

I N S I D E:

THE BIG ONE

This week's R&R, the biggest ever, is crammed full of vital information. Here's just a sample of what you'll find inside . . .

SPECIAL FEATURES

- The R&R Interview with WPLJ/New York's Mitch Dolan and Tom Cuddy Page 50
- Steve Goldstein and the Ratings Brain Exchange challenge Arbitron from a programming viewpoint Page 54
- L.A. Radio & Records Guide and "Suite Talk" hospitality suite attractions update for R&R Convention '90 attendees Page 43, 58

WINNING STRATEGIES

- John Parikhal on new techniques for the '90s Page 35
- Jeff Pollack on improving what goes on between the records Page 56
- Mike Shalett on older music buyers and how to reach them Page 70
- Rhody Bosley on maximizing your Arbitron ratings Page 67
- Rob Balon debunking "Write It Down" mania Page 68
- Chris Beck on new marketing options Page 17
- Ken Barnes on changes in CHR add patterns Page 72

COMPREHENSIVE FORMAT COVERAGE

- AOR's new reporting policies Page 104
- CHR's return to the basics Page 92
- AC's new converts from EZ formats Page 102
- Country consultants' tips for '90s success Page 108
- Urban mainstay WVEE's maintenance secrets Page 98
- News/Talk's new expansion mode Page 86
- Gold's creative promotions Page 112

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UNIFORM STICKER UNVEILED

Lyrics Not A Parent Problem, RIAA Survey Results Reveal

The RIAA, which unveiled the new music industry standard parental advisory sticker at a midweek Washington, DC press conference, also revealed re-

Parents' Views On Lyrics

- Lyrics far from leading influence on children's values
- By 3-1 margin, lyrics felt to have positive effects
- As many parents favor no stickering as call for mandatory legislation. Majority backs voluntary stickering.

sults of a survey on parental attitudes that suggest much of the furor over rock lyrics has been blown out of proportion.

The RIAA-commissioned survey, tabulated by the ICR Survey Research Group from 654



Pictured is the uniform lyric content warning sticker devised by the RIAA and NARM as the key element in their voluntary labelling plan. The sticker, unveiled Wednesday (5/9), will appear below the shrink wrap on permanent packaging and on both CD long boxes and jewel boxes, in the bottom right front corner. It's black & white, sized 1" by 1/2" for cassettes and jewel boxes, 1 1/2" by 1" on albums and long boxes. First product to carry the stickers is expected in July.

phone responses from parents nationwide, showed a substantial level of parental concern over lyrics (38% "very concerned," 32% more "somewhat concerned"). Yet parents rated lyrics behind TV programs and ads, movies, and books as having "a great deal of influence" over children's values, and far behind the human elements of teachers, peers, and parents themselves.

Lyrics' Positive Effects

When the specific type of influence lyrics wield was considered, over three times as many parents cited very or somewhat positive effects on their own children as felt lyrics had very

or somewhat negative effects (36% to 11%). Another 40% felt lyrics had little or no effect at all on their offspring.

Parents also felt they should be more active in supervising their children's entertainment choices, with 96% agreeing with this proposition strongly or somewhat (75% strongly). Also cropping up is the interesting statistic that 68% of parents whose children buy records listen to the product to determine if it's suitable.

Voluntary Stickers Beat Legislation

Finally, parents were asked whether they favored government legislation requiring stickering (with the option of prosecuting retail personnel for violations), voluntary stickering (the RIAA/NARM policy agreed upon in March which produced the uniform label shown above), or — phrased as an anti-censorship stance — no stickering at all.

Fifty-two percent felt voluntarily labelling best reflected their views. Significantly, although the vast bulk of media attention has been focused on proponents of government legislation, the percentage of parents advocating no stickering at all virtually equalled the number who favored mandatory stickering laws (24% to 22%).

RIAA SURVEY/See Page 36

LAS VEGAS CASHES IN

Radio Revenues Up For Most

Radio stations hit the jackpot in Las Vegas, as the market led the nation in revenue growth during a generally healthy first quarter. Figures compiled by George Nadel Rivin, Partner/Broadcast Services of the accounting firm Miller, Kaplan, Arase & Co., show Las Vegas as the only market with a growth rate of more than 20% over the first quarter of 1989. Rivin said three other markets posted growth of 15% or more: Louisville, Oxnard-Ventura, and West Palm Beach.

RADIO REVENUES/See Page 46

Elektra/WEA Will Distribute Hollywood

After months of negotiations with several suitors, Disney's Hollywood Records has entered an agreement with Elektra Entertainment for production and distribution by WEA through Elektra.

Under President Peter Paterno, Hollywood has begun to

staff up its own promotion, marketing, and A&R departments. Mercury VP/Promotion Brenda Romano will join in a few weeks as Sr. VP/Promotion, supervising all areas except R&B, which will initially be handled by Elektra.

HOLLYWOOD/See Page 48

FCC Targets License Petition Abusers

Sweeping Changes Will Tighten Process, Character Statement

The FCC is poised this week to enact a wide-ranging series of measures designed to protect broadcasters from shakedown schemes in the licensing and renewal processes.

At the same time, the Commission is likely to toughen its standards of behavior for licensees and applicants and move to clean up its sluggish, abuse-prone comparative licensing procedure.

Among the anti-"greenmail" measures the Commission is expected to consider at its Thursday (5/10) public meeting is an order that would ban all cash settlements to challengers in licensing, renewal, modification, and transfer proceedings. In cases where a challenger threatens to file a petition to deny but does not, licensees would even be prohibited from paying the challenger's legal costs.

"Some broadcasters have come to accept payoffs as a cost of doing business," said a Commission staffer. "But that doesn't make them right."

The FCC is also seen as ready to reimpose its limits on cash settlements between new license applicants. Prior to 1983, settlement payments were limited to the amount the payee had spent pursuing the application. FCC/See Page 46

Candullo Pres./GM At WKQI



Steve Candullo

WPLJ/New York Station Manager Steve Candullo has been named President/GM at Broadcast Partners' WKQI (Q95)/Detroit, starting May 21. He replaces Betty Pazdernik, who left radio last week.

BPI Exec. VP/COO Lee Simonson told R&R, "[BPI President] Barry Mayo and I worked with Steve at RKO while he was GSM and later VP/GM at WRKS/NY. Both of us think he's the perfect guy to take WKQI into the '90s." Mayo noted, "Steve is a highly focused manager with a command of all the disciplines necessary to lead the excellent staff we have in place at Q95."

Candullo said, "My wife and I are looking forward to becoming part of the Detroit community and joining what I understand to be a superb group of professionals at WKQI, not to mention the exciting opportunity of working with a legend like [morning man] Dick Partan."

CANDULLO/See Page 48



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MAY 11, 1990

FEATURES

RADIO BUSINESS: Where the broadcast loans are . . . 6
OVERVIEW
 ● **SALES:** Latest marketing options and strategies . . . 17
 ● **MANAGEMENT:** 'Jetman' gives in-flight stereo sound . . . 21
 ● **MEDIA:** Ice-T makes the big-screen scene . . . 22
 ● **LIFESTYLES:** One stereo, two simultaneous programs . . . 26
 ● **TECHNOLOGY:** Digital sound editor's a cut above . . . 28
 ● **PEOPLE** . . . 30
COMPETITIVE EDGE: Aggressiveness for the '90s . . . 35
NEWSBREAKERS . . . 36
STREET TALK: Suite Talk extra . . . 40
TIMELINE . . . 48
R&R INTERVIEW: WPLJ's Mitch Dolan and Tom Cuddy . . . 50
RATINGS: Winter Arbitron results . . . 52
PERSPECTIVES: Programmers in 'Ratings Brain Exchange' with Arbitron . . . 54
PERSPECTIVES: Jeff Pollack on increasing on-air creativity . . . 56
R&R CONVENTION '90 SPECIAL FEATURES:
 ● **GUIDE TO L.A. RADIO** . . . 58
 ● **ADDRESSING L.A.'s LABELS** . . . 62
RATINGS & RESEARCH: Rhody Bosley: positioning basics . . . 67
RATINGS & RESEARCH: Rob Balon: 'Write it down' pointless . . . 68
VITAL SIGNS: Marketing to aging consumers . . . 70
ON THE RECORDS: Fragmentation lowers CHR consensus . . . 72
MUSIC:
 ● **ROCK OVER LONDON** . . . 76
 ● **COMPACT DATA** . . . 78
 ● **POLLSTAR** . . . 78
MUSIC DATEBOOK . . . 80
CALENDAR: Low-cost morale booster does the trick . . . 84
AIR PERSONALITIES . . . 90
MARKETPLACE . . . 114
OPPORTUNITIES . . . 120

FORMATS

NEWS/TALK: Format set to boom in coming decade . . . 86
CHR: Reinforcing mainstream basics . . . 92
URBAN CONTEMPORARY: WVEE stays consistent . . . 98
AC: The Beautiful-to-AC trend . . . 102
AOR: New reporting policies and guidelines . . . 104
COUNTRY: Winning prescriptions for the '90s . . . 108
Nashville This Week: Charitable offerings . . . 110
GOLD: Promotional potpourri . . . 112

MUSIC INFORMATION

WORLD MUSIC OVERVIEW: UK, Australia, Canada charts . . . 76
MUSIC VIDEO: MTV, VH-1 lists . . . 78
URBAN CONTEMPORARY . . . 122
NAC . . . 126
CONTEMPORARY JAZZ . . . 126
CURRENT-BASED AC . . . 130
GOLD-BASED, FULL-SERVICE AC . . . 133
COUNTRY . . . 134
COUNTRY SONG INFORMATION INDEX: Complete song information for all the Country hits . . . 136
AOR TRACKS . . . 138
AOR ALBUMS . . . 140
NEW ROCK . . . 142
CHR . . . 147
AC, AOR, CHR, COUNTRY, URBAN CHARTS . . . BACK PAGE
NEW ROCK, NAC, CONTEMPORARY JAZZ HIGHLIGHTS . . . BACK PAGE

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Milner Back To KEX As Sly Segues To KBPI

Great American VP/Radio Dave Milner has returned to the company's Full-Service AC KEX/Portland as VP/GM. He succeeds Clint Sly, who segues to KBPI/Denver to replace Kip Gilbert, who exited when GA took over the station May 1.

Milner previously managed KEX from 1984-88 and became Great American's VP/Radio two years ago. His replacement at corporate has yet to be selected.

He told R&R, "My wife and I decided to get back to the Northwest because we like the lifestyle and our kids are here. We're well-entrenched as the station in

Portland for news, information, and services. We got the [NBA's] Trailblazers back last year." Prior to his first KEX stint, Milner was VP/GM at WYNF/Tampa and was Sales Manager at WTVN/Columbus.

Sly, whom Milner first hired as an AE at WYNF, told R&R, "Full-Service AC is a lot of fun, but there's nothing like the rock 'n' roll business. We've got a war on our hands, and I'm definitely looking forward to the challenge." A six-year Great American vet, Sly joined KEX in 1986 as an AE. He rose through the sales ranks and was eventually named GM in 1988.



Mark Rizzo

Arista Advances Rizzo

Now Sr. Director/AC; Four Go National

Arista has elevated AC Promotion Director Mark Rizzo to Sr. Director/National AC Promotion, simultaneously boosting four regional staffers - Linda Alter, Jeff Backer, June Colbert, and Gregg Feldman - to Associate National Directors of Promotion.

Commenting on Rizzo, Sr. VP/Promotion Rick Bisceglia stated, "In the three years Mark has been with Arista, he has pulled off some amazing feats as a result of his hard work and dedication. He has

ARISTA/See Page 48

CBS Confirms Important Deal

Buys Half Of Indie Distributor; Relativity, Combat, In-Effect Labels Included

In a period of unprecedented major label interest in independent music operations, CBS Records has bought a 50% share of New York-based Important Record Distributors (IRD), which includes the metal and alternative labels Relativity, Combat, and In-Effect. The deal marks the first time a major label has purchased an independent distributor since the '60s. IRD distribution, sales, marketing, and promotion will remain separate from CBS.

CBS Records Division President

Tommy Mottola said, "The expertise of the Important organization in the distribution and marketing of alternative-oriented music is un-

CBS/See Page 48

RUDOLPH PRESIDENT

Douglas Casts Third Stone Label, Publisher



Pictured at the formation of Third Stone Music are (l-r) Les Bider, President/CEO Warner/Chappell Music; Stonebridge Entertainment Chairman Michael Douglas and President/CEO Richard Bieber, and Third Stone President Dick Rudolph.

Actor Michael Douglas's Stonebridge Entertainment film/TV production company has formed Third Stone Music and entered into a joint publishing venture with Warner/Chappell Music, with a

record company in association with a major label to follow. Producer/songwriter Dick Rudolph is Third Stone President and a principal partner, along with Douglas and President/CEO Rick Bieber.

Third Stone's label will be a joint venture rather than a distributed label. Songwriters, artists, and composers signed to the company will be involved with Stonebridge films whenever possible.

THIRD STONE/See Page 48

PERLSTEIN GSM

Bowens Bows As WILD GM

Monte Bowens has been upped from GSM to GM at Urban WILD/Boston as Kendell Nash gives up the GM position to concentrate on his duties as President and owner. Concurrently, crosstown WROR AE Neal Perlstein has returned to become WILD GSM in Bowen's wake. The changes took place May 1.

Nash told R&R, "Monte's earned an opportunity to fill the position. At the same time I feel, with regard to the corporation, there are some longterm developments that

BOWENS/See Page 48

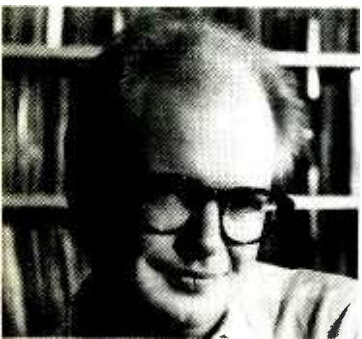
KMEZ Joins The Big EZ Exodus

KMEZ/Dallas is the latest Top 50 market B/EZ station to become a soft AC (5/8), and will be known as the "New Easy 107." The station, which keeps its calls, will be live in AM and PM drives and carry Special Blend satellite programming in the other dayparts.

Twelve-year morning man Tim Kase has been tapped as interim PD, as programmer Ken Loomis exits.

KMEZ/See Page 48

Thompson, Jeffries Elektra Sr.VPs



Howard Thompson

Elektra has promoted VPs Howard Thompson and Nancy Jeffries to Sr. VP/A&R positions. Based at the company's New York headquarters, they'll both report to Chairman Bob Krasnow.

"Each has established a diversified track record of unerring quality," Krasnow commented. "A&R requires a rare combination of market savvy, calculated risk-taking, and fiery personal tastes



Nancy Jeffries

and enthusiasm. Both understand the individualized needs of the artist and the speculative and flexible nature of the marketplace.

"Most importantly, they truly love the music they sign and have the ability to share the thrill of discovery with a broad base of music lovers."

Thompson joined Elektra almost six years ago and has signed 10,000

ELEKTRA/See Page 48

Feder Set As Private Music VP/Promotion

Private Music has appointed Rhino Sr. Director/Promotion Linda Feder to the newly created position of VP/Promotion. Based at the BMG-distributed label's Los Angeles headquarters, Feder will report to President/CEO Ron Goldstein.

"Linda's arrival at Private coincides with our commitment to develop our projects beyond the Jazz, NAC, and college formats," Goldstein said. "Our new signings, as well as some of our established artists, have the potential to cross over into alternative and mainstream radio. Linda's responsibility will be to lead the charge into those areas."

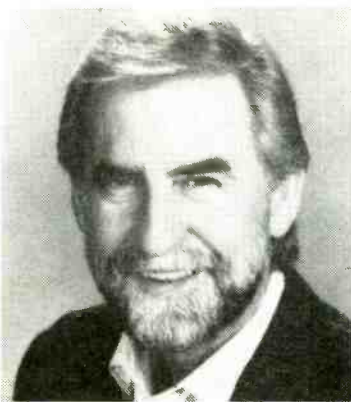
Prior to Rhino, Feder spent six years at MCA in local, regional, and national promotion posts in



Linda Feder

San Francisco, Los Angeles, and Philadelphia. Before that, she was East Coast Regional promotion rep for PolyGram and Sr. Director/Promotion at JEM.

Feder began her career in the programming department of KSAN/San Francisco.



Jerry Crutchfield

Crutchfield Takes New Capitol/Nashville Exec. VP Post

Capitol/Nashville Exec. VP/GM Jerry Crutchfield now holds the newly created position of Exec. VP/Artist Acquisitions/Relations & International. In his new role, he'll be directly involved with management and agents as well as artists.

Capitol/Nashville President Jimmy Bowen commented, "This is the only label in town that does complete international servicing, manufacturing, and distribution for foreign territories. This enables us to transcend the old 'fall through the cracks syndrome' that has victimized Nashville product."

Crutchfield said, "With its start-up enthusiasm and high energy level, this label is in the enviable position of charging to a role of immediate leadership."

He added, "As we witness the historic democratization of Eastern Europe, we will see a new and exciting group of consumers. Priority territories include the UK, Germany, France, Holland, Italy, the Scandinavian countries, Japan, and Australia."

Crutchfield joined Capitol/Nashville two years ago after 25 years at MCA Music, ten of which he spent as Sr. VP.

Williams Appointed AP VP/Broadcast Services

Jim Williams has been named a VP of the Associated Press and will continue as Director of Broadcast Services, a post he has held since 1987. His day-to-day duties remain the same, but Williams called the added title an endorsement to "continue things we've started the last few years." And, he told R&R, "There's a lot of opportunity for us in radio."

Looking to the future, he added, "We're watching digital audio and what that may mean, both in delivery and in collection of news. Technology is changing quickly and we're exploring ways to apply technological changes to disseminate information as well as gather it. AP Newsdesk [the company's PC-based newsroom computer service] is step one."



Jim Williams

Williams joined the AP in 1979 from WTBC & WUOA/Tuscaloosa, AL. In his current Washington-based position, he's responsible for all of AP's broadcast and cable services, including its radio network (AP Network News) and broadcast news wires.

Former ABC COO Elton Rule Dies

Elton Rule, who converted ABC's radio and television networks into major forces, died last weekend of cancer. He was 72.

During his tenure as President/COO of ABC Inc. and President of ABC-TV between 1968-1983, Rule was widely credited for maintaining the strongest lineup of radio stations among group operators. Twenty years ago, ABC divided its Radio Network into four nets; its affiliate list has grown from 350 to more than 1800 today with six nets.

"I began working with Elton some 31 years ago," recalled KABC/Los Angeles VP/GM George Green. "He hired me as a junior salesperson at KABC-TV in 1959. Elton was a classy man whose presence immediately commanded your attention. A boardroom full of executives would suddenly go quiet when he entered. He was so loyal to those he worked with — it's no wonder why all of us have been with the company for so long."

Rule's first broadcasting job was at KROY/Sacramento as a jack-of-all-trades. After a WWII assignment in the military, he joined



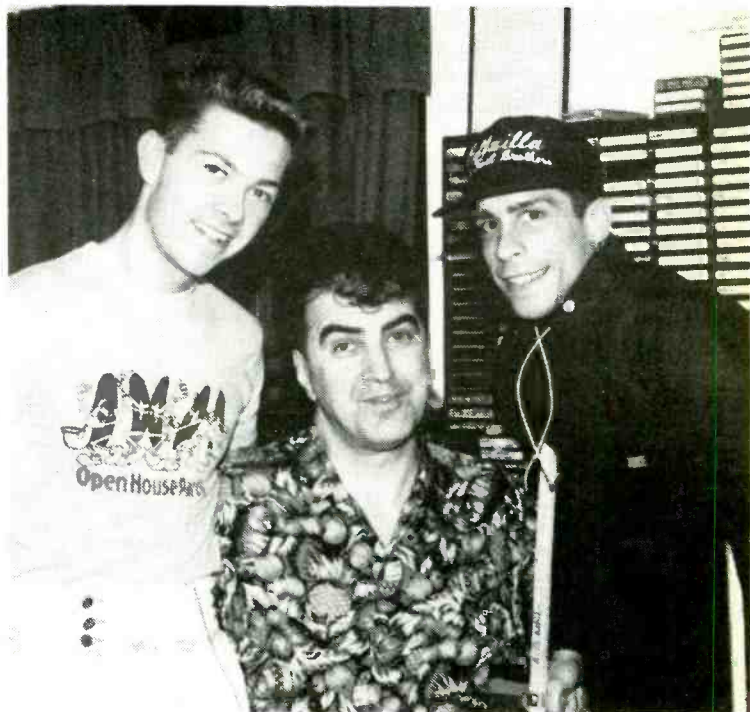
Elton Rule

KLAC/Los Angeles as an AE and subsequently joined KLAC-TV in the same capacity.

In addition to his radio accomplishments, Rule moved ABC-TV from a distant third to par among the three networks. Between 1968-83, revenues rose from about \$600 million to \$2.7 billion, while net earnings grew from \$13.5 million to \$160 million.

He retired from ABC in 1983 and left its board a year later. He had been involved in entertainment production and investments until his death.

Wood Watches His 'Step'



Danny Wood (r) hobbled into the "Open House Party" studios recently to premiere the new "Step By Step" single by Columbia's New Kids On The Block. Pictured with the singer are the show's OM Andy McLean (l) and host John Garabedian.



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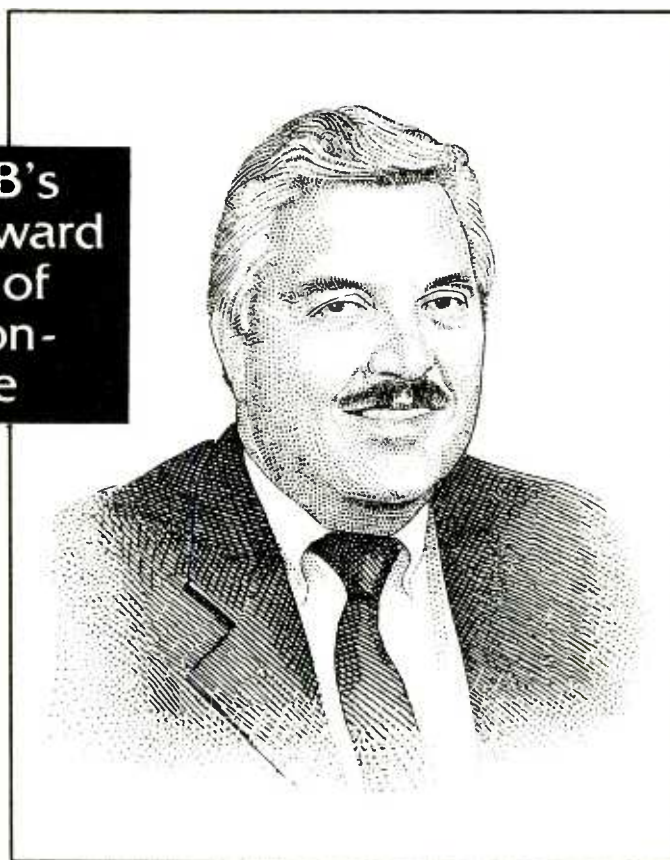
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Bobby Denton
Vice President/General Manager
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Radio Lenders Seek Experienced Managers

Money Is Available, But Deals Are Hard To Come By

Money is available for radio station buyers this year. But financial industry players say the environment is tougher and would-be borrowers had better come to the table with more cash up front and a good business plan.

One word came up time and time again as R&R surveyed lenders: management. Lenders only want to do business with buyers who already know how to run a station, not financial wheeler-dealers looking to make a quick-buck asset play.

"There's still money out there," said Blackburn Capital Markets Managing Partner Steve Pruett. But, he added, "it's selective and it's expensive."

Pruett said commercial credit companies and other traditional broadcast lenders such as insurance companies are "very active" in radio financing this year, but "the difference is the banks." His impression is that banks generally aren't doing new leveraged buy-outs and are concentrating on existing clients. "The banks may say they're looking at deals," said Pruett, "but are they doing?"

Gregg Johnson, VP of Washington-based American Security Bank, claims his bank is doing. He said when his bank considers a deal, it looks for "by and large the same things we've always looked for [in borrowers] — first and foremost, good and experienced management."

VP Dale Arfman of Bank One Indianapolis said, "Right now it seems we're just doing deals with existing customers." But he noted he'd consider taking on new borrowers if they're buying properties in his area, the Midwestern states. Like Johnson, Arfman said management experience is the key ele-

"There's still money out there . . . but it's selective and it's expensive."

—Steve Pruett
Managing Partner,
Blackburn Capital Markets

ment he's looking for: "Somebody who's done it. Somebody who knows how to do it."

Bargain Hunting

Tighter money may make it harder for some deals to find financing, but it also means the sellers' market is turning into a buyers' market.

"This is a great time right now for the right operator," said Media Finance Group VP/GM Steve Turpin of AT&T Commercial Credit. "Yes, we'll go bargain hunting." Even so, he balked at the likelihood of financing a strict turnaround. "That's going to be something hard to support."

Echoing others, he said, "The buyer has to have proven successes in similar markets. The first-time buyer doesn't turn me off," he added, as long as that buyer has sufficient capitalization and a strong background operating stations.

Other commercial credit companies are also gung-ho on radio owing to less competition from banks, which in recent years had

gobbled up many of the choice deals. Chrysler Capital Corporation National Manager/Broadcast Investments Michael Butterly said he's looking at a lot more deals this year, but warns there's "a lot more reliance on trailing cash flow versus projected cash flow."

Allied Capital Corporation returned to the radio lending arena recently (R&R, 5/4). Sr. VP Cabell Williams said he's offering both senior and mezzanine financing.

Most of the lenders won't release specifics regarding interest rates for publication. However, sources indicate that senior debt for 60-65% of the purchase price is still available for one to three points above the prime rate. When it comes to mezzanine financing, though, the money is both hard to find and very expensive — often at a rate above 30%.

Blackburn's Pruett noted that seller paper is replacing some or all of the mezzanine financing in many deals, although "that doesn't fill the gap entirely." He explained that having the seller hold some subordinated debt is cheaper than borrowing from mezzanine lenders and "effectively reduces the price for the buyer," who will be supporting a lighter debt service load.

Weiner Tells FCC 'I'm Sorry'

Former pirate radio operator Allan Weiner has been ordered to face the music by the FCC on his long-pending application to put a shortwave station on the air in Monticello, ME. A hearing order released Monday (5/7) spells out eight issues to be resolved regarding Weiner's fitness to be a licensee, one dating back as far as January 31, 1982.

The allegations include operation of shipboard pirate station Radio New York International in 1987; broadcasting to the public on 1622 kHz from a remote pickup base station in Yonkers, NY, in 1984; and refusal to allow FCC inspectors into WOZW/Monticello, ME in 1984. Weiner was allowed to sell WOZW and WOZI/Presque Isle, ME to a minority buyer under the FCC's distress sale policy.

"There are some things I've done in the past that were bad," Weiner told R&R. "They were wrong and I've repented. I'm willing to do anything at this point to become a public trustee again." Weiner said he hopes the FCC will take into account that he built the two Maine stations he formerly owned, and that both are still on the air. Weiner is currently working as an engineer for ABC-TV in New York. He said his renewal application for a general radiotelephone license is also on hold, pending the outcome of the hearing.



**DC
REPORT**
PAT CLAWSON

Cable Merger Speeds Digital Music Express

Denver media mogul Glenn Jones has made millions by building Jones International into a cable TV powerhouse. Now he's focusing on a new pot of gold — high-quality digital cable radio.

On Tuesday (5/8), he announced an aggressive campaign to dominate the new media by merging the nation's two major cable audio services. Financial terms of the deal were not disclosed, but Jones's Galactic Radio Partners Inc. is merging with the Tempo Sound subsidiary of International Cablecasting Technologies. Jones International executive Jeff Hansen — who has spearheaded Galactic Radio since its 1987 debut — was named GM of the company.

The new firm, Galactic/Tempo Sound, will offer nine channels of 'round-the-clock commercial-free stereo to more than ten million basic cable subscribers nationwide at no charge. Dubbed the Digital Music Express, formats will include CHR, Jazz, and AC.

Cable audio services are already available in five million homes and, with the advent of digital broadcasting, promise to pose a threat to over-the-air broadcasters who can't deliver digital-quality programming.

NPR Presses For Digital Radio

National Public Radio is calling for the U.S. to move ahead on frequency allocations for digital radio. NPR's statements came in reply comments to the National Telecommunications and Information Administration's inquiry on spectrum allocation (R&R, 3/2).

NPR warned of consumers continuing a "preference flight" from AM and FM broadcasting to CDs, DATs, cassettes, and digital cable radio. Some services are preparing to offer digital radio via cable TV hookups before year's end, a development NPR predicts will "begin the transition to digital audio broadcasting by the end of this decade."

Radio New Jersey, licensee of WRNJ/Hackettstown, NJ, said AM radio improvement "should be a higher priority for both the FCC and NTIA." It also argued that "the unwarranted trend of moving spectrum away from broadcasting to other uses must be reversed."

NAB reiterated its opposition to any auctioning of spectrum space, noting that "such a system would only diminish the socially desirable use of the spectrum and, in the end, the public could only lose."

First Quarter Network Revenues Up

A hot March gave radio network revenues a first quarter gain of nearly four percent over the same three months in 1989, according to Ernst & Young figures reported by the Radio Network Association. March revenues were up 7.5% to \$35 million, bringing first quarter network revenues to \$94.1 million — a gain of 3.9% over the same period in '89.

"No one's saying it's a great year," said RNA President Peter Moore. Nevertheless, he told R&R, network radio advertising is not suffering the "tremendous attrition experienced by other media."

Looking ahead, Moore projected a flat April, but said May and June "look to be eight to nine percent ahead." He expects to see the second quarter finish 6.5%-7% ahead of the same period last year.

FCC Stands By 'Outsider' Settlement

The FCC upheld its February reversal of a previously approved "outsider" settlement agreement in which Rowland Gulf Radio would have acquired a Marco, FL FM CP without ever having been a party to the licensing proceeding (R&R, 2/16).

In seeking reconsideration, Rowland had argued that the reversal was arbitrary, capricious, and procedurally defective because it came 13 months after the Dennis Patrick-led FCC had approved the unprecedented arrangement.

But the FCC decided it acted properly in reversing the deal. Allowing such arrangements, the agency said, would encourage others to file sham applications designed only to lead to profitable outside settlement deals. Besides, the FCC maintained, Rowland knew it was taking a chance when it entered into this type of previously taboo settlement. Rowland attorney Peter Gutmann declined comment, saying he had not yet seen the text of the FCC ruling.

FCC Moves To Strip Felon's Radio License

WKSP/Kingstree, SC licensee Gregory Knop is out of prison. But the convicted drug dealer's problems with the FCC have just begun.

The Commission this week launched a license revocation hearing against Knop's Williamsburg County Broadcasting Corp. (WCB), charging that his felony drug distribution conviction and his failure to fully disclose that conviction in an application for a new FM station in Kingstree make the company unfit to hold a broadcast license.

Knop could not be reached for comment. His lawyer, Jerrold Miller, was "not surprised" by the FCC's action, but would not comment further. Word of the revocation move came two days before the FCC was scheduled to consider toughening its current Character Statement, which outlines the behavior expected of licensees.

Knop previously argued that his conviction was irrelevant and did not have to be reported to the FCC under the existing Character Statement because drug dealing is not a broadcast-related offense and does not demonstrate a lack of truthfulness or proclivity to violate the Commission's rules. Knop also maintained the FCC must weigh WCB's record as a licensee against his wrongdoing when considering whether license revocation is in the public interest.

But the FCC countered that drug dealing falls into a category of "egregious non-FCC offenses" that cast doubt on a licensee's qualifications and must be reported to the agency.

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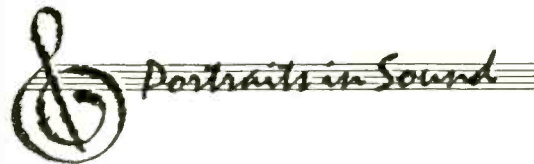
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TRANSACTIONS

Joyner Visits Capitol, Pays \$13.1 Million For FM Tour

Viacom Victorious With \$5.75 Million Silicon Valley FM Deal

Deal Of The Week:

Joyner Broadcasting Acquisitions

PRICE: \$13.1 million
BUYER: Joyner Broadcasting Company, headed by President A. Thomas Joyner. He owns WZFX/Fayetteville-Whiteville, NC; WROV-AM & FM/Roanoke, VA; and WTFX/Madison-Watertown, WI.
SELLER: Capitol Broadcasting Corp., headed by President Kenneth Johnson. The company also owns WMJJ/Birmingham; WKSJ-AM & FM/Mobile; WRKA/Louisville; WGFX/Nashville; and WCAW & WVAF/Charleston, WV.
BROKER: George Otwell of Blackburn & Co. Inc.

WTRG/Rocky Mount-Raleigh, NC

FREQUENCY: 100.7 MHz
POWER: 100kw at 1968 feet
FORMAT: AC

KQFX/Georgetown-Austin, TX

FREQUENCY: 96.5 MHz
POWER: 100kw at 930 feet
FORMAT: Classic Rock

Alabama

WBCA/Bay Minette

PRICE: \$150,000
TERMS: Asset sale for \$20,000 cash and assumption of debts

BUYER: Lake Area Radio Inc., owned by James Faulkner.
SELLER: Faulkner-Phillips Media Inc., owned by William Phillips and James Faulkner. The company also owns WMMV/Mobile.
FREQUENCY: 1110 kHz
POWER: 10kw daytimer
FORMAT: AC

WRLD/Lannett

PRICE: Undisclosed
TERMS: Stock purchase for assumption of debt, value to be determined at time of closing
BUYER: Alford Pearce of Lannett, AL
SELLER: Roy Matthews is selling his entire 100% stock interest in Royal Broadcasting Co. Inc.
FREQUENCY: 1490 kHz
POWER: 1kw
FORMAT: Gold

Alaska

TCT Acquisitions

PRICE: 715,000
COMMENT: In a series of four acquisitions, TCT Communications Inc. is acquiring five radio stations from two different sellers in a series of two transactions.

Transaction 1

PRICE: \$450,000
TERMS: Asset sale. Escrow deposit \$5000, with additional \$69,000 cash at closing. Buyer to provide advertising and TV production credits, valued at \$97,500. Five-year promissory note

for \$292,500 at 10% interest, based on ten-year amortization schedule but callable within five years. Interest-only payments for first six months.

BUYER: TCT Communications Inc., owned by Thomas and Patricia Tierney. They own KENI & KBFX/Anchorage and are in the process of purchasing KVOK & KJJZ/Kodiak, AK (see below).

SELLER: Denall Broadcasting Company Inc., owned by John Lindauer. The company also owns KAJD/Juneau and KVAK/Valdez, AK.

KLAM/Cordova

PRICE: \$100,000
FREQUENCY: 1450 kHz
POWER: 250 watts
FORMAT: Country

KENY/Kenai

PRICE: \$150,000
FREQUENCY: 980 kHz
POWER: 1kw
FORMAT: Country

KRXX/Seward

PRICE: \$200,000
FREQUENCY: 950 kHz
POWER: 1kw
FORMAT: Variety

Transaction 2

KVOK & KJJZ/Kodiak
PRICE: \$265,000
TERMS: Asset sale. Promissory note for entire amount, with interest-only payments during first year at 10%,

TRANSACTIONS AT A GLANCE

Deals So Far In 1990:
\$503,354,786

Total Stations Traded This Year: 481
This Week's Action: \$33,355,301
Total Stations Traded This Week: 46

Deal Of The Week:

- Joyner Broadcasting Acquisitions \$13.1 Million
- WTRG/Rocky Mount-Raleigh, NC
- KQFX/Georgetown-Austin, TX

- WBCA/Bay Minette, AL \$150,000
- WRLD/Lannett, AL Undisclosed
- TCT Acquisitions \$715,000
 - KLAM/Cordova, AK \$100,000
 - KENY/Kenai, AK \$200,000
 - KRXX/Seward, AK \$150,000
 - KVOK & KJJZ/Kodiak, AK \$265,000
- KLRS-FM/Santa Cruz-San Jose, CA \$5.75 million
- KRKY & KRKM/Granby-Kremmling, CO \$110,000
- WFNW/Naugatuck, CT \$350,000
- WAPR/Avon Park, FL \$100,000
- WNUE/Ft. Walton Beach, FL \$10,000
- WHGS/Haines City, FL No cash consideration
- WMTD/Port St. Joe, FL \$25,500
- WPSL/Port St. Lucie, FL \$389,000
- WGMG/Crawford, GA Undisclosed for 49%
- WCTW & WMDH/New Castle, IN \$2.6 million
- KGZF/Emporia (FM CP), KS \$7500
- WQKS & WZZF/Hopkinsville, KY \$756,000
- WIDL & WKYO/Caro, MI \$425,000
- WKQZ/Midland, MI \$2,011,000
- KARL/Tracy, MN (FM CP) No cash consideration
- WRQO/Monticello, MS (FM CP) No cash consideration
- KOLT/Scottsbluff, NE \$37,500
- KYNF/South Sioux City, NE (FM CP) Undisclosed
- WLQE/Villas, NJ \$175,000
- WPSC/Wayne Township, NJ \$1
- KNIO/Espanola, NM \$400,000
- WNNR/Sodus, NY (FM CP) \$10,000
- WKLM/Millersburg, OH \$500,000
- KTRT/Clermore, OK \$70,000
- KVAS & KKEE/Astoria, OR-Long Beach, WA \$72,000
- WCDL & WSGD/Carbondale (Scranton), PA \$2 million
- KWSK/Dalingerfield, TX \$1800 for 47%
- KVOZ & KOYE/Laredo, TX \$3 million
- WCEF/Ripley, WV \$420,000
- WLKD/Waupun, WI \$170,000

thereafter at prime plus 2%. Principal payments to commence in third year, with final balloon payment due in fifth year.

BUYER: TCT Communications Inc., owned by Thomas and Patricia Tierney of Anchorage (see above).
SELLER: Pacific Rim Broadcasters Inc., a debtor-in-possession headed by President Howard Trickey.
FREQUENCY: 560 kHz; 101.1 Mhz
POWER: 1kw; 3.1kw at 46 feet
FORMAT: AC

California

KLRS/Santa Cruz-San Jose

PRICE: \$5.75 million
BUYER: Viacom Inc. radio division, headed by Bill Fignshu. Viacom owns KHOW & KSYY/Denver, KXEZ/Los Angeles, WLTW/New York, WLIT/Chicago, KIKK-AM & FM/Houston, WMZQ-AM & FM/Washington, WLTJ/Detroit, and KBSG-AM & FM/Seattle.
SELLER: Fuller-Jeffrey Broadcasting Corp., headed by President Bob Fuller. The company owns WBLM/Portland, ME; WOKQ/Portsmouth, NH; KJJY-AM & FM/Des Moines; KRCX & KRXQ/Sacramento; KFMF/Chico, CA; KHOP/Modesto, CA; and KHTT & KSRO/Santa Rosa, CA.

FREQUENCY: 99.1 MHz
POWER: 1.1kw at 2618 feet
FORMAT: NAC
BROKER: H.B. LaRue Media Brokers

Colorado

KRKY & KRKM/Granby-Kremmling

PRICE: \$110,000
TERMS: Release of indebtedness
BUYER: Colt Drapery Cleaners Inc., owned by Louis, Robert, Janet, and Shirley Kearn of Hillsborough, CA. The company is the licensee of WOOD-TV/Amsterdam, NY.
SELLER: William Kitchen of Louisville, CO is selling his 100% stake in Grand Lake Broadcasting Inc. Kitchen owns KBQN/Pago Pago, American Samoa.
FREQUENCY: 930 kHz; 106.3 MHz
POWER: 4.5kw daytimer; 152 watts at 1096 feet
FORMAT: Gold; AC

Connecticut

WFNW/Naugatuck
PRICE: \$350,000
TERMS: Asset sale. Escrow deposit \$35,000, with balance due cash at closing.

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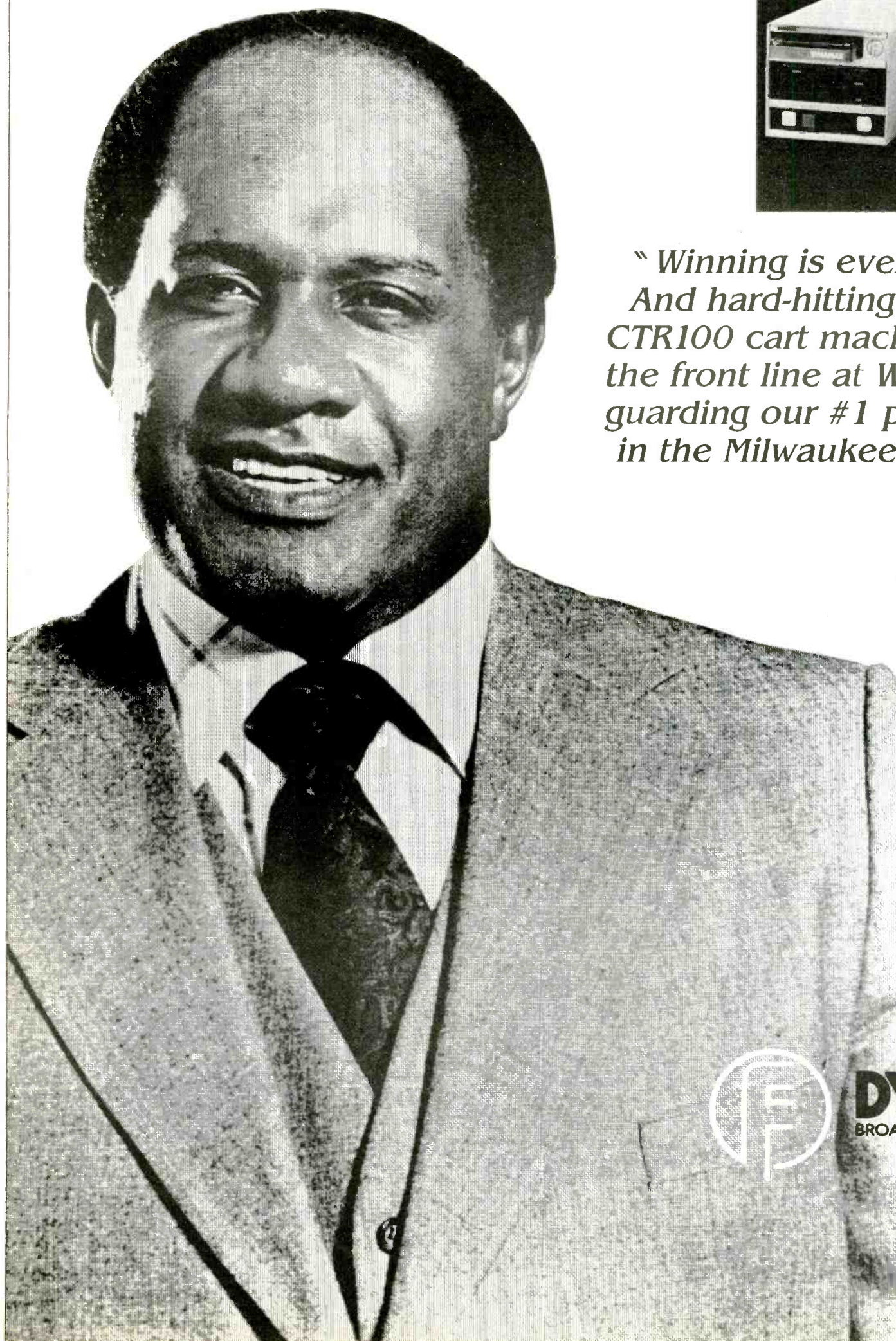
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TRANSACTIONS

Continued from Page 10

BUYER: Candido Dias Carrelo of Naugatuck, CT
SELLER: Sage Broadcasting Corp., headed by Leonard Fassler and Gerald Poch. The company also owns WBSM/New Bedford, MA; WFHN/Fairhaven, MA; WKOL/Amsterdam, NY; KMNS & KSEZ/Sioux City, IA; WLVI/Hartford; and WRFB/Stowe, VT. The company also owns 51% interests in WACO-AM & FM/Waco and WONE/Titusville, FL. Sage is in the process of buying WFOY & WUVU/St. Augustine and of selling WCDL & WSGD/Carbondale, PA (see below).
FREQUENCY: 1380 kHz
POWER: 5kw day/500 watts night
FORMAT: Spanish & Portuguese

Florida

WAPR/Avon Park
PRICE: \$100,000
TERMS: Asset sale for \$10,000 cash and ten-year \$90,000 promissory note at 10% interest
BUYER: Andrew Banas of Plymouth, IN. He owns WRQT/Bear Lake, MI.
SELLER: Florida Broadcasting Inc.
FREQUENCY: 1390 kHz
POWER: 1kw daytimer
FORMAT: The station is dark.
BROKER: Hadden & Associates is to receive a \$10,000 brokerage fee.

WNUE/Fort Walton Beach
PRICE: \$10,000

TERMS: Asset sale for cash. Buyer agrees to lease transmitter site for \$200 per month.
BUYER: Jerry Braswell, H.C. VanBuskirk, and Carolyn VanBuskirk
SELLER: Smith Radio Inc., owned by M.D. Smith IV. The company owns WAAY-TV/Huntsville, AL. Smith also owns an interest in WKXJ/South Pittsburg, TN.
FREQUENCY: 1400 kHz
POWER: 1kw day/250 watts night
FORMAT: Station is dark.

WHGS/Haines City
PRICE: No cash consideration
TERMS: Transfer between two non-profit organizations
BUYER: Landmark Baptist Church Inc., headed by Dr. Mickey Carter. The church also owns WLVI/Haines City, FL.
SELLER: Haines City Public Radio Inc., headed by Jack Moseman.
FREQUENCY: 90.3 MHz
POWER: 800 watts at 265 feet
FORMAT: Religious

WMTO/Port St. Joe
PRICE: \$25,500
TERMS: Cash
BUYER: Capital Radio Services, owned by Carl Hurlbaeus and Eugene Mark Jr. The company also owns interests in WAPQ/Crestline, OH and WMJB/Evansville, WI. Hurlbaeus also owns WGRQ/Colonial Beach, VA; WJMA & WVJZ/Orange, VA; and WDAR-AM & FM/Darlington, SC. Mark

owns WLET & WZLI/Toccoa, GA.
SELLER: Maryann Wetmore-Kodish and H. Scott Wetmore are selling a 51% stake in Florida Radionet L.P.
FREQUENCY: 93.5 MHz
POWER: 2kw at 393 feet
FORMAT: AC

WPSL/Port St. Lucie
PRICE: \$389,000
TERMS: Asset sale for \$325,000 cash; additional \$64,000 cash for non-compete.
BUYER: Belmont Street Broadcasting Inc., owned by media/political consultant Roger Alles and Robert Gordon.
SELLER: St. Lucie Radio Corp., owned by Ray Sherwood.
FREQUENCY: 1590 kHz
POWER: 5kw daytimer
FORMAT: Gold

Georgia

WGMG/Crawford
PRICE: Undisclosed for 49%
TERMS: Assumption of debt
BUYER: Broadcast Investment Properties Inc., owned by Frank Stainback and Charles Giddens of McLean, VA. Giddens is a media broker with Media Venture Partners in Tysons Corner, VA. He has interests in WTSH/Rome, GA; WZOT & WTSH/Rockmart, GA; WLOR-AM & FM/Thomasville, GA; and WSNW & WBFM/Seneca, SC.
SELLER: Georgia Family Radio L.P., headed by Frank Stainback.
FREQUENCY: 102.1 MHz
POWER: 6kw at 303 feet

FORMAT: AC
COMMENT: Sale was filed as CP, but station has recently begun broadcasting.

Indiana

WCTW & WMDH/New Castle
PRICE: \$2.6 million
TERMS: Asset sale. Escrow deposit \$100,000. Additional \$2.25 million cash at closing. Seven-year promissory note for \$350,000 at 10% interest, payable interest-only for first two years.
BUYER: WTL Inc., owned by Stephen Taylor of Marietta, GA; Donald Wiggins of Flint, MI; and Edward and Suzanne Taylor. The company also owns WTLZ/Saginaw, MI. The Taylors own WIKS/New Bern, NC and WACT-AM & FM/Tuscaloosa and are in the process of buying WQBZ/Ft. Valley, GA and WWGS & WSGY/Tifton, GA.
SELLER: Mohr-Engledow Broadcasting Inc., headed by K. Stephen Mohr.
FREQUENCY: 1550 kHz; 102.5 MHz
POWER: 250 watts; 50kw at 500 feet
FORMAT: AC; Country
BROKER: Thoben-Van Huss & Associates

Kansas

KGZF/Emporia (FM CP)
PRICE: \$7500
TERMS: Cash for assets
BUYER: Twin Rivers Communications Inc., owned by Ken Russell and Mike Law. Russell owns WUXA-TV/Portsmouth, OH and is the prospective assignee of a new FM at Manhattan, KS. Law is an employee at KXXR/Kansas City and part-owner of the proposed buyer of an FM CP at Manhattan, KS.
SELLER: Charles Coffelt of Emporia, KS
FREQUENCY: 99.5 MHz
POWER: 6kw at 300 feet

Kentucky

WQKS & WZZF/Hopkinsville
PRICE: \$756,000
TERMS: Asset sale for \$556,000 cash and non-compete agreement for \$200,000 cash
BUYER: Regional Broadcasting Inc., owned by programming consultant James Darwin (AKA Rusty Walker) of luka, MS; Gerald Hunt of Savannah, TN; and Jordan Bullard, GM of WZZK-AM & FM/Birmingham. Hunt owns WORM-AM & FM/Savannah, TN and KAHR/Poplar Bluff, MO.

Michigan

WIDL & WKYO/Caro
PRICE: \$425,000 plus 80% of receivables at closing
TERMS: Asset sale for \$325,000 cash at closing and two-year promissory note for \$100,000 at one point over prime.
BUYER: Jackson Communications Ltd., owned by William Jackson of Caro, MI and James Jackson of Sun City, FL. William Jackson is a news producer at WNEM-TV/Saginaw, MI.
SELLER: Prime Time Radio Inc., headed by Robert Benkelman.
FREQUENCY: 1360 kHz; 104.9 MHz
POWER: 1kw; 3kw at 298 feet
FORMAT: MOR; Beautiful

WKQZ/Midland
PRICE: \$2,011,000
TERMS: Asset sale for \$2,011,000. Escrow deposit \$75,000, with additional \$1,325,000 cash due at closing. Five-year promissory note for \$611,000. Additional non-compete agreement valued at \$166,000 cash.
BUYER: Windward Communications II Inc., owned by East Lansing, MI investors R. Charles McLravy, George Arbaugh Jr., and G. Woodward Stover. They also own interests in WGOR/St. Johns, MI; WKFX/Kaukauna, WI; and WHFB-AM & FM/Benton Harbor, MI. McLravy is the 70% owner of WLAJ-TV/Lansing.
SELLER: JOSI Broadcasting Corp., owned by Thomas Beauvais and Gregory Theokas. They also own WLFS/Pinconning, MI.
FREQUENCY: 93.3 MHz
POWER: 39.2kw at 554 feet
FORMAT: AOR

Minnesota

KARL/Tracy (FM CP)
PRICE: No cash consideration
TERMS: Asset sale for acquisition of stock
BUYER: Plum Creek Broadcasting Co., owned by John Linder, who owns interests in KRIT/Clarion, IA; KTOE/Mankato, MN; KMHL & KKCK/Marshall, MN; and KDOG/North Mankato, MN.

Continued on Page 14

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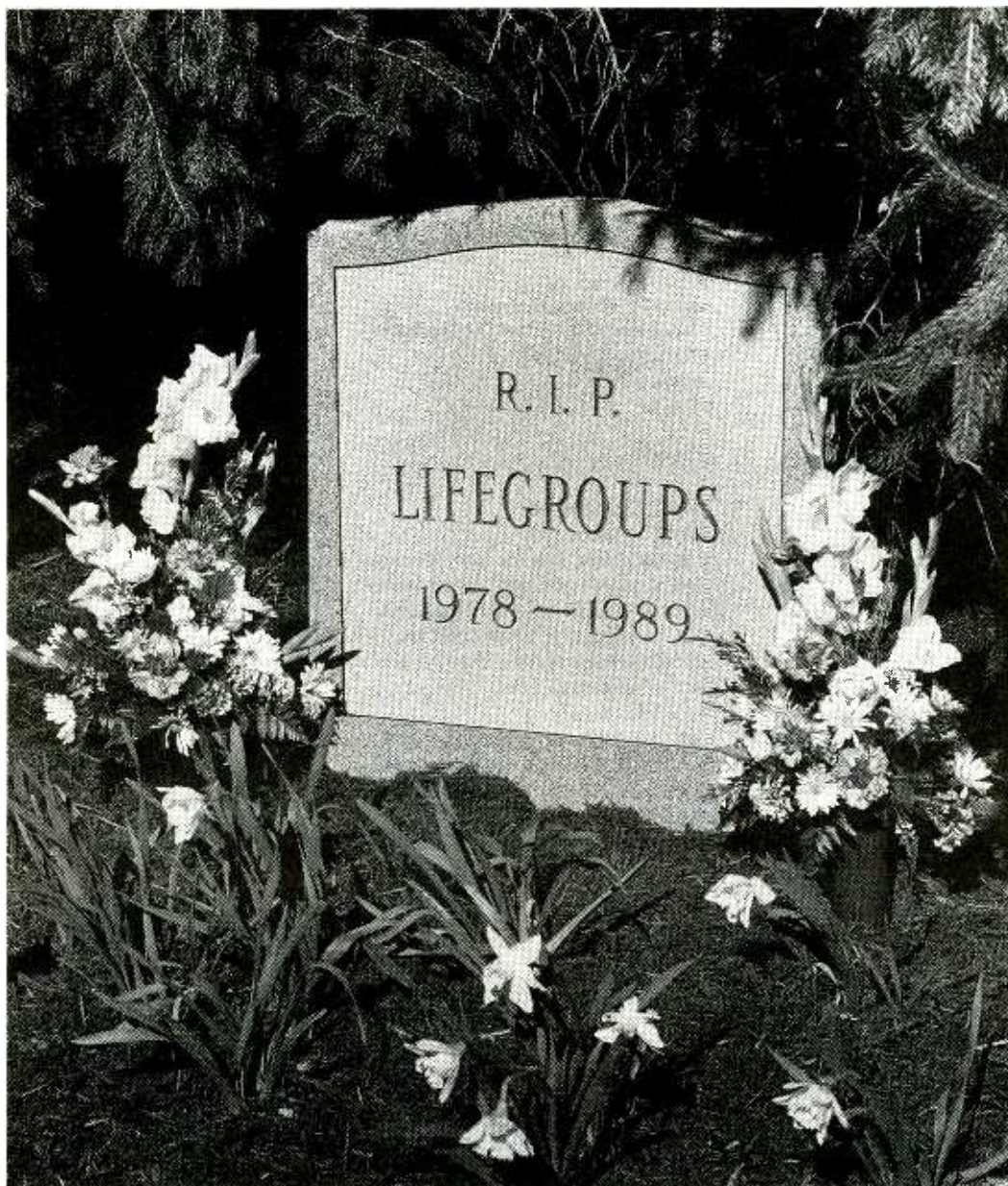
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CLUSTER ANALYSIS FROM THE EXPERTS.

TRANSACTIONS

Continued from Page 12

SELLER: Karon Lundeen of Balaton, MN
FREQUENCY: 105.1 MHz
POWER: 3kw at 325 feet

WRQO/Monticello (FM CP)

PRICE: No cash consideration
TERMS: This property is being transferred pursuant to a divorce settlement.
BUYER: Marcus Rusty O'Neal, who currently owns 50% of the station
SELLER: Ruth Laws O'Neal is transferring her 50% stake in Monticello Radio Co.
FREQUENCY: 102.1 MHz

KOLT/Scottsbluff

PRICE: \$37,500
TERMS: Asset sale for cash
BUYER: Tracy Corp. V, owned by Michael Tracy. He also owns KMOR/Scottsbluff, NE and KOAQ/Terrytown, NE.
SELLER: Gary Hessler, court-appointed receiver for the Hilliard Company.
FREQUENCY: 1320 kHz
POWER: 5kw day/1kw night
FORMAT: Station is dark.
COMMENT: Tracy is requesting the FCC waive duopoly rules to permit this transaction. According to his FCC fil-

ing, the receiver has interviewed 16 other potential buyers but has been unable to sell the economically distressed station. Tracy contends that joint operation with KOAQ, located only three miles from Scottsbluff, would be in the public interest; otherwise, he contends, the station may be dismantled and sold for scrap.

KYNF/South Sioux City (FM CP)

PRICE: Undisclosed
TERMS: Asset sale. The purchase price will be limited to the seller's actual costs, which have yet to be determined.
BUYER: Media Investment Partners, owned by Michael Ventura of Tampa.
SELLER: Larry Magnuson of Sioux City, IA, who's the former licensee of KSCJ/Sioux City, IA.
FREQUENCY: 107.1 MHz
POWER: 3kw at 328 feet

WLQE/Villas

PRICE: \$175,000
TERMS: Asset sale; entire price to be paid via a series of promissory notes.
BUYER: Marc Scott Communications Inc., owned by Marc Scott of Longport, NJ. Scott owns a 4.25% limited partnership stake in the seller.
SELLER: Great Scott Broadcasting, limited partnership headed by Faye Scott. The company owns WKST-AM & FM/New Castle, PA; WTTM &

WCHR/Trenton, NJ; WSEA & WZBH/Georgetown, DE; WMBO & WPCX/Auburn, NY; and a new FM at Merced, CA.
FREQUENCY: 98.7 MHz
POWER: 3kw at 292 feet

WPSC/Wayne Township

PRICE: \$1
TERMS: Cash and assumption of tower lease
BUYER: William Paterson College of New Jersey, headed by Chairman Russell Hawkins.
SELLER: William Paterson College Foundation, headed by Sol Goldberg.
FREQUENCY: 88.7 MHz
POWER: 200 watts at 299 feet
FORMAT: CHR & Educational

KMIO/Espanola

PRICE: \$400,000
TERMS: Asset sale for cash. Escrow deposit \$20,000, with an additional \$100,000 cash due if the FCC authorizes an upgrade to Class C3 status.
BUYER: Enchantment Media Inc., owned by William Sims. He also owns KMIK/Santa Fe.
SELLER: The Holt Corporation, headed by Arthur Holt. He also owns WUSQ-AM & FM/Winchester, VA; WKAP/Allentown; WZZO/Bethlehem, PA; WBNE/Benton, PA; KMXQ/Socorro, NM; WBOP & WTKX/Pensacola; and WOAD & WJMI/Jackson, MS.
FREQUENCY: 102.3 MHz

POWER: 820 watts at 636 feet
FORMAT: Country

WNNR/Sodus (FM CP)

PRICE: \$10,000
TERMS: Cash for assets
BUYER: Waynco Radio Inc., owned by Robert Pfuntner of Elmira, NY and John Tickner of Newark, NY. Pfuntner owns WELM & WLVI/Elmira, NY and is the proposed licensee of WVIN-AM & FM/Bath, NY. Tickner is GM of WACK/Newark, NY.
SELLER: Craig Fox, the owner of WOLF/Syracuse. He also owns interests in WNHA/Concord, NY; WNY5/Canton, NY; and five TV stations.
FREQUENCY: 103.5 MHz
POWER: 3kw at 328 feet

WKLM/Millersburg

PRICE: \$500,000
TERMS: Asset sale. Escrow deposit \$15,000, with balance due cash at closing. Additional noncompete agreements valued at \$75,000; three-year consulting agreement valued at \$125,000, payable in 36 consecutive monthly installments of \$3472.
BUYER: Coshocton Broadcasting Company, owned by Bruce Wallace. The company owns WTNS-AM & FM/Coshocton, OH. Wallace is a director of Banc One Coshocton N.A., a bank holding company.
SELLER: Graphic Publications Inc., owned by Abe and Frances Mast.
FREQUENCY: 95.3 MHz
POWER: 3kw at 328 feet
FORMAT: CHR

KTRT/Claremore

PRICE: \$70,000
TERMS: Asset sale. The buyer is to pay \$500 per month until \$70,000 is fully paid. If the FCC has not approved the sale by then, buyer has an option to purchase all broadcasting airtime for \$10 per month for a period not to exceed 50 years.
BUYER: Oklahoma Sports Properties Inc., owned by Fred Weinberg, who publishes the Penny Press, a weekly newspaper in Tulsa.
SELLER: Harmon Klefer Curlee
FREQUENCY: 1270 kHz
POWER: 1kw day/26 watts night
FORMAT: Country
COMMENT: Tulsa media tycoon Edward Taylor is assisting with the financing of this transaction.

KVAS & KKEE/

Astoria, OR-Long Beach, WA
PRICE: \$72,000 (approximate)

TERMS: Asset sale. Buyer to assume outstanding liabilities, totalling approximately \$72,000, and negotiate settlement to other claims.
BUYER: Lower Columbia Broadcasting Company, owned by Charles Farmer of Astoria, OR. He owns KTDO-AM & FM/Toledo, OR and KCST/Florence, OR.
SELLER: Kay Broadcasting Co. Inc., owned by Robert Loucks and Lawrence Heinrich.
FREQUENCY: 1230 kHz; 94.3 MHz
POWER: 1kw; 3kw at 233 feet
FORMAT: Country; Gold

WC DL & WSGD/

Carbondale (Scranton)
PRICE: \$2 million
TERMS: \$1.5 million cash and \$500,000 promissory note

BUYER: S & P Broadcasting Inc., owned by John Piccirillo and Ron Swanson. They also own WALY/Altoona, PA and WWPA & WRKA/Williamsport, PA.
SELLER: Sage Broadcasting Corp., headed by Leonard Fassler and Gerald Poch (see WFNW/Naugatuck, CT above).
FREQUENCY: 1440 kHz; 94.3 MHz
POWER: 5kw; 330 watts at 770 feet
FORMAT: Nostalgia; Gold
BROKER: Robert A. Chalson

KWSK/Daingerfield

PRICE: \$1800 for 47%
TERMS: Stock sale for cash
BUYER: Kenneth Shuttice of Daingerfield, TX
SELLER: Stacy Roberts is selling his 47% interest in Robworthton Broadcasting Co.
FREQUENCY: 106.9 MHz
POWER: 1.1kw at 511 feet
FORMAT: AC

KVOZ & KOYE/Laredo

PRICE: \$3 million (approximate)
TERMS: Station assets are being sold for \$2 million, with additional consulting and noncompete agreements valued at approximately \$1 million.
BUYER: Broad Based Communications Inc., headed by Vincent Henry and Art Camlolo. The company owns WWDD & WQI/Tallahassee and is the proposed buyer of KYEA/Monroe, LA; KEBE & KOOL/Jacksonville-Tyler, TX; KDAE & KLTG/Corpus Christi; and WPFM/Panama City, FL. Henry is the son of Philadelphia radio broadcaster Regan Henry.
SELLER: Border Broadcasting Inc., owned by W.J. Harpole. He also owns interests in KEPS & KINL/Eagle Pass, TX; KSPL/San Marcos, TX; and KVOU & KYUF/Uvalde, TX.
FREQUENCY: 890 kHz; 94.9 MHz
POWER: 10kw day/1kw night; 100kw at 1000 feet
FORMAT: Spanish; AOR
BROKER: Don Sailors of Sailors and Associates

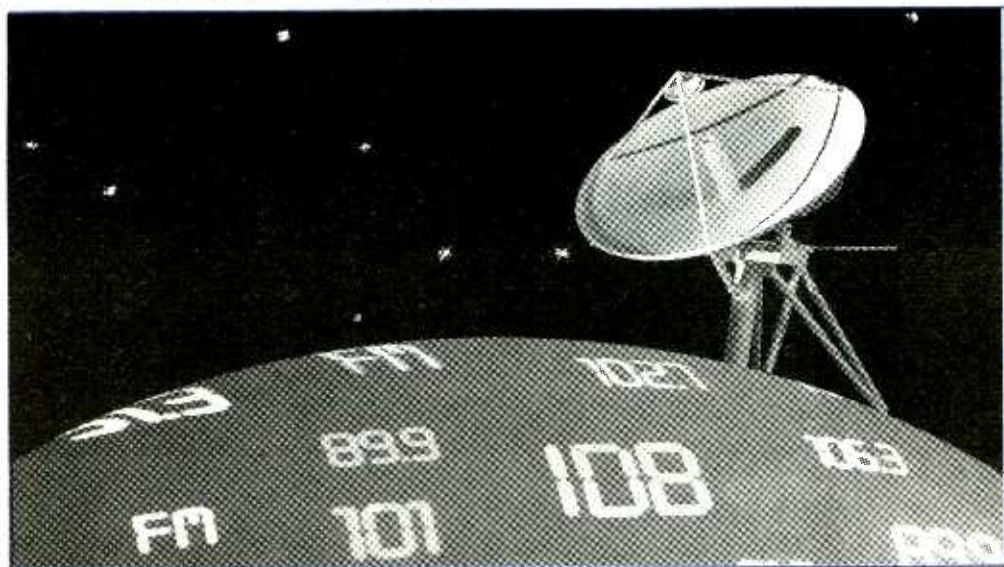
WCEF/Ripley

PRICE: \$420,000
TERMS: Asset sale for cash
BUYER: McWhorter Communications Corp., owned by Robert McWhorter, Ronald Hill, and Roger Morgan.
SELLER: Thomas Communications Corp., owned by Wayne A. Thomas. The company also owns WBES/Charleston, WV; WATQ & WETZ/New Martinsville, WV; and WKKW/Clarksburg, WV.
FREQUENCY: 98.3 MHz
POWER: 3kw at 300 feet
FORMAT: CHR

WLKD/Waupun

PRICE: \$170,000
TERMS: Asset sale. Escrow deposit \$32,000; the sale is contingent on the buyer obtaining financing in the amount of \$124,000 at 12% interest.
BUYER: BBK Broadcasting Inc., owned by Chris Bernier, George Baumann, and Mark Kasteln.
SELLER: Midwest Dimensions Inc., owned by James Course. The company also owns WGGQ/Waupun, WI and WLKE/Oshkosh, WI.
FREQUENCY: 1170 kHz
POWER: 1kw daytimer
FORMAT: AC/Contemporary Christian

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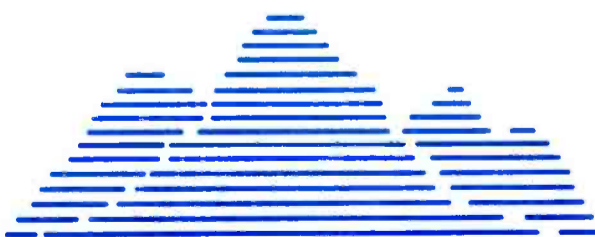
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SALES STRATEGY

NEW MARKETING OPTIONS

Things Aren't Changing — They've Already Changed

By Chris Beck

This year has begun as an incredible challenge in many markets around the country, and the forward-thinking members of our industry have responded aggressively. As a result, they're achieving disproportionately high shares — even in depressed markets or those in which revenue is flat.

Many salespeople have been discussing the way things are changing. Fact is, things aren't changing — they've *already changed!* The old saying, "The more things change, the more they remain the same," just isn't applicable to the marketing business. Today, the only certainties are debt service, lower CPPs, more competition, fragmentation, and change itself.

The Battle Of The Bored

One critical issue is boredom. Not only are advertisers and marketers bored — consumers are bored as well. Those of us in the radio or record industries who cater to these consumers should respond accordingly.

To win this battle of the bored, marketers are looking for new options and opportunities — and they're finding them in record numbers. In addition to the

"Virtually every major retail account has some sort of advertising/display program mandated in which manufacturers can participate."

traditional commissionable media advertising options — radio, television, print, etc. — there are now four new ones:

- Third party point-of-purchase
- Retail specific/display
- Media "esoterica"
- Direct marketing.

It's essential to be attuned to these options. First, they represent incredible new revenue opportunities for stations — such as non-spot revenues and alternate budget areas — while providing leverage to drive greater shares and average unit rates when used in conjunction with traditional advertising.

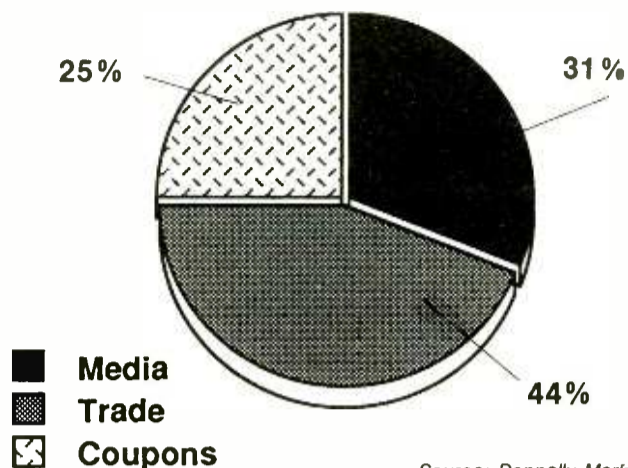
Second, they represent exceptional opportunities for *ourselves*. Third, they allow us to become aware of the competition and realign our thinking — the ultimate power in the '90s.

Third Party POP

Point-of-purchase advertising through a third party is quite possibly the fastest growing segment available today. Companies working in this arena are amassing tremendous clout with this option.

Marketers considering POP have many alternatives, such as buying shelf talkers, in-store billboards, shopping cart advertisements in drug or grocery stores, or sponsoring in-store POP radio broadcasts.

Manufacturer Budget Breakdown



Source: Donnelly Marketing

Retail Advertising/Display

Virtually every major retail account has some sort of advertising/display program mandated in which manufacturers can participate. These opportunities combine advertising with retail display to create impulse purchases and incremental sales over and above normal sales levels.

Manufacturers now allocate the largest segment of their marketing budgets — 44% — to retail specific campaigns, according to Donnelly Marketing. This compares with 31% for media and 25% for coupons (see accompanying graph).

"Generic image advertising is becoming less effective."

Media Esoterica

This phrase refers to the new — and, in many cases, unproven — marketing and media options available today. Channel One, the national in-school TV service that's receiving wide support from a variety of national advertisers, is a popular option in this category.

Other topical examples of media esoterica include

Continued on Page 19

Budweiser: A Case Study

After several summers of its traditional "Pick A Pair" promotion, **Budweiser** beer has reallocated its traditional advertising dollars. The phrase had just begun to stick in consumers' minds — so why the redirection?

The company found that beer sales would rise if it used a high percentage of the reappropriated budget as leverage for additional in-store consideration.

Budweiser hired a promotional agency and invested in 100 above-ground swimming pools — two or three per major market — for marketwide consumer promotions to influence point-of-purchase brand decisions.

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Fortunately, you don't have to settle. Radiomixer is genuine PR&E. All the way from its high quality components to its efficient BMX-style layout, comprehensive telephone mix system and unique Off Line Mix Matrix. Yet its manufacturer-direct price is no higher than the "clones."

How did the PR&E engineering team build a less expensive console without lowering our standards? Let's start with what we didn't do:

We didn't compromise on quality. Radiomixer uses the highest caliber components throughout, including our standard professional-spec meters, faders, and switches. Plus the best-sounding VCA technology in the industry. To keep Radiomixer's cost down, we've limited the number of different module types and mainframe sizes, and simplified the construction of the card frame, mainframe and modules.

The final result? In less than a year, Radiomixer has quietly become one of our most popular consoles. In fact, it's now one of the best-selling boards in broadcasting. Our color brochure will tell you more of the reasons why, and help you configure a Radiomixer for your particular application. To get your copy, call PR&E direct at 619-438-3911.



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SALES STRATEGY

Things Aren't Changing — They've Already Changed

Continued from Page 17

commercials on videocassettes, on-line information brokers, and Healthlink TV (broadcast in doctors' offices).

Direct Marketing

This category has seen a significant amount of growth during the past decade, moving from simple couponing to complex databases. In fact, there's even a service called "Check Robot," which distributes coupons at the cash register depending on the items a consumer purchases.

"To have an impact on today's consumers, you must offer them incentives that 'catch them in the act' — not those that try to change their habits."

For example, if Acme charcoal fluid had purchased the service and I bought another brand, the computer would give me — a proven charcoal fluid buyer — a cents-off coupon good for Acme's brand.

Other options (albeit less high-tech) include two long-time standbys: instant redemption couponing and retail catalogs. Incidentally, catalog sales have more than doubled from 1980 to 1988.

Ogilvy On Advertising

The byproduct of these advances, however, is pandemonium among those who practice and extol the virtues of traditional advertising, including the godfather of our industry — David Ogilvy.

In his book, "Ogilvy On Advertising," Ogilvy builds cases for the ability of "image" and "brand" advertising to move products for manufacturer clients. He believes "sales promotion" cheapens a brand, and the only longterm cure is a "mental franchise" with consumers.

While there certainly is value to that point of view, the reality is that generic image advertising is becoming less effective. (Interestingly, 40% of the revenues of the agency he founded — Ogilvy & Mather — comes from non-advertising services, according to *Advertising Age*.)

Those excelling in today's competitive environment are adopting forward-thinking ideas for generating sales, whether for manufacturer or retail clients. The newest marketing tools are nothing like those that were successful even two or three years ago.

Successful Strategies

To have an impact on today's consumers, you must offer them incentives that "catch them in the act" —

not those that try to change their habits. Making something too difficult for consumers or trying to alter their already stressed-'n'-pressed schedules will almost surely result in disaster.

One such example includes promotions and events tied to automated teller machines (ATMs).

"The most effective incentives are gifts or products with purchase, in which everyone wins."

They're already in many supermarkets, and are a simple way for consumers to receive instant gratification.

Promotions also must be logical to the shoppers. Many have had less-than-desirable results from promotions that involved incentives or cross-promotions that didn't make sense. The most effective incentives are gifts or products with purchase, in which everyone wins.



Chris Beck is the President of Chris Beck Communications, a sales consulting firm. If you have a question about a column or a topic you'd like to see addressed, he can be reached by phone at (818) 594-0851; by fax at (818) 594-5030; by Prodigy electronic mail at ID# SRTN15A; or by CompuServe at ID# 76066,3334. Write to him at 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364.

Cross-Marketing Catalysts

Cross-marketing is a great way to attract consumers and obtain maximum media leverage. Following are some ideas to get you started on this added edge:

Weight Loss Centers & Clothing Stores

This type of promotion works extremely well, since a primary objective of those trying to lose weight is to buy new clothes — at a smaller size.

This incentive builds traffic at clothing stores by offering diet center patrons a price-point reduction as well as promoting the store's alteration services.

The weight loss center also wins by reaching new potential customers at the time they're the most cognizant (and perhaps most depressed) about their clothing size.

Florists & Chocolate Manufacturers

This pairing represents another highly successful cross-marketing opportunity. Florists receive a large amount of additional signage and consideration at the candy maker's retail displays or (sometimes) actual in-pack/on-pack incentives.

Chocolate manufacturers not only receive orders from new accounts, but also get a tremendous sampling opportunity that's likely to translate into additional brand purchases.

This system has been effective in supermarkets, drugstores, and some full-line department stores that have their own floral departments — it represents new nontraditional department sales for the candy manufacturer and brings customers who are already in the store over to the floral area, where they make additional impulse purchases.

Hotels & Child Care Facilities

It's no secret that local weekend packages are one of the most crucial profit centers that a hotel can offer your station. With a second "baby boom" under way, this partnership gives hotels an edge by offering child care to couples while they enjoy a romantic getaway.

It's also a good way to expose parents to the child care operation's facilities, which they'll then be motivated to use on a fulltime basis. The execution is quite simple — hotels simply convert one of their conference rooms into a nursery during certain weekend hours.

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MARKET!
WIOT-FM
UP 12.7 TO 13.7
WRUF-FM
UP 18.5 TO 20.7

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WLVE-FM, UP 2.5 TO 2.9
WAQY-FM, UP 9.6 TO 9.8
WLVO-FM, UP 5.8 TO 7.6
KCAL-FM, UP 2.3 TO 3.3
WIMZ-FM, UP 9.3 TO 10.7
WHJY-FM, UP 7.2 TO 8.0
KSHE-FM, UP 8.4 TO 8.8
WMMS-FM, UP 8.2 TO 8.5
WIOI-FM, UP 2.6 TO 3.2

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MANAGEMENT

Six Stages Of Burnout — And How To Fight Back

Burnout — the condition of emotional or physical collapse brought on by increased job pressure — is no stranger to the radio and record industries.

Although most people can protect themselves against job burnout, some folks have trouble detecting the symptoms. Below are the six stages of burnout, according to Chapel Hill, NC-based psychiatrist and business consultant Martin G. Groder.

• **Stage 1:** Overenthusiasm is the first sign of burnout. Those in this stage are prone to telling long and nervous tales about their wonderful jobs.

• **Stage 2:** Physical symptoms such as ulcers, rashes, back and/or neck pain, colds, or flu emerge. Those in this stage become antagonistic and begin to miss work and drop friends, relatives, and colleagues who aren't supportive.

• **Stage 3:** Deprivation symptoms begin to appear. Those in this stage feel secretly hollow, less important, and don't enjoy their work as much as they used to. They may sense something is wrong and take a vacation or sabbatical, but the remedy will be only temporary.

• **Stage 4:** The sense of emptiness and impending defeat increases. This is the stage of desperate moves and big risks taken (with careers, finances, and relationships) in an attempt to avoid failure — even at the expense of other important aspects of the afflicted person's life.

• **Stage 5:** The lies and decep-

tions grow, and those in this stage become cut off from people because they can't disclose their true feelings. Other symptoms include insomnia or oversleeping, nervousness, forgetfulness, and distraction — similar to symptoms of depression.

• **Stage 6:** In this final stage, burnouts get fired, go bankrupt, have a breakdown, become suicidal, or end up with a serious physical illness.

Battling Back

Burnout can be interrupted at any of these stages, but the earlier it's caught, the easier it is to treat. Here are some suggestions on how to combat burnout:

• **Seek help.** Ask your friends and family for support, and — first and foremost — take good care of yourself.

• **Cut your workload.** But before you do, be careful. Since victims of burnout are extremely success-oriented, make sure you have things to do during your free time.

• **Enjoy relaxing activities.** Make a list of things you once found rejuvenating, and figure out a way to put them back into your life.

BPME Names Conference Speakers

Interep Radio Store Chairman Ralph C. Guild will be the keynote speaker at the 35th annual BPME & BDA Conference, June 10-13 at Bally's Hotel in Las Vegas.

Kicking off the event will be CBS/Broadcast Group President Howard Stringer. Other participants include Davis*Glick Productions Co-President Sam Glick, "American Top 40" host Shadoc Stevens, Interep Exec. VP/Radio Development Director Erica Farber Viola, and WROR/Boston Director/Marketing & Promotion Lou Bortone Jr.



BLUE SKY FIND

Adaptor Keeps Airborne Execs Movin' In Stereo

Jet boys and girls, prick up your ears: Chicago-based **Just Imagine Inc.**'s Executive Travelware division has recently introduced the "Jetman Airdaptor" (pictured) for traveling execs who are tired of the "broadcasting from Mars" quality of standard airline headsets.

The Jetman is a self-contained, pocket-sized headphone system that features a set of stereo earbuds and the company's patented "airdaptor" — a state-of-the-art processing module that converts an airline's "ciped" sound into amplified stereo signals. How? By processing the audio through a pair of sensitive condenser microphones and filtering out excess hiss.

To use the battery-powered Jetman, simply insert its "sound pickup plug" into an airplane's audio seat jack, then slip on the system's earbuds. The natural on-air giveaway is list priced at \$29.95. For more info, phone (800) 397-7477.



Historically, the business of war is short-lived. However, the war of business is on-going and never-ending.

To be prepared for the competitive onslaught of the 1990's, progressive broadcast marketers must take the offensive. They must employ winning strategies. They must attack first and often...with the best weapons at their disposal.

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War is Hell and always will be. But there are winners and there are losers. And the time for you to act is now.

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• **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.

• **May 19** — NAB Small & Medium-Market Managers Roundtable. Crescent Hotel. Phoenix, AZ.

• **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.

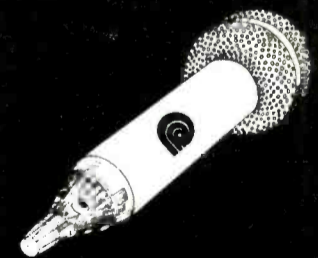
• **June 22-23** — Bobby Poe Convention. Sheraton Premiere. Tysons Corner, VA.

• **July 12-15** — Upper Midwest Communications Conclave. Radisson Hotel South. Minneapolis-St. Paul, MN.

• **July 14-18** — New Music Seminar 11. Marriott Marquis Hotel. New York, NY.

"R&R CONVENTION '90...MAY 9-13 IN CENTURY CITY"

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ZINE SCENE

Joplin's Ghost Begg
Roseanne To Sing!

Wacky comic **Roseanne Barr** says the ghost of '60s rocker **Janis Joplin** is urging her to become a rock 'n' roll star! According to this week's *National Examiner*, the rotund sitcom queen recently confessed that Janis's "wild-eyed spirit" had awakened her in the middle of the night, begging Barr to "carry on my music!"

Roseanne is allegedly putting together a band with herself as vocalist and hubby **Tom Arnold** on guitar. No label deal has yet been announced.

Speaking of specters, the *National Enquirer* reports that **John Lennon's** spirit recently told **Yoko Ono** to purchase a 50-diamond, \$2 million necklace to celebrate the ex-**Beatle's** upcoming half-century birthday!

Wonderful World,
Beautiful People

Kudos to **New Kids On The Block** member **Jordan Knight**, **Jody Watley**, **Fine Young Cannibals** lead singer **Roland Gift**, **Cowboy Junkies** songstress **Margo Timmins**, **George Strait**, and **Chris Isaak**. They were all named to *People's* list of "The 50 Most Beautiful People In The World."

Congrats also to **Janet Jackson**, picked by the current *US* magazine as one of "The World's Ten Most Beautiful Women."

And... a tip o' the rubber chicken to **Howard Stern's** foul-mouthed pal **Jackie "The Jokeman" Martling** for landing a fulltime job at *Penthouse*. The comic's "Joke Book" page will appear regularly in the monthly, beginning with the current June issue.

Duelin' Divas

According to the *Star*, **Cher** and **Madonna** are locked in a "no-bitchy-remarks-barred battle" for bragging rights to the summer's best concert tour. "This is no game," warns the 'zine's record in-



I.D. ILLOGICAL DIFFERENCES — This week's *Star* says **Linda Ronstadt** was none too pleased when a fan at a New Orleans health food store mistook the singer for TV actress **Delta Burke**!

dustry insider. "These ladies would sooner choke than say something nice about each other."

Cher reportedly laid the ground rules by announcing: "Madonna's got nothing on me. She can't sing. She can't dance. She can't act. And, she's not very attractive either!" As for the Material Girl's response, the insider simply says "bring up Cher's name and she goes CRAZY!"

Tennessee Flat Top

Doctors are warning **Dolly Parton** that the pint-sized breast enlargements she recently had surgically implanted (*R&R*, 4/30) could "turn hard, lose their shape, or even go as flat as pancakes!"

An unnamed Beverly Hills medic tells this week's *National Examiner*: "If I were Dolly, I'd worry when I went to bed at night whether my breasts were still going to be there in the morning!"

R&R doesn't run comic strips, but we do take a comic trip each week through the nation's consumer magazines in search of everything from the sublime to the ridiculous in music news. *R&R* has not verified any of these reports.

TELEVISION

TOP TEN SHOWS
APRIL 30 — MAY 6

- 1 *I Love Lucy: The Very First Show*
- 2 *Roseanne* (tie)
- 3 *Cheers*
- 4 *America's Funniest Home Videos*
- 5 *The Cosby Show*
- 6 *A Different World*
- 7 *60 Minutes*
- 8 *Unsolved Mysteries*
- 9 *CBS Sunday Movie* ("The Untouchables")
- 10 *Designing Women*

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.

Friday, 5/11

• **Dave Edmunds**, "Late Night With David Letterman" (NBC, 12:30am).

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

Saturday, 5/12

• **Motley Crue's Tommy Lee** and **Vince Neil** and **Sam Kinison** host "Friday Night Videos" (NBC, 1:30am).

• **New Kids On The Block**, "Face To Face With Connie Chung" (CBS, 10pm).

• **Billy Joe Shaver** and the **Maines Brothers Band**, "The Texas Connection" (TNN, 10:30pm EDT/7:30pm PDT).

• **Sinead O'Connor**, "Saturday Night Live" (NBC, 11:30pm).

• **Natalie Cole**, "Byron Allen" (ABC, 11:30pm).

• **Jermaine Jackson** and **Leila K.**, "It's Showtime At The Apollo" (syndicated; check local listings).

Monday, 5/14

• **Young MC** and **Kid 'N Play** perform while the **Dance Posse** busts a move in the premiere of "Rock The House" (NBC, 8pm).

• **Bill Henderson** and host **Nancy Wilson**, "Red Hot & Cool" (syndicated; check local listings).

Tuesday, 5/15

• **Barry Manilow**, "Arsenio Hall."

• **Olivia Newton-John**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

Wednesday, 5/16

• **Frank Sinatra** and **Patti LaBelle** perform on "Sesame Street Remembers **Joe Raposo**" (PBS; check local listings for air time).

• **Tracy Chapman**, "Arsenio Hall."

• **Andrew Lloyd Webber**, "Johnny Carson."

Stones In 3-D On Fox TV

If you missed the Rolling Stones in concert last year, and you didn't happen to catch them on pay-per-view TV either, here's another chance to see them... free and (partly) in 3-D.

Fox Broadcasting Co. will air the "Rolling Stones Steel Wheels Concert" on Wednesday, May 30 (8pm EDT/PDT), featuring a set of songs — "2000 Light Years From Home," "Paint It Black," and "It's Only Rock And Roll" — taped in 3-D.

The two-hour special, filmed during the Columbia band's final U.S. gig in Atlantic City, also features performances by **Eric Clapton**, **John Lee Hooker**, and **Guns N' Roses' Axl Rose** and **Izzy Stradlin**.

Although special glasses aren't needed to watch the 3-D set, they will enhance the effect. Glasses will be distributed nationally by 7-

Eleven stores and other participating retailers.

Dees: From
Mornings 'Into
The Night'

Monday, July 16 will mark the premiere of "Into The Night Starring **Rick Dees**" (midnight EDT/PDT), hosted by the **KIIS-FM/L.A.** morning man and voice of Unistar's "Weekly Top 40."

The hourlong comedy/talk show — set to air weeknights on ABC-TV — will feature regular comedy players, guest stars, and "unpredictable events" geared toward young adults.

VIDEO

NEW THIS WEEK

• **LAMBADA: SET THE NIGHT ON FIRE** (Cannon Video)

This particular lambada movie — released on the big screen just two months ago — focuses on a math teacher who moonlights as a master of the Latin dance. The film's **Epic** soundtrack features hip-shakin' tunes by **Absolute**, **Sweet Obsession**, **Brenda K. Starr**, **Tony Terry**, and a host of other movers 'n' groovers. (Street date: 5/11)



ERASURE HEADS — **Andy Bell** (l) and **Vince Clarke** of Erasure plant themselves among the stars.

• **ERASURE: LIVE WILD!** (Warner Reprise Video)

The **Sire/Reprise** techno-popsters are captured in a London Arena concert in this hourlong compilation, which features 15 songs by the British duo, including "Chains Of Love," "Star," "Who Needs Love Like That," "Stop!" and "A Little Respect." (5/15)

• **KINGS OF INDEPENDENCE** (Video Music Inc.)

Recorded live during the above-named Berlin festival in 1987, this 35-minute concert tape includes what is reportedly the only live documentary footage of **Enigma's Nick Cave & The Bad Seeds**, plus tunes by **Mute/Enigma** band **Crime & The City Solution** and **MCA** rockers the **Swans**. (5/15)

• **BEST OF BERLIN INDEPENDENCE DAYS '88** (Video Music Inc.)

Alternative independent bands from around the world are the stars of this 40-minute concert video. The international roster includes **Mudhoney**, **Live In A Blender**, the **Overlords**, the **Killer Bees**, **Kastrierte Philosophen**, **Blind Idiot God**, the **Young Gods**, and **Pig**, singing their classic "Shit For Brains." (5/15)

• **HARLEM NIGHTS** (Paramount Home Video)

Columbia recording artist **Eddie Murphy's** latest film — which he also wrote, directed, and executive-produced — costars funnymen **Arsenio Hall**, **Richard Pryor**, and **Redd Foxx**, the lovely 'n' talented **Jasmine Guy**, and veteran jazz vocalist **Della Reese**. No soundtrack LP, but the movie contains lots of vintage jazz tunes by **Duke Ellington**, **Louis Armstrong**, **Billie Holiday**, **Count Basie**, and others, along with original music by **Herbie Hancock**. (5/17)

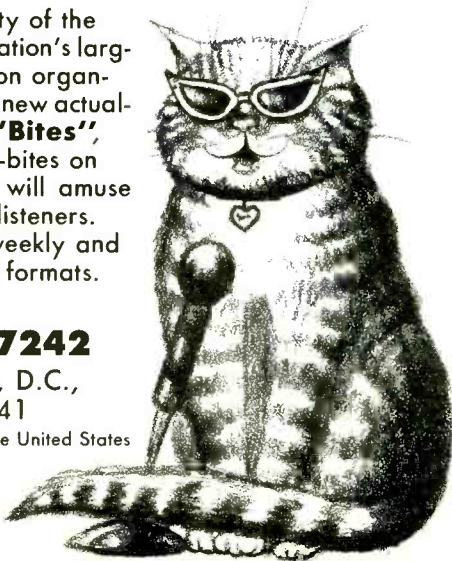
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YOUR RADIO SHOW!

The Humane Society of the United States, the nation's largest animal-protection organization, presents its new actuality line, **Animal "Bites"**, sixty-second sound-bites on animal topics that will amuse and astound your listeners. The bites change weekly and are suitable for all formats.

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American Top 40's 20th Anniversary

SPECIAL



Coming this July 4th Weekend



Shadoe Stevens will host a special birthday celebration for the longest running, most listened-to countdown show in the world.

For the past 20 years, AT40 has been chronicling America's pop music scene. From the very first #1 hit, heard in 1970—"Mama Told Me Not To Come" by Three Dog Night—to today's pop superstars, AT40 has been providing your listeners with the best researched music facts and trivia available on radio. All based on AT40's exclusive use of the *Billboard*® HOT 100® Charts.

AT40 is the **ONLY** weekly countdown show available to your station on either compact disc or vinyl.

As you plan your festivities for America's birthday this July 4th, why not make it a double celebration by airing **American Top 40's 20th Anniversary Special?**

Program length: 4 hours.

Broadcast window: 6/29 (Fri.)–7/4 (Wed.).

To obtain this special edition of AT40 for your market, call Paul Miraldi, Manager, Entertainment Programming (212) 887-5218 or fax (212) 887-5449.

Outside the U.S., call Radio Express 1-213-850-1003.

AMERICAN

★ TOP 40 ★

WITH SHADOE STEVENS

 **ABC RADIO NETWORKS**

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MEDIA

SCREEN SCENE

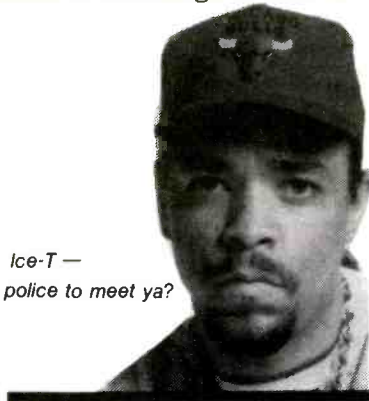
Ice-T Cops Leading Role In 'New Jack City'

Sire/WB rapper Ice-T will make his big screen debut in the role of a tough, streetwise cop in "New Jack City" — a contemporary gangster film in which the Ice-man teams with Judd Nelson to challenge a ruthless drug lord.

Geffen recording artist Christopher Williams also is cast in the film (as an investment banker who's lured to a life of crime), while singer/songwriter Nick Ashford portrays a preacher.

Meanwhile, production wizard Teddy Riley will contribute tunes to the project as well as produce its forthcoming soundtrack.

The movie, incidentally, marks the directorial debut of TV's "Sonny Spoon" star Mario Van Peebles. Look for Warner Bros. to distribute the flick in early 1991.



Ice-T — police to meet ya?

Lamb Chop

Reprise recording artist Chris Isaak, who made his acting debut in director Jonathan Demme's 1988 Mafia hit "Married To The Mob," has copped the role of a SWAT team officer in the filmmaker's planned fall release, "Silence Of The Lambs."

Isaak's character helps guard a brilliant criminal (Anthony Hopkins) who has been pegged to help an FBI agent (Jodie Foster) track

a gruesome and insane serial killer. (See R&R, 1/12 for further details.)

Assorted Past

Mike Figgis, who directed "Stormy Monday" and more recently "Internal Affairs," was once a member of the Gas Board — a Newcastle, UK soul band whose lineup included future Roxy Music frontman-turned-Reprise solo artist Bryan Ferry.

Fade To Black

• Delicious Vinyl/Island rap star Tone-Loc has landed the role of a club singer in "A Rage In Harlem." The film is currently shooting in Ohio.

• Reggae singer/songwriter Jimmy Cliff is slated to star in "The Painted Canoe" — an independent production scheduled to begin shooting in Cliff's Jamaican homeland this July.

• Arnold Schwarzenegger will reportedly headline "Critic's Choice" — the (not too) far-fetched tale of a thespian who gets chased through Europe while in the company of a critic who hates the actor's work.

FILMS

WEEKEND BOX OFFICE

MAY 4-6

1 Pretty Woman (Buena Vista)	\$6.8
2 Teenage Mutant Ninja Turtles (New Line)	\$5.3
3 Tales From The Darkside: The Movie (Paramount) *	\$5.0
4 Spaced Invaders (Buena Vista)	\$3.1
5 The Guardian (Universal)	\$3.0
6 The Hunt For Red October (Paramount)	\$2.4
7 Q&A (Tri-Star)	\$2.0
8 Wild Orchid (Epic/Triumph)	\$1.6
9 Driving Miss Daisy (Warner Bros.)	\$1.5
10 Short Time (20th Century Fox) *	\$1.2

All figures in millions

* First week in release

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Far Out Man," starring **Tommy Chong** as a hippie musician lost in the '60s who tries to make a



Tommy Chong — on a hip trip?

comeback, and — with the help of psychiatrist Dr. Liddleick (**Martin Mull**) — reunites with his family, played by real-life family members **Rae Dawn Chong** (daughter), **C. Thomas Howell** (son-in-law), **Shelby Chong** (wife), and **Paris Chong** (son).

Tommy Chong wrote and directed the film, which sports a **Chameleon** soundtrack featuring the forthcoming **Bonedaddys** single, "Hippie Children," as well as songs by **Kool Moe Dee**, **Samantha Fox**, **Don Dokken**, **DV8**, **Bobby Taylor & Carolyn Majors**, and "Hippieland Rap" by the eldest Chong himself.

MUSIC & MOVIES

CURRENT

• PRETTY WOMAN (EMI)

Singles: It Must Have Been Love/Roxette
King Of Wishful Thinking/Go West

Other Featured Artists: Robert Palmer, David Bowie, Natalie Cole

• TEENAGE MUTANT NINJA TURTLES (SBK)

Singles: Turtle Power/Partners In Kryme
Spin That Wheel/Hi Tek 3 f/Ya Kid K

Other Featured Artists: M.C. Hammer, Spunkadelic, Johnny Kemp

• WILD ORCHID (Sire/WB)

Featured Artists: Dissidenten, Ofra Haza, Underworld

• HOUSE PARTY (Motown)

Single: Why You Get Funky On Me?/Today

Other Featured Artists: Kid 'N Play, Full Force Family, Flavor Flav

UPCOMING

• BIRD ON A WIRE

Single: Bird On A Wire/Neville Brothers (A&M)

• BACK TO THE FUTURE PART III

Single: Doubleback/ZZ Top (WB)

• DEF BY TEMPTATION (Orpheus/EMI)

Singles: All Over You/Freddie Jackson

Hungry For Me Again/Ashford & Simpson

Other Featured Artists: Melba Moore, Najee, Z'Looke



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EMI



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WESTWOOD ONE RADIO NETWORKS

LIFESTYLES

More Of U.S. Living In Sin

While marriage rates continue to spiral downward, the number of unmarried couples living together is on the rise — especially among those under 30, who are twice as likely as their older counterparts to be cohabitating.

According to a recent study noted in *Demography*, 4% of all adults are currently living together, and 25% have cohabitated at some time in their lives.

In the late 1960s and early 1970s,

only about 11% of adults lived together before marriage. By the early 1980s, however, that number had quadrupled to 44%, the survey said.

Of women born in the early 1940s, 82% were married before age 25, compared with 61% of those born in the early 1960s.

Conversely, only 3% of women born in the early '40s were cohabitating by age 25, compared with 37% of those born in the early '60s.

America's Dream Houses

Looking for the perfect home for your next "dream house" promotion? Chances are, your listeners are dreaming about sand 'n' surf.

A recent telephone survey of 1000 adults revealed that more than one-third of Americans chose an oceanfront dwelling as their dream house — five times more than picked a luxury penthouse in the city. Following are the results of the survey:

House type	Percent*
Oceanfront	35
Cabin in the woods	29
"Southfork"-style ranch	25
English Tudor country estate	22
Luxury penthouse in the city	7



* Respondents could choose more than one answer.

Source: Bruskin Associates Market Research

Play Two Different Programs On One Stereo System

With Bose Corp.'s "Life-style Music System," you can tune in to a sports broadcast on the AM dial in the living room while your spouse listens to a CD in the bedroom — on the same stereo.

The combination CD player and AM/FM receiver comes with five speakers and a remote control that

operates on a radio frequency, so (unlike conventional infrared remotes) you don't have to aim it at the stereo — or even be in the same room — to operate the system.

The system, a departure for the Framingham, MA-based speaker company, debuted this week at a suggested retail price of \$2700. For more info, call (508) 879-7330.



'Stereo Skins' Protect Pull-Outs

Sure, pull-out car stereos are handy — but what do you do with them after you pull them out? Toss 'em in your car's dusty trunk? "Stereo Skins," manufactured by the Campbell, CA-based company of the same name, are neoprene containers that protect pull-outs from dust and moisture. A velcro-closing top flap makes it easy to slide your stereo in 'n' out.

The skins — available in five color combinations — carry a suggested retail price of \$29.95, although volume discounts are possible. Great for on-air giveaways, the "Stereo Skins" also can be customized (at a price) with your station's logo. Call (408) 378-5646 for more info.

OLD & ON THE WAY

Travel Habits Differ Within 55+ Demo

You may know that older Americans command a significant share of the nation's travel market. There are, however, different travel segments within the 55+ demo — who make up 26% of the total U.S. travel market.

A new study by NYC-based Mediamark Research found that 52% of older adults took a domestic trip of 200 miles or more in the past year, about the average for all adults. However, they're 10% more likely to travel for one or two weeks

and 50% more likely to go away for more than two weeks than the average adult.

Curiously, those 55-59 dominate the short-trip market (a week or less), 60-64s dominate midlength trips (one to two weeks), and 65- to 69-year-olds favor trips that last more than two weeks, compared with the average for older Americans.

Although those 75+ are less likely than average to travel, 41% of them took a domestic trip in the past year and a hardy 12% visited another country.

Doin' Lunch

For some people in the radio and record industries, "doing lunch" is a complex activity bounded by countless social regulations. For others, it's wolfing down a brown-bagged bologna sandwich at the station or the office.

Whatever your habits, chances are you go out to lunch at least once a week. The average American household spends \$9.10 a week on lunch eaten away from home (but within the local area), according to a recent survey by the Bureau Of Labor Statistics.

As may be expected, the more money people make, the more they spend on lunch each week. While households making less than \$10,000 a year spend only about \$4 a week on lunch, those with \$50,000+ incomes spend an average of nearly \$19.

The affluent also tend to eat lunch out more often. More than eight out of ten (83%) U.S. households earning \$50,000+ eat lunch out at least once a week, compared with the national average of 66%.

Lunch spending can really add up over the course of a year. The average household spends \$473 annually, with the average wage earner spending \$338 a year on lunches. Workers from high-income households spend an average of \$970 a year, with the average affluent wage earner spending \$441.

CHRONICLE

Born To:

WHUC/Hudson, NY air talent "Mad" Mike Davls, wife Althea, daughter Cassandra Laur-en, April 24.

Goffen Kansas City rep Bill Rusch, wife Nancy, daughter Chinese (China) Rose, April 26.

KEGL/Dallas air talent Dave Kraddick, wife Carol, daughter Caroline, April 30.

Marriages:

WKRY/Key West PD Jim Quinn to Stephanie Hart, April 21.

Short Form Programming* that Gives You

THE EDGE

America's Most Wanted Radio Hotline with John Walsh • Soap Quiz with the ABC Soap Stars

Sports Hall of Shame Starring Cookie Chainsaw Randolph and David Lawrence

Prevention Health Report with Robert Osgood • Sounds of the 70's • Precision Environmental Tracking

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STATION PROMOTION

Major Market



Mike DePriest
Radio Station: *WFYR-FM
Chicago, IL*
Entry Title: *Pennies*
Producer/
Copywriter: *Mike DePriest*
Talents: *Annie Davis,
David McKay*

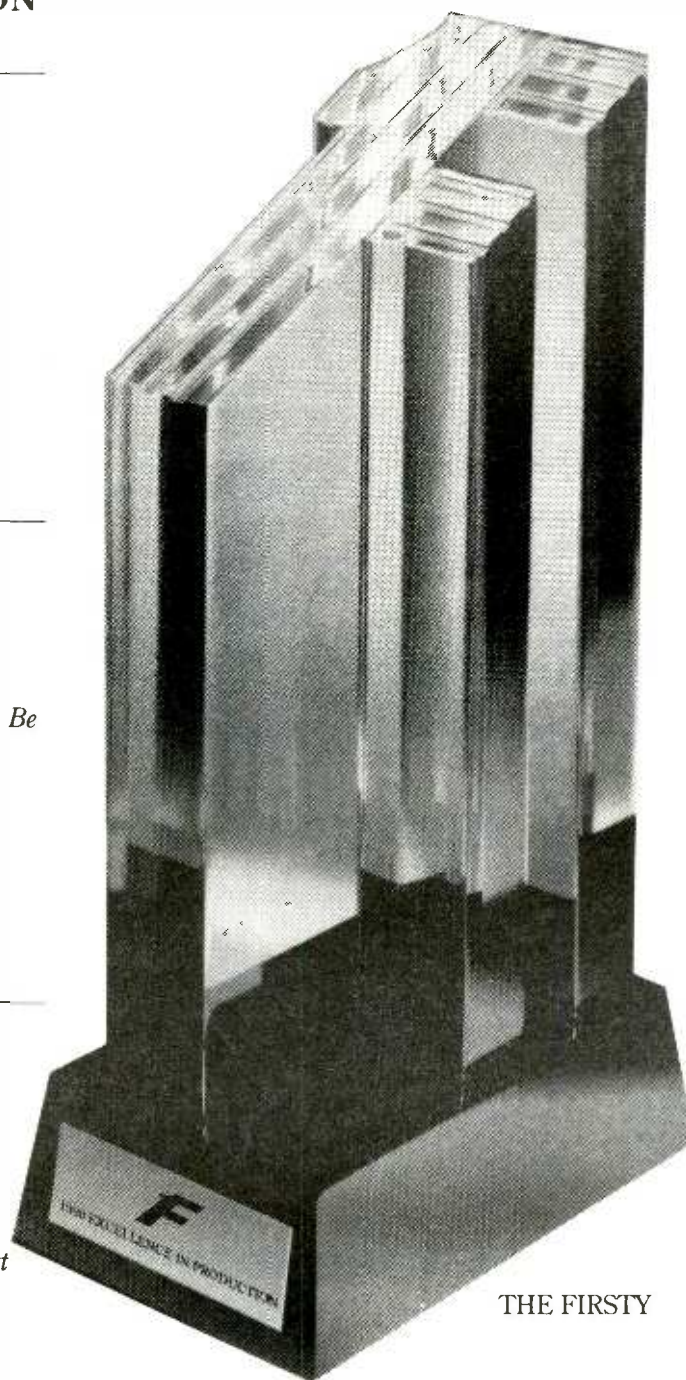
Medium Market

Joel Moss
Radio Station: *WEBN-FM
Cincinnati, OH*
Entry Title: *Without Radio...
What Would Life Be*
Producer/
Copywriter: *Joel Moss*
Talents: *Joel Moss,
Pheobe Wood*

Secondary Market



Larry James
Radio Station: *WDRM-FM
Huntsville, AL*
Entry Title: *'89 Tornado*
Producer: *Larry James*
Copywriters: *Larry James,
J. Mack Bramlett*
Talent: *Mike Malone*



THE FIRSTY

SINGLE COMMERCIAL

Major Market



Mike DePriest
Radio Station: *WFYR-FM
Chicago, IL*
Entry Title: *Buresh's Lobster
House*
Producer/
Copywriter: *Mike DePriest*
Talents: *David McKay,
T.K. O'Grady,
Mike DePriest*

Medium Market



Scott Yates
Radio Station: *KRMG/KWEN-FM
Tulsa, OK*
Entry Title: *Faster Than A
Bowling Ball*
Producer/
Copywriter: *Scott Yates*
Talents: *Scott Yates, Jim Holt*

Secondary Market



Bill Bradee
Radio Station: *KRNT/KRNQ
Des Moines, IA*
Entry Title: *Phases/Wing Walkin'*
Producer/
Copywriter: *Bill Bradee*
Talents: *Kelly Foxx,
Bill Bradee*



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TECHNOLOGY

Cellular Phone Industry Continues To Boom

20 Million More Subscribers Predicted By '95

Cellular telephones — once considered frivolous luxury items — are fast becoming communications industry staples. Some 3.5 million people currently subscribe to cellular service, and 2 million more are expected to sign up by year's end.

What's more, the number of U.S. subscribers is likely to climb to 20 million by 1995, according to the Silver Springs, MD-based research firm Herschel Shostack Associates.

Consumer interest in cellular phones has made for an extremely competitive market. Whether you're a first-time buyer or simply looking to replace the suddenly outdated model you purchased a year or two ago, the market is ripe with options — especially in the area of small, portable units.

Compact Data

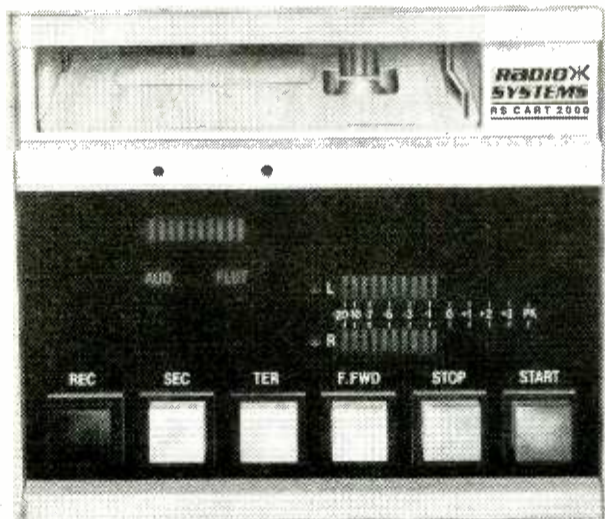
Weighing only 12 ounces and no larger than a typical checkbook, Motorola's "Micro Tac" is current-

ly the smallest, lightest cellular phone available. The model is list priced around \$2500, and provides the same features and functions found in larger cellular phones.

However, since the Micro Tac's introduction, competitors have been working overtime to match and surpass its capabilities. For example, the NEC Corp.'s Mobile Radio Division recently debuted the "P-300." The unit is about the same size as the Micro Tac, but designed with 30% less circuitry, allowing for 80 minutes of talk time (compared to the Micro Tac's 50 minute limit).

Meanwhile, the folks at L.M. Ericsson have designed a model that is about an inch longer than the Micro Tac, but which comes with larger, more efficient filters to conserve power (thereby increasing talk time). The company plans on having the "Hotline" units — currently available in Europe — on the U.S. market this summer.

Cart Machine To Eliminate Tape Flutter



The "RS-2000" cart machine manufactured by Radio Systems Inc. is the first to offer flutter compensation, according to the Bridgeport, NJ-based company.

Front-panel azimuth adjustment, three cue tones, fast forward, splice detection, and digital timer are standard features of the RS-2000. The unit also adjusts to every tape and cartridge, correcting for phase error during playback.

Preliminary suggested retail prices are \$2495 for the stereo record/play model and \$1895 for the stereo play-only configuration. Mono versions also are being developed, and all models should be on the market by late summer. For more info, call the company at (800) 523-2133 or (609) 467-8000.



Digital Sound Editor Debuts

Introducing the "DSE 7000" — a digital sound editor especially designed for radio production. The high-tech tool comes equipped with an eight-track digital recorder, a ten-input mixer, and a two-track digital mix-down deck.

Interestingly, the DSE was constructed to mirror familiar analog equipment. For example, the machine features faders and mutes as well as tape recorder-like controls (such as reel-rock, autolocators, and return-to-zero functions).

The DSE even sports broadcaster-friendly software, which displays menus and commands in easily understood radio terms (*cut, erase, leader, etc.*).

Additional Features

The device also comes with a built-in audition function (for checking and redefining edit points), an "undo" mechanism (to automatically eliminate any unwanted edits), and 16-bit oversampled converters (which are time-aligned for full mono and stereo compatibility).

What's more, the system includes a RAM card that provides up to 4.4 minutes of audio storage, and a 150-megabyte hard disc that can be used to store — and instantaneously retrieve — music beds, station IDs, tags, and assorted sound effects.

When mounted in an optional workstand, the device takes up no more space than a standard two-track reel-to-reel machine. Price: \$37,500. For more info, call San Leandro, CA-based AKG Acoustics at (415) 351-3500.

LOW BUDGET

IBM To Bow Inexpensive Home PCs

Look for Armonk, NY-based computer titan IBM to introduce several new models of relatively inexpensive home personal computers this summer.

The units — which will run popular software — are expected to be reasonably powerful, easy to use, and competitively priced (between \$1000 and \$2000), according to reports in the *Wall Street Journal*.

Interestingly, the new models will be sold through high-profile department stores (such as R.H.

Macy & Co. and Sears, Roebuck & Co.) in an attempt to create a whole new class of PC customer.

Although the home PC market is hard to define (since any PC can be used at home), Framingham, MA-based International Data Corp. estimates that 1990 home PC sales will reach \$975 million in the U.S. (or 1.1 million units). Meanwhile, the overall domestic PC market is expected to total \$28 billion (or 9.8 million units).

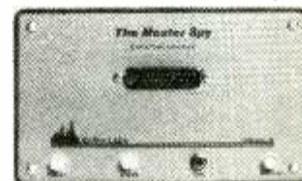
'Smarter' Cards On Horizon

Imagine carrying 800 pages of text and photos in your wallet. That could be a li'l bit lumpy — unless you stored all of the info on Canon's "Optical Memory Card."

The plastic credit-card-size gizmo being developed by the Lake Success, NY-based company is coated with optical-recording material to hold up to two megabytes of information — 250 times the memory storage of one of those so-called "smart cards" that sport a built-in microprocessor.

Unlike smart cards, which cost around \$40, Canon's \$4 memory card isn't affected by magnetic fields or static electricity. However, a personal computer add-on — required to read and write on the card — will cost \$1500 when it debuts in early 1991. (A proposed \$400 read-only system is a somewhat more likely and certainly less expensive alternative.)

'Spy' (In The House Of Radio)



Whether you're a PD who wants to keep an ear on your own station (to verify that spots and music air at the proper times, etc.), or a crafty consultant who wants to check out what the competition's playing, the "Master Spy" (pictured) can help you achieve your goals.

Weighing less than one pound, the Master Spy is a digital skimmer that simultaneously monitors up to eight different radio stations. The gadget — which can be preprogrammed for 17 different time intervals — not only interfaces with high-end logic-controlled tape and cassette decks, but also was designed to drive any cassette/radio with a remote start jack.

Furthermore, the portable device provides visual signals for power, clock operation, and monitor functions. Price: \$250. For more information, call the Chicago-based Broadcasters General Store at (708) 231-7120.



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PEOPLE

Spyro Gyra's Perfect Point Of View



MCA recording artists Spyro Gyra are understandably delighted to accept their 1990 Playboy Music Poll awards for Top Jazz Group and Jazz Album of the Year ("Point Of View") from none other than Luann Lee (c) — January 1987's Playmate of the Month. The bouncing bunny presented the band with their prizes prior to their performance at the Ventura Theater in Ventura, CA. Pictured at the poll-raising occasion are (l-r) the group's Richie Morales, Oscar Cartaya, Marc Quinones, and Dave Samuels, Lee, and band members Tom Schuman, Jay Beckenstein, and Jay Azzolina.



Bacharach & Franklin

Queen of Soul Aretha Franklin (r) doesn't seem to mind having a producer on her back — especially when the noted knob-twirler is songwriting legend Burt Bacharach. The dynamic duo were recently in Detroit finishing work on Franklin's forthcoming Arista album.

Loosening Up The Lingerie



Actor, funnyman, and sometime singer Dan Aykroyd (l) joins Curb/MCA roadhouse rocker Delbert McClinton for a rollicking rendition of "B Movie Boxcar Blues," a tune McClinton penned for Aykroyd and John Belushi during Elwood's Blues Brothers daze. McClinton also entertained the crowd at L.A.'s Club Lingerie with songs from his current LP, "I'm With You."

Three Men And A Lady



Modern/Atlantic siren Stevie Nicks and Guns N' Roses lead swinger Axl Rose, who records for Geffen, ventured backstage to greet GNR labelmates Aerosmith following one of the Beantown rockers' recent L.A. Forum shows. Making the most of the magical moment are (l-r) Aerosmith guitarist Brad Whitford, Nicks, Aerosmith lead singer Steven Tyler, and Rose.

Jamaica Boys Shake Up Video Shoot



Reprise recording artists the Jamaica Boys are held spellbound by the Big Screen production values Reginald Hudlin (director of the cult hit "House Party") brings to the band's video shoot for their song, "Shake It Up." The song was featured in the movie and appears on the group's latest studio LP. Seen makin' the screen scene are band members Marcus Miller, Lenny White, Dinky Bingham, and Billy "Spaceman" Patterson, and Hudlin.



Night-Bloomin' Jazzmen

Columbia sax maniac Branford Marsalis (l) congratulates British tenor tyro Courtney Pine on his recent performance at New York's Bottom Line. Pine wrapped up his North American tour with tunes from his latest Antilles/Island release, "The Visions Tale."



the BEACH BOYS story

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For station clearance information call Unistar at 1.800.654.3904.*

UNISTAR

*Available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets.

OVERVIEW PEOPLE

Salt-N-Pepa's Gold Expression



Next Plateau execs recently presented rappers Salt-N-Pepa with gold plaques for "Expression," the first single from "Blacks' Magic." Celebrating at NYC's Hot Rods club are (l-r) producer Hurby "Luv Bug" Azor, Next Plateau's VP Jenniene Leclercq and President Eddie O'Loughlin, and the band's Sandra Denton (Pepa), Cheryl James (Salt), and Dee Dee Roper (Spinderella).



State Of Nirvana

Atlantic Chairman Ahmet Ertegun introduces Robert Plant to a roomful of media types at Manhattan's Nirvana restaurant during a press conference promoting the chart-topper's latest Es Paranza/Atlantic release, titled — not coincidentally — "Manic Nirvana."



EMI's New Alias

Alias — formed by two members of the Canadian outfit Sheriff and three from the original Heart lineup — have inked with EMI Records, and are putting the final touches on their self-titled debut, due in July. Shown at the signing are (seated, l-r) the band's Steve DeMarchi and Freddy Curci, and Capitol/Canada VP Tim Trombley; (standing, l-r) Capitol/Canada's Jody Mitchell and President Deane Cameron.

Kaoma Lambada Their Way To Gold



Kaoma's musicians and dancers had every reason to lambada after they received gold records for their Epic debut, "World Beat." Snapped at a rare standstill are (front, l-r) the band's Monica, Paola, Gabriella, and Olivier Lorsac and Epic VP Dan Beck; (standing, l-r) Kaoma's Brazil, label President Dave Glew, the band's Tensias, CBS Records Distribution President Paul Smith, Kaoma's Beu, managers Jean Karakos and Pascal Imbert, band members Loalva Braz, Pedro and Monica Nogueira, Epic's Sr. VP Don Grierson and VP Pete Anderson, and the band's Jorge and Genesis.

Broken Glass Cuts Up



Broken Glass got together with Chrysalis execs after a recent gig at L.A.'s Cat & Fiddle. On hand to hear the group's debut, "A Fast Mean Game," are (l-r) Chrysalis VP Tom Gorman, the band's David Harte, label President John Sykes, band members Dickie Rays and Tim Mosher, Chrysalis VP Kate Hyman, and the band's Mark Diamond.



Marketing, Monte Carlo Style

More than 120 delegates representing 30 countries caught the recent BMG International Marketing Conference in Monte Carlo, which featured a keynote speech by BMG International President/CEO Rudi Gassner (l). Hobnobbing with Gassner are (l-r) RCA artist Rick Astley, Arista artist Kenny G, and Arista Sr. VP Roy Lott.

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O L T E L I T S

RR

THE COMPETITIVE EDGE

JOHN PARIKHAL

New Rules For The '90s

During the '80s, the overall level of professionalism in radio improved significantly. But as we move into the '90s, the techniques which provided advantages a decade ago — techniques that were hailed as revolutionary — are merely essential basics.

Managers got better in the '80s, educating themselves about marketing, talent development, and new sales possibilities. Programmers became more sophisticated, using research, tightly focused promotion, and clearer music positions. And creative talent improved, employing formatics, personality, and creativity which powered explosive growth in syndication and morning shows.

By now, most good managers and programmers have learned the tricks that might have unseated them a decade earlier: preventive research, two-by-four marketing, and networking with highly creative talent.

It's time to look at the next set of techniques for the '90s. The following rules will help you take the lead and keep it during the race to the 21st century.

Know Where You Are

More than ever, it's essential to orient yourself in the competitive environment. This means focusing specifically on two items: demography and position.

What is the demographic makeup of your city? How are different age groups distributed? What about ethnicity? Education? Families with and without children?

Not every city is the same. Even though there's an overall aging of the population because of the baby boom, some cities are growing very fast in families with small

“One news station put up a billboard that read, ‘We Cover The News.’ Its competitor bought a billboard . . . that read, ‘We Uncover The News.’ ”

municipality, and conducting specific research designed to identify potential listeners.

The second part of knowing where you are is your station's position. Is it very clear in your listeners' minds? Does your staff have the same image of the station as listeners?

Position is more important than ever because the early '90s will be powered by stations trying to chip away at each other with the occasional wild lunge into a new format; we've already seen similar attempts with new age and hard rock.

To really know where you are, you should conduct research about your strengths and weaknesses with listeners and potential listeners. Make sure you know what issues interest them, what their musical tastes are, and whether you are more or less vulnerable

than you were six months earlier. Joint Communications partner Bob Elliot puts it best when he says, “You're either getting better or you're getting worse.”

Fight Yourself

Borrow a page from Ries and Trout's “Marketing Warfare”: you

should *regularly* attack yourself.

This is critical for stations which secured solid market leads using the once-revolutionary, now-basic techniques of the '80s: positioning research, marketing, a tight music list, and some form of guaranteed music sweep. As more and more stations adopt those techniques, it blurs differentiation and makes you vulnerable to sudden attack.

WFLZ (Power Pig)/Tampa proved this decisively. Its competitor in Tampa had not been fighting itself, and had lulled itself into a false sense of complacency.

In the '90s, always think as if you're under attack. You might even want to put together an attack team of three or four employees and give them the specific goal of figuring out how to knock off the station. They should work together and come up with a complete game plan. Once the game plan is available, discuss it. Make changes where you're vulnerable and you'll survive and grow.

For more than a decade the big three auto makers have presented a textbook case of an industry's failure to attack itself. They fought the same way, behaved the same way — but they never challenged any of their underlying operation methods. Inevitably, a competitor — Japan — did the attacking they should have done themselves.

Turn Negatives To Positives

Like it or not, an increasing number of people from President Bush to radio programmers are winning their fights.

“You might want to put together an attack team of three or four employees and give them the goal of figuring out how to knock off the station.”

This means that the '90s will be a time for constantly thinking about how to turn any kind of challenge to your station into a positive benefit. Turning negatives into positives

will separate winners from losers. Here are some examples:

- One news station put a billboard that read, “We Cover The News.” Its competitor bought a billboard on the next block that

To win in the early '90s, you'll need to be very clear on where you are so that you can defend yourself against sudden attacks. As the population ages, many stations will have to make a decision as to

'80s Basics

- Research
- Music focus
- Year-round marketing

read, “We Uncover The News.”

- KRSR/Las Vegas put hard rock on AM. It turned the “negative” of being on the AM band into a positive by positioning itself with the statement, “FM has wimped out.”

- Joint Communications International Chairman Jon Sinton notes that Payless Stores has turned its lack of sales staff into a positive by emphasizing that customers are now free to shop without anyone bugging them and suggesting they must buy.

- Buckley's Mixture, an awful-tasting cough medicine, used the taste as a positive in its marketing campaign by suggesting anything that tastes that awful must be good for you.

- WSTR (Star 94)/Atlanta GM Clark Brown wanted to reinstate “Jazz Flavors,” a popular feature that had been taken off the air. However, a competitor was already doing a version of the show. Brown reinstated the “Original Jazz Flavors” and stole back the feature.

- When Scott Shannon was at WHTZ (Z100)/New York, he was frustrated at what he viewed as competitor WPLJ's propensity to copy whatever Z100 was doing, blurring Z100's distinctiveness. He created the “Xerox Report,” a feature in which listeners were paid \$100 every time they phoned in to report what the competition was copying.



“I'm dedicated to ensuring every new batch of Buckley's tastes as bad as the last.”

I could add artificial flavouring and sugar to Buckley's Mixture. It might even make it taste better. But like they say, “If it ain't broke, don't fix it.” And like dad always said, “I'll tell you two things about Buckley's. It tastes awful. And it works.”



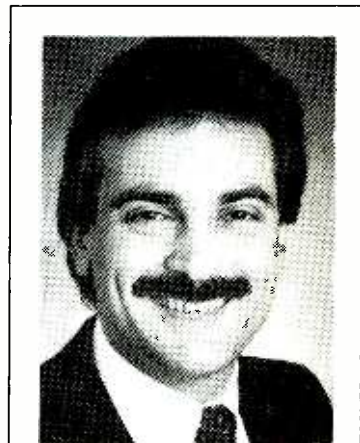
Awful taste becomes a positive in this effective ad for Buckley's.

Latest Tactics

- Constant orientation
- “Under attack” mentality
- Turning challenges into benefits

children while others are suddenly being occupied to a disproportionate extent by those with large incomes and few children.

Inevitably, radio's style and presentation will change to suit the marketplace. You can know where you are by studying census data, getting material from your local



John Parikhal is CEO of Joint Communications program and marketing consultants, which consults 75 radio stations and 15 corporate clients. He can be reached at (416) 593-1136.

#19 in a series.

Publishing Pioneer Rose Dies

Wesley Rose, Country Music Hall of Fame member and a major publisher of country and pop music, died April 26 in Nashville following a long illness. He was 72.

In 1945, at age 27, Rose left a position with Standard Oil in Chicago to head the Acuff-Rose publishing company, which his father, Fred Rose, and country star Roy Acuff had founded three years prior. Wesley Rose ran the company until 1985, when it was sold to Opryland USA for a reported \$22 million.

The catalog built under his leadership includes "Tennessee Waltz" and the Hank Williams-penned tunes "Cold Cold Heart," "Your Cheatin' Heart," and "Hey, Good Lookin'," as well as over 30 songs which have received one million or more airplays.

Rose cofounded the Country Music Association, served as its chairman three times, and was one of five CMA lifetime directors. He



Wesley Rose

was at one time President of the Country Music Foundation.

Rose is survived by his wife, a daughter, and a sister. The family requests that memorial gifts be sent to the Middle Tennessee Chapter of the Alzheimer's Association, Suite 406, 4230 Harding Rd., Nashville, TN 37205.

HILL NOW PD

KKWY Picks Up The Breeze

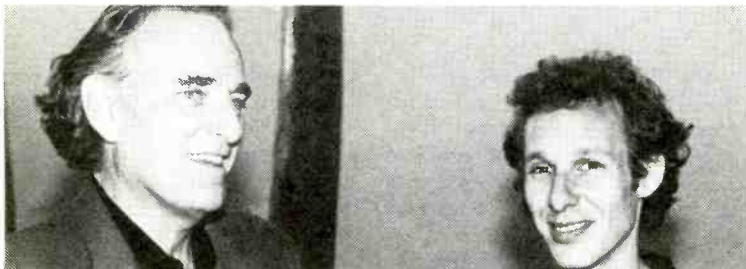
Niche 29 affiliate KKWY/Salt Lake City has joined Progressive Radio's Breeze network. The NAC's new calls are KBZN, and former crosstown KISN and KSFI staffer Don Hill has been appointed PD.

GM John Webb told R&R, "Our music is instrumental-based. Nobody else in town plays the New Age, light jazz, soft fusion mix. This music content makes us significantly different from other sta-

tions. Listener reaction has been very positive. We've received lots of calls — none negative.

"This station needed a fresh approach. There were tons of problems here: things I wouldn't care to comment on. There were no personnel when we came; they hadn't had employees in quite a while." Webb hinted some changes will be made in the near future, including Hill's taking over morning drive, but couldn't be specific.

Bedtime For Baerwald



A&M President/CEO Jerry Moss (l) chats with recording artist David Baerwald during a Hollywood listening party celebrating the release of Baerwald's solo debut, "Bedtime Stories," featuring the single "All For You."



Ralph King

RINCON RECORDINGS

King Exits Enigma To Form Label

Enigma Sr. VP/GM Ralph King has resigned to set up an independently financed Los Angeles-based label and production company, tentatively called Rincon Recordings. Distribution will be handled through Enigma/CEMA. Enigma President Jim Martone says there are no plans for a new GM appointment, and will himself assume King's duties, with sales, marketing, and promotion reporting directly to him.

King remarked, "[Chairman] William Hein and Jim Martone have been tremendously supportive in allowing me to pursue this venture and distribution deal through Enigma. I'll be able to be more involved in the A&R and production side of the business, which is what I've always wanted to do."

King, who came to Enigma via IVE and Wherehouse Entertainment, will sign rock, pop, and dance acts and expects to release at least five albums this year.

For The Record

Mr. Terry Cox is the newly appointed GSM at XHRM/San Diego, contrary to last week's incorrect gender reference (R&R 5/4).

WQMF Ups Horlander To VP/GM

Stanley Acting PD As Medert Nails Down Cosmetic Career

Michael Horlander, GSM at WQMF/Louisville since the AOR's inception in 1981, has been upped to VP/GM. He assumes duties previously handled by owner John Otting.

In addition, veteran WQMF OM Terry Medert has resigned to become VP/NSM for RJM International, a Cincinnati-based company which manufactures nail care products. WQMF Production Director Scott Stanley has been named acting PD and is a strong candidate for the permanent post.

"We've been looking to buy some new stations for quite a while, and I want to devote a little more time to that," Otting explained. "Mike is more than capable of running the station. We've been together for 11 years; I think that speaks for itself."

Medert called his decision to leave WQMF after nine years "extremely difficult. I'll miss everyone at WQMF a great deal, and the fun I've had in radio will be a tough act to follow. But an opportunity like this may not come along again."

HAEG ADDS NEW DUTIES

WDGY & KEEY Promote Stavast To GSM Post

WDGY & KEEY/Minneapolis LSM Andy Stavast has been elevated to GSM for the Malrite News/Talk/Sports and Country outlets. Concurrently, NSM David Haeg has taken on the added responsibilities of Marketing Manager.

Commenting on the appointments, WDGY & KEEY VP/GM

Mick Anselmo said, "Andy has done an outstanding job as LSM and has proven his leadership ability. Dave has done an outstanding job as NSM and has proven his leadership ability in local and national sales and sports marketing."

Stavast remarked, "I'm excited about my new responsibilities and look forward to leading the entire sales efforts at these stations."

RIAA Survey

Continued from Page 1

RIAA President Jay Berman, commenting on the results, stated, "Three-quarters of parents responded to our survey that parents need to get more involved in guiding their children's selection of all kinds of entertainment. We believe the uniform logo provides parents, and others, with a basis for exercising individual discretion in buying music." Berman also stressed that the new sticker is a "refinement of the system of voluntary labeling of recordings that the industry instituted in 1985."

Haeg commented, "This is the best sales team in the market, period. I'm excited about making a special contribution to help our stations continue moving ahead."

Stavast began his broadcast career at KEEY as an AE in 1978. After several positions in television sales in Philadelphia and New York, he returned to WDGY & KEEY as LSM in 1988. Haeg started as a news reporter at WCCO-FM/Minneapolis in 1973. After several posts at Midwest Communications, he joined WDGY & KEEY as NSM in 1988.

The Experts agree:

"Ah... Scott's not here right now, can you call back later?"
Scott Shannon, Pirate Radio, Los Angeles

"We're pretty busy at the moment... give us a call next week?"
Ross & Wilson, Z-100, New York

"Haven't you people got anything better to do? Get a life!"
John Lander, Q-93, Houston

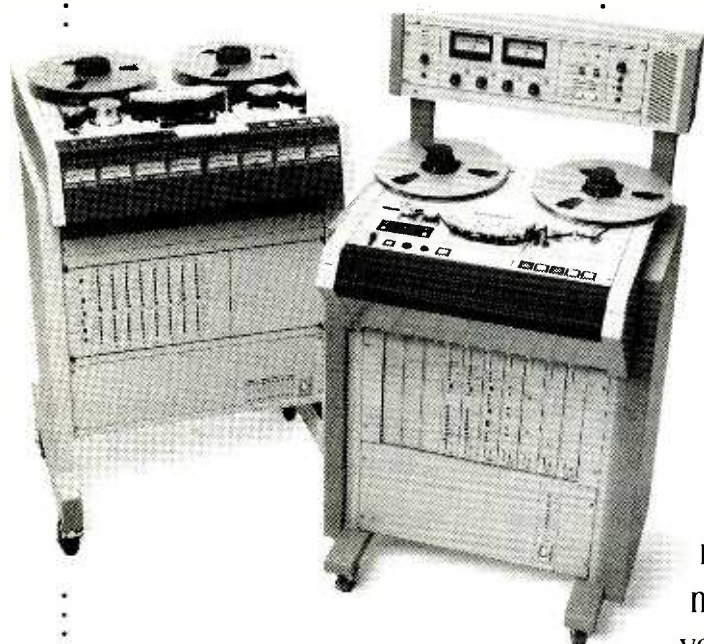
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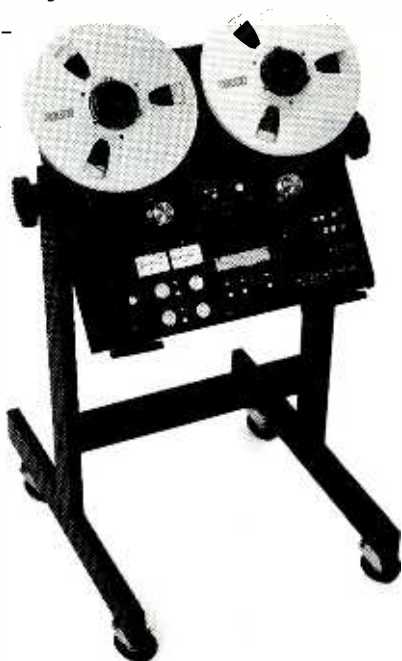


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Radio

● **JILL MARMOREK** is now Sales Manager at WZLX/Boston. She had been LSM at KODJ/Los Angeles.

● **TOM COLLINS** joins WVSR/Charleston, WV as GM succeeding **JACK ALEX**, who becomes owner/GM at WZYQ-AM & FM/Frederick, MD. Collins had been GM at WPFR/Terre Haute, IN.

● **HOWARD GHERMAN**, GM at WNAM & WUSW/Neenah, WI, becomes VP/Broadcasting Division at parent Odon Communications.

● **JAN CROMARTIE**, KFVB/Los Angeles Marketing & Promotion Manager, joins the Broadcast Promotion and Marketing Executives (BPME) Radio Committee. Other new committee members are: KDKA/Pittsburgh Marketing Director **MAUREEN DURKIN**, KLOL/Houston Director/Creative Services **DOUG HARRIS**, KJR & KLTX/Seattle Marketing Director **JANET MAGLEBY**, WLOL/Minneapolis Director/Marketing & Promotion **DAN SEEMAN**, London Broadcasting/UK's **PAM SOLVANG**, and KIIS-AM & FM/Los Angeles Director/Marketing **KAREN TOBIN**.

● **TIM RICHMOND** returns to WNEZ & WRCH/Hartford as Production Director/announcer after an absence from radio. He had previously been associated with the stations in various capacities.



William Files Stan Williams

● **WILLIAM FILES** moves to WMKT & WKHQ/Traverse City, MI as GM. He was formerly GM at WKPE-AM & FM/Orleans, MA.

● **ALAN BOX**, President/EZ Communications, has been appointed to the NAB Radio Board of Directors. Others named to the board are: WGAY & WWRC/Silver Springs, MD GM **TED DORF**, Cox Broadcasting Exec. VP **MIKE FAHERTY**, and WKYS-FM/Washington President **SKIP FINLEY**.

Records

● **RAND BLEIMEISTER** is tapped as VP/Marketing & Strategic Planning at CEMA Distribution. He had been Exec. VP at Nelson Entertainment.

● **MARY ELLEN CATANEO** is elevated from East Coast Director/Publicity to VP/National Press and Public Information at Columbia Records.

● **DAVID JOHNSON** is upped from VP/General Counsel and Secretary to Sr. VP/General Counsel and Secretary at

CBS Records. Also at the label, **KAREN JACOB** is appointed Director/Print Media. She had been Assoc. Director/Print Media at CRU Advertising, the label's in-house ad agency.

● **STAN WILLIAMS** is appointed A&R Coordinator at Profile Records. The longtime DJ is a writer for *Paper* magazine.

● **PETER KNITCH** is elevated from Field Sales Manager/Special Products to Co-Field Sales Manager at WEA. Succeeding Knitch as Field Sales Manager/Special Products is **GLENN ROSKEIN**, upped from Sales Rep.

● **ERIC HODGE** becomes Regional Promotion Manager, New York/Tri-State Area at Virgin Records. He formerly handled New York Promotion for Mercury Records. Concurrently, **JENNIFER MATTHEWS** is upped from Retail Promotion Rep/San Francisco to West Coast Alternative Promotion Rep, and **RICK SQUILLANTE** is tapped as West Coast Dance Club Promotion Manager. He was most recently OM at Resource Record Pool.

● **MARK JACKSON** is upped to Sr. VP/Finance & Control at EMI Music Worldwide. He was previously VP/Finance & Control. Concurrently, consultant **ANNE PAYNE** is tapped as Sr. VP/Information Technology.

● **HELEN MURPHY** is tapped as VP/Investor Relations, North America at PolyGram Records. She had been VP/Research at Richardson Greenshields of Canada. Also at the label, Account



Mary Ellen CatanEO Rand Bleimeister

Service Rep **ALBERT IMPERATO** is upped to New York Sales Rep, and Personnel Administrator **FELICIA WAX** becomes Human Resources Manager.

● **LLYN ADALIST** becomes Manager/Publicity & Promotion at ECM Records. She had worked in national promotion & publicity at PolyGram Canada.

● **LINDA KLOSTERMAN** is appointed Manager/Distributed Labels at Sparrow/Star Song Distribution. She most recently served in marketing and creative services at Maranatha Music.

PROS ON THE LOOSE

Donna Baske — National Programs Mgr./National Talent CRN International (203) 387-7366

John Bennett — AMD KKFR/Phoenix (602) 892-0540

Tony Coles — AMD/overnights WXGT/Columbus, OH (614) 299-6091

Stuble Doak — Mornings WMGG/Columbus, OH (614) 876-1240

Paul Donovan — MD/middays WBBM-FM/Chicago (312) 943-9658

Steve Fratt — Nights Z-Rock (214) 594-5102

Robin Jones — Mornings WMGG/Columbus, OH (614) 876-1240

Dave Michaels — Late-nights KROY/Sacramento (916) 349-2715

Jeff Michaels — News anchor ABC Network News (914) 741-2756

Dave Millar — Promotions Dir. WCXI/Detroit (313) 722-0516

Mike Oliviero — Promotion Dir. WGTR/Miami (305) 749-7729

P.J. Olsen — MD WLOL/Minneapolis (612) 331-2379

Shawn Scott — MD/afternoons WVKZ/Albany (518) 372-4025

Cat Simon — Mornings WWMG/Charlotte (704) 541-0286

Kevin Sutter — RCA Sr. Dir. National Album Promo (516) 351-1136

"Wild" Jay West — Late-nights KNRJ/Houston (713) 568-6585

Alan White — Local rep/Denver Atco Records (719) 475-9509

● **RON DEUTSCHENDORF**, longtime personal manager and record executive, announces the formation of Denver-based Artistic Records. He can be reached at P.O. Box 31637, Aurora, CO 80041; (303) 344-2551.

● **CANDID**, the longtime jazz label, has returned under the PPI Entertainment Group banner. It will be distributed as the DA Music Jazz Line. Original producer **NAT HENTOFF** returns as producer. Also part of PPI are jazz labels Mood Records and Blue Flame, and new age label AlscO.

● **STUART RUBIN** is elevated from Manager/Product Development to Managing Director at BMG Australia. He succeeds **BRIAN SMITH**, who resigned.



David Johnson Hank Medress

Industry

● **HANK MEDRESS** is named President of EMI Music Publishing, Canada. He had been Director/A&R Staff Production at SBK Entertainment World.

● **HUGH WILCOX** becomes VP of Apex Systems, a signal processing technology firm. He was most recently President of CETEC Rayermer.

● **SCOTT JOHNSON** is appointed Marketing Director at RadioWare. He was most recently PD at KYKX/Longview, TX.

● **HIGH CABLEVISION** of Lancaster, PA has changed its name to **HIGH MEDIA GROUP** owing to expansion and diversification into radio broadcasting and other communications areas.

—Holly Sklar

CHANGES

Jodi Smith and **Brenda Vrzak** join the sales department of KXKL-AM & FM/Denver as Retail Marketing Director and AE, respectively.

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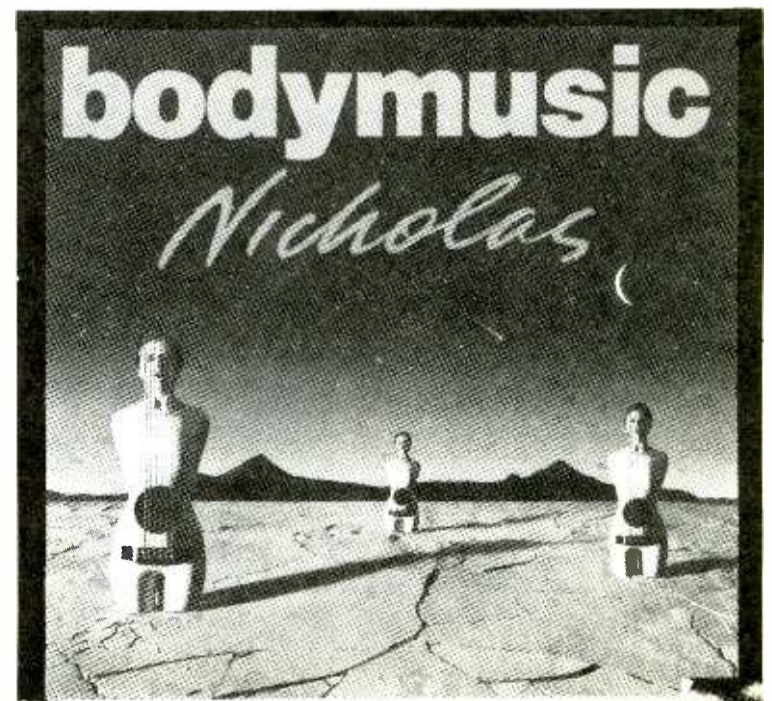
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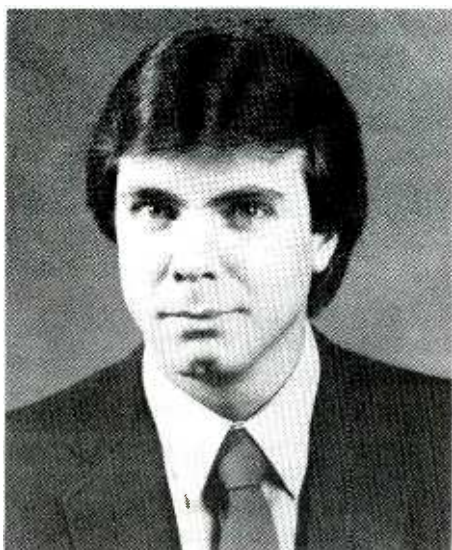
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Gerry DeFrancesco

VP/Station Manager
VP/Programming

KIIS-FM

(Also hear Century 21 jingles in LA on K-Love and KTNQ.)



Chicago, IL

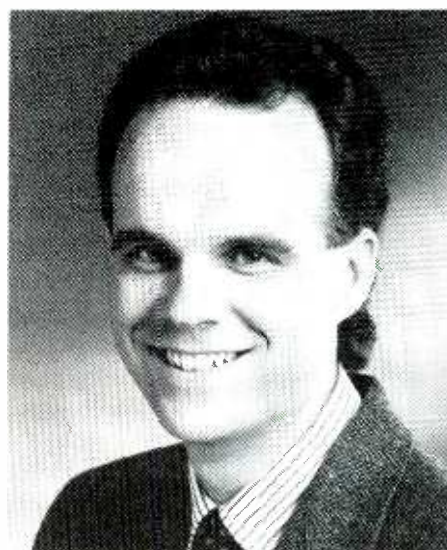
"Century 21 jingles are helping us create the buzz of Chicago's 'Killer Bee', B-96."

Dave Shakes

Program Director

WBBM-FM

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Dan Vallie

Consultant to

WPLJ

(Also hear Century 21 jingles in New York on WNSR, WABC & WFAN.)



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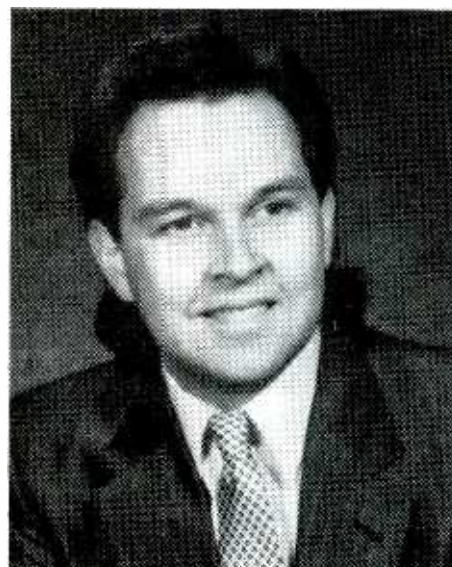
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Program Director

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Zoo York Morning Madness

In the wake of the word that he was on the way out of Z100/NY's morning zoo, cohost **Brian Wilson** blasted the CHR outlet in the Saturday (5/5) edition of New York's *Daily News*, specifically citing the station's sagging morale and the show's lack of spontaneity due to an overstructuring of the format. Wilson also claimed he was taking the fall for a soft book.

Z100 VP/Programming **Steve Kingston** — who was trying to work out an amicable parting — phoned Wilson and relieved him of his duties over the weekend. Monday morning (5/7), **Mr. Leonard** was on-air solo saying, "We've bombed the morning zoo," and pitching for audience support to make him Zoomaster.

By Tuesday, MTV's **Adam Curry** was guesting with Leonard, but **Ross Brittain** (minus Wilson) returned on Wednesday (5/9).

Kingston had nothing new to add about former WPLJ PD/morning man **Gary Bryan** coming on as Brittain's partner, but told ST his search was leading him to Seattle, Atlanta, Houston, and L.A. Wow.

Incidentally, after two years at WPLJ, morning cohost **Linda Energy** is out. She's replaced by TM Radio Comedy Services Director **Rusty Humphries**, who'll temporarily team with producer **Archer Dusablon**.

However, WPLJ VP/Programming **Tom Cuddy** tells ST that "the nationwide search for a permanent wakeup host is still under way." Cuddy and President/GM **Mitch Dolan**, by the way, are spotlighted in R&R's "Interview Of The Week" (see Page 50).

Whipping Post

The Tuesday (5/8) edition of the *Washington Post* took on WAVA/Washington morning mouths **Don Geronimo & Mike O'Meara**, saying the pair's ratings were slumping "because of all the chatter." Two weeks ago, the duo spent a good portion of their show complaining about the unfairness of **Arbitron**: "White diarykeepers are paid a dollar and black households may receive as much as five dollars."

Geronimo & O'Meara spent most of their Tuesday show attacking the *Post*. Later that morning, VP/GM **Alan Goodman** issued an on-air apology for the duo's remarks, and announced that "Geronimo & O'Meara are suspended indefinitely, but are still under contract."

A spring book stunt? Or the real deal? Neither Goodman nor PD **Matt Farber** would return calls. Stay tuned!

At the stroke of deadline, ST learned that **WPOC/Baltimore** VP/GM (and **Nationwide Radio** Group Manager) **David Fuellhart** has resigned for personal reasons. Fuellhart had been GM at 'POC for 16 years.

KGB/SD night rocker **Bryan Schock** fills the three-month MD opening at **KNAC/L.A.**

The battle between **Jacor** and **WNRJ/Columbus, OH** over the rights to use the slogan "Power Pig" has reached the "my lawyer/your lawyer" stage. ST hears 'NRJ wants to license the slogan. Will Jacor go for it?

Nationwide's KWSS/San Jose has lost its GM and its morning team. GM **Dave Samp** has returned to **KRQ/Tucson** as GM. (He was formerly GSM there.)

Morning dudes **Rob Harder** and **Jim Wood** (aka "The Bay Brothers") have resigned, with Harder heading back to Memphis, and Wood rejoining former KWSS PD **Mark St. John** at **WAPI (95)/Birmingham** for middays. T&Rs to PD **Larry Morgan**.

When **Mercury** VP/CHR **Brenda Romano** moves to **Hollywood Records** as Sr. VP/Promo (see Page 1), she'll look to hire a national CHR/AOR staff and a regional/local force of 10-12.

Meanwhile, Mercury Sr. VP/Promo **David Leach** reportedly has his eye on at least two current Mercury players to fill Romano's slot.

As ST went to press, **WLUM (Hot 102)/Milwaukee** was thisclose to inking **WGRD/Grand Rapids** OM **Gregg Cassidy** as its new PD, when suddenly the deal fell through. 'LUM GM **Steve Sinicropi** is back in the hunt.

After three years, **WLOL/Minneapolis** MD **P.J. Olsen** is out. OM **Gregg Swedberg** will do the music for now. Reach Olsen, who's looking for a record promo gig, at (612) 331-2379.

And . . . after nearly five years at **B96/Chicago**, MD/midday man **Paul Donovan** exits. Reach him at (312) 943-9658. Donovan's replacement is **Elektra** National Field Director rep **Todd Cavanah** (who was already doing weekends at B96).

The i's and the t's still need to be dotted 'n' crossed, but it appears that **WZCL/Norfolk** PD **Don Schaffer** will be awarded VP stripes.

Look for **EMI** VP/WC Promo **Mark Kargol** to stay put, rather than jump to **Giant Records**. EMI has renegotiated Kargol's contract.

Continued on Page 43

LOCK AND KEY

JULIA FORDHAM

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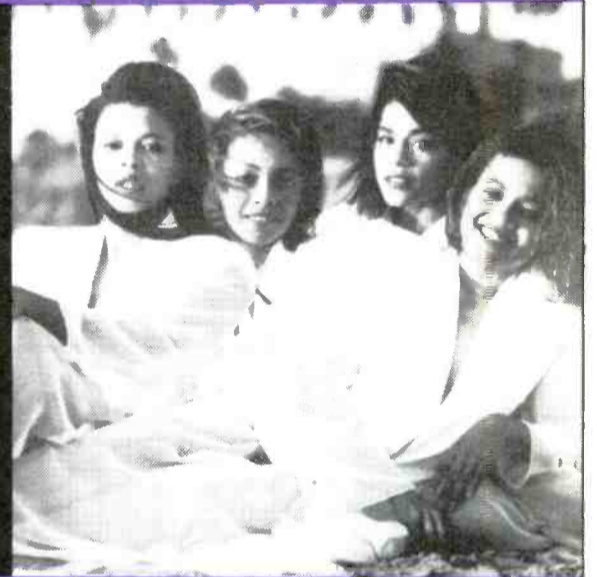


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STREET TALK®

Continued from Page 40

In the wake of **WPLJ/NY** Station Manager **Steve Candullo's** exit to become President/GM at **WKQI/Detroit** (see Page 1), 'PLJ Pres./GM **Mitch Dolan** is eyeing internal and external candidates to replace Candullo. The new gig would carry the GSM title.

Nipper Restructures AOR Dogs

As part of a restructuring of the label's AOR department, **RCA** Sr. Director/National Album Promo **Kevin Sutter** exits. Reach him at (516) 351-1136.

Meanwhile, Nipper VP/AOR **Wynn Jackson** tells ST that EC National AOR Director **John Sigler** will have expanded duties. And . . . RCA Alternative College Manager **Bruce Flohr** will become Assoc. Director/Alternative Promo. A college-level replacement is sought.

ST hears that **Polydor** VP/Promo **Billy Smith** is sitting down this week with **PolyGram** Exec VP/GM **Bob Jamieson** to discuss the Sr. VP/Promo slot that's soon to be vacated by **John Brodey** (who's heading to **Giant** as Sr. VP/GM).

Ken Benson — formerly PD at **WTHT/Portland** — has grabbed the PD post at **WRQN/Toledo**, beginning in mid-May. Benson replaces **John O'Rourke**, who landed the Promotion Director slot at **Q105/Tampa**.

Also new to Q105 is midday air personality **Alicia Kaye**, who comes from **KNRJ/Houston**. (In other **KNRJ** changes, overnigher **Jay West** exits via a buyout from previous owner **Emmis**, and night rocker **Paco Lopez** heads for **KKFR/Phoenix**.)

Shoring up the **KNRJ** airstaff on a temporary basis are ex-crosstown **KKBQ** personality **Dave Thompson** (who replaces Kaye); late-nighter **Chris Alan**, moving to nights (replacing Lopez); and parttimers **Terry McGuire** and **Johnny O**, segueing into late-nights and overnights, respectively.

Changes in the **Capitol** promo lineup: **Tony Chalmers** becomes EC Nat'l Dir. Promo, **Bobby Bland** moves from repping the Twin Cities to repping Boston, and **WLZR/Milwaukee** MD **Kelly Wallace** becomes the new Capitol rep in Minneapolis.

In addition, Capitol Nat'l Dir./Club Promo **Frank Murray** is boosted to Nat'l Dir./Crossover Promo, while staff assistant **Lisa Breetveld** is named Manager/Crossover Promo.

Veteran **KUPD/Phoenix** morning man **Dave "Mayor Of Palookaville" Pratt** has reupped with the **Tri-State** AOR for another three years.

Chrysalis has named music journalist **Duff Marlowe** West Coast Director A&R.

Suite Talkin' Guide

New **R&R** Convention '90 "Suite Talk" wafting its way down Avenue Of The Stars has **Elton John** possibly showing up and *maybe* even performing Friday night at **MCA's "Club R&R."** Meanwhile, Constellation Blvd. chatter has **Bobby Brown** making an appearance — and singing his duet with **Glenn Medeiros** — at that same event.

Other juicy rumors are that **Kim Basinger** will be dropping by the **WB** suite. And since **Madonna's** in town for a string of concerts . . .

What is known is that **Geffen** recording artists the **Brothers Figaro** will be performing at 11pm on Friday (5/11) in the label's suite.

After 11 years at **Q105/Tampa**, Production Director **Mike Reeves** exits for **Y95/Dallas** and a chance to hook up with his old PD, **Randy Kabrich**, who's now Station Manager/PD at **Y95**.

Jay Meyers is *not* the interim PD at **KJQY/San Diego**. He's been hired by **Command Communications** to act as an in-house programming consultant and — with the blessing of soon-to-be-owners **Legacy** — implement the new format change that's set to take place Thursday (5/10).

Look for the station to drop the "K-Joy" handle and head in a decidedly more current-based AC direction.

All-Led Zeppelin II

The all-Led Zeppelin stunt pioneered by **Great American's WXTB/Tampa** last winter has reared its fearsome head again. Classic Rock **WMGG (Magic 99.7)/Columbus, OH** launched the "format" last Thursday (5/3) by playing "Stairway To Heaven" for 16 consecutive hours. The station then tossed in the rest of the Zep catalog and played nothing else until Saturday afternoon.

Magic's been readding one classic artist to its library every day. The gimmick culminates Monday (5/14), when the station will unveil its new morning show.

Ah, but here's the rub: **Jim Blycamp** — night personality at **Great American Columbus AC WTVN** — called Tampa, put 'XTB GM **Dan DiLoreto** on the air, and got him to reveal the precise details of the Zep scam.

Blycamp has been doing "Magic Updates" ever since, telling listeners exactly what 'MGG's next move will be. He's even predicted who Magic's new morning personality will be — former **KSJO/San Jose** badboy **Perry Stone!** Is Blycamp right? Don't bet against him.

Continued on Page 44

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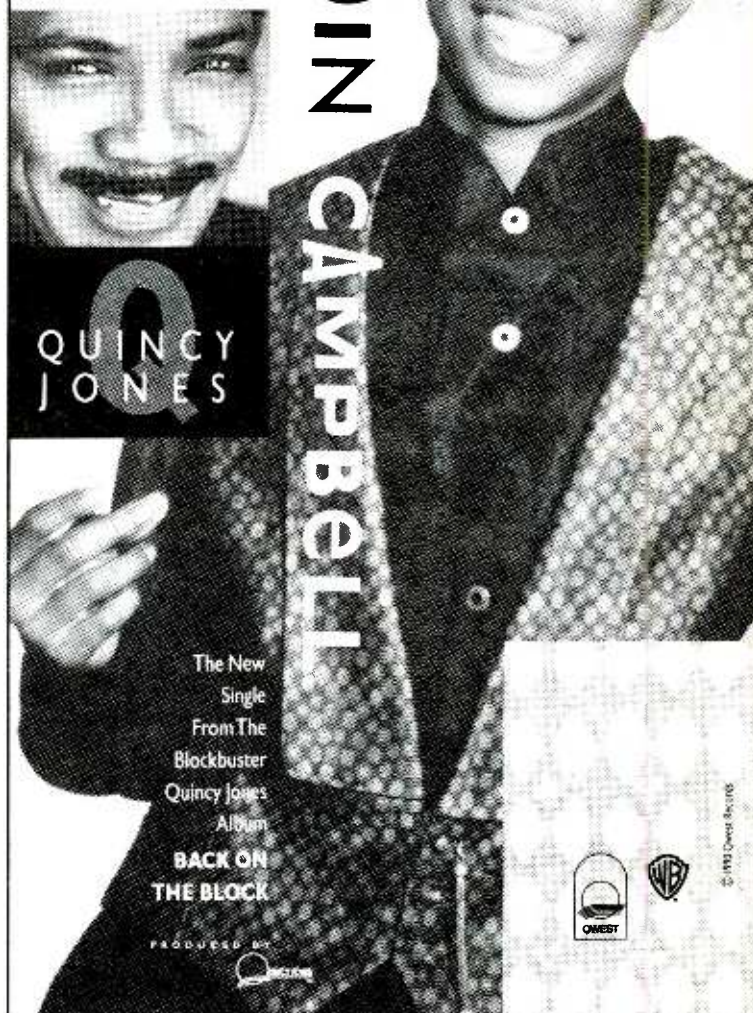
"TOMORROW

[A BETTER YOU, BETTER ME]"

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B95 35-31	FM102	KCAQ
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N.M.E.

SEE THE BOUT LIVE!

COMING SOON ON I.R.S. VIDEO

IRS-82040

STREET TALK®

Continued from Page 43

ABC Radio Nets Director/Advertising & Publicity **Jodi Goalstone** exits this week to return to communications consulting.

EZ's AC KAMJ/Phoenix has changed calls to **KMXX (Mix 101-FM)** and a more Gold-based AC approach, featuring the hits of the '60s, '70s, and '80s alongside some current music. Incidentally, AM sister Sports/Talk **KMPX** has grabbed those **KAMJ** calls.

With the exit of **OK95/Tri-Cities, WA PD Dan Stone** and MD **John Travis**, midday personality **Greg DeLange** and afternoon jock **Dan Murphy** are handling music for now.

No new PD named, but consultant **Al Peterson** is working with the station as it heads toward a more mainstream direction.

Former **WANS/Greenville OM Bill McCown** and MD **Jeff Hayes** are now legally free to pursue new programming opportunities. Reach 'em at (803) 232-2653.

Hip Lip Trip

Y107/Nashville — the station that first gave its loyal listeners a chance to win a breast augmentation operation — is now offering one lucky winner an opportunity for perhaps even greater bodily disfigurement — a chance to have the lips of **Aerosmith** lead singer **Steve Tyler!**

The transformation will come courtesy of collagen injection, which is not quite permanent, but lasts for several months.

Enigma National AC/NAC/Jazz/Urban rep Claire West exits, and the position is being restructured to include CHR duties. Reach West at (213) 969-9566.

Burkhart/Douglas & Associates have reinked a pair of former clients — **Great American's WKLS/Atlanta** and **KROY/Sacramento**.

Rhino Manager/Nat'l Alternative Promo Tom Kenney jumps to the *Album Network*. Sr. Dir./Promo **Rich Schmidt** needs to fill that slot as well as a Special Projects Coordinator position. Contact him at (213) 828-1980.

KJMZ/Dallas midday jock **Keith Solis** segues to sister station **V103/Atlanta**. T&Rs to PD **Elroy Smith**.

Geffen is looking for a Houston rep to replace **Colleen McDonald**, who segued to **WB** in the same market. Contact VP/Promo **Peter Napolitano** at (213) 285-2763.

To coincide with the 25th anniversary reunion of **KHJ/L.A.** Boss Radio personalities set to take place at **R&R Convention '90**, L.A. Mayor **Tom Bradley** proclaimed Wednesday (5/9) "Boss Radio Day" in the City of the Angels.

Didja know that **WLUP (AM)/Chicago** afternoon driver **Steve Dahl** was co-executive producer of the recent **ABC-TV "Beach Boys: A Summer Dream"** special?

Eye Know A Little

Although ST received *six times* as many entries in this, the second week, of our "Eye Know" contest — including such educated guesses as **WMDM/Lexington Park, MD Big Dave Cowden's "Ric Ocasek losing his Adam's apple at sunset"** and **KEKB/Fruita-Grand Junction, CO's Tom Sheldon's "Lyle Lovett's new album cover"** — there's still no correct answer in our in-box. Rest assured, however, the answer soon will appear, larger than life, within the pages of **R&R**.

"Anything For Laughs" — the **Film House/Dick Clark** co-production starring several **BIG-NAME** radio personalities from around the country that aired on **ABC-TV** last Sunday — was the 20th most-watched show in America last week, hitting a 15.0 in the **Nielsen** ratings with a 24 share.

J.J. "The Jammer" Walker heads from afternoons at **Y100/Miami** to late-nights at **KDWB/Minneapolis**.

B96/Chicago overnighter **Larry Martin**, 44, passed away on Monday (5/7), after having been hospitalized with a pancreatic condition.

And . . . condolences to the family and friends of **KWSS/San Jose PD Larry Morgan**, whose father passed away (4/30).

A li'l extra treat for convention-goers and L.A.'s unconventional types alike: **KRTH** will be holding a "Radio & Records" weekend starting at noon on Friday (5/11). Listeners will find clock and portable radios up for grabs as well as records from the **Rhino** label's series of reissue compilations.

Longtime **WHJY/Providence** morning mouth **Carolyn Fox** has resigned, effective June 29, in anticipation of the birth of her first child.

But, Officer . . . I'm On The Air

KKBT/L.A. weekend night jock **Big John Monds** experienced a true radio nightmare when thieves broke into the station Saturday (5/5), heisting a TV and other goods.

Their actions triggered a silent alarm that notified the police and a security company, the latter of which called Monds and told him to meet the police when they arrived.

Unfortunately, L.A.'s finest mistook Monds for one of the robbers and refused to believe him when he said he was the DJ on the air. *After 40 minutes of dead air*, a station rep finally confirmed Monds's story, and the police let Big John go finish his shift . . .

Congratulations!

To GM John Sutherland, OM Ron Valeri and their staff at **UNTAMED RADIO™ WAAF/Worcester** and Zapis Communications for great gains in the Boston Arbitron Ratings over the past nine months...

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SOURCE: Sum '88, Fall '88, Winter '89 Arbitron Ratings - Boston MSA

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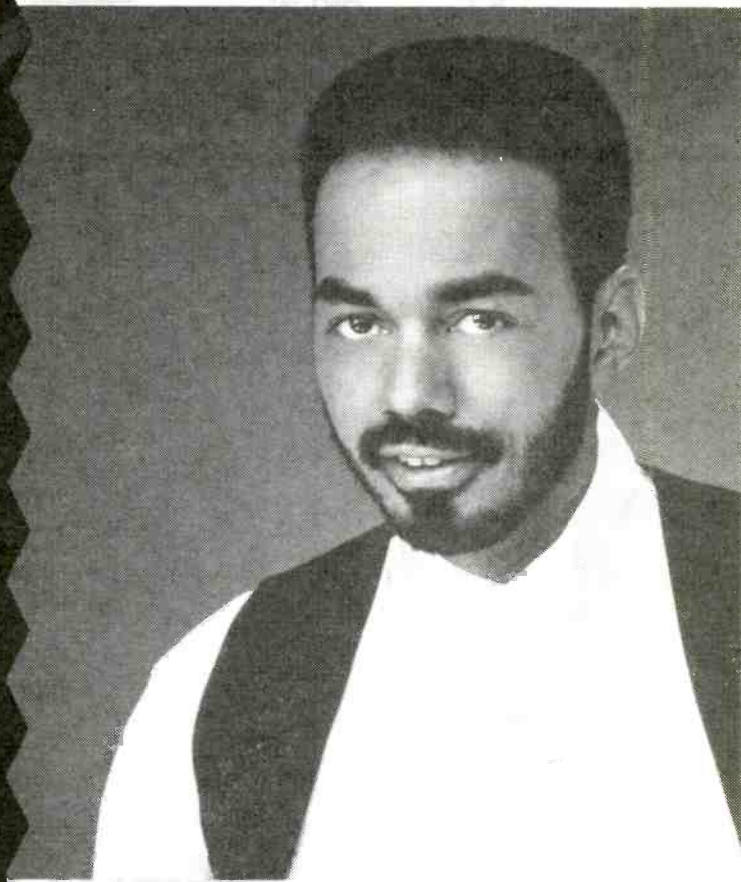
WAAF
107.3 FM

JAMES INGRAM



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H E A R T
”

THE NEW SINGLE



Produced by **THOM BELL**
(for Bellboy Productions)
and **JAMES INGRAM**
(for James Gang Productions)
From The Album **IT'S REAL**



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FCC

Continued from Page 1

According to a source, the FCC wants to make sure there is always an "arm's-length" relationship between the petitioner and the third party that stands to benefit from a settlement.

Service agreement settlements are also under scrutiny. In such arrangements a broadcaster agrees to pay a petitioner for consulting or some other service in exchange for the petitioner's agreement to drop the petition. The NBMC is currently party to many such agreements.

NBMC Chairman Pluria Marshall questioned the need for such a crackdown. Limiting settlement options, he said, won't discourage his group from filing petitions to deny renewal against stations it believes have discriminated against blacks.

"We're still going to file on them," said Marshall. "If they want to go to court instead of settling, fine. [Tougher settlement rules] would mean more trouble, not less, for broadcasters."

Character Building

The final element of the Commission's anti-abuse package is an expected move to tighten the

agency's Character Statement. Details were scarce, but sources indicated the new policy for determining who is fit to hold a broadcast license will not be as tough as the pre-1986 standard, which was relaxed in the deregulatory wave that swept the FCC in the Reagan era.

Speed The Process Plow

Meanwhile, in an effort to improve the comparative licensing process, the Commission is expected to move to shorten discovery periods and filing deadlines, and approve a rule aimed at "de-emphasizing oral hearings" in favor of "confining the licensing process to paper."

The Commissioners are also considering a proposal that would give them six months to act on licensing decision appeals, after which the Review Board's decision would become the agency's final word in the matter.

According to a senior Commission staffer, comparative licensing proceedings currently last an average of 33 months — too long in the eyes of applicants, their lawyers, and Chairman Al Sikes.

Radio Revenues

Continued from Page 1

Rivin said some of the revenue explosion in Las Vegas was caused by three new stations, either start-ups or move-ins, "that have matured during the past year." But he said Las Vegas also benefitted from a widespread pattern of growth in Western markets.

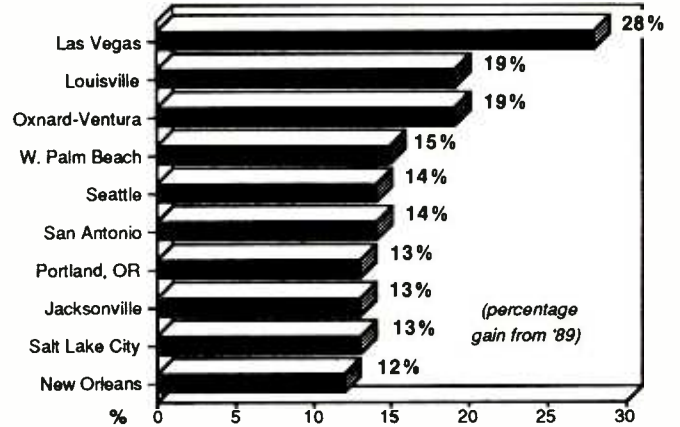
Most of the new cash was generated at the local level, with national growth trailing in most markets. Some markets (8.7%) even reported a decline of 10% or more in national advertising revenue. None, though, reported a drop of as much as 3% in local revenue.

Nearly a third (32.6%) of the markets reported that local revenues were up 10% or more for the first quarter of 1990, compared to the same period last year. Nearly as many (30.4%) reported that national-level cash was up 10% or more.

However, barely more than 20% of the markets reported total revenue increases of 10% or more. "In large part," said Rivin, "it's because in a great many cases those that have enjoyed double-digit growth for local have not enjoyed it for national, and vice-versa."

Although he noted something of an upward trend in the West, Rivin said regional patterns "are less

First Quarter 1990 Compared To First Quarter 1989 Top Ten Growth Markets



Note: All figures are adjusted for first quarter '89 13-week standard broadcast quarter for comparison to first quarter '90 12-week standard broadcast quarter. Percentages are rounded to nearest whole number, but listing order is by actual ranking.

clear-cut than they've been in the past." Growth for the first quarter of this year, he indicated, was more market-specific than regional in nature.

Miller, Kaplan, located in North Hollywood, CA, bases its quarterly Radio Revenue Scorecard on reports from 1023 stations in 75 markets.

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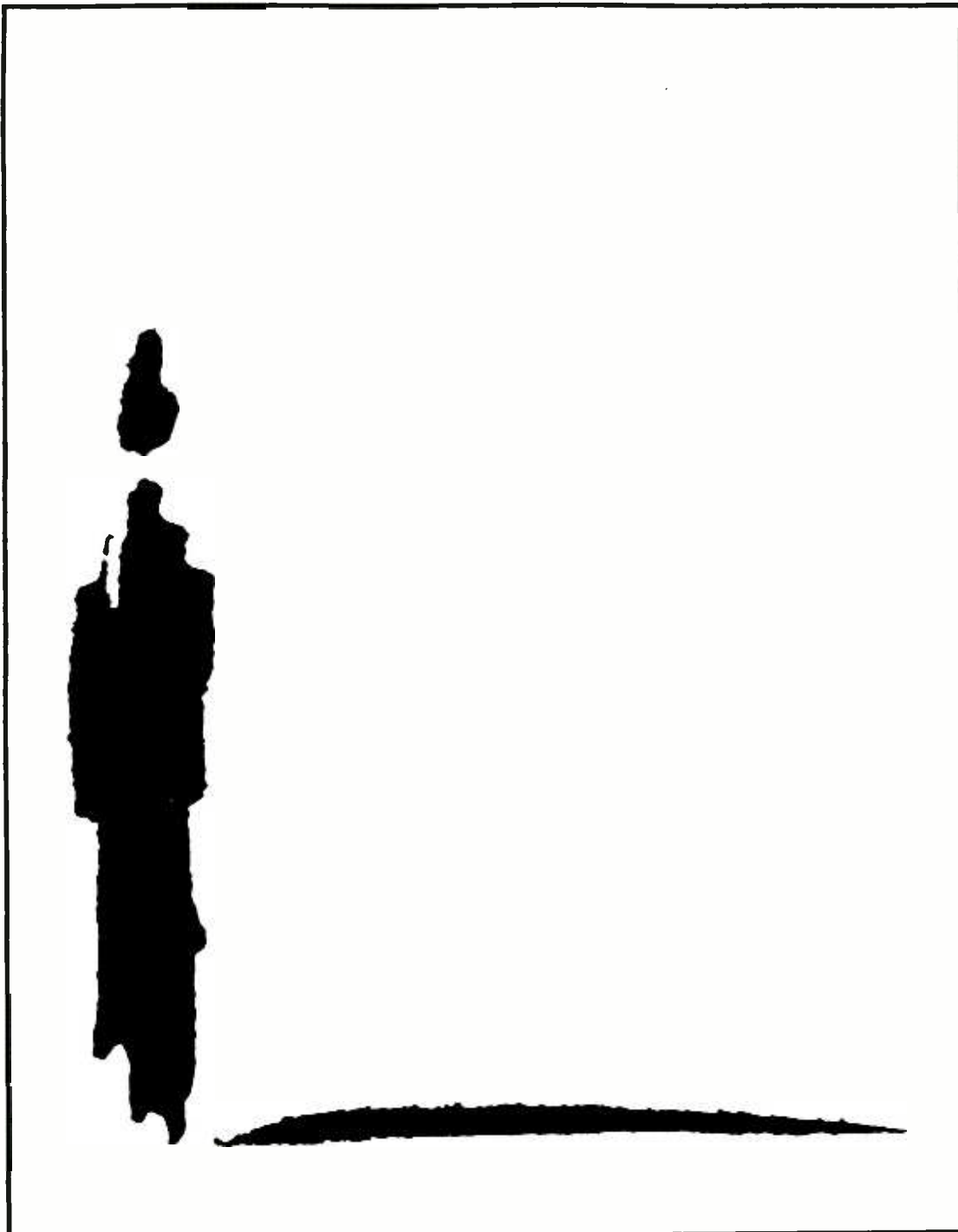
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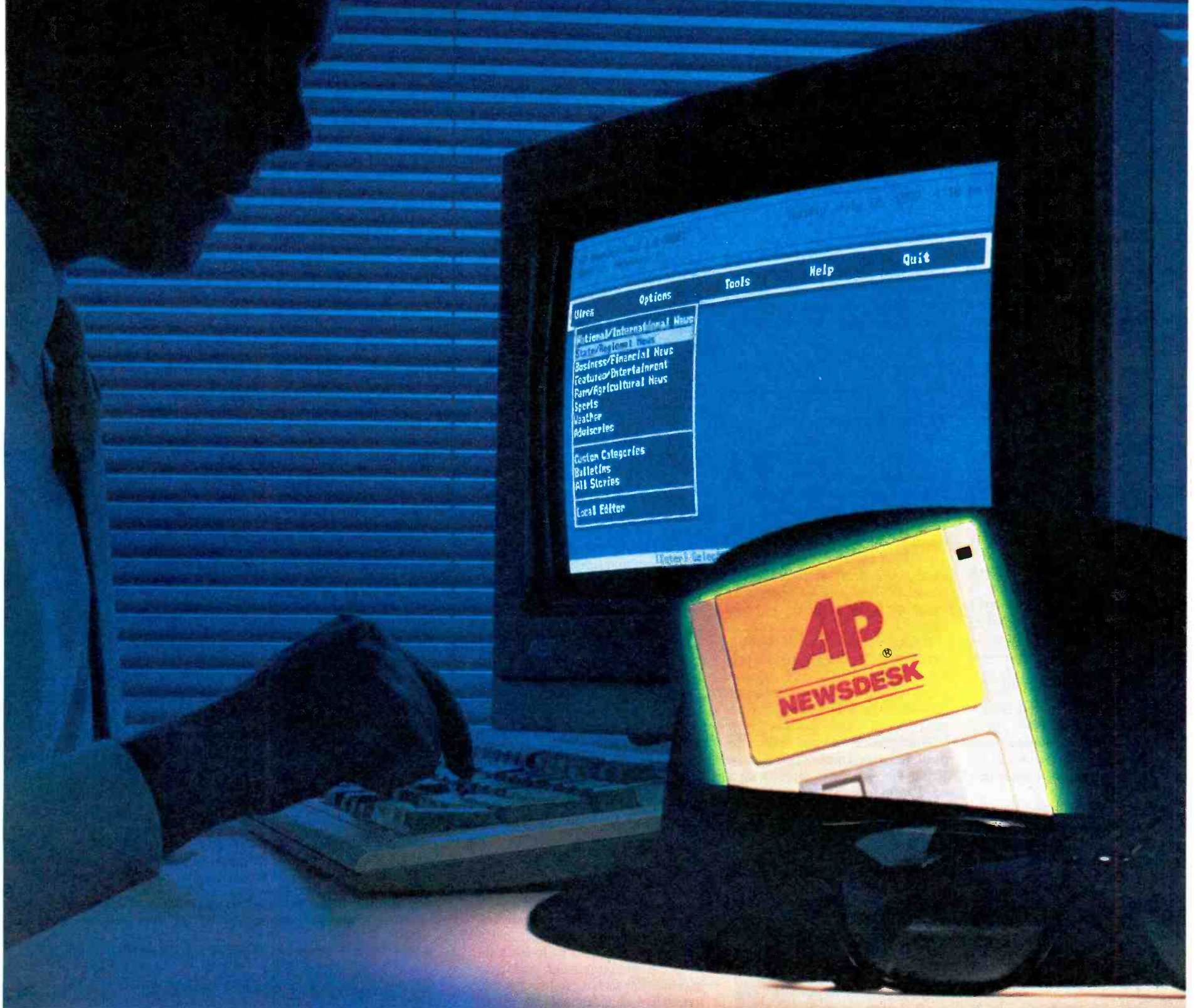
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HOLLYWOOD BECOMES ELEKTRA PARTNER — Commemorating the distribution agreement are (l-r) Elektra Entertainment's Exec. VP Aaron Levy, Sr. VP/Business Affairs Gary Casson, and Chairman Bob Krasnow, Hollywood Records President Peter Paterno, Elektra Record Group Exec. VP Robert Morgado, and Walt Disney Company President/CEO Frank Wells.

Hollywood

Continued from Page 1

Elektra Entertainment Chairman Bob Krasnow remarked, "Doing business with Disney is exactly the right move for Elektra at this time. One could not hope for a better strategic fit. Their management team has shown incredible creative instincts and marketing ability in every expansion thus far. The 'Magic Kingdom' has indeed been magical and our new relationship should further that artistic and creative vision."

Paterno added, "With the many excellent companies offering to distribute Hollywood, our ultimate decision was extremely difficult. I've known Bob Krasnow for many years and have been impressed with his dedication to quality and his ability to balance audience and industry needs. We simply went with the company we believed offered the most thorough and attentive distribution possible."

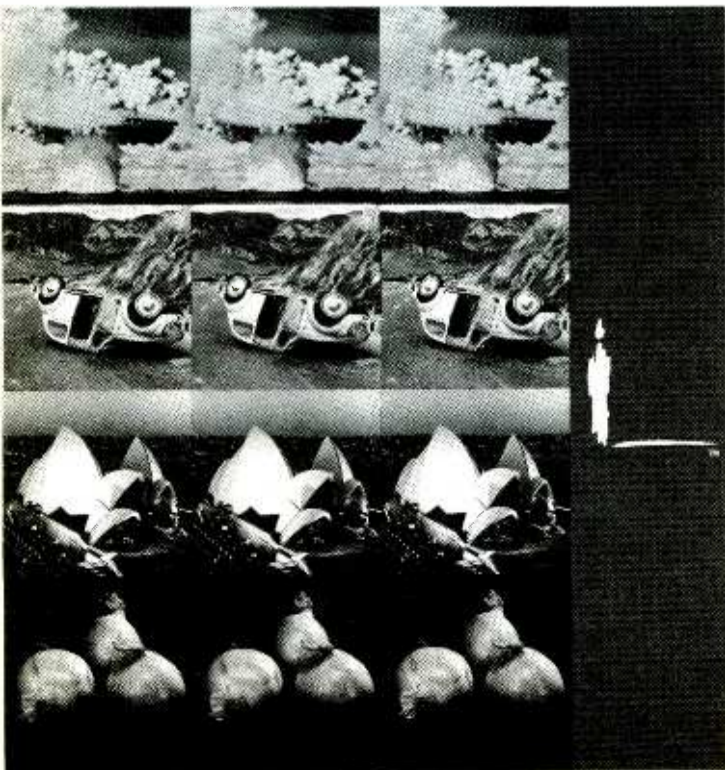
The soundtrack to Steven Spielberg's "Arachnophobia," due in late July, will be Hollywood's premiere release, to be followed by a first single release in August.

Elektra

Continued from Page 3

Maniacs, Billy Bragg, the Sugar-cubes, Georgia Satellites, Sara Hickman, Happy Mondays, and others. He's held A&R posts at Island, Bronze, CBS, and Columbia Records.

Jeffries recently joined Elektra from a VP/A&R post at Virgin. She's previously pulled A&R stints at RCA and A&M.



Candullo

Continued from Page 1

Candullo entered radio as an AE at WVBF/Boston, taking a similar post at WPLJ and moving to sister WABC as Retail Sales Manager in 1985. In 1986 he joined WRKS as GSM, and replaced Mayo as VP/GM when he left to form BPI in 1988. When Summit purchased WRKS last year, he returned to WPLJ as Station Manager.

Third Stone

Continued from Page 3

Bieber commented, "Stone-bridge now becomes one of the few independent production companies to become involved in music publishing and the development of new talent."

Rudolph added, "We believe music to be the most under-utilized element in film, and we plan to involve our talent at the earliest possible stages."

Having worked extensively with film and TV, veteran record producer/composer Rudolph previously served as music advisor on such films as "Black Rain," "Running Scared," and "Cocoon."

Third Stone, named after the Jimi Hendrix track "Third Stone From The Sun," has already signed Miami-based hard rock band Cryer and singer/songwriter Sean Rickman, among others, and expects to release product before year's end.

CBS

Continued from Page 3

paralleled. CBS Records has always been known for its large and efficient distribution system, but that very size meant that there were specialized areas in which we needed more strength. Now, working with IRD, we can combine their knowledge with our marketing clout to provide much stronger support to alternative artists through both distribution organizations."

IRD President Barry Kobrin added, "One of the main factors which attracted CBS to us is the unique way we market and sell our artists. They've seen us achieve monumental success with an eclectic group of acts. Our relationship with CBS will provide us with the type of support we need to develop each and every artist to his full potential."

The Relativity roster includes guitarists Joe Satriani and Steve Vai. Combat is known for the metal acts Megadeth, Slayer, and Exodus, whose careers it launched, while current acts include Dark Angel, Forbidden, and Death. In-Effect hosts an array of streetwise artists such as 24-7 Spyz and Nuclear Assault.

KMEZ

Continued from Page 3

GM John Butler told R&R, "This is a very competitive market, and it's in a state of flux. A few stations are being sold; others are changing call letters and formats. [Country] KSCS and KPLX are giving away lots of money, and [KVIL VP/morning man] Ron Chapman is very good. But there's enough room between [AC] KMGC, [NAC] KOAI, and [AC] KQZY for us to compete. We have a four share now — which isn't bad."

"We were attracted to the consistency of music with Special Blend. The playlist is between 750-800 cuts, and will be totally on CD. In the '90s, we feel we'll have to win in out-of-home listening 10am-3pm."

Bowens

Continued from Page 3

need to be looked at — and I'll be able to look at them more carefully, having stepped aside from the GM position."

Bowens added, "I'm looking to keep the station current, updated, and hot. I'm looking to bring some innovative changes and see what we can come up with." Bowens had been WILD's GSM since 1980 and had also served as LSM at WNJR/Newark and worked at McGavren-Guild.

Of Perlstein, he said, "Neal has come up through the WILD ranks and has a very good reputation in the Boston market. He's already having an impact on our sales operation."

Perlstein said, "After working here almost five years and going out into the 'major market,' I discovered there were a lot of things WILD could improve on. One of the reasons I was willing to come back was that I was given the opportunity to institute some of those things and make the station more efficient and a force in the Boston market."



June Colbert

Linda Alter

Jeff Backer

Gregg Feldman

Arista

Continued from Page 3

earned the respect of radio and has built himself an extremely successful track record."

Turning the spotlight on the four new national promoters, Bisceglia said, "I feel record companies are top-heavy with national staff in the home offices. With their combined 50 years of experience and cross-section of relationships around the country, these new Associate Na-

tionals provide the most effective way to strengthen this solid promotion department."

Rizzo said, "I am extremely lucky to be part of such a great team of people." Commenting collectively (a technique requiring considerable rehearsal), Alter (formerly Regional Director/Atlanta), Backer (Miami), Colbert (Dallas), and Feldman (Seattle) seconded that emotion, saying, "This is the greatest promotion team in the business today."

POP-STARLINE

Five years ago today IRS Records officially became part of MCA Records. IRS staffers left their former offices at A&M Records in Hollywood and marched over the hill to their new home in Universal City. Before boarding the Universal Studios tram, the IRS group was welcomed by then-MCA Records/Music Group President Irving Azoff.



EXECUTIVE EXODUS — IRS President Jay Boberg (l) and Chairman Miles Copeland demonstrate their remarkable promotion abilities by parting the waters at Universal Studios' Red Sea exhibit.

1 YEAR AGO TODAY

- Rick Dames recruited as Olympla President/Radio Broadcasting
- Legacy ups Mike Craven to Regional VP and Ted Utz to WNEW-FM/New York Station Manager
- Tony Rizza named Sheridan Broadcasting VP/Radio Properties
- KDGE/Los Angeles becomes AC "K-Lite" with Lawrence Tanter as PD
- Mike Roberts elevated to WVEE (V103)/Atlanta PD

5 YEARS AGO TODAY

- Emmis Broadcasting promotes KSHE/St. Louis's John Beck and WENS/Indianapolis's Christine Woodward to VP/GMs
- Bill Mayne made WBAP/Dallas PD
- Bill Edwards tapped as WALK-AM & FM/Long Island PD
- Joe Nasty regains KTFM/San Antonio MD post

10 YEARS AGO TODAY

- Jerry and Bob Greenberg form Mirage Records
- Ivan Braiker assumes WIRE & WXTG/Indianapolis GM post
- Tommy Hedges named KLOS/Los Angeles PD
- J.B. Stone becomes KGFJ/Los Angeles PD
- Tom Yates lands KSAN/San Francisco PD gig

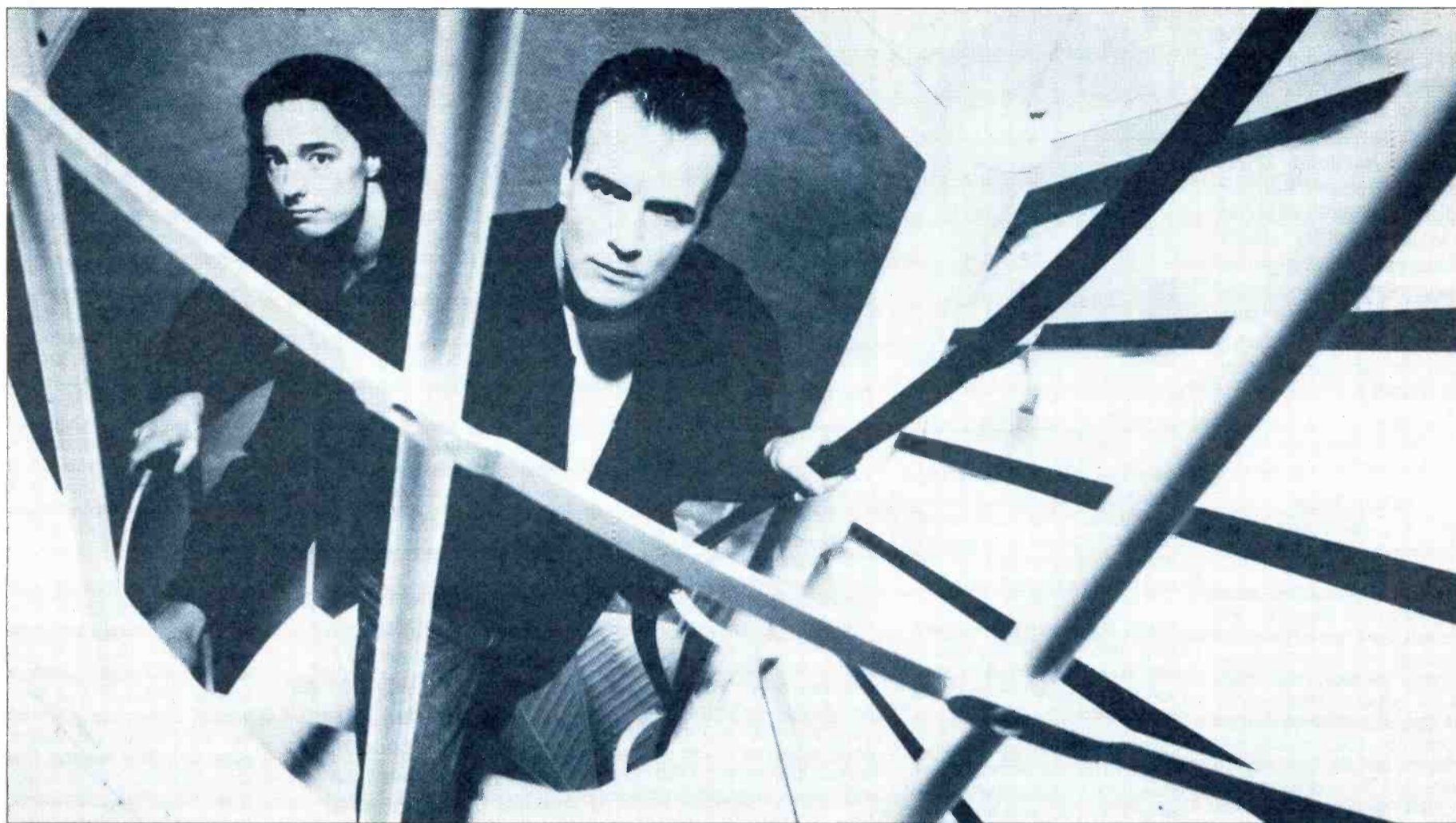
15 YEARS AGO TODAY

- Neil Rockoff appointed WHN/New York GM
- Rick Scarry hired as KGIL/San Fernando-Los Angeles MD
- Don Berns joins KLIF/Dallas for afternoon drive

—Hurricane Heeran

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Rebuilding A Winner

President/GM Dolan, VP/Programming Cuddy Team Up Again At WPLJ

In an effort to reverse the downward slide of flagship WPLJ/New York, Cap Cities/ABC recently hired WPRO-AM & FM/Providence President/GM Mitch Dolan and ABC Radio Networks VP/Entertainment Programming Tom Cuddy (former WPRO-FM OM/PD) to revitalize the outlet's staff and programming. In the following interview, conducted by R&R News Editor Mike Schaefer, Dolan and Cuddy discuss the past, present, and future of WPLJ.



Mitch Dolan



Tom Cuddy

Mitch Dolan

R&R: Was the Providence-to-New York move a difficult adjustment?

MD: I was heartbroken about leaving WPRO, a place that was very much like a home to me. But the people at WPLJ have made me feel very welcome, and that's made it a lot easier. I don't see the job as being any different than the one I had. As a GM, I identify who the players are, the best people I can hire, and then get them here. That job is the same in New York as it is in Providence or any other market. I was in no hurry to leave 'PRO. The only other job at Cap Cities/ABC that I would have been interested in was running 'PLJ. So when the opportunity presented itself, it wasn't something I had to think about a lot.

"One of our problems is that not enough people listen for a long time. The cume is there, but the TSL isn't."

—Mitch Dolan

R&R: What are some of the positive WPLJ has going for it right now?

MD: Tom and I have been getting around town and meeting different people — concert promoters, record company execs, advertisers, agency people — whose relationships are important to us. The most wonderful observation is that people really want to see this radio station happen again. There's such a winning tradition attached to the WPLJ call letters. Some of these people have taken the problems the station has had personally. I was pleasantly surprised. I've gotten a tremendous welcome from my competitors in the market.

R&R: And what are some of the problems?

MD: One of our problems is that not enough people listen for a long time. The cume is there, but the TSL isn't. That's the most apparent problem and, hopefully, one Tom and I can do something about.

R&R: Rumors have been circulating about WPLJ returning to AOR. Has Cap Cities/ABC given you a timetable for turning the station around?

MD: Absolutely not. It will remain a CHR, and there's no timetable. WPLJ is not something that got broken in a week, and it's not going to get fixed in a week. I asked about timetables and budgetary restrictions before I took this job, and [Cap Cities Radio Stations Group I President] Don Bouloukos, [Cap Cities/ABC Radio President] Jim Arcara and [Broadcast Group President & Cap Cities/ABC Sr. VP] Mike Mallardi told me, "You and Tom do what you have to do to make the station happen the way it should."

When Tom and I were discussing the opportunity, he was concerned about the switch from a national position to working at a local station again. I told him, "There's not another station in the U.S. that gets more national attention than 'PLJ." Hopefully, we can turn some of that attention into [something] good for the station.

R&R: Why did you choose Tom Cuddy as VP/Programming?

MD: You have to find the best people to do the job. Even if I hadn't already known Tom, he'd still be a guy I'd be interested in. Tom has one of the best programming minds in the country. He's been offered station and group programming jobs in the past by other companies. I think the reason I was able to convince him to consider this venture is the challenge of it.

We hope to duplicate some of the success we had at WPRO. We're a good fit, and that's important. I won't hire anybody I don't like or who I wouldn't want to have a hamburger with. I need to look forward to seeing the people I work with every day. And I refuse to have anybody who's not a team player, regardless of ability or talent.

R&R: How would you describe your management style?

MD: It's the downfall of a lot of good businesses that managers tend to hire people who aren't going to challenge them. I hire the smartest and most capable people I can find. I hope they'll pass me right by and take me along for the ride (laughs). The very thing we do for a living — communication — often trips us up, so I'm a big believer in talking to my staff. I'm very confrontational. I don't carry any excess baggage around with me.

Hopefully, no one's had a problem knowing where I stand on anything. However, that's not to be confused with the attitude that, "Just because I said it, that's the way it is." I'm very interested in what the department heads have to say. Ultimately, I get the final vote. But if you hire good people, that's not something you need to use very often.

Tom Cuddy

R&R: What did you miss most about being a station programmer during your network tenure?

TC: It's funny, the thing I missed most was the spontaneity. With network radio you have to plan everything months in advance, and you have hundreds of bosses since you're clearing shows with PDs at stations across the country. What local radio does is enable me to react immediately to a song or an event that excites me and is right for the market. You can also deliver timely and topical promotions; if necessary, you can put on a promotion in one day. That's something I'm getting a charge out of.

R&R: Before joining WPLJ, what did you perceive to be the station's strengths and weaknesses?

TC: One of its strongest assets has been the air talent. I think perhaps the station's direction hasn't been totally on target in the past, and it's something we want to be fully focused on in the future. Once

"[WPLJ] will remain a CHR, and there's no timetable. It's not something that got broken in a week, and it's not going to get fixed in a week."

—Mitch Dolan

we decide on the demo we want to go after, we have to remain totally dedicated to fulfilling that goal. I feel WPLJ got off course a few times, rather than just keeping its eye on the ball and not letting certain outside factors dictate programming. The music needs to be compatible with our niche.

There's also been an image problem at different times. With the call letter changes [from WPLJ to WPWR, then back to WPLJ], people were confused. One thing we'll be doing is getting away from the Power 95 identity. We want to go back to the call letter emphasis because the calls have meant so much to the marketplace for so long.

"One thing we'll be doing is getting away from the Power 95 identity. We want to go back to the call letter emphasis because the calls have meant so much for so long."

—Tom Cuddy

And WPLJ needs to be more actively involved in the community with the types of things our audience is involved in. And we need to have more of an entertainment image. That's something our research has shown, and we want to address that first.

R&R: You were very aggressive with new music when you programmed WPRO-FM. Will you take a similar posture at 'PLJ?

TC: We probably won't be as aggressive as we were in Providence because of the market size. But we'll certainly take some chances with new music and shake things up. New York area listeners have been robbed of a lot of the great music people have heard in other marketplaces because programmers here always play it so safe. Many up-and-coming acts have not had the opportunity to be showcased. It can be exciting for the audience to play a role in breaking new acts — that's a very important part of our listeners' lifestyle. We'd like them to feel they're not being left out of anything that other parts of the country already appreciate.

R&R: Will you rely more on gut instinct and less on research in picking potential hits?

TC: We'll use our ears and gut a lot. Obviously we're going to use research as a tool. But if research was the overall answer, every sta-

tion would live by research and have monster shares. In the past you had to use your ears and gut, know the marketplace, visit the clubs, and go to concerts to see what people were reacting to. That's something you've got to rely on even more today.

R&R: The market's three CHR's have been leaning on the dance side for quite some time. Can pop/rock hits work in New York?

TC: In a market this size there's room for that kind of music because of the huge cume stations like 'PLJ have. Whether we're going to go in that direction is something I'm not ready to reveal at this time. But there does seem to be a lack of pop/rock music on the radio here.

R&R: What kind of morning show do you envision on WPLJ?

TC: We're doing a national talent search right now, and we want to let the entire industry know we're open to everybody. I'm not close-minded about what we're looking for. I want someone unique and perfectly suited for the direction we're headed. I'm in a position where I can look at all candidates and don't have to make a decision within a week or two. It's an exciting and enviable position to be in. I've heard from talent in all 50 states, and the tapes and resumes continue to roll in.

R&R: What's it going to take for 'PLJ to win?

TC: The most important thing is having the right morning person or team. I'm one of those who believe the morning show makes your day. It's hard to have people tune in later if you can't attract them first

"If we can get the morning show in place, that's 75% of our problem solved."

—Tom Cuddy

thing in the morning. From there you can cross-promote other day-parts and give them reasons to tune in during the week. That's the one thing we've been lacking recently.

In years gone by, 'PLJ had a tremendously strong morning show, and in the last year or so it hasn't been able to mount a hugely successful effort. If we can get the morning show in place, that's 75% of our problem solved. I think we'll have to be more promotionally active and spend more time addressing the music we play. Those two things — combined with mornings — will make all the difference.

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RATINGS

12+ WINTER '90 ARBITRON RESULTS

Charlotte-Gastonia-Rock Hill

	Fall '89	Wi '90
WSOC-FM (Ctry)	15.4	13.3
WPEG (UC)	9.5	9.3
WCKZ (CHR)	8.0	9.2
WRFX (AOR)	7.9	7.0
WEZC (B/EZ)	5.5	6.8
WBT (AC)	9.0	6.7
WMXC (AC)	6.3	5.7
WLVK (Ctry)*	3.7	5.3
WBT-FM (AC)**	4.8	4.8
WWMG (AC)	4.8	4.7
WZZG (CHR)***	4.3	3.8
WGSP (Rel)	.4	1.7
WRDX (AC)	.8	1.3
WXRC (AOR)	1.2	1.2

*Now WTDR
**Formerly WBCY (CHR)
***Formerly WROQ

Memphis

	Fall '89	Wi '90
WHRK (UC)	16.2	13.3
WGKX (Ctry)	10.9	12.0
WDIA (UC)	11.2	9.6
WRVR (AC)	7.4	9.3
WEGR (AOR)	8.6	8.4
WMC-FM (CHR)	8.2	7.5
WLOK (UC)	4.4	5.6
WEZI (B/EZ)	3.1	4.0
KRNB (UC)	4.1	3.8
KMPZ (CHR)	5.2	3.4
WMC (N/T)	4.8	3.3
WREC (BBnd)	2.1	2.5
WCRV (Rel)	1.0	1.4
KFTH (Rel)	.8	1.3
WODZ (Gold)	1.0	1.3
WXSS (UC)	.8	1.2

Orlando

	Fall '89	Wi '90
WWKA (Ctry)	10.1	11.2
WOMX-AM & FM (CHR)	6.1	8.6
WSTF (AC)	9.7	8.3
WJHM (UC)	9.6	8.1
WOCL (Gold)	6.1	7.0
WHTQ (AOR)	6.7	6.4
WBDO (AC)	4.7	6.3
WSSP (B/EZ)	6.9	5.4
WDIZ (AOR)	5.5	5.1
WWNZ (N/T)	4.2	4.8
WLOQ (NAC)	3.5	4.7
WJYO (AC)	4.5	4.0
WXXL (CHR)*	4.2	3.7
WWLV (B/EZ)	2.5	2.6
WONQ (Span)	—	1.5
WPRD (Nost)	1.3	1.4
WTLN-FM (Rel)	1.0	1.2

*Formerly WHLY

Nashville

	Fall '89	Wi '90
WYHY (CHR)	11.6	13.4
WSIX-FM (Ctry)	12.4	10.5
WSM-FM (Ctry)	9.2	8.8
WZEZ (B/EZ)*	5.6	8.8
WKDF (AOR)	7.9	8.3
WLAC-FM (AC)	6.6	8.0
WQQK (UC)	7.2	6.8
WGFX (CR)	5.7	5.2
WLAC (N/T)	3.1	4.6
WRMX (AC)	6.1	3.7
WSM (Ctry)	3.5	3.3
WMDB (UC)	1.2	1.6
WVOL (Gold)	3.2	1.6
WSIX (Misc)	1.3	1.4

*Now Soft AC

Rochester, NY

	Fall '89	Wi '90
WCMF (AOR)	15.7	16.7
WBEE (Ctry)	10.2	11.3
WPXY-AM & FM (CHR)	11.1	10.5
WHAM (AC)	7.6	9.3
WVOR (AC)	8.1	9.0
WRMM-FM (AC)	6.9	6.7
WKLX (Gold)	7.6	6.4
WZSH (B/EZ)*	6.6	5.2
WDKX (UC)	4.2	4.9
WEZO (Nost)**	3.6	2.2
WBBF (Ctry)	.8	1.3
WWWG (CC)	.8	1.2
WMJQ (CHR)	1.3	1.0

*Now Soft AC
**Now WRMM (AM) and simulcasts with FM

Oklahoma City

	Fall '89	Wi '90
KXXY-AM & FM (Ctry)	14.0	15.2
KKNG (B/EZ)	8.1	11.4
KJYO (CHR)	9.2	9.2
KEBC (Ctry)	6.4	7.2
KATT (AOR)	7.6	7.0
KZBS (CHR)	7.7	6.9
KMGL (AC)	5.0	5.9
KTOK (N/T)	8.2	5.7
KLTE (AC)*	4.0	5.4
KOMA (Gold)	5.9	4.6
KRXO (CR)	6.6	4.4
WKY (Ctry)	4.0	2.5
KPRW (UC)	1.6	2.0
KNTL (N/T)**	1.0	1.8
WWLS (Sports)	.9	1.1

*Now Gold formatted
**Formerly KJIL (Rel)

Louisville

	Fall '89	Wi '90
WHAS (AC)	15.9	16.3
WAMZ (Ctry)	15.9	14.7
WDJX-AM & FM (CHR)	11.5	11.6
WVEZ (AC)	8.7	7.7
WLRS (AOR)*	7.4	7.3
WRKA (Gold)**	4.8	7.1
WQMF (AOR)	6.6	6.4
WLOU (UC)	6.1	5.7
WXVW (B/EZ)	1.6	3.0
WLSY (AC)	3.3	2.6
WAVG (Gold)	2.5	2.2
WWKY (Ctry)	1.8	1.7
WLLV (Rel)	1.1	1.2

*Formerly CHR
**Formerly AC

Greensboro-Winston Salem-High Point

	Fall '89	Wi '90
WTQR (Ctry)	13.8	18.2
WKRR (AOR)	9.6	10.2
WJMH (UC)	8.8	7.1
WMAG (AC)	6.9	5.8
WQMG-FM (UC)	4.5	5.8
WSJS (AC)	4.5	5.8
WWWB (AC)	5.2	5.8
WKZL (CHR)	6.0	4.7
WKSJ (CHR)	3.9	4.2
WMQX-AM & FM (Gold)	4.9	3.6
WWMY (B/EZ)	3.0	3.4
WMFR (AC)	1.9	1.9
WPCM (Ctry)	1.4	1.6
WHPE (Rel)	1.4	1.3
WWGL (Rel)	1.0	1.3
WFMX (Ctry)	—	1.1
WTNC (Rel)	.9	1.0

Format Legend

AC-Adult Contemporary, AOR-Album Oriented Rock, BBnd-Big Band, B/EZ-Beautiful/Easy Listening, CC-Contemporary Christian, CHR-Contemporary Hit Radio, Clas-Classical, CR-Classical Rock, Ctry-Country, Gold-Oldies, Jazz-Jazz, Misc-Miscellaneous, NR-New Rock, N/T-News/Talk, Rel-Religious, Span-Spanish, Sports-Sports, Talk-Talk, UC-Urban Contemporary.

For The Record

In the "R&R Ratings Report & Directory," Vol. 1/1990, KLSK/Albuquerque was tied for 18th place in the NAC format leader category.

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Management: Freddy DeMann
DeMann Entertainment

Programmers Unite

Calendar Weighting, Extrapolation, Council Seat Top Issues In Effort To Build Stronger Ties With Arbitron

A group of influential radio programmers and consultants have banded together as the "Ratings Brain Exchange." The goal? To build stronger ties between the programming community and Arbitron. Over the last several months, the group has met with Arbitron officials to swap concerns and ideas.

R&R Editor Ron Rodrigues recently interviewed three Exchange members who attended the sessions: Saga Communications Exec. VP Steve Goldstein, Emmis Broadcasting Exec. VP/Programming Rick Cummings, and Media Strategies President Fred Jacobs. Among the items on the agenda:

- Institute year-round calendar weighting or eliminate it completely.
- Provide statistically reliable extrapolated numbers.
- Elect a programmer to the Arbitron Advisory Council; radio is currently represented exclusively by GMs and rep firm executives.

Weighty Matter

Because of the confusion it generates, calendar weighting is a crucial concern of the Exchange — especially since it affects any programmer who uses Arbitrends. Explaining the theory behind the concept, Arbitron Director/Research Jim Peacock said, "All Arbitron and Arbitrend data contain 12 one-week rating periods. Ideally, we would collect ½ of the sample from each sex and demographic cell each week.

"Since that isn't realistically going to happen, we weigh the figures to make them balance across the survey period. It would be absurd to control the samples at the weekly level, so we've adopted calendar weighting monthly controls.

"It gets trickier with Arbitrends because Arbitrends cross the cutoff dates for quarterly sampling. When you're rolling from the fall to winter survey, for example, we could end up with different sampling rates because the market's population rank has changed or because



Steve Goldstein

we've changed the allocation of diaries. The market might also contain an embedded metro; in two out of the four survey periods we place extra diaries into the smaller embedded metro, which creates a sampling imbalance."

According to Goldstein, calendar weighting prevents programmers from accurately comparing Arbitron and Arbitrend numbers. "It makes Arbitrends a questionable product."

Cummings agreed, "We felt Arbitrends would introduce consistency into programming and avoid some of the knee-jerk reactions we all have when we receive a bad book. Unfortunately, Arbitron has not put consistency into this measurement. The monthlies and quarterly results are inconsistent because of the weighting. And these ratings have begun to be treated like a monthly report card.

"So instead of knee-jerking once every three months, we knee-jerk once a month. We can always remind ourselves that 'these are trends' and pretend not to react. But as Steve and Fred can both tell you, we all have to answer to somebody for those numbers."

Goldstein and the ad hoc Brain Exchange have supported an Arbitron proposal to institute year-round calendar weighting. "Arbitron claims it's 2% less accurate than the current quarterly

report," said Goldstein. "But at least it would provide month-to-month consistency."

However, the proposal was nixed by the Advisory Council primarily because Arbitron and Arbitrend numbers would have essentially been processed using the same methods, creating a "12-book-a-year" system. Said Goldstein, "We all fear the ramifications and implications of 12 books a year."

"I would just like things to be consistent year-round," said Cummings. "If I had to vote, I'd probably choose calendar weighting, but the Advisory Council decided it would be best to leave the system as it stands because they too fear the 12 books."

No Ecstasy Over Extrapolation

Whether Arbitron should supply extrapolated data is a burning industry question. Telling programmers not to extrapolate Arbitron numbers is like telling students not to drink beer during spring break in Ft. Lauderdale.



Rick Cummings

Arbitrend numbers are actually based on a "rolling average" — the current month's information is averaged with the previous two months to increase statistical reliability. A PD can use AID runs to isolate each month discretely, and without weighting, to determine his station's monthly performance. However, Arbitron cautions programmers against extrapolation, primarily because sample sizes within a demographic or age cell can be very small.

The Ratings Brain Exchange has advised Arbitron to formally offer extrapolated numbers as part

1. Rolling Average Trend Report

ARBITRENDS Trend Report

EVERYTOWN Metro
Demographic Persons 18-34
Stations Ranked By AQH Persons

Mon-Fri 6am-Mid
Market Population 1,250,300

Station	Estimate	Oct 1984	Nov 1984	Dec 1984	Jan 1985	Feb 1985	Mar 1985	Apr 1985	May 1985	Jun 1985	Jul 1985	Aug 1985	Sep 1985	Oct 1985	Nov 1985	Dec 1985
WAAA	AQH (00)	125	136	135	131	129	137	119	134	136	138	125	122			
	AQH Rtg	1.0	1.1	1.1	1.0	1.0	1.1	1.0	1.1	1.1	1.1	1.0	0.9			
	Cume (00)	2,824	2,719	2,593	2,236	2,234	2,325	2,675	2,906	3,009	2,907	2,758	2,403			
	Cume Rtg	22.8	21.9	20.9	18.0	18.0	18.7	21.6	23.2	24.1	23.3	22.0	19.2			
	Share	5.9	6.5	6.5	6.0	5.7	6.1	5.2	5.8	5.8	6.3	5.9	5.9			
	Tst Qtrs	22	25	26	30	30	31	22	23	23	24	23	25			
	Tst H M	5:30	6:15	6:30	7:30	7:30	7:45	5:30	5:45	5:45	6:00	5:45	6:15			
KBBB	AQH (00)	42	52	45	43	40	42	63	62	54	67	67	92			
	AQH Rtg	0.4	0.5	0.4	0.4	0.4	0.4	0.6	0.6	0.5	0.6	0.6	0.8			
	Cume (00)	579	547	533	429	403	429	604	585	536	471	432	618			
	Cume Rtg	5.2	4.9	4.8	3.8	3.6	3.8	5.4	5.2	4.8	4.2	3.9	5.5			
	Share	2.0	2.5	2.1	2.0	1.6	1.9	2.8	2.7	2.3	1.7	1.2	4.5			
	Tst Qtrs	21	26	23	26	35	35	35	37	41	50	55	48			
	Tst H M	5:15	6:30	5:45	6:30	8:45	8:45	8:45	9:30	10:15	12:30	13:45	12:15			

of its AID service. "Extrapolation occurs in every market where Arbitrends exists and is a lot more pervasive than a few curious PDs trying to figure out how their November looked," said Jacobs. "It's probably the only reason some programmers would want to subscribe to the monthlies. This is one of those interesting dichotomies because Arbitron's own reps show clients how to extrapolate."

Added Goldstein, "Members of the Advisory Council have said to me, 'If you guys are making decisions based on these extrapolated numbers, you've got to be out of your mind.' I told them, 'The pressures of the new world are here and we need to know what happened in the last month.' In a competitive situation where every month counts, that extrapolated number is probably the most important number in the Arbitrends."

Arbitron's Peacock replied, "As a researcher, I could come up with a way of releasing reliable monthly data, but the reason we don't offer extrapolations isn't as much a research issue as it is a business issue."

Arbitron VP/Radio Sales & Marketing Rhody Bosley confirmed that he does not expect the service to offer extrapolated numbers anytime soon.

Council Seat

The programmers' most ambitious goal is to acquire a seat for a PD or consultant on the Arbitron Advisory Council. Currently, the only radio station executives elected to the board are general managers.

"Our clients are radio stations," said Bosley. "And those radio stations are run by general managers. We simply don't feel it's necessary to have programmers on the board. I'm very pleased with the



Fred Jacobs

Brain Exchange meetings and much good will come of it. But I don't anticipate they will gain the same influence as the Advisory Council."

Countered Goldstein, "We feel there are a lot of different issues that programmers deal with which are different than those that GMs deal with. And there's no real line of communication between the programmer and Arbitron. In fact, there's a real lack of knowledge among programmers about what's happening at Arbitron and what the ramifications are to the programmer."

Added Jacobs, "Our committee is not elected and we pay our own way. It's very informal, and we have no vote per se in any kind of policy. Unlike the RAB Goals Committee or the Advisory Council, this is not a committee that has any standing. It's an obvious omission that programmers, group PDs, and consultants who use Arbitron figures all the time — and who are certainly being hired and fired based on them — really don't have a voice in how the ratings are developed or in the services that Arbitron provides."

"The Advisory Council has no interest in having a programmer sit with them," said Goldstein. "So the only way we'll get a seat is if programmers tell Arbitron they want a representative they can have a dialogue with."

Alisha

BOUNCE BACK

The title track beat that's bounced
into the clubs and on to CHR...

Already being played at

WXKS	-Boston	Top 5 Phones
Z100	-New York	Top 5 Phones
WPLJ	-New York	Top 5 Phones
HOT 97	-New York	30-23*

Produced by: Michael Jay for Captain Hook Productions - Management: Brian Kushner for Power Star Management

MCA

© 1990 MCA Records

OINGO BOINGO
"SKIN"

The New Single
Coming Soon...

Mastering Creative Production

How To Win Between The Records

What goes on "between the records" is what separates your station from the competition. Consequently, over the past few years, the trend has been to make image and promotional production higher priorities. Production is one more weapon you can use to establish and maintain your station's identity.

Whatever your goals — recycling audience into other dayparts, establishing a signature sound, selling the station's key benefits, promoting contests, trying to develop a station personality, or just entertaining listeners — production can help you achieve them. Here are ten steps to creating an "attitude" and image via production:



Jeff Pollack

Use Your Imagination

- **Creativity vs. technology.** Creativity shouldn't be confused with technical capabilities. Creative and

"A big voice and the latest state-of-the-art equipment are great, but the writing and the initial ideas are fundamental."

imaginative production means more than just overdubbing and using a harmonizer. A big voice and the latest state-of-the-art equipment are great, but the writing and the initial ideas are fundamental.

Creativity can make a promotion or feature even more special. A very pedestrian, straightforward promo for an event or feature may just tell listeners about it, but a truly entertaining promo can really sell it.

- **Get everyone in on the act.** The best way to come up with new ideas is to get

as much input as possible. Even the most creative veteran production directors look for outside inspiration. If you have a fairly inexperienced production director or you feel you're not getting maximum creativity, gather the whole staff together and brainstorm ideas.

Many stations make a conscious effort to bring the most creative or off-the-wall people at the station together — whether those people are secretaries, salespeople, or on-air people — to come up with new ideas and topical material.

- **Think "show biz."** Excitement, sizzle, and impact should be part of any promo. Even the most mundane audience-recycling promo should sound spe-

"The longer the promo and the more elements in it, the less effective the message."

cial. Look for a twist or something topical that can be added to make it stand out. Each promo should be

more than just a message; it should be a piece of entertainment in its own right.

- **Don't forget about humor.** A station, like a person, should have a well-rounded personality. That includes a good sense of hu-

"Even the most mundane audience-recycling promo should sound special."

mor. Off-the-wall, bizarre liners used on stations like KQLZ (Pirate Radio)/Los Angeles and WFLZ (Power Pig)/Tampa helped the stations develop their identities quickly.

Vary Promos

- **Include a variety of styles.** Don't always do the same kinds of promos. Try voice-over-music, voice with sound effects, song montages, song parodies, movie and TV drop-ins, listener testimonials, etc. Be unpredictable. A humorous promo on a station that normally does only straight voice-over-music promos sounds refreshing and grabs listeners' attention because it's unusual.

- **Be brief.** Keep promos as short as possible. Focus in on one key element and drive the point home. The longer the promo and the more elements in it, the less effective the message.

- **It's not the size, it's the frequency.** Make sure that your audience hears your promos. Do a reach and frequency run to find out how often you have to run promos to get out the message. Some promos will have a longer shelf life than others, but remember that you

Getting The Most Out Of Your Staff

In order to ensure great production, the best solution is to have separate production directors for commercial production and image production. Since few stations can afford this luxury, you'll have to come up with a systematic way to get things done.

If you have a young or inexperienced staff or if your production people are feeling too pressed for time to devote enough attention to image, you'll have to train them and give them more specific guidelines about what you want.

The first step is to set goals: decide what you want to accomplish. Are you trying to recycle audience into the morning show, sell the current forced-listening pro-

motion, or develop an off-the-wall station attitude? Next, decide how many promos you'll need, how often you'll need them, and how often they'll need to be changed.

To help get the ball rolling when brainstorming, mention examples of promos other stations have done. Adapt some of these ideas for your own use, but also use them as inspiration for creating compelling, unpredictable promos.

need to hammer your message constantly to be effective. The promos for your major book promotion should air *once per hour*. Never forget that your own air is the greatest advertising vehicle for your station.

"Never forget that your own air is the greatest advertising vehicle for your station. Don't sell your station short."

Don't sell your station short.

- **Change copy frequently.** To avoid burnout, it's essential that you change promo copy often. If you're running a promo every hour, the copy must be changed every couple of days.

- **Take credit for things you're doing after the fact.** We all like to concentrate on forward momentum, but there are times when you have to remind the audience of things you've done in the past. Make sure you put together "performance" promos to run after

you've done something special. For example, produce a year-end promo that quickly wraps up the major accomplishments of the station and promises even more for the coming year.

- **It's not just for morning shows anymore.** In addition to doing promos and drop-ins, don't forget about using effects and stagers in other ways. Most morning shows make full use of stagers, beds, and effects, but there are other dayparts when these elements are appropriate. The success of KLOL/Houston's evening program, "Outlaw Radio," is evidence that other dayparts can be just as well-produced as a morning show.

Remember, sounding different in today's competitive marketplace is essential — and that requires a commitment to creative production, 24 hours a day.

Jeff Pollack is Chairman/CEO of Pollack Media Group (213-459-8556), an international programming advisory firm consulting all radio formats in nine countries. He contributes to this section on a regular basis.

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Welcome To L.A. Radio

While you're in town for R&R Convention '90, you'll no doubt want to sample area stations or maybe touch base with radio and record personnel. Here's a handy guide to make those missions easier.

Radio outlets are listed by frequency (starting with the AM band), call letters, and format, followed by pertinent information that includes whether or not the station will conduct tours of its facilities. Immediately following is an alphabetized record label directory, listing local addresses and phone numbers.



540 — KKJZ (Jazz)

1500 Cotner Avenue
Los Angeles, CA 90025
(213) 478-5540
Saul Levine, President/GM
Cal Malner, PD
Tours: Yes, by appointment

570 — KLAC (Country)

4000 West Alameda
Suite #600
Burbank, CA 91510-7806
(818) 842-0500
Norman Epstein, VP/GM
Bob Guerra, OM
Tours: No

640 — KFI (Talk)

610 South Ardmore
Los Angeles, CA 90005
(213) 385-0101
Howard Neal, VP/GM
George Oliva, PD
Tours: No

710 — KMPC (Nostalgia)

5858 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-5672
Bill Ward, President/GM
Chuck Southcott, PD
Tours: No

740 — KBRT (Religious)

3183 East Airway Avenue
Costa Mesa, CA 92626
(714) 754-4450
Cindy Avakian, PD
Tours: Yes, by appointment

790 — KABC (Talk)

3321 South La Cienega Blvd.
Los Angeles, CA 90016
(213) 840-4900
George Green, President/GM
Michael Fox, PD
Tours: No

870 — KIEV (Talk)

5900 San Fernando Road
Glendale, CA 91202
(213) 245-2388
Ron Beaton, President/GM
Dick Sinclair, PD
Tours: No

900 — KGRB (Big Band)

751 Echelon Avenue
City Of Industry, CA 91744
(818) 330-5211
Robert Burdette, Owner
Tours: No

930 — KKHJ (Spanish)

Los Angeles, CA 900
(213) 461-9300
Jose Liberman, VP/GM
Tours: No

980 — KFVB (News)

6230 Yucca Street
Los Angeles, CA 90028
(213) 462-5392
Chris Claus, VP/GM
Bill Yeager, Exec. Editor
Tours: Yes, by appointment

1020 — KTNQ (Spanish)

1645 North Vine Street
Hollywood, CA 90028
(213) 465-3171
Ken Wolt, President/GM
Ricardo Salazar, PD
Tours: No



CATCH A WAVE — From the early days of *The Wave*, Warner Bros. recording artist David Sanborn tries his hand at KTWW.

1070 — KNX (News)

6121 Sunset Blvd.
Los Angeles, CA 90028
(213) 383-3000
George Nicholaw, VP/GM
Bob Sims, PD
Tours: Yes, by appointment

1110 — KRLA (Gold)

3580 Wilshire Blvd.
Los Angeles, CA 90010
(213) 383-4222
Bob Moore, VP/GM
Mike Wagner, PD
Tours: No

1150 — KIIS (CHR)

6255 Sunset Blvd.
Suite #1117
Los Angeles, CA 90028
(213) 466-8381
Lynn Anderson, President/GM
Gerry DeFrancesco, VP/Program-
ming & Station Manager
Tours: Yes

1230 — KGFJ (UC)

1100 South La Brea Avenue
Los Angeles, CA 90019
(213) 930-9090
Bill Shearer, VP/GM
Darrel Cox, PD
Tours: No

1260 — KGIL (Talk)

14800 Lassen Street
San Fernando, CA 91345
(818) 894-9191
Dick McGeary, VP/GM
Mike Lunday, Director/Operations
Tours: Yes

1300 — KAZN (Asian)

800 Sierra Madre Villa Avenue
Pasadena, CA 91107
(818) 351-4301
Shirley Price, VP/GM
Tours: Yes

1340 — KWKW (Spanish)

6777 Hollywood Blvd.
Suite #400
Hollywood, CA 90028
(213) 466-8111
Jose Cabrera, VP/GM
Alfredo Rodriguez, PD
Tours: No

1430 — KALI (Spanish)

5723 Melrose Avenue
Hollywood, CA 90038
(213) 466-6161
Raul Ortal, VP/GM
Ruben Meranda, PD
Tours: No

1460 — KTYM (Religious)

6803 West Blvd.
Inglewood, CA 90302
(213) 678-3731
Gerardo Borrego, VP/GM
Tours: No

1540 — KSKQ (Spanish)

5700 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-3001
Jose Grimalt, President/GM
Pepe Reyes, PD
Tours: Yes, by appointment

1580 — KDAY (UC)

1700 North Alvarado
Los Angeles, CA 90026
(213) 665-1105
Ed Kerby, President/GM
Jack Patterson, PD
Tours: No



92.3 — KKBT (UC)

6735 Yucca Street
Los Angeles, CA 90028
(213) 466-9566
James DeCastro, President/GM
Mike Stradford, PD
Tours: No

93.1 — KODJ (Gold)

6121 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-3000
Charlie Seraphin, VP/GM
Dave Anthony, PD
Tours: Yes, by appointment

93.5 — KFOX (Country)

123 West Torrance Blvd.
Redondo Beach, CA 90277
(213) 374-9796
Tom McCulloch, GM
Jim Dolce, PD
Tours: No

Continued on Page 60



ON-AIR FROM THE AIR — The KABC helicopter picks up some traffic of its own when seen on display at the Van Nuys Airshow.



SIGN O'THE TIMES — Power 106's Jacquie Shabel (l) and John Boyle (r) drove the Powervan around L.A. so listeners could sign a giant get-well card for Gloria Estefan.

Modern english



i melt with you

from the album **pillow lips**

new remixes by carl segal and john "tokes" potoker landing on your desk next week.

Pillow Lips

produced by pat collier

also featuring the new hits "life s rich tapestry" and "beautiful people," out now.



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tel. (212) 929-0570 Fax 212-929 3245



Welcome To L.A. Radio

Continued from Page 58



SANTA MONICA STREET SCENE — KSRF gets top billing on its building.



BROADCASTING BUCCANEER — KQLZ midday jock Whitney Allen has the helm, running the Pirate control board.



- **97.1 — KLSX (Classic Rock)**
3580 Wilshire Blvd.
Los Angeles, CA 90010
(213) 383-4222
Bob Moore, VP/GM
Steve Ellis, PD
Tours: No
- **97.9 — KSKQ (Spanish)**
5700 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-3001
Jose Grimalt, President/GM
Jose Luis Areas, PD
Tours: Yes, by appointment
- **98.3 — KBOB (Big Band)**
751 Echelon Avenue
City Of Industry, CA 91744
(818) 330-5211
Robert Burdette, Owner
Tours: No
- **93.9 — KZLA (Country)**
4000 West Alameda
Suite #600
Burbank, CA 91510-7806
(818) 842-0500
Norman Epstein, VP/GM
Bob Guerra, OM/PD
Tours: No
- **94.3 — KMGX (AC)**
14800 Lassen Street
San Fernando, CA 91345
(818) 894-9191
Dick McGeary, VP/GM
Mike Lunday, Director/Operations
Tours: Yes
- **94.7 — KTWV (NAC)**
5746 Sunset Blvd.
Los Angeles, CA 90028
(213) 466-9283
Allan Chlowitz, VP/GM
Chris Brodie, PD
Tours: No
- **95.5 — KLOS (AOR)**
3321 South La Cienega Blvd.
Los Angeles, CA 90016
(213) 840-4836
Bill Sommers, President/GM
Carey Curelop, PD
Tours: No
- **95.9 — KEZY (CHR)**
1190 East Ball Road
Anaheim, CA 92805
(714) 774-9600
Bob Wood, VP/GM
Craig Powers, PD
Tours: No
- **96.3 — KFSG (Religious)**
1910 Sunset Blvd.
Los Angeles, CA 90026
(213) 483-5374
Dr. Charles Duarte, GM
Alan Bowles, Station Manager
Tours: No
- **98.7 — KXEZ (AC)**
3500 West Olive
Suite #250
Burbank, CA 91505
(213) 469-9968
Bob Griffith, VP/GM
Allan Hotlen, PD
Tours: No
- **99.5 — KKLA (Contemporary Christian)**
4640 Lankershim Blvd.
North Hollywood, CA 91602
(818) 762-5552
Dennis Worden, GM
Tours: No
- **100.3 — KQLZ (CHR)**
6430 Sunset Blvd.
Suite #1102
Los Angeles, CA 90028
(213) 469-1631
Simon T., GM
Scott Shannon, VP/Programming
Tours: No
- **101.1 — KRTH (Gold)**
5901 Venice Blvd.
Los Angeles, CA 90034
(213) 937-5230
Pat Norman, VP/GM
Phil Hall, PD
Tours: No
- **101.9 — KLIT (AC)**
5858 Sunset Blvd.
Los Angeles, CA 90028
(213) 460-5672
Bill Ward, President/GM
Lawrence Tanter, PD
Tours: No
- **102.3 — KJLH (UC)**
3847 Crenshaw Blvd.
Los Angeles, CA 90008
(213) 299-5960
Karen Slade, GM
Marco Spoon, PD
Tours: No
- **102.7 — KIIS (CHR)**
6255 Sunset Blvd.
Suite #1117
Los Angeles, CA 90028
(213) 466-8381
Lynn Anderson, President/GM
Gerry DeFrancesco, VP/Programming & Station Manager
Tours: Yes
- **103.1 — KSRF (AC)**
1425 5th Street
Santa Monica, CA 90401
(213) 393-9681
Jack Siegal, President/GM
Manon Hennesy, PD
Tours: Yes, by appointment
- **103.5 — KOST (AC)**
610 South Ardmore
Los Angeles, CA 90005
(213) 385-0101
Howard Neal, VP/GM
Jhani Kaye, OM
Tours: No
- **103.9 — KACE (UC)**
161 North La Brea
Inglewood, CA 90301
(213) 330-3100
Ricky Tatum, VP/GM
Steve Woods, PD
Tours: No
- **104.3 — KBIG (AC)**
7755 Sunset Blvd.
Los Angeles, CA 90046
(213) 874-7700
Kari Winston, VP/GM
Rob Edwards, VP/Programming
Tours: No
- **105.1 — KKGO (Classical)**
1500 Cotner Avenue
Los Angeles, CA 90025
(213) 478-5540
Saul Levine, President/GM
Cal Malner, PD
Tours: Yes, by appointment
- **105.5 — KNAC (AOR)**
100 Ocean Gate
Long Beach, CA 90802
(213) 437-0366
Gary Price, VP/GM
Pam Edwards, PD
Tours: Yes, by appointment
- **105.9 — KPWR (CHR)**
2600 West Olive
Suite #850
Burbank, CA 91505
(818) 953-4200
Phil Newmark, VP/GM
Jeff Wyatt, VP/Programming
Tours: Yes, by appointment
- **106.7 — KROQ (New Rock)**
3500 West Olive Avenue
Suite #900
Burbank, CA 91505
(818) 567-1067
Trip Reeb, GM
Andy Schuon, PD
Tours: Yes, by appointment
- **107.5 — KLVE (Spanish)**
1645 North Vine Street
Suite #200
Los Angeles, CA 90028
(213) 465-3171
Ken Wolt, President/GM
Adrian Lopez, PD
Tours: No



GONZO GRUNTIN' — The KLOS morning team of Mark & Brian meet with a reformed suit dweeb, who went hog-wild after hearing their antics.

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K-BIG FM

Now playing on televisions all over Southern California...the new commercials for Bonneville's KBIG-FM/Big Mix 104. It's the latest breakthrough television campaign created by Image Point, a division of the Stephen J. Cannell Studios.

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213 West Institute Place, Suite 308

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Addressing L.A.'s Labels



A&M
(incl. **Delos, Denon, Nimbus, Shoreline, Trubador, Vendetta, Windham Hill, Word**)
1416 North La Brea Avenue
Hollywood, CA 90028
(213) 469-2411



Arista
8370 Wilshire Blvd.
Beverly Hills, CA 90230
(213) 655-9222



Atco
9255 Sunset Blvd.
Los Angeles, CA 90069
(213) 285-9556



Atlantic
(incl. **Critique, Es Paranza, Duke, Finnadar, First Priority, Lorimar, Megaforce, Modern, Omni, Spaceship, 23 West**)
9229 Sunset Boulevard
Los Angeles, CA 90069
(213) 205-7450



Bainbridge
(incl. **Quartet, Darksilver**)
P.O. Box 8248
Van Nuys, CA 94109-8248
(213) 476-0631



Big Time
9903 Santa Monica Blvd., #472
Beverly Hills, CA 90212
(213) 465-9542



Blue Note
(incl. **Intuition, World Pacific**)
1750 North Vine Street
Hollywood, CA 90028
(213) 462-6252



Capitol
(incl. **Barking Pumpkin, Birthright, Blue Note/Capitol Jazz, Bug, Cinema, db, Enigma, Rhino, Sparrow, 16th Avenue**)
1750 North Vine
Hollywood, CA 90028
(213) 462-6252



Cexton
(incl. **Absolute Pitch, Switchblade, Rare Sound**)
2740 South Harbor Blvd., Ste. D
Santa Ana, CA 92704
(714) 641-1074



Chameleon
(incl. **Dali, Epitaph, Mountain Railroad, Innovative Communications, Vee-Jay, Youngheart, Beachwood, Posh Boy, Independent Project, Sierra**)
3355 W. El Segundo Blvd.
Hawthorne, CA 90250
(213) 973-8282



Charisma
335 N. Maple Dr., Ste. 260
Beverly Hills, CA 90210
(213) 275-9071



Chrysalis
(incl. **Cooltempo, China, Ensign, Blue Guitar**)
9255 Sunset Blvd.
Los Angeles, CA 90029
(213) 550-0171



Columbia
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700



Curb
3907 West Alameda Avenue
Burbank, CA 91505
(818) 843-2872



Cypress
(incl. **The Ship, Cypress Jazz**)
1523 Crossroads Of The World
Los Angeles, CA 90028
(213) 465-2711



DCC Compact Classics
(incl. **Anchor, AVM Classical/Jazz, Garland, Sandstone, Shelter**)
8300 Tampa Ave., Ste. G
Northridge, CA 91324
(818) 993-8822



Delicious Vinyl
7471 Melrose Ave., Ste. 25
Los Angeles, CA 90048
(213) 658-5048



Delos International
(incl. **Facet, Bellaphon, Harmonic, Ravi Shankar Music Circle**)
9244 Jordan Avenue
Chatsworth, CA 91311
(818) 718-6600



DGC
9130 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010



Walt Disney
(incl. **Disneyland, Buena Vista, Walt Disney, Touchstone**)
3900 West Alameda Avenue
23rd Floor
Burbank, CA 91505
(818) 953-5301



Edge
6464 Sunset Blvd., Ste. 850
Hollywood, CA 90028
(213) 465-6611



Elektra Entertainment/ Nonesuch
345 North Maple, Ste. 213
Beverly Hills, CA 90210
(213) 288-3800



EMI
1800 N. Vine St., Ste. 250
Hollywood, CA 90028
(213) 960-4600



Enigma
11264 Playa Court
Culver City, CA 90231
(213) 390-9969



Epic
(incl. **Blackheart, CBS Associated, Portrait, Scotti Bros., Solar, Tabu, WTG**)
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4700



Frontier
P.O. Box 22
Sun Valley, CA 91353
(818) 506-6886



Geffen
9130 Sunset Blvd.
Los Angeles, CA 90069
(213) 278-9010

Giant
345 North Maple Drive, Ste. 205
Beverly Hills, CA 90210
(213) 288-5500



GNP Crescendo
(incl. **Creative World**)
8400 Sunset Blvd., Ste. 4A
Los Angeles, CA 90069
(213) 656-2614



Gold Castle
3575 Cahuenga Blvd. West,
#470
Los Angeles, CA 90068
(213) 850-3321

Golden Boy
(incl. **Golden Boy Jazz, Alva**)
3929 Kentucky Drive
Los Angeles, CA 90068
(818) 980-7501

Higher Octave Music
(incl. **Nightingale**)
8033 Sunset Blvd., #41
Los Angeles, CA 90046
(213) 856-0039

Hollywood
500 South Buena Vista
Burbank, CA 91521
(818) 560-5670



IRS
(incl. **IRS/No Speak, IRS/Metal**)
3939 Lankershim Blvd.
Universal City, CA 91604
(818) 508-3130



Island
(incl. **4th & Broadway, Great Jones, Mango, Antilles, Delicious Vinyl**)
8920 Sunset Blvd., 2nd Floor
Los Angeles, CA 90069
(213) 276-4500



Macola/Siam
(incl. **Kru-Cut, Ruthless, Society Hill, Anada, Techno-Pop, Strawesome, Metroplex, Acklins, Icon, Jam, Young Raw, Mix-Disc, Megajam**)
6209 Santa Monica Blvd.
Hollywood, CA 90038
(213) 469-5821



MCA
(incl. **IRS, Zebra, Motown, GRP, Mechanic, Road Racer**)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-4000

Meadowlark
9255 Deering Avenue
Chatsworth, CA 91311
(818) 709-6900

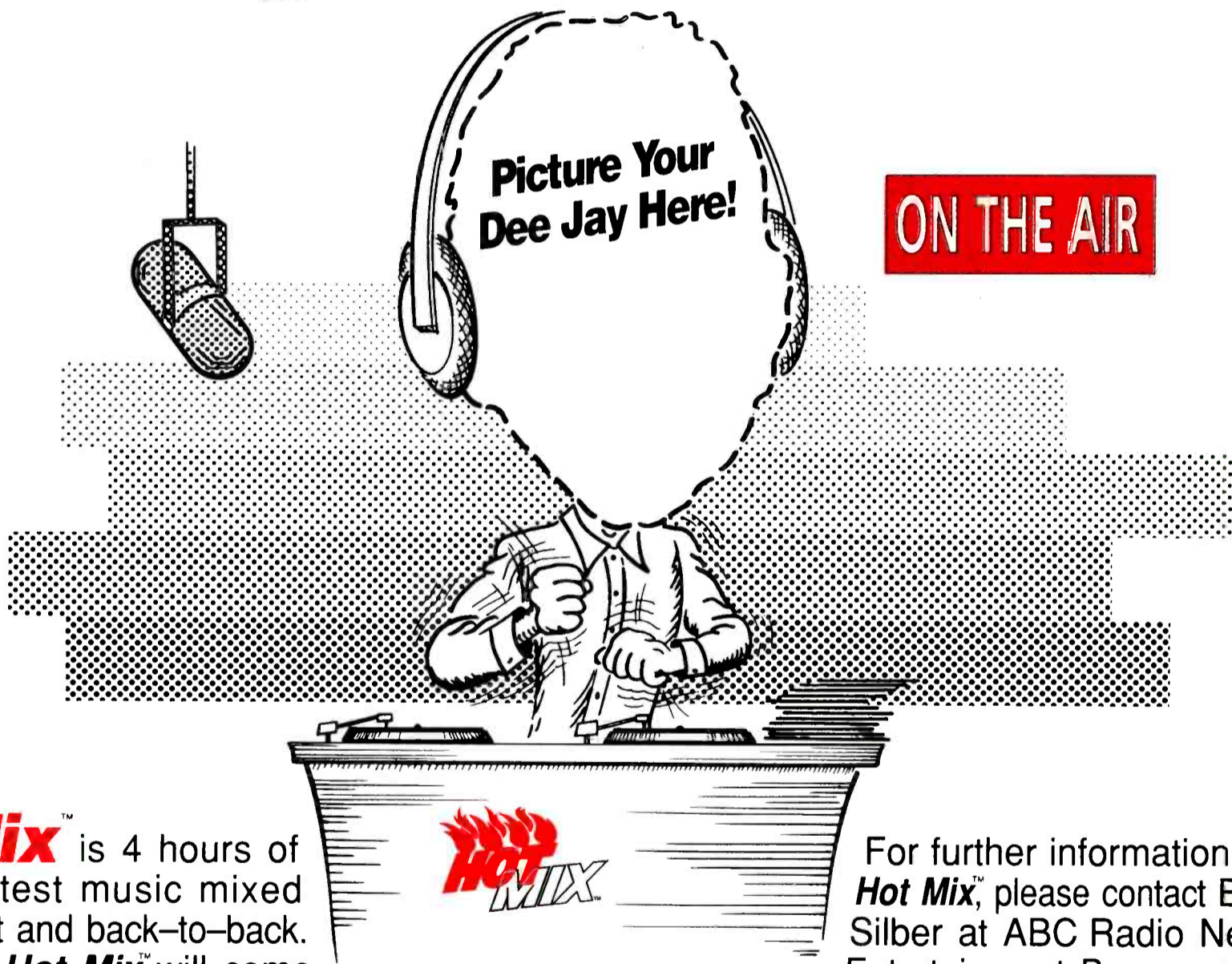


Mercury
(incl. **Fontana**)
3800 Alameda Ave., Ste. 1500
Burbank, CA 91505
(818) 955-5200



Metal Blade
(incl. **Death, Dimension**)
18653 Ventura Blvd., Ste. 311
Tarzana, CA 91356
(818) 981-9050

HOT MIX™



Hot Mix™ is 4 hours of today's hottest music mixed beat-to-beat and back-to-back. Each week **Hot Mix™** will come to your radio station unhosted and ready for you to localize. Picture your air personality as the master-mixer lighting the fire under your listeners. **Hot Mix™** is sure to leave the competition *badly burned*.

For further information about **Hot Mix™**, please contact Barbara Silber at ABC Radio Network Entertainment Programming at (212) 887-5379 • FAX (212)887-5449. For outside the U.S. contact Radio Express at 1-213-850-1003.

Hot Mix is a trademarked logo for the exclusive use of the Hot Mix affiliates

abc ABC RADIO NETWORKS
Mixed By: Dave Rajput Produced By: Andrew Starr

BURN THE COMPETITION!



Addressing L.A.'s Labels

Continued from Page 62



Modern
9111 Sunset Blvd.
Los Angeles, CA 90069
(213) 273-8111



Motown
(incl. Apollo, Sound Of New York, Taj)
6255 Sunset Blvd., 17th Floor
Los Angeles, CA 90028
(213) 468-3500



Narada
(incl. Narada Lotus, Narada Equinox)
70 Universal City Plaza
Universal City, CA 91608
(818) 777-8948

Nite
8287 Grand View Drive
Los Angeles, CA 90046
(213) 650-2233



Optimism Inc.
6355 Topanga Cyn. Blvd., #309
Woodland Hills, CA 91367
(818) 346-6286



Original Sound
7120 Sunset Blvd.
Los Angeles, CA 90046
(213) 851-2500



Pasha
5615 Melrose Avenue
Los Angeles, CA 90038
(213) 466-3507



Passport
(incl. Passport Jazz, PVC, Audion, Editions E.G., Paradox)
1608 Victory Road
Glendale, CA 91201
(818) 500-7677



Penthouse
6728 Eton Avenue
Canoga Park, CA 91303
(818) 992-4777



Polydor
(incl. Mika, China, Threshold, London, Wing, Vertigo)
3800 Alameda Ave., Ste. 1500
Burbank, CA 91505
(818) 955-5200



Private Music
9014 Melrose Avenue
Los Angeles, CA 90069
(213) 859-9200



Priority
(incl. Nubeat)
6430 Sunset Blvd.
Hollywood, CA 90068
(213) 467-0151



Profile
8730 Sunset Blvd., Ste. 270
Los Angeles, CA 90059
(213) 559-7999



RCA
6363 Sunset Blvd.
Hollywood, CA 90028
(213) 468-4000



Relativity
20525 Manhattan Place
Torrance, CA 90501
(213) 212-0801



Reprise
3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3750



Rhino
(incl. Rampage)
2225 Colorado Blvd.
Santa Monica, CA 90404
(213) 828-1980



Rykodisc
9532 Quakerstown Avenue
Chatsworth, CA 91311
(818) 886-2650



SBK
8730 Sunset Blvd., 7th Floor
Los Angeles, CA 90069
(213) 659-1700



Scotti Brothers
(incl. Rock & Roll)
2114 Pico Blvd.
Santa Monica, CA 90405
(213) 450-3193



Sea Breeze
(incl. Night Life)
P.O. Box 11267
Glendale, CA 91206-7267
(818) 242-2093



Sire
3300 Warner Blvd.
Burbank, CA 91510
(818) 953-3305



Slash
7381 Beverly Blvd.
Los Angeles, CA 90036
(213) 937-4460



Solar
1635 North Cahuenga Blvd.
Los Angeles, CA 90026
(213) 461-0390



Sonic Atmospheres
14755 Ventura Blvd., Ste. 1776
Sherman Oaks, CA 91403
(818) 505-6022



Soundwings
(incl. Duke Street)
1299 Ocean Ave., Ste. 800
Santa Monica, CA 90401
(213) 394-2528



Sparrow
(incl. Star Song, Integrity Music, Ark, Hanna-Barbera Home Video, Gospel Films)
9255 Deering Avenue
Chatsworth, CA 91311
(818) 709-6900



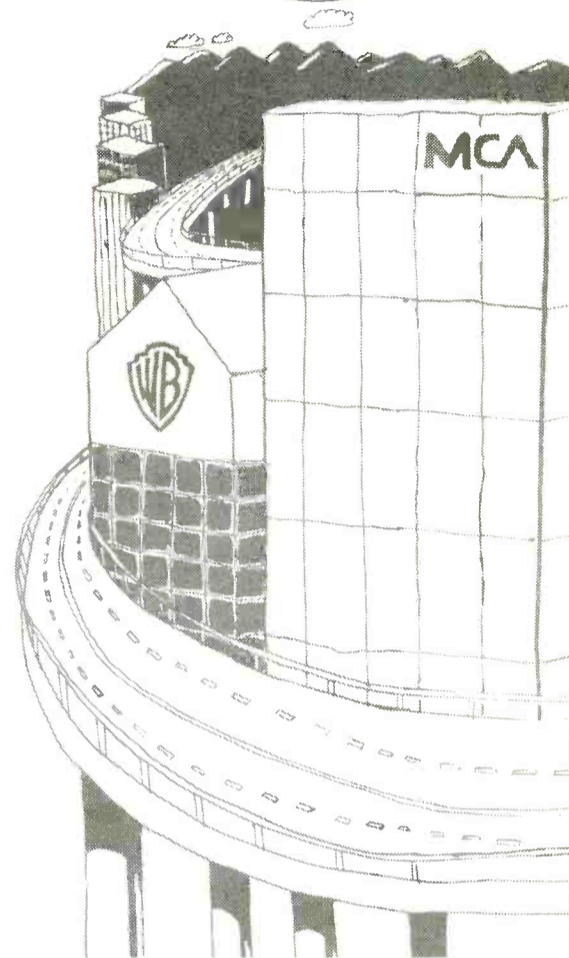
Spindletop
4015A Magnolia Blvd.
Burbank, CA 91505
(818) 842-0722



SST
(incl. New Alliance)
P.O. Box 1
Lawndale, CA 90260
(213) 835-8977



Tabu
9229 Sunset Blvd., Ste. 311
Los Angeles, CA 90069
(213) 276-0523



TBA/Tall Tree
11026 Ventura Blvd., Ste. 3
Studio City, CA 91604
(213) 877-5106



TSR
(incl. Baja, Aca, Damabi, Spinn)
18653 Ventura Blvd, Ste. 513
Tarzana, CA 91356
(818) 705-3512



Virgin
(incl. Ventura, Ten, Circa, Virgin Classics, Virgin Music Video, Jim + Phus, Private Stock)
9247 Alden Drive
Beverly Hills, CA 90210
(213) 278-1181



Warner Bros.
(incl. Reprise Sire, Slash, Dark Horse, Opal, Qwest, Tommy Boy, Cold Chillin', Paisley Park)
3300 Warner Blvd.
Burbank, CA 91510
(818) 846-9090



Welk Record Group
(incl. Everyman Classics, Hindsight, Ranwood, Tomato, Vanguard)
1299 Ocean Ave., Ste. 800
Santa Monica, CA 90401
(213) 451-5727



West
P.O. Box 8875
Universal City, CA 91608
(818) 506-4956

What
6767 Forest Lawn Drive
Los Angeles, CA 90068
(213) 276-9428



Windham Hill
(incl. Dancing Cat, Lost Lake Arts, Open Air, Windham Hill Jazz)
1416 North La Brea Avenue
Hollywood, CA 90028
(213) 856-2626



Wing
3800 Alameda Ave., Ste. 1500
Burbank, CA 91505
(818) 955-5204



WTG
1801 Century Park West
Los Angeles, CA 90067
(213) 556-4920



TYLER COLLINS "Girls Night Out"

Management: Innovative Talent, Inc.
Norman Aladjenn/Stuart Griffen
Executive Producer: Andre Cleveland for Tinseltown Productions
Producer: Darryl Ross

ADDED AT 25 STATIONS THIS WEEK

PRO-FM add 33	WVSR add	Q104 add
Q107 add 33	WZZG add	KSMB add
WGH add	WCGQ add	WPFM add
Q105 add 28	WZYP add	KTXY add
KBEQ add	Y107 add	99KG add
KISN add	WRVQ add	KMOK add
X100 add	WZOK add	KZOZ add
HOT97 add	B95 add	WOMP add
	KQMQ add	

DEBUTS:

KRBE deb 29	Z106 deb 27
WNVZ deb 30	KIKI deb 28
WSPK deb 38	KDON deb 25
WBBQ deb 38	WZKX deb 34
K98 deb 29	WJMX deb 33
WKQB deb 27	B98 deb 34
KZOU deb 37	WVBS deb 38

A MOST ADDED

A MOST ACTIVE

P1 ACTION AT:

WXKS deb 35
CKOI 30
PRO-FM
WGH
WNVZ 28
KSAQ 28
WPHR 33
Q95 23
KXYQ
KCPX
KISN 32-28
PIRATE 22

ADDED AT:

92X add
WPST add
WRCK add
K98 add
KZFM add
KZOU add
WGTZ add
KXXR add
KF95 add
FM104 add
WWFX add 39
WKFR add

GREAT MOVES!

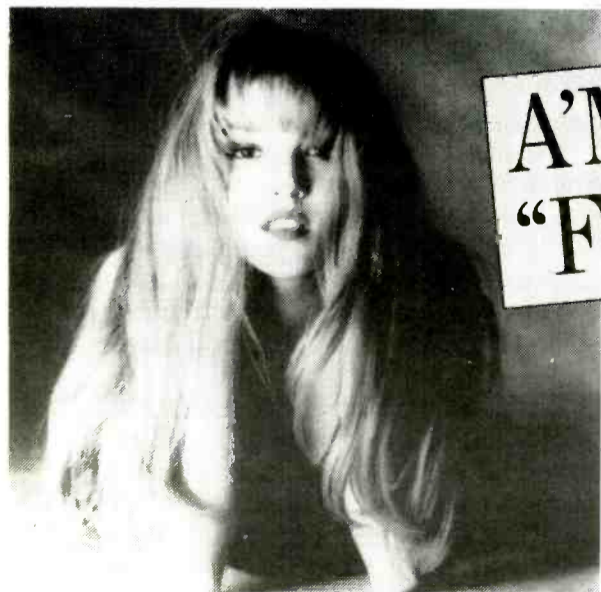
WCGQ 35-30	99KG 39-32	ZFUN 37-32
KTUX 36-29	KFMW 39-33	SLY96 27-22
KLQ 34-29	KFTZ 37-31	Y97 21-18
WTBX 24-19	KTMT 36-30	
KATM 29-23		
HOT949 17		
WPRR 21-16		
95XXX 32-27		
WJMX 19-15		
KNIN 19		
WBNQ 27-22		

MICHAEL PENN "This & That"



See Michael Penn on Tour
starting June 1st
with Tears for Fears

Management: Nick Wechsler & Associates
Produced by Tony Berg



A'ME LORAIN "Follow My Heartbeat"

Management: Shankman De Blasio Melina Inc., Santa Monica, CA
Produced & Arranged by Elliot Wolff

The Follow-Up Single to the Hit

"Whole Wide World"

On Your Desk This Week for Reports on 5/28



On RCA Records, cassettes, compact discs and albums.

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Take The
FACTSM Music Challenge
At The R&R Convention

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 FACTSM (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 cumes 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: pcFACT

Only Coleman Research delivers the results of your music test on computer software:—we call it *pcFACT*.

Instead of searching manually through reams of paper, *save hours*—pop in your *pcFACT* diskette and whiz through your FACTSM data. *pcFACT* helps you analyze FACTSM, 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 disk. *pcFACT*—Coleman Research's music management system—so easy, it's incredible!

FACTSM MAKE EVERY SONG BELONG

To learn more about FACTSM, 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

Learning New Tricks

Converting Data Into Image-Selling Information Will Set The Winning Tide In The '90s

General Omar Bradley once said, "In war there is no second prize for runner-up." In radio, a station doesn't have to be top dog to win. It only has to secure an audience position and sell this position's advantages to advertisers.

Securing an audience position will be more difficult in the '90s than in previous decades, since more stations are competing. They're already becoming more sophisticated in attracting and maintaining audiences. Some succeed with just the basics, while others win with creative and unique approaches. Whichever way you go, just make sure your station becomes the one people listen to and the one they remember.

Retail Resemblance

A radio station is like a retail store. When a store advertises its name, address, and a reason to visit, customers will probably show up. Similarly, a station touts its call letters, frequency, and programming. Calls are a station's only unique identifier — its birth certificate or driver's license — and two-thirds of

"When a store advertises its name, address, and a reason to visit, customers will probably show up. Similarly, a station touts its call letters, frequency, and programming."

Arbitron diarykeepers use calls to indicate their listening. Slogans also help people remember stations, but they're rarely exclusive across the country — often not even in the same market. Diarykeepers use slogans to identify only about 10% of listening.

A station's frequency is its address. The recent proliferation of digital-readout radios has spurred many broadcasters to use exact frequencies on-air and in ads. Rounded frequencies



Rhody Bosley

like 105 or 98 are considered slogans.

Programming and format are often the reasons why people tune in a particular station. Radio has always been very successful at programming for specific audiences. Many stations win by becoming a habit, by offering special features, or by providing incentives to listen longer.

The strategy for winning in radio ratings hasn't changed. The audience measurement (ratings) service measures how many people are listening and how long they listen. (When you look in an Arbitron Local Market Report under AQH rating, you're actually looking at an estimate of the average quarter-hour listeners expressed as a percentage of the whole.) So to win, a station must make more people listen and listen longer. Program consultants, syndicators, and networks offer many ways to achieve this challenging objective.

Selling Your Advantage

Now to the more difficult step in winning — how stations can make money in this most competitive of decades. Once you know your audience, your com-

petition, your medium, and your market, you must have the data to prove your success and know how to use it to convince others.

A station's only sellable product is the audience it attracts. That audience is the value purchased by advertisers. The format is important only as a means to draw an audience. The real test is, "How many listeners does the station have?"

The more a station knows about its audience, the better it can serve that audience and target advertisers whose customer profile matches its own. Age, sex, and where the listener resides are the most important determiners of audience behavior. The presence of children, type of

"Once you know your audience, competition, medium, and market, you must have the data to prove your success and know how to use this data to convince others."

housing, and income may be important to some advertisers.

Numerous companies are providing this supplementary ratings data to help identify customer profiles. Some examples are PRIZM, Clusterplus, Simmons, and MRI.

Analyze And Compare

Once you've analyzed your station, do the same for your competitors. Then compare. Look at the basics:

- **Time Spent Listening** — an estimate of the amount of time the average person spends listening to radio or to a station during a specific daypart. To calculate, multiply the average quarter-hour persons by the number of quarter-hours in the daypart; divide this total by the cume persons for the corresponding day-

Positioning Basics

To help secure your station's audience position, you should:

- Announce your call letters/frequency often and clearly
- Provide a customer benefit, a reason for the audience to listen
- Use creative incentives (i.e., contests) to make people listen longer
- Learn as much as you can about your market

- Complete the Station Information Package, return it, and keep it current. The SIP is sent by Arbitron to all FCC-licensed stations prior to each survey. It asks for information (call letters, frequency, if and when you simulcast, DJ and program names, slogans, etc.) to help your station get all the diary credit it deserves.

part. Convert the result to hours and minutes.

- **Audience Flow** — the method of measuring the listening habits of a given audience over a specified time period; i.e., the hour-by-hour movement of the audience size or audience share, or which station a specified audience comes from and where it goes.

- **Recycling** — divide the cume persons for two dayparts by the cume persons for a single daypart. The resulting percentage shows the overlap of the audience by daypart.

Then answer the following questions:

- How much audience is shared?
- When is the audience shared?
- Is the sharing age-specific?
- Is the audience composition similar between competitors?

Look at other factors, too. Competition for radio listening may come from an adjacent market and from noncommercial stations which aren't listed in the printed Arbitron Local Market Report. (Noncommercial stations are included in Arbitron Information on Demand (AID) data.)

Finally, know the market and do your homework. A metro profile in the front of each Arbitron Local Market Report provides such information as the circulation of local newspapers and local/national maga-

zines; passenger car registrations by manufacturer; means of transportation to work; retail sales by category of business; and top ten employer classifications.

Your local Chamber of Commerce might also be helpful, as might the public library. Look at the old newspapers stored there (probably on microfilm). Do some prospecting by checking who was advertising this time last year. Scan the local calendar to find annual events with which you may not be familiar. Contact the Radio Advertising Bureau as well. It publishes profiles on hundreds of businesses.

Data is everywhere. The challenge is to find a skilled person to locate and organize it, and present it with meaning. Stations that plan on winning big in the '90s will need people who can convert data into information.

The '90s offer an exciting competitive challenge, with more opportunities and more tools to help achieve them. But the learning curve will be steep. Some old dogs will have to learn new tricks. Those who learn and apply what they learn will win.

Rhody Bosley is VP/Radio Sales & Marketing for Arbitron (212-887-1300), which uses a seven-day personal diary to collect radio listening data for 260 markets. He contributes to this section on a regular basis.

Why 'Write It Down' Is The Wrong Line

By Rob Balon

Like so many lemmings jumping off a cliff, radio broadcasters have been known on occasion to blindly follow "hot" trends they think will help them garner ratings. The latest example of this phenomenon is the current obsession with the "write it down" crusade.

National Mania

It would be difficult to pin down the identity of the pioneering genius who took the first humble steps in this crusade. But a quick scan of the dial in any market is sure to yield countless variations on the theme. The ensuing controversy even prompted Arbitron to come up with an official position on acceptable and unacceptable "write it down" variations.

Those well-intentioned rules — and the phrase itself — don't deserve all the attention. "Write it down" campaigns and promotions are simply not worth the valuable airtime they consume.

Put yourself in a typical diarykeeper's position.

"It's time for stations to stop shooting themselves in the foot with well-intentioned but meaningless slogans like 'write it down.'"

While he may be more interested than the average listener, he's not a walking, talking radiophile sensitized to the slightest change in nuance on your station. Like virtually all of his counterparts, he may be aware of one or more of your slogans, identifiers, and positioning statements. But there's no proof that a particular line sways him to listen longer or remember better.

As weak as they are, slogans like "more music, less talk" and "favorites of the '70s, '80s, and '90s" are more potent than "write it down." Why? Because a typical listener's reaction to that exhortation is to ignore it — and/or ask, "Write



Rob Balon

what down? What are they talking about?"

The concept behind the line is that a diarykeeper who happens to be listening will grab his pencil and meaningfully record precise entries in his diary. There's nothing wrong with dutifully striving for diary mentions, but "write it down" is hardly the best way to achieve them. The "write it down" campaign is based on the premise that we broadcasters are communicating directly to the diarykeeper and that he has a vested interest in the message we're communicating.

If "write it down" is so compelling, why do so many stations that use it see no significant changes in their numbers? When a station using the phrase in New York or Los Angeles goes up half a share point, thousands of stations across the nation see it as a call to direct action: "If it worked for them, it can work for us." But any station can go up a point or two in one book. Many variables are at play, and it's awfully difficult to attribute a change to one factor.

Listener Confusion

Imagine how you'd react if you were driving and you heard an ad for a butcher shop on your radio which said, "Frank's Butcher

Shop — we have only quality meats and fine products. Every time you think of Frank's Butcher Shop, 'wrap it up.'" What exactly does wrap it up mean? If you're confused, think about how a typical radio listener feels when he hears "write it down."

"Write it down" doesn't mean anything to the listener. He doesn't listen for positioning lines or subtle attempts to manipulate diary responses. He listens for the music, the DJs, the companionship. You can bombard him with positioning lines all day, but unless you're the first into the breach with younger lis-

"Market your station by concentrating on creating a brand image, developing psychographic appeals, and recognizing the niche positions available in your market."

teners on a truly significant "more music" position, it's not going to mean much.

It's becoming harder and harder in most of the larger markets to find a clear-cut winner on "more music," "best news," "best personalities," "most community involvement," etc. Once distinctive lines between market competitors have become blurred to the point of fuzziness among listeners. That oldies-based AC station that could be so articulately defined five years ago as "the best of yesterday and today" now has three major competitors. All sound remarkably alike to the listener's untrained ear.

Also, it's getting harder to demonstrate a real benefit in a standard positioning line. Consider the typical slogan, "We play the hits." An average listener's reaction would be, "That's wonderful. I'm glad they don't play the flops!" Of course listeners expect you to play

Typical Responses

According to research by the Benchmark Company, typical responses to stations' "write it down" requests are:

- "Write what down? What are they talking about?"
- "Why should I? What's in it for me?"
- "For what possible reason would I want to sit here and write down the name of this radio station?"
- "Write it on what? A napkin? A notebook?"

the hits. But it's hard to find benefits in those types of lines, let alone in a line like "write it down."

Listeners in research studies typically ask a number of questions about "write it down": "Why should I?" "What's in it for me?" "For what possible reason would I want to sit here and write down the name of this station?" "Write it on what? A napkin? A notebook?" There may be a few diarykeepers who know exactly what you want them to do and why. But those people don't need to be asked to do so; they'll do it on their own. The vast majority won't have a clue what you're talking about.

Test Case

It's time for stations to stop shooting themselves in the foot with well-intentioned but meaningless slogans like "write it down." They won't increase awareness. In 1978, Arbitron conducted an experimental campaign in San Diego which saw broadcasters running taped announcements urging listeners to participate in the ratings study. Overall, response rate improved by five percent, but listening levels remained the same. In effect, the announcements motivated some marginal listeners who might not have otherwise participated. But the bottom line was sufficiently discouraging to end the experiment.

Here was a market with a clearly articulated message broadcast by every station that yielded only marginal results. Short of saying, "If you have a radio listening diary, please write down WAAA" (that constitutes diary distortion), the "write" concept just isn't worth the time. Why run a

message that's incomplete and only hints at what you want when the original failed to generate steam?

"Write it down" simply does not serve as a magic pipeline to diarykeepers. You'd be better off airing a generic pitch such as the Marketing Research Association-sponsored "Your Opinion Counts" campaign, which urges consumers to respond to all market research studies.

Instead of asking them to "write it down," educate core listeners about your station's unique qualities and benefits. They'll be much more inclined to write your station down if they can remember the morning personality's name, describe the type of

"Instead of asking them to 'write it down,' educate core listeners about your station's unique qualities and benefits."

music you play, or identify it as the station that plays music they enjoy. Market your station for the '90s by concentrating on creating a brand image, developing psychographic appeals, and recognizing the niche positions available in your market. Retire "write it down" to the radio compost pile where it belongs.

Rob Balon is CEO of the Benchmark Company (512-327-7010), a national market media research firm that advises radio stations on how to convert real listening into reported listening. He contributes to this section on a regular basis.

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MIKE SHALETT

Marketing Grows Up

Reaching Aging Consumers Requires New Strategies

The winter Arbitron ratings show AC KOST on top in Los Angeles and Oldies WCBS-FM finishing in the top three for New York. Bonnie Raitt's "Nick Of Time" has remained in the top ten for three consecutive weeks and sold more than 700,000 copies since her Grammy sweep.

These phenomena underscore the significance of my last column topic (R&R, 4/27): the aging of the music consumer. When a retailer complains business is slow or says thank heavens for sellers like Sinead O'Connor and Public Enemy, he's forgetting that a third of his potential customers are 35+. These grayer, wealthier consumers are in danger of slipping away because they aren't being wooed with marketing that's tailored to their varied lifestyles.

Fewer than 20% of consumers 25-34 and 35-44 claim a CHR station as a first or second favorite. As these two age segments represent 45% of all music consumers, if fewer than one in five is tuning in a CHR, 36% of all potential active record buyers are tuned out. Furthermore, while music consumers 45+ represent 12% of all buyers, only 5% of them listen to CHR.

Of course, there's more than one way to expose a song. One-third of 25-34s listen to AOR, and 35-44s are as likely to punch up an AOR as a CHR. However, as AOR Editor Harvey Kojan's column on music rotations (R&R, 3/30) pointed out, 70% of what's played in the format is recurrent or classic rock, while the remaining 30% is rotated very infrequently. So these older consumers who spend less time listening stand an even smaller chance of being exposed to new music.

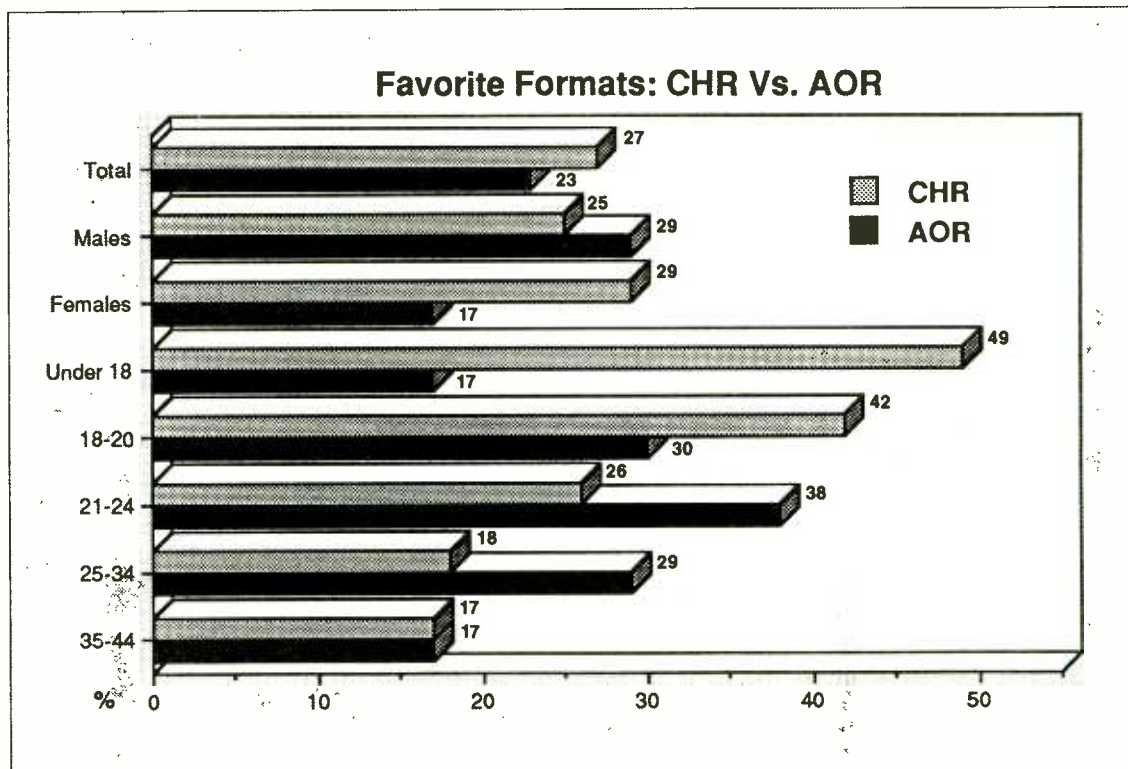
"Marketing used to be a simpler business, back when beatniks listened to bebop and their parents listened to Sinatra."

Their lack of awareness could be responsible for slower sales.

Ears Wide Open

These consumers also possess a wider range of musical tastes than their younger counterparts. Most like blues, classical, country, folk, jazz, pop, r&b, and soft rock. Not only should creative PDs take this into account to attract these potential listeners, but such varied tastes should influence record company signings. This seems to be happening.

The 25+ folks have to work and are pressed for time. More than 70% of them have watched a home shopping channel and, at last check, 15% had bought music via television offers. Record, tape, and compact disc clubs claim 22% of these consumers as members, a majority of whose purchases are made via the club. A third say they'd spend less on prerecorded music if there were no clubs, and



better than four out of five who have yet to fulfill club requirements plan to continue buying once those commitments are met.

In choosing where they shop for music, these consumers rank selection the most important factor. A convenient location is the second most important; price is third.

Radio Active

Radio plays the most important role in how this group decides what music to buy. Videos finish second, edging out friends' recommendations, and will continue to play a very important marketing role in the '90s.

New music awareness and information are best conveyed via radio, which is making a critical mistake in not front- and back-announcing songs. If radio and records are to work together to service these older consumers, music information must be available when they most want it. These listeners are also concerned with "value added" information on

topics like health, kids, stocks, and sports.

Currently, 56% of these buyers have their MTV, with 80% saying they watch it at least once each week. In fact, 12% have bought an album in the past 60 days as a result of an MTV ad. Just 40% receive VH-1 at home and three-quarters of those say they watch it at least once per week; 10% say they've recently bought an album because of a VH-1 ad.

'Buy It — Try It'

The "Buy It — Try It" concept can be helpful on the record company/retailer end. Though all manufacturers say they're making this kind of money-back offer, fewer than 10% of those 25+ say they've participated in such a program. Only 3% of the remaining consumers 25+ even recall seeing such a thing advertised in a record store in the last two years.

The intent is commendable. The execution is not. This kind of program is a must for breaking new music among buyers 25+. Almost

everywhere they shop they're allowed to try items for a limited time and ask for money back — not store credit — if not fully satisfied.

Narrowcast Marketing

The future lies in narrowcasting. Look at the magazine rack: it's loaded with tons of new, very specifically targeted magazines. Cable digital radio will fill a similar function in music delivery. The technology already exists, and its exploitation will offer consumers specific musical choices.

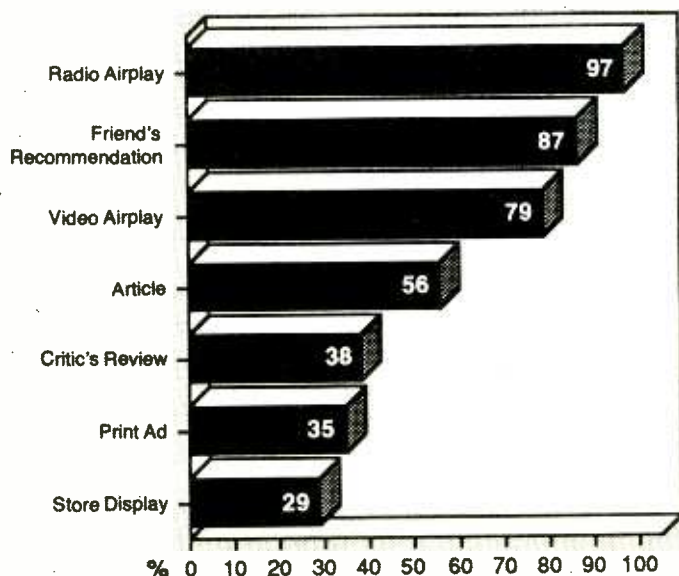
Video JukeBox is already in place on cable systems, playing videos by phone request on a per-clip payment basis. Currently, you may wait up to an hour to see your request aired, but CD ROM technology should yield pure interactivity and allow consumers to view requests immediately.

Marketing used to be a simpler business, back when beatniks listened to bebop and their parents listened to Sinatra. Those days are gone. The Woodstock Generation has grown up but not out of touch. Its members continue to buy contemporary music to play on their car, home, and portable stereos. Today, marketing plans must be segmented to accommodate the different habits yet similar musical tastes of different age groups.

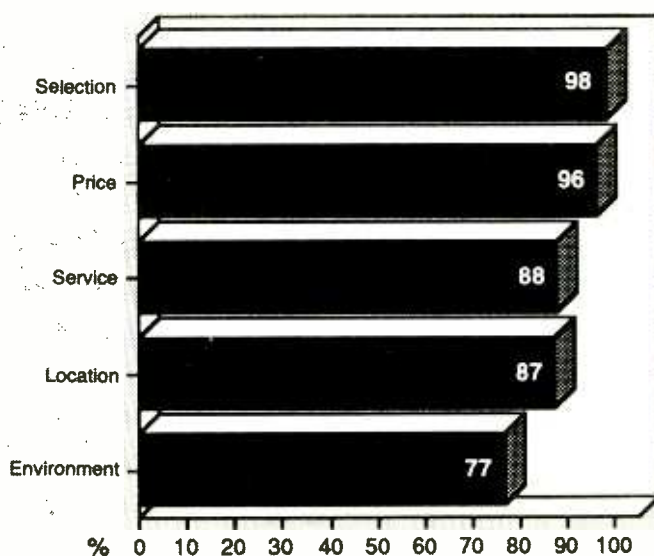
You don't want to market rap or metal to a 35-year-old. Similarly, you won't have great success selling Brazilian music to a teenager. The key to selling mainstream music will be multitiered, age-specific marketing plans. Such tactics will yield greater sales over a longer period of time.

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.

Reasons Older Consumers Buy Music



Reasons They Choose A Store



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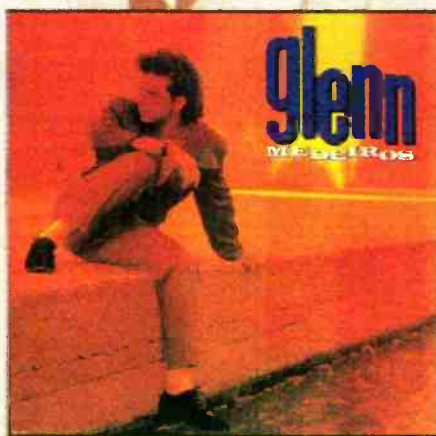
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KEN BARNES

Tracking The Trends In CHR Add Patterns

GRAPHIC Revelations, DARING Theories, EXPLICIT Numbers

These days the CHR format has more fragments than an exploded hand grenade, and its music choices seem just as volatile. It might be useful to look at the numbers for the way music's being added to track any trends or significant effects.

It might be equally useful to plot the horoscopes of the 255 reporting CHR programmers to see if they add more records when their moons are in the seventh house. Promotion and music programming are what we could charitably call inexact sciences, but maybe by looking at overall numbers we can glean a few stray glimmers of helpful information.

I'd previously put together some figures similar to the ones you see graphed over these two pages. The earlier studies covered a period of weeks in 1985, 1986, and 1989, and were summarized in my column of March 24, 1989. To fill out the picture, I randomly picked consecutive four-week periods in the first four months of 1987, 1988, and 1990 (for consistency, because the other studies were all early in the year) to give myself six years of sample data.

Total Adds

I ended up with enough tables to furnish your neighborhood Sizzler. I boiled the key data down to the six graphs here, and will quote other figures when the need arises.

Graph #1 is the basic stat: the average number of total adds in a given week. 1990's 1172 total adds is a pretty decent comeback from 1989's low mark of 1111, and comparable to 1988, but it's still well

1986, for instance, it was 237 stations. In 1990 it was 255.

That has an effect on all the total figures (as opposed to the percentages, which stay constant). In

CHR Music Trends

- Fewer records being added
- 1990: Best-ever new artist support
- Fewer conversions to chart
- CHR consensus declining

below 1987 and the record total of 1985.

And, in another sense, it's not all that great of a comeback from

"In the last two years, in the grip of Fragmentation Mania, stations are adding fewer records."

1989. The raw numbers (the ones in all the graphs) tell the basic story, but there's a key factor that changes from year to year: the average number of CHR reporters. In

1985, the first year examined, the average reporter base was exactly 250 stations, a nice round number that makes a convenient base. When you recalculate all the later years' total adds to figure out what they'd be if the reporter base was a consistent 250, you get the following breakdown:

1985:	1284
1986:	1182
1987:	1271
1988:	1258
1989:	1128
1990:	1149

That revision reduces the drastic nature of the 1986 plunge, brings 1987 and 1988 up almost to 1985 levels, and leaves 1989 as the Death Valley point by far. And it turns the 1990 add upsurge into a pretty feeble blip, indicating that in the last two years, in the grip of Fragmentation Mania, stations are adding fewer records than they used to.

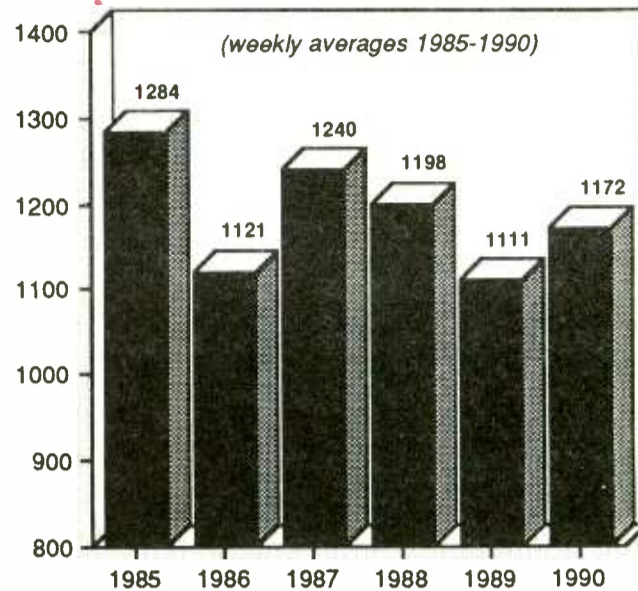
Add Opportunities Sharply Reduced

In 1987 and 1988, the average reporting station added a little over five records a week (averaging 1271 and 1258 = 1265, divided by 250, for those playing along with their home calculators). In 1989-90, the figure drops to a bit over 4.5, which doesn't seem too drastic until you multiply a drop of half a record a week over 51 weeks and realize that's 25 records a year *per station* that weren't getting added over the last couple of years.

The raw 1990 average add figure of 1172 is an average, of course; here's how the four weeks broke down individually:

3/30:	1278
4/6:	1133
4/13:	1106
4/20:	1172

#1: CHR Adds Year By Year



That's a lot of wobble week to week, and that pattern holds true through the six years. I kept a running total of how many adds were eaten up by the Top 5 Most Added records of the weeks surveyed, and historically there's a general correlation: if the Top 5 Most Added (usually first-week superstar releases or giant records kicking in) rack up a higher-than-normal total in a week, that week's total adds will also be higher than normal.

"In 1990, just 106 songs [a week] garnered adds, and 54% were new [artists]."

It works pretty well, but not invariably by any means: there are weeks with huge Top 5 Most Added totals (in the 500s) in which the total adds are below average. I haven't recorded any instances with significantly below average Top 5 Most Added totals and above-average total adds. So you can con-

clude safely enough that superstar records have an upward effect on the total add figures in a week.

Graph #2 shows the percentages of the total adds that the Top 5 Most Added records hold year to year, and it's remarkably consistent. There is a strange dive in 1989, which last year I thought came about because of a dramatically increased percentage of adds owned by new artists. However, in 1990, the new artist percentage was up even higher while the Top 5 Most Added total (which rarely includes new artists) went back up to its normal 34-36% range.

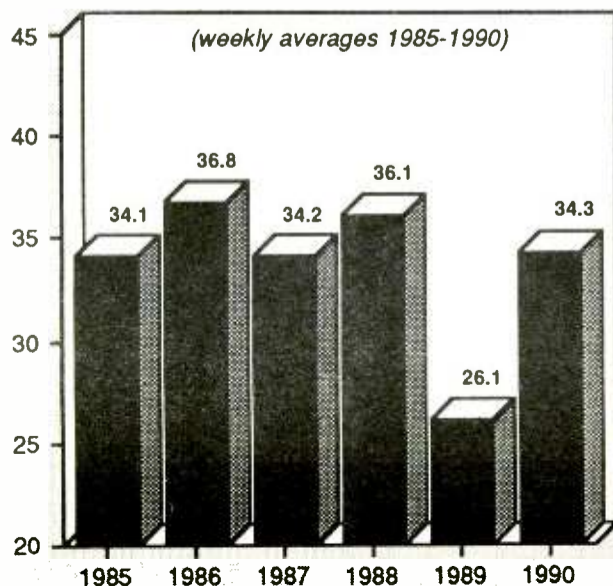
The total average adds taken up by the Top 5 Most Added records runs like this (raw totals followed by figures adjusted for a consistent base of 250 reporters):

1985:	438 (438)
1986:	412 (434)
1987:	425 (436)
1988:	432 (454)
1989:	290 (294)
1990:	402 (394)

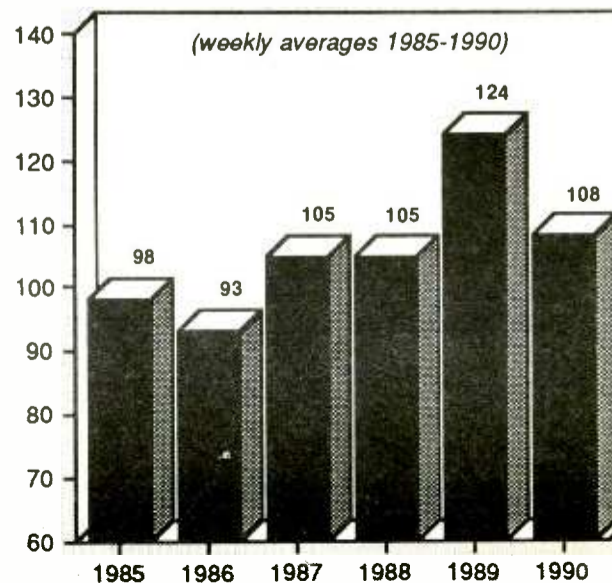
Like the percentages, it's quite consistent year to year (especially when adjusted) until the 1989 plunge; then it comes back in 1990 but not quite all the way.

Continued on Page 74

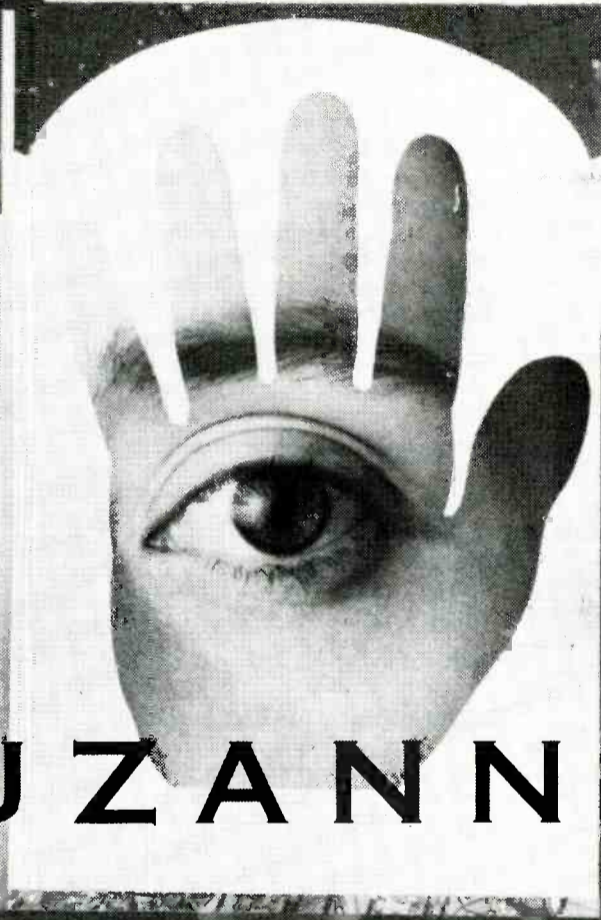
#2: Percentage Of Total Adds Locked Up By Top 5 Most Added



#3: Number Of Records Receiving Adds



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SINGER/SONGWRITER
REVOLUTION,
THERE HAD TO BE
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Tracking The Trends In CHR

Continued from Page 72

Records Receiving Adds

Graph #3 simply shows the weekly average number of records receiving one add or more in a given year, ranging from a low of 93 in 1986 to a high of 124 in 1989. Once again, 1989 stands out from the pack like a barbershop quartet opening for the Sleeze Beez.

1989 has the lowest total adds and the highest total of records receiving adds, denoting relative confusion and fragmentation all over the place. 1990 shows a partial return to a greater format-wide consensus, with fewer records receiving more total adds.

“While total adds are shriveling up, new artist adds are on the rise.”

New Artist Support

I tallied three sets of figures for new artists, only one of which I graphed (Graph #4). The first is the average number of new artists receiving adds. (New artists were defined as acts with no previous CHR Breaker; on the week an act hit Breaker for the first time, it no longer counted in the new artist tally.)

This figure stayed static for the first three years, and rose dramatically in the last three. Here are the numbers, first raw, then adjusted for a consistent reporter base:

1985:	35 (35)
1986:	33 (35)
1987:	35 (36)
1988:	46 (48)
1989:	54 (55)
1990:	58 (57)

That last number is a 60% jump over the 1985-87 average, and is a more remarkable increase over 1989's figure than it appears at first glance. Remember, in 1989, the all-time high of 126 (adjusted) different songs received adds, of which 55 (44%) were new acts. In 1990, just 106 songs garnered adds, and 57 (54%) were new. In 1987, only

one-third of the acts receiving adds were unproven.

I also compiled the total number of adds accumulated by new artists, and that's on the rise, too. Once again, the yearly raw and adjusted totals:

1985:	311 (311)
1986:	236 (249)
1987:	227 (233)
1988:	279 (293)
1989:	339 (344)
1990:	378 (370)

1990 by far sets the record, with almost one-third of the total adds going to new artists. In one of the 1990 sample weeks, new artists grabbed 524 of 1106 total adds (47%).

That's the alltime record, and is a fluke of sorts (that week also had an exceptionally low Top 5 Most Added total adds figure). Graph #4 shows the percentage of the total adds possessed by new artists over the years, and illustrates the basic trend: low 1985-88 percentages, with a trough in 1987, and a significant increase in '89 that continues in '90. So, while total adds are shriveling up, relative to '85-'87, new artist adds are on the rise. New artists, then, seem to be benefiting from fragmentation.

Incidental Information

After drawing those heavy conclusions, even a quick-draw specialist such as myself needs a break. So I compiled a couple of more lightweight stats. One of them turns out to be a pretty good general indicator of fragmentation — if a format becomes more fragmented, you should see more records receiving reports.

And, when you count up all the songs getting reports, from the 250-report consensus hits to the myriad 1/0 records at the bottom of the activity level, that's more or less what you find. Here are the trends, as usual, raw total followed by adjusted:

1985:	210 (210)
1986:	211 (222)
1987:	242 (248)
1988:	254 (267)
1989:	301 (306)
1990:	296 (290)

Even smoothed out by the standard adjustment, 1989 represents a pretty big jump in the number of total reported records. It also appears to be the pinnacle, with 1990 registering a drop (more noticeable in the adjusted figures) which may indicate that stations are moving a bit back to the center by not reporting quite so many different records.

Another measure of consensus is to count the number of records receiving ten or more reports (meaning they qualify for Significant Action, unless they're on the way down). This sum turns out not to be particularly revelatory, with the adjusted average for each of the last four years coming out almost exactly the same (so I'll spare you the figures).

Average Weekly Debuts

As significant a figure as total weekly adds is total weekly debuts; that's how to gauge the pace of records converting to numbered chart status. Graph #5 shows those figures, and they look fairly gloomy — there's a perceptible decline from '85 to '90 in the number of debuts reported in a given week.

“Fragmentation definitely lowers CHR's consensus levels [and] also seems to lower total adds.”

It appears, however, that in the last three years that decline has been arrested, since the '88-'89-'90 numbers are very similar. If you adjust for a consistent 250-reporter sample base, however, the decline looks worse:

1985:	899
1986:	824
1987:	833
1988:	813
1989:	779
1990:	745

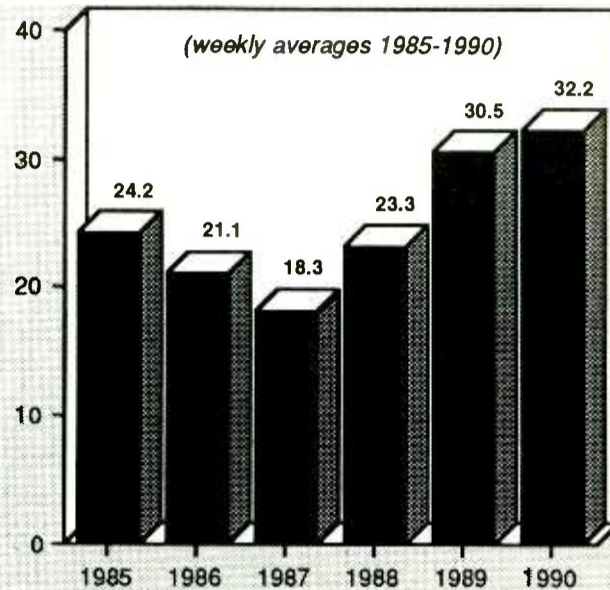
Not only are fewer records being added, fewer are converting to chart (and, at least by implication, potential hit status).

It may not be quite that depressing, however: the lower debut totals may be directly related to lower add totals. If you divide each year's debut totals by the same year's add totals, you get a fraction that's remained pretty consistent through the years. It's ranged from .70 in 1985 (meaning the debut total was 70% of the add total) to .64 in 1988. It rose to .69 in 1989 and slipped to .65 in 1990, and there probably is a relationship there.

Measuring The Consensus

It wasn't part of my earlier studies, but I keep hearing record people talking about how tough it is to get 95% or how impossible it is to garner 100% of the CHR reporters on a record. So, using my 1987, '88, '89, and '90 samples, I added the

#4: Percentage Of Total Adds Locked Up By New Artists



percentages of stations reporting the Top 15 most-reported songs (a good general indicator of consensus records) and compared them. Graph #6 is the result.

Well, if you're looking for evidence that CHR is fragmenting, you've come to the right graph. In 1987, 91% of the reporters were playing the Top 15 most-reported songs. In 1988 93% agreed on these consensus format hits. But in 1989 only 87.5% were reporting them, and in 1990 it's down to 86.6%.

Not much of a drop, you might think, but that's almost 35 stations not playing the average Top 15 most-reported songs, the ones that are generally agreed to be unquestionable hits. That's double the number of stations who weren't playing the consensus hits in 1988.

The Wrapup

I don't know that these studies, short-term and casual as they are, have produced any blinding revelations that will change the course of CHR programming and promotion. But they do provide some sort of mathematical basis for these conclusions:

1) Fragmentation is a potent factor in CHR

2) Fragmentation definitely lowers CHR's consensus levels

3) It also seems to lower total adds (I'd propose two explanations: lower totals for first-week blockbusters, which can't achieve

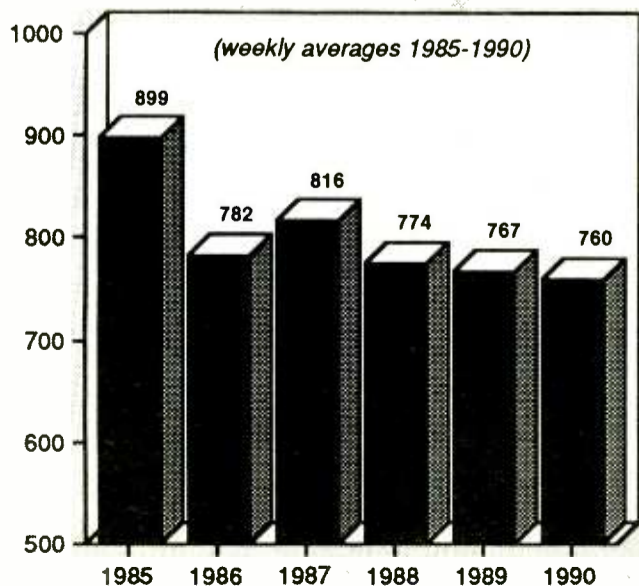
“Almost 35 stations [aren't] playing the unquestionable hits, double the number who weren't playing the consensus hits in 1988.”

the consensus they used to, and a bit more conservative attitude from programmers unwilling to add records unless they fit right into the station's niche)

4) Fragmentation helps new artists (a wider range of music is being played by the specialist CHR's).

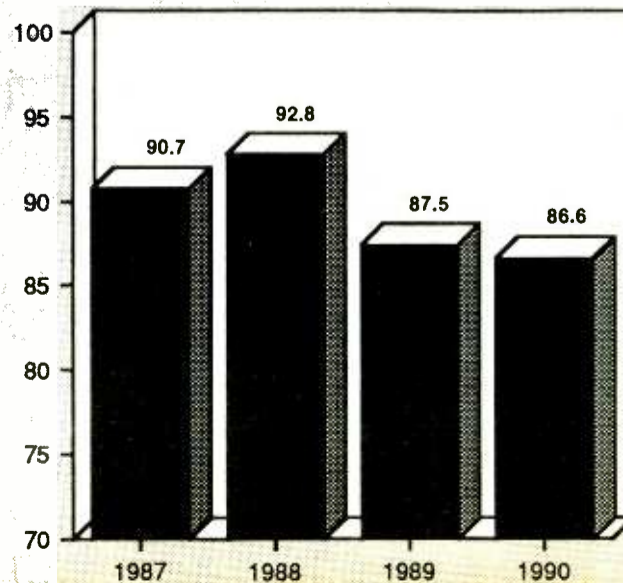
I'm as curious as you are (assuming you are curious about this stuff) to see where things go next year.

#5: CHR Debuts Year By Year



#6: CHR Consensus

(average percentage of stations playing Top 15 most reported songs)



Tony



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Led Zeppelin Reunites! (For Bonham's Wedding)

A second LED ZEPPELIN reunion featuring JASON BONHAM on drums — the first was last year at the Atlantic Records 40th birthday bash — took place at Jason's wedding to JAN CHARTERIS in Kidderminster, Worcestershire. Messrs. PLANT, PAGE, and JONES stepped up to perform "Custard Pie," "Rock And Roll," "Sick Again," "Bring It On Home," and the JERRY LEE LEWIS song "It'll Be Me."

As the rumours of a reunion tour flew fast 'n' furious, Bonham allegedly joked: "I've got a successful group — and there's no place in it for three old codgers like Plant, Page, and Jones!"

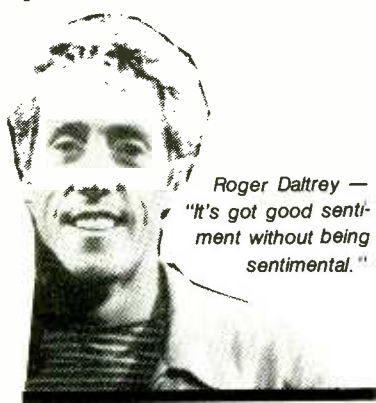
Queen Who?

As yet unconfirmed, but hotly tipped to be the latest addition to the Knebworth lineup, is a super-group being put together by ROGER DALTREY for a grand finale to the all-star show. Among those expected to join him onstage are QUEEN's BRIAN MAY and ROGER TAYLOR.

Meanwhile, Daltrey has been talking to *Screen International* magazine about his new film, "Buddy's Song."

"It's a story that has international appeal," says Daltrey. "It's about a young boy who tries to reunite his separated parents through music. It's got good sentiment without being sentimental."

Daltrey plays the father of the budding rock singer (played by CHESNEY HAWKES — son of LES HAWKES of '60s hitmakers the TREMELOES), while essaying the off screen role of the film's co-producer.



Roger Daltrey — "It's got good sentiment without being sentimental."

Daltrey's unhappy experiences with borrowing money for "McVicar" and "Quadrophenia" convinced him to share the \$5.5 million costs among himself, the WHO's manager BILL CURBISHLEY, and a group of friends. Shooting finished last month, and the film will be released in the UK in October. Soundtrack will be on Chrysalis.

Family Rules

Continuing our second-generation rockers theme, London singer SAM BROWN — whose second album was released in the UK last month — will be producing an album for her mother, VICKI BROWN, this summer.

Vicki — wife of '50s/'60s rock 'n' roller JOE BROWN — has a suc-



cessful career in Holland, and her current LP ("Lady Of Time") is about to be released in the UK.

Postcard From Paradise

A compilation album by "the UK's top 12 female acts" on the independent scene will be released by the new Paradise label in July.

"Postcard From Paradise" — already out in France on the Square label — has been coordinated by women at every stage of its development, with the intention of bringing the music more into the commercial sphere.

Featured artists on the LP are the DELTONES, COMING UP ROSES, ANNA PALM, the RENEEES, DEAD FAMOUS PEOPLE, ANNE CLARK, SPIES OF



Jason Bonham — "I've GOT a successful group."

SATURN, CONTROL GROUP, the RUDE GIRLS, WHORES OF BABYLON, MOUTH ALMIGHTY, and the VALLEYS. (Two of these acts, Coming Up Roses and New Zealand's Dead Famous People, have already released albums on BILLY BRAGG's Utility label.)

Manic Monday

SHAUN RYDER, lead singer of UK chartbusters HAPPY MONDAYS, told a Radio One interviewer that he plans to make a solo single soon. It'll be a cover of DONOVAN's 1965 UK Top Ten hit "Colours," and Ryder says he hopes ex-SMITHS/ex-PRETENDERS guitarist JOHNNY MARR will play on the single with BARNEY SUMNER of NEW ORDER supplying backing vocals.

Reed Writes With Angels

LITTLE ANGELS — the rockers who recently hit the UK Top 50 with their single "Kickin' Up Dust" — release the follow-up this week, the "Get Radical EP," as well as a

seven-inch single taken from the EP ("Radical Your Lover"), written by the band with DAN REED.

Massive Attack On Horizon

NENEH CHERRY is currently recording backing vocals in Bristol with MASSIVE ATTACK, the band to whom she opened up her home and studio last year. Cherry's manager and partner, CAMERON McVEY, is producing the as-yet-untitled debut album, which is scheduled for release in July.



Wayne Hussey — "It's the culmination of four-and-a-half years' resentment of me."

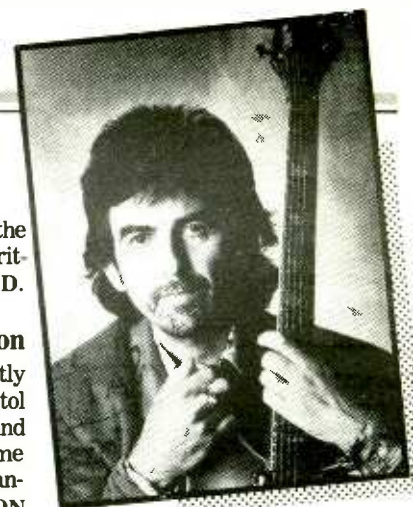
Mission In Action

SIMON HINKLER, guitarist with the MISSION U.K., is reported to have left the band during their current North American tour. Lead singer WAYNE HUSSEY left a Toronto stage in tears, *Melody Maker* reports, after announcing Hinkler's departure.

Something of a power struggle has been apparent between the pair for some years, and Hussey told the music paper, "It's the culmination of four-and-a-half years' resentment of me. I feel bitter, but I'm not prepared to give in."

Beatle Beat

GEORGE HARRISON has been receiving anonymous death threats, according to reports in



George Harrison — "The writer must be traced."

British newspapers the *Daily Mirror* and the *Sun*. So far the ex-BEATLE is said to have received five letters, all handwritten on high-quality paper and posted from South London.

Harrison has spent an estimated half a million pounds on security for his four homes to protect his family, and has a bodyguard with him at all times. He also employs staff to sort his mail and discard any letters from crackpots.

However, this time he was alarmed by the strength of their tone, and police were summoned. A detective was quoted in the *Mirror* as saying, "We are taking the threats seriously. The writer must be traced."

Incidentally, no one was willing to part with enough money to buy the costumes the Beatles wore for their performance of "A Midsummer Night's Dream" in 1964, and the lot remained unsold at Christie's rock memorabilia auction. Bidding stopped at 4000 pounds — less than half the expected price. However, the Apple expense form mentioned here recently, complete with JOHN LENNON's scribbles, went for 2600 pounds — twice its expected price.

Rockin' Rector

PAT KANE, singer with HUE & CRY, has been elected rector of the University of Glasgow, where he himself was a student. Kane takes over the honorary post from WINNIE MANDELA.

BRITAIN

LW	TW	Artist/Album
1	1	MADONNA/Vogue (Sire/WB)
3	2	PAULA ABDUL/Opposites Attract (Siren/Virgin)
4	3	ADAMSKI/Killer (MCA)
5	4	SOUL II SOUL/A Dream's A Dream (Siren/Virgin)
6	5	ADVENTURES OF STEVIE V/Dirty Cash (Mercury/PG)
2	6	ALANNAH MYLES/Black Velvet (Atlantic)
14	7	PHIL COLLINS/Somebody Hopped On The Way To Heaven (Virgin)
8	8	KYLIE MINOGUE/Better The Devil You Know (PWL)
9	9	NATALIE COLE/Wild Women Do (EMI USA)
15	10	MORRISSEY/November Spawning A Monster (HMV/EMI)
7	11	HAPPY MONDAYS/Step On (Factory)
12	12	FAMILY STAND/Ghetto Heaven (Atlantic)
—	13	EN VOGUE/Hold On (Atlantic)
8	14	SNAP/The Power (Arista)
—	15	NEW KIDS ON THE BLOCK/Cover Girl (CBS)
—	16	BBG I/DINA TAYLOR/Snappiness (Urban/PG)
9	17	UB40/Kingston Town (DEP International/Virgin)
—	18	BRUCE DICKINSON/Tattooed Millionaire (EMI)
11	19	BLUES BROTHERS/Everybody Needs Somebody To Love
—	—	ARETHA FRANKLIN/Think (Atlantic)
10	20	HEART/All I Wanna Do Is Make Love To You (Capitol)

Moving Up

- SINITTA/Hitchin' A Ride (Fanfare)
- TONGUE 'N' CHEEK/Tomorrow (Syncopate/EMI)
- KID CREOLE & THE COCONUTS/The Sex Of It (CBS)
- PROPAGANDA/Heaven Give Me Words (Virgin)
- LISA STANSFIELD/What Did I Do To You? (Arista)

The Network Chart, courtesy MRIB

AUSTRALIA

LW	TW	Artist/Album
1	1	CHURCH/Metropolis
2	2	MIDNIGHT OIL/Blue Sky Mine
4	3	BOOM CRASH OPERA/Dancing In The Storm
3	4	MARGARET URlich/Escaping
6	5	HUNTERS & COLLECTORS/Turn A Blind Eye
5	6	GIRL OVERBOARD/The Love We Make
9	7	MIDNIGHT OIL/Forgotten Years
—	8	JENNY MORRIS/Self Deceiver
7	9	BANG THE DRUM/Only You
—	10	MAKERS/Big Picture

Most Added

(Note: No Most Added This Week.)

Top 10 Australian records from playlists of MMM-FM/Brisbane, 3 Triple M-FM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-Day/Sydney, 2 Triple M-FM/Sydney, FM-104.7/Canberra, and KIX106/Canberra.

CANADA

LW	TW	Artist/Album
1	1	ALANNAH MYLES/Lover Of Mine
2	2	JANE CHILD/Don't Wanna Fall In Love
3	3	COREY HART/A Little Love
4	4	BOX/Carry On
5	5	MAESTRO FRESH WES/Let Your Backbone Slide
9	6	BLVD./Lead Me On
6	7	PAUL JANZ/Every Little Tear
7	8	BURTON CUMMINGS/Take One Away
8	9	RUSH/The Pass
—	10	MAESTRO FRESH WES/Drop The Needle

Most Added

- BLONDES/Yeah Yeah Yeah
- PARTLAND BROS./Honest Man

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.

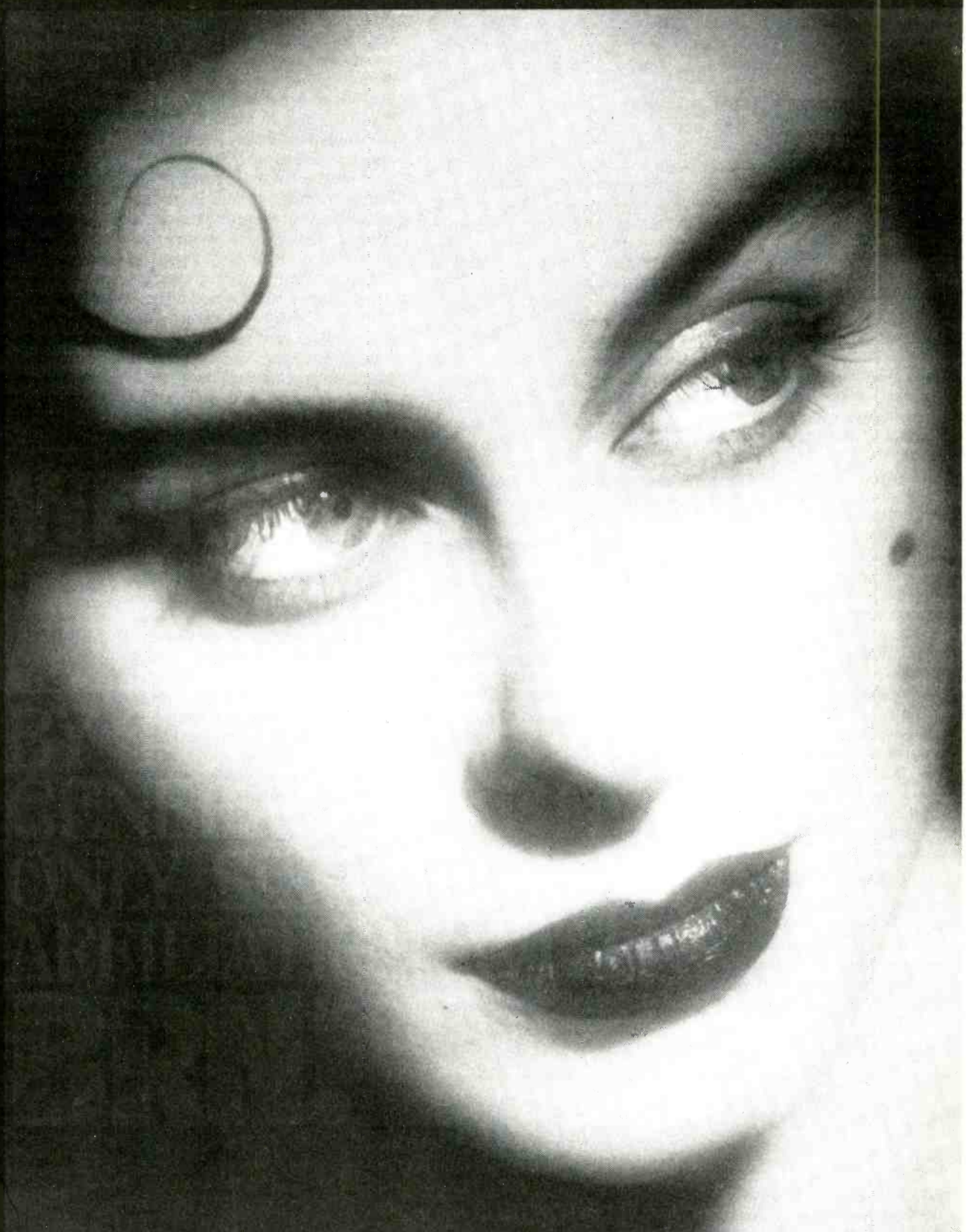
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THE YEAR'S MOST ACCLAIMED NEW STAR

COMPACT DATA®

Songwriters' Summit Glasnost LP Due In July

The tunes hammered out at 1988's Moscow Songwriting Summit are set to see the light of day with the July 3 release of Epic's compilation LP, "Music Speaks Louder Than Words."

Artists and repertoire for the album are Cyndi Lauper's "Cold Sky," Earth, Wind & Fire's "One World," Atlantic Starr's "Family Of Man," Anne Murray's "I Know Your Touch," Animotion's "I'm From Another Planet," Roberta Flack's "Underneath The Sky," Emmanuel's "One Heart, One Mind," Phoebe Snow's "Speak To My Heart," and Patti LaBelle's "There's Always Love."

Each song on the LP — reportedly the first ever to be simultaneously released in the U.S. and Russia — was co-written by American and Soviet songwriters.

'Dick Tracy' Discography

No less than three Sire/WB albums will accompany the June 22 release of Buena Vista's forthcoming Warren Beatty-Madonna film, "Dick Tracy."

Madonna's own "I'm Breathless" is due May 22. The LP sports the tunes "More," "What Can You Lose?" and "Sooner Or Later" (three Stephen Sondheim compositions that actually appear in the film), as well as the following songs "inspired" by the flick: "Vogue," "Hanky Panky," "I'm Going Bananas," "Cry Baby," "Something To Remember," "Back In Business," "He's A Man," and "Now I'm Following You" — the last of which features Beatty on vocals.

The blitz continues on June 12 with the release of "Music From The Motion Picture 'Dick Tracy'" — an LP featuring tunes from K.D. Lang and Take 6, Jerry Lee Lewis, Brenda Lee, Tommy Page, August Darnell, Patti Austin, Erasure, LaVern Baker, Al Jarreau, and Darlene Love. Danny Elfman's all-instrumental "Dick Tracy" soundtrack — set for release on July 10 — completes the trio.

Peoples Get Ready

Mercury recording artist Nia Peoples has been tapped to host a new syndicated variety show for Paramount Domestic Television, titled "The Party Machine With Nia Peoples." The daily program

Cypress Plans 'Rock Of The '80s' LP Series

In honor of late Modern Rock radio pioneer Rick Carroll, Cypress Records is planning to launch a "Rock Of The '80s" album series focusing on several different musical genres.

The first release, due out in early fall, will be a hits package featuring performances by Blondie, the Thompson Twins, Haircut 100, Thomas Dolby, and the Icicle Works, among others. The next LP in the series — which takes its name from an on-air phrase Carroll popularized at KROQ/Los Angeles — is likely to be a Dance Music package.

The new line could run as deep as eight albums, with future projects adopting Punk, Reggae, British Invasion, and Australian Invasion themes.

Incidentally, proceeds from the series will go to the Rick Carroll Fund at the programmer's alma mater, California State University, Sacramento. Neither KROQ nor Infinity Broadcasting are involved with, nor will they receive any share of the profits from, this project.

will spotlight live performances, comedy acts, in-studio dancing, and music videos.

Funnyman Arsenio Hall is executive producer of the half-hour show, which is tentatively set to debut in January 1991.

Poison Capsule

Poison's forthcoming Enigma/Capitol LP, "Flesh And Blood," includes the following titles — "Life Loves A Tragedy," "Don't Give Up An Inch," "Sacrifice Flesh And Blood," and "Ball And Chain" — all proudly penned by the boys thembeautifulselves.

Meanwhile, Poison lead singer Bret Michaels has co-written most

of the tunes for Susie Hatten's debut Giant Records LP (which Michaels is also producing). The one exception? A version of the Rolling Stones' classic "Brown Sugar."

Bits & Pieces

• Billy Joel is donating part of the proceeds from his latest Columbia single ("The Downeaster 'Alexa'") to two different charities: The Coast Alliance (an environmental organization committed to protecting America's threatened waterways) and the East Hampton Baymen's Association (a Long Island fishermen's coalition).

• Following in the fancy footsteps of Bobby Brown, Johnny Gill, and Bell Biv DeVoe, Ralph Tresvant will be the next member (or former member) of New Edition to release a solo album. Tresvant's LP will hit stores this summer on MCA.

• Megadeth are putting the finishing touches on their next Capitol LP, which should be released in August. The group — which consists of founding members Dave Mustaine (vocals) and Dave "Jr." Ellefson (bass), and newcomers Marty Friedman (guitar) and Nick Menza (drums) — are being produced by Mike Clink (of Guns 'N Roses and Whitesnake fame).

• Private Music recording star Yanni will join the Dallas Symphony Orchestra on June 8 for a "Bridge To Life" benefit concert to raise money for AIDS research. Other artists, as well as the musician's main squeeze, actress Linda Evans, are expected to participate.

• On May 14, bluesicians Johnny Adams, Ruth Brown, Charles Brown, Snooks Eaglin, and George Porter will make a live video and audio recording to be donated to the Smithsonian Institution's National Museum of American History's new Rhythm & Blues archives. The gig is set to take place at NYC's Lone Star Roadhouse.

• JMT will release jazz guitarist John McLaughlin's "Live At The Royal Festival Hall" LP on May 15.

• The next Slash/WB album from L.A. homeboys Los Lobos is titled "Down By The Riverbed." It's scheduled for release on May 29.

• Cinderella vocalist/guitarist Tom Keifer will duet with Bad Romance lead singer Joanna Dean on the Roy Orbison/Nazareth classic "Love Hurts." The song will appear on Bad Romance's forthcoming debut Mercury album, "Code Of Honor," which is set for release on June 5.

• Anthrax have entered the studio to work on their next Island LP, tentatively titled "Persistence Of Time." Look for it around September 1.

R.I.P.

Tenor sax king, actor, and Blue Note recording artist Dexter Gordon died of kidney failure on April 25 at the age of 67. During his stellar career Gordon played alongside such jazz greats as Charles Mingus, Louis Armstrong, Billy Eckstine, and Dizzy Gillespie.

M
49.8 million households
Pete Galkuzi
Director/Music Programming

Weeks On

HEAVY

AEROSMITH/What It Takes (Geffen)	12
BELL BIV DEVOE/Poison (MCA)	2
PHIL COLLINS/Do You Remember (Atlantic)	4
HEART/All I Wanna Do Is Make Love To... (Capitol)	8
SLAUGHTER/Up All Night (Chrysalis)	12
WILSON PHILLIPS/Hold On (SBK)	12

EXCLUSIVES

BILLY IDOL/Cradle Of Love (Chrysalis)	3
M.C. HAMMER/U Can't Touch This (Capitol)	3
MIDNIGHT OIL/Forgotten Years (Columbia)	2
MOTLEY CRUE/Don't Go Away Mad (Elektra)	ADD
NEW KIDS ON THE BLOCK/Step... (Columbia)	ADD
TOM PETTY/You So Bad (MCA)	3
ANDREW RIDGELY/Shake (Columbia)	5
ZZ TOP/Doubleback (WB)	ADD

STRESS

BLACK CROWES/Jelous... (Def American/Geffen)	12
LITTLE CAESAR/Chain Of Fools (DGC)	2

BUZZ BIN

DEPECHE MODE/Enjoy The Silence (Sire/Reprise)	7
HOUSE OF LOVE/I Don't Know... (Fontana/Mercury)	4
LIGHTNING SEEDS/Pure (MCA)	2

ACTIVE

ADAM ANT/Room At The Top (MCA)	10
B-52'S/Deadbeat Club (Reprise)	9
JUDE COLE/Baby It's Tonight (Reprise)	7
DANN YANKEES/Coming Of Age (WB)	7
DIGITAL UNDERGROUND/Humpy... (Tommy Boy)	5
ELECTRONIC/Getting Away With It (WB)	5
FAITH NO MORE/Epic (Slash/Reprise)	9
GIANT/It'll See You In My Dreams (A&M)	7
GREAT WHITE/Babe, I'm Gonna Leave You (Capitol)	2
BILLY JOEL/The Downeaster "Alexa" (Columbia)	2
ELTON JOHN/Club At The End Of... (MCA)	ADD
L.A. GUNS/Balad Of Jayne (Vertigo/Polydor)	6
RICHARD MARX/Children Of The Night (EMI)	4
MICHAEL PENN/This And That (RCA)	6
ROBERT PLANT/Hurting Kind (Es Paranza/Atlantic)	9
PUBLIC ENEMY/911 Is A Joke (Def Jam/Columbia)	4
ROXETTE/It Must Have Been Love (EMI)	5
SMITHEREENS/Blues Before &... (Enigma/Capitol)	8
WHITESNAKE/Now You're Gone (Geffen)	ADD

MEDIUM

RICHARD BARONE/River To River (MCA)	2
CHURCH/Metropolis (Arista)	9
LLOYD COLE/Downtown (Capitol)	ADD
CURE/Pictures Of You (Elektra)	6
DANGER DANGER/Bang Bang (Imagine/Epic)	7
DEL AMITRI/Kiss This Thing Goodbye (A&M)	5
FLEETWOOD MAC/Save Me (WB)	6
FRONT/Le Motion (Columbia)	3
SAM KINISON/Under My Thumb (WB)	2
KISS/Rise To It (Mercury)	3
LONDON QUIREBOYS/7 O'Clock (Capitol)	9
PARTNERS IN KRYME/Turtle Power (SBK)	ADD
SLEEZE BEEZ/Stranger Than Paradise (Atlantic)	3
TECHNOTRONIC/This Beat Is Technotronic (SBK)	2
SUZANNE VEGA/Book Of Dreams (A&M)	5

BREAKOUT

ADRIAN BELEW/Pretty Pink Rose (Atlantic)	ADD
BIZ MARKIE/Spring Again (Cold Chillin'/WB)	4
LINEAR/Sending All My Love (Atlantic)	5
LITTLE FEAT/Texas Twister (WB)	5
LOCK UP/Nothing New (Geffen)	3
LOUIE LOUIE/Sittin' In The Lap... (WTG/Epic)	ADD

HOT NEW VIDEOS

BILLY IDOL/Cradle Of Love (Chrysalis)	3
LIGHTNING SEEDS/Pure (MCA)	2
LOUIE LOUIE/Sittin' In The Lap... (WTG/Epic)	ADD
MOTLEY CRUE/Don't Go Away Mad (Elektra)	ADD
ZZ TOP/Doubleback (WB)	ADD

ADDS

ADRIAN BELEW/Pretty Pink Rose (Atlantic)
LLOYD COLE/Downtown (Capitol)
ELTON JOHN/Club At The End Of The Street (MCA)
LOUIE LOUIE/Sittin' In The Lap Of Luxury (WTG/Epic)
MOTLEY CRUE/Don't Go Away Mad (Elektra)
NEW KIDS ON THE BLOCK/Step By Step (Columbia)
PARTNERS IN KRYME/Turtle Power (SBK)
WHITESNAKE/Now You're Gone (Geffen)
ZZ TOP/Doubleback (WB)

VH1
30.6 million households
Sal LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

CHIMES/Still Haven't Found What... (Columbia)	ADD
JOHNNY CLEGG & SAVUKA/Cruel, Crazy... (Capitol)	7
MIKI HOWARD/Until You Come Back To Me (Atlantic)	4
BILLY JOEL/The Downeaster "Alexa" (Columbia)	2
ELTON JOHN/Club At The End Of The Street (MCA)	5
LYLE LOVETT/Here I Am (Curb/MCA)	3
PAUL McCARTNEY/Put It There (Capitol)	11
BONNIE RAITT/Nick Of Time (Capitol)	ADD

ARTIST DEVELOPMENT

BRENT BOURGEOIS/Dare To Fall In Love (Charisma)	1
SHAWN COLVIN/Diamond In The Rough (Columbia)	3
EVERYTHING BUT THE GIRL/Driving (Atlantic)	15
JULIA FORDHAM/Lock And Key (Virgin)	4
Q. JONES/I.T. CAMPBELL/Tomorrow... (Quest/WB)	1
LITTLE FEAT/Texas Twister (WB)	4
NICK LOWE/All Men Are Liars (Reprise)	1
MICHAEL McDONALD/Take It To Heart (Reprise)	ADD
NEVILLE BROTHERS/Bird On A Wire (A&M)	2
MICHAEL PENN/This And That (RCA)	5
L. RONSTADT/I.A. NEVILLE/When... (Elektra)	ADD
RYUICHI SAKAMOTO/You Do Me (Virgin)	2
CARLY SIMON/My Romance (Arista)	4
SUZANNE VEGA/Book Of Dreams (A&M)	4
GEOFFREY WILLIAMS/Blue (Atlantic)	10

NEW MUSIC

PETER DINKELBERG/Crying In The Chapel (Capitol)	9
KATE BUSH/This Woman's Work (Columbia)	7
INNOCENCE MISSION/Wonder Of Birds (A&M)	3
KENNEDY ROSE/Love Like This (Pangaea/RS)	3
WENDY MARRIAGE/All That I've Got (A&M)	4
JILL SOBULE/Living Color (MCA)	ADD
SUNDAYS/Here's Where The Story Ends (DGC)	2
TINA TURNER/Foreign Affair (Capitol)	1

HIT MAKERS

AFTER 7/Ready Or Not (Virgin)	2
CALLOWAY/I Wanna Be Rich (Solar/Epic)	8
PHIL COLLINS/Do You Remember (Atlantic)	3
TAYLOR DAYNE/It'll Be Your Shelter (Arista)	1
FLEETWOOD MAC/Save Me (WB)	ADD
DON HENLEY/Heart Of The Matter (Geffen)	9
QUINCY JONES/Secret Garden (Quest/WB)	13
MADONNA/Vogue (Sire/WB)	ADD
RICHARD MARX/Children Of The Night (EMI)	2
SINEAD O'CONNOR/Nothing... (Chrysalis)	12
ROD STEWART/This Old Heart Of Mine (WB)	10
WILSON PHILLIPS/Hold On (SBK)	11

Information current as of May 8.

POLLSTAR

Biggest Gigs In March '90

Pos.	Artist	Gross
Venue/City		(in 000s)
1	PAUL McCARTNEY	\$1639.2
	Kingdome/Seattle	
2	GRATEFUL DEAD	\$1096.7
	Capital Centre/Landover, MD	
	(three shows)	
3	GRATEFUL DEAD	\$1087.8
	Nassau Veterans Memorial Coliseum/	
	Uniondale, NY (three shows)	
4	AEROSMITH	\$1051.2
	Great Western Forum/Inglewood, CA	
	(three shows)	
5	GRATEFUL DEAD	\$921.2
	Knickerbocker Arena/Albany, NY	
	(three shows)	
6	DAVID BOWIE	\$917.4
	Toronto Skydome	
7	BILLY JOEL	\$858.3
	Florida Suncoast Dome/St. Petersburg	
8	MOSCOW CIRCUS	\$809.1
	San Diego Sports Arena (nine shows)	
9	GRATEFUL DEAD	\$733.0
	Copps Coliseum/Hamilton, ONT	
	(two shows)	
10	AEROSMITH	\$697.5
	Cow Palace/San Francisco (two shows)	

New Tours

Among this week's new tours:

DAVID BYRNE	MSG
COVER GIRLS	PRETTY BOY FLOYD
LACY & DALTON	BILLY JOE ROYAL
DEBORAH HARRY, JERRY HARRISON,	TRAVIS TRITT
RAMONES & TOMMY CLUB	WORLD PARTY
MARILLION	

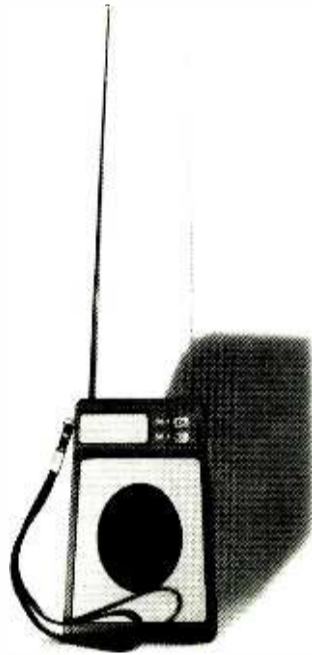
The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.

An Invitation To Love

Promo Item Of The Week honors go to the highly fashionable marketing staff at RCA Records, who teased radio's desire for Lita Ford's latest single ("Hungry") by shipping AOR reporters each a CD copy of the song along with a lovely red rose (pictured).

Ah, but one quick sniff is all it takes to discover that this is no ordinary flower. Instead, it's a cleverly rolled G-string that slowly unfurls into programming hands once freed from its cellophane tie. Every rose has its pom...





Baby Boomer

The generation that grew up with radio is still loyal to radio. Baby boomers are 76 million strong and listen 27 hours a week.

So when you want to find out more about how baby boomers, their children or their parents listen to radio, turn to Arbitron. Arbitron can help you define all radio audiences. No matter what size radio they listen to.

ARBITRON

"THROUGH THE TEST OF TIME"



Patti Austin

THE NEW SINGLE

From The GRP Debut Album
LOVE IS GONNA GETCHA

Produced by Dave Grusin

AC Chart: 27 - 21

64 AC Reporters - 72%



THE
DIGITAL MASTER
COMPANY

Beach Boys, U2 Raise Richter Scale

MONDAY, MAY 21

1968/Tom Donahue initiates "progressive radio" at KSAN/San Francisco. Format evolves into present-day AOR.

1979/Elton John performs the first of eight concerts in Leningrad.

1980/The Clash's Joe Strummer is jailed for hitting a fan in the head with a guitar at a Hamburg show.

1985/Thailand bans Murray Head's "One Night In Bangkok," saying the tune "may cause misunderstanding about Thai society."

1989/"They're scum. I just don't understand why we subsidize people who go on holiday all the time." —

Newsweek quotes Elvis Costello on England's Royal Family.

Born: Ronald Isley 1941, Leo Sayer 1948, Bob Rock 1955

TUESDAY, MAY 22

1954/Bob Dylan, then known as Robert Zimmerman, celebrates his bar mitzvah.

1958/London news services report Jerry Lee Lewis has married his 14-year-old cousin. He's booed offstage that night, and is forced to cancel 34 of 37 scheduled shows.

1966/At 16, Bruce Springsteen records his first song, "That's What You'll Get," with his band, the Castiles.

1980/Thieves make off with four of Jimi Hendrix's gold albums when they rob New York's Electric Ladyland Studios.

1987/Frank Sinatra makes his last appearance at Las Vegas's Golden Nugget hotel before switching to Bally's.

Born: Bernie Taupin 1950, Morrissey 1959

WEDNESDAY, MAY 23

1953/Jim Reeves debuts at the Grand Ol' Opry.

1970/The Beatles' "Let It Be" album sets a U.S. record with 3.7 million advance orders.

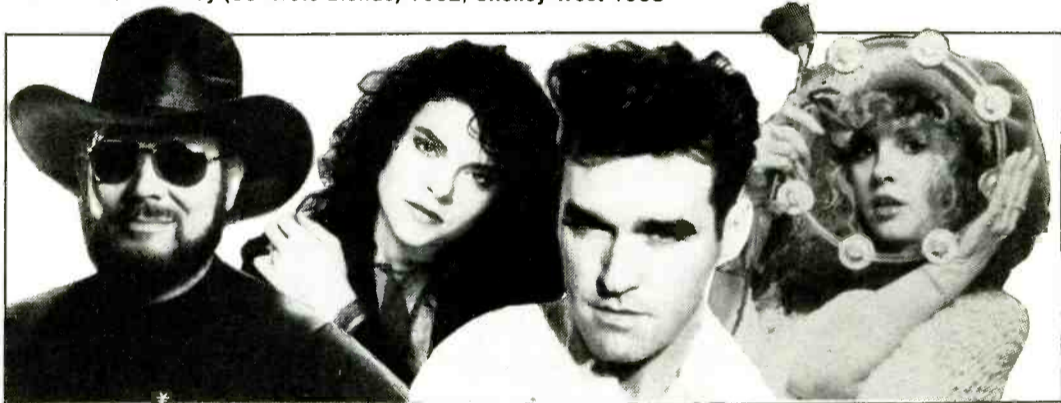
1975/Not-so-good vibrations — Foot-stomping Beach Boys fans cause the upper deck of Anaheim Stadium to sway back and forth. The same thing happens the next day at Oakland Coliseum, but no damage is done in either case.

1979/Tom Petty is forced to file for bankruptcy when his label, ABC, folds.

1980/The Doobie Brothers (all of them) reunite for a benefit show at the Hollywood Bowl, and go on to a full tour.

1989/The Allman Brothers announce they'll play together for the first time since 1982 for a 20th anniversary tour. Also, Bette Midler wins Funniest Actress honors at the third annual Comedy Awards.

Born: James Mankey (Concrete Blonde) 1952, Shelley West 1958



Hank Williams Jr., Rosanne Cash, Morrissey, Stevie Nicks

THURSDAY, MAY 24

1974/Lung cancer claims the life of jazz great Duke Ellington.

1978/Van Halen's self-titled debut album goes gold.

1980/Phil Collins, Tony Banks, and Mike Rutherford hop into the ticket booth of Los Angeles's Roxy to hawk their benefit performance that night.

Born: Bob Dylan 1941, Rosanne Cash 1955, Patti LaBelle 1944, Tommy Chong 1938

FRIDAY, MAY 25

1965/The Kinks' Dave Davies is knocked unconscious when he crashes into Mick Avory's drums. The group cancels the rest of its tour.

1973/Carole King draws 100,000 to a free concert in New York's Central Park.

1978/Keith Moon bashes his last cymbal with the Who while taping "The Kids Are Alright." He overdoses in September.

1989/Hoping to avoid future industry criticism, NARAS establishes separate Hard Rock and Heavy Metal categories.

Born: Miles Davis 1926, Tom T. Hall 1936, Klaus Meine (Scorpions) 1958, Jessi Colter 1945

SATURDAY, MAY 26

1973/Bruce Springsteen releases his first single, "Spirit In The Night."

1976/While on a transatlantic flight, Robert Plant and Jimmy Page disturb other passengers, including Telly Savalas and Dudley Moore. Also, Bob Marley & The Wailers play L.A.'s Roxy in a concert Rolling Stone dubs one of the alltime greatest.

1989/Radio stations nationwide go silent for 30 seconds to dramatize the medium's importance.

Born: Hank Williams Jr. 1949, Stevie Nicks 1948

SUNDAY, MAY 27

1967/The Bar-Kays make their first chart appearance with "Soul Finger."

1977/Fleetwood Mac grabs its first CHR #1 as "Dreams" tops the chart.

1978/"He's my favorite honky" — Steve Martin releases "King Tut."

1987/Rattle and hum and take cover — U2's powerful sound system sets off earthquake alarms near Rome.

1989/The Beach Boys and Chicago begin their first joint tour since 1975 at the Pacific Amphitheater in Los Angeles. Brian Wilson sits in on three songs.

Born: Ramsey Lewis 1935, Don Williams 1939, Bruce Cockburn 1945, Siouxsie (Susan Dallion) (& The Banshees) 1958

— Paul Colbert

PRODOTTO
D'ITALIA

49ERS

DON'T YOU LOVE ME

AS EXPLOSIVE AS FERRARI
AS SENSUAL AS ARMANI
AS INTOXICATING AS VINO
AS BRILLIANT AS MICHELANGELO
AND, AS FIERY AS NERO

IF YOU WANT TO HEAR THE DANCE MUSIC OF THE '90'S,
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NEW MUSIC D'ITALIA. FROM THE LAND OF PASSION
AND EMOTION
COMES AMERICA'S HOTTEST NEW DANCE SOUND.
THE OLD WORLD NEVER SOUNDED THIS NEW!

THE FOLLOW-UP TO THE WORLDWIDE #1 DANCE SMASH, "TOUCH ME". OVER 100,000 SOLD IN THE U.S.

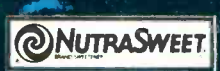


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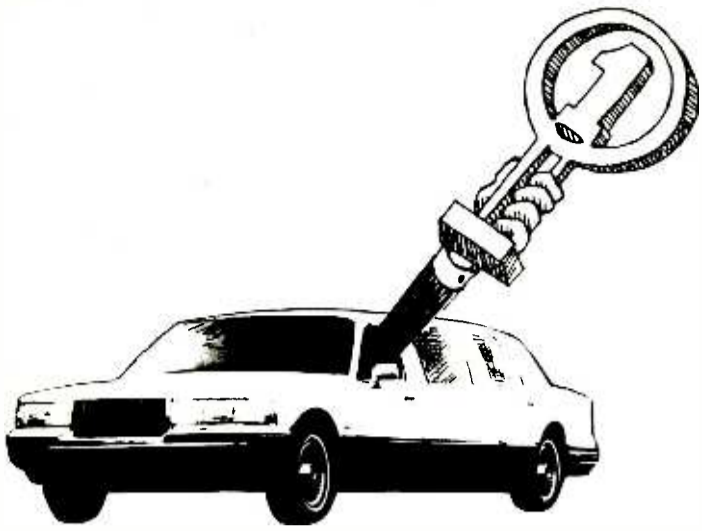
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WESTWOOD ONE RADIO NETWORKS



Best Performance by a limo...

For professional and dependable service, Music Express is driving away with all the honors. We were just recently awarded the winning title of "Operator of the Year" by The National Limousine Association!

NICE . . . but wait.

Just as we were taking out bows for that distinctive salute, came word that Performance Magazine, the concert touring and entertainment weekly, placed Music Express number one in their reader's poll.

To us, that's a little like picking up an Oscar and a Grammy.

We don't know what the future holds in terms of awards, but we're determined to stick to our high standards, because being the finest service in the country has always been our number one goal.

How did we arrive at this degree of excellence? Guess we're just driven.

Call Music Express and go with a winner!

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CAL TCP801P



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Nobody Can Do Better What We Do Best



BRAD MESSER

CALENDAR

High Morale At Low Cost

You couldn't miss it when you walked into the station lobby. Stretched across a huge studio window was an eight-foot banner screaming in red letters, "Congratulations Fred! Best Newscast Award!" Pardner, that home-made banner radiated morale, enthusiasm, teamwork, and leadership — and it cost virtually nothing.

Salespeople have an ancient saying: "Nothing happens until something gets sold." They're right. However, as with most other wise old sayings, sometimes it takes a while for the whole truth to sink in. For instance, for the longest time I never suspected that saying could be as valid in a newsroom as in a sales office. But the lightbulb above my head turned on as I looked at that banner.

The banner told me much more than that Fred had won an award. It said a supervisor was doing a selling job — a sales job of the very best kind, in which all parties benefit.

The man who won the award was getting some additional ego gratification. There was probably some happy staff spinoff. Visitors and clients who entered the lobby knew something special had happened. And the banner did a not-so-subtle

sales job on other departments within the station. It was clear evidence that this particular department was on the move.

As a morale tool, a few feet of news teleprinter paper and some ink from a fat felt-tip pen appeared to be remarkably cost effective. Thoughtfulness evidenced by small acts can be a wonderful morale builder. Little things do mean a lot.

A Splash And A Wave

This particular station's news department was pretty good. People worked hard, stories were filed, tapes were chopped, forecasts were typed up for the jocks, and so on. Everything had been working smoothly for years, but insiders said it had become smooth to the point of boredom until the station brought in a new news director. It turned out he was the banner maker.

His philosophy included the belief that his newspeople, like it or not, were part of an entertainment medium. He had energized the news operation with special assignments and promotable one-shot projects. He was doing a selling job inside the station as well as outside, via fresh daily promos.

Those around him agreed he hadn't sacrificed the nuts and bolts of the daily news operation. The basics were still in place and functioning efficiently. His contribution was to take the staff beyond the routine, to make a splash here and a wave there. In other words, to take the department from ordinary to extraordinary — not through the use of cash and assets, but through imagination and enthusiasm.

I couldn't see much difference between what he was doing and what major manufacturers do. He had changed the old product slightly, added plenty of sparkle, slapped on bright new labels, and was out beating the drums to make sure everyone noticed the difference. The excitement didn't come from spending money: it came from imagination and enthusiasm.

First Democratic Convention

MONDAY, MAY 21 — The Democratic party opened its first national convention at Baltimore in 1832. Only the name was new, not the faces: it was formerly the Democratic-Republican party, which had elected every president since Thomas Jefferson. Delegates nominated Andrew Jackson for a second term.

In 1989 Yulia Sukhanova was selected to be the first-ever Miss USSR. Britain announced a "firm bridgehead" against Argentine troops in the Falklands War in 1982. Lindbergh landed in Paris in 1927 after the first solo nonstop transatlantic flight. The American Red Cross was founded in 1881 by Clarissa "Clara" Barton. New Zealand was declared a British colony in 1840. Victoria Day observed in Canada.

Birthdays: Kent Hrbek 30. Judge Reinhold 33. Mr. T 38. Raymond Burr 73. Armand Hammer 92.

First Transatlantic Steamship

TUESDAY, MAY 22 — This is National Maritime Day (by presidential proclamation), commemorating the first ocean crossing by a steam-powered ship. The Savannah left its home port in Georgia in 1819 on a 39-day voyage to Liverpool. It was a tall-masted sailing ship, retrofitted with a steam engine to drive sidewheels whenever the wind died. Although Savannah was equipped with 32 staterooms, promoters couldn't sell a single passenger ticket for the maiden voyage. In 1972 Nixon and Brezhnev opened a summit in Moscow which resulted in the first agreement limiting production of atomic weapons. The toothpaste tube was invented in 1892.

Birthdays: Bernie Taupin (composer) 40. Tommy John 47.

No-Hit Pitcher Lost His Stuff

WEDNESDAY, MAY 23 — Joe Borden of Boston pitched the first National League no-hitter in 1876, just three months after the NL was formed. Borden's glory days were short; he couldn't hang on to his control. He was demoted to groundskeeper before the end of that first season.

The Surgeon General announced in 1984 that smokers may cause disease in others. Oklahoma's record high May temperature of 110 degrees was set in 1953 at Hollis. Canada established the North West Mounted Police in 1873. South Carolina ratified the Constitution and became the eighth state in 1788.

Birthdays: Joan Collins 57. Rosemary Clooney 62.

Night Baseball Bows

THURSDAY, MAY 24 — Major league baseball's first night game was played at Cincinnati in 1935. It began with a ceremony in which President FDR switched on the floodlights via remote control from his office in Washington. The home team won: Reds 2, Phillies 1.

In 1988 John Moschitta set the Guinness record for fast talking: 586 words per minute. In 1983 the search for the cause of AIDS was declared U.S. federal health agencies' top priority. Iran rejected a World Court decision calling for the release of U.S. hostages in 1980. The Brooklyn Bridge opened to traffic in 1883.

Birthdays: Rosanne Cash 35. Priscilla Presley 45. Bob Dylan 49. Gary Burghoff ("M*A*S*H") 50.

Another Title For Gorby

FRIDAY, MAY 25 — Mikhail Gorbachev was elected President of the Soviet Union in 1989, with strong support from many delegates who were attending their first meeting. They had just been elected to the Congress of People's Deputies in the first free election in modern Soviet history.

Around seven million took part in the Hands Across America human chain attempt in 1986. "Return Of The Jedi" made \$6.2 million on opening day in 1983. In 1961 JFK said the U.S. would try to put a man on the moon before the end of the decade, and it happened. The U.S. Constitutional Convention began in 1787, presided over by Gen. Washington at Philadelphia.

Birthdays: Connie Sellecca 35. Leslie Uggams 47. Dixie Carter ("Designing Women") 51.

Saturday (5/26): Sally Ride (astronaut) 39. Phillip Michael Thomas 41. Hank Williams Jr. 41. Stevie Nicks 42. Brent Musberger 51. James Arness 67. Peggy Lee 70.

Sunday (5/27): Don Williams 51. Louis Gossett Jr. 54.

SBK RECORDS PROUDLY PRESENTS

TERRY STEELE

As a songwriter,

he has shown the world
the measure of his soul with
the stirring smash ballad
"Here and Now."

Now, Terry Steele writes
a new musical chapter
with the release of his
remarkable debut single

"If I Told You Once."

Produced and
arranged

by Cilla Brown

for Brown Sugar

Productions from

the forthcoming

SBK Records album

"King of Hearts."

*"if i told
you once"*

Terry Steele,

Precious Metal



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RANDALL BLOOMQUIST

Talk Tuneups

If today's stations are to catch the next wave of listeners, they'll have to:

- Clean up clutter
- Improve personalities
- Develop new talent
- Avoid stodginess.

TALK TIGHTENS UP ITS ACT

Bracing For The '90s Boom

As America heads into the final decade of this century, no radio format is better positioned than Talk to scale new heights of success. The nation's demographic trends are playing right into the format's hands. Today, people aged 25-34 constitute the largest single age group in the U.S. By 2000, however, 35-44s — a group with a demonstrated affinity for Talk — will dominate the demographic landscape.

"Every single day during the '90s, thousands of people will turn 35," observes WXYT/Detroit OM and Talk consultant Michael Packer. "And once people turn 35, they cross a sort of line — they become aware of the world beyond themselves. They want to know what's going on in the world. At the same time, however, they have less and less time to read the newspaper. Talk radio is perfect for them."

But, warn veteran programmers, the graying of America doesn't mean guaranteed easy money for Talk. Certain issues must be dealt with if the format is to cash in on the promise of the '90s. Among them: clearing up clutter, improving the format's current personalities, developing new air talent, and avoiding program stodginess, both real and listener-perceived.

"Everybody's saying, 'Oh boy, all these new listeners are coming in our direction,'" warns EFM Media President Ed McLaughlin, who syndicates the Rush Limbaugh show. "But it's only great if we can catch them. These are sophisticated radio listeners, who are used to the glibness and entertainment of morning zoos and so forth. They could slip right past us."

listeners were raised on the streamlined, "more music, less talk" sound of FM radio and will have a hard time accepting the larger number of elements and heavier spot loads of the current Talk format. In fact, Packer says, clutter is responsible for the steady

erosion in TSL that has already occurred over the past three years at several major market Talk outlets. "When sampling Talk formats," says Packer, "baby boomers are going to stick with those stations that have cleaned up their for-

maties and developed a faster-paced, contemporary sound." He warns that AM Talk outlets must complete such formative polishing in the early '90s — before the inevitable arrival of significant numbers of FM Talk stations.



"Baby boomers are going to stick with those Talk stations that have cleaned up their formatics and developed a faster-paced, contemporary sound."

— Michael Packer



"The challenge today is to find hosts who understand there's more to the business than yelling at uninformed callers."

— Bruce Marr



"The day the world runs out of interesting people is the day we run out of potential hosts."

— Lee Larsen

erosion in TSL that has already occurred over the past three years at several major market Talk outlets.

"When sampling Talk formats," says Packer, "baby boomers are going to stick with those stations that have cleaned up their for-

concerned about clutter, there is agreement that many Talk stations do need to pick up the pace. "Commercials aren't quite the intrusion they are on a music station," says KOA/Denver GM Lee Larsen. "I don't think we need to go to eight spots an hour. But flow is important. What the baby boomers are

going to listen to is shorter calls, quicker bits of information, and less extraneous talk."

In order to help his hosts improve their ability to "get to the point," Larsen enrolls them in seminars aimed at sharpening their conversation and interview skills.

Drowning In The Talent Pool

Indeed, the quality of the current crop of talk hosts and sources of new talent are perhaps the biggest concerns facing programmers. "The challenge today is to find hosts who understand there's more to the business than yelling at uninformed callers," says consultant Bruce Marr. "When I run an ad looking for hosts, I get maybe 30 tapes, none of which are any good."

Adds WLS/Chicago PD Drew Hayes: "Many hosts have been made into concubines of conversation. They've been told to simply facilitate the debate by asking questions like, 'What do you think on this subject?' and 'How do you respond to that?' They don't really know how to engage the audience."

Still other hosts, adds Packer, are "born talkers who have to

Continued on Page 88



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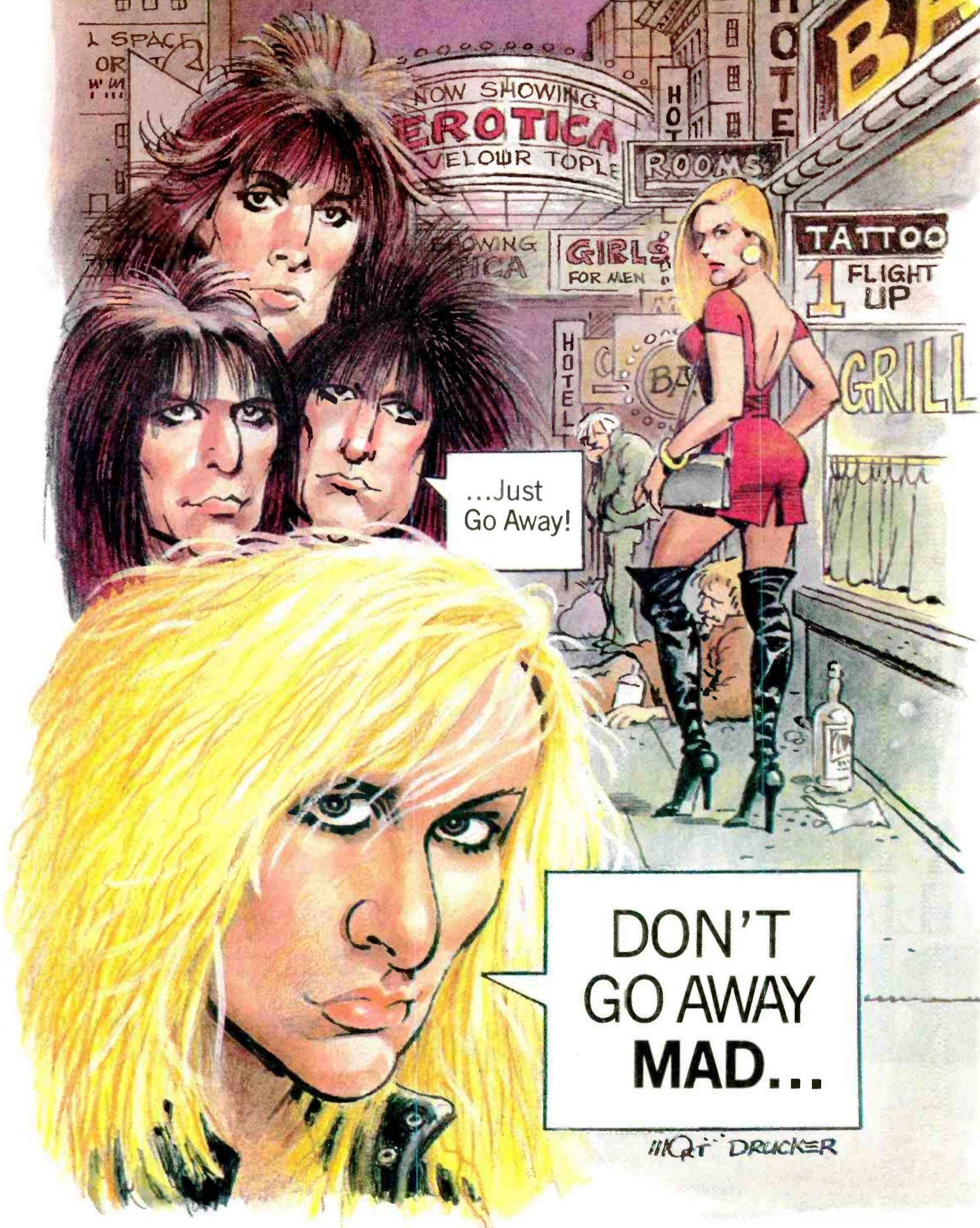
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Bracing For The '90s Boom

Continued from Page 86

learn how to listen and let the callers talk."

Home Grown Radio

As the pool of quality "professional" talk talent shrinks, say programmers, stations will have to look farther afield for tomorrow's stars. "Yes, the supply of transient, U-Haul-driving hosts is drying up," says KING-AM & FM/Seattle GM Jack Swanson. "But those guys weren't going to take us where we need to be, anyway. The host who dominates his daypart is never the guy who just flew in from Tulsa."

In the future, says Swanson, stations will have to put more emphasis on longterm efforts to identify and raise local talent. "It takes some time to develop your own people, but it can be done. Go out and find a bright, interesting person in the community, put him on Saturday nights and 'grow' him for five or six years."



"Look at Howard Stern, Steve Dahl, or the zoo shows. What are they doing but Talk?"

— Ed McLaughlin

Says KOA's Larsen: "The day the world runs out of interesting people is the day we run out of



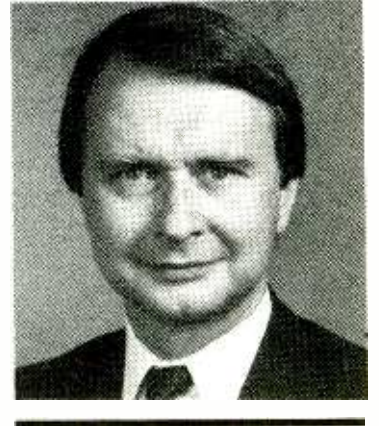
MOSCOW MOUTHPIECE — The once-Evil Empire appears to be this spring's destination of choice among well-heeled Talk stations. WRKO/Boston midday host Gene Burns (flanked by exec. producer Sheryl Gipstein (l) and exec. asst. Susan Rheault) recently did a week of live broadcasts from Moscow, during which Beantown callers could speak directly with Soviet guests. Not to be outdone, KMOX/St. Louis's Bob Hardy spent an April week broadcasting from several Eastern European capitals, including East Berlin, Prague, Budapest, Warsaw, Poland, and Moscow.

potential talk show hosts." Talk stations, he adds, should also be willing to experiment with talents from other formats and media. His station, for example, airs a midday consumer action show hosted by a local television reporter who had



"Many hosts have been made into concubines of conversation. They don't really know how to engage the audience."

— Drew Hayes



"The future of Talk isn't the future of shows with a host, a guest, and callers; it's the future of radio without records."

— Jack Swanson

"WE'RE AMAZED BY THE SPOT SALES GENERATED AFTER ONLY SIX WEEKS OF AFFILIATION WITH BRN."

Jeff Chandler, Owner/GM KCEO-AM, San Diego



KCEO sales executives got excited last month. After the station switched to business news and talk, orders increased dramatically.

For the first time in years, *The Los Angeles Times* placed a substantial schedule.

KCEO staff learned that BRN listeners are successful... and responsive. Advertisers get results; they pay for success. Station profits grow.

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never done radio, and an afternoon news magazine anchored by former CHR DJ Steve Kelly.

In fact, while many programmers blame music radio's "less talk" mentality for the lack of articulate air talents, others believe that music stations could be a big source of talent in the future. "Look at Howard Stern, Steve Dahl, or the zoo shows," says Ed McLaughlin. "What are they doing but Talk?"

McLaughlin also believes increased commitment to quality programming — from both hosts and management — will be crucial to Talk's bid to catch the baby boomer wave. Hosts, he says, need to understand that "every show they do has to be great." Management must demand excellence and give the hosts the tools to deliver it, including staff support. "I'm amazed when I watch the show's credits, how many people are involved in putting together a one-hour 'Donahue' show. We've got radio hosts doing two or three hours with hardly any support."

At minimum, McLaughlin said, a station should provide each of its hosts with an executive producer who can spend two hours a day helping map out future shows, an

experienced, topnotch screener, and a researcher to assist with show preparation and provide answers to questions that come up during a broadcast.

That Better Be Entertainment

As for exactly what Talk stations and hosts should be talking about in the coming decade, there's little agreement. The question of whether a station is doing issues talk or soft talk will be less important than whether the programming is interesting, compelling, and above all, entertaining.

What's News?

Been promoted? Changed format? Aired an interesting segment or done an unusual promotion? Give me a call at (202) 783-3822. Or fax me at (202) 783-0260. The address: R&R, 529 14th Street NW, Suite 807, Washington, DC 20045.



Is your newsroom slowed by miscommunications? Gridlocked

by inefficiency? Drowning in a sea of paper and printer ribbons? If it is, relax. UPI and BASYS have teamed up to offer newsroom software that any station can afford.

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KEEPING IT LIGHT

How To Review An Aircheck

By Steve Cochran

Take a breath. Your show is over. Time to relax a bit. Maybe you should head for home — you could catch the daytime “Wheel Of Fortune.” Can’t miss a day of Bob Goen. Or how about a nap? Yeah, that sounds great, but wait . . . here comes the PD.

His mouth is open and he’s saying those words you fear most. Not “Looks like you’ll need a root canal.” Those are the words you fear most from your dentist. Your PD’s phrase that slays is, “Hey, why don’t we go over a tape?”

Those words hit you harder than Mike Tyson’s face hit Buster Douglas’s fist. He wants to go over an aircheck, and you get that same horrible feeling. The feeling you had in school when your teacher wanted the homework you blew off last night. The feeling you get when you see a policeman’s lights in your rear-view mirror. The feeling you get when you want to leave the mall but can’t remember where you parked your car. The feeling you

“Your PD wants the same thing you do — to make sure you have a great show, day in and day out.”

get when you’re talking about someone and you realize they’re standing right behind you. The feeling you get when you discover your fly is unzipped but you have no idea how long it’s been that way. Sorry, I’m getting carried away.

Here’s what won’t work:

- “I lost the tape”
- Cueing up your best break or erasing the first part of the tape (they caught Nixon, they’ll catch you)

• Pretending you’ve been called into the military service (you’d have to actually join up and it’s not worth the bad haircut)

Look, face the music. Going over a tape is part of being a better air personality. An aircheck session should



Steve Cochran

be looked at as a positive learning experience. Your PD wants the same thing you do — to make sure you have a great show, day in and day out. If you sound good, he looks good. He doesn’t want to hurt you, unless your boss is one of the handful of the Manson family members they didn’t catch, and that can’t be more than 20% of America’s programmers, so your odds are pretty good.

What to bring? Four things:

- Your ears (the most important thing you can do is listen)
- A good attitude (OK, I know that’s asking a lot. How about a nonviolent attitude?)
- Paper and pen (this will allow you to take notes and/or write, “My boss is a butt-head” 100 times)
- A dish to pass (I believe it was Marconi who said, “The way to a PD’s heart is through his stomach.”)

Preparing Your Defense

When it comes to going over a tape, follow the same rule you do for a good show. Be prepared. Know your show. Know your act. That way, when your PD questions why you did a break in a particular manner, you can give him a clear, concise answer.

For example:

PD: *Why was there a second of dead air between those two songs?*

You: *Cart deck #6 has a bad start button. I told engineering, and they said they would fix it today.*

That approach works much better than:

PD: *Why was there a second of dead air between those two songs?*

You: *What? What the hell kind of question was that? Look, the Berlin Wall came down, the cold war is over, but there are still starving people in Africa. There’s a lot going on in this world, bub! And it’s all more important than a second of dead air. Get a life!*

Keeping your emotions (AKA really bad temper) in tow is an important part of an aircheck session. Again, keep in mind that your purpose for being there isn’t to suffer a bruised ego, but to improve your performance. You know better than anybody when you screwed up,

“The purpose of reviewing airchecks is not to suffer a bruised ego, but to improve your performance.”

and sitting still while your boss rewinds the same bad break 12 times can be, at the least, unnerving. But as you know, murdering a PD carries almost as stiff a penalty as murdering a regular person. (And it’s not worth having to date your cellmate, Bubba.)

However, don’t be afraid to disagree. If your PD makes a point about your show that you don’t agree with, do what I do. Take a deep breath, look him right in the eye, and say, “You’re right, I blew it, it won’t happen again.” I’m kidding, of course. OK, I’m not kidding; I do that, but you shouldn’t. At least, not without years of training.

The important thing to consider when you disagree with your boss relates to what we discussed earlier.

Facing The Music

When your PD wants to go over an aircheck, remember to:

- Be prepared, calm, and receptive
- Accept blame, but don’t be afraid to disagree
- Maximize your time with him.

Be prepared. Have an intelligent, well-considered argument to defend your point. This advice applies to other problems that come up at the station as well. A wise old owner (I know “wise” and “owner” are a contradiction, but work with me) told me something a few years ago that I’ve always remembered. He said, “When you come to me with a problem, have a solution for the problem in mind.” So when you’re defending a break on your tape, have a reason in mind for having done the break that way.

Diversionsary Devices

When all else fails, there are some diversionary tactics you can use to help you “skate” over those weak spots in your show. No, I’m not talking about explosions or gunfire, though you may want to keep both handy.

The best thing I know of to distract a PD is what I call the “Steve Cochran shuffle.” Here’s how it works: just prior to a bad break, ask your PD a probing question about something you know he cares about deeply. For example:

(Bad break playing in background)

You: *Hey (your boss’s name here), how’s your mother? Has her gout subsided?*

PD: *Well, thanks for asking. You know she’s a wonderful woman . . .*

Or you could try asking a business-related question:

You: *Hey (your boss’s name here), years from now, what do you think the social significance of Milli Vanilli will be?*

PD: *Well, they certainly have made an indelible mark on music history . . .*

By the time your PD is done yapping, your “break from hell” will be over.

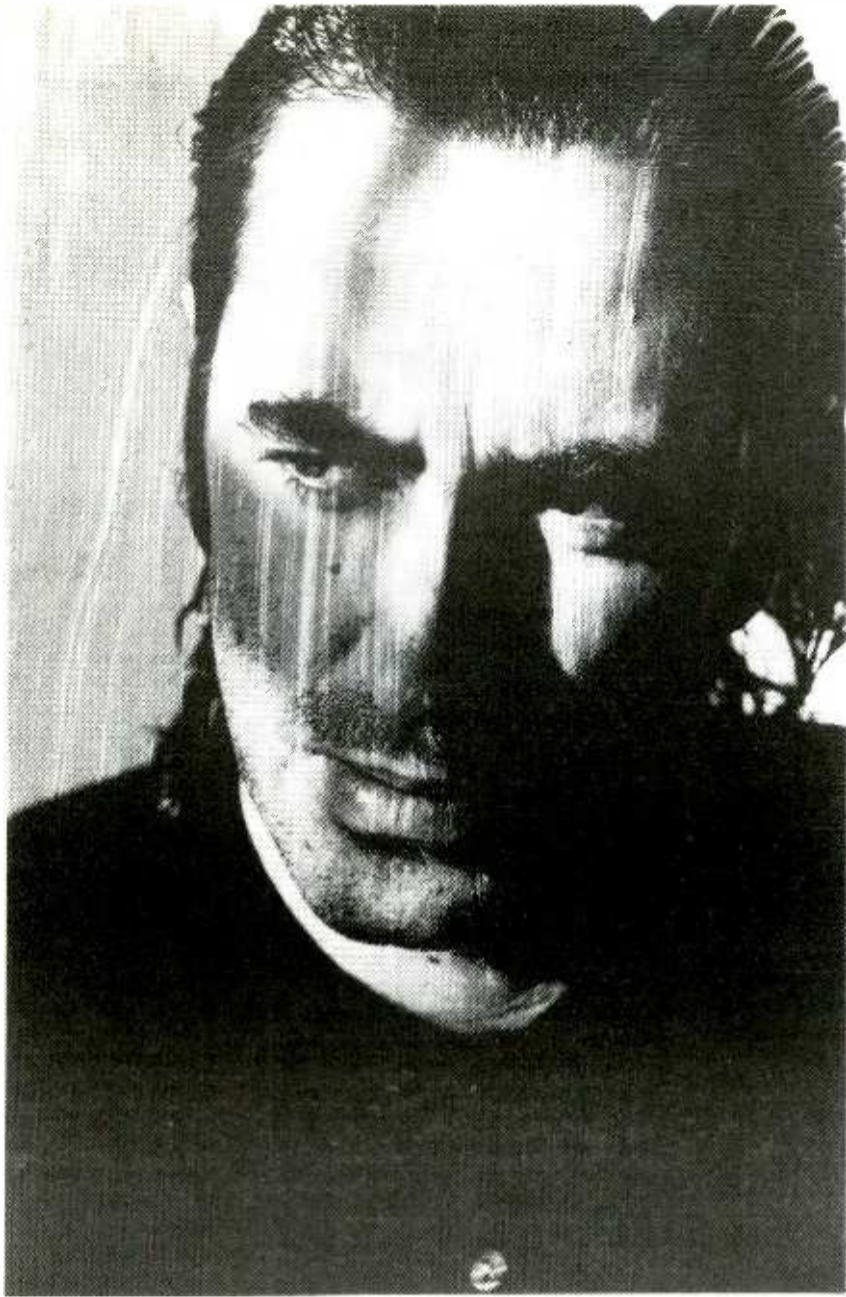
Of course, I never actually do this myself. All right, I do. But you shouldn’t. Not without years of training.

Some final notes on aircheck sessions. Your boss is a busy guy. Take the one-on-one, closed-door opportunity to take care of questions he’s been too busy to answer in the hall. This personal meeting also presents a great opportunity to “suck up.” But that’s another article entirely.

Most importantly, don’t let the little things bother you. If the main points being brought up about your show are, “Hit the calls harder here,” or “Do the weather first in the set,” give yourself a pat on the back. When your PD picks on the little things, that means you’re a major leaguer. Only be concerned if, at the end of your aircheck session, your boss shows you how to place a “Positions Sought” ad in R&R.

Lastly, listen to your own show three times a week. Take the things about your act that bother you and fix them yourself and . . . wait a minute. Here comes my PD, Brian Philips. The finest programmer in America. Wait, his mouth is opening, he’s saying something, he wants to go over a tape. “Ah, sorry, Brian, I was just called into the military service.” Well, I’ll just have to live with the bad haircut.

Steve Cochran is the morning drive personality on KDWB-FM/Minneapolis. He can be reached by phone at (612) 340-9000 or by fax at (612) 340-9560.



“**DARE** TO
FALL IN
LOVE” WITH

BRENT
bourgeois

THE MULTI-FORMAT SUCCESS STORY

CHR DEBUT 38

141/19

#1 MOST ACTIVE CHR

WXKS 30	Y100 24	WKBQ 35	X100 26-22	KMEL 29-26
CKOI	WGH 22	KZZP 26	KWSS 21	Z99 23-19
WPLJ	WNVZ	KKRZ deb 28	KPLZ 27	WZOK 19
PRO-FM deb 32	KSAQ 33-27	KXYQ add	KUBE 28-23	KQIZ 23-18
Q107 add 31	WPHR 30	KCPX add	HOT102 add	
PWR99 20	Q95 19	KISN 31-26	FM102 deb 30	

AC 30 - 23

WLTS	KLCY	WEBE	WZNY	WIVY	WLAC	WFMK	AND
2WD	B100	WRVC	WXTC	U102	KMJC	WMGN	MORE
WNLT	I1077	WKYE	WTCB	KHLT	WVUD	WHNN	
KBIG	WLEV	WOBM	WAHR	KELT	WLHT	3WM	
KAER							

Watch for Brent's video on VH-1 Next Week

PRODUCED BY DANNY KORTCHMAR AND CO-PRODUCED BY BRENT BOURGEOIS. BILL GRAHAM MANAGEMENT



charisma

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JOEL DENVER

Back To Basics

Musical Variety, Fun Presentation, 'Hometown' Promotions Nix Niche Rivals

Format fragmentation has distracted and thrown many mainstream CHR stations off course. While keeping taps on their niche rivals, PDs have often lost sight of format basics; i.e., limiting the musical variety listeners expect from mainstream outlets.

Last year's soft spring and summer Arbitrons reflected this confusion. Compared to fall '88, there was some improvement in the fall '89 sweep, which indicated the base end of the core audience (teens and 18-24s) was up. TSL also rose significantly among males, females, teens, 18-24s, 18-34s, 25-34s, and 35-44s, thanks to cume increases at 272 of the stations analyzed. Women still listened more, 59% to 41%. Although winter '89 showed improvements over the previous year's book, more work remains to be done.

In the wake of these results, three mainstream programmers talked about the need to rely on CHR's traditional strengths in an effort to maintain ratings footholds.

Take Chances

KIIS-AM & FM/Los Angeles VP/Programming Gerry DeFrancesco was jubilant about the winter '90 Arbitron, which showed KIIS up 5.4-6.1 for second place in the market behind AC KOST (5.7-6.4) and now ahead of Dance CHR KPWR (Power 106), off 6.2-5.6. DeFrancesco feels KIIS has pulled ahead because of the stronger differences he's defined between his station and Power 106.

"Until I returned [from WUSA/Tampa], there was no concerted effort to be musically different from Power 106. Recently, we've had a great variety of hits like the B-52's, Sinead O'Connor, and Alanah Myles, which work in combination with Janet Jackson and Paula Abdul. CHR always works better when there's a variety of hit music available.

"My strongest advice to mainstream programmers under attack from niche stations is to avoid tunnel vision. Take some chances and



Gerry DeFrancesco

play things they can't. Forget about what they're playing and focus on your station and your listeners' expectations.

"We made the mistake of focusing on 25+ and it hurt. Now we're aiming at 12-34, and it's working. In a competitive marketplace, I don't see 25+ as a logical target demo for CHR. In this market you've got a ton of ACs that fill the void for that type of adult. Adults who choose CHR want hit music, energy, excitement, fun, and not necessarily a lot of oldies. There are enough current ballads to play without relying on great-testing oldies. We only use them for occasional spice in middays."

"We want to be everybody's number two choice. If everyone makes us their number two choice for our variety, then we actually become number one."

—Greg Rolling

PD Tailspin

DeFrancesco asserts that pursuing adults 25+ amid increased competition has thrown many programmers into a tailspin. "If you're going for 12-34, you know what to play and there should be fewer questions about record selection. We've all overanalyzed, over-researched, and relied less on 'gut,' which is probably the most glaring omission in programming today.

"Presentation is also important. CHR was designed to be fun, but it must be well-produced with an off-the-wall aura — sort of a controlled chaos." With that in mind, DeFrancesco pulled most of the heavy-voiced sweepers, which resembled those of his competitors, and introduced a new Century 21 jingle package.

"In CHR if you have the teens, you have the women. That's the ballgame. It's like a lifeboat — women and children first."

Gerry DeFrancesco

DeFrancesco also uncluttered the promotion schedule to focus on KIIS's primary event — giving away Porsches. And he reinstated monthly pizza and beer airstaff meetings. "Hey, 15 heads are better than one. It's a chance to self-critique and for everyone to contribute to our success. To win in CHR you have to win in the hallways. Also, my enthusiasm is contagious. If the jocks are having fun, then we sound like a fun station.

"I believe that fun, along with our music approach, is why we've edged Power 106 in teens [22.1 to 20.6] for the first time in about three years. In CHR, if you have the teens, you have the women. That's the ballgame. It's like a lifeboat — women and children first."

Rolling Back To New Orleans

New Orleans native Greg Rolling is home again — after a successful stint at KKYK/Little Rock — and programming WEZB (B97). He's inherited a station with big numbers and he wants to keep them that way, although his predecessor's winter Arbitron dropped 10.8-10.1. "I agree with Gerry that we've all overreacted to niche stations. The problem often comes from the GM's office. He begins to focus on the new station that's shaved some ratings. Your next

Coming Up

Next week: a look at the success of Dance CHR WIOQ (Q102)/Philly, featuring OM Mark Driscoll.

In two weeks: Highlights from R&R Convention '90's CHR panel, "Winning Offensive & Defensive Strategies."

Eternal Essentials

- Target 12-34s, not 25-44s
- Avoid tunnel vision
- Play the hits listeners expect
- Provide variety
- Don't rely on gold
- Use your gut

step is to drop further into the ratings pit if you start reprogramming."

Rolling points to B97's longheld mass appeal philosophy as the main reason behind its perennial success. "We want to be everybody's number two choice. If everyone makes us their number two choice for our variety, then we actually become number one. We're the only station in the market to play the best pop, urban, and rock songs in the same sweep."

Though B97 has no direct CHR competitors, it shares top five status with two ACs and two UCs. Rolling, like DeFrancesco, believes it's foolish to compete against AC in the 25+ arena. But he finds balancing his station a



Chris Shebel

challenge. "America's biggest records are dance hits, which alienate upper demos. We've gone through cycles of too much dance and too much rock. Now we need a few more pop records for balance. With so many female vocals that have a beat, CHR is in danger of deviating from its essence."

Another neglected basic, according to Rolling, is hometown promotions. "Make the station revolve around the market. In New Orleans, people love Mardi Gras, the jazz festivals, and the New Orleans Saints. In what other city could a losing team sell out every home game? That's why we're shying away from national concert trips in favor of prizes that tie into New Orleans."

An Industry Of Fads

WDJX/Louisville PD Chris Shebel, whose winter Arbitron showed an 11.5-11.6 12+ gain, calls

radio "an industry of fads. We keep winning because we've stuck to the basics and ignored the fads. We do almost the same winning things we did three years ago when I came in and set our target on 12-34. While we play a lot of dance music, we couldn't exist on it alone. Our strength is our variety, a word that continually shows up in research.

"A station that reacts and moves into a niche will have an upward spike, but its core will soon dissipate as people become bored. A winning axiom for CHR has always been 'come high by playing something for everyone.' It still works. We need the cume patterns from the AC, Country, and Full-Service outlets. It'll be interesting to see how the new Urban, WGZB, affects those cume patterns."

Echoing Rolling, Shebel says, "CHR's looking for longterm growth have to be broad enough to be many people's second favorite station. It's part of becoming a brand-name product people can count on. That's how you gain 25+ numbers. You can't just add a bunch of gold, lay the jocks back, and soften the music. It won't work."

"You can't research your way to the top. Callouts may help you pick the right powers. But beyond that you'd better know your market and what the listeners expect."

—Chris Shebel

"Our morning show, with Peter B. & Joe Caruso, has been stable for two and a half years. Now they're household words and people recognize them on the street. You can't research your way to the top. Callouts may help you pick the right powers. But beyond that you'd better know your market and what the listeners expect. That's why CHR's that sound very different from mornings to middays to afternoons to nights have inconsistent numbers."



Greg Rolling

FRIENDS' ADVICE!

MOTOWN'S DEBUT HIT SINGLE FROM

THE POINTER SISTERS



ON YOUR DESK FOR PLAY TODAY

FRIENDS' ADVICE



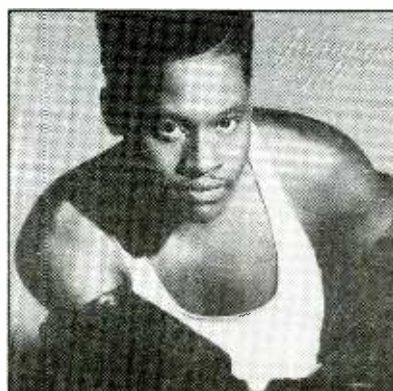
MOT-4661

**"COUNT ON MOTOWN,
THEY'RE DELIVERING HIT
AFTER HIT."**

JOHNNY GILL,
THE GOOD GIRLS, TODAY,
THE POINTER SISTERS,
SMOKEY ROBINSON,
MILIRA AND
THE TEMPTATIONS

FRIENDS' ADVICE

MEET THESE ARTISTS IN THE MOTOWN SUITE AT THE R & R CONVENTION



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MANAGEMENT: GALLIN - MOREY ASSOCIATES

***Straight
from
the Soul***



From Grammy Winner

Michael Bolton

WHEN I'M BACK

ON MY FEET AGAIN

381-73342



Another Classic Performance

From "SOUL PROVIDER."

OC 45982

His Double-Platinum album

featuring two No. 1 singles

plus the Top-5 smash.

How Can We Be Lovers.

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**SOUL WITHOUT END. MICHAEL BOLTON.
ON COLUMBIA.**

*Don't miss the Summer Soul Sensation—
Michael & Kenny G.—**ON TOUR***

MICHAEL BOLTON

*When I'm Back On My Feet Again Produced by Michael Bolton for MBO Productions Inc. and Clay Roche.
Direction: Louis Levin for Louis Levin Management*

Columbia

"Columbia" Reg. U.S. Pat. & Tm. Off. by CBS Records Inc. © 1990 CBS Records Inc.



CHR

MOTION

• KTFM/San Antonio's Jay "Jammer" Kelley moves to KKQB/Houston for nights; KDON/Salinas, CA morning sidekick Lorenda Steele takes KTFM nights.



• John Ivey named OM at WROK & WZOK/Rockford, IL as Greg Strassell departs for WLWL/Minneapolis PD gig.

KGGI/Riverside ups Ed Diaz from his producing gig at AM sister KMEN to FM Production Director ... KKXX/Bakersfield MD Dave Christopher replaces Chris Ling as KWTX/Waco OM/PD. Reach Ling at (817) 754-5464 ... Former KFXD (KF95)/Boise AM partner Wombat has returned to Australia for the Promotion Manager/nights post at KIX/Canberra.

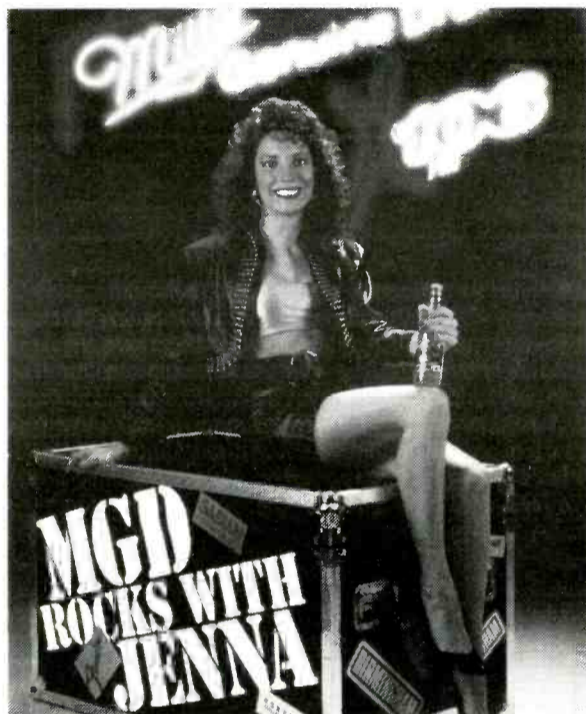
WHYI (Y100)/Miami has lured Stevie Knox from her gig at crosstown WMXJ for middays as Doug Dunbar switches to PM drive. Also at Y100, Knarley Charley moves from swing to late-nights ... WXGT (92X)/Columbus, OH adds night prowler Blake Thunder from WAPW (Power 99)/Atlanta and late-nighter Crystal from WIFC/Wassau, WI ... After four years, KKYK/Little Rock MD/afternoons Jimmy Edwards exits. T&Rs to PD Brian Bridgman. Reach Edwards at (501) 225-2612 ... KKRK/Wichita imports WRMX/Nashville's Steve Anthony for afternoons as Lyman James departs.

Mike Derrig joins KDON/Salinas, CA for late-nights from sales at WTIC-FM/Hartford; Derrig takes over from Victor Zaragoza, who moved to weekends at KHQT (Hot 97.7)/San Jose. Also, KZXR/Salinas has dropped its heavy metal format and will simulcast with sister KDON until the AM goes dark in June ... Jim Cooke exits mornings at WAEB/Allentown to do mornings at WYCR/York, teaming with Paul Scott ... Rich Ransom, swing man at KMEL/San Francisco, is leaving. Contact him at (415) 586-3549 ... Brooke Belson leaves KKRZ/Portland to return to her Chicago roots; she'll handle news during the WKQX (Q101) morning show.

Tom Evans Marketing has a new address and phone number: 758 N. 161 Place, Seattle, WA 98133; (206) 546-0290 ... KSLY/San Luis Obispo newsman Fred Peterson will celebrate his 22nd anniversary at the station on May 16. PD Jonathon Harte is putting together an audio salute from previous employees as well as folks who've passed through the market. Call (805) 543-9400.



THE MAN WITH THE GOLDEN EARS — RCA local promo rep Kimberly Hughes (l) credits KMEL/San Francisco MD Hosh Gureli's hit-seeking auditory senses with discovering A'me Lorain. As a symbol of her gratitude, she presented Gureli with a "Promotion Man Of The Year" plaque.



CRAZY LIKE A FOXX — Behold WKXX (X106)/Birmingham midday air talent/morning news personality Jenna Foxx's latest incarnation — the Miller Genuine Draft poster girl for 1990! The poster (reproduced above) will be distributed free throughout central Alabama.



A SHAKY TRIO — These industry insiders decided to show just how much love radio and record folks have for each other. Getting up close and personal are (l-r) WPGC/Washington MD Albie D. and Polydor's VP/Promotion Billy Smith and Paulette McCubbin.



WE DIDN'T EXPECT THIS MANY! — KAYI (Kay107)/Tulsa asked area schools to show their spirit by sending in letters, with the most prolific promised a Kay107 road show. Night rocker Carly Rush is swamped by over three million entries.

MICHEL'LE

"NICETY"

ALBUM OVER 600,000!



CHR DEBUT 40

CHR ACTION:

- | | |
|--------------|-----------------|
| WXKS 27-23 | KTFM 17-13 |
| WZOU 24-21 | HOT102 27-23 |
| WKSE add | KKFR 17-14 |
| WMJQ 20-14 | FM102 13-10 |
| PRO-FM 35-31 | KMEL 13-10 |
| Q107 31-27 | HOT977 27-23 |
| PWRPIG 33-30 | WTIC 30-22 |
| KUBE 25-20 | KOY-FM 25-20 |
| WIOQ 32-28 | KROY 16-9 (HOT) |
| WPGC 26-23 | KWOD 11-9 |
| KITY 18-15 | KRQ deb 30 |

URBAN BREAKER

MAJOR SUMMER TOUR WITH M.C. HAMMER JUST ANNOUNCED A MOST ACTIVE CHR

Produced by Dr. Dre for High-Powered Productions

Management: Jerry Heller, Heller Agency

RUTHLESS RECORDS



CHR PICTURE PAGE



KNOCKOUT — Paula Abdul flashed a couple of backstage moves for winner Michelle Hankel and date at a KJMZ/Dallas party held in the singer's honor.



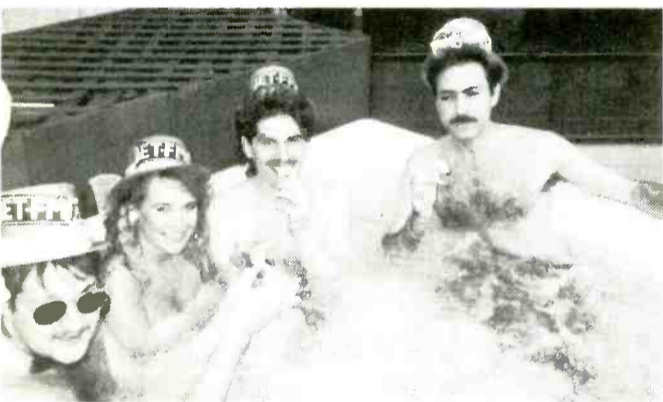
CHER AND CHER ALIKE — Cher popped by KBTS (B93)/Austin and picked up the key to the city. Celebrating backstage are (l-r) Austin Mayor Lee Cooke, his wife, B93 morning man Mike Butts, Cher, two B93 contest winners, and PD Lisa Tonacci.



SHOWER OF (MELTED) KISSES — WPOW (Power 96)/Miami morning show member Jim Reihle lost a coin toss and was transformed into a human Easter bunny. His new spring coat consisted of 50 gallons of chocolate.



ROLL WITH IT — WAVA/Washington celebrated Easter by inviting listeners to a Chinese restaurant for an Easter Egg Roll contest. Morning show producer Frank Murphy calls the roll-by-roll action.



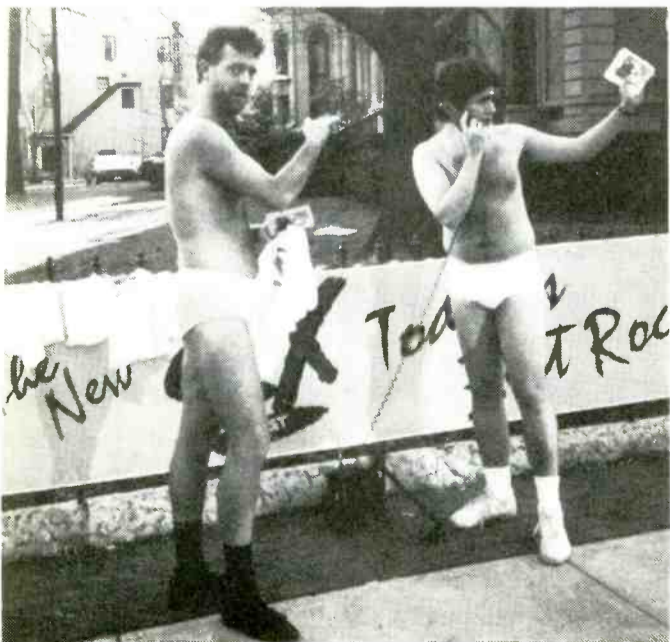
WHAT, NO BUBBLE BATH? — WJET (Jet-FM)/Erie, PA celebrated St. Patrick's day with a hot tub party complete with shrimp hors d'oeuvres. Pictured is Jet-FM's Hollywood Hammer (second from right) bubblin' along with three contest winners.



BUNNY WALKS PIRATE PLANK — When the Easter Bunny flopped his ears near KQLZ (Pirate Radio)/Los Angeles's Queen Mary remote, the buccaneers keelhauled him and tossed him into a dunk tank.



SHARP SHIRT SHOCKS — Mesmerized by KUBE/Seattle PD Tom Hutylar's shirt, Jane Child nevertheless maintained composure long enough to pose for this shot.



JUST HANGING OUT — The WXGT (92X)/Columbus morning team promised to broadcast in their underwear when the temperature hit 80 degrees. Tom Kelly (l) and Scott McKenzie kept it brief.

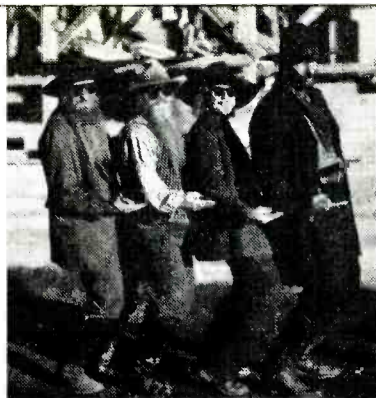


WE'LL HAVE NUN OF THAT — KXXR/Kansas City staffers donned the latest in nun's wear to give away passes for "Nuns On The Run." Picking up the habit are night man Kelly Ulrich, three winners, and overnigher Ken Carr.

ZZ TOP

"DOUBLEBACK"

The New Single Featured In
The Forthcoming Movie



NEW & ACTIVE

74/73
2nd "MOST ADDED"
TRACK: ①

DAMN YANKEES

"COMING OF AGE"

The New Single From The Album DAMN YANKEES



NEW & ACTIVE

HOT ACTION AT:

KXYQ 14-12	WZYP 18-14	K92 30-24	KRZR 12-7
92X 12-10	WQUT 18-15	WDLX 12-9	Q104 19-15
PIRATE 11-10	WOKI deb 29	WKDD 21-16	KKHT 23-18
JET-FM 26-23	WHHY 21-18	KLQ 6-5	WDBR 34-28
WPST add	XL1067 add	KXXR 6-4	KFMW 13-12
WKRZ add	WZZU 9-3	KKRD add	KMOK 24-18

TOMMY PAGE

"WHEN I DREAM OF YOU"

The New Single From The Album
PAINTINGS IN MY MIND



NEW & ACTIVE 91/40

ONE OF THE "MOST ADDED"

B97 deb 22	KMEL deb 28	CK105 deb 36	95XXX deb 40
Q105 add 30	WVSR deb 34	Z104 deb 34	WNYP deb 35
WHYT deb 21	JET-FM deb 35	WZOK add 27	G98 add 20
KZZP add 30	93Q 39-34	WHOT deb 30	WHTO deb 38
KKRZ deb 29	WCKZ deb 20	KKMG 33-27	KYYY deb 38
KISN deb 40	WCGQ deb 37	B95 add 40	KQCR deb 32
HOT102 33-26	KZFM deb 39	KOY-FM deb 26	WPFR deb 35
	WZYP deb 39	KZZU deb 39	KMOK deb 32





WALT LOVE



URBAN CONTEMPORARY

WVEE Counts On Consistency

Fragmentation has become a fact of life for most formats, and UC is no exception. WVEE (V103)/Atlanta, like many UC stations, was at one time threatened by a Churban challenger. But the station maintained its audience and outlasted the competition. This winter, WVEE racked up another book of impressive statistics.

The Numbers Speak

The station rose 13.1-14 in Arbitron and 18.6-20.2 in Birch. As for demos, Arbitron ranked the station #1 18-34 with a better than 20 share; #2 25-54 with nearly a 14 share; and #1 18-49 with better than a 16 share. Birch rankings (and shares) were #1 18-34 (28); #1 18-49 (21.7); and #1 25-54 (18.1).

V103 Program Manager/morning man Mike Roberts attributes the station's success in large part to one ingredient: consistency.

"I hate to use a word as simplistic as consistency, but that's what we do better than anyone else in our market. This station is essentially the same as it has been for the last 14 years — promotion-oriented, community-oriented, and research-oriented.

"Atlanta is a unique market. We only have one CHR [WAPW (Power 99)], one Easy Listening

"[Z93] was challenging an established Black/UC station. We made it very clear we weren't going to give up the franchise under any circumstances."

"This station is essentially the same as it has been for the last 14 years — promotion-oriented, community-oriented, and research-oriented."

[WPCH], and one Urban. That's very unusual for a market this large." But the lack of a direct format competitor doesn't mean V103 can take its audience for granted.

Crunching Churbans

When Churban WZGC (Z93) was on the scene, it enjoyed what Roberts terms "a minor level of success with teenagers and young adults because its music was very young and aggressive. But its approach wasn't as fine-tuned as it could have been.

"[Z93] was also challenging an established Black/UC station. We made it very clear that we weren't going to give up the franchise under any circumstances. There are a number of cases around the country where a Black/UC station backed off when the local CHR started leaning Urban. We didn't do that, and we won't ever do that."

Roberts asserts Atlanta's blacks didn't perceive Z93 as a Black-oriented station. "They knew there was a station that had loaded up with an all-white announcer staff and played black music, but wasn't part of the black community. And they noticed this station stayed away from anything that would be overtly associated with the black urban lifestyle. Because WVEE is always involved with [projects and events supporting] African-Americans and all citizens of Atlanta, people stick with us."

Survival Tactics

Fragmentation, according to Roberts, is probably here to stay. "It will [continue] to a certain extent in select markets. But the strong will survive in any given format. Urbans WJLB/Detroit, KMJQ (Magic 102)/Houston, and WVEE will continue to dominate this format largely because they've done the right things for so long. If you do your research, target your audience properly, play the right music, and remain consistent, you'll stick around while others come and go."

Roberts disdains narrowcasting. "We try to give our audience what

"When listeners turn on a mass appeal Urban station, they have certain expectations. If they turn you on one day and you've become an AC, you're in trouble."

they expect. When listeners turn on a mass appeal Urban station, they have certain expectations. If they turn you on one day and you've become an AC, you're in trouble. That's what has happened to [many] stations that have lost footholds in their markets. They've become something their audiences don't expect.

"There are no secrets to our programming. We do the research, talk to our listeners, remain involved in our community and, above all, we play the hits."

Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits, and mail to: **Walt Love**, 1930 Century Park West, Los Angeles, CA 90067.



COOLIN' IN JAMAICA — The WVEE/Atlanta morning team recently cooled off in Montego Bay while doing a live remote; (l-r) Karen Wilson, morning sidekick Carol Blackmon, John Trimmer, WXIA-TV/Atlanta's Evelyn Mimms, WVEE Program Manager/morning man Mike Roberts, and (front) morning show producer Thomas Bacote.



WONDERFUL WORLD OF DISNEY — KKDA (K104)/Dallas is giving away 40 trips to Disneyland to commemorate the amusement park's 35th anniversary, an occasion K104 personality Michael "Hollywood" Hernandez (c) was only too happy to celebrate. Getting goofy were KDAF-TV/Dallas's Russ Martin (l) and J.D. Ryan (r), who are also involved with other locally planned anniversary festivities.



EASTER BUNNY HUNTS KIDS — WVEE's Mike Roberts and the Easter Bunny hunt up winners of the station's easter egg hunt contest. Guess they found some.



CHILLIN' — WCDX/Richmond PD Gary Young was caught kickin' it at a local pub with Creative Funk's Grandmaster Slice and Izzy Chill. Keeping cool were (l-r) Young, Izzy, pub owner Steve Branch, and Slice.

Columbia Records

**-- The Sound
Of Success!**



**Earth, Wind
& Fire**
"For The Love
Of You"

Urban Contemporary
BREAKERS

UC Chart: DEBUT **38**
74 UC Reporters — 82%
Most Added — 2 Weeks In A Row!



Newkirk
"Sweet You"

Urban Contemporary
BREAKERS

UC Chart: DEBUT **40**
57 UC Reporters — 63%
Video On BET & Local Outlets



Black Flames
"Watching You"

Urban Contemporary
BREAKERS

56 UC Reporters — 62%
Video On BET & Local Outlets
Album Available At Retail June 5



Regina Belle
"This Is Love"

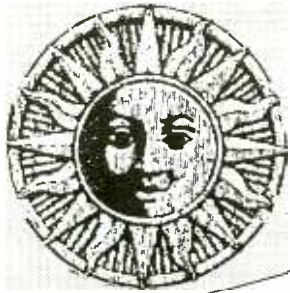
#1 Most Added!!
35 UC Reporters Out Of The Box!
Video Coming Soon!
Catch REGINA BELLE On Tour!



**...Where Careers
Are Made And Records Are Broken!**

JUST IN TIME FOR SUMMER

TWO NEW HITS FROM ORPHEUS



ASHFORD & SIMPSON "HUNGRY FOR ME AGAIN"

From The Hit Soundtrack
"DEF BY TEMPTATION"

DEF BY TEMPTATION
Original Motion Picture Soundtrack
CONTAINS: Over You - Freddie Jackson • In A Sexy Mood - Eric Gable • What Makes You Feel About Me - Z'Looke



BREAKER

Now on 56 Urban Reporters — 62%
UC Chart: Debut **39**

ALEX BUGNON "ANY LOVE"

A Brilliant Instrumental Interpretation Of The Luther Vandross Classic

ALEX BUGNON
HEAD OVER HEELS
CONTAINS: ANY LOVE • WINNIE • DANCE OF THE GHOSTS



From The Album
"HEAD OVER HEELS"

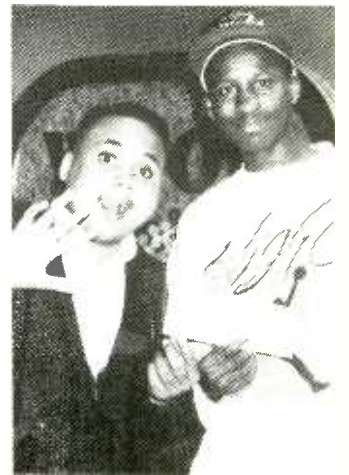
WAMO
WKYS

K97
KRNB

WZAK
KMJM



REAL MEN — Flanking James Ingram after a recent Los Angeles concert are KJLH/Los Angeles overnight personality Aundrea Russell (l) and Warner Bros. VP/Black Promotion Ray Harris.



IT'S WORTH IT TO LISTEN — WQOK/Raleigh afternoon driver Chris Conners (l) awards a \$5000 check to ninth caller Daniel Johnson, who phoned the station when he heard that day's Free Money Song.



EARTH, WIND, & WOMAN — WXYV (V103)/Baltimore midday personality Sandi Mallory welcomes EW&F's Verdine White to the studio.



TYLER'S NITE OUT — Tyler Collins recently lent her support to WHRK/Memphis's Health Fair, which was geared to children and families in poverty areas; (l-r) 'HRK Exec. Asst. Jackie Galloway, MD Stan Bell, Collins, and RCA's R.J. Stone.



ITCHING IN THEIR HEARTS — The Good Girls had an itch to drop by WUSL/Philadelphia. On hand were (l-r) Good Girl Demonica, 'USL PD Dave Allan, Good Girl Shireen, KKBT (FM92)/Los Angeles PM driver Big John, Good Girl Joyce, and Motown's Tony Rice.



Longtime fans of the supergroup Atlantic Starr don't have to be reminded of how Barbara Weathers' unforgettable lead vocal helped take their smash hit "Always" all the way to No. 1. Now, her first single from her Reprise Records solo debut unlocks the secret for listeners everywhere.

Barbara WEATHERS

"the master key"

The New Single

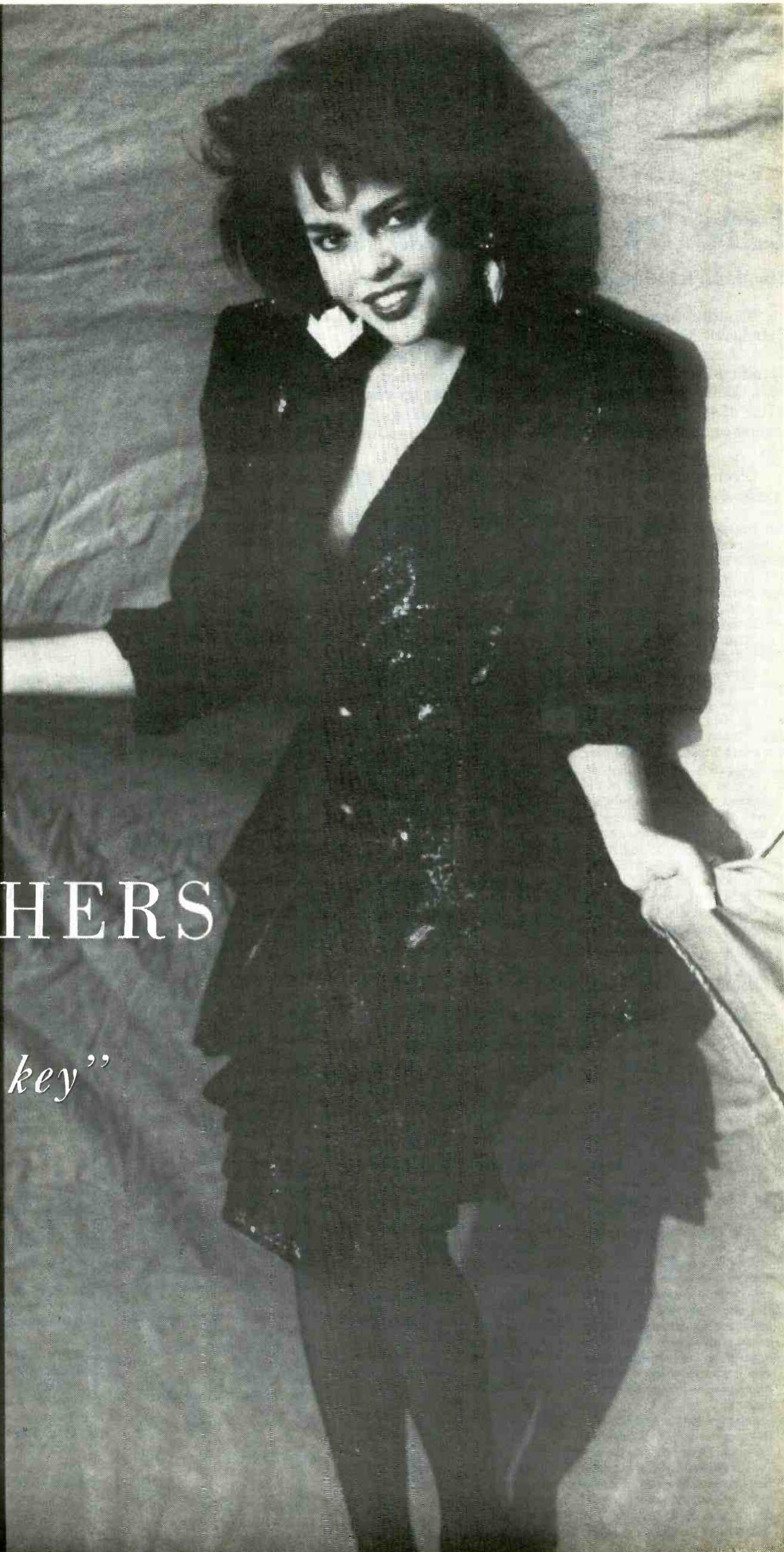
Produced by David "Pic" Conley
for Pic-N-Choose Productions
and Derrick Culler

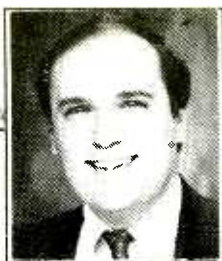
From The Album BARBARA WEATHERS

Management: Earl S. Cole, Jr.
for Cole Classic Management



© 1990 Reprise Records





MIKE KINOSHIAN

Life In The Lite Lane

The Beautiful Music/Easy Listening Exodus To AC

Beautiful Music/Easy Listening outlets seem to be abandoning the format in droves. And with few exceptions, these stations are typically switching to Lite AC. Ramifications of such defections will be addressed at the R&R Convention's AC format session Saturday morning (5/12) at 8:30. This column serves as a precursor to that session and presents an overview for readers unable to join us.

Promising Debut

Changing demographics and a promising competitive climate were key reasons for B/EZ WLIF/Baltimore's relatively easy transition (1/8) to Lite AC.

"There were no consistent Lite ACs performing here," commented WLIF PD Bob Moke. "We were in the right place at the right time. When we switched, we were in second place 12+, but our 25-54s were slipping out of the top five. In order to succeed, you have to deliver 25-54s. Easy Listening formats no longer serve that age group. Instrumental-driven stations aren't drawing people in their 30s. Fortunately, we didn't have to do a major sell job. Most of the public knew who we were and what we were doing."

Based on Arbitron winter ratings advances he's been studying, Moke is content with WLIF's initial AC performance. "We gained a point or so 25-54, and we're up 18-34, 18-49, 25-49, 35-54, and 35-64. We did remarkably well with women —



Bob Moke

especially 35+. There's always the concern that you're going to lose before you gain; we're happy that didn't happen. It's not 'unhip' to listen to Lite AC; it may have been so for B/EZ. Management and sales are happy and surprised at how fast we've made progress."

Monitoring Music Flow

Moke admitted there's no magic formula for WLIF's success. "Many other stations have called the past few months asking what

we're doing. They want to know about our music choices. People must remember that every market's different, so stations have to figure out their niche. We defined what we wanted, how we wanted to be perceived, and then went after those goals.

"WLIF doesn't have the wide musical range of WLTW/New York. We're starting to move into nonhit areas — especially late in the evening. We'll play album cuts and traditional 'love' MOR cuts that we wouldn't play during the day. WLIF never gets too hard and gently moves from one end of the music spectrum to the other."

As an aid to music scheduling, WLIF uses the Selector system. However, Moke always reviews the results. "I go through every hour by hand for flow. The human element is very important. Every song is a potential tuneout; one of our goals is to make this station a difficult one to tune out. I spend a minimum of 75 minutes on each day's music. I'm either too picky, or I don't have the computer programmed in the most versatile manner. I'm concerned about a number of things, including the distribution of female vocals, intensity, and era mix."

When WLIF was B/EZ, its personalities didn't fit the stereotypical Beautiful Music image. The station's lineup remained intact after the format change.

"We've encouraged our announcers to be warm and friendly — even when there's little to say. It would have been counterproductive to replace any of our fulltime air talent. The continuity was important to maintain. All our announcers love the format and fit it like a glove."

MANAGEMENT PERSPECTIVE

An XL-lent Decision

In spite of a third-place 35-64 showing (fall '89 Arbitron), 20-year B/EZ KXL/Portland bowed out of the format two months ago and is now a soft AC.

"The transition was smoother than we expected," remarked GM Ray Watson. "We wanted to have a format for the '90s. Playing original vocals is where it's at. The B/EZ format was good to us in the '70s and '80s, but this market has become more competitive. We had to take a longterm look at where we're going."

Since the switch, Watson has seen positive advertiser response. "We continue to get unsolicited letters and comments from advertisers, and the message is that we sound great. The chairman of the board of one of the largest agencies in town sent me a personal note saying he thinks our station is terrific."

Going into the flip, Watson was a little apprehensive. "I've been here 19 years and was comfortable with Easy Listening. But this was not a hasty decision. We did lots of soul-searching and talked with lots of people around the country. This seems to be the trend as we see

"This seems to be the trend. We're looking at what's going to happen longterm — not just six months from now. Ours is not an isolated situation."

what's happened at KABL/San Francisco, WLIF/Baltimore, KCTC/Sacramento, and WQAL/Cleveland. We're looking at what's going to happen longterm — not just six months from now. Ours is not an isolated situation."

Interestingly, Portland's B/EZ franchise has been picked up by an AM station — KYTE — which had been airing a Classical format. Watson commented, "Maybe there's a niche for Easy Listening on the AM band."

WLIF

10am

AMERICA/I Need You
GLORIA ESTEFAN/Don't Wanna Lose You
NEIL DIAMOND/Say Maybe
ASSOCIATION/Cherish
ROBERTA FLACK/The First Time Ever I Saw Your Face
CHRISTOPHER CROSS/Never Be The Same
LINDA RONSTADT f/A. NEVILLE/Don't Know Much
RIGHTEOUS BROTHERS/Unchained Melody
JOHN LENNON/Imagine
FRANK SINATRA/Theme From New York, New York
M. McCOO & B. DAVIS JR./You Don't Have To Be A Star
GLEN CAMPBELL/By The Time I Get To Phoenix
CHICAGO/Hard To Say I'm Sorry
COMMODORES/Sail On
AIR SUPPLY/Every Woman In The World

10am

PAUL DAVIS/Cool Night
MEN AT WORK/Who Can It Be Now?
ROD STEWART/Downtown Train
BILLY JOEL/She's Always A Woman
FLEETWOOD MAC/Little Lies
ROY ORBISON/Oh Pretty Woman
LUTHER VANDROSS/Here And Now
DONNY OSMOND/Sacred Emotion
STEVE WINWOOD/The Finer Things
MICHAEL BOLTON/How Can We Be Lovers
ELTON JOHN/Candle In The Wind
CHICAGO/What Kind Of Man Would I Be?
BELINDA CARLISLE/Circle In The Sand
DONNA SUMMER/This Time I Know It's For Real

Tomorrow's Trends

Here's a look at the ratings of B/EZs that have shifted to soft AC. Listed are eight stations, the month they made the change, and 12+ winter/winter Arbitron and Birch comparisons.

Obviously, some stations included did not complete a full book with the new format. Demo progress will be charted this spring. Unfortunately, R&R only had access to 12+ advances at presstime.

	Switch	Arbitron	Birch
WLIF/Baltimore	Jan.	9.9/8.0	7.0/5.4
WQAL/Cleveland	April	9.7/8.1	5.4/5.0
WZEZ/Nashville	March	9.1/8.8	6.7/7.3
WSHH/Pittsburgh	Jan.	11.1/7.1	8.5/7.3
KXL/Portland	March	6.5/7.9	3.1/3.7
WZSH/Rochester	March	7.4/5.2	3.9/3.8
*KCTC/Sacramento	Feb.	8.3/4.7	4.5/3.9
KABL/San Francisco	Jan.	5.0/3.8	2.8/2.1

Arbitron survey dates were January 4-March 28; the Birch winter sweep was conducted December-February.

* NEW CALLS KYMX

Same Old Mix

In the wake of new competition from former B/EZ-turned-Lite AC WLIF/Baltimore, crosstown WWMX PD Greg Dunkin has opted to stay his station's course.

"Our philosophy is to continue what we've done all along," remarked Dunkin. "We give listeners a quality product and have fun doing it. We may have lost some of our older-end demos, but I'm looking forward to getting into the war with WLIF. We can overcome anything 'LIF will throw at us."

Bombs Away

In the winter Arbitron, WWMX suffered a one-point 12+ ratings loss. When the station received its advances, Dunkin issued a memo which said, "We had a great book considering we were not that promotionally active. There were several stations aiming bombs at us. The one-point loss looks worse than it actually was. It was confined to our 45-54 audience. We actually saw gains in other key demos."

Although slipping by slightly more than one share 25-54, WWMX retained its first-place ranking.



Greg Dunkin

"We own the demos that we want to own," Dunkin commented. "WLIF isn't taking that much from us and isn't doing any better in this format than it was when it was Beautiful Music. WLIF was fourth 25-54, but it did have a nice gain. The station that's really started to become a competitor in that demo is [Gold] WQSR."

Dunkin, a former WNSR/New York MD who arrived at WWMX in February, understands why WLIF and similar stations are making the switch: "This type of format works well around the country. KOST/Los Angeles is doing a version of WLTW/New York; WLIF is becoming a Baltimore version of that format. It's valid and will be around for a while. It's a good [tactic] for some of these B/EZs to move younger."

Nevertheless, Dunkin believes he can counterattack the new WLIF. "We have to position it as boring. The station plays elevator music. WLIF might be on all day in offices, but nobody knows it's there."

"We're more fun, upbeat, brighter, and play ten in a row. WLIF plays a few '90s songs, but most of its list is from the '70s. If WLIF continues to make inroads on our older end, we'll just have to reposition it."

SATLTY

MY HEART HAS A MIND OF ITS OWN

A BRAND NEW SONG
FROM THE ALBUM:



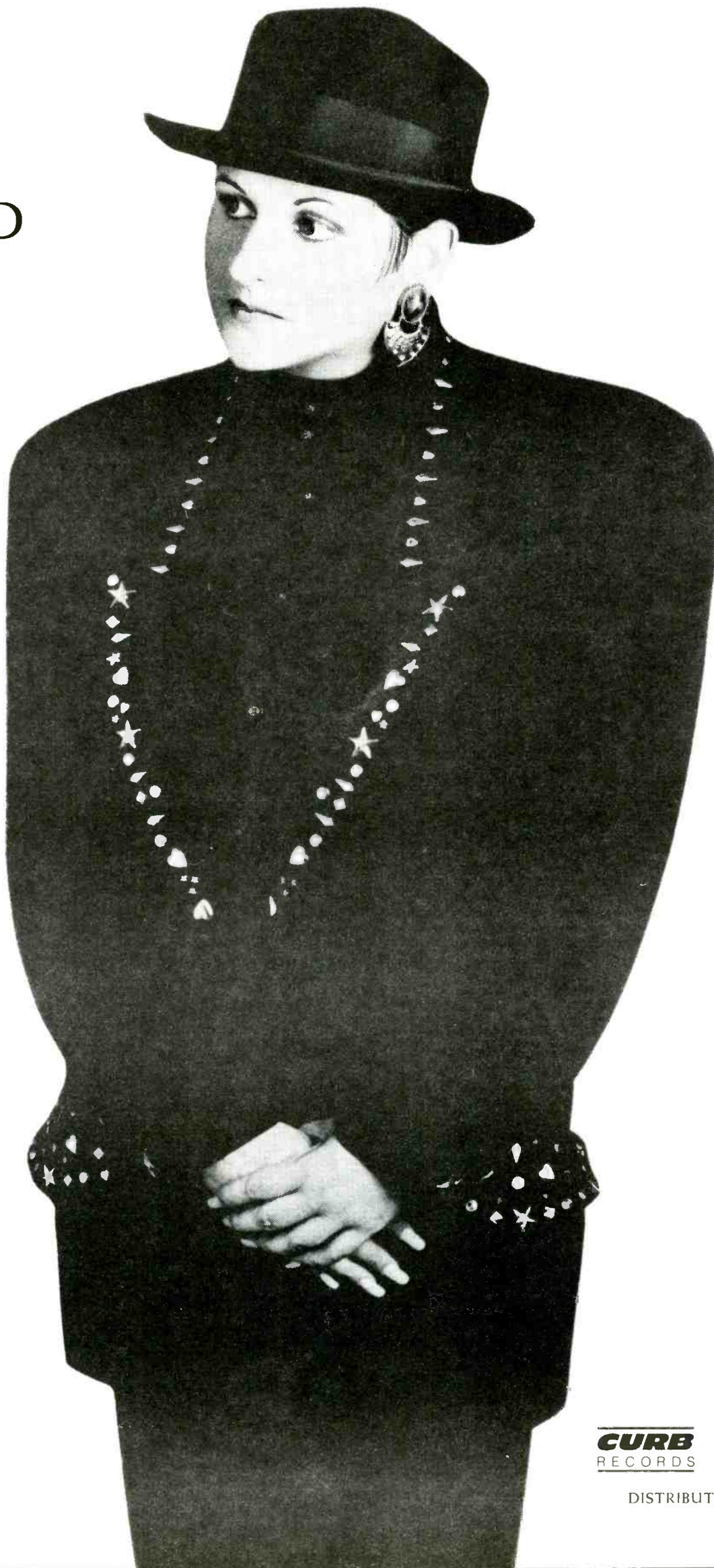
D-77310

Written by Gloria Sklerov, Lenny Macaluso
Gloria Sklerov Music (BMI)/Macaluso Music (BMI)

PRODUCED BY MARTY PAICH AND DAVID PAICH
Arranged by Marty Paich and Joseph Estrin
Musicians: David Paich—Keyboards, Synthesizers
• Jeff Pocaro—Drums • Dean Parks—Guitar
• Dann Huff—Guitar • Michael Fisher—Percussions
• Steve Pocaro—Synthesizer • Abe Laboriel—Bass
• Neil Stubenhaus—Bass • Leonard Castro—Percussions

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HARVEY KOJAN

R&R Updates AOR Reporting Policies

Minimums Set For Current Percentage, Rotations

It's no secret that AOR's evolution from youth-based alternative to 25+ powerhouse has been marked by notable changes in the format's posture toward current product. Most stations — especially those with Classic Rock competition — have made substantial reductions in both the amount of new music they play and how often individual tracks are rotated.

In fact, some AORs have cut back so much on their current percentage that they've become virtually indistinguishable from their "Classic" competitors. When you're in the business of printing weekly AOR music charts — and determining who does and *doesn't* report to those charts — that presents a problem.

It's been obvious for a while that we've needed a clearer definition of where AOR ends and Classic Rock begins. At what point does a station play so little new music that it ceases to be a viable contributor to a current music chart?

Last summer, R&R called on the Trapman Company to help answer that crucial question by monitoring the bulk of our AOR reporters, for only with specific airplay information can we make informed policy decisions. The monitors also allowed us to compare actual and reported airplay and determine our charts' accuracy.

Based on the monitors we've processed, our analysis of the data, and extensive conversations with dozens of programmers and record reps, we've arrived at two new policies to help ensure our charts remain as useful and reliable as possible.

Minimum Current Percentage

Policy number one deals with minimum current percentage:

- To be considered an AOR reporter, a station must play a minimum of approximately 25% current music between 6am-midnight.

Questions, anyone?

You bet I've got questions. First of all, why does R&R need to establish a minimum current percentage?

Because we're talking about a current chart, and stations contributing information to a current chart should have a minimum commitment to exposing current product. Stations that drop in an occasional current primarily as a means to slow down their library rotation should not report to a current chart.

The whole idea of reporting to R&R is to provide information that — combined with info from similarly formatted stations — yields useful research about what new songs are working. There's a point at which a station — regardless of its success — plays so little new music so infrequently that its playlist information is not useful. Such stations invariably limit their play-

"There's a point at which a station plays so little music so infrequently that its playlist information is not useful."

lists to established, heritage artists. Thus the data they report merely serves to slow down the charts and stall the emergence of other, less obvious artists.

By excluding conservative stations — especially those that achieve successful ratings — aren't you artificially speeding up the charts?

The charts are not designed to completely mirror national airplay. If that was their purpose, every rock station would report, regardless of ratings or new music policies.

Instead, the charts are designed to anticipate hits. You don't need a chart to tell you to play the new Rolling Stones or Don Henley album. Its real value is pinpointing the next Joe Satriani or Alannah Myles.

Besides, we're only talking 25% current here. That's pretty darn conservative.

How do you determine a station's current percentage? When do you monitor, and how often?

We base a station's current percentage on an 18-hour monitor conducted on a day without lengthy special programming. No Twofer Twosdays, No-Repeat Thursdays, theme weekends, etc.

Why only 18 hours?

We select reporters based on ratings, and the ratings services use 6am-midnight.

Current Vs. Recurrent

Does that 25% include recurrent?

No.

Why not? The audience doesn't make a distinction between current and recurrent.

You're right. But we're not talking about audience perceptions. We're talking strictly about reporting to a chart. You probably have Tom Petty's "Running Down A Dream" in recurrent right now, and the audience may very well consider it a "new" song. But it's certainly not current by industry standards.

Isn't it true that my current might be somebody else's recurrent?

Yes. It's important to note that you determine what's current and recurrent by what you report each week. If you're playing a song at least once a day between 6am-midnight, and you report it as a current, we consider it a current — even if it's recently dropped off the chart.

Why do you say "approximately" 25%?

Changes At A Glance

- Minimum current percentage: 25%

- Minimum plays per day (6am-midnight):

Heavy: 3

Medium: 2

Light: 1

- No overnight-only tracks

- New policies effective June 4

Because we're not necessarily going to drop a station if it comes in at 24.9%. We need to have some flexibility. The difference between 24% and 25% could be one jock dropping a song.

We're not looking to flex our muscle and bounce stations that don't conform to our idea of what an AOR should be. We're not telling stations how much current product to play. Rather, we're setting policies that will keep our charts the ones you turn to first for the scoop on what's happening with new music.

Rotations Defined

Speaking of policies, number two defines — for the first time — what "heavy," "medium," and "light" mean with respect to reported playlists:

- A "heavy" is a track that receives a minimum of three plays per day between 6am-midnight.

- A "medium" is a track that receives a minimum of two plays per day between 6am-midnight.

- A "light" is a track that receives a minimum of one play per day between 6am-midnight.

Okay, it's Q&A time again:

Whoa! What's the story behind this new policy?

The monitors revealed wide discrepancies among stations' rotation breakdowns. As I mentioned

before, rotations at most AORs have slowed quite a bit over the years. However, in many cases their reporting policies have not kept pace with those changes. We found heavies and mediums receiving only one play, and lights receiving no plays before midnight.

In addition, some stations report just heavy and medium, while others report three rotations. But often there are no discernible differences in actual rotation frequency.

"The charts are not designed to completely mirror national airplay. If that was their purpose, every station would report, regardless of ratings or music policies."

Part of the problem is semantics: everybody has different ideas about what the terms power, heavy, medium, and light mean. And that's fine — unless you're talking about reporting to a chart. In that case there needs to be more consistency. You should be able to look at someone's playlist, see a track listed in heavy, and know it's getting a minimum amount of airplay.

Sounds to me like you're dictating what stations should do.

Absolutely not! PDs should continue to rotate their music as often as they wish. We're asking stations to change how they report, not how they program.

Flexible Nights

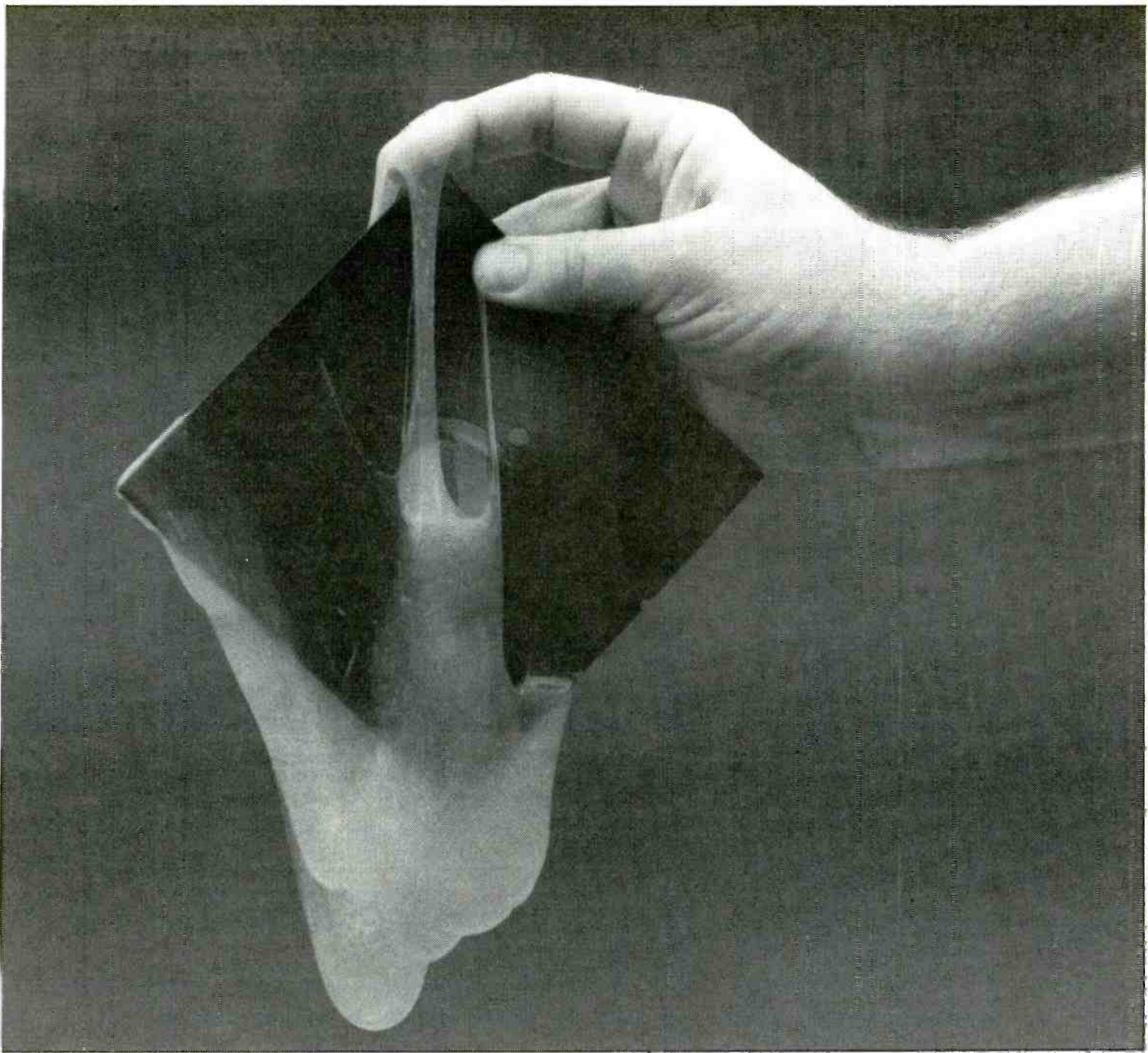
I understand why you use 6am-midnight, but I've got a problem. I've got a 7pm-5am category that comes up once an hour. I've got seven songs in that category. That means I can't guarantee each will come up once a day before midnight. What should I do?

Report them. There's definitely some flexibility here. We don't want to shortchange harder-edged or alternative-type music you start out at night.

However, never report overnight-only records. We consider that a "test" category that should not contribute information to a chart. Ditto for songs appearing on specialty shows.



GO WITH THE FLO — We presume Hillbilly Mark Knopfler had a good time when he visited WXRK/New York personalities Flo & Eddie. Posin' pretty are (l-r) PD Mark Chernoff, Knopfler, Howard "Eddie" Kaylan, and Mark "Flo" Volman.



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R&R Updates

AOR Reporting Policies

Continued from Page 104

And dayparted songs you report must come up *frequently* before midnight. If you've got 20 songs in a 7pm-5am category, *don't* report them. There should never be more than a couple of songs on your playlist that don't receive play before midnight.

What about songs that are packeted?

Treat each song individually. If you've got two Robert Plant depth tracks in a packet that comes up twice a day between 6am-midnight, you should report those tracks in *light*, because they'll each only get one play.

What about stations with "Power" rotations?

That's what I mean by semantics: some stations use the term power, others don't. It's meaningless. That's why we stopped using the word power a couple of years ago.

Defining heavy, medium, and light by actual numbers of plays per day eliminates the confusion.

A lot of reported playlists are going to change dramatically, aren't they?

Yes. Some PDs will have to move quite a few songs down from heavy to medium and medium to light to adhere to the new policy. Others which rotate songs more frequently will be moving songs up.

That means you could have some guys reporting three heavies, five mediums, and 15 lights, while others have 20 heavies, 20 mediums, and five lights

Exactly. It all depends how much new music you play and how often you rotate individual tracks.

My research indicates that the vast majority of stations play

30%-35% currents and have three basic rotations: four-five hours, six-eight hours, and ten hours. They should be reporting only five-seven heavies, seven-ten mediums, and the rest in light.

What about the stations that don't report lights now?

This new policy will mean that every PD has lights, because we define a light as a song receiving one play per day between 6am-midnight. Once these changes go into effect, every station should report a light category.

"We're not telling you what to play or how often to play it. We're telling you how to report your airplay to us so we can process the information as best as possible."

But what if my definition of light doesn't coincide with yours?

That's the whole idea behind this policy. Right now things are too inconsistent. This policy standardizes the terms for R&R reporting purposes only. It has nothing to do with how you refer to your rotations at your station — or, for that matter, how you report to another trade.

3-2-1

Again, it's a basic 3-2-1 system. When you put your playlist together for R&R, call the songs you play a minimum of three times a day "heavy," two times a day "medium," and once a day "light." Just

remember that a "day" in this case is 6am-midnight.

And it's worth repeating one more time: we are *not* telling you what to play or how often to play it. We're just telling you how to report your airplay to R&R so we can process the information as best as possible.

When do these policies go into effect?

Monday, June 4. That gives you a couple of weeks to analyze your playlist and make the necessary adjustments. If you have any comments or questions concerning these changes, please call me immediately at (213) 553-4330.



SKID ROW EXPOSED — WCMF/Rochester staffers got some unexpected Skid skin at a recent backstage party. Hangin' are (l-r) Skid Row's Rachel Bolan and Sebastian Bach, 'CMF morning man Brother Wease and cohost Cindy Pierce, PD Stan Main, and band members Rob Affuso and Snake "Tour Bus Video" Sabo.

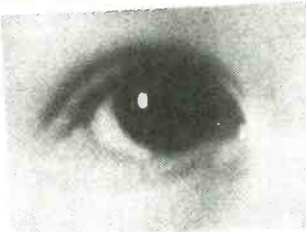
SEGUES

WZBH/Ocean City, MD ups **Cepth Michaels** to APD/MD; **Tara Power** moves from mornings to middays as **Dale Hendrix** takes an engineering job in Harrisburg ... WBNY/Buffalo elects **Mike Parrish MD** ... WONE/Akron MD **J.D.** adds APD duties ... WGTR/Miami Promotion Director **Mike Oliviero** departs ... Former WPLR/New Haven morning men **Brian Smith & Bruce Barber**, who recently exited WXTB/Tampa, return to 'PLR to reclaim AM drive, replacing **Lazer & Reed** ... WAZU/Day-

ton hires **Teresa Strong** as Promotion Director ... KDKB/Phoenix slides **Mary Allen Whitenton** into PM drive ... **Liz Cavanaugh** takes afternoons at WRLT/Nashville as **Steve Anthony** returns to KKR/D/Wichita ... New Z-Rock affiliates include WVCC/Linesville, PA and KZTR (AM)/Oxnard-Ventura ... DeMers Programming/Marketing inks three new clients: KZEP/San Antonio, WKHY/Lafayette, IN, and WRXR/Augusta, GA.

THINGS TO DO DURING R&R CONVENTION

- ✓ 1. Get Jon Scott to thank you over p.a. at bowling party.
- ✓ 2. Tell hotel front desk to screen all calls (no sense making this week any different).
- ✓ 3. Count how many conversations contain "we went from a 3.5 to a 4.2".
- ✓ 4. Call Barbara Hartman's room after you've closed down every other label's suite.
- ✓ 5. Add RAVE-UPS to insure 25% status.



THE RAVE-UPS

"Respectfully, King Of Rain"

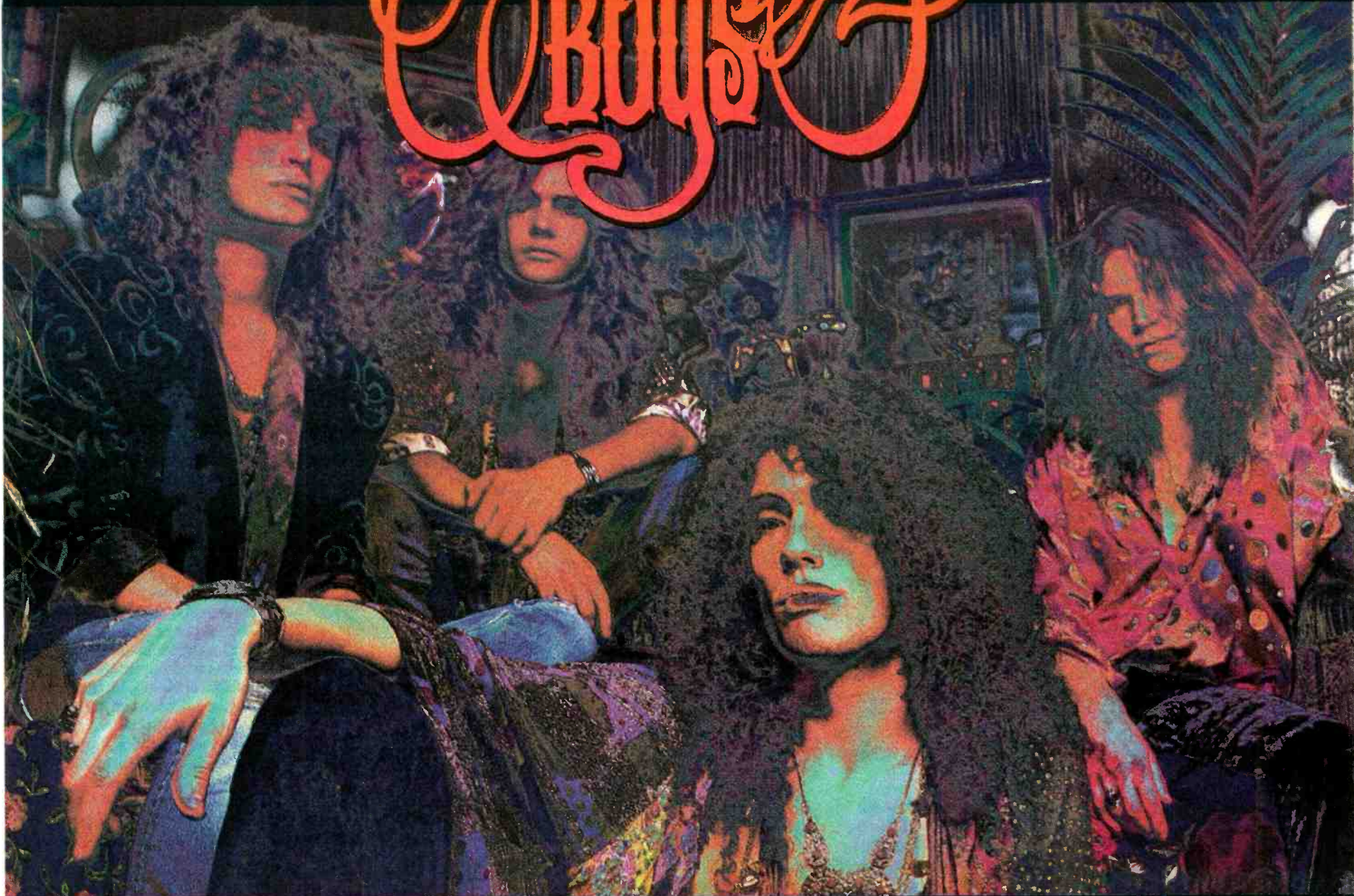
100% satisfaction guaranteed.

Epic



BAHAMA MAMAS — From the "it's a tough job but ..." dept.: WMMS/Cleveland personalities Lisa Dillon (l) and Wendy Steele catch some rays during their live-from-the-Bahamas remote.

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"ALL LIPS N' HIPS"

DOUBLE BREAKER
TRACK 31
ALBUM 29



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LON HELTON

Unlocking The Door To Success

People, Planning, Promotions Are Important Keys To Winning

The headline may suggest that some things — like the keys to winning — never change. While that may be true, what will change in the coming decade will be the manner in which these critical areas are handled.

This week, five leading programmers offer thoughts on what it's going to take to put a Country station on top in the '90s.

Plan Calmly; Attack Emotionally

Asked for his five winning keys, consultant Rusty Walker listed "plan, plan, plan" as his first three. "The rule says you should plan calmly and attack with emotion. Many in this business are guilty of planning with emotion to the point where our aggressive efforts peak during the formulation of the plan. Then we attack much too calmly."

Rounding out Walker's list:

- **Market on-air.** "'Phantom come' (R&R, 4/6) is real. On-the-air marketing is as important as off-the-air marketing. Look at any Country station that's been a consistent winner. Regardless of its profile or approach, the station aggressively sells the experience of listening. Listeners can't help but hear the station's key benefits, specialties, call letters, etc."

- **Market off the air.** "We're in a state of flux as far as determining the efficiency and viability of conventional marketing methods. There are ways to reach audience segments that are better than the mass marketing techniques used in the past. There are so many alternatives that you have to test them. And that can be expensive — not to mention the negatives that can arise from using the wrong method."

History Lesson

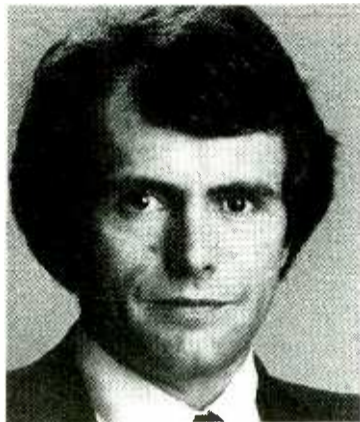
WIVK/Knoxville tops the "R&R Ratings Report & Directory" national all-format leader list with a 37.7 (fall '89 Arbitron). OM Mike Carta, who previously program-



Mike Carta

med Country legends KVET & KASE/Austin and WIL/St. Louis, feels understanding a station's history is important in plotting its course. "A PD needs to know what's made a station successful, what's keeping it that way, and how that can apply in the future."

Carta feels winning in the com-



Rusty Walker

ing decade will require that PDs have a wealth of knowledge in areas other than radio. "PDs should submerge themselves in business, communication, and people skills information and then make it applicable to their jobs and workplace. We're working with people unlike the norm. These are talented people; the more you know, the more you can help them reach their personal and professional goals. Then they're able to contribute more to the operation, which helps you achieve your goals."

Other thoughts from Carta:

- **Be openminded.** "Be open to trying new things. If you're not, you won't know it's time to change your thinking or the way you do things."

- **Be sales-oriented.** "Even if you have a promotion and marketing department, PDs need to be involved in sales. In the future, programmers will be doing more work on the street with salespeople."

- **Develop a farm club.** "PDs should know where the up-and-coming young talent is and help them develop. Replacing talent quickly and with the right person is critical to winning."

- **Act.** "Do all the research you want, but do something with the information. Act on what the research tells you; don't react to what others in the marketplace do."

- **Have fun.** "Go into any winning station, and you'll find the people are having fun. Enjoy the job you're doing and make the workplace a fun place to be."

Attacking Stereotypes

Allan Gibbs has programmed WITL/Lansing since 1986. The winter '90 Arbitron puts the station number one 12+, 25-54, and 35-64, and number two 18-34. He says a key to his station's success — and something more Country stations need to address — is aggressively attacking Country stereotypes. "It has to be defeated individually, in

every market, before you can win. We go after it on the air and in what we do.

"We talk about things some may consider too trendy for a Country station. But Country listeners aren't on an island. They're aware of Michael Jackson, the Hollywood folks, *People* magazine, so we provide mass appeal infotainment."

WITL has also underwritten the production of two plays in Lansing during the last year. "We do things to show that Country fits into all worlds," says Gibbs. "And the changing of the guard occurring in country music is doing a lot to broaden the format's acceptability."

More Gibbs tips:

- **Trust your instincts.** "Research is a vital tool. But if you rely on it more than instinct, you wind up with a gutless radio station."

- **AA membership.** Gibbs says to make sure your staffers belong to AA — the "attitude and atmosphere" club. "To win, stations can't afford to hire 9-5ers. This isn't a 9-5 business. Plus, it pays to hire people who are 110% radio people — those who love the business. They put more effort into the job. As fragmentation makes the pieces of the pie smaller, we'll have to fight harder for what we do get and that will require the best team possible."

- **It's the GM's and PD's responsibility to make sure there's a positive atmosphere in which to work. The feeling transmitted by a happy staff can be heard through the speakers."**

- **Gibbs also advocates the "sandwich" technique when critiquing the airstaff. "Start with a stroke, deliver constructive criticism, and end with a stroke."**

- **No secrets.** "People need to know what's going on and that they're involved in the decision-making process. They should have



Allan Gibbs

input and have it acted upon. It's their station, too."

Power Play

WKHK-AM & FM/Atlanta PD Neil McGinley places station power at the top of his list. "You can have the best of everything else,

On The Road To Victory

- **Defeat Country stereotypes**

- **Temper research with instinct**

- **Cultivate winning attitudes, positive work atmosphere**

- **Plan calmly, attack emotionally**

- **Explore alternative marketing strategies**

- **Be openminded to change**

But no matter how good you are, you must cover the marketplace with a signal that's at least equal to the others. Even if you manage to carve out a niche, you're vulnerable. Once you make some noise, somebody with a bigger gun is going to come in and blow you away."



Neil McGinley

Other P's to consider:

- **People.** "Revolving doors don't work. Hire the right people, motivate them properly, outline goals, and get them to focus on what they have to do to be successful."

- **Programming.** "Assume everybody else is smart, picking the right music, and doing all the right research. That means your station must be the best at giving the audience what it wants. Also, everything you do counts; don't let anything slip. For instance, you need to have the best all-night and weekend talent you can get."

- **Perseverance.** "Get a plan you believe in and stick with it. Too many people knee-jerk after one bad book — one that might just be a wobble — and get off track, sometimes never able to return. There needs to be more longterm thinking in this business."

- **Presentation.** "There's little product differentiation anymore — everybody sounds the same. We're playing the same music, doing the same research, and spending about the same dollars in contesting, which makes presentation critical."

"If you're trying to sell 12 liners, you're part of the clutter problem and the message gets diffused. Focus on one or two viable, clearly identified, unique marketing elements that listeners perceive as benefits and slam 'em home."

Concludes McGinley, "A weakness in any one of these areas af-

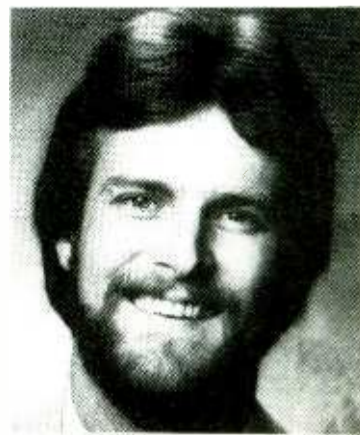
fects the others. To win in the '90s, the sum of the station should be greater than the total of the parts."

Core Attitude Changes

WSIX-FM/Nashville has been the Academy of Country Music's Station of the Year for the last two years. It was number one 12+ in last fall's Arbitron. PD Eric Marshall attributes much of that success to the station's aggressive attitude toward music and personality. To win in the '90s, Marshall believes Country outlets will have to embrace the new crop of artists to a much greater degree than it has in the past. "It's not as risky to play new acts. The demo we're targeting is ready for currents; the core's attitudes have changed."

"Our predominant demo is 35-44. These people grew up in a different musical environment than the generation before them. They're more accepting of the contemporary material coming out of Nashville. Radio needs to give them a chance to respond. And they will."

Marshall feels just as strongly about the injection of personality into the format. "Country's tightly formatted — almost scripted — deliveries came from long music sweep battles. The '90s listener will come to a station to be entertained; he'll want more information and personality in all dayparts. It will also be important to have some va-



Eric Marshall

riety in the types of personalities who are on the air."

Marshall also says radio needs to refocus its efforts on community involvement. "Radio's strength is immediacy and it can lead whatever cause it chooses to get behind. It doesn't take much effort to find the issues of concern to your marketplace. Find out and lead the way to awareness or solutions."



MEMO

To:

Bob Wilson, Dick Krizman, Lon Helton

With Rotations, Hot Fax
and now the Song Information
Index, R&R is the
Unquestioned Leader
in Nashville.

Thank you for listening!

**Your friends at
Warner Bros./Nashville**

PS: To Dick
From Eddie

Swetts is now
open for dinner

CHARITIES REAP BENEFITS

Gatlins, Marie, Tanya Lend A Hand

Talent and time. Country artists are blessed with plenty of the former but aren't afforded much of the latter. Nevertheless, they're invariably generous with both when it comes to assisting worthy causes.

- The Gatlin Brothers are set to host 60+ sports celebrities, actors, and musicians at the Fina/Gatlin Brothers Celebrity Golf Tournament May 20-21 in Dallas. Among those participating in the five-man scramble tourney are James Garner and ABC-TV's "Coach," Craig T. Nelson. The event will benefit the Dallas Muscular Dystrophy Association.

- Marie Osmond will again serve as host of the Children's Miracle Network Telethon, which is scheduled to be broadcast live from Disneyland June 2-3. The show will be seen throughout the U.S. and in many foreign countries.

- Waylon Jennings recently participated in the Denver Pyle Fishing Tournament at Paris, TX. Pyle played Uncle Jesse on the "Dukes Of Hazzard" series, which Jennings narrated. The event closed with a Jennings concert; proceeds were donated to various children's charities.

Jennings has a new 900 number. Fans dialing 1-900-246-8700 will hear Waylon, his wife Jessi Colter, and family members talk about their lives. A concert schedule and contests are also featured.

- Rosanne Cash and Rodney Crowell recently held a photo session to raise money for a Nashville area baby in need of a liver transplant. The pair decided to help after they heard that \$100,000 was

needed to put the infant on a national donor list.

- Tanya Tucker will host a syndicated TV show entitled "Elephantastic." Her costars include several elephants (hence the show's name), an orangutan named Jolyn, and members of the San Francisco 49ers. The special was taped at Marine World Africa USA, a non-profit park in the San Francisco area. The family-oriented show, which is set to air this summer, features Tucker's "save the seals" song, "Save Me."

Bits & Pieces

- Jim Ed Brown and Helen Cornelius recently administered first aid to an van-load of children involved in an early morning traffic accident. Brown and Cornelius were returning from a concert when they came upon the overturned church van on a highway in Northern Kentucky. The two entertainers brought the injured children into their buses and remained at the scene until the injured were removed to area hospitals.

- The Oak Ridge Boys just taped a video version of the "Star Spangled Banner" for use by the Chicago White Sox. The video will be shown at home games through the current season. Sox catcher Carlton Fisk flew to Nashville to watch the taping.

The Boys' Duane Allen recently became the first country artist in-



ASCAP'S REAL WORLD — ASCAP recently held a #1 club party for "Here In The Real World," written by Mark Irwin and Arista/Nashville artist Alan Jackson. Shown at the worldly celebration are (standing, l-r) Top Ten Tunes' and Jackson's manager Barry Coburn, Arista VP/GM Tim DuBois, Top Ten Tunes' Jewel Coburn, producer Keith Stegall, CMA's Janet Bozeman, Seventh Son Music's Marty Gamblin, and CMA's Jo Walker Meador; (seated, l-r) writer Mark Irwin and ASCAP's Merlin Littlefield.

ducted into the Texas Music Hall of Fame. In the past the honor has been bestowed on gospel singers.

- Dolly Parton's Dollywood theme park may soon expand to Japan. The Ention Corporation, a Nashville management and consulting firm, has conducted negotiations between the park and a Japanese developer for several months. If the development becomes a reality, the Japanese Dollywood would serve as a cornerstone for a seven-park complex. A common transportation system is planned to link the park components to form one of the largest vacation destinations in the world.

- Alabama will be the first act featured on a new RCA/Nashville 900 number designed to promote the label's roster and product. Set for a May 15 start, the system is being operated by Phone Programs, which recently produced a 900 promotion for Restless Heart. Those who call 1-900-860-4HITS will be able to sample music from not-yet-released albums, check concert itineraries, listen to the "Nipper Hot Pick Of The Week," and sit in on an interview with a featured artist.

—Ken Tucker

NEW ARTIST FACT FILE

Les Taylor

Born: December 27, 1948 in Oneida, KY

Place Called Home: Nashville

Current Single: "Knowin' You Were Leavin'"

Current Album: "That Old Desire"

Producer: Pat McMakin

Label: Epic

Management: Paul Zamek

Booking: William Morris

Publishing: Les Taylor Music

Early Influences: Johnny & The Hurricanes, Otis Redding, Merle Haggard, George Jones

- **Background:** Taylor first picked up a guitar at age 11; he was sick in bed with the flu when his brother-in-law brought a guitar by to while away the time. Two years later Taylor formed his own group, and eventually left Kentucky for the clubs of Indianapolis. The road to success wound its way back to Lexington, where in '79 he hooked up with *Exile*. He played guitar and shared lead vocals until his departure in '89. "I left to satisfy myself," said Taylor. "I wasn't writing much with the group, and I wasn't singing as much as I wanted to. I felt just a little stifled. As a solo artist, you get a lot more freedom to choose what you want to do."

- **Signing:** When Taylor and the band parted ways, he called CBS/Nashville Sr. VP Roy Wunsch to express interest in developing the solo artist contract he had signed with the label as a member of *Exile*. Wunsch, not completely sold on the move, called in then-Tree International Director/Creative Services Bob Montgomery, who suggested Taylor cut a demo. Taylor went into the studio with producer Pat McMakin, and the resulting four-song tape so impressed the CBS execs that they gave him a revised contract.

- **Songs:** Taylor co-wrote four of the project's ten songs, including "Shoulda, Coulda, Woulda Loved You," "Ole Tin Roof," "Wild Mountain Rose," and "They Don't



Les Taylor

Make 'Em Like You Anymore." Of his writing, Taylor said, "I'm becoming much more disciplined. Before I left the group and moved to Nashville, I was definitely a spurt writer. I'd write just a couple of songs a year. Now, if I don't have a couple or three appointments a week writing with somebody, I feel like I'm wasting time." Taylor also noted he learns more every time he writes, and said he would like to write all the songs on his next LP but he's "looking for hits. I don't care where they come from."

Contributors to his current LP include Mike Reid and Tommy Rocco (the current single); Buckley Jones, Tom Shapiro, and Michael Garvin ("A Southern Breeze"); Dobie Gray, Bud Reneau, and Ricky Ray Rector ("Slow Rain"); and Dave Loggins (the title cut).

MUSIC MEMO

Bruce & The Dirt Band, Seals & Cooke?

The Nitty Gritty Dirt Band's new MCA single, "From Small Things," from their "The Rest Of The Dream" project, was written — but never released — by rocker Bruce Springsteen. Another variation of the song appears on Jeff Stevens & The Bullets' self-titled Atlantic LP, and yet another can be heard on Dave Edmunds' "DE Seventh" LP.

- Dan Seals' next single, "Good Times," was written by Sam Cooke. Seals didn't know it was a Cooke tune until after he cut it, though Cooke is one of Seals's per-

sonal favorites. The song appears on Seals's new Capitol release, "On Arrival." Mike Lawler, former keyboard player for James Brown, Steve Winwood, and the Allman Brothers, plays on the track as well as on three other cuts.

- Jann Browne's new Curb release, "Mexican Wind," features harmony vocals by Emmylou Harris and a Spanish guitar solo by the Desert Rose Band's John Jorgenson. The tune was written by Browne, Pat Gallagher, and Roger Stebner.

Browne's "Tell Me Why" album also includes *New Grass Revival's* last recorded performance. Band members Sam Bush, Bela Fleck, Pat Flynn, and John Cowan joined Browne on the song "Lovebird."

- Marsha Thornton's new single, "The Grass Is Greener," was recorded by Brenda Lee in 1963 and was a Top 20 pop hit. It's no coincidence that Owen Bradley produced both projects. The song was written by Barry Mann and Mike Anthony, and the current version appears on Thornton's self-titled MCA release.

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Look for Lorrie Morgan on the current Alabama / Clint Black tour.



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Hello, I Must Be Going

By Mike Kinosian

This week we'll look at some nifty promotions from around the country.

WZTR (Star 95)/Milwaukee PD Bill Troy and Northwest Airlines have pacted for a plan called the "95-Minute Trip" (station's frequency is 95.7). Each Friday, morning personality **Bob Barry** calls someone at random to award an all-expenses-paid trip for two on

Northwest. The three-day weekend package includes travel, accommodations, a rental car, and spending money.

There's one small catch — the winner has to leave on the trip 95 minutes after Barry's phone call.

"Making arrangements leads to exciting radio," Troy said. "We've had farmers arrange to have their cows milked while they were gone, and we even had a minister get out of doing a Sunday service."

A representative Star 95 hour appears in the box at left as a regular music monitor feature.

WZTR Music Monitor

Here's a sample 4pm hour on Star 95:

RASCALS/Good Lovin'

CHICAGO/Does Anybody Really Know What Time It Is?

JOHNNY RIVERS/Baby I Need Your Lovin'

ELVIS PRESLEY/Suspicious Minds

RONETTES/Be My Baby

NEIL DIAMOND/Cherry Cherry

STEVIE WONDER/Uptight

(Everything's Alright)

ALIVE & KICKING/Tighter, Tighter

BEACH BOYS/I Get Around

BETTY EVERETT/The Shoop

Shoop Song

CCR/Have You Ever Seen

The Rain?

SUPREMES/My World Is Empty

Without You

TURTLES/It Ain't Me Babe

SLY & THE FAMILY STONE/

Family Affair

LOVIN' SPOONFUL/Summer In

The City

DUSTY SPRINGFIELD/Wishin' And

Hopin'

Million-Dollar Effort

WKXW (New Jersey 101.5)/Trenton and 7000 walkers joined forces last month to raise about \$1 million for the mid-Jersey chapter of the Multiple Sclerosis Society.

Listeners were encouraged to participate in the 15-kilometer Super Cities Walk and to obtain pledges for every completed kilometer. Station staffers were on hand to cover the event.

New Jersey 101.5 FM also awarded \$500 in its Cash Card Contest. Old Bridge's Stephen Edwards won the money when the final three digits on his Cash Card matched the numbers read on-air by station personality Jim Gearhart.

Ironically, Edwards (who's suffered from MS the past 13 years) was part of a group which helped raise \$500 in pledges for the walk. He donated a portion of his winnings to MS. Another portion went to replace a flat tire, which he punctured en route to the station to claim the \$500.



Front row (l-r): WCVS/Springfield, IL ND Janet Hochstader and personality Gail Ewing, Tiny Tim, announcer John Price, and the station's Beth Seward. Back row (l-r): air talent Bullwinkle, OM John Kircher, AM driver J. Peter Thompson, personality Stu Allen, and PD Curt Anderson.

Uker In The Front Row

WCVS/Springfield, IL recently employed a celeb AM driver for a week — ukelele master **Tiny Tim**.

He tiptoed through his airshift and dominated local media coverage. Last year, Tim played at the Illinois State Fair, and he was eager to return to the capital city. He visited restaurants with CVS staffers, handing out cash and asking people to give the station a listen. Tim's weeklong stay concluded with a visit to a local oldies club. Naturally, the unique man with the unique falsetto tones obliged all by strumming and singing.

GOLD VAULT

Management

Lisa Conti joins WBBG/Youngstown as Promotions Director.

Air Talent

WXLE/Columbus's revised lineup features: **Mark Sampson & Bryan Jester** (mornings); **Bob Allen** (middles); **Steve Wilson** (afternoons); **Mark Adamz** (evenings); and **Debbie Bonner** (overnights) ... Also in the Buckeye state, the personality roster at WGRR/Cincinnati is: **Ken Matthews** (mornings); PD **Steve Allen & Production Director John Hall** (middles); **Marty "With The Party" Thompson** (afternoons); **Ron Schumacher** (evenings); and **Kim Carson** (overnights).

Allied Arts Fund President **Holly Leggett** joins WWKL/Harrisburg as host of "Out And About" ... WVGO/Richmond welcomes **Drewe Phinney** to morning drive.

Miscellaneous

The Kool Gold Network welcomes six new stations: WNEZ/Farmington, CT; WBEU/Ridgeland, SC; WHBO/Tampa; WNVJ/Oakland, NJ; WKGL/Huntsville; and KBOM/Santa Fe ...

On April 25, WPEN/Philadelphia AM driver **Ken Garland** celebrated 25 years on Philly radio. The majority of those years (23) were spent at WIP. Garland joined WPEN in August 1988. The Massachusetts native is married to WPEN ND and morning cohost **Elaine Soncini**.

KRDO/Colorado Springs will carry Colorado College Tiger hockey games for the 1990-91 season ... KOOL/Phoenix LSM **Michael Mallace** was named to the Executive Board of the Radio Association of Metropolitan Phoenix (RAMP). KOOL NSM **Bruce Olson** is President Elect of the Arizona Advertising Industry Emergency Fund, which aids those with severe medical problems.

Send a representative hour of your station on cassette to **Mike Kinosian, R&R**, 1930 Century Park West, Los Angeles, CA 90067. If you prefer, fax me the info: (213) 203-9763.



KODJ/Los Angeles contest winners and station staffers.

Going For The Gold

Last month at a private winners party, KODJ/Los Angeles handed out 55 one-ounce American Eagle coins.

KODJ's **Janine Wolf**, **Paul Freeman**, **Lynda Lambert**, **Gary Reid**, and "**Machine Gun**" **Kelly** mingled with contest winners and distributed the gold prizes.

When playing "KODJ Cash & Pure Gold Trivia," winners correctly answered trivia questions and won \$93 (frequency tie-in). To win the ounce of gold, qualifiers had to correctly answer a second question. All winners were then entered in the grand prize drawing for a pound of gold.



Congratulating KODJ/L.A.'s grand prize winner **Ken Levinson** are (l-r) KODJ personality **Janine Wolf**, Levinson (holding his 16-ounce gold prize), Promotion Director **Nicole Sandler**, and KODJ's **Paul Freeman**.

Oldies In Concert

WMXJ (Majic 102.7)/Miami and KNOE/Monroe, LA prove large and small market stations can sponsor concerts by top artists.

As part of its "Let The Good Times Roll" series, Majic presents two shows tomorrow (5/12) at 7 and 10:30pm at the Sunrise Musical Theater. The ninth "Let The Good Times Roll" package will feature **Ben E. King**, the **Platters**, **Bobby Vee**, **Lesley Gore**, **Len Barry**, and **Mary Wells**.

Meanwhile, KNOE has teamed with Central Bank to present "Lovin' Feelings" next week (5/19) at Civic Center Arena. On the bill will be the **Platters**, **Johnny Rivers**, the **Buckinghams**, the **Grass Roots**, and **Gary Puckett**.



KOOL 108 KQQL/Minneapolis PD **Don Michaels** poses with the station's first \$10,000 Cashcard winner, **Laura Zacardi**.

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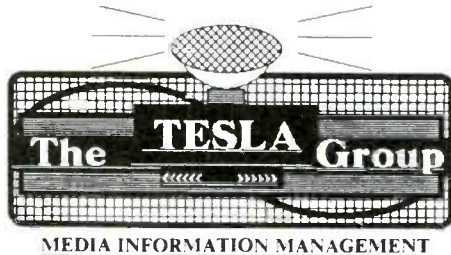
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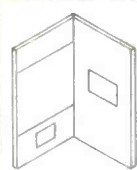
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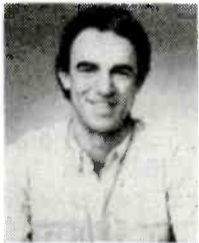
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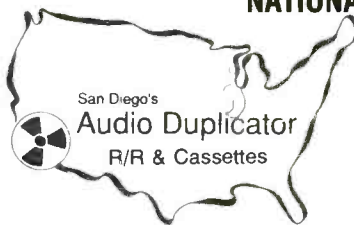
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Leading MIDWEST AC expanding its MORNING SHOW to include the best FEMALE NEWS/SIDEKICK in the industry. If you're bright, positive and enthusiastic, we want you. We're committed to winning at any cost. Immediately send T&R to Personnel, P.O. Box 7581, Toledo, Ohio 43616. EOE

PROGRAM DIRECTOR

WDKB-FM/DeKalb, IL. signing on this summer! Your chance to Program a start-up! Can you deliver young adults, plan & execute promotions, hire, train and motivate a staff from worst to first? T&R, programming philosophy, salary history to: Steve Sinicropi, c/o HOT 102/WLUM-FM, 12800 W. Bluemound Rd., Elm Grove, WI 53122. EOE



Friends You Can Count On

PROGRAM DIRECTOR

needed for 1440 WROK-AM/Rockford. Help us keep this promotionally active, highly rated, full-service AC flying high! Organization and people skills plus creativity gives you the edge to work at a legend. T&R plus programming philosophy to John Ivey, Operations Manager, WROK, 3901 Brendenwood Rd., Rockford, IL 61107. M/F, EOE

OPENINGS



MARKETING MONSTER

Are you aggressive, creative & dynamic? Do you possess strong organizational skills? Central Illinois home of Rock n Roll is looking for PROMOTION DIRECTOR ready for the 90's. Join one of the top radio groups in the nation. Send T&R along w/ a letter outlining your professional goals & philosophy to: Craig Stevens, WYMG, 1030 Durkin Dr., Springfield, IL 62704. EOE

95fm MIDDAY SUPERSTAR

73am WVIC Are you big enough to elevate an 18 Share to over a 20?! Here's your opportunity to join market dominator WVIC/ Lansing, strokin' the hits middays and tacklin' music and programming duties! Only the best should rush their stuff to Kevin Robinson, 2517 E. Mt. Hope, Lansing, MI 48910. Females and minorities are encouraged!

WEST

News Director sought for Z-fun and KRPL-AM. Females and minorities encouraged. T&R: Box 8849, Moscow, ID 83843. (5/11) EOE

Weekend/overnighter sought for high-desert station. 16 hours weekly plus fill-in. T&R: KRXX, Todd Lance, Box 1668, Barstow, CA 92312-1668. (5/11) EOE

KROR-FM seeks fulltime AT in Palm Springs market Modern Country station. Country tapes only please. T&R: PD, 58923, Business Center Drive, Yucca Valley, CA 92284. (5/11) EOE

Future openings/all shifts, at top rated Churban station, as our people move to the majors. T&R: KKMKG, Scooter, 1287 Lake Plaza Court, Colorado Springs, CO 80906. (5/11) EOE

KXXR/Seattle seeks parttime Morning show Producer. One year AOR radio experience required. T&R: Brew Michaels, 3131 Elliott Avenue, WA 98121. (5/11) EOE

KDIA/SF, CA Urban accepting applications for immediate openings. Females and minorities encouraged. T&R: Jeff Harrison, 100 Swan Way, Oakland, CA 94621. (5/11) EOE

KJFX seeks two. Morning pro with phones and fun, plus personable but gritty night AT. C&R: Mark Thomas, 2125 N. Barton, Fresno, CA 93703. (5/11) EOE

Production Tech sought for International radio syndication. DJ mixing, editing, and creativity a must. Entry level. T&R: Production, Box 42919, Los Angeles, CA 90042. (5/11) EOE

DIRECTOR OF NATIONAL PROMOTION

For highly successful California based music and video company. Direct all functions of department including promotional strategy, radio promotion with commercial radio formats, industry trade charts, national syndicators, departmental budgeting and planning. 5 years experience including national promotion in commercial radio formats. Proven managerial experience. Resume to: Windham Hill Productions, Inc., Recruiting II, P.O. Box 9388, Stanford, CA 94309. EOE



Fresno, music intensive classic rock 'n roll building a winning team, in search of morning pro to have fun. Good phones a must! Topical, no joke machines. If you can relate to 25-49 adults, we want you! C&R to: Mark Thomas, KJFX, 2125 N. Barton, Fresno, CA 93703. EOE

We're looking for America's hottest sportstalk host for a major market powerhouse sports leader. T&R to Bruce Marr & Associates, 1855 Del Monte Lane, Reno, NV 89511. EOE

OPENINGS

OPENINGS

POSITIONS SOUGHT

POSITIONS SOUGHT

HERE WE
GO AGAIN!



KFBK, one of America's most highly rated news/talk radio stations is in need of the next superstar talk show host. We lost this one to San Francisco. In the last two years we've also launched five other personalities to Los Angeles and New York. Are you next? Can you do a two hour, open line, issue oriented talk show that entertains? If so, send an unscoped, one-hour talk tape that demonstrates passion, wit, and style.

Here's your chance to work at the market leader in one of America's most liveable cities and with the country's premier radio company...Group W. Rush your tape and resume to: KFBK Radio, 1440 Ethan Way, Suite 200, Sacramento, CA 95825. Attn: Lucy Thomas.

Equal Opportunity Employer

If you are an entertaining, smart, articulate, college-educated talk host with at least three years of talk experience, we have an opportunity that may suit you! We are looking for a **drive-time talk personality** who has a great sense of humor, opinions on just about everything, and who is a good listener as well. You should be as comfortable discussing life-and-death issues as you are talking about your observations of everyday life. Above all, on the air and off, you should be a **real person with a positive, upbeat, energetic attitude**. We are a major radio group in a top 25 market, considered to be one of the most liveable cities in America. Our programming philosophy is to encourage creativity, spontaneity, and authenticity, while informing and entertaining our audience. This is a rare opportunity for a rare performer who likes to win. Please rush resume, tape, and your description of your radio program to: Radio & Records, 1930 Century Park West, #889, Los Angeles, CA 90067. Applications will be held in confidence. EOE

Recording Engineer

Capital Cities/ABC, Inc., a prominent leader in the broadcasting industry, currently has a challenging opportunity for an experienced Recording Engineer at our Watermark Studio in Hollywood.

The ideal candidate will have 2-3 years production experience, including working knowledge of multitrack recording, MIDI controlled devices and sequencers, as well as disk based digital recording and editing systems. Position also requires experience in production of nationally syndicated radio programs and specials. New England Digital's Post-pro/Synclavier system experience strongly preferred.

You'll enjoy a competitive salary and benefits package, as well as an exciting and dynamic work environment. For consideration, please send your resume to: Capital Cities/ABC, Inc., Personnel Department, RR-1, 4151 Prospect Ave., Hollywood, CA 90027. Equal Opportunity Employer.



\$1,000.00 REWARD SALES MANAGER

Help us find an experienced salesperson ready to move up to medium market management and we will pay you \$1000 (applicants eligible to win for themselves). **Sales-oriented 50kw Oldies FM** needs person to train, manage, and lead sales staff. Successful small-medium market radio sales track record required—management experience not required. Ideal person is happily employed and ready to move into management, but current company doesn't have an opening. Only career professionals on the way up need apply. GM, KCEZ, Box 7568, Chico, CA 95927. EOE/M-F.

AMERICA'S ORIGINAL AND THE BEST WANTS YOU!



"Oldies Radio" KOOL FM is looking for the right **Latenite-Overnite** performer yesterday! Everyone, in the past four years, who has held this position has moved up here or on to bigger markets. Needs to be a team player, with a winning attitude. Must have 2-4 years experience with **strong production skills**. Send cassette and resume (no phone calls) to BJ Hunter-Operations Manager, 2196 E. Camelback, Phoenix, AZ 85016. **THIS WILL ONLY RUN ONCE.** EOE

WANTED: MAJOR MARKET PROGRAM DIRECTOR FOR AC FM

Proven track record, strong people skills, solid strategic & tactical abilities, and desire to win! Send resume, programming philosophy and aircheck of your station to R&R, 1930 Century Park West, #893, Los Angeles, CA 90067. All inquiries confidential. EOE M/F

California AC seeks on-air PD that can keep this promotionally aggressive facility on top. People skills and team player an absolute must. Females and minorities encouraged. T&R to Radio & Records, 1930 Century Park West, #885, Los Angeles, CA 90067. EOE

MARKETING DIRECTOR KING 1090/KING FM

Seeking an outstanding professional with solid experience in all aspects of marketing, publicity and promotion. Exceptional creativity and ability to design and implement successful marketing strategies is essential. Successful candidate will have thorough knowledge of effective media mix, working knowledge of radio audience measurement systems, familiarity with Seattle market and experience in establishing and implementing operational goals. 3-5 years experience required, experience in broadcasting industry preferred. Bachelor's degree required.

Send resume and cover letter to: Human Resources, King Broadcasting, 333 Dexter Ave. N., Seattle, WA 98109

NO PHONE CALLS PLEASE.

An Equal Opportunity Employer. M/F/H/C



King Broadcasting Company

FOUR REASONS TO APPLY TO THIS AD:

1) Heavy bread, 2) Major market and great place live, 3) Morning entertainment on legendary radio station, and 4) a chance to kick the competition's butt. Please send tape and resume, along with references to R&R, 1930 Century Park West, #894, Los Angeles, CA 90067. All Inquiries Confidential. EOE M/F

POSITIONS SOUGHT

Country radio/publicity/record label position sought for Scot with campus radio background and seven years' journalism background. STEWART: (01144) 259213067. (5/11)

Three year morning/afternoon driver seeks small/medium market CHR gig. Great pipes for any shift. East, Midwest, South. TONY: (216) 992-6088. (5/11)

Radio-holic team player seeks draft. AC/Country/Oldies for 13 year veteran! Ohio/Indiana/Dayton/Cincy/Columbus. (513) 596-6486 or 372-1657. (5/11)

Young rookie seeks chance to excel in medium market. Seeking AC/CHR. Voices, production, comedy, tight delivery. SCOTT: (501) 741-6513. (5/11)

Remix/production pro seeks fulltime position. Remixes currently airing on Z100/NY and on the Open House Party. ROB: (201) 461-0812 or 461-0750. (5/11)

Hardworking, pleasant and professional AT seeks news or any format plus news in Southern US. JIM COOPER: (417) 833-4060 or 866-5757. (5/11)

Seven year sportscasting pro seeks major college/pro PBP work. College/pro football, basketball, baseball radio and cable experience. JOHN: (415) 479-6204. (5/11)

Small market DM/PD, 14 years' mostly in top 100. Prefer Southeast. (803) 457-4556. (5/11)

Just too perfect. Save me from the perfect climate of San Diego. Experienced, accurate weather forecaster. Previously WLS-FM. JEFFREY: (619)558-1833. (5/11)

Production whiz/afternoon AT all packed for top 100 market. Ten years, all formats. Just what you've been seeking. T.J.: (205) 883-2248. (5/11)

News Director with college degree in broadcast journalism. Two years' experience including satellite. Recently laid off due to budget crunch. JONATHAN: (804) 528-1888. (5/11)

Building a new morning show? Don't forget the news and information. I can make it sizzle! JEFF MICHAELS: (914) 741-2756. (5/11)

Seeking rock, dance or swing. Five year veteran AT can do it all. Call me, let's talk. (602) 458-5277 or 458-9631. (5/11)

I want you to want me! Two years' afternoon drive AT CHR, and have more up my sleeve. Will go anywhere! THE CAMPER: (915) 653-BRUT. (5/11)

Current DM/PD/mornings seeking upward move. Friendly, upbeat on-air, detail and goal oriented off-air. DAVE: (316) 227-7825. (5/11)

Personality plus! Female pro seeks that perfect gig. Over four years' in medium markets. Promotions/production management. AOR/Rock 40. KIM: (518) 563-4468. (5/11)

Production/AT/MD seeks Country format in SE. Five years' experience with management and computer skills. Stable, and willing to relocate. CHRIS: (803) 244-2041. (5/11)

Special offer for Salt Lake City area only. Bright, energetic AT seeks new challenge. Excellent voice, great copywriting. KATE: (602) 778-6356. (5/11)

Creative, energetic, entertaining CHR AT with seven years' commercial radio. Red hot phones, 8-track, just unleashed from college. SLIC RICK: (419) 289-4542. (5/11)

Dave "Matthews in the morning" seeking CHR/AC in medium/major market. Previously Orlando, Rochester, Little Rock. Proven numbers. (407) 673-7966. (5/11)

Hardworking, intelligent AT with over two years' small/medium market experience seeks bigger and greener pastures. Willing to relocate. TODD: (814) 662-2044. (5/11)

For sale, rent or lease. Four year CHR/Gold veteran with sun-roof, whitewalls and great headlights. Must hear her cruise to appreciate. KATE: (804) 596-3947. (5/11)

WASHINGTON/BALTIMORE

Need help in mornings? Want more than a liner-reader, but less than a zookeeper? An established name? We need to chat. Don't worry - I'm not doing mornings for you now! T&R to Radio & Records, 1930 Century Park West, #891, Los Angeles, CA 90067. EOE

Articulate and eager headbanger seeking work in a Heavy Metal format. JASON: (317) 525-6492. (5/11)

Kansas City PD's! Just arrived from the East coast! Vibrant, vivacious, intelligent, enthusiastic and experienced female. PENNY: (816) 587-6168. (5/11)

Eastern US newcomer willing to relocate. seeks chance to work and learn from the pros. CHR/AC/AOR/P2/P3. Fulltime, all shifts. RON: (717) 398-1270. (5/11)

The Bear necessities. Five years' experience, voices, characters, strong production, one-to-one communicator, morning solo/duo/zoo. BEAR: (904) 664-1267. (5/11)

Fresh, new, young and talented minority female AT seeks small market AC/Jazz/UC format to join. Willing to relocate. CARLA: (212) 713-5073. (5/11)

Wild Jay West is loose. P1 experience with ratings. KNRJ/Houston, WLUM/Milwaukee, WKSE/Bufalo. Seeking phones, energy, sincerity, brevity, rhyme? (713) 568-6585. (5/11)

Take advantage of me now! Announcer seeks fulltime gig with CHR/AC outlet. Three years' experience. TONY: (702) 853-7873. (5/11)

Great opportunity for you and me. Winning PD seeks next challenge. Twelve year radio pro, innovative, creative, people person. DAVE: (702) 322-9556. (5/11)

Air Talent with five years' experience including programming and sales, seeks new challenge. Top 40 or AC. D.B.: (605) 624-2662. (5/11)

North Florida, I'm coming your way. I've got experience, a proven track record and am seeking a job. SEA JAYE: (508) 747-6659. (5/11)

16 Trk Studio w/20 Yr. PD/AT/Prod Dr. R.Mtn area only. No Copywriting/Air Shift. Inquiries to Radio & Records, 1930 Century Park West, #880, Los Angeles, CA 90067.

Top 30 APD/nights and former CHR PD seeks medium market CHR PD slot or top 70 PMD/nights/MD. Let's talk. JJ: (602) 971-8249. (5/11)

Young, energetic AT nearly two years' experience seeking fulltime with AOR/AC/NAC in NY/NJ/CT or Northern PA. RANDY: (718) 444-4184. (5/11)

Top CHR PD formerly WFLY/WTHT/WVFX will relocate and win! Great with people, music and promotions. TODD MARTIN: (207) 827-7942. (5/11)

Engineer/Air Talent. Seeking airshift on AOR FM. Willing to engineer combo in mild winter climates of 125K or more. Experienced. ERIC: (219) 924-8256. (5/11)

Currently parttime, but seeking fulltime employment in the Carolinas. Let's talk. JIM DAVIS: (919) 947-5123. (5/11)

Major market experience, creative, sometimes stand-up comic. Mature, but look 20 years' old. Prefer Western NV or No. California. PETER: (916) 331-5303. (5/11)

R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed on company/station letterhead and accompanied by payment mailed to our office in advance. Visa, MC, AmEx accepted.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Must be on company/station letterhead. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.



BREAKERS

LISA STANSFIELD

You Can't Deny It (Arista)

87% of our reporting stations on it. Rotations: Heavy 0/0, Medium 18/2, Light 60/27, Total Adds 29 including KMJQ, KRNB, WGCI, WZAK, KJLH, WJIZ, KQXL, WPAL, WIZF, WVOI. Debuts at number 34 on Urban Contemporary chart.

EARTH, WIND & FIRE

For The Love Of You (Columbia)

82% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/1, Light 60/24, Total Adds 25 including WUSL, WAMO, WHUR, KHYS, KMJQ, WGCI, WZAK, WJLB, KIPR, WIZF. Debuts at number 38 on the Urban Contemporary chart.

GLENN JONES

Stay (Jive/RCA)

71% of our reporting stations on it. Rotations: Heavy 0/0, Medium 25/2, Light 39/15, Total Adds 17 including WXYV, WRKS, WHUR, WVEE, KMJQ, K97, WGCI, KSOL, WRKE, WMGL. Debuts at number 36 on the Urban Contemporary chart.

MELI'SA MORGAN

Can You Give Me What I Want (Capitol)

71% of our reporting stations on it. Rotations: Heavy 0/0, Medium 11/0, Light 53/17, Total Adds 17 including WUSL, WAMO, WHUR, K104, KHYS, K97, WGCI, WZAK, WVKO, KSOL, WCDX.

JERMAINE JACKSON

I'd Like To Get To Know You (Arista)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/1, Light 47/9, Total Adds 10, WUSL, WKYS, WJLB, WTLC, WATV, WAGH, WFXC, KFXZ, WLOU, WJJS.

PARTNERS IN KRYME

Turtle Power (SBK)

64% of our reporting stations on it. Rotations: Heavy 0/0, Medium 15/1, Light 43/12, Total Adds 13 including WXYV, WYLD, KMJQ, WJIZ, WMGL, WJTT, WFXC, Z16, WQIS, HOT105.

NEWKIRK

Sweat You (Def Jam/Columbia)

63% of our reporting stations on it. Rotations: Heavy 2/0, Medium 22/0, Light 33/5, Total Adds 5, WXOK, WMGL, WFXC, U102, WFXM. Debuts at number 40 on the Urban Contemporary chart.

ASHFORD & SIMPSON

Hungry For Me Again (Orpheus/EMI)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 29/0, Light 27/4, Total Adds 4, K104, WGCI, WJLB, WVOI. Debuts at number 39 on the Urban Contemporary chart.

BLACK FLAMES

Watching You (OBR/Columbia)

62% of our reporting stations on it. Rotations: Heavy 0/0, Medium 17/0, Light 39/6, Total Adds 6, WAMO, KMJQ, Z104, KIIZ, KFXZ, KDAY.

MIKI HOWARD

Until You Come Back To Me (Atlantic)

60% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/1, Light 40/17, Total Adds 18 including WILD, KHYS, KMJM, WRKE, WJIZ, KQXL, WENN, Z93, WJTT, KBUZ.

MICHEL'LE

Nicety (Atlantic)

60% of our reporting stations on it. Rotations: Heavy 10/0, Medium 30/1, Light 14/9, Total Adds 10, WGCI, KFXZ, WFXM, WPGA, WALT, WEDR, WIKS, KPRW, WVOI, KDAY. Debuts at number 30 on the Urban Contemporary chart.

NEW & ACTIVE

MIDNIGHT STAR "Do It (One More Time)" (Solar/Epic) 51/22

Rotations: Heavy 0/0, Medium 13/4, Light 38/18, Total Adds 22 including WXYV, WUSL, WHUR, WGCI, WZAK, WTLC, KMJM, WJIZ, WATV, WENN. Mediums include: WFXA, WXOK, WPAL, KIIZ, WALT.

GAP BAND "We Can Make It Alright" (Capitol) 51/10

Rotations: Heavy 0/0, Medium 16/0, Light 35/10, Total Adds 10, WJLB, KMJM, WPAL, WAGH, WQMG, WDKT, KIIZ, WQOK, WANM, WVOI. Mediums include: WDAS, WAMO, WKYS, K97, WYLD.

PAUL JACKSON JR. "Make It Last Forever" (Atlantic) 50/3

Rotations: Heavy 0/0, Medium 21/0, Light 29/3, Total Adds 3, WDAS, WRKE, WFXE. Mediums include: WHUR, WKYS, K97, WZAK, WJLB.

RANDY CRAWFORD "Don't Feel Much Like Cryin'" (WB) 48/22

Rotations: Heavy 0/0, Medium 13/4, Light 46/22, Total Adds 22 including WHUR, KHYS, KMJQ, WYLD, WJLB, KPRW, KJLH, OC104, WJIZ, WATV. Medium: WDAS, WIZF.

HI TEK 3 featuring YA KID K "Spin That Wheel" (SBK) 47/6

Rotations: Heavy 0/0, Medium 20/0, Light 27/6, Total Adds 6, KRNB, WZAK, WTLC, KIPR, WEAS, KPRW. Mediums include: WXYV, WAMO, WKYS, WQWI, KPRW.

DIANNE REEVES "Come In" (EMI) 47/6

Rotations: Heavy 0/0, Medium 14/0, Light 33/6, Total Adds 6, KJLH, KBCE, KFXZ, KIPR, WJJS, WTMP. Mediums include: WDAS, WAMO, WHUR, WKYS, WYLD.

STACYE & KIMIKO "Wait For Me" (MCA) 46/20

Rotations: Heavy 0/0, Medium 6/0, Light 40/20, Total Adds 20 including WUSL, K104, KRNB, WGCI, WTLC, KPRW, KSOL, WJIZ, KBCE, WATV. Mediums include: WXYV, Z93, WJLB, WAGH, WJMH.

CHIMES "I Still Haven't Found What I'm Looking For" (Columbia) 46/13

Rotations: Heavy 0/0, Medium 6/0, Light 40/13, Total Adds 13 including KMJQ, WGCI, WJIZ, WPEG, WJLB, WZAK, WYLD, WDKT, KFXZ, WALT. Mediums include: WDAS, WAMO, WZAK, Z16, WTMP.

PUBLIC ENEMY "911 Is A Joke" (Def Jam/Columbia) 45/1

Rotations: Heavy 4/0, Medium 25/0, Light 16/1, Total Adds 1, WTUG. Heavy: KHYS, WGCI, WPEG, KDAY. Mediums include: WXYV, WILD, WAMO, KMJQ, WYLD.

LOUIE LOUIE "Sittin' In The Lap Of Luxury" (WTG/Epic) 41/1

Rotations: Heavy 0/0, Medium 15/0, Light 26/1, Total Adds 1, WDZL. Mediums include: WDAS, WAMO, WYLD, WGCI, KPRW.

SPECIAL ED "I'm The Magnificent" (Profile) 37/5

Rotations: Heavy 1/0, Medium 9/0, Light 27/5, Total Adds 5, KMJQ, WATV, WZFX, WQMG, Z16. Heavy: KHYS. Mediums include: WZAK, WPAL, WFXC, KIIZ, WBLX.

REGINA BELLE "This Is Love" (Columbia) 35/33

Rotations: Heavy 1/0, Medium 3/3, Light 31/30, Total Adds 33 including WDAS, WHUR, KMJQ, K97, WYLD, WZAK, KMJM, KJLH, KQXL, WENN. Heavy: WHOT.

JEFF REDD "Love High" (MCA) 33/9

Rotations: Heavy 0/0, Medium 7/1, Light 26/8, Total Adds 9, WAMO, KMJQ, WQWI, WTLC, KBCE, WMGL, WPAL, WLOU, KDKS. Mediums include: WDAS, K97, WYLD, WJLB, WDKT.

ALYSON WILLIAMS "Not On The Outside" (Def Jam/Columbia) 30/13

Rotations: Heavy 0/0, Medium 1/0, Light 29/13, Total Adds 13 including WRKE, WJIZ, WFXA, KQXL, WFXE, WFXC, WDKT, KIIZ, KFXZ, WALT. Medium: WKYS.

ALEX BUGNON "Any Love" (Orpheus/EMI) 30/11

Rotations: Heavy 0/0, Medium 2/1, Light 28/10, Total Adds 11 including K97, KMJM, WFXA, KQXL, WAGH, WFXE, WZFX, WQFX, WQIC, WPLZ. Medium: WKYS.

MOST ADDED	HOTTEST	TOP 10 RECURRENTS
REGINA BELLE (33)	JANET JACKSON (78)	LW TW
LISA STANSFIELD (29)	JOHNNY GILL (77)	4 1 AFTER 7/Ready
STARPOINT (26)	EN VOGUE (71)	6 2 R. BELLE/What
EW & F (25)	FREDDIE JACKSON (46)	3 3 L. STANSFIELD/All
RANDY CRAWFORD (22)	SOUL II SOUL (35)	— 4 GOOD GIRLS/Love
MIDNIGHT STAR (22)	BELL BIV DEVOE (22)	2 5 BABYFACE/Whip
STACYE & KIMIKO (20)	TONY! TONII TONE! (21)	1 6 TROOP/Spread
MIKI HOWARD (18)	M.C. HAMMER (14)	5 7 Q. JONES/Secret
GLENN JONES (17)	HOWARD HEWETT (14)	8 8 M. HOWARD/Under
MELI'SA MORGAN (17)	QUINCY JONES (10)	— 9 BODY/Footsteps
	TODAY (10)	— 10 T. COLLINS/Girls

STARPOINT "Midnight Love" (Elektra) 29/26
Rotations: Heavy 0/0, Medium 1/0, Light 28/26, Total Adds 26 including WRKS, WDAS, WHUR, WZAK, KMJM, KSOL, OC104, WRKE, WJIZ, KBCE. Medium: WKYS.

MADONNA "Vogue" (Sire/WB) 29/5
Rotations: Heavy 5/0, Medium 11/1, Light 13/4, Total Adds 5, WGCI, WZAK, KIPR, WQOK, WTLZ. Heavy: WAMO, KHYS, OC104, WJMH, WQOK. Mediums include: WDAS, WKYS, WQWI, KSOL, WRKE.

SMOKEY ROBINSON "(It's The) Same Old Love" (Motown) 27/15
Rotations: Heavy 0/0, Medium 0/0, Light 27/15, Total Adds 15 including WDAS, KMJQ, WGCI, KJLH, WJIZ, WQFX, WEUP, KIIZ, Z16, WALT.

SNAP "The Power" (Arista) 27/15
Rotations: Heavy 0/0, Medium 5/1, Light 22/14, Total Adds 15 including WILD, WJIZ, KQXL, Z104, WQFX, WHJX, KIPR, WLOU, WPGA, WANM. Medium: WUSL, WHUR, K104, WJMH.

RICHARD ROGERS "I Can't Stop Loving You" (Sam) 27/5
Rotations: Heavy 0/0, Medium 8/0, Light 19/5, Total Adds 5, WQWI, WGCI, Z16, WCDX, WEAS. Mediums include: WHUR, WZAK, WFXC, WDKT, WLOU.

SIGNIFICANT ACTION

BIG LADY K "Funn" (Priority) 24/4
Rotations: Heavy 1/0, Medium 6/0, Light 17/4, Total Adds 4, WZFX, KIIZ, U102, HOT105. Heavy: WEAS. Mediums include: WPAL, Z16, WQIS, WBLX, KPRW.

PATTI AUSTIN "Through The Test Of Time" (GRP) 24/3
Rotations: Heavy 1/0, Medium 13/0, Light 10/3, Total Adds 3, WENN, WDKT, WBLX. Heavy: KMJM. Mediums include: WHUR, K97, KRNB, WJLB, WTLC.

NAJEE "Tokyo Blue" (EMI) 23/3
Rotations: Heavy 1/0, Medium 5/0, Light 17/3, Total Adds 3, KPRW, KMJM, KIIZ. Heavy: WZAK. Mediums include: WMYK, WDKT, WLOU, WJJS, HOT105.

WALTER BEASLEY "You Are The One" (Mercury) 22/12
Rotations: Heavy 0/0, Medium 0/0, Light 22/12, Total Adds 12 including WILD, WDAS, WQWI, WRKE, WXOK, KFXZ, WALT, WQOK, WPLZ, KDKS.

SUPERIORS "Temptation" (Columbia) 22/5
Rotations: Heavy 0/0, Medium 2/0, Light 20/5, Total Adds 5, WILD, KJLH, OC104, WANM, KDAY. Medium: WZAK, WJMH.

ORAN "JUICE" JONES "Shanigua" (OBR/Columbia) 22/2
Rotations: Heavy 0/0, Medium 5/0, Light 17/2, Total Adds 2, KIIZ, KMJM. Medium: KFXZ, Z16, WEAS, WANM, KDAY.

GLENN MEDEIROS featuring BOBBY BROWN "She Ain't Worth It" (MCA) 21/21
Rotations: Heavy 0/0, Medium 3/3, Light 18/18, Total Adds 21 including WAMO, K104, KHYS, K97, WYLD, KSOL, OC104, WXOK, WFXC, Z104.

RYUICHI SAKAMOTO featuring JILL JONES "You Do Me" (Virgin) 21/13
Rotations: Heavy 0/0, Medium 2/0, Light 19/13, Total Adds 13 including KRNB, WTLC, WENN, WJTT, WZFX, WQFX, WEUP, KIIZ, WQIS, KIPR. Medium: K97, WLOU.

ROBBIE MYCHALS "One Mile From Paradise" (Alpha International) 21/10
Rotations: Heavy 0/0, Medium 2/0, Light 19/10, Total Adds 10, KHYS, KRNB, WXOK, WENN, WQFX, WIKS, WPLZ, WEAS, KMJM, WVOI. Medium: WTUG, WIZF.

BIZ MARKIE "Spring Again" (Cold Chillin'/WB) 19/3
Rotations: Heavy 0/0, Medium 0/0, Light 19/3, Total Adds 3, WQFX, KIIZ, WLOU.

SIR MIX-A-LOT "My Hooplie" (NastyMix) 19/3
Rotations: Heavy 0/0, Medium 6/0, Light 13/3, Total Adds 3, WZAK, KDKS, KMJM. Mediums include: K97, WJMH, WDKT, KIPR, WBLX.

MAIN EVENT "So Delicious" (Hitmakers) 17/9
Rotations: Heavy 0/0, Medium 0/0, Light 17/9, Total Adds 9, K97, WATV, WENN, Z93, KIIZ, WEDR, HOT105, K98-FM, KPRW.

EVERYTHING BUT THE GIRL "Driving" (Atlantic) 17/5
Rotations: Heavy 0/0, Medium 0/0, Light 17/5, Total Adds 5, WPAL, WZFX, WQFX, WDZZ, WTLZ.

QUEEN LATIFAH "Come Into My House" (Tommy Boy) 17/4
Rotations: Heavy 0/0, Medium 4/0, Light 13/4, Total Adds 4, KMJQ, WYLD, WFXE, WANM. Medium: K97, WPAL, WGRW, KPRW.

KOOL MOE DEE "God Made Me Funke" (Jive/RCA) 16/16
Rotations: Heavy 0/0, Medium 1/1, Light 15/15, Total Adds 16 including KMJQ, KRNB, WYLD, WJIZ, KBCE, WQMG, WQFX, WDKT, KIIZ, KFXZ.

YOUNG & RESTLESS "B-Girls" (Pandisc) 16/1
Rotations: Heavy 3/0, Medium 4/0, Light 9/1, Total Adds 1, WGCI. Heavy: WJMI, WBLX, WJHM. Medium: K97, WQIS, KDKS, K98-FM.

ICE-T "You Played Yourself" (Sire/WB) 15/5
Rotations: Heavy 0/0, Medium 0/0, Light 15/5, Total Adds 5, WHUR, Z16, WQIS, HOT105, WANM.

STEPHANIE MILLS "Real Love" (MCA) 14/12
Rotations: Heavy 0/0, Medium 2/1, Light 12/11, Total Adds 12 including WDAS, WHUR, WYLD, WJIZ, WXOK, WPEG, WAGH, WQMG, WDZZ, KPRW. Medium: Z104.

GREGORY D. & D.J. MANNIE FRESH "Clap To This" (Yo) 13/1
Rotations: Heavy 0/0, Medium 4/0, Light 9/1, Total Adds 1, KMJQ. Medium: KHYS, WYLD, KDKS, KDAY.

3RD BASS "Brooklyn Queens" (Def Jam/Columbia) 12/5
Rotations: Heavy 0/0, Medium 2/0, Light 10/5, Total Adds 5, WJIZ, KBCE, WPAL, WDKT, WBLX. Medium: WANM, KDAY.

M.C. SHAN "It Don't Mean A Thing" (Cold Chillin'/WB) 12/2
Rotations: Heavy 0/0, Medium 3/0, Light 9/2, Total Adds 2, Z104, KMJM. Medium: WDKT, WIKS, KPRW.

TIMMY GATLING "Rock Me Good" (Tommy Boy/WB) 12/1
Rotations: Heavy 0/0, Medium 1/0, Light 11/1, Total Adds 1, K97. Medium: KJLH.

JEFFREY DANIEL "She's The Girl" (Solar/Epic) 12/0
Rotations: Heavy 0/0, Medium 6/0, Light 6/0, Total Adds 0. Mediums include: WTLC, WATV, HOT105, WQOK, WEAS.

BIG DADDY KANE "To Be Your Man" (Cold Chillin'/Reprise) 11/5
Rotations: Heavy 0/0, Medium 1/0, Light 10/5, Total Adds 5, WAMO, WQFX, WLOU, KDKS, WVOI. Medium: KDAY.

NEW ARTISTS

	Reports/Adds
1 PAUL JACKSON JR./Make It Last Forever (Atlantic)	50/3
2 HI TEK 3 (YA KID/Spin That Wheel) (SBK)	47/6
3 STACYE & KIMIKO/Wait For Me (MCA)	46/20
4 PUBLIC ENEMY/911 Is A Joke (Def Jam/Columbia)	45/1
5 LOUIE LOUIE/Sittin' In The Lap Of Luxury (WTG/Epic)	41/1
6 SPECIAL ED/I'm The Magnificent (Profile)	37/5
7 ALEX BUGNON/Any Love (Orpheus/EMI)	30/11
8 SNAP/The Power (Arista)	27/15
9 BIG LADY K/Funn (Priority)	24/4
10 WALTER BEASLEY/You Are The One (Mercury)	22/12

New artists have not yet had a UC Breaker.

Meli'sa Morgan

can
YOU
GIVE
WHAT
I
want

The new single and video from
Meli'sa Morgan's forthcoming album

THE LADY IN ME

On Capitol Cassettes, Compact Discs, and Records

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BREAKERS.

MOST ADDED!

NOW ON 6¢

UC REPORTERS - 71%

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Co-Produced by Meli'sa Morgan
Management: Jim Golden

UC ADDS & HOTS

EAST

WXYV/Baltimore Roy Sampson

MIDNIGHT STAR
MILES JAYE
SHE
PARTNERS IN KRYME
GLENN JONES
Hottest:
EN VOGUE
JANET JACKSON
SOUL II SOUL
TODAY
WHISTLE

WILD/Boston HMH/Hill

KLMAXX
MIKI HOWARD
WALTER BEASLEY
SNAP
SUPERIORS
Hottest:
JOHNNY GILL
JANET JACKSON
EN VOGUE
BELL BIV DEVOE
QUINCY JONES

WRKS/New York Brown/Beasley

PERFECT GENTLEMEN
STARPOINT
GLENN JONES
Hottest:
EN VOGUE
BELL BIV DEVOE
HOWARD HEWETT
QUINCY JONES
JANET JACKSON

WRKE/Ocean City Quarantone/Mena

TODAY
ALYSON WILLIAMS
GLENN JONES
PAUL JACKSON JR.
WALTER BEASLEY
STARPOINT
MIKI HOWARD
BRET LOVER
Hottest:
JANET JACKSON
FREDDIE JACKSON
JOHNNY GILL
M.C. HAMMER
PERFECT GENTLEMEN

OC104/Ocean City Scott Jantzen

GLENN MEDEIROS
RANDY CRAWFORD
TROOP
SILK TYMES LEATHE
STARPOINT
MELI'SA MORGAN
SUPERIORS
Hottest:
SOUL II SOUL
JANE CHILD
JANET JACKSON
M.C. HAMMER
QUINCY JONES

WZLW/Cincinnati Lewis/Turner

WINANS
CHRISTOPHER WILLIAMS
EWF
WALTER BEASLEY
LISA STANSFIELD
FAMILY STAND
M.C. HAMMER
Hottest:
EN VOGUE
JOHNNY GILL
BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WZAK/Cleveland Tolliver/Rush

CASSANDRA
HI TEK 3 f/YA KII
MADONNA
LISA STANSFIELD
EWF
MELI'SA MORGAN
MIDNIGHT STAR
SIR MIX-A-LOT
STARPOINT
REGINA BELLE
AUGUST WILD
Hottest:
TONY TONI TONE
HOWARD HEWETT
WINANS
FREDDIE JACKSON
JANET JACKSON

WZLW/Cincinnati Lewis/Turner

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BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WUSL/Philadelphia Dave Allan

STACYE & KIMIKO
MIDNIGHT STAR
JERMAINE JACKSON
MELI'SA MORGAN
EWF
Hottest:
BELL BIV DEVOE
SOUL II SOUL
FREDDIE JACKSON
JOHNNY GILL
JANET JACKSON

WDAS/Philadelphia Joe Tamburro

WINANS
RUBY TURNER
STEPHANIE MILLS
REGINA BELLE
WALTER BEASLEY
STARPOINT
PAUL JACKSON JR.
SMOKEY ROBINSON
Hottest:
JANET JACKSON
QUINCY JONES
TONY TONI TONE
EN VOGUE
MELBA MOORE

WAMO/Pittsburgh Falcon/Goewary

GLENN MEDEIROS
JEFF REDD
MELI'SA MORGAN
BIG DADDY KANE
EWF
BLACK FLAMES
Hottest:
EN VOGUE
JANET JACKSON
SOUL II SOUL
JOHNNY GILL

WKYS/Washington Simpson/Diggs

MICHAEL COOPER
JERMAINE JACKSON
FAMILY STAND
Hottest:
HOWARD HEWETT
JOHNNY GILL
EN VOGUE
SOUL II SOUL
JANET JACKSON

WHUR/Washington Bennett/Archle

MELI'SA MORGAN
STARPOINT
MIDNIGHT STAR
EWF
GLENN JONES
RANDY CRAWFORD
REGINA BELLE
STEPHANIE MILLS
ICE-T
Hottest:
JOHNNY GILL
EN VOGUE
JANET JACKSON
TYLER COLLINS
JANE CHILD

WJLB/Detroit Alexander/Wonder

FAMILY STAND
JERMAINE JACKSON
GAP BAND
RANDY CRAWFORD
EWF
LISA STANSFIELD
ASHFORD & SIMPSON
Hottest:
BELL BIV DEVOE
HOWARD HEWETT
JOHNNY GILL
EN VOGUE
TONY TONI TONE

WGPR/Detroit Joe Spencer

JANE CHILD
Hottest:
FREDDIE JACKSON
JOHNNY GILL
WINANS
EN VOGUE
JANET JACKSON

WZZJ/Filint Williams/Williams

STEPHANIE MILLS
MR. LEE
STARPOINT
GLENN MEDEIROS
SAKAMOTO
EVERYTHING BUT TH
LOUIE LOUIE
Hottest:
JOHNNY GILL
JANET JACKSON
EN VOGUE
FREDDIE JACKSON
BY ALL MEANS

WZLW/Cincinnati Lewis/Turner

WINANS
CHRISTOPHER WILLIAMS
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HOWARD HEWETT
FREDDIE JACKSON

SOUTH

WJZ/Albany Tony Wright

LISA STANSFIELD
SNAP
PARTNERS IN KRYME
MIDNIGHT STAR
ALYSON WILLIAMS
MIKI HOWARD
RANDY CRAWFORD
KOOL MOE DEE
SMOKEY ROBINSON
CHIMES
STACYE & KIMIKO
3RD BASS
STEPHANIE MILLS
STARPOINT
Hottest:
FREDDIE JACKSON
JOHNNY GILL
EN VOGUE
JANET JACKSON
SOUL II SOUL

KBCE/Alexandria Donnie Taylor

3RD BASS
2 DEEP
KOOL MOE DEE
JEFF REDD
STARPOINT
STACYE & KIMIKO
OTIS STOKES
DIANNE REEVES
Hottest:
JOHNNY GILL
JANET JACKSON
EN VOGUE
TONY TONI TONE
M.C. HAMMER

WVEE/Atlanta Roberts/Diamond

MICHAEL COOPER
WHISTLE
GLENN JONES
CALLOWAY
SHE
Hottest:
JANET JACKSON
JOHNNY GILL
QUINCY JONES
WINANS
SOUL II SOUL

WFXA/Augusta Carl Conner

MICHAEL COOPER
EWF
GLENN JONES
ALYSON WILLIAMS
Hottest:
JOHNNY GILL
JANET JACKSON
EN VOGUE
SOUL II SOUL

WATV/Birmingham Ron January

MIDNIGHT STAR
RANDY CRAWFORD
SPECIAL ED
JERMAINE JACKSON
SILK TYMES LEATHE
STACYE & KIMIKO
MAIN EVENT
Hottest:
BELL BIV DEVOE
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JANET JACKSON
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BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

KQXL/Baton Rouge Weich/Clay

ALEX BUGNON
EWF
STARPOINT
DEF CON 4
ALYSON WILLIAMS
MIKI HOWARD
RANDY CRAWFORD
KOOL MOE DEE
SMOKEY ROBINSON
CHIMES
STACYE & KIMIKO
3RD BASS
STEPHANIE MILLS
STARPOINT
Hottest:
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JOHNNY GILL
EN VOGUE
JANET JACKSON
MICHAEL COOPER

WVOK/Baton Rouge Deryl Moore

ROBBIE MYCHALS
MILES JAYE
TROOP
GLENN MEDEIROS
DOMINO THEORY
NEWKIRK
NICE & SMOOTH
STEPHANIE MILLS
WALTER BEASLEY
Hottest:
JOHNNY GILL
JANET JACKSON
FREDDIE JACKSON
EN VOGUE
QUINCY JONES

WENN/Birmingham Donnell/Starr

MELI'SA MORGAN
PATTI AUSTIN
JANE CHILD
MIDNIGHT STAR
STACYE & KIMIKO
REGINA BELLE
MIKI HOWARD
SHE
Hottest:
RANDY CRAWFORD
ROBBIE MYCHALS
MAIN EVENT
SAKAMOTO
Hottest:
BELL BIV DEVOE
JOHNNY GILL
EN VOGUE
JANET JACKSON
SOUL II SOUL

WFXE/Columbus Phillip David March

SILK TYMES LEATHE
ALEX BUGNON
ALYSON WILLIAMS
QUEEN LATIFAH
PAUL JACKSON JR.
Hottest:
JOHNNY GILL
FREDDIE JACKSON
JANET JACKSON
EN VOGUE

K104/Dallas-Ft. Worth Spears/Anderson

STACYE & KIMIKO
MELI'SA MORGAN
ASHFORD & SIMPSON
GLENN MEDEIROS
PERFECT GENTLEMEN
BASIC BLACK
Hottest:
JOHNNY GILL
JANET JACKSON
FREDDIE JACKSON
EN VOGUE
SOUL II SOUL

WFXC/Durham Earl Boston

LISA STANSFIELD
REGINA BELLE
GLENN JONES
JERMAINE JACKSON
ALYSON WILLIAMS
NEWKIRK
RANDY CRAWFORD
GLENN MEDEIROS
Hottest:
JOHNNY GILL
EN VOGUE
JANET JACKSON
TONY TONI TONE

WZFX/Fayetteville Tony Lype

STARPOINT
CHIMES
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DOMINO THEORY
BIG LADY K
ALEX BUGNON
SPECIAL ED
SAKAMOTO
Hottest:
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JOHNNY GILL
WHISTLE
HOWARD HEWETT
JANET JACKSON

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FAMILY STAND
M.C. HAMMER
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JOHNNY GILL
BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WJTT/Chattanooga Keith Landecker

SAKAMOTO
LISA STANSFIELD
MIKI HOWARD
PARTNERS IN KRYME
STACYE & KIMIKO
Hottest:
JOHNNY GILL
FREDDIE JACKSON
JANET JACKSON
SOUL II SOUL

WVDM/Columbia Carson/Hill

INNOCENCE
EWF
CHIMES
RANDY CRAWFORD
LISA STANSFIELD
GRAYSON HUGH
DOMINO THEORY
Hottest:
JOHNNY GILL
EN VOGUE
TONY TONI TONE
MICHEL'LE
MICHAEL COOPER

WAGH/Columbia Darrell J. Smith

MIDNIGHT STAR
GAP BAND
BERBIN HARRIS
STARPOINT
STEPHANIE MILLS
ALEX BUGNON
REGINA BELLE
JERMAINE JACKSON
KIM TYMES LEATHE
Hottest:
JOHNNY GILL
JANET JACKSON
EN VOGUE
JANET JACKSON
SOUL II SOUL

WVXE/Atlanta Roberts/Diamond

MICHAEL COOPER
WHISTLE
GLENN JONES
CALLOWAY
SHE
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JANET JACKSON
JOHNNY GILL
QUINCY JONES
WINANS
SOUL II SOUL

WFXA/Augusta Carl Conner

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WATV/Birmingham Ron January

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WZLW/Cincinnati Lewis/Turner

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BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WQFX/Gulfport-Biloxi Al Luv

SMOKEY ROBINSON
BIZ MARKIE
CHIMES
ROBBIE MYCHALS
KOOL MOE DEE
EVERYTHING BUT TH
SAKAMOTO
MIDNIGHT STAR
ALEX BUGNON
BIG DADDY KANE
NICE & SMOOTH
SNAP
CURTIS MAYFIELD
Hottest:
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FREDDIE JACKSON
JOHNNY GILL
EN VOGUE
MICHAEL COOPER

KMJQ/Houston Atkins/Dave

EWF
CHIMES
LISA STANSFIELD
MR. LEE
GLENN JONES
TROOP
BLACK FLAMES
RANDY CRAWFORD
BOOPSY'S RUBBER B
SPECIAL ED
REGINA BELLE
QUEEN LATIFAH
KOOL MOE DEE
GREGORY D. & D.J.
SMOKEY ROBINSON
JEFF REDD
Hottest:
DIGITAL UNDERGROU
JOHNNY GILL
JANET JACKSON
EN VOGUE
QUINCY JONES

KHYS/Houston Hagwood/Weber

MIKI HOWARD
EWF
GLENN MEDEIROS
RANDY CRAWFORD
MELI'SA MORGAN
ROBBIE MYCHALS
Hottest:
EN VOGUE
DIGITAL UNDERGROU
M.C. HAMMER
JANET JACKSON
JOHNNY GILL
EN VOGUE
SOUL II SOUL
TONY TONI TONE

WVXE/Atlanta Roberts/Diamond

MICHAEL COOPER
WHISTLE
GLENN JONES
CALLOWAY
SHE
Hottest:
JANET JACKSON
JOHNNY GILL
QUINCY JONES
WINANS
SOUL II SOUL

WATV/Birmingham Ron January

MIDNIGHT STAR
RANDY CRAWFORD
SPECIAL ED
JERMAINE JACKSON
SILK TYMES LEATHE
STACYE & KIMIKO
MAIN EVENT
Hottest:
BELL BIV DEVOE
JOHNNY GILL
JANET JACKSON
EN VOGUE
SOUL II SOUL

WZLW/Cincinnati Lewis/Turner

WINANS
CHRISTOPHER WILLIAMS
EWF
WALTER BEASLEY
LISA STANSFIELD
FAMILY STAND
M.C. HAMMER
Hottest:
EN VOGUE
JOHNNY GILL
BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WZLW/Cincinnati Lewis/Turner

WINANS
CHRISTOPHER WILLIAMS
EWF
WALTER BEASLEY
LISA STANSFIELD
FAMILY STAND
M.C. HAMMER
Hottest:
EN VOGUE
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BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

WZLW/Cincinnati Lewis/Turner

WINANS
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EWF
WALTER BEASLEY
LISA STANSFIELD
FAMILY STAND
M.C. HAMMER
Hottest:
EN VOGUE
JOHNNY GILL
BELL BIV DEVOE
HOWARD HEWETT
FREDDIE JACKSON

KXZZ/Lake Charles Rob Neal

GLENN MEDEIROS
REGINA BELLE
2 DEEP
SMOKEY ROBINSON
KOOL MOE DEE
STARPOINT
PARTNERS IN KRYME
SPECIAL ED
AFTERSHOCK
LISA STANSFIELD
ICE-T
RICHARD ROGERS
Hottest:
JOHNNY GILL
JANET JACKSON
SOUL II SOUL
MICHAEL COOPER

WQIS/Laurel Ron Davis

U-KREW
CHIMES
SAKAMOTO
ICE-T
PARTNERS IN KRYME
2 DEEP
TROOP
Hottest:
JOHNNY GILL
WINANS
PHALON
FREDDIE JACKSON
EN VOGUE

U102/Lexington Damon Moberly

MIDNIGHT STAR
NEWKIRK
EWF
LISA STANSFIELD
MELI'SA MORGAN
SHE
BIG LADY K
Hottest:
JANET JACKSON
JOHNNY GILL
EN VOGUE
SOUL II SOUL
TONY TONI TONE

KIPR/Little Rock Booker/See

HI TEK 3 f/YA KII
MADONNA
GLENN MEDEIROS
RUBY TURNER
LISA STANSFIELD
SNAP
DIANNE REEVES
TROOP
EWF
SHE
SAKAMOTO
Hottest:
JOHNNY GILL
EN VOGUE
JANET JACKSON
DIGITAL UNDERGROU
M.C. HAMMER

WLOU/Louisville Ange Canessa

SNAP
REGINA BELLE
RANDY CRAWFORD
BARBARA WEATHERS
BIZ MARKIE
BIG DADDY KANE
JEFF REDD
JERMAINE JACKSON
U-KREW
Hottest:
FREDDIE JACKSON
EN VOGUE
JOHNNY GILL
JANET JACKSON
M.C. HAMMER

WJWS/Lynchburg Lad Goins

JANE CHILD
TROOP
EWF
JERMAINE JACKSON
DIANNE REEVES
PARTNERS IN KRYME
Hottest:
JOHNNY GILL
JANET JACKSON
SOUL II SOUL
FREDDIE JACKSON
EN VOGUE

WPGA/Macon Brian Kelly

Congratulations RADIO & RECORDS-- You're Hot and So Are We!



CALLOWAY **"Sir Lancelot"**

URBAN CONTEMPORARY CHART: **22**
75 UC REPORTERS — 83%



SOMETHING SPECIAL **"I Wonder Who She's Lovin'"**

URBAN CONTEMPORARY CHART **38** - **31**
64 UC REPORTERS - 71%



MIDNIGHT STAR **"Do It (One More Time)"**

MOST ADDED AGAIN -- BREAKER BOUND!
51 UC REPORTERS — 57%



LOUIE LOUIE **"Sittin' In The Lap Of Luxury"**

NEW & ACTIVE

NOW ON 41 UC REPORTERS,
INCLUDING

WDAS KMJQ WTLC
WUSL WYLD KPRS
WAMO WGCI KSOL
KHYS



D'LA VANCE

Hot New Star With His New Single

"Itchin' In My Pants"

CBS Associated
Records



Best of luck on Your Convention -- from the Artists and
Staff at Epic/Solar/Tabu/WTG and CBS Associated Labels!

NATIONAL AIRPLAY

LW	TW	Artist/Track	Label
1	1	EVERYTHING BUT THE GIRL/The Language... (Atlantic)	"Driving" "Meet"
5	2	RALF ILLENBERGER/Heart & Beat (Narada)	"Heart" "Heart"
3	3	DON GRUSIN/Raven (GRP)	"Outback" "Two"
2	4	BASIA/London Warsaw New York (Epic)	"Cruising" "Baby"
7	5	OTTMAR LIEBERT/Nouveau Flamenco (Higher Octave)	"Heart" "Barcelona"
12	6	GRANT GEISSMAN/Take Another Look (Bluemoon)	"Look" "Choices"
4	7	DOUG CAMERON/Mil Amores (Narada)	"Time" "Tropez"
6	8	MICHAEL COLINA/Rituals (Private Music)	"Black" "Shambala"
9	9	JIM HORN/Work It Out (WB)	"Work" "Rio"
13	10	EXCHANGE/Between Places (Mesa)	"Without" "Father"
10	11	MIKE STEVENS/Set The Spirit Free (Novus/RCA)	"Sunset" "Cool"
19	12	SPECIAL EFX/Just Like Magic (GRP)	"Ballerina" "Jazz" "Lovely"
15	13	PATTI AUSTIN/Love Is Gonna Getcha (GRP)	"Love" "Dream"
18	14	TOM GRANT/Edge Of The World (Verve Forecast)	"Angels" "Street"
8	15	JULIA FORDHAM/Porcelain (Virgin)	"Lock" "Genius"
16	16	NOTTING HILLBILLIES/Missing...Presumed Having A Good Time (WB)	"Your"
11	17	DEBORAH HENDSON-CONANT/Caught In The Act (GRP)	"Hawaii" "Caught" "Nights"
23	18	ZIL/Zil (Verve Forecast)	"Rainforest" "Maromba"
14	19	DIANNE REEVES/Never Too Far (EMI)	"Never" "Hello"
24	20	OPAFIRE 1/NORMAN ENGELLEITNER/Opafire (RCA)	"Kalimbahari" "Wajumbe"
21	21	KEVIN EUBANKS/Promise Of Tomorrow (GRP)	"Place" "Hope"
25	22	BLUE NILE/Hats (A&M)	"Downtown" "Headlights"
28	23	ROBERTO PERERA/Erotica (Epic)	"Arcy's" "Artificial"
26	24	HENRY JOHNSON/Never Too Much (MCA)	"Never" "Love"
30	25	NAJEE/Tokyo Blue (EMI)	"Tokyo" "Talkin'"
22	26	FLIM & THE BB'S/New Pants (WB)	"Hot" "Inventions"
27	27	GEORGE HOWARD/Personal (MCA)	"Want" "You"
17	28	CARLOS GUEDES & DESVIO/Churun Meru (Heads Up)	"What" "Carnavalito"
30	29	SPENCER BREWER/Dorian's Legacy (Narada)	"Dr." "Eric's"
30	30	CHECKFIELD/View From The Edge (American Gramophone)	"Hitchhiker" "Washington"

BREAKER

DEBUT

DEBUT

*Keeps bullet due to continued growth.

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
JONATHAN BUTLER (25) SHADOWFAX (15) KEIKO MATSUI (14) RICKY PETERSON (13) ROB MULLINS (12) BRANDON FIELDS (11) ALEX BUGNON (10) DAVID BECKER TRIBUNE (9)	EVERYTHING BUT THE... (17) BASIA (13) OTTMAR LIEBERT (12) DON GRUSIN (11) PATTI AUSTIN (10) RALF ILLENBERGER (10) DOUG CAMERON (9) JIM HORN (9)	BASIA/Cruising JIM HORN/Work RALF ILLENBERGER/Heart

NEW & ACTIVE

***KEIKO MATSUI "No Borders" (MCA) 31/14**
Rotations: Heavy 1/0, Medium 12/4, Light 18/10, Total Adds 14, WHVE, WBZN, KKSF, KGSR, WNND, WAMX, KEZL, KEYV, WOTB, WPCH, WLVE, WMT-FM, KBIA, SS. Heavy: JZTRAX. BREAKER this week.

****STEVE KUJALA "Heads, Hands, Hearts" (Sonic Edge) 31/1**
Rotations: Heavy 2/0, Medium 17/0, Light 12/1, Total Adds 1, KNUA. Heavy: KLTR, JZTRAX. Mediums include: KOAI, BRZ, KOPT, WGMG, KGSR. CHART EXTRA this week.

****KITARO "Kojiki" (Geffen) 28/1**
Rotations: Heavy 5/0, Medium 9/0, Light 14/1, Total Adds 1, KBCO. Heavy: KLSK, WJIB, WPCH, KSNO, SS. CHART EXTRA this week.

***JONATHAN BUTLER "Deliverance" (Jive/RCA) 27/25**
Rotations: Heavy 2/2, Medium 9/7, Light 16/16, Total Adds 25, KOAI, WBBY, WBZN, BRZ, KTWV, KNUA, WHRL, KGSR, WNND, WFAE, WLOQ, WAMX, KEYV, KLSK, WVAY, KLTR, WMT-FM, KBIA, WFMK, WMGN, KTCZ, WHNN, KSNO, KBCO, JZTRAX. BREAKER this week.

***DAVID ARKENSTONE "Citizen Of Time" (Narada) 27/4**
Rotations: Heavy 6/0, Medium 5/0, Light 16/4, Total Adds 4, KGSR, KEYF, WMT-FM, KEZX. Heavy: SMN, KTWV, KKSF, KEZL, KLSK, SS. BREAKER this week.

***ERIC TINGSTAD & NANCY RUMBEL "Homeland" (Narada) 26/0**
Rotations: Heavy 5/0, Medium 8/0, Light 13/0, Total Adds 0. Heavy: KLSK, WJIB, WVAY, KLTR, WLSY. Mediums include: BRZ, WFAE, WPCH. BREAKER this week.

SHADOWFAX "The Odd Get Even" (Private Music) 21/15
Rotations: Heavy 0/0, Medium 5/4, Light 16/11, Total Adds 15, BRZ, SMN, KGSR, WNND, WAMX, KEZL, KEYV, WOTB, WMT-FM, KBIA, WFMK, WMGN, WHNN, JZTRAX, SS.

RICKY PETERSON "Nightwatch" (WB) 20/13
Rotations: Heavy 1/1, Medium 6/3, Light 13/9, Total Adds 13, WNUA, WBZN, KTWV, KNUA, WHRL, WFAE, KEZL, WOTB, WMT-FM, WFMK, WHNN, KSNO, JZTRAX.

BEN TAVERA KING "Coyote Moon" (Global Pacific) 20/3
Rotations: Heavy 2/0, Medium 4/0, Light 14/3, Total Adds 3, WGMG, KEZL, WPCH. Heavy: BRZ, WJIB. Mediums include: KNUA, WVAY, WMT-FM.

ROB MULLINS "Tokyo Nights" (Nova) 19/12
Rotations: Heavy 1/1, Medium 6/2, Light 12/9, Total Adds 12, BRZ, WHRL, WGMG, KGSR, WNND, WFAE, KEZL, WJIB, WVAY, KBIA, KSNO, JZTRAX.

* Uncharted Breakers denoted by one asterisk.

** Chart Extra denoted by two asterisks.

LW	TW	Artist/Track	Label
1	1	STANLEY JORDAN/Cornucopia (Blue Note)	"Impressions" "What's"
4	2	JACK DeJOHNETTE/Parallel Realities (MCA)	"Exotic" "Indigo"
2	3	JOEY De FRANCESCO/Where Were You? (Columbia)*	"Where" "I'll"
3	4	MARCUS ROBERTS/Deep In The Shed (RCA)*	"Nebuchadnezzar"
6	5	EDDIE DANIELS/Nepenthe (GRP)	"Sun" "Suenos"
5	6	KEVIN EUBANKS/Promise Of Tomorrow (GRP)	"Eyes" "Hope"
10	7	CHICK COREA ELEKTRIC BAND/Inside Out (GRP)	"Inside"
26	8	MARLON JORDAN/For You Only (Columbia)	"Arad's"
12	9	HENRY JOHNSON/Never Too Much (MCA)	"Never" "Telluride"
17	10	LEE RITENOUR/Stolen Moments (GRP)	"Waltz"
14	11	JOHN SCOFIELD/Time On My Hands (Blue Note)	"Since"
20	12	CARMEN McRAE/Carmen Sings Monk (Novus/RCA)	"Monkery's"
7	13	GARY BURTON/Reunion (GRP)	"Rounded" "Magic"
16	14	S. KUJALA 1/P. SPRAGUE/Heads, Hands, Hearts (Sonic Edge)	"Rounded" "Magic"
9	15	TONY WILLIAMS/Native Heart (Blue Note)	"Skinny" "Toe"
13	16	RANDY BRECKER/Toe To Toe (MCA)	"Skinny" "Toe"
25	17	TERUMASA HIND/Bluestruck (Blue Note)	"Sweet"
18	18	ZIL/Zil (Verve Forecast)	"Song" "Zarabatana"
19	19	CARLOS GUEDES & DESVIO/Churun Meru (Heads Up)	"Cat" "Carnaval"
23	20	ROY HARGROVE/Diamond In The Rough (Novus/RCA)	"Whisper"
11	21	SONNY ROLLINS/Falling In Love With Jazz (Milestone/Fantasy)	"Come" "Never"
8	22	DIANNE REEVES/Never Too Far (EMI)	"Come" "Never"
24	23	MICHAEL COLINA/Rituals (Private Music)	"Rituals" "Black" "Cherry"
30	24	JOYCE/Music Inside (Verve)	"Stonewashed"
21	25	FLIM & THE BB'S/New Pants (WB)	"Pillow"
27	26	GRANT GEISSMAN/Take Another Look (Bluemoon)	"Choices" "Attitudes"
21	27	DONALD BYRD/Getting Down To Business (Landmark)	"Malcom"
21	28	BELA FLECK & THE FLECKTONES/Bela Fleck & The Flecktones (WB)	"Sunset"
21	29	PATTI AUSTIN/Love Is Gonna Getcha (GRP)	"Wait"
21	30	TOM GRANT/Edge Of The World (Verve Forecast)	"Night" "Edge"

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

DEBUT

*Keeps bullet due to continued growth.

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
ALLEN FARNHAM (15) ROB MULLINS (14) DIRTY DOZEN BRASS BAND (13) BRANDON FIELDS (13) ALEX BUGNON (11) KEIKO MATSUI (10) RICKY PETERSON (10)	MARCUS ROBERTS (23) STANLEY JORDAN (14) JACK DeJOHNETTE (13) JOEY De FRANCESCO (11) EDDIE DANIELS (10) HENRY JOHNSON (8) LEE RITENOUR (8) KEVIN EUBANKS (7)	No Tracks Qualified This Week

NEW & ACTIVE

ROB MULLINS "Tokyo Nights" (Nova) 23/14
Rotations: Heavy 2/1, Medium 7/2, Light 14/11, Total Adds 14, WCPN, KLCC, KUOP, WEBR, JCITY, WSTR, WFSS, WTEB, KSLU, WNGS, WVPE, KCLC, KLSB, KKLD.

RICHARD TEE "Inside You" (Columbia) 23/1
Rotations: Heavy 4/0, Medium 13/0, Light 6/1, Total Adds 1, WEBR. Heavy: WAER, WTEB, KPRT, KKLD. Mediums include: WNOP, KTCJ, KPLU.

KEIKO MATSUI "No Borders" (MCA) 22/10
Rotations: Heavy 0/0, Medium 7/3, Light 15/7, Total Adds 10, WNOP, KJZZ, WEBR, WSTR, WMFD, KPRT, WVPE, KLSB, KJOY, KKLD.

ALLEN FARNHAM "5th House" (Concord) 20/15
Rotations: Heavy 2/1, Medium 2/1, Light 16/13, Total Adds 15, WBGO, WNOP, KMHD, KXPR, KSNS, KPLU, WMOT, WHRO, WSHA, KLCC, KUOP, WTEB, WKRY, KLSB, KJOY.

BRANDON FIELDS "Other Places" (Nova) 20/13
Rotations: Heavy 0/0, Medium 9/4, Light 11/9, Total Adds 13, WCPN, WJZZ, KXPR, KUOP, JCITY, WSTR, WFSS, WTEB, WIVY, WNGS, WVPE, KCLC, KKLD.

CHARLES MINGUS "Epitaph" (Columbia) 20/4
Rotations: Heavy 1/0, Medium 6/2, Light 13/2, Total Adds 4, WBGO, WCPN, WDET, KPLU. Heavy: KJAZ.

SPECIAL EFX "Just Like Magic" (GRP) 20/2
Rotations: Heavy 5/0, Medium 9/0, Light 6/2, Total Adds 2, WMFD, KSBR. Heavy: KLCC, WSTR, WTEB, WNGS, KPRT.

MITCH FARBER "Starclimber" (Muse) 19/5
Rotations: Heavy 1/0, Medium 7/0, Light 11/5, Total Adds 5, WCPN, KJAZ, KLCC, WFSS, WMFD. Heavy: WTEB.

NAJEE "Tokyo Blue" (EMI) 19/3
Rotations: Heavy 8/0, Medium 5/0, Light 6/3, Total Adds 3, WCPN, WHRO, WVPE. Heavy: WJZZ, KJZZ, WSHA, JCITY, WSTR, KSLU, KPRT, KJOY.

OPAFIRE "Opafire" (Novus/RCA) 19/0
Rotations: Heavy 5/0, Medium 6/0, Light 8/0, Total Adds 0. Heavy: WDET, KLCC, WSTR, WKRY, WVPE.

CASSANDRA WILSON "Jumpworld" (JMT/PolyGram) 19/0
Rotations: Heavy 4/0, Medium 7/0, Light 8/0, Total Adds 0. Heavy: WCPN, WDET, KXPR, WSIE. Mediums include: WBGO, WSHA, KLCC, JCITY.

GLORIA LYNN "Time For Love" (Muse) 18/3
Rotations: Heavy 1/0, Medium 8/1, Light 9/2, Total Adds 3, KSNS, KPLU, KJOY. Heavy: KJAZ. Mediums include: WBGO, KXPR, JCITY.

BILL COSBY AND FRIENDS "Where You Lay Your Head" (Verve) 18/0
Rotations: Heavy 4/0, Medium 12/0, Light 2/0, Total Adds 0. Heavy: WCPN, KUOP, WEBR, JCITY. Mediums include: WBGO, KXPR, KSNS, KJAZ.



STAN GETZ
A P A S I O N A D O

Tenor sax legend Stan Getz reinvents the sensuous musical poetry and seductive Brazilian sounds that have become his trademark, playing hotter than ever on an album that critics laud as his best in years. Featuring "Amorous Cat," "Apassionado" and "Coba"

PRODUCED BY HERB ALPERT

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*dianne
reeves*

*come
in*

The sensuous
follow-up to the brilliant first single
"Never Too Far"
from the album
never too far

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EMI

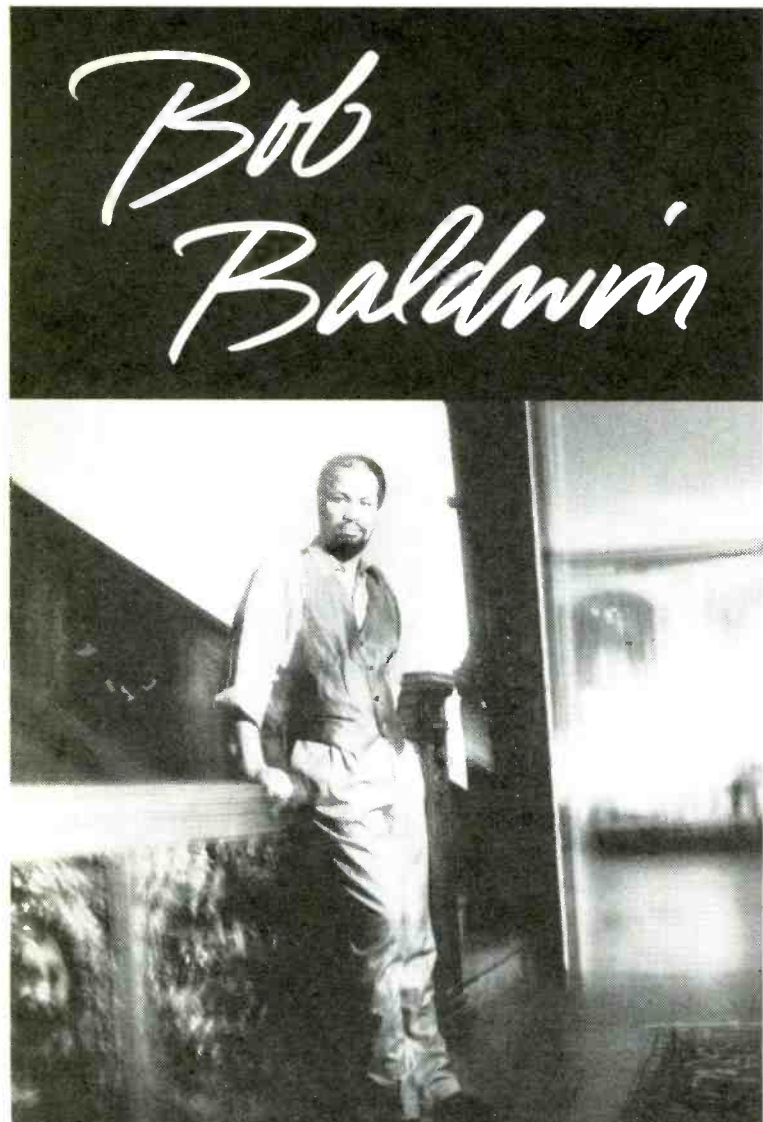
Produced by George Duke for George
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Management:
Linda Goldstein Original Artists



**NOW ON 47 URBAN
CONTEMPORARY
REPORTERS -- 52%
...AND BREAKER BOUND!
CHECK THIS P-1 POWER PLAY:
WDAS WHUR WYLD WZAK KPRS
WAMO WKYS WMYK WTLC KJLH**

ADDS & HOTS



Bob Baldwin

Table of radio station call letters and their corresponding DJs, organized by region (East, Midwest, West, South, etc.).

CONTEMPORARY JAZZ

ADDS & HOTS

Table of radio station call letters and their corresponding DJs, organized by region (East, Midwest, West, South, etc.).

Advertisement for 'JET STREAM by CHI' featuring a CD cover image, promotional text, and contact information for NAC Focus Tracks.

Advertisement for 'Rejoice: The Festival' album by Bob Baldwin, including a description of the music, album art, and production credits.

RANDY CRAWFORD

**“i
don't
feel
much
like
crying”**

[Written by L.R. and Babyface]

THE NEW SINGLE

from the album **RICH AND POOR**

produced and arranged by **ROBIN MILLAR** for **MULTI MEDIA, LONDON**

Management & Direction: **BARRY GROSS** for **GROSS MANAGEMENT ORGANISATION**

**URBAN CONTEMPORARY
MOST ADDED
NOW ON 48 UC REPORTERS--
AND BREAKER BOUND!**



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BREAKERS

MICHAEL McDONALD

Take It To Heart (Reprise)

65% of our reporters on it. Rotations: Heavy 1, Medium 22, Light 35, Total Adds 19 including WLTT, WNLT, KBIG, WJLK, WRVC, WMGS, WXTC, WTCB, KOSO, KZLT. Debuts at number 27 on the AC chart.

AFTER 7

Ready Or Not (Virgin)

50% of our reporters on it. Rotations: Heavy 1, Medium 20, Light 23, Total Adds 6, WALK, KAER, K101, WRVC, WZNY, WMT-FM.

NEW & ACTIVE

MADONNA "Vogue" (Sire/WB) 37/5

Rotations: Heavy 6/0, Medium 20/0, Light 11/5, Total Adds 5, WNLT, KAER, WRVC, KOSO, WCMJ. Heavy: B100, WIVY, KRLB, KVIC, KKLK, KWSI. Medium: WVBF, WALK, WNIC, WLEV, WKYE, KHLT, WEIM, WHAI, WSUL, WSKI, WSGY, WKTK, WKCX, WFRO, KZLT, KSCB, WTVR, KBLQ, KAYN, KCMJ. Light including WEBE, WECQ, WAFL, WGSV, KTYL, WMTFM. Debuts at number 30 on the AC chart.

BELINDA CARLISLE "Vision Of You" (MCA) 37/2

Rotations: Heavy 0, Medium 17/0, Light 20/2, Total Adds 2, KBIG, KEZA. Medium: WKYE, KHLT, WVUD, WEIM, WHAI, WSKI, WGSV, WKCX, KVIC, WCMJ, WMTFM, WFRO, WLDR, KKLK, KBLQ, KAYN, KWSI. Light including WLEV, WEBE, WRVC, WZNY, WXTC, 3WM, WMID, WECQ, WGLL, WAFL, WSUL, WSGY, KRLB, WNMB, KTYL, KSCB, KIDX, KCMJ.

MICHAEL DAMIAN "Straight From My Heart" (Cypress) 34/2

Rotations: Heavy 1/0, Medium 13/0, Light 20/2, Total Adds 2, WNLT, WXTC. Heavy: KOST. Medium: KHLT, WMID, WHAI, WGLL, WSKI, KRLB, WKCX, WCMJ, WFRO, KZLT, KKLK, KAYN, KWSI. Light including WEBE, WRVC, U102, WEIM, WECQ, WAFL, WSUL, WSGY, WGSV, WNMB, KTYL, KVIC, WMTFM, KSCB, WTVR, WLDR, KBLQ, KCMJ.

BABYFACE "Whip Appeal" (Solar/Epic) 33/0

Rotations: Heavy 3/0, Medium 19/0, Light 11/0, Total Adds 0. Heavy: WSNL, WNLT, KKLK. Medium: WALK, 2WD, B100, WKYE, KHLT, WRVR, WEIM, WAFL, WSGY, KRLB, WNMB, KVIC, WMTFM, KZLT, KSCB, KBLQ, KAYN, KCMJ, KWSI. Light: WLTS, WNNK, WNIC, KAER, WZNY, WTCB, WSKI, WGSV, WKCX, WCMJ, WLDR.

HOWARD HEWETT "Show Me" (Elektra) 31/4

Rotations: Heavy 0, Medium 5/0, Light 26/4, Total Adds 4, WLTS, KELT, KIDX, KAYN. Medium: WEIM, WKCX, WMTFM, KKLK, KBLQ. Light including WNIC, WLEV, WEBE, WLHT, WFMK, WHNN, 3WM, WAFL, WYKZ, WGSV, KRLB, WNMB, KTYL, KVIC, WCMJ, WFRO, KZLT, KSCB, WTVR, WLDR, KCMJ, KWSI.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 SINEAD O'CONNOR	88/0	81	5	2
2 DON HENLEY	88/1	75	13	0
3 WILSON PHILLIPS	88/1	77	10	1
4 ELTON JOHN	87/0	76	10	1
5 ROD STEWART w/RONALD ISLEY	81/0	67	12	2
6 PHIL COLLINS	88/2	50	34	4
7 FLEETWOOD MAC	81/4	47	28	6
8 HEART	74/1	45	24	5
9 BASIA	73/0	49	18	6
10 LISA STANSFIELD	72/0	45	21	6
11 PAUL McCARTNEY	72/5	29	34	9
12 ROXETTE	73/4	16	49	8
13 LINDA RONSTADT /AARON NEVILLE	75/7	8	50	17
14 EXPOSE	67/3	16	42	9
15 KENNY ROGERS & GLADYS KNIGHT	59/0	37	15	7
16 RICHARD MARX	65/5	5	46	14
17 BILLY JOEL	61/3	7	41	13
18 QUINCY JONES	53/2	5	35	13
19 JUDE COLE	58/5	11	36	11
20 CALLOWAY	53/9	9	33	11
21 PATTI AUSTIN	64/7	4	32	28
22 MICHAEL BOLTON	38/0	13	17	8
23 BRENT BOURGEOIS	62/6	4	32	26
24 PETER BLAKELEY	54/4	6	39	9
25 TAYLOR DAYNE	29/1	7	14	8
26 SMOKEY ROBINSON	29/0	8	14	7
27 MICHAEL McDONALD	58/19	1	22	35
28 EVERYTHING BUT THE GIRL	51/4	4	23	24
29 MICHAEL PENN	48/4	3	25	20
30 MADONNA	37/5	6	20	11

MOST ADDED

- SMOKEY ROBINSON (30)
- TAYLOR DAYNE (19)
- MICHAEL McDONALD (19)
- LAUREN WOOD (15)
- SARAH BRIGHTMAN (13)
- HUGH HARRIS (10)
- NEVILLE BROTHERS (10)
- CALLOWAY (9)
- PATTI AUSTIN (7)
- LINDA RONSTADT (7)

HOTTEST

- SINEAD O'CONNOR (64)
- ELTON JOHN (62)
- WILSON PHILLIPS (58)
- DON HENLEY (55)
- ROD STEWART (54)
- HEART (22)
- PHIL COLLINS (20)
- FLEETWOOD MAC (17)
- LISA STANSFIELD (16)
- BASIA (15)

SMOKEY ROBINSON "(It's The) Same Old Love" (Motown) 30/30

Rotations: Heavy 0, Medium 3/3, Light 27/27, Total Adds 30, WLTS, WLEV, WKYE, WZNY, WTCB, 3WM, WEIM, WECQ, WHAI, WGLL, WAFL, WSUL, WYKZ, KEZA, WGSV, KRLB, WNMB, WKCX, KTYL, KVIC, WCMJ, WMTFM, WFRO, KZLT, KSCB, WLDR, KKLK, KBLQ, KAYN, KWSI.

TAYLOR DAYNE "I'll Be Your Shelter" (Arista) 28/19

Rotations: Heavy 1/0, Medium 5/2, Light 22/17, Total Adds 19, WLEV, WEBE, WKYE, WZNY, KELT, WEIM, WHAI, WGLL, WSUL, WSKI, KEZA, WKTK, WGSV, WNMB, KTYL, KSCB, KKLK, KAYN, KCMJ. Heavy: B100. Medium including KHLT, KBLQ, KWSI. Light including WIVY, WAFL, KRLB, KVIC, WCMJ.

SHAWN COLVIN "Diamond In The Rough" (Columbia) 28/5

Rotations: Heavy 1/0, Medium 5/0, Light 22/5, Total Adds 5, KHLT, WAFL, KTYL, KZLT, WLDR. Heavy: KTID. Medium: WKYE, WHAI, WKCX, KKLK, KWSI. Light including WLEV, WRVR, WMID, WEIM, WECQ, WGLL, WSKI, WGSV, KRLB, WNMB, KVIC, WCMJ, WFRO, KSCB, KBLQ, KAYN, KCMJ.

SIGNIFICANT ACTION

SUZANNE VEGA "Book Of Dreams" (A&M) 24/1

Rotations: Heavy 0, Medium 4/0, Light 20/1, Total Adds 1, KCMJ. Medium: WHAI, WFRO, KKLK, KTID. Light including WLEV, 3WM, WMID, WEIM, WGLL, WAFL, WSKI, WGSV, KRLB, WNMB, KVIC, WCMJ, WMTFM, KZLT, KSCB, WLDR, KBLQ, KAYN, KWSI.

NEVILLE BROTHERS "Bird On A Wire" (A&M) 23/10

Rotations: Heavy 0, Medium 5/0, Light 18/10, Total Adds 10, WLEV, WRVC, WZNY, KHLT, WMID, WECQ, WNMB, WMTFM, WFRO, WLDR. Medium: WEIM, KKLK, KBLQ, KTID, KWSI. Light including WKYE, WAFL, WGSV, WKCX, KVIC, WCMJ, KSCB, KAYN.

HOOTERS "Heaven Laughs" (Columbia) 21/0

Rotations: Heavy 1/0, Medium 4/0, Light 16/0, Total Adds 0. Heavy: KTID. Medium: WKYE, WMID, KKLK, KBLQ. Light: 3WM, WEIM, WAFL, WSUL, WSKI, WGSV, KRLB, WNMB, WKCX, KTYL, KVIC, WCMJ, WFRO, KSCB, KAYN, KWSI.

JANET JACKSON "Alright" (A&M) 20/2

Rotations: Heavy 2/0, Medium 7/0, Light 11/2, Total Adds 2, WIVY, WKCX. Heavy: KKLK, KWSI. Medium: B100, WEIM, WSKI, WKTK, KRLB, KAYN, KCMJ. Light including WEBE, WRVC, WAFL, WSGY, KVIC, WCMJ, KSCB, WTVR, KBLQ.

LAUREN WOOD "Fallen" (EMI) 15/15

Rotations: Heavy 0, Medium 2/2, Light 13/13, Total Adds 15, WECQ, WHAI, WGLL, WGSV, WCMJ, WMTFM, WFRO, KZLT, WLDR, KKLK, KIDX, KBLQ, KCMJ, KTID, KWSI.

JOHNNY CLEGG & SAVUKA "Cruel Crazy Beautiful World" (Capitol) 14/3

Rotations: Heavy 1/0, Medium 0, Light 13/3, Total Adds 3, WAFL, WKCX, KZLT. Heavy: KKLK. Light including WEIM, WHAI, WGSV, KRLB, WFRO, KSCB, KBLQ, KAYN, KCMJ, KWSI.

SARAH BRIGHTMAN "Love Changes Everything" (Polydor) 13/13

Rotations: Heavy 0, Medium 0, Light 13/13, Total Adds 13, WLEV, WKYE, WRVR, 3WM, WEIM, WYKZ, WGSV, WNMB, WKCX, WCMJ, WFRO, KKLK, KWSI.

TRACY CHAPMAN "This Time" (Elektra) 12/3

Rotations: Heavy 0, Medium 1/0, Light 11/3, Total Adds 3, WECQ, WKCX, KIDX. Medium: WEIM. Light including WHAI, WGLL, WGSV, KRLB, WNMB, WFRO, KTID, KWSI.

VONDA SHEPARD "Baby Don't You Break My Heart Slow" (Reprise) 11/1

Rotations: Heavy 1/0, Medium 1/0, Light 9/1, Total Adds 1, KMJC. Heavy: KTID. Medium: WMID. Light including WNLT, KLSY, WAHR, 3WM, WSUL, KSCB, KIDX, KCMJ.

HUGH HARRIS "Rhythm Of Life" (Capitol) 10/10

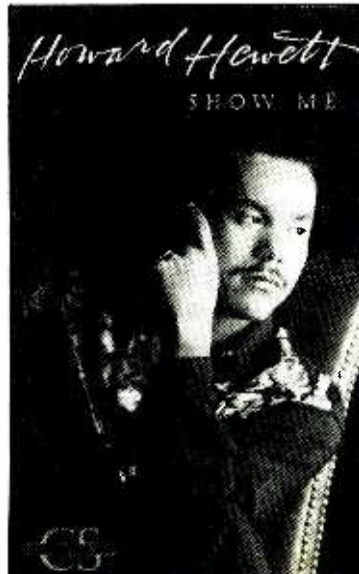
Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WEIM, KRLB, WNMB, WKCX, WCMJ, KSCB, WLDR, KKLK, KBLQ, KWSI.

MIKI HOWARD "Until You Come Back To Me" (Atlantic) 10/6

Rotations: Heavy 0, Medium 1/0, Light 9/6, Total Adds 6, WHAI, WAFL, WCMJ, KSCB, WLDR, KKLK. Medium: WEIM. Light including WSUL, WKCX, KWSI.

CARLY SIMON "My Romance" (Arista) 8/0

Rotations: Heavy 0, Medium 5/0, Light 3/0, Total Adds 0. Medium: WAHR, WRVR, WMTFM, WFRO, KKLK. Light: WARM98, KESZ, WTCB.



HOWARD HEWETT "Show Me"

- | | | | |
|------|------|-------|------|
| WLTS | WEIM | KVIC | KKLV |
| WNIC | WAFL | WCMJ | KIDX |
| WLEV | WYKZ | WMTFM | KBLQ |
| WEBE | WGSV | WFRO | KAYN |
| KELT | KRLB | KZLT | KCMJ |
| WLHT | WNMB | KSCB | KWSI |
| WFMK | WKCX | WTVR | |
| WHNN | KTYL | WLDR | |
| 3WM | | | |
- #1 URBAN SINGLE



The Passion. The **HORROR.** *The GRANDEUR.*

THE CLASSIC STORY OF GOOD & EVIL IS NOW THE MUSICAL EVENT OF THE YEAR.

HIGHLIGHTS FROM
**JEKYLL
&
HYDE**

Video
coming soon
to VH-1 and
other outlets



LINDA EDER COLM WILKINSON

Music by **FRANK WILDHORN** Lyrics by **LESLIE BRICUSSE**

Featuring Linda Eder's smash new single,
"SOMEONE LIKE YOU"

"A haunting melody that
deserves to be heard...
at last - a hit song from
a contemporary
American musical!"

Roy Leonard
-WGN Radio/TV Chicago

"Linda Eder sets a standard
that everybody's talking
about... and that others
in the industry spend
years trying to equal."

Dave Stroh
-KKLV Anchorage

"Perfect for 'PAT'"
Ralph Sanabria
-WPAT New York

"An exceptional voice -
an island of singing talent
in the synthesized 90's..."

Curt Lundgren
WCCO Minneapolis



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JEKYLL & HYDE
were made possible
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FULL-SERVICE AC

MOST ADDED

LINDA RONSTADT (5)
ROXETTE (4)
PATTI AUSTIN (3)
FLEETWOOD MAC (3)
PAUL MCCARTNEY (3)
SINEAD O'CONNOR (3)

HOTTEST

ROD STEWART (22)
WILSON PHILLIPS (15)
ELTON JOHN (13)
SINEAD O'CONNOR (12)
ROGERS & KNIGHT (11)
BASIA (10)
PHIL COLLINS (8)
DON HENLEY (8)
LISA STANSFIELD (7)
SMOKEY ROBINSON (5)

EAST

P1

WBZ/Boston
Phil Conrad
SINEAD O'CONNOR
RICHARD MARX
Hottest:
ROD STEWART
DON HENLEY
WILSON PHILLIPS
ELTON JOHN
PHIL COLLINS

WBEN/Buffalo
Kevin Keenan
GLORIA ESTEFAN
SARAH BRIGHTMAN
Hottest:
BARRY MANILOW
PETER BLAKELEY
ROD STEWART
ROGERS & KNIGHT
GRAYSON HUGH

KDKA/Pittsburgh
Chuck Dickemann
FLEETWOOD MAC
PHIL COLLINS
Hottest:
MICHAEL BOLTON
DON HENLEY
ROD STEWART
LISA STANSFIELD
SINEAD O'CONNOR

WMAL/Washington
Michael Neff
none
Hottest:
ROD STEWART
WILSON PHILLIPS
BASIA
PHIL COLLINS
ROGERS & KNIGHT

P2

WICC/Bridgeport
Stormin' Norman
MICHAEL MCDONALD
Hottest:
WILSON PHILLIPS
SINEAD O'CONNOR
REGINA BELLE
ELTON JOHN
ROD STEWART

WTIC/Hartford
White/Mitchell
PAUL MCCARTNEY
EXPOSE
LISA STANSFIELD
LINDA RONSTADT
Hottest:
DON HENLEY
SINEAD O'CONNOR
WILSON PHILLIPS
BASIA
ELTON JOHN

P3

WFMD/Frederick, MD
Fieseler/Watson
CALLOWAY
PAUL MCCARTNEY
Hottest:
SINEAD O'CONNOR
ROD STEWART
WILSON PHILLIPS
HEART
LISA STANSFIELD

WGY/Schenectady
Buzz Brindie
SINEAD O'CONNOR
NATALIE COLE
Hottest:
ROGERS & KNIGHT
TAYLOR DAYNE
REGINA BELLE
ELTON JOHN
WILSON PHILLIPS

GOLD-BASED AC

MOST ADDED

LINDA RONSTADT (10)
PHIL COLLINS (5)
RICHARD MARX (5)
WILSON PHILLIPS (5)
DON HENLEY (4)
MICHAEL MCDONALD (4)
ROXETTE (3)
LISA STANSFIELD (3)
CALLOWAY (2)
ELTON JOHN (2)
SINEAD O'CONNOR (2)

HOTTEST

ROD STEWART (30)
SINEAD O'CONNOR (25)
WILSON PHILLIPS (22)
ELTON JOHN (17)
DON HENLEY (16)
PHIL COLLINS (15)
TAYLOR DAYNE (10)
BASIA (9)
LISA STANSFIELD (9)
MICHAEL BOLTON (8)

EAST

P1

WMMX/Baltimore
Greg Dunkin
WILSON PHILLIPS
Hottest:
LINDA RONSTADT
LUTHER VANDROSS
GLORIA ESTEFAN
MICHAEL BOLTON

WKJY/Nassau, NY
Keith Hill
LINDA RONSTADT
ELTON JOHN
Hottest:
SINEAD O'CONNOR
REGINA BELLE
PHIL COLLINS
ROGERS & KNIGHT
BASIA

WKSZ/Philadelphia
Russ Egan
none
Hottest:
ROD STEWART
SMOKEY ROBINSON
BASIA
ROGERS & KNIGHT
TAYLOR DAYNE

WHTX/Pittsburgh
Scott Alexander
DON HENLEY
LISA STANSFIELD
SINEAD O'CONNOR
Hottest:
ALANNAH MYLES
GLORIA ESTEFAN
LINDA RONSTADT
MICHAEL BOLTON
ROD STEWART

WLTJ/Pittsburgh
John Gallagher
none
Hottest:
LISA STANSFIELD
REGINA BELLE
BEE GEES
ROGERS & KNIGHT
MICHAEL BOLTON

P2

WKLH/Albany
Knott/Holmberg
none
Hottest:
ROD STEWART
SINEAD O'CONNOR
LISA STANSFIELD
ELTON JOHN
WILSON PHILLIPS

WAEB/Allentown
Chris Bailey
WILSON PHILLIPS
MICHAEL MCDONALD
Hottest:
SINEAD O'CONNOR
ROD STEWART
MADONNA
HEART
FLEETWOOD MAC

WMRV/Binghamton, NY
Keller/Schwartz
RICHARD MARX
ROXETTE
Hottest:
TAYLOR DAYNE
HEART
ROD STEWART
SINEAD O'CONNOR
WILSON PHILLIPS

45 Current Reporters
33 Current Playlists

Called in Frozen Playlist (1):
KEFM/Omaha

Did Not Report, Playlist Frozen (11):
KCIX/Boise
KKMJ/Austin
KXLK/Wichita
WENS/Indianapolis

WMAS-FM/Springfield
Kratoville/Kelly
LINDA RONSTADT
Hottest:
PHIL COLLINS
ELTON JOHN
ROD STEWART
SINEAD O'CONNOR
GLORIA ESTEFAN

WYYY/Syracuse
Lauber/Langmyer
PHIL COLLINS
CALLOWAY
Hottest:
ROD STEWART
DON HENLEY
SINEAD O'CONNOR
LISA STANSFIELD

WFAS-FM/White Plains
Paul/Richard
none
Hottest:
CALLOWAY
WILSON PHILLIPS
BASIA
DON HENLEY
ROD STEWART

WJBR/Wilmington, DE
Bill Kaye
MICHAEL MCDONALD
RICHARD MARX
Hottest:
ROD STEWART
SINEAD O'CONNOR
WILSON PHILLIPS
ELTON JOHN
PHIL COLLINS

SOUTH

P2

WHAS/Louisville
Doug McElvein
FLEETWOOD MAC
ROXETTE
Hottest:
LISA STANSFIELD
WILSON PHILLIPS
SINEAD O'CONNOR
ROD STEWART
MADONNA

WDBO/Orlando
Dan Shaffer
none
Hottest:
ROD STEWART
BASIA
ROGERS & KNIGHT
SMOKEY ROBINSON
GRAYSON HUGH

WRVA/Richmond
Farley/Stevens
none
Hottest:
LUTHER VANDROSS
LINDA RONSTADT
CARLY SIMON
ROGERS & KNIGHT
BARRY MANILOW

WROC/Rockford
Ivey/Thomas
none
Hottest:
PHIL COLLINS
WILSON PHILLIPS
ROD STEWART
MICHAEL BOLTON
TAYLOR DAYNE

P3

WKYX/Paducah
Cook/Miller
RICHARD MARX
ROXETTE
PATTI AUSTIN
Hottest:
ROD STEWART
DON HENLEY
BASIA
QUINCY JONES
ELTON JOHN

WSTU/Stuart
Shaw/Grant
LINDA RONSTADT
FLEETWOOD MAC
Hottest:
ROD STEWART
DON HENLEY
SINEAD O'CONNOR
WILSON PHILLIPS
ELTON JOHN

SOUTH

P1

KMGC/Dallas
Chalese Daly
MICHAEL MCDONALD
PAUL MCCARTNEY
Hottest:
BASIA
DON HENLEY
ELTON JOHN
WILSON PHILLIPS
LISA STANSFIELD

KLTR/Houston
Ed Scarborough
none
Hottest:
WILSON PHILLIPS
REGINA BELLE
DON HENLEY
LISA STANSFIELD
PHIL COLLINS

Love 94/Miami
Don Agony
LINDA RONSTADT
MICHAEL MCDONALD
NOTTING HILBIL
Hottest:
ELTON JOHN
SINEAD O'CONNOR
WILSON PHILLIPS
BASIA
LISA STANSFIELD

WLMG/New Orleans
Ferrara/Murphy
PHIL COLLINS
Hottest:
LINDA RONSTADT
ROGERS & KNIGHT
CARLY SIMON
BABYFACE
PATTI AUSTIN

WJQI/Norfolk
Billy Shears
LINDA RONSTADT
Hottest:
LUTHER VANDROSS
SINEAD O'CONNOR
PHIL COLLINS
DON HENLEY
WILSON PHILLIPS

WLMX/Chattanooga
Burkett/Marshall
none
Hottest:
SMOKEY ROBINSON
LINDA RONSTADT
REGINA BELLE
PATTI AUSTIN
PAUL MCCARTNEY

WUSA/Tampa
Johnny Williams
WILSON PHILLIPS
LINDA RONSTADT
Hottest:
ROD STEWART
SINEAD O'CONNOR
PHIL COLLINS
TAYLOR DAYNE
MICHAEL BOLTON

WJMJ/Birmingham
Ken Barnett
PHIL COLLINS
LISA STANSFIELD
Hottest:
SINEAD O'CONNOR
BASIA
ELTON JOHN
ROD STEWART
WILSON PHILLIPS

WMXC/Charlotte
Herring/Morley
none
Hottest:
ROD STEWART
PHIL COLLINS
DON HENLEY
ALANNAH MYLES
SINEAD O'CONNOR

WLMJ/Cleveland
Lind/ivers
DON HENLEY
SINEAD O'CONNOR
LINDA RONSTADT
Hottest:
SOULSISTER
LOU GRAMM
PHIL COLLINS
ALANNAH MYLES
ROXETTE

WLTQ/Milwaukee
Mike Cromwell
none
Hottest:
ROGERS & KNIGHT
TAYLOR DAYNE
ROXETTE
SMOKEY ROBINSON
TOMMY PAGE

WCRZ/Flint
Patrick/Downey
BILLY JOEL
RICHARD MARX
CALLOWAY
TAYLOR DAYNE
Hottest:
ROD STEWART
SINEAD O'CONNOR
LISA STANSFIELD
ELTON JOHN
WILSON PHILLIPS

WGLD/Peoria
Jerry Jay
none
Hottest:
PHIL COLLINS
WILSON PHILLIPS
DON HENLEY
ROD STEWART
SINEAD O'CONNOR

WMAG/Greensboro
John Jenkins
RICHARD MARX
Hottest:
ROD STEWART
DON HENLEY
SINEAD O'CONNOR
WILSON PHILLIPS
ELTON JOHN

WSTF/Orlando
Samantha Shore
DON HENLEY
Hottest:
MICHAEL BOLTON
TAYLOR DAYNE
ELTON JOHN
ROD STEWART
LINDA RONSTADT

WLR/Albany
Scott/Myers
none
Hottest:
LINDA RONSTADT
GLORIA ESTEFAN
MICHAEL BOLTON
ROXETTE
LUTHER VANDROSS

WMIJ/Terre Haute
Thomas/Rush
RICHARD MARX
LINDA RONSTADT
Hottest:
PHIL COLLINS
ELTON JOHN
SINEAD O'CONNOR
ROD STEWART
WILSON PHILLIPS

WRAV/Tulsa
Couch/Lee
ROXETTE
LINDA RONSTADT
Hottest:
WILSON PHILLIPS
LISA STANSFIELD
FLEETWOOD MAC
ROD STEWART
ELTON JOHN

WMIJ/Cleveland
Lind/ivers
DON HENLEY
SINEAD O'CONNOR
LINDA RONSTADT
Hottest:
SOULSISTER
LOU GRAMM
PHIL COLLINS
ALANNAH MYLES
ROXETTE

WMIJ/Cleveland
Lind/ivers
DON HENLEY
SINEAD O'CONNOR
LINDA RONSTADT
Hottest:
SOULSISTER
LOU GRAMM
PHIL COLLINS
ALANNAH MYLES
ROXETTE

WMBX/Richmond
Mike Ryan
ROXETTE
Hottest:
FLEETWOOD MAC
DOW HENLEY
PAUL MCCARTNEY
ROD STEWART
ELTON JOHN

WTLQ/Roanoke
Dick Daniels
none
Hottest:
PHIL COLLINS
DON HENLEY
SINEAD O'CONNOR
ROD STEWART
WILSON PHILLIPS

WVLI/Charlottesville
WRAL/Raleigh
none
Hottest:
LINDA RONSTADT
DON HENLEY
LISA STANSFIELD
Hottest:
ROD STEWART
SINEAD O'CONNOR
ELTON JOHN
SMOKEY ROBINSON
PHIL COLLINS

WVLI/Charlottesville
WRAL/Raleigh
none
Hottest:
LINDA RONSTADT
DON HENLEY
LISA STANSFIELD
Hottest:
ROD STEWART
SINEAD O'CONNOR
ELTON JOHN
SMOKEY ROBINSON
PHIL COLLINS

WVLI/Charlottesville
WRAL/Raleigh
none
Hottest:
LINDA RONSTADT
DON HENLEY
LISA STANSFIELD
Hottest:
ROD STEWART
SINEAD O'CONNOR
ELTON JOHN
SMOKEY ROBINSON
PHIL COLLINS

WVLI/Charlottesville
WRAL/Raleigh
none
Hottest:
LINDA RONSTADT
DON HENLEY
LISA STANSFIELD
Hottest:
ROD STEWART
SINEAD O'CONNOR
ELTON JOHN
SMOKEY ROBINSON
PHIL COLLINS

MIDWEST

P1

55KRC/Cincinnati
Gary King
ROXETTE
LISA STANSFIELD
Hottest:
ROD STEWART
SINEAD O'CONNOR
BASIA
DON HENLEY
MICHAEL BOLTON

WLW/Cincinnati
Vance Dillard
none
Hottest:
ROD STEWART
HONNIE RAITT
HEART
SINEAD O'CONNOR
WILSON PHILLIPS

WTVN/Columbus
John Lane
WILSON PHILLIPS
Hottest:
SINEAD O'CONNOR
ROD STEWART
DON HENLEY
LISA STANSFIELD
ROGERS & KNIGHT

WCCO/Minneapolis
Curt Lundgren
MICHAEL MCDONALD
SMOKEY ROBINSON
LINDA RONSTADT
Hottest:
PATTI AUSTIN
PHIL COLLINS
PAUL MCCARTNEY

P2

WHBC/Canton
Doug Lane
EXPOSE
PATTI AUSTIN
LINDA RONSTADT
Hottest:
ROGERS & KNIGHT
CARPENTERS
BASIA
LISA STANSFIELD
ELTON JOHN

WIBA/Madison
Reed/Kay
none
Hottest:
PHIL COLLINS
BARRY MANILOW
SMOKEY ROBINSON
PATTI AUSTIN
REGINA BELLE

P3

WROC/Rockford
Ivey/Thomas
none
Hottest:
PHIL COLLINS
WILSON PHILLIPS
ROD STEWART
MICHAEL BOLTON
TAYLOR DAYNE

WCEL/Carbondale
Rich Bird
PATTI AUSTIN
BILLY JOEL
Hottest:
SINEAD O'CONNOR
WILSON PHILLIPS
ROXETTE
ROD STEWART
LISA STANSFIELD

KFSB/Joplin
Robin Wells
CALLOWAY
MADONNA
Hottest:
SINEAD O'CONNOR
WILSON PHILLIPS
ELTON JOHN
FLEETWOOD MAC
PHIL COLLINS

KFOR/Lincoln
Cathy Blythe
LINDA RONSTADT
Hottest:
BASIA
ELTON JOHN
ROGERS & KNIGHT
PAUL MCCARTNEY

KELO/Sioux Falls
Spanky
none
Hottest:
ROD STEWART
WILSON PHILLIPS
HEART
ROXETTE
FLEETWOOD MAC

KUGN/Eugene
O'Brien/James
PAUL MCCARTNEY
Hottest:
BASIA
ROGERS & KNIGHT
FLEETWOOD MAC

KSSK/Honolulu
Phil Abbott
none
Hottest:
BASIA
SMOKEY ROBINSON
TINA TURNER
PHIL COLLINS
GLORIA ESTEFAN

WEST

P1

KHOW/Denver
Murphy/Huston
SINEAD O'CONNOR
Hottest:
ROD STEWART
TAYLOR DAYNE
DON HENLEY
BONNIE RAITT
ELTON JOHN

KEX/Portland
Dirks/Fort
PHIL COLLINS
Hottest:
ROGERS & KNIGHT
ROD STEWART

KFMB/San Diego
Larson/Robertson
BILLY JOEL
SMOKEY ROBINSON
LENNY WILLIAMS
Hottest:
ROD STEWART
ELTON JOHN
BASIA
WILSON PHILLIPS
ROGERS & KNIGHT

P2

KBOI/Boise
Drew Harold
none
Hottest:
ROD STEWART
WILSON PHILLIPS
ELTON JOHN
PHIL COLLINS
SMOKEY ROBINSON

Did Not Report, Playlist Frozen (2):
KELO/Sioux Falls
WROC/Rockford

P2

KBOI/Boise
Drew Harold
none
Hottest:
ROD STEWART
WILSON PHILLIPS
ELTON JOHN
PHIL COLLINS
SMOKEY ROBINSON

Did Not Report, Playlist Frozen (2):
KELO/Sioux Falls
WROC/Rockford

P2

KBOI/Boise
Drew Harold
none
Hottest:
ROD STEWART
WILSON PHILLIPS
ELTON JOHN
PHIL COLLINS
SMOKEY ROBINSON

Did Not Report, Playlist Frozen (2):
KELO/Sioux Falls
WROC/Rockford

32 Current Reporters
28 Current Playlists
Called in Frozen Playlist (2):
WIBA/Madison
WRVA/Richmond

WEST

P1

KKCW/Portland
Bill Minckler
PHIL COLLINS
Hottest:
SINEAD O'CONNOR
ROD STEWART
ELTON JOHN
WILSON PHILLIPS
ROGERS & KNIGHT

KXOA-FM/Sacramento
Casey/Clem
none
Hottest:
PHIL COLLINS
BONNIE RAITT
ELTON JOHN
TAYLOR DAYNE
LINDA RONSTADT

P2

KLLY/Bakersfield
Russ Davidson
PHIL COLLINS
LINDA RONSTADT
Hottest:
ROD STEWART
DON HENLEY
SINEAD O'CONNOR
WILSON PHILLIPS
BASIA

KCIX/Boise
Don Jennings
none
Hottest:
ROD STEWART
WILSON PHILLIPS
ELTON JOHN
FLEETWOOD MAC
PHIL COLLINS

KISC/Spokane
Rob Harder
WILSON PHILLIPS
ELTON JOHN
Hottest:
ROD STEWART
TAYLOR DAYNE
SINEAD O'CONNOR
SMOKEY ROBINSON
DON HENLEY

KPLD/Tucson
Acrienne Walker
none
Hottest:
BASIA
ROD STEWART
LISA STANSFIELD
ELTON JOHN
SINEAD O'CONNOR



MAY 11, 1990

3	2	WKS	WKS	LW	TW		Total Reports/Adds	Heavy	Medium	Light
4	2	1	1			CLINT BLACK /Walkin' Away (RCA)	186/0	171	13	2
14	10	4	2			RICKY VAN SHELTON /I've Cried My Last Tear For You (Columbia)	186/0	157	26	3
8	7	3	3			KEITH WHITLEY /I'm Over You (RCA)	183/1	151	26	6
7	4	2	4			RODNEY CROWELL /If Looks Could Kill (Columbia)	184/0	150	25	9
11	9	5	5			LIDNEL CARTWRIGHT /I Watched It On My Radio (MCA)	185/0	145	31	9
15	11	7	6			DOUG STONE /I'd Be Better Off (In A Pine Box) (Epic)	180/2	135	35	10
18	15	9	7			TANYA TUCKER /Walking Shoes (Capitol)	186/0	117	64	5
17	14	8	8			STEVE WARINER /The Domino Theory (MCA)	184/0	120	58	6
16	13	10	9			ROBIN LEE /Black Velvet (Atlantic)	175/0	103	59	13
20	16	13	10			DESERT ROSE BAND /In Another Lifetime (MCA/Curb)	180/0	88	75	17
22	17	14	11			KATHY MATTEA /She Came From Fort Worth (Mercury)	184/0	60	118	6
31	22	18	12			ALABAMA /Pass It On Down (RCA)	186/0	40	131	15
23	19	15	13			LACY J. DALTON /Black Coffee (Capitol)	184/3	63	94	27
21	18	16	14			JUDDS /Guardian Angels (Curb/RCA)	180/1	56	104	20
25	20	17	15			EDDIE RABBITT /Runnin' With The Wind (Capitol)	183/1	51	113	19
45	28	22	16			GEORGE STRAIT /Love Without End, Amen (MCA)	186/4	26	132	28
33	25	21	17			REBA McENTIRE /Walk On (MCA)	186/2	26	129	31
13	12	11	18			KENTUCKY HEADHUNTERS /Dumas Walker (Mercury)	141/2	63	58	20
1	1	12	19			TRAVIS TRITT /Help Me Hold On (WB)	123/0	73	34	16
40	29	24	20			RESTLESS HEART /Dancy's Dream (RCA)	180/7	12	117	51
27	24	23	21			T. GRAHAM BROWN /If You Could Only See Me Now (Capitol)	174/1	22	109	43
38	31	27	22			EDDY RAVEN /Island (Capitol)	166/19	10	93	63
34	30	28	23			BAILLIE & THE BOYS /Perfect (RCA)	161/10	6	103	52
28	26	25	24			SOUTHERN PACIFIC /I Go To Pieces (WB)	148/5	22	86	40
—	45	34	25			GARTH BROOKS /The Dance (Capitol)	164/29	2	70	92
36	32	29	26			CONWAY TWITTY /Fit To Be Tied Down (MCA)	148/11	8	84	56
BREAKER			27			RANDY TRAVIS /He Walked On Water (WB)	157/54	2	65	90
35	33	30	28			FOSTER & LLOYD /Is It Love (RCA)	135/7	9	84	42
43	38	33	29			EXILE /Nobody's Talking (Arista)	145/18	5	75	65
46	41	35	30			RICKY SKAGGS /Hummingbird (Epic)	144/18	1	72	71
6	6	6	31			EARL THOMAS CONLEY /Bring Back Your Love To Me (RCA)	115/0	37	53	25
2	3	20	32			DAN SEALS /Love On Arrival (Capitol)	84/0	32	37	15
BREAKER			33			BILLY JOE ROYAL /Searchin' For Some Kind Of Clue (Atlantic)	130/22	1	44	85
BREAKER			34			MARTY STUART /Hillbilly Rock (MCA)	121/17	10	40	71
41	39	36	35			FORESTER SISTERS w/BELLAMYS /Drive South (WB)	107/3	5	55	47
5	5	19	36			SHENANDOAH /See If I Care (Columbia)	83/1	18	40	25
12	27	32	37			RONNIE MILSAP /Stranger Things Have Happened (RCA)	49/1	18	20	11
3	8	31	38			HIGHWAY 101 /Walkin', Talkin', Cryin'... (WB)	55/0	14	24	17
DEBUT			39			PATTY LOVELESS /On Down The Line (MCA)	105/48	1	25	79
—	49	43	40			LES TAYLOR /Knowin' You Were Leavin' (Epic)	92/12	2	37	53
24	23	26	41			CHARLIE DANIELS BAND /Mister DJ (Epic)	60/0	3	33	24
—	—	50	42			DOLLY PARTON /White Limozeen (Columbia)	99/36	0	19	80
—	—	48	43			HOLLY DUNN /My Anniversary For Being A Fool (WB)	89/18	0	23	66
DEBUT			44			PAUL OVERSTREET /Richest Man On Earth (RCA)	79/36	0	15	64
—	50	46	45			OAK RIDGE BOYS /Baby You'll Be My Baby (MCA)	74/6	0	25	49
—	—	49	46			KEVIN WELCH /Till I See You Again (Reprise)	79/16	0	20	59
26	35	41	47			ALAN JACKSON /Here In The Real World (Arista)	51/0	29	13	9
DEBUT			48			HANK WILLIAMS JR. /Good Friends, Good Whiskey... (WB/Curb)	70/56	0	10	60
DEBUT			49			SAWYER BROWN /Puttin' The Dark Back Into... (Curb/Capitol)	68/14	0	18	50
DEBUT			50			MICHELLE WRIGHT /New Kind Of Love (Arista)	63/15	0	9	54

MOST ADDED®

- HANK WILLIAMS JR. (56)
- RANDY TRAVIS (54)
- PATTY LOVELESS (48)
- LORRIE MORGAN (39)
- HIGHWAY 101 (37)
- PAUL OVERSTREET (36)
- DOLLY PARTON (36)
- WAYLON JENNINGS (30)
- GARTH BROOKS (29)
- VINCE GILL (27)

HOTTEST

- CLINT BLACK (113)
- RICKY VAN SHELTON (84)
- RODNEY CROWELL (79)
- KEITH WHITLEY (75)
- DOUG STONE (69)
- LIONEL CARTWRIGHT (53)
- ROBIN LEE (44)
- TRAVIS TRITT (38)
- STEVE WARINER (30)
- TANYA TUCKER (29)

NEW ARTISTS

- | | Reports/Adds |
|--|--------------|
| 1 LES TAYLOR /Knowin' You... (Epic) | 92/12 |
| 2 KEVIN WELCH /Till I See You Again (WB) | 79/16 |
| 3 MICHELLE WRIGHT /New Kind Of... (Arista) | 63/15 |
| 4 MATRACA BERG /Baby, Walk On (RCA) | 52/13 |
| 5 J. STEVENS & BULLETS /Roseanne (Alt.) | 47/5 |
| 6 TIM MENSY /You Can't Throw... (Col.) | 33/4 |
| 7 MARSHA THORNTON /The Grass... (MCA) | 25/5 |
| 8 CLINTON GREGORY /Made For... (SOR) | 17/1 |
| 9 RICH GRISSOM /It Must Be Love (Merc.) | 13/13 |
| 10 DONNIE MARSICO /I Will... (Barnburner) | 12/2 |

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 indicates the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

RANDY TRAVIS He Walked On Water (WB)

On 84% of reporting stations. Rotations: Heavy 2, Medium 65, Light 90, Total Adds 54 including WGNA, WYNY, WBEE, WICO, CHOW, KRRV, WWNC, KSCS, KSSN, KJNE, WSLR, WWWW, WMIL, KCJB, KVOO, KKCS, KFMS, KZLA, KCCY, KSOP. Moves 40-27 on the Country chart.

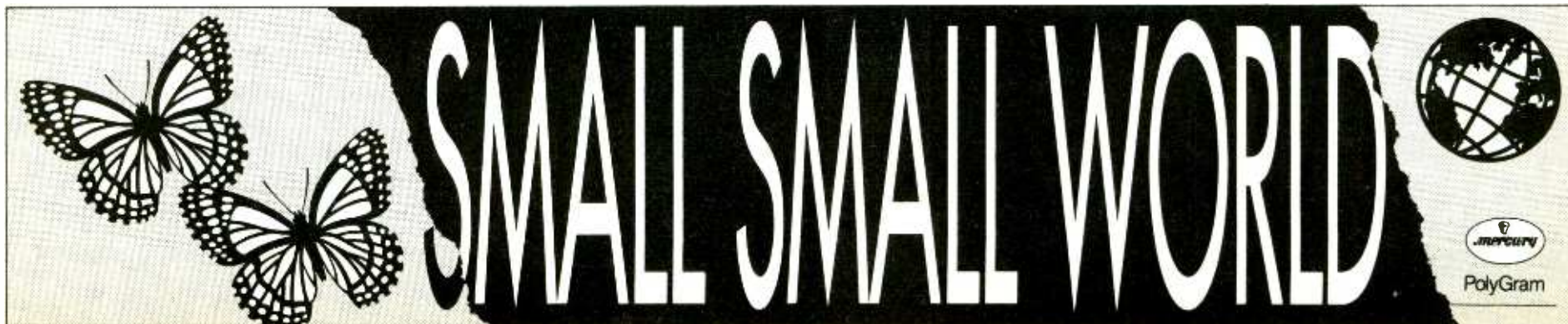
BILLY JOE ROYAL Searchin' For Some Kind Of Clue (Atlantic)

On 70% of reporting stations. Rotations: Heavy 1, Medium 44, Light 85, Total Adds 22 including WYRK, WNUS, WYAY, WUSY, WTNV, WSIX, WYYD, WQYK, WTNT, WGEE, WFMS, KFKF, WDAF, KZKX, WDEZ, KKCS, KEKB, KFMS, KNEW, KNCQ. Moves 46-38-33 on the Country chart.

MARTY STUART Hillbilly Rock (MCA)

On 65% of reporting stations. Rotations: Heavy 10, Medium 40, Light 71, Total Adds 17, WGNA, WQBE, WAYZ, WTCR, WZPR, WKAK, KAYD, KHEY, KIKK, KLLL, WQYK, WKCQ, WIL, KZSN, KKCS, KRAK, KKAT. Moves 47-43-39-34 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.





7 PM

NEW & ACTIVE

PATTY LOVELESS "On Down The Line" (MCA) 105/48

Rotations: Heavy 1, Medium 25, Light 79, Total Adds 48 including WQBE, WRKZ, WYAY, WSOC, WCOS, KHEY, WESC, WGKX, WKSJ, WLWI, WSIX, WSM, WQDR, WTQR, WDAF, KNAX, KNIX, KKAT, KMPS, KDRK. Debuts at number 39 on the Country chart.

DOLLY PARTON "White Limozeen" (Columbia) 99/36

Rotations: Heavy 0, Medium 19, Light 80, Total Adds 36 including WYRK, WNUS, WDSY, WPOR, KEAN, WTDR, WRNS, WCOS, WESC, KLLL, WGKX, KISSFM, WKSJ, WIRK, WGARFM, WFMS, KFKF, KFMS, KKAT, KDRK. Moves 50-42 on the Country chart.

LES TAYLOR "Knowin' You Were Leavin'" (Epic) 92/12

Rotations: Heavy 2, Medium 37, Light 53, Total Adds 12, CHOW, KPLX, WTNV, WPCV, WSM, WKYQ, WCUZ, WHOK, KTPK, KNAX, KWHI, KDRK. Heavy: WIVK, KRWQ. Medium: WDSY, WYVA, WSIX, WOW, KTTS, KFDI. Moves 49-43-40 on the Country chart.

HOLLY DUNN "My Anniversary For Being A Fool" (WB) 89/18

Rotations: Heavy 0, Medium 23, Light 66, Total Adds 18, WHWK, WAYZ, WDSY, WPOR, CHOW, WWNC, KHEY, WHLZ, WQDR, KCJB, KTPK, WDEZ, KWHI, KNCQ, KRAK, KKAT, KSOP, KMPS. Moves 48-43 on the Country chart.

PAUL OVERSTREET "Richest Man On Earth" (RCA) 79/36

Rotations: Heavy 0, Medium 15, Light 64, Total Adds 36 including WRKZ, WXTU, WXBQ, KPLX, WKML, WMSI, WQDR, KHAK, WFMS, KZKX, KXXY, WTHI, KTPK, KZSN, KNAX, KWJJ, KKAT, KEEN, KDRK, KIIM. Debuts at number 44 on the Country chart.

KEVIN WELCH "Till I See You Again" (Reprise) 79/16

Rotations: Heavy 0, Medium 20, Light 59, Total Adds 16, WOCB, WKKX, WPOR, WILQ, WYNK, KAYD, KNFM, WKSJ, WOWW, WTNL, KWMT, WTHI, KNAX, KWHI, KTOM, KSAN. Medium: WWYZ, WDSY, WCUZ, KRKT. Moves 49-46 on the Country chart.

OAK RIDGE BOYS "Baby You'll Be My Baby" (MCA) 74/6

Rotations: Heavy 0, Medium 25, Light 49, Total Adds 6, WCAO, WGARFM, WKCO, WIL, WTCM, KFMS. Medium: WDSY, KEAN, KRRV, WWNC, WSOC, WDXE, WGKX, WSIX, KRMD, WAXX, WTSO, KFDI, KMIX, KCKC. Moves 50-46-45 on the Country chart.

HANK WILLIAMS JR. "Good Friends, Good Whiskey, Good Lovin'" (WB/Curb) 70/56

Rotations: Heavy 0, Medium 10, Light 60, Total Adds 58 including WPOC, KEAN, WYAY, KASE, KIKK, KYKX, WGKX, WKSJ, WLWI, WNOE, WKNN, KRMD, WYNG, WFMS, WHOK, WITL, KXXY, KNIX, KUPL, KRAK. Debuts at number 48 on the Country chart.

SAWYER BROWN "Puttin' The Dark Back Into..." (Curb/Capitol) 68/14

Rotations: Heavy 0, Medium 18, Light 50, Total Adds 14, WWNC, WESC, WMSI, WDXE, WSIX, KJNE, WYNG, KWMT, WKCO, KVOO, KEKB, KWHI, KIQQ. Medium: WSTH, KLLL, WUSQ, KRST, KVOC, KALF. Debuts at number 49 on the Country chart.

MARK COLLIE "Looks Aren't Everything" (MCA) 65/12

Rotations: Heavy 0, Medium 9, Light 56, Total Adds 12, WKML, WHEW, WSIX, WKNN, WBVE, WCUZ, WTHI, KASH, KUGN, KUAD, KWJJ, KEEN. Medium: KEAN, WTVY, KCJB, WOW, KFDI, KRST, KUZZ, KALF.

MICHELLE WRIGHT "New Kind Of Love" (Arista) 63/15

Rotations: Heavy 0, Medium 9, Light 54, Total Adds 15, WDSY, KRRV, WWNC, KHEY, WKSJ, WKYQ, WPAP, WOWW, WGEE, KCJB, WMUS, WWJO, KTPK, WDEZ, KSAN. Medium: KMML, WRNS, WSTH, WHEW, KFDI, KALF. Debuts at number 50 on the Country chart.

LARRY BOONE "Too Blue To Be True" (Mercury) 61/10

Rotations: Heavy 0, Medium 10, Light 51, Total Adds 10, WCAO, WZPR, CHOW, KPLX, WHLZ, KJNE, KIXQ, KZKX, KRWQ, KNCQ. Medium: WWNC, WTVY, WHEW, WOW, KFDI, KRKT, KRST, KUZZ, KVOC, KALF.

WILD ROSE "Where Did We Go Wrong" (Capitol) 57/5

Rotations: Heavy 1, Medium 20, Light 36, Total Adds 5, WWYZ, WHLZ, KJNE, WHOK, KIK-FM. Heavy: KRKT. Medium: WICO, KEAN, KMML, WTVY, WIVK, KLUR, WAXX, KFGO, KTTS, WTCM, KFDI, KUZZ, KALF, KEKB.

SIGNIFICANT ACTION

MATRACA BERG "Baby, Walk On" (RCA) 52/13

Rotations: Heavy 0, Medium 9, Light 43, Total Adds 13, WSNO, WPOR, KEAN, KRRV, WKML, KLLL, KBMR, WAXX, KASH, KUAD, KEKB, KSON, KSAN. Medium: WWNC, WSTH, WOWW, KHAK, WOW, KFDI, KWOX, KRKT.

JEFF STEVENS & THE BULLETS "Roseanne" (Atlantic) 47/5

Rotations: Heavy 0, Medium 9, Light 38, Total Adds 5, WTCR, WICO, KWMT, KVOC, KNCQ. Medium: WPOC, WYVA, WWNC, WSTH, WTVY, WFLS, WTNL, WOW, KRKT. Light: WXXK, WDSY, WBVE, KTPK, KVOO, KTOM.

LORRIE MORGAN "He Talks To Me" (RCA) 41/39

Rotations: Heavy 1, Medium 5, Light 35, Total Adds 39 including WAYZ, WWNC, WYAY, KASE, WSOC, KIKK, KILTFM, KYKX, WGKX, WYNG, WDAF, KXXY, WOW, KIK-FM, KUZZ, KUUY, KMIX, KWJJ, KCCY, KIQQ.

WAYLON JENNINGS "Wrong" (Epic) 41/30

Rotations: Heavy 2, Medium 4, Light 35, Total Adds 30 including WDSY, WWNC, WTDR, WFLS, WTNL, KHAK, WCUZ, WDAF, WTSO, WTHI, KVOO, KFDI, KRKT, KASH, KGHL, KALF, KMIX, KTOM, KCKC, KEEN.

JANN BROWNE "Mexican Wind" (Curb) 41/18

Rotations: Heavy 0, Medium 7, Light 34, Total Adds 18, WXXK, WICO, KRRV, WKML, WHEW, WDXE, KNFM, WSLR, WCUZ, WHOK, KTTS, WTHI, WTCM, KUZZ, KEKB, KIQQ, KTOM, KCKC.

HIGHWAY 101 "This Side Of Goodbye" (WB) 39/37

Rotations: Heavy 0, Medium 3, Light 36, Total Adds 37 including WQBE, WAYZ, WWYZ, WTDR, KILTFM, WGKX, WYYD, KRMD, KHAK, WASKFM, WMUS, KFDI, KRKT, KRST, KUAD, KEKB, KMIX, KCCY, KIQQ, KTOM.

GEORGE JONES "Hell Stays Open (All Night)" (Epic) 36/1

Rotations: Heavy 2, Medium 16, Light 18, Total Adds 1, WTQR. Heavy: WVAM, WZPR. Medium: WICO, WKAK, KRRV, WSTH, WKML, WFLS, WHEW, WCMS, WTNL, KLUR, WAXX, KFGO, WOW, KTTS, KRKT, KNCQ.

TIM MENSY "You Can't Throw Dirt" (Columbia) 33/4

Rotations: Heavy 0, Medium 7, Light 26, Total Adds 4, WCAO, WRKZ, WICO, KWMT. Medium: WWYZ, KEAN, WSTH, WTVY, WOW, KFDI, KASH. Light: WDSY, WHEW, KYKX, KLUR, WBVE, KIXQ, KTTS, KVOO, KWOX, KRKT.

VINCE GILL "When I Call Your Name" (MCA) 32/27

Rotations: Heavy 0, Medium 2, Light 30, Total Adds 27 including WRKZ, WSOC, WSTH, WTVY, WKML, WESC, WIVK, WSIX, WTQR, WYNG, KFGO, WCUZ, KTTS, KFDI, KRKT, KVOC, KALF, KIQQ, KTOM, KEEN.

GAIL DAVIES "Happy Ever After" (Capitol) 28/8

Rotations: Heavy 0, Medium 5, Light 23, Total Adds 8, WWYZ, WDSY, WICO, WKML, KLUR, KCJB, KVOC, KEKB. Medium: WTVY, WOW, KFDI, KSOP. Light: KMML, KKIX, WDXE, WAXX, WCUZ, KVOO, KRKT, KDRK.

BECKY HOBBS "A Little Hunk Of Heaven" (Curb) 27/7

Rotations: Heavy 0, Medium 4, Light 23, Total Adds 7, WICO, CHOW, WKML, KLUR, KWMT, KWHT, KEEN. Medium: WWYZ, WSTH, WTVY, KFDI. Light: WHWK, KRRV, KKIX, WHEW, WUSQ, WOW, KTTS, KRKT, KWJJ.

NITTY GRITTY DIRT BAND "From Small Things..." (MCA) 26/22

Rotations: Heavy 2, Medium 3, Light 21, Total Adds 22, WPOC, WXTU, KEAN, KASE, WTDR, WSTH, WYYD, WTNL, WUSQ, KBMR, KHAK, WAXX, KFGO, WOW, WWJO, WTCM, KFDI, KRKT, KIK-FM, KVOC, KUUY, KALF.

MOE BANDY "Nobody Gets Off In This Town" (Curb) 26/2

Rotations: Heavy 0, Medium 3, Light 23, Total Adds 2, WRKZ, WUSQ. Medium: WTVY, WHEW, KFDI. Light: WICO, KRRV, WSTH, KHEY, WKML, KIKK, WSLR, WAXX, KFGO, KWMT, WDAF, KVOC, KRWQ, KSOP, KDRK.

MARSHA THORNTON "The Grass Is Greener" (MCA) 25/5

Rotations: Heavy 0, Medium 2, Light 23, Total Adds 5, WHWK, WKML, KYKX, KWMT, KVOO. Medium: WSTH, KFDI. Light: WVAM, WWYZ, WRKZ, WDSY, KASE, WTVY, KIKK, WAXX, KTTS, KRKT, KGHL, KEEN.

JENNIFER McCARTER & McCARTERS "Shot Full Of Love" (WB) 23/8

Rotations: Heavy 0, Medium 1, Light 22, Total Adds 8, WRKZ, WHEW, KYKX, KLUR, WOW, KVOO, KRWQ, KNCQ. Medium: WSTH. Light: KMML, KASE, WTVY, KKIX, KIKK, WIVK, WUSQ, WTQR, KFGO, KXXY, KTTS, KFDI, KWOX, KRKT.

O'KANES "Diddy All Night Long" (Columbia) 20/0

Rotations: Heavy 0, Medium 7, Light 13, Total Adds 0. Medium: WZPR, KLUR, WCUZ, WTCM, KFDI, KRKT, KEKB. Light: WFLS, KYKX, WCMS, WUSQ, KFGO, WOW, KTTS, KGHL, KUGN, KMIX, KIQQ, KSOP, KDRK.

CHARLEY PRIDE "Moody Woman" (16th Avenue/Capitol) 19/1

Rotations: Heavy 0, Medium 5, Light 14, Total Adds 1, KFGO. Medium: WSTH, WTVY, KTTS, KFDI, KRKT. Light: WCAO, WRKZ, KKIX, WKML, WFLS, WHEW, WTQR, KIXQ, WOW, KVOO, KWOX, KEKB, KDRK.

CLINTON GREGORY "Made For Lovin' You" (SOR) 17/1

Rotations: Heavy 0, Medium 1, Light 16, Total Adds 1, KBMR. Medium: WTVY. Light: WVAM, WRKZ, WICO, WSTH, WKML, WDXE, WCMS, KLUR, KFGO, KTTS, KVOO, KFDI, KALF, KRWQ, KNCQ.

BARBARA MANDRELL "You've Become The Dream" (Capitol) 14/7

Rotations: Heavy 0, Medium 2, Light 12, Total Adds 7, WSTH, WTVY, KKIX, WFLS, KFGO, KVOO, KASH. Medium: KTTS. Light: KMML, WHEW, KXXY, KFDI, KRKT, KGHL.

RICH GRISSOM "It Must Be Love" (Mercury) 13/13

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 13, WICO, KRRV, KMML, WSTH, WTVY, KKIX, WKML, WFLS, WDXE, WAXX, KFGO, KRKT, KVOC.

DONNIE MARSICO "I Will Stand By You" (Barn Burner) 12/2

Rotations: Heavy 1, Medium 1, Light 10, Total Adds 2, WRKZ, WKML. Heavy: WWYZ. Medium: KLUR. Light: WDSY, WICO, WTVY, WHEW, WAXX, KFGO, KTTS, KIQQ.

GARY MORRIS "So Little Love In The World" (Capitol) 11/1

Rotations: Heavy 0, Medium 0, Light 11, Total Adds 1, WHEW. Light: WSNO, WSTH, WTVY, KKIX, WCMS, KLUR, KBMR, KTTS, KVOO, KRKT.

JIM PURDY "Try Your Love On Me" (615) 9/5

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 5, WRKZ, WICO, WKML, KLUR, KFDI. Light: WSTH, WTVY, KFGO, KVOO.

RONNA REEVES "Sadly Mistaken" (Mercury) 9/2

Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, KLUR, KFGO. Medium: WSTH, KFDI. Light: WSNO, WTVY, KKIX, KSSN, WOW.

ALBUM TRACKS

Table with 2 columns: ARTIST/Song Title (Label) and Album Title. Lists artists like Hank Williams Jr., Steve Wariner, Ricky Van Shelton, etc.



DON'T LET HER HIT CATCH YOU SLEEPING

SHELBY LYNNE

"I'LL LIE MYSELF TO SLEEP"

GET RIGHT ON IT! Produced by Bob Montgomery on Epic Records



A

ALABAMA "Pass It On Down" (RCA 2519-7)
Prod: Josh Leo, Larry Michael Lee, Alabama Wr: Teddy Gentry, Randy Owen, Will Robinson, Ronnie Rogers Pub: Maypop Music (BMI) Mgr: Dale Morris

B

BAILLIE & THE BOYS "Perfect" (RCA 2500-7)
Prod: Kyle Lehning Wr: Mark E. Nevin Pub: MCA Music (ASCAP) Mgr: Mores, Nanas, Golden, & Peay

MOE BANDY "Nobody Gets Off In This Town" (Curb 76814)
Prod: Jerry Kennedy Wr: Dwayne Blackwell, Larry Bastian Pub: Jobete Music; Rio Bravo Music (ASCAP; BMI) Mgr: Woody Bowles

MATRACA BERG "Baby, Walk On" (RCA 2504-7)
Prod: Wendy Waldman, Josh Leo Wr: Matraca Berg, Ronnie Samoset Pub: Warner-Tamerlane Music/Patrick Joseph Music; WB Music/Samosonian Songs (BMI; ASCAP) Mgr: Chuck Flood

CLINT BLACK "Walkin' Away" (RCA 2520-7)
Prod: James Stroud, Mark Wright Wr: Clint Black, Hayden Nicholas Pub: Howlin' Hits Music (ASCAP) Mgr: Bill Ham

LARRY BOONE "Too Blue To Be True" (Mercury 875 320)
Prod: Ray Baker Wr: Larry Boone, Paul Nelson Pub: BMG Songs; Tioga Street Music/Hear No Evil Music (ASCAP; BMI) Mgr: Gene Ferguson

GARTH BROOKS "The Dance" (Capitol 79024)
Prod: Allen Reynolds Wr: Tony Arata Pub: Morganactive Music, Pookie Bear Music (ASCAP) Mgr: Bob Doyle, Pam Lewis

T. GRAHAM BROWN "If You Could Only See Me Now" (Capitol 44534)
Prod: Barry Beckett Wr: Susan Longacre, Rick Giles Pub: SBM Music/Kinetic Diamond Music/Edge O'Woods Music (BMI) Mgr: C.K. Spurlock

JANN BROWNE "Mexican Wind" (Curb 76815)
Prod: Steve Fishell Wr: Jann Browne, Pat Gallagher, Roger Stebner Pub: Lili Belle Music/Butter Bean Music; Joe Moore Music (BMI; ASCAP) Mgr: Tracy Gershon

C

LIONEL CARTWRIGHT "I Watched It All On My Radio" (MCA 53779)
Prod: Stuart Smith, Tony Brown Wr: Lionel Cartwright, Don Schlitz Pub: Silverline Music/Long Run Music; Don Schlitz Music (BMI; ASCAP) Mgr: Noel Fox

MARK COLLIE "Looks Aren't Everything" (MCA 79023)
Prod: Doug Johnson, Tony Brown Wr: Mark Collie Pub: Ha-Deb Music (ASCAP) Mgr: Don Light

EARL THOMAS CONLEY "Bring Back Your Love To Me" (RCA 9121-7)
Prod: Randy Scruggs, Earl Thomas Conley Wr: John Hiatt Pub: Whistling Moon Traveler Music/Careers Music (BMI) Mgr: Stan Byrd

RODNEY CROWELL "If Looks Could Kill" (Columbia 38 73254)
Prod: Tony Brown, Rodney Crowell Wr: Rodney Crowell Pub: Coolwell Music (ASCAP) Mgr: Bill Carter

D

LACY J. DALTON "Black Coffee" (Capitol 44519)
Prod: Jimmy Bowen, James Stroud, Lacy J. Dalton Wr: Even Stevens, Hillary Kanter Pub: ESP Music (BMI) Mgr: Teri Brown

CHARLIE DANIELS BAND "Mister DJ" (Epic 34 73236)
Prod: James Stroud Wr: Charlie Daniels, Tommy Crain, Taz DiGregorio, Charlie Hayward, Fred Edwards Pub: Cabin Fever Music (BMI) Mgr: David Corlew

GAIL DAVIES "Happy Ever After" (Capitol 79985)
Prod: Gail Davies Wr: Kevin Welch, John Nicholson Pub: Cross Keys Music/CBS Music (ASCAP) Mgr: John Domanian

DESERT ROSE BAND "In Another Lifetime" (MCA 53804)
Prod: Paul Worley, Ed Seay Wr: Chris Hillman, Steve Hill Pub: Bar None Music/Bug Music (BMI) Mgr: Chuck Morris

HOLLY DUNN "My Anniversary For Being A Fool" (WB 7-19847)
Prod: Chris Waters, Holly Dunn Wr: Holly Dunn Pub: Careers Music (BMI) Mgr: Refugee Artists

E

EXILE "Nobody's Talking" (Arista 2009)
Prod: Randy Sharp, Tim DuBois Wr: Randy Sharp, Sonny LeMaire Pub: With Any Luck Music/Sun Mare Music (BMI) Mgr: Gallin-Morey-Addis

FORESTER SISTERS duet with BELLAMY BROTHERS "Drive South" (WB 7-19874)
Prod: Wendy Waldman Wr: John Hiatt Pub: Lillybilly Music/Bug Music (BMI) Mgr: Jim Halsey; Frances Bellamy

FOSTER & LLOYD "Is It Love" (RCA 2502-7)
Prod: Bill Lloyd, Rodney Foster, Rick Will Wr: Rodney Foster, Bill Lloyd Pub: BMG Songs/Muckleroy Music; Careers Music/Kung Fu Music (ASCAP; BMI) Mgr: Vector Management

F

VINCE GILL "When I Call Your Name" (MCA 79011)
Prod: Tony Brown Wr: Vince Gill, Tim DuBois Pub: Benefit Music; WB Music (BMI; ASCAP) Mgr: Fitzgerald-Hartley

CLINTON GREGORY "Made For Lovin' You" (SOR 415-A)
Prod: Ray Pennington Wr: Sonny Throckmorton, Curly Putnam Pub: Tree, CBS Music (BMI) Mgr: John Dorris

RICH GRISSOM "It Must Be Love" (Mercury 875 226)
Prod: Harold Shedd, Joe Scalfie, Jim Cotton Wr: Rich Grissom, Earl Bud Lee, John Beland Pub: Sheddhouse Music/PolyGram International, Jobete Music/Inc. Co.; Bull's Creek Music/Just Good Music (ASCAP; BMI) Mgr: None

G

HIGHWAY 101 "This Side Of Goodbye" (WB 7-19829)
Prod: Paul Worley, Ed Seay Wr: Michael Noble, Jeff Pennig, Cactus Moser Pub: WB Music, Pennig Music, Cac-Attack Music (ASCAP) Mgr: Chuck Morris

H

HIGHWAY 101 "Walkin', Talkin', Cryin', Barely Beatin' Broken Heart" (WB 7-19968)
Prod: Paul Worley, Ed Seay Wr: Roger Miller, J. Tubb Pub: Tree (BMI) Mgr: Chuck Morris

BECKY HOBBS "A Little Hunk Of Heaven" (Curb 76758)
Prod: Richard Bennett Wr: Becky Hobbs, Don London Pub: Beckaroo Music, Careers Music (BMI) Mgr: Mike Robertson

ALAN JACKSON "Here In The Real World" (Arista 9922)
Prod: Keith Stegall, Scott Hendricks Wr: Alan Jackson, M. Irwin Pub: Mattie Ruth Music/Seventh Son Music/Ten Ten Music (ASCAP) Mgr: Barry Coburn

WAYLON JENNINGS "Wrong" (Epic 34 73352)
Prod: Richie Albright, Bob Montgomery Wr: S. Seskin, A. Pessis Pub: Love This Town Music/Endless Frogs Music/Bob-A-Law Songs (ASCAP) Mgr: Jim Halsey

GEORGE JONES "Hell Stays Open (All Night Long)" (Epic 34 73305)
Prod: Billy Sherrill Wr: B. Harden Pub: Gre-Kev Music (ASCAP) Mgr: Nancy Jones

JUDDS "Guardian Angels" (RCA 2524-7)
Prod: Brent Maher Wr: Naomi Judd, John Jarvis, Don Schlitz Pub: Kentucky Sweetheart Music/Plugged In Music; Don Schlitz Music (BMI; ASCAP) Mgr: Ken Stiltz

K

KENTUCKY HEADHUNTERS "Dumas Walker" (Mercury 876 536)
Prod: The Kentucky Headhunters Wr: The Kentucky Headhunters Pub: Three Headed Music/Pri Music/Head Cheese Music (ASCAP) Mgr: Mitchell Fox

ROBIN LEE "Black Velvet" (Atlantic 87979)
Prod: Nelson Larkin Wr: Christopher Ward, David Tyson Pub: Bluebear Waltzes; SBK Blackwood Canada/David Tyson Music (CAPAC; PRO) Mgr: Larkin, Inc.

PATTY LOVELESS "On Down The Line" (MCA 79004)
Prod: Tony Brown Wr: Kostas Pub: Songs Of PolyGram (BMI) Mgr: Roger Ramey

BARBARA MANDRELL "You've Become The Dream" (Capitol 79029)
Prod: Tom Collins Wr: J.D. Hick, Roger Murrah Pub: Tom Collins Music, Murrah Music (BMI) Mgr: Irby Mandrell

DONNIE MARSICO "I Will Stand By You" (Barn Burner 3133)
Prod: Barney Lee, Bob Corbin Wr: Bob Corbin Pub: Famous Music (ASCAP) Mgr: Group Entertainment

KATHY MATTEA "She Came From Fort Worth" (Mercury 876 746)
Prod: Allen Reynolds Wr: Pat Alger, Fred Koller Pub: Bait And Beer Music/orunner Music; Lucrative Music (ASCAP; BMI) Mgr: Bob Tittley

JENNIFER McCARTER & THE McCARTERS "Shot Full Of Love" (WB 7-19836)
Prod: Paul Worley, Ed Seay Wr: Bob McDill Pub: PolyGram International Publishing (ASCAP) Mgr: Mike Atkins

REBA McENTIRE "Walk On" (MCA 79009)
Prod: Jimmy Bowen, Reba McEntire Wr: Steve Dean, Lonnie Williams Pub: Tom Collins Music (BMI) Mgr: Navel Blackstock

TIM MENSY "You Can't Throw Dirt" (Columbia 38 73332)
Prod: Bob Montgomery Wr: Tim Mensy, Tony Haselden Pub: Cross Keys Music/Miss Dot Music/CBS Music; Millhouse Music/Songs of PolyGram, Int. (ASCAP; BMI) Mgr: Chuck Flood, Mary Ann McCreedy

RONNIE MILSAP "Stranger Things Have Happened" (RCA 9120-7)
Prod: Ronnie Milsap, R. Galbraith, Tom Collins Wr: Keith Stegall, Roger Murrah Pub: Tom Collins Music/Roger Murrah Music (BMI) Mgr: Mores, Nanas, Golden, & Peay

LORRIE MORGAN "He Talks To Me" (RCA 2508-7)
Prod: Barry Beckett Wr: Mike Reid, Rony Michael Bourke Pub: Lodge Hall/BMG Songs, Chappell & Co./RMB Songs (ASCAP) Mgr: Mores, Nanas, Golden, Peay

GARY MORRIS "So Little Love In The World" (Capitol 79023)
Prod: Jimmy Bowen, Gary Morris Wr: Michael Smotherman Pub: Rowdy Boy Music (ASCAP) Mgr: Steve Small

NITTY GRITTY DIRT BAND "From Small Things (Big Things One Day Come)" (MCA 79013)
Prod: Randy Scruggs, Nitty Gritty Dirt Band Wr: Bruce Springsteen Pub: Bruce Springsteen (ASCAP) Mgr: Chuck Morris

OAK RIDGE BOYS "Baby, You'll Be My Baby" (MCA 79006)
Prod: Jimmy Bowen Wr: Gene Pistilli, Troy Seals Pub: Almo Music/High Falutin' Music/WB Music/Two Sons Music (ASCAP) Mgr: Jim Halsey

O'KANES "Diddy All Night Long" (Columbia 38 73304)
Prod: Jamie O'Hara, Kieran Kane Wr: Jamie O'Hara, Kieran Kane Pub: Jamie O'Hara Music/Kieran Kane Music (ASCAP) Mgr: Mark Rothbaum

PAUL OVERSTREET "Richest Man On Earth" (RCA 2505-7)
Prod: James Stroud Wr: Paul Overstreet, Don Schlitz Pub: Scarlet Moon Music; Don Schlitz Music/Almo Music (BMI; ASCAP) Mgr: Bobby Roberts

DOLLY PARTON "White Limozeen" (Columbia 38 73341)
Prod: Ricky Skaggs, Dolly Parton Wr: Dolly Parton, M. Davis Pub: Velvet Apple Music, Songpalmer Music (BMI) Mgr: Sandy Gallin

CHARLIE PRIDE "Moody Woman" (16th Ave. B-70440)
Prod: Jerry Bradley, Charlie Pride Wr: Donny Kees, Jimmy Jay, Richard Ross Pub: Acuff-Rose; BMG Songs (BMI; ASCAP) Mgr: Jim Prater

JIM PURDY "Try Your Love On Me" (615 Records 90-S-1027)
Prod: Randy Hauser, Michael G. Smith Wr: Brent Mason, Charlie Craig Pub: 19th St. Music, Monk Family Music, Blackwood Music/EMI Blackwood Music (BMI) Mgr: Randy Hauser

EDDIE RABBITT "Runnin' With The Wind" (Capitol 44538)
Prod: Richard Landis Wr: Eddie Rabbitt, Reed Nielsen Pub: Eddie Rabbitt Music/Englishtown Music (BMI) Mgr: Stan Mores

EDDY RAVEN "Island" (Capitol 44537)
Prod: Barry Beckett Wr: Troy Seals, Eddy Raven Pub: WB Music/Two Sons Music/RavenSong Music (ASCAP) Mgr: None

RONNA REEVES "Sadly Mistaken" (Mercury 875 228)
Prod: Clyde Brooks, C. Michael Spriggs Wr: Gidget Baird, Byron Gallimore Pub: G.I.D. Music (ASCAP) Mgr: Ron Cotton

RESTLESS HEART "Dancy's Dream" (RCA 2503-7)
Prod: Scott Hendricks, Tim DuBois, Restless Heart Wr: Monty Powell, Greg Jennings Pub: Warner-Tamerlane; WB Music/Greg Jennings Music/Tim DuBois Music (BMI; ASCAP) Mgr: Mores, Nanas, Golden, & Peay

BILLY JOE ROYAL "Searchin' For Some Kind Of Clue" (Atlantic 87933)
Prod: Nelson Larkin Wr: Pal Rakes, Donny Kees, Nelson Larkin Pub: Acuff Rose; Lust-4-Fun Music (BMI; ASCAP) Mgr: Mark Ketchum, Nelson Larkin, Larry McFadden

SAWYER BROWN "Puttin' The Dark Back Into The Night" (Curb/Capitol 79040)
Prod: Randy Scruggs, Mark Miller Wr: Mark Miller Pub: Zoo Crew Music (ASCAP) Mgr: TKO Management

DAN SEALS "Love On Arrival" (Capitol 44435)
Prod: Kyle Lehning Wr: Dan Seals Pub: Pink Pig Music (BMI) Mgr: Tony Gottlieb

RICKY VAN SHELTON "I've Cried My Last Tear For You" (Columbia 73263)
Prod: Steve Buckingham Wr: Chris Waters, T. King Pub: Cross Keys (ASCAP) Mgr: Michael Campbell

SHENANDOAH "See If I Care" (Columbia 38 73237)
Prod: Rick Hall, Robert Byrne Wr: Walt Aldridge, Robert Byrne Pub: Colgems-EMI (ASCAP) Mgr: Bill Carter

RICKY SKAGGS "Hummingbird" (Epic 34 73312)
Prod: Ricky Skaggs, Steve Buckingham Wr: Greg Jennings, Tim DuBois Pub: WB Music/Restless Heart Music/Tim DuBois Music/Greg Jennings Music (ASCAP) Mgr: Bobby Cudd

SOUTHERN PACIFIC "I Go To Pieces" (WB 7-19860)
Prod: Southern Pacific, Jim Ed Norman Wr: Del Shannon Pub: Mole Hole Music/Bug Music/Right Song Music (BMI) Mgr: Entertainment Group

JEFF STEVENS & THE BULLETS "Roseanne" (Atlantic 87931)
Prod: Nelson Larkin, Ron Reynolds Wr: Ron Reynolds Pub: Ensign Music/Hot Licks Music (BMI) Mgr: Larkin, Inc.

DOUG STONE "I'd Be Better Off (In A Pine Box)" (Epic 34 73246)
Prod: Doug Johnson Wr: J. MacRae, S. Clark Pub: BMG Songs/Hide A Bone Music (ASCAP) Mgr: Phyllis Bennett, John Dorris

GEORGE STRAIT "Love Without End, Amen" (MCA 79015)
Prod: Jimmy Bowen, George Strait Wr: Aaron Barker Pub: O-Tex Music/Bill Butler Music (BMI) Mgr: Ery Woolsey

MARTY STUART "Hillbilly Rock" (MCA 79001)
Prod: Richard Bennett, Tony Brown Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Bonnie Gamer

LES TAYLOR "Knowin' You Were Leavin'" (Epic 34 73264)
Prod: Pat McMakin Wr: Mike Reid, Tommy Rocco Pub: Lodge Hall Music/PolyGram International (ASCAP) Mgr: Paul Zamek

MARSHA THORNTON "The Grass Is Greener" (MCA 79037)
Prod: Owen Bradley Wr: Barry Mann, Mike Anthony Pub: Screen Gems/EMI Music (BMI) Mgr: Ginger Anderson

RANDY TRAVIS "He Walked On Water" (WB 7-19878)
Prod: Kyle Lehning Wr: Allen Shamblin Pub: Hayes Street Music, Almo Music (ASCAP) Mgr: Lib Hatcher

TRAVIS TRITT "Help Me Hold On" (WB 7-19918)
Prod: Gregg Brown Wr: Travis Tritt, Pat Terry Pub: Tree/Post Oak Music; End of August Music (BMI; ASCAP) Mgr: Ken Kragen

TANYA TUCKER "Walking Shoes" (Capitol 44520)
Prod: Jerry Crutchfield Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Beau Tucker

CONWAY TWITTY "Fit To Be Tied Down" (MCA 79000)
Prod: Jimmy Bowen, Conway Twitty, Dee Henry Wr: Walt Aldridge Pub: Rick Hall Publishing (ASCAP) Mgr: Dee Henry

STEVE WARINER "The Domino Theory" (MCA 53733)
Prod: Randy Scruggs Wr: Bill LaBounty, Becky Foster Pub: Screen Gems-EMI/Warner-Tamerlane/Honey Farm Music (BMI) Mgr: Vector Management

KEVIN WELCH "Till I See You Again" (Reprise 7-19873)
Prod: Paul Worley, Ed Seay Wr: Kevin Welch Pub: Cross Keys Publishing (ASCAP) Mgr: Entertainment Group

KEITH WHITLEY "I'm Over You" (RCA 9122-7)
Prod: Garth Fundis, Keith Whitley Wr: Tim Nichols, Zack Tumer Pub: Hannah's Eyes Music/Coburn Music (BMI)

WILD ROSE "Where Did We Go Wrong" (Capitol 44558)
Prod: James Stroud Wr: Paul Kramer Pub: Tills Tunes (None) Mgr: Sharon Eaves

HANK WILLIAMS JR. "Good Friends, Good Whiskey, Good Lovin'" (WB 7-19872)
Prod: Barry Beckett, Hank Williams Jr., Jim Ed Norman Wr: Hank Williams Jr. Pub: Bococephus Music (BMI) Mgr: Merle Kilgore

MICHELLE WRIGHT "New Kind Of Love" (Arista 2002)
Prod: Steve Bogard, Rick Giles Wr: Rick Giles, Steve Bogard Pub: Kinetic Diamond Music/Edge O' Woods Music/WB Music/Rancho Bogardo Music (ASCAP) Mgr: Brian Ferriman

R

SAWYER BROWN "Puttin' The Dark Back Into The Night" (Curb/Capitol 79040)
Prod: Randy Scruggs, Mark Miller Wr: Mark Miller Pub: Zoo Crew Music (ASCAP) Mgr: TKO Management

DAN SEALS "Love On Arrival" (Capitol 44435)
Prod: Kyle Lehning Wr: Dan Seals Pub: Pink Pig Music (BMI) Mgr: Tony Gottlieb

RICKY VAN SHELTON "I've Cried My Last Tear For You" (Columbia 73263)
Prod: Steve Buckingham Wr: Chris Waters, T. King Pub: Cross Keys (ASCAP) Mgr: Michael Campbell

SHENANDOAH "See If I Care" (Columbia 38 73237)
Prod: Rick Hall, Robert Byrne Wr: Walt Aldridge, Robert Byrne Pub: Colgems-EMI (ASCAP) Mgr: Bill Carter

RICKY SKAGGS "Hummingbird" (Epic 34 73312)
Prod: Ricky Skaggs, Steve Buckingham Wr: Greg Jennings, Tim DuBois Pub: WB Music/Restless Heart Music/Tim DuBois Music/Greg Jennings Music (ASCAP) Mgr: Bobby Cudd

SOUTHERN PACIFIC "I Go To Pieces" (WB 7-19860)
Prod: Southern Pacific, Jim Ed Norman Wr: Del Shannon Pub: Mole Hole Music/Bug Music/Right Song Music (BMI) Mgr: Entertainment Group

JEFF STEVENS & THE BULLETS "Roseanne" (Atlantic 87931)
Prod: Nelson Larkin, Ron Reynolds Wr: Ron Reynolds Pub: Ensign Music/Hot Licks Music (BMI) Mgr: Larkin, Inc.

DOUG STONE "I'd Be Better Off (In A Pine Box)" (Epic 34 73246)
Prod: Doug Johnson Wr: J. MacRae, S. Clark Pub: BMG Songs/Hide A Bone Music (ASCAP) Mgr: Phyllis Bennett, John Dorris

GEORGE STRAIT "Love Without End, Amen" (MCA 79015)
Prod: Jimmy Bowen, George Strait Wr: Aaron Barker Pub: O-Tex Music/Bill Butler Music (BMI) Mgr: Ery Woolsey

MARTY STUART "Hillbilly Rock" (MCA 79001)
Prod: Richard Bennett, Tony Brown Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Bonnie Gamer

LES TAYLOR "Knowin' You Were Leavin'" (Epic 34 73264)
Prod: Pat McMakin Wr: Mike Reid, Tommy Rocco Pub: Lodge Hall Music/PolyGram International (ASCAP) Mgr: Paul Zamek

MARSHA THORNTON "The Grass Is Greener" (MCA 79037)
Prod: Owen Bradley Wr: Barry Mann, Mike Anthony Pub: Screen Gems/EMI Music (BMI) Mgr: Ginger Anderson

RANDY TRAVIS "He Walked On Water" (WB 7-19878)
Prod: Kyle Lehning Wr: Allen Shamblin Pub: Hayes Street Music, Almo Music (ASCAP) Mgr: Lib Hatcher

TRAVIS TRITT "Help Me Hold On" (WB 7-19918)
Prod: Gregg Brown Wr: Travis Tritt, Pat Terry Pub: Tree/Post Oak Music; End of August Music (BMI; ASCAP) Mgr: Ken Kragen

TANYA TUCKER "Walking Shoes" (Capitol 44520)
Prod: Jerry Crutchfield Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Beau Tucker

CONWAY TWITTY "Fit To Be Tied Down" (MCA 79000)
Prod: Jimmy Bowen, Conway Twitty, Dee Henry Wr: Walt Aldridge Pub: Rick Hall Publishing (ASCAP) Mgr: Dee Henry

STEVE WARINER "The Domino Theory" (MCA 53733)
Prod: Randy Scruggs Wr: Bill LaBounty, Becky Foster Pub: Screen Gems-EMI/Warner-Tamerlane/Honey Farm Music (BMI) Mgr: Vector Management

KEVIN WELCH "Till I See You Again" (Reprise 7-19873)
Prod: Paul Worley, Ed Seay Wr: Kevin Welch Pub: Cross Keys Publishing (ASCAP) Mgr: Entertainment Group

KEITH WHITLEY "I'm Over You" (RCA 9122-7)
Prod: Garth Fundis, Keith Whitley Wr: Tim Nichols, Zack Tumer Pub: Hannah's Eyes Music/Coburn Music (BMI)

WILD ROSE "Where Did We Go Wrong" (Capitol 44558)
Prod: James Stroud Wr: Paul Kramer Pub: Tills Tunes (None) Mgr: Sharon Eaves

HANK WILLIAMS JR. "Good Friends, Good Whiskey, Good Lovin'" (WB 7-19872)
Prod: Barry Beckett, Hank Williams Jr., Jim Ed Norman Wr: Hank Williams Jr. Pub: Bococephus Music (BMI) Mgr: Merle Kilgore

MICHELLE WRIGHT "New Kind Of Love" (Arista 2002)
Prod: Steve Bogard, Rick Giles Wr: Rick Giles, Steve Bogard Pub: Kinetic Diamond Music/Edge O' Woods Music/WB Music/Rancho Bogardo Music (ASCAP) Mgr: Brian Ferriman

SAWYER BROWN "Puttin' The Dark Back Into The Night" (Curb/Capitol 79040)
Prod: Randy Scruggs, Mark Miller Wr: Mark Miller Pub: Zoo Crew Music (ASCAP) Mgr: TKO Management

DAN SEALS "Love On Arrival" (Capitol 44435)
Prod: Kyle Lehning Wr: Dan Seals Pub: Pink Pig Music (BMI) Mgr: Tony Gottlieb

RICKY VAN SHELTON "I've Cried My Last Tear For You" (Columbia 73263)
Prod: Steve Buckingham Wr: Chris Waters, T. King Pub: Cross Keys (ASCAP) Mgr: Michael Campbell

SHENANDOAH "See If I Care" (Columbia 38 73237)
Prod: Rick Hall, Robert Byrne Wr: Walt Aldridge, Robert Byrne Pub: Colgems-EMI (ASCAP) Mgr: Bill Carter

RICKY SKAGGS "Hummingbird" (Epic 34 73312)
Prod: Ricky Skaggs, Steve Buckingham Wr: Greg Jennings, Tim DuBois Pub: WB Music/Restless Heart Music/Tim DuBois Music/Greg Jennings Music (ASCAP) Mgr: Bobby Cudd

SOUTHERN PACIFIC "I Go To Pieces" (WB 7-19860)
Prod: Southern Pacific, Jim Ed Norman Wr: Del Shannon Pub: Mole Hole Music/Bug Music/Right Song Music (BMI) Mgr: Entertainment Group

JEFF STEVENS & THE BULLETS "Roseanne" (Atlantic 87931)
Prod: Nelson Larkin, Ron Reynolds Wr: Ron Reynolds Pub: Ensign Music/Hot Licks Music (BMI) Mgr: Larkin, Inc.

DOUG STONE "I'd Be Better Off (In A Pine Box)" (Epic 34 73246)
Prod: Doug Johnson Wr: J. MacRae, S. Clark Pub: BMG Songs/Hide A Bone Music (ASCAP) Mgr: Phyllis Bennett, John Dorris

GEORGE STRAIT "Love Without End, Amen" (MCA 79015)
Prod: Jimmy Bowen, George Strait Wr: Aaron Barker Pub: O-Tex Music/Bill Butler Music (BMI) Mgr: Ery Woolsey

MARTY STUART "Hillbilly Rock" (MCA 79001)
Prod: Richard Bennett, Tony Brown Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Bonnie Gamer

LES TAYLOR "Knowin' You Were Leavin'" (Epic 34 73264)
Prod: Pat McMakin Wr: Mike Reid, Tommy Rocco Pub: Lodge Hall Music/PolyGram International (ASCAP) Mgr: Paul Zamek

MARSHA THORNTON "The Grass Is Greener" (MCA 79037)
Prod: Owen Bradley Wr: Barry Mann, Mike Anthony Pub: Screen Gems/EMI Music (BMI) Mgr: Ginger Anderson

RANDY TRAVIS "He Walked On Water" (WB 7-19878)
Prod: Kyle Lehning Wr: Allen Shamblin Pub: Hayes Street Music, Almo Music (ASCAP) Mgr: Lib Hatcher

TRAVIS TRITT "Help Me Hold On" (WB 7-19918)
Prod: Gregg Brown Wr: Travis Tritt, Pat Terry Pub: Tree/Post Oak Music; End of August Music (BMI; ASCAP) Mgr: Ken Kragen

TANYA TUCKER "Walking Shoes" (Capitol 44520)
Prod: Jerry Crutchfield Wr: Paul Kennerley Pub: Irving Music/Littlemarch Music (BMI) Mgr: Beau Tucker

CONWAY TWITTY "Fit To Be Tied Down" (MCA 79000)
Prod: Jimmy Bowen, Conway Twitty, Dee Henry Wr: Walt Aldridge Pub: Rick Hall Publishing (ASCAP) Mgr: Dee Henry

STEVE WARINER "The Domino Theory" (MCA 53733)
Prod: Randy Scruggs Wr: Bill LaBounty, Becky Foster Pub: Screen Gems-EMI/Warner-Tamerlane/Honey Farm Music (BMI) Mgr: Vector Management

KEVIN WELCH "Till I See You Again" (Reprise 7-19873)
Prod: Paul Worley, Ed Seay Wr: Kevin Welch Pub: Cross Keys Publishing (ASCAP) Mgr: Entertainment Group

NEW ARTISTS

Reports

- 1 **ERIC JOHNSON**/High Landrons (Capitol) 97
- 2 **L.A. GUNS**/The Ballad Of Jayne (Vertigo/Polydor) 96
- 3 **LITTLE CAESAR**/Chain Of Fools (DGC) 83
- 4 **FRONT**/Le Motion (Columbia) 65
- 5 **ADRIAN BELEW**/Pretty Pink Rose (Atlantic) 56
- RAVE-UPS**/Respectfully King Of Rain (Epic) 56
- 7 **DAVID BAERWALD**/All For You (A&M) 49
- 8 **SHY ENGLAND**/Give It All You Got (MCA) 47
- 9 **HARLOW**/Chain Reaction (Reprise) 40
- 10 **LENNY KRAVITZ**/Mr. Cab Driver (Virgin) 36
- 11 **HURRICANE**/Dance Little Sister (Enigma) 35
- 12 **LOCK UP**/Nothing New (Geffen) 29
- 13 **WARRIOR SOUL**/We Cry Out (DGC) 27
- 14 **HUNTERS & COLLECTORS**/When The River... (Atlantic) 26
- 15 **DANGER DANGER**/Bang Bang (Imagine/Epic) 25
- LORD TRACY**/Foolish Love (MCA) 25
- 17 **MANITOBA'S WILD KINGDOM**/The Party Starts... (MCA) 23
- 18 **SINEAD O'CONNOR**/Nothing Compares 2 U (Chrysalis) 21
- THUNDER**/She's So Fine (Capitol) 21
- 20 **PAUL COTTON**/I Can Hear Your Heartbeat (Sisapa) 17

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

178 REPORTERS

Reports/Adds Heavy Medium

— — 3	1	ZZ TOP /Doubleback (WB)	173+/17	142+	30-
5 3 2	2	LITTLE FEAT /Texas Twister (WB)	167-/0	139+	28-
7 6 5	3	JUDE COLE /Baby It's Tonight (Reprise)	162+/2	124+	36-
2 1 1	4	DAMN YANKEES /Coming Of Age (WB)	151-/0	130-	21+
— 12 7	5	BILLY IDOL /Cradle Of Love (Chrysalis)	164+/3	95+	63-
11 8 8	6	ROBERT PLANT /Tie Dye On The Highway (Es Paranza/Atlantic)	144-/3	83+	57-
20 14 12	7	HEART /Wild Child (Capitol)	148+/6	72+	71-
14 10 10	8	GIANT /I'll See You In My Dreams (A&M)	134-/4	80+	49-
26 20 15	9	TOM PETTY /Yer So Bad (MCA)	137+/9	70+	63-
6 4 6	10	BLACK CROWES /Jealous Again (Def American/Geffen)	126-/1	80-	39-
4 2 4	11	FLEETWOOD MAC /Save Me (WB)	114-/0	102-	10=
16 13 13	12	LONDON QUIREBOYS /7 O'Clock (Capitol)	138+/7	55+	65-
13 9 9	13	BAD ENGLISH /Heaven Is A 4 Letter Word (Epic)	131-/2	66+	61-
— 39 21	14	ERIC CLAPTON /Before You Accuse Me (Reprise)	119+/24	41+	73+
30 24 19	15	MICHAEL PENN /This And That (RCA)	112+/7	36+	68-
21 21 17	16	DEL AMITRI /Kiss This Thing Goodbye (A&M)	114+/6	42+	63-
1 5 11	17	ROBERT PLANT /The Hurting Kind (Es Paranza/Atlantic)	79-/0	68-	9+
— 42 28	18	WHITESNAKE /Now You're Gone (Geffen)	123+/17	19+	80+
42 31 23	19	MIDNIGHT OIL /Forgotten Years (Columbia)	107+/17	33+	60+
24 23 18	20	AEROSMITH /Monkey On My Back (Geffen)*	110-/3	24+	74-
DEBUT	21	PRETENDERS /Never Do That (Sire/WB)	104 /104	27	67
45 38 31	22	FLEETWOOD MAC /Love Is Dangerous (WB)	99+/21	32+	64+
39 30 27	23	SLEEZE BEEZ /Stranger Than Paradise (Atlantic)	116+/3	7+	70+
12 11 14	24	CHURCH /Metropolis (Arista)	73-/0	33-	34-
23 22 22	25	FASTER PUSSYCAT /House Of Pain (Elektra)	93-/1	17-	59-
34 27 26	26	L.A. GUNS /The Ballad Of Jayne (Vertigo/Polydor)	96+/4	21+	50+
36 32 30	27	ERIC JOHNSON /High Landrons (Capitol)	97+/10	20+	57+
— 49 38	28	ALANNAH MYLES /Love Is (Atlantic)	92+/14	20+	62+
29 25 25	29	MISSION U.K. /Deliverance (Mercury)	107-/3	14+	57-
38 34 34	30	BATON ROUGE /Walks Like A Woman (Atlantic)	106+/13	7+	59+
— 47 37	31	ELECTRIC BOYS /All Lips N' Hips (Atco)	110+/13	1+	63+
31 29 29	32	JOE SATRIANI /I Believe (Relativity)	72-/0	14-	48-
19 19 24	33	SLAUGHTER /Up All Night (Chrysalis)	63-/0	23-	33-
3 7 16	34	HEART /All I Wanna Do Is Make Love To You (Capitol)	50-/0	37-	9-
9 18 32	35	DON HENLEY /The Heart Of The Matter (Geffen)	41-/0	34-	5-
40 37 36	36	BILLY JOEL /The Downeaster 'Alexa' (Columbia)	58-/1	21+	36-
— — 45	37	MOTLEY CRUE /Don't Go Away Mad Just Go Away (Elektra)	77+/29	8+	45+
53 48 40	38	KINGS OF THE SUN /Drop The Gun (RCA)	83+/9	2=	40+
8 15 33	39	ERIC CLAPTON /No Alibis (Reprise)	42-/0	33-	5-
— — 54	40	LITTLE CAESAR /Chain Of Fools (DGC)	83+/36	1+	39+
17 17 20	41	ALICE COOPER /Only My Heart Talking (Epic)	52-/0	8-	40-
58 51 43	42	CHRIS REA /Texas (Geffen)	49+/3	13+	29+
— 53 44	43	PHIL COLLINS /Do You Remember? (Atlantic)	43+/4	20+	20-
DEBUT	44	ADRIAN BELEW /Pretty Pink Rose (Atlantic)	56 /55	8	33
60 56 46	45	FRONT /Le Motion (Columbia)	65+/8	1+	28+
— — 53	46	RUSH /Superconductor (Atlantic)	50+/16	5+	33+
DEBUT	47	WORLD PARTY /Way Down Now (Chrysalis)	46+/31	8+	25+
DEBUT	48	DAVID BAERWALD /All For You (A&M)	49+/43	3+	29+
15 26 41	49	TESLA /The Way It Is (Geffen)	32-/0	15-	13-
— — 57	50	LOU GRAMM /Angel With A Dirty Face (Atlantic)	33+/8	8+	20+
— — 60	51	COMPANY OF WOLVES /The Distance (Mercury)	50+/10	6+	23+
— 54 50	52	RAVE-UPS /Respectfully King Of Rain (Epic)*	56+/3	2=	29+
25 33 42	53	AEROSMITH /What It Takes (Geffen)	25-/0	17-	4-
DEBUT	54	Y&T /Don't Be Afraid Of The Dark (Geffen)	48+/19	2+	21+
— — 55	55	LENNY KRAVITZ /Mr. Cab Driver (Virgin)	36+/4	6+	25+
DEBUT	56	SMITHEREENS /Yesterday Girl (Enigma/Capitol)	32+/23	4+	24+
59 — 58	57	SUZANNE VEGA /Book Of Dreams (A&M)	26-/0	9+	14-
DEBUT	58	SHY ENGLAND /Give It All You Got (MCA)	47+/4	2=	13+
DEBUT	59	HURRICANE /Dance Little Sister (Enigma)	35-/1	1=	20+
DEBUT	60	KISS /Rise To It (Mercury)	36+/13	1=	18+

* Keeps a bullet due to continued growth.

THANKS RADIO!



1

"DOUBLEBACK"

On 173 AORs

From The Movie



Exclusive MTV Premiere
Monday May 14

Produced by Bill Ham for Lone Wolf Productions
Management: Lone Wolf Management



RECORDS

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BREAKERS

ERIC CLAPTON
Before You Accuse Me (Reprise)
67% of our reporters on it.

MICHAEL PENN
This And That (RCA)
63% of our reporters on it.

BATON ROUGE
Walks Like A Woman (Atlantic)
60% of our reporters on it.

ELECTRIC BOYS
All Lips N' Hips (Atco)
62% of our reporters on it.

MIDNIGHT OIL
Forgotten Years (Columbia)
60% of our reporters on it.



**SOON
ALL HELL'S
GONNA
BREAK LOOSE.**

HELL TO PAY, the long-awaited new album from **The Jeff Healey Band** arrives in-store May 25th. The lead track **"I Think I Love You Too Much"** is already burning up the airwaves everywhere. Going for adds May 14th.

ARISTA

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Produced by Ed Stasium



NATIONAL AIRPLAY®

3 2
WKS WKS LW TW

178 REPORTERS

MAY 11, 1990

Reports/Adds Heavy Medium

1	1	1	1	1	ROBERT PLANT/Manic Nirvana (Es Paranza/Atlantic)	"Tie" (144) "Hurting" (79) "Cried" (21)	167- /0	135-	29+
3	3	2		2	FLEETWOOD MAC/Behind The Mask (WB)	"Save" (114) "Love" (99) "Affairs" (12)	157- /1	124-	28+
2	2	3		3	HEART/Brigade (Capitol)	"Wild" (148) "All" (50) "Tall" (17)	168+ /3	108-	59+
5	5	4		4	LITTLE FEAT/Representing The Mambo (WB)	"Texas" (167) "That's" (11) "Woman" (10)	168= /0	140+	28-
4	4	5		5	DAMN YANKEES/Damn Yankees (WB)	"Coming" (151) "Come" (13) "Bad" (8)	160- /2	134-	25+
8	7	6		6	JUDE COLE/A View From 3rd Street (Reprise)	"Baby" (162) "House" (1) "Get" (1)	162+ /2	124+	36-
—	—	8		7	BILLY IDOL/Charmed Life (Chrysalis)	"Cradle" (164) "L.A." (12) "Prodigal" (3)	164+ /3	95+	63-
7	8	9		8	ERIC CLAPTON/Journeyman (Reprise)	"Before" (119) "No" (42) "Bad" (7)	143+ /17	70+	67+
20	13	12		9	TOM PETTY/Full Moon Fever (MCA)	"Yer" (137) "Face" (10)	137+ /7	72+	61-
14	11	11		10	GIANT/Last Of The Runaways (A&M)	"I'll" (134)	134= /4	80+	49-
6	6	7		11	BLACK CROWES/Shake Your MoneyMaker (Def American/Geffen)	"Jealous" (126) "Twice" (2) "Hard" (2)	128- /2	81-	39-
13	10	10		12	BAD ENGLISH/Bad English (Epic)	"Heaven" (131) "Best" (1)	131- /2	66+	61-
9	9	13		13	AEROSMITH/Pump (Geffen)	"Monkey" (110) "What" (25) "Other" (5)	126- /2	46-	67-
16	14	15		14	LONDON QUIREBOYS/A Bit Of What You Fancy (Capitol)	"7" (138)	138+ /7	55+	65-
17	18	16		15	MIDNIGHT OIL/Blue Sky Mining (Columbia)	"Forgotten" (107) "Blue" "King"	109+ /12	38+	58+
23	20	17		16	DEL AMITRI/Waking Hours (A&M)	"Kiss" (114) "Opposite" (3) "Stone" (2)	117+ /6	44+	64+
31	22	18		17	MICHAEL PENN/March (RCA)	"This" (112) "Evenfall" (1)	112+ /7	36+	68-
—	36	22		18	WHITESNAKE/Slip Of The Tongue (Geffen)	"Now" (123) "Slip" (1) "Deeper" (1)	125+ /17	20+	81+
—	36	28		19	ALANNAH MYLES/Alannah Myles (Atlantic)	"Love" (92) "Lover" (3) "Still" (2)	98+ /14	22+	65+
34	31	30		20	ERIC JOHNSON/Ah Via Musicom (Capitol)	"High" (97) "Forty" (2) "Desert" (1)	99+ /10	20+	59+
38	33	25		21	SLEEZE BEEZ/Screwed Blue & Tattooed (Atlantic)	"Stranger" (116)	116+ /3	7+	70+
12	12	14		22	CHURCH/Gold Afternoon Fix (Arista)	"Metropolis" (73) "Monday" (1) "Essence" (1)	73- /0	33-	35-
24	21	21		23	FASTER PUSSYCAT/Wake Me When It's Over (Elektra)	"House" (93)	93- /1	17-	59-
32	29	29		24	L.A. GUNS/Cocked & Loaded (Vertigo/Polydor)	"Ballad" (96)	96+ /4	21+	50+
30	23	23		25	MISSION U.K./Carved In The Sand (Mercury)	"Deliverance" (107) "Butterfly" (2) "Sea" (1)	109- /3	14+	58-
26	24	27		26	RUSH/Presto (Atlantic)	"Superconductor" (50) "Pass" (18) "Presto" (7)	72+ /12	18-	40+
27	32	32		27	MOTLEY CRUE/Dr. Feelgood (Elektra)	"Don't" (77) "Without" (17) "Kickstart" (1)	90+ /20	14-	50+
37	34	31		28	BATON ROUGE/Shake Your Soul (Atlantic)	"Walks" (106)	106+ /13	7+	59+
DEBUT				29	ELECTRIC BOYS/Funk-O-Metal Carpet Ride (Atco)	"Lips" (110)	110 /13	1	63
29	26	26		30	JOE SATRIANI/Flying In A Blue Dream (Relativity)	"Believe" (72) "Flying" (2) "Back" (2)	74- /0	15-	49-
10	17	24		31	DON HENLEY/The End Of The Innocence (Geffen)	"Heart" (41) "Bad" (5) "Gimme" (1)	46- /1	37-	7-
21	19	20		32	SLAUGHTER/Stick It To Ya (Chrysalis)	"Up" (63) "Burnin'" (1) "Fly" (1)	63- /0	23-	33-
36	35	35		33	BILLY JOEL/Storm Front (Columbia)	"Downeaster" (58)	58- /1	21+	36-
—	—	36		34	KINGS OF THE SUN/Full Frontal Attack (RCA)	"Drop" (83)	83+ /9	2=	40+
—	—	40		35	PHIL COLLINS/...But Seriously (Atlantic)	"Do" (43) "Something" (4) "Wish" (2)	48+ /3	25+	19-
22	30	37		36	SMITHEREENS/Smithereens 11 (Enigma/Capitol)	"Yesterday" (32) "Blues" (17) "Girl" (1)	50+ /21	13-	30+
DEBUT				37	ADRIAN BELEW/Young Lions (Atlantic)	"Pretty" (56)	56+ /55	8+	33+
DEBUT				38	LOU GRAMM/Long Hard Look (Atlantic)	"Angel" (33) "True" (5) "Running" (4)	42+ /7	11+	26+
—	39	39		39	CHRIS REA/The Road To Hell (Geffen)	"Texas" (49) "Your" (1)	50+ /3	13+	30+
DEBUT				40	FRONT/The Front (Columbia)	"Le Motion" (65) "Fire" (1)	66 /8	1	29

BREAKERS

ELECTRIC BOYS
Funk-O-Metal Carpet Ride (Atco)
62% of our reporters on it.

BATON ROUGE
Shake Your Soul (Atlantic)
60% of our reporters on it.

MOST ADDED

ADRIAN BELEW (55)
SMITHEREENS (21)
MANITOBA'S WILD KINGDOM (20)
MOTLEY CRUE (20)
ERIC CLAPTON (17)
WHITESNAKE (17)
ALANNAH MYLES (14)
BATON ROUGE (13)
ELECTRIC BOYS (13)
KISS (12)
MIDNIGHT OIL (12)
RUSH (12)

HOTTEST

LITTLE FEAT (140)
ROBERT PLANT (135)
DAMN YANKEES (134)
JUDE COLE (124)
FLEETWOOD MAC (124)
HEART (108)
BILLY IDOL (95)
BLACK CROWES (81)
GIANT (80)
TOM PETTY (72)

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GARY MOORE OH

Featuring Albert King from the forthcoming album

PRETTY

"Still Got The Blues" from Gary Moore.

WOMAN



Produced by Gary Moore and Ian Taylor. Management: Steve Barnett/Stewart Young. Hard to Handle Management.



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NATIONAL AIRPLAY®

LW	TW	
2	1	DEPECHE MODE/Violator (Sire/Reprise)
1	2	SINEAD O'CONNOR/Do Not Want What I Haven't Got (Chrysalis)
3	3	MIDNIGHT OIL/Blue Sky Mining (Columbia)
6	4	SUNDAYS/Reading, Writing & Arithmetic (DGC)
5	5	LLOYD COLE/Lloyd Cole (Capitol)
7	6	THAT PETROL EMOTION/Chemicrazy (Virgin)
4	7	HOUSE OF LOVE/House Of Love (Fontana/Mercury)
14	8	WORLD PARTY/Goodbye Jumbo (Chrysalis)
9	9	MISSION U.K./Carved In The Sand (Mercury)
17	10	HUNTERS & COLLECTORS/Ghost Nation (Atlantic)
11	11	VARIOUS ARTISTS/Pretty Woman (EMI)
12	12	SUZANNE VEGA/Days Of Open Hand (A&M)
13	13	BILLY IDOL/Charmed Life (Chrysalis)
10	14	CHURCH/Gold Afternoon Fix (Arista)
8	15	LIGHTNING SEEDS/Clouduckooland (MCA)
18	16	SOCIAL DISTORTION/Social Distortion (Epic)
16	17	PETER MURPHY/Deep (Beggars Banquet/RCA)
24	18	MORRISSEY/November Spawned A Monster (track) (Sire/Reprise)
25	19	LOU REED & JOHN CALE/Songs For Drella (Sire/WB)
21	20	CHILLS/Submarine Bells (Slash/WB)
23	21	4 OF US/Songs For The Tempted (Columbia)
DEBUT	22	ADRIAN BELEW/Young Lions (Atlantic)
15	23	STONE ROSES/Stone Roses (Silvertone/RCA)
20	24	JOHNNY CLEGG & SAVUKA/Cruel Crazy Beautiful World (Capitol)
19	25	THEY MIGHT BE GIANTS/Flood (Elektra)
26	26	NITZER EBB/Showtime (Geffen)
DEBUT	27	BLUE AEROPLANES/Swagger (Chrysalis)
29	28	FALL/Extricate (Fontana/Mercury)
DEBUT	29	PRETENDERS/Never Do That (track) (Sire/WB)
DEBUT	30	RAVE-UPS/Chance (Epic)

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
ADRIAN BELEW PRETENDERS ULTRA VIVID SCENE ORIGIN J. HARRISON: CASUAL GODS	DEPECHE MODE SINEAD O'CONNOR SUNDAYS PUBLIC ENEMY WORLD PARTY MIDNIGHT OIL	SINEAD O'CONNOR DEPECHE MODE CURE SUNDAYS WORLD PARTY

MOST ADDED	HOTTEST	MOST REQUESTED
PRETENDERS/Never (104) ADRIAN BELEW/Pretty (55) DAVID BAERWALD/All (43) LITTLE CAESAR/Chain (36) WORLD PARTY/Way (31) MOTLEY CRUE/Don't (29) ERIC CLAPTON/Before (24) MANITOBA'S WILD.../Party (23) SMITHEREENS/Yesterday (23) FLEETWOOD MAC/Love (21)	ZZ TOP/Doubleback (142) LITTLE FEAT/Texas (139) DAMN YANKEES/Coming (130) JUDE COLE/Baby (124) FLEETWOOD MAC/Save (102) BILLY IDOL/Cradle (95) ROBERT PLANT/Tie (83) BLACK CROWES/Jealous (80) GIANT/11 (80) HEART/Wild (72)	ZZ TOP/Doubleback (54) DAMN YANKEES/Coming (43) LITTLE FEAT/Texas (33) BLACK CROWES/Jealous (27) BILLY IDOL/Cradle (26) GIANT/11 (18) ROBERT PLANT/Tie (18) L.A. GUNS/Ballad (15) SLAUGHTER/Up (15) FASTER PUSSYCAT/House (13)

NEW & ACTIVE

HARLOW "Chain Reaction" (Reprise) 40/5 (36/5)

Adds: WSHE, KQDS, KZRR, KDJK, KFMQ. Medium 10: WQFM, KAZY, KBPI, KGON, KKEG, KMJX, KEZE, WXQR, KSQY, WYMG.

HUNTERS & COLLECTORS "When The River Runs Dry" (Atlantic) 26/1 (25/9)

Adds: WIZN. Medium 9: WXRT, WHFS, WDHA, WEZX, KLBJ, WROV, KJJO, KICT, WWWV.

DANGER DANGER "Bang Bang" (Imagine/Epic) 25/6 (21/7)

Adds: KAZY, WPDH, WNCN, KZRR, WKGB, WRUF. Heavy 1: KZOO. Medium 12 including WSHE, WRIF, KBPI, KUPD, KBER, WDHA, KBAT, WAZU, WKQZ, KDJK.

LORD TRACY "Foolish Love" (MCA) 25/4 (21/12)

Adds: KSHE, KRZQ, KRNA, KSEZ. Heavy 1: KZOO. Medium 8 including KBPI, WEZX, WEGR, KBAT, WXKE, WZBH, KBOY.

MANITOBA'S WILD KINGDOM "The Party Starts Now!!" (MCA) 23/23 (1/0)

Adds including WSHE, KLOS, WKLC, WAQY, KMJX, KRIX, KBAT, WHTQ, WIXV, KZRR. Medium 7: WIYY, WOVE, CILQ, WFBQ, WQFM, WWTR, WXQR.

JERRY HARRISON: CASUAL GODS "Flying Under Radar" (Sire/WB) 18/10 (8/8)

Adds: WMMR, WNOR, WFBQ, KBCO, KROR, WHFS, KRZQ, WIZN, WBLM, WMAD. Heavy 2 including WXRT. Medium 10 including KSHE, KLBJ, KEZO, KFMF, KZOO.

TOM KIMMEL "A Small Song" (Polydor) 18/4 (15/6)

Adds: KTCZ, WKDF, WIZN, WMAD. Medium 7 including KBCO, KKEG, WKRR, KEZO, KDJK, KFMU.

PAUL COTTON "I Can Hear Your Heartbeat" (Sisapa) 17/4 (14/1)

Adds: WSTZ, WFYV, WPXC, KRQU. Heavy 2: KFMQ, KFMU. Medium 5 including KWIC, KMOD, KQWB, WMAD.

CURE "Pictures Of You" (Elektra) 16/0 (18/2)

Heavy 5 including WHCN, KRIX, KJJO, KFMU. Medium 8: WMMR, WRKI, KMJX, WROV, WWTR, WZBH, KRNA, KTYD.

BRENT BOURGEOIS LP "Brent Bourgeois" (Charisma) 15/11 (4/3)

Adds including WDHA, KKEG, WWWV, KSQY. Heavy 1: WHFS. Medium 10: KBCO, KGON, KRXQ, KZAP, WRKI, CHEZ, KLBJ, KJOT, KZOO, KFMU.

ERNIE ISLEY "Back To Square One" (Elektra) 15/3 (12/3)

Adds: KBAT, KLPX, KSQY. Heavy 1: KLBJ. Medium 4: KGON, WPLR, KRIX, WEGR.

SINEAD O'CONNOR "The Emperor's New Clothes" (Chrysalis) 15/0 (14/2)

Heavy 7 including WXRT, KBCO, WHFS, KJJO, WIZN, WMAD. Medium 7: WBAB, WDHA, KLBJ, WBLM, WWWV, KBOY, KTYD.

Adrian Belen



NEW ROCK DEBUT **22**
NEW ROCK
#1 MOST ADDED

AOR ALBUM
#1 MOST ADDED
TRACK DEBUT **44**
ALBUM DEBUT **37**

"PRETTY PINK ROSE"

(Duet with David Bowie)

the first single
from the forthcoming album YOUNG LIONS

Produced by Adrian Belen

Catch Adrian as David Bowie's featured guitarist
on their current world tour.



On Atlantic Records, Cassettes and Compact Discs
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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.

HOTTEST — This week's albums and tracks receiving the most heavy reports.

CONVENTION REGISTRANTS!

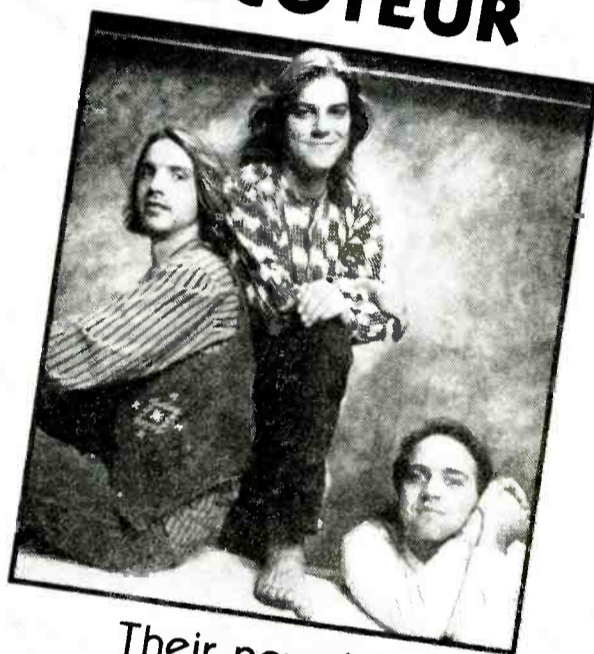
Friday night at 10pm, the Plaza Room becomes the Lizard Lounge, with free refreshments, free chameleons, and live music by

LOWEN & NAVARRO

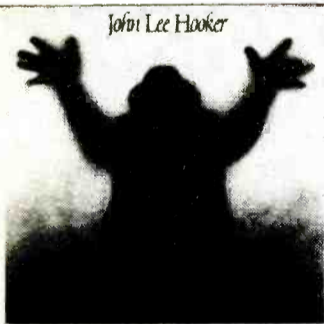


New LP, single and video on your desk next week. Produced by Jim Scott (The Call, Robbie Robertson, Sting)

ECOTEUR



Their new LP, "Weekend Guru", ships this summer. Produced by Shel Talmy.



John Lee Hooker

JOHN LEE HOOKER "The Healer"

With Special Guests Bonnie Raitt, Carlos Santana, Robert Cray, Los Lobos, George Thorogood, Canned Heat, Charlie Musselwhite. Sales over 400,000.



DANNY O'KEEFE "Along For The Ride"

New single and video now happening at AC



BONEDADDYS "Yes They Do"

New dance remixes by Tony Garcia. See the Bonedaddys this Saturday, 5/12, at the Music Machine.



DRAMARAMA "Wonderamaland"

The new track now hitting MTV, AOR and New Rock. Headlining Hollywood Palladium Thursday, 5/10.

Original Motion Picture Soundtrack
FAR OUT MAN



No Brain, No Pain.

"FAR OUT MAN" Original Soundtrack

Starring Tommy Chong. Music by Kool Moe Dee, Don Dokken, Samantha Fox, Bonedaddys. Opening nationally this weekend.

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Chameleon Records

SOUTH (Continued)

MICHAEL PENN BLACK CROWES LITTLE FEAT LONDON QUIREBOYS...

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KBAT/Odesa (915) 563-2121 PD: FRANK HALL MD: DREW DAWSON

WKQI/Oxford (407) 682-7076 PD: NEAL MIRSLEY MD: LEE RANDALL

WHTQ/Olando (407) 295-3990 PD: KEN CARSON MD: ANNIE SOMMERS

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WKAL/Charlotteville (804) 971-4057 OM: JAY LOPEZ MD: JOHN KNAPP

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WKYC/Coastal N.C. (919) 455-2177 PD: KRIS KELLY

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WRUF/Gainesville (904) 392-0771 PD: HARRY GUSCOTT MD: RICK ALLEN

WXII/Savannah (912) 897-1529 PD: VIRGIL THOMPSON MD: JAY SISSON

WXII/Savannah (912) 897-1529 PD: VIRGIL THOMPSON MD: JAY SISSON

WXII/Savannah (912) 897-1529 PD: VIRGIL THOMPSON MD: JAY SISSON

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WXII/Savannah (912) 897-1529 PD: VIRGIL THOMPSON MD: JAY SISSON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

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WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

WZVC/Coastal NC (919) 247-8343 ON/PD: BILL CANNON

KTCZ/Minneapolis (612) 339-0000 PD: ALAN LAWSON MD: J. FREDERICKSEN

KTCZ/Minneapolis (612) 339-0000 PD: ALAN LAWSON MD: J. FREDERICKSEN

KTCZ/Minneapolis (612) 339-0000 PD: ALAN LAWSON MD: J. FREDERICKSEN

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KTCZ/Minneapolis (612) 339-0000 PD: ALAN LAWSON MD: J. FREDERICKSEN

KTCZ/Minneapolis (612) 339-0000 PD: ALAN LAWSON MD: J. FREDERICKSEN

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

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KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

KQGO/Des Moines (515) 265-6181 PD: PHIL WILSON MD: JACK EMERSON

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

WKQZ/Saginaw (517) 895-5115 PD: MIKE FERRIS MD: JOE MARTIN

KMOD/Tulsa (918) 684-2810 PD: PHIL STONE MD: PAUL WELCH

KMOD/Tulsa (918) 684-2810 PD: PHIL STONE MD: PAUL WELCH

KMOD/Tulsa (918) 684-2810 PD: PHIL STONE MD: PAUL WELCH

KMOD/Tulsa (918) 684-2810 PD: PHIL STONE MD: PAUL WELCH

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KMOD/Tulsa (918) 684-2810 PD: PHIL STONE MD: PAUL WELCH



CHR ADDS & HOTS

EAST BREAKOUTS

MOST ADDED

G. Medeiros f/b. Brown No Breakouts
ZZ Top
Del Amitri
Go West
Johnny Gill
Louie Louie



FLY52/Albany, NY
Todd Pattengill

TOMMY PAGE
BRENT BOURGEOIS
BONNIE RAITT
DEL AMITRI
JOHNNY GILL
WHISTLE
Hottest:
JANET JACKSON 4-1
MADONNA 7-5
EXPOSE 11-8
PHIL COLLINS 22-12
RICHARD MARX 28-18

99WV/Albany, NY
Tom Parker

GLENN MEDEIROS
NIKKI
ZZ TOP (dp)
DANGER DANGER (dp)
SLAUGHTER (dp)
ELTON JOHN (dp)
D MOB
Hottest:
MADONNA 2-1
HEART 4-3
WILSON PHILLIPS 5-4
ROD STEWART 8-5
M.C. HAMMER 12-8

WAEB/Allentown, PA
Ryder/Johnson

PARTNERS IN KRYME
BILLY JOEL
ALANNAH MYLES
NIKKI
DANGER DANGER (dp)
Hottest:
SINEAD O'CONNOR 1-1
HEART 10-8
M.C. HAMMER 17-13
ROXETTE 19-18
PARTNERS IN KRYME D-30

HOT388/Allentown, PA
Schafer/Stryker

ROXETTE
SNAP (dp)
Hottest:
MADONNA 3-1
SWEET SENSATION 4-3
M.C. HAMMER 6-5
BELL BIV DEVOE 12-6
TIMMY T 13-10

WVSR/Charleston, WV
Bill Shaheen

GLENN MEDEIROS
DEPECHE MODE (dp)
LOUIE LOUIE (dp)
BRENT BOURGEOIS
TYLER COLLINS
Hottest:
MADONNA 5-1
ANDREW RIDGELY
AEROSMITH 3-2
JANET JACKSON 4-3
HEART 6-4
M.C. HAMMER 15-11

JET-FM/Erie, PA
Jim Cook

ZZ TOP
GO WEST
DEPECHE MODE
GLENN MEDEIROS (dp)
Hottest:
MADONNA 3-1
HEART 4-2
WILSON PHILLIPS 6-4
JANET JACKSON 9-6
LINDA RONSTADT 15-13

WERZ/Exeter, NH
Falcon/Lief

none
Hottest:
SINEAD O'CONNOR 1-1
MADONNA 10-7
SWEET SENSATION 14-10
M.C. HAMMER 19-11
RICHARD MARX 22-14

WVNC/Harrisburg, PA
Bond/August

GLENN MEDEIROS
ZZ TOP
ALANNAH MYLES
ANDREW RIDGELY
TOMMY PAGE
AFTER 7
MICHAEL MCDONALD
Hottest:
MADONNA 10-1
SWEET SENSATION 7-4
WILSON PHILLIPS 11-7
ROXETTE 15-10
BELL BIV DEVOE 28-18

WTIC/Hartford, CT
Mitchell/White

B-52'S
JOHNNY GILL
GLENN MEDEIROS
Hottest:
MADONNA 1-1
M.C. HAMMER 3-3
BELL BIV DEVOE 12-7
PERFECT GENTLEMEN 14-9
AFTER 7 25-15

WKEE/Huntington, WV
Paxton/Miller

GLENN MEDEIROS (dp)
LOUIE LOUIE (dp)
DEL AMITRI
Hottest:
SINEAD O'CONNOR 1-1
JANET JACKSON 8-3
ROXETTE 15-7
RICHARD MARX 23-16
M.C. HAMMER 34-28

WLAN/Lancaster, PA
Marino/Murray

BELL BIV DEVOE
M.C. HAMMER
CURE
Hottest:
HEART 2-2
MADONNA 3-3
AEROSMITH 6-5
WILSON PHILLIPS 7-6
ROXETTE 31-9

KC101/New Haven, CT
Rybak/Poleman

GLENN MEDEIROS
BONNIE RAITT
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 9-4
M.C. HAMMER 19-11
PARTNERS IN KRYME 18-14

103CR/Beckley, WV
Spencer/Davis

GLENN MEDEIROS
GIANT
ZZ TOP
LINDA RONSTADT (dp)
GO WEST
Hottest:
SINEAD O'CONNOR 1-1
MADONNA 6-2
HEART 3-3
WILSON PHILLIPS 7-5
M.C. HAMMER 10-7

96XX/Burlington, VT
J.J. Riley

ZZ TOP
LOUIE LOUIE
NIKKI
ANDREW RIDGELY
LINDA RONSTADT
LIGHTNING SEEDS (dp)
MICHEL'LE (dp)
Hottest:
JANET JACKSON 4-1
WILSON PHILLIPS 6-3
MADONNA 13-4
HEART 10-5
M.C. HAMMER 19-13

WIKZ/Chambersburg, PA
Alexander/Shane

ZZ TOP
BILLY JOEL
Hottest:
SINEAD O'CONNOR 1-1
CALLOWAY 2-2
HEART 3-3
MADONNA 7-4
PARTNERS IN KRYME 16-9

96XX/Ocean City, MD
Hitman/Ocean

TAYLOR DAYNE
GO WEST
JOHNNY GILL
ANA
GEORGE LAMOND
HOUSE OF LOVE
Hottest:
WILSON PHILLIPS 2-1
JANET JACKSON 5-2
M.C. HAMMER 7-4
AEROSMITH 9-6
ROXETTE 10-8

WSPK/Poughkeepsie, NY
Steele/Schantz

PAULA ABDUL
ALANNAH MYLES
ANA (dp)
EN VOUE (dp)
JOHNNY GILL (dp)
WHISTLE (dp)
GLENN MEDEIROS
Hottest:
MADONNA 4-1
M.C. HAMMER 19-16
PERFECT GENTLEMEN 23-18
PARTNERS IN KRYME 24-19
BELL BIV DEVOE 25-20

96XY/Rochester, NY
Kenney/Collins

DEPECHE MODE
EN VOUE
GLENN MEDEIROS
DEL AMITRI (dp)
NIKKI (dp)
Hottest:
MADONNA 5-2
JANET JACKSON 7-3
LINDA RONSTADT 13-9
M.C. HAMMER 17-12
PARTNERS IN KRYME 25-20

330/Syracuse, NY
Sullivan/Dunne

GLENN MEDEIROS
BILLY JOEL
EN VOUE
ZZ TOP (dp)
MICHAEL MCDONALD
BLACK CROWES (dp)
QUINCY JONES (dp)
Hottest:
MADONNA 2-1
HEART 4-3
MADONNA 6-2
HEART 4-3
LINDA RONSTADT 13-6
WILSON PHILLIPS 9-7

WPSY/Trenton, NJ
Trish Marzio

MICHAEL PENN
ANDREW RIDGELY
SLAUGHTER
DANN YANKEES
Hottest:
ADAM ANT 2-1
MADONNA 7-5
NIKKI 32-23
DEPECHE MODE 30-25
PRETTY BOY FLOYD 31-27

WRCK/Utica, NY
Ratco/Burton

TOMMY PAGE
GLENN MEDEIROS
L.A. GUNS (dp)
DEL AMITRI
GEORGE LAMOND
MICHAEL PENN
Hottest:
MADONNA 4-1
JANET JACKSON 2-2
M.C. HAMMER 9-5
PERFECT GENTLEMEN 13-9
BELL BIV DEVOE 23-17

WKZ/Wilkes-Barre, PA
Medak/Padden

BILLY JOEL
GLENN MEDEIROS
DEL AMITRI
DANGER DANGER
ZZ TOP
DANN YANKEES
Hottest:
MADONNA 6-1
MICHAEL BOLTON 3-2
SWEET SENSATION 7-5
HEART 11-8
M.C. HAMMER 29-19

WYCR/York, PA
McCausland/Crockett

SNAP (dp)
ANDREW RIDGELY (dp)
LINDA RONSTADT (dp)
Hottest:
HEART 2-1
MADONNA 6-2
PARTNERS IN KRYME 9-7
M.C. HAMMER 18-12
TAYLOR DAYNE 30-21

WPRR/Altoona, PA
Scott St. John

GO WEST
LOUIE LOUIE
L.A. GUNS (dp)
LIGHTNING SEEDS (dp)
Hottest:
MADONNA 3-2
HEART 7-3
SWEET SENSATION 12-7
WILSON PHILLIPS 11-8
M.C. HAMMER 27-17

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WKPE/Cape Cod, MA
Keith Lamire

LOUIE LOUIE
ZZ TOP
NIKKI
SLAUGHTER
Hottest:
HEART 3-1
WILSON PHILLIPS 5-3
AEROSMITH 7-5
M.C. HAMMER 11-6
MADONNA 13-7

WIKZ/Chambersburg, PA
Alexander/Shane

ZZ TOP
BILLY JOEL
Hottest:
SINEAD O'CONNOR 1-1
CALLOWAY 2-2
HEART 3-3
MADONNA 7-4
PARTNERS IN KRYME 16-9

96XX/Ocean City, MD
Hitman/Ocean

TAYLOR DAYNE
GO WEST
JOHNNY GILL
ANA
GEORGE LAMOND
HOUSE OF LOVE
Hottest:
WILSON PHILLIPS 2-1
JANET JACKSON 5-2
M.C. HAMMER 7-4
AEROSMITH 9-6
ROXETTE 10-8

WSPK/Poughkeepsie, NY
Steele/Schantz

PAULA ABDUL
ALANNAH MYLES
ANA (dp)
EN VOUE (dp)
JOHNNY GILL (dp)
WHISTLE (dp)
GLENN MEDEIROS
Hottest:
MADONNA 4-1
M.C. HAMMER 19-16
PERFECT GENTLEMEN 23-18
PARTNERS IN KRYME 24-19
BELL BIV DEVOE 25-20

96XY/Rochester, NY
Kenney/Collins

DEPECHE MODE
EN VOUE
GLENN MEDEIROS
DEL AMITRI (dp)
NIKKI (dp)
Hottest:
MADONNA 5-2
JANET JACKSON 7-3
LINDA RONSTADT 13-9
M.C. HAMMER 17-12
PARTNERS IN KRYME 25-20

330/Syracuse, NY
Sullivan/Dunne

GLENN MEDEIROS
BILLY JOEL
EN VOUE
ZZ TOP (dp)
MICHAEL MCDONALD
BLACK CROWES (dp)
QUINCY JONES (dp)
Hottest:
MADONNA 2-1
HEART 4-3
MADONNA 6-2
HEART 4-3
LINDA RONSTADT 13-6
WILSON PHILLIPS 9-7

WPSY/Trenton, NJ
Trish Marzio

MICHAEL PENN
ANDREW RIDGELY
SLAUGHTER
DANN YANKEES
Hottest:
ADAM ANT 2-1
MADONNA 7-5
NIKKI 32-23
DEPECHE MODE 30-25
PRETTY BOY FLOYD 31-27

WRCK/Utica, NY
Ratco/Burton

TOMMY PAGE
GLENN MEDEIROS
L.A. GUNS (dp)
DEL AMITRI
GEORGE LAMOND
MICHAEL PENN
Hottest:
MADONNA 4-1
JANET JACKSON 2-2
M.C. HAMMER 9-5
PERFECT GENTLEMEN 13-9
BELL BIV DEVOE 23-17

WKZ/Wilkes-Barre, PA
Medak/Padden

BILLY JOEL
GLENN MEDEIROS
DEL AMITRI
DANGER DANGER
ZZ TOP
DANN YANKEES
Hottest:
MADONNA 6-1
MICHAEL BOLTON 3-2
SWEET SENSATION 7-5
HEART 11-8
M.C. HAMMER 29-19

WYCR/York, PA
McCausland/Crockett

SNAP (dp)
ANDREW RIDGELY (dp)
LINDA RONSTADT (dp)
Hottest:
HEART 2-1
MADONNA 6-2
PARTNERS IN KRYME 9-7
M.C. HAMMER 18-12
TAYLOR DAYNE 30-21

WPRR/Altoona, PA
Scott St. John

GO WEST
LOUIE LOUIE
L.A. GUNS (dp)
LIGHTNING SEEDS (dp)
Hottest:
MADONNA 3-2
HEART 7-3
SWEET SENSATION 12-7
WILSON PHILLIPS 11-8
M.C. HAMMER 27-17

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WNYP/Ithaca, NY
Monday/Pendleton

EVERYTHING BUT TH
GLENN MEDEIROS
LIGHTNING SEEDS
WHITESNAKE
XYMOX
JOHNNY GILL
HOTTEST:
MADONNA 3-2
AEROSMITH 27-10
PERFECT GENTLEMEN 27-10
ROXETTE 20-14
L.A. GUNS 33-26

98W/Portland, ME
Jon Bryant

TOMMY PAGE
ALANNAH MYLES
ELTON JOHN
ANDREW RIDGELY
TOMMY PAGE
DEL AMITRI
ANA
EN VOUE
GO WEST
Hottest:
SWEET SENSATION 9-8
M.C. HAMMER 22-14
B-52'S 24-18
PHIL COLLINS 37-19
BELL BIV DEVOE 36-25

98W/Portland, ME
Jon Bryant

TOMMY PAGE
ALANNAH MYLES
ELTON JOHN
ANDREW RIDGELY
TOMMY PAGE
DEL AMITRI
ANA
EN VOUE
GO WEST
Hottest:
SWEET SENSATION 9-8
M.C. HAMMER 22-14
B-52'S 24-18
PHIL COLLINS 37-19
BELL BIV DEVOE 36-25

98W/Portland, ME
Jon Bryant

TOMMY PAGE
ALANNAH MYLES
ELTON JOHN
ANDREW RIDGELY
TOMMY PAGE
DEL AMITRI
ANA
EN VOUE
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R&R HOT FAX

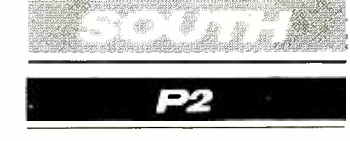
GET THE INFORMATION ADVANTAGE...

Easier to read... more detail... 3 day advance
via R&R's HOT FAX service. Call for a free sample
(213) 553-4330.

SOUTH BREAKOUTS

MOST ADDED

G. Medeiros f/b. Brown George Lamond
ZZ Top
Go West
Del Amitri
Tommy Page



WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
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Hottest:
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ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
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ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

X106/Birmingham, AL
Evens/Standridge

ELTON JOHN
TOMMY PAGE
DEL AMITRI
GLENN MEDEIROS
Hottest:
MADONNA 2-1
JANET JACKSON 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

WVFX/Bangor, ME
Cooper/Kelly

M.C. HAMMER
ZZ TOP
AFTER 7
ALANNAH MYLES
GO WEST
MICHAEL PENN
SLAUGHTER
Hottest:
MADONNA 5-3
ROD STEWART 8-7
ROXETTE 17-12
PHIL COLLINS 19-14

KZFM/Corpus Christi, TX
Gonzalez/Danny B. Jamm'n

EN VOUE
GO WEST
B-52'S
NIKKI
SNAP
MICHAEL PENN
Hottest:
MADONNA 8-1
JANET JACKSON 6-3
BELL BIV DEVOE 27-22
LOUIE LOUIE 26-23
D MOB 32-25

G105/Durham-Raleigh, NC
Patrick/Harrison

none
Hottest:
CALLOWAY 1-1
ROXETTE 13-10
WILSON PHILLIPS 9-9
HEART 12-12
PARTNERS IN KRYME 30-30

KPRR/Paso, TX
El Molano

none
Hottest:
M.C. HAMMER 1-1
SINEAD O'CONNOR 2-1
MADONNA 9-9
PERFECT GENTLEMEN 16-16
MELLOW MAN ACE 29-29

WINK/Ft. Myers, FL
Randy Shewry

GLENN MEDEIROS
ANDREW RIDGELY (dp)
Hottest:
MADONNA 5-1
HEART 6-4
WILSON PHILLIPS 8-5
M.C. HAMMER 16-8
PERFECT GENTLEMEN 20-15

WKSJ/Greenville, NC
O'Brien/Stevens

AFTER 7
PARTNERS IN KRYME (dp)
GLENN MEDEIROS
Hottest:
MADONNA 5-1
HEART 4-2
WILSON PHILLIPS 7-5
ROD STEWART 9-7
SWEET SENSATION 10-8

WANS/Greenville, SC
Bill Catcher

DEPECHE MODE (dp)
GLENN MEDEIROS
CHARLES WYLES
TOMMY PAGE
DIGITAL UNDERGROU (dp)
REBEL MC (dp)
Hottest:
SINEAD O'CONNOR 1-1
MADONNA 5-3
HEART 4-3
WILSON PHILLIPS 5-4
M.C. HAMMER 10-6

KNR/Houston, TX
Zapolski/Newman

GLENN MEDEIROS
REB FLAG
CHARLES CHRISTOPHE
TOMMY PAGE
DIGITAL UNDERGROU (dp)
BILLY IDOL
Hottest:
SINEAD O'CONNOR 1-1
MADONNA 5-3
HEART 4-3
WILSON PHILLIPS 5-4
M.C. HAMMER 10-6

WZZJ/Charlotte, NC
Mark Shands

GLENN MEDEIROS
PUBLIC ENEMY (dp)
PHIL COLLINS
GEORGE LAMOND (dp)
Hottest:
JANET JACKSON 8-2
M.C. HAMMER 3-3
BELL BIV DEVOE 4-4
LINDA RONSTADT 15-14
SWEET SENSATION 15-14
ROXETTE 18-12

WFMJ/Baton Rouge, LA
Wynn A.H. Harrison

GLENN MEDEIROS
YOUNG & RESTLESS (dp)
Hottest:
SINEAD O'CONNOR 1-1
MADONNA 4-2
M.C. HAMMER 6-3
JANET JACKSON 10-5
PERFECT GENTLEMEN 16-13
ROXETTE 12-10

CHR ADDS & HOTS

MIDWEST MOST ADDED BREAKOUTS

MIDWEST P2

G. Medeiros
1/B. Brown
ZZ Top
Go West
Del Amitri
Louie Louie

WKKD/Akron, OH
Clark/Nicholas
BLACK CROWES (dp)
ROCKETT
ASBORN 2-1
CALLOWAY 6-5
PARTNER PUSSEYCAT 9-8
GIANT 12-11
DANN YANKEES 21-16

WPXR/Davenport, IA
Kennedy/Austin
GORRY PARK
LOUIE LOUIE
PARTNER PUSSEYCAT (dp)
ROCKETT
GIANT 1-1
SINBAD O'CONNOR 2-2
WILSON PHILLIPS 3-3
HEART 5-4
JUDE COLE 6-5

WGTV/Dayton, OH
Bakantina/Ross
AFTER 7
LOUIE LOUIE
GEORGE LAMOND
MICHAEL PENN (dp)
ROCKETT
SINBAD O'CONNOR 1-1
AEROSHIRT 3-2
M.C. HAMMER 4-3
WILSON PHILLIPS 6-5
LINEAR 10-9

KRNO/Des Moines, IA
Knight/Lewis
RICHARD MARX
GO WEST
GLENN MEDEIROS
ROCKETT
SINBAD O'CONNOR 2-1
WILSON PHILLIPS 4-2
MADONNA 9-3
JANET JACKSON 10-4
PADL JANE 7-5

KZOD/Dubuque, MN
Nichols/Tommy B
TOMMY PAGE
GO WEST
GLENN MEDEIROS (dp)
ZZ TOP (dp)
PARTNERS IN KRYME (dp)
ROCKETT
HEART 3-1
AEROSHIRT 6-3
MADONNA 9-4
ROCKETT 12-8
JUDE COLE 18-13

WWCK/Flint, MI
St. Michaels/O'Dell
GLENN MEDEIROS
ICE M.C.
ZZ TOP
ANDREW RIDGLEY
ROCKETT
M.C. HAMMER 1-1
HEART 4-2
WILSON PHILLIPS 7-4
BELL BIV DEVOTE 24-10
PARTNERS IN KRYME 20-11

WMEE/Ft. Wayne, IN
Jeff Davis
TOMMY PAGE
GLENN MEDEIROS
ROCKETT
MADONNA 5-2
HEART 6-1
AEROSHIRT 4-4
JANET JACKSON 8-5
LINEAR 16-11

288/Oklahoma City, OK
Brett Durnier
ANA
GLENN MEDEIROS
GO WEST
TOMMY PAGE
ROCKETT 6-5
MADONNA 10-6
LINEAR 13-11
TAYLOR DAYNE 20-16
CELEBS 21-17

KOKQ/Omaha, NB
Bentley/Adams
TOMMY PAGE
ZZ TOP (dp)
BILLY JOEL (dp)
ANA (dp)
MICHELLE (dp)
GO WEST
GLENN MEDEIROS
ROCKETT
SINBAD O'CONNOR 1-1
WILSON PHILLIPS 2-2
MADONNA 3-3
MADONNA 5-4
LINEAR 13-7

KZSU/Peoria, IL
Gene Stern
PARTNERS IN KRYME (dp)
GLENN MEDEIROS
AFTER 7
ZZ TOP (dp)
ROCKETT
HEART 4-1
WILSON PHILLIPS 5-2
MADONNA 8-4
JANET JACKSON 6-5
M.C. HAMMER 28-19

WZOK/Rockford, IL
John Ivey
GLENN MEDEIROS
TOMMY PAGE
DEL AMITRI
TYLER COLLINS
ROCKETT
MADONNA 2-1
ROD STEWART 4-2
JANET JACKSON 7-3
JUDE COLE 9-7
M.C. HAMMER 10-8

WRGN/Tolado, OH
Mason/Alexander
LOUIE LOUIE
LINDA RONSTADT
BILLY IDOL
MADONNA 4-2
HEART 9-7
L.A. GUNS
ROCKETT
HEART 4-1
BAC ERIC 18-17
JAC 20-16
FLEETWOOD MAC 22-17
PHIL COLLINS 28-22

WVKS/Tolado, OH
Mike Wheeler
PERFECT GENTLEMEN
DEL AMITRI
MICHAEL MCDONALD
B-52'S
ROCKETT
WILSON PHILLIPS 2-2
ROD STEWART 6-4
HEART 8-5
MADONNA 9-6
PHIL COLLINS 15-8

KMYZ/Tulsa, OK
Jan Dean
BELL BIV DEVOTE
AFTER 7
LOUIE LOUIE
ROCKETT
SINBAD O'CONNOR 1-1
HEART 1-2
WILSON PHILLIPS 2-1
MADONNA 6-4
RICHARD MARX 23-15
M.C. HAMMER 25-19

KMZY/Tulsa, OK
Myers/Smith
CALLOWAY
BLACK CROWES
DEF LEPIPAD
ROCKETT
AEROSHIRT 4-1
HEART 5-2
GIANT 5-4
FASTER PUSSEYCAT 8-5
DOW HEZLEY 13-7

KKXK/Kansas City, MO
Franklin/Douglas
ZZ TOP
ANDREW RIDGLEY
MICHAEL PENN
ROCKETT
HEART 3-1
LONDON ONTIREBOYS (dp)
ROCKETT
SINBAD O'CONNOR 1-1
PARTNER PUSSEYCAT 3-2
GIANT 4-3

ALANNAH MYLES
GLENN MEDEIROS
ANA
DANN YANKEES (dp)
NIRKI (dp)
SNAP (dp)
ZZ TOP
ANDREW RIDGLEY
ROCKETT
MADONNA 2-1
JANET JACKSON 4-2
WILSON PHILLIPS 5-3
SWEET SENSATION 16-7
M.C. HAMMER 14-8

WHOT/Youngstown, OH
Dick Thompson
JOHNNY GILL
PARTNERS IN KRYME
EN VOUGE
ROCKETT
SINBAD O'CONNOR 1-1
MADONNA 6-2
JANET JACKSON 5-3
HEART 8-4
ROD STEWART 7-5

KQMT/Grand Forks, ND
Bell/Murphy
TAYLOR DAYNE
ZZ TOP
GLENN MEDEIROS
ALANNAH MYLES
ROCKETT
WILSON PHILLIPS 5-2
JUDE COLE 10-7
JANET JACKSON 16-12
GIANT 17-13
RICHARD MARX 22-15

KTXV/Jefferson City-Columbia, MO
Jackson/Michaels
ANA
AFTER 7 (dp)
TYLER COLLINS (dp)
GO WEST
BILLY JOEL (dp)
TOMMY PAGE
ZZ TOP (dp)
L.A. GUNS (dp)
ROCKETT
MADONNA 2-2
JANET JACKSON 8-5
M.C. HAMMER 7-7
PERFECT GENTLEMEN 15-10
BELL BIV DEVOTE 21-15

WKFX/Kalamazoo, MI
Anthony/Wain
M.C. HAMMER
ZZ TOP
DEPECHE MODE (dp)
MICHAEL PENN (dp)
ROCKETT
AEROSHIRT 2-1
HEART 7-4
MADONNA 10-6
ELTON JOHN 9-11
ROD STEWART 5-2
HEART 6-4
WILSON PHILLIPS 10-8
M.C. HAMMER 14-10

WAZV/Lafayette, IN
Mark Callaghan
PARTNERS IN KRYME
ZZ TOP (dp)
BRENT BOURGEOIS
GLENN MEDEIROS
LOUIE LOUIE
ROCKETT
MADONNA 1-1
ROD STEWART 5-2
HEART 6-4
WILSON PHILLIPS 10-8
M.C. HAMMER 14-10

KFRX/Lincoln, NE
Cook/Valentine
GO WEST
ROCKETT
SINBAD O'CONNOR 2-1
ROCKETT 6-2
MADONNA 7-6
JUDE COLE 13-7
PHIL COLLINS 14-9

99KG/Salina, KS
Deja/Jeffries
GLENN MEDEIROS
DEL AMITRI
DEPECHE MODE
TYLER COLLINS (dp)
ZZ TOP (dp)
LIGHTNING SEEDS
ROCKETT
AEROSHIRT 2-1
HEART 6-2
WILSON PHILLIPS 4-3
JUDE COLE 11-6
MADONNA 14-9

KPAT/Souix Falls, SD
Maguire/Ward
M.C. HAMMER
ZZ TOP
LIGHTNING SEEDS
GO WEST (dp)
DEPECHE MODE (dp)
ROCKETT
MADONNA 4-1
ROCKETT 4-3
JANET JACKSON 7-5
ROD STEWART 12-8
TAYLOR DAYNE 21-16

KKHT/Springfield, MO
Alexander/Austin
ELECTRONIC
GO WEST
BRENT BOURGEOIS (dp)
GLENN MEDEIROS (dp)
TOMMY PAGE (dp)
ROCKETT
HEART 3-2
MADONNA 6-3
PERFECT GENTLEMEN 8-5
GORRY PARK 11-6
PARTNERS IN KRYME 13-8

WDBR/Springfield, IL
Moore/Elliott
ZZ TOP
LIGHTNING SEEDS
GLENN MEDEIROS
LINDA RONSTADT (dp)
ANA
BLACK CROWES (dp)
PARTNERS IN KRYME (dp)
ROCKETT
JANET JACKSON 3-1
MADONNA 7-2
HEART 5-3
ROCKETT 14-8
LINEAR 13-9

WPPR/Terre Haute, IN
Wayne/King
GO WEST
ZZ TOP
DEL AMITRI
JOHNNY GILL
LIGHTNING SEEDS
QUINCY JONES
ANDREW RIDGLEY
ROCKETT
MADONNA 4-1
HEART 7-4
WILSON PHILLIPS 9-7
ROCKETT 16-11
RICHARD MARX 26-21

WIFW/Wausau, WI
Demos/Mitchell
M.C. HAMMER
DEPECHE MODE
L.A. GUNS
ROCKETT
HEART 1-1
MADONNA 9-4
ROCKETT 11-9
B-52'S 23-21
PARTNERS IN KRYME D-29

WEST MOST ADDED BREAKOUTS
G. Medeiros 1/B. Brown
ZZ Top
Go West
Tommy Page
George Lamond

WEST P2

KKSS/Albuquerque, NM
John Jaynes
JOHNNY GILL
EN VOUGE
DEPECHE MODE
GEORGE LAMOND
HOWARD HEWITT
ANA
ROCKETT
MADONNA 2-1
HEART 3-3
GIANT 10-5
HEART 8-7
ROBERT PLANT 13-10

KATM/Colorado Springs, CO
Kevin Burchfield
ALANNAH MYLES
LONDON ONTIREBOYS
SMITHKREWS
L.A. GUNS
LITTLE CAESAR
ROCKETT
SINBAD O'CONNOR 2-1
DOW HEZLEY 3-3
GIANT 10-5
HEART 8-7
ROBERT PLANT 13-10

CHED/Edmonton, Alberta
McKenna/Stuart
SUE MEDLEY
RICHARD MARX
BRENT BOURGEOIS
CELINE DION
ZZ TOP
BROS
ROCKETT
JANET JACKSON 13-6
MADONNA 18-11
MAESTRO FRESH MES 19-12
ROCKETT 22-16
JUDE COLE 27-19

KFBW/Boise, ID
Keeper/Michaels
MICHAEL MCDONALD
GLENN MEDEIROS
LOUIE LOUIE
MICHAEL PENN
TOMMY PAGE
GO WEST
DEL AMITRI
LINDA RONSTADT (dp)
ROCKETT
WILSON PHILLIPS 1-1
LINEAR 6-6
TAYLOR DAYNE 24-16
RICHARD MARX 29-17
BRENT BOURGEOIS 28-22

KSMN/Eugene, OR
Bwana/Valez
DANGER DANGER
ZZ TOP
GLENN MEDEIROS
GO WEST
TOMMY PAGE
AFTER 7
L.A. GUNS
ROCKETT
HEART 8-1
JUDE COLE 20-14
ROCKETT 23-17
EVERYTHING BUT TH 22-19
PERFECT GENTLEMEN 32-24

KKMG/Colorado Springs, CO
Stevens/Carey
GLENN MEDEIROS
GEORGE LAMOND
LORD RUSSO
GO WEST
DEPECHE MODE (dp)
ICE M.C.
ROCKETT
JANET JACKSON 3-1
BELL BIV DEVOTE 8-3
M.C. HAMMER 4-4
PERFECT GENTLEMEN 15-11
JOHNNY GILL 16-12

KRZV/Fresno, CA
E. Curtis Johnson
GO WEST
ZZ TOP
TAYLOR DAYNE
MICHAEL MCDONALD
LONDON ONTIREBOYS
QUINCY JONES
HEART 5-2
ROCKETT 7-3
JUDE COLE 10-8
PHIL COLLINS 16-10
RICHARD MARX 15-11

KKIM/Honolulu, HI
Oda/Villarino
GLENN MEDEIROS
NEW KIDS ON THE B
PARTNERS IN KRYME
MELLOW MAN ACE
EN VOUGE
ROCKETT
MADONNA 12-6
EXPOSE 13-12
PERFECT GENTLEMEN 17-13
EXPOSE 18-11
MICHELLE 21-17

KOMO/Honolulu, HI
Akane/Hart
GLENN MEDEIROS
NIKKI (dp)
JOHNNY GILL (dp)
TAYLOR DAYNE (dp)
FLEETWOOD MAC (dp)
HEART (dp)
DIGITAL UNDERGROUND (dp)
BELL BIV DEVOTE (dp)
LOUIE LOUIE (dp)
LINDA RONSTADT (dp)
ANA (dp)
ROCKETT
MADONNA 6-1
BASIA 7-4
LINEAR 8-7
PHIL COLLINS 21-11
SINBAD O'CONNOR 14-12

KLUC/Las Vegas, NV
Dean/Taylor
GLENN MEDEIROS
ROCKETT
M.C. HAMMER 1-1
SINBAD O'CONNOR 2-2
SIMPLY 7
MADONNA 10-8
TYLER COLLINS 18-13

FM1M/Moab-Salt Lake City, UT
DeMaroney/Hoffman
AFTER 7
ZZ TOP
DEL AMITRI
GLENN MEDEIROS
MICHAEL PENN
SINBAD O'CONNOR 1-1
HEART 4-2
GIANT 11-6
LINEAR 13-7
EXPOSE 14-8
KCAQ/Ogden-Ventura, CA
Rhodes/Sage
PHIL COLLINS
GEORGE LAMOND
GLENN MEDEIROS
ANA
MELLOW MAN ACE (dp)
MADONNA 2-1
M.C. HAMMER 4-3
BELL BIV DEVOTE 18-15
MICHELLE 19-16
PARTNERS IN KRYME 31-21

KOY-FM/Phoenix, AZ
Stevens/Yasner
GLENN MEDEIROS
ROCKETT
SINBAD O'CONNOR 1-1
M.C. HAMMER 4-2
JANET JACKSON 6-4
BELL BIV DEVOTE 9-6
MADONNA 10-7

KWVZ/Reno, NV
Kasari/Carsier
GLENN MEDEIROS
ALANNAH MYLES
ZZ TOP (dp)
TOMMY PAGE (dp)
AFTER 7 (dp)
ROCKETT
SINBAD O'CONNOR 1-1
M.C. HAMMER 3-2
HEART 9-4
MADONNA 16-10

KROY/Sacramento, CA
McCartney/Loeman
TAYLOR DAYNE
MELLOW MAN ACE
LIGHTNING SEEDS
WHISTLE
GLENN MEDEIROS
ROCKETT
MADONNA 5-1
M.C. HAMMER 2-2
BELL BIV DEVOTE 8-5
PERFECT GENTLEMEN 11-8

KWOD/Sacramento, CA
Cagle/Willie B
QUINCY JONES
ROCKETT
M.C. HAMMER 1-1
DIGITAL UNDERGROUND 2-2
MADONNA 3-1
SALT-N-PEPA 4-4
BELL BIV DEVOTE 8-5

KDON/Salinas-Monterey, CA
Hyatt/Shuerbas
GEORGE LAMOND
GLENN MEDEIROS
ROCKETT
M.C. HAMMER 5-1
JANET JACKSON 6-3
AFTER 7 9-4
MADONNA 10-8
MELLOW MAN ACE 27-17

KFTZ/Idaho Falls, ID
Summers/Cary
BIZ HARRIE
DEPECHE MODE
ZZ TOP (dp)
GO WEST
GLENN MEDEIROS
TOMMY PAGE
ROCKETT
MADONNA 13-5
HEART 12-6
JANET JACKSON 23-18
PARTNERS IN KRYME 38-23
TAYLOR DAYNE 36-32

KMKC/Lawrence, ID
Hevner/Chase
ZZ TOP
SNAP (dp)
GLENN MEDEIROS
GO WEST
TYLER COLLINS
LINDA RONSTADT (dp)
L.A. GUNS
GEORGE LAMOND
ROCKETT
HEART 4
HEART 4
MADONNA 7-5
M.C. HAMMER 15-10
PERFECT GENTLEMEN 30-21
BELL BIV DEVOTE 36-22

KMTM/Medford, OR
Truesdell/Stewart
BILLY JOEL
DEL AMITRI
ZZ TOP
ANDREW RIDGLEY
WHITESNAKE
ROCKETT
HEART 4-2
JANET JACKSON 7-3
JANET JACKSON 12-6
JUDE COLE 18-12
RICHARD MARX 23-15

ZFUM/Moscow, ID
Cummings/Heller
ZZ TOP (dp)
LOUIE LOUIE
GO WEST
L.A. GUNS (dp)
WHITESNAKE (dp)
PARTNERS IN KRYME (dp)
ROCKETT
HEART 3-1
MADONNA 5-2
WILSON PHILLIPS 7-5
DEPECHE MODE 14-8
M.C. HAMMER 34-25

SLYS/San Luis Obispo, CA
Harris/Clark
GO WEST
ZZ TOP
GLENN MEDEIROS
DANGER DANGER
JOHNNY GILL
MADONNA 7-3
LINEAR 11-6
PARTNERS IN KRYME 16-11
TAYLOR DAYNE 25-18
M.C. HAMMER 28-20

KZQZ/San Luis Obispo, CA
Ruh/Andrews
ICE M.C. (dp)
L.A. GUNS
TYLER COLLINS
GLENN MEDEIROS
PARTNERS IN KRYME (dp)
ROCKETT
MADONNA 2-1
JANET JACKSON 3-2
M.C. HAMMER 14-4
PERFECT GENTLEMEN 16-12
BELL BIV DEVOTE 21-17

Y77/Santa Barbara, CA
Gunnell/Acker
ZZ TOP
GLENN MEDEIROS
BRENT BOURGEOIS
WHITESNAKE
ROCKETT
HEART 5-2
ADAM ANT 7-4
MADONNA 8-5
EXPOSE 19-15
LINEAR 20-17

OK98/Tri-Cities, WA
DeLange/Murphy
none
ROCKETT
AEROSHIRT 3-3
CELEBS 5-5
HEART 6-6
DANN YANKEES 7-7
BLACK CROWES 18-18

50-CITY ARENA TOUR BEGINS THIS WEEK!

WBCN KSAQ add JET-FM add **KQMQ deb 10 HOT949 add 22 KZOZ 35-30**

"THE WAY YOU DO THE THINGS YOU DO"

Virgin

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 CHR's.

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.

254 REPORTS

AFTER 7 Ready Or Not (Virgin) LP: Alter 7

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

B B-52'S Deadbeat Club (Reprise) LP: Cosmic Thing

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

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Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

BELL BIV DEVOE Poison (MCA) LP: Poison

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

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Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

C JUDE COLE Baby It's Tonight (Reprise) LP: A View From 3rd Street

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

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Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

PHIL COLLINS Continued

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

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Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Table with columns: Regional Reach, Parallels, Chart Summary, National Summary, UP, DEBS, SAME, DOWN, ADDS.

Continued On Next Column

CURE Pictures Of You (Elektra) LP Disintegration Total Reports 62 24%

DAMN YANKEES Coming Of Age (WB) LP Damn Yankees Total Reports 65 26%

DEL AMITRI Kiss This Thing Goodbye (A&M) LP Waking Hours Total Reports 89 35%

DIGITAL UNDERGROUND The Humpty Dance (Tommy Boy) LP Sex Packets Total Reports 52 20%

EN VOGUE Hold On (Atlantic) LP Born To Sings Total Reports 57 22%

D MOB That's The Way Of The... (PolyGram) LP A Little Bit Of This, A Little Bit Of That Total Reports 83 33%

TAYLOR YOUNE I'll Be Your Shelter (Arista) LP Can't Fight Fate Total Reports 213 84%

DEPECHE MODE Enjoy The Silence (Sire/Reprise) LP Violator Total Reports 124 49%

ELECTRONIC Getting Away With It (Factory/WB) Total Reports 122 48%

EXPOSE Your Baby Never Looked... (Arista) LP What You Don't Know Total Reports 208 82%

Janet Jackson Continued

G

GIANT I'll See You In My Dreams (A&M)

Regional Reach E 71% S 76% M 83% W 55%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 71% S 76% M 83% W 55%

Regional Reach E 71% S 76% M 83% W 55%

Regional Reach E 71% S 76% M 83% W 55%

JOHNNY GILL Rub You The Right Way (Motown)

Regional Reach E 27% S 24% M 14% W 32%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 27% S 24% M 14% W 32%

Regional Reach E 27% S 24% M 14% W 32%

Regional Reach E 27% S 24% M 14% W 32%

GO WEST King Of Wishful Thinking (EMI)

Regional Reach E 18% S 21% M 24% W 21%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 18% S 21% M 24% W 21%

Regional Reach E 18% S 21% M 24% W 21%

HEART All I Wanna Do Is Make... (Capitol)

Regional Reach E 94% S 91% M 92% W 70%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 94% S 91% M 92% W 70%

Regional Reach E 94% S 91% M 92% W 70%

Regional Reach E 94% S 91% M 92% W 70%

Regional Reach E 94% S 91% M 92% W 70%

BILLY IDOL Cradle Of Love (Chrysalis)

Regional Reach E 37% S 35% M 51% W 45%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 37% S 35% M 51% W 45%

Regional Reach E 37% S 35% M 51% W 45%

JANET JACKSON Alright (A&M)

Regional Reach E 100% S 98% M 89% W 91%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 100% S 98% M 89% W 91%

Regional Reach E 100% S 98% M 89% W 91%

Regional Reach E 100% S 98% M 89% W 91%

Regional Reach E 100% S 98% M 89% W 91%

BILLY IDOL The Downeaster "Alexa" (Columbia)

Regional Reach E 55% S 27% M 37% W 34%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 55% S 27% M 37% W 34%

Regional Reach E 55% S 27% M 37% W 34%

ELTON JOHN Club At The End Of The Street (MCA)

Regional Reach E 41% S 44% M 29% W 32%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 41% S 44% M 29% W 32%

Regional Reach E 41% S 44% M 29% W 32%

Regional Reach E 41% S 44% M 29% W 32%

Regional Reach E 41% S 44% M 29% W 32%

L.A. GUNS Ballad Of Jane (Vertigo/Polydor)

Regional Reach E 31% S 34% M 35% W 29%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 31% S 34% M 35% W 29%

Regional Reach E 31% S 34% M 35% W 29%

LIGHTNING SEEDS Pure (MCA)

Regional Reach E 22% S 22% M 14% W 27%

Chart Summary Pos P1 P2 P3 Tot

Regional Reach E 22% S 22% M 14% W 27%

Regional Reach E 22% S 22% M 14% W 27%

Regional Reach E 22% S 22% M 14% W 27%

Regional Reach E 22% S 22% M 14% W 27%

Continued On Next Column

LINEAR
Sending All My Love (Atlantic)
LP: Linear

Table with columns: Regional, Reach, E 90%, S 90%, M 70%, W 70%. Includes Chart Summary and Total Reports 204 80%.

Louie Louie Continued
KHML 25-21
WST
WST

M.C. HAMMER
I Can't Touch This (Capitol)
LP: Please Hammer, Don't Hurt 'Em

Table with columns: Regional, Reach, E 88%, S 87%, M 70%, W 70%. Includes Chart Summary and Total Reports 209 82%.

Madonna Continued
WNVZ 4-2
KSAQ 11-9
PWRP 5-1
Q105 3-1

RICHARD MARX
Children of the Night (EMI)
LP: Repeat Offender

Table with columns: Regional, Reach, E 84%, S 87%, M 92%, W 57%. Includes Chart Summary and Total Reports 206 81%.

GLENN MEDEIROS / BOBBY BROWN
She Ain't Worth It (Amherst/MCA)
LP: Glenn Medeiros

Table with columns: Regional, Reach, E 57%, S 65%, M 71%, W 46%. Includes Chart Summary and Total Reports 153 60%.

Table with columns: Regional, Reach, E 39%, S 31%, M 21%, W 50%. Includes Chart Summary and Total Reports 87 34%.

ALANNAH MYLES
Love Is (Atlantic)
LP: Alannah Myles

Table with columns: Regional, Reach, E 47%, S 44%, M 65%, W 45%. Includes Chart Summary and Total Reports 127 50%.

Table with columns: Regional, Reach, E 43%, S 43%, M 19%, W 59%. Includes Chart Summary and Total Reports 105 41%.

Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

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Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

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Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

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Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

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Table with columns: Regional, Reach, E 63%, S 59%, M 62%, W 80%. Includes Chart Summary and Total Reports 166 65%.

P

TOMMY PAGE
When I Dream Of You (Sire/WB)
LP: Paintings In My Mind
Total Reports 91 36%

Chart Summary table for Tommy Page with columns for Pos, P1, P2, P3, Tot.

National Summary
UP 50
DEBS 23
SAME 24
DOWN 0
ADDS 40

Regional and National charts for Tommy Page, listing stations and their respective report counts.

PARTNERS IN KRYME
Turtle Power (SBK)
LP: Teenage Mutant Ninja Turtles' ST
Total Reports 169 67%

Chart Summary table for Partners In Kryme.

Regional and National charts for Partners In Kryme.

Regional and National charts for Partners In Kryme (continued).

MICHAEL PENN
This & That (RCA)
LP: March
Total Reports 97 38%

Chart Summary table for Michael Penn.

National Summary
UP 50
DEBS 23
SAME 24
DOWN 0
ADDS 40

Regional and National charts for Michael Penn.

PERFECT GENTLEMEN
Ooh Lala (Columbia)
LP: Rated PG
Total Reports 187 74%

Chart Summary table for Perfect Gentlemen.

Regional and National charts for Perfect Gentlemen.

Regional and National charts for Perfect Gentlemen (continued).

R

ANDREW RIDGLEY
Shake (Columbia)
LP: Son Of Albert
Total Reports 88 35%

Chart Summary table for Andrew Ridgley.

National Summary
UP 10
DEBS 15
SAME 41
DOWN 0
ADDS 22

Regional and National charts for Andrew Ridgley.

L. RONSTADT /A. NEVILLE
When Something Is Wrong... (Elektra)
LP: Cry Like A Rainstorm - Howl Like The Wind
Total Reports 83 25%

Chart Summary table for L. Ronstadt / A. Neville.

Regional and National charts for L. Ronstadt / A. Neville.

Regional and National charts for L. Ronstadt / A. Neville (continued).

ROXETTE
It Must Have Been Love (EMI)
LP: 'Pretty Woman' ST
Total Reports 225 89%

Chart Summary table for Roxette.

National Summary
UP 203
DEBS 4
SAME 11
DOWN 0
ADDS 7

Regional and National charts for Roxette.

SLAUGHTER
Up All Night
LP: Stick It To Ya
Total Reports 52 20%

Chart Summary table for Slaughter.

Regional and National charts for Slaughter.

Regional and National charts for Slaughter (continued).

ROD STEWART w/ RONALD ISLEY
This Old Heart Of Mine (WB)
LP: Storyteller
Total Reports 214 84%

Chart Summary table for Rod Stewart w/ Ronald Isley.

National Summary
UP 150
DEBS 2
SAME 43
DOWN 18
ADDS 1

Regional and National charts for Rod Stewart w/ Ronald Isley.

SWEET SENSATION
Love Child (Atco)
LP: Love Child
Total Reports 191 75%

Chart Summary table for Sweet Sensation.

Regional and National charts for Sweet Sensation.

Regional and National charts for Sweet Sensation (continued).

*I am sending out a message, like a ship out on the sea—
in distress, but only you can send a lifeline out to me.*

Still Within The Sound Of My Voice written by Jimmy Webb, recorded by Linda Ronstadt



Just a generation ago, most people did not have a chance against many forms of leukemia and cancer. Back then, we had never heard of AIDS. Now the AIDS Virus is one of the most important research targets in medical history.

Supported by the music and entertainment industry, the T.J. Martell Foundation has raised almost \$30 million since 1975. With your continued help, our vital research will hold the answer to unravelling these complex diseases.

The **T.J. MARTELL**
FOUNDATION
FOR LEUKEMIA,
CANCER  **AIDS RESEARCH**

presents the 1990 Humanitarian Award Concert in honor of

Elektra Entertainment Chairman Bob Krasnow.

Friday, June 8

Avery Fisher Hall, Lincoln Center

New York City

An Evening with Linda Ronstadt

and special surprise guest

For more information contact:
Muriel Max, Director of Development
T.J. Martell Foundation
6 West 57th Street, New York, NY 10019
212/245-1818



JUDE COLE

"BABY, IT'S TONIGHT"

The New Single From The New Album A VIEW FROM 3RD STREET

CHR CHART 18
TRACK: 3
ALBUM: 6
AC: 19

CHECK OUT THE HOT NEW VIDEO!



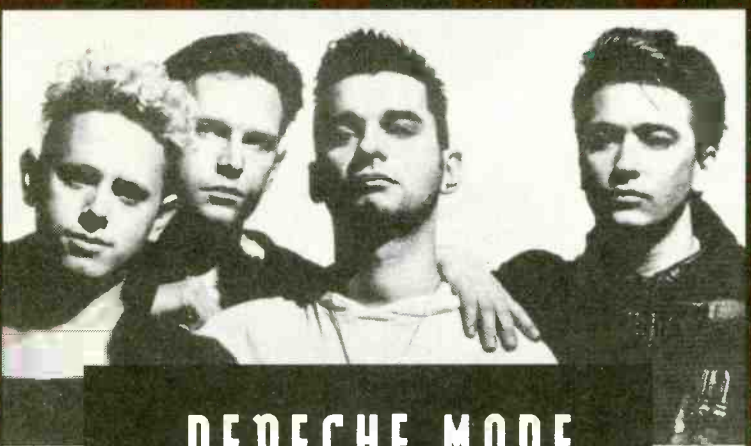
"DEADBEAT CLUB"

The New Single From The Absolutely Unbeatable

B52's!

From the album COSMIC THING

CHR CHART 29
BREAKER



DEPECHE MODE

"ENJOY THE SILENCE"

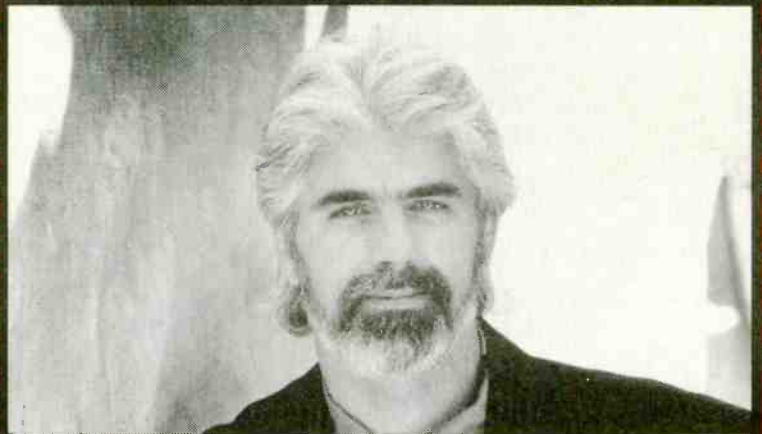
From the Album VIOLATOR

CHR CHART 39 - 32
ONE OF THE "MOST ADDED"

"HOT" AT:

CKOI 5-3	KZZB 19-13
KKBQ 13-4	KNRJ 6-2
KSAQ 9-7	XL1067 35-24
WHYT 8-5	Q104 15-11
WPST 30-25	ZFUN 14-8

Michael McDonald



"TAKE IT TO HEART"

The New Single Written by Diane Warren and Michael McDonald

From the Album TAKE IT TO HEART

Y100 deb 27	WCGQ add	KF95 add 27	KZII add
KXYQ on	WZYP on	WNCI 20-19	KLYV deb 37
KISN deb 35	WKZL add	103CIR deb 27	KFMW add
WNNK add	KZ93 on	G98 add	KBOZ add
WBBQ add	WVKS add	KISR on	OK95 on

AC DEBUT 27 BREAKER

"HAVE A GREAT **T & T** CONVENTION."



©1990 Reprise Records ©1990 Sire Records Company

SIGNIFICANT ACTION

M

MICHAEL McDONALD
Take It To Heart (Reprise)
LP: Take It To Heart

Table with radio station call letters and program information for Michael McDonald's album.

MELLOW MAN ACE
Mentirosa (Capitol)

Table with radio station call letters and program information for Mellow Man Ace's album.

P

PARIS BY AIR
C'mon & Dance With Me (Columbia)

Table with radio station call letters and program information for Paris By Air's album.

R

BONNIE RAITT
Nick Of Time (Capitol)
LP: Nick Of Time

Table with radio station call letters and program information for Bonnie Raitt's album.

REBEL MC
Street Tuff (Mercury)

Table with radio station call letters and program information for Rebel MC's album.

S

SALT & PEPA
Expression (Next Plateau)

Table with radio station call letters and program information for Salt & PePA's album.

SNAP
The Power (Arista)
LP: World Power

Table with radio station call letters and program information for SNAP's album.

SPUNKADELIC
Take Me Like I Am (SBK)

Table with radio station call letters and program information for Spunkadelic's album.

SUNNI
Why Did My... (Alpha International)

Table with radio station call letters and program information for Sunni's album.

W

WHITESNAKE
Now You're Gone (Geffen)
LP: Slip Of The Tongue

Table with radio station call letters and program information for Whitesnake's album.

X

XYZ
What Keeps Me Loving You (Enigma)
LP: XYZ

Table with radio station call letters and program information for XYZ's album.

Y

YOUNG & RESTLESS
B Girls (Pandisc)

Table with radio station call letters and program information for Young & Restless's album.

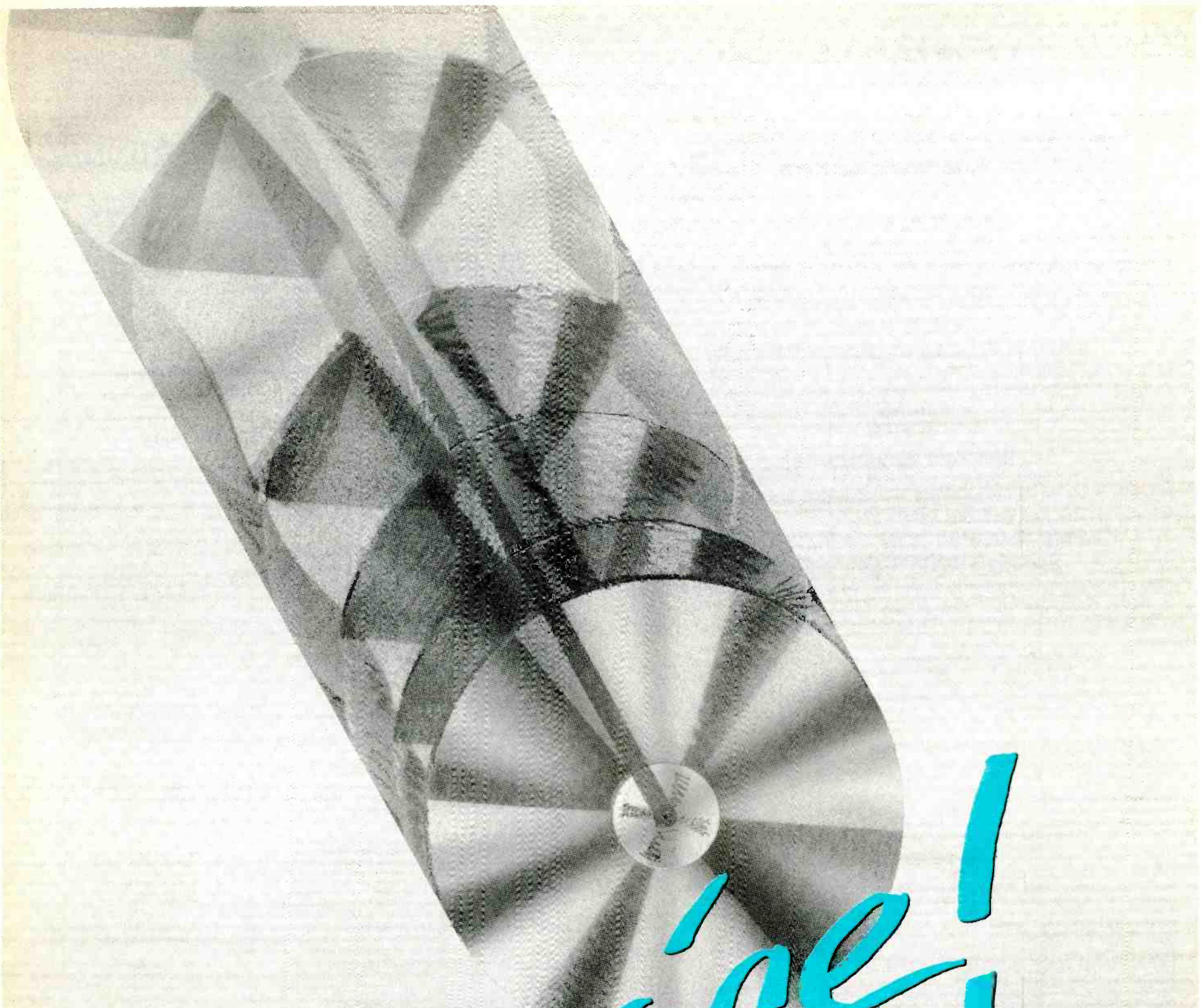
Reports

- 1 BRENT BOURGEOIS/Dare To Fall In... (Charisma) 141
2 ELECTRONIC/Getting Away With It (Factory/WB) 122
3 NIKKI/Notice Me (Geffen) 105
4 DEL AMITRI/Kiss This Thing Goodbye (A&M) 89
5 ANDREW RIDGELEY/Shake (Columbia) 88
6 L.A. GUNS/The Ballad Of Jane (Vertigo/Polydor) 82
7 TYLER COLLINS/Girls Nite Out (RCA) 81
8 WHISTLE/Always & Forever (Select) 78
9 DAMN YANKEES/Coming Of Age (WB) 65
10 JOHNNY GILL/Rub You The Right Way (Motown) 61

New artists have not yet had a CHR Breaker.

CHR REPORTER INDEX

- CHED/Edmonton, CN (P2)
CKOI/Montreal, CN (P1)
KATM/Colorado Springs, CO (P2)
KBEO/Kansas City, MO (P1)
KBFM/McAllen-Brownsville, TX (P2)
KBOZ/Suzerata, MT (P3)
KCAQ/Oxnard-Ventura, CA (P2)
KCHV/Midland-Odessa, TX (P3)
KCMQ/Columbia, MO (P3)
KCPX/Salt Lake City, UT (P1)
KDON/Salina-Monterey, CA (P2)
KDWB/Minneapolis, MN (P1)
KEBL/Oakland, TX (P1)
KFBO/Chesapeake, VA (P3)
KFMW/Waterloo, IA (P3)
KFRX/Lincoln, NE (P3)
KFTZ/Ada Falls, ID (P3)
KGGI/Riverside, CA (P1A)
KGTZ/Anchorage, AK (P3)
KHS/Los Angeles, CA (P1)
KHI/Honolulu, HI (P2)
KISN/Salt Lake City, UT (P1)
KISN/Phoenix, AZ (P3)
KISN/San Antonio, TX (P1)
KIXY/San Antonio, TX (P1A)
KIXY/San Diego, CA (P3)
KJMZ/Gainesville, TX (P1)
KKBO/Houston, TX (P1)
KKFB/Phoenix, AZ (P1A)
KKHT/Springfield, MD (P3)
KKLO/San Diego, CA (P1)
KKMG/Colorado Springs, CO (P2)
KKRD/Wichita, KS (P2)
KKRZ/Portland, OR (P1)
KKS/Albuquerque, NM (P2)
KXX/Anderson, CA (P2)
KXX/Little Rock, AR (P2)
KLO (WKLQ)/Grand Rapids, MI (P2)
KLUC/Las Vegas, NV (P2)
KLYV/Dubuque, IA (P3)
KMEL/San Francisco, CA (P1A)
KNKX/Lawton, OK (P3)
KNYZ/Tulsa, OK (P3)
KNIN/Wichita Falls, TX (P3)
KNOE/Monroe, LA (P3)
KNRJ/Houston, TX (P2)
KOY-FM/Phoenix, AZ (P2)
KPAT/Sioux Falls, SD (P3)
KPLZ/Salt Lake City, UT (P1)
KPRR/El Paso, TX (P2)
KPRX/Anchorage, AK (P3)
KQCH/Cedar Rapids, IA (P3)
KQHT/Grand Forks, ND (P3)
KQZ/Amarillo, TX (P3)
KQK/Omaha, NE (P2)
KQMD/Monrovia, HI (P2)
KRBE/Houston, TX (P1)
KRO (KRQ)/Tucson, AZ (P2)
KRSO/Fresno, CA (P2)
KSAO/San Antonio, TX (P1)
KSMB/Lafayette, LA (P3)
KSND/Eugene, OR (P2)
KTM/Madison, WI (P1)
KTRB/Casper, WY (P2)
KTX/Snap, TX (P2)
KTY/Jefferson City-Columbia, MO (P3)
KUBE/Seattle, WA (P2)
KWNZ/Reno, NV (P2)
KWOD/Sacramento, CA (P2)
KWSS/San Jose, CA (P1)
KWTX/Waco, TX (P3)
KXXR/Kansas City, MO (P2)
KXYO/Portland, OR (P1)
KYYY/Sioux Falls, SD (P2)
KZFM/Corpus Christi, TX (P2)
KZIL/Lubbock, TX (P3)
KZIO/Duluth, MN (P2)
KZOU/Little Rock, AR (P2)
KZQZ/San Luis Obispo, CA (P3)
KZZB/Beaumont, TX (P2)
KZZP/Phoenix, AZ (P1)
KZZU/Spokane, WA (P2)
WABB/Mobile, AL (P2)
WAEB/Henrieville, PA (P2)
WANS/Grovesville, SC (P2)
WAVE/Jacksonville, FL (P2)
WAVA/Washington, DC (P1)
WAZV/Lafayette, IN (P3)
WBBQ/Augusta, GA (P2)
WBLL/Long Island, NY (P1)
WBND/Boonville, IN (P3)
WBTV/Durham, NC (P2)
WCCQ/Columbus, GA (P2)
WCLZ/Charleston, NC (P2)
WDBR/Springfield, IL (P3)
WDFX/Detroit, MI (P1)
WDXL/Louisville, KY (P2)
WDLX/Washington, NC (P2)
WEGX/Philadelphia, PA (P1)
WERZ/Exeter, NH (P2)
WFMF/Santa Barbara, CA (P3)
WGN/Honolulu, HI (P1)
WGRD/Grand Rapids, MI (P2)
WGTZ/Dallas, TX (P2)
WHYY/Montgomery, AL (P1)
WHOT/Wilmington, OH (P2)
WHOT/Wilmington, OH (P2)
WHYT/Detroit, MI (P1)
WHW/Topeka, KS (P3)
WIFC/Wausau, WI (P2)
WIKZ/Chattanooga, TN (P3)
WIKK/Fl. Myers, FL (P2)
WIOQ/Philadelphia, PA (P1)
WIXX/Green Bay, WI (P2)
WJAD/Salem-Bridgeton, NJ (P3)
WJAX/Ferndale, CA (P3)
WJBO/Si. Louis, MO (P1)
WKDD/Akron, OH (P2)
WKEE/Huntington, WV (P2)
WKFR/Kalamazoo, MI (P3)
WKPE/Cape Cod, MA (P3)
WKQB/Charleston, SC (P2)
WKQZ/Chicago, IL (P1)
WKRZ/Wilkes-Barre, PA (P2)
WKSE/Suffield, NY (P1)
WKSF/Asheville, NC (P3)
WKSI/Greensboro, NC (P2)
WKTL/Milwaukee, WI (P1)
WKZL/Winston-Salem, NC (P2)
WLAM/Lancaster, PA (P2)
WLOR/Minneapolis, MN (P1)
WLWV/Champaign, IL (P3)
WMEC/Fl. Wayne, IN (P2)
WMLD/Suffield, NY (P1)
WNCI/Columbus, OH (P1)
WNNH/Harrisburg, PA (P2)
WNOX/Columbia, SC (P2)
WNVZ/Norfolk, VA (P1)
WNYT/Albany, NY (P2)
WOKI/Knoxville, TN (P2)
WOMP/Bohling, WV (P3)
WOMX/Orlando, FL (P2)
WOWV/West Palm Beach, FL (P2)
WPFM/Panama City, FL (P3)
WPPR/Terre Haute, IN (P3)
WPRC/Washington, DC (P1A)
WPHR/Cleveland, OH (P1)
WPLJ/New York, NY (P1)
WPRR/Albany, PA (P3)
WPSI/Trenton, NJ (P2)
WPSR/Charleston, SC (P2)
WQID/Birmingham, AL (P1)
WQUT/Johnson City, TN (P2)
WRCK/Altoona, NY (P2)
WRON/Toleno, OH (P2)
WRVQ/Richmond, VA (P2)
WSPK/Poughkeepsie, NY (P2)
WSSX/Charleston, SC (P2)
WTTX/Hibbing-Duluth, MN (P2)
WTHC/Portland, ME (P3)
WTHI/Hartford, CT (P2)
WVBS/Wilmington, NC (P3)
WVKS/Toleno, OH (P2)
WVSR/Charleston, WV (P2)
WVFX/Bangor, ME (P3)
WVKS/Seaton, MA (P1)
WYCR/Clark, PA (P2)
WYKS/Gainesville, FL (P3)
WZKX/Hazlet, MS (P3)
WZOK/Rockford, IL (P2)
WZOU/Boston, MA (P1)
WZPL/Indianapolis, IN (P1)
WZYP/Huntsville, AL (P2)
WZZW/Charlotte, NC (P2)
WZZU/Raleigh, NC (P2)
893 (KSTZ)/Austin, TX (P2)
894 (WBLZ)/Huntsville, PA (P1)
896 (WBBW)/Chicago, IL (P1)
897 (KZBB)/St. Louis, MO (P3)
898 (WSSB)/Baltimore, MD (P1)
899 (KROV)/Richmond, VA (P2)
900 (WVFX)/Albany, NY (P2)
901 (WVBC)/Memphis, TN (P2)
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A NEW DECADE OF

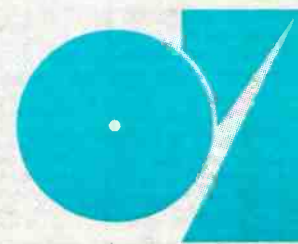
service!

JEFF McCLUSKY & ASSOCIATES INC

MARKETING AND PROMOTION SERVICES

719 W WILLOW CHICAGO ILLINOIS 60614

312 280 1212





BREAKERS

PARTNERS IN KRYME Turtle Power (SBK)

67% of our reporters playing it. Moves: Up 110, Debuts 18, Same 23, Down 0, Adds 18 including WZOU, Q107, X100, HOT977, WAEB, WKSI, KZIO, KZ93, WHOT, KIKI. See Parallels, moves 31-25.

LOUIE LOUIE

Sittin' In The Lap Of Luxury (WTG/Epic)

65% of our reporters playing it. Moves: Up 64, Debuts 34, Same 38, Down 0, Adds 30 including WPLJ, PRO-FM, B97, WNVZ, WPHR, KBEQ, HOT97, KTFM, KAY107. See Parallels, debuts at number 35.

B-52'S

Deadbeat Club (Reprise)

64% of our reporters playing it. Moves: Up 111, Debuts 24, Same 15, Down 0, Adds 12 including KCPX, KWSS, WTIC, WSSX, KZFM, WANS, WRVQ, WVKS. See Parallels, moves 34-29.

GLENN MEDEIROS featuring BOBBY BROWN She Ain't Worth It (Amherst/MCA)

60% of our reporters playing it. Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 151 including B104, WPLJ, Z100, PWR99, PWRPIG, Q105, WDFX, KIIS, WPGC, PWR106. Complete airplay in Parallels.

NEW & ACTIVE

BRENT BOURGEOIS "Dare To Fall In Love" (Charisma)

Reports: 141. Moves: Up 70, Debuts 29, Same 23, Down 0, Adds 19 including Q107, HOT102, KXYQ, KCPX, FLY92, K106, WRVQ, WKSF, WVBS, KSAQ 33-27, X100 26-22, KUBE 28-23, WAEB 38-31. See Parallels, debuts at number 38 with 76% of the airplay charted.

ALANNAH MYLES "Love Is" (Atlantic)

Reports: 127. Moves: Up 34, Debuts 41, Same 32, Down 0, Adds 20 including WZPL, KISN, KUBE, WNNK, Y107, XL1067, WGRD, KWNZ, G98, KSAQ 36-30, FLY92 32-26, K106 40-31.

DEPECHE MODE "Enjoy The Silence" (Sire/Reprise)

Reports: 124. Moves: Up 62, Debuts 22, Same 15, Down 0, Adds 25 including WPLJ, Q107, B97, WGH, WVSF, KZ106, YES97, WRVQ, WQID, HOT97 30-25, WIOQ 33-12, KKBQ 13-4, KRBE 8-5, WHYT 8-5, PIRATE 10-9. See Parallels, moves 39-32 with charted action at 75%; Top 15 at 15%.

ELECTRONIC "Getting Away With It" (Factory/WB)

Reports: 122. Moves: Up 89, Debuts 8, Same 19, Down 2, Adds 4, WSSX, WJAD, WVBS, KKHT, WXKS 23-20, WGH 10-9, KSAQ 2-1, HOT102 8-7, KCPX 12-10, KISN 23-19, WAEB 39-29, KNIN 20-13, 99KG 34-29. See Parallels, moves 33-30 with charted reports at 89%; Top 15 moves at 28%.

NIKKI "Notice Me" (Geffen)

Reports: 105. Moves: Up 35, Debuts 20, Same 32, Down 0, Adds 18 including HOT97, KUBE, 99WGY, WAEB, KZZB, YES97, WYQ, KKRQ, KQMQ, WPGC 28-25, PWRPIG 26-22, Y108 13-6, KKFR 14-11.

BILLY IDOL "Cradle Of Love" (Chrysalis)

Reports: 105. Moves: Up 42, Debuts 24, Same 28, Down 0, Adds 11 including WPLJ, KKBQ, WCGO, KNRJ, XL1067, WRVQ, WRQN, WLRW, KEGL 19-15, WVSF 35-32, WERZ 39-29, WZZU 30-24, KXXR 38-33, FM104 29-23. Numbered and moving at 66%.

MICHAEL PENN "This & That" (RCA)

Reports: 97. Moves: Up 50, Debuts 12, Same 23, Down 0, Adds 12, 92X, WPST, WRCK, K98, KZFM, KZOU, WGTZ, KXXR, KF95, FM104, WVFX, WKFR, 99WGY 39-36, 999KHI 27-24, XL1067 32-28, KLQ 34-29, WPRR 21-16. 70% of the action is charted.

ELTON JOHN "Club At The End Of The Street" (MCA)

Reports: 94. Moves: Up 49, Debuts 14, Same 20, Down 0, Adds 11, Y100, 99WGY, X106, KZOU, WOMX, Z102, 95XIL, G98, KWTX, WCIL, KPXR, KSAQ 30-24, WKQX 16-12, Q95 13-8, WQUT 25-19. 70% of the airplay is charted.

BILLY JOEL "The Downeaster 'Alexa'" (Columbia)

Reports: 92. Moves: Up 42, Debuts 7, Same 27, Down 0, Adds 16 including KPLZ, WAEB, WKRZ, WBBQ, WKQB, WRVQ, Z102, WDLX, KQKQ, WHTT, WCIL, WBLI 30-25, KSAQ 28-23, KXYQ 12-9, WHTO 29-19.

TOMMY PAGE "When I Dream Of You" (Sire/WB)

Reports: 91. Moves: Up 4, Debuts 23, Same 24, Down 0, Adds 40 including KRBE, Q105, Y108, KZZP, KPLZ, WNNK, K98, X106, WSSX, KNRJ, Z99, HOT102 33-26, KKMG 33-27.

DEL AMITRI "Kiss This Thing Goodbye" (A&M)

Reports: 89. Moves: Up 4, Debuts 20, Same 24, Down 0, Adds 41 including CKOI, KSAQ, KCPX, FLY92, WKEE, 98PXY, 93Q, X106, YES97, WOKI, WPST d-36, KNIN 40-33, KFMW 28-19.

ANDREW RIDGELEY "Shake" (Columbia)

Reports: 88. Moves: Up 15, Debuts 15, Same 41, Down 0, Adds 22 including WNNK, 93Q, WPST, WZZG, WRVQ, CK105, KSMB, KGOT, KTRS, WPLJ 29-26, KSAQ 39-36, WOKI 30-26, KSND 39-35.

MICHEL'LE "Nicity" (Ruthless/Atco)

Reports: 87. Moves: Up 47, Debuts 23, Same 28, Down 0, Adds 5, WKSE, 99WAYS, WGRD, KQKQ, 95XXX, WMJQ 20-14, KJMJ 11-10, KITY 18-15, KKFR 17-14, KMEL 13-10, KUBE 25-20, K106 26-21, KKMG 13-9, B95 6-5. See Parallels, debuts at number 40; charted at 71%.

D MOB "That's The Way Of The World" (Polydor)

Reports: 83. Moves: Up 30, Debuts 12, Same 32, Down 0, Adds 9, WIOQ, WGH, 99WGY, KBFM, WKZL, KJ103, KCHX, KGOT, KFBQ, WXKS 26-22, HOT97 33-29, KKBQ 30-26, KRBE 30-26, KZFM 32-25, KNRJ 9-7. 57% of those reporting are charting it.

L.A. GUNS "The Ballad Of Jane" (Vertigo/Polydor)

Reports: 82. Moves: Up 31, Debuts 3, Same 29, Down 0, Adds 19 including WHYT, WRCK, WQUT, KLO, KATM, KZZU, KCHX, KTX, 92X 10-9, PIRATE 5-4, WKRZ 25-17, Y107 32-29, WZZU 23-18, KTUX 23-19, KRZR 7-4.

TYLER COLLINS "Girls Nite Out" (RCA)

Reports: 81. Moves: Up 25, Debuts 14, Same 17, Down 0, Adds 25 including HOT97, PRO-FM, Q107, WGH, Q105, KBEQ, KISN, X100, Y107, WRVQ, WPGC 12-10, KJMJ 18-14, KZZP 15-12, FM102 28-23, HOT977 19-15.

WHISTLE "Always & Forever" (Select)

Reports: 78. Moves: Up 37, Debuts 8, Same 19, Down 4, Adds 10, WXKS, Z95, WSPK, WAPE, WHYY, KKXX, KROY, WOMP, KSMB, Y94, PWR99 18-15, KRBE 27-23, B97 13-8, WGH 32-29, WKQX 24-20, KKFR 5-3, KZZP 9-8, FM102 16-12. See Parallels, debuts at number 39 as it is spreading to the East & West as 68% chart it; Top 15 at 42%.

ZZ TOP "Doubleback" (WB)

Reports: 74. Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 73 including CKOI, KEGL, KSAQ, Q102, 92X, KXYQ, YES97, WOKI, KXXR, KZ93, KZZU, KATM 20-18.

DAMN YANKEES "Coming Of Age" (WB)

Reports: 65. Moves: Up 38, Debuts 3, Same 20, Down 0, Adds 4, WPST, WKRZ, XL1067, KKRQ, 92X 12-10, PIRATE 11-10, WZYP 18-14, WZZU 9-3, K92 30-24, WDLX 12-9, KLQ 6-5, KRZR 12-7. 67% are charting it; Top 15 at 30%.

LINDA RONSTADT featuring AARON NEVILLE "When Something Is Wrong With My Baby" (Elektra)

Reports: 63. Moves: Up 12, Debuts 10, Same 24, Down 0, Adds 17 including WNVZ, WYCR, WCGO, WQUT, Z106, KQMQ, KCHX, KIXY, WDBR, KZZB 37-32, KTUX 34-24.

CURE "Pictures Of You" (Elektra)

Reports: 62. Moves: Up 17, Debuts 8, Same 32, Down 0, Adds 5, KEGL, WHYT, WLAN, WOKI, G98, KSAQ 3-2, WDFX 21-18, K106 12-9, KZFM 20-16, KTUX 30-25.

MOST ADDED

- G. MEDEIROS I/B. BROWN (151)
- ZZ TOP (73)
- GO WEST (52)
- DEL AMITRI (41)
- TOMMY PAGE (40)
- LOUIE LOUIE (30)
- TYLER COLLINS (25)
- DEPECHE MODE (25)
- AFTER 7 (24)
- ANDREW RIDGELEY (22)

MOST ACTIVE

- BRENT BOURGEOIS (99)
- ELECTRONIC (95)
- DEPECHE MODE (84)
- ALANNAH MYLES (75)
- BILLY IDOL (66)
- ELTON JOHN (63)
- MICHAEL PENN (62)
- NIKKI (55)
- MICHEL'LE (54)
- BILLY JOEL (49)

HOTTEST

- MADONNA (189)
- M.C. HAMMER (133)
- HEART (132)
- WILSON PHILLIPS (75)
- JANET JACKSON (71)
- SINEAD O'CONNOR (69)
- BELL BIV DEVOE (68)
- ROXETTE (53)
- AEROSMITH (36)
- PERFECT GENTLEMEN (34)

Most Active = Ups + Debuts - Downs

JOHNNY GILL "Rub You The Right Way" (Motown)

Reports: 61. Moves: Up 20, Debuts 13, Same 9, Down 0, Adds 19 including WXKS, PRO-FM, WAVA, KKFR, FLY92, WTIC, 999KHI, WOVV, KKSS, KQMQ, WCIL, WPGC 25-18, Q105 30-25, Y108 24-15, KKLQ 21-12.

EN VOGUE "Hold On" (Atlantic)

Reports: 57. Moves: Up 15, Debuts 7, Same 14, Down 0, Adds 21 including KRBE, Z95, WHYT, PWR106, KKFR, WSPK, 98PXY, WBBQ, KZFM, KIKI, Q104, HOT97 21-15, WPLJ 30-25, WPGC 6-4, KJMJ 16-12, WGH 34-27, FM102 21-15.

GO WEST "King Of Wishful Thinking" (EMI)

Reports: 54. Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 52 including WXKS, KKBQ, KRBE, WNVZ, KSAQ, KKRZ, KISN, KWSS, KZZB, XL1067, KRNQ, HOT949, KNRJ 34-30, CK105 37-31.

LIGHTNING SEEDS "Pure" (MCA)

Reports: 54. Moves: Up 4, Debuts 8, Same 21, Down 0, Adds 21 including KKRZ, KXYQ, KUBE, 93Q, KZZB, WZYP, KROY, 95XXX, KQIZ, WPFM, KSAQ 40-29, KNRJ 33-28, HOT949 19-11.

DIGITAL UNDERGROUND "The Humpty Dance" (Tommy Boy)

Reports: 52. Moves: Up 24, Debuts 7, Same 8, Down 4, Adds 9, Z100, WNVZ, PWR106, B93, WNOK, KNRJ, KKYK, Z106, KQMQ, B104 24-19, KKBQ 28-23, KRBE 18-12, KKLQ 6-5, WTIC 20-10. Numbered at 88%; Top 15 at 43%; Hot at 17%.

SLAUGHTER "Up All Night" (Chrysalis)

Reports: 52. Moves: Up 26, Debuts 9, Same 10, Down 0, Adds 7, KBEQ, 99WGY, WPST, K92, WVFX, WKPE, WOMP, KEGL 21-17, WHYT 22-18, PIRATE 17-14, JET-FM 35-30, WINK 33-29, WZYP 39-29, WOKI 28-19. 73% of the action is charted; Top 15 at 13%.

COVER GIRLS "All That Glitters Isn't Gold" (Capitol)

Reports: 52. Moves: Up 30, Debuts 1, Same 17, Down 4, Adds 0, HOT97 11-9, KKBQ 18-11, KTFM 15-11, PWR106 24-19, KZZP 25-22, X100 10-7, HOT977 9-7, WTIC 29-25, WFMF 23-19, KZFM 24-19.

SIGNIFICANT ACTION

BLACK CROWES "Jealous Again" (Def American/Geffen)

Reports: 49. Moves: Up 12, Debuts 8, Same 22, Down 0, Adds 7, WBBQ, 99WAYS, WKDD, KMYZ, KNIN, WVBS, WDBR, WAEB 37-33, I95 24-20, WZZU 32-29, KTUX 39-31, KSND 38-33, KRZR d-15, Q104 30-23.

BONNIE RAITT "Nick Of Time" (Capitol)

Reports: 48. Moves: Up 17, Debuts 7, Same 16, Down 0, Adds 8, KBEQ, FLY92, KC101, B93, WQUT, WHYY, WQID, KYYY, Q95 24-20, KISN 38-34, 99WGY 38-35, KZZB 39-34, WIXX 32-26, SLY96 37-32.

ANA "Got To Tell Me Something" (Parc/Epic)

Reports: 43. Moves: Up 4, Debuts 6, Same 14, Down 0, Adds 19 including KRBE, KTFM, FM102, KUBE, 999KHI, Y107, WGRD, KQKQ, KKRQ, KQMQ, G98, KIXY, KTX, KITY 30-27, PWRPIG 38-32.

GEORGE LAMOND "Bad Of The Heart" (Columbia)

Reports: 42. Moves: Up 7, Debuts 5, Same 11, Down 0, Adds 19 including WIOQ, PWR99, Y108, KZZP, FM102, KUBE, WRCK, HOT95, WOVV, KKSS, KKMG, KDON, KSMB, HOT97 6-5, HOT977 22-18.

QUINCY JONES featuring TEVIN CAMPBELL "Tomorrow (A Better You, Better Me)" (Qwest/WB)

Reports: 38. Moves: Up 5, Debuts 2, Same 24, Down 0, Adds 7, WXKS, WIOQ, WBBQ, WHYY, KWOD, WQID, WPFM, WPGC 9-7, B95 on, HOT102 on, FM102 on-dp, KUBE on, B95 35-31, WVFX 39-35, KQIZ 39-34.

WHITESNAKE "Now You're Gone" (Geffen)

Reports: 37. Moves: Up 0, Debuts 4, Same 19, Down 0, Adds 14 including KSAQ, FLY92, WHYY, KLO, KRZR, WNYP, KYYY, WBNQ, Z97, KFBQ, KTMT, ZFUN, Y97, KXYQ on-dp, KUBE on.

SALT-N-PEPA "Expression" (Next Plateau)

Reports: 34. Moves: Up 14, Debuts 1, Same 8, Down 9, Adds 2, WEGX, B93, Z100 16-13, Q107 5-3, KIIS 11-8, PWR106 28-25, KZFM 36-29, HOT95 34-30, KROY 21-15, WCIL 22-13. Charted at 100% of those playing it; Top 15 at 58%; Hot at 15%.

SNAP "The Power" (Arista)

Reports: 32. Moves: Up 8, Debuts 5, Same 6, Down 0, Adds 13 including Z100, KITY, PWRPIG, PWR106, HOT977, HOT999, K106, Y107, KKRQ, KMOK, WXKS 21-16, HOT97 14-10, WPLJ d-27, WIOQ 30-15, B95 38-34. Strong major market reaction.

GORKY PARK "Try To Find Me" (Mercury)

Reports: 31. Moves: Up 20, Debuts 2, Same 7, Down 1, Adds 1, WPXR, K92 7-4, WIXX 5-3, WTBX 7-4, KZZU 3-1, KYYY 33-16, WCIL 19-10, KKHT 11-6, KFMW 38-30, KFTZ 10-7, KMOK 4-3, OK95 2-2.

XYZ "What Keeps Me Loving You" (Enigma)

Reports: 30. Moves: Up 10, Debuts 0, Same 20, Down 0, Adds 0, KXXR 30-26, KCHX 34-30, 99KG 32-23, KFTZ 35-29.

MELLOW MAN ACE "Mantirosa" (Capitol)

Reports: 24. Moves: Up 13, Debuts 2, Same 2, Down 0, Adds 7, KIIS, PWR106, KZZP, KIKI, KCAQ, KROY, KRQ, PWR96 27-22, KITY 20-16, KKFR 19-13, KGGI 15-9, FM102 26-16, KKLQ 15-8, KMEL 12-9, KOY-FM 20-16. 83% of the airplay is charted; 25% Top 15; Hot at 33%.

MICHAEL McDONALD "Take It To Heart" (Reprise)

Reports: 21. Moves: Up 1, Debuts 4, Same 6, Down 0, Adds 10, WNNK, WBBQ, WCGO, WKZL, WVKS, KF95, G98, KZII, KFMW, KBOZ, Y100 d-27, 103CIR d-27.

CHURCH "Metropolis" (Arista)

Reports: 21. Moves: Up 5, Debuts 1, Same 15, Down 0, Adds 0, CKOI on, WZZU 28-23, HOT949 d-25, WJMJ 37-34.

SPUNKADELIC "Take Me Like I Am" (SBK)

Reports: 19. Moves: Up 8, Debuts 1, Same 8, Down 1, Adds 1, WZZG, WPGC on, KKFR 24-19, KKMG 35-30, SLY96 38-34.

DANGER DANGER "Bang Bang" (Imagine/Epic)

Reports: 17. Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 8, 99WGY, WAEB, WKRZ, KTUX, KSND, KRZR, Z97, SLY96, KSAQ on-dp, 92X on-dp.

EVERYTHING BUT THE GIRL "Driving" (Atlantic)

Reports: 17. Moves: Up 5, Debuts 1, Same 7, Down 0, Adds 4, FM102, KTUX, KZZU, WNYP, KCPX on-dp, KISN on, KMEL 27-22, WVKS 21-16, WJMJ 32-29.

HOWARD HEWETT "Show Me" (Elektra)

Reports: 17. Moves: Up 4, Debuts 2, Same 7, Down 0, Adds 4, KJMJ, KZZB, KKSS, WQID, FM102 17-13, KMEL 20-15, Z99 26-22, B95 36-32.

YOUNG & RESTLESS "B Girls" (Pandisc)

Reports: 16. Moves: Up 5, Debuts 5, Same 3, Down 1, Adds 2, WFMF, KBFM, B104 d-24, WIOQ d-27, WDFX 13-10, WCKZ 12-9, KOY-FM 17-13. 81% are charting it; 46% Top 15; Hot at 19%.

SUNNI "Why Did My Baby Get Over Me" (Alpha International)

Reports: 14. Moves: Up 7, Debuts 3, Same 4, Down 0, Adds 0, HOT977 25-21, Z99 27-23, KIKI 25-21, KDON 20-16.

PARIS BY AIR "C'mon & Dance With Me" (Columbia)

Reports: 14. Moves: Up 6, Debuts 2, Same 6, Down 0, Adds 0, KTFM on-dp, PWR106 on, KZZB 26-22, KIKI 30-25.

REBEL MC "Street Tuff" (Mercury)

Reports: 13. Moves: Up 3, Debuts 1, Same 5, Down 0, Adds 4, WIOQ, FM102, KNRJ, B95, WPGC 29-26, KMEL d-30.

ICE M.C. "Easy" (Chrysalis)

Reports: 11. Moves: Up 2, Debuts 0, Same 3, Down 0, Adds 6, KITY, KTFM, PWRPIG, CK105, KKMG, KZOO, WHYT on, KOY-FM 28-25.

JOEY KID "Counting The Days" (Atlantic)

Reports: 11. Moves: Up 8, Debuts 0, Same 3, Down 0, Adds 0, HOT97 4-4, KTFM 26-22, PWR106 15-12, HOT977 7-5, KKMG 30-24, KDON 17-12.

CHIMES "I Still Haven't Found What I'm Looking For" (Columbia)

Reports: 10. Moves: Up 3, Debuts 2, Same 4, Down 0, Adds 1, KJMJ, WPGC d-30, Z99 21-17.

*A Quantum Leap!
Step by Step*

*The Single, The Video,
The Album, The First
Major Move Toward a
Record-Shattering
Summer.*

*New Kids on The Block.
Step by Step.
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*Produced by Maurice Starr for Big Step Productions
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NATIONAL AIRPLAY OVERVIEW

CHR

3	2	WKS	WKS	LW	TW
6	3	2	1		1 MADONNA/Vogue (Sire/WB)
1	1	1	2		2 SINEAD O'CONNOR/Nothing Compares 2 U (Chrysalis)
8	5	4	3		3 JANET JACKSON/Alright (A&M)
10	7	5	4		4 HEART/All I Wanna Do Is Make Love To You (Capitol)
20	14	9	5		5 M.C. HAMMER/U Can't Touch This (Capitol)
16	10	8	6		6 WILSON PHILLIPS/Hold On (SBK)
9	8	7	7		7 R. STEWART w/R. ISLEY/This Old Heart... (WB)
3	2	3	8		8 CALLOWAY/I Wanna Be Rich (Solar/Epic)
25	20	13	9		9 ROXETTE/It Must Have Been Love (EMI)
21	17	14	10		10 LINEAR/Sending All My Love (Atlantic)
14	12	11	11		11 SWEET SENSATION/Love Child (Atco)
5	4	6	12		12 MICHAEL BOLTON/How Can We Be Lovers (Columbia)
24	18	15	13		13 EXPOSE/Your Baby Never Looked Good In Blue (Arista)
13	11	10	14		14 AEROSMITH/What It Takes (Geffen)
28	23	18	15		15 PERFECT GENTLEMEN/Ooh La La (Columbia)
—	31	22	16		16 PHIL COLLINS/Do You Remember (Atlantic)
38	26	20	17		17 BELL BIV DEVOE/Poison (MCA)
34	25	21	18		18 JUDE COLE/Baby It's Tonight (Reprise)
—	34	23	19		19 RICHARD MARX/Children Of The Night (EMI)
32	28	24	20		20 GIANT/I'll See You In My Dreams (A&M)
18	16	16	21		21 ADAM ANT/Room At The Top (MCA)
7	6	12	22		22 BABYFACE/Whip Appeal (Solar/Epic)
2	9	17	23		23 JANE CHILD/Don't Wanna Fall In Love (WB)
40	35	30	24		24 AFTER 7/Ready Or Not (Virgin)
BREAKER	—	—	25		25 PARTNERS IN KRYME/Turtle Power (SBK)
—	—	35	26		26 TAYLOR DAYNE/I'll Be Your Shelter (Arista)
36	32	29	27		27 BASIA/Cruising For Bruising (Epic)
30	27	26	28		28 FLEETWOOD MAC/Save Me (WB)
BREAKER	—	—	29		29 B-52'S/Deadbeat Club (Reprise)
39	36	33	30		30 ELECTRONIC/Getting Away With It (Factory/WB)
4	13	19	31		31 LISA STANSFIELD/All Around The World (Arista)
—	—	39	32		32 DEPECHE MODE/Enjoy The Silence (Sire/Reprise)
11	19	27	33		33 MOTLEY CRUE/Without You (Elektra)
12	15	25	34		34 SEDUCTION/Heartbeat (Vendetta/A&M)
BREAKER	—	—	35		35 LOUIE LOUIE/Sittin' In The Lap Of Luxury (WTG/Epic)
19	22	28	36		36 DON HENLEY/The Heart Of The Matter (Geffen)
15	21	32	37		37 LUTHER VANDROSS/Here And Now (Epic)
DEBUT	—	—	38		38 BRENT BOURGEOIS/Dare To Fall In Love (Charisma)
DEBUT	—	—	39		39 WHISTLE/Always & Forever (Select)
DEBUT	—	—	40		40 MICHEL'LE/Nicely (Ruthless/Atco)

N&A Pg. 162; Playlists Pg. 147; Parallels Pg. 132

ADULT CONTEMPORARY

3	2	WKS	WKS	LW	TW
4	3	3	1		1 SINEAD O'CONNOR/Nothing... (Chrysalis)
2	2	2	2		2 DDN HENLEY/The Heart Of The Matter (Geffen)
6	4	4	3		3 WILSON PHILLIPS/Hold On (SBK)
12	7	5	4		4 ELTON JOHN/Club At The End Of The Street (MCA)
1	1	1	5		5 R. STEWART w/R. ISLEY/This Old Heart... (WB)
25	14	8	6		6 PHIL COLLINS/Do You Remember (Atlantic)
14	10	10	7		7 FLEETWOOD MAC/Save Me (WB)
15	11	11	8		8 HEART/All I Wanna Do Is Make Love To You (Capitol)
5	5	6	9		9 BASIA/Cruising For Bruising (Epic)
9	8	7	10		10 LISA STANSFIELD/All Around The World (Arista)
19	17	13	11		11 PAUL McCARTNEY/Put It There (Capitol)
29	20	14	12		12 ROXETTE/It Must Have Been Love (EMI)
—	28	17	13		13 L. RONSTADT f/A. NEVILLE/When Something... (Elektra)
28	21	15	14		14 EXPOSE/Your Baby Never Looked Good In Blue (Arista)
11	9	9	15		15 K. ROGERS & G. KNIGHT/If I Knew Then... (Reprise)
—	29	19	16		16 RICHARD MARX/Children Of The Night (EMI)
—	27	21	17		17 BILLY JOEL/The Downeaster 'Alexa' (Columbia)
26	23	18	18		18 QUINCY JONES/The Secret Garden (Qwest/WB)
30	26	22	19		19 JUDE COLE/Baby It's Tonight (Reprise)
—	—	29	20		20 CALLOWAY/I Wanna Be Rich (Solar/Epic)
—	—	27	21		21 PATTI AUSTIN/Through The Test (GRP)
3	6	12	22		22 MICHAEL BOLTON/How Can We Be Lovers (Columbia)
—	—	30	23		23 BRENT BOURGEOIS/Dare To Fall In Love (Charisma)
—	—	30	24		24 PETER BLAKELEY/Crying In The Chapel (Capitol)
20	22	23	25		25 TAYLOR DAYNE/Love Will Lead You Back (Arista)
7	13	16	26		26 SMOKEY ROBINSON/Everything You Touch (Motown)
BREAKER	—	—	27		27 MICHAEL McDONALD/Take It To Heart (Reprise)
DEBUT	—	—	28		28 EVERYTHING BUT THE GIRL/Driving (Atlantic)
DEBUT	—	—	29		29 MICHAEL PENN/This & That (RCA)
DEBUT	—	—	30		30 MAONNNA/Vogue (Sire/WB)

AC Music Begins Pg. 130

URBAN CONTEMPORARY

3	2	WKS	WKS	LW	TW
12	4	2	1		1 JANET JACKSON/Alright (A&M)
13	9	6	2		2 EN VOGUE/Hold On (Atlantic)
5	3	1	3		3 JOHNNY GILL/Rub You The Right Way (Motown)
20	18	8	4		4 TONY! TONI! TONE!/The Blues (Wing/Polydor)
16	15	9	5		5 Q. JONES f/T. CAMPBELL/Tomorrow... (Qwest/WB)
8	8	7	6		6 SOUL II SOUL/Get A Life (Virgin)
19	17	10	7		7 TODAY/Why You Get Funky On Me? (Motown)
6	6	5	8		8 FREDDIE JACKSON/All Over You (Orpheus/EMI)
24	21	15	9		9 WINANS/It's Time (Qwest/WB)
23	20	14	10		10 MICHAEL COOPER/My Baby's House (Reprise)
29	22	17	11		11 MELBA MOORE and FRIENDS/Lift Every Voice... (Capitol)
35	25	18	12		12 M.C. HAMMER/U Can't Touch This (Capitol)
—	31	20	13		13 KLYMAXX/Good Love (MCA)
27	24	19	14		14 SYBIL/Crazy For You (Next Plateau)
2	2	4	15		15 BELL BIV DEVOE/Poison (MCA)
31	27	21	16		16 WHISTLE/Always & Forever (Select)
15	14	11	17		17 BY ALL MEANS/Do You Remember (Island)
—	32	23	18		18 PERFECT GENTLEMEN/Ooh La La (Columbia)
30	26	22	19		19 JAMAICA BOYS/Shake It Up (Reprise)
—	37	25	20		20 JANE CHILD/Don't Wanna Fall In Love (WB)
3	1	3	21		21 HOWARD HEWETT/Show Me (Elektra)
34	30	24	22		22 CALLOWAY/Sir Lancelot (Solar/Epic)
—	35	27	23		23 FAMILY STAND/Ghetto Heaven (Atlantic)
—	—	28	24		24 RUBY TURNER/Paradise (Jive/RCA)
—	—	33	25		25 TROOP/All I Do Is Think Of You (Atlantic)
37	34	29	26		26 PHALON/Rise To The Top (Mega Jam/Elektra)
40	33	30	27		27 GRAYSON HUGH f/BETTY WRIGHT/How 'Bout Us (RCA)
—	39	31	28		28 CHRISTOPHER WILLIAMS/One Girl (Geffen)
—	38	32	29		29 NEWTRONS/My Heart Beats For You (MCA)
BREAKER	—	—	30		30 MICHEL'LE/Nicely (Atlantic)
—	—	38	31		31 SOMETHING SPECIAL/I Wonder Who She's... (Epic)
—	—	39	32		32 SHE featuring KIM WATERS/Hello Stranger (Warlock)
—	—	40	33		33 MILIRA/Mercy Mercy Me (The Ecology) (Motown)
BREAKER	—	—	34		34 LISA STANSFIELD/You Can't Deny It (Arista)
—	36	35	35		35 DOMINO THEORY/Radio Driver (RCA)
BREAKER	—	—	36		36 GLENN JONES/Stay (Jive/RCA)
DEBUT	—	—	37		37 MILES JAYE/Resistible (Island)
BREAKER	—	—	38		38 EARTH, WIND & FIRE/For The Love Of You (Columbia)
BREAKER	—	—	39		39 ASHFORD & SIMPSON/Hungry For Me... (Orpheus/EMI)
BREAKER	—	—	40		40 NEWKIRK/Sweat You (Def Jam/Columbia)

New & Active, TOP 10 Recurrents Pg. 122

NEW ROCK

LW	TW
2	1 DEPECHE MODE/Violator (Sire/Reprise)
1	2 SINEAD O'CONNOR/Do Not Want What L... (Chrysalis)
3	3 MIDNIGHT OIL/Blue Sky Mining (Columbia)
6	4 SUNDAYS/Reading, Writing & Arithmetic (DGC)
5	5 LLOYD COLE/Lloyd Cole (Capitol)
7	6 THAT PETROL EMOTION/Chemicrazy (Virgin)
4	7 HOUSE OF LOVE/House Of Love (Fontana/Mercury)
14	8 WORLD PARTY/Goodbye Jumbo (Chrysalis)
9	9 MISSION U.K./Carved In The Sand (Mercury)
17	10 HUNTERS & COLLECTORS/Ghost Nation (Atlantic)

Complete TOP 30 New Rock Chart Pg. 142

NAC

LW	TW
1	1 EVERYTHING BUT.../The Language... (Atlantic)
5	2 RALF ILLENBERGER/Heart & Beat (Narada)
3	3 DDN GRUSIN/Raven (GRP)
2	4 BASIA/London Warsaw New York (Epic)
7	5 OTTMAR LIEBERT/Nouveau Flamenco (Higher Octave)
12	6 GRANT GEISSMAN/Take Another Look (Bluemoon)
4	7 DOUG CAMERON/Mil Amores (Narada)
6	8 MICHAEL COLINA/Rituals (Private Music)
9	9 JIM HORN/Work It Out (WB)
13	10 EXCHANGE/Between Places (Mesa)

Complete TOP 30 NAC Chart Pg. 126

CONTEMPORARY JAZZ

LW	TW
1	1 STANLEY JORDAN/Cornucopia (Blue Note)
4	2 JACK DeJOHNETTE/Parallel Realities (MCA)
2	3 JOEY De FRANCESCO/Where Were You? (Columbia)*
3	4 MARCUS ROBERTS/Deep In The Shed (RCA)*
6	5 EDDIE DANIELS/Nepenthe (GRP)
5	6 KEVIN EUBANKS/Promise Of Tomorrow (GRP)
10	7 CHICK COREA ELEKTRIC BAND/Inside Out (GRP)
26	8 MARLON JORDAN/For You Only (Columbia)
12	9 HENRY JOHNSON/Never Too Much (MCA)
17	10 LEE RITENOUR/Stolen Moments (GRP)

*Keeps bullet due to continued growth.

Complete TOP 30 Contemporary Jazz Chart Pg. 126

AOR TRACKS

3	2	WKS	WKS	LW	TW
—	—	3	1		1 ZZ TOP/Doubleback (WB)
5	3	2	2		2 LITTLE FEAT/Texas Twister (WB)
7	6	5	3		3 JUDE COLE/Baby It's Tonight (Reprise)
2	1	1	4		4 DAMN YANKEES/Coming Of Age (WB)
—	12	7	5		5 BILLY IDOL/Cradle Of Love (Chrysalis)
11	8	8	6		6 ROBERT PLANT/Tie Dye On The... (Es Paranza/Atlantic)
20	14	12	7		7 HEART/Wild Child (Capitol)
14	10	10	8		8 GIANT/I'll See You In My Dreams (A&M)
26	20	15	9		9 TOM PETTY/You So Bad (MCA)
6	4	6	10		10 BLACK CROWES/Jelous Again (Def American/Geffen)
4	2	4	11		11 FLEETWOOD MAC/Save Me (WB)
16	13	13	12		12 LONDON QUIREBOYS/7 O'Clock (Capitol)
13	9	9	13		13 BAD ENGLISH/Heaven Is A 4 Letter Word (Epic)
BREAKER	—	—	14		14 ERIC CLAPTON/Before You Accuse Me (Reprise)
BREAKER	—	—	15		15 MICHAEL PENN/This And That (RCA)
21	21	17	16		16 DEL AMITRI/Kiss This Thing Goodbye (A&M)
1	5	11	17		17 ROBERT PLANT/The Hurting Kind (Es Paranza/Atlantic)
—	42	28	18		18 WHITESNAKE/Now You're Gone (Geffen)
BREAKER	—	—	19		19 MIDNIGHT OIL/Forgotten Years (Columbia)
24	23	18	20		20 AEROSMITH/Monkey On My Back (Geffen)*
DEBUT	—	—	21		21 PRETENDERS/Never Do That (Sire/WB)
45	38	31	22		22 FLEETWOOD MAC/Love Is Dangerous (WB)
39	30	27	23		23 SLEEZE BEEZ/Stranger Than Paradise (Atlantic)
12	11	14	24		24 CHURCH/Metropolis (Arista)
23	22	22	25		25 FASTER PUSSYCAT/House Of Pain (Elektra)
34	27	26	26		26 L.A. GUNS/The Ballad Of Jayne (Vertigo/Polydor)
36	32	30	27		27 ERIC JOHNSON/High Landrons (Capitol)
—	49	38	28		28 ALANNAH MYLES/Love Is (Atlantic)
29	25	25	29		29 MISSION U.K./Deliverance (Mercury)
BREAKER	—	—	30		30 BATON ROUGE/Walks Like A Woman (Atlantic)
BREAKER	—	—	31		31 ELECTRIC BOYS/All Lips N' Hips (Atco)
31	29	29	32		32 JOE SATRIANI/I Believe (Relativity)
19	19	24	33		33 SLAUGHTER/Up All Night (Chrysalis)
3	7	16	34		34 HEART/All I Wanna Do Is Make Love To You (Capitol)
9	18	32	35		35 DON HENLEY/The Heart Of The Matter (Geffen)
40	37	36	36		36 BILLY JOEL/The Downeaster 'Alexa' (Columbia)
—	—	45	37		37 MOTLEY CRUE/Don't Go Away Mad Just Go... (Elektra)
53	48	40	38		38 KINGS OF THE SUN/Drop The Gun (RCA)
8	15	33	39		39 ERIC CLAPTON/No Alibis (Reprise)
—	—	54	40		40 LITTLE CAESAR/Chain Of Fools (DGC)

*Keeps bullet due to continued growth.

Complete TOP 60 Tracks Chart Pg. 138; LP Chart Pg. 140

COUNTRY

3	2	WKS	WKS	LW	TW
4	2	1	1		1 CLINT BLACK/Walkin' Away (RCA)
14	10	4	2		2 RICKY VAN SHELTON/I've Cried My Last... (Columbia)
8	7	3	3		3 KEITH WHITLEY/I'm Over You (RCA)
7	4	2	4		4 RODNEY CROWELL/If Looks Could Kill (Columbia)
11	9	5	5		5 LIONEL CARTWRIGHT/I Watched It On... (MCA)
15	11	7	6		6 DOUG STONE/I'd Be Better Off (In A Pine Box) (Epic)
18	15	9	7		7 TANYA TUCKER/Walking Shoes (Capitol)
17	14	8	8		8 STEVE WARINER/The Domino Theory (MCA)
16	13	10	9		9 ROBIN LEE/Black Velvet (Atlantic