FINE WEEK AT FCC: KMNY HIT FOR ‘GABOLA’

WFBQ Slapped With $10K Indecency Fine

The FCC last week levied a $10,000 fine against KMNY/Pomona, CA for multiple violations of Commission rules, including its failure to tell listeners that some money experts interviewed on the financial news station had paid to be interviewed. That action came just days before the agency issued a $10,000 indecency fine against Great American Broadcasting's WFBQ/Indianapolis.

In its July 16 notice of apparent liability to KMNY licensee Money Radio Inc., the FCC charged KMNY failed to air the appropriate sponsorship notices during interviews with advertisers who had either paid specifically for the airtime or received the interview as part of a package ad deal.

The agency pointed specifically to interviews last November and December with three Los Angeles financial experts on KMNY's 'Investors Club of The Air' program. Though all three guests represented firms that had paid for airtime, the FCC stated, their appearances were not accompanied by the required sponsorship notices.

While it is legal to sell airtime, federal laws, including those covering payola, require that all material aired in exchange for valuable consideration must be identified as such. KMNY's alleged transgressions thus may fall under a News/Talk version of payola that might be termed 'gabola.'

Just A Misunderstanding KMNY: Eve. VP Vera Grom of WFBQ told R&R the problem stemmed from her station's misinterpretation of the Commission's rules. "This was definitely an oversight. If we have paid interviews, we say they're paid for. What we weren't aware of is that if an [interview guest] buys ads on the station, we have to talk to [the FCC]."

SMN MOVE TO DALLAS SPARKS AFTRA IRE

Net Shutters Chicago Operations Amid Union Contract Negotiations

Satellite Music Network will close the suburban Chicago studio that house three of its formats and will merge them into its Dallas headquarters September 15. The decision was made while a union contract was being negotiated for the 40 announcers who worked at the Mokena, IL facility.

SMN President/CEO John Tyler told R&R, "When SMN began operations in 1981, we had to locate our studios at the uptown site, which is why they were there. The technology has changed since then, and we've since located the bulk of our formats Dallas. It only makes economic sense to combine all our operations under one roof. It's something we've been considering for a while."

Callahan Now ABC Radio Nets President

Robert Callahan Jr., a veteran of Cap Cities/ABC's publishing divisions, has been named President of the ABC Radio Networks. He replaces Aaron Daniels, who announced his retirement from the company in April.

"I'm delighted to have a person of Bob's caliber available to take over the networks," stated Cap Cities/ABC Radio President Jim Arcara. "His business experience will serve us well in..."
STICKING TO OUR GUNS
BOTH COCKED & LOADED AND L.A. GUNS, THEIR SELF TITLED DEBUT ALBUM, ARE NOW GOLD.

Thank you MTV, retail, radio and promoters across the country for believing.

"Cocked & Loaded" includes "The Ballad of Jayne", "Never Enough", "Rip and Tear" and the new single & video "I WANNA BE YOUR MAN"

On tour all summer long: 7/13 - Providence, RI • 7/14 - Northampton, MA • 7/15 - New Haven, CT • 7/17 - Poughkeepsie, NY • 7/18 - Asbury Park, NJ • 7/20 - New York, NY • 7/21 - Sayreville, NJ • 7/23 - Baltimore, MD

Watch for "Cocked & Loaded: The Videos" coming this summer.

Produced by Dianne Baroni, John Purdell & Tom Werman for Julia's Music. Management: Left Bank Management

L.A. GUNS...THE ARTIST DEVELOPMENT STORY OF THE YEAR.
87 DAYS AGO, NOBODY KNEW OUR NAMES.

THE SUNDAYS
NELSON
DAYS OF THUNDER
SONIC YOUTH
LITTLE CAESAR

5 ALBUMS WITH BULLET ON THE CHARTS IN JUST 87 DAYS. IMAGINE WHAT WE'LL DO IN A YEAR.
KACE PD

Schnur VP At Chrysalis
Heads AOR, Alternative, Video Promotion

Chrysalis has promoted Steve Schnur from Sr. Director/AOR to VP/Video Promotion to VP/Album, Alternative & Video Promotion. Based at the label's New York headquarters, he will continue to report to recently named Sr. VP/Promotion Tom Gorman.

"It's a big title but Steve can handle it," remarked Gorman. "He had a formidable task before him one short year ago. He exceeded even my expectations and is a major factor in our recent success." SCHNUR/See Page 39

KSOL Names Mitchell PD

Matt Farber
Former WAVA/Washington PD Matt Farber has entered the record realm as Director of Planning/Special Projects. Based in New York, he'll assist Aria President Clive Davis in planning special projects and will act as an interdepartmental liaison. FABER/See Page 39

KISS Is Off AOR Format

20-Year Rocker Goes Gold

KISS-FM/San Antonio, which surprised the industry last week by dumping its 20-year AOR format for Gold, debuted its new programming/concert lineup Monday (7/23). New to the Adams Communications outlet are PM/host Combie and FM/Drummer Peter. Steve Hahn has been retained as Midday; all other fulltime personalities have exited, including PM Tim Parker. KISS-FM's new format emulates hits from the '60s and '70s, while sister KISS (AM) specializes in '50s gold. Adams President Matt Mills explained, "Our company has long been involved in the programming of oldies and has tremendous success with KOLL/San Francisco, effective August 1. Mitchell replaces OM/PD Bernie Boyd, who's resigned. KSOL VP/GM Scott Fey told R&R, "Bob comes to us with a tremendous amount of experience and ability, and we're looking forward to him joining our family." MITCHELL/See Page 39

Steve Schnur

DOING HOMEWORK ON TV BUYS
Designing TV campaigns with unmeasurable goals and unrealistic expectations spells disaster for radio stations. Doug McCall shows how four stations created successful campaigns by using TV to its best advantage.

Page 40

FEATURES

B/D & A, Gray Join Forces

Steve Schnur

B/D & A President Dwight Douglas II and Gray Communications President Tony Gray shake hands on their new partnership.

Burkhardt/Douglas & Associates has entered into a joint venture with Tony Gray's Gray Communications to market and consult UC radio stations.

B/D & A President Dwight Douglas II remarked, "It's what we've always needed to round out our Successful lineup. Tony is a fantastic Urban programmer and big city strategist. Our marriage gives him the opportunity to expand and concentrate on the clients' products, while B/D & A can deliver additional services to his impressive list of stations."

Gray noted, "Our agreement allows us the opportunity to rapidly move to the leading position in the Urban field. I'm pleased with the penetration Gray Communications has achieved at this point, and this association opens additional doors for the firm."

Farber Takes Arista Post
Will Direct Planning/Special Projects

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KSOL Names Mitchell PD

Bob Mitchell

Former WEZB/Baltimore PD Bob Mitchell has accepted the PD post at United Broadcasting's "107.5" KSOL/San Francisco, effective August 1. Mitchell replaces OM/PD Bernie Boyd, who's resigned. KSOL VP/GM Scott Fey told R&R, "Bob comes to us with a tremendous amount of experience and ability, and we're looking forward to him joining our family."

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MATT MITCHELL/See Page 39

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MATT MITCHELL/See Page 39
Podell PD
At WNCX

Doug Podell

Veteran WLZZ/Detroit evening personality Doug Podell, who was replaced there as PD by Jay Clark earlier this year, has been named PD at Metropolis/Robison Classic Rock WNCX/Cleveland. Paul Igles, WNCX PD for the past 18 months, remains with the station as Asst. PD.

WNCX GM Kim Colebrook told R&R, "The station's done very well under Paul's guidance; we weren't actively looking for a new PD. But we couldn't pass up the opportunity to add someone with Doug's credentials to the team."

Podell joined WLZZ in 1981 and was upped to PD in 1986. He starts his new job August 1.

Elektra Promotes Hamlin
To Sr. VP/Sales Post

Twenty-year industry vet Kenny Hamlin has been promoted from VP to Sr. VP/Sales at Elektra Entertainment, reporting to label Chairman Bob Kraus.

"In his four years with Elektra, Kenny has delivered incredible sales results," said Kraus. "Not only is he forceful and persuasive in his work, but he backs it up with a genuine belief in, and commitment to, Elektra and the artists we present to the public."

Hamlin joined Elektra in 1986 as VP/Sales. He previously worked for the PolyGram and ABC-Danhill labels.

Murdoch Island Nat'l CHR Director

Island has named Linda Murdoch National Director/CHR Promotion. She most recently spent two years as National Promotion Manager at WTG. Based at the company's Los Angeles offices, she'll report directly to VP/Promotion Lisa Velasquez.

"Linda is a real pro, I have a lot of respect for her," said Velasquez. "She has incredible contacts and relationships with radio PDs and MDs. Based on her years of experience, she'll have a major influence on the staff and artists at Island Records."

Murdoch told R&R, "Joining Island is a great career opportunity for me — I'll be able to greatly improve skills. I look forward to working with the exciting new artists this label has to offer and to breaking them at CHR radio."

The Features in Some Music Scheduling Systems Provoke Ooze and Aahs.

Every music scheduling system on the market today is the absolute best. What, you say? Just ask their salespeople. They'll tell you their system has the most, the quickest, the easiest and the largest of everything you've ever dreamed of.

The features in MusicSCAN were and are inspirations of the country's top programmers. Programmers like you, who have a way of doing things a little different, a little better.

Call for a MusicSCAN demonstration today. We'll show you the real oohs and aahs.
"At 'Q-95' we've been able to do what a lot of CHR stations haven't...achieve great numbers 25-54.

We've done it with the help of The Research Group and several of their special studies, especially their Music Essence Test with advanced cluster analysis. It pointed us toward this really unique execution of the format that's just gone up and up every book. We saw this great opportunity back in the winter of 1989 when the station was mainstream CHR and only #6 25-54. The results since then have been fantastic. 'Q-95' is now up to #3 25-54. We're pushing for #1 and we're just about a share point away."

I've worked with The Research Group at almost every station I've programmed or consulted. They excel at helping stations in tough competitive situations...that's when they really shine.
The numbers are the judge and with The Research Group it really works."

Gary Berkowitz
Vice President/Program Director
WKQI-FM "Q-95," Detroit

AQH share, M-S, 6A-12M, MSA.

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

For more information, call Larry B. Campbell, President (206) 624-3888.

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

The Research Group

Radio's Strategic Research Team
METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888
Arista recording artist Taylor Dayne (l) took time out after her Miami gig to greet some fellow musical babes — labelmate Ann Curless of Expose (c) and Epic artist Gloria Estefan.

"America On The Road" cohost Steve Parker (l) and producer Ed Yelin (r) join Chrysler Corp. Board Chairman Lee Iacocca at a meeting in Los Angeles. Iacocca recently completed a guest visit on Mutual Broadcasting's automotive radio show.

Performers on the syndicated TV show "Red Hot & Cool" lived up to its title during a recent taping at L.A.'s Biltmore Hotel. Red-hot Columbia chanteuse Nancy Wilson hosts the weekly program, which features a number of "cool" jazz artists including (l-r) GRP's Carl Anderson, Atlantic's Ahmad Jamal, and Epic's George Duke.

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Big, bad funk-rappers the Boo-Yaa Tribe showed Samoa that style during a visit to Urban KDAY-AM/L.A. to promote their latest 4th & Broadway/Island single, "Psyko Funk. "Chillin' at the station with Select recording artists Kid 'N Play (front) — also doing the promotion circuit that day — are (l-r) Boo-Yaa EKA, Riddler and Godfather, DJ Wz, and the band's Don L and GMB.

Capitol artist Joe Cocker (l) and Epic artist Stevie Ray Vaughan are teaming up for the Power And Passion tour, which winds up at the end of the month. The duo — pictured backstage at Costa Mesa, CA's Pacific Amphitheatre — opened their U.S. run with a series of blues shows benefitting the homeless.
Wexler Now PD At WKY

Newly flipped Easy Listening WKY/Oklahoma City has hired crosstown KKNG PD B.J. Wexler for a similar post. The move follows crosstown KKNG’s May flip from B/EZ to Soft AC, which ended a 17-year run as a B/EZ and left a format hole in the market WKY filled when it switched from Country.

Wexler, who guided KKNG through its change, succeeds Jack Elliott at WKY and is handling a 9am-noon aircast. WKY is using Carson Music/Prevadee for programming. All WKY announcers were retained, except Elliott.

Wexler told R&R, “Like other Easy Listening stations, KKNG’s demographic core has been getting older. Some of the big B/EZs have been bailing out of the format — some believe they may be bailing out too early.

“The letters KKNG received when it switched were violent and volatile. We’ve already received 700 favorable letters; many contain copies of letters sent to KKNG. KKNG gave up an exclusive format in this marketplace and it may come back to haunt them.”

Wexler began his broadcasting career in 1965 as a news anchor at WINS-TV/Binghamton, NY. Two years later, he became Director/Programming for WRN (AM) & WINS-TV. He later programmed WBEN/Buffalo for seven years, as well as KTOK/Oklahoma City.

Antras brass stopped by Radio City Music Hall recently to catch Jennifer Holliday (c), whose label debut comes this fall. Pictured with the dazzling Dreamgirl are (l-r) Antras’ VP Seen Coley, Exec. VP Roy Lott, President Clive Davis, Exec. VP Bill Berger, and VPs Eliza Brownjohn and Ken Levy.

Bundle Of Joy

Too Much Joy was the name and maybe even the game during a recent party for the newly signed Giant Records band, Hobnobbing at NYC’s Tribeca Grill are (l-r) Giant Chairman Irving Azoff, the band’s Tommy Vinton, Sandy Smelker, Jay Blumenfeld and Tim Quirk, manager Winston Simone, and label exec Danny Keaton.

WNTR Taps Korten As Station Manager

WNTR/Washington afternoon driver and former Ed Meese spokesman Pat Korten has been named Station Manager of the News/Talk outlet, which is owned by televangelist Pat Robertson’s Broadcast Equities, Inc. Korten, who retains his airshift, replaces GM Tom Krimisier, who resigned to return to his native New Orleans.

Korten said he’ll focus on “polishing” the station’s politically conservative programming, which is simulcast on two other Robertson stations, WCNT/Charlotte, NC and KNTL/Oklahoma City, and syndicated by Robertson’s newest radio venture, the News Talk Radio Network.

“I think the idea of a conservative Talk radio network will be a tremendous commercial success,” said Korten. “As an old radio guy, this is the most fun I’ve ever had.”

Until now, Korten has run a PR firm and hosted WNTR’s afternoon political debate program. He formed his business in early 1986 after eight years in the Reagan administration which culminated with a tour as director of public affairs for then-Attorney General Ed Meese.

Korten’s 12 years of on-air radio news experience include a 1976-81 stint with all-News WTOP/Washington.

Lyons Wins WAZU PD Position

Lisa Lyons, PD at current-intensive AOR WLRS/Louisville, has been named PD at similarly formatted WAZU/Dayton, effective August 13. She succeeds Michael Lucas, who left the Osborne Communications outlet to become PD at WMMS/Cleveland.

“Lisa and I hit it off from the very start,” remarked WAZU VP/GM Pat Roselli. “She’s got a great programming, music, and research background and has done a good job against [AOR rival] WQMF. The decision to hire her was really a no-brainer.”

Lyons, an 11-year WLRS vet, told R&R, “You know this new position is important to me if I’m ready to uproot after all this time. I needed a fresh challenge, and this seems like the perfect opportunity to continue to crusade for this format.”

WDRC Appoints Lucas GSM

Butler's Monday Blues

Windham HI/artist Henry Butler kicked off “A Month Of Mondays” promotion at NYC’s Blue Note, where he performed songs from his current LP, “Orleans Inspiration.” Jazz fans at the reception included (l-r) the label’s Winnie Kelly and Laura Seneno, BMG’s Jim Kelly, Windham HI VP Sam Sutherland, Butler, and BMG’s Sr. VP Rick Cohen, Lou Tutuili, and Barry Levine.
Steve Stone

"Faces In The Rain"

THE HOT NEW POWER BALLAD AND VIDEO

From his Debut LP "Dreams Die Hard"

Produced By: Ross Vannelli

"The music is bread-and-butter arena rock, with a touch of heavy metal to the guitars."

Andy Smith/Providence Journal Bulletin

Troll Management
Publicity: Solters, Roskin, Friedman

www.americanradiohistory.com
Radio

**Mike McGann** is appointed GM at WHK/K-richmond, VA. He was previously VP/GM at WKRK/Hersey, PA and WST & WLEV/Allentown-Bethlehem-Easton.

**Marcy Kimball** is a new VP/GM at KMKM/Kenosha, WI.

**Kish Fan** joins Clear Channel as GM at WJBK-Detroit.

**John Canaan** joins Clear Channel as GM at WOR/New York.

**Phil Geifer** joins Clear Channel as KMPC-San Diego.

**John Brett** is a new GM at WRIF-Detroit.

**Kevin Heffernan** is a new GM at KDWB-Minneapolis.

**Kevin McGann** joins Clear Channel as GM at KLBK-Lubbock.

**CRAIG LEE** joins Chameleon Music Group as Manager/Educational Services. He previously wrote for the Los Angeles Times, L.A. Style, and served as music editor of the L.A. Weekly.

**KEVIN SHEA** moves to MCA Records Canada as Director/National Promotion. He was most recently National Promotion Manager at WEA's Domestic/International division.

**TINA SNOW** is a new VP/General Manager at Bally Records.

**Mike McGann** moves to WPLJ-Detroit.

**Mack Moore** joins WSKF/Amsterdam.

**Darlene Adams** steps up from AE to Sr. Account Manager at WPEI-Concord, NC.

**Hal Stolz** joins Clear Channel as GM at WQBR-Boston.

**Bhaskar Menon** is new GM at WQDR-Raleigh.

Records

**Tori Torain** and **Tanya Cepeda** are new Directors at Sony Music Entertainment.

**Troy Chesser** joins Sony Music Entertainment as GM at Warner Bros.

**Chris Weins** joins Sony Music Entertainment as GM at DreamWorks Records.

**Tanya Cepeda** is named Manager of National Marketing at Sony Music Entertainment.

**Mike McGuigan** is new GM at WUAB-Cleveland.

**Rick Swit** joins Sony Music Entertainment as GM at Epic Records.

**Kevin Mason** joins Sony Music Entertainment as VP of Sales.

**Mike McGann** moves to WPLJ-Detroit.

**Sarah McCulley** joins Sony Music Entertainment as GM at Atlantic Records.

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Radio

**Pat Evans** - AP5/ mornings at WSHE-Miami (407) 451-3758

**Tom Gehan** - PD/Mornings at WFXF/Williamsport, PA (717) 321-0630 and (717) 323-3608

**Greg Geary** - Mornings at KOU-FM/Little Rock (501) 771-5071

**Reenie Hale** - Promo at KDI-FM/Phoenix (602) 866-1606

**Kevin Mason** - PD/middays at WBHP/Huntsville, AL (256) 533-6025

**Chris Murray** - MD/middays at WLAF-FM/Lancaster, PA (717) 285-4975

**Tom Parker** - KISS/San Antonio (512) 699-3371

**Rich Randall** - OM/PD/MD at WGGY-Albany, GA (912) 386-9428

**Randy Rhodes** - Nights at WLN/Panama City, FL (904) 234-9847

**Kathleen Fuller** is appointed A&R Manager and **John Baldi** is appointed West Coast Creative Director at PolyGram/Island Music. Fuller is up from A&R Coordinator; Baldi had been Director/Film TV at BMG Music Publishing.

**Julie Rothman** is appointed Manager/Public Relations at VH-1. She is most recently Sr. Publicist at Nickelodeon/Nick at Nite.

**Tina Snow** is named President of Special Rider Music. She will represent the BOB DYLAN catalogue and continue to promote the songs of TOM SNOW.

**Mary Kimball** rejoins Don Fitzpatrick Associates as VP/GM. Formerly the firm's VP/Client Services, she served a stint as an agent at the David Drake Agency/San Francisco.

**Edie Walden** joins Norman Winter Associates as a Sr. AE. She was formerly with Bobbi Marcus Public Relations.

**John Gehron** started in college radio at Penn State and went pro at WMJAJ-State College, PA in '64. His first PD job came in '79 at WCAU-FM, Philadelphia: in '76 he went to WCRS-FM/New York. He joined WLS (AM)/Chicago as PD in '74 and subsequently added FM PD duties in '80, became combo station manager in '81, VP/GM in '82, and OM/PD in '84. He was named VP/GM at WMRO/Hostetler in 1987 and one year later today became GM of WNUA/Chicago.

**John Gehron**

5 YEARS AGO TODAY

**Doug Brown** upped to WWDC-AM & FM/Washington VP/Programming.

**New PDS in New York: Joe Capobianco at WPX and Pat Evans at WXRT.

**Jim Herron** tapped as WCLR/Chicago PD

**Randy Kabrich lands WBRO-AM & FM/Tampa PD gig

**Lee "Baby" Simms switches to WWLE (Love 94)/Miami morning team

10 YEARS AGO TODAY

**Jim Maddox** named WSWM/Chicago GM

**Gary Berkowitz** returns to WPRO-AM & FM/Providgence as OM

**Jan Jeffries** designated WSB/Baltimore PD

**WLLZ/Hostetler in John Larson as Program Manager and Joe Urbil as MD

**KLAC/Los Angeles PD Don Langford elected Chairman of the Board for the Academy of Country Music

15 YEARS AGO TODAY

**Bob Pittman** promoted to WMAQ/Chicago GM

**Bill Hennes lassos WDML/Indianapolis PD gig

**Chuck Knaip** fires himself as KSTP/Minneapolis PD, continues in morning show

**WAB/New York broadcasts to USSR via splink with Soyuz spacecraft

--- Hurricane Heenan

For the Record in RSR's "Program Supplier Guide," the phone number for MARCONI & CHEESE was listed incorrectly. The correct number is (416) 361-3574.
Live from Milton Keynes, England, Sunday, August 5. Hear David Bowie performing his classic hits such as "Space Oddity," "Changes," "Suffragette City," "China Girl," "Ziggy Stardust" and more in a special 2½ hour performance of his sensational "Sound + Vision" Greatest Hits Tour. To lock up exclusive rights in your market, contact your Westwood One representative in Los Angeles at (213) 840-4244, Fax (213) 204-4375.
BILLY JOEL

"THAT'S NOT HER STYLE"

Produced by Mick Jones and Billy Joel
Taken from the Columbia release: Storm Front 44366

Top 40 MOST ADDED
On over 125 Top Forty Stations Including:

Y100
KXYQ
KCPX
KISN
Q95 24-18
WKBQ 35-31

NOW ON TOUR!

PAUL YOUNG

"OH GIRL"

Produced by Pete Wingfield
Taken from the Columbia release: Other Voices 46795

"Paul Young's version of 'Oh Girl' sounds great on the air... it is instantly recognizable and appeals to our core female listeners. I heard it off the advance cassette and put it right on the radio...it's a smash!!!"

Frank Amadeo
Y100 18-15 HOT

- R&R Top 40: DEBUT
- AC Chart: 12 - 10
- VH1 Artist Development

On over 200 Top 40 Stations Including:

KHMX add 19
KRBE add 28
Z95 add
WKBQ add
KITY add
Y100 18-15 HOT
WXKS 28-24
B94 31-28
PRO-FM 33-27
LQ95 22-16
KISN 22-19
KSAQ 21-14

FAVORITE ANGEL

"ONLY WOMEN BLEED"

Produced and Engineered by John Fannon · Executive Producer: Lennie Petze

"Favorite Angel's treatment of 'Only Women Bleed' has generated immediate phones and a lot of curiosity, and appears to be an 18-34 smash!!"

Steve Rivers
WZOU 30-27

"Immediate attention-grabber...looks like a #1 smash."

Stef Rybak
KC101 Add

Top 40 Most Added Including:

WPLJ  KDWB  KC101
KSAQ  WZOU  WBBQ

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Obscene, But Not Heard

On Monday morning (7/23), WJHM (102 Jamz)/Orlando began tantalizing listeners with the prospect that afternoon Rich Stevens would world-premiere a track from the new (at that time unreleased) Luke f/2 Live Crew LP!

That afternoon, Stevens did indeed play just a snatch of a pretty 'F- k Martinez.' (The gentleman in question happens to be the Florida Governor who’s at least partially responsible for kicking up all the fuss about the last 2 Live Crew record.)

Predictably the local TV and newspapers hurried down to the station to interview Stevens, who defended his action on First Amendment principles.

What Stevens didn’t know, however, was that Gov. Martinez was in the midst of an unpublicized visit to Orlando and that the media’s next step would be to confront Martinez with the news of Stevens’s stunt. Without hearing so much as an aircheck, the Gov pronounced the song “obscene.” The resulting combination of footage got local, state, and even national coverage of that night, which Stevens spent sleeping with one eye open.

Meanwhile, a San Antonio record store owner who refused to pull the previous 2 Live Crew record from his shelves pleased innocent Thursday (7/24) to a misdemeanor charge of promoting obscene material. His pretrial hearing date was set for September 17.

At presstime, Louisiana Governor Buddy Roemer was expected to veto what would otherwise become the nation’s first mandatory music labeling law.

Roemer called a Wednesday morning (7/25) press conference to announce his decision on the bill, which passed both houses of the state legislature by wide margins. Although Roemer’s office declined to reveal the Gov’s intentions, a member of his staff told ST, “You can say it’s a decision that supports voluntary labeling.”

Speculation that Roemer would veto the measure was fueled by word that RIAA President Jason Berman, NARAS President Mike Greene, and PMRC President Tipper Gore (all of whom oppose, or claim to oppose, labeling legislation) had been invited to participate in the Wednesday confab, while Rep. Ted Halk, sponsor of the bill, was not expected to attend.

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**Hits & Myths**

- Will CHR WSRZ (Z106)/Sarasota switch to a Slow-based format around the middle of next month?
- Are KUMZ (102 Jamz)/Dallas/AFM/Alabaster/Adairsville veteran Tom Casey and former WMNR/Narberth/PD Bruce Bond the front runners for the WMXZ/New Orleans PD spot?
- Will IRS expand its promo field staff once the switch to CEMA distribution is complete (9/1)?

Former CEMA Special Accounts Manager Don Newkirk reportedly has filed suit against his ex-employers, claiming he was wrongfully dismissed (after 13 years) for not only refusing to report false sales information to Billboard, but also refusing to offer bribes to retailers for false sales reports.

**Triple Vision**

Congratulations to Columbia for an unparalleled chart achievement: “Vision Of Love” by Mariah Carey became the first record in our recollection ever to hit No. 1 in three separate formats in the same week! And if that weren’t impressive enough, Mariah did it with her first record ever.

**KISS ‘N’ Tell**

With KISS-FM/San Antonio dumping AOR for Gold (see Page 3), at least two local stations are rumored to be considering a switch to AOR.

Numerous Uno on the list is Inner City CHR KSAQ, but don’t bet on it. A wiser wager might be on TK Spanish outlet KZVE, particularly since ST spyboys spotted TK VP/AOR (and WSHE/Miami PD) Brian Krysz in San Antonio.

Incidentally, Joe “The Godfather” Anthony, who worked at KISS for most of its 20-year AOR history, has hooked up with KSAQ AM Z-Rock sister KSJL for the 7-10pm shift. Meanwhile, KISS overnighter Caz Bargmann heads east for parttime at KLOL/Houston.

Continued on Page 32

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**Join The Best In The Business**

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>OWNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLUUP FM</td>
<td>CHICAGO, IL</td>
<td>WLUUP Media Group</td>
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<td>WMMR FM</td>
<td>PHILADELPHIA, PA</td>
<td>WMMR Media Group</td>
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<tr>
<td>KATT FM</td>
<td>OKLAHOMA CITY, OK</td>
<td>KATT Media Group</td>
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"Welcome to the Party"

"My gut reaction is... this is a great record! A must to check out!"

Caryn Brazil/KRBE

"It’s an attitude record that is great for WLLO. We’ve taken the line from the song ‘tune in, groove on, bust out’ and turned it into a recorded sweeper and played it right into the song! The attitude is killer!"

Greg Strassel/WLLO

"We were the only station playing it and got quicker pheno’s than most records with marketwide airplay."

Dave Elliott/WAVA

"Instant curiosity calls! After only 3 weeks of play, they’re asking for ‘The Party’ by name. Top 5 phones!"

Todd Covanaugh/B96

THE PARTY CONTINUES...

Now on 46 CHR reporters including:

- WAVA 27-20
- KRBE 30-23
- PWRPIG 32-29
- Q105 add 28
- B96 28-21 HOT
- WHYT add
- WLLO 23-19
- KS104 add

99WGY deb 38
WAEB add
WSKP deb 36
KZBB deb 35
WCKZ 27-21
KZFM 39-33
Y107 26-22
Z106 add 29

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www.americanradiohistory.com
continued from Page 31

WYII/Baltimore personality Kirk McEwen was all set to get beaucoup bucks to do nights at nearby DC101/Washington when he got a last-minute invite to interview with Pirate Radio LA. At presstime, McEwen was holed up somewhere in the Hotel California . . . .

If McEwen ends up at DC101, look for station MD/night rocker Dusty Scott to shift to middays, with VP/Programming Dave Brown taking himself off the air. Per usual, Brown did not return ST's calls.

New Label O' The Week

Big buzz on the boulevards is that former EMI America President Jim Maaza and prominent producer David Kershenauf are partnered in — you guessed it — a new label operation, to be financed by a large, successful indie film company.

Meanwhile, according to sources at Orpheus, the label has severed its EMI deal and founder Charles Huggins is looking for another label partner. And — tying these two seemingly unrelated items together — is there a possibility that Orpheus promo honcho Walter Lee will play a rockin' role in the Maaza/Kershenauf conception?

Buffalo will soon have a new, current-intensive, hard-rockin' AOR. SMN Gold affiliate WGKT — 5000-watt AM sister of Metroplex Classic Rock WUFX — will switch to the new format under the 14X moniker. Veteran programmer Art Wander — who helped pioneer progressive rock at WOR-FMMNY in the mid-'60s — will be 14X's PD. Look for the sign-on in the next few weeks.

Could It Be The Work Of . . . SATAN?

As dutifully noted in last week's ST, when Group W's KRSR/Dallas (formerly KQZY) switched to a hotter AC mix, several celebs were scheduled to cohost morning drive with PD Scott Carpenter. First up was "Saturday Night Live"'s Dana Carvey, noted for his "Church Lady" character, and things certainly got off to a flying start — two .22 caliber bullets pierced the station's STL.

"We were dead-centered twice," Carpenter told ST. "It's interesting that this happened in morning drive (7-12am) only a few days after we changed format. It had to be someone who knew what he was doing." Thanks to a backup system, KRSR was back on-air within four minutes. A police investigation continues.

Some legal snarls are yet to be untangled, but the Nashville Network is rolling out the final details on its purchase of Country Music Television.

Groovemasters

- Elektra moves St. Louis promo domo Steve Raber to Chicago to cover both cities, teaming him with new Nati CHR Dr. George Silva. Raber replaces Todd Carneal, who returned to radio as MD/middays at BNN/Chicago.
- Hollywood Records names its first two regional field promo managers. Former Columbia Detroit local dad Dave Tezak will cover Detroit/Cleveland/Columbus and ex-WLLO/Minneapolis MD P.J. Olsen will handle the Twin Cities/St. Louis.
- RCA Atlanta promo rep Chuck Jones exits. No replacement named yet.

Taking the stance that several recent records on the label have been offensive, the Terr Haute-based Digital Audio Disc Corp. reportedly has refused to produce CDs for any of the acts on Rick Rubin's Def American label, starting with the forthcoming album by Houston rappers the Geto Boys.

As a result, the Geffen-distributed label will be getting its CDs pressed by WEA, and the Geto Boys LP — originally set for August 14 — won't hit the streets before August 21.

Longtime Bay Area air personality (and "Dating Game" TV host) Jim Lange will return to his radio roots on October 1, when he takes on the midday shift at KFRC/SF. Lange — who began his broadcast career with KGO in 1957 and spent two decades-plus with KSFO — will continue at KMPG/L.A. through the summer, relocating in September.

The Mother Of Intervention

Colleen Brooks, mother of Country crooner Garth Brooks, has shifted-kicked the big wheels of Capitol/Nashville into high gear to rush-release her son's new single.

KXXY/Oklahoma City MD Wade Carter has known Mrs. Brooks for some time, so it seemed like no big deal to her when Wade asked if he could cart up a couple of the tracks (including the next single) from her advance copy of Garth's new album, which the resourceful radio guy not only aired, but also passed on to several of his buds in the biz . . . .

Rather than rush out the 45s, the label decided to rush-release the single, prophetically titled "Friends In Low Places," which wasn't due for another two weeks.
CALLOWAY
"All The Way"

NOW ON 81 CHR REPORTERS INCLUDING:
WXKS WIDD HOT977 Z106 add KKMG 23-18 HOT
PWRPig KITY HOT999 add KTXT add KIKI 28-23 HOT
Q105 KTFM 999KHI add WVIC add KWOD add 37
KDBW HOT102 WCKZ 20-17 KSSS add X100 29-24
WLLO PWR106 G105 add 31
KGRZ KFRA WZYP add H0T97 FM102 Y107 29-24

URBAN CONTEMPORARY CHART DEBUT 39

ANA with JORDAN KNIGHT
"Angel Of Love"

NOW ON 28 CHR REPORTERS
CHECK THIS HIT ACTION:
B97 deb 27 KS104 WKRZ deb 39 CK105 add 36 103CIR 6-5
Z95 15-10 Y108 14-7 HOT KZZB deb 31 KHTK 5-4 WZXX deb 38
WDFX 20-16 WKEE YES97 WRQN add WJMX
WHYT 20-10 HOT WSPK KZFM deb 38 KSNM WVBS

PARC RECORDS

GLORIA ESTEFAN
"Cuts Both Ways"

NOW ON 93 CHR REPORTERS INCLUDING:
B104 13-9 HOT PRO-FM 28-21 Q95 14-11 KISN KGGI
WXKS deb 33 KHMX add 14 KBEQ KPLZ WOMX 7-7 HOT
WZOU 18-15 Y100 1-1 HOT KIIS KUBE Z99 18-13 HOT
WBLJ KSAQ KKRZ PWR96
WPLJ PWRPig KXYQ 3-3 HOT KITY deb 28
WNCI KCPX 3-1 HOT KTFM 27-21

BABYFACE
"My Kinda Girl"

LAST WEEK: BREAKERS.

THIS WEEK: • CHR CHART: 23 • NOW ON 153 CHR REPORTERS
• URBAN CONTEMPORARY CHART: 51 • MULTI-PLATINUM ALBUM!
• STREET PARTY & NIGHT TRACKS!
A DOZEN REASONS ON THE
WHY YOU WON'T SEE US BEACH THIS SUMMER.

We're having our own little heatwave over here at Atlantic. There's just too much talent and too much to do. So if we look a little tan, we're not. We're actually just flush with success.

CANDY FLIP
“Strawberry Fields Forever”
The U.K. smash single now in the U.S.

PHIL COLLINS
“Something Happened On The Way To Heaven”
The fourth single from the multi-platinum...But Seriously.

CROSBY, STILLS & NASH
“If Anybody Had A Heart”
The second single from their latest album.

EN VOGUE
“Lies”
The new single from the soon-to-be platinum album Born To Sing.

KYPER
“Tic Tac Toe”
The first single from the debut album of the same name.

LINEAR
“Don’t You Come Cryin’”
The follow-up to the smash “Sending All My Love.”

LUKE FEATURING THE 2 LIVE CREW
“Banned In The U.S.A.”
The new single with a little help from Bruce Springsteen.

ALANNAH MYLES
“Lover Of Mine”
The follow-up single to “Black Velvet.”

ST. PAUL
“Stranger To Love”
Prince’s former guitarist on his first single from his debut album.

TROOP
“All I Do Is Think Of You”
The new single from their gold album Attitude.

JOHNNY VAN ZANT
“Brickyard Road”
A song for his brother and the first single from a new album.

WINGER
“Can’t Get Enuff”
The first single from the eagerly awaited second album.
DINO

THIS IS THE WEEK EVERY FEMALE IN AMERICA IS GOING TO MEET HER

ROMEO

THE NEW HIT SINGLE AND VIDEO

FROM THE FORTHCOMING ALBUM SWINGIN'
THE SMASH FOLLOW-UP TO THE NEAR PLATINUM DEBUT 24/7

WRITTEN, PRODUCED, ARRANGED AND PERFORMED BY DINO
11116

In the wake of KNJ/Houston's change to KHMX (see Page 3), the station has revamped its airstaff. The new lineup features midday guy Dave Thompson doing morning drive (temporarily) and APD Kurt Kelly in middays.

Meanwhile, OM Jeff Scott has become Jeff Stevens for afternoons, night personality Boomert adopts the surname Jon Paul West, late-nighter Johnny O. is now known as Jordan Mix, and Terry McGuire will do overnights.

Peggy Scruggs has tendered her resignation as GM of WTH/Indianapolis, effective Friday (7/30).

Chatterbox

1. Mark Van Ness has been named GM/Productions Dir. at Z-Rock affiliate KZZF/Fresno. He was most recently middays/Production Dir. at Dance CHR KYNO-FM/Fresno (now Classic Rock KJFX). Incidentally, look for Van Ness to take his former bosses at Broad Cookie to court over a wrongful dismissed suit.

2. KZOUL/Little Rock MD Greg Geary exits. Reach him at (501) 771-5071. His replacement is Jimmy Edwards, coming from MIdafternoon drive at crosstown rival KKK/Little Rock. Incidentally, Jimmy will get a new air name (drum roll, please) . . . Scott "Hitman" Hamilton.

3. New Promotion Dir. at WAPW (Power 99)/Atlanta is Terri Watts, who'll come over from WAPI (99.9)/Birmingham, effective 8/20.

4. WFXX/Williamson, PA PD/DM morning men Tom Gallagher exits as the station flips from CHR to AOR. Reach him at (717) 321-0630.

5. KGHT/Girard, PA PD/DM in morning Ray Bell segues to afternoon drive at KING/Dover, Del.

6. Bill Russ moves from WBBQ/Augusta to become morning sidekick at 92X/Columbus. Meanwhile, Prog. Assl., Bill Mitchell gets the MD title.

7. WABC/NY morning talk host Steve Kane is out.

8. Radio veteran Chuck Buehl, formerly mornings at WGES/Baltimore, has taken a VP role at Chicago-based Saul Foss & Associates.

9. Dave Meyer segues from afternoon drive at KFDF/KDFX to PD at crosstown Country rival KCFM. Meyer replaces Wes Cunningham, now working parttime at KFDF. Meanwhile, KCFM GM David Webb is out, and Mel Caldwell has been named act.

10. WGRD/Grand Rapids MD Joe Friday exits. PD Ron Brandon now handles music.

11. After one year, Mr. & Mrs. Uglee (the husband and wifey morning team of Jerry and Annie Louise) are back together, as Annie joins the wakeup shift at KCPX/KSLC. Mick Makay slides from mornings to PM drive to make room for Mrs. Uglee.

12. WBHV/State College, PA PD Paul DelMille is out. Reach him at (614) 622-4300. WQOH/Philly PD John Roberts is consulting.

13. KKY/Little Rock names Kandy Klutch MD, replacing Christy Roberts, who'll remain part of the morning show. Klutch will do middays as well.

14. George Lindsay, OM at WLSY/Louisville, has resigned to become part-owner and GM at WKRP & WINN/North Vernon-Columbus, IN.

Veteran programer Jim Herron, most recently VP/Programing at Atlantic Ventures, steps out on his own with the formation of the Manchester, MA-based Herron Media Group. First clients include KMMX/San Antonio, WRM/M/Rochester, and WABK/Augusta, ME.

XHTZ/Jammin' 290/San Diego evening jock Ric Sanders is headed for late-nights at WEXG (Eagle 106)/Phillip, taking the slot formerly held down by Danny (Partridge 86'd) Bonaduce.

Motown founder Berry Gordy married longtime companion Grace Eaton in Santa Barbara last weekend, and heading up the plus-ones were such little-known names as Michael Jackson, Diana Ross, Lionel Richie, Smokey Robinson, Fox TV honcho Barry Diller, and Playboy founder Hugh Hefner.

Calling all former KIMM/Denver staffers. A radio reunion will be held Friday (8/10) for everyone who worked either at the "Mighty 96" or the old KIMM-FM. For more info, phone Tina Taloff at (303) 572-6200.

In Effect For Lewiston, Idaho

Close To You
The Debut Single From The Album
BONAFIDE

Chr Debut 37

WXKS 23-20 KS104 HOT102 25
PRO-FM 33-29 Y108 PWR106 deb 35
PWR99 24-21 KISS KKFR
KEGL KKZ 20 KOFY-FM deb 28
KRBE 26-20 KCPX add FM102 26-23
KSAQ 29 KISN 29-23 KMEL 30-27
PWRPG 20-17 Q105 24-22
Q105 25 HOT77 31
B98 KPLZ deb 30 WKSS 13-6 HOT
WPHR 20 KUBE 22 Z99 21-16 HOT
WLW 15 KITY 18-14 KIKI 20-16 HOT

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VP/GM KCBQ
San Diego

"The advertisers readily accept the viability of the format to advertise their products."

Rick Joppie
GM/VP KISS-AM
San Antonio

"We're ecstatic that it scored as big as it did!"

George Bonnell
Station Manager
WKGL Huntsville

KOOL GOLD features good-time oldies from the 50's and 60's, drawing huge advertising dollars with 35-54 year-old listeners

Specials • Continuous Classic Car Giveaways
Radio's Largest Merchandise Package

Live 24 hours-a-day
A premium format from

SMN Satellite Music Network

Call 800-527-4892 Today!
FCC Fines Continued from Page 1

...say there is monetary consideration involved (for the interview)."

According to Roger Holberg, Asst. Chief of the FCC's complaints and investigations branch, KMNY is the third station simultaneously investigated for failing to identify purchased broadcast times. The last station to be identified was KQV-Glendale, CA. That 1988 case also involved "Investors Club Of The Air," the full-service brokerage, in which KMNY was paid by Edward "Buzz" Schwartz, now President of Money Radio Inc.

KMNY was also cited for improperly closing its Ponoma main studio when it moved to an Ana-heim facility; failing to properly maintain and allow access to its public file; leaving its transmitter unattended for several hours a day; and for having unlicensed operators at its tower for approximately two weeks.

Gold blamed those violations on the "negligence" of a former employee who, she said, was also responsible for the FCC's indecency fine. KMNY and its operators were cited for "transgressions to the FCC's attention. She said the station has not decided whether to appeal the fine.

Indianapolis Indecency Imbroglio

Three days after winning coverage of KMNY, the FCC levied a $10,000 indecency fine against WQAL/New York for material aired during "Great American," a show of music and humor and mental stimulation. "Chris Wheat declined to comment on the fine, pending the outcome of an upcoming meeting with Great American officials and lawyers. "We'll explore our options in that meeting," he said. Great American has until August 21 to appeal the fine.

In its response to the Commission's initial 1986 indecency inquiry, Great American said it is a "cultivated" mental stimulation and polling data and testimonials from prominent Indi- anapolis residents in an effort to prove that Rose and Tom's show was not indecent by local community standards. But the FCC re- jected that argument, noting that community standards cannot be determined by "the popularity of particular programming among adults."

The Naughty Bits

The Commission also rejected Great American's arguments that the FCC's indecency fine is overly vague and that the material in question was not indecent but rather "not official - don't tend to entendre humor about sexual matters." The cited material included a mock ad for "Butter Beer" and such routines as "Candy Wrapper" and "Stroke Your Dinghy."

The Commission also ruled that the comedy bit by Bob & Tom included in its inquiry -- including one that mentioned eating "macke- gack under the table" -- was indecent after all. That decision was made after Great American provided additional contextual material.

Indianapolis lawyer John Price, who filed the 1987 indecency complaint that led to last week's action, called the fine "a positive step."

Cool Banned Luke

Atlantic and Luke Records' long-term agreement has been launched with the release of "Banned in The USA -- The Luke LP Featuring The 2 Live Crew." "I've taken care of business and have been working on a deal," he said. "I've signed the contract and have been working on a deal with Prior."

Sossen Continued from Page 1

Pompadur had praised for depart- ing Win founders Walter Tiburski and Anthony Ocepek, who sold their group to JP-controlled ML Media Partners L.P. for $45 million in 1988. Under their direction, Pomp- adur said, "the company expanded its radio group to a value in excess of $100 million." "Tony and I are radio entrepre- neurs, pure and simple," Tiburski told R&R. The two are setting off to build a new radio group and already have $20 million in equity funding from institutional invest- ors Tiburski wouldn't identify. "We're just bottom feeders," he said. "If you fish at the bottom, that's what you get, but we're see- ing some good [radio station] prices out there."

Sossen said he'll take the reins at WXTZ in mind and finish up some projects at CBS. "After working for a large corpora- tion, I'm looking for the challenge of something more entrepreneuri- al," he said. "We're going to have some fun and hopefully make a lot of new friends," he added. "I'm just going to do what I can do and not manage- ment employees not in- volved in the vote."

APTRA's Senior VP Peter Cleave- land told R&R, "Most of the an- nouncers who were offered trans- fer to Heavy are, Heavy Federal Age Discrimination Act, which means they were over 40." "I don't know who campaigned for or against the announcers," responded Tyler. "Their position on the union vote was not a factor, so he's on his own," Tyler declined to detail the criteria for an announcer's reemployment, citing "humanitarian reasons."

APTRA officials will meet with the Mokena announcers later this week to plan strategies. "It's a free country, and they can move the studios wherever they want, but we in- tend to exercise our options, one of which includes filing an unfair la- bor complaint with the National Labor Relations Board. We'll also be discussing severance benefits for the announcers who were not asked to stay," said Cleaveland. "Because Texas is a "right-to-work" state, union membership is not compulsory, and SMN faces little possibility of an APTRA vote among its Dallas announcers. Phila- delphia and Houston are the nation's only Top 10 markets where no radio announcers work under a union contract.

Schuur Continued from Page 3

Schnur told R&R, "[Vice Chair- man] Joe Kien, [President] John Sykes, and Tom have once again given me the support, enthusiasm, and all the great music as I can continue to cross all the lines be- tween radio and video, and allow this multimedia department to play a significant part in the develop- ment of all our artists."

Schnur joined Chrysalis last year after spending five years at Elec- tron Entertainment as National Di- rector/Video Promotion, North- east Regional Director/AOR, and Local New York Promotion & Mar- keting Manager. He was previously an assistant in MTV's program- ming department.

Bryan Continued from Page 1

creator] Scott Shannon when Scott announced his intention to leave 18 months ago. "It's a dream come true. After a final year of goals head-to-head with Z100, I made the decision to switch rather than fight. They're just too strong- ly entrenched," he said. "If you can't beat 'em, join 'em."

Bryan hosted top-rated morning show "The News" on WOKS/Porto- ria prior to joining WPLJ to take on WHTZ in early 1988.

Mitchell Continued from Page 3

Mitchell told R&R, "It's going to be a exciting time in the his- tory of KOSL. [Consultant] Don Kelly has already made some ma- jor moves and we're going to put the icing on the cake and restore KOSL to its former number one po- sition. We have a lot of work to do and Scott Fry is poised, and we're going to try it." Mitchell's track record includes consulting WZL/New York and PD at WPFG/Washington, and WKS/Hartford.

Farber Continued from Page 3

Davis commented, "VHS has a strong background in the record industry. I believe his music creden- tials and his business acumen will help us in the future."

Farber told R&R, "With Arista growing at such an incredible pace and branching out in many differ- ent areas, the workload of the company has greatly increased. I'll be assisting Clive, [Exec. VP] Roy Ott, and others in the plan- ning and integration of the label's efforts. My duties involve on a daily basis." "I don't have to insist on leaving radio," I love radio -- it's in my blood. My true passion is music. The opportunity to learn from all the great music the company in an incredible one," Farber added.

KISS Continued from Page 3

KISS 1989. We did as well as we possibly could. All the money in the market is going to 25-54. We were caught between a rock and a hard place. We're heavy metal in San Antonio will not support the kind of investment we want.

"We were not losing money here," Joppie quickly added. "Adams properties do not lose money. In fact, the kind of money we were making here would be extremely satisfactory to 65% of the radio market. We have certain requirements we have to meet. That, coupled with the fact that we think we know how to do this Oldies format better than anyone in the business, makes us optimistic we can expand our revenue base without losing money."

Callahan Continued from Page 1

The ABC networks -- which include Information, Entertainment, Sports, and Video Network, Rock, and Satellite Music Network -- comprise the largest combined portfolio of affiliated radio and television pro- duction.

KHMX Continued from Page 3

Nationwide National PD & KHMX PD Guy Zepolone explain- ed the new presentation: "Core artis- ts for KHMX are Steve Winwood ["Roll It With It" was the kickoff song], Billy Idol, Phil Collins, Robert Palmer, Janet Jackson, Madonna, Bruce Hornsby, Euryth- mics, and Wilson Phillips. In es- sence, it's a mainstream CHR tail- ored to Houston.

we're current-based with a 50-50 mix of currents to gold in mornings and middays, stretching to around 70% current by after- noons. The total mix is a sort of throwback to what CHR was in 1982, not only as soft as the goal is to go to 17-49 and dance with a focus on adults."

"We didn't stick with the "Pop Alter- native" approach, despite some very vocal acceptance, because we felt it couldn't sustain enough sala- bles. Initial response to the switch is positive, although we've got a few negatives, except from hardcore alter- native fans."

Today's "Pop Alternative" format switched the same day the spring Arbitron showed KISS rebounding 3.7-5.0. But there are no guarantees. Apple said the ratings improvement was not nearly enough to save the format. "We decided to go for rev- enue growth in this format," claim- ed Joppie, who was named KISS VP/GM in 1989. "We did as well as we possibly could. All the money in the market is going to 25-54. We were caught between a rock and a hard place. We're heavy metal in San Antonio will not support the kind of investment we want.

"We were not losing money here," Joppie quickly added. "Adams properties do not lose money. In fact, the kind of money we were making here would be extremely satisfactory to 65% of the radio market. We have certain requirements we have to meet. That, coupled with the fact that we think we know how to do this Oldies format better than anyone in the business, makes us optimistic we can expand our revenue base without losing money."

"The whole thing sucks," remark- ed Adams Corporate Pro- duction (Open) AOR (and KOSL OM) B.J. Hunter. "We killed a leg- end. This was an incredibly hard decision, and we have nothing but respect for all the people who are no longer here. They went out as winners. The only bad guy is the color green. But we're heavy- ness first and foremost. We have made a $13 million invest- ment and need it be true to our revenue mission."

July 27, 1993 R&R - 39
Making TV Really Work For Radio

By Doug McCall

The problem is rarely the medium ... it often centers around the assignment the advertiser gives to the medium.

Further Goals To Keep In Mind

In the main column, I reviewed some examples of strategic, tactical awareness, and media goals. Here are some additional TV goals you might pursue:

- Perception versus reality: If the station research tells you to believe people have the wrong idea about your station, TV can change perceptions.
- Top-of-mind awareness, if not enough of your listeners are noting you on surveys, TV can help discover your phantom clone. Look at competitors two to three months before you launch your campaign. It's best to test your TV spot before airing it.
- TBL: TSL is connected to top-of-mind awareness. Programming and work to keep people listening longer. TV can add to programmer's efforts by getting people to listen to a station on more occasions.
- The last two are media goals. Many veteran packaged goods advertisers use media only for these assignments. Other marketing areas, such as distribution, packaging, and promotion. TV can add to build awareness and image with TV that calls listeners to action.

Heavily advertised category is a characteristic media goal. AC/WSNI in San Antonio/Philadelphia is also in the ring. While WKSZ and WEAZ duke it out as TV heavyweights, WSNI has consistently used TV as well. For fall, WSNI spent $200,000 on TV, SHARK-TV spent $170,000. This was 7% of the dollars spent, responsible for 6% of the impressions on 25-64 adults. With even the most brilliant copy ever devised, it's unlikely WSNI will attain top-of-mind awareness against the 38% TV SOV achieved by KKBQ. Even though WSNI spent a fortune on TV in the fall, it didn't work; the station didn't achieve competitive TV schedules.

TV is an excellent tool for defending yourself from a frontal attack by a new entry into the market.

Doug McCall is VP of Miller & McCall, a national communications company specializing in the use of television by radio stations. He can be reached at (512) 344-5982.
"all i’m missing is you"

featuring
ray parker, jr.

the successor to the #1 hit "she ain’t worth it" from the self-titled debut

produced by ray parker, jr.
management - carefree management, inc.

MCA RECORDS, INC.
The follow-up to the across-the-board smash "Baby, It's Tonight" from the album
A View From 3rd Street. Watch for the video directed by Kiefer Sutherland.

NEW & ACTIVE

4TH "MOST ADDED" '76/31

New This Week At:

PRO-FM WTVQ Q101
WGH K92 KCHX
Q95 KTUX KNOE
KISN WGRD KTXY
FLY92 KRZR WKFR
WVSR FM104 99KG
JET-FM KWSS WDBR
WERZ WNYP KFMW
999KHI WDQD WIFIC
WBBQ KZII KPXK

AC BREAKER 26

© 1990 Romea Research

12+ SPRING '90 ARBITRON RESULTS

Houston-Galveston

Miami-Ft. Lauderdale

Atlanta

Phoenix

Denver-Boulder

Cincinnati
Washington Demos Loyal To Their Country!

It's official: WMZQ AM & FM is #1 25-54 in Washington again this Spring! That makes 10 of the last 14 books that WMZQ has led their target demo, and their latest jump from 6.0 to 7.3 puts them a full share point ahead of the pack. All this in a market not normally considered a Country stronghold.

“When you think about it, it's pretty amazing that a Country station could consistently be the adult leader in Washington,” says Viacom VP/Programming and acting WMZQ GM Bob McNeill. “Having a great station is only the beginning. We've had to sell WMZQ. That means using TV, and that means using Film House. They help us stay on target and on top.”

If you're serious about winning—consistently—call Film House today and put us on your marketing team for Fall.
"i don't have the heart"

From The Album IT'S REAL

KHMX add 21
Y100 deb 23
B97 add
WNCI 24-19
Q95 deb 20
WLOL add
WEZR deb 34
WWBQ add
KZFM add
FM100 deb 27
WVKS 29-21
KSND add
B95 add
WBII
KCAQ add
WPLJ
KZZP 29-27
KSQA
KWOD deb 38
KBQK
KQK add
KITY
103CIR 30-25
FM102
WNYP add
KBFM
WJMX add
KQMJ
KISR
KROY
KSMB add
WPFK
WCIL deb 34
KTRS

AC CHART 2

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12 + SPRING ’90 ARBITRON RESULTS

Milwaukee-
Racine

Sacramento

Riverside-
San Bernardino

Kansas City

Columbus, OH

San Antonio

Buffalo-
Niagara Falls

New Orleans

Indianapolis

From The Album IT'S REAL

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KSQA
KWOD deb 38
KBQK
KQK add
KITY
103CIR 30-25
FM102
WNYP add
KBFM
WJMX add
KQMJ
KISR
KROY
KSMB add
WPFK
WCIL deb 34
KTRS
Why are America's AC and CHR stations turning to Alan Burns & Associates?

"Alan Burns & Associates is an important part of the EMMIS plan; good advice, good ideas, good service, good people. In short, they work!"

- Doyle Rose, President, Emmis Radio, with stations across America and now Europe

"Alan Burns and his people have been an important part of our team and success since January. He is aggressive, strategic and responsive. We're very happy we chose Alan to help us build the Killer Bee, B96, into Chicago's dominant CHR."

- Tom Matheson, VP/General Manager, WBBM-FM/Chicago, the CHR market leader

"We have been using Alan Burns & Associates here in Baltimore for the past three years and I like to describe Alan as a man of few words. He doesn't waste my time on superfluous things. His incisive observations motivate us to take action that works for us!"

- Bob Lind, VP/General Manager, WWMX-FM/Baltimore, consistently #1 25-54

"Ours was a real worst to first story. We were the fourth CHR in a four-CHR race when we hired Alan Burns & Associates. With the help of their advice and strategy, we were on top within a year! More importantly, they have helped us stay on top. Alan Burns & Associates works for us!"

- Jim Meltzer, VP/General Manager, WKSE-FM/ Buffalo, consistently on top in ratings and revenues

Because Alan Burns & Associates works.

With 90% of our clients #1 in their format, it's easy to see why we're becoming America's leading programming and marketing consultants. So if your consultant doesn't work for you, hire one who does. Call Alan Burns & Associates at (703) 648-0000.
US & Russia Rock Together

MONDAY, AUGUST 5
1973/Steve Wonder's car collides with a logging truck, putting the singer in a coma for four days. Because he's blind, his head injuries are magnified and he permanently loses his sense of smell, but otherwise makes a full recovery.
1981/Steve Nicks issues her first solo album, "Bella Donna."
1987/The Bostie Boys sue Jacksonville, FL when the city places a "for mature audiences only" disclaimer on concert tickets. A temporary restraining order is awarded, and the disclaimer is removed.
1988/The Traveling Wilburys embark on a brief club tour prior to their self-titled album's release.
1989/2/2 bassist Adam Clayton is arrested for marijuana possession.
Bom: Vinnie Vincent 1955, Pat MacDonald (Timmuk 3) 1952, Craig Pettigrew (Wagoners) 1963

TUESDAY, AUGUST 7
1948/Hank Williams Sr, performs on the "Louisiana Hayride" radio show.
1974/This from a man who sang "Love Stinks" — J. Geils Band lead singer Peter Wolf marries actress Faye Dunaway.
1979/He wanted to see the show real bad — While the Marshall Tucker Band performs in Long Beach, CA, a fan steals a car and drives it through metal doors and a concrete wall to get in.
1987/Calloway rabs a UC one-two punch when "Cassanova" and "Jump Star," both written by Reggie and Vincent Calloway, sit at #1 and #2 Urban.
1989/Look what I found — Former Beatles chauffeur Alf Bicknell makes an easy $100,000 when Sotheby's auctions John Lennon's basement tapes. Bicknell had forgotten about the tapes, which were a gift from Lennon, and let them sit in his garden shed for 20 years.

WEDNESDAY, AUGUST 8
1957/Fats Domino releases his first album, aptly titled "This Is Fats."
1961/Janis Joplin buys a headstone for her idol Bessie Smith, who died 33 years earlier.
1975/While mountain climbing in Montana, Hank Williams Jr. tumbles off a cliff, nearly ending his life, and permanently scarring the area around his eyes. Also, director Robert Altman's country music film "Nashville" opens to mixed reviews.
1981/REO Speedwagon's Denver show becomes the first concert broadcast by MTV. Also, Rick James's Birmingham concert is so energetic, two women in the audience go into labor.
Bom: David "The Edge" Evans (U2) 1961, Mel Tillis 1932, Michael Johnson 1944, the late Joe Tex 1933

THURSDAY, AUGUST 9
1969/Charles Manson and his followers begin a murder spree in Southern California. Manson later claims "secret messages" he received through a Beatle album inspired him.
1975/The first "Don Kirshner Rock Awards" are presented in Long Beach. The evening's hosts are Elton John and Diane Ross.
1988/An airplane carrying Jimmy Buffett and his crew develops problems and lands in Bakersfield. Buffett & co. speed 95 miles to Paso Robles and show up only 20 minutes late for the night's performance.
1989/While on the Larry King show, former California Governor Jerry Brown is asked why he didn't marry Linda Ronstadt. He replies, "Ask her that, she's not married yet either!"
Bom: Curtis Blow 1959, Whitney Houston 1963

FRIDAY, AUGUST 10
1959/Four members of the Platters are arrested after being found in the company of alleged prostitutes. Although they're acquitted in December, the bad publicity all but ruins the group's career.
1970/Doors singer Jim Morrison is tried on charges of profanity and indecent exposure after "revering" himself to a Miami audience. He's eventually found guilty and sentenced to six months in jail.
1975/Manhattan Transfer begins a summer variety series on CBS-TV.
1989/During the Moscow Peace Festival, WNEW-FM/New York becomes the first U.S. station to broadcast live from the Soviet Union.

SATURDAY, AUGUST 11
1972/Elvis and Priscilla Presley file for divorce.
1976/Elton begins a seven-night engagement at New York's Madison Square Garden. Sold-out stand breaks the house attendance record, one of many shattered on this tour.
1989/Who's the boss, Bruce or Ringo? — Ringo Starr's All-Star Band, including E. Street Band members Clarence Clemons and Nils Lofgren, plays New Jersey, and Bruce Springsteen jumps onstage for the final four songs.

SUNDAY, AUGUST 12
1977/Thomas Edison invents the phonograph, then records "Mary Had A Little Lamb." Paul McCartney later covers the tune.
1966/John Lennon apologizes for making his "more popular than Jesus" remark. That night, the Beatles begin their last U.S. tour in Chicago.
1984/Lionel Richie performs "All Night Long" during the Olympics closing ceremony.
1986/he's had for three bucks — The Rolling Stones begin their tour with an unannounced club gig, a group tradition. Fans at New Haven's Todd's Place paid three dollars to get in. Also, the Moscow Peace Festival, the first U.S.-Soviet-sponsored concert, takes place. Headliners include Americans Bon Jovi, Motley Crue, and Cinderella, and Russians Gorky Park and Nuance.
Bom: Mark Knopfler (Dire Straits, Notting Hillbillies) 1949, Buck Owens 1929, Kid Creole (August Darnell) 1950, Porter Wagoner 1930

— Paul Colbert
For twenty years a voice of tenderness and thunder
The soulful storm continues
TWO GREAT VOICES TOGETHER

"Glad To Be Alive"
from the original motion picture
soundtrack of Twentieth Century Fox's
The Adventures of Ford Fairlane

Produced by Craig Barkdell and David Stallworth
Jermaine Productions
Management: Alex Enterprises, Inc.

On Elektra Cassettes and Compact Discs
© 1990 Elektra Entertainment, a Division of Warner Communications, Inc.
Hidden Reasons Behind Today's Top Groups' Names

Once and it's a novelty. Twice and it's a follow-up. But this is the third installment in the On The Records series of exposes on contemporary group names, and three times qualifies as (or for) an institution.

Before moving to the alphabetized categories of reasons for or descriptions of the names of groups culled from the Back Page of July 13, I should reemphasize that not everything you read will be the gospel truth. Names have been ranged to detect the guilty. Nothing is intended maliciously, but a bit of snidery (as befits someone who hopes to aspire to the title "The Duke of Snidery") may have crept in here and there despite the best efforts of the editors to expunge it. (Actually, I doubt if even Babba the Love Expanse himself could eradicate all the snidery in this column."

Good Taste

Sweet Sensation

Gratuitous Abuse Of Exclamation Points

Tony! Tony! Tote!

Gratuitous Abuse Of Roman Numerals

Soul ii Soul

Half Man, Half Energy Force

Electric Boys

Human Radio

Minuscule Bodies Of Water

Little River Band

Minuscule Guest Appearance

Cameo

Minuscule Accomplishment

Little Feet

Name Fairly Closely Resembling Producer's Earlier Hit Group

New Kids On The Block

On The Road Again

Highway 101

Part Of The Solution, Not The Problem

Answered Questions

Phony Name

Alias

Poor Spelling

Kool Shod

Poor Spelling With Gratuitous Umlauts

Mötley Crüe

Poor Usage

Bad English

Relatives In The Spirit World

Brother Beyond

Sly Homage

Family Status

(not just for the Family Stone similarity, but "Stand" was also one of Sly's biggest hits)

Self-Descriptive

Boys

West Coast Rap: All-Stars

Strange Southern Cults

Kentucky Headhunters

Pirates Of The Mississippi

*Can Kentucky be considered, for the purposes of this category, part of the South? It sure would make things a lot easier.

Strange UK Cults

Stranglers

Surnames Of Group Members

Bell Blv DeVoe

Crosby, Stills & Nash

Santana

Winger

Groups Of Related Group Members

Allman Brothers Band

Gavin Brothers

Neville Brothers

Wilson Phillips

*Last year surnames, in various combinations, were the most popular inspiration for group monikers. This year the big trend in surname band names is fraternal, although Wilson Phillips doesn't imply the relationship of the two Wilson sisters [much like Heart] and the Allmans these days must be using "Brothers" in a universal humanistic sense.

GROUP NAME TREND OF 1990

Confuse 'Em With Slang

Whatever happened to Animals With Adjectives? When I first compiled one of these etymological monographs, the hottest trend was names like Glass Tiger and White Lion. Now the closest anyone came was Riverdogs. This year we've got groups using confusing slang phrases, some in foreign languages and others in languages not the act's native tongue, to make life tough for air personalities trying to sound knowledgeable as to artist name origins. Some examples:

American Slang Adopted By German Act

Snap*

*As in "it's a snap," I presume, although historically with German acts, we can only guess...see Milli Vanilli.

Approximation Of What Sounds Like American Slang

Adopted By Swedish Act

Roxette*

*The name actually comes from a Dr. Feelgood song, but it's more fun to imagine Marie and Per thinking, "What would the Americans call a female rock 'n' roller? Wait, I've got it!"

French Slang Chosen To Befuddle Americans

Depeche Mode*

*Although stories differ, it's generally held to mean "fast fashion," perhaps loosely translating as "trend of the month." Or perhaps not.

French Slang Of A Less Befuddling Variety

En Vogue

Z' Kodak*

*En Vogue simply means "in vogue," or perhaps "in Vogue" [the magazine]. Z' Kodak is sort of pigmy English-French, or Franglish, as in "she's got Z' Kodak of love." Or perhaps not.

Spanish Slang

Poco*

*Hispanic music biz term for "reunited on new label after long hiatus"

Surnames Of Related Group Members

Allman Brothers Band

Gavin Brothers

Neville Brothers

Wilson Phillips

*Last year surnames, in various combinations, were the most popular inspiration for group monikers. This year the big trend in surname band names is fraternal, although Wilson Phillips doesn't imply the relationship of the two Wilson sisters [much like Heart] and the Allmans these days must be using "Brothers" in a universal humanistic sense.

Poison

Toxic Dye

Concrete Blonde

Cheap Trick

Maze

Tree-Trunk Inscription

For The Lovelorn

Gene Loves Jezebel

Warranting Final Slot In Alphabetical Filings

ZZ Top
Inspirail Carpets Won’t Be Cartoons After All

Currently in the UK Top 30 with “She Comes In The Fall,” the INSPIRATIONAL CARPETS have turned down an offer to feature the band in an animated cartoon series for television.

The BBC approached the Mancunians to be next in the line of pop stars characterized in cartoon, following in the footsteps of the BEATLES, the JACKSON 5, the OSMONDOS, and (soon) the NEW KIDS ON THE BLOCK. Despite the group’s having written the theme song for the Saturday morning children’s program “8.15 From Manchester,” a spokesman for the Carpets commented: “We turned (the offer) down because the band are a bunch of serious musicians.”

And The Rumors

Best of the grapevine rumors drifting into ROL this week is that TINA TURNER and ROD STEWART will record a single together to coincide with their Pepsi commercial, set for later in the year. Meanwhile, Music Week reports that media baron RUPERT MURDOCH, owner of the Times and the Sun, is now moving into the music business. Murdoch has appointed his former PolyGram people AART DALHUISEN and NIGEL SANDFORD to head his as-yet-unnamed record company.

Themes Here Are Simple Minds

A collection of SIMPLE MINDS 12-inch tracks are being issued on two five-pack CD sets (titled “Themes Vol. 1” and “Themes Vol. 2”), which will be released in late August and early September, respectively.

Korgis Attack

Hit team the KORGIS will release a new version of their ballad “Everybody’s Got To Learn Sometime” for International Heritage Release on August 13. The song originally reached No. 5 in the UK in 1981. BHR is a project aimed at raising public awareness of apothecaries’ in Lebanon and raising funds for peace groups that are campaigning for civil hostages’ release.

A double compilation album also titled “Everybody’s Got To Learn Sometime” — will be released by the charity through FM Re-solver Records in September. The LPS will feature tracks dedicated to 27 artists, including STEVE WIND- FORD, PETER GABRIEL, MIDGE URHE, CHRIS REA, MIKE OLDFIELD, Simple Minds, and Tina Turner.

Singles Scene

On the singles schedule for next Monday (7/30): Pop trio HALO JAMES release their ballad “Rock Over London” news is a service of Rock Over London Ltd., which can be reached at Globe Theatre, Shaftesbury Avenue, Lon- don W1V 7HD; phone 071-494-4513.

BRITAIN

BRITAIN

Lk. Trk.
1. PARRINS IN KRYME/Turtle Power (SBK)
2. ELTON JOHN/Sacrifice Hymns Hands (Kaleri)
3. CRAIG McDONALD & CHECK 1-2/Mona (Epic)
4. F.A.B. /MC PARKER/Thunderbirds Are Go! (Telcer)
5. MADONNA/Harry Park/She's Really Into You (MCA)
6. M.C. HAMMER/Can' t Touch This/ (Capitol)
7. LUCIANO PAVAROTTI/Nessun Dorma (Decca/PG)
8. GLENN MEDEROS/BoBBY BROWN She Ain't Worth It (London/PG)
9. BLUE PEARL/In The Rain (W.A.U. Mr. Modo)
10. TECHNOHARMONY/ZYX KID/Killer Thriller (Swanyard)
11. SOUL DRAGONS/LENNON ReD (Rain TV)
12. STONE ROSES/Below (Siretone)
13. RXETTE/I Must Have Been Love (EMI)
14. SNAP!Drop It (Arista)
15. L.M. UZAHAMulatory FLAC's Diner (ASM)
16. RIVER CITY PEOPLE/Catalina Dreamin/Carry The Barm (EMI)
17. MAU PIRATE/Close To You (10/Virgin)
18. ENGLAND NEW ORDER/World In Motion (Factory)
19. WILSON PHILLIPS/Heal On (SBK)
20. DIANA ROSS/Oh, I'm Still Waiting (Motown)

Moving Up

PAULA ABDUL/Knockin' Out (Sire/Virgin)
DREAM WARRIORS/Wash Your Face In My Sink (4th & Bway/Island)
BELLE & SEBASTIAN/ premium (MCA)
INSPIRATIONAL CARPETS/She Comes In The Fall (Chry/Mute)
PAUL Young/On Giri (CBS)

Most Added
BLACK SORROWS/Harry And Rose
JIMMY BARNES/Lay Down Your Guns
STEVE HOD/Where I Come From

BRITAIN

AUSTRALIA

Lk Trk.
1. ABSEN'T FRIENDS/I Don't Want To Be With Nobody But You
2. 2. 1997/Me A Spy
3. MARK WILLIAMS/Show No Mercy
4. MIDNIGHT DIL/Forget The Years
5. 5 ANGELS/Will You Be My Friend
6. JIMMY BARNES/Lay Down Your Guns
7. HUNTERS & COLLECTORS/ The Way You Live
8. ROOM CRASH CRASH OPERA/Talk About It
9. PAUL NORTON/Southern Sky
10. PETER BLAKELEY/I Never Heard It From Me

Most Added
BLACK SORROWS/Harry And Rose
JIMMY BARNES/Lay Down Your Guns
STEVE HOD/Where I Come From

CACANA

Lk Trk.
1. JEFF HEALEY BAND/ I Think I Love You Too Much
2. NORTHERN NIGHTS/St Are Art Potty
3. PAUL JANZ/Rocket To My Heart
4. COLIN JAMES/Just Came Back
5. 500/Completion
6. SUE MELBY/Exciting Times
7. COREY HARR/Ting
8. PURSUIT OF HAPPINESS/Two Girls In One
9. GOWARD/Walls In The West
10. BLVD/As Time Flies

Most Added
Jitters/14 The Fever Breaks
SUE MELBY/That's Life

JULY 27, 1990 R&R 49
News Editors Downgrade A Top Story

He was America's top World War II air ace, a hero who'd shot down 40 enemy planes and earned the Congressional Medal of Honor. One might think his death in a fiery plane crash would have been the top news story of the day, but editors almost unanimously put it in second place. Do you know why?

It was 45 years ago next week that Major Richard Bong was killed at the age of 34 after leading a charmed life in combat. In scores of missions, he was a winner by a completely lopsided margin. His 26 decorations didn't include the Purple Heart because he was never wounded.

Finally there came a time in Maj. Bong's brilliant wartime career when higher-ups decided he'd done his part, and more. He was relieved of combat duty and transferred stateside, partly on the theory that his experience was too valuable to risk. His new duties involved testing airplanes, including the experimental P-80 fighter, powered by a turbojet – the latest in engines.

Death In Burbank

Near Burbank, CA's Lockheed airport, something went terribly wrong on August 6, 1945. His P-80 Shooting Star crashed in flames near the intersection of Cahuenga and Oxnard streets. Bong tried to eject, but he was too low for the parachute to work.

And so Uncle Sam's hottest WWII combat pilot died at the controls of an unarmed plane in California, on an assignment that was considered relatively safe, a million times safer than what he'd already survived.

Certainly any news editor worth his title would have chosen that as a lead story, but editorial choices are seldom simple. In the case of Bong's tragic death, the editors had their reasons.

If the date hasn't clicked yet, consider it again: August 6, 1945. Forty-five years ago next week, on the same day Richard Bong perished, the president solemnly announced that a new kind of weapon, an atomic bomb, had been dropped on Hiroshima.

Harry Truman went on to promise that unless the Japanese quickly surrendered, they could"expect a rain of ruin from the air the like of which has never been seen on this earth."

And so it was that on the day America's top air ace perished, the lead story was not his. Instead, the top headline in the New York Times read, "FIRST ATOMIC BOMB DROPPED ON JAPAN; M issile Is Equal To 20,000 Tons Of TNT."
Young & Crazy Horse Ride Again

Despite what you may have read in the funny papers, Neil Young's forthcoming Reprise platter "Ragged Glory" will not carry an explicit lyrics sticker. It will, however, sport ten new compositions — the first that Young has recorded with his on-again, off-again backup band Crazy Horse in several years.

Titles on the tentative September 4 release include "Parcin' Up," "Country Home," "Over And Over," "Man in The Moon," "White Line," "Farmer John," "Days That Used To Be," "Mother Earth," "Love To Burn," and "Love And Only Love," the last two of which clock in at more than ten minutes each.

Although the first single has yet to be determined, it'll be backed with the non-album (and non-CD) track "Don't Spook The Horse" — a cut that would have been included on the LP if only there had been enough space.

Bo's Box

On August 21, MCA Records will add a fourth volume to its "Chess Box" series with the release of a 45-song Bo Diddley package. Most material on the set was culled from the body of work the Rock & Roll Hall Of Fame winner recorded between 1955 and 1962.

Along with the hits, the collection features previously unreleased material, alternative versions of some songs ("Bring It To Jerome," "Dearest Darling," "Hash Your Mouth," and "Say Man, Back Again"), and four songs — including "Dob Baby" — that were never released on a U.S. album.

Cassidy's Comeback

David Cassidy will release his debut Enigma LP on September 14. The ten-song eponymous disc features the musical talents of guitarist Michael Thompson and Jeff "Buck" Baxter (among others), and was produced by a financial industry notables, including E.T. Thorgerson (Talking Heads, Robert Palmer) and Phil Ramone (Billy Joel, Paul Simon).

In addition to "In My Own Time" (the single), the disc sports a remake of the vintage Tommy Tucker stomper "Hi-Heel Sneakers" as well as eight tunes co-written by the former Partridge Family lead singer.

Narada Urges Radio To Do The Wild Thing

Narada Records is asking the nation's radio stations to spin new cuts and suggestions for open-air sessions in conjunction with the release of the label's 16-cut "Wilder-ness Collection" on August 14.

The CD project — which jointly benefits the National Audubon Society, the Sierra Club, and the Wilderness Society — features all-new material from David Lanz, Bernard Rubaja, Trapezoid, Michael Jones, Spencer Brewer, Wayne Gatz, David Arkenstone, Richard Souther, Peter Bub-let, Reif Stieminger, Eric Tingstad and Nancy Rutledge, Michael Fray, Carol Nathan, Jim Jacobson, Alasdair Fraser, and Doug Cameron.

Through its association with the abovementioned environmental groups, the label says it can provide manpower and artist appearances to help support a pro-wilderness event in any market. For more info, call Kevin Schmidt or Beth Larson at (214) 272-6700.

Run-Off Grooves

South African vocalist Brenda Fassie, niece of ANC leader Nelson Mandela, will have the single "Lillie President" (a tribute to her uncle) released by SSBK Records on August 20. A full LP of the singer's African pop is due before year's end.

Tommy Boy recording artists Setaosio will release their next LP ("Blood, Sweat And No Tears") beforehand of this end. The LP — produced by band members Daudy L. O. and Bobby Simmons — will feature the current single "Speaking Of A Girl Named Suly.

Starsailor are currently working on their next RCA album with Ron Nevison producing. Nevison previ-ously collaborated with the band on their 1994 "No Way Out" LP.

Look for a trio of Julee Cruise tunes to grace the "Twin Peaks" soundtrack, due out September 11. The Warner Bros. disc will also boast themes composed by Angelo Badalamenti, who — with director David Lynch — produced Cruise's debut LP, "Floating Into The Night.

"Osmond Boys," the epony- mous debut album from the group that consists of Michael, Nathan, Douglas, and David Osmond, is due August 7. Original Osmonds member Alan not only snared the new quartet, he helped produce the Curb platter. Famous family members Donny and Merrill also chipped in on the songwriting and production chores.

New Noisery Like The Time

Pandemonium reigned supreme in the race for Promo Item Of The Week honors, which go to the synchronized marketing divisions at Paisley Park and Warner Bros. for delivering the Time's handsome "Pandemonium" CD/DVD combo (included to only those truly BTKME industry folks.

The prestigious digital device comes wrapped in a tight black aromatic jacket and packs a full-track version of the recently reunited band's new CD, including the current Back Page cliched "Jerk Out."
Roberts: Give Focus Groups A Break

Too Many 'Red Flags' Being Waved, Researcher Says

Has focus group research been getting the short end of the stick? Dave Roberts thinks so. The Bay Area-based research specialist (and former CBS VP/Programming) recently sent me a detailed defense of the renowned-yet-much-maligned research technique.

"Although focus groups are more popular than ever in the marketing research industry, much of what's been written about them in the radio industry press the past couple of years is full of red flags," says Roberts, who runs his own marketing research company. "Everybody seems to dwell on a whole laundry list of caveats. In fact, if I was unfamiliar with focus groups, based on what I've read I'd probably forget about them. They sound dangerous. But there's so much useful information you can get out of focus groups, and I'd hate for young programmers to be scared off by all these red flags."

Red Flag #1: Sample Size Too Small

One of the major criticisms of focus group research is that the sample size is too small, rendering the information unreliable. "It's true that you cannot make decisions based on one group of ten people," Roberts acknowledges. "That's why it's accepted practice to do a minimum of six groups, and to recruit up to 15 people for each group. That means you're talking about at least 60 people. And if you're related to the size of the overall population. It's related to the homogeneity of the specific group.

"Research helps to confirm or deny your gut hypotheses, and focus groups are a tremendous way to educate your gut."

"Auditorium music tests are recruited exactly the same way, and we definitely make key decisions based on the scores of 40-100 people. If you accept the scores you receive across 90-100 people, you're not far off if you're talking about 60-70 people. The margins of error are very close. "Besides, sample size is not related to the size of the overall population. It's related to the homogeneity of the specific group."

Red Flag #2: Can't Make Strategic Decisions

Another focus group caveat Roberts feels is overstated is that you can't make strategic decisions based on the data.

"We have observed and supported key decisions made on the basis of solid focus group data," Roberts asserts. "When you're behind the mirror, you know when there's an issue emerging. And if it emerges across all six groups, I think the sample size is sufficient to make some kind of decision. For example, if I watch six groups, and in each group 60% of the people have a major problem with my morning show, I'd strongly suspect that perception is operating among my core listeners.

"[$30] is enough money to justify time, gas, and inconvenience. But it's not enough money to 'buy' someone."

Red Flag #3: 'Opinion Leader' Can Dominate

One frequently mentioned problem with focus group methodology is that one particularly vociferous "opinion leader" can dominate the discussion and skew the results. Roberts acknowledges that can happen but says it's not really a problem.

"A good moderator knows how to handle that situation," he explains. "You graciously subdue that person, bring other people out, and get at the true answers. That process takes a little time and patience, and it can go unnoticed on the other side of the mirror."

"There's a dynamic in the focus room itself that isn't always apparent behind the mirror. They really are two completely different environments, and the effect of an opinion leader can appear greater on the client side of the mirror. It all begins to sound as if that's the only person talking. But the moderator has a different perspective. He sees the nods and grimmaces of other respondents. The more subtle things tend to get lost on the other side of the mirror, especially when you take into account sound system limitations, viewing angles, and conversations among the viewers."

Red Flag #4: 'Professional Respondents' Skew Sample

With the multitude of research being done today, finding people who haven't previously been surveyed is a growing problem. Focus group critics say the methodology is questionable because "professional respondents" skew the sample.

Roberts agrees that securing "virgin respondents is increasingly difficult. There's an overwhelming volume of research that's put great demands on the respondent pool. However, if the researcher sets rigid standards for past participation and works closely with a reputable field service, this is not a problem."

"There's a dynamic in the focus room itself that isn't always apparent behind the mirror."

The Roberts rules for respondents, which are standard in the research industry:

- No past participation in any study related to media
- No group or one-on-one participation within past year for any product
- "There's no way to absolutely protect yourself against someone who's lying," Roberts admits. "But if you've been through the process time and time again, you can recognize if someone is lying to you. They're screened in advance, then screened again the night of the group. We give them questionnaires that contain specific questions about various stations, personalities, and music, and we can tell immediately if a person looks shaky at all.

"It all comes down to how people are recruited. You have to be willing to spend the money to deal only with top professional third-party marketing research people. That's Continued on Page 53
Roberts: Give Focus Groups A Break

Continued from Page 52

what gets better respondents in the door. And the field service people are trained to walk out for questionable respondents.”

Red Flag #5: Low Pay — Blue Collar Respondents

This was a major issue at the R&R Convention ‘90 focus group session. All participants — who each received $30, the standard fee — appeared to be blue collar types, leading some attenders to wonder how representative the respondents really were of the total AOR audience. Is it reasonable to expect a professional person to be lured by the promise of a mere $30?

“First of all, we always ask for a spread of occupations in our focus groups,” Roberts responds. “If you don’t get a good occupational mix, the groups can skew blue collar, because they’re the easiest to find and recruit.

“More importantly, the $30 is not the lure. We don’t mention the $30

Segues

WXFX/Montgomery, AL ups APD Keith Mitchell to PD and hires Scott Lindy for PM drive...KSEZ/Siouxf City, IA promotes Glen Miller to OM...WLQJ/Columbus morning co-host John Fisher jumps to nights at WPLP/Chicago...

Pollack Media Group inks KZEL/Eugene...KEZE/Spokane selects Dave Stevens as Promotion Director...KISS/San Antonio overnighter Caz Bargmann takes 1-10 east to work parttime at KLOL/Houston.

AOR is "CHICKEN"

Have no fear -- REO is here!
This week, all of AOR celebrates the return of REO SPEEDWAGON.

"Live It Up" is the high-powered first track from the album
"The Earth, A Small Man, His Dog and a Chicken." Don’t be afraid to report it in Heavy.

Lovely Lita — Lita Ford visits her buds at WIYY/Baltimore: (l-r) BMG’s Tom O’Flynn, RCA’s Skip Bishop, Ford, PD Russ Motta (nice face, Russ), Lita’s cousin, and RCA’s David Einstein.

Chairmen of the Board — KEZE/Spokane morning mavens Gary Allen (l) and Crash Carlon are pictured in the midst of their five-day billboard broadcast to help raise money for Ronald McDonald House.

Glaze Of Thunder — KRXQ/Sacramento morning men Boomer & The Boys sponsored a "Glaze Of Thunder" donut race to celebrate the premiere of the new Tom Cruise epic. Pictured at the sweet promotion are (l-r) KRXQ’s Kevin “Boom Boom” Anderson, winner, and personalities Justin Case and Whitley Gleason.

Love on the Radio — KUSF/San Francisco was magically transformed into a House Of Love when the band dropped by: (l-r) OMC CM Lipman, House of Love’s Guy Chadwick, and Mercury’s Thomas West.

www.americanradiohistory.com
**HITIN' THE FALL BOOKS**

**A Back-To-School Primer**

It's the end of July and the school year is just a few weeks away. Are you ready to make the necessary adjustments to music and promotions? Here's a sampling of ideas from some leading PDs who've done their homework on back-to-school programming.

**Jack Evans**

WHHY (Y107)/Nashville, TN

Jack Evans changes musical gears in summer, then shifts back in fall. He explained, "When school is out we open up dayparting and are more dance-oriented. This summer Y107 dropped its 'No Replay Midday' policy because we figured if New Kids On The Block or any of our biggest hits played at 10:00am, it was like telling our listeners to go away for three or four hours. In its place we instituted 'Hot Hits To Go' -- a fancy name for instant requests -- from 11:00am-1pm."

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**Year-Round School Dilemma**

The traditional school year (late August or early September through May or June) is undergoing changes in a number of markets. Los Angeles and parts of Denver have adopted a year-round schedule; more markets are likely to follow suit, and stations would take heed.

**Mark Bolke**

KRRY (Y108)/Denver, CO/OM

Mark Bolke explained, "There's a good percentage of the students here on year-round schedules, based on the population levels in any given district. (The schedules) have to be considered in programming. It used to be that for three months of the year, daytime programming was in high gear -- and the other nine months it was in lower gear. Programming must now be more consistent. The biggest problem is trying to get in-office listeners without sacrificing young adult interest."

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**Smart Ideas**

Try these hot promotional ideas to attract theросл, vrъ, и щичное:.

- **Back-to-school night at amusement park**
- **School spirit contest/concert**
- **Career day/school assembly participation**
- **Staff appearances at pep rallies/sports events**
- **Scholarship programs**
- **Musical lunch hours**
- **Book covers**

**Jay Stevens**

KOV-FM (Y95)/Phoenix, AZ/OM

Jay Stevens believes in a consistent sound year-round. He makes few alterations for the start of school other than minor dayparting moves. Promotions, on the other hand, are a must -- particularly back-to-school concerts. "We do a free show with artists doing track acts and open it up to everyone," Stevens said. The station has also done a "Pep School Spirit" contest for the last two years.

**Mark Bolke**

summer and reverts to a slightly softer sound when school resumes. These changes are so subtle they're almost imperceptible. Like most other CHHS, we do some back-to-school features like a 'School Spirit' contest, but we're more involved in special school projects like homecoming dances and sports. We try to give the schools as much exposure as we can without alienating the adults. The biggest disadvantages of being a mass appeal CHHR are that advertisers want 25- and 24-26s don't want to be associated with teenage kids. It's not hip to listen to the station your little sister likes. "If we do something for teens in school, we try to make it as acceptable as possible to adults as well. A good example would be last year's 'Pepsi Can Redemption Program,' through which we distributed stickers, and any other school-related promotions we did, it was a free lunch. We also concentrate on college-age students, especially since we have Yale University nearby.

"While we don't do in-depth football reports, we have high school sports reporters who talk about major activities, including rivalries between schools. At school speaking programs, the emphasis is on careers and antidrug/alcohol topics. School dances have been effective and this..."
Stress Rotation on... On tour with BILLY IDOL... #1 at Alternative Radio... Over 100 AOR Stations already... that's good reason to be

JEALOUS
GENE LOVES JEZEBEL

"Gene Loves Jezebel is the music industry’s best kept secret. They’ve paid their dues, and delivered a great record! Their time has come! INSTANT PHONES! DON'T BE SCARED!!!"

KSAQ/Leo Vela

"It only took me one listen to realize this was going to be a BIG SMASH HIT! This one is already producing phones!"

WGH/Jeff Moreau

WGH
WPST add
K106 add
WHHY add
WAEB add
JET-FM add

KSAQ
KATM add
KSND add
KRZR add
WZZU add
Z106 add

WHTO add
Q104 add
WPFM add
KFTZ add
ZFUN add

"JEALOUS," THE FIRST SINGLE, TRACK & VIDEO FROM THE NEW ALBUM KISS OF LIFE
PRODUCED BY TIM PALMER/PAUL FOX. MANAGEMENT: ARNOLDSTIEFEL, RANDY PHILLIPS, ANDREW HEWITT FOR: STEFEL HIIW©1990 BEGGARS BANQUET LTD.
A Back-To-School Primer

Continued from Page 54

year we’re doing book covers co-sponsored by record and clothing stores. We’re also hosting a major ’Back To School Bash,’ restating out an entire amusement park with free rides and admission with re- corded artists performing. So far George Lamsen is confirmed and other big names are pending.”

Since KC103 leans adult, the back-to-school promotional attack is two-pronged: “For teens, we’re doing a ‘Win Your Next Vacation Now’ contest with a trip to Disney World as the grand prize. For college students and other adults we’ve got something more exotic. They can win a trip to the British Virgin Islands.”

Steve Davis

WRVQ/Richmond OM/PD Steve Davis favors seasonal music changes. “We’re mass appeal to most hours. We do daypart to some extent. Songs we might play at noon in summer go back to 3pm or 7pm in fall, depending on the music, but we don’t become two different radio stations. I’ve learned my lesson about that. During winter people’s moods are more mellow as thoughts turn to holidays and family; in summer they want to crank up the radio more.”

Steve Davis

One teen-focused promotion is designed to combat drunk driving deaths. Explained Davis, “We’ve tied in with National Insurance for the ‘Prom Promise.’ Students sign a card to drink and drive on prom night. The school with the largest percentage of returned votes per capita will win a free concert by Exposure. We’re extremely active in school assembly

programs about the dangers of drugs and alcohol.”

The station serves as a major source for Friday night sports scores, and WRQV staffers do their share of career day appearances. In addition, Davis is Chairman of the local Explorer Post. “Each year a group of students interested in broadcasting comes to the sta- tion and we meet every other week and they learn about radio. It’s really challenging for all of us, and helps kids get some first-hand radio knowledge.”

Successful promotions have included "Back-To-School Nighty" at King’s Dominion, Busch Gardens, and Water Country U.S.A., as well as book covers. “In the past, Colum- bia Records copromoted with us, putting our logo and pictures of New Kids On The Block and Mar- ilu on the covers. They went over big.”

CHR BREAKER

CHR 34 - 27

On 158 Stations, Including:

WXKS 9-4 HOT
WZOV 15-11
WPLJ 14-11
Z100 19-16
PRO-FM 19-14
PWR99 6-3
KKBQ
KRB 27-19
B97 18
WGH 32
WNZ deb 30
PWRPG 13-10 HOT
Q105 17-15
B96 27-24
Q102 34-30
WHY 16
WZPL 27
KDW
WLOL 16
WKBQ 30
KS104 16-13

Y107/Nashville afternoon driver Gary Jeff Walker presents Janet Marie Sparks of Gallatin Sr. High with the check in the station’s third annual Youth Scholarship contest.

Steve Davis

WRQV/Richmond MD/midday personality Lisa McKay (in the Q94 T-shirt) makes her arrival at a local high school with the station van filled with prizes.

LOVE IS MEETING RADIO DUDES — That’s the tune Alannah Myles () was singing after a close encounter with WZOK/Rockford, IL, PD John lvey (c). Beaming proudly is Atlantic rep Rick Sadleroff.

MOTION

• Sid Farbstein is named Promotions Director at KTFM/ San Antonio, coming from KRNR/Houston.

• interim MD John Woody Harrison is tapped as perma- nent MD at WKTI/Milwaukee.

• K-MEL/San Francisco’s new Promotions Director is Cyndy Engen, from Marine World Africa USA.

A few weeks back we reported that Cheryl V. had rejoined WPOW (Power 96) in Miami; in fact, she’d never left. Cheryl has gone from air- borne traffic reporting to fulltime morn-
The explosive new single.
From the album *Hispanic Causing Panic*.

Produced by Tony G., The Baker Boys, Will Roc, Kid Frost and Julio G.
Management: Artists/Alexander Ltd. © 1990 Virgin Records America, Inc.

Check out the domestic “Gringo Mix” already on:

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For years, broadcasters have said that an Urban station with a good signal would achieve swift ratings success. Now Evergreen's KKB'T (FM 92 - The Beat) /Los Angeles is well on its way to doing just that.

Evergreen purchased the station, then Classical KFC, in May '89. KFC changed format Sept. 21 to Rock/Urban hybrid KFBK (FM 97.9) "Rock With A Beat." KKB'T OM Liz Kiley and PD Mike Stradford talked about the station's genesis and early months.

Why did the company wait so long to switch to straight UC? Kiley, who'd been Asst. PD/MD at crosttown KFST for about eight years before joining KFC as a programmer in summer '89, explained, "It was very clear at the time of the changes that there was a big hole for Urban. Our decision had to do with the market structure at the time. Stations were leaning in other directions. [Crosttown CHR] KISS-FM was very Urban and we had to find a way it was going to go. When [KISV VP/ Station Manager] Gerry DeFranco- cesco realized, KISS became more mainstream CHR."

Mike Stradford has programmed KJMJ/St. Louis and KMJQ (Mag- ic 107) department co. Long before KKB'T was a gleam in Evergreen's corporate eye, he'd been "coming to Los Angeles for several years and had always thought it would be great if an Urban station had a sig- nal like KFST."

"I finally made the jump in Power 106 or KISV-FM — able to cover the entire market and then some. I thought about even without even considering a job in Los Angeles... just as a general idea."

Starting Over

Referring to the start-up situa- tion, Stradford said, "It's never dull. The best thing about organiz- ing a new situation is that everyone's full of optimism. The main challenge is to have all that enthu- siasm and optimism and make it come across on the radio the way you want it to be."

"This is like breaking new ground. Our format is reaching so many different parts of Southern California where it's never reached before..."

Kiley recounted the process of staffing the new station. "When we first flipped to full Urban, we didn't have jocks on the air at all. We had an idea of some people we wanted, but until I knew who the PD would be, we didn't pick a staff. I got together with some great people for spots on who would be a good PD for us. Some of the people who were already here remained, but we secured music for approximate- ly 180 hours."

Kiley filled out the roster with "Mannie Pecceho from [crosttown Oldies] KRLA; Skywalker from KISS-FM (who's also our Production Director), Tim Greene, and George Edwards. The great thing about our airstaff is that everyone's from a different back- ground. Their personalities are vastly different, but they come to- gether as a team like I've never seen before. They're a great group of people."

Kiley and Stradford explained how they work together as OM and PD. He likened their roles to that of "a mother and father. There are different responsibilities with the children in the home and paying the bills. There are times when Dad may have to do some of mom's chores and vice-versa."

Kiley focused on their coopera- tion: "It's been wonderful to get to know somebody so fast and work together. There are times when something has to be done and Mike doesn't have to say it but I know what to do or I don't have to say it, but he knows why we do. It's really beautiful when you have that type of relationship."

Audience Makeup

Who is KKB'T currently reach- ing? According to Stradford: "Anyone in the 18-34 demo who likes this kind of music. We're working to supervise the black audience, but we're also targeting anybody who likes this kind of music. With the black population at just 11.1% in L.A., there's no way we can limit ourselves. If we do really well and people like the groove, they'll tune in and check us out."

"Our music is crossing all demos; we aren't really a teen radio station."

Comments From The Competition

Rival UC PD's' Views On FM92 - The Beat

As expected, KKB'T/Los Angel- es has been strong out of the box, thanks in part to its strong signal. How do L.A.'s other UC PDs view this hulking newcomer?

KJLH OM Marco Spoon said, "The history of L.A. stations with the [strongest] signal playing black music is going to be strong. Just look at the success of Power 106 and KISV — it started out doing an Urban format. At different points in time, it and KISV-FM have played 40-50% black music and leaned Urban. That proves there's a void in the marketplace for that kind of radio with a good signal."

"KKB'T is going to do extremely well because of the money they're spending and other things. But they can't afford to stay in this format — they need to make more money so they can recoup the dollars they spent to buy that facility. They're going to have to broaden their ap- peal so they can get the higher spot rates they're looking for. I don't see them staying a strong Black station long, because if they want to keep up with Power 106 and KISV, they'll have to get after it soon."

"They made a statement when they moved Frankie Ross to 1pm-2pm from 6-10pm and replaced him with Mucho Morales. This told us what direction they're looking to go in the future. They have Cliff Winston and Frankie doing the street thing, but they cannot and have not committed themselves to being as black as we can in the community."

Signal = Results

KACE PD Steve Woods said, "They have a super signal and you see the results. That's all I have to say about the matter."

KDAY President/OM Ed Kirby was more expansive. "This station has given Los Angeles the opportu- nity to hear a tremendous influx of R&B music, which no doubt will help the industry as a whole. I think it will also help all the other stations in the format. There are times when people hadn't been able to hear the music in this format throughout the whole city and surrounding sub- urb."

"When it comes to ratings, it's obviously going to hurt a number of stations. The Urban stations are go- ing to have to program better. It's going to change people's views on how to successfully pro- gram a KISS-FM and a Power 106. Early ratings returns are already showing that. But competition makes us all better; it makes you do your job better and find your niche. It also makes you supervise your core audience so you don't lose it."

We've got a lot of 18-34s and 18-49s, and we want to continue to build that demo. We have blacks, His- panics, whites, and a lot of Asians. If things go as they're going, we're finding people are not that far off. If you like this type of music, you can get into the station and not feel alienated."

Kiley noted one of the most interesting things about Los Angeles is that it's so ethnically diverse; to truly serve the market, you have to serve everybody. That's really a difficult thing to do. If your music is right and you're out on the streets, that's the most important thing. This will help bring you to the next level of success."

The big question people ask of re- cent Urban converts is whether the company will stick with the format and support the black commun- ity. Kiley answered, "Yes," while Stradford added, "But not to the exclusion of everyone else."

Strong Numbers

According to the spring '90 ratings, KKB'T has been well-re- ceived. In Birch the station was #2 in fall '89 with a 1.2 share 12+ . By spring '90 it had risen 8.3 to tie for seventh place 12+. Among 18-34s, the station's fall-winter- spring progress was 1-1-1-4-6, ris- ing from #9 to #7 in just one book. Among 25-54s, the station moved 1-2-3-7, moving from #21 to #7. The spring Arbitron showed FM92 surging 0.4 to 3.1 to 12+ to tie for tenth place 12+. Arbitron also showed the station ranked #7 among 18-34s and #15 among 25-54s.

Competition

Stradford said, "We're not out to destroy the other Urban stations in the market because of the strength of our signal. People are saying we're going to maximize these stations and so on. If anything, especially with the way the format is frag- menting, I think it's possible to see some changes at other stations that wouldn't necessarily be bad. It's not so much that we're so much better, but when you're coming into a market if you're smart you take a harder look at what you're doing. I think we can all coexist a little more better than others."

"When we start making really significant inroads, I can foresee other stations making adjustments in order to hold us off, which could result in their not being true to what Urban is. We also have to be true to our audience and what we are. As long as we keep the station clean and crisp, doing promotions, staying real exciting, and playing the right music, we'll be all right."

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KFRG Leaps To The Top

One of spring's biggest splashes in the Arbitron pond was made by KFRG/Riverside-San Bernardino, which jumped to #1 25-54 (five shares ahead of second-place KLOS/Los Angeles) and number two 12+ (2.9-8.0) in only its second book as a country outlet.

That's quite a feat in this very tough market, where Arbitron lists 16 stations above and 29 below the line. Of these, five are Country. The three above the line are (Arbitron winter-spring 12+ numbers in parentheses): KWJQ (1.5-15), KCKC (2.5-14), and KNFT (1.1-6.7). Below the line are L.A. Country outlets KLAC (1.2-8.3) and KZLA (1.0-1.4).

KFRG changed to Country last Christmas Day, debuting with a 2.9 (12+) winter Arbitron to place tenth 25-54. This time it vaulted almost nine adult shares for the top spot. Another bright spot for PD/ morning man Charlie Harrigan and the crew of this keymarket station was an 18.4 showing good enough for fourth place. In daypart races, KFRG is at middays and afternoons and #2 in mornings, behind only KLOS's Mark & Brian. Harrigan added that the TSL exceeded 16 hours.

Music Basics

Harrigan said music is the station's focus, a point driven home by a line that is both the station's philosophy and prime slogan: "KFRG #1 - The Best And Most Country."

KFRG plays ten in every hour except from 6-7. The lineout are no more than 12 commercial units an hour with four spot breaks an hour in morning drive and three an hour the rest of the day. The format isstrategy matched with nearby The Harpoon's (KELY) featured rock hits and KOLVE's (KCVY) featured oldies. Most Country stations are forced to use the frog for a bumper sticker campaign. "That's just served as an incentive to get the stickers on cars," said Nugent. He added that the station kept a high profile with concert ticket giveaways.

WIL, WGAR Post Big Gains

WIL/St. Louis and WGAR-AM & FM/Cleveland posted big gains in the spring sweeps. In each case the increases followed some major changes.

Arbitron showed WIL-FM up 3.8-6.1 12+ and in third place 25-54, its best showing in both categories since FM competitor WKXK hit the air five years ago. It also boasted the station's #1 FM morning show - Debbie & David - for the second time in the last four books.

PD Ray Massie said the station instituted a number of changes prior to the book. Among them:• It limited the number of ballads in heavy and medium rotation to two each. (Each category contains eight songs.)• Slow songs were limited to four per hour. • The number of colds seques (two-record seques) was dropped from eight to three. Massie said this takes the talent out of "liner world" and makes formula execution easier by making jocks more focused - "They feel more of a part of the energy levels."• Currents were rotated more frequently. Heavies went from every four-and-a-half to every three hours and mediums from seven to four-and-a-half. Lights stayed at nine hours.

"A Recurrent A" category with a seven-hour rotation was created. • The airstaff increased its energy levels.

A station began airing a lot of drops and phasers from listeners, "They heard us on the crosstown bus and near the clutter," said Massie. "Lines stand out more this way and listeners hear them differently. It's one thing for the jock to say it - it's another from a listener."

Jumpin' Jay Diamond does overnights.

Promotion Points

KFRG's major on-air promotion was a direct mail bumper sticker campaign with $5,000 in cash awarded during the spring sweep. It ran a light billboard campaign featuring the logo and frog face, calls, frequency, and the "Best and Most Country" slogan.

The station ran no TV at all, something not at all unusual for Inland Empire radio stations. There are no TV outlets licensed to Riverside-San Bernardino or nearby Ontario. So any TV purchases must be on L.A. stations. "And that's just not cost-efficient," understated Harrigan.

KFRG's mascot, "Jeremiah B. Frogg," also keeps a high profile at remote and bumper sticker handout locations. On the subject of the frog, Harrigan said the station plays off the mascot quite a bit with frog puns - like saluting individual listeners and wishing them a "hopp-y day." "But we don't go overboard," he said. "The thrust is the music and we just use the frog for fun to make good things happen for us."

Ray Massie

WGAR-AM & FM

The spring '87 Arbitron was the second-best 12+ book ever for WGAR-AM & FM, which moved 6.2-7.8. The best was an 8.9 in spring '83, a book that PD Denny Nugent felt was "bought" and yielded no lasting effects. This time out the money was spent to strategically reposition the station more into line with the core's expectations to build lasting audience levels.

Part of the plan was to be more Country. "We got rid of most of the crossover music and added traditional songs that tested well," said Nugent. "Not that you don't need some crossover, but we had a heavy proliferation of that and were playing too many Merle Haggard, George Jones, or Conway Twitty. The prevailing theory here at the time was that WGAR had to work harder to appeal to the fringe listeners since the Country listeners had to come here because they had nowhere else to go."

WGAR did extensive research to find where it stood with the Country core. "We found people liked the traditional music more than what we ever thought and that there was a significant dislike for crossover music," said Nugent.

A "moderate" TV schedule featured Film House's "Discover Country Music" spots. "We felt we strategically matched our product to the Country audience and wanted to use TV to sell our new message to those who may not have listened in a while and to the fringe who may not know what today's Country sounds like," explained Nugent.

Nugent said the bulk of the music on WGAR is now traditional and MOR Country - Crystal Gayle, Kenny Rogers, and Ronnie Milsap. It's changed from being gold-leaning to slightly more than 50% current. "We've increased the number of slots for both newer songs and recs," Nugent explained.

He has 28 songs in regular current rotation and a group of about seven extras that play mostly at night and on weekends. His oldies library runs about 400 titles.

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MUSIC MEMO

Capitol, Columbia To Release Rerecorded Hits Packages

Two Nashville labels are preparing to release rerecorded greatest hits packages.

Capitol/Nashville will release Tanya Tucker's "Greatest Hits Encore" and Eddie Rabbit's "Ten Years Of Greatest Hits" in August. Both packages are rerecordings of hits that were initially released on other labels. Tucker's package will include "Delta Down," "James Town Ferry," and "Pecos Pome- nade," among others. Rabbit's LP will contain "I Love A Rainy Night," "Drivin' My Life Away," and "Suspicious," as well as his current single, "Lonely Out Together." Capitol VP/Marketing Joe Mansfield explained, "In both cases [Rabbit and Tucker], 90% of what these artists do onstage is old catalog stuff. That's what the fans want to hear. And most of it isn't available from the original labels." He added, "Rabbit's current single is available on both the hits package and the 'Jersey Boy' LP—because we believe the 'greatest hits' buyer is a different consumer."

Columbia/Nashville plans to release Vern Gosdin's "Ten Years Of Greatest Hits — Newly Recorded" on August 14. Gosdin and producer Bob Montgomery record nine songs that had originally been on Columbia, A&M, and Elektra albums — including Gosdin's first #1, "I Can Tell By Way You Dance." The LP also includes two Gosdin-penned tunes, "This Ain't My First Rodeo" and "Is It Raining At Your House." The former was released as a single this week, and the latter appeared on his "Chiseled In Stone" project, but was never released.

• Baillie & The Boys' new single, "Fool Such As I," written by Bill Tramer, has also been recorded by Hank Snow, Elvis Presley, and Rodney Crowell. Snow's version reached No. 3 on the Country charts in '82, and Elvis's pop ver- son went to No. 2 in '79.


• Merle Haggard's new Carl album, "Blind Jungle," includes "Me And Crippled Soldiers," writ- ten by Haggard about the recent flag-burning controversy. Haggard first performed the song as a poem and then, because of the response, recorded it. The song is the B-side of his current single, "When It Raies The Paws," having previously come out on an Epic promo single.

• Emmylou Harris' "Doors" Reprise LP is in stores this week. The project includes duets with Roy Reg- gers, Dolly Parton, Clint Eastwood, and others. "Two Old Country Boys Like Us," a single with George Jones, will be released in August.

• The Girls Next Door's latest single, "How Bout Us," reached No. 10 on the AC charts for Cham- Paige in '81. The tune, written by Dana Walden, is the title cut of the Girls' album.

Bits & Pieces

• Charlie Daniels and the Judds will soon join pop music's Debbie Gib- son, Paula Abdul, Quincy Jones, and Herb Alpert in "Yakety Yak, Take It Back," a music video promo- moting recycling. The video shoot, sponsored by the Take It Back Foundation, will take place in Sep- tember at A&M's studios in Los Angeles.

• Tanya Tucker was recently named Honorary Chairperson of Tennessee's Camp Discovery, a Jaycee-sponsored facility for the mentally and physically impaired. Tucker's prior involvement included donating a truckload of toys to the camp.

• Ricky Skaggs presented his Fan Fair booth to the Country Mu- sic Hall of Fame. Skaggs is celebrating ten years with Epic, as well as ten years as a solo artist.

Ken Tucker

CMA Announces Horizon Nominees

The Country Music Association has announced a strong field of nominees for this year's Horizon Award.

Garth Brooks, Jann Browne, Mary-Chapin Carpenter, Lionel Cartwright, Alan Jackson, Kentucky Headhunters, Mark Chesnutt, Doug Stone, and Travis Tritt are the ten nominees. They'll be narrowed to five finalists after voting by the CMA membership. The Horizon Award, first introduced in 1981, is given to the individual or group who has demonstrated the most significant creative growth and develop- ment in overall chart and sales activity, live performance professionalism, and critical media recognition.

Past winners include Clint Black, Terri Gibbs, Ricky Skaggs, Sawyer Brown, Randy Travis, Holly Dunn, and Ricky Van Shelton.

NEW ARTIST FACT FILE

Mark Chesnutt

Birthdate: 9/6/63
Place Called Home: Beaumont, TX
Current Single: "Too Cold At Home"
Current Album: "Too Cold At Home"; release date TBA
Label: MCA
Production Company: SBK
Producer: Mark Wright
Management: BDM Management
Booking: Buddy Lee Attractions
Influences: Bob Chesnutt (his father), Elvis Presley, George Jones, Merle Haggard, Hank Williams, Hank Williams Jr.

• Background: Chesnutt's in- terest in country music started early on. His father Bob was a regional star in Texas in the '60s and '70s. Mark grew up listening to his music as well as that of George Jones, Merle Haggard, and Freddie Hart. The perfor- mance bug bit Mark in junior high school choir when he performed Ronnie Milsap's "Almost Like A Song" and discovered that all the girls liked him! It was instant popu- larity! Country star and his father's friend Benny Barnes gave Chesnutt his first gig at age 16. "I'd sit in and sing with [Barnes's band] a couple of nights a week and they finally started paying me."

For the next ten years, he honed his skills by playing in clubs around Texas, including Gilley's, where he sang at age 17. He also made regular trips to Nashville to look for songs and to record several singles on the Arista and Cherry labels.

• Signing: In the summer of '89 one of those singles was brought to MCA/Nashville Exec. VP Tony Brown by regional promo man Roger Ramsey Corkill. "His voice was too good to be true, and the song was a hit," Brown recalled. "So I flew down to see him." "It's funny," Chesnutt noted. "Everybody comes to Nashville trying to make it, and all of a sud- den Tony Brown, Mark Wright, [MCA/Nashville President] Bruce Hinton, [SBK exec] Jimmy Gil- mer, and all these guys were com- ing to Beaumont to see me where I was playing. That blew me away!"

• Songs: Chesnutt's current single — the one that caught Brown's ear — was written by Bob- by L. Harden, and has been in Chesnutt's show four years. "Brother Jakebobs," which was pen- ned by Paul Craft and ap- peared on Keith Whitley's "I Wonder If You'll Me" LP, is another of Chesnutt's show tunes. "Friends In Low Places," written by Earl Bud Lee and De- wayne Blackwell, has also been cut by Gerth Brooks, and is scheduled to be Brooks's next single.

Chesnutt's dream of being a star is starting to come true. He told producer Mark Wright, "I...
PDs Explain Why They Accept New Challenges

The arrival of spring ratings report cards is often the precursor to challenging career offers for many PDs. Strong books naturally make some programmers hot commodities.

As a companion piece to last week's column about what GMs look for when hiring PDs, I offer the following input from three PDs who have accepted programming opportunities within the last year. They share useful insights for PDs who may, in the coming weeks, find themselves in similar circumstances.

Don't Conceal Enthusiasm

“When this job opportunity opened, I was tickled to death,” reported KUDL & WHB/Kansas City PD Steve LaBeau, who exited the KEZ/Kansas City PD slot three months ago. “I didn’t want to be coy about applying for the job. Why make anyone wonder? This was the job I wanted, and I didn’t care if they saw my excitement. I thought I could use my enthusiasm to my advantage.”

Both the city and job were equally attractive to LaBeau. “This situation (programming two stations) seems to best utilize my abilities,” he said. “You have to set long-term career objectives. Ten years from now, I’d like to be a group VP/Programming. When I examined my career growth, I asked myself how I was going to get where I wanted to go. I knew that in order to program ten stations, I needed to do two [a combo]. That didn’t have to be my next move, but the fact that [this is a combo] made this job even more appealing.”

LaBeau applies a checklist to job opportunities that come his way: “The station/company should be one that a person wants to work for, and the city should match the person’s lifestyle. Station expectations should be one that are reasonably attainable. It’s also important to know what kind of support staff, marketing help, and research is available. You don’t have to have money to throw at problems, but you need resources to compete.”

PDs preparing resumes should take into account how GMs will look at them. “[GMs] only spend a little time with a resume,” LaBeau pointed out. “For an attractive position, a GM goes through many applications. Only outstanding resumes of qualified applicants will be remembered.”

Be GM’s Buddy

Ideally, the GM/PD relationship should be friendly, both at work and away from the office. “My GM and I spend lots of time on the phone at night talking through problems, kicking around ideas, and role-playing,” noted LaBeau. “In many ways, we’ve become best buddies.”

Some PDs feel compelled to immediately put their own distinctive mark on their new station. LaBeau advised caution. “PDs should know that internal systems are correctly in place to guarantee that the station will match its demographic and psychographic appeal. I changed our musical clocks so I know what they are, but didn’t change the station’s direction or plan.”

“GMs are looking for PDs who understand the big picture, are strategically-minded, and aware of the format’s music. PDs must be good managers and capable of leading stations in the right direction. They also have to work with talented, interpret ratings books, and use music research as a tool to pick music. AC programmers are a different breed from what they were a few years ago. Stations can no longer hire senior announcers or someone who’s pretty good with music to be PD.”

CHR Programmer Finds AC Haven

Four months ago, KEZ/San Jose offered its vacant PD position to longtime CHR programmer Jan Jeffries (WBBS/Baltimore, WXQI/Atlanta, WVTZ/Chicago). Jeffries’ move to AC wasn’t natural. “In the last few years, CHR has gone through a drastic evolution,” he explained. “There aren’t many CHRs winning big. A lot of the hits we played a few years ago are now oldies on Hot ACs. Many successful CHRs have a UC slant. CHR has become more narrow in terms of music, promotions, and its ability to develop personalities outside AM drive. I looked for an up tempo AC that played new songs and big hits from the past decade.

“AC — especially Hot AC — seems to be handling music and personalities. They’re not like what we did in CHR five to seven years ago. It’s been an adjustment for me, but it’s an adjustment to something I really love. I’m more at home than if I were programming the 20 hottest hits of the week.”

Research The Station

When people go on job interviews, they sometimes forget

Importance Of Programming Roots

Last year, the urge to return to programming after a five-year layoff hit KSLSalt Lake City air personality Dan Jessop. When an opportunity popped up at crosstown KMGR, he jumped at the chance.

Establish Priorities

Despite spending 22 years in the market, Jessop had entertained offers to leave town to program. “I would’ve settled for a smaller market if it meant winning and growing,” he said. Jessop’s last programming assignment was at the market’s KISN (1982-84). “I wanted to be a PD again. Since most good PD jobs are already taken, you have to look for one with potential. There’s no doubt that my knowledge of the market was the difference in getting this job.”

If he opted to make an out-of-market move, Jessop would have faced a difficult family situation. “My kids were opposite in age. My oldest would have probably stayed here. Once a kid’s in high school, there’s a real problem with moving him. I’ve seen that happen with many radio parents.”

Tour Of Duty

Sharing the importance of familiarity with your market, Jessop advised, “If you don’t know the market, it’s important to learn it in a hurry. I suggest a PD spend as much time getting to know the community as he does learning about the station. You have to understand how a market has evolved, the people, and their mindset. For example, this market is about 50% Mormon, and of that 50%, about 25-40% are actively involved in their religion.”
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You're invited to attend an intensive, two-day Air Personality Workshop with Dan O'Day in Cincinnati, August 16-19, 1990. Jocks, PDs, Newspeople — this could be your most valuable weekend of the year! To receive complete information, write to DAN O’DAY • 11869 Cashmere Street, Suite #100, Los Angeles, CA 90049 or call any time and leave complete mailing address: (213) 476-1912. This is O’Day’s second and last seminar of the year — Come Join Us!

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**VOICEOVER INSTRUCTION**

**"How to Make Big Money in voiceovers"**

Susan Berkley's In-House Seminar
Now on Cassette and CD!

Call for FREE info
1 (800) 333-4108

August 12, New York City

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**VOICEOVER SERVICES**

**I WANT TO BE YOUR STATION VOICE**
26 Years - All Formats - Great Rates
Fax Script, I'll Demo Free
Fax (404) 835-8606 Voice (404) 866-0880

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**OPPORTUNITIES**

**NATIONAL**

**FEMALES-FEMALES-FEMALES!**
We just can't seem to fill the constant job orders we receive from radio stations for female talent. NATIONAL, the acknowledged leader in radio personnel placement since 1981, receives an average of three calls per day just for female talent. announcers ... news ... production. Where are you? We need you. For complete registration information, if you are seriously looking call or write:

**NATIONAL BROADCAST TALENT COORDINATORS**
Dept. P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

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**10,000 RADIO AND TV JOBS!**
The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities.

One week $7.00 — SPECIAL SIX WEEKS $15.95 — SAVE $20.00 MONEY BACK GUARANTEE

**AMERICAN JOB MARKET**

1533E. Eastern. Las VT25. NV 89108

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**1-900-456-2626**

The PIPELINE is your link to radio and TV jobs around the country. Openings for DJs to news people are updated daily.

If you're looking for a new job, THE PIPELINE is your key to the future. The cost - $1.95 for the first minute and $0.95 for each additional.

Call today!

1-900-456-2626

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**TOP-5 MARKET PD**
Once-in-a-lifetime opportunity! Group broadcaster seeks AOR/CHT Program Director for an established Contemporary station with fully competitive signal in a Top-5 market. Ideal applicant has the following qualities: superior knowledge of music and formatics; strong management and interpersonal skills; proven experience in strategic maneuvering in competitive situations; creative and aggressive promotional abilities; and, an outstanding track record in a Top-20 market. We are a financially stable & committed group owner with no other AOR or CHTs stations, so you know we are not your present employer. Send station aircheck and resume with salary requirements to: R&R, 1930 Century Park West, #882, Los Angeles, CA 90067. Equal Opportunity Employer.

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**LOOKING FOR A POSITION IN RADIO OR TELEVISION? NEED PERSONNEL FOR YOUR STATION?**
I CAN HELP!
Reasonable rates. For information, call: (413) 442-1283

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**WLEV**

WLEV needs full time air talent. Must possess two years experience, good production skills, knowledge of oldies. TFM plus salary requirements to: Shady Langen, Bus. Mgr., WLEV, Box 96, Lehighton, PA 18201. No Calls! EOE

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**IMMEDIATE OPENINGS**

- Operations/Program Management
- Air Personnel/Talk Show Hosts
- News Anchors/Reporters
- Play-by-Play Sportscasters
- Promotion/Sales/Public Relations

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**Kool 94.9, WWKL, Hamburg, PA**
Kool 94.9, WWKL, Hamburg, PA's fastest growing adult radio station is seeking a creative, energetic mid-day personality who knows oldies and can relate to the 25-54 audience. You should be highly disciplined, motivated and be able to work in an extremely creative environment. We'll give you state-of-the-art facilities, excellent compensation and benefits, plus the pride of working for a winning organization. If you have the above qualities - we want to hear from you ASAP. Send C&R with picture to Dave St. John, Program Director, WWKL, Kool 94.9, 3650 Virginia Way, Binghamton, PA 17910. Females and Minorities encouraged to apply. NO PHONE CALLS!

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**BARNSTABLE BROADCASTING, INC.**

**AM DRIVE-PRODUCTION DIR**
Mornings guy that can have fun on a news/talk station. Forget information, let's talk entertainment in the studio & in the production room. NO CALLS. T&R, Station Manager, PO Box 12070, Springfield, MA 01102-1270 EOE

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**PD**

Great opportunity to enter NYC metro at Westchester's top radio station. AC/WFAS-FM is looking for a top-notch, up & coming PD with at least 2 yrs prog exp. Our last PD's went to NYC. West Palm Beach & Atlanta. This could be your shot. T&R: Rich White, PO Box 551, White Plains, NY 10602. No calls. EOE. M/F & Minorities encouraged to apply.

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**#1 IN TOP 100 MARKET**

in less than a year. Want to do it again in a smaller Arbitron rated market in Northern N.E. Looking for creative people with a desire to win. Enjoy the lifestyle of a 3 season resort area and a good compensation package. Air Talent, PD's, Sales, News, Copy/Production people working in 20 exciting formats. AC, CHR, AOR, Classic Hits, or Oldies/Solid Gold.

Send T/R's, Sales history, and/or Copy/Production samples to Dr. Shackett, 738 Great Fields Rd, Brewster, NY 10509. An EOE employer.

BOSTON ROCK/CHR seeks full-time evening air personality immediately. Must be able to throw a ballsy party every night for thousands. New England-based. Production required (send samples with aircheck), as are personal appearances to promote station. Females and minorities strongly encouraged. Ron Valeri, P.D., WAAF, 19 Norwich Street, Worcester, MA 01608. EOE.

MORNING DRIVE TEAM WANTED! Suburban NYC top rated FM, Modest salary, but you’ll be on the daily exoshock of the Big Apple. T&R and salary history to: Radio & Records, 1930 Century Park West, #988, Los Angeles, CA 90067. EOE.

KTRH NEWSRADIO 740AM
Top AM station in Houston, Texas seeks Production Manager. Must have at least two years market experience and be able to breathe life into station sound. Good pipes and writing skills a must. Send tape and resume to: Bill Van Ryndam, P.O. Box 1520, Houston, Texas 77251 EOE.

KTRY is seeking an experienced 
production of NEWS DIRECTOR. Duties include writing, editing and reporting news, producing public affairs programming, writing and airing an air shift, commercial production and personal appearances for the station. Great pay, facilities and benefits for the right person. Females encouraged. Send tape & photo. Brian Bridgman, KKYK, Box 4189, Little Rock, AR 72214.

KTRY seeking applications from careers in broadcasting. Time is of the essence. Females and minorities encouraged. Send resume with photo. KTRY, 5161 Maple Drive, Fulton, IN 46731. EOE.

WJMN-BFM seeks News Director with an understanding of the machine, a vision of the future and an appreciation of the past. Females and minorities encouraged. Send resume and photo. Send to: Radio & Records, 1930 Century Park West, #987, Los Angeles, CA 90067. EOE.

MORNINGS: MALE
Major SE Top CHR FM station seeking news personality who’s willing to do anything. Easy, variable, quick, smart and loves personal appearances. Great company. Cabbage, resume and photo to: Radio & Records, 1930 Century Park West, #978, Los Angeles, CA 90067 EOE.

Country 105, WCRJ, is seeking quality experienced Art for overnights, immediate opening. Females and minorities encouraged, E.O.E. C.R. & Mike McCoy, 3836 Baymeadows Road, Suite 101, Jacksonville, FL 32256. No Phone Calls.

TOKARI: FM station seeks PD for AM. Experience preferred. Females and minorities encouraged. Send your letter, resume and photo to: Radio & Records, 1930 Century Park West, #980, Los Angeles, CA 90067. EOE.

MORNING NEWS
Adult station in Florida Gulf Coast looking for News/Sports/Weather/Hotel & Resort at: Radio & Records, 1930 Century Park West. #979, Los Angeles, CA 90067. EOE.

WTXT FM Tuscalsuela, Alabama (50 miles from Birmingham) has all positions available: PD, News, Sales, IDs, Promotions. WTXT is Alabama's hottest new 100,000 Contemporary. If you're heading to the south with 98 TXT. Send resumes to Jim Kell, WTXT FM, P.O. Box 1546, Enterprise, AL 35405. EOE.

MISSOURI
Kansas City seeks Associate General Manager. Must have at least 10 years experience in management and sales. Females and minorities encouraged. Send resume with photo and references to: Radio & Records, 1930 Century Park West, #970, Los Angeles, CA 90067. EOE.

BOULDER ROCK/CHR seeks production Announcer. Females and minorities encouraged. Send resume with photo. Send to: Radio & Records, 1930 Century Park West, #971, Los Angeles, CA 90067. EOE.

Psychic Appraiser for Radio & Records. Females and minorities encouraged. Send resume with photo. Send to: Radio & Records, 1930 Century Park West, #972, Los Angeles, CA 90067. EOE.

Mountain Cablevision seeks Production Manager. Must have at least 10 years production experience. Females and minorities encouraged. Send resume with photo. Send to: Radio & Records, 1930 Century Park West, #973, Los Angeles, CA 90067. EOE.

TOKARI: FM station seeks a PD for AM. Experience preferred. Females and minorities encouraged. Send your letter, resume and photo to: Radio & Records, 1930 Century Park West, #974, Los Angeles, CA 90067. EOE.

TOP RATED rubbing SMOOTHIE NEEDED FOR AUPM ALIGNMENT. Females and minorities encouraged. Send resume with photo. Send to: Radio & Records, 1930 Century Park West, #975, Los Angeles, CA 90067. EOE.
CREATIVE COPY & IMMEDIATE OPENING

Experienced only. Strong on concepts and ideas. First at writing "results" copy. Nationwide market. Must have excellent track record in California's fastest growing market. Riverside/San Bernardino. Resume to: KZXR, Los Angeles, 90046.

CREATIVITY 5:00PM - 2:00AM

Immediate Opening.

Successful Station Associate seeking college radio position. Professional baseball, college and high school football experience. Experienced in PHP. Sports knowledge. Super ability to follow a team's performance. Excellent communication abilities. W-platform knowledge. Top marketfranchises.

NW T & R: 605-725-6500. (805) 961-3515.

WANTED

WANTED

MORNING SIDEKICK WANTED

Can you entertain, inform and work in a team atmosphere? Would you like to live in a beautiful area that's one of the top ten growth markets for the 90's? We offer good bucks, great benefits and new facilities. Can you be a minority? Cru and resume to Radio & Records, 1930 Century Park West, #884, Los Angeles, CA 90067, EOE.

NIGHT TIME AIR PERSONALITY

This is a rare opportunity with a very special radio group that will value and reward your contributions to our continued success. We're the Top-rated AC station in the country and we have an opening for a dedicated, motivated and perceptive air personality. If you have the desire and at least two years of commercial radio experience, send your T&R to: Don Jerrinns, Operations Manager, KZXR (K-106 FM), 5257 Fairview Avenue, Boise, Idaho 83706. EOE. M/F
GET YOUR ON-AIR OPPORTUNITIES

**Broadcasting graduate school with PT experience seeking director of development, preferably in the Carolinas.** Will go anywhere. RON: (919) 549-8114. (11/27)

Seeking CH(R)P/DJ, interested to be CH/R DJ. AN experience expected. TOWN: (513) 455-0766. (11/27)

Hardworking A/V seeks entry level Announcer/Production Person. Abilities and skills considered, willingness to relocate. JOHN: (212) 281-2788. (11/27)

Tired of the same hole you're in? Seeking an exciting association? Ohio and W. Virginia. PAUL: (304) 986-0454. (11/27)

**Less than 20 years old and ready to relocate.** Small market experience including the taking, editing to repackage and sell. DREW: (717) 530-1611. (11/27)

Local hired CH(R)D/DJ at it's best. Excellent, presence production, Secor. Assisted in programming. MINE: (305) 349-1224. (11/27)

Do you have a sellable skill? High impact talk show Host/Program Director. JOHN: (407) 967-3767. (11/27)

For richer, for poorer, drive home, two humanitarian A/V production/duo. Will contribute to station. ANA/PAUL: (305) 989-5014. (11/27)

AD/Production skills sought. Small market experience including the taking, editing to repackage and sell. DREW: (717) 530-1611. (11/27)

Willing to relocate to work with my way up agent NEAL: PAUL: (216) 997-9414. (11/27)

**Production/Development Assistant seeks new environment.** Long experience working with sports, music and events. ANA: (210) 338-8419. (11/27)

AT/PO seeks fulltime, any market. An experienced, knowledgable producer. WILL work my way up agent NEAL: PAUL: (216) 997-9414. (11/27)

AT/Production seeks new environment anywhere in North Carolina. JAC: (919) 737-3773. (11/27)


Attention CH(R)R Top 50 markets. Serious, high energy delivery, winning in your market next, with you on your competition. JAY WEST: (717) 568-0887. (11/27)

Confidential Recruiter and Referral Services

MISCELLANEOUS

**WE ARE MAJOR MARKET MORNINGS TALENT!**

**DO IT ALL & NEVER MISSED!! WE WILL WIN FOR YOU!!!**

This is not a scam. We are not agents...If you have the need and the courage and the money for an AG / GOLD / COUNCIL TRY...write in complete confidence to: Rapid, Records, 130 Century Park West, #9933, Los Angeles, CA 90067.

New Rock specialized w/commercial Hit experience R&R and production skills available. Strong character and excellent voice. DAVE: (913) 545-9221. (11/27)

IP: Sports Director with basketball, football and 10 football broadcast experience seeks position. Excellent references. MIKE JONHNSON: (609) 352-6651. (11/27)

Ready to move on. Experience or programming, on air, production and seek opportunity to make your sound great. DAVID: (312) 448-9218. (11/27)

Great value and production experience. Include live events, phones, radio. And then some. Five years estate experience in CA. CHRIST: (214) 988-0760. (11/27)

**Classified Section is FREE to all members of AACR & National Jazz Jams.** T.J. 505 Savings Bank Road. Suite 600, Austin, TX 78704. (11/27)

R&R Opportunities

**Display Advertising**

Display: $55 per inch per week (maximum 35 words per inch) includes border and logo.

Blind Box: $65 per inch per week (maximum 35 words per inch) includes border and logo and postage/handling.

**Payable In Advance**

Display & Blind Box advertising orders must be typed with commas on all 4 corners and must be accompanied by a check or money order that are also accepted by fax: (213) 203-8727. Vita, MC, AMEX accepted. Include your name as it appears on the front of your money order. Fax back orders to be sent by advertiser every Thursday by first-class mail.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (3:00 p.m. for subscriptions) to allow the classified section to be typeset and appear in the Thursday edition. Address all ads to: R&R Classifieds, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8727.

R&R Opportunities

**Free Advertising**

Radio & Records provides free (24 words or less) lines to radio stations and record companies in Southern California. The last name and length are also available to individuals seeking work in the industry under Participant's Section.

Deadline

To appear in the following week's issue, your ad must be received by Thursday noon (3:00 p.m. for subscriptions) to allow the classified section to be typeset and appear in the Thursday edition. Address all ads to: R&R Classifieds, 1930 Century Park West, Los Angeles, CA 90067. Fax: (213) 203-8727.
Discover
Oleta Adams on her debut release
“Circle of One”
(846 346-4/2)

Featuring the hit single
“Rhythm of Life”
(875 018-4)

Produced by: Roland Orzabal and Dave Bascombe
*Rhythm of Life - Rhythm Arrangement &
Remix by William Orbit
TAYLOR DAYNE
Rhythm Of Life (Fontana/Mercury)
56% of our reporters on it. Rotations: Heavy, Medium, Light, Total Adds 15 including KLKY, WRVC, WIVY, WFTM, WRVR, KMJC, WVUD, WHLT, WMGN, WHDQ. Debuts at number 27 on the AC chart.

JUDE COLE
Time For Letting Go (Reprise)
53% of our reporters on it. Rotations: Heavy 1, Medium 25, Light 21, Total Adds 9, KLKY, KLSY, WRVC, WMGS, WJMR, WTBC, WRVR, WVUD, WSUL, KRLB. Debuts at number 28 on the AC chart.

LIGHTNING SEEDS
Pure (MCA)
52% of our reporters on it. Rotations: Heavy 1, Medium 28, Light 17, Total Adds 8, KLKY, WMGS, WAHR, WTFS, U802, KMJC, WVUD, WSGY. Debuts at number 26 on the AC chart.

NEW & ACTIVE
JIMMY RYSEY “Same Old Look” (Arista) 42/9
Robbie Nevil. Heavy 1, Medium 26, Light 17, Total Adds 19, KLKY, KLSY, WRVC, WIVY, WFTM, WRVR, KMJC, WVUD, WHLT, WMGN, WHDQ, KZLT, KICU, KSLB, KAYN. Light including 3WM, KKLV. Total: 17, Heavy: 10, Medium: 7, Light: 0.

LINDA RONSTADT “Adios” (Capitol) 48/10

JIMMY RYSEY “Stop The Rain” (Arista) 44/9

BAD ENGLISH “Possession” (Charisma) 34/12

BRENDA RUSSELL “Stop Running Away” (A&M) 33/2
Robbie Nevil. Medium 10, Medium 1, Light 1, Total Adds 28, KICU, WMGN, KAFL, KVIC, KKLV, KNSL. Medium: 19, Medium: 10, Light: 9.

EVERYTHING BUT THE GIRL “Take Me” (Arista) 31/1
Robbie Nevil. Heavy 1, Medium 10, Medium 1, Light 1, Total Adds 28, KICU, WMGN, KAFL, KVIC, KKLV, KNSL. Medium: 19, Medium: 10, Light: 9.

TAYLOR DAYNE “Heart Of Stone” (Arista) 30/29

TAYLOR DAYNE “Heart Of Stone” (Arista) 30/29

JIMMY RYSEY “Don’t Lie To Me” (Arista) 42/9
Robbie Nevil. Heavy 1, Medium 26, Light 17, Total Adds 19, KLKY, KLSY, WRVC, WIVY, WFTM, WRVR, KMJC, WVUD, WHLT, WMGN, WHDQ, KZLT, KICU, KSLB, KAYN. Light including 3WM, KKLV. Total: 28, Medium: 17, Light: 11.

Most Added
LINDA RONSTADT (49) TAYLOR DAYNE (28)
PHIL COLLINS (34) JANET JACKSON (34)
SANTANA (34) BILLY JOEL (14)
ALANAH MYLES (11) MARC JORDAN (11)

Significant Action
PHIL COLLINS “Something Happened On The Way To (Acapella)” 24/24
PHIL COLLINS “Something Happened On The Way To (Acapella)” 24/24
PHIL COLLINS “Something Happened On The Way To (Acapella)” 24/24
BILLY JOEL “The Raised” 21/1
ALANAH MYLES “Every Little Thing” (Reprise) 8/0

July 27, 1990

www.americanradiohistory.com
FULL-SERVICE AC

MOST ADDDED

BILLY JOEL (8) ANITA BAKER (3) PAUL YOUNG (3) FLEETWOOD MAC (2) JAMES INGRAM (2) JANET JACKSON (2) WILSON PHILLIPS (2)

HOTTEST

GLORIA ESTEFAN (21) MARIAH CAREY (15) BRUCE HORNSBY (13) MICHAEL BOLTON (10) MICHAEL BOLTON (10) PHIL COLLINS (9) KESHA (9) JAMES INGRAM (7) ELTON JOHN (6) WILSON PHILLIPS (6)

GOLD-BASED AC

MOST ADDDED

JANET JACKSON (7) WILSON PHILLIPS (6) PAUL YOUNG (5) PHIL COLLINS (4) FLEETWOOD MAC (4) BRUCE HORNSBY (4) LINDA RONSTADT (4) MARIAH CAREY (3) TOMMY JAMES (2) BILLY JOEL (2)

HOTTEST

GLORIA ESTEFAN (32) MARIAH CAREY (28) MICHAEL BOLTON (22) MICHAEL BOLTON (22) ROXETTE (12) PHIL COLLINS (11) ELTON JOHN (11) AFTER 7 (10) BRUCE HORNSBY (8)

www.americanradiohistory.com
### New AC

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### CONTEMPORARY JAZZ

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#### WEST

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**Polyhedra technicolor**

"Polyhedra is a stylistic blend and consolidation of contemporary textures and ear-pulling sounds. Collectively, its music allows a colorful mix of energies that kick and caress, swing and soothe—a band that speaks to a broad audience."

Dr. Herb Wong/KJAZ

Produced by Jeff Lorber, from the album "BLUE PACIFIC"

---

**M I C H A E L F R A N K S**

**"The Art Of Love"**

The New Single

NAC CHART 1

CONTEMPORARY JAZZ 9
NEW & ACTIVE

PUBLIC ENEMY "Brothers Work It Out" (Def Jam/Atlantic) 5/24
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 2, WVEE, KRRS. Mediums include: K104, KXST, KGDO, KWOL, WSYX. Adds at number 60 on the Urban Contemporary chart.

NAYOBE "I Love The Way You Love Me" (WBTG/Epic) 3/17
Rotations: Heavy 10, Medium 18, Light 17. Total Adds 4 including WJTT, WJIZ, WRKE, WERK, WFXC. Mediums include: WRKE, WRKX, WFXC, WXOK, WENN, WPAL, WHAR, WJIZ.

ERIC B & RICK ROSS "Let The Rhythm Hit Em" (RTM/Epic) 1/6
Rotations: Heavy 10, Medium 24, Light 23. Total 164, KXST, WYAS, WRKE, WFXC, K97, WJTT, KDAY. Mediums include: WMYK, WFXA, WZKQ, WMGL, WPAL, WRKX, KDKS, WRKQ, WENN, WPAL, WRKE.

HOWARD HUFFETT "If I Could Only Have That Day" (Elektra) 5/15
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WMAG, WBNA, WFXC, K97, KDAY. Mediums include: WMAG, WFXC, WXOK, WRKE, WFXC, WPAL, WJTT.

LUCAS BROWN & JAYCEE "Live In The USA" (Luke/Island) 4/17
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WJTT, WJIZ, WRKE, WFXC, WFXC. Mediums include: WFXC, WFXC, WPAL, WFXC, WFXC, WFXC, WFXC.

JAMAICA "Boy" (Epic) 4/9
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WJTT, WJIZ, WRKE, WFXC, WPAL. Mediums include: WPAL, WFXC, WFXC, WFXC, WFXC, WFXC.

AFROS "Feel It" (Columbia) 4/3
Rotations: Heavy 15, Medium 35, Light 25. Total Adds 3, KJLH, WQMG, WFXG. Mediums include: KJLH, WQMG, WFXG, WHTP.

DIGITAL UNDERGROUND "Cowwollow" (Tommy Boy/Reprise) 4/13
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WMAG, WBNA, WFXC, K97, WJTT. Mediums include: WMAG, WFXC, WXOK, WRKE, WFXC, WPAL.

DANA BROWN & BARRE B "Sharpe The Master Plan" (FFRR/PolyGram) 3/22
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WMAG, WBNA, WFXC, K97, WJTT. Mediums include: WMAG, WFXC, WXOK, WRKE, WFXC, WPAL.

KIPPER JONES " Shockwave" (Virgin) 3/4
Rotations: Heavy 15, Medium 35, Light 25. Total Adds 4 including KJLH, WHJX, WPAL, WFXG. Mediums include: KJLH, WHJX, WPAL, WFXG, WHTP.

LENNY WALTZ "Getta Lotta Love" (Crush) 3/7
Rotations: Heavy 15, Medium 35, Light 25. Total Adds 3 including WHTP, WHJX, WPAL. Mediums include: KJLH, WHJX, WPAL, WFXG, WPAL, WFXG.

KID N PLAY "Back To Basics" (Select) 2/4
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

FATHER MC " Treat 'Em Like They Want To Be Treated" (MCA) 4/5
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WJTT, WJIZ, WRKE, WFXC, WPAL. Mediums include: WJTT, WJIZ, WRKE, WFXC, WPAL.

SALT-N-PEPA "Independent" (Next Plateau) 3/6
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WMAG, WBNA, WFXC, K97, WJTT. Mediums include: WMAG, WBNA, WFXC, K97, WJTT.

FRIGHTY & COLEMAN "Life (Is What You Make It)" (Profile) 2/6
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

BRENT "4 Amigos 4" (Mellow Man Ace) 1/17
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WMAG, WBNA, WFXC, K97, WJTT. Mediums include: WMAG, WBNA, WFXC, K97, WJTT.

SNEBA "I Ain't Lying " (Wing/Polys/Or) 15/9
Rotations: Heavy 10, Medium 35, Light 25. Total Adds 4 including WHUR, WZKQ, WMAG, WPAL, WFXC, WPAL, WFXG, WPAL. Mediums include: WHUR, WZKQ, WMAG, WPAL, WFXC, WPAL, WFXG, WPAL.

WIZ KID w/ YSL "Let's Get It On" (Mostly 1) 5/15
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

ISLEY BROTHERS "Come Together" (Epic) 15/9
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

M. HOWARD "Until It's Over" (MCA) 17/5
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

M. FRANKS "The Art Of Love" (Reprise) 12/4
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

TRED "Can't Hang Any Longer" (Priority) 12/2
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

MARK ANSON "Mintiness" (Capitol) 11/7
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.

SILK "Jazz Goddess" " наличии наушников" (MCA) 10/6
Rotations: Heavy 10, Medium 24, Light 23. Total Adds 4 including WHUR, WZKQ, WPAL, WFXC, K97, WJTT. Mediums include: WHUR, WZKQ, WPAL, WFXC, K97, WJTT.
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<td>WBBM</td>
<td>720 AM</td>
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<td>News</td>
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<td>San Francisco</td>
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**Notes:***
- WWJ in Detroit is a news radio station.
- KTRH in Houston is a news radio station.
- WOKL in Miami is a news radio station.
- KOMO in Seattle is a news radio station.
- KSFO in San Francisco is a news radio station.

*www.americanradiohistory.com*
On the Country chart.

**WAXX, WOW, WTHI,** including **73%**

- **73**
- **25**
- **24**
- **25**
- **45**
- **43**
- **42**
- **49**
- **47**
- **37**
- **32**
- **35**
- **32**
- **28**
- **18**
- **28**
- **31**
- **175**
- **175**
- **109**
- **173**
- **87**
- **85**
- **88**
- **59**

**HOTTEST**

- **Vince Gill (112)**
- **Dan Seals (77)**
- **Lorrie Morgan (68)**
- **Waylon Jennings (58)**
- **Travis Tritt (55)**
- **Kentucky Headhunters (48)**
- **Alan Jackson (38)**
- **Shenandoah (38)**
- **Patty Loveless (33)**
- **Garth Brooks (32)**

**MARK CHESNUTT**

Too Cold At Home (MCA/Curb)

**PIRATES OF THE MISSISSIPPI**

Honky Tonk Blues (Capitol)

**BEST**

At those songs achieving the most acts nationally and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in latest Added & Hottest indicates the total number of Country stations adding the song the week or noting that the song is among their five best.

**MARK CHESNUTT**

**HONKY TONK NEWS FLASH**

“Honky Tonk Blues” Pirates Of The Mississippi
### JULY 27, 1990

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<thead>
<tr>
<th>170 REPORTERS</th>
<th>Reports/Adds</th>
<th>Heavy</th>
<th>Medium</th>
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<td>&quot;Good&quot; (157) &quot;Seven&quot; (6) &quot;Shine&quot; (4)</td>
<td>160+/0</td>
<td>136+</td>
<td>22-</td>
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<td>&quot;Other&quot; (149) &quot;What&quot; (4) &quot;F.I.N.E.&quot; (1)</td>
<td>149-/0</td>
<td>140-</td>
<td>7-</td>
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<td>&quot;Across&quot; (133) &quot;Night&quot; (40) &quot;Special&quot; (4)</td>
<td>148-/0</td>
<td>118-</td>
<td>28+</td>
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<td>&quot;Brickyard&quot; (159) &quot;Hearts&quot; (1)</td>
<td>159+/4</td>
<td>85+</td>
<td>62-</td>
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<tr>
<td>&quot;Come&quot; (152) &quot;Coming&quot; (5) &quot;High&quot; (2)</td>
<td>152+/5</td>
<td>80+</td>
<td>58-</td>
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<td>&quot;Holy&quot; (111) &quot;Fearless&quot; (15) &quot;Boys&quot; (15)</td>
<td>128-/3</td>
<td>99-</td>
<td>20-</td>
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<tr>
<td>&quot;Can't&quot; (150) &quot;Back&quot; (5) &quot;Walk&quot; (2)</td>
<td>155+/11</td>
<td>71+</td>
<td>72-</td>
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<td>&quot;Didn't&quot; (120) &quot;Wild&quot; (15) &quot;Fallen&quot; (3)</td>
<td>129-/1</td>
<td>78+</td>
<td>47-</td>
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<tr>
<td>&quot;Bad&quot; (126) &quot;New&quot; (3) &quot;Gimme&quot; (2)</td>
<td>131-/2</td>
<td>79+</td>
<td>47-</td>
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<tr>
<td>&quot;Unskiny&quot; (144) &quot;Something&quot; (2) &quot;Flesh&quot; (1)</td>
<td>146+/4</td>
<td>88+</td>
<td>58-</td>
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<td>&quot;Just&quot; (144) &quot;Give&quot; (2) &quot;Keep&quot; (1)</td>
<td>148+/9</td>
<td>48+</td>
<td>77+</td>
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<td>&quot;Twice&quot; (129) &quot;Jealous&quot; (14) &quot;Hard&quot; (2)</td>
<td>136+/3</td>
<td>49+</td>
<td>61-</td>
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<td>&quot;Peace&quot; (127) &quot;Gypsy&quot; (1) &quot;Jungle&quot; (1)</td>
<td>131+/9</td>
<td>25+</td>
<td>83-</td>
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<tr>
<td>&quot;Think&quot; (76) &quot;While&quot; (35)</td>
<td>103-/3</td>
<td>43-</td>
<td>49+</td>
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<tr>
<td>&quot;End&quot; (137) &quot;Miles&quot; (1)</td>
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<td>26</td>
<td>63-</td>
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<td>&quot;Ma&quot; (56) &quot;Cried&quot; (26) &quot;S&quot; (25)</td>
<td>101-/9</td>
<td>29+</td>
<td>59-</td>
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<td>&quot;L.A.&quot; (69) &quot;Cracke&quot; (36) &quot;Prodigal&quot; (3)</td>
<td>102+/18</td>
<td>56+</td>
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<td>&quot;Haunted&quot; (109)</td>
<td>109-/3</td>
<td>15+</td>
<td>61-</td>
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<tr>
<td>&quot;Child&quot; (93) &quot;Real&quot; (3) &quot;Listening&quot; (1)</td>
<td>96+/5</td>
<td>28+</td>
<td>48+</td>
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<tr>
<td>&quot;Knockin'&quot; (96) &quot;Hearts&quot; (6) &quot;Last&quot; (1)</td>
<td>100+/11</td>
<td>15+</td>
<td>46+</td>
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<td>&quot;Joey&quot; (88) &quot;Caroline&quot; (1) &quot;Darkening&quot; (1)</td>
<td>91+/3</td>
<td>21+</td>
<td>48+</td>
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<td>&quot;Civil&quot; (68) &quot;Nobody's&quot; (4) &quot;Medicine&quot; (1)</td>
<td>94+/6</td>
<td>21</td>
<td>38-</td>
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<td>&quot;Last&quot; (58) &quot;Rock&quot; (1)</td>
<td>98+/8</td>
<td>7+</td>
<td>46+</td>
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<td>&quot;Toy&quot; (95) &quot;Believe&quot; (2) &quot;Baby&quot; (1)</td>
<td>98-/2</td>
<td>10+</td>
<td>47-</td>
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<td>&quot;Woman&quot; (76) &quot;Texas&quot; (5) &quot;That's&quot; (2)</td>
<td>82-/1</td>
<td>21+</td>
<td>56-</td>
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<td>&quot;Pretty&quot; (74) &quot;Still&quot; (2) &quot;Midnight&quot; (1)</td>
<td>78-/1</td>
<td>14-</td>
<td>48-</td>
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<td>&quot;Give&quot; (84)</td>
<td>86+/9</td>
<td>13+</td>
<td>45+</td>
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<tr>
<td>&quot;Time&quot; (70) &quot;Baby&quot; (9) &quot;House&quot; (1)</td>
<td>78-/2</td>
<td>14+</td>
<td>43+</td>
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<td>&quot;Don't&quot; (52) &quot;Same&quot; (17)</td>
<td>74+/-7</td>
<td>16-</td>
<td>36-</td>
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<td>&quot;Before&quot; (30) &quot;Run&quot; (24) &quot;Anything&quot; (4)</td>
<td>53+/14</td>
<td>24+</td>
<td>18-</td>
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<td>&quot;Jealous&quot; (88)</td>
<td>88+/16</td>
<td>7+</td>
<td>35+</td>
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<tr>
<td>&quot;Skies&quot; (56) &quot;Love&quot; (9) &quot;Save&quot; (1)</td>
<td>64-/5</td>
<td>12+</td>
<td>41+</td>
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<tr>
<td>&quot;Love&quot; (66)</td>
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<td>12+</td>
<td>40+</td>
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<td>&quot;King&quot; (63) &quot;Forgotten&quot; (3) &quot;Stars&quot; (1)</td>
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<td>9+</td>
<td>35+</td>
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<td>&quot;Epic&quot; (70) &quot;From&quot; (1) &quot;Real&quot; (1)</td>
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<td>23+</td>
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<td>46+</td>
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<td>&quot;Hold&quot; (33) &quot;Never&quot; (16) &quot;Sense&quot; (2)</td>
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<td>17+</td>
<td>24+</td>
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<td>&quot;Message&quot; (33) &quot;Way&quot; (17)</td>
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<td>8-</td>
<td>28+</td>
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<td>&quot;Fly&quot; (68) &quot;Desperately&quot; (3) &quot;Night&quot; (2)</td>
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<td>17+</td>
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<td>&quot;Cliffs&quot; (58) &quot;Desert&quot; (1)</td>
<td>61+/16</td>
<td>3+</td>
<td>26+</td>
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**WINGER**

In The Heart Of The Young (Atlantic)

81% of our reporters on it.

For The Record: Black Crowses should have received a bullet last week.

---

**MOST ADDED**

- NOBODY'S CHILD (86)
- SLAUGHTER (27)
- COMPANY OF WOLVES (16)
- BILLY IDOL (16)
- GENE LOVES JEZEBEL (16)
- ERIC CLAPTON (16)
- REO (16)
- ELECTRIC BOYS (13)
- MICHAEL PENN (13)

---

**HOTTEST**

- AEROSMITH (140) ALLMAN BROTHERS BAND (136)
- BRUCE HORNBY (118)
- BAD COMPANY (99)
- JIMMY VON ZANT (89)
- DAMN YANKKES (80)
- DON HENLEY (79)
- HEART (78)
- CHEAP TRICK (71)
- POISON (68)

---

**REO**

"THE EARTH, A SMALL MAN, HIS DOG AND A CHICKEN"

featuring the first lead track

**READ**

On Your Desk Now
On Tour Now
Bellybutton
the debut
album from
Jelly
featuring
the track
"The King is Half-Undressed"

Produced by Akly Galtton  Co-produced by Jack Joseph Puig

© 1990 Charisma Records America, Inc
Management: Industrial Management
NEW ROCK

NATIONAL AIRPLAY

**Most Added**
- Pixies: Heart Throbs
- Heart Throbs (RS)
- Goo Goo Dolls: Is This All
- Slow Motion
- Aoki: Big Noise
- Sonic Youth: The Eternal
- Stone Gossard: Wooden Spoon
- Something Happens: Stuck
- John Doe: Meet the Girls
- Heavy Metal: The Return of the Soundtrack

**Hottest**
- GUNS N' ROSES: Civil War
- SLAUGHTER: Fly
- VIXEN: Hold Your Fire
- EXTREME: Decadence
- BILLY IDOL: Love
- ROBERT PLANT: SSQ/A Dog
- ERIC CLAPTON: Run
- JEFF HEALEY Band: Wild
- COMPANY OF WOLVES: Hangover
- ELECTRIC BOYS: Feel

**Most Requested**
- PIXIES: Heart Throbs
- CONCRETE BLONDE: Bloodletting
- DEPECHE MODE: Enjoy the Silence
- BILLY IDOL: Love
- BOSTON: More Than a Feeling
- GUNS N' ROSES: Civil War
- SLAUGHTER: Rock 'N' Roll All Night
- JOHN DOE: Meet the Girls
- JOHNNY CASH: Folsom Prison Blues
- AEROSMITH: Otherworld

**New & Active**
- CONCRETE BLONDE: Bloodletting
- DEPECHE MODE: Enjoy the Silence
- BILLY IDOL: Love
- BOSTON: More Than a Feeling
- GUNS N' ROSES: Civil War
- SLAUGHTER: Rock 'N' Roll All Night
- JOHN DOE: Meet the Girls
- JOHNNY CASH: Folsom Prison Blues
- AEROSMITH: Otherworld

**New Rock Hits!**
- New Rock 12 - 6
- MTV Breakout Rotation & 120 Minutes

**Iggy Pop**
- “Brick By Brick”
- New Rock 19 - 7
- MTV Stress Rotation

**Railway Children**
- “Native Place”
- New Rock 12 - 6
- MTV Breakout Rotation & 120 Minutes

**Charts**
- Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are bolded, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

**Breakers**
- Albums and tracks reach Breaker status the first week they are reported by at least 60% of our AOR reporters.

**Most Added**
- This week's most added albums and tracks.

**Most Requested**
- This week's most requested tracks.

**Hottest**
- This week's albums and tracks receiving the most heavy reports.
PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album's tracks are reported. If tracks from the same album are reported in both heavy and medium rotation, 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.  
(M) (L) — Other tracks from that album or those 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 series. Parallel One: 1,000,000 + 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.

---

### P1

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<th>Station</th>
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### WEST

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<td>Laura Shockey</td>
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<td>MIX 96.5</td>
<td>Houston</td>
<td>CHR</td>
<td>Kurt Kelly</td>
<td>Michael Newman</td>
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<td>CHR</td>
<td>Jim Wixson</td>
<td>Joey Grazengo</td>
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**CHR P1 PLAYLISTS**

- **WBSS** (Baltimore)
  - PD: Steve Pastur
  - APD/MD: Pam Tacket
- **B94 FM** (Boston)
  - PD: Johnny White
  - APD: Jeff Tyron
  - MD: Lori Campbell
- **WXKS-FM** (Houston)
  - PD: Steve Wystock
  - MD: Cheryl Brewer
- **KRBE** (Orlando)
  - PD: Steve Wystock
  - MD: Cheryl Brewer
- **Q105** (Tampa)
  - PD: John Clay
  - MD: Mike Show
- **POWER 99 FM** (Atlanta)
  - PD: Rick Tracy
  - MD: Lee Cheatham
- **WAVA** (Washington)
  - APD/MD: Dave Elliott
- **Z100** (New York)
  - VP/Or: Steve Kingston
  - APD/MD: Franke Blue
- **WBLI** (Long Island, New York)
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Parallel

Please note, frozen playlists are indicated with an "F" 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 stations that are format-dominant and/or exert significant national influence, in secondary markets with a metro 12+ population, according to Arbitron, of 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

253 REPORTS

ADVENTURES OF STEVE V
Dirty Cash (Money Talks) (Mercury)
Total Reports 53 214

B

Bad English Continued

Total Reports 158 624

Regional

LP English
Passion (Epic)
Total Reports 158 729

Regional

LP Breaker

Regional

Breaker

Regional

BELL BIV DEVOE
The Girl I Used To Know (EMI)
LP Top 40
Total Reports 106 669

Regional

BROTHEY BEYOND
The Girl I Used To Know (EMI)
LP Top 40
Total Reports 106 669

Regional

ROB JON JOVI
Blaze Of Glory (Mercury)

Regional

ROB JON JOVI
Blaze Of Glory (Mercury)

Regional

ROB JON JOVI
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Regional

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ROB JON JOVI
Blaze Of Glory (Mercury)

Regional

ROB JON JOVI
Blaze Of Glory (Mercury)
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<th>J</th>
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<tbody>
<tr>
<td>JANET JACKSON</td>
<td><strong>Come Back To Me</strong> (A&amp;M) <strong>LP Rhythm Nation '84</strong></td>
<td><strong>LUKE 12 LIVE CREW</strong> (Banned In The U.S.A. <strong>Luke/Atlantic</strong>) <strong>LP Banned In The U.S.A.</strong></td>
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<tr>
<th>L LIGHTNING SEEDS</th>
<th><strong>Pure</strong> (Reaching)** LP Courtyard**</th>
<th><strong>TOTAL REPORTS</strong> 120 <strong>51%</strong></th>
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<th>M MAXI PRIEST</th>
<th><strong>Close To You</strong> (Charisma)** LP Boadie**</th>
<th><strong>TOTAL REPORTS</strong> 144 <strong>51%</strong></th>
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<tr>
<th>P PRINCE</th>
<th><strong>Trevor in.</strong> (Pasley Park/WB)** LP Giants Bridge**</th>
<th><strong>TOTAL REPORTS</strong> 174 <strong>69%</strong></th>
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Note: The chart summary includes detailed information about the regional and national charts, along with data on specific songs and their performances.
### Top Stations

**JIMMY RYDER**
**Same Old Look (Arista)**
Total Reports: 63
**Regional**

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**ST. PAUL**
**Stranger To Love (Atlantic)**
LP: Down To The Wire
Total Reports: 131

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**SNAP**
**The Power (Atlantic)**
LP: Power
Total Reports: 147

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**SWEET SENSATION**
**If Wishes Came True (MCA)**
LP: Love Child
Total Reports: 207

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**KEITH SWEAT**
**Make You (Entertainment/Entert)**
LP: I'll Give All My Love
Total Reports: 166

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**TIME**
**Jen Cut (Flaskey Park/Reprise)**
LP: Parkin/Flaskey
Total Reports: 211

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**WILSON PHILLIPS**
**Nightline: Me (WB)**
LP: Wilson Phipps
Total Reports: 265

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**A**

**AMA feat w/JORDAN KNIGHT**

**Angel Of Love (Poly/Espee)**

**LP** - Yes Language

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**B**

**BANG**

**Healing My Heart**

**Vendetta/A&M**

<table>
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**C**

**CONCRETE BLONDE**

**Plasy Of Truth (Sire/Repriese)**

**LP** - Wondering

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**D**

**DEPECHE MODE**

**Plasy Of Truth (Sire/Repriese)**

**LP** - Wondering

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**E**

**F**

**FLEETWOOD MAC**

**Save The Last (WB)**

**LP** - Behind The Mask

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**G**

**GNE LUVES JELIZB**

**Jealous (Geffen)**

**LP** - Kiss O' Love

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**H**

**JEFF HEALEY BAND**

**I Think I Love You Too Much (Arista)**

**LP** - Yes To Pay

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**I**

**HUMAN RADIO**

**Me & Elvis (Columbia)**

**LP** - Human Radio

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**SAVING WATER**

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**Y**

**PAUL YOUNG**

**Oh Girl (Columbia)**

**LP** - Other Voices

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**100® R&R**

**July 27, 1990**

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**www.americanradiohistory.com**
60% of our reporting stations. We track the most active songs in these reports. devilishly (Atlantic)

**KBOZ, KTUX**
**KNOE, KMIK, WVIK, WXKS, WSKS, WJAY, Z103, KTXY.** See Parallels, debuts at number 40.

**BOB VOGLES**

**MEAGAN HAYES (118)**

**MELISSA DILL (60)**

**SWEET SENSATION** (74)

**POISON** (63)

**PRINCE**

**Thieves In The Temple (Paisley Park/WB)**

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**POISON** (63)
“Onion Skin” • The New Single

Already TOP FIVE On The New Rock Charts! • Video In Stress Rotation On MTV!
Produced by Pete Smith • From The Album These Here Are Crazy Times! ... A Double-Platinum Sensation In Australia!

© 1990 Giant Records Management/Borman Entertainment/Now Management
### URBAN CONTEMPORARY

<table>
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<th>#</th>
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<th>SONG</th>
<th>ARTIST</th>
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<td>Vision Of Love</td>
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<td>Bell Biv DeVoe</td>
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<td>Geoff McBride</td>
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### NEW & ACTIVE

- New & Active, Top 10 Recurrents Chart 76
- New Rock

### NAC

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<td>Bad / Left O' The Banquet (Ankaran)</td>
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<td>AZTEC CAMERA</td>
<td>Stay (Sony/Reprise)</td>
<td>Aztec Camera (Capitol)</td>
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<td>WIND</td>
<td>Freedom From Silver Wave</td>
<td>Wind Of The West (Columbia)</td>
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<td>WINDOWS</td>
<td>Blue September (Columbia)</td>
<td>Windows Music Group</td>
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<td>CHIC</td>
<td>Le Jam (Sonique Atmosphere)</td>
<td>Chic (Atlantic)</td>
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<td>Things Are Different (MCA)</td>
<td>Jill (Sire)</td>
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<td>Deliverance (Jive/RCA)</td>
<td>Jonathan Butler (Jive/RCA)</td>
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### COMPLETED TOP 30 NAC CHART 77

- New Top 30 Rock Chart Chart 86
- NAC

### NEW ROCK

- New Rock

### CONCRETE BLONDE

- Bloodletting (ISR) (Bad / Left O' The Banquet)
- Stay (Sony/Reprise) (Aztec Camera)
- White Wedding (Capitol) (Billy Idol)
- Freedom From Silver Wave (Wind Of The West)
- Blue September (Columbia) (Windows Music Group)
- Le Jam (Sonique Atmosphere) (Chic)
- Reflections / Reflections (Private Music) (Yann)
- Things Are Different (MCA) (Jill SBIRRE)
- Deliverance (Jive/RCA) (Jonathan Butler)