SALEM SLAMS NBMC

"Near-illegal!!" That's what Salem Communications calls the National Black Media Coalition's allegations that the company is deficient in hiring minorities. The NBMC is trying to block Salem from buying WAVA/Washington.

Tent Situation For Flint Station
No Help From Area Outlets, Owner Says

It might not look much, but it's home. WOWE/Vassar (Flint-Saginaw), MI has been operating out of the nylon tent and cinderblock transmitter hut pictured above ever since the Contemporary Jazz station's offices were ravaged by fire on July 28 - only hours after its first birthday bash. Afternoon talent Elisa Forte (shown) and other staffers have learned to rough it when broadcasting from the woods, duding outside the station for portable bookings while becoming friends with Mother Nature.

Station owner Michael Shumper said the fire cost nearly $500,000, and it will be at least two months before the station can afford to move into new temporary quarters - a mobile home. But his troops are holding up. "The morale is great. I'm fortunate because I have a nucleus of terrific people who really love the business. They don't believe in quitting," he told R&R.

Shumper - the only black station owner in the Flint-Saginaw market - said he has not received a single phone call from another broadcaster offering help or even moral support.

MCA To Block Motown Departure
Distribution Agreement Ends Next Month, Busby Says

MCA Records, which filed suit in May against MCA Inc. for, among other things, an alleged failure to properly market its product, announced it will terminate its distribution and service deal with MCA on September 8.

According to Motown President/CEO Jheri Busby, a new distributor has not yet been found. Officials at MCA immediately threatened to block Motown's departure. "MCA's position is that we have a long-term agreement with Motown that extends years beyond September 8, and we intend to vigorously enforce all of MCA's rights under that agreement," said MCA Press. See Page 22

No Arbitron Books?
Proposal To Eliminate Printed Reports Could Fund More Diaries In Markets

Following the resounding defeat of a 3-book, 16-week survey proposal, the Arbitron Radio Advisory Council has sent two more ideas to Arbitron to increase sample size, including one that could lead to the elimination of printed Arbitron reports.

According to council President and WHY/Tomato President/GM John Craven, the council passed a resolution suggesting Arbitron look into the idea of publishing abbreviated market reports or eliminating printed reports altogether and investing the savings into increasing sample sizes.

Arbitron VP/Sales & Marketing, Radio Station Services Jay Gauthier said R&R the idea was "intriguing," and that his company would have some answers for the council at its next meeting in December. "I do have some reservations," however, said Gauthier. "We typically print 500 books for each market. Reducing the number to 500 would actually drive our costs up, since we earn volume printing discounts. On the other hand, more than any of our subscribers already receive their numbers on a PC computer, so they're already equipped to switch over." Try, Try Again

The Advisory Council also proposed Arbitron make an across-the-board 5% increase in sample size for the Fall '92 survey at no cost increase to users. See Page 22

Broadcasters Target Feds With HLT Grips

Broadcasters are being urged to bury federal regulators in paper to send a loud and clear message that rules on highly leveraged transactions (HHTs) are wreaking havoc on the radio industry and must be changed.

"We want every broadcaster in America to stand up and be heard," said Malrite Communications Group Chairman/CEO Milt Maltz, who's heading an ad hoc panel working with the NAB to make sure broadcasters have their say on banking regulations.

Three federal agencies have requested comments on HLTs (see box, Page 22), which are due by August 26. Maltz said he hopes the deadline will be extended so the NAB will have time to distribute its proposed filing. See Page 22

Boston Brewin' Brand New Sales Agreement
Three 'Rock Network' Stations Sold Only In Combo To Area's Top Ad Agencies

Beginning August 19, three Boston area rock stations - Classic Rock WBOS, MCC New Rock WFXN, and Curt Goody AOR WGGY - will be sold together as "The Boston Rock Network." The arrangement differs from a local marketing agreement (LMA) in that each station will retain its individual sales staff. The network will offer the stations exclusively as a combo deal to Boston's top 20 advertising agencies.

Ackerley President Alan Goodman, who initiated the idea, explained: "Although each station has a solid base of local listeners, breaking through the critical mass ratings barrier has proven extremely difficult. By combining our individual strengths, the whole does indeed become a force far greater than the sum of the parts."

"Perhaps in the more heady days of booming advertising sales growth, individual parachism would have prevailed, and such a concept could not have been explored," WFNX owner Stephen Mindich theorized. "Today, however, the old truism that 'necessity is the mother of invention' has once again opened the door to a creative, existing, and aggresive solution. This new alternative buy will be extremely well-received because it will deliver large and highly desirable au-
sales agreement. See Page 22
Your Audience:
Feels the Passion in his Voice
Knows the Power of his Guitar
Trusts the Artistry of this Band
Give Them What They Want... And What You Need

"Straight To Your Heart"
FROM THE ALBUM BACKLASH
**Jefferson Ward**

**Ward Wins WIQO OM Job**

*WKW* FM, which Ward has been preparing for, is the successor to the station that Paul Williams left to join KMFS.

**Ward ReSubmit**

**Bob Buziak**

**Chameleon In Joint Venture With Elektra**

*WQCH,* which has recently changed its format to AOR, will be handled by Chameleon.

**Reich Lands GM Chair At WJAS & WSHH**

Former WLTJ/Pittsburgh GM Judy Reis has surfaced as GM of crosstown Rensa Broadcasting Big Band/AC combo WJAS & WSHH. She succeeds Chris Ackerman, who exited in January to become GM of WSTF/ORlando.

Rensa Broadcasting President Tony Reseda told R&R, "Judy has a great reputation, is a hard worker, and is a hands-on GM. You get to recognize the good people who work for you: and the quality people working for the competition. When I found out Judy was no longer at WLTJ, I presented the opportunity to get together with her and convince her to come over. She'll be a tremendous asset." Reich spent approximately seven years at WLTJ. She was unavailable for comment.

**Daniel Back To Arista As VP, former Arista Records promotion exec** Doug Daniel has returned as VP/Promotion, Black Music.

"Doug brings to our Black Music Department extensive promotion and marketing experience," said Sr. VP/Black Music Gerry Griffith. "His energy and enunciation, as well as his leadership skills, will further strengthen Arista's commitment in the black music area."

Daniel, who had been Director/ National & R&R Promotion at Arista, is to become VP/Black Music at Elektra, where he's been leaving.

**Marion Named KRQG GM**

CBS has transferred KTXQ/Dallas GSM Donald Marion to the VP/GM position at KRQG/San Francisco. He replaces Carl Dickerson, who exits AOR after five years to pursue other interests.

"Don is one of the best radio sales executives in the country," commented CBS VP/FM Stations Rod Calace. "He's very familiar with the AOR format, and we look forward to watching him do some magic with KRQG."

Marion, who worked at CBS for the past decade, has served as KTXQ GSM since 1989. Prior to that he held the same position at WSUN & WYFN/Tampa. This is his first GM job.

**Crowded Parking Lot**

Crowded House performed a rousing, lengthy, and often humorous set in Capitol's Hollywood parking lot for nearly 2000 of their closest friends. Spectators dished on a variety of treats, including a "Chocolate Cake" (as in their current single). Enjoying the schmoozed fare was (L to R) Capitol Execs VC Art Jaeger, manager Gary Stander, the band's Tim Finn top and Ned Finn, Capitol President Hal Mcgorn, and the band's Paul Hester.

**Marion's GM Job at KRQG**

Don Marion has been named GM at KRQG in San Francisco, replacing Carl Dickerson, who is leaving the station after five years.

**Jefferson Ward**

**WIQO GM Gil Reese told R&R, "Jefferson's a hometown guy, and he was one of the first jocks we hired when we put the station on the air."** EZ Regional VP/Programming Doug Gaddie added Ward won the job "because of his passion for dance music and for running things." Ward noted, "This is just great. Having spent so many years in Philly will help me and the team take WIQO to another level of success." He officially starts August 29. Prior to his two and a half years as PD at WKWQ, Ward was PD at WAEF-FM/Allentown, Promotion Director at W Catalina FM (now Gold WOGU)/Philadelphia, and PD at WMJU/State College, PA.

**In Other News**

- **Vince Tellis** has joined Cape Coral (FL) CBS as station manager of WQMB.
- **Walt House, former VP/GM** at JK Communications, has joined CBS as VP/Marketing at WRIF Detroit.
- **Capitol Region** representative **Bill Sell** is in New York on promotion for the band's upcoming album.
- **Joshua Alender** has joined Capitol as VP/Marketing.
- **Cris Spindler** has joined Capitol as VP/Consumer Affairs.
- **DJ John Doe** has left Janice Media to become PD at WCCC in Huntsville, AL.
- **Wanda Knepper** has been named VP/General Manager at WOAL-FM in San Antonio.
- **Bill Shure** has been named VP/GM of WAPA in Orlando.
- **Mike Thelen** has been named VP/GM of WNSP in Richmond, VA.
- **Mike Gill** has been named VP/GM of WOIO in Cleveland.
- **Rick Miller** has been named VP/GM of WBBK in Cleveland.
- **Kevin McCall** has been named VP/GM of WTMX in Chicago.
- **Bill Grout** has been named VP/GM of WJXT in Jacksonville.
- **Renee Rakove** has been named VP/GM of WRED in Raleigh.
- **Bob Mechanic** has been named VP/GM of WJLT in Pittsburgh.
- **Rick Masse** has been named VP/GM of WORL in Orlando.
- **Victor Hernandez** has been named VP/GM of KMXV in Kansas City.
- **Matt Wessell** has been named VP/GM of KMBQ in Kansas City.
- **Gene Hulbert** has been named VP/GM of KUAC in Anchorage.
- **Tom Smith** has been named VP/GM of Kaseo in Anchorage.
- **John O'Connor** has been named VP/GM of KQMR in Danville, KY.
- **Kevin Leary** has been named VP/GM of WWAY in Fayetteville, NC.
- **Mike O'Connor** has been named VP/GM of WCRG in Des Moines, IA.
- **Michelle LeBlanc** has been named VP/GM of WZUG in Providence.
- **Andrew Crandall** has been named VP/GM of WANG in Augusta, ME.
- **Ron Hines** has been named VP/GM of WFTS in Tampa.
- **Jim Hopper** has been named VP/GM of WSGN in Nashville.
- **Paul LaRusso** has been named VP/GM of WHWZ in Orlando.
- **Mike Brown** has been named VP/GM of WJAZ in Washington, DC.
- **Tom Cusick** has been named VP/GM of WOAC in Washington, DC.
- **Teddy Haupt** has been named VP/GM of WBNJ in Cleveland.
- **Mike Donelan** has been named VP/GM of WHRG in Atlanta.
- **Rick Eber** has been named VP/GM of WORH in Baltimore.
- **Bill Hochstein** has been named VP/GM of WNNR in Nashville.
- **George Abraham** has been named VP/GM of WTNF in Atlanta.
- **Kevin Smith** has been named VP/GM of WHYI in Syracuse.
- **Bill Hendricks** has been named VP/GM of WDRB in Louisville.
- **Bob Meyer** has been named VP/GM of WMSL in Jacksonville.
- **Mike O'Connor** has been named VP/GM of WYBF in Charleston.
- **Bill O'Connor** has been named VP/GM of WORL in Orlando.
- **Mike O'Connor** has been named VP/GM of WTVN in Columbus, OH.
- **Mike O'Connor** has been named VP/GM of WPAC in Philadelphia.
- **Mike O'Connor** has been named VP/GM of WATQ in Denver.
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Religious broadcaster Bishop L.E. Willis has something the federal prosecutors want—a bundle of drug-tainted money.

According to the Justice Department, Willis’s Crusade for Christ, an evangelical organization borrowed $600,000 from Clarence Brit, a Hampton, VA man convicted last month of cocaine trafficking. And while the loan is not yet due, federal prosecutors—who seized them after Brit’s arrest—want the money repaid.

Willis’s lawyer, Richard Brydges, said his client was unaware that Brit, an active member of Crusade for Christ, was a drug dealer. “[Brit] gave every evidence of legitimacy to the Bishop and other Crusade officials,” said Brydges. “The last thing the Bishop wants is tainted money.

The Crusade operates separately from Willis’s for-profit Norfolk, VA-based Willis Broadcasting. It is unclear whether any of Brit’s money was passed along to the 2-station radio group.

Hearing Set

Assistant U.S. Attorney Kent Porter emphasized Willis is not the target of the prosecution. “This is simply a collection matter for the government,” said Porter of the civil proceeding.

Brydges said that while Willis wants to repay the money, the Crusade can’t afford to meet the prosecution’s demand for full and immediate payment. Willis, he said, is trying to work out a payment schedule with the government. If the government presses too hard for payment, Brydges warned, Willis could throw the Crusade into bankruptcy.

Bishop’s promissory notes, which bear a 10.5 percent interest rate, were issued to Brit in 1994. Willis had been expected, but Conway was not certain, as Brit would be working in the field. Even so, he believes power levels to compensate for the loss won’t be prohibitively expensive. With eight DAB stations sharing a single Euro- reka transmitter at L-band, Conway said each would use “lower power than FM at M band.”

Building Tests

Tests for signal loss inside buildings are underway in Montreal. But Conway insisted that’s not a major concern in Canada, since most large office buildings are in downtown areas where signal strength will be high. “I know it’s a big question in the U.S. — we don’t understand that.”

The Canadian test results on foliage are similar to those of University of Texas researchers working with NASA and Voice of America on satellite DAB studies and building penetration data. Additionally, the NAB is planning to conduct L-band tests later this year using digital signals. The Canadian and U.T. tests used analog signals to measure coverage.

Conway has no plans to test in the S-band (2300 MHz), which the FCC is considering for DAB. “We think we’re stretching it [broadcast technology] at L-band,” he said.

Funds Borrowed from Convicted Drug Dealer

Preliminary Canadian L-Band DAB Tests Show Mixed Results

Initial results from Canadian tests indicated L-band may be feasible for terrestrial DAB—but just barely.

“There’s no cause for alarm at this point.” A Canadian Broadcasting Corp. Supervising Engineer Francois Conway, Chairman of the L-band project jointly administered by the Canadian Association of Broadcasters, and two government agencies. The same consortium sponsored last year’s North American debut demonstrations of the Eureka-147 DAB system.

Conway told R&R mobile reception tests in Ottawa and Montreal (at 1497 MHz) found signal loss of up to 30db from trees and leaves. That had been expected, but Conway said it was “much more obvious than you test it in the field.” Even so, he believes power levels to compensate for the loss won’t be prohibitively expensive. With eight DAB stations sharing a single Euroreka transmitter at L-band, Conway said each would use “lower power than FM at M band.”

Under Way

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AWRT Backs Relaxation Of Spousal Attribution Rules

A proposal to ease the FCC’s attribution rules for married couples’ media interests has drawn support from American Women in Radio and Television, and some commenters urged the Commission to drop the rules completely. No one filed against the proposed rules change.

The current spousal attribution policy “operates as one more impediment to ownership, control, and operation of broadcast stations by women at a time when women continue to be underrepresented in ownership and management of the media,” AWRT said in its filing. In its Notice of Inquiry, the FCC proposed a presumption of spousal attribution under its ownership rules “when a spouse has a history of separate business interests and independent careers, and expressly represents that the past independence will continue.”

But AWRT said the Commission should go further and put the burden of proof on the license challenge to show that one spouse is involved in the financing or management of the other’s company. Athens Broadcasting Company, which owns three radio stations in Alabama, urged the FCC to “abolish its spousal attribution presumption,” noting that no such presumption is applied to ownership interests of other family members. President Bill Dunnivant told R&R the rule had prevented his wife, Mary, from winning an FM CP, although she holds no ownership in his business because “we’re married,” he said. A similar complaint was filed by Withers Broadcasting Company owner W. Russell Withers and his wife, Kathy.

Paramount Communications encouraged the FCC to adopt a presumption that a couple’s media interests are independent and argued that requiring licensees to certify compliance would waste the Commission staff’s time. Paramount had to seek a waiver of the spousal attribution policy in a TV acquisition two years ago because one of its officers was married to a Tihany Mirror officer, posing a potential violation of multiple ownership and cross-ownership rules.

Funds Recall Willis Loans

Salem Communications Corp. co-CEO Ed Atsinger is enraging over efforts by the National Black Media Coalition to block his proposed purchase of WAVY-Washington. He labeled NBMC head Pluria Marshall’s allegation that Salem is deficient in hiring minorities “near-iliberal.”

In a filing Tuesday (8/13) with the FCC, Salem’s new Beltway Media Partners subsidiary argued that Marshall’s challenge “is riddled with errors and substantially misrepresents” the company’s EEO track record. The company said in 1990 all but two of its stations met or exceeded parity with the percentage of minorities in the local work force — and the two that didn’t were only one employee short. It also argued that Marshall’s “complaint’s indication that certain potentially significant recruitment sources of black employees weren’t listed in its case analysis sheet.”

“NBMC takes particular umbrage because the assignee did not list NBMC as a recruitment source. Contrary to NBMC’s position, the Commission does not require a licensee to use any particular sources in its recruiting.” Salem said. Marshall was unavailable for comment.

Salem Slaps Back At NBMC

New York investor John Teeger is a man to keep an eye on these days. The head of the Founders Equity Inc. investment partnership has teamed up with former CBS Broadcasting President Ed Rogoff to start a new Top 50 market radio group. The first big deal for the infant Founders Media Group KGQ (The Edge)Dallas at $8.3 million.

Teeger told R&R active negotiations are underway on other Top 50 market properties. He expects to raise a $10 million to $20 million war chest to fund institutional investors for radio and cable acquisitions; the war chest, whose title is yet to be determined, will operate the radio group. Current Edge owner Steve Allison will continue to operate the New Rock FM.

Founders isn’t a newcomer to the radio industry. It owned four stations, including KSSA (AM)Dallas, in the 1980s and cashed them all in when prices got too high to realize. Teeger said he sees “a lot of upside” for radio at today’s prices, and he noted radio revenues haven’t declined as much as other media.

Another player back in action this week is Lou Mellini, who recently exited as President/CEO of Business Radio Network following the web’s sale. He’s formed a “strategic partnership” with Jack Higgins, co-owner of Winkles/Abarris Communications, a Chicago-based broadcasting and real estate firm.

The duo hope to build a national group, beginning with Higgins owned KIXX/Colorado Springs. Mellini, who lives in the market, will serve as VP/GM of the CHI FM.

Founders Finds Top 50 Outlet

New Settlements Filed At FCC

CC staffers got some on-the-job weight training as thick settlement agreements flowed in before new rules went into effect August 1, limiting settlement payments to actual expenses.

One of the largest settlements was in the New York market, where Multicultural Broadcasting struck a deal to pay other applicants $5.1 million for the facilities of WBN/Network, which has been run by an interim operator since the station lost its license a decade ago. The deal replaces a $6.8 million settlement by Las Americas Communications that unraveled last year.

An auction by 13 competitors for a new FM in Lexington, KY saw JL Givens Associates LLP, emerge the winner with a bid of $700,000. In Rochester, NY, R.B. Lee Rut agreed to pay $715,000 to other applicants and gave two of them a collective 15 percent stock interest in the company that will build the new station.

Two suburban Atlanta settlements were filed at the deadline. Miles Radio Inc. has agreed to pay other applicants $2.5 million, including $600,000 for WKG (AM)Atlanta. And Metropolitan Management Corp. will get a CP at McGann, GA for payments totaling nearly $2.4 million. Further north, WJQ’s owner, Samuel Share, has agreed to pay $597,000 to six challengers for a new Twin Cities FM in Eden Prairie, MN.

Limited Broadcasting Inc. struck a deal to have Premieres Radio Networks inc. drop its competing application for the frequency of XTNTIEmond, OK for a settlement payment of $95,000. That would clear the way for Life to complete a $375,000 deal to purchase the station out of receivership (R&R 9/21/95). If the station is sold again within three years, Premiere would also receive 7.5% of any sale price above $700,000.
Mr. Larry Campbell
Mr. Dick Springfield
Mr. Mike Anthony
The Research Group
Metropolitan Park, Suite 1200
1100 Olive Way
Seattle, WA 98101

Dear Larry, Dick and Mike:

I wanted to share this with you:

FORT WAYNE - WAJI

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14 Consecutive #1 or #2 Positions ... that’s 7 consecutive years of wonderful success!! Thanks for your guidance, expertise and hard work. On to 7 more years!

*Arbitron

All the best,

R. Geoffrey Vargo

cc: Tom Tarzian

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TRANSACTIONS

Founders Buys Competitive Edge In $8.3 Million Dallas Deal

Otter Tail Thumps Fargo Combo

**Deal Of The Week:**

**KDGE/Gainesville (Dallas), TX**

**PRICE:** $8.3 million

**TERMS:** Asset sale; the seller will hold a note for $1.1 million, with the remainder of the purchase price due at closing.

**BUYER:** Founders Media Group, a newly created affiliate of Founders Equity Group, a New York investment partnership headed by President John Teeger. Former CRB Broadcasting President Chris Rolph will head operations of Founders Media.

**SELLER:** Allison Broadcast Group Inc., headed by President Steve Alli- son, who will join the buyer as KDGE's GM

**FREQUENCY:** 94.5 MHz

**POWER:** 100kw at 1935 feet

**FORMAT:** Rock

**BROKER:** Norman Fischer & Associates

**COMMENT:** This station sold for $3.3 million in 1989, but has since had a signal upgrade.

**Arkansas**

**KUZU/Lake Village**

**PRICE:** $16,000 plus debt assumption for 66.66%.

**TERMS:** Stock sale for $16,000 plus assumption of undisclosed amount of bank debt.

**BUYER:** Wayne Bennett of Greenville, MS.

**SELLER:** Charles Ross III and James Derryberry are selling their stock in DBR Communications Inc.

**FREQUENCY:** 95.9 MHz

**POWER:** 6kw at 328 feet

**FORMAT:** Country

**COMMENT:** This station sold for $90,000 in 1989.

**California**

**KEZL/Fowler**

**PRICE:** $110,000 for 10.76%.

**TERMS:** Stock sale as part of bank cancellation.

**BUYER:** Edward Atsinger III is increasing his stock ownership in licensee from 50% to 67.9%.

**SELLER:** William Donovan is reducing his stock ownership of Bilmar Communications Inc. from 50% to 39.22%.

**FREQUENCY:** 96.7 MHz

**POWER:** 6kw at 328 feet

**FORMAT:** AC

**KRDG/Radding**

**PRICE:** $46,000

**TERMS:** Asset sale for $46,000, to be paid in a series of installments over five years. The buyer also agrees to lease a tower site for $250 per month for one year, and $350 per month thereafter.

**BUYER:** Educational Media Foundation Inc., headed by President Richard Jenkins of Santa Rosa, CA.

**SELLER:** William Sanfillipo of Santa Rosa, CA and K2ZEF/Tigard, OR.

**BROKER:** Prather-Brack Broadcasting Inc. of Redding, CA

**FREQUENCY:** 1330 kHz

**POWER:** 5kw

**FORMAT:** Religious

**KRZI/Tahoe City**

**NO-CASH**

**TERMS:** Stock transfer in lieu of foreclosure to settle a defaulted 1.5% loan agreement. If the buyer is able to sell the stock to a third party for in excess of approximately $1.4 million, the seller will receive 50% of any "excess cash proceeds."

**BUYER:** Gordon Holdings Inc., a wholly owned subsidiary of Texas Commerce Bank. Both companies are represented in this transaction by F. Hall Webb and William Clark of the bank's loan management and recovery department.


**WWJY/Crown Point**

**PRICE:** $1 million

**TERMS:** Stock sale for cash

**BUYER:** Brown Brothers Communications Inc., owned by Willis F. Brown and Willis E. Brown of Chicago.

**SELLER:** Kaufer Broadcasting Corp., owned by John Meyer of Munster, IN.

**FREQUENCY:** 103.9 MHz

**POWER:** 3kw at 300 feet

**FORMAT:** AC

**Iowa**

**KILJ-AM & FM/ Mt. Pleasant**

**PRICE:** $1,510,000 plus stock

**TERMS:** Stock sale for $1,000,000 and 5000 shares of Class A common stock in the buyer, plus the value of receivables at the time of closing. An initial cash payment of $100,000 is due at closing, and the balance is due in monthly installments over 25 years at 10% annual interest. Additional payments totaling $500,000 are due over an 18-month period under a series of consulting, non-compete, and transition agreements.

**BUYER:** MediaComm Inc., owned by Michael Stoffregen and John Kuhens of Mt. Pleasant, IA. Kuhens and his wife, Mary, own 11% of KILJ (AM), which is being transferred to the new corporation simultaneously with this transaction.

**TRANSACTIONS AT A GLANCE**

1991 Deals To Date: $449,272,369
(Last Year: $736,997,068)

This Week's Activity: $14,538,601
(Last Year: $30,975,010)

Total Stations Traded This Week: 633
(Last Year: 814)

Total Stations Traded This Week: $31
(Last Year: 28)

**Date: August 16, 1991**

**TRANSACTION**

**KDGE/Gainesville (Dallas), TX**

**PRICE:** $8.3 million

**TERMS:** Asset sale; the seller will hold a note for $1.1 million, with the remainder of the purchase price due at closing.

**BUYER:** Founders Media Group, a newly created affiliate of Founders Equity Group, a New York investment partnership headed by President John Teeger. Former CRB Broadcasting President Chris Rolph will head operations of Founders Media.

**SELLER:** Allison Broadcast Group Inc., headed by President Steve Alli- son, who will join the buyer as KDGE's GM

**FREQUENCY:** 94.5 MHz

**POWER:** 100kw at 1935 feet

**FORMAT:** Rock

**BROKER:** Norman Fischer & Associates

**COMMENT:** This station sold for $3.3 million in 1989, but has since had a signal upgrade.

**Arizona**

**KTUC/Tucson**

**PRICE:** $1.2 million for 33.33%

**TERMS:** Transfer of partnership interest in $10 interest and assumption of liabilities exceeding $1.2 million. The seller retains 66.66% interest in the station to (totaling $200,000) owed to Great American First Savings Bank.

**BUYER:** Christopher Maloney, a partner who is increasing his ownership from 33.33% to 66.66%

**SELLER:** Thomas Maples is selling his partnership interest in KTUC Invest- ments.

**FREQUENCY:** 1400 kHz

**POWER:** 1000 watts

**FORMAT:** News/Talk

**California**

**KEZL/Fowler**

**PRICE:** $110,000 for 10.76%

**TERMS:** Stock sale as part of bank cancellation.

**BUYER:** Edward Atsinger III is increasing his stock ownership in licensee from 50% to 67.9%.

**SELLER:** William Donovan is reducing his stock ownership of Bilmar Communications Inc. from 50% to 39.22%.

**FREQUENCY:** 96.7 MHz

**POWER:** 6kw at 328 feet

**FORMAT:** AC

**KRDG/Radding**

**PRICE:** $46,000

**TERMS:** Asset sale for $46,000, to be paid in a series of installments over five years. The buyer also agrees to lease a tower site for $250 per month for one year, and $350 per month thereafter.

**BUYER:** Educational Media Foundation Inc., headed by President Richard Jenkins of Santa Rosa, CA.

**SELLER:** William Sanfillipo of Santa Rosa, CA and K2ZEF/Tigard, OR.

**BROKER:** Prather-Brack Broadcasting Inc. of Redding, CA

**FREQUENCY:** 1330 kHz

**POWER:** 5kw

**FORMAT:** Religious

**KRZI/Tahoe City**

**NO-CASH**

**TERMS:** Stock transfer in lieu of foreclosure to settle a defaulted 1.5% loan agreement. If the buyer is able to sell the stock to a third party for in excess of approximately $1.4 million, the seller will receive 50% of any "excess cash proceeds."

**BUYER:** Gordon Holdings Inc., a wholly owned subsidiary of Texas Commerce Bank. Both companies are represented in this transaction by F. Hall Webb and William Clark of the bank's loan management and recovery department.


**WWJY/Crown Point**

**PRICE:** $1 million

**TERMS:** Stock sale for cash

**BUYER:** Brown Brothers Communications Inc., owned by Willis F. Brown and Willis E. Brown of Chicago.

**SELLER:** Kaufer Broadcasting Corp., owned by John Meyer of Munster, IN.

**FREQUENCY:** 103.9 MHz

**POWER:** 3kw at 300 feet

**FORMAT:** AC

**Iowa**

**KILJ-AM & FM/ Mt. Pleasant**

**PRICE:** $1,510,000 plus stock

**TERMS:** Stock sale for $1,000,000 and 5000 shares of Class A common stock in the buyer, plus the value of receivables at the time of closing. An initial cash payment of $100,000 is due at closing, and the balance is due in monthly installments over 25 years at 10% annual interest. Additional payments totaling $500,000 are due over an 18-month period under a series of consulting, non-compete, and transition agreements.

**BUYER:** MediaComm Inc., owned by Michael Stoffregen and John Kuhens of Mt. Pleasant, IA. Kuhens and his wife, Mary, own 11% of KILJ (AM), which is being transferred to the new corporation simultaneously with this transaction.

**TRANSACTIONS AT A GLANCE**

1991 Deals To Date: $449,272,369
(Last Year: $736,997,068)

This Week's Activity: $14,538,601
(Last Year: $30,975,010)

Total Stations Traded This Week: 633
(Last Year: 814)

Total Stations Traded This Week: $31
(Last Year: 28)
Today, there are generics in almost every product category. And, while some consumers may buy generics, all consumers remember Brand Names.

Radio is no different. Listeners "buy" radio all day long. It’s free—and there are a number of choices on the dial. Diarykeepers, however, are asked to go a step further. They are asked to remember which stations they "bought". This requires a strong Brand Image.

To most listeners, the radio dial can be as crowded and confusing as the supermarket shelf. That’s why the world's top marketers have long relied on the fundamentals of Brand Marketing to help them win their billion dollar battles.

Stratford Research has invested in lengthy, intensive R&D to bring these highly specialized research and marketing techniques to radio. Stratford's proprietary system is called B.R.A.N.D.™, and it is available to your station on a market-exclusive basis. To learn more, call Lew Dickey, President of Stratford Research, at (419)698-1166.
TRANSACTIONS

Continued from Page 6

SELLER: Ashdown Broadcasters Inc., headed by President Jimmy McCollum. He has interests in KAYO/Mar- sew, MO; KBG/Coedola, MO; KOSI/La Monte, MO; KOKO/Warrensburg, MO; and KLM/Dayton, MN.

POWER: 93.5 MHz

Selling: $9800

FREQUENCY: 1384 kHz

FORMAT: Country

BUYER: Mid Power

for

owned

KFGO-AM

FCC

FORMAT:
Powe

dent

SELLER: Dana

Holmes

Terms:

Asset sale for cash

BUYER:

Charles and Donna

Morgan,

but may have interests

in

Country Broadcasting Co., owned by Charles Brooks and Todd Brown of Spartenburg, SC, and Bobby Dean II of Roebuck, SC.

Brooks owns WNMN/Newberry, SC.

SELLER: Charles Edwards, a court-appointed receiver holding the station assets for Capital Broadcasting Corp., which is headed by Kenneth John

FREQUENCY: 1400 kHz

POWER: 1 kw

FORMAT: Country

Oklahoma

KFC/Sulphur

PRICE: $40,000

TERMS: Asset sale, with the entire pur-

chase price in a promissory note payable over 6 months

BUYER: Central Oklahoma Radio Corporation, owned by Kenneth Aus-

tin and Sam F. Houston of Marlow, OK; Jeffery Southampton of Wash-

ington; and Peter Lechman of Lanham, MD.

Austin, Lechman, and Southmayd have interests in KZUD/Williburon, OK.

Lechman and Southmayd have in-

terests in K9DR/Dayton, WA. South-

mayd has interests in KFXI/Marlow,

OK; WAPI/Berryville, VA; and WESI/ Strasburg, VA. Lechman owns

WBOP/Churchville, VA.

SELLER: Murray County Broadcast-

ing Inc., headed by President Ray-

mond McGeow

FREQUENCY: 100 MHz

POWER: 5 kw

FORMAT: Country

Oregon

KTRQ/Tri City

PRICE: $65,000

TERMS: Asset sale for cash

BUYER: Tri City Communications

Inc., owned by Michael Markham of Portland

SELLER: Gee Jay Broadcasting Inc.,

headed by President Robert Larson,

who is employed in programming at KTBR/Roseburg, OR

FREQUENCY: 104.3 MHz

POWER: 5kw at 1384 feet

FORMAT: CHR

PENNSYLVANIA

WZQM/Philadelphia

PRICE: $21,000 for majority control

TERMS: Stock sale at $1000 per share

BUYER: Charles and Donna Morgan, who will upgrade from minority to ma-

jority shareholders

SELLER: A group of Fairview Commu-

nicals Inc, stockholders headed by Robert Crawford

FREQUENCY: 97.1 MHz

POWER: 3 kw at 326 feet

SOUTH CAROLINA

WKDI/Spartanburg

PRICE: $60,000

TERMS: Asset sale for cash

BUYER: Associated Broadcasting

Corps, owned by Charles Brooks and

Terry Brown of Southmayd, SC.

Brooks owns WNMN/Newbery, SC.

SELLER: Charles Edwards, a court-

appointed receiver holding the station assets for Capital Broadcasting

Corp., which is headed by Kenneth John

FREQUENCY: 1400 kHz

POWER: 1 kw

FORMAT: Country

ASK FOR A FREE WRITING TROVE

TELL YOUR STORY

Bonneville Introduces ChartBreakers™

It's hard to believe, but for just $49.95 per month, your station can have a CD full of the latest charted

proven tracks each month

You get only the best AC titles, each one recorded using Bonneville's exclusive TrueSource™ digital

recording process.

It's the perfect archive, too. Each monthly edition provides you with a permanent copy of the top AC

tracks. Month after month.

Don't wait. Compare ChartBreakers for the time, the price, and the space it will save. Then call for information on how you too can receive this valuable new service!

1-800-631-1600

ASCAP Lauds Arts Supporter

ASCAP recently hosted a luncheon in New York for Rep. Ted Weiss (D-NY), Chairman of the Congressional Arts Caucus. On hand to honor the Manhattan congressman for his support of the arts were (l-r) ASCAP board member Burton Lane, composer Anthony Davis, ASCAP President Morton Gould, Weiss, ASCAP Managing Director Glenda Messinger, composer Charles Strouse, and ASCAP Board member Hal David.

William Gillespie is increasing their ownership of the station from 33.33% to 50% each.

TEMS: Jeff Brown is selling his one-

third interest in Bluefield Broad-

casting Co. INC.

FREQUENCY: 1190 kHz; 106.3 MHz

POWER: 1 kw daytimer; 220 watts at 1112 feet

FORMAT: Country

WNRW & WZFM (FM CP)/Nar-

ROWS

PRICE: $2500 for 50%

TERMS: Cash for partnership interest

BUYER: Rebecca Lollii and Dave Nich-

olas

SELLER: WNRW Radio, a partnership of Raymond Lollii, Rebecca Lollii, and Thomas Crockett Jr.

FREQUENCY: 990 kHz; 101.3 MHz

POWER: 5 kw daytimer; 1.5 kw at 469 feet

FORMAT: CHR

Wisconsin

WMAA-AM & FM/Madison

PRICE: No cash consideration

TERMS: The seller is voluntarily surren-

dering this combo to its banker after defaulting on loans totaling $3,217,440

BUYER: DPC Inc., a subsidiary of Bank Of Sun Prairie, headed by David Schammel

SELLER: First Choice Communica-

tions Inc., owned by John and Nancy

McAfee

FREQUENCY: 1190 kHz; 92.1 MHz

POWER: 1kw daytimer; 1.75kw at 380 feet

FORMAT: News/Talk; ACR

8-8RAH August 16, 1991

RADIO BUSINESS
Phyllis Hyman

POLISHED FOR POP

"Don't Wanna Change the World"
The debut single from her intoxicating new album

PRIME OF MY LIFE

OVERWHELMING RESPONSE
AT URBAN RADIO:

BILLBOARD 23* - 19*
R&R 17* - 15* - 9*

BLOWING OUT AT RETAIL

TOWER PHILLY #2
RECORD THEATRE #2
ROCK RECORDS (CHICAGO) #6
TOWER ATLANTA #6
TOWER D.C. #8
RAINBOW RECORDS (S.F.) #11
TOWER L.A. #13
THE WIZ (N.Y.) #13
WIN'S RECORDS #15
ANGOTT #15
FLETCHER ONE-STOP #17
UNIVERSAL DISTRIBUTORS #19

Executive Producers: Kenneth Gamble,
Leon A. Huff Track produced by Nick Martinelli for Watch Out Productions, Inc.
Management: Gracia Francis & Associates
The Research Company of Choice

WAVA/Washington    KOST/Los Angeles
KZAP/Sacramento    WXBQ/Johnson City
KRBE/Houston       KLIF/Dallas
WOMX/Orlando       KRQQ/Tucson
WKZL/Greensboro    WRRM/Cincinnati
KNBR/San Francisco WFMS/Indianapolis

To discuss programming research options for your station contact Vicki Mann or Mike Henry at (303) 922-5600

Paragon Research
The Research Company of Choice

All telephone based studies are conducted from Paragon's internal WATS facility, The Research Center.
550 South Wadsworth Boulevard, Denver, Colorado 80226
Black Groups Split On Ownership Rules

Women, Churches Oppose Higher Promotions

Black casters groups representing principle versus pragmatism, marketing and distribution deal with label's artists. Jive wise have been desirable limit to concentration following the (NABOB) R&B National Manager/Rap R&B players, Larry Jive as permitted. Barry The development was important in 1985 FMC, owned as minority licensees argued that black broad- licenses. According to some, EMI/Manhat- licensed special consideration. "It's a realistic approach," said NAACP lawyer David Hoenig. "The Commission clearly wants to do something in light of the changes in the market."

 Asked how the coalition came up with the 66.67% figure, Hong said, "It's pretty much arbitrary. But it [the current station limit] is an arbitrary number, too.

Activists: Walk, Don't Run Several public interest organizations attacked the Commis- sion's proposals, charging that the agency is acting without sufficient information and that relaxation of the rules would be a disservice to the public.

American Women in Radio & Television argued there is "insuf- ficient data" on how the current ownership limits are affecting women and minorities and "no data" to justify a relaxation of the rules.

But, having noted the lack of information, AWRT went on to ex- press its firm belief that relaxing the rules would reduce diversity and frustrate would-be station owners.

Similar views were shared by the United Church of Christ, which contended the FCC sees further de- regulation as the cure for economic woes created by deregulation. The U.S. Catholic Conference, meanwhile, expressed concern that relaxation of the ownership and time brokerage rules would lead to the death of localism in ra- dio. The filing quoted several Cath- olic officials who claim the pro- liferation of syndicated program- ming is already harming their ef- forts to broadcast programs deal- ing with community concerns.

Jive Forms R&B Promotion Staff

Johnon Joins As VP/R&B, Khan As Director

Varnell John- son has joined Jive as VP/ R&B Promotion, replacing its newly for- med R&B promo- tion staff. Roundout- ing out the national players, Larry Khan is the la- bel's Director/ R&B Promotion. Jeffrey Sledge is National Manager/Rap Promo- tion, and LaTanya White is Promo- tion Coordinator.

The development of an independ- ent promotion staff follows Jive’s "amiable" exit from its licensing deal with RCA, which a Jive spokesperson said was spurred by the increasing success of the label’s artists. Jive and sister label Silverstone now have a production and distribution deal with BMG and continue to share some mar- keting services with RCA.

"Given Jive’s youthful executive team and youthful artist roster, I felt it was important to get a seasoned professional to run Jive’s R&B promotion efforts. Varnell is the right man for the job," said Zomba Record Group Sr. VP/GM Barry Weiss.

Johnon held a variety of posi- tions at Capitol and EMI/Manhat- tan over the course of 15 years.

Jonez Heats Up

Unistar’s Cindy Skat gets the low- down on Formergen’s Mick Jones during an interview at the New York offices. Jones discussed the band’s current tour and latest Atlantic release (“Unusual Heat”) in the interview, which will be featured in this weekend’s “The Foreigner Story” special (8/16-18).

Knight Wins WENS/Indy PD Slot

CHR KR纽/Den Moines, IA PD Chuck Knight has accepted the PD post at Emmis AC WENS/Indian- aropolis. Joel Grey exited the job two months ago to program KMBQ/ Phoenix.

Knight, who begins in late Aug- ust, told R&R he’s not intimidated by the big jump in market size. “Major market is a state of mind, not a location. WENS is a heritage AC that basically deals with music from the past 15 years. We tend to have the low end of the AC audi- ence, and I’m not here to take the up- per end. They’re good operators, and I’m sure we’ll go naturally continue battling each other.”

Prior to joining KRNU five years ago, Knight programmed WLRX/ LaCrocees, WI and was MD at KKRC/Sioux Falls, SD.

KEZR/San Jose Boosts Patrick To PD Post

As expected, AC KEZR/San Jose has elevated Asst. PD Kirk Patrick to PD. He replaces Jan Jeffries, whose 90-day notice has come to term.

Patrick, who’d served under Jeff- ries as Asst. PD for three years, told R&R, “Jan is a tremendous individual and a terrific programmer. We’ve always worked well together. KEZR is in great shape, and I don’t envision any major changes. I’ll carry forward the groundwork Jan has established.”

Patrick and Jeffries teamed at WXLR/Reanoke and WXFLF/ Atlanta (now WSTN). Patrick’s programming background also in- cludes WVMJ/Dayton and KLUV/ Dallas, and he spent six years as asst. personality/MD for KPJK/ Houston.

WIRK PD Job Catches Ray’s Eye

WIRK/West Palm Beach interim PD Kevin Ray has been named PD at for- mer morning personality for the Price Communications Country outlet. He has been interim PD the last month; he replaces Dan O’Brien, who left for af- termoons at WSUM/Tampa in July.

A GM Allen Chapman told R&R, “I feel very fortunate to get one of the format’s great young talents. We’ve been doing very well; the experience he gained during eight and a half years at one of Country’s most successful stations will help us complete the process.” Ray spent the last eight and a half years as MD at WWK/Orlando.

Also at WIRK, midday Lisa Allen has been upped to MD.

Winslow Now Director At Pendulum

Stanley Winslow is moving to New York to be- come National Director/Making & Promotion at Elektra’s black music joint venture, Pendulum Rec- ords’ artist Al Sylvia Cox replaces him as Elektra West Coast Regional Promotion Marketing Manager in Los Angeles.

Pendulum President/CEO Ruben Rodriguez said, “Stanley represents the best the industry has to offer. Having a person of his caliber on board is most rewarding.” Prior to joining Elektra, Winslow had serv- ed as Southern Regional Promotion & Marketing Man-ager at Columbia.

AM/FM

Phoenix, Arizona

Kool (kool) n. 1, America’s greatest Old-ies stations; generic term for oldies radio created in Phoenix in 1971: KOOL Gold Network; good time rock and roll; music for baby boomers; America’s most imitated radio: ‘fur lovin’ Kool, FM / the greatest oldies on the radio. 2, adj. particularly good; excellent; marvelous; neat; nifty: That station’s really kool/she’s the coolest.

EXECUTIVE ACTION

NEWSBREAKERS. August 16, 1991 RAR•11
AIR IT!

1991 MTV VIDEO MUSIC AWARDS™
spotlight show

a three-hour spotlight on
the hottest music and interviews
from the following 1991 nominees:

Paula Abdul, Bryan Adams, DJ Jazzy Jeff & The Fresh Prince,
Divinyls, EMF, Amy Grant, Chris Isaak, Janet Jackson,
Jon Bon Jovi, Madonna, George Michael, Queensryche, R.E.M.
and more.

this labor day weekend

call your Premiere Radio Networks representative and make it yours! 213-467-2346, 213-46-RADIO.
Radio

- JOHN RICCARDI has been appointed VP/Chief Financial Officer at NewCity Communications, owner of 13 stations. He was previously acting CFO.

- GRAHAM SUTHERLIE is tapped as COO at Great Scott Broadcasting. He was previously GM at WZBB/Atlanta, GA.

- SONJA RIVELAND is promoted to VP/Marketing & Product Development at KIRO/Seattle. She had been Director/Advertising & Promotion.

Records

- AL MANERSON switches from Local Promotion Manager/Detroit to Local Promotion Manager/Black Music Promotion at Atlanta's Epic Records. The label also ups JULIE FARMAN from Associate Director/West Coast Media Relations to Director/Media Relations; West Coast AVARIE SHEVIN moves from Publicist at Scoop Marketing to fill that vacancy.

National Radio


- MEDIA/AMERICA and RADIO VISION INTERNATIONAL will premiere Dire Straits' new release, "On Every Street" during a 90-minute special on September 4. (212) 322-1100.

- CBS RADIO NETWORK is offering "America's Schools: Education In Review," a three-minute, 15-part series set to air August 24-25. (212) 975-3771.

- PROS ON THE LOOSE

- Denny Anderson — PD KGB/Bremo, CA. (712) 276-7144
- Carmen Cacciatore — Music Coordinator/WWK/Boston. (617) 262-3848
- Tom Clarke — Afternoons/Production Dir. ASK/CT. 322-3651
- Steve Downes — Nights KLOS/Los Angeles. (818) 348-4003

- Buzz Bin On MTV!
- #1 Alternative Record!
- Top 10 Club Record!
- Sold-Out Lollapalooza Tour!
- Over 300,000 Units Sold!

And Now A Smash At CHR:

- Rick Gillette/WHYT - Duet 25:
  "Instant phone reaction! Already testing as familiar as our #2 record."

Roger Allen/KHF - 21-16 hot:
"Started out as an 18-24 record for us... now it's spread to all dayparts and to our 18-34 audience!"

Dave Hoefel/WPST - 35-28 hot:
"Top 3 phones for the past month!!"

15 CHR ADDS!
A Smash On Over 50 CHR Stations:
  KEGL add Y107 add
  WZOU add KWOD 11-13 hot
  WDFX add 25 WHYT deb 25
  XXXR add HOT102 deb 33

WIXX 25-21
  WBBQ deb 37 I95 add
  KYRX 39-33
  999KHJ 40-24
  WOMP 40-35
  WJJO add 35
  W93 38-35
  WALU add 35
  WSTW deb 36

Also being played on KIIS, PWR99, WZPL, WGTZ

"KISS THEM FOR ME"

- From The New Album SUPERSTITION
  Produced by Stephen Stills
  Management: Tim Collins
Either way you look at us, you'll win with Alan Burns & Associates.

In Chicago, Pittsburgh, Boston, Buffalo, Phoenix, Baltimore, Dallas, and markets all across the country, AC and CHR stations are winning with Alan Burns and Associates programming and marketing support.

In fact, 90% of our clients are format leaders and making more money than ever. So if your AC, CHR, or Adult Hit Radio station could use a boost, call the firm that's becoming America's leading programming and marketing consultants. Call Alan Burns and Associates today at (703) 648-0000.
SEVEN STEPS
Planning For The Future

L
Learning from history is helpful, but preparing for the future can help you avoid those nasty learning experiences.

In “Forecasting, Planning, And Strategy For The 21st Century” (Free Press/Macmillan), author Spyros Makridakis outlines seven steps that a manager should take to ensure his or her company’s success in the future, as follows:

1. Understand what will influence the future. You must also come to terms with how much can be predicted.
2. Know where you’re coming from. Your view of the future is colored by biases that limit your abilities to predict.
3. Figure out what your strengths are. Incorporate them into your plans and jettison ideas that don’t work.
4. Plan for uncertainties. No matter how well you think you’ve planned, something will always go wrong.
5. Don’t get carried away with dreams. Keep your strategies down to earth.
7. Pay attention to emerging management theories. You can always improve your managing techniques.

Who Wears Sneakers To & From Work

More and more people are wearing sneakers to and from work. According to a recent survey by the Opinion Research Corp., 40% of men say they wear them while traveling to work on occasion and 27% of all workers say they lace up most of the time.

The survey also found other demographic differences among those who slip into sneakers for the journey to the office, as evidenced by the following chart:

<table>
<thead>
<tr>
<th>White collar professional</th>
<th>manager/owner</th>
<th>Own dwelling</th>
<th>Ages 19-24</th>
<th>Married</th>
<th>White collar sales/clerical</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>56%</td>
<td>49%</td>
<td>47%</td>
<td>40%</td>
<td>35%</td>
</tr>
</tbody>
</table>

SPYROS MAKRIDAKIS

White collar professionals wear sneakers more than do blue collar workers. 

CPO Radio Contest Deadline Nears

The Center For Population Options is accepting entries for its 1991 Radio Broadcasters award for the outstanding portrayal of family planning, sexuality, and reproductive health in radio programming.

News, features, public affairs, or editorial programs that aired between July 1, 1990 and June 30, 1991 are eligible. The deadline is August 31, the award ceremony will be held in Beverly Hills on November 12. To receive an entry form, call (818) 766-4200.

When Does You Vacation Wear Cost

In a recent survey of 500 executives, 76% said they were more productive after a vacation. The following chart shows how long those executives claimed to remain feeling refreshed after taking some time off:

<table>
<thead>
<tr>
<th>Length of Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One or more months</td>
<td>28%</td>
</tr>
<tr>
<td>Several weeks</td>
<td>33%</td>
</tr>
<tr>
<td>One week</td>
<td>20%</td>
</tr>
<tr>
<td>One day or less</td>
<td>14%</td>
</tr>
<tr>
<td>One year or more</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Hyatt Hotels

So Much Work To Do, So Little Time To Do It

Survey Finds Free Time More Valuable Than Money

Free time is slowly replacing money as the status symbol of the nineties, according to a recent survey conducted by the University of Maryland on behalf of Hilton Hotels.

Following are some highlights from the telephone poll, in which 189 Americans were asked about their goals and the time pressures in their lives:

Goals For The '90s

- Spend time with family and friends.
- Improve yourself intellectually, emotionally, or physically.
- Have free time to spend any way you please.
- Make money.
- Pursue personal experiences such as traveling and hobbies.

Pressed For Time

- Report cutting back on sleep to make more time.
- Report they’re unlikely to be able to make time for their ideal weekend.
- Worry they don’t spend enough time with family and friends.
- Report calling in sick at least once during the past year when they simply needed time to relax.

Trading $$$ For Time

- Of those earning $30,000 a year or more would give up a day’s pay each week for an extra day of free time.
- Of those earning $20,000 a year or less would do the same.

Women Feel More Pressure

- Of the women responding often feel at the end of the day that they haven’t accomplished what they set out to do.
- Of the men responding say they often feel the same way.
- Of the women say they’re constantly under stress, trying to accomplish more than they can handle.
- Of the men responding say they often feel the same way.

Additional highlights from the survey included:

- Of workers claim they feel more pressure.
- Of workers say they’re constantly under stress, trying to accomplish more than they can handle.
- Of women say they’re constantly under stress, trying to accomplish more than they can handle.

Digital “Cart” Recorders

Now! As Low As $3,995

Get instant access and superb digital quality for all your commercials, IDs, liners, promos & jingles with the DigiCart™ hard disc or “Cart” digital recorder now being delivered by TM Century, Inc. Store hours of commercials and hit songs in mono (or stereo) for only $7,290. The best news is that your DigiCart™ production studio recorder is only $3,995 (and you’ve got redundancy)!

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DigiCart...RANDOM ACCESS RECORDER

HOURS OF DIGITAL SPOTS, JINGLES & MUSIC NOW ONLY $7,290
Radio Sales: The Evolution, The Challenge, The Interview

By Chris Beck

A station's greatest threat is what I call 'freezing.' Don't freeze. Stay fluid, be able to move, be able to capitalize on what's going on.

There's a noticeable change in their feelings toward salespeople in general. More salespeople than ever from a variety of media are calling on each client. The clients are more pressured than ever: they have more responsibilities, greater areas of influence, and the same number of hours in a day. I've never seen clients more frustrated and verbally abusive toward salespeople. They're increasingly communicating their disillusionment with the lack of skills and needs analyses, cookie-cutter packages, and preconceived ideas.

There's an article in the current issue of Forbes called "Military Wars," that says, "The future looks brightest for publishing and broadcast media that reach target audiences for advertisers more efficiently than broad-based media." The next paragraph begins, "The new winners will be radio stations." Do you agree that the future looks bright for radio in the competitive marketplace?

With skilled management and skilled salespeople, radio's future is incredibly bright. I see that in certain stations' market reports. There's disproportionate growth. It's not just that the market's revenues are down 8% and those stations are down 5%; in some regions the market's down 8% and those enlightened stations are up 20%. The future's bright for those able to respond to the new opportunities available. But it's not for those who say, "I learned this five (or 10 or 20 years ago; this is how it was and always will be.'

What do you see as radio's biggest marketing opportunity? Numerous decision-maker options for retail, manufacturer, and agency scenarios are available today. The current economy allows for opportunities in non-spot revenue and marketing-based programs. There's tremendous opportunity available for cross-marketing in the tamergy media; we're seeing this more in publishing than in broadcast. But we're starting to see more opportunities in broadcast as well, in situations where there's dual ownership and cross-marketing between radio, TV, magazines, and direct mail.

What are your thoughts about the future of AM as a specific area of radio?

All Sounds WFAI/New York is a prime example of a station that took a risk and has been successful. Many of the News/Talk stations definitionally have a future on AM. Consumers are accustomed to hearing Talk on AM, and I know there have been some experiments with FM, but case studies have shown the sound quality of FM isn't good for Talk; you can hear the telephone noises and all that. I see an opportunity for leased AM operations to third parties.

I was talking about AM stations the other day, and wondered why more of them didn't lease themselves to a grocery store or department store. The stations could allow the businesses to advertise their merchandising and do blocks of Configure, 6-8% of another revenue opportunity. They could use the station in-store. AM will make it through things we may not ever in our lifetime. At this point, things that would be a total departure from trying to serve the consumer will change. DAB and satellite networks are on the horizon, and the telephone companies supposedly are getting into the competition as well. What do these challenges mean to radio? In terms of revenue, results are going to improve. On core accounts - primarily from the decision-makers many people aren't even working with. Radio will - or as with some of the visionary stations, already have - achieved results in this area. And I don't think revenue will come from local retail - such as a mom-and-pop bicycle store, for example - either.

But not the local Sears. There are many advantages to working with a Sears on a local marketing plan, whether it's with a lease, a rackjobber, a regional operations manager, or a divisional business manager. The core area of AM, if you look at the radio, whether they're manufacturers, agencies, or major account retailers, is 6-8%. Of the business was agency and 10% was local retail. Today, local retail has been put out of business thanks to Home Depot, Circuit City - the business goes on and on.

How does play that against national reps? - are you saying they may become regional reps? I think there's a definite opportunity: we're the ones who'll lead discussions about local networks. We're seeing that when one station is operating properties and another is marketing and selling them. We're seeing that regional business managers at Sears, since that was the example, now cover four or five states and must replicate something over their entire area - not just in one specific market.

What's the greatest threat or liability to stations? A station's greatest threat is what I call "freezing." Don't freeze. Stay fluid, be able to move, be able to capitalize on what's going on. The biggest danger is the person who doesn't allow or encourage failure, experimentation, and creativity. The person who believes the way something was done in 1980 is what it should be done in 1991. The person who is constantly reacting and evolving.

A joke with our clients is that there are five workbooks on their desk at the head of our company's five years. They laugh at me: they say, "You keep changing your mind." But actually, I keep evolving.

Are there any other observations you want to make?

I think the relationship that's developed between my readers and me is great. Over the past four years I've developed some interesting friendships with people in airports, via Prodigy or CompuServe, or who are friends of friends. When I meet these people, it's almost as if we've known each other for years. What's really funny is when someone brings up a column I wrote three years ago.

I'm extremely happy with what we've been able to achieve for the show and I hope to continue working with you for many more years. You're a wonderful voice for them, and I hope you'll continue to challenge them to move forward. I wish there were more people doing that.

It's been a pleasure serving them and working with R&R, too. It's a great relationship. I only wish I were able to meet all of my readers.

Chris Beck is the President of Beck Marketing Group, an international sales and marketing consulting firm. If you have a question about a column or a topic you'd like to see addressed, he can be reached by phone at (818) 594-0531, by fax at (818) 594-5038, or by electronic mail at ID # 78066.3324; or by mail at 2200 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

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Coleman Research invented the names and launched the stations that use the most powerful marketing handles in radio: Oldies, New York 1981; Lite, Phoenix 1982; Mix, Baltimore 1986 and Variety, Phoenix 1991.

It was Coleman that first conceived the marketing positions: Not Too Hard, Not Too Soft, San Jose 1983 and The #1 Hit Music Station, Phoenix 1984.

Coleman's step-by-step programming, positioning and marketing plans have worked for more than 100 top stations. Give us a call today at 919-790-0000. Then watch the market notice a startling new trend.

Yours.
Bubbles To Bear Liz's Rings!

Michael Jackson will not only give away Liz Taylor during the screen legend's upcoming wedding, he'll also have his beloved champagne bubbles dress in a tuxedo and serve as her ring bearer!

What's more, Michael will pick up the food 'n' wine tab as well as provide a laser show and hot-air balloon rides for entertainment.

Other items revealed in this week's Star:

- Zoo animals feasted on lavendar flowers will freely wander the party grounds!
- Sculptured fountains have been installed to dispense several hundred gallons of St. George's Nissan champagne!

Paula's Radio Sweetheart

Paula Abdul's latest single is "Putum, rockin' girl (B.I.D.)" Brian Phillips, half of KLOSLA's morning duo Mark & Brian. Spokespersons for the lovebirds refused to comment, but People claims the current album's release when M&B coaxed Abdul into an on-air demonstration of her belting prowess!

Express Lines

- The thing that drew me to (radio) is I hated school. I'd be dreading having to go to school and there would be this guy on the radio having fun, and I envied him" - syndicated talk show host Rush Limbaugh (Insight).
- Gerard, Chris Isaak, Huey Lewis, Faith No More, Pat Benatar, C & M Music Factory vocalist Freedom Williams, Extreme's Nuno Bettencourt, guitarists Vinela James, the Black Crowes' Rich and Chris Robinson, Warrant's Jerry Dixon, and rapper Big Daddy Kane received Puffy's nod for the 10 Sexiest Rockers of 1991. Jim Morrison makes it into 'the 70s Female of Fame!
- Oliva Newton-John may not have much to say about her bankruptcy court proceedings but the folks who invested in KB retail outlets sure do! This week's People provides a forum in an article headlined "Loosing Their Shirts With Olivia"
- Mariah Carey can be seen ex- citing WHTZ (101.7FM)'s eighth annual Grateful Dead tribute party in People and Rolling Stone, "I love the high, he [Bob Weir] says it's hard, and I know how difficult it is to wear those things."
- September Spice cover star Gloria Estefan was pelted with brass during a recent concert after telling fans to throw "something I can use" (Star).

Cover Stars

- Phoenix Home & Garden cover star Alice Cooper (!) addresses the new generation of glam rockers in this week's People. "I love the high, he says, and I know how difficult it is to wear those things."

TIME CHANGES NOTHING - the controversy over Tim McGhee's censored LP cover sparked Time to offer a brief history of rock's provocative packaging. The zone, which now includes the questionable cover (above), also quotes Victory Music President Phil Carson, who defends his decision to emulsify the artwork by saying, "Retailers don't want to deal with a bunch of rate mothers."

TO THE FAIT ACCOMPLI

Other details revealed in this week's Star:

- Sinead O'Connor's mother accused the singer as a child, beating him, starving him, and locking her in a cupboard: "I say their end," according to an unnamed "close friend" in the News Extra.
- More O'Connor also reportedly taught Sinead now to steal and beg on the streets.
- "Sandy singer" Amy Grant is haunted by such "secret tragedies" as a Christmase day miscarriage, a history of marriage counseling, and temporary paralysis (National Examiner).
- Natalie Cole says her son, Robert, inspired her to complete a drug rehab program seven years ago —a turn of events that even- tually encouraged Cole to record her hit LP "Unforgettable" (Star).
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Electronic Showcase
Packaging Preferences Not Always Ecological

Although there is a surge of awareness about environmentally sound products, people don't always choose packaging that's best for nature.

Following is a breakdown of Americans' packaging preferences, according to a recent survey conducted by the Food Marketing Institute:

- Paper Or Plastic? Paper grocery bags reign over plastic most of the time (64% vs. 36%). However, plastic takes the lead (by the same percentages) when sacking self-service produce.
- Economy Size Detergents Or Refills? Large detergent packages are preferred over concentrates and refills (63% vs. 17%).
- Family Size Or Single Serving Food Packages? Large frozen-food containers are purchased by 62% of family homes; 38% of families buy single-serving sizes. Single-person households are more inclined toward the one-person meals (78%), though 25% of single-person households go for the larger ones.
- Plastic Or Paperboard Meat Trays? Plastic meat trays attract 62% of buyers, while paperboard trays are selected by 38%.
- Glass Or Plastic Bottles? Plastic food and beverage containers are favored over glass (54% vs. 46%). However, for single-serving beverages, 40% choose glass over juice boxes (21%) or cans (15%).
- Paper Or Plastic Fast Food Packages? Polystyrene packaging is preferred by 55% of fast-food eaters. Paper is considered better by 55%; cardboard is the choice of 45%.

Summer Lovin’

Hormones rage at every age in the summertime, but the hottest season seems to affect teens the most. Adolescents have the greatest probability of losing their virginity during their summer vacations, according to a recent study.

University of Oklahoma psychologist Joseph Lee Rogers, citing a recent survey, says 46% of teens reported having their first sexual experience between May and August. Nearly 30% lost their virginity in June or July.

This pattern applies to both sexes and is strongest among Americans 18 and younger. The increased summer activity may be due to peer pressure, hormonal changes, or a profusion of parties.

More Teen Women Sexually Active

Another study, by the NYC-based Alan Guttmacher Institute, reveals that the share of young women 15-19 who are sexually active rose from 47% in 1982 to 53% in 1988. Surprisingly, white and upper-income teens are responsible for much of this increase; racial, ethnic, and economic differences are narrowing.

The Guttmacher survey also reports that the teenage pregnancy rate remained fairly stable during the ’80s, most likely because more teens used contraception. The share of women 15-19 who used some form of contraception during their first sexual experience rose from 48% in ’82 to 65% in ’88.

More good news: The percentage of young women who reported using condoms during their first time doubled in those six years. The bad news: One-third of all women 15-19 use no protection the first time they have sex.

Hottest Time For Teen Sex

Most Americans (55%) still tackle interior painting, and half of us plug away at minor plumbing and electrical repairs (56% and 49%, respectively) — but these levels of participation each have dropped by at least 13% over the last 15 years. According to the latest report from the NYC-based Roper Organization (which has been researching do-it-yourself trends since 1954), fewer Americans are willing to undertake any of the 11 maintenance and repair chores surveyed than ever before.

In fact, participation levels for each of these projects have fallen an average of 7% since 1985. Currently, the number of people who said they do none of these projects has increased from 17% to 27% of all Americans.

Following are the declines in participation (1964-91) for the other eight do-it-yourself tasks surveyed:

- Minor car repairs: down 9% to 46%
- Exterior painting: down 17% to 42%
- Minor appliance repairs: down 18% to 30%
- Minor TV/radio repairs: down 14% to 14%
- Major electrical repairs: down 3% to 14%
- Major car repairs: down 6% to 13%
- Major plumbing repairs: down 1% to 12%
- Major TV/radio repairs: down 4% to 2%

Fewer Americans Taking On Do-It-Yourself Chores

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- Major plumbing repairs: down 1% to 12%
- Major TV/radio repairs: down 4% to 2%

Blazing Brands Of Booze

Although U.S. alcohol consumption levels are declining in general, certain brands o’ booze can boast a nest of exceptional growth in consumption.

Following are the 15 brands — among the top 100 worldwide — that experienced the biggest upswing (judged in millions of nine-liter case shipments) in 1989-90.

Brand/Type Percentage Of Growth

<table>
<thead>
<tr>
<th>Brand/Type</th>
<th>Percentage Of Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merican Original</td>
<td>192.3%</td>
</tr>
<tr>
<td>Peachtree Fizz</td>
<td>30.5%</td>
</tr>
<tr>
<td>Chante brandy</td>
<td>27.3%</td>
</tr>
<tr>
<td>Cacique rum</td>
<td>20.8%</td>
</tr>
<tr>
<td>Santeri Kuklum whisky</td>
<td>13.2%</td>
</tr>
<tr>
<td>Santa Tawes rum</td>
<td>13.2%</td>
</tr>
<tr>
<td>Grant’s Scotch whisky</td>
<td>13.3%</td>
</tr>
<tr>
<td>Suntery Royal whisky</td>
<td>13.3%</td>
</tr>
<tr>
<td>Dros Pedro brandy</td>
<td>13.3%</td>
</tr>
<tr>
<td>Concorlsi cognac</td>
<td>11.3%</td>
</tr>
<tr>
<td>Pampers o’reño</td>
<td>11.0%</td>
</tr>
<tr>
<td>Stolichnaya vodka</td>
<td>10.9%</td>
</tr>
<tr>
<td>Presidente brandy</td>
<td>9.3%</td>
</tr>
<tr>
<td>Jose Cuerio tequila</td>
<td>9.3%</td>
</tr>
<tr>
<td>Famous Grouse Scotch whisky</td>
<td>9.2%</td>
</tr>
</tbody>
</table>

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PANDORA'S BOX
Orchestral Manoeuvres in the Dark

Pandora's Box.
The story of silent movie star Louise Brooks.
From the just released album Sugar Tax.

STEVE WYROSTOCK, KRBE:
"OMD is the type of record everyone's looking for. A mass-appeal, multi-format hit that's getting a lot of requests and testing well with all demos."

SUNNY JOE WHITE, WZOU:
"The perfect summer record. OMD adds diversity to radio's sound. There's no reason why it shouldn't be played."

KRBE 7
WZOU 30-28 Hot
KWOD 11-9
WPHR Add
WWKX Add
B93 16
K96.7 4-3
KISN Add
HISTORY OF KMOX AS GSM

Jerry Donovan has joined CBS-owned News/Talk KMOX as GSM. He replaces Bill Ganey, who becomes KMOX Director/Special Sales.

"[Donovan's] background in various phases of broadcasting, combined with his personality, are very important in this uncertain market," said CBS Sr. VP FM/KMOX GM Robert Hyland.

Donovan was previously GSM of HOW-AM & FMDenver. He's also served as "[Director, Sales & Marketing for Bonneville Broadcasting and Sr. VP/Midwest Region for Eastman Radio."

Taylor’s WXNL Names Debbie GST

Taylor Communications CHR WXNL (XL106.7) Orlando has hired WIOD & WFLC/Miami Regional Sales Manager Ken Dettrov to fill its long vacant GSM slot. Crosstown WMGF LSM Jeff Kimmel also joins WXNL; he’s now Regional Sales Manager.

WXNL/RM Randy Riebe told R&R, "It's just a matter of building an 'A Team.' We've got the on-air team in place, and now we've got the sales department together. Ken and his staff will really do a superior job for us." MOY:\n
Discussing HLT strategy in Washington were (l-r) NAB President Eddie Fritts; Sr. VP/l'own Chuck Sherman; NAB VP/Economist Mark Frank; NAB Special Counsel/Board Good Steward: Mike Malitz; NAB Exec. VP/Government Relations Jim May (behind Malitz); and Emirates President Steve Crane.

would be a big help to have some relief on this issue," said Kanef. If a heavy response from broad- casters can command attention from the regulators, Kanef said the industry has a "real shot at winning recognition from the agencies that cash-flow businesses were never meant to be measured by HLT standards, which were created for asset-based businesses. Possible establishment of a "standardized cash flow criterion" is one area the agencies have sin- gled out for soliciting comments, including possible minimum debt service coverage ratios and the relationship of cash flows to overall leverage. They’re also seeking comments on whether to drop the whole idea of defining HLTs and give banks flexibility to develop their own lending parameters, sub- ject to regulatory supervision.

Arbitron Continued from Page 1

 Arbitron instituted 5% in- creases in the Fall ’89 and Fall ’91 surveys, but had rejected a previous Council request for an additional 5% this fall. Gouther indicated it was unlikely that his company would ratify that sample increase resolution. Crea- vans said he and many of his fellow members are not holding out much hope for the idea either, but "we had to put forth the proposal anyway."

Sales Agreement Continued from Page 1

audiences in an efficient and cost- effective way." Gowdy VP Trevor Gowdy noted, "Our combined audience will rank No. 1, 2, or 3 in ratings and market share in virtually every key demo." The three stations combined for a 5.12+ in the spring Arbitron and a 5.8 in the corresponding Birchen. News/Talk WRKO led the market with a 7.3 in Arbitron, while WRKO CWZ0’s 10.0+ led the field in Birch.

NAB Continued from Page 1

Also at the convention, the NAB will unveil new spots that promote high-quality AM receivers which can utilize a certification mark de- veloped in association with the Electronic Industries Association. The certification, known as "AMAX" or "AMAX Stereo," will denote AM radios that have a wide bandwidth, noise blanking, exter- nal antenna capability, and expanded AM band capability, among other features.

Motown Continued from Page 1

stated MCA spokeswoman Paula Batson.

$1.3 Million Refund

Bushy said MCA recently re- funded Motown’s $1.3 million overcharge for the manufacture of Motown CDs. However, a Mo- town release maintains that the refund does not approach the actu- ally overcharges. Officials at MCA do not think it reached for further comment. Motown is 70% owned by Boston Ventures Management. Inc. The balance of the label is controlled by MCA, Bushy, and other investors.

How To Heat Up HLT Action

Here’s where to write to register your comments on banking HLT rules:

Office of the Comptroller of the Currency
Communications Division
250 E Street, NW
Washington, DC 20221
Attention: Docket No. 91-7

Hoyle L. Robinson, Executive Secretary
Federal Deposit Insurance Corporation
550 17th Street, NW
Washington, DC 20429

Williamiles, Secretary of the Board
Board of Governors of the Federal Reserve System
20th and Constitution Ave., NW
Washington, DC 20551
Attention: Docket No. 050984

Copies of your comments should be sent to the Office of Savings and Loan Supervision, Dept. 91-734, Washington, DC 20359.

Radio & Records
National Print Building
Suite 807
529 13th Street, NW
Washington, DC 20004.

discussing HLT as a marketing tool, as well as its impact on the radio industry.

Malitz told R&R that bankers "are just as anxious to have HLT rules repealed as we are." He said the stigma attached to HLT’s has all but choked off bank lending to broadcasting. "There has been a malaise of available lending to the industry," said Malitz.

Barnstar Broadcasting CEO Al Kanef, one of the group owners who attended the panel’s first meeting (6/7), said broadcasters are being urged to debate the agen- cies with comments because the regulators "seem to analyze them by weight," said, that an administration official who spoke with the group exhibited "some understanding of the problem facing broadcasters.

"Our lenders have told us it

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Don't get even, get mad.

Mad About You
the new single from Sting.

A fine madness.

From the smash album The Soul Cages
Produced by Hugh Padgham/Sting
Ballentine Baltimore-Bound!

By the time you finish reading this sentence, WGTZ/Dayton PD (and Great Trails Corporate PD) Jeff Ballentine will be heading to Baltimore to program ailing United AC WYST (92 Star). Look for a new set of calls tying in to a new “92Q” handle and a change in direction to Dance CHR.

While Vellei Consulting is the main consultant, ST hears 2100/NY PD Steve Kingston is also consulting the new 92Q, which brings up the possibility of reuniting current ’YST morning man Don O’Brien with Brian Wilson, his o’ morning partner from crosstown CHR B104. (Wilson currently is doing afternoons at WGST/Atlanta.) Brian & O’Brien had big numbers when Kingston was B104’s PD.

Meanwhile, expect former K92/Roanoke GM Kevin Kenney — also ex-PD at WPXY/Rochester and KBEQ/KC — to slap on the PD hat again as Ballentine’s replacement.

Citing personal reasons, WYTY (Hot 94.7)/Chicago Prez/GM Kevin O’Grady has resigned, effective September 15. Tom Tradup (O’Grady’s counterpart at AM sister WLS) will oversee things until a successor is found.

Meanwhile, Bubba The Love Sponge has replaced Welch & Woody in morning drive at the troubled CHR, which has begun calling itself “Total Jamz.” Night rocker Danny Kenney is now interim MD, and part-timer Jo Jo Turnbeaughs jumps from WJQK/Kenosha, WI.

### Rumors

- Is Virgin VP/Promo Michael Plan about to be a Sr VP?
- Now that consultant Jerry Clifton’s involved, will KSOL/SF PD Bob Mitchell be segueing the station from UC to Dance CHR?
- Is ex-Kiss 108/Boston MD Jerry McKenna headed to the PD chair at WKSS/Hartford? Has WEGX/Filadelphia PD Joie Beaumont also tossed his hat into the ring? And what about Lyndon Abern, formerly PD at crosstown WTIC-FM?
- Will Impact be expanding its AOR department?
- AC WWMM/Greenville, SC PD Bob Forster is out and the station is in receivership, according to VP/GM Joie Freytag. Is owner Kent Burkhalter no longer involved?
- Will KY107/Tucson be shifting from its Bonna-ville “Ultra” format to a more contemporary presentation shortly?
- Will Arista be adding a local Denver promo rep?

### Hit Men: The Movie

Upon learning that film rights to Fredric Dannen’s non-fiction best-seller “Hit Men” have been purchased by an Australian movie company, Pollack Media, ST can’t help but wonder which Hollywood swingers will land the parts of Dannen’s superstar rock ‘n’ role players. Here’s our dream cast:

- Morris Lerry: Danny Aiello
- Fred DISpilo Sr.: Joe Pesci
- Joe Isgro: Bruce Willis
- Dick Asher: Robert Davi
- Alan Grubman: John Goodman
- Irving Azoff: Michael J. Fox
- Walter Yetnikoff: Topol
- David Geffen: Michael Jackson
- Frank Dileo: himself

WRIF/Detroit morning man Ken Calvert has been off-air since Thursday (8/8) as he and the station try to hammer out a new contract. His absence has spurred 16 tons of speculation, including that he’s going to do afternoons at crosstown AOR rival WLLZ.

The contract hassle has also dredged up ye olde rumor that, if Calvert departs, “RIF would replace him by simulating Bob & Tom, the wildly popular morning team at Great American sister WBBO/Indy.”

Nevertheless, RIF PD Jim Pemberton, noting that Calvert has a non-compete, says all the speculation is just hot spunk, and remains “optimistic” the situation can be resolved. Calvert has been a “RIF” personality for more than a decade.

Look for WXRX/Philadelphia VP/Ops Gerry DeFrancesco to officially return to KLSL-LA next week as VP/Station Mgr., and Gannett Exec. VP/Radio Division. He’s been released from his Pyramid contract — he’ll continue to consult “YXR” — which frees him to finalize his new deal with Gannett.

### KWB Corrals Cochran

Despite 5283 rumors to the contrary, don’t be surprised if KWBW/Minneapolis morning man Steve Cochran’s new multiyear deal with the Mid-Continent CHR isn’t a lock already.

Now that Motown has announced it will terminate its MCA distribution pact (see Page 1), some speculate that BMG — which...
For All You've Done To Make Him A Success At CHR, AC, VH-1 and Retail...

Another Hit Single From The Gold Album Go West Young Man
The Follow-Up To His Smash "Place In This World"
Which Reached: Top 5 at AC • Top 5 at CHR • Top 5 on VH-1's Top 21 Countdown

Watch for his upcoming appearance on the Tonight Show with Jay Leno August 27.
A WATCHER'S
POINT OF VIEW
(DON'T CHA THINK)

PM DAWN

The like nothing
you've ever seen new VIDEO
and
The like nothing
you've ever heard new SINGLE

From their forthcoming debut album,
"Of The Heart, Of The Soul And Of The Cross:
The Utopian Experience."

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Don & Mike To ‘JFK’?

Is Infinity Classic Rock WJFK/DC — which carries Howard Stern — considering a move to a fulltime “Rock Talk”-type format similar to that of WLUP (AM)/Chicago? Infinity President Mel Karmazin told ST, “I would have no problem exploring Rock Talk. The problem is finding talent who can do it.”

Asked whether he has talked to disgruntled WAVA/DC morning Zoosters Don Geronimo and Mike O’Meara — who’ve been off-air in a contract dispute — Karmazin answered, “Let me end this conversation by saying I have not.” Hmmm.

ST also hears some ‘JFK Sales folks have been telling clients that Don & Mike will be doing afternoons within a month’ and that ‘JFK will have an upgraded signal,” further fanning the flames of speculation that WJFK will swap signals with WAVA once the deal to Salem is done. Salem honcho Edward Atsinger denies such a swap is in the making.

In other D&B news, ST hears security guards have been posted at WAVA’s doorway since last Wednesday (8/7) with orders not to admit either of the dynamic duo. WAVA has discontinued airing segments of The Best Of Don & Mike,” and morning producer Frank Murphy has been on the air playing records.

The latest KOY-FM/Phoenix PD update finds B104/Baltimore PD Todd Fisher passing on the gig, WVIC/Lansing PD Kevin Robinson on the cusp, KB4/Honolulu PD Jamie Hyatt being looked at, and KOY-FM APD Steve Goddard gaining momentum.

Rumbles

• After 22 years at Infinity AC powerhouse KVIL/Dallas — the past five as VP/GM — Jerry Bobo is out.
• KWOD/Sacramento PD Adam Smasher steps down to concentrate on his arrest. Station Mgr. Gary Cagle again dons the PD cap until a replacement can be found.
• After 10 years in mornings at KTCO/New Haven, Dr. Chris Evans is out. Temporary morning man is ACR’s Dale Reeves.
• GM Bryan McIntyre and longtime PD Charles Stiegall were handed walking papers at WPTF/Raleigh, following First State Communications Inc.’s closing on the Full-Service AC.
• KUFO/Portland morning man Jeff Young becomes PD at B/EZ KUDD/Riverside-San Bernardino. Research on a possible format switch is underway.

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NORTH
**LA GUNS**

KISS MY LOVE GOODBYE

The New Single From The Album "Hollywood Vampires"

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- TOP 15 AOR TRACK
- OVER 350,000 UNITS SOLD
- VIDEO IN ACTIVE ROTATION ON MTV
- SUMMER ROCK FOR YOUR LISTENERS

**NOW IT’S YOUR TURN, CHRI!**

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**Rumbles, Pt. II**

- KXLU/Wichita PD Mike Miller departs.
- KGSS/SiouxBurg, IA PD Denny Anderson is out; MD Kevan Kollins becomes interim PD.
- PD Grimes has resigned as ND of N/T, XDLX Portland, OR.
- WFXC/Cape Cod ups PD Ted Sanders to OM, MD Taft Moore to PD, and Brian Kelly to MD.
- KHJU/Williams, MT morning man Tom Dickson adds PD duties, following Charlaye Parker’s exit to KHAV/Ventura, CA.
- More changes in the Klas 108/Boston program department; Music Coordinator Carmen Cazzatore exits.
- Rick Clark Productions’ Gene Weed has been elected Chairman of the Board of the Academy of Country Music, the six-time he’s held the post.
- Longtime CH 104/Gadsden, AL switches to Gold-based AC. PD Lee Davis remains on board.

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**Paper View**

**Making the deadlines as well as the headlines out of the new Jesus Jones single “Real, Real, Real” (and topic of Press Item 15. The Week before — the pressers, the cubs at SBR Radio Today — a 14 x 22 inch full-color poster of the front page of a popular national publication — folded away the aforementioned ID sing.”**

In edition to the familiar left-hand column of blurbs (here called “Radiofile”) and an equally familiar “SBK Snapshots,” a graph located in the lower-left corner, the story found in this annual issue is repetition of actual news coverage. Stop the presses, we’re laid out.

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**50,000 Watts Of Solar Power**

New Rock KTAO/Taos, NM will become the world’s largest solar-powered radio station when installation of a 50,000-watt solar-powered FM transmitter is completed in October.

Mark Austin Thomas has been named ND at N/T KFIL/LA. He replaces David G. Hall.

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BREAKING OUT OF "THE HOOD."

TEVIN CAMPBELL
"Just Ask Me To" The new single
The follow-up to the smash hit "Round and Round."

Produced by Al B. Sure! and Kyle West
From the album
Music From The Motion Picture "BOYZ N THE HOOD"

Already In Active Rotation on MTV
Continued from Page 28

who was recently upped to PD. Thomas has been with KFI for three years, the past two as Asst. ND.

The station also made a switch in its early evening slot, dropping talker Joe Crumney and replacing him with veteran KFI news staffer Barbara Whitesides.

Alan Burns & Associates’ Tracy Johnson is temporarily running the show at CHR WAEB/Allentown. ST hears the new WAEB PD probably will be either Q106/SD Promotion Dir. Pete Cosenza or Beacon Broadcasting Group PD (and WHTT/Portland PD) Sean Phillips. However, former crosstown Hot 99.9 PD Clarke Ingram may wind up a last-minute player.

Charles In Charge

Talk about power promoting: SBK Chairman Charles Koppelman has joined Exec. VP/GM Daniel Glass on a 20-city blitz of radio ‘n retail to introduce the company’s fall lineup, including new artist Russ Irwin and the label debut from Smokey Robinson.

A Chicago judge rejected a proposed out-of-court settlement of a suit brought by disgruntled Milli Vanilli fans. Arista offered to refund up to $3 to people who’d bought the MV album upon purchase of another Arista recording, but the judge said such a deal was unfair, as it required folks to lay down additional dollars. All sides have been ordered back to the drawing board, and a new hearing’s been set for September 11.

After a 10-month experiment with a talk-oriented afternoon drive show, KSDO (AM/SD) returns to a news block approach. According to PD Kelly Wheeler, listeners wanted more info on the drive home.

It’s official! In what’s rumored to be a pretty good deal, Aerosmith will return to Columbia after fulfilling their present commitment to Geffen.

Records

- SBK Sr. Dir./Nat’l Album Promo & Special Projects Neil Lasher moves to the AC & Jazz promo dept. as Co-Director with Jennifer Grossbernt. His replacement is Mercury Dir./Rock Promo Doug Burton, who’ll be named VP/Album Promo.

In other SBK news, Seattle promo rep Frank Higgenbothem exits.

- MCA Midwest regional promo rep Margaret LaCicero exits for the same duties at Zoo.

Also happenin’ at the Zoo, former KEZI/San Jose PD Jan Jeffries joins for Mgr./Nat’l Secondaries Promo, based out of Chicago.

- Atlantic Nat’l Dir./Alternative Promo Graham Hatch seques into the same position with Arista as Mark Cohen exits. Todd Elmore will be elevated to Hatch’s old gig.

Curb regional Atlanta promo rep Angela Borchetta joins Atlantic for local promo duties.

- Virgin Regional Carolinas promo rep Marcia Ozment exits.

- Capitol hires former Atco promo rep Jodie Ryan for local Promo promo duties.

- MCA nabs Impact Carolinas rep Tom Schepke for local promo work in Houston.

The video for “One Shot” — the first single from the next David Bowie-led Tin Machine LP — will have its world premiere at 5:30pm next Monday (8/19) on the giant Sony video screen located in NYC’s Times Square. The event will be simulcast on local & national FM.

Airname O’ The Week

Former WDFX/Detroit weekender Pete McRae is now doing middays at OK105/Flint, MI under the nom de air Lunchmeat Pete.

Gladys Knight, Stephanie Mills, Jody Watley, and Reba McEntire will perform at the City Of Hope’s “Spirit Of Life” ceremonies honoring MCA Music Entertainment Group Chairman Al Teller on September 4.

Congrats to Aristal/Nashville VP/GM Tim Duball, who was married Thursday (8/8) in Austin, smack dab in the middle of the label’s Aquafest showcase. He and bride Pam Smith were showered with rice by many of the 50 radio PD/MDs in attendance.

Funeral services were held Tuesday (8/13) for Cecile Ham — wife of famed manager Bill Ham (ZZ Top, Clint Black) — who was found murdered last week in rural Texas. The family has established the Cecile Carlin Aurey Ham Memorial Bluebonnet Fund, P.O. Box 887, Austin, TX 78767.

Drumming Up Business

Country consultant (and d-d-d-drumming devotee) Rusty Walker is crashing in. The parttime parakeeter just purchased the Huntsville, AL-based Corder Drum Company. Walker will roll it over to Luka, MS, where his consultancy is also HQ’d.
It's about time for radio to get a little good news. And there's no one better to get it from than the Grammy-winning duo of BeBe and CeCe Winans. Get addicted to their new single, video and urban smash "Addictive Love." Because the good news keeps getting better.

Produced by Keith Thomas for Yellow Elephant Music, Inc.

From the Capitol compact disc, cassette or record DIFFERENT LIFESTYLES
PROTECTING THE MORNING FRANCHISE

Producers: No Longer A Luxury

By Jeff Pollack

Over the past few years there’s been a well-documented scramble to find, sign, and hang onto good morning show talent at all levels in all formats. Somewhat lost in this rush has been another emerging trend: the search for people who make the program work behind the scenes — morning show producers.

Many stations, looking to provide extra support and direction for the on-air talent, have come to view a producer as an indispensable tool. As Jack Silver, PD at WKFM/Syracuse and former producer of Rick Dees’ show, puts it, “Every great morning show has a killer producer.”

Another Employee?
The role of producer for a specific show has always existed for News, Talk, and network radio — as well as television. But the position has reappeared only recently in music formats. Interest­ingly, we’re seeing “producers” now in all market sizes, although their status and job duties vary from glorified (read “unpaid”) intern to full-fledged producer.

Most winning stations realize getting more assistance for the morning show can mean the difference between a show with potential and a show which dominates its market. While some stations will question the wisdom of increasing the payroll in uncertain economic times, there are definite advantages to having a producer if the performance of this important part of the show improves 25%-50%.

Go-fur Or Talent? A producer must excel in four key areas:

- Organization
- Execution (follow-through)
- Editing
- Creativity

The first two are essential, while the fourth can make the difference between a go-fur and a talent.

Getting more assistance for the morning show can mean the difference between a show with potential and a show which dominates its market.

For some of the more highly produced shows (such as morning zoo), the producer also serves as the equivalent of a TV director. He has to direct the various personnel, as well as coordinate the physical production of the show on and off the air.

Editing
Pacing and timing will improve if chatter, bits, phone calls, etc. are kept to a proper length. Once a feature or bit has resolved itself, the editor can encourage and direct a quick exit by the talent.

With listeners’ attention spans at an all-time low, the eb and flow of the morning show — plus the balance of DJ content, news and service information, music, and bits/features — is a critical one. The old saying is still valid: Less is more.

Every great morning show has a killer producer.

—Jack Silver

Creativity
Creativity, although a subjective quality, is another important asset in a morning show producer. While someone who is organized and self-motivated can do the job, having someone who shares the vision of a funny and entertaining show will help make it to the next level. Creativity means coming up with new ideas for features or promotions. Your producer should also be able to brainstorm new ideas and be alert for topically opportunities. Your show will benefit enormously if this person is able to interpret new ideas and suggestions skillfully without bruising the egos of the on-air talent.

On the other end of the spectrum, having a producer who’s capable of writing is a tremendous asset. And, in some cases, the producer may have an on-air role. Some shows will use the producer to provide another voice on preproduced bits or even make him into a regular character. While it’s nice to have

The morning show producer shouldn’t be viewed as a production person, but as a spokesperson for on-air talent.

Anyone who’s ever coached a morning show has preached the benefits of show prep.

A producer can institutionalize this.

...someone else who can contribute, behind-the-scenes duties should always be the producer’s responsibility. The audience is usually not interested in the inner workings of a show, so the producer should rarely, if ever, talk on the air.

Hiring Tips
Start with a list of minimum requirements for the job. In most cases, the morning producer’s responsibilities are very similar to that of a PD or promotion director — after all, the morning show is a microcosm of the overall station. Silver, who came from a programming background before he worked with Dees, says since there’s no farm system for producers, broadcast­ers must look for people who have a “big picture” view of what a good show is trying to accomplish.

One of the most critical requirements for the job is the ability to deal with taking a back seat to the primary morning talent. As Silver says, “The producer’s job is to make the talent look good.”

“if the producer must also be prepared to “check his ego at the door,” according to Debbe Mc­Kee, producer of “The Fatman’s Wakeup Service” at WKFM/Syracuse. McKee says, “One of the most important things is the ability to adjust yourself to the personality of the on-air talent. If your per­sonality differs from that of the talent, you’d better learn to think like they do so you can work together.”

The producer is essentially working for the morning talent. In some cases (especially in the most successful major market morning shows), the producer is hired by and is an employee of the morning talent, not the station itself.

Find Or Farm?
Many stations choose to start slowly and build the position from the ground up. They begin by hiring an intern to help make coffee, pull wire copy, or set up remote equipment. If you’re going to ap
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East End Management Company: Tony Dimitriades, Alex Scott. Sun Arts Music Ltd.: Brian Lane.
Achtung Baby! It's the New U2 LP!

U2's forthcoming Island LP reportedly is set for a mid-October release, and will be titled "Achtung Baby." Look for the first single—tentatively scheduled to be "The Fly"—to reach radio by the end of September.

The album, the band's first in four years, will arrive at music stores in two different formats: the Digirack package (a format recently adopted by Sting and Bonni Raitt) and in stand-alone shrink-wrapped jewel boxes (a method recently adopted by Ratti and Peter Gabriel).

Jerry Garcia Band Double Live LP

Arista is planning an August 27 release for a live double LP by the Jerry Garcia Band, the Grateful Dead co-founder's other group. All the tunes on the double disc are covers of R&B and rock classics, including the Temptations' "The Way You Do The Things You Do," Bob Dylan's "Tangled Up In Blue," and Stevie Wonder's "Dear Prudence." The first single will be a cover of the Dead's "Deal," which the band to radio a week before the LP's arrival.

Mambo Queen Ronstadt

Linda Ronstadt has recorded two Spanish-language tunes—"Perfidia" and "Quererame Mucho!"—for the forthcoming movie, "The Mambo Kings." The film, a saga of two Cuban musicians searching for fame during the 1950's, stars Armando Assante and includes musical performances by Tito Puente and Celia Cruz. The project is based on Oscar Hijuelos' Pulitzer Prize-winning novel, "The Mambo Kings Play Some Songs Of Love."

Neil Young 3-CD Live Set

Reprise is planning to release two Neil Young live sets in September: "...Weld" is a double CD featuring a collection of Young's hits (along with a cover of Bob Dylan's "Blowin' In The Wind") as performed during his recent tour with Crazy Horse. "... Arc" is a limited-edition three CD set that features the two "Weld" CDs and a disc of pure feedback from Young's guitar lifted from the prolonged live endings of each tune.

Caroline To M&B Sub Pop

Caroline Records has inked an exclusive manufacturing and distribution deal with Pop Sub, the Seattle-based hard-rock indie label that launched Soundgarden and Nirvana and is currently headed to Mudhoney and Tad. An agreement begins with Mudhoney's just-released "Every Body Gave Budes Fudge." LP.

Sign Language

Pheobe Snow has signed with SBK and will make her label debut in 1992. She also appears on labelmate Russ Irwin's forthcoming self-titled album.

Meanwhile, Virgin has inked the Fly Girls of "In Living Color" TV fame.

Dr. Demento To Tour

Westwood One syndicated radio host Dr. Demento will celebrate the 20th anniversary of his radio show by hitting the road in support of his new Rhino compilation LP, "Dr. Demento: 20th Anniversary Collection."

The double-CD of novelty nuggets includes nine tracks never before available on previous Demento anthologies. The 13-city tour gets under way on September 4.

All-Star Guitars

R&R will release the multi-genre instrumental compilation LP "Guitar Speak III" on September 10, featuring the prodigious talents of Nils Lofgren, Adrian Belew, Robert Fripp, Ronnie Montrose, Steve Morse, Nokie Edwards, Gary Myrick, Bob Mintzer, Tom Verlaine, and Dominic Miller (the last of whom is Sting's current string-bending man).

The Song Remains The Same

Mr. Bangel—the Warner Bros. band whose lead singer Vudra Drah- in an uncanny but un-

official resemblance to Faith No More's Mike Patton—have changed the title of their first single from "Travolta" to "Quotable" to avoid possible legal hassles. First pressings of the disc sport the original title, but all future pressings will be quoted quite differently.

Stress

COLOR ME BADGE Into Circulation (Capricorn) 6
FIREWORKS Live At The Celine (Cap) 9
KISS End Live Show (Virgin/EMI) 3
LAZY (Megaforce) 11
MCD (Camden) 3
ALDO Novembre Me Anche (Vene) 12
TIM PETTAR & THE SHAMROCK (Cap) 8
POISON A New Kind Of Value (Catalyst) 5
PRIDE & THE RUG (EMI) 1
ADD MAMA RATT (Catalyst/EMI) 11
ROSSO (Island) 10
DEAN'S BAG The Sun And The (Catalyst) 11
YOUNG M.C.'s "That's The Love Good" (Catalyst) 7

ADDS

PRINCE & THE NEW POWER ORCH (Polydor/Polygram) 4

Music Databook

MONDAY, AUGUST 26

1967: The Beatles visit the Maharishi Mahesh Yogi in Wiesbaden.
1967: Jimi Hendrix gives his last public performance at the Isle of Wight Festival.
1987: Valerie Simpson & Mickey Stevenson
1987: The Beatles meet Elvis Presley at his Bel-Air home. The Big E greets them by playing bass while watching TV. Meanwhile, Bob Dylan re- releases "Highway 61 Revisited."
1967: Beatles manager Brian Epstein dies from an overdose of sleeping pills.
1987: Alex Lifeson (Rush) 39
1987: Tina Turner is awarded a star on the Hollywood Walk Of Fame.
1987: Tommy Dorsey recording with the band.
1987: Danny Seraphine (Chicago) 1948

TUESDAY, AUGUST 27

1935: The Beatles meet Elvis Presley at his Bel-Air home. The Big E greets them by playing bass while watching TV. Meanwhile, Bob Dylan re- releases "Highway 61 Revisited."
1967: Beatles manager Brian Epstein dies from an overdose of sleeping pills.
1987: Alex Lifeson (Rush) 39
1987: Tina Turner is awarded a star on the Hollywood Walk Of Fame.
1987: Tommy Dorsey recording with the band.
1987: Danny Seraphine (Chicago) 1948

THURSDAY, AUGUST 29

1960: The Beatles' last concert takes place in San Francisco.
1980: Stephen O'Connell, digested in a wig and basketball cap, joins a crowd presenting her show. An accompanying TV report conducts an interview with the singer.
1970: Michael Jackson 1958

FRIDAY, AUGUST 30

1989: Guns N' Roses guitarist Izzy Stradlin is arrested for vandalism on an airplane carpet as well as smoking in the plane's non-smoking section.
1979: Stephen Stills & The Band 33
1989: John Phillips (Mamas & Papas) 25

SATURDAY, AUGUST 31

1989: George Hamilton is found guilty of subconsciously plaguing his "Child's Play". "He's So Fine" while composing his "My Sweet Lord."
1980: Bruce Springsteen and actresses Ar- alline Phillips die for divorce, as do Bruce and actress and songwriter, Anna Steinman.
1970: Van Morrison 1945, Gloria Estefan 1957, Glenn Tilbrook (Squeeze) 1957, Debbie Gibson 1975

SUNDAY, SEPTEMBER 1

1959: Elvis Presley buys his first A pink Cadillac.
1971: Sonny & Cher's variety show pre- motions on CBS-TV.
1990: Barry Gibb 1946

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Cult ‘Ceremony’ Slated For September

ROCK OVER LONDON has the lowdown on the CULT’s new LP (“Ceremony”), which is due for release on September 23 (9/24 in the U.S.). It’ll be preceded by the single “Wild Hearted Son” on September 2.

The LP’s been produced by RITCHIE ZITO, whose previous credits include HEART and WHITE LION, and features such titles as “White,” “Wonderland,” “Heart Of Soul,” “Indian,” and “Earth Mo Fo.”

Van The Man Hymself

VAN MORRISON’s new double-CD set — due in late September — will be called “Hymns To The Silence.” The album will include Morrison’s recent single release, a cover of RAY CHARLES’S “I Can’t Stop Loving You,” which features the CHIEFTAINS.

ROIL also bears the LP will feature keyboards player and 60s/70s chart star GEORGE FAME more prominently than before, and that the lead track for U.S. rock radio will be “Ordinary Life,” due the week of September 2.

Fox Dead Ahead?

SAMANTHA FOX has admitted to ROIL that she wants to cultivate a following like the GRESTFUL DEAD (!). Her current album, “Just One Night,” features production from FULL FORCE and KAMIC MUSIC FACTORY. Also, DEF LEPPARD associate NIGEL GREEN worked on a number of tracks.

“I’ve got one more album to do as a solo artist,” said Fox, “but I wouldn’t mind — with the next record contract I sign — doing a band deal and actually working with one producer and getting a following like the Grateful Dead or something — people who’ll follow me for years.”

Lenny Kravitz — honing a Jagged edge.

There’s talk of Fox working with LENNY KRAVITZ on a song and perhaps recording a brand new track as her next single. In the meantime, the first UK release from the LP is “Another Woman,” remixed by PWL’S PHIL HARDIN and JAN CURWOOD.

Jagger-Kratvitz Collaborate

Speaking of Kravitz, Q magazine tells of MICK JAGGER existing “Rock Over London” news is a service of Rock Over London Ltd., which can be reached at 47 Rye

up the “Earth Mo Fo.”

DURAN guitarist ANDY TAYLOR, the latter of whom also produced. The track’s backed with “Mrs. Wonderful,” and both tunes will be on his album, “Almost (A Sub-Urban Blues For Contemplative Male),” due September 9. The CD single also features an acoustic version of LED ZEPPELIN’s “The Lemon Song” (!).

JULIA FORDHAM covers the late MINNIE RObERTSON’s 1975 hit, “Loving You,” on the B-side of her new single (“I Thought It Was You”).

Follow Ground

VOICE OF THE BEEHIVE are planning a swift follow-up to their single “Monsters And Angels.” They’ve done a cover of the PART-RIDGE FAMILY’s “I Think I Love You” (!), which will be out later this month. The second VOTB LP, “Honey Lingers,” comes out this week.

GUNS N’ ROSES’ US follow-up to their recent hit, “You Could Be Mine,” will be “Don’t Cry,” set for release September 2.

Following up “Godlike” and “Lemon Afternoon,” “My Hands Are Tied,” Sheffield outfit THE DYLANS will release “Planet Love” on Situation Two via Beggs Banquet on May 8/16. The single is produced by the ubiquitous STEPHEN SMITHS, MORRISSEY’S PSYCHEDELIC FURS, BLUR) STREET and pre-

cedes an album due in September.

The ESCAPE CLUB’S North American follow-up to “I’ll Be There” will be the more up-tempo “So Fashionable.” They’re keen to start work on the follow-up to the “Dollars And Sex” LP, once again with producer PETER WOLF, who was chosen over the previous LP’s CHRIS KIMNEY.

“I think we’d gone back with Chris, because we were under such pressure from the record company and everyone else to make another ‘Wild Wild West’, that’s exactly what we had to have done,” singer TREVOR STEEL told ROIL. “We wanted to avoid that, because you’ve obviously got to grow, you’ve got to develop.”

Rhym ’N’ Writin’

Connecticut band RHYM SYN-

DRIKE have been promoting their debut single (“P.A.S.-S.O.N.”) here in the UK, having recently completed a video for the follow-up, “Hey Donna,” due in the States later this month.

Singer EVAN ROGERS told ROIL, that the Donna of the tune’s title is a real person. “She works at a bank in New York, just down the road from the studio. We were in there one day and — as a joke — while I was looking at her, I made up a song. The line, ‘Hey Donna, why you wanna do me like that?’ is exactly as it came out of my mouth.”

BRITAIN

Moving Up

BEVERLY CRAVFER/Holing 3h (Disc)

VOICE OF THE BEEHIVE/Manon Angels (London/PS)

BLUR/Bang (USD)

MICHAEL BOLTON/Me Law & Tenderness (Columbia)

SOPHIE LAWRENCE/Love’s Unkind (USD)

VANILLA ICE Satisfaction (SBK)

R.N.M. Near Me Now (WB)

The Network Chart, courtesy WB

Lenny’s songwriting talents after the ROLLING STONES vocalist made a guest appearance at Kravitz’s Paris gig. The pair wrote the tune in Paris and recorded it in London, where it awaits completion of the rest of Jagger’s solo LP.

Watts Happenin’

Speaking of the Stones, drummer CHARLIE WATTS has been telling ROIL about forthcoming plans for his jazz quintet to open RONNIE SCOTT’S new jazz club in Birmingham. “That’s not Alabama, but the Midlands of England,” Watts said. “I consider it a great honor to be asked to do that, because I’m not very known in that world.

“My idea of work is to get up and go over the road to Ronnie Scott’s, play till three in the morning, and come home and go to bed. That’s what I’m doing a job.”

Asked whether he’d be there if the Stones make another album, Watts replied, “Yeah, that’s my living.”

B-Sides The Point

SIMPLE MINDS’ new single, “Standing By Love” — the third to be taken from their “Real Life” album — is out this week. The 12-inch and CD formats feature two songs recorded live at the Universal Amphitheatre in Los Angeles on June 23: “Let There Be Love,” originally heard on their current LP, and “King Is Why You And I.” A tune that the Minds hadn’t performed live for a number of years.

MARK SHAW — lemon-squeezer episcope in person.

MARK SHAW — formerly the lead singer with British rock band THEN JERICO — released a solo LP, “Gettin’ High,” this week. The song was co-written by erstwhile PINK FLOYD bassist GUY PEARCE and ex-DRIFAN

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HARLEY SCARLEATION Stewi King (PA)

RORY WILLIAMS (WC)

Most Added

With a Top 10 Australian release, the single, “Don’t Come Home” (Warner Bros.) hits the Top 20. The song was written and produced by RICK WARFIELD and JIMMY LEE."
WKDD/Akron took a huge leap in the spring ‘91 Arbitron, doubling its 12+ numbers (4.0-8.0). Was this book a fluke? Or was WKDD’s 6.7-4.0 showing in the winter ‘91 book exceptionally low?” PD Jeff Clark, the station’s second PD since it was launched 10 years ago, revealed the reasons for the fluctuation.

“Barnstable Broadcasting’s upper management and I felt the ebbs of PD 1989 was upon us, and last year we decided to go after 25+ adults. WKDD became very genre-sounding and we got hurt pretty bad in the process. The Persian Gulf war was a factor. But more than anything else, we screwed ourselves up by changing a heritage CHR into something it wasn’t.”

“Naturally, the spring results alleviated a lot of nervous tension for everyone at ‘KDD. We needed it to boost. We found out that just because we decided not to serve the younger end, the adults didn’t come running to the station. While some adult chains showed some gains, adults didn’t change their listening habits in the volumes necessary to make up the differences in loss from the lower end.”

In Akron, which is in the shadow of nearby Cleveland, TV advertising is cost-prohibitive. “But we dominate the outdoor media in Akron,” said Clark.

“It’s truly amazing how fast we bounced back. WKDD is back to No. 1 in 18-34 and 25-54 by being what it is — a station that plays hit records for the market. Thinking back now, I don’t know why we ever made the change to 25+ adults, considering WKDD has been the market’s top hitter for years and has a sales department that’s smart enough not to sell the station on numbers alone. Our experiment with Adult CHR may have cost us quite a few dollars in the long run.”

Shadow Dancing

Because of its proximity to Cleveland, WKDD finds itself competing with stations in that market. For instance, CHR WPHR (Power 106)/Cleveland did well in Akron with a 4.1-4.4 Arbitron showing. In Nino WPHR was up 1.1-7.9, which topped WKDD’s 6.3-4.6 showing. Clark admitted WPHR’s slight lead toward dance vs. his pop-rock-edged mainstream sound is a thorn in his side occasionally.

WKDD is back to No. 1 in 18-34 and 25-54 by being what it is — a station that plays hit records.

Quick Cure

Clark, who’s helmed the PD chair since summer 1989 after programming stints at WNUF/Davenport Beach and WNOK/Columbus, SC, described how he set out to re-capture WKDD’s core and ask the market’s forgiveness for straying off course. “The staff and outside research people worked together to re-structure and re-capture WKDD. The winter book showed our curve was going down the tubes, so we had to work fast. But 1991 we moved to serve the station’s core again. Our curve was still high enough that [the switch] worked despite our loss of direction and the increased market fragmentation.

“We fixed the music. We made it fun again by delivering what the audience expected from us. From a promotional stand-

Jeff Clark, point one trick we used was spray-painting our billboards with graffiti, which generated a lot of talk. We coupled this with good grass-roots marketing and were on the streets at every opportunity.”

We share the lower end of the spectrum with Power 106 and the upper end with [Akron AOR] WONE. We have to be true to what we are. I can’t go chasing either one of them. WKDD simply has to do a better job for our local listeners. There are some similarities between the two markets; both are former industrial hubs. Akron, once called the ‘Tire Capital Of The World,’ is working in a cleaner industry; polymers. It also has a new look and attitude. But since it’s home to the University of Akron, morning man Matt Patriek and the Waking Crew still say, ‘They don’t call this Rubber City for nothing.’

“Punk and entertainment are vital elements. When we went adult, we lost a lot of that enthusiasm. Now our on-air attitude has returned to its former avant-garde demeanor, but not like Pi-rate Radio (KHIS) in Los Angeles. This is more friendly. I call it the airstaff you can hear and touch. And, while I’ve had a large part in fostering this attitude, I’ve got to give credit to someone else for our image. It was created by my predecessor, Nick Anthony, who’s now a consultant [Nick Anthony & Associates].”

Stellar Lineup

Clark also credits his airstaff for the station’s success. “I believe we’re on top because we have terrific talent. 117.5 has been here for more than 10 years and is our corner-stone. He’s by far the most visible jock on the station due to the demand. I’m always impressed that he can do evening appearances — even club dates late into the night — get back here early in the morning and sound great, go into a planning meeting with me after the show, and start the cycle all over again.

“I also think the rest of the airstaff is the best in WKDD’s history. With Matt in mornings is Steve Frensch. We picked up midday guy Jonathan Defeux from weekends at WMJQ/Buffalo. Our MD/afternoon rock of talent is ‘Big’ Dave Nicholas, who’s been with the station for just over three and a half years. We recently imported Joe Marni, from WMXQ/Fayetteville, NC, who does nightly features like ‘Provocative Question Of The Night.’ Overnight Sue O’Neil is getting stronger with every show. She’s incredible with live audiences at appearances.”

WKDD’s upfront promotional activities include “a callout cash contest which generated a lot of curve,” said Clark. “The jocks ask people for the phrase that pays WKDD’s Treasure Hunt.” We gave $10,000 to the winner. Only four finalists had every item on the list, but 75 entries showed up with enough of the articles to at least be in the

WKDD Music Monitor

“Now even more continuous music. 96FM WKDD” is how PD Jeff Clark sells the station on-air as well as in outdoor campaigns that focus on billboards, buscards, and billboards. With 12 units in morning drive and 10 units the rest of the day, WKDO delivers on its promises here a 5pm hour, when MD Dave Nicholas drives Akron home. TARA KEMP Piece Of My Heart FINE YOUNG CANNIBALS She Drives Me Crazy PAULA ABDUL The Promise Of A New Day WINGER Miles Away HUEY LEWIS & THE NEWS If This Is It UBAND Here I Am (Come And Take Me) MICHAEL W. SMITH Place In This World ROXETTE Dangerous GLENN FREY Part Of Me, Part Of You NELSON/One Time Will Tell CHEER Bethie Shoop Shoop Song DESMOND CHILD Love On A Rooftop R.E.M. Shiny Happy People

4.0-8.0 IN ARBITRON

WKDD Doubles 12+ For Top Honors In Akron

Continued on Page 38
KIRSTY

Walking Down Madison

MACCOLL

the first single from Electric Landlady

Produced by Steve Lillywhite

Management: XL Talent

© 1991 Charisma Records America, Inc.
Brenda Russell
The GOING "Keep This Love Alive"
AUGUST 16, 1991

If Your Not The One For Me"
With the vocal duet by
Brenda Russell & Bill Champlin

ON YOUR DESK NOW!
GOING FOR CHR REPORTS AUGUST 20

MOTION
- KOY-FM/Phoenix's Mon-roe Greer returns to XHTZ (290)/San Diego's MD chair as Gnarley Charley jumps to APD.
- WSSX/Charleston, SC ups overnighter Dominica to MD.
- Larry D. becomes interim MD at WXXL (KL1067)/Orlando as Shadow Stevens exits.
- PD Chris Spies will handle music duties at KZB/Beau-mont, TX. Brandon Shaw leaves John Anthony assumes music chores at WJGD (Q101)/Meridan, MS, while MD/midday Jay Randall heads to WCHT (Hot 98)/Jackson, MS. Re-placing Randall in midday, is Hot 95 part-timer Bob Yarborough . . . At WMGV/Oakosh., WI; Ross Holland (aka Tommy Tucker) becomes PD/after-noon talent and Kelly Stone takes MD/middays.

Chris Kelley segues from WYFX/Madison, WI to MDRight rooster at WZOK/Rockford, IL, where he'll use the nom de ar Jamin" J.Y. Kelley

WKDD Doubles
Continued from Page 36

Fun and entertainment are vital elements. When we went adult, we lost a lot of that enthusiasm.

beat take on the CHR format in general. "Since the early spring, I've been very encouraged by the music the labels have been releasing. They've answered this format's cry for diversity. As a result, we can put together a well-rounded playlist which has allowed us to do well with teens and adults. I see the format beginning to turn the corner by the fall book."

Coming Next Week

CHR Ratings Scoreboard
Summer Snapshots

Stations have been taking advantage of a wide variety of summer photo ops and promotional jocularity.

When WSTR/Atlanta's morning team, Steve McCoy and Vikki Locke, took off on vacation (the last week of July), the station flew in some favorite '60s and '70s child stars to pinch hit.

In light of recent problems encountered by a few former child stars, WSTR wisely elected to feature stars who've not been in trouble with the law.

Appearing on the air Monday and Tuesday was Barry Williams ("The Brady Bunch"); Butch Patrick ("The Munsters") took over Wednesday and Thursday; and Brandon Cruz ("Courtship of Eddie's Father") closed out the week.

Each star answered listener questions on-air, and also called some of their former TV co-stars.

DEAR MIKE

Invitation To Inaccuracy?

There was considerable reader reaction to WNSR/New York VP/Prog-gramming Bob Dunph's viewpoints on music testing (R&R 7/26). Here are some excerpts from Paragon Research VP Mike Henry's letter:

Bob made some excellent points about the intricacies of conducting AC music research.

With all due respect, however, I must disagree with his practice of testing 700 titles per session. Regardless of the sample size, or if the respondents are given a break at mid-session, testing 700 titles with one group of listeners at one sitting is an invitation to inaccuracy.

Our company has conducted auditorium music tests since the early '80s. Throughout this period, we've used the standard deviation of song scores to determine the break point where song scores begin to fluctuate. Our in-house studies show that standard deviations remain consistent up to about 400 titles. After 400 songs, standard deviations fluctuate significantly, indicating a variety of things, including — at a minimum — fatigue and boredom. Our policy, as well as the policy of most of the [other] respected radio research firms, is to test no more than 400 titles per session.

It's true as Dunphy states, that it's a little cheaper to have one group test 700 songs than to have two groups test each 350. But it doesn't make sense to jeopardize the results for the sake of saving a few dollars. The cost of conducting market research will continue to escalate in the foreseeable future. However, cutting corners is not the answer. If audience feedback is going to be used to correctly program and market radio stations, then it's certainly in the best interest of decision-makers to ensure the feedback is derived from reliable, proven research methodologies.

MIKE KINOSIAN

Star Bunch — WSTR/Atlanta OM Tony Nova welcomes singer Oleta Adams and special guest personality Barry "Greg Brady" Williams (l).

Munstermania — Butch "Eddie Munster" Patrick (c) hangs it up during his recent WSTR/Atlanta appearance. Joining the fun are News Director Rob Stadler, morning show producer Dan Blankowski, OM Tony Nova, and PD Bill Cahill.

Johnny Angel — Shelley Fabares talks about her hit series "Coach" with WZNY/Augusta, GA APD/MD John Patrick.

Hammer Time — WHYN/Springfield, MA PD/morning man Bill Heiss (l) and Promotion Director/afternoon driver Anne Strong chat with Nuey Lewis backstage after a recent Connecticut appearance.

Fox TV's S.T.U.D.S. Here on Friday, July 26th at Wednesday, July 31st. For Contestant Auditions.

MIX 107.3 FM Not too hard • Not too light

Studs Capital — WROX/Washington staffers Fay Buchner, Barbara Brit, Bert, Jack Diamond, and Vivienne Vaughan extend greetings to "Studs." Host Mark DeCarlo. Two local "studs" complete the happy picture.
Who Says The New Artist Window Is Closed?

Acts Breaking At Record Pace As Add Policies, Current/Gold Ratios Change

Last December, one trade publication ran a front-page story suggesting that new artists would find it increasingly difficult to crack station playlists in 1991, thanks to the large number of new acts that had broken through in the previous 12-18 months. Eight months into another chart year, nothing could be further from the truth.

In fact, Country radio is in a pace that could, for the first time, propel more than 30 acts into the Top 15 circle in one year.

Some history: Between 1974-78, 35 acts notched a Top 15 record for the first time. The doobrums set in from 1979-84, when only 43 acts cracked the Top 15 for the first time. After that, the deluge:

- 1986: 15
- 1987: 9
- 1988: 8
- 1989: 7
- 1990: 10
- 1991: 15 (December-July)

The first-time Top 15s that scored in 1986 represented the most ever recorded in one year, so this year is sure to set a new record. Two or three new acts on the chart (as of the first week of August) have a chance to join this list.

Now that 1991 is established as a trendsetter, the question once again turns to radio’s attitude toward new acts. Is the window any closer to being closed now than when it was proclaimed shut last December? Not according to the programmers I talked with. WCGA/Albany, NY PD Fred Horton offered the consensus opinion: “The window will never be closed as long as there are hit songs. The evolution of this format is that it’s hit-based means the potential for new acts to break has never been greater.”

Easing Add Policies

Perhaps even more critical has been a change in programmers’ attitudes about the relative “danger” of unfamiliarity posed by new names and voices on the radio.

Echoing the sentiment of most Country programmers who have participated in Country’s evolution to a song-driven format, Gilbert said, “We’re judging records by the song. If it’s good, it goes on regardless of the artist. If a song is good, we play it.”

WWW’s Mardit articulated the changing add policy that’s helped foster the record-setting break-through levels: “I used to feel fun-ny about adding more than one record in the same week by an act I’d never played before. Now I don’t have a problem adding two or even three records by acts new to the station if they’re the three best records available.”

I don’t have a problem adding two or maybe even three records by acts new to the station if they’re the three best records available. —Barry Mardit

Higher Current Mix

If more acts are breaking through, something else must have been given. Clearing the way has been a change in current/oldie ratios, which have been edging up for most stations the last couple of years: WWWW/Detroit, at a 40/60 ratio two years ago, has evolved to 55%-45% current. KIWW/Joliet, MDM/Chicago, two years ago, is now 60/40. Currents have skyrocketed to 70% of the mix at KLUL/Lubbock, up from 40% just two years ago. At WGN, the mix is now 50/50, up from 30/70 three years ago.

Not coincidentally, all these stations have experienced exceptional ratings today. WWWM’s spring Arbitron was the best in the station’s history, placing it second in 12+. KIWW and WWWM GM Barry Mardit said, “I can’t deny part of what we were doing in the last year is playing more new music. Fresh-ness is something that had been se-very lacking before the new artist explosion. The influx of talent has added a new dimension to the overall sound of the station.”

“Fresh” was the key word for other programmers as well. WCGA’s Horton noted, “Fresh-sounding records get me ratings. The sheer number of records out there by new talent makes it easier for me to find those fresh records.” KLUL PD Rick Gilbert said he likes the higher percentage of cur-rents because it helps the station’s sound fresh and moving. He added, “New artists also mean new ideas and fresh music that translates into excitement for this radio sta-tion.”

Explaining his changes, KXQQ PD Ralph Cherry said, “I made extra room in light [category] to ex-pose new music to my listeners. If the audience continues telling me they want to hear new songs, I’ll further increase the percentage of currents I play. I’ll always make room for good songs.”

Harry Mardit

The Problem To Have

WMGC/Baltimore PD Rob Moody was quoted in the aforementioned article as saying, “I think we’ve hit the saturation point.” A year ago, we all wondered whether we could absorb all the new artists, and everybody was pleasantly surprised we did. Now I’m finding myself in a situation where there are records by young artists that I would like to play that I just don’t have room to play. I can’t get to them all before they die.”

I checked in with Moody to ask if he felt the same as he did eight months ago. He said, “I’m very proud and happy to see that I was wrong and that so many new acts have broken through. But both things – acts breaking and others not – have happened. For the 15 that have had hits, there are another 15 with very good records I would have liked to have played but wasn’t able to. Unfortunately, those records, along with some really good records by established acts we play, get lost in the shuffle and don’t make it nationally. But if we’re going to have a problem, having too much good music is the one to have.”

Fred Horton

More On The Way

During the course of my conver-sation with WGA PD Fred Hort on, he said he felt the only way the window for new acts would close would be if we were dried up. I thought he was indulging, I’d like to share the sentiment I gave him. The years since so few new acts broke through must have had profound effects on the singer/song-writers across the nation. Nash-ville seemed closed, and it looked extremely difficult to get into the business. Many made the decision not to come.

Artists Bowing In The Top 15

By entering the Top 15, these new artists have helped make 1991 a record year for new acts at Country radio.

- Brooks & Dunn (Arista)
- Mark Collie (MCA)
- Rob Crosby (Arista)
- Billy Dean (SBK/Capitol)
- Martin Delray (Atlantic)
- Diamond Rio (Arista)
- Ray Kennedy (Atlantic)
- Hal Ketchum (Curb)
- Shelby Lynne (Epic)
- McBride & The Ride (MCA)
- Pirates Of The Mississippi (Capitol)
- Mike Reid (Columbia)
- Pam Tillis (Arista)
- Aaron Tippin (RCA)
- Trisha Yearwood (MCA)

I’d love to have new artists, but it’s been hard to get them in the rotation.”

Rich Gilbert

Easing Add Policies

Artists Breaking Through

William Walker/Tippin

Phyllis Indyke

By entering the Top 15, these new artists have helped make 1991 a record year for new acts at Country radio.

- Brooks & Dunn (Arista)
- Mark Collie (MCA)
- Rob Crosby (Arista)
- Billy Dean (SBK/Capitol)
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- Hal Ketchum (Curb)
- Shelby Lynne (Epic)
- McBride & The Ride (Arista)
- Pirates Of The Mississippi (Capitol)
- Mike Reid (Columbia)
- Pam Tillis (Arista)
- Aaron Tippin (RCA)
- Trisha Yearwood (MCA)
**ALL THIS AUGUST WE'VE BEEN SWEATING BULLETS!**

The Perfect End To A Long, Hot Summer From Columbia Records Nashville

<table>
<thead>
<tr>
<th><strong>RICKY VAN SHELTON</strong></th>
<th>&quot;Keep It Between The Lines&quot;</th>
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<tr>
<td>The hottest record of his career.</td>
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<tr>
<td>R&amp;R 30 BREAKER BILLBOARD 37</td>
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<td>172/58 THE MOST ADDED HOT SHOT DEBUT</td>
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<tr>
<th><strong>MIKE REID</strong></th>
<th>&quot;As Simple As That&quot;</th>
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<tr>
<td>You walked on faith with Mike and now his single is a smash... it's &quot;As Simple As That&quot;</td>
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<td>R&amp;R 24 BILLBOARD 33</td>
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<th><strong>MARY-CHAPIN CARPENTER</strong></th>
<th>&quot;Down At The Twist And Shout&quot;</th>
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<td>This great tempo record is delivering album sales everywhere. Something to &quot;shout&quot; about.</td>
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<td>R&amp;R 7 BILLBOARD 14</td>
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<th><strong>SWEETHEARTS OF THE RODEO</strong></th>
<th>&quot;Hard Headed Man&quot;</th>
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<td>...Sweet Success</td>
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<td>R&amp;R 44 BILLBOARD 73</td>
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<tr>
<th><strong>VERN GOSDIN</strong></th>
<th>&quot;The Garden&quot;</th>
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<tr>
<td>Nobody sings the sad songs like The Voice. A major impact radio record for Vern Gosdin.</td>
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<td>R&amp;R 47 BILLBOARD 62 DEBUT</td>
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<tr>
<th><strong>SHENANDOAH</strong></th>
<th>&quot;When You Were Mine&quot;</th>
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<tr>
<td>Just out from the ACM Vocal Group Of The Year</td>
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<tr>
<td>29 R&amp;R STATIONS OUT-OF-THE-BOX</td>
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Don Williams Takes A Stand

Soft-spoken artist Don Williams has been raising his voice over such political issues as deregulation and foreign aid during concerts and TV appearances, and he's encouraging his fans to speak up as well.

"I've been concerned about the shape this country's in," said Williams. "Ever since deregulation, many small businesses have been hit. The dust. There's nobody to look out for the 'little people' anymore. We're spending too much in foreign aid when we have our own problems to address."

So Williams has asked fans to voice their concerns over these issues in letters to President George Bush, which Williams has vowed to deliver personally. Several hundred letters already have arrived at his manager's office. "People have been very positive about this so far," said Williams. "So I'm encouraged to continue."

Meanwhile, look for Williams to appear on "Live With Regis And Kathie Lee" on August 29.

Country Cares

Travis Tritt took time out from his busy tour schedule to perform an acoustic concert for the patients and families of the Alvin C. York V.A. Medical Center in Murfreesboro, TN 18/0. Tritt had befriended many patients at the center while filming his latest video, "Anytime," several weeks ago.

Don Williams and wanted to do something special for them. More than 300 people attended the show.

"Our Ridge Boy Joe Bonsall is helping U.S. veterans continue their education through a program called PATRIOTS (Program for Attracting Troops Returning Into Ohio Dominican for Training and Studies). Based at Old Dominican College in Columbus, OH, the program offers returning vets financial assistance and provides workshops and study sessions to help them reenter the classroom. Bonsall is the PATRIOTS program spokesman.

Meanwhile, the first single from the band's forthcoming Capitol/Nashville LP is a cover of Buck Owens' "There Goes My Love," set for release on August 26.

Gary Morris, the Lorelei Society's America's country music spokesperson, has asked 150 performers to record a PSA for Country Ariels nationwide. Sury Boggus, Crystal Gayle, Dwight Yoakam, Lorrie Morgan, Rob Cowley, and Jimmy Roberson already have pledged their support. Incidentally, more than $2 million was raised for the organization last year via radio promotions.

"Arista/Nashville and tequila distillers Cuervo 1800 recently teamed up at Nashville's Ace Of Clubs to raise money for the city's W.O. Smith Community Music School. Artistas Brooks & Dunn and Diamond Rio provided entertainment, while Cuervo 1800 sold macho tequila shots in specially printed "Arista Hot Shot" glasses. More than $300 was collected for the school, which provides low-cost music lessons to children from low-income families.

Willie Nelson will host the Academy of Country Music's ninth annual Celebrity Golf Classic on October 14 to benefit the T.J. Martell Foundation. The tourney will be played at the De Bell Golf Course in Burbank, CA. Entry fees are $250 per person for the "Texas-style scrambles" format, which begins with a shotgun blast at noon. For more information, call (213) 402-2331.

—Lori Hollabaugh

B.B. Watson

THE NASHVILLE NETWORK

35.3 million Households
Larry Pamplin, MD
London Lamberts, Video Program Administrator

 ADDS

Great Plains: Title Of The Century:
Highway 100's Top 10 (MB)
Jerry Landrums: "Isn't That You" (SON)
Marcia Martin: "I'm On The Outside" (OC)
Sticky Fingers: "You Go Girl" (OC)
Tresa Yearwood: "We Never Had It" (MCA)

Country Flashback

1 Year Ago
No. 1: "Next To You, Next To Me." — Shanandoah
5 Years Ago
No. 1: "Little Rock." — Reba McEntire
10 Years Ago
No. 1: "There's No Goin' Over Me." — Ronnie Milsap
15 Years Ago
No. 1: "Bring It On Home To Me." — Mickey Gilley

Love is in the air.

It's Almost Time!
"Neal McCoy live . . . A twenty megaton blast of country funk . . . NOT to be missed."
Max Raines, WHOK/Columbus, OH

"Here's this guy Neal McCoy . . . and he walks out on stage and no one knows who he is. After he's done, people are heard saying 'Who is this Neal McCoy and where did he come from?' He's everything I've been told and more."
Coyote Calhoun, WAMZ/Louisville, KY

"Neal McCoy is going to be a STAR and this could be the song to do it for him. We still get requests for 'If I Built You A Fire' and that record did extremely well for us."
Johnny Gray, WKHX/Atlanta, GA

"Neal McCoy is one of the most electrifying performers in any format and we really like this record a lot."
Dixie Lee, WYAY/Atlanta, GA

"Neal is ELECTRIFYING on stage . . . SUPERSTAR material!"
Dandalon, WRKZ/Hershey, PA

"We've already known about Neal McCoy for some time now. We are just waiting for the rest of the world to wake up to his talent."
T.J. Hart, WFMB/Springfield, IL

"Neal McCoy is just one helluva performer . . . ."
Bobby Kraig, KPLX/Dallas, TX

"What a fantastic entertainer Neal McCoy is. His live show blew me away and it's been a long time since I've said that about a new artist."
Lucy Grant, WGAR/Cleveland, OH

"Neal McCoy was the surprise act of the June Jam! A person who will remain nameless (because he works for another label)"

---

"This Time I've Hurt Her More (Than She Loves Me)"

EARLY BELIEVERS

WRKZ WUSQ
WNUS WONE
WICO WAXX
WKAK KFGO
KRRV KXXY
KMML WOW
WTDR KTTS
WSTH WFMB
KHEY KTPK
WFLS WTCM
WDXE KVOO
KSSN KFDI
KYKS KWOX
WRNS KRKT
WOWW KVOC
WQDR KULY
KIXS KALF
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Management: Dan Hexter, Chardon Management (214) 350-4650
Philly’s Power 99FM Remains On Course

Spring Ratings Reaffirm Station’s Adult Direction

Looking at how Urban radio performed in the spring Arbitron ratings, you’ll notice some slight erosion in the overall numbers of market-leading stations. But, in general, the format performed well.

Over the next few weeks, I’ll profile some of the bigger success stories and also examine several markets in which the battle between competing formats continues without hurting the ratings of the stations involved. Let’s begin with WUSL (Power 99FM)/Philadelphia.

By The Numbers

The most significant thing about Power 99FM’s spring performance is that it-warmed up. The station’s ratings also are up in mornings and in some other demographics. WUSL rose 6-1.7 to No. 2 behind News Outlet KYW, which dropped 8.8-8.7 with 12+ listeners. Black AC WDAAS-FM was basically flat, slipping 3.7-3.6. Meanwhile, WUSL was No. 1 in the spring Arbitron, moving 9.0-10.8. WUSL-FM climbed 4-5-5.

What’s more, WUSL jumped nearly three complete shares among 18-34 to become No. 1 in the Arbitron, without any steady (with an audience about half the size of Power 99FM). WUSL was also No. 1 in Birch with a 15.7 share, while WDAAS-FM ranked fifth with a 7.3 share. Also in Birch, WUSL was No. 1 with a 9.7 share of 25-44, and WDAAS-FM ranked third with a 7.4 share. Both stations also did well 25-44 in Arbitron: WUSL tied with AC WMKX for fifth place, while WDAAS-FM ranked eighth.

Incidentally, both of Philadelphia’s leading CHRs suffered losses in the spring Arbitron. WIQO slipped 5.2-4.9 and WEGX dipped 4.2-3.9 in the 12+ cell. Both CHRS falttered in the 18-34 demo as well.

Consistency Payoff

Power 99FM PD Dave Allan says WUSL’s success is a testament to consistency. “This book is a combination of our consistent efforts over a number of years. During the past two years, we’ve had new competition from stations like WIOQ, a Dance CHR, and WDAAS-FM, which has become a Black AC. What we’ve had is one station attacking our 25-54-year-olds and another attacking our 12-24-year-olds. Fortunately, we’ve been able to hold our own and, in some cases, improve our share of audience in those demographics.

“After the winter book, I think most people went back to the station. They felt most comfortable with prior to the Persian Gulf war. Prior to [that conflict] we were the most consistent in the market, and we still are. I think some of those people came back to us. Other stations in our market keep making large and small changes. But we just keep on truckin’ with what works.”

Morning Glory

Allan says WUSL’s morning team, Carter & Sanborn (aka Brian Carter and Dave Sanborn), finally got the recognition they deserve in the spring Arbitron, easily topping the morning shows at WIOQ and WEGX. “They’ve been here approximately four years and were third in this book with more than a six share among persons 12+. They’re close to Howard Stern on [Classic Rock] WNVK and both [AOR] WMH’s John DeBella, who’s been on top many times since I’ve been in this market. I think Carter & Sanborn have done a great job over the years, and the results of their hard work finally showed up in this book.”

“Our morning show is also No. 3 in persons 18-34, up more than four shares [from slightly more than an eight to nearly a 13 share]. I think the overall 18-34 category responded to our efforts in rounding off some of the rough edges our station once had. We always had a very professional programming staff, and what we did, but now our programming is much more sensitive to adults than it’s ever been. And they’ve responded to us in a big way.”

WUSL’s ratings success also stretched to afternoons, with the station notching its first No. 1 in the 3-7pm slot. “Jaye Davis, our afternoon drive personality, was up from a 6.4 to a 6.6 among persons 12+, and we’re very proud of his accomplishments.”

To further entice adult listeners, Allan says he hired Tony Brown from WDAAS-FM to do Power 99FM’s “Quiet Storm” late-night program (which airs 10pm-2am Monday-Thursday and 2pm-midnight on Sundays) and has maintained the station’s philosophy of dayparting the music. “We have to make music during our midday shift Monday through Friday. That seems to have worked well. Adults have told us so in our research. We’re a mass appeal Urban station that a wide range of ages can listen to and call their own.”

Just because you won’t hear rap during working hours doesn’t mean it’s not a part of WUSL. “We have rap music infused into our musical rotations after 6pm on weekdays and on weekends,” says Allan. “We’ve recently put [once-pulled] rap show back on Friday nights. It’s called ‘Radio Active’ and is hosted by Colby Cob, who started with us as a board operator.

Contests Rule

“We’re very personality-oriented and focused on promotions, and contests are part of our station’s image. Our listeners have grown to expect our contests and promotion efforts to be as entertaining part of what we do. They do want to win money. But when you structure your station to be fun, exciting, and upbeat, it’s important to remember that most people don’t play contests and games. So it’s important for those listeners who don’t play to still enjoy the station’s overall sound. Creativity is more important than the amount of money we may be giving away. If people are thoroughly entertained by our contests and games, then you’re on target. That’s a must.”

Dave Allan

Management’s Perspective

T & K Communications President and WUSL GM Bruce Holberg offers a management perspective on the station’s recent good deal of time trying to weave the station into the fabric of the city and play a somewhat broader role in the listeners’ lives. Doing this helps you become more consistent and improve over time. We kicked off this format in October 1987, and we’re much different now than we were then.

“We were one-dimensional when we started because we needed to concentrate on our music. We didn’t even allow jocks to use their names for the first two weeks. We didn’t want anything to be done that would distract listeners from the music. It was a fun station then, as it is now. But it was music-intensive beyond belief. Now we’re much more involved with community affairs.

“We were shooting for a younger and more female demographic in the beginning. At this point in time, we’re concentrating our efforts on adults. When we first started, we were a lot like today’s Dance CHRS. We’d play artists like Melissa Manchester, Survivor, the Steve Miller Band, and others mixed with songs from R&B groups. “As the market has become more fragmented, our niche has become narrower. You find out you can’t play the Thompson Twins anymore. So we’re a crossover station because we’re hit-oriented and fun. The presentation is really CHR, but we don’t play nearly as much pop music as we did.”

“We once were so focused on the younger audience that we had a large sign that said ‘Get Down. There’s life in the 30s!’ over the console in our control room. Now our sales pieces say ‘Consistent Results With Adults’ under the logo. That’s a major difference in the station. Time changes things.”

Tough Times

According to Holberg, Philadelphia’s Urban stations have been particularly hard hit by the recession. “We’ve noticed the recession started sooner and lasted longer for retailers pretty much driven by doing business with African-American consumers. And that’s made it a difficult year for us, as I think it has for most Urban.

“Furthermore, the format has subdivided itself into Churbans, sports teams, Urban, and Urban/CX. And there may be other kinds of fragment formats to come out of [Urban] later in the ‘90s.”

The changes, says Holberg, will likely affect how Urban stations collect their fair share of the advertising dollar. “Until Urban stations can do local primary research into the buying habits and spending potential of the market’s black audience, we won’t pull our rightful share of ad dollars. There’s research around, but it’s fairly general. And sometimes there’s research that’s there [simply] to prove a point. Our stations are going to have to invent some research of our own, because it just doesn’t exist to the point that it’s truly useful for us.”

Flashback

Did you remember to mail those photos of your latest station event to R&R? Well, it’s too late now. Send them to: Walt Love, 1930 Century Park West, Los Angeles, CA 90067.
"Sometimes I Wonder"

After fifteen years and countless gold awards you don't have to wonder.

#1 MOST ADDED!
45/43
Including:
WBLK
WDAS
WUSL
WVEE
K104
WZAK
WJLB
WTLC
KKBT
...And Many More!!

"Sometimes I Wonder,"
the new single from the new album One Of Many Nights [75021-4003-4/2]

Produced and arranged by Curtis Williams for Willpower Productions
Management and Direction: B.J. Ransom/First Class, Inc., Atlanta GA

WTPA’s Surprising Spring

10-Year AOR Leaps Into Double Digits

The spring ’91 Arbitron yielded quite a few AOR success stories, but none was more impressive than that of Quaker State’s WTPA/Harrisburg. The station bolted 7.6-12.4, replacing perennial CHR powerhouse WNNK as the market’s No. 1 adult outlet.

Surpassing its crosstown rival in the key 25-54 demo is particularly satisfying for ‘TPA because of the history between the two stations. In late 1984, ‘TPA — then occupying the 91.1 frequency — was sold to the Keymarket Group. Despite the fact that the station was coming off two straight No. 1 books, Keymarket flipped ‘TPA to CHR and changed its calls to WNNK. Quaker State owners of the far less powerful 91.5 frequency, rescued ‘TPA by adapting the calls and hiring the staff.

Market observers naturally thought Keymarket was crazy to make the change, but WNNK scored as it 7 out of the box as the "new" ‘TPA plummeted 13.4-3.

Since then WNNK has dominated the market, while ‘TPA has suffered some rough times. The low point came in full ’97, when ‘TPA slipped 3.4-1.4 and was beaten out of the market by AOR WHTY/York, PA.

No Mistake

Given that chronology, it’s easy to understand why the spring ’91 book was such a triumph for WTPA. "When I first heard the numbers — we don’t subscribe to Arbitron — I was sure there was a mistake," admits PD/morning co-host Jeff Kauffman, a ‘TPA vet for eight years of its 18-year history. "I was sure someone was looking at the wrong book, the wrong ratings service, the wrong demo. There was no way things could be as they were. When I realized what I’d heard was true, my first feeling was elation. About 30 seconds later I thought, ‘Holy shit, how do I keep this?’ What do we do now?"

"Everybody’s been working very hard. Things have been going very well, but to go up almost five points I know we had to have gotten a pretty good roll of the dice. I hadn’t seen anything to support that — I don’t know about in-tab or where the diaries fell — but I know things went our way this time. My realistic goal now is to stay in double digits. I’m not saying we’re going to go down, but I’ll be awfully difficult to go up.”

Discussing double-digit shares probably wasn’t considered realistic when Kauffman returned to ‘TPA in 1996 following a two-year stint as National PD for the Sky Corporation. At that point the station was merely trying to regroup and determine how to deal with competition from both ‘TPP and Classic Rock WGRX/Baltimore whose signal, according to Kauffman, is stronger in Central Pennsylvania than in its own market.

Trial & Error

"It was trial and error at first," Kauffman recalls. "Since we had a mainstream AOR and a Classic Rocker doing very well against us, we tried to do all things to all people. We went deeper into the library and began playing some material we shouldn’t have been playing. At the same time we tried to jump on all the new music first and ended up playing a lot of music we shouldn’t have been playing.

"After a while we came to our senses. We decided to choose what we were going to be and do the best we could. We decided to be a middle-of-the-road, mainstream rock ‘n’ roll station. Having been in Harrisburg for so long, I had a pretty good working knowledge of what would or would not make a good library. With the help of Dave Brewer and Jeff Pollack, I determined a musical game plan and have stuck with it ever since."

WTPA’s consistency paid immediate dividends. The station doubled its ratings in the next year; ran-quished ‘TPP and WGRX, and continued its steady climb to this spring’s unexpected explosion. "We really feel like we’re rowing in a totally different rhythm," Kauffman says. "I changed some clocks toward the end of last summer and freshened the library material, but that’s about it."

Format Specifics

‘TPA uses an active library of approximately 725 titles, rotating an additional 180 tracks in and out of various gold categories. The station is about 35% current and generally reports a 35-40 song playlist. Music decisions are made without benefit of local research. "It’s not necessarily because we don’t believe in research," Kauffman explains. "It’s more a matter of budget. We can’t afford to have a good product, and I’d rather put the money into advertising. If the format is in trouble, then obviously my priorities would change."

The station spends most of that advertising budget on billboards. "GM Mike Brandon really turned me around on that," Kauffman says. "He bought a billboard for $150 and got a big personal change."

When we looked at the numbers, we decided to buy the billboard. I can’t say it’s been a huge help, but I know we’ve been working the billboard very hard."

When PD/morning man Jeff "Jammer" Kauffman (l) and partner Ed Coffey aren’t wakening the natives, you’ll find them rocking in the local clubs as Coffey & Jammer’s Dead Air Blues Band.

When you get your ego stroked like this it can be detrimental to your future. We can’t let that happen.

Talking to the audience, I’m not saying we’re KI: O3: 1, a morning show! Mark & Brian, but it’s a similar type of approach..."

No matter how well Kauffman may have adjusted to the torturous morning schedule — his alarm goes off promptly at 3:15am — he’s not about to have support to keep the station running smoothly. "[APD/MD] I brin Jamess has a great set of ears and is a huge help. He doesn’t just take notes from record companies and slip them under my door. I don’t want a secretary. He’s very active in all aspects of programming."

Spot Shots

Interestingly, WTPA’s high book occurred as the station dramatically increased its spotlight to a maximum 16 units an hour. "We didn’t have a recession at WTPA. We had a boom," Kauffman says. "Our rates went up, we were sold out, and management wasn’t saying no. We ended up adding a fourth break at 10. We played significant-ly more commercials than in the past and our ratings skyrocketed. And my GM hasn’t let me forget it. Every once in a while he gets this twinkle in his eye and says, ‘You know, our listeners must really like those commercials.’"

Where does ‘TPA go from here? "That’s the question I’ve been ask- ing myself since the book came out," Kauffman responds. "I guess we’ll continue to do what we’ve been doing: maintain the format and be consistent. In this business it’s easy for people to let success go to their heads. We wouldn’t be in this business if we didn’t have egos, and when you get your ego stroked like this it can be detrimental to your future. We can’t let that happen."

When we first heard the numbers I was sure there was a mistake.

We played significantly more commercials than in the past and our ratings skyrocketed. And my GM hasn’t let me forget it.
SCREAMING IN BURBANK — Here's a party that was guaranteed to be a Scream. Pictured are (l-r) Scream's John Aldrete, Hollywood's Brenda Romano, band member John Corabi, Hollywood's Art Phillips, KQLZ (Pirate Radio)/Los Angeles MD Marcia Longo, Hollywood's Ben Brooks, and Scream's Walt Woodward.

JOCK'S ROCK CHILI CROCK — KCLB/Palm Springs may not have won the city's media chili cook-off, but the chefs' costumes raised some eyebrows. Proudly displaying their secret ingredient — rocks — are (l-r) KCLB PD Kate Willis and jocks "Chef Boy-R" Brian Ross and Scott Canon.

MORNING DRIVERS — KLAQ/Eli Paso morning men Big Al Jones and Courtney Nelson discuss race strategy with the Unsers before the Grand Prix de Juarez. Lookin' cool are (l-r) 'LAO's Big Al Jones, Johnny Unser, 'LAO's Courtney Nelson, and Robby Unser.

FAMOUS FIRSTS

JUDY McNUTT
KRXQ/SACRAMENTO PD

WHAT WAS THE FIRST RECORD YOU BOUGHT?
J: "Flying Purple People Eater"

WHO WAS THE FIRST PD TO TAKE YOUR CALL?
J: Frank Cody, at KMYR/Albuquerque

YOUR FIRST PRIORITY THIS WEEK:

MINDFUNK
“SISTER BLUE”

NEW ARTIST
#14

ALREADY ON
WBCN WKGB WIXV KJKJ
KSAQ WPDH WKQZ KFMH
WEBN KLBJ KZRR KZOQ

FREE PEE-WEE! — WRXK/FL. Myers PD Swingin' Dick Tyler (l) and MD Arvette display the station's "Free Pee-Wee" T-shirt, which was part of "Pee-Wee's Great Adventure Survival Kit." Winners also received hand lotion, a rain coat, and cash to get them in the fine establishment where Pee-Wee was arrested.

SEGUES

Veteran Dallas personality Temple Lindsey joins new Classic Rock KCDU/Dallas for middays . . . KBQI/Kansas City morning co-host Mary Glen Lassiter takes the same shift at WGFX/Nashville . . . WAZU/Dayton welcomes Mr. K to overnights . . . WEBN/Cincinnati Asst. Production Director Todd Little is the new Production Director at KRFX/Denver following John Baggs' departure . . . WGIR/Manchester, NH PD Jon Erdahl takes mornings as Tim Fox exits . . . KCOR/Santa Barbara morning man Dean Opperman returns to mornings at KKOJ/Fresno, teaming with Lisa Hamilton . . . WRXL/Richmond names overnight Rick Maybee Production Director; Sherri Fox assumes Maybee's shift.

FRESNO 500 — KJFX/Fresno had listeners race against the clock in the first annual "Fox Classic 500 Grand Prix." Hauling on the track with the lucky listeners are JFX Promotion Asst. Cyndy Torres (left front) and Fox PD Mark Thomas (middle row, far right).
Transmission of Rock 'n Roll.
David Bowie    Reeves Gabrels    Hunt Sales    Tony Sales
the new album featuring One Shot.

Machine
KDGE Cuts Second Birthday Cake

To celebrate its second year as Dallas's premier New Rock station, KDGE (The Edge) invited listeners to participate in a full day of outdoor activities and hot alternative rock.

PD Larry Nielson says there was more to celebrate this year, beginning with the location of the birthday party — the Village Country Club at Dallas's Metropolis park. Listeners and station supporters spent the day swimming, playing volleyball, and feasting at a traditional Texas-style barbecue.

"Last year, we did the party at a nightclub," says Nielson, who's been programming the Allison Broadcasting station since it switched from Z-Rock to New Rock in mid-1989. "We actually were in their parking lot! It was successful, but from an ambiance point of view, this year's party was heads and tails over last year's. [This year] about 5000 people showed up. It was really rockin'."

Promotion Director Tara Allison agrees. "It was bigger and better. There was a line outside the door at 9:30am [more than two hours before the event was scheduled to begin]. People came earlier and stayed longer, and we had twice as many people as we did last year."

The music cranked up around noon, with a handful of local favorites — One Heritage, the Shag-nastics, and Third Day — warming the crowd for such better-known acts as former Rave-Ups lead singer/guitarist Jimmer and Reprise recording artists Stress.

Lining up the talent, says Nielson, was easy. "We didn't solicit. There's a wealth of bands in this town, so we do a lot of events with them. Jimmer played last year's party. I happened to be talking to his manager, and he said Jimmer might be interested in coming back."

Something For Sponsors

The party also proved to be a boon for the local music and clothes stores, eateries, and car dealerships which — along with national co-sponsor Budweiser — were drafted to help get the event off the ground.

Listeners were encouraged on the air and in full-page ads in the Dallas Observer to pick up price-reduction coupons at the co-sponsors' places of business. The coupons knocked $10 off the $12 ticket price, encouraging more than a few folks to visit the various establishments. "It was a way to build additional exposure for our sponsors and get more advertising on the air," notes Nielson.

Promo Power

The birthday party is just one of the Edge's more popular promotions. "[Our promotions] are all very street-level. We do a lot of club promotions, arts & crafts festivals, and some in-station promotions. Last year, we tried to involve ourselves in as many outdoors-type things as we possibly could.

"As far as billboards or television spots go, we haven't spent a dime since we signed on. We have a station KV on a billboard on wheels — which we take to all of our promotions. We always get it out if there's some sort of big gathering in town because it's literally a roozer. It works very well and has a great deal of impact."

The station's "Best of Texas" concert series — one of The Edge's more popular promotions — reaffirms the commitment to the area's music scene by spotlighting a couple of area bands each Tuesday night at a local watering hole. Each quarter the station releases a "Tales From The Edge" 'CD featuring the best material from the program's featured bands.

"We just put out 'Volume 2,'" says Nielson. "It sells for $2.94 and contains 12 to 14 tracks from more than a dozen bands. The figure [volume] sold 4000 copies in a day and a half. This time we did 15,000 copies, and about 11,000 have been sold in the last couple of weeks. The proceeds are donated to charity, and we give press coverage because the papers review the CD.

"We're also working on our sec-

Second Rock 'N Roll auction with the Hard Rock Cafe. Last year we raised $4000 for charity. The biggest thing auctioned off was a guitar that was signed by every artist who's visited the station."

REVOLUTION

Changes at KUKO/Phoenix: Leah Miller moves from nights to mornings, replacing longtime personality Mary McCann (aka the Bone Mama). Partner Lyndy Lambert slides into nights and Lieca Terraz rejoint as a partner from crosstown KKFR. RITS/San Francisco's new address is 730 Ham-


Ratings

Nielson credits the success of the birthday party and other Edge promotions to its listeners. "We have an extremely strong, loyal audi-

ence that turns out wherever we throw big parties. We do a lot of events, and they're always suc-

cessful. We make them sound fun on the air, and we deliver. Our au-

dance spends a lot of time with the station, so they're more inclined to come out and support party with us."

"Typical Edge listeners are in college or college-educated, upper-
to-middle class, probably 27-38 years old, and somewhat free-

thinking. They're looking for more in a radio station than just the same old songs that were made 20 years ago. They're looking for things that are new, fresh, and in-

novative. And not just with radio; they're into high-tech stereo, cars, computers, and the cutting edge of 1991 [society]."

"Our target audience is 18-34, and we skew about 60% males to females. Our teen listeners have been building, but we really don't do gangbusters with them. We had virtually no teens when we first signed on. We don't really target them, and I really don't know why more are listening. I think maybe more [teens] are becoming more hip to what we are doing."

Nielson — who previously pro-

grammed alternative rocker KEYX Phoenix and stayed with the station a year after it switched to NAC KFXR — has a hand in installing New Rock at the Edge. "[KDGE owner] Steve Allis-

on was the owner of KEYX as well. We both had experience with the format and weren't scared of it. However, we came here with a cer-

tain audience sense in terms of needing to do something that's ultimately going to make money."

Allison and Nielson chose New Rock after researching the market. "It's new and exciting to be playing all different kinds of groups — groups that aren't old enough to have been at Woodstock. It's a very exciting format, and one that we feel is the cup of breaking wide open in the next year or two.

"Besides, I personally like the music. It's very satisfying to be involved with a radio station that you not only enjoy programming, but also enjoy listening to."

—Shawn Alexander & John Brake

WRIGLEY FIELD DAY — Mercury Records hosted a weekend party in Chicago with Material Issue and Pere Ubu. Ubu's Vinny Wigley Field from a nearby rooftop are (from left) Pere Ubu's Jim Jones, Material Issue's Mike Zelenko, KJJO/Minneapolis PD Tony Powers, Mercury's Tim Hyde, Material Issue's Ted Antani, Brad the Cubby Bear barfly (!), WHFS-An-

napolis PD Robert Benjamin, and Material Issue Manager Jeff Klawe.

SHINY HAPPY VISIT — R.E.M. drops by KROQ/Los Angeles for an on-air interview and garden weasel demonstration; (l-r) WB's Paul V., R.E.M.'s Mike Mills, MD Lewis Langen, KKOQ's Emily Guzman, and the band's Peter Buck.

Former Rave-Up Jimm (l) and a gaggle of pearly-gummers patiently look on as PD Larry Nielson proudly displays the Edge's second annual birthday cake.

Wrigley Field Day — Mercury Records hosted a weekend party in Chicago with Material Issue and Pere Ubu. Ubu's Vinny Wigley Field from a nearby rooftop are (from left) Pere Ubu's Jim Jones, Material Issue's Mike Zelenko, KJJO/Minneapolis PD Tony Powers, Mercury's Tim Hyde, Material Issue's Ted Antani, Brad the Cubby Bear barfly (!), WHFS-Annapolis PD Robert Benjamin, and Material Issue Manager Jeff Klawe.

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Former Rave-Up Jimm (l) and a gaggle of pearly-gummers patiently look on as PD Larry Nielson proudly displays the Edge's second annual birthday cake.
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spokesman for

R&R

MARKETPLACE ADVERTISING

Payable in advance. Orders must be typewritten and accompanied by payment. Visa/MC/AmEx accepted. One-inch minimum, additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per month).

Per insertion

1 time $90.00

6 insertions $55.00

13 insertions $80.00

26 insertions $100.00

51 insertions $155.00

Will include camera-ready logo or line art if provided. Deadline for Marketplace ads is noon Thursday, one week prior to publication date. Marketplace ads are non-commissionable. Submit to:

R&R MARKETPLACE

RADIO & RECORDS, 1930 Century Park West

Los Angeles, CA 90067 (213) 553-6330

Fax: (213) 293-8727

SPORTS WAS NEVER THIS FUNNY

Sports comedy from the country's hottest radio team, THE NATIONAL INSECURITY COUNCIL. Taipei, topol slams on the silliest people on earth: sports personalities! Perfect for sports talk or any male oriented show.傧Commentary and features... as heard on XTRA and WLS. When Dave & Strawberry hear these, he began drinking again! Sware to God.

Call for a free sample. (312) 989-1172

All the best jobs...all over the country...every week in R&R Opportunities...check 'em out!
promotions

Cash Cube

"Money Machine" gives your station instant impact...
800-747-1147

Show Prep

A page each day of things to do
Caraa Birthdays & Bio Lines - Odd Facts
Trivia Questions • Coming Events • Jokes
Today's USA Today events & Features with Phone
Numbers • Weather & Stock Facts • More

Free-packed by Market Gear
(800) 848-7796

Voiceover Services

Liners-ID's-Promos
Finding that super voice talent has never been easier... Simply call - toll free!
The Voice Bank
1-800-488-8224

READER SERVICES

"Sales Strategy" 
A Radio Management Handbook For The 90s...
by R&R columnist Chris Beck
Call R&R to order your copy.
(213) 553-4330

Opportunities

Openings

NATIONAL

News -- News -- News
Anchors -- Reporters -- Directors -- M/F
If you are experienced (and good), we have many medium and major market situations available on a constant basis. If you are entry level (trained), smaller market stations are looking for you. NATIONAL receives more and more requests from radio stations in all size markets, seeking qualified news personnel. If you are seriously seeking a career move, contact NATIONAL, the acknowledged leader in radio personnel placement since 1981, immediately for complete registration information. Write or call:

National Broadcast Talent Coordinators
Dept. R, P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

Broadcasting

Jobline

Your Career is on the line

Disc Jockey, Program Director, Sales, News, Production and Entry Level.
All radio markets...large & small. Updated daily.
$2.29 per min.
1-900-786-7800

Morning Star

Expanding broadcast group seeks talented morning show for pending acquisition. If you are a warm, reliable entertainer that truly understands show prep, we'd like to hear from your best. To win we'll need someone creative and inovative with friendly adult appeal. We need a disciplined individual who knows how to apply current issues and lifestyle elements to a bright, lively morning show. Good production skills and outside appearance expertise a must. Radio & Records. 1930 Century Park West, #357, Los Angeles, CA 90067. EOE

Talent Network

Networking is the KEY!!!
If you're unemployed or seeking a better situation, contact the TALENT NETWORK. Our staff includes a former major market GM and JV, VP of a major group. Confidential (407) 260-0277

Group owner seeks general manager for start-up major market Black Gospel station. Must be hands-on, sales-oriented (programs and spots), detail oriented, killer. Order takers needed, not apply. T&R to: Radio & Records, 1930 Los Angeles, CA 90067. EOE

WSTW

WSTW/Wilmington, Delaware's dominant Adult-CHR is interviewing quality fulltime and parttime air talent. WSTW is looking for creative team players. Good production and phones a must. Join a great radio station in a Top 100 market.

Program Director
WSTW
E.O. Box 1152
Wilmington, DE 19803

Major group seeks ATs for future full openings. Station serves Nassau/Westchester/Rockland/Fairfield counties. Opportunity for growth. Must relate to 25-54 demo and have good production skills. T&R to: Radio & Records. 1930 Century Park West, #363, Los Angeles, CA 90067. EOE

Attention: All Morning Men and Women!
Here's the job you've been looking for. Operations manager job for AM FM in beautiful southern New Hampshire. Promotional skills a must. Salary negotiable. Send resume, tape and references to Scott Roberts, Roberts Communications, P.O. Box 707, Keene, NH 03431. EOE
**PROGRAM DIRECTOR**

- Do you crave a medium market experience?
- Updates to work in an art situation.
- Novel character with demonstrated success.
- Handles to develop strong personalities.
- Strength in station positioning.
- Supports with sales talent.
- College degree preferred.

Send resumes and presentations to:
WKJQ, 2070 South Willow Avenue, Buffalo, NY 14224. ATT: Tom Van Noy.
(716) 874-5800. General Manager. EOE.

**MEDIUM MARKET MORNINGS**

WLAN-FM (97.9 Lancaster, Pennsylvania) medium market needs killer morning personality/“learn to team” yesterday! T&R to: Fred Michael.
WLAN-FM, 252 N Queen St, Lancaster, PA 17603. M-F 7-10.

**POWER 99FM Philadelphia's top FM station is looking for an AM drive producer/promotion assistant! If you have urban on CHR producing experience and want to work with the best urban contemporary morning team in America - Call or Fax: Free Sanborn to send your resume and supporting materials to:
Dave Allan
Program Director
POWER 99FM
480 DOMINO LANE PHILADELPHIA, PA 19128
(We are an Equal Opportunity Employer Male/Female)

**SOUTH**

Dallas gets our AT. Immediate opening for Country talent who can write copy and do production. T&R: KOVL-FM, Box 1015, Greenville, TX 75403. (916) 818-1610.

- 190,000 watt AC station seeks program director AT for adult rock format. No need to send resumes. T&R: KETY, Box Caysel, Austin, TX 78727. (512) 478-0085.
- WHER-FM seeks morning host with production experience. Send resumes to T&R: 94.7FM Chico, Box 1561, Chico, CA 95926. (916) 852-1016.
- Small market newspaper/entertainment station in NC seeks PD. Send resumes and cap. to T&R: WMQZ-FM, 408 E Exchange St, Murfreesboro, NC 28103. (919) 458-3363.
- Midday on KTVW: Serious production preferred. Females and minorities only. Send resumes to T&R: Chuck Reynolds, Box 1119, Jackson, TN 38305. (731) 669-8161.

**COUNTRY**

Fast-growing FM in rated Southwestern LA market seeks full-time AT & T&R to: KTOQ. PO Box 2418. Sulphur, LA 70663 EOE.

**OPENINGS**

PROGRAM DIRECTOR

- Must have urban background.
- Strong production skills.
- Desirable personality and sales experience.
- College degree preferred.

Send resume and presentation to:
WKJQ, 2070 South Willow Avenue, Buffalo, NY 14224. ATT: Tom Van Noy.
(716) 874-5800. General Manager. EOE.

**OPERATIONS MANAGER**

- 10:00-12:00. KHRM/WAL in Huntsville, TX. We are looking for a professional manager with strong production and station operation experience. Outstanding compensation and opportunities for career growth.
- Shane Media
2500 Forden Rd Suite 222
Houston, TX 77063 EOE.

**MORNING DRIVE AND/OR PROGRAM DIRECTOR**

- 100 kW Carolina Country station needs experienced fun-loving communicator to help keep us a winning team. We like the look of being the leader. Show us your Arbitron!
- Proven experience, creativity, interaction, phone promotions, clean humor, personal appearances, and top personality.

- We’re also tops in quality of life! Waterfront living, fishing, golf, medica.
- Send tape and resume and a written description of your morning show and/or PD philosophy to:
  Betty Roger
  P.O. Box 400
  WHLZ-FM
  Manning, SC 29102 EOE.

**MORNING DRIVE OPPORTUNITIES**

- Austin, TX at a top 5 radio station. Ex. experience a must! Send tape and resume to:
  Radio & Records, 1930 Century Park West, #364, Los Angeles, CA 90067 EOE.

- Morning drive opportunity in beautiful Austin, TX at a top 5 radio station. Experience a must! Send tape and resume to:
  Radio & Records, 1930 Century Park West, #364, Los Angeles, CA 90067 EOE.

- 100,000 watt-flaming through CHR station in Northwestern Michigan is looking for a high-energy night jock. If you are creative, a team player, can do phones, and have a positive attitude, we want you!! Good pay and perks for the right person. Hurry and drop that T&R in the mail now. We need you working with Radio & Records, 1930 Century Park West, #369, Los Angeles, CA 90067 EOE.

**WANTED:**

- Outrageous, creative, daring, entertaining morning talk pro(s) with an attitude for 740 WWZN-Orlando. FM morning shows with the music noise around your neck? More talk, no music interruptions. Get your stuff into our mail bag for the openings guy, 3500 West Colonial Drive, Orlando, FL 32808. EOE M/F.

**AIR TALENT**

- Looking for a personality, 6pm-11pm, to relate to our top rated Country Contemporary Country audience. Growing, stable broadcast group near aromatic waterfalls. We take care of our star staff. Top 50 AD. 50,000-watt FM Send T&R ASAP to: WBNW Radio, 911 Kool West, 1455 Westwood, Kalamazoo, MI 49002.

**FM WUNN /89.5**

**PROGRAM DIRECTOR**

- Midwest FM. Los Angeles is a great place to work. Looking for a program director to lead this heritage station into the '90s. Sensible ownership for 15 years. Ashley required. 2-3 years small-market experience preferred. Please send resumes, letters, and presentation to:
  Gary Gershenson
  Berkowitz Broadcast Consulting
  4901 Champion Circle
  West Bloomfield, MI 48323 EOE.

**TOUCH NOT HER HAN**

97KWNZ, northern Nevada’s leading station, is looking for a morning news sidekick to co-host our top-rated morning show. Come work in a state-of-the-art facility with a company committed to winning. Females and minorities encouraged. T&R to: Ray Kaluga, 2195 Tampa St., Reno, NV 89512 EOE.

**WE’RE GROWING AGAIN.**

As Traffic Central grows, we’re again hiring experienced broadcasters. If you’re a pro, we’re looking for talented and ground-based reporters for Northern California and elsewhere. T&R: Traffic Central, Broadcast: 27085 Corbin Blvd. Hayward, CA 94545 EOE.

**97KWNZ**

**OPENINGS**

Vapor market crucial! At shows & events! Experienced, dynamic personalities only! Must be sporty, friendly, funny, cute, with great phone! And get samples to: Radio & Records, 1930 Century Park West, #365, Los Angeles, CA 90067 EOE.

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N Records Qualified For Breaker Status This Week

**New & Active**

**Rotation Breakouts**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Breakout</th>
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<td>AMY GRANT</td>
<td>121/1</td>
<td>111</td>
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<td>CHER</td>
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<td>84</td>
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<tr>
<td>CONOR MCDONALD</td>
<td>110/6</td>
<td>83</td>
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<td>MICHAEL BOLTON</td>
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<td>59</td>
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<td>DAVE STEWART/CANDY DULFER</td>
<td>102/1</td>
<td>59</td>
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<td>LEXI DENNIS</td>
<td>106/11</td>
<td>50</td>
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<td>90/9</td>
<td>54</td>
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<td>94/3</td>
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<td>CATHY DENNIS</td>
<td>65/13</td>
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<td>KATIE DODIO</td>
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BoDeans

"Paradise"

The New Single

On Your Desk This Week!

From the Album Black and White

Produced by David Z

Personal Management: Cavallo-Roven Management

© 1991 Slash Records
**FULL-SERVICE AC**

**Most Added**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>BRYAN ADAMS</td>
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**Hottest**

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<th>Song</th>
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<tr>
<td>NATALIE COLE</td>
<td>(13)</td>
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<tr>
<td>BRYAN ADAMS</td>
<td>(11)</td>
</tr>
<tr>
<td>AMY GRANT</td>
<td>(11)</td>
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<tr>
<td>ROB STEWART</td>
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<tr>
<td>GLORIA ESTEFAN</td>
<td>(6)</td>
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<tr>
<td>MICHAEL BOLTON</td>
<td>(5)</td>
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<tr>
<td>LENNY KRAVITZ</td>
<td>(5)</td>
</tr>
<tr>
<td>PAULA ABDUL</td>
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**ASSOCIATE REPORTERS**

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<th>Artist</th>
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<td>LENNY KRAVITZ</td>
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<td>DAVE STEWART</td>
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<td>NATALIE COLE</td>
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**AC CHART 28-25 55/6**

- **WLTT** KESZ
- **WLTS** KDLX JOY99 KKSX
- **WMTS** KQKZ
- **WARM98** WZNY WLDQ WQLR KKAZ
- **KLSI** WLMX KISC KIZZ

---

**Triples**

**SUNRISE**

**AC ADDS & HOTS**

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**SALES STRATEGY**

R&B columnist Chris Beck has compiled the most street-wise strategies and philosophies for selling and managing in the '90's.

Call R&B to order your copy.

(213) 593-4330

---

Associate Reporters are AC stations in unrated markets with aggressive approaches toward new music. Although they do not contribute to the AC chart, their consensus Most Added and Hottest records serve as advance indicators of format hits.

---

23 Current Reporters
3 Current Playlists

---

**K4W**

**K4S**

---

**K3S**

---

**K2S**
DAVID SANBORN

“ANOTHER HAND”

THANK YOU JAZZ RADIO

NAC DEBUT 29
**ANSWERS**

to frequently asked questions . . .
(or how to get more out of your R&R).

#2. How are your charts compiled?

The playlists of our reporting stations are the sole basis of our airplay-only charts. We select the top-rated stations in each format as reporters. They report their music rotations or playlists each week; each song reported receives points based on its rotation category or number on the playlist; and each station is weighted according to its market size and ratings strength. Stations are periodically monitored to ensure the accuracy of their reports. The results of all the reporters’ lists are compiled to produce the industry’s most accurate charts — reflecting the current week’s national airplay.

#3. How can I get my R&R faster?

R&R HOT FAX . . . a fast preview of key news, business, and music chart advances is now available. R&R music information can also be received “on-line” direct to your computer. Call Jill Bauhs at (213) 533-4330 for further details.

#4. How do I get my station to be an R&R reporter?

Any station with a locally programmed current, timely playlist can apply. Contact the editor of your format on station letterhead requesting reporter status, along with sample playlists and a telescoped tape of a typical hour. Reporting stations are chosen on the basis of ratings success in their market; geographical balance; and the contribution of their playlist to the national airplay sample.
MARTY STUART
Tempered (MCA)
On 65% of reporting stations. Rotation: Heavy 9, Medium 12, Light 25, Total Adds 44
Including WQCB, WIOV, WWVA, WBKO, WJZM, WBRW, WZMS, WFMS, WFSP, KFBJ, KBST, KRIS, KMPS, KDRK. Moves 34-37 on the Country chart.

T.J. MARTELL FOUNDATION
FOR LEUKEMIA, CANCER AND AIDS RESEARCH
MUSIC ROW
Golf and Bowl
A PRIVATE MUSIC INDUSTRY EVENT

FOR INFORMATION: PAUL JANKOWSKI (615) 256-1401

NATIONAL AIRPLAY
AUGUST 16, 1991

Total
Reports/Adds
Heavy
Medium
Light

203/0
177 20 6

201/0
178 20 3

201/1
165 33 3

200/0
145 48 7

200/1
147 40 13

200/2
132 66 5

201/1
128 63 10

200/1
120 70 10

199/0
108 80 11

203/1
95 98 10

171/0
119 38 14

203/1
71 128 4

202/3
59 133 10

203/1
36 158 9

195/0
66 111 20

203/1
32 16 18

175/0
107 54 14

202/16
22 144 36

200/1
21 154 25

201/2
25 144 32

200/6
11 135 54

177/3
20 113 44

195/9
5 110 84

185/10
5 99 81

176/8
11 97 70

163/5
4 80 79

162/5
4 71 87

165/20
4 57 104

161/7
1 72 88

172/58
1 46 125

163/15
0 54 109

163/17
1 46 116

128/6
9 53 66

145/12
2 44 99

101/0
61 32 14

116/0
57 41 18

155/32
0 29 126

116/4
2 45 69

101/6
0 35 66

820/0
33 25 24

132/35
0 23 109

96/5
5 37 54

57/0
24 18 15

90/5
0 31 59

55/0
19 21 15

76/8
0 19 57

73/9
0 13 60

68/14
0 12 56

71/17
0 8 63

70/38
1 3 66

RICKY VAN SHELTON
Small Town Saturday Night (Curb)
On 65% of reporting stations. Rotation: Heavy 1, Medium 46, Light 125, Total Adds 58
Including WVAM, WCAO, WCBC, WYRK, WYRK, KAYD, WBQB, WPAP, WKNN, WUSN, WFMS, KFJP, KCJF, KRST, KASH, KMPN, KDRK. Moves 37-30 on the Country chart.

MARTY STUART
Tempered (MCA)
On 65% of reporting stations. Rotation: Heavy 9, Medium 12, Light 25, Total Adds 44
Including WQCB, WIOV, WWVA, WBKO, WJZM, WBRW, WJZM, WFMS, WFSP, KFBJ, KBST, KRIS, KMPS, KDRK. Moves 34-37 on the Country chart.
PATTY LOVELESS

"HURT ME BAD (IN A REAL GOOD WAY)"
THE FIRST SINGLE AND VIDEO FROM
THE FORTHCOMING ALBUM
"UP AGAINST MY HEART"
PRODUCED BY EMMORY GORDY, JR. AND TONY BROWN

REPORT DATE: WEEK OF 8/26
ALBUM STREET DATE: 9/1/91

MCA
NASHVILLE
LINDA DAVIS “Three Way Tie” (Capitol) 25/24
Reaches: Heavy 0, Medium 0, Light 26, Total Adds 0, WADC, WSKY, WCRC, WRSC, WAKK, WXIA, KRAM, KALM, KAMH, WSH, WNF, KTCS, WODE, KXIE, KYKS, KXLY, KLOL, KGKO, WTSO, KXOL, WRTS, KTTS, KXCO, KXDE, KUKY, KXCD, KUKY

DUKE MOWREY “Cowboys Don’t Cry” (Capitol) 23/2
Reaches: Heavy 0, Medium 0, Light 27, Total Adds 0, KHEY, WDKR, Medium WACQ, WAKK, KAME, WRTD, WXYA, WRVZ, Wnine, WIKR, WIKR, WIKR, WIKR, KUUY, KUKY, KUKY

TIM RYAN “Seven Direction” (Epic) 18/17
Reaches: Heavy 0, Medium 0, Light 18, Total Adds 17, WXYA, WRTZ, WRTX, WTXC, WAKK, WAKK, WAKK, WAKK, WAKK, WAKK, KXDE, KUKY, KUKY, KUKY

TERRENCE MCDONNELL “My Darlin’ Love” (Polygram) 9/8
Reaches: Heavy 0, Medium 0, Light 9, Total Adds 9, WRTZ, WRTX, WTXC, WAKK, WAKK, WAKK, WAKK, WAKK, WAKK, KXDE, KUKY, KUKY, KUKY

CANADIAN CHARTS

A REAL HIT IS HARD TO MISS !!!

“I have always loved this guy’s singing. To me, he’s one of our most timeless, yet most underrated vocalists. Marry the pipes to a Roy Hamilton goldie that’s long overdue for a revival, plus a dandy, spare rockabilly production and you’ve got love at first listen.” —Robert K. Oermann, Music Row

“Don’t overlook this! Medley, one half of the Righteous Brothers, resurrects a 1958 chestnut. It’s got a great spooky rockabilly feel that’s unlike anything else out there.” —Gavin
HAL KETCHUM
Small Town Saturday Night

THANKS!

Written by
Pat Alger and Hank DeVito

Produced by
Allen Reynolds
& Jim Rooney

Mighty Quinn Management
Monterey Artists
Evelyn Shriver
Public Relations

CURB RECORDS
GEORGIO Rollin (RCA)
69 of our reporting stations on it. Rotations: Heavy 1/0, Medium 24/0, Light 37/0, Total Adds 0.

BELL BIV DEOEV

New artist

66% August 16, 1991

URBAN NATIONAL AIRPLAY

S.O.S. BAND "Sometimes I Wonder" (Tabu/A&M) 45/43

New artist

GREGORY ISAACS "Money Dance" (Virgin) 40/40

New artist

TRACY SPECKER "Tender Kisses" (Capitol) 57/37

New artist

S.O.S. BAND "Love, Love, Love" (Motown) 20/20

New artist

JOHNNY GILL "What You Want" (MCA) 19/19

New artist

HERBIE HANCOCK "I'll Be Good To You" (Motown) 19/19

New artist

MAXINE "So Much In Love" (Motown) 19/19

New artist

JACKY "Talk To Me" (Motown) 19/19

New artist

SCOTTI BROS. "Move On" (Tommy Boy) 37/1

New artist

DEE HARRY "Lone Wolf Went Home" (Motown) 33/6

New artist

MC RONNIE "I Want You" (Motown) 23/23

New artist

KIPR. WFXM.

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LONNIE GORDON

GONNA CATCH YOU
FROM THE PRODUCERS OF BLACK BOX

THE FIRST SINGLE FROM THE FORTHCOMING SOUNDTRACK AND MOTION PICTURE "COOL AS ICE"
**MOST REQUESTED**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>METALLICA/Sandman (60)</td>
<td>EXTREME/Hate (25)</td>
</tr>
<tr>
<td>VAN HALEN/Runaround (36)</td>
<td>KISS God (26)</td>
</tr>
<tr>
<td>GUNS N ROSES/Mine (35)</td>
<td>BILLY FALCON/Power Windows (16)</td>
</tr>
<tr>
<td>QUEEN/Queen (15)</td>
<td>R.E.M./Shiny Happy People (15)</td>
</tr>
<tr>
<td>REO SPEEDWAGON/Rocket (15)</td>
<td>RTT/Face (15)</td>
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<tr>
<td>BOB SEGER &amp;.../Night (15)</td>
<td>ERIC GALE BAND/Sign (13)</td>
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**MOST ADDED**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Track</th>
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<tbody>
<tr>
<td>BOB SEGER &amp;.../Real (153)</td>
<td>JULIAN LENNON-Listen (49)</td>
</tr>
<tr>
<td>SCORPIONS/On Ya Mind (80)</td>
<td>METALLICA/Who Sheds (38)</td>
</tr>
<tr>
<td>MADONNA/Sweet 16 (25)</td>
<td>SCREAM/Miss You (23)</td>
</tr>
<tr>
<td>BAD COMPANY/Walk (18)</td>
<td>STING/Mad (21)</td>
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<tr>
<td>DILLINGER/Narcissus (15)</td>
<td>BAD COMPANY/Walk (18)</td>
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<tr>
<td>PLEASURE BOMBS/Love (18)</td>
<td>STING/Mad (21)</td>
</tr>
<tr>
<td>FOR HORESEM/Nobody (17)</td>
<td>SCORPIONS/On Ya Mind (80)</td>
</tr>
</tbody>
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**CATFISH RISING**

*JETHRO TULL*

"THIS IS NOT LOVE"

OUT THIS WEEK

**BREAKERS**

*BOB SEGER & THE SILVER BULLET BAND*

The Real Love (Capitol)
91% of reporters on it.

**METALLICA**

Enter Sandman (Elektra)
76% of reporters on it.
MR. LUCKY. THE DEBUT CHARISMA RELEASE FROM

JOHN LEE HOOKER
"MR. LUCKY"
the lead track featuring Robert Cray

Executive Producer: Mike Kappus
Produced by Roy Rogers, except "This Is Me" produced by Ry Cooder and Roy Rogers and "Stripped Me Naked" produced by Carlos Santana.

Management by: The Rosebud Agency

JOHN LEE HOOKER. 1991 Rock n' Roll Hall of Fame Inductee.
### PLAYLISTS

<table>
<thead>
<tr>
<th>Station</th>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>WPLR</td>
<td>Beethoven</td>
<td>902 - 154-4500</td>
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<tr>
<td>WSRB</td>
<td>columns</td>
<td>Kurt St. Thomas</td>
</tr>
<tr>
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### HOTTEST

- **Katydid**: Northside Thompson Twins, Joan Jett & The... Voice of the Beehive

### MOST REQUESTED

- **Katydid**: Northside Thompson Twins, Joan Jett & The... Voice of the Beehive

### MOST ADDED

- **Katydid**: Northside Thompson Twins, Joan Jett & The... Voice of the Beehive

### ADDS & HOTS

<table>
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<tr>
<th>Station</th>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>KAVC</td>
<td>Column</td>
<td>150 - 354-4450</td>
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<tr>
<td>KTBG</td>
<td>Column</td>
<td>150 - 345-4450</td>
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</tr>
</tbody>
</table>

### NEW ROCK

- **Katydid**: The first single "The Boy Who's Never Found"
- **Katydid**: Produced by Ray Schuman • From the album Shangri-La

"The Katydid are poised to hop to the top of the pop charts." - L.A. Times

"God, as December and better than anything else, July has to offer... The Katydid have come up with this year's closest summer pop single..." - S/T
### NEW ARTISTS

**Reports**

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Station</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYCKETT/Seasons (DGC)</td>
<td>W721QH</td>
<td>11-50</td>
<td></td>
</tr>
<tr>
<td>CHRIS WHITLEY/Living With The Law (Columbia)</td>
<td>W515P</td>
<td>11-01</td>
<td></td>
</tr>
<tr>
<td>PROCOL HARUM/All Our Dreams... (Zoo)</td>
<td>W391XY</td>
<td>11-05</td>
<td></td>
</tr>
<tr>
<td>MICHAEL McDERMOTT/We'll Be Back (Giant/Reprise)</td>
<td>W110C</td>
<td>11-12</td>
<td></td>
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<tr>
<td>FLIES ON FIRE/Cry To Myself (Atlantic)</td>
<td>W315UL</td>
<td>11-15</td>
<td></td>
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<tr>
<td>SCREAM/Ma In The Moon (Hollywood)</td>
<td>W617CS</td>
<td>11-20</td>
<td></td>
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<tr>
<td>STUART HAMM/In Love (Relativity)</td>
<td>W517R</td>
<td>11-25</td>
<td></td>
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<tr>
<td>KINGFISHER/I Say (CBS)</td>
<td>W515P</td>
<td>11-30</td>
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<tr>
<td>NEVERLAND/Drinking Again (Interscope/EWA)</td>
<td>W721QH</td>
<td>12-01</td>
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</tr>
<tr>
<td>CHRISSY STEELE/Love You 'Til It Hurts (Chrysalis)</td>
<td>W315UL</td>
<td>12-12</td>
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<tr>
<td>KIK TRACEY/You're So Strange (RCA)</td>
<td>W515P</td>
<td>12-20</td>
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<tr>
<td>BABY ANIMALS/Early Warning (Imago)</td>
<td>W315UL</td>
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<tr>
<td>MR. BIG/Lucky This Time (Atlantic)</td>
<td>K100Z</td>
<td>12-24</td>
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<td>MIND FUNK/Cider Blue (Epic)</td>
<td>W721QH</td>
<td>12-27</td>
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<tr>
<td>DANGEROUS TOBIE/Live 'Em Up (Columbia)</td>
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<td>12-30</td>
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<tr>
<td>DILLINGER/Home For Better Days (JRS)</td>
<td>W721QH</td>
<td>12-31</td>
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<tr>
<td>PLEASURE BOMBS/Love Takes A Walk (Atco)</td>
<td>W515P</td>
<td>12-31</td>
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<tr>
<td>ANIMAL LOGIC/We Won't Be Sleeping (IRS)</td>
<td>W721QH</td>
<td>12-31</td>
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<tr>
<td>Lenny Kravitz/Fields Of Joy (Virgin)</td>
<td>W515P</td>
<td>12-31</td>
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<tr>
<td>WHITE TRASH/Apple Pie (Elektra)</td>
<td>W721QH</td>
<td>12-31</td>
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</tbody>
</table>

New Artists have not yet had an AGR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

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### EAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Format</th>
<th>Contact</th>
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<tbody>
<tr>
<td>WFMJ</td>
<td>Philadelphia</td>
<td>99.9 FM</td>
<td>Top 40</td>
<td>John Bingley</td>
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<tr>
<td>WBCN</td>
<td>Boston</td>
<td>104.9 FM</td>
<td>Rock</td>
<td>Mark Gans</td>
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<tr>
<td>WFLC</td>
<td>Columbus</td>
<td>95.9 FM</td>
<td>Hot AC</td>
<td>Steve Lewis</td>
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<tr>
<td>WZTV</td>
<td>Cleveland</td>
<td>105.7 FM</td>
<td>Hot AC</td>
<td>Pat Boylan</td>
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### SOUTH

<table>
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<th>Frequency</th>
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<th>Contact</th>
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<tbody>
<tr>
<td>WFSU</td>
<td>Tallahassee</td>
<td>91.3 FM</td>
<td>Classical</td>
<td>Gary Turner</td>
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<tr>
<td>WJAC</td>
<td>Greensboro</td>
<td>97.5 FM</td>
<td>Rock</td>
<td>Tom Wooten</td>
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<tr>
<td>WLRQ</td>
<td>Orlando</td>
<td>90.5 FM</td>
<td>Rock</td>
<td>Steve Brown</td>
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<td>WQCS</td>
<td>Savannah</td>
<td>90.1 FM</td>
<td>Classical</td>
<td>John Smith</td>
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**Continued on next page**
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<th>Format</th>
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<td>1000 WPLJ</td>
<td>New York</td>
<td>95.5 FM</td>
<td>Mojo</td>
<td>Tom Cuddy</td>
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<td>B104 WBSB</td>
<td>Baltimore</td>
<td>95.5 FM</td>
<td>Eagle</td>
<td>Todd Fisher</td>
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<tr>
<td>B94 FM</td>
<td>Pittsburgh</td>
<td>106.7 FM</td>
<td>WBBL</td>
<td>John Roberts</td>
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<tr>
<td>106 WEGX</td>
<td>Philadelphia</td>
<td>94.5 FM</td>
<td>WGBT</td>
<td>Jay Beal Jones</td>
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<tr>
<td>106 WZOU</td>
<td>Boston</td>
<td>94.5 FM</td>
<td>Power</td>
<td>Chuck Beck</td>
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<td>101 WXKS</td>
<td>Boston</td>
<td>101.1 FM</td>
<td>WPGC</td>
<td>Steve Rivers</td>
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<td>WQHT</td>
<td>New York</td>
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<td>Q105</td>
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<td>WQAM</td>
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<td>WQAM</td>
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<td>Houston</td>
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<td>Rick Stacey</td>
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<td>KKBQ</td>
<td>Houston</td>
<td>93.9 FM</td>
<td>KKBQ</td>
<td>Dave Haliot</td>
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*Note: The above table lists some of the CHR P1 PLAYLISTS stations and their formats, PDs, and MDs as of August 16, 1991.*
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>PD/MD/AD</th>
<th>Music Coord.</th>
<th>Special Notes</th>
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<td>Daytona Beach</td>
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<td>WNCI 97.9</td>
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<td>96.3 FM</td>
<td>Detroit</td>
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*This document contains a list of radio stations with their respective locations, programming directors, music directors, and special notes.
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Please note, frozen playlists are indicated with an "H" 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 a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

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

---

### 246 REPORTS

#### Paula Abdul
The Promise Of A (Captive Virgin)
LP Spinnbound

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### Michael Bolton

- Time, Love And... (Columbia)
- LP: Time, Love & Tenderness

- Total Reports: 216

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- Total Reports: 113

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### Boyz II Men

- My Homeboy (MIR/Motion)
- LP: Co-Motion Harmony

- Total Reports: 161

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### Color Me Badd

- I Accept Mi Amor (Grand)
- LP: C.M.B.

- Total Reports: 218

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### C & C Music Factory

- Things That Make You Go (Columbia)
- LP: Gonna Make You Sweat

- Total Reports: 300

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### Natalie Cole

- Nat King Cole
- LP: Unforgettable (Eulker)

- Total Reports: 199

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### Marc Cohn

- Silver Thunderbird (Atlantic)
- LP: Marc Cohn

- Total Reports: 92

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### Parallels

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### CORINA
**Temptation (Cutting/Atco)**
LP: Corina
Total Reports: 205 825

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### CATHY DENNIS
**Too Many Words (Polydor/PLG)**
LP: Cathy Dennis
Total Reports: 209 915

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### D
**D.J. JAZZY JEFF & THE FRESH PRINCE**
**Summertime (Epic)**
LP: Homebox
Total Reports: 185 715

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### E
**EXTREME**
**More Hearted (ASAP)**
LP: Extreme II (Atco)
Total Reports: 162 665

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### F
**BILLY FALCON**
**Power Windows (Jambos/Mercury)**
LP: Pretty Blue World
Total Reports: 76 315

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### G
**AMY GRANT**
**Every Heartbeat (ASAP)**
LP: Heart to Heart
Total Reports: 224 915

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**CHESTY HAWKES**
**The One and Only (Chrysalis)**
LP: The One and Only
Total Reports: 89 365

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**WHITNEY HOUSTON**

My Name Is Not Susan (Arista) LP Time To Remember Total Reports 181 196

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**BROOKLYN 5**

I Can't Wait Another Minute (Live/RCA) LPs Live Total Reports 175 | 738

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<td>&quot;This Is What I Call Love&quot;</td>
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**BROOKLYN 5**

I Can't Wait Another Minute (Live/RCA) LPs Live Total Reports 175 | 738

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</tr>
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<tbody>
<tr>
<td>P3</td>
<td>JOHNNY CASH</td>
<td>&quot;One More Time (Mercury)&quot;</td>
<td>LP Giant</td>
<td>67</td>
<td>44</td>
</tr>
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<tr>
<td>P4</td>
<td>JIMMY DURANTE</td>
<td>&quot;This Is What I Call Love&quot;</td>
<td>LP Jitterbug</td>
<td>130</td>
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**BROOKLYN 5**

I Can't Wait Another Minute (Live/RCA) LPs Live Total Reports 175 | 738

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<tbody>
<tr>
<td>P1</td>
<td>WHITNEY HOUSTON</td>
<td>&quot;My Name Is Not Susan&quot;</td>
<td>LP Time To Remember</td>
<td>181</td>
<td>196</td>
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SIGNIFICANT ACTION

B
A.L. THE PRINCE OF Rap
The Real Is Hot (Epic)
The Power Of The Rhythm

C
BRAND NEW HEAVIES
Never Stop ( Delicious Vinyl/Island)
LP / Brand New Heavies

E
EX-GIRLFRIEND
Why Can't You Come Home (Reprise)
LP / EX GIRLFRIEND

G
GERARD ON
When The... (Interscope/EastWest)
LP / EX GIRLFRIEND

K
KEEPIF
Winning On The Same Star (Arista)
LP / East West

Y
YOUNG M.C.
That's The Way Love Goes (Capitol)
LP / East West

CUT N' MOVE
Get Serious (Epic)
LP / East West

LISA FISHER
Save Me (Elektra)
LP / East West

DAVID HALLYDAY
Tears Of The Earth (Scott Bros)
LP / East West

LATIN ALLIANCE
Low Rider (Vergo)
LP / East West
### SIGNIFICANT ACTION

**A LIGHTER SHADE OF BROWN**  
(Latin Active (Quality))  

**MIC MURPHY**  

*Give Me Just A Little More*  
(East/West)

**SQUIRES & THE RANCHERS**  

*Kiss Them For Me (Gilfmaster)*  
(LP Superstition)

---

**LL. COOL J**  

*6 Minutes Of... (Def Jam/Columbia)*  
(LP) Mama Said Knock You Out

**RICK JONES**  

*Wanna Be (Atlantic)*  

---

**LONGHORN**  

*No Woman No Cry (Radioactive)*  
(LP) 'N the Boot

**RICK MATTHEWS**  

*Player On The Radio (Hollywood)*  
(LP Only the Young)

---

**MICHAEL JANSKI RICKS**  

*Talkin' About My Blue Angel (Impact)*

---

**M**

---

**RICK JONES**  

*Wanna Be (Atlantic)*  

---
BILLY SHEEHAM (33)
HèHEAVY SEI (33)
KLF/3 BOYZ (22)
COLOR ME BADDA Adore Mi Amor (Giant/Reprise)
FIREHOUSE/Love (A&M/Morgan Creek)
BOYZ II MEN (42)
AMEY ROBINSON (28)
HEAVY D. & THE BOYZ/Hit Me Like A Hammer (EMI)
JAMEY BROWN/In The Wind (PolyGram/PLG)
TO Fly (MCA)
Tell (DGC)
PLAYS THE FOO (Capitol)
TALK About (Capitol)
To Fly (MCA)
Like You (EMI)
HEARTBREAKERS/Learning To Fly (MCA)
TO Fly (MCA)
Like You (EMI)
HEARTBREAKERS/Learning To Fly (MCA)
TO Fly (MCA)
Like You (EMI)

Note: See Parallels for a complete picture of station activity. New records with large add totals won't show in Performance Where Played until those adds convert to chart. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.
EMOTIONS The forthcoming new album from Mariah Carey.
Featuring the first single, Emotions.
Picking up... where she never left off.
On Columbia.
See Mariah perform Emotions live
on MTV Music Awards, Sept. 9th.
9O
Reports 99KHI, TOM
Reports WZOK, KOIZ, Reports
Reports KING OF THE HILL FM100, KYRK, WXKS 4-33, WNVZ d-29, PWR106 d-32, B93 39-36.
Reports DONNA Reports
Reports JESUS JONES REPORTS
Reports STEEL HEART SELLING (Heart)(Steel Heart)
Reports NEW & ACTIVE
Reports
Reports MMDT 9-10
Reports STEEL HEARTS "She's Gone (Lady)" (MCA)
Reports 48 Moves Up 1, Debuts 0, Same 0, Moves 0 including WKBQ, WJMO, WCKZ, KMM, WEDO.
Reports DETAILED PROGRAMMING
Reports SELECTED REPERTORY
Reports
Reports BOYZ II MEN Motown/A&M
Reports 65% of our reporters playing it. Moves: Up 105, Debuts 20, Same 16, Down 0, Adds 14 Including WKBQ, KS104, KPLZ, KTWO, WDFX, KXSR, WPKR106, KKFR, KISN, HOT977, KUBE. See Parallels, moves down at number 40.
Reports
Reports DETAILED PROGRAMMING
Reports
Reports MAMITA
Reports Love...Will You Be There (Columbia)
Reports 62% of our reporters playing it. Moves: Up 39, Debuts 39, Same 42, Down 0, Moves 39 including WZQU, T05, WDFX, KXSR, WPKR106, KKFR, KISN, HOT977, KUBE. See Parallels, moves down at number 40.
Reports DETAILED REPORTS
REPORTS
Reports NATURAL SELECTION
Do Anything (EastWest)
Reports 67% of our reporters playing it. Moves: Up 60, Debuts 29, Same 34, Down 0, Adds 41 including WZQU, B94, Q102, PWR106, KKKR, KUBE, WNNK, WZYP, XL1067. See Parallels, debuts at number 38.
Reports DETAILED REPORTS
REPORTS
Reports BOYZ II MEN Motown/A&M
Reports 65% of our reporters playing it. Moves: Up 105, Debuts 20, Same 25, Down 5, Adds 16 including WPHR, WPVR, WIX2, 995, PWR545, WGTZ, KQKQ, KX107, FK95, KSNZ. See Parallels, moves 23-20.
Reports DETAILED REPORTS
REPORTS
Reports MARKY MARK & THE FUNKY BUNCH Good Vibrations (Interscope/EastWest)
Reports 63% of our reporters playing it. Moves: Up 105, Debuts 20, Same 16, Down 0, Adds 14 Including WKBQ, KS104, KPLZ, YT2, 9095, WMXF, WIX2, KDON. See Parallels, moves 28-23.
Reports DETAILED REPORTS
REPORTS
Reports MAMITA
Reports Love...Will You Be There (Columbia)
Reports 62% of our reporters playing it. Moves: Up 39, Debuts 39, Same 42, Down 0, Moves 39 including WZQU, T05, WDFX, KXSR, WPKR106, KKFR, KISN, HOT977, KUBE. See Parallels, moves down at number 40.
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The One
You've
Been
Looking
For (Is Here)

"She's Gone (Lady)"

The New Single
From The Gold Album

FIRST WEEK ACTION
#3 MOST ADDED CHR!
48/47

Produced By
Mark Opitz / A.Jost Production
Executive Producer:
Bruce Dickinson
Management:
United Entertainment, Stan Poses
NEW AIRPORT OVERVIEW

NEW ROCK

1 2 3 4 5

1. B. ADAMS (Everything...) (A&M/Morgan Creek)
2. ANY GRANT/Every Heartbeat (ASW)
3. CHER/No One Loves Me (EMI)
4. ROBBIE WILLIAMS/Heaven (Beggars) -
5. MICHAEL BOLTON/Nothing's Been The Same (A&M)

1. GLADYS KNIGHT/Whom (MCA)
2. VIKA/Special (MCA)
3. BEBE & CECIE KNIGHT/Addicted Love (Capitol)
4. PEABO BRYSON/Can You Stop The Rain (Columbia)
5. LISA LIBRASCO/The Beat Hit Em (Columbia)

1. B. ADAMS (Everything...) (A&M/Morgan Creek)
2. ANY GRANT/Every Heartbeat (ASW)
3. CHER/No One Loves Me (EMI)
4. ROBBIE WILLIAMS/Heaven (Beggars) -
5. MICHAEL BOLTON/Nothing's Been The Same (A&M)

1. PSYCHEDELIC FURS/World Outside (Columbia)
2. BIG AUDIO DYNAMITE/No One (Capitol)
3. CROWDED HOUSE/No Place (Capitol)
4. KITTY MACDONALDLadybird (Charisma)
5. SORCERY/Compact (Chrysalis)

1. DOTSOLO/Unbranded (A&M)
2. OTTMAR LEBEN/Atrocious (Elektra)
3. TOM SCOTT/Kisses & Cheap Beer (Virgin)
4. CANDY DULFER/Sexuality (Arista)
5. MICHAEL BOLTON/Nothing's Been The Same (A&M)

1. DAVID SANBORN/Another Hand (Elektra)
2. NAC/Int'ermediate (A&M)
3. MICHEL PETRUCCI/From The Blue Note (A&M)
4. HILTON RUZIC/Moments Notice (Sire/RCA)
5. LINDY WORD.Validate (MCA)

1. B. ADAMS (Everything...) (A&M/Morgan Creek)
2. ANY GRANT/Every Heartbeat (ASW)
3. CHER/No One Loves Me (EMI)
4. ROBBIE WILLIAMS/Heaven (Beggars) -
5. MICHAEL BOLTON/Nothing's Been The Same (A&M)

1. HAL KETCHUM/Small Town Saturday Night... (Curb)
2. REBA McENTIRE/All I Want (MCA)
3. BONNIE TYLER/It's A Heartache (Columbia)
4. JIMMY BUFFETT/Comin' Home Baby (Curb)
5. SANDY & AMY/That's The Way Love Goes (Capitol)

1. THE BACKSTREET BOYS/As Long As You Love Me (MCA)
2. BRIAN LIFTON/Is It Really Over (Capitol)
3. BRUCE SPRINGSTEEN/Madman's Love (A&M)
4. GEORGE MICHAEL/It Must Have Been Love (Capitol)
5. BONNIE TYLER/It's A Heartache (Columbia)