bill O'Brien from Z100 (left) visits with **Steven Tyler** of **AEROSMITH** and **Chuck Tisa**, Asst. MD at **EAGLE106** (right).

FACES & PLACES



Seen backstage at Z100-New York's Lucky 7th Birthday Blowout, front row (L-R): **Janet Dean**, Z100 Z-Jay; **Steve Kingston**, Z100 VP/Programming; ARISTA artist **Taylor Dayne**; **John Rio**, Zoo writer. Back row (L-R): **Gary Bryan**, Z Morning Zoo Keeper; **Frankie Blue**, Z100 Asst. PD; **JoJo Morales**, Z100 Z-Jay.



Also seen blowing it out at Z100's Lucky 7th party, front row (L-R): EMI artist **Richard Marx**; **Elvis Duran**, Z100 Z-Jay. Middle row (L-R): **Gary Bryan**, Z Morning Zoo Keeper; **John Rio**, Zoo writer; **Jack Satter**, EMI Records; **Steve Kingston**, Z100 VP/Programming; **JoJo Morales**, Z100 Z-Jay. Top row (L-R): **Jonathon B. Bell**, Z Morning Zoo; **Frankie Blue**, Z100 Asst. PD.



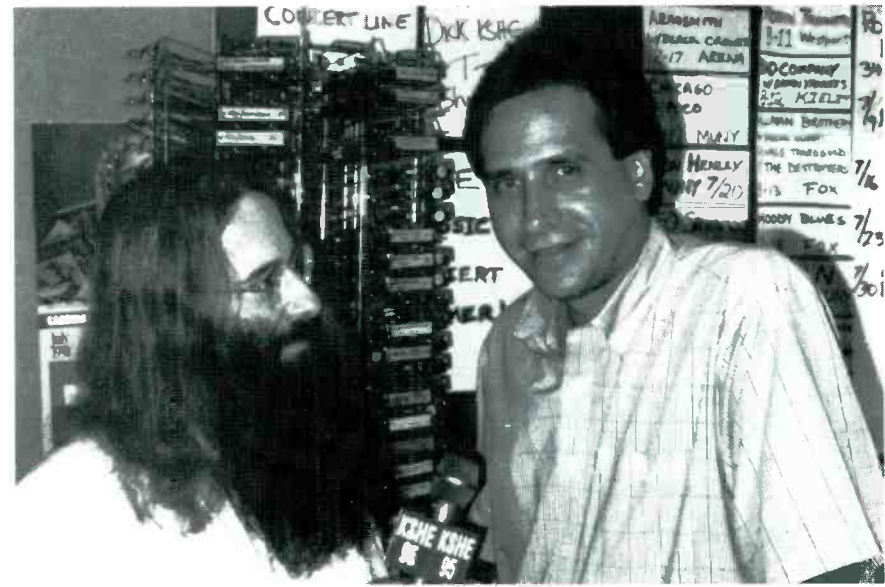
RCA recording artist **Tyler Collins**, second from right, shares a *Girl's Nite Out* with, from left: **Geary Tanner**, RCA Senior Director National Promotion; **Bob Case**, KZZP Program Director; **Terry Anzolda**, RCA Director Local Promotion, L.A.



Participants in Arbitron's first-ever all-day seminar for PDs held in Dallas include (L-R): **Steve Nicholl**, Nat'l. PD, Federated Media; **Delores Devenport**, OM, KEEL/KITT in Shreveport; **Bob Cole**, General OM, KVAT/KASE in Austin and **Patti Shannon**, Southwest Reg'l. Mgr., The Arbitron Co.



ATCO recording artists **SWEET SENSATION** guest hosts Open House Party as *If Wishes Came True* goes top ten! (L-R): Sweet Sensation's **Sheila** and **Betty**; OHP's mascot **Kitty Galore**; OHP's OM **Andy McLean**; and Sweet Sensation's **Margie**.



GEFFEN Records' **John David Kalodner** in the studio with KSHE's **Rick Balis**.

HEART

"STRANDED"

The Smash Ballad From
The Wilson Sisters!!



**MOST ADDED AGAIN WITH 67 ADDS!!!
BREAKER A/C RADIO!!
EXCLUSIVE ROTATION MTV!!**

**A HITMAKERS
CRUSADE!!**

M.C. HAMMER

"PRAY"

Over 150 Stations
the First Week Out!!



**First Week Most Added!!!
Exclusive Rotation MTV!!!
Try 6 Million Sold!!!**

**NEW 37 MAINSTREAM TOP40
CROSSOVER TOP40 32-20
#3 IN DISCOVERY CLUB**

DURAN DURAN

"VIOLENCE OF SUMMER"

Moves & Adds:

X100 (D#26)

EAGLE106 (#14)

THE FOX (16-13)

HOT94.9 (15-13)

XL106.7 (D#32)



**GREAT PHONES!!
GREAT CHART ACTION!!**

**TOP50 ALBUM SALES NATIONALLY
A HITBOUND!!**

99WGY (26-23)
HOT95 (26-21)
K106 (D#39)
KCAQ (38-30)
KF95 (36-32)
KFBQ (31-28)
KKHT (26-23)

KOKZ (37-31)
KTMT (28-24)
KTRS (40-37)
KTUX (26-22)
KZZU (17-15)
WBNQ (33-30)
WHOT (28-22)

WIXX (19-14)
WQUT (25-22)
WSPT (Add)
WTHT (D#31)
Z103 (36-33)
ZFUN106 (30-27)
and more.

LONDON QUIREBOYS

"I DON'T LOVE YOU ANYMORE"

**When a record goes #1,
wherever it is, it is a Hit record.**

HITBOUND!!



**Major Add: 92x!!
Major Moves:**

**PIRATE (12-11)
KBQ (23-19)**

WJJH 3-1
KIIK 8-3
KKRL 34-29
KMON 17-11

#1 Phones
Top 5 Phones
#1 Phones
#2 Phones

WBEC 11-6
KOYE 36-30
KQKY 15-4
WLVY 13-8

Top 5 Phones
Top 5 Phones
Top 5 Phones
Top 5 Phones



**Tracie Spencer
"Save Your Love"
19-13* URBAN!!**



**OAKTOWN'S 3.5.7.
"We Like It"
ADDS: WHYT-Detroit
WGGZ
KBOS**



HOT RADIO PROMOTIONS

WLRW FEEDS FOOTBALL TAILGATERS

Thousands of listeners of WLRW in Champaign, Illinois attended the season opening tailgate party for the University of Illinois Fighting Illini, who hosted Colorado recently. About 1500 of the tailgaters made it inside the WLRW tailgate tent and were treated to free food, beer and soda. Listeners had to win passes to get inside the tent, and many more fans were outside, where a live band played on the huge WLRW stage set up next to the tent. At the next tailgate party, to be held before the Illinois-Southern Illinois game, WLRW will feed fans with 35 hotdogs measuring 94.5 inches each, specially made for the station by Oscar Meyer.

OUTRAGEOUS DAD WINS NEW KIDS TIX FROM Q106.5

Q106.5 (WKQB) in St. Louis recently asked parents, "What is the most outrageous thing you would do to win **New Kids on the Block** tickets for your child?" The station selected the best stunt to be performed in the Q106.5 parking lot August 24, two days before the New Kids concert. The winner, John Dempewolf, had to allow Morning Show Host **John "Mellonhead" Millinder** and special guest **David Cassidy** to turn him into a "human whipped cream surprise." Dempewolf was drenched in whipped cream, and was then covered with melon, nuts and chocolate sauce. In addition, he had to eat five live goldfish while reciting the names of the five members of the New Kids.

WPLJ's SECOND ANNUAL LADIES ONLY BOAT CRUISE II

No, that's not redundant. WPLJ in New York, which on August 28 held its Second Annual Ladies Only Boat Cruise, set sail again just three weeks later for another Ladies Only Cruise, due to popular demand. On September 17, 500 lucky listeners cruised around Manhattan aboard the *Spirit of New York*, while enjoying special performances by **Bruce Hornsby** and **Seduction**. Others on board included **Donny Osmond** and **David Cassidy**. To help rock the boat, WPLJ held another Boy Next Door Tux & Towel contest and presented the New York Centerfolds Male Dancers.

KISS95.7's COPY ART CONTEST

The third annual KISS95.7/Xerox Copy Art Contest is on in Hartford. The contest, created by KISS95.7 Morning Man **Jeremy Savage**, encourages area office workers and others to create an originally composed piece of artwork on a copy machine for cash prizes provided by the Xerox Corporation. A five dollar entry fee goes to the Hartford Art School, the oldest continuously operating art school in the country. Semi-finalists will be displayed at the Hartford Civic Center October 11 and 12, and will be judged October 12 at noon by a panel of local celebrities.

HOT97 IN LITTLE ITALY FOR ANNUAL FEAST

HOT97 (WQHT) in New York was the exclusive official radio sponsor of the 64th Annual Feast of San Gennaro, the world's largest outdoor street festival of its kind, which took place September 13-23 in Little Italy. HOT97 broadcast live from their booth at Grand and Mulberry Streets several times during the festival, and HOT97 air personalities dropped by to sign autographs and meet the crowds.

HOT102 GIVES AWAY CHANCE AT \$100 MILLION

HOT102 (WLUM) in Milwaukee caught Lottery Fever last week, when the Florida State Lottery rose to an all-time high of over \$100 million. For two days prior to the drawing, HOT102 asked listeners to call in, and the correct caller automatically won four Florida State Lottery tickets. HOT102 Morning Man **Dean Gilmore** flew to Tampa Bay to purchase over 200 lottery tickets for HOT102 winners, and he broadcast live as he made the purchase.



Y107 in Nashville recently had listeners make themselves into human nachos to win a trip to Acapulco. Pictured above are the two finalists, and the winner was judged on originality and creativity. Can you guess who won? If you said the nacho on the right, you win her dog.

IANELLO (from page 3)

new appointment.

"During his eight years that Joe has been part of the ATLANTIC team, he has developed into the best pop promotion man in the business," commented Ganis. "Joe possesses a unique combination of disarming personality and razor-sharp intellect, and it gives him a real edge working with radio. His dedication to breaking records is known throughout the industry, and has contributed mightily to our success in pop music."

"This is a great honor and fantastic opportunity to head ATLANTIC's Pop Promotion Department," Ianello told HITMAKERS. "I'm very fortunate to have the trust and respect of (ATLANTIC Chairman) **Ahmet Ertegun**, (ATLANTIC President/COO) **Doug Morris** and Andrea Ganis, and I'm looking forward to continuing ATLANTIC's time honored tradition as a number one hitmaker in the music industry. We want to give radio the best music and service in the business."

Ianello said that upcoming projects for ATLANTIC's Pop Promotion Department include **Bette Midler**, **Winger** and **Jimmy Barnes**. He also said there is a new **Debbie Gibson** project "that features a new, adult Debbie Gibson." Other projects to watch out for, said Ianello, are new releases by **An Emotional Fish** and **Kon Kan**.

GEFFEN (from page 5)

our company, we felt it would be most constructive to encourage them to find a manufacturer/distributor with a greater affinity for the direction of the label."

After last month's announcement by GEFFEN that it would not distribute the Houston-based rap group's album, DEF AMERICAN President **Rick Rubin** said he was "shocked and disturbed by GEFFEN's decision." But earlier this week it was announced that WEA, which earlier agreed to manufacture the Geto Boys disc after GEFFEN's manufacturer, Digital Audio Disc Corp. of Terre Haute, Indiana, refused to press it, will now distribute the Geto Boys LP. WEA's decision has created speculation that it will soon take over manufacturing and distribution of all DEF AMERICAN product.

"I am very pleased that the record will be staying in the WEA family," said Rubin, who credited WEA President **Henry Droz** for allowing distribution of the Geto Boys album despite the lack of a major label affiliation. "This is a quality rap record that I am very proud of, and I am pleased that record buyers will now have a chance to share the excitement."

The album, originally scheduled for August 14 release before the problems arose, was scheduled to be released by WEA September 21.

ENIGMA (from page 5)

"We're calling them E.W.A. for short," Regis told HITMAKERS, his energy and good nature shining through. "It has a nice ring to it, don't you think?"

Since Regis rolled up his sleeves some weeks back and tabbed **Mike Krum** as the new Vice President of Promotion earlier this week, the radio world has turned a hearty thumbs up to Krum's first project: **David Cassidy's** skyrocketing comeback single *Lyin' To Myself*.

"Mike is the best kept promotion secret in the business, and he's taken off like a bolt of lightning," said Regis. "We know his stay is going to be long and prosperous."

In addition to Krum, Regis has named **Rich Schmidt** Director of Marketing and former ELEKTRA exec. **Suki Sir** Director of Sales.

"They're going to make a major difference here as well," Regis stated.

Regis said that the changes at ENIGMA are being made in an effort "to try to scale down and maintain our present momentum."

"Our goal is to be the best mid-sized record company in the business," he added. "With our revamped A&R department and Bill Hein increasing his input in the day to day operations of the company, that prize is now within our grasp."

NARM (from page 5)

"digipac" - that would not interfere with the graphics display, and a reusable plastic holder for the jewel box.

The Ban the Box Coalition has lobbied against the longbox for quite some time, claiming it was an unnecessary addition to the CD jewel box and resulted in additional trash entering the environment. Some say that banning the longbox may be difficult, as it will take a unified effort from the entire music industry to find an acceptable alternative. **Jim Swindel**, VP/GM of VIRGIN Records and one of the first outspoken critics of the longbox, told HITMAKERS he thinks the record companies can come together to find an acceptable alternative to the longbox.

"They came together on the six-by-twelves," said Swindel. "It just happened to be the wrong idea."

NARM's Packaging Committee will reconvene in November to observe the progress in various proposed alternative CD packages, and plans call for a final meeting in January to determine the size of new packaging.

"We are all delighted with the progress made at this meeting," said NARM Executive Vice President **Pam Horovitz**. "The conversion to a new package will not happen overnight, but we are encouraged that we are on the right track."

TYLER COLLINS

"Second Chance"

HITMAKERS CROSSOVER: 34-32

A HITBOUND!

HOT97 (29-26)
 WPLJ (Add)
 PWR106 (32-29)
 KMEL (15-14)
 X100 (27-22)
 WXKS-FM (34-30)
 WLOL-FM (D#35)
 KKFR (#13)
 KKRZ (D#28)
 KXXR (29-25)
 PRO-FM (D#34)
 KISN (31-26)
 Y107 (31-24)
 WDJX (Add)

WNVZ (On)
 KKRZ (On)
 KCPX (On)
 Q106 (On)
 99WGY (39-36)
 K106 (D#40)
 KBOS (34-31)
 KBOZ (36-32)
 KCHX (D#37)
 KFRX (Add)
 KHFI (24-20)
 KHTT (39-36)
 KISR (Add #38)
 KIX106 (D#30)
 KIXY (32-27)
 KKMGM (31-25)
 KPFR (28-24)
 KQMQ (23-20)
 KSKG (D#40)

KSND (Add)
 KTMT (D#38)
 KTUX (Add #39)
 KWIN (37-28)
 KYYY (Add)
 KZBB (D#32)
 KZFM (23-17)
 KZIO (D#36)
 KZOZ (36-32)
 KZZU (38-35)
 WBNQ (D#40)
 WDBR (40-35)
 WFLY (D#30)
 WIFC (D#35)
 WPRR-FM (Add)
 WRCK (D#40)
 WRVQ (D#32)
 Z102 (D#29)
 Z103 (Add)
 and more



BLACK BOX

"Everybody Everybody"

HITMAKERS MAINSTREAM: 25-21

CROSSOVER: 1-1

NATIONAL SINGLE SALES: #8

DAVE SHAKES, PD, B96 - "As hip a sound as Soul II Soul was last year!"

SAM REYNOLDS, MD, WKZL - "This is a sophisticated dance record, and coupled with the band's international appeal, it's perfect if you target an upscale adult female audience!"

WPLJ (7-5)
 Z100 (#4)
 POWER106 (7-6)
 B96 (7-5)
 KMEL (#7)
 X100 (#10)
 EAGLE106 (7-4)
 WIOQ (#9)
 WUSL (6-3)
 WHYT (23-19)
 100.3JAMZ (12-11)
 WXKS-FM (#2)
 WZOU (18-15)
 WPGC (11-8)
 KISS98.5 (6-4)
 KRBE (10-8)
 POWER99 (32-29)

KUBE (D#27)
 KHTK (26-21)
 Z90 (9-8)
 WLOL-FM (9-7)
 WMXP (29-23)
 PWR PIG (15-14)
 KKFR (24-20)
 KS104 (18-15)
 HOT102 (17-15)
 KBEQ (D#33)
 KXXR (6-5)
 KROY (#12)
 KWOD (33-26)
 Q102 (29-26)
 WNVZ (10-9)
 WNCI (21-18)
 B97 (24-19)

KSAQ (Add)
 KTFM (13-10)
 KISN (37-33)
 WKSE (14-13)
 KC101 (D#26)
 WKSS (1-1)
 WTIC-FM (3-1)
 102JAMZ (11-10)
 XL106.7 (Add)
 98PXY (D#29)
 Y107 (22-19)
 KJ103 (Add)
 WGTZ (D#30)
 WDJX (D#29)
 WKSI (Add #25)
 WKZL (D#30)
 CKOI (27-23) & more



on your desk now...

STEVIE B

"Because I Love You (The Postman Song)"

LMR Records

Early Believers...

KLUC
 KKLQ
 WZOU
 KKFR

WPRO
 KMEL
 and more!



Records, Cassette, Compact Discs



ROCK RADIO

LW-TW

- 4-1 **SLAUGHTER** "Fly To The Angels" (CHRYSALIS)
- 6-2 **INXS** "Suicide Blonde" (ATLANTIC)
- 1-3 **BAD COMPANY** "Boys Cry Tough" (ATCO)
- 7-4 **ASIA** "Days Like These" (Geffen)
- 3-5 **WINGER** "Can't Get Enough" (ATLANTIC)
- NEW-6 **AC/DC** "Thunderstruck" (ATCO)
- 8-7 **RATT** "Lovin' You's A Dirty Job" (ATLANTIC)
- 9-8 **LIVING COLOUR** "Type" (EPIC)
- 11-9 **WARRANT** "Cherry Pie" (COLUMBIA)
- 2-10 **GENE LOVES JEZEBEL** "Jealous" (Geffen)
- 15-11 **R. WATERS / B. ADAMS** "Young Lust" (MERC)
- 14-12 **BRUCE HORNSBY** "A Night On The Town" (RCA)
- 22-13 **NEIL YOUNG &...** "Mansion On The Hill" (REP)
- 16-14 **JEFF HEALEY** "While My Guitar..." (ARISTA)
- 19-15 **DON DOKKEN** "Mirror Mirror" (Geffen)
- 5-16 **VIXEN** "How Much Love" (EMI)
- 20-17 **ERIC JOHNSON** "Cliffs Of Dover" (CAPITOL)
- NEW-18 **STYX** "Love Is The Ritual" (A&M)
- 24-19 **DAMN YANKEES** "High Enough" (WB)
- NEW-20 **VAUGHAN BROTHERS** "Tick Tock" (EPIC)
- 23-21 **HOUSE OF LORDS** "Can't Find My Way..." (RCA)
- 10-22 **NELSON** "Love And Affection" (DGC)
- 26-23 **QUEENSRYCHE** "Empire" (EMI)
- 25-24 **HEART** "Tall Dark Handsome" (CAPITOL)
- 27-25 **ROBERT CRAY** "The Forecast..." (MERCURY)
- 28-26 **TOMMY CONWELL &...** "I'm Seventeen" (COL)
- 17-27 **MOTLEY CRUE** "Same Ol' Situation" (ELEKTRA)
- 21-28 **COMPANY OF WOLVES** "Hangin' By A..." (MERC)
- 30-29 **TOY MATINEE** "Last Plane Out" (REPRISE)
- 34-30 **TRIXTER** "Give It To Me Good" (MCA)
- 13-31 **GUNS N' ROSES** "Civil War" (WB)
- 35-32 **ALLMAN BROS. BAND** "Seven Turns" (EPIC)
- 29-33 **DAVID BAERWALD** "Dance" (A&M)
- 38-34 **GARY MOORE** "Still Got The Blues" (CHARISMA)
- 37-35 **LOVE/HATE** "Why Do You Think They..." (COL)
- 44-36 **STEVE VAI** "I Would Love To" (RELATIVITY)
- NEW-37 **JOHNNY VAN ZANT** "Hearts Are Gonna..." (ATL)
- 12-38 **REO SPEEDWAGON** "Live It Up" (EPIC)
- 40-39 **LOS LOBOS** "Down On The Riverbed" (WB)
- 41-40 **LITTLE CAESER** "From The Start" (DGC)
- 18-41 **JON BON JOVI** "Blaze Of Glory" (MERCURY)
- 32-42 **POISON** "Unskinny Bop" (ENIGMA/CAPITOL)
- 49-43 **ANTHRAX** "Got The Time" (MEGA/ISLAND)
- 31-44 **JOHNNY VAN ZANT** "Brickyard Road" (ATLANTIC)
- 47-45 **BLUE TEARS** "Rockin' With The Radio" (MCA)
- 50-46 **CHEAP TRICK** "Back 'N Blue" (EPIC)
- 39-47 **BILLY IDOL** "L.A. Woman" (CHRYSALIS)
- NEW-48 **BOB DYLAN** "Unbelievable" (COLUMBIA)
- NEW-49 **BATON ROUGE** "There Was A Time" (ATL)
- 33-50 **COLIN JAMES** "Just Came Back" (VIRGIN)

CHART EXTRAS

- THE CURE** "Never Enough" (ELEKTRA)
- COLIN JAMES** "Keep On Rocking Me..." (VIRGIN)
- BLACKFOOT** "Doin' My Job" (NALLI)

MOST ADDED

- AC/DC
- STYX
- VAUGHAN BROTHERS
- BOB DYLAN
- THE CURE
- COLIN JAMES
- THE CALL
- REPLACEMENTS
- FAITH NO MORE
- WINGER

MOST REQUESTED

- RATT
- AC/DC
- WARRANT
- QUEENSRYCHE
- SLAUGHTER
- ERIC JOHNSON
- INXS
- GARY MOORE
- ANTHRAX
- BATON ROUGE

CRUSADES

EVERY MOTHER'S NIGHTMARE "Love Can Make You Blind" (ARISTA)

Give Greg Mull credit for this one. He popped it a couple months back and has had incredible results with big phones and a top-10 auditorium test. It's one of the smoothest, non-wimpy ballads on the planet.

FAITH NO MORE "Falling To Pieces" (SLASH/REPRISE)

Now that they're in demand, why bother waiting this time around? It's as funky, fun and hooky as the last, with a more mainstream feel. KUPD, WAZU, KISW, WHTQ, and WLRS give 'em major support early.

THE CURE "Never Enough" (ELEKTRA)

A great guitar record from a very hip band, and you oughta see the video! The early action is big with WNEW, KLBK, WBCN, KUPD, KISW, KRXQ, WTPA and KDJK among those already joining the party.

BATON ROUGE "There Was A Time" (ATLANTIC)

Here comes another quick reaction record with a great hook from these guys, and once again it should hit big with both men and women. WDVE, KRXQ, WLRS, WLZR and WAZU lead the early charge.

CRY WOLF "Face Down In The Wishing Well" (IRS)

Like many of the most successful acts in their genre, these gents have a fresh, different feel with a bit of that bluesy touch that 18-34s seem to love. The hook completes the package on this record.

Steve Hoffman

MOTTLA 1 BLOOM O...

...and other fascinating things that went down at the NAB Radio '90 Convention.

Highlight of the AOR panel was definitely the following exchange between panelist and WIYY/Baltimore PD **Russ Mottla** and WYSP/Philly PD **Andy Bloom**:

Bloom: "I find your attitudes about Arbitron and new music to be very entertaining and refreshing. Obviously, you are a very creative genius. Is there anything I can do to use my influence to help you get the Operations Manager job at WMMR that's currently available? I'd like to do that."

Mottla: "Thank you so much. I just want everyone to know that Andy Bloom grew up across the street from me when we were twelve years old, and through something in the water there, Andy was a little shit then, and he's a little shit now."

Both programmers then retired to their separate corners in search of automatic weapons.

Possibly the hottest commodity at the convention was **Gabe "Babe" Baptiste**, who is seemingly being chased by everyone but the kitchen sink. One continues to get the impression that he won't be available much longer.

Hottest spot of the convention was the 2nd floor bar at the Marriott. If all the PDs in that bar were laid end to end, which many of them were by 2AM, they would have spanned the distance from Boston to Jupiter. The creative juices were certainly flowing.

One could also feel the romance in the air as WAZU/Dayton PD **Lisa Lyons** met her pre-teen heartthrob - **David Cassidy**. Look for the sordid photos in next week's issue of the Enquirer.

Most common jokes told by Marconi Award presenters centered around the death (and desirable burial at sea) of Rock40. We're looking forward to the call we're about to get from John Gorman. The Loop took AOR station of the year honors.

Four out of the five AOR panelists came from **HITMAKERS** reporters. The panel was composed of WNEW PD **Dave Logan** (the moderator), KLBJ PD **Jeff Carrol**, WIYY PD **Russ Mottla**, KDJK PD **Mark Davis** and WRFX GM (and former PD) **Jack Daniel**. As these things go, it was an interesting go-round.

Upper, Lower and Rear Ends

The panel started off with a discussion on the target demographics of the format. Jeff Carrol noted, "Obviously AOR is an 18-34 format right now, and our primary is 25-34. To the same extent, I feel we need to be looking at the up and coming people as well, and remain diversified enough that we can capture some of those people and bring them along with us. Diversifying the music, and playing some of the new music is important."

Paying heed to his station's library-leaning approach, Jack Daniel countered that, "The baby boomers are now getting older. We are #1 Men 25-54, and we are constantly looking for ways to keep aging with the audience. There's a term that programmers are going to have to learn how to use, and that term is full service. As our audience ages and grows older, they have needs that you should address."

Arguing that Rock Radio could be much more broad based, Russ Mottla asserted, "Our target isn't

demographic; our target is listeners who prefer rock & roll music, and I think that's an important first step towards Rock Radio returning to its dominance as a format. The composition of AOR does now start at 12 and it goes up into the mid-40s. We're targeting people through a clustering technique of research."

That led to Jack making the following delineation between varying strains of AOR, "From my perspective, we're talking about three kinds of radio stations. You've got mainstream AORs that are current-intensive. You've got classic-based AORs, and the pure classic stations that play no currents."

Personality & Nights

As the focus shifted toward the lower end of the demographic spectrum, Russ contends that, "We've abandoned 18-24s. We don't, as a format, program to them any more. We don't keep people marching into our window. We're trying to follow the demographic, instead of saying this is our window and serve the people marching in."

These days, it seems that any discussion of 18-24s or nights inevitably leads to KLOL's Outlaw Radio, which PD **Ken Anthony** explains, "From 6 AM to 7PM, we have a lot of high-profile personalities that help bring upper demos to the radio station. At night, there just isn't that much available audience in those demos. My biggest concern about Outlaw Radio was that the core would turn on their radios at night and hear a different radio station they couldn't relate to. We designed it to be an extension of the attitude rock & roll is supposed to display at any time. We're not really talking about a demographic, rock & roll is a psychographic."

Addressing the mass appeal capabilities of a personality-oriented attack, Russ said "Demographically, we're composed of 52% 25+. You can keep upper demos through the interesting values of the radio station. People listen to AOR to stay hip, whether they know every tune or not. If you inject a lot of excitement into the format, and become the rebels that this format built its heritage on, you can go a long way with the upper demos."

Asked if he were almost programming two different stations, Ken responded, "In very many elements, that's exactly it. It almost becomes a testing ground at times for music we may move into other dayparts." Russ Mottla added, "The element that holds 98Rock together is the attitude. It's the exact same attitude during the day. We're always the station that doesn't suck. The attitude runs from day to night."

Airstaff Management

Dave Logan, posed an interesting question to Russ, asking, "When you came in to WIYY, you were obviously taking a different approach than the previous Program Director. How did you involve the staff in your vision and incorporate their input into what you've put on the air?"

Russ' reply? "We share everything with the jocks, including research. I think it's important that they know as much about the plan of the radio station as I do. When you can involve jocks that deeply in the station, there's pride of ownership there, and they execute better on the air than anything I can put in a memo, or colored dots on a piece of paper."

When talk turned to the subject of air talent, the first to speak was Mark Davis whose morning man, **Beaver Brown**, had just won Billboard's small-market personality of the year award. According to

Mark, "Basically, I just give them a long leash. That's about all you can do. If you've got somebody who's creative working for you, you've got to let them use their creativity; you can't stifle them."

Turning to the topic of coaching personalities, Russ Mottla maintains, "If you're going to do personality radio, you have to encourage talent to find the things within themselves that make them what they are, and exploit that on the air. You can't fake your way through personality."

Discussing his hire of **Bob Rivers** away from WIYY, KISW/Seattle PD **Steve Young** remarked, "Coming from Baltimore, Bob naturally brought certain Baltimoreisms. To capitalize on his natural talent, we had to tailor him to our marketplace. We spent three or four months shaking the show down to the point where Bob is now regarded as a Seattleite. If you're not prepared to give your morning show two years to really gain the trust of the community, then you're really cheating yourself and your listeners."

Hot Buttons And Cold Chillin' Spots

When Dave Logan turned the talk toward programmers' hot buttons and things they don't like, Mark Davis opined, "I'm real touchy about sales-oriented promotions that do absolutely nothing for the listeners. When you sacrifice the sound of your station during a time period, you're selling out for a quick buck, and it's going to cost you more in the long run. While our competition is out at the Wiener Hut, we're out there rocking and winning."

That led to the inevitable discussion of rap spots on Rock Radio. KSHE PD **Rick Balis** believes, "We're the cause for these spots continually coming up. Not enough programmers have been making issue of it to get the message to these agency and creative people who insist of M.C. Hammer spots on AOR. If we're all concerned about not playing certain product that is not appropriate to our audience, why run these spots on the radio? It's time to go back to the advertisers and ask if they'd expect an AC/DC spot to run on a country station. If you expect to reach our listeners and sell your product, don't turn them off."

Arguing for a case-by-case approach, KLOS PD **Carey Curelop** asserts, "The audience is used to the fact that we make a living by selling advertising. Why make an issue of something unless it's grossly inappropriate for your station? We turned down a \$185,000 ad for L.A. Gear because you could not tell the difference between that advertisement and a rap song. There was no announcer in it, or anything to identify it as a commercial. With Taco Bell, I know it's a commercial because there's a guy who comes on and tries to sell me tacos. Why make a big deal about it, because I don't think your audience does."

Continuing on the theme of audience awareness, Russ claims, "I don't think we give listeners enough credit for being able to distinguish between a spot break and music. These ads are usually pervasive in the marketplace. You see them on TV, on every radio station, and the fact that we air them only makes us part of a sociological trend."

With time running short, panelists were asked for parting shots. Jeff Carrol wrapped things up asking, "I wonder at what point we're going to abandon this baby boomer ride and start focusing on the echo-boomers, the group that's coming behind them." With that, the room seemed to clear without a single complaint that these things never accomplish anything or that they were bored to tears.

ALTERNATIVE

ALBUM

- LW-TW
- 1-1 **INXS "X" (ATLANTIC)**
 - 2-2 **JANE'S ADDICTION "Ritual De Lo Habitual" (WB)**
 - 10-3 **THE CURE "Mixed Up" (ELEKTRA)**
 - 6-4 **SOUPDRAGONS "Mother Earth" (POLYGRAM)**
 - 5-5 **LIVING COLOUR "Time's Up" (EPIC)**
 - 3-6 **CHARLATANS "The Only One I Know" (BEGG/RCA)**
 - 7-7 **HEARTTHROBS "Cleopatra Grip" (ELEKTRA)**
 - 4-8 **IGGY POP "Brick By Brick" (VIRGIN)**
 - 15-9 **d.n.a. w/ SUZANNE VEGA "Tom's Diner" (A&M)**
 - 8-10 **PIXIES "Bossanova" (ELEKTRA)**
 - 12-11 **BOB MOULD "Black Sheets Of Rain" (VIRGIN)**
 - 13-12 **SOCIAL DISTORTION "Social Distortion" (EPIC)**
 - 22-13 **COCTEAU TWINS "Heaven Or Las Vegas" (CAPITOL)**
 - 16-14 **SOHO "Hippychick" (ATCO)**
 - 9-15 **DURAN DURAN "Liberty" (CAPITOL)**
 - 18-16 **CONCRETE BLONDE "Bloodletting" (IRS)**
 - 24-17 **PET SHOP BOYS "Behavior" (EMI)**
 - 19-18 **JELLYFISH "Bellybutton" (CHARISMA)**
 - 14-19 **DEPECHE MODE "Violator" (SIRE/REPRISE)**
 - NEW-20 **REPLACEMENTS "All Shook Down" (SIRE/REPRISE)**
 - 21-21 **AZTEC CAMERA "Stray" (REPRISE)**
 - 11-22 **STONE ROSES "One Love 12" (IMPORT)**
 - 25-23 **HUMAN LEAGUE "Heart Like A Wheel" (A&M)**
 - 27-24 **WIRETRAIN "Wire Train" (MCA)**
 - 26-25 **BOB GELDOF "Vegetarians Of Love" (ATLANTIC)**
 - 28-26 **HOTHOUSE FLOWERS "Home" (LONDON/POLYDOR)**
 - 17-27 **GENE LOVES JEZEBEL "Kiss Of Life" (GEFFEN)**
 - 29-28 **PUMP UP THE VOLUME "Soundtrack" (MCA)**
 - 35-29 **SOUL ASYLUM "...And The Horse They..." (A&M)**
 - 31-30 **CAVEDOGS "Joy Rides For Shut-Ins" (ENIGMA)**
 - 32-31 **LOS LOBOS "The Neighborhood" (WB)**
 - 46-32 **DARLING BUDS "Crawdaddy" (COLUMBIA)**
 - 23-33 **WORLD PARTY "Goodbye Jumbo" (CHRYSALIS)**
 - 34-34 **WAS (NOT WAS) "Are You Okay?" (CHRYSALIS)**
 - 37-35 **TOO MUCH JOY "Son of Sam I Am" (GIANT)**
 - 33-36 **SOMETHING HAPPENS "Stuck Together..." (CHAR)**
 - NEW-37 **MOJO NIXON "Otis" (ENIGMA)**
 - 40-38 **THE SUNDAYS "Reading, Writing..." (DGC)**
 - 43-39 **JESUS JONES "Liquidizer" (SBK)**
 - NEW-40 **POSIES "Golden Blunders" (DGC)**
 - 41-41 **PRETENDERS "Packed!" (SIRE/WB)**
 - 47-42 **ORIGIN "The Origin" (VIRGIN)**
 - NEW-43 **AN EMOTIONAL FISH "Celebrate" (ATLANTIC)**
 - 36-44 **DREAD ZEPPELIN "Un-Led-Ed" (I.R.S.)**
 - 38-45 **SONIC YOUTH "Goo" (DGC)**
 - 50-46 **ANTHRAX "Persistence Of Time" (MEGA/ISLAND)**
 - NEW-47 **ULTRA VIVID SCENE "Joy: 1967-1990"(4AD/COL)**
 - 44-48 **DAVID J. "Songs From Another Season" (BEGG/RCA)**
 - NEW-49 **LEMONHEADS "Lovely" (ATLANTIC)**
 - 42-50 **REAL LIFE "Lifetime" (CURB)**

TRACKS

- SUICIDE
- STOP
- NEVER ENOUGH
- I'M FREE
- TYPE
- THE ONLY ONE
- DREAMTIME
- CANDY
- TOM'S DINER
- VELOURIA
- IT'S TOO LATE
- RING OF FIRE
- ICEBLINK LUCK
- HIPPYCHICK
- VIOLENCE
- CAROLINE
- SO HARD
- THE KING IS
- WORLD IN MY
- MERRY GO
- GOOD MORNING
- ONE LOVE
- HEART LIKE
- SHOULD SHE
- LOVE OR
- MOVIES
- TANGLED UP IN
- EVERYBODY
- SPINNIN'
- LEAVE ME
- RIVERBED
- CRYSTAL CLEAR
- MESSAGE IN
- JAMES BROWN
- THAT'S A LIE
- WHAT NOW
- DON HENLEY
- CAN'T BE SURE
- NEVER ENOUGH
- GOLDEN
- SENSE OF
- SET SAILS
- CELEBRATE
- HEARTBREAKER
- KOOL THING
- GOT THE TIME
- SPECIAL ONE
- FINGERS
- HALF
- GOD TONIGHT
- BEEN CAUGHT
- MOTHER
- ELVIS IS DEAD
- I WONDER WHY
- HOME
- DIG FOR FIRE
- BALL & CHAIN
- WATCHLAR
- IMPRESSION
- JOEY
- THAT IS WHY
- POLICY
- ALL SHOOK
- GET OUT
- I CAN SEE
- JEALOUS
- GULLIBLES
- GEORGIA SLOP
- PAPA WAS A
- HELLO HELLO
- I WON
- MOUNTAINS
- DOWNTOWN
- GROWING OLD
- DISSAPPEAR
- CHAUFFER
- KISS
- TIME'S UP
- TRANCE
- WILD
- HANG WIRE
- STORY
- BLOODLETTING
- HALO
- SCENE
- WALK AWAY
- SOMEONE
- WHAT'S
- CANDLE

MOST REQUESTED

THE CURE
DNA w/ SUZANNE VEGA
JANE'S ADDICTION
ANTHRAX / SOHO / INXS

MOST ADDED

REPLACEMENTS
PREFAB SPROUT
INSPIRAL CARPETS
LILAC TIMES / AN EMOTIONAL FISH

Steve Hoffman

CONVENTION FALLOUT AND MORE

So how do you like the Modern Music handle? We'll headline the column with a couple more cute names in the next couple weeks, and then, in purely democratic fashion, we'll take your input over the phone and decide what the hell to call this column. If no definitive answer is reached, we'll throw darts at our Dan Quayle Memorial Dartboard.

Okay, so here's the lowdown on the WHTG situation. MD **Chopper** has been let go after six years with the station after pantsing **Elliott Alzomora** during his last airshift with their AM station. In the wake of all that, PD **Rich Robinson**, a seven-year staffer, has been told to look for work due to "communication problems" with station ownership, although he is staying on indefinitely. He's leaning toward a label gig, while Chopper is open to most anything. (That sounds kinda weird, don't it?) You can reach Rich at the station until further notice. Chopper is at (201) 566-6676. In the wake of all this, speculation about WHTG's future is running rampant.

As far as NAB '90 goes, it didn't really, as far as this format goes. We did get an impressive presentation from WOXY's **Phil Manning** on the Modern format he's interested in marketing. **Renee Blake** was out shopping the sales network concept and getting nibbles. WFNX is getting hip new studios and sounds fantastic. In the haze of convention week, we thought we'd come up with a real original concept and run sample hours from a bunch of neat radio stations so you can see what they sound like in different dayparts. If they prove interesting, we can do more.

Oh, and one other thing - If there's an issue or three you'd like to see addressed in these here pages, call us! When you're trying to stay on the cutting edge of what's happening, without all those nasty fluff pieces, you need all the input (read help) you can get. And believe me, we're pretty helpless here.

WHFS/Washington-Baltimore

AM Drive

Inxs	New Sensation
Los Lobos	Set Me Free
Lowen/Navarro	Walking On A Wire
Kinks	Sleepwalker
Steve Earle	Promise You Anything
Joe Jackson	Breaking Us In Two
O-Positive	Imagine That
Peter Gabriel	In Your Eyes
Lou Reed	Sally Can't Dance

Midday

R.E.M.	Orange Crush
David Baerwald	Dance
David Bowie	Tonight
Bob Geldof	Love Or Something
Sundays	Here's Where The...
Tom Petty	The Waiting
Crash Vegas	Sky
Police	So Lonely
Buckwheat Zydeco	Route 66
Pretenders	Stop Your Sobbing
Rolling Stones	Terrifying

PM Drive

Fine Young Cann...	Suspicious Minds
Pretenders	Thin Line Between
Dreams So Real	Stand Tall
Lone Justice	Ways To Be Wicked
Jeff Lynne	Every Little Thing
Roxy Music	Angel Eyes
Lowen/Navarro	Walking On A Wire
Depeche Mode	Route 66
Willi Jones	Love Me Up

U2
Little Feat

Night

World Party
Elvis Costello
The Call
Midge Ure
The Clash
Human League
Pretenders
Dream Command
Squeeze
Inxs
B-52s
Robyn Hitchcock
KDGE/Dallas
AM Drive
Sinead O'Connor
Soupdragons
David Bowie
Posies
Church
Bryan Ferry
The Cure
The Call
Stone Roses
Tubes

Midday

Inxs
Boomtown Rats
Jesus Jones
Smithereens
Clash
Iggy Pop
Wildflowers
Fixx
Heartthrobs
Joe Jackson
Flock Of Seagulls
Midnight Oil
Gene Loves Jezebel
The Cure

PM Drive

Elvis Costello
Railway Children
Soho
X
The Cure
Joe Jackson
Real Life
Too Much Joy
Crowded House
Waitresses
Wild Swans
Primitives
Gene Loves Jezebel
R.E.M.

Night

Wild Swans
Madness
Bat Mastersons
OMD
Boris Grebenshikov
Inxs
Bob Marley
Sonic Youth
Fine Young Cann...
Katydid
Lene Lovich
Duran Duran
Posies
Roxxy Music

Desire
Rad Gumbo

Way Down Now
Less Than Zero
What's Happened...
Dear God
Clampdown
Heart Like A Wheel
Tattooed Love Boys
Celestine
Black Coffee In Bed
Suicide Blonde
Dance This Mess...
Ghost In You

Mandinka
I'm Free
Let's Dance
Golden Blunder
Metropolis
Don't Stop The Dance
Never Enough
I Still Believe
One Love
She's A Beauty

Suicide Blonde
I Don't Like Mondays
Never Enough
Behind The Wall Of Sleep
Train In Vain
Candy
This Feeling's Gone
Stand Or Fall
Dream Time
Right And Wrong
Space Age Love Song
Blue Sky Mine
Walk Away
Lovesong

Accidents Will Happen
Every Beat Of The Heart
Hippychick
Wild Thing
Never Enough
Cancer
God Tonight
That's A Lie
Don't Dream It's Over
I Know What Boys Like
Melting Blue Delicious
Secrets
Walk Away
Pop Song '89

Melting Blue Delicious
Our House
Wishing Well
If You Leave
Radio Silence
Suicide Blonde
Get Up Stand Up
Kool Thing
She Drives Me Crazy
Heavy Weather Traffic
Lucky Number
Violence Of Summer
Golden Blunder
Love Is The Drug

WFNX/Boston

Midday

Hothouse Flowers
R.E.M.
Sundays
Split Enz
Pretenders
Inxs
Del Amitri
Wall Of Voodoo
Depeche Mode
Talking Heads
Lava Hay
Police

Night

Darling Buds
The Smiths
Bob Mould
Lloyd Cole
Aztec Camera
World Party
Romeo Void
Julee Cruise
Cavedogs
Thompson Twins
DNA w/Vega

WKXL/Concord

Midday

Hothouse Flowers
Concrete Blonde
Bob Mould
Mission Of Burma
Toy Matinee
Blind Owl
Elvis Costello
Way Moves
Tubes
Soho
TMB Giants
Cavedogs
Cock Robin
Lemonheads
Lloyd Cole

Night

Concrete Blonde
Psych. Furs
Inxs
Revenge
Los Lobos
Eurythmics
Cocteau Twins
New Order
Heartthrobs
Steve Earle
Wire Train
Fixx

Movies
Orange Crush
A Certain Someone
I Got You
Downtown Akron
Love Is What I Say
Stone Cold Sober
Mexican Radio
Policy Of Truth
Wild Wild Life
Baby
Synchronicity II

Crystal Clear
How Soon Is Now
It's Too Late
Lost Weekend
Good Morning Britain
Ship Of Fools
Never Say Never
Rockin' Back Inside...
Leave Me Alone
In The Name Of Love
Tom's Diner

Movies
Joey
It's Too Late
Laugh The World Away
Last Plane Out
Hymn For 84
The Blue Chair
Revel
Sushi Girl
Hippychick
Birdhouse In Your Soul
Leave Me Alone
Manzanar
Half The Time
No Blue Skies

Caroline
The Ghost In You
Suicide Blonde
Slave
Down On The Riverbed
Give You A Mirror
Iceblink Luck
Round & Round
Dreamtime
Promise You Anything
Should She Cry
Red Skies



At long last, the KJQ Milk Beast has come to life! Introducing the Beast to the KJQ faithful was Utah Governor Norm Bangerter. Free dairy products and a general feeling of love were plentiful as the bovine demi-God debuted.

IMPORT CHART

COMPILED FROM THE HOTTEST, CUTTING EDGE IMPORT STORE CHARTS FROM ACROSS THE COUNTRY

LW-TW

- 1-1 **PAT & MICK** "Use It Up And Wear It Out" (PWL)
- 3-2 * **d.n.a. F/SUZANNE VEGA** "Tom's Diner" (A&M)
- 16-3 **BANANARAMA** "Only Your Love" (LONDON)
- 19-4 **DISH & TELL** "House Of Venus" (GO BANG! - U.K.)
- 29-5 **SHUT UP & DANCE** "Lamborghini" (SHUT UP...)
- 10-6 * **MONIE LOVE** "Monie In The Middle" (COOLTEMPO)
- 22-7 **FRAZOR CHORUS** "Nothing" (VIRGIN)
- 2-8 **L.F.O.** "L.F.O." (WARP)
- 4-9 **JAM ON THE MUTHA** "Hotel California" (W.A.U.)
- NEW-10 * **S-EXPRESS** "Nothing To Lose" (RHYTHM KING)
- 12-11 * **SOHO** "Hippychick" (S&M/SAVAGE)
- 5-12 **CABARET VOLTAIRE** "Easy Life/Fluid..." (PARL/EMI)
- 31-13 **MC CROWN** "Situation 90" (FLIM FLAM)
- NEW-14 **PARIS ANGELS** "All On You" (SHEERJOY - U.K.)
- 36-15 **MIDNIGHT SHIFT** "California Dreaming" (PRINC)
- 8-16 **TRICKY DISCO** "Tricky Disco" (WARP)
- 48-17 **OFF-SHORE** "I Can't Take The Power" (CBS - GER)
- NEW-18 **PRECIOUS RED** "Think" (CHAMPION)
- 50-19 * **ROZLYNE CLARKE** "Eddy Steady Go" (ATLANTIC)
- 21-20 **BLUE TATTOO** "Love Can Do" (X-ENERGY)
- 11-21 **DOUBLE DEE F/ DANNY** "Found Love" (EPIC)
- 6-22 **THE DEFF BOYS** "Swing (Remixes)" (ZYX)
- 26-23 * **DEEE-LITE** "What Is Love/Groove..." (ELEKTRA)
- 15-24 **EURHYTHMICS** "Sweet Dreams (Nightmare...)" (RCA)
- 7-25 **PETRA & CO** "Just Let Go" (BCM)
- 9-26 **CHYPNOTIC** "Nothing Compares 2 U" (COCONUT)
- 17-27 **CLAUDIA BRUCKEN** "Absolute" (ZTT - U.K.)
- NEW-28 **THE FARM** "Groovy..." (PRODUCE)
- 37-29 **ESKIMOS & EGYPT** "Power Of G&R" (WHITELABEL)
- 7-30 * **HUMAN LEAGUE** "Heart Like A Wheel" (A&M)
- NEW-31 **SHAMEN** "Progen" (ONE INDIAN)
- 43-32 **2 TUFF** "Slow Down" (ZYX)
- NEW-33 **LONNIE GORDON** "Beyond Your Wildest..." (PWL)
- NEW-34 **K.L.F.** "What Time Is Love 1990 Remix" (KLF)
- 14-35 **THE B-SIDES** "Volume 3" (MUSIC MAN)
- NEW-36 **ANITA WARD** "Ring My Bell..." (FREESTYLE - U.K.)
- 18-37 **TECHNOTRONIC** "Rockin' Over The Beat" (SBK)
- NEW-38 **POWERBASS** "I'm The Law" (PRINCIPAL)
- 28-39 **MC WILDSKI** "Warrior" (ARISTA/BMG)
- 44-40 **HIP ON ICE** "Sweet Dreams" (POLYDOR/GERM)
- NEW-41 * **AZTEC CAMERA** "Stray" (SIRE/REPRISE)
- NEW-42 * **BETTY BOO** "Where Are You..." (RHYTHM KING)
- 24-43 * **BLACK BOX** "Don't Know Anybody Else" (RCA)
- 45-44 **LEE MARROW** "Do U Want Me" (DISCOMAGIC)
- 33-45 **THE ORB** "A Huge, Evergrow..." (W.A.U.-BIG LIFE)
- NEW-46 **GTO** "Pure" (GO BANG)
- 23-47 **NILLA BACKMAN** "Even If You Say" (DOWNTOWN)
- 20-48 **OBSESSION** "Love Insurance" (ALMIGHTY)
- NEW-49 **CABARET VOLTAIRE** "Hypnotic..." (PARLAPHONE)
- NEW-50 **DIGITAL VAMP** "You Can take..." (NEW BEAT)

BRAND X • New York ♦ D.J. Money Penny & D.J. Damon Wild 212 431-4360
ON THE MONEY:

THE B.SIDES VOL. 3 (Remixes) (MUSICMAN - BELGIUM)

Y.B.U. "Keep It Up" (SSR - BELGIUM)

N-JOI "State Of Mind" EP (DE/CONSTRUCTION - U.K.)

KID PAUL "Energy-52" (WEA - U.K.)

MIKE HITMAN WILSON "Another Sleepless Night" (ARISTA - U.K.)

TALKIN' IMPORTS...

S-EXPRESS takes off like a *ROCKET* this week with the jammin'-single *Nothing*. Everyone who's ANYONE is talking this tune up BIGTIME. Look for domestic vinyl to be released on WARNER BROS... Another big mover 'n shaker is **PARIS ANGELS** *All On You*. Top 15 already!

PAT & MICK continue to ride the top with their **MONSTER** single. By the way, all proceeds for this tune by these two British DeeJays go straight to a charity for homeless kids...and it's selling up a storm! Also **HUGE**, in Boston especially, is **LONNIE GORDON** *Beyond Your Wildest Dreams* - selling a ton! Listen up A&R departments! Bravo to WARNER BROS for picking up the WARP label in the U.K. Expect all those delightful imports to gain more recognition in the states now! The *BUZZ* is building something **FIERCE** on **DOUBLE DEE** featuring **DANNY**... hot in the clubs

REPORTERS - HOT BREAKOUTS

NEW YORK
DECADANCE • New York ♦ Dennis Wakil (212) 691-1013 • **TURNTABLE HYPE**, **KID PAUL**, **AVALANCHE**, **CAROL JIANI**, **DICK**,

DOWNTOWN RECORDS • New York ♦ Ralph Soler (212) 924-5791 • **FROZEN LIST**,

VINYL MANIA • New York ♦ Richie Grappone/Jay (212) 633-6923 • **BE-NOIR**, **CARLTON**, **MONIQUE**, **ORIGINAL QUICK**, **SNAP5**,

LOS ANGELES
PRIME CUTS • West Hollywood ♦ Aaron Willems (213) 654-8251 • **BASSOMATIC**, **HAVOC**, **THE SUPREMES**, **YELL**,

STREET SOUNDS • Los Angeles ♦ Stephen (213) 651-0630 • **MC WILDSKI**, **MIDNIGHT SHIFT**, **THE AGE OF LOVE**, **THE FARM**,

CHICAGO
D.J. INTERNATIONAL • Chicago ♦ Benji Espinoza (708) 863-5558 • **THE B-SIDES**, **BLUE TATTOO**, **DISH & TELL**, **DOUBLE DEE F/ DANNY**, **LEE MARROW**,

GRAMAPHONE RECORDS • Chicago ♦ Andy Moy (312) 472-3683 • **STING**,

IMPORTS ETC • Chicago ♦ Fred Hans (312) 922-5151 • **FROZEN LIST**,

SAN FRANCISCO
BUTCH WAX • San Francisco ♦ Greg (415) 431-0904 • **DIANA BROWN**, **FRAZOR CHORUS**, **HUMAN LEAGUE**, **OFF-SHORE**, **SOHO**,

SOUL DISCO • San Francisco ♦ Bob Griffith (40 Reporters) (415) 431-1758 • **BETTY BOO**, **J. JACKSON**, **MC HAMMER**, **SEDUCTION**, **SNAP**,

STAR RECORDS • San Francisco ♦ Christi (415) 552-3017 • **BBG**, **COOL DOWN ZONE**, **MARTAY 'N' DBM**, **STAX**,

PHILADELPHIA
SOUND OF MARKET • Philadelphia ♦ Dwayne Budd (215) 925-3150 • **PAT 'N' MICK**, **MONIE LOVE**, **J. JACKSON**, **d.n.a. F/ S. VEGA**,

DETROIT
BUY RITE MUSIC • Detroit ♦ Jeffrey Woodard (313) 864-0219 • **BELL BIV DEVOE**, **JANET JACKSON**,

OFF THE RECORD • Royal Oak ♦ Lee Rosenbloom (313) 398-4436 • **INXS**, **JESUS**

LOVES YOU, **MC WILDSKI**, **THE HEART THROBS**, **WORLD PARTY**,

DALLAS
AUTOBAHN • Dallas ♦ Jeff Payne (800) 922-4674 • **CLAUDIA PHILLIPS**, **RUTH CAMPBELL**, **SINITTA**, **TOM CARRABA**, **YELL**,

OAKLAWN • Dallas ♦ David Hilzendager (214) 521-0350 • **CLAUDIA BRUCKEN**, **S-EXPRESS**, **THE SHAMEN**, **TURNTABLE HYPE**,

VVV • Dallas ♦ Neil Caldwell (214) 522-3470 • **808 STATE**, **COCTEAU TURNS**, **HILT**, **JANE'S ADDICTION**, **THRILL KILL CULT**,

BOSTON
DANCE MUSIC PLUS • Boston ♦ Jerry Warren (617) 567-5200 • **DIGITAL VAMP**, **JAM ON THE MUTHA**, **PAT & MICK**, **ROZLYNE CLARKE**, **WESBAM**,

VINYL CONNECTION • Boston ♦ Carol Mitro (617) 536-2560 • **AVALLANDRE**, **PET SHOP BOYS**, **S-EXPRESS**, **YELL**,

WASHINGTON D.C.
D.J. OUTLET • Baltimore ♦ Marc Henry (301) 276-6233 • **BLACK BOX**, **PRECIOUS RED**, **SHADES OF BLACK**, **SHUT UP & DANCE**, **SMILEY & P.J.**,

12 INCH DANCE RECORDS • Washington ♦ Alice (202) 659-2010 • **S-EXPRESS**, **TURNTABLE HYPE**, **YELL**,

METRO STEREO • Baltimore ♦ Simon (301) 669-0503 • **MIKE DENN**, **CHILL**, **DA POSSE**, **DE RUVO**,

HOUSTON
MEGAZONE • Houston ♦ Joseph Tranvan (713) 520-1603 • **LYNDA LAW**, **MC WILDSKI**, **SHAMEN**, **THE BOG**, **ULTRA VIVID SCENE**,

RECORD RACK • Houston ♦ Bruce Godwin (713) 524-3602 • **CABARET VOLTAIRE**, **JAM ON THE MUTHA**, **PARIS ANGELS**, **STEFFFORD WIVES**, **THE FARM**,

MIAMI
CARJUL RECORDS • Miami ♦ Carlos Estrada (305) 444-6303 • **THE DEFF BOYZ**, **DOUBLE DEE F/ DANNY**, **L MARROW**, **MCCROWN**, **PAT & MICK**,

CINNCINATTI
CULTURE 7 • Cincinnati ♦ Andy Raynolds (513) 821-7783 • **EXCEL D**, **HAVOC**, **Q**, **SHAMEN**, **SINITTA**,

* A Domestic Version Is Now Available (Mixes May Vary)

THINK ABOUT IT!

One Of The
Most Added
With **57**
Adds!

#1
Most Disc-overed!

A HITBOUND!
A CRUSADE!

HOT97(33-27)	KCAQ	PWR98
WLOL (D#34)	KFBO	Q104
KPLZ!!	KFBQ	WCGQ
Q106!!	KFFM	WDEK
KDWB!!	KIXR	WFMF
KKFR!!	KJLS	WGOR
Y108!!	KMOK	WHQQ
KXXR!!	KQLA	WHHY
KROY!!	KRRG	WHOT
HOT94.9!	KSMB	WIFX
WKSS!!	KTMT	WIQQ#34
WTIC!!	KTRS	WJZQ
WCKZ!!	KVTI	WKSM
KJ103!!	KZBB	WOVO
99WGY	KZFM	WPFM
K106	KZII	WQXA
KBFM	KZIO	WWCK
	KZMC	Z103
	KZOR	Z93
	KZOZ	ZFUN106
	OK95	

INFORMATION SOCIETY



"THINK"

THE NEW SINGLE

FROM THE NEW ALBUM
HACK

PRODUCED BY
FRED MAHER AND
INFORMATION SOCIETY
MANAGEMENT:
SCOTT MEHNO/ BANG
COMMUNICATIONS

NEW RELEASES

TOP 40

BLACK CROWES "Hard To Handle" (Geffen)
BETTY BOO "Doing The Do" (Reprise)
FAITH NO MORE "Fallin' To Pieces" (Reprise)
McTROUBLE f/The Good Girls "I Wanna Make You Mine"
(MOTOWN)
BETTE MIDLER "From A Distance" (Atlantic)
LOEY NELSON "To Sir With Love" (Warner Bros.)
NEW KIDS ON THE BLOCK "Let's Try It Again"
(Columbia)
THE PARTY "I Found Love" (Hollywood)
POISON "Something To Believe In" (Capitol)

IGGY POP "Candy" (Virgin)
RATT "Lovin' You's A Dirty Job" (Atlantic)
RAVE-UPS "She Says (Come Around)" (Epic)
REO SPEEDWAGON "Love Is A Rock" (Epic)
STEVIE B "Because I Love You (The Postman Song)"
(LMR/RCA)
AL. B. SURE "Missunderstanding" (Warner Bros.)
KEITH SWEAT "Merry-Go-Round" (Elektra)
TIFFANY "Something New" (MCA)
WENDY & LISA "Strung Out" (Virgin)
YAZZ "Treat Me Good" (Mercury)

ROCK

BLACK CROWES "Hard To Handle" (Def American)
DIO "Hey Angel" (Reprise)
FAITH NO MORE "Falling To Pieces" (Slash/Reprise)
KING SWAMP "Wiseblood" (Virgin)

MEGADETH "Holy Wars" (Capitol)
SEE NO EVIL "Scream Bloody Murder" (Epic)
WINGER "Miles Away" (Atlantic)
ZZ TOP "Concrete & Steel" (WTG)

ALTERNATIVE

BROTHERS FIGARO "Gypsy Beat" (Geffen)
KING SWAMP "Wiseblood" (Virgin)
MEGADETH "Holy Wars" (Capitol)
NICK CAVE & THE BAD SEEDS "Weeping Song" (Enig)

P.I.L. "Don't Ask Me" (Virgin)
SHINEHEAD "The Real Rock" (SBK)
THE WATERBOYS "Room To Roam" (Chrysalis)
WENDY & LISA "Strung Out" (Virgin)

FACE-OFF (from page 6)

SATTER (from page 6)

FAITH NO MORE (from page 6)

would be a big mistake to assume they would immediately pluck down three or four times the money for the album if the single were not available. That approach worked for M.C. Hammer, but I think it would be a mistake for a lot of artists."

In addition to the promotional power inherent in cassette and CD singles, Mann said there were other drawbacks in withholding their releases. "Some radio outlets still look at the *Billboard* singles column as a barometer to determine an artist's appeal, and you can't score points on that level if you don't have a single out," he deduced. If that yardstick were eliminated, he rationalized, "It could adversely effect an artist's ability to really saturate the marketplace."

Why then, we asked Mann, did CAPITOL choose to keep *U Can't Touch This* off the shelves? "Two reasons," said Mann. "First of all, by the time we realized the record was going to break out and thought about putting our art and packaging departments to work, the album began to sell in huge leaps. Secondly, we wanted to make sure that if we released the single it would have a long life span, which is another thing we weren't convinced of when it first began generating airplay."

Neither Mazza nor Kershenbaum said they thought singles detracted from album sales. On the contrary, said Kershenbaum, "If someone buys a single and plays it consistently - as kids have always been prone to do - they begin to really identify with that artist. That familiarity," he continued, "is going to make the jump to buying an album a lesser risk in their minds."

Mazza added that singles increase visibility of an artist and that they can only boost sales in a number of different mediums, "from merchandising and concert revenue, to LP and cassette sales. Ultimately," he concluded, "they are one of the most effective marketing tools around."

"loyal and dedicated people" who do things his way, with an emphasis on close personal contacts at radio. "I've got some loyal, hard working people here, like **Mark Kargol**, my West Coast Top40 person, **Norm Osbourne**, who's done an incredible job shoring up the rock radio division, and my newly appointed VP of Pop Promotion, **Ron Geslin**, who "I've worked closely with since he joined the label 15 years ago."

Satter singles out the dedication of two members of his field staff: **Tommy Schoberg** and **James Heathfield**. Schoberg has been with the company for a whopping 20 years, "Even longer than me," says Satter incredulously. "We call Heathfield 'Hurricane' because he travels around in a plane and we never know where he is. He covers more ground than any single promotion man or woman in the country." Although Jack Satter is not a man to flaunt his own accomplishments (which if you stop and eyeball his track record, he easily could...), he is quick to applaud his superiors. "I'm real happy at EMI," he says. "Sal Licata is a wonderful boss and most importantly a great leader." As for the impetus behind Alias' shining star, Cawley's name crosses Satter's lips, and it's only fitting: Cawley has been a believer in the group since they first signed.

"Jim's been so dedicated and farsighted in this project that I don't know where we'd be without him," Satter states. "When you add the contributions of **Ron Fair**, our head of A&R and one of the guiding forces behind the *Pretty Woman* sound track... well, it's easy to see why I'm really happy to be a part of this team."

Jack Satter is a man who keeps his eyes on the target until the mission is accomplished. His unparalleled experience in dealing with people and recognizing a hit song have kept him in the EMI limelight for a long time....and the best is yet to come.

and adapting to new ideas - that, and the fact that we were just too pigheaded at the beginning to give up!"

When you realize that this band plowed on in the face of an initial uproar in the Bay Area, with their exasperating blend of gut wrenching rock and street smart rantin' and rapping, Bottum's words take on greater significance. But slowly, almost imperceptibly, heads began to turn as the buzz rose first from the streets, and then into the clubs of the city. People were beginning to believe.

"Some of our early tours we did for our first label, MORDAM Records, were tough because we didn't have a lot of support and publicity on the road," said Bottum, recalling the days when the group slept in vans and single motel rooms. "We'd win over just about everyone who saw us - even if that turned out to be ten people on some nights." Before long that ten turned into ten thousand, and at the rate the group's popularity is growing internationally, that could escalate to ten million. After all, Bottum says, Faith No More is being hailed even more unanimously in Britain and Europe than here.

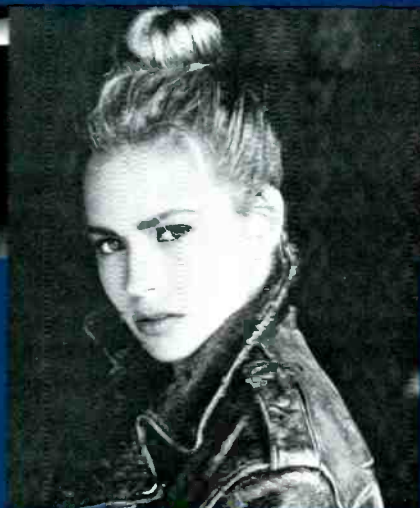
With the group's single, *Epic*, having unequivocally broken the band into the big time, and F.N.M.'s album a sales blockbuster, those grim days when they wondered where their next meal was coming from seem tucked away forever. But Bottum, Martin, singer **Mike Patton**, bass buster **Billy Gould** and tub thrasher **Mike Bordin** don't dwell on how hard they've worked to make it.

"I'm tired of everyone crying about the dues they've paid," Roddy pines about all the horror stories of many of his peers in the rock ring. "We know about it all, but that's not what's important for us. What is important is carrying on with what we've started."

And it's practically a foregone conclusion that this wild eyed band will be around at the finish line, with a pack of straggling imitators bringing up the rear.

ELISA FIORILLO

"On the Way Up"



Produced by *DAVID Z*
Management: *LIPFMAN ENTERTAINMENT*

**CROSSOVER TOP40: NEW 47
A HITBOUND! A CRUSADE!**

FM102-Andrea Pentrack/MD-"A pop record with a lot of soul & attitude!"
HOT97.7- Ken Richards/PD- "A great sounding scng that proves this artist is on the way up"

HOT97 (32-30)	WLOL (31-22)	Y95 (On)
PWR106 (35-32)	WFLZ (36-31)	WPHR (On)
KMEL (26-24)	KKFR (D#31)	WDFX (On)
HOT97.7 (D#23)	KOY95 (Add)	KXXR (On)
KEGL (Add)	FM102 (D#23)	HOT94.9 (On)
WXKS-FM (Add)	KTFM (D#28)	KROY (On)
WPGC (D#23)	WKSS (Add)	and many more
KDWB-FM (Add)	XL106.7 (Add)	

**TOP 40 LP SALES NATIONALLY
A HITBOUND!**

BILLY IDOL

"LA Woman"

Produced by *Keith Forsey*
Management: *EAST END*

Z100 (22-20)	KXYQ (23-20)
WPLJ (35-32)	92X (24-20)
KIIS-FM (#30)	KSAQ (31-28)
PIRATE (#19)	HOT94.9 (25-22)
KEGL (Add)	XL106.7 (Add)
KBQ (25-23)	CKOI (40-36)
B94 (Add)	and many more



SLAUGHTER

"Fly to the Angels"

Management: *THE CARR CO./Bud Carr*
Produced by *Dana Strum & Mark Slaughter*

**ROCK RADIO: 4-1
NATIONAL SINGLE SALES 46-34
TOP30 ALBUM SALES NATIONALLY
A HITBOUND!**



PIRATE (9-7)	KSAQ (#32)	KZZB (32-27)
THE FOX (11-6)	WHYT (#18)	KZZU (Add)
KBQ (9-7)	92X (19-16)	Q104 (Add)
KDWB-FM (22-17)	KXYQ (On)	WAPE (Add)
B94 (13-10)	KHFI (29-23)	WIFX (D#40)
WKZL (21-16)	KKSS-FM (Add)	WKFR (Add)
KEGL (27-25)	KLUC (Add #30)	WVSR (D#37)
Y95 (23-21)	KRQ (29-26)	Y94 (Add)
	KYYY (37-30)	Y97 (Add)
		ZFUN (D#35) and more



Are You Ready
For Betty?

BOOMANIA IS COMING!!!



BETTY BOO
"DOIN' THE DO"

The New Track That's Already
A Top 5 Smash In England!

From The Forthcoming Album BOOMANIA

"If The B-52's were ten years younger and came from
South East England rather than Athens, Georgia, this
is how they'd sound ... damn good pop."
-- Mix Mag Update

Announcing the Sire 900 Hotline! Call 1-900-454-3355 to hear
your favorite Sire artists discussing their music. Get the latest
on release dates, tour info, contests and promo giveaways.

95c per minute. Sire records and artists will donate their proceeds to national Aids organizations



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NATIONAL RETAIL CHART

Published Weekly By **HITMAKERS MAGAZINE** And Compiled From Surveys Reported To Us By A Retail Panel Comprised Of 200 Individual Record Stores, Chains, And Distributors. These Charts Are Based On Sales Only.

TOP SELLING ALBUMS

#1 M.C. HAMMER "PLEASE HAMMER..." (CAPITOL)

- LW-TW
- 1-1 M.C. HAMMER "Please Hammer..." (CAPITOL)
 - 2-2 MARIAH CAREY "Mariah Carey" (COLUMBIA)
 - 5-3 WILSON PHILLIPS "Wilson Phillips" (SBK)
 - 4-4 JON BON JOVI "Blaze Of Glory..." (MERCURY)
 - 3-5 PRINCE "Music From Graffiti..." (PAISLEY PK/WB)
 - 13-6 LIVING COLOUR "Times Up" (EPIC)
 - 6-7 POISON "Flesh & Blood" (ENIGMA/CAPITOL)
 - 27-8 QUEENSRYCHE "Empire" (EMI)
 - 9-9 JANE'S ADDICTION "Ritual de lo Habitual" (WB)
 - 7-10 BELL BIV DEVOE "Poison" (MCA)
 - NEW-11 GEORGE MICHAEL "Listen Without..." (COL)
 - 24-12 GHOST "Soundtrack" (MCA)
 - 15-13 NELSON "After The Rain" (DGC)
 - 11-14 FAITH NO MORE "THE REAL THING" (SLASH/REP)
 - 8-15 ANITA BAKER "Compositions" (ELEKTRA)
 - 14-16 N.W.A. "100 Miles And Runnin'" (PRIORITY)
 - 10-17 KEITH SWEAT "I'll Give All My Love" (ELEKTRA)
 - NEW-18 NEIL YOUNG & CRAZY HORSE "Ragged ..." (REP)
 - 12-19 DEPECHE MODE "Violator" (SIRE/REPRISE)
 - 23-20 MICHAEL BOLTON "Soul Provider" (COLUMBIA)
 - 21-21 LUKE f./2 LIVE CREW "Banned In..." (LUKE/ATL)
 - NEW-22 WARRANT "Cherry Pie" (COLUMBIA)
 - 18-23 NEW KIDS ON THE BLOCK "Step By Step" (COL)
 - 17-24 WINGER "In The Heart Of The Young" (ATLANTIC)
 - 16-25 JOHNNY GILL "Johnny Gill" (MOTOWN)
 - 26-26 SLAUGHTER "Stick It To Ya" (CHRYSALIS)
 - 48-27 GARTH BROOKS "No Fences" (CAPITOL)
 - 20-28 PHIL COLLINS "...But Seriously" (ATLANTIC)
 - NEW-29 BOB DYLAN "Under The Red Sky" (COLUMBIA)
 - 22-30 ANTHRAX "Persistence Of Time" (ISLAND)
 - NEW-31 TWIN PEAKS "Soundtrack" (WARNER BROS.)
 - 25-32 RATT "Detonator" (ATLANTIC)
 - 19-33 PRETTY WOMAN "Soundtrack" (EMI)
 - 37-34 RIGHTEOUS BROS. "Greatest Hits" (VERVE/PLDR)
 - NEW-35 TOO SHORT "Short Dog in the House" (JIVE/RCA)
 - 31-36 2 LIVE CREW "As Nasty As They..." (LUKE/ATL)
 - 39-37 SINEAD O'CONNOR "I Do Not Want ..." (CHRY)
 - 32-38 BRUCE HORNSBY "A Night On The Town" (RCA)
 - 29-39 BILLY IDOL "Charmed Life" (CHRYSALIS)
 - 46-40 ROGER WATERS & FRIENDS "The Wall... " (MERC)
 - 33-41 BOOGIE DOWN PROD. "Edutainment" (JIVE/RCA)
 - NEW-42 JANET JACKSON "Rhythm Nation" (A&M)
 - NEW-43 LOS LOBOS "The Neighborhood" (SLASH/REP)
 - 42-44 CONCRETE BLONDE "Bloodletting" (I.R.S.)
 - 36-45 EN VOGUE "Born To Sing" (ATLANTIC)
 - 44-46 DURAN DURAN "LIBERTY" (CAPITOL)
 - 28-47 HARRY CONNICK JR. "WE ARE IN LOVE" (COL)
 - 35-48 JEFF HEALEY "Hell To Pay" (ARISTA)
 - 30-49 MADONNA "I'm Breathless" (SIRE/WARNER)
 - 40-50 NEVILLE BROS. "Brother's Keeper" (A&M)

TOP SELLING SINGLES

#1 NELSON "LOVE AND AFFECTION" (DGC)

- LW-TW
- 5-1 NELSON "Love And Affection" (DGC)
 - 1-2 JON BON JOVI "Blaze of Glory" (MERCURY)
 - 2-3 WILSON PHILLIPS "Release Me" (SBK)
 - 7-4 GEORGE MICHAEL "Praying for Time" (COL)
 - 4-5 BELL BIV DEVOE "Do Me" (MCA)
 - 6-6 MAXI PRIEST "Close To You" (CHARISMA)
 - 3-7 PRINCE "Thieves in the ..." (PAISLEY PARK/WB)
 - 8-8 BLACK BOX "Everybody Everybody" (RCA)
 - 14-9 PHIL COLLINS "Something Happened ..." (ATL)
 - 10-10 JOHNNY GILL "My My My" (MOTOWN)
 - 29-11 VANILLA ICE "Ice Ice Baby" (SBK)
 - 25-12 ADV. OF STEVIE V "Dirty Cash" (MERCURY)
 - 15-13 TONY! TONI! TONE! "Feels Good" (WING/PLDR)
 - 16-14 AFTER 7 "Can't Stop" (VIRGIN)
 - 11-15 M.C. HAMMER "Have You Seen Her" (CAPITOL)
 - 34-16 DINO "Romeo" (ISLAND)
 - 27-17 PAUL YOUNG "Oh Girl" (COLUMBIA)
 - 19-18 THE BOYS "CRAZY" (MOTOWN)
 - 20-19 CHEAP TRICK "Can't Stop Fallin Into " (EPIC)
 - 21-20 DEPECHE MODE "Policy of Truth" (REPRISE)
 - 44-21 INXS "Suicide Blonde" (ATLANTIC)
 - 18-22 POISON "Unskinny Bop" (ENIGMA)
 - 35-23 TAYLOR DAYNE "Heart Of Stone" (ARISTA)
 - 9-24 KYPER "Tic Tac Toe" (ATLANTIC)
 - 28-25 LL COOL J "Boomin' System" (DEF JAM/COL)
 - 33-26 PEBBLES "Giving You the Benefit ..." (MCA)
 - 36-27 JAMES INGRAM "I Don't Have The Heart" (WB)
 - 13-28 FAITH NO MORE "Epic (What Is It)" (SLASH/REP)
 - 12-29 NEW KIDS ON THE BLOCK "Tonight" (COL)
 - 22-30 MARIAH CAREY "Vision Of Love" (COLUMBIA)
 - 42-31 LISA STANSFIELD "This Is The Right ..." (ARISTA)
 - 24-32 SWEET SENSATION "If Wishes Came..." (ATCO)
 - 23-33 THE TIME "Jerk Out" (REPRISE)
 - 46-34 SLAUGHTER "Fly To The Angels" (CHRYSALIS)
 - NEW-35 JANET JACKSON "Black Cat" (A&M)
 - NEW-36 CANDYMAN "Knockin Boots" (EPIC)
 - NEW-37 WARRANT "Cherry Pie" (COLUMBIA)
 - 49-38 RIGHTEOUS BROS. "Unchained..." (VERVE/PLDR)
 - 38-39 DOC BOX & B FRESH "Slow Love" (MOTOWN)
 - 32-40 LUKE f./2 LIVE CREW "Banned in..." (LUKE/ATL)
 - 45-41 WINGER "Can't Get Enuff" (ATLANTIC)
 - 43-42 EN VOGUE "Lies" (ATLANTIC)
 - 39-43 INDECENT OBSESSION "Tell Me ..." (MCA)
 - 47-44 CONCRETE BLONDE "Joey" (I.R.S.)
 - 30-45 JANET JACKSON "Come Back To Me" (A&M)
 - 17-46 STEVIE B "Love & Emotion" (RCA)
 - 26-47 KEITH SWEAT "Make You Sweat" (ELEKTRA)
 - 31-48 SNAP "The Power" (ARISTA)
 - 41-49 WEST COAST RAPPERS "We're All In...." (WB)
 - 37-50 KID FROST "La Raza" (VIRGIN)



flown into town for an on-air tryout the station promoted.

Rock people looking: classic rock KZTR-Ventura PD JEFF McMURRAY is out. Reach him at (805) 487-8100. Also departing at the last second is 99X-Brownsville MD Bryan Boyd.

And Now It's Time For: Konsultants Korner! After some speculation, POWER96 Miami has repped with consultant JERRY CLIFTON. Also, WIZM-FM-La Crosse Wisconsin has signed on with ALAN BURNS & ASSOCIATES.

In Norfolk, Va., JEFF MOREAU, Acting PD at WGH-FM after they switched from Top40 to country a few weeks back, has bailed across the street for middays at Hot AC MIX105.3. Nite Jock PAUL CUBBY BRYANT makes the jump to nights at KRBE-Houston. Afternoon Guy JIM PAYNE exits for a station to be named later.

Congrats to PHIL WEST, APD/MD of KCMO-FM-Kansas City, who was promoted to PD, and now officially fills them big 'ol shoes of DENE HALLAM, now at Gannett's KKBQ-Houston.

And speaking of Texas, he said smoothly, STEVE HEGEWOOD, PD at KISS98.5-Houston, makes that big Top 5 move to WJLB-Detroit.

KEN LANE of SBK Records called THE EAR (collect) to tell us all about The Guys Next Door, the stars of their own hit show on NBC, now hitting HARD at radio!! Big action this week at Z100-Portland, X100-SF, KUBE, KWOD, KSND and more! *I Was Made For You* was made for your station! Call SBK to make arrangements for a personal appearance in your market!

Don't blink or you'll miss him dept... After only 8 short days, RON HERSEY is out as morning show host at KKFR-Phoenix (POWER92). DANNY BONADUCE and KELLY BOOM continue as a duo for now, and former VH-1 jock TIM BYRD moves into the midday slot.

At KZZU-Spokane, ROB POTTER comes on board as Promotions/Programming Asst. He replaces DARON HOWARD, who moves across the hall into sales, where the real money is...

ROGER SMITH, National Director of Top40 for WTG Records, is exiting to pursue some other stuff. He can be reached at (213) 474-6907.

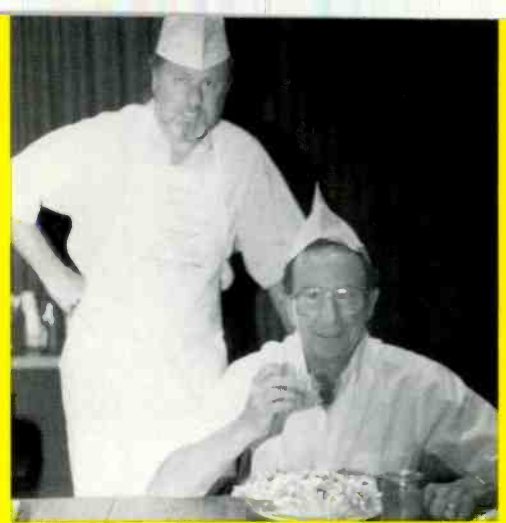
BO Knows Radio!!! PAT REYNOLDS of B96 Chicago has made the long-awaited move to Q105-Tampa, where he's doing afternoons under the name BO REYNOLDS. Market observers say he sounds great!

KFRX-Lincoln is looking for an up-and-coming Top40 talent for Morning Show Co-Host and production. Females are encouraged, sez PD BRAD KING. T&R immediately to Box 80209, Lincoln, Nebraska. 68501.

KWTX-FM-Waco, where BUTCH PATRICK a.k.a. EDDIE MUNSTER works, is looking for a morning show sidekick/newsperson. Once again, those same females from the previous story are encouraged to send tapes & resumes to DAVE CHRISTOPHER, P.O. Box 2636, Waco, Texas 76702.

EMI Senior VP of Promotion JACK SATTER is very excited about the brand new PET SHOP BOYS project!! It's their first single in 2 years, so camp out by your mailbox, because *So Hard* hits you HARD on October 1!!!

THE EAR sends out big pink balloons of congratulations to ELEKTRA Entertainment VP of



Here's ATLANTIC's West Coast Regional Sales Manager, Tom Davies and Henry Droz, President of WEA "Living it Up" at a recent weenie roast.

A&R PETER LUBIN and his wife SUSAN, on the birth of their daughter, EMILY FAITH, Sept.11, in NYC. Baby weighed 7 lbs, 7 oz and is doing fine!

The vibe about Al B. Sure!'s latest single, *Missunderstanding* is growing daily, so expect to see a huge week! Also, WARNER BROS. sez look for a re-service on the JULIE CRUISE single, *Falling*. The new season of *Twin Peaks* starts on Sept. 30, so look for ways to tie in the show promotionally. Contact your WB rep to arrange a Twin Peaks party, and look for a copy of "Laura Palmer's Diary," written by DAVID LYNCH's daughter! It should be included with the *Falling* re-service. And what is THE EAR hearing about those ultra-hip "Laura Palmer" T-shirts???

BARBARA FIRSTMAN, VP of Sales/Marketing Services for MACEY LIPMAN MARKETING, is moving over to EMI as Director of West Coast Marketing, effective October 8.

We finally located LES SILVER at QUALITY RECORDS in Beverly Hills. He's now the VP of Sales, and he would love for you to call him for the joke-de-jour... The number is (213) 658-6796.

PRECISION SOUND, an independent record distributor based in the Pacific Northwest, is opening a new sales office in Burbank this week.

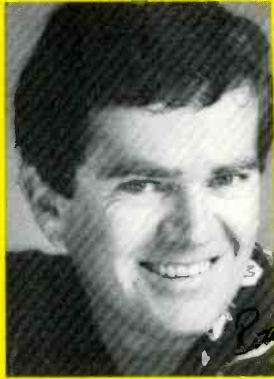
Dateline Cleveland: MARK BISHOP has been named Promotion Director at WMMS. PD MICHAEL LUCZAK sez, "Much like myself, Mark returns to his native Cleveland to join the Buzzard team...the station he grew up listening to." Bishop begins this challenging job Oct. 8.

More record biz this week: LISA WOLFE has been promoted to Associate Director, Field Promotion for COLUMBIA RECORDS. LISA has been the Mid-Atlantic Local Promo Rep since 1987. VP/Promotion BURT BAUMGARTNER sez, "LISA's endless energy and creativity, her knowledge of radio, and field promotion experience make her the ideal choice for this challenging new job. She will develop into a crucial member of the label's national staff." BAUMGARTNER also announced the appointment of KEVIN KERTES to the position of Promotion Manager/Secondary Markets.

MARK DiDIA, Director of National Album Promotion for GEFEN Records exits to become the VP/GM of DEF AMERICAN Records, headed by RICK RUBIN.

Former WQUE-FM-New Orleans Morning Guy MIKE MOORE finds a gig, as he heads north on Route 95 to Washington, D.C. to join JACK DIAMOND as Morning Show Co-Host at Cap Cities/ABC Adult Top40 outlet MIX107.3.

The snack bar is now closed for the evening.



He's baaack! Former child werewolf Butch Patrick (a.k.a. Eddie Munster), is now Morning Co-host at KWTX-Waco, Texas. Pictured (l-r) Butch before...and Butch today.

They're doin' that shuffle thang this week at KWOD-Sacramento...MD PAM GRUND is packing the U-Haul and heading to Philadelphia to assume the MD/Research Director post at WIOQ (Q102). This will reunite her with JOHN ROBERTS, who was PD of KEGL in Dallas in 1987, when Pam was a research assistant there. Also filling out those change-of-address cards is SHELLEY MORGAN, from THE FOX-Fresno (formerly KYNO-FM). Shelley will assume the MD duties and the midday shift. Also, PD GERRY CAGLE has upped Nite Rocker ADAM SMASHER to APD, and midday guy JEFF THOMAS segues to afternoons.

CAGLE whispered in THE EAR that he is still searching for a PD to replace WILLIE B, who departed last week for a gig somewhere in the Sunbelt...Stay Tuned...and remember the Alamo!

Bizarre chain of events story-of-the-week comes from Alternative mainstay WHTG-Asbury Park. Six-year MD CHOPPER dropped a coworker's trou in honor of that person's last day. The day also turned into Chopper's last when station ownership took a dim view of the stunt. Shortly thereafter, seven-year PD RICH ROBINSON was told to start looking, due to "communication problems," although he remains with the station for now.

The big winner of the WIYY-Baltimore nighttime sweepstakes is former WSHE-Miami and KXXR-Kansas City personality and MD MARK CRUZ. The Cruiser was one of three finalists who was

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ARS Productions



Technotronic

Rockin' Over The Beat

Backed with
Techno Medley

Ya Kid K is back with a track attack that'll blow your mind.
Rockin' Over The Beat, the explosive first single from the new
monster Technotronic album Trip On This—The Remixes.

Remixed by Bernard Sumner

THE PARTY

I FOUND LOVE



The fall follow-up to the smash "Summer Vacation."
From the new album

THE PARTY

Produced by JELLYBEAN for Jellybean Productions, Inc.

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