

I N S I D E:

RADIO BIZ WAY UP IN FOURTH QUARTER

The results of R&R's exclusive Radio Business quarterly update show more than \$800 million worth of station transactions took place in fourth quarter '89. See this special supplement for:

- Broker scorecard
- State-by-state sales tally
- Top 10 deals
- 1988 comparisons

Page 12

1989: BEST YEAR EVER FOR NEW ACTS

A two-page feature finds that the total of breaking new artists for 1989 set an alltime record. Plus crossover and new artist hitmaking stats for the year.

Page 45

THE R&R INTERVIEW: RANDY MICHAELS



Jacor's programmer/prankster/strategist reveals the inside story behind the **Power Pig's** one-book triumph over **Q105** in Tampa, along

with a provocative look at the company's take-no-prisoners philosophy.

Page 40

INDECENCY EXPLORED AT B/D & A

Tom Schattenfeld, lawyer for the defense in the original "seven dirty words" case, was the highlight of the recent **Burkhart/Douglas & Assoc.** meeting. Interviewed by **Harvey Kojan**, he talks common sense on a sometimes nonsensical issue, indecency on the radio.

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PROTECTING PROVOCATIVE TALKERS

Security for controversial talk hosts has always been crucial at News/Talk stations, but in the wake of new racist threats, it could be a life-and-death matter.

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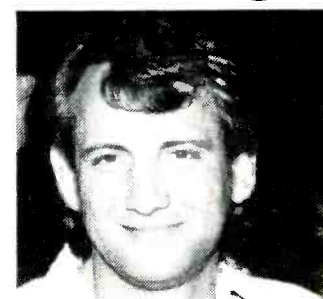


PD QUINN EXITS

Kabrich Becomes KHYI Station Manager

Former WRBQ-AM & FM/Tampa PD Randy Kabrich has joined Evergreen Media CHR KHYI (Y95)/Dallas in the newly created position of Station Manager. He will direct the station's programming, marketing, and promotional efforts, working with Evergreen Exec. VP and KKBT/Los Angeles GM Jim deCastro.

In other station news, PD Charlie Quinn has left the sta-



Randy Kabrich tion, while AE Bob Waterman has moved up to GSM and Sr. AE Cameron Smith, with the station since its fall 1986 debut, has become LSM. The VP/GM slot, recently vacated by Dave Spence, remains open.

KABRICH/See Page 38

RAB Told Radio Losing Creativity

Ad Exec Orkin Challenges Managers

Fewer than half of all senior radio sales executives help clients position advertising campaigns for maximum impact, according to a new survey by veteran radio ad man Dick Orkin. The result, he says, is a diminished importance for the medium, as television increasingly captures the imagination and dollars of advertisers.

The findings were unveiled before about 1100 radio executives gathered in Dallas over the weekend for the annual Radio Advertising Bureau Managing Sales Conference. Broad-



RAB TAKES A FRIENDLY RIBBON — Opening the tenth RAB Managing Sales Conference is scissors-wielding RAB Board Chairman Carl Wagner, President of Great American Broadcasting. Helping out are (l) RAB Exec. VP George Hyde and CEO Warren Potash (r).

casters at the three-day con-

clave were urged by Orkin to become "the creative conscience of every advertiser." He warned of creeping "mediatism," an anti-radio attitude affecting advertising agencies nationwide because of a lack of aggressive radio marketing.

"Why should we be having this crisis of faith?" asked Orkin. He said his research indicated that some broadcasters were afraid to assert the power of radio, in part because they are themselves using the medium poorly. RAB/See Page 38

Westwood-Sillerman Swap Goes Sour

WNEW/KJQY Deal 'Not Meant To Happen'

Westwood One announced Tuesday (1/23) that a plan to trade its half-interest in WNEW (AM)/New York in exchange for **Command Communica-**

tions' right to buy KJQY/San Diego from Group W Radio has collapsed.

The proposed transaction was part of a series of complex asset restructurings in the wake of last year's merger of the Legacy-Metropolitan Broadcasting companies with Group W Radio.

Cancellation of the deal caps a week of bad news for Westwood One, which saw its stock knocked into a downward spiral after Wall Street short-sellers targeted the company (see story, Page 6).

"We just couldn't agree on the terms of the definitive agreement," said Westwood One Chairman Norm Pattiz. "We have always viewed this as a swap. When the deal started looking like it was going to be more, that it was being viewed by them as two separate deals, it became much less interesting for us."

Both Pattiz and New York media financier Bob Sillerman, Command's principal investor, said the decision to cancel the transaction was mutual.

"There was a combination of things," Sillerman said. "It wasn't that we couldn't agree on a date or any one item. We kept trying to accommodate WESTWOOD ONE/See Page 38

Cawley Sr. VP At EMI Heads Marketing



Jim Cawley

Arista Sr. VP/Sales & Distribution **Jim Cawley** has joined EMI Records as Sr. VP/Marketing. Based at EMI's New York headquarters, he'll report to Sr. VP/GM Ron Urban, and be responsible for overseeing all marketing and sales-related activities.

EMI President/CEO **Sal Licata** remarked, "Having worked with Jim at Arista, I know how well-respected he is within the industry and how capable

CAWLEY/See Page 38

Cappellini Upped At Geffen



George Cappellini

Geffen Records Southeast Regional Promotion Director **George Cappellini** has been upped to National Promotion Director. He'll continue to be based out of Atlanta and report directly to National CHR Promotion Director **Peter Napoliello**.

Geffen GM **Al Coury** commented, "Geffen is primed for the '90s, and we want topnotch promotion people like George to CAPPELLINI/See Page 38

Dees Countdown Back To Unistar

The popular CHR countdown program "Rick Dees' Weekly Top 40" abruptly ended its distribution arrangement with **DIR Broadcasting** and has returned to the **Unistar Radio Networks**, effective immediately. The action follows increasing conjecture that DIR is at a financial crossroads.

In a tersely worded news release, Unistar Chairman **Nick Verbitsky** noted, "'Rick Dees' Weekly Top 40' is a blockbuster program and we are delighted to welcome it back to the Unistar family."

DEES/See Page 38

New Duties For Kid Leo Heads Four New Columbia Music Depts



Kid Leo

Columbia Records VP/Artist Development Kid Leo has assumed responsibility for four newly created music departments at the label: Alternative, Dance, Jazz, and Metal. Department head appointees and job descriptions are forthcoming.

Columbia President **Don Ienner** remarked, "Leo's role in overseeing the development of our recording artists' careers via close involvement with A&R, radio, and the artists themselves now takes on a unique dimension. As a label that is totally committed to bringing all musical acts into the popular mainstream where they belong, we are confident Leo's instincts will serve us well."

LEO/See Page 38

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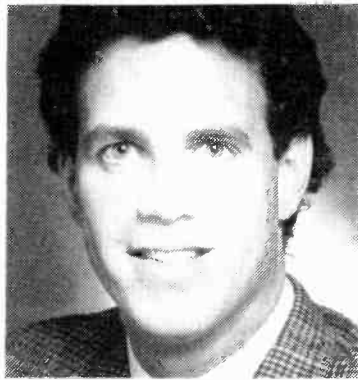


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Lane SBK Sr. Director

Ken Lane has been promoted to Sr. Director/National Singles Promotion at SBK Records. He'll continue to be based at the company's New York headquarters.



Ken Lane

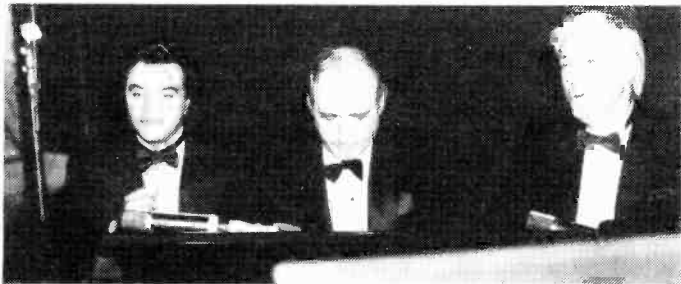
SBK Sr. VP/Promotion Daniel Glass commented, "SBK has come a long way in a very short period of time. With Katrina & the Waves, then Technotronic, and the soon-to-be-released Wilson-Phillips project, Ken is vital in making SBK's CHR presence known."

Lane added, "SBK is the company of the '90s, and I'm honored to receive this promotion. The success we're having is only the beginning. Look out radio... I'll see you out on the road."

Lane joined SBK last year as Director/National Singles Promo-

tion. Prior to that he worked at Chrysalis as Director/National Singles; Lorimar Pictures as Director/East Coast Promotion; and WHTZ (Z100)/NY as Asst. MD, Promotion Director, and AE.

KMPC Has Stars Within Reach



KMPC/Los Angeles assembled a group of true legends among its core artists for a "Reach For The Stars" TV commercial campaign. Pictured are (l-r) Johnny Mathis, Henry Mancini, and Jack Jones, who individually contributed snippets of songs like "Maria," "Moon River," and "Misty," and sang the station jingle together. Tony Bennett was also part of the spots, completing an unbeatable assemblage of pre-rock stars.

WRQC Adopts WJMO Calls, Churban Format

CHR WRQC/Cleveland has become WJMO-FM, adopting the calls of its United Broadcasting sister, Urban WJMO (AM). Both stations have moved toward a compromise "Churban" hybrid format and will simulcast most of the day, dayparting at middays with classic Urban hits on the AM and hybrid CHR on the FM.

WRQC PD Tom Kent and Station Manager Shannon Lang have both left, but some of the CHR's airstaff remains. Steve Harris moves up to program the combo, which will be

run by VP/GM Curtis Shaw.

Shaw told R&R, "I think we're going to develop a broad-appeal contemporary radio station here. In a marketplace where nearly 50% of the population is black, we're going to merge the best contemporary music we can find on our FM while maintaining the momentum we've built up on our AM, based on a 35-54 appeal. That's really where we're taking the AM; the FM is going to target 12-34s."

Mason PD At WBUF

AC WBUF/Buffalo morning driver Dave Mason has been upped to PD, and will retain his wakeup duties. Mason fills the approximately year-old WBUF programming hole created when Art Wander left.

Mason told R&R, "The chance to come back to Buffalo and work with [GM] Larry White, who gave me my first break in radio in '73, is a dream come true. I grew up here, I know the market, and I know the people. Somebody's going to discover this market to be a real goldmine. The economy has turned around, and Buffalo's image now is where Pittsburgh's was after its first renaissance."

Mason's prior programming stops include WLAC-FM/Nashville, WHTX/Pittsburgh, WGR (AM)/Buffalo, and WKRC/Cincinnati.

Specter GM At WGPR & WSNI

NAC WNUA/Chicago GSM Jeff Specter has been appointed GM at sister Pyramid AC/Gold combo WGPR & WSNI/Philadelphia. He succeeds Bill Cusack, who has exited.

Specter said, "It doesn't take a brain surgeon to see this is a crowded AC market. There's a heavy demand for AC in Philadelphia, and four ACs [WSNI, WMGK, WKSZ, and WEAZ] can survive here. WSNI has been inconsistent for two years. We had an awesome summer book, some bad trends, and then we came back. The station has lots of heritage and history; we just need to fine-tune it."

Specter spent one year at KPWR/Los Angeles as LSM, and was an AE for four years at Pyramid CHR WXKS/Boston.



Lorrin Palagi

Palagi OM At WRQX

WRQX (Q107)/Washington has promoted PD Lorrin Palagi to the new position of OM. He will continue to oversee programming at the Cap Cities/ABC CHR.

WRQX President/GM Maureen Lesourd noted, "In the time Lorrin has been here, I've watched the station grow consistently in all the right places. His dedication and commitment to win posture Q107 for great success."

Palagi, who joined Q107 18 months ago from a programming post at WKSE/Buffalo, told R&R, "PDs never have enough to do, so they decided to fill up my empty day by naming me OM. Seriously, though, Maureen is the best GM I've ever had the chance to work with. I feel Q107 is on the proper course; our last step will be to augment the efforts of morning man David Lawrence and establish his dominance in that daypart."



Scott Fey

Fey GM At KSOL

United Broadcasting has transferred WYST-AM & FM/Baltimore GM Scott Fey to a similar position at Urban KSOL/San Francisco. He will also serve as United's Western Regional Sales Director. Fey replaces Ken Shubat, who has left after 14 years. Don Kelley has signed to consult the station.

As noted previously, following nine months of talks, United will not be selling its nine stations to TA Communication Partners. Fey commented to R&R, "Now that the talks are over, it's unshackled us, and there's a tremendous agenda for the company. We have a real progressive plan for all nine properties."

He added, "I stepped off the plane and it was like electricity... I've been listening to the employees to get a sense of what KSOL is. I've also been talking with Don, and I believe we're putting together a very exciting plan for KSOL and San Francisco. I can't wait to get the station going and make it the powerhouse it has been in the past."

Fey started his radio career 19

FEY/See Page 38

JANUARY 26, 1990

CHR IN HOUSTON NEEDS BOOSTING

Houston's CHR situation is unusual, with Arbitron showing all three stations down. All three programmers detail their plans for regrouping, as each deals with a unique set of circumstances.

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WKRL Gets The Led Out, Flows Into AOR Current

Station Now WXTB, Names Mull PD

Great American Classic Rock WKRL (98 Rock)/Tampa, which ushered in the new year by playing nothing but Led Zeppelin for ten days, changed format last Thursday (1/18) to a current-intensive, hard-rocking AOR under new call letters WXTB. Research Group consultant Greg Mull has been named PD, after a four-month search.

"We set a particularly high standard for ourselves when it came to the PD we wanted to hire," VP/GM Dan DiLoreto remarked. "As everyone knows, Tampa's a very tough market, and we wanted to send a message to the industry that we're really committed to what we're doing. Greg is highly analytical, extremely aggressive, and is very comfortable with the Florida market."

Mull, who programmed WRXK/Ft. Myers, FL for three years before joining the Research Group last March, told R&R, "My time with the Research Group has been very rewarding. But I've been home maybe five days in the last three months, and the upcoming schedule didn't look any better. I've always thought a lot of Great

American — they're tops in this format — and Tampa's the hottest radio market in the country."

He said the station, which is calling itself "the new 98 Rock," is "all rock 'n' roll, it's all hit-oriented, and 70%-80% of the music we play comes from the last two years. It's a total turnaround from what the station was doing before. If we're playing even 100 tracks they were playing previously, I'd be very surprised. And those only come up once an hour!"

A typical hour might contain the Cult's "Fire Woman," Tesla's "Love Song," Kiss's "Hide Your Heart," AC/DC's "Girl's Got Rhythm," Whitesnake's "The Deeper The Love," Alice Cooper's "House Of Fire," Poison's "Every Rose Has A Thorn," ZZ Top's "Legs," the Rolling Stones' "Terrifying," Blue Oyster Cult's "Burnin' For You," Motley Crue's "Kickstart My Heart," E-nuff Z'Nuff's "Fly High Michelle," and the Smithereens' "A Girl Like You."

"Very few companies can walk into a market and say, 'Screw 25-54. Make us dominant 16-28 and we'll be real happy,'" Mull noted. "Great American's one of those companies."

Stroud Appointed VP/A&R At Capitol/Nashville

Pillow, West, Poston, Nelson, Hendon Join

Capitol/Nashville President Jimmy Bowen has restructured the label's A&R department and named former Universal Director/A&R James Stroud VP/A&R. Also joining the department are Ray Pillow, Director; Janie West, Manager; Scott Poston, Coordinator; and Steve Nelson and Rob Hendon, assistants.

Bowen said, "In the next decade, country music is going to experience a huge growth in audience, especially with younger listeners. Our A&R team will ensure that Capitol artists will be in the vanguard because we have the vision of music for the future."

Stroud, who has worked as a musician, engineer, publisher, and independent producer in his 20 years in the industry, said, "My philosophy is that the artist's music comes first. Everyone on my staff is a musician, so we can not only communicate with the artists from a label standpoint and talk A&R business, but can relate from a musical perspective as well."

Grand Ole Opry member Pillow joins the staff after ten years in the management and publishing business. He was signed to Capitol as an artist 26 years ago.

West served as Bowen's assistant at Universal. A pianist and producer, she has produced a number of demos. Poston, also a musician and writer, has been Stroud's assistant for the last four years. Nelson



James Stroud

and Hendon both began their music business careers at MCA/Nashville and both were with Universal prior to their move to Capitol.

CALLS NOW KCWW

KNIX (AM) Joins Trad C&W Net

KNIX (AM)/Phoenix has changed calls to KCWW and dropped its two-year simulcast with KNIX-FM for satellite programming from the Traditional Country & Western Network. That network is a joint venture between Satellite Music Network and KNIX.

KCWW & KNIX General Program Manager Larry Daniels told R&R, "We started planning the switch and the network in early '89, based on research which showed a segment of country music fans who are dissatisfied with the current state of the music. These people miss hearing the songs they grew up with, and like the traditional segment of today's artists very much.

Hall Of Fame Names



CBS Radio veteran host Bruce ("Cousin Bruce") Morrow (l) and singer/songwriter John Sebastian (r) were on hand for the fifth annual Rock 'N' Roll Hall Of Fame induction ceremonies, where they hosted a three-hour broadcast. The radio program featured interviews with all of the 1990 inductees, including Gerry Goffin and Carole King.

KQOL To Bow With Country/Classic Rock Hybrid Approach

Assumes KBER's Frequency; KBER Displaces KDAB

Salt Lake City, already one of the country's most fragmented radio markets, will soon be home to yet another format variation when KQOL (Kool 106) debuts as a Country/Classic Rock hybrid.

The new station, owned by Scott Robb's KQOL Inc., will replace Devine Communications AOR KBER, which purchased crosstown NAC KDAB (101.1) last year and has been broadcasting on both frequencies since September. KBER hopes to end the simulcast on or about February 15 and move to KDAB's frequency, paving the way for KQOL's sign-on.

KBER GSM Steve Evans is slated to become KQOL GM, while former KBER MD Kevin Lewis will handle KQOL OM duties. In an unusual arrangement, current KBER OM John Edwards will consult KQOL while continuing to handle KBER operations.

"The format will be 25-44-based, two-thirds male," Edwards told R&R. "The primary audience we're going after is [Country] KKAT's and [AOR/Classic Rock] KLZX's."

Edwards described KQOL's music as a mix of contemporary Country — Alabama, Highway 101, Exile — and appropriate Classic Rock from the Eagles, Jackson Browne, Eric Clapton, Doobie Brothers, America, CCR, and similar Country-leaning artists.

"One of the things we've been successful with at KBER is letting the audience position the radio station, and we're going to do the

same thing at KQOL," Edwards explained. "We're not going to refer to KQOL as 'Country' on the air, nor will we call it 'Classic Rock.' I know some industry people will say, 'Kool — that's an Oldies station.' But there's no preconceived notion of 'Kool' in this market."

"We'll be concentrating on the progressive Country stuff," noted Lewis. "We won't be playing anything twangy."

Watkins Set To Program WGCI

Michael Watkins has been named PD of Gannett's Talk-formatted WGCI (AM)/Chicago. He assumes the programming duties from Operations Director Darryll Green, who had been serving as acting PD in the year since the station dropped an Urban sound in favor of black-oriented Talk.

"This is a great opportunity to work in the number three market," said Watkins. "The numbers aren't great, but that gives us some freedom to experiment."

WGCI (AM) managed just a .5 12+ share in the fall Arbitron survey.

Prior to joining WGCI, Watkins spent nine years at Group W's KDKA/Pittsburgh, where he rose from show producer to Asst. PD.

Next week, WGCI will add Mutual's Larry King show to its programming lineup. "We will continue to have a black focus," said Watkins. "But blacks have many of the same concerns as other listeners, concerns addressed on the [King show]. Just because we serve a black audience doesn't mean all our hosts have to be black or they all have to have the same point of view."

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 OR OUT OF PAPER). OF COURSE, BY THIS TIME, THEY'RE LAST WEEK'S CHARTS. AND ON YOUR DESK.
 MACHINE (IF IT'S NOT BUSY AFTER THE MAIL GUY READS THEM, THEY'RE LAST WEEK'S CHARTS. AND ON YOUR DESK.
 OR THEY'RE SENT TO YOUR FAX MACHINE (IF IT'S NOT BUSY AFTER THE MAIL GUY READS THEM, THEY'RE LAST WEEK'S CHARTS. AND ON YOUR DESK.
 WHO KNOWS? WHERE'S WHO'S PLAYING WHO KNOWS? WHERE'S WHO'S PLAYING WHO KNOWS? WHERE'S WHO'S PLAYING
 OR THEY'RE STUCK ON WEDNESDAY. THEY GET TO YOUR MAIL ROOM ON FRIDAY. AFTER THE MAIL GUY READS THEM, THEY'RE LAST WEEK'S CHARTS. AND ON YOUR DESK.
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Westwood One Hit By Bad News, Bears

Federal Inquiries Disclosed, Stock Plunges After Record Loss

It's been a tough week for Westwood One Chairman Norm Pattiz. Since last Wednesday (1/17), he's been slammed by *Forbes* for allegedly living high on the hog while cooking his company's books; reported a record \$24 million loss for 1989; watched as short-sellers sent his stock plunging to a record low; and disclosed the company is being looked at by two federal agencies.

The chain of events started Wednesday (1/17) when *Forbes* published a scathing report on the accounting practices of Westwood One, and what it called Pattiz's "movie mogul" lifestyle. *Forbes* said Pattiz has taken nearly \$45 million out of the company since going public six years ago, using much of the money for a "lavish Beverly Hills spread" and private jet while stockholders saw their investments dwindle in the wake of financial statements based on "aggressive accounting" practices that distorted the company's actual performance.

Pattiz, who described the *Forbes* piece as "a hatchet job," vigorously denied that Westwood One used tricky accounting to camouflage poor financial performance.

"Our accounting systems were put together by Price Waterhouse. They not only audit our year-end financials, but they also review all of our quarterly statements. They are very supportive of our accounting methods. Those kinds of accounting methods are standard among companies that do the kinds of things we do," he said.

SEC Inquiry, Record Losses

Pattiz's problems were compounded Friday night (1/19), when the company reported a record loss

of nearly \$24 million for 1989 on revenues of nearly \$130 million. The company attributed the dismal financial results to the cost of acquiring radio stations, turning around the NBC Radio Network, and settlement costs involving a shareholders' class-action suit.

In a formal statement issued Friday night, Westwood said the US Securities & Exchange Commission "is making an inquiry about disclosure issues" that were raised in the stockholders' suit and "other financial and accounting issues." The statement added that Westwood "believes it is in compliance with all applicable SEC rules and statutes and that the inquiry will validate this fact."

The SEC investigation stems from a class-action lawsuit filed in 1988 by shareholders who alleged Westwood provided "inaccurate financial information" to investors who bought its stock between January 12 and May 31, 1988. In August 1989, the company settled the suit by paying \$2.5 million and issuing three million stock purchase warrants.

"It's a formal inquiry," Pattiz told R&R. "Most of the stuff they want to take a look at was brought out in the class-action suit. We're cooperating fully."

Westwood One also disclosed that the Federal Elections Commission is investigating allegations by a former employee that the company made \$13,000 in improper political contributions to the presidential campaign of Sen. Joseph Biden (D-DE) in 1987.

"We're cooperating fully. We can't comment beyond that. All of the FEC proceedings are confidential (by federal law). We're confident the matter will be taken care of and resolved, and we're working with them and being very cooperative. We're also confident no one over here knowingly broke any laws," Pattiz said.

Short-Sellers Pounce

The bad news has produced a bonanza for short-sellers on Wall Street. They quickly seized on the magazine piece, plunging the stock to a record \$6.75 low on Wednesday (1/17). Subsequent events stepped up the trading activity, and the price dropped to \$6.50 by Tuesday night (1/23).

Dennis McAlpine, a veteran media analyst with Oppenheimer & Co., said he took Westwood One off his recommended list last year because of declining stock performance, and doesn't see a quick change in the offing.

"The one thing that will restore Westwood's credibility is earnings," McAlpine said. "When they start making money again, things will change."

In an effort to bolster investor confidence, Pattiz announced

Continued on Page 10



**DC
REPORT**
PAT CLAWSON

Marathon Slaps Sale Stickers On Stations

Marathon Communications Inc. is placing its four-station group on the block, the latest victim of a changing economic climate for highly leveraged media transactions.

"It's simply a case of being too over-leveraged," explained President/CEO Patrick Shaughnessy. He said that even though the group's billing has doubled in the last two years and each station has positive cash flow, operating performance was "a little too thin" and an overall slowing of the radio advertising market was being felt.

Rumors swept last weekend's Radio Advertising Bureau convention in Dallas that Shaughnessy was being forced to sell the group because his chief lender, Steve Turpin of PacifiCorp Credit, was threatening to foreclose. However, both men deny any foreclosure is in the works. Turpin told R&R, "We are working together to achieve an orderly liquidation of the stations."

Shaughnessy said a tentative deal has been struck to sell KHAT-AM & FM/Lincoln, NE to an undisclosed buyer for about \$2 million, with the deal being brokered by Bob Maccini of Chapman Associates and Dick Chapin of R.C. Crisler & Associates. Maccini also is shopping KBUL/Reno. Buyers interested in Marathon's third property, WAVH/Mobile, should contact Shaughnessy directly at (214) 869-1345.

Ginsburg Denies Beat's On the Block

Evergreen Media CEO Scott Ginsburg said there's nothing to industry rumors that his lenders have ordered him to sell KKBT (The Beat)/Los Angeles in the wake of its microscopic 0.4 debut in the fall Arbitron. He concedes the "programming will be reevaluated within 90 days."

Ginsburg said he's received several offers to sell the station — with several would-be buyers suggesting a switch to an Urban format — but has no plans to bail out of "The Beat," even though the CHR nosedived from the 1.7 share achieved by its Classical predecessor.

Last Friday (1/19), rumors swept Los Angeles that Ginsburg was being pressured by his backers to sell the station. He denied there's any truth to the scuttlebutt, saying the company's principal investors, which include Shearson Hutton and an Indiana electric utility, are both sophisticated and patient.

"Our investors know what our game plan is, and they're in for the long haul. We plan to build asset value and eventually may go public," Ginsburg said.

Radio Execs Warned Of Digital Onslaught

NAB Exec. VP John Abel last week warned radio broadcasters they face a potentially deadly challenge from looming digital audio services and must learn to turn the technology to their advantage.

Abel, addressing the NAB Board of Directors at its winter meeting in Rancho Mirage, CA, said, "Many of us in this room have asked ourselves how long we can expect to remain competitive with an analog signal when the consumer expects ever-increasing quality sound equivalent to compact disc digital quality."

According to Abel, CDs and, to a lesser extent, digital audio tape, have whetted the consumer's appetite for a quality of sound reproduction that analog broadcast can't provide. Cable television systems, however, can provide digital sound, and several companies are moving to exploit the technology by providing "digital radio" services through local cable television systems.

According to Abel, International

Cablecasting Technologies Inc., General Instrument Corp., and Digital Radio Labs currently offer digital radio systems that can provide cable customers with commercial-free music via home stereo systems at a cost of \$8-\$10 per month.

Abel said digital audio suppliers expect to reach 10% penetration of the 52 million cable households within the next two to three years.

Radio Star Wars?

As if that wasn't enough for broadcasters to worry about, Abel reminded his audience that "the threat to AM and FM broadcasters of digital audio competition comes not just from CDs, DAT, and cable audio, but also from satellites.

"The current crop of planned Di-

rect Broadcast Satellite operations has plans to offer direct-to-the-user digital audio services. The difference with the DBS service is that it can reach users wherever they are, unlike cable digital audio services. DBS digital audio services can be directly competitive not just with our in-home audience, but also with audiences at work and in other places."

The Digital Future

Fortunately, Abel said, over-the-air broadcasters might yet be able to deliver digital sound quality via a technology called Digital Audio Broadcast, which has been under development in Europe for some five years — including 15 months of operational testing. DAB work in the US, Abel said, has been limited and is based on "a totally different technical approach" than that being aggressively pursued in Europe.

"DAB is probably a bigger technological development than FM

broadcasting," Abel said. "DAB will provide transmissions as good as compact discs or digital audio tapes in terrestrial (for both fixed and mobile receiving locations) or satellite transmissions."

Among DAB's benefits that Abel enumerated are:

- Higher frequency response (about 22 kHz versus about 15 kHz for FM broadcasting). A DAB signal sounds better than FM because it contains more information than does an analog FM broadcast signal
- DAB does not suffer from multipath interference
- DAB requires a lower power level than analog services. At a frequency of 100 MHz, the highest power needed for DAB would be about 100 watts
- The DAB system is roughly four times as spectrum-efficient as conventional FM broadcasting.

If the US were to adopt a DAB system similar to that under development in Europe, Abel said, there

could be as many as 12-16 stereo channels per market — all transmitting from the same tower with the same power, transmitter, and coverage area.

The principal spectrum-related issue confronting DAB would be where to locate a block of frequencies suitable for establishment of the service and determining the size of that allocation.

Because DAB is a "bundled" system in which all stations share one signal, the number of DAB stations operating in a given market must be determined in advance. New DAB stations cannot be added once the initial configuration is decided upon, Abel said.

The DAB technology presently belongs to the European Broadcasting Union (EBU) and a group called EU 147/DAB — Eureka Project #147. Officials involved in the project have been invited to demonstrate the system at NAB's annual convention, which will be held in Atlanta March 31-April 3.

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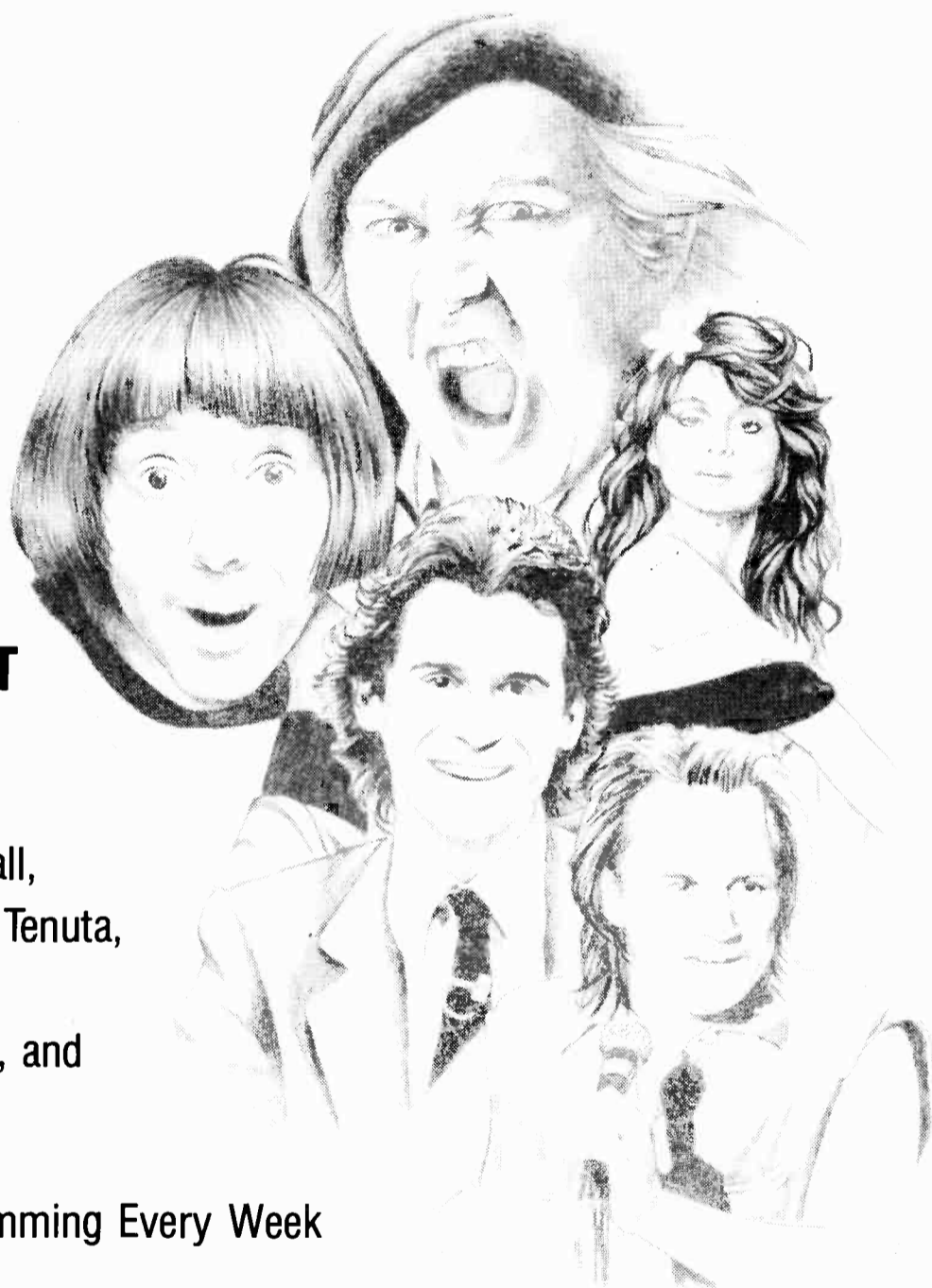
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TRANSACTIONS

Taylor Snaps Up A Piece Of Macon In Light Trading Week

Albert Lea, MN Combo Goes For \$3 Million

Deal Of The Week:

WQBZ/Ft. Valley (Macon), GA
PRICE: \$3,000,000

TERMS: Cash

BUYER: Taylor Broadcasting, headed by Steven Taylor. The company also owns WTLZ/Saginaw, MI; WIKS/New Bern, NC; and WACT-AM & FM/Tuscaloosa.

SELLER: Fox Valley Broadcasting, which is headed by WEZL/Charleston, SC GM Buddy Barton.

FREQUENCY: 106.3 MHz

POWER: 3 kw at 415 feet

FORMAT: AC

BROKER: Mike Bergner of H.B. LaRue Media Brokers

KATE & KCPI/Albert Lea, MN
PRICE: \$3,000,000

TERMS: Cash at closing of \$2,400,000; five-year, 10% promissory note for the balance of \$600,000.

BUYER: Broadcast Properties Inc., owned by Charles Burns of Wayzata, MN; Philip Kelly of Dubuque; and John Morrison of Naples, FL. Kelly is President of seller Communications Properties Inc., which also owns WDBQ & KLYV/Dubuque. Burns has a 50% stake in KTPK/Topeka. Morrison has a 12.5% interest in WGTU-TV/Traverse City, MI.

SELLER: Communications Properties Inc., headed by Philip Kelly.

FREQUENCY: 1450 kHz; 95.3 MHz

POWER: 1 kw daytimer; 3 kw at 300 feet

FORMAT: MOR; AC

WSGG/Scottsboro

PRICE: \$176,000

TERMS: Escrow payment of \$25,000 with a total of \$150,000 in cash at closing. Balance of \$26,000 due in six months.

BUYER: Bonner and Carlile Enterprises, headed by Kenneth Bonner and Richard Carlile of Scottsboro.

SELLER: KEA Radio Inc., owned by Ronald and Julia Livengood and Olive and Ivous Sisk. The group also owns KEA/Scottsboro, AL.

FREQUENCY: 1330 kHz

POWER: 5 kw

FORMAT: Gospel

Colorado

KKGZ & KKDD/Brush

PRICE: \$250,000

TERMS: Escrow payment of \$15,000 with total cash of \$150,000 at closing. Two-year, 10% promissory note for balance of \$100,000. If station receives FCC approval to construct upgraded C-1 facilities, buyer will pay seller an additional \$10,000. If buyer resells the station within two years, he

TRANSACTIONS AT A GLANCE

Deals So Far In 1990:
\$75,091,677

Total Stations Traded This Year: 27

This Week's Action: \$8,696,677

Total Stations Traded This Week: 13

Deals Of The Week:

● **WQBZ/Ft. Valley (Macon), GA \$3 million**

● **KATE & KCPI/Albert Lea, MN \$3 million**

- WSGG/Scottsboro, AL \$176,000
- KKGZ & KKDD/Brush, CO \$250,000
- WDFL-AM & FM/Cross City, FL \$245,677
- WRKR/Portage, MI \$50,000 for 8%
- WJNL-AM & FM/Johnstown, PA \$1.35 million
- WTGH/Cayce, SC \$500,000
- KACO/Bellville, TX \$125,000

is obligated to pay the seller another \$10,000. If the resale price exceeds \$1 million, the current buyer must pay the current seller \$10,000 plus an additional \$10,000 for each \$1 million he gets for the station, to a maximum of \$30,000.

BUYER: Brush Radio Inc., headed by Robert and Marjorie Zellmer. They also own KGRE/Greeley, CO; KDMN/Buena Vista, CO; and KATR & KRZD/Wray, CO.

SELLER: Claude and Margaret Pettit.
FREQUENCY: 1010 kHz; 107.1 MHz
POWER: 5 kw daytimer; 3 kw at 91 feet

FORMAT: MOR; CHR

Florida

WDFL-AM & FM/Cross City

PRICE: \$245,677

TERMS: Stock sale of licensee Women In Florida Broadcasting Inc. Cash at closing of \$100,000. Buyer will sign an 18-month, 12% promissory note for balance of \$145,677.

BUYER: Duane F. McConnell Revocable Living Trust and James Johnson.
SELLER: Sharon Seifert and Carol Lamons of Cross City.

FREQUENCY: 1240 kHz; 106.3 MHz
POWER: 1 kw
FORMAT: Country

Michigan

WRKR/Portage

PRICE: \$50,000 for 8%

TERMS: Buyers are acquiring an 8% stake in station licensee Air-Borne Group Ltd.

BUYER: Richard and Elise Zaragoza.
SELLER: Air-Borne Group Ltd., headed by Edward Sackley of Skokie, IL and Edward Sackley III of Portage, MI.

FREQUENCY: 107.7 MHz
POWER: 50 kw at 485 feet
FORMAT: Classic Rock

Pennsylvania

WJNL-AM & FM/Johnstown

PRICE: \$1,350,000

TERMS: Cash

BUYER: Pennsylvania Broadcasting Associates II, an L.P. headed by J. Albert Dame of Williamsport, PA. He also owns WRAC & WKSJ/Williamsport, PA.

SELLER: United Federal Credit Union of Nanty Glo, PA.

FREQUENCY: 1490 kHz; 96.5 MHz
POWER: 1 kw; 50 kw at 100 feet
FORMAT: MOR/Talk; AC

South Carolina

WTGH/Cayce

PRICE: \$500,000

TERMS: Cash at closing of \$279,000; eight-year, 10% promissory note for \$100,000. Buyer is also assuming a \$121,000 SBA note.

BUYER: Willis Broadcasting, headed by L.E. Willis Sr. He also owns WIMG/Ewing, NJ; WBOK/New Orleans; KFTY/Marion, AR; WGSP/Charlotte; WBXB/Edenton, NC; WKWQ/Batesburg, NC; WSRC/Durham; WAYE/Birmingham; WWPD/Marion, SC; WSFU/Union Springs, AL; WPZZ/Franklin, IN; KSNE/Marshall, AR; WURD/Philadelphia; WVRS/Warrenton, NC; WKJA/Bellhaven, NC; WGNJ/Alberta, VA; WIMV/Madison, FL; WPCE/Portsmouth, VA; WFTH/Richmond; WWCA/Gary; WESL/East St. Louis, IL; WTJH/East Point, GA; and WGTW/Wilson, NC.

SELLER: Midland Communications Co., headed by Issac Heyward.

FREQUENCY: 620 kHz
POWER: 1 kw
FORMAT: Religious

Texas

KACO/Bellville

PRICE: \$125,000

TERMS: Cash at closing of \$25,000; seven-year, 9% promissory note for the balance of \$100,000.

BUYER: New Ulm Broadcasting, owned by Roy Henderson of Seabrook, TX.

SELLER: J. Lee Ditter and Dinah Ditter.

FREQUENCY: 1090 kHz
POWER: 250-watt daytimer
FORMAT: Country

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WFEX(AM)-WQQQ(FM), Easton - Allentown, PA	\$10,100,000	WNOE(AM-FM), New Orleans, LA	\$7,250,000
WYNG(FM), Evansville, IN	\$18,600,000	KZTR(AM-FM), Oxnard-Ventura, CA	\$5,200,000
WTIC(AM)-WRNS(FM), Kinston, NC		WSOM(AM)-WQXK(FM), Salem-Youngstown, OH	\$5,500,000
WYAV(FM), Conway - Myrtle Beach, SC		WSDX(AM-FM), Nashville, TN	\$16,000,000
WFBRI(AM)-WLIF(FM), Baltimore, MD	\$32,000,000	KMPZI(FM), Memphis, TN	\$6,000,000
WFOG(FM), Norfolk, VA	\$8,000,000	KKBB(FM), Bakersfield, CA	\$3,300,000
WFTQ(AM) - WAAP(FM), Worcester, MA	\$15,000,000	WDAN(AM)-WDNL(FM), Danville, IL	\$2,350,000
WNEW(FM), New York, NY	\$370,000,000	WKMI(AM)-WKFR(FM), Kalamazoo, MI	\$11,000,000
KTWV(FM), Los Angeles, CA		KJOI(FM), Los Angeles, CA	\$101,500,000
WMMR(FM), Philadelphia, PA		KHOW(AM)-KSYX(FM), Denver, CO	
WCPT(AM)-WCXR(FM), Washington, DC		KJQY(FM), San Diego, CA (to Westwood One)	\$19,000,000
KILR(AM-FM), Houston, TX		KTRH(AM)-KLOL(FM), Houston, TX	\$70,600,000
WLLZ(FM), Detroit, MI	KSMG(FM), San Antonio, TX		
KODA(FM), Houston, TX (to Command Comm.)	\$22,000,000	WMYU(FM), Knoxville, TN	\$11,600,000
KJQY(FM), San Diego, CA (to Command Comm.)	\$15,000,000	WSOK(AM)-WAGU(FM), Savannah, GA	\$11,000,000
WGKT(AM)-WPHD(FM), Buffalo, NY	\$6,400,000	KNAN(FM), Monroe, LA	
KVKI(AM-FM), Shreveport, LA	\$7,000,000	WKXI(AM)-WTYX(FM), Jackson, MS	
KBFM(FM), McAllen - Brownsville, TX		KRLD(AM)-TSN, Dallas, TX	\$86,500,000
KQLH(FM), San Bernardino, CA	\$7,700,000	KODA(FM), Houston, TX (to Evergreen Media)	

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BOBBY BROWN

2. RECENTLY SPENT 67 STRAIGHT WEEKS IN THE TOP 40.

IS THAT THE RECORD?

NEW KIDS ON THE BLOCK

3. RECENTLY HAD THREE SIMULTANEOUS TOP 40 HITS.

WHO WAS THE LAST GROUP TO DO THAT?

ADONNA

4. HAS THE MOST TOP 10 HITS FOR A FEMALE SOLOIST IN THE ROCK ERA.

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1. "Rock On" by Michael Damian & "Jack & Diane" by John Cougar Mellencamp 2. Nol Michael Jackson, 74 straight weeks, Elvis Presley, 131 straight weeks, Pat Boone, 169 straight weeks 3. The Bee Gees 4. Aretha Franklin & Connie Francis are tied for 2nd place with 16 Top 10's each.

Westwood One Hit By Bad News

Continued from Page 6

Tuesday night that he has purchased 50,000 shares of Westwood common stock and plans to buy more. Pattiz said he believes the stock is undervalued and predicts "significantly improved cash flows" in 1990, in part because NBC Radio Network operations are "turning around."

While he declined to provide a figure, some analysts have predicted the company will do about \$30 million in cash flow in the upcoming year. He also denied industry speculation that Westwood One will be forced to sell some assets, possibly including R&R, to beef up its balance sheet.

"That's just not true. We should have plenty of cash flow to operate the business and service the debt. We'll continue to operate the business the way we have been running it, which we think makes great sense," Pattiz said.

Citizens Group Objects To WEEI Sale

A community activist is trying to derail the sale of WEEI/Boston, telling the FCC in a petition to deny that parties in the transaction are guilty of "irresponsible or illegal actions (or inactions)."

Jacob Bernstein, the chairman of Boston-based Committee for Community Access, contends the station's current owner, Helen Broadcasting, has violated Commission rules covering public inspection files, and failed to give proper notice of the proposed sale. Bernstein also accuses the buyer, Boston Celtics L.P., of having a "cavalier attitude" about disclosing information to the FCC when applying for a Top 25 market cross-ownership waiver.

The Celtics recently announced plans to buy the all-News AM powerhouse for \$6.4 million, and in a separate deal acquired WFXT-TV/Boston from Rupert Murdoch for \$10 million. So far, neither Helen nor the Celtics have responded to Bernstein's petition.

Willis Chain Expands With Bankruptcy Bargain

One of America's most active station traders, Norfolk radio minister L.E. Willis, has been scoring with bankruptcy bargains. He recently bought WSVS/Crewe, VA for \$5.5 million and WVAB & WKVS/Virginia Beach-Cape Charles, VA for \$1,800,101 from bankrupt Resorts Broadcasting.

There are other bankruptcy bargains in the air these days. WYSH/Clin-ton, TN recently liquidated in a Chapter 7 bankruptcy after United Southern Bank Of Morristown foreclosed on a \$660,000 loan owed by licensee Ramax Inc. Broadcasters with a hankering for a Southern deal of their own might contact trustee Robert G. Johnston of Cleveland, MS about WRDC & WQAZ/Greenville, MS. Also, WMML/Mobile is dark because licensee Bridgeway Communications Inc. has filed a Chapter 11 petition.

FCC Terminates 'Stale' Proceedings

Elimination Of Public Letters File Among Dropped Proposals

Tossing letters from the public instead of placing them in a station's public file is apparently an idea whose time has not yet come. An inquiry into the possible abolition of the rule requiring stations to enshrine letters in public inspection files has been officially ended by the FCC, along with several other so-called "stale" proceedings.

The public letter inquiry had languished at the FCC since fall 1981. Declaring the Commission had "cleaned house," Chairman Al Sikes said, "If the Commission is unable to act in a timely fashion on the basis of the record before it, the proceeding should be terminated so that public uncertainty is eliminated."

Other proceedings shut down by the FCC:

- A proposal to license radio stations to metropolitan areas rather than to specific communities. The change would have eliminated preferences now granted for specifying a small town as a community of license, even though the station actually serves a large metropolitan area;
- A three-year-old NAB petition asking the Commission to preempt state-by-state regulation of RF radiation;

- An inquiry into partly extending multiple ownership rules (12-12-12) and the one-to-a-market rule to educational FM stations;
- Proposed changes in the definition of nonprofit educational institutions which are eligible to own educational stations;
- A look at potential conflicts between the FCC's "minority incentive" programs and the "single majority stockholder" exception to its national multiple ownership rules;
- Changes in the engineering portion of AM station applications;
- Permitting distress sales of radio stations (to minorities, at 75% or less of fair market value) after the start of a revocation hearing. The issue has been rendered moot by the US Court of Appeals finding that the entire distress policy is unconstitutional.



THE WEEKLY COUNTRY MUSIC COUNTDOWN



WEEKLY SPECIALS

- 2-4 Patty Loveless
- 9-11 Steve Wariner
- 16-18 Highway 101
- 23-25 Skip Ewing

- 2-4 The Carpenters
- 9-11 Joe Cocker
- 16-18 Kenny G
- 23-25 Michael Bolton

DICK CLARK'S Rock, Roll & Remember

- 2-4 The Eddie Money Story
- 9-11 The Exposé Story
- 16-18 The Phil Collins Story
- 23-25 The Gloria Estefan Story

- 2-4 The Beatles
- 9-11 Bobby Vinton
- 16-18 Tommy James & The Shondells
- 23-25 Johnny Rivers



Radio's Getting In Touch With Its Feminine Side

1980 **17%**
1989 **26%**

Radio Stations With Female News Directors

Women Hold 26% Of Top Radio News Jobs

The number of female radio news directors soared during the '80s, setting the stage for their eventual dominance in radio news management, according to a recently released Radio-Television News Directors Association study.

The percentage of radio stations with female news directors rose over 50% in the last decade, from 17% in 1980 to 26% in 1989, according to the survey conducted by Dr. Vernon Stone of the University of Missouri. Stone concludes that women NDs will outnumber their male counterparts in 19 years if the current trend continues.

However, most of the gains made by women in the '80s occurred in the early and middle years of the decade. Fewer than four percent of radio news departments were headed by women at the outset of the '70s. That figure had

jumped to 17% by 1980, and now stands at 25.8%.

A major difference between male and female news directors is age. Stone found the median age of female news chiefs is 28, almost seven years younger than the male median of 34.7 years.

Other differences were less dramatic — the survey of 337 radio stations demonstrated that female NDs generally earn less than their male counterparts (\$16,000 vs. \$18,000 median annual salary); have been on the job for a shorter period of time (1.2 vs. 2.5 years); and have slightly smaller staffs (2.2 vs. 3.2 persons).

RKO's WAXY Transfer Wins FCC Approval

RKO's withdrawal from the radio business is just one step from completion, with the FCC's recent approval of a settlement agreement that transfers WAXY/Ft. Lauderdale from RKO to Ackerley Communications for \$21 million.

RKO will get \$12.6 million and the remaining \$8.4 million will be split among competing applicants who are withdrawing under the deal's approval. "We're pleased and hopeful the transaction can be completed soon," said spokesman Rip Tilden at GenCorp, RKO's parent in Akron.

KFRC/San Francisco is RKO's only remaining radio station. It's to be sold to Daytona Group of California for \$8 million. However, no accord has been struck with competing applicants, who must sign on before any deal is put before the FCC. The FCC also cleared a settlement that disposes of RKO's last remaining television station, WHBQ-TV/Memphis, for \$39 million.

RKO has been ruled unfit to be a licensee, which would normally prevent it from selling its stations. However, the Commission has decided that allowing RKO to sell its

way out of broadcasting is the best way to end litigation which "threatens to continue for many years to come."

FCC Fines Five Stations For EEO Violations

Continuing its get-tough policy against EEO violators, the FCC has issued \$68,000 in fines against five different radio stations for failing to adequately recruit women and minorities. The largest individual fine (\$18,000) was handed to WOWW/Pensacola, which was also ordered to file annual EEO reports for the next three years.

The Commission found that WOWW generally failed to recruit minorities for vacancies, and instead filled jobs with "individuals submitting unsolicited applications." The station blamed its EEO shortfall partly on staff cutbacks, but the FCC said cutbacks did not excuse WOWW from actively recruiting women and minorities or from examining the success of its EEO efforts.

While WOWW's license was renewed for a full seven years, the four other stations hit by the Commission received short-term renewals, in addition to fines and certain EEO reporting conditions. The stations and their penalties were: WSVS-AM & FM/Crewe, VA, \$15,000; WTCB/Orangeburg, SC, \$10,000; WLVK/Statesville, NC, \$15,000; and WSQC/West Columbia, SC, \$10,000.

F E B R U A R Y



Supergold Saturday

- 3 The Buddy Holly Show
- 10 Fantastic Flipsides
- 17 Retro-Rock 1968
- 24 Groovy Gold



- 4 Almost #1
- 11 Valentine's Special
- 18 Grammy Award Winners
- 25 The Best of Neil Diamond



- 3 Early Beatles
- 10 Solid Gold Songs for Lovers
- 17 Smokey Robinson
- 24 The Grass Roots



- 4 The Four Tops
- 11 Bobby Darin
- 18 The Four Seasons
- 25 Simon & Garfunkel

SPECIALS

- 9-14 Love Songs of the Beatles
- 16-18 The Moody Blues Story
- 16-18 The American Comedy Network Awards Show



- 2-4 Henry Mancini
- 9-11 Great Sounds of Love
- 16-18 Great Sounds of the Grammy Winners
- 23-25 Jerry Vale

Supergold Friday/Sunday

- 2-4 La Bamba
- 9-11 The Super Gold Time Machine
- 16-18 The Rock 'N' Roll Hall of Fame
- 23-25 Grammy's Gold



starring John Candy



- 2-4 Dave Thomas
- 9-11 James "Scotty" Doohan
- 16-18 Eugene Levy
- 23-25 Royce Applegate



For more information, contact Unistar Radio Programming Sales at 1-800-654-3904.

QUARTERLY UPDATE

1989
Sales
\$224,370,000!

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

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RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE
PARTNERS

WASHINGTON, DC
ORLANDO
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Some subject to F.C.C. approval

State-By-State Transactions

1989 Fourth Quarter Stations Traded



53% of stations traded were in Top 10 states

State	AM	AM CP	FM CP	FM	Combo (counts as 2 stations)	Total
Alabama	2	0	0	1	0	3
Alaska	0	0	1	0	0	1
American Samoa	0	0	0	0	1	2
Arizona	2	0	0	1	0	3
Arkansas	4	0	3	3	1	12
California	6	0	2	7	6	27
Colorado	3	0	0	1	1	6
Connecticut	0	0	0	0	1	2
Delaware	0	0	1	0	0	1
DC	0	0	0	1	0	1
Florida	10	1	0	7	5	28
Georgia	2	0	1	4	5	17
Hawaii	0	0	0	0	1	2
Idaho	1	0	1	0	1	4
Illinois	1	0	2	2	2	9
Indiana	0	0	0	3	0	3
Iowa	0	0	0	3	1	5
Kansas	1	0	0	2	1	5
Kentucky	1	0	0	0	1	3
Louisiana	1	0	0	2	1	5
Maine	2	0	0	1	2	7
Maryland	1	0	0	1	1	4
Massachusetts	3	1	0	2	0	6
Michigan	0	0	4	2	6	18
Minnesota	0	0	1	2	1	5
Mississippi	0	0	2	3	5	15
Missouri	2	0	1	1	2	8
Nebraska	0	0	0	3	1	5
Nevada	0	0	0	0	1	2
New Hampshire	0	0	0	1	0	1
New Jersey	0	1	0	0	0	1
New Mexico	2	0	1	2	1	7
New York	2	0	2	1	2	9
North Carolina	6	0	0	3	5	19
North Dakota	0	0	0	1	0	1
Ohio	4	1	0	2	1	9
Oklahoma	0	0	0	5	2	9
Oregon	1	0	1	0	3	8
Pennsylvania	2	0	0	2	0	4
Puerto Rico	0	0	0	1	0	1
Rhode Island	2	0	0	0	0	2
South Carolina	2	1	0	3	2	10
South Dakota	0	0	0	0	0	0
Tennessee	2	0	1	2	5	15
Texas	7	0	3	11	7	35
Utah	0	0	0	0	1	2
Vermont	1	0	0	0	0	1
Virginia	3	0	2	1	1	8
Washington	2	0	0	1	1	5
West Virginia	1	0	1	1	1	5
Wisconsin	2	0	0	0	1	4
Total 4th Quarter	81	5	30	89	80	365
1st Quarter Stations Traded						275
2nd Quarter Stations Traded						357
3rd Quarter Stations Traded						340
Total Stations YTD						1337

Fourth Quarter Trading Down, Dollars Up

Fewer radio stations changed hands in the fourth quarter of 1989 compared to the same period one year earlier. However, thanks to a couple of mega-deals, fourth-quarter 1989 dollar volume was up considerably from the previous year.

Total Stations Traded

October-December '89: 365

- Combos: 160
- AM CPs: 5
- AM Stand-Alones: 81
- FM CPs: 30
- FM Stand-Alones: 89

The number of stations traded in the last three months of 1989 slipped 7% to total 365 sales, compared to 392 during the same time frame in 1988. The dollar volume of fourth-quarter transactions was up 17.5% to \$808 million versus \$687 million in 1988.

Over half of the fourth quarter's dollar volume was generated by the top ten deals of the quarter. Those transactions, which totaled \$468 million in value, were led by Viacom's \$101.1 million acquisition of KJOI/Los Angeles and KHOW & KSYY/Denver from Command Communications. Command also scored the second largest deal of the quarter by selling KRLD/Dallas, the Texas State Network, and KODA/Houston to Evergreen for \$86.5 million.

Texas was tops in fourth-quarter transaction activity with 35 Lone Star State outlets changing hands. Flori-

"BODYGUARD"

The Tempting New Single From The Bee Gees

1 Week AC Breaker



From The Album **ONE**. Produced by Barry Gibb, Maurice Gibb, Robin Gibb and Brian Tench. Management: Gary Borman Entertainment. © 1990 Warner Bros. Records.

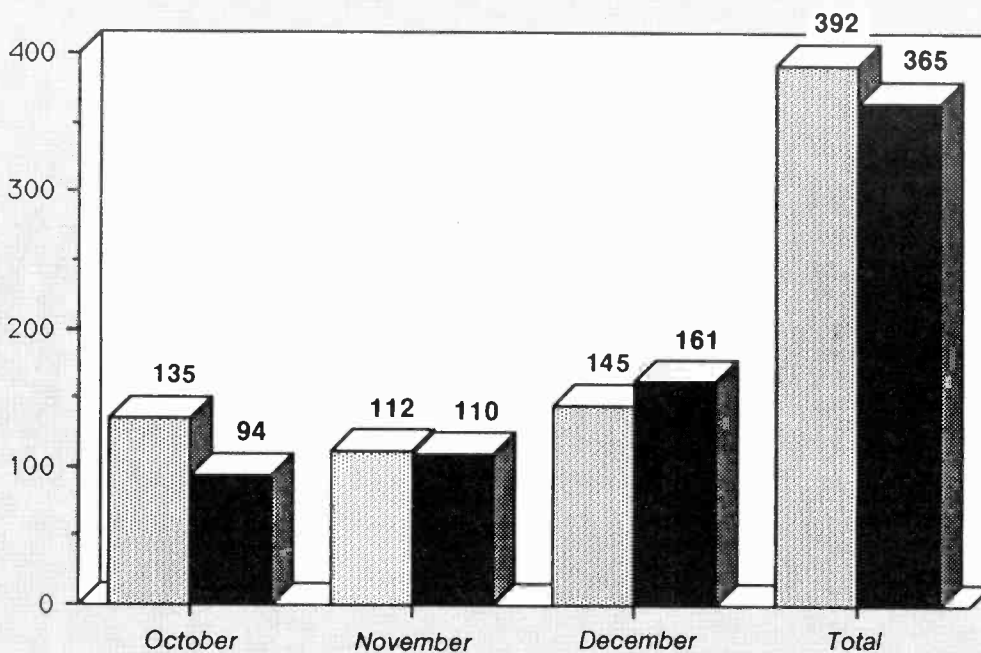
QUARTERLY UPDATE

Top 10 Transactions:

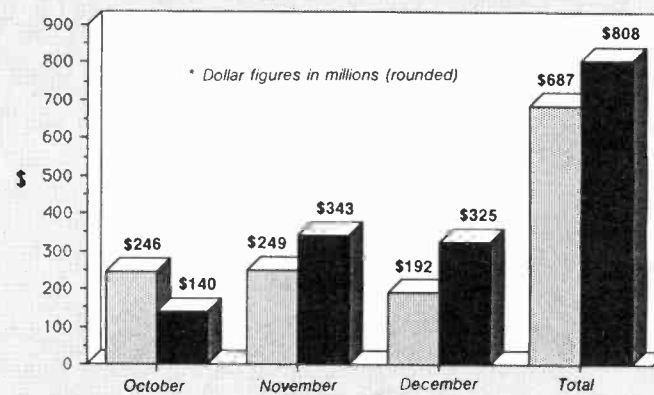
4th Quarter '89 Deals

1	\$101,000,000	KJOI/Los Angeles, KHOW & KSYY/Denver to Viacom Broadcasting Inc.
2	\$86,500,000	KRLD/Dallas & the Texas State Networks (42 affiliates), and KODA/Houston to Evergreen Media Corp.
3	\$70,600,000	KTRH & KLOL/Houston, KSMG/San Antonio, and \$2.1 million in station receivables to Jacor Communications Inc.
4	\$33,000,000	WXTR/La Plata-Washington, DC to Radio Ventures 1, L.P.
5	\$30,000,000	KBPI/Denver & WKRL/Tampa to Great American Broadcasting Co.
5	\$30,000,000	KNRJ/Houston to Nationwide Communications
7	\$28,000,000	WQIK-AM & FM/Jacksonville & WMYU/Knoxville to Channel 17 Ltd. Partners
8	\$26,000,000	WBAB-AM & FM/Babylon (Long Island), NY to BAB Broadcasting Corp.
9	\$23,000,000	KRTH (AM)/Los Angeles to Liberman Broadcasting Inc.
10	\$20,000,000	KKOB-AM & FM/Albuquerque to National Media Venture L.P.
10	\$20,000,000	KOFY-AM & FM/San Francisco to Viacom Broadcasting Inc.

Stations Traded By Month 88/89



Dollar Volume By Month 88/89



Why is Norm Goldsmith's Sales Development Program such a profitable investment?

"It's been great to see veterans and rookies in both our small and large markets benefit from Norm's program. It was one of our best returns on investment in the 80's, and I'm counting on it even more in the 90's."
Larry Grogan
 Executive Vice President
 Susquehanna Broadcasting

"Some modules are great to carry a sales meeting, some are perfect for individual training. They're timeless, back to basics, yet technologically sophisticated. You can't go wrong."
Marie Kordus
 General Sales Manager
 Power 106 - Los Angeles, CA

"Norm's program is by far the best we've seen, and we've seen them all. We use it at all our stations because it works."
Duke Wright
 President - Midwest Communications, Inc.
 Green Bay, WI

"We have found Norm's program to be extremely valuable not only in helping to train our new salespeople, but also in reminding our veterans what they may have forgotten or claim to have known."
Norm Epstein
 Vice President & General Manager
 KLAC/KZLA - Los Angeles, CA

"It's got something valuable for everybody, new or experienced. We really got our money's worth."
Carl McNeill
 General Sales Manager
 WRVQ - Richmond, VA

"It's the best investment I've made in my 14 years in the biz. It reinforces the things I'm trying to get across. Everybody on the staff now realizes how much more growth potential they really have."
Phil Zachary
 Vice President & General Manager
 WRDQ - Raleigh, NC

"We believe our sales success depends on continually providing our people with the best sales training possible. Our managers all agreed to buy Norm's program in our continuing effort to do just that."
Owen Weber
 Executive Vice President
 Summit Broadcasting Corp.

"Norm's program gave us the building blocks of sales in an excellent presentation, with concrete systems based on street smart selling. It's been a 52 week program for us and will be ongoing because it's evergreen."
Bob Dunn
 President - Radio Division
 Chase Broadcasting

"The salespeople get dollar signs in their eyes when they watch Norm. They know they'll get ideas they can use that day."
Susan Karas
 General Sales Manager
 KZZP - Phoenix, AZ

"It's the best training program I've ever seen for new salespeople. There's no fluff, just basic sales techniques, all geared specifically to radio."
Chuck Jewell
 General Manager
 WHO/DKF - Des Moines, IA

"Our cruelest veteran said, 'Finally someone is talking to me instead of at me; he really understands what I am facing.' It's amazing how everyone relates to the program. One year later it's still our major resource."
Tom Pierce
 Senior Vice President
 Knight Quality Stations

"It is simply the best in-house training program I've seen, and I've seen just about all of them. It's a turnkey deal, easy for Sales Managers to use, well organized, interesting, and a real education."
Jerry Hinrikus
 General Manager
 KSAU/KVEZ - Salina, KS

As you evaluate your marketing challenges for the nineties, ask yourself if you are providing your salespeople with a place to work or a place to grow. If you want to grow, they need the tools.

If you have heard of or worked with Norm Goldsmith, you'll expect the best. If you haven't, the best is yet to come.

It's proven. It's producing. It's profitable. Want more information? Let's talk!

NORM GOLDSMITH'S SALES DEVELOPMENT PROGRAM

Radio Marketing Concepts, Inc.
 P.O. Box 800497
 Dallas, Texas 75380-0497
 214/490-3311
 800/325-5657

Fourth Quarter

Continued from Page 12

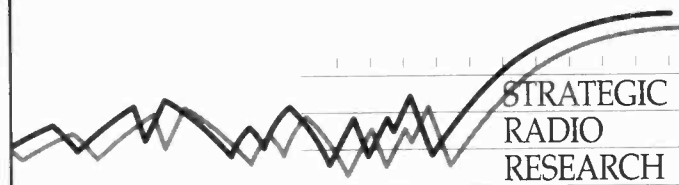
da finished a distant second with 28 deals; California was close behind at 27.

Americom Radio Brokers, which midwived the

fourth quarter's two biggest deals, was the quarter's top brokerage, both in terms of deals completed (19) and dollar volume (\$259 million).

How to increase your station's value... in three simple steps.

FIRST, IDENTIFY A profitable niche in your market. Second, design & introduce the ideal product (based on your target audience's tastes). Third, maintain & build your audience over time. This is the only approach that virtually assures improved cash flow and long-term financial success. The steps are clear, but they're hard to do. You can make it easier by using our "Format Start-Up Package." Call today for details, and ask for Sue Bell, National Sales Manager, at (312) 726-8300.



STRATEGIC RADIO RESEARCH

180 N. Wabash
 Chicago, IL 60601
 (312) 726-8300

IN THE 1990'S YOU WILL PROBABLY ONLY SEE FIVE REAL BREAKTHROUGHS IN RESEARCH...

FACT

COLEMAN RESEARCH'S AUDITORIUM MUSIC TEST HAS THREE OF THEM:

BREAKTHROUGH #1: FIT

In the 1980's, auditorium music tests told you only about song popularity. Coleman Research's F.A.C.T.SM (Fit, Acceptance, and Compatibility Test) still tells you which songs are popular, but goes far beyond mere song acceptance to offer a major research breakthrough with "Fit." "Fit" tells you whether listeners perceive each and every song to be *appropriate to your station*.

Coleman Research has found that music image fulfillment, or "Fit," is critically important in determining the strength of your station's listening levels. If a listener's expectation is fulfilled, he will tune in time and time again, for long listening spans. If the expectation is not fulfilled, a listener will decrease the number of occasions of listening *and* time spent per occasion. With "Fit," Coleman Research identifies if each song meets the *expectations* of your audience, or if it "breaks your promise."

BREAKTHROUGH #2: COMPATIBILITY

Smart program directors know intuitively which songs belong or are "compatible" with their station's core "quintessential" sound. Playing compatible songs maximizes listening, while non-compatible songs will damage cumc and quarter-hours. Until now, other than "gut feeling," there has been no way to identify which songs are most compatible and which are "outside the format."

Using cluster analysis techniques, Coleman Research can determine the "quintessential" sound of your station. Then, every song in your auditorium music test will be measured against this core sound to produce a Compatibility score. Now, compare each song's Compatibility to your station and format! Compatibility determines how far you can broaden your station's sound without alienating your core.

BREAKTHROUGH #3: DISC

Only Coleman Research delivers the results of your music test on computer software: Data Implementation Selection Computer—we call it DISC for short.

Instead of searching manually through reams of paper, *save hours*—pop in your DISC and whiz through your F.A.C.T.SM data on your PC. DISC helps you analyze F.A.C.T.SM, then allows you to create an inventory and individual categories with far more precision and ease than you ever thought possible.

Think about it; an entire auditorium music test on a single floppy disc. DISC—Coleman Research's music management system—so easy, it's incredible!

F.A.C.T.SM MAKE EVERY SONG BELONG

To learn more about F.A.C.T.SM, call 919/790-0000 or write Coleman Research and experience the first three research breakthroughs of the 1990's.

COLEMAN RESEARCH

Box 13829, Research Triangle Park, NC 27709 (919) 790-0000

Broker Scorecard

1989 Fourth Quarter Results

Broker	4th Qtr.	4th Qtr.	YTD	YTD	Broker	4th Qtr.	4th Qtr.	YTD	YTD	Broker	4th Qtr.	4th Qtr.	YTD	YTD
	Stations		\$ Total			Stations		\$ Total			Stations		\$ Total	
Americom	22	\$325.40	60	\$899.00	Connelly Co.	3	\$.95	3	\$.95	Gray/Tice	0	0	2	\$.09
M.V.P.	19	\$106.10	41	\$189.10	Rosenblum	3	\$.86	11	\$3.26	Hadden	0	0	7	\$2.50
Chapman	11	\$42.90	39	\$95.50	Corp Invst.	1	\$.86	1	\$.86	Healan	0	0	1	\$.20
Blackburn	8	\$40.50	45	\$238.10	Exline	4	\$.60	14	\$3.39	Hepburn	0	0	2	\$35.00
Stevens	5	\$40.35	14	\$129.35	Proctor	2	\$.49	3	\$.54	Jenesen	0	0	1	\$.20
Morgan Stanley	1	\$30.00	1	\$30.00	Craig Culp	1	\$.40	1	\$.40	Johnson	0	0	13	\$6.40
C.E.A.	3	\$29.25	13	\$48.55	S.C.A.	1	\$.40	6	\$.80	Kalil	0	0	8	\$44.40
First Boston	2	\$26.00	2	\$26.00	Business Brokers	1	\$.32	3	\$.52	Mahlman	0	0	15	\$65.20
Rumbat	1	\$23.00	1	\$23.00	Miller	2	\$.30	2	\$.30	Mediacor	0	0	2	\$5.50
LaRue	2	\$20.00	12	\$62.70	Meador	1	\$.29	3	\$.36	Millar	0	0	2	\$.70
Crisler	2	\$10.00	13	\$61.30	LaFrance	1	\$.25	1	\$.25	Minkow	0	0	9	\$75.00
Barger	2	\$8.42	2	\$8.42	Martin	2	\$.20	2	\$.20	Mitchell	0	0	1	\$1.30
Questcom	2	\$4.75	4	\$6.15	Contemp.Chrstn.	1	\$.13	1	\$.13	Montcalm	0	0	4	\$6.50
Capstone	2	\$3.50	4	\$4.80	Read/Read	1	\$.12	1	\$.12	Moore	0	0	2	\$5.90
Marshall	2	\$3.45	9	\$12.65	New England Media	2	\$.06	8	\$4.88	Nahley	0	0	1	\$.30
Kozacko-Horton	3	\$3.15	20	\$18.10	American Radio	0	0	5	\$2.80	New England Med	0	0	6	\$4.80
A. Gazzana	2	\$2.45	2	\$2.45	Bill-David Asso.	0	0	2	\$.10	Parrish	0	0	1	\$.30
Hogan-Feldmann	4	\$2.05	6	\$7.05	Brydon	0	0	2	\$1.60	Peterson	0	0	3	\$7.70
Hickman	2	\$2.05	6	\$6.85	Chalsson	0	0	3	\$8.60	Pierce	0	0	1	\$.30
Kalil	1	\$2.00	9	\$46.40	Commonwealth	0	0	1	\$1.90	Polynesian	0	0	1	\$.60
Whittle	4	\$1.72	4	\$1.72	Dornseif	0	0	1	\$.90	Raymond	0	0	2	\$3.00
Thoben-Van Huss	3	\$1.72	9	\$4.02	EDH & Sons	0	0	1	\$.90	Richards	0	0	5	\$7.40
Saunders	1	\$1.65	1	\$1.65	Foreman	0	0	4	\$19.30	Sailors	0	0	10	\$32.50
Fischer	2	\$1.27	5	\$8.47	Fox Auction.	0	0	1	\$2.00	Schutz	0	0	3	\$8.20
Jamar	3	\$1.01	5	\$1.61	Grandy	0	0	7	\$10.60	Sherwood	0	0	3	\$6.90
										Snowden	0	0	3	\$.70
										Styles Caldwell	0	0	1	\$.20
										Sun Realty	0	0	1	\$.50
										Thompson	0	0	7	\$2.10
										Thorburn	0	0	2	\$.30
										Walters	0	0	2	\$1.00
										Winstanley	0	0	2	\$2.80
										Woods & Co.	0	0	4	\$2.50
										Total	135	\$738.73	541	\$2349.20

* all dollar figures in millions (rounded)

PACIFICORP Credit, Inc. The Performance Continues 1989

<p>\$4,800,000</p> <p>SECURED TERM LOAN EQUIPMENT TERM LOAN</p> <p>To ALLISON BROADCAST GROUP, INC.</p> <p>For the acquisition of KDGE-FM Dallas, Texas</p>	<p>\$6,362,500</p> <p>SECURED TERM LOAN</p> <p>To WPNT, INC.</p> <p>For the refinancing of WLJ-FM / PITTSBURG, PA</p> <p>And for the acquisition of KLTH-FM / FLORISSANT, MO KXOK-AM / ST. LOUIS, MO</p>	<p>\$6,500,000</p> <p>SENIOR SECURED TERM LOAN JUNIOR SECURED TERM LOAN</p> <p>To LWB ALLENTOWN CORP. d/b/a WILLIAMS BROADCASTING CORPORATION</p> <p>For the acquisition of WJYE (FM) WECK (AM) Buffalo, New York</p>
<p>\$3,000,000</p> <p>SENIOR SECURED TERM LOAN JUNIOR SECURED TERM LOAN</p> <p>To KMBY, INC.</p> <p>For the acquisition of KMBY (FM) KNZS (AM) SEASIDE/CAPITOLA, CA</p>	<p>\$6,950,000</p> <p>SENIOR SECURED TERM LOAN JUNIOR SECURED TERM LOAN</p> <p>To TENORE BROADCASTING COMPANY</p> <p>For the acquisition of WROQ (FM) WAES (AM)</p> <p>From Adams Radio of Charlotte, Inc.</p>	<p>\$2,000,000</p> <p>SECURED TERM LOAN</p> <p>To WQLM FM, INC. (Carl J. Marocci)</p> <p>For the acquisition of WCCF (AM) WQLM, (FM) Punta Gorda, Fort Myers, Florida</p>
<p>\$1,000,000</p> <p>SENIOR SECURED TERM LOAN</p> <p>To Southern Minnesota Broadcasting Corporation</p> <p>For refinancing KROC (AM/FM), KXRB (AM) / KKLS (FM) and KKLS (AM) / KMKM (FM)</p>	<p>\$3,925,000</p> <p>SENIOR SECURED TERM LOAN JUNIOR SECURED TERM LOAN</p> <p>To TATE COMMUNICATIONS, INC.</p> <p>For refinancing and acquisition</p>	<p>\$5,150,000</p> <p>SENIOR SECURED TERM LOAN</p> <p>To K & K RADIO BROADCASTING, L.P.</p> <p>For the refinancing of WXXC (FM) WRIE (AM) WZVU (FM)</p>
<p>\$2,200,000</p> <p>SENIOR SECURED TERM LOAN SENIOR SECURED REVOLVING LOAN</p> <p>For the refinancing of A SOUTHERN BROADCASTER</p>	<p>\$3,250,000</p> <p>SENIOR SECURED TERM LOAN</p> <p>To PINNACLE COMMUNICATIONS, INC.</p> <p>For the refinancing of KTMS (AM) / KHIV(FM) Santa Barbara, California</p>	<p>Media Finance Group</p> <p>Atlanta (404) 393-2310 Los Angeles (818) 596-2114</p>

Last Year's Fourth Quarter Results

Broker	Stations Sold	\$ Total	1988 Stations Sold	1988 \$ Total
American Radio Brokers/SFO	1	\$0.25	2	0.60
Americom Radio Brokers	5	\$23.50	33	144.00
Blackburn & Company	24	\$126.40	85	340.70
Burt Sherwood Inc.	2	\$2.00	5	2.60
Business Broker Associates	1	\$0.10	2	0.24
Cecil Richards	4	\$25.00	21	124.30
Chapman Associates	13	\$12.50	52	52.90
Chesley Maddox & Associates	2	\$6.50	2	6.50
Communications Equity Assoc	2	\$2.60	5	12.50
Doyle Peterson & Associates	1	\$1.00	5	5.10
First Atlantic Group	1	\$0.41	1	0.41
Gary Stevens & Company	3	\$94.00	15	323.80
Gray-Tice & Company	2	\$0.47	2	0.47
H. B. LaRue	1	\$4.30	5	12.70
Hermitage Capitol Company	1	\$3.90	1	3.90
Kozacko-Horton Company	6	\$4.80	23	18.70
Mahlman Company	6	\$75.20	9	82.70
Media Venture Partners	11	\$41.20	25	87.60
Michael Fox Auctioneers	2	\$0.38	4	1.00
Mitchell & Associates	2	\$0.80	2	0.80
Norman Fischer & Associates	1	\$0.90	11	40.50
Peter Stromquist	2	\$3.30	2	3.30
R. A. Marshall & Company	3	\$3.60	9	10.60
R. C. Crisler & Company	3	\$6.10	17	24.30
Ralph Meador & Associates	4	\$1.20	8	2.30
Ray Rosenblum	2	\$0.70	6	1.20
Richard Foreman	2	\$5.00	5	37.00
Robert Chalsson	1	\$1.00	1	1.00
Stan Raymond & Associates	4	\$15.20	8	21.40
Ted Hepburn & Company	1	\$5.00	3	9.60
Thoben-Van Huss	3	\$4.00	10	7.40
Thorburn Company	4	\$1.10	6	1.60
W. John Grandy	4	\$24.90	6	25.50
Whittle Agency	4	\$3.70	6	4.60
William Exline Inc.	2	\$1.70	13	8.80
Total:	130	502.71	410	1420.62

* all dollar figures in millions (rounded)

THE FUNNIEST THING JUST HAPPENED TO MORNING DRIVE...



AGAIN.

As networks go, Premiere has been on the cutting edge of comedy for quite awhile.

Over 1500 affiliates have grazed in our rich comedic pastures. Shows like *The Clarence Update of CBS's Young and the Restless*, *National Lampoon's True Facts*, *Fraze at the Flicks*, and *The Original Premiere Comedy Network*, make us the nation's largest and most successful syndicator of funny business in radio today. So, with that in mind, we thought it was high time to bring our magic to America's biggest format. Friends and neighbors, we're proud to present **The Premiere Country Comedy Network**. The best thing to happen to Country radio since the Grand Ole Opry!

Here's how it works. We've gathered together the hottest group of certified loonies in and out of radio and set them to the task of creating comedy *specifically* for the Country music format. Whether you're in Los Angeles or Los Alamos, this stuff works for Country... *guaranteed!*

Every week you'll receive 15-20 of the funniest bits you've ever heard, targeted to reach the broad range of tastes reflected by Country listeners today. You get parody songs, parody commercials, serial bits, impressions, and a group of inter-active characters that will make your morning show stand tall and leave your competition talking to themselves.

So what are you waiting for, the next Hank Williams album? Lock up our newest comedy nugget for the 90's. **The Premiere Country Comedy Network** is available on a barter basis.

Call us today at (213) 46-RADIO, that's (213) 467-2346.

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COUNTRY
COMEDY

N · E · T · W · O · R · K

A PREMIERE RADIO NETWORKS PRESENTATION
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THE FIRST 10 YEARS...

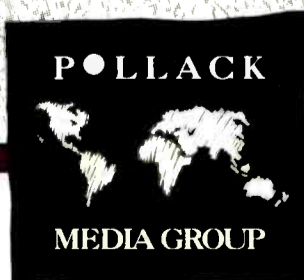
**Thanks To Our Friends
In The Radio,
Trade Publication,
And Record Communities**

**Your Support
Has Made It Possible
For Us To Become**

THE #1

MEDIA CONSULTING FIRM

WORLDWIDE



MANAGEMENT



EXECS' FANTASY

Briefcase Of The Future

What will you need in a briefcase by the year 2000? That's the question that the **Delsey Luggage** company recently asked 1000 US executives — and their answers ranged from the sublime to the ridiculous.

Among the features respondents said they *need* are built-in fax machines, satellite dishes, microwave ovens, radar detectors, and "Jetsons"-like vision phones. Others suggested VCRs and CD players. (That's right — built in!)

Oh . . . and did we mention the enterprising exec who wanted a remote control to activate an in-home system to walk his dog?

PROS ON THE NOOSE

A Kinder, Gentler Way of Firing

If you don't have the nerve to look a staffer in the eye and say "you're fired," maybe you're not so much a wimp as you are a model '90s manager.

According to the Chicago-based career counseling firm **Challenger, Gray & Christmas Inc.**, today's managers tend to be more subtle than blunt when discharging an employee . . . out of concern and respect for the nearly departed.

To help bring your management vocabulary in line with the sensibilities of the new decade, the company's **James Challenger** says you can replace such antiquated, if honest, terms as "turfing," "spiking," "axing," "laying off," "firing," and "reducing staff" with the following phrases:

- "Cutting away layers of management."
- "Bracing for an era of modest growth"
- "Eliminating redundancy"
- "Idling facilities."

- "Significantly reducing staffing requirements"
- "Restructuring the management function"
- "Increasing operational efficiencies"
- "Running lean and mean"
- "Eliminating excess capacity"
- "Consolidating management functions"
- "Revising projections for overhead and operating expenses"
- "Downsizing."

Revitalizing Team Players

To get more out of your team of workers — and to combat burnout — **Lawrence Holpp**, a senior consultant at Pittsburgh-based **Development Dimensions International**, suggests that you should try redefining the leader's role.

Holpp claims teams — particularly those dedicated to the task of quality improvement — begin to lose their effectiveness after about two years. Why? After the leader has pushed the team to success, he or she may no longer be necessary — because the team has grown to the point where it's able to solve its own problems.

Consequently, such teams will tend to function less efficiently because of this lack of leadership.

To put an end to this vicious circle, the leader should become more of a team member — a facilitator, a coach, and a trainer.

As the team becomes more autonomous, its members should begin to regain their energy and accomplish more since they no longer require the push or approval of a leader.

EIGHT TIPS

Writing The Right Job Ad

The search for good new staffers begins the instant an employer puts pen to paper and starts to write the job ad. Here, courtesy of management specialist **Robert Half's** book, "Robert Half

On Hiring," are eight tips to help you write the best ad possible:

- **Identify the job title.** Don't be vague about the position you're looking to fill. Put the title in the ad copy's headline.
- **Clearly state the job parameters.** If you're a "rapidly growing" company seeking a manager who's "eager to take on more responsibility," say so in your copy.
- **Spell out unique tasks.** Mention any odd or unusual job aspects and responsibilities in the ad.
- **Avoid hype.** Steer clear of empty adjectives such as "exciting" and "fascinating."
- **Don't overuse abbreviations.** Don't put too many abbreviations in the copy, and *never* put two abbreviations back-to-back.
- **Use a friendly tone.** Use words like "we" and "you" instead of "the corporation" and "applicant."
- **Keep ad language age and gender neutral.** Avoid "man" and "woman," and be aware that terms such as "recent college graduate" smack of age discrimination.
- **Avoid shallow promises.** Don't use phrases like "permanent career" or "lots of job security" in the copy. Such terminology may come back to haunt you.

Radio Futures Contest Winners Announced

The Radio Futures Committee, a joint project of the **NAB** and the **RAB**, recently announced the winners of a contest for the ad campaign, "Radio: What Would Life Be Without It?"

Winning stations produced a 60-second commercial using the committee's jingle. The six winners, chosen by 38 leading PDs, will hear their spots used in a forthcoming nationwide ad campaign. Below is a list of the winners as well as the stations who received honorable mention:

Grand Prize Winners

WBMD/Baltimore
WPTF/Raleigh-Durham
KXL/Portland, OR
WKLQ/Grand Rapids
WQRA/Warrenton, VA
KBSB/Bemidji, MN

Honorable Mention

WJIB/Boston
WKLQ/Grand Rapids
WPKZ/Harrisonburg, VA
WHIZ/Zanesville, OH

CRYSTAL BLUE PERSUASION

How To Get Your Boss To Like Your Ideas

You come up with some great ideas for your station — but someone always shoots 'em down. What will it take to get people to listen?

A fresh approach may be all you need to persuade your boss to implement — and maybe even rally behind — your proposals. Here are eight suggestions, courtesy of the St. Petersburg, FL-based **George Odiorne Letter**:

- Formulate your idea so it can be approved by your immediate supervisor. If he or she must go to a superior for approval, your idea may remain just that.
- Talk to your peers as well as those who may be affected by your plan. If your boss says they won't like it, note that you've already gotten their support.
- Find something in the station's

guidelines or policies that supports your idea. Supervisors, especially those who are insecure about their jobs, are always ready to embrace official procedures and following manuals.

- Explain how your idea will help the station get where it wants to go faster, easier, and cheaper.
- Show how your idea will promote the station, make your boss

look good, and make money.

- Use station jargon and terms that are hot with your boss. Relate the idea to one of your station's key goals, if possible.
- Present persuasive illustrations and examples, if appropriate.
- Give three reasons why your idea should be implemented. Two may not be enough, and four may be too many.

DATELINE

• **February 7-11** — Urban Network PowerJam Programming Conference. Stouffer Conference Hotel at Los Angeles International Airport. Los Angeles, CA.

• **February 8-10** — International New Age Music Conference. Roosevelt Hotel. Los Angeles, CA.

• **February 11-12** — NAB Radio Group Head Fly-In. Embassy Suites Hotel, Chicago O'Hare Airport. Chicago, IL.

• **February 12** — Dance Music Awards. Universal Amphitheatre. Los Angeles, CA.

• **February 13-14** — Broadcast Credit Association's 23rd Credit & Collection Seminar. Westin Lenox Hotel. Atlanta, GA.

• **February 15-17** — Gavin Convention. St. Francis Hotel. San Francisco, CA.

• **February 21** — Grammy Awards. Shrine Auditorium. Los Angeles, CA.

• **February 21-24** — Pollack Media Group's Programming/Management Conference '90. Loews Santa Monica Beach Hotel. Santa Monica, CA.

• **February 24** — NAB Small & Medium-Market Managers Roundtable. Sheraton Music City. Nashville, TN.

• **February 28-March 3** — Country Radio Seminar. Opryland Hotel. Nashville, TN.

• **March 2-4** — Intercollegiate Broadcasting System National Convention, New York Penta Hotel, New York, NY.

• **March 10-13** — NARM. Century Plaza Hotel. Los Angeles, CA.

• **March 15** — American Women In Radio & Television's 15th Annual National Commendation Awards Ceremony. Waldorf-Astoria Hotel. New York, NY.

• **March 31-April 3** — NAB Convention. Georgia World Congress. Atlanta, GA.

• **April 1-5** — National Christian Radio Seminar. Stouffer Hotel & Convention Center. Nashville, TN.

• **April 18-20** — Broadcast Financial Management Association. Hyatt Regency. San Francisco, CA.

• **April 25** — 25th Annual Academy Of Country Music Awards. Pantages Theatre. Hollywood, CA.

• **May 9-13** — R&R Convention '90. Century Plaza Hotel. Los Angeles, CA.

• **May 16-20** — American Women In Radio & Television's National Convention. Capital Hilton Hotel. Washington, DC.

• **June 9-15** — NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, IN.

• **June 10-13** — BPME/BDA Conference. Bally's Hotel. Las Vegas, NV.

• **June 22-23** — Bobby Poe Convention. Sheraton Premiere. Tysons Corner, VA.

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Look for schedule & registration details soon.



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MEDIA

ZINE SCENE

New Kids Video Cures Deaf Girl!

Not content with making the lame dance, preteen pop sensations **New Kids On The Block** were recently credited with giving a deaf child the ability to hear and speak!

According to the *Weekly World News*, two-year-old **Christin Watts** of Dundalk, MD "lived in a world of silence and had never spoken a word" until she saw a video of the Beantown wonders. The next morning she said her first sentence: "Mommy, I want **Joe (McIntyre)!**"

Like A Rolling Steen

This month's *Spy* notes that "Over the years, **Rolling Steen** and **Bruce Springstone** have developed a cozy relationship . . . But nothing has been so consistently intimate as the magazine's coverage (in its Random Notes section) of those entirely spontaneous, supersurprising guest appearances that the Boss is fond of making at other people's concerts."

To support this view, the New York-based satirical monthly — *Spy*, that is — reports that of 133 such appearances since 1974 (as listed in the recent Boss book "Backstreets"), "Random Notes editors have seen fit to write about 29 — or roughly 21 [actually 22] percent."

Oh, Pairs!

• Multi-hyphenate funnyman **Edie Murphy** and TV-turned film beauty **Jasmine Guy** are co-writing tunes for an album on which they'll duet in the spring. (*National Enquirer*).

• **Gun N' Roses** bassist **Duff McKagen** has split with his wife, **Mandy**, and now "hits the fun spots with **Axl Rose**." (*Star*).

• Actress **Valerie Bertinelli** — "horrified by rock 'n' roll hubby **Edie Van Halen's** booze and drug abuse" — checked him into a Burbank-based medical center, sobbing "clean up your act or I'm getting a divorce!" (*National Enquirer*).



BLACK BY DEMAND — Janet Jackson — covergirl and subject of a four-page feature in this month's "Ebony" — responds to the question, "Why do you wear so much black?" with the following bit of Socratic dialogue: "How could the color black be OUT?"

Scandal, Us?

According to the *Globe* (the same zine that claims **Michael Jackson** talks to the ghost of **Liberace**), the usual nameless friends predict "there will be wedding bells this spring for 'Batman' beauty **Kim Basinger** and raunchy rocker **Prince!**"

The *National Enquirer*, however, quotes another nameless friend of the couple as saying "Prince shies away from the idea of marriage. He's told Kim she has a long way to go in developing her telepathic skills first!"

The Old In-Out

The new *US* sports a nine-page photo spread devoted to the somewhat tired concept of "the absolute winners and obsolete losers of 1989." Here's the musical highlights:

IN: Janet Jackson, *New Kids On The Block*, *Prince*, **B-52s**, **Richie Sambora**, **Paul McCartney**, **Lenny Kravitz**, **Michael Penn**, **Dwight Yoakam**, **Clint Black**, **Bonnie Raitt**, **Paula Abdul**, and **Cher**.

OUT: *Guns N' Roses*, **Ringo Starr**, **Beastie Boys**, **Lisa Bonet**, **Bob Dylan**, **Terence Trent D'Arby**, **Suzanne Vega**, **Jerry Lee Lewis**, **Milli Vanilli**, **Randy Travis**, and **Cher**.

TELEVISION

TOP TEN SHOWS

JANUARY 15-21

- 1 *Cheers*
- 2 *The Cosby Show*
- Roseanne* (tie)
- 4 *60 Minutes*
- 5 *Grand*
- 6 *A Different World*
- 7 *Murder, She Wrote*
- 8 *CBS Sunday Movie* ("The Operation")
- 9 *Wonder Years*
- 10 *Unsolved Mysteries*

Source: Nielsen Media Research

All show times are EDT/PDT unless otherwise noted; subtract one hour for CDT. Check listings for showings in the Mountain Time Zone. All listings subject to change.

Tube Tops

• **Tom Petty & Heartbreakers** perform "A Face In The Crowd," **Stevie Ray Vaughan**, **David Sanborn**, and the **Tower Of Power Horns** sit in with **Paul Shaffer & The World's Most Dangerous Band**, and clips featuring more than 40 former musical guests highlight NBC's 90-minute "Late Night With David Letterman's Eighth Anniversary Special" (Thursday, 2/1, 9:30pm).

Friday, 1/26

• **Lou Gramm**, "The Arsenio Hall Show" (syndicated; check local listings for station and air time).

• **Bonnie Raitt**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Saturday, 1/27

• **Marcia Ball** and **Beausoleil**, "Austin City Limits" (PBS; check local listings for air time).

• **Neville Brothers**, **Irma Thomas**, **Linda Ronstadt**, **Dr. John**, **Harry Connick Jr.**, **George Strait**, **Four Tops**, and **Wayne Toups & Zydecajun** are slated to perform in the two-hour "Super Bowl Saturday Nite" (CBS, 9pm), live from New Orleans.

Sunday, 1/28

• **Aaron Neville** will sing the "Star Spangled Banner" before the San Francisco 49ers battle the Denver Broncos in "Super Bowl XXIV" (CBS, 5pm EST/2pm PST).

• **Freddie Jackson** and **Deniece Williams**, "Dionne & Friends" (syndicated; check local listings).

Monday, 1/29

• **Toots Thielemans**, **Bou-boula**, **Nick Cave** and **Mick Harvey** of the **Bad Seeds**, and **Charlie Haden & His Liberation Orchestra**, "Night Music" (NBC, 12:15am).

• **Big Daddy Kane**, "Arsenio Hall."

Tuesday, 1/30

• **Bad English**, "Arsenio Hall."

• **Jameson Broadcast** syndicated radio host **Joe Bob Briggs**, "Johnny Carson."

Thursday, 2/1

• **B.B. King** essays a cameo role as blues singer **Riley Jackson** in "The Cosby Show" (NBC, 8pm). (Incidentally, King's real first name is Riley.)

PBS Plans John Hammond Special

Arguably the greatest A&R man of all time, the late **John Hammond** will be the subject of an hourlong documentary — "John Hammond: From **Billie Holiday** To **Bruce Springsteen**" — set to air in August on PBS.

Among the artists participating in the special are **Springsteen**, **Bob Dylan**, **Stevie Ray Vaughan**, **Count Basie**, **George Benson**, **Lionel Hampton**, **Alberta Hunter**, **Mitch Miller**, **Pete Seeger**, and veteran producer/label exec **Jerry Wexler**.

A home video of the program, which will contain interviews as well as performance footage of the participants, is also planned. **Hammond** — who is credited with dis-



John Hammond

covering **Bessie Smith**, **Benny Goodman**, **Basie**, and **Holiday** before he became Director of Recording for **Columbia Records** in 1933 — passed away two years ago at age 76.

VIDEO

NEW THIS WEEK

● PAUL McCARTNEY: PUT IT THERE (PMV)

This 65-minute video finds **McCartney** and his current touring band running through tunes spanning his entire career, from the **Beatles** to **Wings** to his latest **Capitol** release ("Flowers In The Dirt"), featuring "My Brave Face," on which co-writer **Elvis Costello** guests. Note that this home video version contains four more songs (20 minutes more material) than the recent **Showtime** special of the same name. (Street date: 1/26.)

● ERIC CLAPTON: THE CREAM OF ERIC CLAPTON (PMV)

Slowhand's fans can hear classics from his **Cream** ("White Room") and **Derek & The Dominoes** ("Layla") days as well as material from "God"'s current **Reprise** catalog in this 75-minute, 17-song effort. (1/26.)

● TEXAS: SOUTHSIDE (PMV)

Led by vocalist/guitarist **Sharleen Spiteri** and slide guitar whiz **Ally McErlaine**, this young, Glasgow-based quartet is featured in four video clips as well as two live performances ("Future Is Promises" and "Fool For Love") taped at London's **Wembley Stadium**. The 25-minute tape gets its material — and title — from the group's **Mercury** debut album of the same name. (1/26.)



PARIS THE THOUGHT — The eyes of **Texas**, focused somewhere in the cold distance.

● ROLLING STONE PRESENTS TWENTY YEARS OF ROCK & ROLL (MGM/UA)

Vintage footage of the **Beatles**, **David Bowie**, **James Brown**, **Elvis Costello**, the **Doors**, **Jimi Hendrix**, **Led Zeppelin**, **Madonna**, the **Rolling Stones**, **Bruce Springsteen**, the **Who**, and many, many more is interspersed with commentary by a number of artists in this 97-minute video, which was broadcast as a prime-time **ABC-TV** special way back in November, 1987. (1/30.)

● THE FASTEST GUITAR ALIVE (MGM/UA)

The late great **Roy Orbison** stars as a Confederate spy who totes a bullet-shooting six-string (!) in this 1968 feature film. The **Big O** sings eight songs in the film, including "Rollin' On," "Good Time Party," and "Snuggle Huggle." (1/30.)

● THAT'S BLACK ENTERTAINMENT (VCI)

Subtitled "The Missing Link Of American Cinema History," this hourlong tape compiles dozens of rare shorts shot in the '30s and '40s. These vintage films — which featured all-black casts — were originally intended solely for black audiences, and include performances by **Lena Horne**, **Nat King Cole**, **Bessie Smith**, **Cab Calloway**, **Ethel Waters**, and more. (1/30.)

● THE AMAZING MR. BICKFORD (Honker Home Video)

Written, produced, and directed by **Frank Zappa**, this 55-minute effort is a semi-documentary on **Bruce Bickford**, clay animator extraordinaire. **Zappa** also wrote the film's score, performed by the **Ensemble Intercontemporain** and the **London Symphony Orchestra**. Bonus: Each buyer will receive a pair of easy-to-assemble "No-D Glasses" — absolutely FREE! (1/31.)

● THE MUSIC OF DON McLEAN (MPI Home Video)

Twelve of the singer/songwriter's best-known tunes can be heard in this hourlong program, including "American Pie," "Crying," "Dream Lover," "And I Love You So," and "Wonderful Baby." Scattered among the songs — recorded live in London — are backstage interviews with the artist. (1/31.)

● PINK CADILLAC (Warner Home Video)

Clint Eastwood and **Bernadette Peters** star in this rowdy comedy, which sports a **Warner Bros.** soundtrack featuring performances by **Robben Ford**, **Southern Pacific**, **J.C. Crowley**, **Dion**, **Randy Travis**, **Hank Williams Jr. & Sr.**, **Michael Martin Murphey**, **Jill Hollier**, and **Billy Hill**. (1/31.)

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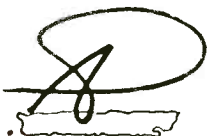


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Studio Head Takes Long, Strange Trip

If you thought it was unusual that New Line Cinema mucky-muck Robert Shays was directing "Jack In The Box" for his company, wait'll you hear about Joe Roth's long, strange trip through the Hollywood front offices and backlots . . .

When Roth was head of Morgan Creek Productions (the company that independently produced "Young Guns," "Dead Ringers," and "Night Breed"), he also directed the Alan Arkin-Arny Gross-Patrick Dempsey vehicle "Coupe De Ville." The movie, which has been generating a considerable buzz around Tinseltown, is coming out March 9 through Morgan Creek's usual distributor, Fox Films.

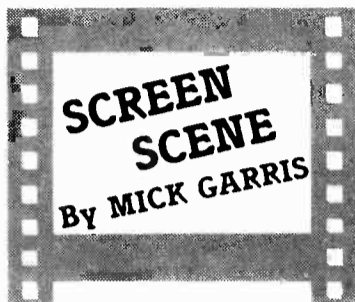
Ah, but here's where it gets interesting. After wrapping production on "Coupe," Roth was named studio chief at Fox. (Aspiring starlets 'n' screenwriters can call him by his official title, President Of Production.) All of which makes Roth the first major studio film president-turned-director-turned-honcho in recent memory! And he still has a promising career as a director . . .

Baby Love

Leonard Nimoy will NOT be directing the sequel to his 1988 hit, "Three Men And A Baby." Instead, Emile Ardolino, who directed "Dirty Dancing" and the Oscar-winning documentary "He Makes Me Feel Like Dancin'," will slip out of his tap shoes and into his footed pajamas to helm the project.

Ardolino's deal is contingent on the return of all three male stars (Ted Danson, Tom Selleck, and

Mick Garris's screenwriting credits include "batteries not included" and "The Fly II." As a writer/director, his resume lists episodes of "Amazing Stories," "The Disney Sunday Movie," and that timeless classic, "Critters II."



Steve Guttenberg) from the first film. It appears that everybody's schedules have been cleared, and a production announcement is expected any day now.

Meanwhile, Nimoy has begun shooting a new comedy starring Gene Wilder. The film - Wilder's first since his wife, comedienne/actress Gilda Radner, passed away - costars Farrah Fawcett, Christine Lahti, and Mary Stuart Masterson.

All Men Are Creating Sequels

Speaking of sequels, 1990 is starting to look like a bumper year. Jack Nicholson will reprise his "Chinatown" role as a private dick in "The Two Jakes," "Texasville"

picks up where Peter Bogdanovich's "The Last Picture Show" ended, and "Wild Orchids" continues the hot 'n' sweaty story of "9 1/2 Weeks."

"Die Harder," "Gremlins II: The New Batch," "Young Guns II," "Look Who's Talking II," and "48 Hours II" (currently in production in Old Tucson) will also have audiences seeing double, while triple plays can be found in "Back To The Future (Part III)," "The Godfather III," "The Fly III," and "Beverly Hills Cop III." "Rocky V" - currently shooting in Philadelphia and L.A. - falls into its own special category, of course.

Walk On The Wild Side

Zalman King, who co-wrote and produced "9 1/2 Weeks," also directed the sequel (the above-mentioned "Wild Orchids"), which is due out next month. Mickey Rourke returns, but not Kim Basinger. Instead, Rourke's character will ruin the life of a woman played by beautiful Jacqueline Bisset.

Meanwhile, Basinger has just inked a deal with Warner Bros. to develop her original story ("Kane"). She'll star in as well as produce the picture.

Model Filmmaker

Cult fave director Kathryn Bigelow, whose "Near Dark" broke new ground in the vampire genre,



FILTER-TIPS OR KING-SIZE? - Jack Nicholson, seen burnin' up the screen in the forthcoming "Two Jakes."

has found a home for "Blue Steel." The cop thriller stars Jamie Lee Curtis, and was originally made for the now-kaput Vestron. However, MGM will release the flick on March 16.

Bigelow, who is married to action auteur James Cameron, is perhaps better known for her appearances in TV ads for The Gap clothing chain, where she has developed quite a following as a heartthrob.

Psycho Thriller

John Schlesinger ("Midnight Cowboy") is back in thriller-land. He's directing "Pacific Heights" on location in San Francisco for Morgan Creek. Michael Keaton makes a 360-degree turnaround from his "Batman" heroics to play a psycho who terrorizes a young couple (played by Melanie Griffith and Matthew Modine) in an exclusive Bay Area apartment building.

With a resume that stretches from "Beetlejuice" to "Mr. Mom" to "Clean And Sober," Screen Scene guesses Keaton can do just about anything.

Dial-A-Film

If you live in L.A. or NYC, you've probably seen a billboard saying "for movie information, call 777-FILM." What you get is a free service that encourages moviegoers to punch in certain numbers for info on specific films and theater schedules.

The brainchild of MovieFone Inc., the service relies on short (15-second) audio trailers from the studios for its income. And . . . while the company claims to field an average of 30,000 calls per week in Los Angeles alone, studios have thus far been resistant to allocate yet another batch of advertising dollars.

SALES & RENTALS

Top Videocassettes Of '89

Now that VCRs can be found in two out of every three US households, what are Americans watching? Following are the top ten most-purchased and most-rented videocassettes for 1989, as compiled by the weekly trade publication *Video Insider*.

Note that three of the top ten best-selling tapes are long-form

music videos, and that two others ("Batman" and "Land Before Time") sported soundtrack LPs. Five of the ten most-rented videocassettes ("Rain Man," "Twins," "Cocktail," "Bull Durham," and "Working Girl") also featured album-length soundtracks.

Top Ten Sales

1. Batman (WB)
2. Who Framed Roger Rabbit (Touchstone)
3. Bambi (Walt Disney)
4. Michael Jackson: Moonwalker (CMV)
5. The Land Before Time (MCA)
6. U2: Rattle And Hum (Paramount)
7. E.T. The Extra-Terrestrial (MCA)
8. Cinderella (Walt Disney)
9. Bruce Springsteen: Video Anthology, 1978/88 (CMV)
10. Jane Fonda's Complete Workout (WB)

Top Ten Rentals

1. Rain Man (MGM/UA)
2. Big (CBS/Fox)
3. Twins (MCA)
4. The Naked Gun: Scenes From The Files Of Police Squad! (Paramount)
5. Cocktail (Touchstone)
6. A Fish Called Wanda (CBS/Fox)
7. Bull Durham (Orion)
8. Working Girl (CBS/Fox)
9. Die Hard (CBS/Fox)
10. Three Men And A Baby (Touchstone)

FILMS

WEEKEND BOX OFFICE JANUARY 19-21

1 Born On The Fourth Of July (Universal)	\$6.2
2 Tango & Cash (Warner Bros.)	\$4.3
3 War Of The Roses (20th Century Fox)	\$4.2
4 Internal Affairs (Paramount)	\$4.0
5 Tremors (Universal)*	\$3.7
6 Always (Universal)	\$3.4
7 Steel Magnolias (Tri-Star)	\$2.9
8 The Little Mermaid (Buena Vista)	\$2.8
9 Driving Miss Daisy (Warner Bros.)	\$2.6
10 Back To The Future Part II (Universal)	\$2.3

All figures in millions
*First week in release
Source: Exhibitor Relations Co.

COMING ATTRACTIONS: No music-related films opening this week, stay home and watch the Stupor Bowl instead.

If the service reaches high enough levels, however, it could prove to be a boon. Frankly, it seems a lot easier to pick up a newspaper . . .

Fox To Air 'Steel Wheels' TV Special Program To Include PPV & 3-D Footage

If you missed the Rolling Stones' "Steel Wheels" tour when it rocked and rolled through your fair city, or failed to catch one of three PPV television broadcasts of the event, don't fret . . . Fox Broadcasting has announced plans to bring 1989's biggest money-making tour to regular ol' (free) television sometime during April.

Working with Lorne Michaels's Broadway Video, the network is developing a Stones special that not only incorporates footage from the PPV telecast, but also features new scenes, including a segment filmed in 3-D! (Fox is looking to sign a deal with 7-Eleven stores to distribute 3-D glasses especially for the occasion.)

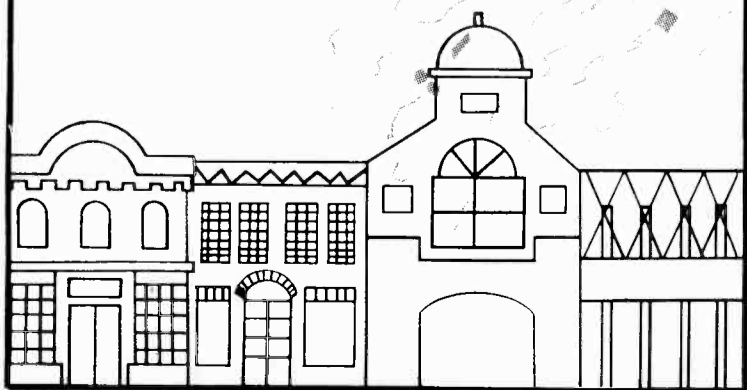
Exact air-date and program length were undetermined at presstime. Stay tuned.

MUSIC & MOVIES

CURRENT

- **BORN ON THE FOURTH OF JULY (MCA)**
Single: A Hard Rain's A Gonna Fall/E. Brickell & New Bohemians
Other Featured Artists: Broken Homes, Van Morrison, Don McLean
- **SHE-DEVIL (Mercury)**
Single: I Will Survive/Sa-Fire
Other Featured Artists: Fat Boys, D Mob, Jermaine Stewart
- **ALL DOGS GO TO HEAVEN (MCA/Curb)**
Single: Love Survives/Irene Cara & Freddie Jackson
Other Featured Artists: Melba Moore f/Burt Reynolds, Lana Beeson
- **TRUE LOVE (RCA)**
Single: Whole Wide World/A'me Lorain
Other Featured Artists: Graham Parker, Eurythmics, Jim Capaldi
- **SHOCKER (SBK)**
Single: Timeless Love/Saraya
Other Featured Artists: Megadeth, Bonfire, Dudes Of Wrath

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EVERY WEEK.





Phill Collins

"I Wish It Would Rain Down"

the follow-up to the #1 smash hit

"Another Day In Paradise"

from the #1 album

...But Seriously

Produced by Phill Collins and Hugh Padgham



On Atlantic Records, Cassettes and Compact Discs

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LIFESTYLES

THIS YEAR'S MODELS

More Station Wagons, Four-Door Jeeps Coming To America's Showrooms

Since Chrysler introduced the first "minivans" in 1983, sales of station wagons have fallen 28%. According to recent *Wall Street Journal* reports, only 635,000 wagons were sold in the US last year (compared to the 844,000 minivans that were driven off showroom floors). However, that stat is sure to change, and here's why:

Seeing as how the minivan market has become more competitive and crowded, several auto makers are looking at station wagons as a family-sized marketing alternative. New models to look for in 1990 include a wagon version of Honda's Accord and an updated wagon version of Ford's subcompact Escort. GM also plans to debut a new station wagon this

year.

Meanwhile, Volvo (a company that depends on wagons for one-third of its US sales), Subaru, and Peugeot are each counting on aggressive advertising campaigns (stressing a wagon's superior safety features) to continue to woo US consumers.

Jeeps (Not Jeeps)

Car buyers will also have more models of sports/utility vehicles to test drive this year as several manufacturers are planning to roll out four-door versions of the four-wheel-drive autos.

Look for Chrysler's Cherokee, its Jeep subsidiary's longtime market-leader Wagoneer, Mitsubishi's Montero, Isuzu's Trooper, Nissan's Pathfinder, and Toyota's 4Runner to be joined by a four-door version of GM's Blazer, Oldsmobile's upscale Bravada, and Ford's new Explorer.

With visions of increased sales dancing before their eyes, auto makers could put 500,000 four-door jeeps on the market in 1990 — a 200,000 unit increase over last year's figures.



JACKSON'S JOYSTICK IN ACTION — Michael Jackson pits video images of himself (top left and right) against similar computer-generated likenesses of ghoulish spiders and kidnapping kingpin Mr. Big (top center).

MICHAEL JACKSON'S CO-CREATIONS

'Moonwalker' Computer Game Coming In July

When the despicable Mr. Big kidnaps the good children of the world, who you gonna call? Why, moonwalking Michael Jackson, who else! And, beginning in July, you, too, will be able to send a video image of the singin' superstar on electronic adventures of derring-do by simply playing Sega Of America Inc.'s "Moonwalker" computer video game.

Co-created by Jackson himself, the "Moonwalker" game is loosely based on the entertainer's "Smooth Criminal" video and "Moonwalker" film, and features detailed animation based on actual film footage. The game also incorporates the hit songs "Beat It," "Bad," and "Dirty Diana," and even features a likeness of Bubbles the chimp!

Using a joystick, players can maneuver the Michael figure through some of his more famous dance moves — including the "Lean" and the "Moonwalk" — as it takes familiar characters from the singer's popular videos (the aforementioned Mr. Big, street toughs, "Thriller" ghouls, etc.). The computer image can also be made to transform itself into a giant robot, kick, spin, slide, and throw a "magic" hat.

The Genesis system-compatible game — list priced at \$49 per copy — will also be available in arcade versions. For more info, phone the San Francisco-based company at (415) 742-9300.

Survey: Today's Franchisees Are Wealthier, More Educated

Today's typical prospective franchise owner — once perceived as a blue-collar worker — has a higher income level, more education, and more business experience than his counterpart of five years ago.

According to a recent survey of 229 franchise companies conducted

by the Chicago-based franchise consulting firm Francorp and DePaul University, today's prospective franchisee makes an average annual income of more than \$67,300.

About 80% of the companies said this income is higher today than it was five years ago, and 82.8% said the prospects' net worth is higher as well.

Furthermore, 84.7% of the surveyed companies said the average prospect has some college education, and 43.6% of them have bachelor's degrees. They're generally more educated than those of five years ago, said 61.2%.

About 69% of the surveyed firms said prospective franchisees have more business experience than in the past. The typical candidate is 35 to 50 years old, according to 84% of the respondents.

Coors Plunges Into Bottled Water Market

Taking aim at America's lucrative bottled water market, US beer giant Adolph Coors Co. has recently begun test-marketing "Coors Rocky Mountain Sparkling Water."

According to the Beverage Marketing Corp., the US market for bottled water has not only tripled in volume to 1.8 billion gallons during the last decade, but also continues to grow by 9% annually.

Coors' new thirst-quenchers are available in unflavored, lemon-lime, and cherry-flavored varieties, and are currently being tested in Arizona and Northern California — regions that represent some of the most competitive bottled water markets in the nation. The non-alcoholic beverages are also being tested in company's home state of Colorado.

CHRONICLE

Marriages:

Westwood One Sr. Sales Asst. Nancy Cosenza to John DiSchiavi, November 18.

Born To:

Columbia recording artist Carlos Santana, wife Debbie, daughter Angelica Faith, December 21.

Talking (Unlisted) Numbers

If your station does a lot of call-out research, and your target audience includes the desirable 18-34 demo, you may be interested in the following factoid.

A recent study conducted by Fairfield, CT-based Survey Sampling discovered that 49% of the adults interviewed in households with unlisted phone numbers were between 18 and 34 years old. Fortunately, this doesn't affect stations that use random dialing methods.

The Best CHR Jingle Package in New York City is now the Best CHR Jingle Package in Los Angeles!

The Package:

WPLJ

The Jingles

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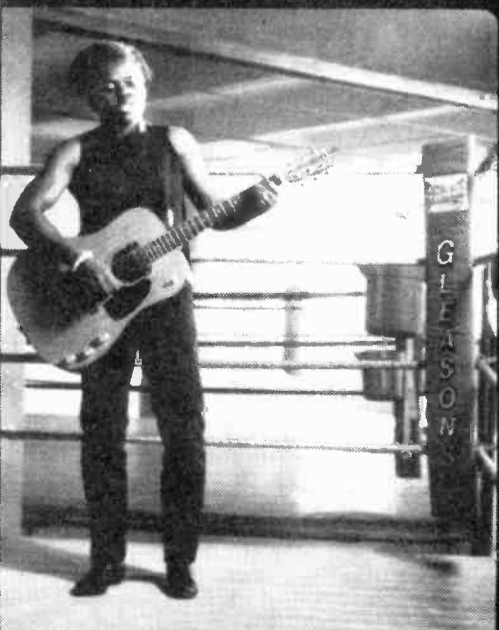
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The committment is real.
The time is now.

Produced by David Kershenbaum and Tracy Chapman for SBK Record Productions, Inc.
Management: Elliot Roberts



On Elektra cassettes, compact discs and

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TECHNOLOGY

Car Radio Seeks Favorite Formats — Automatically!



You're driving your car on an extended journey. The signal from your favorite station begins to fade. You start to fumble with the tuner. Nothing but static pours in from weak stations. You try to keep your eyes (and attention) on the road, while frantically searching for your favorite format. Sound familiar?

To combat this woeful highway song, Technics has introduced the "CQ-ID90" car stereo (pictured) — a state-of-the-art AM/FM/cassette unit that automatically searches for stations that play your favorite kind of music.

Tuner 'Knows' Radio

The CQ-ID90 features a unique "ID Logic" unit that stores frequency and format data on more than 4500 AM and 4900 FM stations covering some 5100 US cities (virtually every city with a population of 10,000 or more). Each of the tuner's six preset buttons can be programmed to search for stations within six separate formats, and the entire unit is pre-programmed for the city in which you live (upon installation).

As you drive, simply tell the radio which direction you're heading (north, south, etc.), indicate which format you want to hear, and the CQ-ID90 will roam the dial, searching for the strongest of those particular stations. Once it locks onto a signal, the radio displays the station's call letters as well as the city and state in which the station is located. (Note: the tuner only stores information on stations with broadcasting power of 1 kw or more. "Weaker" stations can be tuned in manually.)

Retail priced at \$799, the unit also features seek and preset scan modes as well as an automatic store function and a full-logic cassette deck. For more info, call the Secaucus, NJ-based company at (201) 348-7000.

UNDER \$500

Fax Machine Prices Falling

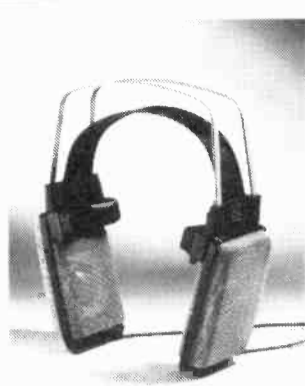
Fax machines are popping up in offices around the country faster than you can recite your fax number. About 1.3 million units were sold last year — up from 475,000 in 1987 — and market researchers expect sales of three million units by 1993.

Consequently, prices are dropping nearly as fast. A fax machine by Murata Business Systems, list-priced at \$899, is selling for \$499 at several stores. Goldstar says it will start selling faxes later this year,

and analysts predict the firm's \$800-\$900 machine will sell for less than \$500.

International Hi-Tech Control Systems debuted a fax machine with a retail price of \$499 during the Consumer Electronics Show earlier this month, meaning the machine probably will sell for less than that.

The next company to break the fax price barrier could be Pac Tel Products. The firm is developing a \$299 machine, due on the market in about a year.



Natural — Sounding Headphones

With an ear toward recreating the spatial dimensions of natural noises and live music, Stamford, CT-based AKG Acoustics Inc. recently unveiled its "K 1000 Reference Listening System" headphones (pictured).

Unlike many conventional headphones (which completely cover the ear), the K 1000's earphones are hinged and can be angled away from the ear. The swiveling effect allows for a natural time delay that creates balanced, natural stereo imaging. Furthermore, the special design permits the phones to function like a pair of loudspeakers floating in front of the user's ears.

The K 1000 model also features an acoustically transparent transducer that eliminates the resonance of air volume usually found in the ear cups and cushions of conventional headphones. (Instead of ear cushions, the K 1000 sports adjustable, leather "temple pads").

Interestingly, the K 1000 was designed to plug directly into an amplifier/receiver's loudspeaker jack rather than the headphone jack, allowing for the best sound possible. List price: \$895. For more info, call the company at (203) 348-2121.

CES Shows DATs A Fact

Although it's not here yet, digital audio tape (DAT) technology is reeling its way toward US households. Several top consumer electronics manufacturers recently demonstrated working models of the controversial home-taping systems at the Consumer Electronics Show in Las Vegas, and promise to deliver DAT products by year's end.

Teac plans to make its "R-1" DAT machine available in April (for about \$7000), and you can look

for Technics to unveil its "SV-DA10" DAT player/recorder this summer (for some \$1300). Sanyo, Denon, Pioneer, and Sony also demonstrated DAT prototypes at the show.

There is, however, at least one potential drawback: Congress has yet to issue a final word on the previously reported (R&R, 8/4/89) compromise copy-protection agreement between the RIAA and the Electronic Industries Association.

Sony Adds Sound

To Still Video Camera

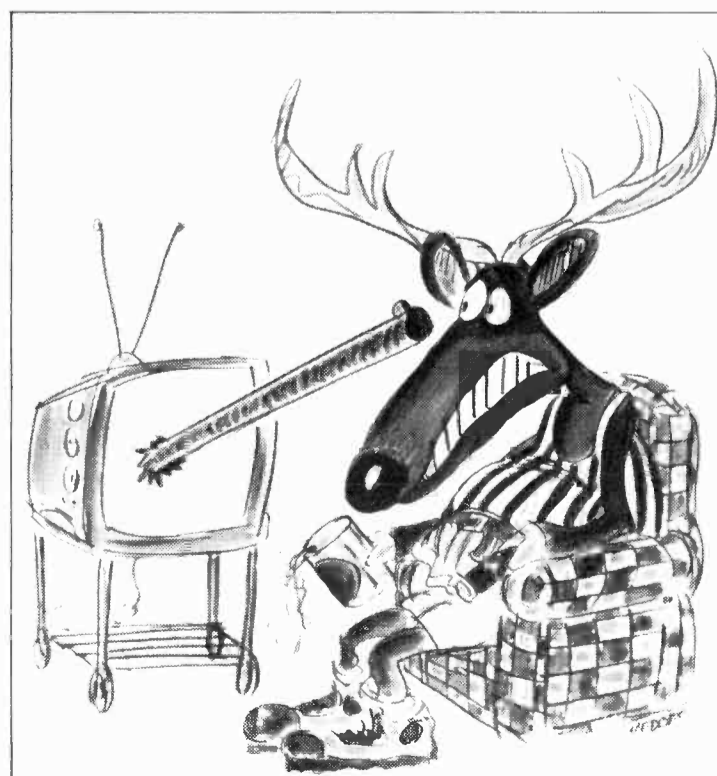


The "Sound Mavica" still video camera, recently introduced by the Sony Corp., is capable of recording pictures and approximately ten seconds of sounds that can be played back through any television.

Up to 50 images (25 with sound) can be recorded on a reusable two-inch floppy disk. A buzzer lets the user know when a picture has been taken and when the disk is full.

By hooking up the unit's playback controller (not pictured) to a TV set, viewers can erase tracks and audio, dub new audio, or replace previously recorded sound. The controller allows for either manual or automatic playback.

The palm-sized camera ("Model MVC-A10") weighs about 1.5 pounds, and comes with the MAP-T2 playback controller. The system will debut next month at a suggested retail price of \$850. For more info, call the company at (212) 418-9427 or (201) 930-6432.



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most from your ad dollar—how to produce a custom commercial (or license a syndicated spot) for your station that will stand out from the other spots in a commercial break and get the people you're trying to reach to turn on your radio station. And—most importantly—do it within your budget. Let Image Point show you how to "Get More Bang For Your Buck."

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For further information, contact your Westwood One representative now at (213) 840-4244, in Canada at (416) 597-8529, FAX (213) 204-4375 or Telex 4996015 WWONE.



WESTWOOD ONE RADIO NETWORKS



D.J. Mitsch

Mitsch Joins WWMG As VP/GM

Voyager has transferred five-year WRDU/Raleigh GSM Dorelyn "D.J." Mitsch to its Gold WWMG/Charlotte as VP/GM. She succeeds Tom Hunt, who has left the station.

Voyager Chairman Carl Venters Jr. told R&R, "D.J. was chosen because she presided over the growth of WRDU as a startup station. The station went on in September 1984 and in 1989, it was the top-billing station in the market. She was ready to make the move as a GM and has a good sense of programming."

Voyager President Jack McCarthy added, "D.J.'s earned this promotion by consistently exhibiting sound leadership and management in her role at WRDU."

Mitsch, who was unavailable for comment at presstime, joined Voyager after serving three years as GSM of Capitol Radio Networks/Raleigh. She was also GSM for WKZL/Greensboro.

WNLT & WHBO Set Malone As GSM

KOY/Phoenix GSM Kevin Malone has accepted a similar position at Metroplex AC/Gold combo WNLT & WHBO/Tampa, where he'll direct a seven-member staff. Malone succeeds Randy Braun, who has left the stations.

Malone told R&R, "I'm looking forward to coming home and leading an experienced and profession-

Davis Upped To GM At CKLW & CKMR

Sandy Davis has been upped from OM to GM at MOYL/Gold combo CKLW & CKMR/Windsor (Detroit). Station President Terry Coles relinquishes his acting GM duties.

Davis told R&R, "This is really a recognition of my previous responsibilities. CKLW probably still has one of the three biggest signals in the world. CKMR is playing favorites from the '50s, '60s, and a little from the '70s. We're pretty happy with what's been happening with both formats. The reaction to CKLW has been outstanding. We're locked in a savage oldies fight on FM, and we're determined to stay in the format."

He continued, "Lee Gillette has joined CKMR to do mornings, replacing Deano Day. Deano owns a station in Fenton (near Flint, MI) and will be doing mornings there."

Prior to joining the combo approximately one year ago, Davis programmed CKY/Winnipeg; CKSL/London, Ontario; and was Assoc. PD at CFTR/Toronto.

McElroy Named GSM At KKBT

KKBT/Los Angeles has promoted Sales Manager Greg McElroy to GSM, a new post at the Evergreen Media outlet.

Evergreen Exec. VP & KKBT President/GM Jim deCastro commented, "As our company grows and acquires more radio stations, we're proud to promote from within. Evergreen encourages upward mobility and Greg has demonstrated a desire to win in Los An-

gel staff into the '90s. We're not getting hurt by what's happening here (the WFLZ (Power Pig)-WRBQ (Q105) battle). This station has been doing very well, and I hope to maintain it. It's the third biller in the market right now."

Prior to joining KOY, Malone was WNLT & WHBO's LSM for two years and was an AE at WRBQ.



Steve Heldt



Ann Litin



Wendy Kenny

Elektra Sets Three In Sales Heldt, Litin, Kenny Named Nat'l Directors

Elektra Entertainment has appointed Steve Heldt to Director/National Sales; Ann Litin to Director/National Singles Sales; and Wendy Kenny to National Sales Director/International Classics. All will report to VP/Sales Kenny Hamlin.

"I'm pleased to be beginning a new decade with this trio of appointments," commented Hamlin. "Steve, Ann, and Wendy are each extremely well-versed in a particular sales sector. It's very exciting to be entering a new era with such a dynamic and enthusiastic team."

Heldt was most recently National Sales Director at Chrysalis. He entered the record business in 1977

as an inventory and merchandising specialist at PolyGram, eventually becoming a Sales Manager.

Litin joined Elektra in 1985 as an assistant in Sales & Marketing, segueing to Nonesuch as Sales Coordinator before becoming Elektra National Singles Sales Manager in 1986.

Kenny comes to Elektra from PolyGram, where she worked in a variety of capacities since 1979. She also managed Tower Records' first classical outlet in Los Angeles.

Stewart Tapped As WMXC PD

WMYI/Greenville programmer Robb Stewart has joined AC WMXC/Charlotte as PD. He succeeds Bruce Buchanan, who resigned from the EZ Communications station.

WMXC GM Jake Gurley told R&R, "We had Robb come into the market a few weeks ago to listen and give us an overview. When we read what he'd written, we were totally blown away. It was as if we'd written it ourselves. His grasp of the market and our strengths and weaknesses was extremely impressive."

Stewart added, "It's an outstanding opportunity with an outstanding company. EZ Communications is legendary for giving programmers support and ammunition to get the job done."

Stewart has programmed WRAL/Raleigh, WRKA/Louisville, KSMG/San Antonio, KITY/San Antonio, and KHFI/Austin.

Virgin Promotes Castagnola, Fried To New Sales Posts



Joyce Castagnola



Diana Fried

Virgin has named Joyce Castagnola Director/National Sales and Diana Fried Director/National Singles Sales. Castagnola will direct the Virgin field sales staff and interact with all WEA sales branches and national accounts. Fried will be responsible for all aspects of single sales and distribution.

Virgin Sr. VP/GM Jim Swindel commented, "Joyce's hard work and dedication have earned her this appointment. She's been invaluable in her regional efforts and has developed a wonderful working relationship with the western re-

gional account base."

Regarding Fried, he said, "Diana has been involved with Virgin virtually since the beginning. Her attention to detail and great follow-through certainly helped us in getting the label up and running."

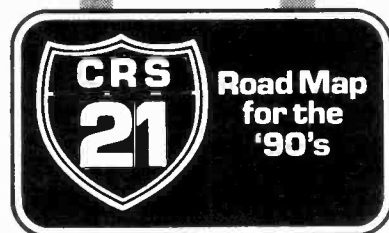
Castagnola joined Virgin in 1987 as West Coast Regional Sales Manager. Prior to that she was Director/Product Marketing for Warehouse Entertainment.

Fried previously was Swindel's assistant at Virgin and Island, before being named Sales Operations Manager in 1987.

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CHR IS GETTING HEAVY.

▼ "GYRLZ, THEY LOVE ME" ▼

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HEAVY D. & THE BOYZ

THEY'VE HIT THE BIG TIME!

BIG Tyme THE PLATINUM-PLUS #1 ALBUM THAT WON'T BE IGNORED

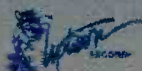
WE GOT OUR OWN TANG THE TOP 10 HIT THAT STARTED IT ALL

SOMEBODY FOR ME THE 2ND TOP 10 SINGLE THAT PAVED THE WAY TO PLATINUM

GYRLZ, THEY LOVE ME READY TO TAKE HEAVY D. & THE BOYZ DOUBLE PLATINUM

PRODUCED BY MARLEY MARL AND HEAVY D. MANAGEMENT: UPTOWN MANAGEMENT

UC CHART: DEBUT **37**
59 UC REPORTERS — 63%



IMMEDIATELY ON:
V100
WHY? TV
KWEL

Radio

● **BRIAN WRIGHT** has been named VP/Programming at Leighton Enterprises. He was formerly OM at KXEL & KOKZ/Waterloo-Cedar Rapids, IA.

● **ED GROPPPO**, GM of KHOP/Modes-to-Stockton, CA, adds VP stripes at parent Fuller-Jeffrey Broadcasting. Concurrently, **DONALD KIRKISH** is named Corporate Controller after three years with the company.



Ed Groppo Brian Wright

● **RON ELLIS**, WQIK/Jacksonville acting PD/MD, has been promoted to PD.

● **JIM WILKINSON** is upped from GSM to Station Manager at KMIX/Modesto, CA. Also at the station, AE **KAREN WOLFF** becomes Sales Manager.

● **BILL ROTH** joins WLYT/Haverhill, MA as GM. He had been GM at KLIO/Clinton, IA.



Bob Cole Brad Neufeld

● **BOB COLE** is now General OM at KVET & KASE/Austin. He had been PD/morning man at crosstown KKMJ.

● **JULIE ROBERTS** moves to WMAQ/Chicago as Marketing Director. She had been Marketing Manager at Jim Beam Brands Company.

● **TERRY SWAIM** succeeds **D.J. MITSCH** as GSM at WRDU/Raleigh-Durham. Mitsch goes on to become VP/GM of WWMG/Charlotte; Swaim had been WRDU's LSM.

● **KAREN AVANT** has been appointed Promotions Coordinator at WWRL/New York.

● **RHODA BOHRER** becomes GSM at WGIR/Manchester, NH. She previously served in the same capacity at WCOD/Cape Cod, MA.

● **E. BRANDT GUSTAVSON**, Exec. VP/COO of Transworld Radio, is named Exec. Director of the National Religious Broadcasters. He succeeds **Dr. BEN ARMSTRONG**.

Records

● **BRAD NEUFELD**, Director/Special Projects at Elektra Entertainment, adds VP stripes.

● **DAN MCGILL** is now Sr. VP/Finance at MCA Music Entertainment Group. He had been the company's VP/Finance.

● **STEVE HOLMBERG**, Director/Planning & Information Systems at Enigma Entertainment, becomes VP/Finance & Administration.

● **LISA VENTURA** joins Virgin Records as West Coast Publicity Manager. She was formerly Publicist at PolyGram Records. Also new to the Los Angeles office is Publicity Asst. **CHRISTINE KILYK**.

Joining the New York office is **SHAWN MCCORMACK** as East Coast Publicity Manager. She had been Publicist at Elektra.

● **KIM JAKWERTH** is named Manager/Publicity, West Coast at Arista Records after nearly two years with the label. Joining Arista/Nashville is **KEVIN ERICKSON**, who becomes Northeast Regional Promotion Manager. He was previously Manager/Sales & Marketing at BMG Distribution.

CHANGES

Suzin Chiola is named Director/Office Services at Katz Communications.

Mike Abel and **Robin Gordon** have joined WRKO/Boston as AEs.

Howard Tuuri is now an AE at WPCH/Atlanta.

Francis Horkavi joins WLS/Chicago as an AE.

Violeta Alano-Strash becomes an AE at KING-AM & FM/Seattle.



Lisa Vega Michelle Taylor

● **LISA VEGA** is now Manager/West Coast Publicity at Atco Records. She had been a Sr. AE at McMullen/Dozoretz Associates.

● **MICHELLE TAYLOR** joins PolyGram Records as Manager/National Jazz Promotion. She formerly held a similar position at EMI Records.

● **TOM CALLAHAN** moves from Promotion Manager/Special Projects to National Promotion Manager/Adult Formats at IRS Records.

Industry

● **STEVE SEIDMON** is upped from VP/Research to VP/Programming at MTV: Music Television. Also at the company, Director/Program Publicity **CAROLE ROBINSON** is elevated to VP/Press Relations.



Steve Seidmon Rick Shoemaker

● **RICK SHOEMAKER** joins Warner/Chappell Music as Sr. VP/Creative, USA. He was previously Creative Services Director at MCA Music and Managing Director of MCA's UK arm.

● **JEFF DAVIS** is named Sr. Consultant at the consulting firm Jay Mitchell

Associates. He was most recently PD at KIKX-FM/Colorado Springs.

● **GARY BORMAN** has formed Borman Entertainment, an artist management company. He was formerly a partner in Borman/Sternberg Entertainment.

● **ERIC COLES** is upped from Administrative Asst. to Assoc. Director/Writer-Publisher Relations at BMI.

● **STEVE PEQUIGNOT** is now Systems Sales Manager at A.F. Associates, a builder of turnkey broadcast systems. He was most recently an independent television systems consultant.

— Holly Sklar

PROS ON THE LOOSE

Tony Angelo — Morning show producer KRBE/Houston (713) 977-5325

Glenn Beck — Mornings KRBE/Houston (713) 496-3579

Ron Bowen — PD KRSP/Salt Lake City (801) 942-5154

Bill Burks — VP/Product Development Capitol Records (213) 467-5361

Bill Cherry — Overnights KYAK/Anchorage (805) 642-6042

Dennis Day — PD WQXY/New Orleans (504) 641-2850

Andy Hall — MD KDWZ/Des Moines (515) 284-0845

John Kettering — Afternoons KKCY/Portland, OR (503) 669-0671

Jim Kressler — Research Dir. WPLJ/New York (201) 857-9560

Peter Lloyd — PD WBRD & WDUV/Tampa-St. Petersburg (813) 795-1182

Paul Mitchell — PD KPOI/Honolulu (808) 955-1844

Mimi Monroe — Middays WAPE/Jacksonville (904) 246-8314

Kevin Morton — PD WAZY/Lafayette, IN (317) 497-4553

Steve O'Neill — Mornings KMZQ/Las Vegas (702) 438-3958

Charlie Quinn — PD KHYI/Dallas (214) 733-0581

Stacie Seifrit — Promotion Dir. WQHT/New York (212) 721-1519

R&R TIMELINE

Jon Konjoyan spun into the record business doing National Secondary Top 40 Promotion for RSO Records in 1978. He segued to A&M in '81 in the same position, leaving in 1984 to handle music research for Paramount's "Entertainment Tonight." Five years ago today he rejoined A&M as Director/Singles Promotion AC, where he and brother Dave are currently working the John Tesh single.



Jon Konjoyan

1 YEAR AGO TODAY

- Al Coury elevated to Geffen Records GM
- Scott Shannon accepts Westwood One VP/Radio post
- Steve Woods nails down KACE/Los Angeles PD chair
- Larry Berger named KIOI/San Francisco PD
- WIOQ/Philadelphia junks Gold for CHR/Dance

5 YEARS AGO TODAY

- Brian Bieler appointed Viacom Radio President
- John Moen tapped as WASH/Washington PD
- Tom Jeffries named WGCL/Cleveland PD
- Mark Bolke returns to KPKE/Denver PD helm

10 YEARS AGO TODAY

- Dan Mason named KFMK/Houston GM
- Charlie Kendall returns to WMMR/Philadelphia as PD
- KWST/Los Angeles hires Ted Ferguson as PD, Boyd R. Britton as ND
- Susquehanna acquires KLIF/Dallas and changes KPLX/Dallas from AC to market's eighth Country station

15 YEARS AGO TODAY

- Steve Popovich joins Epic as VP/A&R
- John Sebastian named KDWB/Minneapolis PD
- KFMB-FM/San Diego goes CHR with Bobby Rich as PD

— Hurricane Heeran

Chick's Night At Blue Note



GRP brass and artists flocked to a recent show by the Chick Corea Akoustic Band at NYC's Blue Note. Joining Corea (third from left) at the famed jazz club were (l-r) band member John Patitucci, manager Ron Moss, GRP Co-President Larry Rosen, labelmate David Benoit, and the band's Dave Weckl.

A&M's Giant Tears Up Roxy



A&M execs and other bigwigs joined Giant after the band's big performance at L.A.'s Roxy. Posing in the huge green room were (front, l-r) the band's Mark Oakly, Bud Prager Management's Rich Totoian, KLOS/L.A. air talent Brian Kelps, and the label's Tammi Shawn, Rob Gold and VP Jeff Gold; (back, l-r) A&M Sr. VP Charlie Minor, Giant's Mike Brignardello and David Huff, label VP/GM Al Cafaro, and the band's Dann Huff and Alan Pasqua.

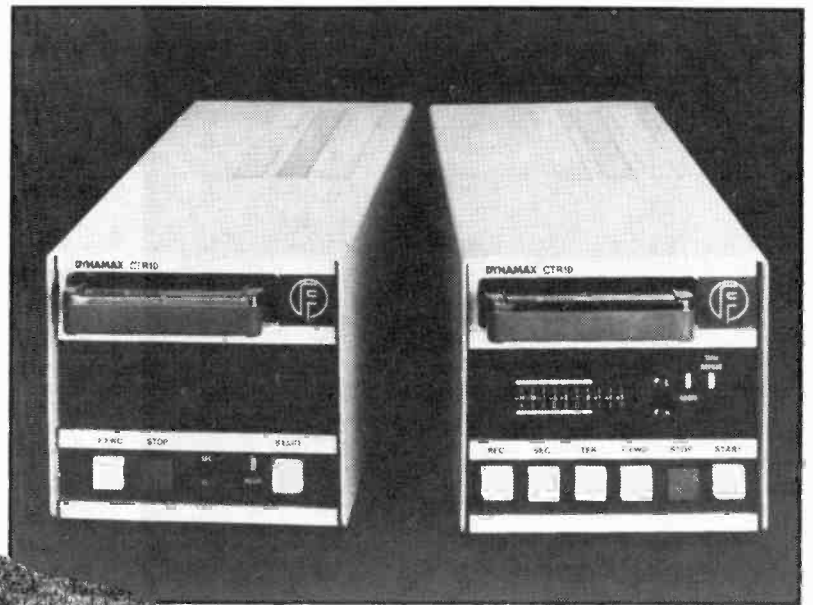
GO WITH THE WINNERS.

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MADONNA
"KEEP IT TOGETHER"
 THE NEW SINGLE

NEW & ACTIVE

#1 MOST
 ADDED
 136/126



STREET TALK®

Allen Eyed At Island

Now that **Island VP/Promo Bob Catania** has tendered his resignation, whoever picks him up will most likely have to *buy him out of his existing deal*. **Charisma** remains Catania's most likely landing place.

Meanwhile, Island Prez **Mike Bone** is eyeing VP/AOR **Andy Allen** for the empty VP/Promo slot. People say Bone also talked to **Chrysalis VP/Promo Tom Gorman**, but he just inked a fat three-year deal with the Butterfly.

Regarding those rumors of **WB A&R** honcho **Michael Ostin** joining **Irving Azoff's** new venture as President . . . They're exactly that (for now).

Ostin is under a heavy contract and — given the way labels are fighting to keep executive talent these days — expect WB to offer Ostin a promotion and more \$\$\$ before this one's put to bed.

DIRe Stralts

Industry insiders say **DIR Broadcasting** is under a severe financial strain that could affect operations as soon as today (1/26). Along with its Page 1 problems, the company supposedly lost a wad on last year's PPV **Who** reunion concert. Then there's also the matter of a substantial debt service, owing to its buyback from **Lorimar** two years ago.

ST hears **PolyGram** Exec. VP/West Coast GM **Harry Anger** will soon be named **Motown's** COO, reporting to Prez **Jheryl Busby**.

Pyramid has put **WPXY-AM & FM/Rochester** and **WHTT-AM & FM/Buffalo** on the block. Head honcho **Richie Balsbaugh** is eyeing a Top Ten market station that may be quietly going up for sale.

WB has decided to exercise its option and purchase the other 50% of **Tommy Boy Records**. The Bunny bought the first half in 1985. **Tommy Boy** President **Tom Silverman** will reportedly remain in charge and will likely become a WB VP.

ST hears a lucrative new deal is in the works for **RCA VP/Promo Butch Waugh**. Don't look for him to leave the House Of Nipper.

Although **Nationwide** has denied that **KWSS/San Jose** is for sale, fresh rumors have **WKZL/Winston-Salem** on the block. 'KZL PD **Chuck Holloway** denies those, too.

Look for **EMI VP/Promo Jack Satter** to get his Sr. VP stripes next week. Meanwhile, **EMI Nashville** rep **Chal Martina** relocates to the Dallas region, as the label will now cover Nashville out of Atlanta.

Expect **Evergreen Media** Exec. VP (and **KKBT/L.A.** President/GM) **Jim deCastro** to be promoted to Exec. VP/COO within the next two weeks.

Along with trying to find a new monicker for their label, **Hollywood Records** honchos **Peter Paterno** and **Wes Hein** are talking distribution with **CEMA** and **PolyGram**. And . . . ST hears there's a possible deal through **Elektra Entertainment**.

In the meantime, Paterno and Hein are heading east to talk to candidates for the VP/Promo slot. Latest additions to the Hollywood A&R lineup: **Disney** Production Music Coordinator **Laura Ziffren** and **Steve Jones**, formerly lead singer from **Elektra** act the **Unforgiven**.

Rumors persist that **Arista VP/Promo Rick Bisceglia** is about to make a move. Could a new contract with Arista stop wagging tongues shortly?

Talk O' The Town

Guns N' Roses guitarist Slos, er, **Slash's** command of the English language at Monday's American Music Awards caused **Y107/Nashville**, **WKZL/Winston-Salem**, and **WZPL/Indianapolis** to pull all GNR's music, based on community standards and the band's image.

Geffen GM **Al Coury** told ST: "The band is what they are. No one's going to change them. We can't tell any of our acts what to say. Maybe they were overexcited about winning, but taking their music off the air deprives your audience of hearing the music they want to hear. It's not as if they committed murder."

Incidentally, ST hears that award-winner **Paula Abdul's** Studio City, CA apartment was broken into while she performed at the AMA. Said to be a lotta cash 'n' jewelry missing. Hmmm, sounds like an inside job.

Look for **KRQ/Tucson** GM **Clancy Woods** to join **Energy 96.7/Houston** when the latter's sale to **Nationwide** is done — pending **FCC** approval — in April or May. Expect VP/GM **Susan Hoffman** to look for a West Coast gig.

Continued on Page 34

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(213) 553-4330

WHITESNAKE

"THE DEEPER THE LOVE"



Breaker!
R&R CHR: Debut 35!
 R&R Track: 7-5!
 #3 Most Requested



Nationwide Tour Coming In February!
 Album Sales Exploding — Over 2,100,000
 Units Sold!

AEROSMITH

R&R CHR: 11-9!

#5 Hottest!

Major Market Explosion:

Z100 9 (hot)
 WAVA 6-4 (hot)
 B94 7-5 (hot)
 WBLI add
 WZPL 5-3 (hot)
 WPLJ 9-6 (hot)
 WEGX 17-12 (hot)
 Z95 19-15
 B97 add 29

KZZP debut 30
 PIRATE 1-1 (hot)
 KXYQ 1-1 (hot)
 KPLZ 9-7
 KBEQ 10-6 (hot)
 Q102 5-3
 WKBQ 7-3
 KUBE 16-11
 X100 16-12
 WZOU 10-8
 Q107 19-15 (hot)
 PWR99 18-15
 WMJQ 21-16
 PRO-FM 23-19

Saturday Night Live February 17!

MTV: Heavy! Now On Tour!

#4 Most Requested

"JANIE'S GOT A GUN"



KYLIE MINOGUE

"Wouldn't Change A Thing"



Active At:

KUBE add

KISN add

WIOQ deb 20

KJ103 deb 29

SLY96 deb 39

WWCK 36-33

Y107 add

KNMQ add

KFBQ add 40

99WGY add

G98 add

WHTO add

Y107 add

KTRS add

KZZB

FLY92

WHHY

KF95

KCAQ

KKXX

KSND

HE'S GOT WHAT YOU NEED!

The Diabolical BIZ MARKIE

"JUST A FRIEND"



NEW & ACTIVE
ONE OF THE "MOST ADDED"
80/36

- | | |
|-------------------------|------------------------|
| B104 11-6 hot | FM102 27-15 hot |
| B96 30-17 hot | WYCR 35-24 hot |
| WHYT 22-12 hot | KZOU deb 26 hot |
| KOY-FM 23-16 hot | KBFM 40-33 hot |
| KKLQ 8-7 hot | WRVQ 25-17 hot |
| WIOQ 4-4 hot | WOVV deb 25 hot |
| WPGC 13-5 hot | WMHE add 24 hot |
| PWR96 9-7 hot | B95 35-19 hot |
| KKFR 26-17 hot | HOT96 26-18 hot |
| KGGI 1-1 hot | |

- | | | |
|-------------|-------------|---------------|
| WZOU 30-26 | KRBE 25-21 | KS104 add |
| WKSE add | B97 deb 28 | HOT97 add 34 |
| WEGX 25-22 | KITY 30-25 | HOT102 add 35 |
| B94 add | KTFM add | HOT949 add |
| KKBQ deb 28 | WPHR add | KMEL 11-10 |
| X100 add 30 | KBEQ deb 25 | |

From The Album **THE BIZ NEVER SLEEPS**



© 1990 Warner Bros. Records Inc.

STREET TALK®

Continued from Page 32

WTG National Promo Director Steve Brack exits. Reach him at (818) 363-1901.

After five months, PD **Bob Craig** and AC **WEAZ/Philadelphia** have agreed to disagree. Reach Craig at (215) 688-4339.

ST hears that the **Eagles** will reunite, with a possible tour in 1991. Group leaders **Don Henley** and **Glen Frey** will collaborate on two new songs for an Eagles boxed set, to be released on **Elektra** in November.

WLTW/NY's morning man **Batt Johnson** exited Friday (1/19), replaced by **Bill Buckner** from **WEZN/Bridgeport, CT.**

Two months into the gig, **WMXP/Pittsburgh** PD **Tom Graye** is gone. No replacement announced, but morning man **Rich Hawkins** has been named interim PD at the AC outlet. Expect Graye and a partner to surface doing AM drive in a medium market soon.

Look for Country **WQXY/New Orleans** to change formats in late February. Could the **Stoner Broadcasting** outlet be looking at a New Rock or Z-Rock direction? In any event, PD **Dennis Day** will exit after February 15, and the airstaff has been invited to "audition" for the new format.

The new **Polydor** promo rep in Seattle is **Michael Stein**, formerly at **Geffen** and most recently an air talent at CHR **KUBE/Seattle**. He replaces **Susie Tennant**, who segues to **Asylum** to cover the Pacific Northwest.

Also, Polydor L.A. Regional Promo Manager **Connie Young** will leave the label (effective 2/28) to pursue other interests. Reach her at (818) 766-4748.

KKRZ/Portland taps night rocker **Bill Kezley** as its new MD. **Connie Breeze** steps down to concentrate on her show.

Former **Columbia** Chicago rep **Mark Westcott** has joined **Motown** as Associate Dir./Nat'l Promo, based in the Windy City.

Veteran AOR PD **Dave Lange** has joined **Fred Jacobs's** Detroit-based **Media Strategies** consultancy. Lange, formerly PD at **WSHE/Miami** and **WDVE/Pittsburgh**, exited **WLAV/Grand Rapids** last November after five years.

Make Room For Turtles

Classic Rock **WXRK/NY** has inked **Mark Volman & Howard Kaylan** — better known as **Flo & Eddie** — for PM drive. To make room for the former **Turtles**, **Tony Pigg** moves to middays, **Meg Griffin** heads to evenings, **Jimmy Fink** takes over nights, and **Jo Maeder** shifts to swing.

KPOI/Honolulu PD **Paul Mitchell** resigns after 18 months to pursue other interests. He can be reached at (808) 955-1844. AM driver **B. Rock Whaley** is acting PD.

Look for **Mercury** Nat'l Mgr./Secondary Promo **Andy Szulinski** to become Nat'l Director/Secondaries real soon.

WMAD/Madison PD **Paul Marszalek** has landed the much-desired night jock opening at **KBCO/Denver**. 'MAD consultant **Tom Teuber** will handle interim PD duties.

Former **WPLZ/Petersburg, VA** MD **Chris Berry** will join **A&M** as its mid-Atlantic rep, based in DC.

WLVQ/Columbus, OH and PD **Buzz Knight** have agreed to part company. Knight will remain at 'LVQ until his replacement is named or until he secures a new gig.

As tipped in ST a few weeks back, **KRLA/L.A.** morning star **Charlie Tuna** has exited after nearly ten years with **Greater Media**. Tuna formerly did wakeups on FM sister **KBZT** (now **KLSX**).

Rich Garcia, KAZY/Denver MD for the past two years, is exiting to pursue a label gig. Reach him at (303) 443-5319.

Monkeyin' Around

Last Thursday (1/18), Rock-CHR **WROQ/Charlotte** changed calls to **WZZG**, "Gorilla Radio." The station played **Peter Gabriel's** "Shock The Monkey" for 19 hours straight to debut its new mainstream CHR presentation. Simultaneously, AM sister **WAES** became **WROQ** and switched to Z-Rock.

Market speculation is that **WZZG's** action is a preemptive maneuver — rumor has it that crosstown Country **WLVK** will go CHR when **Trumper Communications** takes over in early February.

Meanwhile, 'LVK VP/GM **Mike Buxser** segues to Country **WFMX/Stateville, NC**, which covers Charlotte.

Atco Assoc. Nat'l/Album Dir. **Jeff Hackett** resigns to join **Geffen** in Dallas. He replaces **Mark Niederhauser**, who recently jumped to **Motown** as Field Director/Nat'l Promo. Replacing Hackett at **Atco** will be **IRS** West Coast Regional Promo rep **Ron "Jetson" Poore**.

Hot 97/NY Promo Director **Stacie Seifrit** exits after a year on the gig. Reach her at (212) 721-1519. **Power 99 (WUSL)/Philly** Promo Director **Brian Marks** replaces Seifrit, and the vacant Promo Coordinator slot goes to station Promo Assistant **Frank Lemmiti**.

Production Director **John Gary** becomes the new PD at Urban **WWKX/Providence**, and weekender **John Rhodes** nabs the MD throne.

WYNF/Tampa has reinked morning men **Ron Bennington & Ron Diaz** to a new longterm deal, killing rumors they were headed for L.A. or Philly.

Elektra has named **Jon Pernick** its first Regional Director/Alternative Promo & Marketing, covering the South. He most recently worked at **Spin** magazine.

Meanwhile, **Jamie Willis** takes over the **Elektra** Boston promo duties vacated by **Dave Johnson**, who relocated to NY to head up the label's new alternative department.

WKLS/Atlanta fills its AM drive opening with **KKDJ/Fresno's** **Chris Jones**, who teams with **Ed "The News Head" Anderson**. Jones will now be known as **Christopher Rude**.

Andy Kemp is the new **RCA** Denver local promo dude, replacing **Zak Phillips**, who jumped to **Asylum**. Kemp comes over from **BMG** in SF, where he was Singles Coordinator.

Continued on Page 37

PWR99 31-28
Y108 26-22
KZZP add
KUBE add
Z98 add
KKMG 6-4
B95 deb 40
HOT96 on
KIKI add
KLUC add
KRQ deb 28
KLYV deb 40

Heavy Rotation on MTV



the new single

"DON'T WANNA FALL IN LOVE"

written, performed and produced by JANE CHILD
from the album JANE CHILD



management: the Steve Moir Company copyright 1990 Warner Bros. Records Inc.

WARBROS



JOAN JETT

“Dirty Deeds”

MOST ADDED!

Now On 115 CHR Reporters

Including:

B104 add
WAVA add 30
WGH
WPHR deb 33
WHYT
WZPL add 28
WLOL add
KXYQ deb 23

KPLZ
KEGL
KSAQ deb 35
92X add 22
KXXR 33-26
PIRATE
FLY92 add
WNNK add

NEW & ACTIVE

WRCK add
KZ106 add
WZYP add
KBFM add
Z106 add
KZIO add
WWCK add 39
WTBX add
KQKQ add

KZ93 add
WRQN add
KKRD add
KF95 add
KROY add 25
KZZU add

AOR TRACKS: 30
BREAKERS

ALICE COOPER

“House Of Fire”



NEW & ACTIVE

Now On 94 CHR Reporters

Including:

PIRATE deb 19
WHYT
WZPL 30-27
WKBQ 33-29
KXYQ 28-22
KPLZ

KUBE add
KSAQ 38-31
92X 21-18
WDFX
KXXR 28-21
FLY92 add

JET-FM deb 33
999KHI 37-28
WKRZ 36-32
WYCR add
WZYP add
WPXR add
KQKQ deb 29

WHOT add
KATM 21-18
KSND deb 37
FM104 add 29
KROY 29-23
KZZU add
95XIL add

WHOT add
WPFM add
WVBS add
WLRW add
Z97 add
SLY96 add

AOR TRACKS:

40



American Music Awards Winner Of
Soul/R&B Male Vocalist Of The Year

-- As Seen By 50 Million T.V. Viewers

LUTHER VANDROSS

“Here And Now”

Now On 70 CHR Reporters

Including:

KMEL 1-1
WXKS deb 27
WPLJ deb 28
Y95
KRBE add
Y100 26-18 (HOT)
KITV 8-5 (HOT)
KTFM 26-18

B96 26-20
Q95 add
KS104 add
KOY-FM
KISN deb 39
KKLQ
X100
WIOQ

WPGC 1-3
PWR96 add
FM102 9-8
WERZ add
WTIC add 38
K106 add
KZZB 14-10

WCKZ 6-4 (HOT)
WCGQ add
Z102 20-15
WOVV 19-11 (HOT)
WDLX add
KJ103 add
Z99 add 34

KKSS 21-13 (HOT)
KKMG 3-2 (HOT)
HOT96 4-3
KQMQ 22-17

NEW & ACTIVE



STREET TALK®

Continued from Page 34

WPLJ/NY has folded its research department and is now using the **Research Group** for its music data, so seven-year 'PLJ Research Director **Jim Kressler** is out. Reach Kressler at (201) 857-9560.

Shortly after **WIOD & WGTR/Miami OM Bill Wise** announced he was leaving to become Station Manager at **WYAI & WYAY/Atlanta**, rumors began flying about a 'GTR Monday format flip from AOR to AC and the identifier "KOST 97," mimicking **Cox sister KOST/L.A.** However, the big day came and went with *no change*.

A&M Dallas rep Mark Tindle relocates to L.A. to do national promotion in all formats.

Jane Bartsch is the new GM at **WOWO/Ft. Wayne, IN.**

Night rocker **Bill Hayes** exits **WKQX/Chicago** lickety-split.

KDWB/Minneapolis late-nighter **Cadillac Jack** has landed afternoons at **WZOU/Boston.**

Seems former **WPLJ/NY** air personality **Rich Stevens** — now afternoons at **WJHM (102 Jamz)/Orlando** — and ex-'PLJ midday personality **Bobby Valentine** are heading to **AFTRA** arbitration with the station, regarding their severance.

Is **KZZP/Phoenix MD Michele Santosuosso** about to make tracks for the MD slot at **KKLQ/San Diego**?

Industry promo legend **Danny Davis** has been named consultant and assoc. producer for **Power House Productions'** upcoming "He's A Rebel" flick, based on the unauthorized bio of **Phil Spector.**

ST hears that **WSRZ/Sarasota PD Tom Evans** is about to make a move.

A (healthy) tip o' the ST top hat to **Harold Berkman's Music Express** company on being named "Limousine Operator Of The Year" by the **National Limousine Association.**

Congrats to **Z95/Chicago OM Ric Lippincott** and his wife, **Retha**, on the birth of their son, **Brandon Trey (1/19).**

Same to **A&M Nat'l Field Director/Promo Lori Holder-Anderson** and her husband, **WB Seattle promo rep Jim Anderson**, on the birth of their first child, **Evan Christopher (1/18).**

Condolences to **Jack The Rapper** publisher **Jack Gibson** on the recent (1/19) loss of his wife, **Sadie**, to heart disease. In lieu of flowers, donations should be made to the **Jack The Rapper Back To The Community Foundation**, 2637 Barkwater Dr., Orlando, FL 32809.

Also sad to note the passing of 47-year-old **KCTR/Billings GM Keith Tilkens** following an automobile accident this past weekend.

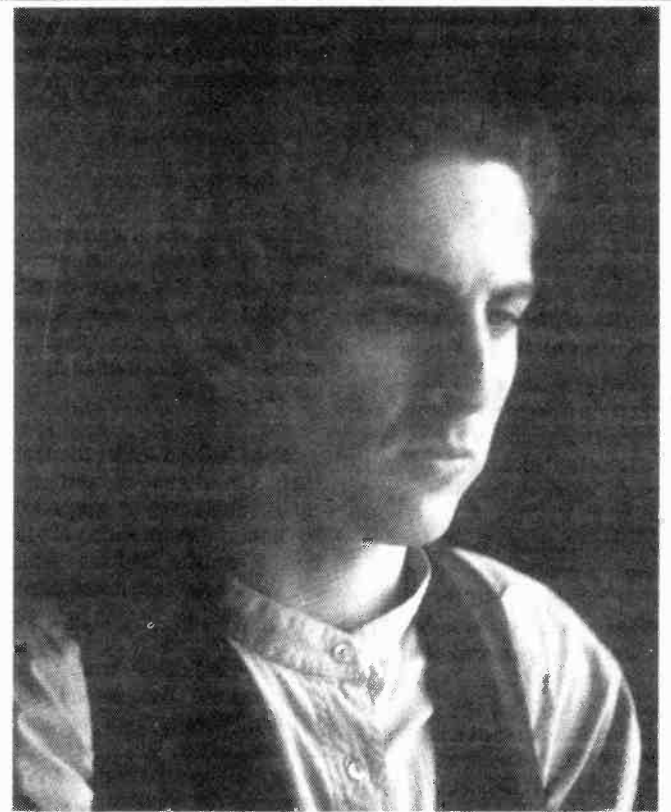
And . . . **KMLE/Phoenix** parttimer **Cliff Hoehnes**, 50, passed away from a heart attack (1/10). He was **KJJJ/Phoenix OM** from 1972-75, **KNEW/SF OM** from 1975-78, and a former play-by-play announcer for the **Oakland A's.**

Buggin' Out

WKRC/Cincinnati hired a private investigator to see if its phone lines were being bugged by **Jacor**, owner of crosstown competitors **WLW & WEBN!**

Seems details of some hush-hush contract negotiations with **WKRC** and a **Jacor** employee in another city turned up in **Jacor's Cincy HQ.** No electronic bugs were found, but **WLW** staffers dumped hundreds of *plastic* bugs outside the 'KRC studios.

This is "No Myth"



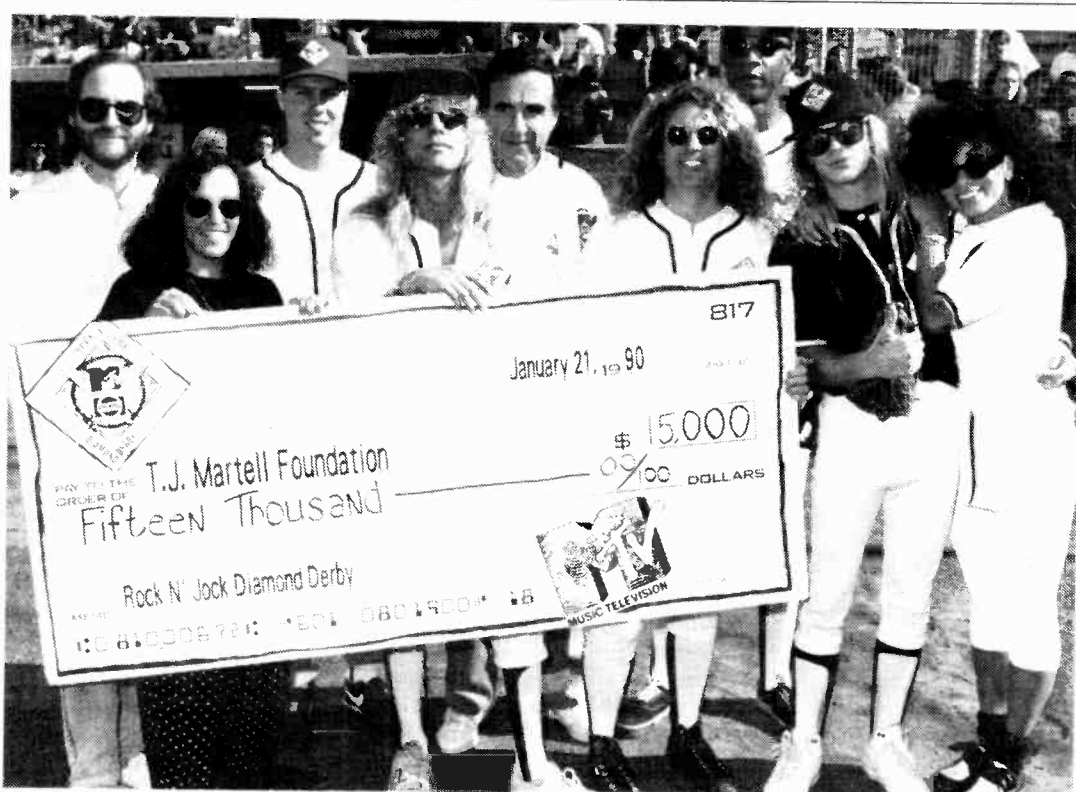
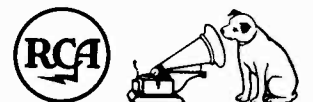
MICHAEL PENN

CHR BREAKERS®

Chart: 34

AOR Track: 12

AC Chart: 15

From the album
"March"Selected by **ROLLING STONE**
as one of the year's
best albums

CHECKED SWINGS PRODUCE SWINGIN' CHECK — L.A. outlets **KLOS** and **Pirate Radio** joined forces with **MTV** and raised \$15,000 at the first **Rock N' Jock Diamond Derby** softball game for the **T.J. Martell Foundation (1/21)**. The **Aardvarks** — headed by comic **Sam Kinison** — beat the **Salamanders** — coached by **Van Halen's Sammy Hagar** — 9-3. Seen checkin' it all out are (l-r) **MTV's Sr. VP/Programming Abbey Konowitch** and **Sr. VP/Marketing & Promotions Harriet Seidler**, **California Angels** pitcher **Mark Langston**, **Guns N' Roses** drummer **Steven Adler**, **T.J. Martell** President **Tony Martell**, **Hagar**, **NY Mets** outfielder **Darryl Strawberry**, **Poison** frontman **Bret Michaels**, and **MTV's Julie Brown.**

RAB

Continued from Page 1

"Radio personnel who have grown up in the age of television lack imagination," he said. "Radio has an inferiority complex. We can't create a picture the way TV does.

"Imagination and relevance get lost in the great void of noninvolvement by senior management," he concluded. Orkin urged senior management to become more aggressively involved in restoring creativity to radio and promoting its benefits.

Storms Delay Arrivals, Potash Outlines Plans

Like last year's event, which was marred by a severe ice storm, the 1990 conference got off to a wet start Thursday night (1/18), with incoming flights delayed as much as two-and-a-half hours by severe thunderstorms in the Dallas area.

Dozens of conference events focused on improving management and sales skills, with a Sunday (1/21) morning presentation by sales consultant Don Beveridge especially well-attended.

RAB President Warren Potash told broadcasters that he is taking steps to make the RAB more effective in providing member services.

"To begin with, we have reorganized our six outside VPs of marketing, who have very specific assignments. Each has a list of markets he's responsible to and for. His job is to travel to those markets, let you know firsthand what we're doing, get your feedback and input on how we're doing, then get your recommendations on who we should be calling on," Potash said.

The RAB chief said the association is expanding its presentations to advertiser groups, as well as its promotion of the Certified Radio Marketing Consultant (CRMC) program. The group's goal is to certify at least 3000 CRMC sales reps industrywide by 1991.

Potash also announced the creation of "RAB On-Line Express," a custom database containing thousands of advertising campaign ideas, copywriting aids, co-op opportunities directory, and promotion helpers. The database can be accessed by any RAB member with a personal computer.

Cawley

Continued from Page 1

an executive he is. Our reunion is a happy one, and we welcome him to the EMI family with open arms."

Urban added, "In Jim we're adding a proven industry professional. His knowledge of the business and appreciation for the music place him among the industry elite."

Cawley told R&R, "I'm greatly excited to be reunited with Sal Licata and Ron Urban, whom I believe to be two of the greatest people in this business. The chance to work with the superb staff and artist roster which EMI has put together is an opportunity I found simply irresistible."

As an aspiring musician, Cawley joined Arista 14 years ago in the mail room. He became East Coast Regional Marketing Director, then National Sales Director, VP/Sales, and most recently Sr. VP/Sales & Distribution.

Westwood One

Continued from Page 1

each other's needs so much that the deal just got too complicated. By the time we got to the end, it didn't look anything like what we had originally negotiated. This was just destined not to happen."

Complex Considerations

A two-step transaction was announced in November, when Sillerman said his Command Communications would acquire Westwood One's 50% stake in WNEW for \$15.3 million in cash. Westwood had acquired its 50% stake in the station from Sillerman in April 1989 for \$11 million.

In the second leg of the transaction, Command agreed to sell KJQY/San Diego to Westwood One for a total consideration of \$19 million. When the deal was announced, Westwood said it had agreed to pay \$15 million in cash to Group W. Command, which had previously acquired an option from Group W to purchase the station for \$15 million, was to receive about \$4 million worth of Westwood One common stock priced at \$10.75 per share on the condition that none of the stock be sold for three years.

Both Sides Mum

Neither side would reveal any specific points that caused the deal to sour, but Pattiz denied industry speculation that his company was unable to secure bank financing for the transaction.

"We've got over \$27 million of available borrowing power in our various lines of credit. Had we wanted to buy San Diego at all costs, we certainly could have financed it out of our existing lines of credit. But we didn't want to buy San Diego without knowing we were going to be able to get New York sold," Pattiz said.

"We don't need the deal that bad," Pattiz continued. "Mr. Sillerman and Westinghouse are free to do whatever they want with San Diego. WNEW is not on the market and we have no intention of selling it."

However, New York media broker Gary Stevens is representing Command in seeking a buyer for the station. He said prospectuses were mailed earlier this month to potential buyers.

Dennis McAlpine, a media analyst with Oppenheimer & Co., said it was his understanding the transaction collapsed because Command was unable to quickly sell WNEW for a high asking price, and because it was reluctant to provide Sillerman with bridge financing while he completed his spinoff of stations.

Mid-February Deadline

Under the deal's original concept, Sillerman and Command would pay Westwood One cash for its half-interest in the New York AM. However, Sillerman is under a February 15 deadline to exercise the option to buy KJQY, and the WNEW transaction is not expected to close until much later. Sillerman, however, denied that any bridge financing woes were involved in the deal's collapse.

Group W Radio Chairman Dick Harris told R&R Tuesday night (1/23) that as far as he knows, the San Diego FM will be acquired by Command before the expiration of the February 15 option deadline.

"Command still has an optionable right and still has FCC approval to close its deal. We've been informed that Command plans to go ahead and exercise that right sometime within the next 30 days," Harris said.

Cappellini

Continued from Page 3

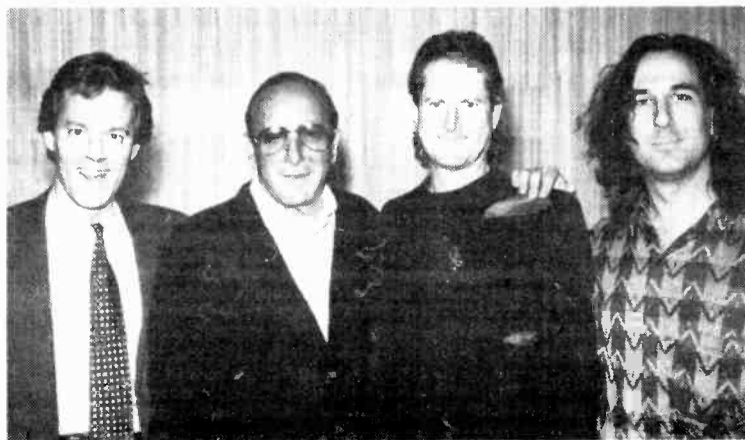
keep us on the cutting edge of breaking new acts and new records. We feel his experience will be best put to use in helping to develop our young, aggressive field staff, rather than sitting in corporate meetings here in L.A."

Napoliello added, "At the rate Geffen Records is expanding, George's new appointment was bound to happen. His expertise will contribute to our continued success and growth."

"This is an exciting new challenge that I'm eager and ready to take," said Cappellini. "I'm looking forward to working with our great field staff, and thankful to be given this opportunity and still remain in Atlanta."

Cappellini joined Geffen in 1986. Prior to that he was in artist management in Atlanta, first as VP of High Tide Management and then with his own company, Ground Control Management. Among the artists whose careers he guided are the Outlaws and Johnny Van Zant.

McGuinn Wings To Arista



Arista has signed ex-Byrds frontman Roger McGuinn (second from right), who plans to begin recording his label debut this spring. Among those rolling out the welcome mat were (l-r) the label's Exec. VP Roy Lott, President Clive Davis and Randy Gerston.



John Azarro



Bill Shaler

Narada Names Azarro, Shaler To Key Sales Positions

Narada Productions has promoted John Azarro to VP/International Sales & Marketing. His successor as Director of Sales is Bill Shaler. Both will report to Narada GM Bob Reitman.

Reitman stated, "John has been instrumental in taking Narada to its position of industry leader in New Age music in the US. The structure is now in place to take us into the international marketplace, initially focusing on Europe and the Pacific Rim. We plan to use

John's enthusiasm and vision to open markets that have previously been untouched by Narada, and enter the '90s as a worldwide company with worldwide influence."

Azarro joined Narada in 1987 as Director of Sales. His 25-year career in sales, marketing, and advertising includes a stint at Time Inc., and the establishment of Paul Winter's Living Music label.

Shaler was most recently Exec. VP of JEM, following a GM post at independent distributor Pickwick. He was also VP/Sales at ABC Records and spent 13 years at Columbia.

Dees

Continued from Page 1

The announcement did not explain why the show shifted distributors. An executive close to the situation, who asked to remain unidentified, said DIR had defaulted on licensing payments to the show's production company, Rick Dees Ventures.

R&R made repeated unsuccessful attempts to contact various DIR executives, including President Bob Meyrowitz. Nor could Dees or his Exec. Producer, Wally Clark, be reached for comment.

Unistar (then United Stations) carried the Dees show from 1983-1986. In 1986, television and film producer Lorimar purchased DIR for an undisclosed amount. Later that year, DIR used the subsequent cash infusion to pay a reported \$11 million for the rights to the Dees show for three years. In 1988, Meyrowitz bought the company back from Lorimar.

Unistar airs three other weekend CHR programs. It also airs Country and AC countdown shows. DIR carries, among other programs, the long-running "King Biscuit Flower Hour." The company had recently entered the television market with pay-per-view airings of rock concerts.

Leo

Continued from Page 1

Kid Leo told R&R, "The lifeblood of this industry is developing new acts and formats. In my career, this has always gotten my juices flowing the most. Columbia has now made a serious commitment to these forms of music by giving them the special attention they deserve."

Prior to joining Columbia one year ago, Kid Leo spent 15 years as an air talent/MD/OM at WMMS/Cleveland.

Fey

Continued from Page 3

years ago in sales at WAYE/Baltimore, then moved to Plough Broadcasting, where he worked as GM at both WQXM & WXYV/Tampa and WMPS/Memphis. He joined United's WYST in 1981 as GSM, becoming GM in 1985.

Kabrich

Continued from Page 1

Evergreen President/CEO Scott Ginsburg commented, "We needed an overall leader to put Y95 back on track and move it back to the top, and we feel Randy's our guy to do it. I'm sorry Charlie opted not to stay. He's a nice man and we all wish him well, but Randy isn't coming on to replace him."

DeCastro told R&R, "This will be a challenging opportunity for Randy and a great benefit to the company overall. We have a longterm marketing plan for all our stations and Randy will be a very strong resource. It's exciting to have such a talented individual add an important dimension to Evergreen's programming."

Kabrich told R&R, "After all the flights between L.A. and Tampa that transferred in the Dallas airport, I decided to make this the final destination for a while. It's an exciting time for Y95. We intend to have fun and put Y95 where it should rightfully be in the market. We have research in the field, but for the time being there will be no call letter or identity changes from Y95."

He added, "We gave Quinn the chance to stay, but he chose to look elsewhere, so I'll be interviewing to replace him. We're also looking for a strong midday replacement for Wendy, who resigned two weeks ago to join KIIS/L.A."

Kabrich was recently OM at KQLZ (Pirate Radio)/Los Angeles while programming WRBQ. He has also held PD posts at WAVA/Washington, WAYS & WROQ/Charlotte, and WDCG/Raleigh-Durham, and consulted KVIL/Dallas.

Waterman, who had been handling local and national sales, noted, "With the addition of Randy, we have reconfirmed our commitment to being the number one CHR in the market. There's a fierce battle here, and I think with our strengthened staff, we're more in the fight than ever." Waterman was Sales Manager for six years at KVIL before joining Y95 in June 1988.

Tony LeMans

“FOREVER MORE”

The new single



“Totally brilliant song...this is one of those magical active ballads that blows out the phones immediately like 'Toy Soldiers' and 'Eternal Flame' did. Potentially #1 for us and the CDs' packed with smashes.”

This week #8
Keith Naftaly, PD
KMEL/San Francisco

“Unquestionable smash!! Unbelievable phones!! Undoubtedly there!!”

Hosh Gureli, MD
KMEL/San Francisco

“This record really makes you stop and listen!!! Very distinctive sound, working great for us. Check it out.”

Brian White, OM/PD
Andrea Pentrack,
Ass't Music Director
FM102/Sacramento 16-13


“Instant request...huge 18-34 female “curiosity” calls. It's a chill down your spine record...a must listen! 25-15 hot last week!”

Jamie Hyatt, PD
KDON/Salinas 15-11

Produced by David Gamson

From The Album
Tony LeMans

Exclusive Representation:
Cavallo/Roven Management, Inc.
in association with Steve Fagnoli

 Paisley Park

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JACOR'S MICHAELS ON TAMPA TACTICS

Toppling A Dynasty

“I’ve never done anything legitimate; it’s always been broadcasting,” says Jacor Communications Exec. VP Randy Michaels of his nearly two-decade career. Michaels has been one of the driving forces behind the triumph of WFLZ (Power Pig 93)/Tampa, which climbed 2.6-11.6 12+ in the fall Arbitron to beat longtime market leader WRBQ-AM & FM (Q105) (11.6-9.6).

As a programmer, Michaels turned WKRC (Q102)/Cincinnati CHR, took Country WDAF/Kansas City to the top, and in 1978 was named Group PD for all of Taft’s stations. In ’83, Michaels co-founded Republic Broadcasting, which merged with Jacor in ’86. Since then he has directed the operations and programming of all 14 Jacor stations. In this interview, conducted by R&R News Editor Mike Schaefer, Michaels explains how Jacor and the Power Pig came to “topple a dynasty.”



Randy Michaels

R&R: Does Jacor have certain guidelines when planning a format change or entering a market for the first time?

RM: Guidelines, yes; methods of thinking, absolutely. We’re not cookie-cutter or boilerplate operators. We don’t necessarily try to take winning formulas from one market and translate them to another. What we do is approach each market situation with the same attitude: maximize every opportunity by taking intelligent risks, and build a product that reflects the particular programming and marketing conditions existing in that market.

We have different formats that all share the same philosophy: be strategic, take no prisoners, be calm and rational when planning, and be wildly emotional when executing. Whether it’s the Power Pig in Tampa or Easy Listening WPCH (Peach)/Atlanta, we have a very assertive, aggressive, in-your-face attitude.

R&R: How did you come up with the slogan “Power Pig?”

RM: You’ll be the first publication to get it right. I’d love to tell you it was the result of some very clever, strategic marketing plan and a terrific research undertaking. The truth is when we consider a project we divide up into teams and develop formats and strate-

“Q105 was slow to react. It was a mistake that moved our game plan up one year.”

gies, giving each one a funny, sometimes filthy code name for our own internal use. One of our secret weapons is computer programmer/operator Mike Abl, who works with our stations on the Selector music scheduling system and comes up with a lot of our marketing ideas. His code name for the Tampa CHR project was “The Power Pig.” He wrote up all these outrageous liners, more for our amusement than anything else. Everyone thought it was real funny, but all of us dismissed it for possible on-air use.

“Our philosophy is: be strategic, take no prisoners, be calm and rational when planning, and be wildly emotional when executing.”

We lived with the name for almost two years, and by the time we met in Tampa to decide what to call the new station, we had gotten so used to “Power Pig” that we decided, what the hell. We knew the station was going to appeal to women, who may not like pigs but don’t like mice either, and Disney’s doing okay with a mouse. Before we made the final decision, we seriously considered all kinds of names, including “The Lizard” to tie in with the “Z” in ‘FLZ, since there are a lot of lizards indigenous to Florida. We also thought about calling the station an actual person’s name: we were thinking about calling it “Bob” radio. In hindsight I think the name “Power Pig” works a little better than “Bob.”

R&R: At times the station has been very irreverent with its on-air antics. Did you, OM Gabe Hobbs, and PD Marc Chase plan to “push

the limit” from the beginning?

RM: Absolutely! I do want to say a lot of that stuff was dapperted. Most of it occurred at times when the FCC was not raising eyebrows. At the moment, Q105 is trying to position us as crude and nasty. They’re pretending to be horribly offended that anyone would use lines like “eat me” or “assume the position” with pigs squealing in the background.

You have to remember that you’re dealing with a station which was considered one of the first shock radio stations in America ten years ago. When [former Q105 PD/morning jock] Scott Shannon was there, they achieved tremendous success by pushing the outside of the envelope. They were rude and crude, and now they raise eyebrows when we make some noise to create attention.

One of our strategies has been to look at the tactics Q105 applied successfully and use them even more effectively. We went right into their trick bag to play on their court. We wanted to define the outer edge so they couldn’t get more outrageous than we were without some serious problems.

R&R: With the ongoing FCC probe into radio indecency, were you concerned about listener reaction to some of Power Pig’s stunts?

RM: No, not at all. If you listen to [WYNF/Tampa morning duo] Ron & Ron, they’re dirtier than we are. Since the book has come out, so is Q105. We’re not pushing the indecency envelope. We’re certainly pushing the irreverence level, but we’re not on the list of the ten most outrageous stations in America. We have two objectives: to keep the license and to win.

R&R: What about the suggestive songs the station has been accused of playing?

RM: The two most suggestive records we’re playing are [2 Live Crew’s] “Me So Horny,” which was huge nationally, and [Clarence

“We’re playing a war game. The good news is there are no real bullets and no one has to die. They just have to get the hell out of our format.”

Carter’s] “Strokin’,” which was a monster down South. The other record we took grief on was a spoof song we did called “Grandma Got Dismembered By A Chainsaw.” A lot of people thought it was tasteless. I’ll have to agree with them, but it wasn’t risqué.

R&R: Did you anticipate beating Q105 in only one book?

RM: Hell no! We’re bedazzled by the way they reacted. We roleplayed this thing with all our programmers when we met in Tampa two years ago, working out the various scenarios of what they might do. In hindsight I’d love to tell you we knew what would happen all the time. However, we didn’t expect them to continue to play a George Thorogood song into [Fats Domino’s] “Blueberry Hill” in afternoon drive while we were across the street with a tight, contemporary, current-intensive CHR. They didn’t react until after we were on-air for four weeks, and

“We’re not pushing the indecency envelope. We’re certainly pushing the irreverence level, but we’re not on the list of the ten most outrageous stations in America.”

by then our in-house research showed we had already beaten them. We just hit them at the right time: the internal turmoil at the station was at its peak; they had a new GM and a new GSM; and the infighting among certain staff members had reached a critical point.

R&R: What are some of the lessons you’ve learned from this experience?

RM: An intelligent response to a new competitor is critical. We have to make sure our war scenarios at our other stations are very together, and we would know what to do if we were attacked in the way Q105 has been hit. One of the things we’re doing is dividing our stations into teams and appointing a PD for each team. Then we have one team attack our station and the other team defend it, so we can run through war strategies.

Q105 was slow to react. It was a mistake that moved our game plan up one year. They’re a much better station today than they were when we went on-air. Had they been in a position to move a little more quickly, we might not have attained the number one position for this fall book. Now, we’re on the beach. We’re behind the lines. We’re starting to beat away at some of their

other attributes. They can talk in the trades about how they’re going to come back this winter or spring, and they just might. But it’s a lot less likely now that we’ve scored fast and big.

R&R: Do you think the tactics you’ve used in Tampa would work in other markets?

RM: Oh sure! The basic strategy was simply this: explore your competitor’s strengths, and figure out how they can be repositioned. Explore your competitor’s vulnerabilities, and figure out how they can be exploited. Q105 was perceived as very strong in personality, service, and humor, but their audience was dissatisfied with the music. Our position was to tell the audience Q105 talks too much and doesn’t play good music. We used what we call the “Judo” method of radio: we used their own weight against them. We positioned ourselves as the little guy, the underdog, and they positioned themselves as big — Tampa’s number one station. Anything they did to us we turned around.

R&R: How does Jacor plan to keep the momentum and excitement going?

RM: That’s going to be tough because we’ve already had the advantage of the “grand opening” scenario. We were able to create a tremendous buzz by being the hot new kids in town. Q105 has now moved far closer to us in sound. They’re talking less. They’re giving away a lot of money.

We achieved all this success with a great staff, but it’s not really a great station yet. We just barely have the basics on-air. We’re employing good strategic marketing to position our product, reposition Q105’s product, and create top-of-mind awareness. But we don’t have a heavy community presence yet. The station’s not responding on a day-to-day basis to what’s going on in town. We’re working to correct that.

Stage one is complete. In the next stage, we’ll build a real substantive station on the foundation PD Marc Chase built. We’re playing a war game. The good news is that there are no real bullets and no one has to die. They just have to get the hell out of our format.

“We’re dividing our stations into teams and appointing a PD for each team. Then we have one team attack our station and the other team defend it, so we can run through war strategies.”

IT'S ALL
COMIN'
TOGETHER!

David Peaston

*"We're All
In This
Together"*

THE NEW SINGLE
FROM THE ALBUM

introducing...

*David
Peaston*



"I love it when
a new artist
is not the
creation of a
studio genius,
but rather
genuine talent.
That's what
David Peaston
is—genuine
talent that I
just can't get
enough of!"

—Johnnie
Walker
(KRN—
Memphis)

URBAN
CONTEMPORARY
BREAKERS

UC CHART:
DEBUT **33**

69 UC
REPORTERS — 74%

Produced by
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Mixed by Teddy
Riley and Gene
Griffin for G.R.
Productions.

Management:
Barry Hankerson



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LA KO!

Power 106 Reclaims Title!

This Fall Power 106 returned to Number One 12+ in Los Angeles, retaking the top spot after a brief summer break. On the heels of their Spring book victory with a winning 1-2 combination of Direct TV® and the Film House "Power" image spot, KPWR followed in the Fall with their 4th run of the Film House Direct TV® campaign.

Results: Despite major shakeups in the market Power 106 not only dominated the total week but made significant advances in morning drive, where Jay Thomas powered past Rick Dees, shooting from 5.0 to 6.2, up 25%.

"Every time we run Direct TV® two things happen," says KPWR VP/GM Phil Newmark. "First we see an immediate ratings jump. Then we level off higher than before the campaign. The bottom line is that Power 106 has been #1 nine of the eleven books since we began working with Film House back in 1987."

If you're serious about winning in the 90's, call Film House today and make us a part of your strategic marketing team.

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Setting The Standards

RATINGS

FALL '89 BIRCH RESULTS

San Francisco-Oakland

	Summer '89	Fa '89
KGO (N/T)	7.2	8.8
KMEL (CHR)	7.2	7.5
KCBS (N/T)	4.4	4.5
KSAN (Ctry)	3.3	3.7
KABL-AM & FM (B/EZ)	2.4	3.6
KSOL (UC)	3.8	3.6
KNBR (AC)	4.2	3.5
KRQR (AOR)	4.1	3.3
KXXX (CHR)	3.7	3.3
KIOI (AC)	3.0	3.0
KITS (NR)	3.3	3.0
KKSF (NAC)	2.7	2.9
KOIT-AM & FM (AC)	2.4	2.9
KSFO & KYA (Gold)	3.8	2.8
KBLX (NAC)	2.8	2.7
KFRC (Nost)	2.1	2.6
KHQT (CHR)	2.2	2.4
KFOG (AOR)	2.6	2.0
KDIA (UC)	1.3	1.8
KOME (AOR)	2.4	1.7
KSJO (AOR)	1.8	1.6
KKHI-AM & FM (Clas)	1.6	1.5
KDFC-FM (Clas)	1.2	1.3
KJAZ (Jazz)	1.1	1.3
KNEW (Ctry)	1.1	1.3
KBAY (B/EZ)	1.0	1.1
KBRG (Span)	.8	1.1
KWSS (CHR)	1.1	1.1
KARA (AC)	1.1	1.0

Denver-Boulder

	Summer '89	Fa '89
KRXY-AM & FM (CHR)	9.5	9.3
KAZY (AOR)	8.1	8.7
KOA (Talk)	4.8	7.9
KBCO-AM & FM (AOR)	9.9	7.3
KYGO-FM (Ctry)	6.2	6.9
KBPI (AOR)	6.2	5.9
KQKS (CHR)	6.7	5.8
KXKL-AM & FM (Gold)	6.8	5.4
KOSI (B/EZ)	3.2	3.8
KXLT(AC)*	2.6	3.7
KHIH (NAC)	3.9	3.3
KRFX (CR)	3.6	3.0
KCFR (Clas)	3.7	2.5
KHOW (AC)	1.8	2.3
KSYI (AC)	1.1	1.9
KWBI (Rel)	1.7	1.9
KEZW (BBnd)	1.7	1.8
KLZ (Ctry)**	1.8	1.6
KTCL (AOR)	1.4	1.6
KVOD (Clas)	2.4	1.6
KYBG (Sports)	.9	1.4
KBXG (N/T)	.9	1.2
KZRZ (AOR)***	2.2	1.2

*Formerly KMJI
**Now Z-Rock
***Now All-News

Orange County

	Spring '89	Fa '89
KLOS (AOR)	8.2	9.5
KQLZ (CHR)	6.2	8.4
KIIS-AM & FM (CHR)	7.5	7.8
KPWR (CHR)	8.7	6.3
KROQ (NR)	3.6	4.9
KOST (AC)	3.7	4.7
KBIG (AC)	5.2	4.1
KABC (Talk)	4.1	3.5
KTWV (NAC)	2.2	3.5
KZLA (Ctry)	1.7	3.4
KMPC (Nost)	1.8	3.2
KLSX (CR)	2.2	3.0
KTNQ (Span)	1.8	3.0
KNX (News)	3.1	2.9
KJOI (AC)*	4.8	2.8
KRTH-AM & FM (Gold)**	3.8	2.4
KNAC (AOR)	2.1	2.2
KKBT (CHR)***	1.7	2.0
KLIT (AC)****	.8	1.7
KFI (Talk)	1.3	1.5
KFWB (News)	2.6	1.5
KLVE (Span)	.5	1.5
KODJ (Gold)	2.5	1.5
KUSC (Clas)	1.2	1.0

*Formerly (B/EZ)
**Began simulcasting in mid-book
***Formerly KFAC (Clas)
****Formerly KEDG

Tampa-St. Petersburg

	Summer '89	Fa '89
WRBQ-AM & FM (CHR)	16.4	13.7
WFLZ (CHR)*	3.8	11.9
WYNF (AOR)	9.3	10.4
WQYK-AM & FM (Ctry)	10.5	6.9
WWRM (AC)	8.5	6.7
WUSA (AC)	4.5	4.8
WKRL (CR)**	4.1	4.4
WUVV (B/EZ)	3.7	4.3
WHVE (NAC)	3.1	4.2
WGUL-AM & FM (BBnd)	3.6	3.9
WNLT (AC)	6.6	3.8
WFLA (N/T)	3.9	3.5
WDAE (BBnd)	2.3	1.9
WSUN (N/T)***	1.5	1.9
WXCR (Clas)****	1.1	1.7
WCIE (CC)	1.5	1.6
WMNF (Misc)	1.1	1.4
WTMP (UC)	3.9	1.4
WHBO (AC)	.5	1.3
WUSF (Clas)	1.8	1.1

*Formerly Gold
**Now WXTB (AOR)
***Formerly Country
****Became WYUU (Gold at end of rating period)

For The Record

In the "Best Of The '80s" special (R&R, 1/5), WPRO-FM should have been listed as having the highest 12+ share for the Providence market, with a 16.8 in the spring '88 Arbitron.

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San Antonio

	Summer '89	Fa '89
KCYY (Ctry)	9.7	11.3
KITY (CHR)	11.1	10.4
KTFM (CHR)	6.6	9.0
KISS (AOR)	6.8	7.7
KSMG (Gold)	5.8	6.7
KAJA (Ctry)	5.4	5.4
KSAQ (CHR)	4.0	5.0
WOAI (N/T)	4.3	4.3
KKYX (Ctry)	4.3	3.6
KZEP (CR)	4.8	3.6
KCOR (Span)	3.4	3.4
KQXT (B/EZ)	2.5	3.1
KMMX (AC)	4.5	2.8
KONO (Gold)	3.4	2.6
KSJL (AOR)	2.7	1.9
KSLR (CC)	1.5	1.8
KTSA (Nost)	2.7	1.8
KEDA (Span)	1.9	1.6
KZVE (Span)	2.4	1.6
KCHL (Jazz)	1.0	1.2
KXTN (Span)	1.5	1.1

New Orleans

	Summer '89	Fa '89
WYLD-FM (UC)	16.3	16.7
WEZB (CHR)	13.0	12.3
WQUE-AM & FM (UC)	15.4	11.4
WWL (N/T)	3.9	5.9
WCKW-AM & FM (CR)	3.3	5.6
WLMG (AC)	3.3	5.2
WRNO (AOR)	4.9	4.8
KQLD (Gold)	.9	4.3
WLTS (AC)	5.8	4.3
WNOE-AM & FM (Ctry)	5.2	4.3
WBYU (Nost)	3.1	3.9
WBOK (Rel)	2.5	3.0
KHOM (Gold)	3.2	2.7
WQXY (Ctry)	1.8	2.3
WYLD (UC)	2.7	2.3
WWNO (Clas)	2.6	1.8
WSMB (Talk)	.9	1.4
WTIX (N/T)	1.1	1.4

Jacksonville

	Summer '89	Fa '89
WAPE-FM (CHR)	20.7	18.2
WQIK-AM & FM (Ctry)	10.3	11.2
WFYV-AM & FM (AOR)	8.4	10.2
WHJX (UC)	1.5	9.9
WIVY (AC)	4.2	6.9
WAIV (AC)	6.3	5.9
WEJZ (AC)	3.8	5.0
WCRJ (Ctry)	5.6	3.5
WJAX & WKTZ (B/EZ)	4.1	3.0
WIOI (CR)	3.1	2.8
WOKV (N/T)	2.8	2.7
WJCT (Clas)	2.2	2.6
WZAZ-FM (UC)	8.6	2.3
WZAZ (UC)	4.6	2.2
WSVE (Rel)	1.7	1.7
WNCM (CC)	.9	1.4
WNFI (CHR)	.7	1.0

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MIKE SHALETT

Tracking Consumer Buying Habits

Yearlong Study Reveals Units Per Buyer Up Overall; Vinyl Decline Continues

Sales of prerecorded music tracked near the end of the '80s reveal much information about what the industry can expect in the new decade.

From October 1988-September 1989, Street Pulse Group tracked close to 17,000 purchases through Soundata National Music Consumer diaries. During that period, 53% of total purchases made were cassettes, 33% were CDs, and 15% were vinyl (figures rounded).

Women Prefer Tape, Men Opt For CDs

Purchase habits differed somewhat by gender. Women preferred cassettes: two of every three of their acquisitions were tapes. Among men, 40% of music buys were CDs; and males were nearly twice as likely to have bought a CD. Men also comprised the overwhelming majority of remaining vinyl buyers.

A comparison of purchases made in two months, one year apart (October '88 and October '89), tells a story of shifting configurations and consumer preferences. In '88, 22% of purchases were vinyl, 30% were CDs, and 49% were cassettes (figures rounded). One year later, vinyl represented only 9% of total purchases, CDs climbed to 37%, and cassettes increased to 54%. Nearly half of all music goods bought by men were CDs. Two out of three buys by women were tapes; women bought virtually no vinyl.

Music Costs Vary

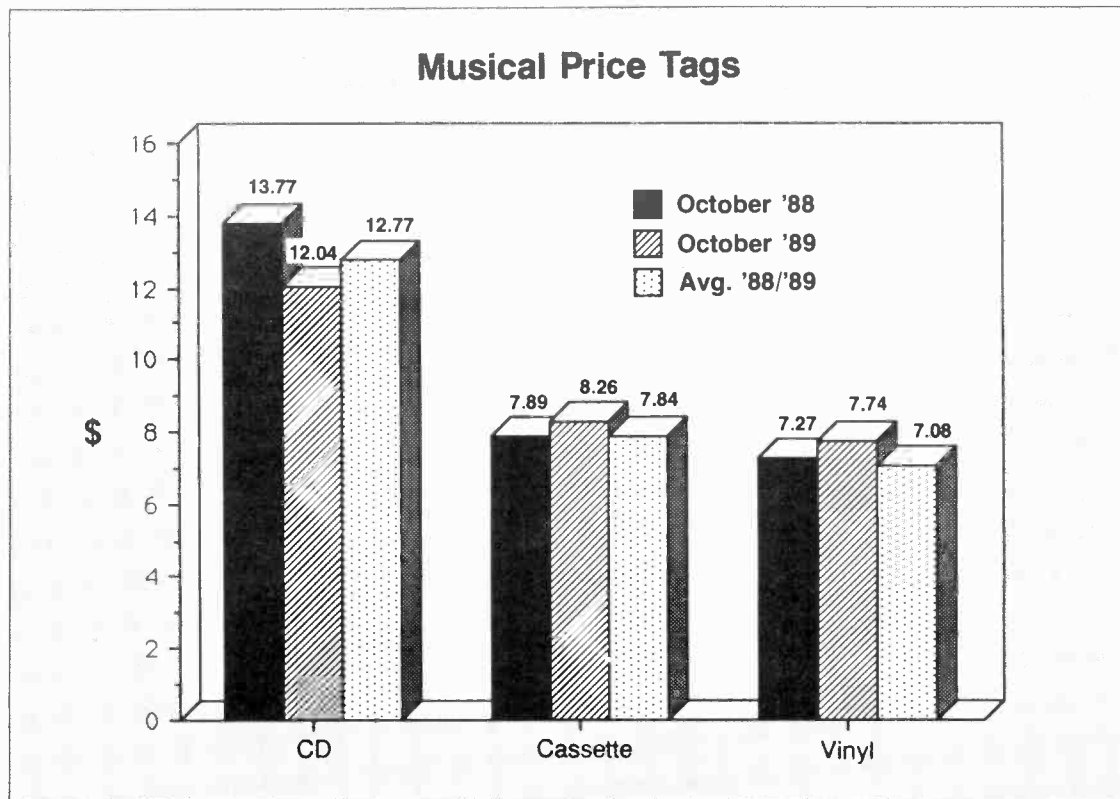
The average amount spent on the purchase of a unit of prerecorded music during the year was \$8.73. That figure includes singles. If singles are eliminated, the average

"Women preferred cassettes: two of every three of their acquisitions were tapes . . . men were nearly twice as likely to have bought a CD."

price paid for an album in any configuration was \$9.43. The prices for individual units averaged the following: \$7.08 for vinyl albums, \$7.84 for tape albums, and \$12.77 for CDs.

The price of a CD in 1989 (\$12.04) was 12.5% lower than the \$13.77 average price the year before. The price drop was brought on by two factors: discounts (to some extent) of frontline product passed on from the manufacturer through the retailer to the customer, and the increased availability and purchase of so-called "midline" catalog discs.

The cost of a cassette rose 5% from \$7.89 to \$8.26. There's an indication that teens are paying slightly less or the same for frontline product. All other age segments said they are paying more than the previous year. (Although teens say they are paying slightly less, they continue to pay the most dollars on average for their tapes compared to any other age segment.)



The price for vinyl albums rose 50 cents on average, from \$7.27 to \$7.74. As vinyl becomes more scarce, the law of supply and demand seems to be kicking in. Interestingly, the supply is evaporating even faster than the demand according to such a pricing standard. It could be that the stores holding onto vinyl are those that have historically charged a greater amount of money for their product.

"Three out of every ten prerecorded buys tracked were attributed to radio exposure."

Greater Video Motivation

Radio is the number one stimulus when it comes to selling records. Three out of every ten prerecorded buys tracked were attributed to radio exposure. Those 18-34 relied on radio the most, while black music buyers credited half their buys to the medium. For whites, the figure was 25%.

Browsing was the second leading

reason for buying. The older the buyer, the more powerful the browsing factor. Word of mouth and videos tied for third.

Radio's influence remained unchanged in '89 compared to '88. However, purchases directly attributed to MTV and VH-1 exposure doubled, from 5% to 10% and .6% to 1%, respectively. Browsing's impact fell from 20% to almost 13%. As record stores become more sterile and allow for fewer artist-driven displays, this disturbing trend could continue.

Nearly 4000 of the tracked purchases were made via mail order or record clubs. The exact percentage was 22.6%. The older the record buyer — the majority of whom are 25 and older — the more likely he is to buy through clubs, television offers, or some form of direct mail.

Most Plan Purchases

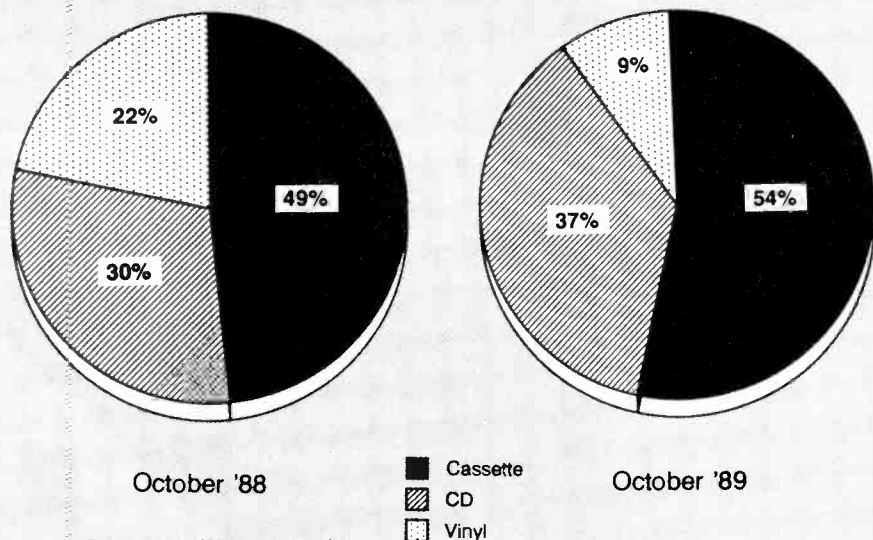
A majority (62%) of purchases were planned before respondents entered record stores. Women are slightly more methodical in their buying than men: 65% of their purchases were planned (vs. 58% for men). Black music buyers had the

highest percentage of preplanned buys: 68%. Overall, planned buys rose 59% to 65%. The greatest increase appeared to be among younger buyers.

Music consumers who bought at least one unit of product this past October (37% of those surveyed) purchased an average of 2.7 units during the month. In October '88, 33% bought at least one unit during the month, with an average purchase number of 2.4. The increase in the number of people who decided to buy at least one unit during the month drove up the average number of units purchased for all respondents to a grand total of 1. Anyone scoffing at that apparently "small" number should take notice: if every record buyer bought one piece a month (12 a year), in the words of Sam Cooke, "What a wonderful world it would be."

Mike Shalett is President of the Street Pulse Group (203-355-0902), a market research firm that tracks consumer trends via a panel of more than 2000 active music buyers nationwide.

Purchase Patterns



Note: Figures exceed 100% due to rounding.

Dividing The Spoils

More than 15,000 of the 17,000 purchases Street Pulse Group tracked from October '88-September '89 were full-length albums. The top-selling title in that time period was recorded in 126 diaries — representing eight-tenths of one percent of all the album purchases tracked for the year.

This number one album (which shall remain nameless) was purchased by eight percent of our panelists; projecting from that figure, its total sales would be approximately six million units.

The list of titles recorded in our Soundata diaries indicates the vast number of records the industry offers. The one-hundredth best-selling album can be projected to total sales of 750,000 units. It repre-

sents only one-tenth of one percent of all the purchases respondents recorded during the 12-month period.

Based on information from the diaries, it's clear that an album can reach platinum status if it's bought by just 1.4% of all American music buyers. But the plethora of available product makes it hard to reach even that apparently small number of consumers.



KEN BARNES

1989 High Note For New Artists

For most of the decade R&R has been keeping track of the number of new artists broken per year. And 1989 concludes the '80s with the highest total yet.

This past year 151 artists achieved their first Breaker (or, in Country, charted for the first time). The previous record was 147, set in 1987; 1988's total was 127. The last three years of the '80s accounted for the three highest new artist totals recorded.

The new record was set despite a significant slowdown in the fourth quarter. The first three quarters of '89 averaged 41 new artists broken, but only 27 did the trick this fall, just about half in Urban Contemporary alone. In 1988, a much slower new artist year on the whole, 33 artists broke for the first time in the fourth quarter.

Crossover into other formats was also sluggish in the fourth quarter, as only eight previously-broken acts achieved their first Breaker in a new format, with most of that action in AC. 1989 was the first year I tracked crossover stats, and the quarter-by-quarter trend went straight down:

Quarter	# New-Format Breakers
1st	20
2nd	18
3rd	11
4th	8

We'll see how it compares with 1990's figures.

The number of artists scoring their first Top 15 hits in specific formats was also down in the fourth quarter, but not alarmingly. The total was comparable to first-and-third-quarter figures:

Quarter	# First Format Top 15
1st	32
2nd	45
3rd	29
4th	27

This category was also new for 1989, so 1990 will provide a useful comparison. Time now to see how the formats stacked up.

Legend

On this page, and the next, all artists who had their first Breaker and first Top 15 hit (in a specific format or in general) in 1989 are listed, alphabetically within their respective formats.

Artists in **bold type** achieved their status in the fourth quarter of 1989. Artists in the First (Format) Top 15 sections with names CAPITALIZED scored their first Top 15 hits ever.

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CHR Steady As Ever

I don't know what it is about this format, but the number of new artists scoring their first-ever Breaker in CHR just does not vary. From 1985-88, the total came up 22 in all four years. This year, after racking up 17 first-time Breakers in the first half, CHR totalled 21 for the year.

A third-quarter total of just one, plus a quiet fourth quarter (three) kept the format in line with previous figures, after the first half raised hopes of a monster artist-breaker year.

Crossovers were way down in the fourth quarter. After an evenly distributed 20 artists who had broken somewhere else picked up a first CHR Breaker in the first three quarters, only two managed the trick in the fall. CHR and AC are the "cream-of-the-crop" formats, picking up hits broken in other formats, so it's no surprise that they have by far the highest first-

Labels Share New Artist Honors

Most New Breakers: Columbia, RCA; Epic Crossover King; Most New Hits: Capitol, Epic, Virgin

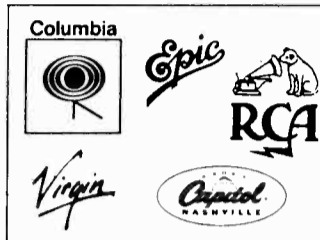
In this first year of expanded New Artist tallies, labels spread the wealth for top honors, with close races in all three categories. As always, it should be noted that these totals represent *quantity* of new artists emerging, and are not at all reflective of quality or the size of individual breakthroughs.

The first category is the one I've kept tabs on for more than six years, artists achieving their first Breaker ever in one of the five major formats. Here's the label tally:

First-Ever Breakers

- 13 COLUMBIA
- 13 RCA
- 12 EPIC
- 11 ATLANTIC
- 8 EMI
- 8 Polydor
- 7 A&M
- 7 Capitol
- 7 Mercury
- 7 Reprise
- 7 WB
- 5 Arista
- 5 Geffen
- 5 MCA
- 5 Virgin
- 4 Chrysalis
- 3 Atco
- 3 Elektra
- 3 Island
- 3 Motown
- 3 Universal
- 15 Others

A much wider spread of labels (21 compared to last year's 15) broke three or more new artists in '89. Columbia and RCA virtually doubled their '88 totals to share a narrow lead over Epic and Atlantic.



The second category essentially concerns crossover power, encompassing artists with at least one prior Breaker who scored their first Breaker in *another* format.

First Format Breaker

- 7 EPIC
- 6 VIRGIN
- 5 GEFLEN
- 4 ATLANTIC
- 4 CAPITOL
- 4 COLUMBIA
- 4 POLYDOR
- 3 ARISTA
- 3 ISLAND
- 3 MCA
- 2 A&M
- 2 ELEKTRA
- 2 RCA
- 2 WB
- 7 Others

Epic edged Virgin and Geffen here, with another wide span of labels all closely bunched.

Category three roughly represents bringing home new artists to hit status. It covers all artists scoring their first Top 15 record in a format.

First Format Top 15

- 11 CAPITOL
- 11 EPIC
- 11 VIRGIN
- 10 POLYDOR
- 9 ATLANTIC
- 9 COLUMBIA
- 8 GEFLEN
- 7 RCA
- 6 ARISTA
- 6 EMI
- 6 ISLAND
- 5 A&M
- 4 ELEKTRA
- 4 MCA
- 4 MERCURY
- 4 WB
- 3 CHRYSALIS
- 3 REPRISÉ
- 3 WTG
- 9 Others

The tightest battle of all, with Capitol, Epic, and Virgin tying for the top spot with 11, and a long sequence covering every number on down, as a vast array of labels consolidated earlier new artist breakthroughs.

format-Breaker figures for the year. CHR's 22 was topped by AC's fourth-quarter "surge" (four) for a total of 23.

First-ever CHR Top 15 achievements were down a little, in the fourth quarter (to five), resulting

in a total of 32 for the year. That's a close second to new-artist-crazed Urban, so CHR hits are made up of a healthy proportion of new blood. Seventeen of the first-time CHR Top 15s scored their first Top 15 hit anywhere in CHR. Considering

how many artists emerge in CHR after hitting somewhere else, I think that 17-for-32 figure shows CHR is developing its own core of successful new artists.

Continued on Page 46

CHR

First-Ever Breakers

- Belle Stars (Capitol)
- B-52's (Reprise)
- Neneh Cherry (Virgin)
- Michael Damian (Cypress/A&M)
- Enya (Geffen)
- Deon Estus (Mika/Polydor)
- (tie w/AC)
- Fine Young Cannibals (IRS/MCA)
- Jimmy Harnen & Synch (WTG)
- Kix (Atlantic)**
- Kon Kan (Atlantic)
- Martika (Columbia)
- Michael Morales (Wing/Polydor)
- Donny Osmond (Capitol)
- Tommy Page (Sire/WB)
- Kevin Paige (Chrysalis)**
- Roachford (Epic)
- Roxette (EMI)
- Sa-Fire (Cutting/Mercury)
- Seduction (Vendetta/A&M)**
- Sweet Sensation (Atco)
- Waterfront (Polydor) (tie w/AC)

First CHR Breaker

- Babyface (Solar/Epic)
- Bad English (Epic)

- Boys (Motown)
- Eddie Brickell & New Bohemians (Geffen)
- Elvis Costello (WB)
- Dino (4th & Broadway/Island)
- Great White (Capitol)
- Jeff Healey Band (Arista)
- Grayson Hugh (RCA)
- Living Colour (Epic)
- Love & Rockets (Beggars Banquet/RCA)
- Milli Vanilli (Arista)
- One 2 Many (A&M)
- Roy Orbison (Virgin)
- Skid Row (Atlantic)
- Soul II Soul (Virgin)
- James "J.T." Taylor & Regina Belle (Epic)
- Technotronic (SBK)**
- Tesia (Geffen)**
- Warrant (Columbia)
- Vanessa Williams (Wing/Polydor)
- Winger (Atlantic)

First CHR Top 15

- Paula Abdul (Virgin)
- Babyface (Solar/Epic)
- Bad English (Epic)**
- B-52'S (Reprise)**

- Eddie Brickell & New Bohemians (Geffen)
- NENEH CHERRY (Virgin)
- CURE (Elektra)
- MICHAEL DAMIAN (Cypress/A&M)
- Dino (4th & Broadway/Island)
- Deon Estus (Mika/Polydor)
- FINE YOUNG CANNIBALS (IRS/MCA)
- Great White (Capitol)
- JIMMY HARNEN & SYNCH (WTG)
- Jeff Healey Band (Arista)
- KIX (Atlantic)**
- Living Colour (Epic)
- TONE LOC (Delicious Vinyl/Island)
- Love & Rockets (Beggars Banquet/RCA)
- MARTIKA (Columbia)
- Milli Vanilli (Arista)
- MICHAEL MORALES (Wing/Polydor)
- Roy Orbison (Virgin)
- DONNY OSMOND (Capitol)
- ROXETTE (EMI)
- SA-FIRE (Cutting/Mercury)
- SEDUCTION (Vendetta/A&M)**
- Skid Row (Atlantic)
- Soul II Soul (Virgin)
- TECHNOTRONIC (SBK)**
- WAS (NOT WAS) (Chrysalis)
- WATERFRONT (Polydor) (tie w/AC)
- Vanessa Williams (Wing/Polydor)

Country

First-Ever Chart Debut

- Daniele Alexander (Mercury)
- Billy Hill (Reprise)
- Clint Black (RCA)
- Suzy Bogguss (Capitol)
- Garth Brooks (Capitol)
- Jann Browne (Curb)
- Canyon (16th Avenue)
- Mary Chapin Carpenter (Columbia)
- Lionel Cartwright (MCA)
- Joni Harms (Universal)
- Chris Hillman & Roger McGuinn (Universal)
- James House (MCA)
- Alan Jackson (Arista)**
- Kentucky Headhunters (Mercury)**
- Lonesome Strangers (Hightone)

- Shelby Lynne (Epic)
- Marcy Bros. (WB)
- Russell Smith (Epic)
- Les Taylor (Epic)**
- Travis Tritt (WB)
- Kevin Welch (WB)
- Wild Rose (Universal)
- Curtis Wright (Airborne)**
- Zaca Creek (Columbia)

First Country Top 15

- CLINT BLACK (RCA)
- SUZY BOGGUSS (Capitol)
- GARTH BROOKS (Capitol)
- MARY CHAPIN CARPENTER (Columbia)**
- LIONEL CARTWRIGHT (MCA)
- CHRIS HILLMAN & ROGER MCGUINN (Universal)
- LORRIE MORGAN (RCA)
- TRAVIS TRITT (WB)**

High Note For New Artists

Continued from Page 45

AOR Rock's Off

A quiet fourth quarter helped AOR finish 1989 with its lowest total of new artists broken first in the format since 1986. The total of 33 was not too far off 1987's 36 or even '88's 40; with a big-finish fourth quarter like 1988's (11 new artists broken), the '88 total would have been equalled.

AOR breaks its new artists first as a rule; very few emerge after breaking somewhere else first. Only five artists who hit AOR Breaker for the first time this year had previous Breakers in other formats — that's the lowest number outside of Country, which is almost entirely in its own world.

Twenty-eight artists hit the AOR Tracks Top 15 for the first time this year. That's a bit lower than AC, CHR, and UC, but in the same ballpark. Meanwhile, 25 of those 28 acts were hitting Top 15 for the first time anywhere when they made it in AOR, indicating again that AOR

is developing new artists for its own, mostly exclusive roster of acts rather than playing crossover artists. The three acts that did cross over after hitting Top 15 somewhere else first were **Roy Orbison** and **Chris Rea**, who had hits in other formats more than a decade ago, and **White Lion**, which succeeded at the Top 15 level first in CHR.

AC Ties Its Best Mark

1989 was a good year for AC, a format on a roll for breaking new artists. This year 18 artists achieved their first Breaker in AC, matching 1987's record total. In the last three years, 51 artists have broken first in AC; the total for the previous four years was 33.

Recently, we've seen a number of labels focus more promotional attention on AC as a means to break artists. The signs are obvious that the plan is working within the format; stories of the **Breathe/Tracy Chapman** ilk indicate that successful multifaceted crossovers can

AC

First-Ever Breakers

Cowboy Junkies (RCA)
Dion (Arista)
Deon Estus (Mika/Polydor)
(tie w/CHR)
John Farnham (RCA)
Tim Finn (Capitol)
Julia Fordham (Virgin)
Grayson Hugh (RCA)
Love & Money (Mercury)
Peter Noone (Cypress/A&M)
One 2 Many (A&M)
Michael Penn (RCA)
Buster Poindexter (RCA)
Vonda Shepard (Reprise)
Soulsister (EMI)
Darryl Tookes (SBK)
Andreas Vollenweider (Columbia)
Sadao Watanabe (Elektra)
Waterfront (Polydor) (tie w/CHR)

First AC Breaker

Bad English (Epic)
Edie Brickell & New Bohemians
(Geffen)

Enya (Geffen)
Fine Young Cannibals (IRS/MCA)
Lou Gramm (Atlantic)
Jimmy Harner & Synch (WTG)
Jeff Healey Band (Arista)
Jefferson Airplane (Epic)
New Kids On The Block (Columbia)
Roy Orbison (Virgin)
Donny Osmond (Capitol)
Mica Paris (Island)
Tom Petty (MCA)
Bonnie Raitt (Capitol)
Roxette (EMI)
Sa-Fire (Cutting/Mercury)
Sheriff (Capitol)
Southern Pacific (WB)
James "J.T." Taylor & Regina Belle
(Epic)
Thirty Eight Special (A&M)
Was (Not Was) (Chrysalis)
Jody Watley (MCA)
Vanessa Williams (Wing/Polydor)

First AC Top 15

Bad English (Epic)
Paul Carrack & Terri Nunn
(Columbia)
DION (Arista)

ENYA (Geffen)
DEON ESTUS (Mika/Polydor)
TIM FINN (Capitol)
JULIA FORDHAM (Virgin)
Lou Gramm (Atlantic)
Jimmy Harner & Synch (WTG)
Jeff Healey Band (Arista)
GRAYSON HUGH (RCA)
JEFFERSON AIRPLANE (Epic)
Van Morrison (Mercury)
New Kids On The Block (Columbia)
ONE 2 MANY (A&M)
Roy Orbison (Virgin)
Donny Osmond (Capitol)
MICA PARIS (Island)
Roxette (EMI)
Sa-Fire (Cutting/Mercury)
Sheriff (Capitol)
SOULSISTER (EMI)
Southern Pacific (WB)
Surface (Columbia)
10,000 MANIACS (Elektra)
Thirty Eight Special (A&M)
SADAO WATANABE (Elektra)
WATERFRONT (Polydor)
(tie w/CHR)
Jody Watley (MCA)
Karyn White (WB)
Vanessa Williams (Wing/Polydor)

Urban Contemporary

First-Ever Breaker

Abstrac (Reprise)
After 7 (Virgin)
Bardeux (Enigma)
Rob Base & DJ EZ-Rock (Profile)
Mikki Bleu (EMI)
Chuckii Booker (Atlantic)
Sharon Bryant (Wing/Polydor)
Calloway (Solar/Epic)
Chill (Orpheus/EMI)
Chunky A (MCA)
Rhonda Clark (Tabu/CBS)
Tyler Collins (RCA)
De La Soul (Tommy Boy)
Dino (4th & Broadway/Island)
Entouch (Vintertainment/Elektra)
Finest Hour (Polydor)
Foster/McElroy (Atlantic)
Anne G. (Atlantic)
Eric Gable (Orpheus/EMI)
Good Girls (Motown)
Grady Harrell (RCA)
D'Attra Hicks (Manhattan/Capitol)
Joyce "Fenderella" Irby (Motown)
Jackie Jackson (Polydor)
Keisha Jackson (CBS Assoc.)
Troy Johnson (RCA)
Big Daddy Kane (Cold Chillin'/Reprise)
Kid 'N' Play (Select)
LaRue (RCA)
Lateesha (Rawsome/Slam)
Tony LeMans (Paisley Park/Reprise)
Leotis (Mercury)
Marcus Lewis (Aegis/CBS)
Christopher Max (EMI)
Christopher McDaniels (Mega Jam)
Michel'le (Atlantic)
Milli Vanilli (Arista)
Mica Paris (Island)
Pasadenas (Columbia)
Tamika Patton (Orpheus/EMI)
David Peaston (Geffen)
Radiant (Columbia)
Randy & The Gypsies (A&M)
Slick Rick (Def Jam/Columbia)
Soul II Soul (Virgin)
Alton "Wokie" Stewart (Epic)
Terry Tate (Atlantic)
James "J.T." Taylor & Regina Belle
(Epic)
Technotronic (SBK)
Ten City (Atlantic)
Three Times Dope (Arista)

Ruby Turner (Jive/RCA)

Wendy & Lisa (Columbia)
Alyson Williams (Def Jam/Columbia)
Christopher Williams (Geffen)
Wrecks 'N' Effect (Motown)
Young MC (Delicious Vinyl/Island)

First UC Breaker

Blue Magic (Def Jam/Columbia)
Boy George (Virgin)
Neneh Cherry (Virgin)
Deon Estus (Mika/Polydor)
Tone Loc (Delicious Vinyl/Island)
Main Ingredient (Polydor)
New Kids On The Block (Columbia)

First UC Top 15

AFTER 7 (Virgin)
CHUCKII BOOKER (Atlantic)
BOY GEORGE (Virgin)
SHARON BRYANT (Wing/Polydor)
BY ALL MEANS (Island)
CALLOWAY (Solar/Epic)
RHONDA CLARK (Tabu/CBS)
TYLER COLLINS (RCA)
RANDY CRAWFORD (WB)
DE LA SOUL (Tommy Boy)
DINO (4th & Broadway/Island)
ENTOUCH (Vintertainment/Elektra)
Deon Estus (Mika/Polydor)
ANNE G. (Atlantic)
ERIC GABLE (Orpheus/EMI)
GOOD GIRLS (Motown)
GRADY HARRELL (RCA)
HEAVY D & THE BOYZ (MCA)
D'ATTRA HICKS (Manhattan/Capitol)
JOYCE "FENDERELLA" IRBY
(Motown)
Tone Loc (Delicious Vinyl/Island)
MAIN INGREDIENT (Polydor)
MILLI VANILLI (Arista)
MOTHER'S FINEST (Capitol)
New Kids On The Block (Columbia)
PASADENAS (Columbia)
DAVID PEASTON (Geffen)
ALEESE SIMMONS (Orpheus/EMI)
SOUL II SOUL (Virgin)
SYBIL (Next Plateau)
JAMES "J.T." TAYLOR & REGINA
BELLE (Epic)
ALYSON WILLIAMS (Def Jam/
Columbia)
CHRISTOPHER WILLIAMS (Geffen)
BEBE & CECE WINANS (Capitol)

result from an AC-start strategy. This year, **Michael Penn**, for example, could prove to be another sterling example.

Fourth quarter was a bit off in first-time Breakers, but wasn't bad for artists hitting Breaker for the first time in AC. Four did the trick, bringing the crossover total to 23 for the year, highest of any format.

Meanwhile, seven artists hit the AC Top 15 for the first time, bringing the year's total to 31. Just 13 of these acts had not hit Top 15 elsewhere before doing so in AC, meaning AC exceeds even CHR for creaming acts from other formats. But that may change soon as well.

Country Smashes The Record

No suspense here — Country had already set a first-time debut record by the end of the third quarter with 20. Four more (not a bad showing) made the grade in the fall to give the format 24 new charting artists — a full third more than 1986's previous high of 18. Coming off a fairly discouraging 1988, when only nine new artists hit the chart, this new record has to be good news for Nashville.

Earlier I alluded to Country being a format in a world of its own. There's no clearer indication than the total number of artists who debuted on the Country chart after breaking previously in another format: zero. Similarly, of the eight artists who hit Top 15 in Country for the first time, none had done it in another format. Country grows its own these days, and they stay there. (One Country act, **Southern Pacific**, did manage to score its first AC Top 15 hit this year . . . with a song that wasn't promoted to Country radio.)

The figure of eight new artists reaching Top 15 is also encouraging for Country, indicating that the usual long apprenticeship required to attain major hit status is shortening for artists like **Clint Black**, **Mary Chapin Carpenter**, and **Garth Brooks**, among the elite eight. Country is definitely freshening up for the '90s; now when will other formats take some notice for crossover purposes?

UC Just Misses Record

Urban Contemporary was the Heinz format this year, with 57 varieties of new artists making Breaker for the first time. Despite a fourth-quarter surge that accounted for almost half the artists broken overall, that total fell just one short of 1987's alltime format first-time Breaker record.

Still, the new artist pace in UC is pretty giddy: 160 first-time Breakers in the last three years. The danger is, of course, that when you burn 'em in that fast, you may burn 'em up just as quickly — sustaining career momentum on so many

emerging artists is a formidable challenge.

Seven other artists earned their first UC Breakers. A couple of them had previously broken in CHR in the days before R&R's UC chart began; others, like **Neneh Cherry** and **Tone Loc**, broke in CHR ahead of UC. And 34 artists scored their first UC Top 15 hits in 1989 — the largest number in any format, but only a bit ahead of CHR and AC. Of those 34, 31 were collecting their first Top 15 anywhere, indicating that, like AOR, UC develops its own artists, with little crossover pollination.

AOR Tracks

First-Ever Breaker

Anderson, Bruford, Wakeman,
Howe (Arista)
Bad English (Epic)
Big Bam Boo (Uni/MCA)
Blue Murder (Geffen)
Bonham (WTG)
Bulletboys (WB)
Cruel Story Of Youth (Columbia)
D.A.D. (WB)
Paul Dean (Columbia)
Del Fuegos (RCA)
Easterhouse (Columbia)
Enuff Z'Nuff (Atco)
Giant (A&M)
Jefferson Airplane (Epic)
Mick Jones (Atlantic)
King Swamp (Virgin)
Love & Rockets (Beggars
Banquet/RCA)
MSG (Capitol)
Alannah Myles (Atlantic)
Trevor Rabin (Elektra)
Replacements (Sire/Reprise)
Saraya (Polydor)
Siren (Mercury)
Skid Row (Atlantic)
Stage Dolls (Chrysalis)
Tangier (Atco)
Ten Years After (Chrysalis)
Texas (Mercury)
Tin Machine (EMI)
Tora Tora (A&M)
Midge Ure (Chrysalis)
Warrant (Columbia)
World Trade (Polydor)
XTC (Geffen)

First AOR Breaker

Cure (Elektra)
Kix (Atlantic)
Roy Orbison (Virgin)
Chris Rea (Geffen)
10,000 Maniacs (Elektra)

First AOR Top 15

ANDERSON, BRUFORD,
WAKEMAN, HOWE (Arista)
BAD ENGLISH (Epic)
BLUE MURDER (Geffen)
BONHAM (WTG)
CULT (Reprise)
GIANT (A&M)
MICK JONES (Atlantic)
LIVING COLOUR (Epic)
LOVE & ROCKETS (Beggars
Banquet/RCA)
GARY MOORE (Virgin)
MSG (Capitol)
Roy Orbison (Virgin)
RADIATORS (Epic)
Chris Rea (Geffen)
REPLACEMENTS (Sire/Reprise)
SARAYA (Polydor)
JOE SATRIANI (Relativity)
SIREN (Mercury)
SKID ROW (Atlantic)
STAGE DOLLS (Chrysalis)
TANGIER (Atco)
TESLA (Geffen)
TIN MACHINE (EMI)
MIDGE URE (Chrysalis)
WARRANT (Columbia)
White Lion (Atlantic)
WINGER (Atlantic)
XTC (Geffen)

Bowie Announces 'Retrospective' World Tour

Speaking at an international press conference held this afternoon (1/23), **DAVID BOWIE** announced that he will embark on a massive world tour in 1990. Bowie stated that this will be a "retrospective" tour to coincide with EMI's (UK) release of his entire catalog of digitally remastered recordings.

Held in London's Rainbow Theatre, the conference was highlighted by Bowie performing spontaneous excerpts from "Panic In Detroit," "Space Oddity," "John, I'm Only Dancing," and even "The Laughing Gnome," accompanied only by acoustic guitar.

The tour — Bowie's first solo outing in more than three years — kicks off March 3 in Quebec and will include stops in 14 countries and five continents over the next six months. Backing band on the tour will be a quartet led by guitarist **ADRIAN BELEW**.

Mind you, Bowie has no idea yet which tracks he'll be playing, as he's asking his audience to decide! International phone numbers are being given out for fans to phone in and vote for the material they want to see David play. US fans can dial 1-900-2 BOWIE 90.

Meanwhile, **TIN MACHINE** are still very much alive and well. Having spent a long while in Australia, the band has recorded 25 new songs for a new album that's due later in the year. No title yet, but Bowie revealed that one of the working names is "A Big Hurt." He described the style of the record as "sensitively aggressive."



Dave Stewart — back to his routes?

Solo Can He Go

Following the news that **ANNIE LENNOX** will take an extended sabbatical from **EURYTHMICS** in order to concentrate on starting a family, partner **DAVE STEWART** has expressed a wish to get back to his roots by embarking on a solo album and tour next year.

There's already speculation as to who might be the singer for Stewart's new band, with **MICK JAGGER**, **MIDGE URE**, and **BOB GELDOF** mentioned as possibles. But contrary to what has been reported in the British press, **ROL** was assured by **RCA** that **Eurythmics** are *not* going to split up.

"Rock Over London" news is a service of Rock Over London Ltd. which can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.

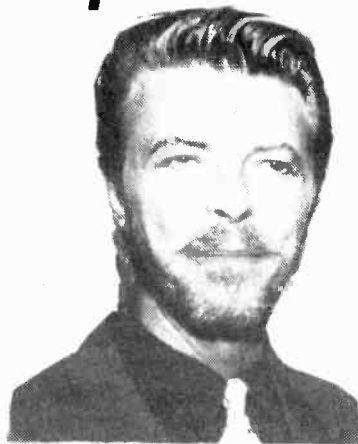


Here Comes Trouble

According to the *Daily Mirror*, **GEORGE MICHAEL** is launching a new singing career — not for himself — but for his newfound girlfriend, 26-year-old **JEANETTE CALLIVA**.

Michael has already penned three songs for Calliva — who currently runs a London nightclub with ex-**VISAGE** man **STEVE STRANGE** — to sing with her new act, **HERE COMES TROUBLE**, including one called "The Game Of Love (Just Like Adam And Eve)."

So, is romance in the air, or is this just a professional liaison? "No comment" was all **ROL** got from Michael's management.



David Bowie — I dunno, what do YOU want to hear?

Professional Liaisons II

Speaking of professional liaisons, Scotsman **BRIAN SPENCE** — who scored a UK airplay hit with "Reputation" — has just heard that it's been covered by **DUSTY SPRINGFIELD** for her forthcoming album.

Spence himself will return with a new UK deal on **Chrysalis**, and a new single called "Travellin' Man" in February. It's described (fairly accurately) by his manager as a cross between the **SHADOWS**, **FRANKIE LAINE**, and **PWL**!

And while we're on the subject of chanteuses who survived the '60s, Ireland's *Hot Press* magazine reports that **BONO** and the **EDGE** from **U2** have promised to write a song for **MARIANNE FAITHFULL**.

Singles Scene

New singles scheduled for Monday (1/29) release include "Jacket Hangs" by much-fancied Bristol band the **BLUE AEROPLANES**;

"Taking On The World," the title track from the LP by Scottish rockers **GUN**; "Down So Long," the title track from the album by fellow Glaswegians **SLIDE**; and "Your Greatest Shade," the follow-up to "Washington Deceased" by Irish band the **ADVENTURES**.

That same day **PAUL McCARTNEY** will release his new UK single ("Put It There"). "Mamma's Little Girl" will be the seven-inch's B-side, with the 12-inch adding "Same Time Next Year."

Also due on Monday: the **HOUSE OF LOVE**'s single "Shine On." The group's first album for a major label (**Phonogram**) — imaginatively titled "House Of Love" — follows on February 26.



Nesuhi Ertegun — attribute to his success?

WEA Bows East West

SIMPLY RED, **ROBERT PLANT**, **DEBBIE GIBSON**, **YES**, **CHRIS REA**, **MIKE + THE MECHANICS**, **DONNA SUMMER**, and **TANITA TIKARAM** are among the artists who'll make up the roster of **WEA**'s second UK company, **East West Records**.

The name **East West** was originally chosen by **NESUHI ERTEGUN** for a new jazz label that didn't become fully operational before his death. As a mark of respect, **WEA** have now adopted the name, and the label will be managed in London by **MAX HOLE**, who joined **WEA**'s **A&R** department in 1982.



Joe Lynn Turner — REALLY in Deep.

A Grovelling Apology

When you turned to the **ROL** column in last week's **R&R**, you may have heard the sound of a large clanger dropping, as we managed to confuse our triple-barrelled rockers and give the impression that **RONNIE JAMES DIO** — and **NOT JOE LYNN TURNER** — is the new lead singer with **DEEP PURPLE**. Grovelling apologies to both gentlemen and their followers for getting ourselves into a metal muddle.

Soul II Soul II

SOUL II SOUL continue to work on their second LP, due in May. **ROL** has learned that the next single is scheduled for April 16 release and will be titled "Dream's A Dream." We also hear that **JAZZIE B** has been in the studio with Chicago soulster **KYM MAZELLE**.

R.I.P. 'N' Read

MEL APPLEBY of the English pop duo, **MEL & KIM**, finally lost her three-year battle against cancer last week at the age of just 23. Although she had been beating the cancer, Mel caught pneumonia and, too weak to pull through, died in a London hospital.

It was with Mel & Kim that the reputation of **STOCK AITKEN WATKIN** as UK hitmakers really began to build. The duo hit the UK top ten in '86 with "Showing Out," had a number one the following spring with "Respectable," followed by two more top tenners ("F.L.M." and "That's The Way It Is").

BRITAIN

LW	TW	
9	1	KYLIE MINOGUE /Tears On My Pillow (PWL)
2	2	49ERS /Touch Me (4th & Broadway/Island)
1	3	NEW KIDS ON THE BLOCK /Hangin' Tough (CBS)
3	4	MANTRONIX I/WONORESS /Got To Have Your Love (Capitol)
16	5	JIMMY SOMERVILLE /You Make Me Feel (Mighty Real) (London/PG)
13	6	D MOB I/NUFF JUICE /Put Your Hands Together (FFRR/PG)
5	7	F.P.I PROJECT /Going Back To My Roots (Rumour)
—	8	HALO JAMES /Could Have Told You So (Epic)
4	9	SOUL II SOUL /Get A Life (10/Virgin)
11	10	MISSION /Butterfly On A Wheel (Mercury/PG)
—	11	ADAMSKI /N-R-G (MCA)
—	12	LIL LOUIS & WORLD I /Called U (FFRR/PG)
10	13	ROB 'N' RAZ I/LEILA K /Got To Get (Arista)
—	14	SINEAD O'CONNOR /Nothing Compares 2 U (Ensign/Chrysalis)
—	15	MARTIKA /More Than You Know (CBS)
—	16	MEGADETH /No More Mr. Nice Guy (SBK)
6	17	JASON DONOVAN /When You Come Back To Me (PWL)
8	18	SONIA /Listen To Your Heart (Chrysalis)
—	19	GINO LATINO /Welcome (FFRR/PG)
7	20	DE LA SOUL /Buddy/The Magic Number (Big Life)

Moving Up (standing head)

QUINCY JONES I/RAY & CHAKA/I'll Be Good To You (Qwest/WB)
WRECKS-N-EFFECT/Juicy (Motown)
PHIL COLLINS/I Wish It Would Rain Down (Virgin)
PUBLIC ENEMY/Welcome To The Terrordome (Def Jam/CBS)
KYM MAZELLE/Was That All It Was (Syncopate/EMI)
YELL!/Instant Replay (Fanfare)

AUSTRALIA

LW	TW	
3	1	PETER BLAKELEY /Crying In The Chapel
2	2	HUNTERS & COLLECTORS /When The River Runs Dry
1	3	KATE CEBERANO /Brave
—	4	J. DIESEL /Please Send Me Someone To Love
4	5	JENNY MORRIS /Street Of Love
6	6	BOOM CRASH OPERA /Best Thing
8	7	IAN MOSS /Mr. Rain
7	8	MAX Q /Sometimes
5	9	ICEHOUSE /Touch The Fire
10	10	SHIVERS /Washaway

Most Added

BANG THE DRUM/Only You
GIRL OVERBOARD/The Love We Make
SHIVERS/Washaway

Top 10 Australian records from playlists of FM 104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Aelaide, 2-DAY/Sydney, 2MMM/Sydney, and FM-104.7/Canberra.

CANADA

LW	TW	
1	1	ALANNAH MYLES /Still Got This Thing
3	2	SHEREE /Woman's Work
4	3	HONEYMOON SUITE /Still Lovin' You
10	4	LUBA /Little Salvation
2	5	MEN WITHOUT HATS /Hey Men
5	6	TOM COCHRANE /White Hot
—	7	KIM MITCHELL /Expedition Sailor
8	8	LEE AARON /Hands On
—	9	RUSH /Show Don't Tell
—	10	RAY LYELL & STORM /Cruel Life

Most Added

REGATTA/Wherever You Run
CRASH VEGAS/Inside Out

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417

MUSIC DATEBOOK

White Wall Swallows Pink Floyd

MONDAY, FEBRUARY 5

1967/British tabloid *News Of The World* reports on drug parties hosted by the **Moody Blues** and attended by **Mick Jagger** and **Keith Richards**. The story and ensuing controversy lead to Richards's drug arrest.

1972/**Paul Simon's** first solo single, "Mother And Child Reunion," is released.

1973/**Elton John's** "Crocodile Rock" goes gold.

1981/**Anne Murray** takes home four of Canada's Juno Awards, including Best Single for "Can I Have This Dance."

1989/*Newsweek's* "Overheard" section quotes **James Brown's** attorney as saying, "Church attendance is up dramatically" at the prison where Brown is coaching the choir.

Born: **Bobby Brown** 1969, **Nigel Tufnel (Spinal Tap)** 1948, **Nigel Olsson (Elton John Band)** 1949, **Cory Wells (Three Dog Night)** 1942, **Barrett Strong** 1941, the late **Bob Marley** 1945

TUESDAY, FEBRUARY 6

1956/**Elvis Presley** makes his live performance debut at the Memphis Auditorium.

1976/**Ronnie Milsap** joins the Grand Ol' Opry.

1987/**Sonny Bono** begins a successful campaign to become mayor of Palm Springs, CA.

1989/Jazz pianist **Dave Brubeck** undergoes successful triple-bypass heart surgery. Also, **Michael Jackson** visits children at a Stockton, CA elementary school. Two weeks earlier, a drifter killed several students at the school with an AK-47 assault rifle.

Born: **W. Axl Rose (Guns N' Roses)** 1962, **Natalie Cole** 1950, **Dan Seals** 1948, **Rick Astley** 1966, **Brian Travers (UB40)** 1959, **Fabian** 1943

WEDNESDAY, FEBRUARY 7

1964/Screaming fans drown out incoming airplanes as the **Beatles** arrive in New York for their first US tour.

1965/**George Harrison's** tonsils are removed.

1979/**Stephen Stills** is the first rock musician to record on digital equipment. **Ry Cooder** later becomes the first to release a digitally recorded product.

1980/In Los Angeles, **Pink Floyd** begins the two-city, 14-concert tour for "The Wall." The stage features a 120-by-60 ft. styrofoam brick wall that grows with each song until the band is obscured.

1981/**Eddie Murphy** makes his "Saturday Night Live" debut.

1989/**David Crosby** guests on "The **Arsenio Hall** Show." Even though **CSN&Y** have a top ten album, Hall asks Crosby if he ever sees the old group members.

Born: **Garth Brooks** 1962, **Steve Bronski (Bronski Beat)** 1960, **Jimmy Greenspoon (Three Dog Night)** 1948, **William Lee Cooper** 1921



Garth Brooks, Bobby Brown, Nigel Tufnel, W. Axl Rose

THURSDAY, FEBRUARY 8

1965/The **Supremes'** "Stop! In The Name Of Love" is released.

1979/Guitar George knows all the chords — **Dire Straits'** "Sultans Of Swing" is released. Also, **Natalie Cole** makes her Las Vegas debut with a six-day stand at the MGM Grand.

1980/After ten years of marriage, **David** and **Angela Bowie** are divorced.

1988/Jazz great **Dizzy Gillespie** plays himself on "Frank's Place." In the episode, his playing inspires a visiting African to defect and take up jazz.

Born: **Sammy Llanas (BoDeans)** 1961, **Merle Watson** 1949, **Barry Mann** 1939, **John Williams** 1932, **John Ford Coley** 1948

FRIDAY, FEBRUARY 9

1964/The **Beatles** make their US television debut on "The **Ed Sullivan** Show." Also, future **Monkee** **Davy Jones** opens as the Artful Dodger in the UK production of "Oliver."

1972/**Paul McCartney** unveils his new band **Wings** with a surprise show at England's Nottingham University.

1975/**Cher's** variety series signs on. First-night guests are **Elton John** and **Bette Midler**.

1987/**Dire Straits** wins the British BPI Best Album award for "Brothers In Arms." "West End Girls" by the **Pet Shop Boys** is named Best Single.

1989/**Keith Richards** confirms rumors that the **Rolling Stones** will go on tour for the first time in eight years.

Born: **Carole King** 1942, **Travis Tritt** 1963, **Ernest Tubb** 1914, **Holly Johnson (Frankie Goes To Hollywood)** 1960

SATURDAY, FEBRUARY 10

1942/**RCA Victor** awards the very first gold record to **Glenn Miller** for selling 1.2 million copies of "Chattanooga Choo Choo."

1956/**Elvis Presley** makes his first Nashville recordings.

1968/The **Beatles** consolidate all of the group's business affairs under their newly formed record company, **Apple**.

1984/**Alabama's** "Roll On (18 Wheeler)" hits #1 Country and goes on to become the format's biggest #1 hit of the decade.

1989/**Roy Orbison** achieves a chart rarity: his "You Got It" single appears on the CHR, AOR, AC, and Country charts simultaneously. Also, "Tap," starring **Gregory Hines**, opens, and **LaToya Jackson** appears on "Donahue" with a boa constrictor.

Born: **Roberta Flack** 1939, **Donovan** 1946, **Leontyne Price** 1927

SUNDAY, FEBRUARY 11

1964/The **Beatles** play their first US concert in Washington, DC.

1965/**Ringo Starr** marries **Maureen Cox**.

1967/The **Monkees** announce they will play their own instruments on all future recordings.

1972/In Tollworth, England, **David Bowie** makes his first appearance in the guise of "Ziggy Stardust."

1984/"Frankly, I'm a little bored after 13 years." — **Don Cornelius** announces plans to book more white acts and dancers on "Soul Train."

1989/The **Grateful Dead** play the L.A. Forum for the first time. Floor chairs are removed so Deadheads can dance the night away. Also, **Sade** marries music video producer **Carlos Scola** in Spain.

Born: **Leon Haywood** 1942, **Sergio Mendes** 1941, **Gerry Goffin** 1939, **Gene Vincent** 1935

—Paul Colbert

GET UP!

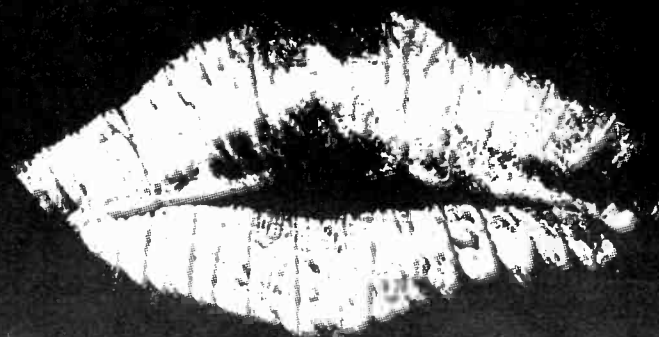
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WXKS add	FM102 add 20
WMJQ add 30	HOT977 add
KKBQ add	KOY-FM deb 29
KRBE add 25	PWR106 deb 37
KITY add 20	PWR99 28-25
KTFM add 28	HOT97 18-11 (HOT)
B96 add 25 (HOT)	WPGC 29-26
WPHR add	KNRJ 14-8
WHYT add	PWR96 18-15
KS104 add	KKFR 27-23
Y108 add	HOT949 15-11
KUBE add	KMEL 26-23

*Before The Night Is Over



ON TOUR WITH
MAADONNA
THIS SPRING!

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JOEL DENVER

Free-Fallin' In Houston

KKBQ Down But Still Wears Format Crown

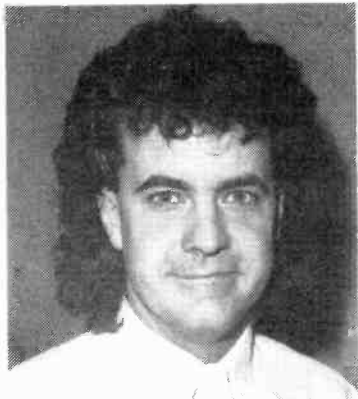
The Houston fall books list ratings drops for all three CHRs, KKBQ (93Q), KRBE, and KNRJ (Energy 96.5). The exception: KNRJ's 4.2-5.3 Birch performance. And although 93Q still claims the format crown, PD Randy Brown must come to terms with a 6.7-6.2 Arbitron slide and a 7.3-6.2 Birch dip.

Comments Brown, "Well, at least they're (Arbitron and Birch) in sync. But anytime you slide in Arbitron you don't blow up balloons and pop champagne. A year ago we were at 6.5 with one competitor. Now we're off a half-share with three competitors, while KRBE is half of what they were then. Add the shares of KRBE and KNRJ, and they still don't have what we've got."

They Love Lander

Another thing the stations don't have is longtime morning fixture John Lander and the Q-Morning Zoo. "He's the cornerstone of our success," says Brown. "He's not only strong with our 18-34 female target, but he dominates teens. Most personality morning shows with very little music can't hold the lower demos, but John can."

Brown has seen a lot of dramatic changes during the year he's been with 93Q. KKHT became KNRJ, AC KLTR (K-Lite) has grown substantially, and the market's two Country outlets — KIKK-FM and KILT-FM — have posted strong numbers. "Emmis pulled the plug too quickly on KKHT, which is why KLTR is so strong. There aren't many stations serving K-Lite's demos. It's possible we'll see a new competitor take them on, but I



Randy Brown

doubt that's what will happen to KNRJ. I'm sure (future KNRJ owner) Nationwide is exploring all the possibilities."

He also thinks KRBE is looking for an identity. "I still don't think they have it. There's nothing wrong with their overall sound, but with our come way ahead and KRBE's sliding to fourth, they've got problems. Last year they abandoned their core with a stretch toward upper demos, and it hurt them with KNRJ coming in. The pendulum of contemporary music

taste swings back and forth; if you're niche-formatted and not in the center of the swing, you miss a lot of hit records and could be in trouble."

Different Music Mix

Houston's CHR music mix is a bit eclectic, to say the least. Energy leans dance, and KRBE is moving back in that direction. As for KKBQ, Brown says, "We're not rock-leaning, but we tend to be early on much of the Euro-rock product. Houston is one of the most progressive music markets. Depeche Mode's 'Personal Jesus' was a hit here six months ago and we're already playing their new one, 'Dangerous.'"

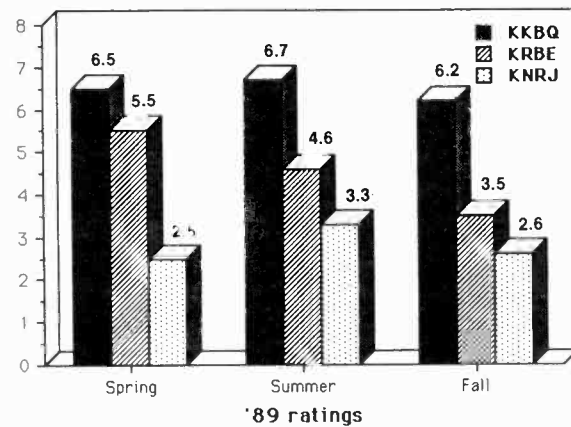
"The club scene is very hot. And Houston has the second largest gay population in the country, which also contributes to the city's musical flavor. Aside from the clubs, there's not much for 18-24s to do."

KKBQ does club broadcasts every Friday and Saturday night, playing what Brown describes as "largely unfamiliar Euro-dance and New Wave. It pulls phenomenal numbers and gives us a great image without forcing us to play the more obscure cuts in other dayparts. Because of our morning show, KKBQ is perceived as a personality station. Our second calling is strong promotions; music is

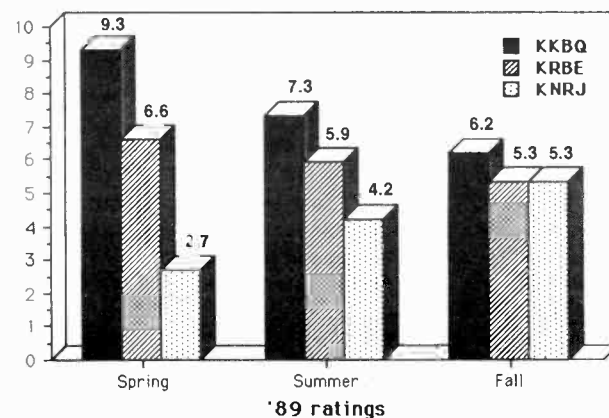
Continued on Page 52

Ratings Headaches In Houston

Arbitron 12+



Birch 12+



KRBE Regroups

Since KRBE/Houston PD Adam Cook's arrival last year, the station has been in transition. Now that new management is in place, Cook is optimistic about the future — in spite of the station's 4.6-3.5 drop in Arbitron and 5.9-5.3 shift in Birch.



Adam Cook

Greedy For Adults

"With three CHRs going for 18-34 and October showing poorly for all of us in the monthlies, it's no wonder we were all down," says Cook. "KRBE has been the most affected by Energy (KNRJ); they took our former dance position away when we made the incorrect decision last January to aim for an older audience. As for come, we made our goals but didn't hold them in AQH numbers."

"We made the mistake so many other CHRs have: we got greedy for upper demos. We went too far too fast and forsook our 18-24 core. Our variety was too wide. Now we've moved back to an uptempo, rhythmic sound. The difference between us and Energy is we sound more familiar."

Continued on Page 52

KNRJ: Avoiding An Energy Crisis

KNRJ (Energy 96.5)/Houston PD Steve Smith is a study in frustration. With the Emmis-to-Nationwide sale looming over his head, Birch quarterly trends of 2.7-4.2-5.3, and an Arbitron showing of 2.5-3.3-2.6, he's got a lot on his mind.

"Since we signed on last February, we've grown in Birch; we're even number one 18-34 adults now. Yet Arbitron has us in the dumper," Smith complains.

"It's the biggest ratings discrepancy I've ever been involved with. Birch usually tracks ahead of Arbitron, but this is crazy. According to the trends, Birch projects we could be the number one station in the next 60 days. We go to the malls, clubs, restaurants, and parks. We're on everywhere — three- and four-to-one over KRBE and KKBQ (93Q)."

Top-Of-Mind Issue

But Smith says he has a handle on the ratings dilemma. "It's a top-of-mind issue. We can walk up to people listening to us, ask what they're listening to, and 93Q or KRBE come up. It's a matter of getting people to accurately write down what they're listening to.



Steve Smith

We're on-air right now making people take a close look at their radio dial. Unfortunately, they register 96.5 as 96, which is Country KIKK.

"In the actual diaries I saw a lot of sharing between 104 (KRBE), 93, and 96, which they credit to KIKK. Yet in the comment section people talked about 'the Energy station.' So we're on-air saying,

'Don't forget the point five. We're Energy 96.5.'

"There's only so much you can do without ordering listeners around and losing the fun factor. So we've saturated the market with boards. We did television when we debuted and also in the fall to support commercial-free Mondays. But we're convinced it's only a diary credit problem."

Smith believes some of his current problems are inherited. "This frequency has changed formats four times in the past five years, from AOR to mainstream CHR to AC, and now CHR-Dance. People ask, 'What kind of music are you going to be playing next week?' They can't trust this frequency." To help raise the trust level, a ten-person promotion department is boosting the station's street visibility via high school promotions for team of the week and numerous club appearances.

Music-Driven

Music is another tool being used to cement the station's identity. "We're breaking a lot of new mu-

Continued on Page 52

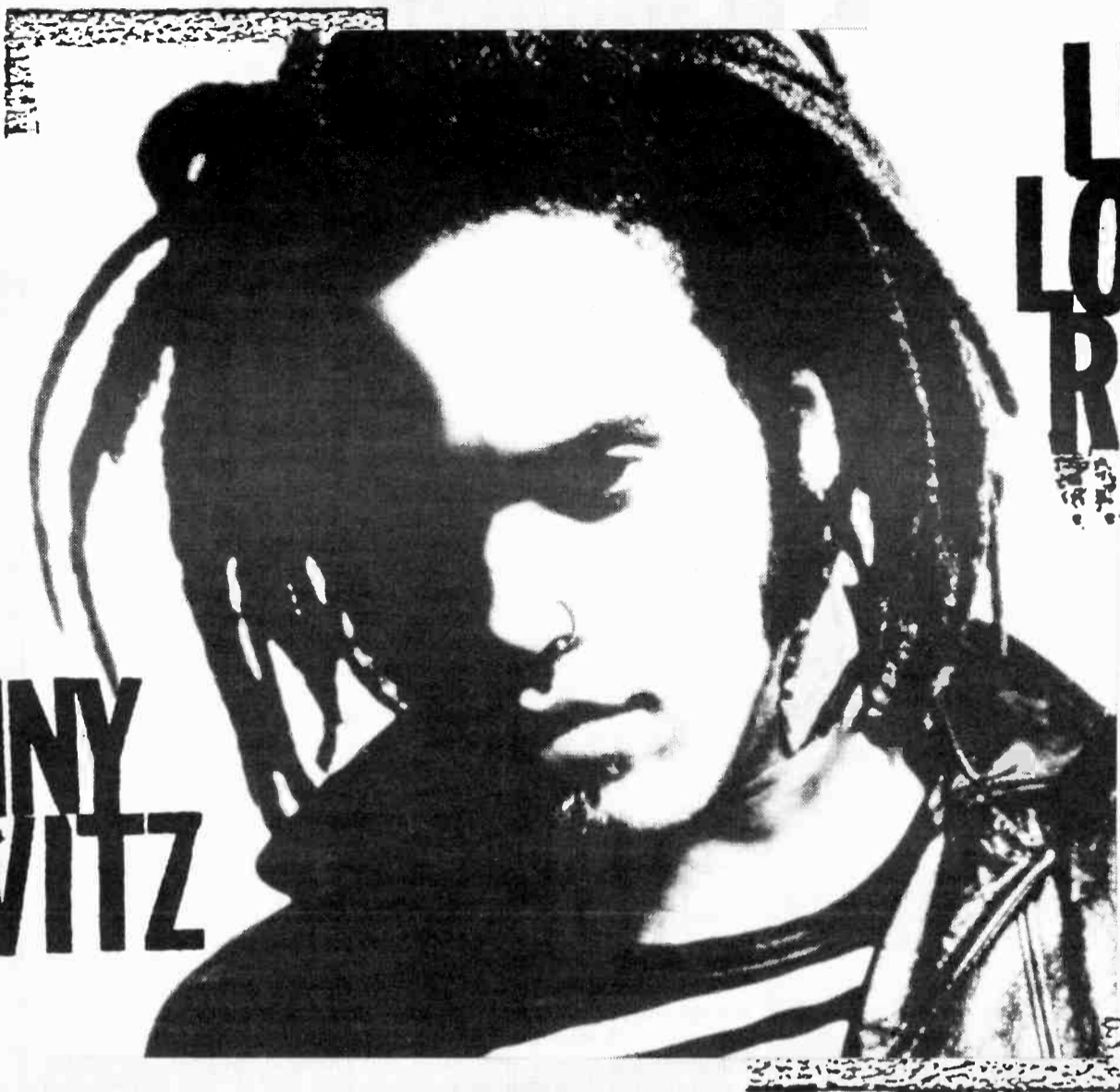


KKBQ/Houston's positioning statements aren't fancy, but they're effective: "93Q, anything else is just a radio station"; "Houston's number one hit music station"; and "93Q, home of the Q-Zoo." Here's a typical 5pm hour:

PAULA ABDUL/Opposites Attract
INFORMATION SOCIETY/What's On Your Mind
JODY WATLEY/Everything
ERASURE/Blue Savannah
STEVE "TIN TIN" DUFFY/Kiss Me
ELECTRONIC/Getting Away With It
DEPECHE MODE/Dangerous
YELLOW/Oh Yeah
SYBIL/Don't Make Me Over
CURE/Lullaby
IMPEDANCE/Tainted Love
TECHNOTRONIC/Pump Up
The Jam
ANYTHING BOX/Living In Oblivion
BOBBY BROWN/Rock Wit 'Cha

Continued on Page 52

**LENNY
KRAVITZ**



**LET
LOVE
RULE**

On Tour With

TOM PETTY

1/26 Tampa
1/27 Gainesville
1/29 Charlotte
1/31 Long Island
2/1 Providence
2/3 Albany
2/4 Fairfax, VA
2/6 Philadelphia

2/7 Worcester
2/8 Hartford
2/10 Dayton
2/11 Auburn Hills, MI
2/13 Cleveland
2/15 Chicago
2/16 Normal, IL
2/17 Iowa City

2/18 Ames, IA
2/20 Minneapolis
2/22 Indianapolis
2/23 Carbondale
2/25 St. Louis
2/26 Kansas City
3/1 Los Angeles
3/3 Oakland

Three more weeks still to be announced.

LOVE WILL RULE!

From the debut LP LET LOVE RULE. Written, produced and performed by Lenny Kravitz.

Virgin

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elton john SACRIFICE

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98/20 #4 MOST ACTIVE #8 NEW & ACTIVE

WXKS 34-28
CKOI
PRO-FM deb 30
Y100 deb 23

WKQX 9-7 (HOT)
WPHR deb 32
WNCI add 22
Q95 7-3 (HOT)
KDWB 30-26
Y108 deb 30
KKRZ add

KXYQ 11-10
KCPX 28-22
KISN 11-7 (HOT)
KUBE deb 28
KSAQ 40-32
KXXR 36-31
WBBQ 28-23
Y107 add
KROY add 31

From the gold lp

SLEEPING WITH THE PAST

produced by chris thomas
management: john reid

MCA
THE SPOTLIGHT IS ON

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Free-Fallin' In Houston

Continued from Page 50

third. So it's more important for us to play the right music to fit our image than to get into the 'more music' competition."

93Q's fall promotion efforts included the Film House "Birthday Game" (for the third time) and a \$93,000 house giveaway wherein 93 qualifiers hoped they held the winning front door key. "We tied in

with Kroger Foods and Coke. In addition to tons of newspaper exposure, we got 1.8 million write-in entries," reports Brown.

Musical Chairs

Longtime Promotion Director Joe Pogge, who defected to Energy, has been replaced by former KSHE/St. Louis and WMMS/Cleveland promo whiz Jim Marchyshyn. Other staff changes in-

clude importing Dave Thomson for afternoons from WLOL/Minneapolis, nabbing Kid Cannon from KMGX/Fresno for nights, shifting night rocker Chris Kelly to mid-days, and moving Susan Wise into late-nights. "All around, we have the best airstaff and the best long-range marketing efforts," observes Brown. "Even though we're down this book, it's a victory for us over the other two."

KNRJ: Energy

Continued from Page 50

sic," notes Smith. "(MD) Michael Newman scours the stores and checks our sources for hot imports. We're closely followed by KKBQ and KRBE, so our image as a music leader is often diluted. To counter, we run new music promos in which we set the record straight about who broke what songs first."

Smith keeps Energy more music-driven than its rivals, creating the impression that listeners run the station. It's paid off: night jammer Paco Lopez is now number one 12+ in his period in both surveys. Smith also signed Boomer, former 93Q night talent, for afternoons and also snatched 93Q's Promotion Director Joe Pogge. And morning men "Johnny O and Jeff Scott know I want to upgrade the show," adds Smith, who's itching to go toe-to-toe in the morning personality fray.

Despite the impending sale (April), Emmis hasn't cut the money supply. "One of the best promotions we ever did was with sister WQHT (Hot 97)/New York, sending hundreds of listeners to the Bahamas for an 'Energy Bahama Blast' on Paradise Island. Young MC, Expose, Seduction, Stevie B, Roxette, and Sweet Sensation played. We also do local Energy Blast concerts with big-name line-ups."

MOTION

- "Downtown" Billy Brown takes afternoons at WBSB (B104)/Baltimore.
- WPLJ/New York moves Fast Jimi from PM drive to middays.
- KRBE/Houston promotes afternoon driver Mark Waldi to mornings; Glenn Beck exits.

KROY/Sacramento welcomes former KXXR/Kansas City Production Director Mike Green for the same gig, as Mark McCay exits... KRXV (Y108)/Denver programming asst./AM producer Lee Ann Nye will be leaving the station to pursue a promotion spot. Contact her at (303) 979-9080... WKQX (Q101)/Chicago adds former WYTZ (Z95) air talent Doug Blair for weekends and swing... Jim Marchyshyn, former Director/Creative Services for Olympia Networks, is now Director/Marketing and Promotion for KKBQ/Houston.

Political Hardball

Accusing his competitors of "playing political hardball" with labels, Smith asserts KNRJ's motto is "Whatever it takes." "Labels are freaked out [about doing] promotions with radio because the other guys [stations] drop their records. Labels should stand up and say, 'This record will happen with you or without you' and not allow themselves to be pushed against the wall. We'd never drop a record if a label did a promotion with the other guys. We just expect fair and equal treatment."

Smith is determined to "convince Nationwide to throw out their market research and let us keep doing what we're doing. This numbers problem would be a lot easier to swallow if we were being beaten by better competition. Both KKBQ and KRBE do messy, unfocused radio. I don't hear the great level of format execution they should have for this size market."

KRBE Regroups

Continued from Page 50

Marketing Splash

Without going into detail, Cook promises his upcoming marketing plan will fall under the heading of "big and splashy." In recent months KRBE had put up billboards but didn't do any television. It staged "Powerhouse Party VI" in December, featuring Seduction, DJ Jazzy Jeff, Red Hot Chili Peppers, Michael Morales, and Lou Gramm. The station was most visible during Friday night broadcasts from several of the hottest clubs. And as football cranked up, Oilers quarterback Warren Moon did reports twice a week in morning drive.

Speaking of morning drive, by the time you read this, Cook will have already made a change. Five-year afternoon personality Mark Waldi is now doing mornings. He succeeds Glenn Beck, who recently exited with six months left on his contract.

Says Cook, "(KKBQ morning man) John Lander is vulnerable and we think Mark can eventually take him. Now all we have to do is find a nighttime crazy man, and we're on our way. The music is fixed and the marketing will follow.

ENERGY 96.5 FM
KNRJ

KNRJ (Energy 96.5)/Houston's music-intensive CHR-Dance format uses liners that reflect its style: "Houston's fresh new music mix"; "Energy 96.5, because Houston won't stand still for the same old music"; and "Houston, your energy crisis is over." Check out this 5pm hour:

TECHNOTRONIC/Pump Up

The Jam
CELEBRATE THE NUN/Will You Be There

PAULA ABDUL/Opposites Attract
GEORGE LEMOND/Without You
INXS/Need You Tonight
A'ME LORAIN/Whole Wide World
ANYTHING BOX/Living In Oblivion
COVER GIRLS/We Can't Go

Wrong
JANET JACKSON/Miss You Much
KEVIN PAIGE/Anything I Want
PAJAMA PARTY/Over And Over
YAZ/Situation
EXPOSE/Tell Me Why

With KNRJ looking at other formats, it should make a major difference in our situation in 1990. This market can't support three CHRs."

POWER 104
KRBE

KRBE/Houston's liners get straight to the point: "The most music" and "The power station." Here's a sample of what you can hear at 5pm:

SEDUCTION/2 To Make It Right
HOWARD JONES/Everlasting Love

JANET JACKSON/Rhythm Nation
D MOB/C'mon And Get My Love
INXS/What You Need
SHANA/I Want You
TAYLOR DAYNE/With Every Beat Of My Heart

ANYTHING BOX/Living In Oblivion
B-52'S/Love Shack
DINO/I Like It
BELINDA CARLISLE/Leave A Light On
TEARS FOR FEARS/Everybody Wants To Rule The World
COVER GIRLS/We Can't Go Wrong

WE LOVE STATIONS WHO LOVE "LOVE ME FOR LIFE"

FRANKIE BLUE, Z100/NEW YORK

"Stevie B has delivered many hits to Z100. This one will give him his long-deserved national recognition."

BRIAN BRIDGEMAN, KIIS/LOS ANGELES:

"This record exploded with its first play on the air and was Top 5 request in its first week. Stevie B is a core artist for KIIS and this is another sure-fire Top 5 record for him in L.A."

PAUL DONOVAN, B96/CHICAGO:

"Hit across the board. Phones covering all demos. Stevie B is steaming in Chicago!"

RICK UPTON, KITY/SAN ANTONIO:

"The song is in our #1 rotation. Is top 5 in every research category. Just a tremendous hit!"

HOSH GURELLI, KMEL/SAN FRANCISCO:

"Stevie B is a proven major market core artist and 'Love Me For Life' brings Stevie beyond the city and into the suburb. He certainly has talent."

MIKE PRESTON, POWER 95/NEW YORK:

"Stevie B has become a core artist for both New York and Power 95. 'Love Me For Life' will be the hit that makes him a core artist nationally."

KEVIN WEATHERLY, Q106/SAN DIEGO:

"This song deserves the national attention and consideration worthy of any Top 10 record. This is a bonafide mass appeal hit and the biggest Stevie B record yet!"

KEVIN McCABE, HOT97/NEW YORK:

"Till now, every Stevie B record has been Gold. This one will be Platinum."

STEVIE B

"LOVE ME FOR LIFE"

CHECK THIS ACTION:

WKSE deb 29
WPLJ 28-23
KITY 15-13 (HOT)
KTFM 25-20
B96 21-12 (HOT)
KS104 15-8 (HOT)
KOY-FM 13-10 (HOT)

KZZP 6-5 (HOT)
KKLQ 6-4 (HOT)
KWSS 13-10
WIOQ 22-16
PWR106 add 36
FM102 add
KMEL add
WKRZ add
WFMF 19-13 (HOT)
WCKZ add 28
KPRR 29-23

KBFM add
WOVV add
KJ103 deb 30
KKSS add
KKXX add
KLUC 16-9 (HOT)
KCAQ add
KDON 4-2
KRQ 22-17
SLY96 deb 40

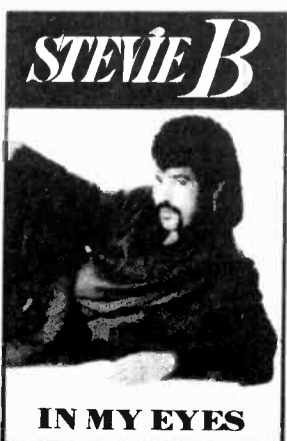
...AND MANY MORE!

Produced by Stevie B

Executive Producer
Herb Moelis



LEFRAK-MOELIS
RECORDS



From His
Gold Album
"In My Eyes"

R&R MART

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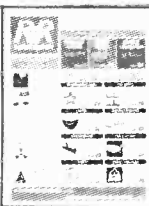
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BRAD MESSER

CALENDAR

Overdrawn At The Talent Bank

Here's a crisis scenario that may be too familiar: a valued employee strolls into your office and hits you with one month's notice. What should you do? Shout that he's a traitor? Whip out a blank check? Phone your consultant and blame him? Dial 911?

And the correct answer is — may I have the envelope, please — that most everyone handles this situation differently. There's no one "right" reaction, but whatever's to be done, the quicker the better. Broadcasting could be the poster kid for the phrase "time is money." Drift without power and competitors will eat your lunch.

If life were crisis-free it might be very pleasant, but there would be nothing to manage, thus (shudder) no need for managers. Timely response to change is 90% of a manager's job; the other 90% consists of using foresight and being prepared.

It only takes about a millimeter of foresight to know this business is a people-charmer. Everyone goes

sooner or later. A notice period of a whole month is almost luxurious. It allows a couple of weeks to review candidates and make a choice. It lets the chosen one give his own two-week notice before coming in. This works out very smoothly on paper. It assumes you have a talent bank which is always open for withdrawals.

From The Farms To The Majors

In the best of worlds, perhaps managers would develop farm club-type talent pools. They would secretly monitor a few markets, ferret out winners, quietly get in touch with the potential up-and-comers, drop an encouraging word

or two, stay in touch, and presto! Talent would be out there and ready to come up on 14 days' notice.

Some consultants believe farming is part of their job. Others reason it's a waste of time. You research talent 'til you turn blue, and then when you need someone quick, the guy you want just accepted another job yesterday.

I hear on the grapevine that smaller markets have been increasing compensation to morning teams as a defensive move against talent raiders. You AM drivers may have information to the contrary, but one consultant says he went trolling for talent 40 or 50 market-levels below his own, and found the really good people were already making almost as much as he has been accustomed to paying.

The business of keeping the talent locker stocked isn't getting easier. I wonder how the folks over at 911 would handle this.

San Francisco Snow Record

MONDAY, FEBRUARY 5 — It just isn't supposed to happen, but the San Francisco suburbs were blanketed by seven inches of snow in 1887, and the city recorded its alltime record of 3.7 inches.

The Soviets removed their last troops from Kabul, Afghanistan in 1989. **Noriega** was accused of taking drug money in 1988. **Reagan** made his first televised speech from the Oval Office in 1981, saying Congress should pass big tax cuts. **Carter** asked in 1979 that Americans voluntarily conserve energy because of Iran cutting off oil shipments.

Birthdays: Barbara Hershey 42. Football Hall of Famer **Roger Staubach** 48. Baseball Hall of Famer **Hank Aaron** 56.

France America's First Ally

TUESDAY, FEBRUARY 6 — In 1778 France became the first nation to recognize American independence. The French signed a treaty agreeing to help the colonists fight the British. Ten years later, on this date in 1788, Massachusetts became the sixth of the original 13 colonies to ratify the proposed US Constitution.

Bush proposed in 1989 that some 350 failing S&L companies be bailed out at a cost of \$50 billion. Israel's former Secret Service head admitted in 1985 that when old WWII Nazis had finally been tracked down, those who were not prosecutable were nevertheless executed.

Birthdays: "L.A. Law" 's **Michael Tucker** 46. **Tom Brokaw** 50. **Mike Farrell** 51. **Ronald Reagan** 79.

Pinocchio Movie Turns 50

WEDNESDAY, FEBRUARY 7 — 50th anniversary of the premiere of "Pinocchio" (1940). The Disney animated movie was based on a story written (in Italian) in 1882. In the original story, there were only four times when Pinoc's nose grew: when Geppetto was first carving his nose, once when he was hungry, and on two occasions when he was lying. Los Angeles outlawed semi-automatic weapons in 1989. Haiti's President-for-Life "**Baby Doc**" **Duvalier** fled into exile in 1986. The Senate established its Watergate investigating committee in 1973.

Birthdays: **Rolf Benirschke** 35. **Eddie Bracken** 70.

US Boy Scouts Turn 80

THURSDAY, FEBRUARY 8 — This is the 80th anniversary of the Boy Scouts of America, based on their incorporation in Washington, DC in 1910, about two years after the first Scout outfit was organized in England by Sir **Robert Baden-Powell**.

A man who bragged he had 108 wives was convicted of bigamy in Arizona in 1983. Denver hit 30 below zero in 1936, the city's record low. 75th anniversary of the premiere of **D.W. Griffith's** silent film classic about the Civil War, "The Birth Of A Nation" (1915). A convention at Montgomery, AL in 1861 formed the Confederate States of America.

Birthdays: **Gary Coleman** 22. **Nick Nolte** 48. **Ted Koppel** 50. **Jack Lemmon** 65.

Two Years Of Sunshine In St. Pete

FRIDAY, FEBRUARY 9 — This was a sunny day in St. Petersburg, FL in 1967; so was the next one, and the next, and so on for more than two years running. Today was the first of 768 consecutive days of sunshine. St. Pete's stretch of sunny days finally ended March 17, 1969.

Soviet leader **Andropov** died in 1984 and **Gorbachev** moved up another notch. The Sylmar quake in Los Angeles's San Fernando Valley killed 62 in 1971. Yellowstone National Park chilled down to 66 below zero in 1933. Full Snow Moon.

Birthdays: **Mia Farrow** 45. **Carole King** 48. **Roger Mudd** 62.

Saturday (2/10): **Roberta Flack** 50. **Robert Wagner** 60.

Sunday (2/11): **Burt Reynolds** 54. "Green Acres" 's **Eva Gabor** 69.



HARVEY KOJAN

Indecency At B/D & A

Lawyer Tackles Sticky Issue
At San Diego Convention

Veteran lawyer Tom Schattenfield, a featured speaker at the recent **Burkhart/Douglas & Associates** convention, has been intimately involved in the indecency question for many years. As a matter of fact, he represented **Pacifica** in the famous **George Carlin "Seven Dirty Words"** incident, the case which eventually caused the FCC to establish separate standards for obscenity and indecency.

Seeking further insight into this messy issue, I cornered Schattenfield following his convention address and fired off a few questions:

R&R: *I had hoped your speech would help clear up what is and isn't indecent, but it merely reinforced my feeling that the whole issue is hopelessly ambiguous.*

TS: People want definites: 'I can't cross this line.' But in the law that never happens. It's case-by-case. You can get a sense of what the Commission finds indecent by what they cited. The transcripts are available. You can make a judgment. But it's not clearcut, and it never will be. It's impossible with something like this. It's an evolving thing, a cultural thing. Things you couldn't say 20 years ago are okay today. Back in the '60s I defended a station for "hell" and "damn." Now Letterman just made a big joke of the fact that it's okay to say "pissed." And that's one of the "seven dirty words."

Legal Summary

R&R: *You gave a detailed review of the various decisions, challenges, and court appeals involving the indecency question. Can you summarize them now and give me a sense of where things stand?*

"Right now, the only thing that's clear is indecency is forbidden during daytime hours. Everything else remains up in the air."

TS: In (April) 1987 the Commission issued warnings to three broadcasters and served notice that it was not going to limit indecency to the "seven dirty words" from the Carlin case. A midnight-6am window for indecent programming was established. That decision was appealed. In (August) 1988 the US Court of Appeals upheld the FCC's definition of indecency but ordered the Commission to reconsider the window, saying, in effect, "You haven't based your decision on the facts about when children listen." Then Congress passed an appropriations bill for the FCC which forced the Commission to adopt a rule banning indecency 24 hours a day. That decision was also appealed. Presently a stay of enforcement of the 24-hour ban is in effect and will remain so until the Court of Appeals ruling. So the thing is in limbo.

ALBUM ORIENTED ROCK



FOXY MEN — Okay, isn't this "Fox" thing getting a bit out of control? Obviously enjoying the San Diego schmooze are (l-r) WXXF/Montgomery's Jerry Cunningham, KVFX/Modesto's Steve Funk, WAFX/Norfolk's Bob Chrysler, and WXXF's Mike O'Connor and Hal Roe.

Right now, the only thing that's clear is indecency is forbidden during daytime hours. Everything else remains up in the air.

R&R: *So if someone crossed the line at midnight today, it's safe to say the Commission couldn't take any action, even if the 24-hour ban is eventually upheld.*

TS: That's right. It's not retroactive, and right now there's a stay on the 24-hour ban. Of course, we're talking about indecency. Obscenity is a whole different ballgame. There is a complete, total ban on obscenity.



Tom Schattenfield

Obscene Vs. Indecent

R&R: *In layman's terms, what's the difference between obscenity and indecency?*

TS: Indecency is language — period — and applies only to children. For something to be obscene it must "appeal to prurient interests," whatever that means. Saying "fuck" seven times doesn't appeal to prurient interests. You can beat obscenity by showing that the work in which it appeared has "literary, artistic, scientific, or political value." You can't use that argument with indecency.

R&R: *What's your advice to stations trying to stay out of trouble? You don't want to restrict your personalities, but at the same time you don't want to do something that may be actionable.*

TS: If there's any question about indecency, have someone objective and reliable review the material.

Never let your personal feelings about what's right and wrong affect your decisions about what may or may not be appropriate on-air. If there's a chance something might be considered over the line by a reasonable member of your community — not the type of person who jumps up and down over "hell" and "damn" — something you wouldn't want your children to hear, don't put it on. At the very least, talk with other members of your staff or your lawyer.

Again, there's no concrete "do this" or "do that." It's all a matter of the licensee's judgment as to what a person would find offensive for his child to hear.

R&R: *Actually, at this point we don't even know how old the FCC considers a "child" to be, do we?*

TS: No, that's yet to be decided. It could be 12 years old, it could be 17 years old.

FCC Procedures

R&R: *Let's talk about FCC procedures. Someone has to file a complaint with the Commission before it initiates an investigation, right?*

TS: Someone has to complain, or one of the commissioners can hear it himself. I've had that happen to some of my clients. A member of the FCC happened to be driving around and heard it.

R&R: *How are the FCC's fines determined? Is there some sort of list that says a "shit" is \$1000, a "fuck" is \$2000?*

TS: Common law says you look at what you fined another guy in a similar situation, and that's what they probably do. Once you come up with the first fine, you base subsequent fines on that. Say the first guy gets fined \$10,000. The next one comes in and you say, "Is this incident more or less egregious than the first?" It builds from there.

R&R: *Are there minimum and maximum fines?*

TS: Yes. As a matter of fact, Congress just increased the maximum fines. Congress fixes the lim-

"Never let your personal feelings about what's right and wrong affect your decisions about what may or may not be appropriate on-air."

its, and the Commission works from there. In any action the Commission has a series of actions it can invoke, starting at no action at all. It can simply place a letter in the licensee's file, or request the licensee to respond to a complaint. At that point the Commission might do nothing, invoke a fine, or set your license for a hearing. They have a full panoply of sanctions available, from the death penalty to nothing at all.

R&R: *At the session someone*
Continued on Page 56



THE KEN & WYNN SHOW — Former Houston resident Wynn Jackson (right) of Polydor fame reminisces about Space City with KLOL/Houston PD Ken Anthony.



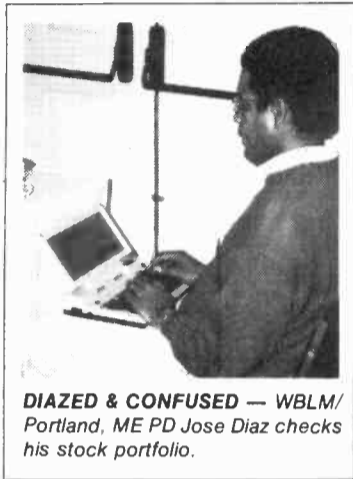
LEAN ON ME — 91X/San Diego Station Manager Mike Glickenhous and his lovely wife.

Indecency At B/D & A

Continued from Page 55

asked whether the fact that most stations "caved in" and paid their indecency fines will effect the success or failure of others who decide to challenge their fines. What do you think?

TS: It shouldn't have any effect. If I was trying that case for the FCC I might try to show that another station cited for similar actions paid the fine. But if I was representing the station, I'd simply say the other guys just didn't want to incur the costs of a trial.



DIAZED & CONFUSED — WBLM/Portland, ME PD Jose Diaz checks his stock portfolio.

R&R: We've got a couple of crucial court decisions coming up concerning indecency, including what is meant by "children," and whether a window for such material exists. What do you predict the courts will decide?

TS: If I were a betting man I'd bet they'll go with the 24-hour ban and 17.

R&R: Do you have any sense that the conservative nature of the courts may change in the near future?

TS: Not at this point. I don't know if it ever will. I used to think as time went on and the children of the '50s and '60s moved into the courts and the political arena,



ENEMIES, A LOVE STORY — WIOI/Jacksonville PD Ralph Cipolla (l) and former WFYV/Jacksonville PD Brian Krysz can smile together now that Krysz has jumped to WSHE/Miami.

there would be a change. But no politician can possibly stand up and say obscenity and indecency are all right.

"No politician can possibly stand up and say obscenity and indecency are all right."

If we could change "indecency" to "modernspeak" or something like that, politicians would be less likely to be offended. Conceptually you can argue that government should not interfere with freedom

of speech. There have never been any studies to prove that speech in and of itself harms anybody. In fact, when we had the Carlin case we had a study done showing just that. What's being regulated is taste, and that's wrong. What's offensive to me might not be offensive to you.

R&R: It would be great if we could change the semantics, the way "anti-abortion" becomes "pro-life." But is that really feasible? Obscenity and indecency are now legal terms.

TS: Yes, they're in the statute. You're not going to change them.



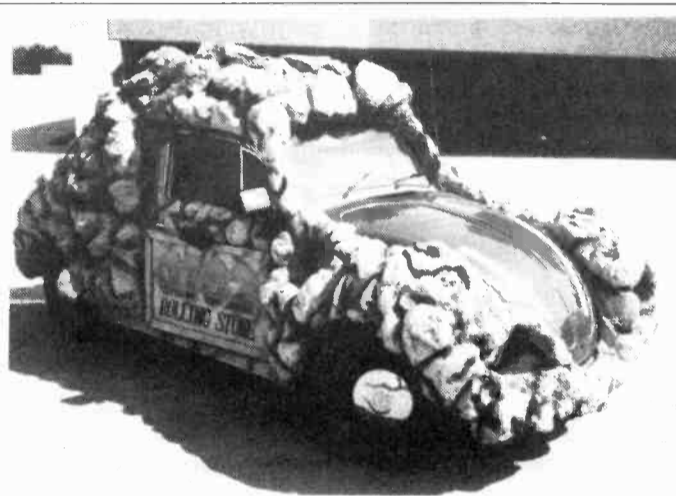
G&G — B/D & A's Greg Gillispie hangs with KVFV/Modesto's Scott Gilreath.

SEGUES

WMAD/Madison PD **Paul Marszalek** resigns to do nights at KBCO/Denver; 'MAD consultant **Tom Teuber** handles interim PD duties . . . Former St. Louis PD **Ted Habeck** (KSHE, WMRY) has surfaced as OM/PD at new AOR KOCD (CD98.3)/Joplin, MO, which debuted January 13. (Yes, it's all CD). Reach him at (417) 624-1230 . . . KLCX/Eugene ups **Al Scott** to MD . . . KEAG/Anchorage PD **Peter Smith** fills the PD opening at WMFX/Columbia, SC . . . KFMZ/Columbia, MO names **Todd Myers** MD. New WSTZ/Jackson, MS PD/morn-

ing man **Jon Rockett** cleans house and hires a new airstaff: **China Davis** (mid-days), **Kevin Hayes** (PM drive), **Pam Rivers** (MD/nights), **David Parnell** (overnights). The station remains AOR

. . . WRFX/Charlotte midday maven **Liz Manning** segues to nights at sister WNCX/Cleveland . . . KKDJ/Fresno personality **Chris Jones** is the new morning man at WKLS/Atlanta . . . WKFM/Syracuse weekend warrior **Brian Cooney** takes overnights; **Terry Logan** crosses to WYYY . . . KAZY/Denver MD **Rich Garcia** exits.



STONED BUG — KTXQ/Dallas created the "Rolling Stone," a custom vehicle to help spot listeners and give away precious Stones tickets. The side panels lit up to highlight the logo.



HERE SHE COMES . . . — WHJY/Providence morning maniac Carolyn Fox organized the "Ms. 'HJY'" pageant, designed to measure contestants' "inner beauty." Pictured is the winner of the "Ms. Wide Angle" segment of the contest, along with an admiring judge.



SMILING AT 'OUR — Bad English's John Waite (c) visited WOUR/Utica, NY Promotion Director Jerry Kraus and MD Alison Ryan before giving the best he had at a local concert.

BILLY WE HARDLY KNEW YE

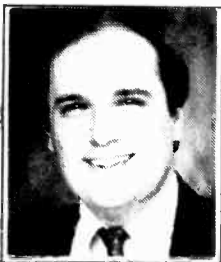
Bill Wise/WGTR, 1986-1989

In lieu of flowers, you may contribute to the Bill Wise Memorial Fund by adding...

DONNIE MILLER

"The Devil Wears Lingerie"

Imagine/ Epic



MIKE KINOSIAN

ADULT CONTEMPORARY

WINS THREE-WAY FALL RACE

'DOK Is A-OK In Cleveland

The format's most intense market battle is creating fireworks in Cleveland. WLTF and WMJI have fought tooth and nail for years, while former B/EZ WDOK entered the competition two years ago.

Pleasant Surprise

"We thought we'd finish third 12+ and 25-54, with an outside chance of being second," conceded Independent Group's WDOK PD Sue Wilson.



Sue Wilson

This fall, things at "Soft Favorites" WDOK remained status quo. "We didn't do anything different on-air," Wilson commented.

To those claiming WDOK's fall victory may be a fluke, Wilson points to developments in another Ohio market.

Wilson acknowledges it's going to be tough to repeat as number one. "Getting there is easier than staying there. I already see television spots for the other ACs.

Beaming Benefit

Many PDs have incentive bonuses tied to ratings performances, and a good book can greatly enhance a PD's salary.

"The father of one of the station's owners drives an adorable BMW

convertible," she reported. "Last summer, I said, 'If I ever bring the station to number one, how about giving me a car like that?'"

comparing Cleveland's AC combatants, Popovich remarked, "WLTF's truly the city's AC-leaning station; WDOK's oldies-

"We know Arbitron sometimes kisses you and sometimes kicks you," commented WMJI PD Joel Lind. "I didn't complain when we got kissed this summer, and I won't complain about WDOK's kiss.

Music Movement

Lind expects WDOK will continue to be a major player. He recapped the market's musical shifts: "Last spring, we moved our sound to the left (uptempo). By

Music Monitors

WDOK

- 10am NEIL DIAMOND/I Am, I Said ANITA BAKER/Giving You The Best That I Got ART GARFUNKEL/Since I Don't Have You SERGIO MENDES/Never Gonna Let You Go

WLTF

- 10am RICHARD MARX/Angelia CHICAGO/Look Away PHIL COLLINS/Another Day In Paradise YVONNE ELLIMAN/If I Can't Have You DON HENLEY/The Last Worthless Evening KENNY LOGGINS/Keep The Fire BONNIE TYLER/Total Eclipse Of The Heart HENRY LEE SUMMER/Hey Baby GRASS ROOTS/Midnight Confessions BEE GEES/One LINDA RONSTADT/Don't Know Much JIMMY BUFFETT/Margaritaville GLORIA LORING/Friends And Lovers FIREBALL/Just Remember I Love You

WMJI

- 10am JOE COCKER/When The Night Comes CROWDED HOUSE/Don't Dream It's Over SAM COOKE/You Send Me FOREIGNER/I Don't Wanna Live Without You SPINNERS/Could It Be I'm Falling In Love JEFF HEALEY BAND/Angel Eyes DRIFTERS/Under The Boardwalk CHER/If I Could Turn Back Time JAY & THE AMERICANS/Come A Little Bit Closer SOULSISTER/The Way To Your Heart STEELY DAN/Hey Nineteen PHIL COLLINS/Don't Lose My Number MOODY BLUES/Go Now

Women Go For Lite

This fall, WLTF ("Lite Rock") /Cleveland was the most consistent of the market's three ACs (WLTF, WMJI ("Majic"), and WDOK): it finished third 12+ in Arbitron and Birch, and second 25-54 in both reports.

"WDOK's been able to wedge itself between the traditional B/EZ station (WQAL) and 'Majic' (WMJI)," observed WLTF PD Dave Popovich. "As a result, 'DOK did a good job of pulling 25-54s from 'QAL and 'Majic.' WDOK will continue getting a respectable portion of the audience until they're better challenged by their B/EZ competitor. I won't reduce WDOK's efforts; I congratulate them for being first."

Comparing Cleveland's AC combatants, Popovich remarked, "WLTF's truly the city's AC-leaning station; WDOK's oldies-

based leaning B/EZ; and 'Majic' has given up its music base. 'Majic' is so varied, it's tough to put a handle on what they do."

Demo Victory

While WDOK was victorious 12+ and 25-54, Popovich isn't singing the blues. "We're still number one 25-54 women, which is our target. For the first time, we're number one in AM drive (women 25-54). (Middays, WLTF ranked #2 in adults 25-54). WDOK's victory was more at WMJI's expense than ours."

In the battle for night numbers, WLTF claimed victory over



Dave Popovich

WDOK's "After Six" with its "Love Lite" feature. According to Popovich, "WDOK did a very nice job from 9am-5pm. But we're still beating them at night. 'Love Lite's a monster. This is probably one of the last love songs shows that continues to do well. We have great content, letters, and audience involvement."

Heavy Competition

The last time this column profiled the Cleveland race (4/21/89), comments by Popovich and WMJI PD Joel Lind reflected the tenacious struggle taking place there. One reason for the fierce competitiveness is WMJI's and WLTF's fight for the same promotions and audience.

"We're very active stations," he said. "It's difficult for us to compete psychographically with WQAL and WDOK. They present a conservative environment and are basically music services. WLTF and Magic are more forefront."

Popovich asserted his station remains most aggressive promotionally. "We're the most visible. This is the first book in which WDOK mixed promotions well. Their marketing was more extensive than ever. They received the support to tell people about the product."

As for crosstown foe WMJI, Popovich said, "Aside from the morning show, they have a lot of work to do."

Cleveland may be home to the Rock 'n Roll Hall Of Fame, but WDOK, WLTF, and WMJI are proving it to be the country's hotspot for lite rock.

Majic Waves Ratings Wand

In the highly volatile Cleveland AC battleground, WMJI was #1 12+ in the summer '89 Arbitron (9.0). This fall, it skidded to fifth (6.8), with fellow ACs WDOK (#1, 8.5) and WLTF (#3, 7.9) leapfrogging it. And it ranked third among adults 25-54 middays.

"We know Arbitron sometimes kisses you and sometimes kicks you," commented WMJI PD Joel Lind. "I didn't complain when we got kissed this summer, and I won't complain about WDOK's kiss. We won't make excuses because I don't think this was a terribly bad book for us. WDOK's figures are higher than realistic because it had little change. As soon as the book came out, I called (WDOK PD) Sue Wilson to congratulate her."

summer, WLTF was in the middle and WDOK was on the right (soft). Simultaneously, (crosstown B/EZ) WQAL was edging toward Easy AC. In August, 'QAL did an about-face and added more instrumentals. The summer book came out and we were on top.

"WLTF had to go one way or the other. I think they made the wrong call by moving to the left. The jocks suddenly were upbeat and the music got hotter. With 'QAL on its right and 'LTF on its left, there was a huge hole for WDOK. It was a natural product niche. WDOK backed it up with a smart promotional campaign. They bought off-prime television and focused on non-working women."

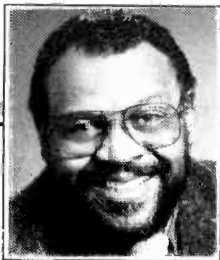
According to Lind, WLTF (and

crosstown WMMS) utilize much more outside promotion than WMJI. He estimated WLTF and WMMS spent well over \$350,000 apiece this fall. WMJI gave away \$1000 every workday.

"WLTF and WMMS both outspent us by about three to one. Obviously, nobody likes to be third (25-54), but we're gratified that, in spite of all they spent, neither is number one. They both shot a huge wad." (WLTF was #2 25-54, 0.8 ahead of 'MJI).

A Tall Order?

Lind predicted next time around the stations will finish in a different order. "We've never seen the same order for the three ACs tracked for two consecutive books. WMMS won't recapture the top spot 25-54. In the spring, we'll be number one 25-54. We're confident in our product, have a very strong package of product and promotion for 1990, and the backing of corporate (Jacor)."



WALT LOVE

UC

URBAN CONTEMPORARY

Hot New Kid In Town

WHJX Jumps Ahead Of Format Rivals In Latest Jacksonville Ratings

There's a new Urban voice in Jacksonville that's swiftly overtaken the market's two longstanding rivals. WHJX (Hot 101.5) Jacksonville leaped 1.5-9.9 12+ in Birch for third place and 1.3-5.3 12+ for fifth in Arbitron over Urban WPDQ and WZAZ (AM) (now simulcasting with its FM, to no ratings avail). WHJX's dramatic upswing is the result of three simple but important factors.

First, its owners and management are committed to providing excellent programming for the community. Second, they're substantially involved with that community. And third, they're banking a lot of promotional money on those commitments.

Why It Works

VP/GM Walter Berry counts 15 years in radio, including stints with the Rodent Group in Jackson, MS and as GSM for Glen Mahone's WPLZ/Richmond-Petersburg.

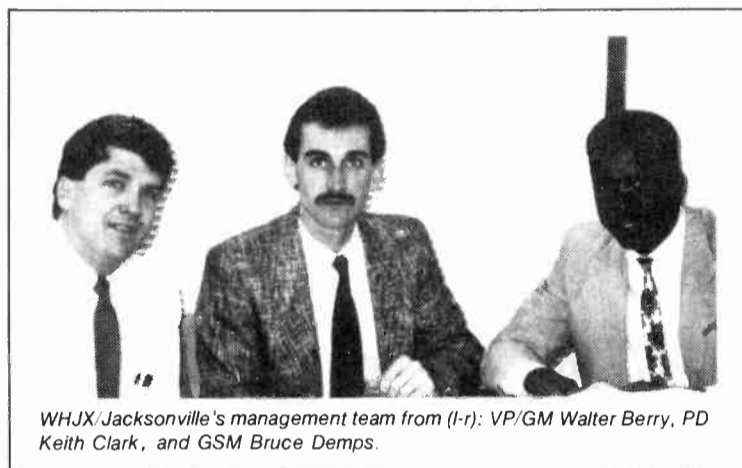
"We can match our ratings success with revenue success. It's about salesmanship and teaching the agencies about my listeners."

— Walter Berry

Discussing how Hot 101.5's start-up late last summer differed from other companies' attempts to establish Urban outlets, he said, "During the '70s and '80s, unenlightened broadcasters moved into the Southeast from other places and bought 3 kilowatt FMs, formatted them CHR or AOR, and got their doors blown off. After that, they'd grab a bunch of black records, put them on the air, and win some ratings by default. They'd end up with ten- or 11-share stations, no programming background, and no commitment to fine radio or to the black community.

"That's not what we're doing. We have a commitment to the peo-

ple and the format over the long haul. Our station is not only going to be a fine UC, it's going to be a fine station for this entire region."



WHJX/Jacksonville's management team from (l-r): VP/GM Walter Berry, PD Keith Clark, and GSM Bruce Demps.

WHJX is a 100,000-watt Class C operation that covers a lot of ground from its Brunswick, GA base north of Jacksonville. "We have an 800 dedication number that's getting calls from Savannah, South Carolina, Gainesville, and from just north of Orlando," said Berry. "From our transmitter site, Savannah is 100 miles north, Gainesville is 60 miles west by southwest, and Daytona Beach, which we also cover, is about 50 miles south. We're also covering St. Augustine; Waycross, GA; and everything in between. We're the first real regional Urban in this part of the country."

Ratings To Revenues

Can management turn great numbers into revenue? Berry said, "We think we can match our ratings success with revenue success. My philosophy goes back to Glen Mahone, my mentor at WPLZ. It's

dinate amounts in fast-food restaurants. They buy certain products independent of any other ethnic group, as well as mainstream products."

Berry's contention is further supported by the station's diverse audience. "We keep snapshots of all

our winners," he noted. "We've been getting 'good ol' boys' with beards and pickup trucks winning \$500 on-air. They drive down the street listening to us until they see their friends. Then they pull out their Budweisers and switch to the Country hit-kicker. But a classy Urban station that's knocking down a 25-30% white audience can deliver bodies at the point of purchase. You have to do it with a class act, a real strong air sound, and community commitment.

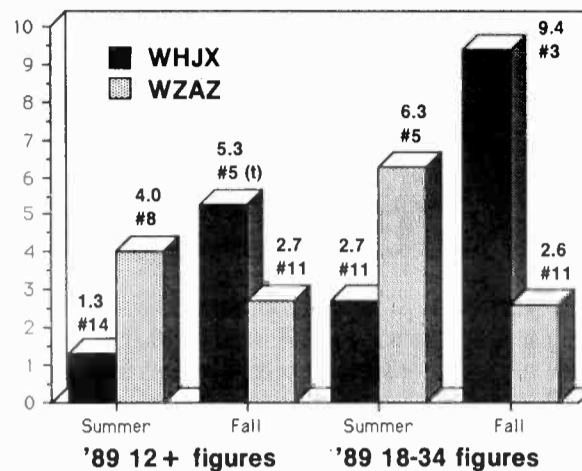
"We're going to evolve into an Urban AC, much like WVAZ/Chicago. We're going to position ourselves as a mainstream radio station that delivers the black middle class, which is the fastest growing segment in the US, especially in the Southeast. Remember, black people are graduating from college and getting mainstream jobs. And look at the top 20 wage earners in the US: 13 are black entertainers, black entrepreneurs, and black athletes."

"We're going to position ourselves as a mainstream radio station that delivers the black middle class . . . the fastest growing segment in the US."

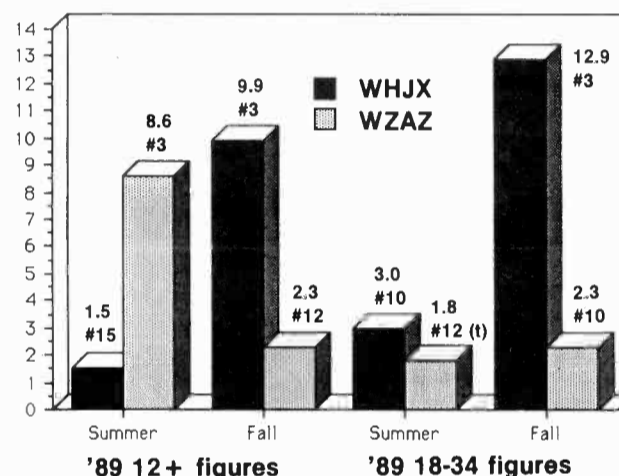
— Walter Berry

Jacksonville Jump

Arbitron Ratings



Birch Ratings



Programming Points

"Our programming philosophy is simple," said PD Keith Clark. "We not only want to be the station that plays the music people want to hear, we also want to be a warm part of their daily lives and part of the community. The Urban stations that were here when we arrived late last summer just didn't service the black community with anything but records. That's all they did then and that's all they're doing now. [Crosstown CHR] WAPE played a lot of black product, but it did nothing to service the black community.

"We made it happen. We do everything possible to let our core au-

"We do everything possible to let our core audience know we're there for them and are truly their radio station."

— Keith Clark

dience know we're there for them and are truly their radio station."

Like most of its peers, WHJX broadcasts informational features like news, traffic, and sports in the morning. But after 9am, it's both feature-oriented and music-intensive, playing a minimum of 52 minutes of music an hour.

"We're very current-based, but we do play some oldies," Clark

said. "We have a special feature called the 'Dusty Morning Oldie.' We also do 'Midday Memories' from time to time, highlighting songs the 25-54s and 35-54s like to hear. These songs are very carefully researched and selected, then put into a fun-filled package. We sound very up, happy, alive, and real."

Tapping Local Talent

Most of the air personalities were drawn from WHJX's market rivals. Former WPDQ PD Sam Nelson serves as Asst. PD/MD; 'PDQ morning man Nate Bell mans the 7pm-midnight slot, and Bruce Melvin, former 'PDQ "Quiet Storm" personality, now does Hot 101.5's "Nightflight." Middayer Angel previously held court at WAPE. The only non-local is morning man Warren Epps, an ex-WQMG/Greensboro personality who earlier worked middays at KKDA-FM (K104)/Dallas.

Analyzing WHJX's success, Clark credited his experience at KMJM (Magic 108)/St. Louis under Mike Stradford and Monte Lang as being "enormously valuable, especially seeing how an Urban station becomes a legend. Our consultants here, Don Kelly and J.C. Floyd, help us stay focused.

"A commitment to providing quality entertainment, music, and information, while addressing the needs of the black community, is our philosophy. Obviously, it's working. We're going to stick with it."



WHJX's new home in the city of Jacksonville.

Epic Epic Epic Epic Epic Epic Epic

LUTHER VANDROSS
"Treat Her Right"

American
Music Awards
Soul/R&B
Male Vocalist
Of The Year!



**MOST
ADDED**

**54 URBAN CONTEMPORARY
REPORTERS OUT-OF-THE-BOX**

RHONDA CLARK
"Stay Here, Stay Near"

BREAKERS

URBAN
CONTEMPORARY
CHART
DEBUT **40**



57 UC REPORTERS – 61%



S.O.S. BAND
"Secret Wish"



LAST WEEK: *BREAKERS*

**THIS WEEK: URBAN CONTEMPORARY
CHART **32****



MARY DAVIS
"Don't Wear It Out"



First Week Action:

- WNHC
- WENN
- Z93
- WPEG
- WAGH
- WZFX
- Z104
- WHJX
- KIIZ
- WFXM
- WGPR
- WDZZ
- KDKO

Out Of The Box Smash!

Produced by L.A. & Babyface
for LaFace Production



Coming Soon From Ruthless Records

ABOVE THE LAW

With Their New Single "Murder Rap"



UNDENIABLE

the new single by

TROOP

"Spread My Wings"



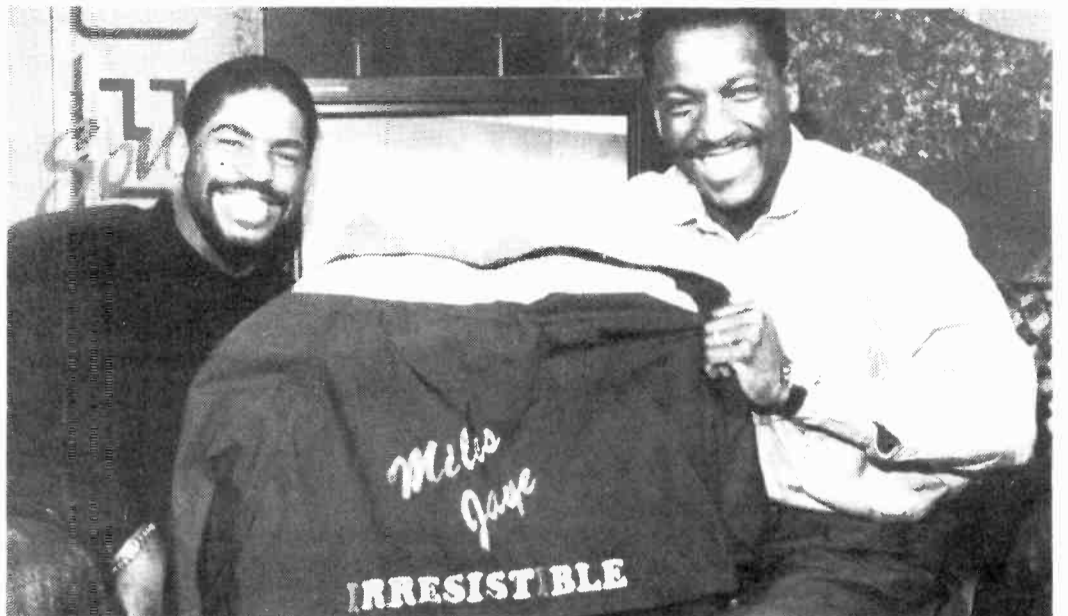
FROM THE ALBUM
"ATTITUDE"
Produced by Chuckii Booker

URBAN CONTEMPORARY
BREAKERS

URBAN MOST ADDED!

- | | | |
|------|-------|------|
| WXVY | KRNB | KDAY |
| WILD | WEDR | KJLH |
| WDAS | WYLD | KIPR |
| WAMO | PWR94 | WGPR |
| WHUR | WOWI | WJIZ |
| WHRK | WJLB | KQXL |
| WMYK | WTLC | WWDM |
| KMJQ | KPRS | KDKO |
| K97 | KMJM | |

ON ATLANTIC RECORDS, CASSETTES AND COMPACT DISCS
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SIMPLY IRRESISTIBLE — WKYS/Washington PD Donnie Simpson and Miles Jaye traded irresistible smiles when Jaye presented Simpson with a jacket on the set of BET's "Video Soul."



WE MADE IT! — WDKX/Rochester PD Jeff Grant (r) and Asst. PD/MD Kevin Morrison (c) recently celebrated 15 years in broadcasting. Epic artists Akon "Wokie" Stewart (l) and Liz Hogue joined the festivities.



CATCHING THE ACT — WDJY/Washington personality Guy Broady caught up with New Edition's Johnny Gill at a recent concert.



HOT TIME IN THE OLD TOWN — WHQT (HOT105)/Miami said "thank you" to its listeners with a party at a local pub featuring a performance by Columbia's Surface. Heating up the night were (l-r) Surface's Bernard Jackson, WHQT's Asst. Promotion Director Mickey Johnson and MD Dennis Reese, Surface's David Townsend, WHQT personalities Rodney Shaw and Kathy "Wild" West, and the group's David "Pic" Conley. Getting down in front is the station's Promotion Director Stan Saruski.



THE MAGIC TOUCH — WMGL (Magic 101.7)/Charleston PD Earl Boston (c) practices a little magic with Def Jam/Columbia singer Alyson Williams (l) and Warner Bros.' Toni Payne.



WHATCHA GONNA DO? — For WZAK/Cleveland personality Ralph Pool (r) and RCA's Byron Pitts, the answer to that question is simple: pose with the lovely Tyler Collins.



explodes!

breaker R&R

62 URBAN CONTEMPORARY
REPORTERS — 67%

city

"WHAT CHA GONNA DO WITH MY LOVIN"

IDENTITY

INNER

FROM THE ALBUM **BIG FUN**, WHICH CONTAINS FOUR NO. 1 DANCE HITS.



© 1990 Virgin Records America, Inc.

SWEEPING AWARD CHANGES

CMA Gives Radio The Crystal

For the first time in the history of the Country Music Association's Broadcast awards, 1990 winners will receive the prestigious coveted crystal trophy — the same statue presented to winners in the artist category for nearly 30 years.

The CMA Board of Directors voted overwhelmingly for the change at their recent Orlando meeting.

The Board also voted to add a new category for station, GM, PD, and MD honors geared to small markets. Beginning this year, two small-market awards will be given: one for populations of 50,000-250,000 and one for fewer than 50,000.

The Personality of the Year award has been modified from a nomination-based system to a judging process in all phases. In the past, finalists were determined by nominations and then judged. Now, any fulltime Country personality is eligible to submit an entry, out of which finalists will be chosen. The finalists will then go through another round of judging to determine winners. This award will continue to be presented in three market categories.

Entry brochures will soon be mailed to all Country stations and will also be available at the CMA's Country Radio Seminar booth.

Nashville Notes

• Johnny Cash will talk about his 35 years in music on NBC-TV's "Sunday Today." Garrick Utley was in Nashville January 16 to tape the interview, which is set to air in early February.

• PolyGram's Danielle Alexander was in Los Angeles January 18-24, co-writing with David Pack of Ambrosia fame.

• Paul Overstreet will perform his song "Billy Can't Read" at the

Literacy Volunteers of America "Star Spangled Launch" gala. The event, to be held February 9 at New York's Hayden Planetarium, will launch a two-year LVA "Stars In Literacy" visibility campaign. Overstreet will be honored at the award ceremony, along with Honorary Chairperson Barbara Bush, Walter Anderson, Liz Smith, and Wally Amos.

• The Country Music Association's "Tribute to Country Music" presentation, which will take place during a business session at the NARM Convention in Los Angeles March 10-13, will feature a performance by singer/songwriter Rodney Crowell and an appearance by Dwight Yoakam. Yoakam will host a video on the history of country music.

• Gary Morris is set to tape "Great Performances From The White House" on Sunday, February 4. The nationally syndicated PBS special will air February 14. Opera star Marilyn Horne and Broadway's Patty Lupone join Morris on the show, which is taped in the East Room of the White House.

• Guy Clark, Nanci Griffith, and James McMurtry (son of "Lonesome Dove" author Larry McMurtry) taped TNN's new show, "American Music Shop," in front of a live audience at Vanderbilt's Sarratt Center in Nashville. The program is designed to attract a college audience.

• George Strait, CMA's 1989

Entertainer of the Year, has hit the road for a 50-city tour sponsored by Anheuser-Busch. Titled "Strait From Bud Light," it began January 19 and will run through November with Patty Loveless as the opening act.

• Lyle Lovett will be on "The Arsenio Hall Show" February 8.

• Multi-talented Rosanne Cash stated she "wanted to do something expressive that didn't have anything to do with words" when she announced the exhibition of her paintings at Nashville's Art and Soul Studio.

• MCA/Nashville's Lionel Cartwright recently took over WDBL/Springfield, TN to shoot a video for his new single, "I Watched It All (On My Radio)." In order to accommodate the all-day-and-into-the-night video shoot, the station broadcast from a closet-sized production room.

• K.D. Lang, commenting on the way she dresses in a *Glamour* magazine interview, says, "I like to pretend I'm a farmer and sort of dress for chores — always ready to feed the cows, drive the tractor, fix the truck."



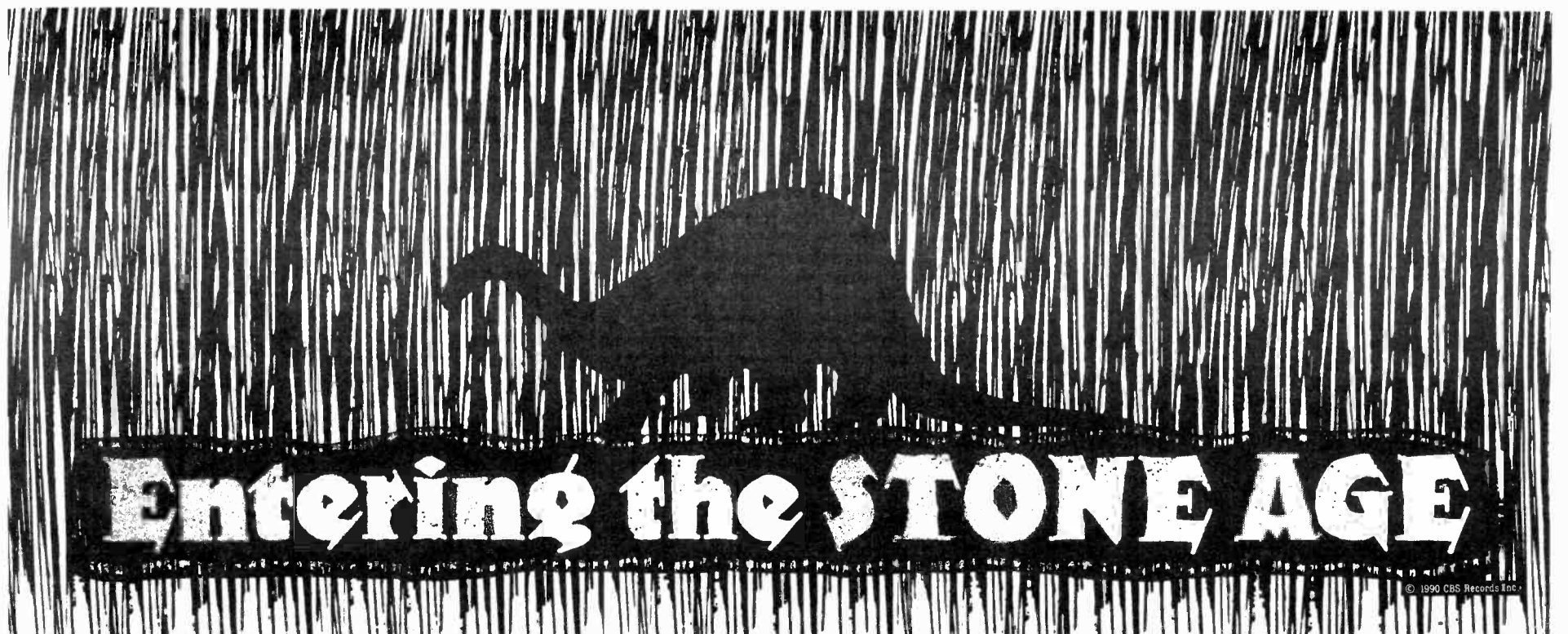
ROAD WARRIORS — Producer Chips Moman, Kris Kristofferson, Johnny Cash, Willie Nelson, and Waylon Jennings put the finishing touches on "Highwayman II," due in late February. The group's first vocal collaboration, "Highwayman," was released in 1985 and is RIAA-certified platinum.



CMA AWARDS EXCELLENCE — Beginning this year, the CMA Crystal Trophy will be given to winners in broadcast categories.



LIFE GIVERS — The annual LIFE (Love Is Feeding Everyone) concert attracted a number of celebs. Giving their all are (front, l-r) Juice Newton, Dolly Parton, Jann Browne, and Maripat Davis; (back, l-r) LIFE founder Dennis Weaver, Gary Mule Deer, and Restless Heart's Larry Stewart and Greg Jennings.



Warner Bros. / Reprise
would like to thank radio from the ^{HARD ROCK} bottom
of our hearts for the greatest add
week in our history.

- **Randy Travis**
"Hard Rock Bottom Of Your Heart" *105 adds*
Debut/Breaker 31

From his platinum album "No Holdin' Back"
Produced by Kyle Lehning

- **Hank Williams Jr.**
"Ain't Nobody's Business" *61 adds*

From his forthcoming album "Lone Wolf"
Produced by Jim Ed Norman, Berry Beckett,
and Hank Williams Jr.

- **Mac McAnally**
"Back Where I Come From" *20 adds*
R&R 43

From his forthcoming album "Simple Life"
Produced by Jim Ed Norman

- **Kenny Rogers & Holly Dunn** *18 adds*
"Maybe"

R&R 41

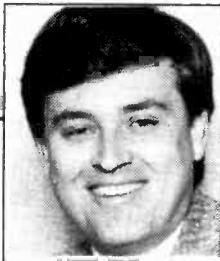
From Kenny's soon-to-be-gold Reprise album
"Something Inside So Strong"
Produced by Jim Ed Norman

204 adds

**Congratulations to Randy Travis on 3
American Music Awards**

- Country Single Of The Year — "Deeper Than The Holler"
- Country Album Of The Year — "Old 8 x 10"
- Country Male Vocalist Of The Year.





LON HELTON

FORMAT POTPOURRI

Diverging Money From Teen Accounts

For those of you who want to make a few points with the sales department or look like a hero with the Big Guy, here's a way to get money from advertisers who normally buy younger demos. Fairwest VP and consultant Jim Wood shared this ingenious idea with me at dinner one night.

Routing Rock Record Dollars

The concept, developed during the Christmas buying season, was designed to tap into parents' relative ignorance of the music their darling teenagers covet. Humorous commercials, first pitched to clients as spec spots, featured a voice rattling off several rock acts' LP titles for the benefit of an uninformed mom and dad. The spot ended with the voice telling the square duo just where these said albums could be purchased.

Of course, this is more than just a Christmas campaign. Ongoing spots can alert parents to what's hot throughout the year in light of other occasions; i.e., birthdays. And the idea goes beyond getting money from record retailers. Letting parents and grandparents know about teen trends of any kind can be worth loads of money from accounts who've never considered spending a dime on an adult radio station. In fact, it's almost a public service.

Taking it a step further, you could even develop a character who delivers the message's central theme on a regular basis.

Teen Tie-In, II

Here's another idea targeted to parents of teens. It's the brainchild of KZSN/Wichita.

The station conducted the "School and Sky Scholarship Competition" in conjunction with Kansas Newman College and Delta Airlines. Any high school student (except freshmen) could fill out an application for the college. Throughout the day, KZSN personalities would call out students' names. The student or parents had 15 minutes to call and qualify. Once qualified, the student submitted a 500-word essay on "Why This Scholarship Would Help My Family And Me." The parents became eligible to win a trip to Southern California on Delta; the winning student received a four-year scholarship to Kansas Newman College.

More Promo Bits

- WCAO/Baltimore has launched a new show called the "WCAO Amateur Hour." Local singers and musicians are featured on the 30-minute program, which airs Monday nights at 9.

- WGKX/Memphis ND Regina Burns produced a 32-minute documentary on the life of Dr. Martin Luther King Jr., which aired si-



MORE HUGO-AID — WCRJ/Jacksonville continued its ongoing support for those devastated by Hurricane Hugo with a celebrity auction. Donated items included an autographed Statler Bros. satin jacket, one of Barbara Mandrell's first stage outfits worn after her accident, and an autographed pair of Ronnie Milsap's boots. Doing their best Leroy Van Dyke impressions are (l-r) AE Kristi Adams and the 'CRJ Wakeup crew: Robbie Rose, Susan Shaw, Lee Rogers, and David Lamm.



OUT I-O-WAY — When George Strait (second from right) plays Iowa, everybody shows up — including (l-r) his manager Erv Woolsey, KWMT/Ft. Dodge OD/MD Eichor, and KDLS/Perry OD John Patrick.

multaneously on six Memphis radio stations the night of Dr. King's birthday. Joining WGKX in the broadcast were WHRK, KRNB, WLOK, WDIA, and KWAM.

- KCMJ/Palm Springs conducted its fourth annual golf tourney to raise funds for children's charities. It wound up with \$4000 and a surprise entrant — Willie Nelson! The station had earlier invited the redheaded stranger, who was in town for a concert, but received no response.

Just as the golfers were heading to their tees, Nelson's tour bus pulled into the parking lot. No word on what he shot.

- KSAN/San Francisco morning madman Buddy Baron vowed to clean out his baseball joke book following the All-Bay Area World Series — and he got listeners to donate ten cents a joke. A couple of the groaners which helped him raise \$2400 for charity:

"Tommy Lasorda's been offered a job with the Fox television net-

work. They'd love to finish fourth."

"Winner of the Jimmy Hoffa lookalike contest: Wrigley Field."

- KZLA/L.A. morning man Ken Cooper lost a bet to the aforementioned Baron when the Rams lost to the 49ers in the playoffs. Cooper — who should have asked for a lot of points — had to dress up in a 49ers cheerleader's costume and sing the team's theme song in Union Square. Adding insult to injury, Baron was then allowed to paste Cooper with a pie in the kisser.

HAVE YOU HEARD

Longtime Country programmer **Chuck Urban** is the new PD at WWVA & WOJK/Wheeling, WV. . . . After a six-month hiatus, **Ken Carlisle** has returned to WTVY/Dothan, AL as PD/MD/afternoon personality. He replaces **Ted White**.

Brad Hansen is the new WFMB/Springfield, IL PD/morning man. He comes aboard from Oldies KQFX/Austin, where he was Production Director/midday talent. He succeeds **Susan Carnes**, who exited last September. . . . Former KGHL/Billings PD **Theresa Binon** is the new KIKC-AM & FM/Forsythe, MT PD. . . . Changes at KGKL/San Angelo, TX: **Lee Haney** is out; in as PD is **Bob Austin** and **Eddie Smith** is upped to MD.

Former WSIX/Nashville staffer **Alan Wallace** is the new morning show producer at KNIX/Phoenix. . . . WOW/Omaha morning cohost **George Woods** has left to do a talk show at crosstown KFAB. . . . KEBC/Oklahoma City's new evening jock is **Ken Brooks**. He was PD/morning talent at KGHL/Billings. . . . **John Shannon** to KNFM/Midland-Odessa for overnights from

crosstown KQIP. . . . **Sara Buchan** is new to the CKNX/Wingham, Ontario morning team.

Kudos

Congrats to KMPS-AM & FM/Seattle PD **Tim Murphy**, who was named EZ Communications' PD of the Quarter in December. . . . And to KRMD-AM & FM/Shreveport Production Manager/personality **Danny Fox**, who was named Employee of the Year. ND **Tony King** won the station's **Tony Barrett** award, in recognition of his "care, service, support, and dedication to duty."

Welcome . . .

. . . To new Country outlets:

- WTX/Tuscaloosa, AL. Owner/GM is **Jim Kell**; PD is **Brooks Quigley**, coming from afternoons at WGKX/Memphis. Brooks will do mornings with ex-'GKX overnights **Dan Lenzini**.
- WKLG/Key Largo, FL. GM: **John Magliola**; PD: **Jim Austin**. Station was formerly Easy Listening.

And, hey. . . don't keep stuff to yourself. If you hear somethin' juicy, give me the scoop at (615) 244-8822.



KSAN KREW — KSAN/San Francisco staffers and Gary Morris hooked up after a concert. Getting chummy are (l-r) MD Carl Brown, Morris, middayer Terry Rhodes, and PM driver Steve Jordan.

A RATINGS JUMP!



Gerry House and a team of comedy crazies bring you "The Emerald Comedy Company" ...The brightest, freshest and most topical comedy designed specifically for country radio.

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Talkers Talk Security

Death Threat Shines Spotlight On Protection Measures

Earlier this month, after hosting a hot debate on racism, WFBC (AM)/Greenville morning talker Michael Gallagher received a spate of death threats. He was urged to "remember Alan Berg," the KOA/Denver talk show who was machine-gunned to death by white supremacists in 1984 (R&R, 1/5).

Those threats, which came amidst a wave of racially motivated letter bombings in the South, received national media attention. And they served as a reminder that, unfortunately, crazies listen to Talk radio too.

In the wake of the Gallagher episode, R&R conducted an informal survey of the measures Talk stations use to protect their facilities and staffs from disgruntled listeners and other troublemakers.

Security Savvy

While most of the steps are simple common-sense measures, they nevertheless add up to a handy guide to security savvy:

"Talk hosts are like political figures who have to take positions on public issues. It just comes with the territory that somebody will disagree."

—Lee Larsen

• **Access Control** — Every person contacted said his station restricts access to its facilities at all times of day. Some stations are fortunate enough to be located in buildings with security guards or

NARTH Sets '90 Convention

The National Association Of Radio Talk Show Hosts (NARTH) will hold its second annual convention June 7-10 at the Disney Contemporary Resort in Orlando.

Among the guests currently scheduled to speak are consumer advocate Ralph Nader, Parade magazine editor Walter Anderson, and cookie mogul Wally "Famous" Amos.

According to NARTH spokeswoman Carol Nash, the four-day event will also include several sessions aimed at helping talk hosts become more effective advocates for their positions on public issues.

The registration fee, tentatively set at \$100, includes a lunch, a dinner, and a continental breakfast. For further information, contact Nash at (617) 956-3320 or call KING/Seattle talk host Mike Siegel at (206) 448-3646.

receptionists in the main lobby. Those that aren't — and a good number that are — have staffers keep office doors locked and require every visitor to be "buzzed in" after his identity and purpose have been ascertained.

When WWRC/Washington went Talk in 1987, management installed

combination-lock security doors on every entrance across its two floors in a high-rise office building. Security cameras mounted above the doors allow producers to see who's at the door and buzz that person in without leaving the control booth — a particularly useful tool for staffers who work the late night and early morning shifts.

• **Parking Lot Lighting** — Those stations that control their parking facilities said they keep those areas well-lit. In fact, the first thing WFBC did following the threats against Gallagher, one of which was contained in a note found on his windshield, was to upgrade the lights in its lot.

• **Reporting Threats** — Most stations said they report every threat to the police unless the communication is obviously a joke or a crank comment. But beware, said KOA VP/GM Lee Larsen: a lack of threats doesn't mean a lack of danger.

According to Larsen, Berg's murder came without warning. "[The killers] were serious. They decided to kill Alan, and they did it. They did not announce their intentions in advance."

• **Host Escorts** — Most station managers said they provide security escorts for hosts only when a threat has been made against the staffer. Among the types of protection mentioned: accompanying the host to his or her car; supplying bodyguards for personal appearances.

KFI/Los Angeles has a policy of always escorting staffers to their cars. The outlet also occasionally asks personalities to call in before they leave home for work.

Top Ten National Talk Topics

December '89

Each month R&R surveys leading Talk radio stations from across the nation to determine ten topics that have generated the greatest amount of listener phone response over the past four weeks.

- 1) Panama Invasion/Noriega Hunt
- 2) Romanian Revolution
- 3) Eastern European Turmoil
- 4) The Decade In Review
- 5) Christmas-related Issues
- 6) Drunk Driving
- 7) Education Issues
- 8) Drugs
- 9) Abortion
- 10) El Salvador

It may have been the season to be jolly (hey, Christmas debuted at #5), but such weighty, bloody topics as Panama and Romania still managed to dominate December talk shows. The mood was hardly lightened by the continued presence of the likes of abortion (5-9) and El Salvador (3-10). Drugs, which has shown a useful knack for riding the coattails of other topics — last month it was Kitty Dukakis's trouble, this month it was Panama — also continued to hang in (4-8).

Reporting Stations: KCBS/San Francisco, Sabina Bannon; KILT/Houston, John Downey; KING/Seattle, Brian Jennings; KIRO/Seattle, Andy Ludlum; KLIF/Dallas, Connie Herrera; KXL/Portland, Jeff Grimes; WABC/New York, Denise McIntee; WBZ/Boston, Tyler Cox; WLS/Chicago, Drew Hayes; WMAQ/Chicago, K.J. Love; WRC/Washington, Ken Mellgren; WTKN/Tampa, Ed Hartley; WXYT/Detroit, Joan Cherry-Isabella.

Again, however, Larsen warns such measures have serious limitations. "Alan was killed outside his home. I'm not sure how that could have been prevented without a full-time bodyguard.

"I've come to the conclusion that talk hosts are like city council members or other political figures who have to take positions on public issues. It just comes with the

territory that somebody out there will disagree with those positions."

• **Don't Tell All Your Secrets** — Several stations, including WFBC and KIRO/Seattle, declined to discuss the full range of steps they've taken to secure their facilities and staff. "Security isn't much good if you reveal all your secrets," observed KIRO VP/News & Programming Andy Ludlum.

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ECA #13 - Neil Rogers/WIOD, Tony The Tiger Tribute to Cramer The Midday Man (1943-1990)/Power 96/WPOW, Liz Kiley/FM92/KKBT, Dancin' Mark Hansen/X100, Randy Savage/97.3 KISS-FM (KKSF), Deny Schaffer/99.1/WLOL, Michael Waite/O95/WKOL.
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Current Issue #117, WAVA/Geo. McFly, WMMS/Zoo, KDWB/Steve Cochran, KRLA/Charlie Tuna, KXXX/Super Snake, CKXY/Dan Freeman, KJMZ/Russ Parr, KSTP-FM/Knapp & Donuts. Cassette, \$6.

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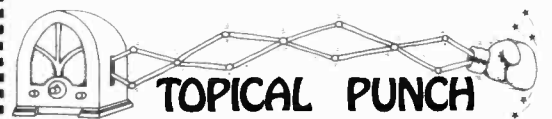
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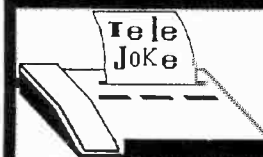
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		Total Reports/Adds	Heavy	Medium	Light			
6	3	2	1	RICKY VAN SHELTON/Statue Of A Fool (Columbia)	189/0	175	13	1
12	6	3	2	ALABAMA/Southern Star (RCA)	188/0	167	20	1
16	12	8	3	EDDIE RABBITT/On Second Thought (Capitol)	188/1	148	38	2
11	9	7	4	DESERT ROSE BAND/Start All Over Again (MCA/Curb)	189/1	142	38	9
9	7	6	5	JUDDS/One Man Woman (Curb/RCA)	178/1	143	28	7
13	10	9	6	KATHY MATTEA/Where've You Been (Mercury)	187/0	115	63	9
14	11	10	7	BAILLIE & THE BOYS/I Can't Turn The Tide (RCA)	181/0	122	52	7
20	15	13	8	OAK RIDGE BOYS/No Matter How High (MCA)	189/1	82	100	7
18	14	11	9	GEORGE STRAIT/Overnight Success (MCA)	179/0	101	72	6
5	4	4	10	STEVE WARINER/When I Could Come Home To You (MCA)	169/0	118	41	10
23	17	14	11	RESTLESS HEART/Fast Movin' Train (RCA)	188/1	62	111	15
22	16	15	12	FORESTER SISTERS/Leave It Alone (WB)	182/1	61	103	18
28	18	16	13	REBA McENTIRE/Little Girl (MCA)	187/3	30	146	11
3	2	1	14	TANYA TUCKER/My Arms Stay Open All Night (Capitol)	157/0	93	43	21
1	1	5	15	CLINT BLACK/Nobody's Home (RCA)	150/0	93	44	13
15	13	12	16	LIONEL CARTWRIGHT/In My Eyes (MCA)	151/1	71	65	15
27	23	18	17	MERLE HAGGARD/If You Want To Be My Woman (Epic)	170/2	27	111	32
45	30	22	18	PATTY LOVELESS/Chains (MCA)	187/7	15	131	41
30	24	20	19	RICKY SKAGGS/Heartbreak Hurricane (Epic)	177/5	21	123	33
35	25	21	20	EXILE/Keep It In The Middle (Arista)	179/4	17	121	41
37	29	23	21	EDDY RAVEN/Sooner Or Later (Capitol)	174/10	12	120	42
32	27	24	22	JANN BROWNE/Tell Me Why (Curb)	165/10	28	89	48
42	32	27	23	PAUL OVERSTREET/Seein' My Father In Me (RCA)	177/11	8	110	59
33	28	25	24	SOUTHERN PACIFIC & CARLENE CAR/Time's Up (WB)	160/4	15	101	44
—	36	29	25	GARTH BROOKS/Not Counting You (Capitol)	176/15	6	91	79
29	26	26	26	CHARLEY PRIDE/Amy's Eyes (16th Avenue/Cap)	136/1	24	74	38
48	40	31	27	MARY CHAPIN CARPENTER/Quittin' Time (Columbia)	154/21	2	81	71
—	49	34	28	LORRIE MORGAN/Five Minutes (RCA)	151/29	1	68	82
—	50	35	29	VINCE GILL with REBA McENTIRE/Oklahoma Swing (MCA)	145/26	0	61	84
21	19	19	30	JO-EL SONNIER/If Your Heart Should Ever... (RCA)	103/0	32	44	27
BREAKER			31	RANDY TRAVIS/Hard Rock Bottom Of Your Heart (WB)	128/105	5	31	92
BREAKER			32	ALAN JACKSON/Here In The Real World (Arista)	116/14	5	48	63
BREAKER			33	DON WILLIAMS/Just As Long As I Have You (RCA)	136/32	1	34	101
46	42	36	34	CONWAY TWITTY/Who's Gonna Know (MCA)	103/7	3	57	43
—	46	37	35	WILD ROSE/Go Down Swingin' (Capitol)	112/10	1	51	60
2	8	28	36	RODNEY CROWELL/Many A Long & Lonesome Highway (Columbia)	81/0	13	37	31
49	44	40	37	GIRLS NEXT DOOR/He's Gotta Have Me (Atlantic)	95/6	3	46	46
—	47	41	38	RONNIE McDOWELL/She's A Little Past Forty (Curb)	80/5	7	37	36
4	5	17	39	SKIP EWING/It's You Again (MCA)	72/0	13	34	25
—	—	44	40	SWEETHEARTS OF THE RODEO/This Heart (Columbia)	95/11	0	30	65
—	—	46	41	KENNY ROGERS with HOLLY DUNN/Maybe (Reprise)	99/18	0	26	73
7	21	32	42	VERN GOSDIN/That Just About Does It (Columbia)	47/0	13	16	18
—	—	49	43	MAC McANALLY/Back Where I Come From (WB)	89/20	0	13	76
DEBUT			44	VERN GOSDIN/Right In The Wrong Direction (Columbia)	82/35	1	16	65
DEBUT			45	DOLLY PARTON/Time For Me To Fly (Columbia)	78/27	1	15	62
DEBUT			46	MARK COLLIE/Something With A Ring To It (MCA)	88/30	0	10	78
—	—	50	47	ZACA CREEK/Ghost Town (Columbia)	76/8	0	21	55
—	—	48	48	MICHAEL MARTIN MURPHEY/Route 66 (WB)	69/2	0	26	43
10	20	33	49	WILLIE NELSON/There You Are (Columbia)	47/0	8	18	21
47	45	43	50	CANYON/Radio Romance (16th Avenue/Capitol)	55/1	5	27	23

MOST ADDED

- RANDY TRAVIS (105)
- HANK WILLIAMS JR. (61)
- RONNIE MILSAP (46)
- KENTUCKY HEADHUNTERS (36)
- VERN GOSDIN (35)
- DON WILLIAMS (32)
- MARK COLLIE (30)
- LORRIE MORGAN (29)
- DOLLY PARTON (27)
- SAWYER BROWN (27)

HOTTEST

- RICKY VAN SHELTON (126)
- ALABAMA (103)
- EDDIE RABBITT (69)
- DESERT ROSE BAND (65)
- JUDDS (65)
- CLINT BLACK (58)
- KATHY MATTEA (49)
- STEVE WARINER (42)
- GEORGE STRAIT (33)
- TANYA TUCKER (32)

NEW ARTISTS

Reports/Adds

- 1 MAC McANALLY/Back... (WB) 89/20
- 2 MARK COLLIE/Something With A... (MCA) 88/30
- 3 ZACA CREEK/Ghost Town (Columbia) 76/8
- 4 MARSHA THORNTON/A Bottle Of... (MCA) 61/5
- 5 LEE ROY PARNELL/Crocodile Tears (Arista) 38/10
- 6 JONATHAN EDWARDS/Listen To... (Curb) 37/6
- 7 TIM MENSY/You Still Love Me... (Columbia) 32/7
- 8 J. STEVENS &.../Boomtown (Atlantic) 27/6
- 9 MARCY BROS./Missing You (WB) 24/3
- 10 CARLETTE/Without You (Oak) 12/4

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

DON WILLIAMS

Just As Long As I Have You (RCA)

On 72% of reporting stations. Rotations: Heavy 1, Medium 34, Light 101, Total Adds 32 including WQCB, WHWK, WTCR, WMZQ, WYAY, KAYD, WTNV, WSIX, WNOE, KJNE, WUSN, WGAR-FM, WFMS, WFMB, WQXK, KUGN, KNAX, KFMS, KIIQ, KEEN. Moves 39-33 on the Country chart.

RANDY TRAVIS

Hard Rock Bottom Of Your Heart (WB)

On 68% of reporting stations. Rotations: Heavy 5, Medium 31, Light 92, Total Adds 105 including WVAM, WQCB, WYRK, WQBE, WWVA, WTVY, KHEY, KNFM, WKSJ, WOWW, WWWW, WCUZ, KIXQ, WOW, WTCM, KRST, KUZZ, KCCY, KSOP, KDRK. Debuts at number 31 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the three following weeks to achieve Breaker status.

ALAN JACKSON

Here In The Real World (Arista)

On 61% of reporting stations. Rotations: Heavy 5, Medium 48, Light 63, Total Adds 14, WCAO, WTCR, WKHX, WYAY, KHEY, KILT-FM, WNOE, WKHK, WIRK, WSLR, WKKQ, WMIL, KCJB, KKCS. Moves 48-38-32 on the Country chart.



**Moe Bandy and
Becky Hobbs**
*Pardon Me (Haven't We
Loved Somewhere Before)*

From Moe's Greatest
Hits album. Coming Feb 20,



Jonathan Edwards
Listen To The Radio

Radio's Listening!



A NEW MARK IN HISTORY

MARK COLLIE

"Something With A Ring To It"



#1 Most Added 1st Week in R&R — 58 Adds*

*In spite of AT&T

#1 Most Added 1st Week in Gavin — 74 Adds

2nd Week R&R debut **46** 88/30

**Thanks radio
for your
support!**

MCA RECORDS

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NEW & ACTIVE

WILD ROSE "Go Down Swingin'" (Capitol) 112/10
Rotations: Heavy 1, Medium 51, Light 60, Total Adds 10, WILQ, WAMZ, KNFM, WIRK, WSLR, WUSN, WKKQ, WYNG, KZKX, WDEZ. Heavy KRKT. Medium: WPOC, WDSY, KEAN, KASE, KHEY, WPCV, WLWI, WCMS, WOW, KRST. Moves 46-37-35 on the Country chart.
KENNY ROGERS with HOLLY DUNN "Maybe" (Reprise) 99/18
Rotations: Heavy 0, Medium 26, Light 73, Total Adds 18, WDSY, WPOR, WWNC, WYNK, KYKR, WHLZ, WESC, KJNE, WKKO, KFGO, WMUS, WLLR, WFMB, WWJO, KRST, KUGN, KFMS, KSOP. Moves 46-41 on the Country chart.
SWEETHEARTS OF THE RODEO "This Heart" (Columbia) 95/11
Rotations: Heavy 0, Medium 30, Light 65, Total Adds 11, WTCR, KLLL, WSIX, KJNE, WKKQ, WFMS, KUGN, KUAD, KFMS, KSOP, KEEN. Medium: WQCB, WDSY, WIRK, WAXX, WTSO, KTTS, KFDI, KRKT, KIK-FM. Moves 44-40 on the Country chart.
MAC McANALLY "Back Where I Come From" (WB) 89/20
Rotations: Heavy 0, Medium 13, Light 76, Total Adds 20, WCAO, WHWK, WAYZ, WPOR, WMZQ, WRNS, WAMZ, WGKX, WKYQ, WIRK, WHOK, WTSO, WFMB, KWQX, KIK-FM, KGHL, KUUY, KUPJ, KIIQ, KSOP. Moves 49-43 on the Country chart.
MARK COLLIE "Something With A Ring To It" (MCA) 88/30
Rotations: Heavy 0, Medium 10, Light 78, Total Adds 30 including WNUJ, KIKK, WMSI, KSSN, WGKX, WOWW, WQDR, KHAK, WFMS, WKCO, WFMB, WTHI, KZSN, KUZZ, KYGO, KNAX, KUAD, KNCQ, KCKC, KEEN. Debuts at number 46 on the Country chart.
VERN GOSDIN "Right In The Wrong Direction" (Columbia) 82/35
Rotations: Heavy 1, Medium 16, Light 62, Total Adds 35 including KRRV, WWNC, KHEY, KYKX, WOKK, WPAP, WOVW, WYNG, WCUZ, KIXQ, WHOK, KGHL, KIZN, KALF, KUGN, KCCY, KNCQ, KIIQ, KSOP, KDRK. Debuts at number 44 on the Country chart.
RONNIE McDOWELL "She's A Little Past Forty" (Curb) 80/5
Rotations: Heavy 7, Medium 37, Light 36, Total Adds 5, WHWK, WQBE, WBVE, WHOK, KFMS. Heavy: KRRV, WSTH, KLUR, WONE, KVOO, KFDI, KEKB. Medium: KIKK, WLWI, WCMS, WWSA, WOWW, WDAF, WMLL, KXXY, KMIX. Moves 47-41-38 on the Country chart.
DOLLY PARTON "Time For Me To Fly" (Columbia) 78/27
Rotations: Heavy 1, Medium 15, Light 62, Total Adds 27 including KRRV, WWNC, KHEY, KYKX, WOKK, WPAP, WOVW, WYNG, WCUZ, KIXQ, WHOK, KGHL, KIZN, KALF, KUGN, KCCY, KNCQ, KIIQ, KSOP, KDRK. Debuts at number 45 on the Country chart.
ZACA CREEK "Ghost Town" (Columbia) 76/8
Rotations: Heavy 0, Medium 21, Light 55, Total Adds 8, WWPY, WXPB, KSSN, KNFM, WLWI, WWSA, KJNE, KBMR. Medium: KEAN, WWNC, WTYJ, KLUR, WOW, KTTS, KFDI, KRKT, KIK-FM, KALF, KUAD, KDRK. Moves 50-47 on the Country chart.
MICHAEL MARTIN MURPHEY "Route 66" (WB) 69/2
Rotations: Heavy 0, Medium 26, Light 43, Total Adds 2, WKYQ, KFMS. Medium: WQCB, WSNO, WDSY, WICO, KEAN, WWNC, WXBO, WPCV, KKYX, KLUR, KFGO, WCUZ, KCJB, WOW, KTTS, KFDI, KRST, KIK-FM, KASH, KGHL, KVOC, KALF, KYGO, KEKB, KNCQ, KDRK. Moves 48-48 on the Country chart.
LARRY BOONE "Everybody Wants To Be Hank Williams..." (Mercury) 67/9
Rotations: Heavy 1, Medium 17, Light 49, Total Adds 9, WAYZ, WXXK, WHLZ, KNFM, WYND, WASKFM, WFMB, KWHT, KNCQ. Heavy: KHAK. Medium: WQCB, WAJR, WICO, WRNS, WAXX, WHOK, WTCM, KIK-FM, KUZZ, KNIX.
HANK WILLIAMS JR. "Ain't Nobody's Business" (WB/Curb) 61/61
Rotations: Heavy 0, Medium 10, Light 51, Total Adds 61 including WYRK, WRKZ, WILQ, WYNK, WLVK, WUSY, WCOS, WAMZ, WGKX, WKSJ, WCMS, WWSA, KKYX, WFMS, KFKE, WDAF, KWJ, KCKC, KSAN, KMPS.
MARSHA THORNTON "A Bottle Of Wine And Patsy Cline" (MCA) 61/5
Rotations: Heavy 2, Medium 24, Light 35, Total Adds 5, WAYZ, WXXK, WKAK, WHLZ, WPAP. Heavy: WVAM, KRKT. Medium: WPOC, WWPY, WDSY, KHEY, WLWI, WCMS, WTNT, KFDI, KIK-FM, KASH, KGHL, KTOM, KDRK.
RONNIE MILSAP "Stranger Things Have Happened" (RCA) 56/46
Rotations: Heavy 0, Medium 8, Light 48, Total Adds 46 including WPOC, WWPY, WRKZ, KEAN, KASE, WLVK, WSOB, KIKK, WMSI, WAMZ, WGKX, WSIX, WSM, WCMS, WTQR, KHAK, WMUS, KXXY, KRST, KVOC.

SIGNIFICANT ACTION

NETTY GRITTY DIRT BAND "One Step Over The Line" (MCA) 52/14
Rotations: Heavy 0, Medium 8, Light 44, Total Adds 14, WSNO, WYRK, KEAN, WYNK, WUSY, KHEY, WFLS, KYKX, WKYQ, WIRK, KLUR, WOW, KFDI, KCCY. Medium: WKNN, KTTS, WTCM, KASH, KALF, KDRK.
KENTUCKY HEADHUNTERS "Dumas Walker" (Mercury) 43/36
Rotations: Heavy 1, Medium 4, Light 38, Total Adds 36 including WAYZ, WWPY, WRKZ, WDSY, WBEE, KMML, WUSY, KYKX, WNOE, WQDR, KLUR, WAXX, WITL, WTHI, KVOO, WDEZ, KUUY, KMIX, KCCY, KNCQ.
ANNE MURRAY "I'd Fall In Love Tonight" (Capitol) 39/17
Rotations: Heavy 0, Medium 4, Light 35, Total Adds 17, WQBE, WWNC, WLVK, WFLS, WDXE, WOWW, KKYX, WUSQ, KFGO, KTTS, WUJC, KTPK, KFDI, KWQX, KVOC, KTOM, KDRK. Medium: WKAK, KCKC.
LEE ROY PARNELL "Crocodile Tears" (Arista) 38/10
Rotations: Heavy 0, Medium 3, Light 35, Total Adds 10, WSNO, WTVY, KKIX, KYKX, KFGO, KIXQ, WOW, KTPK, KWQX, KALF. Medium: WAMZ, KRKT, KDRK. Light: KASE, WSTH, WIVK, WIRK, WASKFM, KXXY, KFDI.

JONATHAN EDWARDS "Listen To The Radio" (Curb) 37/6
Rotations: Heavy 0, Medium 4, Light 33, Total Adds 6, KRRV, KKYX, KTPK, WDEZ, KALF, KNCQ. Medium: WTVY, WCUZ, WOW, KDRK. Light: WWPY, WRKZ, WXXK, WCMS, WQDR, WYND, WTQR, KEAY, KRKT, KVOC.
O'KANES "Why Should I" (Columbia) 36/8
Rotations: Heavy 0, Medium 4, Light 32, Total Adds 8, KYKX, WPAP, WYND, KLUR, WUSQ, WWJO, WTHI, KDRK. Medium: WCUZ, KTTS, KRKT. Light: WWPY, WDSY, KEAN, KMML, KASE, WTVY, KIKK, WAXX, WDEZ.
SAWYER BROWN "Did It For Love" (Capitol/Curb) 35/27
Rotations: Heavy 1, Medium 3, Light 31, Total Adds 27 including KRRV, KMML, WWNC, WXPB, WRNS, WSTH, WTVY, KKIX, WIVK, WPCV, WIRK, KLUR, KIXQ, KFDI, KWQX, KRKT, KVOC, KUUY, KUAD, KSOP.
JENNINGS, NELSON, CASH & KRISTOFFERSON "Silver Stallion" (Columbia) 35/23
Rotations: Heavy 1, Medium 7, Light 22, Total Adds 23, WSNO, WRKZ, WLVK, WFLS, WGKX, KNFM, WCMS, WKHK, WYND, WAXX, KFGO, WCUZ, WMUS, KTTS, WTCM, KVOO, KFDI, KWQX, KNAX, KNEW, KCCY, KTOM, KMPS.
TIM MENSY "You Still Love Me In..." (Columbia) 32/7
Rotations: Heavy 0, Medium 6, Light 26, Total Adds 7, WCAO, WSNO, WSTH, KKYX, KIXQ, KRKT, KIK-FM. Medium: WTVY, WHEW, KLUR, KTTS, KFDI, KDRK. Light: WXXK, WFLS, WUSQ, WTQR, WAXX, WOW, KWQX.
JOHN CONLEE "Don't Get Me Started" (16th Avenue/Capitol) 29/6
Rotations: Heavy 0, Medium 3, Light 26, Total Adds 6, KKYX, WIRK, KWQX, KUUY, KALF, KEKB. Medium: WWNC, WHEW, KDRK. Light: WICO, WSTH, WUSQ, KTTS, WTCM, KRKT, KASH, KVOC, KRWO, KNCQ, KTOM.
MOE BANDY & BECKY HOBBS "Pardon Me..." (Curb) 28/12
Rotations: Heavy 0, Medium 3, Light 26, Total Adds 6, KKYX, WIRK, KWQX, KUUY, KALF, KEKB. Medium: WWNC, WHEW, KDRK. Light: WICO, WSTH, WUSQ, KTTS, WTCM, KRKT, KASH, KVOC, KRWO, KNCQ, KTOM.
BARBARA MANDRELL "You Wouldn't Know Love" (Capitol) 28/2
Rotations: Heavy 0, Medium 6, Light 26, Total Adds 2, KKYX, KEEN. Medium: WTVY, KTTS, KFDI, KASH, KUZZ, KDRK. Light: WICO, KASE, WSTH, WCMS, KIXQ, WOW, KVOO, KRKT, KIK-FM, KGHL, KALF, KTOM.
JEFF STEVENS & THE BULLETS "Boomtown" (Atlantic) 27/6
Rotations: Heavy 1, Medium 4, Light 22, Total Adds 6, KMML, WSTH, WAMZ, WAXX, KFGO, WFMB. Heavy: WTNT. Medium: WOW, WTCM, KFDI, KDRK. Light: WQBE, KKIX, KLUR, KVOO, KRKT, KASH, KVOC, KALF, KEKB.
MARCY BROS. "Missing You" (WB) 24/3
Rotations: Heavy 0, Medium 8, Light 16, Total Adds 3, KFGO, KSAN, KEEN. Medium: WWNC, WHEW, WOW, KFDI, KRKT, KASH, KALF, KNCQ. Light: KRRV, KYKX, KKYX, WUSQ, KTTS, KTPK, KVOO, KRWO, KEKB.
SKIP EWING "A Man Could Live On Love Alone" (MCA) 19/19
Rotations: Heavy 0, Medium 3, Light 16, Total Adds 19, WVAM, WRKZ, KMML, WTVY, KKIX, WFLS, KYKX, KNFM, WSM, WCMS, KFGO, WTCM, KFDI, KRKT, KASH, KVOC, KUUY, KEKB.
SHENANDOAH "See If I Care" (Columbia) 12/12
Rotations: Heavy 0, Medium 4, Light 8, Total Adds 12, KMML, WTVY, WIVK, WAMZ, WGKX, WQDR, WTNT, KIXQ, WTSO, WTCM, KUZZ, KVOO.
CARLETTE "Without You" (Oak) 12/4
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 4, WRKZ, WICO, WSTH, KFGO. Medium: KVOO. Light: KRRV, WTVY, KKIX, WKML, WHEW, KYKX, KLUR.

ALBUM TRACKS

Table with columns: ARTIST/Song Title (Label) and Album Title. Rows include: POCO/When It All Began (RCA) Legacy, NEW GRASS REVIVAL/Angel Eyes (Capitol) Friday Night In America, KEITH WHITLEY/I'm Over You (RCA) I Wonder Do You Think..., HIGHWAY 101/Walkin', Talkin', Cryin... (WB) Paint The Town, GEORGE STRAIT/Beyond The Blue Neon (MCA) Beyond The Blue Neon, RICKY SKAGGS/Hummingbird (Epic) Kentucky Thunder, MARY CHAPIN CARPENTER/Something Of A Dreamer (Columbia) State Of The Heart, RODNEY CROWELL/My Past Is Present (Columbia) Keys To The Highway, MARTY STUART/Western Girls (MCA) Hillbilly Rock, JO-EL SONNIER/The Scene Of The Crime (RCA) Have A Little Faith, RANDY TRAVIS/Card Carrying Fool (WB) Pink Cadillac Soundtrack, RICKY VAN SHELTON/I Cried My Last Tear For You (Columbia) RVS III, VINCE GILL/Rita Ballou (MCA) When I Call Your..., RESTLESS HEART/Dancy's Dream (RCA) Fast Moving Train, KENTUCKY HEADHUNTERS/Oh Lonesome Me (Mercury) Pickin' On Nashville, MARY CHAPIN CARPENTER/This Shirt (Columbia) State Of The Heart

The Debut Everyone's Cryin' Out For...
"CROCODILE TEARS"
The electrifying debut single from
LEE ROY PARNELL

- Now Tearing It Up At:
WSNO, WYRK, WYRK, KEAN, WYNK, WUSY, KHEY, WFLS, KYKX, WKYQ, WIRK, KLUR, WOW, KFDI, KCCY, WKNN, KTTS, WTCM, KASH, KALF, KDRK
WIVK, WDXE, KYKX, WASKFM, KVOC, KALF, KUAD, KRWQ, KEKB, KDRK
WAMZ, WQBE, WWNC, WLVK, WFLS, WDXE, WOWW, KKYX, WUSQ, KFGO, KTTS, WUJC, KTPK, KFDI, KWQX, KVOC, KTOM, KDRK, WKAK, KCKC
WYNK, KIXQ, KIXQ, WAXX, WFLS, WUSQ, WTQR, WAXX, WOW, KWQX
WIRK, KWQX, KUUY, KALF, KEKB
WVAM, KRKT
WYRK, WRKZ, WILQ, WYNK, WLVK, WUSY, WCOS, WAMZ, WGKX, WKSJ, WCMS, WWSA, KKYX, WFMS, KFKE, WDAF, KWJ, KCKC, KSAN, KMPS
WQBE, WWNC, WLVK, WFLS, WDXE, WOWW, KKYX, WUSQ, KFGO, KTTS, WUJC, KTPK, KFDI, KWQX, KVOC, KTOM, KDRK, WKAK, KCKC
WVAM, KRKT, KDRK, KIK-FM, KASH, KGHL, KTOM, KDRK
KRRV, WSTH, KLUR, WONE, KVOO, KFDI, KEKB
WYRK, WRKZ, WILQ, WYNK, WLVK, WUSY, WCOS, WAMZ, WGKX, WKSJ, WCMS, WWSA, KKYX, WFMS, KFKE, WDAF, KWJ, KCKC, KSAN, KMPS
WVAM, KRKT, KDRK, KIK-FM, KASH, KGHL, KTOM, KDRK
KASE, WSTH, WIVK, WIRK, WASKFM, KXXY, KFDI
WYRK, WRKZ, WILQ, WYNK, WLVK, WUSY, WCOS, WAMZ, WGKX, WKSJ, WCMS, WWSA, KKYX, WFMS, KFKE, WDAF, KWJ, KCKC, KSAN, KMPS
WVAM, KRKT, KDRK, KIK-FM, KASH, KGHL, KTOM, KDRK

Written by Lee Roy Parnell and Leroy Preston • Produced by Barry Beckett for Beckett Productions
Executive Producer: Tim DuBois • From Lee Roy Parnell, his forthcoming debut album.

Summary table with columns: MOST ADDED, EAST, HOTTEST, SOUTH, HOTTES, MIDWEST, WEST, HOTTES. Lists artists like Randy Travis (WB), Hank Williams Jr. (WB/Curb), Ricky Van Shelton (Columbia), and Alabama (RCA).

Main chart grid with columns for radio stations (e.g., WGNA, WOKQ, WNUB) and corresponding artist names and song titles. Includes sub-sections for 'EAST', 'SOUTH', 'MIDWEST', and 'WEST'.

Bottom section of the chart grid, continuing the list of stations and artists. Includes sub-sections for 'EAST', 'SOUTH', 'MIDWEST', and 'WEST'.

189 Reporters
180 Current Playlists

Called In Frozen Playlist (3):
KRW/Gold Hill, OR
WYPR/New York City
WZPR/Meadville/Erie, PA

Did Not Call, Playlist Frozen (6):
CHOW/Welland, Ontario
KNIX/Phoenix, AZ
KRAK/Sacramento, CA
KZLA/Los Angeles
WKML/Fayetteville, NC



BREAKERS

TAYLOR DAYNE

Love Will Lead You Back (Arista)

73% of our reporters on it. Rotations: Heavy 2, Medium 23, Light 34, Total Adds 23, including WLTS, 2WD, WOMC, WMYX, KYKY, KBIG, KESZ, KLCY, WMGS, WAHR. Debuts at number 21 on the AC chart.

MICHAEL DAMIAN

Was It Nothing At All (Cypress/A&M)*

54% of our reporters on it. Rotations: Heavy 4, Medium 13, Light 27, Total Adds 15 including KOST, KESZ, WTCB, U102, WRVR, 3WM, WQNY, WAFL, WKSB. Debuts at number 28 on the AC chart.

BELINDA CARLISLE

Summer Rain (MCA)

51% of our reporters on it. Rotations: Heavy 0, Medium 14, Light 27, Total Adds 9, KBIG, WEBE, WXTC, WTCB, WVUD, WECQ, WGLL, WNMB, WMT-FM.

BEE GEES

Bodyguard (WB)

50% of our reporters on it. Rotations: Heavy 0, Medium 4, Light 36, Total Adds 40, WLTS, WNNK, KLSI, WMYX, KXLT, WLEV, WEBE, WVUD, 3WM, KLBQ, KAYN.

KATHY MATTEA

Where've You Been (Mercury)

50% of our reporters on it. Rotations: Heavy 0, Medium 13, Light 21, Total Adds 12, WLTS, WNL, KLSY, U102, WRVR, WSLQ, WFMK, WMGN, WHNN, WSUL, KTYL.

* This is the second time this song has been a Breaker. It first broke 9/15/89.

NEW & ACTIVE

OLIVIA NEWTON-JOHN "Reach Out For Me" (Geffen) 38/5

Rotations: Heavy 6/1, Medium 20/0, Light 12/4, Total Adds 5, WLEV, WFTM, WGLL, KVIC, KWSI. Heavy including KHLT, WMID, WEIM, WSKI, KKL, Medium: WSN, WTCB, WAHR, WRVR, WECQ, WHAI, WAFL, WSUL, WKSB, WGSV, KRLB, WKX, WCMJ, WMTFM, WFRO, KSCB, WTVR, WLDR, KBLO, KAYN. Light including WNL, WEBE, WXTC, 3WM, WYKZ.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 GLORIA ESTEFAN	81/0	77	4	0
2 CHICAGO	81/0	72	9	0
3 LOU GRAMM	68/3	60	6	2
4 SADAO WATANABE	70/3	54	10	6
5 ROD STEWART	60/0	43	12	5
6 POCO	67/4	45	19	3
7 LINDA RONSTADT / AARON NEVILLE	73/6	17	45	11
8 LUTHER VANDROSS	66/1	39	22	5
9 KENNY G	71/4	25	35	11
10 JOE COCKER	64/1	34	23	7
11 TOM PETTY	55/2	41	11	3
12 ELTON JOHN	48/0	25	17	6
13 MICHAEL BOLTON	40/0	23	13	4
14 CUTTING CREW	58/0	28	29	1
15 MICHAEL PENN	56/1	30	22	4
16 DONNY OSMOND	65/4	9	41	15
17 VONDA SHEPARD	56/5	16	31	9
18 NATALIE COLE	59/2	4	43	12
19 BILLY JOEL	58/4	6	38	14
20 CHER	40/0	19	18	3
21 TAYLOR DAYNE	59/23	2	23	34
22 KAREN CARPENTER	45/0	16	22	7
23 PHIL COLLINS	30/0	12	17	1
24 JODY WATLEY	24/3	8	13	3
25 DON HENLEY	29/0	5	19	5
26 QUINCY JONES / RAY & CHAKA	42/2	9	26	7
27 ALANNAH MYLES	46/4	7	23	16
28 MICHAEL DAMIAN	44/15	4	13	27
29 BONNIE RAITT	49/9	0	24	25
30 SHAWN COLVIN	43/3	3	20	20

MOST ADDED

- BEE GEES (40)
- TINA TURNER (26)
- TAYLOR DAYNE (23)
- ROXETTE (21)
- JULIA FORDHAM (20)
- MICHAEL DAMIAN (15)
- SARAH HICKMAN (15)
- JETS (14)
- PAUL CARRACK (12)
- KATHY MATTEA (12)

HOTTEST

- GLORIA ESTEFAN (71)
- CHICAGO (57)
- LOU GRAMM (45)
- ROD STEWART (31)
- SADAO WATANABE (26)
- POCO (21)
- TOM PETTY (15)
- MICHAEL BOLTON (14)
- CHER (13)
- JOE COCKER (13)

SOULSISTER "Blame You" (EMI) 34/4

Rotations: Heavy 0, Medium 9/0, Light 25/4, Total Adds 4, WXTC, 3WM, WECQ, KRLB. Medium: WKYE, WEIM, WAFL, WSUL, WCKQ, WFRO, KKL, KBLO, KWSI. Light including 2WD, KBIG, KLCY, WLEV, WMID, WHAI, WQNY, WGLL, WSKI, WGSV, WNMB, WKX, KTYL, KVIC, WCMJ, WMTFM, KSCB, WTVR, KIDX, KAYN, KTID.

JOHN TESH / DIANA DEWITT "You Break It" (Cypress/A&M) 31/1

Rotations: Heavy 5/0, Medium 15/1, Light 11/0, Total Adds 1, WAHR. Heavy: WEIM, WSKI, KKL, KAYN, KWSI. Medium including WKYE, KHLT, WECQ, WHAI, WQNY, WSUL, WYKZ, WKX, WFRO, KSCB, WTVR, WLDR, KBLO, KTID. Light: WNL, KLSI, WXTC, WRVR, WMID, WGLL, WAFL, WKSB, WGSV, KVIC, WCMJ.

JOHN FARNHAM "You're The Voice" (RCA) 30/7

Rotations: Heavy 0, Medium 8/2, Light 22/5, Total Adds 7, WXTC, WVUD, WECQ, WSKI, WNMB, KIDX, KWSI. Medium including WKYE, WEIM, WCKQ, KKL, KBLO, KTID. Light including WLEV, WFMK, 3WM, WQNY, WGLL, WAFL, WSUL, WGSV, KRLB, WKX, KTYL, KVIC, WCMJ, WFRO, KSCB, WTVR, KAYN.

EDDIE MONEY "Peace In Our Time" (Columbia) 30/0

Rotations: Heavy 8/0, Medium 16/0, Light 6/0, Total Adds 0. Heavy: KLCY, WMGS, WSLQ, WAFL, WCKQ, KVIC, KKL, KWSI. Medium: WMYX, KXLT, WLEV, WKYE, WIVY, WHAI, WGLL, WSKI, WTK, WKX, WCMJ, WMTFM, WTVR, KBLO, KAYN, KTID. Light: B100, WZNY, WQNY, WNMB, WFRO, KSCB.

NANCI GRIFFITH "I Don't Want To Talk About Love" (MCA) 28/7

Rotations: Heavy 0, Medium 1/0, Light 27/7, Total Adds 7, KVIL, KLSI, WHNN, 3WM, WKX, KTYL, KTID. Medium: KKL, Light including WMID, WEIM, WECQ, WHAI, WQNY, WAFL, WSKI, WCKQ, WGSV, KRLB, WNMB, KVIC, WCMJ, WMTFM, WFRO, KSCB, WLDR, KIDX, KWSI.

TINA TURNER "Look Me In The Heart" (Capitol) 26/26

Rotations: Heavy 0, Medium 1/1, Light 25/25, Total Adds 26, KLSI, WLEV, WZNY, WTCB, WMID, WEIM, WHAI, WQNY, WAFL, WSUL, WYKZ, WCKQ, WGSV, KRLB, WNMB, WKX, KTYL, KVIC, WCMJ, WMTFM, KSCB, WLDR, KKL, KBLO, KAYN, KWSI.

RICHARD ELLIOT "When A Man Loves A Woman" (Intima/Enigma) 26/3

Rotations: Heavy 0, Medium 7/0, Light 19/3, Total Adds 3, WLEV, 3WM, KAYN. Medium: WAHR, WEIM, WSUL, WMTFM, WFRO, KKL, KBLO. Light including KESZ, WZNY, KHLT, WMGN, WMID, WECQ, WHAI, WAFL, WYKZ, WGSV, KRLB, WKX, KSCB, WLDR, KIDX, KWSI.

SIGNIFICANT ACTION

ROXETTE "Dangerous" (EMI) 24/21

Rotations: Heavy 0, Medium 7/4, Light 17/17, Total Adds 21, 2WD, B100, WMGS, WIVY, KHLT, WEIM, WHAI, WAFL, WSUL, WSKI, WCKQ, WTK, KRLB, WKX, KVIC, WCMJ, WMTFM, KSCB, WTVR, KKL, KAYN. Medium including KLCY, WSLQ, KWSI.

JANET JACKSON "Escapade" (A&M) 23/3

Rotations: Heavy 1/0, Medium 5/1, Light 17/2, Total Adds 3, U102, WSKI, WKX. Heavy: KKL. Medium including WTK, KVIC, KBLO, KWSI. Light including KYKY, KLCY, B100, WIVY, WEIM, WAFL, WGSV, KRLB, WCMJ, WFRO, KSCB, WTVR.

CROSBY, STILLS & NASH "Chippin' Away" (Atlantic) 21/3

Rotations: Heavy 1/0, Medium 8/0, Light 12/3, Total Adds 3, 3WM, WECQ, KVIC. Heavy: KKL. Medium: KLSY, WKYE, WVUD, WHAI, WSKI, WMTFM, WFRO, KBLO. Light including WLEV, KHLT, WGLL, WYKZ, WNMB, WKX, WCMJ, KIDX, KWSI.

JULIA FORDHAM "Manhattan Skyline" (Virgin) 20/20

Rotations: Heavy 0, Medium 0, Light 20/20, Total Adds 20, WLEV, WEBE, WMGN, WEIM, WQNY, WAFL, WGSV, KRLB, WKX, KTYL, WCMJ, WMTFM, KSCB, WTVR, WLDR, KKL, KBLO, KAYN, KTID, KWSI.

JIVE BUNNY & THE MASTERMIXERS "That's What I Like" (Atco) 20/5

Rotations: Heavy 0, Medium 6/0, Light 13/4, Total Adds 5, WQNY, WCKQ, WTK, WFRO, KLSI. Medium: WEBE, WZNY, WHAI, WSKI, KRLB, KKL. Light including WLEV, WEIM, WSUL, WGSV, WKX, KVIC, KSCB, KIDX, KWSI.

COVER GIRLS "We Can't Go Wrong" (Capitol) 16/1

Rotations: Heavy 1/0, Medium 6/0, Light 9/1, Total Adds 1, KAYN. Heavy: KVIC. Medium: WEIM, WHAI, WCKQ, WMTFM, KKL, KWSI. Light including KLCY, B100, WSLQ, WMID, WTK, KRLB, WFRO, KSCB.

SARAH HICKMAN "Simply" (Elektra) 15/15

Rotations: Heavy 0, Medium 0, Light 15/15, Total Adds 15, WLEV, WEIM, WECQ, WHAI, WAFL, WYKZ, WCKQ, WGSV, KRLB, WKX, WCMJ, WFRO, KKL, KBLO, KWSI.

JETS "Somebody To Love Me" (MCA) 14/14

Rotations: Heavy 0, Medium 0, Light 14/14, Total Adds 14, WMID, WEIM, WHAI, WAFL, WSUL, WGSV, KRLB, WNMB, WCMJ, KSCB, WLDR, KKL, KBLO, KWSI.

PAUL CARRACK "Battlefield" (Chrysalis) 12/12

Rotations: Heavy 0, Medium 2/2, Light 10/10, Total Adds 12, WLEV, WHAI, WAFL, WCKQ, KRLB, WKX, WCMJ, WFRO, KSCB, KKL, KBLO, KWSI.

H FACTOR "I Love You" (IRS) 8/8

Rotations: Heavy 0, Medium 1/1, Light 7/7, Total Adds 8, WEBE, KHLT, WSUL, WSKI, KVIC, KKL, KBLO, KWSI.

Thank You AC Radio!

GLORIA ESTEFAN

"Here We Are"

AC CHART

1

LUTHER VANDROSS

"Here And Now"

AC CHART

8

Coming

January 29th

ANNIE HASLAN

"The Angels Cry"

AC ADDS & HOTS

January 26, 1990 R&R • 81

CURRENT-BASED

EAST	SOUTH	MIDWEST	P2	P3	
<p>P1 WVBF/Boston Newell/Garcia none Hottest: ROD STEWART CHICAGO ELTON JOHN MICHAEL BOLTON GRAYSON HUGH</p> <p>WALK/Long Island Edwards/Lombardo MICHAEL PENN Hottest: ROD STEWART GLORIA ESTEFAN CHICAGO LOU GRAMM SADAO WATANABE</p> <p>WNSR/New York Dunphy/Dunkin TOM PETTY LOU GRAMM Hottest: CHICAGO ROD STEWART RICHARD MARK MICHAEL BOLTON BAD ENGLISH</p> <p>WSNI/Philadelphia Jere Sullivan LINDA RONSTADT KENNY G POCO Hottest: LUTHER VANDROSS CHICAGO GLORIA ESTEFAN ROD STEWART SADAO WATANABE</p> <p>P2 WLEV/Allentown Jeff Silvers TINA TURNER JULIA FORDHAM PAUL CARRACK OLIVIA NEWTON-JOH BEE GEES SARAH HICKMAN RICHARD ELLIOT PAUL JANZ Hottest: MICHAEL PENN LOU GRAMM GLORIA ESTEFAN POCO SADAO WATANABE</p> <p>WVBE/Bridgeport Hansen/Norman H FACTOR JULIA FORDHAM BEE GEES BELINDA CARLISLE Hottest: SOULSISTER LOU GRAMM CHICAGO MICHAEL BOLTON GLORIA ESTEFAN</p> <p>WKYE/Johnstown Jack Michaels none Hottest: ROD STEWART LOU GRAMM CHER CHICAGO MICHAEL PENN</p> <p>WMGS/Wilkes Barre Norton/Mariott TAYLOR DAYNE ROXETTE Hottest: CHICAGO GLORIA ESTEFAN EDDIE MONEY TOM PETTY ROD STEWART</p> <p>P3 WMID/Atlantic City Russ Egan TINA TURNER BEE GEES JETS Hottest: OLIVIA NEWTON-JO GLORIA ESTEFAN CUTTING CREW SADAO WATANABE LUTHER VANDROSS</p> <p>WEIM/Fitchburg Jack Raymond SARAH HICKMAN MICHELLE SHOCKED ROXETTE BY ALL MEANS JETS BEE GEES TINA TURNER JULIA FORDHAM Hottest: ROD STEWART GLORIA ESTEFAN OLIVIA NEWTON-J KAREN CARPENITEI CUTTING CREW</p>	<p>P1 WVCF/Geneva Anthony/Smith TAYLOR DAYNE MICHAEL DAMIAN BELINDA CARLISLE JOHN FARNHAM BEE GEES SOULSISTER CS&N SARAH HICKMAN Hottest: SADAO WATANABE LOU GRAMM VONDA SHEPARD POCO GLORIA ESTEFAN</p> <p>WHAJ/Greenfield, MA Deane/Archer LINDA RONSTADT JETS ROXETTE MICHELLE SHOCKED PAUL CARRACK TINA TURNER BEE GEES SARAH HICKMAN Hottest: GLORIA ESTEFAN CHICAGO POCO LOU GRAMM TOM PETTY</p> <p>WQNY/Ithaca Smith/Erb BEE GEES TINA TURNER JIVE BUNNY & THE JULIA FORDHAM MICHAEL DAMIAN Hottest: MICHAEL PENN SADAO WATANABE POCO CHICAGO GLORIA ESTEFAN</p> <p>WGLL/Mercersburg Norman Schmidt SHAWN COLVIN TAYLOR DAYNE BELINDA CARLISLE OLIVIA NEWTON-JOH Hottest: GLORIA ESTEFAN CHICAGO LOU GRAMM SADAO WATANABE POCO</p> <p>WAFJ/Milford, DE Tim Brough MICHAEL DAMIAN SARAH HICKMAN JETS ROXETTE JULIA FORDHAM TINA TURNER PAUL CARRACK BEE GEES Hottest: TOM PETTY CHICAGO GLORIA ESTEFAN LUTHER VANDROSS JOE COCKER</p> <p>WSUL/Monticello, NY Rob Dilman BEE GEES H FACTOR TINA TURNER JETS ROXETTE KATHY MATTEA Hottest: GLORIA ESTEFAN CHICAGO SADAO WATANABE CHER MICHAEL PENN</p> <p>WSKI/Montpelier Jim Severance BEE GEES H FACTOR JANET JACKSON ROXETTE JOHN FARNHAM Hottest: CHER ROD STEWART GLORIA ESTEFAN QUINCY JONES JOE COCKER</p> <p>WKSJ/Williamsport Tom Benson SHAWN COLVIN BONNIE RAITT TAYLOR DAYNE BEE GEES TINA TURNER MICHAEL DAMIAN Hottest: GLORIA ESTEFAN CHICAGO ROD STEWART LOU GRAMM CHER</p>	<p>WTKT/Gainesville Nick Allen ROXETTE PAULA ABDUL JIVE BUNNY & THE Hottest: LOU GRAMM ROD STEWART TOM PETTY GLORIA ESTEFAN CHICAGO</p> <p>WGSV/Guntersville Jackson/Bell BEE GEES JULIA FORDHAM MICHAEL DAMIAN JETS TINA TURNER SARAH HICKMAN Hottest: GLORIA ESTEFAN SADAO WATANABE POCO TOM PETTY CHICAGO</p> <p>KRLB/Lubbock Kris Manning JETS JULIA FORDHAM SARAH HICKMAN TINA TURNER BEE GEES PAUL CARRACK ROXETTE MICHAEL DAMIAN SOULSISTER Hottest: GLORIA ESTEFAN TOM PETTY CHICAGO BILLY JOEL LOU GRAMM</p> <p>WNBB/Myrtle Beach Thompson/Chapman QUINCY JONES BELINDA CARLISLE JOHN FARNHAM TINA TURNER SMOKEY ROBINSON BEE GEES Hottest: CUTTING CREW CHICAGO GLORIA ESTEFAN JOE COCKER POCO</p> <p>WKCX/Rome Randy Quick PAUL CARRACK ROXETTE BEE GEES JANET JACKSON TINA TURNER JULIA FORDHAM SARAH HICKMAN NANCI GRIFFITH Hottest: CHICAGO SADAO WATANABE POCO JOE COCKER</p> <p>KTYL/Tyler Janie Baker KATHY MATTEA JULIA FORDHAM BEE GEES NANCI GRIFFITH TINA TURNER Hottest: ELTON JOHN ROD STEWART LOU GRAMM CHICAGO CHER</p> <p>KVIC/Victoria Tony Davis ROXETTE H FACTOR CS&N TINA TURNER OLIVIA NEWTON-J. Hottest: CHICAGO GLORIA ESTEFAN MICHAEL DAMIAN JOE COCKER POCO</p>	<p>P1 WARM98/Cincinnati Michael Grayson JODY WATLEY DONNY OSMOND Hottest: LOU GRAMM CHER MICHAEL DAMIAN GLORIA ESTEFAN ROD STEWART</p> <p>WVUD/Dayton Reed Kittredge PHIL COLLINS BEE GEES JOHN FARNHAM BELINDA CARLISLE Hottest: GLORIA ESTEFAN JOE COCKER SADAO WATANABE LOU GRAMM LINDA RONSTADT</p> <p>WVNU/Cincinnati Matthews/McCullough POCO BEE GEES SADAO WATANABE Hottest: LINDA RONSTADT MICHAEL BOLTON PHIL COLLINS GLORIA ESTEFAN LOU GRAMM</p> <p>WLTFC/Cleveland Popovich/Godfrey none Hottest: GLORIA ESTEFAN TOM PETTY DON HENLEY ROD STEWART LOU GRAMM</p> <p>WSNY/Columbus Hallett/Nunnally JOE COCKER VONDA SHEPARD NATALIE COLE Hottest: MICHAEL BOLTON ROD STEWART GLORIA ESTEFAN LINDA RONSTADT ELTON JOHN</p> <p>WNIC/Detroit Bob Kucken none Hottest: MICHAEL BOLTON MICHAEL DAMIAN LINDA RONSTADT SADAO WATANABE GLORIA ESTEFAN</p> <p>KESZ/Phoenix LaBeau/Fox TAYLOR DAYNE DONNY OSMOND MICHAEL DAMIAN Hottest: MICHAEL BOLTON GLORIA ESTEFAN ELTON JOHN LINDA RONSTADT LINDA RONSTADT</p> <p>KICV/Salt Lake City Brad Stone TAYLOR DAYNE BONNIE RAITT Hottest: JOE COCKER ROD STEWART QUINCY JONES CHICAGO LOU GRAMM</p> <p>B100/San Diego Gene Knight ROXETTE LUTHER VANDROSS Hottest: CHICAGO ALANNAH MYLES ROD STEWART GLORIA ESTEFAN LOU GRAMM</p> <p>K101/San Francisco John Evans BILLY JOEL Hottest: MICHAEL BOLTON ROD STEWART JODY WATLEY LOU GRAMM TOM PETTY</p>	<p>WVRO/Fremont, OH Wolfe/Ziebold PAUL CARRACK BEE GEES PAUL JANZ MICHELLE SHOCKED SARAH HICKMAN JIVE BUNNY & THE Hottest: TOM PETTY GLORIA ESTEFAN LOU GRAMM CHER CHICAGO</p> <p>KSCB/Liberal Mark David BEE GEES TINA TURNER JULIA FORDHAM JETS PAUL CARRACK PAULA ABDUL ROXETTE Hottest: GLORIA ESTEFAN CHICAGO CHER LOU GRAMM SADAO WATANABE</p> <p>WTWR/Monroe Lori Demick VONDA SHEPARD SHAWN COLVIN JULIA FORDHAM ROXETTE Hottest: GLORIA ESTEFAN CHICAGO LOU GRAMM POCO SADAO WATANABE</p> <p>WLDI/Traverse City James Filkins TINA TURNER JULIA FORDHAM MICHAEL DAMIAN BEE GEES JETS Hottest: GLORIA ESTEFAN SADAO WATANABE CHICAGO LOU GRAMM KAREN CARPENITEI</p> <p>81 Current Reporters 78 Current Playlists</p>	<p>KLSY/Seattle Mays/Brooks QUINCY JONES VONDA SHEPARD BONNIE RAITT KATHY MATTEA Hottest: ELTON JOHN ROD STEWART GLORIA ESTEFAN CHICAGO LOU GRAMM</p> <p>WVBU/Dayton Reed Kittredge PHIL COLLINS BEE GEES JOHN FARNHAM BELINDA CARLISLE Hottest: GLORIA ESTEFAN JOE COCKER SADAO WATANABE LOU GRAMM LINDA RONSTADT</p> <p>WVNU/Cincinnati Matthews/McCullough POCO BEE GEES SADAO WATANABE Hottest: LINDA RONSTADT MICHAEL BOLTON PHIL COLLINS GLORIA ESTEFAN LOU GRAMM</p> <p>WLTFC/Cleveland Popovich/Godfrey none Hottest: GLORIA ESTEFAN TOM PETTY DON HENLEY ROD STEWART LOU GRAMM</p> <p>WSNY/Columbus Hallett/Nunnally JOE COCKER VONDA SHEPARD NATALIE COLE Hottest: MICHAEL BOLTON ROD STEWART GLORIA ESTEFAN LINDA RONSTADT ELTON JOHN</p> <p>WNIC/Detroit Bob Kucken none Hottest: MICHAEL BOLTON MICHAEL DAMIAN LINDA RONSTADT SADAO WATANABE GLORIA ESTEFAN</p> <p>KLSY/Seattle Mays/Brooks 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NEWARTISTS

Reports/Add

- 1 JOHN TESH w/DIANA DE WITT/You Break It (Cypress/A&M) 31/1
- 2 EDDIE MONEY/Peace In Our Time (Columbia) 30/0
- 3 NANCI GRIFFITH/I Don't Want To Talk (MCA) 28/7
- 4 RICHARD ELLIOT/When A Man Loves A Woman (Intima/Enigma) 26/3
- 5 JIVE BUNNY & THE MASTERMIXERS/That's What I Like (Atco) 20/5
- 6 COVER GIRLS/We Can't Go Wrong (Capitol) 16/1
- 7 SARAH HICKMAN/Simply (Elektra) 15/15
- 8 PAUL CARRACK/Battlefield (Chrysalis) 12/12
- 9 H FACTOR/I Love You (IRS) 8/8
- 10 ANIMAL LOGIC/There's A Spy (In The House Of Love) (IRS) 7/1

New artists have not yet had an AC Breaker.

LW	TW	Artist/Album	Song
1	①	KENNY G/Kenny G Live (Arista)	"Going" "Uncle"
5	②	SAM RINEY/At Last (Spindletop)	"Pacific" "What"
2	③	SADAO WATANABE/Front Seat (Elektra)*	"Sailing" "Fool"
7	④	KIM WATERS/Sweet And Saxy (Warlock)	"Cruisin'" "Giving"
9	⑤	DON HARRISS/Abacus Moon (Sonic Atmosphere)	"Porcelain" "Crystal"
6	⑥	STEVE HAUN/Midnight Echos (Silver Wave)	"Renewal" "Distant"
4	⑦	FATTBURGER/Time Will Tell (Intima/Enigma)	"Monica" "Jersey"
3	⑧	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy Anniversary... (GRP)	"Red" "Linus"
11	⑨	SHAWN COLVIN/Steady On (Columbia)	"Shotgun" "Steady"
8	⑩	RANDY CRAWFORD/Rich And Poor (WB)	"Cigarette" "Wrap"
10	⑪	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)	"Unspoken" "Gramercy"
15	⑫	NANCEE KAHLER/Songs Without Words (Nebula)	"Sarah" "Lancaster"
12	⑬	RICKIE LEE JONES/Flying Cowboys (Geffen)	"Satellites" "Horses"
18	⑭	RICK STRAUSS/Body Lines (ProJazz)	"Bumper" "Wind"
20	⑮	UNCLE FESTIVE/That We Do Know (Denon)	"Nothin'" "That" "Going"
13	⑯	JOHN TESH/Garden City (Cypress/A&M)	"Garden" "Shock"
19	⑰	QUINCY JONES/Back On The Block (Qwest/WB)	"September" "Birdland"
27	⑱	KIM PENSYL/Pensyl Sketches #2 (Optimism)	"Monterey" "Other"
14	⑲	DAVE GRUSIN/Migration (GRP)	"Old" "Punta"
17	⑳	PETER KATER/Moments, Dreams & Visions (Silver Wave)	"Maritime" "Wave"
23	㉑	PAT KELLEY/High Heels (Denon)	"Peaceful" "Cappuccino"
16	㉒	ANDY NARELL/Little Secrets (Windham Hill/Jazz)	"Kinda" "Little"
30	㉓	DAVID CHESKY/Club De Sol (Chesky)	"Club" "Desert"
29	㉔	JUDE SWIFT/Music For Your Neighborhood (Nova)	"Music" "Heaven"
21	㉕	SUZANNE CIANI/History Of My Heart (Private Music)	"Anthem" "Eagle"
26	㉖	DEBUT ㉖ DOTSERO/Off The Beaten Path (Nova)	"Pacific" "Jeepers" "Jazzmanian"
22	㉗	FAREED HAQUE/Manresa (Pangaea)	"Sunshine" "KuluLa's" "Presiso"
25	㉘	PEYTON & VERDERY/Emotional Velocity (Sona Gaia)	"Sharing" "Our"
22	㉙	LEE RITENOUR/Color Rit (GRP)	"Bahia" "e" "Can't"
25	㉚	DEBUT ㉚ RICHARD SMITH UNIT/Rockin' The Boat (Chase Music Group)	"Orcas" "Kid" "Runner"

* Keeps bullet due to continued growth.

LW	TW	Artist/Album	Song
1	①	AHMAD JAMAL/Pittsburg (Atlantic)	"Pittsburgh" "Mellow"
2	②	FRANK MORGAN/Mood Indigo (Antilles New Direction/Island)	"Love" "Bessie's"
5	③	CHARNETT MOFFETT/Beauty Within (Blue Note)	"Love" "Angela"
11	④	DAVID CHESKY/Club De Sol (Chesky)	"Desert" "Marina"
4	⑤	QUINCY JONES/Back On The Block (Qwest/WB)	"Secret" "Birdland" "September"
6	⑥	GROVER WASHINGTON JR./Time Out Of Mind (Columbia)	"Time" "Nice"
3	⑦	MICHEL PETRUCCIANI/Music (Blue Note)	"Looking" "Bite" "Lullaby"
8	⑧	KENNY G/Kenny G Live (Arista)	"Uncle" "Going"
15	⑨	HUGH MASEKELA/Uptownship (Novus/RCA)	"Uptownship"
7	⑩	SADAO WATANABE/Front Seat (Elektra)	"Sailing" "One"
14	⑪	OUT OF THE BLUE/Spiral Staircase (Blue Note)	"Samba"
12	⑫	SAM RINEY/At Last (Spindletop)	"Kabuki" "Pacific" "Last"
10	⑬	HAPPY ANNIVERSARY, CHARLIE BROWN/Happy... (GRP)	"Linus" "History"
13	⑭	MICHEL CAMILO/On Fire (Epic)	"Sammy"
17	⑮	BOB'S DINER/Bob's Diner (DMP)	"See" "Closing"
16	⑯	DENNY ZEITLIN/In The Moment (Windham Hill)	"Passing"
19	⑰	UNCLE FESTIVE/That We Do Know (Denon)	"Consider" "Trail"
21	⑱	CHARLES EARLAND/Third Degree Burn (Milestone/Fantasy)	"Simple"
9	⑲	DEBUT ⑲ JIMMY SMITH/Prime Time (Milestone/Fantasy)	"Meat"
18	㉑	FATTBURGER/Time Will Tell (Intima/Enigma)	"Heads" "Chamcha's"
26	㉒	ANDY NARELL/Little Secrets (Windham Hill/Jazz)	"Soul" "Could"
24	㉓	KIM WATERS/Sweet & Saxy (Warlock)	"Concord"
24	㉔	GENE HARRIS/Superband Live At Town Hall (Concord)	"Music"
20	㉕	JUDE SWIFT/Music For Your Neighborhood (Nova)	"High" "Midnight" "Cappuccino"
28	㉖	DEBUT ㉖ ROBIN EUBANKS & STEVE TURRE/Dedication (JMT)	"Day's"
28	㉗	ART FARMER/Ph.D. (Fantasy)	"Tin"
25	㉘	DEBUT ㉘ BOBBY HUTCHERSON/Ambos Mundos (Landmark)	"Ten" "Real" "Walking"
25	㉙	DEBUT ㉙ DAVE SAMUELS/Ten Degrees North (MCA)	"The Legend The Legacy (Denon)"
25	㉚	DEBUT ㉚ COUNT BASIE w/ F. FOSTER	

BREAKER

9 20 FATTBURGER/Time Will Tell (Intima/Enigma)

18 21 ANDY NARELL/Little Secrets (Windham Hill/Jazz)

26 22 KIM WATERS/Sweet & Saxy (Warlock)

24 23 GENE HARRIS/Superband Live At Town Hall (Concord)

20 24 JUDE SWIFT/Music For Your Neighborhood (Nova)

DEBUT 25 PAT KELLEY/High Heels (Denon)

DEBUT 26 ROBIN EUBANKS & STEVE TURRE/Dedication (JMT)

28 27 ART FARMER/Ph.D. (Fantasy)

DEBUT 28 BOBBY HUTCHERSON/Ambos Mundos (Landmark)

25 29 DAVE SAMUELS/Ten Degrees North (MCA)

DEBUT 30 COUNT BASIE w/ F. FOSTER/The Legend The Legacy (Denon)

MOST ADDED LPS

DENNIS COFFEY (12)
RICHARD SMITH (8)
JULIA FORDHAM (7)
ANNE HOWARD MAXWELL (7)
MICHAEL DAVIS (6)
DOTSERO (6)

HOTTEST LPS

KENNY G (20)
RANDY CRAWFORD (12)
SAM RINEY (12)
SHAWN COLVIN (11)
FATTBURGER (11)
STEVE HAUN (10)

HOT TRACKS

KENNY G/Home
DON HARRISS/Porcelain
RANDY CRAWFORD/Cigarette
NELSON RANGELL/Waiting
SADAO WATANABE/Sailing

MOST ADDED LPS

RENEE ROSNES (10)
BOBBY WATSON (10)
CODE RED (9)
DENNIS COFFEY (8)
DOTSERO (8)
KIM PENSYL (8)

HOTTEST LPS

KENNY G (13)
FRANK MORGAN (13)
QUINCY JONES (12)
AHMAD JAMAL (10)
HAPPY ANNIVERSARY (9)
GROVER WASHINGTON (9)
HUGH MASEKELA (6)

HOT TRACKS

No Tracks Qualified This Week

NEW & ACTIVE

- AVALON "Avalon" (Vantage) 24/0**
Rotations: Heavy 6/0, Medium 8/0, Light 10/0, Total Adds 0. Heavy: KTWW, WHRL, WVAY, KLTR, WLSY, WMT-FM
- ROB MOUNSEY & THE FLYING MONKEY ORCHESTRA "Dig" (Sona Gaia) 19/5**
Rotations: Heavy 1/0, Medium 4/0, Light 14/5, Total Adds 5, WNUA, WBNZ, SMN, WFAE, WPCH. Heavy: KGSR
- CHARNETT MOFFETT "Beauty Within" (Blue Note) 19/1**
Rotations: Heavy 5/0, Medium 10/0, Light 4/1, Total Adds 1, KSNO. Heavy: BRZ, WHRL, WGMC, WFAE, WAMX
- TONY GUERRERO "Different Places" (Nova) 18/5**
Rotations: Heavy 2/0, Medium 5/1, Light 11/4, Total Adds 5, WHRL, WNND, KEYV, WPCH, KBCO. Heavy: WBBY, KGSR
- GIYPSY KINGS "Mosaïque" (Elektra) 18/1**
Rotations: Heavy 4/0, Medium 8/0, Light 6/1, Total Adds 1, KNUA. Heavy: WXDJ, BRZ, KKSF, KLSK
- DENNIS COFFEY "Under The Moonlight" (Orpheus/EMI) 16/12**
Rotations: Heavy 3/3, Medium 2/0, Light 11/9, Total Adds 12, KOAI, SMN, KNUA, WHRL, WGMC, WFAE, WLOQ, KEYV, WDXZ, WLSY, KBIA, KTCZ
- JAMES ASHER "The Great Wheel" (Music West) 16/1**
Rotations: Heavy 2/0, Medium 7/1, Light 7/0, Total Adds 1, WMGN. Heavy: KQPT, SS
- CRYSTAL WIND "Inner Traveler" (Gramavision) 15/4**
Rotations: Heavy 0/0, Medium 4/0, Light 11/4, Total Adds 4, WPCH, KBIA, KTCZ, SS
- MAURA O'CONNELL "Helpless Heart" (WB) 15/1**
Rotations: Heavy 4/0, Medium 4/0, Light 7/1, Total Adds 1, WPCH. Heavy: BRZ, WGMC, KEYV, KLSK
- HUGH MASEKELA "Uptownship" (Novus/RCA) 15/0**
Rotations: Heavy 5/0, Medium 4/0, Light 6/0, Total Adds 0. Heavy: WBZN, WGMC, KWVS, KLSK, WVAY
- DIDIER LOCKWOOD "1 2 3 4" (Nova) 14/5**
Rotations: Heavy 0/0, Medium 1/0, Light 13/5, Total Adds 5, WBBY, KQPT, KWVS, KEYV, KBIA
- DAVID DIGGS "Nothing But The Truth" (Artful Balance/JCI) 14/0**
Rotations: Heavy 2/0, Medium 7/0, Light 5/0, Total Adds 0. Heavy: WHRL, KWVS

NEW & ACTIVE

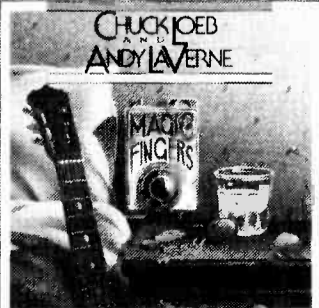
- **RIQUE PANTOJA & CHET BAKER "Pantoja & Baker" (WEA In'national) 26/2**
Rotations: Heavy 7/0, Medium 7/1, Light 12/1, Total Adds 2, WNOP, KJAZ. Heavy: KMHD, WJAZ, WFSS, KSLU, WKRY, WVPE, KLSR
- *KIM PENSYL "Pensyl Sketches #2" (Optimism) 25/8**
Rotations: Heavy 5/0, Medium 7/0, Light 13/8, Total Adds 8, WJZZ, WFPL, KUOP, CJ, JZSHOW, WFSS, KCLC, KTCL. Heavy: KLCC, KSLU, WLVE, KPRT, KLSR
- *MARK MURPHEY "Kerouac Then & Now" (Muse) 21/7**
Rotations: Heavy 2/0, Medium 11/1, Light 8/6, Total Adds 7, KTCJ, KSDS, KPLU, WFPL, WMOT, KLCC, JCITY. Heavy: KJAZ, CJ
- *TONY GUERRERO "Different Places" (Nova) 21/4**
Rotations: Heavy 2/0, Medium 9/1, Light 10/3, Total Adds 4, JCITY, WLVE, WVPE, KTCL. Heavy: KLSR, JZTRAX
- JAY HOGGARD "Overview" (Muse) 20/1**
Rotations: Heavy 5/0, Medium 4/0, Light 11/1, Total Adds 1, WFPL. Heavy: WCPN, KPXP, KSDS, KJAZ, WSHA
- DIDIER LOCKWOOD "1 2 3 4" (Nova) 19/7**
Rotations: Heavy 2/0, Medium 5/0, Light 12/7, Total Adds 7, KTCJ, KJZZ, WSHA, JZSHOW, WIVY, WUSF, KKLD. Heavy: KPLU, JZTRAX
- RANDY CRAWFORD "Rich & Poor" (WB) 19/2**
Rotations: Heavy 10/0, Medium 5/0, Light 4/2, Total Adds 2, WJZZ, KWMU. Heavy: KJZZ, WJAZ, WSHA, KSLU, WLVE, WNGS, WMFD, KPRT, KCLC, JZTRAX
- JOE LoCASIO "Sleeping City" (Optimism) 18/4**
Rotations: Heavy 3/0, Medium 6/0, Light 9/4, Total Adds 4, WEBR, WFSS, WTEB, KWMU. Heavy: WJAZ, WMOT, KLCC
- KENNY GARRETT "Prisoner Of Love" (Atlantic) 18/1**
Rotations: Heavy 6/0, Medium 7/0, Light 5/1, Total Adds 1, WIVY. Heavy: KJZZ, WFPL, WSHA, KSLU, WSIE, WVPE
- RAMSEY LEWIS & BILLY TAYLOR "We Meet Again" (CBS) 18/1**
Rotations: Heavy 6/0, Medium 8/0, Light 4/1, Total Adds 1, WRTI. Heavy: WBG0, WJAZ, WMOT, WHRO, WSHA, WTEB
- COUNT BASIE w/ F. FOSTER "The Legend The Legacy" (Denon) 16/1**
Rotations: Heavy 8/0, Medium 6/0, Light 2/1, Total Adds 1, KPLU. Heavy: KSDS, KJAZ, WMOT, WSHA, JCITY, WUSF, WSIE, KWMU. Debuts at number 30 on the CJZ chart.
- DOTSERO "Off The Beaten Path" (Nova) 15/8**
Rotations: Heavy 1/1, Medium 6/2, Light 8/5, Total Adds 8, WNOP, KJZZ, WSHA, KLCC, KSLU, WLVE, KLSR, JZTRAX
- CLARENCE "GATEMOUTH" BROWN "Standing My Ground" (Alligator) 15/6**
Rotations: Heavy 2/0, Medium 4/1, Light 9/5, Total Adds 6, KSDS, WMOT, JCITY, WUSF, WVPE, KLSR. Heavy: KPLU, WKRY

* Uncharted Breakers denoted by one asterisk. ** Chart Extra denoted by two asterisks

DMP MAKES MAGIC!

CHUCK LOEB and ANDY LA VERNE

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10 spellbinding originals by Chuck and Andy plus a hip new version of the old Rascals' tune 'Groovin'

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DAVE WECKL — Drums
WILL LEE — Bass
CLIFF CARTER — Keyboards
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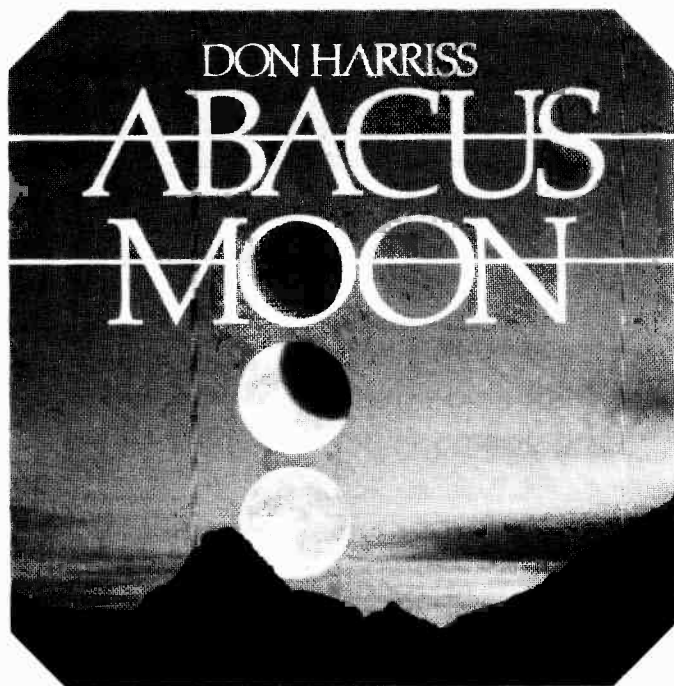
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DON HARRISS

"Abacus Moon"



9 - 5 NAC

And still rising!

Now on over 330 NAC, AC and Easy stations nationwide

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ADDS & HOTS section containing various station reports (P1, P2, P3) for stations like WFLA, WJAX, WTVT, etc., listing artists and tracks.

CONTEMPORARY JAZZ

ADDS & HOTS

ADDS & HOTS section for Contemporary Jazz, including station reports (P1, P2, P3) for stations like WJAX, WTVT, WFLA, etc., and a large advertisement for 'bodymusic' by Nicholas.

Advertisement for 'bodymusic' by Nicholas, featuring a photo of a person and text about availability across the U.S. through Schwartz Brothers, Inc.

Advertisement for NUAGE RECORDS, featuring a photo of a person and text about their address and contact information.

NATIONAL AIRPLAY®

 3 2
WKS WKS LW TW

176 REPORTERS

JANUARY 26, 1990

Reports/Adds Heavy Medium

Rank	WKS	WKS LW	Artist/Album (Label)	Reports/Adds	Heavy	Medium
1	1	1	1 ERIC CLAPTON/Journeyman (Reprise)	166 = /0	154 +	12 -
3	2	2	2 AEROSMITH/Pump (Geffen)	165 + /4	111 +	52 -
7	7	3	3 WHITESNAKE/Slip Of The Tongue (Geffen)	165 + /3	86 +	74 -
20	17	11	4 ALANNAH MYLES/Alannah Myles (Atlantic)	161 + /11	111 +	38 -
13	11	9	5 MSG/Save Yourself (Capitol)	156 + /5	103 +	45 -
2	3	4	6 RUSH/Presto (Atlantic)	150 + /12	63 -	70 +
11	13	12	7 PHIL COLLINS/...But Seriously (Atlantic)	139 + /11	91 +	47 -
19	15	10	8 BAD ENGLISH/Bad English (Epic)	147 + /2	82 +	63 -
4	6	6	9 ROLLING STONES/Steel Wheels (Columbia)	133 - /6	79 -	50 +
17	18	14	10 NEIL YOUNG/Freedom (Reprise)	141 + /8	83 +	55 +
8	8	8	11 DON HENLEY/The End Of The Innocence (Geffen)	121 - /0	89 -	29 -
26	26	24	12 TOM PETTY/Full Moon Fever (MCA)	128 + /43	53 +	70 +
16	9	13	13 BILLY JOEL/Storm Front (Columbia)	123 - /1	68 +	50 -
22	19	19	14 PAUL McCARTNEY/Flowers In The Dirt (Capitol)	125 + /5	65 +	58 -
35	27	22	15 MICHAEL PENN/March (RCA)	136 + /16	53 +	70 -
5	5	7	16 EDDIE MONEY/Sound Of Money Greatest Hits (Columbia)	102 - /0	88 -	12 -
23	22	21	17 GIANT/Last Of The Runaways (A&M)	141 = /1	43 +	77 -
9	12	17	18 SMITHEREENS/Smithereens 11 (Enigma/Capitol)	98 - /2	66 -	28 -
25	21	20	19 STEVIE RAY VAUGHAN & DOUBLE TROUBLE/In Step (Epic)	116 - /3	52 +	58 -
33	30	25	20 GREAT WHITE/Once Shy (Capitol)	127 + /17	39 +	73 +
6	4	5	21 ROD STEWART/Storyteller (WB)	87 - /0	77 -	9 +
14	14	16	22 ALARM/Change (IRS)	100 - /5	41 -	52 -
10	10	15	23 SCORPIONS/Best Of Rockers 'N' Ballads (Mercury)	93 - /0	52 -	34 -
31	31	30	24 GEORGIA SATELLITES/In The Land Of Salvation & Sin (Elektra)	119 + /13	36 +	66 +
-	35	31	25 RICHARD MARX/Repeat Offender (EMI)	109 + /17	40 +	62 +
12	16	18	26 TESLA/The Great Radio Controversy (Geffen)	79 - /2	51 -	23 -
21	23	23	27 BONHAM/Bonham (WTG)	110 = /5	25 -	60 =
-	37	33	28 WARRANT/Dirty Rotten Filthy Stinking Rich (Columbia)	110 + /16	24 +	69 +
30	29	29	29 SKID ROW/Skid Row (Atlantic)	80 - /4	41 +	33 -
-	38	35	30 CULT/Sonic Temple (Sire/Reprise)	125 + /18	9 +	74 +
34	32	32	31 DIVING FOR PEARLS/Diving For Pearls (Epic)	103 + /13	22 -	59 +
27	28	27	32 LENNY KRAVITZ/Let Love Rule (Virgin)	84 - /1	25 -	50 -
DEBUT	33	33	33 JOAN JETT/The Hit List (CBS Associated)	108 /12	7	63
24	24	28	34 MOTLEY CRUE/Dr. Feelgood (Elektra)	78 - /4	15 -	45 -
15	20	26	35 LOU GRAMM/Long Hard Look (Atlantic)	64 - /11	28 -	31 +
28	34	34	36 JOE SATRIANI/Flying In A Blue Dream (Relativity)	73 - /6	12 -	35 =
-	-	38	37 ENUFF Z'NUFF/Enuff Z'Nuff (Atco)	87 + /9	8 +	48 +
DEBUT	38	38	38 BORN ON THE FOURTH OF JULY/Soundtrack (MCA)	81 + /15	11 +	52 +
36	36	36	39 GRATEFUL DEAD/Built To Last (Arista)	70 + /11	20 -	40 +
DEBUT	40	40	40 HOOTERS/Zig Zag (Columbia)	62 + /14	16 +	35 +

BREAKERS

JOAN JETT
The Hit List (CBS Associated)
61% of our reporters on it.

MOST ADDED

TOM PETTY (43)
COMPANY OF WOLVES (22)
KISS (21)
BRITNY FOX (18)
CULT (18)
GREAT WHITE (17)
RICHARD MARX (17)
MICHAEL PENN (16)
WARRANT (16)
BORN ON THE 4TH OF... (15)

HOTTEST

ERIC CLAPTON (154)
AEROSMITH (111)
ALANNAH MYLES (111)
MSG (103)
PHIL COLLINS (91)
DON HENLEY (89)
EDDIE MONEY (88)
WHITESNAKE (86)
NEIL YOUNG (83)
BAD ENGLISH (82)

SLAUGHTER

"UP ALL NIGHT"



ROCK THAT'S GONNA KNOCK
YOUR DICK IN THE DIRT.

MANAGEMENT: BUDD CARR/The Carr Company
PRODUCED BY DANA STRUM & MARK SLAUGHTER

NEW ARTISTS

Reports:

1	DIVING FOR PEARLS /Gimme Your Good... (Epic)	103
2	HAVANA BLACK /Lone Wolf (Capitol)	84
3	LENNY KRAVITZ /Let Love Rule (Virgin)	80
4	L.A. GUNS /Never Enough (Vertigo/Polydor)	70
5	COMPANY OF WOLVES /Call Of The Wild (Mercury)	69
6	RED HOT CHILI PEPPERS /Higher Ground (EMI)	33
7	FRONT /Fire (Columbia)	29
	TIM KARR /Rubbin' Me The Right Way (EMI)	29
9	SHARK ISLAND /Paris Calling (Epic)	27
	WEBB WILDER /Hittin' Where It Hurts (Island)	27
11	PETER MURPHY /Cuts You Up (Beggars Banquet/RCA)	26
12	FASTER PUSSYCAT /House Of Pain (Elektra)	25
13	SALTY DOG /Come Along (Geffen)	23
14	NUCLEAR VALDEZ /Summer (Epic)	19
15	J.J. CALE /Hold On Baby (Silvertone/RCA)	16
16	B-52'S /Roam (Reprise)	15
17	STEVIE SALAS /COLORCODE/The Harder... (Island)	14
18	ANIMAL LOGIC /There's A Spy... (IRS)	13
	JESUS & MARY CHAIN /Head On (WB)	13
20	ANGELS /Let The Night Roll On (Chrysalis)	12
	JUNKYARD /Simple Man (Geffen)	12

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.

AOR TRACKS

NATIONAL AIRPLAY

3	2	WKS	WKS	LW	TW	176 REPORTERS	Reports/Adds	Heavy	Medium
4	3	1	1			1 ERIC CLAPTON/Bad Love (Reprise)	162+/4	143+	17-
15	10	5	2			2 ALANNAH MYLES/Black Velvet (Atlantic)	158+/11	109+	38-
40	19	9	3			3 AEROSMITH/What It Takes (Geffen)	158+/22	96+	58-
10	5	4	4			4 MSG/Anytime (Capitol)	155+/6	101+	46-
54	18	7	5			5 WHITESNAKE/The Deeper The Love (Geffen)	162+/9	75+	79-
31	21	11	6			6 PHIL COLLINS/I Wish It Would Rain Down (Atlantic)	135+/13	85+	48-
19	12	10	7			7 NEIL YOUNG/No More (Reprise)	139+/8	79+	56+
23	13	12	8			8 BAD ENGLISH/Best Of What I Got (Epic)	130+/4	64+	62-
20	15	14	9			9 PAUL McCARTNEY/Figure Of Eight (Capitol)	125+/5	65+	58-
11	6	6	10			10 DON HENLEY/If Dirt Were Dollars (Geffen)	109-/0	82-	24-
21	16	16	11			11 GIANT/Innocent Days (A&M)	141=/1	43+	77-
34	24	19	12			12 MICHAEL PENN/No Myth (RCA)	134+/16	53+	68-
2	2	3	13			13 EDDIE MONEY/Peace In Our Time (Columbia)	99-/0	86-	11-
24	17	17	14			14 STEVIE RAY VAUGHAN & DOUBLE.../The House Is Rockin' (Epic)	115-/3	51+	58-
39	34	21	15			15 RUSH/Presto (Atlantic)	119+/16	43+	62+
1	1	2	16			16 ROD STEWART/Downtown Train (WB)	86-/0	77-	8+
33	31	22	17			17 GREAT WHITE/House Of Broken Love (Capitol)	126+/19	36+	74+
57	42	28	18			18 ROLLING STONES/Almost Hear You Sigh (Columbia)	105+/30	51+	50+
-	35	23	19			19 BILLY JOEL/I Go To Extremes (Columbia)	104+/14	57+	43-
5	4	8	20			20 SCORPIONS/I Can't Explain (Mercury)	93-/0	52-	34-
30	29	25	21			21 GEORGIA SATELLITES/All Over But The Crying (Elektra)	118+/13	36+	65+
-	37	27	22			22 RICHARD MARX/Too Late To Say Goodbye (EMI)	109+/17	40+	62+
6	7	18	23			23 SMITHEREENS/A Girl Like You (Enigma/Capitol)	77-/0	61-	14-
-	-	42	24			24 TOM PETTY/A Face In The Crowd (MCA)	107+/53	29+	73+
9	8	15	25			25 TESLA/Love Song (Geffen)	74-/2	50-	20-
-	43	32	26			26 WARRANT/Sometimes She Cries (Columbia)	110+/16	24+	69+
-	45	34	27			27 CULT/Sweet Soul Sister (Sire/Reprise)	124+/18	9+	73+
28	30	29	28			28 DIVING FOR PEARLS/Gimme Your Good Lovin' (Epic)	103+/13	22-	59+
27	26	26	29			29 SKID ROW/I Remember You (Atlantic)*	79-/5	41+	32-
59	39	30	30			30 JOAN JETT/Dirty Deeds (CBS Associated)	107+/11	7+	62=
25	25	24	31			31 LENNY KRAVITZ/Let Love Rule (Virgin)	80-/0	25-	47-
12	9	13	32			32 ALARM/Devolution Working Man's Blues (IRS)	73-/0	33-	36-
41	38	35	33			33 BONHAM/Guilty (WTG)	93+/8	8-	59+
-	57	45	34			34 EDIE BRICKELL & NEW BOHEMIANS/A Hard Rain's A... (MCA)	81+/15	11+	52+
56	50	43	35			35 ENUFF Z'NUFF/Fly High Michelle (Atco)	86+/9	8+	47+
7	11	20	36			36 ROLLING STONES/Terrifying (Columbia)	50-/0	32-	16-
45	44	39	37			37 GRATEFUL DEAD/Just A Little Light (Arista)	68+/12	19+	39+
-	-	50	38			38 HAVANA BLACK/Lone Wolf (Capitol)	84+/19	3+	54+
-	59	49	39			39 HOOTERS/Brother, Don't You Cry (Columbia)	62+/14	15+	35+
48	47	46	40			40 ALICE COOPER/House Of Fire (Epic)	68+/6	6+	44-
52	48	44	41			41 L.A. GUNS/Never Enough (Vertigo/Polydor)	70=/5	3=	43=
-	52	48	42			42 BAD ENGLISH/Price Of Love (Epic)	44+/6	23+	17=
-	60	51	43			43 JOE SATRIANI/Back To Shalla-Ball (Relativity)	61+/10	7+	30+
22	28	33	44			44 MOTLEY CRUE/Kickstart My Heart (Elektra)	50-/1	11-	29-
18	22	31	45			45 BILLY JOEL/That's Not Her Style (Columbia)	39-/0	19-	18-
DEBUT			46			46 CHRIS REA/The Road To Hell (Geffen)	56 /55	5	42
8	20	37	47			47 ERIC CLAPTON/Pretending (Reprise)	31-/0	20-	9-
-	-	58	48			48 COMPANY OF WOLVES/Call Of The Wild (Mercury)	69+/22	2+	34+
-	-	59	49			49 KISS/Forever (Mercury)	55+/23	3=	35+
3	14	36	50			50 RUSH/Show Don't Tell (Atlantic)	31-/0	17-	12-
32	41	47	51			51 BONHAM/Wait For You (WTG)	26-/0	17-	7-
13	27	41	52			52 MELISSA ETHERIDGE/Let Me Go (Island)	27-/1	14-	11-
14	23	38	53			53 LOU GRAMM/Just Between You Me (Atlantic)	22-/0	16-	5-
DEBUT			54			54 ALARM/Love Don't Come Easy (IRS)	34+/26	7+	20+
DEBUT			55			55 MOTLEY CRUE/Without You (Elektra)	31+/14	5+	17+
-	-	60	56			56 RUSH/The Pass (Atlantic)	25+/8	6-	15+
43	51	57	57			57 TOM PETTY/Love Is A Long Road (MCA)	22-/1	15=	7-
DEBUT			58			58 LOU GRAMM/True Blue Love (Atlantic)	31+/15	3=	24+
DEBUT			59			59 BRITNY FOX/Dream On (Columbia)	42+/18	1=	11+
DEBUT			60			60 JON ANDERSON/Far Far Cry (Enigma)	28+/6	3+	21+

* Keeps a bullet due to continued growth.

THE DECADE STARTS HERE.



D.A.D.
"Girl Nation"



From The Album *No Fuel Left For The Pilgrims*

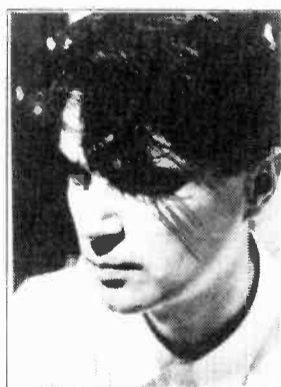
DAVID BYRNE

"Dirty Old Town"

From The Album *Rei Momo*



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DANIEL LANOIS

"Still Water"

From The Album *Acadie*



THREE PRO CDS IN YOUR HANDS!

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BREAKERS

RUSH
Presto (Atlantic)
68% of our reporters on it.

RICHARD MARX
Too Late To Say Goodbye (EMI)
62% of our reporters on it.

TOM PETTY
A Face In The Crowd (MCA)
61% of our reporters on it.

WARRANT
Sometimes She Cries (Columbia)
65% of our reporters on it.

JOAN JETT
Dirty Deeds (CBS Associated)
61% of our reporters on it.

ROLLING STONES
Almost Hear You Sigh (Columbia)
60% of our reporters on it.



**WATCH FOR THE NEW VIDEO
— OUT NOW!**

JOHN LEE HOOKER with **BONNIE RAITT**

"I'm In The Mood"

The Grammy-nominated song from The Healer

"Look out, because The Healer is about to explode! John Lee Hooker gains major momentum at the registers this week...10 Top 50 chart debuts."

Album Network, Retail Chart Analysis

Already on: WHCN, KLBK, KPEZ, KMBY, WOKJ, WXRT, KTCZ, KBOY, WPXC, KFMH, KMTN, KZYR, KFOG, CHEZ, WIZN



BILL WARD

"Bombers (Can Open Bomb Bays)"

From the album Ward One: Along The Way

"Once your listeners hear that OZZY OSBOURNE is singing on the new album from former Black Sabbath drummer BILL WARD, all hell is going to break loose on the request lines!"

Album Network

Out of the Box at: WQFM, WCIZ, WOKJ, WONS, KFMH, KISS, KNAC, KUPD, KBOY, KNCN, KMJX



DRAMARAMA

"Last Cigarette"

From the album Stuck In Wonderamaland

Check these calls! WBCN, KXRX, KBCO, WXRT, WDHA (Top 5 phones two consecutive weeks!), KPEZ, KMBY, WHFS, KTYD, KBOY

Produced by Val Garay

National tour starts 2/1

BONEDADDYS

"Worldbeatniks"

MONSTER GROOVES!

"If bands were parties, this World Beat ensemble would be Times Square on New Year's Eve!"

Houston Post

New Rock action at: WHFS, WHTG, WMDK, WXVX, KTCL, WBER, KACV, WFIT, WTUL
And More!

MARY'S DANISH

"It'll Probably Make Me Cry"

The new track and video from the Top 5 New Rock album "there goes the wondertruck"



Distributed by **CEMA**

Distributed in Canada by



NATIONAL AIRPLAY®

LW	TW	
3	1	PETER MURPHY/Deep (Beggars Banquet/RCA)
1	2	PSYCHEDELIC FURS/Book Of Days (Columbia)
2	3	JESUS & MARY CHAIN/Automatic (WB)
6	4	CREATURES/Boomerang (Geffen)
9	5	MIGHTY LEMON DROPS/Laughter (Sire/Reprise)
8	6	WONDER STUFF/HUP (Polydor)
4	7	KATE BUSH/The Sensual World (Columbia)
5	8	IAN McCULLOCH/Candleland (Sire/Reprise)
11	9	MORRISSEY/Ouija Board, Ouija Board (Sire/Reprise)
12	10	SMITHEREENS/Smithereens 11 (Enigma/Capitol)
7	11	MICHAEL PENN/March (RCA)
14	12	ELECTRONIC/Getting Away With It (track) (Import)
10	13	NINE INCH NAILS/Pretty Hate Machine (TVT)
13	14	B-52'S/Cosmic Thing (Reprise)
18	15	THEY MIGHT BE GIANTS/Flood (Elektra)
15	16	LAURIE ANDERSON/Strange Angels (WB)
19	17	UB40/Labor Of Love II (Virgin)
17	18	OCEAN BLUE/Ocean Blue (Sire/Reprise)
26	19	SILENCERS/A Blues For Buddha (RCA)
DEBUT	20	STONE ROSES/Stone Roses (Silvertone/RCA)
16	21	DEPECHE MODE/Personal Jesus EP (Sire/Reprise)
23	22	RED HOT CHILI PEPPERS/Mother's Milk (EMI)
20	23	ERASURE/Wild! (Sire/Reprise)
21	24	LENNY KRAVITZ/Let Love Rule (Virgin)
24	25	MICHELLE SHOCKED/Captain Swing (Mercury)
DEBUT	26	SINEAD O'CONNOR/Nothing Compares 2 U (track) (Import)
28	27	ELEVENTH DREAM DAY/Beet (Atlantic)
DEBUT	28	BLUE NILE/Downtown Life (track) (A&M)
DEBUT	29	LILAC TIME/Paradise Circus (Fontana/Mercury)
DEBUT	30	SUGARCUBES/Here Today, Tomorrow Next Week (Elektra)

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
SINEAD O'CONNOR THE THE BLUE NILE LENE LOVICH RENEGADE SOUNDWAVE RAINDOGS	PETER MURPHY B-52'S ELECTRONIC NINE INCH NAILS JESUS & MARY CHAIN	PETER MURPHY ELECTRONIC THEY MIGHT BE GIANTS JESUS & MARY CHAIN MINISTRY NINE INCH NAILS

MOST ADDED	HOTTEST	MOST REQUESTED
CHRIS REA/Hell (55) TOM PETTY/Face (53) R. STONES/Almost (30) ALARM/Love (26) FRONT/Fire (25) KISS/Forever (23) AEROSMITH/Takes (22) CO. OF WOLVES/Call (22) GREAT WHITE/House (19) HAVANA BLACK/Lone (19)	E. CLAPTON/Bad (143) ALANNAH MYLES/Black (109) MSG/Anytime (101) AEROSMITH/What (96) EDDIE MONEY/Peace (86) PHIL COLLINS/Wish (85) DON HENLEY/Dirt (82) NEIL YOUNG/No (79) ROD STEWART/Downtown (77) WHITESNAKE/Deeper (75)	ALANNAH MYLES/Black (77) MSG/Anytime (46) WHITESNAKE/Deeper (29) AEROSMITH/What (27) E. CLAPTON/Bad (23) SKID ROW/Remember (23) TESLA/Love (18) RUSH/Presto (17) SCORPIONS/Explain (17) LENNY KRAVITZ/Let (12)

NEW & ACTIVE

FRONT "Fire" (Columbia) 29/25 (4/3)
Adds including WBCN, WOVE, WKLS, KLLO, WQFM, WDHA, WTPA, KMJX, KBAT, WAPL, KJKJ. Medium 7 including KRIX, WROV, WTUE.

TIM KARR "Rubbin' Me The Right Way" (EMI) 29/10 (19/19)
Adds: CILQ, WLLZ, KUPD, KXRK, WTPA, WHEB, WPDH, KJOT, WGIR, KRQU. Medium 11 including KISS, KGON, KTYD, WAOR, KBOY, KZOO.

BALAAM & THE ANGEL "I Took A Little" (Virgin) 28/13 (15/13)
Adds including KZAP, WPLR, WEZX, WFYV, KMJX, WLAV, KEZO, KMOD, KKDJ, KDJK. Medium 18 including KISS, KUPD, KGON, WHFS, WTPA, KLAQ, KRIX, KRZO, KTYD, KFMQ.

WEBB WILDER "Hittin' Where It Hurts" (Island) 27/10 (17/17)
Adds: WHJY, CHEZ, WBLM, WWWV, KFMZ, KSQY, KRQU, KBOY, KCHV, KFMU. Heavy 3 including WXRT, WROV. Medium 10 including WBAB, WAPL, KRZO, WPXC, KQWB, WMAD.

SHARK ISLAND "Paris Calling" (Epic) 27/3 (25/2)
Adds: KLAQ, WIXV, WGLF. Heavy 1. KUPD. Medium 9 including KISS, WDHA, KLBJ, KKEG, WLAV, KMOD, KRZO, KSQY.

PETER MURPHY "Cuts You Up" (Beggars Banquet/RCA) 26/5 (21/7)
Adds: KZAP, WDHA, WLAV, KJJO, KCHV. Heavy 2 including WXRT. Medium 18 including KBCO, KXRK, WHFS, KLBJ, KRIX, WROV, KJOT, KMBY, KRZO.

FASTER PUSSYCAT "House Of Pain" (Elektra) 25/7 (19/6)
Adds: WIYY, KBPI, WTPA, WCCC, KKDJ, KEZE, KBOY. Medium 7 including KUPD, KRXQ, KBER, KRZO, WZZO.

SALTY DOG "Come Along" (Geffen) 23/5 (21/6)
Adds: KISW, WCCC, KJJO, KZRR, KSQY. Heavy 1. KNAC. Medium 9 including WBAB, CILQ, KUPD, WTPA, WRXK, KBAT, WNCN, KRZO.

SMITHEREENS "Blues Before And After" (Enigma/Capitol) 22/8 (14/4)
Adds: WBAB, KLLO, KFOG, KOME, CFOX, KJJO, KKDJ, WRUF. Heavy 7 including WXRT, KBCO, WHFS, KNCN, WROV, WIZN. Medium 13 including KZAP, WDHA, KLBJ, KRIX, KMBY, KRZO, KRQU.

NUCLEAR VALDEZ "Summer" (Epic) 19/3 (19/2)
Adds: WPLR, WZYC, KZOO. Heavy 3 including KRIX, KRQU. Medium 11 including WSHE, WRKI, WHCN, KLAQ, WRXK, KBAT, KMBY, KFMQ, KBOY.

TORA TORA "Phantom Rider" (A&M) 18/7 (12/7)
Adds: WKLC, WTPA, KJJO, KJOT, WZBH, KZOO, KCHV. Heavy 2: KBER, WEGR. Medium 3: KKEG, WXLP, KRZO.

ERIC CLAPTON "No Alibis" (Reprise) 18/2 (17/1)
Adds: KRQR, KXRK. Heavy 11. WGR, WMMR, WXRT, KQRS, KFOG, KISW, KLBJ, KNCN, KQDS, WIZN, KJKJ. Medium 7 including WLUP, KTCZ, WRXR, KJJO, KSQY.

J.J. CALE "Hold On Baby" (Silvertone/RCA) 16/5 (11/11)
Adds: CHOM, WHFS, KWIC, WFYV, KRQU. Heavy 2 including KTCZ. Medium 10 including KBCO, KGON, CHEZ, KRZO, WIZN, KFMF, KFMU.

WARREN ZEVON "Splendid Isolation" (Virgin) 15/9 (6/0)
Adds including WBCN, WRXR, KDKB, WGIR. Heavy 5 including WROV, WIZN, WMAD. Medium 7: KTCZ, WDHA, KLBJ, KMOD, KJOT, WPXC, KFMU.

B-52'S "Roam" (Reprise) 15/2 (13/0)
Adds: WMMR, KFOG. Heavy 6 including WXRT, CHEZ, KTYD, WBLM, WWWV. Medium 7 including WBAB, WDHA, WWTR, KSEZ, KRQU.

NEW & ACTIVE — Tracks building in airplay and coming closest to charting. Numbers indicate total reports/adds, e.g., 40/20 means 40 total reports and 20 adds. (Figures in parentheses are last week's data.)

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

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

MOST ADDED — This week's most added albums and tracks.

MOST REQUESTED — This week's most requested tracks.

"Entirely capturing."
ROLLING STONE

Unforgettable.

"I REMEMBER ME"
the new single by
THE INNOCENCE MISSION

ON TOUR NOW.

THE INNOCENCE MISSION

AM RECORDS

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CHR P1A PLAYLISTS

Denver

PD: Mark Boike
APD/MD: Dom Testa

- 1 MICHEL LEONE More Love
2 PAULA ABUJA/Opposites Attract
3 TONY MARTIN'S 2-3-7/Justa Sista
4 CHOCOLATE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Dave Ferguson
APD: Russ Allen
MD: Albie D.

- 1 MICHEL LEONE More Love
2 PAULA ABUJA/Opposites Attract
3 TONY MARTIN'S 2-3-7/Justa Sista
4 CHOCOLATE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

San Diego

KKLQ/San Diego
PD: Gary Wall
APD Kevin Weatherly

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

Portland

KXYQ/Portland
VP/Programming: Jim Ryan
APD: Steve Naganuma

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

San Francisco

KXXX/San Francisco
PD: Bill Richards
Interim MD: Tim Watts

- 1 MICHEL LEONE More Love
2 PAULA ABUJA/Opposites Attract
3 TONY MARTIN'S 2-3-7/Justa Sista
4 CHOCOLATE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

CHR P1A

P1-A CHR Reporters are major market stations which have achieved format dominance or exert significant influence in their market by playing a unique mix of leading-edge rock or dance records combined with mainstream CHR.

WPGC

Washington, D.C.
PD: Dave Ferguson
APD: Russ Allen
MD: Albie D.

- 1 MICHEL LEONE More Love
2 PAULA ABUJA/Opposites Attract
3 TONY MARTIN'S 2-3-7/Justa Sista
4 CHOCOLATE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

WIOQ

Philadelphia
OM: Mark Driscoll
PD: Elvis Duran
Music Asst: Andy Gury

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

WQHT

New York
OM: Joel Salkowitz
MD: Kevin McCabe

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

WQHT

New York
OM: Joel Salkowitz
MD: Kevin McCabe

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
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6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

WQHT

New York
OM: Joel Salkowitz
MD: Kevin McCabe

WPOW

Miami
VP/Programming: Bill Tanner
APD: Funk E. Frank Walsh
Music Coord.: John Rogers

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

KJMZ

Dallas
PD: Elroy R.C. Smith
APD: Tom Casey
MD: Carolyn Robbins

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

ENERGY 96.5 FM

KNRJ/Houston, TX
PD: Steve Smith
MD: Michael Newman

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

96 fm

KSAQ/San Antonio
PD: Leo Vela
APD/MD: Kathie Romero

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

96 fm

KSAQ/San Antonio
PD: Leo Vela
APD/MD: Kathie Romero

KXXR

Kansas City
PD: Gary Franklin
MD: Mark Cruz

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

HOT 102

WLUW/Milwaukee
PD: Rick Thomas
MD: Dana Lundon

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

92X

Columbus
PD: Mark Todd
MD: Christy Roberts

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

92X

Columbus
PD: Mark Todd
MD: Christy Roberts

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7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

FOX

Detroit
PD: Chuck Beck
APD/MD: John McFadden

Hot 94.9

KZHT/Salt Lake City
PD: Lou Simon
MD: John Griffin

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

Hot 102

Sacramento
OM/MD: Brian White

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

99.1 KGGI

Riverside
PD: Larry Martino
APD: Steve Craig
MD: Harvey Davidson

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

99.1 KGGI

Riverside
PD: Larry Martino
APD: Steve Craig
MD: Harvey Davidson

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
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7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

PIRATE RADIO

Los Angeles
VP/Programming: Scott Shannon
OM: Shadow Steele
MD: Denise Lauren

KMEL

San Francisco
PD: Keith Nataly
MD: Hosh Gureli

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

Power 106 FM

Los Angeles
PD: Jeff Wyatt
APD/MD: Al Tavera

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

Hot 97.1

San Jose
PD: Ken Richards
APD: Christopher Lance
MD: John Christian

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

Power 92 FM

Phoenix
PD: Ron Parker
APD: J.J. Morgan
MD: Jim Morales

- 1 REDUCTION/2 To Make It Right
2 MICHEL LEONE More Love
3 JAYCE/Justa Sista
4 JAYCE/Justa Sista
5 JAYCE/Justa Sista
6 JAYCE/Justa Sista
7 JAYCE/Justa Sista
8 JAYCE/Justa Sista
9 JAYCE/Justa Sista
10 JAYCE/Justa Sista

APD: Steve Naganuma

CHR ADDS & HOTS

MIDWEST			WEST		
MOST ADDED		BREAKOUTS	MOST ADDED		BREAKOUTS
Madonna Kiss Taylor Dayne Joan Jett Michael Penn		Paul Carrack	Madonna Lisa Stansfield Technotronix Taylor Dayne Kiss Jive Bunny & The Mastermixers		Stevie B Skyy Hooters Brat Pack Chimes Kylie Minogue
MIDWEST			WEST		
P2			P2		
P3			P3		
WVDD/Akron, OH Clark/Nichols	WGRD/Grand Rapids, MI Cassidy/Friday	WZQR/Rockford, IL Strassel/Ilvey	WVWB/Bloomington, IN Mark Callaghan	WVFR/Tampa, FL Wayne/King	WVFD/Fresno, CA Casper/Ryan

UB40

Here I Am

X100
JET-FM
WHOT
KNIN

From the album
LABOUR OF LOVE II

Produced by UB40

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Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHRs.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

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

253 REPORTS

A

PAULA ABDUL
Aerosmith
LP: Forever Your Girl

Total Reports 240 95%

Table with columns: Regional Reach, E 98%, S 98%, M 90%, W 93%, Chart Summary, National Summary, UP 211, DEBS 3, SAME 22, DOWN 2, ADDS 2

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Paula Abdul.

Paula Abdul Continued

Table with columns: MIDWEST, WEST, listing station call letters and playlist details for Paula Abdul.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Paula Abdul.

AEROSMITH
Janie's Got A Gun (Geffen)
LP: Pump

Total Reports 200 79%

Table with columns: Regional Reach, E 92%, S 77%, M 87%, W 62%, Chart Summary, National Summary, UP 158, DEBS 2, SAME 25, DOWN 12, ADDS 3

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Aerosmith.

B

B-52'S
Roam (Reprise)
LP: Cosmic Thing

Total Reports 208 82%

Table with columns: Regional Reach, E 81%, S 80%, M 92%, W 76%, Chart Summary, National Summary, UP 157, DEBS 24, SAME 10, DOWN 0, ADDS 17

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for B-52's.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for B-52's.

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Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for B-52's.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for B-52's.

BAD ENGLISH
Price Of Love (Epic)
LP: Bad English

Total Reports 211 83%

Table with columns: Regional Reach, E 88%, S 88%, M 90%, W 66%, Chart Summary, National Summary, UP 187, DEBS 6, SAME 15, DOWN 0, ADDS 3

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Bad English.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Bad English.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Bad English.

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Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Bad English.

C

BELINDA CARLISLE
Summer Rain (MCA)
LP: Runaway Horses

Total Reports 112 44%

Table with columns: Regional Reach, E 48%, S 40%, M 40%, W 52%, Chart Summary, National Summary, UP 36, DEBS 23, SAME 32, DOWN 0, ADDS 21

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Belinda Carlisle.

Table with columns: EAST, SOUTH, WEST, listing station call letters and playlist details for Belinda Carlisle.

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Chicago Continued

ALICE COOPER House Of Fire (Epic) LP: Trash. Total Reports 94 37%. Regional Reach: E 33%, S 30%, M 49%, W 38%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 29, DEBS 21, SAME 29, DOWN 0, ADDS 15.

PHIL COLLINS It Wish It Would Rain Down (Atlantic) LP: ...But Seriously. Total Reports 51 20%. Regional Reach: E 17%, S 20%, M 29%, W 14%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 1, 0, 0, 1. UP 16, DEBS 3, SAME 7, DOWN 0, ADDS 25.

COVER GIRLS We Can't Go Wrong (Capitol) LP: We Can't Go Wrong. Total Reports 196 77%. Regional Reach: E 77%, S 82%, M 63%, W 86%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 6, 5, 1, 12. UP 154, DEBS 13, SAME 19, DOWN 0, ADDS 10.

COVER GIRLS We Can't Go Wrong (Capitol) LP: We Can't Go Wrong. Total Reports 196 77%. Regional Reach: E 77%, S 82%, M 63%, W 86%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 6, 5, 1, 12. UP 154, DEBS 13, SAME 19, DOWN 0, ADDS 10.

Cover Girls Continued

TAYLOR DAYNE Love Will Lead You Back (Arista) LP: Can't Fight Fate. Total Reports 203 80%. Regional Reach: E 83%, S 87%, M 71%, W 78%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 1, 0, 1, 2. UP 41, DEBS 75, SAME 40, DOWN 0, ADDS 47.

DEPECHE MODE Personal Jesus (Sire/Reprise) Total Reports 57 23%. Regional Reach: E 17%, S 20%, M 21%, W 33%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 1, 2, 0, 0. UP 30, DEBS 8, SAME 14, DOWN 0, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

D MOB

D MOB C'mon And Get My Love (Polydor) LP: A Little Bit Of This. Total Reports 47 26%. Regional Reach: E 71%, S 74%, M 44%, W 69%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 1, 3, 0, 4. UP 110, DEBS 20, SAME 22, DOWN 0, ADDS 12.

DEPECHE MODE Personal Jesus (Sire/Reprise) Total Reports 57 23%. Regional Reach: E 17%, S 20%, M 21%, W 33%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 1, 2, 0, 0. UP 30, DEBS 8, SAME 14, DOWN 0, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

ENUFF Z'NUFF

ENUFF Z'NUFF Fly High Michelle (Atco) LP: Enuff Z'nuff. Total Reports 54 21%. Regional Reach: E 19%, S 20%, M 22%, W 24%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 10, DEBS 6, SAME 25, DOWN 0, ADDS 13.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

E

ENUFF Z'NUFF Fly High Michelle (Atco) LP: Enuff Z'nuff. Total Reports 54 21%. Regional Reach: E 19%, S 20%, M 22%, W 24%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 2-5, 0, 0, 0, 0. UP 10, DEBS 6, SAME 25, DOWN 0, ADDS 13.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

GLORIA ESTEFAN Here We Are (Epic) LP: Cut Both Ways. Total Reports 209 83%. Regional Reach: E 83%, S 85%, M 78%, W 84%. Chart Summary: Pos 1, P1 0, P2 0, P3 0, Tot 0. National Summary: 6-15, 13, 3, 2, 70. UP 179, DEBS 3, SAME 20, DOWN 2, ADDS 5.

Gloria Estefan Continued

Table with station call letters and signal strength indicators (P1, P2, P3) for Gloria Estefan.

Table with station call letters and signal strength indicators (P1, P2, P3) for Gloria Estefan.

EXPOSE Tell Me Why (Arista) LP: What You Don't Know

Chart Summary and Regional Reach data for EXPOSE.

Table with station call letters and signal strength indicators (P1, P2, P3) for EXPOSE.

Table with station call letters and signal strength indicators (P1, P2, P3) for EXPOSE.

Joan Jett Continued

Table with station call letters and signal strength indicators (P1, P2, P3) for Joan Jett.

Table with station call letters and signal strength indicators (P1, P2, P3) for Joan Jett.

BILLY JOEL I Go To Extremes (Columbia) LP: Storm Front

Chart Summary and Regional Reach data for BILLY JOEL.

Table with station call letters and signal strength indicators (P1, P2, P3) for BILLY JOEL.

Table with station call letters and signal strength indicators (P1, P2, P3) for BILLY JOEL.

Janet Jackson Escapade (A&M) LP: Rhythm Nation

Table with station call letters and signal strength indicators (P1, P2, P3) for Janet Jackson.

Table with station call letters and signal strength indicators (P1, P2, P3) for Janet Jackson.

JOAN JETT Dirty Deeds (CBS Associated) LP: The Hit List

Chart Summary and Regional Reach data for JOAN JETT.

Table with station call letters and signal strength indicators (P1, P2, P3) for JOAN JETT.

Table with station call letters and signal strength indicators (P1, P2, P3) for JOAN JETT.

ELTON JOHN Sacrifice (MCA) LP: Sleeping With The Past

Table with station call letters and signal strength indicators (P1, P2, P3) for ELTON JOHN.

Table with station call letters and signal strength indicators (P1, P2, P3) for ELTON JOHN.

KISS Forever (Mercury) LP: Hot In The Shade

Chart Summary and Regional Reach data for KISS.

Table with station call letters and signal strength indicators (P1, P2, P3) for KISS.

Table with station call letters and signal strength indicators (P1, P2, P3) for KISS.

A'ME LORAIN Whole Wide World (RCA)

Table with station call letters and signal strength indicators (P1, P2, P3) for A'ME LORAIN.

Table with station call letters and signal strength indicators (P1, P2, P3) for A'ME LORAIN.

MADONNA Keep It Together (Sire/WB) LP: Like A Prayer

Chart Summary and Regional Reach data for MADONNA.

Table with station call letters and signal strength indicators (P1, P2, P3) for MADONNA.

Table with station call letters and signal strength indicators (P1, P2, P3) for MADONNA.

BIZ MARKIE
Just A Friend (WB)
LP: The Biz Never Sleeps
Total Reports 80 32%
Regional Reach P1 40% P2 38% P3 13%

Richard Marx Continued
92X 15-14
WDFX 20-19
KXRR 30-22
PIRATE 20-18
HOT949 d-25

MILLI VANILLI
All Or Nothing (Arista)
LP: Girl You Know It's True
Total Reports 222 88%
Regional Reach P1 82% P2 92% P3 86%

EDDIE MONEY
Peace In Our Time (Columbia)
LP: Greatest Hits Sound Of Money
Total Reports 202 80%
Regional Reach P1 58% P2 83% P3 97%

ALANNAH MYLES
Black Velvet (Atlantic)
LP: Alannah Myles
Total Reports 142 56%
Regional Reach P1 22% P2 60% P3 84%

Regional Reach P1 40% P2 38% P3 13%
Chart Summary
Pos P1 P2 P3 Tot
National 1 0 0 0 1
Summary 2-5 2 0 0 2

MICHEL'LE
No More Lies (Ruthless/Atco)
Total Reports 117 46%
Regional Reach P1 47% P2 53% P3 34%

Regional Reach P1 82% P2 92% P3 86%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 2 5 1 8
Summary 6-15 25 40 20 85

Regional Reach P1 58% P2 83% P3 97%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 6 25 20 51
Summary 6-15 23 48 40 111

Regional Reach P1 22% P2 60% P3 84%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0
Summary 6-15 3 8 8 19

RICHARD MARX
Too Late To Say Goodbye (EMI)
LP: Repeat Offender
Total Reports 210 83%
Regional Reach P1 64% P2 85% P3 99%

Regional Reach P1 47% P2 53% P3 34%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 6 4 0 10
Summary 6-15 9 8 1 18

Regional Reach P1 82% P2 92% P3 86%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 2 5 1 8
Summary 6-15 25 40 20 85

Regional Reach P1 58% P2 83% P3 97%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 6 25 20 51
Summary 6-15 23 48 40 111

Regional Reach P1 22% P2 60% P3 84%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0
Summary 6-15 3 8 8 19

Regional Reach P1 64% P2 85% P3 99%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0
Summary 6-15 7 3 4 14

Regional Reach P1 47% P2 53% P3 34%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 6 4 0 10
Summary 6-15 9 8 1 18

Regional Reach P1 82% P2 92% P3 86%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 2 5 1 8
Summary 6-15 25 40 20 85

Regional Reach P1 58% P2 83% P3 97%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 6 25 20 51
Summary 6-15 23 48 40 111

Regional Reach P1 22% P2 60% P3 84%
Chart Summary
Pos P1 P2 P3 Tot
National 2-5 0 0 0 0
Summary 6-15 3 8 8 19

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Kevin Paige Continued

Radio stations and program details for Kevin Paige, including KXSS, KXKK, and KXKK on various frequencies.

Michael Penn - No Myth (RCA) LP: March. Total Reports 159 63%. Breaker chart showing regional reach and chart summary.

Radio stations and program details for Michael Penn, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Linda Ronstadt / Aaron Neville Continued

Radio stations and program details for Linda Ronstadt / Aaron Neville, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Roxette - Dangerous (EMI) LP: Look Sharp! Total Reports 217 86%. Breaker chart showing regional reach and chart summary.

Radio stations and program details for Roxette, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

SMITHEREENS Continued

Radio stations and program details for Smithereens, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Smithereens - A Girl Like You LP: Smithereens 11. Total Reports 70 28%. Breaker chart showing regional reach and chart summary.

Radio stations and program details for Smithereens, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

ROD STEWART Continued

Radio stations and program details for Rod Stewart, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Rod Stewart - Downtown Train (WB) LP: Storyteller. Total Reports 217 86%. Breaker chart showing regional reach and chart summary.

Radio stations and program details for Rod Stewart, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

TEARS FOR FEARS Continued

Radio stations and program details for Tears for Fears, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Tears for Fears - Woman In Chains (Fontana/Mercury) LP: The Seeds Of Love. Total Reports 77 30%. Breaker chart showing regional reach and chart summary.

Radio stations and program details for Tears for Fears, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Linda Ronstadt / Aaron Neville

Radio stations and program details for Linda Ronstadt / Aaron Neville, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Radio stations and program details for Linda Ronstadt / Aaron Neville, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

SMITHEREENS

Radio stations and program details for Smithereens, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Radio stations and program details for Smithereens, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

ROD STEWART

Radio stations and program details for Rod Stewart, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Radio stations and program details for Rod Stewart, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

TECHNOTRONIC

Radio stations and program details for Technotronic, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Radio stations and program details for Technotronic, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

TECHNOTRONIC

Radio stations and program details for Technotronic, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

Radio stations and program details for Technotronic, including WBBQ, WBBQ 21-16, and WBBQ 31-27.

SIGNIFICANT ACTION

Technotronic Continued table with columns for station, song, and chart position.

Warrant Continued table with columns for station, song, and chart position.

V

LUTHER VANDROSS Here And Now (Epic) LP: Greatest Hits: The Best Of Love Total Reports 70 28%

Chart Summary table for Luther Vandross with columns for Pos, P1, P2, P3, Tot.

W

WARRANT Sometimes She Cries (Columbia) LP: Dirty Rotten Filthy Stinking Rich Total Reports 180 71%

Chart Summary table for Warrant with columns for Pos, P1, P2, P3, Tot.

B

BRAT PACK You're The Only One (Vendetta/A&M) LP: Slip Of The Tongue Total Reports 153 60%

Chart Summary table for Brat Pack with columns for Pos, P1, P2, P3, Tot.

WHITESNAKE

WHITESNAKE The Deeper The Love (Geffen) LP: Slip Of The Tongue Total Reports 153 60%

Chart Summary table for Whitesnake with columns for Pos, P1, P2, P3, Tot.

A ALARM Love Don't Come Easy (IRS) LP: Change

B BRAT PACK You're The Only One (Vendetta/A&M) LP: Slip Of The Tongue

BON JOVI The Boys Are Back In Town (Mercury) LP: Stairway To Heaven, Highway To Hell

EOIE BRICKELL A Hard Rain's A Gonna Fall (MCA) LP: "Born On The Fourth Of July" ST

BRIDGE TOO FAR Heaven On Earth (WTG)

ERIC CLAPTON Bad Love (Duck/Reprise) LP: Journeyman

C CALLOWAY I Wanna Be Rich (Solar/Epic) LP: All The Way

PAUL CARRACK Battlefield (Chrysalis) LP: Groove Approved

JANE CHILD Don't Want To Fall In Love (WB) LP: Jane Child

CHIMES 1-2-3 (Columbia)

ERIC CLAPTON Bad Love (Duck/Reprise) LP: Journeyman

ERIC CLAPTON Bad Love (Duck/Reprise) LP: Journeyman

E ENTOUCH I/KEITH SWEAT All Nite (Vintertainment/Elektra) LP: All Nite

ERASURE Blue Savannah (Sire) LP: Wild

JOHN FARNHAM You're The Voice (RCA) LP: Age Of Reason

FASTER PUSSYCAT House Of Pain (Elektra) LP: Wake Me When It's Over

FINE YOUNG CANNIBALS I'm Not Satisfied (IRS/MCA) LP: The Raw & The Cooked

Continued On Next Column

SIGNIFICANT ACTION

G

Table for artist G: MARCIA GRIFFITH, Electric Boogie (Island). Includes station call letters and program details.

K

Table for artist K: LENNY KRAVITZ, Let Love Rule (Virgin). Includes station call letters and program details.

Table for artist SKYY, Real Love (Atlantic). Includes station call letters and program details.

H

Table for artist H: HOOTERS, Brother, Don't You Walk... (Columbia). Includes station call letters and program details.

L

Table for artist L: L.A. GUNS, Never Enough (Polydor). Includes station call letters and program details.

Table for artist STEVIE B, Love Me For Life (LMR). Includes station call letters and program details.

J

Table for artist J: JAYA, If You Leave Me Now (LMR). Includes station call letters and program details.

M

Table for artist M: MANTRONIX, Got To Have Your Love (Capitol). Includes station call letters and program details.

Table for artist SYBIL, Walk On By (Next Plateau). Includes station call letters and program details.

JIVE BUNNY & THE MIXMASTERS

Table for artist JIVE BUNNY & THE MIXMASTERS, That's What I Like (Atco). Includes station call letters and program details.

KYLIE MINOGUE

Table for artist KYLIE MINOGUE, Wouldn't Change A Thing (Geffen). Includes station call letters and program details.

Table for artist U-KREW, If U Were Mine (Enigma). Includes station call letters and program details.

S

Table for artist SHANA, I Want You (Vision). Includes station call letters and program details.

Table for artist SHANA, I Want You (Vision). Includes station call letters and program details.

Table of 10 new artists with their album titles and labels, and their CHR Breaker status.

CHR REPORTER INDEX

Large table listing various radio stations across different markets and their corresponding CHR Reporter Index numbers.



ERASURE

"BLUE SAVANNAH"

The New Single

Produced By Gareth Jones,
Mark Saunders And Erasure.
From The Album WILD!

KKBQ 24-17
KRBE 24-22
KISN deb 37
KNRJ 22-15
KSAQ 27-24
HOT949 20-17
KZZB deb 33
99KG add

Plus . . .
CKOI
KNMQ
KKMG
KSND
KWTX
KFMW
KFTZ
ZFUN

Erasure's U.S. tour kicks off February 13 in Boston. They sold out the Forum in Los Angeles and Madison Square Garden in New York in two hours!

NEW & ACTIVE

WXKS deb 34	KKLQ 19-13	WPXR deb 32	WNYP add
CKOI 10-8	KEGL deb 19	WWCK 15-8	KIXY deb 39
KITY 32-28	PIRATE 11-9	Z104 32-27	KNIN 12-9
KDWB 27-23	98PXY 16-14	KKSS 13-11	WKFR deb 38
WLOL 30-27	WYCR add	KNMQ 30-24	WDBR add 38
KS104 6-5	K106 8-3	KKMG deb 28	KFMW 35-30
Y108 deb 27	KZFM 23-16	KCAQ 39-32	KBOZ add
KOY-FM 15-14	WZYP deb 40	KROY 20-15	ZFUN 10-6
KXYQ 14-12	KBFM 2-2	95XXX 39-32	Y97 add

**SINGLE
NOW
GOLD!**



DEPECHE MODE

"PERSONAL JESUS"

The New Single

Produced By Depeche Mode And Flood.



ERIC CLAPTON

"BAD LOVE"

The New Single

Produced By Russ Titelman.
From The Album JOURNEYMAN

ALREADY OVER
900,000 AND
GOING PLATINUM!
#1 ROCK TRACK IN
AMERICA FROM THE
#1 ROCK ALBUM
FOR 8
CONSECUTIVE WEEKS!

KXYQ deb 26	KRZR add
KXXR add 40	KZZU add
FLY92 add	WJMX add
KZ106 add	WPFR add
WOKI add	WIFC add
KLQ add	KTMT add
KF95 add	OK95 34-26

Track ① Album ①



POP ADULT!
READY TO
CROSS POP!

AC Chart ②②

VONDA SHEPARD

"DON'T CRY ILENE"

The New Single

Produced By Robert Kraft
And Vonda Shepard.

From The Album VONDA SHEPARD



Paisley Park



© 1990 Sire Records Company © 1990 Reprise Records

At The Heart of Her Multi-Platinum Album

CHER



The Follow-Up To The Gold Singles "If I Could Turn Back Time" and "Just Like Jesse James." From the Multi-Platinum Album



"HEART OF STONE"

The Title Track and New Single



Heart of Stone. Produced by Peter Asher. Management: Bill Sammeth.



©1990 The David Geffen Company



NATIONAL AIRPLAY OVERVIEW

CHR

Table with 5 columns: WKS, WKS, LW, TW, and track information for CHR. Includes artists like Rod Stewart, Paula Abdul, Seduction, etc.

N&A Pg. 104; Playlists Pg. 92; Parallels Pg. 97

ADULT CONTEMPORARY

Table with 5 columns: WKS, WKS, LW, TW, and track information for Adult Contemporary. Includes artists like Gloria Estefan, Chicago, Lou Gramm, etc.

AC Music Begins Pg. 80

URBAN CONTEMPORARY

Table with 5 columns: WKS, WKS, LW, TW, and track information for Urban Contemporary. Includes artists like Regina Belle, Ruby Turner, Skyy, etc.

New & Active, TOP 10 Recurrents Pg. 72

NEW ROCK

Table with 5 columns: LW, TW, and track information for New Rock. Includes artists like Peter Murphy, Psychedelic Furs, etc.

Complete TOP 30 NAC Chart Pg. 83

CONTEMPORARY JAZZ

Table with 5 columns: LW, TW, and track information for Contemporary Jazz. Includes artists like Ahmad Jamal, Frank Morgan, etc.

Complete TOP 30 Contemporary Jazz Chart Pg. 83

AOR TRACKS

Table with 5 columns: WKS, WKS, LW, TW, and track information for AOR Tracks. Includes artists like Eric Clapton, Alannah Myles, etc.

Complete TOP 60 Tracks Chart Pg. 86; LP Chart Pg. 85

COUNTRY

Table with 5 columns: WKS, WKS, LW, TW, and track information for Country. Includes artists like Ricky Van Shelton, Alabama, etc.

BREAKERS

Table with 5 columns: WKS, WKS, LW, TW, and track information for Breakers. Includes artists like Randy Travis, Alan Jackson, etc.

DEBUTS

Table with 5 columns: WKS, WKS, LW, TW, and track information for Debuts. Includes artists like Vern Gosdin, Dolly Parton, etc.

Complete TOP 50 Country Chart Pg. 76