Massive Survey Overhaul Proposed By Arbitron

No more books; six-week updates based on 18-week rolling averages planned

The Arbitron Company and Arbitron Advisory Council are looking to overhaul many key aspects of ratings processing and delivery. If they’re successful, the current 12-week radio reports will be replaced by six-week updates based on 18-week rolling averages. Printed “books” as the industry currently knows them would be eliminated.

The proposal would be Arbitron’s most ambitious procedural change since it went from four-week to 12-week reports 12 years ago. Arbitron officials have apparently received positive response to the idea; they hope to get more input from radio and agency subscribers before making a commitment around midsummer. If approved, the new procedures could be implemented sometime next year in the 96 continuously measured markets Arbitron currently has no plans for changing the way noncontinuous markets are measured.

FCC To Grant Radio Relief? FM freeze, DAB slowdown may be considered

Las Vegas – Acting FCC Chairman James Quello said the agency will explore proposals designed to limit the allocation of new radio stations and slow the arrival of satellite-delivered DAB.

In a well-received speech Monday (4/19) at the NAB Convention, Quello said action is needed to aid the financially beleaguered medium. However, he stopped short of promising specific action and it’s unclear whether the proposals are politically viable.

NAB Puts Focus On The Future

Multimedia, digital, radio broadcast data systems in spotlight

Las Vegas – Behind the usual throngs of people and endless displays of broadcast equipment, the “NAB ’93” convention put a decided focus on broadcasting’s digital future.

Radio and TV executives heard Apple Computer Chairman John Sculley explain how multimedia technology, a buzzword in computer circles for years, will become an important part of broadcasting in the near future. Radio attendees were also treated to updated DAB demonstrations and an explanation of how Radio Broadcast Data Systems (RBDS) can generate revenue. FCC acting Chairman James Quello said he would like to see a relaxed regulatory load on radio (see accompanying story), and participants debated President Clinton’s tax plan, which may reduce the deductibility of advertising costs.

Aside from a few sessions covering LMA and duplopy deals, most of the radio workshops were staged by the RAB and covered subject matter similar to its Managing Sales Conference in February.

Sculley Speech

Sculley told the convention that the computer, consumer electronics, and media industries will become so integrated in the next 10 years that they’ll become virtually indistinguishable. He said the triad of industries that will bring in $3.5 trillion annually, with the media component worth $1.2 trillion a year.

Why the incredible upsurge in income? Sculley says high-speed information “superhighways” will be the basis of virtually all communication in the next 10 years. Media and publishing companies will send computers will process it, and consumer electronics will play it.

NAB ’93/See Page 15

KLAX Conquers L.A.; WRKS Rules New York

After taking a significant dip in the November/December/January Arbitrend estimates, Howard Stern went up in the Winter ’93 book. Stern, who had fallen to fourth place in the last trend, placed second in L.A., two-tenths behind the Spanish-speaking team of Juan Carlos and El Peladillo on market-leading KLAX.

Speaking of KLAX, the Ranchera station continued to build listening at the expense of virtually all its format competitors. Its 7.2 share is the market’s highest since KPWV pulled the same number in Feb ’90.

WRKS/New York’s lead in the Big Apple is still intact, though somewhat diminished. The market’s three CHR’s are all within a tenth of a point, with WPLJ at its highest figure in nearly five years.

For complete results, see Page 24.

Newsstand Price $8.00

THE INDUSTRY’S NEWSPAPER
APRIL 23, 1993

ISSUE NUMBER 989

Inside: Station trading volume up 127% Spurred by the new duplopy rules, 1993 first-quarter station trading volume soared to $703 million. Check out the Top 10 transactions, the state-by-state breakout, the broker scorecard, and more.

Page 10

Infinity to sell stock for stations

Infinity Broadcasting’s SEC filing to sell $120 million worth of stock to purchase more radio stations also reveals some of the workings of its Unistar deal.

Page 4

Extra! Extra!

R&R subscribers will receive a redesigned “Ratings Report & Directory” — featuring more than 2200 business listings and profiles of the Top 100 markets — and the 1993 “Digital Guide” with this issue.

Page 3

Reclaiming Adult rockers

Today’s grownup baby boomers desire a broad spectrum of challenging sounds. AOR consultant Dennis Constantine says that the record industry is listening to relevant artists rather than songs and explains his “freeway theory” of music mixing.

Page 39

In the News...

• Jeff Dashew President at Interop West
• Richie Gallo to A&M Sr. VP/Sales & Mkgt.
Page 3

• WAGZ/Cincy flies from AOR to New Rock
Page 14

R&R RADIO & RECORDS

Las Vegas

KRKS (UC) 6.5 5.8
WLTW (AC) 5.2 5.3
WCRS-FM (Gold) 4.2 4.6
WRLS (AC) 4.4 4.4
WNS (News) 3.6 4.0
WOK (Talk) 3.3 4.0
WABC (Talk) 3.3 3.9
WHTZ (CHR) 3.6 3.8
WXK (CHR) 4.4 3.8
WCRS (News) 3.9 3.9

Los Angeles

KLAX (Span) 5.3 7.2
KOST (AC) 5.1 5.5
KFW (CHR) 5.1 5.0
KKF (Talk) 3.7 4.3
KS9-AF (CHR) 4.1 4.3
KABC (Talk) 3.5 3.9
KOMO (News) 3.6 3.8
KLOS (CHR) 3.2 3.6
KLX (CHR) 3.8 3.6
KRTH (Gold) 4.4 3.7

Los Angeles

W2GCFM (UC) 7.6 7.4
WGN (FS) 8.5 6.5
WBSN (City) 5.7 6.2
WBSM-FM (CHR) 4.6 5.0
WLT (AC) 3.7 4.6
WLS-AF (Talk) 3.5 4.3
WWDJ (News) 3.0 3.9
WWJ (Talk) 3.3 3.4
WBBZ (CHR) 3.9 3.7

Chicago

KGO (NT) 9.6 8.5
KME (CHR) 4.9 5.3
KCBS (News) 5.8 4.7
KNBR (FS) 3.6 4.5
KFCR (Sport) 3.9 3.9
KBLX-FM (NAC) 3.3 3.6
KDSD (CHR) 2.7 3.6
KIQ (AC) 3.9 3.5
KQRT-FM (AC) 3.1 3.3
KSN (City) 3.6 3.2

San Francisco

As of 4/22/93

For complete results, see Page 24.

www.americaradiohistory.com
The debut single from New Order's album Republic.

They couldn't wait for release!

Z100 30-27
KRBE 20-11
B97 21-17
WENZ 17-11
WSPK deb 40
KHFI 29-22
WKQB add
KZ93 add
KWOD 20-15
KSMB add
Plus...
99X
I95
WRQK
KWIN
Dashev President At Interpep West

Jeff Dashev has been promoted to President of Interpep Radio's West division. Dashev, who had been Exec. VP/Western Division Manager of McGavren Guild Radio and an Interpep Regional Executive, will oversee the firm's Los Angeles, San Francisco, Portland, and Seattle branches. McGavren Guild President Peter Deyle commented, "Jeff's expanded role is a natural extension of his current responsibilities. McGavren Guild clients, as well as the greater Interpep family, will continue to benefit from his exceptional skills."

Interpep President/Marketing Marc Guild noted, "Jeff's close ties with the L.A. advertising community and the western region will make him an invaluable asset to all Interpep stations."


Katz Study: Baseball Boosts Nights

Live baseball broadcasts have a dramatic impact on ratings for stations carrying them, according to a Katz Radio Group study. Spring and summer weekday evening ratings for stations carrying baseball are 16% and 32% higher than the stations' year-earlier, respective, stations' total week ratings also show significant improvement during baseball season, clocking in at 4% over their yearly average.

One interesting conclusion. Baseball broadcasts have little — if any — effect on other disparities. In fact, morning drive listening increases during the offseason for stations carrying ballgames.

Kids' Radio Net Sees Gold In Under-12 Audience

Ratings firms mull measuring juvenile listeners; affiliates enthusiastic

Children's Satellite Network is confident that it's going after the nation's hottest demographic, even though it's not even measured by Arbitron. CSN's music-intensive "Radio AADS" format is aimed at kids ages two to 12 "and all of their relatives. If they've got kids, they're going to be listening to our stations."

The lack of ratings measurement doesn't discourage CSN President Bill Barnett. "We know we're one of the most heavily listened-to stations in each market."

Increasing Interest National advertiser interest thus far has been limited, primarily because CSN is on in only six markets, but at least five more stations have been signed. "Every time we add a station, we get more advertiser response," Barnett says.

Target recently became the first national advertiser to sign a long-term spot deal with the network. According to Barnett, the list of advertisers who've tested CSN with limited flights includes Disney and Mattel.

Kids may not get paychecks, but they do have money to spend. CSN cites a Texas A&M University study showing that children spent $6 billion in 1989. The figure may be much higher now, since 1989 spending was up nearly 30% from five years earlier. In addition, the study estimated that kids' sales influence $132 billion in household purchases and indirectly influenced another $130 billion.

Barnett declined to discuss CSN's financial goals, but notes "Kids' RADIO/See Page 14

A&M Ups Gallo To Sr. VP Position

A&M Records has promoted VP Sales Richie Gallo to Sr. VP/ Sales & Distribution. He replaces Bill Gilbert, who recently exited the label. Gallo will direct all sales activities, working closely with parent PLG to maximize sales efforts. "Losing Bill Gilbert is daunting," A&M President/CEO Al Cafano remarked. "What a privilege to be able to move directly to my friend Richie Gallo. Joe DiMaggio has just retired and I've got Mickey Mantle ready to play centerfield and bat cleanup in his place."

Gallo commented, "I've been working toward an opportunity like this Gallo/See Page 24

Baseball Hits Ratings Home Run

Seasonal Index

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LEGISLATIVE ROUNDUP

Lawmakers Threaten To Limit Alcohol Advertising

Sen. Conrad Burns (R-MT) this week warned broadcasters that Congress — acting on emotion, not reason — may well pass legislation that would impose new limits on beer and wine advertising.

Speaking to a session at the NAB Convention, Burns said lawmakers could be moved to action by the pleas of Sen. Strom Thurmond (R-SC), who last week lost a drink driving battle. "Never underestimate the power of emotion in Congress," added Burns.

Thurmond has introduced legislation that would require broadcast ads for beer and wine to carry health warnings. A separate bill introduced in the House of Representatives would eliminate the tax deductibility of alcohol and tobacco advertising.

Unfair Burden

Sen. Ted Stevens (R-AK) told the audience he was supporting the Thurmond bill in order to encourage more alcohol education. "We need to do something to encourage those who earn a profit from [alcohol] to spend some money on education."

The lawmakers' remarks exasperated several broadcasters, who said the industry is being asked to bear an unfair and costly burden.

Warnings, they said, would simply drive beer and wine ads to other media.

Karat Radio Group President Gordon Hastings told a panel of congressional staffers that the imposition of warning labels on broadcast ads would cost the radio business $250 million in lost revenue.

NAB Radio Board member Skip Finley pointed out to the aides that alcohol is "a legal product. "We don't want to put a legal drug in jail," Finley said.

During that session, David Diamond (D-MI) said he does not see support on the Energy and Commerce Committee for either a ban on alcohol advertising or warning labeling legislation.

User Fee Pros, Cons

Among other issues that were discussed:

- Sen. Ted Stevens said he was "surprised" by the Clinton Administration's recent announcement that it wants to include broadcast frequencies in any attempt to auction spectrum. Stevens called that position a "negotiating point," adding: "I don't think there's anyone who believes we can pass a spectrum auction bill without the support of NAB."
- Rep. James Sensenbrenner (R-WI), a member of the House of Interstate Intellectual Property Subcommittee, warned broadcasters to be on guard against performance rights legislation, which would require stations to pay to use ASCAP-like fees to recording artists — and perhaps to air talent.
- Burns said he doesn't believe the FCC will impose an annual user fee on broadcasters to pay for implementation of the new cable television law. "If you put a fee on broadcasters, I think there'd be a revolt," said Burns, a former radio announcer. "And I think [a fee] would be highly unfair."

NAB lobbyist Jim May echoed that sentiment, saying the threat of a fee — raised last month by FCC Chairman Quello — is fading. "It's not as serious a threat as some people think. It'll only happen as a last resort."

However, at a session with senior FCC executives last week, NAB's broadcast liaison Laurens Belvin said she believes FCC user fees are "an area whose time may have come given the budget problem"

- A panel of congressional staffers said they believe Congress and the White House will enact legislation to write the Fairness Doctrine into law. John Windhausen, staff counsel to the Senate Communications Subcommittee, said support for amending the Rogers Act, which had been stoked by a feeling that broadcasters had shirked their responsibilities in such areas as children's television and violent programming.

 Asked if he could offer the industry a strategy to deal with the Fairness bill, which is currently pending in the Senate, Leach laughed and said, "Sit back and enjoy the ride."

MAY 3 TO JUNE 30

Expanded AM Band 'Window' Opens

The FCC has turned down petitions for reconsideration of its AM improvement order, clearing the way for stations to apply for migration to the expanded band, 1610-1800 KHz.

The filing window for the expanded band will open May 3 and close June 30. Stations are not required to pay any fee to apply for one of the 1180 regional frequencies and there's no form — just send a letter to the FCC's AM Branch.

Migration to the new frequencies is intended to reduce interference between stations on the existing AM band. The only major change the FCC adopted in reconsideration of its original order was to give top priority to daytimers in communities with more than 100,000 population without local nighttime service, but within the primary service area of a Class I station.

That description, mandated by Congress, was carefully crafted by

then-Rep. Matthew Rinaldo (R-NJ) to give 24-hour service to WJDM/Elizabeth, NJ. It's possible that some other station may qualify, but no one has yet identified one.

150-200 Stations

In a separate statement, Commissioner Andrew Barrett complained that the rest of the FCC wouldn't support his efforts to give priority to daytimers and minority-owned AM stations, which he said had "similar merit" to the WJDM exception and a decision to set aside a frequency for travel information stations forced to relocate from 1610 KHz. Although he concurred

in the order, Barrett called it "an arbitrary exercise in regulatory inequity."

Mass Media Bureau Chief Engineer William Hassinger told R&R that mass media bureaus will work to accommodate 150 to 200 stations on the expanded band. After the filing window closes June 30, computer programs will order the migration of stations according to how much their relocation would alleviate interference and whether one of the new frequencies is available in their area.

After the winners are selected, they'll each have to file a regular application for a construction permit to build their new station. At that time, and only then, will the usual filing fee be required.

Hassinger said it should take about nine months to go through the selection process, but he wouldn't predict when the first station might actually sign on. "It's not going to be this year," he noted.

"Infinity's New $120 Million Offering"

Infinity Broadcasting is going back to Wall Street with a $120 million stock issue to raise money to buy more radio stations.

The offering includes $25 million in stock being sold for the Lehman Brothers investment banking firm (and possibly Infinity President Mel Karmazin), who has promised to also inject $3 million into the offering with a written commitment to buy $130 million IPO and debt restructuring. The rest is new stock being issued by the company.

With another $90 million or so cash in its coffers following the new stock issue, Infinity said it will buy more stations — but didn't specify any in particular. The company said it currently has about $31 million available in unused borrowing capacity for acquisitions, including $13.5 million to close pending acquisitions of WIP/Philadelphia.

Infinity's SEC filing revealed some details of its deal to run Unistar. Infinity is being paid a management fee of $2 per million per year, but only from Unistar's excess cash flow, if any. The deal runs for three years, with a two-year option. Infinity has an option to buy all of Unistar's stock for $10 million or "fair market value."

Experts: Clinton Tax Plan A Slight Bummer

Broadcasters wouldn't suffer too much under President Clinton's tax proposals — if there's no move to reduce the tax deductibility of advertising on cable and satellite conduits. That was the consensus opinion of four tax experts who held forth on Tuesday (4/20) at the NAB Convention.

"We should [end] up with something that isn't too burdensome," said NAB VP/Economist Mark Fratrick. "But we're very concerned about the deductibility of cable advertising."

According to Fratrick, the idea of shrinking the deductibility of all ad expenditures is kicking around Capitol Hill but has not surfaced in any concrete form. There is a bill pending in Congress that would eliminate the deduction for all alcohol and tobacco advertising. Fratrick warned that broadcast must fight that proposal because, if approved, it could "open a window" to broader ad deductibility reductions.

The experts said the Clinton plan, as currently constituted, would be slightly negative for broadcasters because of its increased personal and corporate tax rates, reduction in the deduction for entertainment expenditures, and a lack of investment incentives that could benefit broadcasting.

The panelists also agreed that the U.S. is likely to implement a Value Added Tax — basically a national sales tax — sometime in the foreseeable future. Such a tax would not be an undue burden on the broadcast industry, the panelists said.

NBC VP/Tax Administration Art Angestreich told the session that NAB's Tax Advisory Group is currently working on strategies to win tax benefits for broadcasters who are in such booming advance technologies as DAB and high definition television.

Tribune Seeks Zappnews Partners

Tribune Broadcasting, which owns a controlling interest in Zappnews, is looking for an investor to buy into the fax-delivered news service.

Media Venture Partners is leading the search, which began about a month ago. Tribune/VP/Radio Wayne Vriesman, who doubles as Zappnews Chairman, hasn't decided how much of Zappnews it will keep. He added that the Zappnews "concept is sound," and it is "possible, but improbable" that Tribune will sell its entire interest.

According to one source, Tribune wants $1.9 million for a stake of an undetermined size.

Mega-Merger Details Emerging

Just how looped is the Shannon-Malrite $300 million mega-merger? FCC filings show that Malrite Chairman Milt Maltz will wind up owning less than 10% of the new Shannon. The rest will remain with the Roy Disney-family controlled investment group organized by Shannon's top managers.

Interep Targeting NewsTalk Prospects

Interep's latest format-specific sales effort is the News/Talk Radio Format Network, headed by Mark Melchin of the rep firm's Dallas office. Specialists are targeting advertisers currently using other business-oriented media (i.e., CNN, Business Week, and the Wall Street Journal) and product lines such as investments, software/computers, and high-end automotive.

Interep has also announced a deal with Toronto-based Target Broadcast Sales to pitch Interep's U.S. stations to agencies and advertisers based north of the border.

— Randall Bloomquist, Jack Messmer
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EDDIE MURPHY
"Whatzupwitu"

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NOW ON 54 UC REPORTERS—61%
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WBLK WAMO WCKX KMJM V103.9
WBLS WEDR WTLC WENN
WDAS WOWI KPRS
...AND MANY MORE!

NIKITA
"Sweet As It Comes"

URBAN BREAKER
NOW ON 53 UC REPORTERS—60%
INCLUDING:
WBLK WAMO KPRS OC104 WJBT
WBLS WEDR WKKV WJTT WCDX
WDAS WZAK KMJM WHJX WJFX
...AND MANY MORE!

...AND BREAKING SOON:

COLIN ENGLAND
"Come Over, Baby"

FIRST WEEK: UC MOST ADDED!
WAMO WLWZ K97 WEAS WMVP KTOWFM
KPRS WEUP WALT KMJJ WTLZ KMJK
WKKV WGBZ WQOK K98-FM
KMJM WFXM WCDX WQHH
...AND MANY MORE!

www.americanradiohistory.com
Citadel doubles up in modesto with $6 million fm twin from Fuller-Jeffrey

**Deal Of The Week**

**American Skies Media Merger**

**PRICE:** $50 million (estimated)

**TERMS:** Southern Skies Corporation is to be merged into H&D Entertainment Inc., with SSK's shareholders receiving 50% of H&D's stock. H&D is to change its name to American Skies Media. Prior to the merger, H&D will have acquired all of the assets of various limited partnerships it controls.

This deal is contingent upon Hartstone & Dickstein Inc., an investment banking firm owned by the principals of H&D, having arranged $25 million in senior financing and $7.8 million in subordinated debt. Bridge Capital Investors II and another unnamed investor are to receive stock warrants which in the aggregate represent 38.5% of the company's issued and outstanding stock on a fully diluted basis.

**BUYER:** American Skies Media, owned 40% by President Jerry Atchley of Little Rock. 12.5% by Vice Chairman Joel Hartstone of Bloomfield, CT. 12.5% by Hartstone Family L.P., whose stock is voted by Joel Hartstone; 12.5% by Dickstein Family L.P., whose stock is voted by Barry Dickstein; and 10% by Stephanie Simonton-Atchley, subject to a voting trust in favor of her husband, Jerry Atchley.

**COMMENT:** These two groups filed a slightly different merger plan last year, but it was never consummated.

**SELLER:** Southern Skies Corporation, owned by Jerry Atchley. He and Stephanie Simonton-Atchley are buying KGK/OIBenton (Little Rock). Phone: (501) 227-9696

**KSSN/Little Rock**

**FREQUENCY:** 95.7 MHz

**POWER:** 100 kw at 1664 feet

**FORMAT:** Country

**COMMENT:** This station sold for $10 million in 1988.

**KZNS-AM & FM**

**Wichita-Hutchinson**

**FREQUENCY:** 1480 kHz; 102.1 MHz

**POWER:** 5kw day/1kw night; 100kw at 1032 feet

**FORMAT:** Country

**COMMENT:** This combo sold for $3.3 million in 1985.

**SELLER:** H&D Entertainment Inc., owned by Joel Hartstone, Barry Dickstein, Hartstone Family L.P., and Dickstein Family L.P. Joel Hartstone and Barry Dickstein also have controlling interests in WSBM & WRBG/Youngstown, OH; WSYM & WZTR/Ft. Lauderdale, VT; and WRGIL/Nevis, FL. Phone: (203) 678-7600

**WSBM & WFNH**

**New Bedford-Fairhaven, MA**

**FREQUENCY:** 1440-1450 kHz; 107.1 MHz

**POWER:** 5kw day/1kw night; 24kw at 348 feet

**FORMAT:** News/Talk; CHR

**COMMENT:** This combo sold for $4 million in 1990.

**WPFG-AM & FM**

**Atlantic City, NJ**

**FREQUENCY:** 1450 kHz; 96.9 MHz

**POWER:** 1kw; 50kw at 360 feet

**FORMAT:** B/EZ; AC

**COMMENT:** This combo sold for $5 million in 1988.

**WKRS & WXLC/Waukegan, IL**

**FREQUENCY:** 1220 kHz; 102.3 MHz

**POWER:** 1kw day/80 watts night; 3kw at 322 feet

**FORMAT:** News/Talk; CHR

**COMMENT:** This combo sold for $5.5 million in 1985.

**WSUB & WQGN/Groton, CT**

**FREQUENCY:** 980 kHz; 105.5 MHz

**POWER:** 1kw daytimer; 3kw at 275 feet

**FORMAT:** Gold; CHR

**COMMENT:** This combo sold for $1.75 million in 1988.

**KHOP & KOVI**

**Modesto-Mariposa**

**PRICE:** $6 million

**TERMS:** Duopoly deal; asset sale for $5 million cash and a three-year promissory note for $1 million. The buyer is programming this station under an LMA.

**BUYER:** Citadel Communications, headed by Barry Wilson. It owns 12 stations, including KATM & KBEE/Merced. Phone: (502) 703-6663

**SAYING**

**SELLER:** Fuller-Jeffrey Broadcasting, headed by President Larry Wilson. He owns or is buying 14 stations. Phone: (916) 791-3522

**FREQUENCY:** 110.4 MHz; 103.9 MHz

**POWER:** 50kw at 500 feet; 3kw at minus 115 feet

**FORMAT:** AOR (KHOV-Modesto, CA) 100.3 MHz; (KHOV/Modesto-Mariposa, CA) 100.7 MHz

**COMMENT:** KHOP sold for $6 million in 1988.

**WMGR & WJAD/Brandon**

**PRICE:** $1,175,000

**TERMS:** Asset sale

**BUYER:** Sabre Communications Inc., headed by Paul Rothbus

**SELLER:** Guardian Corporation

**FREQUENCY:** 930 kHz; 97.3 MHz

**POWER:** 3kw day/50 watts night; 100kw at 1000 feet

**FORMAT:** Gold; CHR

**BROKER:** Michael Bergner of Bergner & Company

**WFSI/Caribou**

**PRICE:** $54,000

**TERMS:** Asset sale for cash. However, the buyer has the option at closing of paying $15,000 of the purchase price with a promissory note for 90 days at 10% interest.

**BUYER:** Northern Broadcast Ministries Inc., a nonprofit corporation whose directors are David Olsen, Robert Davis, Gregory Blackstone, and Ronald Kolstad of Presque Isle, ME, and Stephen Flawelling of Caribou. Phone: (207) 455-8496

**SELLER:** Four Seasons Communications Inc., headed by President Timothy Martz. He also owns WBPI/Presque Isle; WYLU/Chateaugay, NY; WYNL/Irons, VT; WYNN & WYES/Sault Ste. Marie, MI; WFNJ/Sturgeon Bay, WI; WNZL/Winneconne, WI; WENJ/Gladstone, MI; and WXNL/Iowa, MI.

**COMMENT:** WFSI/Caribou is currently in default, with LMA of 3,000 miles.

**Brooklyn**

**KZRN**

**PRICE:** $150,000

**TERMS:** Duopoly deal; asset sale for cash. The buyer will also lease a transmitter site with an option to buy.

The buyer currently has a sales-only LMA with this station.

**BUYER:** Southern Minnesota Broadcasting Company, owned by Gregory Gentling Jr. of Rochester, MN. Gall Gentling of St. Paul, MN; Cynthia

This is what PDS around the country are saying about NBA Radio:

"We feel NBA Radio is the best sports programming we've added in years." - KSGM-AM

"Fast-paced, high quality show." - WNE-FM

"The perfect accent to our programming." - WBTX-AM

"McConnel, Lanier and Hanneman are pros." - WGT-AM

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FAX: 212-688-4398

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It's a six-day extravaganza featuring Country Music's brightest stars!


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Contact your Westwood One representative today at 703-413-8550.

IT COULD ONLY COME FROM WESTWOOD ONE.
Station Trading Soars 127% in First Quarter

Radio station trading volume shot up 127% in the first quarter, thanks to a wave of major market buys and mergers spurred by the FCC’s duopoly rules. Only three months into the year, 1993’s trading volume of $703 million was closing fast on 1991’s full-year total of $850 million — the low-water mark in recent years.

The average transaction size rose dramatically, as major group owners took advantage of duopoly opportunities. While first-quarter dollar volume vaulted past the year-ago level of $390 million, the number of stations traded rose only 18% — from 262 in the first quarter of 1992 to 312 during the January-March period. Roughly speaking (figures weren’t adjusted for market size), the average station sold for $2.25 million in the first quarter of 1993, compared to $1.18 million a year earlier.

Far and away the biggest deal of the quarter (and the second largest ever for the radio industry) was the $301 million merger of Shamrock Broadcasting and Malrite Communications Group. That mega-deal created only one duopoly — in San Francisco. Shamrock (the surviving company) is expected to bid for other stations to expand its interests in the Top 25 markets.

**1st Quarter**

**Total Stations Traded**
January-March ‘93: 312

**Total Dollar Volume:**
$703 million

- Combos: 79
- AM CPs: 0
- AM Stand-Alones: 58
- FM CPs: 15
- FM Stand-Alones: 81
- Duopoly Deals: 56

Evergreen Media Corp. struck a $51 million deal to add KTRH & KLQL/Houston to its stable of major market stations just prior to announcing a $4 million initial public stock offering. Evergreen also has only one duopoly deal pending — in Jacksonville (its smallest market) — and has signaled its intention to buy more stations.

And Broadcasting Partners Inc. outdid potential duopoly buyers to claim WNVV/New York for $50 million as Westwood One continued divestiture of its station group to cut debt and focus on its core network business.

Media Venture Partners was the top radio brokerage firm in terms of deal volume for the quarter, booking over $110 million in sales. The Wall Street investment banking firm Donaldson, Lufkin & Jenrette claimed second place on R&R’s Broker Scorecard as advisor to WWJ on the WNYV sale.

March, which included the Shamrock-Malrite merger, was the biggest month for station trading — both in terms of dollar volume ($415 million) and number of stations (144). January trailed in both categories, with February in the middle.

Station trading was fast and furious in Texas, with 30 stations changing hands. California (24) was the second-most active state.

---

**State-By-State Transactions 1993 first quarter stations traded**

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<th>FM CP</th>
<th>FM Combo*</th>
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Total 1st Qtr. 58 15 81 79 312

*Counts as two stations
Call for information about all new, all GoldDisc\textsuperscript{3} NoNoise libraries like the NEW TM MIX. Highly researched and technically superior music libraries. Gold Disc—the choice of over 2,300 stations around the world.

Hits of the week on CD for AC, CHR COUNTRY, URBAN, and AOR. Now even more valuable for your station combined with GoldDisc recurrents.

The hottest stations choose TM Century to design their jingle packages. Scott Shannon’s NEW WPLJ, Southern California’s KIIS (A Lotta Music), B-96 Chicago, Young Country, Boston’s WBMX and many others. \textit{TM delivers your finished jingles on Compact Disc!}

Call to find out why Gannett, Bonneville, Alliance, and many others have turned to TM Century for creative, cost effective television production.

Our newest, most complete production music library is ready to ship. Get 64 all new CD’s in the initial shipment! A total MEGA library of 100 Discs in all!

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\begin{itemize}
  \item Ultimate Digital Studio
  \item Powerplay Music Scheduling Software
  \item TM Century Comedy Network
\end{itemize}

For complete information call your personal sales representative at: (800) TM Century
### Top 10 Transactions: 1st Quarter '93 Deals

- **$300,000,000** Shamrock Holdings Inc. merger of Shamrock Broadcasting Inc. and Malrite Communications Group Inc.
  - WHTZ/Newark-New York
  - KLAB & KZLA/Los Angeles
  - KAGL & AM & FM & KNEW-KSAN/Oakland-San Francisco
  - WWWW-AM & FM/Detroit
  - KZFX/Lake Jackson-Houston
  - WFOX/Gainesville-Atlanta
  - KXRX/Seattle
  - KFAN & KEEY/Minneapolis-St. Paul
  - WWIS-AM & FM/Pittsburgh
- **$51,000,000** KTRH & KLOL/Houston to Evergreen Media Corporation
- **$50,000,000** WYNY/Lake Success-New York to Broadcasting Partners Inc.
- **$30,000,000** Compass Radio Group Inc. acquisition of former Adams Radio Corp. stations
  - KOOL-AM & FM/Phoenix
  - KEZK-AM & FM/Wood River, IL (St. Louis)
  - KZVE & KXTN/San Antonio
  - Adams Satellite Inc.
- **$20,150,000** KFRC-AM & FM/San Francisco to Alliance Broadcasting L.P.
- **$19,500,000** WJZE/Washington to Colfax Communications Inc.
- **$19,000,000** WYAY/Gainesville-Atlanta to Capital Cities/ABC Inc.
- **$13,000,000** KKLO-AM & FM/San Diego to Par Broadcasting
- **$11,000,000** KZVE & KXTN/San Antonio to Tichenor Media System
- **$10,000,000** Merger of Hicks Broadcasting Corp. and the Air-Borne Group Ltd.
  - WKMI & WKFR/Kalamazoo-Battle Creek, MI
  - WRKR/Portage (Kalamazoo, MI)

### Broker Scorecard 1993 First Quarter Results

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<tr>
<th>Broker</th>
<th>1st Qtr. Stations Sold</th>
<th>1st Qtr. # Total*</th>
<th>1st Qtr. Stations Sold</th>
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*All dollar figures in millions (rounded)

### Dollar Volume By Month

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*All dollar figures in millions (rounded)

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**Sarkes Tarzian Inc.** has completed the acquisition of the assets of **WJLT FM** Fort Wayne, IN from **Fairfield Broadcasting Co.**

*Todd Hepburn, Vice President of the undersigned initiated this transaction and assisted both parties in the negotiations*
The Unfair Competitive Advantage.

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Los Angeles
Miami
Minneapolis
New York
Norfolk
Philadelphia
Phoenix
Providence
Raleigh
Sacramento
San Diego
San Francisco
San Juan
Seattle
St. Louis
Washington, D.C.

In radio, where innovation is the difference between winning and losing, StarCruiser is visibly creating an unfair advantage for more than 30 stations in some of the most competitive markets in North America.

Turn-key from Broadcast Products, Inc. Broadcast ready. Easy to drive. Programmable double-bright LED moving message signs, instantly changeable at the touch of a keyboard from inside the StarCruiser. Front wheel drive with custom-designed body and chassis from the frame up. And much more. Dimensions: 18' 6" long x 6' 6" wide x 8' 5" high.

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P.O. Box 2500
421 South Second Street
Elkhart, IN 46515 USA
219/293-4700
WAQZ/Cincinnati

**WAQZ** (Power Pig)/Cincinnati switched from low-end AOR to New Rock using the moniker “Chrysalis’s Southeast promo director”.

**The station, which was LMA’d by Jacor’s WERB in December 1990, continues under the guidance of **EN** PD Tom Owens. **OZ** GM Steve Schneider remains; WERB Programming Asst. Matthew Harris becomes MD. The station will continue its jockless presentation. Owens told R&R, “It seemed there was no light at the end of the financial tunnel — there wasn’t a sufficient advertiser base to support a low-end AOR. We chose New Rock because we wanted something out of ‘EBN’s path with a significant demand. The music will be female-oriented with a dance/tech-no-pop lean so it can compete against CHRs rather than ‘EBN.’**

**WVRI/Orlando Now Rockin’ WJRR**

Monday morning (4/19), Paxson Hotel Orlando GM Joe Walloch flipped calls to WJRR (Just Rock ‘N Roll 101.1) and adopted a broad-based hybrid AOR/New Rock presentation.

WVRI GM Steve Street is joined by newly named ADP Steve Robertson (from sister station WZTA [Zeta 4/Miami]), while Paxson Corporate PD Bill Pasha will handle music duties from Paxson’s Orlando headquarters.

Pasha told R&R, “This is a station for the ‘90s. The synergy between [Paxson syndicated morning show] Ron & Ron and a rock format is like moving Cape Canaveral to the Moon. Ron & Ron are an aggressive morning show; we needed an equally aggressive format.”

Major advertisers said the presentation is upbeat, although artist talent doesn’t talk over music. Pasha indicated he retained the consulting services of Buzz Bennett, but was actively looking for a PD and a GM.

**Hinson Handles AC Promotion for PLG**

Laura Hinson has been elevated to Sr. Director—National AC Promotion at PolyGram Label Group. She had previously been National Director/AC Promotion.

PLG Exec. VP John Barbis remarked, “Laura’s a proven asset at PLG. Her well-deserved promotion attests not only to her talent but also to the importance of AC music.”

Hinson commented, “AC is a growing format and this company’s open to the new ideas it requires.”

Prior to joining PolyGram as a regional promo rep in 1988, Hinson was Chrysalis’ Southeast promo rep.

**“Peculiar” Performance**

Juliana Reyes performed material from her “Something Peculiar” LP — which was produced by Jeff Lynne — at L.A.’s Le Cafe Socializing backstage area (6 pg) Reprise VP/Promotion Marc Rater, Lynne, Reyes, manager Tim Neva, WB Sr. VP/Business Affairs David Atsulch, and Reprise Sr. VP/Promotion Rich Fritzenthal.

**Wallace PD at WQMG/Greensboro**

Brian Wallace, former KDDA-FM/Dallas afternoon personality, has taken the PD/afternoon post at Urban WQMG-FM/Greensboro. He replaces Terry Fox, who left the Murray Hill Broadcast services.

Wallace previously programmed WYLD/New Orleans. His prior experience includes on-air stints at KJM/Mt. Logan, WHIZ/Cleveland, WIBC/Indianapolis, and at WZZZ and WISU/Terre Haute, IN.

**Kids’ Radio**

Continued from Page 3 that advertisers spend over $600 million a year on TV advertising aimed at children: “We believe we’re going to make several million dollars on this format.”

**Rating The Kids**

The “no ratings” problem may not last. ACRatings has already done some 4+ audience research for flagship WWTC/Minneapolis; President Kurt Hanson says the children’s demo could easily be added to ACRatings’ regular reports. “We have that capability if there’s client interest.”

Arbitron is also interested. “We would love to do a pilot study this year,” said VP/Sales & Marketing-Radio Yay Geyhnder. He said Arbitron could go as long as eight or nine without changing its current diary methodology. Arbitron surveys even younger kids for TV viewing, but uses special parent-assisted diaries.

At the affiliate level, WKLD (RadioZone)/Washington GM Joan Schults says she’s “pleasantly surprised” by major advertisers’ initial reaction to the children’s radio concept, although most spot buys so far have come from small retailers. Schultz says she’s also gotten “tremendous reception” from local ad agencies. “If [agency] buyers have kids, they pick up on this immediately.”

RadioZone signed on its AM in DC’s Maryland suburbs in late February. Owners Virginia Carson and Larry Kessler plan to add a Baltimore AM in May, along with a second DC AM to cover the Virginia suburbs.

**KPLS/Orange (Anaheim)** co-owner Jim Villanueva is also a believer. He switched his Spanish AM to Radio AAHS February 16, along with a simulcast on family-owned KTCQ/Oxnard. Villanueva says the station received more than 22,000 calls from young listeners in its first 30 days of operation and has gotten lots of encouragement from parents and educators. “Parents have listened to it for five minutes get hooked.”

**Ask about advertising sales so far, Villanueva admits “it’s tough to gauge a tough industry.” But, he says, “resistance is definitely breaking down” and several local advertisers are on the air.”

Will radio for kids work?

Although two other companies’ children’s networks failed three years ago, Barnett claims CSN won’t suffer the same fate. He says three years of experience at WWTC has taught the company how to do the format correctly.

Metropolis Communications Corp. President Ed Wain, a principal backer of one of the two earlier failed networks, offers this assessment. “Their success or failure will depend on their finances.”

Wain says his network effort was well-researched and offered quality children’s programming. “We didn’t have enough money to keep going long enough to prove that our idea would work.”

**EXECUTIVE ACTION**

James Upped At CISS-FM/Toronto; Davis GM

**CISS-FM/Toronto GM Keith James has been promoted to Exec. Director/Communications for the city’s lone Country FM. Parent company Rawco Communications fills the GM vacancy with Sandy Davis, formerly PD of co-owned CJMU/Ottawa.**

Rawco President Gordon Rawlinson commented, “It’s become increasingly apparent that, as Toronto’s only FM Country station, we will be building and sustaining many relationships of many kinds. Keith’s experience and creativity make him the perfect liaison between CISS-FM and the country music community.”

Regarding Davis’s transfer, Rawlinson said, “Sandy’s been a radio executive for many years and has done a great job at Mapi 100.”

**Reynolds Directs Crossover Promo For Island**

Marthe Reynolds has been named National Director/Crossover Promotion at Island Records. She will be based in New York and will be responsible for promoting artists on Island’s independent labels to CHR crossover stations.

Island GM Andy Allen remarked, “Marthe has a wealth of knowledge and experience in breaking new artists at radio. Her proficiency with all genres of music, particularly rap and dance, makes her an important addition to the Island staff.”

Reynolds was previously GM at Chemistry Records. Prior to that, she was GM at Vendetta Records.

**Savage Moves To Mercury Marketing Director**

Daniel Savage has signed on at Mercury as Director/Marketing. Previously Director/Market Research & Product Development at PGG, Savage will establish marketing strategies, reporting to Mercury Sr. VP/GM Larry Stessel.

“Daniel’s background and experience are solid and unique for a marketing department,” said Stessel. “We’ve had our eye on him for quite some time.”

Before joining PolyGram as Manager/Market Research, Savage was with Request TV.

**Ruane Heads Katz Human Resources Unit**

Kim Ruane has joined Katz Corporation as VP, heading the new Human Resources Unit of Katz Communications’ parent company.

“Establishing this unit enables us to centralize the administration of personnel, employee benefits, the 401(k) plan, salary administration, and other benefits, putting them under the same umbrella,” said Exec. VP/COO Arnold Sheffler.

Ruane comes to Katz with more than 17 years experience in human resources, most recently with Metro Mobile CTS Inc.

**Gerston Named VP/A&R At Lightstorm**

Former Arist A&R Director Randy Gerston has been appointed VP/A&R at Lightstorm Records and Music Publishing, handling A&R options on day-to-day operations, and as chief creative liaison in the label’s newly formed long-term relationship with Epic Records and Sony Music Publishing.

“Gerston’s appointment reflects Lightstorm’s commitment to developing a first-class, artist-oriented company,” said Larry Kasanoff, head of parent Lightning Entertainment. “His combination of industry experience, and marketing background uniquely qualify him for the position.”

Before joining Arista, Gerston was head of marketing for the Licorice Pizza retail chain.

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**www.americanradiohistory.com**
NAB '93
Continued from Page 1
He said the electronic media will play a critical role in the shape of
information over the next decade, but warned, "Many companies
have a hard time adapting to change. Some have to be willing to
completely reorganize the way they
do business if they intend to pros-
per."

The biggest change, Scully said, is that broadcasters will have to
got used to the idea that they'll pri-
marily be in the business of deliver-
ing streams of data bits that
could contain any combination of
audio, full-motion video, computer
data, phone conversations, video
retail catalogs, and more.
Radio broadcasters will not be
able to transmit as much data as
TV stations (because of radio's
narrower bandwidth), but Scully
said current compression tech-
quises that could allow TV stations
to send out three signals over one
channel will offer similar advant-
ages to radio. What's more, with
new technology that allows the
transmission of full-motion video
over a copper-wire pair, Scully
does not discount the possibility of
radio stations delivering full-
motion down the road.

Digital-A-Rama
Two looming digital technologies
dominated the radio engineering
side of NAB '90.

RBDS, a system that allows ra-
dio stations to transmit digitized
data over their existing spectrum,
was showcased by five exhibitors
in a prominent corridor location.
Among them was Coupon Radio,
which employs the RBDS technol-
y to enable radio stations to issue
discount coupons to listeners.
A session on RBDS and its applica-
tions focused on the full role of cur-
rent station owners and executives.
DAB was once again center stage
as USA Digital provided its first-ever demonstration of its AM
in-band, on-channel (IBOC) DAB
service over an actual broadcast
channel. Several broadcasters ex-
pressed amazement at the digital
sound's quality.

"It sounds better than FM ster-
eos," said Entercom President Joe
Field, who owns three AM stations.
"If there were any questions about
AM in-band DAB, this will resolve
them."

USA Digital, a joint project of
Gannett, CBS, and Group W,
couldn't make the same impres-
sion on the FM side. The group's
planned mobile FM demonstration
was delayed indefinitely because,
according to engineer Tony Masiel-
le, several key components were
damaged by a power surge. At
NAB's Tuesday night deadline, the
group was hoping to have the sys-
tem operating before the end of
the convention.

AT&T, which is developing its
own IBOC/DAB system, was also in
attendance with a booth in the ex-
hibition hall.

On Monday, the National Radio
Systems Committee (NRSC), a
joint project of NAB and the Elec-
tronic Industries Association, named
Capital Cities/ABC's Al Reynolds
and Randall Bruns of Delco Elec-
tronics co-chairs for a subcommit-
tee that will recommend the IBOC
DAB system that should become
the U.S. standard. Membership on
the subcommittee is open to any in-
terested party. Broadcasters inter-
ested in serving on the panel should
contact NAB's Science and Tech-
nology Department. The group's
first meeting is set for May 3 in
Washington.

In another technology-related
announcement, ABC Radio Net-
works said it has purchased a new
generation of SEDAT digital satel-
life receivers, which will allow the
company's nets to configure up to
100 channels, doubling their satel-
lite distribution.

Crystal Power
The NAB honored 10 radio sta-
tions with Crystal Radio Awards
for outstanding community ser-
vices: WCNR/Chicago; KLDD/Dal-
as; WUSL/Philadelphia; KQUX-
AM & FM/Minneapolis; KASE/
Austin, TX; WZLK/State College,
PA; WTRT/Westminster, MD;
KZZY/Devils Lake, ND; KNRR/
Central Valley, CA; and WLNB-
AM & FM/Sag Harbor, NY.

-Reported by Randall Bloomquist
and Ron Rodrigues

Arbitron
Continued from Page 1
Speaking to the Radio Operators
Caucus at the NAB '80 Convention
here, Arbitron President Stephen
Merris noted, "Our goal is to im-
prove the reliability and stability of
radio ratings. To enhance station
access to the database through im-
proved electronic delivery, and to
promote radio as a primary adver-
tising medium by increasing ac-
to such measures as reach and
frequency and loyal listening."

The proposal was spearheaded by
Advisory Council Chairman and
W.L./St. Louis VP/GM Dick
Williams. Key points in the plan
are:

- A 70% increase in sample size
by extending a survey period from
12-weeks to 18-week rolling aver-
age reports and shifting a portion
of the ADI and TSA sample into
the matrix.

- An 18-week rolling average re-
port delivered every six weeks via
computer modem.

- Blocks coding the diary data-
base in order to cross-tabulate
them with consumer product and
lifestyle databases.

- Allowing radio station and
agency access to each six-week
phase of respondent-level data through
Arbitron's PC software
(slated to debut later this year).

No Additional Costs
Arbitron VP/Communications
Thom Mocarsky said some kind of
"buyers guide" will replace the
printed quarterly report. The con-
tents of that guide, as well as its
delivery schedule, have yet to be
determined.

"Obviously, it will have to be
timed according to the buying cy-
cle," Mocarsky said. "A couple
of things it might contain are a reach-
and-frequency table and a list of
favorite stations among respon-
dents."

Much of the information current-
ly used by radio programmers will
be available for download via Arbi-
tron's current electronic distribu-
tion system or by its new, Windows-based Maximizer soft-
ware, set for introduction this fall.

If the plan is implemented, the
current calendar-weighted four-
week Arbitrands will be replaced by
unweighted six-week trend re-
ports. The change is significant be-
cause each six-week report will
have a more accurate statistical
consequence than a full 12-week re-
port currently does.

Mocarsky said the 18-week pro-
posal will not be decided by a straw
vote of Arbitron's radio sub-
scribers, as was done with last
year's ill-fated three-book-per-year
concept. "We'll be taking this idea
to various industry organizations
over the next several months and
making a decision accordingly."

Double Platinum 'Deluxe'

Epic execs presented Sade and her band with double-platinum awards for
the "Love Deluxe." L to R: Exchangin radios are [r] Sr. VP Black Music Hank
Coleman, planes member Andrew Hais, Sade, President Dave Glow, band
members Stuart Matthewmen and Paul Spencer Denman, and Exec. VP
Richard Griffiths.

With This Week's R&R

Your Complete Industry Resource Guide

Brought To You In Part By

abc ABC Radio Networks
**Problem Employees: A Six-Step Solution**

The newly hired employee who turns out to be a problem (owing to habitual lateness, carelessness, etc.) should be confronted as quickly as possible to prevent resentment from other workers, says Atlanta-based Fortune Group Chairman Steve Brown.

The manager's reluctance to admit a hiring mistake, which just postpones a confrontation with the employee, only adds to the problem, of course. Addressing substandard performance without insulting the subordinate's dignity, civil rights, or feelings is a valuable skill. Here are Brown's six suggestions on the subject:

- **Stay cool.** When confronting a subordinate about a problem, resist the urge to explode. Instead, seek for a calm and productive exchange geared toward helping the employee correct the problem without shame.

- **Keep it private.** Addressing the problem behind closed doors is crucial to preventing hurt feelings and resentment. It also sends a message to employees that they're worth the time you're devoting to them.

- **Stick to the facts.** Comments such as "Your attitude really bothers me" or "You've been slacking off lately" are easily interpreted as attacks. Instead, tell employees specifically what you've observed that has led you to believe their work performance is unacceptable.

- **Allow for rebuttal.** Always let the employees tell their sides of the story. A reasonable — even if unacceptable — explanation for a problem could explain why a report was late. Also, employees could have personal problems that they want to keep private.

- **Agree on action.** Once the problem has been identified and discussed, work with the employee to come up with a solution that will satisfy everyone.

- **Reinforce acceptable behavior.** Express your appreciation for a job well done in a clear, positive way.

**How To Improve Your Listening**

When someone proposes a new idea, don't immediately dismiss it because of minor errors in facts or reasoning. Instead, Penton Publishing VP/Editorial Perry Pascarella suggests you listen closely and concentrate on the concept, vision, or innovative approach that's at the heart of the matter. Any one of these may be far more important than the mere details.

Besides, the fear of rejection could cause people to stop bringing up new ideas — and you'd miss out on the good and the bad ones.

**Marketing Today: Retain Customers**

Rather than focusing on making sales, today's marketers need to concentrate their efforts on retaining the customer, says Northwestern University's management professor Philip Kotler. Such previously diverse areas as product quality, after-sale service, and cost competitiveness are all part of today's marketing mix.

Therefore, the formulation of marketing programs and strategies should involve representatives from all aspects of your business — not just advertising and sales personnel — and should center on making future and current sales.

**Quality That Lasts and Is Worth Having Around!**

Your decals are one of the best visual images you have that your listeners see each and every day. Communication Graphics can offer you design & consulting as well as great bumper stickers that last. Producing a product you're proud of is one of the most important things we do. It lets you build instead of replace.

**Things To Do Today**

**Make Your To-Do Lists Work More Effectively**

The problem with creating to-do lists is that they often don't get used. Here are a few tips from The Waterford, CT-based Customer Services Group's Bob Holiman. For instance, you should:

- **Make your to-do list a habit.** Never skip a day or you'll break the routine. Plus, checking off items on the list as you do them during the day will reduce your stress levels.

- **Keep the list visible.** Put the list in the same place every day. Having to stop and search for the list every time you want to check off an item quickly becomes a waste of time.

- **Keep the list in perspective.** Don't panic if you realize you won't get everything on the list done that day. Instead, organize the remaining entries by priority — must do, should do, and would like to. Then rank the items under each of these categories in order of importance.

- **Redo the list if necessary.** If the list becomes messy or illegible from the added notes you make during the day, rewrite it. The list is likely to become shorter, thereby giving you the positive feeling that comes with the realization that you're actually getting things done.
MUSIC

**COMING ATTRACTIONS:**

- This week's openers include "Who's The Man?" starring "MTV Raps" hosts Doctor Dre and Ed Lover. Look sharp for cameo appearances by Ice-T, Kris Kross, Heavy D, Mary J. Blige, Public Enemy's Flavor Flav, House Of Pain, KRS-One, Run-D.M.C., Queen Latifah, Gang Starr's Guru, Slick-N-Hot's Slick, Yo-Yo, and Fab 5 Freddy. The film's uptown MCA soundtrack features Jodeci's current single "Let's Go Through The Motions," along with cuts by Pete Rock & C.L. Smooth, House Of Pain, Mary J. Blige, and others.

**TOP TEN SHOWS**

- Top 10
  1. Home Improvement
  2. Roseanne
  3. Melrose Place
  4. 60 Minutes
  5. Coach
  6. Dave
  7. Murder, She Wrote
  8. Cheers
  9. Entertainment Tonight Live
  10. 20/20

**COMING NEXT WEEK**

- "Mary Tyler Moore" is back, and "The Simpsons" is about to premiere its second season. Other network shows like "The X-Files," "The Wonder Years," and "ER" are also returning.

**TELEVISION**

**WEEKEND BOX OFFICE**

**APRIL 18-19**

1. *Independence Day* ($4,721)
2. *The Sandlot* ($4,922)
3. *Rolling Point* ($4,000)
4. *Cop And A Half* ($3,311)
5. *Benny & Joan* ($3,281)
7. *Ouch Flick* ($2,009)
8. *Teenage Mutant Ninja Turtles III* ($1,998)
9. *The Crying Game* ($1,991)
10. *Unforgiven* ($1,990)

- *NEW* week in release.

**VIDEO**

- "One World One Voice" (Max) - This 50-minute video chronicles the making of "One World One Voice," a musical composition conceived by Sting and Kevin Costner and comprising the talents of Peter Gabriel, Chris Hynde, Clannad, Suzanne Vega, Terence Trent D'Arby, Akira Bambaataa, Howard Jones, Laurie Anderson, the Gipsy Kings, the Chieftains, Lou Reed, Robbie Robertson, Bob Geldof, Dave Stewart, Dave Gilmour, Steven Van Zandt, Eddie Grant, and others.

**MUSIC & MOVIES**

- **CURRENT**
  - *Indecent Proposal* (MCA) - Single: I'm Not In Love/Pretenders
  - *Teenage Mutant Ninja Turtles III* (SILKBERG) - Featured Artists: Baltimore, Techno/Melt, ZZ Top
  - *The Crying Game* (SILKBERG) - Single: The Crying Game/Boy George
  - *The Bodyguard* (Arista) - Single: I Have Nothing/Whitney Houston
  - *CB4* (MCA) - Single: Baby Be Mine/Blackstreet/Teddy Riley
  - *Body Of Evidence* (MCA/RCA) - Single: The Passion Theme/Warren Hill (Novus/RCA)
  - Other Featured Artist: Gregory Isaacs

- **COMING**
  - Other Featured Artists: Pete Rock & C.L. Smooth, Mary J. Blige, House Of Pain

**WHAT DO...**

- KIIS, KROQ, KPWR, KOLZ, WBKO, KQ, KMEL, KFOG, KBXR, KTS, KROW, WNEW, WHTZ, WALK, WGN, WGC, WBMB, WVAZ, WHYT, WJW, WJTR, WIOQ, WUSL, KSHE, WBKO, KORS, KXK, KSTP, WMAL, WAVA, WBCN, WGST, WAPW, WBZZ, WMXP, and over 1,000 other stations.

**IN HAVE COMMON?**

- They do business with U.S. Tape & Label!

**WHY?**

- Because we're the BEST in the bumper strip, window label business. We have to be! Don't listen to "Product Pitches!" Do SOMEBODY above for their experience on our quality, service & price...then call us...314-423-4411.

**R&R OVERVIEW**

**April 23, 1993**

- **MUSIC**
  - Whitney Enters 'Premiere' 100!
  - Madonna Un!.!
  - Madonna plans to launch a national chain of upscale boarded clubs.
  - **VOICE** - "Martin" raising variety show stage for their experience...then call us...314-423-4411.

- **VIDEO**
  - "One World One Voice" (Max) - This 50-minute video chronicles the making of "One World One Voice," a musical composition conceived by Sting and Kevin Costner and comprising the talents of Peter Gabriel, Chris Hynde, Clannad, Suzanne Vega, Terence Trent D'Arby, Akira Bambaataa, Howard Jones, Laurie Anderson, the Gipsy Kings, the Chieftains, Lou Reed, Robbie Robertson, Bob Geldof, Dave Stewart, Dave Gilmour, Steven Van Zandt, Eddie Grant, and others.

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  - Top 10
    - Home Improvement
    - Roseanne
    - Melrose Place
    - 60 Minutes
    - Coach
    - Dave
    - Murder, She Wrote
    - Cheers
    - Entertainment Tonight Live
    - 20/20

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  - KIIS, KROQ, KPWR, KOLZ, WBKO, KQ, KMEL, KFOG, KBXR, KTS, KROW, WNEW, WHTZ, WALK, WGN, WGC, WBMB, WVAZ, WHYT, WJW, WJTR, WIOQ, WUSL, KSHE, WBKO, KORS, KXK, KSTP, WMAL, WAVA, WBCN, WGST, WAPW, WBZZ, WMXP, and over 1,000 other stations.

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Alpert & Moss Moving On

Are founders Herb Alpert and Jerry Moss about to leave A&M? Sources say the pair are currently negotiating their way out of five-year contracts they signed with PolyGram in 1989, when they sold their label for an estimated $500 million.

Last Wednesday, when Moss was honored in Beverly Hills at a banquet for Cities In Schools (ST 4/16), Alpert told the 800 assembled, "My partner Jerry and I started this company on a handshake 31 years ago, and it turned into a hug. It's sad to see it winding down after 31 years."

The pair are setting up offices at Rondor Publishing (formerly Almo Irving), the sole division of A&M that PolyGram did not buy. A statement is expected within a week.

**MCA Under Fire**

A sniper identified as a disgruntled former Universal Studios tour tram driver was apprehended Tuesday (4/20) after allegedly firing across Lankershim Blvd. into the world headquarters of the MCA/Universal Inc. "Black Tower" building. MCA employees told ST up to 50 rounds may have been pumped into the building.

According to MCA, two assistants to MCA/Universal finance exec Dan Slusser were hit by the gunfire and three other workers took slugs. All gunshot victims except one have been released from Cedar Sinai Hospital, and that person is listed in good condition. Two other staffers were treated and released for cuts from flying glass.

Operations all over Universal City, including those of MCA Records, were temporarily disrupted by the incident.

WVEE (Y103)Atlanta PD Tony Brown takes the station PD post that Mike Roberts vacated to concentrate on his morning show a few months back.

**Rumors**

- Are Sony Music President Tommy Mottola and Mariah Carey very close to becoming Mr. & Mrs.? An El Entertainment broadcast indicates the happy couple are drawing up a 300-guest roster for a June 5 wedding in NY.
- Is Elektra VP Urban Promo Joe Morrow about to relocate to L.A.? Will Wright VP Urban Promo Wayne Jones head Elektra's Urban division?
- Will ex-KDWB/Minnneapolis morning man Steve Cochran soon put pen to a wakeup pact at WCGB/Chicago?
- Will Q106/San Diego have ex-B100 morning dudes Jeff & Jerr on air by April 26?

**Krampf Quits KSFO & KYA**

Citing philosophical differences, 16-month KSFO & KYA/SF VP/GM Ed Krampf resigned this week, but will remain at the Gold combo through month's end. No replacement imminent.

WKSZ (Z100)Philly avoided costly litigation with Malrite and Z100/NY over use of the "Z100" service mark when it flipped IDs to Y100 last week (4/16). New calls WPLY await the FCC's nod.

VP/GM Lloyd Roach told ST the station's money is better spent in marketing efforts — such as the just-launched TV campaign voiced by Y100 consultant and WPLJ/PD morning man Scott Shannon touting "no rap, no hard stuff, no sleepy elevator music."

WNEW/NY hires longtime SoCal personality Pat "Parachat" Kelley for morning drive. Kelley replaces 22-year station vet Richard Neer, who remains with the station for special programming projects and fill-in air work.

Continued on Page 20
“This is a MONSTER waiting to happen. Given the chance, I’m sure you will see just how successful this song will be.” — Paco Lopez, APD, WPGC/Washington, D.C.

“If you’re looking for a HIT, cry no more... ll D Extreme is it!” — Helen Little, MD, KIMZ/Dallas, TX

Early CHR Action...
HOT102 add
HOT105 add
Q105 add
WPGC 11
KBXX 23-11

TII
X
I
R
Z
I
M

Cry No More

The Debut Single
Produced by Rick White, Kevin Jackson, D'Extra Wiley
Personal Management: Bill Diggins / DMA Entertainment

GASOLINE A'LEY
“Bobby Ross delivers a totally mass appeal slow jam. Early callout looks good, and the song is blown out at retail.” — JoJo Aribage, Program Coordinator, KMEL, San Francisco

“Huge phones... all demos! This kid’s got a great career ahead of him.” — Victor Zaragaza, MD, HOT97/ San Jose

“This is record is for everybody. HUGE for us at KSFM. Be smart, hop on the Bobby Ross tip.” — Chuck Field, OM, KSFM/Sacramento

“Totally mass appeal Phenomenal production! This record sounds so good on the air! He’s a star!” — Michael Newman, PD, KDON/Salinas-Monterey

### BDS Plays

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<thead>
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<th>KS</th>
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<td>KSOL</td>
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<td>KPLZ</td>
<td>Tower San Mateo</td>
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<td>Tower Florin Road</td>
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**Produced by Jimmy Jam & Terry Lewis, Bobby Ross Avila and Bobby Avila Sr.**

**Management/PR/Production Management**

**Lee Silver Productions Management**

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**Rumbles**

- Bryan Schick returns to AOR KNAC/LA. as PD. He’d previously been MD at the hardrocker.
- Former KGBS & KBKQ/SPF PD Chris Miller becomes PD at SMN’s Classic Rock format.
- WGYC/Boston PD Steve Becker resigns.
- Under new owner Signal Hill, AC KMJQ/Quad Cities, IAIL picks up new calls — KMKG — and a new PD — David Sanders. Former PD Chuck O’Brien stays on as APD.
- WMSM/Macon, GA PD/afternoon talent Jon Allen will succeed Fred Horton as WQMG/Albany, NY’s PD/afternoon personality. Allen did afternoons at WGN in 1989-90. Horton joined Rusty Walker & Associates as a consultant earlier this year, continuing his WGNR roles until a PD was found.
- KRSU/Concord, CA midday personality Melissa McConnell adds PD duties.
- WTCR/Iowa City moves up to GM. Regional GM Gloria Ward takes the GSM reins.
- EX-WCSU/Detroit morning man Jim McBean joins Skip Sherman in mornings at WCZE/Zeeland, Michigan & Hamman previously teamed for mornings at WGGN/Miami.
- WQFM/Milwaukee moves its Sunday morning show (“M. & C. Those Sports Guys”) — Wisconsin lottery winner Mary Christian, former mainman Mitch, and graduate student Jim! — to morning drive. MD/morning man John Merritt moves to middays. Stan Robak exits.
- WXKX/Louisiana morning personality Frank O. Plotin resigns. He’s sittin’ out a 90-day no-compete. Destination unknown.
- Danny Martinez segues from weekends at KNJX/LA. Angeles to afternoon drive at crosstown competitor KCSN/AM.
- Saga Program Coord. and WPLR/New Haven weekender Pam Landry becomes MD/midday maven at WPLR replacing Tom Bass.
- WQ企图/New Orleans right tripper Davey D. segues to nights at FM102/Sacramento. FM102 Research Director Sonia Jimenez moves up to APD.
- WPOC/DC overnighter Dakota joins Hot 102/Milwaukee as MD/afternoon.
- Q105/Tampa MD Rich Ahorn exits.
- WXGDR/Rehoboth names Bobby Joe Austin MD.
- After seven years with the station, KLUC/Las Vegas morning man Mike O’Brien exits. Sidekick Jaci “The Gardener” and Kelli Powers will fill in until a replacement is named.
- Jennifer Wilde segues from overnighters at Classic Rock KSEG/Sacramento to News Dr./morning co-host at hot AC KTGF/Fresno.
- 25-year radio news veteran John G. Lawrence becomes evening news anchor for N/T WIOD/Miami.
Take another walk with Grammy Award winning singer/songwriter Marc Cohn

WALK THROUGH THE WORLD
The first single The Rainy Season
The new album

PRODUCED BY MARC COHN
JOHN LEVENTHAL & BEN WISCH
Peregrine Watts-Russell
MFC Management, Los Angeles, CA

THE ATLANTIC GROUP
www.americanradiohistory.com
Continued from Page 20

WBZ-AM & TV/Boston, also a Group W combo, have been operating with a merged news operation, but Shapiro says what works in Beantown won't necessarily work in the City of Brotherly Cheese steaks. "WBZ radio and TV are very different from KYW NewsRadio and TV," he noted.

**CFL For Sale**

The legendary call letters WCFL are up for sale, following a federal court order appointing the Media Services Group's Robert Maccini receiver for the former M.M. Group's suburban Chicago stations. (Once the proud property of the 50kw Chicago AM powerhouse that carried "The Voice Of Labor" across the nation at night, the calls have most recently been used by the FM half of a suburban combo with WCSS/Morris, IL.)

Also included in the receivership action — which had been sought by Fidelity Bank of Philadelphia — WTOP/Ottawa, OH.

Severe thunderstorms and high winds rolled through Little Rock on Monday (4/18), putting most of the area's FM outlets and two TV stations out of commission for several hours. A brushfire on nearby Chenall Mountain, which houses the transmitters for most of the market's facilities, complicated the already troubled situation.

Talk KNST/Tucson, AZ swapped frequencies with Prism Partners duopoly sister KWFM (AM), moving from 940 kHz to 790 kHz. The 790 signal is 5kw and has a superior directional pattern to that of the 1kw signal at 940.

KNST OM Bob Lee says Prism may turn KWFM — which currently simulcasts Gold FM sister KWFM-FM — into another Talk-oriented outlet.

It was Legacy Dir./Programming John Gorman who helped with WHTY (Y107)/Nashville's shift to rock-leaning CHR last week, not his Gorman Media consultancy.

Sad to report the death of 33-year KMOX/St. Louis newsman Bob Hardy, who suffered a heart attack Sunday (4/18). Hardy, 62, was the Gateway City monolith's morning anchor, and is notable for having staged the first live call-in program from Moscow's Red Square.


**Scottish Fling**

This week, 25-year WLW/Cincinnati morning mainstay Jim Scott's opposition on LMA partner WKRC was none other than his son, Scott Fitzgerald. Fitzgerald — who also does Saturday mornings on WLW — was subbing for the vacationing Jerry Thomas.

**Records**

- RCA Atlanta promo rep Jordan Zucker relocates to L.A. as Nat'l Dr./AOR Promo.
- Walker A&M Dir./Nat'l Sales & Distribution Nick Stern exits.
- Hard Rock Rock Editor Jim Crowe exits for Mercury/Cleveland/Pittsburgh promo rep duties. He replaces Mark Dellerose.
- Mike Bone upped to Elsie/A&L PD/250/Mktg.
- Steve Meyer named MCA Records VP/Promos.
- 106.7 FKI -FM's program Mgr. John Kaye assumes KFI PD responsibilities.
- Malinak buys WVJN-FM (now WHTZ)/Newark for $6.5 million.
- Slifer Broadcasting buys Neil Rockoff to VP/Radio and Ed Salamone to Nat'l PD.
- Reu/Rockland becomes KISW/Seattle PD.
- Ray Disney forms Shamrock Broadcasting by purchasing Star Broadcasting.
- Combined Communications acquires five stations in Chicago, Detroit, and Cleveland for $15.8 million; based in Minneapolis.

Hall to the Virgins! Janet Jackson's "That's The Way Love Goes" set a new record for most Urban adds in a single week.

**Singer's Funeral: A Real Humdinger**

Veteran Philly promo rep Matty "Humdinger" Singer — who always had a "thought for the day" for PDs and MDs — had a notable posthumous thought for the day of his funeral last week.

The well-liked Singer had arranged for his prerecorded reflection to be played at the end of the service. The recording mentioned that he'd requested his body be placed face-down in the casket so "everybody can walk past and kiss my fucking ass!"
We're All Ears

The Great Radio Promotion #2 wants to hear from you.

Last year we asked you to write to us and tell us why radio is so great. This year, we ask you to sing its praises. Or say it or play it. Let the world hear what a great advertising medium radio is.

Create a radio spot or a speech, a song or a jingle. Sell radio, not just your station, not just your format. Put it on a cassette tape and send it to us. (No more than 60 seconds, please.)

For the first time, The Great Radio Promotion #2 is a special category of the Mercury Awards, the awards that celebrate radio's creativity. The winner will be announced and the spot played at the second annual Mercury Awards dinner on June 9, 1993. The winning spot will be included in the CD commemorating all the Mercury Award winners.

Entries will be judged by the Arbitron Radio Advisory Council. All entries must be postmarked no later than April 30, 1993. Send 2 cassette copies of your entry to: The Great Radio Promotion #2, The Arbitron Company, 142 West 57th Street, New York, NY 10019.
**New York**

WRKS (UC) 6.5 5.8
WLTW (AC) 5.2 5.3
WSWF (Gold) 4.8 4.8
WBCS (UC) 4.4 4.4
WINS (News) 3.6 4.0
WOR (Talk) 3.3 4.0
WABC (AM) 4.0 4.4
WHTZ (Mix) 3.6 3.8
WXKR (Mix) 4.4 3.8
WABC (Classical) 3.6 3.8
WPFL (Mix) 3.7 4.4
WQHT (CHR) 3.6 3.7
WNEW (AC) 2.9 3.5
WFLY (Hip-Hop) 2.5 2.8
WPAT-FM (B/EZ) - 3.3 3.0
WQCD (NAC) 2.6 2.9
WKAL (R&B) 2.7 2.4
WFSN (Sports) 2.5 2.3
WSWK-FM (Span) 2.4 2.2
WLIB (NT) 1.5 1.9
WADO (Spin) 1.5 1.9
WNCN (Class) 1.3 1.4
WQEW (Host) 2 1.4
WXIR (FM) 1.6 1.4

**Los Angeles**

KLAX (Span) 5.3 4.2
KOST (AC) 5.1 5.5
KPFW (CHR) 5.1 5.0
KISS (Alt) 4.3 4.3
KISS-AM (CHR) 4.1 4.3
KABC (Talk) 3.5 3.9
KLOS (AM) 3.6 3.9
KLOS (FM) 3.2 3.8
KLSX (CHR) 3.6 3.8
KLOS (Critique) 3.4 3.7
KBIG (AC) 3.7 3.5
KBB (AC) 3.1 3.4
KYSR (AC) 2.6 3.0
KFW (News) 2.6 2.4
KNX (News) 2.7 2.7
KLVE (Spanish) 3.4 2.4
KTRK (TV) 2.9 2.3
KTNQ (Spin) 2.8 2.2
KZLA (City) 2.4 2.1
KCBS-FM (Gold) 1.9 1.7
KWOG (Classical) 1.7 1.7
KJHJ (Span) 1.6 1.4
KLZL (TALK) 1.7 1.4
KJAZ (R&B) 1.5 1.2
KJAZ/KBJZ (Jazz) 1.1 1.1
KWK (Spanish) 1.3 1.1
KJLH (AC) 1.4 1.0

Quello

Continued from Page 1

Quello, a former radio executive, promised that the Commission will give serious consideration to NAB's long-pending request for a freeze on the processing of new FM applications while the agency conducts a comprehensive review of the allocations process aimed at tightening the allocations criteria.

"We should thoroughly explore all possibilities of an FM freeze," said Quello. "Future allocations must be carefully controlled because broadcasters today face more challenges than ever before and new challenges are being presented at an ever-accelerating rate."

Tough Sell

The idea of freezing or slowing allocations has more than a few critics in Congress, who wary that such a move would limit opportunities for minorities and small entrepreneurs. It is currently four commissions, but Sherrrei Sheldon--who exits at the end of this month--has excused herself from virtually all mass media issues.

After Quello's speech, a senior agency "all possibilities" for "giving a priority" to "in-band terrestrial DAB. He justified such action on the grounds that it will allow FM and cable audio services to provide "local news and emergency services."

Quello also said the agency is exploring "the possibility of designating a specific channel and cable audio services to provide "local news and emergency services.

Earlier in the day, radio execs heard a top aide to Rep. John Dingell (D-MI) warn that Congress would not look favorably on requests to slow satellite DAB in the interest of protecting terrestrial broadcast.

"There is a sensitivity to [broadcasters'] situation," said David Leach. "But broadcasters won't be persuaded telling Congress that entrepreneurial new services have to wait for broadcasters to catch up."

He said Quello should instead focus its efforts on expediting the development of terrestrial DAB. But Leach assured the audience that the government will impose public interest obligations on satellite DAB operations.

Fine-Tuning Fines

Quello has also ordered a review of the FCC's fine schedule with an eye toward "designing a system of penalties designed to deter rule violations without saddling licensees with exorbitant penalties."

The current fine policy, adopted in 1991, allows for such whopping penalties as a $12,000 base fine for a single indecent broadcast and $25,000 per day (up to $1.2 million for violation of some operating rules.

Quello's ability to accomplish any of these policy decisions may be limited by his interim status--he'll almost certainly be out of the chairmanship by September 1. But NAB President Eddie Fritts reminded the audience that Quello will still be a commissioner, and that any initiative he launches as acting chairman may be taken up by his successor--under Commissioner Quello's watchful eye.

Gallos

Continued from Page 3 this for a long time--I'm very excited and gratified to get this. I'm thrilled with the ongoing challenge of breaking new artists and expanding the careers of our stars."

Gallos, who will relocate to the label's Hollywood headquarters, first joined A&M in 1977, becoming Regional Sales Manager in 1980. He returned to the label the last two years after a three-year stint as BMI’s National Sales Director.

AM Records President/CEO Al Calano (r) presents Bryan Adams with a plaque commemorating the 10 million+ sales worldwide of the artist's "Waking Up The Neighbours."
**Idol Plugs Into ‘Cyberpunk’ On New LP**

Billy Idol returns with “Cyberpunk,” an LP said to feature techno and rave influences. He co-wrote most of the set with producer Robbin Hancock and Mark Younger-Smith, who’s been Idol’s guitarist since 1990’s “Charmed Life” LP.

The 13 songs are interspersed with brief sound collages. (One begins with a two-minute relaxation exercise led by an actual hypnotist!) The first club track, a re-make of the 1974 Queen & Elton John’s “Heroin,” ships this week. “Shock To The System,” a song inspired by last year’s L.A. riots, goes to radio May 1, both videos were directed by Brett Leesman (“The Lawnmower Man”). The Chryslers/ERG disc goes on sale June 1.

‘Provocative’ Gill

Johnny Gill’s third Motown solo disc, “Provocative,” arrives June 6. The first single, due May 14 will be a Jimmy Jam & Terry Lewis effort (“The Floor”), featuring backing vocals from Mint Condition, Jam & Lewis also created “Quiet Time To Play,” (with background vocals by Karyn White), “Just Get Run Away” (co-written with George Duke), “Motorslave” (co-written with L.L. Cool J and Gill), and the title track, among others.

**SCREEN SCENE**

**O’Connor Makes Ghost Appearance**

Seann O’Connor will make his film debut playing a ghost who does not speak in “Where No Birds Sing.” According to the Hollywood Reporter, Gabriel Byrne will also star in the Irish feature, which concerns two children living on a large estate where their parents drowned before the Chryslers/ERG artist haunts the Niles. The Mary Brown Farnelly Productions film will be shot this summer in Ireland.

**Power Of ‘Posse’ On ST**

Hollywood’s current vogue for westerns crosses the color line with “Posse,” a new film about black cowboys (R&R 10/30/92). Mario Van Peebles directed and stars in the film, as he did in “New Jack City,” Stephen Baldwin, Blair Underwood, and Billy Zane also star. The Working Title/Gramercy film opens May 14, and the 1:2:1:4 A&M soundtrack will go on sale May 4.

The current radio tracks are Tragedy: The Intelligent Hoedoud’s “The Posse (Shoot Em Up)” and Bad Boys Of The Industry’s “One Night Of Freedom.” The latter act performs tonight on a captive on-screen as well.

Four other musicians also appear on-screen as well as on the soundtrack. Aaron Neville has a cameo as the leader of a chin gang and sings “Let That Hammer Fall,” which is credited to the Neville Brothers. Tone Loc performs “Posse Love.” Vasta offers two tunes on a guest shot on “Mostly Fish Of Life.”

Van Meli Peebles (the director’s father) does “Cruel Jim Crow.” Don’t forget, Isaac Hayes and Big Daddy Kane act in “Posse” but aren’t on the soundtrack.

The other new cuts are Top Choice Cleo’s “I Think To Myself” and “Fremontenae (Homecoming)” by the Sounds Of Blackness. Also heard on the LP are the L.A. Express’ Mike Trigg, Melba Moore, David & Sally Richardson.

**Schlitz Selling**

Music vet Marty Schwartz, currently Exec, VP at Delicious Vinyl and Tone Loc’s manager, has sold his first screenplay to Working Title Films (“My Beautiful Laundrette,” “Posse”).

“The Monk,” an action buddy film with moral undertones, concerns an LADEP detective/parttime mover who finds himself staking a killer priest in connection with a series of child murders. Schwartz, who calls his story “a youthful, street level Weapon,” will also serve as music supervisor on the project.

**Silver’s Cuts**

Sharon Stone returns to the screen in “Silver,” another “psychic thriller” scripted by “Basic Instinct” writer Joe Eszterhas, William Baldwin, Tom Berenger, and Polly Plakas. To draw attention. The Posse soundtrack goes on sale June 1.

UB40’s remake of the Elvis Presley hit “Can’t Help Falling in Love” is the soundtrack’s current single and will also appear on the group’s forthcoming album. Enigma created two variants on a theme for Stone’s character: “Carly’s Song” and “Carly’s Lonelydude,” UK Act Vance/recorded “Star Sail” for the film as well.

Also contributing tracks to the 13-cut LP: Nenney Cherry, Mas- sive Attack, Heaven 17, Lords Of Acid, Shaggy, Buglight, and Aftershock. Several of these songs will make their U.S. debut on the soundtrack.

L.A. Reid, Babyface, and Darryl Simmons wrote and produced “There U Go” and “Long Way Home” from the latter two responsible for “Tell Me How U Want It.” Three members of Boyz II Men co-wrote, produced, and sang on “I Got You.”

Wendy & Elvis

Just prior to the breakup of Transvision Vamp, frontwoman Wendy James wrote to Elvis Cos- tello seeking guidance or artistic support. He responded by writing an entire album worth of pop songs for her. She makes her DGC solo debut with that set, entitled “Now Ain’t The Time For Your Tears,” due in stores May 11.

Chris Kimsey (Rolling Stones) produced the LP, which features, among other sidemen, former A- tractions drummer Pete Thomas. Pritine cuts include “This Is A Test,” “Fill In The Blanks,” and “The Nameless One.” “London’s Brilliant” goes to radio next week.

**D’Arby’s Third**

Trent Terre D’Arby’s third LP bears the irony-laden title “The Symphony Or Death (Exploring The Tension Inside The Sweetness).” He wrote, arranged, and produced the LP, and performed most of it. Assists came from chanteuse Des ree (on “Delicate”), the Tower Of Power Horns (two tunes) and the Atlantic Horns (one song). “She Kissed Me” is at New Rock. “And Do You Love Me?” goes to UC May 5. CHR will choose between them for the first single. The Columbia LP arrives May 11.

R.I.P.

Noted producer/arranger and saxophonist Steve Douglas died Monday, April 19. Nicknamed “Teenage” for his massive solo on any number of Duane Ed- dy and Phil Specter hits, he was 54.

The new TVE Network stars Unite For Children’s Health

What do Billy Joel, Mikhail Gorbachev and Nikon have in common? To get together for Our Children—M.U.S.I.C. (Musicians Unite With Special Infants’ Children), an international project for children’s health. Joel, Gorbachev, Georgian President Eduard Shevardnadze, and former U.S. Secretary of State George Schultz are co-chairing the effort, which will appear in a syndicated TV special set to air June 25.

Along with Joel and Nikon, acts thus far committed include Phil Col- lins, Bonnie Raitt, and Graham Nash, who’s forming a guitar super- group. Anchored at L.A. ’s Universal Amphitheater, the show will consist partly of taped segments. All proceeds benefit “M.U.S.I.C.”

**MUSIC DATED**

**MONDAY, MAY 3**

1965/KAUL debuts its “Bass Radio” format.

1969/ “The Beach Boys tour with the Mar- 

1976/ Paul McCartney’s new band, Wings, begins its first U.S. tour in Phil-

1981/Billy Idol makes his Broadway stage debut in David Mamet’s “Speed The Plow.

James Brown 1968: Frankie Valli 1950

**TUESDAY, MAY 4**

1950/ The first Grammy Awards are co-hosted by Louis Armstrong’s “Hot Buy Cigars Ooh “(Volated)” wins Record and Song of the Year, and Henry Mann’s “Music From Peter Gunn” wins Best Album.

1970/ Neil Young is about to write “Ohio” in tour after Kent State Univer-

1943/ Jackie Joelson

**WEDNESDAY, MAY 5**

1955/ Buffalo Springfield break up

1984/ Pretenders leader Chrissie Hynde marries Simple Minds frontman Jim Kerr.

1969/Cleveland is named as the future home of the Rock & Roll Hall Of Fame.

Bill Ward (Black Sabbath) 1945

**THURSDAY, MAY 6**

1965/ Rolling Stones guitarist Keith Richards heads to the States while impro-

1972/ Marvin Gaye’s “What’s Going On” is released.

1976/ Whitney Houston’s first TV spe-

1959/ Michael Jackson re-signs as Phil Spector’s artist and makes a reported $15 million deal.

1977/ Madonna’s “True Love” movie wins a Palme d’Or at Cannes.

1962/ Whitney Houston’s first TV spe-

1959/ Michael Jackson re-signs as Phil Spector’s artist and makes a reported $15 million deal.

1977/ Madonna’s “True Love” movie wins a Palme d’Or at Cannes.

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1959/ Michael Jackson re-signs as Phil Spector’s artist and makes a reported $15 million deal.

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1962/ Whitney Houston’s first TV spe-

1959/ Michael Jackson re-signs as Phil Spector’s artist and makes a reported $15 million deal.

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1962/ Whitney Houston’s first TV spe-

1959/ Michael Jackson re-signs as Phil Spector’s artist and makes a reported $15 million deal.

1977/ Madonna’s “True Love” movie wins a Palme d’Or at Cannes.
Marketing & Promotion Efforts
Spring Forth For The Season

TV, outdoor, direct mail, and cash in heavy play

Here's one of the unwritten rites of spring: "Spend the big promotional and marketing bucks now, or risk being outgunned by the rest of the market."

Here's a look at how CHR's in a variety of market sizes are spending their marketing/promotion resources this spring.

WBBQ's 'Lot-O-Dough'

WBBQ/Augusta PD Bruce Stevens is working hard to build on his Fall '92 Arbiton 12+ score of 18.3 -- the highest CHR share in the country. His biggest weapon is the "Lot-O-Dough" direct mailer, which kicked off the first week in April and will run through July.

"We're penetrating every metro household with one of these direct mail pieces," Stevens explains. "That's just over 150,000 homes to cover 100% of the market. Monday through Friday, we call out Lot-O-Dough numbers worth $100 daily -- except Thursday, when it jumps to $500. When listeners hear their numbers announced, they have 20 minutes to call a special phone line and win the cash."

This direct mail contest also promotes their 'Q-Card' contest, 'Dough To Go! Every day, the jackpot begins at $25 and increases $25 an hour until someone's card number is called. We have a massive TV campaign supporting Lot-O-Dough and [promoting Thurs-
day's $500 prize]. And we're running a smaller, separate TV campaign to reinforce the station's image."

What's more, WBBQ is running a decal/bumper sticker promotion.

"Our four news cars spot listeners' vehicles that bear our decal. If these listeners pull over after being described on-air, they instantly win $50, food from McDonald's, and the chance to win a 1993 Nissan Altima worth $14,000."

Stevens doesn't worry that the multitude of contests will confuse listeners. "We've had the Q-Card in play for a while; it's pretty clear the two contests are separate. Given the tough economy, there isn't anything more exciting than winning cash or such lifestyle prizes as a new car or free food."

"Our marketing supports promotions that appeal to our listeners' basic needs. It's designed to ensure our market awareness dominates listeners' mindsets. With two books a year, we have to make our marketing count. Spending money equals to ratings -- that's why we operate as though we're being rated all year."

A Kinder, Gentler Pig

WFLZ (Power Pig)/Tampa Director/Operations Marc Chase and his staff have launched "Switch To The New Sound of 93.3," an outdoor campaign. "CHR must constantly reinvent the wheel," Chase says. "To make the station fresh and new -- especially with the changes at crosstown WRBQ [which just flipped to Country] -- we're playing records we haven't played before."

"Mickey Mouse is a robust, but look at his image. We're simply making our Power Pig kinder and gentler, although we're still more outrageous than anything else in the market. Over the years, we've found people listen to us because they like our music and attitude. While we're cutting-edge, I don't believe we've ever been as vulgar as [former crosstown WYNF morning team] Ron & Ross or Howard Stern. Nonetheless, we've provided a jolt or two."

"As far as promotions, the Power Pig was never built on big cash giveaways -- people don't expect that from us. Instead, we're doing series of seven-to-10-day promotions designed for topicality. We'll figure them out as we go along. Still, we've added such special programming as dance music weekends, a Sunday-morning jazz show, a three-hour Quiet Storm-type show Sundays at 9pm, and a daily, 20-minute 'Toast & Jam' dance music feature at 5am. Call me crazy, but I've never been afraid to take a risk."

WSTR Stars On TV

In recent months, WSTR (Star 94)/Atlanta has shifted its demo emphasis to hit lower, especially with crosstown CHR WNNX (WX)'s move in a New Rock/CHR direction. Star 94 OM Towy Novia explains, "Our Film House-produced TV spot will pound our message: 'Today's best music on Star 94.' We're going to dominate TV with a sizeable schedule. We can make a lot of gains this book when many of WX's former listeners turn to us for hit music. No outdoor book, just TV."

"This year will be very active with the Atlanta Braves and the Ellen John AIDS Foundation benefit concert. In the contest department, we're not getting into the big money giveaways. Instead, we're doing a lot of smaller promotions with local water theme parks and such entertainment sources as movies -- they're more believable to win. In some cases, there are prizes that money can't buy. You can't put a price on winning dinner with Ellen John and front-row seats to his show, can you?"

WDBJ's Promos Race

WDBJ/Louisville PD Chris Shebel has his spring promotions divided into three categories. "We've just kicked off the $1000 Hit Of The Day promotion, which gets listeners to tune in to the morning show and continue listening throughout the day to hear the cash song. We kicked off this promotion by running a 10-second TV ad promoting the contest and mourn-

[Continued on Page 28]

Marketing Mania

KLUC/Las Vegas PD Jerry Dean says, "To promote our 50 minutes of music an hour, we're launching our biggest TV campaign ever -- we'll be on TV in the market for five or six weeks. We're also running a contest designed around the spot. We're directing listeners to watch [Fox-TV's] 'Beverly Hills, 90210' to see our spot; the following day, we'll ask questions about the TV spot or a segment of the show itself for prizes."

KRNQ/Des Moines APD/MD

www.americanradiohistory.com
**CHRIS ISAACK**

**CHR ACTION:**
- WXKS deb 35
- 99X 29
- STAR94 25
- WENZ deb 38
- KOY-FM 30-25
- WERZ add
- PWR92 add
- WLAI 27-24
- Y102 31-27
- WPST 32-27
- K106 35-27
- WNOK deb 35
- WCGO 37-33
- WMXF deb 35
- WOUT 29-24
- KTUX 37-32
- KISX add 37
- KZ93 add
- KKHIT add
- KWOD 22-16

**AC BREAKER 23**
- WLTT WENS
- KHMX KBIG
- WMXZ KOST
- WMTX KEZS
- WPNT KKCW
- WARM KFMB
- WVKW

**350,000 SHIPPED**

**NEW ROCK: 20**

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**MARKETING**

Continued from Page 27

John Weis details the station’s “Money In The Mix” promotion.

“Each day during mornings we’ll play three songs back to back. To keep listeners on their toes, the songs can be played in any order. After the third one ends, the 10th caller wins $600 cash. We’re also set to launch a bumper-sticker campaign next month, and we’ll be active with the April 24 Farm Aid concert in Ames, IA. Although it primarily is a country music event, we’ll be out there all day long covering it on an informational level.”

WEIQ (92Q)/Baltimore PD Jeff Balantine’s promotional push consists of a fast-paced music spot featuring listeners of all ethnicities talking about 92Q. “Listener testimonials will cite why they like the station, how 92Q plays the music they like, and how we only stop the music once an hour. It’s also designed to show the music 92Q plays is for all people — this station has multicultural appeal, not just one audience.”

WEBZ (98.9)/Pittsburgh PD Buddy Scott will be giving away over $100,000 in cash during our ‘Record Recall’ contest. Its simplicity and cash prize make it attractive. Three or four times a day, we’ll play 10 songs in a row. Listeners win $100 for each song they identify. We’re also back this up with a schedule of TV spots.

KIKI (Hot 149)/Honolulu PD Jeff Hanter has promoted “Hawaii’s hottest music mix is on Hot 149” and the “Hot Song” contest on TV and in the newspaper (billboards are illegal in Hawaii). “Several times a day, listeners can call in to win: $94 when they hear the (appropriate) song. After a week or so, we’ll increase the prize to $940, and eventually $8,400. All of this — plus our heavy on-street awareness — will keep us No. 1 in listeners’ minds.”

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**Favoritie Cheap Promotions**

Promotions don’t need to be expensive or involve a multimedia campaign. Here are some quick ‘n’ cheap promotions:

1. **KLUC/Clark Vegas PD Jerry Dean** “In addition to our summer pool party, we hand out free sodas from station vehicles when the temperature reaches more than 100 degrees. It’s an easy deal to work out with a client.”

2. **WRKY/Steubenville, OH PD Steve Kline** “Win ‘em before you can buy ‘em weekends’ work great for a super star artist. We also do ‘Music Mondays,’ handing out cassette and CDs — Monday is such a tough day for so many people.”

3. **KQZ/Amarillo, TX PD Stu Smoke** “We’re giving away a little hourly prizes to qualify listeners for larger weekly prizes, which qualify those winners for trips to London, Hawaii, and a bartered cruise. Also, when [rival CHR KAKS] broadcast across the street and handed out doughnuts, we countered by setting up trash cans for our listeners to dunk those doughnuts.”

4. **WPX/Quad Cities OM Terry O’Shea** “We ask listeners to give us their best jokes to win local comedy club tickets. Then we’ve arranged for those winners to be eligible for ‘open mike’ night.”

5. **KCAQ (Q105)/Oxnard, CA name T.J.** “Have listeners play Monopoly for real money. Get a local bank involved. Set up 15 boards with four players each. When it gets down to the finalists, they can play for the real dough.”

6. **KQZ/Amarillo, TX PD Stu Smoke** “Have the station designate one hour a night to call potential listeners. When they get in touch with a listener, get him to listen for 15 minutes, then call him back to get his comments on the station. Offer the listener a small prize for participating.”

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**CHR**

**EXPOSE IN AMARILLO** — Expose dropped by KQZ/Amarillo’s contest during a recent promotional swing. Sharing a photo opportunity are [rival Expose’s Jeanette Jurado, KQZ middayer Jeff Christle, the group’s Ann Culliss and Kelly Moneymaker, and KQZ PD Stu Smoke.**

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**SWITCH TO NEW SOUND 93.3FM**

A smiling Power Pig asks Tampa Bay to make the switch.

**MOTION**

- Rick O’Shea exits KGRC/Hannibal, MO for mornings at KOKZ/Waterloo, IA replacing Mike Kennedy.
- KGKS (KS104)/Denver nabs Scott LeTourneau from crosstown KMJ for middays. KFXC/Chesapeake PD Duane Shan-non trades afternoons for monring.
- Hatch Adams exits. No permanent PM driver appointed yet. Rod Connors leaves WSYA/Montgomery, AL to fill the vacant night shift at WAMX/Okochi, AL. KQFW (Power 1105/Fresno, CA adds Music Asst. Jimery Z. /Weston (Star 94)/Atlanta overnighter Dave Gibson heads to Charleston, SC. No replacement named yet. WRHT/Wikes-Barre has set its line-up: Marc Anthony from WZOU/Boston joins Renee on mornings. T. Russell from WZOU takes middays, Bill Sherr iden from crosstown WRKR assumes afternoons, Tony Moje from WEXX/Philadelphia goes to nights, and Steve Fox from crosstown WARM handles late nights.

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**COMING NEXT WEEK**

Recycling Audiences Between Dayparts

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www.americanradiohistory.com
Nurturing Homegrown Music

How stations are integrating local product into their regular music mix

While everybody’s been talking about the “Seattle Scene,” a wealth of good music is developing elsewhere. And some stations are integrating local product into their regular music mix.

Here’s a look at a few examples:

Chicago
WXRT-Chicago airs “Local Anthemic,” a weekly half-hour local music showcase (Sundays, 7:30pm) featuring music, interviews, and club news.

“We want to support the local scene as much as we can. But the criteria for full-time airplay are pretty strict,” says APD/MD Paul Marszek. “If I’m looking at two no-name bands with a different genre — and one’s a major label and the other is from Chicago — I’ll try to get the local act on first. I like to make sure that at any given time there are two or three local artists in regular rotation... one might be blues.

“There are going to be major league releases this summer from Chicago bands. Chicago is on the verge of being a hotbed for musical activity. It still might be a year away. But I think people will start looking at Chicago and realize there’s a lot more to this city than the electric-blues tradition and the industrial scene. We won’t suffer from a ‘Seattle Sound,’ because there’s not just one sound in Chicago.’

Phoenix
“Were going to giving local bands a chance. We’ve had proven success with local acts, which helps to set us apart from other stations in the market,” notes KUKQ MD Leah Miller. “A band doesn’t need to be on a major or independent label for us to play it in our regular rotation. Our decision comes down to: Is it a band that draws a lot of people? Is it selling? We don’t have pressure to add it, and many times we don’t have space.

“Most local acts start on KIYI before going through Mad M-D’s ‘Q Local Lineup,’ which airs Wednesdays at 11:30pm. We also expose local talent through two local clubs and my morning show. ‘Q Local Nights’ are every Wednesday at one club, once a month at another. I host monthly club date and feature the bands on my morning show that week.

“The problem we have with a lot of local bands is they only have music on cassette. We can’t play a band in regular rotation if it’s on cassette because cassette-to-cassette airplay loses too much quality. Some bands are making it difficult to get them cassettes.

Our approach has not been to give any regular airplay to local bands unless we’re getting requests. Local music is filtered through like anything else.

— Paul Krieger

Cincinnati
“The scene is getting pretty strong here,” says WOXY (97X)/Cincinnati MD Julie Forman. “There isn’t one definitive sound — music is hard-rockin’, funk, or mid-tempo — although funk has been big.

“Every Tuesday and Thursday at 1:30pm we do a two-song feature called ‘Local Licks.’ And every other Sunday at 10:30pm we have a half-hour show called, ‘Home Brew.’ We try and support the local scene as much as possible. If a hand starts getting requests and there’s a buzz going on, it’ll move into regular rotation.”

97X is spending six weeks soliciting unsigned bands to enter its ninth annual "97Xposure '93" contest. (Last year, 137 bands entered.) In May, 97X will select the top 10 bands and air their music, with a panel of guest judges choosing the “final four.” Then in June, a local venue will host the station’s final four competition, during which the 97Xposure Band of the Year will be chosen.

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WIVY's Hot For New Music

There seems to be no consensus on the number of current and recurrents played per hour by the "typical" AC. This week we'll examine the programming philosophies of two PIs who guided their stations to Top 5 25-54 finishes in the Fall "92 Arbitron.

A new survey of nearly 100 ACs indicates some play as little as one current and one recurrent an hour, while others schedule as many as five and six per category each hour. Some ACs play as many as seven recurrents an hour.

New & Important

"Currents are very important to us - and to AC," remarks WIVY/Jacksonville's Terry Matthews. He's been PD/morning man at the Hot AC for four years. In a representative hour, WIVY plays four or five current and two recurrents. "Today's adults grew up listening to current-based radio stations - they want to hear contemporary music. Our listeners are interested in new music, and they're buying it. We're more current/recurrent-based than older-based. However, we don't 'throw on' new records as soon as they come out.

WIVY sounds very familiar in the morning drive. Then in maddays we begin working in some newer product that we've first played in evenings."

Familiarity's Strength

Matthews compares WIVY to crosstown Gold-based AC WEJZ, which tops the 25-54 demo. "WEJZ is a quality station with a prime target of 35-45. There will probably always be a place for Gold-based ACs, because adults like familiar music.

"WEJZ plays one current and one recurrent an hour. You'll hear everything from the early '80s to today. They'd started playing more current, but have backed off recently."

Relying strictly on '80s, '90s, recurrents, and currents, WIVY placed fourth 25-54 this fall, trailing WEJZ by about three shares. WEJZ's base library is in the neighborhood of 550-600 songs. Matthews were targeting a younger demo [25-44], so they play newer and hipper music [by core artists like] Michael Bolton, Celine Dion, Elton John, Billy Joel, Gloria Estefan, and Bonnie Raitt.

WIVY doesn't rotate songs into the recurrent category just for the sake of making such moves. "I recently put some songs into recurrent that had fallen off the chart a long time ago. We let our audience tell us when it's time to move songs to recurrent."

Female Perspective

The station gets an inside look at area record sales thanks to MD Shannon West's part-time job at a local record store (Turtle's). "She works the new product in a high zip area for us," Matthews notes.

"People go in asking for groups we play, like R.E.M., Toad The Wet Sprocket, Kurt Hollw, and Restless Heart. I know stations like [San Diego's] B100, [Houston's] K HERO, and WIVY sell product."

Since WIVY is geared to women, Matthews takes full advantage of having a female MD. "Her job is to keep the music flow on target, and I have full confidence in her. Shan-

WIVY/Reno Music Monitor

1pm

LITTLE RIVER BAND/Lady MARIACH CAREY/ I Don't Wanna Cry FLEETWOOD MAC/Don't Stop NEIL DIAMOND/Solitary Man MICHAEL W. SMITH/Songs Of Suffering ORiTER CROSS/ Ride Like The Wind STEVE WINWOOD/Valerie CELINE DION/ Nothing Broken But My Heart TEMPTATIONS/My Girl JOHNNY RIVERS/Slow Dancing WHITNEY HOUSTON/I Have Nothing JOHN LENNON/Woman CATHY DENNIS/Too Many Walls TODD RUNDGREN/Halo It's Me

Mainstream KRNO Rolls The Dice With Balanced Blend

On an hourly basis, outdies outnumber newer tunes by a ratio of two to one on Mainstream AC KRNO/Reno, NV.

While PD Paul Mitchell is aware of the influence exerted by MTV and VH-1, he still prefers to sprinkle in only about two currents and two recurrents per hour. "With all the exposure artists get today, it's expected that AC will play current music. We don't want to look to us for some degree of contemporary leadership. They need to know which artists are 'hot.' We were the first format to endorse Michael Bolton."

Curious Combination

Mitchell came to KRNO 18 months ago after spending eight years as MD at KXOA-FM/Sacramento. One apparent conflict he needed to address upon arrival was KRNO's "very active" current posture in light of its strong '60s focus. "Consultants [agreed] that '60s music no longer tests well and shows lots of burn. When I came here, I found we were playing several '60s songs an hour, and we had a big current list."

"This fall, we saw a tremendous male increase and women returned. Overall, we had our best book in the last three years," he notes. "I trimmed the number of '60s songs to one an hour but didn't change anything else, because the station had been doing very well. In two straight books, however, we went down in key demographics. In records, or anything 'loud' like Celine Dion's 'Love Can Move Mountains,'"

Balancing Recurrents

Mitchell describes KRNO's approach to currents as "conservative," but notes, "We'll go out in the box on some songs, and we don't mind playing [new artists] like Euphoria Lewis or Nicky Hollow. We don't play 'funky' dance songs yet. If we play 800 songs, they're playing 100.""""I've learned that you don't react to another station until it proves itself worthy of reaction," Mitchell concludes. "Suddenly, we have two new AC competitors, and we're playing lots of the same music. KRNO is a name brand station that will be hard for a new station to top."

New challengers

KRNO faces crosstown format competition from two relative newcomers: KNEV, which recently completed its B/E-AC evolution, and Hot AC KXDE (Candy 101), which debuted three weeks ago (4/1).

"KNEV was the old warhorse," Mitchell explains. "It had great 12+- numbers, but most of them were 56+. It won older demos by default. Now it could make a big difference, but it doesn't seem to be playing the right
Stevie Curtis Chapman

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That's The Way Love Goes

THE MOST ADDED RECORD IN R&R URBAN HISTORY 86 UC REPORTERS! UC DEBUT 28
A Programming Plan For All Seasons

Spring is in the air, and summer's on its way. How are stations reacting? This week, two PDs talk about how their stations adapt to seasonal changes.

Still Play Faves

WTUG/Tuscaloosa, AL PD Steve Sloan, a 10-year industry veteran, says, "Seasonal changes do affect my programming approach during the year, but we're still in the business of playing people's favorite songs. I don't sit here and say, 'It's summer, so we have to play up-tempo station now.'" Since people are on the go more during the summer, programmers think more about playing up-tempo music in the summer. But I still play listeners' favorite records - whether they're up or downtempo. As long as we're keeping up with the trends, it doesn't matter whether it's summer, winter, or whatever. But other aspects of station programming are affected by climate changes. Sloan explains, "Mother Nature sure is on the flip side of the year so far, with the spring and summer months as far as promotions. People are outside more. They're more active, although it doesn't affect Alabama as much as, say, New York or Chicago, because the winters aren't as long and cold here. And younger demographics' listening habits change because they're out of school. "Take advantage of the time of year for the good of your clients. There are so many summer activities: You can do concerts in the park, pool parties, barbecues, and things like that." Sloan's station also has a top-of-mind tie-in with a local phenomenon indigenous to fall. "Because Alabama is such a football state, we capitalize on the fact that the University of Alabama is just two miles down the road. The football team just won the national championship last year. We had listeners congratulating the team on its successful season. Since we're known as "The Big 'Bama," we have pre-produced liners saying things like, 'More power than the Crimson Tide defense - Power 92 TUG.' We've used plays on words like that in the past."

Steve Sloan

WHTG 92 FM

Hot Hits' FM

"Yearparing' Music

Joe Booker, PD at KIFR (Power 92)/Little Rock, says, "The seasons definitely affect what we do here. It seems that the music slows down during the winter months, and the tempo picks up in the summer. I don't really think it's us: it's the music we receive at those times. During the winter, we don't play a lot of music with the 'thump, thump, thump' sound because the rest of the year we can't release much of that during those months. I don't know if it's planned like that or just something that happens each year."

In some cases, Booker says that records by season. For example, "D'Jazzy Jeff & The Fresh Prince's 'Summertime': "People loved it when it was released they still love it now. But on our station, that song is programmed during the warmer months and not at all during the winter months."

Seasonal changes and traditions also present a number of programming and promotional opportunities. "One of the things we do in the summer is station-sponsored family reunions. This is the South, and family is something that's very dear to people - it's ingrained in the culture. So several years ago we started a promotion in which the station pays for the cost of a family reunion for the winning listener."

Reach Out & Touch

"Holidays also affect some of the things we do," notes Booker. "We always do special programming on Mother's Day. We don't react to every holiday, but for the really special ones, like Christmas, Thanksgiving, the Fourth of July, and Dr. Martin Luther King's birthday, we go all out and try to make it pay off for us as well as our listeners."

Booker states that responding to seasonal influences is viable and important. "It's an additional tool to help you please your target audience. You have to stay informed about what's happening in your market and how people feel. You have to do things that reflect what people are interested in at the time. If you don't keep up, you risk sounding dated and out of touch with the community you're supposed to be serving."

"With all the competition out there, it's important to give your audience what they want when they want it. If you don't, somebody else will. So when I know my audience's mood swings with the seasons, I'm going to know what they want so we can give it to them."

You have to do things that reflect what people are interested in at the time. If you don't keep up, you risk sounding dated and out of touch with the community.

- Joe Booker

UC DATABANK

Cosmetics Outlook

The market for ethnic hair care, skin care, and cosmetic products rose 0% in 1992 to a total of $54.6 million, according to a study by packaged facts. The three segments are growing at different rates. Cosmetics clocked the fastest gain (15%) to $82 million in sales in 1992, spurred by new product introductions and heightened consumer interest. Ethnic hair care, the oldest and largest ethnic beauty care segment, gained 4% in 1992, reaching $390 million. Ethnic skin care is a $75 million market, enjoying a 7% growth rate in 1992. 1993 is expected to be a banner year for ethnic cosmetics, with a projected sales increase of 22%. The report notes that the market will top $160 million by 1997. Sales data comes primarily from African-American consumers since figures in this category are not available for Asians or Hispanics.

Some of the leading cosmetic brands, such as Cover Girl, Maybelline, and Revlon, have recently expanded into ethnic cosmetics, taking some share from smaller black-targeted beauty care manufacturers.

Women are increasingly buying cosmetics in drug and discount chain stores; they're now more concerned with price than prestige. This is reflected in the spate of low-end new product introductions aimed at nonwhites. In 1987, department stores accounted for 50% of ethnic cosmetics sales. By 1992, that number had dropped to 35%, and drugstore's share of ethnic cosmetics sales had increased from 30% in 1987 to 40% in 1992.

Source: Minority Media Watch, March 1993

Joe Booker

POWER 92 FM

Kudos

WQXK-Detroit VP/OM Martha Jean "The Queen" Steinberg was presented with a special tribute from the state of Michigan for her outstanding contributions to the community.

WZAK-Cleveland is airing three new TV spots through May. If you're interested in seeing them and/or obtaining information regarding the station's urban concept, contact VP Lee Zapis at (216) 621-9300.
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PLEASE PRINT OR TYPE ALL INFORMATION (only 1 form for each person. Make additional copies if needed.)

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Phone: (WK) __________________ Phone: (HM) __________________

Station/Company ____________________________

CATEGORIES:* #1 __General/Occupation ____________________________
#2 __On-Air-Personality: __Radio __________________
TV/Call Letters __________________
Wk Phone __________________

GENERAL REGISTRATION . . . . . . $375
(QUEST of the above same registration fee of $375)
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- Artists
- Attorneys
- Auto Engineers
- Booking/Talent Personnel
- Editors
- Independent Promoters
- Independent Record Companies
- Managers
- and all businesses that are relative behind the microphone or in front of the television camera (O/A)

ONE GUEST per on-air-personality - same registration fee of $200.
*On-Air-Personality MEANS being behind the microphone or in front of the television camera (O/A)

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HAPPY BIRTHDAY TO YOU — Teddy Pendergrass recently celebrated his 43rd birthday at a Dells concert. Presenting Teddy with a cake are (l-r) Dells Chuck, Marvin, and Vernon, Karen Pendergrass, WHAT/Philadelphia’s Georgie Woods, Dells Mickey and Johnny, and a host of unidentified friends.

HAVING A FUNKY GOOD TIME — KMJQ-Houston held an in-store autograph signing party for funk master George Clinton. Giving up the funk are (l-r) KMJQ staffers Rubie Jefferson, Madhatter, K.J., Clinton, Dino, and an unidentified bystander.

BACK IN DETROIT — WMXD sponsored Isaac Hayes’s first Detroit concert in 20 years. Marking the occasion with Hayes is WMXD’s Gerry Bledsoe.

HANGING WITH THE SISTERS — WOHK/Lansing recently staged an after-work promotion. Joining in the fun are (l-r) the station’s Cullen Dubose, Kym Sefers, and PD Joe Goldbach, SWV’s Leiber, Coko, and Taj, RCA’s Vic Givens, WOHK’s Lisa Burton, and (kneeling) Peter Brown.

UC PICTURE PAGE
It Started At WJLB. This Week It’s A BREAKER!
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Radio Star Wars Escalate

Competition for artist interviews intensifies as stations battle print media, each other

This week's column was inspired by the following letter from WEZL/Charleston, SC MD Gary Griffin:

I am writing about a problem WEZL has run into with country acts that perform in the area. It is difficult to get live interviews with some of the major acts booked into our new North Charleston Coliseum. Although we run through the proper channels trying to line up these interviews, we usually get turned down. However, artists booked for a show almost always end up in the newspaper.

Since radio is the major vehicle for their music, why do these artists grant interviews to print and not to radio? I am not pointing fingers at any one label or artist. On some occasions, our requests to help promote a concert are received with much enthusiasm. But it just seems like it's getting harder and harder to get cooperation.

I understand that folks are very busy, and there are many demands on their time. But I'm talking about 10-15 minutes on the phone for an interview that will do nothing but highlight their music and forthcoming concert. We want our listeners to feel they are as close to the stars as they are to their radio; live interviews would help accomplish that.

How could we handle this differently to achieve the goal? What could we do to change this negative into a positive?

Since radio is the major vehicle for their music, why do these artists grant interviews to print and not to radio?

—Gary Griffin

Publicists Respond

Other PAs and MDs agree this problem is a growing concern. Label and independent publicists also have been experiencing problems in this area and welcome the opportunity to explain what they and the artists - must face.

MCA/Nashville Sr. Director/ Publicity Susan Levy says, "Every effort should be made to accommodate both print and radio. We all know radio is the lifeblood of country music. Full cooperation should be given when artists enter a market."

Nancy Russell, who heads Shook Ink's Nashville office, notes, "An

radio's volume of requests complicates the scheduling problem. Russell says, "There are several reasons why my artists do radio phoners: to help sell tickets for the forthcoming concert, to thank stations for their support, and to help stations doing benefits."

Levy says artists get some bonuses from newspaper spreads that they don't get from radio pieces. "Newspaper interviews offer the chance to reach an audience outside of the Country radio listener. Often, you have accompanying photographs - in best cases, the cover of the weekly entertainment guide - which add image-building.

Nature of Newspapers

Local radio outlets and newspapers seem to be natural enemies, fighting over everything from ad dollars to interview time. Levy points out, "The very nature of newspaper writing is to provide a service to the community and keep the readership informed about local happenings. Music journalists feel pressure from their editors, publishers, and owners to 'get the story.' Newspapers often compete with each other to get interviews. Add radio to the mix, and the artist is expected to do a minimum of two interviews per city. Obviously, the less established the artist, the greater the availability. But it poses a scheduling problem for the bigger artists. We try to accommodate everyone, but it's not always possible."

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Each station needs to remember it's not the only one asking for the phoners... We really go out of our way to take care of as many stations as we can.

—Nancy Russell

Country radio also benefits from the heightened profile. Besides, a newspaper story becomes an addition to the artist's press kit."

Getting In Touch

H ow should stations go about getting those ever-elusive artist interviews? Between label promoters and publicists, independent publicists, managers, and bookers, determining who to call is probably the hardest step. Even the established routes to get to a particular act can change. Unfortunately, that often means multiple phone calls to get to your goal.

MCANashville's Susan Levy says, "Procedures differ from label to label. We rely heavily on independent publicists to schedule interviews for both print and radio. Most often, they're the folks holding the artists' schedules. Radio stations should always contact their local promotion reps to request interviews. When stations are referred back to the publicist, they should get back in touch with the label if they're having problems."

Independent publicist Nancy Russell of Shook Ink says, "We usually get the usual situation: stations at the end of the month calling us to see if we can do something the following week. We usually get the usual situation: stations are booked into their second or third Country outlet, the competition for interviews and concert presenting rights can only increase.

Radio stations at the end of the month calling us to see if we can do something the following week. We usually get the usual situation: stations are booked into their second or third Country outlet, the competition for interviews and concert presenting rights can only increase."

Be Flexible

The nature of the print medium allows for greater scheduling flexibility; the lack of this flexibility often works against programmers seeking interviews for their stations. Levy notes, "It's very logically easier to schedule print media. (Print) journalists can do interviews over the phone, at any time of day - even from a mobile phone - regardless of sound quality. Radio stations prefer live, on-air, day-of-show interviews. This can be very difficult to pull off if the artist is travelling between shows."

Because artists primarily work at night when on tour, they usually are unavailable early in the morning - and a station likes to have them on during morning drive. Russell notes, "If the artist has been onstage until midnight, climbs on the bus, unwinds for a bit, and tries to get some sleep before the next town, it's not healthy to get them up for a phone every day. Each station needs to remember it's not the only one asking for phoners. There are other stations on artists' tour itineraries that want the same thing. We really go out of our way to take care of as many stations as we can."

Both Levy and Russell agree increased flexibility means increased chances to get the interviews you want. That may mean interviews in the afternoon, when the station is on the air, or even from the morning person/team will have to come back to the station to record them. It's not too much to ask if the interview is important. For a

“live” feel, select a listener or two from the request lines, call them during the time the interview is scheduled, and let them talk to the artists.

Promotion Problem

It's important to understand there are times when the artists, labels', or publicists' hands are tied when it comes to granting an interview. Russell says, "When the concert promoter has specified a definite welcoming station, arranging an interview can be difficult. The artist needs to honor the promoter and commitment but doesn't want to alienate any of the stations in the market - that can be a very tough line to walk. To ease that situation, my client, Travis Tritt has made it a policy to offer personalized liners to each station not promoting the show or to stations that are not welcoming. We'd like to do all interviews, but it's not always possible."

There have been a number of horror stories lately, including an incident in a Top 15 market where

a station turned down an artist interview. The label then was told if the act went to the other local station, that act's records would be dropped. These threats make it very difficult for artists and labels to do business. In many instances, these folks are doing all they can to keep everybody happy. However, the situation may get worse: As more and more stations play host to a second or third Country outlet, the competition for interviews and concert presenting rights can only increase.

We all know radio is the lifeblood of country music. Full cooperation should be given when artists enter a market.

—Susan Levy

HARD WORKIN' WOMAN — After a recent concert, Brooks and Dunn stuck around backstage to chat and with WKRC/Augusta, GA Morning personality Jill Kelly.

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"Shake the Sugartree"
"Let That Pony Run"

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NASHVILLE THIS WEEK

ST. JUDE’S BENEFIT
Fans Jam Dallas For Second Year

More than 65,000 people and 50 country artists are expected to pack the streets of Dallas’ Arts District during the second annual Country Fan Jam meet-and-greet next month.

Last year’s event drew 67,000 from Texas and surrounding areas; event organizers hope to draw even more attendees this year. Among the acts scheduled to perform and/or sign autographs during the May 21-23 event are Tracy Byrd, the Gibson Miller Band, Chace LeBlanc, Bay Kemedy, Tim McGraw, and Dru Down.

ON-AIR GIVEAWAYS

For on-air giveaways and will be encouraged to broadcast live from the event. Air personalities from each station will also help emcee the concert portions.

Fan Jam proceeds will again benefit the St. Jude’s Children’s Hospital in Memphis. Over $25,000 was raised at last year’s event; organizers aim to raise twice that amount this year.

Par For Gill’s Course

Vince Gill has been named celebrity host of the upcoming Ladies Pro Golf Association’s Sara Lee Classic May 4-9 in Nashville. The journey’s May 4 preliminary round has been renamed “The Vince Gill $25,000 Pro/Celebrity Skins Game” in his honor. Gill will also host another pre-celebrity tournament on August 2. The “Vinny” will feature PGA players like Fred Couples, Larry Winn, and Peter Jacobsen. The 36-hole tournament will also feature Mike Milner and Mary-Chapin Carpenter. Proceeds from both events go to the Tennessee junior golf programs.

Media Madness

For proof that the country craze rages on, check your local newsstand. Tracy Lawrence was featured in a recent issue of Newsweek. Trisha Yearwood appeared in an Entertainment Weekly spread. Larry Gatlin was profiled in a three-page article in last week’s People. Billy Ray Cyrus makes headlines in the May Ladies Home Journal and Dwight Yoakam chats about his new “This Time” LP in the May edition of US. And the networks are getting in on the action as well: The Family Channel has tapped John Michael Montgomery, Holly Dunn, and Ronnie Dunn and spots promoting its upcoming Western season. The trio recorded jingles, TV spots, and bumpers for “Cool Country In The Wild, Wild West Week” which takes place in mid-May.

— Lorie Hollabaugh

COUNTRY FLASHBACK

1 YEAR AGO

- No. 1: “Today’s Lonely Fool” — Tracy Lawrence

5 YEARS AGO

- No. 1: “I’m Gonna Get You” — Eddy Raven (2nd week)

10 YEARS AGO

- No. 1: “American Made” — Oak Ridge Boys (2nd week)

15 YEARS AGO

- No. 1: “It’s All Wrong But It’s All Right” — Dolly Parton
Rockin' The Adults

Reclaim boomers with broad spectrum of challenging sounds

Don't look now, but a huge number of potential listeners in your town have stopped tuning in to the radio. They're well-educated, they have disposable income, and they love rock & roll. They are today's 30+ baby boomers. How did we lose touch with them?

Most AORs have selected 18-34 as their "target demo" and stuck with this demo steadily for the past 15 years. Many listeners have grown through it and out of it, and today's AOR just doesn't appeal to them. The music isn't compatible with their lifestyles.

CHR has had a similar philosophy of aiming at one demographic; that format's c.s. is 12-94. While AORs in many cases as an adult version of CHR, few cities have an adult version of AOR, CHR and AC. which feature current hit music. It's an up-tempo, forward-momentum presentation, aren't likely to appeal to someone raised on AOR, which concentrates on rock-based album material. A listener doesn't suddenly stop liking the Allman Brothers and start liking Gloria Estefan.

People who grew up with AOR in the '70s want to keep in touch with current music, but it has to be music they can relate to.

As the oldest version of AOR, Classic Rockers have partly filled the gap in some markets. But a piece of the puzzle is still missing. The NACs that popped up six years ago filled another part of the puzzle. So-called New Age music is based in rock & roll. From which it borrows themes and song structures. Even though this music can be adventurous, a steady diet of it isn't upbeat enough for the majority of the unserved audience.

That's where an Adult Rock station fills the bill. The people who grew up with AOR in the '70s want to keep in touch with current music, but it has to be music they can relate to.

While AC functions in many cases as an adult version of CHR, few cities have an adult version of AOR.

By Dennis Constantine

Grew up with AOR in the '70s with an eye to keep in touch with current music, but it has to be music they can relate to. The stations they listened to while forming their musical taste and become less of a focus. This was the basis of the "Superstar" format.

The Unplugged Phenomenon

The extraordinary sales of Eric Clapton's "Unplugged" album underscore the potential of Adult Rock radio. Imagine a station that mixes songs from that album with music from '70s icons such as Elton John, James Taylor, Santana, and Crosby, Stills, Nash & Young, adds in relevant '80s artists like U2, Talking Heads, Sting, and R.E.M., and also plays some of the best album cuts from today's artists like Big Head Todd & The Monsters, Sonja, Duff, World Party, and Shawn Colvin. Baby boomers can relate to that mix of music.

If three or four ACs can survive in a market, it's plausible that in the future we'll see several Adult Rock stations in each market. In the few cities where such stations have major signals, the stations are doing well. KBCO has been one of the top three 35-54 stations in Denver for the past seven years. Newcomer KGSR in Austin is already number two among 25-44s in Austin. KTCZ (Cities 97)/Minneapolis is also one of the top three stations in this important demo.

As listeners age, radio becomes more of a background element in their lives. People in their 30s have fewer responsibilities, and music is a major part of their social life. As career and family matters grow in importance, music and radio recede and become less of a focus.

Many listeners regard radio the way they view the passing scenery while driving on a freeway - as background. If we make the scene more appealing, we can keep this audience (see: "The Freeway Music Mix Theory").

Superstar Artists

Many AORs test their libraries through auditory research. Don't just test songs - draw up a questionnaire that allows participants to give you feedback about artists. This will give you information about the image of particular artists and how to schedule them.

Thanks to Bolton Research and just such a questionnaire, KBCO knows Eric Clapton, U2, R.E.M., Peter Gabriel, Elton John, and Talking Heads are some of its core artists. The station selects album tracks from these musicians and puts them in front-seat positions in its hourly clocks, which helps the sound remain comfortable to baby boomer Adult Rockers. It also differentiates KBCO from the younger-sounding AORs that wouldn't play album tracks by these artists.

If an AOR tried to incorporate this music into its mix, the station would be spread so thin the cuts wouldn't be relatable to the younger end of the audience. The problem is analogous to the dilemma a CHR faces when it plays Michael Bolton to attract an older audience - you can only stretch the demo so far.

Each market has its lifestyle. Use research to find out what your market's adults like to do in their spare time, and develop promotions aimed at them. In Denver, KBCO offers listeners a discount ski package. In Austin, where the local music scene is a main attraction, KGSR lets listeners fly friends from around the country and go out on the town, all on the station's tab.

Revising The Music Scene

If you do record retail research, you've probably noticed titles by these artists and why people are buying their CDs. Many disenchanted people have stopped listening to the radio and started listening to their own CDs and cassettes. Many of these are baby boomers who grew up with '70s AOR. With the right mix of music you could master a core group of listeners who'd support your station. Add lifestyle promotions and a healthy marketing campaign, and you too could become one of the top three stations in your market.

Cruise Control: The Freeway Music Mix Theory

Like a car, a station can be safe, remaining in the right lane and following the stream of traffic, or it can try to move ahead by moving from lane to lane. It's the adventurous station that wants to break away from the pack. I'd like to introduce you to my freeway theory of music mixing.

Imagine a three-lane freeway. The center lane represents the station's main musical focus. It doesn't matter if the station is an Adult AOR, a mainstream AOR, or even a New Rocker. Define your core music, and that core is your center lane. The left lane is your more radical songs and the right lane the more conservative cuts.

Just as it would be neither good etiquette nor safe - to swerve suddenly from the left lane over to the right lane, it wouldn't be aesthetically pleasing for the station to play a left-lane song back to back with a right-lane song. The contrast would be too harsh. Very likely, the people who enjoyed the left-lane song would not care for the right-lane song, and vice versa.

By taking propriety, from left to center to right back again to the center, the station always returns to a reliable song, it venturers off to something unexpected.

Your station's posture, whether conservative or adventurous, would determine whether you'd stay in the left or right lane for more than one song at a time. For some stations, the freeway might expand to five lanes, allowing for sudden gradations. The challenge is to expand the sound and then return to the center in a smooth and consistent way.

You can use coding radio like Massoller's to make sure the music flows back and forth between lanes and doesn't go from one extreme to another. The complete 360-degree guarantee that certain amount of material will come from the center lane so the station remains relatable to much of the audience.

FAMOUS FIRSTS

Vinnie Kice, PD, WSFL/New Bern, NC
WHAT WAS THE FIRST RECORD YOU BOUGHT?
Vinnie: Iron Butterfly, "Ina Gadda Da Vida.
WHO WAS THE FIRST FD TO TAKE YOUR CALL?
Vinnie: Jeffrey J. Webber, WNJ/Newtown, NJ.
WHAT WAS YOUR FIRST RADIO GIG?
Vinnie: WRVR, an MOR, he middays.
WHAT'S THE FIRST CONCERT YOU ATTENDED?
WHAT WAS YOUR FIRST SEXUAL EXPERIENCE?
Vinnie: Springsteen wasn't the only guy having fun in Jersey in 1973. I can't tell you her name, but we were listening to the Allman Bros. "Brothers And Sisters" album.

YOUR FIRST PRIORITY THIS WEEK:

ARCADE "Nothing To Lose" track 65
NEW ARTIST #2
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TUNNEL:...
44 | April 23, 1993

KURK WALHAM /LIZETTA STEELE "Love Is A Losing Game" (Columbia) 503

RODNEY MANNFIELD Wanna Make Luz 2 U (A&M) 62%

JANET JACKSON That's The Way Love Goes (Virgin) 97%

BOSS "Deeper" (Dot Jam/Columbia) 23/4

CREATIVE DEVELOPMENT "Natural" (Chrysalis/ErG) 2/7

TOMMY ROBZ "Just Be Close (Epic)

SWEET AS IT COMES (Motown)

WILLIAMS "La La Love" (Perspective/A&M) 17/14

Bobby Ross "I Wanna Love Somebody" (Jive) 13/0

DISABE PLAGUES "Where I'm From" (Pendulum/Eletra) 14/13

Eddie Murphy "We Got It" (Motown) 11/11

Michael Cooper "So Good" (Reprise) 47/19

PG "Waiting For Love To Win" (GRP) 14/0

Pete Rock & C.L. Smooth "Late Of Lavin" (Elektra) 41/10

Angela "I Wanna Love Somebody" (Jive) 13/0

Shabba Ranks /Queen Latifah "What 'Cha Gonna Do"" (Epic) 40/7

Gloria Williams /Jr. Mafia "Waiting For Love To Win" (GRP)

Lisa "I Wanna Love Somebody" (Jive) 13/0

HEAVY S & THE BOYZ "Truthful" (Uptown/MCA) 3/3

HEAVY S & THE BOYZ "Foolish" (Uptown/MCA) 3/3

NICK SCOTTI "What Is Love?" (Reprise) 27/0

PRINCE "She's All About Me" (Motown) 14/0

Zapp Soul "Waitin' For Love To Win" (GRP) 14/0

GETO BOYS "6 Feet Deep" (Rap-A-Lot) 25/12
Men At Large

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"Who Is It"

#1 ARTIST IN THE WORLD!
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TREY LORENZ
"Just To Be Close"

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## Nash Program Network

### CHRIS ISAAK

**Can’t Do A Thing (To Stop Me)**

56% of our reporters on it. Rotations: Heavy 1, Medium 29, Light 33, Total 33, Including: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY. Moves 25-23 on the AC chart.

**NEW & ACTIVE**

51% of our reporters on it. Rotations: Heavy 7, Medium 31, Light 19, Total 33: WLEY, WKYE, WCNZ. Moves 22-20 on the AC chart.

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### Significant Action

**KIRK WALHAM & IGNETTA STEELE**

“Love Is A Losing Game” (Columbia) 5/2

Rotations: Heavy 7, Medium 18, Light 34, Total 41, Includes: WLEY, WKYE, WMTX, WYXY, WHI, WARM98, WARM, WWWM, WIVY, WREX, WMAG. Moves 48-20 on the AC chart.

**JAC KAGNER**

“Tears Of The Invisible Man” (Brief/RS/BMG) 9/1

Rotations: Heavy 7, Medium 15, Light 34, Total 43, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-22 on the AC chart.

**LINDSEY BUCKINGHAM**

“Don’t Look Back” (Reprise) 3/1

Rotations: Heavy 7, Medium 17, Light 34, Total 50, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-14 on the AC chart.

**STEVEN CURTS CHAPMAN**

“Don’t Look Back” (Private Music) 2/2

Rotations: Heavy 7, Medium 17, Light 34, Total 52, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-5 on the AC chart.

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### Breakers

**ROD STEWART**

“Let’s Burn The Whole Moon” (WB) 4/1

Rotations: Heavy 7, Medium 18, Light 34, Total 45, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-3 on the AC chart.

**CRAIG CUMMINNS**

“Don’t Look Back” (BFE/RS/BMG) 9/1

Rotations: Heavy 7, Medium 17, Light 34, Total 50, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-14 on the AC chart.

**MIKE NEO**

“Don’t Look Back” (BFE/RS/BMG) 9/1

Rotations: Heavy 7, Medium 17, Light 34, Total 50, Includes: WMXZ, WPNT, WKXI, WWWM, KXLY, KYJOY, KEZR, WARM. Moves 48-14 on the AC chart.

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### Most Added

**WHITNEY HOUSTON**

“Can’t Do A Thing (To Stop Me)”

Now on 63 AC Reporters including: WLEY, WPNT, KGLY, KHMX, WARM98, WMXZ, WWWM, KEZR, WARR, WARM, WWWM, WMAG, WIVY, KXYQ, KOSI, KESZ, KXYQ. Moves 25-23 on the AC chart.

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<td>25</td>
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<td>26</td>
<td>RACHELLE FERRELL</td>
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<td>27</td>
<td>CATHERINE DAVIES</td>
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<td>BOY JONAS</td>
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<td>29</td>
<td>JOHN PAGANO</td>
<td>37</td>
<td>2</td>
<td>17</td>
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注：**旋转图表**数据基于当前增长。
GET READY FOR A HOT SUMMER!

Ray Charles
“A Song For You”
AC Chart: 14
Most Added — 7 Weeks In a Row!!
Now on 81 AC Reporters — 72%
Conversion Factor: +12!

Rod Stewart
“Have I Told You Lately”
AC Chart: 19
#1 Most Added!
Already on
68 AC Reporters - 61%

Peter Cetera
“Even A Fool Can See”
AC BREAKER
Most Added Again
— #2 This Week!
62 AC Reporters — 55%
Conversion Factor: +11!

Chaka Kahn
“Don't Look At Me That Way”

Most Added Again!
26 AC Reporters
INCLUDING:
WBMX
WMXZ
KESZ
WHYNFM
WMAG
WIVY
...AND MANY MORE!

FROM WARNER BROS.
www.americanradiohistory.com
<table>
<thead>
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<td>WAFB/New Orleans, LA</td>
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<td>WLS/Waukegan, IL</td>
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<td>WLSI/Des Moines, IA</td>
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**AC ADDS & HOTS**

**CURRENT-BASED**

---

**AC CHART: 97 +19 Conversion Factor**

---

**“IF EVER I LOSE MY FAITH IN YOU”**

---

**112 Current Reporters**
106 Current Reporters
Called in Frozen Playlist (2)
KMJZ/Davenport
WTVH/Albany City
Did Not Report, Playlist Frozen (4)
W2000/Atlanta
KSLQ/Omaha City
KODI/Las Angeles
WWXX/New York
**NEW & ACTIVE**

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<th>Format</th>
<th>Label</th>
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<tbody>
<tr>
<td>&quot;Another Son&quot; (GRP) 2/0</td>
<td>TUTAKA</td>
<td>Heavy: MM/1, Light: 11</td>
<td>New World</td>
</tr>
<tr>
<td>&quot;Mambo&quot; (Atlantic Jazz)</td>
<td>KINO TEMPO</td>
<td>Heavy: MM/1, Light: 10</td>
<td>New World</td>
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<tr>
<td>&quot;The Eyes&quot;</td>
<td>CLANNAD</td>
<td>Heavy: MM/1, Light: 10</td>
<td>New World</td>
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<tr>
<td>&quot;The Last Night of a Century&quot; (L'Amour)</td>
<td>JOHN TESI</td>
<td>18/10</td>
<td>New World</td>
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<tr>
<td>&quot;So What&quot;</td>
<td>BIRLEY LAGREN</td>
<td>Heavy: MM/5, Light: 0</td>
<td>New World</td>
</tr>
<tr>
<td>&quot;Dreams and Desires&quot; (Head)</td>
<td>ROBERTO PERERA</td>
<td>Heavy: MM/5, Light: 0</td>
<td>New World</td>
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<tr>
<td>&quot;Remember Who You Are&quot; (MoJaZZ)</td>
<td>NORMAN CONNORS</td>
<td>Heavy: MM/3, Light: 0</td>
<td>New World</td>
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**BREAKERS**

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<tr>
<td>ABRAHAM LABOER</td>
<td>FOWLER AND BRANCA</td>
<td>61%</td>
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<tr>
<td>JOHN TESI</td>
<td>MICHAEL FRANKS</td>
<td>86</td>
</tr>
<tr>
<td>ABRAHAM LABOER</td>
<td>JEFF LORBER</td>
<td>86</td>
</tr>
<tr>
<td>CUCSO</td>
<td>FOWLER AND BRANCA</td>
<td>5</td>
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<tr>
<td>DAVE VALENTIN</td>
<td>MARK WHITEFIELD</td>
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**HOTTEST**

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<tbody>
<tr>
<td>&quot;Forever Looking For You&quot;</td>
<td>STING</td>
<td>Heavy: 15/2, Light: 14</td>
<td>New World</td>
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<tr>
<td>&quot;Standards&quot;</td>
<td>KCIRK</td>
<td>Heavy: MM/1, Light: 10</td>
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<tr>
<td>&quot;Autumn&quot;</td>
<td>MAYS</td>
<td>Heavy: MM/1, Light: 10</td>
<td>New World</td>
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**CHART EXTRAS**

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- **(2)** TD | 0 |
- **(3)** JAllMASTERS /The O | TW | 0 |
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- **(100)** JAllMASTERS /The O | TW | 0 |
### Contemporary Jazz

**chart: Debut** 27

An unforgettable instrumental record.


---

### Coming To You Soon!

Number Five  tel (313) 983-6600  fax (313) 983-6610  2211 Woodward Avenue  Detroit MI  48201-3400

---

**Feels Like Love**

Added: NAC  WJZZ/Detroit

---

26 Current Contemporary Jazz Recorders  24 Current Contemporary Jazz Playlists

Died in Frozen Playlist (3): KATZ/IN, Los Angeles Did Not Report, Playlist Frozen (3): Jazz From The City WCPN/Cleveland WRFH/Philadelphia Did Not Report For Two Consecutive Weeks: Not Used In This Week's Data (1): KWIR/In, Louis
DEBORAH ALLEN

"If You're Not Gonna Love Me"

BREAKER 42

From her debut Giant album, Delta Dreamland

Produced by Rafe VanHoy

management
The Burt Stein Entertainment Company

www.americanradiohistory.com
### BREAKERS

#### JOHN ANDERSON
**Money In The Bank (BNA Entertainment)**

On 72% of reporting stations. Rotations: Heavy 2, Medium 16, Light 149, Total Adds 158, including WXXK, WRD, WBEE, WHTY, WKMI, WSSL, WGEE, WDDD, WOW, KUZZ, KATM, KWJU. Debut at number 41 on the Country chart.

#### MARTY STUART
**Hey Baby (MCA)**

On 65% of reporting stations. Rotations: Heavy 1, Medium 25, Light 125, Total Adds 24, including WTK, WOOG, WLYW, WYKE, KXW, KKN, WYGS, WBTU, WKZL, KNC. Moves 43-40 on the Country chart.

### MOST ADDED

#### JOHN ANDERSON (158)
**GEORGE STRAIGHT (129)**

#### BILLY RAY CYRUS (58)
**DOLLY PARTON (41)**

#### CLEO FRANCIS (25)

#### TANYA TUCKER & DEBBIE DUNCANTON (25)

#### MARTY STUART (24)

#### PAM TILLY (24)

#### BRIAN JAMES (21)

#### RICK VICTOR (20)

### HOTTTEST

**TRACY LAWRENCE (177)**

**ALAN JACKSON (138)**

**AARON TIPPIN (112)**

**HOLLY GASKELL (101)**

**JON MICHAEL MONTGOMERY (87)**

**SAMMY Kershaw (86)**

**LEE ROY PARNELL (69)**

**MARK COLLETT (66)**

**DOUG STONE (39)**

**REBA McENTIRE & VINCE GILL (34)**

### NEW ARTISTS

**DUDE MOWREN/Maybe (Atlantic)**

**SHANIA TWAIN/What Made You (Mercury)**

**PEARL RIVER/You (Liberty)**

**GELINDA PINK/Pick It Up (BMG)**

**COREN/Nancy (Capricorn)**

**JASON ALDEAN (Capitol-Nashville)**

**REBA McENTIRE & VINCE GILL (BMG)**

**BILLY BUMME (Capricorn)**

**JASON ALDEAN/Columbia (Capitol)**

**DAVID GREY/102-100X (Liberty)**

### Here Comes T-R-O-U-B-L-E Again!

**TRAVIS TRITT**

**"T-R-O-U-B-L-E"**

**The Radio Active Dance Mix**

**Play It Now...Play It Often!**

---

**JON MICHAEL MONTGOMERY**

**LOVE The Way You Love Me (Atlantic)**

**ALAN JACKSON**

**HOLLY GASKELL**

**JON MICHAEL MONTGOMERY**

**SAMMY Kershaw**

**LEE ROY PARNELL**

**MARK COLLETT**

**DOUG STONE**

**REBA McENTIRE & VINCE GILL**

---

**BREAKERS**

**TRACY LAWRENCE/Alibi (Atlantic)**

**ALAN JACKSON/Everything (MCA)**

**BILLY RAY CYRUS/Help Me (Curb)**

**DOLLY PARTON/80's (EMI)**

**GEORGE STRAIGHT/Live It Up (MCA)**

**CWEED/What Would You Pay (MCA)**

**TANYA TUCKER/Be That Way (MCA)**

**DEBBIE DUNCANTON/Don't Call It A Comeback (MCA)**

**MARTY STUART/If I Didn't Have You (MCA)**

---

**MOST ADDED & HOTTTEST**

**TRACY LAWRENCE/Alibi (Atlantic)**

**ALAN JACKSON (MCA)**

**AARON TIPPIN (Atlantic)**

**HOLLY GASKELL (Atlantic)**

**JON MICHAEL MONTGOMERY (Atlantic)**

**SAMMY Kershaw (Atlantic)**

**LEE ROY PARNELL (Atlantic)**

**MARK COLLETT (Atlantic)**

**DOUG STONE (Atlantic)**

**REBA McENTIRE & VINCE GILL (Atlantic)**

---

**MP3 tracks by the HOTTEST artists are on your site.**
WINNER OF "COUNTRY AIRPLAY® ALBUM TRACKS: Album Title

ARTIST/Song Title (Label)

GARTH BROOKS/That Summer Liberty (Liberty) .......... The Chase
ALAN JACKSON/Chishacochee (Arista) ......... A Lot About Livin’ (And A Little ‘Bout Love)
BROOKS & DUNN/Rock My World (Little Country Girl) (Arista) ........ Hard Workin’ Man
BROOKS & DUNN/Polk County Road (Liberty) .................. Pure Country
GEORGE STRAIT/Overnight Male (MCA) ............... Pure Country
BROOKS & DUNN/That Ain’t No Way To Go (Arista) ........ Hard Workin’ Man
BROOKS & DUNN/’Bout the Bridge (Arista) ............... Hard Workin’ Man
TOBY KEITH/He Ain’t Worth Missing (Mercury) .......... Toby Keith
DWAYNE YOKAM/This Time (Reprise) ............... This Time
DWAYNE YOKAM/Pocket O’ a Clown (Reprise) .............. This Time
RESTLESS HEART/We Got the Love (RCA) ................. Big Iron Horses
### Continued from Page 59

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**Hottest: O'Neal, Hall, Tatum**

**Hottest: Dollywood, MICHAEL LONI 689-6595**

**Hottest: AMON, WILLIE P3 (1907)**

**Hottest: BILLY TIEPIN PARTON LINN MILLER 317**

**Hottest: SAM**

**Hottest: Hottest: REBA MILLER DON RAY JAMES**

**Hottest: Hottest: REBA MILLER DON RAY JAMES**

**Hottest: Hottest: REBA MILLER DON RAY JAMES**

---

231 Current Reporters
227 Current Reporters
Called in to Note Playlist: (3)
KLLL/Lubbock, TX
KUSB/Omaha, NE
KUSA/Seattle, WA
Did Not Report, Playlist Frozen: (1)
KYOD/Tulsa

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*designates stations reporting album cuts.*
176 REPORTERS  
APRIL 23, 1993

**BREAKERS**

1. **AEROSMITH** - Get A Grip (Geffen)
2. **LENNY KRAVITZ** - Are You Gonna Go My Way (Virgin)*
3. **SOUL ASYLUM** - Grave Dancers Union (Columbia)
4. **MICK JAGGER** - Wandering Spirit (Atlantic/ALG)*
5. **ALICE IN CHAINS** - Dirt (Columbia)
6. **STONE TEMPLE PILOTS** - Core (Atlantic/AG)

**BREAKER 3**

**PAUL RODGERS** - Muddy Water Blues - A Tribute To Muddy... (Victory Music/PLG)

**DEF LEPPARD** - Adrenalize (Mercury)

**BIG HEAD TODD & THE MONSTERS** - Sister Sweetly (Giant/Reprise)

**ERIC CLAPTON** - Unplugged (Reprise)

**ARC ANGELS** - Angels (Epic)

**EXTREME** - Tell Side To Every Story (A&M)

**DAMN YANKIES** - Don't Tread (WB)

**4 NON BLONDES** - Bigger, Better, Faster, More! (Interscope/Atlantic Group)*

**STING** - Ten Summoner's Tales (A&M)

**SPIN DOCTORS** - Pocket Full Of Kryptonite ( Epic)

**BILLY SQUIER** - Tell The Truth (Capitol)

**MIDNIGHT OIL** - Earth And Sun Moon (Columbia)

**JOE SATRIANI** - The Extremist (Relativity)

**BRUCE HORNBY** - Harbor Lights (RCA)

**R.E.M.** - Automatic For The People (WB)

**KINKS** - Phobia (Columbia)

**BON JOVI** - Keep The Faith (Jambco/Mercury)*

**HOTHOUSE FLOWERS** - Songs From The Rain (London/PLG)

**ANIMAL BAG** - Animal Bag (Mercury)

**UGLY JOE** - America's Least Wanted (Stardog/Mercury)

**BLACK CROWES** - The Southern Harmony And Musical... (Def American/Reprise)

**ARCADE** - Arcade ( Epic)

**LYNYRD SKYNYRD** - The Last Rebel (Atlantic/AG)*

**LIVING COLOUR** - Stain ( Epic)

**VAN HALEN** - Livin' Right Here, Right Now (WB)

**JACKY/JACKIE** (Geffen)

**DRIVIN N CRYN** - Smoke ( Island/PLG)

**FLOTSAM & JETSAM** - Croato (MCA)*

**DAVID BOWIE** - Black Tie White Noise (Savage)*

**JAYHAWKS** - Hollywood Town Hall (Def American/Reprise)*

**BRAD GILLIS** - Gillies Ranch (Guitar)

**BLUES TRAVELER** - Save His Soul (A&M)

**JEFF HEALEY BAND** - Feel This (Arista)*

---

**FLOTSAM & JETSAM**

**“Wading Through The Darkness”**

- Track 22, New Artist #4
- ROR 8* COR 10*
- Billboard Heat Seekers 39*
- On Tour

Top 5 stations: WUFX, WEXX, KRRK, WRZX, KQOZ, KQLO
This Week's Adds: KSHU and KATT

---

**MOST ADDED**

- SPIN DOCTORS (25)
- UGLY KID JOE (22)
- WORLD PARTY (19)
- GUNS N ROSES (17)
- DRIVIN N CRYN (18)
- BRIAN MAY (16)
- PAUL RODGERS (15)
- LYNYRD SKYNYRD (14)
- MIDNIGHT OIL (14)
- SCHOOL OF FISH (10)
- AEROSMITH (166)
- LENNY KRAVITZ (128)
- COVERDALE/PAGE (127)
- MICK JAGGER (96)
- SOUL ASYLUM (77)
- DEF LEPPARD (68)
- ERIC CLAPTON (67)
- ARC ANGELS (56)
- ALICE IN CHAINS (54)

---

**HOTTEST**

- AEROSMITH
- LENNY KRAVITZ
- COVERDALE/PAGE
- MICK JAGGER
- SOUL ASYLUM
- DEF LEPPARD
- ERIC CLAPTON
- ARC ANGELS
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**HOTTEST**

- AEROSMITH
- LENNY KRAVITZ
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- MICK JAGGER
- SOUL ASYLUM
- DEF LEPPARD
- ERIC CLAPTON
- ARC ANGELS
- ALICE IN CHAINS
- BIG HEAD TODD & THE MONSTERS

---

*indicates due to continued growth
together again for the first time!
rod stewart with special guest ronnie wood

"cut across shorty"

Their first collaboration since The Faces launches a whole new chapter in MTV's "Unplugged."
From the new album Unplugged...and seated.

Produced by Patrick Leonard
**NEW ARTISTS**

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<th>Track(s)</th>
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<td>COLLISION</td>
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<td>ASPHALT BALLET</td>
<td>Angry Youth (Virgin)</td>
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<td>MOTORHEAD</td>
<td>Ain't No Nice Guy (WTG/Epic)</td>
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<td>SAND RUBIES</td>
<td>Santa Maria Street (Atlas/PLG)</td>
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<td>CRUSH/THE RAIN</td>
<td>(EastWest/Atlantic Group)</td>
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*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.*

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**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 database. 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 - 1,000,000
- Parallel Two: 200,000 - 1,000,000
- Parallel Three: under 200,000

Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.
ELEVENTH DREAM DAY

11TH DREAM DAY

Rotations: Heavy

PRIMUS "Pork Soda" (Interscope:Atlantic Group) 23/3
_Rotations:_ Heavy: 4/0, Medium: 11/8, Light: 9/2, Total: 23/3

PERE UBER "Story of My Life" (Image) 21/5
_Rotations:_ Heavy: 8/0, Medium: 12/0, Light: 3/0, Total: 23/3

TRAGICALLY HIP "Nearly Complete" (MCA) 18/1
_Rotations:_ Heavy: 4/0, Medium: 16/0, Light: 18/2, Total: 38/2

PATRICK SCRUGS "Freedom" (20th Century) 19/2
_Rotations:_ Heavy: 0/0, Medium: 13/0, Light: 6/0, Total: 19/2

DURAN DURAN "Rio" (Sire/Warner) 0/0
_Rotations:_ Heavy: 0/0, Medium: 0/0, Light: 0/0, Total: 0/0

RIPPLE "Let's Kiss and Make Up" (Warner Bros) 15/2
_Rotations:_ Heavy: 15/2, Medium: 15/2, Light: 15/2, Total: 45/2

BAD RELIGION "Satisfaction" (Anti/AG) 22/2
_Rotations:_ Heavy: 22/2, Medium: 22/2, Light: 22/2, Total: 66/2

"Broken" (Reprise) 18/0
_Rotations:_ Heavy: 18/0, Medium: 18/0, Light: 18/0, Total: 54/0

Significant Action

FUNLAND "Sweetness" (Arista) 11/3
_Rotations:_ Heavy: 5/0, Medium: 6/0, Light: 10/0, Total: 13/3

SPIN DOCTORS "Pocket Full of Kryptonite" (Elektra) 10/2
_Rotations:_ Heavy: 1/0, Medium: 1/1, Light: 1/0, Total: 3/1

J. J. HARRISON "Summer" (Atlantic) 10/1
_Rotations:_ Heavy: 0/0, Medium: 4/0, Light: 6/0, Total: 10/1

The Posies "Dream all Day" (Intertek) 10/1
_Rotations:_ Heavy: 0/0, Medium: 2/0, Light: 6/0, Total: 8/0

ELEVTH DREAM DAY "I'll Mound" (Atlantic/AG) 10/0
_Rotations:_ Heavy: 0/0, Medium: 0/0, Light: 0/0, Total: 0/0

"Feel"/"Shoes"
"Trug crum"/"Drums"
"Rag"/"Rag"
"Jump"
"Today"
"Gonna"/"Believe""Simple"
"Faith"/"Love"
"Sleeping"
"Los Angeles"
"Alone"
"Female"/"Male"
"Normal"
"Thing"
"Right"
"Dogs"/"Love"
"Feed"/"Slow"
"Undone"
"Start"/"Out"
"Can't"
"Creep"
"Harmony"
"Riot"
"Soul"
"Sidewinder"
"Plush"
"Take"/"Everyword"
"Metal"
"S"/"S"
"Broken"

"Power of Love"
"Can't..."..."...

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**SIGNIFICANT ACTION**

Continued from Page 67

**P1 PLAYLISTS**

**NEW ROCK NATIONAL AIRPLAY**

**DANIEL LANDIS “For The Beauty Of Wyoming” (WB) 5/1**

Rotations: Heavy 3/5, Medium 3/4, Light 4/1, Total Adds 1: WZQK: Heavy, WQSW, WQRE, Medium: Including WREX: Light, WQSW, WQRE, WQRE, KBAC.

**GRANT LEE BUFFALD “Fuzzy” (Slash) 9/0**

Rotations: Heavy 0, Medium 6/1, Light 1/0, Total Adds 0. Medium including WFRX, KURU, WGST, KBAC, WQRE, Light: WQRE.

**GUMBALL “Super Tasty” (Columbia) 5/6**

Rotations: Heavy 0, Medium 4/5, Light 5/6, Total Adds 0. Medium: KUNQ, WHDQ, KBAC, KURU, Light: WBUR, WHFR, CMX, WQRE, WQRE.

**AN EMOTIONAL FISH “Rain” (Track) (Atlantic/A&G) 8/9**

Rotations: Heavy 0, Medium 2/3, Light 5/6, Total Adds 0, Including WBIR, WHFR, KTCL, WHDQ, WQRE.

**ULTRA VIVID SCENE “Hey” (AdChamp) 8/12**

Rotations: Heavy 0, Medium 6/2, Light 0, Total Adds 1: WQRE, KTCL, Heavy: KBAC. Medium including WQRE, WBUR, KBAC. Light: WBIR, KURU, KBAC.

**FLUID “Purplemattakemusic” (Hollywood) 5/6**

Rotations: Heavy 0, Medium 3/0, Light 5/6, Total Adds 1: WQRE: Medium: KTCL, WHDQ, Light including WBIR, WHFR, KBAC, KTCL, WHDQ.

**MIND SOMO “Mind Bomb” (Mercury) 8/0**

Rotations: Heavy 0, Medium 1/0, Light 1/0, Total Adds 0, Including WHFR, Light including WHFR, CMX, KTCL, KURU, WHFR, KBAC.

**L. RAGE “My Head’s On Fire” (Track) (A&M) 7/3**

Rotations: Heavy 0, Medium 1/1, Light 1/0, Total Adds 0, WQRE, WBIR, WHFR, KBAC, KURU, Light including KTCL, WQRE, WHFR, KBAC.

**Quickando “Silp” (Polyester) 7/1**

Rotations: Heavy 0, Medium 0/0, Light 1/1, Total Adds 1: WQRE. Light including WBIR, CMX, KTCL, KURU, WHFR.

**Blues Traveler “Save His Soul” (A&M) 7/0**

Rotations: Heavy 1/0, Medium 5/0, Light 1/6, Total Adds 0, Heavy: WQRE, Medium: WBIR, WQRE, WQRE, KBAC, WHFR, Light: WQRE, WQRE.

**Odds Heterosexual Man**

**ADD DATE 4/26**

Management: Chris Blake/Blake and Bradford

---

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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" designation, following the word Reports, is the total number of stations reporting the song this week. Moves are designated as Up (upward chart movement), Same (same chart position as last week or continued uncharted airing), and Down (downward chart movement). Finally, following the word Adds, the total number of stations adding the song this week is listed, followed by a sampling of individual station activity on the song. Complete airplay activity can be found in the Futures.

Breakers have achieved 65% CHR airplay for the first time. Records not yet achieving Breaker status may accumulate sufficient chart points from high chart positions or more stations reporting them to debut on the CHR National Airplay/40 chart.

**CHR Rotation Criteria**
- Fulltime Adds and/or OMs: four plays in a 24-hour period, three of them before midnight.
- Departed Adds and/or OMs: 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 within the region listed.
### REPORTERS

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### Regional Breakdown

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### Regional Breakdown

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### Chart Positions

- The chart positions for each station are listed under the station's name.
- Each position is indicated with a number, denoting the station's ranking.

**Note:** Frozen playlists are designated by an "f." next to the

previous week's chart position.
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**Significant Action**

**A**

**B**

**C**

**D**

**Rod Stewart**

Have I Told You Lately (WB)

LP: Unplugged And Seated

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**Vanessa Williams w/Brian McKnight**

Love Is (Giant/Reprise)

LP: Steady (MCA) 1977-1978

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**Regina Belle**

If I Could (Columbia)

LP: Passion

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**Donna DeLory**

Just A Dream (MCA)

LP: Donna DeLory

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**D**

**C**

**B**

**A**

**Significant Action**
### Significant Action

#### H-TOWN
- "The Grass Is Greener (Than It Is Green)"
- "Don't Let The Sun Go Down On Me"

#### BRIAN MAY
- "Driven By You (Hollywood)"
- "Back To The Light"

#### MC NASTY & DJ FRED
- "Gold Digger Girls (Paradise)"
- "Shake It Off"

#### MARY WATSON
- "Both Sides Now"
- "I'm Not In Love (MCA)"

#### RAPPHISSION
- "14K Mykal Mazzelle"
- "Love Me The Right Way (MCA)"

#### PETE ROCK & C.L. SMOOTH
- "Lons Of Love (Elektra)"
- "Meet Me At The Chill Room"

#### JIMMY PAGE
- "Everyday"
- "Stairway To Heaven"

#### PAPERBODY
- "Dotty (Next Plateau/London/PGL)"
- "The Rain In Seattle"

#### PETE TOWNSEND
- "I'm Not In Love (MCA)"
- "Under A Bridge"

#### JUDGE
- "Papa Was A Rich Man (The Animals)"
- "What A Wonderful World (Louis Armstrong)"

#### ANDREW MURPHY
- "Shebang"
- "All This Love"

#### C.L. SMOOTH
- "Lons Of Love (Elektra)"
- "Meet Me At The Chill Room"

#### DANNY BROWN
- "Jealous"
- "I'm Not In Love (MCA)"

#### JIMMY PAGE
- "Everyday"
- "Stairway To Heaven"

#### PAPERBODY
- "Dotty (Next Plateau/London/PGL)"
- "The Rain In Seattle"

#### PETE TOWNSEND
- "I'm Not In Love (MCA)"
- "Under A Bridge"

#### JUDGE
- "Papa Was A Rich Man (The Animals)"
- "What A Wonderful World (Louis Armstrong)"

#### ANDREW MURPHY
- "Shebang"
- "All This Love"
SHAKESPEAR'S SISTER
Happy (Turn Your) (London/PLG)

SUNNIYA
Wild Horses (DCG)

SWV
Right (RCA)

TONE WILLIAMS
Give Me A Love (Pendulum/Electra)

VAN HALEN
Count On It (Warner Bros.)

Y.B.T.
Tell The Bottle (Soul/MCA)

YEAH! YEAH! YEAH!
Don't Go Away (Elektra)

Y. B. T.
Tell Me Why (Elektra)

ZOMBA DADDIS
You Don't (Good Chamillion/Motown)

ZINNIAS
Black Gold (Columbia)

SOUF ASYLUM
Shoot The Moon (RCA)

SUNSHINE
It's About Time (Jamaica)

PIERRE
My Heart (Atlantic)

SINGULAR ACTION

ROD BURRELL
Show Me Love

SHINEHEAD
Jamaican In New York (Epitaph)

SIGNED TO THE SKY
If Ever You Return (Greenwich)

THE SHADOWS
Dancing In The Rain (CBS)

SIR WALTER FLOOD
I'm Doin' It For My Baby (Poppy)

SMASH
Mommy's Little Girl (A
cappella)

SPRINGSTEEN/STING
In The Beat (CBS)

SURELY
She's Not There (Reprise)

SUSANNA VEGA
If You'd Only Look (Wagram)

SYDNEY BEAUMONT
Dreams In The Same City (Warner Bros.)

TOMMY TATE
Louie Louie (A&M)

TV SUPERSHOW
Mao Tsetung (Paradise)

U2
All That You Can't Leave Behind (Island)

UFO
Future (Geffen)

ULTRAVOX
Hi-NRG (Island)

URBAN RESEARCH
Right Here Right Now (Atlantic)

VAN HALEN
Does It Really Matter (Warner Bros.)

WOW
Give Love A Try (A&M)

WYNTON MCANNES
Black Gold (Columbia)

XERO
Blue (Epic)

Y.B.T.
Tell Me Why (Elektra)

ZAKAY
Papa (Epic)

ZAPPA
Jail (A
cappella)
### P1: Major Markets

**WHITNEY HOUSTON** - Have Nothing (Arista)
**V. WILLIAMS & B. MCKNIGHT** - Love Is (Giant/Reprise)
**STING** - I Ever Lose My Faith In You (A&M)
**PM DAWN** - Looking Through Patent Eyes (Gee Street/Island/PLG)
**SNOW** - I'm Not Alone (Southwest/Atlantic)
**MICHAEL JACKSON** - Who Is It (Epic)
**BOY GEORGE** - The Crying Game (SBK/ERG)
**ELTON JOHN** - Simple Life (MCA)
**JOEY LAFLARRE** - My Love Can't Fix (Impact/MACA)
**SUNSCREEN** - Love More (Columbia)
**SUNSHOWER** - Tell Me What You (RCA)
**SILENCE** - The Way Love Goes (EMI/ERG)
**REPORTERS** - So Alone (EastWest/AG)
**DAMN YANKS** - Silence Is Broken (WB)
**GEORGE MICHAEL & QUEEN** - Somebody To Love (Hollywood)

### P2: Secondary Markets

**WHITNEY HOUSTON** - Have Nothing (Arista)
**V. WILLIAMS & B. MCKNIGHT** - Love Is (Giant/Reprise)
**STING** - I Ever Lose My Faith In You (A&M)
**PM DAWN** - Looking Through Patent Eyes (Gee Street/Island/PLG)
**SNOW** - I'm Not Alone (Southwest/Atlantic)
**MICHAEL JACKSON** - Who Is It (Epic)
**BOY GEORGE** - The Crying Game (SBK/ERG)
**ELTON JOHN** - Simple Life (MCA)
**JOEY LAFLARRE** - My Love Can't Fix (Impact/MACA)
**SUNSCREEN** - Love More (Columbia)
**SUNSHOWER** - Tell Me What You (RCA)
**SILENCE** - The Way Love Goes (EMI/ERG)
**REPORTERS** - So Alone (EastWest/AG)
**DAMN YANKS** - Silence Is Broken (WB)
**GEORGE MICHAEL & QUEEN** - Somebody To Love (Hollywood)

### P3: Smaller Markets

**WHITNEY HOUSTON** - Have Nothing (Arista)
**V. WILLIAMS & B. MCKNIGHT** - Love Is (Giant/Reprise)
**STING** - I Ever Lose My Faith In You (A&M)
**PM DAWN** - Looking Through Patent Eyes (Gee Street/Island/PLG)
**SNOW** - I'm Not Alone (Southwest/Atlantic)
**MICHAEL JACKSON** - Who Is It (Epic)
**BOY GEORGE** - The Crying Game (SBK/ERG)
**ELTON JOHN** - Simple Life (MCA)
**JOEY LAFLARRE** - My Love Can't Fix (Impact/MACA)
**SUNSCREEN** - Love More (Columbia)
**SUNSHOWER** - Tell Me What You (RCA)
**SILENCE** - The Way Love Goes (EMI/ERG)
**REPORTERS** - So Alone (EastWest/AG)
**DAMN YANKS** - Silence Is Broken (WB)
**GEORGE MICHAEL & QUEEN** - Somebody To Love (Hollywood)

### PERFORMING WHERE PLAYED

**RETROSPECTIVE**

<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>Reports</th>
<th>Report %</th>
<th>Conversion %</th>
<th>Top 15 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEE LEPPARD/Tony (Mercy)</td>
<td>121</td>
<td>57%</td>
<td>97%</td>
<td>39%</td>
</tr>
<tr>
<td>DAMN YANKS/Sister Of The Crutch (WB)</td>
<td>116</td>
<td>54%</td>
<td>89%</td>
<td>17%</td>
</tr>
<tr>
<td>DEEP EDEE MODEL Feel You (Sire/Reprise)</td>
<td>105</td>
<td>49%</td>
<td>87%</td>
<td>36%</td>
</tr>
<tr>
<td>BOBBY BROWN/That's The Way Love Is (MCA)</td>
<td>97</td>
<td>45%</td>
<td>69%</td>
<td>3%</td>
</tr>
<tr>
<td>JEFF HEALEY Band/I'm In Your Eyes (Arista)</td>
<td>93</td>
<td>45%</td>
<td>76%</td>
<td>8%</td>
</tr>
<tr>
<td>DAVID CROSBY &amp; PHIL COLLINS/A New Morning (Giant/Reprise)</td>
<td>89</td>
<td>43%</td>
<td>56%</td>
<td>2%</td>
</tr>
<tr>
<td>R. KELLY &amp; PUBLIC ANNOUNCEMENT/Dedicated (Live)</td>
<td>79</td>
<td>37%</td>
<td>73%</td>
<td>36%</td>
</tr>
<tr>
<td>TOM GORDON/Here, (Capital)</td>
<td>76</td>
<td>37%</td>
<td>66%</td>
<td>45%</td>
</tr>
<tr>
<td>NAUGHTY BY NATURE/Hip Hop Hoary (Tommy Boy)</td>
<td>64</td>
<td>29%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>INNER CIRCLE/Red Boats ( programmers: [Cap] Big Red/Reprise Boats)</td>
<td>59</td>
<td>24%</td>
<td>31%</td>
<td>5%</td>
</tr>
<tr>
<td>GREEN JELLY/Tree Little Pigs (Joe)</td>
<td>52</td>
<td>24%</td>
<td>56%</td>
<td>34%</td>
</tr>
<tr>
<td>CHRIS BARR/Can't Do A Thing (To Stop Me) (Reprise)</td>
<td>45</td>
<td>21%</td>
<td>62%</td>
<td>6%</td>
</tr>
<tr>
<td>BARRY Fad Feel The Tree (Reprise)</td>
<td>41</td>
<td>21%</td>
<td>73%</td>
<td>6%</td>
</tr>
<tr>
<td>MEN AT LARGE/So More (WestEnd/Atlantic)</td>
<td>39</td>
<td>18%</td>
<td>74%</td>
<td>45%</td>
</tr>
<tr>
<td>ICE CUBE/How Big A Man (Capitol)</td>
<td>36</td>
<td>17%</td>
<td>69%</td>
<td>62%</td>
</tr>
<tr>
<td>BOBBY ROSS AVILA/La La Love (Person/A&amp;M)</td>
<td>34</td>
<td>16%</td>
<td>53%</td>
<td>22%</td>
</tr>
<tr>
<td>PRIMAL VEIN/In Love Not In Money (MCA)</td>
<td>34</td>
<td>15%</td>
<td>56%</td>
<td>22%</td>
</tr>
<tr>
<td>DR. ALBANY'S/A Rose For You (Capitol)</td>
<td>32</td>
<td>15%</td>
<td>63%</td>
<td>2%</td>
</tr>
<tr>
<td>RUN-D.M.C./Down With The King (Polydor)</td>
<td>30</td>
<td>12%</td>
<td>63%</td>
<td>52%</td>
</tr>
<tr>
<td>PEARL JAM/Eyes (Virgin)</td>
<td>26</td>
<td>12%</td>
<td>100%</td>
<td>58%</td>
</tr>
<tr>
<td>BIG MOUNTAIN/Touch My Light (Giant)</td>
<td>12</td>
<td>7%</td>
<td>76%</td>
<td>37%</td>
</tr>
</tbody>
</table>

**Note:** See Parallels for a complete picture of station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart. Top 15% is determined by dividing a song's total Top 15 reports by its total charted reports.

## NEW ARTISTS

### Reports

<table>
<thead>
<tr>
<th>Artist/Song/Label</th>
<th>Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 NON BLONDES/What's Up (Interscope/Atlantic)</td>
<td>79</td>
</tr>
<tr>
<td>2. R. KELLY &amp; PUBLIC ANNOUNCEMENT/Dedicated (Live)</td>
<td>77</td>
</tr>
<tr>
<td>3. BELLOVED/Sweet Harmony (Atlantic)</td>
<td>72</td>
</tr>
<tr>
<td>4. NAUGHTY BY NATURE/Hip Hop Hoary (Tommy Boy)</td>
<td>62</td>
</tr>
<tr>
<td>5. INNER CIRCLE/Red Boats ( programmers: [Cap] Big Red/Reprise Boats)</td>
<td>59</td>
</tr>
<tr>
<td>6. GREEN JELLY/Tree Little Pigs (Joe)</td>
<td>51</td>
</tr>
<tr>
<td>7. REMEDY/Closer (Hollywood)</td>
<td>46</td>
</tr>
<tr>
<td>8. SUNDAYS/Wild Horses (GDC)</td>
<td>46</td>
</tr>
<tr>
<td>9. BARRY Fad Feel The Tree (Reprise)</td>
<td>44</td>
</tr>
<tr>
<td>10. MEN AT LARGE/So More (WestEnd/Atlantic)</td>
<td>39</td>
</tr>
</tbody>
</table>

New artists have not yet had a CH Radio Breaker.
DEFE Leppard "(Tornado)" (Mercury) Reports: 23. Moves: 16, 30, 8, 14, 13, 1, 2, 10. Down, Down, Down, Down, Down, Down, Down, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, Up, U
Ken Benson, PD, KKRZ:
"BOY KRAZY was the most well received artist at our Z100 9th birthday bash. The crowd went nuts on every song they performed. These girls could be stars in the making ---"

Tom Gjerdrum, MD, Q106:
"Could be the artist development story of the year. 'That's What Love Can Do' continues to do amazingly with our curve."

Dan Keiley, PD, KQKQ:
"We had tremendous success with 'That's What Love Can Do.' They performed as a support act at our birthday bash, and literally stole the show!!!!"