

I N S I D E:

KARMAZIN FACES STERN TEST

"We don't feel we'd be acting as a proper licensee if we plead guilty to something, we don't feel we're guilty of," explains Infinity chief Mel Karmazin, who's prepared to go to court over a \$6000 indecency fine levied by the FCC. In a timely R&R Interview, Karmazin speaks candidly about the Howard Stern fracas and expresses unfettered optimism about radio's economic future during the current recession. Page 22

STORY BEHIND THE SWEEP

R&R's exclusive "Ratings Strategy Review" returns with an in-depth analysis of the specific techniques stations use to win the ratings game. New features include a review of each format's "buzzwords" and expanded coverage of how radio uses other media. Page 23

LISTENERS TO RADIO: STOP LYING!

"People under 30 believe almost nothing about your product. As soon as you open your mouth, they assume you're lying." Strong words from Bolton researcher Larry Rosin, who says radio's common practice of trying to hype and deceive its listeners simply doesn't work with today's ultra-cynical under-30s. Page 34

BECK LOOKS AHEAD

Get a head start on the new year with Chris Beck, the Nostradamus of radio sales, as he forecasts 1991 sales and marketing trends. Among his predictions:

- More promotional requests
- Smaller travel budgets
- More sales promo coordinators
- "Crashing" rates

Page 16



Wagner To Step Down At Great American

Carl Wagner, President of the broadcast group of Great American Broadcasting Co., has announced he'll retire May 1. Company officials are now searching for his successor.

"I've been doing this for 31 years and it's time for a change. I've been a group head since 1974, and that's a lot of time. I've been talking about retiring for a year. I finally decided I can afford to retire, and I want to," Wagner told R&R.

He said he announced the decision now to give the company ample time to find a successor.



Carl Wagner
He has no immediate personal plans except to "enjoy life" by spending time fishing and snow-boarding. WAGNER/See Page 36

Jacor Restructures

Jacor Communications has reached an agreement in principle with its bankers to restructure more than \$100 million in debt. The deal came shortly before Jacor's long-pending \$32 million sale of WMJL/Cleveland and WYHY/Nashville to Legacy was scheduled to close Friday (12/21).

"The maturity of the senior bank debt will be advanced to a date no later than January 30, 1993," according to a corporate statement. Jacor said it had agreed to pay an interest penalty of an additional 1% any time after March 1, 1991 that its outstanding bank debt exceeds \$100 million. JACOR/See Page 36

Goins Going Gone!



Perhaps the brightest star in the Denver Broncos' dismal 4-10 season has been KRFX/Denver Sports Director Rich Goins. The diehard Broncos fan laid siege to a 40-foot-high billboard last month, promising not to descend until his favorite team won a game. After braving sub-zero temperatures, a stream of nationwide publicity, and round-the-clock cheers from supporters below, Goins obtained his reprieve last Sunday — 33 days after commencing the board — when the Broncos took the San Diego Chargers 20-10. Pictured in the eye of a media storm upon regaining solid ground, Goins is chatting via cellular phone with sportscaster Bob Costas on the "Costas Coast-To-Coast" national radio show.

Third Gambling Takes Reins



Yet another generation of Gambling took over the morning drive reins at WOR/New York last week (12/14) when John A. Gambling (standing next to his wife Sally) retired after 31 years. John R. Gambling has been part of the morning team for five years, but will now anchor "Rambling With Gambling," the show his grandfather began at WOR back in 1925.

FALL BIRCH RESULTS

WRKS Strengthens Big Apple Lead; LA's 'Beat' Goes On

New York			Los Angeles		
	Su '90	Fa '90		Su '90	Fa '90
WRKS (UC)	7.1	7.3	KKBT (UC)	6.0	6.3
WQHT (CHR)	5.8	5.3	KIS-AM & FM (CHR)		
WHEW-FM (AOR)	5.2	5.0		6.2	6.2
WBLS (UC)	5.2	4.9	KPWR (CHR)	6.1	5.9
WXNK (CR)	4.2	4.5	KOST (AC)	4.8	5.3
			KABC (Talk)	4.3	6.1

For the first time in Birch ratings history, an Urban-formatted station is No. 1 in four of the country's five largest radio markets, according to just-released fall survey results.

Evergreen Media's KKBT/Los Angeles topped the crowded Southern California radio market, becoming the first Urban station to do so. Sammk's WRKS/New York extended its lead to two points over its near-

est competitor. CBS's WBBM-FM/Chicago tumbled just enough to allow Gannett's WGCI-FM to claim the top spot, and in Philadelphia, Talk's WUSL maintained a comfortable margin over second-place WMMR.

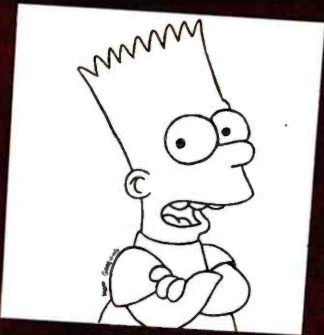
Complete results from the nation's top ten markets on Page 35.

Schulhof Heads Sony Music

Sony Corporation has named Michael Schulhof Chairman of Sony Music Entertainment (formerly CBS Records) effective January 1, 1991. He succeeds Sony Corp. President/CEO and current CBS Records Chairman Norio Ohga, who stated, "The continued growth of both CBS SCHULHOF/See Page 36

R&R Holiday Schedule

- R&R's offices will be open during the holiday season, with the exception of Christmas Eve and day and New Year's Eve and day.
- R&R will not publish a regular issue 12/28 and 1/4/91.
- HOTFAX subscribers will receive a special expanded HOTFAX the morning of 1/4/91.



BART SIMPSON "Do The Bartman"

R&R CHR: **26** - **14**
Conversion: +5

SALES EXPLOSION:
Billboard Album: 42* - 10*
5-Day: 601,209
Total: 1,689,026

A Monster On Over 220 CHR Stations!
Bart's Video Is In Heavy Rotation On

The first track & video from the debut album
"The Simpsons Sing The Blues"



TESLA "Signs"

Over 60 CHR Stations:

B94 add

KMYZ debut 24

WGTZ add

WKRZ add

#1 Most Requested Track!

YES97 debut 29 hot

KAY107 add

KZ106 add

R&R Track: **4**

PIRATE 20-17

WKRZ debut 39

KQKQ add

99WAYS add

In Active Rotation On

WVAEB 40-33

WZYP debut 31

WERZ add

WRVQ add

and many more!!

KATM 23-15

WKSF debut 39

999KHI add

WYCR 30-25

WBBQ add

WPST add

The first single, track and video from the **GOLD** album
"FIVE MAN ACOUSTICAL JAM"

CHER "The Shoop Shoop Song (It's In His Kiss)"

#3 Performing Where Played!

Over 100 CHR Stations Including:

WXKS 11

WERZ 36-31

G105 24-19 HOT

WCIL 30-18

Heavy Play On
&

WPLJ 31-28

WLAN 18-14

Y107 23-19

KMOK 22-17

Y100 12-8 HOT

WKRZ 24-18

K92 20-15

... And Many

WHYT deb 25

WYCR 22-17

KQMQ 23-11

More!

AC CHART: 6

Music from the original motion picture soundtrack **MERMAIDS**

DON HENLEY "New York Minute"

A Hit On Over 100 CHR Stations:

WBLI 14-6 HOT

WKQB 31-27

WKRZ 13-11

KJ103 29-23

WQID 10-7 HOT

Y100 3-1 HOT

KZZP 16-14

Y107 16-13 HOT

Z99 deb-23 HOT

WKFR 10-8

WNCI 15-13

KISN 23-18

WKDD 11-7 HOT

KXYQ 16-10

... And Many More!

AC CHART: 3

From the **MULTI-PLATINUM, GRAMMY-AWARD-WINNING** Album,
THE END OF THE INNOCENCE



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A Record Power Summit



Head honchos from a number of record labels convened for NARAS's annual bicostal President's Advisory Council meetings. At the Los Angeles summit (top photo) were (l-r) MCA Music Entertainment Group Chairman Al Teller, NARAS President Michael Greene, Windham Hill President Anne Robinson, Solar CEO Dick Griffey, Capitol President Hale Milgrim, and Virgin Co-Managing Director Jeff Ayeroff; among those at the New York gathering were (l-r) NARAS Chairman William Ivey, PolyGram Label Group President/CEO Rick Dobbis, CBS Records Division President Tommy Mottola, Chrysalis President John Sykes, Greene, and Island President Mike Bone.

WTMX Names Ozmon PD

Bonneville AC WTMX/Chicago has hired Chicago native Lorna Ozmon as PD, filling the gap created when Mike Phillips left to program Gold KRTH/Los Angeles. Ozmon, who's been PD at Gold WQSR/Baltimore for 14 months, begins at WTMX January 7. WQSR's programming post is still open.



Lorna Ozmon

Ozmon told R&R, "It's been a long road to get back home. I left in 1983 and have had lots of fun, but I'm ready to go back. I know I'm walking into the lion's den in terms of competition, but Bonneville has all the resources to compete. Mike Phillips is one of my favorite people, and going into a station he's programmed puts me ahead of the game. Still, I have lots of homework to do."

Ozmon previously was Station Manager and PD at WROR/Boston, programmed WOMC/Detroit, and was Asst. PD/Research Director at WKQX/Chicago.

WMSR'S Time-Lease Transaction Creates Home For WSIX Format

New WTSN Will Use AM's Programming, Sales; McIntyre Named GM

American General Media, owner of WMSR/Manchester-Nashville, has signed a four-year agreement with WSIX/Nashville owner CapStar Communications for WSIX to provide Business News, Sports, and Talk programming, as well as sales representation. WMSR will change its calls to WTSN early next year.

The station, which has been dark for two years, will soon be boosting its power to 100kw from its transmitter 15 miles southeast of Nashville. The programming — much of which was heard on WSIX (AM) until its recent sale to Bible Broadcasting Network — will originate from WSIX's Music Row studios.

AGM has named Jim McIntyre WTSN GM. The station will be co-programmed by market talk vet Teddy Bart, who recently left his talk show on crosstown WLAC, and by present WSIX (AM) PD Duncan Stewart, who will handle the sports programming.

AGM VP Rogers Brandon told R&R, "[WSIX-AM & FM and CapStar CEO] David Manning — who's the genius behind this — came to us with the idea. It's pretty attractive to just saddle up and

start with the programming, marketing, and sales departments of one of the best stations in the U.S. It's hard to build something like that; it's an expeditious and exciting way to enter the arena."

CapStar's Manning said, "WSIX (AM) has the top sports programming in Middle Tennessee. Teddy Bart is a proven professional with a huge following in this city. We're very excited about combining this programming and making it available to the market on a very competitive FM signal."

KODA Deals Dillon PD Job



Dave Dillon

After 15 months as PD at WHTX/Pittsburgh, Dave Dillon has accepted the programming chair at Command Soft AC KODA/Houston, effective January 7. He replaces Dave McKay, but his own replacement at WHTX has not yet been named.

KODA VP/GM Desty Black commented, "KODA's come a long way in the past year, and Dave Dillon is the guy who'll complete our evolution [from B/EZ]. His programming skills are exceptional, and his ability to get the most out of on-air talent is second to none."

Dillon came to WHTX after a two-week programming stint at WJQY/Miami. He's also programmed WOKV & WAIV/Jacksonville, WEZS (now WMBK)/Richmond, and WEEK & WQQQ/Allentown.

WIP GM

Williams Now Spectacor Chairman/CEO

Spectacor Broadcasting has named Jack Williams Chairman/CEO. He's been acting GM at Spectacor's all-Sports WIP/Philadelphia for a year, and now that post has been made official.

"We're very happy with the station's progress," said Jay Salsler, President of Spectacor Broadcasting's parent company, Spectacor. "Jack Williams has put together a remarkable organization that has established all-Talk sports radio as a viable and successful radio concept."

Commented Williams: "We're WILLIAMS/See Page 36

I want to thank you for your contribution to KBPI's success over the past year, helping us grow from a 4.0 to a 6.5 12+ from the Summer '89 to Summer '90 ARB, peaking a #1 in our target demo, 18-34 Adults, by a cool 27% over #2...

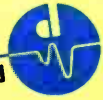
We could not have done it without our partners at MusicSCAN.

**Bill Betts
Program Director
KBPI Radio, Denver**

MusicSCAN
Music Scheduling Software
205 987-7456



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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.

RADIOMIXER.[®] For everyone who thought a PR&E console was out of reach.

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:

— You've tried, but your console budget just can't accommodate a Pacific Recorders BMX— setting for a copy, even though it won't have the standard-setting features, performance and long-term reliability that have made our BMX consoles so successful.

RIAA, NAB Battle Over DAB Copyright Royalties

The music industry is asking Congress to regulate digital audio broadcasting in an effort to protect performers and record companies from losing money. The move occurred this week shortly before a Washington consortium announced a \$100 million contract to build a satellite that may bring the first nationwide DAB service to the U.S.

The battle that's shaping up may pit music executives head-to-head against broadcasters over the development of the new broadcasting technology. In a series of filings this week with the U.S. Copyright Office, the recording industry sought mandatory copyright royalty payments by DAB companies to offset lost record sales. But the NAB claims it's just an attempt to make broadcasters pay for a home taping problem that doesn't exist and may never materialize.

The RIAA said, "The advent of digital audio broadcast and cable services means that sound recordings will be exploited more intensively and extensively than ever before... without remuneration to recording companies, musicians, or artists. This fundamental unfairness must be rectified." RIAA urged the Copyright Office to recommend congressional action to mandate DAB performance rights payments, require transmission of subcodes to discourage home taping, and bar CD-quality broadcasts of multiple cuts from a single album.

NAB accused the record indus-



try of moving prematurely to impose restrictions without knowing what impact, if any, DAB will have on record sales. It claimed that music taping from radio and TV now "is modest, and taping of entire albums off the air is very rare." It also noted that Congress rejected previous attempts to require broadcast royalty payments to record companies and performers.

Even if DAB should cut into record sales, NAB asked why broadcasters should be expected to make up the loss. NAB said a home taping penalty assessment would impose a "harsh new burden" on broadcasters and "merely create a

windfall for the recipients of such royalties."

In rare agreement with NAB, Satellite CD Radio and Streeter Communications each told the Copyright Office there was no justification to treat DAB any differently than AM and FM broadcasting. Both companies are seeking DAB licenses.

BMI backed RIAA's call for DAB royalty payments to record companies and performers. ASCAP, however, preferred royalties on blank tapes and recording equipment.

Ten DAB Channels

Meanwhile, American Mobile Satellite Corporation announced (12/19) a \$100 million contract to have Hughes Aircraft build a satellite scheduled for launch in 1994. Radio Satellite Corporation plans to use the satellite for a package of services, including ten channels of digital audio broadcasting.

"We see two very natural uses of satellites — one is for mobile communications and the other is for broadcasting," said AMSC spokesman Ruth Pritchard-Kelley. "Broadcasting to vehicles via satellite is the best of both." RSC Chairman Gary Noreen said the Hughes contract means he can complete negotiations with AMSC for transponder space and then start selling channels to broadcasters.

1990's TOP STORIES

DAB, Recession, Censorship, Globalization Mark New Decade

1990 was a year of tumultuous change for the radio broadcasting industry, which was whipsawed by the forces of new technologies, scarce capital, and global markets. In retrospect, the industry was undergoing a sea of change as a new business environment emerged. Below is a recap of the year's top business developments, as determined by R&R's Washington staff:

Financial Distress

The radio industry was swept into a recession after federal banking regulators adopted highly leveraged transaction (HLT) rules and refused to exempt media deals. Credit vaporized almost overnight as banks balked at making new loans and began calling in old ones.

A shakeout hit the brokerage industry when the sudden unavailability of easy acquisition financing ended the "go-go" era of the '80s and slowed station trading to a crawl. As advertising revenues slumped, "workouts" became common as station operators caught in the credit crunch struggled to meet large debt payments while property values plunged.

Major players such as Infiaity, Jacor, NewCity, Noble, and Westwood One scrambled to restructure their finances, while Shamrock and Emmis sold stations to cut debt. Starstream wrestled with a liquidi-



ty crisis and avoided having its stock delisted by NASDAQ.

Tak Communications narrowly avoided receivership, but Pat Shaughnessy's Marathon wasn't as lucky. Price Communications threatened bankruptcy, and Olympia Broadcasting actually jumped into the Chapter 11 pool. UPI teetered on the brink of collapse once again, in part because of financial scandals at parent companies Info-technology Inc. and Financial News Network.

Despite the tough economic climate, some deals were settled. Robert F.X. Sillerman and Carl Hirsch launched a new Legacy

Broadcasting chain in the wake of the Command Communications restructuring and made a bid to acquire two Jacor properties in Cleveland and Nashville for \$30 million. Joe Dorton closed a \$20.7 million purchase of WERC & WMJJ/Birmingham.

Censorship Issues

Rap artists and shock jocks had more brushes with the law than ever before. FBI Director William Sessions opened up the year by defending the bureau's official criticism of NWA's rap song "Fuck The Police" as a legitimate crime-fighting effort, and denying any intent to intimidate Priority Records into muzzling the artists.

Then-Florida Governor Bob Martinez was next up to bat, asking the state's attorney general to probe rappers 2 Live Crew for criminal obscenity and racketeering violations. That lawyer declined, but Broward County prosecutors were more sympathetic as they successfully pressed criminal charges against a retailer for selling the group's "As Nasty As They Wanna Be" album.

But the big fish got away when a Fort Lauderdale jury refused to convict lead rapper Luther Camp-

Continued on Page 11



DC REPORT
PAT CLAWSON

Tribune In A Buying Mood

Tribune Broadcasting chief James Dowdle said the Chicago-based chain wants to buy more radio stations in 1991. The company sat on the sidelines in recent years as station prices skyrocketed, but Dowdle is now scouting Top 50 market opportunities.

"For the first time in several years, the marketplace seems to be on the verge of some opportunities. With the decline of junk bonds and capital markets generally, we see pricing for stations returning to more sensible levels," Dowdle told analysts last week at the PaineWebber media conference.

Multimedia Chairman Walter Bartlett told analysts he has \$375 million available for acquisitions, but it's not burning a hole in his pocket. He recently passed up buying a TV station for eight times cash flow. "We're pleased to have the money in our hip pocket if opportunities arise," he said. Two companies not in a radio buying mode: Gannett and Heritage Media.

CBS Stock Tender Sparks Takeover Talk

CBS Inc. has wads of cash for deals, but Wall Streeters think it may become a takeover target now that Chairman Laurence Tisch plans to buy back 44% more of its stock — at \$190 per share — for \$2 billion.

Tisch would still have \$1 billion in cash on hand to acquire stations, but that probably won't happen. A CBS spokesman said the company felt the share repurchase was a better use of cash than making another large station acquisition.

The move is an attempt to bolster the company's sagging stock price and to help pay William Paley's estate taxes. But analysts at the Paine-Webber conference likened the stock deal to a homeowner splashing some new paint on the walls in an effort to dress up a property before a sale. They were buzzing that the company may be in play — with the Walt Disney Company standing by as a possible acquirer.

Schubert Radio Sales Signs Clients

Former Eastman Radio President Jerry Schubert said New Year's Eve, the first day of the 1991 billing calendar, is the official start-up date for his new Interep radio rep firm, Schubert Radio Sales. That's about a month earlier than the originally announced start date of February 1 (R&R, 9/28).

Schubert told R&R he's signed ten stations, including six of the TK Communications group. "There clearly is demand out there (among stations) for another rep firm," he said.

Financially, Schubert predicted his initial client list will claim \$3.5 to \$5 million in annual billings. His '91 goal is to secure 1% of the radio rep business, about \$11 million. "I think we're going to exceed that," he said.

Hughes Drops Henry Deal

WOL & WMMJ/Washington owner Cathy Hughes is \$200,000 poorer these days, now that her Almic Broadcasting has forfeited an escrow deposit after walking from a deal to pay Regan Henry \$6 million for WWIN-AM & FM/Baltimore.

"The deal is dead," said Almic co-owner Alfred Liggins. "We had the financing but decided to step back and see where the economy is going in the next few months."

U.S. Radio L.P. executive Bob Hughes, who manages Henry's radio empire, said the stations will not go back on the block. But the deal's collapse may leave Henry unable to complete his planned \$3.5 million acquisition of WBZN-AM & FM/Racine, WI.

In other deal action this week:

• E.W. Scripps Co. said it will buy two million shares of its Class A common stock from the Edward W. Scripps Trust, its controlling shareholder, for \$31.5 million. The sale is aimed at diversifying investments assets, but the trust will still own 79% of the voting stock.

WESTWOOD ONE RADIO NETWORKS PRESENTS INXS "LIVE FROM DUBLIN" NEW YEARS EVE

INXS

LET THE X-FACTOR BEGIN



THE NORTH AMERICAN TOUR 1991

- 1 Landover, MD
- 3 Lexington, KY
- 4 Auburn Hills, MI
- 5 Auburn Hills, MI
- 8 Montreal, CANADA
- 9 Toronto, CANADA
- 11 Cleveland, OH
- 12 Indianapolis, IN
- 14 Milwaukee, WI
- 15 Chicago, IL
- 16 Chicago, IL
- 17 St. Louis, MO
- 19 Minneapolis, MN
- 21 Regina, CANADA
- 22 Saskatoon, CANADA
- 24 Calgary, CANADA
- 25 Edmonton, CANADA
- 27 Vancouver, CANADA
- 28 Tacoma, WA
- 29 Portland, OR
- 31 Salt Lake City, UT

"As Keith Richards said of them
I like INXS. The guys can play
They're a band, they're
together."
The Official November 27, 1990

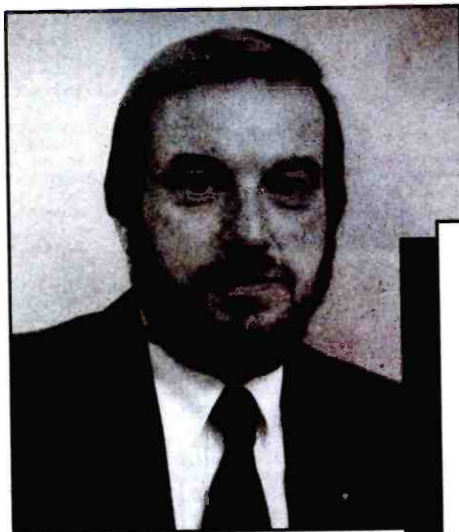
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Today's Birch/Scarborough ... Giving you the whole picture



"At Shamrock, we have relied on Birch for both our quantitative and qualitative information. We are currently using Birch exclusively and we've had nothing but positive results. We find Birch to be the best source for making money in the '90s and beyond."

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Vice President/C.O.O.*

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TRANSACTIONS AT A GLANCE

Hagan & Edwards Purchase Paducah Christmas Combo For \$1.8 Million
 Capstar Catches Nashville AM For \$60K

Deal Of The Week:

WPAD & WDDJ/Paducah, KY
 PRICE: \$1.8 million
 TERMS: Asset sale for cash
 BUYER: Purchase Broadcasting Inc., owned by R. Lee Hagan and Gene Edwards of Paducah, KY
 SELLER: Radio Paducah Inc., owned by William Sherman
 FREQUENCY: 1560 kHz; 99.9 MHz
 POWER: 10kw day/5kw night; 100kw at 340 feet
 FORMAT: Country; CHR

Alabama

WKIN/Leakinston

PRICE: \$220,000
 TERMS: Asset sale. Escrow deposit \$10,000, with an additional \$9000 cash due at closing. Buyer to assume outstanding bank debt of \$56,887 in 36 standing bank debt, which is payable in 12% interest, which is payable in 36 equal monthly installments of \$923 and final installment of \$42,395. Buyer also own KXSP/Huntsville, HI and KPVA & KWVH/Hot, HI
 FREQUENCY: 790 kHz
 POWER: 5kw day/1kw night
 SELLER: David Scheiberg and Carol Donald Kane, his Lindestad, and Charles Carrell Lindestad and Carrel
 FORMAT: Nostalgia

WLBK/Leesburg

PRICE: No cash consideration for assumption
 TERMS: No cash consideration for assumption of all outstanding debts
 BUYER: Ben Griffin of Ocoee, FL
 SELLER: WLBK 790 Inc., owned by Donald Kane, his Lindestad, and Charles Carrell Lindestad and Carrel
 FREQUENCY: 790 kHz
 POWER: 5kw day/1kw night

Michigan

WBCM/Bay City

PRICE: \$17,500
 TERMS: Asset sale. Escrow deposit \$10,000 with balance due via five-year promissory note at 10% interest.
 BUYER: Nicholas Communications Corp., owned by Paul Nicholas of Livonia, MI
 SELLER: Karth Broadcasting Company, headed by A.M. Umans
 FREQUENCY: 1440 kHz
 POWER: 5kw day/2.5kw night
 FORMAT: This station has been dark since May 16.

WCLS/Oscola (FM CP)

PRICE: \$100
 TERMS: Cash for assets
 BUYER: Todd Mohr of Zeeland, MI
 SELLER: David Scheiberg of Lansing
 He also owns a CP for a new FM at Can Arvor, MI
 FREQUENCY: 100.1 MHz
 POWER: 3kw at 300 feet

New York

WCHP/Champlain

PRICE: No cash consideration for 25%
 TERMS: Stock transfer
 BUYER: Dora Clapp and Carl Auel, Auel owns KRXR/Fairfax, CA; KRM/Conzonas, CA; WLV/Altoona-WOR/Lynchburg, VA; WJTF/Woodville, FL; and WJLD/Altoonaville, NY
 SELLER: Champlain Radio Inc. stock held by the estate of Martin Clapp, headed by executor Dora Clapp
 FREQUENCY: 760 kHz
 POWER: 25kw daytimer
 FORMAT: Religious

Georgia

WBK & WDKZ/Atlanta

PRICE: \$120,000
 TERMS: Stock transfer for assumption of debts
 BUYER: Jerry Braswell of Panama City, FL and Carolyn and H.C. VandenBark of Crestview, FL. They also own WJUE/ Watson Beach, FL
 SELLER: Hirsch Broadcasting Inc., owned by Thomas Hirsch, his 58-year-old son Manager of WCLM-A & FRICKSON, GA
 FREQUENCY: 820 kHz
 POWER: 5kw daytimer
 FORMAT: Country; the buyer plans a News/Talk format

Kentucky

WMOO/Springfield

PRICE: No cash consideration for 50% voting control
 TERMS: Conversion of stock from non-voting to voting status
 BUYER: Capital Communications Partnership, 80% owned by New South Communications, which is headed by F.E. Holladay, and 20% owned by ET Communications Inc., which is 100% owned by Ronald Eubank, the station's general GM
 SELLER: New South Communications Inc., owned by F.E. Holladay. The company also owns KLOM-A & FM/WAYNE/Houston, MS; and is the proposed licensee of WYEN/Hickory, AL. Holladay also has an interest in WYZZ/Myrtle Estlin, FL
 FREQUENCY: 105.7 MHz
 POWER: 100kw at 1847 feet
 FORMAT: Urban

For The Record

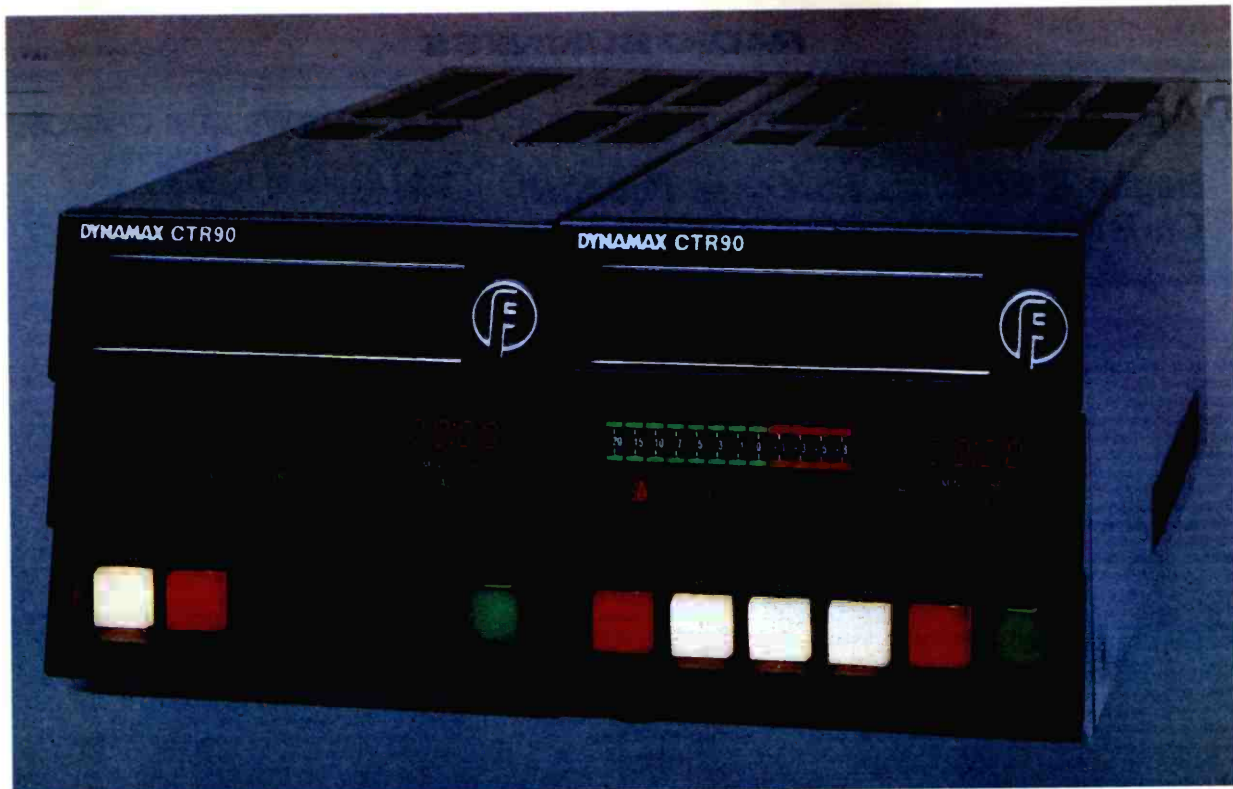
Last week's transactions statistics were inadvertently short-counted by \$2.2 million, the correct total for last week's trading activity was \$21,778,270. Last week's correct year-to-date total transactions statistics reflect the corrected totals.
 WSIX (Any/Nashville)
 TERMS: Cash for assets with \$200,000 in tax certificate in exchange for real estate
 PRICE: \$900,000
 BUYER: Cash for assets with \$200,000 in tax certificate in exchange for real estate
 SELLER: Henry Lackey, owner of WSON/Henderson, KY
 SELLER: Margaret and H. Edward O'Daniel Jr., reducing their ownership of Washington Newton Sound Corp. from 100% to 50%
 FREQUENCY: 102.7 MHz
 POWER: 1.8kw at 417 feet
 FORMAT: Gold
 WJED/Dogwood Lakes Estates (FM CP)
 PRICE: \$2243
 TERMS: Cash for assets
 BUYER: Bethany Bible College and Bethany Theological Seminary Inc., owned by Dr. H.D. Shumake. The nonprofit organizations also operate Church Inc., headed by E.G. Atkins
 FREQUENCY: 91.1 MHz
 POWER: 700 watts at 180 feet
 FORMAT: The buyers plan a Religious format.

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Air Services

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 PRICE: \$505,000
 KTM/Mission
 POWER: 3kw at 285 feet
 FREQUENCY: 105.5 MHz
 SELLER: KTM Inc.
 BUYER: RGV Broadcasting Inc., a subsidiary of RGV Media Ministries Inc. The company is headed by President Kevin Pagan of McAllen, TX
 FREQUENCY: 105.5 MHz
 POWER: 3kw at 285 feet
 SELLER: Spanish
 And Save Money.
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 Geneva 600 Paris 580
 London 825 Sydney 1120
 Madrid 700 Tokyo 499
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Deal Of The Week:
WPAD & WDDJ/Paducah, KY \$1.8 million
 Total Stations Traded This Year: 1277
 This Week's Action: \$4,010,543
 (Last Year: \$40,749,670)
 Total Stations Traded This Week: 15
 (Last Year: 26)
 1990 Deals To Date:
 \$1,156,155,593
 (Last Year: \$2,615,879,415)



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With a -81 dB signal to noise ratio, the new Dynamax CTR90 Series is the best piece of equipment that we have ever built. And, we're convinced, the best cartridge machine ever built. What's more, the CTR90 Series outperforms other elements of the broadcast chain, including typical STLs, exciters, transmitters, and even the best audiophile quality receivers.

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Dolby HX Pro Headroom Extension originated by Bang & Olufsen and manufactured under license from Dolby Laboratories Licensing Corporation.

DNR is a registered trademark of National Semiconductor Corporation under U.S. Patents 3,678,416 and 3,753,159.

DAB, Recession, Censorship

Continued from Page 6

bill and the group on obscenity changes. Several state legislators considered mandatory record-keeping laws — some with criminal penalties — but intense lobbying by the RIAA and industry thwarted those efforts.

The FCC fined several stations including WLIO/Houston, KSD/Des Moines, WVEW/Cleveland, and WFBQ/Indianapolis — for indecent language. The Commission "changed" FM allocations. But his plan began to unravel after the FCC announced it would support a 24-hour indecent ban, but court challenges to its constitutionality kept the policy from taking effect.

With AI stress at the helm, the FCC began enacting the daylights rule. AI stress at the helm, the FCC began enacting the daylights rule. AI stress at the helm, the FCC began enacting the daylights rule.

Rule Enforcement

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90

IN REVIEW

After Cox Broadcasting announced a boycott of American radio and reboomer in November, North Carolina and was sentenced to 15 years in prison and fined \$500,000. Root also had a federal grand jury in East St. Louis. He charged Root with fraudulently obtaining money from a client. The next month, Florida officials hit Root and three Southern officials with 50 counts of fraud and racketeering. In November, Root pleaded guilty to that same offense.

Sortilege Scandal

Opening the year as a free man under investigation, Washington attorney Robert F. Smith, III, was charged with a conspiracy to defraud the FCC. Smith, III, was charged with a conspiracy to defraud the FCC.

European researchers spent \$50 million over three years to develop DAB technology, but their efforts attracted little attention in America until February. That's when NAB VP Jean Abel hailed it as "the biggest development in broadcast technology since the invention of TV," during a presentation to NAB's board of directors. He warned that the technology, which permits CD-quality broadcasts virtually free of interference, was revolutionary and would change the face of radio.

Move-Ins Jeopardized?

Entrepreneur Tom Gannam picked off the year by leaving an airplane crash at sea and myriads of other disasters, which he considered mandatory record-keeping laws — some with criminal penalties — but intense lobbying by the RIAA and industry thwarted those efforts.

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BALZZ!

DAB broadcasts via satellite to ground-based DAB stations in Boston and Washington, DC. Throughout the summer, the Canadian government and broadcast industry urged creation of a hybrid satellite-terrestrial distribution system and suggested the AM and FM spectrum might be surrendered for other uses if all broadcasters could convert to digital frequencies. They were soon joined by AirCorp's proposal for a satellite DAB system serving national DAB services. They were joined by AirCorp's proposal for a satellite DAB system serving national DAB services. They were joined by AirCorp's proposal for a satellite DAB system serving national DAB services.

DAB

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IN REVIEW

Continued from Page 6

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Continued on Page 36

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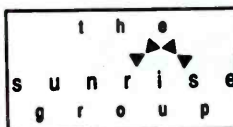
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MANAGEMENT

OVERVIEW

MEET 'N' POTATOES

Mind Your Business Manners

W hen having lunch with the Big Kahuna, you should act and go to the restroom if you're under medication or need to take a nap.

Don't drink hard liquor or make. You should decline to do both . . . even if invited to partake.

Don't mistake business conversation for the host to bring up business subjects.

Don't order messy foods. Restaurants' fast-food don't mix well with business topics.

Don't argue over the check. Allow the host to take care of the tab.

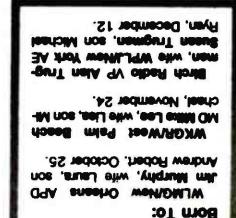
Don't signal for service. Also, never initiate ordering, chat extensively with food servers, or compliment anything.

Don't decide when to leave. Leave it for the host to determine when the meal — and the meeting — is over.

Don't have lunch with the WLM/News Orleans APD Andrew Robert, October 25.

Don't have lunch with the WRC/West Palm Beach Mitchel, November 24.

Don't have lunch with the WMA/News York AE Steve Triguera, son Michael Ryan, December 12.



CHRONICLE



RadioBest Contest Deadline Nears

Entries are being accepted through January 8 for the 1991 annual With Cheers Radio Broadcasters Association's RadioBest awards. Contestants must be 60 seconds or less, and must have been broadcast for product, in the case of the "best spot" never aired category in 1990. A panel of ten will judge the entries. Winners in 22 categories will be announced April 10 during an awards show in Minneapolis. Entry fee is \$45 per spot. For more info or entry forms, call (612) 544-6575.

Excuse Me . . . Are You Busy?

Each time interruption you face may be only five minutes long — but they can add up to a tremendous waste of time. Below are five ways to reduce interruptions, courtesy Jay Central Levinson, author of "The Ninety-Minute Hour":

- Be blunt with strangers who interrupt you during certain times.
- Allow those interruptions if you're sure you can deal with it less than a minute.
- Delegate interruptions to your staff, but also delegate the authority to your staffers will need to decide for you.

AVOIDUS INTERRUPTUS

• Intert that your colleagues not interrupt you during certain times.

• Control interruptions by interrupting your staff and friends to avoid those interruptions.

- March 14 — AWRT National Commendation Awards Program ceremony, Waldorf-Astoria Hotel, New York City.
- March 20-24 — South By Southwest music and media conference, Hyatt Regency, Austin, TX.
- March 22-25 — 1991 NARPA Convention, San Francisco Hilton.
- March 25 — 63rd Annual Academy Awards, Shrine Auditorium, Los Angeles.
- April 10 — Radiobest Awards, Minneapolis Convention Center.
- April 18-19 — NAB 1991 Convention, Las Vegas Convention Center.
- April 21-24 — Broadcast Financial Management Association, Century Plaza Hotel, Los Angeles.
- April 24 — Academy of Country Music Awards, Shrine Auditorium, Los Angeles.
- May 18-19 — T.J. Mitchell Rock N' Country Weekend, various locations, Los Angeles.
- May 18-19 — American Women in Radio & Television's 40th National Convention, Omni Hotel, Atlanta.
- June 5-15 — NAB Radio Exchange Management Development Seminar, University of North Carolina, Chapel Hill.
- June 18-19 — SPIN & BDA Conference & Exposition, Baltimore Convention Center.
- June 20-22 — Bobby Poe Convention, Sheraton Frontiers, Tysons Corner, VA.
- July 11-14 — Upper Midwest Communications Concise, Radisson Hotel South, Minneapolis.
- September 11-14 — NAB Radio 1991 Convention, Moscone Convention Center, San Francisco.
- September 25-28 — RTNDA 48th International Conference & Exhibition, Denver Convention Center.
- October 2-6 — Society of Broadcast Engineers National Convention, Hyatt Regency, Houston.
- October 14 — CMA Awards Grand Ole Opry, Nashville.
- October 23 — John Bayless Foundation Dinner, Plaza Hotel, New York City.
- October 24-27 — CNU Convention, Vista Hotel, New York City.
- March 6-9 — County Radio Seminar, O'Rand Hotel, Nashua, NH.
- February 27-March 2 — Chris Back Major Account Sales & Development Fly-in, Hyatt Regency, Dallas, Ft. Worth.
- February 28-29 — NAB Radio Music Hall, New York City.
- February 30 — 33rd Annual Grammy Awards, Radio City Music Hall, New York City.
- February 14-18 — Gwin-Santner 1991 St. Francis Hospital, San Francisco.
- February 18-17 — Southeast Music Conference, Holiday Inn, San Francisco.
- February 19-21 — Broadcast Credit Association's 25th Credit Conference, Loews Sunlight Hotel, New York City.
- February 11-13 — Broadcast News, South Band, IN.
- February 19-20 — NAB 20th Annual Management Development Seminar, Hyatt Regency, Ft. Lauderdale, FL.
- February 7-9 — Chris Back Major Account Sales & Development Seminar, Hyatt Regency, Los Angeles.
- February 20-21 — American Women in Radio & Television's 40th National Convention, Omni Hotel, Atlanta.
- January 30-February 2 — Eighth Annual Polk Media Group Programming/Management Conference, Bal Age Hotel, Los Angeles.
- January 30-February 2 — American Music Awards, Shrine Auditorium, Los Angeles.
- January 28 — American Music Awards, Shrine Auditorium, Los Angeles.
- January 27 — Super Bowl XXXV, Tampa Stadium, Washington, DC.
- January 27-28 — National Religious Broadcasters 48th Annual Convention & Exhibition, Sheraton Washington Hotel, Washington, DC.
- January 28-29 — National Broadcasters 48th Annual Convention & Exhibition, Sheraton Washington Hotel, Washington, DC.
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SALES & MARKETING

Trends To Watch In '91

As we come to the final Sales & Marketing column of 1990, I hope you've grown as much as I have this past year. In some ways, the year zipped by; in other ways, it seemed incredibly long. I'd like to thank you for your feedback and warm wishes, and wish you a safe and happy holiday.

In this week's column, I'll discuss some sales and marketing trends to look for in 1991. These include promotional requests, gifts with purchase, travel reductions, promotion coordinator increases, foreign ownership, and joint ventures.

More Promotional Requests

Promotional or merchandising requests are expected to accompany an estimated 60-75% of advertising buys next year. The flexibility allowed will increase dramatically, while the remote, no-charge spots, and generic consumer enter-to-wins will go by the wayside.

Environmental Potential

Stations that wish to capitalize on environmental issues will increase promotionally sensitive business by offering definitive traffic

"Promotional requests are expected to accompany an estimated 60-75% of advertising buys next year."

and case sale opportunities, such as retail tie-ins, cross-marketing, brand trials, in-store visuals, and direct-marketing databases.

Gifts With Purchase Up

Consumer response to enter-to-wins has dropped to one of the lowest levels in past decades. Today's preferred motivator — which consistently works for consumers, retailers, and manufacturers — is gifts with purchase. GWP's, pioneered by the cosmetics industry, have become increasingly popular value-added items.

Travel Budgets Down

In response to budget restraints and the reduction of national revenue, stations will dramatically cut the amount of travel in '91 — which means there'll be much less face-to-face contact with national buyers and clients.

More Sales Promo Coordinators

A number of stations will be spending their money on sales promotion coordinators, however. They're being hired — in many cases, the position has been created — to work locally and nationally with sales staffs. These sales promotion co-

"Consumer response to enter-to-wins has dropped to one of the lowest levels in past decades."

ordinators not only devise promotions to accompany buys; their presence enables the sales staff to devote more time to selling.

Cost Per Points To Drop

Many stations dramatically underestimated the first-quarter budget, opting to meet corporate projections by backloading later months' figures. This enabled many of them to at least come out of the '91 gate strong (and meeting budget).

Prepare yourself and your staff for crashing rates going into the summer — stations with no account depth and little new-business prowess will have to slash their rates starting the first of March.

Foreign Ownership?

There are two primary reasons that should force the FCC to discuss foreign ownership. First, there is a growing number of American broadcasters who are

MEDIASCOPE

O&M To Get Hardee Review

Ogilvy & Mather is expecting a first-quarter agency review of its estimated \$100 million Hardee's account. Hardee's revenues for 1990 are expected to be lower than those for '89. Hardee's this year completed the purchase of Washington, DC-based fast-food outlet Roy Rogers.

Earle Palmer Brown Expands

Earle Palmer Brown has added Tucker Communications to its Florida-based PR division. Tucker will provide clients with expanded services in the areas of public affairs, strategic business planning, and economic analysis.

Coke To Sponsor '92 Olympics

Coca-Cola, a longtime Olympic supporter, has announced it will be the official soft drink of the 1992 Winter and Summer Olympic games.

establishing ownership positions internationally.

Second, the debt service and overleveraged nature of stations and groups has made those on the market virtually impossible to sell. Therefore, foreign ownership (even at a 51/49 split) is one of very few ways to bail out many of the overleveraged operators and to ensure the ability of U.S. broadcasters to continue overseas expansion.

"1991 will be the year of the joint venture."

I believe 1991 will be the year of the joint venture, either through multimedia opportunities or dual operating arrangements. There's never been a better time to pursue partnerships in sales, marketing, promotion, or investment.

Manufacturers Move Into Retail

Back home, manufacturers — faced with increased slotting, display, and advertising fees — are diversifying into retail ownership, which reduces the impact of such fees and converts them into assets.

See Your Promo In R&R

We're always on the lookout for unique promotional or merchandising ideas. If your station has an unusual item that you would like showcased in this column, send it along with an explanatory note to: Chris Beck Communications, 22900 Ventura Blvd., Suite 340, Woodland Hills, CA 91364. Please note that items are not returnable.



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.

GOING GLOBAL

German Ad Revenues To Rise

Recent studies by a German market research group point to a healthy '91 market for the country, with ad revenues projected to increase 6-9%. German advertising will close 1990 at 24 billion marks (\$16 billion U.S.). The main segment of growth this year has been East German advertising.

Zenith Lands Allied Placement

Zenith Media Group, a subsidiary of Saatchi & Saatchi, will begin placing all of the media buying for UK food and drink group Allied Lyons beginning in March.

British Car Sales Plummet

Sales of new cars in Britain were down 18% in November compared with the same month last year. Year-to-date sales are down 12% for the first 11 months of '90.

BOOK BEAT

Christmas Reading: R&R Turns Up The Volumes

Last-minute Santas: Still searching for a little something to give your favorite music lover this Christmas? If so, check out the star biographies and other music-related books listed below:

Biofeedback

• "Linda Ronstadt: It's So Easy!" by Mark Bego (\$12.95/Eak- in Press). This unauthorized work relies on previously published newspaper and magazine articles to showcase the versatile singer's career and highly publicized romances (212 pages, photos, discography).

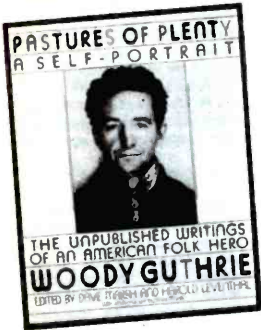
• "Pastures Of Plenty" by Woody Guthrie (\$29.95/Harper Collins). New sides of the folk pioneer's personal and political beliefs are revealed in this collection of previously unpublished songs, stories, diaries, letters, essays, and poems. Edited by rock critic Dave Marsh and Guthrie's former manager, Harold Leventhal (260 pages, illustrations, photos).



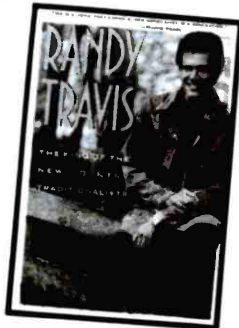
• "Taxi: The Harry Chapin Story" by Peter Cann (\$14.95/Lyle Stuart). First published in 1987 (after a lengthy court battle with Chapin's wife), this authorized recap of the late musician's life — compiled from seven years of personal interviews — is now in paperback (484 pages, photos, discography).

Beatlemania

• "Listening To The Beatles" by David Schwartz (\$34.50/Popular Culture). The latest edition to the



• "Randy Travis" by Don Casie (\$8.95/Sk. Martin's Press). Although mainly a retelling of the country crooner's climb to the top, this softbound bio also focuses on Music Row politics and Travis's relationship with his manager, L.B. Hatcher (210 pages).



publisher's Rock & Roll Reference Series focuses on Fab Four bootlegs and singles. For serious collectors only (330 pages, sleeve reproductions, title/subject index).

Pensive Rockers

• "And The Ass Saw The Angel" by Mute/Elektra recording artist Nick Cave (\$18.95/Harper Collins). In his first novel, gloomy Australian rocker Cave introduces readers to Euchrid Eucrow — a malformed and mute youth who experiences messianic fantasies while growing up in a swamp populated with sinners, retardates, and drunkards (252 pages).

• "Tough Baby" by Jesse Sublett (\$18.95/Viking). The L.A.-via-Austin music scenester follows his "Rock Critic Murders" (see R&R, 8/25/89) with this sex 'n' drug-fueled tale of musician-turned-sleuth Martin Fender's battle to clear himself of attempted murder charges (208 pages).

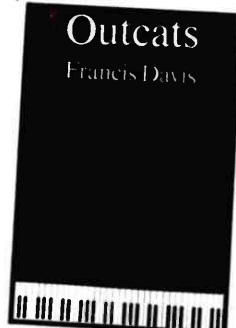
• "Tales Of Beatnik Glory" by Ed Sanders (\$12.95/Chapel Underground). With 32 interconnected short stories, Sanders — poet, author, co-founder of the Fugs, and former solo recording artist — chronicles the lives of poets, writers, musicians, painters, and assorted radicals who lived in

NYC's Lower East Side during the late '50s. Originally published in 1975 (543 pages).

Jazz Notes

• "Jazz Singing" by Will Friedwald (\$29.95/Scribners). Village Voice music writer Friedwald offers an opinionated and critical examination of jazz-oriented popular singing, complete with individual performance and album evaluations (477 pages, photos, selected discography).

• "Drummin' Men" by Burt Karall (\$24.95/Schirmer). An oral history of jazz drumming as told by some of the genre's best-known practitioners, their friends, and contemporaries. Primary focus: the Swing era (381 pages, foreword by Mel Torme).



• "Outcats" by Francis Davis (\$22.95/Oxford). Various jazz movements and nearly 40 artists — from stalwarts such as Duke Ellington, Lester Young, and Miles Davis to relative newcomers Harry Connick Jr. and Wynton Marsalis — are profiled in this collection of analytical essays (261 pages).

• "Inside Paul Horn" by Paul Horn and Lee Underwood (\$19.95/Harper Collins). The veteran jazz Hornman recalls his life and career in this self-described "odyssey of music, travel, and spiritual transformation" (284 pages, photos, selected discography).

FILMS

WEEKEND BOX OFFICE

DECEMBER 14-16

1 Home Alone	\$11.61
(Fox)	
2 Luch Who's Talking Too (Tri-Star)	\$8.10
3 Edward	\$6.32
Scissorhands (Fox)	
4 Dances With Wolves (Orion)	\$4.47
5 Mo'Nasty	\$4.00
(Columbia)	
6 Mermaids	\$3.514
(Orion)	
7 The Rookie	\$3.512
(Warner Bros.)	
8 Three Men & A Little Lady (Buena Vista)	\$2.72
9 Havana	\$2.17
(Universal)	
10 Predator 2	\$1.17
(Fox)	

All figures in millions

*First week in release

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

Among the films opening during the next three weeks is Francis Ford Coppola's "The Godfather Part III," which is set to debut Christmas Day. Al Pacino reprises his role of Michael Corleone in the long-awaited sequel, which also stars Diane Keaton, Talia Shire, and Andy Garcia. The film's Columbia soundtrack features music by Harry Connick Jr., Al Martino, Carmine Coppola, and late composer Nino Rota.



A PROMISE YOU CAN'T REFUSE — Harry Connick Jr. performs "Promise Me You'll Remember," otherwise known as "Love Theme From The Godfather Part II."

"The Bonfire Of The Vanities," director Brian De Palma's take on Tom Wolfe's best-selling novel, opens this week (12/21). Tom Hanks, Bruce Willis, and Melanie Griffith star in the drama, which features a forthcoming Atlantic soundtrack with music by Dave Grusin.

Also opening this week: "The Russia House," a romantic drama starring Sean Connery and Michelle Pfeiffer. Music by Jerry Goldsmith featuring Bradford Marsalis can be found on the film's MCA soundtrack.

MUSIC & MOVIES

CURRENT

- **MERMAIDS** (Geffen)
Single: The Shop Shop Song (It's in His Kiss)/Cher
Other Featured Artists: Lesley Gore, Four Seasons, Miracles
- **HAYANA** (GRP)
Featured Artist: Dave Grusin
- **ROCKY V** (Best NCapitol)
Single: Go For It (Heart And Fire)/Joey B. Ellis & Tyneisha Hare
Other Featured Artists: Elton John, M.C. Hammer, Snap
- **ARACHNOPHOBIA** (Hollywood)
Single: Swear To Your Heart/Russell Hitchcock
Other Featured Artists: Sara Hickman, Brent Hothelme, Poorboys
- **GRAPPITI BRIDGE** (Paisley Periwigs)
Singles: Round And Round/Tevin Campbell
Melody Cool/Melvin Staples
Shake/Tina
Other Featured Artist: Prince
- **TUNE IN TOMORROW...** (Columbia)
Featured Artist: Wynnton Marsalis

UPCOMING

- **MY HEROES HAVE ALWAYS BEEN COWBOYS**
Single: (You're My) Soul And Inspiration/Oak Ridge Boys (RCA)

*A major broker reports
on 1990 Closed Sales to date:*

- 1/90 WAKR-AM/WONE-FM Akron \$33,000,000
- 1/90 KXOK-AM/KLTH-FM St. Louis \$4,000,000
- 4/90 WCOS AM/FM Columbia \$12,000,000
- 6/90 WQEZ-FM Macon \$3,000,000
- 7/90 KOFY-FM San Francisco \$35,500,000
- 7/90 KLRS-FM Santa Cruz/San Jose \$9,250,000
- 10/90 WBLX-AM/FM Mobile \$5,250,000

Total: \$57,500,000

*A. B. La Rue,
Media Brokers*

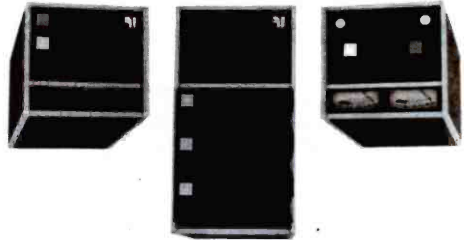
NEW YORK & BEVERLY HILLS

Exclusive Brokers in these transactions

HARRIS
ALLIED
 BROADCAST EQUIPMENT
 800-622-0022
 CANADA 800-268-6817
 FAX 317-962-8961

Need help picking your ITC cart machine? Call the experts at Harris Allied.
 No one knows more about ITC than Harris Allied — because no one sells, services and installs more ITC cart machines than we do. Your Harris Allied representative is ready to help you find the perfect ITC cart machine for your station. Just give him a toll free call at 800-622-0022.

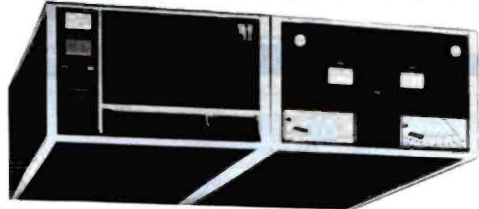
The versatile Delta Series?
YES if you want a choice of single or triple deck reproducers convertible to recorders with the DELTA IV recording amplifier.



YES when you need a tough performer with practical features like three cue tones at a "no excuses" price.
 The value-packed Series 1?



IS IT ITC'S full-featured 99 Series?
YES if you're looking for top audio performance and unique features like the patented ELSA cart preparation system.



Which one is your next cart machine?

GET IT RIGHT
 FROM HARRIS ALLIED

PEOPLE

Sure! Toys Around



Al B. Sure! (c) takes some time to help gather Toys For Tots this holiday season. The Warner Bros. artist worked with more than 100 Urban radio stations and the U.S. Marine Corps Reserve in the annual campaign to collect toys for underprivileged children.



Keepin' The Homefires Burnin'

Epic artist Tammy Wynette stands by her man — labelmate Joe Dille — while planning her December 19 performance at Nashville's Ft. Campbell. Wynette asked Dille to perform with her as part of "Operation: Homefires," a special holiday concert for 29,000 army dependents.



Host Without A Home

Talk WISN/Milwaukee midday personality J. Alan Schmidt recently spent four days and three nights on the city's streets in an attempt to experience what it's like to be homeless. After sleeping in shelters, eating at church food programs, looking for work, and panhandling, Schmidt recounted the ordeal on his "Midday Milwaukee" show with Jobs For Peace Director Roger Quintall and a homeless man named P.C., who befriended Schmidt on the streets.

The Bel-Air Boys



Jive/RCA artist D.J. Jazzy Jeff and two-fifths of labelmates H-Five paid a visit to Jeff's musical partner, "Fresh Prince" Will Smith, on the set of his NBC-TV series, "The Fresh Prince Of Bel-Air." Kickin' it are (l-r) H-Five's Roderick "Pooh" Clark, Smith, Jeff, and H-Five's Marcus Sanders.

One Smokin' Festival



John McVie, Rick Vito, and Billy Burnett of WB's Fleetwood Mac were among those rockin' to the tunes of RCA duo Foster & Lloyd and the semi-legendary Carl Perkins during rockabilly night at the Marlboro Music Festival. Gathering backstage at Atlanta's Cavern are (l-r) Rodney Foster, McVie, Perkins, Vito, Burnett, Bill Lloyd, and Perkins's son/drummer Stan Perkins.



Kiss 'N' Kravitz

Mercury threw an Egyptian-themed wrap party for Kiss after the last show of their recent "Hot In The Shade" tour. Seen on the scene were Kiss's Paul Stanley (l) and Virgin artist Lenny Kravitz.



- | | |
|----------------|----------------------|
| Ann Curless | John Fogel |
| Jack Snyder | Nick Bloom |
| Stan Gleason | Frank Palmieri |
| Chuck Sweney | Jeff Shane |
| Randy Robins | Tony Chalmers |
| Eva Pfaff | Frank Murray |
| Merv Arnolds | Leslie Margner |
| Jeff Blalock | Jody Cluman |
| Susan Epstein | Lisa Nicole Brewster |
| Kelly Wallace | Kim Huferson |
| Gary Hopkins | Lanette Craig |
| Tasha Mack | Diane Hines |
| Dave Kofstein | Melissa Farmer |
| Sean Foreman | Caprice Arcole |
| Debbie Campisi | Bobby Bland |
| Frank Falise | Michael Conroy |
| | Pat Dempsey |

Capitol Records Promotion

Thank you radio
for making our best year ever!
We couldn't have done it
without you.



make our stars shine brighter

YOU

Infinity's Karmazin: Fighting For What's Right

In addition to the usual worries confronting radio group owners in these uncertain times, Infinity Broadcasting Corp. President/CEO Mel Karmazin is facing a \$6000 FCC indecency fine prompted by the December 1988 antics of morning man Howard Stern (R&R, 12/7), who can be heard on Infinity's WXRK/New York, WYSP/Philadelphia, and WJFK/Washington.

True, it's not a lot of money. But the principal of the action bothers Karmazin, who told R&R Associate Editor Ronald Bloomquist that Infinity feels a special obligation to defend radio against unfair treatment of any sort. Karmazin also shared his thoughts on the economic climate facing radio in 1991, pointing to research that shows radio outperforms itself in a recession.

R&R: You've said the FCC "made several mistakes" when it hit Infinity with an indecency fine for the Stern "Christmas Party" bit. What exactly were these mistakes?

MK: We believe the FCC erred by its own definition of indecency, part of which is "a description of a sex act or bodily function" and [Stern] was not providing a description. Second, the FCC says you can [determine] its definition of indecency by looking at past rulings. Well, that cuts both ways because we've looked at rulings where the FCC has dismissed complaints when [broadcasters] used "penis" in a manner similar to how Howard used it. We feel there hasn't been any consistency there.

"There's a sense that TV and newspapers will fight, but radio will just pay the fine."

The Commission also says it's concerned about protecting children. We did a Gallup poll that demonstrated there are no children listening [to Stern's show]. Another issue we consider very important is the "national standard" [for indecency]. As broadcasters we have been deeply involved in ascertaining the concerns of our local communities and determining what is appropriate and not appropriate. And now the Commission says, "There is no local standard, it's a national standard." We think the courts will find that incorrect.

We're also concerned that the Commission has said it will only act on complaints from listeners.



Mel Karmazin

WYSP and WJFK had no complaints.

R&R: You're prepared, if necessary, to go to court over this?

MK: Well, first things first. We'll respond to the Commission. But our company has a long track record in the broadcasting business, and we don't feel we'd be acting as a proper licensee if we were to plead guilty to something we don't feel we're guilty of.

R&R: Are you disappointed that in recent months other radio groups have opted not to fight indecency fines levied against their stations?

MK: Well, let's look at the players who are likely to stand up for the industry. The largest radio broadcaster is Cap Cities/ABC. But it's not a defender of radio; [Cap Cities/ABC President/CEO] Dan Burke isn't active in the industry.

The same thing is true of [CBS President] Larry Tisch. And the same is true of Westinghouse, Gannett, Cox, and Bonneville. You never see the chief executive officers of those corporations at radio meetings. You do see me there. Because radio is our primary business, we have been known to stand up for important radio issues. We feel it's our responsibility to fight for what's right.

I can't speak for other companies. But, for example, Gannett paid an indecency fine [for a segment of the KSD/St. Louis morning show]. I'm not sure that if Gannett had a First Amendment issue at one of its newspapers that it would react the way it did when it had a First Amendment issue at one of its radio stations.

I think it's all part of how radio gets treated. Look at how Arbitron treats radio. If a radio personality mentions diaries or ratings, the station gets listed below the line; a TV personality does the same thing and nothing happens. The FCC takes action against a radio performer who says "penis," but not against a TV performer who says "penis." I think there's a sense that TV and newspapers will fight, but radio will just pay the fine. That al-

lows the FCC to say, "Look what we're doing about indecency."

R&R: Do you think the FCC was out to get Howard Stern?

MK: I don't know about that. I think the Commissioners have a responsibility and are doing the job the way [Sen.] Jesse Helms (R-NC) wants them to do it. There may be a benefit to them from slipping the wrist of the second most-listened-to radio personality in the country in that it shows people what might happen if they don't do whatever it is the Commission wants done.

"Our people have research that shows radio outperforms itself in a recession. So if we're in a recession, that's good news for radio."

R&R: If you were king, how would you resolve the indecency problem?

MK: I don't think indecency is a major issue in this country. If I were the Commission, I would leave it to the local authorities. People should take their complaints to the local district attorney or sheriff. And if the station is found to have violated a local or state law on obscenity or indecency, then the Commission should get involved when the station comes up for license renewal.

R&R: What's the single biggest problem facing radio today?

"If the FCC would eliminate the 12-station ownership limits, broadcasters who are having problems could sell to financially capable buyers who could better serve the public."

MK: Well, one is the need for radio to increase its percentage of the advertising pie from 7% to a greater number, like 10%, in the near future. That would cure an awful lot of the financial problems some stations are facing.

Many broadcasters also are having trouble because bank regulators have [clamped down on broad-

"We'll respond to the FCC . . . But we don't feel we'd be acting as a proper licensee if we were to plead guilty to something we don't feel we're guilty of."

cast lending] and reduced liquidity. If the FCC would eliminate the 12-station ownership limits, a lot of broadcasters who are currently having problems could sell their stations to financially capable buyers who could better serve the public.

R&R: Should there be any limit on the number of stations one licensee can own?

MK: I don't think so. If the Commission felt leaving it completely open was too extreme, why not start by saying you can own 24 radio stations, regardless of whether they are AM or FM? That would allow people who want to be in the radio business to be in the radio business and provide an easier exit for those who want out.

R&R: What should radio do to increase its share of ad expenditures?

MK: I was teased for a long time for suggesting that we hire Ronald Reagan or Lee Iacocca to be our spokesman. But look at Jack Valentini. He's done a wonderful job representing the motion picture industry and has had a great impact on that industry. We need somebody like that who can represent us. We have the statistics, and we do the job for advertisers. We're making slow progress, inching up, but we need somebody who can get in the door with some of the CEOs and presidents of the largest corporations.

R&R: Speaking of representation, is radio getting all it should from the NAB?

MK: The NAB does a fine job in dealing with Congress and handling legislative issues and technical issues.

R&R: How about the Radio Advertising Bureau?

MK: I would not be a good judge of that because we don't belong to the RAB.

R&R: Why not?

MK: RAB membership is a decision we've left to our GMs. To date they haven't felt it was a particularly intelligent investment, primarily because they felt RAB's orientation [leans] too much toward small markets.

R&R: Will 1991 be a bullish year for radio?

MK: This is our best year ever; all the markets we're in are up. Our people have research that shows radio outperforms itself in a recession. So if we're in a recession, that's good news for radio. We

also have statistics that show radio does well in the year after a recession.

The country's last recession [ran] from July 1981 through November 1982. Radio revenues in 1981 were up 14%, in 1982 they were up 10%, and in 1983 they were up 11.6%. We have every reason to believe revenues will be up next year.

R&R: How is the station trading market shaping up for next year?

MK: We're concentrated in the Top 10 markets, and there hasn't been a whole lot of transactions in those markets. Some people would say that's because no one wants to buy Top 10 stations. I say it's because nobody wants to sell them. I

"Jack Valentini has done a wonderful job representing the motion picture industry. We need somebody like that who can represent us."

recently tried to buy a station where I offered the seller ten times trading cash flow, and that didn't do the deal.

R&R: What market was that?

MK: A market we're not currently in. Sticks might be another story, but Top 10 market cash flow properties are still selling at the multiples they've sold at in the past. Obviously, interest rates and the availability of money in the banking environment will affect those multiples in the coming year.

R&R: Will Infinity expand in the coming year?

MK: Well, we'd like to. We have room for one more FM and the financial resources to do it. We would have acquired a number of FM's by now except for the fact that we have room for just one more. So we have to be very selective — particularly since there's nothing in our portfolio that we want to sell. And when some cash-flowing AM stations come on the market, we have no aversion to acquiring some.

R&R: What markets are you interested in?

MK: Houston and Atlanta. We generally like to work in markets that have a minimum revenue of \$100 million, and both Houston and Atlanta have over \$100 million in revenues.

RATINGS STRATEGY REVIEW

Behind Summer's Sizzling Stats

Once again, RAB's "Rating Strategy Review" looks behind the stats to product the techniques winning stations use to make them market pace-setters.

In addition to comprehensive breakdowns and analyses of Arbitron and Beach survey ratings data, the Rating Strategy Review features results from an exclusive RAB survey of approximately 300 stations in summer-rated markets. As we continue to expand and refine our presentation, we're adding the following features:

- Leading format "buzzwords"
- Expanded coverage of TV use
- How radio plays CDS.

The in-depth ratings data and strategic insights on these pages are designed as easy-to-use tools to help you position your station. Read on.

TOP IMAGING SLOGANS

Numbers in parentheses are last quarter's percentages of use. (—) means slogan did not show on last quarter's survey.

- 1 "The Music" (8.5%)
- 2 "More Of What You Love" (8.5%)
- 3 "The Rock" (8.5%)
- 4 "The Rock 'n' Roll" (8.5%)
- 5 "The Rock 'n' Roll" (8.5%)
- 6 "The Rock 'n' Roll" (8.5%)
- 7 "The Rock 'n' Roll" (8.5%)
- 8 "The Rock 'n' Roll" (8.5%)
- 9 "The Rock 'n' Roll" (8.5%)
- 10 "The Rock 'n' Roll" (8.5%)

Outside Media Usage By Format

Billboards supported television as radio's top outside media advertising choice. Most significant format deflection from TV during the summer returns: Country. This past spring, 68.7% of Country outlets used television, compared to just 13% this summer.

Magazines were again the least likely location for stations to spend money. However, AOR (+0.3%), CHR (+3.0%), and Country (+5.5%) concentrated a bit more there.

TV PREFERENCES

NEWSPAPERS

Station	Preference
AOR	31.5%
AC	13.5%
CTW	2.7%
CM	8.5%
UC	2.7%

BILBOARDS

Station	Preference
CM	80.2%
AOR	11.2%
UC	42.8%
CTW	21.2%
AC	21.2%

BUSBOARDS

Station	Preference
AOR	35.5%
UC	32.2%
CM	22.2%
AC	10.2%

MAGAZINES

Station	Preference
AOR	14.2%
UC	14.2%
CM	11.1%
AC	8.8%

CABLE AD BUY CHOICES

MTV	37.5%
CNN	12.8%
ESPN	12.8%
Headline News	12.8%
Nashville Network	8.2%
SportsChannel	8.2%
USA	8.2%
Weather Channel	8.2%

SPOT SLOTTING

RSS/OMH	23.8%
Prime	18.8%
Prime Access	18.8%
Late News	11.2%
Labo News	8.8%
Early News	4.2%
Sports	4.7%
News/Info	2.2%
Soaps	2.2%
Weekend Day	2.2%

Get Here From Miles Away

Time reported cash as radio's most frequent summer format. Tired packages accounted for two-thirds of AOR and UC promotions.

Best of AOR and UC promotions. (AC) time a near repeat from the spring. UC's share on the great staff contest, a near repeat from the spring. News ending: 76.4% (fall), 60% (winter), 40% (spring), 33.5% (summer).

AOR and UC dropped with cash. CMT/Trucks remain the third of the Big Three, with figures again staying under 20%. Of note though, compared to the spring, Country (+1.0), AC (+3.2), CM (+2.8), and AOR (+7.8) allocated more for vehicles. UC (-2.0) cut back completely.



ONE WORD SAYS IT ALL

Let's define our word today to fit a summer with the tendency to do numbers — 80% do an AOR station on the last day to show the product.

FORMAT USAGE

UC	88.8%
CM	47.7%
CTW	27.7%
AOR	18.5%

TOP CHOICES

"ROCK"	18.8%
"MUSIC"	18.8%
"LITE"	18.8%
"TOP"	18.8%
"CLASSICAL"	18.8%

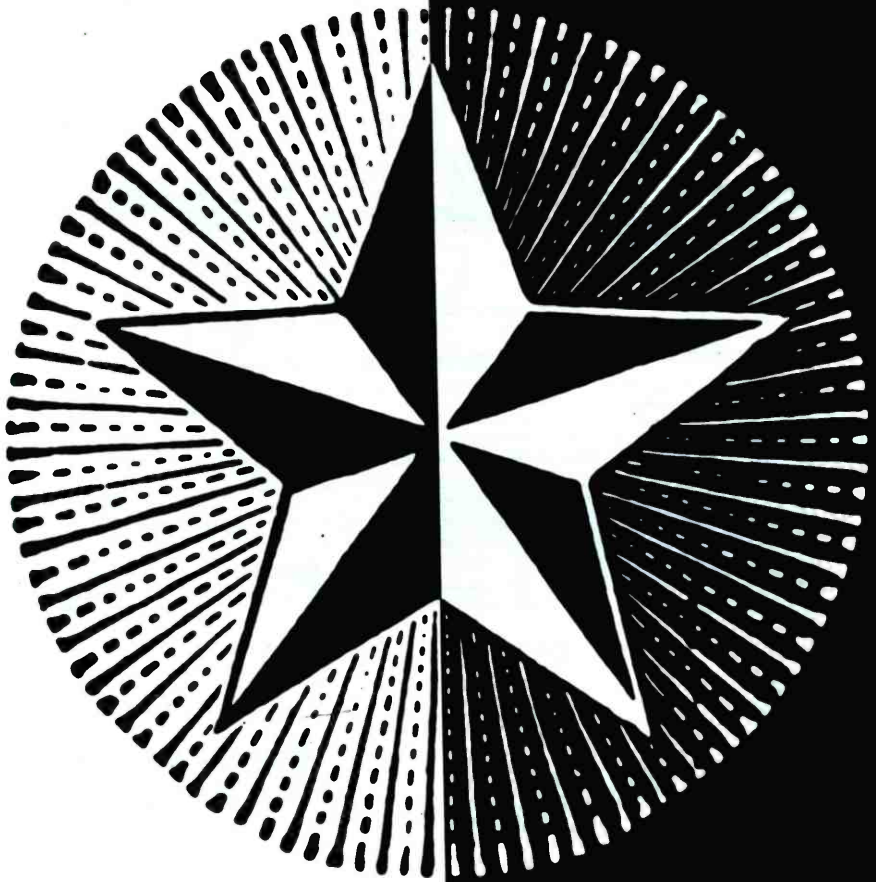
Arbitron Demo Shares By Format

AC and Country were again the one-two punch among 25-54 and 35-64. AOR (+2.0% from spring) trailed the 18-34 crowd from CHR (-2.47%). Spots 3-9 were consistent from the previous survey. B/EZ outlook MAC/Jazz for tenth place.

The 25-54 ratings were identical from the spring, with the exception of AOR (+1.0%) and CHR (-0.7%) trading places. Fluctuations were otherwise minimal.

Country narrowed AC's 35-64 lead from 6.5% (spring) to 5.8%. Gold re-mained #3, improving by 0.5%. The first 11 slots were a rerun of the spring. The final three formats shifted positions. The largest 35-64 movements were +0.6% by MOR/Big Band and -0.7% by Religion.

THE HOLIDAY SPIRIT



seasons greetings

ANTHONY ACAMPORA
RICHARD AGATA
SHAWN ALEXANDER
MICHAEL ATKINSON
COLETTE BANNISTER
KEN BARNES
JILL BAUHS
CHRIS BECK
MARGARET BECKWITH
DONA BEEHLER
MICHAEL BERCKART
KAREN BIONDO
RANDALL BLOOMQUIST
DEBBIE BOTENGAN
JOHN BRAKE

BILL CLARK
PAT CLAWSON
PAUL COLBERT
DAN COLE
LESLIE CUTTING
DAN DENVER
JOEL DENVER
TERESA DOVIDIO
MARY LOU DOWNING
JOHN ERNENPUTSCH
MARILYN FRANDSEN
GERALDINE GAJARDO
MARJON GARCIA
JEFF GELD

CHRISTINA GILLIS
ILSA GLANZBERG
LEA GRUBBS
CARL HARMON, JR.
HURRICANE HEERAN
LON HELTON
KRISTI HINCHMAN
NANCY HOFF
DANIEL HOLCOMBE
JOHN HUSSEY
NALINI KHAN
MIKE KINOSIAN
KATHY KOENIG
HARVEY KOJAN
DICK KRIZMAN

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from all of us at



Biggest Demo Gainers

• AORs dominated the big 18-24 gamers, taking the first four slots and half the Top 10

• No ACs placed in either of the format's two primary 25-54 and 35-64 categories

• The ACs placed in either of the format's two primary 25-54 and 35-64 categories by appearing in the Top 10 based on two different books (Harrisburg and York)

• Among the biggest 12+ gamers were two stations peering into the new programming to specific market conditions: WDCB/Wanna (AOR) and WYOT/Wanna (AOR)

• WYOT/Wanna (AOR) and WYOT/Wanna (AOR) approach WDCB/Wanna (AOR) a mix of Classic Hits and CHR currents.

12+

1. KASE/Wanna (CTRY)	12.7	19.8	+7.1
2. WDCB/Wanna (AOR)	—	8.4	+8.4
3. WYOT/Wanna (AOR)	0.4	6.5	+6.1
4. WYOT/Wanna (AOR)	2.8	6.3	+5.7
5. WYOT/Wanna (AOR)	2.8	6.3	+5.7
6. WYOT/Wanna (AOR)	2.7	8.2	+5.5
7. WYOT/Wanna (AOR)	4.7	10.2	+5.5
8. WYOT/Wanna (AOR)	8.1	14.4	+6.3
9. WYOT/Wanna (AOR)	8.7	14.7	+6.0
10. KASE/Wanna (AOR)	4.5	9.0	+4.7

18-24

1. WYOT/Wanna (AOR)	0.6	18.5	+11.9
2. WYOT/Wanna (AOR)	1.9	13.7	+11.8
3. WYOT/Wanna (AOR)	4.8	15.5	+10.7
4. WYOT/Wanna (AOR)	16.8	28.1	+10.3
5. WYOT/Wanna (AOR)	10.1	10.1	+10.1
6. WYOT/Wanna (AOR)	3.5	12.9	+9.4
7. WYOT/Wanna (AOR)	8.2	18.4	+9.2
8. WYOT/Wanna (AOR)	2.0	10.9	+8.9
9. WYOT/Wanna (AOR)	22.7	31.8	+9.1
10. WYOT/Wanna (AOR)	—	8.2	+8.2
WYOT/Wanna (AOR)	8.3	16.5	+8.2

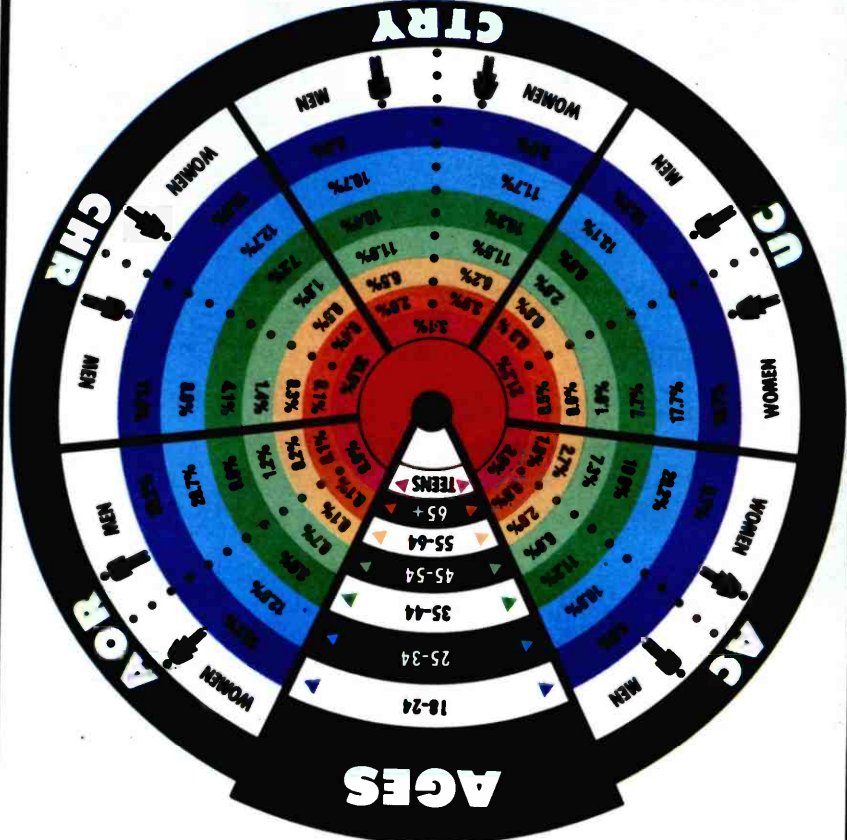
25-54

1. WYOT/Wanna (AOR)	0.6	10.4	+9.8
2. WYOT/Wanna (AOR)	—	7.4	+7.4
3. WYOT/Wanna (AOR)	6.5	13.1	+6.6
4. WYOT/Wanna (AOR)	0.2	6.2	+6.2
5. WYOT/Wanna (AOR)	1.8	8.0	+6.2
6. WYOT/Wanna (AOR)	1.8	8.1	+6.1
7. WYOT/Wanna (AOR)	2.8	8.7	+6.1
8. WYOT/Wanna (AOR)	4.6	10.4	+5.8
9. WYOT/Wanna (AOR)	3.1	8.7	+5.6
10. KASE/Wanna (AOR)	13.7	19.1	+5.4

35-64

1. WYOT/Wanna (AOR)	0.3	11.4	+11.1
2. WYOT/Wanna (AOR)	3.7	11.9	+8.2
3. WYOT/Wanna (AOR)	6.1	12.7	+7.6
4. WYOT/Wanna (AOR)	6.7	12.9	+7.2
5. WYOT/Wanna (AOR)	12.6	19.8	+7.0
6. WYOT/Wanna (AOR)	2.5	8.1	+6.9
7. WYOT/Wanna (AOR)	2.8	8.9	+6.1
8. WYOT/Wanna (AOR)	1.9	7.7	+5.9
9. WYOT/Wanna (AOR)	—	5.7	+5.7
10. KASE/Wanna (AOR)	3.6	8.3	+5.7
WYOT/Wanna (AOR)	23.0	28.7	+5.7

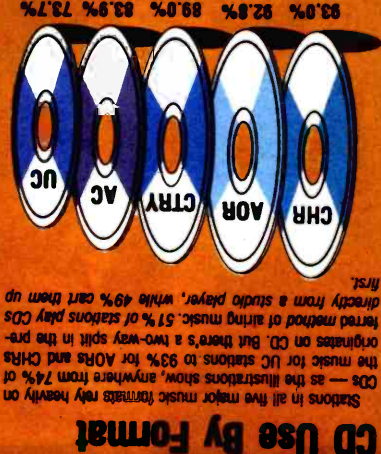
ARE YOU ON TARGET?



How does your station compare with the national average of format leaders regarding audience composition? Find the answer here.

Cell-by-cell figures of leading format stations in all Top 100 Black rated summer markets were broken out and averaged.

AC's strength remains with women 25-34 (-1.2 from spring); AOR's is men 25-34 (-0.6 from spring); there's a count for CHR's (-3.2 from spring) and UC's largest audience (-0.4 from spring); Country has great balance, with women 25-34 getting the nod (+0.4 from spring). Country's strongest spring cell was men 25-34; there was a -1.3 decline there in this sweep.





Touch me

Please me

Please me...

t a r a k e m p

Her debut single on Giant Records

Produced and arranged by

Jake Smith and Tuhin Roy

for One Two Productions

Continued from Page 27

Wall Street talk has Group W interested in buying the UPI Radio Net and CNN thinking about picking up the wire service.

While the internal vibes are that Pirate Radio/L.A. will probably make a change, that won't — as many have predicted — happen around New Year's Day.

Z95/Chicago PD/middays Brian Kelly exits for mornings at crosstown AC WFYR, replacing David McKay. Z95 OM Ric Lippincott will assume all programming/MD duties.

ST hears Q106/San Diego Promotion Dir. (and former WHHT/Portland, ME PD) Pete Coeenza has scored the first interview for the KC101/New Haven PD gig. More discussions on tap in the future. KC101 APD/MD Tom Poleman is still the leading candidate for the job, however.

For those interested in viewing Howard Stern's continuing attack on our government's attempts at censorship (R&R, 12/14), Stern's TV show airs Saturday nights (11pm EST) on cable superstation WWOR/Secaucus.

Groove Is In The Art

- Arieta Sr. Nat'l Dir./R&B Promo Connie Johnson gets her VP stripes. Arieta also ups Nat'l Dir./CHR Singles Promo Bruce Soehn and Nat'l Dir./Rock Promo Jay Ziskrout to Senior Directors of those respective departments.

- RCA local Seattle promo rep Jim McKeon is exiting the label to start up his own Seattle-based independent AOR promo company, beginning Feb. 1.

- Meanwhile, RCA picks BMG Atlanta Singles Coordinator Barry Pines for local Minneapolis promo duties. He replaces Denise Letz, who moved to Chicago for the East West America promo slot.

- Polydor Nat'l Dir./Alternative Music Sean Renet takes the same post at Capitol, filling the vacancy created when Faith Heneschild moved to Elektra.

- Recently named Arieta WC Sr. Dir./Nat'l Publicity Tracy Hill resigns to relocate to NYC as Nat'l Dir./Publicity at PLG. She'll report to VP/Communications Dennis Fine.

- Former KYRK/Las Vegas PD Anthony Miles makes the leap to local promo for Elektra in Detroit.

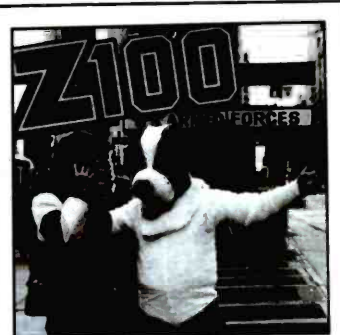
- Look for Lexra Curtain, assistant to Epic VP/Album Promo Harvey Leeds, to be named Mgr./Nat'l Album Promo for the label.

- EMI Nat'l Dir./AC Promo Jennifer Grossbardt esquires to SBK as Nat'l Dir./AC, NAC, & Jazz Promo. She replaces Hilary Lerner, who's been upped to Dir./Nat'l CHR Promo at SBK.

- Meanwhile back at EMI, look for Nat'l Dir./Alternative & Dance Promo Georgia Gillespie to add AC promo duties.

- And ... music journalist John Sutton-Smith joins EMI as WC Assoc. Dir./Nat'l Publicity. He replaces Klaus Alshier, who was recently elevated to Sr. Dir./Nat'l Publicity for the label.

- Look for Critique Records to begin distribution via BMG in January.



DOGGIN' AROUND — Z100/NY's morning team of Gary Bryan and Ross Brittan foolishly bet KMEL/SF's morning star John London that the Giants would whip the 49ers a couple weeks back with the losing team's backer to appear in public wearing a St. Bernard suit and barking like a d-o-g.

Well, we all know how the game turned out, and here's photographic evidence that the Zoo Yorkers honored their bet. Seen on the scene in Times Square — note the message on the Sony-donated electronic billboard in the background — are Zoo producer Coach Mike Opekta and Brittan. (The latter's the one doin' it doggie-style.)

Karma Chameleon

With Chameleon Records relocating to NY, ST hears that former RCA Prez Bob Buziak will take a major post at the restructured label. Chameleon is planning eight releases in February through indie distributors, but a P&D deal with a major is also in the works.

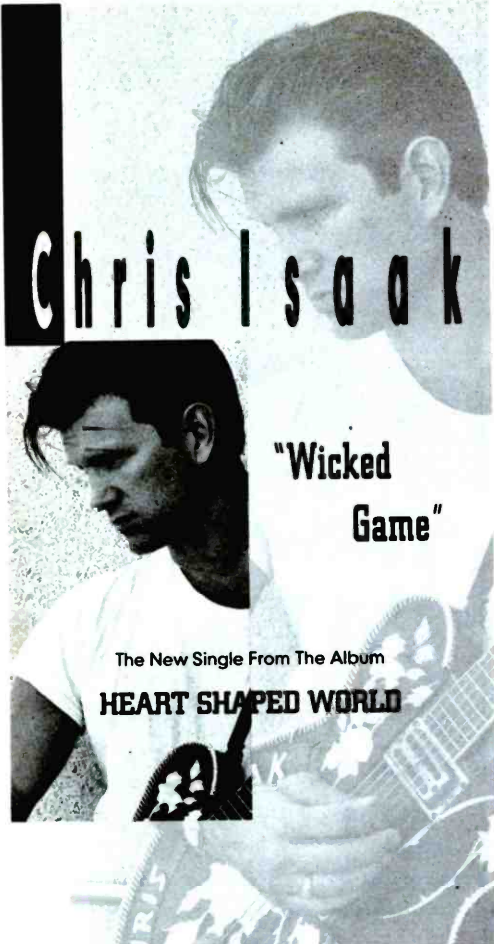
Meanwhile, last week's ST noted that everyone at Chameleon got pink-slipped, but that's not quite the case. Official word is that a transition team led by label Prez Stephen Powers (under the direction of Chameleon Music Group Chairman Daniel Pritzker) will wind down its L.A. operations, then reopen a new L.A. office for A&R and product management.

Members of the transition team include: CFO Al Sande, Exec. VP Bob Brown, VP/Business Affairs Kent Klavens, Accounting Mgr. Teresa Piersa, VP/Sales Bill Meehan, Dir./Nat'l Sales Jerry Follis, Independent Sales Mgr. Moose McMains, VP/Media & Artist Relations Barbara Shelly, A&R Mgr. Dave Resnik, Art & Creative Services Dir. Todd Skiles, A&R Administration Mgr. Scott Weinstein, Alternative Promo Mgr. D.J. Lorenzo, and Powers's Exec. Asst., Justine Roncone.

Steve Ellis's last day as PD at Classic Rock KLSX/L.A. is Friday (12/21), after which time he'll return to the NYC area.

What'll he do? ST hears Ellis is eyeing several options, but has nothing specific lined up yet. Could a record gig be in his future?

Continued on Page 30



The New Single From The Album
HEART SHAPED WORLD

NEW & ACTIVE

120/33
4th "Most Added"
AC Breaker

- | | |
|------------------------|------------------------|
| KEGL 21-16 HOT | WJAD 27-18 HOT |
| FM100 15-12 HOT | Q101 30-24 HOT |
| WRVQ 11-7 HOT | KFMW 6-4 HOT |
| WIXX 6-2 HOT | Z97 31-23 HOT |
| Z99 deb 26 HOT | KFTZ deb 38 HOT |
| KSND deb 28 HOT | ZFUN 34-26 HOT |

- | | | |
|-------------|------------|--------------|
| WXKS add | WKEE add | WABB 28-21 |
| Y100 add 29 | PWR92 add | WHHY 26-21 |
| WNCI 31-27 | Y102 add | KBFM add |
| KDWB 25-23 | WBBQ 12-7 | Y107 28-21 |
| WKQB deb 39 | B93 add 39 | WKZL 20-16 |
| Y108 add | WKQB add | WGRD add |
| KZZP add | WNOK add | WRQN add |
| KISN deb 33 | WZYP 20-17 | WHOT add |
| KPLZ 21-18 | WAPE 22-19 | HOT949 29-25 |
| FLY92 add | WQUT add | KZZU add |
| WAEB 39-32 | PWR945 add | KRQ 12-10 |
| WERZ 22-16 | KZOU add | |

Happy Holidays!
and a Special Thanks to all our Clients and Friends
who helped make 1990 our best year ever!

Here's to a better 1991 for all of us!

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maxi priest



"just a little bit longer"

The follow-up to the Number One Multi-Format Smash-
"close to you"

From the album **"Bonafide"**

CHR NEW & ACTIVE 72/10 INCLUDING

WXKS 30-27	PWR106 29-28
WPGC	KISN deb 35
PWR104 28	KMEL 24
WNVZ	X100 add
PWRPIG add-40	WKEE 32-21 HOT
WPHR 24	WGTZ 22-19
WNCI 18-15	WGRD deb 22 HOT
HOT102 add	KQMQ deb 18
	WPFR 24-19

PERFORMING WHERE PLAYED

URBAN NEW & ACTIVE
— ON 47 REPORTING
STATIONS

A MAJOR COMMITMENT FOR '91!

Produced by Augustus "Gussie" Clarke
Executive Producers: Erskine Thompson
and Maxi Priest for Level Vibes Ltd.

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Continued from Page 28

Whatever he does, it probably won't have anything to do with AOR or Classic Rock. Meanwhile, the search continues for Ellis's successor. KLSX GM Bob Moore tells ST he's down to "six strong candidates," including three WC programmers. Media Strategies consultant Dave Lange is flying down to babysit things in the interim.

People Who Read People

Spotted in this week's People: soon-to-wed CHR WLOL/Minneapolis air personalities Eleanor Mondale (yes, the former U.S. VP's daughter) and Greg Thunder.

Last week's (12/10) "Billboard Music Awards" on Fox TV placed 59th in the Nilsens, with an 8.9 rating and a 14 share. The two-hour-plus show finished dead last in its time slot, behind such stimulating fare as NBC's "Fresh Prince Of Bel-Air," ABC's "MacGyver" rerun, and CBS's "Evening Shade."



PERLS BEFORE SWINE — When Virgin AOR Jesu-master Jeff Neumann (I) got into a prank-pulling contest with equally notorious veteran radio personality Guy Kemp (currently doing a syndicated weekly talk show on the American Radio Network) several weeks back, the J-Man certainly never expected to come home Thursday (12/13) and find three 750-pound hogs roving around in his backyard!

The ever-resourceful Kemp (I) had placed a call to the local NBC-TV affiliate, which sent a camera crew out to cover the media event and captured Neumann going hog-wild over the porkers munching his plants and crunching his sprinkler system. The story not only made the 11 o'clock news, but also was repeated the next day.

Neumann, however, made short work of the situation by calling the L.A. SPCA and threatening to turn the swine (not Kemp, the pigs) loose in the neighborhood if the portly prime specimens weren't picked up promptly.

(ADVERTISEMENT)

McVay Media Grows

The trend for radio stations to hire McVay Media Program Consultants continues with 14 new radio stations. This makes McVay Media the fastest growing consultancy in the U.S.A.

Welcome to new client stations WPNT/Chicago, KPVR/Memphis, WOLL/West Palm Beach, WRKA/Louisville, WMLN/Norfolk, KONO/San Antonio, WZNY/Augusta, WYAF/Charleston, WMLI/Madison, WSYE/Tupelo, WMAS/Springfield, WMJW/Jackson, KMJC/Davenport, and KICR/Alexandria

(ADVERTISEMENT)

Aperitifs

- One week after WRCL/Long Island PD Zach Martin resigned to do evenings at KAZY/Denver, TON upped longtime staffers Matt Manges to OM and Bob Clifford to Asst. OM.
- WZZM/Raleigh, which recently completed an evolution from Rock CHR to AOR, has elevated MD Joe Larson to OM. PD Jack Lawson has exited, and the station is looking for his replacement.
- Doug Gondet, PD at Holar Classic Rocker KCFX/KC for the past three years, has resigned to pursue other interests. He'll remain at the helm until January 11 to help in the transition.
- Breeson-Haffler VP/Programming and WFSB/Myrtle Beach, SC PD Barry Richards has resigned. Why? He has equity in soon-to-be acquired CHR WJLQ/Pensacola-Mobile. Look for Richards to focus 'JLQ's 100kw signal to compete with crocstewn heritage CHR leader WABB-FM.
- KXDL/Little Rock recently signed on at 102.9 as the market's second Country outlet. John Rodriguez is the owner/GM. Former WOOD-AM & FM Chattanooga PD Steve Weldon handles PD duties.
- Meanwhile, crocstewn CHR KKYK has upped newly named PD Craig O'Neill to OM and APD/MD Hollywood Hase (now known as Bill Prealey) to PD/MD.

- After ten years with the Country outlet, KNEW/SF morning man John Wallin will not be renewing his contract. He'll remain at the station through February 21.

- WRC/Washington, which dropped its longtime affiliation with NBC Radio last month, has picked up the ABC Direction network. ST also hears the station soon will pick up several of ABC's talk programs as well.

- After three months as interim PD at WMLJ (Magic 99)/Birmingham, Brad Ellis gets the full-time gig.

- CHR WJDX/Florence PD Dave Baker moves to Asst. MD/night rocker at AOR WMPX/Columbia, SC, working under former 'JMK PD Benji Nerton.

- KZZB/Bloomington PD Paul King exits after 90 days. APD Christie Roberts is acting PD, and Bradin Shaw becomes MD.

- Z100/NY Asst. MD Adam Goodwin comes aboard as Pirate Radio/LA's Research Dir.

- WMMZ/Birmingham GM Raymond Hawk called to say that PD Kamostel Joe isn't stepping down as PD, but might move from afternoons to mornings.

- CHR WVKB/Teledo has shifted to a non-current mode that borders on AC, leaving crocstewn WRGN the market's lone CHR.

- Joint Communications names Dan Ferth VP/Marketing.

- Istanbul's "Larry King Show" was beamed live to the troops in Saudi Arabia via Armed Forces Radio (12/20).

- Y167/Nashville Production Yoda bumper Morgan resigns to devote fulltime attention to bumper Productions.

- CHR WZOK/Rockford MD/night rocker Red Zilla will hang up the headphones to become OM and work under his real name, Tom Gjerdrum. This leaves ST's favorite air name since Saline The Love Spange up for grabs.

Six Consultants

A new consultant has been added to the firm's employ raising the total number of programming strategists to six.

Jerry King joins McVay Media as an Adult Contemporary Specialist. Also, Urban Contemporary Consultant Harry Lyles becomes an Associate Consultant to work with the firm's Urban-formatted stations.

Join the McVay Media winning tradition now. Call Mike McVay at (216) 892-1910.

*Happy New Year
To Everyone
In '91
From
Westwood One*



Jim Snowden

Snowden Now PD At KHYS

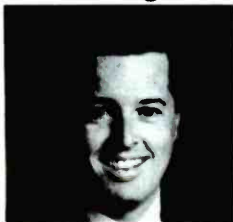
At Clear Channel Urban KHYS/Houston, acting PD Jim Snowden has won the job officially. Snowden has previously programmed crosstown rival KMQJ (Magic 102).

KHYS VP/GM Rex Tackett told R&R that upon PD Ross Holland's departure earlier this month he'd asked Snowden, who'd recently returned from programming UC WBLK/Buffalo, to fill in as interim PD. "My deal with him was, 'Jim, if you'd like to be PD and don't feel it's too time-consuming, we'll consider you.' But it really became his decision, because after seeing him work, I had no doubts.

"His impact on this market is undeniable. Jim brings a wealth of life and radio experience with him. He's focused our research, the music is much tighter, and the station may become even more promotional."

Snowden noted, "Spending so much time here as a jock and having been PD at Magic 102, this is a chance to see what I really know and how good I am." He added it was too soon to say whether he'd institute programming changes. In his 17 years in radio, Snowden's also been Amstar Group PD over Magic 102, KMLJ (Magic 106)/St. Louis, and WDRQ/Detroit.

Thomas Forms SharePoint Consulting Firm



Bill Thomas

Veteran Capitol Broadcasting Corp. programmer Bill Thomas has launched Birmingham, AL-based SharePoint Management, which will offer strategic planning, PD/talent development, and other services.

Among SharePoint's charter clients is Amerus Broadcasting, headed by former Gannett Radio President Joe Dertan.

Prior to his last eight years with Capitol, Thomas was PD at WRVQ/Richmond, and a regional PD for Harts-Hanks Radio (now Edens Broadcasting).

SALES-BASED HOST PAY

Nostalgia WFTL Back To Talk

After seven years of Nostalgia programming, WFTL/Ft. Lauderdale will go News/Talk on January 1 with an airstaff compensated largely on the basis of individual shows' commercial success. Steve Kane, who currently hosts an afternoon talk segment on the station, has been named PD and Asst. Sales Manager. News Director Jim Michaels, a ten-year station veteran, has added OM duties.

WFTL GM Dolores King said WNWS/Miami's recent exit from News/Talk created "perfect timing" for her station to make another run at the format. Last May WFTL ended an unsuccessful ten-month experiment with Talk.

"Talk is a community-oriented format," she said. "As Broward County's oldest radio station, we've always had a close relationship with the community. There's already a great deal of interaction between this station and the listeners."

King said Kane's skills as both a

talk host and salesman make him invaluable to the new format. Prior to joining WFTL in November, Kane did a one-year stint as morning drive host at News/Talk WABC/New York. Before that, he spent five years as a talk host, first at WNWS and later with crosstown WIOD.

In an unusual arrangement prompted in part by WFTL's financial limitations, hosts will be paid "to some extent" based on ad revenues generated by their shows. At least three hosts - Kane, former WNWS talker Al Rastel, and morning driver Norman Keat - will receive no salary and will be totally dependent on sales-based commissions for compensation.

In addition to allowing WFTL to hire hosts it might not otherwise have been able to afford, said King, the commission approach will motivate hosts to "do a better job for clients, particularly on live read spots, and to become more involved with the station's sales efforts.

Kemp Takes Giant Step



Giant artist Tara Kemp stopped by the label's L.A. offices to prepare for the release of her debut single "Hold You Tight" this week. Discussing details with Kemp are Giant exec John Brodey (l) and owner Irving Azoff.

KEZX Taps Longino As OM

The new OM/morning man at Park Communications B/EZ-Business combo KEZX-AM & FM/Seattle is Wes Longino, who's been PD at B/EZ KQEU/Olympia, WA for six months. Former KEZX PD Peyton Mays has exited for on-air work at crosstown NAC KKNW.

According to KEZX GM Peg Dempsey, "Wes brings 18 years of radio experience to our team. His Easy Listening expertise and ex-

tensive management background are welcome additions."

Longino told R&R, "The reports of B/EZ being dead were widespread, so I thought I wouldn't get another opportunity to prove there is a B/EZ audience out there. This is my chance to do just that."

Longino was PD for KRRR/Seattle for seven years, and has also programmed KWWW/Wenatchee, WA, and been on-air at KSEA/Seattle.

Havens Joins Solar System



Folki singer Riche Havens (seated) finalizes his new contract with Solar Records, which plans to release his debut album in '91. Seen at the signing are (standing, l-r) Solar President Virgil Roberts and CEO Dick Griffey, producer Johannes Vgoda, and label VP Peter Van Brunt.

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They Know You're Lying

In A Time When Nothing's Above Suspicion, Under-30s Distrust All Station Claims

By Larry Rosin

Question: How do you know when a radio station is lying? Answer: Its lips are moving.

About eight months ago, I started to notice it more and more in focus groups — now I'm finding evidence of it everywhere. There's been a fundamental change in the way people, especially younger people, relate to radio; indeed, in how they relate to all commercial enterprise.

Learn this and burn it into your mind: People under 30 believe almost nothing you say about your product. They don't believe you when you say you have the most music. They don't believe you when you say you have the best mix. As soon as you open your mouth, they assume you're lying.

Need evidence? Check out Kevia Neelam on "Saturday Night Live" as the morning DJ on fictional radio station WPLI. "All music, all the time," he says. In fact, he says it all the time. He talks over the records and the news and shouts down the editorials. The image of radio is of guys spouting meaningless positioning lines and instantly violating them.

And if you're going to advertise your radio station to people raised with this image of radio, you'd better find another approach — the age of product benefits and spokesman spots is coming to an end. The consumers of today and tomorrow

"People now under 30 grew up in a world in which no institutions were above suspicion . . . no wonder they don't believe anyone."

row find your attempts to pitch to them laughable.

What's the nature of this change?

People now under 30 grew up in a world in which no institutions were above suspicion. People over 30 were taken in by the myth



Larry Rosin

created around Kennedy. People under 30 mainly know he slept with Marilyn Monroe and some mafia molls. People under 30 watched sports heroes busted for drugs, a President resign, tabloid journalism attack anyone on a pedestal, the entire governmental structure be exposed as corrupt, religious leaders go to jail, and key American industries be taken over by foreign concerns. No wonder they don't believe anyone.

People under 30 are the most skeptical, cynical, "wise to the ways of the world" group ever created. They are also the most "media-literate" group ever. They know how the mass media work (many study it in school); there's no sense of mystification from the media. They've been instructed by experience to suspect everything.

In focus groups, I ask them how they react when a station says, "No one plays more music than WXXX." They respond, "Everyone plays the same amount of music. That's just what they say to make us think they play more." Do you think they're not wise to your tricks?

Cynicism Reigns

I ask the group what it thinks about a station which says, "No B.S., no hype, just music." The response: "Saying you have no hype is just another way of hyping yourself."

What about when a station helps raise money for charities? "That's good and all, but they probably just do that because some PR firm told them to." Wow, talk about cynical!

And yet radio plays right into that cynicism. The staffers, instead of being real people, are told to read liner cards which sound like they're being read by robots. "We're playing the best mix of your favorite records." Yeah, right. "Not too hard, not too light, just right." Give me a break. "We play the most music in town." Get out of here.

Furthermore, half the time these statements really are lies. Say a research company reports a station's getting killed on the "most music" position. The station, digesting that information, doesn't play more music, it just starts saying that it does. No wonder listeners are skeptical. Sta-

"Saying you have no hype is just another way of hyping yourself."

tions think they don't have to be something, they just have to say something; they think you can lie to people and get away with it. Lincoln spoke for a different age; today he'd say, "You can't fool any of these people any of the time anymore."

Subvert The Mainstream

So look at what successfully appeals to young people. Levi's doesn't lie in its ads, because it doesn't say anything about itself. MTV succeeds by hopelessly mocking all of the B.S. in life through shows like "Remote Control" and "Just Say Julie." David Letterman tears down the sterile conventions of television, thus endearing himself to the crowd which just knows

Breakin' The Rules

Here are marketing guidelines for today's new rules:

- **Mock convention** — Take a look at everything your station does which is just warmed-over positioning, and kill it. Then, make fun of it. Some stations tout, "WXXX — over 60 minutes every hour." That's the idea.
- **Explore the anti-pitch** — Levi's is the ultimate example. The company makes the consumer simply feel good about the product by associating it with music and time spent with friends. Do you think a radio station could do the same?
- **Never lie** — Media-literate youth will hunt down any attempt to fool them. They'll find it out and they'll hold it against you. Thus, remember honesty is far and away the best policy with these people.
- **Quantify** — Young people do seem to accept quantifiable claims. Thus, while they utterly reject, "We play the best mix of music" as mindless hype, they will tolerate, "We always play at least 50 minutes of music each hour" — as long as it's true.
- **Exploit nostalgia** — Today's generation loves to laugh at how naive the old days were. Thus, you can brag about yourself — as long as it's in radio's equivalent of black and white TV. If you create a promo or ad in the style of a '50s commercial, you can say anything.

how phony everything else is. He expands the medium by exposing the "perfection" that is usual television production. If Johnny Carson says, "Gee, guest, tell me about your children," Letterman says instead, "The card here says I should ask you about your children."

Surely these attitudes go a long way to explain Howard Stern's appeal. He knows what's B.S. and he makes no bones about it. One of his biggest targets is "regular radio." He's relentless in attacking "morning zoo"-type programming, presenting a wicked parody of the "wacky, zany, zookeepers." After hearing Stern, morning zoos sound phony. He's truth; his competitors are lies. He has very smartly tapped into the psyche of people who are, for the most part, much younger than he.

Some other stations seem to understand young people's cynicism as well and play along, thus endearing themselves. When Mark Driscoll says, "What the hell, here's another hit," he's cleverly mocking the normal puke-jock CHR presentation. When WRDU/Raleigh started the "Shoot a commercial for WRDU" contest, it was cer-

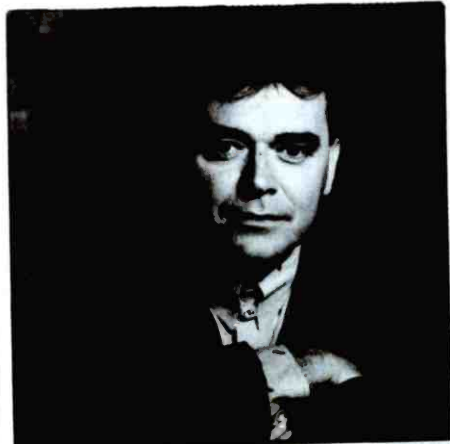
tain to come out with a spot which the audience couldn't perceive as lies. These types of approaches are the waves of the future.

Still don't believe me? Then listen to a man who's made hundreds of millions of dollars from the youth market: Wes Craven, the creator of "Freddy Krueger," the stiletto-fingered star of the "Nightmare On Elm Street" series. Few movies have moved teenagers the way Freddy's do. Why?

Craven, in a magazine interview, offered this theory: "All [young people] have are politicians, TV preachers, and cynical heavy metal musicians telling them . . . lies. No one is offering them the truth. I make horror movies in which a character comes out of people's dreams and slashes away at anything that's bullshit. All I can tell you, I guess, is that I'm not surprised that Freddy Krueger is a hero."

Larry Rosin is Director/Research & Marketing at Bolton Research, a Philadelphia-based research and marketing strategy firm. He can be reached at (215) 640-4400.

RUSSELL HITCHCOCK



Wagner

Continued from Page 1

mobiling in Wisconsin. Wagner, 57, has spent his entire career with the company and its predecessor, the Taft Broadcasting Company. He was named to oversee the group of 12 FM, six AM, and five TV stations when Cincinnati financier Carl Lindner took control of the company in a leveraged buyout three years ago.

The company's parent, Cincinnati-based Great American Communications Corp., has frequently posted losses since the buyout, but Wagner denied speculation that his exit was linked to corporate financial problems or any friction with Lindner. "There's no truth to that. The Lindners are wonderful people to work for. Our company will be fine. We've got a lot of hard work to do, but I'm certainly going to keep my stock in the company."

GAOC President George Casstred is spearheading the search for Wagner's replacement. Wagner said he's recommended candidates, but would not divulge names, saying only, "We have a lot of great talent in this company."

Jacor

Continued from Page 1

It said the banks had agreed to grant it "a limited working capital facility" and drop a requirement that the company raise an additional \$15 million in equity.

Jacor said it's still trying to restructure a payment of \$8.236 million due the end of this month to former President Frank Wood under stock buyback and non-compete agreements. The company said some proceeds from the Legacy sale may be used to pay Wood.

Along with restructuring its bank debt, Jacor said it would convert other outstanding notes and warrants to subordinated notes that pay higher interest rates (16% and 14.5%) but may not mature until one day after all the bank debt is paid off. Interest on the new notes would be payable only out of excess cash flow, with any unpaid interest accruing until maturity.

Most of the notes and warrants were issued in Jacor's 1988 acquisition of Eastman Radio for \$8.5 million. Jacor sold Eastman to Katz Communications in August for \$12 million. Jacor had deferred payments on the subordinated debt since July.

Jacor's latest extension from its bankers gives it until December 28 to agree on final refinancing terms.

Schulhof

Continued from Page 1

Records and Sony's worldwide business has created additional demands on my time. It's become increasingly difficult for me to dedicate sufficient time to Sony Music Entertainment's operations."

Schulhof commented, "For the past three years, I've been fortunate to work closely with the CBS Records management team on many issues affecting the company, and I share its vision and philosophy. I'm confident that our staff and extraordinary roster of musical talent will uphold the company's proud tradition and continue to develop our business worldwide."

The Sony Music Entertainment management team - Tommy Motola as President of Sony Music (USA), Robert Summer as President of Sony Music International, and Neil Keating as Chairman of Columbia House - will remain in place. Ojaga added, "We're pleased with the performance of CBS Records and confident its management will continue to build on an impressive growth record, providing consumers with outstanding entertainment."

Additionally, Masaaki Merita will assume the title of Exec. Vice Chairman/CEO of Sony USA, with Michael Schulhof remaining Vice Chairman. That leaves open the Sony Music Entertainment President/CEO position previously held by Walter Yetnikoff, who stepped down September 4.

"Swear To Your Heart"

AC BREAKERS

DEBUT: **30**

THANK YOU RADIO FOR
HOLLYWOOD'S FIRST BREAKER!

WLTS	WOBM	WSUL	WMTFM
WARM98	WAHR	WSKI	WFRO
WWNK	WTFM	WKSJ	KZLT
WWMYX	KELT	WSGY	KSCB
KBIG	KMJC	KEZA	WTWR
KOST	3WM	WGSV	WLDR
KESZ	WEIM	WNMB	KKLV
WLEV	WECQ	WKXC	KIDX
WEBE	WHAI	KTYL	KBLQ
WRVC	WGLL	KVIC	KAYN
WKYE	WAFL	WCMJ	KTID
			KWSI

Written by: Diane Warren
Produced by: John Boylan
Background Vocals by: Timothy B. Schmit
(Courtesy of MCA) Lisa Angelie, Andrew Gold,
and Regina Burrell
From the "Arachnophobia" Soundtrack (609-74-2)
Management: HK Management/BBG Entertainment



Cox

Continued from Page 3

love Dallas and look forward to working with the staff as we build KKWM."

Lindahl, who's hunting for a PD, added that format research has been underway. He joined WSOC as VP/GM in 1986 following three years as PD at WSM-AM & FM/Nashville. He was also Opryland USA Radio Group PD when he left. Leiser, who joined WSUN & WWRM as GSM in July '88, commented, "This is a legendary Country station with terrific people. I'm excited to be part of the team."

Leiser transferred to Tampa from Cox sister stations WSB-AM & FM/Atlanta, where he was GSM for two-and-a-half years. He was at WUBE/Cincinnati from 1976-85, starting as parttime air talent and winding up as GSM.

Blackburn

Continued from Page 3

all very talented. It assures Atlantic's presence in country music as we head into the '90s."

Prior to joining Atlantic/Nashville, Blackburn spent 12 years with CBS. He was CBS/Nashville VP/GM from 1978-82 and Sr. VP/GM from 1982-88.

DAB, Recession, Censorship

Continued from Page 11

roid Electronics began piping digital stereo into American homes via cable radio services. While the FCC struggled to develop policy and the NAB voted to oppose satellite DAB, U.S. Commerce Department brass huddled secretly with aerospace contractors to develop a \$1 billion global satellite radio system. In November, international broadcasters gathered in Sydney to endorse DAB and to lay the groundwork for a global DAB frequency allocation at the 1992 World Administrative Radio Conference.

At year's end, broadcasters had flooded the FCC with comments on

Taylor

Continued from Page 3

focus my attention on all the various departments within Q105."

Taylor commented, "Working with Garry, Michael, John, and all the other PDs in the chain will certainly help make this a winning situation. Q105 has been in a rebuilding mode and now it's a brand new station, poised for great success."

Prior to KLUC, Taylor was MD/afternoon personality at KQQQ/Omaha, following airshifts at WWKX/Nashville and WGBS/Evansville, IN.

Melrose

Continued from Page 3

Brown's stations are KKSJ/San Francisco, KKNW/Seattle, KPOP & KGB/San Diego, KQOA-AM & FM/Sacramento, and KYNO & KJFX/Fresno. The Brown Organization also has holdings in automotive and real estate sales.

how to institute DAB service, and an FCC panel recommended allocating frequencies around 1500 MHz. Deiko, the world's largest manufacturer of car radios, announced its interest in building car DAB receivers.

Globalization

Well-heeled American broadcasters possessing vision and cash jumped into Europe's burgeoning commercial radio scene with both feet as the radio game became increasingly global in nature. Tom Rounds's Radio Express promoted seminars to quench the thirst of European broadcasters for American radio know-how. The NAB made plans for several European radio investment conferences in 1991, with a continent-wide broad-

Williams

Continued from Page 4

excited about our progress in ratings and revenues, and think the sports radio format could work in other markets. If the right opportunity comes along, we'd be interested in [acquiring a station to air the format]. We've also looked at network ideas and station operating deals." Williams said he'll soon acquire 10% ownership of WIP.

Before joining WIP one year ago, Williams had worked primarily in cable television and pay-per-view programming. From 1977-83, he was part-owner and President of the PRISM pay TV channel, which was then majority-owned by Spectator.

casting convention scheduled for '92 in Montreal.

Emmis acquired 15% of France's MAXIMUM Dance/CHR radio network and chain of 20 FM O&Os for a bargain-basement \$2 million. Group W purchased a 10% stake in London Jazz Radio for \$1.7 million. Stoner Broadcasting System acquired a 10% stake in Britain's Metro Radio Group for \$2.5 million.

Behind the Iron Curtain, Mark Wodlinger began laying the foundation for a radio and cable TV empire in the Baltics. Westwood One started broadcasting in the Soviet Union, and Wyoming broadcaster Ben Dawd engineered a joint venture to create Moscow's first commercial AM station.

CORE

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DR. MARTIN LUTHER KING, JR.
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Humanitarian Award

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Outstanding Achievement

GLADYS KNIGHT

Creative Achievement

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(Partial List)

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BEATRICE ARTHUR

MICHAEL BOLTON

BOBBY BROWN

JOHNNY CARSON

PHIL COLLINS

ROBERT DE NIRO

BOB DYLAN

JANE FONDA

DEBBIE GIBSON

DANNY GLOVER

ARSENIO HALL

WHITNEY HOUSTON

JULIO IGLESIAS

JANET JACKSON

BILLY JOEL

QUINCY JONES

PATTI LABELLE

BURT LANCASTER

ANGELA LANSBURY

GEORGE LUCAS

KENNY LOGGINS

BARRY MANILOW

BETTE MIDLER

EDDIE MURPHY

YOKO ONO

GREGORY PECK

ANTHONY QUINN

LIONEL RICHTIE

LINDA RONSTADT

OLIVER STONE

DARRYL STRAWBERRY

PATRICK SWAYZE

JESSICA TANDY

AL TELLER

FRANKIE VALLI

LUTHER VAN DROSS

DIONNE WARWICK

DENZEL WASHINGTON

BILLY DEE WILLIAMS

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WHITNEY HOUSTON

JULIO IGLESIAS

JANET JACKSON

BILLY JOEL

QUINCY JONES

PATTI LABELLE

BURT LANCASTER

ANGELA LANSBURY

For Further Information

(212) 598-4000

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Dinner Chairman

NORBY WALTERS

Executive Director

GEORGE HOLMES

Make checks payable to:

CORE, 29 East 10th St.

New York, N.Y. 10003

6:30 PM—Black Tie

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TICKETS
MAJOR SPONSOR.....\$15,000
Includes: "Inner Circle" table for 10 • VIP Reception • Platinum Page in souvenir journal •

SPONSOR.....\$10,000
Includes: "Preferred" table for 10 • General Reception • Gold Page in journal
Mention in media events

BENEFACTOR.....\$5,000
Includes: "Gold" Table for 10 • 2 admissions to VIP Reception • Full page message in souvenir journal

TABLE.....\$3,000
Includes: Table for 10 • General Reception
INDIVIDUAL TICKETS.....\$300

GREETINGS MESSAGE

GOLD PAGE.....\$2,500
FULL PAGE.....\$2,000
HALF PAGE.....\$1,000

DATEBOOK

MONDAY, JANUARY 7

1970/Neighboring farmers sue Max Yeager for \$35,000 in damages caused by a party he hosted on his farm in Woodstock, NY.

1985/John Fogerty releases his comeback album, "Centerfield."
Born: Kenny Loggins 1948, Kathy Valentine (Go-Go's) 1959

TUESDAY, JANUARY 8

1988/Richard Marx marries singer/actress/dancer Cynthia Rhodes.
1990/KLOS Los Angeles AMers Mark & Brian deliver a huge Rose Parade bust of Elvis to Graceland to mark the King's birthday. Officials at the mansion boot the duo, who end up at a nearby 7-Eleven.
Born: David Bowie 1947, Robbie Kriger (Doors) 1946, the late Elvis Presley 1935

WEDNESDAY, JANUARY 9

1977/Emmylou Harris weds Brian Ahern.
Born: Crystal Gayle 1951, Jimmy Page 1944, David Johansen (aka Buster Poindexter) 1950

THURSDAY, JANUARY 10

1981/Linda Ronstadt and Rex Smith debut on Broadway in "The Pirates Of Penzance."
1990/LaToya Jackson ("more a fashion freak than biker chick") and Cher ("a bag of tattooed bones in a sequined singlet") top Mr. Blackwell's "Worst Dressed List."
Born: Pat Benatar 1952, Rod Stewart 1945, Donald Fagen (Steely Dan) 1948, the late Jim Croce 1943

FRIDAY, JANUARY 11

1984/Michael Jackson sets a Grammy record by receiving 12 nominations.
Born: Naomi Judd 1946, Violet Peterson (Bangles) 1958, Clarence Clemons 1942

SATURDAY, JANUARY 12

1979/The Bee Gees receive a star on the Hollywood Walk Of Fame.
1986/Luther Vandross is injured in a three-car accident in the Los Angeles hills that kills one and injures three.
Born: Ricky Van Shelton 1952, George Duke 1946

SUNDAY, JANUARY 13

1979/Donny Hathaway commits suicide when he jumps from the 15th floor of New York's Essex House.
1989/Warner Bros. releases "There's A Tear in My Beer," remixed to include Hank Williams Jr.'s vocals for a "duet" with his late father.
Born: James Lomax (White Lion) 1959, Paul Kelly 1955



Kathy Valentine, Robert Palmer, Naomi Judd, Paul Young

MONDAY, JANUARY 14

1984/Madonna gets her first taste of national exposure singing "Holiday" on "American Bandstand."
1990/On "Hitline USA," Richard Marx snags at co-host Adam Curry. Curry had denied he earlier insulted Marx on MTV, but Marx shows proof, then calls Curry a "walking mouse endorsement."
Born: Mike Tramp (White Lion) 1961

TUESDAY, JANUARY 15

1990/Bruce Springsteen's reps announce his girlfriend/backup singer, Patti Scialfa, is pregnant.
Born: Lisa Lisa 1967, the late Ronnie Van Zant 1948

WEDNESDAY, JANUARY 16

1984/Paul and Linda McCartney are jailed in Barbados for marijuana possession.
1987/The Beastie Boys become the first act ever censured on "American Bandstand."
Born: Ronnie Milsap 1946, Sade 1960

THURSDAY, JANUARY 17

1989/Billy Joel sings the national anthem at Super Bowl XXIII.
1990/The Who, Simon & Garfunkel, the Four Seasons, the Four Tops, Hank Ballard, the Platters, and the Kinks are inducted into the Rock & Roll Hall Of Fame. Ray Davies comments, "Rock and roll has become respectable. What a bummer."
Born: Paul Young 1956, Steve Earle 1955, Susannah Hoffs 1957

FRIDAY, JANUARY 18

1956/"Rock Around The Clock," by Bill Haley & His Comets, becomes the first rock album to hit the charts.
1974/Paul Rodgers, Simon Kirke, Mick Ralphs, and Bob Durrall form Bad Company.
Born: Tom Petty (Thompson Twins) 1959, Bob Rosenberg (Will To Power) 1959, David Ruffin 1941

SATURDAY, JANUARY 19

1990/Pistol-packer's mama — Reba McEntire makes her movie debut as a rifle-totin' survivalist in "Tremors."
Born: Robert Palmer 1949, Dolly Parton 1946, Mickey Virtus (UB40) 1957, Martha Davis (Motels) 1951

SUNDAY, JANUARY 20

1973/Jerry Lee Lewis makes his first Opry appearance. He sings rock and roll and swears — two things he'd promised the CMA he wouldn't do.
1974/Steve Wonder makes his first public appearance since nearly losing his life in a car crash five months earlier.
Born: Paul Stanley (Kiss) 1952

—Paul Colbert



57.8 million households
Parti Global
Director/Music Programming

Weeks On

HEAVY

AC/DC/Moneybags (MCA)	6
BLAKE CRONIN/Sweet Tea... (Epic America/Atlantic)	15
CAC MUSIC FACTORY/Gone With... (Columbia)	8
COBLENZA/Cherish Me (Mercury)	8
DANNI YVES/High Enough (WB)	14
JANEY JACKSON/Love Will Hear Us... (A&M)	8
WILSON/Only The Best (DGC)	10
SCORPIONS/From My Place (Mercury)	10
DART SIMPSON/On The Border (Gulf)	3
THEYRE/One Is To Me Good (Mercury/A&A)	12
VERMILIA/Play That Party Music (SBK)	8
WINDHAM/Always (Atlantic)	16

EXCLUSIVES

ROBERT PALMER/You're Amazing (EMI)	8
DAVID LEE NORRIS/LF Ain't Enough (WB)	ADD

BUZZ BIN

JANE'S ADDICTION/Been Caught Stealing (WB)	6
JELLYFISH/That Is Why (Chrysalis)	3
KING'S LEAGUE (Mercury/A&A)	10
WEIGHT & DAY (Chrysalis)	4
URBAN BANDE/SHAM/Over the Top (Arista)	ADD

ACTIVE

MARSH CAREY/Sensuality (Columbia)	ADD
ROCK/Disorder (Atlantic)	3
LISA ZIPPERLIN/Over The Hills & Far... (Atlantic)	3
BOB POP & HEAT/PERSONA/Candy (Virgin)	17
ROBERTY/Cherish I Can (EMI)	6
SLAUGHTER/Spend My Life (Chrysalis)	6
TEBLA/Signs (Gulf)	7
WARMAH/1 Sam Red (Columbia)	7
ZZ TOP/Give It Up (WB)	3

MEDIUM

CHARLATANS U.S. Only... (Beggars Banquet/RCA)	7
CONCRETE BLOODE/Caroline (RS)	6
CRUE/Close To Me (Epic)	6
CATNY/SCENES/Just Another Dream (Polygram)	6
EVERY BROTHER'S SIGHT/SHARE (Arista)	4
ELISA FORBELL/On The Way Up (Chrysalis)	3
HOUSE OF LORDS/Renowned... (Sire/RCA)	ADD
LIVIN' ON THE EDGE/Who Is Dead (Epic)	6
L.L. COOL J/Around The... (Epic America/Columbia)	ADD
PAUL BURNETT/Right Up (Polygram)	ADD
ROBYN/ROB/Here In The Middle (WB)	ADD
WITNESS/In The South (DGC)	7
OUTPULVER/For You (Mercury)	6
NEWBORN/Just The Way It Is, Baby (A&A)	10
STRELMAN/It's Never Let You Go... (MCA)	4
THELMA WILSON/Heads Out (Mercury/WB)	3
MIKE YOUNG & CHERYL... (Over & Over Records)	ADD

BREAKOUT

COBLENZA/Stone Cold Velocity (NYT)	3
FRANK PASCY/You're So Very (Epic)	ADD
GRAND GRAND/Wanted (Polygram)	ADD
PERDIS/Gates Barriers (Epic)	ADD
SEVEN OF SEVEN/Alive (Epic)	3
TRASH CAN BROTHERS/Only... (Gut Disc/London)	ADD

HOT NEW VIDEOS

JELLYFISH/That Is Why (Chrysalis)	ADD
MIKE YOUNG/Always In The Middle (WB)	3
ROBERTY/Cherish I Can (EMI)	6
DAVID LEE NORRIS/LF Ain't Enough (WB)	ADD
DART SIMPSON/On The Border (Gulf)	3

ADDS

MARSH CAREY/Sensuality (Columbia)	ADD
FRANK PASCY/You're So Very (Epic)	ADD
HOUSE OF LORDS/Renowned... (Sire/RCA)	ADD
MIKE YOUNG & CHERYL/Over & Over (Records)	ADD
L.L. COOL J/Around The Way (Epic America/Columbia)	ADD
PAUL BURNETT/Right Up (Polygram)	ADD
MIKE YOUNG/Always In The Middle (WB)	ADD
DAVID LEE NORRIS/LF Ain't Enough (WB)	ADD
URBAN BANDE/SHAM/Over the Top (Arista)	ADD
MIKE YOUNG & CHERYL... (Over & Over Records)	ADD



36.8 million households
Sal LaCorte, Director/Music Programming
Norman Schenfield, Director/Talent & Artist Relations

Weeks On

FIVE STAR

GRAND GRAND/Primal Gene (Polygram)	6
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HEAVY

CHER/Strong Enough (Epic)	7
JANEY JACKSON/You Only Hear Me (A&M)	10
ELVIS PRESLEY/You Gotta Love Someone (DGC)	8
BEYONCÉ/From A Distance (Atlantic)	8
WINDHAM/Always (Atlantic)	6

DEVELOPMENT

OLGA ABRAJMOVIC/How (Mercury/Arista)	7
AFTER 7/That Of The Moment (Polygram)	7
STEVE BACKLICK/1 Love You... (MCA)	6
GRAND GRAND/Primal Gene (Polygram)	6
PAUL BURNETT/Right Up (Polygram)	6
MIKE YOUNG/Always In The Middle (WB)	6
CHER/Strong Enough (Epic)	ADD
MIKE YOUNG & CHERYL/Over & Over (Records)	ADD
PAUL BURNETT/Right Up (Polygram)	7
PAUL BURNETT/Right Up (Polygram)	7
STRELMAN/It's Never Let You Go... (MCA)	3
STRELMAN/It's Never Let You Go... (MCA)	3
STRELMAN/It's Never Let You Go... (MCA)	3
STRELMAN/It's Never Let You Go... (MCA)	3
STRELMAN/It's Never Let You Go... (MCA)	3
STRELMAN/It's Never Let You Go... (MCA)	3

ARTIST OF THE MONTH

YANKEE/Reflections Of Passion (Private Music)	7
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Information current as of December 18

POLL STAR

CONCERT PULSE

Pos. Artist	Avg. Gross (in \$000)
1 NEW KIDS ON THE BLOCK	\$639.6
2 ZZ TOP	\$348.5
3 AC/DC	\$280.0
4 KENNY G/BLU BOLT	\$227.2
5 JEFFREY STAR	\$224.9
6 B.C. HAMMER	\$197.0
7 BILLY BOB	\$174.1
8 RANDY TRAVIS	\$172.1
9 POISON	\$164.0
10 JAMES TAYLOR	\$153.5
11 JUDAS PRESTY	\$146.9
12 ROBERT PLANT	\$137.0
13 HEART	\$137.0
14 KISS	\$134.7
15 LINDA RONSTADT	\$126.7
16 NINA SIMONE	\$113.8
17 JUDAS	\$110.3
18 SANTANA	\$90.4
19 BAD CO./JAMM YARCKES	\$87.1
20 BOB DYLAN	\$53.0

New Tours

Among the week's new tours

ANITA BAKER
BLUES TRAVELER
CAC MUSIC FACTORY
FLESH-TONES
IRON MAIDEN
PRODIGER METAL
KENNY ROGERS
SANCTUARY
GEORGE STRAIT
TOMMY TONE TONE

The CONCERT PULSE is a weekly compilation of concert touring each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7363, or in California, (209) 224-2551.

For TV Special All-Stars Set Irish, U.S. Musical

The WATERBURY, HOTHOUSE FLOWERS, EVELLY, RICKY SKAGGS, JOHN CAGE, EM. MYLOU HARRIS, and KATE BUSH are all taking part in a five-part documentary tracing the roots of Irish music and examining the role America has played in its history.



Called "Bringing It All Back Home," the £3 million series is the brainchild of musician/broadcaster PHILIP KING and documentary filmmaker PETER CARL. It'll be shown on British television in the spring.

Among the highlights are Eminon Hart and Irish chanteuse MARY COUGHLIN performing a duet, and U2's EDGE doing a number with ex-MOVING HEART man DONALD LUNNY. An accompanying book and soundtrack album are also planned with the LP to include such special contributions as "Michelle's Chant" sung by ELVIS COSTELLO and SPITANE.



David Bowie — 'lookin' for a label.

Bowie Contract Up
DAVID BOWIE and EMI (U.S.) have parted ways, and he's looking for a new U.S. recording deal for the second TIM MACHINE album as well as the fresh solo material that he's working on at the moment.

UK Radio Roundup
Radio 4 Music, the British industry magazine launched just 18 months ago, has failed so far to drop by two-thirds when a circulation. The zinc's readership can be reached at Globe services of Rock Over London Ltd., 4613



Waterbury leader Anne Scott — back to the old ad.

led to death threats from the late AVAYOTLAH KHOMENI. The branch was guarded by five Special Branch police officers during his appearance on the "Start The Week" chat show.

World Class
More artists have been confirmed for the "Great British Music Weekend" at Wembley Arena next month.

The publishers maintain that the magazine failed because the UK radio industry has grown at a slower rate than expected; they believe it could be relaunching when BATS INTERNATIONAL, JAMES, and NORTSHIRE. The following evening the CURE topped the bill, with JESUS JONES and the WEDDING PRESENT appearing. On Sunday, it'll be OZZY OSBOURNE, TRINER, DAVID COVERDALE, MAGNUM, and the LONDON QUIREBOYS. All the bands will do half-hour sets and two more acts will be added to the novel ("The Salinic Verbes").



BRITAIN

- 1 VANILLA ICE/Ko Ice Baby (SBK)
- 2 MADONNA/Just My Love (Sire)
- 3 CLIFF RICHARD/Snow's Day (EMI)
- 4 FAME/All Together Now (Polygram)
- 5 MONTY Python's Another Movie (Polygram)
- 6 M.C. HAMMER/Crazy (Capitol)
- 7 SHARON HAD A Little Boy (Arista)
- 8 NEW Kids on the Block/This Is For The Children (CBS)
- 9 VAZOO/Sadisten (MCA)
- 10 ERIC BURRILL/Whisper (London)
- 11 ERIC BURRILL/Whisper (London)
- 12 BLACK ROSE/The Lion King (Construction)
- 13 MONTY Python's The Tarkenton (Polygram)
- 14 MONTY Python's The Tarkenton (Polygram)
- 15 MONTY Python's The Tarkenton (Polygram)
- 16 MONTY Python's The Tarkenton (Polygram)
- 17 DJ JAMMIE B/Sister (RCA)
- 18 PATRICK MAHOE & HOMER BLACKHAM/My Boots (Dream)
- 19 DJ JAMMIE B/Sister (RCA)
- 20 STRIVE/Over (Mercury)

Moving Up
JOHN TRAVOLTA & OLIVIA NEWTON-JOHN/Grace Magnet (Polygram)
THERY & SEVEN/CAPTAIN HOLLWOOD/In Your Dreaming (BMG)
GEORGE MICHAEL/Freedom (Epic)
SEAL/Crazy (A&M)
C&C MUSIC FACTORY/Again Make You Sweat (CBS)
CARTERS Many Christmas Daring/Come To You (A&M)
WINTERS/MOUSTRA/The Man That I Need (Arista)
PATRY CLINE/Crazy (MCA)

British troops in the Gulf might not be getting PHIL COLLINS, ERIC CLAPTON, and ELTON JOHN to brighten up their Christmas with a concert, but they'll have them on cassette instead. (The Ministry Of Defense had announced the forces would be entertained by a superstar concert before any such stars had confirmed their availability.)

The agency will make up for the loss by selling 30,000 cassette-les donated by British record companies. The operation has been dubbed "Troop Aid."

Second Electronic Single
ELECTRONIC are due to release a second single in February. The version of "King Of Pain," the new single from POLICE's UR 20 hit from 1981. And... the new single from STEVE WINWOOD's "Kendages Of The Heart" album, due in Britain in late January/early February. The single will include at least one new song, which Winwood is currently recording, on the B-side.

Snap Decision
SNAP have lost their second singer in less than a year, following the departure of PENNY FORD. While Arista continued rumors that Ford had left the company, Ford planned to replace her. B planned to replace her. And with that the ROL newdesk is folded up and packed away until 1991. The very best of the season from all of us in London. Happy New Year, and we'll see you back in RFR for a special 1990 retro column on January 11.

AUSTRALIA

1	JOHN FARNHAM/Burn For You
2	WYKE JIMMOUSE/Ship Back In Time
3	ERINOWO/Under the Same Sun
4	SOUTHERN COMBAT/In a Dangerous
5	JAMMY BAWWAL'S Make a Move
6	LEAF LA HOON
7	DANNY BOND/Winter's
8	SOUTHERN COMBAT/Always and Forever
9	MARGARET URlich Number One
10	ONE DISCO/Disappea

MOST ADDED
ICEHOUSE/Anying Is Possible
STROMBO/Full Thro
JAMMY BAWWAL'S Daring



Steve Winwood — a bit on the hip side.

B-Sides The Point
Hot producer YOUTH has re-mixed U2's "Night and Day," the band's "Red Hot & Blue," TWILIGHT PORTER cover "You're a Wonderful Boy," "Street Spring Remix" is on the flip. At present, these versions are available only on a limited edition promo 12-inch, which is also available on a limited edition CD. Meanwhile, the 12-inch and CD versions of STING's new single "All This Time" will feature a live version of "King Of Pain," the new single from POLICE's UR 20 hit from 1981. And... the new single from STEVE WINWOOD's "Kendages Of The Heart" album, due in Britain in late January/early February. The single will include at least one new song, which Winwood is currently recording, on the B-side.

CANADA

1	ALMAS/More Than Words Can Say
2	WOMEN ON THE EDGE/When the Sun Comes Out
3	CANDY ON THE BACK/When the Sun Comes Out
4	BRNO VANMELL/The Time Of Day
5	MIK EMMETT/When a Heart Beats
6	BALLS ROODE/It's An In Myself Agent
7	NORTHERN PICEKES/Make You Feel
8	ZAFFINO/It's Back
9	BANANET BENTALL/In the Cold
10	PAUL ANZICH/He Made the Tender

MOST ADDED
HEALD/Good To The Last Drop
MCA & COOL/As soon as Sit
RAY YELL & STORM/No Christmas Without You

Most Added
HEALD/Good To The Last Drop
MCA & COOL/As soon as Sit
RAY YELL & STORM/No Christmas Without You

Jimmy-J-



"One More Try"

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NEW & ACTIVE**

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PRO-FM add
KKBO add
PWR104 add
PWR96 deb 28
B97 add 24 HOT
KSAQ add
PWRPIG 26-29 HOT
Q105 15-11 HOT

WHYT add
HOT102 add
KS104 add 29
KKFR 29-18 HOT
KOY-FM 24-19
KGGI add
FM102 add
KISN
Q106 15-13 HOT
HOT977

TIC-FM add
WFMF 32-26
KZFM add
KPRR add
WZKS add
WHHY add
CK105 add
WGRD add
KXKR add
WTFX add
KF95 add
B95 13-9 HOT
194 deb 28

KLUC 10-2 HOT
KYRK 23-18 HOT
KCAQ 23-13 HOT
KDON add
HOT949 HOT
WZKX add
KISR add
KSMB 33-28 HOT
KNOE add
WDBR add
KTRS add
KFTZ add
KFFM add



BRAD MESSER

Evolutions And Goodbyes

It's "poof!" time. After a decade I'm vanishing from this space. As a result of my evolution and that of this publication, this is my last regular weekly column, and the today-in-history Calendar is also, yes, history.

We started Calendar in the late '70s as an innovative feature to provide information not readily available from other sources. In its earliest form, it was intended as a resource to be utilized by newsmen in creating their own enterprise stories. As time went by, it turned out air personalities were working the information into their shows. They liked having easy drops based on historic events, offbeat news items, and blurbs about celebrities.

In reaction to the expressed desires of our subscribers, with a little tinkering here and adjusting there, the feature evolved into its most recent form: concise almost to the point of abbreviation.

Golden Opportunity

That short/sweet approach suited a great many people. Along the way, however, there were some who said they wanted access to more information — topical, biographical material about celebrities on their birthdays; additional sidelights on historic material; listings of festivals/tourist events and a number of other date-specific resources.

That desire turned out to be a golden opportunity. While I continued to write for R&R, I took advantage of that other market segment's growth by going after it myself.

For the past few years I've compiled the *Wireless Flash Almanac*, one of the mailout services of Copley Radio in San Diego. That almanac devotes one page to each day, as opposed to the approximately one inch per day which ran in R&R. And as demand for drop-in info increased, I added another business — my daily "Prep" sheet, which went on to earn a sizable segment of the "show on a sheet" show prep market (along the way absorbing

Jock Talk and Info Bits). You see both the *Wireless Flash* and "Prep" advertised on a regular schedule in R&R's classified section.

And so, whereas R&R broke new ground in providing this kind of information, Calendar's uniqueness has gradually eroded. So now it's time to move on to other things. Thus, as the sun sinks slowly in the West, we bid a fond farewell to the Calendar feature which we believe served our subscribers long and well.

Shrinking Newsrooms

As for my weekly comments on broadcast journalism and radio in general, they also bite the dust. Here's how it happened. Mother Nature appeared to me in a vision. She looked a lot like Michelle Pfeiffer in a Cinderella gown. She said, "Brad, have you noticed what happens to people after they write a column for ten or 11 years?" Gosh, it was hard to think. I stammered, "No, what? Their hard drive gets full?"

Her shoulder-length blonde tresses swayed rhythmically as she shook her head. "No, not that. My point is you're supposed to evolve. Write about different things. Do special projects. Haven't you thought about that?" I told her no, I'd been pretty busy working and hadn't thought about it. Then she disappeared. Poof!

Michelle, er, Mother Nature had a point. I first wrote for R&R in a 1978 AOR special issue, based on a decade of experience as a news director in the biggest markets in California and Texas. Not long after the AOR special, Publisher Bob Wilson decided to begin offering the Calendar and hired me to write it. Sometimes I would lead with a comment or two. After a while, Bob decided we should include the com-

ments every time, and thus began the weekly column. (This procedure illustrates exactly the level of careful planning with which I have always guided my career.)

During the '80s, while I was writing about news and newsmen, something was slowly happening at music stations across the land. News staffs that once manned 24 hours were cut back to cover 12 hours, then six, and in some cases news was simply eliminated. News stations in major markets grew and turned in outstanding performances in the public interest, but concurrently there was a trend at music stations away from live, local news.

The kind of newsroom that always had a special place in my heart, the small and medium market newsroom where beginners could break in, began to fade from the scene. Each week, regardless of what I wrote about, always in the back of my mind was that melancholy feeling about the gradual demise of entry-level, enthusiastic, exciting, chase 'em down, smaller-town newsrooms.

Mountain Retreat

My personal outlook changed in the early '80s too, starting one day when I found myself on a gridlocked freeway looking through my windshield at smog. I decided to de-urbanize. I retreated from the metropolis to the mountains, breathing clean air, splitting my own oak firewood, wearing many red-checked shirts and work boots, with the real world only a modem away.

The column continued every week, without fail, non-stop, regularly, repeatedly, on and on and on more than 500 times until a voice said, "You're supposed to evolve. Write about different stuff. Do special projects."

Well, I'm evolving. It's like a "Nova" nature special on public television. Let me just whip off my pupa here and look! — are these butterfly wings or what?

CONTEMPORARY HIT RADIO

CHR

1990's BURNING ISSUES

For many in CHR, 1990 will be a year to forget... It was a confusing period in terms of balancing ratings success with formatting and musical direction.

CHR: A Format in Flux

JOEL DENVER



The biggest issues of the year stemmed from the upward demo shift, recently confirmed by preliminary results. Target 18-34 or 25-44? Stay current-based or play more gold and reentries? Stick with dance and rap or play more mainstream music? Add to these hot topics the growing opposition to Arbitron's "soft diary" — which many feel has skewed the deck against CHR (see Jeff Palk's "Rating Vibe" column — RAR, 10/26, 12/7), and 1990 was a year of big decisions.

CHR? Cook Inlet Exec. VP and KUBE/Seattle VP/GM Michael O'Brien believes the format's at a critical point. "CHR's music has become polarized. FJs have lost the ability to pull from several year's columns and a few new ones may shed light on our dilemma. If we don't have a ton of great im-ports and the Bruce Springsteen of the world to get us back in balance. The music affects us from a sales perspective as CHR has to be better balanced for better demos."

WRON/Tulsa PD Ken Bensen also addresses the format's future as it applies to sales. He sees his fellow programmers on the horns of a dilemma. "Do we go after adult audience, or stick to our guns and defend the basic roots of the CHR audience? Hot A/Cs, with few exceptions, don't have a clear position and are a second choice.



Ken Bensen

"I don't want to be caught up in chasing 25-54 numbers along with five or six others. I'd rather be dominant in 18-34 adults and teens and get those guaranteed buys."

Younger for-warders suggested, "Younger format revenue may have to come at the expense of other media, rather than browbeating yourself into

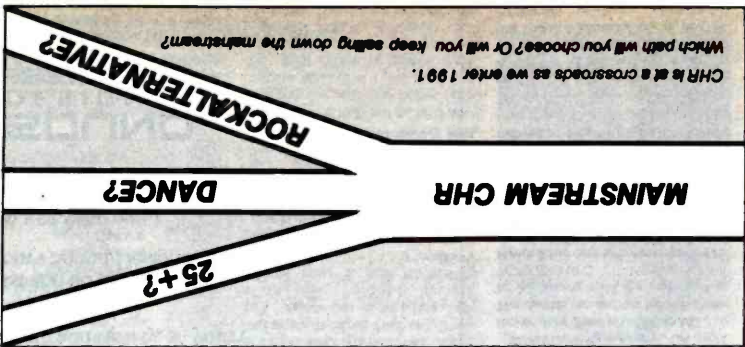


John Levy

"This adult thing has lots of people confused. Those who stay the course with CHR are the ones who turn out to be the winners."

Is 25+ the right route to take? Nationwide National PD and KHMN/Houston PD Guy Zapoleon, who's succeeding with his venture into "Contemporary Adult Radio" nevertheless warned, "Anybody researching the market and knowing where they want to be in five years is making a mistake" (RAR, 10/5).

Musical Balancing Act Mainstream CHR has suffered its most serious losses at the hands of Dance CHR. But is the dance trend peaking? WYHY (11/17/



some shakeouts. In markets with two or more CHRs, some have ball-ed out into Hot A/C, Gold, or Classic Rock. Will they succeed? Will they get lost in the crowded 25+ field? Will some return to CHR next year? Only time will tell.

— Michael O'Shea

"The music affects us from a sales base, as CHR has to be better balanced for better demos."



Michael O'Shea

While CHR experienced significant growth in terms of influence, ownership, and number of stations during the '80s, fragmentation of the available CHR audience led to

Should I Stay Or Should I Go?

Should I Stay Or Should I Go? appearance) dictated by the issue date of original marks from earlier columns are in-

probable in the new year. (Re- and help us keep CHR winning and

Stuck with dance and rap or play more gold and reentries? Stick with mainstream music? Add to

these hot topics the growing opposition to Arbitron's "soft diary" —

which many feel has skewed the deck against CHR (see Jeff Palk's

"Rating Vibe" column — RAR, 10/26, 12/7), and 1990 was a

year of big decisions.

CHR's music has become polarized. FJs have lost the ability to pull from several year's columns and a few new ones may shed light on our dilemma. If we don't have a ton of great im-

- Confusion over adult trend
- Arbitron's "soft diary" ramifications?
- Is mainstream replacing dance lean?
- Over-reliance vs. reliance on gut
- System gutted with music

Top O' Mind Topics



Louis Kaplan

"We all make the mistake of not exposing new music and play predominantly recent hits and gold, there will never be any new oldies."

— Louis Kaplan

"As usual, some are overreacting to the swing to mainstream and CHR and Dance CHR. For years, CHR has catered only to females and AOR and Classic Rockers to make. While CHR needs females and capture same males. We can be their outlet for new music, since most AORs are now basically Classic Rock. Continued on Page 42

CHR: A Format In Flux

Continued from Page 41

"If we all make the mistake of not exposing new music and playing predominantly recurrents and gold, there will never be any new oldies. Playing nothing but brand new music isn't right either. A balance is what's needed."

WZPL/Indianapolis PD Don London feels PDs and MDs have made their own musical beds. "Rhythmic records may be easier for some PDs to hear, but I believe we've killed off too many rock records with premature judgments" (R&R, 6/22).

Great Trails VP/Programming and WGTZ/Dayton PD Jeff Ballentine experienced the effects of going too far in one direction when sister Rock CHR WXGT (92X)/Columbus flipped to Gold (R&R, 11/9). How does he view dance music's influence on CHR? "I don't see a dance backlash in terms of a record-by-record situation. It's more a case of CHRs doing a piss-poor job of balancing themselves" (R&R, 6/22).

Mairie VP/Programming and WHTY (Z100)/New York PD Steve Kingston agreed: "Where is it writ-



Dana London

"I would really appreciate more faxes with updated information, rather than a ton of additional calls."

— Dana London

ten that you can't play Heart, Vanilla Ice, Don Henley, Damn Yankees, and Janet Jackson on the same station?" (R&R, 12/7). Nationwide Regional PD and WNCI/Columbus PD Dave Robbins advised, "Don't go after adults with softer music. Play the music adults like that also has been appeal" (R&R, 11/5).

Robbins went on to note that presentation has contributed to the format's problems by turning off listeners: "In almost every market one of the CHRs has increased the 'disgust factor' with all the negative slamming and Power Pig-type positioning" (R&R, 12/7).

Researched Into A Corner

CHR has always been the "mass appeal" format. So what's changed? Nothing, except how some programmers understand the term "mass appeal." "Signature sound" became this year's catch phrase as PDs narrowly niched into superserving 13-34 females — often ignoring male input. The music that tests well for this slice of the demographic/psychographic pie



Rick Gillette

has resulted in a narrower market impact than CHR PDs are used to. Hence, many instances of lower 12+ and adult numbers.

The ever-present concern of over-researching the music came to light again this year. Former WAPE/Jacksonville PD and current Hot AC KRSR/Dallas programmer Bill Pasha remarked, "Research is simply a tool to use as an indicator, not a dictator. Going strictly by the numbers can remove the variety a mass appeal CHR needs" (R&R, 3/9).

WHYT/Detroit PD Rick Gillette also noted, "If you begin limiting yourself on titles and variety, you'll limit your audience" (R&R, 3/23). WAPW (Power 99)/Atlanta PD Rick Stacy added, "CHR today reminds me of the '70s when we had no personality and no creativity in music selection. There needs to be more gut in music selection" (R&R, 4/20).

Former WAVA/Washington Asst. PD and current KKQB/Houston Operations Director Dave Elliott touched on the sensitive area of callout music testing: "It's yesterday's information — not today's. Don't copy someone else's homework — go with the gut" (R&R, 7/6).

Music Glut

Another area of concern is the growing legion of labels and the increased number of records set for release next year. This will make for increased traffic and competition for adds, and create a logjam of calls to stations. Rolling up his sleeves for East West America's early January debut, VP/Promo-

tion Charley Lake noted, "I understand the anxiety our radio friends have over the glut of new music, new labels, and new reps. They've already had a taste of it, but the situation will explode in 1991 — the impact will be seen on their message pads" (R&R, 11/30).

WLUM (Hot 102)/Milwaukee MD Dana London points out, "The MD's job is to listen to and bring the right records to the PD. The problem is that some of us, like me, are on the air, which limits our time for music calls. Factor in time needed on the computer, tabulating research, and reading the trades, and I've had to take some calls while on-air, which I try not to do."

"I would really appreciate more faxes with updated information, rather than a ton of additional calls. We installed an add line last week which record reps can call for the new charts and music adds. In the first week alone it saved us 171 calls."

Editor's Note

Clearly, 1991 will present many challenges. In February I enter my eleventh year as CHR Editor. As always, I welcome your direct input on promotional ideas, format trends, and industry problems so we can keep the dialogue open between all sides of the business.

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MOTION

• Bill Mitchell takes PD/MD reins at WYYS (Yes97)/Columbia, SC as Chuck Finley moves to WKSF/Asheville, NC wakeup duty

• WAZY/Lafayette, IN middayer Randy Kenyon adds MD duties

WJAD/Bainbridge-Albany, GA night rocker Joey Dees is upped to MD ... The Jantler moves from WAPW (Power 99)/Atlanta to fill the night shift at WDFX/Detroit ... Partimer Paul Myers takes over MD chores at WFFR/Terre Haute, IN ... KZL/Lubbock, TX OM Mark Harlan has resigned and left the radio biz.

KKSS/Albuquerque PD John Jaynes needs a night personality/MD ASAP as Hollywood Haze has moved to KKYK/Little Rock. Contact Jaynes at (505) 265-1431 ... KSLY (Shy86)/San Luis Obispo, CA adds night rocker Scott Alexander from crocstown KLZZ ... WFFR/Altoona, PA's Scott St. John has added a weekend gig at WMPX/Pittsburgh.

First-Time Breakers Revisited

Seems four artists with first-time Breakers in 1990 were omitted (listed below) in last week's R&R (Page 62). That brings the first-time Breaker total to 49 out of 166 — 29% — compared to 39 out of 166 Breakers in 1989 (20.7%). This also brings the corrected overall 1990 peak chart position for first-time new artist Breakers to 10.9 — versus 12.6 in 1989.

Artist/Title	Peak Position
BILL BYEBOVE/Passion	(4)
JUDE COLE/Time For Letting Go	(10)
TOMMY PAGE/It's Be Your Everything	(2)
TIBBLA/Love Song	(17)

Corrected first-time new artist Breakers figures now show:
 • 16 records (36%) went Top 5
 • 25 records (51%) went Top 10
 • 32 records (65%) went Top 15



HARVEY KOJAN

AOR.

ALBUM ORIENTED ROCK

Looking Back At 1990

Whew... there goes another year in the blink of an eye. What the heck happened in the past 12 months?

Well, record companies multiplied, station trading slowed, and the PD's job got tougher than ever. Ratings remained strong, but the revenue picture became shaky. Censorship continued to rear its ugly head. Rock CHR edged closer to death. Arbitros-bashing reached a new level. Another typical year at the office.

Numbers Strong

AOR's national share of the 25+ ratings pie continued to grow in 1990, indicating the format is as healthy as ever. R&R's exclusive AOR Scoreboards showed the format consistently finishing first or second in its prime demos, while 12+ figures were up slightly over 1989.

Another indication of the format's attractiveness: More stations are programming AOR than ever before. More than twice as many stations adopted the format as dropped it last year.

Unfortunately, AOR did lose two heritage stations. Last Christmas, Anchor Media finally gave up on



troubled KZEW/Dallas and changed it to Soft AC. The company eventually agreed to sell the station to Cox, a deal that's pending.

Far more shocking than the KZEW switch was the summer exit of KISS/San Antonio, which was in the midst of celebrating its twentieth anniversary and had just registered an up book. The Adams station flipped to Gold July 19.

"There's no opportunity for revenue growth in this format," claimed KISS VP/GM Rick Joppie. "We did as well with a 3.7 as we did with an 8.8. All the money in this market is going to 25-54" (R&R, 7/27).

If KISS does better as a Gold outlet, it will do so without Joppie - he exited earlier this month.

Of course, all the ratings in the world don't mean a hell of a lot if advertisers aren't spending. As the year progressed and whispers of a recession became louder, stations prepared for the worst. Some already felt the squeeze, particularly those in the Northeast. The threat of war only exacerbated the situation. As we roll into '91, the economy's effect on radio could very well be the most important story of the new year.

Night Woes

While most AORs posted solid overall numbers in '90, luring night listening grew increasingly difficult.

PDs tried a variety of methods to boost sagging 7pm-midnight shares. KLOS/Los Angeles PD Carey Curelop took the most common approach: upping the tempo and current percentage.

"The 25+ listener watching TV and playing with the kids just doesn't use the radio much at night," he reasoned. "Obviously you have to hold on to the segment of your audience that uses the medium. You've got to hang some flypaper out there for the people who do listen at night and hope some of them stick" (R&R, 2/23).

Unfortunately for Curelop (and most of his peers), the night moves failed to make a significant impact.

One exception was KLOL/Houston's "Outlaw Radio." Originally conceived as a dramatic musical statement, Outlaw evolved into a classic example of high-energy,

personality-driven radio. "Wild and crazy party radio" is how KLOL PD Ken Anthony described Outlaw, hosted by Grego. "In a lot of respects it's a throwback to some of the screaming Top 40 acts of the '60s" (R&R, 2/23).

An integral part of Outlaw's early success was KLOL's well-oiled marketing machine. Outlaw benefits from its own logo, which is prominently displayed on billboards, T-shirts, and the like.

Rock CHR Falters

Rock CHR, which was - ironically - 1989's hottest AOR topic (because of its potential impact on the format), cooled considerably in 1990. (Perhaps "cooled" is putting it mildly - quick, name three.) Even the format's best-publicized success story, KQLZ (Pirate Radio)/Los Angeles, experienced serious ratings erosion, and there are plenty of people who believe it's only a matter of time before VP/Programming Scott Shaamon broadens the mix.

Hot Topics

- Censorship
- Sagging Night Numbers
- Rock CHR's Demise



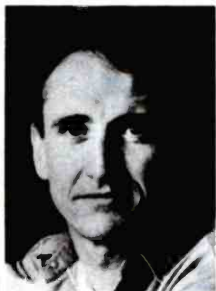
One person who remained bullish on Rock CHR was consultant John Gorman, who blamed its early failures on "unqualified, dumb bunny PDs" who simply failed to understand the intricacies of the format. "In many cases, Rock CHRs were conducting the wrong research and targeting the wrong demos," he explained (R&R, 8/31).

Censorship Issues

In terms of potential impact, censorship may have been the single most important issue of all in 1990. The FCC continued to level fines. Various groups pressured record labels for universal sticker-ing, and actually won some preliminary victories. Both bands and individuals were prosecuted. But most stations chose to ignore the issue, or failed to take any substantial action.

What happened? "They got stuck between a rock and a hard place," opined Pollack Media Group President Tommy Hedges. "They didn't rock consistently enough to really compete with the broader male appeal of an AOR, nor did they play enough nonrock product to appeal to a CHR person. Even the stations that were able to create substantial 12+ numbers simply couldn't sell the format. The niche they tried to fill was too small and too specific" (R&R, 7/20).

Radio Innovator McGhan Dies



John McGhan

The industry was shocked and saddened when John McGhan, President of McGhan Radio Productions and pioneer in big-event remote broadcasts, died April 3.

McGhan spent the '70s as an AOR personality and PD at WCMF/Rochester, WPHD/Buffalo, WGRQ/Buffalo, and WDVPE/Pittsburgh. He later branched out into syndication for the Source and Rolling Stone Magazine Productions, then formed his own promotion/production company, specializing in large-scale radio remotes built around gate events such as the Country Music Awards and the Grammys.

'90's Major Moves

As usual, AOR programmers made quite a few moves in the Top 50 markets. Here's a recap:

- Jack Daniel: WRFX/Charlotte PD to GM
- Jeff Kent: WAVF/Charleston VP/Prog. to RFX PD
- Dana Jang: KBJO/San Jose MD to PD (again)
- Bill Wier: WGTN/Miami OM (and Epic poster chick) to WYAI & WYAI/Atlanta Station Mgr.
- Brian Krysz: WFYV/Jacksonville PD to WSHF/Miami (and TK VP/AOR)
- Beau Raines: WKRL (now WXTB)/Tampa PD to WFYV PD
- Greg Mull: Research Group consultant to WXTB PD
- Rad Messick: WDZJ/Orlando PD to WKGR/West Palm Beach PD
- Neal Mirsky: Replaces Messick as "DZ PD"
- Pam Edwards: KGB/San Diego Asst. PD to KNAC/Los Angeles PD
- David Einstein: WHFS/Washington OM to RCA record rep
- Tom Calderone: WRCN/Long Island PD to HFS OM to WDRE/Long Island PD
- Michael Butscher: HFS PD to WHITQ/Asbury Park, NJ PD
- Scott Jameson: KYYS/Kansas City PD to KZAP/Sacramento PD
- Larry McFitt: Consultant to KYYS PD
- Steve Becher: KLCX/Eugene PD to WPYX/Albany PD



Jack Daniel



Pam Edwards

- Brew Michaels: KRRX/Seattle MD to PD
- Jay Clair: WOMC/Detroit PD to WLLZ/Detroit PD
- Doug Podell: WLLZ PD to WNCX/Cleveland PD
- Ken Carson: WUFX/Buffalo PD to WHTQ/Orlando PD; exited 11/90
- Scott Douglas: KATT/Oklahoma City PD to Charisma rep
- Doug Sorenson: KATM/Colorado Springs PD to KATT PD
- Terry Medart: WQMF/Louisville OM to salesman, nail care products
- Bill May: WRBT/Evansville, IN PD to "OMF PD"
- John DeBella: WMMR/Philadelphia OM to Creative Dir.
- Lin Brehmer: WXRT/Chicago MD to KTCZ/Minneapolis PD
- Michael Luczak: WAZU/Dayton PD to WMMS/Cleveland PD
- Lisa Lyons: WLRS/Louisville PD to WAZU PD
- Peter Smith: WMFX/Columbia, SC PD to LRS PD
- Jeff Selgo: KUFQ/Portland PD to VP/GM
- Michael Hughes: WFBQ/Indianapolis PD to WKLS/Atlanta PD
- Marty Bender: WRIF/Detroit PD to "FB PD"
- Jim Pemberton: TRF MD to PD
- Tom Sandman: WBCN/Boston Prod. Dir. to WBOS/Boston PD
- J.T. Stevens: WGCK/Mobile PD to WQFM/Mobile PD



"A LIL' AIN'T ENOUGH"

COMING SOON



and Jeff Peacock and Dwight Deegan each interceded efforts to force the ratings service to change its methodology, and talk of more bipartisan efforts in that direction grew louder.

"Broadcasters are being forced to almost entirely subsidize ratings services that have, by any reasonable assessment, unacceptable problems of methodology," complained Pollack (RAR, 10/26). Among the recommendations: fewer surveys, larger samples, area, call letters listed in directories, and one interview per household.



Arbitron Changes Demanded

The Arbitron-hearding that continued in 1990 may be just a prelude of what's to come in '91. Consult-

One of the notable exceptions was KSHH/St. Louis, which wrapped itself around the flag in a "Right To Rock" rally to fight pending legislation. "We're not seriously entering the political forum," noted KSHH Program Director Algehl Pezay. "We're not really out there to attack 'a rock 'n' roll station, and we're not really out there to attack every single political issue. But when something like this dramatic-ly affects the station and the listeners, you've got to get involved" (RAR, 6/11).



TRIP BOOGIE — WAZU/Dyton PD Lisa Lyons (wearing station T-shirt) and Promotion Director Teresa Strong pose with Trip, winners of the station's recent battle of the bands contest.



OH SAY CAN YOU 'CCC? — WCCC/Hartford staffers hang with their buds at Westwood One: (l-r) CCC PD Ted Sakers, "Private Radio USA" host James Osborn, WWO VP/Programming Gary Landis, WWO Regional Affiliate Relations Manager Friends Kinoshan, CCC Promotion Director Director Michele Fox.

SEGUES

Fl. Myers, FL suddenly becomes a hotbed of activity, as two AOs flip to rock 'n' roll with- in a couple of days of one an- other. WQEZ is now Classic Rock WZCR under the guid- ance of Media Strategies, PD Dean Tyler may remain, but the station is actively seeking other candidates.

Across the street, WAKS Retail Marketing at KLZ & keeps its calls and "Kiss" mon- KAZY/Denver... KIMBY/Mon- tery ups Annie Day to Promo- tion Director... At KHPX/Hon- olulu, MD Rich West segues to Molly Beard and PD Rich Dick- erson are directing the new format.

In other news: KRFM/Colo- rado Springs Sales Manager Jeff Schetz is named Director/ now handles music duties. Director: PD Andy Preston Production/Computer Services



WALT LOVE

The Year In Review

Solid Ratings Gains Help Offset Fragmentation, Economic Parity, And Other Thorny Issues

Solid ratings wins in several major markets this past year offset the thorny issues plaguing this format. Confusion about our music and target audience, fragmentation, the need for economic parity, and the talent drought — these are just some of the problems we've faced in 1990.

What's In A Name?

This was a very good ratings year for Urban radio. For the first time, WRKS (K195-FM) topped the New York market in both Arbitron and Birch. Similar results occurred at Chicago's WGCI-FM; Memphis's WHRK (K97); Miami's WHQT (HOT 105); New Orleans's WYLD-FM, where the staff's smiling over double digits; and at market-toppers WJHM (102 JAMZ)/Orlando, WXYV (V-103)/Baltimore, and WVEE (V-103)/Atlanta. Even though WJLB/Detroit slipped to No. 2 in the market, it still won in specific demos.

More and more this year, broadcasters talked about UC's potential for mass appeal acceptance. In most markets where an Urban outlet is winning with big numbers, audiences aren't just black. This points to the fact that whites and other ethnic groups are enjoying black music again, just as they did during the '60s when they tuned in mass appeal Top 40 stations.

Despite ratings success and growing popularity, a debate still rages over what to call this format: Is it Black, Urban Contemporary, Rhythm & Blues, Black Adult Contemporary, or none of the above? And out of that comes another problem that '90s and PDs wrestled with in '90: how to attract general market advertisers to what's proven to be a winning format. While some inroads have been made, the issue remains a sore point.

Fragmentation: Black AC

Black AC's expected boom was one of the hottest topics of 1990.

UC DATA BANK

More Black Graduations

More blacks are finishing high school. While the proportion of blacks 25-34 completing four years of college showed only a slight increase from 1980-88 (12-13%), high school graduation rates were up 75-80%.

Source: Minority Markets Alert



While more stations have adopted that approach, none have really struck it big the way WVAZ (V103)/Chicago did initially. In fact, V103 took its first significant ratings hit in the summer book, though continued strength among 25-54s mitigated that blow. Earlier this year, WDAS-FM/Philadelphia showed strong numbers; the fall '90 book should be big there too.

Other stations, like WMMJ/Washington, posted increases early in the year, but have fallen back in recent months. KACE/Los Angeles, one of Black AC's major proponents, has died and gone to Jazz heaven after less than a year in the format. The jury is still out on whether or not the Black AC format can work as a UC alternative on a widespread basis. Obviously, research — and money — are needed to ensure an audience exists for such a format in any given market.

Community Service

As always, community service commitment played a key factor in stations' success. UC outlets collected food and funds for the needy, raised money for families that lost loved ones to gang violence, and also tried to help stem the cycle of violence that afflicts black communities nationwide.

The talent pool, or lack thereof, continued to pose problems in '90. Managers and programmers agreed that the only way to rectify this problem is to recognize and train those individuals who exhibit talent in various areas. Also generating heated exchanges this year: balancing uptempo songs vs. ballads, proper reporting of music information, and returning to the format's creative roots in terms of on-air presentation and production.

A United Front

In an effort to address problems facing the format, UC outlets in the Southeast banded together. The Southeastern Urban Broadcasters Association was established in June under the guidance of President and WHJX/Jacksonville VP/GM Walter Berry: "The intent of this organization is to raise the consciousness of Urban stations, their formats, listening audiences, and their sense of service to the Urban community."

Sales revenue and media inequities are at the heart of SUBA's mission (R&R, 8/10). According to WAOK & WVEE (V-103)/Atlanta GM Rick Mack, "For the first time

What's Ahead In '91

Despite its ratings success and growing popularity, Urban Contemporary is still wrestling with several issues:

- Economic parity
- Fragmentation
- Talent drought

ever, one format and one region have united to raise the consciousness of the advertising community. The bottom line is if we don't do anything, there's no one to blame except ourselves for our failure from a selling perspective. We need to do things. If getting together with fellow broadcasters in our area will help us come up with one or two good ideas for this

battle, it will be well worth the time."

Presenting a united front is something UC outlets in other regions should consider. We've got to join forces and help ourselves. Fairness isn't the issue; economic power is.

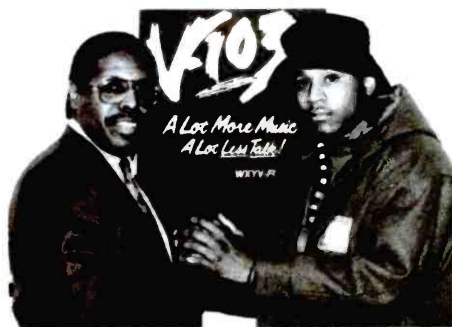
So that's a quick look at Urban Contemporary radio in 1990. Here's to a solid 1991.



NICETY — WHRK (K97)/Memphis air personalities (l-r) Wax Master Torey (middays), Dr. John (evenings), and Chris Conners (afternoons) were speechless in the company of Michelle (c) and her dance troupe.



INNER CITY GALA — Among those who attended a reception honoring Inner City Broadcasting VP/Programming & Entertainment Frankis Crocker (c) were SAM Records' artist Richard Rogers and National Director/Radio Promotions T.J. Adams.



HOLIDAY COOL — LL Cool J took time out to spread holiday cheer at WXYV/Baltimore, appearing on the station's weekly music video show "V-TV." Coolin' out with the artist is PD Roy Sampson (l).

BLACK MUSIC PROMOTION AND MARKETING STAFF

Don Eason — Vice President, Black Music Promotion & Marketing
 Bob Frazier — Executive Director Field Operations
 Chuck DeBow — National Director R&B Promotions/Marketing
 Aileen Randolph Williams — National Director Black Music Marketing

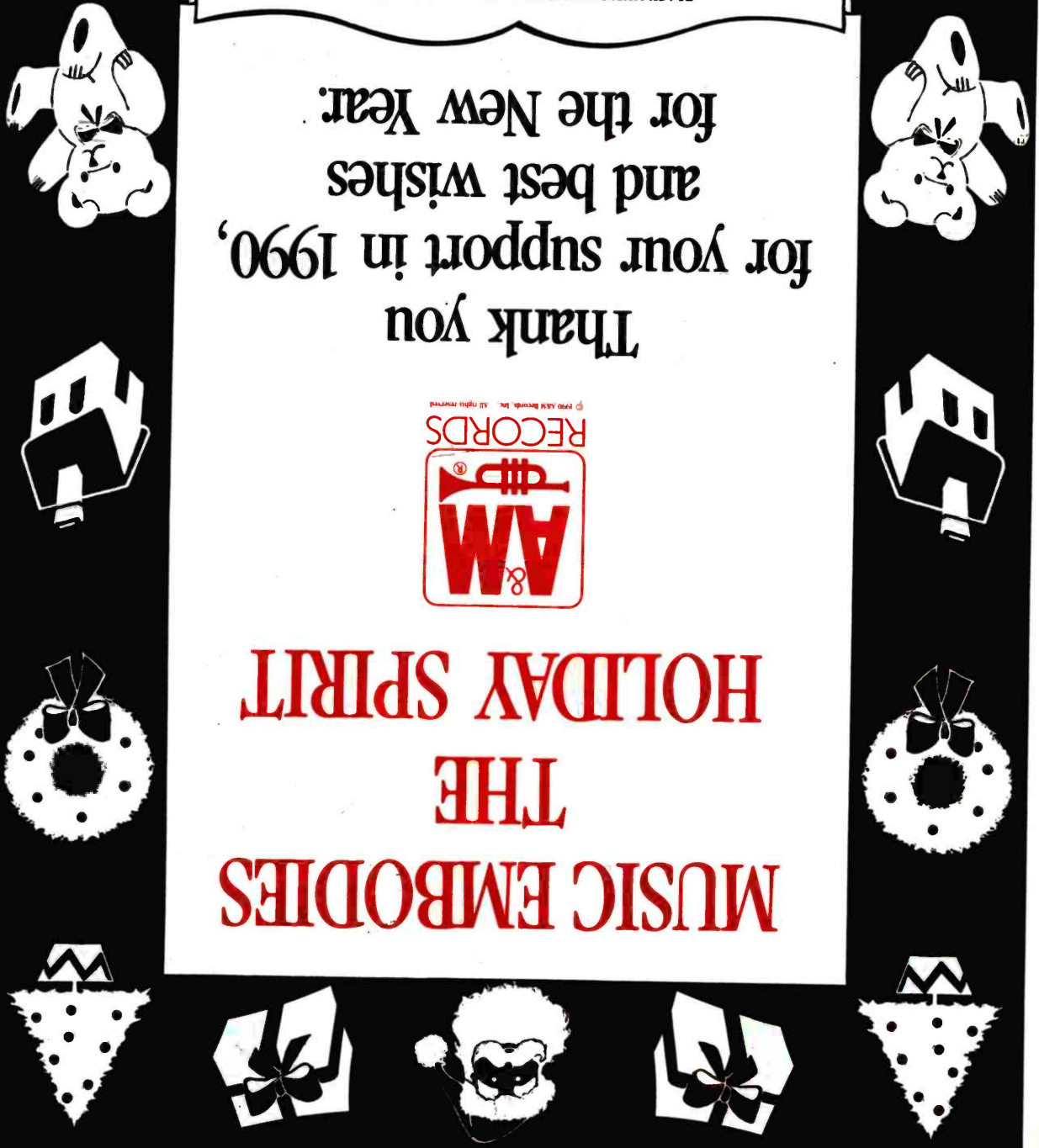
Evan Forster
 Karen Fish
 Rina Rusb
 Lynette Brockett
 David Avery
 Chris Barry

Frank Chaplin
 Clinton Harris
 Darryl Johnson
 Robert Taylor
 Carl Washington
 Kellyn Venhour
 Irls Perkins

Thank you
 for your support in 1990,
 and best wishes
 for the New Year.



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HARRY CHAPIN TRIBUTE

The Friends of
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- STEPHEN CHAPIN GRAHAM NASH
- TOM CHAPIN PETER SEGER
- JUDY COLLINS THE SMOTHERS BROTHERS
- DOLORI'S HALL BRUCE SPRINGSTEEN
- RICHIE HAVENS JOHN WALLACE

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WORLD
HUNGER
YEAR



Established in 1972



ON RELATIVELY
CD'S & CASSETTES
ALL ROYALTY'S
GO DIRECTLY TO
WORLD HUNGER YEAR



POSITIVE ROLE MODELS — During the recent Otis English 800/ASCAP Showcase, KJLH/Los Angeles Community Affairs Director Flory Kaufman presented the Positive ID award to "All In The Same Gang" spearheader Michael Conception and Inglewood Councilman Danny Tabor. On hand for the presentation were (l-r) BET's Belma Johnson, ASCAP's Jerry Davis, Kaufman, Conception, Tabor, and WB's Eddie Singleton.



DANCING THEIR WAY TO STARDOM — KKDA (K104)/Dallas VP/Operations Michael Spears traded backstage secrets with Oaktown's 3.5.7. at the opening of the M.C. Hammer tour. Smiling for the camera are (l-r) Oaktown's 3.5.7.'s Sweet L.D., MCA's Rhonda Cowan, Oaktown's 3.5.7.'s Terrible T, and Spears.



CHRISTMAS RAPPING — Kid 'N Play recently stopped by WIZF/Cincinnati to do a guest stint with morning team members Bryen Scott (l) and Kim Box.

..... Every Woman Needs ALL TRUE MEN coming soon

From the entire EPC Black Music Division
we wish everyone at Black Radio and
Black Retail A Merry Christmas and
A Happy New Year!

Hank Caldwell • Trupedo Crump • La Vern Perry • Cheryl Dickerson
Lamont Bots • Vivian Scott • Maurice Warfield • Troy White
Al Mannerson • Lynda Penn • William Franklin • Tony Collins
Walter White • Awanda Booth • Vickie Clark • Constance Armstrong
Kevin Gibbs • Mildred Morgan • Reginald Sullivan • Deena Davis
Michael Johnson • Clifford Russell • Doug Craig • David Horton
Nancy Pitts • Diane Blankumse • Daveitt Singletary





LON HELTON

1990 IN RADIO

The Year Fragmentation Began

We may well look back on 1990 as the year the Country format began to fragment. Even though no left- or right-of-center Country formats made ratings breakthroughs — in truth, they barely made dents — leading programmers and managers at least began talking about and exploring alternative format possibilities.

Even as most of the intrepid few who'd gone way out on limbs found themselves crawling closer to the mainstream trunk as time passed, others ventured cautiously away from the mainstream, attempting to lure a coalition audience of younger demos from other formats and the more adventurous elements of Country's core listenership.

Battle Strategy

The movement developed as stations sought flanking attacks with which to take on heritage Country outlets. The countryside is littered with the calls of those stations that have chosen to head straight up the hill.

WTDR/Charlotte led the charge early this year with a move to "Thunder Country" in an attempt to break WSOC-AM & FM's stranglehold on the market. KQOL/Salt Lake City tried a more AC-hybrid approach to provide an alternative to Country outlets KKAT and KSOP-AM & FM. WTDR has since



retreated to a more mainstream stance, and KQOL has abandoned the format altogether.

Resuming the charge, however, WGH-FM/Norfolk went on-air in September, taking on longtime market leader WCMS. KMILE/Phoenix continued to make solid ratings gains with its left-of-mainstream format. Both WGH-FM and KMILE feature youth-targeted Country music and personalities.

All eyes will be on these stations in the coming year. A large market breakthrough or two should be all that's needed to convince others to go the same direction and propel Country into what many believe will be the format of the '90s.

Ins ... & Outs

Among those entering or exiting the Country ranks in 1990 were:

- In**
- KOLT/Albuquerque
 - KVET-FM/Austin
 - WUBE (AM)/Cincinnati
 - WALA/Jacksonville
 - WQOK (AM)/Jacksonville
 - KWNR/Las Vegas
 - WHBO/Memphis
 - WHNK/Nashville
 - WGH-FM/Norfolk
 - WXCL-FM/Peoria
 - KFRG/Riverside-San Bernardino
 - KBCM/Sioux City, IA
 - WPXK/Springfield, MA
 - WSUN/Tampa
 - WACO-AM & FM/Waco, TX

- Out**
- WKJN (AM)/Baton Rouge
 - WDLW/Boston
 - WQAR (AM)/Cleveland
 - KPKF (AM)/Kansas City
 - WQAM/Miami
 - WDGY/Minneapolis
 - WQXY/New Orleans
 - WKY/Oklahoma City
 - WTVR (AM)/Richmond
 - WJL (AM)/St. Louis
 - KQOL/Salt Lake City

Award Winners

The Country format once again came away with more than its share of the NAB's prestigious Marconi awards, given annually for broadcast excellence. KSSM/Little Rock (medium market) and WJXX/Blue Claire, WI (small market) won Station of the Year honors for all formats. Bobby Owen of KEAN-AM & FM/Abilene took home the trophy for Small Market Personality of the Year in any format. KLT-FM/Houston was named Country Station of the Year.

The 1990 Academy of Country Music "Hit" award for Station of the Year went to WSIX-FM/Nashville for the second consecutive year. The ACM Personality of the Year honor went to Jon Condon of WKKX/Memphis, also for the second consecutive year.

The 1990 Country Music Association broadcast awards for large, medium, and small markets (respectively) went to:

- Station: WPOC/Baltimore; KASE/Austin; KHAK/Cedar Rapids, IA.
- GM: Dan Halyburton, KPLX/Dallas; Jordan Bullard, WZZK/Birmingham; Mary Gosses, KHAK/Cedar Rapids, IA.
- PD: Bobby Kraig, KPLX/Dallas; Mike Carta, WVKK/Knoxville; Tim Closson, KHAK/Cedar Rapids, IA.
- MD: Mac Daniels, KPLX/Dallas; Bob Sterling, WZZK/Birmingham; Jeff Whitfield, KHAK/Cedar Rapids, IA.
- Personality: Steve Harmon & Scott Evans, KPLX/Dallas; Cliff Dumas, CHAM/Hamilton, Ontario; Bobby Cook, WKYQ/Paducah, KY.

Quotes Of The Year

Some of the thoughts and advice offered in these pages during the past year:

"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."
—Rusty Walker & Assoc. President Rusty Walker (R&R, 5/11)

"Giving the listeners more than they ever expected from their favorite station is the battlefield of the '90s."
—WDGY & KEYY/Minneapolis VP/GM Mick Anselmo (R&R, 10/5)

"Increasing recurrent airplay allows us to sound current-driven without playing a lot more currents."
—WUSY/Chattanooga PD Greg Mazingo (R&R, 8/24)

"[Having] two recurrent categories enables us to control the music image as well as the station image."
—KNEW & KSAN/San Francisco GM Lee Logan (R&R, 8/24)

"One of the biggest problems in Country radio is PDs and MDs dropping records too quickly and not giving them a chance to become 'favorite songs' or megahits."
—KYGO-FM/Denver PD John St. John (R&R, 9/7)

"It's not as risky [as it used to be] to play new acts. The demo we're targeting is ready for currents; the core's attitude has changed."
—WSIX-FM/Nashville PD Eric Marshall (R&R, 5/11)

"Adults are looking for alternatives because the other formats are stale. People are finding Country to be extremely stable and reliable."
—KUPL-AM & FM/Portland PD Bill Bradley (R&R, 8/3)

"The fragmented Country formats springing up today lack the cure potential to score a major win in anything but unique market situations."
—Burkhardt/Douglas & Associates Consultant Jay Albright (R&R, 3/30)

"The only companies and people who are going to survive are those who love change and don't look at it as a threat but as a great opportunity."
—NewCity President Dick Ferguson (R&R, 3/30)

"Nobody has the reputation of taking chances and picking the hits. There are no gods in Country radio."
—KXXY-AM & FM/Oklahoma City PD Jay Phillips (R&R, 11/9)

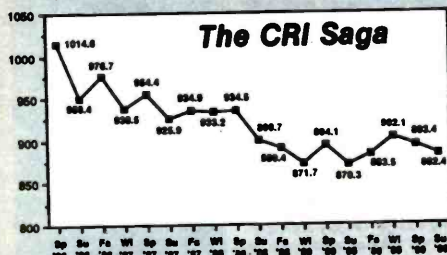
"No longer can we look at Country as one big happy format. What's happened with other formats in regards to fragmentation is about to happen to Country."
—SMN VP/Programming Robert Hall (R&R, 3/30)

"When coming out of breaks, it's important to play the kind of music that reflects what your station is; those records are your image songs."
—WQAR/Cleveland PD Denny Nugent (R&R, 4/13)

"Our ten-in-a-row set contains no new music. It's for TSL purposes, and every song in the sweep is one that tests well."
—Then WML/Milwaukee PD Kevin O'Neal (R&R, 4/13)

"Revolving doors don't work. Hire the right people, motivate them properly, outline the goals, and get them to focus on what they have to do to be successful."
—WKHX-AM & FM/Atlanta GM Neil McGinley (R&R, 5/11)

"The Country radio audience is underreported by 10-15% — or perhaps by as high as 20%. That can represent two to three shares for stations in many markets."
—Benchmark Company CEO Rob Balon (R&R, 4/8)



Country Ratings Index — Comparing the fall '89-summer '90 Arbitron numbers to the corresponding figures of the previous year shows Country was up from winter to winter and summer to summer, but relatively flat from fall to fall and spring to spring. On a happy note, all the last four books were higher than the four-year CRI low set in summer '89.



WPOC/Baltimore PD Bob Moody provided this format with its loftiest (if not only) touch of cultural class this past year when he was named President of Scotland's Auchinleck Boswell Society. His Holiness Sir Moody (c), as he now insists on being called, traveled to Cumnock, Scotland to accept the honor and medal from Past President Sheriff Neil Gow, Q.C., (l) and James A.D. Boswell.

THANKS TO ALL OF YOU FOR MAKING 1990 ANOTHER GREAT YEAR FOR WARNER/REPRISE NASHVILLE

Randy Woodward
Jenny Lynn
Greg Montgo
Art Sanders
Michael Jay
Karl Shannon
Steve Stewart
Mark Sprui
Steve Holbrook
Kevin Rave
Randy Houston
Frank Byrd
Tom Oakes
Charlie Thomas
Bill Berg
Charlie Mitchell
Barry Martell
Sharon Foster
Johnny Michaels
John Saville
John Hagy
Reggie Neal
Ray Webb
Tom McGuire
Bob Young
Mike Brophery
Dave Priest
Bill Wise
Dixie Lee
Dale Carter
K. C. Todd
Brian King
Brad West
Michael O'Malley
Steve Blatter
Ken Johnson
Kenny Shelton
Robynn James
Ray Horner
Jim Tice
Bob Sterling
Gene Bridges
James Holley
Rick Jackson
Ed Nickas
Dan O'Neal
Don Owen
Marty Robbins
Simon Train
Nick Anthony
Mike Chapman
Charlie Cook
Mark Edwards
Alan Furti
Moon Mullins
Leon Roberts
Ed Shane
Black Shyne
Doris Thompson
Mark Tudor
Steve Warren

Tom Richards
Chiff Blake
Don Lunde
Jan Reed
Leo Hilley
Scott Parker
Bill Corey
Chris Hampton
Chris Stewart
Dick Golano
Lyn Scott
Bob Moody
Greg Cole
Tom Hennessy
Hal Knight
H. G. Jones
Bob Dochess
Jim Andrews
Dale Van Horn
Lee Rogers
Chuck Stevens
Barton Lee
Jay Miller
Tom Rivers
Scott Robbins
Dorinda
Mike Edwards
Sherril Garrett
Jim Cramer
Eric Kuhlman
Ron Dini
Rick Campbell
Kevin O'Neal
Larry Peregis
Paul Johnson
Kitty Ledbetter
John King
John Crenshaw
Mason Dixon
Jack O'Malley
Ryan Doby
Dave Poole
Ron Ellis
Tim Roberts
Barry Kent
Steve Hall
Bill Kelly
Chuck Reynolds
Mark Rivers
Dave Fortins
Mark Dixon
Gary McCarty
Richard Blake
Lomosome Rhodes
Alan Rice
Tim Clowson
Duke Spangler
J.D. Spangler
Tricks Biondo

Jim Acker
Darren Wilhe
John Spaulding
Charlie Morgan
J.D. Cannon
Denny Nugent
Chuck Collier
Bucky Albright
Randy Allen
Bill Jones
Jon Conlon
Fred Horton
Bill Karty
Doug Klaw
Matt Scurry
John Davison
Dennis Lee Pitmon
Dave Parks
Ray Masie
Mark Langston
Barbara Krans
Doug Henderson
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J.I. McRae
Louie Scott
Les Acres
Mickey Dearstone
Rick Segars
Sherril Garrett
Jim Cramer
Felix Kuhlman
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Rick Campbell
Neil McGinley
Johnny Gray
Michael Alan
Ram Quinn
Robert Lewis
Rick Wise
Angie Chambliss
Scott Johnson
Jeff Funk
Kent King
Jeff Lawrence
Andy Scott
Ron Evans
John Hart
Darlene Dixon
Kerry Wolfe
Mark Dixon
Dave Fortins
Gary McCarty
Richard Blake
Lomosome Rhodes
Alan Rice
Tim Clowson
Duke Spangler
J.D. Spangler
Tricks Biondo
Bill Quay

Let Walker
Brian Norton
Kaley McCrea
Dale Rector
Tony Wright
Jay Phillips
Wade Carter
John St. John
Jennifer Page
Steven Dark
Dawn Christi
Gary Neill
Ken Curtis
Bob Shannon
Chris Stevens
Jim Patrick
Mac Daniels
Bobby Kray
Buddy Owens
M. J. Curtis
Spencer Bennett
Rick Gilbert
Dan Baker
Bob Glasco
Patrick Clark
Cary Wolfe
Gary Ford
Dave Dorn
Frank Dawson
Dean August
Jack Ralph Carter
Kevin Hayes
John Kurcher
Mark Kas
Mark Mitchell
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Bruce Jensen
John Thomas
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Rob Haas
Gary Charles
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H. P. Mackinlay
Don Hilly
Paul Stevas
Don Chard
Jerry Harbin
Lary Neal
Lindy Ann
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Ted Stecker
Bill Beed
Mike Sheppard
Rick Upton
Don Hilton
Dobbe Tappin
Don Moore
Gail Daniels
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Tony Michaels
Ken Poorman
Art Opperman
Annie Mac
Bill Bradley
Katy Rogers
Dave Bryan
Bob Look
Nancy Rye
John Thomas
K. C. Adams
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Robyn Parry
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Dave Taylor
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Charlie Lindsey
Bob Hooper
Jeff Blake
Mike Harris
Bob Curti
Ron Anhill
Nancy Rye
Mark Dixon
Gary McCarty
Richard Blake
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M. J. Curtis
Spencer Bennett
Rick Gilbert
Dan Baker
Bob Glasco
Patrick Clark
Cary Wolfe
Gary Ford
Dave Dorn
Frank Dawson
Dean August
Jack Ralph Carter
Kevin Hayes
John Kurcher
Mark Kas
Mark Mitchell
Bob Harvey
Bruce Jensen
John Thomas
Scott Huskey
Rob Haas
Gary Charles
Bobby Owen
Rudy Fernandez
John Benbow
Ray Randall
H. P. Mackinlay
Don Hilly
Paul Stevas
Don Chard
Jerry Harbin
Lary Neal
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Curt Brown
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Rick Upton
Don Hilton
Dobbe Tappin
Don Moore
Gail Daniels
Mark Harper
Marlene Adkison
Don Paul
Greg Edwards
Tony Michaels
Ken Poorman
Art Opperman
Annie Mac
Bill Bradley
Katy Rogers
Dave Bryan
Bob Look
Nancy Rye
John Thomas
K. C. Adams
Scott Michaels
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Billy Parker
Steve Jackson
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Last Chance For Wisdom

As we near the end of the year, ask yourself this: Am I heading into 1991 a little bit older and wiser? If the answer isn't what you'd hoped, here's one last chance to glean a few worthy bits of truth and wisdom — all of which appeared this year on this very page — from your format colleagues.

First off, the future of Talk radio looks very bright for those stations poised to catch the demographic wave headed their way (R&R, 5/11). 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.

The graying of America doesn't guarantee easy money for Talk.

"We're not here to enlighten the world; we're here to entertain and inform."

—Lee Larsen

veteran programmers warn. If the format is to cash in on the demographic promise of the '90s, stations must deal with a number of issues — such as clearing up clutter, improving the format's current personalities, developing new air talent, and avoiding program stodginess (both real and listener-perceived).



According to WKYT/Detroit PD Michael Packer, the coming wave of potential Talk listeners was 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 already has occurred over the past three years at several major market Talk outlets.

"When sampling Talk formats, baby boomers are going to stick with those stations that have cleaned up their formats and developed a faster-paced contemporary sound," Packer said. He warned that AM Talk outlets must complete such format polishing in the early '90s, before the inevitable arrival of significant numbers of FM Talk stations.

Talk's Younger Listeners

Proof that a carefully programmed AM Talk station can lure tons o' young folk comes from the Mile High City (R&R, 6/22): KOA/Denver recently enjoyed first-ever back-to-back 12+ wins in Arbitron's fall (7.9-8.4) and winter (6.4-7.8) surveys. More importantly, in the five years since management decided to shift its attention to a new generation of listeners, KOA has watched its typical 25-44 share grow steadily from the mid-four to the mid-six range.

Where did those additional 25-44 listeners come from? From FM music stations. "We changed our focus of competition to the FM music stations that have the 25-54 year-olds," said KOA VP/GM Lee Larsen. "We stopped worrying about the other AMs that were tenth or 12th in the market but were formatically competitive with us."

—On the Talk side, Larsen said, KOA has moved away from a steady diet of weighty subjects in favor of a somewhat lighter, broader fare, including more entertainment-related and humorous segments that draw younger listeners.

"We remind our people that we're after 25-54s, not their parents. We're not here to enlighten the world; we're here to entertain and inform. We've gotten away from the feeling that we always have to be talking about what's going on inside Nicaragua or Afghanistan."

Activist Advice

What about those nutty activist talk hosts — the type who want to get your station involved in anti-boycotts and pro-that marches? Do they help or hurt a station in the long run? While there's little agreement on that

"There are guys out there who seem to stay up nights thinking up their next publicity-seeking bunch of baloney."

—Bill McMahon

point, probably the best advice comes from a noted Talk consultant (R&R, 11/23).

Bill McMahon, whose client roster includes WABC/New York and KABC/Los Angeles, has no problem with talkers who are genuinely moved to action. But the phonies, he says, are bad news.

"There are guys out there — who I won't name — who seem to stay up nights thinking up their next issue, their next publicity-seeking bunch of baloney," said McMahon. "What I look for in talk hosts is someone who's real. If, day after day, a guy is launching petition

"By 2000, 35-44s — a group with a demonstrated affinity for Talk — will dominate the demographic landscape."

drives or marching on the state capital [on a variety of issues], that's not real — nobody can be rabid about that many issues. That approach is also one-dimensional, and it wears out."

Over The Hill

Here's one last gem for you to think about as you plan your schedule for the next couple of months, a time when Congress will be sworn in and rumors of war persist (R&R, 9/14).

How about a road trip to our nation's capital? Doing a talk or news show — or, better yet, a series of shows — from Washington can afford your listeners a new perspective on the work being done by your local representatives to Congress, top government officials, and the bevy of power brokers and alleged experts who influence public policy.

Here's the best part: For stations affiliated with one of the major networks, such a broadcast can be surprisingly inexpensive. In many cases, practically all affiliates have to pay for is transportation, food, and lodging. Among the webs that stand ready to lend a hand: ABC, CBS, Mutual/NBC, and Unistar.

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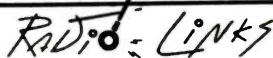
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898.5 FM - WSB-FM Atlanta is looking for a morning show producer/co-host/sidekick.

We offer:

- Great Bucks
- Great Team (#1 or 2 25-54)
- Outstanding Company - Cox Enterprises
- Terrific City.

We want:

- A team player who has helped a successful morning show.
- A production whiz who can create a parody song quickly.
- A creative writer.
- No destructive egos.

A rare opening. You'll be working with the best. Confidentiality assured. T&R quickly to Phil Locascio, Program Manager, WSB-FM, 1801 W. Peachtree St., Atlanta, GA 30309. EOE



PRODUCTION DIRECTOR OPENING

POWER 96 - South Florida's long-time Top CHR - has a rare opening for a production director. We're looking for a whiz with a blade, a natural, sincere vocal delivery, a team player who can add production sparkle 'n' spice to an exciting Dance/CHR. Tapes, resumes - no calls - to Bill Tanner, VP/Programming, WPOW, 20295 N.W. 2nd Ave., Miami 33169. E-O-E. Last date for consideration . . . until we find the right person. EOE

OM FOR SMN-FM (NEW) FLORIDA - PURE GOLD

News, Production, experience in running satellite operation. Long day, Good Pay. T&R to Radio & Records, 1930 Century Park West, #152, Los Angeles, CA 90067. EOE

Dynamite list available right now! Need strong, experienced sales rep to take over a hot list producing excellent income. Call the Sales Manager today at SUNNY 105 -WZNY, the leading AC station in Augusta, Georgia. (404) 855-4000. EOE M/F

MIDWEST

Michigan AC expanding News department. Full and PT Talent sought. T&R: WUPJ, Pete Michaels, 3431 West Houghton Lake Drive, Houghton Lake, MI 48629. (N-12/21) EOE



CHART EXTRAS

LEVERT

All Seasons (Atlantic)

82% of our reporting stations on R. Rotations: Heavy 0/0, Medium 10/0, Light 67/21, Total Adds 21 including WXYV, WVEE, WQCI, WTLC, WWPV, WBLK, OC104, KBCB, KBLZ, XHRM.

GUNNY JONES I/S. GARRETT & C. KHAN

The Places You Find Love (Greatest/WB)

72% of our reporting stations on R. Rotations: Heavy 0/0, Medium 10/0, Light 82/12, Total Adds 12 including WBLB, K104, WBYX, WWPV, OC104, WXOK, WLOU, WJJB, WEDR, WCOX.

BREAKERS

SAMUELLE

Black Paradise (Atlantic)

71% of our reporting stations on R. Rotations: Heavy 0/0, Medium 17/0, Light 80/12, Total Adds 12 including WDAS, WJLB, WTLC, KJLH, WXOK, WATV, WJTT, WHJX, KIPR, WJJB.

VANILLA ICE

Play That Funky Music (SBK)

61% of our reporting stations on R. Rotations: Heavy 1/0, Medium 17/0, Light 30/0, Total Adds 8, WQMG, Z104, KIPR, WJJB, WPGA, WQOK, WKBS, KKFJ.

MAVIS STAPLES

Melody Cool (Polestar Part/WB)

60% of our reporting stations on R. Rotations: Heavy 0/0, Medium 4/0, Light 82/13, Total Adds 13 including KMLJ, WTLC, WWPV, KMLM, KJLH, WXOK, WATV, KIPR, WQOK, WTLC.

NEW & ACTIVE

HOWARD NEWETT "I Can't Tell You Why" (Esters) 06/25

Rotations: Heavy 0/0, Medium 2/0, Light 48/25, Total Adds 25 including WXYV, WKYS, K104, KHYS, KMLJ, WQZB, WZAK, KPRB, WWPV, WJZ Medium WDAS, WJFX

MAXI PRIEST "Just A Little Bit Longer" (Charisma) 47/7

Rotations: Heavy 1/0, Medium 17/0, Light 29/7, Total Adds 7 including KMLJ, WQZB, WZAK, KJLH, WJJB, KIPR, WJTT, WWPV, WJFX Mediums include WDAS, WAMO, WHLR, K97, WQW

MAC BAND "Love U 2 The Limit" (RCA) 44/6

Rotations: Heavy 0/0, Medium 21/0, Light 23/6, Total Adds 6, WJZ, WJJB, WPKX, KIPR, WEDR, KBLZ, Mediums include WDAS, K104, KHYS, WBYX, KMLM

GERALD ALBRIGHT "My, My, My" (Atlantic) 43/0

Rotations: Heavy 1/0, Medium 9/0, Light 33/6, Total Adds 6, WAMO, WKYS, WWPV, WFXA, WQOK, WPKX, WAMM, K98-FM, Heavy: WHLR, Mediums include WDAS, WZAK, WTLC, WWPV, WELP

LOVE & LAUGHTER "I Surrender" (SBK One) 43/7

Rotations: Heavy 2/0, Medium 18/0, Light 23/7, Total Adds 7, KBCB, KOKL, WQFX, WELP, WALT, WQOK, WEAS, Heavy: WQZZ, KDAY, Mediums include WQW, WZAK, WJLB, KMLM, WBLK

SYLVE "Make It Easy On Me" (Real Passion) 42/2

Rotations: Heavy 0/0, Medium 21/0, Light 21/2, Total Adds 2, WWPV, KBLZ, Mediums include WAMO, WHLR, K97, WBYX, WQW

BERNADETTE COOPER "Simple" (RCA) 41/4

Rotations: Heavy 0/0, Medium 2/0, Light 39/4, Total Adds 4, WHJX, WPGA, WBLK, XHRM, Medium: WQOK, WQZZ

SNAP "Mary Had A Little Boy" (Arista) 40/7

Rotations: Heavy 1/0, Medium 10/0, Light 29/7, Total Adds 7, WBLB, WAMO, KPRB, OC104, KJLH, WTLC, KBLZ, Heavy: WJTT, Mediums include WQW, WFXA, WATV, WPKX, Z16

DANA DANE "A Little Bit Of Dana Tonight" (Profile) 33/14

Rotations: Heavy 0/0, Medium 0/0, Light 33/14, Total Adds 14 including K104, KHYS, WQW, WZAK, KMLM, WKKE, WQOK, WPEQ, KFXZ, WALT

CANDYMAN "Melt In Your Mouth" (Epic) 32/0

Rotations: Heavy 0/0, Medium 3/0, Light 30/0, Total Adds 9, K104, WQZB, WQW, KJLH, Z80, KFXZ, KIPR, K98-FM, WTLC, Medium: KBLZ, WFXA, WQOK

LORENZO BENTH "Let Me Show You" (Alpha International) 32/7

Rotations: Heavy 0/0, Medium 9/0, Light 24/7, Total Adds 7, WAMO, WHLR, WWPV, WPKX, WELP, KIPR, WTLC, Mediums include WDAS, WBLK, WATV, WAGN, WQFX

SABONNA "Justify My Love" (Sire/WB) 32/0

Rotations: Heavy 0/0, Medium 0/0, Light 17/0, Total Adds 8, WWPV, WQMG, KJLH, WKBS, WQOK, Heavy: WAMO, WQW, OC104, WJJB, WQOK, Mediums include WXYV, WLD, WBLB, KJLH, WPEQ

MOST ADDED

- HOWARD NEWETT (25)
- LEVERT (21)
- WHITNEY HOUSTON (16)
- DANA DANE (14)
- MAVIS STAPLES (13)
- GUNNY JONES (12)
- SAMUELLE (12)
- BORIAN (10)
- CANDYMAN (9)
- BART SIMPSONS (9)

HOTTEST

- FREDRICK JACKSON (32)
- TONY TOSS TONE (70)
- PEBBLES (38)
- JEFFREY OSBORNE (40)
- SURFACE (43)
- RALPH TRESVANT (27)
- JAMET JACKSON (28)
- SPECIAL GENERATION (17)
- ORA I/SUZANNE VEGA (14)
- GUY (13)

TOP 10 RECURRENTS

- | LW | TW | Artist/Title |
|----|----|--------------------------|
| 6 | 1 | W. HOUSTON/1st |
| 4 | 2 | M. CAREY/Low |
| 1 | 3 | A. SURE/Misunderstanding |
| 3 | 4 | G. ALSTON/Slow |
| 5 | 5 | T. CAMPBELL/Now |
| 2 | 6 | BELL GW BEVBE.O.B.D. |
| 7 | 7 | SAMUELLE/So |
| 8 | 8 | J. GILL/Fairweather |
| 9 | 9 | WHISPER/W |
| 7 | 10 | PEBBLES/Giving |

CHIMES "True Love" (Columbia) 32/4

Rotations: Heavy 1/0, Medium 14/0, Light 17/4, Total Adds 4, OC104, KJZ, KIPR, WALT, Heavy: WJJB, Mediums include WDAS, WHLR, WWPV, KMLM, WAGH

AFROS "Kicks A Revolution" (RCA/Columbia) 28/2

Rotations: Heavy 0/0, Medium 4/0, Light 24/2, Total Adds 2, WBLB, WAMM, Medium: WQW, WEAS, WJTT, XHRM

MARION MEADOWS "The Real Thing" (Novus/RCA) 27/4

Rotations: Heavy 0/0, Medium 2/0, Light 25/4, Total Adds 4, WHLR, WJZ, WAGH, KJFX, Medium: K104, WWPV

MICHAEL FRANKS "Spent To Me" (Reprise) 25/3

Rotations: Heavy 1/0, Medium 8/0, Light 16/3, Total Adds 3, WKYS, WKKE, WQZZ, Heavy: WHLR, Mediums include WDAS, WBYX, WTLC, WQOK, KFXZ

SIGNIFICANT ACTION

BARBARA WEATHERS "My Only Love" (Reprise) 24/7

Rotations: Heavy 0/0, Medium 2/0, Light 22/7, Total Adds 7, WAGH, WFXM, WBLK, HOT105, WQW, WTLC, XHRM, Medium: WQOK, WEAS

DORIAN "Thrill" (Black Forest) 20/10

Rotations: Heavy 0/0, Medium 3/0, Light 18/10, Total Adds 10, KHYS, WJZ, KBCB, WENN, WAGH, WQIS, WLOU, HOT105, KDKS, K98-FM, Medium: KMLJ, WEAS

JAMES MORAN "When Was The Last Time" (WB) 20/6

Rotations: Heavy 0/0, Medium 0/0, Light 20/6, Total Adds 6, WWPV, WKKE, WENN, WELP, Z16, WJTT

WHISTLE "Do You Care" (Salsoul) 20/2

Rotations: Heavy 0/0, Medium 0/0, Light 14/2, Total Adds 2, WKBS, WJFX, Mediums include WHLR, WKKE, KFXZ, WPGA, WALT

BART SIMPSONS "Do The Bartman" (Salsoul) 19/9

Rotations: Heavy 0/0, Medium 4/0, Light 15/9, Total Adds 9, KHYS, KMLM, OC104, KJLH, WQOK, Z16, WPGA, WJJB, KMLJ, Medium: WQW, WFXA, WATV, WPKX, WLOU

POWER SISTERS "Insanity" (Motown) 19/3

Rotations: Heavy 0/0, Medium 3/0, Light 16/3, Total Adds 3, WZFX, WPLZ, XHRM, Medium: WKYS, WQCI, WJLB

K SOLD "Your Mom's In Our Business" (Atlantic) 18/6

Rotations: Heavy 0/0, Medium 0/0, Light 18/6, Total Adds 6, WQZB, WJZ, WPAL, WZFX, XHRM

THRESE "I Wanted You" (Fandora) 14/1

Rotations: Heavy 0/0, Medium 0/0, Light 11/1, Total Adds 1, WELP, Medium: WAGH, WQIS, WPGA

BJ FREEZE "Naked Rabbit" (Pump) 13/3

Rotations: Heavy 0/0, Medium 0/0, Light 13/3, Total Adds 3, WENN, WEDR, WEAS

A TRIBE CALLED QUEST "Can I Kick It" (Jive/RCA) 12/2

Rotations: Heavy 0/0, Medium 1/0, Light 11/2, Total Adds 2, WZFX, KJFX, Medium: WJTT

OUR MIX-A-LOT "I Got Game" (New York) 11/0

Rotations: Heavy 0/0, Medium 3/0, Light 8/0, Total Adds 0, Medium: KJLH, XHRM, KJFX

2 IN A ROOM "Wiggle It" (Charisma) 10/2

Rotations: Heavy 0/0, Medium 0/0, Light 10/2, Total Adds 2, WQIS, HOT105

CHUCK ROCK "Treat Em Right" (Salsoul) 10/2

Rotations: Heavy 1/0, Medium 1/0, Light 8/2, Total Adds 2, WQIS, WALT, Heavy: WQW, Medium: KDAY

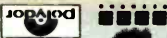
DOUBLE AGENT ROCK "Do Do Marie" (Soul) 10/1

Rotations: Heavy 1/0, Medium 0/0, Light 9/1, Total Adds 1, WQW, Heavy: KDAY

NEW ARTISTS

	Reports/Adds
1 LOVE & LAUGHTER/I Surrender (SBK One)	43/7
2 DANA DANE Little Bit Of Dana Tonight (Profile)	33/14
3 LORENZO BENTH/Let Me Show You (Alpha Int'l)	32/7
4 MARION MEADOWS/The Real Thing (Novus/RCA)	27/4
5 MICHAEL FRANKS/Spent To Me (Reprise)	25/3
6 DORIAN/Thrill (Black Forest)	20/10
7 BART SIMPSONS/Do The Bartman (Salsoul)	19/9
8 K SOLD/Your Mom's In Our Business (Atlantic)	18/6
9 BJ FREEZE/Naked Rabbit (Pump)	13/3
10 A TRIBE CALLED QUEST/Can I Kick It (Jive/RCA)	12/2

New artists have not yet had a UC Breaker.



WXPV	WKYS	WMYK	WHUR
WILD	K104	K97	WAMO
WBS	KHYS	WGZB	WUSL
WDAS	KMUQ	WVCO	WDAS
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL
WZAK	WZAK	WJLB	WUSL

INCLUDING:

83 UC REPORTERS - 88%

URBAN CHART: 18

"Get Here"



Oleta Adams



MANY MORE!
...AND
WVCO
KJLB
KJLB
KJLB
KJLB
KJLB
KJLB
KJLB
KJLB
KJLB

WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL
WZAK	KHYS	WMO	WUSL

CHECK THIS HOT ACTION:

#2 HOTTEST
93 UC REPORTERS - 99%

URBAN CHART: 2

"It Never Rains
(in Southern California)"



Tony
Tony
Tony

thanks to you, this is **ONE** record label that's had a record year.

1 label for top 5 urban hits, the

#2 label for number one urban hits, and the **#1** label, as listed by mediabase. we couldn't have done it without YOU.

it's the word on the street, atlantic is the **#1**

have a GREAT holiday. you've already made ours.



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DECEMBER 21, 1990

WKS	WKS	LM	TW		Total Reports/Adds	Heavy	Medium	Light
8	2	1		GARTH BROOKS /Unanswered Prayers (Capitol)	206/0	204	2	0
8	7	3		ALABAMA /Forever's As Far As I'll Go (RCA)	206/0	191	15	0
8	7	5		RICKY VAN SHELTON /He's Little Ups And Downs (Columbia)	206/0	173	31	1
11	9	8		CARLENE CARTER /Come On Back (Reprise)	204/0	187	48	2
9	8	7		TANYA TUCKER /I Won't Be Me (Capitol)	203/1	181	47	5
22	15	10		REBA MENTEN /Rumor Has It (MCA)	206/0	111	88	7
16	12	9		KATHY MATTHEW /Few Good Things Remain (Mercury)	203/0	128	58	17
17	11	8		DWIGHT YOAKAM /Turn It On, Turn It Up, Turn Me Loose (Reprise)	202/1	120	63	19
23	18	12		PAUL OVERSTREET /Daddy's Come Around (RCA)	206/2	96	102	8
19	16	13		MARY-CHAPIN CARPENTER /You Win Again (Columbia)	199/2	89	95	15
21	19	15		DOUG STONE /These Lips Don't Know How To Say Goodbye (Epic)	203/2	80	128	15
20	17	14		RODNEY CROWELL /Now That We're Alone (Columbia)	197/4	77	96	24
1	1	2	13	GEORGE STRAIT /I've Come To Expect It From You (MCA)	171/0	124	37	10
25	20	16		LEE GREENWOOD /We've Got It Made (Capitol)	200/3	41	140	19
30	22	17		MARK CHESNUTT /Another Jubilee (RCA)	201/2	37	141	23
34	23	19		JUDOS /Love Can Build A Bridge (Capitol/RCA)	202/7	11	154	37
34	21	18		AARON TIPPIN /You've Got To Stand For Something (RCA)	189/5	32	128	29
31	25	21		MIKE REED /Walk On Faith (Columbia)	201/9	25	134	42
28	23	20		ROB CROSBY /Love Will Bring Her Around (Arista)	184/5	15	124	45
27	24	22		SHELBY LYNNE /Things Are Tough All Over (Epic)	173/12	25	105	43
29	27	24		STEVE WARNER /There For A While (MCA)	182/7	13	116	54
3	3	4	22	VINCE GILL /Never Knew Lonely (RCA)	150/1	90	37	23
32	28	25		OAK RIDGE BOYS /You're My Soul And Inspiration (RCA)	172/11	7	111	54
34	31	27		RAY KENNEDY /What A Way To Go (Atlantic)	173/10	9	109	55
47	38	29		JOE DIFFIE /You Want Me To (Epic)	182/11	4	90	88
4	5	11	28	CLINT BLACK /Put Yourself In My Shoes (RCA)	119/0	36	65	18
42	38	33		LIONEL CARTWRIGHT /Say It's Not True (MCA)	165/20	2	80	83
35	32	30		FOSTER & LLOYD /Can't Have Nothin' (RCA)	152/5	8	82	62
—	42	35		VERN GOSBORN /As It Rains At Your House (Columbia)	167/30	2	56	109
44	40	37		PAM TILLIS /Don't Tell Me What To Do (Arista)	148/24	4	60	84
BREAKER	41	37		MARTY STUART /Little Things (MCA)	158/40	2	42	114
BREAKER	41	37		RESTLESS HEART /Long Lost Friend (RCA)	161/48	0	39	122
38	37	34		PIRATES OF THE MISSISSIPPI /Protin' Home (Capitol)	126/7	11	65	50
41	39	38		DANIELE ALEXANDER & BUTCH BAKER /Wasn't You, It Wasn't Me (Mercury)	120/3	8	51	61
BREAKER	41	39		EXILE /There You Go (Arista)	134/14	1	48	85
—	44	41		RONNIE MCDOWELL /Unchained Melody (Curb)	115/19	9	39	67
5	10	26	37	ALAN JACKSON /Chasin' That Neon Rainbow (Arista)	84/0	36	29	19
2	4	26	38	SHEMADONAH /Ghost In This House (Columbia)	78/0	37	26	15
50	48	44		NEAL McCOY /I Built You A Fire (Atlantic)	108/14	1	33	74
—	49	43		ANNE MURRAY /Busbed (Capitol)	104/15	1	27	76
18	30	32	41	CONWAY TWITTY /Crazy In Love (MCA)	44/1	26	10	9
—	48	42		MOLLY & THE HEYMAKERS /Chasin' Something Called Love (Reprise)	112/20	1	23	88
15	29	31	43	K.T. OSLIN /Come Next Monday (RCA)	52/0	12	29	11
49	48	45		TIM RYAN /Breakin' All The Time (Epic)	81/5	1	29	51
—	47	43		CLINTON GREGORY /Couldn't Love Have Picked A Better Place To Die (SOR)	89/10	3	25	61
14	13	20	46	KENTUCKY HEADHUNTERS /Rock 'N' Roll Angel (Mercury)	70/0	13	26	31
DEBUT	41	37		CONWAY TWITTY /A Couldn't See You Leavin' (MCA)	105/57	0	11	94
DEBUT	41	37		HOLLY DURN /Heart Full Of Love (WB)	105/58	0	14	92
DEBUT	41	37		BALLIE & THE BOYS /Trust Me Like A Stranger (RCA)	89/44	1	10	78
DEBUT	41	37		LINDA DAVIS /An A Different Light (Capitol)	81/16	0	10	71

MOST ADDED

- CONWAY TWITTY (87)
- HOLLY DURN (86)
- RESTLESS HEART (48)
- BALLIE & THE BOYS (44)
- MARTY STUART (40)
- HANK WILLIAMS JR. (40)
- MATRACA BENS (36)
- VERN GOSBORN (30)
- PAM TILLIS (24)
- WILLIE NELSON (23)
- SAWYER BROWN (23)

HOTTEST

- GARTH BROOKS (188)
- ALABAMA (143)
- RICKY VAN SHELTON (88)
- GEORGE STRAIT (72)
- CARLENE CARTER (67)
- DWIGHT YOAKAM (48)
- PAUL OVERSTREET (42)
- TANYA TUCKER (42)
- VINCE GILL (37)
- REBA MENTEN (28)

NEW ARTISTS

- | | Reports/Adds |
|--|--------------|
| 1 MOLLY.....Chasin'.....(Reprise) | 112/20 |
| 2 NEAL McCOY/I Built You.....(Atlantic) | 108/14 |
| 3 CLINTON GREGORY/Couldn't Love (SOR) | 89/10 |
| 4 LINDA DAVIS/An A Different Light (Capitol) | 81/16 |
| 5 BILLY DEAN/Only Here For.....(Capitol) | 67/16 |
| 6 BLACK TIE/Learning The Game (Bench) | 60/2 |
| 7 DONNA ULISSE/Things Are.....(Atlantic) | 47/7 |
| 8 J. ANDREW PARKS/Veronica (Curb/Capitol) | 26/1 |
| 9 BOBBY VINTON/Ak. Lonely (Curb) | 16/3 |
| 10 V. THOMPSON/She's The One (Capitol) | 14/4 |

New artists have not yet had a Country Breaker or concurrent airplay from 60% of reporting stations.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicates the total number of Country reporters adding the song the week or noting that the song is among their five hottest.

BREAKERS

RESTLESS HEART Long Lost Friend (RCA)

On 78% of reporting stations. Rotations: Heavy 0, Medium 38, Light 122, Total Adds 45 including WCCB, WXKX, KBCS, WPAP, WKMN, KVOX, KWMT, WITL, KZXX, KRST, KUUY, KSBM. Moves 38-32 on the Country chart.

MARTY STUART Little Things (MCA)

On 77% of reporting stations. Rotations: Heavy 2, Medium 42, Light 114, Total Adds 40 including WTCR, WVOV, WNUJ, WPOR, WKAK, WBSL, KRK, KESB, WBLR, WUBE, KPFX, WHML, KEYE, KPBS, KZLA, KNKX. Moves 40-31 on the Country chart.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. New & Active records are those receiving airplay at 30-59% of the stations. Records in Significant Action are receiving airplay at 5-29% of the stations. Records do not have to reach Breaker in order to chart. However, once a record charts, it must reach the 60% airplay level within the three following weeks to achieve Breaker status.

EXILE

There You Go (Arista)

On 68% of reporting stations. Rotations: Heavy 1, Medium 46, Light 86, Total Adds 14, WQMA, KPLX, WTRV, WOKX, WKMN, WCHY, WUBE, WQAR, WITL, KWEN, KZSB, WQXK, KUGN, KNAX. Moves 43-38-36 on the Country chart.

"SULLIVAN BALLOU LETTER"
and "ASHOKAN FAREWELL" by Jay Ungar & Fiddle Fever
the unforgettable theme music from

THE CIVIL WAR

The original soundtrack recording on Elektra Nonetech



Gabes Records



COUNTRY

SONG INFORMATION INDEX

A

ALABAMA "Forever's As Far As I'll Go" (RCA 2786-7)
 Prod: Josh Leo, Larry Luttenberg, Andrew W. Moss, Fred Publ: Arno Music/Bro Blue Music (ASCAP) Mgr: Dana Morris

DAMELE ALEXANDER & BUTCH BAKER "I Won't Let You, I Won't Let You" (Mercury 878 298)
 Prod: Harold Shedd, W. Darlene Alexander, Austin Gardner Publ: PFI Music; Cade Music (ASCAP, BMI) Mgr: Sound Seventy; Jim Zurawski

CHET Atkins & MARK Knopfler "Peer Boy Blues" (Columbia 39 73688)
 Prod: Mark Knopfler; W. Paul Kennerly Publ: Irving Music/LittonMarch Music (BMI) Mgr: Fred Koway, Ed Schrock

B

BALLIE & THE BOYS "Treat Me Like A Stranger" (RCA 2728-7)
 Prod: Kyle Lehning; W. Michael Bonagura, Peter McCann Publ: PolyGram International Publishing/Lesly Tunes, EMI April Music (ASCAP) Mgr: Mervyn Haines, Gordon, Peay

MATRACA BORG "I Got A Bad" (RCA 2718-7)
 Prod: Wendy Waldman, Josh Leo; W. Matraca Borg, Jim Protogio Publ: Warner-Tamarela Publishing/Panich Joseph Music; WB Music/Patris Music/Alter Burger Music (BMI, ASCAP) Mgr: Chuck Flood

CLINT BLACK "Put Yourself In My Shoes" (RCA 2678-2)
 Prod: James Shrock; Carl Beach, Hudson Melton, Shale Russell Publ: Hoeft's Hit Music; Red Street Music (ASCAP, BMI) Mgr: Bill Ham

BLACK TIE "Learning The Game" (Beach/MSD BR-2-7)
 Prod: Reggie Fisher; W. Buddy Holly Publ: Peer International (BMI) Mgr: Unknown

GARTH BROOKS "Unanswered Prayers" (Capitol 73081)
 Prod: Alan Reynolds; W. Pat Alger, Larry & Susan, Geoff Borchert; Bal and Bear Music/Forenner Music/Red-Summer Music/Major Bob Music (ASCAP) Mgr: Bob Doyle, Pam Lewis

T. GRAMM BROWN "I'm Seeding One Up For You" (Capitol 73477)
 Prod: Barry Beckel, T. Gramm Brown; W. T. Gramm Brown, Gary Nicholson, Ray Kennedy Publ: EMI April Music/Of March Music/Cross Keys Publishing (ASCAP) Mgr: G.K. Spivack

C

MARY-CHAPIN CARPENTER "You Will Again" (Columbia 39 73667)
 Prod: John Jennings, Mary-Chapin Carpenter; W. Mary-Chapin Carpenter Publ: EMI April Music/Gates/Job Music (ASCAP) Mgr: John Simon, Tom Carrico

CARLENE CARTER "Come On Back" (Reprise 7-19864)
 Prod: Howe Epstein; W. Carlene Carter Publ: Carleton Tunes/Chrysalis Music Group (ASCAP) Mgr: Bill Carter

LIONEL CARTWRIGHT "Say It's Not True" (MCA 53968)
 Prod: Tony Brown, Stuart Smith; W. Lionel Cartwright Publ: Silverline Music/Long Run Music (BMI) Mgr: Neal Fox

MARK CHESNUTT "Bridges To You" (MCA 53968)
 Prod: Mark Wight; W. Paul Crutt Publ: Screen Gems-EMI/Black Sheep Music (BMI) Mgr: BDM Management

JIMMY COLLINS "Cowboy Rag" (Platinum Edge 858)
 Prod: Lloyd Mearns; W. Jimmy Collins, Paul Pratt Publ: Jimmy "The Kid" Tunes (ASCAP) Mgr: Unknown

JOHN CONLEY "Doughnuts" (Curb 78447)
 Prod: Bud Logan; W. Kerry Beaul, John Schmitt, Michael Grady Publ: Shed-rooms Music/Love Bygones Music (ASCAP) Mgr: Dave Roberts

ROB CROSBY "Loves Will Bring Her Around" (Arista 2124)
 Prod: Scott Hendricks; W. Rob Crosby, Will Robinson Publ: Grand Coalition Music/Maypop Music (BMI) Mgr: Steve Small

RODNEY CROWELL "Now That We're Alone" (Columbia 39 73698)
 Prod: Tony Brown, Rodney Crowell; W. Rodney Crowell Publ: Cowbell Music/Granite Music (ASCAP) Mgr: Bill Carter

D

LINDA DAVIS "In A Different Light" (Capitol 73233)
 Prod: Jimmy Bowen, Linda Davis; W. Ed Hill, Jonathan Yudof Publ: New Haven Music (BMI) Mgr: Starstruck Entertainment

BILLY DEAN "Only Here For A Little While" (Capitol/BBK 78424)
 Prod: Chuck Howard, Tom Shapiro; W. Wayland Holyfield, Richard Leigh Publ: EMI April Music/Of March Music/Lion-Heard Music (ASCAP) Mgr: None

JOE DIFFE "If You Want Me To" (Epic 4 73637)
 Prod: Bob Montgomery, Johnny Stone; W. Leslie Williams, Joe Dille Publ: Songwriters Int/Forest Hills Music (BMI) Mgr: Danny Mortton, Johnny Stone

HOLLY DUNN "Heart Full Of Love" (WB 7-19472)
 Prod: Holly Dunn, Chris Waters; W. Kotzee Publ: Songs Of PolyGram International (BMI) Mgr: Package Management

E

EXILE "There You Go" (Arista 2139)
 Prod: Randy Sharp, Tim Dubois; W. Randy Sharp, Danny Lowery Publ: With Any Luck Music; Arno Music/Moratorium (BMI, ASCAP) Mgr: Galin-Alroy-Adler

F

FOSTER & LLOYD "Can't Have Nothing" (RCA 2636-7)
 Prod: Josh Leo, Rodney Foster, Bill Lloyd; W. Rodney Foster, Bill Lloyd Publ: BMG Songs/Melody Music; Cowart Music/Kung-Fu Music (ASCAP, BMI) Mgr: Vector Management

G

VINCE GILL "Never Know Lonely" (MCA 53982)
 Prod: Tony Brown; W. Vince Gill Publ: Bewell Music (BMI) Mgr: Fitzgerald-Herley

H

VERN GOSDIN "It's Raining At Your House" (Columbia 39 73693)
 Prod: Bob Montgomery; W. Vern Gosdin, Hank Cochran, Dean Dillon Publ: Hoeft's Music, Jesse Jo Music/MCA Music; Tree Publishing (ASCAP, BMI) Mgr: Eddie Toller

LEE GREENWOOD "We've Got It Made" (Capitol 73043)
 Prod: Jerry Crushfield; W. Randy Ramon, Bob Regan Publ: Wrensing Publishing/After's Daughter Music/AMR Publications (ASCAP) Mgr: Jerry Benita

CLINTON GREGORY "Couldn't Love Me Have Picked A Better Place To Do" (SQR 422)
 Prod: Ray Pennington; W. Carly Putman, Sonny Throckmorton Publ: Tree Publishing; Cross Keys Publishing (BMI, ASCAP) Mgr: John Dome

I

EMORYLOU HARRIS "Wholes Of Love" (Reprise 7-19810)
 Prod: Richard Barnett, Alan Reynolds; W. Marty Plant Publ: Marty Plant Music (ASCAP) Mgr: Mark Rothbaum

J

ALAN JACKSON "Circle That Neon Rainbow" (Arista 2896)
 Prod: Keith Stegall, Scott Hendricks; W. Alan Jackson, Jim Collins Publ: MCA Music, Beverly Hills Music/BBK April Music (ASCAP) Mgr: Barry Calton

WAYLON JENNINGS "What Bother's His Mood" (Epic 34 73647)
 Prod: Richie Albright, Bob Montgomery; W. Troy Seals, Max D. Barnes Publ: WB Music/Two Tone Music; Irving Music/Hercostash Music (ASCAP, BMI) Mgr: Jim Halsey

JUDDS "Love Can Build A Bridge" (Curb/Capitol 7367-7)
 Prod: Brent Maher; W. Michael John James, Paul Overstreet Publ: Kentucky Soundbeat Music, Scarlet Moon Music; Inspector Barlow Music (BMI, ASCAP) Mgr: Ken Sells

K

RAY KENNEDY "What A Way To Go" (Atlantic 87908)
 Prod: Ray Kennedy; W. Jim Rushing, Bobby David, Ray Kennedy Publ: PolyGram International Publishing (ASCAP) Mgr: Dana Morris

KENTUCKY HEADHUNTERS "Rock 'N' Roll Angel" (Mercury 878 214)
 Prod: Kentucky Headhunters; W. Richard O. Young Publ: Head Cheese Music/PFI Music (ASCAP) Mgr: Michael Fox

L

SHELBY LYBNE "Things Are Tough All Over" (Epic 34 73621)
 Prod: Bob Montgomery; W. Lisa Stiver, Troy Bruce Publ: MCA Music (ASCAP) Mgr: Mark Rothbaum

M

KATHY MATTEA "A Few Good Things Remain" (Mercury 878 248)
 Prod: Alan Reynolds; W. Jon Verner, Pat Alger Publ: Shed-rooms Music/PolyGram International Publishing, Bal and Bear Music/Forenner Music (ASCAP) Mgr: Bob Wiley

MEAL MCGOY "If I Built You A Fire" (Atlantic 87833)
 Prod: Nelson Larkin; W. Don Sampson, Monty Holmes Publ: Co-Heart Music; Golden Road Music/New Clarion Music (BMI, ASCAP) Mgr: Dan Heater

ROBBIE MCDOWELL "Uncertain Beauty" (Curb 78666)
 Prod: Buddy Kilen; W. Alex North, My Zarek Publ: Frank Music (ASCAP) Mgr: Joe Meador

REBA MCKENTRE "Remember Me" (MCA 53978)
 Prod: Tony Brown, Reba McEntere; W. Bruce Burch, Van Dent, Larry Shel Publ: Ensign Music/Shed-rooms Music/Althous Music (BMI) Mgr: Navel Backstock

MOLLY & THE NEYMAKERS "Cheatin' Something Called Love" (Reprise 7-19817)
 Prod: Paul Worley, Ed Seay; W. Moly Scheer, Gary Burr Publ: Tree Publishing; MCA Music Publishing/Gary Burr Music (BMI, ASCAP) Mgr: Steve Knill

ANNE MURRAY "Bleed" (Capitol 78423)
 Prod: Jerry Crushfield; W. Ron Irving Publ: Melway Music/Zoom! Music (PRO-CAM, BMI) Mgr: Leonard Rembeau

N

WILLIE NELSON "The Piper Comes Today" (Columbia 39 73686)
 Prod: Fred Foster; W. Chester Lester Publ: Tamont Music/Chester Lester Music (BMI) Mgr: Mark Rothbaum

O

OAK RIDGE BOYS "You're My Best And Inexpensive" (RCA 2668-7)
 Prod: Richard Landis; W. Barry Mann, Cynthia Weil Publ: Screen Gems, EMI Music (BMI) Mgr: Jim Halsey

K.T. OSLIN "Come Meet Me Someday" (RCA 2667-7)
 Prod: Jon Scott, Jim Cotton; W. K.T. Oslin, Rory Michael Bourke, Charlie Black Publ: Tri-Chopped Music; Onepetal & Co., Chappell & Co./Genevity Manor Music (ASCAP, BMI) Mgr: Mervyn Haines, Gordon, Peay

PAUL OVERSTREET "Daddy's Come Around" (RCA 2707-7)
 Prod: Brown Barnette, Paul Overstreet; W. Paul Overstreet, Don Schlitz Publ: Scarlet Moon Music; Don Schlitz Music/Arno Music (BMI, ASCAP) Mgr: Bobby Roberts

P

BUCK OWENS "Linda's In" (Curb/Capitol 73688)
 Prod: Jimmy Bowen; W. Roger Murrah, Keith Stegall Publ: Tom Collins Music/Arno Music/Warner-Tamarela Publishing (BMI) Mgr: Jack McFadden

JOHN ANDREW PARKS "Verse One" (Curb/Capitol 73682)
 Prod: Jerry Crushfield; W. John Andrew Parks Publ: Melou Publishing (BMI) Mgr: Dan Cleary

PHATERS OF THE MISSISSIPPI

"Hello Home" (Capitol 73686)
 Prod: James Shrock, Rick Aves; W. Rick Aves, Bill McConvey, Gary Harmon Publ: Flawfactor Music/Great Cumberland Music/Patrick Joseph Music/MusicWarmer-Tamarela Publishing (BMI) Mgr: Ken Sells

MIKE RED "Walk On Faith" (Columbia 39 73623)
 Prod: James Shrock; W. Mike Red, Alan Sherridin Publ: Arno Music/Bro Blue Music/Hovey Street Music (ASCAP) Mgr: None

RESTLESS HEART "Long Lost Friend" (RCA 2788-7)
 Prod: Scott Hendricks, Tim Dubois, Rustian Heart; W. Dave Robbins, Steve Bogard, Larry Stewart Publ: WB Music/Archie Beave Music/Rainco Bogard Music; Warner-Tamarela Publishing/Larry Stewart Music (ASCAP, BMI) Mgr: Mervyn Haines, Gordon, Peay

TIM RYAN "Brother's All The Way" (Epic 34 73678)
 Prod: Buddy Kilen; W. Red Lane, Hudson Brook Publ: Tree Publishing, Hudson Brook Productions (BMI) Mgr: Bill Carter

S

SAWYER BROWN "One Less Penny" (Curb/Capitol 78432)
 Prod: Randy Burgess, Mark Miller; W. Mark Miller Publ: Zoo II Music (ASCAP) Mgr: TKO Management

RICKY VAN SHELTON "Life's Little Ups And Downs" (Columbia 39 73687)
 Prod: Steve Buckingham; W. M.A. Ron Pak, Makamilton Music/Warner-Tamarela Publishing (BMI) Mgr: Michael Campbell

SHENANDOAN

"Ghost In The House" (Columbia 39 73628)
 Prod: Rick Hall, Robert Byrne; W. Hugh Preston Publ: Carole's Music (BMI) Mgr: Bill Carter

DOUG STONE

"These Lips Don't Know How To Say Goodbye" (Epic 34 73676)
 Prod: Doug Johnson; W. Harlan Howard Publ: Tree Publishing (BMI) Mgr: John Davis, Phyllis Barnette

GEORGE STRAIT

"I've Come To Expect It From You" (MCA 53968)
 Prod: Jimmy Bowen, George Strait; W. Dean Dillon, Buddy Cannon Publ: Justice Jo Music/MCA Music; Buddy Cannon Music/PFI Music (BMI, ASCAP) Mgr: Erv Woolsey

MARTY STUART

"Little Things" (MCA 53977)
 Prod: Richard Barnett, Tony Brown; W. Paul Kennerly, Henry Stuart Publ: Irving Music/Althous March Music; Songs Of PolyGram International (BMI) Mgr: Rothbaum & Garner

VERLON THOMPSON

"She's The One" (Capitol/BBK 78378)
 Prod: Blake Cheney; W. Verlon Thompson, Billy Spence Publ: EMI April Music/Of March Music/WB Music/Two Tone Music (ASCAP) Mgr: None

PAIN TELLS "Don't Tell Me What To Do" (Arista 2128)
 Prod: Paul Worley, Ed Seay; W. Harlan Howard, Max D. Barnes Publ: Tree Publishing (BMI) Mgr: Mike Robertson

AARON TIPPIN

"You've Got To Stand For Something" (RCA 2664-7)
 Prod: Ernie Gary; J. W. Aaron Tippin, Buddy Brock Publ: Acuff-Rose Music (ASCAP) Mgr: Starstruck Entertainment

TANYA TUCKER

"It Won't Be Me" (Capitol 78338)
 Prod: Jerry Crushfield; W. Tom Shapiro, Chris Waters Publ: Edge O' Woods Music/Knetic Diamond Music/Althous Valley Music (ASCAP) Mgr: Beau Tucker

CONWAY TWITTY

"Crazy In Love" (MCA 53967)
 Prod: Jimmy Bowen, Conway Twitty, Dee Harry; W. Evan Stevens, Randy McConick Publ: Screen Gems-EMI Music (BMI) Mgr: Dee Harry

CONWAY TWITTY "I Couldn't See You Leavin'" (MCA 53963)
 Prod: Jimmy Bowen, Conway Twitty, Dee Harry; W. Ronny Scott, Rory Michael Bourke Publ: Songs Of PolyGram International/Partner Music; PolyGram International Publishing/Songs De Burg (BMI, ASCAP) Mgr: Dee Harry

DOONIA ULISSE

"Things Are Mostly Fine" (Atlantic 87882)
 Prod: Josh Leo, Larry Michael Lee; W. John Adrian Publ: Pick-A-Hit (BMI) Mgr: Dale Moss

BOBBY VINTON

"Mr. Lonely (Letter To A Soldier)" (Curb 78848)
 Prod: Michael Lloyd; W. Bobby Vinton, Gene Allen Publ: Replay Music (BMI) Mgr: Mike Rick

STEVE WALKER

"There For A While" (MCA 53936)
 Prod: Tony Brown; W. Curtis Wright, Anna Lee Graham Publ: David N. WB Music/Shed-rooms Music (ASCAP) Mgr: Vector Management

MARK WILLIAMS JR.

"I Mean I Love You" (WB/Curb 4688)
 Prod: Barry Bechal, Hank Williams Jr., Jim Ed Norman; W. Hank Williams Jr. Publ: Republic Music (BMI) Mgr: Mark Klayton

MICHELLE WRIGHT "A Heartbeat Away" (Arista 2152)
 Prod: Rick Giles, Steve Bogard; W. Steve Bogard, Rick Giles Publ: Chappell & Co./EEO Music (ASCAP) Mgr: Brian Fortman

DWIGHT YOAKAM

"Turn It On, Turn It Up, Turn Me Loose" (Reprise 7-19843)
 Prod: Paul Anderson; W. Kostas, Wayland Patton Publ: Songs Of PolyGram International; PolyGram International Publishing/Arno-Lin Music (BMI, ASCAP) Mgr: Gary Bowen

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NATIONAL AIRPLAY.

LW TW

1	1	JOE SAMPLE/Ashes To Ashes (WB)	"Sister" "Pearl"
2	2	LEO GANDELMAN/Cops (Nerve Forecast/PolyGram)	"Sister" "Cats"
3	3	DAVE KIDZ/Ove Kat (Capitol)	"Castle" "Emily"
4	4	BETH NEELSON/CHAIRMAN/Busi Nelson Chapman (Capitol)	"Walk" "System"
5	5	PAUL SIMON/The Rhythm Of The Saints (WB)	"Movers" "Cast"
6	6	BOBBY CALDWELL/Heart Of Mine (Six-Drums)	"Real" "Saying"
7	7	FATTBUNDER/Come & Get It (Enigma)	"Wipe" "Dance"
17	8	STYBAR LIBERTY/Poss & Angels (Higher Octave)	"Piss" "Story"
8	9	STRUCZ & FARMAL/Primal Magic (Mass)	"Bots" "Anastacia" "Zumba"
14	10	GEORGE MICHAEL/Listen Without Prejudice (Columbia)	"Combs"
12	11	CHARLES MICHAEL BROTHERMAN/Mango Center (Global Pacific)	"Mango" "Merchand"
12	12	MARK KNABBE/Mark Inham (Virgin)	"Never" "She" "Fish"
16	13	BARON MEADOWS/For Lovers Only (RCA)	"Woodland" "Lovers"
11	14	DAVID BOWEN/Answer Motions (GRP)	"M.M.A." "Pear" "Cover"
13	15	T-SQUARE/Natural (Epic)	"Wind" "Labyrinth" "Daisy"
3	16	DON HARRIS/Shell Game (Sonic Atmosphere)	"Star" "White"
9	17	TOMMY BOTTALL/Without Words (DMP)	"Caravan" "Sins"
11	18	NEELSON RANDELL/Atmos Rangel (GRP)	"Tomorrow" "Globe"
20	19	SARAH/Save New Hope (Epic)	"Heaven" "New"
22	20	SAM RONEY/Playing With Fire (Spinlatch)	"Everytime" "Playing"
25	21	KRISTEN VIGARD/Kristen Vigard (Private Music)	"Waiting"
25	22	SHAKATA!/Perfect Smile (Nerve Forecast)	"Jazz" "Sea"
26	23	DANNY NEELSON/One Heart Wild (Silver Wave)	"Narcary" "See" "Eyes"
29	24	SARA HICKMAN/Shortstop (Elektra)	"Cushin" "Fields"
19	25	CREATHE/Peace Of Mind (ASAP)	"Angels" "Hello"
21	26	RICHARD SOUTHER/In The Tribes (Parade)	"Sleep" "Compass"
27	27	BOBBY McFERRIN/Medicine Music (EMI)	"Yes" "Baby" "Common"
29	28	TONY BORTON/Dancing With Tigers (Shanadoo)	"Wherever" "Puzzled"
30	29	MICHAEL PAUL/Fusion (GRP)	"Story" "Love"
30	30	VAN MORRISON/Enlightenment (Mercury)	"Deter"

BREAKER
DEBIT
DEBIT

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
JAZZY WONDERLAND (7) ROCHES (6) WINDHAM HILL (6) YULE STRUTTIN' (6) MEMPHIS BOYS (5) ACOUSTIC CHRISTMAS (4) HAWAII SOUNDTRACK (4) VAN MORRISON (4)	JOE SAMPLE (16) PAUL SIMON (12) BETH NEELSON/CHAIRMAN (5) FATTBUNDER (5) LEO GANDELMAN (5) DAVE KIDZ (5) STRUCZ & FARMAL (5) STYBAR LIBERTY (7)	DAVE KIDZ/Cats

NEW & ACTIVE

PASSPORT "Balance Of Happiness" (Atlantic) 21/2
 Rotations: Heavy 47, Medium 7/3, Light 10/1, Total Adds 2, WFME, WOTB, Heavy: WHPL, WGMC, KTCC

MICHAEL KAMEN/GARNO SHEDDEN "Concerto For Saxophones" (WB) 21/0
 Rotations: Heavy 1/0, Medium 8/0, Light 11/1, Total Adds 0, Heavy: KPFL Mediums include: WODL, BRZ, WGMC, WFME

TANGIERE DREAM "Midwest" (Private Music) 21/0
 Rotations: Heavy 2/0, Medium 6/0, Light 11/0, Total Adds 0, Heavy: KLSK, 95

BRAN BROS/BROS "Basically Speaking" (Blue Note) 10/1
 Rotations: Heavy 1/0, Medium 12/0, Light 6/1, Total Adds 1, WODJ, Heavy: PE, Mediums include: KDAI, KOPT, WGMC

SUBAN J. PAUL "Woman Fucker" (Vanguard) 17/0
 Rotations: Heavy 4/0, Medium 7/0, Light 7/0, Total Adds 0, Heavy: BRZ, KTWV, WFME, KEND

STEVE WINWOOD "Baggage Of The Heart" (Virgin) 15/0
 Rotations: Heavy 5/0, Medium 7/0, Light 5/0, Total Adds 0, Heavy: WLVE, KQBR, KWVL, WMMK, KEND

MEMPHIS BOYS "The Memphis Boys" (Vanguard) 17/0
 Rotations: Heavy 1/0, Medium 3/1, Light 14/0, Total Adds 0, WMLA, KPFL, KEYF, WWAY, WBCO, Heavy: KQWV

ADRIAN LENO "Sister And Other Collaborations" (RCA) 16/2
 Rotations: Heavy 2/0, Medium 1/0, Light 13/2, Total Adds 2, KDAI, WWAY, Heavy: KLTR, KTCC

KURT BOSTON "Sessions" (A&M) 15/2
 Rotations: Heavy 2/0, Medium 6/0, Light 7/2, Total Adds 2, KEZL, PB, Heavy: BRZ, WWAY

CHRIS CHRISTIAN "Disciples" (A&M) 15/2
 Rotations: Heavy 5/0, Medium 5/0, Light 10/0, Total Adds 2, KOPT, KLSK

JOHN DENVER "Flags" (Shanadoo) 14/1
 Rotations: Heavy 2/0, Medium 2/0, Light 6/1, Total Adds 1, KEYF, Heavy: WHPL, 95, MS

* Uncharted Breakers denoted by one asterisk. ** Chart Entry denoted by two asterisks.

LW TW

1	1	JOE SAMPLE/Ashes To Ashes (WB)	"Pearl"
2	2	LEO GANDELMAN's Supposed To Be Fun (Blue Note)	"Supposed"
3	3	BRAN MELVIN TUBS/Standards Zone (Global Pacific)	"Moon"
4	4	BOULDER HILLER/From Day To Day (Landmark)	"Day"
7	5	ART BLAKEY & THE JAZZ MESSENGERS/One For All (ASAP)	"One"
8	6	BOBITE CROFT/Survival Of The Spirit (Columbia)	"Delicate"
9	7	KEESE ROGERS/For The Moment (Blue Note)	"Midway"
10	8	RALPH BROWN/Further More (Landmark)	"Dance"
11	9	BOBBY McFERRIN/Medicine Music (EMI)	"Sweet"
12	10	WARREN BERNHARDT/Am I Life Grand (DMP)	"Sarah's"
17	11	JAY LIGONWAT/In On The Road (Peak Int'l)	"God"
9	12	JOHN HENDERIXES/Freddy Fender (Dance)	"Freddy"
11	13	DAVE CATHEY/First Flight (Justice)	"Whining"
14	14	KERRY GARRETT/African Exchange Student (Atlantic)	"Saturday"
15	15	KELLYE GRAY/Standards In Gray (Justice)	"Standards"
16	16	THE MANHATTAN PROJECT/The Manhattan Project (Blue Note)	"Manhattan Project"
20	17	STAR GETZ/Only Highest Swains (MPC)	"Swains"
18	18	BETTY CARTER/Opposin' Things (Nerve Forecast/PolyGram)	"Music"
19	19	DANNY NEELSON/One Heart Wild (Silver Wave)	"See"
22	20	MARK WHITFIELD/The Markman (WB)	"Sweet"
23	21	WYATTEN BARBARIS/One In Tomorrow... (Columbia)	"Tomorrow"
27	22	PAULS ALL-STARS/Homage To Charlie Parker (ASAP)	"Parker"
28	23	VICENT McFERRIN/American Experience (Music Master)	"Experience"
25	24	ARBEY LINCOLN/The World Is Falling Down (Nerve/PolyGram)	"World"
26	25	MARVE SWARTZ/An A Different Light (Shanadoo)	"Light"
24	26	THE ARCHIVA COLLECTION/Of Things To Come (Agnostic)	"Jah"
28	27	PASSPORT/Balance Of Happiness (Atlantic)	"Balance"
29	28	DAVE HOLLAND/Extensions (ECM)	"Extensions"
30	29	DAVE BROWNE/Basically Speaking (Nones)	"You"
30	30	GARRY DIAL & DICK DATTI/Grassworks (DMP)	"Grassworks"

DEBIT
DEBIT
DEBIT

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
VOICE MENDOZA (7) MARCUS ROBERTS (7) WINTER SOLISTE IN (7) A JAZZY WONDERLAND (6) LEVIN & BOTTLES (6) RHYTHMISTICE (6) YULE STRUTTIN' (6) DAVID BOWEN (6) WIND MACHINE (6)	JOE SAMPLE (16) BRAN MELVIN TUBS (15) ART BLAKEY (15) BOBBY McFERRIN (5) WARREN BERNHARDT (5) MANHATTAN PROJECT (5) KEESE ROGERS (5) MARK WHITFIELD (5)	No Tracks Qualified This Week.

NEW & ACTIVE

"DAL COSTA "Flare" (RSC) 25/0
 Rotations: Heavy 1/0, Medium 11/0, Light 14/0, Total Adds 6, Heavy: KLCC, Mediums include: WDET, WAER, WFPL, WSTB, CHART EXTRA this week

"MICHAEL KAMEN "Concerto For Saxophones" (WB) 22/0
 Rotations: Heavy 1/0, Medium 12/0, Light 10/0, Total Adds 3, KMHD, WMOI, KWML, Heavy: WTBS, BREAKER this week

A JAZZY WONDERLAND "A Jazz Wonderland" (CBS) 22/0
 Rotations: Heavy 2/0, Medium 5/0, Light 10/0, Total Adds 4, WBGD, WOPN, KTCJ, WSTR, KBLU, WORY

YULE STRUTTIN' "A Blue Note Christmas" (Blue Note) 22/0
 Rotations: Heavy 3/0, Medium 6/2, Light 11/1, Total Adds 6, WBGD, KTCJ, KPFL, WSTR, KBLU, WORY, Heavy: WRTI, KOPL, WVE

RHYTHMISTICE "Rhythmistice" (GTA) 21/0
 Rotations: Heavy 3/0, Medium 8/1, Light 10/0, Total Adds 6, WHCP, KMHD, WAER, WBR, WTB, KQBR, Heavy: WBGD, KJAZ, WVE

ONE MARRI/COTT HAMILTON "M Love" (Commodore) 21/1
 Rotations: Heavy 6/0, Medium 6/0, Light 7/1, Total Adds 1, KLCC, Heavy: KMHD, KQBR, KPFL, WOTY, WUEP, KQBR

ROCKY FORD "Manhattan Blues" (Commodore) 21/1
 Rotations: Heavy 7/0, Medium 10/0, Light 4/1, Total Adds 1, KTCJ, Heavy: WHCP, WOPN, KUOP, WTB, WUEP, WVE, KWML

VOICE MENDOZA "Start Here" (World Pacific) 20/0
 Rotations: Heavy 0/0, Medium 2/0, Light 17/0, Total Adds 9, WBGD, WDET, KJZZ, KMHD, KOPL, KPFL, WTB, WVE, KWML

TONY SCHIRMAN "Extraneous" (GRP) 10/1
 Rotations: Heavy 7/0, Medium 5/0, Light 3/1, Total Adds 1, WRTI, Heavy: KJZZ, WMLA, KLCC, WBR, WTB, KBLU, KLCC

NEWMAN, BARBARIS & SUPRE "Return To The Wide Open Spaces/Amazing" 10/1
 Rotations: Heavy 5/0, Medium 7/0, Light 8/1, Total Adds 1, WBE, Heavy: WBGD, WOPN, WFPL, WFB, KLCC



DANNY HEINES
"One Heart Wild"

CJ 19 NAC 23

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ROB WASSERMAN - EDDIE DANIELS - DAVE VALENTIN - DON GRUSIN - SPECIAL FX - DEBORAH THOMPSON - CONANT

LAVIA - ERIC MARENTHAL - THE CRUSADERS - NEW YORK VOICES - NELSON RANGETT - GARY BURTON

MELTOWMEKES - CARL ANDERSON - THE RIPPINGTONS featuring Russ Freeman

MICHAEL BRUCKER - DAVE WEGNI - THE MILLING - RANDY BRUCKER - AMANDA WALTERRY - YETANA - TOM SCOTT

SMAGSI - JOHN PALLIACCI - DAVE SMILLER - GEORGE HOWARD - MICHAEL PATTO - TOM SCOTT - MANN



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AC ADS & HOS

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WAL/Rang Island
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 DAVID POSTER
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 WILL TO POWER
 CHER
 ALIAS

WUSA/New York
 Bob Dunphy
 TIFANY
 HALL & OATES
 MARLAH CAREY
 BETTE MIDLER
 ALIAS
 STEVIE B

WXP/Philadelphia
 Gary DeFrancisco
 WHITNEY HOUSTON
 HALL & OATES
 HOS
 STEVIE B
 WILSON PHILLIPS
 ALIAS
 RIGHTWOOD BRO/PO

WLT/Washington
 Chuck Morgan
 STEVIE B
 HALL & OATES
 BETTE MIDLER
 WILSON PHILLIPS
 ALIAS
 RIGHTWOOD BRO/PO

P2
WLE/Albany
 Jeff Silvers
 WHITNEY HOUSTON
 JUDIE COLE
 ANITA BAKER
 HOWARD HEBBETT
 HALL & OATES
 RUSSELL MITCHCOCK
 BARRY MANILOW
 DAVID POSTER
 TIFANY
 ELTON JOHN
 DON HENLEY
 STEVE WIMWOOD
 STEVIE B

WAK/Sabury Park
 Halcomb/Guide
 ANITA BAKER
 DAVID POSTER
 NATASHA'S BROTHER
 HALL & OATES
 ELTON JOHN
 ALIAS
 DON HENLEY
 STEVE WIMWOOD
 STEVIE B

WEE/Bridgport
 Hennes/Norman
 CHRIS ISAAK
 RUSSELL MITCHCOCK
 ELTON JOHN
 OLETA ADAMS
 HEART
 STEVE WIMWOOD
 CHER

WRV/Huntington
 Hayes/Swan
 WHITNEY HOUSTON
 CHRIS ISAAK
 RUSSELL MITCHCOCK
 LAMOND & STARR
 HOWARD HEBBETT
 HALL & OATES
 ELTON JOHN
 STEVIE B
 CELENE DION
 DON HENLEY
 STEVE WIMWOOD

WKYE/Johnstown
 Matthews/Bann
 none
 HOS
 ELTON JOHN
 STEVIE B
 WILL TO POWER
 GEORGE MICHAEL
 DON HENLEY
 CHER

WOB/Monthmouth
 Deans/Devoti
 RUSSELL MITCHCOCK
 CHRIS ISAAK
 NATASHA'S BROTHER
 HARRY CONNICK JR.
 HOS
 ELTON JOHN
 SARA NICHOLAN
 STEVIE B
 SURFACE
 DON HENLEY
 STEVE WIMWOOD

SOUTH

P1
WSP-FM/Atlanta
 LaCasella/McGoy
 WILL TO POWER
 SURFACE
 HOS
 ELTON JOHN
 DON HENLEY
 CELENE DION
 STEVE WIMWOOD
 MARIAN CAREY
 DAN FOGELBERG
 PHIL COLLINS

KVL/Dallas
 Rhodes/Eberhart
 CELENE DION
 KENNY ROGERS
 HARRY CONNICK JR.
 HOS
 CHER
 SARA NICHOLAN
 STEVE WIMWOOD
 SURFACE
 DON HENLEY

WVW/Tampa
 Mark Haman
 CHRIS ISAAK
 TOMMY JAMES
 HOS
 KENNY ROGERS
 ELTON JOHN
 OLETA ADAMS
 STEVIE B

WLS/Orlando
 Bob Mitchell
 BARRY MANILOW
 WHITNEY HOUSTON
 RUSSELL MITCHCOCK
 NATASHA'S BROTHER
 HOS
 ELTON JOHN
 CARLY SIMON
 BETTE MIDLER
 CELENE DION

WHD/Greenfield, MA
 Deane/Archer
 SURFACE
 PEBBLES
 HALL & OATES
 JUDIE COLE
 HOS
 ELTON JOHN
 CELENE DION
 STEVE WIMWOOD
 STEVIE B

P2
WZV/Paquet, GA
 John Augustick
 JAMES INGRAM
 HOS
 CELENE DION
 CHER
 DON HENLEY
 STEVE WIMWOOD

P3
WAFN/Morocco, DE
 Tim Brough
 TIFANY
 HALL & OATES
 JUDIE COLE
 DAVID POSTER
 RUSSELL MITCHCOCK
 HOS
 ELTON JOHN
 STEVIE B
 DON HENLEY
 JUDIE COLE
 SARA NICHOLAN

WUSL/Monticello, NY
 Rob Dittman
 HALL & OATES
 LAMOND & STARR
 CHRIS ISAAK
 DAVID POSTER
 HOS
 DON HENLEY
 STEVE WIMWOOD
 CHER
 OLETA ADAMS

WKA/Montpelier
 Jim Severance
 JUDIE COLE
 BARRY MANILOW
 ERIC JOHNSON
 HOWARD HEBBETT
 DANN YANKEES
 HALL & OATES
 HOS
 STEVE WIMWOOD
 CELENE DION
 ELTON JOHN

WKS/Wilmington
 Tom Benson
 RUSSELL MITCHCOCK
 CHRIS ISAAK
 NATASHA'S BROTHER
 HARRY CONNICK JR.
 HOS
 ELTON JOHN
 SARA NICHOLAN
 STEVIE B
 SURFACE
 DON HENLEY
 STEVE WIMWOOD

KEZZA/Fayetteville, AR
 Turner/Bow
 JAMES INGRAM
 RUSSELL MITCHCOCK
 PEBBLES
 GARY MOORE
 HALL & OATES
 HOS
 ELTON JOHN
 OLETA ADAMS
 DON HENLEY
 CELENE DION
 SARA NICHOLAN
 WTKR/Gainesville
 Nick Ayle
 DAVE KOZ
 OUTFIELD
 TERRY FONDERGRASS
 ANITA BAKER
 JAMES INGRAM
 WILNEY HOUSTON
 HOS
 ELTON JOHN
 STEVIE B
 CELENE DION
 DON HENLEY
 RUSSELL MITCHCOCK
 JUDIE COLE
 WJTV/Charlotte
 WGSV/Charlotte
 Jackson/Mason
 HALL & OATES
 HARRY CONNICK JR.
 ELTON JOHN
 STEVIE B
 CIVIL WAR
 LAMOND & STARR
 ERIC JOHNSON
 HOS
 STEVIE B
 ELTON JOHN
 DON HENLEY
 STEVE WIMWOOD
 CELENE DION

KELT/Albany
 Gary Rabin
 ANITA BAKER
 LAMOND & STARR
 ERIC JOHNSON
 NATASHA'S BROTHER
 RUSSELL MITCHCOCK
 HOS
 ELTON JOHN
 STEVIE B
 SURFACE
 OLETA ADAMS

KMLB/Albany
 Michael O'Connell
 JUDIE COLE
 ALIAS
 PEBBLES
 HOS
 ELTON JOHN
 CELENE DION
 STEVE WIMWOOD
 STEVIE B

KRLD/Albany
 Michael O'Connell
 JUDIE COLE
 ALIAS
 PEBBLES
 HOS
 ELTON JOHN
 CELENE DION
 STEVE WIMWOOD
 STEVIE B

WMB/Myrtle Beach
 Thompson/Adams
 HALL & OATES
 JUDIE COLE
 LAMOND & STARR
 ERIC JOHNSON
 HOS
 ELTON JOHN
 CELENE DION
 STEVE WIMWOOD
 OLETA ADAMS

WKC/Orange
 Randy Quirk
 HALL & OATES
 JUDIE COLE
 LAMOND & STARR
 HOS
 ELTON JOHN
 CELENE DION
 STEVE WIMWOOD
 OLETA ADAMS

WQCY/Albany, GA
 K.C. Edwards
 WHITNEY HOUSTON
 JUDIE COLE
 HOS
 ELTON JOHN
 STEVIE B
 STEVE WIMWOOD
 CELENE DION
 DON HENLEY

WKYC/Beaufort, NC
 Robertson/Conedy
 HALL & OATES
 DAVID POSTER
 ERIC JOHNSON
 TIFANY
 HOS
 ELTON JOHN
 STEVIE B
 STEVE WIMWOOD
 CELENE DION

WVY/Jacksonville
 Matthews/Bann
 CHRIS ISAAK
 HALL & OATES
 HOS
 NIGHTWOOD BRO/PO
 BETTE MIDLER
 STEVIE B
 MAXI PRIEST
 ELTON JOHN

WFM/Johnston City
 Mark McInerney
 VAN HORNISON
 RUSSELL MITCHCOCK
 HOS
 ELTON JOHN
 ALIAS
 DON HENLEY
 STEVE WIMWOOD
 STEVIE B

P2
WJMG/Danversport
 Chuck O'Brien
 DAVID POSTER
 HALL & OATES
 HOWARD HEBBETT
 BROCK BOURGEOIS
 LAMOND & STARR
 HOS
 DON HENLEY
 CHRIS ISAAK
 ERIC JOHNSON
 CELENE DION
 SURFACE
 OLETA ADAMS

KLSM/Kansas City
 Tom Land
 OUTFIELD
 JAMES INGRAM
 JUDIE COLE
 HOS
 STEVIE B
 ALIAS
 WILSON PHILLIPS
 OLETA ADAMS
 ELTON JOHN

WVW/Cincinnati
 Matthews/Culough
 RUSSELL MITCHCOCK
 CELENE DION
 HOS
 BETTE MIDLER
 MARIAN CAREY
 DAN FOGELBERG
 WHITNEY HOUSTON
 WILSON PHILLIPS

WVTV/Cleveland
 Popovich/Kennedy
 DON HENLEY
 ALIAS
 STEVIE B
 BETTE MIDLER
 HALL & OATES
 ELTON JOHN

KESB/Minneapolis
 Kim Jeffries
 KENNY ROGERS
 OLETA ADAMS
 WHITNEY HOUSTON
 HALL & OATES
 ROBERT VINTON
 HOS
 ELTON JOHN
 STEVE WIMWOOD

WVNY/Columbus
 Halsett/Munnally
 WHITNEY HOUSTON
 HOS
 MARIAN CAREY
 BETTE MIDLER
 DAN FOGELBERG
 DON HENLEY
 ELTON JOHN

KYKVE/Veins
 Wood/West
 OLETA ADAMS
 HEART
 PHIL COLLINS
 WILSON PHILLIPS
 STEVIE B
 ALIAS

P1
KLT/Denver
 Ward/Adams
 WHITNEY HOUSTON
 BREATHE
 HOS
 ELTON JOHN
 ALIAS
 KENNY ROGERS
 WILL TO POWER

KBB/Los Angeles
 Edwards/Vandery
 WHITNEY HOUSTON
 RUSSELL MITCHCOCK
 HOS
 DON HENLEY
 CELENE DION
 SURFACE
 OLETA ADAMS

KOST/Los Angeles
 Kaye/Amidon
 WILL TO POWER
 RUSSELL MITCHCOCK
 WHITNEY HOUSTON
 HOS
 CELENE DION
 BETTE MIDLER
 STEVIE B
 DON HENLEY
 SURFACE
 CARLY SIMON

JWM/Toledo
 Mark Roberts
 WILL TO POWER
 HALL & OATES
 HOWARD HEBBETT
 BROCK BOURGEOIS
 LAMOND & STARR
 HOS
 DON HENLEY
 CHRIS ISAAK
 ERIC JOHNSON
 CELENE DION
 SURFACE
 OLETA ADAMS

KCB/Liberal
 Mark David
 HALL & OATES
 JUDIE COLE
 ROBERT VINTON
 DINA /SUZANNE YES
 HOS
 ELTON JOHN
 STEVIE B
 DON HENLEY
 STEVE WIMWOOD
 CELENE DION

WLT/Grand Rapids
 Drake/Brown
 ANITA BAKER
 WHITNEY HOUSTON
 NATASHA'S BROTHER
 BREATHE
 CHRIS ISAAK
 STEVIE B
 STEVE WIMWOOD
 OLETA ADAMS

WIT/Grand Rapids
 Dennis Green
 TIFANY
 DAVID POSTER
 HALL & OATES
 HOS
 ELTON JOHN
 OLETA ADAMS
 DON HENLEY
 STEVIE B
 CHER

WFRM/Lansing
 Tom Knight
 WHITNEY HOUSTON
 HOS
 STEVIE B
 STEVE WIMWOOD
 DON HENLEY
 OLETA ADAMS
 CELENE DION

WFRM/Fremont, OH
 Larry Ziesbe
 KIM BOICE
 HARRY CONNICK JR.
 HOS
 HALL & OATES
 HOS
 ELTON JOHN
 STEVIE B
 STEVE WIMWOOD
 OLETA ADAMS
 CHER

WQGN/Madison
 Pat O'Mall
 none
 HOS
 ELTON JOHN
 STEVIE B
 OLETA ADAMS
 SARA NICHOLAN
 DON HENLEY

P2
WVTV/Albany
 Jeff Silvers
 WHITNEY HOUSTON
 JUDIE COLE
 ANITA BAKER
 HOWARD HEBBETT
 HALL & OATES
 RUSSELL MITCHCOCK
 BARRY MANILOW
 DAVID POSTER
 TIFANY
 ELTON JOHN
 DON HENLEY
 STEVE WIMWOOD
 STEVIE B

WVNY/Columbus
 Halsett/Munnally
 WHITNEY HOUSTON
 HOS
 MARIAN CAREY
 BETTE MIDLER
 DAN FOGELBERG
 DON HENLEY
 ELTON JOHN

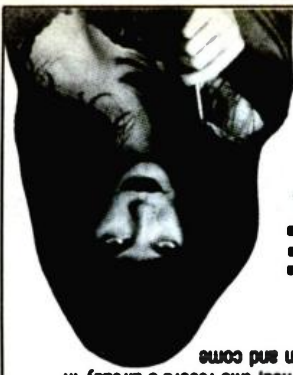
KYKVE/Veins
 Wood/West
 OLETA ADAMS
 HEART
 PHIL COLLINS
 WILSON PHILLIPS
 STEVIE B
 ALIAS

82 Current Reporters
 79 Current Playlist
 Called in Frozen Playlist (1):
 WJMG/Madison
 Did Not Report, Playlist Frozen (2):
 WARR/Huntsville
 WKYE/Johnstown
 WSN/Philadelphia has changed call letters to WTKR.

NEW ARTISTS

Reports/Adds	
1 PEBBLES /BABYFACE/Love Makes Things Happen (MCA)	37/4
2 TOMMY JAMES/You Take My Breath Away (A&M)	28/3
3 ERIC JOHNSON/40 Mile Train (Capitol)	23/11
4 JON BON JOVI/Miracle (Mercury)	23/1
5 LAMOND & STARR/No Matter What (Columbia)	22/10
6 GARY MOORE/Still Got The Blues (Chrysalis)	16/7
7 DINA /SUZANNE VEGA/Tom's Diner (A&M)	13/2
8 DANN YANKEES/High Enough (WB)	11/2
9 HARRY CONNICK JR./Promise Me, You'll Remember (Columbia)	10/10
10 COCTEAU TWINS/Heaven Or Las Vegas (A&M/Capitol)	4/1

New artists have not yet had an AC Breaker.



FIREHOUSE "DON'T TREAT ME BAD"

epic

As far as these stations are concerned, this record's already in January 8th, you'll add the first
with the big boys. Give it one listen and come
breakthrough band of 1991.

KPMI - KERN - KRFP - KANG - WRXX - WRXX - KZOO -
PRATE RADIO - WAVF - WRDU - WIXV - WXP

As we speak, Firehouse's "Don't Treat Me Bad" has a headstart
on these much-anticipated releases. The following stations
couldn't wait for the official Add date of January 8th:

THAN DAVID LEE ROTH AND STING. FIREHOUSE HAS MORE ADDS

22 TOP (167)
BAD COMPANY (128)
WARRIOR BROTHERS (177)
TELLA (97)
CHERRIELO (92)
BOB (81)
BLACK COMPANY (89)
STEVE WINWOOD (78)
AC/DC (69)
ROBERT PALMER (64)

HOTTEST

DEEP PURPLE (28)
MICK SHAY (29)
BOB POP (39)
HOUSE OF LORDS (17)
THOMAS MURRAY (19)
ALBUM BROTHERS BAND (24)
BOBOS & THERS (22)
MANHATT (12)
STEELEWELL & (11)
STEELWELL (11)

MOST ADDED

NK EMMETT
Absolutely (Charisma)
65% of our reports on it.

BREAKERS

- 1 1 1 ZZ TOP/Rocky (WB)
- 2 1 1 VAN HALEN BROTHERS/Family Style (Epic)
- 3 1 1 BAD COMPANY/Holy War (A&O)
- 4 1 1 CHERRIELO/Hardball Station (Mercury)
- 5 1 1 TELLA/The Man Acoustic Jam (Gotham)
- 6 1 1 AC/DC/Rock 'n' Roll (A&O)
- 7 1 1 NOX/Atlantic
- 8 1 1 ERIC JOHNSON/Via Musicom (Capitol)
- 9 1 1 DANN YANKEES/Damn Yankees (WB)
- 10 1 1 STEVE WINWOOD/Rudges Of The Heart (Virgin)
- 11 1 1 BLACK CHERRY/Shake Your Money Maker (Del American/Geffen)
- 12 1 1 KING'S X/Cash Home Love (Major/Atlantic)
- 13 1 1 REMEMBERT/RememBERT (A&O)
- 14 1 1 JEFF HEALEY/BAND/11 To Pay (A&O)
- 15 1 1 TRAVELING WILBURYS/Traveling Wilburys/Vol. 3 (WB/VG)
- 16 1 1 SCORPIOES/Crazy World (Mercury)
- 17 1 1 ROBERT PALMER/Dont Explain (Epic)
- 18 1 1 VAN HALEN/Right Now (Mercury)
- 19 1 1 DUTTFELD/Diamond Days (MCA)
- 20 1 1 QUEENSRYCHE/Empire (Epic)
- 21 1 1 WARRIOR BROTHERS/Pa (Columbia)
- 22 1 1 HOUSE OF LORDS/Saviors (Simon/RCA)
- 23 1 1 ALLMAN BROTHERS BAND/Seven Turns (Epic)
- 24 1 1 SLAUGHTER/Sick It To Ya (Chrysalis)
- 25 1 1 EBBY BROTHERS'S NIGHTMARE/Every Mother's Nightmare (A&O)
- 26 1 1 ROBERT CRAY/Midnight Soul (Mercury)
- 27 1 1 CHARLITAINS U.L./Some Friendly (Beggars Ban/RCA)
- 28 1 1 NK EMMETT/Absolutely (Charisma)
- 29 1 1 DEEP PURPLE/Sins And Messes (RCA)
- 30 1 1 NEAL YOUNG & CRAZY HORSE/Rugged Glory (Rapine)
- 31 1 1 TONY MARTIN/Charm'd Life (Chrysalis)
- 32 1 1 BILLY HOUL/Cheerful Trouble (Columbia)
- 33 1 1 LYNCH MOB/Wicked Sensation (Epic)
- 34 1 1 GARY MOORE/Sun Got The Blues (Charisma)
- 35 1 1 ALBUM BROTHERS (WB)
- 36 1 1 ALARM/Standards (WB)
- 37 1 1 JAMES ADDICION/Ritual De Lo Habitual (WB)
- 38 1 1 EDDIE BANG/By Brick (Virgin)
- 39 1 1 STYX/Edge Of The Century (A&O)

*Track a single and see continued growth.

- 1 1 1 "Heads" (146) "Give" "Love" (15)
- 2 1 1 "Telephone" (155) "Hard" (5) "Long" (5)
- 3 1 1 "Head" (148) "Walk" (1) "Boys" (1)
- 4 1 1 "Shaker" (159) "Heartbreak" (7) "More" (5)
- 5 1 1 "Signs" (150) "Comin'" (1)
- 6 1 1 "Mystery" (150) "Mistress" (11) "Thunder" (9)
- 7 1 1 "Disappear" (143) "Sister" (2)
- 8 1 1 "Fighting" (145) "Cuts" (22) "Trademark" (1)
- 9 1 1 "Funaway" (146) "High" (23) "Come" (1)
- 10 1 1 "One" (87) "Another" (44) "Punch" (8)
- 11 1 1 "Hard" (107) "She" (17) "Twice" (3)
- 12 1 1 "It's" (154) "Finding" (1)
- 13 1 1 "Just" (137)
- 14 1 1 "Full" (136) "Guitar" (4)
- 15 1 1 "Trade" (73) "She's" (39) "Twist" (18)
- 16 1 1 "Tees" (114) "Send" (9) "Don't" (7)
- 17 1 1 "Amazing" (99)
- 18 1 1 "Real" (118) "Enrichment" (1) "Start" (1)
- 19 1 1 "For" (99) "Lemon" (1) "Magic" (1)
- 20 1 1 "Beat" (113) "Shant" (12) "Empire" (5)
- 21 1 1 "Red" (120) "Uncle" (2) "Cherry" (1)
- 22 1 1 "Remember" (109) "Can't" (22) "Heart" (1)
- 23 1 1 "Ant" (93) "Seven" (5) "Dry" (1)
- 24 1 1 "Spend" (108) "Fly" (6)
- 25 1 1 "Consequences" (87) "Forecast" (3) "These" (1)
- 26 1 1 "Only" (97)
- 27 1 1 "Big" (112) "Saved" (2)
- 28 1 1 "Over" (92) "Mansion" (1) "Country" (1)
- 29 1 1 "Let" (98) "Seven" (1)
- 30 1 1 "Frogging" (98) "Pumping" (1)
- 31 1 1 "Wicked" (99) "River" (1)
- 32 1 1 "Sw" (51) "Moving" (1) "Walking" (1)
- 33 1 1 "Miss" (39) "Easy" (12) "Fruit" (2)
- 34 1 1 "Caught" (62) "Christmas" (1)
- 35 1 1 "Black" (54) "Black" (2)
- 36 1 1 "Candy" (67)
- 37 1 1 "Show" (37) "Dead" (10) "Edge" (2)

DECEMBER 21, 1990

178 REPORTERS

1989 NOV 17

NATIONAL AIRPLAY

AOR ALBUMS



- | | | | |
|----|--|---|--|
| 1 | 2 | ● CHARLATANS U.K./Some Friendly (Beggars Banquet/RCA) | |
| 2 | 1 | VARIOUS ARTISTS/Red Hot & Blue (Chrysalis) | |
| 3 | ● SISTERS OF MERCY/Asian Thing (Elektra) | | |
| 4 | ● TRASH CAN SINATRAS/Cake (Go/Discs/Polydor) | | |
| 5 | ● MONSIEUR/Some Drag (Sire/Reprise) | | |
| 6 | ● REPLACEMENTS/All Shock Down (Sire/Reprise) | | |
| 7 | ● HAPPY MONDAYS/Pills, Thrills, And Ballyhooes (Elektra) | | |
| 8 | ● CONNELLS/One Simple Word (TVT)* | | |
| 9 | ● DARLING BUDD/Crawdaddy (Columbia)* | | |
| 10 | ● DANIELLE DAX/Blast The Human Flower (Sire/WB) | | |
| 11 | ● ECHO & THE BUNNYMEN/Reverberation (Sire/WB) | | |
| 12 | ● LUSH/Gala (4AD/Reprise) | | |
| 13 | ● JANE'S ADDICTION/Ritual De Lo Habitual (WB) | | |
| 14 | ● CUNE/Mixed Up (Elektra) | | |
| 15 | ● IGGY POP/Brick By Brick (Virgin) | | *Keep a bullet due to continued growth |
| 16 | ● DUCK PETS/Mercurotones (Island) | | |
| 17 | ● NICKS/X (Atlantic) | | |
| 18 | ● COCTEAU TWINS/Heaven Or Las Vegas (4AD/Capitol) | | |
| 19 | ● BRUSHION U.K./Grains Of Sand (Mercury) | | |
| 20 | ● PUBLIC IMAGE LIBINTE/The Greatest Hits So Far (Virgin) | | |
| 21 | ● POGUES/Hell's Ditch (Island) | | |
| 22 | ● PRIMAL SCREAM/Come Together (EP) (Sire/WB) | | |
| 23 | ● INSPIRAL CARPETS/A Life (Mute/Elektra) | | |
| 24 | ● VARIOUS ARTISTS/Roky Erickson (Sire/WB) | | |
| 25 | ● POGUES/Deer 23 (DGC) | | |
| 26 | ● FRONT 242/Tragedy (For You) (track) (Epic) | | |
| 27 | ● NIGH/Somewhere Soon (London/Polydor) | | |
| 28 | ● ●●● DOLLS/Hold Me Up (Metal Blade/WB) | | |
| 29 | ● ALARM/Standards (RS) | | |
| 30 | ● AN EMOTIONAL FISH/An Emotional Fish (Atlantic) | | |

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
KALEIDOSCOPE DANIEL ASH CHRIS ISAAK JUDYBAT THEY EAT THEIR OWN JESUS JONES	RED HOT & BLUE CHARLATANS U.K. CUNE CONNELLS JANE'S ADDICTION SISTERS OF MERCY	RED HOT & BLUE SISTERS OF MERCY CHARLATANS U.K. CONNELLS HAPPY MONDAYS

AOR TRACKS.

Continued from Page 74

MOST ADDED	HOTTEST	MOST REQUESTED
ZZ TOP/Give (42) DEEP PURPLE/Fire (39) T. WILBURYS/Inside (23) HOUSE OF LORDS/Name (21) STEVE WINWOOD/Another (21) RH ENNETT/Big (18) IGGY POP/Candy (18) ALLMAN BROS BAND/Ain't (18) RATT/Givin' (15) TOY MATHEE/Soiled (13) WARRANT/Red (13)	ZZ TOP/Head's (138) BAD COMPANY/Head (127) VAUGHAN BROS/Song (113) TESLA/Signs (97) CINDERELLA/Sheffer (91) INXS/Disappear (87) BLACK CROWES/Hard (83) AC/DC/Moneytalks (87) R. PALMER/Amazing (84) STEVE WINWOOD/One (84)	TESLA/Signs (58) AC/DC/Moneytalks (42) KING'S X/Its (31) ZZ TOP/Head's (30) BLACK CROWES/Hard (28) JANE'S ...Caught (19) CINDERELLA/Sheffer (18) BAD COMPANY/Head (18) D. YANKEES/Roadway (13) E. JOHNSON/Nightsoas (13) VAUGHAN BROS/Song (13)

NEW & ACTIVE

JELLYFISH "That is Why" (Charisma) 25/7 (18/6)
 Adds including WFDH, WRDU, WKAT, KPNL, KJLI, KZOO. Medium 8: WFB, KRQ, WFLR, KLSJ, WFX, KRZQ, KFMH, KFMJ.

LONDON GUNREBOYS "Way You" (Capitol) 24/2 (24/2)
 Adds: WLZ, KSOY. Medium 1: WJQJ.

SISTERS OF MERCY "Here" (Elektra) 20/6 (16/3)
 Adds: KRQ, KEYJ, KRZQ, WOLF, KQWB. Medium 3: WFS, WAMS, WXOR.

BLACK CROWES "She Talks To Angels" (Def American/Geffa) 17/5 (12/6)
 Adds including WROR, KQMG, KWHL, Heary 3: WEBN, WYV, WQMF. Medium 6: WBAW, WKQJ, WLS, WRDU, WJLP, KATT, WJOT, KLO, KSOY.

CHRIS ISAAK LP "Heart Shaped World" (Reprise) 15/7 (8/6)
 Adds including KPRX, KFMH, KZOO. Heary 4: KTRQ, KTCZ, KQON, KJOT. Medium 5: WFS, KKOJ, WMAJ, KFMJ, KATS.

CHILD'S PLAY "Day After Night" (Chrysalis) 15/1 (16/4)
 Adds: WJLP. Heary 1: KBER. Medium 1: WYY.

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.

New Rock **9** the darling buds it makes no difference

a little girl,
a little glass,
and a lot of guitar.

from the album
"The Darling Buds"

produced by
stephen street.

it makes no difference
...or does it?

on columbia.

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CHR P1 PLAYLISTS

EAST

WBSB
Baltimore
B104 WBSB-FM
Baltimore's Best Hits!

PD: Steve Parun
APD/MD: Pam Trickett

- 1 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

Pittsburgh
B94 FM
B94-FM

PD: Danny Clayton
APD: Zak Szabo
MD: Lori Campbell

- 1 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

Boston
Kiss WKXS-FM
103.5 FM

PD: Sunny Joe White
MD: Jerry McKenna

- 1 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

New York
HOT 97 FM
97.1 FM

Old: Joel Salkowitz
APD/MD: Kevin McCabe

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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Washington, D.C.
WPGC 45.5 FM
WPGC-FM

Acting PD/MD: Abis D.

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

Houston
POWER 104 KRBE
104.1 FM

PD: Steve Wyrostek
MD: Cheryl Broz

- 1 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

Washington
WAVA 105
105.1 FM

PD: Chuck Beck
APD: Brett Duxler
MD: Chris Taylor

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

Boston
WZLW 94.5 FM
94.5 FM

PD: Steve Rivers
APD/MD: Cadillac Jack McCartney

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
- 3 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

Philadelphia
EAGLE 106 WEQX
106.1 FM

PD: Todd Fisher
APD/MD: Jay Beau Jones
Music Coord: Chuck Tisa

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
- 3 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

Long Island
WBLI FM 106
106.1 FM

VP/Programming: Bill Terry
APD: Mike Larian
MD: Mark Lobel

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

Philadelphia
WIOQ 102
102.1 FM

OM: Mark Orsillo
PD: John Roberts
MD: Pam Grund

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 19 1 0176 100% Pure Love
- 20 1 0176 100% Pure Love

SOUTH
Q96 fm
96.1 FM

KSAQ/San Antonio
PD: Leo Vela
APD: Lee Cruz
MD: Raldo Otervaz

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

Tampa
POWER 93 WFLZ
93.1 FM

PD: Marc Chubb
APD: BJ Harris
MD: Jeff 'Booger' Kapugi

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
- 3 1 0176 100% Pure Love
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Tampa
GO 88
88.1 FM

Ops Director: John Clay
PD: Jay Taylor

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
- 3 1 0176 100% Pure Love
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New York
95.5 WPLJ
95.5 FM

VP/Programming: Tom Cuddy
MD: Mike Presson

- 1 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

New York
Z100
100.1 FM

VP/Dir. Ops. & Prog.: Steve Kingston
APD/MD: Frankie Blue

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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Providence
92.1 WPRO-FM
92.1 FM

PD: Paul Cannon
MD: Tony Bristol

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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Houston
KKQB
93.1 FM

PD: Dene Hallam
Ops Dir: Dave Elliott
Acting MD: John Gray

- 1 1 0176 100% Pure Love
- 2 1 0176 100% Pure Love
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- 20 1 0176 100% Pure Love

PD: Frank Amadio
 MD: Johnny Cecchi
 PD: Rick Stacy
 MD: Les Chesnut
 APD: Leslie Frenn
 PD: Frank Amadio
 MD: Johnny Cecchi
 PD: Rick Stacy
 MD: Les Chesnut
 APD: Leslie Frenn

97.1 WJOL
 The Fox
 PD: Joe Foster
 APD: MD: Jimmy Seal

97.1 WJOL
 The Fox
 PD: Joe Foster
 APD: MD: Jimmy Seal

97.5 KHYL Dallas
 The Rock Music
 Station Mgr: Randy Kadach
 APD: JJ Mackay
 MD: Mike Eastlin

97.5 KHYL Dallas
 The Rock Music
 Station Mgr: Randy Kadach
 APD: JJ Mackay
 MD: Mike Eastlin

97.5 KHYL Dallas
 The Rock Music
 Station Mgr: Randy Kadach
 APD: JJ Mackay
 MD: Mike Eastlin

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

97.7 WZZM Indianapolis
 OAPD: Don London
 Mgr: MD: Chris Davis

CHR P1 PLAYLISTS

DANNI YANKEES
High Enough (WB)
LP: Danni Yankees
Total Reports 204 285

Regional		Parallels	
Reach	P1 595	Reach	P1 595
S 805	P2 805	S 805	P2 805
M 505	P3 805	M 505	P3 805
W 625		W 625	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	12	80	84	96									
6-15	11	20	16	47									
16-40	10	16	30										
41-80	0	0	0	0									
81-100	0	0	0	0									
Ch Addn	3	1	0	0									
ADCS	6	1	0	0									
Total	39	92	73	204									

Cathy Dennis Continued

WEST

SE

SW

NE

NO

SO

SE

SW

NE

NO

SO

CELINE DION
Where Does My Heart Beat... (Epic)
LP: Dion

Total Reports 106 745

Regional		Parallels	
Reach	P1 595	Reach	P1 595
S 775	P2 705	S 775	P2 705
M 595	P3 705	M 595	P3 705
W 615		W 615	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	0	0	0									
6-15	0	1	0	1									
16-40	16	58	87	123									
41-80	3	15	11	32									
81-100	0	5	20										
Ch Addn	2	3	0	5									
ADCS	7	37	66	106									

DNA VS. Vege Continued

WEST

SE

SW

NE

NO

SO

Hall & Oates Continued

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

DEBBIE HUNTER
World In My Eyes (Sire/Reprise)
LP: Hunter

Total Reports 78 315

Regional		Parallels	
Reach	P1 295	Reach	P1 295
S 275	P2 295	S 275	P2 295
M 215	P3 315	M 215	P3 315
W 295		W 295	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	1	0	0	1									
6-15	3	2	0	5									
16-40	6	21	77	84									
41-80	8	14	27										
81-100	0	0	1	1									
Ch Addn	0	0	0	0									
ADCS	1	2	3	78									

DEBBIE HUNTER
Anything Is Possible (Atlantic)
LP: Anything Is Possible

Total Reports 100 725

Regional		Parallels	
Reach	P1 515	Reach	P1 515
S 295	P2 705	S 295	P2 705
M 595	P3 705	M 595	P3 705
W 605		W 605	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	0	0	0									
6-15	8	15	18	39									
16-40	20	66	84	130									
41-80	0	0	1	1									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	4	29	85	100									

WEST

SE

SW

NE

NO

SO

DON HEILEY
New York Minutes (Geffen)
LP: The End Of The Innocence

Total Reports 8 395

Regional		Parallels	
Reach	P1 395	Reach	P1 395
S 295	P2 395	S 295	P2 395
M 395	P3 395	M 395	P3 395
W 395		W 395	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	0	0	0									
6-15	0	0	0	0									
16-40	0	0	0	0									
41-80	0	0	0	0									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	0	0	0	8									

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

CATY DENNIS
Just Another Dream (Polydor)
LP: Move To This

Total Reports 194 795

Regional		Parallels	
Reach	P1 695	Reach	P1 695
S 595	P2 705	S 595	P2 705
M 515	P3 795	M 515	P3 795
W 735		W 735	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	3	0	0	3									
6-15	7	12	3	22									
16-40	12	26	31	69									
41-80	0	2	4	6									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	7	23	87	194									

GENIE
Gende (Island)
LP: Swain

Total Reports 111 495

Regional		Parallels	
Reach	P1 495	Reach	P1 495
S 395	P2 495	S 395	P2 495
M 395	P3 495	M 395	P3 495
W 495		W 495	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	1	0	1									
6-15	7	12	3	22									
16-40	12	26	31	69									
41-80	0	2	4	6									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	7	23	87	111									

DNA /IZAMME VEGA
Tom's Diner (A&M)
LP: Vega

Total Reports 208 835

Regional		Parallels	
Reach	P1 705	Reach	P1 705
S 595	P2 705	S 595	P2 705
M 595	P3 835	M 595	P3 835
W 735		W 735	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	7	12	16	35									
6-15	19	53	37	109									
16-40	13	25	12	50									
41-80	1	2	5	8									
81-100	0	2	1	3									
Ch Addn	0	2	1	3									
ADCS	7	23	87	208									

WEST

SE

SW

NE

NO

SO

HOURE OF LONGS
Remember My Name (Simmons/RCA)
LP: Sahara

Total Reports 70 295

Regional		Parallels	
Reach	P1 295	Reach	P1 295
S 295	P2 295	S 295	P2 295
M 295	P3 295	M 295	P3 295
W 295		W 295	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	0	0	0									
6-15	0	0	0	0									
16-40	0	0	0	0									
41-80	0	0	0	0									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	0	0	0	70									

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

WEST

SE

SW

NE

NO

SO

DANNY HALL & JOHN OATES
Don't Hold Back Your Love (Arista)
LP: Change Of Season

Total Reports 78 315

Regional		Parallels	
Reach	P1 315	Reach	P1 315
S 215	P2 315	S 215	P2 315
M 315	P3 315	M 315	P3 315
W 315		W 315	

Chart Summary		Pos		P1		P2		P3		Tot			
Pos	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	Tot
2-5	0	0	0	0									
6-15	0	0	0	0									
16-40	0	0	0	0									
41-80	0	0	0	0									
81-100	0	0	0	0									
Ch Addn	0	0	0	0									
ADCS	0	0	0	78									

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WINTERLY MONITOR
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LP X THE NEW BODY (MORSE)

ACBS	16
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CH	1
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SIGNIFICANT ACTION

WILL TO POWER I'm Not In Love (Epic) LP Journey Home Total Reports 222 89%

WINGER Miles Away (Atlantic) LP In The Heart Of The Young Total Reports 167 67%

Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

Regional Reach P1 P2 P3 Tot Summary 2-5 2 21 16 38

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 5 1 8

Chart Summary Pos P1 P2 P3 Tot National Summary 2-5 2 21 16 38

Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

Regional Reach P1 P2 P3 Tot Summary 2-5 2 21 16 38

Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

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Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

Regional Reach P1 P2 P3 Tot Summary 2-5 2 21 16 38

Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

Regional Reach P1 P2 P3 Tot Summary 2-5 2 21 16 38

Regional Reach P1 P2 P3 Tot Summary 2-5 2 5 1 8

Regional Reach P1 P2 P3 Tot Summary 2-5 2 21 16 38

ATODZ Calling Out Your Name (EMI) P1 SOUTH WEST

CHARLATANS U.K. The Only... (Beggars Banquet/RCA) LP Some Friendly P1 SOUTH WEST

EN VOGUE You Don't Have To Worry (Atlantic) LP Born To Sing P1 SOUTH WEST

BELL BIV DEVOE When Will I See You Smile Again (MCA) LP Poison P1 SOUTH WEST

CONCRETE BLONDE Caroline (IRS) LP Bookending P1 SOUTH WEST

F TRINIA LEIGH FISHER Let's Make The Time (Atco) LP Trina Leigh Fisher P1 SOUTH WEST

C TONY CAMPBELL Round And Round (Pasey Park/WB) LP 'Graffe Bridge' ST P1 SOUTH WEST

CURE Close To Me (Elektra) LP Mixed Up P1 SOUTH WEST

G GUY I Wanna Get With U (MCA) LP The Future P1 SOUTH WEST

CANDYMAN Meet In Your Mouth (Epic) LP Ant No Shame In My Game P1 SOUTH WEST

D DEEE-LITE Power Of Love (Elektra) LP World Circle P1 SOUTH WEST

GUYS NEXT DOOR I've Been Waiting For You (SBK) LP Guys Next Door P1 SOUTH WEST

MARIAN CAREY Someday (Columbia) LP Marian Carey P1 SOUTH WEST

D DEEE-LITE Power Of Love (Elektra) LP World Circle P1 SOUTH WEST

GUYS NEXT DOOR I've Been Waiting For You (SBK) LP Guys Next Door P1 SOUTH WEST

SALES STRATEGY A Radio Management Handbook For The 90's... by R&R columnist Chris Beck



CHR NATIONAL AIRPLAY

P1

LW	TW	Artist/Song/Label
1	1	MADONNA/Justify My Love (Sire/WB)
2	2	STEVE B/Because I Love You... (LMR/RCA)
3	4	JANET JACKSON/Love Will Never Do (Without You) (A&M)
4	3	WHITNEY HOUSTON/You're My Baby Tonight (Arista)
5	6	SURFACE/The First Time (Columbia)
6	5	RALPH TRESVANT/Sensitivity (MCA)
7	7	BETTE MIDLER/From A Distance (Atlantic)
8	8	WILSON PHILLIPS/Impulsive (SBK)
13	9	DAMN YANKEES/High Enough (WB)
10	10	DNA I/SUZANNE VEGA/Tom's Diner (A&M)
11	11	C & C MUSIC FACTORY/Gonna Make You Sweat... (Columbia)
12	12	WILL TO POWER/I'm Not In Love (Epic)
13	13	BART SIMPSON/Do The Bartman (Geffen)
14	14	CATHY DENNIS/Just Another Dream (Polydor)
15	15	UB40/The Way You Do The Things You (Virgin)
16	16	MARNAH CAREY/Love Takes Time (Columbia)
17	17	DEE-LITE/Groove Is In The Heart (Elektra)
18	18	POISON/Something To Believe In (Capitol)
19	19	VANILLA ICE/Play That Funky Music (SBK)
20	20	KEITH SWEAT/1 Give All My Love To You (Vintertainment/Elektra)
21	21	TONY! TONY! TONE!/Feels Good (Wing/Mercury)
22	22	NELSON/After The Rain (DGC)
23	23	JON BON JOVI/Miracle (Mercury)
24	24	WHITNEY HOUSTON/1 The Man That I Need (Arista)
25	25	DEBBIE GIBSON/Anything Is Possible (Atlantic)
26	26	GEORGE MICHAEL/Freedom '90 (Columbia)
27	27	HEART/Stranded (Capitol)
28	28	ALIAS/More Than Words Can Say (EMI)
29	29	DINO/Gentle (Island)
30	30	WINGER/Miles Away (Atlantic)
31	31	AFTER 7/Heat Of The Moment (Virgin)
32	32	INXS/Disappear (Atlantic)
33	33	CELINE DION/Where Does My Heart Beat Now? (Epic)
34	34	OUTFIELD/For You (MCA)
35	35	2 IN A ROOM/Wiggle It (Cutting/Charisma)
36	36	L.L. COOL J/Around The Way Girl (Def Jam/Columbia)
37	37	VANILLA ICE/Ace Ice Baby (SBK)
38	38	ELISA FIORILLO/On The Way Up (Chrysalis)
39	39	STEVE WOODWARD/One And Only Man (Virgin)

P2

LW	TW	Artist/Song/Label
1	1	MADONNA/Justify My Love (Sire/WB)
2	2	STEVE B/Because I Love You (The Postman Song) (LMR/RCA)
3	3	WILSON PHILLIPS/Impulsive (SBK)
4	4	JANET JACKSON/Love Will Never Do (Without You) (A&M)
5	5	BETTE MIDLER/From A Distance (Atlantic)
6	6	DAMN YANKEES/High Enough (WB)
7	7	SURFACE/The First Time (Columbia)
8	8	WHITNEY HOUSTON/You're My Baby Tonight (Arista)
9	9	DNA I/SUZANNE VEGA/Tom's Diner (A&M)
10	10	WILL TO POWER/I'm Not In Love (Epic)
11	11	NELSON/After The Rain (DGC)
12	12	WINGER/Miles Away (Atlantic)
13	13	GEORGE MICHAEL/Freedom '90 (Columbia)
14	14	CATHY DENNIS/Just Another Dream (Polydor)
15	15	STEVE WOODWARD/One And Only Man (Virgin)
16	16	RALPH TRESVANT/Sensitivity (MCA)
17	17	BART SIMPSON/Do The Bartman (Geffen)
18	18	OUTFIELD/For You (MCA)
19	19	POISON/Something To Believe In (Capitol)
20	20	PHIL COLLINS/Hang In Long Enough (Atlantic)
21	21	DEBBIE GIBSON/Anything Is Possible (Atlantic)
22	22	UB40/The Way You Do The Things You (Virgin)
23	23	INXS/Disappear (Atlantic)
24	24	DEE-LITE/Groove Is In The Heart (Elektra)
25	25	JON BON JOVI/Miracle (Mercury)
26	26	BREATHIE/Oops She Love That Man? (A&M)
27	27	KEITH SWEAT/1 Give All My Love To You (Vintertainment/Elektra)
28	28	C & C MUSIC FACTORY/Gonna Make You Sweat... (Columbia)
29	29	VANILLA ICE/Play That Funky Music (SBK)
30	30	ELISA FIORILLO/On The Way Up (Chrysalis)
31	31	ROBERT PALMER/You're Amazing (EMI)
32	32	MARNAH CAREY/Love Takes Time (Columbia)
33	33	CELINE DION/Where Does My Heart Beat Now? (Epic)
34	34	WHITNEY HOUSTON/1 The Man That I Need (Arista)
35	35	WARRAMTA/Saw Red (Columbia)
36	36	BAD COMPANY/1 You Needed Somebody (Alco)
37	37	DINO/Gentle (Island)
38	38	JOHNNY GALL/Fairweather Friend (Motown)
39	39	TONY! TONY! TONE!/Feels Good (Wing/Mercury)
40	40	DON HENLEY/New York Minute (Geffen)

P3

LW	TW	Artist/Song/Label
1	1	WILSON PHILLIPS/Impulsive (SBK)
2	2	STEVE B/Because I Love You (The Postman Song) (LMR/RCA)
3	3	DAMN YANKEES/High Enough (WB)
4	4	MADONNA/Justify My Love (Sire/WB)
5	5	JANET JACKSON/Love Will Never Do (Without You) (A&M)
6	6	NELSON/After The Rain (DGC)
7	7	WINGER/Miles Away (Atlantic)
8	8	DNA I/SUZANNE VEGA/Tom's Diner (A&M)
9	9	OUTFIELD/For You (MCA)
10	10	PHIL COLLINS/Hang In Long Enough (Atlantic)
11	11	SURFACE/The First Time (Columbia)
12	12	BETTE MIDLER/From A Distance (Atlantic)
13	13	STEVE WOODWARD/One And Only Man (Virgin)
14	14	WILL TO POWER/I'm Not In Love (Epic)
15	15	GEORGE MICHAEL/Freedom '90 (Columbia)
16	16	JON BON JOVI/Miracle (Mercury)
17	17	INXS/Disappear (Atlantic)
18	18	WHITNEY HOUSTON/You're My Baby Tonight (Arista)
19	19	CATHY DENNIS/Just Another Dream (Polydor)
20	20	ROBERT PALMER/You're Amazing (EMI)
21	21	DEBBIE GIBSON/Anything Is Possible (Atlantic)
22	22	BREATHIE/Oops She Love That Man? (A&M)
23	23	BART SIMPSON/Do The Bartman (Geffen)
24	24	POISON/Something To Believe In (Capitol)
25	25	RALPH TRESVANT/Sensitivity (MCA)
26	26	DEE-LITE/Groove Is In The Heart (Elektra)
27	27	WARRAMTA/Saw Red (Columbia)
28	28	ELISA FIORILLO/On The Way Up (Chrysalis)
29	29	UB40/The Way You Do The Things You (Virgin)
30	30	KEITH SWEAT/1 Give All My Love To You (Vintertainment/Elektra)
31	31	AC/DC/Moneytalks (Alco)
32	32	CELINE DION/Where Does My Heart Beat Now? (Epic)
33	33	BAD COMPANY/1 You Needed Somebody (Alco)
34	34	ELTON JOHN/You Gotta Love Someone (MCA)
35	35	DON HENLEY/New York Minute (Geffen)
36	36	STYL/Show Me The Way (A&M)
37	37	DINO/Gentle (Island)
38	38	CINDERELLA/Shelter Me (Mercury)
39	39	C & C MUSIC FACTORY/Gonna Make You Sweat... (Columbia)
40	40	VANILLA ICE/Play That Funky Music (SBK)

MOST ADDED	HOTTEST
CELINE DION (12)	JANET JACKSON (20)
TONY! TONY! TONE! (11)	MADONNA (20)
WHITNEY HOUSTON (8)	STEVE B (21)
DEE-LITE (8)	SURFACE (15)
INXS (8)	C & C MUSIC (11)
TRACE SPENCER (8)	DAMN YANKEE (11)
WARRAMTA (8)	

MOST ADDED	HOTTEST
HALL & OATES (28)	MADONNA (70)
WHITNEY HOUSTON (28)	STEVE B (44)
DEE-LITE (17)	JANET JACKSON (44)
CHRIS ISAAK (17)	DAMN YANKEES (41)
AFTER 7 (16)	BART SIMPSON (38)
	SURFACE (36)

MOST ADDED	HOTTEST
HALL & OATES (44)	MADONNA (48)
2RU (18)	JANET JACKSON (38)
DEE-LITE (14)	DNA (38)
TERLA (14)	DAMN YANKEES (28)
VANILLA ICE (13)	BART SIMPSON (28)

PERFORMING WHERE PLAYED

Artist/Song/Label	Reports	Report %	Conversion %	Top 15 %
STYL/Show Me The Way (A&M)	132	53%	60%	6%
AC/DC/Moneytalks (Alco)	127	51%	77%	7%
CINDERELLA/Shelter Me (Mercury)	121	48%	62%	4%
AFTER 7/Heat Of The Moment (Virgin)	120	48%	59%	11%
CHRIS ISAAK/Wicked Game (Reprise)	120	48%	59%	10%
BAD COMPANY/1 You Needed Somebody (Alco)	113	45%	71%	33%
DINO/Gentle (Island)	111	44%	89%	24%
ELTON JOHN/You Gotta Love Someone (MCA)	98	39%	80%	18%
CHER/The Shop Shop Song/It's In His Kiss (Geffen)	96	38%	81%	9%
IGGY POP w/KATE PIERSON/Candy (Virgin)	93	37%	72%	10%
GEORGE LAMOND & BRISDA K STARR/No Matter What (Columbia)	85	34%	55%	4%
DEPECHE MODE/World In My Eyes (Sire/Reprise)	78	31%	64%	12%
MAXI PRIEST/Just A Little Bit Longer (Charisma)	72	29%	53%	3%
PEBBLES /BABYFACE/Love Makes Things Happen (MCA)	69	28%	57%	18%
BLACK BOX/1 Don't Know Anybody Else (RCA)	67	27%	62%	9%
NOTORIOUS/The Swalk (DGC)	61	20%	61%	3%
TRIXTER/Give It To Me Good (Mechanic/MCA)	46	18%	50%	11%
L.L. COOL J/Around The Way Girl (Def Jam/Columbia)	43	17%	70%	17%
PAUL SIMON/The Obvious Child (WB)	35	14%	66%	4%
CANDYMAN/Melt In Your Mouth (Epic)	31	12%	65%	10%

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

PERFORMING WHERE PLAYED is a weekly listing of those records in New & Active and Significant Action which have a total of 25 or more reports with at least 50% of the airplay converted to chart that have not lost more than 5 stations from the previous week's total airplay. Note: See Parallels for a complete picture of all station activity. New records with large add totals won't show in Performing Where Played until those adds convert to chart numbers.

NEW ARTISTS

Artist/Song/Label	Reports
1 AC/DC/Moneytalks (Alco)	127
2 CHRIS ISAAK/Wicked Game (Reprise)	120
3 IGGY POP w/KATE PIERSON/Candy (Virgin)	93
4 TRACE SPENCER/This House (Capitol)	74
5 HOUSE OF LORDS/Remember My Name (Simmons/RCA)	70
6 2RU/This Is Ponderous (Atlantic)	56
7 URBAN DANCE SQUAD/Deeper Shade Of Soul (Arista)	56
8 OLETA ADAMS/Get Here (Fontana/Mercury)	55
9 NOTORIOUS/Swalk (DGC)	51
10 TRIXTER/Give It To Me Good (Mechanic/MCA)	46

New artists have not yet had a CHR Breaker.



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Produced and Engineered by Ron Nevison
Mixed by Humberto Gatica
Direction: HK Management/
Howard Kaufman,
Peter Schivarelli



"Chasin' The Wind"



TWENTY

The New Single From the forthcoming album Twenty 1



DISCO BREAKERS

C & C MUSIC FACTORY

Gonna Make You Sweat (Everybody Dance Now) (Columbia)
66% of our reporters playing it. Moves: Up 104, Debuts 15, Same 29, Down 0, Adds 16 including Z95, KDWB, KGGI, Y102, WSSX, KKYK, WGRD, 95XIL, WBWB, KG95. See Parallels, moves 27-23.

VANILLA ICE

Play That Funky Music (SBK)

66% of our reporters playing it. Moves: Up 82, Debuts 35, Same 21, Down 0, Adds 27 including PWR99, WZPL, KBEQ, KPLZ, PWR92, WFMF, WDJX, WRQN, KKSS. See Parallels, moves 38-29.

WARRANT

I Saw Red (Columbia)

61% of our reporters playing it. Moves: Up 73, Debuts 23, Same 29, Down 0, Adds 27 including Z100, WEGX, WZPL, KBEQ, Y106, KKRZ, WKEE, KC101, WMEW, KWOD. See Parallels, debuts at number 38.

NEW & ACTIVE

STYX "Show Me The Way" (A&M)
Reports: 123 Moves Up 47, Debuts 28, Same 30, Down 0, Adds 27 including WPHR, KPLZ, WKSE, WMJQ, JET-FM, K96.7, PWR45, WDJX, WNCI 25.19, KISN 31-29, WWSR 37-30, WKEE 19-14, WKRR 34-29, KZ93 17-12, WJMK 21-12.

AC/DC "Moneybags" (A&M)
Reports: 127 Moves Up 73, Debuts 18, Same 26, Down 0, Adds 10, KBEQ, PWR92, WABB, KBFM, WKOD, KSDO, G98, WBXK, WBNO, WSNX, PRO-FM 31.28, JET-FM 24.20, WKRR 33.28, WYCR 26.24, 195.24.12, WZYP 21.11. See Parallels, debuts at number 40 on the CHR chart.

CINDERELLA "Shower Me" (Mercury)
Reports: 121 Moves Up 50, Debuts 21, Same 33, Down 0, Adds 17 including Y95, WHYY, WNNK, Y102, WKRC, WKOB, Y107, KF95, KROD 30.26, PRATE 13.10, WYCR 40-33, WKRR 40-34, WOUT 34-28, KATM 6.03, WHTO 34-28.

CHRIS ISAAK "Wildcat Game" (Reprise)
Reports: 120 Moves Up 50, Debuts 15, Same 21, Down 1, Adds 33 including WKKX, Y100, Y108, KZZP, FLY92, PWR92, Y102, B93, WKOB, KZOU, Z104, KEGJ 21.16, WNCI 31-27, WABE 39-32, WERZ 22-16, WBBO 12-7.

AFTER 7 "Heat Of The Moment" (Virgin)
Reports: 120 Moves Up 36, Debuts 21, Same 30, Down 1, Adds 32 including WKKX, PRO-FM, B97, KISN, WERZ, WNNK, Y102, WZKS, WRVQ, KF95, WWOZ 19.16, PWR92 10.5, WNCI 17-14, KDWB 24-18, WLOL 13.9, Y108 8.4, KIS 15-10. See Parallels, debuts at number 39 on the CHR chart.

BAD COMPANY "I Wanna See Somebody" (A&M)
Reports: 113 Moves Up 59, Debuts 12, Same 27, Down 0, Adds 15 including Y95, WLAN, WKRR, KZZB, WANS, WABB, WIKK, KKYQ, WZPL 22-12, PRATE 16-14, WAAL 20.14, WMJQ 20.16, PWR92 25-19, 93Q 14-10, 195.30.18, WOUT 8.5, WJMK 10.11.

DINO "Swirls" (Island)
Reports: 111 Moves Up 69, Debuts 4, Same 20, Down 8, Adds 4, WSSX, WGTZ, KAY107, WSNX, WBLI 14.8, Y100 31.1, WKBO 31-27, KISN 23-18, WKEE 23-18, WLAN 31-27, WBBO 36-31, WOUT 25-19, WKOD 11.7, KJ103 29-23.

ELTON JOHN "You Gotta Love Someone" (MCA)
Reports: 98 Moves Up 57, Debuts 6, Same 30, Down 0, Adds 3, FLY92, WRVQ, WRQN, WKKX 13-10, WNCI 21-17, KKRZ 25-17, KISN 8.5, WOUT 17.12, WKKX 21.16, WGRD 10.9, WKRR 34-27, KXYO 10.8, KWNZ 34-29, WJMK 24.14, B96 30.24.

CHER "The Shoop Shoop Song (It's In His Kiss)" (Geffen)
Reports: 95 Moves Up 57, Debuts 6, Same 31, Down 1, Adds 1, WSNX, WKRR 12-11, Y100 12-8, FLY92 32-28, WERZ 36-31, WLAN 18.14, WOGN 28.25, WKRR 24-18, WYCR 22-17, G105 24.19, WOUT 38-34, Y107 23-19, K92 20.15, KQMG 23.11, WCIL 30-18.

IGBY POP/WATE PIERSON "Candy" (Virgin)
Reports: 93 Moves Up 44, Debuts 14, Same 25, Down 0, Adds 1, WSSX, WGTZ, KAY107, WSNX, WBLI 14.8, Y100 31.1, WKBO 31-27, KISN 23-18, WKEE 23-18, WLAN 31-27, WBBO 36-31, WOUT 25-19, WKOD 11.7, KJ103 29-23.

GEORGE LAMOND & BRENDA K. STARR "No Matter What" (Columbia)
Reports: 85 Moves Up 36, Debuts 3, Same 36, Down 1, Adds 9, WNNK, WOUT, CKR105, WGRD, FM104, KODN, HOT949, WJMK, WPRR, HOT97 23.20, WPLJ 29.24, B96 26.22, WMJQ 21.18, Y107 33.30, KYRK 21-16.

DON HENLEY "New York Minute" (Geffen)
Reports: 84 Moves Up 55, Debuts 7, Same 21, Down 2, Adds 4, WSSX, WGTZ, KAY107, WSNX, WBLI 14.8, Y100 31.1, WKBO 31-27, KISN 23-18, WKEE 23-18, WLAN 31-27, WBBO 36-31, WOUT 25-19, WKOD 11.7, KJ103 29-23.

DARYL HALL & JOHN OATES "Don't Hold Back Your Love" (Arista)
Reports: 78 Moves Up 0, Debuts 0, Same 0, Down 0, Adds 78 including WKKX, Y100, KZZP, KISN, X100, WMJQ, WOGN, WFKR, WBBO, KZ106, WNNK, Y107, Z104, WNNK, KWOD.

DEPECHE MODE "World In My Eyes" (Sire/Reprise)
Reports: 78 Moves Up 18, Debuts 4, Same 39, Down 2, Adds 1, 95XIL, WKKX 18.14, PWR108 15-12, WNNK 19-16, WKRR 36-30, WYCR 26.21, K96 7.20-12, KZFM 27-18, KBFM 38.34, KYRK 22-17, KZZU 28-23, K5MB 22-18, WYBS 40-35.

TRACIE SPENCER "This House" (Capitol)
Reports: 74 Moves Up 15, Debuts 9, Same 27, Down 0, Adds 23 including PRO-FM, WNNZ, KSAQ, HOT102, Y108, KOY-FM, HOT95, WDJX, KBFM, G98, B93 33-27, KZFM 33-27, B95-34-28, KKKR 33-27.

MAXI PRIEST "Just A Little Bit Longer" (Chrysalis)
Reports: 72 Moves Up 4, Debuts 0, Same 20, Down 0, Adds 14 including FLY92, X100, WBBO, WSSX, KZZU, KISN, WHYY, KXII, KMTT, WNCI 18.15, FLY92 36.23, WKEE 32-21, KZFM 31-24, KKKR 33-28, B95 38.34, WPRR 24.19.

HOUSE OF LORDS "Remember My Name" (Simmons/ACA)
Reports: 70 Moves Up 8, Debuts 12, Same 32, Down 0, Adds 18 including X100, WWSR, JET-FM, WOGN, WPST, KX106, WHYY, Y107, KAKS, WTKR, WKRR 38.32, KZ106 23-18, WHTO 39-32, WJMK 39-35, KNIN 10.

PEBBLES/ABBYFACE "Love Makes Things Happen" (MCA)
Reports: 69 Moves Up 26, Debuts 1, Same 20, Down 0, Adds 14 including FLY92, WWSR, B93, WCGO, KPRR, WKZL, KOIZ, KQMG, WPGC 17.14, K5104 9.8, Y108 16.10, KOY-FM 10.9, KZFM 26-19, Y107 27-22, KNOE 34.28.

BLACK BOX "I Don't Know Anybody Else" (RCA)
Reports: 67 Moves Up 18, Debuts 13, Same 26, Down 0, Adds 10, WPLJ, PWR96, KRFM, PWR106, HOT977, WKEE, KTLX, KJ103, G98, K5MB, WKKX 11.7, HOT97 12-10, Y107 34-27, WPRR 30-24, KFBO 36-30.

M.C. HAMMER "Here Comes The Hammer" (Capitol)
Reports: 64 Moves Up 4, Debuts 10, Same 21, Down 2, Adds 23 including WPGC, PWR99, PWR96, KTFM, WRICK, G105, HOT95, Y107, KXKR, KAY107, PWR93 37.34, CK105 36-32.

JUDE COLE "Heesa Full Of Reasons" (Reprise)
Reports: 59 Moves Up 31, Debuts 7, Same 20, Down 1, Adds 0, including PWR99 19-13, WLAN 26.23, WKRR 25-21, WOUT 40.36, WZOK 21.16, KF95 37.33, KXYO 11.9, KZZU 31-29, WJMK 26-20, KZ10 30-26, WTBX 24-20, KKH 24-21.

ZOU "This Is Powdered" (Atlantic)
Reports: 58 Moves Up 10, Debuts 11, Same 10, Down 0, Adds 25 including KSAQ, WWSR, WERZ, WNNK, WSPK, 195, WGO, WTKF, 95XIK, YES97, PWR104 21-12, KISN 19.8, KBFM 36.30, WZOK 33-24, KRQ 28-23, KMOK 26-19, 195.30.18, 11.7.

SLAUGHTER "Spent My Life" (Chrysalis)
Reports: 56 Moves Up 8, Debuts 10, Same 29, Down 0, Adds 13, WABE, WWSR, WKRR, WKZL, WPRR, WFKX, KMCK, KZ10, KRFM, KGOI, KXPR, K185, Z95.27.19, WBBO 35.28, KATM 26-21.

URBAN DANCE SQUAD "Deeper Shade Of Soul" (Arista)
Reports: 56 Moves Up 14, Debuts 8, Same 24, Down 0, Adds 10, WPLJ, PWR104, FM102, WAAL, WPST, KRQ, WKZ, WJMK, WBSB, WDBR, PWR99 32.28, KZZB 36.30, WABE 25.17, KBFM 26-21, Y107 29-24.

OLETA ADAMS "Get Here" (Fontana/Mercury)
Reports: 55 Moves Up 12, Debuts 13, Same 19, Down 0, Adds 11, WKBO, TIC-FM, WOGN, 195, WAPE, K92, WZOK, KKRQ, KYRK, WQID, KZ11, WZOU 24-16, Y100 20-16, WKKX 28.25, G98 24-20.

MOST ADDED

- HALL & OATES (78)
- DEEE-LITE (37)
- WHITNEY HOUSTON (37)
- CHRIS ISAAK (33)
- AFTER 7 (32)
- CELINE DION (30)
- TIMMY T. (29)
- STYX (27)
- VANILLA ICE (27)
- WARRANT (27)

HOTTEST

- MADONNA (148)
- JANET JACKSON (112)
- STEVE B (91)
- DANN YANKEE (81)
- SURFACE (75)
- BART SIMPSON (73)
- DNA (71)
- RALPH TREVANT (45)
- NELSON (44)
- WILSON PHILLIPS (37)

NOTORIOUS "The Swah" (DGC)
Reports: 51 Moves: Up 23, Debuts 6, Same 21, Down 1, Adds 0 including KMYZ 16.9, KATM 22-18, KZZU 36.33, KMYZ 31-29, YES97 37.33, KISN 31-25, WKFR 32-27, KFBO 37-34, KFTZ 36.33.

TELA "Slaps" (Sofusa)
Reports: 50 Moves: Up 5, Debuts 5, Same 17, Down 0, Adds 23 including WERZ, 999KH, WPST, WBBO, KZ106, WRVQ, WGTZ, WJMK, Q104, KIXY, WDBR, WAEB 40-33, WYCR 30-25, KATM 23.15, FM104 18.14.

SIGNIFICANT ACTION

TRIXTER "Give N To Me Good" (Mechanic/MCA)
Reports: 46 Moves: Up 18, Debuts 2, Same 24, Down 1, Adds 1, SLY98, PRATE 10.8, 999KH 38.35, WPST 18.15, WZYP 39.34, WIKX 35-30, KATM 17-13, KZ10 20.17, Q104 17.7, KYY3 36.29, KFMW 34.31, ZFJN 30.27.

TIMMY T. "One More Try" (Usoly)
Reports: 45 Moves: Up 14, Debuts 2, Same 0, Down 0, Adds 29 including WZOU, KOY-FM, KKBO, PWR104, B97, KSAQ, WHYY, HOT102, K5104, KGGI, FM102, TIC-FM, CK105, PWR99 26-20, Q105 15-11, PRO-FM 24.19, B95 13.9, KLUC 10.2.

L.L. COOL J "Around The Way (But Not From Columbia)"
Reports: 43 Moves: Up 18, Debuts 7, Same 14, Down 0, Adds 4, WNNZ, HOT102, WAEB, WAAL, WKKX 21-15, WPGC 19-9, WLOL 24-20, KIS 26-20, PWR106 26.21, KFRF 18.15, KOY-FM 23.17, FM102 14.9, TIC-FM 32-28, WSPK 31.27.

DEEE-LITE "Power Of Love" (Elektra)
Reports: 42 Moves: Up 1, Debuts 1, Same 3, Down 0, Adds 37 including WKKX, HOT197, B97, KSAQ, WPHR, HOT977, WOGN, WBBO, KZFM, Y107, Z99, PWR96 0-34, PWR108 34.31.

CONCRETE BLONDE "Caroline" (IRS)
Reports: 41 Moves: Up 9, Debuts 5, Same 13, Down 0, Adds 14 including WKKX, WBBO, WKOB, KAKS, B98, KIXY, KG95, KFMW, OK95, WAEB 38-30, CK105 40-36, WPRR 25-20, YES97 33-28, KNIN 32.26.

GUY'S NEXT DOOR "I've Been Waiting For You" (SBK)
Reports: 40 Moves: Up 8, Debuts 7, Same 18, Down 0, Adds 9, PWR104, Q106, X100, WAEB, WBBO, WAPE, KBFM, HOT949, WZKX, WZPL 24.19, KZFM 35-29, KIKX 35-29, WJAD 14-8.

GUN "Close To Me" (Elektra)
Reports: 37 Moves: Up 3, Debuts 5, Same 18, Down 0, Adds 11, WLAN, WZYP, WRQN, KLUC, Q104, KNOE, KWTK, KMT, ZFJN, Y97, OK95, KSAQ 0-39, 999KH 37-32, KTLX 0-38, KFMW 40-34.

CHARLATANS U.K. "The Only One I Know" (Beggars Banquet/RCA)
Reports: 37 Moves: Up 9, Debuts 2, Same 1, Down 0, Adds 1, Y97, WKKX 0-35, 999KH 40-37, KZFM 39-35, HOT949 27-24, KZZU 39-36, WJMK 0-40, KSR 39-34.

PAUL SIMON "The Obvious Child" (WB)
Reports: 35 Moves: Up 17, Debuts 3, Same 14, Down 1, Adds 0 including KISN 30-28, WERZ 37-34, WPST 27-23, WIKX 12-6, KXYO 23-19, HOT949 24-21, KZZU 29.25, G98 29.25, 99K 39.35, KFBO 27-23, KMOK 40-37.

CANDYMAN "Meat In Your Mouth" (Epic)
Reports: 31 Moves: Up 11, Debuts 5, Same 9, Down 0, Adds 6, KZZB, Y107, KXKR, KODN, KQZ, WBXK, PWR93 21-19, PWR108 30-27, KFRF 13-11, HOT97 11.9, B95 26.22, B96 26.25, KAKS 39-39.

TRWCA LEIGH FISHER "Let's Make The Time" (A&M)
Reports: 27 Moves: Up 3, Debuts 2, Same 15, Down 0, Adds 7, HOT97, WWSR, 999KH, KIX106, Y107, CK105, WBNO, PRO-FM 0-34, WERZ 40-37, WPRR 35-30.

SARA HICKMAN "I Couldn't Help Myself" (Elektra)
Reports: 28 Moves: Up 3, Debuts 0, Same 15, Down 0, Adds 8, WAEB, WERZ, KZZB, WFKF, G98, KNOE, KZ10, KFFM, WLAN 29-25, KTLX 35-31, KZ10 34-24.

BELL BIV DEVOTE "When Will I See You Smile Again" (MCA)
Reports: 25 Moves: Up 2, Debuts 4, Same 4, Down 0, Adds 0 including KTFM, WLOL, K5104, WERZ, TIC-FM, WOGN, KLUC, KYRK, KAKS, KIFR 23.17, KOY-FM 0-29.

TEVIN CAMPBELL "Round And Round" (Patsy Park/WB)
Reports: 24 Moves: Up 15, Debuts 0, Same 3, Down 0, Adds 6, WNNZ, Q106, Y107, KWOD, KAKS, KFBO, WKKX 28-25, KTFM 28-24, WLOL 21.15, K5104 29-25, PWR106 18-13, KPRR 25-20, B95 35-29, KODN 22-15, WFKT 10-7.

GUY "I Wanna Get With You" (MCA)
Reports: 18 Moves: Up 10, Debuts 1, Same 5, Down 0, Adds 3, WLOL, KPRR, KODN, KTFM 24-21, KIS 18.15, PWR106 13-9, KFRF 7.4, KOY-FM 10.8, FM102 0-7, Q106 19.15, KCAO 29-26, WQXA 20.16.

EN VOGUE "You Don't Have To Worry" (Atlantic)
Reports: 18 Moves: Up 8, Debuts 2, Same 7, Down 0, Adds 2, KTFM, HOT977, HOT97 30.26, PWR106 32-29, KZFM 36-32, B95 31-26, KODN 0-29.

TARA KEOP "Hold Your Tight" (Giant/WB)
Reports: 18 Moves: Up 2, Debuts 2, Same 6, Down 0, Adds 8, WPGC, PWR93, WHYY, KFRF, KOY-FM, 999KH, KZFM, KKKX, WKKX 0-32, HOT97 37.34, FM102 10-8.

MARRIAN CAREY "Someday" (Columbia)
Reports: 18 Moves: Up 6, Debuts 3, Same 2, Down 0, Adds 7, WNNZ, WNNZ, KFRF, K92, B95, FM104, KWNZ, PWR104 0-25, WKBO 36.24, KIS 25-22, WNKR 40-26, WZKS 28-25, WNSW 0-26.

KNO SPEEDWAGON "Hall Way" (Epic)
Reports: 18 Moves: Up 10, Debuts 1, Same 5, Down 0, Adds 6, KISN, X100, 999KH, WKZL, WOMP, KAKS, YES97, WJMK, R92, KLVV, WKFR, WAZY, KFMW, KTRF, KFTZ, KZ10.

ATOZZI "Calling Out Your Name" (EMI)
Reports: 14 Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 0 including WBBO on-air, WFMF on-air, KZZB on-air, KZFM on-air, CK105 on-air, KYRK on-air, KAKS on-air, KNOE on-air, WYBS on-air.

PAT & BUCK "Use N Up, Wear N Out" (Chrysalis)
Reports: 14 Moves: Up 7, Debuts 1, Same 5, Down 1, Adds 0 including WKKX 11.1, PWR99 7.4, TIC-FM 15-8, WKKX 18.17, WDJX 11.8, XL1067 33-30, WKZL 19.5, WGTZ 0-28.

PARTY "I Found Love" (Hollywood)
Reports: 13 Moves: Up 4, Debuts 0, Same 5, Down 0, Adds 4, PWR99, WNNZ, WHYY, KGGI, WMJQ 18.14, KIKX 8.5, KMOK 25-22.

TKA W/ARCHELLE VIBAGE "Crash" (Tommy Boy/WB)
Reports: 13 Moves: Up 5, Debuts 0, Same 7, Down 1, Adds 0 including HOT97 5.5, PWR106 33-30, KZFM 28.21, 194.25.22, KODN 27-20.

P.C. QUEST "After The Summer's Gone" (Giant/Reprise)
Reports: 13 Moves: Up 5, Debuts 0, Same 7, Down 1, Adds 0 including WPLJ on-air, WPGC 30-28, KFRF 20.16, KOY-FM 17.10, KJ103 16.14, B95 27-24.

YOUNG M.C. "Pick Up The Pace" (Delicious Vinyl/Island)
Reports: 12 Moves: Up 2, Debuts 2, Same 1, Down 0, Adds 7, WNNZ, K5104, Y107, KXKR, KKKX, KXKK, KYRK, B96 23-15, WL01-0-32, HOT977 22-18, KZFM 0-38.

NATASHA'S BROTHER "Always Come Back To You" (Atlantic)
Reports: 12 Moves: Up 2, Debuts 2, Same 2, Down 0, Adds 6, KISN, K96.7, WCGO, WQID, WLN, KNIN, 99WAYS 28-25, KTLX 0-35, KCAO 40-37, KZ10 0-31.


SWEET SENSATION "Use Good Man" (A&M)
Reports: 10 Moves: Up 0, Debuts 3, Same 3, Down 0, Adds 3, WNNK, WFMF, KBFM, HOT97 34.31, PWR106 on-air, HOT977 0-35, Z104 0-35, WJAD 4-34.

Virgin

E. CURTIS JOHNSON, PD, KRZR/FRESNO: "Candy" has been #1 phones for three weeks in a row and reaches Number One on our playlist this week. It's a smash!"

JOHN CLAY, OM, Q105/TAMPA: "Our Number One Most Requested adult female record is IGGY POP's 'Candy.' It's Top Ten with adult males as well and is unquestionably a real hit."

17 WEEKS!



Approaching A Quarter-Million in Sales!

AOR Track 38

IGGY & KATE LIVE on Arsenio Hall - January 8th!

IGGY POP with Kate Pierson



AND MORE!
 ZFUN 24-18
 KFMW 8-5
 KNIN 22-19
 KIXY 18-15
 YES97 10-7
 HOT949 19
 KATM 15-11 HOT
 WKZL 21-18
 K106 17
 WAAL 22-17 HOT
 X100 29
 Q106 13-11 HOT
 KZZP 21

CHR NEW & ACTIVE 93/10
 WXKS 20-17
 PWR99 25
 PWR104 25-22
 WNVZ
 KSAQ 26
 Q105 17-14
 WPHR deb 25
 WHYT add
 HOT102
 KDWB deb 26
 WKBO 23-19
 PIRATE 12

"CANDY" IS A HIT
How Sweet It Is!

