Atlantic Ups Morris To President/COO

Atlantic President Doug Morris has signed a new long-term contract with the label, assuming the newly created position of President/Chief Operating Officer. Morris's promotion was announced at a New York press conference Wednesday afternoon (8/9).

Atlantic Chairman/CEO Ahmet Ertegun stated, "First as President of Atlantic, Doug Morris has been largely responsible for our company's record-

Doug Morris is reportedly enjoying a personal "spring cleaning" (possibly to prepare for the coming baby) and has recently purchased a home in the Brentwood neighborhood of Los Angeles. The house, which was built in 1930, features three bedrooms, two bathrooms, a pool, and a private garden. Morris is said to be very happy with the purchase and has already started making renovations. The house is located at 1234 Palm Drive, Los Angeles, CA 90049.
SOMEONE LIKE YOU  FROM THE KILLER DEBUT LP PSYCHO CAFE

THE INTENSE HIT TRACK GENERATING TOP 10 PHONES ON \(^\text{TV}\) FOR 7 WEEKS

TOP 5 PHONES AT

ADDED AT PIRATE RADIO 100.3 FM

BELIEVE IN MUSIC - Lansing, MI
#1 HEAVY METAL RECORDS

MUSICLAND – on sale in the New Auditions program in July showed the following steady gains: #275 to #202 to #115 to #106 to #100!

VINYL VENDORS – Kalamazoo, MI #22
WAREHOUSE – Lansing, MI TOP 20
TOP 20 OVERALL IN THE ENTIRE STATE OF MICHIGAN!!

ON TOUR NOW WITH THE

BULLET BOYS

"BANG TANGO IS NOT ONLY A F**KIN' GREAT BAND ON RECORD, BUT THE PROOF IS IN THE LIVE SHOW, WHICH THIS BAND Pulls OFF BETTER THAN ANYONE ELSE. THE LIVE PERFORMANCE HAS TO BE SEEN TO BE BELIEVED – THEY ARE BETTER LIVE THAN ON THE LP – THE MARK OF A GREAT ACT. CHECK 'EM OUT!"  
TRACY BARNES/Z-ROCK

"BANG TANGO SOUNDS GREAT ON MY RADIO STATION."

"BANG TANGO IS PULLING TOP TEN REQUESTS!"

"FROM THE FIRST TIME I HEARD BANG TANGO, I KNEW WE'D HAVE TO TANGLE WITH THEM. THEY ARE STILL LIGHTING UP OUR PHONES AND IT WAS NO SURPRISE THAT THEIR RECENT CONCERT WAS A SELL OUT!"

JOE ANTHONY, THE GODFATHER OF ROCK 'N' ROLL/ KISS, SAN ANTONIO

"...NEVER SEEN A CROWD GO SO WILD AND CRAZY SINCE MOTLEY CRÜE AND VAN HALEN..."

JOHN "WEDGE" BRANION, GENERAL MANAGER - THE CACTUS CLUB, SAN JOSE

"...OVER THE PAST 2 WEEKS, WE HAVE EXPERIENCED A TREMENDOUS SALES PICKUP AND STREET BUZZ DUE TO MTV AIRPLAY TOP 20 SALES!"

FRANK JENKS, DIRECTOR/ADVERTISING & PROMOTION - WAREHOUSE RECORDS, (LANSING, MI)

"...#1 HEAVY METAL RECORD IN 1 WEEK'S TIME. THE NEW METAL BAND OF THE '90s!"

BILL TWYMAN, CORPORATE BUYER - BELIEVE IN MUSIC

"...THEY'RE THE NEXT GUNS N ROSES ON THE HORIZON. BANG TANGO'S GOT THE POTENTIAL TO GO ALL THE WAY - PLATINUM BY THE END OF THE YEAR."

BOB THEISEN, NATIONAL BUYER - MUSICLAND

www.americanradiohistory.com
NORJEAN /See Page 22

Norjean RAB Sr. VP/ Sales & Marketing

RAB has named Laurence Norjean Sr. VP/Sales & Marketing effective September 5. He succeeds Danny Flamberg, who left only to start his own advertising agency. Norjean joins RAB from the Sr. VP/Marketing & Creative Affairs post at Videodex Networks Inc., a company that specializes in the development, manufacture, and marketing of laser video systems.

RAB President Warren Potash commented, "When you boil it down, Laurence's responsibilities will include, among other things, raising the consciousness of the advertising community to radio's benefits and finding the next radio advertiser. Because the work of this department affects all aspects of all radio stations, I set my sights on someone who not only brings broadcast sales experience to the table, but also a wider base of marketing knowledge and experience. "Our work here needs to encompass a great deal more than transactional selling," Potash added. "I am confident that Laurence Norjean will help us improve the

Adriane KOAI VP/GM

KKIQ/Houston GSM Brenda Adriane has been transferred to Gannett/NAC KOAI/Dallas as VP/GM, replacing Gallya Silhan. Gannett Radio Group President Jay Cook remarked, "Brenda has contributed greatly to KKIQ. Her ability as a manager and motivator will lead KOAI full speed ahead into the '90s. " Adriane told R&R, "It's my dream position and I couldn't be happier. We've moved KOAI more mainstream by adding more familiar music. We've been in the format for two years, but for a lot of people we're just now starting to catch on. "I'll be concerned with KOAI's continued audience growth," she added. "We think the station reflects the lifestyle of Dallas, and has a terrific opportunity to continue to grow."

Prior to joining KKIQ last year Adriane was GSM at KTRH/Texas, KPLX/Phoenix, and worked co-op for WRBQ/Tampa.

KOAI placed 12th 12+ in both the spring Arbitron (3.3) and Birch (2.8) sweeps.

Wheeler Directs KSDO's Operations

San Diego news veteran Kelly Wheeler has been promoted to Director/Operations at Gannett's N/T KSDO/SD. Wheeler, who will report to President/GM Mike Shields.

Wheeler had been KSDO's ND since 1986, and was named Asst. PD a year-and-a-half ago. He started at KSDO as an intern in 1978.

In the spring Arbitron, KSDO posted a 6.0 (12+), garnering a fifth place finish in the spring Birches, the station earned an 11th-place 3.2.

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Are You A Cash Winner?

Already, 17 of 69 R&R cash winners have claimed their prize money. Check your "lucky number" in our just-released Music Guide '89 - you may have already won $1,000 cash.

Chris Programs WWDE

Bill Curtis WWJ (Joy 90)/Norfolk PD Bill Curtis will move cross town next Tuesday (9/5) to program Edens AC WWDE 95.9. He succeeds Gary King, who left for the program chair at WKRC/Cincinnati. A replacement for Curtis, who programmed WWJQ for a year, has not yet been named. Curtis told R&R, "It's a marriage made in heaven because I'm plugged into this market and have something to bring to the table. Edens is one of the finest broadcast groups in America. They have some great people working for them, and I'm looking forward to learning from them."

"The first thing we'll do is regain WWDE's position as the AC leader in the market," he continued. "We need to focus on its longevity, and make it live up to its promise as the adult favorite. The station has wandered a bit musically in the last year."

Curtis previously programmed WSNY/Columbus and WNNX/ Springield, Ill., and was an on-air personality at WWFM/Lansing. This spring WWJQ topped fellow AC WWDE 3.4-4.4 12+ (Arbitron), while WWDE prevailed in Birch (4.3-5.0).

Harry Nelson

Nelson PD At WODS

CBS Oldies outlet WODS/Boston has named veteran programmer Harry Nelson PD. He replaces Dave Van Dyke, who was elevated to GM when John Gehres exited last month to the same position at Chicago. Nelson will maintain his Harry Nelson, Inc. consultancy and work with stations, provided they don't compete with CBS properties.

Regarding his choice of Nelson, Van Dyke told R&R, "I was looking for a person who would be able to communicate with me as I did with John. We had a rare relationship, interviewed a number of people; Harry's been in the market before and is a real pro. He knows the station inside and out. "Harry's involvement with Bill Drake's type of radio will be very important," Van Dyke continued. "This station is essentially a Top 40 for adults. He knows all the systems, and we're basically using CHR philosophies and promotion concepts."

Nelson's previous programming credits include two stops at WRKO/Boston and stints at KSLQ/St. Louis and the Super Station Network in Fargo, ND. He has been Asst. PD at KFRC/San Francisco (twice) and WAPP/New York, and has also served at WJQQ, Portland, ME; WZOU/Boston; and WWOR/Boston. WODS placed seventh 12+ in the spring Birch (4.3), and tenth in Arbitron (3.7).

Andrews WWL's New VP/GM

Johnny Andrews, VP/GM at Keymarket's KKMJ/Austin, has been named to the same position at N/T WWL/New Orleans, which Keymarket recently acquired from Loyola University. Andrews will report to Keymarket President Barry Drake. Prior to joining KKMJ, Andrews was VP/GM at N/T KFAC/Phoenix.

In the spring ratings, WWL earned a 4.8 (12+) in Arbitron, tying for seventh place. In Birch the station posted a 3.9, good for eighth place.

R&R Observes Labor Day

R&R's Los Angeles, Nashville, and Washington offices will be closed Monday, September 4 and will reopen Tuesday, September 5.

September 1, 1989

NEW ROCK CHART SHOWS ALBUMS

Beginning this week, responding to feedback from all sectors of the New Rock universe, R&R's New Rock chart will list albums rather than tracks. Singles and other tracks which do not yet appear on albums will be designated. We thank you for your support.

Page 78

FEATURES


FORMATS

CHR: Protecting winners backstage REVIEW URBAN CONTEMPORARY: Jack "The Rapper" AOR AC: Rock 40 defined NAC: NAC reacts to AC COUNTRY: Making money on "free" shows

MUSIC INFORMATION

WORLD MUSIC OVERVIEW: CMJ albums, UK, Australia, Canada charts MUSIC VIDEO: MTV, VH-1 lists URBAN CONTEMPORARY: New AOR ALBUMS: S,9 AOR TRACKS: 76 NEW ROCK: 78 CHR: 82 AOR, CHR, COUNTRY, URBAN CHARTS BACK PAGE NEW ROCK, NAC CONTEMPORARY JAZZ HIGHLIGHTS BACK PAGE R&R is published weekly, except the week of December 25th, for $2.35 per year, or $42.50 for overseas subscriptions ($10 extra) by Radio & Records Inc. at 1930 Century Park West, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two Reports/Radio & Directory issues and other special publications. Rates are printed based on the actual value of issues received prior to cancellation. Nonreturnable drain checks available. All reasonable care taken but no responsibility assumed for undelivered material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or to Editors will be assumed intended for publication representation and may therefore be used in this pur- pose. Nothing may be reproduced in whole or in part without written permission from the Pub- lication. The terms AOR, AOR Tracks, Back Page, Breakers, Most Added, National Casey, Parallel, PPM, Contact Data, and Street Talk are registered trademarks of Radio & Records. © 1989 POSTMASTER. Send address changes to R&R, 1930 Century Park West, Los Angeles, California 90067.
Light AC Format Coming
D-C/Jones Ups Radford To OM
Drake-Chenault/Jones Satellite Services has upped Jim Radford to OM. Most recently an air talent for the company's satellite AC format, Radford replaces Gary Hamilton, who has exited.

Dover-based D-C/Jones operates satellite-delivered Country and AC formats, and is scheduled to beam a third format next week.

The new format, dubbed Prime Demo, will be light AC, and Radford is in the process of hiring air personalities to staff it. "Jim richly deserves this promotion," noted VP/Programming Phil Barry. "As we launch our third format, we expect the growth to be even better than it has been." "I have always wanted to be involved with satellite," said Radford. "I am grateful to be given the opportunity to fortify the continued success of the fastest-growing satellite company in the world."

Radford previously worked three years as National Programming Consultant for Drake-Chenault. He has also worked at WQBR (now WAPE-FM)/Jacksonville and KSCF/Orlando.

WB's Hailin' Van Halen

Van Halen received some cool jackets at an L.A. party thrown by Warner Bros. Records Chairman Mo Ostin, and — oh yeah — some triple-platinum awards for their "OU812." Private-partying at Ostin's beachfront digs are (l-r) Ostin, manager Ed Leffler, the band's Eddie Van Halen, Alex Van Halen, Michael Anthony, and Sammy Hagar, and label President Lenny Waronker.

Motown Books Apollo Theatre Label Venture

Motown Records has launched sister label Apollo Theatre Records, named after the famous Harlem venue.

Performers appearing on the Apollo Theatre's "Amateur Night" will be one source of talent for the New York-based label, which will feature genres including R&B, hip-hop, New York house, "new jack swing," and other forms of popular street music.

Inner City Broadcasting Group Chairman Hal Jackson has been named Chairman of the new label. Oliver Sutton, Asst. to the Chairman at Inner City and Business Manager for the Apollo Theatre, has been tapped as label President/CEO.

An advisory panel of major artists, industry vets, and marketing experts will be formed to assist in the development and presentation of the label's new talent. Panel members include filmmaker Spike Lee and recording artists Kool Moe Dee, Teddy Riley, New Edition's Michael Bivins, and Heavy D.

Motown President Jerrel Bushy commented, "The Apollo Theatre has played an integral role in the history of Motown Records and is singularly responsible for exposing more new black artists than any other venue in the world. It's especially appropriate that as Motown prepares to celebrate its 50th anniversary, we begin work with a label that bears the Apollo Theatre name and a concept directed specifically towards the development of new artists."

Jackson added, "The Apollo Theatre has nurtured and launched the careers of great vocalists like Gladys Knight, Marvin Gaye, Ella Fitzgerald, Bikl Eascktine, and Dinah Washington. This new label will produce outstanding performing artists who are at the cutting edge of the music scene."

"The first artist signed to the label is Millia Jones, an 18-year-old singer from Queens.

---

Staff

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Let The Good Times Roll in New Orleans
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Sailing at Eight
HOSPITALITY SUITE
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Wednesday, September 13
Friday, September 15
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Engineering Firm Seeking Overdue Money From Sonrise

Sachs Freeman Associates, a Maryland-based engineering firm that worked closely with Sonrise Management Services, is suing the controversial radio investment firm for $46,000. It claims it was owed for work done on behalf of FM investor groups established by Sonrise.

Sonrise is currently under investigation by securities regulators in North Carolina and Tennessee. The states are probing whether the Columbus, GA-based firm misled the estimated 1,800 people who invested a total of $16 million in groups formed to pursue new FM licenses. Sonrise is also the target of an FCC investigation into possible abuse of the Commission's licensing process.

Lawsuit Claims

Unpaid Bills

According to Sachs Freeman's lawsuit, which has been filed in Prince Georges County, MD, the engineering firm agreed in January 1988 to provide Sonrise with engineering reports, demographic studies, antenna site letters, and hearing testimony necessary to support FM applications filed on behalf of Sonrise-related investor groups.

Sachs Freeman was to be paid $1000 for an engineering study, $180 for each demographic study, $350 per site letter, and $100 an hour for hearing testimony. According to billing documents made available by Sachs Freeman President Ernst Freeman, the overdue money represents work on behalf of approximately 100 different Sonrise applicants.

They just didn't pay us. Sometimes you get clients like that: you get two-thirds of the way through a project and they just decide they don't have to make the final payment.”

— Ernst Freeman

Sachs Freeman

Group Asks

Court Review Of

Fairness Doctrine

If a Washington public interest group has its way, the Fairness Doctrine will soon have its day in the Supreme Court.

In a petition filed last Wednesday (8/23), the Media Access Project asked the Supreme Court to hear the case of Bryanese Peace Council vs. FCC. The petition presents two questions for review. The first is whether the public interest standard in the Communications Act requires broadcasters to allow a reasonable opportunity for the discussion of opposing viewpoints on matters of public concern. The second is whether such a requirement is constitutional under the First Amendment.

“We are trying to get the court to say that the FCC does not have authority... to repeal the Fairness Doctrine.”

— Gigi Sohn

Media Access Project

NAB Calls For FCC Summit To Address AMs’ Woes

The NAB, moving to place AM radio at the top of its agenda, has requested that the FCC hold a meeting in September or October to address "government/industry efforts to achieve genuine AM radio improvement and interference reduction.

In a letter sent to FCC Chairman Al Sikes last Monday (8/21), the NAB said, "For much of this decade... there has been a growing consensus that the declining technical, economic, and public service potential of AM radio should be the subject of effective remedial action." The NAB called for a meeting that would include not only the full Commission and its staff, but also officials of the Mass Media Bureau, Office of Communications Council, Office of Plans and Policy, Office of Engineering and Technology, and representatives of the broadcast community.

The NAB hopes to have an open forum "where the Commission can be more thoroughly apprised of AM radio's plight and the range of remedial steps which are being taken - and clearly should be taken in the very near term."

Emmis Asks $65 Million For KXXX, WJJB

Morgan Stanley is quietly shopping Emmis Broadcasting's KXXX/San Francisco and WJJB/Boston, according to several radio brokers who claim they've been approached with the deal. The asking price for the WJJB/WJB pair is $65 million — $35 million for Beantown and $30 million for SF. Emmis execs Jeff Smyuly and Steve Crane weren't available for comment, but brokers say the asking prices are way out of line with actual cashflow performance. They say Easy Listening WJJB is reportedly posting a meager $600,000 annual positive flow, and KXXX's as-yet unsuccessful CHR format is running about a million bucks in the red.

One of the deals being spurred by Emmis's planned purchase of the Seattle Mariners.

Stewart, Pettit Named To FCC Posts

Veteran FCC attorney Roy Stewart has been tapped by incoming chairman Al Sikes to be Chief of the Mass Media Bureau, effective October 1. Lex Felker, who currently holds that job, recently announced plans to leave.

Stewart currently serves as Chief of the Mass Media Bureau's Video Services Division, where he oversees television regulation and direct broadcast satellite issues. Stewart has been with the Commission since 1986.

In another Sikes appointment, Robert Pettit has been named FCC General Counsel, effective October 5. Currently a partner with Wiley, Rein & Fielding, a DC communications law firm, Pettit previously worked at the FCC from 1982-86 as senior legal advisor to former Commissioner Mimi Weythor Dawson. From April 1988-January 1989 he was the Associate Deputy Secretary of Transportation.

Noble in Play, But Players Scare Off

Will Street is buzzing about the Noble Broadcasting prospectus assembled by investment bankers at First Boston. The entire company is on the block for an asking price of $350 million. The prospectus is being shopped to mega-media companies with deep pockets such as MCA, Time-Warner, and King World.

So far, prospects are being scared off by Noble's debt load and the top-dollar prices the company has paid for its properties. For instance, last summer Noble paid $18.5 million for WYWE-Toledo - about $3 million more than total market revenues and asking prices have dropped significantly since the takeover. Noble executives John Lynch and Norm Feuer haven't returned R&R's phone calls, but one investment banker told us the company's market value is probably closer to $280 million.

"These guys have been straight formula buyers," an investment banker told R&R. "The only trouble is that formulas don't always make sense when you're buying stuff in smaller markets like Toledo and New Haven."

The banker predicts Noble may be forced to break up the group to gain cash, with asset spins most likely for the company's WAV2 & WCKL/New Haven, WBAB-AM & FM/Long Island, and KBZB & KBEQ/Kansas City properties.

Phillips Launches Severn Capital Advisors

When Communications Equity Associates sailed out of Washington in June bound for offices in Tampa and New York City, Kent Phillips was left on the dock waving a fond farewell. It seems Phillips, a financial whiz who joined CEA in 1985, just couldn't bear himself away from the waterside lifestyle he'd found in Annapolis, MD, so he opened his own shop.

Phillips says his Severn Capital Advisors offers a bevy of services, ranging from investment banking to financial modeling to business plan evaluation. His target market is smaller media and entertainment firms that can't afford to deal with Wall Street or the money center banks. Severn Capital Advisors can be reached at (301) 544-7915.

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MARY ELLEN KURTZ, General Sales Manager, KJR/KLTX - Seattle

"As a result from Chris Beck's recruitment techniques, my station will generate a minimum of $250,000 this year on recruitment alone!"
CHRIS STONICK, Sales Manager, WMIL - Milwaukee

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BETH BIBBY, Director of Major Account Sales, KISS 108 - Boston

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TRANSACTIONS

SunGroup Swaps Stock For Two USA FMs
American Eagle Doubles Money On Tidewater Move-In

Deal Of The Week:
Radio USA Stations
PRICE: $5 million (approximate)
TERMS: Cash and publicly traded stock of buyer.
BUYER: SunGroup Inc., a Nashville-based group operator headed by President Frank Woods. The company also owns WERC & WKX3/Birmingham; KESY-AM & FM/Omaha; KKS/T/A/Albuquerque-Santa Fe; KYX/Longview, TX; KEAN-AM & FM/Abilene; and KXOW/Wichita Falls, TX. SunGroup recently announced plans to acquire WOWW/Pensacola and has the first right of refusal to buy WSLI-AM & FM/Jackson, MS. The company's stock is traded over the counter via NASDAQ.
SELLER: Radio USA Ltd., headed by Managing General Partner James Reeder. He will join the buyer as an executive officer.

SELLER: Jack Inestag is selling his 50% interest in Inestag Broadcasting Inc.

KWAD & KKWS/Wadena, MN
FREQUENCY: 920 kHz; 105.9 MHz
POWER: 1 kw, 100 kw at 564 feet
FORMAT: Country

KOVC-AM & FM/Valle City, ND
FREQUENCY: 1490 kHz; 100.9 MHz
POWER: 1 kw, 3 kw at 319 feet
FORMAT: Country; AC

Group Deals

Ingested Stations
PRICE: $635,000 for 50%
TERMS: Stock purchase; $110,000 cash; ten-year promissory note for $525,000 at 11.43% interest, payable interest-only for ten years with balloon payment of outstanding principal.

KGMN/Kingman
PRICE: $15,000
TERMS: Cash
BUYER: Lowell Patton and Grant Holyoak of Kingman are increasing their stock ownership from 37.5% to 50% each.
SELLER: Bruce Owens is selling his 25% stake in New West Broadcasting Systems Inc.
FREQUENCY: 100.1 MHz
POWER: 500 watts at 750 feet
FORMAT: AC

California

KCVR & KW/Lodi
PRICE: $112,500 for 20% interest
TERMS: Cash. The buyers, holders of promissory notes, are exercising an option to convert one-half of the face amount of their notes into equity limited partnership interests. The buyers, who currently hold a 40% interest in the license, will increase their stake to 60%.

Deals So Far in 1989:
$1,802,420,521
Total Stations Traded This Year: 881
This Week's Action: $12,785,000
Total Stations Traded This Week: 26

Deal Of The Week:
Radio USA Stations $5 million (approximate)

• KKS/T/A/Albuquerque-Santa Fe
• KEAN-AM & FM/Abilene
• KXOW/Wichita Falls

Sellers have an endless supply of fatally flawed stations. Americom handles quality radio stations. True, they are the leaders in getting high prices for the sellers they represent, but they also document the factual basis to support those values. In my experience in purchasing four radio stations through Americom, we have always been pleased with the value of each station we have purchased.

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[Image of Americom logos and names]
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Coleman Research has developed a revolutionary testing methodology that can give your station a 15-20% edge over your competition's menu. It's called E.A.C.T.* (that's short for Fit Acceptance and Compatibility Test).

A one-time E.A.C.T. presentation by Jon Coleman will be held at the New Orleans Hilton, Thursday, September 14, 6-7 pm, in the Versailles Ballroom during the NAB convention.

E.A.C.T. has already proved its mettle with Pirate Radio, the new radio phenomenon in the Los Angeles marketplace, plus WMIX, Baltimore; WSTE, Orlando; KKBQ, Houston; WNSR, New York. Look for your personal invitation in the mail. And be sure to come find out how E.A.C.T. makes every song belong.

Listeners Can’t Get Enough
When They’re Getting It Right

You’ll have what your listeners want...MCEG’s “Getting It Right!”
You can give it away...along with a chance for one of your listeners to get lucky and win a grand prize VCR. This free promotion is exclusively available October 9 - November 15 in these markets:

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Indianapolis  Sacramento  Washington, D.C.

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“... the performance by Jesse Birdsall is right up there with... Dustin Hoffman in ‘The Graduate’.!” - Roger Ebert, Siskel & Ebert

“... the sense of humor is very much the same as ‘A Fish Called Wanda’.”
- David Sheehan,
  KNBC Channel 4 News

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FREE Home Video Promotion
TRANSACTIONS

Continued from Page 8

BUYER: Atlanta venture capitalist William Sandeen, who owns 50% of Martin Media Inc.
SELLER: Jay Martin is selling his 50% interest in Martin Media Inc., the sole general partner of CalValley Radio LP.
FREQUENCY: 96.7 MHz
POWER: 3 kw at 320 feet
FORMAT: CHR

WEBO & WDRW/Eldorado-Harrisburg
PRICE: $65,500 for 25%
TERMS: Assumption of indebtedness.
BUYER: Lynn Turner of Harrisburg.
SELLER: Belle Choate and S. Sargent Visher of Indianapolis.
FREQUENCY: 1240 kHz; 102.3 MHz
POWER: 1 kw, 3 kw at 300 feet
FORMAT: Country

Kentucky
WLKI/Somerset (FM CP)
PRICE: $25,000 for 20%
TERMS: $12,500 cash and five-year promissory note for $12,500 at 10% interest.
BUYER: Jack Williams of Somerset. He will be employed as GM of the station.
SELLER: Kenny Rich and Joel Kenna- mer, a partnership.
FREQUENCY: 102.3 MHz
POWER: 3 kw at 1076 feet

Montana
KXGN/©lendive
PRICE: $200,000 (approximate)
TERMS: This transaction is part of a larger deal involving the acquisition of KXGN/TIVI©lendive, MT for approximately $1 million.
BUYER: Stephen Marks, who also has interest in WIKS-©TV/Alpena, MI.
FREQUENCY: 1400 kHz
POWER: 1 kw
FORMAT: AC
 BROKER: Chapman Associates

New Mexico
KATK-AM & FM/Carlsbad
TERMS: $25,000 cash down payment; promissory note for $525,000 at 8% interest, payable in monthly installments of $4391 over ten years with final balloon payment due on tenth anniversary of closing.
BUYER: Frank Hynmeyer of Carlsbad
FREQUENCY: 1400 kHz; 92.1 MHz
POWER: 1 kw day/250 watts night; 3 kw at 283 feet
FORMAT: Spanish, Country

North Carolina
WRNO/Poughkeepsie
PRICE: $401,000 for 51%
TERMS: Five equal annual installment payments at 9% annual interest.
BUYER: Richard Novik of Ancramdale, NY, who already owns 49% of the licensees. He also has an interest in WIKIPoughkeepsie.
SELLER: Irwin Katz, Kalman Kera, James Roos, and Richard Novik are selling their collective 51% interest in Duchess Communications Corp.
FREQUENCY: 92.1 MHz
POWER: 3 kw at 300 feet
FORMAT: AC

Tennessee
WHL & WCQ/©nterville
PRICE: $168,000

Virgin Islands
WDCM/Cruz Bay (FM CP)
PRICE: $30,000
TERMS: Cash
BUYER: St. John FM Inc., headed by Gerald Smith and Donald Ost.
SELLER: David Condon
FREQUENCY: 92.3 MHz
POWER: 50 kw at 363 feet

Washington
KASY/Auburn (Seattle)
PRICE: $1.75 million
TERMS: 1.75 million cash for air; additional $150,000 in noncompete and consulting fees to be paid over ten years.
BUYER: KBFG Inc., a subsidiary of Viacom Inc. The company, headed by Chairman Sumner Redstone of Newton Center, MA, also owns WLTW/ New York, KKKK/AM & FM/Houston, WLT/Chicago, WMZG/AM & FM/Washington, WLT/Detroit, and KG&E/Seattle-Tacoma.
SELLER: Auburn Broadcasters Inc., headed by Dennis Garre.
FREQUENCY: 1210 kHz
POWER: 10 kw day/1 kw night
FORMAT: AC

Wisconsin
WMJ/Evansville (FM CP)
PRICE: $77,000 for 51%
TERMS: Stock purchase, $42,000 cash; promissory note for $35,000 at 10% interest; payable interest-only on quarterly basis with entire note due in 2.5 years.
BUYER: Capital Radio Services Inc., headed by Carl Hurlebaus and Eugene Mark. Hurlebaus has interests in WGR/Colonial Beach, VA; WJMA & WJU/Orange, VA; and WDR & WNW/Darlington, SC. Hurlebaus is also the holder of construction permits for new FM stations in Crestline, OH and Port St. Joe, FL.
SELLER: Eagle Broadcasting of Southern Wisconsin Inc., headed by Tommie Love of Lincoln, TX. Love has interests in KAFX-AM & FMD/Boil, TX; WGI/Orangeburg, SC; WMGU/ Stevens Point, WI; and KDFX/Du- buque. Love is also the permittee for a new FM station in Bismarck, ND.
FREQUENCY: 105.9 MHz
POWER: 3 kw at 328 feet

For The Record
Last issue, R&R incorrectly list- ed the closing of the sale of KWTO-AM & FMSpringfield, MO as the "Deal Of The Week." R&R previously reported the sale announcement in our 4/17/89 issue. Last week's year-to-date transac- tion total should have been reported as $1,789,635,521 for 855 stations. This week's transactions totals have been adjusted to cor- rect the error.

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Keep Your Bags Under Your Eyes

Five Tips From The Lost Luggage Department

You get off the plane — just in time for an important meeting — and wait for your bag ... and wait... and wait. But it never appears. Welcome to Airport Hell.

If this has ever happened to you, you know how hard it can be to find a sympathetic ear — especially at a strange airport. If not, here are five tips to help you keep your bags in check, from the Philadelphia-based Marriott Business Travel Institute:

- If your bag doesn't come rolling onto the carousel, look around the claim area — airline employees sometimes move luggage to a holding area. If your bag doesn't arrive, notify the baggage clerk immediately. The longer you wait, the less liability for the airline.

- Airline liability generally is limited to lost luggage to about $1250 for domestic flights and $600 for overseas flights (per passenger). Try to have receipts available for any valuables you may lose. Your own insurance probably will pay a better rate than that of the airline.

- Check your homeowner's policy or traveler's insurance to see if either covers lost baggage. If not, consider purchasing baggage insurance from a travel agent or at the airport. Many credit card companies automatically grant such insurance if a ticket is purchased with their card.

- Baggage delay insurance also is available for emergency purchases. To file a claim, keep all receipts and get proof of when your bags actually arrived.

- Most airlines will pay a nominal amount per day for emergency expenses if your luggage is lost. Ask the baggage counter for details.

What Makes A Good Manager?

Want to find out what effects managers have on employees? Ask them.

Management consultant Dr. Thomas L. Brown did — he took a group of employees to lunch and asked them to describe their best and worst bosses, without naming names. Employees said their best bosses:

- Took special interest in their careers, and counseled them to help them improve.
- Were enthusiastic about their own jobs, companies, and work teams.
- Worked to develop spirit in their departments and divisions.
- Stress the potential of people to grow and meet challenges.
- Were human beings who struggled to be everything the term implies.
- The worst bosses:
  - Didn't care. One gave great speeches but showed no concern for others.
  - Wouldn't listen or couldn't communicate.
  - Were described as "capricious, dictatorial, narrow-minded, self-centered, brusque, or insensitive."

Seat Cushion Doubles
As A Backpack

If your station gives away concert tickets, here's a way to guarantee that your listeners have good seats. The "Alpha Seatpack," designed by former tour manager Robert Marchner, unionized to be used as a seat cushion and doubles as a backpack.

The Alpha Seatpack, manufactured by the L.A.-based company of the same name, can be customized with your station's logo. The fire-retardant foam cushions are covered with water-proofed nylon and can be secured to stadium or folding chairs via built-in Velcro strips. The backpack/cushion currently is available only through mail order. The cost is $34, including tax and shipping — custom-printed orders are higher. For more info, call (800) 235-6649, in California, call (800) 235-6647.

TELEPHONE TIPS

Get The Crap Out Of Your Rap

Regardless of whether you're a member of the radio or the record community, you probably spend a lot of time working the phones. Here, courtesy of the Waterford, LA-based TeleCross Corp., are eight tips on getting more mileage out of your calls:

- "Look your caller straight in the eye." Pretend you're meeting with him or her face to face.
- Don't spend a lot of time with small talk. People are busy.
- Don't interrupt. Your callers will think you believe that what you have to say is more important than what they have to say.
- Become an avid note-taker. Don't rely on your memory.
- Simplify everything. Use small words and build complex ideas one piece at a time.
- Answer questions directly. If you don't know an answer, say so. Get back to the caller later with the information.

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★ Dr. John ★ The Radiators ★ Ry Cooder ★
★ Rita Coolidge ★ Irma Thomas ★ Boz Scaggs ★
★ The Dirty Dozen Brass Band ★

and some very special guests

Wednesday, September 13, 1989 • 7:30 pm
The Municipal Auditorium
New Orleans, LA

To get your tickets and V.I.P. Hospitality Pass, please R.S.V.P. your MJI Broadcasting Representative at 212-245-5010.

Also join us in The Seven Oaks Suite #2529 at The Hilton for two evenings of music:

Thursday, September 14, 1989
Marshall Crenshaw
Allen Toussaint

Friday, September 15, 1989
Blue Rodeo
James McMurtry
Tapping New Revenue Sources For The '90s

By Chris Beck

Don’t wait until the '90s have arrived before updating your sales technologies. Old and new sources of revenue are already presenting opportunities for generating more dollars through new or redesigned approaches. Two of those sources—and the tools for taking advantage of them—are described below.

Cause-Oriented Marketing

Believe it or not, charity begins at your radio station. Cause-oriented marketing is a highly effective approach that generates consumer usage of a product, awareness of a local nonprofit charity, and advertising revenue for your station.

The most successful campaigns run a minimum of 13 weeks, and involve donating a percentage of all consumer purchases of a particular product—or a percentage based on patronage of a particular store—to a local cause. The best-designed programs catch consumers in the act of doing something that they already do, such as buying milk, using a credit card, filling up the gas tank, etc.

Avoid short-term commitments that don’t allow consumers sufficient time to understand the promotion or become aware of the charitable organization involved. Also, promotions that benefit major national charities may prove ineffective because consumers feel these organizations already receive too much attention. Tie into a popular local cause instead.

Another pitfall to avoid is limiting the response time to a particular day, or restricting the scope to an eclectic product. And...it’s extremely important that you allocate the proper budget and schedule to trumpet the results that your campaign has generated. Most schedules end without enough follow-up to build a horn.

The best-designed campaigns catch consumers in the act of doing something that they already do, such as buying milk, using a credit card, filling up the gas tank, etc.

If you’re at a loss when it comes to finding the right charity, consider these popular causes: the environment, children, pets, wildlife.

Maximizing Direct Response

Direct response advertisers generally try to motivate consumers to pick up the phone and call at the end of a commercial. The primary users of this type of advertising are the insurance, medical, publishing, and travel industries, as well as substance abuse organizations and self-improvement businesses.

The key to any successful direct response schedule is the number of consumers motivated to take action. If there was a platinum rule to direct response, it would be this: catch the consumer when his awareness of the advertiser’s benefits is high, and he is comfortable making personal calls (or is able to do so).

“Catch the consumer when his awareness of the advertiser’s benefits is high and he is comfortable making personal calls (or is able to do so).”

How can you increase the response rate? Consider the following options:

- Use telephone answering machines. These enable consumers to leave a simple message with their name, phone number, and a time they would like to be called.
- Pet the fax to work. The company can provide instant quotes via fax, or transmit/receive messages to call at a later time.
- Take advantage of station city lines/multi-voice box technology. You can set up these lines to continually replay the number to call.
- Tag the spot. End ads with the line, “... or call KAAA for the number.” Make sure you leave the company’s number with the station receptionist and post it in the control booth.
- Run the right copy at the right time. You’ll want to use targeted copy that is directly relatable to all potential callers, not just the one that called. Run that copy at times when callers are likely to have magnified awareness of the problem, the advertiser addressed.

What kind of copy is the right copy? For a substance abuse company, use three different ads. The first should address employer concern about potential employee drug abuse. Employer awareness of this problem is often triggered by reports of absenteeism, so spots should be scheduled to run between 8am-8pm.

The second ad should target concerned family members. Their concerns are most likely to be top-of-mind early in the morning, late at night, or immediately after school—all of which are optimum times for making a phone call in private.

“Catch the consumer when his awareness of the advertiser’s benefits is high and he is comfortable making personal calls (or is able to do so).”

The third ad should directly relate to substance abusers. It’s much harder to pin down when these people may call, so this spot should run in 1:3 rotation with the other two.

There are several copy ideas that work just as well for almost any direct response advertiser. Include lines like, “If you’re calling from work, we’ll call you back tonight in the privacy of your home,” and “Call now while you’re thinking about... (Insert benefit).” You can even suggest the client offer to pay for the call if the respondent is calling from a car phone.

“Think through how you can best reach a prospective advertiser’s potential respondents.”

- Prepare a portfolio. A good direct response portfolio includes case studies of at least three other direct response advertisers who have used the station, and three examples of suggested schedules. Propose schedules that generate this weekly frequency: (a) 3.5 X, (b) 4.5 X, (c) 5.5 X.

Note: This is actually the frequency of the campaign as calculated through reach and frequency analysis—the average number of times a listener is likely to hear the spot in the course of the schedule.

“Offer to tie in other clients. Take advantage of existing relationships to post POP handouts or maintain booths during a weekend.”

See Your Promo in R&R

“We’re always on the lookout for unique promotional or merchandising ideas. If your station has an unusual item that you would like to be showcased in this column, send it along with an explanatory note to Chris Beck Communications, 22900 Venture Blvd., Suite #340, Woodland Hills, CA 91364. Please note that items are not returnable.”

Chris Beck is President of Chris Beck Communications, a sales consulting firm. If you have a question you’d like this column to address, he can be reached either by fax machine at (818) 594-5030, or by phone at (818) 594-0851, or write him at 22900 Venture Blvd., Suite #340, Woodland Hills, CA 91364.
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Eric Chase,
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by offering Brainspeak™ sounds.
Scientifically proven by the
Whole Brain Learning Institute™,
Brainspeak™ will escort your
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"Science meets the
production library."
Jerry Vigil
Radio & Production Newsletter

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Production Director
KFMB/B100 - San Diego, CA

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that will grab listeners' attention,
but Maximum Impact does it
perfectly."
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"Maximum Impact makes our
promos stand up and shout."
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WIOG, Saginaw/Flint, MI

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VIDEO

NEW THIS WEEK

• SATCHMO (CMV)
  This 89-minute offering captures the music of the late great jazz trumpeter/vocalist Louis Armstrong via performances dating from 1932 to the late 80's. The program includes excerpts from films and TV appearances, never-before-seen home movies, and newly discovered footage from a 1935 Chicago nightclub appearance. (9/5.)

• JULIO IGLESIAS IN SPAIN (CMV)
  Spanish crooner Julio Iglesias teases 'n' pleases women of all ages in his concert video, taped in Barcelona. Along with a number of Iglesias' greatest hits, the hourlong tape features two songs from his latest Columbia LP, "Racines." (9/5.)

• DREAM A LITTLE DREAM (Vestron Video)
  Teen heartthrobs Corey Feldman and Corey Haim star in this feature-length dramedy about two kids who switch bodies with a pair of middle-aged neighbors. In addition to Michael Damian's smash remake of "Rock On," the Men's A&M soundtrack sports thematically-linked tunes from the likes of R.E.M., Van Morrison, Lone Justice, Mickey Thomas, Otis Redding, Tumbuk 3, and Mel Torme. (9/6.)

• THE THE: INFECTED (CMV)
  Made in 1987 — when The The was a one-man British band consisting of the the multi-talented Matt Johnson — this 47-minute video-visualizes every song on the the Epic album of the the same name. (9/6.)

• GENESIS: INVISIBLE TOUCH TOUR (Virgin Music Video)
  Filmed at London's Wembley Stadium, Atlantic recording artists Genesis — otherwise known as solo artists Phil Collins, Mike Rutherford, and Tony Banks — perform such mega-hits as "Mama," "Land Of Confusion," "Invisible Touch," and "Tonight, Tonight, Tonight" in this two-hour concert video. (9/6.)

SERENADE FOR A CUCKOO — Jethro Tull, after editing 20 years' worth of memories down to 80 minutes.

• JETHRO TULL: THIS IS THE FIRST 20 YEARS (Virgin Music Video)
  In addition to "Aqualung," "Living In The Past," "Thick As A Brick," and 11 other classics from the Jethro Tull catalog, this 80-minute video features rare concert footage and interviews with the Chrysalis rockers. (9/6.)

TELEVISION

TOP TEN SHOWS BURSTING 21-27

1. Roseanne
2. Cheers
3. A Different World
4. The Cosby Show
5. Dear John (tie)
6. Wax Years
7. Who's The Boss?
8. NBC Minute Movie ("Eyewatch: Panic At Malibu") (tie)
9. Mr. Belvedere
10. Night Court

Source: Nielsen Media Research

Top O' The Tube

RELY YOUR HAIR — Cure frontman Robert Smith prepares to let his hair down on the MTV Video Awards show.

• Madonna, Cher, the Cure, the Cult, Paula Abdul, Bobby Brown, Def Leppard, Tone Loc, and Jon Bon Jovi and Richie Sambora are scheduled to perform at the 1989 MTV Video Music Awards (8pm EDT/11pm PDT). The Rolling Stones also are slated to sing via satellite during the 2-hour extravaganza, to be held at the Universal Amphitheatre in Los Angeles on Wednesday (9/6).

Saturday, 9/2

• The judds, the Pat Sajak Show (CBS, 12:30am)
• Loretta Lynn, "USO Celebrity Tour" (TNN, 2pm EDT/11am PDT)

Sunday, 9/3

• The Ramones are scheduled to lip up this year's "Jerry Lewis Telethon" (syndicated, check local listings for station and air time). Also performing on the 23-hour show: Randy Travis, the Oak Ridge Boys, Frank Sinatra, Liza Minnelli, Alabama, L'eta Jackson, and many, many more.

Tuesday, 9/5

• "La Traviata In Concert" (Choice Entertainment pay-per-view TV, 10pm EDT/7pm PDT). This 2-hour show will be broadcast live! from Bally's Hotel & Casino in Reno, NV.

Wednesday, 9/6

• Ernest Tubb. "Thanks, Troubadour, Thanks" (TNN, 8pm EDT/11pm PDT). This hourlong profile includes rare TV footage of the late country performer.
• Indigo Girls, "Pat Sajak." (9/6.

Thursday, 9/7

• Foster & Lloyd, "Pat Sajak.
• Mica Paris, "Late Night With David Letterman" (NBC, 12:30am)

SPORTS NEWS

Network Slated For Cable

Fans who want more sports coverage will soon be able to get a sports fix anytime they choose via the "Sports News Network," a 24-hour cable service that NYC-based Malloy Communications plans to have up and running in most of the nation's top 30 markets by this November.

The new network — dubbed "SNN" — will feature an ongoing series of half-hour sportscasts rather than a mixture of sporting events and news programming. Each new show will start with a two-minute recap or update of the day's hottest sporting news, then offer expanded analysis on major sports-related stories.

SNN's initial staff of 12 anchors (selected from top-market news teams) will be supported by an estimated 100 "stringers" corresponding nationwide.

MTV DEBUTS

Daily Music News Program

MTV recently boosted its commitment to responsible journalism with the debut of "MTV News At Night" — a half-hour daily program that not only covers breaking news in the world of rock 'n' roll music, but also keeps a watchdog's eye on the fields of entertainment, style, and pop culture as well.

Hosted by the video network's news anchor Kurt Loder, the program features live interviews with musical newsmakers as well as pre-produced segments from reporters Jake Norris, Fab Five Freddy (who covers the rap and reggae beat), and Tim Sammer (who handles the underground music and counterculture scene).

The program airs Monday through Thursday at 8:30pm (ET/PT).
NOW YOUR STATION CAN HAVE

PIRATE RADIO

EVERY SATURDAY NIGHT FROM 7 P.M. TO 12 M. MIDNIGHT

LIVE

For more information, contact your Westwood One representative at (213) 204-5000, Fax (213) 204-4375 or Telex 4996015 WWONE.
Once again, we're proud to sponsor the opening night cocktail party and reception at the Grand Ballroom of the New Orleans Hilton Hotel, Wednesday, September 13, 6-8pm.

Join us for live broadcasts by Larry King, Bruce Williams and Neil Meyers, nightly during Radio '89.

And, don't miss the special guest appearances, great prizes, fabulous food and excitement at the Westwood One/Source Presidential Suite 2737, New Orleans Hilton Hotel and the Mutual Broadcasting System/ NBC Radio Network, The Terrace Room, Westin Canal Place.
'Dreamgirls' In Spike's Future?

Spike Lee's next movie will be "Love Supreme," starring Denzel Washington as a jazz musician who struggles to balance his career and love life. The film, which begins production in NYC on September 25, will sport a Columbia soundtrack composed by saxophonist Branford Marsalis and Lee's dad, Bill.

Along with directing and writing the movie, Lee is set to appear as the manager of Washington's band (which, incidentally, includes musician-turned-actor Ruben Blades and Marsalis's real-life drummer Jeff Watts.) George Wein/Concord trumpeter Terrence Blanchard will play the notes Washington mimes in the film, which is scheduled for late summer/early fall 1990 release.

Meanwhile, the Geffen Co. has approached Lee to produce a high-screen version of the Broadway smash musical "Dreamgirls" - a thinly disguised retelling of the Supremes' career. Lee, in turn, says he isn't sure that he wants to do two musical-themed projects in a row.

'Child's Play II' Gets Serious

When does a producer hope for a studio pass on his project? When that person is "Child's Play" producer David Kirschner, and the studio is the suddenly born-again United Artists. Under its new Australian owners, UA has taken the high road, proudly announcing that it will no longer produce and distribute horror movies.

That pronouncement kicked off a bidding war for rights to the movie's close-to-production sequel, with most of the majors jumping at the chance to follow up the surprise hit.

"It's probably the best thing that could have happened to us," claims Kirschner. UA will not doubt continue to enlighten our generation with such fine American values as brain-bashing ("Rocky") and the painless-death dinosaur sexism of..."
‘Lifestyles’ An Alternative To Demographics?
Study Focused on American Rites Of Passage

Major events, such as getting married and having a child, are important to people— but they could be just as important to radio stations. “Lifestyles: A Study Of Dramatic Changes In The American Consumer Market,” by NYC-based advertising agency J. Walter Thompson, uses these events instead of age groups to identify markets.

According to the agency, major events trigger fundamental changes in outlook, obligations, values, and attitudes, making the system more accurate than chronological groupings.

For example, not all those over 50 are in the same situation—some have children at home, some are widowed, some are married empty nesters.

Therefore, JWT divides adult Americans into the following nine categories:

- At-Home Singles: These young adults are still at home with Mom and Dad, and one-third are attending school. They're a social bunch, going to concerts, bars, and movies often. An excellent market for products that stress privacy, independence, and escape from parental authority. At-Home Singles are the most difficult group to reach through traditional media.

- Starting-Out Singles: These urbanites—self-reliant and assertive—have just left their parents' nest. Starting-Out Singles make good salaries, but most of it goes toward setting up their new households. They also enjoy active social lives.

- Young Couples: Young couples are recently married, and both work. They tend to stay childless longer than their counterparts of the past, and thus are relatively affluent, active, and leisure-oriented. They're a prime market for expensive gifts and "nest-building" items (power tools, crystalware, kitchen sinks) since most are buying their first home.

- Young Parents: Both parents usually are working, making time-saving a priority. They're likely to have only one or two children (who influence many of their parents' decisions) and are having a hard time dealing with their parental roles.

- Single Parents: This group consists primarily of one-paycheck households, and doesn't have as much discretionary income as others—72% say they'd just scraping by. They're mostly divorced people, but nearly 20% are teen mothers. Single Parents want to maintain their single status, and are rich markets for personal care products and designer jeans.

- Mature Singles: These are older adults, either never married or divorced/separated. They're likely to live alone, and are typically pessimistic and unhappy. Mature singles travel often and tend to drink heavily, and many have pets.

- Mature Parents: Almost half (42%) of this group have adult children at home. They tend to buy products that keep their kids at home. As soon as their young fly the coop, Mature Parents will have fewer financial burdens and more time for activities together.

- Empty Nesters: By 1996, Empty Nesters will account for four out of every five couples in the US. They have finished raising their families, and now have the discretionary income and freedom to live well. These people are fast becoming the most important leisure market.

- Left-Alone Singles: This is the fastest growing singles segment, with 77% either of divorced or divorced women. Although they're alone, they have a relatively positive outlook on life and enjoy socializing. Left-Alone Singles are in good financial shape, and have a disproportionate number of financial investments (bonds, CDs, treasury notes, etc.).

The following are the mean ages and the estimated income shares of each lifestyle:

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>Mean Age</th>
<th>Income Share (in Millions)</th>
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</thead>
<tbody>
<tr>
<td>At-Home Singles</td>
<td>22</td>
<td>$179</td>
</tr>
<tr>
<td>Starting-Out Singles</td>
<td>26</td>
<td>$117</td>
</tr>
<tr>
<td>Young Couples</td>
<td>29</td>
<td>$195</td>
</tr>
<tr>
<td>Young Parents</td>
<td>32</td>
<td>$478</td>
</tr>
<tr>
<td>Single Parents</td>
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<td>$157</td>
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<tr>
<td>Mature Singles</td>
<td>45</td>
<td>$165</td>
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<tr>
<td>Mature Parents</td>
<td>47</td>
<td>$650</td>
</tr>
<tr>
<td>Empty Nesters</td>
<td>62</td>
<td>$520</td>
</tr>
<tr>
<td>Left-Alone Singles</td>
<td>70</td>
<td>$164</td>
</tr>
</tbody>
</table>

Source: J. Walter Thompson

‘Bag-O-Bull’ — Next ‘Pet Rock’ Or Ultimate Promo Item?

Had your share of bull today? Now you can give some back. "Bag-O-Bull" is a tidy plastic package filled with finely milled pasture oats and neatly tied with a strip of leather— perfect for even the most discriminating SBO.

The product's manufacturer, Long Beach-based Fortuna Enterprises, will ship the smelly stuff to the Taurus tosser of your choice. Enclosed is a "Bag-O-Grum," which can be customized... (The sender may remain anonymous, as well.)

And for those folks who really wanna raise a stink, there's the "Big Bag-O-Bull"—more than a pound of the primo product, farm-fresh and firmly packed.

Prices are $9.95 for the regular size and $13.95 for the Big batch (plus $.34H). Quantity discounts are available. For more info, shoot the bull with Fortuna at (213) 860-0006.

One In Five Wives Earns More Than Her Spouse

Nearly one in five (18%) of the 29 million two-income couples in the US are made up of wives who earn more than their husbands, according to a 1987 Census Bureau survey. And there are significant differences between these women and other working women.

While 46% of the wives who earn less than their spouses work full-time and year-round, 78% of higher-earning wives work that same schedule. Women who earn more than their husbands aren’t necessarily in higher-paying jobs than their spouses, but many work more hours—56% of husbands who earn less than their wives work full-time and year-round, compared with 87% of husbands who earn more than their spouses.

Higher-earning wives also are more likely to have some college education than lower-earning wives (48% vs. 43%), slightly older (32% vs. 28% are 45 or older), and less likely to have young children at home (48% vs. 56% have kids under 18).

The Song Information System it works with your

The Song Information System

to build or refresh your library by letting you find any songs you want. Browse by artists, titles, chart history, runtimes, themes and more, then copy those songs into SELECTOR complete with runtimes, intros and tempo coding. Call RCS now for a free demonstration diskette and a full-color brochure.
Houston's Energy Crisis Is Over!

Debuts at 3.2, Spring 1989.*

*ARB. 12+ 6AMt. M-S
Krys Takes WFYV PD Post

WHTQ/Orlando PD Brian Krys has been named PD at WFYV/Jacksonville. He succeeds Lex Staley, who recently moved up to AOR nine years to join WQFX/Atlanta.

WFYV President/General Manager Yulee Commander told R&R, "Metroplex is known for hiring quality people, and I made it worth Brian's while to program Rock 106. I was very impressed with the numbers he and his airstaff achieved in Orlando, and I feel confident that he can take an already winning station to another level."

"We're going to rape the ape, shock the monkey, and change the chimp," Kryz stated, referring to perennial market-leading CHR WAPE, which beat WFYV 14.1 vs 14.3 in the spring Arbitron. "I'm shooting to make WFYV number one 12+ as well as dominant in all the major target demographics."

Kryz, who joined WHTQ nine months ago after serving as Lisan Martin Group PD, led the TK AOR to the best book in the station's history last spring. Asked why he decided to make a lateral move (Jacksonville is actually slightly smaller than Orlando), Kryz explained, "One of my short-term goals was to join a bigger company, and Metroplex has been extremely successful. All the tools are there, which will be a unique experience for me. The station has every little toy you could ever want, including a 16-track production studio. And I like the fact that the station has some good young talent."

Before working at Lisen Martin, where he helped program WKLC/Charleston, WV; WYBB/Charleston, SC; and WXLG & WCQO/Lexington, KY – Kryz was PD at WGRQ/Buffalo; WYBS/Wilmington, DE; WYFE/Rockford, IL; and WWRX/Ocean City, MD.

VOCALS ADDED TO MUSIC MIX

Litner Becomes GM At WEZC

WPTV-TV/Memphis GSM Steve Litner has been named GM at Keymarket's WEZC/Charlotte, succeeding Papa Boris.

Litner told R&R, "One goal we've already accomplished is a format alteration. We were a traditional Easy Listening station, and we're now what I call a 'Vocal-Based Contemporary Easy Listening' station. Unlike most markets this size, there was no soft contemporary spot here. We made a preemptive move to block a Lite AC and expand our 35-54 demos. The change was so minimal there was no need to make talent changes; we deleted instrumental cover versions and are using the same vocals that we tested."

"We have had some displeased listeners, especially on the older end, but there also have been many positive phone calls and letters from people who are pleased to have this kind of station," he added.

Litner previously was GSM for WHRR & WDIA/Memphis and NSM for KMBC & KMBR/Kansas City.

WEZC tied for seventh 12+ (5.3) in the spring Arbitron and placed seventh 4+ (7.8) in the corresponding format.

Rothschild Adds WVOR GSM Job

WHAM/Rochester GSM Arnold Rothschild has added GSM duties for sister AC WVOR, which did not previously have a GSM. Two separate sales staffs (eight people for WHAM and six for WVOR) will represent the stations.

Rothschild told R&R, "The ability to work with both WHAM and WVOR is incredible. Between WVOR's traditional market dominance and a clear channel 50,000-watt AM, it's a great opportunity for anyone. To help the stations maintain the dominance we've had, we'll have centralized sales training. As far as direction is concerned, though, there won't be any dramatic changes."

Rothschild, WHAM's GSM for three years, arrived in Rochester from LSUM duties at WSYR/Syracuse and once owned an automobile dealership.

Norjean Continues From Page 3

Continued from Page 3 required in every marketing mix.

Before working at Videobox Norjean was partner, executive producer, and CEO for New York-based Norstar Studios Ltd., a film and video production studio specializing in commercial and industrial films. He was previously partner and Sr. Creative Director for the Norjean/Mass Organiza-

Peckett Appointed WPRD & WJYO GM

WPRD & WJYO (Pride & Joy)/Orlando GSM Barbara Peckett has been promoted to GM. She replaces Peter Ferrara, who joined Ragan Henry as Group Division VP in July.

Peckett told R&R, "I'm thrilled that Metroplex has given me this opportunity. Peter did a tremendous job here. We have a capable, dynamic staff, and hopefully we will be able to make the stations more productive. We need to get the FM (WJYO) more focused and targeted. The growth in Orlando has been phenomenal, and this is a great place to be."

Peckett joined the stations 11 years ago as an AE and moved up the ranks. "When I came here the FM was WORJ, "Zeta 7. "You still see people with (station) license plates upside down hoping Zeta 7 will return."

Before coming to Orlando Peckettt worked in Atlanta in motion picture distribution/sales. She also spent a year in sales at WLOQ/Orlando.

In the spring Arbitron, AC WJYO ranked 11th 12+ (4.4); "FM Only" affiliate WPRD registered a 1.1 to tie for 16th. In the corresponding Bircb, WJYO finished tenth (4.4) while WPRD recorded a 0.4.

Get The Power of the Benchmark

You can get the same power of the Benchmark research used by leading market research companies and radio stations by working with The Benchmark Company.

Dolly's Universal Appeal

Dolly Parton's two shows at L.A.'s Universal Amphitheatre were highlighted by visits from Mac Davis, Jackson Browne, and Lucie Arnez. Pictured backstage are (l-r) CBS/Nashville Sr. VP Roy Wutsch, Parton, and the label's Mike Martinovich.

The Power of the Benchmark

Get the Power

The Benchmark Company

1101 Capital of Texas Hwy.; Building G, Suite 159; Austin, Texas 78746; 512/323-7010

www.americanradiohistory.com
At Radio '89 we'll show you how knowing your AQH from your TSL can make all the difference in the ARB.

Stop by the Arbitron booth for free demonstrations of Radio FasTraQ, CrossTraQ and Arbitrends. Plus important information for program directors on understanding and using the ratings.

See you in New Orleans!

Booth #600
New Orleans Convention Center
September 14-16
CHEVY CHASE
When there's more trouble than one man can handle... there's more than one man for the job.

FLETCH LIVES

Elmer Padd Gamry  Billy Gene King  Claude Henry Smoot  Bobby Lee Swartz  Ed Harley

A MICHAEL RITCHIE FILM

DOUGLAS/GREISMAN PRODUCTION  "FLETCH LIVES" RAL HOLBROOK  JULIANNE PHILLIPS  B. LEE ERMELY  RICHARD LUBERTINI  CLEAVON LITTLE

A UNIVERSE PICTURE
**Fletch Lives**

...Gives Listeners Southern Hospitality!

Your listeners will laugh with "FLETCH LIVES," MCA Home Video's hit comedy starring Chevy Chase! Winners will pick up a copy of "FLETCH LIVES" on videocassette, and a "Fletch" T-Shirt.

All winners will qualify for the grand prize of a VCR and $100 to have a "FLETCH LIVES Premiere Party" which will include food, refreshments, and a maid service to clean up afterwards!

Available September 14-October 1

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**SPECIAL TRAVEL PROMOTION**

Listeners in the Top 7 markets will qualify for a trip for two to New Orleans including roundtrip airfare, first class accommodations, and a tour of a famous plantation!

Call Tina Leitz at 213-553-4330
Chris Beck presents:
A 3-Day Intensive Workshop

NEW BUSINESS
FROM NEW DECISION MAKERS & BUDGETS!

ON-THE-STREET STRATEGIES
You'll learn techniques developed on the street through Chris Beck's actual sales calls this year with client stations that have generated local dollars from:

- BLOCKBUSTER
- VIDEO
- K-MART
- MAY CO.
- SEARS
- WALGREENS
- WALMART

CASE STUDY EXAMPLES
You'll maximize your learning through actual case studies and examples of accounts that are on the air now!

MAJOR ACCOUNT SELLING
Learn how to create local business from Decision Makers such as:
- Human Resource Directors
- Department Managers
- VP Merchandising
- Dist. Mgr. of National Retail Accounts

from profitable prospecting telephone techniques, the right questions to ask, proposals to present and how to close!

UP SELL CURRENT ADVERTISERS
Create new business from current advertisers through new Decision Makers and budgets. Examples and actual case studies will be included!

SEMINAR INFORMATION
Registration includes:
- Breakfast - Thursday, Friday & Saturday
- Lunch - Thursday, Friday & Saturday
- Chris New Book "Sales Strategy"
- Radio Dictionary and Terminology
- Case Studies, Proposal Writing and Telephone Techniques

Seminar Cost:
- Before September 7th - $987
- After September 7th - $1179
- Two or more - $965

Cancellation Policy:
- $150 if cancelled before September 20th
- No refunds after this date

Travel Arrangements:
- Delta Airlines is the official carrier of Chris Beck Communications - For # 818035
  - For 40% to 75% off air travel
  - (818) 221-1212

DON'T MISS THIS OPPORTUNITY! - ACT NOW - ATTENDANCE IS LIMITED!

ONLY 20 SEATS REMAIN! — PAYS ITSELF WITH JUST ONE ORDER!

Call Now (818) 594-0851

or fax us at (818) 594-5030 - We'll fax your registration form, answer your questions or send you more information!
Radio

STEVEN DECKER has been named GM at Summit Broadcasting. He was formerly Financial Manager at KAOA & KOAG/Denver.

ROGER MCDOWELL takes over VP/GM post at KEYF-AM & FM-Spotlane. He had occupied a similar post at KEVY/Pasco, WA. Also at the station, JOSH MEDNICK assumes GSM duties. He pivots from crosstown KTRW, where he was Sales Manager.

ERIC BURCH steps up from ND to VP/Broadcast Operations at Business Radio Network.

ROBERT HILLER moves to the GM post at WKL/Millersburg, OH. He was formerly VP/GM at WNW & WQK/Canton.

LYNN HALTERMAN has joined WOM & WBKR/Owensboro, KY as GM. He was previously GSM at WIRE & WXTZ/Indianapolis.

JACK LEE succeeds ANDY FRIEDRICH as Exec. Director of Milwaukee Area Radio Stations (MARS). Lee is the former President/GM of WEMP & WMXK/Milwaukee. Friedrich left to pursue other interests.

MARSHA REAGAN is elevated from AE to LSM at KISS/Seattle.

MARTHA AGUAYO is upped from AE to LSM at KMZ/El Paso.

DAVID HAINES segues to the ND post at WPLJ. He previously served in the same position at WAVA/Washington.

MARK LIPSKY, Director/Advertising & Promotion at WPEN & WMGK/Philadelphia, resigns that post to open his own promotion and marketing company, Lipsky Marketing.

TOM WILL becomes Director/Sales at WFYR-Chicago. He was formerly Central Regional Manager at Harmony Gold/Chicago. Concurrently, BETSY Riemenschneider takes on Director/Marketing & Promotion duties after

RIEMENSCHNEIDER takes on DirecCentral in Philadelphia, PA. He was previously GSM at WRQK/Canton.

Lee RICH as GM. He succeeds MARK LIPSKY, Director /Advertisment when CBS Songs was named VP/Media Relations.

JOSH MEDNICK assumes GSM post from JON ROBERTS, who becomes Manager /Regional Promotion.

TONY ROME succeeds BENNITT ZIMMERMAN, a recent graduate of Harvard Business School. He has been hired as Manager/Marketing. Concurrently, BRENNDA DAVENPORT-LEIGH, Manager/Media Relations in the Nashville office, moves up to Director/Artist Development.

Also at SBK, MICHELE SAVAGE and JEFF HILL, Promotions, has been elevated to Director/Regional Promotion.

Also at SBK, JACOBY PROCTOR is promoted to Director/Artist Development. He has been with the company since 1986.

Newsmakers

CEILA FROEHLIG will serve as VP/GM, Southern Region at EMI Music Publishing, overseeing the combined EMI/SBM Publishing Companies. She had been head of EMI Publishing's Nashville division.

ROB WOJAC, Director/Adverti- ser & Agency Services at Birch/Scarborough Research, has been promoted to VP/Eastern National Advertiser/Agency Division Services. Concurrently, VP/ Western Advertiser & Agency Services JULIE GOLDSMITH has expanded her responsibilities to include all sales west of the Rockies. Also at the company, JILL SNYDER of the Chicago office has been upped to VP/Midcontinent Advertiser/Agency Division, and Product Manager MARK BELMONTE has been elevated to Director/Customer Relations.

MADELEINE BOYER, former Director/Advertising & Promotions at WNYM/New York, has formed Madeleine Boyer Marketing, specializing in radio marketing.

DENNIS GRÖS announces the founding of Gros Executive Search. The Baton Rouge, LA-based executive search firm is dedicated exclusively to the radio industry.

PROS ON THE LOOSE

Denny Alexander — OM/mornings WCOL/Portsmouth, NH (903) 427-0646.

Bill Booth — Mornings WYZ/B/Ft. Walton Beach, FL (904) 864-1700.

Jim Gibbs — Mornings KTPK/Topek (913) 235-0055.

Craig Hall — On-WOCO/ Ashland, OH (216) 777-3797.

Brian Hauser — AMD/Mornings WNJE/Ft. Walton Beach (904) 664-1267.

Alan Humphrey — Afternoons WNJE/Ft. Walton Beach (904) 243-7625.

Mike Knight — Afternoons WMMX/Miami (305) 456-3980.

Lebo — Nights WNJE/Ft. Walton Beach (904) 243-8413.

Steve Michaels — Mornings WLVN/Panama City, FL (941) 234-1508.

Bob Raleigh — OM WCWK/Greenville-Spartanburg (903) 226-1017.

Tony Rome — Afternoons WNJE/Ft. Walton Beach (904) 664-1266.

Dave Shropshire — Mornings KHFI/Austin (512) 346-2927.

Industry

PAUL ERNST and MIKE SAMOLIS have joined Paragon Research as re- searchers. Ernst was formerly Director/Programming Research at Susquehanna Radio; Samolis previously worked at KRMG/San Antonio and Fohn Media Research.

ROBERT SHIVE has been appointed National Sales Director at Media Monitors. He was most recently GSM at WHTR-TV/Indianapolis.

Concurrently, the company welcomes two new Regional Sales Managers DAPHNE HARRIS and JEFF RYAN. Harris has worked with WRAL, Lynch, and crosstown WRAL; Ryan is a former lobbyist who has also worked in national spot radio sales.

ROB RICH becomes GM at FastCom Broadcast Services. He had been a VP at Century 21.

Networks

UNITED STATIONS will air "The Rolling Stones Story" during the Sep- tember 15th weekend. WYSP/Philadelphia personality Ed Scialy will host the three-hour feature, which will include selections spanning the group’s entire career; (215) 575-6100.

CBS RADIO has overhauled its format clock by feeding news at 4 minutes past with an optional cutaway. "Today in Rock History" has been added to the lineup, and four short-form features have been elimi- nated. Other features — including "Monday Night," "Classic Cuts Library," "Late Trax" — have been re- turned; (215) 875-3771.

MJI BROADCASTING will broadcast the fifth annual benefit concert of the New Artists Against Hunger & Homelessness September 13 at the NAB "Radio '89" conven- tion. Scheduled to perform are Rita Coolidge, Dr. John, the Neville Broth- ers, Allen Toussaint, Ry Cooder, the Radiators, and more; (212) 245- 5010.

The SCIENCE REPORT short fea- ture has begun distribution via satellite, (212) 661-9404.

WEST STREET ONE's "Pirate Radio USA" will debut in October. The five- hour show, presented in a party atmos- phere, will air live from Los Angeles every Saturday from 7pm-midnight; (213) 840-4244.

UNITED SYNDICATION ASSOC- iates has acquired the national two-hour call-in program "Baseball Sun- day." The show is fed 7-9pm (ET) and features USA Today Baseball Editor Hal Bodley, (913) 491-4000.

Changes

Bill Sickles is upped from Sr. AE to Manager at Katz Radio/Chicago. At the company’s Philadelphia office, Sr. AE JOHN LATZER steps up to Manager. EVA MANES is now an AE at McGaun Guild Radio/New York.

Dorrian Cohen has been named an AE at WMEX & WMJX/Boston. "Jimmy Higginbothom joins WZZU/ Raleigh as an AE.

Convention Special:

20% OFF GOLD DISC CDs

Sale Ends September 30, 1989

Radio '89

Booth 311

www.americanradiohistory.com
**ABC Gathers Stones Rights**

After feverish bidding by most of the major radio networks, ABC Radio has acquired the exclusive US radio broadcast rights for the **Rolling Stones**’ upcoming “Steel Wheels” tour. Price? About half a million bucks.

Some of the prizes in the package include a three-hour concert broadcast in December, a two-hour live interview with the group that will include listener call-ins, an official Stones 25th anniversary radio special, and daily tour updates.

Birch/Scarborough Research has announced that it will be reissuing its “County America” reports, having discovered that faulty data was used to compile the summaries.

President Tom Birch told ST that about 500 stations were affected, but emphasized that all of them were stations that sit on the fringe of metro areas.

Major metro and non-metro stations as well as Birch’s regular syndicated reports were not affected by the snafu. New county reports will be resubmitted in October.

Word out of Universal City is that MCA Records Chairman Irving Azoff is in serious negotiations to start his own record label/entertainment division within the company, which will utilize the MCA promo staff as well as its own.

**Big Dogs Cassette To Go**

On Tuesday (8/29), several L.A. radio stations received an anonymous cassette warning P&Ds to “Move over and let the Big Dogs eat!” The ominous messages came courtesy of the folks at KFAC, who are now answering their phones “FM 92.”

The mind game began with the “Big Dogs” billboard (R&R, 8/11). Target time ‘n’ date for the station’s “mystery format” is 2pm on Wednesday (9/20).

In the meantime, KFAC has officially announced it will leave the Classical format next month. So . . . what will the new format be? President/GM Jim deCastro and PD Liz Kelley hinted at a “contemporary direction,” but refused to elaborate.

ST hears that Greater Media is eying Sandusky AOR KBPI/Denver.

**Elektraizing Changes**

Elektra Records has officially changed its name to Elektra Entertainment. Look for the label to elevate local SF rep Michelle Meisner to Regional Director/West Coast AOR, based in the Bay Area. She succeeds Phil Poulos, who jumped to Dallas for Virgin.

Also look for local L.A. rep Del Williams to be named Regional Director/West Coast CHR. Contact Sr. VP/Promo Brad Hunt for the open local gigs.

KOZY-AM & FM/SF owner Jim Gabbett says ViaCom has tossed a $20 million letter-of-intent on his desk, but negotiations for the combo have hit a snag — and he doesn’t think the deal will go down after all.

ST’s ear-to-the-Emerald City hears that KXKI & KMGI/Seattle will name a new GM/PD real soon. Also . . . KMGI’s new Hot AC facelift includes the addition of the identifier “1-107.7.”

With Harvey Alan out at WAAF/Worcester-Boston (ST, 8/26), former WPRO/Providence personality Nancy Grimes has been named acting PD. As ST went to press, GM John Sutherland said he was “very close” to making a definitive announcement about the station’s future plans.

Could those plans include KXXR/RC acting PD Gary Franklin?

**ADVERTISEMENT**

- **TENA**
  - LP Sales Over 800,000 Units
  - Album Network: 88°-77°
  - Now On Tour

**Chris Elliott To Consult Oldies Station For McCoy Media**

Nationally known Oldies Programmer Chris Elliott has left top rated KXKL/Denver to serve as Oldies specialist for McCoy Media programming consultants.

Elliott will work with Gold stations on music, promotion, personality and information elements. The consultant will also assist McCoy Media Adult Contemporary clients.

Watch for this move to enable Mike McVay to concentrate on more Adult Contemporary Stations while Charlie Cook devotes more time to Country and Harv Blain directs his attention to the CHR field.

**Exclusive**

McCoy Media is ready to go to work for your radio station. Contact Mike or Doris McVay at 216-892-1910.
MAC IS BACK.
The Paul McCartney Tour

5 nights at The Forum in Los Angeles
3 nights at The Horizon in Chicago
4 nights at Madison Square Garden in New York

The New Album
Flowers In The Dirt

The New Single
"This One"

WMMS
WXKS
WZOU
KRBE
KKRZ
XXYQ
KCPX
KUBE
KRQI
WAZY
WYCR
WWHR
WJLK
KNOE
WAEB
WMJQ
JET-FM
WERZ
WNNK
100KHI
WPST
WNYZ
WBCY
KSAQ
WPHR

LIVE AND ON RECORD. MAC IS BACK IN FULL FORCE.

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Street Talk

Axed Again

Looks like controversial WWW/E/Cleveland talk show host Gary Dee — who was turfed from his last three jobs in New York, Chicago, and Washington — has been axed again, after the station received a complaint filed with the FCC alleging on-air indecency.

Station officials told ST only that Dee’s been suspended indefinitely (with pay) while under investigation.

ST hears former KKLOQ (Q106)/San Diego morning man Jack Murphy is already looking for a house in Atlanta. And ... is 94/9 Pittsburgh PD Bill Cahill the leading candidate to join Murphy as PD at 94Q?

ST’s KLOS rumor-of-the-week hears that the station has been talking with KBI/P/Denver morning team Garry O’Neal & Mike Olson (The O Brothers) about a possible afternoon shift.

Three’s The Magic Number

Longtime West Coast AOR programmer Dana Jang has returned to KSJO/San Jose for the third time in his lengthy career — this time as MD. (Current MD Tim Jeffries will continue in PM drive.) Jang did mornings at the station from 1972-73, was PD from 1985-86, and spent 11 years at crosstown KOME. His most recent PD job was at KCAL/Riverside-San Bernardino.

Meanwhile, former KSJO PD Ken Anthony, now PD at KLOU/Houston, has hired former KSJO MD Patty Martin, whom Jang succeeded as KLOL MD. (D wayna Steele retains her KLOL Asst. PD/midday duties.) Martin assumes her new post immediately after returning from her honeymoon — she got married last Saturday (8/26!)

Vicki Layne, a 12-year veteran of the NC-based Record Bar chain, will soon be joining R&R as Director of Sales for our Nashville office.

Eight-year WTC-F/M/Hartford morning man Gary Craig and the station went down the wire on contract negotiations, but Craig has reupped his deal with the CHR outlet.

KOST/L.A. Station Manager/PD Jhani Kaye is also producing ‘n directing all of Dick Clark’s major market TV spots for radio.

Contact Kaye for details.

Bobby Earls is the new PD/morning man at Urban K98/Monroe, LA. He replaces Joe B. Hughes, who steps down to concentrate on his nightshift.

Look for Polydor to name Sean Renet as its new National Director/Alternative Radio. Renet was formerly at Motown in a similar capacity.

Aerosmith Pump WEA Contab

Geffen’s bad boys from Bonetown, Aerosmith, closed the Miami WEA convention (8/26) with a surprise hour-plus set that reportedly had more than one conventioner wishing Steven Tyler handed out scarves the way Elvis used to do.

Congrats to newly appointed Virgin VP/Field Promo John Boulos and his wife, Giacinta, on the birth of their fourth child, Steven Matthew, on Sunday (8/27).

Incidentally, now that Boulos is in a new position, will current VP/Fiel Promotions Michael Plenk be named VP/Promotions when current VP/GM Phil Quartararo moves back to NY to head up Virgin’s Charisma Records?

Real Men Wear Bunny Jackets

When the L.A. Raiders returned to their old stomping grounds to play the Houston Oilers last Saturday (8/26), this message flashed across the scoreboard at the half:

“The Raiders and the Oakland Coliseum would like to welcome back a true Raider fan — (WB VP/Promotion) Dino Barbis.”

As we went to press, KISW/Seattle morning duce Bob Rivers was it again, vowing to remain on the air until the Seattle Mariners won a game.

Rivers began his latest marathon at 5:30am Monday (8/28), following the Mariners’ 11th consecutive loss. A similar stunt last year kept Rivers on WYI/Baltimore for almost 300 hours. This one, thanks to a timely Seattle victory Tuesday night (8/29), lasted all of 39.

Pirate For A Day

When KMPCL/A., morning man Robert W. Morgan asked his daughter, Susanna, what she wanted for her 15th birthday, the former Boss Jock was stunned to hear that she wanted to pull a guest airshift . . . on Pirate Radio!

On Wednesday (8/16), Susanna got her wish, and shared the mike with Scott Shannon, announcing songs, trading bits — even firing off a few of pop’s old KHJ jock jingles. (Morgan admitted he spent most of his Wednesday show listening to his daughter on the cue speaker.)

Continued from Page 26

FOLLOWING THE-release of their forthcoming LP, "We Too Are One," with not one, but two intimate concerts-cum-listening parties. The one with the 500-person guest list was held in the lobby of the Paradise Theatre in Hollywood on Monday (8/28). The really BIG one — the acoustic showcase with the 100-person guest list — took place at group co-leader Dave Stewart’s cozy Encino home the day before (8/27). Seen on the scene at Sunday’s swankin’ soiree are (l-r) Arista VP Marty Diamond, co-manager Kenny Smith, Exec. VP Ray Lott, Dave Stewart, Annie Lennox, President Clive Davis, Sr. VP Jim Cawley, and VP Sean Cookley.

LIVESTREAM FROM THE RILY GOOD PART OF ENCINO — Newly signed Arista recording artists Eurythmics recently celebrated the release of their forthcoming LP, “We Too Are One,” with not one, but two intimate concerts-cum-listening parties. The one with the 500-person guest list was held in the lobby of the Paradise Theatre in Hollywood on Monday (8/28). The really BIG one — the acoustic showcase with the 100-person guest list — took place at group co-leader Dave Stewart’s cozy Encino home the day before (8/27). Seen on the scene at Sunday’s swankin’ soiree are (l-r) Arista VP Marty Diamond, co-manager Kenny Smith, Exec. VP Ray Lott, Dave Stewart, Annie Lennox, President Clive Davis, Sr. VP Jim Cawley, and VP Sean Cookley.

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"Healing Hands"

The first hit single from the soon-to-be classic album Sleeping With The Past

One of the "Most Added"
And One of the "Most Active"

Key Adds Include:
PWR99  KKRZ
WNVZ  KCPX
WNIC  KISN
WKTI  KUBE
WLOL  WIOQ

Produced by: Chris Thomas
Management: John Reid

"Runnin' Down A Dream"

The new hit track from Tom's sensational platinum plus solo LP Full Moon Fever

CHR Chart 35
P1 Moves:
WXKS 32-22  KWOD 22-17
WZOU 27-17  KEGL 15-13
Q95 14-12  WMMS 1-1
KXYQ 6-5  PIRATE 9-7

Produced by: Jeff Lynne, with T.P. and Mike Campbell
Management: Tony Dimitriades for East End Management
Indecency

Continued from Page 1

The penalty for broadcast indecency is a $100,000 fine or up to one year in prison and a $10,000 fine. The stations could also conceivably receive short-term blackballs or even lose their licenses. In addition, the Justice Department has the power to seek criminal penalties of up to three years in prison and a $10,000 fine.

Muted Response From Targets

The cited licensees are keeping a low profile in the FCC's mission's move against them.

Great American VP Chris Whet said only that the 1967 bits cited in the WFBQ EEOC case are not representative of the station's current programming. "We’ve tried to move away from the kind of programming that might be called ‘shock radio.’" he said. "It’s not so much that Bob and Tom have toned down. We’ve added news, weather and other features that have reduced the amount of time available for bits. Our audience has grown.

According to WLUP VP/GM Larry Wert, Evergreen is still reviewing the FCC's letter and has not yet developed an official position or response.

A NAB spokesperson who asked not to be identified said his company would have no comment on the KSJO complaint.

In its letter, the FCC said KSJO of the indecency proceeding, the FCC cited eight Perry Stone bits (see sidebar). WLUP was cited for three bits, and the WFTQ letter offered two examples of possible indecency from that station's Bob & Tom Show.

Caving In To Congressional Pressure?
The FCC's latest indecency actions came just four weeks after new FCC Chairman Skiles and his fellow Commissioners Marshall and Andrew Barrett, were grilled on the indecency issue by members of the House and Senate. The lawmakers who used the Commission's confirmation hearing to blast the FCC for what they see as its unwillingness to crack down on broadcast indecency and violence were Senator Albert Gore (D-TN), Ernest Hart (D-NC), and Daniel Issenay (D-HI).

But FCC General Counsel Diane Killory denies that the Commission's prompt action on indecency was directly related to the senators' demands for action.

"Chairman Skiles didn't say, 'I'm getting beaten on by Congress, hurry up and find some cases,'" said Killory. "These proceedings were on his desk when he arrived. We were ready to proceed with these actions when Chairman (Dennis) Patrick, but he decided it wasn’t appropriate for him to initiate a new proceeding in his waving days."

According to Killory, the three complaints do demonstrate that Skiles "was clear" when he told Congress he is committed to going after those who violate the law on indecency.

Asked why the Commission took over two years to act on listener complaints about WFBQ, Killory blamed legal obstacles the Commission's own processes, and a lack of cooperation.

"For a while our efforts were sidetracked by litigation (on the indecency issue)," said Killory. "In the past year (the complaints) have been winding its way through our system of checks and balances. We take our responsibilities in this area very seriously - but we also have limited resources.

John Price, the Indianapolis lawyer whose Decency In Broadcasting filed the initial complaints against WFBQ, said that while he is "encouraged" by the Commission's action he is not sure whether the process will do much to discourage the FCC.

"The FCC has indicated that the maximum penalty they will levy in these cases is a $20,000 fine, nothing about license revocation or renewals," said Price. "I'm not sure what that will do for deterrence if stations pay by some $200,000. A lot of it "price they'll have to pay for years of indecent broadcasts."

Other Stations Express Concern

Executives at some other stations contacted by the Commission were concerned about the ramifications of the Commission's new crackdown.

"I’m worried that the pendulum that has swung so far one way during the Reagan years may be swinging back toward witch hunts," said WHYY/Philadelphia PD Bill Weston. WHYY is home to "The Mike Gerardi Show" who has been "heavily fined for obscenity.

But Ken Stevens, GM of WYSP/ Buffalo, said that while he "encouraged" by the Commission's action he is not sure whether the process will do much to discourage the FCC.

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Meanwhile, At The Courthouse

On the legal front in the battle over indecency, the FCC and the Justice Department last week asked the US Court of Appeals for the District of Columbia to send Congress's 24-hour indecency ban back to the FCC for study before the court decides whether such a ban is constitutional.

The ban, passed by Congress last fall, would require the FCC to enforce its indecency rules around the clock, thus eliminating the midnight-to-7am "safe harbor" for broadcasters' indecent programming. However, before it ban went into effect, a coalition led by NAB won a court order delaying its implementation.

NAB General Counsel Jeff Bauman said the group will oppose the FCC's request to further study the ban. "Having briefed the case already, we are entitled to a decision on the merits," said Bauman.

R&R TIMELINE

Polly Anthony began her career as a secretary for Portrait Rec-

ords in 1978. She moved up the Epic/Portrait ladder to become Man-
ager/AC Promotion two years later, advanced to AD in '84, and now serves as Director/National Promotion. West Coast in '88, her job today is elevated to VP/VP Pop Promotion.

Polly Anthony

1 YEAR AGO TODAY

- Polydor appoints Bill Smith VP/Poph and Ron Ellison VP/Urban
- Ed Levine hired as KLO/Houston PD
- Terry Hickman returns to WXML/Miami PD gig
- KRO sells WRS/New York to Summit for $50 million
- KHR: "Sweet Child O' Mine" - Guns N' Roses (Geffen)
- KAC: "I'll Always Love You" - Taylor Dayne (Arista)
- UC: "She's On The Left" - Jeffrey Osborne (A&M)
- KCountry: "We Believe In Happy Endings" - Earl Thomas Conley (Epic)
- KAR Track: "I Hate To Lose Your Love" - Little Feat (WB)
- KAR Album: "Let It Roll" - Little Feat (WB)
- KAC: "Close Up" - David Sanborn (Reprise)
- KContemporary Jazz: "Politics" - Yellow jackets (MCA)

5 YEARS AGO TODAY

- Chicago changes: G. Michael Donovan named WGGX VP/GM, Jay Miller hired as WJJD PD, and John Records Landecker moves to WAGO for mornings
- Lawrence Tanter tapped as KUTELos Angeles PD
- Cliff Bake becomes WMZ20-AM & FM/Washington PD
- New Comeofthecity PD
- Gino Mitchell nabs KLOS/Los Angeles afternoon drive slot
- KHR: "Missing You" - John Waite (SMG America)
- KAC: "Leave A Tender Moment Alone" - Billy Joel (Columbia)
- UC: "Just The Way You Like It" - SOS Band (Tabu/CBS)
- KCountry: "Everyday" - Oak Ridge Boys (MCA)
- KAR Track: "Cover Me" - Bruce Springsteen (Columbia)
- KAR Album: "Born In The USA" - Bruce Springsteen (Columbia)
- KJazz: "Road Warriors" - Les McCann & Houston Person (Greene St./2001)

10 YEARS AGO TODAY

- RCD Records elevates Richard Fitzgerald to Sr. VP/Promotion and Bob Smith to VP/Promotion
- NBC/Universal named KRVT/Kenosha AGO
- Don Hoberg promoted to KCBD/Duluth, MN GM
- Judy McNutt joins KBPI/Denver as Asst. PD
- WBNO/Bryce, OH becomes the first solar-powered radio station
- KHR: "Lonesome Loser" - Little River Band (Capitol)
- KAC: "I'll Never Love This Way Again" - Dionne Warwick (Arista)
- UC: "Don't Stop 'Til You Get Enough" - Michael Jackson ( Epic)
- KCountry: "I May Never Get To Heaven" - Conway Twitty (MCA)
- KAR Album: "Get The Knack" - Knack (Capitol)

15 YEARS AGO TODAY

- Lasabanica and Warner Bros. Records and distribution deal Tom Cozzi upped to VP/Promotion
- Steve Rivers becomes WZGC/Atlanta PD
- KHR: "(You're) Having My Baby" - Paul Anka (UA)
- KAC: "I'm Gonna Love You" - Olivia Newton-John/MCA (2 wks)
- KCountry: "Old Man From The Mountain" - Merle Haggard (Capitol)
- KAR Album: "Fulcrum's Finale First Finales" - Stevie Wonder (Tama)
- Hurricane Heanem
IMAGINE YOUR STATION GOING NATIONWIDE!

WE'VE CONVINCED LISTENERS IN THESE MARKETS:

<table>
<thead>
<tr>
<th>Market</th>
<th>6A-Mid/M-S (Local)</th>
<th>Open House Party (National)</th>
<th>Advantage</th>
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<td>11.8</td>
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<td>6.3</td>
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<tr>
<td>Indianapolis/WZPL-FM</td>
<td>9.7</td>
<td>16.5</td>
<td>+70%</td>
</tr>
</tbody>
</table>

Arbitron, Spring '89, AQH Metro Share, 6AM-Mid, Mon.-Sun. vs. 7P-Mid OHP weekend average.

? WHY IS THIS HAPPENING?

An AMAZING BREAKTHROUGH in audience response is occurring every weekend to programmers airing OPEN HOUSE PARTY™:

LISTENERS THINK IT'S LOCAL

Suddenly, your station is hosting the biggest party on the planet... with programming beaming across North America. Open House Party™ makes it sound like your station is broadcasting nationally, which boosts your image in the eyes of your listeners.

135 MILLION!

Now airing on over 70 great stations, Open House Party™ reaches a potential audience of 135 million! It has changed the sound of weekend radio forever. Your station is connected with cities from coast-to-coast, now definitely the most listened to live contemporary radio program on the air.

SUPER HOT GUESTS

The biggest stars are available exclusively to your listeners through your station. The hottest stars in America beg to get on mike with John Garabedian, who makes your competition's weekend talent sound like feeble wimps. Banks of toll-free 800 lines provide direct, interactive listener input. Our studio is wired directly for live satellite transmission assuring stellar digital quality! Your call letters are always first talk out of music.

KICK IN THE ASS

Take advantage of this festive, high-tech programming to give your weekends a kick in the ass (your competitor too). We target mainstream available audience, updating constantly, using fresh research from independent firms. Imagine extending your weekend time-spent-listening during this show, and adding it to your Monday through Sunday total audience. Wow!

CATCH THE FALL BOOK NOW

Connect your listeners, with the fastest growing weekend audience in North America. Call Superadio now to lock it up before your competition locks you out. (508) 485-3500.

Open House Party

www.americanradiohistory.com
For more information, contact your Westwood One Representative at (213) 204-5000, in Canada (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.
Going Back To College

College Promotion Departments A Label Necessity

During the economic crunch of the late '70s and early '80s, college radio promotion departments were viewed as a luxury labels could afford to do without. New information contradicts that belief and reveals that having a presence at the college radio level is a necessity.

That information, gleaned from a recent Street Pulse Group Soundata survey, points out the music being played on college radio is the primary attraction for active music consumers. So it stands to reason that labels should consider whether they are taking full advantage of the opportunity these stations offer.

Who's Listening?

Thirty-five percent of the active music consumers queried in a recent Street Pulse Group Soundata panel said they were aware of the college radio station in their area, and half of that segment said they sometimes listened to those stations. Nearly half (44%) of the males surveyed were aware of a college station in their marketplace, as compared to 28% of the women. Awareness by age segment was highest among those 18-20. That's to be expected when you consider most college students infuse a lot of their time into this area. Music consumers who are college graduates showed an equally high awareness of college stations in their markets. The only consumer group that fell below the 35% norm for awareness was the 12-15 year-olds.

Geographically, 42% of music buyers in the Northeast knew the college station's format. Other regions were in line with the 35% norm. In terms of listening, 54% of the format-aware males and 47% of the format-aware females said they tune in.

Fifty percent or more of those in almost every age group who said they were aware of a college station on their dial also said they listened to it at some time. The only exceptions were the 12-13s and 35-44: 45% of both groups listened when they were aware of the station.

Two-thirds of the black consumers who were cognizant of a college station's existence said they listened versus half of the cognizant white consumers.

Music Main Attraction

Asked why they listened to college radio - without being given a list of potential reasons - respondents answered:

- Music - As mentioned earlier, this was the number one answer (given by 24%). It was very important to younger (under-18) listeners: 36% liked the type of music college stations play.
- More variety - Older consumers seemed equally inspired by the fact that there was less repetition/more variety (31% total). This was especially important to those 35-44 - one in three listed it as their most important reason. Variety was more important to black consumers (nearly one in three) than to their white counterparts (one in five).
- Commercial-free - The fact length of time was still a drawing card, noteworthy for attracting devotees of the classical, alternative/new music, and jazz genres.

Music consumers 35+ said they liked classical, while nearly one in three of those 45+ said they listened to college radio just to hear classical music. Alternative music was pegged by the 18-34 college-listening audience: women exhibited a greater interest in that genre than men. And the attraction of jazz, like classical, rose in direct proportion to consumer age.

Rock Enroll

Active music consumers listen to college radio primarily because of its:

- Music emphasis
- More variety/less repetition strategy
- Commercial-free programming
- Block programming

"Fifty percent... of those who said they were aware of a college station on their dial also said they listened to it at some time."

Mike Shalett is President of the Street Pulse Group (203-355-0902), a market research firm that tracks consumer trends via a panel of more than 2000 active music buyers nationwide.

COLLEGE RADIO VS. MARKET PEERS

Dialing For Listeners

How does college radio stack up against the "big boys" on the radio dial? While conducting its college radio survey, the Street Pulse Group polled music consumers for its quarterly review of respondents' overall first- and second-favorite stations by format.

CHR retained the lead with a 24% share, as AOR continued its downward trend from a year ago with a 22% share. By comparison, college radio pulls a 2.3% share; adding NPR stations (the designation many college stations use to identify themselves) yielded a combined 4.5% share.

As a first- or second-favorite, college/NPR stations were listed by more males (54%) than females (46%). Nearly four out of five panelists who listed a college or NPR outlet as their first- or second-favorite were 25 or older.

For a significant percentage of music consumers 25+, these stations are where they spend a sizable part of their musical lifestyle and undoubtedly where they discover the music that will make up their future purchases.

College radio listening is also part of the music mix for younger consumers — but those stations aren't necessarily their first- or second-favorites. It's interesting to note that the same breakdown occurs among those of college age.

Mike Shalett
A 25-YEAR VISUAL SALUTE

Bee Gees: 'One' More Time

With a Top 20 chart climber in "One," the Bee Gees have just about reached the 25-year mark in the hitmaking annals. They began their recording career in Australia a bit more than a quarter century ago (March '63), and hit the national singles charts Down Under for the first time in 1965.

Rather than rehash the multitudinous highlights of the Gibb brothers' musical history, I thought it would be more interesting — and more in keeping with the reverent, scholarly tone of this column — to examine their career from a visual angle.

The result of rummaging through old album covers (the most valuable of which was a compilation of early Bee Gees material — and photographs — by Australian historian Glenn Baker called "The Birth Of Brilliance") is the fashion chronicle you see below.

The earliest photo (1968) shows the brothers just off the boat from their Manchester, UK birthplace, working out the chords to "Night Fever." By 1969, when they'd already turned professional, little growth can be detected in the twins, Robin and Maurice, but elder brother Barry has developed a rather prominent profile and an unattractive pseudo-pompadour which the arrival of the Beatles and longer hairstyles eventually mitigated. (Not in time, however, to modify the extreme Brylcreem display in the circa-'64 shot.)

In late 1966, having finally scored some Australian successes, the Bee Gees ventured back to England to take a shot at the global market. "New York Mining Disaster 1941" was their worldwide breakthrough, followed by "To Love Somebody," "Massachusetts," "Words," and more. At this point they were imaged as a five-piece band, using Australian musicians Colin Peterson (center of '67 shot) and Vince Maloney (left), one of Australia's top guitarists, who immediately started spelling his name Moloney and never was quite the same.

Still, it's a mature, restrained look for the brothers, which is not quite what you'd say about the medieval doublets and such in the 1969 picture. This photo's from a brief period when Robin left the Bee Gees to go solo. It's doubtful, however, that the dog in the shot was meant to represent the absent Robin (although when David Crosby left the Byrds, the remaining members did substitute a horse in his place on the cover of their next LP).

Robin came back in 1970, and by 1972 Maurice and Barry were sporting beards, with the former also acquiring a taste for tie-dyed shirts. This remnant of hippie haute fashion gave way by 1978 to the famous "Saturday Night Fever" white-suited/swinging medal/turtlenecked disco dukes look so beloved of rock fans everywhere.

As can be seen underneath the headline, the Bee Gees today have adopted a more sedate appearance, as befits a group of their maturity, heritage, and strong desire to rid themselves of the trap-pings of their disco heyday. And, after some lean years when "Stayin' Alive" took on a more personal significance than they perhaps would have chosen, they appear to have returned to the pop mainstream at last.

With the help of additional port- able hairdryers to effortlessly achieve those expressions of windblown determination. The sleeve accompanied a rather pointed Bee Gees parody number called "Meaningless Songs (In Very High Voices)," completing a package calculated to offend any member of the Gibb entourage not possessed of a strong sense of humor. Which, on the occasion of this single's exposure here, I hope they still have.

The Bee Gees Photo History
HOW TO "BUY" A BIGGER AUDIENCE.

Okay, you've got your programming finely honed. You've got the best on-air talent, but you're still butting heads with the competition. You want better quarter-hour numbers, a bigger audience, what do you do?

Buy it.

Easier said than done, you say? Not really.

"BIG CITY" SOUND.

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

Now, we're not talking about any ordinary black box that continually expands and compresses, sending your audio up and down, over and over, creating severe listener fatigue.

We're talking digital control. Smooth, subtle control that keeps your signal at optimum levels and your listeners listening.

That's how the big city stations do it.

"BIG CITY" RATINGS.

Ratings. That's the name of the game. The formula is ridiculously simple. The bigger the audience, the better the ratings. And one of the surest ways to get better ratings is to get your signal to stand out on the overcrowded dial, to better penetrate buildings and reach the outer fringes with greater power and clarity.

"BIG CITY" REVENUE.

One of the more pleasant results of getting that big city sound on the air is putting big city bucks in the bank. Again, a simple formula. A bigger audience and better ratings means you can command higher rates for your commercial air time.

And, that's the bottom line.

RISK FREE TRIAL.

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

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

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See us at RADIO '89

Booth 245
Ed Sullivan Rocks Out

MONDAY, SEPTEMBER 11


1971: The Jackson Five animated TV series premieres on ABC.

1977: Bernie Taupin makes his acting debut as a bandleader on TV's "The Hardy Boys Mysteries."

1987: Reggae star and Wailers co-founder Peter Tosh is shot to death when he suprises intruders in his Kingston, Jamaica home.

1988: "Black radio has black artists by the throat!" — Johnny Kemp complains in an L.A. Times interview that black radio parameters confine the creativity of new black artists. He cites Terence Trent D'Arby and Tracy Chapman among encouraging exceptions.

Born: Mick Talbot (Style Council) 1958, Jon Moss (Culture Club) 1957, E.G. Daily 1962

TUESDAY, SEPTEMBER 12

1966: The first made-for-TV rock group — "The Monkees" premieres on NBC-TV. The group's first single, "Last Train To Clarksville," is in on its way to #1.

1980: After a month's absence, Pitman Kaye's "The Wave" announces it will use live DJs to appease listeners demanding more back-announcing.

Born: Barry White 1944, George Jones 1931, Maria Muldaur 1943, Neil Peart (Rush) 1952, Gerry Beckley (America) 1952

WEDNESDAY, SEPTEMBER 13

1960: The Federal Communications Act is amended to outlaw "payola."


1974: At New York's Nassau Coliseum, Stevie Wonder begins his first tour since a near-fatal car crash the previous year.

1980: Elton John sets an attendance record when he plays a free concert in front of 400,000 at Central Park.

1986: Wonder if they played any Toto at the wedding — Producer James Newton Howard marries actress Rosanna Arquette.

1988: Unlikely pair — John Cougar Mellencamp and Paul Simon duet on two songs for the "Live From The Hard Rock Cafe" TV special.

Born: Peter Cetera 1944, David Clayton Thomas (Blood, Sweat & Tears) 1941, Meil Torme 1925, Bill Monroe 1911

THURSDAY, SEPTEMBER 14

1955: Little Richard begins his first Specialty recording sessions and emerges with "Tutti Frutti," among others.

1968: In a Rolling Stone interview, Pete Townshend announces plans to write a rock opera about a deaf, dumb, and blind kid who's pretty good at pinball. Also, after achieving success with "The Monkees," Don Kirshner unveils his new TV show, "The Archies."

1980: "Weird Al" Yankovic's career gets a boost when he performs "Another One Rides The Bus" live on Dr. Demento's show.

1987: Although previously quoted stating he wouldn't do it until the Stones were history, Keith Richards announces he'll record a solo album. Also, the Guinness Book Of World Records recognizes "American Bandstand" as the longest-running entertainment show ever.

1988: Prince opens the US leg of the "Lovejoy" tour in Minneapolis. A post-concert party at the Paisley Park studio is shut down at 4am when neighbors four miles away complain about the noise.

Born: Jon "Bower" Bauman (Sha Na Na) 1947, Morten Harket (a-Ha) 1959, the late Steve Gaines (Lynyrd Skynyrd) 1949

FRIDAY, SEPTEMBER 15

1962: The London Daily Mirror's Peter Jones interviews the Beatles and concludes they're a "nothing group."


1974: Uriah Heep's Gary Thain is nearly electrocuted while on stage in Dallas. He later quits the group because of the other members' insensitivity to his injuries.

1978: After conquering North American charts for several years, ABBA begins its first tour of the continent in Vancouver.

1988: You don't mess with Lynyrd Skynyrd in the South — Epic releases out edited versions of Will To Power's "Baby I Love Your Way/Freebird" medley when Southern stations balk at playing a Lynyrd Skynyrd remake. Also, Mark Knopfler announces that Dire Straits has broken up.

Born: Roy Acuff 1903, Cannonball Adderley 1928

SATURDAY, SEPTEMBER 16

1963: Independent Swan Records releases the Beatles' "She Loves You" after Capitol rejected it. Single fails to click until the group dominates the charts in 1964.

1970: Led Zeppelin tops London's NME poll as "most popular group." It's the first time in eight years that the Beatles didn't take the crown.

1988: Bobby McFerrin nabbs the first a cappella CMR #1 when "Don't Worry, Be Happy" tops the chart. Also, an RIAA survey reveals that 90% of radio listeners want more back-announcing.

Born: B.B. King 1925, Earl Klugh 1953, Kenney Jones (Faces, Who) 1948, Betty Kelly (Vandellas) 1944, Rodney Franklin 1956

SUNDAY, SEPTEMBER 17

1931: RCA Records introduces the 33-1/3 rpm longplaying record.

1955: Wonder what part one sounded like — Capitol Records delivers the shortest song ever released, Les Paul's "Magic Melody, Part Two" consisting of only two notes.

1967: Ed Sullivan asks Jim Morrison to omit the "...get much higher" line when performing "Light My Fire" on his show. Morrison agrees, then sings it anyway.

1986: Beach Boy Mike Love weds model Catherine Martinez in Santa Barbara. Minister is the newly ordained Wolfman Jack.

Born: Fee Waybill 1960, Lol Creme (10cc, Godley &) 1947, Hank Williams Sr. 1923 — Paul Colbert
EVERYONE
WHO'S ANYONE IN RADIO
WILL BE THERE.

For reservations and complete information on Radio '89
Call 1-800-368-5627
Geoff Downes & Greg Lake To Duet Again

On one of the new songs, it is currently being recorded by Downes, bassist Randy Meisner, and drummer Al Schmitt, it is described as "a song that is a little bit of a mix between the two of us."

"I think it's a really good song," Downes said. "It has a lot of different elements to it, but it's also a lot of fun."

Downes said he is excited about the opportunity to work with Lake again, and that he believes the two of them have a lot to offer each other as musicians.

"I think we have a lot of fun together," Downes said. "I think we have a lot of chemistry, and I think we can make some really great music together."
NEW & ACTIVE
84/23
25 DEBUTS!

WXKS deb 24
CKOI add
KKBQ add
KRBE add
Z95 29-22
WNCI 27-24
WHYT 22-16
WKTI add
WLGL deb 31
Y108 26-24
KKBQ deb 31
KCPX deb 37
KKJQ deb 28
WDFX deb 19
HOT102 add 39
FM102 add
FLY92 add
WNNK add
K106 33-19
KZ106 add
WANS add
WZYP add
WHHY 28-22
KZIO add
WWCK 36-30
Z104 add
Z99 deb 27
WHOT add
KSN 35-26
KROY add 30
95XXX add
WNYP add

THE CULT
"EDIE (CIAO BABY)"
THE NEW SINGLE FROM THE ALBUM SONIC TEMPLE
PRODUCED BY BOB ROCK

THE B-52'S
"LOVE SHACK"
THE NEW SINGLE FROM THE ALBUM COSMIC THING
PRODUCED BY DON WAS

G98 add
KOIZ add
WJMX add
KNIN 39-20
KYYX add
KPAT 39-28
KTRX add
KMOK 24-13
SLY96 add

Plus . . .
KDBB
KS104
KZZP
KXYQ
KWOD
KPLZ
KUBE
KXXR

www.americanradiohistory.com
COMPACT DATA

Authentic Space Sounds Found On 'Voyager' LP

Bainbridge recording artist Michael Lee Thomas is putting the final touches on a book that musically documents the 12-year mission of NASA's "Voyager II" spacecraft.

The audio diary — tentatively titled "Voyager Grand Tour Suite" — blends synthesized melodies along with the solar winds of Uranus and other space noise that was beamed back to Earth by the popular probe.

Thomas received the authentic space music directly from NASA, then adapted the sounds to fit his unique soundtrack. Look for the truly out-of-this-world release to be in stores by late October.

Dynamic Duos

Guitar ace Mark Knopfler and Silverstein/RCA recording artist Brendan Croker have recorded an album of original compositions and country music classics under the moniker of the Notting Hillbillies.

No word as to when or what label the LP will be released. Meanwhile, WTG will issue the eponymous duet from Bridge 2 Far — a new duo featuring Michael Jackson's "Bad" drummer John Robinson and L.A. session singer Mark Williamson — on September 5. Guests appearing on the disc include Toto's Steve Lukather and David Paich, and keyboardist Larry Williams.

David Byrne's Two Talking Heads chieftain David Byrne has set an October 3 release date for his latest WB/Sire/Luaka Bop solo album "Re Momo" (Portuguese for "carnival King").

Produced by Steve Lillywhite, the album has been described as firmly rooted in that New York sound, was produced at several of the city's leading studios.

assurance—like exhibit featuring movable biome models of Elton John, Aretha Franklin, Jerry Lee Lewis, and Chuck Berry. The circus — which cost an estimated $17 million to build — also features a "revolving theatre sound" in which figures of the Beatles are the opening act for robot likenesses of Madonna and Bruce Springsteen.

Lick 'N Stick Rock Stars

If your late-summer vacation plans include a trip to the tiny Caribbean island of Grenada, be sure to take enough pocket change to buy a set of the nation's "Rock Star Singer" stamps to adorn your postcards back home.

Along with Elton John, Madonna, and Bruce Springsteen, the eight-stamp series of collectible commemoratives honors such stars as Whitney Houston, Lionel Richie, Bob Marley, Tina Turner, and Joan Armatrading.


The commemorative sets range in price from $3 to $48 (Costs extra to lick 'em, of course.)

Wounded Back In Action

Chameleon Records will release the new Walking Dead LP ("Flagging Winds Of Time") on September 6. The L.A.-based outfit — which includes acclaimed songwriters Jerry Goff and guitarists Eddie Munoz (formerly of the Plimsouls) and Roger Prescott (formerly of the Pops) — gets a little musical help on the album from bassist Tony Marsico and drummer Chalito Quintana of the Crusaders.

Pickin' Up The Glory

MCA Records has picked up Tampa-based rockers Crimson Glory from the independent label Roadracer and will re-release the band's second LP ("Transcendence") on October 3.

The Boss With The Sauce

Quest/DB recording artist and "Chairman Of The Board" Frank Sinatra will see some of his special Italian food recipes hit supermarket shelves in newly marked jars bearing the product name "Artantis" — a new line of foods distributed by San Francisco-based Armantice Foods Of Distinction Inc. — early in 1990.

An Alarming Promo

BK Records cold-clocked all competition for Promo item O: "The Week by promoting Boogie Box High's dancefloor-filler "Vermou" with the portable clock radio-cassette players pictured above.

Dance-oriented programmers on the elite mailing but not only found their quartz clocks up and running, but also discovered the group's just-released cassette single conveniently located in the logo-embazoned tape deck.

EXTENDED LISTINGS

Commodore Music Inc.

Add: 401 Million Households

Paris, Louisiana 70572

Music Week: 704-480-5500

MUSIC

Compilations For Promotions

New Jersey Band/Artist/Label & Associate

HEAVY

FIVE STAR VIDEOS

Michael Byrne has set label the Brendan Croker have recorded an LP popular was beamed back "Voyager nous" with Bainbridge Week by promoting the product name "Artantis" — a new line of foods distributed by San Francisco-based Armantice Foods Of Distinction Inc. — early in 1990.
D'ATRA HICKS

CHR —
ON YOUR
DESK
THIS
WEEK!

URBAN
CONTEMPORARY
CHART

THE FIRST SINGLE
"SWEET TALK"

FROM HER DEBUT ALBUM
"D'ATRA HICKS" (C1-46990)
PRODUCED BY NARADA MICHAEL WALDEN
Protecting Winners At Station Events

"It's your worst nightmare come true. The whole thing is deplorable and casts a bad pallor on the whole idea of backstage receptions."

These sentiments were expressed by PD Brian Phillips following the alleged rape of a KWDW/Minnepolis backstage pass contest winner by three members of the L.L Cool J entourage (R&R, 8/18). As a result of this unfortunate incident, KWDW is reviewing its promotion policies and taking a timely lesson for every station.

Routine Goes Awry

"It was supposed to be a routine thing, we'd bring listeners back to meet L.L., then they'd go back to their seats for the show," Phillips explained. "A big group of winners from different stations all went backstage together.

"But on the way out two of our winners, a 15- and 16-year-old, were approached by two guys with walkie-talkies and shirts posing as security agents for L.L. and the Mot Center. The girls were directed away from the other winners by these people. One of our promotion reps, Ken Noble, protested, but they insisted. What was he to do?"

Phillips later learned the two girls were promised autographs and photographs at the entourage's hotel.

Still A Great Concept

"The girl involved acted irresponsible," Phillips added. "Her older friend saw the writing on the wall, but the younger girl willingly went along with the men despite the fact that her mother was to pick both girls up outside the hall after the show.

"Thankfully, the girl's mother hasn't blamed the station at all. We've not spoken to her or anyone officially involved in the case."

Phillips, who's done many similar events without incident, said, "I'd hate to see one deplorable experience cause an overall ban or change in policy by labels or stations. Backstage pass contests offer a great chance for radio, retail, and contest winners to have some pleasant personal exchanges with major recording stars. The concept means a whole lot to the listeners, and most artists are more than willing to do it."

"Let's face it. There are good people and bad people, and these were bad people. They are by no means representative of the hands out on the road today. I don't want the public to be afraid that every backstage event is like something out of Sodorn and Gomorra.

Don't Need Industry Ban

Describing KWDW's procedures at backstage events, Phillips said, "We have a minimum of three promotional people present and supervising. But if we had 20 people there I'm not sure we could have prevented this from happening. CBS shares our shock and horror, and is obviously concerned. I don't hold them responsible; they've been most accommodating and sympathetic to us.

"We don't need an industrywide ban, and I don't want to have to say I'm going to tighten down and make these things more impersonal," he added. "However, I will keep our levels of supervision high and expect the unexpected. All we can do is make sure it never happens again."

KWDW VP/GM Gary Swartz agreed that KWDW had done everything it could in this case, but he also shared a few ideas about handling future events. "Something like this makes all of us look bad. We're about to review how we do things and see what changes need to be made. Our representa-
A gold album ("Love And Rockets") ... No big deal.
A sold-out concert tour ... No big deal.
A Top 5 single ("So Alive") ... No big deal.
Their new single, "NO BIG DEAL" already on

KXYQ 99WGY KZ106 KWNZ WPFM WBNQ KFBQ
KWOD 100KHI WZYP KZZU KIXY KPAT KTMT
KCPX WYCR KJ103 KQIZ KNIN KFMW ZFUN
KXXR K106 KSND WJMX KYYY KGOT OK95

... AND THAT'S A VERY BIG DEAL.
Enigma Bets the Ranch on "I LOVE THE BASS"!

Bardeaux "BASS" Betting Brouhaha

• KDON-PD JAMIE HYATT: "What can I say? When given the choice of salmon or bass, 'I Love The Bass'!"

CHR Significant Signage

Duo Breezes Thru Jazz, NAC, R&B, AC and Now CHR

Enigma Enquiring Minds Want To Know Why "IF I EVER" Was Added At:

KiXY-PD JOHN RAYMOND: "I carried 'If I Ever' by accident and it sounded great!"

KXBE-PD Adam Cook: "They're HUGE in Houston!"

KiTY-PD Rick Uptace: "I couldn't help myself."

KSAG-PD Lee Velo: "It just seemed like the right thing to do!"

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Protecting Winners

Continued from Page 44.

there's no need to overreact to an isolated incident," Swartz emphasized. "KZDB will continue to participate in these types of promo-

on barriers because they're exciting vehicles for our listeners and the station."

Label Safeguards

Chrysalis VP/Promotion Tom German, who's also handled many backstage promotions without any problems, agreed the concept is too worthwhile to abandon. However, he did offer several thoughts on what label reps should do to ensure things run smoothly.

"I try to make sure my people have the potential problems solved

we're dealing with has the proper credentials. We also check who will be escorting them (the winners) and who is the interface with the band."

Familiar with the tenacity of backstage security guards, Gorman admitted, "It's difficult to say what I would have done. I would have made it clear to those listeners and the guards that it's my job to bring the winners in and take them back to their seats — and what they work out later is their deal.

"It's very unfortunate, and there's no excuse for what happened in this case," he added. "But let's dwell on the thousands of these promotions that have gone off without a hitch and the professional attitude that the majority of managers, artists, road crews, and venue security people exhibit. Winners should be made to sign some kind of release (absolving the sta-

en and label of any liability). If stations aren't doing this, they should."

Model Procedures

KISS-FM/Los Angeles, no stranger to artist-related promotions, draws on procedures other stations might consider implement-

ing. Director/Marketing Karen Tobin said, "At any backstage parties, escorts from my depart-

ment or programming stay with the winners. And we work closely with the labels to coordinate these events ahead of time.

"The only criticism I have of what took place (in Minneapolis) is that the label rep should have gotten involved. I would have talked to whoever I had to, but those win-

ners wouldn't have left my sight until they were seated again."

KISS winners also sign an affi-

davit of eligibility and a release.

"I want to stress there's no need to overreact to an isolated incident."

— Gary Swartz

Noted Tobin-Lamas, "This safe-

guards us and those participating in the promotion from legal issues related to injuries, damages, or any negative reactions arising out of or in connection with participa-

tion in the contest or acceptance of the prize.

"Local promotions always in-

volve station chaperones. But anytime a winner is under 18, whether it's a flyaway concert to another city or just a backstage deal in L.A., he must be accom-

panied by a parent or legal guar-

dian. That person has to produce ID and sign a form. If the winner can't bring a legal guardian, he can go to the show but not backstage.

"Our chaperone agreement for anyone under 18 leaves the [parents or legal guardian] solely responsible for the safety and welfare of the winner, leaving KISS and the participating record label (free of liability)."

MOTION

• Former WCZY PD Brian Patrick named PD at WDCG (G105)/Durham-Raleigh.

• Jimmy James leaves WROC/Cleveland nights to nab the same shift at WAPE/Jacks-

tonville.

MUCHO changes at WRYQ (94/1)Richmond; Steve Davis is up-

ped from PD to OM, air personality

mornings at WHFT/Starview, PA . . .

Jennifer Thompson is the new Pro-

duction Director at KQD/Anchorage.

At WZOK/Rockford, John Ivey moves up to Asst. OM and MD Jesse Garcia steps down to concentrate on

Mandy Thomas eases into over-

nights at KZOZ/San Luis Obispo, CA, coming from cross town KWCD . . .

WYKS/Gainesville elevates Hilde Brooks to middays from overnights as Scott Hines exits . . .

WVC/Lansing has a new lineup: Rich Michaels mornings, Monica Harris middays, Kevin Robinson 2-4pm, Danny Stewart 4-8pm, and Hollywood Hendricks nights.

AI WOAA (850000) Burlington, Rob Dewes now handles late-nights and Ric Harris signs on for overnight.

KKMG/Colorado Springs has a new address and phone number 1287 Lake Plaza Dr., Colorado Springs, CO 80906. (719) 576-1100 . . .

Debrah Cole from KAPT/Austin crosses town to become ND at K955 (853).

Former ND Nancy Miller has left to serve as a reporter at KKAK-TV/Austin.

K920/Green Bay. Will night DJ Steve Louzinos is now ND, and mid-

dayer David Burns is upped to ND.

K200/Little Rock night rocker

Craig Geary takes on MD chores in the wake of Derek Johnson's departure.

WZRR (Lazer 93)/Pt. St. Lucie, FL welcomes new MD Christie Banks from WBZZ (B94)/Pittsburgh, and bids farewell to night man Bobby Willis, who's bound for WHTZ (2100)/New

York. AM col-host Scott Freigh leaves for mornings at KSNL/St. Louis . . .

KWTG/Springfield, MO has a new line-

up: PD J.L. Mckay nights, Cedric Randle middays, MD Tim Austin PM drive, Bruce Hammern nights, and Clun-

dy Rippe from cross town KXR, overnight . . . Condolences to the family of WKMJ/Dothan, AL Sports Director Rick "Krash" Davis, who died from head injuries sustained in a fall off a moving van.

Jennifer Thompson

WYLY/ Dallas, TX: "We're ready to rock . . ."
It's your competition’s worst nightmare!

It's Saturday night and your station has become the PARTY MONSTER. You own the market with the nation’s hottest nighttime CHR personality, Hollywood Hamilton.

HANGIN' WITH HOLLYWOOD is a live, action-packed 5 hours of America's hottest music. Add the appeal of Superstar guests and your Saturday nights have the excitement listeners can't afford to miss. This music party is programmed by KIIS-FM VP/PD, Steve Rivers, with every hour guaranteed to air at least 10 hits in a row.

Live, via satellite, Hollywood Hamilton delivers your calls every time he opens his mike, using digital technology that doesn’t exist on any other program.

Own the weekends. Call UNISTAR.
1-800-962-4653

UNISTAR
IF YOU CAN'T STAND THE

JANET JACKSON

"Miss You Much" (AM 1445)
SINGLE GOLD AFTER ONE WEEK!
• 34 - 19 R&R
• 42 Billboard Top 100

Produced by Jimmy Jam & Terry Lewis for Flyte Tyme Productions, Inc.
Co-Producer: Janet Jackson
Executive Producer: John McClain

SEDUCTION

"(You're My One and Only) True Love" (AM 1450)
• 30 CHR R&R
• 44 - 37 Billboard Top 100

Exploding at retail!
Produced by David Cole and Robert Clivilles for Cole Clivilles Music Enterprises
From the forthcoming album Nothing Matters Without Love
Executive Producers: Larry Sugar and Bruce Carbone
Direction: Clivilles/Cole Group Inc., Inc.

THE GRACES

"Lay Down Your Arms" (AM 1460)
MTV Hip Clip for 3 weeks—now in active rotation!
NEW & ACTIVE
On Over 122 CHR Reporters

Retail breakout!
From the album Perfect View (5265)
Produced by Ellen Shipley with Ralph Schuckett
Executive Producer: Jimmy Iovine
Management: Danny Goldberg and Ron Stone for Gold Mountain Entertainment.
**HEAT, GET OUT OF THE FUTURE.**

---

**VESTA**

"Congratulations" (AM 4607)

#1 WRKS/NYC

Sales over 250,000!

<table>
<thead>
<tr>
<th>WXKS deb 26</th>
<th>KWSS deb 35</th>
<th>KMEL 27-23</th>
<th>WANS add</th>
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<tr>
<td>WNVZ add</td>
<td>WIOQ 22-19</td>
<td>WMFM 31-26</td>
<td>KKSS add</td>
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<td>KITV 24-14</td>
<td>WPGE 12-10</td>
<td>KZZB 28-25</td>
<td>KKMG 35-22</td>
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<td>KISN add</td>
<td>HOT102 add 40</td>
<td>KXXX106 19-17</td>
<td>B95 36-33</td>
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<td>KGGI add</td>
<td>WCKZ 11-10</td>
<td>WPFM add</td>
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</table>

Top 5 phones

#1 video on B.E.T.

Top 10 Urban for over 8 weeks

Produced by Tena Clark

From the album Vesta 4U (SP 5223)

Executive Producer: E.J. Jackson

Management: Jackson Jones Management Company

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**TORA TORA**

"Walkin' Shoes" (AM 1425)

Top 5 on Dial MTV

<table>
<thead>
<tr>
<th>KXXR 10-9</th>
<th>KRZG 17-15</th>
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<tr>
<td>WOKI 16-8</td>
<td>KZZU 15-12</td>
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<td>WNHP 18-16</td>
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<td>KKLQ 20-15</td>
<td>WKSF deb 39</td>
</tr>
<tr>
<td>WMHE 35-29</td>
<td>OK95 2-3</td>
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</tbody>
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Exploding at retail—over 200,000 albums sold!

From the album Surprise Attack (SP 9201)

Produced by Joe Hardy and Paul Ebersold for Ardent Productions, Inc.

Management and Direction by: Loud and Proud Management, Inc.

---

**GIANT**

"I'm A Believer"

adds, Gavin CHR!

AOR TRACK 43

From the album Last of the Runaways (SP 5272)

Produced by Tony Thomas

Management: Bud Prager/ESP Management

---

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Rapping The Issues

‘Family Affair ’89’ Tackles Industry Concerns

“Family Affair ’89,” presented recently in Atlanta by Jack "The Rapper" Gibson, was highlighted by well-attended workshops. Approximately 3000 broadcasters and music industry personnel were on hand to raise and debate — sometimes heatedly — issues vital to Urban radio and music.

I plan to cover several of these issues in greater detail as they wind up and we face the challenges of 1990. In the meantime, here’s a summary of the more notable sessions.

Improving Audience Recall

This session ignited some of the more heated exchanges that cropped up during the course of the convention. Urban Network’s Jerry Boulding moderated the discussion about how to improve average quarter-hour and cume shares to help bolster audience recall. He was joined by KKDA (Hot 94)/Dallas and WGET/Chicago personality Tom Joyner, WRKS/New York PD Tony Gray, WVEE/Atlanta PD Mike Roberts, WXYZ/Baltimore PD Roy Sampson, and WGOK/Mobile personality Charles "Mad Hatter" Merritt.

The most sparks were generated when a record company employee in the audience said an Atlanta black resident he had talked with "didn’t appreciate WVEE’s ‘vanilla’ approach to radio and lack of a ‘true’ black sound." The resident further maintained WVEE’s programming and personalities did not identify with blacks and black culture.

PD Roberts responded, "I don’t have to justify an 11 share radio station to anyone. Our track record is proof that we must be doing something right — and we’re not going to change our approach because you want us to sound like a bunch of uneducated niggers."

THE UC MAILBAG

Taking Up Slack On Black Music Month

Malaco Records VP/Marketing & National Promotions Wayman "Slick" Johnson checked in with some comments on "Black Music Month (R&R, 6/2-30):

"It’s ironic and somewhat strange, but we have progressed to the point where Black radio stations are saying, ‘We don’t play blues, and we don’t play rap music.’ If that’s true, then maybe we need to have a little Black Music Month every month — or every day. By doing so, we can show support for art forms that blacks gave birth to."

PD Role-Playing

Former WGCI/Chicago PD Sonny Taylor led a spirited panel that examined various scenarios. PDs are likely to encounter. Helping him out were PDs Hector Hasbíbal (WNHC/New Haven), Earl Benton (WMGL/Charleston), Tony Brown (WBLX/Mobile), and MD Chris Barry (WPLZ/Petersburg, VA).

One situation the panelists dissected: dealing with a DJ who thinks he’s a star but isn’t a team player. An air talent in the audience was asked to get constructive criticism on his performance asked what to do when faced with a noncommunicative PD. The panel’s solution — get to know a PD from another market and send him your tapes.

Revisiting Industry Roots

Orpheus Productions’ Dyana Williams presided over a panel including Inner City Broadcasting’s Hal Jackson and Black radio personality trailblazers Eddie O’Zay, John “Honey Boy” Hardy, and "Hot Red" Hubbard. Reminiscing about those early days (dating back to ’49), the DJs talked of how they were forced to work at dances, parties, and nightclubs to counterbalance disproportionately low salaries (in the neighborhood of $25 weekly). Audience member Novella Smith, formerly of KPRC/Houston, was pleased to see the number of black women in attendance and emphasized that women need to take more leadership roles in the radio industry. "Broadcasting should be about knowledge and intelligence, not cheesecake," she added.

Understanding Your Ratings

In an exercise designed to better acquaint GMS and PDs with actual diary mechanics, Landsmaid Media’s Dean Landsmaid and Arbitron’s Pierre Bouvard took the audience step by step through a sample diary. The pair then reviewed a study of Black-formatted radio prepared especially for the session. The report is part of an ongoing Arbitron effort to improve documentation of black radio listening habits — a more sensitive area of concern. In case you missed this excellent presentation, contact Arbitron for a copy of the study.

Syndication Pros & Cons

Bailey Broadcasting Services President Lee Bailey moderated the syndication seminar panel. Dals colleagues included "Coast To Coast Top 20"’s Doug Steele, "On The Phone With Tyronne And Clenance"’s Brad Sanders, MCA Records VP/National Urban Promotion A.D. Washington, Westwood One’s Joyce Clark, and me.

During the lively Q&A segment, Washington lauded syndication shows for exposing artists. However, several PDs complained they have very little control over syndicated programming decisions, in most cases, GMSs and CMSs determine what syndicated shows to program.

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Syndication Pros & Cons

Bailey Broadcasting Services President Lee Bailey moderated the syndication seminar panel. Dals colleagues included "Coast To Coast Top 20"’s Doug Steele, "On The Phone With Tyronne And Clenance"’s Brad Sanders, MCA Records VP/National Urban Promotion A.D. Washington, Westwood One’s Joyce Clark, and me.

During the lively Q&A segment, Washington lauded syndication shows for exposing artists. However, several PDs complained they have very little control over syndicated programming decisions, in most cases, GMSs and CMSs determine what syndicated shows to program.

Sandsers noted, "Syndicated programming is very effective in recycling an audience for a specific daypart. It also exposes your audience to nationally known talent you couldn’t afford to have on your station otherwise. Most importantly, syndicated programming raises your station’s spot rate by increased AQH. It comes down to money — something I know GMSs understand."

One controversial point was CCR’s patronage of UC syndicated music shows. The consensus seemed to be that UC stations should safeguard against such ratings-helpleasing tactics within their markets.

Burrell’s Advertising’s Michelle Gardner shifted the discussion to another crucial matter — generating black ad dollars. Gardner was skeptical about the prospects for increased revenues from black businesses. She explained, "Any new money for black syndication is going to have to come from new clients interested in reaching black consumers through Urban radio. But most of those clients feel they can already reach their target audience through television."
JERMAINE JACKSON

"DON'T TAKE IT PERSONAL"
The new single and title track from his first solo album in over three years is off to a tremendous start.

URBAN CONTEMPORARY BREAKERS
CHART DEBUT MOST ADDED

Produced by David "Pic" Conley and David Townsend of Surface

KASHIF

"PERSONALITY"
On his strongest single in years, Kashif jumps to the forefront with what stands to be his biggest hit yet. From the forthcoming album.

Produced by Kashif and Nick Mundy
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News Not As Intense Without Dick To Kick

It occurred to me while researching the R&N Calendar that there has been something missing from the news business these past years. Too many slow days lately, not enough real excitement. I never thought I'd say it, but I think I miss Tricky Dick.

It was a Watergate anniversary (9/15, below) that set me reminiscing about how so many people came to love to hate the gentleman. That disgust, I now realize, gave me and a few million others some measure of pleasure. You think maybe I needed therapy?

"Richard Nixon is a no-good lying bastard. He can lie out of both sides of his mouth at the same time, and even when he caught himself telling the truth, he'd lie just to keep his hand in." That was Harry S Truman's opinion of the fellow. Gee, I thought he was quite extraordinary! He will even tell a lie when it is not convenient to. That is the sign of a great artist." Hunter Thompson said he had "the integrity of a byena and the style of a poison toad."

Now, tell me, can Bush or Quayle conjure up that kind of emotion? As a contrast (I don't know what that means for sure, but I think it is Korean for "Hell, no!" because that's what Alan Alda always said on "MA'SH")

You could crossbreed Morton Downey Jr., Ferdinand Marcos, and the Colombian drug cartel and still not produce an offspring capable of arouching such passion.George W. Bush thought he was "...quite extraordinary!" He will even tell a lie when it is not convenient to. That is the sign of a great artist."

Mexican Resorts Mum On Hurricane

MONDAY, SEPTEMBER 11 — Killer hurricane Gilbert began its run from Jamaica to Mexico in 1988. Winds were over 200 mph when the storm hit Cancun and other resort areas on the Yucatan Peninsula. Some American tourists complained that Mexican authorities gave no warning of Gilbert's approach, and provided inadequate assistance during and after the storm. Fires ravaged forests in several Western states in 1988. Pete Rose got his 4192nd hit in 1988, breaking Ty Cobb's lifetime record. The British defeated George Washington's troops in 1777, opening the way for the capture of Philadelphia on 9/26.

Birthdays: Ex-cowboys coach Tom Landry 65. Ex-Philippines President Ferdinand Marcos 72.

Solar System Planet Order Changes

TUESDAY, SEPTEMBER 12 — For the first time since the days of Christopher Columbus, the planet Pluto reaches perihelion — the point in orbit closest to the sun — today. It was at aphelion (the orbital point farthest from the sun) just after the Civil War. Pluto will remain inside the orbit of Neptune for the next decade; Neptune won't relinquish its status as the farthest planet out until 1999. US health authorities announced in 1988 that most homes should be tested for radon, a naturally occurring carcinogenic gas. The Episcopal church removed the word "obey" from the marriage vows in 1922. Remington patented his Type-Writer in 1874.


Successful Anti-Satellite Missile Test

WEDNESDAY, SEPTEMBER 13 — A satellite moving in excess of 17,000 mph was shot out of orbit by an F-15 fighter in 1985, in an early test of technology related to the Star Wars scheme. The satellite — 290 miles up — was destroyed by a heat-seeking missile. The White House noted the test would provide incentive for the Soviets to negotiate on weapons in space.

A four-day revolt at New York's Attica Prison ended in 1971 with 34 convicts and nine hostages dead. The temperature hit 136 degrees in the shade in Libya in 1922, the hottest day in recorded history. Paskiey Henry Bliss became America's first automobile fatality in 1899 when he stepped in front of a horseless carriage in New York City.


Skateboard Failed To Achieve Orbit

THURSDAY, SEPTEMBER 14 — Tony Magnuson set the skateboard high jump record in 1987 by clearing nine-and-a-half feet above the top of a U-ramp.

William McKinley died of an assassin's bullet in 1901; Theodore Roosevelt was sworn in to succeed him eight days after the President was shot. Mexico City was captured by US troops under Gen. Winfield Scott in 1847.

Francis Scott Key wrote the words to "The Star-Spangled Banner" in 1814.

Birthdays: Jon "Bowsie" Baum 42. "Lone Ranger" Clayton Moore 75.

First Watergate Indictments

FRIDAY, SEPTEMBER 15 — The Watergate indictments began in 1972 with charges against seven low-ranking perpetrators, including two former White House aides. G. Gordon Liddy and E. Howard Hunt. At that time, President R. Milhous Nixon hadn't yet been publicly linked to the famous burglary and cover-up; he was reelected by a landslide (over George McGovern) less than two months later.

Princess Grace of Monaco died in a car wreck in 1982. All beat Spinks in 1978 to win the heavyweight title an unprecedented third time. Fuller Harvest Moon.


Saturday (9/16): Peter Falk 62. B.B. King 64.

What's In A Name

Joint Communications Lays Claim To 'Rock 40'

"Rock 40" is rapidly becoming the umbrella term of choice for today's current-intensive, rock-oriented CHR hybrids. So it's no surprise that Joint Communications, which coined the term two years ago, has begun a concerted effort to lay claim to the industry's most talked about format.

As I learned in the following conversation with Joint Chairman Joe Sinton and Sr. Programming Strategist Steve Young, there are in essence two Rock 40-Joint's pure version of the format, and the generic Rock 40 which encompasses a variety of approaches.

R&R: What exactly is Joint's history with the Rock 40 concept? JS: Joint CEO John Parkash came up with the Rock 40 in May 1987. He believed CHR would fragment and evolve into three formats-Dance-Urban, Mainstream, and what we began referring to as suburban CHR and ultimately called Rock 40. We service marked the name and have been sitting on it, waiting in anticipation of the day the format would work.

There were a lot of stations that tried Classic Rock before the time was right, and they died a horrible death. We didn't want to rush this thing to the marketplace before it was ready. We have quietly tested it in a couple of markets but were basically biding our time. Now we feel very strongly that we want to capitalize on something we saw coming.

It's precarious thing. Half of you don't want to do it because it looks like such a commercial move, but the other half says, "Hey, this is what we do for a living, and if we don't take credit for it somebody else will."

R&R: Rock 40 seems to be the preferred term for what are actually a host of different format variations.

SY: I agree. There are several strains involved here, including Pirate Radio (KQLZ/Los Angeles) and KXXR/Kansas City. Our first experiment with Rock 40 was in hard rock at KRRS (AM) (The Krusher)/Las Vegas.

JS: We're in either the terrible or great position of having come up with the name "Kleenex." There are a lot of other companies creating "facial tissues," but we own the name "Kleenex."

SY: Our version of Rock 40 is somewhat purer than the other ones that have been touted. There are few crossovers; you won't find Milli Vanilli or Madonna sneaking into a set with Winger and Love & Rockets.

It's really an "anti-format." It's anti-Churban, anti-Classic Rock, and anti-dance.

JS: It's important to note that even within our own company we have clients that aren't all one direction or the other. One of the stations we own is WRQH/Toledo, and it's another strain of Rock 40. WRQH's competitive situation doesn't require it to go 100% Rock 40.

You've got to be flexible. After all, isn't that the name of the game when you narrowcast? You establish a laser-beam thin line and then determine how far you can expand it in either direction.

It was fun ten years ago when you could walk into a market, plug your music list in, and know you'd get a ten share. It's not a cookie cutter world anymore.

The Match Game

How well do you know your Rock 40s? Below are the August 16 3-4pm hours from six stations that have been described as Rock 40: KQLZ (Pirate Radio)/Los Angeles, WROQ/Charlotte, WAZU/Dayton, WRQH/Toledo, KXXR/Kansas City, and WDFX/Detroit. Can you match the sample hour with the station that played it? (Answers on page 54.)

**#1**

| DON HENLEY | I Will Not Go Quietly |
| STEVIE RAY VAUGHAN | Double Trouble |
| VAN HALEN | Ice Cream Man |
| TESLA | The Way It Is |
| DEF LEPPARD | Photograph |
| CALL | Let The Day Begin |
| RUSH | Time Stand Still |
| LITA FORD | Falling In And Out Of Love |
| JAMES GANG | The Bomber |
| EROSmoTh/Love In An Elevator |
| WINGER | Seventeen |
| ROBERT PALMER | Bed Case Of Loving You |

**#2**

| EXPOSE | What You Don't Know |
| NENEH CHERRY | Kisses On The Wind |
| AEROSMoth/Love In An Elevator |
| BREAKFAST CLUB/RIGHT ON TRACK |
| INFORMATION/SO WHAT'S On Your Mind |
| NEW KIDS/'Hangin' Tough |
| MADONNA/Express Yourself |
| JEFF HEaley | Angel Eyes |
| RICK ASTLEY | Would Take A Strong Man |
| FINE YOUNG CANNIBALS/Don't Look Back |
| WARRANT/Heaven |
| BOBBY BROWN | On Our Own |
| MILLI VANILLI/Girl I'm Gonna Miss You |
| BRYAN ADAMS | Cuts Like A Knife |

**#3**

| GREAT WHITE | Once Bitten Twice Shy |
| ERASURE | Chans Of Love |
| RICHARD MARX | Satisfied |
| BILLY CURR | Don't Say You Love Me |
| HUMAN LEAGUE | Don't Want Me |
| WARRANT | Heaven |
| LOVE & ROCKETS | So Alive |
| INXS | What You Need |
| MOTLEY CRUE | Feathered |
| KEN REEVES | Moonlight On Water |
| MARTIKA/My Soldiers |
| MODERN ENGL/1 Melt With You |
| CHEAP TRICK | The Flame |

**#4**

| GREAT WHITE | Once Bitten Twice Shy |
| SKID ROW | 18/ & Life |
| U2 | When Love Comes To Town |
| BAD ENGL/Forget Me Not |
| OUTFIELD/My Paradise |
| STEVE WINWOOD | Higher Love |
| WARRANT | Heaven |
| WHO | Are You |
| CHERI | I Could Turn Back Time |
| RICHARD MARX | Right Here |
| Waiting |
| CURE | Lovesong |
| JOURNEY | Don't Stop Believin' |
| ROD STEWART | Forever Young |
| TOM PETTY | Jammin' Me |

**#5**

| DEF LEPPARD | Excircle |
| BOSTON | Peace Of Mind |
| FINE YOUNG CANNIBALS | Don't Look Back |
| CHEMBOYS/Run To Paradise |
| FOREIGNER | That's Was Yesterday |
| HOWARD JONES | Everlasting Love |
| TOM PETTY | Running Down A Dream |
| HEART/Magic Man |
| ADRIAN BELEW | On Daddy |
| MICK JONES | Just Wanna Hold BILLY SQUIER/Tied Up |
| CAR'S | Just What I Needed |

**#6**

| BON JOVIE | Livin' On A Prayer |
| RICHARD MARX | Right Here |
| Waiting |
| CALL | Let The Day Begin |
| VAN HALEN | Love Walks In |
| MOTLEY CRUE/Doctor Feelgood |
| PHIL COLLINS/In The Air Tonight |
| KATRINA & THE WAVES/That's The Way |
| AEROSMoth/Dude Looks Like A Lady |
| SKID ROW | Remember You |
| ERASURE | Chans Of Love |
| CULT | Edie (Ciao Baby) |
| WHITE LION/Little Fighter |
| THIRTY EIGHT SPECIAL | Caught Up In You |

SY: That's true. They're coming from more of a CHR direction and allow crossovers that we've found don't research very well with the audience we're after.

JS: This is a very narrow format. We don't have to be as broad as the CHRs.

SY: If I had my druthers I'd capitalize Rock and de-emphasize CHR.

"There are a lot of other companies creating "facial tissues," but we own the name "Kleenex.","

— Joe Sinton

40 Rock 40 shares CHR's quick rotation patterns and Gold depth. But that's where the similarity ends, because Rock 40 will play tracks that aren't singles. It's a very proactive format that butt-kicks safe AORs as well as broad-based CHRs that think they can play everything.

Continued on Page 54
What's In A Name

Continued from Page 53

R&R: You don't know that yet, of course. This is still mainly theory.
SY: We've seen it work enough to know there's more to it than just talk.
R&R: Still, there's a lot of skepticism about whether this is a format that has legs, especially given its predominantly 18-24 appeal.
JS: The marketplace continues to fragment, and I don't think that's going to stop. Like it or not, we are going to have to narrow cast. And if everyone in your market pursues the attractive 25-35 year-old, no matter how big the pie is, the slices get smaller and smaller. When that happens, that 18-24 slice begins to look pretty attractive.
SY: One characteristic of the disenfranchised younger generation's members John Parikhali calls the "Post-Kennedys" is that they're a lot more affluent at their age than we were. There's more disposable income out there that isn't being tapped.
R&R: However, the guys controlling the buys are still demanding the 25+ audience.
SY: They're always the last to find out.
R&R: Isn't that what's really behind the development of younger-based formats? The hole for Rock 40 has seemed obvious for a long time.
SY: You're right -- the hole has been obvious. That it will become viable economically isn't so obvious. What will drive it to become more viable economically are the pressures of the economy itself. For example, the majority of grocery shopping in the US is now being done by teenagers. Two working parents mean someone else has to do the shopping. As soon as the ad agencies figure that out, they're going to start targeting disposable dollars for this type of format.
R&R: Then you're convinced Rock 40 is not merely a fad hybrid, but a major player in the future?
SY: I've got to believe it is, especially in the top 50 markets. You can get a lot broader when you get into smaller markets.
JS: I think it's a viable option in almost any market.

Match Game: Answers

Solution To The Rock 40 Quiz On Page 53:

WAZU (#1), WRQX (#2), WDFX (#3), WFOQ (#4), KXKS (#5), Pinata (#6). Ironically, Joint Communications' WRQX is much closer to mainstream CHR than the others, while KXKS appears to be closest to Joint's "pure" Rock 40 concept.

Danger Danger Invites You To Get "Naughty Naughty"

$EX

Rocking Hard On

WDVE KBER WSTZ KMOD WRUF WZZQ
WKLS WDHA WFPS KZRR WGLF KWHL
KZEW WTPA WGBF KILO WAZU AR New Artist
WLLZ WCMF WLAU KJDK WKLH #17
WQFM WRXK KEZO KRZQ KFMQ

Epic/Imagine Records

WTOO/Allentown creates a new "utility infielder" position for Fred Sharon -- WAMC/People's morning team is Gregory Dwyer & Bill Michaels; Matt Stockton rabs the Production Director post -- WRQX/Jacksonville, NC overnighter Joy Wolf leaves for weekends/swing at WBAB/Long Island -- WZLX/Cape May, NJ promotes Chris Roberts and Mike Phillips to fulltime airshifts -- WQCB/South Bend is now consulted by Alex Demers.

DENVER ROTTEN FILTHY STINKING RICH — KAZY: Denver PD Andy Shown was in heaven when Warrant dropped by the station for some big talk. Hanging are (l-r) The Promotion Department's Kenny Rybeck, Warrant's Joey Allen, Shown, and band member Jerry Dixon.

H owe About That -- Busy Bad Company band member Brian Howe drops by KLO/Cokato Springs; (l-r) PD Rich Hawk, MD Bob Ely, Howe, PM driver Gary Gates.

SEGUES

KLBU/Austin MO Ben Gillmore takes the PD job at KNCN/Corpus Christi... As expected, KCOQ/Santa Barbara, CA names Rick Williams PD... WGBK/Binghamton, NY ups Paul Michaels to PD... Bruce Carey (Sinton) moves from KZEW/Dallas mornings to afternoons and adds APO duties... KZVR/Val. CO PD Kelly Thomas exits... WZYC/Coastal NC promotes Bill Cannon to GM as Robby Mutcher remains PD... WTAK/Huntsville appoints Tom Kelly PD... Bob McGhee handles PD chores at new BBSA AOR WVRX/Coolumbus, GA... KPEZ/Austin welcomes MD Mike Driver... WXR/Atlanta, GA taps Sean Hunter as MD... KDKB/Phoenix, midday man Jerry Trujillo resigns his MD post and moves to overnights; programming asst. Kathleen Aune takes on intern music duties... WUFF/Washington hires WMMS/Philadelphia asst. Production Director Steve Bekoff as Production Director... Rocky La Padula (aka Vince Edwards) joins the WRQR/Baltimore morning zoo... Scott Gentile now does WKRR/Greensboro overnights... WRUF/Gainesville elevates Mo Kelly to middays... WHEB/Portsmouth, NH chooses Elise Brown to be Promotion Director/morning maven... New KTOZ/Minneapolis fulltime personalities are Gregg Ellsworth (afternoons) and John Pete (overnights)... WKLR/Indianapolis adds Pam Cohen from crosstown WBZO as Promotion Director; Marshall Such becomes Production Director... Katie Cole is WXLP/Davenport, IA's new morning personality; Steve Donovan slides from weekends to overnights... Tim Caseley heads to KFMQ/Lincoln to join the morning show.

DANGER DANGER

Invites You To Get "Naughty Naughty"

$EX

BILL BILL WISE WISE

Rocking Hard On

WDVE KBER WSTZ KMOD WRUF WZZQ
WKLS WDHA WFPS KZRR WGLF KWHL
KZEW WTPA WGBF KILO WAZU AR New Artist
WLLZ WCMF WLAU KJDK WKLH #17
WQFM WRXK KEZO KRZQ KFMQ

Epic/Imagine Records
First Week AOR
BREAKERS.

Most Added—
108 Stations

AOR Track Debut 23

Produced by Kevin McCormick, Niko Bolas, Melissa Etheridge
Management: W.F. Leopold Management
Available now on Island Compact Discs, Cassettes and Records

©1989 Island Records, Inc.
Cashing In On Free Events

There's Gold In Them There Appreciation Shows

Listener appreciation shows. Family reunions. Picnics. Free concerts. Whatever you call them, these promotional events are constantly being staged by radio stations across the country. Unfortunately many, if not most, lose money.

WDJO & WUBE/Cincinnati VP/GM Bob Backman says that doesn't necessarily have to be the case. He talked with him following WUBE's annual Listener Appreciation Show, which had lost money for 11 straight years prior to his joining the station. It's now generating a "substantial" profit. One of the first winners of the Research Group's Master Strategist award and a recipient of an NRBA Best of the Best radio promotion award, Backman shared a few money-making secrets.

**Sponsorship Boom**

"Special events have become the new hot trend among marketers," he said. "Sponsorships are outpacing traditional media buys by more than 2:1. In fact, sponsorship spending in North America alone hit $1.75 billion in 1988, and marketers continue to look for a wider variety of opportunities.

"Event marketing" is the new buzz phrase. Agencies specializing in matching clients and events are opening their doors. Concurrently, marketers are becoming more selective. Companies are using new types of sponsorships to achieve a variety of marketing objectives, from increasing sales and establishing new markets to launching consumer and trade promotions.

Vista, K mart, Chiquita Brands, Members Only, GTE, AT&T, Anheuser-Busch, and House of Seagram are just a few of the companies attempting to maximize event opportunities.

What excites Backman the most is his belief that special events are here to stay. "As more and more corporations become involved in sponsorships, the opportunities for event promotion will continue to multiply.

To meet client demand, media outlets are actively pursuing a wide range of special events. "Clients want more than just a traditional schedule of commercials."

**HAVE YOU HEARD**

Yes, folks the R&R/Nashville office has moved once again. But this time we're in our permanent home at 1106 16th Avenue South, Nashville, TN 37212. The phone and fax remain the same: (615) 244-8822 and (615) 248-6655, respectively. We hope to see — or hear from you soon.

**Management/Programming**

WTNT/Tallahassee PD Chip Douglas has been named GM at WSHY-AM & FM/Sheboygan, WI. ... Changes at WUSY/Chattanooga: PD John Hart is promoted to GM and gives up his arithot: morning cohort Joe Blair moves to afternoons; Cap- tain Bob seqeues from evenings to Jon Jon Anthony in AKs; and MD Art Sanders shifts from traffic reports to evenings. WLW/Montgomery: PD Greg Moz- zingo is off to MD/middays at KKCS/Colorado Springs. ... KIZN/Boca PD Bill Bailey and MD/MO MD Ken Moultrie have both moved to Braker Radio Services. Based in Seattle, the company signed on its satellite-deliv- ered Country net today (8/1). Lee Ryder has been named interim PD/ MD at KIZN.

**Personalities**

Steve Morris has left afternoons at Drake-Chenault's Great American Country stations to join weekends at KYGO/Denver for mornings at WGTC/ South Bend. Under the moniker Steve Dizzle, Jeff Lynn with Gary West for a show to be called "Cruise 'n West." Others in the New Country stations' lineup are: Tammy Walls, middays; D-C-D net overnight.

**Striking It Rich**

Here's how to turn a profit on a "free" event:

- **Alm** for a 4:1 return on promotion costs
- **Hire** a professional event company
- **Enlist** local retail clients
- **Go** after new clients, territories
- **Retail control of event costs**
- **Ensure cooperation between programming, promotion departments**

Quick and easy way is to involve more local retail clients. The same exposure benefits derived by a national underwriter can also be achieved by local retailers. So what better way to demonstrate your station's power? Don't over- look any retail categories: as many as 50 local businesses have been involved with this kind of pro- motion without cluttering up the programming side.

"Don't be ashamed of making a pile on a 'free' listener promotion."

On getting the business. The record does not necessarily have to have the biggest levels of exposure. The views are: "Don't get confused by the new hot topic. It's the oldies. The music is what the audience wants. Just make sure the competition is outpacing traditional media buys by more than 2:1."

Get Outside Help

Because radio promotions will be unlike projects most event com- panies are used to producing. Backman suggested stations should look for an outside firm that:

- Understands your station's budgetary/sales objectives. (Re- member, your station should control all event-associated costs.)
- Has media experience
- Can help design sales packages and sell the event
- Is well-versed in negotiating talent
- Is willing to work with station people/record labels.

"Sponsorships are outpacing traditional media buys by more than 2:1."

Tackling the age-old sales vs. programming question, Backman concluded, "While events are the most obvious way of meeting sales objectives, they should also be used to meet programming and promo- tion objectives. The D-C-D net pro- motion should be designed to in- crease TSL to help build ratings. Plus your station will own a major community event, which helps solid- ify your position as the 'Country Concert Station.'"

"Special events are the wave of the future for all advertiser- supported media. But radio — especially Country radio — is in the best position to take advantage of this trend."
New AC By The Numbers

Below are Arbitron spring '88/summer '89 demo rankings for WVAE/Detroit, WJBZ/Chicago, and KIFM/Milwaukee. Also included are Arbitron spring '89 rankings, with specific demo shares in parentheses.

WVAE/Detroit
Arbor 18-34: 130/9/19
25-54: 16/1
35-64: 64/10/18
Birch 18-34: 14/1 (1.1)
25-54: 20/0/1.0
35-64: 20/0/1.4

WJBZ/Chicago
Arbor 18-34: 11/10
25-54: 13/12
35-64: 14/1

Birch 18-34: 11/2.3
25-54: 10/6/0.5
35-64: 11/6/0.4

KIFM/Milwaukee
Arbor 18-34: 5/8
25-54: 5/8
35-64: 1/11

Birch 18-34: 8/4.0
25-54: 5/8.6
35-64: 4/8.7

KIFM Holds Its Own

Former AC Carves Niche As Fulltime NAC

Like San Francisco (profiled last week), San Diego is an unusual market: its FM dial features two commercial stations (KIFM and KSWS) programming NAC fulltime against a potent pack of ACs: market-leading B100 (KFMF-FM), KYXY, and KQKI.

“People tuning to us listen for the music they won’t get from a traditional AC,” remarked KIFM PD Steve Huntington. “I don’t see it as a very competitive situation. It’s amazing how much audience we have that’s not listening to AOR (XTRA/FM-San Diego), considering we’re competing with different kinds of stations. We both offer alternatives to the highly repetitious brand of hits played by other stations.”

In other markets, NAC exerts an influence on AC competitors’ playlists. “B100 has been forced to go on some crossovers that we started playing first,” Huntington said. “Basia instantly comes to mind. Everything once in a while. I see something that’s been exclusive to our territory crop up on their list.”

Some stations—block-program AC music, a concept Huntington generally endorses. “Depending on the market, it can be a good idea. Some of today’s NACs (i.e. KIFM and WHVE/Tampa) are ACs that ran in blocks and then picked up the format around the clock.”

In addition to traditional ACs, Huntington claims other formats are sprinkling NAC into their mixes as spice. “Some Beautiful Music or Easy Listening stations are making inroads blending George Benson, Earl Klugh, and David Benoit.”

WBZN'S Balancing Act

Listeners Instrumental In Nurturing “Format Of The ‘90s”

A major challenge facing present-day programmers is persuading listeners that NAC PDs in competitive AC markets can foster good music and achieve success.

“We have to allow our audience to grow and understand instrumental music,” remarked WBZN PD Ron Garrett. “Some people may be satisfied with anything but this kind of sound. They can appease some of the audience by adding a special double whopper cheeseburger, which might keep people out of our hamburger store speculating in double whopper cheeseburgers. I can only hope they won’t play it right where it makes a difference.”

A former Wave Network affiliate, WBZN recently pulled the satellite plug and is programming NAC locally. Its music mix reflects Garrett’s attempt to position the station for the future. “We can’t be relying on Woodstock and Led Zeppelin,” the former AOR programmer noted. “We have to get on with the new. AC is going through what Ron Garrett

Korean garlic

AOT went through a whole batch with all the dinosaur groups. AC programmers must realize they can’t keep playing Neil Diamond and Barbra Streisand over and over. “I don’t see many new AC groups emerging. A lot of tomorrow’s AC groups will come from NAC. NAC is breaking all the new acts, and AC is stealing the cream of the crop. It’s crossovers with vocals that they’re looking for.” Among those falling into that group are Earl Klugh, Kenny G, Richard Sutherland, David Benoit, and Richard Elliot.

“NAC is breaking all the new acts, and AC is stealing the cream of the crop.”

In order to compete for AC listeners, NAC programmers are faced with the dilemma of whether or not to add more vocals to the mix. “We’re asking AC listeners to do a lot,” remarked Garrett. “We want them to accept a new genre of music, digest, and enjoy grooves in instrumental changes, and change their habits. We play vocals to sway them to us; if we can’t dilute what we do best.”

Best. We must position ourselves as an alternative to the ACs in town. Our listeners have to be a little more attentive to what we do as opposed to the AC audience which puts music in the background.”

Echoing WVAE/Detroit PD Ron Garrett, Amann expressed doubt.

Hip To Be NAC

“The new hip” and “the big smooth” are liners Garrett uses to describe WBZN and NAC. “Isn’t it cool to be hip anymore? What we’re trying to do in our imaging liners is have people open their minds to new music. This is where that new, smooth music is coming from. The new hip could be smooth as silk. It has to be sensual, sensuous, but not vulgar.”

Garrett urges NAC PDs to be patient as they program this new format and believes different approaches have retarded its growth. “Like anything else that starts at the beginning of a decade, this format will take time to jell. NAC’s here to stay. There’s a lack of consistency from market to market. It’s like homemade wine—everybody’s doing a different blend. That’s why we haven’t seen widespread NAC success.”

“Things will begin happening in 1990 and the inertia will break.”

While Garrett believes his AC counterparts don’t take NAC very seriously, he’s content to play the role of underdog—for now. “I work late in the garage so I can come out with this monster car I’m going to unveil. It’s eventually going to kick everyone’s behind.”

Steve Huntington

“‘There’s a lack of consistency from market to market. NAC is like homemade wine—everybody’s doing a different blend.’”

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COMING NEXT WEEK:

Summer promotions, including a Cincinnati Inflatable.

NAC Vs. AC: The Heat Is On

WVAE/Detroit’s Garrett Says Format Is ‘Here To Stay’

As a follow-up to last week’s column, here’s a look at the NAC/AC battlefield as seen through the eyes of three NAC programmers.

Crossovers:

Mixed Blessings

WVAE (Detroit/Detroit) PD Ron Garrett views the airing of selected NAC music on ACs with mixed emotions. “On one hand, it’s good because it introduces NAC to more people; on the other hand, these stations attract the bulk of AC listeners who may be satisfying ‘listeners’ needs for this kind of sound. They can appease some of the audience by adding a special double whopper cheeseburger, which might keep people out of our hamburger store speculating in double whopper cheeseburgers. I can only hope they don’t play it right where it makes a difference.”

A former Wave Network affiliate, WVAE recently pulled the satellite plug and is programming NAC locally. Its music mix reflects Garrett’s attempt to position the station for the future. “We can’t be relying on Woodstock and Led Zeppelin,” the former AOR programmer noted. “We have to get on with the new. AC is going through what
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Current issue: #112, WKSX/Dale Dorson, KB05/Jack Armstrong, PIRATE RADIO/Whitney Allen-Shadow Seals, KKKY Dave Otto, KLQ/Curtis, CPP, KCX/Mark Barber, WZL/Troy & Donavan, WŽMP/Ricky Cheek & WKC1, Casette, $6.
Current issue: #113, WSB/Rick Belling, WPBR/Dick Band, WPTF/Mary Ann, REB Chris Heck & WIOQ, Louisville Chris, WSKY & WLSR, WCBS-PM, 20th Anniversary, 90-min, cassette, $6.
PERSONALITY PLUS (CHICAGO), KJKC/Cris & West, BKG/Terry McGuire, WWW/Max Orner, WSK/CBS.

PHONALOGUE

Dave Donovan, WMMS & Otto, WRQX & Dave representatives & Issue #23!

PIED VIDEO STILL AVAILABLE: #CY DH WHCN WRKS

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WEST

WPGC/AM is seeking for a professional Account Manager to join our sales department. Applicants should be aggressive. Resumes: E.1001 (AT) Lawton, Grand Rapids, MI 49507. (818) EOE

Central New England AC/CClassic Rock seeks AT, Operations Manager and Salesperson. TWR: 140 Market St, Lawrence, MA 01841. (508) EOE

PM Drive/Producer for instrumental based AC. We need a person not-an announcer. TWR: Alan Bishop, WISH, Box 111, East Rochester, NY 14445. (716) EOE

Hot CHR right AT needed ASAP in New England Top 100 market. Experienced only. TWR: Mike McFarland, 220 Union St, New Bedford, MA 02740. (508) EOE

WLAN seeking overnight personality with production skills. Great entry level position. TWR: 252 North Arch St., Lancaster, PA 17603. (717) EOE

San Francisco’s #1 station, 101.7 is currently accepting resumes and interviews for full time and part time openings. TWR: Chris Taylor, WMS, Box 466, Reno, Nevada 89504. (702) EOE

Salt Lake City is looking for a Classic Rock looking for news and sports production assistant for morning show. TWR: WCW, 540 East Beltsville, Baltimore, MD 21217. (301) EOE

News position open at tocombat with great facility. TWR: Jay Moran, WEES/WSWR, Box 545, Bradford, PA 16721. (814) 747-1000

WISX/Bremerton, WA is taking an immediate opening for an AM drive AT. Must be upbeat and talkative. Killer phones and production of the music. TWR: 22 South 6th St, 18360. (724) EOE

EAST

EAST CENTRAL PA. FM Seeks F/T & P/T Personalities and jock Production Manager. Experienced pro’s only. Rush TWR & salary requirements to Recordings & Records, 1930 Century Park West, Box #621, Los Angeles, CA 90067. EOE

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Aggressive, "guerrilla-warfare" specialist with a strong understanding of sales, marketing & programming sought by the country’s premier CHR stations. Great Salary & benefits package. Proven track record a must. TWR & Radio & Records, 1930 Century Park West, #626, Los Angeles, CA 90067. EOE

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DIRECTOR OF PROMOTIONS
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PROGRAMMER/AT
... a "Pro" who can handle a tough competitive challenge. Must create uncontrollable "take no prisoners" on air product from scratch. Country background preferred – AC considered. East Central market. TWR & G.M., 2050 Idle Hour Center, Suite 120, Lexington, Kentucky 40502. EOE

MIDWEST

Central Nebraska outlet currently seeking a General Manager to enhance the station that sounds like Texas! Needs a must to be able to work the shows, play the hits, and make it sound as smooth as silk. Night-time opening now available. 10-Pm. Zone. No calls, please. Only tape and resume to:

Ed Chandler
Operations Manager KJ97/KKRA Radio
6222 W. 1-10
San Antonio, Texas 78201
Clear Channel Communications, Inc., EOE/MI

WANTED

Program Director for powerful start-up AM in Top 5 Sunbelt market. Unique opportunity to program a new station. Experienced programmer a music intensive AM and belief in the potential of AM radio a must. Knowledge of 50’s and 60’s era required. Reply to Radio & Records, 1930 Century Park West, #625, Los Angeles, CA 90067. EOE

Promotion Director

COOL 106.3FM — New Orleans. If you want a working environment where promotion directors can become general managers, show us that you’re highly motivated and organized, can walk through walls to get things done, love events, will go on location 6 days a week, handle multiple projects, and smile through it all. WZLZ is an equal opportunity employer encouraging female and minority applicants. Respond ASAP (TWR & Radio & Records, 1930 Century Park West, #619, Los Angeles, CA 90067. EOE

MORNING SIDEKICK


MIDWEST

Central Nebraska outlet seeks afternoon drive Country AT: TWR & Stacie Shaffer, KZOB, Box 4207, Grand Island, NE 68802. (308) EOE

WFRF/WEXA seeks professional AT with degree and winning attitude. TWR & salary requirements. D. Grass, Box 1507, Fondy, WI 54939. (414) EOE

Small market AC/Outlets seeks Station AT. TWR: Mark Schroeder, WMCN, 12720 North Meridian, Indianapolis. TWR: 46202. (317) EOE

Market: Hearing CHR looking for high profile AT for early morning opening. Considered a 26 year veteran. TWR: Rex Murphy, KDZ, 87604. (414) EOE

Cleveland radio outlet currently seeking talk show host. Experience required. TWR: Robert Turner, PD, 1200 Superior Ave West, Cleveland, OH 44114-1100.

Sales Assistant sought for WCLI/Cantonide, IL. Must be familiar with consumer and graphic design. Typing required. Contact Dennis Lyon, OGM: (312) 451-8714. (719) EOE

Top 100 adult AT seeks aggressive News Director/Morning News Buccaneer, TWB: 97 Imports, 110 Far West, Pompton Lake, NJ 07442. (201) EOE

WIKU/Aurora, IL has a rare fulltime midday opening. Experience, friendly attitude, and music background a must. TWR: Dave Beckman, WIKU, Box 1730, Aurora, IL 60504. (708) EOE

Promotion Director/AT sought for immediate opening. TWR: KGDB, Box 1077, Hanford, CA 93230. (559) EOE

CREATIVE PROMOTION DIRECTOR

Ohio AM/FM combo has a rare opening for a Promotion Director. Must be dynamic, energetic, self-motivated and a team player. Send resume, picture, references, and examples of best work to:

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206-562-3000.
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Display: $55 per inch with week maximum (35 inches per week). Includes border and logo.
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Payable In Advance
Display & Blind Box advertising orders must be typewritten or printed on company/station letterhead accompanied by payment mailed to our office in advance. Visa, MC, Amex accepted.

Deadline
To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&L Opportunities, 1350 Century Park West, Los Angeles, CA 90067.

R&L Opportunities
Free Advertising
Radio & Records provides free (4 words or 3 lines) listings to radio stations and record companies in Openings. Must be on company/station letterhead. Free listings of the same length are also available in the Free evening listings section of the show in the industry under Positions Sought.

Deadline
To appear in the following week's issue we must receive your ad by Thursday noon (PST) prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&L Opportunities, 1350 Century Park West, Los Angeles, CA 90067.
Breakers

PRINCE
Partyman (WB)
78% of its reporting stations on it. Rotations: Heavy 1/0, Medium 31/9, Light 40/22, Total Adds 31 including WXVY, WDAF, WLZZ, WWKY, WTLG, KPRM, KJAH, XHRM, WWXX, WJZJ, WJTT, WCDM, WTLL. Debuts at number 34 on the UC chart.

BOBBY BROWN
Rock Wit'cha (MCA)
77% of its reporting stations on it. Rotations: Heavy 3, Medium 34/5, Light 34/11, Total Adds 17 including WXVY, WKRN, WBOB, KPRM, XHRM, WJZJ, WJTT, WCDM, WTLL. Debuts at number 29 on the UC chart.

JERMAINE JACKSON
Don't Take It Personal (Artista)
70% of its reporting stations on it. Rotations: Heavy 0/0, Medium 113, Light 53/26, Total Adds 29 including WXVY, WKRN, KPRM, XHRM, WJZJ, WJTT. Debuts at number 30 on the UC chart.

Kool Moe Dee
I Go To Work (Jive/RCA)
62% of its reporting stations on it. Rotations: Heavy 3/0, Medium 91/1, Light 45/11, Total Adds 12 including WXVY, KYVS, KMJQ, WLZZ, WJZJ, WATV, WJTT, U02, WALT, HOT105. Debuts at number 40 on the UC chart.

Miles Jaye
I'll Be There (Island)
60% of its reporting stations on it. Rotations: Heavy 0/0, Medium 26/0, Light 297, Total Adds 7, HOT103, KYVS, KPRM, WDXK, KFXZ, HOT105, WQOK. Debuts at number 37 on the UC chart.

Pieces of a Dream
'Round That Time (E.M.I.)
60% of its reporting stations on it. Rotations: Heavy 0/0, Medium 20/0, Light 35/11, Total Adds 14 including WXVY, WBOB, WKRN, WDXK, WQOK, KJIP, WJRS, WQIC, KBZM, FM, WIKS. Debuts at number 35 on the UC chart.

Cheryl Lynn
"Every Time I Try To Say Goodbye" (Virgin) 53/25
Rotations: Heavy 1/0, Medium 50/3, Light 72/0, Total Adds 6 including WXVY, KMJQ, WJZJ, WALT, KMJQ, KBOM, WIKS. Debuts at number 20 on the UC chart.

Rocky (Washington, D.C.)
"Saturday Night (Freshest)" (Freshest Bag) 45/5
Rotations: Heavy 0/0, Medium 72/0, Light 203, Total Adds 2 including WXVY, KBOM. Debuts at number 23 on the UC chart.

短期内(速度)
"Fenderella" (Freshest Bag) 45/2
Rotations: Heavy 1/0, Medium 97/0, Light 260, Total Adds 2 including WXVY, KBOM. Debuts at number 10 on the UC chart.

Rodrigo Alves
"I Love The Bass" (Enigma) 20/9
Rotations: Heavy 0/0, Medium 20, Light 189, Total Adds 9 including WXVY, KBOM, WATZ, KJIP, WJRS, WMU, KJAY, KSDA. Debuts at number 2 on the UC chart.

Geoffrey Williams
"Prisoner Of Life" (Atlantic) 19/5
Rotations: Heavy 0/0, Medium 35/5, Light 111, Total Adds 3 including WXVY, KBOM, WQOK, WIKS. Debuts at number 19 on the UC chart.

La Rama
"They Put The Love I Love You" (MCA) 39/2
Rotations: Heavy 0/0, Medium 40/0, Light 235, Total Adds 3 including WXVY, KBOM, WQOK. Debuts at number 23 on the UC chart.

Daryl Tomkes
"So What Cha Sayin" (Freshest Bag) 45/5
Rotations: Heavy 0/0, Medium 72/0, Light 203, Total Adds 2 including WXVY, KBOM. Debuts at number 23 on the UC chart.

Flame with Tony Terry
"On The Strength" (Freshest Bag) 45/5
Rotations: Heavy 0/0, Medium 45/0, Light 175, Total Adds 5 including WXVY, KBOM, WQOK, WJRS. Debuts at number 5 on the UC chart.

Jojo Whalley
"What's Happening..." (Freshest Bag) 45/2
Rotations: Heavy 0/0, Medium 44/0, Light 179, Total Adds 3 including WXVY, KMJQ, WFXC, WWDM, WQOK. Debuts at number 5 on the UC chart.

Cherry Bear
"Slow Groove" (Freshest Bag) 45/2
Rotations: Heavy 0/0, Medium 126, Light 50/9, Total Adds 7 including WXVY, KBOM, WQOK, WJRS. Debuts at number 37 on the UC chart.

Slick Rick
"Hey Younger Gal" (Def Jam/Columbia) 39/2
Rotations: Heavy 0/0, Medium 172/0, Light 218, Total Adds 2 including WXVY, KBOM, WQOK, WJRS, KJAH, KJAY.

Giana Ross
"The House" (Motown) 37/9
Rotations: Heavy 0/0, Medium 60/0, Light 319, Total Adds 6 including WXVY, WQOK, WWDM, WQIK, WJRS, KBZM, WFXC. Debuts at number 37 on the UC chart.

Big Daddy Kane
"Smooth Operator" (Cold Chillin'//Reprise) 39/9
Rotations: Heavy 0/0, Medium 110, Light 378, Total Adds 9 including WXVY, WWDM, WQIK, WJRS, KBZM, KJOM, KMJQ, WFXC. Debuts at number 39 on the UC chart.

Kid N Play
"Tha Beat" (Select) 35/5
Rotations: Heavy 0/0, Medium 310/0, Light 271, Total Adds 3 including WXVY, WQOK, KBZM, WFXC. Debuts at number 5 on the UC chart.

Boyz
"Happy" (MCA) 30/3
Rotations: Heavy 0/0, Medium 115, Light 163, Total Adds 3 including WXVY, WQOK, WWDM, HOT103. Debuts at number 24 on the UC chart.

S.O.S. Band
"I'm Still Missing Your Love" (Tabu/CBS) 31/24
Rotations: Heavy 0/0, Medium 40/0, Light 240, Total Adds 24 including WXVY, WWDM, WQIK, WFXC, WFXC. Debuts at number 24 on the UC chart.

Michael Bolton
"Soul Provider" (Columbia) 30/3
Rotations: Heavy 0/0, Medium 141/4, Light 140, Total Adds 5 including WXVY, WFXC, KBZM, WQOK, WFXC. Debuts at number 25 on the UC chart.

L.L. Cool J
"Big Ole Butt" (Def Jam/Columbia) 39/1
Rotations: Heavy 0/0, Medium 100/0, Light 211, Total Adds 1 including WXVY, KBZM. Debuts at number 39 on the UC chart.

Milli Vanilli
"Girl I'm Gonna Miss You" (Arista) 29/4
Rotations: Heavy 0/0, Medium 54/5, Light 141/0, Total Adds 4 including WXVY, KBZM, WQOK, WFXC. Debuts at number 29 on the UC chart.

Sharon Bryant
"I'll Be Your Baby" (Wax) 53
Rotations: Heavy 0/0, Medium 35/3, Light 110, Total Adds 3 including WXVY, WQOK, WWDM, WQIK, WJRS, KBZM. Debuts at number 53 on the UC chart.

Teddy Riley
"Hey Girl" (MCA) 37
Rotations: Heavy 0/0, Medium 60/6, Light 234, Total Adds 6 including WXVY, KBZM, WQOK, WFXC, WFXC, WFXC. Debuts at number 37 on the UC chart.

Erica Gable
"Life" (EMI) 39/1
Rotations: Heavy 0/0, Medium 40/0, Light 222, Total Adds 2 including WXVY, KBZM, WQOK, WFXC, WFXC. Debuts at number 39 on the UC chart.

Edgar Murphy
"She's So Beautiful" (Freshest Bag) 27/14
Rotations: Heavy 0/0, Medium 37/0, Light 154, Total Adds 14 including WXVY, KBZM, WFXC, WFXC, WFXC. Debuts at number 27 on the UC chart.

Natalie Cole
"Hello Love" (Columbia) 37
Rotations: Heavy 0/0, Medium 40/0, Light 234, Total Adds 4 including WXVY, KBZM, WQOK, WFXC. Debuts at number 37 on the UC chart.

S.O.S. Band
"I'm Still Missing Your Love" (Tabu/CBS) 31/24
Rotations: Heavy 0/0, Medium 40/0, Light 240, Total Adds 24 including WXVY, WWDM, WQIK, WFXC, WFXC. Debuts at number 24 on the UC chart.

New Artists

New artists have not yet had a UC Breaker.
A Storm Is Brewing

Shelly Thunder Break Up

One listen and you'll be stunned, dazed and amazed.

The first single from her impending new MANGO release

FRESH OUT THE PACK
## UC ADDS & HOTS

### EAST

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<tr>
<th>Station</th>
<th>City</th>
<th>Artist(s)</th>
<th>Song(s)</th>
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<tr>
<td>WYTW</td>
<td>New York</td>
<td>Randy Crawford</td>
<td>Pieces of Kool E.U.</td>
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<td>WEND</td>
<td>Pittsburgh</td>
<td>Eddie Murphy</td>
<td>Zapp</td>
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<td>WBJC</td>
<td>Baltimore</td>
<td>Lynn</td>
<td>Bookers, Dee, Jermaine Jackson, Stevie Wonder, and a few others</td>
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<tr>
<td>WYTX</td>
<td>New York</td>
<td>Todd Rittenberg</td>
<td>A Done Deal</td>
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<tr>
<td>WPHD</td>
<td>Philadelphia</td>
<td>Bookers, Lynn</td>
<td>S.C.E.S., Babyface, Natalie Cole, and more</td>
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<td>WCOH</td>
<td>Chicago</td>
<td>Aretha Franklin</td>
<td>Baby Face, Slick Rick, and others</td>
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<tr>
<td>WXON</td>
<td>Milwaukee</td>
<td>Jody Watley</td>
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<tr>
<td>WHME</td>
<td>Milwaukee</td>
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### SOUTH

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<tr>
<th>Station</th>
<th>City</th>
<th>Artist(s)</th>
<th>Song(s)</th>
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<tr>
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<td>Baton Rouge</td>
<td>Tony Wright</td>
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<tr>
<td>KLAC</td>
<td>Los Angeles</td>
<td>Slick Rick</td>
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### Notes

- **Hottest:**
  - Aretha Franklin
  - Slick Rick
  - Teddy Riley
  - Jody Watley
  - Sharon Bryant

- **No Longer UC Reporters:**
  - Babyface
  - Slick Rick
  - Teddy Riley
  - Jody Watley
  - Sharon Bryant

- **Additional Artists:***
  - Randy Crawford
  - Eddie Murphy
  - Lynn
  - Todd Rittenberg
  - Lynn
  - Bookers, Dee, Jermaine Jackson, Stevie Wonder, and a few others
  - Lynn
  - Aretha Franklin
  - Jody Watley
  - Sharon Bryant
  - Teddy Riley

- **Additional Songs:**
  - Pieces of Kool E.U.
  - Zapp
  - A Done Deal
  - S.C.E.S., Babyface, Natalie Cole, and more
  - Baby Face, Slick Rick, and others
  - Jody Watley
  - Sharon Bryant
  - Teddy Riley

- **Additional Stations:**
  - WYTW
  - WEND
  - WBJC
  - WYTX
  - WPHD
  - WXON
  - WHME
  - WZM
  - W2GI
  - KLAC

- **Additional Cities:**
  - New York
  - Pittsburgh
  - Baltimore
  - Philadelphia
  - Chicago
  - Milwaukee
  - Detroit
  - Baton Rouge
  - Dallas
  - Los Angeles

- **Additional Reporters:**
  - Todd Rittenberg
  - Lynn
  - Bookers, Dee, Jermaine Jackson, Stevie Wonder, and a few others
  - Lynn
  - Aretha Franklin
  - Jody Watley
  - Sharon Bryant
  - Teddy Riley

- **Additional Information:**
  - Additional details can be found at www.americanradiohistory.com

**September 1, 1989**
"Ooh Baby Baby"

a totally
zapp-ified
version
of the Smokey Robinson classic!

from the new album

zapp v

produced by Roger Troutman

ALREADY ON:

WAMO KPRS WDKT
WKYS KMJM Z16
KMJQ KDAY U102
WGCI KJLH WQIC
WBLZ WWDM WTMP
WZAK WFXC KBUZ
WTLC Z104 HOT96

www.americanradiohistory.com
NATIONAL AIRPLAY

SEPTEMBER 1, 1989

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From "Let Your Love Flow" to "Rebels Without A Cause" 

YOU'LL NEVER BE SORRY

The New Single Featured On "THE BELLAMY BROTHERS GREATEST HITS VOLUME III"

REBA MCVITTIE

On 64% of reporting stations. Rotations: Heavy 2, Medium 33, Light 79. Total Adds 48 including WAYZ, WYRT, WKNX, WVBR, KCGG, WWLO, WKVT, WSMR, WUSN, KJYJ, WHOK, WVLX, WKBX, WDOO, WESC, WSLR, WUSN, KJYJ, WHOK, WVLX, WKBX, WDOO, WESC, WSLR, WUSN, KJYJ, WHOK, WVLX, WKBX, WDOO, WESC. Includes: "The Race is On (Capitol/Curb)"

GARTH BROOKS

On 93% of reporting stations. Rotations: Heavy 3, Medium 3, Light 4. Total Adds 35 including WPOC, WRCB, WVRE, WCCR, WKNX, KSWX, KJYJ, WHOK, WVLX, WKVT, WSLR, WUSN, WKLX, WVLX, BBX, WDOO, WESC, WSLR, WUSN, KJYJ, WHOK, WVLX, WKBX, WDOO, WESC. Includes: "The Race is On (Capitol/Curb)"

SAWYER BROWN

On 61% of reporting stations. Rotations: Heavy 2, Medium 25, Light 77. Total Adds 36 including WPOC, WSNQ, WKNX, WVBX, WNOE, WKNX, KYYX, WCHV, WLLA, WSLR, WUSN, WKLX, WVLX, BBX, WDOO, WESC, WSLR, WUSN, WKLX, WVLX, BBX, WDOO, WESC. Includes: "The Race is On (Capitol/Curb)"

From "Let Your Love Flow" to "Rebels Without A Cause"
WATCH OUR MOVES!

KATHY MATTEA
COUNTRY MUSIC ASSOCIATION NOMINEE FOR
★ FEMALE VOCALIST OF THE YEAR
★ ALBUM OF THE YEAR—
"WILLow IN THE WIND"
"BURNIN' OLD MEMORIES"

AVAILABLE ON MERCURY RECORDS, CASSETTES AND COMPACT DISCS.

BUTCH BAKER

"OUR LITTLE CORNER"
"When you see him perform live you'll realize he has more talent than half of the people achieving Top 20 consistently. Our Little Corner—Out of the box." Mickey Dearstone—WIVK (Knoxville)

DANIELE ALEXANDER

"SHE'S THERE"

THE KENTUCKY HEADHUNTERS

PolyGram

PLAY IT, SAY IT!

www.americanradiohistory.com
NEW & ACTIVE

KENNY ROGERS "The Vows Go Unbroken" (Reprise) 97/25
Rotations: Heavy: 1, Medium 25, Light 71, Total Ads 31 including WDWO, WYCN, WDSY, WDRC, WKSI, WYAY, KXKR, KXRA, KXMY, KXRA, KXRA, KTOM, Moves 48-39 on the chart.

GEORGE JONES "Writing On The Wall" (Epic) 97/8
Rotations: Heavy: 1, Medium 63, Light 39, Total Ads 8, including WYAY, WYCN, WDWC, WYGN, WLYH, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 49-41-38 on the chart.

BECKY HOBBES "Do You Feel The Same Way You" (RCA) 96/10
Rotations: Heavy: 1, Medium 37, Light 58, Total Ads 10, including WKPS, WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 44-44-40 on the chart.

CONWAY TWITTY "House On Old Lonesome Road" (MCA) 87/4
Rotations: Heavy: 2, Medium 53, Light 63, Total Ads 11, including WKPS, WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 46-46-40 on the chart.

MAURY STUART "Cry Dry Cry" (MCA) 68/11
Rotations: Heavy: 1, Medium 15, Light 32, Total Ads 11, including WKPS, WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 47-47-40 on the chart.

CAYTON "Hot Nights" (16th Avenue/Capitol) 68/10
Rotations: Heavy: 1, Medium 50, Light 47, Total Ads 24, including WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 48-48-41 on the chart.

FOSTER & LLOYD "Suzette" (RCA) 67/7
Rotations: Heavy: 1, Medium 56, Light 42, Total Ads 42 including WGRT, WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 48-48-42 on the chart.

GARTH BROOKS "If Tomorrow Never Comes" (Capitol) 66/42
Rotations: Heavy: 1, Medium 9, Light 67, Total Ads 49 including WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 50-50-50 on the chart.

MARY CHAPIN CARPENTER "Never Had It So Good" (Columbia) 66/26
Rotations: Heavy: 1, Medium 11, Light 48, Total Ads 38 including WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 50-50-50 on the chart.

EMMYLOU HARRIS "I Still Miss Someone" (Reprise) 57/5
Rotations: Heavy: 1, Medium 64, Light 64, Total Ads 49 including WKPS, WYCN, WDSY, WYAY, KXKR, KXRA, KXRA, KXRA, KXRA, KXRA, KXRA, KTOM, Moves 50-50-50 on the chart.
### MOST ADDED EAST

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<td>Rodney Crowell &amp; Emmylou Harris</td>
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<td>WBAM</td>
<td>Retta McEntire</td>
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### MOST ADDED SOUTH

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<td>WLS</td>
<td>Garth Brooks</td>
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<td>WQQQ</td>
<td>Rodney Crowell</td>
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### MOST ADDED WEST

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### HOTTEST

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<tr>
<td>3</td>
<td>WQQQ</td>
<td>Rodney Crowell</td>
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**NEW & ACTIVE**

**LEO GANDOLMANN** "Western World" (Nerve Forecast) 22/3
Rotations: Heavy: 20, Medium: 161, Light: 142, Total Ads: 3, WAKX, KICX, WGAC, Heavy: KPVT, WHHI. Mediums include: KXPR, KEJX, CHART EXTRA this week.

**STANLEY TURRENTINE** "LA Place" (Blue Note) 31/2
Rotations: Heavy: 150, Medium: 181, Light: 191, Total Ads: 2, KXPP, KXVI, WHIS, WDUB, WIOQ, WQUS, KSHO. Mediums include: KXPR, CHART EXTRA this week.

**SKIPPER WISE** "I Don’t Know Why" (Cheeky) 22/3
Rotations: Heavy: 150, Medium: 180, Light: 190, Total Ads: 2, WHAC, WAPI, KTSQ, KSTP, CHART BREAKER this week.

**WIND MACHINE** "Romance in the Moonlight" (Silver Wave) 28/2
Rotations: Heavy: 50, Medium: 147, Light: 90, Total Ads: 2, WBGB, WHBQ. Heavy: WJZB, KLTR, KSLY, WAGN, PS, CHART BREAKER this week.

**HERB ALPERT** "My Abstract Heart" (A&M) 2/11

**FULL SWING** "The End Of The Sky" (Cyprus/A&M) 23/4
Rotations: Heavy: 10, Medium: 160, Light: 62, Total Ads: 4, WGMC, KLSZ, WJJB, WHHS Heavy: KDAO, Mediums include: KSLZ, CHART EXTRA this week.

**GREG MATHESON** "For My Friends" (Heartbeat) 21/4
Rotations: Heavy: 50, Medium: 8, Light: 100, Total Ads: 4, WMCQ, KWSF, WOBT, WHHS: Heavy: KDAO.

**GONITTI** "In The Garden" (Epic) 18/3
Rotations: Heavy: 20, Medium: 55, Light: 130, Total Ads: 3, KFMB, WHLZ, WDJZ.

**PETER MANNING RICH** "Palm Springs Rising" (Chase Music Group) 18/3

**WILLIAM AURA and FRIENDS**

"World Keeps Turning"
R&R AC 10-19

Watch for Aura’s video of "Alphak Rock" on VH-1’s New Views (Sunday Evenings).

**NEW AC**

**LEO GANDOLMANN** "Western World" (Nerve Forecast) 22/3
Rotations: Heavy: 20, Medium: 161, Light: 142, Total Ads: 3, WAKX, KICX, WGAC, Heavy: KPVT, WHHI. Mediums include: KXPR, KEJX, CHART EXTRA this week.

**ZAPPYTHUM** "Todo Bam" (Enigma) 27/1

**ANA CARA** "Giant Backwards" (Cheeky) 26/6
Rotations: Heavy: 20, Medium: 30, Light: 178, Total Ads: 6, KJZZ, KFLJ, KIUH, WIBR, WSMJ, KSSR. Heavy: KJRR, WHQY, WQUS, CHART BREAKER this week.

**MONTREUX** "Let Them Say" (Windham Hill) 23/0
Rotations: Heavy: 60, Medium: 110, Light: 85, Total Ads: 0, Heavy: KZJS, KLSZ, KSLU, KSSO, JETRAX, CHART EXTRA this week.

**ELEMENTS** "Liberal Arts" (Kona/RCA) 21/0
Rotations: Heavy: 45, Medium: 130, Light: 60, Total Ads: 0, Heavy: JCTY, KSUJ, WHSE, KOCR. Mediums include: WNOP, WQNB, WBIB, WGCB, CARLOS RIVERA, CHART EXTRA this week.

**MIKE GARDON** "Remember Love" (CBS Masterworks) 21/0
Rotations: Heavy: 20, Medium: 110, Light: 80, Total Ads: 0, Heavy: WTEB, KSUJ, KSLU, KOCR, KSSO, JETRAX, CHART EXTRA this week.

**NEIL LARSEN** "Smooth Talk" (MCA) 21/0
Rotations: Heavy: 30, Medium: 120, Light: 60, Total Ads: 0, Heavy: KZJS, KLSZ, KSLU, KSSO, JETRAX, CHART EXTRA this week.

**HERB ALPERT** "My Abstract Heart" (A&M) 2/11

**JOHN SCOFIELD** "Fat Out" (Grahamavon) 20/2
Rotations: Heavy: 10, Medium: 120, Light: 100, Total Ads: 2, WKBW, WQEC, WVTH, WQUS, WHSE, WSLU, KOCR, KSSO, CHART EXTRA this week.

**OCEANS** "Riding The Tide" (Riprock) 20/0
Rotations: Heavy: 40, Medium: 100, Light: 70, Total Ads: 0, Heavy: KJZJ, WTEB, JETRAX, CHART EXTRA this week.

**BOB MINTER** "Urban Contours" (IMP) 19/3
Rotations: Heavy: 50, Medium: 55, Light: 130, Total Ads: 2, WHQY, WHSE, WRRJ, WQUS, CHART EXTRA this week.

**JOEL LEWIS** "This Is My Time" (Headfirst)*
Rotations: Heavy: 30, Medium: 120, Light: 60, Total Ads: 0, Heavy: KJZJ, WHSE, WRRJ, WQUS, CHART EXTRA this week.

**JIMMY WINTER** "I'll Be Watching You" (Headfirst)*
Rotations: Heavy: 30, Medium: 120, Light: 60, Total Ads: 0, Heavy: KJZJ, WHSE, WRRJ, WQUS, CHART EXTRA this week.
### New AC

**ADDs & HOTS**

<table>
<thead>
<tr>
<th>P1</th>
<th>P2</th>
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44 Current NAC Reporters 35 Current NAC Playlists

### CONTemporary JAZZ

**ADDs & HOTS**

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</table>

41 Current Contemporary Jazz Reporters 36 Current Contemporary Jazz Playlists

### JIM CHAPPELL!!

**R&R [1-5]**

Living The Northern Summer

Gavin #2! FMQB #4! MAC #71
National tour in full swing!

MUSIC WEST

For CD Service/Touring Information, contact Kenny Alman (415) 935-5800.

### Michael Tomlinson

**TOP TEN! NAC 8-4**

Face up in the rain

### SKIPPER WISE

**NAC CHART EXTRA**

the clock and the moon

### FULL SWING

**NAC NEW & ACTIVE**

Make your playlist a hit with Cypress Records

**NATIONAL AIRPLAY**

**BREAKERS**

59% of our respondents on it. Rotations: Heavy, Medium, 9 Light, 27.
Total Add 15 including WBFB, B100, WXTC, U102, WKRG, WLHT, WHNN, KIDX, KSTR. 

**SINGING OUT SISTER**

58% of our respondents on it. Rotations: Heavy, 0 Medium, 11 Light, 37.
Total Adds 15 including WCB, W2B, WNUA, WTCB, KELT, WLHT, WHNN, WTTW, WJON. 

**BARRY MANILOW**

The one that got away (Arista)

52% of our respondents on it. Rotations: Heavy, 0 Medium, 17 Light, 26.
Total Adds 9: WBFB, KLSI, WMGS, WXTC, WTCB, WLHT, WHNN, WECD, KIDX. 

---

**NEW & ACTIVE**

**POCO**

Call It Love (RCA)

59% of our respondents on it. Rotations: Heavy, 3 Medium, 19 Light, 27.
Total Add 15 including WBFB, B100, WXTC, U102, WKRG, WLHT, WHNN, KIDX, KSTR. 

**DONNY OSMOND**

"Baby Can I Hold You" (Columbia) 27/1

**GEORGE HARRISON**

"Golden Age" (Capitol) 26/7

**HENDRIX"**

"Breathe Life Into Me" (Island) 20/4

**MICA PARIS**

"Love's About To Change My Heart" (Atlantic) 16/5

**JOY WILLET"**

"We'll Never Learn Love" (Cypress/A&M) 36/0

**SOUL II SOUL**

"Keep On Movin" (Virgin) 30/1

**STARS"**

"It's Not Enough" (RCA) 30/0

---

**ROTATION BREAKOUTS**

**MICHAEL BOLTON**

8/3 73 10 0

**BEE GEES**

8/1 72 9 0

**TOMMY TONY**

8/0 60 14 1

**WENDY OSMOND**

7/3 54 17 2

**SURFACE**

7/7 32 40 2

**BEACH BOYS**

7/1 50 13 3

**RICHARD MARX**

6/9 43 17 3

**CHRIS REA**

6/8 38 22 4

**PATI LAMBERT**

6/3 38 22 5

**CUTTING CREW**

6/0 30 0 6

**MACONTRAY**

5/1 30 22 4

**DION**

5/0 54 20 1

**Gloria Estefan**

5/0 38 10 1

**ELTON JOHN**

5/0 30 0 6

**DONNY OSMOND**

5/0 54 17 2

**DIANE COLE**

4/9 38 22 4

**JIMMY BUFFETT**

4/6 22 40 1

**JACKSON BROWNE**

4/1 20 17 2

**STEVE NICKS**

4/0 22 40 1

**JONI MITCHELL**

4/0 30 0 6

---

**SIMPLY RED**

You've Got It (Elektra) 29/29

**KATRINA & THE WAVES**

"That's The Way" (SBK) 25/7

**BLACK SABBATH**

"The Chosen One" (Epic) 24/5

**DONNY OSMOND**

"Baby Can I Hold You" (Columbia) 27/1

---

**www.americanradiohistory.com**
**NATIONAL AIRPLAY**

**180 REPORTERS**

<table>
<thead>
<tr>
<th>DEBUT</th>
<th>ROLLING STONES/Steel Wheels (Columbia)</th>
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<tbody>
<tr>
<td>1</td>
<td>DON HENLEY/The End Of The Innocence (Geffen)</td>
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<tr>
<td>2</td>
<td>TOM PETTY/Full Moon Fever (MCA)</td>
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<td>3</td>
<td>TREvor RAININ/Electric Language (Elektra)</td>
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<table>
<thead>
<tr>
<th>DEBUT</th>
<th>POCO/Legacy (RCA)</th>
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<tr>
<td>7</td>
<td>WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)</td>
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<tr>
<td>16</td>
<td>JACKSON BROWNE/World In Motion (Elektra)</td>
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<tr>
<td>18</td>
<td>JOE COCKER/One Night Of Sin (Capitol)</td>
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</tbody>
</table>

| 15    | ROLLING STONES/Steel Wheels (Columbia) |
| 12    | STARRISH/Alert Among The Cannibals (RCA) |

<table>
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<tr>
<th>WINGER/33 &amp; (RCA)</th>
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<tbody>
<tr>
<td>25</td>
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| 27               | LETHAL WEAPON II/Soundtrack (WB) |
| 28               | STAGE DOGS/Stage Dolls (Chrysalis) |
| 29               | STEVIE RAY VAUGHAN & DOUBLE TROUBLE/In Step (Epic) |
| 30               | SKID ROW/Skid Row (Atlantic) |

| 34                | MICK JONES/Mick Jones (Atlantic) |
| 37                | BILLY SOUER/Heart & Now (Capitol) |
| 39                | BLUE MURDER/Blue Murder (Geffen) |

| 45                | ANDERSON BRUFORD WAKEMAN.../Anderson Bruford Wakeman... (Arista) |
| 47                | CALL/let The Day Begin (MCA) |
| 49                | DOBBIE BROTHERS/Cycles (Capitol) |
| 51                | ALICE COOPER/Trash (Epic) |

| 52                | BAD ENGLISH/Back To Paradise (Epic) |
| 54                | TEXAS/Southside (Mercury) |
| 55                | CULT/Sonic Temple (Vinyl) |
| 57                | TEN YEARS AFTER/About Time (Chrysalis) |

| 63                | TORA TORA/Surprise Attack (A&M) |
| 64                | WORLD TRADE/World Trade (Polydor) |

<table>
<thead>
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<th>DEBUT</th>
<th>ELTON JOHN/Sleeping With The Past (MCA)</th>
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<tr>
<td>13</td>
<td>RICHARD MARX/Repeat Offender (EMI)</td>
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<td>24</td>
<td>GREAT WHITE/Twice Shy (Capitol)</td>
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<tr>
<td>30</td>
<td>INDIGO/Big Harvest (A&amp;M)</td>
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| 31    | PETE TOWNSHEND/The Iron Man (Atlantic) |
| 35    | CURE/Disintegration (Elektra) |
| 37    | JAMES McMurtry/Ten Long In The Wasteland (Columbia) |

| 36    | STEVIE NICKS/The Other Side Of The Mirror (Modern/Atlantic) |
| 37    | TANGER/Shadows Of The Streets (Atco) |

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<tr>
<th>DEBUT</th>
<th>GIANT/Last Of The Runaways (A&amp;M)</th>
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<td>40</td>
<td>KIM MITCHELL/Rockland (Atlantic)</td>
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<tr>
<th>DEBUT</th>
<th>FINE YOUNG CANNIBALS/Save The Rock &amp; The Country (RCA)</th>
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</thead>
</table>

| DEBUT | ENUFF Z'NUFF/Enuff Z'NuFF (Atco) |

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**GET UP, R.E.M.**

The New Single. Produced by Scott Litt & R.E.M. From the album Green. See R.E.M. on tour throughout the U.S. this fall.

---

**BREAKERS.**

Steel Wheels (Columbia) 99% of our reporters on it.

POCO Legacy (RCA) 88% of our reporters on it.

---

**MOST ADDITED**

<table>
<thead>
<tr>
<th>GIANT (26)</th>
<th>CULT (20)</th>
<th>GREAT WHITE (17)</th>
<th>DAMAGERS TOYS (16)</th>
<th>POCO (14)</th>
<th>TESLA (12)</th>
<th>LIVING COLOUR (11)</th>
<th>WINGER (11)</th>
<th>WORLD TRADE (11)</th>
</tr>
</thead>
</table>

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**HOTTEST**

| ROLLING STONES (174) | DON HENLEY (144) | TOM PETTY (132) | WARRANT (114) | TREvor RAININ (111) | JACKSON BROWNE (99) | STARRISH (99) | LETHAL WEAPON (79) | POCO (79) | JOE COCKER (85) |

---

**ROLLING STONES**

Steel Wheels (Columbia) 99% of our reporters on it.

---

**LAUREL BUSH/****Living Colour (Epic)**
NEW ARTISTS

1 D.A.D /Sleeping My Day Away (WB) 84
GIANT/I'm A Believer (A&M) 84
3 JAMES MCMURTRY/Painting By Numbers (Columbia) 78
4 INDIO/Hard Sun (A&M) 76
5 ENUFF Z'NUFF/New Thing (Atco) 70
6 GORKY PARK/Bang (Mercury) 67
7 S. STEVENS ATOMIC PLAYBOYS/Atomic Playboys (WB) 62
8 BONHAM/Wait For You (WTG) 58
9 DANGEROUS TOYS/Teas'n Plan (Columbia) 50
10 STEVE JONES/Freedom Fighter (MCA) 55
11 KING'S X/Over My Head (Megaforce/Atlantic) 53
12 BRENDA CRISCO /No Money At All (Silvertone/RCA) 49
13 FINE YOUNG CANNIBALS/Don't Look Back (RS/MCA) 37
MAX D/Way Of The World (Atlantic) 37
WEBB WILDER/Cold Front (Island) 37
16 ML. BIG/Addicted To That Rush (Atlantic) 34
17 DANGER DANGER/Naughty Naughty (imag/mono CBS assoc.) 27
18 FLIES ON FIRE/C/Mon (A) 20
19 HOODOO GURUS/Comin' Down The Line (Island) 18
INDIGO GIRLS/Closer To Fine (Epic) 18
QUEENSRYCHE/Don't Believe In Love 18

Reports

NATIONAL AIRPLAY

180 REPORTERS

- 1 1 ROLLING STONES/Mixed Emotions (Columbia) 179+ / 6 174+ 4 -
- 1 2 AEROSMITH/Love In An Elevator (Get) 171+ / 7 146+ 25 -
7 6 4 TREVOR RABIN/Something To Hold Onto (Elektra) 166+ / 2 111+ 45 -
4 1 2 DON HENLEY/I Will Not Go Quietly (Geffen) 139+ / 0 127+ 11 -
2 2 1 TOM PETTY/Free Fallin'/ (MCA) 126+ / 0 115+ 11 -
- 1 2 1 POOD/Call It Love (RCA) 158+ / 14 79+ 75 -
6 3 5 1 WARRANT/Heaven (Columbia) 130+ / 0 112+ 16 -
15 15 10 1 DR. STARSHIP/It's Not Enough (RCA) 143+ / 3 99+ 37 -
10 7 7 1 JACKSON BROWNE/Chasing You Into The Light (Elektra) 137+ 1 91+ 45 -
23 18 12 1 JOE COCKER/When The Night Comes (Capitol) 151+ / 10 65+ 81 +
12 8 8 1 GEORGE HARRISON/Cherry Down (WB) 135+ / 0 79+ 52 -
20 17 10 1 STAGE DOLLS/Love Cries (Chrysalis) 150+ / 6 55+ 83 -
- 1 2 MOTLEY CRUE/Dr Feelgood (Elektra) 146+ / 10 39+ 82 -
- 1 2 TEARS FOR FEARS/Sowing The Seeds Of Love (Fontana/Mercury) 140+ / 31 45+ 81 -
25 19 18 1 MICK JONES/Just Wanna Hold (Atlantic) 136+ / 5 40+ 86 +
17 14 16 1 BLUE MURDER/Jeffy Roll (Geffen) 118+ / 1 35+ 73 -
1 4 9 1 CALL/Let The Day Begin (MCA) 85+ / 0 61+ 21 -

147 147 147 1 JETHRO TULL/Kissing Willie (Charasaili) 118+ / 18 22 81 -
15 13 15 1 SKID ROW/18 & Life (Atlantic) 99+ / 1 49+ 40 -
34 27 27 1 ANDERSON BRADFORD WAKEMAN.../Order Of The... (Arista) 113+ / 8 26+ 78 -
- 1 2 JEFFERSON AIRPLANE/Planes (Epic) 113+ / 3 27+ 76 -
35 29 27 1 ALICE COOPER/Poison (Epic) 112+ / 3 13+ 78 -
13 12 12 1 MELISSA ETHERIDGE/No Souvenirs (Island) 108+ / 108 18 82 -
52 32 32 1 TEN YEARS AFTER/Let's Shake It Up (Chrysalis) 116+ / 7 16+ 79 -
26 26 26 1 TEXAS/Don't Want A Lover (MCA) 114+ 1 19+ 75 -
37 30 30 1 BILLY SQUIER/Tied Up (Capitol) 112+ / 10 17+ 75 -
5 9 10 1 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Crossfire (Epic) 65+ / 0 53+ 12 -
3 5 1 1 BAD ENGLISH/Forget Me Not (Epic) 72+ / 0 47+ 22 -
24 23 23 1 TORA TORA/Walking Shoes (A&M) 104+ / 2 60+ 26 -
- 1 2 CULT/E (Cayo Baby) (Sire/Reprise) 105+ / 29 13+ 65 -
- 1 2 ROLLING STONES/Rock And A Hard Place (Columbia) 74+ / 24 32 38 -
106 / 105 9 71 -
33 32 32 1 DOUG FERGUSON/Angel Song (Epic) 112+ / 11+ 12+ 68 -
- 3 35 35 1 ELTON JOHN/Healing Hands (MCA) 83+ / 9 22+ 53 -
- 1 1 1 1 ROLLING STONES/Sad Sad Sad (Columbia) 72+ / 71 33 36 -
11 11 11 1 RICHARD MARX/Nothing You Can Do About It (EMI) 72+ / 0 33+ 34 -
36 29 31 1 INDIO/Hard Sun (A&M) 76+ / 0 22+ 45 -
50 48 48 1 CURE/Lovesong (Elektra) 73+ / 10 20+ 39 -
43 37 37 1 DOBBIE BROTHERS/South Of The Border (Capitol) 67+ / 22 35+ 37 -
- 1 1 1 1 JAMES MCMURTRY/Painting By Numbers (Capitol) 78+ / 9 6+ 45 -
27 31 23 1 TOM PETTY/Rummin' Down A Dream (MCA) 40+ / 2 32+ 7 -
- 1 1 1 1 D.A.D/Sleeping My Day Away (WB) 84+ / 18 9+ 45 -
1 1 1 1 GIANT/I'm A Believer (A&M) 84+ / 18 9+ 45 -
14 14 14 1 STEVIE NICKS/Long Way To Go (Modern Atl) 40+ / 0 22+ 17 -
- 1 2 1 1 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Tightrope (Epic) 52+ / 13 11+ 37 -
- 1 2 1 1 GREAT WHITE/The Angel Song (Columbia) 70+ / 20 2+ 50+ -
54 45 37 1 KIM MITCHELL/Rock N Roll Duty (Atlantic)* 57+ / 5 8+ 31+ -
- 1 1 1 1 ENUFF Z'NUFF/New Thing (A 1) 70+ / 24 31+ 34 -
9 12 12 1 PETE TOWNSHEND/Dig (Atlantic) 44+ / 0 21+ 18 -
9 12 12 1 TANGER/On The Line (A) 46+ / 2 21+ 22 -
60 52 52 1 FINE YOUNG CANNIBALS/Don't Look Back (RS/MCA) 37+ / 2 23+ 13 -
- 1 1 1 1 MOLLY HATCHET/Three Goes The Neighborhood (Capitol) 61+ / 61 4 41 -
- 1 1 1 1 ROLLING STONES/Terrifying (Columbia) 39+ / 38 19 17 -
- 1 1 1 1 BONHAM/Wait For You (WTG) 58+ / 58 3 33 -
- 1 1 1 1 DON HENLEY/The Last Worthless Evening (Geffen) 41+ / 4 14+ 27+ -
19 24 24 1 DOBBIE BROTHERS/Need A Little Taste (Capitol) 35+ / 25 9 -
57 57 57 1 STEVE STEVENS ATOMIC PLAYBOYS/Atomic Playboys (WB) 65+ / 10 1+ 34+ -
- 1 1 1 1 GORKY PARK/Bang (Mercury) 67+ / 10 1+ 31+ -
- 1 1 1 1 LIVING COLOUR/Glamour Boys (Epic) 53+ / 13 4+ 35 -
- 1 1 1 1 DANGEROUS TOYS/Teas'n Plan (Columbia) 58+ / 17 2+ 29 -

JETHRO TULL
Kissing Willie (Charasaili) 65% of our reporters on it.

JEFFERSON AIRPLANE
Planes (Epic) 63% of our reporters on it.

BILLY SQUIER
Tied Up (Capitol) 62% of our reporters on it.

MELISSA ETHERIDGE
No Souvenirs (Island) 60% of our reporters on it.
"Kissing Willie"

The First Track from the Forthcoming Album
"Rock Island"

FIRST WEEK BREAKER  #1 MOST ADDED
AOR TRACK DEBUT 10
OUT OF THE BOX AT
OVER 115 AORs, INCLUDING

WBCN KZEW KYYX KFXQ KOME
WGR WSHE WLZR KZAP KSJO
WBAB KISS WQFM KGB KISW
WNEW WLUP KAZY KFOG KXRX
WHJY WXRT KBCO
DC101 WEBN KLOS
WMFX WLVQ KUPD
KTXQ WLLZ KGON

National Tour In Full Swing:

October
23 Troy 24 Rochester 26 Toronto 27 Montreal 28 Worcester 29 Portland, ME
31 New Haven
November
1 Providence 2 Philadelphia 3 Hempstead, NY 6 Auburn Hills, MI 7 Cleveland 8 Pittsburgh 9 E. Rutherford, NJ 11 Ann Arbor

December
3 Denver 5 Los Angeles 8 San Diego 10 San Francisco

12 Columbus 14 Chicago 16 Milwaukee 17 St. Paul 19 Cincinnati 21 Birmingham 22 Atlanta 24 Miami 26 Tampa 28 New Orleans 29 Houston
DEBORAH HARRY
The First Single From the Upcoming Album
"Def, Dumb & Blonde"

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of station plays for each of an album's most-reported tracks is listed in parentheses.

BREAKERS — Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

MOST ADDED — This week’s most added albums and tracks.

MOST REQUESTED — This week’s most requested tracks.

HOTTEST — This week’s albums and tracks receiving the most heavy reports.

STEVE JONES “Freedom Fighter” (MCA) 56/8 (56/11)

“Almost Is Enough” (Para) 19/5 (17/0)

“Senseless” (Elektra) 12/5 (12/4)

“Angels” (RCA) 8/5 (9/4)

“You Know” (Columbia) 5/5 (4/5)

“Hangin’ On A Star” (Atlantic) 4/5 (3/4)

“Black Magic Woman” (Geffen) 3/5 (2/4)

“Safe Inside” (Warner) 2/5 (1/4)

“Runaway” (Epic) 1/5 (1/5)

“Can’t Stand The Weather” (MCA) 1/5 (1/5)

“Brothers In Arms” (Capitol) 1/5 (1/5)

“Here Comes The Sun” (Capitol) 1/5 (1/5)

“On The Border” (Capitol) 1/5 (1/5)

“Oye Como Va” (Warner) 1/5 (1/5)
PLAYLISTS — Artists are listed once per playlist in the highest rotation they are in any of their albums. Their tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:
- Album or track is newly reported.
- (HI) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures. Parallel One: 100,000+. Parallel Two: 200,000 - 1,000,000. Parallel Three: under 200,000. Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
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<td>WJL/Tampa (813) 222-6421</td>
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| WJL/Tampa (813) 222-6421 | \[REDACTED\] | \[REDACTED\] | \[REDACTED\] | \[REDACTED\] | \[REDACTED\] | \[REDACTED\] | \[REDACTED\] | Continued on next page

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CHR P1 PLAYLISTS

CHR P1A

P1-A CHR Reporters are major market stations which have achieved format dominance or exert significant influence in their market by playing a unique mix of leading-edge rock or dance records combined with mainstream CHR.

**CHR 106.5 FM**
Washington, D.C.
PD: Steve Ferguson
MD: Albie D

**Power FM 99.1**
Miami
VP/Programming: Bill Turner
AP: Funk E. Frank Walsh
Music Co-Ed: John Rogers

**KXKR 106.5 FM**
Kansas City
Acting PD: Gary Franklin
AP/MD: John McFadden

**Hot 102**
New York
Co-Host: Joel Solkowitz
PD: Steve Ellis
MD: Kevin McCabe

**WLUM 106.5 FM**
Milwaukee
PD: Rick Thomas
MD: Dana London

**WMFS 107.5 FM**
Tampa
PD: Al Tavaera

**Hot 99.1 FM**
San Diego
PD: Ken Richards
MD: John Christian

**Q105**
Portland
VP/Programming: Jan Ryan

**Q102**
Philadelphia
OM: Mark Drouillet
PD: Elvis Duran
MD: Frank Carman

**Fox FM**
San Francisco
PD: Keith Notary
MD: Korth Gett

**Cherry**
San Francisco
OM: Rich Pombretta
MD: Brad Hanson

**Pirate Radio**
Los Angeles
OM: Randy Kabush
MD: Steve Hoffman

**K102**
Sacramento
OM/PO/MD: Brian White

---

**Notes:**
- Logo images omitted for clarity.
- All stations listed are CHR formatted.
- Station format and programming details vary widely.
- CHR P1A stations are highlighted with a green background and additional notes.
EAST

MOST ADDED
Marlisa
Tears For Fears
Tina Turner
Melody Coss
Bobby Brown
Ellen Joj

WARRANT
TEXAS
Bobby Brown
Elton John
Debbie Gibson
Love And Rockets
Out
Can She
Simply
Me
Tina Turner

Hottest:

AR
Mayne
GOER
JEFF HEALEY BAND
RIC
TINA Turner
PRINCE
Jim Cook
GRAYSON HUGH

Polo
COVER GIRLS
NEW

Hottest:

ARRANT
ARS
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2'S
Tina
PETTY
TOUNG,
VANILLI
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Please note, frozen playlists are indicated with an "*" next to the previous week’s chart position.

R&R’s CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

Parallel 2 Reporters: Selected leading-edge major market CHR stations whose playlists differ significantly from mainstream CHR’s.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 198,995 and below.

**251 REPORTS**

**AEROSMITH**

*Love in An Elevator (Geffen)*

**LP Pumps**

---

**AFOLOGY**

**Adrian Belew**

*Oh Daddy (Atlantic)*

**LP Hit**

**List Total Reports 24 2%**

---

**BARYFACE**

*Fm’s No. 1 Comp (Solar/Epic)*

**LP Tender Love**

---

**BOBBY BROWN**

*Rock Me (MCA)*

---

**CHUCKIE BOKER**

*Turned Away (Atlantic)*

**LP Chucks**

---

**DON'T BE CRUEL**

---

**SHARON BRYANT**

*Let Go (Rng/Polydor)*

**LP美术**

---

**TOTAL REPORTS 124 48%**

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**PARALLELS CONTINUED ON PAGE B8**

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**D**

DOOBIE BROTHERS

*Need A Little Taste Of Love (Capitol)*

LP Cycle

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**E**

GLORIA ESTEFAN

*Don't Wanna Lose You (Epic)*

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**F**

FINE YOUNG CANNIBALS

*Don't Look Back (RSJ/MCA)*

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**G**

GRACES

*Lay Down Your Arms (A&M)*

LP Cycle

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### Seduction

**You're My One And** (Vendetta/A&M)

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### Soul II Soul

**Keep On Movin'** (Virgin)

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### Starship

**P/S Not Enough** (RCA)

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### Stage Dolls

**Love Chas** (Chrysalis)

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### Surface

**Shower Me With Your Love** (Columbia)

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<td><strong>REGIONAL</strong></td>
<td><strong>N&amp;A</strong></td>
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<tr>
<th><strong>WARRANT</strong></th>
<th><strong>ADDS</strong></th>
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<tbody>
<tr>
<td>Heaven (Columbia)</td>
<td>w 39%</td>
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<tr>
<th><strong>BEACH BOYS</strong></th>
<th><strong>PARALLEL</strong></th>
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<tbody>
<tr>
<td>Still Cruisin' (After All These...) (Capitol)</td>
<td>After All These... (Capitol)</td>
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<table>
<thead>
<tr>
<th><strong>YOUNG MC</strong></th>
<th><strong>E &amp; B</strong></th>
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<tbody>
<tr>
<td>Bust A Groove (Delicious Vinyl/Island)</td>
<td>Some People (A&amp;M)</td>
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<td><strong>TOTAL REPORTS</strong></td>
<td>27%</td>
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<thead>
<tr>
<th><strong>PULVERIS</strong></th>
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<tbody>
<tr>
<td>ZIGGY MARLEY &amp; MELODY MAKERS</td>
<td>This One (Capitol)</td>
</tr>
<tr>
<td><strong>MOVING PICTURES</strong></td>
<td><strong>K</strong></td>
</tr>
<tr>
<td>What About Me (Stiff)</td>
<td>Don't Close Your Eyes (Atlantic)</td>
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<thead>
<tr>
<th><strong>NEW KIDS ON THE BLOCK</strong></th>
<th><strong>C</strong></th>
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<tbody>
<tr>
<td>Cover (Columbia)</td>
<td>My Heart Skips A Beat (Capitol)</td>
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<thead>
<tr>
<th><strong>D</strong></th>
<th><strong>PARALLELS</strong></th>
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<tr>
<th><strong>G</strong></th>
<th><strong>ADDS</strong></th>
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<tbody>
<tr>
<td>We Could Be Together (Atlantic)</td>
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<thead>
<tr>
<th><strong>M</strong></th>
<th><strong>UP</strong></th>
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<tbody>
<tr>
<td>This One (Capitol)</td>
<td>Love The Bass (Elektra)</td>
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<thead>
<tr>
<th><strong>R</strong></th>
<th><strong>UP</strong></th>
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<tbody>
<tr>
<td>TIEFENBACH</td>
<td>Something To Hold On To (Elektra)</td>
</tr>
<tr>
<td>Artist</td>
<td>Track</td>
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<tr>
<td>-------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>Graces</td>
<td>&quot;Lay Down Your Arms&quot; (A&amp;M)</td>
</tr>
<tr>
<td>Seduction</td>
<td>&quot;You're My One &amp; Only&quot; (Wendy &amp; M&amp;M)</td>
</tr>
<tr>
<td>B-52's</td>
<td>&quot;Love Shack&quot; (Reprise)</td>
</tr>
<tr>
<td>Sharon Bryant</td>
<td>&quot;I'll Eat Go (Wing/Polydor)&quot;</td>
</tr>
<tr>
<td>Underworld</td>
<td>&quot;Stand Up&quot; (Sire/WB)</td>
</tr>
<tr>
<td>Young MC</td>
<td>&quot;Rust A Move&quot; (Delicious Vinyl/Island)</td>
</tr>
<tr>
<td>Tangent</td>
<td>&quot;On The Line (Alto)&quot;</td>
</tr>
<tr>
<td>Kevin Paige</td>
<td>&quot;Don't Shut Me Out&quot; (Chrysalis)</td>
</tr>
<tr>
<td>Adrian Belew</td>
<td>&quot;Oh Daddy (Atlantic)&quot;</td>
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</tbody>
</table>

New artists have not yet had a CHR Breaker.
TEARS FOR FEARs
Sowing The Seeds Of Love (Fontana/Mercury)
74% of our reporters playing it. Moves: Up 31, Debuts 62, Same 48, Down 0, Adds 44 including CKQL, Q107, WPRR99, WNVZ, WHYT, KISN, KUBE, 99WGY, WERZ, Q98, WQUT, KRNY, KAYT. See Parallels, debuts at number 37 on the CHR chart.

BABYFACE
It's No Crime (Solar/Epic)
65% of our reporters playing it. Moves: Up 25, Debuts 51, Same 38, Down 0, Adds 40 including WLCQ, KDRE, YWOZ, WBBQ, KISS, KCPX, KUBE, WNNK, 100KHI, 94TYX, WLAP, WGTZ, WZOK, KOYF, KROY. Complete playdate in Parallels, moves 32-27 on the CHR chart.

AEROSMITH
Love In An Elevator (Geffen)
61% of our reporters playing it. Moves: Up 25, Debuts 51, Same 38, Down 0, Adds 40 including KCMT, ON, WKBE, WMNZ, WKBQ, KISS, KCPX, KUBE, WNNK, 100KHI, 94TYX, WLAP, WGTZ, WZOK, KOYF, KROY. See Parallels, debuts at number 38 on the CHR chart.

ELTON JOHN “Healing Hands” (MCA)
Reports: 139, Moves: Up 45, Debuts 21, Same 37, Down 0, Adds 39 including WQAO, PARMAW, WZQ, WMTL, WACL, KCLY, KZSF, KXIV, WRKX, W2GU, WRKX, WFMS, KYW, W2GL, K2G3, W2GL, W2GU, WRKX, K2G3, WFMS, KXIV, WRKX.

TOMMY CRUE “Dr. Feelgood” (Elektra)
Reports: 177, Moves: Up 47, Debuts 1, Same 0, Down 0, Adds 43 including WPUP, WJJP, KROQ, K67HWY, WZQ, WRQX, W2GU, WRKX, WRKX, WFMS, KXIV, WRKX, W2GL, W2GU, WRKX, K2G3, WFMS, KXIV, WRKX, W2GL.

TIMA TURNER “The Best” (Capitol)
Reports: 198, Moves: Up 55, Debuts 1, Same 0, Down 0, Adds 44 including PRO, KEGO, W2GO, KYOK, W2GL, W2GU, WRKX, W2GO, W2PA, WRKX, W2GU.

POCO “Call It Love” (RCA)
Reports: 125, Moves: Up 34, Same 35, Same 38, Down 0, Adds 18 including WSGX, WPTL, WERB, K1020, KCCO, WBGX, WIPX, WRQX, W2GU, WRKX, W2PA, WRKX, W2GU.

BOBBY BROWN “Rack Willie” (MCA)
Reports: 144, Moves: Up 55, Debuts 23, Same 0, Down 0, Adds 50 including CKQL, B104, 96.5, WZOZ, K1022, KPZI, KCPX, K2G3, WJAK, WFG, KBQQ, K2G3, WJAK, WFG, KBQQ.

GRACES “Lay Down Your Arms” (A&M)
Reports: 165, Moves: Up 2, Same 2, Same 0, Down 0, Adds 12 including WLNQ, WSGA, WPLR, WAVE, WAVE, WRKX, W2GU, WRKX.

DOBBIE BROTHERS “Need A Little Taste Of Love” (Capitol)
Reports: 177, Moves: Up 47, Debuts 1, Same 0, Down 0, Adds 43 including WPUP, WPUP, KROQ, 96KQ, WZQ, WRQX, W2GU, WRKX, W2PA, WRKX, W2GU.

TOM PETTY “Runnin’ Down A Dream” (MCA)
Reports: 165, Moves: Up 55, Debuts 1, Same 0, Down 0, Adds 50 including CKQL, B104, 96.5, WZOZ, K1022, KPZI, KCPX, K2G3, WJAK, WFG, KBQQ, K2G3, WJAK, WFG, KBQQ.

SEDUCTION “You’re My One And Only True Love” (Vendetta/A&M)
Reports: 115, Moves: Up 0, Debuts 10, Same 21, Down 3, Adds 19 including WPJZ, KMZJ, KMZJ, WJMN, WJMN, WJMN, WJMN, WJMN, WJMN, WJMN.

B-52’s “Love Shack” (Reprise)
Reports: 84, Moves: Up 26, Debuts 26, Same 22, Down 0, Adds 23 including CKQL, KQBE, KRTB, HOT-102, WMTL, WACL, KMZJ, WJMN, WJMN, WJMN.

SHARON BRANTLY “Let Go” (Wing/Power)
Reports: 71, Moves: Up 25, Debuts 7, Same 0, Down 10, Adds 0 including WQRS, WAPC, WRQX, KYOK, WSGQ, W2GU, WRKX, W2PA, WPMB, WPMB, W2GU, WRKX, W2PA.

MARTIKA “I Feel The Earth Move” (Columbia)
Reports: 100, Moves: Up 10, Debuts 10, Same 24, Down 0, Adds 56 including B104, WOAK, B94, KBIG, KISS, KXII, FM102, KMZJ, KQBE, W2GU, WRKX, WPMB, WPMB, WPMB, WPMB, WPMB.

TOKIO HAMMER “Non Stop” (EMI)
Reports: 98, Moves: Up 27, Debuts 1, Same 0, Down 0, Adds 56 including WPJZ, WPJZ, KQBE, WPJZ, WPJZ, WPJZ, WPJZ, WPJZ, WPJZ, WPJZ.

DANCE STAGE “Love Cries” (Crosby)
Reports: 88, Moves: Up 9, Debuts 1, Same 4, Down 3, Adds 1, WJMQ, 99Q, WJMQ, WJMQ, WJMQ, WMJQ, WPMB, WPMB, WPMB.

JACKY CUPID “But I Am A Victim” (Dance N’ Beat Records)
Reports: 87, Moves: Up 17, Debuts 5, Same 10, Down 5, Adds 6 including WPUP, WPUP, PARIS GE, WPUP, KKKK, KXIV, W2GL, W2GU, WRKX, W2PA.

TANGER “Do the Line” (Atlas)
Reports: 75, Moves: Up 22, Debuts 22, Same 22, Down 0, Adds 1, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP.

ADRIAN BELLW “Oh Daddy” (Atlantic)
Reports: 58, Moves: Up 33, Debuts 33, Same 0, Down 0, Adds 4 including WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP, WPUP.

COOK BOOKER “Talk To Me” (Virgin)

MOST ADDED MOST ACTIVE

MARTIKA (59)
BOBBY BROWN (59)
TOMMY CRUE (43)
TIMA TURNER (43)
AEROSMITH (40)
DINO (40)
ELTON JOHN (39)
ROXETTE (38)
LIVING COLOUR (31)

Most Active = Ups + Debuts – Downs

DINO “Sunshine” (4th & Broadway/Reprise)
Reports: 41, Moves: Up 1, Debuts 0, Same 6, Down 0, Adds 40 including WZUQ, HOFQ, KITY, KTMX, KBWD, Y100.

KON KAN “Pass n’ Boots/These Boots Are Made...” (Atlantic)
Reports: 41, Moves: Up 13, Debuts 0, Same 12 including WHYT, K2ZP, KOWH, WMFS, WBB, KMNO, KJ103.

CHRISTOPHER WILLIAMS “Tell Myself” (Geffen)
Reports: 28, Moves: Up 7, Debuts 1, Same 7, P1010K, WPMB, KKKK, WPMB, KXII, KMZJ, WPMB, WPMB.

POCO (60)
BOBBY BROWN (60)
GRACES (63)
ELTON JOHN (63)
YOUNG MC (47)
TINA TURNER (41)

MILLI VANILLI (140)
WARRANT (141)
NEW KIDS ON ... (125)
SKID ROW (88)
SURFACE (70)
GLORIA ESTEFAN (77)
PAULA ABDUL (76)
JEFF HEaley (63)
CHER (49)
MADONNA (29)

www.americanradiohistory.com
"When I See You Smile"

the new single from the debut album *bad english*

produced by richie zito
engineered by phil kaffel
management: hk management/trudy green management

thanks radio, for taking a stand.
### URBAN CONTINUOUS

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<tr>
<td>Chart</td>
<td><strong>SHARON BRYANT</strong>/Let Go (Wind/Polydor)</td>
<td>1</td>
<td>2</td>
<td>3</td>
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### BREAKERS

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<td>Chart</td>
<td><strong>ASTLEY</strong>/Ain't No Miracles (Columbia)</td>
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### NEW KIDS ON THE BLOCK

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### COUNTRY

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<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>Chart</td>
<td><strong>PETE MATHIS</strong>/Letter From Home (Columbia)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>6</td>
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