

'80s Retrospectives To Glut Market At Year's End

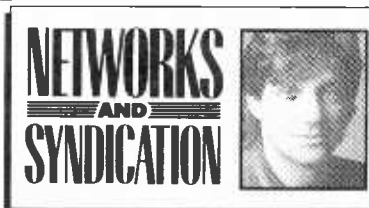
LOS ANGELES With 1990 quickly approaching, a glut of year-end and decade-end network and syndicated specials are on the way, with most networks celebrating the end of the '80s with both news and music programs.

ABC Radio Networks is offering its affiliates a wide variety of cut-feed programming, as well as fully produced programs. Affiliates can choose from a one-hour 1989 year-end news call; a two-hour cut-feed on the end of the decade; a 30-minute feed for the ABC Youth Networks; and an hourlong fully produced special for the Youth Network hosted by Nick Alexander.

ABC Adult Networks will offer a series of 10-15-second year-end reports; while the ABC Information Network will also offer a shortform year-in-review series. The Information network will also produce 30-minute year-end sports and entertainment specials. At the ABC Entertainment Network, the eight-hour "American Top 40" 1989 countdown will air Dec. 29-Jan. 1, as will a similar seven-hour "American Country Countdown." An ACC decade special, counting down the top 40 country hits of the decade will air Jan. 6-7.

Westwood One has a full plate, but is serving up at least some of the specials earlier, beginning on Thanksgiving. The WW1 Thanksgiving platter includes "Casey's Top 40 Acts Of The '80s"; "Rock In The '80s: The Decade In Review"; "The CMA Winners Circle," a three-hour special on the 1989 Country Music Assn. Awards that will also spotlight the most influential country acts of the '80s; and "Goodbye, Eighties," a 30-minute Mutual Broadcasting System special.

WW1 VP/director of programming Gary Landis says it was a strategic move to unleash its decade-end specials early. "Being the end of the year, and the end of the decade, there is an awful lot of potential clutter at the end of December. It goes back to [how WW1 handled] the 20th anniversary of Woodstock. We have to decide when, and if, we are going to do that type of special, since there is tons of it out there. In this case, we decided Thanksgiving weekend is the most appropriate time to look at the decade."



by Craig Rosen

ABC VP programming Tom Cuddy, for his part, is reluctant to go early with year- and decade-end programming. "The earlier you go, the less up-to-date the charts are," he says.)

WW1 also has some year- and decade-end programming—including "Rock '89: The Year In Review"; "Casey's Top 40 No. 1s Of The '80s"; "The Year In Review: The Big Stories"; "The Year In Review: People, Sports & Entertainment"; and "The Source Decade In Review: The Electric '80s"—set to air in late December.

Unistar VP/news and sports programming Therese Crowley says her network's year- and decade-end specials—"1989 News Encore" and "The '80s Chronicles"—scheduled for late December, will be "more entertainment than news. They bring you in, and then they make you think."

CBS Radio Networks will also be offering various year-end and decade-end specials, including "Where We Stand," a 16-part review of the decade anchored by Walter Cronkite. The networks will offer a 20-part "Sports Year '89," with Brent Musburger, as well as two "On The Move" specials. The first, which will be broadcast Dec. 22-25, will count down the top 30 urban hits of 1989. A week later, host Tom Joyner will salute the top 30 urban artists of 1989.

At least some of the smaller syndicators will not enter in the year-end, decade-end sweepstakes. James Paul Brown Productions executive VP Dana Miller says he would rather concentrate on selling out his regular programming, instead of trying to find advertisers for a special. Besides, he says, "All the good ideas are taken. All these guys are doing specials, so every avenue is tapped out."

DIR Broadcasting, however, which is saluting the end of the decade with "Best Of The '80s" broadcasts on "King Biscuit" in late November, has a novel plan to send off the '80s. The staff of "Rick Dees' Weekly Top 40" is planning a parody of the decade-end shows that will air in late December.

AROUND THE INDUSTRY

ABC is negotiating with the Phoenix-based Hot Mix Radio Network in an attempt to pick up the weekly dance program for which the network is named. Although Cuddy says the deal has yet to be completed, ABC will handle "Year-End With Hot Mix," an eight-hour show featuring the decade's best dance songs mixed together. The show, which will be distributed on vinyl, is available on a barter basis.

ABC's Rolling Stones interview, which aired Nov. 1 (Billboard, Nov. 4), was not live, as previously planned, but ended up being "live to tape," in the words of an ABC representative. The network is still negotiating over which Stones concert it will broadcast live. At press time, it was likely ABC would get the green light to broadcast the Dec. 19 show from Atlantic City, N.J., as a simulcast with SET pay-per-view.

KQLZ (Pirate Radio) Los Angeles OM/afternoon driver Shadow Steele has segued from James Paul Brown's "Rockin' News" to WW1's "Pirate Radio USA." James Paul Brown's Miller will still work with Steele as producer of WW1's new

Saturday night, live-via-satellite version of Pirate. Meanwhile, Steele's Los Angeles PM drive competition, KIIS' Magic Matt Alan, will take over as host of "Rockin'."

CALENDAR

Below is a weekly calendar of upcoming network and syndicated music specials. Shows with multiple dates indicate that local stations have option of broadcast time and dates.

Nov. 10-11, Milli Vanilli, On The Radio, On The Radio Broadcasting, one hour.

Nov. 10-12, Jimmie Rodgers/Martha Reeves/Barbara Eden/Motley Crue's Vince Neil, Cruisin' America With Cousin Brucie, CBS RadioRadio, three hours.

Nov. 10-12, Mother's Finest, On The Move With Tom Joyner, CBS RadioRadio, three hours.

Nov. 10-12, McAuley-Schenker Group, Metalshop, MJI Broadcasting, two hours.

Nov. 10-12, Bobby Brown, Star Beat, MJI Broadcasting, one hour.

Nov. 10-12, Cover Girls/Living Colour/Fred Dryer, Party America, Cutler Productions, two hours.

Nov. 10-12, The Aerosmith Story, The Weekly Special, Unistar Radio Networks, 90 minutes.

Nov. 12, The Alarm/Whitesnake/Rolling Stones, Powercuts, Global Satellite Network, two hours.

Nov. 12, Tom Petty, Hitline U.S.A., James Paul Brown Entertainment, one hour.

Nov. 13, Jethro Tull, Rockline, Global Satellite Network, 90 minutes.

Nov. 13-19, Santana, King Biscuit Flower Hour, DIR Broadcasting, one hour.

Nov. 13-19, Guest DJ: Wolfsbane, High Voltage, Westwood One Radio Networks, two hours.

Nov. 13-19, Fleetwood Mac/John Lennon/Stevie Wonder, Classic Cuts, MJI Broadcasting, one hour.

Nov. 13-19, Jethro Tull, Rock Today, MJI Broadcasting, one hour.

Nov. 13-19, Aerosmith, Off The Record With Mary Turner, Westwood One Radio Networks, one hour.

Nov. 13-19, Montreal Bed-In Revisited—Part 3, The Lost Lennon Tapes, Westwood One Radio Networks Special Series, one hour.

Nov. 13-19, Atlantic Starr, Night Scene, Westwood One Radio Networks, one hour.

Nov. 13-19, Eddy Raven, Country Today, MJI Broadcasting, one hour.

Nov. 13-19, Tammy Wynette, Westwood One Presents, Westwood One Radio Networks, one hour.

Nov. 13-19, Charley Pride, Listen In With Lon Helton, Westwood One Radio Networks, one hour.

Nov. 13-19, Stanley Turrentine, The Jazz Show with David Sanborn, Westwood One Radio Networks, two hours.



Osgood Reports From Albany. WGY Albany, N.Y.'s jump from NBC to CBS made nationwide news earlier this year. So CBS correspondent Charles Osgood, left, joined WGY morning man Don Weeks to celebrate the new affiliation.

PIONEER PRESENTS



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Selections can be heard on "Pioneer Tokyo Hot 100" Every Sunday 1 PM - 5 PM on FM JAPAN/81.3 FM in TOKYO.

Week of October 22, 1989

- 1. Man You Much Janet Jackson
- 2. Showin' The Seeds Of Love Tears For Fears
- 3. Whymen Prince
- 4. Don't Baby Baby Zapp
- 5. It's No Crime D'Alra Hicks
- 6. Sweet Talk Babyface
- 7. Feelgood D'Alra Hicks
- 8. Charish Madonna
- 9. I'll Be My Love Motley Crue
- 10. I Love My Love Ray Charles
- 11. Rock Enotions The Rolling Stones
- 12. Cover Writche Bobby Brown
- 13. Every Time I Turn To Say Goodbye Cheryl Lynn
- 14. Love In An Elevator Aerosmith
- 15. The Best One Turner
- 16. I Want The Earth Move Marika
- 17. Smiles Reke Lee Jones
- 18. I'll Could Turn Back Time Cher
- 19. Crossroads Tracy Chapman
- 20. Don't Look Back The Young Cannibals
- 21. I Am Not A Madman Toshiki Kadomatsu
- 22. Back To Life Soul II Soul
- 23. One Bee Gees
- 24. Everything Jody Watley
- 25. Sugar Daddy Thompson Twins
- 26. Make Believe Mamba David Byrne
- 27. Healing Hands Elton John

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