Many Markets Show Sales Upturn In Fourth Quarter

Nearly half of markets with downturns in first nine months reversed in final quarter.

A review of Market Revenue Performance by Quarter reports published by Miller, Kaplan, Arase & Co. shows that nearly half of the 92 market surveyed experienced an upturn in the fourth quarter of 1991.

Forty of the markets, which saw worsening revenue trends for each of the year's first three quarters of 1991, rebounded in the October-December quarter. Still, 18 markets were down every quarter.

The second-to-fourth quarter trend was far more positive than the first-to-third quarter trend in 1991. Only three markets recorded increasingly negative movement for the three most recent quarters, but 40% of market growth rates had progressively worsened throughout the first three quarters of 1991.

Nearly a third of the surveyed markets enjoyed fourth quarter growth over the comparable period in 1990. That's far from just 19% for the third quarter.

Houston and Savannah, GA were the only markets showing positive growth during each of the year's four quarters. Richmond, VA, which narrowly missed being up all four quarters, showed progressively better performance each quarter.

George Nadel Rivin, CPA

Houston, KC Stations Unite

Urban triplets in Texas, Country combo in Missouri

Three Houston stations have united their sales forces to form the "New Houston Tornado." Clear Channel's Adult Urban KHYS will now be sold in combination with Newsradio Urban KMJQ and Rap KYOK. In Kansas City, Capitol CHR KXXR will switch to a traditional Country format and be represented by Sehorn in contemporary Country KFDF.

KHYS GSM Aldie Beard will become Director/Sales for the three Houston stations. KMJQ GSM Mark Stiles would remain in his position and report to Beard. Although the Houston threesome appears to represent a local marketing agreement (LMA), KMJQ & KYOK GM Montie Long stressed to R&R that the tri-station setup should not be called an LMA. "The arrangement is for sales purposes only," he said. "Each station will continue to be programmed separately, and each station will be responsible for its own community service." A Noble news release called it a "joint sales representation agreement."

The Kansas City LMA will become effective February 15. R&R has learned that KXXR, which ran a distant second to HOUSTON LMA See Page 30.
You heard she was discovered by Prince.
You heard she wrote “Justify My Love” and “Do Anything.”
Now... hear the artist in her own voice.

Ingrid Chavez

"HIPPY BLOOD"

the brand new single...
the distinctive new sound

From the album INGRID CHAVEZ

Composed and Produced by
Ingrid Chavez and Michael Koppelman

Personal Management:
Paul J. Moe and Steven E. Kurutz for Marquee International

Styling for Ingrid Chavez:
Mitsuhiro Matsuda

Paisley Park

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Scott Gets EZ WBZZ PD Post

Neon Communications and WZKS/Louisville VP/Programming Buddy Scott has been named PD at EZ Communications CHR WBZZ (B94)/Pittsburgh. He replaces John Roberts, who left last month.

B94 VP/GM Tex Meyer said, "I interviewed a lot of qualified candidates. But after looking at everything, Buddy was the top choice. He's got an excellent track record and is an excellent communicator. We saw eye to eye about a lot of things we need to do at B94."

EZ Regional VP/Programming Doug McGuire added, "Buddy is a big win for us. He's a seasoned pro, has a passion for the format, and understands what a 1990s CHR needs to be."

Scott said, "I went in there with a longshot attitude since they'd interviewed so many people before me. But I was very pleased with how well Tex, Doug, and I got along and zeroed in on the station's needs. It's a great opportunity and the kind of position that I'm comfortable with. I hope to continue B94's winning tradition."

Scott previously held PD positions at WBBM-FM (B96)/Chicago, WXGT (DIX)/Columbus, and WDJX/Dayton.

BRIDGMAN EXITS

KHTK/St. Louis Names St. John Programmer

Veteran programmer Michael St. John has succeeded Brian Bridgman as PD at Legend CHR KHTK (Hot 97)/St. Louis. Bridgman exited over philosophical differences.

KHTK VP/GM Michael Frischling said, "I'm excited about having Michael come to KHTK. He's had so much success in turnaround situations over the past 15 years." According to Frischling, St. John will also serve as the station's interim morning drive personality until a fulltimer is found.

St. John told R&R, "St. Louis is a market that has a lot of untapped potential for CHR. We're going to continue to address the signal problems and put our best foot forward to build KHTK into the hot FM for the city. The experience I gained in Urban radio at WJXK (Hot 92)/Nashville will help me understand the proper positioning for KHTK."

St. John's prior programming stops also include KOY-FM/Phoenix, WYHY (Y-107)/Nashville, WWXK (KJKK)/Nashville, and WWXX (KXXK)/Birmingham.

Godfather's 80th

When Mob "The Godfather" Preskell turned 80 recently, well-wishers packed NYC's Caffe Cello for the celebration. Among them were Charisma President Phil Quaharnan, Sr. VP/Promotion Bob Catsman, and staffers Lon Papakaleno and Tom Bobak, Virgin VP/Field Ops John Soules, and Bill and Sally Jerome of Jerome Promotions. Seated and looking on at promotion ville Preskell (c) receives his cake are Sophie Preskell and Lou Levy.

Roy Sampson Upped To OM At Summit Urban Baltimore Combo

Summit Broadcast has promoted WXXY (Y-103)/Baltimore PD Roy Sampson to OM of the station and its sister AM WCAO (Heaven 690). Sampson will continue to program the Urban FM in his new role.

Combo VP/GM Roy Deutschman said, "After eleven years of loyalty and dedication to the operation here, this promotion is well-deserved. Roy's knowledge of the Baltimore radio market and the community will help make this transition smooth. We are fortunate to be in a situation where we can promote such talent from within."

Sampson, a 22-year radio veteran, told R&R, "I feel great about the opportunity to do more with this great operation here. I'm especially excited about the potential that Summit sees in the Gospel format that have in the Baltimore market."

Sampson will work closely with Summit's recently named Director of Gospel Programming, Mike Gamble.

Green Set As VP At Sony Music

Atco Records Exec. VP/Adult Promotion and Operations Ted Green has been named Sony Music as a newly created VP post. His responsibilities will include the exploration of new business opportunites and the supervision of special projects and ventures.

Sony Music Exec. VP Mel Ilberman noted, "I've enjoyed knowing and working with Ted for many years, and his dedication and business acumen have never failed to impress me. The range and scope of his abilities are exceptional, and I'm delighted he'll be with us."

During his Atco tenure, Green was responsible for launching the label's classic publishing operations. Before that, he was Sr. VP/ Business Affairs & Music Publishing at PolyGram Records as well as Sr. Attorney and Director/Business Affairs at CBS Records.

February 7, 1992

AOR GREEN SCENE

Now's the perfect time to make plans for Earth Day 1992 . . . because the Earth can't wait.

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Russian Broadcast Chief Seeking Foreign Investors

Americans and other foreign investors are being invited to buy a stake in Russian radio and television. Sounding ever more like a capitalist, Ostankino Director-General Anatoly Tupikin told a Washington roundtable discussion that the great ways be available.

Tupikin said the government of Russian President Boris Yeltsin has carved three independent broadcast companies from the state-run Gostelradio and ordered them all to privatize by the end of 1992. Tupikin said he doubted the deadline would be met, but that was legitimate, the sale of state assets is "liberating the state and its potential moneybags to us.

In a move toward greater openness, the delegation heads decided at their first meeting to set up a regular organizing meeting to open the WARC sessions to reporters for the first time. Only the private participants or delegation heads, who are off-limits even to other delegates, will remain closed to the media. The U.S. delegation will have to rely purely on the Associated Press and other such trade associations for their coverage of the meeting.

The head of the host delegation, Spain's Jose Barrientez Pena, was elected Chairman of the WARC. Besides Barrientez, the other Vice Chairmen are from Russia, the Ivory Coast, China, and Norway.

The FCC has fined two Southern combos for violating EEO rules. AmCom Inc.'s KRM-D/Fayetteville was slapped with a $20,000 fine, along with reporting conditions and a short-term license renewal. Lewis Broadcasting Corp.'s WNWA & WKK/New Albany, MS was fined $7500. The Commission rejected NAACP and Black Media Coalition complaints about 12 other stations.

Because of a lack of action within 45 days of charges, the FCC released it a deal. "That's a good deal for flexibility," said the Commission. The fact that the company has changed its name to Delwarei North Companies as part of an image-rebuilding campaign.

Delaware North spokesman Sam Gifford was unavailable for comment about the company's criminal record, but his assistant said, "That's in our history." The Mass Media Bureau Chief said he was "less than 30%" of the amount of time spent on the case.
THE NEW YORK ROCK AND SOUL REVUE

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DONALD FAGENT

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**DC Lawyer Weitzman Discovers New World In Local AM Action**

Waco investors turn FM over to bank; Olympia sale delayed

**Deal Of The Week**

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>Price</th>
<th>Seller</th>
<th>Buyer</th>
<th>Terms</th>
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</thead>
<tbody>
<tr>
<td>Washington</td>
<td>WUSTI</td>
<td>$1.3 million (approx.)</td>
<td>Trustee</td>
<td>Trustee</td>
<td>Cash</td>
</tr>
<tr>
<td>Alaska</td>
<td>KISK</td>
<td>$390,000</td>
<td>Whitman Broadcasting</td>
<td>Whitman Broadcasting</td>
<td>Cash</td>
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<tr>
<td>Arkansas</td>
<td>WINQ</td>
<td>$1.3 million (approx.)</td>
<td>Trustee</td>
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<td>Cash</td>
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**TRANSACTIONS**

**1992 Deals To Date:**

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<thead>
<tr>
<th>Transaction</th>
<th>Price</th>
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<tbody>
<tr>
<td>WNP/T &amp; FM/Tuscaloosa, AL</td>
<td>$1 for 50%</td>
</tr>
<tr>
<td>Olympic Broadcasting Stations</td>
<td>$1,225,000</td>
</tr>
<tr>
<td>WJEM/Valdosta</td>
<td>$46,010,591</td>
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<tr>
<td>WJEM/Valdosta</td>
<td>$46,004,494</td>
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**Total Stations Traded This Year:**

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<td>WJEM/Valdosta</td>
<td>2,590,000</td>
</tr>
</tbody>
</table>

**TRANSACTIONS AT A GLANCE**

**Deal Of The Week:**

- **WNP/T & FM/Tuscaloosa, AL:** $1 for 50% of WNP/T & FM/Tuscaloosa, AL.
- **Olympic Broadcasting Stations:** $1,225,000 in cash.
- **WJEM/Valdosta:** $7,410,510 in cash, and $2,590,000 in debt.

**WASHINGTON TRANSACTIONS**

- **WUSTI/Washington:** $1.3 million (approx.)
- **Olympic Broadcasting Stations:** $1,225,000 in cash.
- **WJEM/Valdosta:** $46,010,591 (Last Year: $46,004,494)

**TRANSACTIONS ELSEWHERE**

**Connecticut**

- **WGRS (FM CP)/Guilford:** $31,524.
- **KYAK & KGOT/Anchorage:** Frequency: 600 kHz; 101.3 MHz.
- **KIAK & FM/Fairbanks:** Frequency: 970 kHz; 102.5 MHz.
- **WLOP & WIFOF/Jesup:** Price: $575,000.

**Georgia**

- **Jacobs Family Stations:** No cash consideration.
- **WMJE/Clarksdale:** Frequency: 102.9 MHz.
- **WDUN/Gainesville:** Frequency: 550 kHz.
- **WLOP & WIFOF/Jesup:** Price: $575,000.

**Illinois**

- **WCC/Champaign:** Price: $554,086.
- **WCAD/Chicago:** Stock sale for 10-year promissory note for $100,000 at 7.9% interest, payable in 10 equal annual installments. The seller is owed $454,086 over 20 years at 7.9% interest for loans made to the selling company.
- **WIFW/Zanesville:** Stock transfer for 51% of JJJC Broadcasting Co., owned by J.J. Johnson and Partners, Inc.
- **WTX/Chicago:** Stock sale for 10-year promissory note for $100,000 at 7.9% interest, payable in 10 equal annual installments. The seller is owed $454,086 over 20 years at 7.9% interest for loans made to the selling company.

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PREMIERE

COMEDY

NETWORKS
Iowa

KCJ/Jow City

PRICE: $25,000 for 15 %

TERMS: Stock sale for cash

BUYER: An employee group composed of Mary Johnson, Rodney Haag, Sandy Deitsch, Paul Morsch, and Tammy Baker

SELLER: KJCI Radio Inc., headed by President Cordell Braverman

FREQUENCY: 1550 kHz

POWER: 1kw

FORMAT: AC

Kentucky

KBVE/Cr surf (Baton Rouge)

PRICE: $84,943 for 25 %

TERMS: Stock sale for cash

BUYER: Michael White is purchasing 25% of the licensee. He is part-owner of KNOB/Kalle Chasse (New Orleans, LA) and WCTC/Wiggins, MS.

SELLER: H. Hunter White III of New Orleans is reducing his 50% stake in McForan Inc., to 25%

FREQUENCY: 96.5 kHz

POWER: 3kw at 328 feet

FORMAT: AC

Louisiana

KRVE/Brusly (Baton Rouge)

PRICE: $1.25 million

TERMS: Stock sale for cash

BUYER: John Lohnes is purchasing 100% of KVLZ and W600

SELLER: John Lohnes is selling 100% ownership of KVLZ Broadcasting Inc.

FREQUENCY: 92.1 kHz

POWER: 3kw at 300 feet

FORMAT: Country

MISSOURI

Kahd & KDJ/DetoSoto

PRICE: $25,000

TERMS: Cash sale of assets

BUYER: Judy Cole of Deto, MO

SELLER: Jefferson Communications Inc., owned by John Lankneu. The company filed Chapter 7 bankruptcy last August.

FREQUENCY: 1190 kHz, 100 1 kHz

POWER: 5kw daytimer, 2kw at 400 feet

FORMAT: This combo is dark.

NEW YORK

WHVW/Ilade Park

PRICE: $350,000

TERMS: Stock sale for $100,000 cash and a five-year promissory note for $250,000 at 9% interest.

BUYER: Kozacko-Horton Co.

CUMBERLAND, TENNESSEE

WBBQ/BBBS

PRICE: $810,000

TERMS: Assisted sale for $810,000

BUYER: Bob A. Antley

SELLER: Antley Broadcasting Co., Inc.

FREQUENCY: 440 kHz

POWER: 5kw daytimer

FORMAT: Country

WVLK/BBLV

PRICE: $525,000

TERMS: Assisted sale for $525,000

BUYER: Randall Wilkinson

SELLER: Wilkinson Broadcasting

FREQUENCY: 1290 kHz

POWER: 3kw at 328 feet

FORMAT: Spanish

Maryland

WBUR/Burton

PRICE: $122,000

TERMS: Stock sale for cash

BUYER: T. Paul Johnson, Rodney Haag, Sandy Deitsch, Paul Morsch, and Tammy Baker

SELLER: KJCI Radio Inc., headed by President Cordell Braverman

FREQUENCY: 1550 kHz

POWER: 1kw

FORMAT: AC

TRANSACTIONS

Continued from Page 8

Minnesota

FM CP/Eeden Prairie

PRICE: $1.05 for 15 %

TERMS: Stock sale for cash

BUYER: Emily Moore of New Brighton, MN is increasing her ownership stake in licensee Southwest Suburban Broadcasting Co. to 85%.

SELLER: Jack Moore is selling his 15% stock ownership of the licensee.

FREQUENCY: 105.7 MHz

POWER: 3kw at 300 feet

Wyro/lll Falls

PRICE: $451,150

TERMS: Stock sale for $20,000 cash and $90,000 over 10 years at 6% interest for a non-compete agreement. The buyer also is assuming obligations totaling approximately $341,150.

BUYER: Jack and Jerry Joensen of St. Cloud, MN and Steve and Heidel Van Sooten of Little Falls, MN

SELLER: Rita Schiel is selling her 100% ownership of Schiel Broadcasting Inc.

FREQUENCY: 92.1 kHz

POWER: 3kw at 300 feet

FORMAT: Country

Brokers: LGG Media Brokers

Puerto Rico

WORR/Queredaillas

PRICE: $110,000

TERMS: Assisted asset sale for $100,000 and a promissory note for $60,000 at 6% annual interest. The note is payable in five annual installments of $10,000 each.

BUYER: Clamor Broadcasting Network Inc., headed by Jorge Rashke

FREQUENCY: 950 kHz

POWER: 1kw

FORMAT: Spanish

New York

WHWV/Ilade Park

PRICE: $196,374

TERMS: Assisted sale for $196,374

BUYER: KGV Communications Inc., owned by Robert Redentor

SELLER: Lohnes Broadcasting Inc., owned by John Lohnes

FREQUENCY: 93.7 MHz

POWER: 3kw at 328 feet

FORMAT: AC

Pennsylvania

WRHA/FFC/Philadelphia

PRICE: $20,823

TERMS: Assisted sale for cash

BUYER: Peachtree Broadcasting Co., founded by Frank Pittman of Lambertson, SC. Topi Pennington of Wilmington, NC, and John Carter of Lumberton, NC.

FREQUENCY: 97.3 MHz

POWER: 3kw at 1076 feet

FORMAT: Country

Massachusetts

WINO/Winchester

PRICE: $150,000

TERMS: Asset sale for cash

BUYER: Central Broadcasting Corp., owned by William Macel. He's a real estate developer and city councilman in Haverhill, MA.

SELLER: Quality Communications Inc., owned by Lawrence DeFea and Wilson Wong. They also own WXTU/Nantucket, MA and WCFR & WIMS/SPRFigfield, VT.

FREQUENCY: 875-881 kHz

POWER: 3kw at 439 feet

FORMAT: Gold

Brokers: Kozacko-Horton Co.

South Carolina

WBLR/Batesburg

PRICE: $20,000

TERMS: Assisted sale for a 15-year promissory note at $9 interest, payable in equal monthly installments

BUYER: C.J. Baggett

SELLER: Cherry Wissowaty of Leesville, SC

FREQUENCY: 1430 kHz

POWER: 5kw daytimer

FORMAT: Country

Wags/Bishopville

PRICE: $22,000

TERMS: Assisted asset sale for $22,000

BUYER: A.L. Group, owned by Argent and Arlie Landrum of Houston.

FREQUENCY: 580 kHz

POWER: 5kw daytimer

FORMAT: Country

WTUB/Greensboro

PRICE: $2,464,000

TERMS: Stock sale for $2,464,000 from stockholder John Lohnes.

BUYER: John Lohnes is purchasing 100% of the licensee.

SELLER: Lohnes Broadcasting Inc., owned by John Lohnes

FREQUENCY: 1440 kHz

POWER: 1kw

FORMAT: Spanish

WKNJ/Waco,

PRICE: $1.25 million

TERMS: Assisted sale for cash

BUYER: John Lohnes is purchasing 100% of WKNJ/760 Waco.

SELLER: Lohnes Broadcasting Inc., owned by John Lohnes

FREQUENCY: 1470 kHz

POWER: 1kw

FORMAT: Country

Virginia

WHFI/Barlbour

PRICE: $1.25 million

TERMS: Stock sale for cash

BUYER: Gilber Granger and Thomas Smith of Williamsburg, VA. They presently own 49% of the licensee and own WMBI/Williamsburg.

FREQUENCY: 1470 kHz

POWER: 1kw

FORMAT: Country

Washington

WPTG/CP/Coast West

PRICE: $25,000 for 51 %

TERMS: Stock sale for cash

BUYER: WPTG/CP/Coast West

SELLER: R. Tyler Bland Jr. is selling 51% ownership of WPTG/CP Coastwest Broading Corp.

FREQUENCY: 1400 kHz

POWER: 1kw

FORMAT: AC

Wyoming

KJIV/Red sands

PRICE: Unassisted for 49%

TERMS: Stock sale for 49% ownership

BUYER: Virginii Broadcasting Inc., owned by Timothy Moran and 49% by Moran Communications Inc., which is headed by Amy Moran.

FREQUENCY: 1470 kHz

POWER: 1kw

FORMAT: Country

Additional information

The station's sale includes the studios and the license for $600,000 in cash to an escrow account to be administered by attorneys Dow Lorens and Albertson and a promissory note for $650,000 to settle the dispute. The KJFO shareholders agree that the aggregate unpaid balance of the note is $2,381,205. They also agree that the fair market value of the assets currently does not exceed $950,000. Washington communications attorney Jeffrey Morgan was retained to manage the station for $500,000 monthly.


FREQUENCY: 1190 kHz

POWER: 3kw at 1076 feet

FORMAT: AC

WPSX/Port St. Lucie

PRICE: $500,000

TERMS: Stock sale for cash

BUYER: WPST/Port St. Lucie

FREQUENCY: 1470 kHz

POWER: 1kw

FORMAT: Country

KJFO/Granbury

PRICE: $1.25 million

TERMS: Stock sale for cash

BUYER: Virginii Broadcasting Inc., owned by Walter Williams, Sr.

FREQUENCY: 1470 kHz

POWER: 1kw

FORMAT: Country

Additional information

The station's sale includes the studios and the license for $600,000 in cash to an escrow account to be administered by attorneys Dow Lorens and Albertson and a promissory note for $650,000 to settle the dispute. The KJFO shareholders agree that the aggregate unpaid balance of the note is $2,381,205. They also agree that the fair market value of the assets currently does not exceed $950,000. Washing-
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Our Host: HAMMER
Award of Merit - JAMES BROWN

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Director, JEFF MARGOLIS - Writer, ROBERT ARTHUR - Executive in Charge, FRAN LA MAINA

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Sun 6/7 - Annual Music Industry Tennis Open • Racquetball Tournament • Rock 'N The Puck Celebrity Hockey Games
Wed 6/10 - Celebrity Golf Classic & 10th Annual Rock 'N Bowl
Thurs 6/11 - T.J. Martell Celebrity Silent Auction
Sun 6/14 - Celebrity Softball Games
Rowland's WAIA Adds Ade As VP/GM

KNOW & KEY/Austin VP/GM John Mackin Ade has assumed the same post at Rowland Family Classic Rock WAIA/Jacksonville. The position had been open for several months. Ade said, "The combination of Rowland's expertise and my management experience should make for a very long and successful relationship. WAIA is a gold mine waiting to be excavated!"

Prior to working at the Austin combo, Ade was President of Spectrum Broadcasting. He also held executive posts at KLUV/Dallas, WNOY/New York, and WIP/Philadelphia.

MILLIMEDIA INC. (NASDAQ: WMEDC) reported fourth quarter earnings of $14.5 million (39 cents per share) versus $17 million (46 cents per share) the year before. Revenues were up 13% to $126.8 million ($123) in 1990. Revenues were up 9% from $480.7 million in 1990 to $524.3 million in '91.

Operating income for the broadcasting group was off 17% in the fourth quarter and 20% for the year. Among its media holdings, Cap Cities/ABC owns 21 radio stations in 11 markets, including seven of the Top 10.

Gannett Co. (NYSE: GC) reported earnings of $50.47 per share versus $47.78 million ($27.11) in 1990. Revenues suffered a slight dip: $538.6 billion compared to $538.2 billion.

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HARRIS, SOVA SET IN NEW PINNACLE VP POSITIONS

Pinnacle Broadcasting has restructured its upper management layer following the departure of Exec VP/COO Scott Savage (R&R 1/24). KLL/Lubbock VP/GM Scott Beards becomes VP/Programming, while WFTC & WRNS/New Bern-Greenville-Jacksonville VP/GM Roy Sova is elevated to VP/Sales.

Pinnacle Chairman/President Philip Marelata said, "We lusted to lose Scott Savage, but we're fortunate to have the talent in the company on which to capitalize. Both Scott (Harris) and Roy are great achievers in their respective areas.

Scott is running one of the nation's best Country stations, and Roy is equally successful in sales.

Sova commented, "This is a fantastic opportunity. Having a person directly involved with sales and promoting another big opportunity is what made us in the company on a day-to-day, week-to-week basis set a new direction for Pinnacle. It's Pinnacle! See Page 30.

MERCURY RECORDS ELEVATES KELLY

Mike Kelly has been promoted to National Field Director/Rhythm & Black Music Promotion for Mercury Records. "We are proud to have a person of Mike's caliber as part of our promotional team," said Darre Langford, Sr. Director of the Rhythm & Black Music Group. "Mike brings with him a well-rounded knowledge of the industry from both a radio and records perspective."

Prior to joining Mercury last year, Kelly worked for Motown and Arista. He previously programmed KATZ/Louis and KAPE/San Antonio.

Atlantic/Nashville Ups Switzer, Kahane

Atlantic/Nashville has promoted Bryan Switzer to Director/National Promotion. Concurrently, Elroy Kahane has been tapped as Director/Art- istic Development. VP/Operations Rick Blackburn told R&R, "I'm proud of the work Bryan has done the last two years, and of his energy and excitement. I have no doubt he'll do extremely well in his new position."

Regarding Kahane, Blackburn commented, "Artist development is the engine that drives the machines in today's environment. Elroy's enthusiasm and experience are major assets for us."

Switzer was previously Manager/National Promotion, a post he held since joining Atlantic/Nashville two years ago. Kahane, with the label for nearly three years, formerly served as Director/National Promotion.

Strasser VP/GM At W. Palm Combo

The new VP/GM at WPBG & WRKK/West Palm Beach is Director of Sales Lee Strasser, who will now wear both hats at the Price Gold-Country combo. Price President Bob Price said, "Lee is devoted to the Palm Beach area, the stations, and the person- nel, and is a superb candidate to lead the properties in the coming years."

Strasser joined the combo in 1987 as GSM, after a two-year stint as AE at crosstown WJNO.

EXECUTIVE ACTION

Anzaldo Promoted At RCA

RCA Records exec Terry Anzaldo has been elevated to the positions of National Director-West Coast Promotion and National Dance Radio Promotion. He will concentrate on promotion in Los Angeles, San Francisco, and Seattle, as well as serve as the key person for Dance radio projects nationwide.

"We're very proud of Terry's growth in the last two years," said VP/National Promotion Geary Tanner. "He has become a leader at RCA and will continue to grow in his new national position. He wanted it, deserved it, and got it."

Anzaldo joined RCA two years ago as an L.A. promotion rep.

ROWLAND'S WAIA ADDS ADE AS VP/GM

KNOW & KEY/Austin VP/GM John Mackin Ade has assumed the same post at Rowland Family Classic Rock WAIA/Jacksonville. The position had been open for several months. Ade said, "The combination of Rowland's expertise and my management experience should make for a very long and successful relationship. WAIA is a gold mine waiting to be excavated!"

Prior to working at the Austin combo, Ade was President of Spectrum Broadcasting. He also held executive posts at KLUV/Dallas, WNOY/New York, and WIP/Philadelphia.

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To register, or for more information about NAB '92, call 800/342-2460 or fax 202/775-2146.
NEWSBREAKERS

Arista Names Two New VPs

Two industry executives have landed in the vice presidential tier at Arista Records. Sr. Director/Artist Development Tom Ennis becomes VP/Product Management, and artist manager Richard Sanders joins the label as VP/Artist Development.

"Tom's continued growth with the label, as well as his unique combination of leadership and creativity, has made him an integral part of the management team," said label Sr. VP Jack Rowen. "Richard Sanders brings to Arista over 15 years of invaluable experience in the music business. His extensive knowledge regarding the development of an artist's career will be a major asset to Arista's roster."

Ennis has been with the label for 13 years; Sanders was co-founder/President of Loud & Proud Management, which represented White Lion and the Eric Gales Band, among others.

KOOL/Phoenix Taps Townsend As GSM

KUBE/Seattle GSM Skip Townsend has accepted a similar assignment at Adams Communications Gold outlet KOOL/Phoenix. Former KOOL GSM Bruce Olson segue'd to a corporate NRM position, overseeing sales for four of the company's properties.

Townsend told R&R, "I graduated from school in Arizona, and I'll be fun to return. There's a great group of people at the station with a high energy level. The format is the same for the past 17-18 years, and it's one of the pioneer Gold stations in the country. Our scenario is to move from KOOL's already enviable position to bigger and better things. The Phoenix economy appears to be soft — just how soft is something I can't answer right now.

Prior to joining KUBE nearly nine years ago, Townsend was GSM at KEXP/Portland and an AE at KMPG/Los Angeles.

KDUO/Riverside Flips To Gold KHTX

KBZD KDUO/Riverside becomes Gold KHTX (KFST) this week (2-7), with Jim Nelly succeeding Larry Collins as PD. Reportedly, an on-air lineup will be in place within four weeks. Leading up to the changeover, 97 different guest announcers each helmed a one-hour free-form programming shift.

GM Bob Ridzik told R&R, "The format change simply came down to economics. KDUO was a 50+ year station, and there wasn't much available ad money. I doubt there are 10 significant BEZs left in the country. We've been dying the last 18 months and had to change with the times.

"After doing four months of research, we clearly saw Gold was the biggest format hole. [Listeners] want an Older's station, the two local stations (KBON and KOLA) weren't filling their needs. We'll play six to eight '50s songs, but our major musical emphasis will be on the '60s and '70s; the presentation will be very up.'"

All-Sports For KMEN/San Bernardino

KMEN/San Bernardino officially became California's first 24-hour all-Sports station as it shifted from its SMN-fed Heart & Soul format last Friday (1-31). The outlet had been programming sports on weekends since the beginning of the year.

"A stable of sports programming has long been a mantra of KMEN," said PD Mike Karling. "This was a natural move. The station had already been the market home for Lakers basketball, Dodgers baseball, and Raiders and 49ers football.

AMA Champions

Among the many artists honored at the American Music Awards were (top row) CASC Music Factory (brass/strings of their five trophies), and (bot-row) Natalie Cole (with her two pyramids), Luther Vandross (two-time winner), and James Brown, who took home the Award Of Merit.
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The Arbitron Radio Advisory Council will do the judging. They'll be looking for letters that sell radio, not just your station, not just your format.
It's simple. It's fun. And it's your chance to tell everyone about today's radio.
You write it. We'll print it. All entries must be postmarked no later than March 31, 1992.
Send entries to The Great Radio Promotion, The Arbitron Company, 142 West 57th Street, New York, NY 10019.
Records

• ROBERT KRAMARSK JR. has been appointed GM at WGF/H-Watkins Glen, NY & WNGZ/Mountours Falls-Elmira,
Corning, NY. His background includes nine years as an art director in the Buffalo market.

• JEFF WEBER has been tapped as GM at WJSU/Cape May, NJ. He was previously an AE at WNSP-TV/Albany, NY.

• KARLEN EVANS has been named Promotion Director at NewsTalk WWTN/Nashville. She was formerly an air
  talent on cross-town WSN.

• DEAN EISNER recently was named Managing Director-International Development for Coz Enterprises. Prior to
  this appointment, he served as Managing Director for AGB Market Information in London.

• DAVID CHEMOLIN has been appointed VP/Controller at Sony Music. He was previously VP/Controller, North
  American Group, CBS/Fox Video.

• KAREN COLAMUSI is elevated from Director-Merchandising to Sr. Di-
  rector-Marketing at Atlantic Records.

Chronicle

Births:

KRIZ/Fresno AE Brenda Brown, husband KBKB/Bakers-
field VP/GSM Todd Brown, daughter Alexis Nicole, Sep-
tember 19.

WAEB/Allentown at talent
Madd Max, wife Beth, daughter Kara Elizabeth, December 11
WUSN/Chicago an infant Debi Diamond, son Jordan Parker, January 31.

Marriages:

WALK/Long Island Station
Manager Bill Edwards to An-
ndrea Zellito, February 1.

Condollences:

KERA/Albuquerque news reporter
Tom Olsen, 39, January 21.

Radio

• RICHARD DE PALMA moves to
  Charlie's Records as Controller, "
  seeking from the same position at
  Southern Music Publishing. In addition:
  CAROLINE TRUE joins as Director/Vid-
  eo Production, coming from River-
  side Scott & Associates' Exec, Producer/
  Music Video post: CHRISTOPHER
  JARRIN becomes Art Director, segue-
  ing from the Creative Director slot at
  Cities Mirant Patton Miller.

• ALLAN COLE, JOE BULLARD, and
  JOHN GREENE have been named Lo-
  cal Promotion Managers/Back Music
  for the Atlanta, Florida/Alabama, and
  Carolina regions, respectively, at Co-
  lonia Records. Cole had been an AE at
  WALT/Meridian, MS, Bullard was
  PROMO at WANN/Tallahassee, and
  Greene had been Marketing Specialist
  at Lowa's Lomart.

• DAIRY ROSS moves from ASG rep
  to Director/AR at Elektra Entertain-
  ment.

• KIM JAKWERTH has been pro-
  moted from Manager/West Coast Pub-
  licity to Assoc. Director/National Pub-
  licity at Arista Records.

• DAN O'HANES has joined Def
  American Records to oversee its
  rap music division. He previously ser-
  ved in promotion and CAP abilities at
  Profile Records.

• ROB SIDES arrives at Giant Records
  as Director/National Sales. He was for-
  merly Executive Director of National
  Regional Sales & Marketing Manager and GM for
  Elektra's West Coast office.

• PETER STANDISH is appointed from
  National Promotion/Marketing Man-
  ager, Modern Music at Reprise to
  Product Manager at Warner Bros./Re-
  prise.

• RICK FROST a promoted from Asst.
  Branch Manager to Regional Branch Manager at WEA/Cleveland.

National Radio

• JEFFREY MATHEU joins ProMedia
  as VP/Sales & Marketing, having previ-
  ously been a VP at Peermusic. He had been
  MD at WUBC/Chicago.

• JOANNE BORIS moves from Sr. VP
  Synchonization & Music Services to
  Exec VP-Music Services at EMI Music
  Publishing.

• EDWARD PIERSON is appointed VP
  of Peermusic's American West Coast
  Division, overseeing the Sports, News/Talk,
  Full Service AC, and Gold formats. The
  company can be reached at P.O. Box
  12143, La Jolla, CA 92039. (619) 452-0346

• KURT SCHOLLE joins the digital
  automation firm of Rodman/Brown &
  Associates as VP/Sales. He had been
  MD at WUFT/Chicago.

• ANNE GLADDING BOISE joins from
  Sr. VP/Sales at Peermusic. He had been
  Sr. Manager at Warner Bros.

• STEVEN UHLER is upped from Man-
  ager to Director/Programs & Mer-
  chandising at ABC Radio Networks.

• CD MEDIA has launched the Safet-
  y Comedy Network, a daily satellite-
  delivered network for those execu-
  tives who produce WIPU's "New York at
  Talent TODD PETTEDGILL. (212)

• NBA RADIO - produced, cleared
  and sold by the NBA will debut Feb-
  ruary on 67 stations as part of the
  NBA All-Star Game. and will air Sun-
  day games throughout the season;
  (212) 826-7002.

• HANK WILLIAMS JR. will perform live
  via satellite on Unistar Radio Net-
  works, debuting national from his for-
  thcoming album, "Maverick," at 10pm on
  February 14. (212) 373-4968.

• BILL MILLER, GM of weekly nostal-
  gic variety show "Wax Works," will also
  assume hosting responsibilities begin-
  ning the week of March 22. (800) 444-9726

• BRAD MONTGOMERY joins West
  Coast VP/GSM for Coz Enterprises. He
  will oversee the Reprise/Arista/Warner
  Bros./Reprise/Fontana/Westbound/RCA
  Spanish units. He had been upped from
  Regional Director for BMG. (212)

• CARL HUNGER joins WAAA/Col-
  umbia, SC, as Manager/Regional Sales &
  Marketing and GM for Columbia's East
  Coast office.

National Radio

• KEVIN DAKIS is appointed from AE
  to Director/Sales at Major Market Radio/
  San Francisco, and MARIANNE
  DUGGAN joins as Manager of the Radio
  Sales' new Philadelphia office. She had been GM at WEA/Philadelphia.

• MICHAEL QUAD has joined the
  RAB as VP/Regional Sales. He was pre-
  viously Senior Director at Sales at
  McGraw-Hill/Chicago. Quad fills the position
  previously held by MIKE MAHONE, who moves to the RAB's Education &
  Training department in New York.

• JACK HAYES & ASSOCIATES has
  resumed its radio consulting practice, spe-
  cializing in the Sports, News/Talk,
  Full Service AC, and Gold formats. The
  company can be reached at P.O. Box
  12143, La Jolla, CA 92039. (619) 452-0346

• FLYN' BRIAN KEITH is appointed
  as National weekend co-host at KKR
  -95.7.

• SHUTUIN Tom Kirk joins "W"
  96.5 WQFM/Buton Rouge (504) 292-1607.

• JIM BUMB joins WESA/Charleroi-Pittsburgh (412) 344-6099

• SUSAN LANDERS - APD
  Knight-Walters, CA 90039. (819) 452-0346

Industry

• KEVIN GREENE has been named
  Corporate Director of Marketing for
  Classic Records.

• RON OSMER has been named VP of
  BMG Enterprises, a newly created
  BMG operating unit whose ventures
  include NiceMan Merchandising and
  BMG Kids. Other moves in house from
  VP/Finance.

• PATRICK KANE is tapped as Sr.
  Corporate Manager of creative
  marketing firm CPR International. He
  arrives from Mediatech, where he was
  Corporate VP of Mediatech East.

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Martin Kirkup/Steve Jensen for Direct Management.

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Frequent Business Travelers Surveyed

America's nine million frequent business travelers not only account for a significant volume of airline seats, hotel rooms, car rentals, and credit card purchases, they're also most likely to pay premium rates for travel services.

NYC-based Erdos & Morgan MPG recently surveyed travelers with household incomes of $35,000 - who had taken three or more business trips in the past 12 months.

More Moneyed

The firm found that 84% of this group had annual household incomes of more than $60,000 - which makes them affluent frequent business travelers (AFBTs) - and that the average household income among AFBTs was $72,290. Men accounted for 42% of AFBTs and had much higher individual incomes than their female counterparts ($61,640 vs. $45,470). AFBTs were on the road an average of 12 times a year, and eight of these trips involved airplane travel.

The majority (70%) of AFBTs said they enjoyed traveling for business. Of course, 81% of AFBTs said they determined the amount of money they spent on the road, and 29% chose their airline's service.

Four Subsegments

Erdos & Morgan MPG also determined that the AFBT market could be divided into four distinct subsegments, as follows:

- **Prime Time.** Accounting for 18% of the total AFBT market, these travelers are highly motivated individuals who use discretion in spending their time and money. This group has more members in the $200,000 income bracket than any other. They are also more likely to be self-employed (34%).
- **Seated Activists.** Accounting for 15% of the market, this segment's monthly business travel expenditures average $150 per capita. Those in this category take the second highest number of business trips a year (16) and are the most likely to change jobs in the next three years.
- **Routine Business.** These people travel the least of the four groups. More than one-third hold technical or professional jobs, and business travel is usually scheduled by their employers.
- **Premier Class.** With an average household income of $33,310, members of this market segment take the most trips per year (25) and spend the most money on their trips (average annual travel expenditures: $27,900).

**STEAL THIS IDEA**

Enlist All Your Staffers To Study The Competition

Encouraging each of your employees to learn about the competition not only gives workers on all levels a broad focus, but also forces managers to separate important from unimportant data, according to former Hill & Knowlton President Robert Dilenschneider.

In his book "Power And Influence: Mastering The Art Of Persuasion" ($10.95/Pretzall Press), Dilenschneider suggests you urge all your staffers to collect data on competitors' products, advertising programs, and advertising research.

Remember: Useful information often comes from unexpected sources.

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**GOLDEN AXES**

Corporate Severance Plans Compared

The majority (61%) of U.S. companies have formal severance plans for their top guns - and 46% continue to provide medical benefits for their ex-employee's entire severance period - according to a recent survey by Lincolnshire, IL-based Hewitt Associates.

Along with medical coverage, nearly three-quarters of companies continue other welfare ben-


edits during the period. Life insurance (68%) and dental coverage (77%) are the most common.

Other popular perks include: outplacement services (62% of firms offer them), an option to pur-


chase the company car (41%), and providing the exiting employee with an office or office support (28%).

Methods Of Payment

Most firms (58%) make severance payments on a fixed multiple of pay rather than a formula, with one year's pay the norm for 37% of those surveyed.

The remaining 41% of companies use a formula to calculate the amount, with most firms factoring in the person's length of service and level.

When it comes to stock options and other long-term incentive awards, unvested amounts generally are forfeited upon termination. If employees have vested options, however, they're usually given a three-month exercise period.

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**D A T E L I N E**

**February 10-11** - NAB Radio Group Head Fly In. Grand Hyatt, Washington, DC

**February 13-15** - Genov Seminar 1992. Westin St. Francis Union Square, San Francisco

**February 22-23** - Air Talent '92. Holiday Inn Airport, Los Angeles

**February 25** - 34th Annual Grammy Awards. Radio City Music Hall, New York City

**February 27-29** - McVay Media Management Marketing Seminar. Sonesta Beach Hotel, Key Biscayne

**March 4-7** - 23rd Country Radio Seminar. Opryland, Nashville

**March 13-16** - NARM Convention. New Orleans Marriott

**March 24-28** - Winter Music Conference & DJ Nightclub Expo. Fontainebleau Hilton, Miami Beach

**April 13-16** - 70th Annual NAB Convention. Convention Center, Las Vegas

**May 27-31** - AWRT's 41st National Convention. Las Vegas

**July 6-13** - NAB Radio Executive Development Seminar. University of Notre Dame, South Bend, IN

**September 9-12** - NAB Radio. 92. Convention Center, New Orleans

**September 23-26** - RTNDA 47th International Conference & Exhibition. Convention Center, San Antonio

**September 29** - CMA Awards. Grand Ole Opry, Nashville

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Top Ten Talk Topics

January '92

What's on Americas minds? Each month R&R conducts an exclusive survey of the nation's leading talk radio stations to determine the 10 issues that have generated the greatest amount of listener phone response over the past four weeks. Following is a comparison of last month's and this month's hottest topics.

LM TM

1. Gov. Clinton's Alleged Affair

2. Economy

3. U.S.-Japan Rivalry

4. JFK Conspiracies

5. Bush's Japan Trip & Illness

6. 1992 Presidential Candidates

7. Bush's State Of The Union Address

8. Qualms Over Quayle

9. Operation Desert Storm Anniversary

10. Sports (Super Bowl/Japanese Bid For Seattle Mariners)

VIDEO

NEW THIS WEEK

• PAULA ABDUL: CAPTIVATED — THE VIDEO COLLECTION '92 (Virgin)
  Five songs, 30 minutes. Clip compilation includes a dance remix version of "Knocked Out" plus four additional videos.

• RUFFHOUSE PRESENTS... CYPRIS HILL & TIM DOG (Spack)
  This 25-minute rap compilation from Ruffhouse Records contains three clips by Cypress Hill and two by Tim Dog.

• GLORIA ESTEFAN: INTO THE LIGHT WORLD TOUR (SMV)
  Twenty-three songs, 95 minutes. Concert video taped mostly in Rotterdam. Holland features additional footage from shows in England, Japan, Germany, Australia, and Southeast Asia.

• CHIEFTAINS: AN IRISH EVENING (BMG)
  Roger Daltry and Nanci Griffith guest star on this hour-long program, taped live at Belfast's Grand Opera House.

MUSIC & MOVIES

CURRENT

• FRIED GREEN TOMATOES (MCA)
  Single: What Becomes Of The Brokenhearted/Paul Young
  Other Featured Artists: Jodeci, Taylor Dayne, Grayson Hugh

• BEAUTY AND THE BEAST
  Single: Beauty And The Beast/Celine Dion & Peabo Bryson (Epic)

• FREEJACK (Morgan Creek)
  Single: I Beg Between The Eyes/Scorpions (Mercury/Morgan Creek)
  Other Featured Artists: Jesus Jones, Jane Child, Ministry

• NAFTA (WB)
  Single: Tears In Heaven/Eric Clapton

COMING

• UNTIL THE END OF THE WORLD (WB)
  Featured Artists: R.E.M., Talking Heads, Depeche Mode, U2

• FALLING FROM GRACE
  Single: Sweet Supreme/Blizzin' Cousins (Mercury)

• THE MAMBO KINGS (Elektra)
  Featured Artists: Linda Ronstadt, Los Lobos, Tito Puente

• DINGO (WB)
  Featured Artists: Miles Davis & Michel Legrand

TELEVISION

TOP TEN SHOWS

JAN. 27 — FEB. 2

1. 60 Minutes

2. Mork & Mindy (CBS)

3. Barbara Walters Special

4. Cheers

5. American Music Awards

6. Murder, She Wrote

7. Full House

8. Unsolved Mysteries

9. Evening Shade

10. Wings

Source: Nielsen Media Research

Television shows are EIST/FIST unless otherwise noted. Subrat one hour for CST.

Friday, 2/7

• Wynton Marsalis, "Great Performances" (PBS, check local listings).

• Digital Underground, "The Arsenio Hall Show" (Syndicated, check local listings).

• Lee Reed and Lenny Kreamer, "Arsenio Hall in Concert" (midnight).

Saturday, 2/8

• Vince Gill and Alison Krauss & Union Station, "Austin City Limits" (PBS, check local listings).

• Paisley, "Late Night With David Letterman" (NBC, 12:35 a.m.; check local listings).

• C&G Music Factory, "Saturday Night Live" (NBC, 11:35 p.m.; check local listings).

Tuesday, 2/11

• Chubb Rock, "Arsenio Hall"

• Marc Cohn, "The Tonight Show starring Johnny Carson" (NBC, 11:35 p.m.; check local listings).

Wednesday, 2/12

• Cowboy Junkies, "David Letterman"

• Vanessa Williams, "Arsenio Hall"

• Marc Cohn, "The Dennis Miller Show" (syndicated, check local listings).

Thursday, 2/13

• Reba McEntire, "Johnny Carson"

• Pleas, "Dennis Miller"

VIDEO SCENE

Marky Mark: Shorts Subject

C overboy Marky Mark really drops his gas in the new interview. (Every photo in this issue was shot by noted landscape man Bruce Weber — the man who put the beatboxing in the Calvin Klein jeans n' under ad.) This eight-page spread features the Beastie Boy rapper a flexin' n' a grabbin' like a Chippendales dancer.

And the same zine shows Extreme's Nuno Bettencourt caught in four full-page shots wearing nothing but his guitar and a smile.

The Life Of Teddy

Producer Teddy Riley — profiled in Entertainment Weekly and Spin — is more than happy to hear that Barbra Streisand is including a new Virginia Beach, VA studio, but EW overheard him wondering "what songs does she do?"

"Maggona!!"

Madonna's drunken slide from a NYC bashful finally hits the U.S. this week. The Globe wonders if La Madonna was drowning her sorrow at the Paladium because ex-beau Billy Baldwin threw her over for Chynna Phillips.

A LITTLE HEAD? — The Star reports that ABC syndicated radio talent Shadoe Stevens recently had scalp reduction surgery to hide his bald spot.

Royal Service

Elton John learned the secret of royal tennis recently. When Prince Charles wouldn't move on the court, he cursed, "Pardon me, but if you went after the ball, it might help."

The Princess, cigarette 'n' drink in hand, explained, "One does not go to the ball. The ball comes to one!" (Entertainment Weekly)

Hot! Caught!

• Paula Abdul was spotted strolling up on discount duds at Lingerie For Less (Globe).

• Jerry Lee Lewis was so drunk onstage in Las Vegas he fed three guitarists in mid-show (Globe).

• When Whitney Houston and Kevin Costner were discovered-smoking behind a trailer on the set of their film, "The Bodyguard," the dynamic duo said they were "just rehearsing" (Star).

• Keith Washington makes the cover of Ebony Man.

STAND BY YOUR JAMMS — "I fell for the track the moment I heard it. It had a perfect melody, but I really didn't understand what they were talking about," Tammy Wynette on recording "Justified And Accursed" with the KL (Entertainment Weekly).

Jackson's Actions

• Michael Jackson made everyone working on his new video sign a contract stating they wouldn't touch him, speak to him, or course in front of him (Star).

• He treated Magic Johnson "like a leper" on the shoot of a vid- eo — which the Globe identified as "Dangerous" (!) — keeping a 15-foot distance and wearing his surgical mask all the time.

• And when a camel went berserk on the video shoot of "Remember The Time," he wrecked a half-day's worth of lighting setups, Jackson asked the aggrieved di- rector, "Is the camel okay?" (Na- tional Enquirer).

THE MEDIUM IS THE METHOD

"The rapper is more accustomed to writing a script and dealing with a script than a singer," — Warner Bros. Sr. VP/P&AS & GM/Back Mu- sic. Barney Medina explains why rappers such as Will Smith, star of "The Fresh Prince Of Bel-Air," make good actors (Spin).

Each week R&R sneaks a peek through the nation's consumer magazines in search of every- thing from the sublimis to the ridiculous in music news. R&R has not verified any of these reports.
What Would YOU Do With $200,000?

You've just been informed that you won or inherited $200,000! The first thing you do is:

A) Rent the poshest hotel in town and throw a party for your friends.
B) Install solid-gold fixtures in your bathroom.
C) Put the money into a savings or money market account, and supplement your income with the interest.

If you are like most Americans (more than 40%), you probably picked "C."

The next most popular choices—according to a survey by the NYC-based Roper Organization—are pumping gas (36%), investing (32%), and buying a car (31%).

Lotto Fever

Baring the death of a rich relative (merely 41% people won't have to worry about how they would spend an unexpected $200,000 — unless they happen to win a lottery and there are more people betting that will happen than you might think.

Each month, 33% of Americans purchase a lottery ticket. The most likely ticket-holders? People aged 25-50 (%8%) and folks with annual incomes of $30,000 or more (39%).

Source: Roper Organization, NYC

$8 BILLION MARKET

Small Appliance Sales Predicted To Jump 5%

Sales of small appliances are expected to increase nearly 5% to nearly $8 billion by 1996. This rise reflects an expected inflation-adjusted yearly growth rate of 3%, according to a recent report by the Cleveland-based Freedonia Group.

Specifically, sales of electric housewares — vacuum cleaners, irons, toaster, etc. — are predicted to jump 5% (from $1.5 billion in 1990 to $6.3 billion 'by 96).

Meanwhile, personal care products, hair dryers, oral appliances, etc. — are expected to rise 3% (from $1.2 billion in '90 to $1.6 billion in '96).

Growth Factors

The replacement of worn-out appliances and consumers' desire to own higher performance, state-of-the-art models are two main factors predicted to fuel the growth.

Other positive factors influencing sales include lifestyle trends (increased home-based activities) and consumers' growing demand for appliances that provide greater convenience.

Also affecting the small-appliance industry is the evolution of microelectronics. Look for many products — such as toasters, coffee-makers, and food processors — to incorporate the latest microprocessor technology for greater efficiency and flexibility.

Middle-Aged Spending

Demographers have long known that income and spending peak during mid-life, but a recent report by the Bureau of Labor Statistics found that spending patterns change markedly as Americans move from young adults to senior citizens.

People 55-64 averaged $39,936 in 89. Pre-tax households spent 84,878, of which they spent $51,996 annually. In so doing, they allocated more than any other demo to just about everything. They spent more on entertainment, transportation, dining out, and education, and put aside more for charity, personal insurance and pensions.

Those 35-44 likelier to have school-age children — focused more of their average $41,208 household income on housing, clothing, alcohol, and food at home than any other age cell. Their 1990 average annual expenditures totaled $35,379 in the process.

Those 55-64 averaged 89. Pre-tax household incomes of $53,3% per household was less (an average of $29,388) than the 65-85's on almost everything but health care.

Those 25-34 averaged 89. Pre-tax household incomes of $32,332, of which they spent an average of $28,187. Meanwhile, those 55 and older spent more of their 1990 income than any other demo, taking in an average of $30,842 and dishing out an average of $18,594.

PSYCHOGRAPHIC PROFILE

Introducing The 'Must-Know Man'

Is there a "Must-Know Man" in your office? According to a recent survey conducted by Popular Mechanics, the Must-Know Man is characterized by a fascination with electronics and computers and a thirst for scientific and technical knowledge. He also knows cars inside and out, wants to learn more about home improvement, and sees creative activities as a way of expressing his style.

What makes these Must-Know Men such an important consumer psychographic is that of all consumers seek advice on which brands of various products to purchase.

The product category for which Must-Know Men's advice is most often sought is Cars. More than half (56%) of Must-Know Men are ask-
Cox Firm Behind Rogers

**Radio Media Seminar**

Radio program consultants McVay Media announce their Sixth Annual McVay Media Management Seminar to be held February 26-29, 1992 in Key Biscayne, FL.

Keynote speaker is author Al Ries from Trout & Ries Advertising, marketing specialist Zip Wallace, researchers Rob Balon, Lew Dickey and Pierre Bouvard.

McVay Media consultants, Mike McVay, Charlie Cook, Chris Elliott, Jerry King & Dan Garfinkel will also participate in the Management/Programming & Promotion Seminar.

**Rumors**

- Will former B94/Pittsburgh PD John Roberts and McVay Media finalize their deal this week? Look for Roberts to expand McVay's consultancy into CHR.
- Is Savage Records' executive management heavyweight Frank Dileo now handling Richie Samora's affairs?
- Is former KSOL morning co-host Kelly Fox returning to KRNO/Den Moines as wakeup co-host? And is her former KSOL partner Ron Engelman ready to roll the Vegas day?
- Who's got the lead in the WZOK/Rockford PD derby? ST hears it's WTHI/Portland, ME PD Sean Phillips and WXRX/Battle Creek PD Joe Dawson. Consultant Tracy Johnson is heading the field search.
- Following confirmation that G105/Raleigh PD morning man Brian Patrick was stepping down to concentrate on mornings came rumors that former G105 PD and current WXSE/Buffalo PD Mike Edwards would be returning. Scratch that. Interim PD is midday man Ron McVay, who's in the running for the permanent gig.
- Contrary to rumors, WTHI/Greenville-Spartanburg, SC PD Rick Stix is not out...yet. The soubuteur's been flying since WTHI picked up consultant Dan O'Toole.
- Where did the rumor that CHR's WTHF/Portland, ME and WXRX/Battle Creek, MI are going satellite get started? Both stations deny all.
- With G102/Cincy MD Brian Douglas once again doing wakeups, will another heavy morning name come in to join him?

**Tube Talk**

Slightly more than 16.8 million U.S. households tuned in to ABC's "American Music Awards" Monday (1/19). The three-hour special garnered an 18.3 rating/28 share, good for fifth place overall in this week's Nielsen ratings.

**Jackson Action**

Meanwhile, the Fox-TV debut of Michael Jackson's "Remember The Time" video last Sunday (1/22) racked up a 13.1 rating/19 share, which translates into more than 12 million households.

Although Jackson's video debut would up beat for No. 24 for the week with its ABC competition ("America's Funniest Home Videos") — and didn't quite match the ratings gathered by the similar broadcast premiere of his "Black Or White" video last November (15.6/24) — keep in mind that none of these figures take into account those who watched MJ's video premiere on MTV or BET, as these Nielsen numbers reflect network viewing only.

**Jay Thomas Sitscom Star**

In other totally tubular news, Power 106 LA morning man Jay Thomas is set to star in "Love Is A Hell," the latest sitcom from "Murphy Brown" creator Diane English.

The show — which English says will follow a man and woman "from the day they meet until, hopefully, 10 years from now" — is set to start production in April and should debut on CBS-TV in the fall.

English is still looking for a "Katherine Hepburn at age 35" type to play Thomas' female co-star.

Rogers has steadfastly denied the charges, telling his audience his penis is too small to be seen from two feet away — let alone from ten feet across a darkened room.

ST hears the Group W budget axe is about to claim another victim. Michael Pearson — who's handled the 10pm-2am slot at WMMR/Philly for the better part of two decades — reportedly has been informed his contract will not be renewed. Look for him to work through March, at which time WMMR will likely extend shifts to absorb his absence. No comment from the station.

Rumored to be the next casualty on Group W's cost-cutting agenda: one or more of the company's consultants.

Regarding last week's item concerning Radio Ventures Gold WXTR/DC? Company prez Jerry Lyman told ST in no uncertain terms that the station is not considering a format change of any kind.

Continued on Page 24
ALREADY EXPLODING AT...

| PRO-FM add 30 | KBFM add | PWR96 deb 30 | WZOU 29-25 | HOT102 28-23 |
| WPGC add | K92 add | WHYT deb 23 | WIOQ 14-12 Hot | KKFR 28-26 |
| FM102 add | KKSS add | KOY-FM deb 19 | PWRPIG 33-26 | WKSS 29-25 |
| Q106 add | KCAQ add | WTHT deb 39 | B93 35-32 | B9 28-22 |
| TIC-FM add | WQXA add | PWR102 deb 33 | WJMO 30-27 | WCKZ 24-19 Hot |
| KBFM add | WHYT deb 23 | KOY-FM deb 19 | WTHT deb 39 | PWR102 deb 33 |

ce ce peniston

"we got a love thang"

[75021-1594-4; 75021-2395-4; 75021-2395-1]

Produced by Steve "Syk" Hurley

Executive Producers:
Manny Lehman and Mark Mazzetti

From the new album Finally, out January 28! [75021-3381-4/2]

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Eric Clapton

“Tears In Heaven”

The New Single From The Soundtrack Album From The Motion Picture RUSH

ORIGINAL SCORE COMPOSED AND PERFORMED BY ERIC CLAPTON

NEW & ACTIVE

One of the “Most Added”
82/34

10 Up - 33 Debuts

P1 Adds:
WPLJ add 29
Z100 add 29
STARQ add 25
WPHR add
KPLZ add

AC Breaker
Chart Debut 20

Track: 7

MTV and VH-1

STREET TALK

Continued from Page 22

Aerosmith became the latest group to be honored with its own radio format, at least temporarily. Beginning Monday morning (2/3), hard-rockin’ AOR WQFM/Milwaukee played nothing but the Beantown Badboys for 24 hours. Twas a publicity stunt to herald the station’s move toward a more mainstream mix. The “new” 93QFM” now features INXS, R.E.M., Eric Clapton, and other artists the station — and crosstown rival WLZR — had played sparingly if at all.

Rumbles

- CHR 93Q/Syracuse PD J.J. Cook is out. Ditto for consultant Don Benson. Country sister WNDR PD Dave Edwards adds 93Q PD duties; 93Q MD Jim Meech adds APD duties. Across town at AOR WAWX (93X), 13-year vet Dave Frisina moves from MD to APD.
- New KNEX & KSAN/San Francisco MD is former KKNJ/San Jose MD Richard Ryan.
- CHR WKDD/ Akron PD Jeff Clarke exits.
- WSM-FM/Nashville morning man Jim Tabor will switch to afternoons on WSM (AM) March 9. He'll re-join, re-locating to WIBC/Downtown.
- WJZ-F/Philadelphia drops its Business News/Talk format and call letters to simulcast with sister Country WDSY at WDSY (AM). The WEEP calls had been in the market for more than 30 years.
- WDRQ/Toledo morning driver Steve Mason segues into the same slot at all-Sports XTRA (AM)/ 96.9. Don Shaw joins XTRA for weekends. Meanwhile, in a bid to reinforce its Los Angeles beachhead, XTRA debuts an evening talk show originating from L.A.
- KITS (Live 105)/SF night stalker Steve Masters graduates the newly created Dir./Music Ops post, midday maven Mark Hamilton adds APD duties.
- WSTW/ Winston-Salem, DE PD morning man Alan Price is out.
- WKGO/Evensville, IN PD Johnny Kincad relinquishes his programming duties at the AC in one of those philosophically differing situations. He and his wife, Elaine, retain their wake up role, while afternoon Bruce Clark is the new PD.
- WRIL & WHTN/Atlanta 100/Nashville tapes midday dude Harvey Hunter and AE Bob Dales to co-host.
- KDON/SD’s new morning co-host is Skip Mahaffey, who arrives from AC KYKT/Lagos.

MCA/Impact update: ST has learned Nat’l Dir. PROMO Jeff Neben is out. Is it true? Impact’s Gina Ionillo may not be heading to MCA because she’s making a run for Impact’s vacant VP/Promo slot? And is former EMI Sr VP/Promo Jack Satter also talking to Impact honcho Allen Kovac about that vacancy?

ST hears negotiations for John Hayes’s Alliance Broadcasting to purchase WDFX/ Detroit are heading down to the wire. Word is a meeting was planned for this week that will finally determine if the long-delayed deal will actually go down.

Sony Music confirms there’ll be a new Columbia label offshoot, under the direction of Don Lenner, sometime this year.

No Mo’ Mojo

WPLJ/NY has dumped its “Mojo” moniker and is once again calling itself “95.5 WPLJ.” A newly designed logo accompanied the switch.

More negative reaction to ABC Radio talk host Deborah Norville: in Monday’s (2/3) New York Post, radio columnist Jill Brooke wrote, “Listening to Deborah Norville is like hearing a stewardess demonstrate the use of an oxygen mask . . . you automatically tune out the dull drone.” Brooke also claimed Norville has been calling PDs asking for advice on how to improve the show.

Nevertheless, the Post quoted network VP Maurice Tunic as saying, “We’re totally behind Deborah and happy with the show.”

He Came, He Sawed, Will He Conquer?

Former KIIS/LA, afternooner Magic Matt Alan and ex-KIIS morning show character Louise Violano (formerly Tenequa, now going by Nina Valentine) have replaced John Murphy & Rich Rumble in mornings at Q106/SD. Murphy & Rumble are still collecting on their current contracts, but are looking for new opportunities as a team.

Continued on Page 27

HIT BETWEEN THE EYES — Demonstrating that the key to an effective promotion campaign is smooth execution, a team of artists, labels, and label execs prepared to put the bullets back into the radio/record relationship. Pictured at Columbia’s War Babies “boot camp” held during the Pollack Media Group’s 9th annual L.A. convention last week, are (r-l) War Babies guitarist Tommy McMillen, Columbia VP/Album Promo Jim Oli Bax, the Promotion Department’s Kenny Ryback, Columbia VP/Artist Development Paul Rappaport, and (blindfolded) WHJY/Providence PD Bill Weston.
CHURCH of YOUR HEART

The new single and video from the platinum-plus album, JOYRIDE.

Roxette

Their highly-anticipated first-ever U.S. tour kicks off on February 14th.
one light burning

The new single from the debut album, "Stranger In This Town."
Rumbles, Pt. II

- Ex-BDS Dr./Radio Sales J.J. Jordan is now doing weekends at WBAP/Dallas.
- McKay Media Sr. VP/Prog. Charlie Cook inks WYNN/Atlanta.
- WDAS/Fil/Philadelphia morning man Gary Shepard—displaced by last week’s arrival of ex-WJZUDC PD Beez Johnson—sticks into the WU outout’s afternoon drive slot following Doug Henderson’s exit.
- Former WMXBRichmond PD Russ Brown returns to WXLK (KBS)/Roanoke as OM. PD Eddie Haskell stays aboard and continues to do nights.
- UC WAM/Tallahassee 3am-noon personality Stoney Lee adds PD duties in the wake of Van Wil-son’s exit.
- The entire AC KKK/KVentura arastat is out. It’s now an SMN “StarStation” affiliate.
- WWVA & WVOX(Whitehall’s new OM) morning man is Tom Miller. combo PD Bill Berg moves from middays on the FM to middays on the AM.
- Urban AC WWIN-FM/Baltimore grabs the new handle “Magic 95.9.”
- After 10 years, KMON-FM/Great Falls, MT will drop CHR for Hot Country next week. The new PD is Steve Keller, formerly with KDQZ/Bozeman, MT. KMON (AM) has been Country for 40 years.
- WBP/Myrtle Beach, SC PD/midday shot- gun Tom Kelly exits. Cockpit/WYAV PD Steve Bender replaces Kelly and brings over Michael Par- nell as BPR’s new Production Dr. Former WYAV AFO beau Richards returns as PD, and Kelly Green remains as Production Dr. middays.
- 96 Rock/Atlanta morning co-host Lorina Love exits.
- Country KULL/Cheyenne WY is off the air in- definitively after filing Chapter 7 bankruptcy.
- U93/South Bend’s new GM is AE Sandy Sponagren; afternoon driver Buzz Elliot adds AFO/PD duties.
- Country WXCL/Peoria and middayer Rob Rose exits for mornings at WJL/Green Bay, WI.

Next Thursday (2/13) at 3pm, expect Dance CHR KSO/SF to unveil a new on-air identity and sneak-preview new morning dude Mancow Muller.

ST has been feeling rumbles out of San Diego about Urban XHRM being sold or leased to Mexican media conglomerate Univision, if the station’s ratings don’t improve. Station insiders tell ST that Univision would likely change XHRM to a Spanish-oriented format if XHRM is restructuring in an attempt to salvage the format. Rivas Kaloyan has stepped in temporarily as XHRM’s GM, and Darryl Cox has been hired as interim OM PD John Davis and the rest of the staff remain in place for now.

A February 28 trial date has been set for former POWW (Power 96)/Miami VP/Prog. morning man Bill Tanner’s drug possession case. Lawyer Robert Hertzberg tells ST he plans to file for a continuance to get a “more realistic date.”

A Jolly Good Fellow

It’s official. G. Gordon Liddy — “America’s favorite ex-felon,” according to WFJKDD — is the station’s new midday talk personality. The Washington rats-to-riches success story rounds out an unusual talk lineup that also features Howard Stern and Don & Mike.

Incidentally, Stern was on the air last week promising to be heard in Chicago within 90 days. Most likely affiliate is Classic Rocker WCKG, although there’s plenty o’ speculation about the Loop combo as well.

Hotel Vacancy

It wasn’t quite Led Zeppelin revisited, but some Pollack Media Group convention attendees definitely got a bit dazed ‘n’ confused at Atlantic’s “Austerity Soup Kitchen” suite Friday evening (1/31).

Turns out some overenthusiastic partygoers decided, in Atlantic honcho Danny Buch’s words, “to test Newton’s second law of physics,” tossing a variety of objects — including beer bottles — off the Century City Marriott’s 11th-floor balcony into the hotel pool below.

The following day, Buch was accosted by the hotel manager and five security guards, who evicted him from the hotel and informed him the Marriott could do without his presence forever. Stunned butundaunted, Buch eventually booked another room at the hotel under an alias. Alas, there was no Atlantic suite that night.

Drain Damage

O n behalf of the forthcoming “Break Like The Wind” al-bum, the pagoustrums at MCA Records panned to the lowest common denom-inator (humor) — and hand-hailed their way to Promo item O ’ The Week honors in the process — trying to incite pandemic pre-release pandemonium among a panegy of programmers with boxes that purportedly contained original 1992 Spinal Tap cads.

Although the concept seemed to lack a certain panache, the Pandora-like results couldn’t have panned out better. Inside each box you’d find a genuine 1992 limited edition stainless steel Spinal Tap coaster. (The real high ‘n’ ad-die panic attack comes when you begin counting serial numbers.)

Promo of the Week

Continued from Page 24

Alan, who’s also a professional magician, set about doubling the morning numbers by sawing a listener in two during his first show.

New Country outlet KNCI/Sacramento still hasn’t found a PD, but it is building an airstaff.

Rogier Manning from KFRC/Columbia, MO (mornings); Jim Dorman, KUBB/Merced, CA (middays); Tim Anthony, KFRC-FM/SF (afternoons); Dan Cheatham, WNCI/ Columbus, OH (evenings). The overnight shift is still open.

February 7, 1992 RAR•27
"kissing the wind"

nia peeples

P-1 Action At
WMXP add
PWR99 deb 27
KEGL
WJMO add 29
WPHR
WNCI 23-20
HOT102 add
WKBQ
KWOD
HOT977

Immediate Debuts At
WYCR deb 29
WBBO deb 40
KZZU deb 37
WPRR deb 34

CHR NEW & ACTIVE

63/25

Produced by Howard Hewett
for Lativa Music, Inc. and Nia Peoples

Management: Lindsay Scott and Roger Davies
for Roger Davies Management, Inc.

**“kissing the wind”**

28.128.1?

WPRR deb 34 KTMT

NEW deb 37

*Management: Lindsay Scott
for Roger Davies Management, Inc.*

**P-1 Action At**

WMXP add
PWR99 deb 27
KEGL
WJMO add 29
WPHR
WNCI 23-20
HOT102 add
WKBQ
KWOD
HOT977

**CHR NEW & ACTIVE**

63/25

Continued from Page 27

On Thursday (2/6), 102 Jamz/Orlando afternoon driver Rich Stevens was set to conduct the first on-air radio interview with Magic Johnson as a prelude to Sunday’s NBA All-Star Game.

JRM Broadcasting ups WVRK/Columbus, GA PD John Stuart to OM of WVRK, AM sister WPWX, and WDRK/Panama City, FL, Stuart, who will be based in Panama City, also nabbed the title of Corporate PD. ‘DRK PD Kelly McKann remains on board as Production Dr., ‘DRK MD Randy Rhodes exits.

Across the street, CHR WPFW/Panama City has gone dark

**Grammy Goose**

Entries to the annual R&R Grammy Handicap have been lying up faxes machines and mailboxes, the local post office says the stack of envelopes smells like a teen sport contest. Just 17 days remain to take your shot at instant celebrity and a cash reward. The ballot’s on Page 28 of the 1/17 issue; fax your guesses to (310) 203-9763 or mail them in by February 24.

Last week’s story on Liberty (formerly Capitol Nashville) Records incorrectly named the late Al Bennett as founder of the original Liberty label. Although Bennett was with the label from 1958 onward, it was Si Waronker (father of WB Pres Lenny Waronker) who actually started Liberty.

Incidentally, Si Waronker was the inspiration for Simon of animated Liberty stars the Chipmunks; Al Bennett inspired groupmate Alvin.

Congratulations to Unistar on its 10th anniversary of satellite radio delivery. Began by Terry Robinson in 1982 as Transstar, the service beamed an AC format to two affiliates. It now delivers eight music formats — plus CNN News — to more than 1200 stations.

Incidentally, the company is moving its Colorado Springs HQs to Valencia, CA in March. Robinson will continue living in Colorado and will commute to California.

In a slight return to the good old days of double-sided hits, PLG has released a promotional first — a CD single that plays on both sides. Two artists, Shakespeare’s Sister and the enigmatic E, get a side each on this technological marvel.

**Records**

- It’s official. ERG VP/Promo Kevin Carroll has joined Aeo as VP/Promo, reporting to Exec. VP Craig Lambert.
- RCA’s new L.A. local promo rep is former MCA West Coast Regional Promo Mgr. Jim Cowan. He replaces Terry Anzaldo, who’s jumped to Warner’s Dr. at West Coast Natl. CHR/Dance CHR Promo.
- Mercury Natl. Secondary Dir. Katie Pedretti relocates from L.A. to Tampa, where she’ll pick up local promo duties in addition to her natl duties. She replaces Florida promo rep Sarah Green, who exited.
- cardiac Natl. Promo Dr. Ray Caviano exits.
- All MCA promo assistants — except in NY and L.A. — have been laid off.

**Boss Treat**

Columbia’s entire promo staff was flown to New Orleans (1/26-27) for an advance listen to the new Bruce Springsteen albums, set for a simultaneous March release. The hungry-hearted staffers were also treated to dinner with the Boss.

WYMG/ Springfield, MA morning teammates Don Murphy & Liz Schoenewitz were thumbing through their local paper last week when they spotted an interesting item: a list of people who didn’t receive their tax refunds because the Internal Revenue Service considered the checks “undeliverable.”

Just for the hell of it, Schoenewitz grabbed the phone book and promptly contacted nine of the people on the list!

“You’d think the IRS could at least look in the phone book to try to find these people,” Schoenewitz said. However, an IRS spokesman explained the overtaxed agency “doesn’t have the resources to do that.”
American Music Awards - Favorite Pop Female Artist

"Massive phones have put her in your Top Five requests. She's No.4 in 12+! Great reaction!"
Dale O'Brian/PD, WLAP/Lexington KY

"Don't let the different sound of the record fool you. Airplay equals requests."
Rooster Rhodes/KCAQ

"Paula's got a major vibe. Add to 26 to 13 to 7 to 4 Hot!"
Rick Gillette/WHYT

"No.1 phones after only three weeks."
John Cline/WNCI

"KPLZ is definitely feeling the vibes of Paula. Top 10 phones every night. 'Vibeology' = hit-ology!"
Casey Keating/KPLZ

"A refreshing change... quickly grows on you."
Greg Cassidy/Hot 102

"Sounds great on the air, plus it's generating Top 5 phones at night."
Ken Benson/KQKQ

Billboard 25-16*
Power Sales Mover last week

R&R 14

Sales of 200,000 in just two weeks
5-day of 43,000. 10-day of 77,000

Worldwide album sales of 4.5 million

©1992 Virgin Records America, Inc.
**生存与发展**

“广告商面临真实竞争对手——网络媒体，直接向受众打广告，这一说法引起了我们的注意。在互联网上，广告商已经可以接触到目标受众，不再需要传统媒体的代理。”

针对这一问题，美国会计师事务所毕马威（KPMG）的合伙人表示：“我们的客户意识到，他们需要通过互联网来寻找新的广告机会。”

“虽然一些媒体集团和广告代理公司已经开始在数字领域进行探索，但许多公司仍然在犹豫是否要采取行动。”

这种犹豫是由于他们对网络广告效果的不确定性和对传统媒体的依赖。

“我们需要一个明确的计划，以确保我们的广告能够被目标受众看到。”

**劳动力市场**

“失业率”这个词在经济衰退期间尤为突出。由于经济不景气，许多公司开始裁员，以降低成本。然而，失业率的上升也导致了消费者信心的下降，进一步影响了经济的复苏。

“我们需要一个全面的计划来解决这一问题，包括培训计划和就业咨询服务。”

**经济**

“经济形势”这个词被广泛用于描述当前的经济状况。消费者信心的下降和就业市场的不景气使得经济复苏变得困难。

“我们需要一个全面的计划来解决这一问题，包括培训计划和就业咨询服务。”

**感谢**

“感谢”这个词在许多场合都被使用，无论是商业交易还是个人关系。它表示了对某人或某事的感激。

“我非常感谢你们的支持，因为这让我们能够克服许多困难。”

**财务**

“财务状况”这个词被广泛用于描述个人或企业的经济状况。它包括了收入、支出和储蓄。

“我们需要一个全面的计划来解决这一问题，包括培训计划和就业咨询服务。”

**感谢**

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“我非常感谢你们的支持，因为这让我们能够克服许多困难。”
"IT'S OVER NOW"
The new track to CHR Radio from L.A. GUNS latest album, "Hollywood Vampires"

Left Bank Management
Produced by Michael James Jackson
Great ratings are better than fabulous sex, but nothing's worse than a down book. When you hear that statement, you're talking to a true radio person. Programmers and consultants work for one thing: to make the ratings go up. It's always interesting to me how one is suddenly smart when the numbers are up (or stupider when the numbers are down).

So you had a good book? Congratulations! Your station was promoted effectively and programmed competitively. And you wore the fur off your lucky rabbit's foot in the process. Every PD who's ever argued the station experienced a fluke and dropped in the ratings should also realize it's possible to have a good book go down.

It's important to look inside the Arbitron book as well as at the computer printouts to really understand how your station displayed.

Initial Analysis

The initial analysis of the Arbitron report should include a review of your station's table of rank and growth. The tables display the station's position in the key ratings period. You can also check the sample size (the number of listeners measured). A higher sample size indicates more reliable results.

Promoting a bad product can drive your station down. As your AQH drops, sometimes no contest can all at once drive up the TSL.

Should you add your book was good? Was it because your station's listening audience was greater than expected? This is an important point to note. If you're in the same market, you can reprogram similar stations. If you have different stations in the same market, you can look at the similar stations' ratings and make adjustments to your radio station.

Object Lesson

What if the ratings are down? Well, it's probably because something you want to do. First, review the overall ratings and determine why your station's decreased and if any other station above the line increased. Was it at your expense or could it be diary placement and/or sampling problems? Avoid being overwhelmed by ratings fever. Deer hunters use the phrase "back fever" to describe a hunter who freezes up wild game approaches. The same can apply to programmers and ratings. They become mired in statistics and lose sight of the reasons as to why the ratings were up or down. Don't become hypnotized by the numbers. Realize it's your job to either improve ratings for a dominant position or maintain dominance. Ratings will not be up every book nor will they be down every book. If stations increased their ratings every book, some would have 100 shares — that's impossible. Shoot for a realistic target and position. Rather than become stuck on posting a specific 12 share, decide you want your station to be in the top three in 25-54 on a regular basis. You should have marketable numbers and allow your sales department to hype your station's consistency to advertisers.

Determine what problems exist. Look in the Arbitron report to critique your total on-air sound. Examine every aspect: music, news/information, air personalities, on-air positions, promotions, and advertising. Would you have accepted them if the ratings were up? Can you improve them? Do you sound good to you prior to your down book? Try to step away from the ratings and look at your product as objectively as possible.

Music

The industry philosophy for music centers on instant gratification. Research shows that radio listeners play people's favorite songs too often. You will never hear people say they play their favorite songs too often. Songs people complain about or grow tired of are the ones they don't like. If you accept the instant gratification theory and you're playing a tight rotation, it becomes especially important that you interview your music thoroughly so you know exactly when songs are burning out and which ones should be "powers," "regulars," or "non-movers.""News/Information

I believe stations should focus on six basic areas when it comes to new information:

- Heart: A perfect example is the story of the survivors of the re-
scat SAS crash. It was an amazing story on Christmas Day 1991 when an airliner lost all power and crashed 28 miles from the airport, and no one was killed. The heart-felt stories from this tragedy were plentiful. We all feel sympathetic or good when we hear these stories although they're rare. Ideally, there are only a couple of these types of stories in a given week.

- Pursuasion: This is the prime concern for many listeners. Is my station's format up to date? When you regularly update the Arbitron book to see the changes is a must. A good book is better than a down book. For the good years, the station's growth and then, using the same people that you're going to update them.

- I'm not saying contests or promotions are the right answer. When it comes to promotion, there are generally two ways to look at it. One way is to look at promotions as a way to drive your station to new highs. It's a great way to build a product. The second way is to look at promotions as a way to drive your station to new lows. This is a great way to drive your station to new lows. It's a great way to drive your station to new highs.

By Mike McVay

Mike McVay is President of McVay Media, a full-service consultancy serving AC, Oldies, Country, and CHR stations. He can be reached at (216) 892-1910.
There Are A Couple Of Services We Don't Offer Our Clients.

When you use TAPSCAN software you're not only using the finest media-related sales, programming and administrative software, but you've also hired over 70 bright, aggressive and innovative media veterans to help you manage the sales, programming and administration of your station. We are willing and able to spend the time and effort necessary to help get you out of a jam, add that definitive touch to a big presentation, or just find an easier, faster way of doing things you need to do. We are people who know the true meaning of the word “service”...and that's not lip service. No bull.
SAME OLD SONG

Curing The Radio Doldrums

By Rob Balon

The national economy isn’t the only thing that’s been stagnant lately; the radio airwaves have settled into a permanent case of the doldrums as well. In this column, I’ll offer my version of both a reason and a remedy.

The fact that “hook” companies exist in America amazes me. The issue isn’t that they don’t do a fine job, because they do. The issue is that most of them can rely on one rather narrow library of songs. They don’t have to worry about searching far and wide for songs not on the “A” list because stations and research firms rarely request one. AOR, CHR, Urban, and Country stations are testing the same gold material again and again. This practice gives rise to those ubiquitous “safe lists” we’ve all seen in circulation. And this gives rise to safe, ultimately predictable, and often boring radio.

There’s a gold mine of album ‘hits’ waiting to be created by AC programmers willing to take a chance.

I know, it’s easy for me to say that. I don’t have the day-to-day responsibilities of programming a station in a competitive market. I don’t have a bank breathing down my neck asking for immediate performance and a 10% rise in the bottom line. But I do travel a lot and listen to a lot of radio around the country, and I have a duty to report what I hear — or, perhaps more often, what I don’t hear.

Lots of music is played way too often. In our mania to be safe, we’ve forgotten one cardinal rule of music testing: Listeners can’t react to what we don’t play.

Loggins Logarithm

Let’s use Kenny Loggins as an example. Most stations, depending on their format, might have “Heart To Heart,” “Danny’s Song,” “Whenever I Call You Friend,” or “This Is It” in their gold libraries. And we hear them a lot, over and over. But Loggins sold millions of albums, bought mostly in 1975-85 by people who are now in the 35-44 cell. And a lot of them were women. Another 10 Loggins songs could easily be included in pop, mainstream, or Rock AC formats, such as “Keep The Fire,” “Celebrate Me Home,” “I’m Alright,” “Love Has Come Of Age,” and many others.

Dozens of artists could meet that criteria of at-home shelf-life; artists who’ve got a number of cuts that — with a little airplay — would ring reminder bells with the core audience. These are mainstream artists such as Billy Joel, Elton John, Fleetwood Mac, the Doobie Brothers, the Eagles, Michael Jackson, Paul McCartney & Wings, Bob Seger, Bruce Springsteen, and Stevie Wonder. Other artists include Randy Newman, Steve Winwood, Carole King, Carly Simon, and Joni Mitchell. There’s some incredible, reasonably well-known music out there that American radio has simply ignored.

In our mania to be safe, we’ve forgotten one cardinal rule of music testing: Listeners can’t react to what we don’t play.

We get so wrapped up in our business that we forget it’s not about us practitioners at all; it’s about our listeners and what they want.

Creating ‘Retro’ Hits

One way to spice up (and safely broaden) your gold library is to create and market your station’s “retro” hits.

Look over your most popular artists’ albums with re-spective single, and how well they’ve progressed over the past few years. Examine the cuts you have in mind and notice how they sound now. Don’t worry about whether your peers will play these tunes; the object is to give your listeners an opportunity to tell you what interests them.

When you’ve collected some retro hit candidates, compile various cassettes with hits in songs in their entirety (up to 200 songs total). Using phone numbers in your database collected from past market research studies, contact respondents to ask if they’d listen to a tape and give you their feedback. The key is, you can’t test retro hits in conventional 10-second hooks. They require some listening.

Send the tapes to those who agree and call them back a week later to get a quick assessment. Were they familiar with the songs and artists? Did they like or dislike the tape the more they played it? What kind of feel did they have for the tape overall? Did it sound “old” or “new”? Would they like to hear the songs on your station?

Put the tunes that tested best into a heavier rotation each week and plug them as you would any conventional hit. The only difference is that these songs aren’t on any chart; they come straight from your listeners.

New Methodologies

New strategies require new methodologies. Judging an entire gold library by the rigid requirements of hook tapes has allowed stations to miss significant testing opportunities. Retro hits will never show up as familiar or demanded using a conventional 10-second hook.

But give listeners time to accustom and the results may surprise you. I’ve found, both in station and record company research, that seven in 10 listeners will listen to a cassette in its entirety (at their convenience) when asked. With the window of opportunity for conventional radio research getting narrower every day, new methods such as this present different and unique opportunities to those of us who study consumer tastes.

I’m not saying you should jetison your traditional auditorium music research. That system works well for testing relatively familiar gold product. This, however, is an option that all stations increasingly relying on “safe” lists should consider.

Colada Song!” and all sorts of stuff that would make most learned radio practitioners turn up their noses. The female sample group was given a copy of the tape and told to go home and listen to it for a while. Guess what? They liked it!

We get so wrapped up in our business that we forget it’s not about us practitioners at all; it’s about our listeners and what they want. So let’s give ourselves and them a chance at the same time.

The rewards come to those who think the mold need not be broken more than radio. So let’s give listeners the opportunity to tell us what they want to hear; we think they want to hear.

Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that provides perceptual, music, and marketing research to a worldwide list of radio clients. He contributes to this section on a regular basis.

By Rob Balon

I recently conducted a music survey with a bit of a twist — I looked for non-hit music from albums with large sales. The sample of songs was in the 1972-85 cycle. The oldest baby boomers were 26 then; the youngest were 10. With more than half of the album cuts tested, there was better than 50% familiarity with the songs. And the degree of wanting to listen to a cut was commensurate with the familiarity. Even songs listeners weren’t familiar with received quite a few high ratings.

The point is simple: Radio can create hits. That’s well-known. Radio can create retro-hits as well, as long as the artist has aged along with the material. There’s a gold mine of album “hits” waiting to be created by AC programmers willing to take a chance. An untapped mother lode of product, which we’ve resisted, is right under our noses. I’m not talking about “flavor” here: I’m talking about moving classic pop cuts by long-lived pop artists into heavier rotational categories than they’d normally be accorded. Thus far, the “normal” rotation for such cuts has been none at all.

Break The Mold

Just for the hell of it, I recently made a demo tape of some AC songs by artists who are getting almost no airplay. For example, the tape included cuts from Rupert Holmes’ “Partners In Crime” album (which featured “Escape [The Pina Colada Song!”) and all sorts of stuff that would make most learned radio practitioners turn up their noses. The female sample group was given a copy of the tape and told to go home and listen to it for a while. Guess what? They liked it!

We get so wrapped up in our business that we forget it’s not about us practitioners at all; it’s about our listeners and what they want. So let’s give ourselves and them a chance at the same time.

The rewards come to those who think the mold need not be broken more than radio. So let’s give listeners the opportunity to tell us what they want to hear; we think they want to hear.
Etheridge's Latest Is 'Never Enough'

Guitarist/vocalist Melissa Etheridge's forthcoming Island album ("Never Enough") is due March 17. Co-producer Mike McCorrick has produced the LP, and the lead track ("Ain't It Heavy") is set to arrive at radio on February 19. Other choice cuts on the album of all-Etheridge compositions include "2001," "Must Be Crazy," and "The Boy Feels Strange."

10cc Comeback

The group has tenured a 1975 hit, "Mull Of Kintyre." Featuring a core band of Graham Gouldman and Eric Stewart (with appearances by colleagues Kevin Godley and Lol Creme), the Gary Katz-produced album is tentatively set for release on Polydor (UK) in April.

The album's additional contributors include Dr. John and Jeff Porcaro. Rock Over London reports the first UK single will either be "Woman In Love" or "Welcome To Paradise."

Calloway Gets Smooth

Calloway has divided the 17 tracks on their forthcoming Epic CD ("Let's Get Smooth") into a funk "side" and a ballad "side." Covers include Sly & The Family Stone's "Family Affair" and the Def Leppons' "La-La Means I Love You." The title cut is the first single, and the full CD is due to hit the streets March 3.

Church = Rites

The Church's eighth album ("Rites") is produced by the band with Gavin MacKillop, and is set for a March 16 release. As noted earlier (RAR 7/26), former Pattie Smith Group drummer J.D. Dougherty plays on the LP. Titles include "Lastre," "Swan Lake," and "The Disillu-sonist," with the lead track ("Rip-ple") coming this week.

'Rock The First' Series Set

DCC Compact Classics/Sandstone Music is assembling a series of all-star hit compilation albums. The series is designed to raise money for NARM's ongoing efforts to fight lyric censorship and foster voter registration among youth.

The first six "Rock The First" albums will feature hits by such artists as Paula Abdul, Bon Jovi, Boney James, Aretha Franklin, Robert Palmer, R.E.M., Steve Ray Vaughan, Johnny Winter, and the Who. The first release is "Virgin Heat," which ships to New Rock this week and to CHR February 3.

Eve On Eye & 1

The first album from Black Rock Coalition co-founders Eve & 1 is set for release on February 11. The self-titled Epic disc features key- boardist Bernie Worrall on five cuts and Living Colour axeman Vernon Reid on "World Without End." Additional titles include "Virgin Heart," "Can't Live Without Your Love," and a cover of the Velvet Underground's "classics Venus In Furs." out this week.

R.I.P.

Legendary bluesman Willie Dixon died of heart failure on January 29 in Burbank, CA. The bassist, bandleader, and de facto producer of Muddy Waters, Howlin' Wolf, hundreds of additional artists, and scores of veteran sessions for the Chess Records stable, Dixon is most famous for writing the blues songs that became rock staples when performed by the likes of Sam Coke, the Jeff Beck Group, the Rolling Stones, Led Zeppelin, the Doors, Cream, and countless others. He was 76.

TUESDAY, FEBRUARY 14

1980 David Gilmour replaces Pink Floyd guitarist Syd Barrett, who has checked himself into a psychiatric hospital.

1981 Toby Ono '93, Dennis DeYoung (Sty) 1947, Robbie Bachman (BT) 1953

MUSIC SCENE

"A Swingin' 'Gladiator"

The Columbia soundtrack album to "Gladiator" — a box- ing film starring James Marshall "Iron Pelts," Cuba Good- ing Jr. ("Doye'z N The Hood), Brian Dennehy, Cassie Davis, and Robert Loggia — is due in February 25. Rowdytown directed the Columbia Pictures film, which is scheduled to open March 6.

While one featured track "Civilians & Cole's remake of U2's "Pride (In The Name Of Love)" — has already been released, there are several other singles set to come from the soundtrack LP, Warner's remake of Queen's "Don't Rock You" goes to AOR February 10, and 3rd Bass's rap cut ("Glad-
KFMB Puts Out An S.O.S.

A coalition consisting of Full-Service AKFMB (AM) / San Diego, the San Diego County Office of Education, the San Diego City School District, and local businesses have formed “Project S.O.S.” (Support Our Schools) to encourage the community to get more involved in helping county public schools.

The project is highlighted by monthly town meetings held at area schools in cooperation with local PTA units. These one-hour meetings held on the third Thursday of each month — are significant on KFMB and the Learning Channel. Included in the sessions are public forums for parents, teachers, students, and business people — all of whom discuss issues facing county schools.

S.O.S. Sells

While Project S.O.S. was originally designed as a programming commitment to education, project co-host Stephanie Donovan (the other is station staffers Clark An-

Our salespeople are able to sell

to some

advertisers who

may not necessarily

buy regular

commercial time.

— Stephanie Donovan


do to some advertisers who may not necessarily buy regular commercial time.

— Stephanie Donovan

the service bureau providing the in-

teractive computer system and oth-

er hardware, and other companies handling the actual setup and com-

puter programming charges.

“The second is an affinity group or charity which would receive any additional proceeds from the contest.”

“…If executed properly, 900 con-

tests can be done legally. They are not a lottery, as long as one of the following elements is missing: (1) prize, (2) chance, or (3) considera-

tion.”

“Assuming you want to give away a prize, number one is a given. Assuming some random selection pro-

cess will be used to determine a winner, shots number two. There-

for, the only area left is considera-

tion.”

“…As the vast majority of the American population knows, peo-

ple get billed on their local phone bill what is called 900 numbers. Be 100 percent certain that your station doesn’t profit from revenues gener-

ated from a 900 line contest. Don’t let visions of making money from such contests cloud the fact that you’ll be conducting an illegal lot-
	ery. Be certain that all money charged to listeners is received by one of two parties.”

“The first is composed of AT&T or

MC2 as the long distance carrier,

the service bureau providing the in-

teractive computer system and oth-

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MC2 as the long distance carrier,
Music Time Buys On Radio: Abusing A Relationship?

Some labels told: 'No spots, no airplay, no adds'

The concept of buying radio spots to support existing airplay and stimulate sales makes perfect sense—provided the motivation for radio to add a record isn't based on the station's economic welfare ahead of the on-air product.

During 1990 and 1991 labels began redirecting promotional dollars away from track dates and artist fly-ins to time buys in hopes of garnering airplay and sales. Some radio managers and PDs seem to feel there are so many labels looking for airplay that the stations can dictate the terms on which they'll add a record. But some label execs have become so frustrated with the situation that they've decided to speak out.

Outlining The Grievances

When a PD makes a time buy a prerequisite for adding a record, label promotion execs, not surprisingly, see it as an in-house extortion. "What makes me angry is when radio not only demands a time buy but wants to dictate the terms. It's not unheard-of for PDs to pressure labels for time buys because the PDs can guarantee a paid station commission as part of their salaries. In clear legal terms this [pressure] is extortion; if the industry continues, what's the next step?" Motown Sr. VP/Promotion Frank Turner echoes Hunt's contention about PDs acting as commissioned "in-house sales reps," saying it's a "pretty common practice among the P2 and P0 stations." Turner terms it "a huge conflict of interest" and "very dangerous territory, bordering on payola.

Getten VP/GM Al Coury feels the time buy situation can be damaging to sound programming: "The danger is that radio is willing to put itself in a position of desperation by saying to labels, 'We have two slots this week, and we're filling them for the biggest time buy: 18 or 24 spots minimum.'

Turner cites the instances of a PD with six slots open in a week who said he "would add the records with the biggest time buys or promotions attached. He didn't care which record was involved. He just cared about what was in it for his end." In such cases, Turner says, "the record labels have to realize this is money not spent wisely. Stations that work this way give new records minimal rotation, run the spots, and drop them as quickly as possible to make room for the next record."

In clear legal terms this is extortion. If the industry continues, what's the next step? — Brad Hunt

Labels' Reaction

The executives I talked to were united in their opposition to trading time buys for adds. Epic Sr. VP/Promotion Polly Anthony acknowledges, "I’ve lost adds on Tuesdays because I wasn’t willing to plug in the time buy 18 minutes after the station added the record." She continues, "Months ago, when the games in the street seemed to be heading out of control, Epic decided to maintain a more prudent support mechanism by plugging in time buys on key projects when rotation and the marketplace warranted."

Coury stresses retail tie-ins as a prime consideration for time buys. Supporting airplay with time buys presents an opportunity for a record to directly money toward radio stations instead of just targeting retail through the print media. Co-oping retail advertising with on-air time buys results in airplay reinforcement and retail support. But he warns that radio could forfeit its role in the process via unrealistic demands. "With Van Halen and Guns N' Roses selling millions before CHR really comes to the party, why would [radio] in the primary source of exposure, we will not be held hostage for airplay support."

Hunt states Elektra's position unequivocally. "We're walking away from stations making demands for time buys. If you don't want to play my record because there's no time buy, go do business somewhere else. Buying radio spots will not be a factor in securing airplay at Elektra, but we will support our product being exposed by radio with spot schedules."

Optimum Time For Time Buys

From a label standpoint, when does it make sense to arrange a time buy? "When a station adds a record, puts it in good rotation for three or four weeks, and we see some sales happen," Coury says. Turner agrees, "I'd rather a PD be excited about the music itself, add the record, see it begin to work, then let me try to support the airplay."

Anthony points out that the market's retail structure is a key consideration. "A lot of these stations begging and extorting adds have at best one or two record stores in their markets. Talk about [us] losing sight of our goals! We're in this industry to sell records."

"How I handle [a time buy] request depends on my relationship with the station," she continues. "I may commit to a time buy directly with the PD or MD, but I will not commit until I'm convinced that the rotation warrants the support."

Cold Shoulder To Intermediary Idea

Consultant Rick Sklar recently sent a new treo into this already-sensitive field by suggesting he serve as an intermediary to GMs and PDs should be more worried about playing hit records before adding records for time buys and promotions. It's a quick fix that's not working. — Frank Turner

Labels feel some PDs take advantage of their position by:

• Demanding time buys/promotions for airplay
• Passing on records without time buys or promotions
• Dictating when the time buys must run
• Expecting labels to help fill sales quotas in soft economy
• Accepting a commission on the spot schedule

continue to use the services of that independent, or we deal with the station directly."

Anthony says simply, "I don't place or commit to time buys through intermediaries. Most often it's my local promotion manager discerning whether to agree to the request and then implementing it." Coury sums it up: "No one makes a time buy or books a promotion with a station except for my local or regional promotion reps. There's no independent promoter or time buyer involved. We cannot lose control of these dollars to an outside party."

Bottom Line To Radio

The time buy-for-adds scenario provokes a number of pointed comments from the labels. Coury says flatly, "It should never be blackmail." Turner observes, "GMs and PDs should be more worried about playing hit records before adding records for time buys and promotions. It's a quick fix that's not working."

Music Time Buys On Radio: Abusing A Relationship?

Alarm

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Alarm

Music Time Buys On Radio: Abusing A Relationship?
THE STORM
Gregg Rolie • Ross Valory • Kevin Chaffant • Josh Ramos • Steve Smith

Fast Cars, Slow Kisses, Strong Songs...
"SHOW ME THE WAY"

BREAKING AOR!
AOR TRACKS 13

Produced And Mixed By Beau Hill
Management: Herbie Herbert & Scott Boorey
MOTION

- KDON/Salinas-Monterey ups ND Jennifer Wilde to MD/middays as Robb Holloway concentrates on afternoons; overnighter Lisa Kay assumes ND chores.
- KWOD/Sacramento late-nighter Dan Kennedy and Stephanie Vigil join Andy Quinn for mornings as AM driver Pat Stall joins KKQK/OMAHA welcomes Rockiet In The Morning from crosstown KXKT.
- WWHT/Columbus, OH MD Dave Riley becomes A&P at Contemporary Christian sister WPLT. WWHT PD Ken Morris adds MD stripes. KTRB/Casper, WY names Martha Steele MD.
- WLP (Power 92/lexington, KY) PD Dale O’Brien helms morning drive.
- WTHY/Nashville PD Tom Peace adds a 10am-noon shift. WZEE (Z104) Madison, WI looks for morning talent as Kevin Wilde exits... TV reporter Bonnie Kingrey joins KSMS/Jeffersonville, IN for afternoons as Karen Coolidge takes maternity leave.
- WVIC/Lansing ups partner Dave Savage to middays. Part-timer Frank E. Blue moves to overnights at KKLQ (Q106)/San Diego.
- Musical chairs at WZOU/Boston. Lisa Lipps officially returns to mornings with JR. Dallas Kincaid replaces Andrea Phillips in the 9 30am-noon slot; night rocker Karen Blake moves to noon-3pm. PD Sunny Joe White replaces Human Newman from 3-6pm. Kid Valentine handles nights, and Arnie The One Man Party tackles late nights. A board op rolls CDs overnight.
- Former KBZS/San Diego night shocker Christopher Lane lands at KKFR/Phoenix for weekends. WYY/ Jacksonvillle adds Brian Waters for swinging WZBS/Hartford. AM producer Rick Tosh adds weekend duties.

FROM THE PLATINUM-PLUS ALBUM

“NO MORE TEARS”

MAMA, I'M COMING HOME

MOST ADDED AGAIN!
NOW ON 88 CHR REPORTERS
INCLUDING:

KXRX add 99KHI deb 32
WKBO add 19 WKRZ deb 37
KPLL add WBBQ deb 36
WAAL add 34 WZYP deb 31
WWSR add WAPE deb 27
WGQI add WQUT 36-31
WRCK add WOKI deb 29
KCYK add WRQK deb 23
KZQ add KMZY deb 26
CK105 add 38 WHOT deb 14
WGRD add KF95 deb 40
WXK add KZZU deb 36
Z104 add WBNQ deb 29
KOKO add 30 WBIZ deb 26 Hot
KXKT add 30 KTMT deb 30 Hot
FM104 add JET-FM 21-16
KWINZ add KTUX 27-21
WPHR WIOG 22-18
PWR 92 deb 36 KFMW 34-23
WLAN deb 34 KCOT 37-32

Music Time Buys On Radio

Continued from Page 38.

Like Courey, he raises the specter of moving away from radio as a primary ad vehicle. “While we still believe in radio as an effective means of promoting and exposing our product, we can’t neglect TV, retail, or other means of promotion. Multiple impressions sell records. If we can’t do business in one arena, we’ll move to another.”

Anthony asserts, "We're very sympathetic to the health and welfare of radio. But the current economic pressures apply to our industry as a whole. However, we need to keep each other strong and profitable.”

She raises another issue: "Why haven't radio sales and programming joined forces and gone into the marketplace to aggressively fight for a chunk of [retail ad dollars]?"

“We're looking for radio to tell us it has a cooperative plan in mind that isn't based on threats or over reaction. We would support a plan based on a win-win situation for the station, the label, possibly retail, and most important, the artist.”
**NEW & ACTIVE**

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**Van Halen**

"Right Now"

The new single from the no. 1 double-platinum album

*For Unlawful Carnal Knowledge*

---

**The Williams Brothers**

"Can't Cry Hard Enough"

From The Album

*The Williams Brothers*

---

**Saint Etienne**

"Only Love Can Break Your Heart"

From The Album

*Foxbase Alpha*

---

Eye On Earth Day

Prepare your station for environmental involvement

With Earth Day 1992 less than three months away, this is an excellent time to review some of the activities your station can sponsor to help the environment.

AORs really began to get involved a couple of years ago, when the country celebrated the 20th anniversary of Earth Day. The Pollack Media Group's nationwide “Rescue Earth” campaign was primarily responsible for spearheading radio's efforts. Former Pollack Promotion Director Sharon Fratello was heavily involved in the firm’s “Rescue” work, so much so that she's since formed her own company (appropriately called the Fratello Company) devoted to coordinating celebrity-oriented environmental promotions.

“Pollack as a company was really ahead of its time.” Fratello says. “We originally began the Rescue campaign four years ago, and it just really struck a chord in me personally. It became my niche with Pollack, and I realized that was where I wanted to focus my time. While it may seem that Earth Day 30th anniversary events marked the peak of radio's attention to environmental concerns, Fratello says that's not the case.

“The reason Earth Day 1990 seemed so big back then was that it was a media hype. But in terms of radio participation, I see more stations making in-depth commitments to environmental issues than ever before. In '90, it was just Earth Day - most stations didn't have anything long-term.”

Identify Local Problems

If you've yet to establish any regular environment-related activities, Fratello says the first step is to identify local problems. “Do you have a lake that's in trouble? Is your water quality standard down? That's what radio does best: It takes the local issues and informs the public.”

Whatever issue you decide to attack, there’s bound to be a local group just dying for your involvement. “Once you make one phone call, things tend to snowball,” Fratello says. “One person will lead you to another, and so on.

“In addition to benefiting the community, an environmental program is also a great sales tool. There are a lot of companies trying to market themselves as environmentally sound, and a lot of stations are doing real world selling sponsorships to environmental programming – Earth Minutes, Environmental Focus, and related events. You deftly can make money.

Here are some of the things taking place on the green scene:

In Concert

It's not surprising that the largest environment-oriented event to date took place in New York City. WNEW-FM's 1990 Earth Day concert became Earth's greatest, and the 20th anniversary of Earth Day is 1991. However, the 1990 concert was a big hit.

WNEW-FM's 1990 Earth Day concert drew an estimated one million people to Central Park. Performers included the Roches, the Rascals, Hall & Oates, G.E. Smith and The Saturday Night Live Band, Edie Brickell & New Bohemians, Ornette Coleman and The Roches. Concurrently, the station sponsored an “environmental expo” on Sixth Avenue, which made information easily available to the public.

“Then we took eight to nine months of planning,” recalls New Director/Marketing & Promotion Neil Barry. “But don't you have to do anything on that scale. Our concert last year was much closer to that other, smaller markets could do.

To us there's a couple of things you should do to make it more than just another free concert. One should have speakers who can get up on stage and talk intelligently about the issues. And you should have a way to disseminate information.

“The most important thing is to get as much help as possible. Here in New York that's actually an organization that's specifically responsible for coordinating Earth Day activities. So we had access to all their volunteers. They set up a street festival for us, and for blocks and blocks there was nothing but booths with information and environmentally friendly products.

“Regardless of your market, there are bound to be local environmental groups, most of which are organized to deal with specific problems that affect the people in the area.”

Planting The Seed

As Columbus, OH's official "Earth Day Action Team" station, WLQF was one of many Pollack clients last year to distribute an "Earth Action Guide" (pictured at right). WLQF listeners out the station's 1991 Environmental Expo.

"It was raining, but we still had about 300 people show up with their tools to help us plant. Afterward, Kroger provided hot dogs and snacks for everyone, and then we bused back to the pub and had a post-planting celebration." In addition to running PSAs encouraging support for the event, WLQF targeted fraternities and sororities at Ohio State University.

"The whole thing really went over well, and we got a lot of press for it," Vian reports. "We got a lot more cooperation than I thought we would, so it really wasn't that difficult.

Networking

Since the Earth Day concert originated in New Hampshire, you'd expect Manchester to be a hotbed of environmental activity. However, WGBR PD Jan Ernstahl says New Hampshire officials hadn't even planned a single event for Manchester to mark Earth Day's 20th anniversary – until the station got involved.

"We joined with the League of Women Voters and pressured the
city to having our own Earth-fest," Erdahl remembers. "We had musical entertainment, food (no plastic or styrofoam, of course), and exhibits.

"We also set up an 'Earth Day Network' which continues to this day. We have a huge signal which pretty much covers the state, so every year we broadcast live from all of the various events happening throughout the state. If we can't make it there ourselves, we have them phone in reports. It's like a giant network."

Despite the city's reluctance, 'GIR and its cohorts were able to get a recycling program underway. The station supports the program with a monthly "Recycledelic Saturday" feature at the city recycling center, when its Psychodelic Popper host puts on bell bottoms, granny glasses, and a big top hat and hands out old albums to people who come by with their trash.

This Buddy's For You Let's face it. The absolute best public service campaigns are the ones that also happen to make money. The cream of the crop is probably WRDU/Raleigh's "Earth Buddies," which the station sponsors in association with Anheuser Busch and Sunshares, the local recycling center. GM Phil Zachary modestly calls Earth Buddies "the most powerful sales, marketing, and community alignment tool I've ever seen for a radio station."

"It was initially designed to get people to start recycling," explains PD Rob Walman. "About every other weekend we go out to a specific location and invite people to bring their newspapers, cans, and bottles. We offer a premium to the first 100 people, and we bring in tons of stuff every time we do it.

"Since it started, it's grown to become a small corporation, and a number of things fall under the 'Earth Buddies' umbrella. We do recorded bits called 'Earth Buddy breaks,' we've got Earth Buddy T-shirts, we put on Earth Buddy concerts, and our plans are to expand it into retail."

"It's a lot of work. Fortunately, we have someone [Sales/Promotion Asst. Stacey Roberts] whose primary job is coordinating all the events. All I really have to do is schedule the promos."

"EDU is so pleased with Earth Buddies that Zachary has put together a package to entice other stations to license the concept on a market-exclusive basis. For a $200 fee, you get use of the Earth Buddies name and logo for a year (including camera-ready art, color separations, etc.), station roll-out materials, a commercial script, press releases, and a detailed how-to manual which covers everything from "cultivating the proper staff attitude" to setting up an "Eco-Heroes" awards program.

Also included are descriptions of potential money-makers (Earth Buddy Bowl, beer and soft drink partnerships, newspaper tie-ins as well as myriad marketing opportunities; T-shirts, window decals, refrigerator magnets, and reusable grocery bags).

According to Zachary, Earth Buddies "can absolutely work for any format in any market, and it will make you a lot of money."

SEGUES

KRAB/Bakersfield ups Kelli Cluque to MD . . . KFRG/Riverside personality Erik Shaw and KFMX/Lubbock rocker John Mollrill take mornings and afternoons, respectively, at WQFM/Milwaukee; ND Debbie Dalton and PM driver Tim The Rock & Roll Animal are out . . . WQLM/Punta Gorda, FL jock A. Allen Reed is now doing weekends at nearby WZCR/Ft. Myers . . . Longtime WKDF/Nashville afternoon driver Slat ``Defects to mornings at crosstown WZGC.

At WZXL/Atlantic City, APD Steve Raymond adds MD duties. John Powell joins to co-host mornings, and Dave Packer slides into afternoons . . . WTCI-FM/Hartford Promotion Coordinat Ira Nameiow is the new Marketing/Promotions Director at WNOR/Norfolk . . . WAFF/ Boston PM driver Bill Wightman departs . . . Former KFMG/Albuquerque Promotion Director/afternoon driver Marie-Louise Dupree assumes the same responsibilities at KMAY/Monterey . . . John O'Brien joins Jonathan Reynolds in mornings at WAQY/Springfield, MA as Devera Lynn exits.

KEZE/Spokane overnight Steve Riley resigns to pursue a career in air traffic control . . . Matt Harris slides into mornings at WZBH/Ocean City, MD, where he's joined by Promotion Director/midday man Chris "The Kid" Gallant; Lee Rockwell moves to middays . . . WYSP/Philadelphia hires A. Richard Marks as its new Director/Marketing Across the street, WMNR relocates to Independence Mall East, Philadelphia, PA 19106-2598; new phone is (215) 238-8000.

FAMOUS FIRSTS

CHUCK SANTONI
PD, WLZ/Detroit
WHAT WAS THE FIRST RECORD YOU PURCHASED?
C. Bruce Benton, "The Bell Weevil Song"
WHO WAS YOUR FIRST RADIO GURU?
Dennis Frawley, WABX
WHAT WAS YOUR FIRST COMMERCIAL RADIO JOB?
C. WABX
WHAT WAS YOUR FIRST SEXUAL ENCOUNTER?
C. Watching Inger Stevens on "The Farmer's Daughter"
WHAT WAS THE LAST RECORD YOU PURCHASED?
C. The best of MBG - "Peekaboo"

YOUR FIRST PRIORITY THIS WEEK:
TALL STORIES
"Chain Of Love"
The follow-up to the album radio hit "Wild On The Run". In your face now!
WLIR/NS Helps Haitian Refugees

Deep community involvement leads to massive airlift

At the beginning of the annual celebration of Black History Month, what better time to focus on a truly positive community service effort: WLIR/New York’s work to help Haitian refugees being detained in camps on the U.S. naval base in Guantanamo Bay, Cuba.

The Inner City station plunges headfirst into the struggle to ease the hardship of the Haitians. On December 12, the station started conducting an on-air fundraiser for “Operation Hope,” its relief mission to Guantanamo Bay.

Our mission of relief for the Haitian refugees in Cuba exemplifies WLIR’s commitment to its loyal audience. We are ready to do it again if we have to.

—David Lampel

Cash contributions were used to buy items such as clothing, shoes, towels, toothpaste, and soap. Listeners also donated these items, as well as food, books, sleeping bags, tents, games, sporting goods, and crayons and coloring books.

Several staffers worked on the relief effort, which culminated in a December 28 airlift of 20 tons of goods to the 700 Haitian refugees in Cuba.

Big Picture

WLIR & WBL-FM VP/GM David Lampel explained, “Operation Hope was a massive undertaking that required meticulous planning and attention. There are more than 400,000 Haitian-Americans in our listening area, and WLIR is one of their main sources of information about their community.

“Our mission of relief for the Haitian refugees in Cuba – whose future is still uncertain – exemplifies WLIR’s commitment to its loyal audience. We are ready to do it again if we have to.”

Beyond its humanitarian benefits, “Operation Hope” generated both community goodwill and a great deal of press coverage. The troops administered food, toothpaste, soap, and other supplies. "Our Haitian brothers and sisters are in a desperate situation. By delivering everything from tents to toothbrushes, "Operation Hope" will let them know that many people in the U.S. are deeply concerned about their plight.”

Other Inner City representatives on the trip included Chairman Pi-erre Sutta, WLIR news reporter Dominic Carter and Oliver Base, a staffer on the station’s Haitian talk show.

On The Scene

Currently, U.S. troops at Guantanamo Bay are busy distributing food, administering AIDS tests, helping pregnant women give birth, and continuing to process additional Haitians who are arriving. The troops are also trying to organize schools for the hundreds of children in the camp.

Marine Brigadier General George Walls said, “Our job is to provide humanitarian aid, and we don’t know how long this whole matter will go on.” Walls has been involved with administering the camp since this situation started back in December '81.

The fate of the Haitian refugees hangs in the balance as the Bush administration battles a federal court ruling in Atlanta that prohibits the White House from returning these people to their homeland.

Anatomy Of An Airlift

A group of station officials and members of New York’s Haitian and Caribbean communities left the New York Air National Guard Headquarters at Stewart International Airport at 2am (12/28) aboard an aircraft from the NYANG’s 190th Tactical Airlift Group.

Fritz Martial, host of WLIR’s Caribbean-oriented “Moment Creole” program, was on board. He reported that the troops were in charge of distributing supplies.

WLIR staffers and relief workers seen en route to Guantanamo Bay.

More than 1000 Haitians jam a boat leaving Port Au Prince, the capital of Haiti.

The economic future of the nation’s blacks is looking brighter as more African-Americans are earning college diplomas. What’s more, the median age of blacks has increased a fact that’s bound to affect the marketing plans of companies — including radio stations — that target adult consumers.

According to a government report titled “The Black Population in the United States, March 1990 & 1989,” the number of college-educated black men (aged 25-44) more than doubled during the 90s, vaulting from 7% in 1980 to 17% in 1990. That’s an increase of 129%.

The number of college-educated black women in the same demo increased from 9% in 1980 to 15% in 1990 — a 69% gain. Meanwhile, the number of black males and females (aged 18-24) completed high school also increased from 1980-86.

Golden Years

Black men and women also grew older, on average, during the 1980s. The median age of black men climbed from 23.5 years in 1980 to 26.4 years in 1990. Black women enjoyed a similar increase, from 26.1 years in 1980 to 29.1 years in 1990.

However, both sexes still trail their white counterparts. The average age of white men during the same time period grew from 29.7 years to 32.7 years; that of white women climbed from 31.9 years to 34.8 years.

Incidentally, 35.9% of black males were under age 18 in 1990, compared to 30.7% of black females. But among the 65+ crowd, black women outnumbered black males (9% vs. 7%).
FEEL THE HEAT.

CHERRELLE
"TEARS OF JOY"
[2996-01-03-4]

MINT CONDITION
"BREAKIN' MY HEART (PRETTY BROWN EYES)"
[2996-00-04-4]

MOST ADDED!
FIRST WEEK:
19 UC REPORTERS - 23%

URBAN CHART: 13
78 UC REPORTERS - 94%

BARRY WHITE
AND ISAAC HAYES
"DARK AND LOVELY (YOU OVER THERE)"
[2992-15-02-4]
NEW & ACTIVE
36 UC REPORTERS - 43%

THE SOUNDS OF BLACKNESS
"TESTIFY"
[2998-12-07-4]

URBAN CHART: 35 - 20
65 UC REPORTERS - 78%

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KRKS's 'Young Country' Flanks KSCS, KPLX
Sr. VP/Ops Rick Torcasso and PD Dan Pearman explain format

Alliance Broadcasting's KRKS became Dallas's third FM Country outlet when it flipped from AC to 'Young Country' on January 27. It's now set to battle Cap Cities/ABC's KSCS and Susquehanna's KPLX — ranked first and second 12+, respectively — for a piece of the ratings pie.

Like KRKS, KBBQ/Houston became that market's third FM Country outlet last September. But that's where the similarity ends. KBBQ's Easy Country format, as defined by PD Byun Hallam (R&R 9/27/91), is "like a Soft AC in presentation and attitude. It's the softer side of most of the country artists heard on mainstream Country stations today."

KRKS's PD is Dan Pearman, who runs KRKS through his firm, Rick Torcasso, who also owns the RT Media telemarketing firm, once programmed WYNY/New York (prior to its turning Country), WMJI/Cleveland, and WDBQ/De- tona.

I interviewed the pair less than 48 hours after Young Country 105.3 signed on. The following comments are a composite of both men's responses.

Rick Torcasso
Our research — done by Bolton Research — key on what people consider important in their lives. Most research centers on how people use the radio. We don't care about that; we can't change that. Knowing what the people want to attract [25+44] want in their lives enables us to give it to them—something most radio stations don't do. It just turned out that the people we want to attract like country music.

We needed a strong musical stage for the kind of focused, foreground station we wanted to create for the audience we targeted. AC, for instance, doesn't provide the foreground intimacy we need as a stage for the rest of the station.

What makes Country work so well as a stage is that it has lyrics people identify with, great production quality, and a fresh sound with new artists. Still, the most important thing on the station are the personalities and the production elements.

No Formatics
R&R: What do you expect from your air personalities?
KRKS: There's no format. There are no rules; no liner cards. Jocks are critical to this station. They're scheduled to talk eight times per hour, and I don't care what they do on the air as long as it's entertaining.

Entertainment is the number one issue. The only thing we ask is that they refer to us as "Young Country."

All of our people are former morning personalities. We hired high-quality, expensive talent to do a job, and we let them do it. They know how to entertain. If they want to stop the music for a bit of a good caller, they can. If a bit runs over the vocal, so what? As long as the bit's entertaining, who cares? The jocks understand the basics and take them a step further. We're an in-your-face Country station.

But what we don't talk about is just as critical. We don't talk about the things most research companies think we should. For instance, we don't talk about how much music we're playing. We're not building a station on music values. Those are pre-emptive. Our goal is to entertain. The jocks should be themselves and have a great time.

Some of the folks involved in a research and consulting capacity for the station have freaked out over the things they've heard on the air.

People Focus
R&R: Not that it makes a difference, but how do you feel about the fact that neither of you has any Country radio experience?
KRKS: Good radio is good radio, no matter what music is involved. Our philosophical approach to radio in general, and to this station in particular, is to research the market to find a strong, viable base of people who desire a particular thing from their radio station.

From there, we developed a product that's basically a young adult, mass appeal format for Dallas. And if you want to be mass appeal in Dallas, you want to play country.

R&R: Why did Alliance decide to take KRKS Country?
KRKS: Country music isn't the focus of the station — people are.

KRKS's Game Plan
• Be entertaining; no jock formatics
• 80% current, recurrent; gold: 2-4 years old
• TV: 350 points/week for 30+ weeks
• 25-44 target
• Use Country music to set strong musical stage for foreground radio station.

KRKS's target demo is 25-44 with a prod- job, so the station's format, "Young Country," is thus tailored to 25-44, currently the fastest growing demographic of all.
CAPITOL NASHVILLE
IS
HISTORY!
WE’RE NOW...
INTO THE FUTURE
WITH

SHARON ANDERSON
JAMES BLUNDELL
SUZY BOGGUSS
GARTH BROOKS
GLEN CAMPBELL
PAULETTE CARLSON
LACY J. DALTON
LINDA DAVIS
SKIP EWING
CLEVE FRANCIS
THE GATLIN BROTHERS
CRYSTAL GAYLE
LEE GREENWOOD

JASON
DAVID LYNN JONES
CHRIS LEDOUX
GARY MORRIS
NITTY GRITTY DIRT BAND
WAYLAND PATTON
PIRATES OF THE MISSISSIPPI
EDDIE RABBITT
JO-EL SONNIER
TANYA TUCKER
ROGER WHITTAKER
Five For The Road

Hats or no hats, country artists are taking to the road on tours of every kind. From route revivals to concerts for Texan eyes only; from teepees for 10 to a "topless" itinerary, there's bound to be a winner coming soon to a theater near you.

Route Music

Texas swingers Asleep At The Wheel are hitting the road, literally, on their upcoming tour. The band is joining forces with Coors Beer for a national concert tour commemorating the 66th anniversary of famed highway Route 66. The tour coincides with the March release of the group's new Arista/Nashville LP, which will include a cover version of the Bobby Vinton classic "Get Your Kicks On Route 66." Concerts are planned for 10 major markets — from Chicago to L.A. — with each city staging a two-day celebration centered around the tour.

A variety of country, rock, jazz, and contemporary artists will join the Wheelers at some stops, and a caravan of classic cars will follow the band down the celebrated asphalt ribbon as part of the celebration, due to kick off in April. What's more, regional classic car and hot rod shows are planned for each site along the way.

Coors Beer, the event's sponsor, will showcase the series of shows with a ten-day, 25-city cross-country tour that will include displays, and promotional radio spots featuring the band. Of more historic interest, the band members are planning to issue a commemorative beer can featuring the tour logo and other information.

Incidentally, the National Park Service is studying Route 66 and may soon declare the 2448-mile piece of history a national monument. A portion of the tour's proceeds will be donated to help rehabilitate and preserve the now seldom-used highway, which has inspired songwriters for generations.

Happy Trails With Travis

Randy Travis and Warner Bros./Nashville are offering 10 fans the chance to spend their summer under the stars with their favorite star in the label's recently launched national radio and retail promotion, the "High Lonesome Rendezvous." Thirty qualifiers in 10 major markets will receive their choice of a "High Lonesome" CD or a "For Ever And Ever" home video; one winner will be selected from each market to spend a weekend with Travis.

Each winner and a guest will be flown to Albuquerque, where they'll hook up with Travis at a welcoming party and travel by train to Santa Fe for two days of trading camping stories and sleeping in teepees. The promotion runs through February 16.

Hats (Not Hats)

Joe Diffie and Mark Chesnutt are teaming up this month for the Two For Texas tour. The pair will play Texas dates throughout the spring, beginning February 21 in Wichita Falls. Don't be surprised if Diffie, who recently played first his L.A. showcase with new Epic/Island act Dixiana, dons a cowboy hat on several dates "in honor of his Texas friends."

Marty Stuart and Travis Tritt are currently in the midst of their No Huts tour, which kicked off in late 1991 and is scheduled to run through '92. Several February dates (in Alabama and Mississippi) will not only feature guest appearances by Mark O'Connor, but also Jerry and Tammy Sullivan, whose "A Joyful Noise" album was co-produced by Stuart.

Hats (Once Again)

For their 1992 Heard It On The Radio U.S./Canadian tour, set to begin March 11 in North Dakota. Meanwhile, the group is auditioning for former lead singer Larry Stewart's replacement. (Word is they've narrowed it down to two candidates.) The group plans to enter the studio in April to record their next RCA Nashville LP, which should be out in June.

Edith Brooks during the recent American Music Awards program.

ed in place of Brooks during the recent American Music Awards program.

• Alabama will participate in the upcoming Installation in Alabama's Future — an environmental trade show and seminar to commemorate Earth Day in Alabama. Held April 22-23 at Auburn University, the event is designed to bring together and increase the environmental awareness of corporations, state agencies, and non-profit groups.

• Davis Daniel has joined the Children's Rights of America Foundation's national celebrity board. Founded in 1982, the organization provides support and counseling to missing children's families as well as to physically and sexually abused children.

• The Nashville Songwriters Association International has set its 14th Annual Spring Symposium for March 15-16. Workshops during the event will explore several writer-related aspects of the music industry, including relationships between writers and publishers as well as between publishers and the music industry. A "Super Songs" showcase is scheduled for Friday night (3/13), the 25th annual Songwriter Achievement Awards ceremony takes place the following evening. To register, call the NSA at (615) 256-3354.

—Lorie Hollaugh

NASHVILLE THIS WEEK

NASHVILLE IN MOTION

Moore Exits Starwood

Steve Moore has resigned his position as Exec. Director of Starwood Amphitheatre and his GM post at Place Entertainment, Starwood's parent company, to launch his own firm. The new company, Moore Entertainment, will develop and promote local and national concert tours as well as offer music-related events. Moore will also work with the Gibson Music Corporation on artist endorsements and promotions. Moore Entertainment will be located at 1818 Elm Hill Pike in Nashville.

• Debra Powell has restructured the Harris/Richardson publishing company, changing the name to Powell Music Group. Powell has added two new companies — Yellow Creek Music and Fossil Ridge Music — to PMG's three companies and has tapped singer/songwriter Kim Vassy to oversee PMG's day to day operations. Powell Music Group will now be located at 700 19th Avenue South, Suite 703, Nashville, TN 37212.

• Jeff Tweed has joined Bluewater Music Corporation as creative manager. Tweed, who's worked in the music business as a session player and producer, also co-wrote "Every Time Two Fools Collide," "Mornin' Ride," and "5:01 Blues."

Tippin Tunes

To ensure that programmers would have the perfect oppor-tune-ty to listen to "There Ain't Nothin' Wrong With The Ra-di-o," the promonanics at RCA/Nashville shipped out sets of head-phone radars with the song's title embossed across the top. Now if only Tippin would release "There Ain't Nothin' Wrong With My Shiny New Automobile . . . ."

Happy Trails With Travis

Randy Travis and Warner Bros./Nashville are offering 10 fans the chance to spend their summer under the stars with their favorite star in the label's recently launched national radio and retail promotion, the "High Lonesome Rendezvous." Thirty qualifiers in 10 major markets will receive their choice of a "High Lonesome" CD or a "For Ever And Ever" home video; one winner will be selected from each market to spend a weekend with Travis.

Each winner and a guest will be flown to Albuquerque, where they'll hook up with Travis at a welcoming party and travel by train to Santa Fe for two days of trading camping stories and sleeping in teepees. The promotion runs through February 16.

Hats (Not Hats)

Joe Diffie and Mark Chesnutt are teaming up this month for the Two For Texas tour. The pair will play Texas dates throughout the spring, beginning February 21 in Wichita Falls. Don't be surprised if Diffie, who recently played first his L.A. showcase with new Epic/Island act Dixiana, dons a cowboy hat on several dates "in honor of his Texas friends."

Marty Stuart and Travis Tritt are currently in the midst of their No Huts tour, which kicked off in late 1991 and is scheduled to run through '92. Several February dates (in Alabama and Mississippi) will not only feature guest appearances by Mark O'Connor, but also Jerry and Tammy Sullivan, whose "A Joyful Noise" album was co-produced by Stuart.

Hats (Once Again)

For their 1992 Heard It On The Radio U.S./Canadian tour, set to begin March 11 in North Dakota. Meanwhile, the group is auditioning for former lead singer Larry Stewart's replacement. (Word is they've narrowed it down to two candidates.) The group plans to enter the studio in April to record their next RCA Nashville LP, which should be out in June.

Ernest Goes To Radio

Ernest P. Worrell (aka actor Jim Varney) has filmed a series of nine TV spots designed to promote radio stations around the country. Cascom, a Nashville-based video syndication company, has produced the scenarios, which can be customized for different clients and markets. Classic Rocker WGFX, Nashville and Country outlet WIVK/Knoxville recently tested-marked the new spots.

Bits & Pieces

• Staffers at Warner Bros. were pleasantly surprised when Garth Brooks dropped by Thursday (1/30) to leave a congratulatory note for Travis Tritt, who perform-
SAWYER BROWN
“SOME GIRLS DO”

HANK WILLIAMS, JR.
“HOTEL WHISKEY”

WYNONNA
“SHE IS HIS ONLY NEED”

HAL KETCHUM
“PAST THE POINT OF RESCUE”

RAY STEVENS
“POWER TOOLS”
MARKETPLACE

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52 • R&R February 7, 1992

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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:

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RADIO & RECORDS, 1930 Century Park West
Los Angeles, CA 90067 310-553-4330
Fax: 310-203-8727

MARKETPLACE

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Probably the most talked-about feature program we have on the air. Sold it to the first sponsor contacted." WYFY/FPF
Call Mike Hesser, Collect 805-543-9214
SYNDICATE, PO Box 12837, San Luis Obispo, CA 93406

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A COMEDY EDITORIAL
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- Make Milk Come Out of Your Nose?
- Split a Gut?
- Or
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**MORNING SIDEKICK**

**Call for Demo - 303/733-5850**

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1-900-786-7800
South AOR in a major outlet needs a PD who “gets it.” Need not have experience in MOR/Ciassic Rock. Should be capable of disciplining players, conversing with research, and capable of thinking out of the box. Materials to: Bill Jacobs, Jacobs Media, 2977 Telegraph Rd., Suite 350, Southfield, MI 48034. EOE M/F/V/H

WEST COAST MORNINGS
Seeking morning drive host or team with sports emphasis for adult station in West Coast major market. Bruce Mari & Associates 1855 Del Monte Lane Reno, NV 89511 EOE


Calling all great morning men and women. Here’s the job you dreamed about: operations/morning personality for Southern New Hampshire FM. Promotional skills necessary. Salary open. Send resume, tape, and references to: Radio & Records, 1930 Century Park West, #534, Los Angeles, CA 90067. EOE

TRAFFIC DIRECTOR
WASH 97.1 FM has an opening for a Traffic Director. The successful candidate should have at least three years experience in radio traffic and one year experience with JDS computer systems. The Traffic Director must be very detail-oriented and able to work well with people. Please send resume and salary requirements to: J. Christopher Broquila, General Sales Manager, WASH 97.1 FM, 3400 Idaho Ave., NW, Washington, DC 20016. EOE M/F

WANNA PLAY PURE ROCK IN THE TWIN CITIES?
America’s newest hot rocker needs America’s best air talent. Enthusiasm, creativity, and energy a must, along with solid medium-major market experience. Blow us away with your best stuff! Owned by Entercom, a committed and financially stable group owner in major markets. T&R, salary history to $90,000 TALENT HUNT, 2110 Ciff Road, Minneapolis, MN 55122. No phones please! EOE

PROGRAM DIRECTOR
FM music intensive AC looking for program director/AT. Strong vision, leadership skills, and research experience a must. Describe your programming philosophy as it relates to target, product, and positioning. Send tape and material to: Radio & Records, 1930 Century Park West, #533, Los Angeles, CA 90067. EOE

PROMOTION DIRECTOR
You know the East Coast, you know how to get a talk show talked about, you know marketing. You believe that promotion is more than key chains and bumper stickers, and you know AOR or Classic Rock. If this sounds like you, a client of mine wants to find you. Resume and samples of your best work to Donna Halper & Associates, 304 Newbury St., No. 506, Boston, MA 02115. EOE

Program Director wanted for Washington’s only Contemporary Jazz Station, WJZE-FM. Must have DJ and/or NAC background within Top 50 market. Need real heavy-weight to take us to the next level. Send resumes to John Columbus, WJZE-FM, 5321 First Place, NE, Washington, DC 20011. No phone calls. EOE

NEWS ANCHOR WITH CREDIBILITY & PERSONALITY
Top 20 market seeks morning news anchor who is credible and personable with smooth delivery, good interview skills, and is unflappable. T&R: Radio & Records, 1930 Century Park West, #526, Los Angeles, CA 90067. EOE

MORNING PRODUCER
Help a good morning show get even better. My client needs an experienced, organized producer who knows AOR and can come up with topical ideas. East Coast person preferred. Tape (if applicable) and resume to Donna Halper & Associates, 304 Newbury St., No. 506, Boston, MA 02115. EOE

South Central PA FM seeking full and part-time ATs for possible future openings. Music intensive format with a 25-54 audience. Send T&R now! Radio & Records, 1930 Century Park West, #527, Los Angeles, CA 90067. EOE

MORNINGS NEWS/SIDEKICK
Hot Chirubin 102 JAMZ, Greensboro needs enthusiastic, creative, “seize the moment” morning talent ... natural, off-the-wall, community involved. Relatability to the South and absolute dedication to winning in Market 89 is a must.

New/sidekick must have the drive to become totally wired into the community and an understanding of locally relevant lifestyle approach. Send T&R to Brian Douglas, 102 JAMZ, 4002 Spring Garden St., Greensboro, NC 27407. NO CALLS, please. EOE

JQI is searching for a creative, organized, and aggressive promotions director as well as a future PD. Your talents. Send your presentation to: Joy Taylor Program Director WRQQ 3615 Gray St. Suite 10 Spring, FL 33909 EOE

On-air PD for medium market Oldies FM. If you love people, know Selectior, enjoy promotions, T&R to Radio & Records, 1930 Century Park West, #530, Los Angeles, CA 90067. EOE

MORNINGS ON 100,000-WATT FM AC
No BS! This is one of the few growing companies that is serious about radio. We’re looking for a “heavy weight” morning communicator who’s bright, warm, local, understands how to be involved, and how to be a personality. No beginners. Together we’ll be #1. T&R: Radio & Records, 1930 Century Park West, #532, Los Angeles, CA 90067. EOE

Urban night talent with killer phones and production skills needed. T&R: WRQQ, Bill Otley, 561 Prisoner Drive, #102, Lexington, KY 40507. EOE

Aggressive commercial production company seeks voice talent. T&R: ACA, 2200 West Blaine St., Portland, OR 97217. EOE


WMXG-Boston seeks news staff Announcer. Some production, weekend work. T&R: 1112 Radio Road, Stoneham, MA 20717. EOE

New Charleston FM seeks staff! For all skills. Prefer non-smokers. T&R: WJUL, Box 1579, Winchester, VA 22663. EOE

KLBJ/Austin News/Talk seeks winsor reporter. Must be an up-and-coming all-arounder. Send resume to: Janet Evans. 8323 North Fuls, Austin, TX 78753. EOE

Seeking afterdrive personality for Gold-based AC/rock station. T&R: B&J Enterprises, Inc. Box 1466, Jacksonville, FL 32232. EOE

SPORTS PRODUCER/ANALYST/REPORTER
Seeking an energetic, fast-thinking producer with good coding skills and radio experience. Must reside in or travel to New England region. T&R: WRFX, 1650 WEEI, Box 113, Lynnfield, MA 01940. EOE

On-air PD for medium market Classic Rock. Must love people. Send resume to: Dave Mehl, Program Director, 1930 Century Park West, #526, Los Angeles, CA 90067. EOE

SOUL: WAX1 has openings in the sales department. REQUIREMENTS: WAX1 1247 Million Dollar Highway, Kansas City, MO 64114. 2/7 EOE

Anchor reporter sought for Texas Talk station: T&R: WTEX, Box 990, Uvalde, TX 78801. 2/7 EOE

Upper Peninsula AC seeks strong fun AT with good phone and production skills. T&R: WDCM. Iron Neuron, Box 2470, Luce Park MI 20644. 2/7 EOE

Suburban DC 50,000-watt FM seeks AE with strong retail guarantee with commission. Call: WMUR, 1703 369-1085. 2/7 EOE

WAAP seeks afternoon drive talent with strong production, T&R: WAAP. Ron Van. 19 Nanchen St., Worcester, MA 01608. 2/7 EOE

World Cafe seeks a production director to run the board and produce programmed segments. T&R: Bruce Reeves 2005 Smith Place, Philadelphia PA 19104. 2/7 EOE

WCMX seeks seasonal news director. T&R: Box 237, Campton, KY 41214. 2/7 EOE

EOE
WJR's morning show wants to grow! Looking for sidekick/pro- producer/writer to join top-rated morning show. No shock, no jocks. Voices, creativity, and adult appeal a must. R&R to Russ Morley, Box 189, West Palm Beach, FL 33402. EOE

K-LUV 98.7 FM
DALLAS-FORT WORTH FM

Assistant PD needed at Oldest KLUV Airshift, Selector skills, and a flair for promotions are a must. Rush T&R to Chuck Brinkman, OM, KLUV, 4131 North Central Expressway, Dallas, TX 75204. EOE. No calls please.

WJFX, Ange KKNB/Lincoln Urbana. Jett Jennifer McCarthy, IL 5601 AP, 100 N.E Loop years' Oldies thing that will impress morning drive, T&R. Desire skills, Voices, creativity, and at least seven years’ experience with Top 10 stations. A great opportunity awaits you at KLUV. Please send resume to: Chuck Brinkman, OM, 4131 North Central Expressway, Dallas, TX 75204. EOE

Top 10 Midwest AOR needs a GREAT early evening entertainer. Card readers need not apply. T&R: Radio & Records, 1930 Century Park West, #531, Los Angeles, CA 90067. EOE

WEST COAST

Live in the Colorado Rockies – work in a fun environment with a solid team. Seeking an experienced on-air talent for a Hot AC with a human delivery, dreamers need not apply. Fulltime. Excellent benefits. Send tape & resume to P.O. Box 939. Vail, CO 81658 EOE

MIDWEST

KXIS seeks CHRF sport for; Sunday 6-9 pm PT, starting: T&R or 7/21 John, 27 N. 27th St, Omaha, NE 68131 (2) EOE

Wanted: Classic Rock morning star with experience. T&R: KMNB Box 1820, LaCrosse, WI 54601 (7) EOE

PD AOR seeks night rock, age 22-30. T&R: WZNF 400 Broadway, Urbana, IL 61801 (7) EOE

KEKI-Lindon seeks hot and PT CHRF sport. T&R: Tom Cruise, 7001 N. 21st St., Lincoln, NE 68521 (7) EOE

KXCT & KQND seeks weekenders, T&R: Ken Briston, 1203 Far- tram, Omaha, NE 68102 (7) EOE

KXLY seeks great up and coming Urban morning talent. T&R: Janae Carnes, 530 E. State Blvd., Fort Wayne, IN 46805 (7) EOE

IL AP News station seeks news reporter. T&R: WGLI/WICN, Jennifer McCarthy, Box 2227, Gurnee, IL 60031 2 (7) EOE

Full Service KXIS seeks evening weekend sportscaster/ sportscaster for possible future openings. T&R: Dave Mortlock, Box 1329, Dodridge, IA 52625 (7) EOE

Seeking co-host to add to the team. Must be intelligent and have a positive attitude. RESUME: KXDA, Alan Moe, 1645 Central Ave. St. Cloud, MN 56302 (7) EOE

WCCO Radio, Major Market “Station of the Year”, seeks an outstanding personality to fill our full-service format. Well-read, energetic, and creative. Must be able to conduct intelligent and interesting interviews, and handle all kinds of calls from listeners. Fulltime job with weekend and fill-in work.

Send a sample of your personality to: Tom Quick Program Director WCCO Radio 625 Minneapolis Second Avenue South Minneapolis, MN 55402 EOE

TOP 30 MARKET MORNING PERSONAL TEAM

Highly rated, high energy Dance CHR station seeks experienced morning person/team. Bits, phones, appearances and ability to relate to audience a must. We need a killer for this job. Station is a group-owned EOE employer. Tape, resume and all your best stuff! We’re in a humongous Radio & Records, 1930 Century Park West, #524, Los Angeles, CA 90067.

MORNING SHOW HOST

A highly successful Western U.S. Top 50 market station needs you to take this spot. Send 2 airchecks of your Western U.S. MORNING/COUNTRY morning show and along with your resume and documentation of your success. Females encouraged! Host/personality teams OK too. Radio & Records, 1930 Century Park West, #526, Los Angeles, CA 90067.

ATTN: JOB-HUNTERS

Let us help send you to the head of the class. Employment listings nationwide with optional instant access, FREE referral with NO PLACE- MENT FEES, written Demo Tape Evaluation, Agent Representation; Salary Assessments; and much more! EOE.

p.o. box 1476 pittsburgh, PA 15236-1476 FREE 1-800-985-2377

Top 10 Midwest AOR needs a GREAT early evening entertainer. Card readers need not apply. T&R: Radio & Records, 1930 Century Park West, #531, Los Angeles, CA 90067. EOE

MORNING SHOW CO-HOST

Quick...name a CHR station who is on top of the ratings heap and has a rare opening! Q-102/KRKN has a career opportunity for an adult communicator. If you can have good clean fun on the radio, are able to work with two creative male co-hosts, have good news writing skills, and have the creativity to entertain adults, then we want to hear from you right away!

Rush T&R’s to Matt McCann Program Director Q-102/KRKN 1161 Locust St. Des Moines, Iowa 50309 No calls please. EOE/MF Sagi Communications, Inc.

Midwest medium market 80,000 watt FM Country station seeks morning talent. $4 for the right person. If you can entertain an adult audience and desire creative freedom send your T&R to: Radio & Records, 1350 Century Park West, #515, Los Angeles, CA 90067. EOE

SST seeks two. Administrative assistant and inventory clerk. RESUME: SST Records, Ron Coomer, Box 1, Laval, Quebec, CA H7R 200. EOE

Seeking morning drive talent for Northern CA AC. Possible PT sales. T&R: KMVR FM, Ron Woodward, 2644 Cruiser Lane, Chico, CA 95926. EOE


KOSO seeks experienced CD players for our AC format. T&R: KOSO, Marty Lanser, 2121 Lancey Drive, Suite 1, Moorhead, CA 93355 (7) EOE

MIDWEST A.O.R. MORNINGS

One of our market-leading AORs seeks reliable morning talent. We need an experienced per- son/team with proven ability to entertain a morning audience.

We’re ahead of the pack and looking to put distance between us and the competition. Good company, good people and a serious commit- ment to winning. T&R to:

DeMers Programming/Marketing Consultants 617 Newcomen Rd. Exton, PA 19341 EOE/MF

COLORADO COUNTRY

Top-rated KKCS AM/FM has an immediate opening for an evening personality with side- disk. T&R to: Charlie Cassidy, P.O. Box 139102, Colorado Springs, CO 80941 EOE. Females & Minorities encouraged.

WEST COAST

Live in the Colorado Rockies – work in a fun environment with a solid team. Seeking an experienced on-air talent for a Hot AC with a human delivery, dreamers need not apply. Fulltime. Excellent benefits. Send tape & resume to P.O. Box 939. Vail, CO 81658 EOE.

POSITIONS SOUGHT

Experienced sportscaster. PBP and sports talk show host. Last station changed markets. All markets considered. (213) 476-3189 (2) EOE

Big time scoring AI with high end broadcast boards. T&R: BMI-NOE FM. 463-1432 (2) EOE

Suburban Top 50 male/female morning drive team seeks Top 75 CHRF/KOOL/AC. GARY (1161) 741-2414 (2) EOE

Former Bay area weekender seeks Chico to Truckee. Res: 448-3092. EOE

Send resume to: Hit Music Network, Attention Tom Quick, 1217 E 4th Street, Los Angeles, CA 90031 2 (7) EOE}

Experienced morning personality seeks long term relationship with station. Always great 100% ego problems. MM: (941) 426-0041. (2) EOE

Ambitious female seeks radio or TV position in the West. KIP Tahaha, (612) 448-5511 (2) EOE

Hardworking, pleasant, professional, willing to relocate. Control room operator and production assistant. Premier Country Gospel. (417) 863-6085 (2) EOE

SST 12 year pro seeks stable small to medium market op- portunity with Challenge. Request mailing address and reference seeking East Coast or FL. Will relocate. (570) 778-5872 (2) EOE

I have radio, experience. Morning personality seeks long term relationship with station. Always great 100% ego problems. MM: (413) 426-0041. (2) EOE

Young, aggressive radio voice full of ideas. Seeking someone creative to make the stations for you. FOOL (612) 744-5758 (2) EOE

After 16 years on the air, a person knows their radio destiny. I have the voice, attitude, and desire to be doing out of the lights of some interesting city hosting a talk show — NOT about politics and issues, but about love and life and stuff you care about. Let’s talk. Any opening? I’ll make the dollars for you! PAUL: (312) 876-0042 (2) EOE
San Francisco Bay Area radio and TV personality Marcos Gutierrez is looking for a radio station to program specifically to address the English speaking Hispanic community. “After 20 years of Spanish and English radio and TV experience I feel that a major portion of the Hispanic community is not being served by either the English or Spanish language media,” Mr. Gutierrez did his Master’s degree at the University of Illinois-F State. Willing to work in any market with a sizable Hispanic population.

For information call 415/992-1680.

MARK WANNRIGT

10 years' experience as manager and announcer. Excellent knowledge of the music business. Excellent on-camera production, excellent on-camera production. Willing to relocate. 310-246-1950.

FRAZER'S AVAILABLE!

Expect the unexpected, with a voice and talent that will stand out and dazzle your audience and clientele. Have worked all formats. Recently, eclectic, "Colin Serious West," Frazer 512-331-3657.

POSITIONS SOUGHT

Experienced broadcaster seeks immediate employment. 20 years in radio, can do anything with excellent results. RGM/AM/PM/Drive/12/PD/OM/promotions/production/copywriter. 415-241-1652.

Seeking radio sports position in medium market professional. Mid-12-10 years experience. Great PBP skills. PAUL BRENT 616-828-0225.

Currently seeking weekend work in smooth, smart com- munity seeks FM/AC Adult Alternative/Contemporary/ Jazz/CHR positions. 416-946-4002. (21)

Zero to 3's. Personality plus and fill your FT on air and production slot. Call before the next book. CA or nearby (310) 218-4337. (21)

All Sports stations old or new seeking a sport's producer with contacts and experience. (213) 731-4037. (21)

20-year professional seeks challenging positions as PD/OM for Country/West stations. Willing to relocate. 612-540-4265. (21)

Extraverted, motivated, hardworking team player with a wants to win attitude. Seeks Country position. 903-285-0365. (21)

Again the salt of a budget cut. Any financially stable network needs a producer with a lot of experience. SHELMA (602) 935-3426. (21)

Zapped by a 1050 today? You're burning up the night airwaves with your voice. Come work with us. 415-731-9300. (21)

I'll wake up the competition tomorrow morning with you. A new place to call home. 310-575-7811. (21)

National PD of the Year seeks AT/MD/DO anywhere. Let me prove it to you. CRAG 729-2651. (21)

Seeking a jack of all trades? Personality, concept, production, full-time, fill-in part-time job. Call me today. CRAG 308-676-1301. (21)

Seeking a Female Howard Stern! Excellent phones. Take a chance I'll be good. 800-423-7495. (21)

Recession-buster program. Siggings numbers got you down? Call Todd Martin for a pick-me-up! Experienced CHRM program manager. 513-420-2905.

Tageted, topical, and different from the guy you call today. A taste of Down Under in your morning show. STEPHEN 308-784-5170. (21)

Discover this hidden treasure. Seeking small or medium market position with news emphasis. Energetic, announcing. LNAO. (213) 251-0417. (21)

10-year AM/FM at major market with CHRM/AM stations seeks management position. Lots of potential. Just give me the opportunity to prove it. BRITISH ANNOUNCER 916-436-9559.

Talk radio is what I keep, but considering another format, wish to make a change at this time. (310) 391-0593. (21)

POSITIONS SOUGHT

FRAZER'S AVAILABLE!

ALAN (FILL-LOCK) KABEL

The Jimmy Day Band/Good Time Radio needs a new DJ & evening drive. Good times start now! W03531.

Five-year AM morning/burn/contemporary big peaks. AM/PM/ed- ucational and serious. Experience in production/writing and various formats. BE yequelle to 605/710-2260. (21)

Top-rated program/management/operations/A&R/promotions/marketing executive can handle any station operation. Have the facts. BILL ELLIOTT 614-629-3471. (21)

Energetic, motivated newscaster with broadcasting degree seeks FT at any format in any location. Call. Seeks Penn. 610-522-2261. (21)

Need help? Top-rated, major market morning show with proven track record and history of big numbers now considers offers. Bucks important but quality of life and area heavily weighted.

Inquiries to: Radio & Records, 1930 Century Park West, #523, Los Angeles, CA 90067, 2006.07.00.

FRAZER'S AVAILABLE!

MARK WANNRIGT

10 years' experience as manager and announcer. Excellent knowledge of the music business. Excellent on-camera production, excellent on-camera production. Willing to relocate. 310-246-1950.

FRAZER'S AVAILABLE!

Expect the unexpected, with a voice and talent that will stand out and dazzle your audience and clientele. Have worked all formats. Recently, eclectic, "Colin Serious West," Frazer 512-331-3657.

February 7, 1992 R&R • 57

MONEY-BACK GUARANTEE FOR ATLANTA

Seven-year dependable, hometown Atlanta CHR/AC/ORF personality seeks a part-time job in Atlanta. After 30 days if you decide to keep me, fire! I will refund your money. How can you pass up a deal like this? (ROB) 404-434-6532.

fat: 612-544-5091

ALAN (FILL-LOCK) KABEL

The Jimmy Day Band/Good Time Radio needs a new DJ & evening drive. Good times start now! W03531.

Five-year AM morning/burn/contemporary big peaks. AM/PM/ed- ucational and serious. Experience in production/writing and various formats. BE yequelle to 605/710-2260. (21)

Top-rated program/management/operations/A&R/promotions/marketing executive can handle any station operation. Have the facts. BILL ELLIOTT 614-629-3471. (21)

Energetic, motivated newscaster with broadcasting degree seeks FT at any format in any location. Call. Seeks Penn. 610-522-2261. (21)

Have the ambition, enthusiasm and pace. Give me call and we're going to play in some of the best places and meet some of the best people on Earth. R&R 612-692-3577.

FS Talk: AM/PM producer with major market experience. Humbrous, offbeat style and numerous workshop offers. 612-321-1667. (21)

Kids fun, fits you. But now I'm deeper. America's favorite FT gig. Anywhere now. JOHN 217-644-3204. (21)

Major market FT with major market corporate. Currently test-driving the CHRM slot. Seeks a major market, CD style. PAUL BRENT 616-526-3693. (21)

Experienced and talented AT/MD seeks position. Radio, writing, and production experience. Now in AT seeks a major market, CD style. ROGER 616-777-3577. (21)

R&R Opportunities Display Advertising

Display & Broadcast Advertisers must order directly from the company to receive a special rate. No agencies. Numbers must be submitted by mail, not email, to the R&R Display Advertising Manager. Rates are for 200 words or less in a single issue. Ad deadline is 2 weeks prior to the publication date.

Display

Rates are per word, minimum 35 words per inch block, same rate regardless of position. The client must pay all charges. The client must deliver a check, certified check, bank draft, or money order with the ad. No phone orders. Mail to: WEEJ, 125 N orange Ave, West Palm Beach, FL 33401-4422.

For more information, call 850-476-5273.

Good Times Radio provides free (20 words or less) phone numbers for those in need. Call 850-476-5273.

For more information on the program, call 850-476-5273.

Display

Rates are per word, minimum 35 words per inch block, same rate regardless of position. The client must pay all charges. The client must deliver a check, certified check, bank draft, or money order with the ad. No phone orders. Mail to: WEEJ, 125 N orange Ave, West Palm Beach, FL 33401-4422.

For more information, call 850-476-5273.

Premium Radio Stations offers free (20 words or less) phone numbers for those in need. Call 850-476-5273.

For more information on the program, call 850-476-5273.

R&R Opportunities Free Advertising

Radio & Records provides free (20 words or less) listings to radio stations and record companies. Listings are limited to 40 words each. There is no charge for listing lengths up to 400 words. The client must pay all charges. The client must deliver a check, certified check, bank draft, or money order with the ad. No phone orders. Mail to: WEEJ, 125 N orange Ave, West Palm Beach, FL 33401-4422.

For more information, call 850-476-5273.
atlantic Starr
Mainstream (Repriece)
52% of our reporting stations on it. Rotations: Heavy 2, Medium 26/1, Light 40/18,
Total Adds 19 including WYVE, KMJQ, WWKH, KMJQ, WXOK, WATT, WENN, WAGH, WFXF, WWAQ. Debuts at number 7 on the Urban Contemporary chart.

BEBE & CECE WINANS
It's O.K. (Capitol)
71% of our reporting stations on it. Rotations: Heavy 0, Medium 12/1, Light 47/14,
Total Adds 15 including WIZF, WTLC, OC104, WJZ, KBCE, WXFA, WAGH, WFXF, KFXZ, KMJQ. Debuts at number 49 on the Urban Contemporary chart.

TIM OWENS
Smile (Atlantic)
61% of our reporting stations on it. Rotations: Heavy 1, Medium 25/0, Light 25/9,
Total Adds 9, WIZF, WWKH, WILD, WJZ, WXFA, WATT, WFWE, WQMG, WANN. Debuts at number 39 on the Urban Contemporary chart.

Thinking Back (Giant/Reprise)
60% of our reporting stations on it. Rotations: Heavy 0, Medium 13/1, Light 37/10,
Total Adds 11 including WXYV, WBLK, WOAS, WKYS, WOWI, WZAK, KGML, WQMG, WQMG, WMJS.

STATE OF ART "Understanding" (40 Acres/Columbia) 44%9

MC LYTE "Poor Georgia" (Atlantic) 41%
Rotations: Heavy 0, Medium 21/0, Light 11/3. Total Adds: WIZF, WWKH, WILD, WJZ, WXFA, WATT, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, KQXL.

TLC " Ain't 2 Proud 2 Beg" (Lafe/Arista) 46/13
Rotations: Heavy 15, Medium 15/2, Light 14/3. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

GARY TAYLOR "In And Out Of Love" (Valley View) 45/2
Rotations: Heavy 15, Medium 11/0, Light 7/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

PEABROOK "Lover's Touch" (Capitol) 44/2
Rotations: Heavy 15, Medium 12/0, Light 10/1. Total Adds: KMJQ, WWKH, WLD, WJZ, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

BRUCE WHITE "Love Stories" (Island) 42/2
Rotations: Heavy 0, Medium 21/0, Light 17/6. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

SUSAN "A Rice Time For Lovin'" (Capitol) 41/9
Rotations: Heavy 15, Medium 16/1, Light 11/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Heavy. Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

CYVON "Turn You On" (Rendezvous/RCA) 39/3
Rotations: Heavy 15, Medium 14/3, Light 11/1. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

BOBBY WILLIAMS "Dark And Lovely" (A&M) 36/4
Rotations: Heavy 0, Medium 15/1, Light 7/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF,

MARC NELSON "Count On Me" (Capitol) 36/2
Rotations: Heavy 0, Medium 15/0, Light 3/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

ALEX BROWN "So In Love" (Orpheus/Def) 35/4
Rotations: Heavy 0, Medium 15/0, Light 8/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

HINT "Do Not Pass Me By" (Capitol) 33/3
Rotations: Heavy 11, Medium 22/0, Light 20/1. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR, WFXF.

KEITH WASHINGTON "Washington When You Love Somebody" (Quest/WB) 29/28
Rotations: Heavy 0, Medium 28/0, Light 28/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

RICK ROSS "True Love" (Def) 25/21
Rotations: Heavy 0, Medium 22/0, Light 19/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

B.B. KING "The Blues Come Over Me" (MCA) 13/8
Rotations: Heavy 0, Medium 7/0, Light 6/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

GRANDMOOTHER "Can't Help But Be" (Def) 11/2
Rotations: Heavy 0, Medium 10/1, Light 0/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

STYLISTICS "Everyday You Make Me" (Elektra) 10/1
Rotations: Heavy 0, Medium 9/0, Light 1/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

BUBBA "One In A Million" (Motown) 9/0
Rotations: Heavy 0, Medium 7/0, Light 6/0. Total Adds: WXYV, WWKH, WLD, WJZ, WQMG, WANN, Mediums include: KMJQ, WWKH, KJAM, WZRR.

New artists have not yet had a UC Breaker.
"Everything we sing touches our emotions and, hopefully, the emotions of those who listen."
—BeBe Winans

"It's O.K."
A true piece from the heart.

URBAN BREAKERS

MOST ADDED
THIRD WEEK-IN-A-ROW!
NOW ON 59 UC REPORTERS

WBLK WKYS WOWI WTLC
WBLK K97 WIZF KMJM
WDAS WEDR WZAK KKBZ
WAMO WYLD WJLB
...and many more!

The follow-up single and video to their two
#1 Urban hits "Addictive Love"
and "I'll Take You There."
Produced and Arranged by Keith Thomas for Yellow Elephant Music, Inc.

From the GOLD Capitol compact disc,
cassette and album Different Lifestyles.
“Finally, an awesome new talent singing real songs.”
— Patti LaBelle

SECRETS OF THE HEART
the first single from Secrets Of The Heart, her debut album

“Every artist that has ever heard her voice has just really gone off on it.”
—Sarni McKinney, producer/songwriter

LISA TAYLOR
### Editorial Note:

August 1992

The following chart is from the August 1992 issue of *Country Weekly*. It provides information on the top country music singles for the week ending July 26, 1992. The chart includes data such as the number of plays, airplay, and charts where the songs appeared. The chart is divided into sections for different artists and their respective songs, along with a breakdown of the songs' performance on various charts.

### Chart Categories:

- **Top Singles**
- **Top Albums**
- **New Artists**
- **Most Added & Hottest**

### Key Points:

- **Top Singles**
  - The chart lists the top country singles for the week, along with details on airplay and chart positions.
  - **Breakers** are highlighted, indicating songs that have achieved significant airplay on 60% or more of country radio stations.
  - **New Artists** feature up-and-coming artists with their debut singles.
  - **Most Added & Hottest** highlights songs that have been added to a significant number of radio stations.

### Example Entry:

For B.B. Watson’s “Love Ain’t A Fighter,” the chart shows it is a Breaker on Country Radio, achieving significant airplay across multiple stations.

### Chart Analysis:

- **Breakers** are noted for their performance on airplay, indicating they are gaining traction in the country music scene.
- **New Artists** are emerging and are a testament to the evolving talent in country music.
- **Most Added & Hottest** songs are those achieving the most airplay, showcasing the popularity and potential of new songs.

### Additional Insights:

- The chart provides a snapshot of the country music landscape, reflecting the diversity of artists and the evolution of chart dynamics.
- **Country Road** is a featured section that highlights the country music genre and its impact on listeners.

This detailed chart glossary aims to provide a comprehensive understanding of the country music scene as represented in the August 1992 issue of *Country Weekly*. The chart entries are meticulously analyzed to offer insights into the strategies and performance of artists and songs within the genre.
BUDWEISER AND CAPRICORN RECORDS PRESENT

HANK WILLIAMS JR. A VALENTINES GIFT TO HIS FANS...

LIVE!

FROM NASHVILLE VIA SATELLITE ON

UNISTAR RADIO NETWORKS

HANK DEBUTS HIS CURB/CAPRICORN ALBUM

Maverick

AND KICKS OFF HIS

Budweiser Rock 'n' Country

MEGA TOUR WITH A ONE HOUR PERFORMANCE LIVE FROM NASHVILLE

FRIDAY, FEBRUARY 14TH

(10 pm/Eastern, 9 pm/Central, 7 pm/Pacific)

DON'T MISS OUT ON THIS HISTORIC BROADCAST!

Call the UNISTAR RADIO NETWORK TODAY AT 703-276-2900

MANUFACTURED AND DISTRIBUTED BY WARNER BROS. RECORDS, INC. A TIME-WARNER CO.

Clint Black performs courtesy of RCA Records.
<table>
<thead>
<tr>
<th>ARTIST/Song Title (Label)</th>
<th>Album Title</th>
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<tbody>
<tr>
<td><strong>GARTH BROOKS</strong>/Papa Loved Mama (Liberty)</td>
<td>Rotin' The Wind</td>
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<tr>
<td><strong>SAWYER BROWN</strong>/Some Girls Do (Capitol)</td>
<td>The Dirt Road</td>
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<tr>
<td><strong>GARTH BROOKS</strong>/The River (Liberty)</td>
<td>Rotin' The Wind</td>
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<tr>
<td><strong>ALAN JACKSON</strong>/Just Playin' Possum (Arista)</td>
<td>Don't Rock The Jukebox</td>
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<tr>
<td><strong>GARTH BROOKS</strong>/Burning Bridges (Liberty)</td>
<td>Rotin' The Wind</td>
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<tr>
<td><strong>GARTH BROOKS</strong>/We Buy The Hatchet (Liberty)</td>
<td>Rotin' The Wind</td>
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<tr>
<td><strong>JOE DIFRANKO</strong>/Next Thing Smokin' (Epic)</td>
<td>Regular Joe</td>
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<td><strong>JOHN ANDERSON</strong>/Seminole Wind (BNA)</td>
<td>Seminole Wind</td>
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<tr>
<td><strong>ALABAMA</strong>/Hats Off (RCA)</td>
<td>Greatest Hits II</td>
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<td><strong>GARTH BROOKS</strong>/Aggrieved (The Cabin)</td>
<td>Rotin' The Wind</td>
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<tr>
<td><strong>ALAN JACKSON</strong>/Midnight In Montgomery (Arista)</td>
<td>Don't Rock The Jukebox</td>
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<tr>
<td><strong>TRACY LAWRENCE</strong>/I Hope Heaver Has A Honky Tonk (Atlantic)</td>
<td>Sticks and Stones</td>
</tr>
<tr>
<td><strong>MARK COLLIE</strong>/Born and Raised in Black And White (MCA)</td>
<td>Born And Raised In Black...</td>
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<tr>
<td><strong>PIRATES OF THE MISSISSIPPI</strong>/Till I'm Holding You Again (Liberty)</td>
<td>Walk The Plank</td>
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<tr>
<td><strong>ALAN JACKSON</strong>/Walkin' The Door Over Me (Arista)</td>
<td>Don't Rock The Jukebox</td>
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STILL TIME TO REGISTER – STILL TIME TO SAVE!

COUNTRY RADIO SEMINAR

March 4 – 7, 1992
Opryland Hotel — Nashville, Tennessee

IT'S AN ELECTION YEAR — VOTE TO ATTEND CRS-23
YOUR BEST PROFESSIONAL GROWTH OPPORTUNITY

Country-America's Choice

Come hear the voice of the people and cast your votes. The Country Radio Seminar is a unique forum to share ideas and knowledge with your industry colleagues. So, make sure your vote's a "Yes" vote, and register for CRS – 23. It's a must for:

- Broadcasters
- Equipment Manufacturers
- Syndicators
- Music Industry Executives
- Suppliers
- Record Labels

Your CRS – 23 "Yes" Vote includes: Participation in four days of informational panels, discussions with top industry executives, and workshops led by the best known names in country music and radio. You'll learn about: Management, Sales, Research, Programming, Promotion and Music.

Attend the Artist Radio Tape Sessions and have today's top artists heartily endorse your station. Tape customized ID's, spots and promos with your favorite country music artist. In addition to your registration kit and program materials, registration at CRS - 23 gives you unlimited access to the Exhibit Hall area and Seminar-sponsored suites hosted by country radio's best suppliers and service organizations.

Upon registration you'll get a free copy of the Program Book & Directory. This must-have publication includes detailed listing of Country Radio Stations and Personnel; Record Label Promotion Personnel; and Country Program Syndicators and Suppliers.

You'll also receive one ticket to the following activities:

- Artist-Attendee Welcome Reception
- Exhibit Hall Wine & Cheese Party
- The Super Faces Show
- The New Faces Banquet & Show

Special Meals:
- Continental Breakfasts on Thursday, Friday and Saturday
- Luncheon Showcases on Friday and Saturday & Exhibit Hall Walk-Around Lunch on Thursday

Special Presentations by:
- Dr. Perry W. Buffington
- Lewis Grizzard
- Dr. Oren Harari
  Roger Miller
  Dan O'Day
  Riders in the Sky

Special Entertainment by:
- Garth Brooks
- Sammy Kershaw
- Prairie Oyster
- Brooks & Dunn
- Tracy Lawrence
- Collin Raye
- Hal Ketchum
- Little Texas
- Pam Tillis
- Diamond Rio
- Eddie London
- Michelle Wright
- Clinton Gregory
- McBride and the Ride
- Trisha Yearwood

ADVANCE REGISTRATION through February 14 — $339
REGULAR REGISTRATION from February 15 through March 4 — $399

For more information on Individual Registration, Program Book Advertising, Exhibit Hall Participation, Exhibitor Suite Registration or Special Event Sponsorship, Contact David DeBolt or Frank Mull.

The COUNTRY RADIO SEMINAR is presented by COUNTRY RADIO BROADCASTERS, INC.
50 Music Square West (#604) – Nashville, TN 37203-3227 – (615) 327-4487 or 327-4488
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<tr>
<th>EAST</th>
<th>MOST ADDED</th>
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<tr>
<td></td>
<td>Wynonna (CapwGA)</td>
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February 7, 1992 R&R 67
### Rotations Breakouts

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### Atlantic Starr

55% of our reporters on it. Rotations: Heavy 2, Medium 26, Light 23, Total Adds 20 including WBXM, WENS, KBIG, KESZ, KKCW, KSFI, WOBM, WMGS, WLAX, KBGK, Moves 28-19 on the AC chart.

### NEW & ACTIVE

**Kenny Loggins**

The Real Thing (Columbia)

51% of our reporters on it. Rotations: Heavy 3, Medium 25, Light 19, Total Adds 13 including 2WD, WMTX, WLTE, WGLL, WOBM, WYHN-FM, WLAX, KMJQ, WCRZ, WLHT. Moves 27-22 on the AC chart.

### Significant Action

**VOICE OF THE BEEHIVE “Perfect Place” (London/FLG)** 13-13

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**ROY ORBISON “I Do It All Night” (MCA)** 12-13

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**TEVIN CAMPBELL “Tell Me What You Want Me To Do” (Dwest/WB)** 11-13

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**PRINCE & NEW POWER GENERATION “Diamonds And Pearls” (Paisley Park/WB)** 13-5

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**DOVES “Beaten Up In Love Again” (Elektra)** 10-1

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**PRINCE**

“Tell Me What You Want Me To Do” (Private Music) 5-2

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Janis Ian
“Days Like These”

From the original motion picture soundtrack
"Falling From Grace" A John Mellencamp Film

v a n e s s a  w i l l i a m s
9 - 94% of AC Radio CLOSED in 4 Weeks!!!
»save the best for last«
From the gold album, “The Comfort Zone”

Appearing on Arsenio - February 12.

Produced and Arranged by
Keith Thomas for Yellow Elephant Music, Inc.
Written by Wendy Waldman,
Jon Lind and Phil Goldston
Executive Producer: Ed Eckstine
Management: Hervey & Company

1992 Grammy Award
Nominee for Best R&B
vocal performance:
Female
**Associate Reports**

**Most Added (5)**
- ATLANTIC STARR (4)
- PEABO BRYSON (2)
- KYM KARADAKIS (3)
- BOBBY CALDWELL (2)
- DION & BRYSON (2)

**Hottest Vocalists**
- PATTI AUSTIN (1)
- MICHAEL BOLTON (1)
- AARON NEVILLE (1)
- JOHN (1)
- DION & BRYSON (1)

**Associate Reporters**

**Most Added (4)**
- ERIC CLAPTON (2)
- SIMPLY RED (1)
- KERRY KEATING (1)
- WALT DISNEY (1)
- ROBERT WILLS (1)

**Hottest Vocalists**
- ROYALTY (1)
- MARY J. BLIGE (1)
- DION (1)
- SIMPLY RED (1)
- TOMMY SHANAHAN (1)

**Voice of the Beehive**
- PATTI AUSTIN (1)
- MICHAEL BOLTON (1)
- AARON NEVILLE (1)
- JOHN (1)
- DION & BRYSON (1)

**BEST SELLER**
- TTL/Richard Chocolate (4)
- DION & BRYSON (3)
- KERRY KEATING (2)
- WALT DISNEY (2)
- ROBERT WILLS (2)

**Perfect Place**
- #3 MOST ADDED AC!1!
Christopher Franke
Pacific Coast Highway

HIMALAYA
“FRIEND TO FRIEND”

FEATUREING
“Monea’s Theme”
“Friend To Friend”
“Sharlene”

Already On KACE, KBZN, KEYV, KEZL, KTCJ, WNWV, KBIA, WGM, WHRL, and many more!

INDEREC RECORDS
Sandra Vasquez (714) 599-3520
Michae Clark for Michelle Clark Promotions (609) 589-4229

R&R NAC 27
GAVIN AA 25*
MAC 18*

FOR CD SERVICE:
Michelle Clark (609) 589-4229
Roger Lifestet (818) 991-7668

Available on Sonic Images Discs and Tapes

SONIC IMAGES
(213) 650 1000
Private Music
From the album
Nobody Said It Was Easy

Produced by Rick Rubin

©1992 Def American Recordings, Inc.

QUEENSRYCHE
Anybody Listening? (EMI/ERG)
73% of our reporters on it.

NIRVANA
Come As You Are (DGC)
61% of our reporters on it.
No Records Qualified for Breaker Status This Week

"A classic... as you've never heard it before"

THE CHIEFTAINS

"Behind Blue Eyes"

On your desk now!

from the RCA Victor release:
"The Chieftains – An Irish Evening"
090206-00006
**PLAYLISTS**

**P1**

<table>
<thead>
<tr>
<th>Station</th>
<th>Playing Track</th>
<th>Artist</th>
<th>Album</th>
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<tbody>
<tr>
<td>WLPN/Providence</td>
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<td>ERASURE/Chorus</td>
<td>DRAMARAMA</td>
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<td>28 ERASURE/Chorus (Sire/Reprise)</td>
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<td>KDWB/Los Angeles</td>
<td>Sire/Reprise</td>
<td>26 SIOUXSIE</td>
<td>THE SEAS</td>
</tr>
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<td>Sire/Reprise</td>
<td>28 PEARL JAM/Ten (Ep)</td>
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<td>KDWB/Los Angeles</td>
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<td>28 CLIFFS OF DOONEEN</td>
<td>THE DOG WENT EAST AND THE WEST (Epic/EGM)</td>
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<td>27 SIOUXSIE &amp; THE BANSHEES</td>
<td>SUPERSTITION (Sire/Reprise)</td>
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**P2**

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**ADD & HOTS**

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**MOST ADDED**

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<tr>
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<td>LITTLE VILLAGE</td>
<td>JUDYBYATS</td>
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<td>SARAH MCLACHLAN</td>
<td>VULGAR BOATMAN</td>
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**HOTTEST**

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<tr>
<th>Artist</th>
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<td>NUINNA</td>
<td>SOCIAL DISTORTION</td>
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<td>MATTHEW SWEET</td>
<td>THE END OF THE WORLD (WB)</td>
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<tr>
<td>NIRVANA</td>
<td>NEVERMIND (DCG)</td>
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<tr>
<td>LOU REED</td>
<td>Magic &amp; Loss (Sire/WB)</td>
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<tr>
<td>DRAAMARAMA</td>
<td>Akin (Charisma/Elektra)</td>
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<td>LIGHTENING SEEDS</td>
<td>THE LIE OF THE SEARS (MCA)</td>
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<td>SUGARCUBES</td>
<td>AT (Track) (RCA)</td>
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<td>ENYA</td>
<td>Shepherd's Moon (Reprise)</td>
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<td>TEENAGE FANCLUB</td>
<td>BANKYAWPROSE (DCG)</td>
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**NEW ROCK CHART**

- New Rock charts information is provided by a carefully selected group of radio stations throughout the United States.
- The most requested songs are updated weekly.
**NEW ARTISTS**

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<tbody>
<tr>
<td>1.</td>
<td>WAR BABIES</td>
<td>Hang Me Up (Columbia)</td>
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<tr>
<td>2.</td>
<td>WEBB WILDER</td>
<td>Tough It Out (Praxis Zool)</td>
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<tr>
<td>3.</td>
<td>BABY ANIMALS</td>
<td>Painless (Igno)</td>
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<tr>
<td>4.</td>
<td>PSYCHEFUNKAPUS</td>
<td>Surfin' On Jupiter (Atlantic)</td>
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<tr>
<td>5.</td>
<td>LILLIAN AXE</td>
<td>True Believer (Grand Slam Studios/RS)</td>
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<td>6.</td>
<td>LITTLE VILLAGE</td>
<td>She Runs Hot (Reprise)</td>
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<td>7.</td>
<td>MARC BONILLA</td>
<td>White Noise (Reprise)</td>
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<td>8.</td>
<td>DANNY TATE</td>
<td>Lead Me To The Water (Charisma)</td>
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<td>9.</td>
<td>XYZ</td>
<td>When I Find Love (Capitol)</td>
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<td>10.</td>
<td>BLUES TRAVELER</td>
<td>Mountain Cry (A&amp;M)</td>
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<td>11.</td>
<td>LENNY KRAVITZ</td>
<td>Stop Draggin' Around (Virgin)</td>
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<td>12.</td>
<td>SHOTGUN MESSIAH</td>
<td>Heartbreak Blvd. (Relativity)</td>
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<td>13.</td>
<td>NUCLEAR VALDEZ</td>
<td>(Share A) Little Shelter (Epic)</td>
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<td>SOUTHSIDE JOHNNY &amp; ASbury</td>
<td>...Coming Back (Impact)</td>
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<td>15.</td>
<td>THIS PICTURE</td>
<td>Naked Rain (DejaVu/RCA)</td>
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<td>16.</td>
<td>KISS OF THE GYPSY</td>
<td>Whatever It Takes (Atlantic)</td>
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<td>17.</td>
<td>STEVE FORBERT</td>
<td>Baby, Don't (Getten)</td>
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<td>BLUR</td>
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<td>Desire (Modern/A&amp;M)</td>
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<td>RICK PARKER</td>
<td>Salesgini Blues (Getten)</td>
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<tr>
<td>21.</td>
<td>TEENAGE FANCLUB</td>
<td>The Concept (DG&amp;H)</td>
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</tbody>
</table>

New Artists have not yet had an AOR 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.
### Regions:

#### MIDWEST (Continued)

- **KGBS/Des Moines** | (515) 281-1220 | WYMS (Springfield, IL) 94.9 | Tim Banyu | PD: deb Schrader | Format: Rock 
- **KMTT/Towrence** | (412) 647-3500 | WMIL (Milwaukee, WI) 106.7 | George Kett| PD: Tim Banyu | Format: Classic Rock 
- **KREG/Greensburg** | (602) 322-6777 | WHBQ/ABQ (Albuquerque, NM) | Tom Connors | Format: Rock 
- **KBOE/Omaha** | (402) 913-5000 | KZLA (Los Angeles, CA) 99.7 | Steve Estes | PD: Tim Banyu | Format: Classic Rock 

### PLANNERS:

- **Ted Utz:** "25-34 or 25-44 audiences want to hear new and exciting music."

---

**PLAYLISTS** — Artists are listed once per playlist in the highest rotation that any of their albums' tracks are reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:

- 'a' — Album or track is newly reported.
- (M): (L) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

**PARALLELS** — Stations arranged by market size, according to Arbitron's MSA population figures.

- Parallel One: 1,000,000+
- Parallel Two: 200,000 - 1,000,000
- Parallels Three: under 200,000

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
### Most Added

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<th>Station</th>
<th>Date</th>
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<td>KATHY TRACCELLI</td>
<td>WKSF</td>
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<td>WLPX</td>
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<td>MICHAEL JACKSON</td>
<td>WURD</td>
<td>3-1</td>
</tr>
<tr>
<td>MR. NIA</td>
<td>WURD</td>
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<tr>
<td>RICHARD MARX</td>
<td>WCFB</td>
<td>5-1</td>
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<td>&quot;Hottest:&quot;</td>
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<tr>
<td>ERIC CLAPTON</td>
<td>WOAM</td>
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<td>SWEET JACKSON</td>
<td>WORL</td>
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### Breakouts

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<td>WPKX</td>
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<td>TOM PETTY (10)</td>
<td>WQIX</td>
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### Breakouts

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### CHR Rotation Criteria
- Fulltime adds and/or ons: four plays in a 24-hour period, three of them before midnight.
- Dayparted adds and/or ons: one-two plays in a 24-hour period, both before midnight.

Breakouts are records not included in the regional Most Added listings that are receiving concentrated regional airplay. They have fewer than 50 reports nationally but have five or more adds in the region listed.

Songs in New & Active have been reported by at least 50 CHR reporters in the current week. Songs in Significant Action have been reported by 10 or more CHR reporters but fewer than 50. Below the "artist/title (label)" designation, following the word "Reports," is the total number of stations reporting the song week. Moves are designated as Up (upward chart movement). Same (same chart position as last week or continued uncharted), and Down (downward chart movement). Finally, following the word "adds," the total number of stations adding the record this week is listed, followed by a sample of individual station activity on the song. Complete airplay activity can be found in the Paradise

Breakers have achieved 60% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart position stations reporting them to debut on the CHR National Airplay 40.
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NOTE: Frozen playlists are designated by an "*" in 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, or 1 million stations.

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, below 200,000.

224 Reporters

### Paula Abdul

**Vibeology (Captive/Virgin)**

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<th>LP</th>
<th>Shift</th>
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### Atlantic Starr

**Masterpiece (Reprise)**

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**There's No Other Way (Food/SBK)**

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### Boyz II Men

**Uhh Abhh (Motown)**

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### Big Audio Dynamite II

**The Globe (Columbia)**

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### Michael Bolton

**Missing You Now (Columbia)**

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### Tevin Campbell

**Tell Me What You Want (Quest/WB)**

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### Eric Clapton

**Tears In Heaven (Reprise)**

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### Bryan Adams

**There Will Never Be Another (A&M)**

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### Atlantic Star (Continued)

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### Michael Bolton (Continued)

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<tr>
<td>Curtis Stigers</td>
<td>You're All That Matters To Me (Atlantic)</td>
<td>Jive</td>
<td>LP</td>
<td>69</td>
<td>158</td>
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<td>Keith Sweat</td>
<td>Keep It Comin' (Elektra)</td>
<td>Interscope</td>
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<td>Van Halen</td>
<td>Jump (WB)</td>
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<td>Vanessa Williams</td>
<td>Save The Best For... (MCA)</td>
<td>MCA</td>
<td>LP</td>
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<td>Karyn White</td>
<td>The Way I Feel About You (WB)</td>
<td>MCA</td>
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<td>Can't Cry Hard Enough (WB)</td>
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<td>BABY ANIMALS</td>
<td>For What It's Worth (Island)</td>
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PERFORMING WHERE PLAYED

PERFORMING WHERE PLAYED is a weekly listing of records in New & Active and Significant Action with:
• 25 or more reports
• Chart positions at #50 or more of stations reporting them.
• No more than five fewer total reports than the previous week's.

See Parallels for a complete picture of all station activity.
Make way for the reigning Miss Babe-a-lonia!

I'm not worthy!

TIA CARRERE
"BALLROOM BLITZ"

The sexy debut single from the album
MUSIC FROM THE MOTION PICTURE

WAYNE'S WORLD
Seattle
KPLZ
Salt Lake City
HOT94.9 ADD 26

Dallas
KEGL 31-27 TOP 30 SALES
"Don't miss out on 'The Globe.' B.A.D. II has the sound where pop music is heading."
-JIMMY STEAL

Denver
KS-104 ADD "'The Globe' is a hit record! It's a great image record with a mass appeal edge. It's in fulltime rotation with 18-24 familiarity and a built-in hipness factor."
-STACY CANTRELL

Austin
KJNN 17-14 Top 5 Requests Top 30 Single Sales
"Simply put, it's a happy song, it's fun, it's Contemporary Hot radio, it's party time! And that's the beauty of it."
-ROGER ALLEN

Knoxville
WOKI 19-14
"It's through the roof! We have Top 5 phones, big 18-24 phones, and it's starting to catch on with the teens...already selling!"
-CLAY GISH

Allenstown
WAEB 30-26 Top 10 Requests
"Pop/dance/rock/cutting edge... 'The Globe' has it all covered."
-PETE CONSENZA

Bakersfield
KKXX DEB 28

Salt Lake City
HOT94.9 ADD 26

Providence
KIX-106 ADD

Houenston
KRBE ADD 32

Kansas City
KBEQ #27
KXXR ADD

Over 400,000 units sold

Sacramento
KWOD "#1 Record"
-GERRY CAGLE

ALSO ON FM 102

Omaha
KQKO ADD 28
"It's not a ballad! And B.A.D. II gives us the fresh hip sound we're looking for... On the air for 3 days already... This baby reacts."
-KEN BENSON

ALSO ON KXKT

KJ103 deb 33
G105 deb 31
HOT95.5 deb 30 Top 5 Requests
WPST 36-31
KZZU Top 3 Requests
KTUX 32-21

-Headlining MTV 120 minutes tour

COLUMBIA
**URBAN CONTEMPORARY**

**NEW BREAK**

1. JOEDESK (MC/A)
2. BIZ MEEK DILLA (MC/Am)
3. MARAH CAREY (Dancer)
4. RICKY WHITE/No Feel about You (WB)
5. GERALD LEVITT/Ready Hold On To Me (Arista/EastWest)
6. STEVE WONDER/These Three Words (EPIC)
7. RICKY WHITE/Remember The Time (EPIC)
8. RICKY WHITE/Shut Up & Let Me Go (Arista/EastWest)
9. RICKY WHITE/Gotta Move Baby (Arista/EastWest)
10. KEITH SWEAT/Just Keep On (TRX)

**BREAKER**

- **PEACE**
  - 12/21
  - CECIL PENISTON/family (A&M)
- **COLOR ME BAD**
  - 12/21
  - KEVIN KNOTT/Moving On (Capitol)
- **ATLANTIC STAR**
  - 12/21
  - MM WASHINGTON/Trust In Me (Capitol)
- **COLOR ME BAD**
  - 12/21
  - KEVIN KNOTT/Moving On (Capitol)
- **SIMPLE RHYTHM**
  - 12/21
  - CHICKENFOOT/Keep On Coming (Capitol)

**NEW & ACTIVE, TOP 10 Recurrents Pg. 58**

1. PRINCE & N.P.G. (Diamonds, Paisley Park/WB)
2. TRACY LAWRENCE/Today's Lonely (Atlantic)
3. GENESIS/I Can't Dance (Atlantic)
4. RUSH/Crash of '96 (Atlantic)
5. DEBUTS
6. OZZY OSBOURNE/Mama, I'm Coming... (Epix/Apex Assoc)
7. JOHN MELLENCAMP/Again Tonight (MCA)
8. TOM PETTY & THE HEARTBREAKERS/Highway 16 (RECORD ORG)
9. STEVE WINWOOD/Turn Back the Hands of Time (Capitol)
10. ERIC CLAPTON/Shades Is Heaven (Reprise)

**A&R TRACKS**

1. PRINCE & N.P.G. (Diamonds, Paisley Park/WB)
2. GENESIS/I Can't Dance (Atlantic)
3. RUSH/Crash of '96 (Atlantic)
4. OZZY OSBOURNE/Mama, I'm Coming... (Epix/Apex Assoc)
5. JOHN MELLENCAMP/Again Tonight (MCA)
6. TOM PETTY & THE HEARTBREAKERS/Highway 16 (RECORD ORG)
7. STEVE WINWOOD/Turn Back the Hands of Time (Capitol)
8. ERIC CLAPTON/Shades Is Heaven (Reprise)
9. JOHN MELLENCAMP/Again Tonight (MCA)
10. TOM PETTY & THE HEARTBREAKERS/Highway 16 (RECORD ORG)

**ADULT CONTEMPORARY**

**NEW BREAK**

1. PAUL YOUNG/What Becomes Of The Brokenhearted (MCA)
2. SHAI/Dance One Night (Capitol)
3. DANNY GILLIS/S震荡 (Atlantic)
4. VANESSA WILLIAMS/Save The Best For... (WB)
5. TYNDALL SYNDROME/Time For You (WB)
6. SHAME-/Move Any Mountain (Capitol)
7. RICKY WHITE/Keep On Coming (Capitol)
8. A. FRANKLIN MCDONALD/f-love changing (A&M)
9. JOE PUBLIC/Island Love (Capitol)
10. NAOMI/Black Rose (Capitol)

**BREAKER**

- **PEACE**
  - 12/21
  - CECIL PENISTON/family (A&M)
- **COLOR ME BAD**
  - 12/21
  - KEVIN KNOTT/Moving On (Capitol)
- **ATLANTIC STAR**
  - 12/21
  - MM WASHINGTON/Trust In Me (Capitol)
- **COLOR ME BAD**
  - 12/21
  - KEVIN KNOTT/Moving On (Capitol)
- **SIMPLE RHYTHM**
  - 12/21
  - CHICKENFOOT/Keep On Coming (Capitol)

**NEW & ACTIVE, TOP 10 Recurrents Pg. 58**

1. WINSLOW YUMY/What Becomes Of The Brokenhearted (MCA)
2. DANNY GILLIS/S震荡 (Atlantic)
3. VANESSA WILLIAMS/Save The Best For... (WB)
4. TYNDALL SYNDROME/Time For You (WB)
5. SHAME-/Move Any Mountain (Capitol)
6. A. FRANKLIN MCDONALD/f-love changing (A&M)
7. NAOMI/Black Rose (Capitol)
8. JOE PUBLIC/Island Love (Capitol)
9. NAOMI/Black Rose (Capitol)
10. A. FRANKLIN MCDONALD/f-love changing (A&M)

**COUNTRY**

**NEW BREAK**

1. JOHN McGIVER/What's Shakin' (Atlantic)
2. BARRY CRYER/Paint Me Green (Atlantic)
3. JOHN McGIVER/What's Shakin' (Atlantic)
4. BARRY CRYER/Paint Me Green (Atlantic)
5. JOHN McGIVER/What's Shakin' (Atlantic)
6. JOHN McGIVER/What's Shakin' (Atlantic)
7. JOHN McGIVER/What's Shakin' (Atlantic)
8. JOHN McGIVER/What's Shakin' (Atlantic)
9. JOHN McGIVER/What's Shakin' (Atlantic)
10. JOHN McGIVER/What's Shakin' (Atlantic)