

HITMAKERS[®]

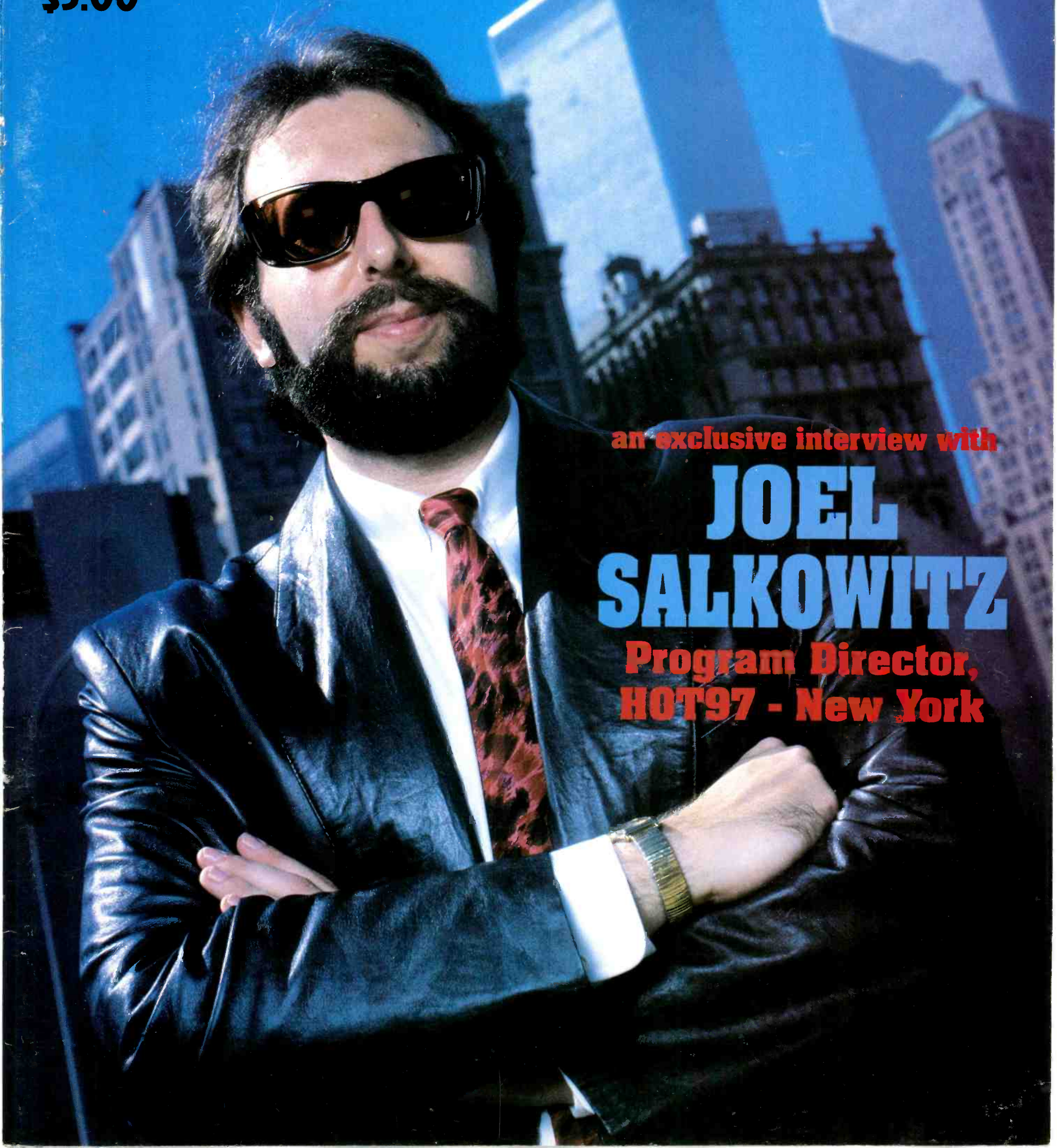
ISSUE 661
\$5.00

OCTOBER 26, 1990

an exclusive interview with

**JOEL
SALKOWITZ**

**Program Director,
HOT97 - New York**



DINO GENTLE

The multi-format hit single and video

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Produced, arranged and performed by Dino

From the Island album "SWINGIN'"



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

ATLANTIC LAUNCHES EAST WEST AMERICA

SYLVIA RHONE AND VINCE FARACI NAMED CO-PRESIDENTS OF NEW FULL-SERVICE LABEL

ATLANTIC Records Chairman/CEO **Ahmet M. Ertegun** and President/COO **Doug Morris** have announced the establishment of a new division, EAST WEST AMERICA, which will be a full-service label headed by longstanding ATLANTIC senior executives **Sylvia Rhone** and **Vince Faraci**. Rhone, who has been Senior Vice President of ATLANTIC since March of 1988, and Faraci, who has been Senior Vice President of Promotion/Marketing since June of 1988, will serve as Co-Presidents of EAST WEST AMERICA; Rhone will also be Chief Executive Officer, and Faraci will be Chief Operating Officer.



SYLVIA RHONE



VINCE FARACI

"ATLANTIC's roster has been expanding at a rapid pace, and there are some projects that may or may not have suffered from the great number of successful releases that were being worked simultaneously," added Rhone. "By taking some of the acts from ATLANTIC, the new label will be able to give them more focus. The focus of the company is artist development, and we intend to keep our roster to a manageable size."

Faraci said names of those filling key positions at (See EAST WEST AMERICA page 6)

EWA joins ATLANTIC and ATCO Records to become the third free-standing division under the umbrella of the Atlantic Recording Corporation. EWA will begin operations with A&R, Marketing, Promotion, Publicity and Sales Departments in place. It will have its own complete national and field promotion staff, covering all musical formats. EWA will be based in New York City, but will also open a West Coast office.

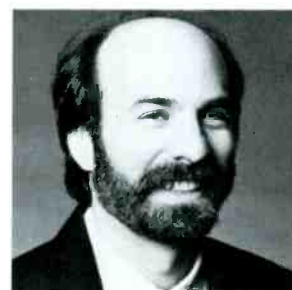
First releases from EAST WEST AMERICA are scheduled for January, with initial artists to be

announced in the near future. In addition to new signings, the EWA roster will include artists from the current ATLANTIC roster as well as selected artists signed by ATLANTIC's British sister company, East/West U.K. EWA will also distribute the newly formed INTERSCOPE Records.

"We're trying to move some of the acts that have reached a certain level on ATLANTIC to the next level," said Faraci. "By breaking them out and concentrating on them, hopefully we can bring them to that next level."

Oreman To Head GEFLEN Album Promo

Alan Oreman has been named the new head of GEFLEN Records' National Album Promotion Department, it was announced this week by GEFLEN General Manager **Al Coury**. Oreman, a 16-year veteran of album promotion, comes to GEFLEN from COLUMBIA Records, where he has been National Director of Album Promotion/West Coast since 1987.



ALAN OREMAN

Oreman began his career in 1974, handling local and regional promotion for LONDON Records out of Charlotte and Atlanta. In 1976 he began a 15-year association with CBS, serving as the Charlotte-based regional promotion manager for the COLUMBIA and EPIC labels. One year later Oreman moved to Atlanta, where he headed COLUMBIA's local and regional promotion staff, relocating to L.A. in 1987 to direct the label's efforts for the West Coast.

Oreman is a two-time "Promotion Man of the Year" winner (1978 and 1985), and earned Gavin's National Album Promotion Man of the Year award.

"Since this is considered the number one national album position in the industry, we didn't rush in our pursuit of the right person to fill it," commented Coury. "When we closed the deal with Alan, everyone at GEFLEN was elated. He brings experience, dedication and knowledge to this very important post, and we're extremely glad to welcome him aboard."

"If there ever was a company I'd consider leaving COLUMBIA for, it would have to be GEFLEN. They're the best rock label on the street," stated Oreman. "The first thing I want to do is get to know everyone at the GEFLEN home office, and hit the road to meet with the field staff, because the street is where it happens. I want to see as many radio people as I possibly can in my new position and to strengthen relationships I already enjoy."

Oreman assumes his duties at GEFLEN the first week of November.

"'Dream of a lifetime' sounds corny, but it's definitely a rush," he said. "I'm really pumped and ready to get in there and start breaking some records. That's a challenge I'm definitely looking forward to."

Case To Leave KZZP For KUBE



BOE CASE

KZZP-Phoenix PD **Bob Case** is leaving the Nationwide station to take the OM/PD job at Cook Inlet's KUBE-Seattle, it was announced this week by KUBE GM **Michael O'Shea**.

Case fills the position left vacant when **Tom Hutylar** stepped down earlier this month. He

returns to Cook Inlet's KUBE for a second stint, having worked there from the time the station signed on in March, 1981 until 1986. He was PD from 1983-86, before being transferred to sister station Z93 in Atlanta. When Z93 switched formats in 1988, Case moved to KZZP in order to remain in Top40.

"Bob grew up in this area, this is his home, and his first PD job was at KUBE, working with me," O'Shea told **HITMAKERS**. "We have had a real mutual admiration society for 10 years. He is the person I'm looking for to take us into the '90s."

"Nationwide is one of the most wonderful radio companies that I've ever dealt with," Case told **HITMAKERS**. "It was a very difficult thing for me to

(See CASE page 37)

Nationwide Swaps KWSS-San Jose For Shamrock's KMGC-Dallas

Nationwide Communications Inc. and Shamrock Broadcasting have agreed in principle to swap radio stations, with Nationwide's Top40 KWSS-San Jose going over to Shamrock, and Shamrock's AC KMGC-FM-Dallas going over to Nationwide. Nationwide will also pay Shamrock an undisclosed amount of cash.

"For Nationwide, this agreement in principle is another step into the nation's top ten radio markets," said Nationwide President **Steve Berger**. Earlier this year Nationwide acquired what was then KNRJ in Houston, now known as KHMJ, its first top ten market radio station.

Shamrock President **Bill Clark** said the transaction fits a corporate strategy announced earlier this year, in which the company said it intends to sell KMGC as well as its Kansas City stations, WHB and KUDL. Clark told **HITMAKERS** that Shamrock has not yet begun to consider whether they will make any changes in KWSS's format, but that any plans would be announced in the near future.

The agreement between Shamrock and Nationwide to swap stations is subject to Federal Communications Commission and company board approvals.

Berger was unable to be reached for comment.

Features:

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- Faces & Places.....pages 39 & 41
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- The **HITMAKERS** Interview:
Joel Salkowitz, Program Director,
HOT97, New York.....page 55

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- Adult Top40.....page 23
- Rock.....page 43
- Alternative.....page 47
- Clubs.....page 51

The First Annual HITMAKERS Magazine

SOUTHERN REGIONAL SEMINAR

INTENSE EDUCATIONAL WORKSHOPS
For Today's Cutting Edge Industry Leaders!

FRIDAY, November 9th

10:00am - 12noon
Check In and Late Registration

12noon - 2:00pm

PREPARING FOR THE FUTURE

Opening Remarks: GREG REED, GM, POWER96, Miami
BILL PHIPPEN, VP/GM, POWER99, Atlanta
JOHN CLAY, OM, Q105, Tampa
BRIAN THOMAS, PD, MIX105.1, Orlando
CHRIS SHEBEL, PD, WDJX, Louisville

A working lunch sponsored by



2:00pm - 3:30pm

AIR PERSONALITIES WORKSHOP/ EVALUATING AIRCHECKS

Opening Remarks: RICK STACY, PD, POWER99, Atlanta
GREG REED, GM, POWER96, Miami
JIMMY STEAL, Asst PD/MD, KEGL, Dallas
BILL TANNER, PD, POWER96, Miami
MASON DIXON, OM, KIX106, Birmingham
"HITMAN" MC KAY, VP/PROGRAMMING, WKHI, Ocean City
RICK HAYES, PD, KTFM, San Antonio
LEO DAVIS, PD, Q104, Gadsden
SMOKEY RIVERS, GROUP PD, STONER BRDCST
JOE NASTY, MORNINGS, 102 JAMZ, ORLANDO

3:30pm - 5:00pm

HOW TO MARKET YOURSELF (In Or Out Of Work)

Special Lecturer: JOHN CLAY, OM, Q105, Tampa
ELROY SMITH, PD, 100.3JAMZ, Dallas
LOUIS KAPLAN, OM/PD, Y107, Nashville
BILL PASHA, PD, WAPE, Jacksonville
BILL CAHILL, PD, STAR94, Atlanta

3:30pm - 6:30pm

LOCAL RECORD PROMOTION WORKSHOP (How To Be The Best)

Opening Remarks: JOHN BARBIS, B&W MARKETING

FOR RECORDS
GEORGE CAPPELLINI
Geffen Records
DEL WILLIAMS
Elektra Records
BOB CATANIA
Charisma Records
RICK ALDEN
Elektra Records
PETER NAPOLIELLO
Geffen Records
BUTCH WAUGH
RCA Records
GREG THOMPSON
Chrysalis Records
FRANK PALOMBI
Capitol Records

FOR RADIO

LEO VELA
KSAQ, San Antonio
CHUCK HOLLOWAY
WKZL, Greensboro
LESLIE FRAM
Power99, Atlanta
BRUCE STEVENS
WBBQ, Augusta
CHRIS SHEBEL
WDJX, Louisville

5:00pm - 6:30pm

CREATING HOT RADIO PROMOTIONS

Special Lecturer: ELROY SMITH, PD, 100.3JAMZ, Dallas
With Steve Graham, Asst. Promo Director, 100.3 JAMZ
Special Guest: MARC CHASE, PD, PowerPig, Tampa

**THE
STAR
PARTY**



7:00pm - 10:00pm

A GALA BUFFET DINNER AND TIME TO
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WITH YOUR FAVORITE STAR!

SPECIAL GUEST PERFORMER:
SBK Recording Artist

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THE CRICKET INN...(205) 985-7500

(See below for SEMINAR REGISTRATION form)

SATURDAY, November 10th

8:00am - 10:00am

THE RESEARCH BREAKFAST

A working breakfast sponsored by

The Research Group

10:00am - 1:00pm

THE FRAGMENTATION OF TOP40 RADIO

Opening Remarks: BILL PHIPPEN, VP/GM, POWER99, Atlanta
BILL THORMAN, CORP. CONSULTANT, INNER CITY BRDCST

LEO VELA, PD, KSAQ, San Antonio

RICK HAYES, PD, KTFM, San Antonio

RICK STACY, PD, POWER99, Atlanta

BRIAN THOMAS, PD, MIX105.1, Orlando

DUFF LINDSEY, PD, 102JAMZ, Orlando

BRUCE STEVENS, PD, WBBQ, Augusta

BILL TANNER, PD, POWER96, Miami

LARRY STEVENS, OM, Y102, Montgomery

BRIAN CHRISTOPHER, PD, KIX106, Birmingham

and speaking for the recording industry...

DANIEL GLASS, SR VP/PROMOTION, SBK RECORDS

IRIS DILLON, NATL DIR. OF CROSSOVER, VIRGIN RECORDS

1:00pm - 2:30pm

THE PRODUCTION WORKSHOP

Special Guest Lecturer

MARK DRISCOLL

A working lunch sponsored by



2:30pm - 5:00pm

THE FACEOFF

(Radio, Records, and Retail)

In this final workshop of the weekend, we will bring together all the elements of our mutual industries and examine our working relationships and how we can improve them.

Special Guest Speaker:

NICK MARIA, SR VP/SALES, Atlantic Records

RON ALEXENBURG, President, AEGIS ENTERTAINMENT GROUP

LOUIS KAPLAN, OM/PD, Y107, Nashville

ELROY SMITH, PD, 100.3JAMZ, Dallas

LEE CHESNUT, MD, POWER99, Atlanta

PETER NAPOLIELLO, SR VP/PROMOTION, GEFEN RECORDS

BILL TANNER, PD, POWER96, Miami

MARK DRISCOLL, OM, WIOQ, Philadelphia

PAUL ROBINSON, GM, TURTLES, Birmingham

KEN LANE, SR DIR NATL SINGLES, SBK RECORDS

FRED LOVE, Branch Manager, BMG Dist., Atlanta

ANDY ALLEN, VP/PROMOTION, ISLAND RECORDS

MARC RATNER, DIR NATL SINGLES, REPRISE RECORDS

JOE IANELLO, VP/NATL SINGLES PROMO, ATLANTIC RECORDS

CURTIS LLOYD, NATIONAL SALES MANAGER, MOTOWN, Atl

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(Registration is \$100 after November 1, 1990)

Name: _____ Title: _____ Company/Station: _____

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KIIS-FM CALLS FULTON SUIT "UNFOUNDED"

KIIS-FM, responding to a lawsuit filed earlier this month against the station and morning host **Rick Dees** by former Dees sidekick **Liz Fulton**, has released a statement saying that Fulton's allegations of sex and age discrimination are "unfounded."

"Like all radio and television stations, KIIS from time to time makes programming changes that are intended to enhance and improve its programming," read the statement. "Changes in on-air personnel are a routine part of the broadcasting business. The decision not to renew Liz Fulton's contract was based on routine programming considerations and in no way constituted sex discrimination. KIIS believes the claims in the lawsuit to be unfounded and is confident the courts will agree."

Fulton, Dees former sidekick, claims in the suit that Dees was unhappy with her image after she had children, and that Fulton "was too matronly and not young, sexy or beautiful enough to appear with him at promotions or remote locations." Fulton claims she was unfairly passed over for raises, and was fired last March without having ever been warned that her employment was in jeopardy. She also claims that in 1988 Dees appeared on a popular L.A. TV show with a bikini-clad sidekick who he passed off as Fulton.

Fulton has also filed a charge of discrimination

Akhtar Named Sr. Dir., Nat'l Publicity At EMI

Kim Akhtar has been named Senior Director, National Publicity at EMI Records, it was announced this week by EMI Senior Vice President of Marketing **Jim Cawley**.

In her new position, Akhtar will oversee all of the company's press activities. She will be based out of EMI's New York City headquarters.

Akhtar previously held the title of Director, Publicity, West Coast for EMI. Before joining the label she worked with independent publicity firm **Levine Schneider** as Senior Account Executive, representing such acts as **Milli Vanilli** and **Richard Marx**.

"Over the course of Kim's career she has consistently shown a penchant for hard work, a love of music, and the refusal to take 'no' for an answer when seeking press for EMI artists," said Cawley. "Her persistence and enthusiasm have constantly produced strong results, and we look forward to much more of the same in her new, very crucial position here."

EAST WEST AMERICA (from page 3)

EWA will be made soon.

"We're assembling a staff that is experienced and professional, and we'll be able to stand toe to toe with any label out there," said **Faraci**, adding that he is excited to be working side by side with **Rhone**. "I've respected **Sylvia** ever since she came to **ATLANTIC**," he said. "With the combination of talents between her and myself, I think it's a hell of a pairing. I'm really happy **Doug Morris** sees the talent in both of us that he feels is going to bring **Atlantic** to the next level."

"**Doug Morris's** decision to have two **ATLANTIC** executives head this new label venture is a perfect illustration of his unique management style," added **Rhone**. "Drawing on the company's internal human resources, he is giving **Vince** and myself a chance to take our careers and our visions to the next plateau. As a black woman, I look forward with tremendous anticipation to running a full-line label and to setting what I hope will develop into an industry-wide trend. Furthermore, I am honored to be sharing this leadership with **Vince Faraci**, one of the most astute people in the business."

with the California Department of Fair Employment and Housing. No amount of money being sought is mentioned in the suit.

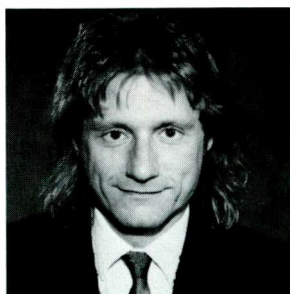
ENIGMA Promotes Guarnieri To VP/A&R

John Guarnieri has been promoted to Vice President of A&R for ENIGMA Entertainment, it was announced this week by ENIGMA CEO **William Hein**.

Guarnieri has served as ENIGMA's Senior Director of A&R since 1989, and he is currently overseeing projects by **Stryper**, **David Cassidy**, **XYZ**, **The Cramps**, **the Cavedogs** and **Beat Goes Bang**, whom he signed.

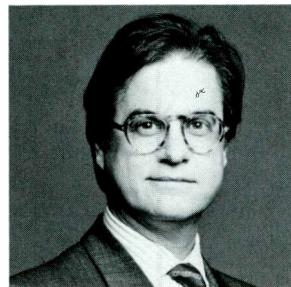
Prior to joining ENIGMA, Guarnieri was West Coast Director of A&R for **EMI Records**, where he worked with **Queensryche**, **The Red Hot Chili Peppers**, **The Neville Brothers**, **Stray Cats** and **George Thorogood**. Before that he was Director of A&R at **I.R.S. Records**, where he signed the **Go-Go's** and **Wall of Voodoo** and worked with **R.E.M.** and **The English Beat**.

"We want to sign artists that have a lot of influence over the way music is shaped in the '90s," said Guarnieri. "Music is going in many new directions, and I want ENIGMA to remain at the forefront."



JOHN GUARNIERI

Andon To Work Exclusively For SBK Management



ARMA ANDON

Arma Andon, currently Senior Vice President of **SBK Records Group** and President of **SBK Management**, will be leaving the **SBK Records Group** post to concentrate his efforts full-time at **SBK Management**, it was announced this week.

Andon has been with the **SBK/EMI** companies since February of 1987, when he joined as President of **SBK Management**. Prior to that he held various marketing jobs at **CBS Records**, including Assistant to the President, Vice President/Artist Development and Vice President/Product Development.

Since joining **SBK/EMI**, Andon has worked under **Charles Koppelman**, **SBK Records Group** Chairman/CEO, and **Martin Bandier**, **SBK Records Group** President/COO and **EMI Music Publishing** Vice Chairman, helping to steer the companies to the success they enjoy today. Among the highlights of his career with the companies is his work as the head of marketing and sales on the **Wilson Phillips**, **Technotronic**, **Teenage Mutant Ninja Turtles** and **Vanilla Ice** album projects.

"**Arma Andon** has been a key player in the unprecedented success of **SBK Records** and its predecessors, **SBK Music Publishing** and **SBK Record Productions**," commented **Koppelman**. "I have every confidence in **Arma** continuing to build **SBK** into the pre-eminent management in the industry."

"**Arma's** ability in the artist development field has positioned **SBK Management** to successfully direct all the artists currently in its fold," said **Bandier**. "While his expertise will be missed at **SBK Records**,

Newman To Join Scott At STAR93

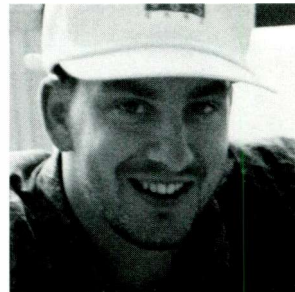
Michael Newman will be leaving the MD post at **MIX96.5-Houston** to become Asst. PD/MD at **STAR93-San Antonio (KSRR)**, it was announced this week.

Newman was offered the job at **STAR93** by **Jefferson Scott**, who announced last week he was leaving **MIX96.5**, where he was Operations Manager, to take on the PD job at **STAR93**. **Scott**, who takes the helm October 29, replaced **Rick Upton**, who stepped down but will remain with the station as afternoon drive jock.

"I'm overly excited about going to **STAR93**," Newman told **HITMAKERS**. "Jeff and I work really well together, and we get along great. It's going to be real exciting because this is going to be our station."

STAR93 recently switched from a dance-leaning Top40 format (known as **KITY**) to an Adult Top40 format, just a few weeks after **MIX96.5** switched to Adult Top40 from **KNRJ**. **Scott** has said he plans to make some changes in the presentation of **STAR93**, but will not commit to any direction until he gets into the market and determines the needs there.

Newman has been with the Houston station since it signed on as **KNRJ** in January of 1989. Prior to that he was MD at **HOT97.7** in San Jose.



MICHAEL NEWMAN

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Rock/Alternative Associate: EDDY MURRAY

and

The BIG TUNA : JOHN ANTOON

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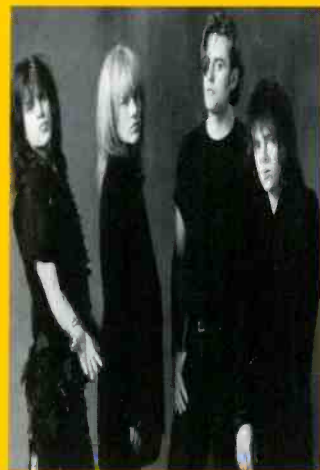
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KISS OF LIFE.

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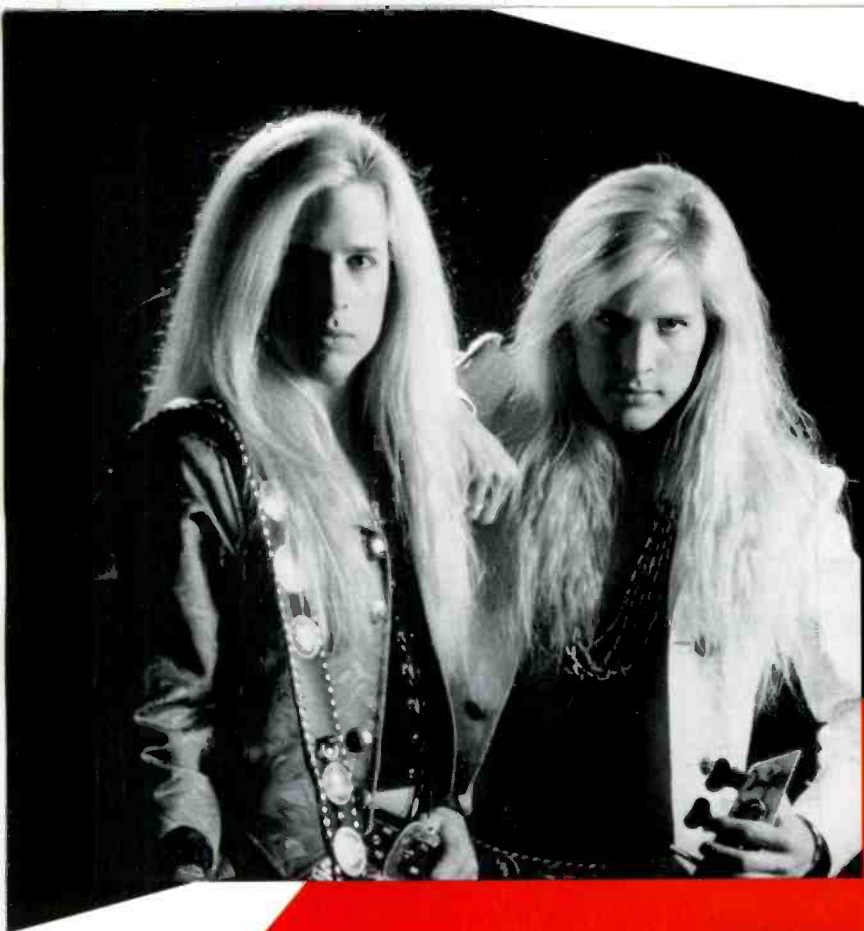
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**LOOK
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VOTE**



DAVID GEFLEN COMPANY

HITMAKERS FACE-OFF

DOES THE RECORD REP-PD/MD RELATIONSHIP AFFECT AIRPLAY?

How does the relationship between a record rep and a radio programmer affect the ability to get records played?

The relationship that develops between a record rep and a PD or MD is very unique. On many levels it's like a marriage, with it's high and (occasional) low points, but the long-range goal, as with any relationship, is to build a

so he knows who understands his market and who doesn't. He says he is still in the process of trying to educate the newer ones.

"This whole business is built upon relationships," says McKay. "I make notes every week of the records I'm looking at and compare it with the info I'm getting from the reps, and that lets us keep



Michael Plen:

"I can't go to a PD and ask them to play a record unless I feel that the record really has a chance to be a hit."



"Hitman" McKay:

"If (record reps) pitch me on a record that doesn't fit the sound of my station, then they don't really know me or my radio station."

base of mutual respect and trust. This week we talk with VIRGIN Records VP of Promotion Michael Plen and 99.9KHI-Ocean City VP of Programming "Hitman" McKay, who offer respective views from the record and radio side of this issue.

Plen and McKay agree that knowledge of the market and trusting each other's instincts can be of mutual benefit. McKay says that most of the reps he deals with have been in the market for a long time,

tabs on each other. I have to be able to trust the info they're giving me, or else when the record they're pushing goes away in a couple of weeks and I dump it, I will remind them of this when they come with their next record. Then I'll ask them point-blank if they really feel that this is a legitimate hit."

McKay says there have been times when he hasn't been totally convinced of the hit potential of a record, but has trusted his relationship

(See **FACE-OFF** page 37)

THIS 'n' THAT (and the other thing)

The World's Most Comprehensive Compilation of Music Industry Tidbits

The first single off of **Madonna's** IMMACULATE COLLECTION greatest hits compilation, due November 13, will be a song called Justified, and rumor has it that it was co-written by none other than **Lenny Kravitz**. The album will be the first recording to utilize QSound, a new technology that gives a full 3-D effect to the listener. . .

Remember the **O'Jays**? Well, they're coming out with a brand new album on EMI in January. IT'S A WHOLE 'NUTHA THING "will please The O'Jays' fans and open it up to a whole new audience". . .

One of the top R&B artists of the '80s, **Freddie Jackson**, is back with CAPITOL LP DO ME AGAIN, with single Love

Me Down due out soon. . .

CHAMELEON's The Way Moves have released the second single from their FAVOR & DISGRACE LP, the very catchy Revel (In Your Time). . . **MANGO** Records is releasing YALIL, the LP by Tunisian-born pop star **Amina Annabi**, for U.S. distribution this November. It features an international group of musicians, and the single is Belly Dance. . . **Dave Stewart** will be making a rare appearance at L.A.'s Vertigo Halloween Night in celebration of his new **ARISTA** LP, DAVE STEWART AND THE SPIRITUAL COWBOYS. Stewart will also perform one show in New York before year's end, but is not planning a tour. . .

Revered composer/key-boardist **Joe Sample** has a new album on **WARNER BROS.**, ASHES TO ASHES, an instrumental LP which melodically depicts the troubled black urban society in America. . . **Glass Tiger** is putting the final touches on their third **EMI** LP. Produced by Tom Werman (Motley Crue, Poison), the album finds the band moving in a decidedly heavier rock direction. . .

SBK ICY HOT AND CONTINUING TO ROLL

In just over a year of operations, SBK Records has not only established itself as the most successful new label in years, but as one of the hottest labels - period.

SBK has broken unquestionably the biggest new pop group of the year in **Wilson Phillips**, who are batting a thousand with their first two singles - Hold On and Release Me - both going to number one, and sales of their self-titled LP going over the four million mark. Some say current single Impulsive - like its predecessors making its mark on Mainstream, Crossover and Adult Top40 alike - is even better than the first two, but the big news out of SBK this month has to be none other than white rapper **Vanilla Ice**. Debut single Ice Ice Baby has become the most phenomenal record since Sinead O'Connor's Nothing Compares 2 U, only with a more wide-scale impact. Already having hit the top of the Crossover Top40 and Club charts, the song is bound for number one Mainstream, and in just over a month LP TO



Vanilla Ice has helped solidify SBK's position as the top new label in years.

THE EXTREME has reached double platinum status. Simply put, it's the hottest selling single and LP in America!

"I haven't seen action like this since Sinead," says **Jim Collier**, head buyer at Valley Record Distributors in Woodland, Cal. "SBK is doing a great marketing job - they know what it takes to make a

record happen."

"SBK is an incredible success story," says **Henzel Lazo**, owner of H.L. Distributing in Miami. "Everything they've brought out has been a hit. I would rate them record company of the year."

Vanilla Ice is also leading SBK's surge in the clubs, where it is breaking down barriers in record pools all over the country.

"Vanilla Ice has got to be the hottest rap record of the year - it's the only rap record to debut in our top ten," said **Dan Puciarelli**, Director of For the Record record pool in New York. **Karen Kennedy**, Director of the North Texas Dance Pool in Dallas, says that despite her pool not being especially rap-oriented, Vanilla Ice has definitely caught the ears of her pool's deejays.

"In my pool it's usually the alternative deejays who play rap," says Kennedy, "but for it to go as high as it has, Ice Ice Baby is definitely being played by more than just the alternative guys."

Lest Vanilla Ice overshadow (See **SBK** page 52)

THE OUTFIELD DISCOVERS THEIR DIAMOND DAYS

For **John Spinks** and **Tony Lewis**, better known as British rock band **The Outfield**, producing and recording their new LP, DIAMOND DAYS - their first for **MCA** Records - was a rebirth, both artistically and professionally. After enjoying double-platinum success with their first album on **COLUMBIA**, PLAY DEEP - which spawned the smash

single Lose Your Love

- the band got lost in the shuffle, with CBS's more established superstars effectively monopolizing the company's resources at a time when The Outfield needed some nurturing of their own in order to parlay their PLAY DEEP success into establishing themselves as a band to be reckoned with on a long-term basis.

"Our third album, VOICES OF BABYLON, was near the top of the Rock charts for a few weeks, and to have to fight for seniority is kind of hard work," explains John Spinks. "You figure if you sell a few million records you could get some sort of priority, but you can't when you're up against the New Kids, Bruce Springsteen and Michael Jackson. We thought that we needed more input from the company, and they said, 'We don't want to stand in the way of your career. Thanks very much - we've had a great relationship,' and that was it."

Signing with **MCA** was the logical next step, since the man who had been their biggest supporter at **CBS** was now at the helm of **MCA** - **AI**



Teller. Teller's belief in The Outfield was instrumental in their success with **COLUMBIA**, and will no doubt carry over to **MCA**, where Spinks and Lewis can count on Teller's support to help them reach even loftier heights.

"Of course we'd much rather be with someone who really believes in us, and with **MCA** I think you'll see a major difference in the marketing of The Outfield this time around," says Spinks.

Producing DIAMOND DAYS themselves, and being encouraged by **MCA** Executive VP of A&R **Paul Atkinson** to take as much time as they needed, resulted in what Spinks and Lewis consider their most gratifying work to date, because it enabled them to take advantage of the synthesized technology they wanted to implement in their work.

"Any young band starting (See **OUTFIELD** page 52)

Department... as not dis... while the state had j... Continued on Page 8, Column 2

THE BERLIN WALL COMES DOWN.

UNITED NATIONS, Oct. 15 — The move in the gulf crisis, diplomats show... a resolution it plans to introduce would re

Elvis Is Alive

By DAVE ROSEN

Congress is... But Democrats coming out of... were or

WASHINGTON, Oct... aring passe

U.S. and Russia Allies

By DREW POLLA

MOSCOW, Oct. 15 — Mikhail S. Gorbachev today became the second "like all other recipients" of the prize. Special... ed one notable

of... had been given 48 hours by President... sp... theory about the other... Continued on Page 4

GIBSON/DOZIER

By FRANK LAMB

City officials emphasized that they... others are... cases in storage... had not yet determined... Supreme Co...

"Anything Is Possible"



NATIONAL RETAIL CHART

Published Weekly By **HITMAKERS MAGAZINE** And Compiled From Surveys Reported To Us By A Retail Panel Comprised Of Record Stores, Chains, And Distributors Including Over 2000 Individual Stores And 48 One Stops.

TOP SELLING ALBUMS

#1 VANILLA ICE "TO THE EXTREME" (SBK)

LW-TW	ALBUM	LABEL
3-1	VANILLA ICE "To The Extreme"	(SBK)
2-2	M.C. HAMMER "Please Hammer..."	(CAPITOL)
1-3	INXS "X"	(ATLANTIC)
4-4	AC/DC "The Razor's Edge"	(ATCO)
5-5	THE VAUGHAN BROTHERS "Family Style"	(EPIC)
7-6	MARIAH CAREY "Mariah Carey"	(COLUMBIA)
6-7	GEORGE MICHAEL "Listen Without..."	(COL)
9-8	WILSON PHILLIPS "Wilson Phillips"	(SBK)
8-9	WARRANT "Cherry Pie"	(COLUMBIA)
10-10	QUEENSRYCHE "Empire"	(EMI)
11-11	BELL BIV DEVOE "Poison"	(MCA)
NEW-12	PAUL SIMON "The Rhythm of the Saints"	(WB)
NEW-13	ZZ TOP "Recycler"	(WARNER BROS.)
12-14	TOO SHORT "Short Dogs in the House"	(JIVE/RCA)
27-15	SLAYER "Seasons In The Abyss"	(DEF AMER)
13-16	IRON MAIDEN "No Prayer for The Dying"	(EPIC)
20-17	GARTH BROOKS "No Fences"	(CAPITOL)
14-18	MEGADETH "Rust in Peace"	(CAPITOL)
19-19	POISON "Flesh & Blood"	(ENIGMA/CAPITOL)
18-20	TWIN PEAKS "Soundtrack"	(WARNER BROS.)
17-21	LL COOL J "Mama said Knock..."	(DEF JAM/COL)
16-22	JON BON JOVI "Blaze Of Glory..."	(MERCURY)
33-23	DEEE-LITE "World Clique"	(ELEKTRA)
21-24	INDIGO GIRLS "Nomads, Indians, Saints"	(EPIC)
22-25	JUDAS PRIEST "Painkiller"	(COLUMBIA)
34-26	BETTE MIDLER "Some People's Lives"	(ATL)
28-27	RIGHTEOUS BROS "Greatest Hits"	(VERVE/PLDR)
24-28	LIVING COLOUR "Times Up"	(EPIC)
25-29	JANE'S ADDICTION "Ritual de lo Habitual"	(WB)
NEW-30	AL B. SURE! "Private Times..."	(WARNER BROS.)
35-31	NELSON "After The Rain"	(DGC)
32-32	FAITH NO MORE "The Real Thing"	(SLASH/REP)
29-33	SLAUGHTER "Stick It To Ya"	(CHRYSALIS)
30-34	THE REPLACEMENTS "All Shook Down"	(SIRE/REP)
26-35	PRINCE "Music From Graffiti..."	(PAISLEY PK/WB)
36-36	MICHAEL BOLTON "Soul Provider"	(COLUMBIA)
44-37	TESTAMENT "Souls Of Black"	(ATLANTIC)
15-38	GHOST "Soundtrack"	(MCA)
23-39	NEIL YOUNG & CRAZY HORSE "Ragged..."	(REP)
31-40	ANITA BAKER "Compositions"	(ELEKTRA)
43-41	WINGER "In The Heart Of The Young"	(ATLANTIC)
38-42	ROBERT CRAY "Midnight Stroll"	(MERCURY)
42-43	KEITH SWEAT "I'll Give All My Love..."	(ELEKTRA)
37-44	PHIL COLLINS "...But Seriously"	(ATLANTIC)
47-45	PEBBLES "Always"	(MCA)
NEW-46	CARRERAS, DOM., PAVOR. "In Concert"	(LONDON)
NEW-47	BLACK BOX "Dreamland"	(RCA)
48-48	CARLY SIMON "Have You Seen Me..."	(ARISTA)
50-49	MAXI PRIEST "Bonafide"	(CHARISMA)
NEW-50	BLACK CROWES "Shake Your..."	(DEF AMER)

TOP SELLING SINGLES

#1 VANILLA ICE "ICE ICE BABY" (SBK)

LW-TW	SINGLE	LABEL
1-1	VANILLA ICE "Ice Ice Baby"	(SBK)
2-2	JANET JACKSON "Black Cat"	(A&M)
7-3	PEBBLES "Giving You the Benefit of..."	(MCA)
5-4	RIGHTEOUS BROS "Unchained..."	(VERVE/PLDR)
6-5	INXS "Suicide Blonde"	(ATLANTIC)
8-6	MARIAH CAREY "Love Takes Time"	(COLUMBIA)
11-7	MC HAMMER "Pray"	(CAPITOL)
4-8	JAMES INGRAM "I Don't Have The Heart"	(WB)
16-9	CANDYMAN "Knockin' Boots"	(EPIC)
17-10	WARRANT "Cherry Pie"	(COLUMBIA)
3-11	BLACK BOX "Everybody Everybody"	(RCA)
14-12	DEEE-LITE "Groove Is In The Heart"	(ELEKTRA)
15-13	AFTER 7 "Can't Stop"	(VIRGIN)
12-14	TONY! TONI! TONE! "Feels Good"	(WING/PLDR)
10-15	MAXI PRIEST "Close To You"	(CHARISMA)
19-16	ALIAS "More Than Words Can Say"	(EMI)
22-17	SOHO "Hippychick"	(ATCO)
23-18	CONCRETE BLONDE "Joey" (I.R.S.)	
18-19	SLAUGHTER "Fly To The Angels"	(CHRYSALIS)
43-20	WHITNEY HOUSTON "I'm Your Baby..."	(ARISTA)
13-21	GEORGE MICHAEL "Praying for Time"	(COL)
9-22	DINO "Romeo"	(ISLAND)
29-23	POISON "Something To Believe In"	(ENIGMA/CAP)
26-24	d.n.a. f/SUZANNE VEGA "Tom's Diner"	(A&M)
41-25	BETTE MIDLER "From A Distance"	(ATLANTIC)
24-26	LL COOL J "Boomin' System"	(DEF JAM/COL)
21-27	SNAP "Ooops Up"	(ARISTA)
NEW-28	THE CURE "Never Enough"	(ELEKTRA)
40-29	HEART "Stranded"	(CAPITOL)
47-30	HALL & OATES "So Close"	(ARISTA)
NEW-31	STEVIE B "Because I Love You"	(LMR/RCA)
20-32	NELSON "Love And Affection"	(DGC)
25-33	BELL BIV DEVOE "Do Me"	(MCA)
38-34	AL B. SURE! "Missunderstanding"	(WB)
45-35	UB40 "The Way You Do..."	(VIRGIN)
30-36	BREATHE "Say A Prayer"	(A&M)
28-37	THE BOYS "Crazy"	(MOTOWN)
46-38	DAVID CASSIDY "Lyin' To Myself"	(ENIGMA)
NEW-39	WILSON PHILLIPS "Impulsive"	(SBK)
NEW-40	RALPH TRESVANT "Sensitivity"	(MCA)
33-41	JON BON JOVI "Blaze of Glory"	(MERCURY)
NEW-42	MARIAH CAREY "Vision Of Love"	(COLUMBIA)
32-43	THE ADV. OF STEVIE V "Dirty Cash"	(MERCURY)
39-44	JOHNNY GILL "My My My"	(MOTOWN)
NEW-45	DAMN YANKEES "High Enough"	(WB)
NEW-46	BELL BIV DEVOE "BBD (I Thought It...)"	(MCA)
48-47	INFORMATION SOCIETY "Think"	(TB/REPRISE)
NEW-48	2 IN A ROOM "Wiggle It"	(CUTTING/CHARISMA)
42-49	KYPER "Tic Tac Toe"	(ATLANTIC)
50-50	PET SHOP BOYS "So Hard"	(EMI)



These Waco, Texas teens get hi marks for
"I JUST CAN'T HANDLE IT,"

the first single exploding at radio and retail.

Co-written and produced by hitman Teddy

Riley, it's the first single from their debut

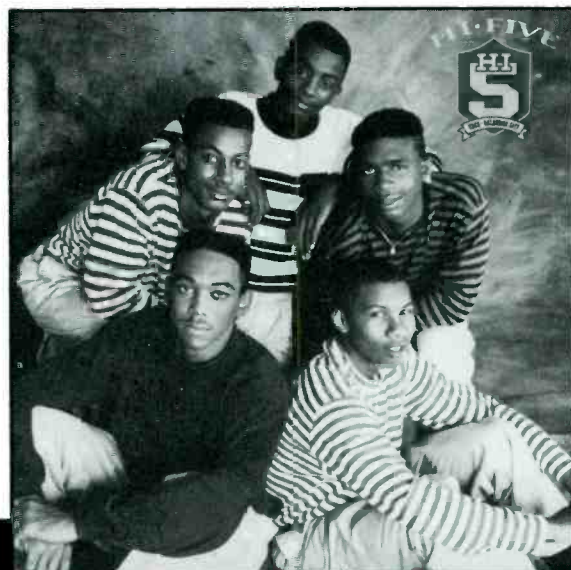
album, "Hi-Five." It's hi-time you listened.

On Jive/RCA Records cassettes,

compact discs and albums.

HI
 FIVE
 TO
 HI-FIVE

ALREADY ADDED AT:



A HITBOUND!

Just Added At:

WFLZ #40

KXXR

KOY

KROY

WNVZ

B95

KEZB

KIKX

KIXY

KKMG #40

KKSS

KWTX

KZFM

WILN

Hot Action At:

KJMZ(20-16)

KKFR (D#33)

WCKZ (D#36)



3 WARNER ALBUMS TOP BREAKOUTS THIS WEEK!

HOTTEST SELLING ALBUMS: VANILLA ICE, AC/DC, PAUL SIMON, M.C. HAMMER, THE VAUGHAN BROTHERS
HOTTEST SELLING SINGLES: VANILLA ICE, JANET JACKSON, RIGHTEOUS BROTHERS, CANDYMAN, DEEE-LITE

NORTHEAST

TOP 5 ALBUMS

M.C. HAMMER
 MARIAH CAREY
 VAUGHAN BROTHERS
 INXS
 GEORGE MICHAEL

HOT TIPS:

ZZ TOP
 JON BON JOVI
 NELSON
 CARLY SIMON
 10,000 MANIACS

TOP 5 SINGLES

PEBBLES
 VANILLA ICE
 RIGHTEOUS BROTHERS
 DEEE-LITE
 TONY! TONI! TONE!

HOT TIPS:

RALPH TRESVANT
 GUY
 2 IN A ROOM

MID ATLANTIC

TOP 5 ALBUMS

M.C. HAMMER
 GEORGE MICHAEL
 MARIAH CAREY
 INXS
 VANILLA ICE

HOT TIPS:

BELL BIV DEVOE
 POISON
 JON BON JOVI
 LL COOL J
 NELSON

TOP 5 SINGLES

JANET JACKSON
 INXS
 VANILLA ICE
 PEBBLES
 RIGHTEOUS BROTHERS

HOT TIPS:

TONY! TONI! TONE!
 HALL & OATES
 2 IN A ROOM

NORTH CENTRAL

TOP 5 ALBUMS

VANILLA ICE
 AC/DC
 M.C. HAMMER
 INXS
 VAUGHAN BROTHERS

HOT TIPS:

SLAYER
 STYX
 INFORMATION SOCIETY
 BLACK CROWES
 CANDYMAN

TOP 5 SINGLES

RIGHTEOUS BROTHERS
 VANILLA ICE
 MAXI PRIEST
 JANET JACKSON
 CANDYMAN

HOT TIPS:

NELSON
 RALPH TRESVANT
 BETTY BOO

SOUTHEAST

TOP 5 ALBUMS

VANILLA ICE
 MARIAH CAREY
 M.C. HAMMER
 AC/DC
 GARTH BROOKS

HOT TIPS:

BETTE MIDLER
 LL COOL J
 BLACK CROWES
 STYX
 CANDYMAN

TOP 5 SINGLES

CANDYMAN
 VANILLA ICE
 MARIAH CAREY
 M.C. HAMMER
 JAMES INGRAM

HOT TIPS:

WHITNEY HOUSTON
 INFORMATION SOCIETY
 AL B. SURE!

CENTRAL SOUTH

TOP 5 ALBUMS

VAUGHAN BROTHERS
 VANILLA ICE
 AC/DC
 M.C. HAMMER
 INXS

HOT TIPS:

TOO SHORT
 JON BON JOVI
 BLACK CROWES
 ATKINS/ KNOPFLER
 NELSON

TOP 5 SINGLES

JANET JACKSON
 CANDYMAN
 JAMES INGRAM
 WARRANT
 MARIAH CAREY

HOT TIPS:

WHITNEY HOUSTON
 DAMN YANKEES
 TOO SHORT

MIDWEST

TOP 5 ALBUMS

VANILLA ICE
 AC/DC
 INXS
 M.C. HAMMER
 VAUGHAN BROTHERS

HOT TIPS:

PAUL SIMON
 JANE'S ADDICTION
 REPLACEMENTS
 STYX
 WARRANT

TOP 5 SINGLES

WARRANT
 JANET JACKSON
 RIGHTEOUS BROTHERS
 M.C. HAMMER
 VANILLA ICE

HOT TIPS:

SOHO
 THE CURE
 JULEE CRUISE

PACIFIC NORTH

TOP 5 ALBUMS

M.C. HAMMER
 MARIAH CAREY
 VAUGHAN BROTHERS
 INXS
 GEORGE MICHAEL

HOT TIPS:

ZZ TOP
 JON BON JOVI
 POISON
 INDIGO GIRLS
 10,000 MAINIACS

TOP 5 SINGLES

PEBBLES
 VANILLA ICE
 RIGHTEOUS BROTHERS
 DEEE-LITE
 TONY! TONI! TONE!

HOT TIPS:

RALPH TRESVANT
 GUY
 2 IN A ROOM

PACIFIC WEST

TOP 5 ALBUMS

INXS
 VANILLA ICE
 GEORGE MICHAEL
 PAUL SIMON
 VAUGHAN BROTHERS

HOT TIPS:

ZZ TOP
 JANE'S ADDICTION
 DEEE-LITE
 WATERBOYS
 10,000 MANIACS

TOP 5 SINGLES

VANILLA ICE
 CANDYMAN
 RIGHTEOUS BROTHERS
 JANET JACKSON
 PEBBLES

HOT TIPS:

UB40
 HEART
 MARIAH CAREY

NATIONAL ANALYSIS & COMMENTS

WARNER BROTHERS comes in with the top three breakouts this week - as predicted to HITMAKERS by our panel of retail buyers - in the order that they charted. **PAUL SIMON THE RHYTHM OF THE SAINTS** debuted at #12, **ZZ TOP RECYCLER** debuted at #13 and **AL B. SURE! PRIVATE TIMES... AND THE WHOLE 9!** debuted at #30 on our National Album Chart. **PAUL SIMON** came out of the box to take the #1 spot at TOWER stores in Washington D.C., New York City, Boston, Mtn. View, CA., Hollywood, CA., Sherman Oaks, CA. and Los Angeles, as well as the top spot at STREETSIDE RECORDS in St. Louis and #2 at SPEC'S MUSIC in Miami. Breakout reports spanned the U.S. with strongest response in the Pacific West, Mid Atlantic, North Central and Midwest. DAN SHEPHERD, Manager of TOWER in Tempe, AZ., sez, "We are seeing a huge response from a younger group on this record, along with **PAUL SIMON**'s strong core of fans in the 25-40 category." BOB MARCELIS of TOWER in Sacramento sez, "**PAUL SIMON** is going to be a key record this Christmas." **ZZTOP** gets the #1 spot from SCOTT'S ONE-STOP in Indianapolis and TOWER in Portland, OR., with #2 reports from STREETSIDE RECORDS in St. Louis and RADIO DOCTORS in Milwaukee. Buyers gave **ZZ TOP** the strongest breakouts in the North Central, Pacific North and Mid Atlantic. ANN LAMPE of BEBOP RECORDS in Jackson, MS., sez, "The first few days we sold through all the limited addition CD sets in all of our stores. **ZZTOP** sells product, and **RECYCLER** will continue to sell through Christmas, especially with the Recycler Tour and major television exposure." **AL B. SURE! PRIVATE TIMES... AND THE WHOLE 9!** goes to #2 at SCOTT'S ONE-STOP, #3 at TOWER in Mtn. View, CA. and #4 at STREETSIDE RECORDS in St. Louis, while *Missunderstanding* moves up to the #34 spot on the National Retail Singles Chart.

A record to watch is **THE BLACK CROWES SHAKE YOUR MONEY MAKER** on DEF AMERICAN, debuting at #50 on the National Retail Albums Chart with breakout reports in Mid Atlantic, Central South, Midwest and Southeast, and showing strong gains in North Central, Southeast and Central South. LES HENDRIX, buyer for CAT'S RECORDS in Knoxville, TN., sez, "The BLACK CROWES are getting strong airplay in this market, making it a record to watch."

RALPH TRESVANT Sensitivity on MCA is a major success story this week at Retail. Buyers made us hip to this record on Thursday, and by Monday the breakout mentions were mindblowing, with strongest response in Mid Atlantic, Pacific West and Pacific North and outstanding percentage gains in Northeast, North Central and Pacific North. In addition to debuting at #40 on our National Retail Singles Chart, *Sensitivity* gets the #1 spot at PEACHES in Richmond, VA. and #2 at VINYL VENDORS in Kalamazoo, MI. DEBBIE COX, buyer for WAXWORKS in Owensboro, KY. sez, "There have been early requests for this record for the last two weeks in every format." GEORGE HUNTER of ABBY ROAD DISTRIBUTORS in Santa Ana, CA. sez, "The airplay on this record is making it sell all over this market. **RALPH TRESVANT** will be huge!"

This week watch for a major response to **LED ZEPPELIN'S** box set on ATLANTIC, and also to **THE LYNCH MOB WICKED SENSATION** on ELEKTRA, **KINGS X FAITH HOPE LOVE** on ATLANTIC, **THE HINDU LOVE GODS Raspberry Beret** on GIANT/REPRESE, and **10,000 MANIACS HOPE CHEST** on ELEKTRA.



Management: AM/PM Entertainment Concepts, Vito Bruno.
Produced by George Morel for Dance Line Productions.

HOT SINGLE SALES:

WEE THREE, CHERRY HILL (4),
SOUNDWAVES, HOUSTON (21), ALWILK RECORDS, LIVINGSTON (22),
TOWER REC., NY (19), WALL TO WALL, CINNAMINSON (23),
TOWER REC., BOSTON (13), TOWER REC., NASHVILLE (24), H.L. DIST., MIAMI (22),

DENE HALLAM, PD, KKBQ - "We are always looking for fun records to play on 93Q. This is definitely a nighttime smash that may spread to other demos."

AL TAVERA, Asst. PD/MD, PWR106 - "One of our hottest street records from day one and continuing to get stronger - wiggle it!"

SHADOW, MD, XL106.7 - "An instant reaction record. If you want to see the phones light up, play this one!"

JIMMY STEAL, Asst. PD/MD, KEGL - "An instant nighttime reaction record that will ultimately appeal to adults and not just teens."

ALBIE D, MD, WPGC - "D.C.'s wiggling it! A big club record, huge in the streets, and translating nicely onto radio!"

BILL TANNER, PD, POWER96 - "It slithered its way to the top of requests and callout - it's a SMASH! A feel-good record all the way!"

WIGGLE IT

HITMAKERS MAINSTREAM: NEW#39

CROSSOVER TOP40: 20-14

TOP 5 CLUB!

NAT'L. SINGLE SALES: NEW#48

Hot Action:

WPLJ (12-10)

Z100 (7-4)

KIIS-FM (Add)

POWER106 (24-17)

Z95 (25-20)

KMEL (30-24)

WIOQ (15-9)

WHYT (15-7)

KEGL (23-18)

WXKS-FM (11-7)

WZOU (14-11)

WPGC (28-24)

POWER104 (D#25)

POWER96 (#4)

POWER99 (30-25)

KHTK (19-16)

Z90 (19-12)

WLOL-FM (12-11)

KEZY (Add)

PWR PIG (Add #28)

WPHR (Add)

HOT102 (21-18)

KBEQ (Add)

PRO-FM (32-28)

KROY (28-22)

HOT94.9 (D#24)

WTIC-FM (17-13)

102JAMZ (D#35)

WGTZ (27-23)

and more



charisma

THE TOP40 COLUMN...

by Pamela Jouan



Maximizing Middays

If the energy of a Top40 station pivots around the personality of a morning show, it can become all too easy to lose focus in other dayparts, especially middays. After the impact of a highly visible morning zoo, the intensity of middays in the past has been de-emphasized. However, as the competition continues to get more fierce and the marketplace dictates specialization and fragmentation, it might be time to question the current function of your midday shift, and re-evaluate and refine to make the most out of middays...

Defining Middays

Let's start with the basics...when does your midday shift begin and end? "We hit high gear into the best music at 10 a.m.," says **Jay Taylor**, Asst. PD/MD at Las Vegas' KLUC. "We focus the personality of our station on our number one morning show, and then become the station with more music and less talk." Typical of the average Top40, middays start at 9 or 10 a.m. and end at 2 or 3 p.m., sometimes with a split shift.

Chuck Holloway, OM/PD at WKZL in Winston-Salem, questions this time-frame. "My feeling is that the people who are listening to you at 9:30 a.m. are listening to you at 4:30 p.m.," he says. "We often think middays end at 3 p.m., but that is part of a lot of old ideas on how the audience moves around. For that reason, any midday promotions at WKZL are cut off at 5 p.m. rather than 3 p.m."

That Winning Personality

Is it just a myth that female personalities can better identify with a midday audience, or does it really work in practice? **Albie D.**, MD at WPGC in Washington D.C., seems to favor a female DJ. "With a softer sound in middays, I feel female DJs can relate better to that targeted audience," he says.

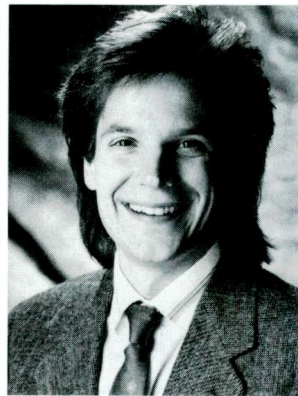
Ken Richards, PD at HOT97.7 in San Jose, is extremely proud of his midday host, **Renee Fox**, who "does a superb job at mirroring the attitudes of people at work...and has a great one-to-one communication. Renee is quick to put a good adult listener on the air to have a nice conversation with."

Dave Van Stone, PD AT KS104 in Denver, chooses to split up his midday shift between MD **Stacy Cantrall** (9-12 p.m.) and **Mary Chavez** (12-3 p.m.). With a healthy increase in midday numbers in this past book, he credits that success totally to the presentation by both female personalities.

POWER PIG in Tampa also has a split shift for middays, but this time two male DJs command the airwaves. **Dave Mann** (9-1 p.m.) and **B.J. "The Fatman" Harris** (1-3 p.m.) entertain Tampa during this four-hour time span. In a case such as POWER PIG, the station image sets precedence over individual personality, which is obvious from the



ELROY SMITH: "We will play new music but it's a familiar music...but we do try show...We want to relate to the office listener..."



JOHN PEAKE: "We're not afraid to play new music...but we do try to make all the music palatable for a workplace listener..."

choice of on-air names if nothing else. Remember, coming straight out of a morning show, which is an important part of the station's perceived image by the average listener, it is essential to keep the flow of personality consistent. The morning show extravaganza might not be present, but the midday jock should make the transition from one daypart into the next smoothly.

"**Rick Kelly** is ranked number one 18-34, he's bright, mainstream and conversational," says Jay Taylor. Of course it helps if your personality has been in the market and gained credibility through familiarity. "**Jeff Davis** is totally wired into Tucson," says **John Peake**, PD at KRQ-Tucson. "He has worked here ten years and is a well known personality who shows up great in our research...he's almost a legend."

More Music...For Who?

Music - the international language. The only problem is you can't play it all in one shift. So what do you decide to put on the air? And more importantly, who's it for?

"Musically we focus it 25-31," explains Taylor. "We play some urban leaning material and some AC - the staple Top40 artists, only the extreme ends are shaved off." Ken Richards agrees: "We're at our softest during middays. That's when we play our most gold, appealing to an older audience who may or may not be listening at work; not necessarily the dentist's office, but places that are more in tune with the lifestyle of our audience: hair salons, record stores and so forth. With this format (Crossover Top40) we don't expect to win middays 25-54, but we do go after that demo in a realistic grasp. We don't change the station's format, but we try to appeal to the audience without becoming AC."

Michael Newman, MD at Adult Top40 MIX96.5 in Houston, stresses the importance of the office listener. "We really focus on that office listener - we want every business listening to us, and so we play a lot of softer music and recurrents," says Newman.

"We daypart heavily in middays," says **Don Parker**, MD at KBOS, a strong Crossover Top40 in Fresno. "I know a lot of stations might consider a *Bust A Move* in all dayparts, but we still won't play it in middays...the same for Vanilla Ice. We might open up a new record such as Lalah Hathaway in this daypart, though."

The trick is to stay familiar and fresh, and not only target the average office listener. "The music is toned down and we don't play any rap of any sort," explains PD **Elroy Smith** of 100.3JAMZ in Dallas. "We will play new music, but it's a familiar show. We want to relate to the office listener and we try not to overlook

those workers at home and even those who don't work at all."

Richards comments: "I'm sometimes suprised at the places the radio is played...places that we may think are too conservative to have it on. It's exciting to have a real good concentration of not only older listeners, but socially-economically, people who are responsible and have a life - and make HOT97.7 a part of it."

John Peake stresses balance: "We're not afraid to play new music. For example, we're popping in the Chris Isaak record, but we do try to make all the music palatable for a workplace listener."

If you want to win, remember the old saying, "You can't please all the people all of the time." Focus on the music, go after your core, but don't sound stale.

Approaching Midday Promotions

There is a wealth of midday promotion ideas. and next week we will explore some avenues to take in order to make the promotion effective and simple.

Music can also be a viable form of promotion. True, you don't want to tune out your office listener, but also give them credit for wanting to hear a certain amount of fresh tunes. The key is entertainment. Keep your audience locked in with wacky, crazy bits, and you will have a loyal following who will look forward to hearing a midday shift and identify with it the same way morning show listeners identify with morning shows.

Don't be afraid to be aggressive. If you don't, someone else just might... <

Stay tuned for more next week!

Destined to be Jumbo!

There may not be a ton of new releases out this week, but there are definitely a lot of significant ones! Right off the bat **PHIL COLLINS** delivers probably his biggest dance track since *Sussudio*. Check out *Hang In Long Enough* on ATLANTIC. And for your mix shows give the club and extended mixes a spin - you won't believe your ears! **PHIL COLLINS** does house music - and it works!

Be aware that there are two covers of the 10CC classic *I'm Not In Love* out this week. **JOEY KID** on ATLANTIC and **WILL TO POWER** on EPIC will be battling it out this week...and it will be a tough one, as both remakes are excellent! If you can't make the big decision, you can always do what **POWER96**, **WCKZ-FM** and some other stations did this week...add both!

Speaking of remakes, lend an ear to **BASIA'S** version of *Until You Come Back To Me* on EPIC. Also, **NENEH CHERRY'S** contribution to the **CHRYSALIS** compilation to benefit AIDS is a stunning version of Cole Porter's *I've Got You Under My Skin*. This one was huge in the U.K...

Ballad-time...and **DINO** leads the pack with *Gentle* on ISLAND. Already strong on the Crossover Top40s, expect this one to be huge!

Time for a little Rock 'N Roll...and a blast from the past...**DEEP PURPLE** *King Of Dreams* on RCA - WOW! **DANGER DANGER** releases a new one this week with *Don't Walk Away* on EPIC. For a little Alternative flavor, **GENE LOVES JEZEBEL** *Tangled Up In You* on GEFEN is definitely worth the listen. With the exposure this band has received with this last album, they are poised to break Top40.

As **CHARISMA** begins to make waves, check out new product from **BRENT BOURGEOIS**, *Time Of The Season* (a remake of The Zombies classic), and *Beat Bomb* by **WOP BOP TORLEDO**. This new band has tons of promise as well as an album filled with hits - give it a listen! Also look for new releases from **BREATHE** *Love That Man* on A&M, *Slow Motion* by **GERALD ALSTON** on MOTOWN, and **CARLEY SIMON** *Better Not Tell Her* on ARISTA. Until later...

WB40

"The
Way
You

just added

**B96, WBLI, POWER PIG#30,
KOY95#23, HOT 97.7, B97,
WNVZ#20, WKSS, WDJX#30**

Do

**K96.7, KFTZ, KLYV, Z103, KYVA, OK95, WWCK,
WLXR#32, WMEE, WNNK, WNYP, WVIC, 93Q,
KIIS-FM (1-1) MIX96.5 (#3)**

The

B100 (8-5) WPHR (10-7)

Things

POWER104#8, KGGI (8-6)

You

**POWER106 (14-7), Z95 (D#27), KMEL (22-19),
WIOQ (34-29), Q95 (#14), WPGC (16-14),
POWER99 (23-18), KHTK (20-15), WLOL (30-26),
WMXP (30-25), KEZY (8-3), KS104 (24-21),
Y108 (21-17), KKRZ (30-25), KXYQ (18-15),
KWSS (20-17), KROY (30-18), KWOD (37-32),
Q102 (32-29), WNCI (20-17), KISN (14-10),
WCKZ (36-26), 98PXY (30-27), KJ103 (26-21),
Z99 (5-3), KISS104 (23-19)**

Do"

Debuts



WPLJ#33, X100#29,

WZOU#27, KPLZ#28,

MAJIC102#28, WTIC#39,

WZZG#28, FM100#33

HOT97.7 - John Christian/Asst. PD/MD -
"When VIRGIN Records approached the station with this project, I have to admit I thought they had been drinking a lot of 'Red, Red Wine', but rather than hold out until the first of the year, (when I'm sure they will still be working it) we decided this record deserves the shot. And now when it comes on the radio, I say 'Damn, what took me so long!'"

HITMAKERS MAGAZINE

MAINSTREAM TOP 40

LW-TW

- 1-1 JAMES INGRAM "I Don't..." (WARNER BROS.)
- 5-2 VANILLA ICE "Ice Ice Baby" (SBK)
- 4-3 AFTER 7 "Can't Stop" (VIRGIN)
- 8-4 MARIAH CAREY "Love Takes Time" (COLUMBIA)
- 6-5 ALIAS "More Than Words Can Say" (EMI)
- 10-6 PEBBLES "Giving You The Benefit" (MCA)
- 2-7 RIGHTEOUS BROS "Unchained..." (VERVE/PLDR)
- 3-8 JANET JACKSON "Black Cat" (A&M)
- 13-9 M.C. HAMMER "Pray" (CAPITOL)
- 21-10 WHITNEY HOUSTON "I'm Your Baby..." (ARISTA)
- 16-11 HALL & OATES "So Close" (ARISTA)
- 20-12 BETTE MIDLER "From A Distance" (ATLANTIC)
- 9-13 INXS "Suicide Blonde" (ATLANTIC)
- 11-14 MAXI PRIEST "Close To You" (CHARISMA)
- 18-15 HEART "Stranded" (CAPITOL)
- 7-16 GEORGE MICHAEL "Praying For..." (COLUMBIA)
- 12-17 PHIL COLLINS "Something..." (ATLANTIC)
- 19-18 WARRANT "Cherry Pie" (COLUMBIA)
- 23-19 UB40 "The Way You Do The Things..." (VIRGIN)
- 28-20 DEEE-LITE "Groove Is In The Heart" (ELEKTRA)
- 24-21 SOHO "Hippychick" (ATCO)
- 15-22 BLACK BOX "Everybody Everybody" (RCA)
- 30-23 WILSON PHILLIPS "Impulsive" (SBK)
- 25-24 CONCRETE BLONDE "Joey" (I.R.S.)
- 29-25 POISON "Something To..." (ENIGMA/CAPITOL)
- 34-26 STEVIE B "Because I Love You (The...)" (LMR/RCA)
- 17-27 NELSON "Love And Affection" (DGC)
- 14-28 BREATHE "Say A Prayer" (A&M)
- 32-29 TONY! TONI! TONE! "Feels Good" (WING/PLDR)
- 31-30 CANDYMAN "Knockin' Boots" (EPIC)
- 22-31 DINO "Romeo" (ISLAND)
- NEW-32 GEORGE MICHAEL "Freedom" (COLUMBIA)
- 26-33 PAUL YOUNG "Oh Girl" (COLUMBIA)
- 37-34 DAVID CASSIDY "Lyn' To Myself" (ENIGMA)
- 39-35 DONNY OSMOND "My Love Is A Fire" (CAPITOL)
- 38-36 HUMAN LEAGUE "Heart Like A Wheel" (A&M)
- 40-37 JON BON JOVI "Miracle" (MERCURY)
- NEW-38 DAMN YANKEES "High..." (WARNER BROS.)
- NEW-39 2 IN A ROOM "Wiggle It" (CUTTING/CHARISMA)
- NEW-40 d.n.a. f/SUZANNE VEGA "Tom's Diner" (A&M)

CHART EXTRAS

- BILLY JOEL "And So It Goes" (COLUMBIA)
- NEW KIDS ON THE BLOCK "Let's Try It Again" (COLUMBIA)
- ELISA FIORILLO "On The Way Up" (CHRYSALIS)
- BELL BIV DEVOE "B.B.D. (I Thought It Was Me)" (MCA)

RECURRENTS

- DEPECHE MODE "Policy Of Truth" (SIRE/REPRISE)
- WILSON PHILLIPS "Release Me" (SBK)
- TAYLOR DAYNE "Heart Of Stone" (ARISTA)
- BELL BIV DEVOE "Do Me" (MCA)
- JON BON JOVI "Blaze Of Glory" (MERCURY)
- JOHNNY GILL "My, My, My" (MOTOWN)
- JUDE COLE "Time For Letting Go" (REPRISE)

MOST ADDED

- 189 • STEVE WINWOOD "One And Only Man" (VIRGIN)
- 102 • NELSON "After The Rain" (DGC)
- 73 • THE OUTFIELD "For You" (MCA)
- 65 • GEORGE MICHAEL "Freedom" (COLUMBIA)
- 53 • CHEAP TRICK "Wherever Would I Be" (EPIC)
- 52 • SURFACE "The First Time" (COLUMBIA)
- 38 • DON HENLEY "New York Minute" (Geffen)
- 32 • CATHY DENNIS "Just Another Dream" (POLYDOR)
- 29 • BILLY JOEL "And So It Goes" (COLUMBIA)
- 27 • STEVIE B "Because I Love You (The...)" (LMR/RCA)

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.

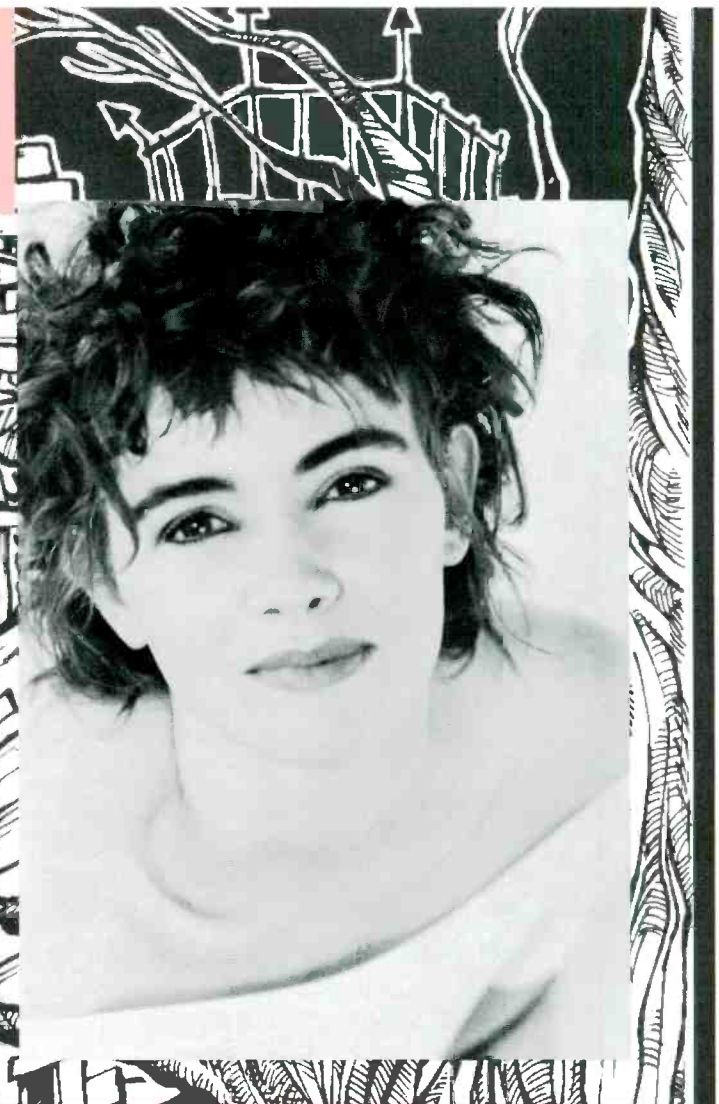
NATIONAL BREAKOUTS

- 192 • STEVE WINWOOD "One And Only Man" (VIRGIN)
- 108 • NELSON "After The Rain" (DGC)
- 103 • THE OUTFIELD "For You" (MCA)
- 102 • WINGER "Miles Away" (ATLANTIC)
- 89 • INFORMATION SOCIETY "Think" (TOMMY BOY/REPRISE)
- 68 • 2 IN A ROOM "Wiggle It" (CUTTING/CHARISMA)
- 65 • BELL BIV DEVOE "B.B.D. (Thought It Was Me)" (MCA)
- 65 • CHEAP TRICK "Wherever Would I Be" (EPIC)
- 65 • ELISA FIORILLO "On The Way Up" (CHRYSALIS)
- 63 • SWEET SENSATION "Each And Every Time" (ATCO)
- 62 • d.n.a. f/SUZANNE VEGA "Tom's Diner" (A&M)
- 62 • REO SPEEDWAGON "Love Is A Rock" (EPIC)
- 61 • SURFACE "The First Time" (COLUMBIA)
- 57 • CARON WHEELER "Livin' In The Light" (EMI)
- 56 • NEW KIDS ON THE BLOCK "Let's Try It Again" (COLUMBIA)
- 55 • JOHNNY GILL "Fairweather Friend" (MOTOWN)
- 54 • PRINCE "New Power Generation" (PAISLEY PARK/WARNER BROS.)
- 53 • CATHY DENNIS "Just Another Dream" (POLYDOR)
- 46 • SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- 42 • THE VAUGHAN BROS. "Tick Tock" (EPIC)
- 39 • DON HENLEY "New York Minute" (Geffen)
- 35 • VIXEN "Love Is A Killer" (EMI)
- 34 • AL B. SURE! "Missunderstanding" (WARNER BROS.)
- 32 • THE BLACK CROWES "Hard To Handle" (DEF AMERICAN/GEFFEN)
- 30 • STYX "Love Is A Ritual" (A&M)
- 27 • PET SHOP BOYS "So Hard" (EMI)
- 24 • GLENN MEDEIROS "Me - You = Blue" (MCA)
- 23 • BAD COMPANY "If You Needed Somebody" (ATCO)
- 22 • RALPH TRESVANT "Sensivity" (MCA)
- 22 • TOMMY CONWELL "I'm Seventeen" (COLUMBIA)
- 21 • THE PARTY "I Found Love" (HOLLYWOOD)
- 17 • DENISE LOPEZ "Don't You Wanna Be Mine" (A&M)
- 16 • BETTY BOO "Doin' The Do" (REPRISE)
- 15 • BISCUIT "Biscuit's In The House" (COLUMBIA)
- 15 • BRUCE HORNSBY "Lost Soul" (RCA)
- 15 • GUY "I Wanna Get With U" (MCA)
- 15 • KEITH SWEAT "I'll Give All My Love" (ELEKTRA)
- 15 • THE NEVILLE BROTHERS "Fearless" (A&M)
- 14 • DAN FOGELBERG "Rhythm Of The Rain" (FULL MOON/EPIC)
- 14 • DURAN DURAN "Serious" (CAPITOL)
- 14 • HI-FIVE "I Just Can't Handle It" (JIVE/RCA)
- 14 • THE SOUP DRAGONS "I'm Free" (BIG LIFE/MERCURY)
- 14 • TOMMY PUETT "Kiss You All Over" (SCOTTI BROS.)
- 12 • DAVID BAERWALD "Good Times" (A&M)
- 12 • ONE CAUSE/ONE EFFECT "Midnight Lover" (BUST IT/CAPITOL)
- 11 • FAITH NO MORE "Fallin' To Pieces" (REPRISE)
- 11 • LONDON QUIREBOYS "I Don't Love You Anymore" (CAPITOL)
- 10 • JIMMY RYSER "Rain Came" (ARISTA)
- 10 • STEVIE WONDER "Keep Our Love Alive" (MOTOWN)
- 10 • TOO SHORT "The Ghetto" (JIVE/RCA)
- 10 • TRIKTER "Give It To Me Good" (MCA)
- 9 • PAUL McCARTNEY "Birthday" (CAPITOL)
- 9 • SPECIAL GENERATION "Love Me Just For Me" (BUST IT/CAPITOL)
- 9 • WILL TO POWER "I'm Not In Love" (EPIC)

CATHY DENNIS

"JUST ANOTHER DREAM"

**ONE OF THE MOST ADDED
WITH 32 ADDS!
A HITBOUND! A CRUSADE!
CLUB CHART: NEW #19**



KBQ/JIM ATKINSON - "Straight ahead pop from the very first listen! This is a multi-demo, multi-daypart record!"

KHTK/DEREK JOHNSON - "It has the potential to be as big as *Come On And Get My Love* was for D-Mob. Tailor-made for our station's sound!"

KKFR/PACO LOPEZ - "After having established herself with D-Mob, her first solo project is an obvious success!"

WIOQ/PAM GRUND - "After positive initial feedback from a limited test, we decided the song sounded perfectly in synch with the essence of our radio station!"

POWER106/AL TAVERA - "A one-listen record for POWER106. A perfect radio record with a feel-good, uptempo sound to it!"

HOT97 (25-17)
PWR106 (D#33)
KMEL (D#29)
WIOQ (Add)
WXKS (D#25)
WPGC (Add)
PWR104 (D#26)
PWR99 (D#30)
KBQ (D#40)
KHTK (D#30)
WLOL (D#28)
WMXP (Add)

KKFR (Add)
KXXR (D#34)
PRO-FM (D#32)
HOT97.7 (D#31)
KWOD (D#39)
WKSS (21-14)
WZZG (Add)
Y107 (D#33)
HOT95 (Add #33)
HOTI94 (Add)
KBTS (Add #40)
KCAQ (Add)

KDON (Add)
KF95 (Add)
KFBQ (Add)
KISR (D#40)
KIXY (Add)
KKMG (Add #37)
KKSS-FM (Add)
KLUC (Add)
KOKZ (Add)
KRQ (D#32)
KSMB (D#26)
KTRS (Add)
KVTI (Add)

KWIN (D#14)
KZFM (D#35)
KZOZ (Add)
Q104 (Add)
WBBQ (Add)
WDBR (Add)
WHDQ (Add)
WJAD (Add)
WOVO (Add)
WRVQ (Add)
X102 (Add)
and many more.

CATHY DENNIS

Just Another Dream
(POLYDOR)

One Of the Most Added at Top40 radio this week with 32 adds, including WIOQ, WPGC, WMXP, KKFR, WZZG and more. CATHY DENNIS showcases her talents as a solo artist on this uptempo jam and the response has been nothing less than phenomenal. Expect retail to follow suit as club action is already forming with *Just Another Dream* new at #19.

BAD COMPANY

If You Needed Somebody
(ATCO)

As it climbs Rock Radio 45-27 this week, BAD COMPANY is gaining noticeable attention on a Mainstream level too. Just added at WKZL, 93Q, KFTZ, KHTT, KNIN, KTUX, WHHY, WOMP, WPRR, WQUT, WYYS, Z103 and others this week. With consistent sales on their album *HOLY WATER*, *If You Needed Somebody* is perfect for Top40 radio.

CHEAP TRICK

Wherever Would I Be
(EPIC)

Another huge add week at Mainstream Top40 for a band that has never failed with their ballads, CHEAP TRICK pulled in 53 Top40 adds, including WPLJ, Z95, 92X, KSAQ, WZZG, Y107 and more. With programmers hailing this one as their best, if not better than *The Flame*, radio needs to pay attention to this track.

PRINCE

New Power Generation
(PAISLEY PARK/WARNER BROS.)

As the LP continues to sell top 35 nationally, PRINCE gets back to the basics with this upbeat jam that has all the funk and creativity abundant in his early hits. A plethora of major market adds this week include KSOL, WUSL, POWER104, KKFR, KGGI, KSAQ, Y107, KJ103, Z99 and more. PRINCE remains a household name, familiarity warrants airplay.

RALPH TRESVANT

Sensitivity
(MCA)

Destined for the same success as his New Edition partners, RALPH TRESVANT is off to a early and healthy start with *Sensitivity* on a retail and radio level. Debuting at #40 on the National Single Sales chart, and pulling a number of major market adds out-of-the-box, including HOT97, POWER106, Q106, Z90, WL0L, Q106, KKFR, FM102 and more.

BILLY JOEL

And So It Goes
(COLUMBIA)

What can you say about this artist that has led the way in the formation of Top40 music as we know it today. One of the Most Added with 29 adds at Top40, including Z100, STAR94, KPLZ, MAJIC102, WKSE, WKSS, KISS104, WKZL and more. Already taking healthy jumps at WPLJ, Y100, PRO-FM, Q102, WNCI, KXYQ, FM100 and more.

d.n.a. f./SUZANNE VEGA

Tom's Diner
(A&M)

A **HITMAKERS** Crusade since day one, and now it still continues to go strong. Debuting on Mainstream Top40 at #40 and rapidly climbing the Club Chart 18-11 this week. Check retail sales that are currently exploding, as the single climbs the National Single Sales chart 26-24. Strong adds at X100, WEGX, WAVA, KKBO, B104, WL0L, Y108, KXXR and HOT97.7.

DON HENLEY

New York Minute
(Geffen)

With the current over-saturation of prepackaged, fabricated pop product on the market, DON HENLEY presents a refreshing change with a song that has all the ingredients of a classic in the same vein as *Sunset Grill*. Out-of-the-box adds at MIX107.3, MIX96.5, Y100, STAR94, KZZP, WJLK, WKZL and many more.

GLENN MEDEIROS

Me - U = Blue
(MCA)

With the help of the Stylistics, GLENN MEDEIROS has another hit on his hands. Several Crossover Top40s played this one early as an LP cut and now with the excellent remixes available, national consensus will make this a smash. More adds this week at KKRZ, KXXR, HOT94.9, WZZG, as well as strong debuts at WL0L, Y108 and WZPL.

THE BLACK CROWES

Hard To Handle
(DEF AMERICAN/GEFFEN)

With an add at PIRATE RADIO this week, as well as additional adds at KBOZ, KISR, KIXY, KMOK, KMON, KSKG, KZZU, WAAL, WBBQ, WCIL-FM, WWCK, *Hard To Handle* is beginning to have a strong impact on a Top40 level. Staying strong at #4 on Rock Radio this week, this Mainstream Hitbound is grass roots rock n' roll!

2 IN A ROOM

Wiggle It
(CUTTING/CHARISMA)

Continuing to 'wiggle it' across the country with strong retail breakouts, 2 IN A ROOM debuts on the National Single Sales chart at #48 and garners new adds at KIIS-FM, POWER PIG, KPHR and KBEQ among a host of others. As this group skyrockets to overnight success, this tune is being accepted not only at the club level, but via mass appeal audience.

ELISA FIORILLO

On The Way Up
(CHRYSALIS)

She has style, ambition, talent and the attitude to make it! Among the current glut of ballads, ELISA FIORILLO presents a smooth, uptempo track with a positive message for the '90s. Currently #20 on Crossover Top40 with major market adds at WIOQ, WPGC, KHTK and KISN. CHRYSALIS is backing this artist all the way to the top!

SURFACE

The First Time
(COLUMBIA)

There is no stopping a SURFACE ballad, and *The First Time* is no exception. The buzz on this one is already huge and the record is taking off on all facets of Top40 radio: Mainstream, Crossover and Adult. Just added at KIIS-FM, WZOU, WPGC, STAR94, B100, KKRZ, HOT97.7, FM102, KROY, KWOD, KGGI, KISN, Y107 and more.

TOMMY PUETT

Kiss You All Over
(SCOTTI BROS.)

This one will surprise you! On one listen you will be entranced by the delightful translation TOMMY PUETT does of this classic. Early adds at WIOQ, WXKS, KSAQ, 95XIL, KTRS, WOMP and more. TOMMY PUETT's rich and textured vocals blend to perfection in this Mainstream rock-edged tune that is guaranteed to have upper demo female attraction.

JOHNNY GILL

Fairweather Friend
(MOTOWN)

With the guys from New Edition proving they can do no wrong, this brat pack member is truly a successful solo artist. *Fairweather Friend* will launch JOHNNY GILL's success to a new plateau as this tune continues to broaden his mass appeal sound. #11 on Crossover Top40 this week, with adds at PRO-FM, WKSS and Z99. Retail sales continue to explode.

The CHRIS ISAAK Story

Wicked Game (REPRISE) Showcased in the David Lynch movie *Wild At Heart*, *Wicked Game* is a highly emotional and sensitive tune. CHRIS ISAAK's entrancing vocals explore this tune's haunting lyrics to its fullest potential. Lee Chesnut, MD at POWER99 in Atlanta reports top five phones from females 18-34 after less than a week of limited airplay. Other early adds include KRQ in Tuscon and WAPI in Birmingham. Be aware of the buzz this song is building and its immediate reaction when it hits the air.

DAMN YANKEES

"High Enough"

Produced and Engineered by Ron Nevison
E.C.M. Management: Bruce Bird/Bud Prager
/Doug Banker



HOT ALBUM SALES:

NATIONAL RECORD MART, Pittsburgh (25)
RADIO DOCTORS, Milwaukee (22)
RECORD GIANT, Utica (25)
WESTERN MERCHANDISERS, Salt Lake City (22)



HOT SINGLE SALES:

GALAXY ONE-STOP, Pittsburgh (14)
GENERAL RECORD SERVICE, Seattle (16)
SEAPORT ONE-STOP, Portland (16)
BIBB ONE-STOP, Charlotte (17)

MAINSTREAM: NEW # 38
ADULT TOP40: 32-29
NAT'L SINGLE SALES: NEW #45

PIRATE (12-9)
WEGX (D#30)
Y95 (Add)
WZOU (D#30)
PWR99 (28-15)
WBLI (D#30)

KPLZ (D#29)
KUBE (13-12)
KDWB-FM (Add)
B94 (D#29)
KEZY (Add)
WPHR (22-18)

KXYQ (16-13)
KBEO (31-25)
KWSS (13-8)
KWOD (Add)
Q102 (14-11)
92X (16-10)

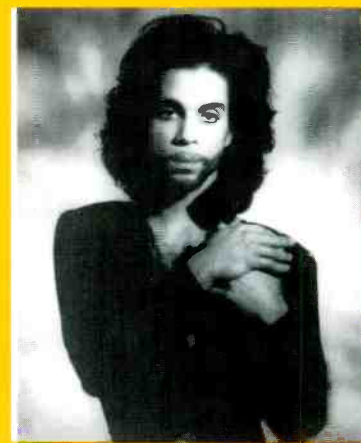
KSAQ (15-13)
MAJIC102 (D#27)
WZZG (29-26)
WGTZ (26-20)
WDJX (30-26)
WKZL (13-12)

PRINCE

"New Power Generation"

Produced, arranged, composed &
performed by PRINCE

A HITBOUND! A CRUSADE!



HOT ALBUM SALES:

CENTRAL SOUTH MUSIC SALES, Nashville (24)
SOUNDWAVES, Houston (11)
TOWER RECORDS, Philadelphia (7)
TOWER RECORDS, New York (13)
UNIQUE MUSIC CORP., New Hyde Park (7)
GALAXY ONE-STOP, Pittsburgh (8)



KSOL (Add #34)
WUSL (Add)
POWER104 (Add)
KDWB-FM (26-23)
WLOL-FM (28-24)

B94 (D#30)
KKFR (Add #40)
KXXR (D#31)
FM102 (D#23)
KWOD (39-34)

KGGI (Add)
KSAQ (Add)
Y107 (Add)
KJ103 (Add)
Z99 (Add)

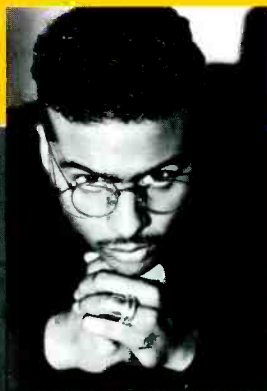
KFFM (Add)
KIXY (Add #40)
KZBB (Add)
WPFR (Add)
WSPK (Add) and more

AL B. SURE!

"Missunderstanding"

HOT SINGLE SALES:

SOUNDWAVES, Houston (13)
TOWER RECORDS, Washington (12)
VINYL VENDORS, Kalamazoo (12)
TOWER RECORDS, Mt. View (14)



A HITBOUND! A CRUSADE!
CROSSOVER TOP40: 35-17
NAT'L SINGLE SALES: 38-34
NAT'L ALBUM SALES: NEW #30
CLUB CHART: NEW #28

Produced by D.J. Eddie F. and Nevelle for Untouchables Music, Inc.
Co-Produced by Al B. Sure! for Suretime! Recording Inc.



HOT97 (35-32)
KMEL (16-13)
WUSL (19-16)
WHYT (Add)

100.3JAMZ (27-22)
HOT105 (13-11)
STAR94 (D#30)
WMXP (29-23)

KKFR (17-15)
KS104 (18-15)
KROY (15-13)
Y107 (26-19)

KJ103 (Add)
Z99 (30-24)
and many more

ON YOUR DESK NOW!

JASMINE GUY
"Try Me"

FLEETWOOD MAC
"Hard Feeling"



HITMAKERS MAGAZINE

CROSSOVER TOP40

LW-TW

- 1-1 **MARIAH CAREY** "Love Takes Time" (COLUMBIA)
- 7-2 **JAMES INGRAM** "I Don't Have The Heart" (WB)
- 8-3 **DEEE-LITE** "Groove Is In The Heart" (ELEKTRA)
- 2-4 **PEBBLES** "Giving You The Benefit" (MCA)
- 3-5 **JANET JACKSON** "Black Cat" (A&M)
- 6-6 **M.C. HAMMER** "Pray" (CAPITOL)
- 15-7 **WHITNEY HOUSTON** "I'm Your Baby..." (ARISTA)
- 10-8 **STEVIE B** "Because I Love You..." (LMR/RCA)
- 11-9 **VANILLA ICE** "Ice Ice Baby" (SBK)
- 13-10 **BELL BIV DEVOE** "B.B.D. (I Thought It...)" (MCA)
- 11-11 **JOHNNY GILL** "Fairweather Friend" (MOTOWN)
- 5-12 **CANDYMAN** "Knockin' Boots" (EPIC)
- 9-13 **TONY! TONI! TONE!** "Feels Good" (WING/PLYDR)
- 20-14 **2 IN A ROOM** "Wiggle It" (CUTTING/CHARISMA)
- 12-15 **RIGHTEOUS BROS.** "Unchained ..." (VERVE/PLDR)
- 17-16 **SOHO** "Hippychick" (ATCO)
- 35-17 **AL B. SURE!** "Missunderstanding" (WB)
- 19-18 **CARON WHEELER** "Livin' In The Light" (EMI)
- 26-19 **UB40** "The Way You Do The Things..." (VIRGIN)
- 21-20 **ELISA FIORILLO** "On The Way Up" (CHRYSALIS)
- 23-21 **INFORMATION SOCIETY** "Think" (TB/WB)
- 14-22 **GEORGE MICHEAL** "Praying For Time" (COL)
- 28-23 **ANITA BAKER** "Soul Inspiration" (ELEKTRA)
- 16-24 **THE BOYS** "Crazy" (MOTOWN)
- 32-25 **d.n.a. f/SUZANNE VEGA** "Tom's Diner" (A&M)
- 18-26 **BLACK BOX** "Everybody Everybody" (RCA)
- 22-27 **SNAP** "Ooops Up" (ARISTA)
- 24-28 **JOHNNY 'O' & CYNTHIA** "Dream Boy/..." (MICMAC)
- 38-29 **SWEET SENSATION** "Each And Every..." (ATCO)
- 30-30 **KEITH SWEAT** "Merry-Go-Round" (ELEKTRA)
- 25-31 **DINO** "Romeo" (ISLAND)
- NEW-32 **RALPH TRESVANT** "Sensitivity" (MCA)
- NEW-33 **KEITH SWEAT** "I'm Giving All My..." (ELEKTRA)
- 27-34 **EN VOGUE** "Lies" (ATLANTIC)
- 29-35 **LISA STANSFIELD** "This Is The Right..." (ARISTA)
- 48-36 **SURFACE** "The First Time" (COLUMBIA)
- 31-37 **AFTER 7** "Can't Stop" (VIRGIN)
- NEW-38 **GEORGE MICHAEL** "Freedom" (COLUMBIA)
- 40-39 **SAMUELLE** "So You Like What You See" (ATL)
- 33-40 **PAUL YOUNG** "Oh Girl" (COLUMBIA)
- NEW-41 **TOO SHORT** "The Ghetto" (JIVE/RCA)
- 42-42 **NEW KIDS ON THE BLOCK** "Let's Try It..." (COL)
- 34-43 **PRINCE** "Thieves In The..." (PAISELY PARK/WB)
- 44-44 **KWAME** "Onlee Eweee" (ATLANTIC)
- NEW-45 **TEVIN CAMPBELL** "Round..." (PAISELY PARK/WB)
- 47-46 **TROOP** "That's My Attitude" (ATLANTIC)
- NEW-47 **GUY** "I Wanna Get With You" (MCA)
- 36-48 **BREATHE** "Say A Prayer" (A&M)
- NEW-49 **DINO** "Gentle" (ISLAND)
- 37-50 **BELL BIV BEVOE** "Do Me" (MCA)

MOST ADDED

- STEVE WINWOOD "One And Only Man" (VIRGIN)
- SURFACE "The First Time" (COLUMBIA)
- GEORGE MICHAEL "Freedom" (COLUMBIA)
- d.n.a. f/SUZANNE VEGA "Tom's Diner" (A&M)
- RALPH TRESVANT "Sensitivity" (MCA)
- PRINCE "New Power Generation" (PAISELY PARK/WB)
- UB40 "The Way You Do The Things You Do" (VIRGIN)

CRUSADES

CARON WHEELER

"Livin' In The Light" (EMI)

A major market add week sees WHYT, KPLZ, Z90, KDWB-FM, WLOL-FM, HOT102 and KTFM give the official word on this one.

RALPH TRESVANT

"Sensitivity" (MCA)

This guy is destined for big things so watch out! Already forming a solid base with out-of-the-box adds at HOT97, POWER106, Q106, WLLO, Q105, KKFR, FM102, WCKZ...

HI-FIVE

"Just Can't Handle It" (JIVE/RCA)

Their appeal transcends the teen demo, and that's apparent on the first listen. More adds this week at POWER PIG, KKFR, KXXR, KROY, WNVZ and many more.

ONE CAUSE ONE EFFECT

"Midnight Love" (BUST IT/CAPITOL)

M.C. HAMMER proves his multi-talent as producer extraordinaire on this band's album. This track, disc-overed by Andrea Pentrack, MD at FM102 is a smoker! More adds at HOT97.7 and KTFM.

SURFACE

"The First Time" (COLUMBIA)

A multi-demo hit from a band Crossover Top40 has always believed in! One of the Most Added with 52 out-of-the-box...

CATHY DENNIS

"Just Another Dream" (POLYDOR)

With D'Mob she was good, solo she's even better! One of the Most Added including WIOQ, WPGC, WMXP, KKFR and WZZG.

AL B. SURE!

"Missunderstanding" (WARNER BROS.)

With retail, strong moves everywhere it's being played, and name recognition, what more could you want in a hit - play it!

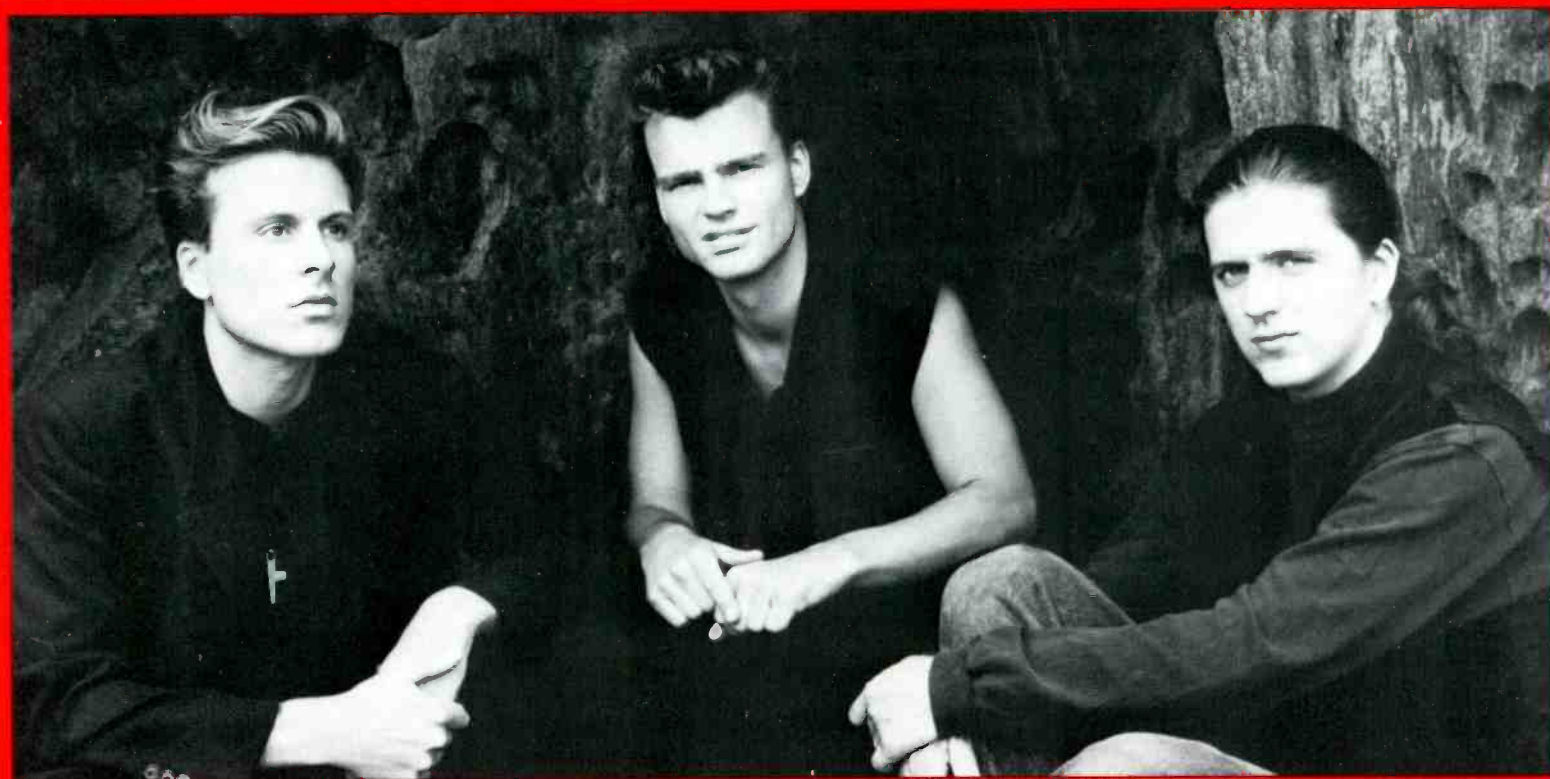
GUY

"I Wanna Get With U" (MCA)

This one works! A ton of adds including KKFR, KS104, KROY...

BREATHE

“LOVE THAT MAN”



Produced by:
Bob Sargeant & Breathe



HITMAKERS MAGAZINE

ADULT **TARGET 25+** TOP 40

LW-TW

- 3-1 **MARIAH CAREY** "Love Takes Time" (COLUMBIA)
- 8-2 **BETTE MIDLER** "From A Distance" (ATLANTIC)
- 4-3 **ALIAS** "More Than Words Can Say" (EMI)
- 1-4 **BREATHE** "Say A Prayer" (A&M)
- 2-5 **MAXI PRIEST** "Close To You" (CHARISMA)
- 9-6 **HALL & OATES** "So Close" (ARISTA)
- 5-7 **GEORGE MICHAEL** "Praying For Time" (COL)
- 7-8 **JAMES INGRAM** "I Don't Have The Heart" (WB)
- 6-9 **RIGHTEOUS BROS** "Unchained..." (VERVE/PLDR)
- 12-10 **AFTER 7** "Can't Stop" (VIRGIN)
- 10-11 **PHIL COLLINS** "Something Happened" (ATLANTIC)
- 11-12 **JANET JACKSON** "Black Cat" (A&M)
- 15-13 **HEART** "Stranded" (CAPITOL)
- 17-14 **WHITNEY HOUSTON** "I'm Your Baby..." (ARISTA)
- 16-15 **UB40** "The Way You Do The Things..." (VIRGIN)
- 18-16 **WILSON PHILLIPS** "Impulsive" (SBK)
- 13-17 **PAUL YOUNG** "Oh Girl" (COLUMBIA)
- 24-18 **BILLY JOEL** "And So It Goes" (COLUMBIA)
- 21-19 **CONCRETE BLONDE** "Joey" (I.R.S.)
- 14-20 **JUDE COLE** "Time For Letting Go" (REPRISE)
- 19-21 **WILSON PHILLIPS** "Release Me" (SBK)
- 20-22 **ROD STEWART** "I Don't Want To Talk About It" (WB)
- 26-23 **PEBBLES** "Giving You The Benefit" (MCA)
- 30-24 **DAVID CASSIDY** "Lyin' To Myself" (ENIGMA)
- 22-25 **NELSON** "Love And Affection" (DGC)
- 31-26 **BLACK BOX** "Everybody Everybody" (RCA)
- 33-27 **GEORGE MICHAEL** "Freedom" (COLUMBIA)
- 23-28 **TAYLOR DAYNE** "Heart Of Stone" (ARISTA)
- 32-29 **DAMN YANKEES** "High Enough" (WB)
- 25-30 **ANITA BAKER** "Soul Inspiration" (ELEKTRA)
- 34-31 **DONNY OSMOND** "My Love Is A Fire" (CAPITOL)
- 35-32 **HUMAN LEAGUE** "Heart Like A Wheel" (A&M)
- 39-33 **BRUCE HORNSBY** "Lost Soul" (RCA)
- NEW-34 **STEVE WINWOOD** "One And Only Man" (VIRGIN)
- NEW-35 **POISON** "Something To Believe In" (ENIGMA/CAP)
- 38-36 **DAN FOGELBERG** "Rhythm..." (FULL MOON/EPIC)
- 27-37 **MICHAEL BOLTON** "Georgia On My Mind" (COL)
- 28-38 **GO WEST** "King Of Wishful Thinking" (EMI)
- 29-39 **JANET JACKSON** "Come Back To Me" (A&M)
- NEW-40 **JILL SOBULE** "Too Cool To Fall In Love" (MCA)

CHART EXTRAS

- MARIA McKEE "Show Me Heaven" (Geffen)
- CARON WHEELER "Livin' In The Light" (EMI)
- BRENDA RUSSELL "Stop Running Away" (A&M)
- STEVIE B "Because I Love You (The Postman Song)" (LMR/RCA)

RECURRENTS

- STEVIE WONDER "Keep Our Love Alive" (MOTOWN)
- SWEET SENSATION "If Wishes Came True" (ATCO)
- JON BON JOVI "Blaze Of Glory" (MERCURY)
- BILLY IDOL "Cradle Of Love" (CHRYSALIS)
- DEPECHE MODE "Policy Of Truth" (SIRE/REPRISE)
- MARIAH CAREY "Vision Of Love" (COLUMBIA)
- MICHAEL McDONALD "Take It To Heart" (REPRISE)

DAYPARTED

- M.C. HAMMER "Pray" (CAPITOL)
- VANILLA ICE "Ice Ice Baby" (SBK)
- SOHO "Hippychick" (ATCO)
- TONY! TONI! TONE! "Feels Good" (WING/PLDR)
- WARRANT "Cherry Pie" (COLUMBIA)

MOST ADDED

- STEVE WINWOOD "One And Only Man" (VIRGIN)
- DON HENLEY "New York Minute" (Geffen)
- NELSON "After The Rain" (DGC)
- BILLY JOEL "And So It Goes" (COLUMBIA)
- CONCRETE BLONDE "Joey" (I.R.S.)

CRUSADES

CHRIS ISAAK

"Wicked Game" (REPRISE)

From the soundtrack of David Lynch's "Wild at Heart", this seductive tune will only take a few listens, but it's gonna get you! Added this week at POWER99(#22), also at KRQ, and I95.

UB40

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

No more excuses not to play this record! Testing positive and familiar in callout with adults! New adds this week at WBLI, B96, PWR PIG, HOT97.7, and KISS95.7. Goes 1-1 at KIIS-FM!

GLENN MEDEIROS

"Me - U = Blue" (MCA)

The third single is the charm for Glenn, and having the legendary Stylistics on board can't hurt in the familiarity dept! Added at KKRZ, KXXR, WZZG, and HOT94.9. Test it in middays and see!

DON HENLEY

"New York Minute" (Geffen)

This incredible album has been out for almost a year, and we're still reaping the benefits! This fifth single had a great week, with adds at MIX107.5, Y100, STAR94, KZZP, and WKZL!

DAN FOGELBERG

"Rhythm Of The Rain" (FULL MOON/EPIC)

This very pretty record is #3 at WJLK, and moves 25-22 at Q95. Good response on the secondary level as well! Listen to it....

VAUGHAN BROTHERS

"Tick Tock" (EPIC)

No longer perceived as a Rock act, this song is reacting well with Adult Top40! Happening at MIX96.5 and B100, and moves 23-20 at KJ103, 30-26 at KISN, and debuts at #34 at WKZL!

STEVIE WONDER

"Keep Our Love Alive" (MOTOWN)

Wonderful lyrics and great call letters this week: KROY, STAR93, and 102JAMZ. Takes a healthy 23-18 move at Q95-Detroit!

SURFACE

"The First Time" (COLUMBIA)

These guys could sing a ballad about nuclear waste, and it would be a smash! A HUGE week, with adds at KIIS-FM, B100, WZOU, KKRZ, KWOD, WTIC-FM. The PERFECT Adult record!!!



**HITMAKERS
MOST ADDED**

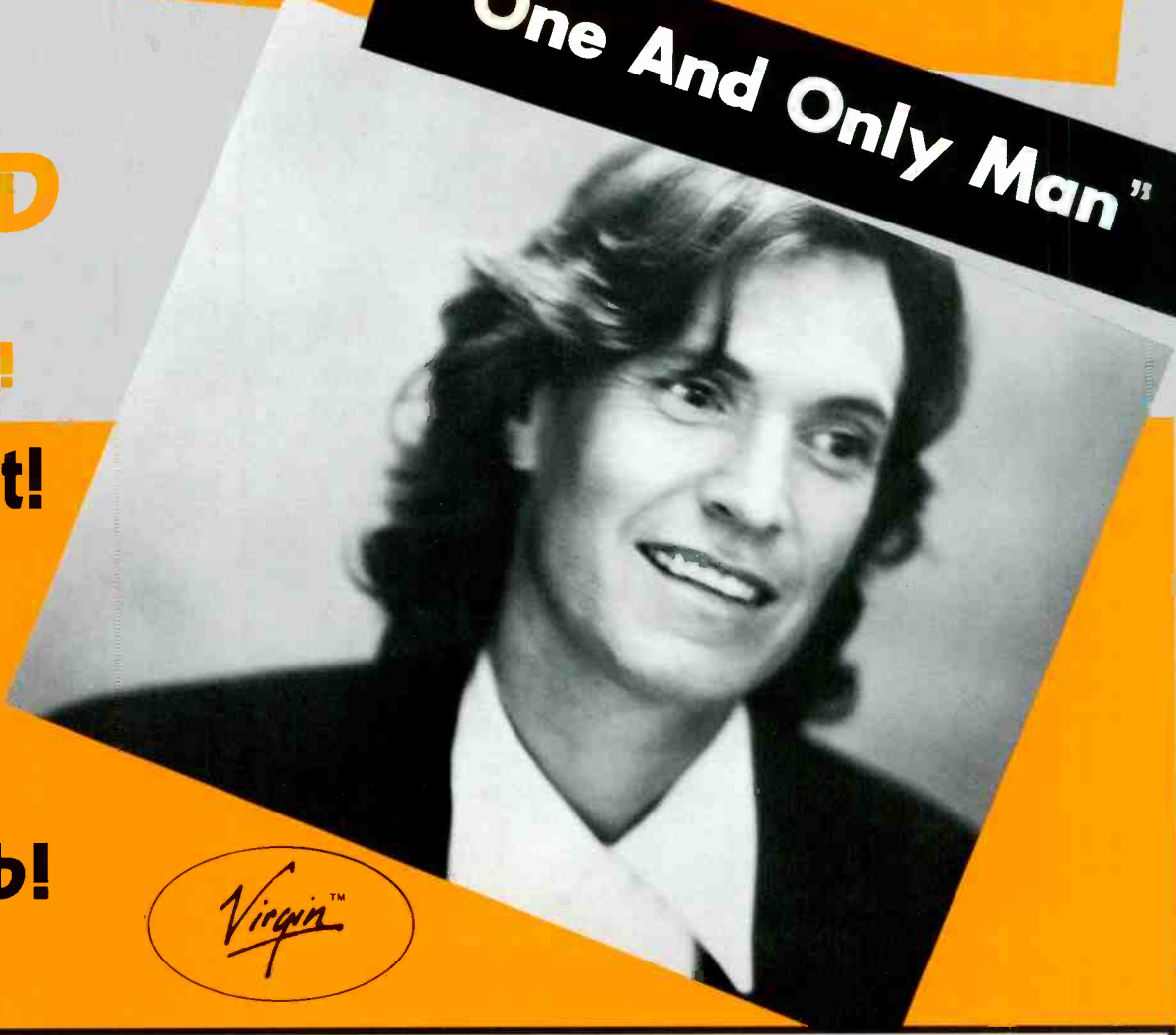
with **189** Adds!

**A National Breakout!
ROCK: NEW#8
ADULT Top40:
NEW#34**

#1 Disc-overery Club!

**W Steve
inwood**

"One And Only Man"



Just Added...	Y100 #26	KXYQ #26	WZZG
WPLJ	WBLI	KBEQ	FM100
KIIS-FM	KPLZ	PRO-FM #34	MIX105.1
PIRATE	KUBE	KWSS #28	WJLK #25
Q101	KBQ #35	KWOD #40	98PXY #29
X100	B100 #17	WNVZ	Y107
Q95 #23	B104	WNCI #29	WGTZ
KEGL	KDWB #25	KSAQ #39	KISS104 #31
WXKS-FM	B94	KISN	WKZL
WZOU #20	WMXP	KC101	CKOI
MIX107.3	WPHR	WKSS	and MORE!
MIX96.5 #24	Y108	WTIC-FM	

**WINWOOD - THE ONE AND ONLY...
NELSON 'RAINS' WITH HUGE FOLLOW-UP...
HENLEY STILL GOING STRONG AFTER FIVE SINGLES...
NO 'SWEAT' FOR C&C MUSIC FACTORY ... AND ANOTHER SMASH FOR SURFACE!**

TOM GILLIGAN, PD/MD at 92X, Columbus sez, "**THE BLACK CROWES** *Hard To Handle* (DEF AMERICAN/GEFFEN) could be a sleeper - check this tune out! It has real potential!!! *After The Rain* by **NELSON** (DGC) is a superb follow-up! And give **BETTY BOO** *Doin' The Do* (REPRISE) a listen - let's hope this one isn't too hip for radio!"

ERIK BRADLEY, MD at WCKZ-FM, Charlotte sez, "**C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) is really happening in the clubs - this is fresh, novel and BIG! Check out the ballad *No Matter What* by **GEORGE LAMOND f. Brenda K. Starr** (COLUMBIA)! It's a HIT! Be on the lookout for a project called **ANOTHER BAD CREATION** (MOTOWN). Michael Bivins sings lead on the song *Iesha*, and it sounds like a cross between BBD and The Boys. HOT as hell! Lastly, with *Gentle* already a MONSTER, we're playing *Tongue Kiss* by **DINO** (ISLAND), and it's working!"

LORI CAMPBELL, MD at B94, Pittsburgh sez, "**C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) is even better than Snap. Check it out! The next single by **INXS** is *Disappear* (ATLANTIC) - look out for its release real soon... And for a perfect pop record, **THE OUTFIELD** *For You* (MCA) is it!"

DAVE VAN STONE, PD at KS104, Denver sez, "Another SMASH for **DINO** with his sensitive ballad *Gentle* (ISLAND) - it should do even better than *Romeo*. It's cute and it's clever - *Play That Funky Music* by **VANILLA ICE** (SBK)! Check it out! And **KEITH SWEAT** delivers a stunning ballad in his title track *I'll Give All My Love To You* (COLUMBIA)!"

LEE CHESNUT, MD at POWER99, Atlanta sez, "This very well could be the next *Nothing Compares 2 U*...**CHRIS ISAAK** *Wicked Game* (REPRISE)! As a David Lynch fan, I was struck by this song, which was featured in the movie *Wild At Heart*. I began playing it around the office and every woman who heard it reacted in a BIG way! When we put it on the air Wednesday morning, after two days of play it was top ten phones 18-34 females! It's unique, exciting and commanding. I will personally break this record nationally if I have to!"

LEE CRUZ, Asst. PD at KSAQ, San Antonio sez, "Listeners are responding to the video of *Tick Tock* by **THE VAUGHAN BROS.** (EPIC), as it really strikes a chord - so check it out! **IGGY POP f. Kate Pierson** *Candy* (VIRGIN) is a very strong record, and his most mainstream to date - it really captivates you. The demo that grew up with **DURAN DURAN** is now that cherished 18+ target, and so as this CAPITOL recording group evolve into a more adult-oriented band, it's time they get *Serious*! Lastly, if you can get away with an alternative lean in your music, a MUST-listen is *The King Is Half Dressed* by **JELLYFISH** (CHARISMA). A story is developing on MTV..."

MICHAEL MARTIN, MD at KIIS-FM, Los Angeles sez, "Be on the lookout for **PHIL COLLINS** *Hanging Long Enough* (ATLANTIC)! This uptempo tune will be a HIT! And **SURFACE** *The First Time* (COLUMBIA) is destined to be a #1 record!"

PAM GRUND, MD at WIOQ, Philadelphia sez, "**THE COVER GIRLS** *Can't Stop*, on the EPIC Records compilation, went to #1 in phones last night - check it out! Keep your eyes open for **EILEEN FLORES** *I Have Dreams* (MIC MAC)! This could be a record. And for a GREAT LP cut, **BLACK BOX** *Strike It Up* (RCA) has my vote of confidence! Lastly, *My Love Is A Fire* by **DONNY OSMOND** (CAPITOL) sounds like a SMASH!"

RUSS ALLEN, MD at KSOL, San Francisco sez, "**PHIL COLLINS** *Hanging Long Enough* (ATLANTIC) - KSOL did not world premiere this three months ago, but we're playing it now, and that's all our listeners care about! Get your hands on **CLUB IDOL** (CUTTING) - the A-side is *Last Night A DJ Saved My Life* while the flip side is *Bus-Stop*. Watch out - this is getting back in style! **LL COOL J** has a hit on their hands with *Around The Way Girl* (COLUMBIA)! In the rap vein, check out LP cuts *Go III* and *Ice Is Working It* (SBK) by **VANILLA ICE**. For a great house beat, check out **CULTURE BEAT** *I Love You* (EPIC).

AL TAVERA, Asst. PD/MD at POWER106, Los Angeles sez, "Check out **RALPH TRESVANT** *Sensitivity* (MCA)! New Edition makes good once again with this member! Give a serious listen to **TECHNOTRONIC** *Rockin' Over The Beat* (SBK)! It's a nice, rhythmic record that works well in all dayparts! And **C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) - WOW - Hosh was right on this one!"

PACO LOPEZ, Asst. PD at KKFR, Phoenix sez, "Check out LP cut *Melt In Your Mouth* by **CANDYMAN** (COLUMBIA) - the instrumental hook is a familiar one from The Spinners! Also, *I'll Give All My Love To You* (ELEKTRA) by **KEITH SWEAT** will explode! This one has been waiting to happen! For a superb slow jam, **FREDDIE JACKSON** *Love Me Down* (CAPITOL) is it! Calls already! Check out **THE RAINBOW GIRLS** *Make Your Move For Love* (QUALITY) - the rich, clean sound caught my ear. Lastly, I hear through the grapevine *Play That Funky Music* by **VANILLA ICE** (SBK) is the next single and that the remixes are KILLER! I told you so weeks ago!"

FRANK MINIACI, MD at THE BEAT, Los Angeles sez, "*Around The Way Girl* by **LL COOL J** (COLUMBIA) is huge, huge, HUGE! **CATHY DENNIS** *Just Another Dream* (POLYDOR) and **TKA feat. Michelle Visage** *Crash* (TOMMY BOY/WB) are both HIT records, and for a smooth and tasteful remake, check out *I Can't Tell You Why* by **HOWARD HEWETT** (ELEKTRA)! Two great cuts off the **CANDYMAN** LP (COLUMBIA) are *Melt In Your Mouth*, which samples The Spinners, and *Nightgown*, which samples Prince. Lastly, **DEEE-LITE** *Groove Is In The Heart* (ELEKTRA) is working! We were the first to play this...outside of San Francisco!"

MICHAEL NEWMAN, MD at MIX96.5, Houston sez, "**MARIA McKEE** *Show Me Heaven* (GEFFEN) - I can't stop talking about it! A sleeper guys! Seriously GREAT phones! *I'm Not In Love*, the 10CC classic remade by **JOEY KIDD** (ATLANTIC), is HOT! Hats off to the kid, this one will have more mass appeal than your average remake! For the LP cut of the week, **JASMINE GUY** *Don't Want Money* (WARNER BROS.) smokes! A must listen! Lastly, **THE SOUP DRAGONS** *I'm Free* (BIG LIFE/MERCURY) - I'll say it again...phenomenal!"

ROSS KNIGHT, MD at KTFM, San Antonio sez, "**HI-FIVE** *I Just Can't Handle It* (JIVE/RCA) caught my attention - give it a listen! **C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) will be HUGE! For an upbeat, catchy dance tune, check out *Eddy, Steady, Go* by **ROZALYNE CLARKE** (ATLANTIC). **TARA KEMP** *Hold You Tight* (BIGBEAT) is a smooth SMASH! Lastly, for a secret weapon ballad, play *I Can't Tell You Why* by **HOWARD HEWETT** (ELEKTRA)!"

CHUCK HOLLOWAY, PD at WKZL, Winston-Salem sez, "When it comes to **DON HENLEY** *New York Minute* (GEFFEN), it's REAL music! No samples, just great music! **STEVE WINWOOD** likewise presents an automatic that's both immediately familiar and classy, with *One And Only Man* (VIRGIN). Lastly, when I listen to *Tick Tock* by **THE VAUGHAN BROS.** (EPIC) I hear the earthy appeal of a *Black Velvet* and timely lyrics. For a Southern Adult Top40, it's core!"

TODD CAVANAH, MD at B96, Chicago sez, "Check out the **MIKE "HITMAN" WILSON** feat. **Shawn Christopher** *Another Sleepless Night* (ARISTA U.K.)! This import, soon to be domestic, is HUGE in the clubs! Shawn actually lives in Chicago. **C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) is perfect for spiking in at night! Early requests for **DOUBLE DEE** feat. **DANY** *I Found Love* (EPIC)! This is definitely an upper demo 18+ record in the vein of a Black Box. And phones already on **JOEY KIDD** *I'm Not In Love* (ATLANTIC)!"

DOM TESTA, Asst. PD/MD at Y108, Denver sez, "**DON HENLEY** *New York Minute* (GEFFEN) is one of those timeless classics like *Sunset Grill* that will be just as well-received five years from now! In an age of disposable music, it's nice to see something with real substance break through the clutter!"

STEVIE B

"Because I Love You (The Postman's Song)"
HITMAKERS MAINSTREAM Top40: 34-26
CROSSOVER Top40: 10-8 NAT'L. SINGLES SALES: New #31

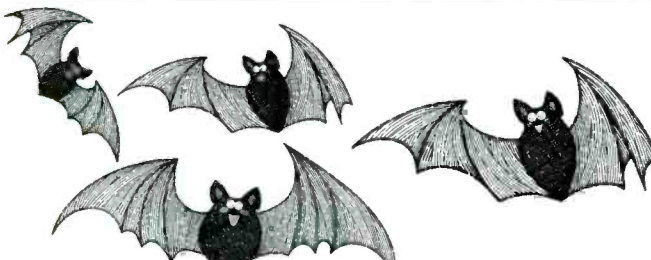


Nipper would like to thank JAY TAYLOR at KLUC for finding this record!

KLUC (#4)	Y95 (D#29)	WMXP (D#30)	PRO-FM (17-15)	WTIC-FM (25-21)
HOT97 (20-12)	WXKS-FM (23-14)	KEYZ (D#28)	HOT97.7 (18-15)	WCKZ-FM (#9)
WPLJ (D#30)	WZOU (9-6)	KEYZ (6-5)	FM102 (13-12)	WZZG (Add)
Z100 (Add #25)	KKBQ (D#35)	WFLZ (10-8)	KROY (10-6)	98PXY (19-12)
KIIS-FM (D#28)	POWER104 (Add)	Q105 (12-10)	WNVZ (D#30)	Y107 (18-14)
PWR106 (34-30)	POWER96 (5-2)	WPHR (17-8)	B97 (9-6)	WGTV (29-21)
B96 (17-15)	POWER99 (14-6)	KKFR (11-9)	KTFM (10-7)	KISS104 (22-18)
KMEL (12-7)	STAR94 (12-7)	KS104 (13-10)	HOT94.9 (11-7)	WKSI (Add)
X100 (23-15)	KPLZ (21-18)	Y108 (15-9)	KISN (25-15)	WKZL (D#32)
WEGX (D#27)	KHTK (14-12)	KKRZ (D#30)	MAJIC102 (30-25)	WKBQ (On)
WIOQ (6-5)	Z90 (28-20)	HOT102 (20-16)	WKSE (23-19)	KJ103 (On)
WHYT (Add)	KDWB-FM (D#28)	KBEQ (D#28)	KC101 (Add)	and more
KEGL (D#22)	WLOL-FM (20-17)	KXXR (14-12)	WKSS (D#26)	



**LMR
Records**



BRUCE HORNSBY

with SHAWN COLVIN "Lost Soul"



HITMAKERS ADULT Top40: 39-33
A HITBOUND!

WPLJ (D#35)	Y100 (On)	KTUX (36-31)
Q101 (D#20)	WNVZ (On)	WJMX (33-30)
KXYQ (D#28)	KSAQ (On)	KFTZ (39-34)
WKTU (D#25)	WNCI (26-24)	99.9KHI (On)
Q102 (31-28)	KZZP (24-22)	WBBQ (On)
WOMX (24-21)	KISN (32-30)	KF95 (On)
KHMX (On)	KUBE (On)	and more

TOO SHORT

"The Ghetto"



HITMAKERS NATIONAL ALBUM SALES: #14

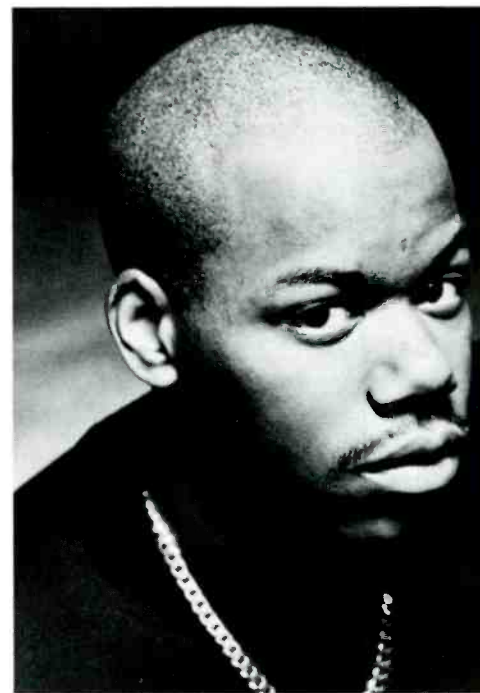
CROSSOVER Top40: #41

TOP TEN ALBUM SALES:

MUSIC CITY 1-STOP, Nashville (4),
 S.WEST DIST., Houston (3),
 STREETSIDE REC., St. Louis (5),
 CML 1-STOP, Maryland Heights (9),
 ANGOTT ONE-STOP, Detroit (9),
 SCOTT'S 1-STOP, Indianapolis (5),
 BAKER & TAYLOR, Niles (9),
 VALLEY REC. DIST., Woodland (5),

MUSIC PEOPLE INC., Oakland (6),
 RAINBOW REC., Union City (5),
 SEAPORT 1-STOP, Portland (9),
 TOWER REC., Sacramento (1),
 TOWER RECORDS, Seattle (8),
 WHEREHOUSE ENT., Torrance (4),
 STARSHIP, Norcross (5),
 CATS, Knoxville (10)

KMEL (28-22)	FM102 (Add #27)	WPGC (On)	KZFM (On)
KSOL (29-24)	KGGI (D#17)	KTFM (On)	KPRR (On)
KJMZ (13-10)	102JAMZ (Add)	HOT97.7 (32-20)	KBFM (On)
KKFR (31-28)	WIOQ (#34)	KBOS (40-34)	KKSS (On)
		K106 (On)	and more



BMG
 BERTELSMANN MUSIC GROUP

RCA
 Records, Cassettes, Compact Discs

DANA LUNDON, MD at HOT102, Milwaukee sez, "**WILL TO POWER** *I'm Not In Love* (EPIC) is so killer! WOW - this one works! A top five record for **SURFACE** will be *The First Time* (COLUMBIA)! Check out a HOT little import by **KIRA** - it's a remake of *Hot Child In The City*. And **DEEE-LITE** *Power Of Love* (ELEKTRA) is the next track, and it will be as BIG as the last!"

DARCY SANDERS, MD at KZZP, Phoenix sez, "**NELSON** *After The Rain* (DGC) is in the same vein as *Love And Affection*. Make sure you check it out! Also, **VANILLA ICE** *Play That Funky Music* (SBK) will make your phones blow up!"

RANDY ROSS, MD at WGTZ, Dayton sez, "Check out **STEVE WINWOOD** *One And Only Man* (VIRGIN). What can I say about **STEVE**...surprise, surprise, surprise! **LOUIE LOUIE** *Rodeo Clown* (WTG/EPIC) is a cool tune! It's already getting phones and doing well in our battle. **BELL BIV DeVOE** *B.B.D. I Thought It Was Me* (MCA) is ready to take over where *Do Me* left off.

TOM POLEMAN, MD at KC101, Hartford saez, "**STEVE WINWOOD** *One And Only Man* (VIRGIN) is a great sounding tune that's HIP and adult at the same time! **SURFACE** *The First Time* (COLUMBIA) could be another BIG wedding song - strong with females! **d.n.a. f. Suzanne Vega** *Tom's Diner* (A&M) continues to get real strong requests and excellent sales!"

GARY MICHAELS, MD at KISN, Salt Lake City sez, "Although there are quite a few ballads out now, **SURFACE** *The First Time* (COLUMBIA) stands above the rest. Also, check out **STEVE WINWOOD** *One And Only Man* (VIRGIN). It's an automatic for Top40. **BILLY JOEL** *And So It Goes* (COLUMBIA) is reacting GREAT! Requests are hot, retail on the rebound immediately, and it's destined to become an all-time **BILLY JOEL** record!"

MICHELLE SANTOSUOSSO, MD at Q106, San Diego sez, "Be on the lookout for a rapper on CHRYSALIS Records named **GLOVE E**.... produced by Young MC, the track is called *Dance Baby* - HOT!!! Scam it immediately! **DEPECHE MODE**'s new single, *World In My Eyes*, (SIRE/REPRISE) is doing GREAT for us here, and the remixes are really cool, so check 'em out! It gives a very post modern record an urban edge. I absolutely LOVE **RALPH TRESVANT**'s *Sensitivity* (MCA) - it's a SMASH! Looks like he'll be taking home his own cool mix like the rest of the N.E. Posse. And be on the lookout for a number one record coming to you from **WILL TO POWER** - the track is *I'm Not In Love* (ATLANTIC), and it is unbelievable. Now that I've heard both versions (Will To Power and Joey Kidd), I have to say, being totally objective, that the **WILL TO POWER** cut is stronger!"

DWAYNE WARD, PD at WZZG, Charlotte sez, "**WILL TO POWER** *I'm Not In Love* (EPIC) is a SMASH! Be aware of this record! **CHEAP TRICK** has a HIT on their hands with *Where Would I Be* (EPIC)! **RALPH TRESVANT** *Sensitivity* (MOTOWN) is a listening MUST! And **DON HENLEY** *New York Minute* (Geffen) is fantastic! What a brilliant hook!"

DENISE LAUREN, MD at PIRATE RADIO, Los Angeles sez, "**IGGY POP** f. **KATE PIERSON** *Candy* (VIRGIN) is great - throw it on the air and you'll be surprised at how good it sounds! This song will generate phones! Check out **THE SCORPIONS** *Tease Me. Please Me* (MERCURY) - it's a listening must! And **JANE'S ADDICTION** *Been Caught Stealing* (WARNER BROS.) is the most accessible song on the album... and don't you just love those dogs barking?!"

KEVIN McCABE, MD at HOT97, New York sez, "A song that's huge for New York is **CONCEPT OF ONE f./NOEL** (yes, the same guy) *The Question* (CUTTING). Produced by New York genius Tony Moran! Another huge New York record is **LOVE & LAUGHTER** *I Surrender* (SBK-ONE)! Early indications from mix airplay are positive! **RALPH TRESVANT** *Sensitivity* (MCA) - this guy is definitely headed in the same direction of his New Edition mates!"

ALBIE D., MD at WPGC, Washington, D.C. sez, "**C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) is gonna be big - check it out! A huge Top40 ballad in the making, also on COLUMBIA, is **SURFACE** *The First Time*! And **DEEE-LITE** *Power Of Love* (ELEKTRA), which is the next single, is already in the mix show and it's happening!"

MIKE SNOW, MD at KKQB, Houston sez, "A GREAT remake from **WILL TO POWER** is their cover of 10CC's *I'm Not In Love* (ATLANTIC) - it's smooth and silky! If you're not on **THE SOUP DRAGONS** *I'm Free* (BIG LIFE/MERCURY), you're missing the boat! Check out the **CHRIS ISAAK** *Wicked Game* (REPRISE) - listen to it and see if you can find a place where it fits. **RALPH TRESVANT** *Sensitivity* (MCA) should be HUGE! And give a listen to **KON KAN** *Liberty* (ATLANTIC) - it's growing on me. With the past success of this band in Houston, this has potential!"

BILLY THE KIDD, MD at KJ103, Oklahoma City sez, "Check out LP cut *Stormy* by **THE PARTY** (HOLLYWOOD). This GREAT ballad is not only worth the listen, but perfect for quiet storm shows. And **THE JETS** *Special Kind Of Love* (MCA) has a nice groove to it!"

JIMMY STEAL, Asst. PD/MD at KEGL, Dallas, TX sez, "Check out the new **STEVE WINWOOD** *One And Only Man* (VIRGIN) - it sounds like a solid record! One of my personal favorite CDs is by **THE POSIES** on DGC, and it's unbelievable! It's a combination of the best of the Beatles, The Hollies and the whole Mercy Beat sound, without being too derivative, and with great production and arrangements! Tasty! And **DON HENLEY** *New York Minute* (Geffen) is one of the best tracks on the album! If it works half as well as *Heart Of The Matter*, it will be a smash!"

JOHN CHRISTIAN, Asst. PD/MD at HOT97.7, San Jose sez, "**THE RAINBOW GIRLS** *Make Your Move For Love* (QUALITY) has a very infectious, uptempo hook and it sounds better and better when it comes on the radio. **UB40** *The Way You Do The Things You Do* - when VIRGIN approached the station with this project, I have to admit I thought they had been drinking a lot of 'Red Red Wine.' But rather than hold out until the first of the year, when I'm sure they'll still be working it, we decided this record deserves the shot - and now when it comes on the radio, I say, 'Damn, what took me so long!' **d.n.a. f. Suzanne Vega** *Tom's Diner* (A&M) is another record that took more than one listen, but with the custom Hosh Gureli edit, it is a slammin', stupid, smokin', hype mix! Yo Hosh, word to your mutha!"

GREG WILLIAMS, MD at KKRD, Wichita Falls, KS sez, "Check out **STEVIE B** *Because I Love You (The Postman's Song)* (RCA)! This is a power smash ballad! Also, **STEVE WINWOOD** *One And Only Man* (VIRGIN) is a song we all need! Also, **DEEE-LITE** *Groove Is In The Heart* (ELEKTRA) sounds like it'll go for nights! And check out **BAD COMPANY** *If You Needed Somebody* (ATCO)! It's hot!"

JON BRYANT, MD at WTHH, Portland, ME sez, "**THE SOUP DRAGONS** *I'm Free* (BIG LIFE/MERCURY) for some reason is very familiar. It has a GREAT sound on the air. Also, don't be confused, **THE PARTY** *I Found Love* (HOLLYWOOD) is not a teen song. You can play it in all dayparts!"

RUFUS HURT, PD at WQUT, Johnson City, TN sez, "Give a listen to **VIXEN** *Love Is A Killer* (EMI)! It's a great follow-up and strong power ballad! Another great ballad is **BAD COMPANY** *If You Needed Somebody* (ATCO)! And listen to **CHEAP TRICK** *Wherever Would I Be* (EPIC)! It's another hot song written by Dianne Warren!"

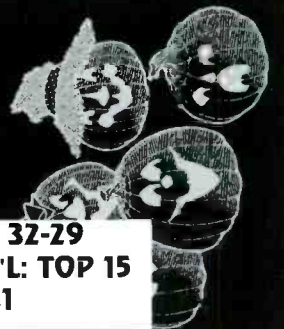
RAY WILLIAMS, PD at Z102, Savannah, GA sez, "A good song to be aware of is **SWEET SENSATION** *Each And Every Time* (ATCO)! A song that's doing great is **2 IN A ROOM** *Wiggle It* (CHARISMA)! And **JOHNNY GILL** *Fairweather Friend* (MOTOWN) is a great follow-up!"

ELI MOLANO, PD/MD at KPRR, El Paso, TX sez, "**JOHNNY GILL** *Fairweather Friend* (MOTOWN) is a great song that everyone can do! And a song to check out is **ONE CAUSE ONE EFFECT** *Midnight Lover* (BUST IT/CAPITOL)!"

RAY KALUSA, PD at KWNZ, Reno, NV sez, "**CHEAP TRICK** *Wherever Would I Be* (EPIC)! I love the lyrics! Also, **STEVE WINWOOD** *One And Only Man* (VIRGIN) sounds like *Freedom Overspill*! I didn't know that **BAD COMPANY** could come up with such a great ballad called *If You Needed Somebody* (ATCO)! And **NELSON** *After The Rain* (DGC) is a great follow-up to the first one!"



TONY! TONI! TONE! "Feels Good"



HOT SINGLE SALES
ASSOCIATED ONE-STOP, Phoenix (3)
STARSHIP, Norcross (21)

MAINSTREAM TOP40: 32-29
TOP 15 SINGLE SALES NAT'L: TOP 15
CLUB CHART: 39-31

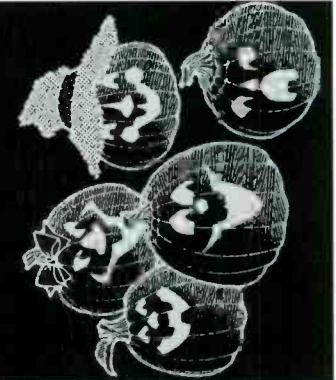
HOT SINGLE SALES
TOWER RECORDS, San Francisco (1)
WHEREHOUSE ENTERTAINMENT, Torrance (4)
STRAWBERRIES, Milford (4)
TOWER RECORDS, Philadelphia (5)

Written, produced, arranged by TONY! TONI! TONE!
Executive Producer: Ed Eckstine
Management: Delos Inc. Carlos Stanfield/Left Bank
Management
WHEN YOU PLAY IT, SAY IT 1990 Polygram Records, Inc.

Z100 (22-18)	KEGL (D#25)	WPHR (Add)	Q102 (34-31)	WZZG (15-13)
KIIS-FM (12-9)	WAVA (22-19)	KS104 (19-16)	WNVZ (29-22)	XL106.7 (22-19)
Z95 (Add)	POWER99 (Add)	Y108 (24-19)	B97 (D#29)	Y107 (11-9)
WEGX (28-24)	STAR94 (11-9)	KBEQ (27-24)	KSAQ (Add)	WDJX (Add)
THE FOX (D#22)	KDWB-FM (D#27)	PRO-FM (29-25)	WKSS (16-13)	WKSI (Add)
WHYT (7-6)	Q105 (18-15)	KWOD (4-1)	WTIC-FM (12-11)	and many more.

A HITBOUND!
CLUB CHART: NEW

THE SOUP DRAGONS



"I'M FREE"

BIG LIFE

POWER99-LEE CHESNUT/MD-"It's red HOT! If you're hip to Deee-Lite and Soho, get ready for the next cool groove on the scene!"

KSAQ-LEE CRUZ/ASST. PD-"This tune has a great hook. I know it's still early, but this one could happen in a BIG way!"

KKBQ (Add)	HOT94.9 (D#25)	KSMB (Add)	WPST (39-34)
PWR99 (D#29)	KFBD (D#34)	KTUX (Add)	WYYS (34-30)
WNVZ (Add)	KFTZ (40-35)	WCIL-FM (Add)	and more.
	KQIZ (Add)	WKFR (Add)	

A HITBOUND!
MAINSTREAM TOP40: 40-37
ROCK RADIO: 15-14
TOP 25 ALBUM SALES NATIONALLY

"MIRACLE"



JON BON JOVI

HOT SINGLE SALES:
UNIQUE MUSIC CORP., New Hyde Park (20)

WPLJ (27-23)	KPLZ (25-21)	92X (27-20)
Z100 (19-14)	B94 (30-26)	WZPL (30-22)
KIIS-FM (Add #29)	WPHR (Add)	KISN (Add)
PIRATE RADIO (14-11)	KZZP (Add)	WZZG (25-18)
Z95 (Add)	KKRZ (D#27)	XL106.7 (33-28)
EAGLE106 (19-14)	WKTI (Add)	98PXY (28-25)
THE FOX (22-17)	KBEQ (D#34)	Y107 (28-22)
WHYT (D#25)	PRO-FM (28-24)	WGTZ (23-17)
KKBQ (35-32)	KWSS (D#29)	and many more.

ROGER WATERS & THE BLEEDING HEART BAND
f. CYNDI LAUPER "Another Brick In The Wall (Part 2)"

ON YOUR DESK NOW!



JEFF DONOVAN, MD at Q104, Gadsden, AL sez, "**GLENN MEDEIROS** *Me - You = Blue* (MCA) is generating great phones after one week! And the new **NELSON** *After The Rain* (DGC) is certain to be a top ten!"

MIKE TEMAAT, PD at KQLA, Manhattan, KS sez, "**THE OUTFIELD** *For You* (MCA) is a single that is so mass appeal that it will work well in many formats, from AOR to Hot AC! PDs need to check this one out! Don't let it slip past your desk without a listen! A track good for adults and kids as well is the **NEW PET SHOP BOYS**, *So Hard* (EMI)! A solid all day song; the boys are back!"

LESLIE FRAM, PD at WABB, Mobile, AL sez, "**SOHO** *Hippychick* (ATCO) is a big reaction record in Mobile! **THE NEVILLE BROTHERS** *Fearless* (A&M) is getting great upper demo female phones after three weeks! And listen to *Reason To Believe* (SBK) by **WILSON PHILLIPS**! This remake of the Rod Stewart classic is a killer!"

STEVE CHASE, PD at KOYE, Laredo, TX sez, "**JULEE CRUISE** *Falling* (WARNER BROS.) is top ten and getting tremendous phones! And we're getting major phones and female requests on **THE PARTY** *I Found Love* (HOLLYWOOD)!"

NEIL HARRISON, PD at K106, Beaumont, TX sez, "*Celebrate* (ATLANTIC) by **AN EMOTIONAL FISH** is a stone cold hit! Also, **JULEE CRUISE** *Falling* (WARNER BROS.) has been testing well - we love it! And check out **IGGY POP** *Candy* (VIRGIN)! This tune is destined to be big!"

CLAY GISH, PD at WOKI, Knoxville, TN sez, "**BLACK CROWES** *Hard To Handle* (Geffen) is getting instant phones after one week! This is a hit! Check out *Burger Man* (WARNER BROS.) by **ZZ TOP**! This is *Tube Snake Boogie Part 2*!"

EFREN SIFUENTES, MD at KDON, Salinas, CA sez, "Try not to exhaust your aural senses with the overload of product...chill out! Two versions of a classic track have been released! Check out the strong remakes of *I'm Not In Love*: one by **JOEY KIDD** (ATLANTIC) and the other by **WILL TO POWER** (EPIC)! It's the war of the labels! Give your ear one more time to the previously mentioned **EU** cut *I Confess* (VIRGIN)! "Honey let me tell ya..." somebody should use this Iris Dillon sample in a record! The **HI-FIVE** CD is slammin' with plenty of sweetly shakin' stuff! Check out the cut *I Like The Way* (JIVE/RCA)! It's def, baby! **THE CHIMES** *Heaven* (SONY) is a very strong cut! The import version is sensational! Try the new unreleased B-side from **WHITNEY HOUSTON**, *Feel's So Good* (ARISTA)! This is on the flip side of the *I'm Your Baby Tonight* maxi single! **SEDUCTION** *Groove Me* (A&M) is suppa duppa fresh - find it on the A&M Compilation **JAM HARDER!** **J.J. FAD** *We In The House* (ATCO) is funky spunk for the girls...get "stupid." Peace, and may your carts never go out of phase...read on..."

DON PARKER, MD at KBOS, Fresno, CA sez, "**THE RAINBOW GIRLS** *Make Your Move For Love* (QUALITY) kicked in big time on our fresh showdown at night! **C&C MUSIC FACTORY** *Gonna Make You Sweat* (COLUMBIA) is a very hot, hip record that will be as big as, if not bigger than, Snap! Put **SURFACE** *The First Time* (COLUMBIA) straight into middays - it works! Lastly, a great record that will request with teens as well as adults is **RALPH TRESVANT** *Sensitivity* (MCA)!"

PAUL WALKER, PD at OK95, Tri-Cities, WA sez, "**THE PET SHOP BOYS** *So Hard* (EMI) is a great balance record - it's fresh with a different edge and it picks up that in-between sound! It's time to give *Falling To Pieces* (REPRISE) by **FAITH NO MORE** a few more listens to let it develop - they've initiated an interesting concept combining Rock and Rap, and they deserve the break! *Concrete And Steel* (WARNER BROS.) by **ZZ TOP** is turning into a good nighttime rocker! And be aware of a band called **TOO NU** out of Seattle and their single *Ponderous*, on their own TOO NU label! This song has been marketed in a couple of places and has really taken off! Within a week it's top three requests for us!"

JAY TAYLOR, Asst. PD/MD at KLUC, Las Vegas, NV sez, "**DINO** *Gentle* (ISLAND) is a killer follow-up! Be aware of a beautiful ballad by **GEORGE LAMOND** f./ **Brenda K. Starr**, *No Matter What* (COLUMBIA)! I've been screaming about **JOEY KIDD** *I'm Not In Love* (ATLANTIC) for some time now - let's see it happen!"

ROGER SCOTT, MD at KRQ, Tucson, AZ sez, "**SURFACE** *The First Time* (COLUMBIA) - they've never had a bad ballad! Check out *And So It Goes* (COLUMBIA) by **BILLY JOEL** - this is really haunting, bringing you back to the roots of his early music! Lastly, **CHRIS ISAAK** *Wicked Game* (REPRISE) - thanks to Lee Chestnut for the tip! Top 8 At 8 immediately after one play in the five o'clock hour - play it!"

DAVID COOPER, PD at WWFX, Bangor, ME, "**STEVIE WONDER** *Keep Our Love Alive* (MOTOWN) has a very deep message to it! It's a hip adult record reminiscent of *I Just Called To Say I Love You*! Everybody loves the **BLACK CROWES** *Hard To Handle* (Geffen)! **JIMMY RYSER**'s *Rain Came* (ARISTA) is a pretty song! Take a chance - your adult listeners will love you for it! Finally, **CATHY DENNIS** *Just Another Dream* (POLYDOR) has a very familiar sound! Sounds Taylor Daynesque!"

J.J. RILEY, MD at WRQN, Toledo, OH sez, "**STEVE WINWOOD** is back with another great record! *One And Only Man* (VIRGIN) is sure to be a top ten hit! Wake up and smell the coffee with **SLAUGHTER** *Fly To The Angels* (CHRYSALIS)! It gets requests, retail sales and great callout! And check out **NELSON** *After The Rain* (DGC)! It's just what we needed - a pop/rock record!"

CHUCK FINLEY, PD/MD at WYYS, Columbus, SC sez, "You can't go wrong with **STEVE WINWOOD** *One And Only Man* (VIRGIN)! **BAD COMPANY** *If You Needed Somebody* (ATCO) has a good clean sound to it! Also, **NELSON** has a good follow-up with *After The Rain* (DGC)! Finally, what can you say about **DON HENLEY**'s *New York Minute* (Geffen)?"

J.J. GERARD, MD at KQCR, Cedar Rapids, IA sez, "**STEVE WINWOOD**'s *One And Only Man* (VIRGIN) is a killer, top ten guaranteed song! Also, **DENISE LOPEZ** *Don't You Wanna Be Mine* (A&M) is a real good, uptempo, in-time track!"

STEVE HELLER, MD at ZFUN106, Moscow, ID sez, "**NELSON** *After The Rain* (DGC) is an obvious smash! Also, **STEVE WINWOOD** *One And Only Man* (VIRGIN) is going to be huge - play it! Check out **DURAN DURAN** *Serious* (CAPITOL)! They've never lost their popularity in this market! And it looks like MTV will force us on *Type* (EPIC) by **LIVING COLOUR**!"

JOHN IVEY, OM at WZOK, Rockford, IL sez, "A perfect song for Top40 radio is **DON HENLEY** *New York Minute* (Geffen)! Also, **NELSON** *After The Rain* (DGC) is a great follow-up! And keep an eye out for **BREATHE** *Does She Love That Man* (A&M)!"

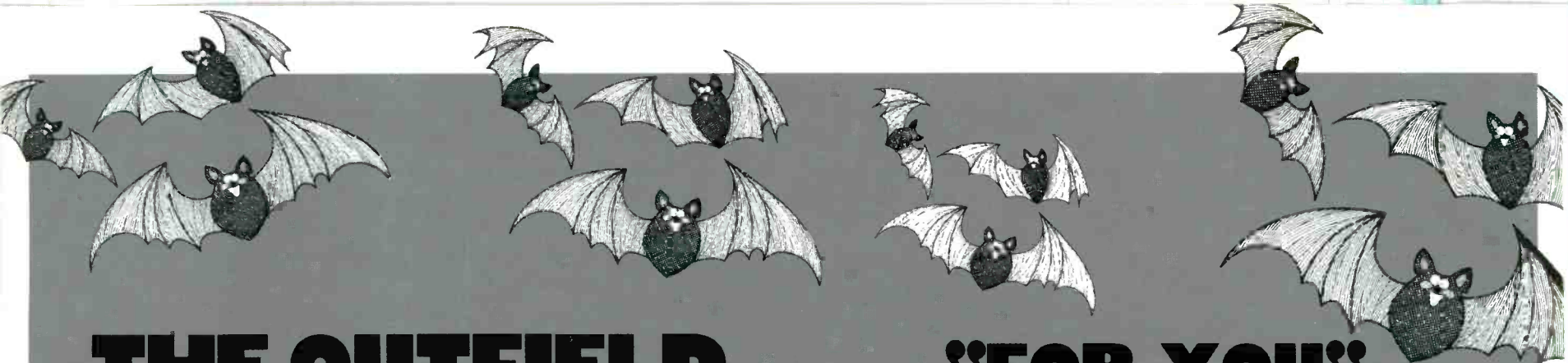
J.J. McKAY, PD at KNIN, Wichita Falls, TX sez, "**NELSON** *After The Rain* (DGC) is a hot smash and a great follow-up! Also be sure to play **STEVE WINWOOD** *One And Only Man* (VIRGIN)! And **DON HENLEY** *New York Minute* (Geffen) is great!"

DEANO, MD at SLY96, San Luis Obispo, CA sez, "We've been playing **NELSON** *After The Rain* (DGC) for four weeks now and it's already getting top phone requests! **STEVE WINWOOD**'s *One And Only Man* (VIRGIN) tests well with all demos! It's good to have him back! **CHEAP TRICK**'s *Wherever Would I Be* (EPIC) is a good power ballad! These guys can sing! And **FREEDOM** (COLUMBIA) is my personal favorite off the **GEORGE MICHAEL** album!"

MATT McCANN, PD at WLRW, Champaign, IL sez, "**THE OUTFIELD** *For You* (MCA) is a good mass appeal, all daypart record! Also, **CHEAP TRICK**'s *Wherever Would I Be* (EPIC) is a hit! So are the fighting Illini! And **STEVE WINWOOD** *One And Only Man* (VIRGIN) is a top five record for him!"

SCOTT ST. JOHN, PD/MD at WPRR, Altoona, PA sez, "Walk on sacred ground with your listeners with **BAD COMPANY** *If You Needed Somebody* (ATCO)! Also, check out **STEVE WINWOOD** *One And Only Man* (VIRGIN)! I had it on 30 seconds in the office, then eight times on the air before midnight!"

WILLIE STEVENS, MD at KZBB, Ft. Smith, AR sez, "I hear **NELSON** *After The Rain* (DGC) quicker than I heard their previous one! **CANDI & THE BACKBEAT**'s *World Just Keeps On Turning* (I.R.S.) won three nights in our battle! Keep testing and watch for this one!"



THE OUTFIELD

"FOR YOU"

ROCK: New #50
A NATIONAL BREAKOUT WITH 103 ADDS!

ADDS & DEBUTS:	WGTZ	93QID	KPXR (#34)
WPLJ	HOT94.9	95SX	KZ103 (#39)
Q95 (#25)	KC101	95XIL	WANS
B94	WZZG (D#30)	JET-FM	WAPE
Y108	WKZL (D#31)	K106	WBBQ
KKRZ (#29)	WPHR (D#20)	KBFM	WOMP-FM
KSAQ	KBQ (D#39)	KISR (D#32)	WQUT (D#37)
		KIX106	and many more!

GLENN MEDEIROS

"Me - U = Blue"

A HITBOUND! A CRUSADE!

ADDS & DEBUTS:	KXXR	95XXX	KTRS
WLOL(D#34)	KAER (29-24)	HOT101.5	WFLY
KKFR (29-25)	WZPL (D#27)	KCMQ	WHHY-FM (D#33)
Y108 (D#30)	HOT94.9	KFRX	WKPE
KKRZ	WZZG	KKHT	WQID
		KKMG (#38)	WQUT and more!

RALPH TRESVANT

"Sensitivity"

A HITBOUND! A CRUSADE!
CROSSOVER TOP40: NEW #32
NATIONAL SINGLE SALES: NEW #40
#3 IN DISCOVERY CLUB!



HOT SINGLE SALES:
TOWER RECORDS, Washington (10)
WEE THREE, Cherry Hill (12)
SCOTT'S ONE-STOP, Indianapolis (5)
VINYL VENDORS, Kalamazoo (2)

HOT97 (Add)	100.3JAMZ (D#30)	Q105 (Add #30)
POWER106 (Add #34)	HOT105 (D#25)	KKFR (Add #39)
THE BEAT (35-26)	STAR94 (Add #25)	FM102 (Add #25)
KMEL (23-15)	Q106 (Add)	WCKZ-FM (Add #35)
KSOL (26-23)	Z90 (Add #35)	102JAMZ (D#29)
WUSL (D#28)	WLOL-FM (Add #35)	WJMH (D#25)

GUY

"I Wanna Get With U"

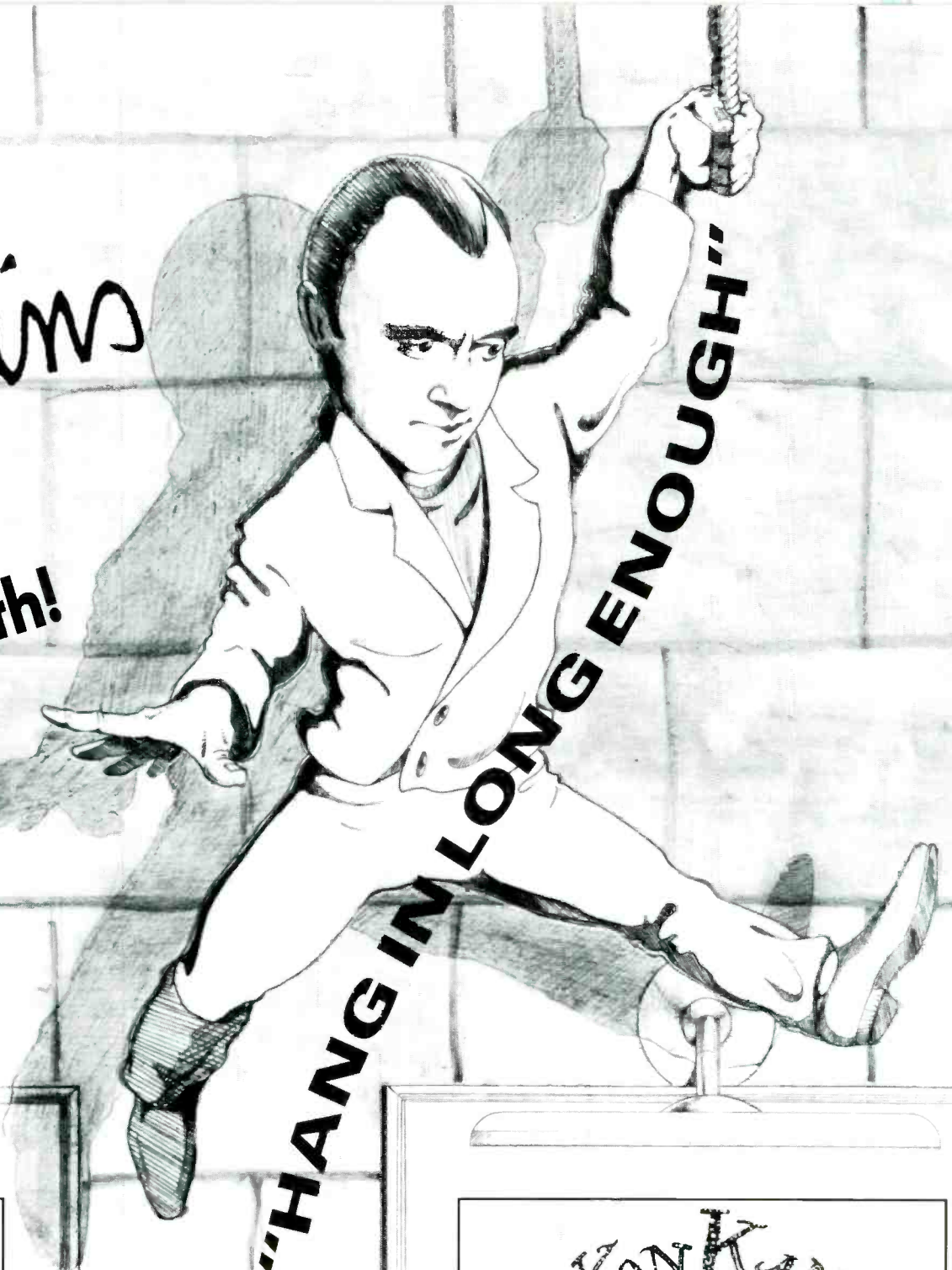
A HITBOUND! A CRUSADE!
CROSSOVER TOP40: NEW #47
CLUB CHART: NEW #52

THE BEAT (34-31)	HOT105 (D#35)	WCKZ-FM (Add)
KMEL (D#27)	KKFR (Add)	102JAMZ (31-28)
KSOL (24-19)	KS104 (Add)	KBOS (Add)
WUSL (30-23)	KROY (Add)	POWER98 (Add)
100.3JAMZ (D#27)	HOT94.9 (Add)	and many more!



Phil Collins

Going For Adds
Monday October 29th!



"HANG IN LONG ENOUGH"

WINNER



"Miles Away"

HITMAKERS NATL BREAKOUT with 102 Active Reports!

ROCK: 14-13 NATIONAL ALBUM SALES: 43-41

#1 Requests - MTV Heavy Rotation!

LP Sales Over 850,000! +3 Average Move!

Major Market Adds:

Z95!!!

Y108!!!

92X!!!

Y107!!!

Major Market Moves:

WKBQ (23-11)

WZPL (16-12)

B94 (18-13 hot)

WDFX (19-14 hot)

PIRATE (16-14)

KSAQ (19-17 hot)

KISN (D#35)



Koast To Koast Liberty From Kon Kan!

Just Added...

WXKS-FM

WNVZ

HOT94.9

K106

WCIL-FM

KMOK

KFFM

From the hot new SYNTONIC album.



TOP40 ADDS

The TOP50 Markets In America

39 ◊ Buffalo

MAJIC102 • PD: HANK NEVINS / MD: ROGER CHRISTIAN ◊ (716) 876-0930 ADDS: GEORGE MICHAEL (#30), BILLY JOEL, NELSON,

WKSE • PD: MIKE EDWARDS / MD: MIKE McGOWAN ◊ (716) 884-5101 ADDS: BILLY JOEL, BISCUIT, HUMAN LEAGUE, POISON, NELSON,

40 ◊ Hartford-New Haven

KC101 • PD: STEF RYBAK / ASST. PD/MD: TOM POLEMAN ◊ (203) 776-4012 ADDS: STEVE WINWOOD, SOHO, THE OUTFIELD, STEVIE B,

WKSS • PD: JEFFERSON WARD / MD: CHRIS WALSH ◊ (203) 249-9577 ADDS: BILLY JOEL, UB40, JOHNNY GILL, STEVE WINWOOD,

WTIC-FM • PD: TOM MITCHELL / MD: MIKE WEST ◊ (203) 522-1080 ADDS: STEVE WINWOOD, BELL BIV DEVOE, SURFACE,

41 ◊ Charlotte

WCKZ-FM • PD: MARK SHANDS / MD: ERIK BRADLEY ◊ (704) 342-4102 ADDS: RALPH TRESVANT (#35), GUY, AFTER 7, WILL TO POWER, JOEY KID,

WZZG • PD: DWAYNE WARD / MD: RAY MARINER ◊ (704) 392-6191 ADDS: GLENN MEDERIOS, CATHY DENNIS, CHEAP TRICK, STEVE WINWOOD, DONNY OSMOND, STEVIE B,

42 ◊ Memphis

FM100 • PD/MD: STEVE CONLEY ◊ (901) 726-0468 ADDS: VANILLA ICE (#25), STEVE WINWOOD,

43 ◊ Orlando

102JAMZ • PD: DUFF LINDSEY / MD: CEDRIC HOLLYWOOD ◊ (407) 788-1400 ADDS: PEBBLES F./BABYFACE (#13), DINO, TOO SHORT, TONY! TONI! TONE!, THE BOYS, BWP, STEVIE WONDER,

MIX105.1 • PD: BRIAN THOMAS / MD: RICK STONE ◊ (407) 629-5105 ADDS: GEORGE MICHAEL, CONCRETE BLONDE, STEVE WINWOOD,

XL106.7 • PD: STEVE KELLY / MD: SHADOW ◊ (407) 339-1067 ADDS: MARIAH CAREY (#33), BETTE MIDLER (#35),

44 ◊ Monmouth-Ocean, NJ

WJLK-FM • PD: BRAD HOLCOMB / MD: GARY GUIDA ◊ (201) 774-7700 ADDS: STEVE WINWOOD (#25), ELTON JOHN (#26), DON HENLEY (#28),

WJRZ • PD: LANCE De BOCK / MD: PETE JARRETT ◊ (609) 597-1100 ADDS: NEW KIDS ON THE BLOCK, M.C. HAMMER,

45 ◊ Rochester

98PXY • PD: KEVIN KENNEY / MD: CAT COLLINS ◊ (716) 325-5300 ADDS: STEVE WINWOOD (#29),

46 ◊ Nashville

Y107 • PD: LOUIS KAPLAN / MD: HAWK HARRISON ◊ (615) 256-6556 ADDS: SURFACE, WINGER, LOUIE LOUIE, STEVE WINWOOD, CHEAP TRICK, PRINCE,

47 ◊ Oklahoma City

KJ103 • PD: MIKE McCOY / MD: BILLY THE KIDD ◊ (405) 840-5271 ADDS: PRINCE, DEE-LITE, GEORGE MICHAEL, AL B. SURE!,

Z99 • PD/MD: BRENDA BENNETT ◊ (405) 942-3399 ADDS: MARIAH CAREY (#31), JOHNNY GILL, GEORGE MICHAEL, PRINCE,

48 ◊ Dayton

WGZT • PD: JEFF BALLENTINE / MD: RANDY ROSS ◊ (513) 294-5858 ADDS: STEVE WINWOOD, HUMAN LEAGUE, THE OUTFIELD,

49 ◊ Louisville

KISS104 • PD: JOEL WIDDOWS / ASST. PD/MD: DAVID MICHAELS ◊ (502) 583-5151 ADDS: DEE-LITE (#29), BILLY JOEL (#30), STEVE WINWOOD (#31),

WDJX • PD: CHRIS SHEBEL / ASST. PD/MD: JILL MEYER ◊ (502) 589-4800 ADDS: UB40 (#30), TONY! TONI! TONE!, DENISE LOPEZ,

50 ◊ Greensboro/Winston-Salem

WJMH • PD: BRIAN DOUGLAS / MD: KELLY MASTERS ◊ (919) 855-6500 ADDS: BELL BIV DEVOE,

WKSI • PD: OPEN / MD: GREG STEVENS ◊ (919) 275-9895 ADDS: TONY! TONI! TONE!, STEVIE B, DEE-LITE (#23),

WKZL • PD: CHUCK HOLLOWAY / MD: SAM REYNOLDS ◊ (919) 759-2316 ADDS: STEVE WINWOOD, DON HENLEY, BILLY JOEL, BAD COMPANY, NELSON,

Montreal, Canada

CKOI • PD: BOB LÉBOURD / MD: GUY BROUILLARD ◊ (514) 766-2311 ADDS: GEORGE MICHAEL, JENNY MORRIS, STEVE WINWOOD, WORLD ON EDGE (#37), ZAPPA COSTA (#40),

THE TOP TRENDSETTERS

93Q / Syracuse ◊ PD: NELL SULLIVAN / MD: GARY DUNES ◊ (315) 446-9090 • ADDS: BAD COMPANY, BILLY JOEL, DAMN YANKEES, GEORGE MICHAEL, POISON, STEVE WINWOOD, UB40,

93QID / Alexandria ◊ PD: HOLLYWOOD HARRISON / MD: TERRY KNIGHT ◊ (318) 445-1234 • ADDS: CHEAP TRICK, DEE-LITE, DURAN DURAN, THE OUTFIELD, STEVE WINWOOD, SURFACE,

95SX / Charleston ◊ PD/MD: WALT SPECK ◊ (803) 849-9500 • ADDS: CHEAP TRICK, GEORGE MICHAEL, THE OUTFIELD, STEVIE B (#30), STEVE WINWOOD,

95XIL / Parkersburg ◊ PD: LARRY HUGHES / MD: MELISSA O'KELLY ◊ (304) 485-7425 • ADDS: BETTE MIDLER, GEORGE MICHAEL, THE OUTFIELD, STEVE WINWOOD, TOMMY PUETT,

95XXX / Burlington ◊ PD: BEN HAMITON / MD: ROB DAWES ◊ (802) 655-9530 • ADDS: 2 IN A ROOM, CHEAP TRICK (#38), ELISA FIORILLO, GLENN MEDERIOS, JOHNNY GILL, STEVE WINWOOD (#37),

97KYN / St. Mary's ◊ PD: GARY MITCHELL / MD: DREW DERSHIMER ◊ (814) 834-9700 • ADDS: NO ADDS THIS WEEK,

FM104 / Modesto ◊ PD: GARY DeMARONEY / MD: ERIC HOFFMAN ◊ (209) 572-0104 • ADDS: NELSON, THE OUTFIELD, STEVE WINWOOD,

G1DS / Raleigh ◊ PD: BRIAN PATRICK / MD: JIM HARRISON ◊ (919) 683-2055 • ADDS: STEVE WINWOOD (#33), SWEET SENSATION (#34),

G98 / Portland ◊ PD/MD: JIM RANDALL ◊ (207) 775-6321 • ADDS: 2 IN A ROOM, BILLY JOEL, CHEAP TRICK, JON BON JOVI, PAUL McCARTNEY, STEVE WINWOOD, TOMMY PUETT, THE VAUGHAN BROS., VIXEN,

HOT101.5 / Tallahassee ◊ PD: LEE REYNOLDS / MD: MIAMI MIKE ◊ (904) 877-1014 • ADDS: 2 IN A ROOM, CATHY DENNIS, CARON WHEELER, DNA F./SUZANNE VEGA, GLENN MEDERIOS, PRINCE,

HOT95 / Jackson ◊ PD: AUBREY PRINCE / MD: DAVE MORALES ◊ (601) 366-1989 • ADDS: CATHY DENNIS (#33), GEORGE MICHAEL (#28), PET SHOP BOYS (#34), STEVIE B (#31), THE VAUGHAN BROS.,

HOT99.9 / Easton ◊ PD: CLARKE INGRAM / MD: ERIC STRYKER ◊ (215) 258-6155 • ADDS: DONNY OSMOND, STEVE WINWOOD, WILL TO POWER,

HOT194 / Honolulu ◊ PD/MD: JAMIE HYATT ◊ (808) 521-2313 • ADDS: CATHY DENNIS, DENISE LOPEZ, SWEET SENSATION,

JEF-FM / Erie ◊ PD/MD: JIM COOK ◊ (814) 455-2741 • ADDS: NELSON, THE OUTFIELD, STEVE WINWOOD (#30), SWEET SENSATION,

K104 / Erie ◊ PD/MD: BERNIE KIMBLE ◊ (814) 452-2041 • ADDS: BETTE MIDLER (#20),

K106 / Beaumont ◊ PD: NEIL HARRISON / MD: PAM PACE ◊ (409) 769-2475 • ADDS: CARON WHEELER, DON HENLEY, KON KAN, NELSON, THE OUTFIELD, STEVE WINWOOD,

K92 / Roanoke ◊ PD: EDDIE HASKEL / MD: DAVID LEE MICHAELS ◊ (703) 774-9200 • ADDS: BETTE MIDLER, CONCRETE BLONDE, DONNY OSMOND, JOHNNY GILL, WHITNEY HOUSTON,

K96.7 / Austin ◊ PD/MD: ROGER ALLEN ◊ (512) 474-9233 • ADDS: DEEE-LITE, GEORGE MICHAEL (#29), HEART (#30), TONY! TONI! TONE!, UB40,

KAGO / Klamath Falls ◊ PD: MIKE GARRARD / MD: CINDY STARR ◊ (503) 884-0661 • ADDS: CARLY SIMON (#38), DON HENLEY, THE NEVILLE BROTHERS, THE OUTFIELD (#39), STEVE WINWOOD (#40), STEVIE WONDER,

KAYI / Tulsa ◊ PD: JAN BEAN / MD: OPEN ◊ (918) 492-2020 • ADDS: CHEAP TRICK, GEORGE MICHAEL, JOHNNY GILL, THE OUTFIELD, SOHO,

KBFM / McAllen-Brownsville ◊ PD: DUSTY HAYES / ASST. PD/MD: BILLY SANTIAGO ◊ (512) 383-4961 • ADDS: THE OUTFIELD, STEVE WINWOOD, VIXEN,

KBOS / Fresno ◊ PD: JEFF DAVIS / MD: DON PARKER ◊ (209) 237-9361 • ADDS: DONNY OSMOND (#40), GUY, HI-FIVE, RALPH TRESVANT, SURFACE (#38), WILL TO POWER,

KBZ / Bozeman ◊ PD: DUANE BARNHART / MD: ROGER NELSON ◊ (406) 586-5466 • ADDS: 2 IN A ROOM, BLACK CROWES, NELSON, THE OUTFIELD, STEVE WINWOOD, STEVIE WONDER,

KBTS / Austin ◊ PD: LISA TONACCI / ASST. PD/MD: TRACY AUSTIN ◊ (512) 345-9300 • ADDS: BILLY JOEL (#39), CATHY DENNIS (#40), DAMN YANKEES (#38), DEE-LITE (#35), STEVE WINWOOD (#37), SWEET SENSATION (#36),

KCAQ / D'xnard ◊ PD: ROOSTER RHODES / MD: ANNIE SAGE ◊ (805) 483-1000 • ADDS: BELL BIV DEVOE, CATHY DENNIS, DNA F./SUZANNE VEGA, JOHNNY "O" & CYNTHIA, LOUIE LOUIE, STEVE WINWOOD,

KCHX / Midland ◊ PD/MD: KELLY McCRAE ◊ (915) 561-8833 • ADDS: DON HENLEY, NELSON, THE OUTFIELD, STEVE WINWOOD, SURFACE, SWEET SENSATION,

KCLD / St. Cloud ◊ PD: STEVE LINDELL / MD: CHARLIE DOUGLAS ◊ (612) 251-1450 • ADDS: DEEE-LITE (#31), GEORGE MICHAEL (#29), VANILLA ICE (#33),

KCMQ / Columbia ◊ PD: BRIAN HANSON / MD: OPEN ◊ (314) 449-2433 • ADDS: BELL BIV DEVOE, GLENN MEDERIOS, NELSON, STEVE WINWOOD (#40),

KDON / Salinas ◊ PD: STEVE WALL / MD: EFREN SIFUENTES ◊ (408) 422-5363 • ADDS: CATHY DENNIS, SWEET SENSATION,

KEEZ / Manikato ◊ PD: MARK SEGER / MD: MIKE MURPHY ◊ (507) 345-4646 • ADDS: ANITA BAKER, CHEAP TRICK (#39), ERIC JOHNSON, GEORGE MICHAEL (#38), THE OUTFIELD (#40), SWEET SENSATION, TOMMY CONWELL, TOMMY PUETT,

KEWB / Redding ◊ PD/MD: SIMON DE LA ROSA ◊ (916) 243-5392 • ADDS: CHEAP TRICK (#33), DAVID BAERWALD (#30), DON HENLEY (#35), PET SHOP BOYS (#34), WINGER (#31),

KEZB-FM / El Paso ◊ PD: BOB WEST / MD: ANGEL GONZALES ◊ (915) 533-9400 • ADDS: HI-FIVE, RALPH TRESVANT,

KFP5 / Boise ◊ PD: MIKE KASPER / MD: MAD MAX ◊ (208) 888-4321 • ADDS: BILLY JOEL, CATHY DENNIS, NELSON, STEVE WINWOOD, SURFACE,

KFBD / Waynesville ◊ PD: STEVEN GREENLEE / MD: TIM McNUIT ◊ (314) 336-3133 • ADDS: BAD COMPANY, DAVID BAERWALD, JENNY MORRIS, NELSON, THE OUTFIELD, RED SPEEDWAGON (#37), STEVE WINWOOD, TRIXTER,

KFBQ / Cheyenne ◊ PD: J.D. DANIELS / MD: DAVE COLLINS ◊ (307) 634-4461 • ADDS: BETTY BOO, CATHY DENNIS, DEEP PURPLE, DURAN DURAN, JOHNNY GILL, NELSON, STEVE WINWOOD, STYX, VIXEN,

KFFM / Yakima ◊ PD/MD: GREG ADAMS ◊ (509) 248-1460 • ADDS: KON KAN, NELSON, PRINCE, STEVE WINWOOD, SURFACE,

KFRX / Lincoln ◊ PD: J.J. COOK / MD: SUNNY VALENTINE ◊ (402) 483-5100 • ADDS: CHEAP TRICK, ELISA FIORILLO, GLENN MEDERIOS, NELSON, THE OUTFIELD,

KFTZ / Idaho Falls ◊ PD: RICH SUMMERS / MD: MINDY KARY ◊ (208) 523-3722 • ADDS: BAD COMPANY, GEORGE MICHAEL, NELSON, STEVE WINWOOD, UB40,

KG95 / Sioux City ◊ PD: DENNY ANDERSON / MD: KEVIN KOLLINS ◊ (712) 258-5595 • ADDS: IGGY POP F./KATE PIERSON, NELSON, PRINCE, SWEET SENSATION, VIXEN,

KGGG / Rapid City ◊ PD: BOB LEWIS / MD: SCOTT BRADLEY ◊ 605 348-1100 • ADDS: DON HENLEY (#38), NELSON (#39), STEVIE B (#35), STEVE WINWOOD (#37),

KGWY / Gillette ◊ PD: MICHAEL BERRY / MD: MARTHA STEELE ◊ (307) 686-2242 • ADDS: DON HENLEY, GEORGE MICHAEL, THE OUTFIELD, PET SHOP BOYS, VIXEN, WHITNEY HOUSTON (#27),

KHOX / Great Bend ◊ PD/MD: DARREL BIEKER ◊ (316) 792-3647 • ADDS: CHEAP TRICK, GEORGE MICHAEL, HUMAN LEAGUE, DURAN DURAN, JIMMY BARNES, NELSON, STEVE WINWOOD, SURFACE, TRIXTER, VIXEN,

KHSS / Walla Walla ◊ PD: THOMAS HODGINS / MD: CHUCK STEVENS ◊ (509) 522-5412 • ADDS: CHEAP TRICK, DAVID BAERWALD, DURAN DURAN, JIMMY BARNES, NELSON, STEVE WINWOOD, SURFACE, TRIXTER, VIXEN,

KHHT / Santa Rosa ◊ PD: JEFF COCHRAN / MD: GLENN MITCHELL ◊ (707) 545-3313 • ADDS: BAD COMPANY (#40), STEVE WINWOOD (#39),

KISR / Fort Smith ◊ PD/MD: BOB CHASE ◊ (501) 785-2526 • ADDS: BLACK CROWES, CARON WHEELER, DON HENLEY, STEVE WINWOOD, SWEET SENSATION,

KIX106 / Birmingham ◊ MD: MASON DIXON / PD: BRIAN CHRISTOPHER ◊ (205) 591-7171 • ADDS: DAVID CASSIDY, THE OUTFIELD, STEVE WINWOOD,

KIXR / Ponca City ◊ PD/MD: T. MORGAN ◊ (405) 765-5491 • ADDS: BILL MEDLEY, CHEAP TRICK, PET SHOP BOYS, STEVIE B (#39), VIXEN,

KIXY / San Angelo ◊ PD/MD: DON ROBERTSON ◊ (915) 949-2112 • ADDS: AL B. SURE!, BLACK CROWES, CATHY DENNIS, NELSON, PRINCE (#40), STEVE WINWOOD (#36), STEVIE WONDER, VIXEN,

KJVG / Spencer ◊ PD: BRIAN NEWCOMB / MD: JIMMY MAC ◊ (717) 262-6393 • ADDS: CATHY DENNIS, CHEAP TRICK, DAVID BAERWALD, DEEE-LITE, DURAN DURAN, NELSON, STEVE WINWOOD, SURFACE,

KJLS / Hays/Great Bend ◊ PD: TODD PITTINGER / MD: IAN MARKLEY ◊ (913) 628-1064 • ADDS: BAD COMPANY, DAVID BAERWALD, DON HENLEY, NELSON, THE OUTFIELD, STEVE WINWOOD, SURFACE, TRIXTER,

KKBG / Hilo ◊ PD: J.E. OROZCO / ASST. PD/MD: KEN STYLES ◊ (808) 961-0651 • ADDS: BISCUIT, DAVID BAERWALD, JIMMY BARNES, RED SPEEDWAGON, SWEET SENSATION,

KKHT / Springfield ◊ PD: DAVE ALEXANDER / MD: TIM AUSTIN ◊ (417) 883-9000 • ADDS: BELL BIV DEVOE, GLENN MEDERIOS, NELSON, STEVE WINWOOD,

KKMG / Colorado Springs ◊ PD: SCOOTER B. STEVENS / MD: TOM FRICKE ◊ (719) 576-1100 • ADDS: CATHY DENNIS (#37), DENISE LOPEZ (#39), GEORGE MICHAEL (#31), GLENN MEDERIOS (#38), HI-FIVE (#40), KEITH SWEAT (#34), PET SHOP BOYS (#35), STEVE WINWOOD (#36),

KKRD / Wichita ◊ PD: JACK OLIVER / MD: GREG WILLIAMS ◊ (316) 265-0721 • ADDS: CONCRETE BLONDE, DEEE-LITE, DENISE LOPEZ, GEORGE MICHAEL, NELSON, STEVIE B, STEVE WINWOOD, WINGER,

KKSF-FM / Albuquerque ◊ PD: JOHN JAYNES / MD: HOLLYWOOD HAZE ◊ (505) 265-1431 • ADDS: 2 IN A ROOM, CATHY DENNIS, DENISE LOPEZ, GEORGE MICHAEL (#21), HEART, HI-FIVE, THE NEVILLE BROTHERS,

KKXX / Bakersfield ◊ PD: CHRIS SQUIRES / MD: MARK ALLEN ◊ (805) 322-9929 • ADDS: DINO (#24), WHITNEY HOUSTON (#22),

KKYK / Little Rock ◊ PD: BRIAN BRIDGMAN / MD: KANDY KLUTCH ◊ (501) 378-0104 • ADDS: PEBBLES, STEVIE B, STEVE WINWOOD,

KLBQ / El Dorado ◊ PD: MICHAEL STEEL / MD: RON WEST ◊ (501) 863-5121 • ADDS: AIRKRAFT, BILLY JOEL, CHEAP TRICK, DAVID CASSIDY (#26), THE OUTFIELD, TRIXTER,

KLUC / Las Vegas ◊ PD: JERRY DEAN / ASST. PD/MD: JAY TAYLOR ◊ (702) 739-9383 • ADDS: ALIAS, CATHY DENNIS, DINO (#29), JOEY KID, SURFACE (#30),

KLYK / Longview/Kelso ◊ PD/MD: MICHAEL STONE ◊ (206) 425-1500 • ADDS: AFTER 7, NELSON, THE OUTFIELD, SOHO, STEVE WINWOOD,

KLYV / Dubuque ◊ PD: JEFF DAVIS / MD: TIM JANSEN ◊ (319) 557-1040 • ADDS: 2 IN A ROOM, CARON WHEELER, NELSON, STEVE WINWOOD, UB40,

KMOX / Lewiston ◊ PD: KEITH HAVENS / MD: KEVIN CHASE ◊ (208) 746-5056 • ADDS: BLACK CROWES, GEORGE MICHAEL, KON KAN, NELSON, THE PARTY (#38), STEVE WINWOOD, THE VAUGHAN BROS.,

KMON / Great Falls ◊ PD: DAVE LEVIN / MD: P.J. MILLER ◊ (406) 761-1000 • ADDS: BLACK CROWES, DAVID BAERWALD, DON HENLEY, DURAN DURAN, STEVE WINWOOD (#37),

KMYZ / Tulsa ◊ PD: MEL MEYERS / MD: TIM SMITH ◊ (918) 665-3131 • ADDS: HUMAN LEAGUE, JON BON JOVI, M. C. HAMMER (#29), WILSON PHILLIPS (#28),

KNEN / Norfolk ◊ PD: KEVIN RAHFELDT / MD: TODD MICHAELS ◊ (402) 379-3300 • ADDS: AIRKRAFT, DON HENLEY, NELSON, STEVE WINWOOD, SURFACE, THE VAUGHAN BROS.,

KNIN / Wichita Falls ◊ PD/MD: J.J. McKAY ◊ (817) 855-6924 • ADDS: BAD COMPANY, BILLY JOEL, NELSON, STEVE WINWOOD,

KOKZ / Waterloo/Cedar Rapids ◊ PD: KATT SIMON / MD: RON NEWMAN ◊ (319) 233-3371 • ADDS: CATHY DENNIS, DNA F./SUZANNE VEGA, DON HENLEY, DURAN DURAN, SURFACE, SWEET SENSATION,

KOYE / Laredo ◊ PD/MD: STEVE CHASE ◊ (512) 723-4396 • ADDS: 2 IN A ROOM (#35), CHEAP TRICK, STEVE WINWOOD, SURFACE,

KPAT / Sioux Falls ◊ PD: SCOTT MAGUIRE / MD: COREY WARD ◊ (605) 339-9999 • ADDS: NELSON (#30), STEVE WINWOOD (#28),

KPRR / El Paso ◊ PD/MD: ELI MOLANO ◊ (915) 532-6515 • ADDS: BETTY BOO, JOHNNY GILL (#29), KEITH SWEAT, ONE CAUSE/ONE EFFECT (#30), SURFACE,

KPRX / Anchorage ◊ PD/MD: STEVE KNOLL ◊ (907) 243-3141 • ADDS: GEORGE MICHAEL (#35), THE OUTFIELD (#34), STEVE WINWOOD,

KQCR / Cedar Rapids ◊ PD: GARY DIXON / MD: J.J. GERARD ◊ (319) 363-2061 • ADDS: DAMN YANKEES, NELSON, STEVE WINWOOD (#30),

KQHT / Grand Forks ◊ PD/MD: JAY MURPHY ◊ (701) 746-1413 • ADDS: DON HENLEY, STEVE WINWOOD (#23), VANILLA ICE,

KQIZ / Annapolis ◊ PD/MD: JON ANDERSON ◊ (806) 353-6663 • ADDS: BELL BIV DEVOE, GEORGE MICHAEL (#31), LOUIE LOUIE, NELSON, THE OUTFIELD (#33), THE SOUP DRAGONS, STEVE WINWOOD (#32),

KQKQ / Omaha ◊ PD/MD: DREW BENTLEY ◊ (402) 342-2000 • ADDS: BELL BIV DEVOE, CHEAP TRICK, NELSON, THE OUTFIELD, STEVIE B, STEVE WINWOOD, VIXEN,

KQKY-FM / Kearney ◊ PD/MD: MITCH COOLEY ◊ (308) 236-6464 • ADDS: BAD COMPANY (#35), CHEAP TRICK, DON HENLEY, DURAN DURAN, NELSON, STEVE WINWOOD (#34),

KQLA / Manhattan ◊ PD: MIKE TEAMAAT / MD: Nane ◊ (913) 776-0104 • ADDS: BETTE MIDLER (#32), DAMN YANKEES, STEVE WINWOOD, SURFACE, UB40,

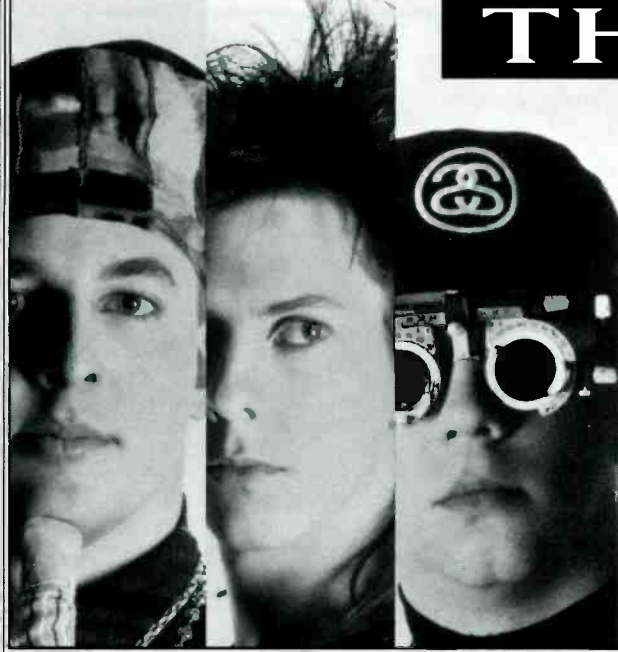
KQMQ / Honolulu ◊ PD: KIIMO AKANE / ASST. PD/MD: KRIS HART ◊ (808) 539-9369 • ADDS: BOBBY WINTON, DNA F./SUZANNE VEGA, RALPH TRESVANT, ROCKAPELLA, SURFACE,

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KRQ / Tucson ◊ PD: JOHN PEAKE / ASST. PD/MD: ROGER SCOTT ◊ (602) 323-9400 • ADDS: CHRIS ISAAK, CONCRETE BLONDE, JON BON JOVI,

KRRG / Laredo ◊ PD: DEBBIE JO ADAMS / MD: CLAIR ORTEGA ◊ (512) 724-9800 • ADDS: BETTY BOO, DURAN DURAN, THE GO GO'S, KON KAN, STEVE WINWOOD, SURFACE,

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THINK ABOUT IT!

Information Society

"Think"

The New Single From The Album *HACK*.

HITMAKERS CROSSOVER TOP40: 23-21
A HITBOUND! Nat'l. Single Sales: 48-47
HITMAKERS CLUB CHART: 16-8

- | | | | | |
|----------------|-----------------|---------------|-----------------|---------------|
| HOT37 (12-7) | POWER104 (D#27) | B94 (Add) | KXXR (32-29) | Y107 (24-18) |
| POWER106 (Add) | POWER96 (22-11) | WMXP (D#28) | HOT94.9 (20-17) | KJ103 (18-15) |
| B96 (25-20) | POWER99 (27-24) | Y108 (D#29) | WTIC (23-20) | Z99 (18-12) |
| WX45 (D#33) | STAR94 (Add) | KKRZ (Add) | WCKZ (15-11) | WGTZ (30-27) |
| KKBQ (Add) | Z90 (D#33) | HOT102 (D#25) | XL106.7 (31-28) | and more |

HITMAKERS CLUB CHART: 1-1
A HITBOUND!

- B96 (16-14)
 KHTK (15-13)
 WLOL (D#30)
 WMXP (D#27)
 KS104 (14-11)
 KXXR (29-26)
 92X (Add)
 HOT94.9 (10-8)
 Y107 (D#34)

- | | |
|------------|--------------|
| KFBQ (Add) | KYYY (39-34) |
| KPRR (Add) | WGOR (D#35) |
| KRRG (Add) | WIFX (D#38) |



BOOMANIA IS COMING!

Are You Ready For Betty?

Betty Boo

"Doin' The Do"

The New Single That's Already A Top 5 Smash in England!
 From The Forthcoming Album *BOOMANIA*.

FAITH NO MORE "FALLING TO PIECES"



THE FOLLOW-UP SINGLE TO THE SMASH HIT "EPIC"
 FROM THE ALBUM *THE REAL THING*

- PLATINUM ALBUM!
- NEW "FALLING TO PIECES" VIDEO ON MTV
- ON TOUR WITH BILLY IDOL!

HITMAKERS ROCK CHART: 28-24
ALTERNATIVE CHART: #48
TOP 35 Album Sales Nationally!
A HITBOUND!

PIRATE (17-15)
THE FOX (12-10)

- | | |
|--------------|-----------------|
| KFBQ (D#40) | WKFR (33-29) |
| KTUX (D#40) | WPST (28-19) |
| KZZU (35-32) | WRQK (D#30) |
| OK95 (D#40) | ZFUN106 (39-35) |
| Q104 (32-29) | and more |



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KYYY / *Bismarck* PD/MD: BOB BECK ◊ (701) 224-9393 • ADDS: DEE-LITE, GEORGE MICHAEL, STEVIE B, WINGER,

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KZ7U / *Spokane* PD: KEN HOPKINS / MD: CHUCK MATHESON ◊ (509) 536-5555 • ADDS: BILLY JOEL, BLACK CROWES, NELSON, STEVE WINWOOD, VIXEN,

LIVE105.5 / *Pittsburgh* PD: MATT HAMILTON / MD: TERRIE MICHAELS ◊ (412) 499-3333 • ADDS: CANDI & THE BACKBEAT, DAVID CASSIDY, JIMMY RYSER, JON BON JOVI (#37), LIVING COLOUR, THE OUTFIELD, SOHO, TOMMY PUIETT, VANILLA ICE (#39),

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WMGV / *Appleton-Oshkosh* PD: DAN STONE / MD: BILL LINDY ◊ (414) 426-3239 • ADDS: CHEAP TRICK, NELSON, THE OUTFIELD, STEVE WINWOOD, SURFACE,

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WPRR-FM / *Altoona* PD/MD: SCOTT ST. JOHN ◊ (814) 944-9456 • ADDS: BAD COMPANY (#30), CHEAP TRICK, JON BON JOVI, NELSON, THE OUTFIELD, STEVE WINWOOD (#29),

WPST / *Trenton* PD: DAVE HOEFFEL / MD: TRISH MERELLO ◊ (609) 924-3600 • ADDS: CANDYMAN, CHEAP TRICK, THE OUTFIELD, STEVE WINWOOD, TRITEX,

WPXR / *Davenport* PD: DAN KENNEDY / MD: LARRY "JAMMER" DAVIS ◊ (309) 786-1800 • ADDS: BAD COMPANY, EXTREME, NELSON,

WQCM / *Hagerstown* PD: DAVID MILLER / MD: WILL KAUFMAN ◊ (301) 797-7300 • ADDS: BLACK CROWES, LIVING COLOUR, THE OUTFIELD, STEVE WINWOOD,

WQHQ / *Salisbury* PD/MD: BOB STEELE ◊ (301) 742-1923 • ADDS: CELINE DION, DONNY OSMOND, GEORGE MICHAEL (#39), LORI RUSO/MICHAEL DAMIAN (#37), SURFACE (#40), VONDA SHEPARD (#35),

WQID / *Biloxi* PD: TODD MARTIN / MD: RICK LOVETT ◊ (601) 388-2323 • ADDS: DAN FOGELBERG, GEORGE MICHAEL, GLENN MEDEIROS, SOHO,

WQUT / *Johnson City* PD: RUFUS HURT / MD: STEVE MANN ◊ (615) 477-3127 • ADDS: BAD COMPANY, CHEAP TRICK, GLENN MEDEIROS, JIMMY RYSER (#35), VIXEN (#34),

WQXA / *York* PD: MARK FEATHER / MD: KIP TAYLOR ◊ (717) 757-9402 • ADDS: 2 IN A ROOM (#28), CARON WHEELER, DNA I/SUZANNE VEGA, GEORGE MICHAEL, WILL TO POWER,

WRCK / *Utica* PD: JIM REITZ / MD: SCOTT BURTON ◊ (315) 797-1330 • ADDS: BILLY JOEL, JOHNNY GILL, NELSON, THE OUTFIELD, STEVE WINWOOD,

WRQK / *Akron-Canton* PD: SPACEMAN SCOTT HUGHES / MD: DEBBIE VINCENT ◊ (216) 492-5630 • ADDS: DEEP PURPLE, NELSON, STEVE WINWOOD, VIXEN,

WRQN / *Toledo* PD: KEN BENSON / ASST. PD/MD: TREY ALEXANDER ◊ (419) 891-1551 • ADDS: CARON WHEELER, DEE-LITE, HALL & OATES, STEVE WINWOOD,

WRTB / *Vincennes* PD: KEITH JONES / MD: MIKE LAUF ◊ (812) 254-4300 • ADDS: ERIC JOHNSON (#39), RED SPEEDWAGON (#38), ROGER WATERS F./CYNDI LAUPER (#40),

WRVO / *Richmond* PD: STEVE DAVIS / MD: LISA McRAY ◊ (804) 649-9151 • ADDS: BILLY JOEL, CATHY DENNIS, CHEAP TRICK, GEORGE MICHAEL, STEVIE B, STEVE WINWOOD,

WSPK / *Poughkeepsie* PD: SEAN PHILLIPS / MD: CHRIS ST. JAMES ◊ (914) 831-8000 • ADDS: BILLY JOEL, MC TROUBLE, PRINCE, STEVE WINWOOD, TONY! TONY! TONE!,

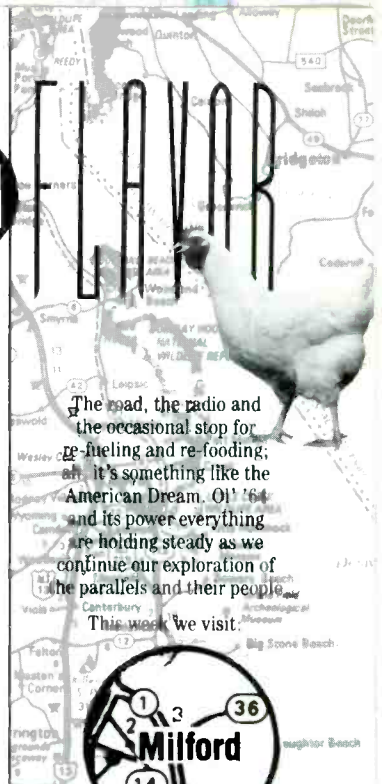
WSPT / *Stevens Point* PD/MD: D.J. HALL ◊ (715) 341-1300 • ADDS: DON HENLEY, THE OUTFIELD, STEVE WINWOOD, VIXEN,

WSTO / *Evansville* PD: BARRY WITHERSPOON / MD: OPEN ◊ (502) 685-2991 • ADDS: DURAN DURAN, GEORGE MICHAEL (#29), JON BON JOVI (#30), STEVE WINWOOD,

WTBX / *Hibbing/Duluth* PD: BILL KLAPROTH / MD: KEN O'BRIEN ◊ (218) 262-4545 • ADDS: GEORGE MICHAEL, NELSON, THE OUTFIELD, SOHO,

WTFX / *Madison* PD: PAT GILLEN / MD: CHRIS KELLEY ◊ (608) 273-1000 • ADDS: 2 IN A ROOM (#31), CHEAP TRICK (#32), GEORGE MICHAEL (#33), NELSON, SWEET SENSATION (#34), WINGER (#35),

WTHH / *Portland* PD: ZIGGIE / MD: FREDDIE COLEMAN ◊ (207) 797-0780 •



DEEE-LITE
"Groove Is In The Heart"

the single and video
 from the debut album *WORLD CLIQUE*
MAINSTREAM TOP40: 28-20 CROSSOVER TOP40: 8-3
NAT'L. SINGLE SALES: 14-12 NAT'L. ALBUM SALES: 33-23
#15 MTV COUNTDOWN!
BIG IMPACT EVERYWHERE MEANS A TOP 5 RECORD!

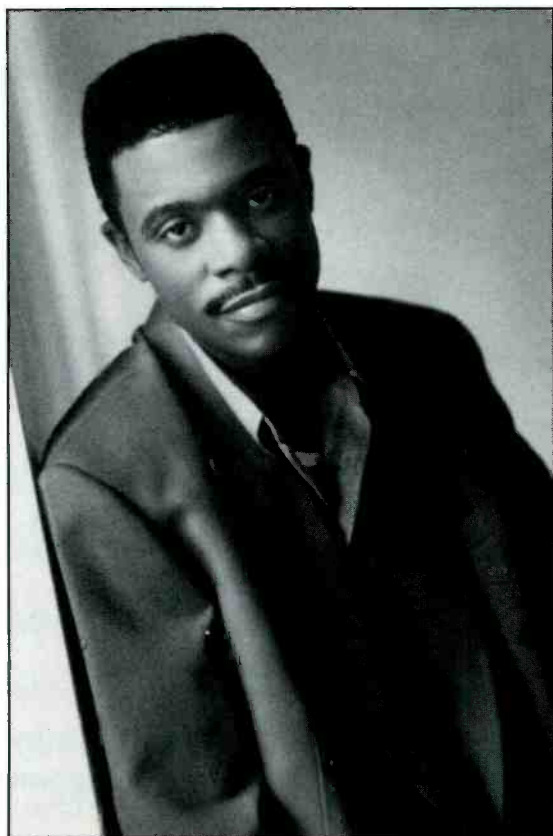
Just Added At:
THE FOX **KZZP**
KDWB #29 **92X**
KGGI **KJ103**
KISS 104 #29

THE CURE
"Never Enough"

the single and video
 from the forthcoming album
MIXED UP
ALTERNATIVE CHART: #2
ROCK CHART: 33-31
NAT'L. SINGLE SALES: NEW #28
Album in Store October 30!

KTUX (40-36)
WAEB (Add #40)
WKQD (D#28)
WYYS (33-27)

Fiction



HITMAKERS CROSSOVER CHART: NEW #33
TOP 45 ALBUM SALES NATIONALLY! A HITBOUND!
GOING FOR TOP40 ADDS NOVEMBER 12!!
Already testing top five at: San Francisco, Sacramento,
San Jose, San Diego, Las Vegas, Honolulu and more!!

KEITH SWEAT
"I'll Give All My Love To You"

the new single and video
 from the album *I'LL GIVE ALL MY LOVE TO YOU*



KMEL (#4) **HOT97.7 (D#28)** **KLUC (D#21)**
KSOL (Add #15) **FM102 (11-10)** **KPRR (Add)**
WPGC (D#29) **HOT194 (13-3)** **KWIN (D#15)**
Z90 (35-31) **KDON (30-16)** **KZFM (Add)**
KEZY (15-12) **KKMG (Add #34)**

DAN QUAYLE COUNTDOWN:
 810 days to go

TIM BROUGH
 of **WAFI** in
MILFORD, DELAWARE



- TIM'S FORMER* FAVORITE MILFORD RESTAURANT:**
The Shang-hai;
"the best Chinese food in the state."
- TIM'S FORMER* FAVORITE SHANG-HAI MEAL:**
Column B (all)
- TIM'S FORMER* FAVORITE MILFORD DESSERT:**
Strawberry cheesecake (anywhere)
- TIM'S FORMER* FAVORITE MILFORD-AREA EVENT:**
Delmarva Chicken Festival



DELMARVA CHICKEN FESTIVAL
 Like so many of this country's hallowed annual rites, the Delmarva Chicken Festival originated as a shameless promotional event for industry, in this case the poultry biz. The festival, to be held in nearby Dover in 1991, features the world's largest frying pan. Measuring 10 feet in diameter and holding 160 gallons of oil, this colossus cooks 800 chicken quarters at the same time. Tim no longer* takes an active role in this exercise in excess.

*Tim has shed 52 pounds since last December. An awesome achievement and one we are far too frail to emulate.



Straighten up and fry right... with Elektra Cassettes, Compact Discs and Records.

HOT RADIO PROMOTIONS

Y107 EXPECTS STIFF COMPETITION AT CASKET RACE

Y107 in Nashville is preparing for the fourth annual Y107 Casket Race, to be held Sunday, October 28. The Casket Race will involve teams running through an obstacle course on Y107's side lawn and racing to beat Father Time. The winning team gets a weekend trip to Ober Gatlinburg from Y107. Teams will be allowed four pallbearers and one alternate.

KIIS-FM RAISES THE DEAD THIS HALLOWEEN

Magic Matt Alan, afternoon personality of KIIS-FM in L.A., will raise the dead on Halloween during a live remote and seance, with 13 lucky listeners invited to join in. Magic Matt will broadcast live from 2 to 6 p.m. on the roof of the Knickerbocker Hotel, the actual site where Mrs. Harry Houdini conducted seances to talk to her husband. Other ghosts believed to be haunting the Knickerbocker are William Frawley (Fred Mertz), who died in front of the hotel, Frances Farmer, who was dragged from the hotel in a straightjacket and brought to a mental institution., and famous costume designer Irene, who jumped to her death from the roof of the Knickerbocker.

99.5WLOL NOMINATES PRINCE FOR GOVERNOR

WLol-Minneapolis morning team **Mondale and Hines** have announced the campaign of Prince For Governor. To kick off the campaign, the station held a Prince For Governor Weekend, giving away Minnesota Governor Campaign Kits containing official dirt from the Governor's mansion, and an official "Prince For Governor" T-shirt.

KISS95.7 KNOWS WHAT HIGH SCHOOLERS WANT MOST

KISS95.7-FM in Hartford knows what every high school student wants - a new car. Therefore, the station is putting a brand new 1991 Hyundai Scoupe up for grabs, with one hitch - you have to be a high school junior or senior to win. Students who listen to evening personality **Robin King** can call in and win a power pack of the six hottest cassettes, and also register for a chance to win the car. The Scoupe will also be outfitted with a sound system fit for a dream car, consisting of AM/FM cassette player, equalizer, CD player and security system. Prior to the drawing King will drive the new car, loaded with prizes, to a local high school, where she will hand out prizes and hang out with the students.

Q101 HAUNTS A CAR WASH FOR CEREBRAL PALSY

Q101 in Chicago presents The Haunted Car Wash October 24-31. Creatures, skeletons, tombstones, pumpkins and cornstalks will surround customers as they enter the Tunnel of Horror. If the customers survive, they will receive a free Halloween Trick or Treat bag filled with candy and other goodies. All Haunted Car Wash proceeds will go to the United Cerebral Palsy Foundation.

FACE-OFF (from page 9)

with the rep and added it anyway. In most cases, says the "Hitman," the song has performed well.

"My opinion doesn't really mean anything as far as that goes," he states. "What really matters is that the song has to appeal to my audience and fit the sound of my radio station."

Plen says he has a responsibility to his own ears and gut, and his own perspective in knowing whether a song even has a chance to be a hit.

"I can't go to a PD and ask them to play a record unless I feel that the record really has a chance to be a hit," says Plen, who makes his assessment by playing the song for different people, talking to the core stations that would ordinarily play the type of record in question, and collecting positive and negative feedback. He uses all of this information to determine whether the song can be hit before he starts telling radio that it is.

"In the end, I guess that makes our records develop a lot slower, but they're a lot surer," says Plen.

Building trust with PDs and MDs is a key element in developing hit records, says Plen. As an example he cites Jefferson Ward, PD of KISS95.7-Hartford, who was not totally convinced that UB40's *The Way You Do The Things You Do* was a hit for his station.

Plen pointed out that the station was targeting females 18-34, and that frankly he thought that Ward was missing the boat. Noticing that 90% of the songs he had played for Plen during the past year had become hits, Ward gave Plen the add on UB40, based upon his trust for Plen's instincts and track record. Ward also took Plen's advice to stick with After 7's Can't Stop, which Ward was going to drop after a short run. The song did indeed explode in the following two weeks.

McKay stresses that reps really need to be aware of the market before they work him on a record. "If they call and pitch me on a record that doesn't fit the sound of my station, then they don't really know me or my radio station, and that shows me nothing," says McKay. "I've got guys in this market who have really done their homework. They know exactly what I'm doing, and that shows me they care about my station and about maintaining my good relationship with them."

Plen agrees that knowledge of the market is key to promoting records. "I've always viewed a national person's job as being a local person in every market," he says. "Localize everything, find out how everything relates in the market. If you're talking to a person and you don't know anything about their backyard, then you don't know anything."

93ROCK's "\$1000 LOYAL LISTENER GUARANTEE

93ROCK in Sacramento is offering the city a "\$1000 Loyal Listener Guarantee." Twenty-five listeners will each take home their share of the \$25,000 purse. To enter a listener simply must show they're a loyal listener by picking up a 93ROCK Classic "Back in Black" bumper sticker at Sacramento-area Tower Records and Video stores. After slapping the sticker on their car, listeners have to fill out the back and mail it to the station. Then, if the station announces a listener's name, they have 40 minutes to call the station to claim their "\$1000 Loyal Listener Guarantee."

100.3 JAMZ HELPS VICTIM OF REPEATED THEFTS

After her house was burglarized six times in three months, Mary King of Dallas had had enough, and so the 43-year-old grandmother, who is legally blind, packed some clothes and boarded a train to Kansas City to take refuge with relatives. She returned home earlier this month, only to find that everything in the house - furniture, pictures, and even plants - was stolen! 100.3JAMZ Morning Man **Russ Parr** took heart with Mary's plight, and began a drive to replenish her home with needed items. Listeners' heartstrings felt the tug, and came through with cash, microwaves, couches and dinette sets to help Mary get back on her feet. Now if she could only manage to hang on to the stuff....

KC101 ADDS CHERRY PIE - THE HARD WAY!



Just what does it take to get Warrant's *Cherry Pie* added to a tight station? COLUMBIA local promo rep Charlie Walk found that it may involve a little personal humiliation when dealing with KC101 in New Haven. Pictured force-feeding Charlie his 16th cherry pie are KC101 APD/MD/Afternoon Jock Tom Poleman (left) and PD Stef Rybak. KC101 *did* add the record!

THIS 'n' THAT (from page 9)

tour in Ireland this week, while LP **EMPIRE** continues to be in the top 10 of album sales. And **Alias** is set to hit the road for a North American tour with REO Speedwagon. . . . Country rockers **Asleep At The Wheel** hosted their Fourth Annual Benefit Concert and Golf Tournament September 30 and October 1 to benefit Wild Basin, a wilderness preserve in Austin, Texas. The event, organized by Asleep's **Ray Benson**, raised \$13,000. . . .

CHARISMA's fab foursome **Jellyfish**, who recently toured with World Party, have embarked on their first solo tour, which will find them playing club dates from coast to coast. . . . CHAMELEON's **Dramarama**, **Ferron**, **Holly Near** and **Mary's Danish** are all on the road for separate tours. Danish is currently swinging through the northeast, while Dramarama will be hitting the left coast after rampaging through Texas. Ferron heads east after a November 1 show in L.A., while Near spends the first half of November in the northeast before invading the northwest. . . . **Aerosmith's Joe Perry** has become the latest in the growing ranks of "Down With Supermarket Tabloids" celebrities, after *The Star* reported he fathered a child with Stevie Nicks. "The whole story is the fantasy of a writer looking for a headline,"

stated Perry. "These stories are hurtful to loved ones around you, and they viciously assault the intelligence of readers". . . . **Faith No More's Mike Patton** had the fake boobs he uses as a prop on stage confiscated at customs in Sydney, Australia, as well as some European dirty magazines. "Next time I'll send my porn home immediately after I buy it," said Patton. . . .

CASE (from page 3)

do, and the timing was a little awkward because everything is going so great here. But my family is in Seattle and my wife's family is there, and we'd like our kids to grow up there. That became a large part of my decision."

O'Shea said he interviewed several candidates for the job, "But because of his Northwest connection, Bob was at the top of the list."

O'Shea and Case both said that they haven't begun their search for a music director. Former MD **Randy Irwin** left the station earlier this week to take a production director job at crosstown rival KPLZ. **Barry Beck**, who has been acting PD/MD, will resume his duties as afternoon drive jock upon Case's arrival October 29. O'Shea said Hutyler has taken a leave of absence, and it is still uncertain whether he'll remain with the station as midday jock.



Heart "Stranded"



HOT SINGLE SALES
 TOWER RECORDS, W. Covina (13)
 WILMI SALES, Carle Place (12)
 STATE WIDE DIST., Pottersville (14)
 NORWALK ONE-STOP, Anaheim (15)

MAINSTREAM TOP40: 18-15
ADULT TOP40: 15-13
NATIONAL SINGLE SALES: 40-29

Produced by RICHIE ZITTO

Q101 (16-13)	KBQ (17-15)	KKRZ (13-10)	KAER (22-19)	KC101 (21-18)	98PXY (D#28)
X100 (D#24)	B100 (11-8)	KXYQ (9-6)	Q102 (12-10)	WZZG (14-12)	Y107 (20-13)
WPGC (14-12)	B104 (15-12)	WKTU (13-10)	B97 (8-7)	FM100 (26-23)	KJ103 (28-25)
MIX96.5 (17-13)	B94 (13-8)	KBEQ (20-16)	KSAQ (11-9)	XL106.7 (23-20)	WGTZ (7-5)
Y100 (20-17)	WPHR (16-11)	PRO-FM (16-14)	WZPL (15-11)	WJLK-FM (19-16)	KISS104 (18-15)
KPLZ (16-14)	KZZP (D#25)	KWSS (19-13)	KISN (9-7)	WJRZ (15-15)	WKSI (22-19)

Poison "Something To Believe In"

HOT SINGLE SALES
 WESTERN MERCHANDISERS, Amarillo (4)
 CENTRAL SOUTH MUSIC SALES, Nashville (2)
 STRAWBERRIES, Milford (8)

MAINSTREAM TOP40: 29-25
ROCK RADIO: 7-6
NATIONAL ALBUM SALES: #19
NATIONAL SINGLE SALES: 29-23



WPLJ (18-14)	WXKS-FM (D#35)	B94 (D#27)	KBEQ (30-26)	WZPL (26-21)	KJ103 (17-10)
Z100 (16-10)	WAVA (19-16)	Q105 (Add #29)	PRO-FM (30-27)	WKSE (Add)	WGTZ (12-9)
KIIS-FM (26-23)	KKBQ (29-24)	WPHR (19-16)	KWSS (17-14)	KC101 (22-19)	WKSI (23-20)
PIRATE (11-8)	PWR99 (32-27)	KZZP (D#24)	Q102 (29-25)	WZZG (12-10)	WKZL (26-23)
WEGX (16-11)	KPLZ (20-17)	Y108 (26-22)	WNVZ (8-7)	FM100 (D#30)	
THE FOX (9-7)	KBQ (#5)	KKRZ (15-11)	B97 (19-16)	XL106.7 (25-22)	
KEGL (22-19)	B104 (D#19)	KXYQ (20-16)	KSAQ (16-14)	Y107 (D#30)	

Donny Osmond "My Love is a Fire"

MAINSTREAM TOP40: 39-35
ADULT TOP40: 34-31

WPLJ (D#34)	WBLI (28-24)	KKRZ (26-22)	92X (Add)	WZZG (Add)
WIOQ (Add #35)	KPLZ (30-26)	HOT102 (Add)	B97 (Add)	FM100 (30-27)
Y95 (28-25)	B104 (Add)	WKTU (D#24)	WZPL (D#20)	XL106.7 (30-27)
KKBQ (34-31)	WLOL (34-31)	KBEQ (D#35)	KISN (D#33)	98PXY (29-26)
PWR104 (29-23)	B94 (31-25)	KXXR (28-25)	WMJQ (27-20)	WGTZ (21-14)
Y100 (D#30)	WMXP (Add)	KWSS (27-24)	WKSS (D#29)	KISS104 (26-22)
PWR99 (26-20)	WFLZ (Add #29)	Q102 (24-21)	WTIC-FM (39-35)	WDJX (D#27)

One Cause, One Effect "Midnight Lover"

A HITBOUND! A CRUSADE!

KMEL (24-21)	KROY (18-14)	KDON (26-20)
HOT97.7 (Add)	KTFM (Add)	KPRR (Add #30)
FM102 (#9)	HOT194 (27-24)	KWIN (31-2)
	KBOS (31-26)	KYRK (35-25)



Special Generation "Love Me Just For Me"

A HITBOUND!



100.3 JAMZ (Add) KGGI (D#18) KEZB-FM (17-12)
 STAR94 (D#24) KTFM (D#30) and many more!
 Q106 (Add) 102 JAMZ (11-6)

Duran Duran "Serious"

A HITBOUND!

JUST ADDED:

HOT94.9	KJJG	KTMT	ZFUN106
93QID	KMON	KZZB	and more!
KFBQ	KOKZ	WDEK	
KHSS	KQKY-FM	WHDQ	
	KRRG	WSTO	



Q106 San Diego

The Q just put on an awesome concert, Q106 Fall Fest '90! The show featured eleven bands: Troop, Vanilla Ice, Candyman, En Vogue, TKA, Black Box, Kid Frost, Cynthia & Johnny 'O', Doc Box & B-Fresh, Adventures of Stevie V, and Keith Sweat live via satellite from New York, with guest emcees Paula Abdul and Dino and a whole lot of screaming fans! (Pictures taken by roving photographer Robert Bruni.)



Q-CREW



(L-R): M. WEATHERLY, KEVIN WEATHERLY (PD), VANILLA ICE, and MICHELLE SANTOSUOSSO (MD).



(L-R): MICHAEL WILLIAMS (MOTOWN), DOC BOX, MICHELLE SANTOSUOSSO (MD), B-FRESH, and KEVIN WEATHERLY.



1st Row (L-R): PETE COSENZA (Promo. Dir.), KEVIN WEATHERLY, JOJO KINCAID (Afternoon Drive), B. BOLINGER (GM), GARRY WALL (VP-Edens).
2nd Row: EN VOGUE and D. DHILLON (Production).



KEVIN WEATHERLY, KID FROST, and MICHELLE SANTOSUOSSO



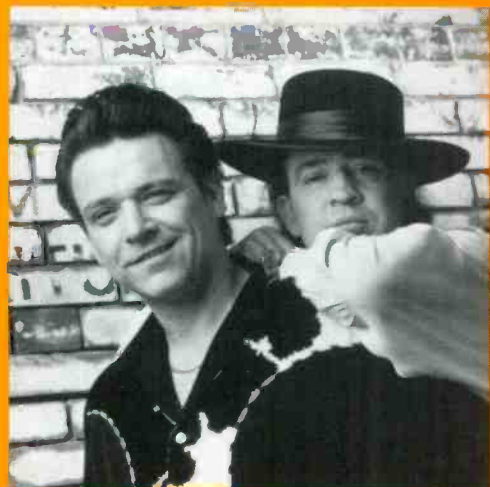
Q-CREW and VANILLA ICE.



PETE COSENZA (Promo. Dir.), KATRIN (BLACK BOX), KEVIN WEATHERLY, CHIO (PM Air Personality)



Q-CREW and TROOP.



THE VAUGHAN BROS.

"Tick Tock"

NATIONAL ALBUM SALES: #5

A CRUSADE! A HITBOUND! R&R AC Most Added 2 Weeks!

MTV! VH-1!

FAMILY STYLE LP Approaching Platinum!

KISN (30-26)	Y95 (On)	WBBQ (D#36)	WKRZ (38-33)
KJ103 (23-20)	KROY (On)	WJMX (21-17)	KTUX (18-15)
WKZL (D#34)	KSAQ (#27)	WKQD (15-7)	WVKS (D#28)
KHMX (Add#22)	B93 (28-14)	WVSR (Add)	WQUT (38-31)
		WERZ (Add)	and more

HOT ALBUM SALES!!!

SOUND WAREHOUSE, Dallas (1),	TOWER RECORDS, Seattle (2),
S.WEST DISTRIBUTORS, Houston (1),	TOWER RECORDS, San Diego (2),
TITLE WAVE, Plymouth (2),	TOWER, New Orleans (1),
ELECTRIC FETUS, Minneapolis (2),	MUSIC CITY ONE-STOP, Nashville (2),
BAKER & TAYLOR, Niles (2),	WATERLOO RECORDS, Austin (2)

epic associated

CHEAP TRICK

"Wherever Would I Be"

**One of HITMAKERS MOST ADDED with 53 Adds!
#5 Disc-covery Club! A CRUSADE! A HITBOUND!**

MTV Active! Tour Starts November 9th with Heart.
From the LP **BUSTED**.

WPLJ (Add)	KSAQ (Add)	KISN (On)
Z95 (Add)	WZZG (Add)	KXYQ (D#27)
PRO-FM (D#33)	Y107 (Add)	XL106.7 (On)
KWSS (29-26)	WZOU (On)	and more
92X (Add)	WKBQ (33-31)	



epic

DAN FOGELBERG

"Rhythm Of The Rain"

HITMAKERS ADULT Top40: 38-36

A CRUSADE! A HITBOUND!

R&R: #3 66% Hots! VH-1!



epic / full moon

Q95 (25-22)	KZFM (D#39)	WVKS (19-17)
WJLK-FM (#3)	Q104 (Add)	WQHQ (11-3)
KISN (On)	WGRD (18-11)	WQID (Add)
KAGO (10-7)	WITZ (15-11)	WRTB (32-29)
	WJMX (Add)	and more

on your desk now...

epic

WILL TO POWER "I'm Not In Love"

LEE CHESNUT, POWER99 - "Who could forget the success of 'Baby I Love Your Way?' Will To Power has done it again. This slickly-produced version sounds like a #1 record to me! After one listen we put it in around-the-clock rotation!"

Early Adds: PRO-FM!!! PWR96!!!

Q106!!! WCKZ!!! HOT99.9, KZFM, B95, WQXA, KZOZ and more

FACES & PLACES



Amy Ray and Emily Saliers, better known as **INDIGO GIRLS**, stopped by the New York headquarters of EPIC Records to discuss the label's big plans for their new album **NOMADS*INDIANS*SAINTS**. (L-R): **Dave Glew**, President of EPIC Records; **Emily Saliers**; **Amy Ray**; **John Doelp**, EPIC Director of Product Mgmt.; **Russell Carter**, Mgr. of Indigo



ATLANTIC Records' **LINEAR** visits HOT97 in New York City. (L-R): Linear member with air personality **Deborah Rath**, Program Director **Joel Salkowitz**, Asst. PD/Music Director **Kevin McCabe**, and two more Linear members.



Recently on a whirlwind international promotional trip with their first album in three years, EMI recording artists **THE PET SHOP BOYS** were in New York at the EMI executive offices. (L-R): **Arma Andon**, Mgr. Pet Shop Boys; **Chris Lowe** of PSB; **Sal Licata**, President/CEO of EMI Records; **Neil Tennant** of PSB.



Flashing back in Boulder, CO is CHARISMA Records' **JELLYFISH** on their recent tour with World Party. (L-R): "Heavy" **Lenny Bronstein**, CHARISMA Nat'l. AOR Dir.; Jellygirl **Dee Ann Metzger** (aka CHARISMA's Rocky Mtn. Region Rep); **Chris Manning**, **Andy Sturmer**, **Roger Manning** (with umbrella), **Jason Falkner**, all of JELLYFISH; **Tim Johnstone**, Denver Rep/VIRGIN; and as backdrop, Tim's flower power van in its finest hour.



LMR/RCA recording artist **Stevie B** stopped by the RCA offices recently to celebrate the success of his single *Because I Love You (The Postman Song)*. (L-R): **Charlie Gilreath**, Stevie B's co-mgr.; **Donna Ross**, co-mgr.; **Joe Galante**, President, RCA Records; **Stevie B**; **Butch Waugh**, VP/Promo., RCA; **Geary Tanner**, Sr. Dir./Nat'l. Promo., RCA; **Miller London**, VP/Sales, Black Music, RCA; **Skip Miller**, VP Black Music, RCA.



Celebrating Columbus Day in Philadelphia! (L-R): WIOQ Program Director **John Roberts**, WIOQ Operations Mgr. **Mark Driscoll**, SCOTTI BROS. Records' **Ben Scotti**, and WIOQ General Mgr. **Gill Rozzo**.



BILLY IDOL

"PRODIGAL BLUES"

Over 1.2 million units sold!!!

BREAKING OUT AT:

WBCN	KUPD	WSHE	WMMS
KMJX	WEBN	KXXR	KILO
WLAV	KMOD	WWTR	and
KJOT	WKLQ	KRZQ	many
WKDF	WCCC	WKRR	more!

Added At:



Top 5 phones at:

WMMS	WEBN
WCCC	WWTR

ON TOUR NOW!

TROUBLE TRIBE "TATTOO"

EARLY BELIEVERS:

WDVE	KBER	WXTB	WLRS
WBAB	WTPA	WKGR	WZZU
KUPD	KYYS	WAZU	Z-ROCK

LISA LYONS -- WAZU

"Tattoo is generating immediate excitement from our audience! We're getting lots of curiosity calls about TROUBLE TRIBE!!!"



ON AT:



HITMAKERS MAGAZINE

ROCK RADIO

LW-TW

- 2-1 AC/DC "Thunderstruck" (ATCO)
- 1-2 ZZ TOP "Concrete & Steel" (WB)
- 6-3 HOUSE OF LORDS "Can't Find My Way..." (RCA)
- 4-4 BLACK CROWES "Hard To Handle" (DEF AMER)
- 3-5 STYX "Love Is The Ritual" (A&M)
- 7-6 POISON "Something To Believe In" (ENIG/CAP)
- 5-7 DAMN YANKEES "High Enough" (WB)
- NEW-8 STEVE WINWOOD "One And Only Man" (VIRGIN)
- 9-9 QUEENSRYCHE "Empire" (EMI)
- 11-10 DEEP PURPLE "King Of Dreams" (RCA)
- NEW-11 SCORPIONS "Tease Me, Please Me" (MERCURY)
- 12-12 LED ZEPPELIN "Traveling Riverside Blues" (ATL)
- 14-13 WINGER "Miles Away" (ATLANTIC)
- 15-14 JON BON JOVI "Miracle" (MERCURY)
- 16-15 TRIXTER "Give It To Me Good" (MCA)
- 18-16 TRAVELING WILBURYS "She's My Baby" (WB)
- 20-17 COLIN JAMES "Keep On Loving Me..." (VIRGIN)
- 47-18 ZZ TOP "My Head's In Mississippi" (WB)
- 24-19 GARY MOORE "Still Got The Blues" (CHARISMA)
- 23-20 TOY MATINEE "Last Plane Out" (REPRISE)
- 29-21 EVERY MOTHER'S ... "Love Can Make..." (ARISTA)
- 8-22 ERIC JOHNSON "Cliffs Of Dover" (CAPITOL)
- 25-23 JOHNNY VAN ZANT "Heart's Are Gonna..." (ATL)
- 28-24 FAITH NO MORE "Falling To Pieces" (REPRISE)
- 21-25 ALLMAN BROS. BAND "Seven Turns" (EPIC)
- 38-26 JUDAS PRIEST "A Touch Of Evil" (COLUMBIA)
- 45-27 BAD COMPANY "If You Needed..." (ATCO)
- 10-28 NEIL YOUNG &... "Mansion On The Hill" (REPRISE)
- 39-29 LYNCH MOB "Wicked Sensation" (ELEKTRA)
- 31-30 REO SPEEDWAGON "Love Is A Rock" (EPIC)
- 33-31 THE CURE "Never Enough" (ELEKTRA)
- 26-32 BATON ROUGE "There Was A Time" (ATLANTIC)
- 36-33 THE CALL "What's Happened To You" (MCA)
- 35-34 HEART "Stranded" (CAPITOL)
- 17-35 TOMMY CONWELL &... "I'm Seventeen" (COL)
- 19-36 LIVING COLOUR "Type" (EPIC)
- NEW-37 THE ALARM "The Road" (I.R.S.)
- 42-38 ZZ TOP "Lovething" (WB)
- 13-39 WARRANT "Cherry Pie" (COLUMBIA)
- 41-40 METALLICA "Stone Cold Crazy" (ELEKTRA)
- 27-41 INXS "Suicide Blonde" (ATLANTIC)
- NEW-42 VAUGHAN BROTHERS "Telephone Song" (EPIC)
- NEW-43 KING'S X "It's Love" (MEGA/ATLANTIC)
- 19-44 VAUGHAN BROTHERS "Tick Tock" (EPIC)
- 46-45 PAUL SIMON "The Obvious Child" (WB)
- 49-46 TROUBLE TRIBE "Tattoo" (CHRYSALIS)
- 48-47 ROBERT PLANT "Nirvana" (ATLANTIC)
- 32-48 SLAUGHTER "Fly To The Angels" (CHRYSALIS)
- NEW-49 DON HENLEY "New York Minute" (Geffen)
- NEW-50 OUTFIELD "For You" (MCA)

CHART EXTRAS

- VIXEN "Love Is A Killer" (EMI)
- BRUCE HORNSBY "Fire On The Cross" (RCA)
- THE BYRDS "Love That Never Dies" (COL)

MOST ADDED

- SCORPIONS
- STEVE WINWOOD
- THE ALARM
- THE BYRDS
- EDIE BRICKELL & THE NEW BOHEMIANS
- THE OUTFIELD
- JEFF HEALEY BAND
- DON HENLEY
- ZZ TOP - *Mississippi*
- NELSON / RATT

MOST REQUESTED

- AC/DC
- METALLICA
- DAMN YANKEES
- POISON
- BLACK CROWES
- LYNCH MOB
- ERIC JOHNSON
- GARY MOORE
- WINGER
- SCORPIONS

CRUSADES

HAND OF FATE

"Good Life" (WTG/EPIC)

While no one can decide whether it sounds more like INXS or The Cult, there's little doubt this is a unique hit record. Calls like KLOS, WSHE, KISW, WLZR, KRQR, WAZU, KTXQ, WYNF, KTXQ, WRIF, KZRR and WYNF confirm it.

JEFF HEALEY BAND

"Full Circle" (ARISTA)

After two monster singles, *this* is the strongest track of the lot. It's passionate, uptempo rock & roll with that signature Healey blues feel.

COLD SWEAT

"Let's Make Love Tonight" (MCA)

Welcome to the pop-metal hook of the week. There's a ton of talent - in other words, long-term potential - in this band. There's a definite instant-familiarity feel to this track that should help it react fast.

AN EMOTIONAL FISH

"Celebrate" (ATLANTIC)

Closing in on top ten status at Alternative, it's the best record Dire Straits have never done. Listen to the whole track, and you'll understand. Please pass the cocktail sauce Gilligan.

ELECTRIC BOYS

"Psychedelic Eyes" (ATCO)

This is the track most programmers were talking about after *All Lips N' Hips*. It's another one of those tunes that is all hook from start to finish.

MIXING IT UP WITH SOME REAL PIGS

Sometimes we get tunnel vision. It's easy, even necessary to stay focused on that classic rocker across the street from you. However, we all know there's more to radio than just rock & roll. Okay, so we forget that sometimes. It's okay. The Oakland A's forget to play baseball sometimes too.

At the same time, we keep hearing Top40 types talking about the continuing fragmentation of that format and the prospects for Top40's future. Wondering what effect Top40's future will have on Rock Radio's future, we thought it would be interesting (Okay, some guy in Texas who just won a bunch of awards thought it would be interesting) to take a look at some representative Top40 battles from a Rock Radio perspective.

Mixing It Up

Houston is the site of one of the interesting Top40 battles of the moment. Considering the state of Top40 radio, KLOL PD **Ken Anthony** states, "I think Top40 is going through another of their typical transitions. Sometimes, they overreact to public taste and lifestyle. When the disco craze came, they went into it with full force, until it drove their ratings way down. Over the last two years, they've tended to do the same thing with this urban/dance/rap slant. Now, it seems like some stations are beginning to head back towards the middle."

Knowing that Top40 continues to slant heavily toward dance product, we wondered what kind of opportunity that presented to Rock Radio. Ken answers, "It's presented a lot of opportunities for us in Houston. We've been able to grab a large piece of the audience because we're the only game in town in terms of mainstream rock & roll. We try to grab the mass appeal rock position in the market. If you look at the summer book, that was an advantage for a lot of rock stations, at the expense of Top40."

Houston, of course, is the home of one of Top40's hottest buzz stations - Adult Top40 KHMZ (Mix 96.5). "Here in town, KHMZ is having some fairly dramatic impact on the marketplace. I can see it in our callout," Ken comments. Relating back to his earlier comments, he continues, "I can't understand why Top40 continues to be impulsive and jump after whatever the latest trend is, instead of continuing to be the mass appeal mother. You'd think they'd have learned by their mistakes by now - they've been doing this for years. What The Mix has done is taken the format back to the middle - made it mainstream again. I cannot see how a typical 30 year-old female can relate to some of the dance and rap that Top40 has gravitated towards. The Mix is targeting 25-40 year-old females, and they are getting them, and they are getting mass come out of a mass appeal format. It makes all the sense in the world."

So what has that meant for KLOL? Ken feels, "They're affecting our classic rock competitor, the Top40s, which they're repositioning as very dance

and teen-oriented, and they're repositioning the A/Cs as being soft and stodgy and boring. Their affect on KLOL has been felt with upper demo females who, when they wanted to hear Don Henley, Fleetwood Mac or even Phil Collins - mass-appeal rock-oriented product - they could only get it here. We will lose some quarter hours to them, but that's a very fringe demographic for us. We've maintained our strength in the marketplace, but we've seen them take come and quarter hours from these other radio stations."

The Teen View

In Tampa, it's a different kind of Top40 war. "As long as Top40 is as Urban-leaning as it is in this market, it doesn't impact me at all, except that it gives me Top40 people that don't like dance music," contends WXTB (98Rock) PD **Greg Mull**. Does that little fact influence the way he programs his radio station? Greg responds, "I am not a big fan of trying to be more than what you are. I think that trying to take a Rock Radio station and play Wilson Phillips records on it is pure suicide. Rock people are listening to a rock station for a reason."

"In other words, it doesn't afford me a whole lot of opportunity. The station it might afford something to is the hip A/C in the market," Greg believes. "To me, Rock Radio is a male-dominated format. It always has been, and it always will be. Top40 is a female-dominated format, and it always will be. Women are not going to be going to rock stations for an alternative as long as there's an A/C station that is more palatable than Funky Cold Medina. That's what's happening here - WNLT, the light rock station, just had a big book at the expense of Top40."

Of course, being in Tampa, Mr. Mull has been witness to one of the industry's most publicized, outrageous and just plain nasty dogfights of the year, between heritage Top40 WRBQ and the (in)famous Power Pig. 98Rock has done a few off-the-wall marketing things as well(see below). Greg oinks, "The war between them has put the level of expectation up pretty high. If we had come in first, we could have done a few things and gotten good credit for them. Instead, we have to be pretty intense with our marketing to equal that."

You'd figure that there's gotta be an upside to the Pig's presence. Greg confirms that, explaining, "Their marketing has made it real difficult for us to be perceived as any more vulgar than they are. They get all the flak. I can do some innuendo-type things that aren't as vulgar as what they do, and we have lots of room to be outrageous while they take all the heat. We can get away with a lot more than we could if they hadn't been here. No matter how blue we get, they'll always be the vulgar station."

Business As Usual

On a smaller front, it's pretty much business as usual for Reno's only Top40. Market vet and KRZQ OM

Enlightening the masses (before and after): In an attempt to educate the Tampa Bay masses that rock & roll is, in fact, not the official music of the Netherworld, 98Rock (WXTB) decorated the neighborhood with the message you see to the left. Once forces within the community became concerned that the Coalition For Universal Thought might actually exist, the billboards were promptly altered to express the purely heavenly nature of 98Rock, much to the dismay of Tipper Gore, who is still trying to figure out why Warrant recorded an ode to her, and Morton Downey Jr., who thought he'd found funding for a new TV show.



ROCK SCHLOCK

Here's the Austin story for ya. KLBZ MD **Jody Denberg's** last day is Sunday(!), November 4. He'll be crossing the street to program NAC outlet KGSR as it makes a transition to "Adult Alternative", playing core artists like Bonnie Raitt, Sting and Lyle Lovett. He starts at KGSR on November 5. Meanwhile, back at KLBZ, PD **Jeff Carrol** is getting tons of inquiries about Jody's position. An internal candidate and former KISS/San Antonio APD T-Bone Scheppke are rumored to be the front runners for the coveted gig.

It's Format Rumor Week

Lots o' interesting doings in Northern California as rumors are flying that KROY/Sacramento is headed back to the rock realm as a classic rocker. Their lukewarm numbers, the fact that the market appears able to support only two Top40s and, oh yeah, Great American owns 'em, lend credence to the talk.

Speaking of rock companies, didja see the news where Shamrock has picked up KWSS/San Jose? Their numbers are quite healthy, and the market doesn't need another rocker, so nothing should change there, but in this weird, wonderful world...

In the wake of Rock40 KDWZ-Des Moines' format flip, in spite of strong 18-34 numbers, a couple stations are said to be considering an attack on KGGO.

Insert nasty rumor about your competitor here.

Steve Funk offers the following observation: "Top40 has a major impact here. While the piece of the Rock pie is sliced a couple of ways, the heritage Top40 station pretty much has things to itself. Therefore, what they do here has an impact locally."

On the other hand, KRZQ's continuing reliance on a traditional Rock Radio approach that includes a healthy dose of new product counterbalances that impact. Steve maintains, "Their influence on us is pretty limited though. We are always way out in front of them on the records we know they'll play that will work for us and for them. I think that means that we have a bigger impact on the decisions they make than they do on the decisions we make, simply because we're out in front of them."

Holding forth on the state of the format and its relationship to Rock Radio, Steve remarks, "I think Top40 is still a real vital format, but I think they hold on to a lot of bad habits they've developed over the years. My first job in radio was at a Top40 station, and I hated it because we were just blabbing for the sake of blabbing. There's still a lot of stuff that doesn't need to be there. Top40 stations don't really talk to people. That means that the challenge for Rock Radio is to be as energetic as Top40, but to come across more personal, one-to-one and real. It's something you have to do automatically - cut the crap and get down to what's real."



ROCK REPORTS

CFOX (Vancouver)
PD: Jim Johnston
MD: Brenda White
◇ 604-684-7221
ADDS • TESLA, FAITH NO MORE, JEFF HEALEY, PAUL McCARTNEY, POISON, VAUGHAN BROTHERS, STEVE WINWOOD,
KATM (Colorado Springs)
PD: Mark Blake
MD: Jennifer Bell
◇ 719-548-1528
ADDS • CHEAP TRICK, DEEP PURPLE, NELSON, OUTFIELD, STEVE WINWOOD,
KATT (Oklahoma City)
PD: Doug Sorenson
MD: Cindy Scull
◇ 405-848-0100
ADDS • DON HENLEY, JUDAS PRIEST, PAUL McCARTNEY, NELSON, SCORPIONS, STEVE WINWOOD, ZZ TOP,
KBPI (Denver)
PD: Bill Betts ◇ 303-534-6200
ADDS • IRON MAIDEN, SCORPIONS,
KDJK (Modesto)
PD: Mark Davis
MD: Randy Maranz
◇ 209-869-2594
ADDS • ALARM, EDIE BRICKELL &..., OUTFIELD, SCORPIONS, STEVE WINWOOD,
KILO (Colorado Springs)
PD: open
MD: Craig Koehn
◇ 719-634-4896
ADDS • ALARM, JEFF HEALEY, SCORPIONS, STEVE WINWOOD,
KISW (Seattle)
PD: Steve Young
MD: Mike Jones
◇ 206-285-7625
ADDS • AC/DC, THE BYRDS, JEFF HEALEY, BRUCE HORNSBY, INXS, SCORPIONS, STEVE WINWOOD, ZZ TOP,
KLBJ (Austin)
PD: Jeff Carrol
MD: Jody Denberg
◇ 512-832-4000
ADDS • EDIE BRICKELL &...,

DARDEN SMITH, INXS, SCORPIONS, VAUGHAN BROTHERS, STEVE WINWOOD, ZZ TOP, ZZ TOP,
KLOL (Houston)
PD: Ken Anthony
MD: Patty Martin
◇ 713-526-6855
ADDS • ALARM, EDIE BRICKELL &..., JUDE COLE, DIRTY WHITE BOYS, SCORPIONS, VAUGHAN BROTHERS, STEVE WINWOOD,
KLOS (Los Angeles)
PD/MD: Carey Curelop
◇ 213-840-4836
ADDS • THE BYRDS, PAUL McCARTNEY, OUTFIELD, SCORPIONS, STEVE WINWOOD,
KMJX (Little Rock)
PD: Tom Wood
MD: David Allen Ross
◇ 501-224-6500
ADDS • ALARM, THE BYRDS, EDIE BRICKELL &..., JEFF HEALEY, INXS, LYNCH MOB, SCORPIONS, STEVE WINWOOD,
KNAC (Los Angeles)
PD: Pam Edwards
MD: Bryan Schock
◇ 213-437-0366
ADDS • FIREHOUSE, EXTREME, KING'S X, RATT, SCORPIONS, SLAUGHTER, KRSP (Salt Lake City)
PD: Steve Carlson
MD: Kelly Monson
◇ 801-262-5541
ADDS • ANTHRAX, BLACK CROWES, LYNCH MOB, KRXQ (Sacramento)
PD: Judy McNutt
MD: Pamela Roberts
◇ 916-334-7777
ADDS • EDIE BRICKELL &..., KING'S X, OUTFIELD, REMBRANDTS, SCORPIONS, TRAVELING WILBURYS, STEVE WINWOOD, ZZ TOP,
KRZQ (Reno)
OM: Steve Funk
PD/MD: Max Volume
◇ 702-827-0965
ADDS • DON HENLEY, STEVE WINWOOD, SCORPIONS,

BILLY IDOL, BLUE TEARS, JEFF HEALEY, VIXEN, MAGGIE'S DREAM, NELSON, RATT, KING'S X, EXTREME
KRZR (Fresno)
PD/MD: E. Curtis Johnson
◇ 209-252-8994
ADDS • BAD COMPANY, DURAN DURAN, DON HENLEY, NELSON, TRIXTER, STEVE WINWOOD,
KSJL (San Antonio)
PD/MD: Joe Anthony
◇ 512-271-9600
ADDS • NEVADA BEACH, PANTERA, COLD SWEAT, WARRANT,
KTYD (Santa Barbara)
PD: Doug Ingold
APD/MD: Brice Kendall
◇ 805-967-4511
ADDS • HEART, OUTFIELD, POISON, REO SPEEDWAGON, TRIXTER, TRAVELING WILBURYS, STEVE WINWOOD,
KUPD (Phoenix)
PD: Curtiss Johnson
APD/MD: J. David Holmes
◇ 602-838-0400
ADDS • ALARM, THE BYRDS, JEFF HEALEY, DON HENLEY, NELSON, RATT, SCORPIONS, STEVE WINWOOD,
KWHL (Anchorage)
PD: Radio Phill
MD: Kimi Stevens
◇ 907-344-9622
ADDS • ALARM, DIRTY WHITE BOYS, JEFF HEALEY, BILLY IDOL, MAGGIE'S DREAM, OUTFIELD, SCORPIONS, STEVE WINWOOD, ZZ TOP,
KXRX (Seattle)
PD: Brew Michaels
MD: Dean Carlson
◇ 206-283-5979
ADDS • INXS, ZZ TOP,
KZRR (Albuquerque)
PD: Frank Jaxon
MD: Hubby Dean
◇ 505-765-5400
ADDS • R WATERS/P CARRACK, HAND OF FATE, POISON, REMBRANDTS, SCORPIONS, STEVE WINWOOD, ZZ TOP,
WAAF (Worcester-Boston)

PD: Ron Valeri
MD: Rick MacKenzie
◇ 508-752-5611
ADDS • BILLY IDOL, SCORPIONS,
WAZU (Dayton)
PD: Lisa Lyons
MD: Kevin Cox
◇ 513-223-9445
ADDS • HAND OF FATE, RATT, SCORPIONS, ZZ TOP,
WCMF (Rochester)
PD: Stan Main
MD: Dave Kane
◇ 716-262-4330
ADDS • THE BYRDS, SCORPIONS, STEVE WINWOOD, JOHNNY VAN ZANT,
WDHA (Dover)
PD/MD: Andy Dean
◇ 201-455-1055
ADDS • ALARM, EDIE BRICKELL &..., THE BYRDS, HEART, DON HENLEY, INXS, KING'S X, OUTFIELD, SCORPIONS, TRAVELING WILBURYS, STEVE WINWOOD,
WDVE (Pittsburgh)
PD: Gene Romano
MD: Hershcel
◇ 412-937-1441
ADDS • AC/DC, HEAVEN'S EDGE, SCORPIONS, VAUGHAN BROTHERS, STEVE WINWOOD, ZZ TOP,
WEBN (Cincinnati)
PD: Tom Owens
MD: Tony Tolliver
◇ 513-621-9326
ADDS • THE BYRDS, SCORPIONS, STEVE WINWOOD,
WHTQ (Orlando)
PD: Ken Carson
MD: Annie Summers
◇ 407-295-3990
ADDS • CHEAP TRICK, NELSON, OUTFIELD, SCORPIONS, VIXEN, STEVE WINWOOD,
WIYY (Baltimore)
PD: John Mottla
MD: Russ Knapp
◇ 301-889-0098
ADDS • ALARM, JUDAS PRIEST, SCORPIONS,
WKGR (West Palm Beach)
PD: Rich Dickerson
MD: Mike Lee

◇ 407-686-9505
ADDS • EDIE BRICKELL &..., RIVER CITY PEOPLE, EXTREME, INXS, NELSON, SCORPIONS, VIXEN,
WKLQ (Grand Rapids)
PD: Jim Owen
MD: Mike Tennes
◇ 616-774-8461
ADDS • JUDAS PRIEST, SCORPIONS, STEVE WINWOOD, JOHNNY VAN ZANT,
WLRS (Louisville)
PD: Peter Smith
APD/MD: B.C. Hardin
◇ 502-585-5178
ADDS • HEAVEN'S EDGE, RATT, SCORPIONS, ZZ TOP,
WLZR (Milwaukee)
PD: Greg Ausham
MD: Greg Fitzgerald
◇ 414-453-4130
ADDS • STEVE WINWOOD, STYX, LED ZEPPELIN,
WMAD (Madison)
PD: John Duncan
MD: Pat Gallagher
◇ 608-249-9277
ADDS • DAVID BAERWALD, EDIE BRICKELL &..., THE BYRDS, CHARLATANS U.K., JUDE COLE, SUZANNE DEAN, ENO/CALE, HAND OF FATE, INDIGO GIRLS, KING'S X, GARY MOORE, STEVE WINWOOD,
WMMS (Cleveland)
PD: Michael Luczak
MD: Brad Hanson
◇ 216-781-9667
ADDS • BAD COMPANY, THE BYRDS, BLACK CROWES, DIRTY WHITE BOYS, FAITH NO MORE, DON HENLEY, SCORPIONS, STEVE WINWOOD,
WNEW (New York)
PD: Dave Logan
MD: Lorraine Caruso
◇ 212-286-1027
ADDS • ALARM, BAD COMPANY, JUDAS PRIEST, LIVING COLOUR, QUEENSRYCHE, STEVE VAI, STEVE WINWOOD, JOHNNY VAN ZANT,
WPGU (Champaign)
PD: Tom Merritt

MD: Paul Maloney
◇ 217-333-2016
ADDS • ALARM, BAD COMPANY, DAVID BAERWALD, SCORPIONS, VAUGHAN BROTHERS, STEVE WINWOOD, WSHE (Miami)
PD: Brian Krysz
◇ 305-581-1580
ADDS • CHEAP TRICK, JUDAS PRIEST, GARY MOORE, OUTFIELD, RATT, STEVE WINWOOD,
WTPA (Harrisburg)
PD: Jeff Kauffman
MD: Chris James
◇ 717-697-1141
ADDS • ALARM, EDIE BRICKELL &..., THE BYRDS, GRATEFUL DEAD, AN EMOTIONAL FISH, SCORPIONS, VAUGHAN BROTHERS, STEVE WINWOOD,
WWWV (Charlottesville)
PD: Jay Lopez
MD: Debbie Gilbert
◇ 804-971-4057
ADDS • ALARM, BAD COMPANY, EDIE BRICKELL &..., THE BYRDS, JEFF HEALEY, DON HENLEY, PAUL McCARTNEY, SCORPIONS, STEVE WINWOOD,
WXTB (Tampa)
PD/MD: Greg Mull
◇ 813-227-9808
ADDS • AC/DC, EXTREME, ERIC JOHNSON, RATT, SCORPIONS,
WZZU (Raleigh-Durham)
PD: Jack Lawson
MD: Joe Larson
◇ 919-787-9390
ADDS • JEFF HEALEY, GARY MOORE, QUEENSRYCHE, STEVE WINWOOD,
Z-ROCK 50
PD: Pat Dawsey
◇ 800-527-4892
ADDS • DEEP PURPLE, FASTER PUSSYCAT, SCORPIONS,
Amazingly, no one froze this week. Think about it. This couldn't happen in Russia.

ALTERNATIVE REPORTS

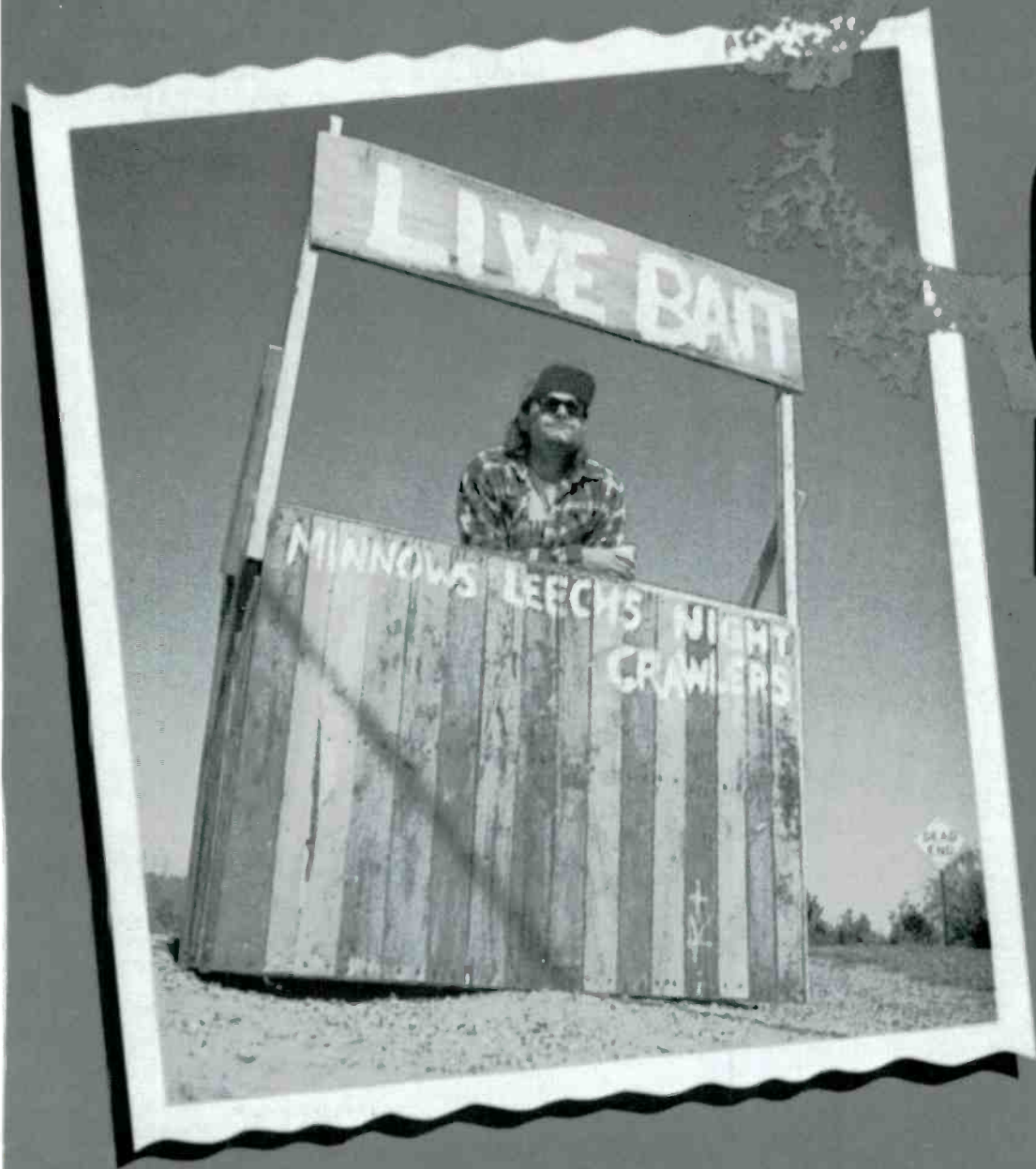
91X (San Diego)
PD: Kevin Stapleford
MD: Mike Halloran
◇ 619-291-9191
ADDS • Light: PAUL SIMON, TRASH CAN SINATRAS, CHARLATANS, THE ALARM,
KDGE (Dallas)
PD: Larry Nielson
MD: George Gimarc
◇ 214-580-9400
ADDS • Heavy: EDIE BRICKELL & NEW BOHEMIANS, Medium: THE ALARM, INDIGO GIRLS, RAILWAY CHILDREN, Light: REDD KROSS, KITS (San Francisco)
PD: Richard Sands
MD: Steve Masters
◇ 415-626-1053
ADDS • Heavy: DEPECHE MODE, Light: SOCIAL DISTORTION, THE WATER WALK, TRASH CAN SINATRAS, THE ALARM,
KJJO (Minneapolis)
PD: Mike Stapleton
MD: Lori Kelly
◇ 612-941-5774
ADDS • Medium: THE ALARM, CHARLATANS, Light: P.I.L., THE BUCK PETS, FALLING JOYS, RUN WESTY RUN, EDIE BRICKELL & NEW BOHEMIANS, GEAR DADDIES, KJQN (Ogden)
PD: Mike "The Axe" Summers
MD: Biff Raffie
◇ 801-392-7535
ADDS • Heavy: P.I.L., THE CURE,

SOUP DRAGONS, JANE'S ADDICTION, THE CONNELLS, Medium: TRASH CAN SINATRAS, LIGHTNING SEEDS, Light: HEARTTHROBS, SONIC YOUTH, GOO GOO DOLLS, AZTEC CAMERA,
KRKC (Omaha)
PD/MD: Paul Krieger
◇ 402-553-0980
ADDS • Heavy: MORRSEY, Medium: TRASH CAN SINATRAS,
KROQ (Los Angeles)
PD: Andy Schuon
MD: Lewis Largent
◇ 818-567-1067
ADDS • Heavy: INXS, Medium: TOO MUCH JOY, Light: POSIES,
KTCL (Fort Collins)
PD: John Hayes
MD: Sam Ferrara
◇ 303-571-1232
ADDS • Light: HINDU LOVE GODS, THE ALARM, EDIE BRICKELL & NEW BOHEMIANS, GENE LOVES JEZEBEL, TRASH CAN SINATRAS,
KTOW (Tulsa)
PD/MD: Tim Barraza
◇ 918-446-1903
ADDS • Medium: EDIE BRICKELL & NEW BOHEMIANS, THE SUNDAYS, Light: INDIGO GIRLS, THE CONNELLS, JOHN WESLEY HARDING, MARY'S DANISH, TRASH CAN SINATRAS, MARTHAS VINEYARD,
KUKQ (Phoenix)
PD: Ern Gladden

MD: Jonathan L.
◇ 602-838-0400
ADDS • Medium: DURAN DURAN, Light: TRASH CAN SINATRAS, JOHN WESLEY HARDING, GOO GOO DOLLS,
WBRU (Providence)
PD: Karyn Bryant
MD: Dexter Schwartz
◇ 401-272-9550
ADDS • Heavy: LIVING COLOUR, EDIE BRICKELL & NEW BOHEMIANS, Light: REDD KROSS, TRASH CAN SINATRAS, FAITH NO MORE, THE ALARM,
WDRE (Long Island)
PD: Denis McNamara
MD: Sue/Robert
◇ 516-832-9400
ADDS • Heavy: TRASH CAN SINATRAS, THE ALARM, Medium: THE WATERBOS, Light: JOHN CALE / BRIAN ENO,
WFNX (Boston)
OM: Max Tokkoff
MD: Kurt St. Thomas
◇ 617-595-6200
ADDS • Heavy: THE ALARM, EDIE BRICKELL & NEW BOHEMIANS, Light: JOHN WESLEY HARDING, 10,000 MANIACS, PYLON, UB40,
WHFS (Washington)
OM: Tom Calderone
MD: Weasel
◇ 301-306-0991
ADDS • Light: THE ALARM, EDIE BRICKELL & NEW BOHEMIANS, THE

BYRDS, EXENE Cervenka, PYLON, SOCIAL DISTORTION, STEVE WINWOOD,
WHTG (Asbury Park)
PD: Michael Butscher
MD: Matt Pinfield
◇ 201-542-1410
ADDS • Heavy: THE ALARM, HEARTTHROBS, Medium: TRASH CAN SINATRAS, INXS, LIVING COLOUR, MAGGIE'S DREAM, MARTHAS VINEYARD, EDIE BRICKELL & NEW BOHEMIANS, Light: SONIC YOUTH, JAMES, RIDE, THEY EAT THEIR OWN, MAZZY STAR, KINGS X, BIGOD 20, FLAMING LIPS,
WKXL (Concord)
PD: Renee Blake
MD: Dave Doud
◇ 603-225-5521
ADDS • Medium: INXS, EDIE BRICKELL & NEW BOHEMIANS, Light: THE BYRDS, STEVE WINWOOD, FALLING JOYS, JOHN HIATT, WIRETRAIN, EXENE Cervenka, THE CURE, SOUPDRAGONS, THE CLASH, HINTERLAND,
WMDK (Peterborough)
PD: Janice Bailey
MD: Mike Thomas
◇ 603-924-7165
ADDS • Medium: EDIE BRICKELL & NEW BOHEMIANS, TRASH CAN SINATRAS, FALLING JOYS, EXENE Cervenka, EGGPLANT, Light: THE

BUCK PETS,
WOXY (Cincinnati)
PD/MD: Phil Manning
◇ 513-523-4114
ADDS • Light: EDIE BRICKELL & NEW BOHEMIANS, ERASURE, LOVE CLUB, EXENE Cervenka,
WRSI (Greenfield)
PD/MD: Jim Olson
◇ 413-774-2321
ADDS • Light: ROSANNE CASH, INXS, BRICKELL & NEW BOHEMIANS, FALLING JOYS, BARION, BALL, STREHL, THE BYRDS, JUNE Tabor & THE OYSTER BAND,
WWCD (Columbus)
PD: Kelli Gates
◇ 614-444-9923
ADDS • Medium: THE ALARM, THE BUCK PETS, Light: HINDU LOVE GODS, BIGOD 20, ALICE IN CHAINS, FALLING JOYS, TRASH CAN SINATRAS, JOHN WESLEY HARDING,
WXVX (Pittsburgh)
PD/MD: Dave Calabrese
◇ 412-856-6846
ADDS • Light: TRASH CAN SINATRAS, LIGHTNING SEEDS, THE ALARM, BLACK CROWES,
Answer:
UCLA, a screwdriver, Dan Quayle
Question:
Name a school, a tool and a fool.



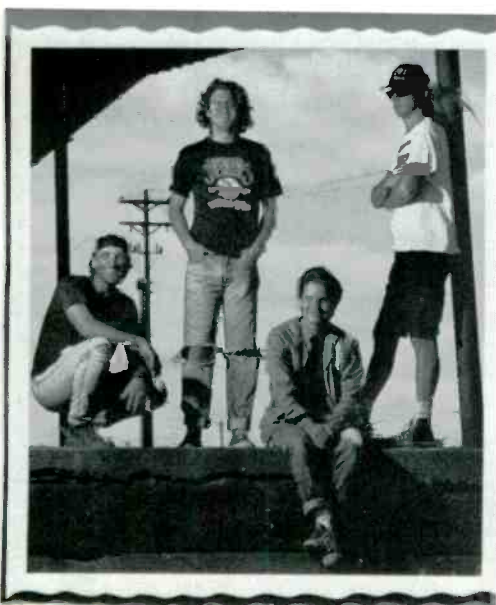
GEAR DADDIES

BILLY'S
LIVE
BAIT

ON YOUR DESK NOW!

featuring the single

**"COLOR OF
HER EYES"**



PolyGram Records

HITMAKERS MAGAZINE

ALTERNATIVE

ALBUM

LW-TW

- 1-1 **REPLACEMENTS** "All Shook Down" (REPRISE)
- 2-2 **THE CURE** "Mixed Up" (ELEKTRA)
- 3-3 **INXS** "X" (ATLANTIC)
- 5-4 **JANE'S ADDICTION** "Ritual De Lo Habitual" (WB)
- 6-5 **COCTEAU TWINS** "Heaven Or Las Vegas" (CAPITOL)
- 4-6 **IGGY POP** "Brick By Brick" (VIRGIN)
- 7-7 **RUBAIYAT** "Compilation" (ELEKTRA)
- 11-8 **P.I.L.** "The Greatest Hits, So Far" (VIRGIN)
- 9-9 **DARLING BUDS** "Crawdaddy" (COLUMBIA)
- 13-10 **CHARLATANS** "Some Friendly" (BEGGAR'S/RCA)
- 10-11 **LIVING COLOUR** "Time's Up" (EPIC)
- 8-12 **SOUP DRAGONS** "Lovegod" (BIG LIFE/MERC)
- 24-13 **THE WATERBOYS** "Room To Roam" (CHRYSALIS)
- 17-14 **HEARTTHROBS** "Cleopatra Grip" (ELEKTRA)
- 16-15 **SOCIAL DISTORTION** "Social Distortion" (EPIC)
- 21-16 **SOUL ASYLUM** "...And The Horse They..." (A&M)
- 23-17 **PIXIES** "Bossanova" (ELEKTRA)
- 19-18 **AN EMOTIONAL FISH** "An Emotional Fish" (ATCO)
- 26-19 **INDIGO GIRLS** "Nomads - Indians - Saints" (EPIC)
- 22-20 **ULTRA VIVID SCENE** "Joy 1967-1990" (4AD/COL)
- 12-21 **AZTEC CAMERA** "Stray" (REPRISE)
- 33-22 **INSPIRAL CARPETS** "Life" (ELEKTRA)
- 15-23 **PET SHOP BOYS** "Behavior" (EMI)
- 28-24 **POSIES** "Dear 23" (DGC)
- 14-25 **HUMAN LEAGUE** "Heart Like A Wheel" (A&M)
- 30-26 **HINDU LOVE GODS** "Hindu Love Gods" (GIANT/REP)
- 32-27 **REDD KROSS** "Third Eye" (ATLANTIC)
- 18-28 d.n.a. w/ **SUZANNE VEGA** "Tom's Diner" (A&M)
- 31-29 **THE CALL** "Red Moon" (MCA)
- 35-30 **JOHN CALE / BRIAN ENO** "Wrong Way Up" (WB)
- 37-31 **THE CONNELLS** "One Simple Word" (TVT)
- 40-32 **PRIMAL SCREAM** "Come Together" (SIRE / WB)
- 34-33 **LILAC TIME** "And Love For All" (MERCURY)
- NEW-34 **THE ALARM** "The Road" (I.R.S.)
- NEW-35 **TRASH CAN SINATRAS** "Cake" (POLYDOR)
- 25-36 **BOB MOULD** "Black Sheets Of Rain" (VIRGIN)
- 38-37 **GENE LOVES JEZEBEL** "Kiss Of Life" (Geffen)
- 39-38 **PREFAB SPROUT** "Jordan: The Comeback" (EPIC)
- 44-39 **CAVEDOGS** "Joy Rides For Shut-Ins" (ENIGMA)
- NEW-40 **EDIE BRICKELL & ...** "Ghost Of A Dog" (Geffen)
- 20-41 **SOHO** "Goddess" (ATCO)
- 41-42 **DEPECHE MODE** "Violator" (SIRE/REPRISE)
- 43-43 **9 WAYS TO SUNDAY** "Giant" (REPRISE)
- 27-44 **CONCRETE BLONDE** "Bloodletting" (IRS)
- 47-45 **RAILWAY CHILDREN** "Native Place" (VIRGIN)
- 48-46 **THE WATER WALK** "Thingamajig" (I.R.S./NETTWERK)
- 29-47 **JELLYFISH** "Bellybutton" (CHARISMA)
- 49-48 **FAITH NO MORE** "The Real Thing" (SLASH/REPRISE)
- 42-49 **WIRE TRAIN** "Wire Train" (MCA)
- 36-50 **BOB GELDOLF** "Vegetarians Of Love" (ATLANTIC)

TRACKS

- | | | |
|----------------|----------------|---------------|
| MERRY GO | LITTLE PROBLEM | |
| NEVER ENOUGH | HAROLD & JOE | |
| SUICIDE BLONDE | DISAPPEAR | ON MY WAY |
| BEEN CAUGHT | OBVIOUS | STOP |
| ICEBLINK LUCK | WEAR YOUR | |
| CANDY | SOMETHING | |
| HELLO I LOVE | MOTORCYCLE | TOKOLOSHE |
| DON'T ASK ME | | |
| CRYSTAL CLEAR | | |
| THEN | THE ONLY ONE | |
| TYPE | ELVIS IS DEAD | LOVE REARS |
| I'M FREE | BACKWARDS | |
| LIFE OF | | |
| TRANCE | DREAMTIME | I WONDER WHY |
| STORY OF MY | | |
| EASY STREET | SPINNIN' | |
| DIG FOR FIRE | | |
| CELEBRATE | | |
| HAMMER & NAIL | | |
| SPECIAL ONE | | |
| GOOD MORNING | | |
| COMMERCIAL | DIRECTING | THIS IS HOW |
| SO HARD | | |
| GOLDEN | APOLOGY | |
| HEART LIKE | | |
| RASPBERRY | | |
| ANNIE'S GONE | | |
| TOM'S DINER | | |
| WHAT'S | THIS IS YOUR | FLOATING BACK |
| BEEN THERE | | |
| STONE COLD | | |
| LOADED | TOGETHER | |
| ALL FOR LOVE | | |
| THE ROAD | | |
| ONLY TONGUE | OBSCURITY | CIRCLING |
| IT'S TOO LATE | YOUR LIFE | HEAR ME |
| TANGLED | IT'LL ALL END | WALK AWAY |
| ATLANTIS | | |
| BA BA GA | LEAVE ME | RIGHT ON THE |
| MAMA HELP ME | | |
| HIPPYCHICK | | |
| WORLD IN MY | SEA OF SIN | POLICY |
| COME TELL ME | MIDNIGHT TRAIN | |
| CAROLINE | JOEY | |
| MUSIC STOP | IT'S HEAVEN | |
| NEVER LEAVING | | |
| THE KING IS | THAT IS WHY | |
| FALLING | | |
| SHOULD SHE | SPIN | |
| LOVE OR | GREAT SONG | |

MOST REQUESTED

JANE'S ADDICTION
THE CURE
INSPIRAL CARPETS
P.I.L. / LIVING COLOUR

MOST ADDED

TRASH CAN SINATRAS
THE ALARM
EDIE BRICKELL & THE NEW BOHEMIANS
FALLING JOYS

HITMAKERS ALTERNATIVE 30*-26*

the Hindu Love Gods are
(this time around)

Warren Zevon • Bill Berry • Peter Buck • Mike Mills



Breaking
Out At:

KROQ
WHFS
91X
KJQN
WWCD
WBRU
KJJO
WOXY
WHTG
KTCL
WMDK
KACV
WKXL
WRAS
WXVX
KRCK
WRSI

Early
Believers:

WMMS
WTPA
WDHA
WIZN
WPGU

❖
"Raspberry Beret"
❖

hindu
love
gods
❖

produced by Andrew Slater and Niko Bolas
management: HK Management



MORE NUMBERS TO MAKE YOU FEEL WARM & FUZZY

Okay, hopefully we'll have a new name for this thing next week. Meanwhile back at the ranch, it was still a helluva book for the format. Meanwhile, we continue to look at the fallout from an exciting book for the format.

Rumors continue at their current clip for new outlets in several markets. The strength of this book should give the individuals pitching station owners more ammunition to prove that this format is the industry's best kept secret.

Oh, by the by, we're not kidding when we say we need help coming up with topics for this column. Your homework assignment is to think up something brilliant that your classmates will want to read about. Now go out back and do your chores.

Steady Growth

WDRE/Long Island moved 1.7-2.0 this Summer. PD **Denis McNamara** comments, "We're pleased that we're showing growth, and we think there's a lot more room to grow in. I also know that we had a phenomenal Birch. We probably had the highest Birch in the history of the station. It was terrific to see the kind of book this was for the format. I'm very pleased that so many stations taking this approach are seeing success simultaneously."

Discussing future prospects for WDRE and the format, Denis believes, "I think the station is evolving into the older demos, which I think is more a societal reaction than anything we've done. Listeners came into this format in the early 80s. If you were 18 then, you're 28 now, and that doesn't mean you aren't going to continue to want to hear Elvis Costello and U2. At the same time, those people are open to the Lightning Seeds and the Happy Mondays. There's still plenty of growth potential in the younger cells as well, but there just seems to be a sense in the advertising community that there will be much more attention paid to what we're doing now because our people are now hitting the 25+ en masse, while we continue to dominate 18-24."

"The challenges continue," Denis contends. "The challenge for us is to continue to evolve and grow. You don't disregard what you've built to introduce new stuff. At the same time, you don't disregard the fact that you got to where you were without finding new stuff to turn people on to. There's so much more heritage for this format to draw on, but at the same time, I'm very excited about the new music happening within our framework. I am also one of the people who strongly believes that when our music becomes successful at other format, that's a tremendous shot in the arm for us, in spite of the political problems that sometimes causes. It legitimizes what we're doing."

Holding Steady At A Higher Level

After a marginal 4.1-4.0 drop, KJQ/Salt Lake City PD The Axe, er, Mike Summers feels pretty good. He says, "I haven't seen the whole book, but I would presume that a lot of people thought that when we jumped 2.9-4.1 last book, it was a fluke. This proves otherwise. Anybody who can come up with something consistent, given Arbitron's methodology, has to be doing something right."

Michael believes that his market's inconsistencies present another window of opportunity for KJQ, explaining, "This market is now so screwed up that I have no idea what's going to happen. (Top40) KCPX has gone A/C; that's the Top40 this market grew up with, and there are about 175 A/Cs here.

Everybody's going for a piece of the A/C pie, and they all come up with it. They all get a 2.5 share. The more the merrier as far as I'm concerned. So many people want to go after 25+, and they just ignore 24 and under. Too many people are headed that way, and a lot of them are going to get hurt, especially the expensive operations who can't get enough revenue to cover their big overhead."

"What it means is that KCPX has blown off a lot of people," The Axe observes. "They are now looking for a home. We're already about as accessible as we can get. We don't have the money to be out there advertising like (Top40) KZHT. Fortunately, they're one of the most unlistenable stations I've ever heard. We don't have the resources to go after those listeners, but we'll get some of them. And frankly, our station continues to grow anyway. We've now reached the four share plateau, and our Birch is up in the six shares."

Updating us on recent KJQ developments, Mike says, "The station was bought by Garrett Haston, who is a former part owner of the station, and he is now the full owner. He seems like somebody who's very on track with what's going on. He understands that the station is very successful. We're under the microscope at the moment, but I think everything is going to be fine. He's really taking my input into hiring a General Manager. The team here has built what they've built from nothing, and the next player who comes in and adds to it has to be somebody who fits right in here, and he understands that."

Feeling Like A Yo-Yo

Live 105/San Francisco has had an interesting couple of books. PD **Richard Sands** explains, "We went 1.5-2.9 this book, which is the highest we've been in a year, and this was a tremendous book in every respect. However, the 1.5 was an abnormally low blip, so it's a bit misleading. When you get into the overall demos, you really see what a great book it was. Morning drive was #1 in almost all the Male demos. For example, we were #1 Men 18-34 overall and in every daypart but middays."

Outside of better diary placement, what made the difference for Live 105? Richard comments, "The biggest change we made was adding Alex Bennett back to our staff here. He had been our morning man for three years prior, but in the last year, we had a couple morning shows that just didn't work out. We returned Alex to mornings, and everything just kind of coalesced for the entire station. His shift did great, but so did everyone else. He was the missing ingredient for the radio station."

"We're expecting to do well in the Fall," Richard concludes. "We have a beautiful TV campaign with a very hip, custom-made spot, and we have a great schedule booked for it. We have our listener appreciation party every Fall, which is the biggest party of the year in this city."

Twin Markets, Schizo Results

Numberwise, WHFS PD **Tom Calderone** reports, "In Baltimore, we went 2.4-2.9, and in Washington, we went 2.9-2.6. In Baltimore, we went 5.6-6.0 Adults 18-34 and 2.5-3.5 with 25-54 Adults. We moved 6.1-5.0 Adults 18-34 in Washington, and 25-54 we were 3.3-3.1. What we're seeing in Washington is a kind of leveling off of that 1.9-3.1 jump that happened. We're now seeing some realistic numbers in Washington, considering we did no marketing there this summer. Traditionally, this radio station has always gone down

in the summer. The interesting thing in Washington is that we went up 2.5-3.0 in Birch."

"I was real pleased with Baltimore. This was the highest we've ever been in Baltimore, where we've been consistently marketing," Tom continues. "Now that (Top40) B104 has gone to a Hot A/C, or Mix, or whatever the latest flavor of the month is for that format, it's just (Rock Radio) WIYY and ourselves playing contemporary music."

How's about Washington? Tom says, "We've got some research that shows things we could do better in Washington. On the other hand, this was a very urban book in that market. We're on a big Fall marketing campaign. We've got TV, billboard and busside campaigns going right now. We're starting off something else soon that I'd rather not mention yet."

Fighting From A Distance

KTCL/Fort Collins-Denver rebounded nicely in Denver. PD **John Hayes** notes, "We feel very good about our 0.5-1.3 move. Denver is 65 miles away, and it's very different from Fort Collins. However, I still feel we can shoot above a two. What's funny is that as we've become more and more modern in the last year, our female numbers have really grown. Even when we took our big dump last Spring, our female numbers were really strong."

That made us wonder if last Spring's 1.6-0.5 Denver fall was really a matter of KTCL shaking off most of its men as it became less progressive and more modern. (Ain't it fun reading semantics into those words?) At any rate, John responds, "At that point, we were shaking out a lot of the older, classic rock type music, so we may have reached a point of turning out those listeners and gathering a new crowd. As we continue to focus on being more Modern, we're finding our ratings increasing, and we're leaning more female."

"We're becoming more upbeat with our music now," John concludes. "Execution is so important, and we need to become more consistent in our music, which we're working on right now. We're putting our music on computer right now. We need our music, positioning and image to all match up. We don't do any promotions in Denver. We don't have the budget, and that's been a problem. Management seems to be turning around on that though."

Ratings Encounters Of The AM Kind

One of the most intriguing success stories out there is that of AM signal KUKQ/Phoenix, which has moved 1.2-1.7-2.0 over the last three books. Market institution **Jonathan L.** comments, "We went 1.9-4.1 with Adults 25-34. In 18-34 Adults, we went 2.4-4.4. We're feeling confident, but not overconfident. We've made some very slight adjustments, but no radical changes, in the music and presentation over the last few months that have helped. We're using the same thought processes we always have, and it seems to be working."

In terms of KUKQ's future prospects, Jon has some final thoughts that sound fit for the whole format. With a rather pleased laugh, Jon tells us, "The station is now showing a sense of maturity, consistency and dare I say - longevity. It's obvious from our ratings that our number of loyal listeners is growing. Everything seems to be solid now. The advertising is there. The respect of the community is growing. Our profile in the community is growing. Meanwhile, we continue to fine tune the station and have fun too."

WANT A FRESH LOOK!

Question: What does the average, everyday, radio listener have in common with "THE BIG TUNA?"



ANSWER: They both never worked in RADIO!

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"Building Today the Stars of Tomorrow"

CLUB CHART

COMPILED FROM THE HOTTEST AND FRESHEST CLUB AND RECORD POOL CHARTS FROM ACROSS THE COUNTRY

- LW-TW
- 1-1 **BETTY BOO** "Doin' The Do" (REPRISE)
 - 3-2 **VANILLA ICE** "Ice Ice Baby" (SBK)
 - 2-3 **2 IN A ROOM** "Wiggle It" (CUTTING/CHARMISA)
 - 6-4 **PEBBLES** "Giving You The Benefit" (MCA)
 - 22-5 **HUMAN LEAGUE** "Heart Like A Wheel" (A&M)
 - 5-6 **SOHO** "Hippyckick" (ATCO)
 - 4-7 **JANET JACKSON** "Black Cat" (A&M)
 - 16-8 **INFORMATION SOCIETY** "Think" (TB/REPRISE)
 - 14-9 **BLUE PEARL** "Naked In The..." (BIG LIFE/MERC)
 - NEW-10 **BOXCAR** "Gas Stop" (ARISTA)
 - 18-11 **d.n.a. f/SUZANNE VEGA** "Tom's Diner" (A&M)
 - 8-12 **SOUL II SOUL** "People" (VIRGIN)
 - 10-13 **CARON WHEELER** "Livin' In The Light" (EMI)
 - 27-14 **SEDUCTION** "Breakdown" (VEND/A&M)
 - 35-15 **PET SHOP BOYS** "So Hard" (EMI)
 - 7-16 **INXS** "Suicide Blonde" (ATLANTIC)
 - 9-17 **M.C. HAMMER** "Pray" (CAPITOL)
 - 23-18 **BELL BIV DEVOE** "B.B.D. (I Thought it...)" (MCA)
 - NEW-19 **CATHY DENNIS** "Just Another Dream" (POLYD)
 - 45-20 **D-SHAKE** "Yaaah Techno Trance" (COOLTEMPO)
 - 25-21 **LISA STANSFIELD** "This Is The Right..." (ARISTA)
 - RE-22 **MONIE LOVE** "Monie In The Middle" (WB)
 - 13-23 **GEORGE LAMOND** "Look Into My Eyes" (COL)
 - NEW-24 **DENISE LOPEZ** "Don't You Wanna Be Mine" (A&M)
 - 21-25 **WEE PAPA GIRL RAPPERS** "The Bump" (JIVE)
 - RE-26 **PAUL LeKAKIS** "Tattoo It On Me" (SIRE)
 - 12-27 **THE BEATMASTERS** "Warm Love" (EPIC)
 - NEW-28 **AL B SURE!** "Missunderstanding" (WB)
 - NEW-29 **DOUBLE DEE f/ DANY** "Found Love" (EPIC)
 - RE-30 **DON'T KNOW YET** "What Time Is It" (EPIC)
 - 39-31 **TONY! TONI! TONE!** "Feels Good" (WING/POLY)
 - 32-32 **ATMOSFEAR** "Atmosfear" (SBK)
 - 19-33 **PRINCE** "Thieves In The Temple" (PAISLEY.../WB)
 - 20-34 **A.T.C.** "It Ain't Over" (SBK)
 - 29-35 **D.J. PIERRE** "Time & Time Again" (JIVE)
 - 51-36 **808 STATE** "Cubic" (TB)
 - 15-37 **DEEE-LITE** "What Is Love/Groove..." (ELEKTRA)
 - 11-38 **DESKEE** "Dance/Dance" (BLACKOUT)
 - 43-39 **EXPOSE** "Stop, Listen, Look & Think" (ARISTA)
 - NEW-40 **TECHNOTRONIC** "Rocking Over The Beat" (SBK)
 - 28-41 **FREESTYLE ORCH.** "Keep On Pumping..." (SBK)
 - NEW-42 **TEVIN CAMPBELL** "Round &..." (PAISLEY PARK)
 - 38-43 **LISTEN UP** "Listen Up" (QWEST/WB)
 - NEW-44 **PAIN** "Bang To The Beat" (MARTRU)
 - 36-45 **DARRYL PANDY** "I Love Music" (WARNER BROS)
 - 37-46 **PROPAGANDA** "Your Wild Life" (CHARISMA)
 - RE-47 **PROJECTION** "Heart And Soul" (MCA)
 - 24-48 **QUARTZ/CLUBLAND** "Let's Get Busy..." (GEFFEN)
 - NEW-49 **THE SOUP DRAGONS** "I'm Free" (BIG LIFE/MERC)
 - 30-50 **D-MOB** "Put Your Hands Together" (WING/POLY)
 - NEW-51 **MICHEL'LE** "Keep Watching" (RUTHLESS/ATCO)
 - NEW-52 **GUY** "Wanna Get With You" (MCA)
 - 47-53 **JOMANDA** "Share" (BIG BEAT)
 - 48-54 **ELISA FIORILLO** "On The Way Up" (CHRYSALIS)
 - NEW-55 **CAUSE & EFFECT** "What Do You See" (EXHILE)

CLUB CHATTER...

With the addition of some new music pools this week, the HITMAKERS club chart is fresher than ever!

Get hip to the slammin' new single from THE RAINBOW GIRLS Make Your Move For Love on QUALITY RECORDS. This one is breaking out big on the West Coast and will spread rapidly!

Get ready to sweat 'cause C&C MUSIC FACTORY on COLUMBIA will keep you out on the dance floor...a ton of breakouts on this one, and airplay supports it! Equally deee-lightful is the next single from this New York trio on ELEKTRA. DEEE-LITE has another hit with The Power Of Love.

What's the story?? ERIN CRUISE Never Enough on PURPLE HEART...is this one hot or what!! Also, BOXCAR Gas Stop on ARISTA, it's been around for a while but it's taking off **BIG-TIME!**

A special tip to all those hip, happening people out there...find THE RAILWAY CHILDREN 12-inch of Music Stop on VIRGIN. This tune will blow your mind! Remember who told ya first!

REPORTERS - HOT BREAKOUTS

- NEW YORK**
SURE RECORD POOL • New York ♦ Bobby Davis (212) 904-0500 • CATHY DENNIS, EXPOSE, NWA, THE SHAMEN, MONEY MAKES CHANGE,
- LOS ANGELES**
AMERICAN MUSIC POOL • Beverly Hills ♦ Jeff Fishman/Jimmy Kim (125 Reporters) (213) 659-7852 • C & C MUSIC FACT, ILENE FLORES, INNER CITY, TKA, TRINERE,
IMPACT RECORD POOL • Los Angeles ♦ Fut (75 Reporters) (213) 292-6611 • C&C MUSIC FACT, KING T,
RESOURCE RECORD POOL • Los Angeles ♦ Randy Sills (125 Reporters) (213) 651-2085 • BRENT FASSIE, CHAD JACKSON, DOUBLE DEE, EXPOSE, PSYIC TV,
- CHICAGO**
CHICAGO RECORD POOL • Chicago ♦ Sean Knight (100 Reporters) (312) 876-0909 • BEATMASTERS, INFO. SOCIETY, B. PEARL, THRILL KILL..., SHAMEN,
I.R.S. • Chicago ♦ Ed Wanders (75 Reporters) (312)922-5151 • ERIN CRUISE, CATHY DENNIS, DOUBLE DEE f/ DANY, KAOS, KYM MAZELLE,
LET'S DANCE • Chicago ♦ Mike Macharello (80 Reporters) (312)525-7553 • ERIN CRUISE, THE BONE DADDYS, CATHY DENNIS, JAIDIE, OAKTOWN'S 3.5.7,
- SAN FRANCISCO**
BAY AREA DANCE ASSOC. • San Francisco ♦ Nick Lygzios (75 Reporters) (415) 882-9700 • 2 IN A ROOM, CONSOLIDATED, JAYA, MONIE LOVE, KMC,
SOUL DISCO • San Francisco ♦ Bob Griffith (415)431-1758 • C & C MUSIC FACTORY, JAYA, POINTER SISTERS, RAINBOW GIRLS, TRINERE,
- PHILADELPHIA**
PHILADELPHIA METRO POOL • Philadelphia ♦ Martin Keown (75 Reporters) (215) 732-7949 • BOZ AND LESTER, DEEE-LITE, FARAH DASH, INNER CITY, WHITNEY HOUSTON,
DETROIT
DETROIT ADVANCED MUSIC PROMOTION • Ferndale ♦ Lee Eckinger (30 Reporters) (313)543-1764 • KYM MAZEL, MONIE LOVE, THE BELOVED, THELMA WRIGHT, JAYA
DANCE DETROIT • Ferndale ♦ Steve Nader (50 Reporters) (313) 541-4323 • DENISE LOPEZ, SCRAPPY, THE SOUP DRAGONS, THE IDOLS, WHITNEY HOUSTON,
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NEW RELEASES

TOP 40

GERALD ALSTON "Slow Motion" (MOTOWN)
BASIA "Until You Come Back To Me" (EPIC)
BRENT BOURGEOUS "Time Of The Season"
(CHARISMA)
BREATHE "Love That Man" (A&M)
NENEH CHERRY "I've Got You Under My Skin"
(CHRYSLIS)
PHIL COLLINS "Hang In Long Enough" (ATLANTIC)

DANGER DANGER "Don't Walk Away" (EPIC)
DINO "Gentle" (ISLAND)
DEEP PURPLE "King Of Dreams" (RCA)
GENE LOVES JEZEBEL "Tangled Up In You" (Geffen)
JOEY KID "I'm Not In Love" (ATLANTIC)
CARLEY SIMON "Better Not Tell Her" (ARISTA)
WILL TO POWER "I'm Not In Love" (EPIC)
WOP BOP TORLEDO "Beat Bomb" (CHARISMA)

ROCK

AN EMOTIONAL FISH "Celebrate" (ATLANTIC)
BLUE TEARS "Crush" (MCA)
BRENT BOURGEOIS "Time Of The Season"
(CHARISMA)
COLD SWEAT "Let's Make Love Tonight" (MCA)
DIRTY WHITE BOY "Let's Spend Mama's Money" (PLDR)

HOT TUNA "Eve Of Destruction" (EPIC)
LIVING COLOUR "Pride" (EPIC)
LOS LOBOS "I Can't Understand" (WARNER BROS.)
THE NEVILLE BROTHERS "Mystery Train" (A&M)
RATT "Shame, Shame, Shame" (ATLANTIC)

ALTERNATIVE

10,000 MANIACS "My Mother The War" (ELEKTRA)
THE BEAUTIFUL SOUTH "A Little Time" (ELEKTRA)
BLUE AEROPLANES "You Are Loved" (CHRYSLIS)
BRENT BOURGEOUS "Time Of The Season"
(CHARISMA)

GEARDADDIES "Color Of Her Eyes" (POLYDOR)
LIVING COLOUR "Elvis Is Dead" (EPIC)
THE NEVILLE BROTHERS "Mystery Train" (A&M)
POI DOG PONDERING "Fruitless" (COLUMBIA)
SISTERS OF MERCY "More" (ELEKTRA)

SBK (from page 9)

SBK's other hot acts that have helped establish the label as a force to be reckoned with under the spinning ball: **A.T.C.** (*It Ain't Over*), **Atmosfear** (*Atmosfear*) and **Freestyle Orchestra** (*Keep On Pumping It Up*). "SBK is definitely one of the most important labels making headway in the clubs," says Kennedy.

Ed Vega, singles buyer at Tower Uptown Store in New York, calls *Ice Ice Baby* "that one-of-a-kind record you rarely see," and feels that SBK artists have a certain quality that make them appealing to everyone.

"SBK's music has across-the-board appeal; it's the style of music everyone can relate to," says Vega. "Their artists are for everybody."

Vega hit the nail right on the head, as SBK Records Chairman/CEO **Charles Koppelman** says that SBK gears its efforts towards mainstream pop music, which he defines simply as "more people like it than not." So what's the secret?

"It's a combination of being careful about the music we put out, and everybody working hard from the ground floor all the way up to the artists and myself," says Koppelman. "Our artists have gone out of their way to meet radio and retail, working just as hard as the promotion people and the executive staff."

SBK Senior VP of Promotion **Daniel Glass** echoes Koppelman's sentiments, stating that "Our success,

whether it be this week or the entire year, is a result of the efforts of everybody working together, totally focused on a common goal," says Glass. "SBK never forgets one thing: It starts and ends with the music."

Glass, speaking from Electric Ladyland Studios in Greenwich Village, where he was hosting a listening session for SBK's first rock 'n' roll band, **King of the Hill**, said that even as the label continues to assert its dominance in 1990, it is planning a full-scale attack for 1991.

"We have **Love & Laughter**, **Technotronic** and **Jesus Jones** brewing in the underground, setting up 1991's releases," says Glass confidently. "And watch out for **Guys Next Door**."

Reflecting on SBK's storybook rise, Koppelman recalled a day early this year when he introduced Wilson Phillips to a roomful of industry people who had gathered at the Beverly Hills Hotel to hear the group's first ever live performance.

"I said to everybody, 'This is the Franchise,' because there was no doubt in my mind about the music," recalled Koppelman. "We introduced SBK to radio and retail that way, and we've gained their confidence so that if we wanted to get 'x' amount of records out in the marketplace, they were right on board with us. They had the confidence in us because we had confidence in our music. Fortunately we fulfilled our promise, and so one success begets another."

THE OUTFIELD (from page 9)

out needs someone to guide them through their first one or two records, and during that period you become a sponge, soaking up the bits you like and the bits you don't like," says Spinks. "But after two producers we felt we were getting a mind's eye view of what they thought we should sound like. We had our own idea of what we thought was The Outfield's sound, which was the big guitars and the big voices. When we made this album we wanted those big atmospheric things that you can only do by experimenting, and rather than having someone over our shoulder for eight weeks, we took our time over a ten month period of experimenting and messing around with different ideas. If we left the studio one day thinking something wasn't right on the track, we would go back and do it until it was right. It was like creating a painting with music."

For You, the first single off **DIAMOND DAYS**, "is probably the song I've tried to write over and over again over the first three albums," says Spinks. "It has to do with taking your partner for granted, which too many people don't realize they're doing until it's too late." The cut is one of the most added Rock Radio songs over the last two weeks, and it perfectly exemplifies how limiting creative input to themselves can make a band's music come across as more honest.

"People we trust and believe in have said that they've started to recognize

that the music sounds honest," says Spinks. "When you perform in the studio, whether it be vocals or a guitar part, if you do it with your own nuance, then it's the best you can do for the song. And it really comes across that way."

Spinks and Lewis dispell the misconception that they are baseball freaks, but they admit that they understand how their name, and the names of their **PLAY DEEP** and **DIAMOND DAYS** LPs, tend to suggest otherwise.

"In England, we never had a clue what an outfield was with regards to a baseball team," says Spinks, explaining that they were originally going to call themselves "The Baseball Boys," a name taken from the controversial gang movie *The Warriors*, but that their manager, **Kip Kroner**, liked "The Outfield" better. "As for **DIAMOND DAYS**, a diamond in East London is what you call someone special; it's a term of affection. For me and Tony, this latest period of recording has been like a diamond period for us. It's been a great time, a special period."

That specialness shines through on the whole **DIAMOND DAYS** LP, which will undoubtedly return The Outfield to the level of prominence they haven't enjoyed since **PLAY DEEP**. With their newfound artistic *carte blanche* and the confidence of knowing their record label is behind them full force, The Outfield have lots more diamond days to come.

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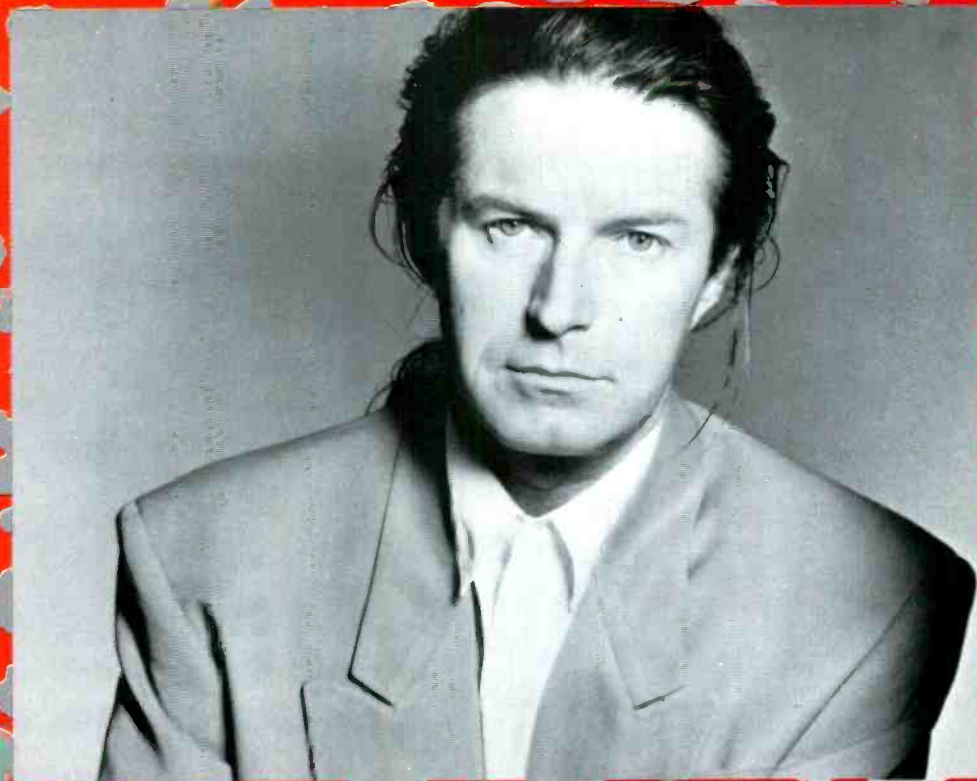
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"...instant phones after one week!"

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KRZR (13-10 hot)

WQUT (28-20 hot)

KZ106 (20-13)

KATM (D#25)

KMYZ (D#30)

WHHY (D#35)

WOMP (D#39)

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M.C. HAMMER “Pray”

HITMAKERS MAINSTREAM TOP40: 13-9

CROSSOVER TOP40: #6

NAT'L ALBUM SALES: #2 NAT'L SINGLE SALES: 11-7

TOM MITCHELL, WTIC - *“The TIC-FM jocks love playing the remix; it's very slick and mass appeal. M.C. Hammer is hotter than ever!”*

A.J. JACKSON, FLY92 - *“The 'Pray' remix is the hit you've been praying for - you can't afford not to touch this! FLY92 is getting hammered with calls!”*

FRANKIE BLUE, Z100 - *“All six mixes are so good, we had to do our own mastermix medley to jam at night!”*

DON PARKER, B95 - *“New mixes from Hammer have always helped us out and allowed us to pump it a little heavier!”*

DENA YASNER, KOY95 - *“The remix SMOKES! It was worth waiting for!”*

MICHELLE SANTOSUOSSO, Q106 - *“This remix could not have come at a better time. It definitely added new life to the record!”*

SCOOTER B., KKMG - *“We're using it 'cause it hits them hard and they love it!”*

CHRIS TAYLOR, WAVA - *“When I heard the new M.C. remix, it made my head spin! Can't wait to put it on the radio!”*

ALBIE D, WPGC - *“This new M.C. Hammer remix is smoking! It breathes new life into the record!”*



HOT TOP 5 SINGLE SALES:

- CATS, Knoxville (1),
- TARGET/JETCO, Minneapolis (2),
- WESTERN MERCHANDISERS, Amarillo (2),
- ROLL & ROCK DIST., Plainview (4),
- WILMI SALES, Carle Place (4),
- ROUND-UP DIST., Kent (4),
- TOWER RECORDS, Portland (5)



JOEL SALKOWITZ, Program Director, HOT97, New York

by Kevin Carter

GIVE US A BRIEF OUTLINE OF YOUR CAREER, STARTING IN THE DAYS OF SILENT RADIO WHEN YOU STARTED.

After about two years as production director and then program director at my college station, my first job in commercial radio was at WTIC in Hartford, where I started working when I was still in college. I started as a production assistant and did anything they threw at me, from running a board to news production, commercial production, talk show producer, whatever. When the guy they had recently hired as production director was put on the air to do afternoon drive, I ended up with his job. At that point I wasn't even out of school yet, and I took a year off from the University of Hartford to work there. I went back to finish my senior year, and then I left Hartford and went to WBAB on Long Island in 1979 as their production director. Then I went to the NBC Radio Network, and while I was at WBAB and NBC, I did some freelance voice work and production for The News Blimps - remember them? Shortly after leaving NBC I went to ABC and worked with Rick Sklar on what was supposed to have been Super Radio. I was Director of Production there at ABC Radio Enterprises for about a year, and then I went out to Los Angeles, still with ABC, to Watermark as Production Director. I was there for about a year, and then I hooked up with Emmis, at what was then MAGIC106 (KMGG). I was at MAGIC for about nine months, and left for a while in April of 1985. At the end of December of 1985 Rick Cummings called me back and said they were going to blow up MAGIC106 and put POWER on the air, and asked if I wanted to come back. We put POWER on the air January 11, 1986. It was basically Rick, myself and Don Kelly, and then Jeff Wyatt came in March. I stayed at POWER until August 1986, when Emmis bought the New York stations from Doubleday, and then I came back to N.Y. and put what is now HOT97 on the air.

WHAT WAS THE REACTION OF THE MARKETPLACE WHEN POWER106 DEBUTED?

It was interesting. You could almost tell the week it went on that it was going to be a monster, just from the original reaction of the audience. Industry people had talked for so long about there being a hole in the market big enough to drive a convoy through for a radio station like that. Interestingly, at that time, a radio station like that to most people meant a full-power Urban station, which didn't exist and which POWER106 wasn't. For the first six months to a year of the radio station people were saying, "Oh yeah, you're an Urban station," and we'd say, "No, we're not an Urban station. You don't understand." We went through it with sponsors initially, and we went through it with the trades. POWER106 and HOT103 in 1986 didn't report to *Radio & Records* for over a year, because they said, "You guys are a Black station. You report to the Urban chart." We said, "Thank you, you're wrong, we don't need to report." It finally got to the point where I think a lot of pressure started to come from the labels to *Radio & Records* to start letting us report, because we were having so much influence breaking records and on record sales in the market, and both radio stations were having a major effect on the Top40s in their markets.

YOU PIONEERED THE FIRST NICHE FORMAT OFF OF TOP40 THAT BECAME ACCEPTABLE.

Well, there had been some very strong success in

Miami, because HOT105 had been on the air for a short time doing that kind of format. POWER106 and then HOT97 I think ended up getting the lion's share of credit, because we were in the top two markets, even though some of it belonged down there for really pioneering this format.

A LOT OF PEOPLE WERE SKEPTICAL BECAUSE THIS FORMAT FEATURED ALMOST EXCLUSIVELY BRAND NEW ARTISTS THAT HAD NEVER BEEN HEARD ON THE RADIO BEFORE. YOU GUYS HAD TO CONVINCING THE INDUSTRY THIS WAS A VIABLE FORMAT THAT WAS NOT STRICTLY URBAN, BUT A NEW SLANT ON TOP40.

Absolutely. This has become - in many markets - the dominant contemporary radio format.

WHO ARE SOME OF THESE UNKNOWN ARTISTS THAT YOUR FORMAT HELPED BREAK WHO ARE NOW HOUSEHOLD WORDS?

There's a whole bunch of them. From the household word department, there are people like Debbie Gibson, who clearly got her start on this radio station. I'm not talking about the format; I'm talking about what was then HOT103. Six months before anybody wanted to know who this girl was, we were playing her record here. Taylor Dayne was another one who started here, and again at a time nobody cared to know who Taylor Dayne was. Sweet Sensation, who were a local group here, have gone on to have some pretty substantial success, as well as Seduction. On an even bigger level, we helped with Paula Abdul. I don't know if we were the first station in the country to play any of her music, but we were one of the first two or three to play her first single *Knocked Out* when it came around the first time. Those acts have gone on to a tremendous amount of success, and that's been great for the station. HOT97 is a pioneer with a lot of this music, and we have a good time with it. We enjoy getting on these things and trying to develop some artists here. If you look at dance music, which has become the dominant sound on Top40, there is no question that these two radio stations have had a profound impact on contemporary music and radio.

THAT GETS BACK TO THE POINT MADE EARLIER THAT THE FORMAT PREVIOUSLY HAD NO "KNOWN" ARTISTS, AND THROUGH YOUR EXPOSURE YOU HAVE DEVELOPED YOUR OWN STABLE OF ARTISTS. NOW RECORD COMPANIES ARE SCOURING CLUBS FOR THE NEXT GEORGE LAMOND OR DEBBIE GIBSON.

Exactly. A couple of recent examples: Charisma just picked up this 2 In A Room record, *Wiggle It*. They were a club group here, and we took that record to number one in New York by ourselves in terms of record sales, and now people are sitting up and taking notice. To see artists like Cynthia & Johnny 'O', 2 In A Room, Sweet Sensation, Stevie B, or George Lamond on a radio station like Z100 - if anybody thinks they'd be playing that record without us not only starting it but really forcing it down their throats, they're crazy. We've tried as many ways as we can to develop relationships with these groups. We hope that down the road, when these people are even more successful, they'll still be there to support what we do at the radio station.

WHAT WAS HOT97 WHEN EMMIS BOUGHT IT?

Emmis bought what was known as WAPP from Doubleday, and I came back and put this one on the air. This is home for me, and from the time I first got into radio I wanted to program a winning station in New York, so when the opportunity arose and they asked, "Do you want to go back to New York?," I said, "When do I leave?"

WHAT'S THE DIFFERENCE BETWEEN PROGRAMMING THIS FORMAT IN L.A. AND N.Y.?

First of all, the competitive situation at that time was very different. When POWER106 went on the air, its only real competition was KIIS-FM. In New York we walked into a competitive situation that had Z100 and WPLJ, which at that time were a couple of tenths of a ratings point apart, and KISS-FM and WBLS serving the Black community in very solid positions. There we were trying to drive a wedge in between those two things. A lot of the Italian kids, the Latin kids... a lot of the audience in Brooklyn, Queens and The Bronx found this radio station real fast. It was instantly memorable for those who knew what WKTU was about here for a long time. The comparisons were immediately drawn with 'KTU because of the dance music. This format found a very fast acceptance, and I think a lot of people were surprised because in looking at the competitive situation here, they thought we were out of our minds to try to do this format with two very strong Top40 competitors and two very strong Urban competitors. Interestingly enough, Los Angeles is fragmenting in 1990 the way New York had been since 1986. Now L.A. has KIIS-FM, THE BEAT, POWER106, and even PIRATE RADIO which, although musically different, competes for the same demographics. You've now got that format specialization in L.A. that wasn't there in 1986 when POWER106 signed on.

DID YOU FIND THE BATTLE IN NEW YORK TO BE MORE STREET INTENSIVE?

Absolutely. This market has been, and probably will continue to be, a street fight. It never ends here. You've got two very fierce competitors here. What happened over a period of time with WPLJ was that they were a radio station that was very good at serving a passive, upper demo audience. If there was ever such a thing as an Adult Top40, they were probably it, and Larry Berger was a master at it. It wasn't the most exciting radio station to listen to, nor were they a major factor in breaking music, but I remember one time while I was with POWER106, I had been back to New York for something and I made a comment to Rick Cummings that the music at 'PLJ was so good it was scary. Every record on that radio station was a home run, and a home run across multiple formats. They had serious numbers and made a lot of money. But the thing that Larry wasn't as good at was the street fight and the promotional war that ultimately ensued here. They got lost in that, and at some point somebody over there said they wanted to get back into the fray and be a Mainstream Top40. That was the beginning of the end there. They threw away everything they had.

THERE WAS A LOT OF NAME CALLING ON THE AIR AT THAT TIME.

Yes. When we first came on we took a lot of shots.

(See JOEL SALKOWITZ page 56)

INTERVIEW

JOEL SALKOWITZ

(from page 55)

The "Telephone Lady" was born at HIT103, we ran "switch" promos that pointed at Z100 and 'PLJ playing the same songs over and over, talking too much, playing too many commercials, and even the fact that 'PLJ sped up their records! We found out what their weaknesses were and went right for their throats. Z100 responded to a lot of it...if we had a liner on the station, it was on Z100 the next week. They ripped off our Saturday Night Dance Party, and even called it exactly the same thing. Even some of our weekend promotions found their way on there the following weekend. Interestingly, as time progressed, the name calling and real on-air pissing match really went on between Z100 and 'PLJ, particularly when Gary Bryan got to 'PLJ. We got left out of it, which was just fine with us. We just went about our business of being a great Top40/Dance radio station.

IN 1990 NEW YORK STILL HAS THE SAME THREE STATIONS THAT HAVE ALL GONE THROUGH NUMEROUS CHANGES SINCE YOU GUYS FIRST HIT THE AIRWAVES. HOW DOES THE MARKET SHAPE UP TODAY?

Clearly the most dramatic change has been WPLJ falling apart. You're talking about a radio station that was in the low to mid five's when we started, and after the summer book they're at 2.5. Z100, who in the beginning was anywhere from a low six to as high as a seven, is now at 4.8. The market has been fragmented. Essentially the same shares exist here; they've just been re-distributed a bit.

HOW HAS HOT97 ADJUSTED TO THESE CHANGES IN THE MARKETPLACE?

We haven't made a lot of changes. The station has gone through very subtle music shifts over the course of four years, but we are still a Top40 Dance radio station. We play pop dance music, Latin dance music, Black dance music, White dance music...you know, dance music! That's what we're known for. We own the key music perceptions in this marketplace - we're the station that plays the most music, talks the least, plays the best music, plays fewer commercials, doesn't play the same records over and over again, and has the best personalities. These are all the key perceptions you'd want a Top40 radio station to own anywhere! We've got them, and we've had them for a long time.

WITH THE FRAGMENTATION OF TOP40, A LOT OF STATIONS THAT WERE PREVIOUSLY PERCEIVED AS SUCCESSFUL CROSSOVER STATIONS ARE HAVING TO LEAVE THE FORMAT INVOLUNTARILY BECAUSE OF THE INABILITY OF THEIR SALES DEPARTMENTS TO MARKET THAT FORMAT. HOW HAS HOT97 MANAGED TO IMPLEMENT THE FORMAT AS SUCCESSFULLY AS IT HAS AND STILL MAKE MONEY?

For one thing, the station has always been dominant in key Top40 demos. In a market like New York, you can make a lot of money being the number one or two teen radio station, or being first 18-34 and 18-24. Our sales people don't just go out and sell numbers - they sell, among other things, a tremendous exclusive cume, a radio station that has had amazing consistency for four years, the whole concept of the radio station, and then of course if you need numbers, dominance in 12-34-year olds. If an advertiser wants to reach 12-34-year olds in New York, they can't do it well without HOT97. We have an incredibly active audience. When HOT97 plays a record...it sells! When HOT97 does a promotion or an appearance, people turn out in droves and go crazy. That's especially true with the club-related

events we do - this station has been essentially responsible for *starting* night clubs in New York. They have opened their doors advertising only on HOT97, and have been tremendously successful. The exact opposite is true with the competition. We've had clubs that have gone to our competitors to try to do promotions, and they get 60 people to show up and are closed in 90 days. We get lines around the block.

IS THIS BECAUSE IN THE LISTENER'S MIND THEY DON'T OWN THE DANCE CONCEPT?

They don't own the dance concept, and they don't have that strong core audience. That's the problem at mass appeal stations...lots of cume, but not a lot of loyalty. If you talk to people who listen to an Urban station - especially in the Black community - those stations, like KISS-FM here, are wired into that community, and the perception among that audience is that this is *my* radio station, these guys know what I'm about, where I live and what my problems are. We get that kind of response from our audience. They turn out for stuff we do. We've done focus groups in the past, and people are rabid about this station. HOT97 converts over 50% of its cume to core, which is unheard of for Top40. According to Arbitron, a good Top40 does about 40 to 43%, and that's what Z100 does in terms of converting cume to P1 listeners. HOT97 performs like no other station I'm aware of in that way. Z100 does a good job, being in the 40-43 % range, and the problem with a station like 'PLJ becomes very clear when you see they convert in the low 30 or high 20 percent range. The core of HOT97 is tremendous.

DO YOU NOTICE ANY DIFFERENCES IN LISTENING HABITS BETWEEN NEW YORK AND LOS ANGELES?

If anything is true in New York, it's that it's pretty tough to get people's attention here. It's a very busy place, and you don't necessarily have their attention. In Los Angeles, stations potentially have people's undivided attention for 30 to 60 minutes twice a day, as they commute to and from work. That's a captive audience, unless they're listening to tape. That's not true here. It's a busier kind of place, and to get somebody's attention here you have to make a little bit more noise. That's why you see a station like ours - one that's uptempo and in-your-face - being successful. I think that's why Z100 was successful when Scott Shannon was here, and even now as Steve Kingston has carried it on. Z100 is an up, in-your-face radio station. You could make some interesting comparisons between a station like Z100 and KIIS in Los Angeles, and between POWER106 and HOT97. KIIS is a friendlier (for lack of a better word) sounding radio station than Z100, while POWER106 is not as intense a radio station as HOT97. In New York you need to make a lot of noise to be heard above the din.

THAT GOES BACK TO HOW A STATION SEEMS TO TAKE ON THE PERSONALITY OF ITS PROGRAM DIRECTOR, LIKE Z100 IN THE SCOTT SHANNON DAYS. HOW DO YOU FEEL HOT97 REFLECTS JOEL SALKOWITZ'S PERSONALITY?

As any program director would say, I like some of the music we play and I don't care for some of it, but I know I have a job to do here. Being a fun and sometimes kind of smart ass radio station is probably the most indicative thing about my personality. It clearly reflects what I consider to be some of my strengths. I have a lot of production background, and so this radio station is very well produced. HOT97 is considered by many to be the best produced radio station in the country. A lot of what I know about making something sound good went into this radio station. A lot of what I consider to be fun goes into

things like our Bahamas concert promotion and other station promotions and events.

GIVE US A QUICK LOOK AT THE HOT97 AIR STAFF.

Morning show is Howard Hoffman, Stephanie Miller and J. Paul Emerson. Middays is Deborah Rath, who came to us from doing weekends at POWER106; in fact she was one of the first people hired here when we put the station on the air. Al Bandero does the other half of middays, and he's been in the market for about 11 years now. He did weekends at 'KTU and also worked at 99X - he's been a fixture in New York for a long time. Bill Lee does afternoon drive, and he's one of the best personalities in the country. Freddie Colon is on from 8 p.m. to midnight, and he's also been around this market for quite a while. Niecie Colon, who is no relation to Freddie, does overnights. She came from 'BLS, where she was for a long time.

TURNING TO SPORTS, WHY DO YOU THINK JEFF SMULYAN BRANCHED OUT OF RADIO AND BOUGHT THE SEATTLE MARINERS?

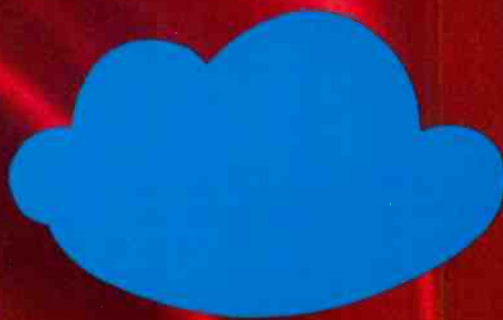
This company has grown to what it is by being a big player in what is essentially a limited entry business...radio. Baseball may be the ultimate limited entry business...what are there, 26 franchises? Over the years, various radio formats - Top40, Rock40, Adult Top40 - have and probably will continue to come and go. Baseball and most pro sports have always been here, and from all indications will continue to be here for a long, long time. The demand for pro sports doesn't come and go like music trends. I think the idea was to take a baseball team that really hadn't had support from its owners for so long, and develop it. Develop the team and use what we knew from radio - which was sales, marketing and promotion - and apply that to baseball in Seattle. They're doing promotional type stuff that radio stations do because those things help to get the city interested in the team again. There was nothing done before to get the city of Seattle involved in this baseball team and make them want to support it. New York is a perfect example of loyalty. Look at how shitty the Yankees are doing or the Mets have done in the past, but people still turn out year in and year out because the city is into the teams....they're *Yankees* fans or *Mets* fans. We're trying to turn the people of Seattle into *Mariners* fans. It won't happen over night, but Emmis has a great record of sticking with projects that they believe in. Look at WFAN.

DO YOU HAVE ANY WORDS OF ADVICE FOR PROGRAMMERS WHO MAY FEEL DISCOURAGED ABOUT THE STATE OF CROSSOVER RADIO RIGHT NOW?

Boy, there's a loaded question. First, I'm not sure why they're discouraged about the state of Crossover radio. I believe that Crossover radio, if done right, is a very successful format. Something that appeared to be a quick fix, but is now coming out as being an Adult Top40, is the very same thing that killed Top40 ten years ago. As a backlash to disco people overreacted and started digging into their oldies library, and stopped being what Top40 was, which was fun, exciting, and yes...slightly young. Crossover doesn't work in every market, any more than you could plunk down any format anywhere and expect it to work. If you plopped POWER106 or KIIS-FM down in New York right now with the exact same music, it may or may not work. The same thing would be true if you dropped HOT97 or Z100 down in Los Angeles. If you program your radio station for your marketplace and stay plugged into what your listeners want and what your audience is all about, it can't be anything but a success.

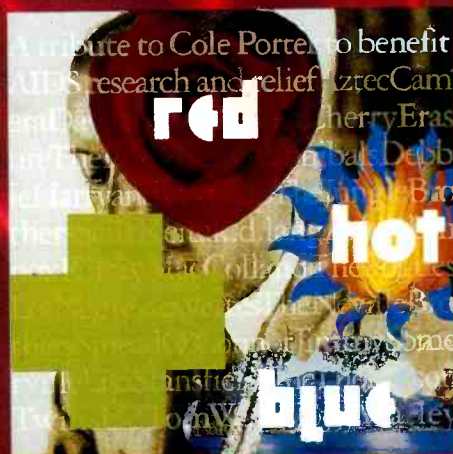
NENEH CHERRY VIDEO
Now on 

**red
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blue**
On **blue**, today's most celebrated performers have come together to record new interpretations of twenty classic Cole Porter songs in a musical testament dedicated to the fight against AIDS. These great artists have done their part—now let's do ours. Each album sold will bring us one step closer to wiping out the worst epidemic of our time. It's simply an investment in our future.



Featuring New Music From
U2
Sinead O'Connor
Neneh Cherry
Jody Watley
Lisa Stansfield
Annie Lennox
David Byrne
Jungle Brothers
Neville Brothers
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Fine Young Cannibals
Debbie Harry
Iggy Pop
Tom Waits
Erasure
Jimmy Somerville
Aztec Camera
Salif Keita
Les Negresses Vertes
The Thompson Twins
Kirsty MacColl
& The Pogues

**"USE YOUR MENTALITY...
WAKE UP TO REALITY."**
COLE PORTER




Chrysalis



BRETT DUMLER is WAVA's new APD.

ROSS HOLLAND has been upped from interim PD to real-life actual PD this week, at Urban-formatted KHYS(KISS98.5)-Houston, filling the vacancy left by STEVE HEGWOOD, who left the station earlier this year.

Rumors. We Get Rumors...

Contrary to what the *N.Y. Daily News* headline implied, WPLJ-New York is **NOT** changing format. MD MIKE PRESTON called THE EAR to announce that the station has re-focused more toward an 18-34 direction, and are becoming more promotionally and musically aggressive. In Preston's opinion, the writer of the article, "knew absolutely nothing about radio," and interpreted the fact that 'PLJ had a new morning show, hired new night jock A.J. to replace the departing DOMINO, and other minor adjustments as a "format change." Preston says the station was deluged with phone calls from all of the trade mags, as well as concerned record labels.

More dumb rumors surfaced this week concerning POWER106 here in L.A. after some industry speculation concerning a certain EMMIS station that would be changing format soon. The station in question turned out to be WJIB-Boston, which is going New Age, but POWER106 was bombarded with concerned industry phone calls. Besieged APD/MD AL TAVERA yelled into THE EAR to tell us that the station is only making some "small, minor adjustments," and any rumors of a format change are, to use the technical term, "ka-ka."

More rumblings out of Sacramento, as those pesky rumors about KROY flipping to Classic Rock have started up again. The fact that they're owned by rock mainstay GREAT AMERICAN is adding fuel to the fire. Also, PD JEFF McCARTNEY is rumored to be a front-runner for the WAPE PD slot vacated by BILL PASHA.

And they keep saying that 92X-Columbus will be going Oldies...Could be as soon as next month. Stay Tuned for all the facts.

Philosophical Differences:

BEAVER CLEAVER, aka MIKE SOMMERS, is out at WNVZ-Norfolk. Ward & June's pride and joy is a veteran of Detroit and Louisville, among other fabulous places, and is looking for his next big thing...Call him right now at (804) 481-9415.

Afternoon Driver KIM CARSON is no longer at KJ103-Oklahoma City. Night Jock RONNIE ROCKET moves up to afternoons and APD. PD MIKE McCoy will furnish references, and you can call Kim at (405) 751-4033.

Coming in the Front Door:

Speaking of KJ103, they welcome TODD TUCKER to middays from KZFM-Corpus Christi.

JOE MAMAH leaves the night show at Q102-Philly for nights at 96TIC-FM-Hartford, replacing A.J., who left for WPLJ-New York.

Look for KKFR-Phoenix to hire SCOTT THROWER from WEGX-Philly to be the new Morning Guy. He'll be teaming up with KELLY BOOM and DANNY BONADUCE, who will become "the man on the street," broadcasting his portion of the show live from various wacky locations.

News from Cleveland, (where the deer and the antelope play) announcing some new faces at POWER108(WPHR). TERIANNE HANNIBAL has joined as News Director, and KIM KALINICH has been named Exec. Producer of the POWER108 Morning Show, featuring JOHN LANDECKER and MARIA FARINA.

Austin gets a new PD and a new format as Rock Radio KLBJ MD JODY DENBERG leaves to program NAC outlet KGSR, which he will take in an "Adult Alternative" direction, with acts like Sting, Bonnie Raitt, Tracy Chapman and Lyle Lovett as core artists.

WPFR-Terre Haute has brought back KEVIN WEBB as PD. Webb was former PD at WCBH-Casey, Illinois, and served as MD/Production



DENE HALLAM, the new PD at KKBC-Houston was caught backstage recently at a MICHAEL BOLTON concert. Pictured just before being tossed out by burly security guards, are from left, JOHN MICHAEL PROVENZANO, Columbia Records, SAMMY ALFANO, DENE HALLAM, MICHAEL BOLTON, and Columbia National Rep BOB GARLAND.

Director at WPFR from 1982-1985.

Headin' out the Back Door:

DENNIS REESE, recently hired as APD of Q105-Tampa, has left the station due to personal family matters and has returned to Miami. PD JOHN CLAY is doing the whole act solo for now, but already has candidates lining up to replace Reese, who by the way, is rumored to be another one of the front-runners for the WAPE PD gig.

KWIN-Stockton says "adios" to PM Driver JIM BECKER and MD/Nite Jock TREVOR LEE. Becker is seeking a Central Calif. gig, and can be reached at (916) 921-1985. Trevor's phone number is (209) 952-3344.

In Search Of...

WZPL-Indianapolis is looking for the missing player to complete their winning Morning Team. Great bucks and benefits for the right person! Send your tape, resume, and photo to: DON LONDON - OM/PD, WZPL, 1440 N. Meridian St., Indianapolis, IN. 46202.

WKPE(CAPE104)-Orleans has 2 openings. They're looking for a Morning Personality and a Production Director. Come live and work on beautiful Cape Cod! Tapes and resumes to: KEITH LEMIRE, WKPE, Radio Center, Bog Hollow Rd., Orleans, Mass. 02653.

Job Titles With the Word "Marketing" in Them:

JOE POGGE has been promoted to Marketing Director at MIX96.5-Houston. He previously served as Promotion Director for 7 years at crosstown KKBC-AM/FM.

LORI LAMBERT has been appointed Director, Marketing, West Coast, at EPIC Records. She will be responsible for the creative development of marketing strategies for some new and established artists on EPIC and EPIC/Associated.

Mystery Ad of the Week:

If you are looking for a good Top40 PD with Top 50 market experience, call (205) 663-4678.

CLEVELAND WHEELER, the Co-Creator of the popular "Zoo" format, and the 13-year host of Q105-Tampa's "Q Zoo," is leaving his FM shift on Oct. 28th and moving over to Q105-AM to host the "un-format," a free-form approach blending Alternative, Modern, Jazz, AC, and more. Eden's Broadcasting has a contractual obligation to Wheeler for the next 15 months, and has chosen not to pay it out, but instead let him do his thing on the AM band. As you read here recently, Q105 hired MIKE ELLIOT from MIX105.1-Orlando to take over the Zoo-Keeping duties on the FM.

When Consultants Reproduce...

...Does the world inch closer to Armageddon? That's the question to be pondered as Demers Programming & Marketing's BOB BEDI and wife JAN celebrate the birth of the daughter ANDREA on October 19, weighing in at 7 lbs., 5 oz.

The snack bar is now closed for the evening...



Don't you just hate seeing these typically cheesy bikini pix in trade magazines? And don't you just...HEY, Pay attention, I'm trying make a point here! Anyhow, here is a picture from Jammin' Z90-San Diego's recent beach bash that we are being forced to run. (pictured with some fabulous babes are (standing -Z90's MONTY ROSA & DANCIN' DANNY SIEDEL. Bottom : BIG MONEY GRIFF, FRANKIE LANE, Morning Guy KIMO JENSON, and crosstown XHRM GM ED DIAZ, who showed up because he heard that there would be beer and women.

Walking The Plank:

Pirate Radio-L.A. goes caffeine-free as VP/GM SIMON T steps down over "philosophical differences." Those differences apparently involved the formatic direction of the station in the wake of a fourth stagnant ARB. GSM NANCY LEICHTER is upped to Station Manager. Rumors continue to run hot and heavy that the station will be sold soon. And how does DEAN THACKER fit into that part of the picture?

Folks Getting Upped This Week:

PACO LOPEZ, who has been handling the music at KKFR(POWER92)Phoenix for the past ten weeks, has been promoted to MD by PD STEVE SMITH.

WAPE-Jacksonville has upped MD/Midday Guy GREG FRANCIS to interim PD, replacing BILL PASHA, who is now programming Group W's STAR105-Dallas. The APE gig will be one of the most sought after in the country, so either get in line or get the hell out of the way!!!

WNVZ(Z104)-Norfolk has elevated Nite Guy ELLIS B. FEASTER (Don't adjust your knobs, that's his real name...) up to afternoons and MD, replacing BEAVER CLEAVER, who has left the building. (keep reading, details in a few minutes)

WOMP-FM-Wheeling has promoted MD CHUCK McGEE to PD, replacing BOB FORSTER, who can be reached at (614) 695-6312.

WAVA-Washington has upped Programming Asst. CHRIS TAYLOR to MD, and it's now official,



"TIME
OF
THE
SEASON"
BRENT
BOURGEOIS

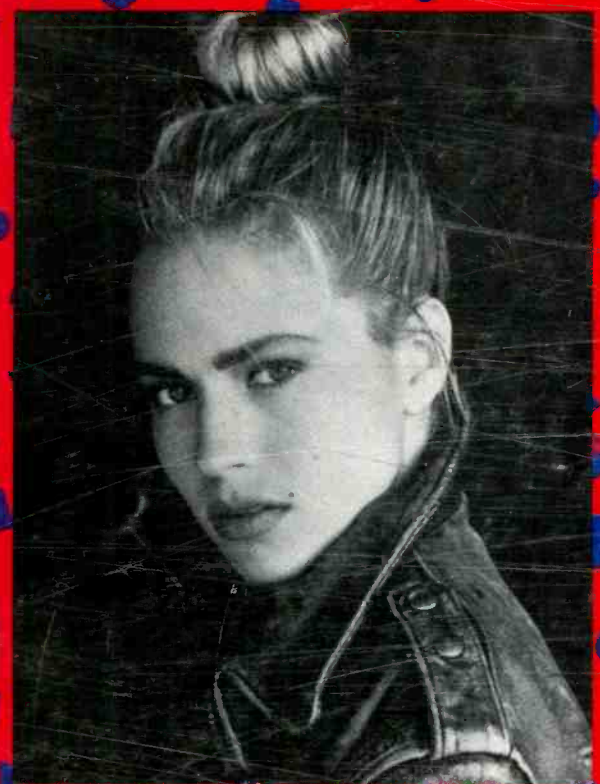
B

A CLASSIC REMAKE OF A TIMELESS STANDARD.

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PRODUCED BY DANNY KORTCHMAR AND CO-PRODUCED BY BRENT BOURGEOIS



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ELISA FIORILLO

"On The Way Up"

HITMAKERS CROSSOVER Top40: 21-20
A CRUSADE! A HITBOUND!

DEREK JOHNSON, PD, KHTK - "A killer hook in a tune that is perfect for our core sound! Our targeted audience can easily relate to its positive message!"

JIM ATKINSON, MD, KBQ - "A good, pop record that's perfect for Top40! Elisa appeals to all demos with this one. Should be a good callout record!"

JEFF McCARTNEY, PD, KROY - "Callout exploded from mid-30s to top 15! This is a monster 22-27 year old female record. Testing top ten!"

GARY MICHAELS, MD, KISN - "Perfect for that 18-34 female demo, Elisa Fiorillo has a great mass appeal hit on her hands with this one!"

Just Added At...

WIOQ!!! WPGC!!!
KHTK#27!!! KISN!!!
95XXX KFRX WERZ WINK WJAD
WWFX #40 and more

Hot Action... **WXKS (27-24)**

WLOL-FM (8-7) WFLZ (16-15)

HOT102 (D#23) KXXR (22-18) HOT97.7 (#13)

KROY (24-20) WNCI (28-25) Z99 (28-23)

HOT94.9 (21-18) Y107 (34-26)

G98 (D#34) HOT194 (24-19) KCAQ (35-32) KCHX (35-32)

KDON (25-14) KF95 (D#39) KFFM (D#33) KISR (40-36)

KKMG (13-9) KLYV (23-20) KRRG (37-32) KTMT (D#37)

KVTI (D#37) KYRK (29-23) KZZU (37-34) SLY96 (29-26)

LIVE105.5 (40-35) POWER108 (37-32) POWER98 (17-15)

WABB (D#32) WFLY (40-37) WHDQ (D#40) WHHY (D#34)

WRQN (D#30) WRTB (D#34) WSPK (28-25) and more

