

I N S I D E:

SALES PREP FOR THE COMING DECADE

Whether we're headed for the Gray '90s in our aging society, or a new ecologically-sound utopia, one thing's for sure: selling radio will be a brand-new ballgame. **Chris Beck** takes a close look at the immediate future's changing ground rules and most promising sales opportunities.

Page 28

MORE REVENUE FROM QUALITATIVE RESEARCH

Tom Birch provides an easy-to-use (and adapt) guide to practical qualitative research, adding simple suggestions on how to maximize pinpoint psychographic data to make more money for your station.

Page 62

FCC & CONGRESS: HOW THEY'LL SHAPE YOUR FUTURE

Congress and the FCC seem constantly at odds, but those bouts are the preliminaries for some of the most important regulatory decisions in years. Seven experienced DC observers home in on the issues that will determine broadcasters' business existence in the '90s.

Page 16

HOW YOU CAN BUY YOUR OWN RADIO STATION

Broadcast law experts **Erwin Krasnow** and **Gene Schleppebach** cover all the legal bases you need to know in making your first station acquisition, and explain a number of ways you can raise the necessary capital.

Page 22

STAYING ONE STEP AHEAD OF THE COMPETITION

If you can anticipate the moves your competitors will make, you'll have a huge head start on winning. **Jeff Pollack** explains the benefits of long-range strategy and responding to a projected series of opponents' moves, rather than reacting to just one play.

Page 56

WINTER ARBITRONS: THE NEXT GENERATION

Arbitron 12+ figures for 23 top markets this week — the complete breakdown for San Francisco, Washington, Philadelphia, Miami, and most other key markets.

Page 58

Newsstand Price \$5.00



DeCastro Upped To Evergreen Exec. VP

Wert WLUP VP/GM, Solk VP/Station Manager As deCastro Heads For KFAC

As R&R went to press, Evergreen Media was preparing to announce several top-level management changes. WLUP-AM & FM/Chicago VP/GM **Jim deCastro** is being upped to Exec. VP and will relocate to Los Angeles, where he's expected to assume GM duties at KFAC following Evergreen's takeover of the Classical outlet from Classical Communications. Succeeding deCastro is WLS-TV/



Jim deCastro **Greg Solk**
Chicago LSM **Larry Wert**. **Greg Solk**, OM of the Chicago combo, is being promoted to VP/Station Manager.
deCASTRO/See Page 55

Group W: \$385 Million Megadeal

Buys Legacy, Metropolitan; Sillerman Gets Equity, Board Seat In Historic Pact

Group W Radio has agreed to buy ten radio stations from companies headed by New York communications tycoon **Robert F.X. Sillerman** for approximately \$385 million, in a deal that would create the second-largest US radio company.



Robert F.X. Sillerman erage from about 29% to about 35% of the nation's population. Stations being acquired are WNEW-FM/New York, KTWV/Los Angeles, WMMR/Philadelphia, WLLZ/Detroit, WCPT & WEXR/Washington, KILT-AM & FM/Houston, and KDWB-AM & FM/Minneapolis-St. Paul.

"We will have a company that will take us into the next century, that will be so far out in



Dick Harris front of everybody that it will be the model for our industry," said Group W Radio Chairman **Dick Harris**.

Sillerman said negotiations began about two months ago, after he approached Group W with an offer to buy its stations. **Bill Steding** of Americom Radio Brokers represented Group W and brokered the deal.

"Obviously the key motiva-

tion of this transaction is the continued growth of our radio asset," said Sillerman. "The combination of the Westinghouse group and people with our stations and people makes the whole greater than the sum of its parts."

Sillerman Debt Payments Big Motivator

The tricky finances of Metropolitan and Legacy were another motivating factor, admitted Sillerman. Metropolitan has been plagued by an overleveraged debt structure since 1986, when **Metromedia Radio**

GROUP W/See Page 53

EXCLUSIVE

Hirsch Interviewed

Legacy's Carl Hirsch answers the questions the industry is asking:

- Did Sillerman sell out from under him?
- Was the debt load too heavy?

Page 53

The purchase of the Metropolitan and Legacy Broadcasting chains will create an empire valued at almost \$800 million. It will give Group W stations in nine of the top ten markets, excluding San Francisco, and expand the company's radio cov-

HEADS PROMOTION

Glass Tapped As SBK Sr.VP



Daniel Glass Former **Chrysalis Records** VP/Promotion **Daniel Glass** has formally taken on the Sr. VP/Promotion post at two-month-old **SBK Records**, a division of **EMI Music Worldwide**.

GLASS/See Page 55

Benson Exec. VP At Burkhart/Douglas

Atlanta-based **Benson Communications** President **Don Benson** has joined his operation with **Burkhart/Douglas & Associates** in a multi-year deal, and has been named Exec. VP/Operations of B/D&A. He begins his new duties May 1.

B/D&A President **Dwight Douglas** told R&R, "This is the age where you look to combined brainpower as a means of staying ahead of the competition,

and this is a situation where we both come out winners. I've known Don and his work for many years. We've competed against him, worked for him, and now we have an opportunity to team with him in a strong broadcasting partnership. Don's clients will maintain their fruitful relationship with him, while adding the benefits of our products and services."

BENSON/See Page 55



Kent Burkhart, Don Benson, and Dwight Douglas

Brodie Now KTWV PD



Chris Brodie **KTWV (The Wave)**/Los Angeles Asst. PD/MD **Christine Brodie** has been elevated to PD. She succeeds **John Sebastian**, who left to pursue management and radio station ownership in March.

KTWV VP/GM Allan Chlo-witz commented, "Chris has played an outstanding role in helping build the Wave into one of the top-rated 25-54 stations in the market. We are delighted that the station will continue to benefit from her unique knowledge of the music and programming expertise, as well as the special relationships she has developed with the artists and labels we regularly feature."

BRODIE/See Page 55

NAB SPECIAL '89

Begins Page 16

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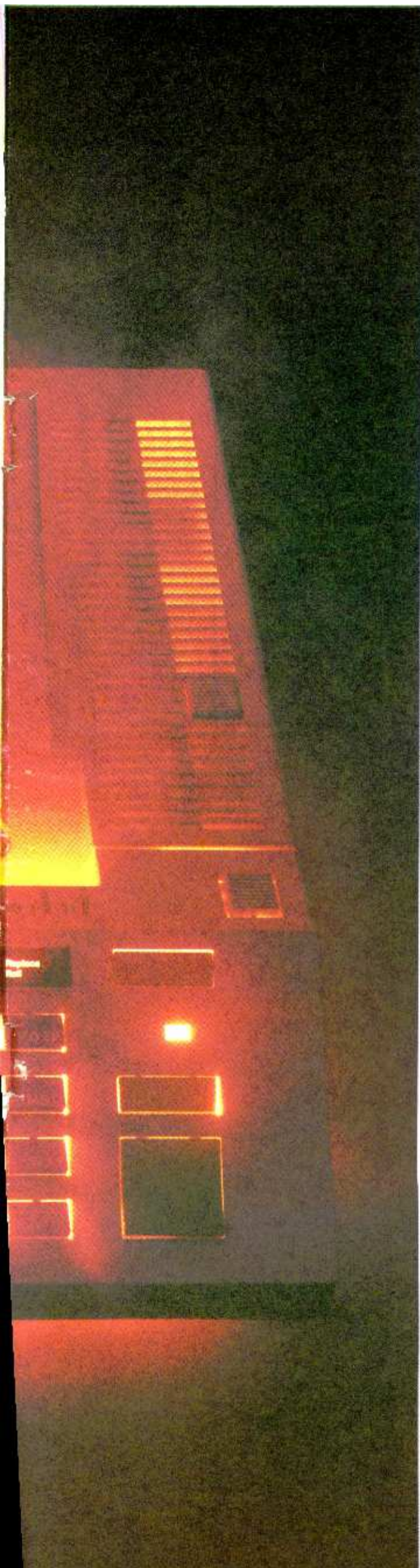
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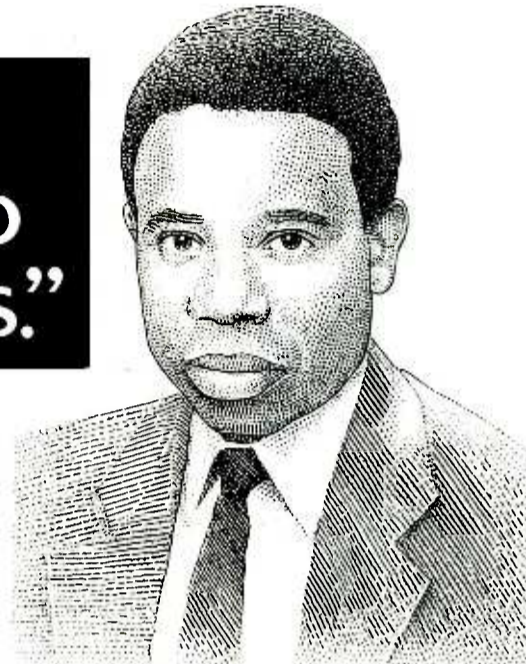
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APRIL 28, 1989

Johnson, Spann Head Reprise Black Promotion



(l-r) Hank Spann, Ernie Singleton, Michael Johnson

Reprise Records will field its own national and regional black music promotion staff, to be headed by VP/Promotion Michael Johnson and Co-National Director/Promotion Hank Spann. Regional promotion reps for the new department will be located in eight regions of the country.

Warner/Reprise Sr. VP/Black Music Promotion Ernie Singleton commented, "We intend to take a

leading role in black music in the '90s. We intend to make Reprise an awesome force in the field, and the creation of a dedicated promotion staff is the first step in that direction.

"Michael Johnson, with his extensive artist relations, promotion, and marketing experience, and Hank Spann, with a multi-faceted portfolio in radio, promotion, and personnel management, are ideally qualified to strategize and fulfill these goals," he added.

Johnson, who joins Reprise after two years as VP/Promotion & Marketing for Wing Records, said, "Warner/Reprise is the paradise of promotion and, personally, it's great to be back among old friends." Johnson previously was National Promotion Director at REPRIS/See Page 55

PERUN EXITS

Amadeo PD At Y100



Frank Amadeo

Following the resignation (4/24) of Metroplex VP/Programming and WHYI (Y100)/Miami PD Steve Perun, Asst. PD and nine-year station vet Frank Amadeo has been elevated to PD. There are no plans to fill Perun's corporate position.

Metroplex Exec. VP and Y100 President/GM David Ross told R&R, "Steve leaves us and the company with our best wishes. He has wanted to do other things, such as expand his consultancy.

"A few months ago when it looked like Steve was being wooed by some other situations, Frank told me he wanted a shot at the job the next time around, so he became the primary candidate this time for the AMADEO/See Page 55

WCAU Goes Fulltime Talk

After years of fighting a losing battle with Group W's all-News KYW, CBS has converted News/Talk WCAU/Philadelphia to all-Talk.

"It was difficult to compete in a market this size when we were not focused in our marketing direction," noted WCAU VP/GM Chris Witting. "Research indicated that listeners considered us a Talk station, so we officially became what our listeners describe us as: 'Talkradio 1210.'"

Witting said the station's morn- WCAU/See Page 55



Ray Gmeiner

Gmeiner Now Elektra's Album VP

Nine-year Elektra veteran Ray Gmeiner has been elevated to VP/Album Promotion.

Elektra Sr. VP/Promotion Brad Hunt commented, "I gave Ray his first job in promotion at MCA in 1970, so I've had ten years to appraise him and be amazed by his abilities. Ray's promotion to VP is sure to translate into even greater album radio success for a wide range of Elektra artists."

Gmeiner joined the label doing local promotion in Denver. He relocated to L.A. in 1983 to handle expanded regional duties, and was named to Director/Album Promotion in 1987. He handled local promotion for MCA in Denver prior to that.

Tashjian Hit With 168 Payola Counts

Attorney Calls Government 'Vindictive'

Two months after plea-bargain arrangements between the US Government and independent record promoter Ralph Tashjian and his wife Valerie were rejected by a Federal Judge, prosecutors have convinced a federal grand jury to return a revised indictment against Ralph Tashjian specifying 168 counts of payola.

The Tashjians were originally indicted in February '88 after a lengthy Justice Department investigation. Ralph was accused of payola and obstruction of justice, and both Tashjians were charged with tax evasion.

US District Judge Pamela Rymmer threw out the payola charges in February of this year, ruling they were not specific enough for Tashjian to defend himself against. She then rejected their plea bargain arrangements when she suspected Valerie was being coerced to plead guilty in order to save her husband from being charged with more serious crimes. She ordered Valerie Tashjian to trial May 23.

The new indictment, which supersedes the old ones, specifies the dates, artists, and recording labels that Tashjian purportedly pro-

TASHJIAN/See Page 55

BRANNAN PD

SMN, KNIX Launch Traditional Country Format

The Satellite Music Network and KNIX/Phoenix are joining forces to launch a new Country format. Set to air September 1, the music will have a more traditional skew than SMN's present satellite-delivered Country format, which currently airs on 260 stations.

KNIX's involvement comes under the banner of the Buck Owens Production Co. KNIX owner Owens commented, "I'm happy and pleased to be a part of the development of a new radio format that will bring quality entertainment to country music lovers."

KNIX (AM) will be the local affiliate and, as flagship, will act as product supplier with SMN as the distributor. National sales will be

handled by the ABC Network, which handles all of SMN's national sales.

Outgrows 'One Size Fits All'

Explaining SMN's decision to add another Country service, SMN VP/Programming Robert Hall told R&R, "Country is the most-programmed format in radio and, with a couple of exceptions, hasn't fragmented like other formats. In the last couple of years it has begun to outgrow the 'one size fits all' format, and more and more of our customers have asked for another Country format.

"In terms of credibility and quality, who better to do this with than SMN & KNIX/See Page 55

NOW IN R&R: CMJ ALBUM CHART

Starting this week, our World Music page will include the Top 20 albums, plus ten top upward movers, from CMJ New Music Report's biweekly "Radio Top 100" LP chart. Page 66

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URBAN CHARTS	BACK PAGE
NEW ROCK, NAC,	
CONTEMPORARY JAZZ HIGHLIGHTS	BACK PAGE

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Charlie Strickland



Roy Simpson

SMN Resets Affiliate Sales Execs Bruton To L.A. Inc.; Strickland, Simpson Upped

Satellite Music Network has promoted GSM Charlie Strickland to VP/Affiliate Sales. He replaces Robert Bruton, who will head the joint SMN-Lee Abrams venture L.A. Inc. SMN Sales Manager Roy Simpson succeeds Strickland as GSM.

L.A. Inc. will initially include a merchandising division to provide stations with collateral materials such as T-shirts and mugs. It also plans concerts and special record albums.

Bruton joined SMN as a sales rep at the company's inception in 1981. He was promoted to his most-recent position in 1985.

Regarding Strickland, SMN Chairman John Tyler remarked, "I've worked with Charlie in various capacities for over 15 years. He is a dynamic leader, a good businessman, and a loyal associate."

Strickland joined SMN in 1985 as GSM. He was previously GM at KATT/Oklahoma City, GSM at KTXQ/Dallas and Crosstown KLIF, and GSM at WXIA-TV/Atlanta.

"We are aggressively marketing our services as we target 2000 affiliates in our network," said Strickland. "SMN has a superb product, good resources, and a talented staff to continue being a dominant force in our industry."

Simpson joined SMN in 1984 as Southeast Regional Sales Manager and was promoted to Sales Manager last year.

"Before going into management, Roy was our number one producer," said Strickland. "His expertise and management skills gained through station ownership are invaluable in managing a sales team."

Virgin Ups Swindel To Sr. VP



Jim Swindel

Virgin Records has upped VP/Sales Jim Swindel to Sr. VP/Sales & Marketing, based at the label's Los Angeles headquarters.

Virgin Co-Managing Director Jeff Ayeroff commented, "Jim's contributions to the growth of Virgin have been invaluable. In the last month we have had two albums in the top ten, and this success can be greatly attributed to his skills. He's a wonderful asset to the company, and a great friend."

Swindel joined Virgin in 1987 from Island Records, where he was VP/Marketing. He previously worked in sales at A&M.

SCONNIX FIRST CLIENT

Pahigian Launches AM Consultancy

Sconnix VP/Director of Operations Cary Pahigian has started his own consultancy, Cary Pahigian, Inc. The new venture will deal exclusively with AM radio stations.

Pahigian told R&R, "I'd gotten lots of calls from AM stations for advice, and I started thinking there was a real need for this service. There's no real AM specialist. Having the background of station management, I can bring some marketing, sales, promotion, programming, and cost control things to the table."

"I'm working out of WHDH/Boston for Sconnix in the area of operations as a consultant," he continued. "This gives me the flexibility to take on a select client list. I'll target Full-Service, Talk, News, whatever. I'm hopeful that people will look at me as someone with some fresh ideas for AM, both on and off the air."

Pahigian joined Sconnix in 1987 and has programmed WBZ/Boston and WIP/Philadelphia.

Church PD At KAMJ



Sam Church

WKXI & WTYX/Jackson, MS GM Sam Church has returned to Phoenix to program EZ Communications AC KAMJ. He succeeds Dave Allen, who has left the former Format 41 station.

Church previously programmed Phoenix ACs KESZ (one year) and KKLT (three-and-a-half years), as well as WFOX/Gainesville (Atlanta) and EZ's WEZS/Richmond (now WMXB). He told R&R, "I've worked with EZ before and am real happy to be back with the company. The station has a very contemporary sound; it's an uptempo AC, positioned between (CHR) KZZP and KKLT. KZZP has some adult listeners who might prefer a more adult uptempo presentation, and KKLT ends up getting some of those people who leave KZZP by default. We're in the middle and, to a certain extent, up against KESZ. I suppose the two of us are after the same target, but in a different manner."

"The battle's pretty thick here and has been for a long time. There are a lot of radio stations here, but few of them are top-of-mind. We feel we have to be the top-of-mind AC to win."

KAMJ ranked 14th 12+ in both the winter Birch (2.0) and fall Arbitron (2.8).

Mellini Business Radio Network President/CEO

Lou Mellini, who previously consulted 14 Bahakel Communications stations and was VP/GM at the company's KILO/Colorado Springs for nine years, has joined the Business Radio Network as President/CEO. He succeeds Dave Rose, who assumes Exec. VP/Programming duties.

Mellini commented, "I feel that BRN is at the cutting edge of where AM radio is going to be in the 21st century."

Mellini's background includes three years as VP/East Coast Operations at ABC Records and six years at Mattel, Inc., where he started as a sales rep and eventually became GM of Mattel/Canada.

KEZY
Anaheim, CA

KSSN
Little Rock, AR

WYNK
Baton Rouge, LA

WUPE
Pittsfield, MA

WERZ
Portsmouth, NH

WXLC
Waukegan, IL

KCYT
San Antonio, TX

WYYY
Syracuse, NY

WNUA
Chicago, IL

KROY
Sacramento, CA

WDSD
Dover, DE

WKPE
Cape Cod, MA

KKDJ
Fresno, CA

KOWN
San Diego, CA

KRLB
Lubbock, TX

WZZO
Allentown, PA

KMPZ
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WRKA
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KDKS
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NEXT STOP: SUPREME COURT?

Appeals Court Upholds Comparative Renewal Preference For Minorities

A federal appeals court panel last week set the stage for a possible Supreme Court showdown on the constitutionality of the FCC's minority ownership programs by upholding the Commission's practice of giving minority applicants preference in comparative licensing proceedings. The 2-1 split decision in the case of *Winter Park Communications v. FCC* comes less than a month after a separate panel of the same court turned thumbs down on the FCC's minority distress sale policy.

"The way things look right now, this case will be decided by the Supreme Court," said Winter Park Communications attorney **John Milden**. "Whenever you have a 28-page dissenting opinion, it's an open invitation to an appeal. The only question is how do we get it there — directly, or via a rehearing before the full appeals court?"

The Winter Park case stems from the FCC's 1983 grant of an Orlando, Florida UHF license to **Rainbow Communications**. The grant was based, in part, on Rainbow's status as a Hispanic-owned group. Winter Park Communications' appeal of that decision led to last Friday's decision by the three-judge panel of the US Court of Appeals for the District of Columbia.

Judges **Harry Edwards** and **Daniel Friedman**, who formed the 2-1 majority in the Winter Park decision, based their approval of the minority preference on the court's 1982 **West Michigan Broadcasting Co.** decision. In that case, the FCC's use of such "minority enhancements" as "but one factor" in a process designed to foster diversity was found to "easily pass constitutional muster" because it did not bar non-minorities from competing for licenses and was a congressionally mandated remedy for inequities stemming from past discrimination.

'Remedial' Defense Challenged

However, in his lengthy Winter Park dissent, Judge **Stephen Wil-**

liams challenged both the "remedial" defense of preferences as well as the FCC's contention that preferences are constitutional because they foster program diversity. According to Williams's reading of the record, neither the FCC nor Congress has ever contended that the policy was designed to remedy past discrimination. Williams said a "non-remedial" rationale, such as fostering program diversity, is unacceptable in light of the Supreme Court's recent *City of Richmond v. J. A. Croson Co.* decision, in which the justices said race-based decision criteria must pass "strict scrutiny" of their purposes and must not be based on "racial stereotyping."

In late March a different court of appeals panel, ruling in the case of *Shurberg Broadcasting v. FCC*, found that the Commission's minority distress sale policy unconstitutional because the policy is not "narrowly tailored to remedy past discrimination or promote program diversity."

Continued on Page 9



DC REPORT
PAT CLAWSON

Group W Deal Causes Stevens Flap

Behind the scenes of the big **Group W/Sillerman** deal, broker **Gary Stevens** triggered some confusion last week when he tipped off the trade press a couple of hours before the official announcement and proudly staked his claim as an "adviser" to Sillerman.

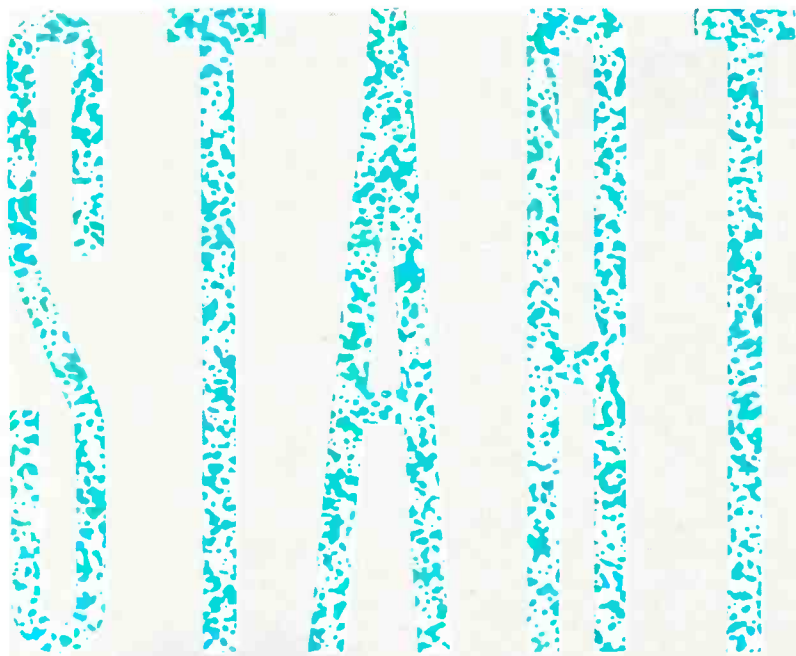
We're always happy to give brokers credit where it's due, but in this case we were a little puzzled. Sillerman told us Stevens played "a very minor part" — very late in the game — when he gave some phone "valuations" on the Legacy stations. Group W Radio Chairman **Dick Harris** says **Americom's Bill Steding** brokered the deal, but Stevens's involvement is news to him. Harris denies ever talking to Stevens about the deal — period.

The bottom line is that everyone wants a piece of a big Wall Street deal, even if it's only small piece — like some bragging rights.

Sillerman Raising More Bucks For More Deals

Even though **Bob Sillerman** is selling his **Legacy/Metropolitan** stations to Group W, don't look for him to leave radio anytime soon.

Paine Webber is now approaching investors on his behalf with a private placement to raise \$100 million for a new acquisition vehicle, **Sillerman Communications Partners**. Proceeds from the blind pool offering would be used to buy a variety of media properties, including radio and TV stations and publications.



SPECIALS

Lookout for these upcoming specials:

The Eagles: Together and Solo May 19-21

The British Invasion Series May 26-29

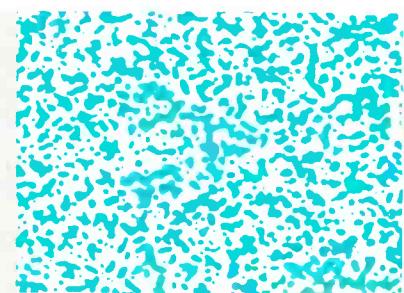
The Judds Story May 26-29

Rockin'at the Movies May 26-29

The TNT Silver Anniversary Special May 26-29

Tribute May 26-29

Solid Gold Summer Hits May 26-29



DICK CLARK'S Rock Roll & Remember

5-7 Carly Simon

12-14 George Harrison

19-21 Everly Brothers

26-28 Supremes

THE MONTH OFF ON THE RIGHT NOTES

M A Y

1989



FBN Seeks O&O's

Does Financial Broadcasting Network have a tentative deal to buy KPLA/Riverbank, CA (San Francisco) for \$2.5 million? Well, that depends on whom you ask.

"Yes," says FBN President Joe Dorton. "No," says KPLA GM Henry Hoot. "We've signed a tentative agreement and we're working towards a figure of \$2.5 million," says Dorton. "We've had some very loose talks with FBN but there's no agreement," counters Hoot.

Things are a bit more agreeable where FBN's tentative purchase of KDZR/Denver is concerned. Both Dorton and KDZR management say FBN has signed a letter of intent to pay \$400,000 for the station. No word on when the deal will be firmed up.

UPI Creates New Radio Company

UPI has announced plans to shift its radio network and broadcast news services into a newly-created, wholly-owned subsidiary called UPI Broadcast, Inc.

UPI VP/Corporate Affairs Dwight Geduldig says the new arrangement will allow the broadcast division to "more easily pursue outside co-ventures." Such as? "I'm not privy to, nor at liberty to say, what they might do," says Geduldig.

UPI President Paul Steinte is currently interviewing candidates for the subsidiary's top spot. The ideal candidate will have experience in radio and television news work, business management, and sales.

Geduldig says UPI's various broadcast operations are currently breaking even and account for 44% of the company's total revenues. He emphatically denies that creation of the subsidiary is the first step towards sale of the UPI network and broadcast service.

"We expect UPI Broadcast to be a profit center for UPI in the near future," said Geduldig. "No sale is contemplated."

'W-I-DON'T-KNOW'

Radio Pirate Wants To Go Legit

A Holyoke, Massachusetts computer whiz who ran a low-power pirate FM station from his attic has applied to operate a legitimate station on his old unauthorized frequency.

"I always intended to run a legal station," said Gary Gaulin, whose W-I-Don't-Know was shut down in February by the FCC. "I just wanted to do a little testing to see if there was any interest in what we were doing before I applied for a license."

Last month, shortly after the FCC ordered W-I-Don't-Know off the air, Gaulin applied for a construction permit to build a commercial Class A FM on 105.3 MHz. Gaulin, a computer consultant, is optimistic he'll win the permit.

"I've got a partner who's handling the financing and my friends have volunteered to work at the station," said Gaulin. "We might be a tenth of a mile too close to WMAS/Springfield, but I think we can work that out."

According to an FCC staff attorney who asked not to be identified, Gaulin's pirate past will not hurt him in the application process because no formal judicial or administrative action was taken in his case.

W-I-Don't-Know, which operated for two years on 105.3 with 150 milliwatts, was rarely heard outside Gaulin's immediate neighborhood. The station specialized in electronic music mixed with inspirational messages.

The station's first transmission system consisted of a wireless mic-

rophone attached to an antenna of Gaulin's own design. Later he built a more powerful transmitter from plans in *Radio Electronics* magazine.

When Gaulin and his wife wanted a break from running the fulltime station they switched on "Mr. D.J.," a jerryrigged automation system made from a personal computer, a CD player, and a voice synthesizer.

Renewal Preference

Continued from Page 8

Would-Be Licensees Should Be Happy

Many communications attorneys believe the Winter Park and Shurberg cases will go to the Supreme Court in tandem. According to public interest communications lawyer Andrew Schwartzman, would-be licensees should be happy about the appeals court's decision because it will have the practical effect of keeping the licensing pro-

cess in operation pending the outcome of any ultimate appeal.

"If the judges had ruled against the preference, which is involved in the vast majority of contested license proceedings, the whole system would have ground to a halt while non-minority applicants pressed for immediate elimination of the policy and (minority) applicants asked for delays pending appeal," said Schwartzman. "The Commission would have then implemented a (temporary halt) in licensing."



- 5-7 Bette Midler
- 12-14 Paul Carrack
- 19-21 Natalie Cole
- 26-28 Dan Fogelberg



- 5-7 Irving Berlin Birthday Special
- 12-14 McGuire Sisters
- 19-21 Crew Cuts
- 26-28 Memorial Weekend Special Tribute to Glenn Miller



- 5-7 The Forester Sisters
- 12-14 Moe Bandy
- 19-21 Michael Martin Murphey
- 26-28 Dolly Parton

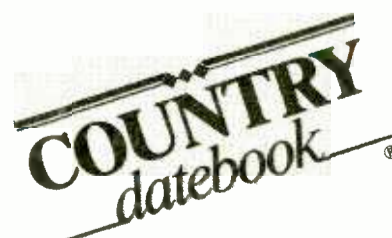


- 5-7 The 38 Special Story
- 12-14 The Howard Jones Story
- 19-21 The Def Leppard Story
- 26-28 The Madonna Story

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TRANSACTIONS

Group W Marries Sillerman For \$385 Million Dowry

Stevens Helps Hicks Cut a Sterling Deal For \$24 Million

Deal Of The Week:

Legacy/Metropolitan Stations

PRICE: \$385 million (approximate)
BUYER: Group W Radio, headed by Chairman Dick Harris. The company owns WBZ/Boston, WINS/New York, KYW/Philadelphia, KDKA/Pittsburgh, WMAQ/Chicago, KODA/Houston, KQZY/Dallas, KQXT/San Antonio, KMEO-AM & FM/Phoenix, KFWB/Los Angeles, KFBK & KAER/Sacramento, and KJOY/San Diego.
SELLER: Legacy Broadcasting Corp. and Metropolitan Broadcasting Corp., headed by Robert F.X. Sillerman and Carl Hirsch.
BROKER: Bill Steding of Americom Radio Brokers.

WNEW-FM/New York
 FREQUENCY: 102.7 MHz
 POWER: 7.8 kw at 1220 feet
 FORMAT: AOR

KTWV/Los Angeles
 FREQUENCY: 94.7 MHz
 POWER: 58 kw at 2835 feet
 FORMAT: NAC

WMMR/Philadelphia
 FREQUENCY: 93.9 MHz
 POWER: 29 kw at 670 feet
 FORMAT: AOR

WCPT & WCXR/Washington
 FREQUENCY: 730 kHz; 105.9 MHz
 POWER: 5 kw day/19 watts night; 28 kw at 648 feet
 FORMAT: Urban; CR

WLLZ/Detroit
 FREQUENCY: 98.7 MHz
 POWER: 50 kw at 480 feet
 FORMAT: AOR

KILT-AM & FM/Houston
 FREQUENCY: 610 kHz; 95.7 MHz
 POWER: 5 kw; 100 kw at 2049 feet
 FORMAT: Country

KDWB-AM & FM/Minneapolis-St. Paul
 FREQUENCY: 630 kHz; 101.3 MHz
 POWER: 5 kw day/500 watts night; 100 kw at 820 feet
 FORMAT: Gold; CHR

Group Deals

Sterling Communications Stations

PRICE: \$24 million
 TERMS: Cash
BUYER: Capstar Inc., owned by Stephen Hicks and Sillerman-Magee Corp., a New York-based venture capital company headed by Robert F.X. Sillerman. Hicks also owns WSIX-AM & FM/Nashville.
SELLER: Sterling Communications, headed by Larry Patrick.
BROKER: Gary Stevens of Gary Stevens & Co.

TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
\$1,061,922,098

Total Stations Traded This Year: 396
 This Week's Action: \$421,411,248
 Total Stations Traded This Week: 33

Deal of the Week:

- Legacy/Metropolitan Stations to Group W Radio \$385 million
- WNEW-FM/New York
- KTWV/Los Angeles
- WMMR/Philadelphia
- WCPT & WCXR/Washington
- WLLZ/Detroit
- KILT-AM & FM/Houston
- KDWB-AM & FM/Minneapolis-St. Paul

- Sterling Communications Stations \$24 million
- WJDX & WMSI/Jackson, MS
- WSSL-AM & FM/Greenville, SC

- CD Broadcasting Corp. Transactions
- KLIZ-AM & FM/Brainerd, MN \$910,000
- KJJQ & KKQQ/Volga-Brookings, SD \$910,000
- KRRZ & KZPR/Minot, ND \$507,500
- KBHB & KCRS/Sturgis-Rapid City, SD \$900,000

- WAAY/Huntsville, AL \$300,000
- KNZS/Capitola & KMBY/Seaside (Salinas-Monterey-Santa Cruz) \$3.6 million
- WDXR/Paducah & FM CP/Goldconda, IL \$175,000
- WSJC/Magee, MS \$325,000
- WECK/Cheektowaga, NY \$800,000
- WNJY/Rotterdam (Albany), NY \$2,883,748
- WPNC-AM & FM/Plymouth, NC \$350,000
- WILK/Wilkes-Barre, PA \$750,000

WJDX & WMSI/Jackson, MS
 FREQUENCY: 620 kHz; 102.9 MHz
 POWER: 5 kw day/1 kw night; 100 kw at 1800 feet
 FORMAT: AC; Country

WSSL-AM & FM/Greenville, SC
 FREQUENCY: 1440 kHz; 100.5 MHz
 POWER: 5 kw; 100 kw at 1280 feet
 FORMAT: Country

Continued on Page 12

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TRANSACTIONS

Continued from Page 10

CD Broadcasting Corp. Transactions

COMMENT: Minneapolis-based CD Broadcasting Corp. is engaging in a series of transactions, including a tax-free station swap with North Dakota-based group operator Robert Ingstad. CD recently announced plans to purchase KQHT/Crookston, MN-Grand Forks, ND from Ingstad.
BROKER: Johnson Communications Properties Inc. brokered all the CD transactions.

**Transaction #1 — Tax-Free Station Swap
KLIZ-AM & FM/Brainerd, MN**

PRICE: \$910,000
TERMS: Tax-free exchange for KJJQ & KKQQ/Volga-Brookings, SD.
BUYER: Sioux Valley Broadcasting Inc., owned by Robert Ingstad. He owns interests in KGFX-AM & FM/Pierre, SD; KBUF/Holcomb, KS; KBUF/Garden City, KS; KZPR/Minot, ND; KJJQ & KKQQ/Volga, SD; KKOA & KKPR/Kearney, NE; and KFKA & KSQI/Greeley, CO.
SELLER: CD Broadcasting Corp.
FREQUENCY: 1380 kHz; 107.5 MHz
POWER: 5 kw; 100 kw at 350 feet
FORMAT: Country; CHR

KJJQ & KKQQ/Volga-Brookings, SD

PRICE: \$910,000
TERMS: Tax-free exchange for KLIZ-AM & FM/Brainerd, MN.
BUYER: CD Broadcasting Corp.
SELLER: Sioux Valley Broadcasting Inc., owned by Robert Ingstad.
FREQUENCY: 910 kHz; 102.3 MHz
POWER: 500 watt day/1 kw night; 3 kw at 234 feet
FORMAT: Country; CHR

**Transaction #2
KRRZ & KZPR/Minot, ND**

PRICE: \$507,500
TERMS: Escrow deposit \$5000, with total of \$420,000 cash at closing. Noncompete agreement allocation \$82,500, payable interest-free over ten years in equal monthly installments of \$688.
BUYER: CD Broadcasting Corp.
SELLER: Dakota Radio Inc., owned by Robert Ingstad.
FREQUENCY: 1390 kHz; 105.3 MHz
POWER: 5 kw day/1 kw night; 100 kw at 579 feet
FORMAT: Gold; Country

**Transaction #3
KBHB & KCRS/Sturgis-Rapid City, SD**

PRICE: \$900,000
TERMS: Escrow deposit \$10,000, with additional \$440,000 cash at closing. Eight-year promissory note for \$275,000 at ten percent interest, payable in quarterly interest-only installments for first two years. Noncompete agreement valued at \$175,000, payable over seven years without interest in equal monthly installments.
BUYER: CD Broadcasting Corp.
SELLER: Sturgis Radio Inc., owned by Les Kleven and Marguerite Kleven.
FREQUENCY: 810 kHz; 93.1 MHz
POWER: 25 kw daytimer; 100 kw at 1060 feet
FORMAT: Country

Alabama

WAAY/Huntsville
PRICE: \$300,000
TERMS: Allocations include \$280,000 for station assets and \$20,000 for real estate. Cash payment of \$30,000; ten-year promissory note for \$270,000 at ten percent to be paid in equal monthly installments.
BUYER: United Communications Inc., owned by Goldsboro, NC investors Greg and Sam Floyd and Charleston, SC investors John Magnolia and Ron-

ald Stone. The Floyds own interests in WFAI & WKML/Fayetteville, NC; WASC/Spartanburg, SC; and WYNG/Evansville, IN.
SELLER: SJK Inc., owned by Elizabeth Jones Smith, M.D. Smith IV, Anita Smith Johnson, and F. Ralph Dowdy. The company also owns WNUE/Ft. Walton Beach, FL.
FREQUENCY: 1550 kHz
POWER: 50 kw day/500 watts night
FORMAT: AC
BROKER: The Millar Co. USA Inc.

California

KNZS/Capitola & KMBY/Seaside (Salinas-Monterey-Santa Cruz)
PRICE: \$3.6 million
BUYER: Adcomm IV Inc., owned by Stephen Adams Jr. He is the son of Adams Communications Chairman Stephen Adams.
SELLER: Cypress Communications Inc., owned by John Frankhouser.
FREQUENCY: 1540 kHz; 107.1 MHz
POWER: 10 kw; 910 watts at 1570 feet
FORMAT: News/Talk; AOR
BROKER: Kalil & Co. Inc.
COMMENT: Frankhouser purchased this combo for \$2.85 million in April 1988.

Kentucky

WDXR/Paducah & FM CP/Goldconda, IL
PRICE: \$175,000
TERMS: Escrow deposit \$500, and \$100,000 total cash payment due at closing. Five-year promissory note for \$75,000 at interest rate equal to the prime rate of Boatmen's Bank of St. Louis. The note is to be amortized on a ten-year basis, payable interest-only for first five months. Buyer has an option to acquire the FM CP.
BUYER: William Moir of St. Louis, MO. He is an applicant for new FM stations at Golconda, IL; Burns, WY; and Johnson City, TX.
SELLER: Pollack Communications Inc., owned by Sydney and Marilyn Pollack. They also own KOSE/Osceola, AR.
FREQUENCY: 1450 kHz; 105.1 MHz
POWER: 3 kw at 300 feet
FORMAT: Gold
BROKER: Business Brokers of Chattanooga, TN.

Mississippi

WSJC/Magee
PRICE: \$325,000
TERMS: Cash
BUYER: Sam Floyd of WSJC Inc. of North Carolina
SELLER: Craig Scott of CBS Communications Inc. of Mississippi
FREQUENCY: 810 kHz
POWER: 50,000 watts day/500 watts night
FORMAT: Religious
BROKER: John Pierce and Laura Rublin of John L. Pierce Associates Inc.

New York

WECK/Cheektowaga
PRICE: \$800,000
BUYER: LWB Allentown Corp., headed by Robert Williams. He recently announced plans to buy WJYE/Bufalo for \$6,000,000.
SELLER: Quid Me Broadcasting Inc., owned by Chester Musialowski. He

Continued on Page 15

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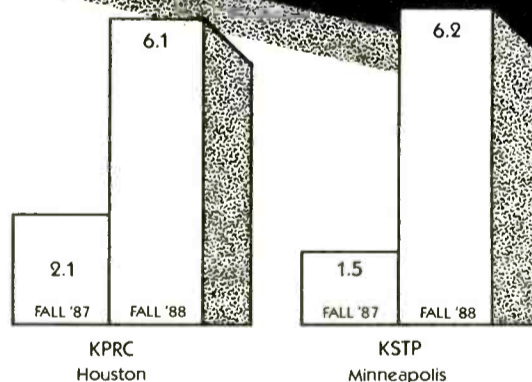
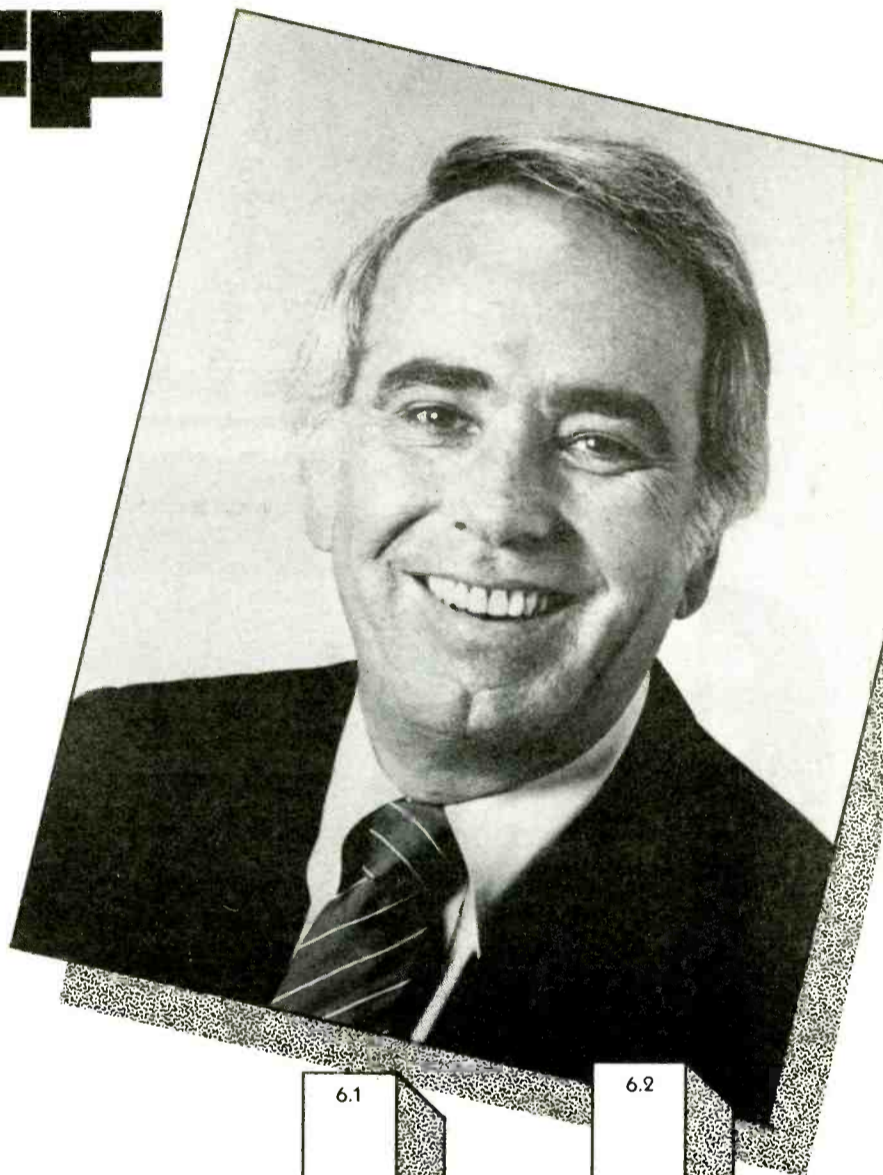
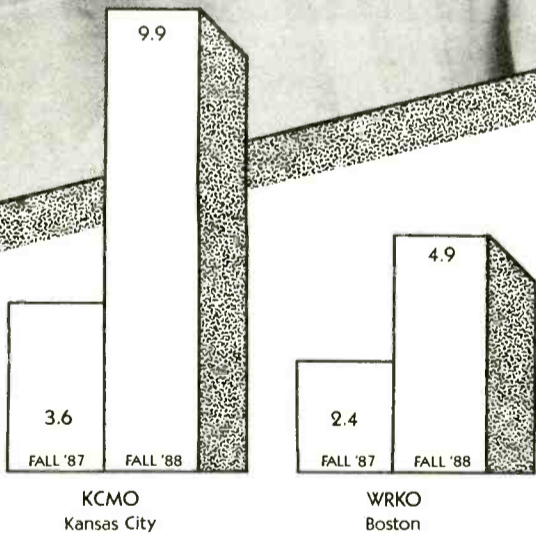
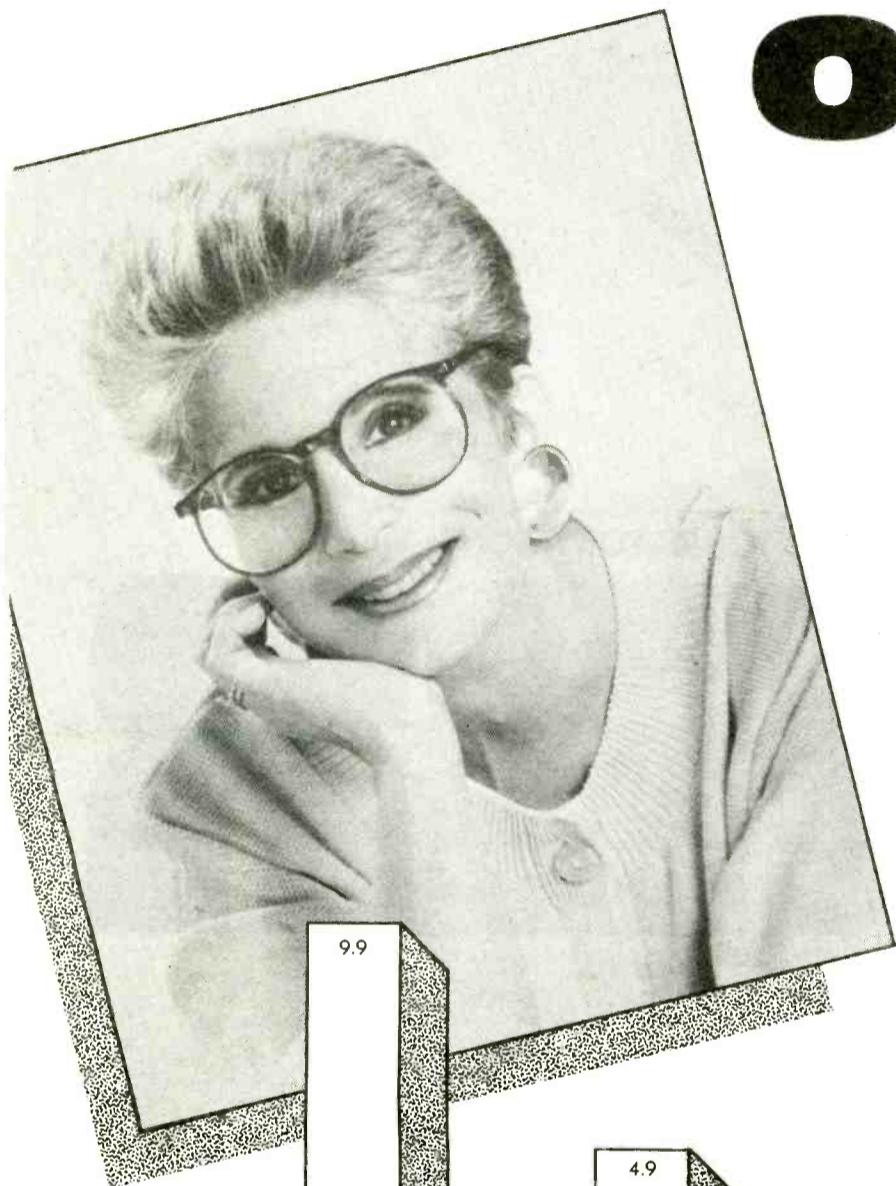
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Portland, rode with Tom Snyder from a 7.6 to a whopping 12.3 in a single year. Others like WRKO and KSTP had similar successes with Sally and Tom. Sally's up from a 2.4 to a 4.9 in Boston. Tom took the Twin Cities from a 1.5 to a 6.2! And it's happening all over the country.

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Source: Arbitron, Fall 1987/Fall 1988, Adults 25-54.

SOME ENCHANTED EVENING: WILLIE NELSON
 COUNTRY COUNTDOWN 1989
 MUSIC CITY ALBUM REVIEW
 AUDIOBIOGRAPHY
 TNN VIEWERS' CHOICE AWARDS
 NASHVILLE RECORD REVIEW (CROOK AND CHASE)
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Sunnier Days Ahead On Texas Horizon?

Brokers, Bankers See Economy Bottoming Out, Station Sales Going Up

Radio dealmakers in Texas are predicting a new wave of station sales because of signs that the state's economy, long suffering from depressed oil prices and collapsed banks, is finally coming back to life.

"The market has bottomed out, it's coming back, and I see some good buys in the state, says the dean of Texas brokers, Austin's Norman Fischer. "If a buyer coming to the table has strength, the banks are willing to bend a little and take a hickey on their debt if the buyer can turn it around."

Fischer says broadcast revenues are bouncing back in Houston and Dallas. Other brokers say Corpus Christi should do well for years because of an economy bolstered by an expanding US naval base and potential beachfront developments. Still, several Dallas-area broadcast financiers warn that out-of-staters seeking deals in the Lone Star State should remember a popular slogan - "don't mess with Texas."

"I'm getting calls from out-of-state opportunists all the time. They're not looking for properties to buy, but to steal," says competing Dallas broker Doyle Peterson. "Well, we're not helping any thieves but good broadcasters seeking good deals are always welcome."

Beware Of 'COLT' Loans

"I think there's a consensus this is a good place to bottom-fish or find a cratered deal. I say no, it isn't," adds Bill Whitley, a veteran Texas broker with the Dallas office of Chapman Associates. "I know a lot of high-flyers who have been brought down to earth, but I don't know of any market that's sack-cloth and ashes."

Whitley says Texas dealmakers are still hampered by the cloudy economic weather brought on by

the closings of scores of financial institutions, and broadcast loans remain difficult to secure. Most in-state transactions are bankrolled by out-of-state institutions, primarily the traditional East Coast and Chicago money center banks along with a few specialty lenders such as Houston-based Beacon Management.

"My advice to sellers is be prepared to help finance the deal. Buyers . . . put together more equity than you think you'll need."

—Jim Moore

However, getting outside banks to pump money into the Texas economy can be tough. Laurie-Jo Stratty, Managing Partner of First Communications Capital in Dallas, notes that East Coast bankers have developed the slang term "COLT" loans - for Colorado, Oklahoma, Louisiana, and Texas. "You'll call out-of-state institutions, tell them you're from Dallas, and they'll say, 'I'm sorry, we don't do COLT loans.'"

Group financing is possible; for example, First Communications Capital expects to soon complete an \$80 million financing for a small TV chain. But financing stand-alones is virtually impossible in Texas, according to Stratty. She says the climate is equally tough for small market dealmakers. While large institutions such as NCNB/Texas, Glenfed, and Texas

Commerce Bank are still lending, it's big deals only, please. "It's really hurt the operator looking for under \$10 million in Texas. There's no one servicing that market," adds Stratty.

Small Deals Still Suffer

All of the Texas brokers interviewed by R&R said the only in-state lenders for small station transactions that can be found are a handful of small, local banks and private investors. Seller financing has taken on an increased prominence for start-ups and turnaround situations.

"We're looking at deals involving the sellers more than you would expect them to be involved," says Jim Moore, President of regional brokerage George Moore & Associates. "My advice to sellers is be prepared to help finance the deal. For the buyer, put together more equity money than you think you'll need. That's the bottom line."

TRANSACTIONS

Continued from Page 12

also owns WSIR/Winter Haven, FL.
FREQUENCY: 1230 kHz
POWER: 1 kw
FORMAT: AC
BROKER: Al Dick of Business Brokers Associates.

WNJY/Rotterdam (Albany)

PRICE: \$2,883,748
TERMS: Escrow deposit \$50,000. Buyer to assume obligations totalling \$2.32 million. Additional \$563,748 noncompete agreement payable by assuming liability of \$63,748 and paying balance in cash to seller.
BUYER: Radioactive Group Inc. (see WACS/Cobleskill, NY transaction above).
SELLER: WNYQ Associates, a partnership headed by John Long Jr.
FREQUENCY: 98.3 MHz
POWER: 3 kw at 328 feet
FORMAT: AC
BROKER: Kozacko-Horton Co.

North Carolina

WPNC-AM & FM/Plymouth

PRICE: \$350,000
TERMS: Escrow deposit \$35,000 with balance due cash at closing.
BUYER: Plymouth Radio Group, own-

ed by Thomas McKinnon; Milton Pearce; James Sullivan; and LBJ Partners, an investment group owned by Larry Bethune, Bill Creel, and James Pegram.

SELLER: Ralph Epperson of Mount Airy, NC; WPMH/Portsmouth, VA; and WBRF/Galax, VA.

FREQUENCY: 1470 kHz; 95.9 MHz
POWER: 5 kw daytimer; 2.6 kw at 350 feet

FORMAT: Country
BROKER: Communications Associates of Columbus, GA.

Pennsylvania

WILK/Wilkes-Barre

PRICE: \$750,000
BUYER: Keymarket of NEPA, a subsidiary of Keymarket Communications, owned by Kerby Confer.
SELLER: Wyoming Valley Broadcasting Co., owned by Dr. Roy Morgan. He signed the station on the air in 1947.

FREQUENCY: 980 kHz
POWER: 5 kw day/1 kw night
FORMAT: AC
BROKER: Glenn Serafin and Tim Menowsky of Communications Equity Associates.

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Station(s)	Location	Total Financing
General Manager/Partner KSLY (FM) - KNCB (AM)	San Luis Obispo, CA	\$2,635,000
Guy Hackman WLMX (AM/FM)	Chattanooga, TN	\$3,500,000
Paul Fink WJYQ (FM)	Charleston, SC	\$1,250,000
Marvin Ceder WLSY (FM) - WJYL (AM)	Louisville, KY	\$2,900,000
Ed Henson WWQM (FM) - WHIT (AM)	Madison, WI	\$3,310,000
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SEVEN EXPERTS' FCC PREDICTIONS

Regulation In The '90s

This year's NAB convention comes at a time of remarkable transition and uncertainty in broadcast regulation and policy arenas. The Fairness Doctrine, cast aside by the FCC two years ago, is making a comeback bid in Congress. A recent federal court decision questions the constitutionality of the FCC's minority ownership policies. And the Commission is proposing to reform the comparative hearing process — but at the same time has recommended the system be junked as a method of granting new licenses.

On the technical side, the FCC has taken several steps to improve the quality of AM, but still refuses to set a single AM stereo standard. FM broadcasters, meanwhile, remain locked in a stare-down over whether Class A stations should be uniformly permitted to double their power.

Adding to the confusion over what lies ahead for radio is the fact that several top telecommunications policy posts are vacant or occupied by unknown quantities. Will President Bush veto Fairness Doctrine legislation? Who will be appointed to the chairmanship and those two other vacancies on the FCC? Will Commissioner James Quello retire, depriving the Commission of its only broadcaster?

To help broadcasters map the current and future regulation landscape — to the extent that's possible — R&R recently talked with several veteran Washington observers. What follows are their comments and insights on a variety of topics ranging from the overall outlook for regulation to the prospects for further license renewal reform and technical improvement of the AM band.

Our group of experts included Andrew Schwartzman, a public interest communications lawyer with the Media Access Project; former FCC Chairman Mark Fowler, who presided over the golden age of Reagan-era broadcast deregulation before joining the Washington law firm of Latham & Watkins as Sr. Communications Counsel; NAB Sr. VP/Government Affairs Jim May; Mullin Rhyne Emmons & Topel partner Howard Weiss, who helped Metroplex Communications successfully defend a license challenge to WHYI/Miami; Wilmer, Cutler & Pickering lawyer Tim Dyk, who specializes in free speech issues; Greater Media VP/Radio Engineering Milford Smith; and Engineering Manager/Group W AM Stations Glynn Walden.

Andrew Schwartzman



Andrew Schwartzman

R&R: Let's start with the big picture. In the coming decade, do you see more deregulation or a return to regulation?

Schwartzman: The reregulation has already begun. Dennis Patrick will be seen as the FCC Chairman who presided over a transitional period during which there was a slowdown and even some reversal of the Reagan-era deregulation. Many of Patrick's deregulatory efforts were not completed, others were completed in (watered-down) form, and others have been undone. The trend is unmistakable.

The first thing to be stopped was the 1984 proposal to lift all multiple ownership regulation. In the past several years, especially under Patrick, a number of Commission proposals in the ownership area have failed or been cut back, including one-to-a-market and cross-interest.

R&R: Does that mean some of the more radical ideas floated during the Reagan era, such as a spectrum auction, are dead forever?

Schwartzman: I don't think we'll ever see a spectrum auction in mass media as long as high definition television is coming along. HDTV needs a lot of spectrum, and broadcasters don't want to have to pay for that. I think the fact that Patrick's (new license) lottery proposal is falling like a lead balloon also bodes poorly for a spectrum auction.

R&R: So are we going to come all the way back to regulation as it was before the Reagan era?

Schwartzman: No, nor should we. What's going to come back is the notion of broadcasters as public trustees and a set of rules aimed at ensuring they serve their communities. Broadcasters will have to prove they have provided some level of public service in exchange for renewal of their license. That will be measured by service to children, information programming, and a demonstration of providing programming — including controversial issue programming — tailored to the needs of the community.

By Randall Bloomquist

In the ownership area, I think the FCC will be saddled (by Congress) with some sort of anti-trafficking rule, and that the Commission's takeover policy, which allows hostile takeovers of broadcast companies without full FCC consideration, will be overturned in court. I also think the Commission's Marco, Florida decision, which allowed a settlement by a non-applicant in a comparative proceeding, will fall very quickly.

R&R: Will the the rough relations between Congress and the FCC improve?

Schwartzman: The FCC is not, strictly speaking, an arm of the administration. It's a quasi-legislative administrative agency exercising legislative-type authority delegated by Congress. This system was envisioned to include some give-and-take between the FCC and Congress, but in recent years the FCC has been spitting in the face of Congress. Once the FCC gets the idea that it's supposed to exercise delegated authority and not run hog-wild, Congress will quit micro-managing at the FCC.

Mark Fowler



Mark Fowler

R&R: Do you agree with the "pendulum theory" that says we'll see a swing back to regulation in the '90s?

Fowler: Well, that's the pit and the pendulum theory, because if the pendulum does swing broadcasters are back in the pit of regulation. I disagree with that theory. Because of technical changes, because the regulation has been shown to have served no useful purpose, and because the system works as well — I believe better — than it did with regulation, I don't think we'll go back to those dark days. In fact, I think we'll see incrementally more deregulation, clean-up deregulation — although there isn't a whole lot more that needs to be deregulated in radio.

I would suspect a lot of the people who say the pendulum is swinging are practicing law. People inside the Beltway (the freeway surrounding Washington, DC) are wed to the idea of the regulatory pendulum swinging back because they depend on it for their existence.

Rules We'll Be Living By

In a special four-page supplement, seven Washington experts look at the regulations that will shape broadcasters' existence in the coming decade, while investment lawyers Erwin Krasnow and Gene Schleppebach explain how you can join the ownership ranks. Among the issues discussed:

- Anti-trafficking rules
- FCC/Congress battles
- License renewal reform
- Fairness Doctrine prospects
- Easier paths for new owners
- AM and FM futures

R&R: What about the move to codify the Fairness Doctrine? Doesn't that herald at least some reregulation?

Fowler: I think that's a last-gasp effort by politicians to control a portion of the press. It won't succeed because the courts won't let it.

R&R: What about Andrew Schwartzman's prediction that we'll soon see the return of an anti-trafficking rule?

Fowler: Andy can't point to any valid reason why that rule should be reinstated. The people who favor that kind of regulation are the same ones who wanted energy regulation in 1974 so we could have gas lines. Their numbers are few and their reasons aren't compelling.

In fact, it's ironic these voices are calling for reregulation at a time when Margaret Thatcher, Mikhail Gorbachev, and the North Vietnamese Central Presidium are saying, 'We should go to a marketplace approach.' The whole world is going the other way. Broadcasting is being liberalized in Europe, Australia, New Zealand, and hopefully in Canada — all following the lead of the US. That's why we're beginning to see more international deals in programming.

R&R: What about minority ownership policies? Will such policies exist ten years from now — and should they?

Fowler: There ought to be steps taken, because the minority ownership numbers are still deplorable, but the policies shouldn't revolve around skin color. It is wrong to say a young white man loses in a comparative hearing because of the color of his skin and his gender. But we can try to make pools of public and private money available on a needs-tested basis for people who don't have the finances available to get into broadcasting.

We also need to go back to the basic truth that no one, on their first go-round in broadcasting, is going to wind up owning (a top-rated major market TV station). You start out at small stations with a lot of sweat equity. That's the way it happens; that's what life's all about for all Americans.

R&R: Will there be a waning of the FCC's power as Congress continues to exert its will on telecommunications issues — as it has, for example, on the Fairness Doctrine and minority preferences?

Fowler: It's not clear. Most of the difficulties the agency had with Congress were constitutional. The FCC struggled manfully to do the right thing on these issues while Congress catered to special interest groups. Today, we seem to be seeing the bludgeoning of Congress on such issues as the pay raise, Jim Wright's ethics, and money from PACs and special interests, so it's not clear that we'll continue to see an imperial Congress. I think Congress did overstep its bounds in several issues involving the Constitution.

Jim May



Jim May

R&R: Perhaps as a result of the blood feud between the FCC and Congress, broadcasters seem to be held in fairly low esteem on Capitol Hill. The industry's reputation with lawmakers certainly wasn't enhanced by Talk radio's campaign against the Congressional pay hike. Where do you see this relationship going?

May: I don't agree with the blanket statement that broadcasters have a bad reputation. Cer-

Continued on Page 18

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Continued from Page 16

tainly there are some members of Congress who have a bad impression of us, but that's true of any industry.

R&R: Are you saying broadcasters should hold their fire on issues Congress is sensitive about?

May: Oh, no! That would be tantamount to suggesting we should restrict First Amendment rights. I'm not supporting that at all.

The one suggestion I would have is that talk hosts make sure they present both sides of controversial issues. What Congress objected to on the pay raise issue was the demagoguery.

R&R: Is there some sort of ongoing NAB program aimed at polishing broadcasting's image in Washington?

May: A component of the upcoming "Radio: What Would Life Be Without It?" (promotional campaign) is aimed at Capitol Hill. Also, at one of our congressional breakfasts during the convention we'll be doing a presentation about the value of free over-the-air broadcasting and what it adds to the fabric of American life.

It's also very important for local broadcasters to tie into efforts like this by inviting their congressmen to visit their stations. Too often lawmakers only see the newsroom operation; they don't see the business end. They have to see that part of the station to understand that in many ways we are a struggling industry — that we need license reform, and that eliminating the tax deductibility of advertising is a threat to our only source of revenue.

I think our image is constantly improving thanks to (NAB) paying more attention to Congress, and individual broadcasters getting involved. Of course, every time we have a group of talk hosts attacking Congress on an issue near to their hearts and wallets, it sets us back.

Howard Weiss

R&R: Where are we headed with renewal of the comparative license renewal process?

Weiss: My firm has been on both sides of the issue, which leads to some ambivalence but also gives me some objectivity. Sooner or later Congress will act on this issue; maybe not in six months or a year, but Congress will act to restructure this system, because the system is insane. It's probably the only system in the legal world where someone can invest millions of dollars in building up their business and then have it subject to challenge by someone who has no basis for the challenge other than that he wants the station and doesn't want to buy it.

Unfortunately, the FCC can legally go only so far in reforming the system, and they have already gone pretty far in what they've done recently.

R&R: Where is that line the FCC can't cross?

Weiss: The courts have said the law contains an underlying presumption that renewal challenges are good things. Judges have told the FCC it can't develop a pro-incumbent bias in its proceedings. What Congress needs to do is to change the statute to say, "Yes, there should be pro-incumbent bias in the interest of stability in the industry and because the current situation encourages greenmail."

If a licensee is operating within the rules and serving its community, there should be no opportunity for someone to come in and take the station away. That's the most drastic sanction the law can have outside criminal penalties.

Reform of this system is particularly important for small-town and rural broadcasters. While they aren't particularly attractive targets for greenmail, they are very vulnerable to challenges by, say, disgruntled ex-employees or creditors. If we don't protect those people who are interested in serv-

ing the small markets, we'll wind up with broadcasting service only in the larger urban areas.

The legislation pending in Congress would create a two-step process that would disallow challenges if a licensee is found to have served the community. The FCC can't implement that kind of system, although I'm sure they'll push to the outside of the envelope with the current Notice of Proposed Rule-making on the renewal expectancy.

R&R: What else do you see coming up in the comparative renewal arena?

Weiss: I think we're going to see some sort of quantitative analysis of public service programming in the license renewal process. Licensees have to be given some sort of benchmark standard to abide by in terms of how much public service programming they need to be doing. The market simply won't dictate something like that.

"(The lottery proposal is) an insane idea, and I think it will be defeated."

—Howard Weiss

R&R: What about the FCC's lottery proposal for awarding new licenses — is that going anywhere?

Weiss: It's an insane idea, and I think it will be defeated. But I understand the Commission staff is dug in pretty deep. They want the lottery, which they see as an efficiency thing, but a lottery serves the purposes of no one except the application mills. If the FCC staff says it can't deal with the hearing process and wants to go to a system where it doesn't care who the applicants are, then the logical thing is to go to a lottery so at least there's some money being paid into the treasury.

But if we're moving back to re-regulation and the public trustee concept, a lottery doesn't fit because basically it's the Commission throwing up its hands and saying, "We can't decide who the best applicant is, so we'll turn it over to a bunch of ping-pong balls."

Another problem with the lottery is that American Women in Radio and Television has filed a petition arguing that a lottery would constitute abandonment of the minority and female preferences, which it would. So I think the Commission will have to back off.

Tim Dyk

R&R: As a First Amendment specialist, what do you see ahead on indecency?

Dyk: For the time being it's really in the hands of the courts. Pending before the Supreme Court is the Sable case, which will determine the constitutionality of a blanket ban on telephone indecency. Then in the DC circuit there's the Action for Children's Television challenge to Sen. (Jesse) Helms's blanket ban on broadcast indecency. I would expect a decision on Sable in



Tim Dyk

June or July and then briefing and argument in the Action for Children's Television suit.

We are in an environment where the regulation (of speech) is overly restrictive and has a significant effect on political speech and forms of entertainment that are important to the audience. Whether that will change depends on these court decisions, which I can't predict.

R&R: Those two rulings will guide FCC indecency policy in the 1990s?

Dyk: Right. They're going to be very important to the future of Commission indecency policy. But it's just too speculative at this point to start thinking about what the courts will decide.

I think the speech issues are going to become even more important than they are now. There is a great deal of interest on Capitol Hill in issues such as license renewal, cable must-carry, and telephone entry into cable, all of which raise First Amendment issues. I think Congress will be grappling with speech issues for years to come.

Milford Smith

R&R: What are the problems facing FM as we head into the next decade?

Smith: We've had quite a run of the "more is better" philosophy of FM allocations. Allocations are being made using propagation models that are notoriously inaccurate. While the service could absorb that sort of inaccuracy before, it's taking a toll now because the band is densely packed with stations.

One thing I'm particularly concerned about is the Commission's recent decision to allow the limited

"Once you allow directional antennas you presage a change in the entire FM allocation system to a contour-based protection system like that used on AM."

—Milford Smith

use of directional antennas on FM. That might seem like a minor thing, but once you allow directional antennas you presage a change in the entire FM allocation system to a contour-based protection system like that used on AM.

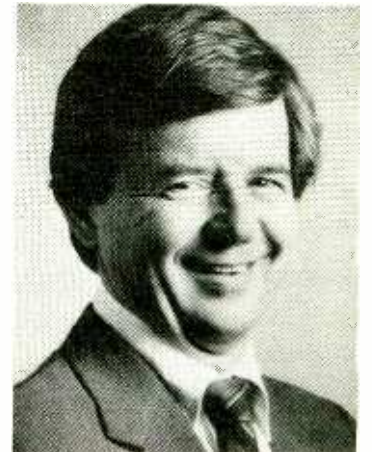
Another area of concern is the FCC's relaxation of IF spacing of FM stations. IF interference is particularly insidious and can stretch from one end of the band to the other.

And then there's the blanket Class A power hike. I don't think anyone opposes allowing a Class A to increase its power so long as it doesn't interfere with the operation of other stations.

R&R: What's your feeling? Is FM on the road to certain technical ruin, or can the band be protected?

Smith: It's hard to say where we'll be in the mid-1990s. Many of these things, once done, are hard to undo. I think a lot depends on the composition of the new Commission. I would hope the FCC would get back to its role of allocations traffic cop, back to adequate controls and engineering on FM. We'd like to see it remain the outstanding service it has been to date.

Glynn Walden



Glynn Walden

R&R: The FCC has taken several steps to reduce interference on AM, including its recent adoption of the NRSC-2 emission standard. What's the future look like for AM?

Walden: Those doomsayers who predict the end of AM by 1999 are ignoring the existence of many, many successful AM stations. I wish people realized how many AM stations out there are capable of sounding almost as good as FM.

The regulatory challenge for the future is to continue to reduce interference on the band, and the only way to do that is to reduce the number of stations. For 40 years the FCC allocated AM stations on the basis of quantity, not quality. Now I think the environment at the Commission is such that we can turn that around a bit.

The Commission's recent AM actions have been great. If they keep it up I'm optimistic about the future. Unfortunately, I think crowding on the band will also be reduced as stations fail financially and go dark. I don't see the demand to support all the AMs we currently have in operation.

R&R: What about AM stereo? Should the FCC set a standard instead of allowing Motorola and Kahn to vie for supremacy?

Walden: I think it's too late for a standard. At this point a standard would almost certainly get tied up in court challenges. Besides, we already have a de facto standard.

R&R: Motorola?

Walden: Right.

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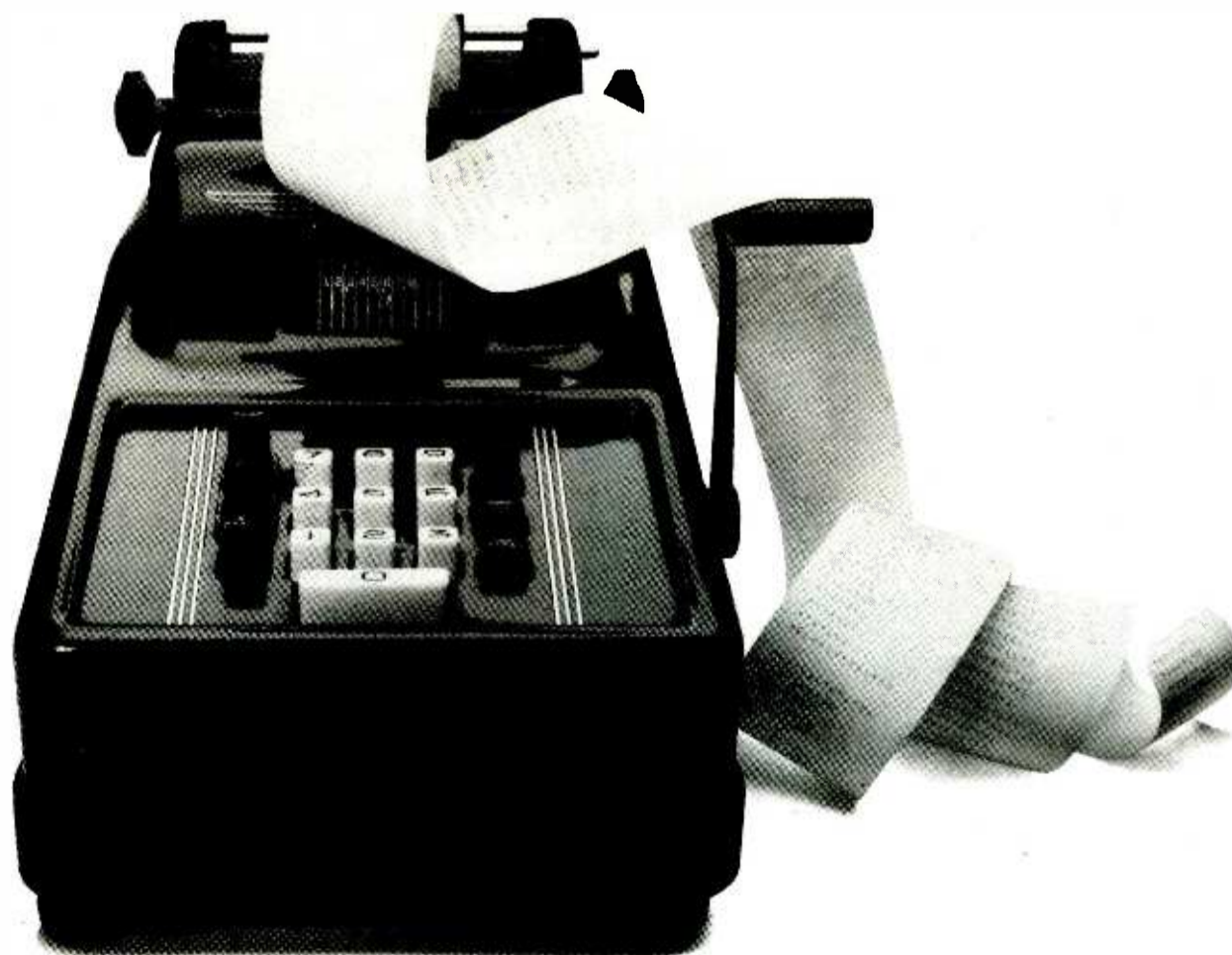
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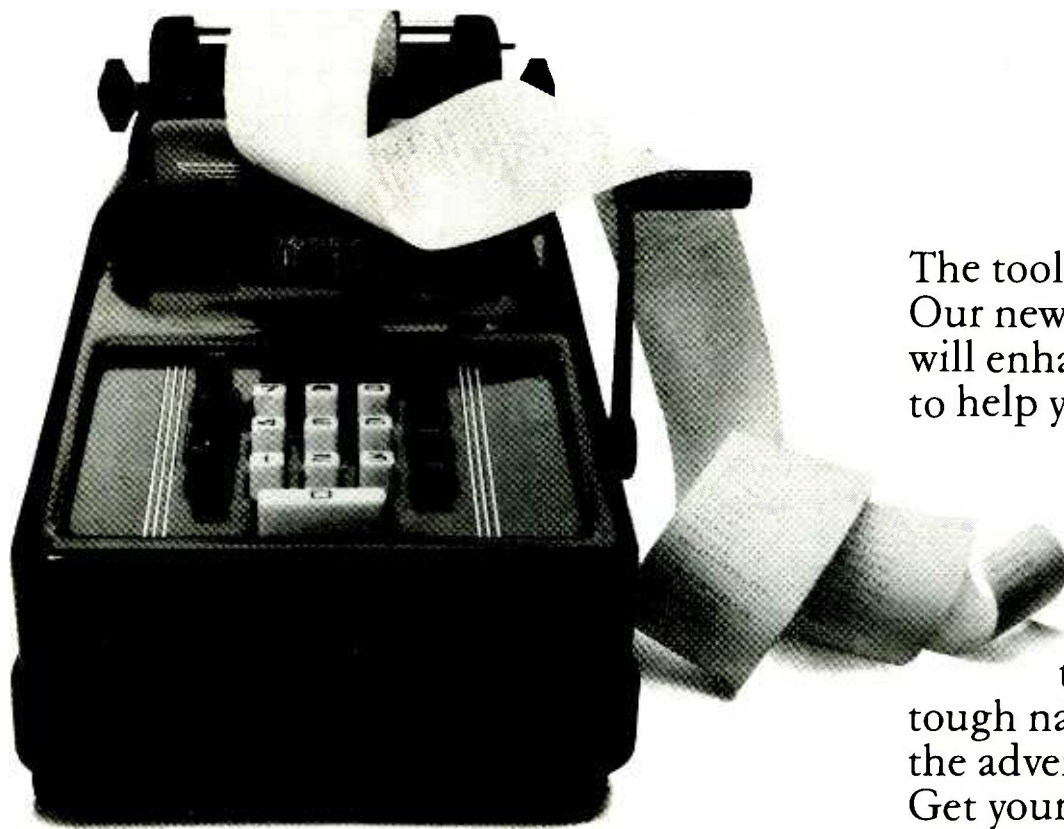
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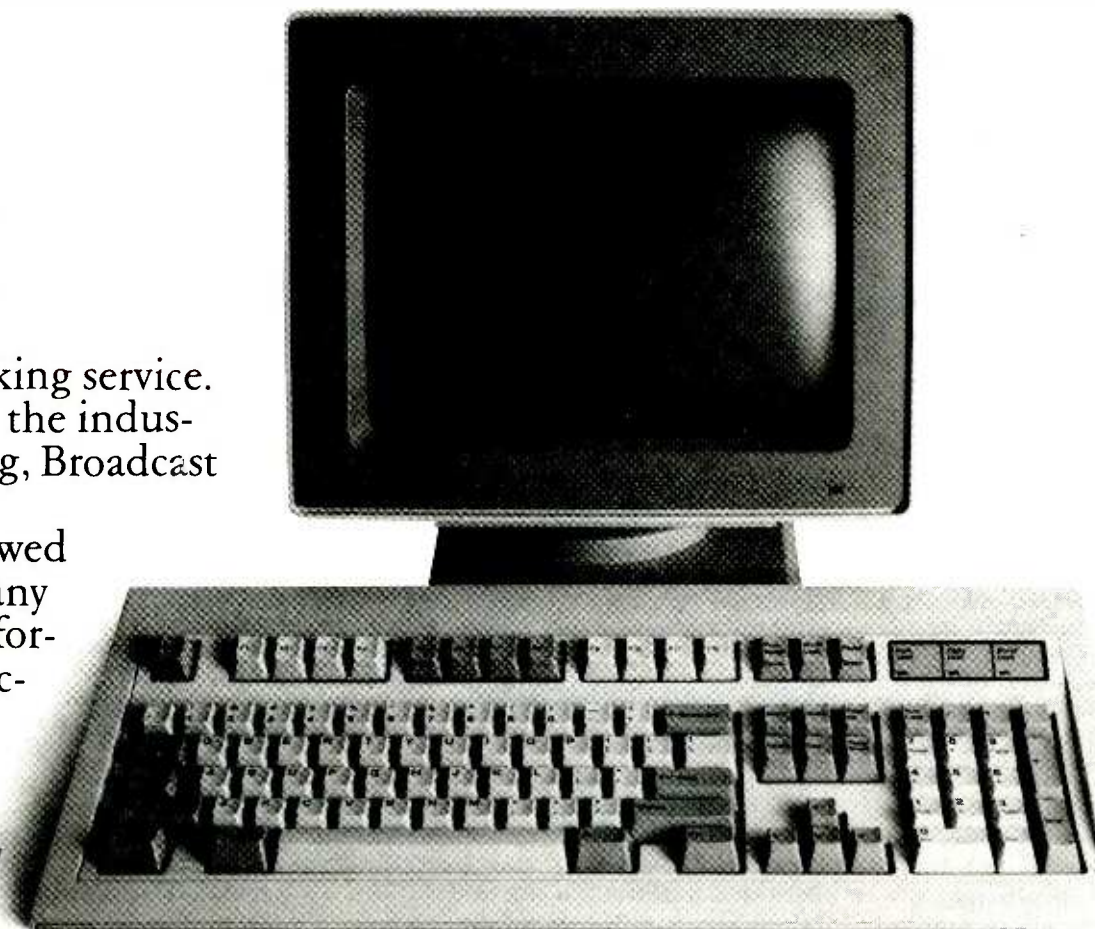
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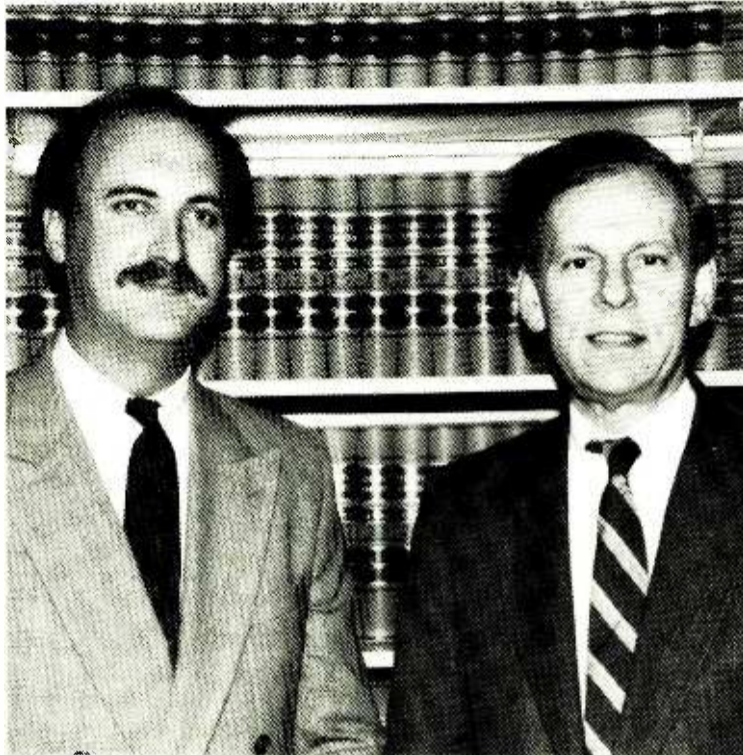
Finance Your Radio Dream With Other People's Money

By Erwin Krasnow and Gene Schleppenbach

The easing of FCC ownership restrictions and the Reagan Administration's deregulation of broadcasting have made radio properties an attractive investment. Bankers and other institutional lenders who frequently shunned broadcast investments in the past are often quite aggressive these days in their efforts to lure new clients.

Most of the "how-to" books and self-help guides on radio acquisitions omit a crucial factor when it comes to banks: the best time to talk to a banker is when you don't need the money! A solid business plan documenting cash flow potential won't suffice if a significant amount of equity money isn't already part of the deal.

While banks are more willing than ever to provide loans for station acquisitions, financing for turnarounds and equity seed



Gene Schleppenbach

Erwin Krasnow

"Through private offerings, smaller companies can now enjoy many of the benefits of going public without the expensive and time-consuming administrative burdens of registering their securities."

money for start-ups remains difficult to obtain. Most radio bankers shy away from risk and won't back start-ups or deals of less than \$5 million, so entrepreneurs have to look elsewhere for help to finance their dreams.

Increasingly, broadcasters are raising equity dollars and turnaround financing through limited securities offerings which are exempt from lengthy and expensive federal and state securities registration requirements. New sources of private capital, coupled with an easing of government restrictions over limited stock and partnership offerings, are helping buyers of radio properties and owners of existing stations lower the cost of raising money.

Raising Capital

Thanks to recent regulatory changes, raising private capital has become less of an accounting and legal obstacle. Through private offerings, smaller companies can now enjoy many of the benefits of going public without the expensive and time-consuming administrative burdens of registering their securities. Such offerings allow

companies to sell securities to small groups of qualified investors and avoid the formal registration procedures of the US Securities & Exchange Commission (SEC). They also enable companies to save money on professional fees and retain more control over the type of person who invests in them.

Owing to the limitless variety of private offerings that are possible, it's impossible to set a precise timetable or range of professional fees. A simple, straightforward private offering to accredited investors in one or two states may take only a few weeks to complete, and the professional fees may be under \$50,000. By contrast, the registration process for a full-blown public stock offering can take eight months or more to complete and can easily cost \$150,000 or more in legal, accounting, and printing fees (even for a small public offering) — and there is no assurance that the company's stock will sell.

"The best time to talk to a banker is when you don't need the money! A solid business plan documenting cash flow potential won't suffice if a significant amount of equity money isn't already part of the deal."

"You are never exempt from anti-fraud regulations. Thus, you must avoid material misstatements or omissions at all times."

Regulation D Tips

The SEC's Regulation D sets forth numerous rules that must be followed in order to qualify for a "safe harbor" exemption from the registration requirements of the Securities Act of 1933.

Be very careful. Noncompliance or violation of even one rule can lead to loss of the exemption and trigger a lot of trouble. The stakes are high — all investors can sue you once an exemption is lost, since the entire issue is deemed to violate the registration laws. That's not the only potential pitfall — a bad offering can even be grounds for criminal prosecution.

Always remember that Reg D only provides an exemption from registration requirements. You are never exempt from anti-fraud regulations. Thus, you must avoid material misstatements or omissions at all times. You also must comply with the securities laws (or "blue sky" laws) of the states in which you offer or sell your securities. Many states have exemption provisions that are more burdensome than Reg D.

The term "accredited investor," which is central to the exemptions

Keeping Out Of Hot Water

The following tips should help you avoid legal problems when raising money for your radio deal with a private securities offering:

- File Form D with the SEC and appropriate states. This form is relatively simple and requires only basic information about the company and the offering.
- Prepare all your financials in conformity with GAAP.
- Be honest and accurate in all your statements about the company and the offering.
- Identify the risks involved in the investment.
- Use a detailed investor and investment advisor questionnaire. This will allow you to select your investors carefully and to document their qualifications. The questionnaire may also be used to assure compliance with the FCC's multiple ownership rules and the Communications Act's restrictions on alien ownership.
- Use a subscription agreement. Among other things, a subscription agreement can be used to commit the investor to his/her investment (as opposed to resale intent).
- Conduct a thorough "blue sky" review to assure compliance with the laws of each state in which you plan to offer or sell your securities.

Finally, choose reliable professionals. Because of the creative imaginations of unscrupulous issuers, the federal and state securities regulations will never be simple. Thus, you will need assistance from lawyers, accountants, and perhaps underwriters. Make sure the professionals you hire are experienced in both securities offerings and communications law. Such professionals are likely to have contacts that can assist you in the search for legitimate investors.

provided under Reg D, is defined to include eight categories of investors that are presumed to be

"Be very careful. Noncompliance or violation of even one rule can lead to loss of the (Reg D) exemption and trigger a lot of trouble."

sufficiently sophisticated to protect their own investment interests. These categories include certain institutional investors and individuals with incomes exceeding \$200,000 in each of the two most recent years (or joint income exceeding \$300,000) and a reasonable expectation of reaching the same income level in the current year. Individuals with a net worth of \$1 million or more also qualify.

All securities sales under the same Reg D "offering" must be "integrated," or counted together. It's possible for an issuer to get into trouble if it unwittingly exceeds the investor or dollar limitations discussed below and two or more offerings become integrated. You can avoid most integration problems by making sure that any offering of your securities does not occur within six months before the start of — or after — the termination of another offering.

You Can Raise As Much As You Need

In March 1988, the SEC amended its rules and raised the dollar ceiling for small Rule 504 offerings from \$500,000 to \$1 million, so long as no more than \$500,000 worth of securities are offered and sold without registration under states' securities laws. In contrast to offer-

Continued on Page 25

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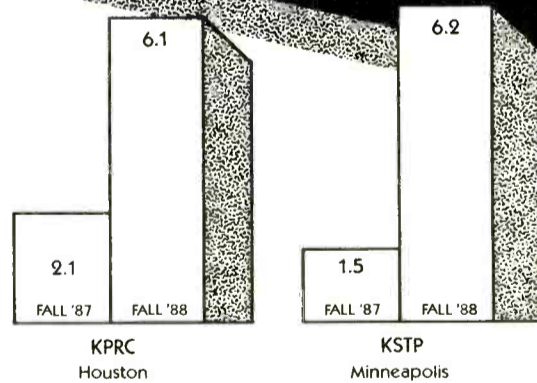
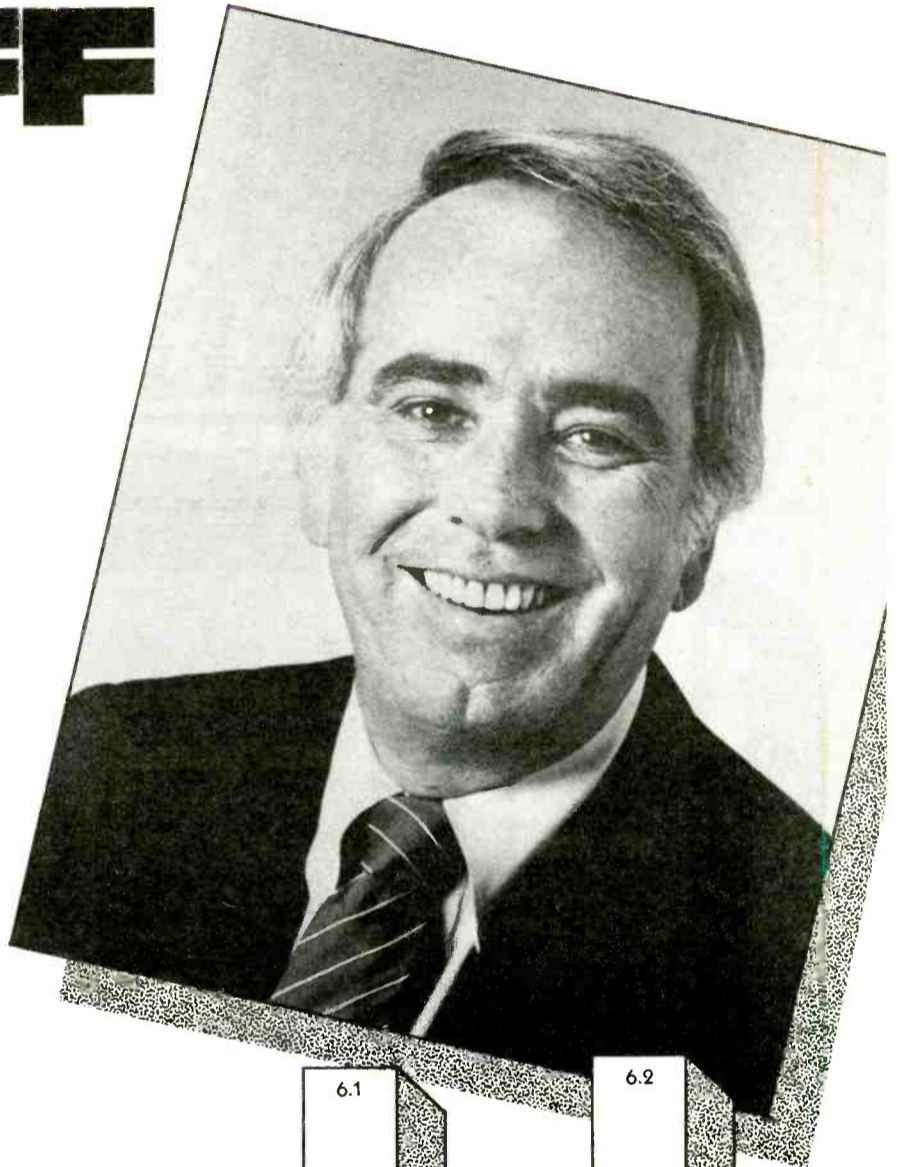
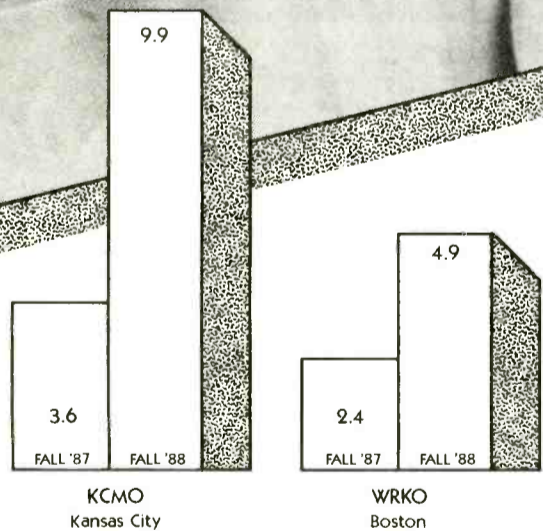
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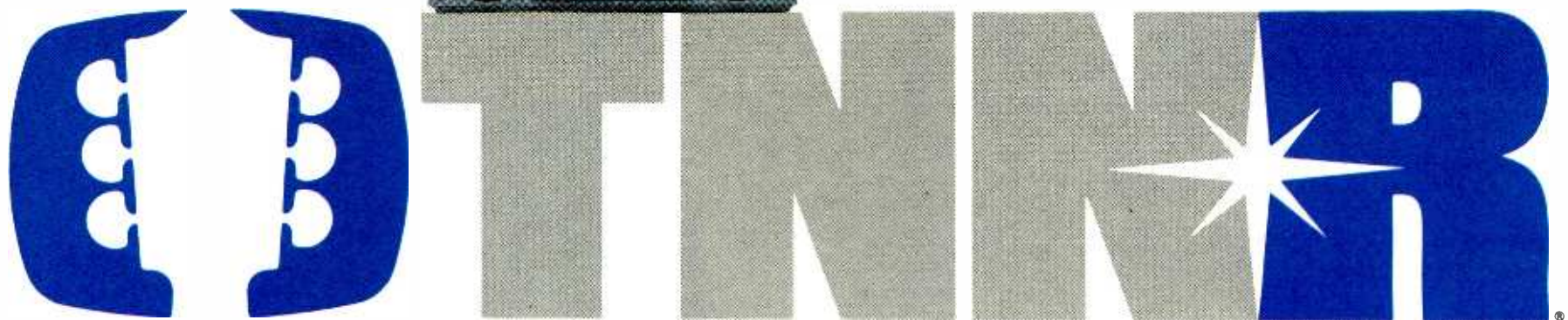
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Continued from Page 22

ings exceeding \$1 million, there are no limits on the number of investors or on their level of financial sophistication, and no specific disclosure requirements are imposed. Rule 504 offerings are especially useful for broadcasters who are just starting companies, or who are attempting to finance small-market transactions.

In offerings of up to \$5 million, an exemption is available under Rule 505, provided that there are no more than 35 investors who are not "accredited." There is no limit on the number of accredited investors who may purchase shares. The previously discussed disclosure requirements must be complied with.

Finally, there is no limit in offering size under Rule 506. Companies are not limited in the number of accredited investors they may have, but are restricted to 35 non-accredited investors. A further condition, however, requires that the non-accredited investors be "sophisticated" — they must possess a high degree of business acumen and bargaining power to protect themselves from ill-advised investments.

Private Placement Memo Is Vital

If the issuer makes a small Rule 504 offering or sells only to "accredited" investors, there are no specific disclosure requirements mandated by Reg D. If stock is sold under Rules 505 or 506 to non-accredited investors, however, the same type of information required in a public offering registered with the SEC must be disclosed to all investors. This disclosure is referred to as a private placement memorandum (PPM) which, generally, should do the following:

1. Describe the offering
 - Price of shares offered
 - Use of proceeds
 - Disclosure of all material risks of investment
 - Amount of dilution of new investors' share due to existing shareholders having paid less per share
2. Describe the issuer's business
 - Present operations
 - Proposed operations
 - Industry in which issuer conducts business
 - Competition
 - Market for product or service
3. Describe the management
 - Officers, directors and holders of five percent or more of issuer's stock
 - Experience of management and key personnel
 - Remuneration and insider transactions
4. Disclose financial information
 - Full statements prepared in accordance with GAAP (generally accepted accounting principals), or
 - Certain limited financial statements may be issued if "undue effort or expense" would be incurred by preparing the full GAAP reports.

"Rule 504 offerings are especially useful for broadcasters who are just starting companies, or who are attempting to finance small-market transactions."

No General Solicitation Or Advertising Allowed

Exempted securities are subject to resale restrictions as well as prohibitions against solicitation and advertising. The rules allow you to contact only those individuals with whom you have had a substantial prior relationship.

This prohibition is broadly interpreted by the SEC, and violations can get you in a lot of trouble. Therefore:

- DON'T advertise in any publication.
- DON'T contact individuals from mailing or general lists.
- DON'T say anything about the offering in open gatherings
- DON'T solicit strangers.

If you need help finding investors, you might consider engaging an agent, or even an underwriter, in order to draw in their contacts. The same solicitation prohibitions apply, and an underwriter is further prohibited from taking title and then reselling securities.

"Proposed SEC rules refine the previously-adopted rules and . . . should enable companies to reduce legal and administrative fees. Approval of these regulations is expected sometime this summer."

Restrictions On Reselling Private Stock

Generally, securities sold under Reg D are "restricted securities" which must not be resold without an appropriate exemption. Thus, you must take reasonable steps to assure that resale of your securities is restricted. In this regard, you should:

- Inquire as to investment purpose. Disclose resale limitations.
- Place restrictive legend on stock certificates.

There are a few exceptions to the prohibition against general solicitation and the restriction on the resale of securities sold under Reg D. The rules don't apply to certain offerings of securities under Rule 504 that are sold only in states which require both registration of the securities and delivery of a disclosure document to investors. The offering obviously must comp-

ly with the registration and disclosure requirements of such states.

This exemption is also available for sales in states that have no registration or delivery-of-disclosure-document requirements, provided that (a) the offering is registered in at least one state that has such requirements, (b) sales are made in the state(s) of registration in compliance with such requirements, and (c) the required disclosure document is delivered to all purchasers — before the sale — in the states which do not have such requirements.

Proposed Rules Changes Ease Burdens Further

Proposed SEC rules refine the previously-adopted rules and ease regulations further. These rules should enable companies to reduce legal and administrative fees. Approval of these regulations is expected sometime this summer.

Significantly, the proposed revisions to Reg D would continue to require that issuers file a Form D with the SEC, but would eliminate it as a condition required for exemption. Currently, failure to make the filing in a timely manner nullifies the exemption.

Additional flexibility will be provided by proposed Rule 508, which

"There is no limit in offering size under Rule 506. Companies are not limited in the number of accredited investors they may have, but are restricted to 35 non-accredited investors."

provides that minor, isolated failures to comply with Reg D would not cause loss of the Reg D exemption for the entire offering. Violations of critical elements of Reg D, however, would continue to jeopardize the exemption. For example, deviations from the dollar limitations or the general solicitation and advertising prohibitions would not be considered minor.

The proposed new rules would also ease the issuer's administrative burden to demonstrate the "restricted" nature of the securities. Under the current rules, the issuer has an obligation to ensure that no resale occurs and that purchasers are not acting as under-

writers. Again, this rule is currently a condition to exemption; failure to take necessary steps such as notifying purchasers in writing and legending securities makes the exemption unavailable.

Under the new rules, these measures will become permissive rather than mandatory. So long as the issuer substantially complies with the rules or makes good faith efforts to inform investors of the securities' restricted nature, the issuer's Reg D exemption will be valid. These changes will not only result in lower administrative costs, but will reduce the issuer's risk of liability.

Erwin Krasnow is a partner in the law firm **Verner, Lippert, Bernhard, McPherson & Hand, Chartered**. He is Treasurer of the **Broadcast Capital Fund** and is Washington Counsel to the **Broadcast Financial Management Association**.

Gene Schleppebach is a Sr. Associate with the same firm. He specializes in corporate law and is experienced in raising capital for media companies.

The authors thank **Michael Beller** for his assistance in preparing this article.

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MANAGEMENT

The Ins & Outs Of Checking References

Checking references used to be fairly standard practice when hiring new personnel. Today, many companies are reluctant to give out information on ex-employees for fear of potential lawsuits.

Nevertheless, managers are still expected to make informed hiring decisions. The NYC-based National Institute of Business Management suggests the following ten ways to find out about a job candidate's past performance:

- **Don't concentrate on references at first.** Instead, steer job interview conversation in the direction of the candidate's previous experience to bring problems to light.

- **Scrutinize resumes.** Short tenures (18 months or less) at previous jobs or gaps in employment history can signal trouble.

- **Tell the candidate you'll be checking facts.** Let the candidate know any negative information you uncover on your own could count against him.

- **Ask for a waiver only if you spot warning signs.** If you begin to suspect a history of problems during the interview, ask the candidate for a waiver to speak to former bosses. If not, don't ask for the waiver. (Most executive search firms admit that refusal to sign such a waiver eliminates the candidate from serious contention.)

- **Find out about the candidate's approach to the job.** How does he get along with people? What motivates him? Hypothetical questions about job-related problems can reveal character flaws.

- **Request six to eight references.** Include former supervisors and subordinates, and agree not to contact the current employer.

- **Contact people who have worked directly with the candidate.** The personnel director at the candidate's previous firm won't do much beyond confirming dates of employment.

- **Do your own checking.** You might discreetly call a competitor and ask for the names of the five most qualified people in a particular area — depending on what position you're seeking to fill. You could also ask about the reputations of several people, including the person you're considering.

- **Investigate educational background.** Misstatements can abound in this area.

- **Emphasize honesty.** Tell the candidate that being candid about previous job experiences is the key to being considered for the position. Assure confidentiality.

The Price Of Executive Breaks

Time is money, especially when you're talking about the amount of dollars and hours that US companies lose on executives who get stuck in traffic, sit in meetings, or "do" l-o-n-g lunches.

For a detailed look at a company's out-of-pocket costs on some common, everyday "time-bandits" (based on a 40-hour workweek), check the chart below:

Employee's Annual Income	10-Minute Meeting Delay	One-Hour Meeting
\$30,000	\$2.40	\$14.42
\$35,000	\$2.80	\$16.83
\$40,000	\$3.20	\$19.23
\$50,000	\$4.01	\$24.04
\$60,000	\$4.81	\$28.85
\$75,000	\$6.01	\$36.06
\$90,000	\$7.21	\$43.27
\$100,000	\$8.01	\$48.08

And you can double every figure in the right-hand column if your employees are prone to taking two-hour lunches.

Source: USNSWR

Fine-Tuning Your Lie Detector

How can a manager tell when an employee or co-worker isn't saying what he or she really means? There are usually several easily identifiable signs — the key is knowing what to look for.

- **Protesting too much:** Beware the person who states an opinion too frequently or too vehemently. For example, the person who's always launching into impromptu lectures about padding expense accounts or office philandering is the first one you should suspect of committing such offenses.

- **Acting out of character:** Anything done out of character is most likely a misrepresentation. For example, the person who's always talking about having your best interest at heart while she continually walks around bad-mouthing coworkers.

- **Physical graffiti:** When it comes to misrepresentation, often a person's body language betrays his true intentions. Typical tipoffs include looking down or suddenly avoiding eye contact, blushing, smiling, or frowning longer than usual, fleeting changes in expression (such as a quick frown), and making forced eye contact — an excellent sign that someone is pretending to be telling you the truth.

- **Hesitation blues:** Although society conditions us to overlook moments of hesitation and resume our thoughts when such periods are over, the astute manager learns to isolate such moments and use them to take an even closer look at the situations that provoked the er, um, ah... behavior.

DATELINE

- **April 29 - May 2** — NAB 67th Annual Convention. Las Vegas Convention Center. Las Vegas, NV.

- **May 3-4** — CMA Board Meeting. Amsterdam Hilton. Amsterdam, Holland.

- **May 10-12** — Joint Communications Convention '89. Stouffer Waverly. Atlanta, GA.

- **May 10-14** — National Association Of Independent Record Distributors & Manufacturers. Wyndham-Franklin Plaza Hotel. Philadelphia, PA.

- **May 11-15** — American Women In Radio & Television 38th Annual Convention. Waldorf-Astoria. New York, NY.

- **May 18-20** — T.J. Martell Foundation's Charity Weekend. Los Angeles, CA.

- **May 23** — BMI Pop Awards. Regent Beverly Wilshire Hotel. Los Angeles, CA.

- **May 24** — BMI Motion Picture/Television Awards. Regent Beverly Wilshire Hotel. Los Angeles, CA.

- **June 5-11** — 18th International Country Music Fan Fair. Tennessee State Fairgrounds. Nashville, TN.

- **June 12-13** — 24th Burns Media Radio Studies Seminar. Westin Hotel, Atlanta, GA.

- **June 17-23** — 1989 NAB Executive Management Development Seminar. University Of Notre Dame. Notre Dame, IN.

- **June 20-23** — NAB Summer Board Meeting. Washington, DC.

- **June 21** — RAB's 22nd Annual Radio Workshop. Waldorf-Astoria. New York City, NY.

- **June 21-24** — BPME/BDA Seminar. Cobo Center. Detroit, MI.

- **June 21-25** — BPME Association 33rd Annual Seminar. Renaissance Center. Detroit, MI.

- **September 13-16** — Radio '89 Convention sponsored by the NAB. New Orleans Convention Center. New Orleans, LA.

- **September 13-16** — RTNDA Annual Convention. Kansas City Convention Center. Kansas City, MO.

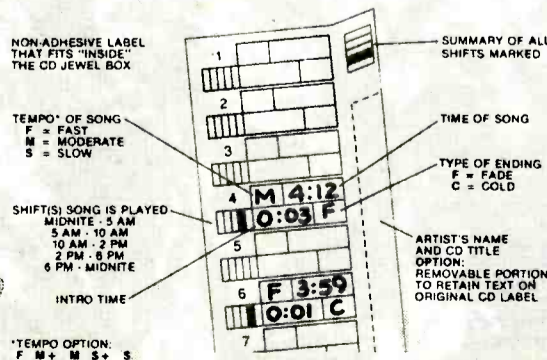
- **September 17** — Emmy Awards. Pasadena Civic Auditorium, Pasadena, CA.

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OVERVIEW

SALES STRATEGY

ONLY 247 DAYS 'TIL 1990!

Getting Ready For The Fragmented Future

By Chris Beck

The 1990s will see some of the most dramatic changes in the history of the radio industry: sales staff restructuring, management shortages, less reliance on traditional retail business, and greater revenue from major account selling.

You'll also see accounts putting much greater emphasis on results, ad agencies altering their age-old business methods, and rep firms becoming international operations.

To help you prepare for tomorrow's business world today, here's a brief overview of what radio sales professionals will take for granted in 1995.

Advertising 1995

By the dawn of the mid-'90s, the advertising industry as we know it will have undergone several major evolutions. In response to the tremendous fragmentation in available advertising options, companies will create a multitude of budgets to reach consumers.

Businesses will have a mind-boggling set of options and media choices, and dozens of salespeople will visit for shorter meetings/appointments. "Traditional" advertising — whether radio, TV, newspaper, or outdoor — will be less and less effective. The amount of advertising clutter will be incredible, making consumers' time even more pressured than it is today.

The growing trend toward home shopping will continue, evolving beyond catalogs and direct mail into at-home shopping by computer modem. Home fax machines and video tape will be common advertising options. Faced with the increased direct response capability of these new media, traditional media will be forced to provide options and components that generate significant tangible results.

While numbers will continue to be important to media negotiators, major accounts will put more emphasis on actual case studies of similar campaigns conducted by other advertisers. The proposal of tomorrow will look more like a prospectus than the traditional proposal of today. In order for competing media and rep firms to excel,

"Virtually every traditional agency will be compensated on fixed monthly retainers, generating profits from an account *only* if they generate results."

they will have to offer advertisers turn-key marketing programs that involve a myriad of components in addition to advertising.

The stage is already set for these changes on the national agency level, where many agencies already derive much of their compensation from performance incentives. This concept of mandated performance will trickle down, and

"The proposal of tomorrow will look more like a prospectus."

stores" that house multiple smaller retailers. Instead of strip center locations, the small retailer will operate from kiosks or departments that are located under one roof.

Top New Revenue Categories Of The '90s

- ATM networks
- Cosmetics/health & beauty aids
- Prescription pharmaceuticals
- Retail associations & buying groups
- Hyper-markets
- International agencies
- Telecommunications
- Continuing education courses
- Travel/tourist boards & associations
- Promotional/merchandising agencies
- Recruitment

agencies and accounts alike will come to demand it.

Evolutions In Retailing

Mom & Pop stores as we know them today will have to dramatically evolve in order to maintain any share of the retail market, as the "super-retailer" and "super-manufacturer" trend that began in the mid-'80s will continue.

In order for small businesses to survive and compete, franchises will proliferate, and there will be an increase in the number of buying groups and associations (as is already the case with hardware stores and many electronic stores today). The majority of product purchasing will be done through buying groups, as Mom & Pops consolidate their ad dollars into association budgets in order to generate advertising clout.

You'll also see tremendous growth in the number of "super

Medium-sized local businesses will continue to diversify into alternate profit centers. For example, local car dealers will become virtual transportation centers. The '80s phenomenon of the "super dealer" — who offered multiple models under one roof — will continue, but there will be further diversified profit centers within the automotive industry as well.

These will include freestanding rapid lube and oil centers (already being rolled out nationally by Ford), automotive electronics stores and instant installation centers that service car stereos, cellular telephones, and alarm systems, and sophisticated body shops that will repair any make or model.

You'll also find more and more auto dealers selling RVs, boats, and motorcycles (One marine manufacturer is already selling franchises to car dealers.)

Continued on Page 31

TRACK IT

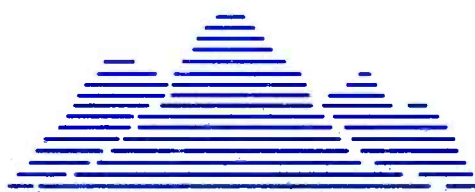


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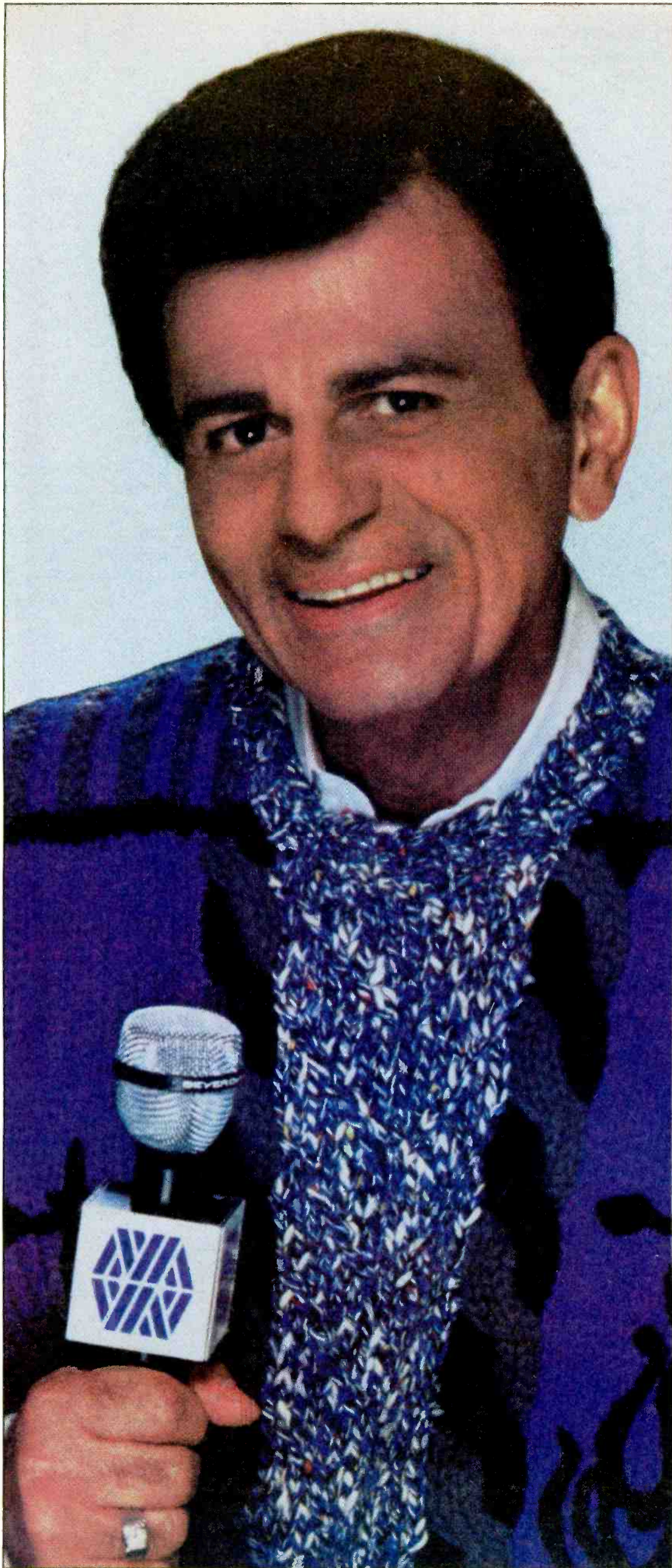
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SALES STRATEGY

Fragmented Future

Continued from Page 28

Effects On Ad Agencies

This fragmentation of retail business will also affect advertising agencies. The days of compensation based on commission will be gone. Instead, virtually every traditional agency will be compensated on fixed monthly retainers, generating profits from an account only if they generate results. The upshot is that agency media departments will be relegated to expense rather than profit centers.

More and more traditional mass market advertising will be placed by buying services or in-house departments. Agency reviews will be frequent and commonplace, as major accounts place greater emphasis on actual results and less importance on media efficiency and creative services.

The phrase "we handle the account" will be an expression of the

"More and more traditional mass market advertising will be placed by buying services or in-house departments."

past. In the '90s, a single account will work with several agencies simultaneously. One agency will place promotional budgets, and another will coordinate the creative side, while company people in zone offices will handle local market development programs.

The trend of keeping advertising in-house and hiring third parties purely on a project basis will continue. Instead of playing the role of a negotiator, the agency salesperson's job will be to ascertain which budgets an agency does or does not place.

"The phrase 'we handle the account' will be an expression of the past."

The culture in which personal relationships could influence buying decisions will also be relegated to the history books. Agency interaction will become highly impersonal, mandated not only by the erosion of media department size, but also the continuing electronic revolution that enables most interaction to be handled via fax, electronic mailboxes, and computer modems.

Commuter Managers

There will be a critical shortage of managerial talent with the amount of relevant experience required to lead staffs in the fragmented culture of the '90s. As a result, management commuters will proliferate. Many companies are already responding to today's lack of young, talented GMs by relying on one manager to oversee two or more stations. Along with multi-station GMs, you'll see many GSMs and PDs sharing multiple duties and markets.

More managers will be hired who don't necessarily possess radio backgrounds, but have experience in major account sales and marketing. Most of these new, non-traditional managers will have extensive experience on the street as well as sophisticated training in marketing and major account sales with large corporations.

The Spot Sales Dinosaur

The spot salesperson who exclusively services agencies (and is often one of the highest-paid members on the station's sales staff) will be a dinosaur — largely for two reasons.

The RAB In Ten Years

Former RAB President **Bill Stakelin** made many positive changes, but unless the organization's sales strategies are modified to be far more contemporary, it will either find itself faced with a competing agency, or will be used primarily as an information data bank rather than as a job-training resource.

Much of the RAB's sales training is comprised of backdated technologies that find little acceptance with major accounts. One example: teaching salespeople to attack the newspaper or other media, as opposed to selling the benefits of radio.

This strategy misses the reality that print is a profit center, mostly because major accounts sell print to manufacturers in conjunction with in-store "real estate" at a significant profit margin.

First, stations will increasingly refuse to pay rates that have been highly negotiated, or will only pay small commissions or salaries on them.

Second, there will be greater reliance on administrative and support staff to handle traditional agency business. These local service people will have duties similar

"The culture in which personal relationships could influence buying decisions will be relegated to the history books."

to those of today's NSMs, coordinating business from literally hundreds of agencies. One agency salesperson will be capable of handling 50 or more "buying centers."

More people will be working and penetrating fewer assigned accounts. In major markets, as many as 15-20 people may be involved in generating revenue. In-house creative teams will provide services and generate alternate tools that will be mandatory for dealing with major accounts. (Aggressive stations are already using this strategy — witness WMMS/Cleveland

and its in-house art department.)

Research departments will get bigger and have more responsibilities. Because of greater account emphasis on results, it won't be uncommon for stations to offer local market research and consumer intercept studies as part of campaigns.

Traditional production departments will evolve into creative teams, moving from the programming department to the sales department. These creative teams will not only be capable of producing sophisticated marketing campaigns to be used on the radio, but also capable of creating themes and events that will be used by the client to complement other media.

Major Account Sales

The highly paid salespeople of the '90s won't be retail salespeople as we know them today. Relatively new salespeople will continue to call on smaller local advertisers for relatively minor orders, but there will be far less reliance on traditional retail business.

Instead, the top salespeople will generate revenue from an area that — for all but the most aggressive and enlightened stations — is not even a profit center today: major account selling.

These salespeople will deal with

local contacts from major national businesses on a day-to-day basis, including district, zone, and regional managers, department managers, and human resource directors. They'll use a multitude of contacts within one major account — their account lists will consist of 15-20 highly-penetrated accounts — and they'll work with many alternate decision-makers.

International Reps


America's national rep firms will generate new business by offering major advertisers national and international turn-key multidimensional marketing programs.

"The top salespeople will generate revenue from an area that for most stations isn't even a profit center today: major account selling."

This method will prove more efficient than the current approach strategies of penetrating alternate platforms, which — due to the inherent nature of retail — will largely remain locally-placed and negotiated as well as difficult for reps to access.

By 1999, rep firms will become international, with offices in Japan, Korea, Europe, and Australia. These markets will be home base for many major clients, and the rep firms of the future will represent many international stations as well.

Chris Beck is President of **Chris Beck Communications**, a sales consulting firm. If you have a question you'd like this column to address, he can be reached either by fax machine at (818) 594-5030, by phone at (818) 594-0851, or write him at 22647 Ventura Blvd., Suite #215, Los Angeles, CA 91364.




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MEDIA

TELEVISION

TOP TEN SHOWS APRIL 17 - APRIL 23

- 1 *Roseanne*
- 2 *The Cosby Show*
- 3 *Have Faith*
- 4 *A Different World*
- 5 *Cheers*
- 6 *Wonder Years*
- 7 *Golden Girls*
- 8 *60 Minutes*
- 9 *Empty Nest*
- 10 *Hunter*

Source: Nielsen Media Research

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

• **ROCKIN' ROADSHOW:** After wrapping production in NYC with pianoman **Barry Manilow** and singer/actress **Julie Brown** (Saturday, 4/29, 12:30am), NBC's "Late Night With **David Letterman**" travels to Chicago for shows featuring gospel-soul songstress **Mavis Staples** (Wednesday, 5/3) and rock 'n' roll god **Chuck Berry** (Thursday, 5/4).

• **SING-SATIONS SALUTE NEW MOUSE O' THE SOUTH:** NBC's two-hour presentation of "The **Disney/MGM Studios** Theme Park Grand Opening" (Sunday, 4/30, 7pm) will feature the diverse musical talents of **Willie Nelson**, the **Pointer Sisters**, **Ashford & Simpson**, **Smokey Robinson**, and **Buster Poindexter** (!).



SOLO FROM CHICAGO — Soul maven **Mavis Staples** prepares to front the "World's Most Dangerous Band."



BO DIDDLEY MEETS THE ONE-EYED MONSTER — **Bo Diddley's** a TV guitarslinger (Yeah. Uh-huh.)

• **POP HISTORY 101 (FOUR CREDITS) (PLACE: ARSENIO HALL):** Syndication's "Arsenio Hall Show" explores the cutout-filled corners of Rock 'N' Roll's Cultural Warehouse this week with guests **Dick Clark** and **Bo Diddley** (Monday, 5/1), and **Jerry Lee Lewis** (Wednesday, 5/3). Check local listings for station and air-times in your area.

• **HOLDING QUEEN, STANDING PAT:** New-crowned country queenie **Kathy Mattea** pays a musical visit to CBS's "The **Pat Sajak Show**" (Wednesday, 5/3, 11:30pm).

• **SWAYZE 'N' SHEENA:** Actor/recording artist **Patrick Swayze** drops by the set of "Later With **Bob Costas**" for some EARLY morning entertainment (NBC, Tuesday, 5/2, 1:30am). Also, wee Scot/singer **Sheena Easton** visits to discuss tabloid journalism and a couple of the famous fellows in her life (Wednesday, 5/3).

• **STATE OF OUR UNION:** Country quartet **Alabama** drops in to pick 'n' grin on "The Tonight Show Starring **Johnny Carson**" (NBC, Monday, 5/1, 11:30pm).

• **IT'S A WRAP!** CBS's contemporary cop-show "Wiseguy" brings its record business storyline to a thigs-quivering musical climax this week, with **Glenn Frey**, **Mick Fleetwood** and **Debbie Harry** continuing their rockin' roles (Wednesday, 5/3, 10pm).

Radio To Play Key Role In Depeche Mode Film Marketing

Radio stations across the nation will be able to present the film "Depeche Mode 101" to their listeners as if it were a live concert or similar event, thanks to an innovative city-by-city marketing and promotional arrangement involving the Westwood One Radio Networks and R&R.

The plan calls for the traveling film — shot in various cities across America and climaxing at the Rose Bowl in Pasadena, CA on the Sire recording unit's 1988 US tour — to play limited engagements of two weekends per city (with night screenings only), thus preserving a concert-like mood, and providing local radio stations with a new promotional tool to bring music-related films to their listeners.

"The arrangement creates an exciting new window for presenting music films," says R&R Publisher **Bob Wilson**. "It's a way for radio to present the visualization to listeners before the product goes to television, cable, or home video."

A double live album bearing the film's title has already been released in the US on the Sire/WB label. Directed by D.A. Pennebaker, **David Dawkins**, and **Chris Hegedus**, the movie will make its stateside premiere April 28 in Los Angeles and Houston. (93Q's **John Lander** and his Morning Zoo make an appearance in the film.)

FILMS

WEEKEND BOX OFFICE

APRIL 21-23

1 <i>Pet Sematary</i> (Paramount) *	\$12.0
2 <i>Major League</i> (Paramount)	\$5.2
3 <i>Say Anything</i> (20th Century Fox)	\$3.8
4 <i>The Dream Team</i> (Universal)	\$3.2
5 <i>Rain Man</i> (MGM-UA)	\$2.3
6 <i>She's Out Of Control</i> (Weintraub)	\$2.2
7 <i>Red Scorpion</i> (SGE) *	\$2.0
8 <i>See You In The Morning</i> (Warner Bros.) *	\$1.8
9 <i>Disorganized Crime</i> (Buena Vista)	\$1.6
10 <i>Speed Zone</i> (Orion) *	\$1.4

* First Week In Release

All figures in millions

Source: Exhibitor Relations Co.

COMING ATTRACTIONS:

This week's openers include "Scandal," based upon Britain's notorious poli-trick-al **Profumo** Affair of the early '60s. The film's upcoming **Enigma** soundtrack includes **Dusty Springfield's** collaboration with the **Pet Shop Boys** ("Nothing Has Been Proved") as well as period wax from likes of the **Shadows**, **Adam Faith**, **Fats Domino**, **Nat King Cole**, et. al.

'ZINE SCENE

I Wish . . .

Both this week's *National Enquirer* and *Star* had this story, so it simply *must* be true. Blind since birth, music superstar **Stevie Wonder** has volunteered to be one of the first humans to have eye transplants! (The radical technique has already been successful in experiments with rats.)

Boy George's New Line

People reports that **Boy George** plans to market his own line of clothing, which he describes as "more casual than what I wear on-stage — practical, useful clothes for men and women." But of course.

Bubbles & Barbies & Bright Shiny Buckles

Michael Jackson has been paying regular, twice-weekly visits to the Playboy Mansion lately. Supposedly this all began when MJ dropped by the bunny hutch to pick up a copy of the *Playboy* that featured his sister **La Toya**, and he and magazine founder **Hugh Hefner** tossed back a pair of Pepsis prior to taking a tour of the 30-room pleasure palace.

Jackson reportedly enjoyed the experience so much that the *Star* quotes him telling a member of his



LIPSTICK VOGUE — *La Prima Madonna*, not just this year's model.

entourage: "Forget **Bubbles**, I want a **Barbi!**"

New Vogue Riche

Yes, that is **Madonna** on the cover of *Vogue*. The May issue also features a ten-page spread on The Material Girl's new multimillion-dollar love shack.

Highlights include a full-page, four-color photo of *La Bella Donna* eating unbuttered popcorn in a strapless silk dress, a barely nipple-baring shot of *Miss Thang* writhing in the throes of a **Christian Lacroix** jacket and a pair of **Levi 501s**, and the deathless revelation that "Madonna's style is a unique mix of high and low."

VIDEO

• ROCK 'N' SOUL HEAVEN (Good Times)

The seventh volume in the video company's "Rock 'N' Roll History" series, this 30-minute compilation of vintage footage spotlights **Elvis Presley** ("Ready Teddy"), **Jackie Wilson** ("Baby Workout"), **Bobby Darin** ("Mack The Knife"), **Otis Redding** ("Try A Little Tenderness"), the **Beatles** ("She Loves You"), **Marvin Gaye** and **Tammi Terrell** ("Ain't No Mountain High Enough"), and **Buddy Holly** ("That'll Be The Day"). (Street date: 4/28).

• GLAM ROCK (Virgin Music)

A compilation of clips from some of the '70s biggest "glam rock" acts, this 52-minute package contains four selections from **T. Rex** ("Jeepster," "Hot Love," "Get It On," and "Solid Gold Easy Action") and four from **Gary Glitter** (including "Rock And Roll, Part 2"). Glittery glimpses of **Sweet** ("Teenage Rampage," "Blockbuster," "Hell Raiser"), **Wizzard** ("Ball Park Incident," "I Wish It Could Be Christmas Every Day"), **Alice Cooper** ("School's Out") and **Slade** ("Mama Weer All Crazee Now") complete the package. (4/28).



GLAMOUR GUISE (& DOLL) — **Marc Bolan**, caught in the throes of **T. Rex-tacy**, and **Janis Joplin**, back when *Big Brother* was a woman.

• BIG BROTHER & HOLDING COMPANY: BALL AND CHAIN (Rhino)

Taped live in a San Francisco TV studio during 1967's Summer of Love, this 30-minute mix of performance and interview footage offers a look at the pre-Monterey Pop Festival **Janis Joplin** (along with guitarists **Sam Andrew** and **James Gurley**, bassist **Peter Albin**, and drummer **David Getz**). Originally aired on KQED-TV under the title "Coming Of The Years," the package contains versions of "Down On Me," "The Coo-Coo (Oh, Sweet Mary)," "Faster Than Sound," "Ball And Chain," and the instrumental "Blow My Mind." (4/28).

• MICHAEL JACKSON . . . THE LEGEND CONTINUES (Vestron)

With actor **James Earl Jones** serving as narrator, this hourlong collection of home-movie excerpts, clips from the **Jackson 5's** animated TV show, and other film footage documents two decades of the celebrated **Epic** recording star's musical career. On-screen appearances by **Cyndi Lauper**, **Quincy Jones**, **Smokey Robinson**, **Yoko Ono**, **Elizabeth Taylor**, **Katherine Hepburn**, **Sophia Loren**, **Gene Kelly** and film-maker **Martin Scorsese** augment the release, which previously aired on the **Showtime** cable network. (5/3).

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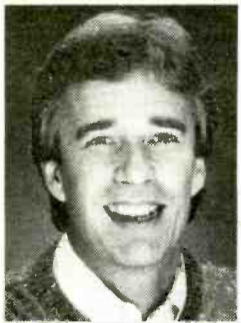
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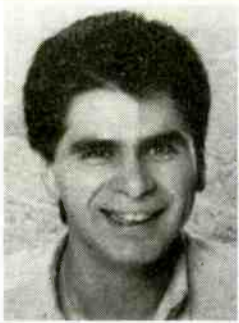
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Jhani Kaye
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John Quincy
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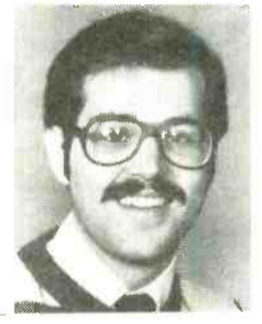
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OVERVIEW

LIFESTYLES

Limos Roll To \$2 Billion Business

Charging an average of \$48 per hour for a high-status ride around town, limousine operators racked up a comfortable \$2 billion in business last year.

According to the Redondo Beach, CA-based *Limousine And Chauffeur* magazine, there are now 6500 livery operators in the US — a 30% increase since 1986. Not surprisingly, most limousines are concentrated in big cities.

New York City has the most sizeable limo population (with 9500 in the metro area). Chicago (1700) is next, followed by Los Angeles (1300), Boston (1060), Washington, DC (950), San Francisco (850), Philadelphia (680), Detroit (630), Dallas-Ft. Worth (580), and Miami-Ft. Lauderdale (470).

Businessmen Best Clients

The great majority (75%) of people who hire limos are traveling businessmen, with hotel patrons, newlyweds, and prom-celebrating teens making up the rest of the clientele.

Although luxuries such as TVs, telephones, and in-car bars are perceived as limos' main selling points, other less-luxuriant factors — such as the increased demand for rides between hotels and airports, worsened traffic congestion, tougher drunk-driving laws and the sheer volume of people traveling — have helped put the limo business on its current road to prosperity.



Rollin' 'N' Rockin' With Video Games

Adding a new twist to the way American youth play video games, NYC-based *Interactive/LNJ Toys Ltd.* has introduced the "Roll & Rocker" — a foot-operated controller that relies on body movements to score points and vanquish opponents.

When used in conjunction with standard *Nintendo* video game hand-controllers, the gadget transforms video gamesmanship — often exercises in lethargy — into a full-body workout. And... the device may prevent video games — easily one of the more popular Christmas gift items last year (*R&R* 12/9/88) — from an early retirement in the family attic.

Suggested retail price: \$40. For more info, phone the firm at (212) 243-8565.

WHO ARE THE 'SUPER INNOVATORS'?

Defining Top Consumer Trendsetters

Operating at the core of the nation's collective consumer innovators (the 45% of American adults responsible for turning newfangled products and services into daily necessities) are the "super innovators" — a super consumer group defined and studied by NYC-based *Mediamark Research Inc.*

Despite making up only seven percent of the nation's population, super innovators all but dictate and define the new affluent-consumer lifestyle. They are the first to embrace new developments in electronics, food, homes, leisure, and finances (see accompanying chart). And, although their numbers are dwindling, super innovators nevertheless command a marketing value four or five times their group size.

Super Innovator Fingerprint File

Proverbial community movers and shakers, super innovators are nearly twice as likely as the average American adult to write or

Innovators Go Shopping

While shouldering the stress of two careers, families, and community activities, "super innovators" nonetheless find the time and money to pamper themselves with trendsetting conveniences.

For a per-item comparison of product ownership — in the areas of electronics, foods, homes, leisure, and finances — between super innovators and the average US adult, please check the list below. (In all instances, super innovators were more than three times as likely to own the products or use the services listed than the average adult.)

Product	Super Innovators Share	All Adults
CD or laser player	24%	5%
Video camera	23%	3%
Personal computer	24%	14%
Phone answering machine	25%	13%
Burglar alarm	23%	7%
Coffee grinder	23%	7%
Pasta machine	23%	3%
Home gym	29%	3%
Play racquetball	25%	4%
Electronic games	25%	7%
Health clubs	28%	9%
Money market funds	26%	7%

Source: *Mediamark Research Inc.*

phone radio and television stations. They are also more likely to write letters to the editors of newspapers and magazines, and to get involved with political issues at local — and even higher — levels.

Most super innovators (57%) are between the ages of 25 and 44 years old (with the heaviest representation among 35-44 year-olds).

Super innovators are also educated (65% have attended or graduated college, compared to 35% of all US adults), married (47% have

been married 10 years, compared to 42% of all adults), and many have children (particularly pre-teens and teens).

Though not particularly wealthy (most super innovator households have dual incomes, yet only 47% of these households have annual incomes of \$50,000 or more), super innovators are career-oriented and are heavily concentrated in suburbs of America's large Western counties (with above average numbers in the East as well).

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KHAT-AM & FM/Lincoln air talent **David Klein**, wife Pamela, son David Wesley, April 14

TECHNOLOGY

'SmarTV' Zaps Ads — Automatically

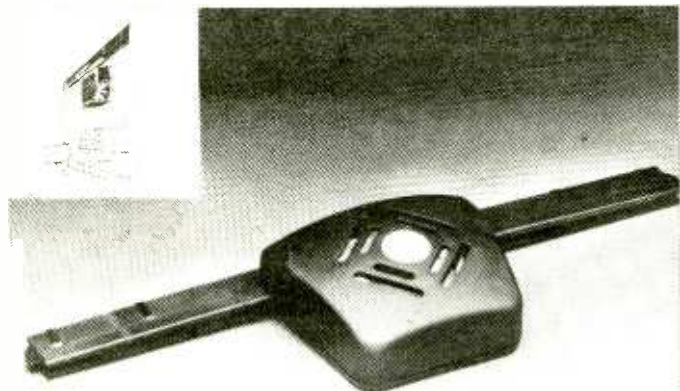
Couch potatoes who'd rather watch their favorite TV shows without commercial interruption may soon see their fondest wish come true. San Francisco-based Metaview Corp. has recently developed a "SmarTV" system that can be programmed to automatically eliminate TV commercials for a mere \$25 a month.

The system, which links your TV, your VCR, and your PC with a central computer, will initially sell for \$6000 — a price that's eventually expected to drop to around \$300. Here's how it works: When you

purchase the system, you tell Metaview what types of shows you enjoy. That info gets stored in Metaview's central computer. Every week that computer links up with your PC via phone to tell it which shows to tape.

The system keeps track of everything that's been taped — up to 186 hours worth of programming — and shows you a menu of programs that you can choose from when you turn on your TV. Make your choice and a small robot arm takes the tape out of the rack and places it in your VCR for you. Talk about living on the couch of luxury.

Cooling Out Cars



If you've ever parked your car on a sunny summer day and returned to a virtual furnace, the above-pictured solar-powered hot air extractor may be just the thing you need to cool down your car and your temper.

The weather-proof device slips over the upper edge of a car's window and activates when exposed to direct sunlight. As the unit's fan draws the hot air through an exterior exhaust vent, cooler air enters through the car's circulation vents, dropping the temperature inside your auto by as much as 40 degrees Fahrenheit.

Besides making your car more comfortable, the extractor helps prevent heat damage to upholstery, sensitive electronic circuitry, and personal belongings.

The one-pound gizmo fits windows up to 26" wide (although it's not to be used with tinted windows), and still allows your car to be locked securely. Single units are available via the Chicago-based Hammacher Schlemmer firm for \$32.95.



Panasonic Unveils Portable DAT Recorder

The digital audio tape revolution now comes in a three-pound package, as the Secaucus, NJ-based Panasonic Industrial Co. recently introduced the "SV-250" portable DAT recorder.

The book-sized (approximately 9" x 2" x 5") device uses a digital filtering system to pack the same high-performance DAT capability as larger, non-portable DAT recorders. Featuring a rechargeable battery that provides more than two hours of continuous recording and playback and AC adaptor, the SV-250 is especially useful for remotes, newsgathering, and out-of-station interviews.

List priced at \$2700, the SV-250 comes equipped with a high-speed search function that boasts of being 60 times faster than those found on standard tape machines. For more info, phone the firm at (201) 348-7620.

Tomorrow's Cars To Run On Air?

The fuel of the future may not be fuel at all — at least, not initially. Chemists at the Golden, CO-based Solar Energy Research Institute (SERI) have developed specialized molecules that can remove carbon dioxide (CO₂) from the atmosphere. The carbon dioxide is then electrochemically reduced to carbon monoxide and converted into methanol (wood alcohol), which can be used as car fuel.

Besides helping to reduce dependence on fossil fuels, removing carbon dioxide from the air to create methanol could help relieve the greenhouse effect. It may also turn your gas-guzzler into an "alcoholic."

Longer-Lasting Portable Phone Batteries Arrive

People who drone while driving and prefer to be reached by the pool — as well as folks aspiring to reach those portable phone peaks — can now get 10 times more talking-time, thanks to a new battery developed by Bethel, CT-based Duracell Inc.

The problem with most portable phone batteries (which are composed of nickel cadmium and usually last six hours before petering out) is that they stay switched on all the time — regardless of whether they're in use or just waiting for calls.

However, Duracell's "hybrid" model contains an additional, low-powered zinc-air battery that not only powers the phone while waiting for incoming calls, but also recharges the more powerful nickel cadmium component. Once a call has been placed or received, the phone switches over to the rested and recharged nickel cadmium unit.



Atari Hand-Held PC

Designed with today's ever-mobile executives in mind, "Portfolio" — a product of the Sunnyvale, CA-based Atari (US) Corporation — is the first hand-held, IBM-compatible portable personal computer.

Although no larger than a videocassette and weighing less than a pound, the Portfolio includes basic word-processing and spreadsheet software (compatible with Lotus 1-2-3), an appointment calendar (with reminder alarm), and a phone directory that stores names either alphabetically or by category.

The petite PC — which uses credit card-sized memory and program cards in place of discs — also features an eight-line, 40-character LDC display screen and a 63-key IBM-compatible keyboard. Retail price: \$400. For more information, call the company at (408) 745-2000.

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Ratings. That's the name of the game. The formula is ridiculously simple. The bigger the audience, the better the ratings. And one of the surest ways to get better ratings is to get your signal to stand out on the overcrowded dial, to better penetrate buildings and reach the outer fringes with greater power and clarity.

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PEOPLE

Musicians (Not Musicians)

Actors (Not Actors)



While in Hollywood to film a promotional video for their new single "Anything Can Happen," Chrysalis recording "brothers" Was (Not Was) looked up reel-life screen stars Gene Wilder (second from left) and Richard Pryor (third from right) for some on-camera tips. The two funny men seemed eager to accommodate the funk-rockers — especially since the song will be featured in the upcoming Pryor/Wilder flick "See No Evil, Hear No Evil." Seen smiling between scenes are (l-r) David Was, Wilder, Don Was, Pryor, and the group's vocalists Sweet Pea Atkinson and Sir Harry Bowns.



Greenpeace Warriors

MCA recording singsation Belinda Carlisle (l) stands beside a trim-maned Michael Hutchence (frontman for Atlantic recording artists INXS) while pondering the importance of being earnest about a clean environment. The philanthropic pair were recently in Los Angeles filming an "environmental alert" message that'll be used (along with a raft of others) to support the Geffen release of "Rainbow Warrior" — an album project designed to benefit the Greenpeace International organization. The vid-clip bulletins will air on cable's VH-1 network.

New Rawls LP Says It All



Having put the finishing touches on his new studio LP "At Last," Blue Note recording artist Lou Rawls (second from right) relaxes with some of the talent who helped out on the project. Gathering for a final listen and fast photo are (l-r) EMI jazz vocalist Dianne Reeves (who joins Rawls for a duet), co-producer Michael Cuscuna, Rawls, and Capitol recording artist/album co-producer Billy Vera.

Getting A Faithfull Recording



Taking a break from the rigors of recording, husky-voiced Island recording artist Marianne Faithfull (r) schmoozes with the boys behind the boards. Pictured at the impromptu photo session are (l-r) engineer Joe Ferla, co-producer Hal Wilner, Grudge recording artist Fernando Saunders (who not only co-produced Faithfull's new LP, but also wrote many of the songs), and Faithfull.

An Extremely Personal Visit



A&M's hard rocking quartet Extreme recently traveled to Zoo York City to compare hair-care and footwear with some industry heavyweights. Pictured at the start of an ol' fashioned line dance are (l-r) Premier Talent President Frank Barsalona, A&M Sr. VP Michael Leon, MTV CEO Tom Freston, the group's Nuno Bettencourt, MTV VP/Programming Abby Konowitch, Extreme's Pat Badger and Paul Geary, A&M President Gil Friesen, and band member Gary Cherone.

'Roadhouse' Dudes



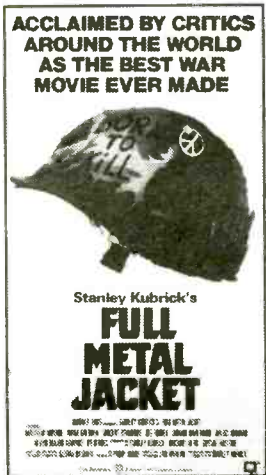
Recent Grammy-winning producer David Kershbaum (l) shares a smile with actor/singer Patrick Swayze (c) and session co-producer Bob Marlette (r) while showing the up 'n' coming young vocalist how to get peak performances from a hand-held microphone. The trio were in the studio to record a couple of bar-room ballads that'll appear on the Arista soundtrack for Swayze's upcoming film "Roadhouse." Songs by Arista recording artists the Cruzados and the Jeff Healey Band will also appear on the picture's platter.

10 HOT VIDEOS

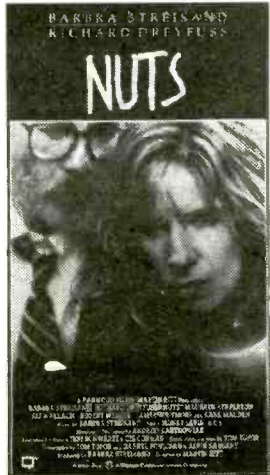


FOR SUMMER!

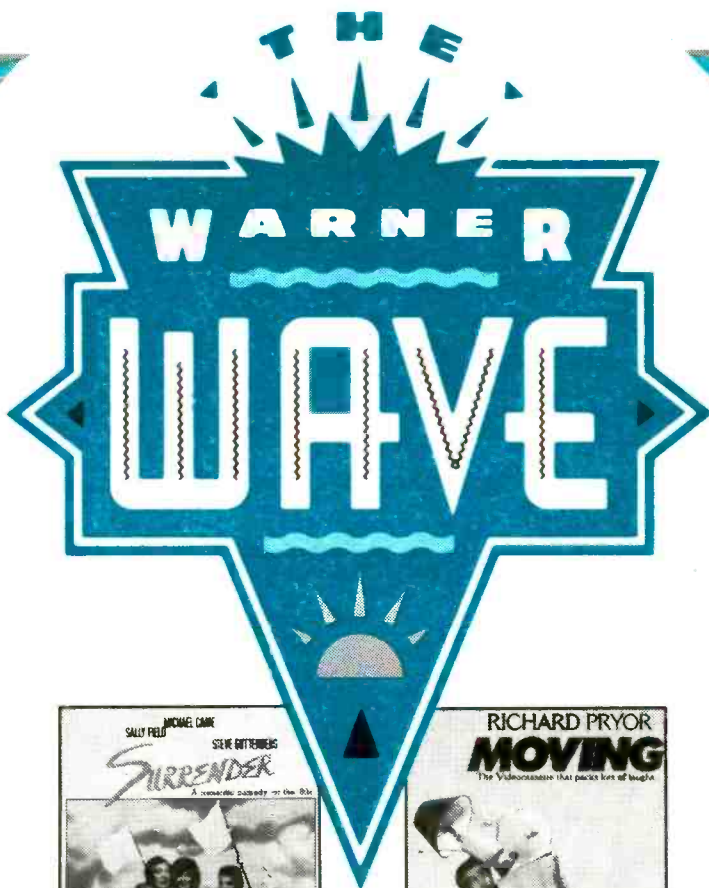
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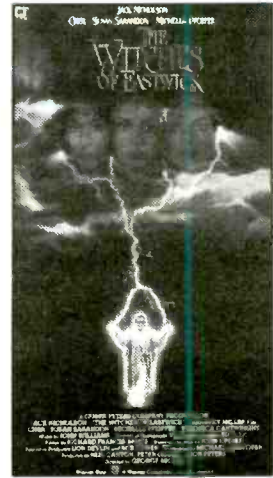
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PEOPLE



Bananarama In The Big Apple

London/PolyGram's Bananarama were feted by label execs in New York after the group concluded its first tour at the Palladium. Beaming backstage are (l-r) PolyGram's Rick Hunt, Bananarama's Jacqui O'Sullivan, PolyGram Sr. VP Bas Hartong, the group's Sarah Dallin, and PolyGram Sr. VP Jim Urie.

Grebenshikov Meets Presidents

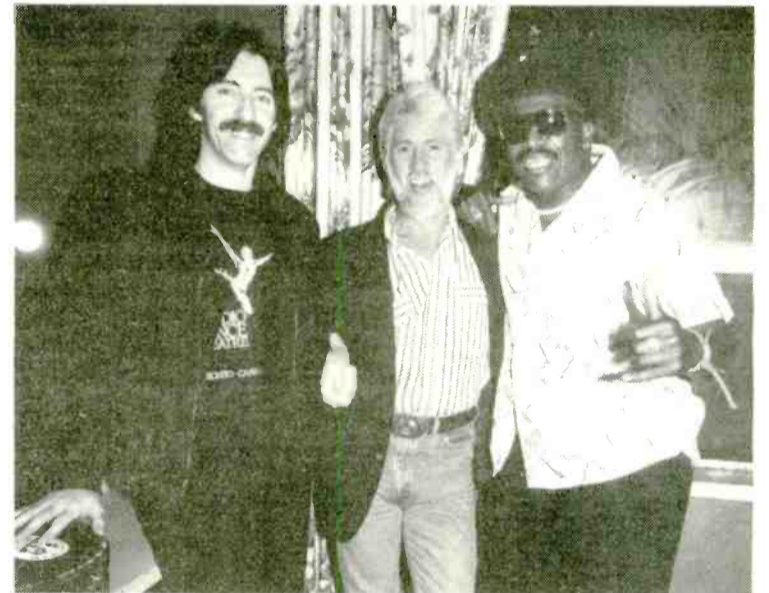


Russian rocker Boris Grebenshikov, whose album "Radio Silence" is set for June release on Columbia, met with four presidents backstage at the New York's Bottom Line after his first American performance. Shown are (l-r) CBS Records International President Robert Summer, CBS Records Division President Tommy Mottola, Columbia Records President Don Ienner, Grebenshikov, and CBS Records Inc. President/CEO Walter Yetnikoff.

W.A.S.P. 'Headless' At Troubadour



Capitol group W.A.S.P. recently had a listening party for its new album "The Headless Children" at L.A.'s Troubadour. Making the moment are (l-r, front) EMI Music Worldwide President Don Zimmermann, manager Rod Smallwood, Capitol VP Rod McCarrell, W.A.S.P.'s Blackie Lawless and Johnny Rod, and Capitol VP Tom Whalley; (l-r, back) the group's Chris Holmes and Capitol President David Berman.



King, Taj Mahal Backstage

Gaia's Bill King (l) and Penta Music's Cliff Jones (c) met Gramvision artist Taj Mahal backstage after his performance in Toronto. Mahal's "Taj" and King's "Magnolia Nights" were both released recently.



EMI Signs The Jaz

EMI has signed rap artist The Jaz, whose debut album "Word To The Jaz" contains the single "Hawaiian Sophie." Pictured in a post-signing pose are (l-r) manager John Kaye, EMI President/CEO Sal Licata, The Jaz, Sr. VP Gerry Griffith, Sr. VP/GM Ron Urban, and manager Stan Poses.

Keys Meets Epic Staffers



Former Miss Maryland Amy Keys met recently with Epic staffers in New York following the release of her debut LP, "Lovers Intuition." Pictured are (l-r) Epic/Portrait Sr. VP Don Grlerson, E/P/A's Larry Davis, VP Don Eason, Sr. VP Hank Caldwell, and Mike Jones, Keys, Epic/Portrait VP Bernie Miller, and E/P/A President Dave Glew.

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AM TO NEWS AS KRNS

Brown Now OM At KXET & KZEP

Lotus Communications will switch Spanish-formatted KXET (AM) to News under new calls KRNS (Radio News & Sports) June 1. CNN Headline News will provide primary programming. Dana Brown, PD of Classic Rock sister KZEP, has been upped to OM of the combo and will oversee the new format.

GM Jay Levine remarked, "It was basically a business decision. Several other radio and TV stations

are serving the Hispanic audience, and we felt it was time to do something different. Dana's done an excellent job with the FM and has a lot of very good ideas for the AM."

Brown has been KZEP PD since 1986. He told R&R, "We'll be using CNN as a base and supplement it with a lot of additional programming from other sources, especially Mutual. We plan on being the USA Today of San Antonio radio."

Hicks Signs With Polydor/PolyGram



Former Stevie Wonder backup singer Marva Hicks has signed with Polydor/PolyGram Records, and soon will begin recording her solo debut album. Marking the moment are (l-r) PolyGram VP Holly Browde, Hicks, PolyGram Exec. VP Bob Jamieson, and PolyGram Sr. VP Ted Green.

Brown Hits Triple Platinum Mark



MCA artist Bobby Brown's "Don't Be Cruel" album was recently certified triple platinum, and is nearing quadruple platinum. Shown at MCA's Universal City headquarters are (l-r) Sr. VP Steve Meyer, MCA Records President Al Teller, VP A.D. Washington, Brown, Sr. VP Louil Silas Jr., Exec. VP/GM Richard Palmese, and MCA Music Entertainment Group Chairman Irving Azoff.



Rick Winward

Winward Joins Champion As VP/Marketing

Former Enigma Records VP/Promotion Rick Winward has joined Champion Entertainment as VP/Marketing. He will coordinate marketing and promotion for Champion's roster of artists, which includes John Cougar Mellencamp, Carly Simon, Hall & Oates, and Taylor Dayne.

"Rick represents the new generation of promotion and marketing executives," said Champion President John Sykes. "He possesses a complete knowledge of traditional promotion while employing an innovative and aggressive approach to the new alternative areas of marketing."

Winward, who will be based in New York, commented, "I'm excited to be working with an established, winning organization like Champion. It's a dynamic company with a strong artist roster. It's truly a privilege to step into this position with John Cougar Mellencamp's new album just hitting the streets."

MTV Net Reorganizes Into Three Units

Reardon Upped At MTV: Bennett Joins VH-1

Citing a need to decentralize its operations, MTV Networks has reorganized by creating three distinct business units - MTV, Nickelodeon/Nick At Nite, and VH-1 - each headed by its own president.

MTV Networks Exec. VP/Sales & Marketing John Reardon has become President/MTV; Geraldine Laybourne, Exec. VP/GM at Nickelodeon/Nick At Nite, has

been promoted to its President; and Edward Bennett, Exec. VP/COO of MTV parent company Viacom International's Cable TV division, has been named President/VH-1.

"Since 1980 we have experienced phenomenal growth," noted MTV Networks President Tom Freston. "What was once a relatively simple programming business has now evolved into a more complex, very exciting enterprise with three separate networks, all very much their own businesses."

"Gerry and John both have had extremely successful track records at MTVN in a variety of areas, and both have made enormous contributions to the strength of our company and its various divisions. Ed Bennett brings a tremendous amount of leadership skills and experience in marketing, sales, and programming to his new role and is going to be a terrific asset to this company."

Freston pointed out that each network president will have full profit and loss responsibility, and will direct his net's sales, programming, production, promotion, program publicity, marketing, and ancillary operations. Certain other departments, including affiliate and advertising sales, will report to all three presidents as well as to Freston.

MTV/VH-1 Exec. VP Lee Masters and VH-1 VP Jeffrey Rowe will stay on within the new alignment. Rowe will now report to Bennett.

Lakefield To Program WEZO & WRMM



Chuck Lakefield

Effective May 1, WBUF/Buffalo AM driver Chuck Lakefield will become PD of WEZO & WRMM/Rochester. He replaces David Isreal, who left to pursue freelance opportunities.

WEZO & WRMM GM Jay Meyers commented, "I'm very excited about having someone of Chuck's ability join us. When we were competitors, I was always impressed with his dedication, creativity, and innovation. He is a real people-person, and putting people first tops our company's mission statement."

Noted Lakefield, "My respect for Jay grew during my time at WBUF, which he put on the map. It will be a pleasure to work for a company (Atlantic Ventures) that believes in treating people well and allowing them to grow. These two stations are well positioned and sound great. There's a wonderful group of talented people here."

Lakefield has programmed KGW/Portland, WGR/Buffalo, and WKFM/Syracuse. His on-air background includes WMZQ/Washington, and WOKY/Milwaukee.

In the winter Birch, AC WRMM ranked seventh 12+ (6.1), while Nostalgia WEZO posted a 0.9. WRMM placed sixth 12+ in the fall Arbitron (5.9) and WEZO tied for 12th (1.4).

Rivers OM At KLTY

Nationally-known "Powerline" host "Brother" Jon Rivers has been appointed OM at Rodriguez Communications' Contemporary Christian KLTY/Dallas. Until last week the station had been using the calls KOJO.

Regarding the call letter change, KLTY owner Marco Rodriguez noted, "The station had not lived up to its full potential, and changes were forthcoming to make it even more competitive in the Dallas/Ft. Worth marketplace."

Rivers will also handle morning duties on-air at the station. He had been handling afternoon drive at crosstown AC KMGC.



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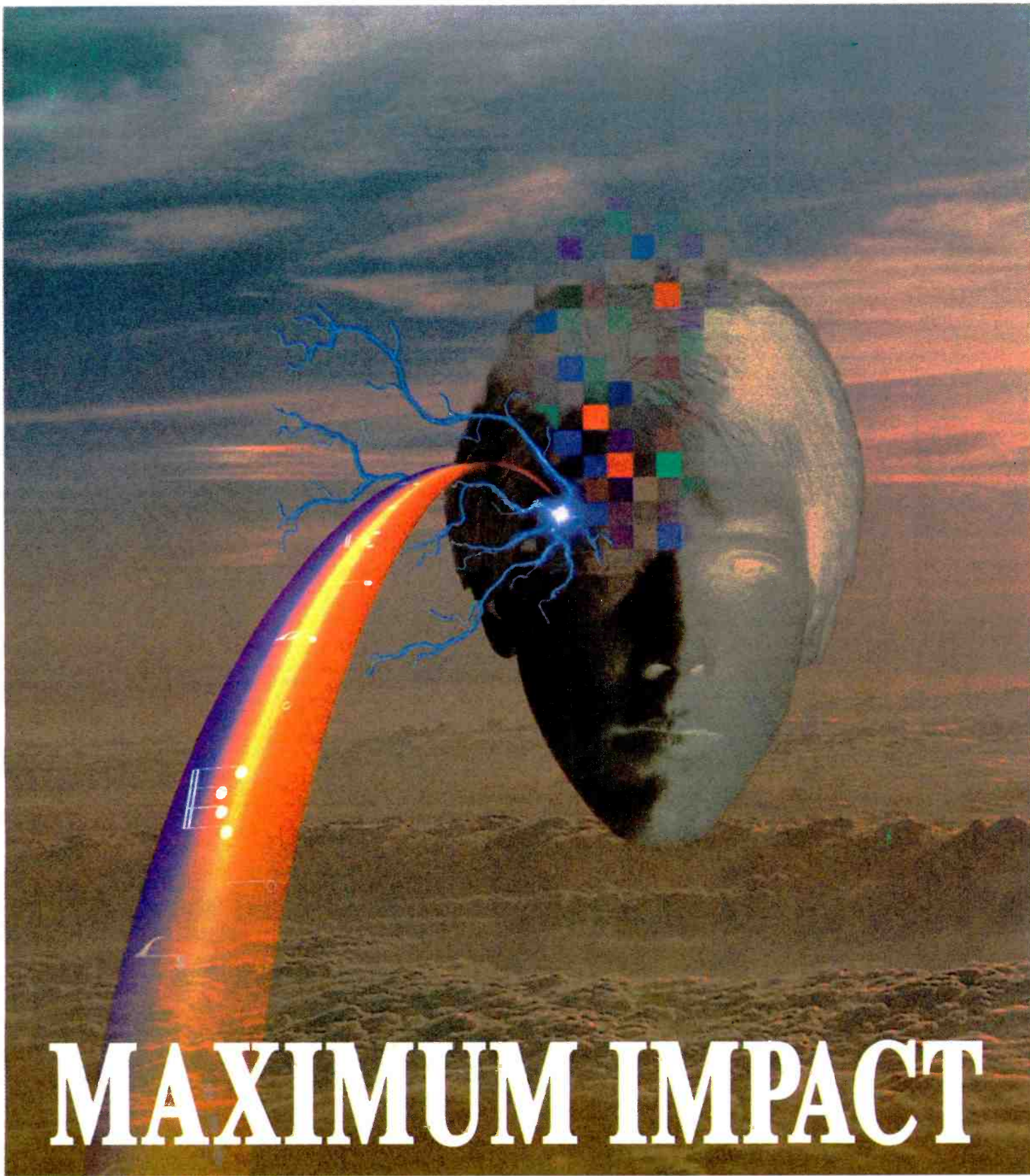
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Radio

● **CHRIS CAGGIANO**, President at Atlantic Resources, has added additional responsibilities as GM at the company's WBVR/Fort Wayne, IN, where **DAVID STEVENS** has been named GSM. Stevens was formerly Asst. Sales Manager at WHCN/Hartford.

Other appointments at the station include **PATRICIA HARRINGTON**, former Business Manager at crosstown WXKE, as Business Manager; **DON BUETTNER**, former PD at WERT/Van Wert, OH, as Asst. PD; and **JONATHON ROSE**, previously Production Director at WZOQ/Wapakoneta, OH, as Production Director.



CHRIS CAGGIANO **Shelley Stile**
● **SHELLEY STILE**, NSM at WYNY/New York, has added NSM duties at AM sister WNEW.
● **BONNIE BRAY** has been upped from Asst. Treasurer/Business Manager/Controller at Win Communications to VP/Business Operations at Win Communications/ML Media Radio Group.



Patty England Shawn McCormack

● **PATTY ENGLAND**, AE at WKLR/Indianapolis, has been upped to NSM at the station and AM sister WIBC.

● **MARY GALDA** has joined WPLJ/New York as Retail Sales Manager. She formerly held a similar post at crosstown WRKS.

● **LYNDA BUCK** has been upped from AE to NSM at KCBQ-AM & FM/San Diego.

● **ROCCO MACRI** has been upped from Promotion Director to Director/Marketing & Advertising at WQHT/New York; **STACIE SEIFRIT** takes over the Promotion Director post. Seifrit was formerly Promotion Director/MD/afternoon driver at WZYQ/Frederick, MD.

● **RACHEL SPIELVOGEL**, former Promotion Director at WGNA/Albany, has been named Marketing Director at crosstown WTRY & WPYX.

● **A. KRISTINE DALEY** has been upped from Regional Marketing Consultant to Sales Manager at WKLI/Albany. **LESLIE MAIELLO** takes Daley's previous post after two years at the station.

● **STEVE WILDER** has been upped from AE to GSM at KVET & KASE/Austin. He replaces **GENE DICKERSON**.

● **ROBERT MORGAN** has been upped from AE to GSM at WAQX/Syracuse, where **TREVOR-JOE LENNON** has been named Production Director and **ERIC THOM** has been tapped as Promotion Director. Lennon previously served at WPHD/Bufalo. Thom was an AE at WBLI/Long Island.

Records



Don Kamerer Caprice Carmona

● **DON KAMERER** has been named Regional Country Marketing Manager for CBS/Nashville. He was National Director/Sales & Marketing for the MTM Music Group for the past two years.

● **CAPRICE CARMONA** has joined Enigma Records as National Director/Video Promotion. She was formerly in video promotion at Rhino Records.

● **JERRY REEDY** has been named Director/Administration at the David Gefen Co.

● **SHAWN McCORMACK** has been promoted from Publicity Coordinator to Manager/Press & Media Relations, East Coast at Elektra Records.

● **BRENDA SMITH** has been named Promotion Manager/Atlanta at Warner Bros. Records. The industry vet has worked at Polydor and served as an independent consultant to several labels.

● **ELLEN MORASKIE** has been appointed Director/Artists & Repertoire, Columbia House, CBS Records. Most recently she was Director/Product Development at Teledisc USA.

Also, **SUSAN SCHIFFER** has been named Director/Press & Publicity at CBS Masterworks. She had been Manager/Publicity at ICM Artists.

● **SHARON SWAB** has been promoted from Staff Assistant/A&R to Manager/Recording Administration, Capitol Studio Operations, Capitol Records.

● **NATE WOLK** has left his post as Regional Sales Director at Intersound Records to join CEMA Distribution as National Accounts Manager.

● **MARY SCOTT-BERRY** has been upped from Promotion Coordinator to Sr. Coordinator/Promotion at EMI, where **HUGO COLE** has been tapped as Regional Promotion Manager. Cole was previously a Customer Service Representative at CEMA.

Industry

● **LINN TANZMAN** has been appointed VP/Music & Entertainment at Rogers & Cowan/New York and will oversee East Coast Music Operations. A ten-year industry vet, she joined the company in 1981.

● **CHERIE FONOROW** has left her post as VP/Creative Operations US at PolyGram Music Publishing to serve as VP/Creative Affairs at CBS Music Publishing US.



Edwin Brubeck Cherie Fonorow

● **EDWIN BRUBECK JR.** has been named VP at Thoben-Van Huss & Associates, an Indianapolis-based media broker and financial services organization.

● **LAURA RUBIN** has joined the marketing firm John L. Pierce Associates as Media Broker.

● **CATHY LEHRFELD** has joined Group W Satellite Communications as Director/Public Relations. She was previously Director/Public Relations at Westwood One.

—Holly Sklar

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4	3	2	3	3	3 THIRTY EIGHT SPECIAL/Second Chance (A&M)
5	7	15	4	4	4 TOM PETTY/I Won't Back Down (MCA)
2	1	1	5	5	5 REPLACEMENTS/I'll Be You (Sire/Reprise)
9	5	5	6	6	6 MELISSA ETHERIDGE/Similar Features (Island)
14	12	8	7	7	7 RADIATORS/Confidential (Epic)
12	9	7	8	8	8 U2/God Part II (Island)
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CHANGES

Kathleen Daly has joined Arbitron Ratings/Atlanta as a client service rep for Southern Advertiser/Agency Radio Sales.

Michaelaen Lauda and **Thomas Lundell** have joined WQFM/Milwaukee as AEs.

Cynthia Bressler has joined PolyGram Records as Attorney/Legal Affairs. She was previously an associate at Berger & Steingut.

Brenda Cummings, formerly with the public relations firm Solters, Roskin & Freidman, has joined Caliber Entertainment Group as Director/In-House Publicity.

PROS ON THE LOOSE

Brent Alberts — OM KLMS & KFMQ/Lincoln, NE (402) 486-1202

Robert Diaz — Late-nights KZFM/Corpus Christi, TX (512) 991-1431

Mark Hill — PD KLRS/Santa Cruz, CA (408) 688-5604

Jordan McKenzie — Mornings KRQQ/Tucson (602) 299-0831

Rockin' Rik Quik — Nights WHHY-AM & FM/Montgomery (205) 284-0455

Brian Stephens — Nights WOVU/Ocean View, DE (302) 436-4447

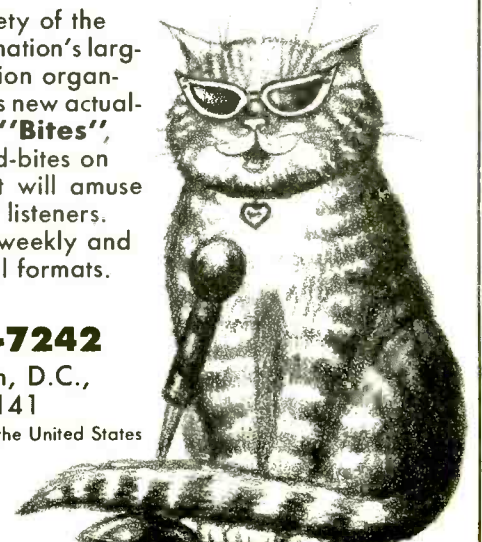
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Y95 4-#1 (HOT)
WAPE 13-10
WPST 25-17
KEGL 11-5 (HOT)

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WMMS 13 K104 Debut 29
KISN 21 BJ105 36-31
CKOI 37-22 Z104 36-30
KXXR 37-33 WPHR 40-35
WSPT 22-15 (HOT) FM104 Debut 28
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WZOU KTUX add KMOK deb 40
KKBQ WIXX add KOZE 35-30
KRBE KYRK add SLY96 add
WMMS KWNZ add Y97 34-29
95XXX deb 40 OK95 add
WNYP add
WROQ add KSMB add BUZZ BIN
WCGQ add KPAT add at MTV
WZYP add WDBR add

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- BB Modern Rock Tracks: #1 - 6 weeks
- Gavin Alternative: #1 - 6 weeks
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Rumor Mill Thrown For A Loop

Now that **WLUP** OM **Greg Solk**'s been promoted to VP/Station Manager (see Page 1), inquiring minds want to know: Will the Loop hire a PD? Will Solk eventually follow **Jim deCastro** to L.A.? And . . . if he does, will he flip **KFAC** to AOR? Don't touch that dial.

Could **WWWS/Pittsburgh** PD **Bob Davis** be the man that **Z100/NY** PD **Steve Kingston** is about to bring into his programming department?

As **ST** (and **Carnac**) correctly predicted, **Chrysalis** National Singles Director **Ken Lane** will be leaving to join **SBK**'s Sr. VP/Promotion **Daniel Glass** in a similar capacity. Details next week.

Meanwhile, **Glass** has the checkbook open and is ready to bring on a hot field staff, with eight more slots to be filled. Look for **Glass** to hire Urban indie **Maye James** to run **SBK**'s Black Music Department.

Back at the Butterfly, word has it that **Chrysalis** VP/Promo **Tom Gorman** is looking within and outside his field staff to fill **Lane**'s slot.

Meet The New 'BOS

As predicted in **ST**, Country **WBOS/Boston**, just purchased by **Ackerley**, is about to change formats. **Bob Brooks**, former MD at **NAC** **WBMW** (now **AOR** **WJFK**)/**Washington**, is the new PD. Direction? Still under wraps.

Although crosstown **WZOU** MD **Stella Mars** has joined 'BOS as MD, don't look for the station to go **CHR**. The popular speculation is still **NAC**, considering **Brooks**'s background and close association with consultant **John Sebastian**.

Speaking of **Sebastian**, he called the **ST** back-from-vacation-line to tell the **Free World** his new phone number is (602) 870-9715.

The present-day rumor that **KLOS/L.A.** will up MD **Stephanie Mondello** to PD refuses to die — even though **GM** **Bill Sommers** told **ST** three weeks ago that, as much as he admired **Mondello**'s abilities, there was "no way" she was ready for the PD job. (**Mondello**'s never been a PD.)



THE FIRST CUT IS THE DEEPEST — Fueled by listener reaction to the recent Alaska oil spill, **KLSX/L.A.** morning man **Peter Tilden** kicked off a station-sponsored boycott by bisecting an oversized replica of his own **Exxon** credit card before 1000 loyal listeners. Along with the boycott, the **Classic Rocker** funded trips for ten listeners, who volunteered their time and expertise to aid in the oil spill clean-up efforts. Pictured at the remote holding the object of **Tilden**'s shear anger is **KLSX** PD **Tom Yates**.

Did **Infinity**'s **Mel Karmazin** recently get an offer for **WJFK/Washington** for \$20 million? He bought it for \$13 million in 1987 and the station has reportedly been bleeding buckets o' bloody red ink since. **Karmazin** apparently won't sell until he can get a better DC facility. Could **WASH-FM** be his target?

Is **KLUC/Las Vegas** MD **Jay Taylor** up for the MD slot at **KIIS-AM & FM/L.A.**?

EMI North America President **Ira Jaffe** is leaving his post in L.A. as a result of the publishing merger with **SBK**. The show is now being run on the East Coast by **SBK** co-honchos **Charles Koppelman** and **Martin Bandier**.

It looks as though **Arbitron** no longer trusts stations with filling in their power listings on the facilities form. From now on, that data will be obtained from the **FCC**, and could adversely affect the perception of advertisers, which have mistakenly begun scrutinizing **FM** stations that have reduced power in favor of taller towers.

Continued on Page 48

stop!

Sam Brown breaks in America!



Y95 13-8
PRO-FM 27-24
WKBQ add 39
KPLZ 11-10
KUBE 29-24
WXKS 8-8
100KHI add
KXX106 4-2 (HOT)
WROQ deb 35
WAPE 10-6 (HOT)
KBFM 27-20
Z102 add

KTUX add
Z104 27-23
WCIL 12-11
KKXL add
KWTO add
Z97 deb 37
KOZE 16-14
KTMT deb 39
ZFUN deb 35
OK95 10-8
JET-FM
WNNK

KZZB
WCGQ
WZYP
KSAQ
WPHR
WRQN
WHOT
KKSS
KZZU
WZKX
Q104
KNAN
KTRS
KFBQ
KMOK

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Management: **Lisa Denton**



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say it

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New Order



PWR99 30-27
KEGL 15-13
KKBQ 25-23
KRBE 31-25
B97 27-24
KITY add
KTFM deb 30
92X 30-24
WKBQ add 38
CKOI on
KROY add
KWOD add
K98 30-26

WFMF 29-24
K106 27-22
KZZB 29-23
KXX106 add
KBFM deb 39
Y106 deb 30
KTUX add
KJ103 add
KYRK 40-37
KCAQ add
KKFR 29-27
KWNZ add
QV103 31-23



The new single from the album Technique.

Direction: Tom Atencio



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Continued from Page 47

Swappin' Jocks

B97/New Orleans inks **X100/San Francisco** late-nighter **Geoff St. John** as Asst. PD/afternoon driver, replacing **Cadillac Jack**, who exits for afternoons at **WKSS/Hartford**.

Simultaneously, **WKSS** loses night rocker **Joe Tironi** to **B97** for the same slot and a future draft pick. Is this a new trend in radio?

And . . . another departure from **B97**, as night jock **Hurricane Eddie Monson** — hey, why isn't he called *Monsoon* Eddie Monson? — moves to nights at **Power 99/Atlanta**, replacing **Domino**, who went to **WPLJ/NY**.

Island VP/Promotion **Bob Catania** has announced that he will not only fill slots in Chicago, the SE out of Atlanta, and the SW out of Dallas or Houston, but also in the Pacific NW out of Seattle and the NE out of Boston.

Add **KSD-FM/St. Louis** to the list of major market stations looking for a PD, as **Mark Klose** has stepped down from the gig.

As **Capitol's John Fagot** reorganizes the promo department, **Ritch Bloom** is indeed moving from AOR to CHR. Incidentally, ST has also learned that two more field staffers are Tower-bound with healthy promotions soon to follow.

Guns N' Roses CD Spurs C&Ds

WLLZ/Detroit got hold of a Japanese bootleg **Guns N' Roses** CD that contained not only the unreleased, original, unfinished versions of tunes from their "Appetite For Destruction" LP but also some demos, which included several covers ("Jumpin' Jack Flash" and "Jailhouse Rock," among others).

As might be expected, **Geffen** is flooding radio with C&Ds.

Elektra has named **Jan Teifeld** National CHR Promo Director, to be based out of L.A. Meanwhile, **Ray Gmeiner's** move to VP/AOR displaces Sr. National Director AOR **Jeff Cook**, who remains with the label, relocating to Atlanta.

Finally, **Elektra** Sr. National Director/CHR **Ray Carlton** has left the company after ten years, and can be reached at (203) 259-2609.

The search to find a PD for **X100/San Francisco** is on again. The market research is back and **X100** will stay CHR "with a bit of fine-tuning," according to **Emmis** VP/Programming **Jeff Wyatt**. ST hears **KDWB/**

Minneapolis PD **Brian Phillips**, ex-**Y100** PD **Steve Perun**, and **Y107/Nashville's Marc Chase** are all under consideration.

And . . . is SF Urban outlet **KSOL** about to ink consultant **Jerry Clifton**?

Charlie Londono exits Nashville and the regional **MCA** slot to join **IRS** out of NY.

Atlantic transfers **Mary Tripodi** into the L.A. local gig from the same duties in the Windy City.

"Pop 40" Radio?

K101/San Francisco has been using the term "Pop 40" to describe its format to the industry. According to PD **Larry Berger**, "It's the best description for what some now call Hot AC."

KKBQ/Houston has inked a new two-year deal with VP/Programming and morning maniac **John Lander** that will carry him through the summer of 1991, giving him a total of nine years with the station.

When **Media Strategies**, owners of "The Edge" format, heard that **KMPC-FM/L.A.** was changing calls to **KEDG-FM** and would begin calling itself "The Edge," the legal wheels were set in motion.

However, the two parties recently reached the following out-of-court settlement: **KEDG** will only use the term in reference to its programming, and **Media Strategies** can use it anywhere other than the L.A. and San Diego ADIs.

Onetime indie distribution giant **Jem Records**, which had filed Chapter 11 protection-from-creditors, has decided to liquidate its assets and has now filed Chapter 7.

Meanwhile, **Jem** founder **Marty Scott** has just inked a deal with **MCA** for his new **Paradox** label, which is designed to give the Universal City giant a stronger presence in the rock arena.

What is CHR **WYDD/Pittsburgh** getting ready to do under consultant **Rick Sklar**?

Pirate's Night Crew All Aboard

Pirate Radio/L.A. has completed its night lineup. **KEGL/Dallas** Asst. PD **Jimmy Steal** will do 7-11pm. As mentioned last week in ST, **KKRZ/Portland's Woodie Rivers** (no relation to **Steve**) will handle late nights.

Gold-formatted **KQFX/Austin** PD **Kevin McCarthy** has been named GM at **Love**

Continued on Page 50

(ADVERTISEMENT)

McVay Media Grows

Program Consultants **McVay Media** welcome several new clients. Five Adult Contemporary, four Country, three CHRs, one Urban and one Oldies station.

New client stations include **WMXB/Richmond**, **WHKS/Harrisburg**, **WZID/Manchester**, **WAIL-WKWF/Key West**, **WEJZ/Jacksonville**, **WQMI/Portsmouth**, **KYKR/Beaumont**, **WAYZ/**

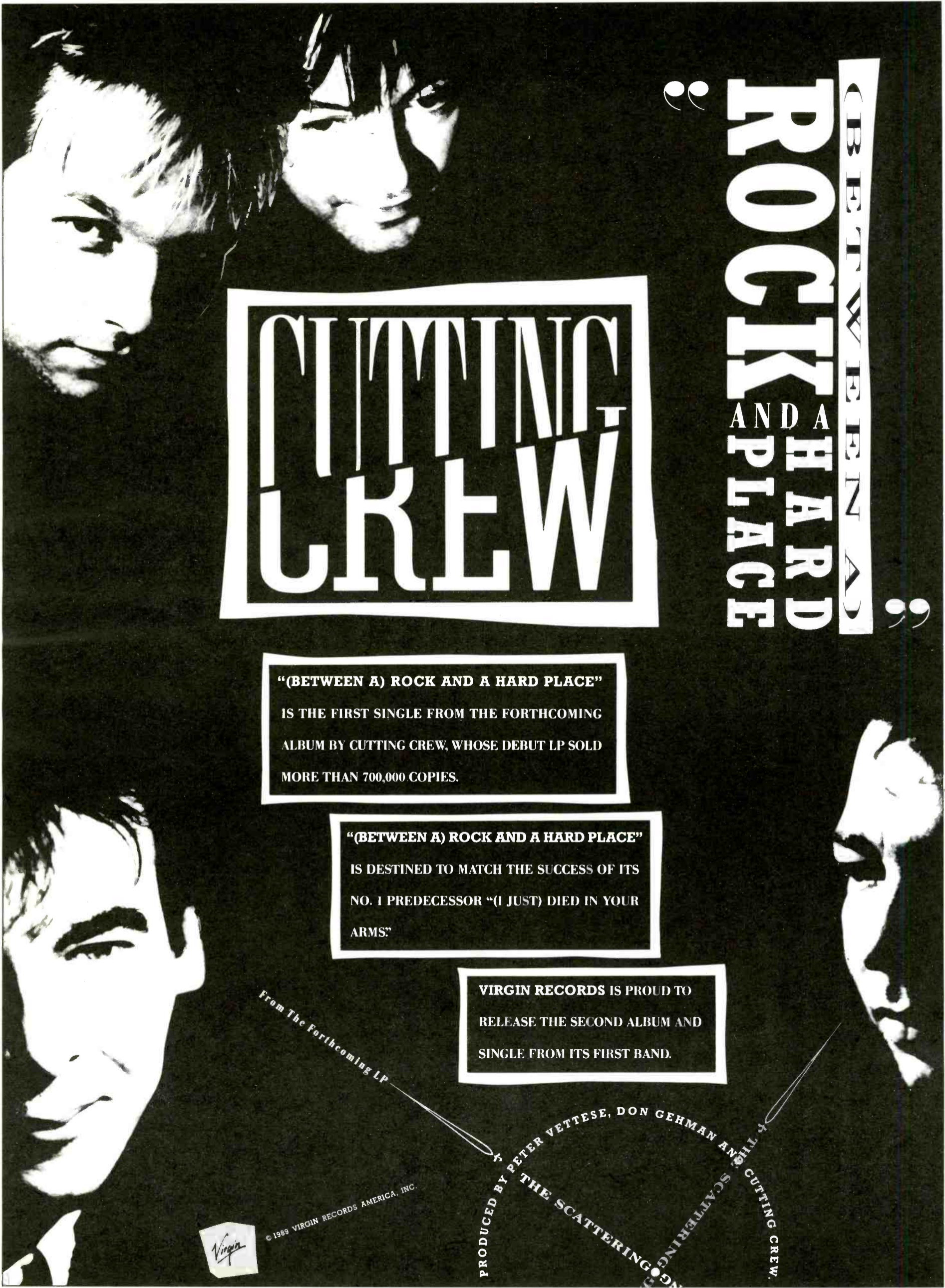
Hagerstown, **WAJR-WVAQ/Morgantown**, **WFDF-WDZZ/Flint** and **KHTR/Washington**.

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STREET TALK®

Continued from Page 48

Broadcasting's WTYX/Jackson, MS.
Interested in the 'QFX PD chair? Contact
**Capitol Broadcasting Sr. VP/Programming Bill
Thomas** at (205) 942-4133.

Ear To The Big Daddy-Phone

WFBQ/Indianapolis was sneaking a cut an hour from **John Cougar Mellencamp's** "Big Daddy" album last Wednesday, when the C&D came down from **Mercury**. Who discovered the leak? JCM himself.

Instead, 'FBQ has now instituted a "Big Daddy" premiere phone line. A call to (317) 259-1947 gets a 45-second earful of a different cut from the album each day.

Pollack Media Group has added another major client, inking **KLOL/Houston**. The 19-year AOR is also consulted by **Burkhart/Douglas & Associates**.

With **WNEW-FM/NY** changing hands again (see Page 1), don't expect an on-site PD to be named for quite a while, as **Legacy** Regional PD **Ted Utz** continues to handle 'NEW programming duties.

B93/Austin has named overnigher **Tracy Austin** to the MD chair.

There's A Meetin' Here (And Here) Tonight

The **CBS Records** Convention is taking place this week (4/25-30) in Boca Raton, FL. Meanwhile, **Geffen** is holding its promotion meetings (4/26-29) in La Quinta, CA.

Former **WAPE/Jacksonville** PD **Tracy Johnson** had a lot of offers from several major stations and consultants, and has decided to join DC-based **Alan Burns & Associates**.

Blotters For Otters

KLQ/Grand Rapids is collecting old towels to use as "Otter Blotters" for the cleanup of wildlife affected by the oil spill in Valdez, AK.

KBIG/L.A. MD Dave Verdery proved he can do more than pick the hits. Appearing on the new **CBS-TV** game show "Now You See It," Verdery hauled off more than \$25,000 in prize money and has a shot at \$50,000. Catch his reaction on Tuesday (5/16), when the segment hits the air.

B100/San Diego had its "At Work Listening Patrol" handing out C-notes during Secretary's Week. In keeping with the ways of modern office communication, B100 faxed the promotion to offices last Friday (4/21), and didn't mention the contest on-air until the 1000th fax rolled in at 1:30 that afternoon from offices responding with their locations.

Located "jest" 70 miles outside Cincinnati, Country station **WNVI/North Vernon, IN** changed call letters to **WKRP**, after the fictional TV show station. PD **Joe Ammerman** told ST the station wasn't planning to rename anyone **Dr. Johnny Fever**. And **Herb Tarlek** wasn't coming in to do the GSM gig either.

When winter **Arbitron** figures for L.A. were printed in the *Los Angeles Times* last Wednesday (4/19), the paper listed only the top ten stations, cutting off at **KRTH-FM**, which had a 3.3 share.

The action sent **KMPC** morning mouth **Robert W. Morgan** into an on-air tirade, as he believed his station's 3.3 had been omitted. Morgan was last seen heading to the optometrist with his tail between his legs upon his discovery that **KMPC** had scored a 2.3, and was later heard apologizing for his goof!

Osmond Wins Wrist-Wrestling Match!

When **Q105/Tampa** morning zoo keeper **Cleveland Wheeler** announced he'd never play **Donny Osmond's** "Soldier Of Love," Osmond went in to handle the matter *mano a mano*.

Challenging Wheeler to a best-of-three arm-wrestling tourney, the Utah flash bested the morning star and got the airplay on the Q-Morning Zoo. Lots of local coverage as well as national exposure on "Entertainment Tonight."



CUTTING EDGE OF MADNESS — **Y107/Nashville** recently conducted a "Menu Of Madness" contest to find out just exactly what people will do for money. Thus far, it's found that for \$107 one lady would attempt to eat a can of Alpo Dog Food. (She got halfway through and won half the money.) Another woman cut an oyster and snorted it!

Still another woman stuck her head in a bucket of raw chicken livers. And another woman gave her cat a bath with her tongue (!). One gentleman — and we use the term loosely — ate a pair of (presumably his own) underwear. (It took him three hours.) Each of these people received \$107.

But what would someone do for \$1000? Just ask **Vinson Madden**, who said he would hacksaw his Pinto in half within seven hours for the cash. It only took him three hours — **Ralph Nader** call your office — to collect on the offer.

Pictured at left in the process are (l-r) Asst. PD **Louis Kaplan**, night rocker **Hawk Harrison**, **Madden**, and OM **Marc Chase**. In the aftermath at right are (l-r) **Madden**, **Chase** and afternoon driver **Gary Jeff Walker**.

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NIGHT

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THE FIRST WEEK!

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B94	WNVZ	KKRZ
PRO-FM	KTFM	KXYQ
KEGL	WMMS	KROY
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KRBE	WHYT	KCPX
Y100	WZPL	KISN
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NOW ON 138 CHR
REPORTERS AND

BREAKER BOUND!

CHECK THIS POWER PLAY:

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WZOU	Q105	KXYQ
WKSE add	WZPL deb 34	KWOD add
WMJQ	KBEQ add	KISN add
PRO-FM	WLOL deb 38	KPLZ
PWR99 add	WKBQ 36-28	KUBE
KKBQ deb 35	Y108	KMEL deb 26
KRBE	KOY-FM deb 27	Y97 9-3 (HOT)

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FRAZE AT THE FLICKS. Frazee treats your listeners to fresh hot buttered popcorn and a private screening as he previews the hottest new releases from Tinseltown.



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ON THE PHONE WITH TI-RONE. A recipe right out of the Dear Abby cookbook. Ti-Rone gives this dish a distinctly urban flavor as he whips up 90-seconds of humorous advice each day.

EXCLUSIVE INTERVIEW

Carl Hirsch On The Group W Deal

R&R Publisher Bob Wilson talked to Legacy Broadcasting co-owner Carl Hirsch for his reactions to the sale of the Legacy and Metropolitan Broadcasting stations to Group W.

R&R: The most asked question on the deal is: did Sillerman sell out from under you?

CH: We did nothing without being in contact with each other.

R&R: Was the debt load beginning to get too heavy?

CH: Legacy was fine. When we purchased Metropolitan we inherited a company which had a history of financial trouble, and that was pretty much based on the fact that it was financed through the use of public debt, all due in the next two years. So we knew going in that while we could improve the operations of the stations financially, we still had to figure out a way to refinance that debt. In point of fact, we have improved operations fairly significantly at the Metropolitan stations in all cases. And we can meet our current debt load.

R&R: Then how did the Westinghouse deal come about?

CH: When I built Legacy and when we got involved with Metropolitan, there was never an intention of selling but of restructuring. The truth is that, considering the direction that interest rates seem to be going, we would not have the same number of favorable options. When Westinghouse came to us with this opportunity, it was something that we really needed to think long and hard about, because we had a fiduciary responsibility to the bondholders.

We think this gives us the best opportunity to provide a "saving" of the bondholders. I just don't think there was any other better financing structure that we could find.

R&R: What happens with WNEW (AM)/New York now?

CH: I don't know. We'll still own 50% of it, and we'll have to deal with what we're going to do with that separately. I'm just not prepared to address that.

R&R: The Westinghouse buy seems to be a nice fit, almost like it was designed for them . . .

CH: It's always been my dream to acquire a Westinghouse. And of course that was an unrealistic dream, because they are obviously making a commitment to the business. If one needed to make a sale, I couldn't think of a more "blue chip" company — and one which can bring Legacy full circle, in the sense that (Group W) has a broadcast legacy. It is the company that brought radio to the North American continent with KDKA in Pittsburgh in 1920.

R&R: What about the people who have worked for you and been dedicated to you and Bob? Are they going to be well taken care of?



Carl Hirsch

CH: I think they will be well off. I've been fortunate to surround myself with one of the finest teams of broadcast executives and talent that God could ever bless you with, and I owe them a great deal of thanks. Also, I have this feeling there's great unfinished business. I'm not ready to retire or to be totally out of this business. No matter what I say to these people, I'm not going in the lumber business next week or the home remodeling business.

R&R: What does happen to you? Does Westinghouse have some kind of a consultant position or a non-compete clause for you?

CH: The executives at Westinghouse and I have not even talked about that right now. The conversations we've had have not dealt with me, but with my concern that my people be well taken care of.

One of the real nice things (about Group W) that really appealed to me was that they wanted our style of entrepreneurial management. They want our people, they want our aggressiveness. While we recognize they are absolutely the premier broadcasters in AM radio, they recognize us as perhaps the premier broadcasters in FM radio today. I think that fit of those two cultures is exciting, and provides a scenario whereby the sum of the parts is truly greater than the whole.

R&R: Sillerman is getting 15% of Westinghouse and a board seat; are you getting any part of that 15%?

CH: We are being provided the opportunity to invest in Westinghouse up to that amount. I will be an equity participant on a pro-rata basis. I'll have a significant piece of that 15%, and I will see to it that my investment is protected.

The greatest thing I can see to is that we deliver our momentum to Westinghouse. We just got through with the winter sweeps and had seven for seven: seven markets, seven winners. Every one had significant moves. I'm real pleased.

Group W

Continued from Page 1

CEO Carl Brazell bought the company for \$285 million in a management leveraged-buyout. Sillerman purchased the chain in April 1988 for \$310 million and sold off several properties. Two months later, Sillerman announced a \$356 million corporate reorganization of both Metropolitan and Legacy Broadcasting, and he spun off several properties to a new Brazell company known as Command Communications.

Despite the asset shuffling and financial engineering, the Sillerman stations remained highly leveraged with interest charges of about \$20 million annually, and Metropolitan just squeaked by last month in meeting its scheduled first-quarter payments.

"No interest payment has ever been missed by Metropolitan or Legacy," Sillerman told R&R. "There's no question that Metropolitan did just barely meet it. It met it in the allocable grace period."

Junk Bond Settlements Critical

The financial pressure is not easing yet, because closing of the deal is contingent on several conditions "including the repayment of substantially all the public and private debt" of Legacy and Metropolitan, according to a statement issued by Group W. The deal hinges on Sillerman's success in persuading Metropolitan bondholders to cash in their publicly-traded senior and junior junk bond holdings for a price "not to exceed" \$135 million, the recent approximate market value of the securities. Group W will provide Sillerman with that amount in financing for bond retirement, but the deal could run into trouble if bondholders balk and demand more money.

"We will provide the funding, but it's up to him to extinguish the debt," Harris told R&R. He said the merger agreement includes some contingencies if bondholders insist on higher payments, but he would not elaborate. Metropolitan bonds are closely held by a group of about 50 institutional investors, and are rarely traded.

"It's no secret that from the very beginning — long before our involvement with Metropolitan — there's been some concern about the Metropolitan debt," Sillerman said. "This is an opportunity to buy 100% of that debt back and end that concern and speculation."

Depending on the final value of the debt buyout, Sillerman and other Legacy shareholders will receive about a 15% equity stake in Group W Radio. Sillerman is also expected to be on the company's board of directors.

Hirsch Plans Uncertain

The future role of Legacy co-owner Carl Hirsch is less clear (see accompanying story). While he will receive a significant profit from the transaction, his future plans are uncertain.

"Carl and I have been visiting," Harris said. "Where he fits or what his desires are I don't know at this time. He's done a hell of a job in building Legacy and integrating Metropolitan. Exactly where Carl

is going to participate in this I'm not going to comment on, because I don't think any of us know. He's got to make some decisions on this thing."

Group W Becomes Giant

Among other key points of the deal:

- Group W will become second only to Cap Cities/ABC in annual radio revenues. It will become the largest station owner, with 12 FM properties and 11 AM stations. Cap Cities/ABC has 11 AMs and 10 FMs.

- The deal will create the first-ever combo selling opportunities for Group W in the key New York, Los Angeles, and Philadelphia markets.

- The deal significantly broadens Group W's programming product line from its historic base of adult-oriented all-News and Full-Service formats by adding Country, AOR, and NAC formats.

- Group W says the combination and diversity of its new station mix "would make entry into the radio network and program syndication businesses economically feasible."

- Group W will be required to divest one of two Houston FM stations in order to comply with FCC rules. Harris expects stand-alone KODA/Houston will go on the block. "The (Legacy) AM-FM combination is already in place, and that helps give us the mass that we want. I wouldn't want to split it up," Harris said.

- Group W will seek an FCC waiver to allow the company to buy WMMR, because it already owns KYW-AM & TV/Philadelphia.

- Sillerman will be required to spin off his 50% interest in WNEW (AM)/New York, because of Group W's ownership of all-News WINS. Westwood One, which owns the other 50% of WNEW (AM) and holds operational control, is a likely buyer but reportedly has declined interest.

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I've seen your face before
A bad dream, so mean,
rockin' me down
like a slot machine..."

—Winger

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deCastro

Continued from Page 1

DeCastro's background includes sales work for KSFO/San Francisco and GSM duties for WXKS-FM/Boston. In 1981, WLUP tapped him as Station Manager, and promoted him to VP/GM five months later.

Solk joined WLUP in 1977 and was named PD six years later. He was upped to OM in 1987.

WLUP-FM tied with WBBM for fifth place with a 4.8 in the winter Arbitron, and was fourth in the winter Birch with a 5.2. WLUP (AM) posted a 3.1 in both surveys, tying with WKQX for 13th place in the ARB and for 11th place with WFYR in Birch.

Benson

Continued from Page 1

Benson said, "This is the best of both worlds. This move allows me to grow while maintaining the stations I signed under Benson Communications. When I met with Kent (Burkhart, B/D&A Chairman) and Dwight, we discussed each other's goals and I knew this made sense. I'm looking forward to working with the entire team."

Benson's extensive radio career includes serving as OM at WQXI-AM & FM/Atlanta, VP/Operations at KHIS-AM & FM/Los Angeles, and Corporate VP/Programming at Western Cities.

Tashjian

Continued from Page 3

moted to three CHR radio stations, which have been previously identified as KYNO/Fresno, KMGX/Fresno, and KAMZ/EI Paso.

None of the radio programmers who allegedly received payments from Tashjian have thus far been charged with any crime, and their names were not mentioned in the new indictment.

Ralph Tashjian's attorney Tony Brooklier accused the government of vindictiveness with the new filing of charges. He said the plea bargain is essentially a contractual agreement between his client and the government, and he plans to argue before the judge to enforce that contract.

More Specific Counts Needed?

But L.A. Strike Force Special Attorney Richard Stavins disagreed. "The judge said the payola counts needed to be pleaded with more specificity," he said. "The indictments are substantially the same, with very little change in criminal exposure with the exception of the payola counts. There's been no vindictiveness and there's been no misconduct by the government in this prosecution."

Tashjian told R&R, "I just want to put this behind me. I want to get this over and get on with my life."

Participants in the case will meet in court within the next two weeks so the defendants can plead to the new charges. Valerie Tashjian's scheduled May 23 trial has thus far not been moved to a new date.

Glass

Continued from Page 1

"Great artists and their music sell records," noted SBK Chairman Charles Koppelman. "Great promotion executives make the public hear that music. With Daniel, the public will hear SBK artists' music."

Glass spent the last six years at Chrysalis, and was named VP there in 1985. Prior to that he was a VP with the independent Sam Records.

"There is no question in anyone's mind that SBK is the place to be," said Glass. "Charles Koppelman and (SBK President) Martin Bandier have created the perfect atmosphere for a great record company. The SBK difference is the best taste in music and always first class in style. I cannot thank (Chrysalis executives) Jack Craigo, Mike Bone, and Chris Wright enough, as well as my staff for the amazing years of breaking artists and personal growth."

EMI purchased SBK Entertainment World, including its lucrative catalog holdings, earlier this year and subsequently started the SBK label. Last month EMI purchased a half-share of Chrysalis Records, with an option to buy the other half before the end of the century.

Brodie

Continued from Page 1

Brodie told R&R, "There aren't very many opportunities that compare with the ones I've had with the development and the growth of the Wave. Participating in the creation of a radio station that is a true alternative in a market like Los Angeles has been a reward in itself. I'm honored to be given even greater opportunities to take KTUV into the 1990s."

Brodie began her radio career in the early '70s as MD for KNDE/Sacramento and developed Drake Chenault's Stereo Rock format. She was subsequently MD for KKDJ/Los Angeles (now KHIS), Radio Editor for R&R, and for four years was VP/GM at Goodphone Communications. Brodie joined KMET/Los Angeles (now KTUV) in 1984 as a programming assistant.

In the winter Birch KTUV tied for seventh 12+ with BM KJOI (3.6) and ranked ninth in the corresponding Arbitron (3.4).

Amadeo

Continued from Page 3

position. He has learned a lot from Steve in terms of music discipline, and a lot about promotion from some of our other past PDs, including Rick Stacy and Robert W. Walker. Frank's intimate understanding of this area will allow him to combine our mass-appeal music direction with some added sizzle to rekindle a winning streak for Y100."

First-time programmer Amadeo, who left Y100 for a brief promotion stint with Elektra in 1983, told R&R, "Having grown up with Y100, it's been a personal goal to be named PD. This is a tough market to program effectively, since it has three different ethnic groups with many dissimilar tastes. We're looking to put the excitement back in the station."

SMN & KNIX

Continued from Page 3

Buck Owens and the folks at KNIX, who are among the best operators and programmers in the nation." Hall explained the association as a "new kind of network," where a local station is set up as a "superstation" with its local programming nationally distributed. SMN marketed the first such arrangement with its "KOOL Gold" format, done out of KOOL/Phoenix.

KNIX's Role

KNIX VP/GM Michael Owens, whose role in the new project will be to oversee the national programming and local sales operation, said, "Our research showed this to be a viable alternative when we considered separating the AM from the FM three years ago. There's a large segment of people who want to hear more traditional sounds. The key is that there's potential for the format with a minimum of risk to our FM."

"At that time, however, it figured be a break-even operation and we didn't do it," he continued. "SMN's entry makes it something that can profitably be done not only here but in markets everywhere. This also allows us to expand our operation while staying in our home base of Phoenix."

Reprise

Continued from Page 3

EMI Records and held various promotion posts at CBS.

Spann was most recently Regional Promotion Director for Warner Bros. Records in the Gulf Coast region, before which he was GM at WXOK/Baton Rouge and PD at WBOK/New Orleans. He commented, "This is not just a split of roster responsibilities between Warner Bros. and Reprise, but an entirely new situation with a potentially major impact."

The Regional Promotion Manager appointments include: West Coast, Artris Leftage; Southeast Region, Al Wallace; Mid-Atlantic, Tim Alston; Midwest, Myra Weston; Ohio/Great Lakes, Butch Winston; Southwest, Ronnie Johnson; South Atlantic, Charles Mitchell; and Northeast, Morace Landy.

Leftage comes from Paradise 24 Entertainment, Wallace from Gefen Records, Alston from WEA, Weston from Solar Records, Winston from Prime Cable Channel 24, Johnson from First Union National Bank, Mitchell from WRBD/Atlanta, and Landy from Profile Records.

WCAU

Continued from Page 3

ing news block was eliminated in favor of a full-service talk program hosted by personality Tony Bruno. The rest of the station's programming, all of which will be locally-originated, includes a general talk show hosted by Alan Burke, a noon hour news block, health and money shows, and sports talk. The station will retain ex-mayor and former police chief Frank Rizzo as afternoon talk host.

In the winter '89 ratings, WCAU scored a 2.5 in the Birch and a 3.5 in the Arbitron. By comparison, KYW reached a 5.5 in the Birch and a 7.2 in the ARB.

Owens was unable to offer a description of the proposed "traditional" sound, saying that would be determined by research just getting underway. He did say that although oldies would be part of the mix, it would not be an "oldies format."

**Brannan, Daniels
Oversee Programming**

Owens also announced that KNIX-AM & FM General Program Manager Larry Daniels would be overseeing the programming and research, while KNIX Promotions Director and former MD Doug Brannan has been named PD of the new service. Owens said, "Larry and Doug are like little kids. They're excited to have the money

to research and tools to deliver a format we believe viable to 35-64 Country listeners."

KNIX Asst. Promotions Director Ken Koziol has been promoted to Brannan's spot, with a new assistant to be hired.

Bob Harper's Co. will be doing perceptual research for the net, initially on a local basis with plans to expand after start-up.

Brannan is currently seeking tapes as he prepares to hire an entire air staff.

The new service is the fifth satellite-distributed Country format available. In addition to SMN's pair, there are the Transstar Country Network, TNNR, and a new Drake-Chenault service.

R&R TIMELINE

Bill Minckler started in radio at KLZ/Denver in 1968. Fifteen years ago today he landed his first PD gig at KSJO/San Jose. Minckler would go on to program KGB/San Diego, Portland's KINK and KGW, and KYA & KSFO/San Francisco before being hired as KNX-FM/Los Angeles PD in '86. A year later he returned to Portland as KKCW's PD.

Bill Minckler

**1 YEAR AGO TODAY**

- Tommy Mottola named CBS Records President
- WB names Carol Hart VP/Promotion and Harold Childs VP/Jazz
- KZEW/Dallas hires John Roberts from crosstown KEGL
- Dan Vallie forms consultancy, signs EZ Communications as first client
- Chuck Morgan appointed WBSB (B104)/Baltimore PD
- Bob Heatherly joins R&R as Nashville Director/Sales
- #1 CHR: "Anything For You" — Gloria Estefan & Miami Sound Machine (Epic)
- #1 AC: "I Don't Want To Live Without You" — Foreigner (Atlantic) (2 wks)
- #1 UC: "My Girl" — Suave (Capitol)
- #1 Country: "Eighteen Wheels And A Dozen Roses" — Kathy Mattea (Mercury/PG)
- #1 AOR Track: "Under The Milky Way" — Church (Arista)
- #1 AOR Album: "Now And Zen" — Robert Plant (Es Paranza/Atlantic) (9 wks)
- #1 NAC: "Natural Elements" — Acoustic Alchemy (MCA Master Series) (3 wks)
- #1 Contemporary Jazz: "That Special Part Of Me" — Onaje Allan Gumbs (Zebra/MCA) (5 wks)

5 YEARS AGO TODAY

- Ron Saito named KSFO & KYA/San Francisco VP/GM
- Billy Bass rejoins Chrysalis as VP/Marketing
- Jim Ed Norman becomes WB/Nashville Executive VP
- Bill Edwards appointed WGBB/Long Island PD
- Joe Cunningham tapped as WMNI/Columbus PD
- #1 CHR: "Against All Odds" — Phil Collins (Atlantic) (3 wks)
- #1 AC: "Hello" — Lionel Richie (Motown) (6 wks)
- #1 UC: "Hello" — Lionel Richie (Motown) (2 wks)
- #1 Country: "To All The Girls I've Loved Before" — Julio Iglesias & Willie Nelson (Columbia) (2 wks)
- #1 AOR Track: "Oh Sherrie" — Steve Perry (Columbia)
- #1 AOR Album: "Heartbeat City" — Cars (Elektra) (6 wks)
- #1 Jazz: "Love Explosion" — Tania Maria (Concord/Picante) (5 wks)

10 YEARS AGO TODAY

- RKO Radio Network formed
- KJR/Seattle names Steve West Asst. GM and Tracy Mitchell PD
- #1 CHR: "Reunited" — Peaches & Herb (Polydor/PolyGram)
- #1 AC: "Stumblin' In" — Suzi Quatro & Chris Norman (RSO) (2 wks)
- #1 UC: "Disco Nights" — GQ (Arista) (3 wks)
- #1 Country: "Where Do I Put Her Memory" — Charley Pride (RCA)
- #1 AOR Album: "Breakfast In America" — Supertramp (A&M) (2 wks)

15 YEARS AGO TODAY

- Capitol ups Al Courey to Sr. A&R/Promotion, Don Zimmermann to Sr. VP/Marketing, and Bruce Wendell to National Promotion Manager
- WABC/New York begins the "\$25,000 Button" contest
- #1 CHR: "Locomotion" — Grand Funk (Capitol) (2 wks)
- #1 AC: "Tell Me A Lie" — Sami Jo (MGM South)
- #1 Country: "A Very Special Love Song" — Charlie Rich (Epic) (4 wks)

Anticipating The Competition

Winning consistently in the competitive business environment of the '90s will require multidimensional thinking that incorporates different levels of successful planning. Whether you're managing a football team, a newspaper, or a radio station, you can no longer survive on short-term goals. Ultimately, a short-term strategy isn't a strategy at all unless it's part of a planned sequence of events designed to achieve an overall objective.

Tactical Anticipation

In working with Pollack Media Group client stations, we often employ a subtle and unique programming device that enables us to deal with the complexity of the modern marketplace: tactical anticipation™. It's a philosophy that was developed and implemented after the realization that in radio (and most other media), what has been called strategy is really just action followed by reaction.



Jeff Pollack

"A short-term strategy isn't a strategy unless it's part of a planned sequence of events."

Too many programming or marketing decisions only take into account the competition's expected *immediate* reaction. As a result, the adopted strategy is one-dimensional, temporary, and illusory instead of being an overall strategy of moves and countermoves, or what provides the basis for tactical anticipation.

In the game of chess, if you don't consider the impact of your next move in the context of your opponent's next *several* likely moves, you will undoubtedly lose. Each move must take into account probable countermoves. By correctly anticipating your opponent's tactics, you are maneuvering with the outcome of the *entire* game in mind.

Radio's competitive environment is often compared to war. It's a suitable comparison, but radio decision-makers should remember that a plan which looks

good on paper can end up in disaster if it doesn't take into account its actual execution, and the opponent's likely responses. Churchill's inspired plan to seize Constantinople during WWI turned out to be a debacle on the Gallipoli Peninsula. The strategy was excellent; the execution abysmal.

Years later, during WWII, Patton fared better by employing tactical anticipation to defeat Rommel in North Africa. Patton had read Rommel's book (published a few years before), and therefore knew what to expect from his adversary.

Do Your Homework

Although you rarely have the luxury of reading books written by your competitors, you may be able to read an interview with them, see them on a panel at an industry convention, or get a sense of their thought processes by learning which stations and PDs they profess to admire. You can also carefully examine their track records, scrutinizing tactics used in previ-

ous battles, contests, the style of morning shows, major promotions, features, marketing, production, research methodology, and how they interpret the results.

Taking into account all of the important components and designing a counter-strategy that anticipates probable moves sets the stage for successful execution of your game plan. As most books about successful espionage in the 20th century reveal, correctly anticipating countermoves

is not only based on instinct, but on knowing your opponent's style of competing. And just like in chess, an isolated move or countermove that doesn't adhere to the overall strategy results in a scattered and ineffective approach.

Today's radio ownership environment is often typified by single companies (and styles) operating in a number of different cities. By cataloguing the typical programming and marketing tactics used by a given company in a majority of its markets, you can intelligently predict its behavior in a new market. As philosopher Bertrand Russell pointed out, life is a repetition of itself; "new" ideas are just a repetition of old ideas in a different light.

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"Correctly anticipating countermoves is not only based on instinct, but on knowing your opponent's style of competing."

Sizing Up Your Opponent

To construct an informed strategy that correctly anticipates your competitors' countermoves:

- Scrutinize their previous tactics in other markets
- Read interviews with them; see them on convention panels
- Use disinformation and surprise

Disinformation

If you're an incumbent facing a new competitor, employing tactical anticipation is crucial to blocking your opponent. Doing the kind of homework described above on your new competitor is only the first step in the process of assembling the strategy of moves and countermoves that can prevent the new station

"By cataloguing typical tactics used by a given company in a majority of markets, you can intelligently predict its behavior in a new market."

from gaining a foothold. You can also use "disinformation" to confuse your opponent and add the element of surprise. Unexpected moves are important, because if your new competitor is a good one (and most of them are), they've done their homework too; they'll be anticipating your tactics. In this respect, the best defense isn't a good *offense*, it's frequently a good *defense*.

"If you happen to be the new opponent, don't make the mistake of basing your attack solely on research."

If you happen to be the new opponent, don't make the mistake of basing your attack solely on research. It's too one-dimensional, preventing you from grasping the battle's entire context. Instead, use your knowledge of the opponent and develop a multidimensional strategy embracing research that takes into account the incumbent's *series* of probable moves.

The successful implementation of tactical anticipation requires a marriage of information and intuition. Once established, it will be the backbone of knowing when to sacrifice a pawn to checkmate your opponent.

Jeff Pollack is President of Pollack Media Group, one of the leading international programming advisory firms, consulting all radio formats in nine countries.

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Your Complete Industry Resource Guide



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Preview copies available at the NAB Convention

RATINGS

WINTER '89 ARBITRON RESULTS

Seattle-Tacoma

	Fall '88	Winter '89
KIRO (N/T)	11.0	10.0
KPLZ (CHR)	5.8	8.6
KUBE (CHR)	8.1	6.9
KMPS-AM & FM (Ctry)	5.5	5.7
KOMO (AC)	5.5	5.5
KBRD (B/EZ)	4.2	4.6
KISW (AOR)	4.1	4.2
KXRX (AOR)	4.3	3.8
KBSG (Gold)	3.3	3.7
KING-FM (Clas)	3.6	3.6
KIXI (BBnd)	4.2	3.1
KLSY-AM & FM (AC)	2.2	3.1
KRPM-AM & FM (Ctry)	2.6	3.0
KSEA* (B/EZ)	3.1	2.9
KMGI (AC)	2.6	2.8
KING (N/T)	3.0	2.7
KLTX (AC)	2.7	2.6
KNUA (NAC)	2.7	2.2
KZOK (CR)	2.4	2.2
KCMS (CC)	1.6	2.1
KEZX-AM & FM (AOR)	1.4	2.0
KVI (Gold)	2.0	2.0
KJR (CR)	1.6	1.7

*Now AC

Cincinnati

	Fall '88	Winter '89
WEBN (AOR)	10.7	11.9
WKRC (CHR)	9.2	9.4
WWEZ (B/EZ)	9.0	9.2
WLW (AC)	8.5	8.8
WKRC (AC)	4.6	6.6
WWNK (AC)	5.6	6.6
WRRM (AC)	6.1	5.3
WCKY (N/T)	5.7	4.9
WOFX (CR)	5.5	4.6
WUBE (Ctry)	6.4	4.6
WBLZ (UC)	3.7	3.9
WIZF (UC)	3.1	3.5
WBVE (Ctry)	2.7	2.7
WSAI (Gold)	1.7	1.6
WNOP (Jazz)	1.4	1.3
WPFB-FM (Ctry)	.3	1.2
WAKW (Rel)	.6	1.1

Buffalo-Niagara Falls

	Fall '88	Winter '89
WKSE (CHR)	9.2	11.0
WYRK (Ctry)	10.7	10.0
WJYE (B/EZ)	9.7	9.3
WBEN (AC)	10.8	9.1
WGR-FM (AOR)	6.0	7.4
WBUF (AC)	8.9	6.8
WECK (BBnd)	5.7	5.7
WHTT-FM (CR)	4.4	5.2
WBLK (UC)	6.6	4.8
WMJQ (CHR)	5.1	4.5
WGR (AC)	3.0	4.2
WPHD (CR)	3.4	3.7
WGKT (Gold)	1.0	1.2
WWKB* (Gold)	1.6	1.2
WBMW (NAC)	.3	1.1
WDCX (Rel)	1.0	1.0

*Now Business News

Cleveland

	Fall '88	Winter '89
WMMS (CHR)	9.6	10.2
WQAL (B/EZ)	7.7	9.7
WLTF (AC)	8.3	7.3
WZAK (UC)	7.3	7.2
WMJI (AC)	6.1	6.3
WDOK (AC)	6.6	6.2
WGAR-AM & FM (Ctry)	5.2	5.5
WNCX (CR)	6.6	5.1
WRMR (B/EZ)	5.5	4.5
WWWE (N/T)	4.9	4.6
WPHR (CHR)	3.1	3.8
WERE (N/T)	4.9	3.4
WCLV (Clas)	2.7	3.0
WRQC (CHR)	2.9	2.9
WNWV (NAC)	3.1	2.7
WJMO (UC)	1.3	1.4
WONE-FM (AOR)	.7	1.1

Denver-Boulder

	Fall '88	Winter '89
KXKL-AM & FM (Gold)	6.8	7.6
KBCO-AM & FM (AOR)	8.3	7.4
KRXY-AM & FM (CHR)	5.8	7.0
KYGO-FM (Ctry)	5.0	6.9
KOA (Talk)	7.9	6.4
KOSI (B/EZ)	7.2	6.3
KQKS (CHR)	4.8	5.5
KAZY (AOR)	5.8	5.4
KBPI (AOR)	5.2	5.1
KMJI (AC)	4.4	4.7
KVOD (Clas)	3.2	4.2
KFRX* (CR)	2.7	3.6
KEZW (BBnd)	1.9	3.4
KHIH (NAC)	3.2	2.5
KHOW (AC)	2.7	2.4
KLZ (Ctry)	2.4	2.2
KSYY (AC)	1.8	2.0
KDKO (UC)	1.2	1.5
KYGO (Ctry)	1.7	1.5
KZRZ** (AOR)	.9	1.4
KTCL (AOR)	1.6	1.2
KDEN (News)	.9	1.0

*Formerly KOAQ (AC)

**Formerly KADX (Jazz)

New Orleans

	Fall '88	Winter '89
WEZB (CHR)	10.8	11.7
WQUE-AM & FM (UC)	14.5	11.5
WYLD-FM (UC)	8.5	10.2
WLTS (AC)	5.6	9.2
WLMG (AC)	6.4	6.2
WNOE-AM & FM (Ctry)	5.5	5.1
WWL (N/T)	8.6	5.1
WBYU (Nost)	4.5	4.9
WRNO (AOR)	3.8	4.6
WCKW-FM (CR)	4.0	3.4
WBOK (Rel)	3.2	3.3
WQXY (Ctry)	2.5	2.8
WYAT (Gold)	1.9	2.7
WYLD (UC)	2.8	2.1
KHAA (CC)	2.1	1.9
WSMB (Talk)	1.9	1.6
KHOM (Gold)	1.4	1.3
KGLA (Span)	—	1.2
WTIX (N/T)	.8	1.1

San Francisco

	Fall '88	Winter '89
KGO (N/T)	8.3	8.3
KABL-AM & FM (B/EZ)	4.7	5.0
KMEL (CHR)	5.6	5.0
KCBS (N/T)	5.0	4.6
KOIT-AM & FM (AC)	4.2	3.8
KFRC (Nost)	3.4	3.7
KIOI (AC)	3.9	3.6
KSFO & KYA (Gold)	3.7	3.2
KSAN (Ctry)	2.2	3.2
KKSF (NAC)	2.7	3.0
KDFC-AM & FM (Clas)	2.9	2.8
KRQR (AOR)	2.9	2.8
KXXX-FM (CHR)	2.2	2.8
KSOL (UC)	2.8	2.7
KITS (NR)	3.0	2.6
KNBR (AC)	2.2	2.6
KBLX-FM (NAC)	2.8	2.3
KBAY (B/EZ)	2.0	2.2
KKHI-AM & FM (Clas)	3.0	2.2
KFOG (AOR)	1.8	2.0
KHQT (CHR)	1.2	1.7
KOME (AOR)	1.6	1.4
KSJO (AOR)	1.6	1.4
KIQI (Span)	1.2	1.3
KNEW (Ctry)	1.1	1.3
KARA (AC)	1.0	1.1
KJAZ (Jazz)	.8	1.1
KBRG (Span)	.8	1.0
KOFY (Gold)	.9	1.0
KWSS (CHR)	1.0	1.0

Dallas-Ft. Worth

	Fall '88	Winter '89
KVIL-AM & FM (AC)	8.3	9.3
KKDA-FM (UC)	7.2	8.5
KSCS (Ctry)	7.4	6.7
KPLX (Ctry)	6.5	6.6
WBAP (Ctry)	6.5	5.1
KHYI (CHR)	5.0	4.8
KRLD (News)	5.9	4.8
KEGL (CHR)	4.5	4.5
KMEZ-FM* (B/EZ)	1.6	4.4
KLUV (Gold)	3.4	3.8
KQZY (AC)	2.8	3.7
KTXQ (AOR)	3.4	3.6
KJMZ** (UC)	4.7	3.4
KLIF (N/T)	3.3	2.6
KHVN (Rel)	1.9	2.5
KOJO (CC)	2.7	2.4
KZEW (AOR)	2.6	2.4
KZPS (CR)	2.7	2.4
KMGC (AC)	2.5	2.3
KOAI (NAC)	2.6	2.3
KKDA (Gold)	1.7	1.7
WRR (Clas)	1.4	1.7
KESS (Span)	1.0	1.5

*Formerly KD LZ (UC)

**Formerly KMEZ (B/EZ)

Detroit

	Fall '88	Winter '89
WJR (AC)	9.0	9.6
WJLB (UC)	7.0	6.9
WJOI (B/EZ)	4.7	5.5
WWWW (Ctry)	4.7	5.2
WLLZ (AOR)	3.8	4.7
WWJ (News)	5.1	4.6
WHYT (CHR)	3.4	4.4
WDFX (CHR)	5.4	4.1
WCZY (CHR)	4.4	4.0
WNIC (AC)	4.9	4.0
WOMC (AC)	4.4	3.6
WLTI (AC)	2.6	3.5
WRIF (AOR)	3.6	3.5
WXYT (Talk)	3.1	3.4
WCSX (CR)	3.4	3.3
CKLW (BBnd)	3.3	3.2
WKSG (Gold)	3.4	2.2
WJZZ (Jazz)	1.7	2.1
WCXI (Ctry)	1.3	1.8
WQRS (Clas)	1.5	1.8
CKMR (Gold)	2.1	1.6
WGPR (UC)	1.1	1.5
WCHB (Rel)	1.1	1.4
WVAE (NAC)	1.3	1.4
WMTG (UC)	1.3	1.0
WMUZ (CC)	1.1	1.0
WQBH (UC)	1.0	1.0

Philadelphia

	Fall '88	Winter '89
WMMR (AOR)	7.7	8.1
WEGX (CHR)	7.9	7.9
KYW (News)	6.5	7.2
WUSL (UC)	7.5	7.1
WEAZ (B/EZ)	5.7	5.9
WPEN (Nost)	5.1	5.3
WKSP (AC)	5.7	4.9
WYSP (CR)	4.9	4.5
WVGK (AC)	4.7	4.3
WXTU (Ctry)	4.1	4.0
WWDB (Talk)	4.6	3.6
WCAU (News)	3.2	3.5
WUOL (Gold)	2.4	3.4
WDAS-FM (UC)	3.0	3.3
WIOQ* (CHR)	2.5	3.1
WSNI (AC)	4.0	3.1
WFLN (Clas)	2.4	2.8
WIP (Sports)	3.1	1.8

*Formerly Gold

Format Legend

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

Boston

	Fall '88	Winter '89
WRKO (N/T)	7.2	7.7
WXKS-FM (CHR)	5.9	7.1
WBZ (AC)	7.4	6.6
WZOU (CHR)	5.0	5.7
WJIB (B/EZ)	5.4	5.4
WBCN (AOR)	4.8	5.1
WODS (Gold)	5.2	4.7
WHDH (Talk)	5.2	4.4
WSSH (AC)	3.6	4.3
WZLX (CR)	4.8	4.2
WEEI (News)	4.2	4.0
WMJX (AC)	3.6	3.7
WROR (AC)	3.2	3.1
WCRB (Clas)	1.8	2.5
WBOS (Ctry)	2.4	2.4
WILD (UC)	2.6	2.4
WVBF (AC)	2.5	2.4
WCGY (AOR)	1.5	1.9
WFNX (AOR)	1.4	1.8
WAAF (AOR)	2.1	1.5
WXKS (BBnd)	1.3	1.0

Washington, DC

	Fall '88	Winter '89
WGAY (B/EZ)	6.8	7.5
WMAL (AC)	5.7	6.1
WMZQ-AM & FM (Ctry)	7.1	6.1
WPGC-FM (CHR)	6.0	5.7
WKYS (UC)	6.2	5.3
WAVA (CHR)	4.5	5.2
WHUR (UC)	4.9	4.8
WASH (AC)	3.2	4.5
WRQX (CHR)	4.5	4.5
WCXR (CR)	3.7	4.4
WWDC-FM (AOR)	4.2	4.1
WLTT (AC)	3.5	3.5
WTOP (News)	3.7	3.5
WXTR (Gold)	3.4	3.0
WGMS-AM & FM (Clas)	2.3	2.9
WDJY (UC)	2.4	2.5
WWRC (Talk)	2.3	2.1
WOL (UC)	1.6	1.9
WHFS (AOR)	1.6	1.8
WYCB (Rel)	1.2	1.5
WWDC (Nost)	.9	1.1

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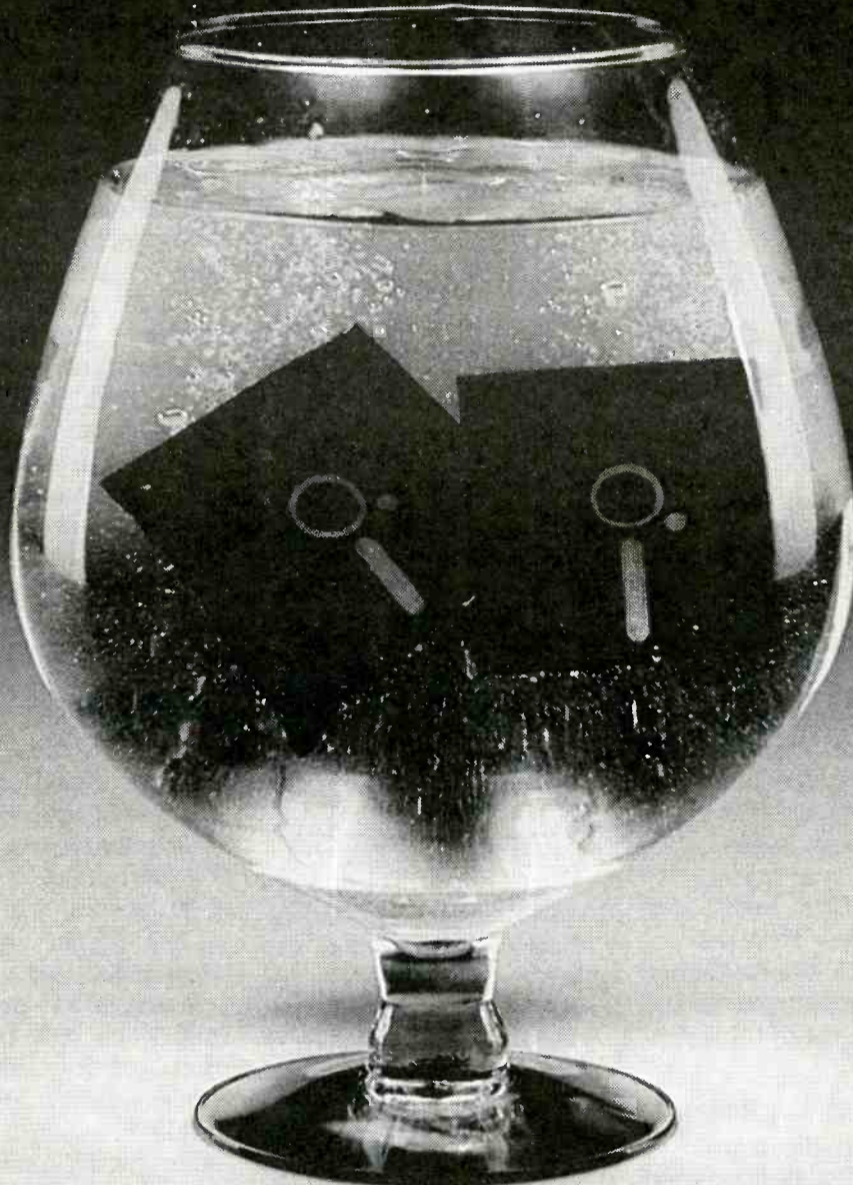
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Understanding And Using Qualitative Research

Just when you thought you'd mastered radio ratings jargon, the specter of qualitative research reared its scary, multidimensional head. "Index" . . . "composition" . . . "coverage" . . . what does it all mean? Why can't we just go back to average quarter hour (AQH) and cume and be done with it?

The fact is, qualitative research has transformed a potentially negative development — fragmentation — into a positive one unique to radio. By recasting listening estimates in terms of lifestyle, product consumption, and purchasing behavior, audiences can be described in terms compelling to advertisers.

Terms Defined

But first, you gotta speak the language. New dimensions require new terminology. While each qualitative data source may have certain proprietary variations, these terms and definitions are universally used:

- **Market Population Or Universe:** the estimated total number of persons in the market sharing the given attribute.

"By recasting listening estimates in terms of lifestyle, product consumption, and purchasing behavior, audiences can be described in terms compelling to advertisers."

- **Composition:** the percentage of station audience sharing the given attribute. For example, a 20.5% men 18+ cume composition of heavy beer drinkers for KAAA means that 20.5% of KAAA's male 18+ cume audience are heavy beer drinkers. Composition can be used to describe either cume or AQH audiences.

- **Coverage Or Penetration:** the percentage of the population sharing the given attribute that is reached by the station. A 39.1% coverage of 25-54 K-Mart shoppers by KAAA means that KAAA cumes 39.1% of all 25-54 K-Mart shoppers in the market.



Tom Birch

- **Index:** A measure of relative efficiency, the index compares a station's audience composition to the overall population among persons sharing the given attribute. Mathematically, most indices are computed by dividing the station's cume composition by the market composition. But there are variations, so read the fine print: for some indices, Persons Using Radio (PUR) audience composition is used as the divisor instead of total population.

The Index Explained

Here's an illustration of how an index is computed in the *Birch Radio Qualitative* (the data found in the back of the quarterly summary and standard market reports):

Frequent Flyers: KAAA Cume Composition = 40.3%. Anytown Persons Using Radio Cume Composition = 23.8%. KAAA Cume Index = $(40.3/23.8) \times 100 = 169\%$

A frequent flyer index of 100 would mean that the station's composition is equal to the market composition. An index higher than 100 (as is the case with KAAA) indicates that frequent flyers are more prevalent in the station's audience than in the market in general. In other words, KAAA's index of 169 means

its audience has a substantially larger composition of frequent flyers than that of the average station — 69% larger.

But it's important to remember that the index has no bearing on audience size. In fact, extraordinarily high indices are often associated with extraordinarily low station audience levels.

Putting Data To Work

Once you know your way around the terminology, it's easy to start devising some new ways of applying qualitative data to sales opportunities. Here are a few examples:

- **Estimating Users.** How many visitors to fast food

"Qualitative research has transformed a potentially negative development — fragmentation — into a positive one."

restaurants does KAAA reach every week?

Fast Food Total User Population 18+ = 500,000

KAAA Penetration (Coverage) = 45.5%

KAAA Fast Food Cume = $500,000 \times 45.5\% = 227,500$

Marketing benefit: Each week, KAAA reaches an audience of 227,500 people who have visited a fast food restaurant in the past seven days.

- **Estimating Unit Volume Of Purchases Influenced.** This is a spin on the Estimated Users, which employs a per capita purchase factor supplied by the client or taken from estimates provided in the qualitative research. For this example, we'll assume that the industry average per capita fast food visits is 2.0 per week.

Weekly Fast Food Visits Influenced By KAAA = $KAAA \text{ Fast Food Cume } (227,500) \times \text{Weekly Visits Per Capita } (2.0) = 455,000$

Marketing benefit: An estimated 455,000 fast food visits will be made by KAAA listeners.

Marketing Benefits

Here's just one example of how qualitative data can be used to create sales opportunities:

How much money do KAAA listeners spend each week in fast food restaurants?

$KAAA \text{ Fast Food Cume } (227,500) \times \text{Per Capita Average Purchase } (\$3.50) \times \text{Weekly Visits Per Capita } (2.0) = \$1,592,500$

Thus, KAAA reaches an audience that spends an estimated \$1,592,500 per week in fast food restaurants.

- **Estimating Dollar Volume Of Purchases Influenced.** This calculation takes Estimated Users and Units to the logical conclusion: the effect on the cash register.

Once again, a per capita factor — this time average expenditure per purchase — is used, but here, you're best off having the client supply the number. Let's assume the average fast food purchase per capita is \$3.50.

Estimated Dollar Volume Of Weekly Fast Food Purchases By KAAA Listeners = $KAAA \text{ Fast Food Cume } (227,500) \times \text{Per Capita Average Purchase } (\$3.50) \times \text{Weekly Per Capita Visits } (2.0) = \$1,592,500$

Marketing benefit: KAAA reaches an audience that spends an estimated \$1,592,500 per week in fast food restaurants.

Each of the previous applications can be used in both agency and direct presentations. But how can qualitative data be used when facing a media buyer mouthing the dreaded whine, "I can't buy you because your cost per point is too high . . ."?

- **Target Cost Per Point.** Suppose KAAA is charging \$250 per minute in morning drive, and the client in question is Acme Airlines. With an AQH rating of 3.5, KAAA's cost per point (CCP) is $\$250/3.5 = \71.43 . The Acme Airlines buyer has a mandate to bring the buy in at a CCP of \$60, so KAAA is faced with either walking away or dropping rates.

What to do? How about raising the rate?!

Earlier, we noted that KAAA's frequent flyer index is 169, meaning KAAA's

frequent flyer composition is 69% higher than the average station's — or, put differently, KAAA is 69% more efficient than the average station.

By multiplying KAAA's total AQH rating by the frequent flyer index, we can estimate the station's rating against the frequent flyer population: $3.5 \times 169\% = 5.9$.

Using the revalued estimate, KAAA can argue that its unit rate should be \$354 ($5.9 \times$ the mandated \$60 CPP). KAAA could actually compute the target CCP of each of its competitors on the buy (Unit Rate/AQH Rating \times Frequent Flyer Index) to assist the buyer in finding the savings necessary to fund the added investment on KAAA.

A Word Of Caution

Pay close attention to the type of estimate you're plugging into your calculator. For example, don't confuse the size of the index with the size of the audience. Use *coverage* to estimate audience size and *index* to compare relative efficiency.

A rule of thumb: rank stations first by coverage/penetration, then re-rank by index.

Properly applied qualitative research is one of the most powerful sales and marketing tools available today. Use it correctly and no one will get hurt — except maybe your competition.

Tom Birch is Chairman/CEO of Birch Scarborough Research Corp. (305-753-6043), whose Birch Radio Division supplies telephone-based audience estimates of some 260 markets annually. He will contribute to this section on a regular basis.

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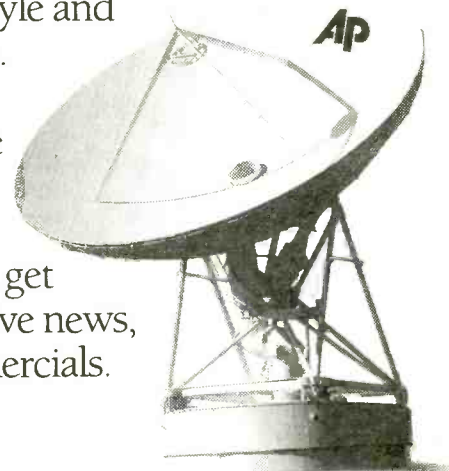


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AP Network News



KEN BARNES

Country Request Line Disclexia

Another Terrifying Episode In The Never-Ending 'Garbled Lyrics' Miniseries

As a public service, the R&R Disclexia Hotline is always open. By exposing the hideous but largely unnoticed tragedy of chronic lyric-garbling in several On The Records columns, we feel we've made a contribution toward bringing disclexia into the public eye, where psychologists and physicians (or maybe even physicists — a little of that funky cold fusion might help) can someday find a cure.

In recent months, the hotline has not been recording a whole lot of chilling examples of garbled lyrics. Sure, half the R&R office thinks John Cougar Mellencamp's new single is a tribute to another Midwestern rocker, "Bob Seger," but that's not enough to build a column on. (Most weeks, anyway.)

Little did we know, however, that an epidemic of disclexia was raging unchecked in the tri-state area around Huntington, WV, where West Virginia, Kentucky, and Ohio meet. It took WTCR PD David Poole to alert the hotline to the crisis, by means of several pages of transcriptions off the Country station's request lines. Some of these disclexics may be so far gone, even back-announcing won't help.

Born To Booger

Charlie Daniels's "Boogie Woogie Fiddle Country Blues" was a Top 15 hit late last year, but it created a bit of confusion in WTCR listeners' minds. One call came in for "Rockin' Phil & The Boogie Blues"; another, somewhat less tastefully, was for "Boogers On My Fiddle." In a similar vein (going for the cheap laughs early), Hank Williams Jr.'s "Born To Boogie" became, you guessed it, "Born To Booger."

Ronnie Milsap enunciates quite clearly, as a rule, but his "Button Off My Shirt" hit was a real request line challenge. One valiant try asked for "Get The Butler A New Shirt." Another demanded "Get Your Butt Off My Shirt."

Howlin' With Dwight & Buck

Within the twisted synapses of the Huntington metro disclexic, the Dwight Yoakam/Buck Owens duet "Streets Of Bakersfield" became not only the relatively mild "Sheets Of Bake" but was transformed into the Sherlock Holmes thriller "The Hounds Of Baskerville."

Speaking of transformations, George Jones found himself turned into a hermaphrodite when a caller turned Jones's "I'm A One Woman



Billy Jello Roll



The Judges



Conwell Twilley

Man" into "I'm One Woman And A Man."

Victim of a double garble was Willie Nelson's "Seven Spanish Angels," variously identified as

"Seven Spaniel Angels" by an obvious dog-lover and "Seven Spangled Angles" by a decorator type.

Stone Confused

A couple of "Stone" Country tunes presented interpretation problems. The Elvis soundalike "Spelling On The Stone" became "Standing On The Stone" and, more sinisterly, "Smelling The Stone." Meanwhile, Vern Gosdin's "Chiseled In Stone" was alternately rendered as "Chiseled In Snow" and "Chew On The Stone." Gosdin's earlier hit "Set 'Em Up Joe" was turned into the equally reasonable "Settle Up Joe," by one "Bill Gosling" (see "Changing The Names To Perplex The Innocent").

Dan Seals's "Bop" suffered multiple indignities on the WTCR request line. First it was lumped together in what Dave Poole and I assume was a compound request: "Mind On Bus Or Bop" (meaning presumably Hank Jr.'s "Mind Your Own Business" or "Bop"). Then the following dialogue ensued:

Caller: "Bark!"

DJ On Duty: "What?"

Caller: "Bark!"

DJOD: "What do you mean?"

Caller: "You know, that goodern by Dan Seals where he goes 'I wanna bark with ya baby tonight.' You know that'n?"

Random Assaults

But virtually no country artist is safe. Don Williams's "Another Place Another Time" was the subject of perhaps the most desperate disclexic attack yet recorded. An

SORT OF A CONTEST

We Give Up — You Figure 'Em Out

The folks at WTCR have had plenty of experience trying to unravel the garbled mysteries of their request line. But there are several requests they — and I — can't decipher for the life of us.

You're welcome to try your hand at decoding the entries below. I'll award the person with the longest list of semi-plausible possibilities some kind of prize befitting the magnitude of the achievement. Here are the "songs":

"Booty Boards"

"You're A Stupid Man With Stupid Boots"

"Master Glide"

"Crab Blasters"

"Bust The Bondo"

"Don't Tie Me Down, Pa"

"Bend Your Fingers Back"

"Metal Head"

"Fag Bashers"

"Wild-Eyed Birdy Wings"

And while you're at it, why not try to name the following "artists"?

Horace Buckles

Billy Graybill

Grady Gulliver

Merrill Tillman

It's hours of fun for the entire family unit. And if your request line produces similar mass outbreaks of disclexia, send 'em to me. Diagnosis is the first step to a cure.

Changing The Names To Perplex The Innocent

When exploring the symptoms of request line disclexia, it should be kept in mind that, unlike conventional disclexia, not only song titles and lyrics are habitually garbled, but also artists' names.

Often it's merely a minor glitch: **Ricky Van Shelton** becomes Ricky Van Shelter, **Tom Wopat** turns into Tom Wopatch, **Waylon Jennings** is simply transformed into Winkin' Jennings.

Then the name twists become a bit more complex:

- **Conway Twitty**
Conwell Twilley
- **The Judds**
The Judges
- **Dolly Parton**
Dottie Partner
- **Billy Joe Royal**
Billy Jello Roll

A law firm-type name like **Schuyler, Knobloch & Overstreet** runs the risk of becoming Schuyler, Overblock & Stretheart. And two entirely separate **Capitol** acts, **T. Graham Brown** and the band **Sawyer Brown**, found themselves

in an inadvertent supergroup, **T. Sawyer Brown**.

In the advanced stages of the affliction, root causes are often difficult to trace. Dave Poole and I didn't have too much trouble figuring that **Bill Gosling** was **Vern Gosdin**, but would you guess that **Bill Say** is actually **Jo-EI Sonnier**? Or that the **Buckle Ones** really means **Buck Owens**? As for **Fall Asleep & Drool**, we can only conjecture that **Asleep At The Wheel** is the intended reference.

Although **WTCR** is a Country station through and through, there were occasional cross-format requests to play something by the **Dead Leopards**. And finally, although no one around here can recall any of our late space travelers ever making a record, there was a rather boggling request to "play the song by that dead orbiting guy."

agitated friend 'n' neighbor called in, "Play 'Another Heart, Another Mind' by Don Williams. Play it quick, 'cause my aunt wants to hear it and she's nearly dead! Play it now!"



T. Sawyer Brown

Even the classics aren't immune. "Wake Up Little Susie" becomes "Wake Up Little Sissy," "Ghost Riders In The Sky" turns into "Old Spiders In The Sky," and **Eddie Rabbitt's** remake of "The Wanderer" is translated into "The Waddler."

Internal Lyric Disorders

As everyone in radio (and retail) knows, consumers identify songs not only by their proper titles but

by snatches of lyrics within. **Barbara Mandrell's** "I Wish That I Could Fall In Love" contains the line "Each day I wake at dawn," which impressed a listener sufficiently to request the tune as "Each Day I Wink At Don."

"I'll Always Come Back" by **K.T. Oslin** advises, "Keep your eyes on the horizon" — NOT, as suggested somewhere in the **WTCR TSA**, "Ride your ass to the horizon."

Another listener requested a song called "Bulldogs Playing Slide Trombone," which just may be an imperfectly recalled snatch of lyric from **Creedence's** "Lookin' Out My Back Door." And then again, it may not.

Hank Williams Jr. seems to inspire more than his fair share of confusion. In the course of "If The South Woulda Won" (or "If The South Was One," as one listener expressed it), he talks about the **Lynnyrd Skynyrd** plane crash, recalling "the day young Skynyrd died." This was reinterpreted by a topically-minded listener as "The Day The Skinhead Died."

And just to muddle matters further, a listener called up to ask the musical question, "Is **Hank Williams's** son **Hank Williams Jr.** or **Don Williams**?"

Some Other Assorted Garbles:

Real Title

"Joe Knows How To Live"

"Tear-Stained Letter"

"Meet Me In Montana"

"Twinkle Twinkle Lucky Star"

"Shine A Light On A Lie"

"Out Of Sight & Out Of My Mind"

"Coal Miner's Daughter"

"Deeper Than The Holler"

"Hard Candy Christmas"

"War Is Hell"

"Tennessee Flat Top Box"

Disclexic Version

"Joe's Nose Lives"

"Tear-Stained Ladder"

"Beat Me In Montana"

"Twinkle Twinkle Lucky Dawg"

"Light Up & Lie"

"Out Of State & Out Of My Mind"

"Coal Miner's Dollar"

"We're Deep An' We Holler"

"Hard Daddy Christmas"

"Warts Is Hell"

That song about flat box tops in Tennessee

And my personal favorite in this category, **Kathy Mattea's**:

"18 Wheels & A Dozen Roses" mutated into "18 Dozen Frozen Roses."



Unveiling the Future

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McCartney To See Two Singles Released On Same Day

PAUL McCARTNEY will have two singles released in the UK on the same day next week (May 8). His own single ("My Brave Face") is one of the songs he co-wrote from scratch with ELVIS COSTELLO. McCartney describes the tune as having "a kind of '60s-ish feel."

The former BEATLES member also lends his vocal talents to the new version of "Ferry Cross The Mersey" that'll also be released on May 8 to help raise money for the Hillsborough Disaster Fund. McCartney is joined by fellow Liverpudlians HOLLY JOHNSON (ex-FRANKIE GOES TO HOLLYWOOD), the CHRISTIANS, and GERRY MARSDEN — the latter of whom, backed by the PACE-MAKERS, took the original version of the tune into the UK Top Ten in January, 1965. (Incidentally, Gerry & the Pacemakers' previous number one UK hit, "You'll Never Walk Alone," is the anthem of the Liverpool Football Club, whose fans died in the tragedy.)

This new version of "Ferry" was produced by PETE WATERMAN, and will be the first fundraising record to benefit from the government's recent decision to abolish the 15% VAT sales tax on charity releases.

Interesting that McCartney should find himself on record with Holly Johnson, as the song "Rough Ride" — to be found on Mac's upcoming "Flowers In The Dirt" LP — was produced by the man behind the Frankie sound, TREVOR HORN. McCartney claims the tune was recorded and mixed in a mere



two days, but that Horn then did a remix that the former WINGS-leader rejected on the grounds that it was "a tarted-up version, a Paul Goes To Hollywood, Frankie Goes To McCartney-type of thing."

Remakes & Remodels

Pete Waterman, meanwhile, will turn his attention to several remakes over the next few weeks. Working with MIKE STOCK and MATT AITKEN, Pete's produced a new version of the HUMAN LEAGUE smash "Don't You Want Me" for the future Mrs. BILL WYMAN — MANDY SMITH, a reworking of the old BRIAN HY-

LAND hit "Sealed With A Kiss" for JASON DONOVAN, and a new rendition of MAXINE NIGHTINGALE's "Right Back Where We Started From" for SINITTA.

Meanwhile, the TIN MACHINE — DAVID BOWIE's new band, consisting of the Thin White Duke, the US rhythm section of HUNT SALES and brother TONY SALES, and guitarist REEVES GABRIEL — have recorded a version of JOHN LENNON's "Working Class Hero" for inclusion on their upcoming "Tin Machine" album.



David Bowie — The Thin White Duke?

Radio Radio

Radio Radio, the overnight network service launched last year by RICHARD BRANSON, is up for sale. After a troubled few months during which the service's star lineup and its list of ILR (Independent Local Radio) affiliates has gradually dwindled, the price is now thought to be around 400,000 pounds.

Two former pirate stations are among the four that were awarded franchises this week by the Independent Broadcasting Authority. FTP Radio in Bristol was a popular pirate for ten months last year, playing black music and community interest programs. Sina Radio in West London was on the air illegally between 1985 and 1988, serving the area's ethnic minorities — which it will now be able to do legally, targeting the Asian, Polish, and Armenian communities, and broadcasting chiefly in Hindustani.

The other two franchises went to Sunset Radio in Manchester, also an ethnic station, and Stirling Community Radio, which will broadcast to the 75,000 adult population of the Scottish city. These are the first of what will be up to 500 new community stations and three national commercial channels created by the Broadcasting Act.

Street Fightin' Minds

Topping the list of next week's releases is SIMPLE MINDS' "Street Fighting Years" LP. The ten tracks include the current "This Is Your Land" single and all three tunes from the group's "Ballad Of The Streets" EP. The CD and cassette formats feature an extra song, "When Spirits Rise."

"Rock Over London" news is a service of Rock Over London Ltd., who can be reached at Globe Theatre, Shaftesbury Ave., London W1V 7HD; phone 01-494-4513.

Rare Reg Dwight Record

MICHAEL JACKSON's yellow simulated satin stage trousers, DONNY OSMOND's ivory sequined jumpsuit, and ELVIS PRESLEY's weighty leather 'n' brass belt are among the items up for auction at Christie's in London this week. More interesting, however, is one of the homegrown pieces of memorabilia — a rare 1969 record by the BREAD AND BEER BAND, featuring a certain REG DWIGHT on keyboards!

Apparently Reg — now better known as ELTON JOHN — was one of the musicians employed by producer TONY KING to record an album of then-popular covers, in-



Paul McCartney — Liverpooling his talents.

cluding "Wooly Bully," "Mellow Yellow," and "Zorba The Greek" (!). Never released, the up-for-bid disc is thought to be the only one in existence.

BRITAIN

LW TW

- | | | |
|----|----|---|
| 2 | 1 | BANGLES/Eternal Flame (CBS) |
| 1 | 2 | SIMPLY RED/If You Don't Know Me By Now (Elektra) |
| 3 | 3 | TRANSVISION VAMP/Baby I Don't Care (MCA) |
| 6 | 4 | HOLLY JOHNSON/Americanos (MCA) |
| 9 | 5 | FINE YOUNG CANNIBALS/Good Thing (London/PG) |
| 7 | 6 | U2 & B.B. KING/When Love Comes To Town (Island) |
| 10 | 7 | SIMPLE MINDS/This Is Your Land (Virgin) |
| — | 8 | CURE/Lullaby (Fiction) |
| 4 | 9 | KON KAN/I Beg Your Pardon (Atlantic) |
| — | 10 | INNER CITY/Ain't Nobody Better (10/Virgin) |
| 11 | 11 | INXS/Mystify (Mercury/PG) |
| 8 | 12 | PAULA ABDUL/Straight Up (Sire/Virgin) |
| — | 13 | METALLICA/One (Vertigo/PG) |
| — | 14 | MORRISSEY/Interesting Drug (HMV/EMI) |
| 5 | 15 | MADONNA/Like A Prayer (Sire/WEA) |
| — | 16 | BEATMASTERS w/MERLIN/Who's In The House (Rhythm King) |
| — | 17 | LONDON BOYS/Requiem (WEA) |
| — | 18 | MIDNIGHT OIL/Beds Are Burning (Sprint/CBS) |
| 15 | 19 | COOKIE CREW/Got To Keep On (London/PG) |
| — | 20 | DE LA SOUL/Me Myself And I (Big Life) |

Moving Up

- DURAN DURAN/Do You Believe In Shame (EMI)
 JODY WATLEY/Real Love (MCA)
 BLOW MONKEYS/This Is Your Life (RCA)
 SWING OUT SISTER/You On My Mind (Fontana/PG)
 NATALIE COLE/Miss You Like Crazy (EMI USA)

The Network Chart, courtesy MRIB

CMJ NEW MUSIC

414 428

- | | | |
|----|----|---|
| 1 | 1 | XTX/Oranges & Lemons (Geffen) |
| 11 | 2 | CULT/Sonic Temple (Sire/Reprise) |
| 2 | 3 | ROBYN HITCHCOCK 'N' EGYPTIANS/Queen Elvis (A&M) |
| — | 4 | PIXIES/Doolittle (4AD/Elektra) |
| 4 | 5 | FIREHOSE/ROMOHIO (SST) |
| — | 6 | MOJO NIXON & SKID ROPER/Root Hog Or Die (Enigma) |
| — | 7 | CURE/"Fascination Street" (12") (Elektra) |
| 3 | 8 | ELVIS COSTELLO/Spike (WB) |
| 8 | 9 | CONNELLS/Fun & Games (TVT) |
| 10 | 10 | INDIGO GIRLS/Indigo Girls (Epic) |
| 7 | 11 | GUADALCANAL DIARY/Flip-Flop (Elektra) |
| 6 | 12 | FINE YOUNG CANNIBALS/The Raw & The Cooked (IRS/MCA) |
| 5 | 13 | REPLACEMENTS/Don't Tell A Soul (Sire/Reprise) |
| 17 | 14 | DRIVIN' N' CRYIN'/Mystery Road (Island) |
| 12 | 15 | NEW ORDER/Technique (Qwest/WB) |
| — | 16 | NEW MODEL ARMY/Thunder And Consolation (Capitol) |
| — | 17 | TOM TOM CLUB/Boom Boom Chi Boom Boom (Sire/Reprise) |
| 16 | 18 | DE LA SOUL/3 Feet High And Rising (Tommy Boy) |
| 18 | 19 | HOUSE OF FREAKS/Tantilla (Rhino) |
| — | 20 | LOVE AND ROCKETS/Love And Rockets (Beggars Banquet/RCA) |

Moving Up

- DEPECHE MODE/101 (Sire/WB)
 XYMOX/Twist Of Shadows (Wing/PG)
 DICKIES/Second Coming (Enigma)
 SIDEWINDERS/Witchdoctor (Mammoth/RCA)
 LEAVING TRAINS/Transportational D. Vices (SST)
 LARD/Power Of Lard (Alternative Tentacle)
 SARAH McLACHLAN/Touch (Arista)
 NEVILLE BROTHERS/Yellow Moon (A&M)
 PETER CASE/Man With The Blue Postmodern... (Geffen)
 JOE JACKSON/Blaze Of Glory (A&M)
 BAND OF SUSANS/Love Agenda (Blast First/Restless)
 ZULUS/Down On The Floor (Slash)

Chart derived from albums supplied by a panel of college and commercial radio stations reporting to CMJ New Music Report (516) 248-9600. Imports and 12" singles are noted.

CMJ

AUSTRALIA

LW TW

- | | | |
|---|----|---|
| 1 | 1 | BLACK SORROWS/
Chained To The Wheel |
| 4 | 2 | DARYL BRAITHWAITE/One
Summer |
| 2 | 3 | IAN MOSS/Tucker's Daughter |
| 3 | 4 | 1927/You'll Never Know |
| 5 | 5 | J. DIESEL & INJECTORS/Soul
Revival |
| 6 | 6 | PAUL NORTON/Stuck On You |
| 8 | 7 | DRAGON/Young Years |
| 9 | 8 | JASON DONOVAN/Too Many
Broken Hearts |
| — | 9 | 1927/Compulsory Hero |
| 7 | 10 | STEPHEN CUMMINGS/Your
House Is Falling |

Most Added

(Note: No Most Added This Week)

Top 10 Australian records from playlists of FM104/Brisbane, 2MMM/Melbourne, FOX-FM/Melbourne, 96FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2MMM/Sydney, and KIX106/Canberra.

CANADA

LW TW

- | | | |
|----|----|--|
| 2 | 1 | CANDI/Love Makes No
Promises |
| 1 | 2 | TOM COCHRANE/Good Times |
| 3 | 3 | PURSUIT OF HAPPINESS/
She's So Young |
| 4 | 4 | COLIN JAMES/Why'd You Lie |
| 5 | 5 | BRIGHTON ROCK/One More
Try |
| 6 | 6 | BRUCE COCKBURN/If A Tree
Falls |
| 9 | 7 | BLUE RODEO/Diamond Mine |
| 10 | 8 | GLASS TIGER/(Watching)
Worlds Crumble |
| 8 | 9 | FROZEN GHOST/Dream Come
True |
| — | 10 | SASS JORDAN/Double Trouble |

Most Added

COREY HART/Don't Take Me To The
 Racetrack
 TOM COCHRANE/Victory Day

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.



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AMERICAN
Dance Traxx

COMPACT DATA®

Who's On Tour

It's official. The Who have reunited for a 25-city North American tour that will begin in Toronto on June 24. Joining Pete Townshend, Roger Daltrey, and John Entwistle (the three surviving original members) on the tour — which will conclude in Oakland on August 30 — are drummer Simon Phillips and keyboardist John "Rabbit" Bundrick. Horns, percussionists, three backup singers, and an official second guitarist (Joe Walsh?) to be named later.

The group will NOT record an album to coincide with the tour, but will instead perform selections from the original members' solo albums — including Townshend's upcoming "The Iron Man" LP — as well as classics spanning the Who's 25-year career. Shows are expected to run three hours with no intermission and no opening acts.

Along with the 25 tour dates, the Who will do two special performances of their groundbreaking rock opera "Tommy." The first will take place at Radio City Music Hall in New York on June 27. The second will be in Los Angeles, although site and date are undetermined at presstime.

Presented by the Rock And Roll Hall Of Fame, proceeds from both "Tommy" performances will benefit the Nordoff-Robbins Music Therapy Foundation for autistic children as well as other charities for children and young people. The L.A. show will reportedly include guest artists — also unnamed — and will most likely be filmed.



TALKIN' 'BOUT MY G-G-G-GENERATION — The 1964 edition of the Who ponders the likelihood of a 25th anniversary tour.

Lovesick Bags & Hollow Hearts

Choosing the Promo Item O' The Week this time out put us in a "Love Sick" bag. Namely, the miniature plastic doctor's bag that Orpheus/EMI sent out to promote the "Love Sick" single from Z-Looke.

Along with a cassette single of the tune, the bag contained a toy doctor's kit (complete with scalpel,

bedpan, eyeglasses, reflex hammer, stethoscope, bandages, and syringe), a pair of cheap plastic sunglasses (so you, too, can have "zee look"), and a postcard entry blank for a contest in which the lovesick winner gets a "lover's weekend cure."

Less inscrutable, but more suitable for consumption is the three-

dimensional, pink plastic heart that RCA sent out on behalf of the "I Want Your Love" single by La Rue. The hollow heart was filled with a mixture of red, cardio-shaped candies and — doncha just know it — Hershey's chocolate kisses.

Moby Grape Reunites As The Melvilles

The five original members of the San Francisco-based '60s band, Moby Grape, have reunited. A reunion album and a video documentary are in the works for the band, which has been rehearsing in Seattle for the past several months, but nothing will be released under the name Moby Grape.

Why? Rights to the *nom de rock* are owned by former SF entrepreneur Matthew Katz, so in keeping with the wailing theme, the five members of Moby Grape are now calling themselves the Melvilles.

Whistle Binkies Join Cutting Crew

Cutting Crew called in the Whistle Binkies, a Scottish group that plays traditional Celtic instruments, to perform on the title track of their new Virgin album ("The Scattering"), set for mid-May release.

The Logo Of Young America

Motown has announced plans to begin marketing a line of clothing and other items under its familiar "Motown" logo. Motown President Jheryl Busby has been quoted as saying that the Motown logo is one of the company's most underdeveloped assets.

"We see it as a popular consumer item on clothing, hats, glasses, etc.," Busby elaborated, "marketed the way Coca-Cola markets their logo on clothes and watches."



44.7 million households
Patti Galkuzi
Director/Music Programming

Weeks On

HEAVY

PAULA ABDUL/Forever Your Girl (Virgin)	2
BANGLES/Eternal Flame (Columbia)	7
BON JOVI/It'll Be There For You (Mercury)	14
CINDERELLA/Coming Home (Mercury)	1
DEF LEPPARD/Rocket (Mercury)	11
FINE YOUNG CANNIBALS/She Drives... (IRS/MCA)	13
GUNS N' ROSES/Patience (Geffen)	5
HOWARD JONES/Everlasting Love (Elektra)	6
LIVING COLOUR/Cut Of Personality (Epic)	28
MADONNA/Like A Prayer (WB)	7
R.E.M./Stand (WB)	19
ROXETTE/The Look (EMI)	6
THIRTY EIGHT SPECIAL/Second Chance (A&M)	7
TONE LOC/Funky Cold... (Delicious Vinyl/Island)	5

SNEAK PREVIEW

BOBBY BROWN/Every Little Step (MCA)	1
DEBBIE GIBSON/Electric Youth (Atlantic)	4
RICHARD MARX/Satisfied (EMI)	ADD
JOHN COUGAR MELLENCAMP/Pop Star (Mercury)	1
TOM PETTY/It Won't Back Down (MCA)	2

BUZZ BIN

CURE/Fascination Street (Elektra)	1
R. HITCHCOCK 'N'.../Madonna Of The... (A&M)	6
XTC/Mayor Of Simpleton (Geffen)	9

HIP CLIP

ROACHFORD/Cuddly Toy (Feel For Me) (Epic)	5
---	---

BREAKTHROUGH VIDEO

TOM TOM CLUB/Subocana (Sire/Reprise)	ADD
--------------------------------------	-----

ACTIVE

EDIE BRICKELL & NEW.../Circle (Geffen)	6
NENEH CHERRY/Buffalo Stance (Virgin)	4
ELVIS COSTELLO/Veronica (WB)	10
CULT/Fire Woman (Sire/Reprise)	4
MICHAEL DAMIAN/Rock On (Cypress/A&M)	3
DEON ESTUS/Heaven Help Me (Mika/Polydor)	4
L. FORD I/O. OSBOURNE/Close My... (RCA)	6
SAMANTHA FOX/Only Wanna Be... (Jive/RCA)	5
JULIAN LENNON/Now You're In Heaven (Atlantic)	7
MARCELLO/First Love (CBS Assoc.)	3
NEW KIDS ON THE BLOCK/It'll Be... (Columbia)	3
NEW ORDER/Round & Round (West/WB)	4
OUTFIELD/Voices Of Babylon (Columbia)	4
QUEENSRYCHE/Eyes Of A Stranger (EMI)	9
R.E.M./Turn You Inside-Out (WB)	2
REPLACEMENTS/It'll Be You (Sire/Reprise)	13
SKID ROW/Youth Gone Wild (Atlantic)	13
TANITA TIKARAM/Twist In My Sobriety (Reprise)	6
WARRANT/Down Boys (Columbia)	11
JODY WATLEY/Real Love (MCA)	6
WINGER/Seventeen (Atlantic)	21
STEVE WINWOOD/Hearts On Fire (Virgin)	4

MEDIUM

BELLE STARS/Iko Iko (Capitol)	4
BIG BAM BOO/Shooting From My... (Uni/MCA)	6
EXTREME/Kid Ego (A&M)	2
GREAT WHITE/Once Bitten, Twice Shy (Capitol)	3
INFO. SOCIETY/Repetition (Tommy Boy/Reprise)	2
MIKE & MECHANICS/Seeing Is... (Atlantic)	ADD
EDDIE MONEY/Let Me In (Columbia)	2
ROY ORBISON/She's A Mystery To Me (Virgin)	ADD
TOMMY PAGE/A Shoulder To Cry On (Sire/WB)	2
BONNIE RAITT/Thing Called Love (Capitol)	2
SARAYA/Love Has Taken Its Toll (Polydor)	3
PETER SCHILLING/Different Story (Elektra)	2
SIREN/All Is Forgiven (Mercury)	7
SWEET SENSATION/Sincerely Yours (Atco)	2
TESLA/Hang Tough (Geffen)	1
VIXEN/Love Made Me (EMI)	1

BREAKOUT

ANTHRAX/Anti-Social (Megaforce/Island)	11
CONCRETE BLONDE/God Is A Bullet (IRS)	2
DE LA SOUL/Me Myself And I (Tommy Boy)	1
DEPECHE MODE/Everything Counts (Sire/WB)	1
FIRE TOWN/The Good Life (Atlantic)	3
INDIGO GIRLS/Closer To Fine (Epic)	ADD
M. NIXON & S. ROPER/(619) 239-KING (Enigma)	2
SAM PHILLIPS/Holding On To The Earth (Virgin)	ADD
PROCLAIMERS/It's Gonna Be... (Chrysalis)	ADD
LOU REED/Bustload Of Faith (Sire/WB)	ADD
TOO MUCH JOY/Making Fun Of Burns (Alias)	ADD
W.A.S.P./The Real Me (Capitol)	4

ADDS

INDIGO GIRLS/Closer To Fine (Epic)	
RICHARD MARX/Satisfied (EMI)	
MIKE & MECHANICS/Seeing Is Believing (Atlantic)	
ROY ORBISON/She's A Mystery To Me (Virgin)	
SAM PHILLIPS/Holding On To The Earth (Virgin)	
PROCLAIMERS/It's Gonna Be (500 Miles) (Chrysalis)	
LOU REED/Bustload Of Faith (Sire/WB)	
TOM TOM CLUB/Oceana (Sire/Reprise)	
TOO MUCH JOY/Making Fun Of Burns (Alias)	



30.6 million households
Sel LaCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

ELVIS COSTELLO/Veronica (WB)	2
FINE YOUNG.../She Drives... (IRS/MCA)	3
LYLE LOVETT/Nobody Knows Me (MCA/Curb)	ADD
MADONNA/Like A Prayer (Sire/WB)	4
BONNIE RAITT/Thing Called Love (Capitol)	5

HEAVY

PAULA ABDUL/Forever Your Girl (Virgin)	3
BELLE STARS/Iko Iko (Capitol)	5
ENYA/Orinoco Flow (Sail Away) (Geffen)	21
HOWARD JONES/Everlasting Love (Elektra)	2
LISA LISA &.../Little Jackie... (Columbia)	2
BETTE MIDLER/Wind Beneath My Wings (Atlantic)	11
ROY ORBISON/She's A Mystery To Me (Virgin)	2
TAKE 6/Spread Love (Reprise)	5
TANITA TIKARAM/Twist In My Sobriety (Reprise)	19
THIRTY EIGHT SPECIAL/Second Chance (A&M)	7
JODY WATLEY/Real Love (MCA)	4

MEDIUM

BASIA/Promises (Epic)	3
SAM BROWN/Stop! (A&M)	9
DEON ESTUS/Heaven Help Me (Mika/Polydor)	7
GIPSY KINGS/Bambooleo (Elektra)	21
GRAYSON HUGH/Talk It Over (RCA)	4
INDIGO GIRLS/Closer To Fine (Epic)	3
RICK JAMES/This Magic Moment (WB)	1
SA-FIRE/Thinking Of You (Cutting/Mercury)	5
SIMPLY RED/If You Don't Know... (Elektra)	ADD
PHOEBE SNOW/If I Can Just Get... (Elektra)	7

LIGHT

NATALIE COLE/Miss You Like Crazy (EMI)	1
HARRY CONNICK JR./Do You... (Columbia)	ADD
COWBOY JUNKIES/Misguided Angel (RCA)	ADD
JULIA FORDHAM/Comfort Of Strangers (Virgin)	ADD
ONE 2 MANY/Downtown (A&M)	2
DIANA ROSS/Workin' Overtime (Motown)	1
DONNA SUMMER/This Time I Know... (Atlantic)	ADD
SWING OUT SISTER/Wailing Game (Mercury)	1

Information current as of April 25.

MUSIC & MOVIES

CURRENT

- **PET SEMATARY**
Single: Pet Sematary/Ramones (Sire/WB) (12")
- **SAY ANYTHING (WTG)**
Single: Keeping The Dream Alive/Freiheit
Other Featured Artists: Joe Satriani, Living Colour, Nancy Wilson
- **THE DREAM TEAM**
Single: Hit The Road Jack/Buster Poindexter (RCA)
- **RAIN MAN (Capitol)**
Singles: Iko Iko/Belle Stars
Scatterlings Of Africa/Johnny Clegg & Savuka
Other Featured Artists: Bananarama, Ian Gillan & Roger Glover
- **BEACHES (Atlantic)**
Single: Wind Beneath My Wings/Bette Midler
- **WORKING GIRL (Arista)**
Single: Let The River Run/Carly Simon
Other Featured Artists: Sonny Rollins, Chris Rea, Pointer Sisters
- **CHANCES ARE**
Single: After All/Cher & Peter Cetera (Geffen)
- **TWINS (WTG)**
Single: I Only Have Eyes For You/Marilyn Scott
Other Featured Artists: Spinners, Jeff Beck, Nayobe
- **DREAM A LITTLE DREAM (Cypress/A&M)**
Singles: Rock On/Michael Damian
Whenever There's A Night/Mike Reno
Featured Artists: Lone Justice, Van Morrison, R.E.M.
- **SING (Columbia)**
Single: Romance/Paul Carrack & Terri Nunn
Other Featured Artists: Patti LaBelle, Kevin Cronin, Johnny Kemp
- **SLAVES OF NEW YORK (Virgin)**
Single: Buffalo Stance/Neneh Cherry
Other Featured Artists: Iggy Pop, Maxi Priest, PiL

UPCOMING

- **LOST ANGELS (A&M)**
Single: Fascination Street/Cure (Elektra)
Other Featured Artists: Pogues, Toni Childs, Raheem
- **EARTH GIRLS ARE EASY**
Single: Love Train/Hall & Oates (Sire)

POLL STAR

CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	NEIL DIAMOND	\$769.2
2	BON JOVI	\$273.5
3	POISON	\$201.5
4	R.E.M.	\$197.6
5	OZZY OSBOURNE	\$190.4
6	HANK WILLIAMS JR.	\$187.7
7	ALABAMA	\$163.3
8	GEORGE STRAIT	\$147.6
9	METALLICA	\$141.6
10	RANDY TRAVIS	\$127.0
11	CINDERELLA	\$112.4
12	CHICAGO	\$107.6
13	RATT	\$101.9
14	REBA MCENTIRE	\$95.7
15	DURAN DURAN	\$85.3
16	KENNY G.	\$82.4
17	AMY GRANT	\$81.6
18	SAM KINISON	\$72.6
19	ROBERT CRAY BAND	\$65.9
20	LOU REED	\$64.9

New Tours

Among this week's new tours:

- BOOK OF LOVE
- ROBERTA FLACK
- AL JARREAU
- GUADALCANAL DIARY
- JOHN LEE HOOKER
- KATHY MATTEA
- O'JAYS
- TOM PETTY & HEARTBREAKERS
- STEVIE RAY VAUGHAN
- JODY WATLEY

The CONCERT PULSE is a weekly computerized report ranking each artist by their average box office gross reported per venue. Courtesy of Pollstar, a publication of Promoters' On-Line Listings, (800) 344-7383, or in California, (209) 224-2631.

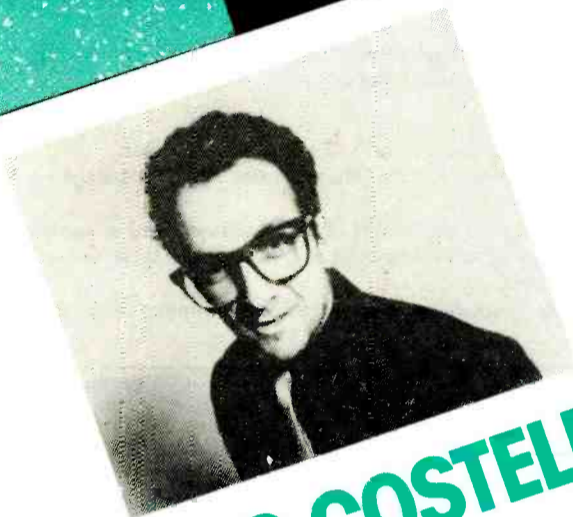


ROD STEWART

"Crazy About Her"

From The Album *Out Of Order*
Produced by Rod Stewart, Andy Taylor and Bernard Edwards
Management: Arnold Stiefel and Randy Phillips for the Arnold Stiefel Company

- | | | |
|-------------|----------|----------|
| WXKS add 32 | WWSI add | KYRK add |
| B94 add | WAPE add | WJMX add |
| KEGL add | WOKI add | KSMB add |
| Y95 add | Y107 add | KGOT add |
| WMMS add | Z102 add | KTRS add |
| FLY92 add | KATM add | KTMT add |
| WERZ add 39 | KSND add | OK95 add |



ELVIS COSTELLO

"Veronica"

From The Album *Spike*
Produced by Elvis Costello, Kevin Killen and T Bone Burnett

- NEW & ACTIVE 98/17**
- | | | | |
|-------------|-------------|-------------|-------------|
| WXKS 32-29 | KKRZ deb 32 | WPST 30-20 | KLQ add |
| WZOU 25-23 | KXYQ add | Q106 add | Z104 18-15 |
| CKOI on | KROY 35-30 | WYCR add | KATM 25-28 |
| WEGX add | KWOD deb 33 | K106 40-34 | KSND 34-28 |
| PRO-FM on | KCPX 35-29 | WBCY 30-26 | KCAQ deb 39 |
| KEGL 18-16 | KWSS add 38 | WZYP deb 38 | KWNZ deb 34 |
| WGH 23-21 | KPLZ ON | WQUT add | KZZU add |
| WNVZ 29-27 | KUBE on | WLRS deb 30 | WNYP deb 21 |
| WMMS 26-21 | FLY92 40-32 | BJ105 add | Q101 add |
| 92X deb 29 | WAEB add | KSAQ add | KWTX deb 32 |
| KXXR deb 31 | K104 19-15 | Z102 deb 39 | WBNQ 20-12 |
| WLOL add | WLAN add 38 | KTUX deb 39 | KKXL add |
| KIIS 29-26 | 98 PXY add | 92Q add | KOZE 23-19 |
| | | KZIO deb 40 | SLY96 17-11 |



BULLETBOYS

"For The Love Of Money"

The New Single From The Gold Album *Bulletboys*
Produced by Ted Templeman

- | | | | | | |
|-------------|-------------|------------|-------------|------|------|
| KXXR 15-13 | WVBS deb 36 | Plus . . . | WGH | KQKQ | WZKX |
| WSPK add | WAZY deb 40 | | KPLZ | KSND | WPFM |
| WROQ 6-2 | WIBW add | | KFMW 40-36 | KZZU | Z103 |
| WQUT 37-31 | KYYA add | | KFYA add | G98 | KKXL |
| WLRS 25-21 | KFBQ add | | KOZE deb 33 | WOMP | KPAT |
| WPHR deb 38 | ZFUN 34-29 | | Y97 22-19 | KAKS | KWTO |
| KLQ add | OK95 14-10 | | KJ103 | WJAD | WDBR |
| KATM deb 29 | | | | | KTMT |
| KYRK add | | | | | |
| KIXY deb 29 | | | | | |



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Wolfman Jack & Catfish Crouch - Live nude show
Ron Chapman - Soliciting money for nothing
Bob Rivers - 300-hour marathon during Orioles' losing streak
Charlie Van Dyke - Final show, KHJ, 1975
Charlie Tuna - First day back, KHJ, 1975
Jack Armstrong - Shouting up a storm on 13Q/Pittsburgh in '73
Les Garland - Live from R&R Convention '88
Soupy Sales - Final show on WNBC

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MUSIC DATEBOOK

Prince Deemed Too Lovesexy

MONDAY, MAY 8

1972/Billy Preston becomes Radio City Music Hall's first rock music headline act.
1982/Casablanca Records chief Neil Bogart, who guided the careers of Donna Summer and Kiss among others, dies of cancer at age 39.
1987/Guitar gurus Eddie Van Halen and Steve Stevens duel on "Shakin' All Over" at L.A.'s Forum.
1988/Pete Townshend, Roger Daltrey, Mick Jagger, and Keith Richards cancel their appearances at Atlantic's 40th anniversary party. Rumors circulate of a Led Zeppelin reunion.
Born: Philip Bailey 1951, Bonnie Tyler 1953, Keith Jarrett 1945, Toni Tennille 1943, the late Rick Nelson 1940

TUESDAY, MAY 9

1962/The Beatles sign their first record contract with EMI, and George Martin is hired to be their producer.
1974/After Bruce Springsteen performs at Boston's Harvard Square, critic Jon Landau (Springsteen's future manager) writes, "I have seen the future of rock 'n' roll, and his name is Bruce Springsteen."
1978/Fee Waybill of the Tubes falls off a stage in England and breaks his leg.
1986/In Sacramento, Belinda Carlisle plays her first concert since splitting with the Go-Go's.
1988/Several Minnesota department stores refuse to stock Prince's just-released "Lovesexy" album because of his nude photo on the cover.
Born: Billy Joel 1951, Dave Gahan (Depeche Mode) 1962, Tommy Roe 1943, Hank Snow 1914, Richie Furay 1944, Steve Katz (BS&T) 1945, the late Dave Prater (Sam & Dave) 1937

WEDNESDAY, MAY 10

1963/The Rolling Stones begin their first recording sessions at London's Olympic Sound Studios.
1969/The Turtles and Temptations perform at the White House. Turtle Mark Volman falls off the stage several times.
1986/Heavy metal in a tux — 500 guests witness Motley Crue's Tommy Lee wed actress Heather Locklear.
1988/Rick Dees broadcasts from L.A.'s Ventura Freeway (the world's busiest). Although the show ties up traffic for hours, Cal-Trans had given Dees full permission.
Born: Dave Mason 1947, Graham Gouldman (10CC) 1946, Bono Hewson 1960, Sly Dunbar 1952, Gary Owens 1936, the late Fred Astaire 1899



Steve Winwood, Stevie Wonder, Billy Joel, Bono

THURSDAY, MAY 11

1972/John Lennon makes a surprise appearance on the "Dick Cavett Show" to discuss his upcoming deportation hearing.
1981/In a Miami hospital, reggae legend Bob Marley dies in his sleep of brain cancer. Marley and his group the Wailers are credited with popularizing reggae music worldwide.
1987/17% object to sex jokes, 29% to bathroom humor — A Strategic Radio Research study reveals that "shock jocks" aren't widely considered to be offensive. Also, Billy Idol storms offstage in San Francisco after being hit in the face twice by tennis shoes thrown from the crowd.
1988/Ray Charles, Willie Nelson, Frank Sinatra, and many others gather at Carnegie Hall to celebrate Irving Berlin's 100th birthday. Berlin stays home and waits for the TV special.
Born: Eric Burdon (Animals) 1941, Carla Bley 1938, Irving Berlin 1888

FRIDAY, MAY 12

1960/Elvis Presley and Frank Sinatra trade hits on an ABC-TV special. Presley sings "Witchcraft," Sinatra does "Love Me Tender."
1964/Barbra Streisand wins her first two Grammys for "The Barbra Streisand Album." Quincy Jones wins his first as well.
1965/At Chicago's Chess Studios, the Rolling Stones begin recording "(I Can't Get No) Satisfaction."
1979/Jefferson Starship's new lead singer Mickey Thomas debuts at a free concert in San Francisco.
1988/That Amnesty tour must've been tough — In an Italian magazine interview, Sting says, "I perform music, not rock 'n' roll. I'd rather listen to two hogs screwing than rock 'n' roll."
Born: Steve Winwood 1949, George Carlin 1937, Billy Swan 1942, Greg Phillinganes 1956, Burt Bacharach 1929, James Purify 1944

SATURDAY, MAY 13

1971/Jefferson Airplane is forced to postpone recording sessions on a new album when Grace Slick smashes her Mercedes into a wall.
1974/Several are hurt when teens begin hurling bottles outside a Jackson 5 concert in Washington, DC.
1975/In Ft. Worth, TX, Bob Wills dies of heart complications at 70. Wills was suffering from the effects of a stroke that occurred several years earlier.
1977/Linda Ronstadt denies reports that she accepted Larry Flynt's offer to appear in the centerfold of Hustler. Hustler remains Ronstadt-free.
1988/Guglielmo Marconi, Benny Goodman, Edward R. Murrow, Orson Welles, Alan Freed, and 13 others are inducted into the newly-created Radio Hall Of Fame.
Born: Stevie Wonder 1951, Magic Dick (J Geils Band) 1945, Mary Wells 1943, the late Ritchie Valens 1941

SUNDAY, MAY 14

1956/The Platters release their self-titled debut album.
1970/Crosby, Stills, Nash & Young announce they'll break up.
1987/Phil Collins announces the film "Buster" will begin production.
1988/Atlantic Records celebrates its 40th anniversary at Madison Square Garden. Concert highlight is a Led Zeppelin reunion with John Bonham's son Jason on drums. Other performers include the Coasters, Yes, Manhattan Transfer, Genesis, and the Rascals.
Born: Tom Cochrane 1953, the late Bobby Darin 1936.

— Paul Colbert

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BRAD MESSER

CALENDAR

Unaccustomed As I Am To Public Speaking . . .

Now and then a listener who gets a kick out of hearing a personality on the radio will call to invite the broadcaster to give a talk at a school, club or civic association. It's funny, but someone who makes a living talking to the public through a mike can go to pieces when asked to talk to the public in person.

Many how-to books on public speaking are fairly uninspiring because they consist mainly of ancient jokes, but "Complete Speaker's Almanac" is one that may help you with launching a talk. The launch is critical; if the first minute goes okay, you're almost home free.

The "Complete Speaker's Almanac" (from Prentice Hall, by Leonard and Thelma Spinrad) is keyed to dates, with four different topics available for each day of the year. As an example, here's one of the listings for May 1:

"This is the day when the Empire State Building was dedicated in 1931 as what was then the world's tallest structure. In May of

1931, the Depression was a worldwide disaster. The predictions were that the Empire State Building would never succeed in renting all its office space. It was a marvelous technical achievement but . . . this, of course, is a familiar refrain.

"Every time someone tries something taller or bigger or more ambitious, the nay-sayers are there to tell you it will never work. But when you aim high, even though it may take a while to succeed, success often comes.

"With that in mind, I propose today to look at some areas where I don't think we are aiming high enough."

Using that intro as the initial in-

spiration, it wouldn't take much changing to turn it into a radio-related talk. In place of the phrase "I don't think we are aiming high enough," perhaps you would choose to say, "I want to point out some areas where our station has aimed very high, and tell you about some wonderful results that have helped our community."

That intro could launch you into a list of community service accomplishments, sponsor success stories, news scoops, or whatever. Maybe you could forget the date-related tie-in, throw out the Empire State Building, and instead tie in to the tallest building in your town, or your big bridge, or a new suburban development.

It's the first idea that's hardest to get. Once you have just one, inspiration follows almost automatically.

That almanac, which I bought in paperback for about \$15, contains 1464 speech-starter ideas for less than a penny apiece.

No More Monkey Business

MONDAY, MAY 8 — With his campaign in flames and about to crash, Senator **Gary Hart** ejected himself from the presidential race two years ago, shot down by the **Donna Rice** issue.

The Soviets announced five years ago that they would boycott the Olympic Summer Games in Los Angeles. Also in 1984, the Quebec Legislature was invaded by a Canadian soldier who killed three and hurt 13 with submachine-gun fire. Alfred E. Neuman first appeared in *Mad* magazine in 1956. The first Coca-Cola was made in 1886. **Paul Hines** made baseball's first unassisted triple play in 1878.

Birthdays: Melissa Gilbert 25. Toni Tennille 46. Mike Cuellar 52. Don Rickles 63.

Hard Solution At Chernobyl

TUESDAY, MAY 9 — Sounding like something from the movie "The China Syndrome," the Soviets announced in 1986 that the Chernobyl meltdown (4/26) threatened to burn through into groundwater. To prevent that, they said the damaged reactor would be encased in concrete.

Fifteenth anniversary of the beginning of the **Richard Nixon** impeachment hearings (1974). FCC Chairman **Newton Minow** told NAB convention delegates in 1961 that television was "a vast wasteland." The dirigible "Hindenburg" landed at Lakehurst, NJ in 1936 after its first transatlantic flight. 125th anniversary of the Civil War Battle of Spotsylvania, VA in which Union General **John Sedgwick's** last words were, "They couldn't hit an elephant at this dist..."

Birthdays: Billy Joel 40. Candice Bergen 43. Glenda Jackson 53. Mike Wallace 71.

Always Get A Second Opinion

WEDNESDAY, MAY 10 — In 1982, at **John Hinckley Jr.'s** trial for shooting President **Reagan**, **James Brady**, and others, a psychiatrist who had treated him in Colorado said Hinckley never showed one symptom of mental illness. Six weeks later, Hinckley was found not guilty by reason of insanity.

Uncle Sam's \$1.5-billion bailout of Chrysler was okayed in 1980. **J. Edgar Hoover** became Director of the FBI in 1924. The first Mothers Day was celebrated in 1908. The Golden Spike was driven 120 years ago at Promontory Point, UT as the first transcontinental railroad was completed (1869).

Birthdays: Dave Mason 43. Gary Owens 53. Nancy Walker 68.

Recreation Site Blazes

THURSDAY, MAY 11 — Two tragic fires occurred on this date a year apart. In 1985 a blaze killed 56 in a packed soccer stadium at Bradford, England. In 1984 a fire in the Haunted Castle at Six Flags amusement park killed eight teenagers at Jackson Township, NJ.

Three years ago, low-level radioactivity from the Chernobyl nuclear mishap was found in cows' milk in Oregon. A New Jersey appeals court ruled in 1981 that blackjack players who memorize cards can't be barred from Atlantic City casinos. BF Goodrich came out with tubeless tires in 1947. Minnesota became the 32nd state in 1858.

Birthdays: Jack Paar 71.

Reagan Broke 'Death Curse' Cycle

FRIDAY, MAY 12 — 150 years ago today, so the story goes, an Indian medicine man swore a curse on the Great White Father because of broken treaties. The death curse of 1839 was remembered when the next president elected, **William Harrison**, died only a month after his inauguration. Twenty years later came **Abe Lincoln**, and 20 years after that **John Garfield** — and so on, every 20 years, through **McKinley**, **Harding**, **Roosevelt**, and **Kennedy**. The next president in the Indian's 20-year cycle was **Ronald Reagan**. He survived his terms and broke the cycle.

The Soviet Berlin Blockade ended 40 years ago (1949). The USA issued its first postal card in 1873. Manitoba became a Canadian province in 1870.

Birthdays: Bruce Boxleitner 39. Steve Winwood 41. George Carlin 52. Burt Bacharach 61. Yogi Berra 64.

Saturday (5/13): Stevie Wonder 38, Peter Gabriel 39, Bea Arthur 66.

Sunday (5/14): George Lucas 45.

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MUSIC FEATURES

May 1 - May 7

WEEKLY

May 1 - May 7

American Country Countdown With Bob Kingsley (ABC)
R.V. Shelton/P. Overstreet/D. Williams/K. Mattea/J. Harms/G. Watson

American Top 40 With Shadoe Stevens (ABC)
R. Orbison/H. Jones/Highest debuts/LDD: Mike & Mechanics/D. Osmond

Lee Arnold On A Country Road (WO)
Tanya Tucker/Eddy Raven

Dick Bartley's Rock & Roll Oldies Show (WO)
Neil Diamond

Dick Clark's Rock, Roll & Remember (USP)
Carly Simon

Classic Cuts (MJI)
Genesis/Steve Miller

Countdown America With Dick Clark (US)
Bette Midler

Countdown USA With Dave Sholin (WO)
Listener requests

Country Calendar Weekly Special (OBN)
Forester Sisters/L. Gattin/L. Dalton/R. Travis

Country Today (MJI)
Don Williams

Cruisin' America With Cousin Bruce (CBS)
Beverly Garland/V. Williams/Surfaris

Rick Dees On The Line (DIR)
Breathe's David Gasper

Rick Dees' Weekly Top 40 (DIR)
Elton John

Direct Hits (MJI)
Tone Loc

Dr. Demento (WO)
Batman

Encore With William B. Williams (WO)
May 1945

Flashback (RT)
1973/Flashback big top

Future Hits (WO)
Cyndi Lauper

Great Sounds (USP)
Irving Berlin

High Voltage (WO)
Live voltage: Dogs D'Amour

In Concert (WO)
Jeff Healey Band

Jazz Show With David Sanborn (WO)
Eddie Daniels

King Biscuit Flower Hour (DIR)
Robert Cray

Legends Of Rock (WO)
Fleetwood Mac pt. 2

Listen In With Kathy Mattea (WO)

Live From The '60s (PRN)
Mr. Sexy (Real Don Steele)/Buffalo Springfield

Live Show (RT)
1969/Roger McGuinn

Lost Lennon Tapes (WO)
John & Yoko... way out west

Metalshop (MJI)
Great White

Night Scene (WO)
Miami Sound Machine

Off The Record With Mary Turner (WO)
Fixx

On The Move (CBS)
Skyy

On The Radio (ON)
Guns N' Roses

Party America (CP)
D. Gibson/M. Keaton/B. Brown

Plain Rap Countdown (PRN)
AC: Paul Carrack/Cher
CHR: Elton John/Outfield
Urban: Paula Abdul/Samantha Fox
AOR: Roy Orbison/Lita Ford

Portraits In Sound (RT)
Max Highstein

Powercuts (GSN/ABC)
Traveling Wilburys/Cult

Reelin' In The Years (GSN/ABC)
Keith Richards/Grace Slick

Rock & Roll Never Forgets (WO)
1968

Rock Over London (WO)
Cutting Crew's Nick Van Eede

Rock Today (MJI)
XTC

Rockline (GSN/ABC)
Neal Schon/Midge Ure

Scott Shannon's Rockin' America Countdown (WO)
B. Midler/Living Colour/J. Watley/R. Marx

Sittin' In (WRN)
Kathy Mattea

Solid Gold Saturday Night (US)
Animals

Star Beat (MJI)
Soul Train Awards

Super Gold (TS)
Hit movie themes/10 biggest hits of rock & roll era

U.S. Hall Of Fame (US)
1960/1969/Jackie Wilson

Weekly Country Music Countdown (USP)
Forester Sisters

Weekly Specials (USP)
Thirty Eight Special

Westwood One Presents (WO)
Ronnie McDowell

World Of Rock With Scott Muni (DIR)
Dion

DAILY

May 8 - May 12

America's Music Makers With Bob Kingsley (ABC)
R. Travis/Sweethearts of Rodeo/G. Campbell/Foster & Loyd/R. McEntire

American Music Magazine With Bruce Vidal (US)
Cyndi Lauper/Madonna/Breathe/Rick Astley/George Michael

Country Calendar (OBN)
E. Rabbitt/O'Kanes/D. Yoakam/T.G. Brown

Country Datebook (US)
J. Frickie/S. Warner/E. Arnold/R. Skaggs/J. Lee

Country Report With Chris Lane (WRN)
Alabama/C. Gayle/G. Watson/Shenandoah/L. Morgan

Earth News (WO)
H. Jones/Dream Team/Cameron Crowe/M. Damian

Solid Gold Country (USP)
May gold/Novelty records & humorous hits/1985/Willie Nelson duets

Solid Gold Scrapbook (US)
R. Nelson/1968/Rock instrumentals/E. Burdon/S. Wonder

INFORMATION/ENTERTAINMENT

American Focus (FY)
Maureen Reagan

Joyce Brothers Report (WO)
Kids and Stress pt. 3/Those we marry/Drinking pt. 1

Celebrity Corner (PRN)
John Cusack/Barry Sobel

Dragnet (CMS)
Tall, Dark, Handsome

Fraze At The Flicks (PRN)
Field of dreams/Speed zone

Gangbusters (CMS)
Golf Course Murder

Health Care (PIA)
Carcinogen vaccine/Polycystic ovary syndrome

Like Only Yesterday (WO)
G. Bush runs for President/Jack Benny airs first radio show

Mother Earth News (JBI)
Tossed salad/Frogs and toads/Billboards/Odd jobs/Preventive gardening

Nature Newsbreak (NWF)
Butterfly garden/Kid fox/Homebuilding habits/Otter caos

NBC Extra (WO)
What Price, Beauty? pt. 2

Prevention Health Report (JBI)
Minerals and sleep/Bifocal lenses/Arthritis/Skin cancer/Gardening

Public Affairs (PIA)
Our house

Reviewing Stand (PIA)
Air terrorism/Radon in the home/Fay Wray & King Kong

Soap Quiz (JBI/ABC)
Audrey Hardy/Roger Gordon/Trisha Alden/Lord Laurence Ashton/Gabrielle Medina

Travel Holiday Magazine (OBN)
Grand Hotels

SPORTS

Costas Coast To Coast (OBN)
Jim Valvano

Inside Sports Magazine (OBN)
J. DiMaggio/K.A. Jabbar/J. Most/R. Auerbach

John Madden's Sports Calendar (OBN)
Lasorda's debut/W. Mays's birthday/Tuba day

John Madden's Sports Quiz (OBN)
Baseball's hamburger expert/Tough trivia/Radio roundup

Sports Flashback (OBN)
'83 NFL draft/Triple Crown winners/Aaron's 600th HR

This Date In Baseball History (DIR)
S. McDowell/B. Dahlgren/J. DiMaggio/F. Baker/B. Belinsky

COMEDY

Mel Blanc's Blankety Blanks (ASR)
Secret of Ethyl/Song is born/Stardust/Courage/Kamer's sweet breath

Cla'ence Update (PRN)
Crickett gets down with the theme song/Jessica wants EIGHT kids

Comedy Show With Dick Cavett (OBN)
Music: R. Williams/S. Silverstein/Monty Python

Comedy Spot (OBN)
Myron Cohen/Guido Sarducci/National Lampoon

Contemporary Comedy Network (OBN)
Truck Driver Elementary School/Emo Phillips/Woody Allen

Daily Feed (DCA/JBI)
Bush-Iran Contra press conference/Nick Danger third eye

Dr. Dave's Comedy Drops (PM)
You drive me crazy/Lee Exxon nails/Dudley jive right/Ollie's playhouse

Fun Factory (PM)
Bowzer burger/If I only got a raise/Sludge boat/(I Can't) Drive my car

Hiney Wine (DD)
Lack of Hiney/MD Awareness month/Hiney to the zoo

Jackie The Joke Man (OHR)
Tied up/Police man's ball/Bruiise Springsteen/One-armed papaerhanger

Laugh Attack (PM)
Tone Rogers/Exxon Seas Salad Dressing/Rasta-Umpire/Levert & Shirley

Laugh Machine (PM)
W. Allen/C. Ladman/S. Martin/S. Wright/Gallagher

Live From The Improv (DIR)
Jack Mayberry/Joy Behav/Carey Odes/Rob Becker/Tommy Sledge

National Comedy Wireless (DD)
Elvis stamp/Red Red Wine/Exxon Tanker Driving Academy

National Lampoon's True Facts (PRN)
Watch way/Sky is falling

On The Phone With Ti-Rone (PRN)
Which man do I love?/Husband trying to save marriage

Earl Pitts (DD)
Fish/Oral Roberts/Stadium food price

Premiere Comedy Network (PRN)
Kissing condoms/Sly Stallone

Red Neckerson (SYN)
Chicken strip breakfasts

Radio Hotline (ASR)
I'm saying hello/Bumper stickers/Cocktail waitress/You're super/I took a poll

Rock Comedy Network (OBN)
Talk dirty to Elvis/Madonna song parody/TV sweeps

Stevens & Grdnic's Daily Comedy Exclusive (ASR)
Was Elvis Jewish?/Madonna Reed Show/Sean Young courier service

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ABC — ABC Radio (212) 887-5365
ASR — All Star Radio (213) 850-1169
CBS — CBS Radio (212) 975-4321
CMS — Charles Michelson & Sons (800) 648-4546
CP — Cutler Productions (213) 478-2166
DCA — DC Audio (202) 638-4222
DIR — DIR Broadcasting (212) 371-6850
DM — Donnelly Media (214) 631-7934
FY — Focus On Youth (609) 452-1150
GSN — Global Satellite Net (818) 906-1888
JT — Art Good's Jazz Trax (619) 233-9228
JBI — Jameson Broadcast (202) 328-3283
MJI — MJI Broadcasting (212) 245-5010
NWF — National Wildlife Federation (202) 797-6800
OBN — Olympia Broadcasting Nets (314) 361-2000
OHR — Off Hour Rockers (516) 628-1490
ON — On The Radio Broadcasting (213) 306-8009
PIA — Public Interest Affiliates (312) 943-8888
PM — ProMedia (212) 585-9400
PRN — Premiere Radio Network (213) 467-2346
RT — Radio Today (212) 581-3962
TS — Transtar (213) 460-6383
US, USP — United Stations (212) 575-6100
WO — Westwood One Companies (213) 840-4244
WRN — Weedeck Radio (213) 462-5922

R&R To Publish Program Supplier Guide

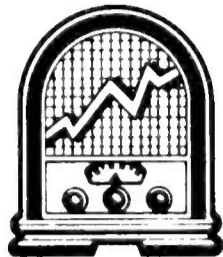
R&R will be publishing its third annual "Program Suppliers' Guide" May 26. This special issue will catalog the hundreds of network and syndicated radio programs available to stations, as well as program services such as jingle and ID packages, song and production libraries, fulltime formats, show prep services and news networks.

Companies wishing to participate in the editorial portion of the "Program Suppliers' Guide" should call **Ron Rodrigues** at (213) 553-4330.

PREMIERE PRESENTS



YOU CAN CALL ME WRAY — Movie legend and King Kong devotee Fay Wray joined the stars and festivities when Premiere Radio hosted seven radio stations for a recent Academy Awards remote from Hollywood. Pictured surrounding Wray (front row, l-r) are MCA artist Tiffany, WNNK/Harrisburg PD Bruce Bond, and KBEQ/Kansas City personality Mary Anne. In back are, actor Telly Savalas, KLSX/Los Angeles morning man Peter Tilden, KBEQ morning man Randy Miller, "Family Ties" star Michael Gross, KBEQ's Rusty Humpries, actress Barbara Eden, and Premiere's Bruce Goldberg.



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DAN O'DAY

AIR PERSONALITIES

Airwaves Wizards Share Secrets

The best air personalities convention panel that I have witnessed as an audience member took place at the recent Talent and Programming Conference in Atlanta. Consultant Dan Vallie served as moderator; panelists included Welch & Woody (WEGX/Philadelphia), Coyote Calhoun & Rhett Walker (WYHY/Nashville), Domino (then-WAPW/Atlanta, now at WPLJ/New York), Billy Dee (WVEE/Atlanta), and Randy Cook & Spiff (WFOX/Atlanta). Session highlights follow.

Attitude

Q: What is a "morning man mentality"?

WALKER: The secret of the morning attitude is learning to be yourself. If you want to be a successful DJ, sooner or later the real you has to come out. When you go into the studio, throw caution to the wind. Don't worry about stereotypes of what's supposedly right for morning radio, about emulating somebody else.

Another thing that's important is spontaneity. Preparation is fine, but surprising one another on the air is also part of the attitude.

WOODY: It's a good idea to take a day off during which you become one of the commuters and check out the morning show. Get stuck in traffic. It'll give you a good feeling for what people are doing out there. Wake up in the morning sometimes and make breakfast. Too many control rooms have no windows; you're locked in the studio day after day, year after year, and you forget about those people.

Q: What about the afternoon attitude?

DEE: What I try to do is have fun. If it ain't fun, I ain't gonna do it.

"If you want to be a successful DJ, sooner or later the real you has to come out."

— Rhett Walker

WELCH: Having fun is a big part of it, but you also have to puke along with your listeners. If you're having a shitty day, they should be able to feel that too. You're human. If you got stuck on the freeway, tell them about it.

PDs Vs. Talent

Q: How can clashes between PDs and air talent be minimized?

COOK: If a PD tries to give me direction, I try to make sure he hears it on the aircheck the next day. That way he's satisfied that I'm trying, at least. Then I forget what he said and go back to what I usually do.

I do think it's important to give everything a try. If you take something from all the people you work with, eventually you'll become a pretty well-rounded air personality.



Members of the air personalities panel at the Talent and Programming Conference included (l-r) WEGX/Philadelphia's John Welch and Steve Woods, WYHY/Nashville's Coyote Calhoun and Rhett Walker, WPLJ/New York's Domino (then-WAPW/Atlanta), and WFOX/Atlanta's Randy Cook and Spiff.

SPIFF: It's important to get input. A while back we had a PD who didn't give us any. Even negative input is something — at least you know they're thinking about you.

DOMINO: DJs are on the air, on the phone; they hit the street talking to people every day. If a PD isn't in touch with the people, you'll have lots of clashes over what the people want. (WAPW PD) Rick Stacy goes out as much as I do. PDs who stay in touch with the talent and the people will be able to speak the same language as their DJs.

Q: How can you be a personality within a music-intensive format?

DEE: PDs don't want personalities to keep developing, because they can't control you. So they try to restrict what you say. I try to give listeners a piece of me. One time I'm real pretty, another time

DOMINO: I record every call that comes in, regardless of what the listeners are talking about. I take about an hour each day to go through the calls. I use what I can in context, and other things I'll use out of context. A lady might call up and talk about something completely unrelated to what we're doing. She'll say, "That's the most fun I've ever had in my life!" I'll put that on a cart and play it when I'm talking about a station promotion.

It makes you sound like you're plugged in everywhere; everybody's talking to you. If you don't know what's going on in the city, let them tell you. It's easy to put someone on the air who's hipper than you and say, "I didn't see a paper today; tell me what's going on."

Act Naturally

Q: How much of your shows are acting, and how much are you just being yourself?

WELCH: My wife hates me on radio. I always thought I was being myself. But after she told me, "I can't stand this character you're playing on the radio," it finally hit me that I'm acting.

WOODY: I am a dick. At a party, people will say, "Hey, turn yourself off." It's only since working with Welch that I've been myself and gotten out of the "disc jockey" mode.

CALHOUN: I'm pretty much the same on and off the air, but I think I'm more real on the air with a partner. When I was doing nights and it was just me against the

"It's better to use comedy services as spice, rather than making them your entire show."

— Spiff

world, I did an act for a long time. Rhett and I have a wonderful rapport with an edge; we play off each other's vulnerabilities. Having someone to play off brings out your natural personality more than anything else you can do.

WALKER: I think 60% of a morning team's success is the chemistry between the people.

COOK: I'm very entertained by my partner, and that shows on the air. We have very defined roles: I'm the straight man and he's the funny man. I do all the mechanics of the show; he screws me up.

Q: What advice do you have for young air personalities who want to make the big leagues?

WOODY: Find your heroes and emulate them. As you grow, you'll develop into your own person.

Q: What about using comedy services?

WELCH: Don't rely on comedy services to start your career. You've got to develop your own humor.

SPIFF: It's better to use the services as spice, rather than making them your entire show.

"When I was doing nights and it was just me against the world, I did an act for a long time. Having someone to play off brings out your natural personality more than anything else you can do."

—Coyote Calhoun

Words Of Wisdom

Recently a young disc jockey wrote to me asking for words of wisdom for personalities just beginning their careers. This is what I told him:

- Invest in your career — time, effort, and money.
- Always be aware that no matter how good you've become, there's still a lot to learn.
- Be wary of those who try to convince you that their way is the *only* way.
- Listen to as much radio — in all different formats — as you can. Get your hands on all the airchecks you can. Go ahead and steal from them — but more importantly, be inspired by them to adapt other people's good ideas and make them your own.
- Don't spend every penny as soon as it comes in, because — if you're like most of us — sooner or later you'll find yourself temporarily unemployed.
- Take the time to determine what's important to you, and then take care not to compromise those values.
- Aircheck yourself regularly: once a week at the very least.
- Forget about impressing your radio friends: concentrate on communicating with and serving your audience.
- Read everything you can get your hands on; it will help you be a more well-rounded and well-informed air personality.
- Remember, this business is supposed to be fun.

"Even if you're in a music-intensive format, your station has to have a personality. Whatever that is, you've got to inject yourself into it."

— Domino

I'm sarcastic, another time I'm their friend. That way listeners see all sides of me; I want my audience to realize I'm just as vulnerable as they are.

DOMINO: If you're going to laugh at them, you've also got to laugh at yourself. Even if you're in a music-intensive format, your station has to have a personality. Whatever that is, you've got to inject yourself into it.

Q: A lot of people think being a personality means just coming on and being yourself without any preparation. Domino, what kind of prep do you do?

Dan O'Day, author of *Personality Radio*, conducts air talent seminars for stations, groups, and associations. He can be reached at 11060 Cashmere St., Suite #100, Los Angeles, CA 90048; (213) 479-1767.

Vocal Rehab

Did you know . . . the best beverage to keep your throat clear and lubricated is nothing fancier than warm water?

That piece of information and more like it are available in "Nine Steps To A Better Voice," a free 20-page report from **Jay Mitchell Associates**. To get your copy, write to P.O. Box 1285, Fairfield, IA 52556.

I NEED YOUR INPUT! Comments, suggestions, complaints, and airchecks are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks. But I'd love to hear what you're doing.



THE REPLACEMENTS

◦ "I'll Be You" ◦

• THE NEW SINGLE
 • FROM THE ALBUM DON'T TELL A SOUL
 • PRODUCED BY MATT WALLACE AND THE REPLACEMENTS

NEW & ACTIVE

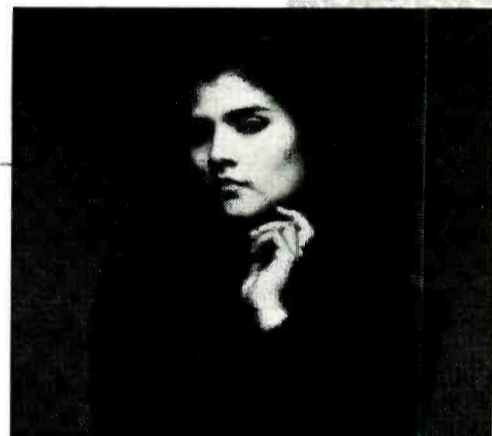
• PRO-FM 35-31 WKBQ add 34 WROQ 19-13 Q101 add
 • KEGL 14-12 KZZP add WKSI add KLYV 29-24
 WGH 27-25 KXYQ 19-16 WLRS 11-10 KFMW 23-19
 WNVZ 27-24 KWOD 35-31 BJ105 37-32 KOZE 15-10
 Z95 23-20 KPLZ on WPXR add KTMT 34-29
 WMMS 21-19 WERZ 40-32 KZIO 22-18 SLY96 35-30
 KXXR 33-26 WKEE deb 40 KATM 22-18 OK95 26-21
 WLOL 16-14 WPST 34-28 WFXX 38-33

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TANITA TIKARAM

◦ "Twist In My Sobriety" ◦

• THE STUNNING SINGLE FROM THE REMARKABLE
 • DEBUT ALBUM ANCIENT HEART
 • PRODUCED BY PETER VAN HOOKE AND ROD ARGENT



Plus . . .

KKRZ deb 35	Z97 35-30	KXYQ	KPAT
CKOI 3-5	KBOZ add	KPLZ	WPFR
WROQ deb 29	KFBQ add	KUBE	KFMW
Z102 39-36	KOZE 18-15	WPST	KGOT
KSND 35-30	KTMT deb 40	WYCR	KMOK
KZZU deb 39	ZFUN deb 38	WBBQ	
KYYA 27-24	OK95 40-38		

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CHICAGO

◦ "We Can Last Forever" ◦

• THE NEW SINGLE
 • PRODUCED BY RON NEVISON
 • FROM THE ALBUM CHICAGO 19

• WXKS add KKRD add KLYV add
 • B97 add KSND add WAZY add
 • WNCI add 32 WFXX add 99KG add
 • WYCR add WJMX add KWTO add
 • WLAP add Q104 add KGOT add
 • KKYK add WPFM add KTMT add
 • Y107 add WBNQ add OK95 add

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JOEL DENVER

Yes/No Radio Catches Fire

PDs Latch Onto Interactive Concept; Others Counterpromote

Yes/No Radio began sweeping through many markets like brushfire in early February, quickly becoming the most talked about programming wrinkle in years. Why? Because it offers unique opportunities to utilize theater-of-the-mind and allows direct audience interaction with your programming.

How it's holding up depends on who you talk to. PDs at competing CHRs — some who use Yes/No Radio, others who don't — offer a cross-section of opinions.

Case Spread The Word

KZZP/Phoenix is most responsible for the recent spread of the Yes/No Radio concept, having implemented it two months ago. PD Bob Case evaluated its effectiveness and longterm value to the station.

"Yes/No Radio is still a big factor for us," he maintained. "It still comes up in our research as one of the key reasons why KZZP is getting better. But along the way we've made some modifications. In the beginning we started out yanking records off the air too quickly; they were burning out in Yes/No before they did in the other research. In promos we've explained why we don't blow up as many records as before, and that we slow down the rotation instead."

Yes/No radio is an active part of KZZP's on-air content, but Case sees it as interweaving into the programming rather than dominating it. "As long as it's sold believably to the listeners and not as hype or another contest, it can continue to be a part of the programming."

Case has also found another use for the Yes/No technology: doing



Jay Stevens

"Yes/No trends toward teens. In our research it's perceived as a gimmick by teens and receives no mentions by adults."

— Jay Stevens



Bob Case

"Yes/No Radio still comes up in our research as one of the key reasons why KZZP is getting better."

— Bob Case

instant opinion polls on the morning shows. The rest of the day the lines are restricted to music.

Stevens Counterattacks

Crosstown KOY-FM PD Jay Stevens has aggressively attempted to counter Yes/No Radio. "We've run promos saying 'No/Yes is BS.' We think it's a gimmick and wanted to position it that way to listeners. Since putting Yes/No on the air, KZZP has backed off it a bit. Maybe it's because they're also promoting the 'Birthday Game,' 'Fresh New Music,' the morning show (Kelly & Company), and a few others. On a music-intensive station like KZZP — or KOY-FM for that matter — there's only so much room to promote things.

"As far as listener comments, Yes/No trends toward teens. In our research it's perceived as a gimmick by teens and receives no mentions by adults. Meanwhile, KZZP's overall mentions haven't increased in our research either. It's an inventive concept, and I give them credit for going with it."

But credit is about all that Stevens will give KZZP. He's entered phase two of his counterstrategy with a feature called the "Continuous Music Replay," designed to deflect Yes/No by appealing to the same active end of the phone-calling audience. "We ask listeners to call in their favorites, we tabulate them, and at the end of the hour we announce the titles of the three most requested songs. We

guarantee they'll be played the next hour. The songs come up in random positions and each time they're played, they're promoted as the most requested songs."

Bryan Sees Burnout Factor

Shortly after being named PD at WPLJ (Power 95)/New York, Gary Bryan instituted a form of Yes/No Radio he called the "Power 95 Non-Stop Music Test." How is it faring in the Big Apple? "I think it needs to be kicked in the ass," said Bryan. "We did it as a bridge promotion to tie into our TV campaign, which asked listeners how to build a better Power 95 to help us evolve into what we're going to be doing.

"It's not a promotion you can run until further notice. I've got some ideas to make it stronger, but I'm not able to share them just yet. The possibilities for using it on a new station or one that's rebuilding are really strong and could easily dovetail with the 'When You Play It Say It' campaign. But on its own it has a burnout factor."



Gary Bryan

"It's not a promotion you can run until further notice."

— Gary Bryan

Kingston's Alternative

At crosstown Z100 (WHTZ), VP/Programming Steve Kingston isn't waiting for Power 95's "Non-Stop Music Test" to reach burnout. "We activated 'School Spirit,' which will run for five weeks. The winning school wins a concert with the Bangles. It counters 'PLJ' because we're taking votes by phone on 50 toll-free 800 lines. You can call in free from anywhere in the country. This encourages former students, family, and friends to call in and help their school win.

"Our contest buys five weeks when we will superserve the active audience that would be the core of 'PLJ's Yes/No participants. Based on the past performance of our con-

test, we know what we're doing will work. The only way to counter a Yes/No concept is to come up with a bigger draw or build a bigger and better mousetrap."



Steve Kingston

"The only way to counter a Yes/No concept is to come up with a bigger draw or build a better mousetrap."

— Steve Kingston

Kingston reported tremendous response to his idea so far. "In our first weekend we put a dozen operators on duty around the clock and from 3pm that Friday to 12 midnight Sunday we clocked more than 32,000 calls. To keep interest high and encourage competition we give hourly updates of the top five schools from 3pm-midnight. The response continues to be phenomenal. The phones have rung non-stop even through the public affairs and syndication blocks when phones are generally less active."

Swedberg Uses TV Spot

WL0L/Minneapolis OM/PD Gregg Swedberg is a big fan of Yes/No Radio, but offered this advice: "The key is to make sure you're sincere with it on the air and with the results. Yes/No is not going to replace our local research. But especially at night it's a strong indicator of what the active audience wants to hear and what it doesn't."

"It positions your station in a positive manner, turning the competition from who's playing the most music into who's playing the best music. Listeners perceive it as

having a direct influence on our music. We've made a few rotation changes on some records and the audience has noticed it; the concept has also been a strong help in testing our recurrences to find burnout."

Using sophisticated answering hardware, Swedberg claims WL0L is fielding 10,000 calls every day. "Our computer system utilizes four yes and four no lines. It's a digitized answering device so each call takes five seconds; we've logged up to 100 calls on some songs. Even if there are repeats, we get reaction on the phones and have seen significant growth in our teen base again in callouts."

WL0L has gone as far as working with Film House to design a TV spot around Yes/No Radio for the spring sweep. "Initially I was worried about burnout," confessed Swedberg, "but now I can't see us pulling Yes/No off anytime soon. We sell it hard, open every break with 'Yes/No Radio WL0L,' and give out results every other hour. It's an incredible positioner."

Philips: No Copycat

How does neighboring KDWB PD Brian Philips combat Yes/No Radio's huge draw on active audience? "The most important thing you can do to counteract it is to decide not to attack on the same

Continued on Page 81



Gregg Swedberg

"Yes/No is not going to replace our local research. But at night it's a strong indicator of what the active audience wants to hear."

— Gregg Swedberg

SWINGOUTSISTER **Waiting Game**

The Waiting's Over!

The first single from the new LP **Kaleidoscope World** is ON YOUR DESK!

Produced by Paul Stavelly O'Duffy
Management: Stirling Artistes/Matthew Sztumpf

On Fontana Compact Discs, Chrome Cassettes and Records.

It is with great pride, PolyGram Records welcomes the re-launching of the Fontana label, which is once again committed to the discovery and success of exceptional new music.



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**PLAY IT,
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MAKE ROOM AT THE TOP FOR "ROOMS ON FIRE"

(7-99216) (PRCD 2691)

the first single by

STEVIE NICKS

from her new album

THE OTHER SIDE OF THE MIRROR

(91245)

All songs arranged and produced by Rupert Hine
Management—East End Management Company
Tony Dimitriadis with Alex Scott and Glen Parrish



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One Of The Most Added At CHR

AOR Tracks Debut **9**

BREAKERS

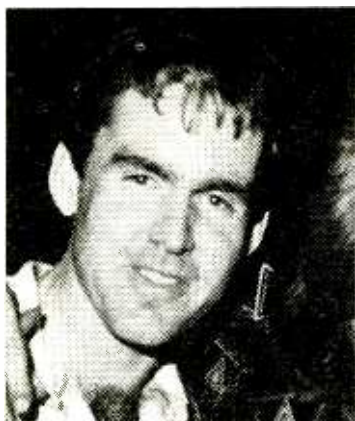


Yes/No

Continued from Page 78

front or do a copycat version. In the case of Z100's School Spirit contest, it beats Yes/No. However, you can't underestimate that Yes/No shows the listener your station's best intentions.

"Strangely, WLOL doesn't seem to be making any inroads in our research with it despite the TV campaign," Phillips said. "In the longterm, their battered music image may be helped by Yes/No because they're going back to the consumer for input, but I certainly wouldn't bet the ranch on it like they have. The other sacrifice with Yes/No is there's a lot of talk involved. If I had an image problem, or had the time to commit to it then it would be okay.



Brian Phillips

"The most important thing you can do to counteract it is to decide not to attack on the same front or do a copycat version."

— Brian Phillips

"Bringing in (WLOL morning team) Hines & Berglund to do the TV spot is questionable since their show has little music image. They also flash the phone numbers on-screen to call, but no one's going to call while watching TV. It reminds me of a per-inquiry TV spot to buy a blender.

"We thought of doing a 'Just Say No To WLOL' campaign but passed on it. I've also rejected the idea of flooding their lines with bad information. I feel confident about our music and will structure promotions on KDWB that steer as far away from Yes/No Radio as possible."

BITS

• **No Swimsuit Required** — **KWNZ/Reno** is preparing its listeners for the summer by serving up a free vacation to any beach in North America. After hearing the sound of the crashing surf, the correct caller wins a "Beaches" soundtrack and qualifies for the trip. Morning man **Wild Bill Cody** picks a winner every Friday.

• **Nothing From Nothing Leaves Something** — During April Fools weekend, **KXPW (92X)/Honolulu** told listeners to tune in Monday and find out what they *didn't* win. Several irate

listeners called in and hung up when they learned they had indeed won nothing — but those displaying a sense of humor took home tickets to see **Stryper**.

• **Floating LaToya** — **WYHY (Y107)/Nashville** marked All Fools Day with its seventh annual Fools Day Parade. Highlighting the affair was a giant **LaToya Jackson** balloon. Rumors circulated that brother **Michael** was not amused and would pull the plug, unleashing gale-force winds on Music Row.

• **A Real Slick Promotion** — Gas prices have soared since the **Exxon** oil tanker spill in Alaska. So **KBEQ (Q104)/Kansas City** morning man **Randy Miller** challenged local gas stations and convenience stores to sell gas at the lowest price for 104 minutes, offering \$1000 to the cheapest seller. Shop 'N Go and A.S.A.P. Convenience took the plunge and pumped the petrol for free, much to the delight of Q104's listeners.



A WHOLE BUNCH O' BUCKS — The **KBFM (B104)/McAllen** money machine hit the streets to give Texans all the cash they could grab in 104 seconds. Basking in the bucks are B104 morning man the Mad Mexican and a lucky winner.



SHOW US YOUR Z — **KQIZ (Z93)/Amarillo** asked shoppers at the Westgate Mall to show their Z93 pride. Shown are two who had a lot to show.



TOUGH COP MEETS TOUGH JOCK — **KWTX/Waco** jock **Todd Jenkins (r)**, aka "Joltin' Jenkins" and winner of the Central Texas Tough Man Contest, was visited by ex-cop **Eddie Money** recently. Pictured is Money trying to wrestle Jenkins' trophy away.

MOTION

• **WANS/Greenville, SC MD Bill Catcher** upped to Asst. PD

• **Liz Luke** crosses from **WRCQ (92Q)/Cleveland** to become **WPHR ND**

KZFM/Corpus Christi loses late nighter **Robert Diaz**; he's replaced by **Dancin' Dale** . . . **KYNO/Fresno** has changed handles and is now known as "Hot 96" . . . At **KFBQ/Cheyenne, WY** PD **Tony Davis** is out and **Scott Bird**, previously PD at crosstown **KKAZ**, is in . . . **WWGT (G98)/Portland, ME** welcomes **Mr. Mike**, aka **Jeff Garrett**, to middays . . . At **WNOK/Columbia, SC**, middayer **T.J. McKay** has added OM duties and **Tonya Roberts** from crosstown **WPRH** takes over nights . . . Part-timer **Dan Fredrix** now fills the night slot at **WOMP/Wheeling, WV** . . .

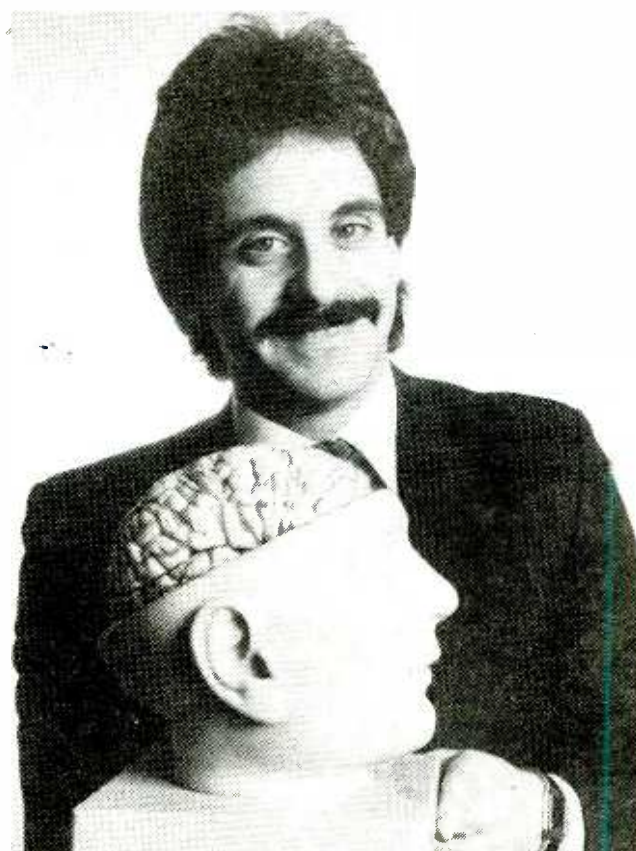
KMGX/Fresno expands its shifts and adds **Vince Garcia** to middays and **Lorenda Rae** from **KQHT (Hot 97.7)/San Jose** to late nights.

KCPX/Salt Lake City adds **Scotty Mac** as Production Director/middays and **Jo Jo Wright** from **KEZY/Anaheim** to nights . . . **Eddie Davis** is in as night jock at **WPST/Trenton, NJ**; he replaces **Terrie Carr**, who goes back to part-time duty . . . **C.C. Cruz** assumes the overnight gig at **KBTS (B93)/Austin, TX** . . . **WZZU (U93)/Raleigh-Durham, NC** has added **Marilyn LeBlanc** and "Regular" **Joe Larson** to its airstaff . . . Ooops, we mistakenly reported here that **Bill "Slam" Duncan** has taken the night shift at **WAPW (Power 99)/Atlanta**. That position is still open, so send your T&Rs to PD **Rick Stacy**.

All Meet - No Fat
Atlanta, May 10 - 12

"AN EXTRA BRAIN HELPED US WIN."

-Beau Phillips, General Manager, KISW/Seattle



We suffered a direct format attack

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Joint Communications refocused our counterattack

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JOINT COMMUNICATIONS CORP.



CROSS THAT JERSEY LINE — Howard Jones (second from left) was in search of some everlasting airplay, so he stopped by WPST/Trenton's anniversary party. Hanging out backstage with him are (l-r) Elektra's Lisa Frank, WPST Station Manager Trich Merelo, and Elektra's Ed Simpson.



A PIRATE'S LIFE FOR ME — KQLZ (Pirate Radio)/L.A.'s studios were recently raided by some Magic Kingdom pirates, who made PD Scott Shannon (c) an honorary member of Disneyland. Swashbuckling in the studio are (l-r) Captain Hook, Mr. Smee, and Mickey Mouse. Seated are Disney Division Rep. Patrick O'Neill and Promotions Manager Bryan Wittman.



TRY PAGE 17 KIP — Kip Winger of Winger (c) heard that WRTB (B106)/Washington, IN had a braille Playboy, and stopped by to check out the centerfold. Feeling around with Winger are B106's Mark Wine and PD Danny Wayne.



ROCK LOBSTER IN OMAHA — KQKQ/Omaha sought to make life easier for "Clyde," an 80-year-old, 20-pound lobster. Afternoon jock Jon Jeffries (r) staged a 28-hour radiothon to raise money for a custom-built Clyde tank — and received national coverage on CNN for his efforts.



HUGGIN' WITH THE HUNKS — WRQX (Q107)/Washington, DC MD Laura Shostak (c) gets a friendly squeeze from "Dynasty" 's Gordon Thompson (l) and James Cassidy at the station's anniversary party.



"WILD THING" HOPEFULS — WAPW (Power 99)/Atlanta hosted a "Singles Night" at local market Cub Foods. Listeners participated in grapefruit and shopping cart races, hoping to find Mr. or Ms. Right. Shown is jock Vikki Locke hosting the "Dating Game" with three hopeful bachelors.



A REAL TAXING TIME — WQHT (HÓT 97)/New York helped ease the pain of parting with tax money by bringing out its Rollin' Thunder boombox to entertain last-minute tax filers. Joining in the fun are (l-r) HOT 97 Marketing Director Rocco Macri, Micmac artist Cynthia, HOT 97's Niece Colon, Micmac's Johnny O., and the station's Chicky Munde and Tim Byrd.

"BEST KEYBOARDIST"
-1989 Rolling Stone Readers' Poll

IVAN NEVILLE



"PRIMITIVE MAN"

(889 022-7)



From the Polydor Album:
"IF MY ANCESTORS COULD SEE ME NOW"
(834 896-1/2/4)

PRODUCED BY: DANNY KORTCHMAR

REMIXED BY: DAVID LEONARD

DIRECTION: BILL GRAHAM MANAGEMENT



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WHEN YOU PLAY IT, SAY IT PLEASE, BABY BABY!

On Polydor Compact Discs, Chrome Cassettes and Records.



MIKE KINOSIAN

AC

ADULT CONTEMPORARY

Full-Service's 35-44 Challenge

WTMJ Lures Demo With Revamped Morning, Sports, And Marketing

Full-Service PDs are faced with the challenge of programming to older demos — people comfortable with AM radio. FSAs (Full-Service Adult stations) generally perform extremely well 35-64 and usually post strong 55+ numbers. Unfortunately, 55+ stats don't excite many media buyers and agencies. Market-dominant WTMJ/Milwaukee's PD Mike Elliott hurdles the FSA demo obstacle thanks to various marketing strategies.

Surprising Switch

"We just made the biggest change here in 20 years," Elliott explained. "We put together a male/female morning team consisting of one of our sports guys and a television newscaster. We're moving away from playing songs in the morning and going toward information."

What's ironic about these changes is that they involved a daypart in which the station was already potent. Not surprisingly, initial reaction was dubious. "Midwesterners really don't like change and older listeners are upset by it," Elliott noted.



Mike Elliott

"There's a great abundance of 35-44s, and that's where we need to focus. Full-Service stations can compete on that battleground."

But now the audience is expressing satisfaction with the more informative morning show. The station made the switch March 28 — two days prior to the start of the spring book.

According to Elliott, WTMJ will

WTMJ SCHEDULE

Program Lineup

5:30-9:30am **Manthey & Sprangers**

Personality and information: on average, three songs are played between 5:30-6; two between 6-6:30; and one in each half-hour, 6:30-8:30. Guests/interviews run 8:30-9:30.

9:30-11am **Gordon Hinckley**
Telephone talk

11am-1pm Midday With **Kathleen Dunn**
Guests/interviews

1-3pm **Gus Gnorski**
Open line talk

3-6pm **Jonathon Green**
Music, news, personality

6-8pm **Al Quatemont**
Sports talk

8pm-2am **NBC Talknet**

2-5:30am **Max McDonald**
Music, personality, talk

never quite dominate the 25-54 demo. "People in the 25-34 cell are pretty much predisposed to FM music, especially if they're females. But there's a great abundance of 35-44s, and that's where we need to focus. Full-Service stations can compete on that battleground — there's room for one station per market to do well. [That's because] there's a need to know at any age. Information needs to be presented in an appealing fashion. Our features skew a little younger, but I have to be careful not to blow off our core audience."

'Phantom Cumers'

WTMJ's awesome sports lineup encourages sampling. It's the flagship station for the area's top sports franchises — the Brewers, Bucks, and Packers.

Elliott views visiting demos from other formats as "phantom cumers" who "come to us for one event and leave. I don't live under the illusion that they're going to tune in one day and stay forever. I have to make information attractive especially in morning drive. I think

WTMJ Currents:

ROY ORBISON/She's A Mystery To Me

ENYA/Orinoco Flow (Sail Away)

PETER NOONE/I'm Into Something Good

JULIA FORDHAM/Happy Ever After

BETTE MIDLER/Wind Beneath My Wings

CARLY SIMON/Let The River Run

VANESSA WILLIAMS/Dreamin'

BARBRA STREISAND/What Were We Thinking Of

they'll come visit us then."

During a recent Brewers contest, WTMJ promoted a doctor's appearance on the following day's midday program. Caller demos for the show were younger than usual. "We had a tremendous response from young mothers with crying babies," Elliott recalled. "I don't know if they'll stay for another seven hours, but I got them to try my radio station and know my address."

Wrong Music Deadly

Elliott is skeptical of FSA programmers' chances of appealing to under-35 audiences. "If guys think they can make their stations

WTMJ At A Glance

Power/Dial Position: 5000 watts

(day & night)/620 AM

Market #: 26

Rated Metro Stations: 25

Rated Non-Metro Stations: 4

Arbitron Fall '87/Fall '88 12+:
12.9/12.0

Birch Winter '88/Winter '89 12+:
10.2/10.7

Arbitron Fall '87/Fall '88 12+
Rank: 1/1

Birch Winter '88/Winter '89 12+
Rank: 2/1 (tie)

Arbitron Fall '88 12+ Rank By

Dayparts: 1, 2 (tie), 1, 1

Birch Winter '89 12+ Rank By

Dayparts: 1, 1, 2, 4

Arbitron 25-54 Fall '87/Fall '88

25-54 Rank: 3/4

Birch 25-54 Winter '89 25-54

Rank: 4 (8.3)

Arbitron 35-64 Fall '87/Fall '88

35-64 Rank: 1/1

Birch 35-64 Winter '89 Rank: 1

(13.9)

Arbitron 35+ Fall '88 Rank: 1

Arbitron 12+ TSL: 92.3 minutes

per day

younger and get 25-34s, they're wrong; it's a pipedream." As for the addition of younger-skewing music, Elliott warned, "It will kill you. For a station that doesn't play music, we probably spend as much time on it as all-music stations. People don't tune us in for music, but will leave if the song is wrong."

He sees marketing as the key to attracting younger demos. "There's no way in the world that I'm going to get a 25-34 female unless it's for school closings. Our research shows that females will come only if we make an appointment with them." One WTMJ marketing move was to put up six giant painted boards that simply read, "School Closings, WTMJ Radio 620, Your Information Station."

According to Elliott, AM radio is far from dead. "How can we get a 27 share at night with the Brewers? It's because we're supplying a product somebody wants to listen to. You just have to do creative programming and market it properly."

WRVA's Sales-Rich Upper Demos

The ratings strength of most Full-Service ACs is dictated by market conditions and station image. Most FSAs are competitive 25-54, robust 35-64, and tend to be dominant 35+. One of the country's most successful FSAs outside the Top 50 is **WRVA/Richmond**.

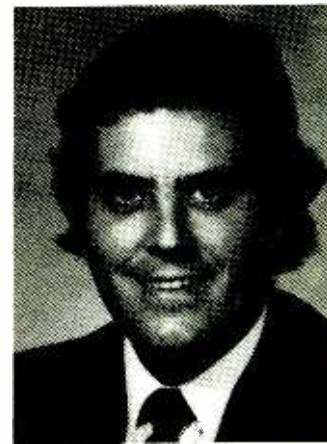
"We're real strong 35-54," noted PD **Tim Farley**. "WRVA doesn't go after 25-30 year-olds, although we'd love to have them. There's a lot of surge in cume among younger demos when there are weather problems. Many stations here do news, but we have the news image."

WRVA employs a nine-member news staff and is the market's only station flying a traffic helicopter. Traffic reports run every seven minutes in morning and afternoon drive.

Selling The Demo

Management uses upper-end ratings success to tell a powerful story. "People in this demo have a lot of disposable income," remarked Farley. "In your lifetime, you make the most money in the last ten years you work. People in this demo buy cars, go to restaurants, and make investments. It's a very viable target, and it's becoming more attractive because more people are entering that age group."

Echoing statements made by **WTMJ/Milwaukee** PD **Mike Elliott** (see WTMJ story), Farley explained why music won't entice a younger demo to FSA. "Just as Kentucky Fried Chicken doesn't



Tim Farley

get people in their stores by selling hamburgers, we're not going to get a lot of younger people listening to us because we play a lot of music. You can't fight the battle for audience with music because the true audio nut is going to listen to FM, cassettes, or CDs. You also might wind up scaring off your core audience. Play music that's familiar. This is a mass appeal Full-Service station. I don't even test anyone under 30 years old."

Psychographics

Farley attempts to snare listeners with lots of personality and news. "Listeners want to hear people on the radio — not just a jukebox. We push traffic because of our frequent reports, as well as our tradition and accuracy with them. I like to think we program more to a psychographic than to a demographic."

WRVA/ Richmond Profile

Power/Dial Position: 50,000 watts

(day & night)/1140 AM

Market #: 55

Rated Metro Stations: 20

Rated Non-Metro Stations: 1

Arbitron Fall '87/Fall '88 12+:

13.3/12.3

Birch Winter '88/Winter '89 12+:

13.3/13.8

Arbitron Fall '87/Fall '88 12+
Rank: 1/2

Birch Winter '88/Winter '89 12+
Rank: 4/1

Arbitron Fall '88 12+ Rank By

Dayparts: 1, 4, 4, 2

Birch Winter '89 12+ Rank By

Dayparts: 1, 2, 2 (tie), 3

Arbitron 25-54 Fall '87/Fall '88

25-54 Rank: 5/6

Birch 25-54 Winter '89 25-54

Rank: 1 (14.0)

Arbitron 35-64 Fall '87/Fall '88

35-64 Rank: 1/1

Birch 35-64 Winter '89 Rank: 1

(24.8)

Arbitron 35+ Fall '88 Rank: 1

Arbitron 12+ TSL: 84.9 minutes

per day

WRVA

WRVA counts considerable strength among 35-64s compared to other AMs; in the fall Arbitron, its share was nearly six times greater than that of its closest challenger, **WLEE**.

Farley has a potential strategy against stronger competition on the AM dial. "I'd get involved in softball tournaments where there are a lot of younger people participating. Even if people only tune in once for it, it would be worth it." (Presently WRVA sponsors a softball rainout report.) "I'd also investigate doing a teen talk show. We have a comedy show that runs Saturday nights. It attracts a younger demo because it features people like **Howie Mandel**. We tie in with some of the comedy clubs in town, and it's been quite successful."



Summer

BEACH
PARTY
1989

THE BEACH IS BACK!

Every July 4th weekend, when summer is in full swing, America heads straight for **Summer Beach Party** and dives right into four hours of sun-sational hits!

The all-new 1989 edition will be beach-blanketing the nation with the hottest music and coolest memories of *Summertime*. Whether your listeners are spending *Summer In The City* or listening from *Under The Boardwalk*, our musical *HeatWave* will cure the *Summertime Blues* and provide *Hot Fun In The Summertime* for all!

SUMMER BEACH PARTY—1989 is the *Summer Place* to be! It's available on a swap/exchange basis to stations in the top 170 Arbitron-rated metro markets. To reserve it for your market call 703-276-2900.

New York
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Chicago
Detroit
Dallas
Los Angeles
London

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S
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UNITED
STATIONS
PROGRAMS NETWORK



HARVEY KOJAN

KOME's Silent Partner

Computer Bulletin Board Aids Audience Communication

Does your station have a computer bulletin board service (BBS)? If not, you're missing out on an effective way to communicate directly with the increasing number of listeners with access to computers at home and at work.

"It's proven to be an obvious extension of the radio station," says KOME/San Jose overnight rocker Brad Lee, who has run the station's BBS — called the "Silent Side" — since 1986. "It's the modern way for listeners to get concert listings, play rock trivia, talk to their favorite jocks, and a whole lot more. Unlike many other services offered by stations — sports lines, concert lines, etc. — the BBS allows users to print out the info they're interested in. They can actually receive concert listings which can be placed on the family fridge."

"Personal computers are a way of life in the Silicon Valley," notes PD Ron Nenni. "We like to touch our listeners on a variety of levels, and the BBS is a great way for the audience to communicate with the jocks and each other."

"The Silent Side's ability to cross-promote, offer new services to our listeners, and help our sales staff makes it a valuable part of the station."

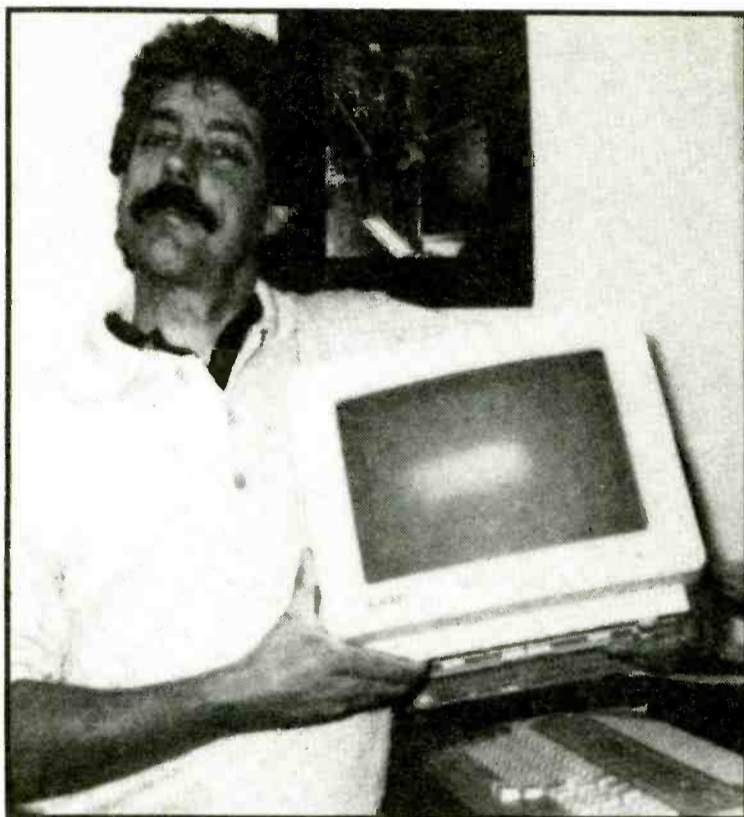
Variety Of User Options

Anyone with a computer and a modem can call, log on, and choose from a number of options. Currently, Silent Siders are able to:

- Play rock trivia
- Get a concert schedule
- Rate selected records
- Find out about the latest KOME promotions
- Catch up on "Bluez Newz," a popular morning feature
- Play computer games
- Take a joke break

In addition, users can take advantage of the interactive mailbox feature, which allows them to make requests and exchange messages with KOME staffers. Like the fax, the BBS is a perfect way for a listener to reach out and touch his favorite station without having to resort to request lines.

The mail feature also permits users to talk among themselves. They can leave public mail open for all users to read, or write private messages to that special someone. "(Those messages) can be everything from general statements like, 'Wasn't that Led Zep-



KOME BBS chief Brad Lee cradles his silent partner.

pelin album great?" to hot and heavy sex fantasies," Lee says.

Listeners are also encouraged to respond to questions, and their answers are automatically tabulated

for easy evaluation. For example, the rate-a-record feature provides regular music research that is quickly and easily obtained at the end of each survey week. The Silent Side also includes a number of opinion polls allowing users to vote on issues ranging from politics and sports to what KOME's early morning "long song" should be.

Let Your Fingers Do The Winning

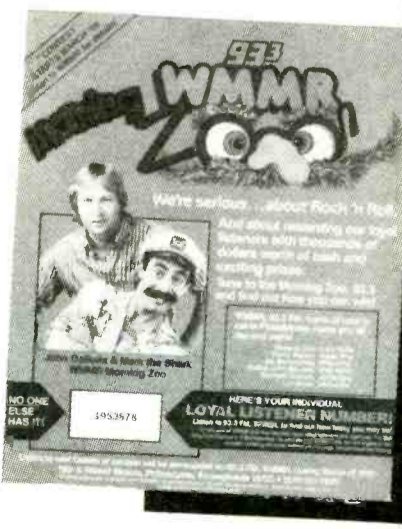
WMMR/Philadelphia is conducting a novel spring contest in conjunction with the **Bell Of Pennsylvania Yellow Pages**.

WMMR has a full color contest page (pictured) in several million Philadelphia and selected suburban Yellow Pages, each imprinted with a "Loyal Listener" number. To reach additional participants, the station cut a deal with Taco Bell to make available another million inserts. Numbers are announced every weekday at 7:10am; winners must call the station back within ten minutes to claim cash prizes. The minimum prize is \$1000; if no one calls back in time, the pot grows until a winner is found. The station plans

to give away over \$100,000 during the ten week contest.

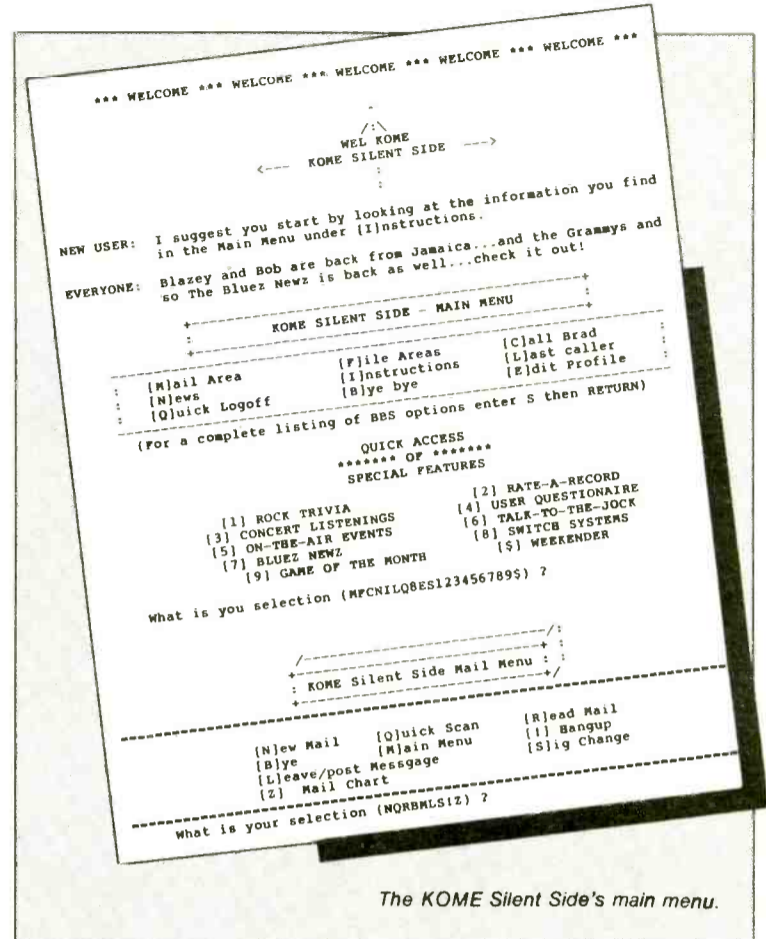
WMMR is backing up the giveaway with a two-month TV campaign conceived by FilmHouse, the Nashville-based production company which originated the promotion.

"We were looking for something unique that was also simple for listeners to play and win," explains WMMR Creative Services Director Jeanne Levine. "The beauty of using the Yellow Pages is that it puts the contest vehicle in everybody's hands."



COMING NEXT WEEK:

Promotional Spotlight: KUPD's Springfest '89



The KOME Silent Side's main menu.

Sales Applications

One of the bonuses of having a BBS is its applications to sales. Not only are individual areas of the Silent Side open for commercial endorsement, but the system itself generates helpful qualitative infor-

"You don't have to be a programmer to run one of these things."

mation. First-time users are greeted with a detailed questionnaire soliciting a variety of data, including occupation and salary.

"The Silent Side offers our sales staff further proof of how attractive our audience is," Lee says. "Demographic tabulations show

that of the thousands of users who have logged on over the years, the majority are 25-34 year-old professionals. And a recent survey found that approximately 75% of our users have logged on at work."

Assuming you've got a computer you can devote to the project, starting up a BBS is as easy as dropping into the computer store, buying the appropriate software, and tailoring it to fit your specific needs. No computer wizards on your staff? Don't worry. "You don't have to be a programmer to run one of these things," assures Lee. "I knew very little when I started. You'll mess up at first, but you'll learn."

The time it takes to operate the system depends on how exotic you want it to be. The Silent Side has several features that need regular maintenance: Bluez Newz is changed daily, while other information requires less frequent updating. The more options you give users, the more man-hours necessary.

Lee has no doubt the extra effort is worth it. "Personal computer use is going to continue to grow," he notes. "The Silent Side's ability to cross-promote, offer new services to our listeners, and help our sales staff makes it a valuable part of the station."

RADIO COMPUTING SERVICES ANNOUNCES THE PAPERWORK REDUCTION ACT OF 1989.

If yours is like most radio stations today, you've invested a lot of money in computers in various departments. Your traffic computer generates a commercial log, the music computer produces a music log, continuity produces live copy for spots, tags and promos, the news computer produces news copy, and so on. Wonderful ... right?

And, even though you'd never think of hiring employees who couldn't talk to each other, these computers don't know what the one next door is doing. The result is mounds of paper. Who has to sort it all out to get everything on the air? Your DJ's, of course. They have become paper-shufflers instead of full-time performers.

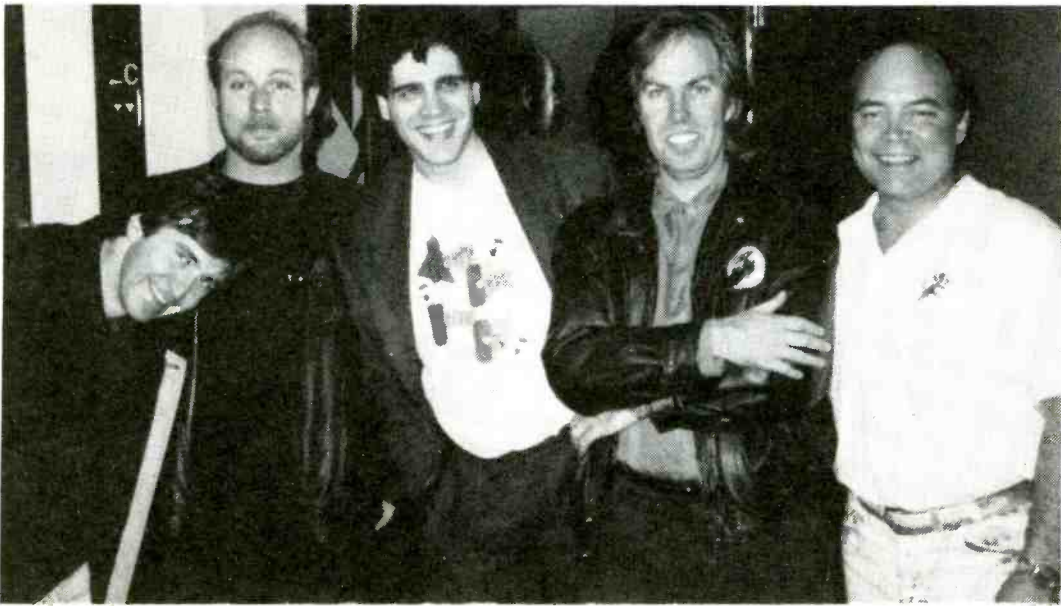
Introducing Master Control, The Paperless Studio. This system can talk to all your computers. It gathers all that information and puts it where it belongs, on a full-color monitor in the studio. Everything is presented chronologically—music, spots, promos, liners, traffic reports, news briefs ... the works!

Now your DJ is free to concentrate on his board and be a full time performer. And, because Master Control is a "smart" system, management remains in full control over what happens and when. This system can do a better job today and is designed to communicate with the fully digital studio of tomorrow.

See Master Control in Booth 7337 (Hilton) at the NAB in Las Vegas along with Selector and other innovative software products for radio from RCS.

MASTER CONTROL

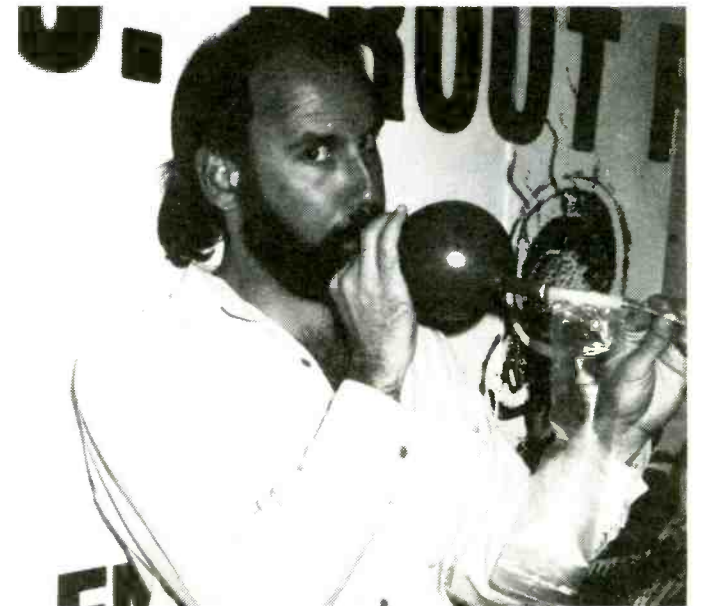
The Paperless Studio.



BUSINESS AS USUAL — WIYY/Baltimore groupies Russ Mottla and Chris Emry hang with Little Feat's Craig Fuller, Paul Barrere, and Billy Payne.



I DON'T THINK WE'RE IN KANSAS ANYMORE — WIXV/Savannah staffers got "In The Spirit Of Things" when Kansas came to town. Pictured backstage (standing, l-r) the group's Billy Greer and Phil Ehart, WIXV jock Andrea McNair, PD Virgil Thompson, MD Jay Sisson, receptionist Darlene Gidley, and night rocker Dana Brown; (seated, l-r) band members Rich Williams, Steve Walsh, and Steve Morse.



A BREATHTAKING PROMOTION — KZRR/Albuquerque morning man T.J. Trout demonstrates one of the dozens of breathalizer kits he sent to Exxon following the Valdez, Alaska oil spill. Accompanying the kits, which were donated by the University of New Mexico, were postcards solicited from concerned listeners.



PAPER CHASE — To aid Exxon's cleanup effort, WPDH/Poughkeepsie morning hosts John Steffanci (l) and Joe Sussman asked listeners to deposit toilet paper in the station's special port-a-john. The rolls were forwarded to corporate headquarters.

KID LEO, MARK POTTER, PATRICIA BOCK, and ROBIN SILVA can't play the Godfathers on the radio.

But you can.

GODFATHERS

"She Gives Me Love"

Insert In Your CD Player NOW, As These Fine Stations Already Have:

- | | | | | |
|-------|------|------|------|------|
| WBCN | WHFS | WHEB | WLAV | KFMX |
| DC101 | WDHA | WRXK | KICT | WKLT |
| WNOR | WCCC | WFYV | KILO | WZZQ |
| WXRT | WHCN | WIMZ | KTYD | KBOY |
| KRXQ | WPLR | WRQK | WBLM | |



When you play it say it

SEGUES

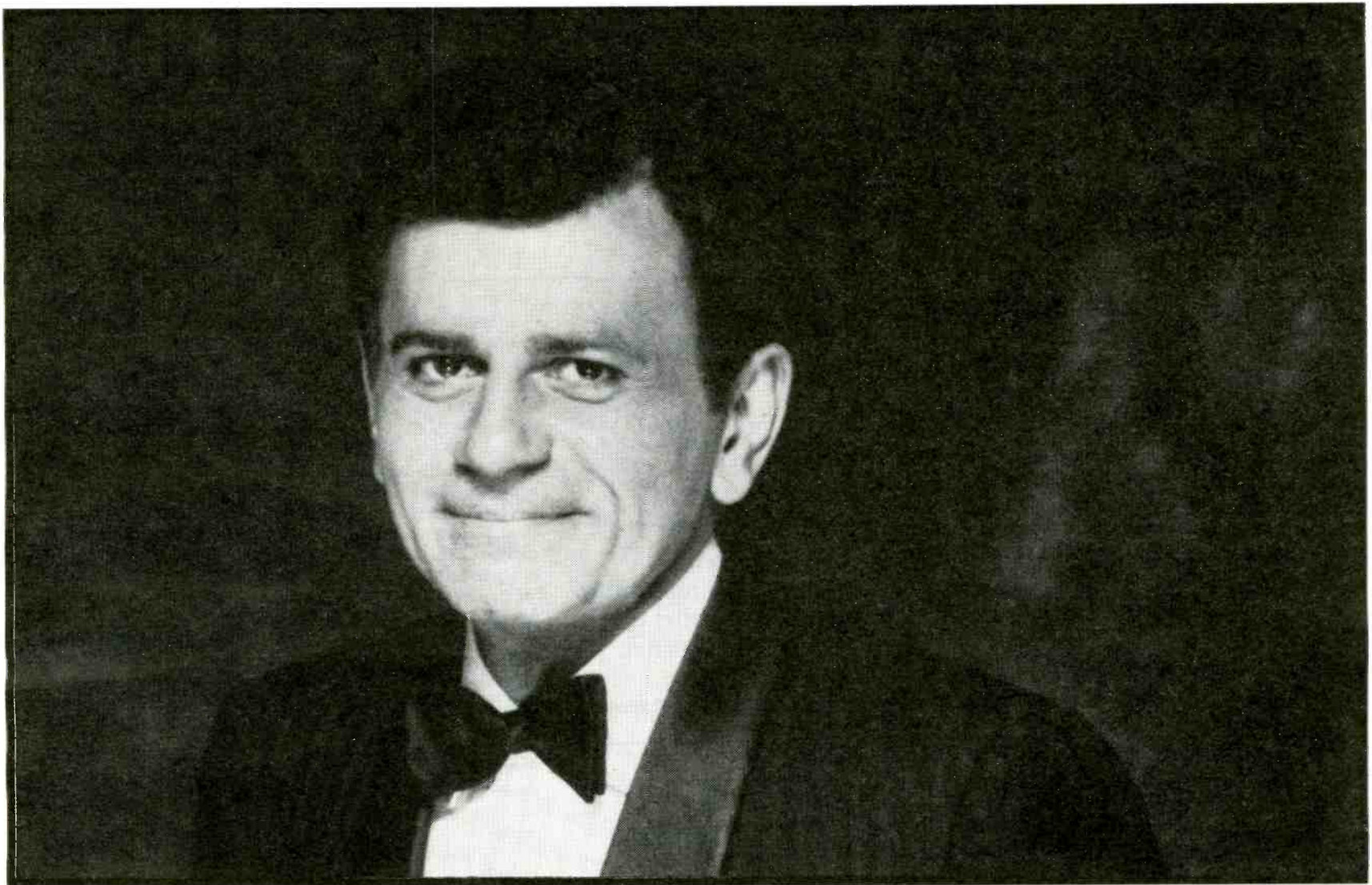
WZXL/Cape May, NJ ups APD **Barbara Boight** to PD . . . KFMQ/Lincoln, NE PD **Brent Alberts** exits; APD **Mike Blakemore** assumes interim PD duties . . . KZOQ/Missoula, MT promotes **Bill Williams** to APD/MD . . . WXLP/Davenport, IA night rocker **Kim Dia-**

mond exits . . . WPHD/Buffalo's **Trevor Joe Lennon** takes the Thruway east to become Production Director/night rocker at WAQX/Syracuse . . . **Kid Bean** is the new 7pm-midnight jock at WTPA/Harrisburg.



FOR THE LOVE OF RADIO — WZZQ/Terre Haute PD Steve Kosbau (c) was the target for Bulletboys Marq Torien (l) and Jimmy D'Anda.

THE FINAL WORD ON BACK ANNOUNCING



**“Back Announcing.
Part of the secret of my success.”**

CASEY KASEM



**We've all got a lot to gain
by giving credit where credit is due.**

April Is Back Announcing Month





LON HELTON

Putting New Music Into Rotation

Is one day of the week as good as any other when it comes to adding new music into your station's rotations? Do all your adds fall on one day, or do you add new music throughout the week as it arrives?

When I started making calls for this column I thought a particular day might surface as the "best" day for adding new music. I was looking for well-developed strategies about the most opportune time to slide new product onto the airwaves.

What I found, however, was that most programmers add new music based primarily on their individual work week routines; the day of the week was inconsequential to most of them.

Which Day, And Why

Some of the days used and reasons offered:

- WZZK/Birmingham MD Bob Sterling adds records on Wednesday because "we take music calls on Monday and Tuesday, gathering as much advance information (from record promoters) as we can. Then we make our choices Tuesday afternoon, and the new music goes into rotation at midnight Tuesday night."

- WTCR/Huntington, WV PD/MD Dave Poole puts new adds on the air on Tuesday because he does a new playlist on Monday for trade reporting purposes. Tuesday thus becomes the most natural day to insert new music. Poole also said he rarely changes the list mid-week, even if a superstar record comes in on Wednesday, explaining, "The only reason we're able to do that is we have no direct format competition."

- KIKK/Houston makes playlist changes Wednesday night, though MD Joe Ladd said, "We're in the

"Being the only station playing a new record is almost like having a station promotion."

— Joe Ladd

computer on a daily basis, constantly revising the music. We add records as they come in if we think they should be on the air, regardless of the day of the week. Rarely are our rotations constant for an entire week.

- WIVK/Knoxville puts new music on the air on Sunday simply because "that's when we do our local countdown," said MD Mickey Dearstone. "We debut the new songs before we start the countdown."

- WWVA & WOVK/Wheeling PD/MD Dave LaBrozzi adds music on Monday because he said he likes to start off the week with fresh music. He was quick to caution Monday adders, however, to be sure to tell their computer music selection system that the day before Monday is Friday. "Life-patterns are different on the weekends, and it's important your Monday music slotting is different from Friday, not Sunday," he explained.

Competition Is A Factor

The decision on when to add new product is affected by the presence — or absence — of direct competi-

tion. Ladd's policy as stated above takes into account the fact that he has a fierce crosstown competitor, KILT-FM.

"Nothing stops us from adding records immediately," noted Ladd. "Being the only station playing a new record is almost like having a station promotion."

"If the record is working, I actually stay with a new artist longer than an established act."

— Mickey Dearstone

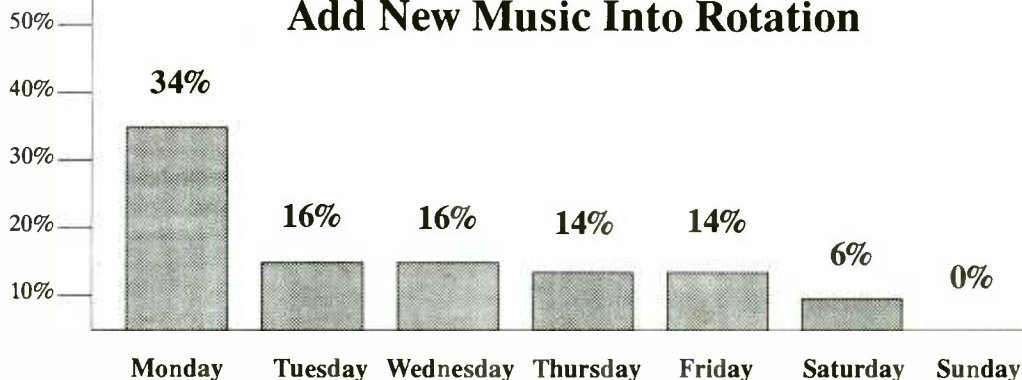
Ladd added that KIKK "makes an issue" over new music, pre-promoting it on a regular basis. "If you don't tell them what you're playing, it's new to them forever," he said.

WTCR has no direct competition, and Poole said, "I can wait until the next time I do the music to add even a superstar. I don't want to mess with my playlist more than once a week."

Saturdays Best?

Considering the emphasis programmers place on Thursdays — the first day of the Arbitron week

Days of the Week Country Stations Add New Music Into Rotation



is added per week. "I'm not convinced it's new music that shocks the audience," said Poole. "This is a game of artist rather than song familiarity. We're more concerned about unfamiliar artists, especially with our older listeners."

WIVK's Dearstone said he's a firm believer that if a record is good enough to add, "it's good enough to throw in with everybody. You can't have different standards of success for new acts than for others."

Dearstone added this interesting thought: "If the record is working,

"With light rotations as slow as they are, I no longer see the need to filter in new songs a little at a time."

— Jim Asker

I actually stay with a new artist longer than an established act. People who like established acts will buy LPs and hear the song in different places. New music is heard in fewer places and takes longer to burn, especially in our case where we have no direct competition. Often we're the only place they can get music by new acts."

If you have any thoughts on the best time to add new music into your station's mix, drop me a line.

New Music Promos

WWVA & WOVK/Wheeling PD Dave LaBrozzi passed along an idea that has been presented here before, but which bears repeating due to the tremendous influx of new music on Country radio: new music montages.

These 60-second promos feature the hook line of three to five new records added to the playlist that week. Each cut is fully announced, artist and title. LaBrozzi said, "The promos expose listeners to the songs more frequently. Thus, when the song is played in its entirety, their perception is that they're already familiar with the tune."

LaBrozzi said that, like most stations, his play no new music in morning drive. The promos are a

way to familiarize morning listeners with new music.

He schedules the promos to coincide with the listeners' music awareness curve. "I run them every hour on Monday," he said, "and gradually back them off day-by-day, by Saturday, they hardly air at all."

He also said the promos are a great way to showcase the fact that his stations are aggressively adding new material weekly.



BECKY DOES ALTUS — Becky Hobbs is shown in the KEYB/Altus, OK studio with PD Roger Lewis as the two touted the concert, the first show ever promoted by the station.



NEW GROUP, OLD DALE — The Burch Sisters, (l-r) Cindy, Charlene, and Cathy, manage a smile after an interview with WQDR/Raleigh personality Dale Van Horn.

A Capitol Country Commitment

garth brooks

When an artist delivers a debut album with the outstanding material and superb vocals that one would only expect from a veteran, you release it with pride... and a firm commitment.

Garth Brooks, the first album featuring the lead single "Much Too Young (To Feel This Damn Old)," alongside "If Tomorrow Never Comes," "Nobody Gets Off In This Town" and "Cowboy Bill."



Committed to expanding the art of country music.



*Produced by Allen Reynolds
Management: Doyle/Lewis Management*



Definitely Dolly

Nobody Else Looks...Or Sounds Like This!

It's definitely Dolly!

And she's definitely



back

home!

"White Limozeen"

is the new album

produced in Nashville

by Ricky Skaggs.

First stop:

Why'd You Come In

Here Lookin' Like That,

the most "Dolly"

single in years!

DOLLY PARTON,
"WHITE LIMOZEEN"
FC/FCT/CK 44384
ON COLUMBIA RECORDS,
CASSETTES AND
COMPACT DISC.

MANAGEMENT:
GALLIN • MOREY ASSOCIATES
8730 SUNSET BOULEVARD
PENTHOUSE WEST, 7TH FLOOR
LOS ANGELES, CA 90069
213/659-5593

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70 ACTS SET

Fan Fair Shows Shape Up

Fan Fair is less than six weeks away, and 16,000 people have registered for the June 5-11 event. Vern Gosdin, New Grass Revival, Gene Watson, the Forester Sisters, Ricky Skaggs, and Lorrie Morgan have joined the list of some 70 acts set to perform during the 30 hours of concerts. New to the Fan Fair showcase agenda are Atlantic America, Universal, and Airborne Records.

- Southern Pacific vocalist David Jenkins has left the group to pursue a different musical direction. Word from Warner Bros./Nashville is he won't be replaced.

- We hear that Jenkins wants to revive his former group Pablo Cruise, and that other members of the defunct group may be interested.

- PolyGram/Nashville artist Donna Meade will be inducted into the Virginia Country Music Hall Of Fame June 11. She will join the

Statler Brothers, who were inductees in 1979.

- Eddy Raven heard rock band Thirty Eight Special's "Little Sheba" on his son's stereo and liked it so much he's recording a country version for his new Universal LP. While Raven was in Los Angeles for the Academy of Country Music awards he breakfasted with members of the band Poison and discussed a possible collaboration.

—Debe Fennell



KILGORE WAS HERE — Hank Williams Jr.'s manager, Merle Kilgore, presented the staff of Opryland Music Group's Acuff-Rose Music with "There's A Tear In My Beer" T-shirts and tour jackets to celebrate the Hank Jr./Sr. record. Pictured (l-r) are Kilgore, OMG's Jerry Bradley, Jerry Flowers, and Charlie Monk.

NEW ARTIST FACT FILE

Garth Brooks

Age: 27

Born: February 7, 1962 in Tulsa, OK

Place Called Home: Nashville, TN

Current Single: "Much Too Young (To Feel This Damn Old)"

Current Album: "Garth Brooks"

Record Label: Capitol/Nashville

Producer: Allen Reynolds

Manager: Doyle/Lewis Management

Booking Agent: Buddy Lee Attractions/Joe Harris

Favorite Artists: James Taylor, Dan Fogelberg, George Jones

Album Attractions: "I've Got A Good Thing Going," "Cowboy Bill," "The Dance"

- **Background:** Garth Brooks has come a long way since his fourth grade performance as the Big Fig Newton. The youngest of six children, his mother is Colleen Carroll, who recorded for Capitol in the '50s and was a regular on Red Foley's "Ozark Jubilee." Garth earned a degree in advertising from Oklahoma State University, where he was a four-year letterman in sports. He became serious about music while in college, singing six nights a week at clubs near campus.

- **Signing:** Brooks's first trip to Nashville in 1985 lasted only 23 hours, but he came back in 1987 with the band Santa Fe. When that group disbanded he sang demos for songwriters while working on getting a record deal. All the major labels passed on signing him, but his break came when he performed at a Nashville Entertainment Association showcase. Capitol/Nashville's Lynn Shults took a second look, changed his mind, and two days later Brooks signed a recording contract with the label.

- **Songs:** On his debut Capitol LP "Garth Brooks," Brooks's neo-traditional style is evident in



Garth Brooks

"Cowboy Bill," his self-penned "Not Counting You," and the poignant love song "The Dance." Brooks co-wrote four of the album's songs, including his current single "Much Too Young (To Feel This Damn Old)." He will appear on TNN's "New Country" May 10, and a special video interview which includes performance footage from "New Country" was recently sent to radio stations. Presently, Brooks is getting ready to embark on a series of radio appreciation shows around the country.

The New Artist Fact File spotlights artists appearing on the Country chart for the first time.

Morgan Music Expands Staff

Morgan Music Group, Inc. has expanded its staff to include GM/Paralegal Beverly Vowell, professional manager Matt Lindsey, engineer Jeff Baehl, and receptionist Marla Morton.

Jim Halsey Co. Director/Publicity & PR Bridget Dolan has resigned to head a Nashville division of the Cindy Ford Agency/Tulsa. The graphic arts ad firm will open May 15. Halsey agent

George Mallard has also left the company, and former Century City agent Norbert Nix joins Halsey as an agent.

Ronnie Milsap has signed a public relations agreement with Kathy Gangwisch & Associates.

2nd MOST ADDED!



"i t ' s r e a l"

THE NEW SINGLE

JAMES INGRAM

PRODUCED BY GENE GREIFIN FOR G & R PRODUCTIONS FROM THE ALBUM IT'S REAL



© 1989 Warner Bros. Records

Management: Barry Manilow, THE MCA WEST GROUP



WALT LOVE

PLAYLIST POINTERS

How To Know What Listeners Want

Knowing how to structure a weekly music playlist is a programming basic, but different situations call for different approaches. WZFX/Fayetteville, NC's Tony Lype, WEAS/Savannah's Floyd Blackwell, and WQIM/Montgomery's Roshon Vance discuss what works for them.

Satisfying Large Coverage Area

Although WZFX is located in a small market, it has a very large coverage area: the station's signal reaches from Fayetteville (in central North Carolina) east to the Atlantic Ocean and northeast to Raleigh, and also extends south into the state. This means it has to please a number of listeners in different municipalities.

Lype, who has been in the industry 11 years and in UC/Black radio for eight, said, "We have a system that shows us which songs research the highest, and we use it to put together our numbered playlist. Internally, we have a list of how the same songs will be rotated. Our air people fill out request sheet monitors three times per week and submit them for tallying on Wednesday evening.

"Thursday is record store day. We obtain more accurate retail reporting that day, when stores have product on hand. We deal with two mom and pop stores and three chains in Fayetteville, along with 11 other stores across the state in cities including Lumberton, Wilmington, Myrtle Beach, and Whiteville. That provides a comparison of how records are selling throughout the marketplace and gives me an idea of how the product is being distributed. In addition, we look at the national trades to see what's happening, but not as much as we used to."



Tony Lype



Distribution Lagging

"The biggest problem we have in the Carolina area is the fact that our airplay beats the distribution of records to the stores," Lype noted. "It's been a constant problem that we've narrowed down, but we haven't been able to solve it completely. I'll give a record five weeks to show some sales after we've added it. But when we check with stores and they say they don't have product, it's obvious the record company doesn't care about selling it in this market.

"We know we sell records. On our Saturday night mix show we play songs that sell directly off our airplay that one night, so we know we can create record sales quickly with a good song. We want to be able to measure the effect of our airplay by looking at audience response in the stores because that's helpful to us.

"Record companies have to stop lying to us about product in the market," he noted. "We need harmony between the sales and promotional departments at the labels. They're working for the same results: successful records. And we need hit records to keep our public happy with us.

"In programming, it's a must that you do things the right way, and all programmers need to do some form of research to help guide us in making the most productive decisions for our stations," added Lype, who is assisted at WZFX by Kim Stevens.

Wearing Two Hats

Blackwell operates in a small market where the burden of con-

ducting any research falls on his shoulders. "A few stations within our chain have started working with computers to help them with their music selection, but we're still doing things manually," he explained. "When you're trying to get all the information you can to help in making intelligent music selection decisions weekly, it's very hard to do without any help. Naturally, we use requests. Then I look very closely at national trade publications on a regular basis.

"One of the most helpful things to me is talking with my local retail outlets. We have a good rapport, and they tell me what's really happening in the area. And for quite some time we've had club jocks letting us know what's playing in the local clubs.

"Being in touch with the music has certainly helped us know what product to play," Blackwell commented. "I learned years ago that I can't just listen to what the record reps tell me, although I must admit there are still a few out there who tell the truth about both their records and another company's if they're good.

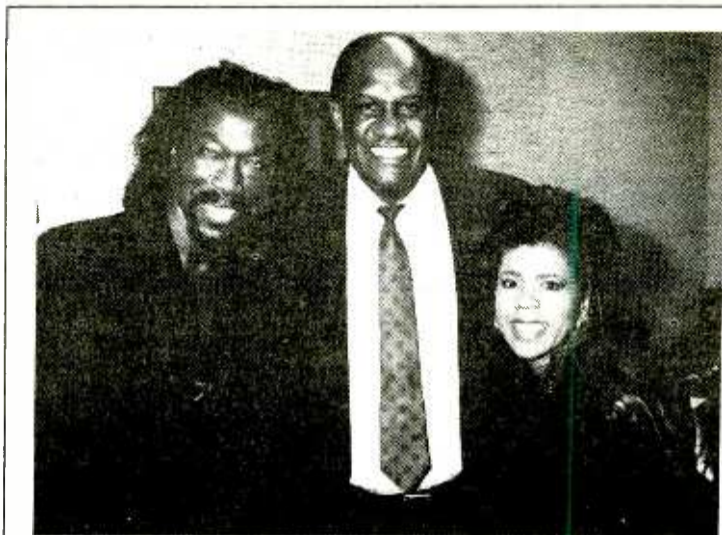
"In 1989, there are too many dollars at stake for music selection [decided] by guessing game and gut-level reaction."

—Roshon Vance

"I've also found that networking with others within our chain (Dee Rivers Stations) has helped me find good new things — and stay off others that weren't happening anywhere."



Roshon Vance



IS IT LOVE OR PHYSICAL? — All Pro Broadcasting CEO and KACE/L.A. owner Willie Davis (c) was in attendance at the luncheon celebrating the release of Ashford & Simpson's new album, "Love Or Physical."

Research On Small Market Budget

Vance, who has been in radio since 1970, has worked as a jock at WRKS/New York and WJLB/Detroit and has programmed stations including WPEG/Charlotte, WOWI/Norfolk, and KXZZ/Lake Charles, LA. His experience in large, medium, and small markets gives him perspective on what it takes to structure a music list in any situation.

"Being in a small market, I don't have all the tools I've had in other markets," he said. "For example, I can't use Strategic Research to test records. Instead, I use three forms of research to help me with my music selection and rotations.

"First, I call and visit record stores on a weekly basis to check record sales. I actually check the bins to help verify sales of product.

"Next, I use request sheets. Each air talent is required to complete two information sheets per airshift." Vance said the request sheets list song title, artist, label, and the caller's age. "I also ask the talent to have a brief conversation with each caller to determine race, so we can document the race of persons buying specific product," Vance added. "That helps us know who we're reaching."

Vance's third research barometer is industry trade publications. He also mentioned the participation of WQIM's programming consultant, Drake-Chenault's Kim Travis. "We research the national trades together and talk about what's taking place each week. I also give him the information compiled from our request sheets and record store sales data about different product so he's able to digest it for our marketplace."

Vance's advice to programmers is that "the personal element should be removed from determining the playlist. In 1989, there are too many dollars at stake for music selection [decided] by guessing game and gut-level reaction. Moving records up and down the chart and changing a record's rotation just because you do or don't like it is too costly a method at a successful radio station."

The Basics

"In small markets, the way to go is to research a number of trades



Floyd Blackwell



and cut through the hype with the record reps," Vance continued. "Visit the record stores yourself so you can see what's happening. Anyone can say a record is a number ten or number five seller this week. Don't believe it — check it for yourself. When I go to stores I observe who's buying the product. Without making a nuisance of myself, I sometimes ask people why they're purchasing a particular record, how often they visit the store, and how often they purchase records for their listening pleasure.

"All you need to do next is tabulate your requests. Along with your personal knowledge of the market, you then have enough information to make some good, solid music decisions. You've got to play the music that's best for your station — and that means playing what the listeners want to hear."

Picture This

Do you ever picture yourself in R&R? Well, stop thinking about it and gather your best black and white promotional photos (clear color shots are fine, too) and drop them in the mail to Walt Love at 1930 Century Park West, Los Angeles, CA 90067

UC DATA BANK

Blue-Collar Blacks' Purchase Habits

Blacks are responsible for more than 12% of the market for products such as bleach, cooking oil, and powdered detergent. Richard Green, President of Chicago's Empak Enterprises, says, "The buying behavior of blacks is not well understood. They buy large amounts of powdered detergents partly because they have larger families and make up a large share of the blue-collar work force."

Source: American Demographics



YOUNG BLACK PROGRAMMERS COALITION, INC.

Seventh Annual Award Of Excellence Scholarship Fund

A Tribute To Sonny Taylor, (Veteran Programmer) and Sylvia Rhone, Senior Vice-President, Atlantic Records

Saturday May 13, 1989

8:00 P.M.

DOUBLETREE HOTEL

5410 LBJ Freeway
Dallas, Texas

Friday May 12, 1989

**Cocktail Reception
6:30 - 9:00 P.M.**

**Sponsor: Big State Dist.
Island Records
Special Guest:
Mica Paris**

Saturday May 13, 1989

**Breakfast
9:30 - 11 A.M.**

**Sponsor:
Atlantic Records
National YBPC Meeting/
Syndication Workshop
11:00 A.M.**

**Texas Size Pool Party
2:00 - 4 P.M.**

**Cocktail Reception
6:30 P.M.**

**Award of
Excellence Banquet
8:00 - 11:00 P.M.
Sponsor: MCA Records**

Sunday May 14, 1989

**Breakfast
9:30 - 11:00 A.M.**

Tickets are \$100 each. Tables (seating 10) are \$1,000. Room rates are \$55 single or double. Call the Doubletree Hotel (214)934-8400 for hotel accommodations. For more information on the scholarship banquet contact Marcell Lee at (504) 822-1945.

EARLY BIRD REGISTRATION FEES

- Members \$65.00
- Non-Members \$75.00
- Late Fee After October 31 \$10.00
- Spouse Regular or Banquet Ticket \$60.00
- CONTACT: Barbara Lewis(818) 707-3841

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(Ads Based On 8 1/2 x 11 trim)

- Full Page - inside front/back \$550.00
- Full Page \$400.00
- Half Page \$275.00
- Fourth Page \$225.00
- Eighth Page \$ 75.00
- Professional Card \$ 75.00
- Non-Camera Ready Artwork \$100.00
- CONTACT: Henry Jefferson, 10600 So. Gessner #4
Houston, Texas 77071, 713-271-0011

REGISTRATION

Young Black Programmer Coalition, Inc.
Seventh Annual Award Of Excellence
Scholarship Banquet - Registration
Return to: YBPC, 10700 Santa Monica Blvd., 90025

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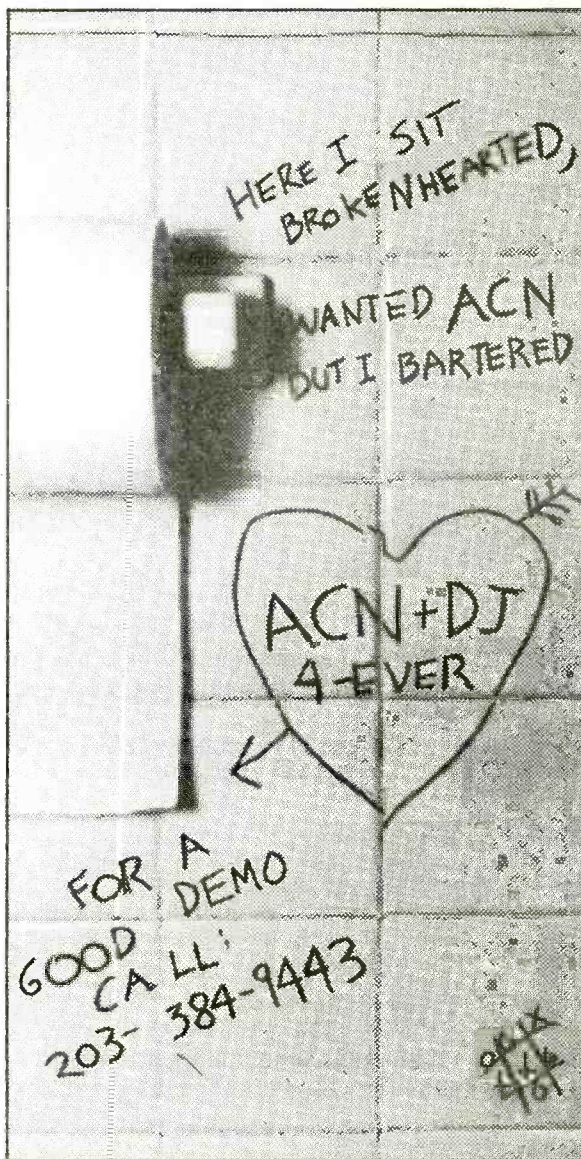
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OPENINGS

IF YOU WORK IN RADIO, BUILD YOUR FUTURE IN HAWAII!!

Quality radio team being formed now on the Big Island of Hawaii!!! **KLUA-FM, covering the entire KONA COAST, has outstanding opportunities for outstanding radio people.** Immediate openings for: SALES MANAGER, PROGRAM DIRECTOR, OFFICE MANAGER/BOOKKEEPER, SALES, SALES SECRETARY, DJ/MUSIC DIRECTOR, DJ/RESEARCH/PROMOTION DIRECTOR, DJ/PRODUCTION DIRECTOR, TRAFFIC/RECEPTIONIST. Rush resume and cassette to Jim James, KLUA-FM, 73-1264 Kukuna Street, Kailua-Kona, HI 96740. (Partial staff on-line by June. Airdate Sept. '89) EOE. M/F

California-America

#1 DJ CONTEST

Broadcast Students Club DJ's On Air Personalities
O'Hara Competitions, Inc. Presents



A LIVE CONTEST FOR DJ's!

Men and Women/
18 years & over.

PRIZES INCLUDE:

- \$2,500 Cash
- On Air Time
- Paid Scholarship (Broadcasting School)
- Cruise for 2
- And Many More Prizes

AREAS OF COMPETITION:

- Personal Interview
 - Timing
 - DJ Music Mixing
- For more information, write or call O'Hara Competitions, Inc. 11809 Beverly Blvd., Whittier, CA 90601. 714-860-8913.

TOP PRODUCER OF MICHAEL JACKSON HITS

(and many other top stars)

SEEKING NEW TALENT FOR RECORDING AND NATIONAL RECORD DISTRIBUTION. Send demo and master tapes (including \$15 for handling and reviewing time) to: MARCELLINO PRODUCTIONS, 21053 Devonshire St., #104, Chatsworth, CA 91311.

PRODUCTION DIRECTOR

Leading station in Top 75 market seeks production pro. Must be dedicated, hard-working, creative! Resume and samples to Radio & Records, 1930 Century Park West, Box #454, Los Angeles, CA 90067. EOE

EAST

WBEC-FM seeks AM drive announcer. Experience and a love for the public a must. No calls. T&R: Patrick Ryan, 211 Jason St., Pittsfield, MA 01201. (4/28) EOE

New England's WZPK is seeking Air Talent for future openings. T&R: Charlie Michaels, WZPK, Box 350, Portland, ME 04112. (4/28) EOE

Full service WBEC-AM seeks fulltime afternoon drive Announcer. Sense of humor, hard worker. T&R: Patrick Ryan, WBEC-AM, 211 Jason St., Pittsfield, MA 01201. (4/28) EOE

AT/Production Director opening at small market Country outlet. New facilities, professional environment. T&R: WCHA, K. Kasey, 479 Chambersburg, PA 17201

WNAV is seeking CHR-type AT for parttime and weekend shifts. T&R: Mr. Paul Mann, Box 829, Annapolis, Maryland 21404. (4/28) EOE

Afternoon Newscaster sought for outlet on NH/VT border. New England residents preferred. Hard working beginners encouraged. T&R: WNHV, White River Junction, VT 05001. (4/28) EOE

OPENINGS

News person sought for afternoons and some Saturdays. Must have college degree or one year experience. T&R: WXVA, Larry Bauer, Box 700, Charles Town, WV 25414. (4/28) EOE

Eastern Long Island, NY CHR seeks witty, intelligent, funny AM Air Personality. Can you be timely and hysterical and maintain the flow? RANDI TAYLOR: (516) 728-9229. (4/28) EOE

SALES

ACCOUNT EXECUTIVE

ENTRY-LEVEL

IF YOU ARE BILINGUAL IN SPANISH, AHORA TIENES DOS MANERAS PARA SUCEDER.

We are a major broadcasting organization with an unusual opportunity. We're looking for a smart, capable and effective communicator to train in radio advertising sales.

This is a unique way to utilize your outgoing personality and interpersonal skills to enjoy the kind of challenges you've been looking for. You must be motivated, well-organized and able to work independently. We would prefer some sales background of any kind, but we encourage dynamic raw talent to apply.

We offer a competitive salary and commission package (first year earnings potential \$25K) and excellent benefits. Plus the kind of exposure that doesn't come along too often. Send your confidential resume to: Box DDT-764, Suite 1900, 485 Madison Avenue, New York, NY 10022. Equal Opportunity Employer M/F

HOW TO MAKE BIG MONEY IN VOICEOVERS!

You'll learn how to make more money in a day than you do in a week! 1-Day seminar Sunday May 21 in NYC. Covers: marketing, technique, demo tapes, everything you need to do commercials and industrials. For details call toll free (800) 333-8108, or in N.Y.C. (212) 369-3148. Or write Berkley Prods., PO Box 6599, New York, NY 10128-991.

WSBY/WQHQ. Experienced. Fulltime Production Director. Must have creative commercial writing skills and be congenial to work with. Good Benefits! Send tapes and resumes to Ed Hunt, Operations Manager, P.O. Box "U", Salisbury, MD 21801. EOE

OPENING

Experienced hands-on operations person for regional FM and Full-Service AM facility covering Southern West Virginia, Eastern Kentucky and Southwestern Virginia. Must have superior leadership, communications, organizational and motivational skills. He/She must have thorough knowledge of the programming elements with news information background necessary. Send inquiries (no phone calls please) to J.C. Evans, COAL COUNTRY RADIO, P.O. Box 261, 5 1/2 E. 2nd Ave., Williamson, WV 25661. EOE

EAST COAST TOP 10 MARKET

Mornings Wanted Now. T&R to Radio & Records, 1930 Century Park West, Box #453, Los Angeles, CA 90067. EOE

SOUTH

WPGC/Washington, DC has opening for Continuity Director/Traffic Coordinator. Seeking team player with "can do" attitude. Must be computer literate. Resume: Edward Turner, 6301 Ivy Ln, Suite 800, Greenbelt, MD 20770. (4/28) EOE

OPENINGS

Soft AC in Palm Beach area seeking experienced, midday AT with strong production skills. New facility. T&R: WNGS, Ross Block, 1016 N. Dixie Hwy. West Palm Beach, FL 33401. (4/28) EOE

East coast radio group owner seeks Account Executive for outlet in Central Virginia. Excellent earning/growth potential. Call: Susan McCurry (703) 672-1000. (4/28) EOE

Mature voices sought for expanding Florida EZ outlet. Good production and remote skills. T&R: WQLM, Box 1929, Punta Gorda, FL 33951. (4/28) EOE

P-3 CHR in Cajun Country is seeking a new overnight Air Talent. Great atmosphere and company promotes from within. T&R: Steve Small, Box 3345, Lafayette, LA 70502. (4/28) EOE

Get A Jump On The Industry's Hottest Job Opportunities!

Get R&R's weekly Opportunities/classified section before the paper's published. R&R Job Hotline is mailed to you separately. Call 213-553-4330 to subscribe today. Use Visa/Master-Card/AmEx.



News opening in North Carolina resort area. On-air and field reporting duties. T&R: Box 400, Wanchese, NC 27981. (4/28) EOE

AT and Production Director sought for two Top 20 markets. Openings at CHR and AOR outlets. T&R: Talent Search, 7507 Summitview Dr., Irving, TX 75063. (4/28) EOE

Morning AT sought for resort area FM. Smoke-free environment, good pay and beautiful area. Contact: John Harper, P.D. at (919) 473-3434. (4/28) EOE

Hotshot Promotion Director with large market experience in marketing, contesting, and great "capture the moment" ideas. Materials: WFOX, Dennis Winslow, 2000 Riveredge Pkwy, Atlanta, GA 30328. (4/28) EOE

Experienced production pro/copy wiz for high energy CHR sought. Production samples, T&R: Lazer 93, Russ Brown, 950 Manatee Rd., Naples, FL 33961. (4/28) EOE

Opportunity knocks in the pages of R&R every Friday . . . call (213) 553-4330 to make it happen for you!

AC station near Nashville seeks experienced AT. Production skills necessary. T&R: WKRM, Box 1377, Columbia, TN 38402. No phone calls please. (4/21) EOE

Hot AC near Dallas has possible opening for energetic female AT. T&R: WGVL, Box 1015, Greenville, Texas 75401. (4/21) EOE

Award-winning suburban DC full-service with heavy emphasis on news. News and Air Talent slots open. T&R: WAGE, 711 Wage Drive, Leesburg, VA 22075. (4/21) EOE

Talent with production skills needed. Top Country station in Myrtle Beach, SC wants you! T&R: WYAK, Dean McNeil, Box 15401, Surfside Beach, SC 29577. (4/21) EOE

Aggressive Urban outlet seeking Sales Manager with same qualifications. Minimum two years' experience. Resumes: WDKT, 200 Main St., Madison, AL 35758. (4/21) EOE

Got a job? Need a jock? Put it in Opportunities -- and get results! Call 213-553-4330.


100kw AC near Nashville seeks 6p-12M AT/MD now. T&R/Salary requirements: WCVQ, Chip Hoback, Box 2249, Clarksville, TN 37040. (4/21) EOE

"Hot 105"/Montgomery, AL is seeking talented Urban/CHR AT. Strong production, good organizational skills. T&R: WZHT, Mickey Coulter, Box 4420, Montgomery, AL 36103. (4/21) EOE

GSM

- S.W. Florida's top rated FM adult contemporary seeking aggressive
- GSM to lead experienced veteran staff. Solid opportunity for individual to join growing company.
- Send resume to Larry Justice, President/CEO, WQEZ-FM, 17843 San Carlos Blvd., Ft. Myers Beach, FL 33931. An EOE

OPENINGS



MASSIVE TALENT SEARCH

New Orleans' #1 station looking for three outstanding individuals to fill the following positions . . . Morning Drive Co-Host/Sidekick, Production Director, Afternoon Drive Personality. T&R to: Mr. Bob West, Q-93 FM/AM, 1440 Canal Street, Suite 800, New Orleans, Louisiana 70112. EOE

MORNING DRIVE NEWS ANCHOR

Top rated Urban Station

Is this you? Your news instincts make you the talk of the town. You're a class act and you can interact with a killer air talent who wins the market. You have 5 plus years exp. You love the South! Tape, resume and references to Radio & Records, 1930 Century Park West, Box #449, Los Angeles, CA 90067. EOE M/F

NEW TOP 10 SUNBELT FM

Need quality people to rock into the '90's. AOR/CHR experience a must. Strong music knowledge helpful. All air shifts and Prod. Dir. T&R: Radio & Records, 1930 Century Pak West, Box #455, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR FLORIDA CHR

Rare opening! Heritage CHR with format exclusivity and ratings success seeking a multi-talented team leader with 3 to 5 years CHR programming experience. Must have thorough knowledge of music, promotion, production and technical operations. Strong will to win essential!! Letter and resume to: Radio & Records, 1930 Century Park West, Box #437, Los Angeles, CA 90067. EOE

NEW OPPORTUNITY!

The South's next great radio station is being built. We're looking for a GM to help build it. If you've got street savvy, are a self starter, and have always wanted to build a winning team; rush resume, photo, and career objective to: Bill Dunnivant, P.O. Box 11457, Huntsville, AL 35814. EOE

MIDWEST

Country WGAR seeks great night talent. If you're a good jock, know country and like Country fans, send T&R: WGAR, 9446 Broadview, Cleveland, OH 44147. (4/21) EOE

Madison's new FM oldies station is looking for parttime weekend AT. T&R: Dave Dunkin, 2306 W. Badger, Madison, WI 53713. (4/21) EOE

Marketplace -- the Industry's service station . . . get it working for you! Call Ilsa or Dave at (213) 553-4330.

Future openings for all on-air shifts. T&R: WTLZ, Jack Lich, Box 107, Saginaw, MI 48606. No phone calls. (4/21) EOE

Leading AOR KQDS/Duluth, MN has immediate midday opening. Should have at least three years' experience. T&R: Mike Keller, Box 16167, 55816-6167. (4/21) EOE

Parttimers: If you're within driving distance of Kalamazoo and would like to move up to new station and like AOR, send T&R: WRKR, Bill Martin, 9835 Portage, Portage, MI 49002. (4/21) EOE

100,000 watt Easy Listening outlet in No. Michigan is seeking an experienced morning AT. Good money for right person. T&R: Dennis Martin, Box 286, Petoskey, MI 49770. (4/21) EOE

Full Service AC in Michigan seeks amazing Anchor/Reporter. Females encouraged. T&R: Gary Girard, WHLS, Box 807, Port Huron, MI 48061-0807. (4/28) EOE

Top Central Ohio station seeking quality on-air announcer. T&R: Steve Kelly, WJER, 646 Boulevard, Dover, OH 44622. (4/28) EOE

OPENINGS

"Warm 98"/Cincinnati seeking a PD with excellent leadership and motivational skills. Three years' in medium/large market. T&R: WRRM, 205 W. 4th St., #1200, OH 45202. (4/28) EOE

Landmark stereo AM returning as local Talk/News outlet. We're seeking an entire staff. Salary requirements, T&R: Box 3434, Springfield, MO 65808. (4/28) EOE

Here's the perfect opportunity to get into Christian radio. Seeking top notch writer/production person. T&R with scripts: WMUZ, 12300 Radio Place, Detroit, MI 48228. (4/28) EOE

Northern Oklahoma CHR outlet is now accepting applications for future afternoon drive AT. T&R: KIXR, 205 West Hartford, Ponca City, OK 74601. (4/28) EOE

News Director for small station in medium market. Some experience preferred. Great chance to improve your craft. T&R: WPCO, 601 Upton Rd, Mount Vernon, IN 47620. (4/28) EOE

100kw Southwest Oklahoma outlet seeking nighttime rocker for CHR/AOR presentation. Automation familiarity helpful. T&R: KO106, Box 311, Hobart, IK 73651. (4/28) EOE

ATTENTION

Play-by-play announcer wanted for NBA Franchise.

Send tape and resume to: Radio & Records, 1930 Century Park West, Box #438, Los Angeles, CA 90067. EOE

Medium AOR Has 2 Openings! Mornings:

Can you be unpredictable, topical, use the phones, and have a rock 'n' roll attitude? Production: You'll handle airshift, organize Prod. Dept., and do creative promos in our state-of-the-art facility. T&R to: Radio & Records, 1930 Century Park West, Box #445, Los Angeles, CA 90067. EOE

NEWS ANCHOR

Akron's News/Talk WNIR has opening for news anchor/reporter, with award winning news department. Talk show hosting and television news can also be part of the package. Call Bill Klaus (216) 673-2323. EOE

Will you be our new production manager?

(Read this, it's a great job!)



North Central Illinois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market" multi-track production studio to prove it. You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the #13 market!). Show us your creativity and attention to detail with your resume and cassette to: JMcCullough, WLPC/WAJK, PO Box 215, La Salle, IL 61301.

WAJI, FORT WAYNE.

Seeking News Director as part of morning team. Not hard news. No beginners please. Cassette to: Lee Tobin, WAJI, 347 West Berry St., Suite 600, Fort Wayne, IN 46802. EOE

OPENINGS

NEWS DIRECTOR WANTED

Top 20 market needs a talented individual to gather and report the news in concise segments and interact with high visibility morning team. Show us your writing style and how you use actualities. We'll move quickly on the right person. Send tape & resume to: Radio & Records, 1930 Century Park West, Box #446, Los Angeles, CA 90067. EOE

ALL POSITIONS

New acquisition-Major market-Great Lakes city station seeking urban talent. All positions. June start-up. T&R: Radio & Records, 1930 Century Park West, Box #452, Los Angeles, CA 90067. EOE



RARE OPPORTUNITIES!

The Jewel of America's finest broadcasting company has two positions open!

1. We are seeking an indefatigable multi-track production wizard as our next **Production Director**. Creative writing is a must as we are heavily produced.
2. We are also looking for a promotion-minded **Assistant Program Director**. Responsibilities would include all internal and external promotions and working with the air talent. Regular fill ins and weekend air work make being a personality a must!

We are Detroit's full service, sports dominant major market leader and this is very likely your last stop, so send your best work to:

Jimmy Barrett, P.D.
WJR
2100 Fisher Building
Detroit, MI 48202. EOE

93.1 WKLR

CLASSIC OLDIES

Sconnix' top rated Classic Oldies station looking for **creative Production communicator** to paint audio pictures for 30-50 demo. Management, technical and vocal skills a must. Rush C&R to: Simon Jeffries, 9292 N. Meridian St., Indpls., IN 46260. EOE

WLDR

SUNNY 102 FM

PD/AM DRIVE

Northern Michigan AC is looking for an **aggressive PD/AM Drive personality** with **creative production skills**. Must be able to motivate and communicate with people both on and off the air. Send C&R and salary requirements to: Steve Fordyce, WLDR, 118 S. Union St., Traverse City, MI 49684. No calls please! EOE

PROGRAM DIRECTOR

Adams Communications needs a **dynamic programmer** to lead newly acquired St. Louis FM to the promised land. The right individual will be able to take charge and have a winning track record. Send resumes and support material to: John Gutbrod, 7711 Carondelet, Suite 304, St. Louis, MO 63105. EOE M/F. No calls.

Quietly looking for help? Use R&R Blind Box Opportunities ads. Call Ilsa or Dave at 213-553-4330 for more information.

OPENINGS

If you're an **aggressive, on-air Program Director** who loves personal appearances and promotion and you have a record of success — we'd like to speak with you. WIN Communications is looking for a Program Director for a start-up situation in Norfolk/Virginia Beach/Newport News. Send tapes and resume to **Rich Sutton, WIN Communications**, 1621 Euclid Ave., Suite 1800, Cleveland, OH 44115. EOE. Minority and female applicants are encouraged.

SUCCESSFUL SMALL/MEDIUM MARKET

Class C station looking for PD/AT, Upper Midwest, AC. Must be able to work with experienced staff. Key person has excellent management opportunities. Send T/R and letter of application to Radio & Records, 1930 Century Park West, Box #451, Los Angeles, CA 90067. EOE

WEST

Jump into our pool. Energetic, cleancut program department personnel needed. New Arizona and current Utah class "C" FM's. Country/AC. T&R: KCKK, Box 368, Kanab, Utah 84741. (4/21) EOE

Rocky Mountain Country AM seeks morning AT for future opening. Definite team player. No beginners and no phone calls. T&R: KVOC, Robin Perry, Box 2090, Casper, WY 82602. (4/21) EOE

PM driver sought for Northern California Classic Hits AC. Hip adult communicator, no rookies. T&R: Russ Novak, 2121 Lancy Dr., Modesto, CA. 95355. (4/21) EOE

KYYA/Billings, MT now accepting applications for fulltime AT for 7P-12M shift. Previous experience a must. Good production and high profile. T&R: 1645 Central Ave. 59102. (4/21) EOE

Wanted: Traffic reporters to fill vacant Metro Traffic positions in the San Francisco Bay area. T&R: 12 S. 1st Ste. 1210, San Jose, CA 95113. (4/21) EOE

KQLH/San Bernardino, CA is recruiting aggressive consultant Salespeople. Call: Robin Abercrombie at (714) 737-1370. (4/21) EOE

Promotion Director sought. Wack-filled, creative, CHR ideas a must. Beautiful Colorado Springs. Resume: KIKX, Ken Richards, 304 South 8th St., Colorado Springs, CO 80905. (4/21) EOE

Radio syndicate seeks parttime assistant for general office and celebrity interviews. Experience preferred. Resume/cover letter: Box 615, Van Nuys, CA 91408. (4/21) EOE

New Tucson FM seeks Program Director. Experienced creative professional with strong promotional skills. T&R: FM, 2509 N. Campbell #342, Tucson, AZ 85719. (4/21) EOE

Female voice for Washington automated station. Mostly production and PSA's. T&R: 4611 W. Clearwater, Kennewick, WA. 99336 or call Leonard at (509) 547-9600. (4/21) EOE

New Central Arizona FM accepting programming applications. Country/AC. Must be cleancut and energetic. T&R: Box 368, Kanab, UT, 84741. (4/28) EOE

Christian radio stations in Alaska currently has openings in sales and management. T&R: Arctic Broadcasting, Box 773527, Eagle River, AK 99577. (4/28) EOE

Fulltime Announcer sought to start June 1 at Country outlet. Community minded station. T&R: KAAA, Box 3939, Kingman, AZ 86401. (4/28) EOE

Radio syndicate seeks parttime assistant for general office and celebrity interviews. Experience preferred. Resume: Box 615, Van Nuys, CA 91408. (4/28) EOE

Country KWJJ/FM seeks big pipes for midday slot. T&R: Brian Norton, 931 S.W. King, Portland, OR 97205. (4/28) EOE

98 Rock KPOI-FM

AFTERNOON DRIVE/PRODUCTION

We need a production monster to complete the best radio team in Hawaii! Qualified applicants must enjoy living in paradise and have extensive knowledge of Rock n' Roll with a winning on-air track record. Multi-track and copywriting experience a must! Minimum 3 years exp. Rush your best production and air samples with resume to: Paul Mitchell, KPOI-FM/98 ROCK, 741 Bishop Street, Honolulu, HI 96813. No calls please. M/F. EOE.

OPENINGS

PREMIERE NEWS/TALK GIANT

KABC Talkradio AM790

needs **Marketing/Promotional manager**. Creative whiz who takes advantage of every opportunity to keep us on top. Work with other departments in preparing & executing on air and off the air promotions . . . 3 to 5 years experience in all forms of advertising . . . print, outdoor, radio & TV. **Teamworker**, comfortable as executive too. Your format or size market now doesn't matter . . . just if you can do the job.

Inquiries kept confidential, send resume to KABC TALKRADIO, Box 790, Los Angeles, California 90016 or call general manager at 213-840-4942.

L.A. RADIO SYNDICATION CO.

Seeks **Affiliate Relations Manager**. Major market experience necessary. Send resume & salary history to Radio & Records, 1930 Century Park West, Box #448, Los Angeles, CA 90067. EOE

FLY HIGH OVER L.A.

as a **Drive Time Airborne Traffic Reporter** or be ground bound as a **Traffic Anchor** from our broadcasting facilities; Team Player with personality for top rated L.A. stations. News/Traffic experience preferred, but will train right person. Full/Parttime anchor positions also available. Call **Tammy Trujillo, Metro Traffic Control** at 213-464-8400. EOE

KKSF

103.7 FM

Tired of working in formats you don't believe in or relate to? San Francisco "NAC" needs talent who knows his/her heart and future lie with this format. Your delivery should reflect your sensibility: thoughtful, unhyped. Tape customized for "NAC" strongly preferred. **Steve Feinstein, KKSF, 77 Maiden Lane, SF 94108.** EOE

KILLER SALES MANAGER WANTED IN L.A.

Experienced ball buster well versed in rock 'n' roll radio. Send resume & salary history to Radio & Records, 1930 Century Park West, Box #447, Los Angeles, CA 90067. EOE

KYGO

98.5 FM Stereo

Denver's Continuous Country

Denver-A Jefferson Pilot station is searching for a **morning entertainer/show** to win in Denver for the next decade . . . or two. Our exiting morning man (due to a promotion) has been doing it for nine years! KYGO features the ultimate facility, solid company, great benefits, winning team . . . along with a mountain view. **We will consider first and second bananas, teams and individuals.** IF YOU ARE THE BEST, rush tapes and resumes to John St. John, KYGO, 1095 S Monaco Pkwy., Denver, Colorado 80224. Confidentiality highly honored. Minorities encouraged. EOE

OPENINGS

AC PROGRAM DIRECTOR

KTHT (FM), Fresno seeks a creative **PROGRAM DIRECTOR** who possesses:

- * Exceptional leadership ability
- * Exceptional communication skills
- * A proven track record in a competitive market
- * Promotional savvy, both on and off air

If you believe you are qualified and ready for this extremely competitive challenge in a TOP 75 MARKET, please send your resume, programming philosophy, and composite aircheck to: Walter Koschnitzke, General Manager, KTHT, 2775 E. Shaw Ave., Fresno, CA 93710. EOE

GREAT STATION...GREAT CITY... NEEDS GREAT SPORTS TALK PERSONALITY!

You know sports and you know how to make sports talk ENTERTAINING.

You're a pro...with lots of experience and a good delivery who knows how to have fun and BUILD and KEEP a BIG AUDIENCE.

We're an industry leader...offering you a nightly show, a smart producer, and the support you need to become #1.

Send a resume and two hours (unedited) of your show. And yes, you'll have our complete confidence.

Radio & Records, 1930 Century Park West, Box #456, Los Angeles, CA 90067. EOE

OPERATIONS MANAGER MORNING TALENT

for top rated Country FM. Live morning show, satellite after. Creative, good production. T&R to Bob Coker, KPER, Box 2276, Hobbs, NM 88240. 505-393-1551. EOE

NEW COLORADO CHR

needs **HOT, motivated talent for all air positions**. Production skills, outside promotion, and a kick-butt attitude a must! T&R to Radio & Records, 1930 Century Park West, Box #450, Los Angeles, CA 90067. EOE

Staffing the HOTTEST NEW FM IN HAWAII. Look in the National section of this week's Opportunities!

POSITIONS SOUGHT

A diamond in the rough. One year experience and eager for fulltime airwork. Will relocate. Prefer CHR/AOR/CR/AC. BRET: (817) 732-0661. (4/21)

Ten years' in radio as OM/ND. Good production and Satellite background. Midwest location desired. WAYNE: (414) 324-4442. (4/21)

Dynamic announcer, experienced, personable Air Talent. Creative board skills. Various formats. S. New England area. Let's talk opportunities. MARC: (401) 946-5205. (4/21)

Creative copywriting/production pro seeks Production Director slot in the Midwest. Prefer AC/CHR/AOR. JIM: (312) 359-6130. (4/21)

College and broadcasting school grad with advertising, sales, and management experience seeks on-air position. Energetic team player. CHARLIE: (314) 434-4971. (4/21)

Wacky husband/wife morning show does great stunts, appearances, lots of show prep and has plenty of experience. JO/ED: (718) 352-1894. (4/21)

POSITIONS SOUGHT

'88 Ford Tempo with low mileage is what we'll drive to your station to do our highly rated, funny husband/wife morning show. (914) 965-5079. (4/21)

Just wanna rock 'n' roll not feed my ego. Need nights or overnights on AOR or Oldies format. DAVE: (815) 933-6779. (4/21)

11 year CHR/AC pro with AT/OM/PD/MD experience seeks stable new CHR/AC challenge. Currently employed, but available immediately. JIMMY: (304) 233-8937. (4/28)

CHR personality ready and willing to relocate. Young energetic team player in small market ready for next opportunity. JEFF: (217) 446-5498. (4/28)

Ability, attitude and experience are the ingredients of a valuable employee. Eight year pro with PD/MD experience. KRIS: (919) 527-3094. (4/28)

MD/Research Director at superb P2 CHR seeks PD position. Background in AOR/Classic Rock. (803) 760-3111. (4/28)

Personable, enthusiastic female with five years' midday experience looking for medium/major market. Looking for leader with good location/salary. LINDA: (612) 571-1759. (4/28)

Young, energetic AT fresh out of college station eager for work. Any format in Wisconsin please. BRAD: (414) 697-9135. (4/28)

Versatile AT with nine years' experience seeking slot in Northwest. Any format. Can write, produce, voice, program. STEVE: (213) 664-9723. (4/28)

I'm stuck. Please help me get out so I can show my potential. Is there any southern Country station needing a winner. THOM: (901) 635-1792. (4/28)

Veteran AT seeking a Top 50 CHR/AOR station. JON-ERIC STEVENS: (407) 468-9164. (4/28)

Honest, responsible AT with nine years' medium market experience in Country/AC. Strong multi-track production, organized and looking to program. JOHN: (912) 368-2000. (4/28)

Professional AT with network TV commercial experience desires South Coastal or Caribbean market. Easy-going and warm delivery. SIMON: (305) 294-2067. (4/28)

College and broadcasting school grad with advertising, sales and marketing experience seeks on air position. Energetic team player. CHARLIE: (314) 434-4971. (4/28)

Aggressive young News Director wishes to become part of an award winning news staff. JOHN: (215) 944-7788. (4/28)

Major market AT wants to work for you. Experience at KMEL, KROY, KWOD. BOB: (916) 725-3268. (4/28)

I am young, intelligent and talented with four years' experience. Want to move on and up. TERENCE: (212) 850-0649. (4/28)

Morning News reporter seek a new challenge in medium/large market. Experience and education. JOHN: (309) 682-0862. (4/28)

■ **New York City Experienced** ■

RESEARCH DIRECTOR SEEKS OPPORTUNITY TO BE AN MD, APD OR PRODUCTION DIRECTOR. LOOKING FOR A GREAT TEAM THAT WANTS TO WIN BIG! I WAS HOT, NOW I WANT #1!

JEFFREY STONEHILL
(212) 505-1956 (914) 737-7583

A versatile announcer for hire: personable delivery, eight years experience, strong news/sports background. JEFF: (916) 972-1083. (4/28)

Sales Managers: quit making excuses for your ratings. Do something about it. Show this to your GM. Solid programming, promotions and fun. RICH: (412) 287-2012. (4/28)

15 year morning pro can do it all. Want Top 70 market with stable station with real personality. Full-service AC preferred. MITM: (419) 499-4824. (4/28)

Rock n' roll animal AOR AT with production, copywriting, experience seeks position at a community-leading rocker. All markets considered. KEN: (201) 633-8304. (4/28)

16 years' experience as programming/public service directors. Dependable, stable, excellent references. All shifts. MIKE: (905) 255-6950. (4/28)

Stronger than a garlic milkshake, able to leap competitors in a single book. 10 year pro with strengths in programming/management. DENNIS: (501) 782-3755. (4/28)

I'm leaving NYC and soon to buy a home in Atlanta. Dear Atlanta: experienced AT is available. PERCY WILLIAMS: (212) 869-2300 or (718) 282-0594. (4/28)

I've programmed, punned and PM driven my way into the hearts of millions. Seek serious AOR/CR, any shift. Results guaranteed. D.L.: (816) 665-3460. (4/28)

AT with five years' experience and great phones. The best friend your listeners will ever have. Prefer AOR/CHR but all formats considered. GREG: (609) 795-7509. (4/28)

You need a female jock and I want to settle into one station fulltime. PAULA: (717) 762-7377. (4/28)

Brought nights to top. Want to move and up. Love phones and personal appearances. Any interested CHR call PAUL: (308) 237-7065. (4/28)

Solid AT seeks advancement. Strong production and team player. Prefer AC/Oldies/Country. DAVE: (712) 233-1160. (4/28)

POSITIONS SOUGHT

Announcer with seven years of experience and willing to relocate looking to win together. Let's talk. SONNY: (713) 791-1419. (4/28)

My golf game is fair but I'm great on the air. Experienced midday AT with creative production seeking parttime slot in Kansas City/Topeka area. Let's talk. TOM: (913) 749-0366. (4/28)

Production fireball seeks large Southern operation. Creative spots, fire-breathing promos, character voices, multi-track experience. LARRY: (205) 626-5235. (4/28)

Creative personality seeks challenging career move. Experience in operations management, programming, production, copy. RANDY: (919) 842-4877. (4/28)

CHR nighttime AT with hot phones and production. Looking to move up. CHR's please call MIKE: (308) 234-4227. (4/28)

Program Directors: Speak to me because I listen. Constantly concerned with content so it hits your demo. Good production. All locations. (308) 234-6008. (4/28)

Exciting, dependable sports PBP announcer looking for slot doing same. Any market considered. RANDY: (407) 335-8800. (4/28)

Southeast Florida, don't lose out! AT with seven years' experience seeks fulltime AC/CHR/AOR outlet. Great voice/versatility/talent. DAVE: (513) 779-6777. (4/28)

Hardworking, pleasant, professional seeking AT slot. Willing to relocate, format open. TAMARA LIVELY: (417) 883-4060. (4/28)

Former five year Chicago metro PD seeks Urban/AC/Talk outlet. Good production. Excellent computer skills. Will relocate. LAWRENCE: (219) 885-2375. (4/28)

Radio pro with over 14 years' experience, seeking AT and/or PD slot in medium/major Texas market. Great pipes, production and promotions. LENNY: (409) 822-7005. (4/28)

YOUR NEW MORNING MAN

Deep-Voiced, Friendly, Major/Medium Market Pro who weaves bits, phoners, characters with you music-intensive format to create the hottest CHR/Classic Rock/hot AC morning show possible.

(504) 899-7677.

Hot rockin' female with eight years' experience seeks on-air with AOR in West. Smooth pipes. PEG: (619) 589-7501. (4/28)

Sharp, enthusiastic AT with small market experience seeks new challenge. News, production, copy. Prefer CHR/AOR/AC. TOM: (303) 476-2886. (4/28)

Top 30 market GM's: Efficient means doing things right. Effective means doing the right things. Format, leadership, improvement, impact. Win with MAX: (716) 882-4331. (4/28)

Eight years' in business. It's time to make a move. Looking for CHR/Classic Hits in small/medium market. Serious PD's, SCOTT: (915) 646-7758. (4/28)

AOR/Classic Rock vet doing Country overnights due to format change. PD/MD, promotion and production experience. Excellent references. Let's talk. LEE ROBERTS: (918) 834-6199. (4/28)

OM/PD with 19 years' experience. Excellent track record. Seeking group and prefer West coast. AC/Country/Oldies. (916) 529-2026. (4/28)

Motivated and dedicated AT seeks next big challenge. Full time, any market. AC/AOR/CR/Gold. STEVE: (206) 746-5901. (4/28)

Every PD candidate promises results. Top 100 broadcast executives know I get results. I've done it for them. References upon request. RIC STRATTON: (801) 628-6498. (4/28)

Aak not what the station can do for you, but what you can do for the station? Exciting, creative jock seeks employment. ALLYN: (714) 962-5787. (4/28)

Program Director, veteran, winner, pro, leader, creative, guaranteed results, CHR only. Great references. (205) 663-4678. (4/28)

Winning record! Seattle/Portland/San Diego currently programming in Olympia, WA. I'm seeking a challenge. (206) 459-2391. (4/28)

PBP pro seeks pro or major college job. I can run network too, if needed. Complete package. Well worth a call. TIM: (513) 874-5734. (4/28)

Personality drive-timer seeking Top 50 market. Tired of the graveyard shift here in So. Florida. (407) 468-9164. (4/28)

POSITIONS SOUGHT



ATTENTION: PDs, GMs, OMs, Stop here for directions.

Daily programming duties come to a screeching halt when you get stuck in the traffic of T&R's parked on your desk. Let TOP CATS simplify your search through our cross-country talent network.

Air Talent (all positions) • Programmers • News/Sports Production • Research

CUSTOMIZED AIR TALENT SPECIALIST

600 North Alabama Street, Suite 600C/
Indianapolis, Indiana 46204
Telephone: (317) 236 TOP-1, FAX (317) 634-2969

Air Talent with five years experience looking for voiceover/production work. Can write, produce and do lots of voices. TOM: (907) 279-6031. (4/28)

Mature AT with large market experience looking for work in medium market UC format. VERNON: (602) 246-0474. (4/28)

Hard working, pleasant, dependable and professional. Ctry/CHR and willing to relocate. JOHN STAINS: (417) 883-4060 or (417) 887-5675. (4/28)

After three years' in small/medium market radio, I'm now ready to move on to a medium/large market station. Currently AM Drive/PD in Midwest Ohio. (419) 586-9942. (4/28)

15 years' experience headed back toward Oklahoma City. Ctry/AC/Oldies and superb production. Full or parttime. Leave message for JERRY: (405) 359-0746. (4/28)

Experienced Air Personality who is willing to relocate. Any shift, pay negotiable. JOHN: (214) 342-6185. (4/28)

Young radio pro seeks first fulltime adventure. Great ideas, energy, enthusiasm, some production, promotion, programming. I am a team player. JA: (215) 242-4634. (4/28)

Chicago, Denver and now Kansas City. I'm looking for afternoons in major or semi-major market. (913) 362-0520. (4/28)

Contemporary adult radio talent available for station with 1990's direction in progressive market. Creative, hip and focused. (518) 583-0696. (4/28)

Experienced CHR gladiator ready to slay your competition. Put my AT/OM/PD/MD skills to work for you. JIM: (304) 233-8937. (4/28)

Classic rock morning AT/PD can improve your attitude and altitude. Team player with all skills. GARY: (601) 286-5953. (4/28)

Looking for nights or overnights at any AOR/Oldies outlet. DAVE: (815) 933-6779. (4/28)

Five year sportscaster looking to move up. Currently morning drive host. BILL: (419) 994-4083. (4/28)

Welsh wizard works wonders with wireless. Play "spot the alliteration" and win me for your listeners. Satisfaction assured. ROGER: (6702) 721-2914. (4/28)

Stop me before I play the Righteous Bros. again. Canadian experience seeks airshift stateside. Anywhere Bill Medley has never been. JIM: (416) 579-9043. (4/28)

AT with five years' experience. Great production, great phones, and best friend to your listeners. Prefer AOR/CHR and ready to relocate for the right gig. GREG: (609) 795-7509. (4/28)

Underappreciated idiot savant seeks a medium market scene. Please provide market and a desk. Wapner at 4. TONE MAN: (616) 696-1631. (4/28)

Energetic AT seeks change. Strong production, solid airwork, team player. Prefer AC/Oldies/Country. DAVE: (712) 233-1160. (4/28)

News/Salesperson sought at Virginia based CHR station. Team players need only apply. T&R: Telemedia Broadcasting, Box 689, King George, VA 22485. (4/28)

Sex! It's one of two things I know about. The other is radio. We need each other. Nine years' experience. (307) 789-3902. (4/28)

Energetic, creative pro can do promotions, news, on-air, and production. Prefer Southern markets. AC/CHR/AOR. You name it, let's talk. BRUCE LEE: (305) 968-7971. (4/28)

Currently employed at AOR doing mornings in Northeast and seeking AOR/CHR in medium/major market. All areas considered. JIM: (609) 522-9566. (4/28)

Two years' experience at top stations in CHR/Ctry/Oldies/Christian. SCOTT: (309) 762-0340. (4/28)

POSITIONS SOUGHT

Stop. Think about how you felt when the DJ played your special song, and how it felt like he was talking just to you. Remember? BUD HARTLEY: (515) 277-1486. (4/28)

My bags are packed! Black announcer, versatile, and loves the industry. PERCY WILLIAMS: (212) 869-2300. (4/28)

I'm not a comedian. I'm not really a DJ. I'm more of a creative director on the radio. Hire me! JEFF: (516) 623-8483. (4/28)

Sports/News professional with great voice and delivery. 11 years' experience. Seeking sports, PBP, or news position in South or West. CARL: (916) 342-0975. (4/21)

Female talent with over five years' of AOR experience wants to rock your city. (701) 293-1230. (4/21)

Seven years' experience, great production, PD/MD experience, wants P2 market. I'm your best hire. JOE: (205) 837-8813. (4/21)

HAVE PROMO, WILL TRAVEL

12 years broadcast promotions, marketing, publicity, advertising, merchandising. After a year of consulting Disneyland and others, I'm ready to join your team. Single and ready to relocate now! Bob Jenkins (408) 370-5735.

PD/AT with 14 years experience available for medium or large market. Mature, good background in all phases of radio. Ready now. LENNY: (409) 822-7005. (4/21)

Seven year AT seeking Country home, medium and major market experience. Extensive knowledge of Country music. Good pipes, great production. BOB: (512) 755-4119. (4/21)

Hardworking North Dakota lad can do the job for you. Will move anywhere. PAUL: (701) 838-2283. (4/21)

Bags packed. Move on your call. Asst. PD/AT. Looking to relocate to NC/VA/GA or FL. RON: (912) 267-6317. (4/21)

R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance!

Display & Blind Box advertising orders must be typewritten or printed and accompanied by payment mailed to our office in advance. VISA, MC, AmEx accepted.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday noon (PST)** prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

Attention PDs, OMs, NDs, GMs

Searching for Talent? CALL NATIONAL!

It's Quick... Easy... and your only cost is a telephone call... 205-822-9144. National represents hundreds of professional broadcasters for all size markets and all formats. Announcers, news, sports, production. We can schedule a complete presentation within 24 hours of your call. **Call Now — 205-822-9144.**

NATIONAL BROADCAST TALENT COORDINATORS
Dept. R., P.O. Box 20551 • Birmingham, AL 35216 • (205) 822-9144

ACT NOW!



BREAKERS

DIANA ROSS

Workin' Overtime (Motown)

79% of our reporting stations on it. Rotations: Heavy 1/1, Medium 6/4, Light 68/65, Total Adds 70 including WXYV, WILD, WDAS, WUSL, WAMO, WHUR, WKYS, WVEE, KMJQ, KRNB. Debuts at number 40 on the Urban Contemporary chart.

EUGENE WILDE

I Can't Stop (This Feeling) (MCA)

68% of our reporting stations on it. Rotations: Heavy 0/0, Medium 12/1, Light 53/14, Total Adds 15 including WVEE, KHYS, WYLD, WZAK, KSOL, WWKX, WJIZ, WXOK, Z93, WJTT.

MARCUS LEWIS

Seaching For A Good Love (Epic)

67% of our reporting stations on it. Rotations: Heavy 0/0, Medium 20/0, Light 44/10, Total Adds 10, WILD, WHUR, K104, WYLD, XHRM, WDKT, WQIS, WJJS, WQIM, WQQK, KDKS.

ALTON "WOKIE" STEWART

She's So Cold (Epic)

61% of our reporting stations on it. Rotations: Heavy 0/0, Medium 13/1, Light 45/12, Total Adds 13 including K104, KMJM, WFXA, WATV, WPAL, WFXC, WZFX, Z104, KFXZ, WJJS.

MILES JAYE

Objective (Island)

60% of our reporting stations on it. Rotations: Heavy 2/0, Medium 20/0, Light 35/7, Total Adds 7, WXYV, WDJY, HOT103, WBLX, WQIM, WPLZ, HOT96.

NEW & ACTIVE

BOYS "A Little Romance" (Motown) 53/19

Rotations: Heavy 0/0, Medium 9/2, Light 44/17, Total Adds 19 including K104, KHYS, XHRM, WJIZ, WATV, WENN, WPAL, Z93, WJTT, WFXE. Mediums include: WDJY, WYLD, KBCE, WALT, HOT105.

CHUCKII BOOKER "Turned Away" (Atlantic) 48/25

Rotations: Heavy 0/0, Medium 1/1, Light 47/24, Total Adds 25 including WILD, WDAS, WDJY, WHUR, KJLH, WJIZ, WFXA, WENN, WWDM, WFXE.

VESTA "Congratulations" (A&M) 47/15

Rotations: Heavy 0/0, Medium 9/0, Light 38/15, Total Adds 15 including WXYV, WILD, WTLC, KQXL, WXOK, WATV, Z93, WQIC, WTUG. Mediums include: KMJM, XHRM, WFXA, WFXE, WQQK.

MILLI VANILLI "Don't Forget My Number" (Arista) 46/26

Rotations: Heavy 0/0, Medium 11/5, Light 35/21, Total Adds 26 including KHYS, KRNB, HOT103, WVKO, KMJM, XHRM, WJIZ, WATV, WENN, WPAL. Mediums include: WDAS, WWKX, WFXA, WWDM, WTUG.

LEOTIS "On A Mission" (Mercury) 46/3

Rotations: Heavy 0/0, Medium 19/0, Light 27/3, Total Adds 3, OC104, WQIC, WEAS. Mediums include: WHUR, WYLD, KMJM, WATV, Z93.

CHANNEL 2 "Keep It Simple" (Wing/Polydor) 42/4

Rotations: Heavy 1/0, Medium 20/0, Light 21/4, Total Adds 4, PWR94, KSOL, WTMP, WTUG. Heavy: WEAS. Mediums include: WHUR, K104, KRNB, WNHC, WWKX.

M.C. HAMMER "Turn This Mutha Out" (Capitol) 39/12

Rotations: Heavy 9/0, Medium 14/2, Light 16/10, Total Adds 12 including KJLH, WJIZ, WEKS, WXOK, WQFX, WALT, WQIC, HOT105, WPLZ, KMJJ. Heavies include: KDAY, KSOL, WENN, WPEG, WEAS. Mediums include: WHUR, WZAK, Z93, Q92, WTUG.

BAR-KAYS "Animal" (Mercury) 39/5

Rotations: Heavy 0/0, Medium 11/0, Light 28/5, Total Adds 5, WZAK, KBCE, WJJS, WANM, KACE. Mediums include: WHUR, WFXE, WDKT, WEAS, WDZZ.

VANESSA WILLIAMS "Darlin' I" (Wing/Polydor) 38/17

Rotations: Heavy 0/0, Medium 2/0, Light 36/17, Total Adds 17 including WXYV, WDAS, WBLZ, XHRM, WJIZ, WEKS, Z16, WIKS, WTUG, Z92, WTLZ. Mediums include: WDKT, WDZZ.

FINE YOUNG CANNIBALS "She Drives Me Crazy" (IRS/MCA) 38/5

Rotations: Heavy 9/0, Medium 12/0, Light 17/5, Total Adds 5, WTLZ, WALT, WQIC, WBLX, KPRW. Heavies include: KRNB, HOT103, OC104, KCHX, HOT96. Mediums include: KJMJ, WQIC, HOT105, WTUG, KACE.

CHERYL "PEPSII" RILEY with FULL FORCE "Every Little Thing About You" (Columbia) 35/16

Rotations: Heavy 0/0, Medium 2/0, Light 33/16, Total Adds 16 including WEDR, HOT103, WENN, WQMG, WJMI, Q92, KFXZ, U102, WQIC, WQQK. Mediums include: WFXE, WALT.

CHRISTOPHER McDANIELS "A Woman's Touch" (Mega Jam) 33/7

Rotations: Heavy 0/0, Medium 2/0, Light 31/7, Total Adds 7, WEDR, WNHC, WJIZ, KQXL, KFXZ, WQQK, WTUG. Medium: WFXA, WEAS.

JAMES INGRAM "It's Real" (WB) 32/29

Rotations: Heavy 0/0, Medium 2/2, Light 30/27, Total Adds 29 including WXYV, WKYS, WBLZ, WTLC, KMJM, KDAY, KJLH, XHRM, WXOK, WENN.

PAULA ABOLU "Forever Your Girl" (Virgin) 27/2

Rotations: Heavy 11/0, Medium 7/0, Light 9/2, Total Adds 2, XHRM, WTUG. Heavies include: WAMO, KRNB, HOT103, KSOL, OC104. Mediums include: KHYS, WTLZ, WEKS, WJTT, WQQK.

LYNCH "Magic Spell" (Capitol) 26/7

Rotations: Heavy 0/0, Medium 1/0, Light 25/7, Total Adds 7, KMJQ, WJTT, WZFX, U102, WEAS, Z92, WVOI. Medium: WWDM.

Breakers are those records that have achieved concurrent airplay at 60% of our reporting stations. **New & Active** records are receiving airplay at 25 or more stations. Records in **Significant Action** are receiving airplay from 10-24 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve Breaker status to enter the Urban Contemporary chart. Records which have achieved Breaker status must also have sufficient heavy and medium rotation airplay to enter the chart.

MOST ADDED

DIANA ROSS (70)
JAMES INGRAM (29)
MILLI VANILLI (26)
CHUCKII BOOKER (25)
LEVERT (24)
PEABO BRYSON (23)
SURFACE (21)
BOYS (19)
VANESSA WILLIAMS (17)
CHERYL "PEPSII" RILEY (16)

HOTTEST

JODY WATLEY (72)
GUY (56)
SKYY (48)
BOY GEORGE (39)
ALYSON WILLIAMS (31)
KARYN WHITE (29)
AL B. SURE! (20)
DEON ESTUS (19)
PASADEANS (18)
TONE LOC (14)

TOP 10

RECURRENTS

LW	TW	Record
—	1	NEW EDITION/Crucial
1	2	CHERRELLE/Affair
2	3	B. BROWN/Step
9	4	DINO/24/7
3	5	TAYLOR & BELLE/Forever
4	6	ASHFORD & SIMPSON/II
7	7	TODAY/Girl
—	8	SURFACE/Closer
8	9	BOYS/Lucky
10	10	EL DeBARGE/Real

SIGNIFICANT ACTION

LEVERT "Got To Get The Money" (Atlantic) 24/24

Rotations: Heavy 0/0, Medium 3/3, Light 21/21, Total Adds 24 including WDAS, WDJY, WKYS, KHYS, KMJQ, HOT103, KJLH, WWKX, WEKS, WFXA.

CHANELLE "One Man" (Profile) 24/1

Rotations: Heavy 0/0, Medium 7/0, Light 17/1, Total Adds 1, WRKS. Mediums include: WPAL, WJTT, WQFX, WIKS, WEAS.

SURFACE "Shower Me With Your Love" (Columbia) 23/21

Rotations: Heavy 1/0, Medium 1/0, Light 21/21, Total Adds 21 including WUSL, KMJQ, PWR94, KMJM, KJLH, WNHC, WWKX, WFXA, WFXE, KIIZ. Heavy: WFXC. Medium: WWDM.

REAL ROXANNE "Roxanne's On A Roll" (Select) 21/9

Rotations: Heavy 0/0, Medium 1/0, Light 20/9, Total Adds 9, PWR94, KBCE, WENN, WPAL, WQMG, Z104, KIIZ, K98-FM, WEAS. Medium: KDAY.

SWEET OBSESSION "Cash" (Epic) 21/4

Rotations: Heavy 0/0, Medium 4/0, Light 17/4, Total Adds 4, KIIZ, HOT105, WEAS, WGPR. Medium: WPAL, WZFX, WDKT, KDKS.

ROACHFORD "Cuddly Toy (Feel For Me)" (Epic) 18/1

Rotations: Heavy 0/0, Medium 3/0, Light 15/1, Total Adds 1, KBUZ. Medium: WWKX, WJTT, WVOI.

KC FLIGHTT "Planet E" (RCA) 17/5

Rotations: Heavy 0/0, Medium 1/0, Light 16/5, Total Adds 5, WEDR, WBLZ, WWKX, WJIZ, WEAS. Medium: KIIZ.

STEZO "It's My Turn" (Sleeping Bag) 17/3

Rotations: Heavy 0/0, Medium 2/0, Light 15/3, Total Adds 3, KMJQ, KMJJ, Z92. Medium: KHYS, WIKS.

GEORGIO "Romantic Love" (Motown) 17/2

Rotations: Heavy 0/0, Medium 2/0, Light 15/2, Total Adds 2, WFXE, HOT96. Medium: WEDR, WWDM.

PUBLIC ENEMY "Black Steel In The Hour Of Chaos" (Def Jam/Columbia) 17/2

Rotations: Heavy 0/0, Medium 4/0, Light 13/2, Total Adds 2, WZAK, WXOK. Medium: WHUR, KDAY, WJTT, WANM.

FREDDIE JACKSON "Crazy (For Me)" (Capitol) 16/15

Rotations: Heavy 0/0, Medium 2/2, Light 14/13, Total Adds 15 including WKYS, K104, WTLZ, WNHC, WWKX, WWDM, WFXC, WQMG, WQFX, HOT105.

2 LIVE CREW "The Bomb Has Dropped" (Luke Skywalker) 16/3

Rotations: Heavy 0/0, Medium 1/1, Light 15/2, Total Adds 3, WHUR, WENN, WFXC.

B-FATS featuring ALEESE SIMMONS "I Found Love" (Orpheus/EMI) 14/13

Rotations: Heavy 0/0, Medium 0/0, Light 14/13, Total Adds 13 including WJIZ, KQXL, WPAL, WJTT, WFXE, WQIS, Z99, WALT, WEAS, WTMP.

FERNANDO SAUNDERS "The Stallion" (Grudge/BMG) 13/3

Rotations: Heavy 0/0, Medium 3/0, Light 10/3, Total Adds 3, WJTT, WQFX, KMJJ. Medium: WHUR, K98-FM, WEAS.

PATTI DAY "Inch By Inch" (Starway) 12/6

Rotations: Heavy 0/0, Medium 0/0, Light 12/6, Total Adds 6, WBLZ, KBCE, WIKS, WEAS, WTUG, WVOI.

DJ CHUCK CHILL OUT & KOOL CHIP "Rhythm Is The Master" (Mercury) 12/2

Rotations: Heavy 0/0, Medium 2/0, Light 10/2, Total Adds 2, KSOL, WQOK. Medium: WHUR, WJTT.

NENEH CHERRY "Buffalo Stance" (Virgin) 11/4

Rotations: Heavy 1/0, Medium 4/1, Light 6/3, Total Adds 4, KJMJ, XHRM, WWKX, HOT105. Heavy: KRNB. Medium: WYLD, KPRR, KCHX.

GYRLZ "Jam Jam (If You Can)" (Capitol) 11/3

Rotations: Heavy 0/0, Medium 3/0, Light 8/3, Total Adds 3, WYLD, Z104, WDKT. Medium: KMJQ, WWDM, WQQK.

M.C. RENEGADE "My Baby Is Gone" (Next Plateau) 11/0

Rotations: Heavy 0/0, Medium 2/0, Light 9/0, Total Adds 0. Medium: WJTT, KPRW.

MAMADO & SHE "I'm Your Wild Thang" (WTG) 10/3

Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Total Adds 3, WEDR, WZAK, WQIM. Medium: WHUR, KSOL, WJTT, WEAS.

STEVIE B "I Want To Be The One" (LMR) 10/2

Rotations: Heavy 5/0, Medium 2/2, Light 3/0, Total Adds 2, HOT105, WJHM. Heavy: XHRM, WWKX, KPRR, WJMI, KCHX.

NEW ARTISTS

Reports/Adds

1	CHUCKII BOOKER/Turned Away (Atlantic)	48/25
2	LEOTIS/On A Mission (Mercury)	46/3
3	CHANNEL 2/Keep It Simple (Wing/Polydor)	42/4
4	M.C. HAMMER/Turn This Mutha Out (Capitol)	39/12
5	FINE YOUNG CANNIBALS/She Drives Me Crazy (IRS/MCA)	38/5
6	CHRISTOPHER McDANIEL/A Woman's Touch (Mega Jam)	33/7
7	LYNCH/Magic Spell (Capitol)	26/7
8	CHANELLE/One Man (Profile)	24/1
9	ROACHFORD/Cuddly Toy (Feel For Me) (Epic)	18/1
10	KC FLIGHTT/Planet E (RCA)	17/5

New artists have not yet had a UC Breaker.

MERCURY...ON A MISSION

WHEN IT COMES TO HITS...



HAS THE WORD!

PRESENTING THE NEWEST SMASH

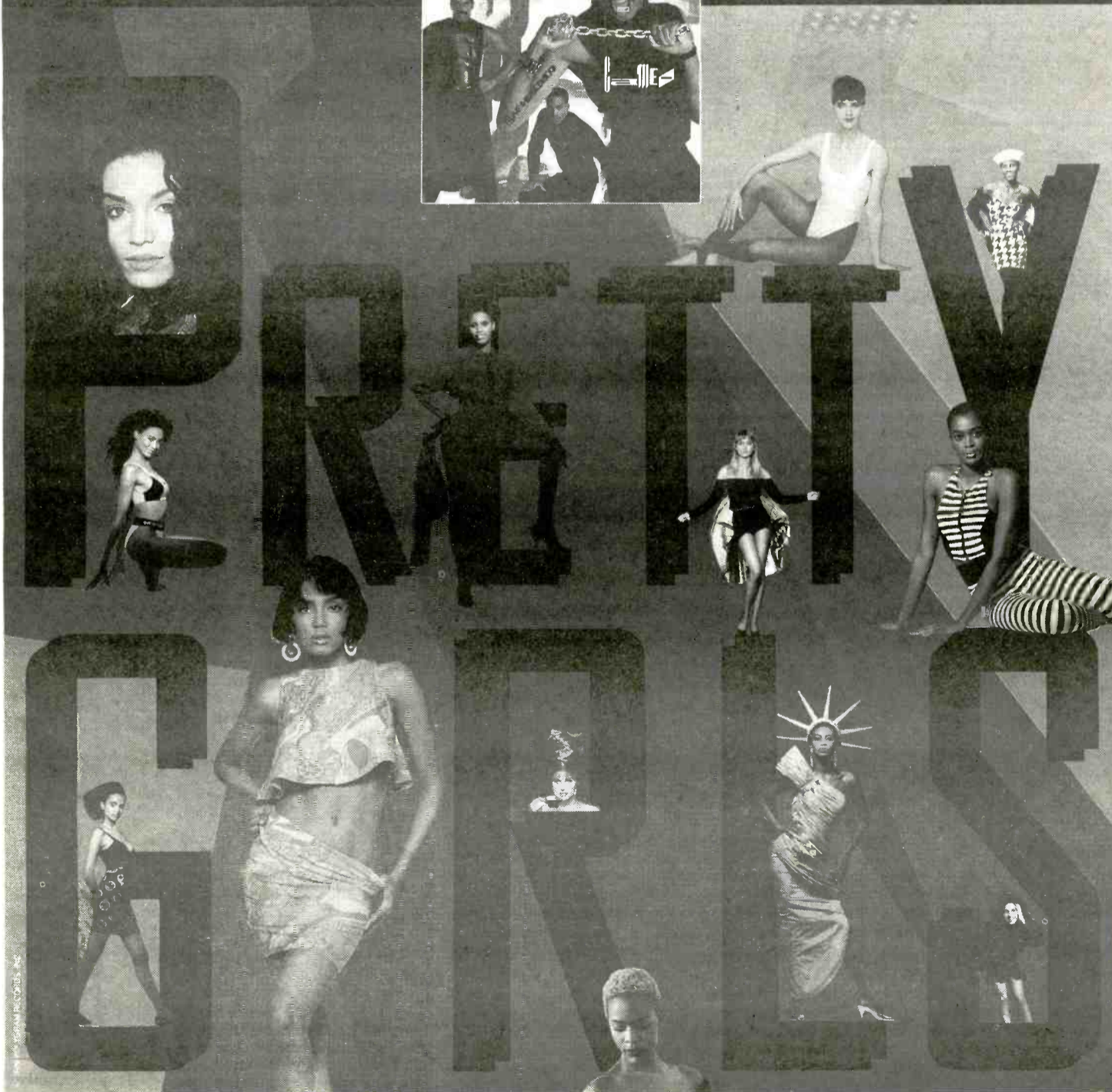
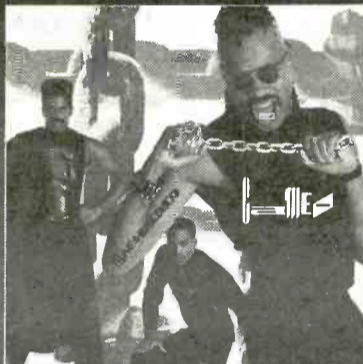
"PRETTY GIRLS."

FROY CAMEO'S MACHISMO.

ON ATLANTA ARTISTE COMPACT DISCS, CHROME CASSETTES AND RECORDS.

PRODUCED BY: LARRY BLACKMON
MANAGEMENT: Q PRIME INC.

When you
PLAY IT,
SAY IT!



UC ADDS & HOTS

EAST

WYVY/Baltimore
Sampson/Lewis
DIANA ROSS
VANESSA WILLIAMS
VESTA
JAMES INGRAM
MILES JAYE
Hottest:
JODY WATLEY
GUY
SKYY
ALYSON WILLIAMS
KARYN WHITE

WVXI/Providence

WVXI/Providence
Tyler/Reid
Z-LOOKE
NENEH CHERRY
SURFACE
DIANA ROSS
EUGENE WILDE
DE LA SOUL
LEVERT
KC FLIGHTT
TOMI JENKINS
AL JARREAU
FREDDIE JACKSON
Hottest:
SKYY
LEVI GEORGE
PASADENAS
AL B. SURE
DEON ESTUS

WILD/Boston

WILD/Boston
Hill/Hall
DIANA ROSS
TOMI JENKINS
MARCUS LEWIS
CHUCKII BOOKER
VESTA
ARETHA FRANKLIN &
Hottest:
GUY
JODY WATLEY
DEON ESTUS
DE LA SOUL
PASADENAS

WUSL/Philadelphia

WUSL/Philadelphia
Allan/Monds
PEABO BRYSON
DIANA ROSS
SURFACE
Hottest:
J.T. TAYLOR & REG
BOBBY BROWN
KARYN WHITE
JODY WATLEY

WKYS/Washington

WKYS/Washington
Simpson/Diggs
DIANA ROSS
FREDDIE JACKSON
JAMES INGRAM
INFORMATION SOCIE
TOMI JENKINS
10DB
PEABO BRYSON
LEVERT
LIA
Hottest:
JODY WATLEY
GUY
KARYN WHITE
DINO
BOBBY BROWN

WNHC/New Haven

WNHC/New Haven
Hannibal/Dickinson
TEENA MARIE
TOMI JENKINS
CHRISTOPHER MCDAN
FREDDIE JACKSON
DIANA ROSS
RICK JAMES
SURFACE
BETTY WRIGHT
Hottest:
SKYY
JODY WATLEY
BOY GEORGE
GUY
PASADENAS

WDAS/Philadelphia

WDAS/Philadelphia
Joe Tamburro
DIANA ROSS
CHUCKII BOOKER
VANESSA WILLIAMS
LEVERT
Hottest:
KARYN WHITE
JODY WATLEY
ANNE G.
AL B. SURE
ATLANTIC STARR

WDJY/Washington

WDJY/Washington
Boej Johnson
ANITA BAKER
SOUL II SOUL
INFORMATION SOCIE
CHUCKII BOOKER
MILES JAYE
ALEESE SIMMONS
TOMI JENKINS
LEVERT
JODY WATLEY
BILLY HURSEY
Hottest:
KARYN WHITE
JODY WATLEY
GUY
E.U.
ATLANTIC STARR

WRKS/New York

WRKS/New York
Gray/Brown
SOUL II SOUL
CHANELLE
ROOL MOE DEE
Hottest:
BOBBY BROWN
NEW EDITION
JODY WATLEY
SKYY
SIMPLY RED

WAMO/Pittsburgh

WAMO/Pittsburgh
Weaver/Goewey
BE BE & CE CE WIN
ANNE G.
RICK ASTLEY
DE LA SOUL
DIANA ROSS
Hottest:
BOY GEORGE
GUY
CHAKA KHAN
SKYY
JODY WATLEY

WHUR/Washington

WHUR/Washington
Mike Archie
CHUCKII BOOKER
SOUL II SOUL
DIANA ROSS
GUY
CHAKA KHAN
SKYY
JODY WATLEY
LACHANDRA
MARCUS LEWIS
Hottest:
JODY WATLEY
AMY KEYS
DE LA SOUL
BE BE & CE CE WIN
MANQUIN

SOUTH

WJZI/Albany

WJZI/Albany
Tony Wright
SLICK RICK
NEW KIDS ON THE B
M.C. HAMMER
VANESSA WILLIAMS
MILLI VANILLI
BOYS
SPECIAL ED
EUGENE WILDE
CHUCKII BOOKER
CHRISTOPHER MCDAN
KC FLIGHTT
B-FATS
MILLI VANILLI
Hottest:
JODY WATLEY
KARYN WHITE
GUY
Z-LOOKE

WPAL/Charleston

WPAL/Charleston
Don Kendrick
EAZY E
REAL ROXANNE
VANESSA WILLIAMS
MILLI VANILLI
BOYS
JAMES INGRAM
B-FATS
C.J. ANTHONY
SPECIAL ED
ALTON STEWART
Hottest:
JODY WATLEY
GUY
AL B. SURE
CHAKA KHAN
M.C. HAMMER

KBCA/Alexandria

KBCA/Alexandria
Rob Neel
DIANA ROSS
BETTY WRIGHT
SPECIAL ED
NEW KIDS ON THE B
C.J. ANTHONY
PATTI DAY
REAL ROXANNE
SWEET TEE
BAR-KAYS
ANITA BAKER
Hottest:
SKYY
E.U.
JODY WATLEY
ALYSON WILLIAMS
BOY GEORGE

Z93/Charleston

Z93/Charleston
Chiff Fletcher
MILLI VANILLI
ANITA BAKER
LA RUE
PEABO BRYSON
EUGENE WILDE
SOUL II SOUL
BOYS
VESTA
DIANA ROSS
Hottest:
BE BE & CE CE WIN
JODY WATLEY
SKYY
GUY
AL B. SURE
BOY GEORGE

WVEE/Atlanta

WVEE/Atlanta
Roberts/Diamond
LUTHER VANDROSS
PEABO BRYSON
DIANA ROSS
ANITA BAKER
TOMI JENKINS
EUGENE WILDE
Hottest:
BOBBY BROWN
CHERRELLE
NEW EDITION
DEON ESTUS
BOY GEORGE

WPEG/Charlotte

WPEG/Charlotte
Saunders/Little
LEVERT
E.U.
Hottest:
GUY
SKYY
ATLANTIC STARR
ALYSON WILLIAMS
JODY WATLEY

WTKZ/Atlanta

WTKZ/Atlanta
Lyles/Castle
M.C. HAMMER
JOYCE IRBY
LEVERT
VANESSA WILLIAMS
Hottest:
JODY WATLEY
GUY
SKYY
DEON ESTUS
CHAKA KHAN

WQFJ/Gulfport-Biloxi

WQFJ/Gulfport-Biloxi
Al Luv
MADONNA
ANITA BAKER
DIANA ROSS
FERNANDO SAUNDERS
CONDITION RED
M.C. HAMMER
LEVERT
FREDDIE JACKSON
Hottest:
JODY WATLEY
SKYY
ALYSON WILLIAMS
PASADENAS
GUY

WFXA/Augusta

WFXA/Augusta
Carl Conner
LEVERT
DIANA ROSS
BE BE & CE CE WIN
SURFACE
CHUCKII BOOKER
ALTON STEWART
Hottest:
JODY WATLEY
AL B. SURE
GUY
SKYY
ATLANTIC STARR

WJTT/Chattanooga

WJTT/Chattanooga
Sewell/St. James
EUGENE WILDE
FERNANDO SAUNDERS
VANESSA WILLIAMS
LYNCH
SPECIAL ED
BOYS
Hottest:
JODY WATLEY
Z-LOOKE
GRADY HARRELL
BOY GEORGE
SKYY

WXOK/Baton Rouge

WXOK/Baton Rouge
Matt Morton
DE LA SOUL
ANITA BAKER
BE BE & CE CE WIN
PUBLIC ENEMY
DIANA ROSS
VESTA
ROB BASE
JAMES INGRAM
M.C. HAMMER
EUGENE WILDE
Hottest:
JODY WATLEY
GUY
SKYY
ALYSON WILLIAMS
PASADENAS

WFXE/Columbus

WFXE/Columbus
Byron Pitts
GRADY HARRELL
GEORGIO
BOYS
SURFACE
MILLI VANILLI
CHUCKII BOOKER
B-FATS
Hottest:
KARYN WHITE
BOY GEORGE
Z-LOOKE
JODY WATLEY
MADONNA

KQXL/Baton Rouge

KQXL/Baton Rouge
Welch/Clay
LISA LISA
SLICK RICK
VESTA
DIANA ROSS
KIARA
CHRISTOPHER MCDAN
LA RUE
Hottest:
JODY WATLEY
GUY
SKYY
ALYSON WILLIAMS
PASADENAS

WFMJ/Dallas

WFMJ/Dallas
Smith/Robbins
SWEET SENSATION
DONNY OSMOND
WATERFRONT
DE LA SOUL
LISA LISA
NENEH CHERRY
Hottest:
MADONNA
STEVIE B
NEW KIDS ON THE B
TONE LOC
DE LA SOUL
GUY
SKYY
ALYSON WILLIAMS
PASADENAS

WENN/Birmingham

WENN/Birmingham
Donnell/Starr
BOYS
CHUCKII BOOKER
MILLI VANILLI
CHERYL "PEPSII" R
DIANA ROSS
JAMES INGRAM
REAL ROXANNE
2 LIVE CREW
Hottest:
JODY WATLEY
AL B. SURE
ALYSON WILLIAMS
BOY GEORGE

KJMZ/Dallas

KJMZ/Dallas
Spears/Anderson
PEABO BRYSON
BOYS
ALTON STEWART
MARCUS LEWIS
FREDDIE JACKSON
ANITA BAKER
DEJA'
Hottest:
KARYN WHITE
GUY
BOBBY BROWN
JODY WATLEY
SKYY

WFXC/Durham

WFXC/Durham
Spencer/Mack
2 LIVE CREW
HOWARD HUNTSBERRY
LEVERT
ALTON STEWART
CHUCKII BOOKER
OAKTOWN'S 3.5.7.
ROOL MOE DEE
BOYS
NATALIE COLE
DIANA ROSS
FREDDIE JACKSON
Hottest:
KID'N PLAY
GUY
DE LA SOUL
SLICK RICK
SKYY

WATV/Birmingham

WATV/Birmingham
Ron January
BOYS
VESTA
ALTON STEWART
MILLI VANILLI
BE BE & CE CE WIN
DIANA ROSS
Hottest:
JODY WATLEY
GUY
SKYY
PASADENAS
Z-LOOKE
DEON ESTUS
GUY

KPRR/E Paso

KPRR/E Paso
Perry/Molano
MILLI VANILLI
DIANA ROSS
PEABO BRYSON
JAMES INGRAM
Hottest:
JODY WATLEY
TONE LOC
MADONNA
FINE YOUNG CANNIB
DEBBIE GIBSON

WZFX/Fayetteville

WZFX/Fayetteville
Tony Lype
DIANA ROSS
VESTA
LYNCH
ALTON STEWART
JAMES INGRAM
LEVERT
Hottest:
BOY GEORGE
JODY WATLEY
BOBBY BROWN
SKYY
KARYN WHITE

WQMG/Greensboro

WQMG/Greensboro
Epps/Avery
BOYS
VANESSA WILLIAMS
CHUCKII BOOKER
REAL ROXANNE
FREDDIE JACKSON
CHERYL "PEPSII" R
BE BE & CE CE WIN
Hottest:
KARYN WHITE
JODY WATLEY
TONE LOC
E.U.
BOBBY BROWN

Z104/Greenville

Z104/Greenville
Wayne Walker
KARYN WHITE
JUNE POINTER
DIANA ROSS
SOUL II SOUL
ALTON STEWART
GYRLZ
TOMI JENKINS
TONY TERRY
BE BE & CE CE WIN
REAL ROXANNE
ROE & CE CE WIN
BOY GEORGE
GRADY HARRELL
CHARLIE SINGLETON
SKYY
JODY WATLEY

WQFJ/Gulfport-Biloxi

WQFJ/Gulfport-Biloxi
Al Luv
MADONNA
ANITA BAKER
DIANA ROSS
FERNANDO SAUNDERS
CONDITION RED
M.C. HAMMER
LEVERT
FREDDIE JACKSON
Hottest:
JODY WATLEY
SKYY
ALYSON WILLIAMS
PASADENAS
GUY

KMJQ/Houston

KMJQ/Houston
Stradford/Dave
LUTHER VANDROSS
MICA PARIS
DIANA ROSS
TONY TONI TONE
LEVERT
STezo
SURFACE
GRADY HARRELL
Hottest:
JODY WATLEY
BOY GEORGE
GUY
MARC V.
JOYCE IRBY

KHYS/Houston

KHYS/Houston
Hegwood/Smallwood
BOYS
MILLI VANILLI
PEABO BRYSON
LEVERT
MICA PARIS
EUGENE WILDE
Hottest:
JODY WATLEY
TONE LOC
BOY GEORGE
SLICK RICK
DEON ESTUS

WDKT/Huntsville

WDKT/Huntsville
Thomas/Carmichael
DIANA ROSS
JAMES INGRAM
EL DEBARGE
BOYS
CHUCKII BOOKER
SUE ANN
MARCUS LEWIS
Hottest:
JODY WATLEY
GUY
SKYY
DEON ESTUS
GRADY HARRELL

WJMI/Jacksonville

WJMI/Jacksonville
Stan Brooks
MILLI VANILLI
DIANA ROSS
LEVERT
CHERYL "PEPSII" R
Hottest:
ALYSON WILLIAMS
JODY WATLEY
AL B. SURE
BOY GEORGE
DEON ESTUS

Q92/Jacksonville

Q92/Jacksonville
Stan Brooks
MILLI VANILLI
DIANA ROSS
LEVERT
CHERYL "PEPSII" R
Hottest:
ALYSON WILLIAMS
JODY WATLEY
AL B. SURE
BOY GEORGE
DEON ESTUS

KHZ/Killeen

KHZ/Killeen
Geno Burgess
STezo
DIANA ROSS
CHUCKII BOOKER
SWEET OBSESSION
SURFACE
MILLI VANILLI
REAL ROXANNE
Hottest:
JODY WATLEY
SKYY
ALYSON WILLIAMS
KARYN WHITE

KFXZ/Lafayette

KFXZ/Lafayette
Chuck Harrison
MICA PARIS
BE BE & CE CE WIN
VESTA
MILLI VANILLI
CHERYL "PEPSII" R
CHUCKII BOOKER
ALTON STEWART
DIANA ROSS
CHRISTOPHER MCDAN
Hottest:
PASADENAS
ALYSON WILLIAMS
SKYY
BOY GEORGE
JODY WATLEY

KXZZ/Lake Charles

KXZZ/Lake Charles
Singleton/Denise
DIANA ROSS
CHARLIE SINGLETON
VANESSA WILLIAMS
BOYS
JAMES INGRAM
JUNE POINTER
SURFACE
Hottest:
GUY
SKYY
BOY GEORGE
JODY WATLEY
AL B. SURE

WQIS/Laurel

WQIS/Laurel
Ron Davis
DIANA ROSS
BE BE & CE CE WIN
BOY GEORGE
EUGENE WILDE
VESTA
B-FATS
Hottest:
KARYN WHITE
ALYSON WILLIAMS
GUY
JODY WATLEY
SKYY

WBLX/Mobile

WBLX/Mobile
Tony Brown
PEABO BRYSON
LISA LISA
MILES JAYE
FINE YOUNG CANNIB
JAMES INGRAM
Hottest:
KARYN WHITE
BOBBY BROWN
GUY
TONE LOC
DINO

U102/Lexington

U102/Lexington
Tom Holiday
BOYS
CHUCKII BOOKER
MILLI VANILLI
LYNCH
CHERYL "PEPSII" R
DIANA ROSS
LEVERT
JAMES INGRAM
SURFACE
Hottest:
GUY
SKYY
BOY GEORGE
AL B. SURE
E.U.

K99-FM/Monroe

K99-FM/Monroe
Hughes/Jack
DIANA ROSS
ARETHA FRANKLIN &
REAL ROXANNE
CHUCKII BOOKER
BETTY WRIGHT
O'JAYS
VESTA
Hottest:
BOY GEORGE
CHAKA KHAN
E.U.
SIMPLY RED
JODY WATLEY

WLOU/Louisville

WLOU/Louisville
Ange Canessa
DIANA ROSS
SURFACE
Hottest:
BOY GEORGE
E.U.
DEON ESTUS
DINO
GUY

WJSS/Lynchburg

WJSS/Lynchburg
Lad Goins
LUTHER VANDROSS
ARETHA FRANKLIN &
ANITA BAKER
ALTON STEWART
MILLI VANILLI
MARCUS LEWIS
BAR-KAYS
Hottest:
ATLANTIC STARR
JODY WATLEY
SKYY
GUY
AL B. SURE

KRNB/Memphis

KRNB/Memphis
Fina/Walker
SHEENA EASTON
JOHNNY KEMP
DONNY OSMOND
JUDSON SPENCE-
MILLI VANILLI
BOBBY BROWN
DIANA ROSS
Hottest:
JODY WATLEY
ALYSON WILLIAMS
BOY GEORGE
DEON ESTUS
SKYY

WQIC/Meridian

WQIC/Meridian
Larry Carr
M.C. HAMMER
LEOTIS
DIANA ROSS
SURFACE
FINE YOUNG CANNIB
CHERYL "PEPSII" R
CHUCKII BOOKER
Hottest:
GUY
SKYY
AL B. SURE
JODY WATLEY
ALYSON WILLIAMS

WALT/Meridian

WALT/Meridian
Steve Poston
B-FATS
TONY TONI TONE
FINE YOUNG CANNIB
ANITA BAKER
DIANA ROSS
M.C. HAMMER
Hottest:
JODY WATLEY
GUY
SKYY
ALYSON WILLIAMS
KARYN WHITE

WEDR/Miami

WEDR/Miami
Jackson/Jones
MAMADO & SHE
DONNA ALLEN
DIANA ROSS
KC FLIGHTT
CHERYL "PEPSII" R
CHRISTOPHER MCDAN
Hottest:
JODY WATLEY
SKYY
GUY
GRADY HARRELL
PASADENAS

KCHX/Midland-Odessa

KCHX/Midland-Odessa
Paige Crawford
BOYS
ANITA BAKER
LUTHER VANDROSS
DIANA ROSS
FRIDAY FRIDAY
MILLI VANILLI
PEABO BRYSON
Hottest:
MADONNA
BOY GEORGE
JODY WATLEY
STEVIE B
PAULA ABDUL

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WCDX/Richmond

WCDX/Richmond
Young/Maxwell
FREDDIE JACKSON
PEABO BRYSON
LEVERT
DIANA ROSS
ATLANTIC STARR
LISA LISA
Hottest:
GRADY HARRELL
BOY GEORGE
SKYY
JODY WATLEY
ALYSON WILLIAMS

WPLZ/Petersburg

WPLZ/Petersburg
Maxx Myrick
DIANA ROSS
SOUL II SOUL
MILES JAYE
M.C. HAMMER
KIARA
BE BE & CE CE WIN
Hottest:
BOBBY BROWN
JODY WATLEY
KARYN WHITE
BOY GEORGE
GUY

WQIM/Montgomery

WQIM/Montgomery
Roahon Vance
PEABO BRYSON
ARETHA FRANKLIN &
BE BE & CE CE WIN
DIANA ROSS
MILES JAYE
VESTA
MILLI VANILLI
K-9 POSSE
MAMADO & SHE
Hottest:
GUY
ALYSON WILLIAMS
JODY WATLEY
TONE LOC
PASADENAS

WQKQ/Nashville

WQKQ/Nashville
Rick Lee
MARCUS LEWIS
JAMES INGRAM
VANESSA WILLIAMS
SURFACE
CHERYL "PEPSII" R
CAMBO
DRAMATICS
FREDDIE JACKSON
Hottest:
JODY WATLEY
ALYSON WILLIAMS
BOY GEORGE
DEON ESTUS
SKYY

KMJJ/Shreveport

KMJJ/Shreveport
Sharp/Walker
STezo
BETTY WRIGHT
M.C. HAMMER
FREDDIE JACKSON
LEVERT
FERNANDO SAUNDERS
DIANA ROSS
Hottest:
ALYSON WILLIAMS
JODY WATLEY
Z-LOOKE
BOY GEORGE
SKYY

WYLD-FM/New Orleans

WYLD-FM/New Orleans
Atkins/Savage
DE LA SOUL
GYRLZ
PEABO BRYSON
MARCUS LEWIS
EUGENE WILDE
TONE LOC
DIANA ROSS
Hottest:
SKYY
JODY WATLEY
ALYSON WILLIAMS
GUY
BOY GEORGE

PWR94/Norfolk

PWR94/Norfolk
Brown/Diamond
E.U.
PEABO BRYSON
LUTHER VANDROSS
DIANA ROSS
REAL ROXANNE
CHANNEL 2
SURFACE
Hottest:
AL B. SURE
JODY WATLEY
E.U.
ALYSON WILLIAMS
TEN CITY

HOT103/Norfolk

HOT103/Norfolk
Tony Richards
MILLI VANILLI
DIANA ROSS
MILES JAYE
CHERYL "PEPSII" R
LEVERT
Hottest:
JODY WATLEY
ALYSON WILLIAMS
BOY GEORGE
DEON ESTUS
E.U.

WJMM/Oriando

WJMM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

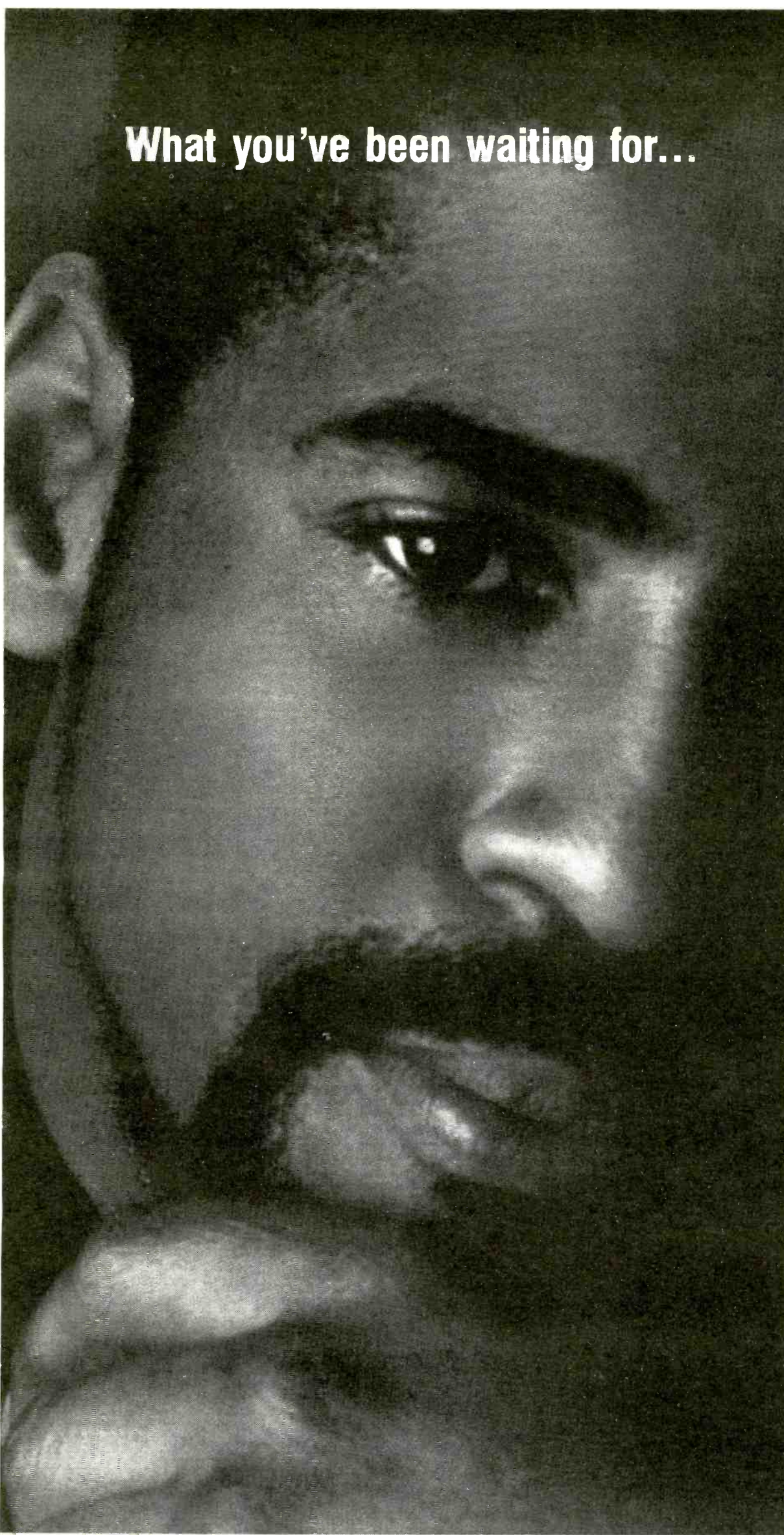
WJHM/Oriando

WJHM/Oriando
Linsey/Hollywood
STEVIE B
SURFACE
DIANA ROSS
KIARA
DEP JEP
LUTHER VANDROSS
Hottest:
ANQUETTE
FAZE
STOP THE VIOLENCE
TONE LOC
BOBBY BROWN

KDKS/Shreveport

KDKS/Shreveport

What you've been waiting for...



The new single from

M I L E S
J A Y E

“Objective”

Urban Contemporary
BREAKERS

Now On 57 UC
Reporters — 60%
Including:

WXYV	WEDR	KMJM
WDJY	WYLD	KJLH
WKYS	HOT103	KSOL
KMJQ	WZAK	

From the soon-to-be-released hit album

“Irresistible”



Radio surely knows that Miles Jaye is truly “Irresistible”

From your friends at Island/4th & Broadway



3 2
WKS WKS LW TW

APRIL 28, 1989

Total
Reports/Adds Heavy Medium Light

6	4	3	1	ALABAMA/If I Had You (RCA)	178/0	165	12	1
3	2	2	2	JUDDS/Young Love (Curb/RCA)	176/0	164	12	0
14	9	4	3	RODNEY CROWELL/After All This Time (Columbia)	178/0	154	22	2
4	1	1	4	RANDY TRAVIS/Is It Still Over (WB)	174/0	158	11	5
13	12	5	5	RESTLESS HEART/Big Dreams In A Small Town (RCA)	178/1	127	45	6
17	14	10	6	STEVE WARINER/Where Did I Go Wrong (MCA)	177/0	116	58	3
20	16	11	7	CLINT BLACK/Better Man (RCA)	176/0	98	73	5
23	17	14	8	EARL THOMAS CONLEY/Love Out Loud (RCA)	178/1	69	102	7
19	15	12	9	FORESTER SISTERS/Love Will (WB)	173/0	81	83	9
12	11	8	10	BAILLIE & THE BOYS/She Deserves You (RCA)	157/0	102	44	11
26	19	15	11	DESERT ROSE BAND/She Don't Love Nobody (MCA/Curb)	177/1	55	110	12
21	18	16	12	DWIGHT YOAKAM/I Got You (Reprise)	171/1	67	84	20
27	20	17	13	ROSANNE CASH/I Don't Want To Spoil The Party (Columbia)	173/0	38	123	12
25	21	18	14	SKIP EWING/The Gospel According To Luke (MCA)	170/3	37	119	14
11	10	7	15	PATTY LOVELESS/Don't Toss Us Away (MCA)	140/0	83	42	15
29	22	19	16	DAN SEALS/They Rage On (Capitol)	170/1	26	135	9
2	3	9	17	K.T. OSLIN/Hey Bobby (RCA)	127/0	72	36	19
28	24	21	18	LIONEL CARTWRIGHT/Like Father Like Son (MCA)	163/6	37	95	31
34	27	23	19	TANYA TUCKER/Call On Me (Capitol)	170/4	17	119	34
48	34	26	20	KATHY MATTEA/Come From The Heart (Mercury)	171/12	9	99	63
32	28	24	21	SHOOTERS/If I Ever Go Crazy (Epic)	158/5	21	98	39
46	36	27	22	RICKY SKAGGS/Lovin' Only Me (Epic)	166/15	6	96	64
35	30	25	23	GENE WATSON/Back In The Fire (WB)	153/6	11	95	47
41	33	28	24	OAK RIDGE BOYS/Beyond Those Years (MCA)	155/16	4	104	47
9	6	6	25	HIGHWAY 101/Setting Me Up (WB)	121/0	62	39	20
—	45	32	26	RICKY VAN SHELTON/Hole In My Pocket (Columbia)	154/17	2	86	66
38	32	29	27	LARRY BOONE/Wine Me Up (Mercury)	139/7	12	77	50
1	5	13	28	SHENANDOAH/The Church On Cumberland Road (Columbia)	107/0	41	47	19
47	41	33	29	PAUL OVERSTREET/Sowin' Love (RCA)	138/21	5	70	63
—	48	35	30	EDDY RAVEN/In A Letter To You (Universal)	153/38	2	64	87
BREAKER			31	GEORGE STRAIT/What's Going On In Your World (MCA)	136/44	6	41	89
BREAKER			32	MERLE HAGGARD/5:01 Blues (Epic)	113/11	0	63	50
BREAKER			33	J.C. CROWLEY/I Know What I've Got (RCA)	110/9	3	56	51
5	8	20	34	BILLY JOE ROYAL/Tell It Like It Is (Atlantic America)	82/0	21	40	21
7	7	22	35	ROY ORBISON/You Got It (Virgin)	56/0	19	25	12
BREAKER			36	JAMES HOUSE/Don't Quit Me Now (MCA)	110/10	1	50	59
BREAKER			37	RONNIE MILSAP/Houston Solution (RCA)	120/48	3	31	86
BREAKER			38	MCCARTERS/Up And Gone (WB)	120/21	0	38	82
BREAKER			39	CONWAY TWITTY/She's Got A Single Thing... (MCA)	107/26	1	37	69
16	23	31	40	KEITH WHITLEY/I'm No Stranger To The Rain (RCA)	47/1	17	18	12
—	50	45	41	RUSSELL SMITH/I Wonder What She's Doing Tonight (Epic)	78/6	1	31	46
—	—	48	42	GARTH BROOKS/Much Too Young (Capitol)	86/13	3	26	57
8	13	30	43	FOSTER & LLOYD/Fair Shake (RCA)	48/0	7	25	16
—	—	49	44	LORRIE MORGAN/Dear Me (RCA)	77/13	0	28	49
DEBUT			45	RONNIE McDOWELL/Sea Of Heartbreak (Curb)	76/12	2	28	46
DEBUT			46	DON WILLIAMS/One Good Well (RCA)	73/16	2	18	53
10	25	34	47	VERN GOSDIN/Who You Gonna Blame It On This Time (Columbia)	37/0	6	21	10
DEBUT			48	SWEETHEARTS OF THE RODEO/If I Never See Midnight Again (Columbia)	67/13	0	19	48
DEBUT			49	JOHN CONLEE/Fellow Travelers (16th Avenue/Capitol)	66/10	1	16	49
—	—	50	50	BURCH SISTERS/Old Flame, New Fire (Mercury)	51/3	0	19	32

MOST ADDED

RONNIE MILSAP (48)
REBA McENTIRE (45)
GEORGE STRAIT (44)
EDDY RAVEN (38)
DOLLY PARTON (28)
CONWAY TWITTY (26)
LARRY GATLIN ... (25)
C. HILLMAN & R. McGUINN (25)
BELLAMY BROTHERS (24)
GEORGE JONES (24)

HOTTEST

ALABAMA (122)
JUDDS (122)
RANDY TRAVIS (117)
RODNEY CROWELL (96)
RESTLESS HEART (43)
CLINT BLACK (39)
K.T. OSLIN (39)
PATTY LOVELESS (28)
STEVE WARINER (21)
BAILLE & THE BOYS (19)
HIGHWAY 101 (19)

NEW ARTISTS

Reports/Adds

- 1 G. BROOKS/Much Too... (Cap.) ... 86/13
- 2 RUSSELL SMITH/I Wonder What... (Col.) ... 78/6
- 3 C.C. CHAPMAN/Frontier Justice (Curb) ... 47/6
- 4 MARY C. CARPENTER/How Do (Col.) ... 38/7
- 5 CHRIS AUSTIN/Blues Stay Away... (WB) ... 37/1
- 6 KEVIN WELCH/I Came Straight... (WB) ... 28/16
- 7 J. STEVENS/Johnny Lucky &... (Atl. Amer.) ... 21/5
- 8 TIM MENSY/Hometown Advantage (Col.) ... 15/0
- 9 CANYON/Right Train, Wrong... (16th Ave.) ... 13/5
- 10 DAVID SLATER/She Will (Cap.) ... 8/3

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

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

BREAKERS

GEORGE STRAIT

What's Going On In Your World (MCA)

On 76% of reporting stations. Rotations: Heavy 6, Medium 41, Light 89, Total Adds 44 including WCAO, WHWK, WPOR, WBEE, KRRV, WYNK, WUSY, KSSN, WLWI, WOWW, WBVE, WKKQ, WHOK, WTSO, KZSN, WQXK, KUGN, KCCY, KKAT, KDRK. Moves 41-31 on the Country chart.

MCCARTERS

Up And Gone (WB)

On 67% of reporting stations. Rotations: Heavy 0, Medium 38, Light 82, Total Adds 21 including WTCR, WILQ, WORC, WKLO, WESC, KIKK, WQIK, WGKX, WBVE, KJJY, WYNG, WFMS, WDAF, WTSO, WMIL, WFMB, WTHI, KKCS, KFMS, KEEN. Moves 49-43-38 on the Country chart.

RONNIE MILSAP

Houston Solution (RCA)

On 67% of reporting stations. Rotations: Heavy 3, Medium 31, Light 86, Total Adds 48 including WWYZ, WRKZ, WTCR, WZPR, WAJR, WKNN, WOWW, WYYD, KKYX, WCHY, WGEE, WHOK, WFMB, WWJO, K102, KUGN, KFRE, KRWQ, KEKB, KFMS. Moves 47-37 on the Country chart.

MERLE HAGGARD

5:01 Blues (Epic)

On 63% of reporting stations. Rotations: Heavy 0, Medium 63, Light 50, Total Adds 11, KYKR, KPLX, WMSI, WGKX, KNFM, WQYK, WFMS, WFMB, KSOP, KCKC, KSAN. Moves 44-37-32 on the Country chart.

J.C. CROWLEY

I Know What I've Got (RCA)

On 62% of reporting stations. Rotations: Heavy 3, Medium 56, Light 51, Total Adds 9, WGNA, CHOW, KAYD, WLVK, WPAP, KRMD, WFMS, WQXK, KZLA. Moves 42-36-33 on the Country chart.

JAMES HOUSE

Don't Quit Me Now (MCA)

On 62% of reporting stations. Rotations: Heavy 1, Medium 50, Light 59, Total Adds 10, WQCB, WKAK, WQIK, WLWI, WPAP, WKNN, KKCS, KUGN, KFRE, KSAN. Moves 46-40-36 on the Country chart.

CONWAY TWITTY

She's Got A Single Thing In Mind (MCA)

On 60% of reporting stations. Rotations: Heavy 1, Medium 37, Light 69, Total Adds 26 including WSNO, WAJR, WBEE, KASE, WYNK, WXBQ, WSTH, KLLL, WSIX, KJNE, WGEE, WHOK, KZKX, WTHI, KZSN, KUGN, KFRE, KFMS, KZLA, KNCQ. Moves 46-39 on the Country chart.

3 WAYS TO HEAT UP YOUR SPRING BOOK

GEORGE STRAIT

"What's Going On In Your World"

31 BREAKER

JAMES HOUSE

"Don't Quit Me Now"

36 BREAKER

CONWAY TWITTY

"She's Got A Single Thing In Mind"

39 BREAKER

The BEST In Country Music **MCA RECORDS NASHVILLE**



NEW & ACTIVE

GARTH BROOKS "Much Too Young" (Capitol) 86/13

Rotations: Heavy 3, Medium 26, Light 57, Total Adds 13, WVAM, WQBE, WTCR, WDSY, WXBQ, WMSI, WKSJ, WSM, WODR, WCHY, WMUS, KFRE, KCKC, WSTH, WTCM, KFDI. Moves 48-42 on the Country chart.

RUSSELL SMITH "I Wonder What She's Doing Tonight" (Epic) 78/6

Rotations: Heavy 1, Medium 31, Light 46, Total Adds 6, WVAM, KYKR, WLWI, WKYQ, WUSQ, KIK-FM. Heavy: WCUZ. Medium: KEAN, KASE, WEZL, WLK, WRNS, KPLX, WGKX, WPAP, WHOK, WOW, KRWQ, KKAT, KDRK. Moves 50-45-41 on the Country chart.

LORRIE MORGAN "Dear Me" (RCA) 77/13

Rotations: Heavy 0, Medium 28, Light 53, Total Adds 13, WVAM, WTCR, WZPR, WDSY, WYNN, WMSI, WQDR, KBMR, WHOK, KZKX, KGHL, KIIQ, KKAT. Medium: WEZL, WSOC, WIVK, WLWI, WCMS, WYNG, KASH. Moves 49-44 on the Country chart.

RONNIE McDOWELL "Sea Of Heartbreak" (Curb) 76/12

Rotations: Heavy 2, Medium 28, Light 46, Total Adds 12, WWYZ, WRKZ, WWVA, KRRV, WMSI, WQYK, KJNE, WUSQ, WMIL, KWOX, KLZ, KTOM. Heavy: WTVY, KRKT. Medium: WCAO, KIKK, WGEE, WMUS, KGHL, KMIX. Debuts at number 45 on the Country chart.

DON WILLIAMS "One Good Well" (RCA) 73/16

Rotations: Heavy 2, Medium 18, Light 53, Total Adds 16, WSNQ, WAYZ, WXKX, WXTU, WICO, WXBQ, WEZL, KNFM, WKSJ, WCHY, KJNE, WAXX, KWMT, KCJB, WWJO, KSOP. Heavy: WSOC, WDAF. Debuts at number 46 on the Country chart.

SWEETHEARTS OF THE ROOEO "If I Never See Midnight Again" (Columbia) 67/13

Rotations: Heavy 0, Medium 19, Light 48, Total Adds 13, WCAO, WPOC, WDSY, CHOW, WEZL, WLK, KHEY, WCHY, KJNE, WHOK, WTHI, KGHL, KEKB. Medium: WOKK, WKNN, KTTS, WTCM, KWOX, KUZZ, KDRK. Debuts at number 48 on the Country chart.

JOHN CONLEE "Fellow Travelers" (16th Avenue/Capitol) 66/10

Rotations: Heavy 1, Medium 16, Light 49, Total Adds 10, WZPR, WOKK, KNFM, WPAP, WBVE, WKKQ, WHOK, KWOX, KASH, KKAT. Heavy: KCJB. Medium: KRRV, WEZL, WGKX, WCMS, WKNN, KFGO, KFDI, KVOC, KTOM. Debuts at number 49 on the Country chart.

CHRIS HILLMAN & ROGER McGUIINN "You Ain't Going Nowhere" (Universal) 54/25

Rotations: Heavy 0, Medium 11, Light 43, Total Adds 25, WCAO, WSNQ, WWYZ, WICO, WXBQ, WDXE, KLLL, KNFM, WNOE, WKYQ, WOWW, KKYX, WUSQ, WAXX, KFGO, KCJB, WFMB, WWJO, KVOO, KFDI, KASH, KFFE, KMIX, KUPL, KDRK.

SIGNIFICANT ACTION

T. GRAHAM BROWN "Never Say Never" (Capitol) 52/20

Rotations: Heavy 0, Medium 10, Light 42, Total Adds 20, WQBE, WICO, KRRV, WUSY, WFLS, WESC, KLLL, WNOE, KKYX, KJNE, WHOK, KCJB, WXCL, WWJO, KZSN, KALF, KRWO, KWHT, KIIQ, KDRK.

BURCH SISTERS "Old Flame, New Fire" (Mercury) 51/3

Rotations: Heavy 0, Medium 19, Light 32, Total Adds 3, WZPR, WEZL, KZSN. Medium: WQCB, WAJR, CHOW, KRRV, WLK, WFLS, KIKK, WLWI, WPAP, WWWV, KCJB, WOW, KTTS, KFDI, KWOX, KIK-FM, KALF, KDRK. Moves 50-50 on the Country chart.

GEORGE JONES "Ya Ba Da Ba Do (So Are You)" (Epic) 50/24

Rotations: Heavy 0, Medium 15, Light 35, Total Adds 24, WAJR, WICO, KRRV, WYAY, WUSY, WSTH, WDXE, WNOE, WWKA, WOWW, KKYX, WIRK, WSLR, KBMR, WAXX, KFGO, KWMT, KTTS, WWJO, KALF, KLZ, KNIX, KIIQ, KTOM.

CEE CEE CHAPMAN "Frontier Justice" (Curb) 47/6

Rotations: Heavy 1, Medium 15, Light 31, Total Adds 6, CHOW, WCMS, KASH, KWJ, KNCQ, KDRK. Heavy: KRKT. Medium: WVAM, WPOC, WICO, WKAK, KMML, WRNS, WKLO, WTVY, WAXX, KFGO, KCJB, WTCM, KFDI.

REBA McENTIRE "Cathy's Clown" (MCA) 46/45

Rotations: Heavy 1, Medium 11, Light 34, Total Adds 45 including WYRK, WWYZ, WTCR, KMML, WKHX, KAYD, WXBQ, WSOC, WUSY, KIKK, WIVK, WOKK, WKSJ, WYYD, KAJA, WIRK, WDAF, KXXY, KYGO, KIIQ.

EMMYLOU HARRIS "Heaven Only Knows" (Reprise) 46/20

Rotations: Heavy 0, Medium 10, Light 40, Total Adds 20, WRKZ, WICO, KRRV, KASE, WUSY, WTVY, WFLS, KLLL, WKNN, WAXX, KFGO, KCJB, WFMB, K102, KIK-FM, KALF, KRWO, KEKB, KTOM, KDRK.

MARY CHAPIN CARPENTER "How Oo" (Columbia) 38/7

Rotations: Heavy 0, Medium 9, Light 29, Total Adds 7, WWYZ, WXTU, WWVA, KKIX, WOKK, KKYX, KDRK.

CHARLIE DANIELS BAND "Midnight Train" (Epic) 37/7

Rotations: Heavy 0, Medium 6, Light 31, Total Adds 7, WTCR, WEZL, WTVY, WFLS, WKYQ, WYYD, KKYX. Medium: KMML, WCMS, WTCM, KFDI, KRKT. Light: WXKX, KASE, WLK, KPLX, WSIX, WDAF, WHOK, KRST.

CHRIS AUSTIN "Blues Stay Away From Me" (WB) 37/1

Rotations: Heavy 1, Medium 2, Light 26, Total Adds 1, WWVA. Heavy: KDRK. Medium: WSNQ, WFLS, KFGO, WOW, KTTS, KFDI, KWOX, KRKT, KASH, KALF. Light: WKAK, WNOE, KJNE, WAXX, WHOK, KVOC, KWJJ, KKAT.

BELLAMY BROTHERS "Hillbilly Hell" (MCA/Curb) 35/24

Rotations: Heavy 1, Medium 2, Light 32, Total Adds 24, WAYZ, WRKZ, WXKX, WDSY, WICO, WEZL, WRNS, WTVY, WFLS, KIKK, WDXE, WOKK, WYYD, WAXX, WHOK, KTPK, KVOO, KFDI, KWOX, KRKT, KIK-FM, KALF, KTOM, KCKC.

DOLLY PARTON "Why'd You Come In Here..." (Columbia) 31/28

Rotations: Heavy 0, Medium 3, Light 28, Total Adds 28 including WPOC, WYRK, WAYZ, WWYZ, WRKZ, WSOC, WTVY, KIKK, WIVK, WGKX, WOKK, WCMS, WKYQ, WYYD, WBVE, WMUS, KUZZ, KUUY, KWJJ, KCCY.

LARRY GATLIN & THE GATLIN BROS. "I Might Be What You're Lookin' For" (Universal) 31/25

Rotations: Heavy 0, Medium 5, Light 26, Total Adds 25 including WQBE, WRKZ, KRRV, WEZL, WRNS, WSTH, WTVY, WFLS, WOKK, WSIX, WTSO, WMUS, KTTS, WTCM, KRKT, KIK-FM, KASH, KEKB, KNCQ, KIIQ.

JUICE NEWTON "When Love Comes Around The Bend" (RCA) 29/12

Rotations: Heavy 0, Medium 5, Light 24, Total Adds 12, WICO, KASE, WXBQ, WSOC, KKIX, WDXE, WSIX, WKYQ, WKNN, WOWW, WUSQ, KCJB. Medium: WCMS, WOW, KRKT, KMIX. Light: WWYZ, KMML, WLK, K102.

KEVIN WELCH "I Came Straight To You" (WB) 28/16

Rotations: Heavy 0, Medium 2, Light 26, Total Adds 16, WRKZ, WXKX, WKAK, WSTH, WKLO, WTVY, WNOE, KKYX, KFGO, WOW, KTPK, WTCM, KVOO, KFDI, KGHL, KUUY.

BUCK OWENS "Put A Quarter In The Jukebox" (Capitol) 27/1

Rotations: Heavy 1, Medium 9, Light 17, Total Adds 1, WWVA. Heavy: KIKK. Medium: WOW, KTTS, WTCM, KIK-FM, KUZZ, KALF, KFRE, KEKB, KDRK. Light: WNOE, WAXX, KWMT, WHOK, KGHL, KMIX, KSOP, KIIM.

MICKEY GILLEY "Still Got A Way" (Airsborne) 23/5

Rotations: Heavy 0, Medium 4, Light 19, Total Adds 5, WXBQ, WEZL, WSTH, KWMT, KALF. Medium: KRRV, KHEY, KCJB, KTTT. Light: WBEE, WFLS, WDXE, WCMS, KKYX, WAXX, KFGO, KVOO, KNCQ.

JO-EL SONNIER "Blue, Blue" (RCA) 21/15

Rotations: Heavy 0, Medium 1, Light 20, Total Adds 15, KRRV, WEZL, WKLO, WFLS, WOKK, WCMS, KFGO, KCJB, KVOO, KFDI, KRKT, KIK-FM, KALF, KTOM, KDRK. Light: WXKX, KMML, WTVY, KKIX, WUSQ, KRWO.

JEFF STEVENS & THE BULLETS "Johnny Lucky And Suzi '68" (Atlantic America) 21/5

Rotations: Heavy 1, Medium 2, Light 18, Total Adds 5, KKIX, WFLS, KIKK, KKYX, KNCQ. Heavy: WOKK. Medium: WTVY, KRKT. Light: KRRV, WSTH, WCMS, WAXX, KFGO, KCJB, KVOO, KVOC, KRWO.

MEL McDANIEL "Blue Suede Blues" (Capitol) 21/5

Rotations: Heavy 0, Medium 4, Light 17, Total Adds 5, WTVY, WDXE, WNOE, WAXX, KTTS. Medium: KRKT, KGHL, KMIX, KDRK. Light: WKAK, KKIX, WSM, WKNN, WUSQ, KXXY, KTPK, KVOO, KWOX, KUUY, KALF, KRWO.

TIM MENSY "Hometown Advantage" (Columbia) 15/0

Rotations: Heavy 0, Medium 5, Light 10, Total Adds 0, Medium: WSTH, KCJB, KTTS, KFDI, KASH. Light: KRRV, KKIX, WFLS, KIKK, WDXE, WNOE, KKYX, KFGO, WOW, KVOO.

LACY J. DALTON "I'm A Survivor" (Universal) 14/11

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 11, WICO, KMML, WTVY, WGKX, WOKK, WCMS, KBMR, WGEE, KRKT, KVOC, KTOM. Light: KEAN, KUUY, KWJJ.

CANYON "Right Track, Wrong Train" (16th Avenue/Capitol) 13/5

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 5, WCAO, WAJR, WICO, WOW, KUUY. Medium: KRKT. Light: WXKX, KEAN, KMML, KKIX, WDXE, KWOX, KRWO.

NITTY GRITTY OIRT BAND "Turn Of The Century" (Universal) 9/9

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, KMML, KKIX, KBMR, WDAF, KCJB, KTPK, KUUY, KRWO, KEKB.

ALBUM TRACKS

ARTIST/Song Title (Label)

Album Title

ALABAMA/High Cotton (RCA)	Southern Star
RICKY VAN SHELTON/Living Proof (Columbia)	Loving Proof
JUDDS/Let Me Tell You About Love (Curb/RCA)	River Of Time
FOSTER & LLOYD/She Knows What She Wants (RCA)	Faster & Louder
RANDY TRAVIS/Written In Stone (WB)	Old 8 x 10
GEORGE STRAIT/Angel Angelina (MCA)	Beyond The Blue Neon
GEORGE STRAIT/Hollywood Squares (MCA)	Beyond The Blue Neon
RONNIE MILSAP/Feels Like I'm Cheating On You (RCA)	Stranger Things Have...
LARRY BOONE/Fool's Paradise (Mercury)	Swingin' Doors & Saw...
ALABAMA/Down On The River (RCA)	Southern Star
GEORGE STRAIT/Ace In The Hole (MCA)	Beyond The Blue Neon
ALABAMA/Barefootin' (RCA)	Southern Star
JUDDS/Cadillac Red (Curb/RCA)	River Of Time
DESERT ROSE BAND/Hello Trouble (MCA/Curb)	Running
ALABAMA/The Borderline (RCA)	Southern Star
KATHY MATTEA/She Came From Fort Worth (Mercury)	Willow In The Wind

Has Jason D. Williams

lived a prior life?

If so, was he raised by humans?



Summary table with columns: MOST ADDED, HOTTTEST, SOUTH, MIDWEST, WEST. Lists artists and stations for various regions.

WUBES

Main table listing radio stations and their current playlists across various regions like WASH, WVLA, WYZZ, etc.

WEST

Table listing radio stations in the West region and their current playlists, including stations like KKCS, KFRE, KFMS, etc.

178 Reporters
172 Current Playlists
Called in Frozen Playlist (2):
KFKF/Kansas City
WUBE/Cincinnati
Did Not Report, Playlist Frozen (4):
KIZN/Boise
WAMZ/Louisville
WCUZ/Winston-Salem



BREAKERS

BARRY MANILOW

Keep Each Other Warm (Arista)

56% of our reporters on it. Rotations: Heavy 0, Medium 6, Light 40, Total Adds 46 including WVBF, WALK, KVIL, 2WD, WNLT, WMYX, KOST, WCKQ, WFPA, WLDR, KBLQ.

ANITA BAKER

Lead Me Into Love (Elektra)

54% of our reporters on it. Rotations: Heavy 0, Medium 15, Light 29, Total Adds 17 including WVBF, WLTS, WOMC, KLSI, KBIG, WLEV, WMGS, WSLI, KELT, 3WM, KRLB, KTYL.

NEW & ACTIVE

PAULA ABDUL "Forever Your Girl" (Virgin) 39/2

Rotations: Heavy 6/0, Medium 22/0, Light 11/2, Total Adds 2, WMGS, WECQ. Heavy: WKQX, WAFL, WSKI, WCKQ, KRLB, WORG. Medium: WNSR, WLEV, WVAF, Y103, U102, WSLQ, WTRX, 3WM, WEIM, WHAI, WQNY, WGLL, WFPA, KTDY, WZNS, KVIC, WCMJ, WMTFM, WTVR, KBLQ, KYJC, KAYN. Light including B100, K101, WEBE, WYKZ, WGSV.

TIFFANY "Hold An Old Friend's Hand" (MCA) 34/10

Rotations: Heavy 0, Medium 5/0, Light 29/10, Total Adds 10, WLEV, WMGS, WTCB, WQNY, KRLB, KTYL, KSCB, WTVR, WLDR, KSTR. Medium: WCKQ, WFPA, WORG, WKCX, KYJC. Light including WEBE, WVAF, WSLQ, 3WM, WEIM, WGLL, WSKI, WKSJ, WYKZ, WZNS, KVIC, WCMJ, KKLK, KBLQ, KAYN.

NEW KIDS ON THE BLOCK "I'll Be Loving You Forever" (Columbia) 32/5

Rotations: Heavy 1/0, Medium 12/0, Light 19/5, Total Adds 5, 2WD, KELT, WTRX, WMTFM, WTVR. Heavy: KESZ. Medium: WSLQ, WHAI, WAFL, WSKI, WCKQ, WGSV, KRLB, WZNS, WORG, WKCX, KVIC, KBLQ. Light including WVBF, B100, WLEV, WLHT, WFMK, WHNN, 3WM, WQNY, KTYL, WCMJ, KSCB, WLDR, KKLK, KYJC.

BREATHE "All This I Should Have Known" (A&M) 31/13

Rotations: Heavy 0, Medium 5/0, Light 26/13, Total Adds 13, WLEV, WSLI, KHLT, WQNY, WGLL, WKSJ, WFPA, WGSV, KRLB, KTYL, KSCB, WTVR, KKLK. Medium: WTRX, WAFL, WORG, WMTFM, KBLQ. Light including WNUA, WSLQ, 3WM, WEIM, WSKI, WYKZ, KTDY, WZNS, WKCX, KVIC, WCMJ, KYJC, KAYN.

SCOTT GRIMES "I Don't Even Mind" (A&M) 28/1

Rotations: Heavy 0, Medium 5/0, Light 23/1, Total Adds 1, WLDR. Medium: WALK, WSKI, WZNS, WORG, KBLQ. Light including WLEV, WVAF, KHLT, WSLQ, WTRX, 3WM, WEIM, WHAI, WQNY, WGLL, WAFL, WYKZ, WFPA, WGSV, KTYL, KVIC, WCMJ, KSCB, WJON, KKLK, KYJC, KAYN.

EDIE BRICKELL & NEW BOHEMIANS "Circle" (Geffen) 28/0

Rotations: Heavy 1/0, Medium 13/0, Light 14/0, Total Adds 0. Heavy: WNUA. Medium: WVAF, Y103, KELT, WSLQ, WEIM, WHAI, WAFL, WSKI, WZNS, WKCX, KBLQ, KYJC, KAYN. Light: WXTX, WTRX, 3WM, WQNY, WYKZ, KRLB, WORG, KVIC, WCMJ, WMTFM, KSCB, WTVR, WJON, KKLK.

SIMPLY RED "If You Don't Know Me By Now" (Elektra) 27/26

Rotations: Heavy 0, Medium 3/2, Light 24/24, Total Adds 26, WALK, WNUA, WLEV, WEBE, WSLQ, WTRX, 3WM, WEIM, WHAI, WSKI, WYKZ, WFPA, WGSV, KTDY, WZNS, WORG, WKCX, KTYL, KAYN, WCMJ, WMTFM, KSCB, WLDR, KSTR, KYJC, KAYN. Medium including WARM98.

CANDI "Love Makes No Promises" (MCA) 26/3

Rotations: Heavy 0, Medium 4/0, Light 22/3, Total Adds 3, WVAF, WJON, KSTR. Medium: WEIM, WZNS, WORG, WCKX. Light including WLEV, WSLQ, WTRX, 3WM, WHAI, WAFL, WSKI, WCKQ, WFPA, WGSV, KTYL, KVIC, WCMJ, WMTFM, KSCB, WLDR, KBLQ, KYJC, KAYN.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 THIRTY EIGHT SPECIAL	80/1	75	5	0
2 CHER & PETER CETERA	79/0	71	7	1
3 MADONNA	73/0	62	7	4
4 NATALIE COLE	79/3	42	33	4
5 ENYA	68/1	53	13	2
6 BETTE MIDLER	64/0	46	13	5
7 BASIA	67/2	40	23	4
8 DEON ESTUS	54/1	30	17	7
9 PAUL CARRACK & TERRI NUNN	63/0	44	13	6
10 KARYN WHITE	61/1	38	17	6
11 ARETHA FRANKLIN & ELTON JOHN	67/2	18	41	8
12 GRAYSON HUGH	64/4	35	22	7
13 CARLY SIMON	58/0	37	15	6
14 HOWARD JONES	67/7	13	42	12
15 JULIA FORDHAM	60/0	31	23	6
16 PHOEBE SNOW	62/4	18	33	11
17 GLENN FREY	58/1	16	37	5
18 SA-FIRE	63/5	10	39	14
19 CAROLE KING	58/2	7	44	7
20 SOUTHERN PACIFIC	56/1	8	34	14
21 RICK ASTLEY	59/8	2	34	23
22 STEVE WINWOOD	51/0	10	31	10
23 NEIL DIAMOND	56/6	2	28	26
24 BARBRA STREISAND	55/2	1	34	20
25 VANESSA WILLIAMS	31/0	11	14	6
26 ROY ORBISON	54/4	1	33	20
27 WATERFRONT	57/9	0	27	30
28 BANGLES	31/1	10	13	8
29 ONE 2 MANY	46/1	3	32	11
30 BUSTER POINDEXTER	43/0	4	30	9

MOST ADDED

- BARRY MANILOW (46)
- SIMPLY RED (26)
- ANITA BAKER (17)
- CHICAGO (16)
- WAS (NOT WAS) (15)
- BREATHE (13)
- CYNDI LAUPER (13)
- LYLE LOVETT (10)
- TIFFANY (10)
- WATERFRONT (9)

HOTTEST

- THIRTY EIGHT SPECIAL (67)
- CHER & PETER CETERA (64)
- MADONNA (53)
- BETTE MIDLER (34)
- ENYA (33)
- DEON ESTUS (19)
- CARLY SIMON (19)
- NATALIE COLE (17)
- KARYN WHITE (17)
- CARRACK & NUNN (15)

DONNY OSMOND "Soldier Of Love" (Capitol) 25/5

Rotations: Heavy 5/0, Medium 9/1, Light 11/4, Total Adds 5, KS95, K101, WMGS, WECQ, KVIC. Heavy: WKQX, KESZ, WAFL, WSKI, WCKQ. Medium including B100, Y103, WSLQ, WZNS, WORG, WKCX, KBLQ, KAYN. Light including WLEV, WEIM, WHAI, KRLB, WCMJ, WMTFM, WTVR.

ANIMATION "Room To Move" (Polydor) 25/3

Rotations: Heavy 2/0, Medium 7/0, Light 16/3, Total Adds 3, B100, WQNY, KKLK. Heavy: KMJI, WSKI. Medium: WKYE, WSLQ, WCKQ, KRLB, WORG, KVIC, KAYN. Light including WKQX, WSLI, 3WM, WEIM, WGLL, WYKZ, WFPA, WZNS, KTYL, WCMJ, WMTFM, KSCB, KYJC.

RESTLESS HEART "Big Dreams In A Small Town" (RCA) 25/0

Rotations: Heavy 0, Medium 10/0, Light 15/0, Total Adds 0. Medium: WEIM, WSKI, WFPA, WGSV, WZNS, WORG, WCKX, KVIC, KBLQ, KYJC. Light: WLEV, WVAF, KHLT, WSLQ, WTRX, 3WM, WHAI, WQNY, KTYL, WCMJ, KSCB, WJON, WLDR, KSTR, KAYN.

SIGNIFICANT ACTION

AL JARREAU "All Or Nothing At All" (Reprise) 24/8

Rotations: Heavy 0, Medium 3/0, Light 21/8, Total Adds 8, WHAI, WQNY, WAFL, WKSJ, WKTK, WZNS, KTYL, KSCB. Medium: WNUA, WMGN, WORG. Light including WSLQ, WTRX, 3WM, WSKI, WYKZ, WFPA, WKCX, WCMJ, WMTFM.

MICA PARIS "My One Temptation" (Island) 24/2

Rotations: Heavy 1/0, Medium 6/0, Light 17/2, Total Adds 2, WFMK, WMTFM. Heavy: WNUA. Medium: WSLQ, WEIM, WHAI, WZNS, WLDR, KYJC. Light including KELT, WTRX, WAFL, WKSJ, WYKZ, WGSV, WKCX, KVIC, KSCB, KSTR, KBLQ.

DONNA SUMMER "This Time I Know It's For Real" (Atlantic) 18/8

Rotations: Heavy 1/0, Medium 3/0, Light 14/8, Total Adds 8, WNLT, K101, 3WM, WAFL, WYKZ, WCKQ, KVIC, KSCB. Heavy: WEIM. Medium: WALK, WTRX, WORG. Light including B100, WSLQ, WHAI, WSKI, WZNS, WCMJ.

JIMMY HARNEN & SYNCH "Where Are You Now?" (WTG) 18/2

Rotations: Heavy 0, Medium 8/0, Light 10/2, Total Adds 2, WCKQ, KRLB. Medium: 2WD, WLTF, KESZ, WTCB, WORG, WCKX, KVIC, KAYN. Light including B100, WKYE, WMGS, WZNY, WTRX, WGLL, WZNS, KBLQ.

BELLE STARS "Iko Iko" (Capitol) 18/1

Rotations: Heavy 3/0, Medium 12/1, Light 3/0, Total Adds 1, WMGN. Heavy: KS95, WKYE, WEIM. Medium including WNLT, KLCY, B100, K101, WSLQ, WAFL, WSKI, WORG, WMTFM, KBLQ, KAYN. Light: WVAF, WGLL, KYJC.

ATLANTIC STARR "My First Love" (WB) 18/1

Rotations: Heavy 0, Medium 4/0, Light 14/1, Total Adds 1, WHAI. Medium: WLMG, WEIM, WAFL, WORG. Light including WLEV, WVAF, KHLT, WSLQ, WTRX, WYKZ, WZNS, KVIC, WCMJ, WMTFM, KSCB, KSTR, KYJC.

TANITA TIKARAM "Twist In My Sobriety" (Reprise) 17/1

Rotations: Heavy 1/0, Medium 4/0, Light 12/1, Total Adds 1, KBLQ. Heavy: WNUA. Medium: WKYE, WEIM, WORG, KYJC. Light including WLEV, WHAI, WAFL, WSKI, WFPA, WGSV, WZNS, WKCX, KVIC, KSCB, KAYN.

JIM CAPALDI "Some Come Running" (Island) 17/1

Rotations: Heavy 0, Medium 2/0, Light 14/1, Total Adds 1, 3WM. Heavy: WNUA. Medium: WKYE, KYJC. Light including WEIM, WQNY, WAFL, WSKI, WFPA, WGSV, WZNS, WORG, WKCX, KVIC, KSCB, WLDR, KAYN.

CHICAGO "We Can Last Forever" (Full Moon/Reprise) 16/16

Rotations: Heavy 0, Medium 0, Light 16/16, Total Adds 16, WLEV, WMGS, WSLI, WSLQ, WTRX, WEIM, WAFL, WYKZ, KTDY, WZNS, WORG, WKCX, KVIC, WCMJ, KSCB, KBLQ.

WAS (NOT WAS) "Anything Can Happen" (Chrysalis) 16/15

Rotations: Heavy 0, Medium 1/0, Light 15/15, Total Adds 15, B100, WLEV, WKYE, KELT, WEIM, WHAI, WSKI, WCKQ, WORG, KVIC, WMTFM, KSCB, KBLQ, KYJC, KAYN. Medium: WNUA.

CYNDI LAUPER "I Drove All Night" (Epic) 13/13

Rotations: Heavy 0, Medium 1/1, Light 12/12, Total Adds 13, WEBE, WVAF, WEIM, WQNY, WAFL, WCKQ, WZNS, WORG, KVIC, WCMJ, KSCB, KBLQ, KAYN.

MIKE RENO "Whenever There's A Night" (Cypress/A&M) 13/0

Rotations: Heavy 0, Medium 4/0, Light 9/0, Total Adds 0. Medium: WAFL, WCKQ, WZNS, KYJC. Light: WTRX, WEIM, WQNY, WORG, WKCX, KVIC, WCMJ, KSCB, KBLQ.

BON JOVI "I'll Be There For You" (Mercury) 11/1

Rotations: Heavy 1/0, Medium 1/1, Light 9/0, Total Adds 1, WVAF. Heavy: WSLQ. Light: WKYE, WEIM, WCKQ, WFPA, KRLB, WZNS, WORG, KVIC, KSCB.

MIKE & THE MECHANICS "Seeing Is Believing" (Atlantic) 11/1

Rotations: Heavy 0, Medium 2/0, Light 9/1, Total Adds 1, WVAF. Medium: WEIM, WZNS. Light including WKYE, WSLQ, WCKQ, WFPA, WGSV, WORG, WCMJ, KAYN.

LYLE LOVETT "Nobody Knows Me" (MCA) 10/10

Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WLEV, WEBE, WSLQ, 3WM, WEIM, WSKI, WGSV, WZNS, WORG, KVIC.

RAIN PEOPLE "Little Bit Of Time" (Epic) 9/5

Rotations: Heavy 0, Medium 0, Light 9/5, Total Adds 5, WSKI, WFPA, KSCB, KYJC, KAYN. Light including WEIM, WORG, WKCX, KBLQ.

"Wonderful Life"
the new single from [AM 1403]

Comedy [SP 5222]
the debut album by

Black
NAC Breaker (4/21)

NAC led the way for Basia, Enya, and Julia Fordham.

Now comes **BLACK** with "Wonderful Life".
Listen to the next AC Crossover hit.

Going for adds Monday May 1st.

Produced by Robin Millar for Multi Media (London) Ltd.
Management: Steve Baker with Charly Prevost

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AC ADDS & HOTS

CURRENT-BASED

EAST

P1

WVBF/Boston
Newell/Garcia
ROY ORBISON
ANITA BAKER
BARRY MANILOW
Hottest:
CHER & PETER CETE
38 SPECIAL
ARETHA & ELTON
NATALIE COLE
ENYA

P3

WEIM/Fitchburg
Jack Raymond
ELVIS COSTELLO
LYLE LOVETT
CYNDI LAUPER
CHICAGO
BARRY MANILOW
BLACK
SIMPLY RED
WAS (NOT WAS)
LABI SIFFRE
Hottest:
38 SPECIAL
CARLY SIMON
CHER & PETER CETE
MADONNA
ENYA

WALK/Long Island
Edwards/Daniels
SIMPLY RED
SA-FIRE
BARRY MANILOW
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
CARLY SIMON

WNSR/New York
Dunphy/Dunkin
none
Hottest:
WHEN IN ROME
BETTE MIDLER
ROY ORBISON
SA-FIRE
CHER & PETER CETE

WSNI/Philadelphia
Jere Sullivan
none
Hottest:
CHER & PETER CETE
DEON ESTUS
BETTE MIDLER
MADONNA
KARYN WHITE

WHTX/Pittsburgh
Scott Alexander
none
Hottest:
BETTE MIDLER
DEBBIE GIBSON
VANESSA WILLIAMS
CHER & PETER CETE
BANGLES

P2

WLEV/Allentown
Robbins/Silvers
ANITA BAKER
BREATHE
BARRY MANILOW
SIMPLY RED
CHICAGO
WAS (NOT WAS)
LYLE LOVETT
TIFFANY
Hottest:
MADONNA
38 SPECIAL
CHER & PETER CETE
ENYA
KARYN WHITE

WEBC/Bridgeport
Hansen/Norman
LYLE LOVETT
SIMPLY RED
BARRY MANILOW
CYNDI LAUPER
SA-FIRE
Hottest:
CHER & PETER CETE
NATALIE COLE
MADONNA
ENYA
38 SPECIAL

WVAF/Charleston, WV
Randy Shane
BON JOVI
CYNDI LAUPER
BANGLES
WATERFRONT
CANDI
MIKE & THE MECHAS
Hottest:
CARRACK & NUNN
CHER & PETER CETE
BETTE MIDLER
MADONNA
FINE YOUNG CANNIB

WKYE/Johnstown
Jack Michaels
BASIA
MICHAEL DAMIAN
WAS (NOT WAS)
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
BELLE STARS
ENYA

WMGS/Wilkes Barre
Norton/Marriott
GLENN FREY
CHICAGO
PAULA ABDUL
DONNY OSMOND
TIFFANY
BARRY MANILOW
ANITA BAKER
Hottest:
BETTE MIDLER
38 SPECIAL
MADONNA
CHER & PETER CETE
NATALIE COLE

WECQ/Geneva
Gabe Anthony
PAULA ABDUL
DONNY OSMOND
ANITA BAKER
Hottest:
MADONNA
NATALIE COLE
GRAYSON HUGH
ENYA
KARYN WHITE

WHAH/Greenfield, MA
Deane/Archer
AL JARREAU
WAS (NOT WAS)
ATLANTIC STARR
BARRY MANILOW
SIMPLY RED
Hottest:
MADONNA
CARRACK & NUNN
NATALIE COLE
JULIA FORDHAM
KARYN WHITE

WQNY/Ithaca
Smith/Erb
BARRY MANILOW
TIFFANY
AL JARREAU
BREATHE
ANIMOTION
CYNDI LAUPER
Hottest:
38 SPECIAL
CARRACK & NUNN
MADONNA
NATALIE COLE
KARYN WHITE

WGLL/Mercersburg
Norman Schmidt
BREATHE
BARRY MANILOW
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
ENYA
CARRACK & NUNN

WAFI/Milford, DE
Tim Brough
DONNA SUMMER
CYNDI LAUPER
CHICAGO
AL JARREAU
BARRY MANILOW
BLACK
Hottest:
CARLY SIMON
38 SPECIAL
CHER & PETER CETE
MADONNA
PHOEBE SNOW

WSKI/Montpelier
Bruce Stebbins
WAS (NOT WAS)
RAIN PEOPLE
BARRY MANILOW
SIMPLY RED
LABI SIFFRE
LYLE LOVETT
Hottest:
CHER & PETER CETE
NATALIE COLE
DONNY OSMOND
GRAYSON HUGH
GLENN FREY

WKSBI/Williamport
Tom Benson
ANITA BAKER
BREATHE
AL JARREAU
BARRY MANILOW
Hottest:
MADONNA
HOWARD JONES
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER

SOUTH

P1

WSB-FM/Atlanta
LoCasio/McCoy
NATALIE COLE
Hottest:
CHER & PETER CETE
38 SPECIAL
CARLY SIMON
BETTE MIDLER
ENYA

KVIL/Dallas
Rhodes/Miniaci
BARRY MANILOW
BARBRA STREISAND
NEIL DIAMOND
Hottest:
38 SPECIAL
MADONNA
CARLY SIMON
GLENN FREY
BASIA

WLMG/New Orleans
Nick Ferrara
SA-FIRE
CAROLE KING
Hottest:
CHER & PETER CETE
DEON ESTUS
38 SPECIAL
KARYN WHITE
CARRACK & NUNN

WLTS/New Orleans
Bob Mitchell
NEIL DIAMOND
ANITA BAKER
DR. JOHN
Hottest:
CHER & PETER CETE
38 SPECIAL
CARRACK & NUNN
NATALIE COLE
ENYA

2WD/Norfolk
Gary King
WATERFRONT
RICK ASTLEY
NEW KIDS ON THE B
BARRY MANILOW
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
ENYA
GRAYSON HUGH

WNLT/Tampa
Chuck Crane
HOWARD JONES
DONNA SUMMER
BARRY MANILOW
ONE 2 MANY
Hottest:
BETTE MIDLER
MADONNA
CHER & PETER CETE
ENYA
NATALIE COLE

P2

WZNY/Augusta, GA
John Patrick
BARRY MANILOW
RICK ASTLEY
PHOEBE SNOW
WATERFRONT
Hottest:
38 SPECIAL
CHER & PETER CETE
KARYN WHITE
NATALIE COLE
ENYA

WXTG/Charleston
John Quincy
ROY ORBISON
WATERFRONT
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
CARLY SIMON
ENYA

WTCB/Columbia, SC
Doug Spets
BARRY MANILOW
PHOEBE SNOW
WATERFRONT
TIFFANY
Hottest:
CHER & PETER CETE
NATALIE COLE
KARYN WHITE
GRAYSON HUGH
38 SPECIAL

WSLI/Jackson, MS
Ron Harrell
CHICAGO
ANITA BAKER
BREATHE
LABI SIFFRE
Hottest:
KARYN WHITE
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
MADONNA

Y103/Jacksonville
Erica Lee
GRAYSON HUGH
Hottest:
38 SPECIAL
BETTE MIDLER
HOWARD JONES
ARETHA & ELTON
DEON ESTUS

WTFM/Johnson City
Mark McKinney
none
Hottest:
BETTE MIDLER
CHER & PETER CETE
38 SPECIAL
DEON ESTUS
MADONNA

U102/Knoxville
Larry Trotter
WATERFRONT
GRAYSON HUGH
BARRY MANILOW
Hottest:
CHER & PETER CETE
MADONNA
BETTE MIDLER
DEON ESTUS
GLENN FREY

KHLL/Little Rock
Jim Aaron
BARRY MANILOW
BREATHE
Hottest:
38 SPECIAL
BETTE MIDLER
CARLY SIMON
MADONNA
CHER & PETER CETE

KELT/McAllen
Paul Davis
ANITA BAKER
WAS (NOT WAS)
WATERFRONT
NEW KIDS ON THE B
Hottest:
ENYA
BASIA
38 SPECIAL
MADONNA
KARYN WHITE

WSLQ/Roanoke
Greg Fry
TOMMY PAGE
BARRY MANILOW
LYLE LOVETT
CHICAGO
JOHN COUGAR MELLE
SIMPLY RED
Hottest:
MADONNA
JULIA FORDHAM
CARLY SIMON
ENYA
BETTE MIDLER

WRMF/West Palm Beach
Dave Parks
SOUTHERN PACIFIC
BARRY MANILOW
Hottest:
CHER & PETER CETE
KENNY G
BETTE MIDLER
ROY ORBISON
PETER NOONE

P3

WYKZ/Beaufort, SC
Robertson/Kennedy
DONNA SUMMER
CHICAGO
SIMPLY RED
BARRY MANILOW
HALL & OATES
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
CARLY SIMON
ENYA

WCKQ/Campbellsville
Jackson/McClendon
BARRY MANILOW
JIMMY HARNEN & SY
DONNA SUMMER
CYNDI LAUPER
WAS (NOT WAS)
Hottest:
38 SPECIAL
MADONNA
BETTE MIDLER
DEON ESTUS
CHER & PETER CETE
ENYA

WFPA/Ft. Payne
Becky Barnes
BARRY MANILOW
BREATHE
SIMPLY RED
RAIN PEOPLE
LABI SIFFRE
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
CARLY SIMON
KARYN WHITE

WKTK/Gainesville
Nick Allen
AL JARREAU
BARBRA STREISAND
Hottest:
CHER & PETER CETE
BETTE MIDLER
DEON ESTUS
MADONNA
38 SPECIAL

WGSV/Guntersville
Jackson/Bell
BARRY MANILOW
BREATHE
SIMPLY RED
LYLE LOVETT
Hottest:
BETTE MIDLER
MADONNA
CARLY SIMON
38 SPECIAL
CHER & PETER CETE

KTDY/Lafayette
Bob Murphy
CHICAGO
SIMPLY RED
Hottest:
38 SPECIAL
BETTE MIDLER
ENYA
CHER & PETER CETE
CARLY SIMON

KRLB/Lubbock
Dave O Connor
ANITA BAKER
JIMMY HARNEN & SY
TIFFANY
BREATHE
Hottest:
38 SPECIAL
DEON ESTUS
CHER & PETER CETE
PAULA ABDUL
BETTE MIDLER

WZNS/Myrtle Beach
Mitch Adams
CHICAGO
AL JARREAU
SIMPLY RED
LYLE LOVETT
BARRY MANILOW
CYNDI LAUPER
LOVE AND MONEY
Hottest:
CHER & PETER CETE
CARRACK & NUNN
GRAYSON HUGH
KARYN WHITE
38 SPECIAL

WORG/Orangeburg
Ted Bell
CHICAGO
BARRY MANILOW
CYNDI LAUPER
LABI SIFFRE
SIMPLY RED
WAS (NOT WAS)
BLACK
LORI YATES
LYLE LOVETT
Hottest:
CARLY SIMON
38 SPECIAL
MADONNA
CHER & PETER CETE
GRAYSON HUGH

WKCX/Rome
Randy Quick
SIMPLY RED
BARRY MANILOW
CHICAGO
Hottest:
38 SPECIAL
CHER & PETER CETE
JULIA FORDHAM
GRAYSON HUGH
BASIA

KTYL/Tyler
Janie Baker
ANITA BAKER
TIFFANY
BREATHE
AL JARREAU
BARRY MANILOW
SIMPLY RED
Hottest:
38 SPECIAL
MADONNA
BETTE MIDLER
DEON ESTUS
CHER & PETER CETE

KVIC/Victoria
Tony Davis
DONNY OSMOND
JOHN COUGAR MELLE
CHICAGO
LYLE LOVETT
WAS (NOT WAS)
CYNDI LAUPER
SIMPLY RED
DONNA SUMMER
Hottest:
CHER & PETER CETE
MADONNA
KARYN WHITE
38 SPECIAL
BETTE MIDLER

MIDWEST

P1

WKQX/Chicago
Bill Gamble
none
Hottest:
FINE YOUNG CANNIB
MADONNA
DONNY OSMOND
PAULA ABDUL
CHER & PETER CETE

WNVA/Chicago
Bob O'Connor
SIMPLY RED
Hottest:
JIM CAPALDI
ENYA
MICA PARIS
DEON ESTUS
TANITA TIKARAM

WARM98/Cincinnati
Michael Grayson
BASIA
NEIL DIAMOND
Hottest:
38 SPECIAL
DEON ESTUS
BETTE MIDLER
ENYA
CHER & PETER CETE

WLTF/Cleveland
Popovich/Godfrey
ARETHA & ELTON
NATALIE COLE
Hottest:
BETTE MIDLER
MADONNA
CHER & PETER CETE
38 SPECIAL
BREATHE

WSNY/Columbus
Hallett/Nunnally
GRAYSON HUGH
HOWARD JONES
Hottest:
CHER & PETER CETE
DEON ESTUS
38 SPECIAL
BETTE MIDLER
ARETHA & ELTON

P1

KMJJ/Denver
Murray/Adams
NEIL DIAMOND
Hottest:
ENYA
38 SPECIAL
CHER & PETER CETE
SOUTHERN PACIFIC
ANIMOTION

KBIG/Los Angeles
Edwards/Verdery
ARETHA & ELTON
ANITA BAKER
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
ENYA
KARYN WHITE

KOST/Los Angeles
Kaye/Kiley
WATERFRONT
BARRY MANILOW
Hottest:
BETTE MIDLER
NATALIE COLE
MADONNA
ENYA
38 SPECIAL

WOMC/Detroit
Barry Argenbright
RICK ASTLEY
ANITA BAKER
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
MADONNA
DEON ESTUS

KLSI/Kansas City
Land/Barber
CAROLE KING
SA-FIRE
ANITA BAKER
Hottest:
CHER & PETER CETE
VANESSA WILLIAM
BETTE MIDLER
38 SPECIAL
DEON ESTUS

WMYX/Milwaukee
King/Morales
BARRY MANILOW
PHOEBE SNOW
Hottest:
CARRACK & NUNN
CHER & PETER CETE
DEON ESTUS
BETTE MIDLER
ROY ORBISON

KS95/Minneapolis
Kim Jeffries
HOWARD JONES
ROY ORBISON
GRAYSON HUGH
DONNY OSMOND
Hottest:
MADONNA
CHER & PETER CETE
38 SPECIAL
ENYA
ARETHA & ELTON

KYKY/St. Louis
Billy Shears
NATALIE COLE
RICK ASTLEY
SA-FIRE
Hottest:
BANGLES
CSN&Y
MADONNA
38 SPECIAL
ROD STEWART

P2

WTRX/Flint
Bill Pearson
NEW KIDS ON THE B
BARRY MANILOW
SIMPLY RED
CHICAGO
STEVIE NICKS
Hottest:
38 SPECIAL
NATALIE COLE
CHER & PETER CETE
MADONNA
BASIA

WLHT/Grand Rapids
Dirksen/Brown
RICK ASTLEY
BARRY MANILOW
HOWARD JONES
Hottest:
ARETHA & ELTON
MADONNA
CARRACK & NUNN
BASIA
38 SPECIAL

WFMK/Lansing
Tom Knight
RICK ASTLEY
BARRY MANILOW
HOWARD JONES
MICA PARIS
Hottest:
ARETHA & ELTON
MADONNA
CARRACK & NUNN
BASIA
GRAYSON HUGH

WMGN/Madison
Pat O'Neill
BELLE STARS
Hottest:
NATALIE COLE
CHER & PETER CETE
ENYA
GRAYSON HUGH
38 SPECIAL

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

KLSY/Seattle
Mays/Brooks
none
Hottest:
VANESSA WILLIAM
BANGLES
DEON ESTUS
MADONNA
38 SPECIAL

KBLQ/Logan, UT
John Dimick
BARRY MANILOW
CHICAGO
TANITA TIKARAM
CYNDI LAUPER
WAS (NOT WAS)
Hottest:
MADONNA
38 SPECIAL
CARLY SIMON
BASIA
ENYA

KKLV/Anchorage
Rick Galang
ANIMOTION
BREATHE
BARRY MANILOW
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
ENYA
NATALIE COLE

WHNN/Saginaw

Roberts/Stein
RICK ASTLEY
BARRY MANILOW
HOWARD JONES
Hottest:
ARETHA & ELTON
MADONNA
CARRACK & NUNN
BASIA
38 SPECIAL

3WM/Toledo
Don Jardine
SIMPLY RED
BARRY MANILOW
ANITA BAKER
DONNA SUMMER
JIM CAPALDI
LYLE LOVETT
Hottest:
38 SPECIAL
ENYA
MADONNA
CHER & PETER CETE
BETTE MIDLER

WCMJ/Cambridge, OH
Mike Ruble
BARRY MANILOW
LOVE AND MONEY
SIMPLY RED
CYNDI LAUPER
LABI SIFFRE
CHICAGO
Hottest:
CHER & PETER CETE
MADONNA
38 SPECIAL
CARLY SIMON
CARRACK & NUNN

WMT-FM/Cedar Rapids
Green/Sellers
WAS (NOT WAS)
MICA PARIS
BARRY MANILOW
NEW KIDS ON THE B
SIMPLY RED
TIFFANY
SCOTT GRIMES
Hottest:
38 SPECIAL
LABI SIFFRE
JULIA FORDHAM
CHER & PETER CETE
CARRACK & NUNN
MADONNA

WLDK/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

KYJC/Medford
Kirki/Shelby
SIMPLY RED
WAS (NOT WAS)
RAIN PEOPLE
BARRY MANILOW
Hottest:
BETTE MIDLER
38 SPECIAL
JULIA FORDHAM
CARRACK & NUNN
CAROLE KING
ENYA

KAYN/Nogales
Bob Gerhard
CYNDI LAUPER
BARRY MANILOW
WAS (NOT WAS)
RAIN PEOPLE
SIMPLY RED
Hottest:
MADONNA
38 SPECIAL
CHER & PETER CETE
ENYA
CARLY SIMON

KSCB/Liberal

Mark David
BARRY MANILOW
CHICAGO
CYNDI LAUPER
SIMPLY RED
DONNA SUMMER
WAS (NOT WAS)
LORI YATES
MICHAEL DAMIAN
AL JARREAU
TIFFANY
ANITA BAKER
BREATHE
RAIN PEOPLE
Hottest:
CHER & PETER CETE
38 SPECIAL
MADONNA
CARLY SIMON
KARYN WHITE

WTWR/Monroe
Lori Demick
NEIL DIAMOND
ANITA BAKER
BREATHE
TIFFANY
NEW KIDS ON THE B
Hottest:
CARLY SIMON
JULIA FORDHAM
38 SPECIAL
MADONNA
KARYN WHITE

WJON/St. Cloud
Nancy Fox
ANITA BAKER
BARRY MANILOW
CANDI
Hottest:
CHER & PETER CETE
38 SPECIAL
ENYA
NATALIE COLE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WJON/St. Cloud
Nancy Fox
ANITA BAKER
BARRY MANILOW
CANDI
Hottest:
CHER & PETER CETE
38 SPECIAL
ENYA
NATALIE COLE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WDR/Traverse City
James Filkins
BARRY MANILOW
TIFFANY
SCOTT GRIMES
SIMPLY RED
LABI SIFFRE
Hottest:
38 SPECIAL
CARRACK & NUNN
ENYA
CHER & PETER CETE
PHOEBE SNOW

WEST

KESZ/Phoenix
Steve LaBeau
ENYA
Hottest:
MADONNA
BETTE MIDLER
DONNY OSMOND
38 SPECIAL
BANGLES
KLCY/Salt Lake City
Don Bishop
NEIL DIAMOND
ROY ORBISON
Hottest:
MADONNA
38 SPECIAL
CHER & PETER CETE
ENYA
NATALIE COLE

B100/San Diego
Rich/Knight
FREIHEIT
WAS (NOT WAS)
ANIMOTION
Hottest:
MADONNA
DEON ESTUS
CHER & PETER CETE
38 SPECIAL
BETTE MIDLER

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD JONES

K101/San Francisco
Berger/Chin
DONNA SUMMER
WATERFRONT
DONNY OSMOND
JODY WATLEY
Hottest:
DEON ESTUS
38 SPECIAL
CHER & PETER CETE
BETTE MIDLER
HOWARD J

FULL-SERVICE AC

MOST ADDED

ANITA BAKER (4)
ARETHA & ELTON (4)
BREATHE (4)
NEIL DIAMOND (4)
ROY ORBISON (4)
NATALIE COLE (3)
SIMPLY RED (3)
WATERFORD (3)

HOTTEST

CHER & CETERA (27)
BETTE MIDLER (25)
ENYA (22)
THIRTY EIGHT SPECIAL (15)
DEON ESTUS (14)
NATALIE COLE (11)
BASIA (9)
MADONNA (7)
BANGLES (6)
CARLY SIMON (5)

GOLD-BASED AC

MOST ADDED

HOWARD JONES (3)
SA-FIRE (3)
RICK ASTLEY (2)
NATALIE COLE (2)
NEIL DIAMOND (2)
BARRY MANILOW (2)

HOTTEST

CHER & CETERA (22)
THIRTY EIGHT SPECIAL (21)
BETTE MIDLER (18)
DEON ESTUS (14)
BANGLES (12)
MADONNA (12)
VANESSA WILLIAMS (9)
MIKE & THE MECHANICS (8)
ROY ORBISON (7)
ENYA (6)

EAST

P1

WBEN/Bufalo
Hank Nevins
CAROLE KING
Hottest:
KARYN WHITE
CHER & PETER CETE
NATALIE COLE
DEON ESTUS
WGR/Bufalo
Mike Roszman
GLENN FREY
NATALIE COLE
Hottest:
BETTE MIDLER
CHER & PETER CETE
DEON ESTUS
38 SPECIAL
CARLY SIMON

WMAL/Washington

Michael Neff
ROY ORBISON
ANITA BAKER
Hottest:
NATALIE COLE
BETTE MIDLER
BASIA
JULIA FORDHAM
ENYA

P2

WICC/Bridgeport

Gary Peters
JODY WATLEY
DONNA SUMMER
Hottest:
MADONNA
ENYA
BETTE MIDLER
DEON ESTUS
38 SPECIAL
WTIC/Hartford
David Bernstein
JULIA FORDHAM
GLENN FREY
PHOEBE SNOW
BARBRA STREISAND
ROY ORBISON
Hottest:
CARRACK & NUNN
CHER & PETER CETE
BETTE MIDLER
CARLY SIMON
ENYA

P3

WELI/New Haven

Gross/McCormick
PHOEBE SNOW
SIMPLY RED
Hottest:
BASIA
NATALIE COLE
ENYA
DEON ESTUS
38 SPECIAL
WGY/Schenectady
Brindle/Sgarlata
ARETHA & ELTON
MELISSA ETHERIDGE
GLENN FREY
BETTE MIDLER
MIKE & THE MECHANICS
KENNY G
ROY ORBISON
CHER & PETER CETE

WMTR/Morristown

Brian Emery
WATERFRONT
DONNA SUMMER
TIFFANY
ANITA BAKER
Hottest:
CHER & PETER CETE
38 SPECIAL
BETTE MIDLER
MADONNA
ENYA

EAST

P1

WWMX/Baltimore
Don Kelley
none
Hottest:
BANGLES
ROY ORBISON
VANESSA WILLIAMS
MIKE & THE MECHANICS
WLTJ/Pittsburgh
John Gallagher
none
Hottest:
BANGLES
VANESSA WILLIAMS
CHER & PETER CETE
BETTE MIDLER
DEON ESTUS
WLTW/Washington
Don Davis
none
Hottest:
BANGLES
BETTE MIDLER
MIKE & THE MECHANICS
CARLY SIMON
38 SPECIAL
WKSZ/Philadelphia
Lou Patrick
BETTE MIDLER
Hottest:
MIKE & THE MECHANICS
VANESSA WILLIAMS
ROY ORBISON
DEBBIE GIBSON

P2

WAEB/Allentown

Chris Bailey
ANITA BAKER
DONNA SUMMER
GRAYSON HUGH
NEW KIDS ON THE BLOCK
Hottest:
MADONNA
DEON ESTUS
BETTE MIDLER
CHER & PETER CETE
38 SPECIAL

WYYY/Syracuse

Lauber/Langmyer
none
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
MADONNA

WJBR/Wilmington, DE

Bill Kaye
BASIA
RICK ASTLEY
Hottest:
BETTE MIDLER
ENYA
MADONNA
CHER & PETER CETE
38 SPECIAL

33 Reporters
28 Current Playlists
Called In Frozen Playlist (1):
WWMX/Baltimore

SOUTH

P2

WHAS/Louisville
Doug McElvein
none
Hottest:
BANGLES
VANESSA WILLIAMS
CHER & PETER CETE
38 SPECIAL
MADONNA

WDBO/Orlando

Dan Shaffer
CAROLE KING
Hottest:
CHER & PETER CETE
BETTE MIDLER
BASIA
JULIA FORDHAM
BARBRA STREISAND

WRVA/Richmond

Tim Farley
HOWARD JONES
Hottest:
VANESSA WILLIAMS
JIMMY HARNEN & SY
BETTE MIDLER
CHER & PETER CETE
38 SPECIAL

P3

WGBR/Goldsboro

Bruce Strickland
RICK ASTLEY
BREATHE
ATLANTIC STARR
JIMMY HARNEN & SY
MARILYN SCOTT
SIMPLY RED
Hottest:
CHER & PETER CETE
38 SPECIAL
DEON ESTUS
NATALIE COLE
CARRACK & NUNN
WKYX/Paducah
Cook/Miller
none
Hottest:
BETTE MIDLER
CHER & PETER CETE
38 SPECIAL
MADONNA
BANGLES
WSTU/Stuart
Shaw/Grant
BUSTER POINDEXTER
ROY ORBISON
ANITA BAKER
Hottest:
CHER & PETER CETE
BETTE MIDLER
MADONNA
NATALIE COLE
KARYN WHITE

SOUTH

P1

KMGC/Dallas
Gary Shannon
DEON ESTUS
HOWARD JONES
Hottest:
CHER & PETER CETE
CARLY SIMON
MADONNA
38 SPECIAL
Love 94/Miami
Don Agony
SA-FIRE
ONE 2 MANY
Hottest:
MADONNA
BETTE MIDLER
VANESSA WILLIAMS
DEBBIE GIBSON
ENYA

WUSA/Tampa

Johnny Williams
none
Hottest:
ROY ORBISON
MIKE & THE MECHANICS
DEBBIE GIBSON

P2

KKMJ/Austin

Bob Cole
BARRY MANILOW
Hottest:
NATALIE COLE
CHER & PETER CETE
VANESSA WILLIAMS
ENYA
ROY ORBISON

WMJJ/Birmingham

Carter Davis
GLENN FREY
Hottest:
CHER & PETER CETE
38 SPECIAL
DEON ESTUS
CARRACK & NUNN
BANGLES

WRKA/Louisville

Robertson/Shannon
BELLE STARS
Hottest:
DEON ESTUS
BASIA
38 SPECIAL
STEVE WINWOOD
BETTE MIDLER
WVRV/Memphis
Hamlin/Spencer
BARRY MANILOW
SOUTHERN PACIFIC
Hottest:
CHER & PETER CETE
NATALIE COLE
ENYA
DEON ESTUS
GRAYSON HUGH

WMXB/Richmond

Mike Ryan
CAROLE KING
NATALIE COLE
Hottest:
38 SPECIAL
DEON ESTUS
MADONNA
CHER & PETER CETE
ARETHA & ELTON
KVKI/Shreveport
Howard Clark
NEIL DIAMOND
CARLY SIMON
Hottest:
BETTE MIDLER
MADONNA
CHER & PETER CETE
ENYA
KARYN WHITE

MIDWEST

P1

55KRC/Cincinnati
Drew Hayes
none
Hottest:
BETTE MIDLER
DEON ESTUS
38 SPECIAL
BANGLES
VANESSA WILLIAMS

WCCO/Minneapolis

Curt Lundgren
BELLE STARS
ATLANTIC STARR
Hottest:
PHOEBE SNOW
BUSTER POINDEXTER
CHER & PETER CETE

WOOD/Grand Rapids

Skip Essick
ARETHA & ELTON
ENYA
SOUTHERN PACIFIC
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
CARLY SIMON

P3

WJBC/Bloomington

Don Munson
BREATHE
ROY ORBISON
NEIL DIAMOND
Hottest:
CHER & PETER CETE
NATALIE COLE
HOWARD JONES
ENYA
BASIA

KFSB/Joplin

Gale Poteet
SOUTHERN PACIFIC
BUSTER POINDEXTER
SCOTT GRIMES
NEIL DIAMOND
WATERFRONT
Hottest:
ROY ORBISON
CAROLE KING
GLENN FREY
ARETHA & ELTON
NATALIE COLE

WLBW/Cincinnati

Dave Reinhart
JOHN COUGAR MELL
Hottest:
38 SPECIAL
BETTE MIDLER
MIKE & THE MECHANICS
CHER & PETER CETE
MADONNA

WHBY/Appleton

Salm/St. John
NEIL DIAMOND
DR. JOHN
Hottest:
CHER & PETER CETE
BETTE MIDLER
DEON ESTUS
ENYA
NATALIE COLE
WHBC/Canton
Doug Lane
BASIA
ARETHA & ELTON
BARRY MANILOW
BREATHE
Hottest:
DEON ESTUS
CHER & PETER CETE
38 SPECIAL
BETTE MIDLER
ENYA

WIBA/Madison

Reed/Kay
BARRY MANILOW
Hottest:
DEON ESTUS
KENNY G
NATALIE COLE
BETTE MIDLER
CHER & PETER CETE
WROK/Rockford
McClure/Thomas
none
Hottest:
DEON ESTUS
CARLY SIMON
CHER & PETER CETE

WCIL/Carbondale

Rich Bird
WATERFRONT
SIMPLY RED
Hottest:
CHER & PETER CETE
BETTE MIDLER
DEON ESTUS
BANGLES
ENYA

WASK/Lafayette

Keith Harris
none
Hottest:
CARRACK & NUNN
CAROLE KING
PHOEBE SNOW
BASIA
CHER & PETER CETE

WTVN/Columbus

Lane/Bradley
none
Hottest:
BETTE MIDLER
BANGLES
ROY ORBISON
CHICAGO
VANESSA WILLIAMS

WHBY/Appleton

Salm/St. John
NEIL DIAMOND
DR. JOHN
Hottest:
CHER & PETER CETE
BETTE MIDLER
DEON ESTUS
ENYA
NATALIE COLE
CHER & PETER CETE
38 SPECIAL
BETTE MIDLER
ENYA

WSPD/Toledo

Ric Herrold
ARETHA & ELTON
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
DEON ESTUS
ENYA

35 Current Reporters
29 Current Playlists

MIDWEST

P1

WMJI/Cleveland
Lind/ivers
FINE YOUNG CANNIE
Hottest:
38 SPECIAL
BETTE MIDLER
MADONNA
BANGLES
MIKE & THE MECHANICS
WLTJ/Detroit
Bob Kaake
ENYA
Hottest:
VANESSA WILLIAMS
BANGLES
BETTE MIDLER
DEON ESTUS
CHER & PETER CETE

WENS/Indianapolis

Grey/Eagan
SA-FIRE
BENNY MARDONES
Hottest:
CHICAGO
BETTE MIDLER
BANGLES
MADONNA
38 SPECIAL

P2

WCRZ/Flint

Patrick/Downey
HOWARD JONES
SA-FIRE
Hottest:
CHER & PETER CETE
MADONNA
BETTE MIDLER
38 SPECIAL
KARYN WHITE

KEFM/Omaha

Lane/Kennedy
CHER & PETER CETE
Hottest:
38 SPECIAL
MADONNA
HOWARD JONES

KPAV/Tulsa

Couch/Baker
NATALIE COLE
HOWARD JONES
DANNY OSMOND
Hottest:
MADONNA
BANGLES
CHER & PETER CETE
38 SPECIAL
DEON ESTUS

Did Not Report, Playlist Frozen (4):
KCIX/Boise
WLTJ/Pittsburgh
WLTW/Washington
WUSA/Tampa
Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (1):
WRAL/Raleigh

WEST

P1

KHOW/Denver
Murphy Huston
CHER & PETER CETE
Hottest:
BETTE MIDLER
ROY ORBISON
BANGLES
38 SPECIAL
ENYA

KFMB/San Diego

Larson/Robertson
BREATHE
AL JARREAU
SA-FIRE
Hottest:
CHER & PETER CETE
38 SPECIAL
CARLY SIMON
BASIA
ENYA

P2

KBOI/Boise

Drew Harold
BARBRA STREISAND
Hottest:
CHER & PETER CETE
BETTE MIDLER
38 SPECIAL
DEON ESTUS
ENYA

KSSK/Honolulu

Phil Abbott
none
Hottest:
CHER & PETER CETE
MIKE & THE MECHANICS
BETTE MIDLER
BUSTER POINDEXTER
ROY ORBISON

P3

KFQD/Anchorage

Bradley/Ford
NEIL DIAMOND
Hottest:
DEON ESTUS
NATALIE COLE
BASIA
CHER & PETER CETE
MADONNA

KEX/Portland

Dirks/Fort
CHER & PETER CETE
Hottest:
BETTE MIDLER
PETER NOONE

KUGN/Eugene

O'Brien/James
TIFFANY
ANITA BAKER
BOOKER T. JONES
Hottest:
CHER & PETER CETE
BETTE MIDLER
ENYA
NATALIE COLE
BASIA

Called In Frozen Playlist (3):
WHAS/Louisville
WROK/Rockford
WTVN/Columbus

Did Not Report, Playlist Frozen (3):
55KRC/Cincinnati
WASK/Lafayette
WKYX/Paducah

WEST

P1

KKCW/Portland
Bill Minckler
NEIL DIAMOND
Hottest:
38 SPECIAL
BETTE MIDLER
ENYA
DEON ESTUS
CHER & PETER CETE

KQLH/Riverside

Cunningham/Rose
ARETHA & ELTON
BARBRA STREISAND
Hottest:
BETTE MIDLER
CHER & PETER CETE
38 SPECIAL
KENNY G
KARYN WHITE

KXOA-FM/Sacramento

Brian Casey
none
Hottest:
ROY ORBISON
MIKE & THE MECHANICS
CHER & PETER CETE
BOY MEETS GIRL
KENNY G

P2

KLLY/Bakersfield

Russ Davidson
MADONNA
Hottest:
KARYN WHITE
DEON ESTUS
VANESSA WILLIAMS
BANGLES
CHER & PETER CETE

KCIX/Boise

Don Jennings
none
Hottest:
VANESSA WILLIAMS
38 SPECIAL
CHER & PETER CETE
DEON ESTUS
BETTE MIDLER

SUMMARY

The five-way tie for FSA Most Added held the frontrunners' total to four — the lowest such leading figure since 2/24. WLW slotted John C. Mellencamp, KUGN added Booker T. Jones, WICC picked Jody Watley, WGY went with Melissa Etheridge, and WCCO scheduled the Belle Stars. The biggest Hottest story: Enya's 12-station rise. Cher & Cetera (+1) claimed Hottest for second week; Natalie Cole, Basia, Carly Simon debuted. GB WENS slotted Benny Mardones, WMJ ate up Fine Young Cannibals, WRKA added Belle Stars. Repeating Hottest leaders Cher & Cetera were flat, while Thirty Eight Special (+5), Madonna (+2), Bette Midler (+1) advanced; Enya bowed.

LW	TW	ARTIST/Track (Label)	Notes
1	1	ANDREAS VOLLENWEIDER/Dancing... (Columbia)	"Dancing" "See"
2	2	HIROSHIMA/East (Epic)	"Thousand" "Daydreamer"
3	3	SCOTT COSSU/Switchback (Windham Hill)	"Desert" "Country"
4	4	JOE SAMPLE/Spellbound (WB)	"Leading" "Turn"
5	5	CHRIS REA/New Light Through Old Windows (Geffen)	"Beach" "Can"
7	6	IVAN LINS/Love Dance (Reprise)	"Moved" "Who's"
11	7	PAT KELLEY/I'll Stand Up (Nova)	"After" "Bolinas"
8	8	SPECIAL EFX/Confidential (GRP)	"Place" "Confidential"
10	9	ALEX BUGNON/Love Season (Orpheus/EMI)	"Love" "Around"
6	10	WINDOWS/The French Laundry (Cypress/A&M)	"Night" "New"
13	11	SHERRY WINSTON/Love Madness (Headfirst)	"Love" "That's"
28	12	DAVID BENOIT/Urban Daydream (GRP)	"Sailing" "Snow"
17	13	DEBORAH HENSON-CONANT/On The Rise (GRP)	"On" "Phoenix"
15	14	BILL GABLE/There Were Signs (Private Music)	"Go" "Cape"
9	15	DAVID ARKENSTONE/Island (Narada-Equinox/MCA)	"Island" "Desert"
25	16	PHOEBE SNOW/Something Real (Elektra)	"Soothing" "If"
19	17	RALF ILLENBERGER/Circle (Narada-Equinox/MCA)	"Horizons" "Gemina"
12	18	FREE FLIGHT/Slice Of Life (FM/CBS)	"Slice" "Uptown"
20	19	TERRI LYNE CARRINGTON/Real Life Story (Verve Forecast)	"Blackbird" "Pleasant"
14	20	NIGHTENGAL/Lightdance (Higher Octave)	"Sundance" "Japanese"
26	21	EDDIE DANIELS/Blackwood (GRP)	"Walking" "Blackwood"
BREAKER		22 LARRY CARLTON/On Solid Ground (MCA)	"Josie" "Philosopher"
24	23	STEPS AHEAD/N.Y.C. (Intuition/Capitol)	"Festival" "Well"
18	24	STEVE BACH/More Than A Dream (Soundwings)	"Fast" "Rain"
16	25	TANITA TIKARAM/Ancient Heart (Reprise)	"Cathedral" "Twist"
DEBUT		26 KEVIN EUBANKS/The Searcher (GRP)	"Story" "Poem"
BREAKER		27 BLACK/Comedy (A&M)	"Wonderful" "Sweet"
23	28	BOBBY LYLE/Ivory Dream (Atlantic)	"Ivory" "Tropical"
DEBUT		29 MICHAEL MANRING/Toward The Center Of Night (Windham Hill)	"Life" "Way"
21	30	KEIKO MATSUI/Under Northern Lights (MCA)	"Mountain" "Morning"

LW	TW	ARTIST/Track (Label)	Notes
2	1	JOE SAMPLE/Spellbound (WB)	"Turn" "Seven"
3	2	CHICK COREA AKOUSTIC BAND/Chick Corea Akoustic Band (GRP)	"Morning" "So"
1	3	TERRI LYNE CARRINGTON/Real Life Story (Verve Forecast)	"Blackbird" "Pleasant"
5	4	KEVIN EUBANKS/The Searcher (GRP)	"Story" "Breeze"
9	5	MC COY TYNER/Revelations (Blue Note)	"Mellow" "Contemplation" "Peresina"
4	6	BOBBY LYLE/Ivory Dreams (Atlantic)	"Tropical" "Ivory"
6	7	SHERRY WINSTON/Love Madness (Headfirst)	"That's" "Stride"
7	8	MARCUS ROBERTS/The Truth Is Spoken Here (Novus/RCA)	"Arrival" "Blue" "Truth"
19	9	EDDIE DANIELS/Blackwood (GRP)	"Blackwood" "Cruise"
11	10	HIROSHIMA/East (Epic)	"Thousand" "East"
12	11	OREGON/45th Parallel (Portrait/Epic)	"Pageant" "Hand"
13	12	DIRTY DOZEN BRASS BAND/Woodoo (Columbia)	"It's" "Moose"
14	13	SUPERBLUE/Superblue (Blue Note)	"Open" "Summertime" "Marvelous"
22	14	IVAN LINS/Love Dance (Reprise)	"Moved" "Who's"
24	15	JOHN PATITUCCI/On The Corner (GRP)	"On" "Avenue"
18	16	SCOTT COSSU/Switchback (Windham Hill)	"Desert" "Infinite"
10	17	PASSPORT/Talk Back (Atlantic)	"Dancing" "Nico's"
17	18	SPECIAL EFX/Confidential (GRP)	"Confidential" "Sabariah"
20	19	ERIC GALE/In A Jazz Tradition (EmArcy)	"Eric's"
8	20	STEPS AHEAD/N.Y.C. (Intuition/Capitol)	"Lust" "Well"
29	21	ANDREAS VOLLENWEIDER/Dancing With The Lion (CBS)	"Dancing" "Pearls"
15	22	BOB BERG/Cycles (Denon)	"Back" "Diamond"
BREAKER		23 GEORGE ADAMS/Nightingale (Blue Note)	"Bridge" "Nightingale"
DEBUT		24 MARGREW MILLER/The Countdown (Landmark)	"What"
DEBUT		25 RALPH PETERSON QUINTET/V (Blue Note)	"Enemy" "Be Bop"
25	26	ROSS TRAUT & STEVE ROBBY/The Great Lawn (Columbia)	"Great" "Up" "Song"
23	27	WINDOWS/French Laundry (Cypress/A&M)	"Night" "French"
30	28	PAT KELLEY/I'll Stand Up (Nova)	"Bolinas" "River"
21	29	STEVE BACH/More Than A Dream (Soundwings)	"Fast" "Long"
26	30	BUDDY MONTGOMERY/So Why Not (Landmark)	"So" "Summer"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
RICARDO SILVEIRA (23) FREDDIE HUBBARD (14) LARRY CARLTON (9) SHIRLEY HORN (9) DAVID BENOIT (8) ERIC MARIENTHAL (8) GEORGE ADAMS (7)	JOE SAMPLE (19) TERRI L. CARRINGTON (16) CHICK COREA (11) EDDIE DANIELS (9) HIROSHIMA (7) BOBBY LYLE (7)	IVAN LINS/You JOE SAMPLE/Turn A. VOLLENWEIDER/Dancing

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
RICHARD SILVEIRA (18) MR. SPATS (17) TIM WEISBERG (12) LARRY CARLTON (10) ERIC MARIENTHAL (10) DAVID BENOIT (7) INOIGO GIRLS (7) JUSTO ALMARIO (6)	A. VOLLENWEIDER (20) HIROSHIMA (18) JOE SAMPLE (12) CHRIS REA (10) SCOTT COSSU (7) IVAN LINS (7) TANITA TIKARAM (7)	A. VOLLENWEIDER/Dancing LARRY CARLTON/Josie HIROSHIMA/Daydreamer HIROSHIMA/Thousand IVAN LINS/You SPECIAL EFX/Confidential

NEW & ACTIVE

****T LAVITZ "T Lavitz & The Bad Habitz" (Intima/Enigma) 26/3**
Rotations: Heavy 2/0, Medium 8/0, Light 16/3, Total Adds 3, WXDJ, WBZN, KLRS. Heavy: KKSF, KSNO. *CHART EXTRA* this week.

***RAY OBIEDO "Perfect Crime" (Windham Hill) 22/5**
Rotations: Heavy 3/0, Medium 9/1, Light 10/4, Total Adds 5, KTWV, KIFM, WLOQ, KEYV, KLRS. Heavy: KOPT, WFAE, KLZS. *BREAKER* this week.

***CURTIS OHLSON "Better Than Ever" (Intima/Enigma) 20/2**
Rotations: Heavy 1/0, Medium 7/1, Light 12/1, Total Adds 2, KOAI, WLOQ. Heavy: KBLX. *BREAKER* this week.

MICHAEL MANRING "Toward The Center Of Night" (Windham Hill) 20/3
Rotations: Heavy 6/0, Medium 7/0, Light 7/3, Total Adds 3, KEYV, KTCZ, KTCL. Heavy: SMN, KTWV, KOPT, KKSF, KBIA, PS. *Debuts* at number 29 on the NAC chart.

JOHN WEIDER "Essence" (Gold Castle) 20/1
Rotations: Heavy 0/0, Medium 3/0, Light 17/1, Total Adds 1, KLRS.

MR. SPATS "Dream Patrol" (Nova) 19/17
Rotations: Heavy 0/0, Medium 5/3, Light 14/14, Total Adds 17, WXDJ, WBZN, BRZ, SMN, KTWV, KOPT, KDAB, KIFM, KKSF, WGMG, KEYV, KLRS, WOTB, KTCZ, KSNO, KTCL, SS.

PETER BUFFETT "One By One" (Narada Mystique/MCA) 19/4
Rotations: Heavy 2/0, Medium 7/0, Light 10/4, Total Adds 4, BRZ, KTWV, KIFM, WFAE. Heavy: KLZS, KTCZ.

RICARDO SILVEIRA "Sky Light" (Verve Forecast) 18/18
Rotations: Heavy 2/2, Medium 4/4, Light 12/12, Total Adds 18, KOAI, WBZN, BRZ, SMN, KTWV, KOPT, KDAB, KIFM, KKSF, KNUA, WGMG, WFAE, KEYV, WLHT, WFMK, KTCZ, KSNO, KTCL.

INOIGO GIRLS "Indigo Girls" (Epic) 18/7
Rotations: Heavy 3/1, Medium 8/1, Light 7/5, Total Adds 7, KOAI, SMN, WGMG, KLZS, WOTB, KTCZ, KTCL. Heavy: WFAE, KBCC.

PETER KATER "Homage" (Gala/Gramavision) 18/0
Rotations: Heavy 2/0, Medium 6/0, Light 10/0, Total Adds 0. Heavy: KTWV, WOTB.

BOOKER T. JONES "The Runaway" (MCA) 16/2
Rotations: Heavy 5/0, Medium 6/1, Light 5/1, Total Adds 2, KLZS, KTCZ. Heavy: WXDJ, SMN, KNUA, WGMG, WOTB.

* Uncharted Breakers denoted by one asterisk ** Chart Extra denoted by two asterisks

NEW & ACTIVE

****T LAVITZ "T Lavitz And The Bad Habitz" (Intima/Enigma) 24/2**
Rotations: Heavy 1/0, Medium 14/1, Light 9/1, Total Adds 2, KMHD, WHRO. Heavy: KLCC. *CHART EXTRA* this week.

***RAY OBIEDO "Perfect Crime" (Windham Hill) 25/6**
Rotations: Heavy 2/0, Medium 13/2, Light 10/4, Total Adds 6, WNOP, WSHA, JZSHOW, WLVE, WUSF, WVPE. Heavy: KJZZ, JZTRAX. *BREAKER* this week.

***RICARDO SILVEIRA "Sky Light" (Verve Forecast) 23/23**
Rotations: Heavy 2/2, Medium 5/5, Light 16/16, Total Adds 23, WNOP, WCPN, KTCJ, KJZZ, KMHD, KXPR, KPLU, WJAZ, WAER, WMOT, WHRO, WSHA, KLSK, CJ, KSLU, WIVY, WSIE, WVPE, KWMU, KCLC, KSBR, JZTRAX, F40. *BREAKER* this week.

***DAVID BENOIT "Urban Daydreams" (GRP) 22/8**
Rotations: Heavy 2/0, Medium 10/3, Light 10/5, Total Adds 8, KJZZ, WAER, WHRO, KUOP, JZSHOW, KSLU, WLVE, WVPE. Heavy: KSBR, JZTRAX. *BREAKER* this week.

***JACK WALRATH "Neohippus" (Blue Note) 20/2**
Rotations: Heavy 4/0, Medium 6/0, Light 10/2, Total Adds 2, KXPR, WHRO. Heavy: WCPN, WFPL, KLCC, KUOP. *BREAKER* this week.

CHAKA KHAN "C.K." (WB) 19/1
Rotations: Heavy 4/0, Medium 6/0, Light 9/1, Total Adds 1, WRTI. Heavy: WJZZ, KXPR, KPLU, WFSS.

CURTIS OHLSON "Better Than Ever" (Intima/Enigma) 18/4
Rotations: Heavy 1/0, Medium 6/1, Light 11/3, Total Adds 4, WNOP, KJZZ, JZSHOW, KSBR. Heavy: WSHA.

ALLEGRO JAZZ ENSEMBLE "Sphinx" (Mobile Fidelity) 18/3
Rotations: Heavy 0/0, Medium 5/0, Light 13/3, Total Adds 3, WSHA, WUSF, KWMU.

BOOKER T. JONES "The Runaway" (MCA) 18/2
Rotations: Heavy 6/0, Medium 4/0, Light 8/2, Total Adds 2, WEBR, KWMU. Heavy: WDET, KJZZ, KLCC, WFSS, WTEB, JZTRAX.

LARRY CARLTON "On Solid Ground" (MCA) 17/9
Rotations: Heavy 5/1, Medium 4/1, Light 8/7, Total Adds 9, KTCJ, KMHD, WMOT, WSHA, KLSK, JZSHOW, WFSS, WSIE, KCLC. Heavy: WNOP, WLVE, KSBR, F40.

DAVID MURRAY "Ming's Samba" (Portrait/Epic) 17/0
Rotations: Heavy 1/0, Medium 6/0, Light 10/0, Total Adds 0. Heavy: WFPL.

CHARLES BROWN "One More For The Road..." (Alligator) 16/1
Rotations: Heavy 3/0, Medium 8/0, Light 5/1, Total Adds 1, KSBR. Heavy: WSIE, WVPE, KWMU.

FREDDIE HUBBARD

On his newest Blue Note release, master trumpeter **FREDDIE HUBBARD** plays it mellow and melodic with his rich, warm trumpet and flugelhorn set beautifully in contemporary rhythms and lyrical orchestration. **TIMES ARE CHANGING** indeed, and **FREDDIE HUBBARD** is right there, blowing with the changes.



Times Are Changing

For New AC and Contemporary Jazz Radio

- Key tracks:**
 "Back To Lovin' Again"
 "Times 'R Changin'"
 "Spanish Rose"



New AC

ADDS & HOTS

<p>P2 WQAC/Rochester Eric Gruner ERIC MARIENTHAL LARRY CARLTON FREDDIE HUBBARD MR. SPATS INDIGO GIRLS JUSTO ALMARJO KIMIKO ITOH Hotest: HIROSHIMA SCOTT COSSU ANDREAS VOLLENWEI CHRIS REA DAVID CROSSBY</p>	<p>P3 WOTB/Newport Steve Bianchi INDIGO GIRLS MR. SPATS JOAN BAZZ Hotest: INDIGO GIRLS SCOTT COSSU CHAKA KHAN ANDREAS VOLLENWEI PASSPORT</p>	<p>P1 KOAI/Dallas John Frost INDIGO GIRLS ERIC MARIENTHAL SPENCER NILSEN CURTIS OHLSON BONNIE RAITT DON ROBERTSON RICARDO SILVEIRA TIN WEISSBERG Hotest: STEVE BACH HIROSHIMA NIGHTENGALE JOE SAMPLE SPECIAL EPX</p>	<p>W2D/Miami Terry Hickman MR. SPATS TAKESHI ITOH T. LAVITZ BILL GABLE HOWARD JONES PASSPORT Hotest: ANDREAS VOLLENWEI DAVID BENOIT HIROSHIMA LARRY CARLTON SIMPLY RED RAY OBIDEO Hotest: STEVE BACH HIROSHIMA NIGHTENGALE JOE SAMPLE SPECIAL EPX</p>	<p>WFAE/Charlotte Paul Scribbling LARRY CARLTON PETER BOFFETT PHOEBE SNOW RICARDO SILVEIRA JUSTO ALMARJO LEO KOTKIE Hotest: ANDREAS VOLLENWEI IVAN LINS CHRIS REA JOE SAMPLE RAY OBIDEO</p>	<p>WNGS/West Palm Beach Rosa Block L.A. WORKSHOP Hotest: KEVIN EUBANKS HERBIE MANN JOE SAMPLE SHERRY WINSTON DAVID BENOIT</p>	<p>SMN/The Wave Lee Hansen LOST ANGELS JUSTO ALMARJO LARRY CARLTON RICARDO SILVEIRA TIM WEISSBERG ERIC MARIENTHAL INDIGO GIRLS SFO MAX HIGSTEIN MR. SPATS SAKOH Hotest: JOE SAMPLE BILL GABLE HIROSHIMA ANDREAS VOLLENWEI ALEX BUGHON</p>	<p>WHLT/Grand Rapids Gene Patzer LARRY CARLTON RICARDO SILVEIRA EDDIE DANIELS DAVID JEFF RICHMAN Hotest: HIROSHIMA ANDREAS VOLLENWEI IVAN LINS DAVID PETERSON DON ROBERTSON</p>	<p>WFMK/Lansing Tom Knight DAVID BENOIT ANDY SUMMERS BRAZIL CLASSICS I RICARDO SILVEIRA FREDDIE HUBBARD Hotest: HIROSHIMA DEBORAH HENSON-CO IVAN LINS ANDREAS VOLLENWEI PASSPORT</p>	<p>WMOJ/Madison Pat O'Neil TIM WEISSBERG BLACK DOUG MARKLEY RICARDO SILVEIRA DAVID PETERSON DAVID ARKENSTONE NIGHTENGALE HOTTEST: HIROSHIMA EDDIE DANIELS</p>	<p>KTIC/Minneapolis Jane Fredrickson RICARDO SILVEIRA LEO KOTKIE INDIGO GIRLS COBBY JUNKIES DAVID BENOIT ERIC MARIENTHAL BOOKER T. JONES MICHAEL MANNING DAN HARTMAN SPENCER NILSEN Hotest: ANDREAS VOLLENWEI PAT KELLY WINDOS SPECIAL EPX</p>	<p>WMMN/Saginaw Roberts/Knight DAVID BENOIT ANDY SUMMERS DAVID PETERSON FREDDIE HUBBARD BRAZIL CLASSICS I Hotest: HIROSHIMA DEBORAH HENSON-CO IVAN LINS ANDREAS VOLLENWEI PASSPORT</p>	<p>WQAD/Salt Lake City-Ogden Chris Owens MR. SPATS RICARDO SILVEIRA TIM WEISSBERG ERIC MARIENTHAL SARAH MCLACHLAN Hotest: HIROSHIMA KEIKO MATSUI EDDIE DANIELS STEVE BACH</p>	<p>KTWV/Los Angeles Chris Brodie DAVID BENOIT BONNIE RAITT LARRY CARLTON RICARDO SILVEIRA RAY OBIDEO ROBERT KRAFT TIM WEISSBERG LEO KOTKIE STEPS AHEAD PETER BUFFETT CHRIS CHRISTIAN MR. SPATS EDDIE DANIELS JOHN TESH ADRIENNE TORF Hotest: ANDREAS VOLLENWEI BILL GABLE HIROSHIMA DAVID ARKENSTONE CHRIS REA</p>	<p>KKSF/San Francisco Feinstein/France RICARDO SILVEIRA RAY OBIDEO BLACK CIRO HURTADO ERIC MARIENTHAL MR. SPATS Hotest: DAVID ARKENSTONE GIPSY KINGS BONNIE RAITT TANITA TIKARAM ANDREAS VOLLENWEI KNUA/Seattle Bob Linden RICARDO SILVEIRA TIM WEISSBERG HOWARD JONES HOTTEST: HIROSHIMA PHOEBE SNOW SPECIAL EPX ANDREAS VOLLENWEI</p>	<p>KLRS/Santa Cruz Mark Hill DAVID BENOIT DR. JOHN LARRY CARLTON Hotest: TANITA TIKARAM CHRIS REA EDDIE BRICKELL BRUCE COCKBURN INDIGO GIRLS</p>	<p>KBCO/Denver-Boulder Doug Clifton DR. JOHN LARRY CARLTON Hotest: TANITA TIKARAM CHRIS REA EDDIE BRICKELL BRUCE COCKBURN INDIGO GIRLS</p>	<p>Portraits In Sound Thom Rainstain Hotest: TRAUT & ROBBY MICHAEL MANNING JESSIE ALLEN COOPE TINGSTAD & RUMBEL</p>	<p>Soundscapes Paul Hunter SPENCER NILSEN DR. JOHN MARC JORDAN DAN HARTMAN ANDREAS VOLLENWEI NIGHTENGALE HOTTEST: ANDREAS VOLLENWEI RALF ILLENBERGER</p>	<p>KTCLF/Li Collins John Hayes INDIGO GIRLS RICARDO SILVEIRA MICHAEL MANNING HOTTEST: JOHN PATITUCCI MARTIN TAYLOR ANDY SUMMERS ANDREAS VOLLENWEI</p>	<p>KSNM/Aspen Vic Garrett RICARDO SILVEIRA DAVID PETERSON COCTEAU TWINS JOAN BAZZ LARI SIFFRE MR. SPATS SPECIAL EPX SCOTT COSSU IVAN LINS KEIKO MATSUI</p>
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35 Current Reporters
33 Current Reports
Did Not Report For Two Consecutive Weeks, Not Used in This Week's Data (2):
Musical Starstreams
KTID/San Rafael-San Francisco

CONTEMPORARY JAZZ

ADDS & HOTS

<p>P1 WJAZ/Stamford Rick Patrone SHIRLEY HORN RICARDO SILVEIRA STANLEY TURBERT Hotest: JOE SAMPLE HANK CRAWFORD SHIRLEY HORN IVAN LINS FREDDIE HUBBARD EDDIE PALMERI Hotest: PONCHO SANCHEZ DIRTY DOZEN BR CHICK COREA JOE SAMPLE HANK CRAWFORD</p>	<p>P2 WFP/Louisville Lennie Stewart HOTTEST: TERRI LYNE CARRIN DIRTY DOZEN BRASS SUPERBLUE RALPH PETERSON MICHAEL HENDRICKS</p>	<p>P3 WZLW/Dallas Ed Budenaro GEORGE ADAMS GADAO WATANABE RICARDO SILVEIRA LARRY CARLTON CHET BAKER Hotest: SCOTT COSSU MASAHIKO SATOH BOBBY LYLE BOBBY LYLE KEIKO MATSUI</p>	<p>P1 WQOP/Cincinnati Scott Brown RICARDO SILVEIRA FREDDIE HUBBARD RAY OBIDEO CURTIS OHLSON HOTTEST: CHRISTOPHER BOSCA HOTTEST: BOB BEAG JOE SAMPLE LARRY CARLTON TERRI LYNE CARRI HIROSHIMA JOE SAMPLE</p>	<p>WDET/Detroit Ann Dettai Hotest: TURTLE ISLAND ST DIRTY DOZEN BR ETTA JAMES NANA VASCONCELOS TOMMY SMITH RICARDO SILVEIRA FREDDIE HUBBARD FINKO ROY Hotest: ERIC GALE WALDE KIRK WILIAM HOTTEST: JOE SAMPLE PERPI ALEX BUGHON NANCY WILSON ANTIA BAKER</p>	<p>WSE/Edwardsville Matthew Kulig DIRTY DOZEN BRAS LARRY CARLTON JUSTO ALMARJO TOMMY SMITH RICARDO SILVEIRA FREDDIE HUBBARD HOTTEST: CHICK COREA SCOTT COSSU HOUSTON PERSON EDDIE DANIELS JOE SAMPLE</p>	<p>WVPE/South Bend-Elkhart Jon Kuffmann-Kanneil GEORGE ADAMS DAVID BENOIT JOHN COLANNI TRIO BILL KING DOUG MARKLEY RAY OBIDEO JEFF RICHMAN HILTON RUIZ RICARDO SILVEIRA Hotest: ERIC GALE PAT KELLEY SCOTT COSSU KEVIN EUBANKS MCCOY TYNER</p>	<p>WVPE/South Bend-Elkhart Jon Kuffmann-Kanneil GEORGE ADAMS DAVID BENOIT JOHN COLANNI TRIO BILL KING DOUG MARKLEY RAY OBIDEO JEFF RICHMAN HILTON RUIZ RICARDO SILVEIRA Hotest: ERIC GALE PAT KELLEY SCOTT COSSU KEVIN EUBANKS MCCOY TYNER</p>	<p>WVPE/South Bend-Elkhart Jon Kuffmann-Kanneil GEORGE ADAMS DAVID BENOIT JOHN COLANNI TRIO BILL KING DOUG MARKLEY RAY OBIDEO JEFF RICHMAN HILTON RUIZ RICARDO SILVEIRA Hotest: ERIC GALE PAT KELLEY SCOTT COSSU KEVIN EUBANKS MCCOY TYNER</p>	<p>WVPE/South Bend-Elkhart Jon Kuffmann-Kanneil GEORGE ADAMS DAVID 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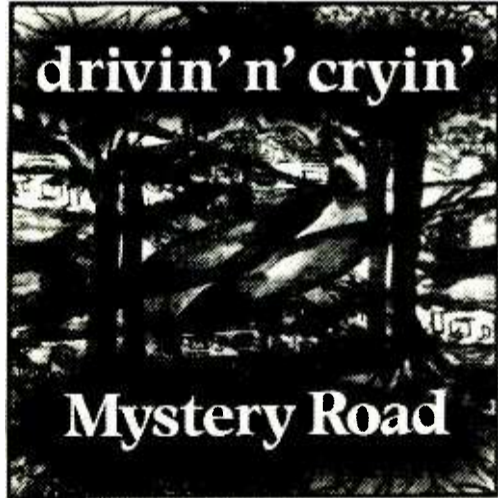
NEW ARTISTS

Reports

1	MICHAEL THOMPSON BAND/Can't Miss (Geffen) 79
2	EXTREME/Kid Ego (A&M) 71
3	BLUE MURDER/Valley Of The Kings (Geffen) 58
4	KING SWAMP/Is This Love (Virgin) 56
5	JOHNNY DIESEL &.../Lookin' For Love (Chrysalis) 55
6	QUEENSRYCHE/Eyes Of A Stranger (EMI) 51
7	CRACK THE SKY/From The Greenhouse (Grudge/BMG) 46
8	HOUSE OF LORDS/Love Don't Lie (Simmons/RCA) 45
9	CURE/Fascination Street (Elektra) 44
	MARCELLO/First Love (CBS Associated) 44
11	ALANNAH MYLES/Love Is (Atlantic) 41
12	SANDMEN/House In The Country (A&M) 39
13	NEAL SCHON/I'll Cover You (Columbia) 38
14	BARNEY BENTALL &.../Something To Live For (Columbia) 33
15	TANITA TIKARAM/Twist In My Sobriety (Reprise) 28
16	CONNELLS/Something To Say (TVT) 27
	FIRE TOWN/The Good Life (Atlantic) 27
18	CHOIRBOYS/Run To Paradise (WTG) 25
	CONCRETE BLONDE/God Is A Bullet (IRS) 25
20	GODFATHERS/She Gives Me Love (Epic) 24
	WASP/The Real Me (Capitol) 24

New Artists have not yet had an AOR Breaker. The chart is based entirely on the number of stations reporting airplay on a particular track. Week-to-week add patterns are not a factor.

There's No Mystery
To Great Rock And Roll!



"Mystery Road"
drivin' n' cryin'

Featuring "Honeysuckle Blue"

AOR New & Active

Already On:

WKLS	WCMF	KTYD
KZEW	WSTZ	KEZE
WNOR	WFYV	KRNA
WYNF	WQBZ	KQWB
WLZR	WIXV	KBOY
KGON	KRZQ	KCHV



AOR TRACKS

NATIONAL AIRPLAY

3	2	170 REPORTERS	Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW		
4	1	1	1	1 TOM PETTY/I Won't Back Down (MCA)	167+/0 162+ 5-
2	2	2	2	2 OUTFIELD/Voices Of Babylon (Columbia)	165+/1 148+ 17-
—	—	4	3	3 JOHN COUGAR MELLENCAMP/Pop Singer (Mercury)	164+/5 145+ 18-
17	7	5	4	4 CULT/Fire Woman (Sire/Reprise)	154+/0 88+ 55-
1	3	3	5	5 JULIAN LENNON/Now You're In Heaven (Atlantic)	136-/0 108- 26-
20	11	6	6	6 GREAT WHITE/Once Bitten Twice Shy (Capitol)	142+/1 91+ 48-
25	18	8	7	7 TRAVELING WILBURYS/Heading For The Light (Wilbury/WB)	143+/7 88+ 54-
21	17	13	8	8 SARAYA/Love Has Taken It Toll (Polydor)	143+/6 48+ 86-
				BREAKER 9 STEVIE NICKS/Rooms On Fire (Modern/Atlantic)	119 /119 62 54
14	10	10	10	10 BONNIE RAITT/Thing Called Love (Capitol)	121-/6 73+ 43-
				BREAKER 11 RICHARD MARX/Satisfied (EMI)	137 /137 45 82
13	6	7	12	12 R.E.M./Turn You Inside-Out (WB)	111-/0 67- 41-
18	15	14	13	13 WARRANT/Down Boys (Columbia)	120-/3 57+ 53-
34	25	18	14	14 MIKE & THE MECHANICS/Seeing Is Believing (Atlantic)	119+/8 51+ 66-
29	26	20	15	15 CINDERELLA/Coming Home (Mercury)	122+/8 40+ 72-
—	38	23	16	16 FABULOUS THUNDERBIRDS/Rock This Place (CBS Associated)	129+/20 25+ 93+
19	12	12	17	17 XTC/Mayor Of Simpleton (Geffen)	106-/0 58- 44-
37	28	19	18	18 LIVING COLOUR/Open Letter (To A Landlord) (Epic)	127+/7 22+ 91+
—	36	24	19	19 JOE JACKSON/Nineteen Forever (A&M)	113+/12 30+ 73+
35	29	22	20	20 BIG BAM BOO/Shooting From My Heart (Uni/MCA)	121+/7 22+ 82+
10	8	11	21	21 RED SIREN/All Is Forgiven (Mercury)	93-/1 42- 47-
3	4	15	22	22 THIRTY EIGHT SPECIAL/Second Chance (A&M)	73-/0 60- 12=
				BREAKER 23 JEFF HEALEY BAND/Angel Eyes (Arista)	107+/13 24+ 65+
				BREAKER 24 JOE SATRIANI/One Big Rush (WTG)	107+/18 13+ 70+
—	35	29	25	25 KINGDOM COME/Do You Like It (Polydor)	112+/4 8+ 75+
9	13	17	26	26 GUNS N' ROSES/Patience (Geffen)	66-/1 53- 11=
54	43	36	27	27 FIXX/Precious Stone (RCA)	95+/15 15+ 68+
31	30	30	28	28 EDIE BRICKELL & NEW BOHEMIANS/Circle (Geffen)	81-/3 25+ 51-
7	5	9	29	29 RADIATORS/Confidential (Epic)	68-/0 42- 24-
15	14	16	30	30 GARY MOORE/Ready For Love (Virgin)	71-/0 24- 45-
				DEBUT 31 TOM PETTY/Runnin' Down A Dream (MCA)	69 /67 20 43
—	—	40	32	32 BAD COMPANY/Bad Man (Atlantic)	77+/20 18+ 53+
5	9	21	33	33 REPLACEMENTS/I'll Be You (Sire/Reprise)	49-/0 31- 17-
49	44	38	34	34 MICHAEL THOMPSON BAND/Can't Miss (Geffen)	79+/9 7+ 52+
27	27	27	35	35 CRUEL STORY OF YOUTH/You're What You Want To Be (Columbia)	74-/0 7- 55-
57	48	43	36	36 EDDIE MONEY/Let Me In (Columbia)	60+/6 18+ 40+
16	23	31	37	37 ELVIS COSTELLO/Veronica (WB)	44-/1 26- 14-
44	40	39	38	38 EXTREME/Kid Ego (A&M)	71=/4 2= 40-
58	56	46	39	39 LITA FORD/Close My Eyes Forever (RCA)	45+/8 22+ 18+
6	16	28	40	40 MELISSA ETHERIDGE/Similar Features (Island)	41-/0 28- 10-
				DEBUT 41 TOM PETTY/Feel A Whole Lot Better (MCA)	49 /48 10 35
22	22	25	42	42 ROY ORBISON/She's A Mystery To Me (Virgin)	47-/0 17- 25-
8	19	33	43	43 U2/God Part II (Island)	41-/0 23- 15-
—	60	52	44	44 BLUE MURDER/Valley Of The Kings (Geffen)	58+/6 1= 32+
				DEBUT 45 TOM PETTY/Free Fallin' (MCA)	37 /35 11 20
				DEBUT 46 KING SWAMP/Is This Love (Virgin)	56+/25 1= 30+
—	—	51	47	47 CRACK THE SKY/From The Greenhouse (Grudge/BMG)	46+/8 6+ 24+
—	—	57	48	48 R.E.M./Pop Song 89 (WB)	36+/11 12+ 18=
48	47	44	49	49 HOUSE OF LORDS/Love Don't Lie (Simmons/RCA)	45-/1 6= 29-
—	—	56	50	50 VIXEN/Love Made Me (EMI)	47+/8 3+ 31+
—	—	53	51	51 LOU REED/Busload Of Faith (Sire/WB)	45+/8 2- 30+
32	42	50	52	52 BON JOVI/I'll Be There For You (Mercury)	29-/0 20- 6-
				DEBUT 53 MELISSA ETHERIDGE/Chrome Plated Heart (Island)	34+/15 11+ 21+
52	49	48	54	54 MARCELLO/First Love (CBS Associated)	44-/0 2- 28-
				DEBUT 55 TESLA/Hang Tough (Geffen)	48+/22 3+ 25+
—	—	58	56	56 QUEENSRYCHE/Eyes Of A Stranger (EMI)	51+/7 0= 24+
				DEBUT 57 CURE/Fascination Street (Elektra)	44+/11 1= 25+
				DEBUT 58 JOHNNY DIESEL & THE INJECTORS/Lookin' For Love (Chrysalis)	55+/17 0= 24+
—	—	59	59	59 TREAT HER RIGHT/Picture Of The Future (RCA)	43+/2 3= 25+
				DEBUT 60 ALANNAH MYLES/Love Is (Atlantic)	41+/8 5+ 20+

BREAKERS

RICHARD MARX
Satisfied (EMI)
81% of our reporters on it.

STEVIE NICKS
Rooms On Fire (Modern/Atlantic)
70% of our reporters on it.

JEFF HEALEY
Angel Eyes (Arista)
63% of our reporters on it.

JOE SATRIANI
One Big Rush (WTG)
63% of our reporters on it.



NATIONAL AIRPLAY

3 2		170 REPORTERS		APRIL 28, 1989		Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW					
DEBUT	1			1 TOM PETTY /Full Moon Fever (MCA)	"Down" (167) "Runnin'" (69) "Feel" (49)	167 /0	163	4
	2	1	1	2 OUTFIELD /Voices Of Babylon (Columbia)*	"Voices" (165) "Paradise" (1) "Part" (1)	165+/1	148+	17-
	7	3		3 CULT /Sonic Temple (Sire/Reprise)	"Fire" (154) "Sun" (6) "Edie" (5)	154+/0	88+	55-
	9	6	5	4 TRAVELING WILBURYS /Traveling Wilburys (Wilbury/WB)	"Heading" (143) "Line" (6) "Tweeter" (2)	146+/7	94+	51-
DEBUT	5			5 GREAT WHITE /Twice Shy (Capitol)	"Bitten" (142) "House" (3) "Heart" (2)	143 /2	91	49
	1	2	2	6 JULIAN LENNON /Mr. Jordan (Atlantic)	"Heaven" (136) "Get" (2) "One" (1)	139- /1	108-	26-
	7	3	4	7 R.E.M. /Green (WB)	"Inside" (111) "Pop" (36) "Stand" (2)	138- /3	76-	54-
	20	17	10	8 SARAYA /Saraya (Polydor)	"Taken" (143) "Healing" (1) "Ready" (1)	143+/6	48+	86-
	14	10	7	9 BONNIE RAITT /Nick Of Time (Capitol)*	"Thing" (121) "Man" (2) "Nick" (1)	122- /6	74+	43-
	23	18	13	10 LIVING COLOUR /Vivid (Epic)	"Letter" (127) "Cult" (16) "Glamour" (2)	133+/7	30+	88+
	26	23	15	11 MIKE & THE MECHANICS /Living Years (Atlantic)	"Seeing" (119) "Living" (2) "Nobody" (2)	122+/7	52+	67-
	18	16	12	12 WARRANT /Dirty Rotten Filthy Stinking Rich (Columbia)	"Down" (120) "Pennies" (2) "Sometimes" (1)	122- /3	60+	53-
	38	21		13 FABULOUS THUNDERBIRDS /Powerful Stuff (CBS Associated)	"Rock" (129) "Knock" (1) "Mistake" (1)	130+/20	25+	93+
	19	14	9	14 XTC /Oranges & Lemons (Geffen)	"Mayor" (106) "King" (5) "Loving" (1)	109- /0	60-	45-
	29	25	19	15 CINDERELLA /Long Cold Winter (Mercury)	"Coming" (122)	122+/8	40+	72-
	37	23		16 JOE JACKSON /Blaze Of Glory (A&M)	"Nineteen" (113) "London" (2) "Blaze" (2)	113+/12	30+	73+
	37	29		17 BIG BAM BOO /Fun, Faith & Fairplay (Uni/MCA)	"Shooting" (121)	121+/7	22+	82+
	12	9	8	18 RED SIREN /All Is Forgiven (Mercury)	"Forgiven" (93) "One" (3) "Dare" (1)	94- /1	42-	49-
	3	4	11	19 THIRTY EIGHT SPECIAL /Rock & Roll Strategy (A&M)	"Second" (73) "Lanta" (4)	77- /0	62-	14=
	36	31	26	20 JEFF HEALEY BAND /See The Light (Arista)	"Angel" (107) "River" (1) "What" (1)	108+/13	24+	66=
	27	26	25	21 FIXX /Calm Animals (RCA)	"Precious" (95) "Driven" (9) "Flow" (1)	102+/13	23+	68+
	30	30		22 SAY ANYTHING /Soundtrack (WTG)	"Rush" (107) "Keeping" (2)	108+/18	13+	71+
DEBUT	23			23 KINGDOM COME /In Your Face (Polydor)	"Like" (112) "Love" (1)	112 /4	8	75
	5	11	18	24 MELISSA ETHERIDGE /Melissa Etheridge (Island)	"Similar" (41) "Chrome" (34) "Way" (5)	77- /10	42-	31+
	13	13	14	25 GARY MOORE /After The War (Virgin)	"Ready" (71) "Clones" (27) "Speak" (1)	83- /0	24-	53-
	10	15	17	26 GUNS N' ROSES /G N' R Lies (Geffen)	"Patience" (66) "Love" (2)	67- /1	53-	12=
	8	5	6	27 RADIATORS /Zig-Zaggin' Through Ghostland (Epic)	"Confidential" (68) "Alright" (4) "Hardcore" (2)	75- /0	44-	29-
	4	8	16	28 REPLACEMENTS /Don't Tell A Soul (Sire/Reprise)	"You" (49) "Back" (25) "Talent" (2)	73- /8	36-	25=
	32	30	29	29 EDIE BRICKELL & NEW BOHEMIANS /Shooting Rubberbands At...	"Circle" (81) "Wheel" (1)	82- /3	26+	51-
	21	32	32	30 BAD COMPANY /Dangerous Age (Atlantic)	"Bad" (77) "Shake" (10) "Dirty" (1)	87+/18	23+	55+
	15	20	24	31 ELVIS COSTELLO /Spike (WB)	"Veronica" (44) "Town" (21) "Deep" (1)	60- /6	29-	26-
	40	40	36	32 EDDIE MONEY /Nothing To Lose (Columbia)	"Me" (60) "Forget" (5) "Cry" (3)	65+/5	22+	41+
	28	27	27	33 CRUEL STORY OF YOUTH /Cruel Story Of Youth (Columbia)	"You're" (74) "Vapor" (1)	75- /0	7-	56-
	37	37		34 MICHAEL THOMPSON BAND /How Long (Geffen)	"Can't" (79)	79+/9	7+	52+
	6	12	28	35 U2 /Rattle & Hum (Island)	"God" (41) "Love" (10) "Hawkmoon" (2)	50- /0	28-	19=
	17	19	22	36 ROY ORBISON /Mystery Girl (Virgin)	"Mystery" (47) "Got" (3) "Dream" (3)	52- /0	18-	28-
	38	38		37 EXTREME /Extreme (A&M)	"Kid" (71)	71= /4	2=	40-
DEBUT	38			38 LITA FORD /Lita (RCA)	"Close" (45)	45+/8	22+	18+
	39	39	39	39 LOU REED /New York (Sire/WB)	"Busload" (45) "Dirty" (13) "Sick" (1)	55+/7	13-	29+
DEBUT	40			40 TESLA /The Great Radio Controversy (Geffen)	"Hang" (48) "Heaven's" (5) "Way" (5)	55+/20	8=	28+

*Keeps a bullet due to continued growth.

BREAKERS.

TOM PETTY
Full Moon Fever (MCA)
98% of our reporters on it.

GREAT WHITE
Twice Shy (Capitol)
84% of our reporters on it.

KINGDOM COME
In Your Face (Polydor)
66% of our reporters on it.

SAY ANYTHING
Soundtrack (WTG)
64% of our reporters on it.

MOST ADDED

- F. THUNDERBIRDS (20)
- TESLA (20)
- BAD COMPANY (18)
- SAY ANYTHING (18)
- BARNEY BENTALL &... (17)
- JOHNNY DIESEL &... (17)
- STEVE EARLE (15)
- FIXX (13)
- GODFATHERS (13)
- JEFF HEALEY BAND (13)

HOTTEST

- TOM PETTY (163)
- OUTFIELD (148)
- JULIAN LENNON (108)
- TRAVELING WILBURYS (94)
- GREAT WHITE (91)
- CULT (88)
- R.E.M. (76)
- BONNIE RAITT (74)
- THIRTY EIGHT SPECIAL (62)
- WARRANT (60)
- XTC (60)

The evolution of rock and roll.

King Swamp "Is This Love?"

From the album
King Swamp.

Produced by Dave Allen
and Steve Halliwell.
Mixed by Bob Clearmountain.



Track
Debut **46**

New
Artist **#4**

A Most
Added Track
56/25

NEW & ACTIVE

STEVE EARLE "You Belong To Me" (Uni/MCA) 41/15 (26/22)

Adds including WOVE, WKLS, WLZR, KOME, WZZO, KATT, WGIR, KPEZ, KFMX, WGLF. Heavy 3 including WTPA, CHEZ. Medium 22 including WNEW, Q107, DC101, WXRT, KUPD, WDHA, WPLR, WWTR, WWRX, KEZE.

SANDMEN "House In The Country" (A&M) 39/5 (36/11)

Adds: WBCN, WEZX, WIMZ, KKDJ, WWWV. Medium 21 including KLLO, KGON, WHFS, WDHA, WPLR, KLAQ, WRXK, WIZN, WRUF, KQWB.

NEAL SCHON "I'll Cover You" (Columbia) 38/14 (24/23)

Adds including WBCN, WKLS, WYNF, KAZY, KMOD, KILO, KPOI, KEZE, WPXC, WZZO. Heavy 4 including KOME, WCCC, WHCN. Medium 17 including KSHE, KUPD, KRXQ, KZAP, KFOG, KSJO, WIMZ, KBAT, WHTQ.

LOVE & ROCKETS "So Alive" (RCA) 35/33 (2/2)

Adds including WLAV, KTCZ, KZRR, KRZQ, KTYD, KEZE, WPXC, KPEZ, KQWB, WKLT, KSQY. Medium 16 including WMMR, WXRT, KBCO, KSJO, KXRX, WTPA, WPLR, WSTZ, WIMZ, WGBF.

BARNEY BENTALL & THE LEGENDARY HEARTS "Something To Live For" (Columbia) 33/17 (16/2)

Adds including KZEW, WTPA, WWTR, WSTZ, WONE, WRQK, KEZE, KPEZ, WRUF, KSQY. Medium 10 including WOVE, WHJY, KOME, KSJO, WPLR, WEZX, WIMZ, WLAV, KOZZ, KFMU.

CONNELLS "Something To Say" (TVT) 27/3 (25/3)

Adds: KSJO, WWRX, WZXL. Medium 10 including WXRT, WHFS, WDHA, WAVF, WRXK, WSTZ, WRDU, KRZQ, KFMF.

GARY MOORE "Led Clones" (Virgin) 27/2 (28/5)

Adds: WOVE, WEGR. Medium 18 including WLVO, WFBQ, WLZR, KAZY, KUPD, KOME, WDHA, WHCN, KQDS, WLAV.

REPLACEMENTS "Back To Back" (Sire/Reprise) 25/13 (12/3)

Adds including WBCN, KQRS, KUPD, KRXQ, WQFM, WZXL, WRUF, KRNA, KQWB, KFMQ. Heavy 6 including WBAB, KZEW, WXRT, KBCO, KISW. Medium 8 including KXRX, WPLR, KRZQ, KFMF.

CONCRETE BLONDE "God Is A Bullet" (IRS) 25/8 (17/6)

Adds: WXRT, WPLR, CHEZ, KJJO, KATT, KRZQ, KTYD, KBOY. Medium 10 including KBCO, KUPD, KZAP, WHFS, WHCN, WHEB, WIZN, WBLM.

GODFATHERS "She Gives Me Love" (Epic) 24/13 (11/9)

Adds including KRXQ, WCCC, WYV, WIMZ, WRQK, KICT, KTYD, WBLM, KFMX, WKLT. Medium 12 including DC101, WXRT, WHCN, WPLR, WRXK, WLAV, KILO.

WASP "The Real Me" (Capitol) 24/4 (21/4)

Adds including WZZO, WEZX, KFMG. Heavy 1: KNAC. Medium 7: WSHE, WRIF, WTPA, KBAT, WHTQ, KKDJ, KRZQ.

TOM PETTY "Love Is A Long Road" (MCA) 23/23 (0/0)

Adds including WIBA, KICT, KKBB, KOZZ, WGIR, WYMG. Heavy 7: WMMR, DC101, WXRT, KSHE, KAZY, KOME, WQMF. Medium 14 including WBAB, KTXQ, KISS, WEBN, WEGR, WTKX, WRXL, WLAV, WQFM, WYBR.

BIG BIG SUN "Stop The World" (Atlantic) 22/16 (6/6)

Adds including KYYS, WLZR, KSHE, KISW, WDHA, WWTR, WIMZ, WQMF, KRNA, KSQY. Medium 16 including WIYY, KZAP, WHEB, KNCN, WQFM, KEZO, WIOT, KICT, WIZN, WZEW.

ELVIS COSTELLO "This Town" (WB) 21/9 (12/5)

Adds: WMMR, KRXQ, KISW, WHCN, WSTZ, WIMZ, WRDU, KJOT, WPXC. Heavy 5 including WXRT, WHFS, WIZN. Medium 14 including KBCO, KZAP, KXRX, WDHA, WPLR, CHEZ, WLAV, KEZO, WMAD.

MIDGE URE "Answers To Nothing" (Chrysalis) 20/0 (22/1)

Heavy 4: WXRT, KBCO, KOME, KLBJ. Medium 10: KUPD, WHFS, WSTZ, WLAV, KEZO, WYBR, KRZQ, KTYD, KPEZ, KFMU.

DRIVIN' N' CRYIN' "Honeysuckle Blue" (Island) 18/4 (15/4)

Adds: WLZR, WCMF, WYV, WQBZ. Heavy 1: KBOY. Medium 8 including WKLS, KGON, WSTZ, WIXV, KRZQ, KTYD, KEZE.

MOST ADDED	HOTTEST	MOST REQUESTED
R. MARX/Satisfied (137)	TOM PETTY/Back (162)	CULT/Fire (70)
STEVIE NICKS/Rooms (119)	OUTFIELD/Voices (148)	GREAT WHITE/Once (53)
TOM PETTY/Runnin' (67)	J. MELLENCAMP/Pop (145)	TOM PETTY/Back (39)
TOM PETTY/Feel (48)	JULIAN LENNON/Now (108)	J. C. MELLENCAMP/Pop (36)
TOM PETTY/Fallin' (35)	GREAT WHITE/Bitten (91)	GUNS N' ROSES/Patience (29)
LOVE & ROCKETS/Alive (33)	CULT/Woman (88)	SARAYA/Love (25)
TESLA/Tough (22)	T. WILBURYS/Heading (88)	LIVING COLOUR/Letter (24)
BAD COMPANY/Bad (20)	BONNIE RAITT/Thing (73)	LITA FORD/Eyes (20)
F. THUNDERBIRDS/Rock (20)	R.E.M./Turn (67)	JOE SATRIANI/Rush (16)
	STEVIE NICKS/Rooms (62)	WARRANT/Boys (16)

U2 "Dancing Barefoot" (Island) 17/5 (13/3)

Adds: WBCN, WYNF, KBCO, WDIZ, KCAL. Heavy 5 including WBAB, KLOS, WHCN, WQMF. Medium 9 including WXRT, WEBN, WWTR, KILO, WKLT.

FINE YOUNG CANNIBALS "Good Thing" (IRS/MCA) 17/2 (16/1)

Adds: WRKI, KCHV. Heavy 7 including CHOM, WXRT, KBCO, WWTR, CHEZ, KFMU. Medium 7 including KXRX, WDHA, KPOI, KRZQ, WMAD, KXUS.

LITTLE FEAT "Business As Usual" (WB) 15/4 (11/6)

Adds: WAQX, KMOD, KJOT, KBOY. Heavy 2: WTPA, WIZN. Medium 10 including WWTR, KTCZ, KRZQ, KEZE, WRKI, KFMQ.

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

LW	TW	
	1	1 CURE/Fascination Street (Elektra)
	2	2 CULT/Fire Woman (Sire/Reprise)
	6	3 ELVIS COSTELLO/This Town (WB)
	15	4 LOVE & ROCKETS/So Alive (RCA)
	3	5 FINE YOUNG CANNIBALS/Good Thing (IRS/MCA)
	7	6 XTC/Mayor Of Simpleton (Geffen)
	9	7 JOE JACKSON/Nineteen Forever (A&M)
	5	8 NEW ORDER/Round & Round (Qwest/WB)
	8	9 MORRISSEY/The Last Of The Famous International Playboys (Sire/Reprise)
	10	10 LOU REED/Busload Of Faith (Sire/WB)
	14	11 CONNELLS/Something To Say (TVT)
	4	12 ROBYN HITCHCOCK 'N' THE EGYPTIANS/Madonna Of The Wasps (A&M)
	11	13 DEPECHE MOOE/Everything Counts (Sire/WB)
	13	14 U2/Dancing Barefoot (Island)
	30	15 GODFATHERS/She Gives Me Love (Epic)
	12	16 R.E.M./Turn You Inside-Out (WB)
	20	17 SIOEWINDERS/Witchdoctor (Mammoth/RCA)
	18	18 PUBLIC IMAGE LIMITED/Warrior (Virgin)
	23	19 PIXIES/Monkey Gone To Heaven (Elektra)
DEBUT	20	20 RAMONES/Pet Sematary (Sire/WB)
	17	21 GUADALCANAL DIARY/Always Saturday (Elektra)
	24	22 HOUSE OF FREAKS/Sun Gone Down (Rhino)
	22	23 JULIAN LENNON/Now You're In Heaven (Atlantic)
DEBUT	24	24 TOM TOM CLUB/Subocean (Reprise)
DEBUT	25	25 STAN RIDGWAY/Goin' Southbound (Geffen)
	26	26 CATERWAUL/The Sheep's A Wolf (IRS)
	29	27 CONCRETE BLONDE/God Is A Bullet (IRS)
	16	28 REPLACEMENTS/I'll Be You (Sire/Reprise)
	28	29 XYMOX/Obsession (Wing/Polydor)*
DEBUT	30	30 EDELWEISS/Bring Me Edelweiss (Atlantic)

* Keeps a bullet due to continued growth.

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
WIRE/Buzz	CULT/Fire	CURE/Fascination
BOB MOULD/Light	CURE/Street	CULT/Fire
SIMPLE MINDS/Land	F.Y. CANNIBALS/Good	GODFATHERS/Gives
S. RIDGWAY/Southbound	NEW ORDER/Round	RAMONES/Pet
MORRISSEY/Drug	XTC/Mayor	LOVE & ROCKETS/Alive
LOVE & ROCKETS/Alive		DEPECHE MODE/Everything
RAMONES/Pet		
ADRIAN BELEW/Daddy		
10,000 MANIACS/Trouble		
CONCRETE BLONDE/God		

BURY YOURSELF IN
"PET SEMATARY"
PRODUCED BY JEAN BEAUVOIR AND DANIEL REY
FROM THE FORTHCOMING ALBUM GRAIN DRAIN
NEW 12" FROM
RAMONES

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PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album's tracks is reported. For example, if tracks from the same album are reported in both heavy and medium, the artist will appear in heavy.

For all stations, light rotation is condensed to include only adds to the rotation this week. For P-2 and P-3 stations, medium rotation is condensed in the same manner.

Symbols:

'a' — Album or track is newly reported.

(M); (L) — Other tracks from that album are in those rotations (medium or light).

A "frozen" list indicates that a current report was not received, and last week's rotations are included in the data base. Stations which fail to report for two consecutive weeks do not contribute any data to this week's charts.

PARALLELS — Stations arranged by market size, according to Arbitron's MSA population figures.

Parallel One: 1,000,000 +

Parallel Two: 200,000

Parallel Three: under 200,000. Stations at a significant ratings disadvantage to an in-format competitor are assigned a lower parallel.

WVDE/Pittsburgh
(412)937-1441

PD: GENE ROMANO
MD: HERSCHTEL
Heavy
CINDERELLA
GREAT WHITE
TOM PETTY (M) (L)
JEFF HEALEY
WARRANT
MIKE & THE MECHANIC
JOHN COUGAR MCELLEN
TRAVELING WILBURYS
LITA FORD
JOE GRUSHBECKY
RICHARD MARK
BAD COMPANY
Medium
LIVING COLOUR
CULT
HOUSE OF LORDS
SARAYA
KINGDOM COME
KING SWAMP
CRACK THE SKY
BIG BAM BOO
BARNEY BENTALL &
STEVE NICKS
GARY MOORE
R.E.M.
BONNIE RAITT
STEVE EARLE

WHYJ/Providence
(401)438-6110

PD: BILL WESTON
MD: CHRIS HERRMANN
Heavy
JULIAN LENNON
38 SPECIAL
TRAVELING WILBURYS
JOHN COUGAR MCELLEN
TOM PETTY
ELVIS COSTELLO
JEFF HEALEY
XTC
STEVE NICKS
BAD COMPANY
MELISSA ETHERIDGE
LITTLE AMERICA
GARY MOORE
SARAYA
R.E.M.
GREAT WHITE
BONNIE RAITT
Medium
KING SWAMP
SAY ANYTHING
CINDERELLA
LIVING COLOUR
EXTREME
ALANNAH MYLES
KINGDOM COME
LITA FORD
TREAT HER RIGHT
BARNEY BENTALL &
MICHAEL THOMPSON B
FABULOUS THUNDERBI
BIG BAM BOO
WARRANT

Q107/Toronto
(416)967-3445

PD: ANDY FROST
MD: JOE VENOTTETTA
Heavy
DEF LEPPARD
EDIE BRICKELL & NE
GUNS N' ROSES
JOHN COUGAR MCELLEN (M)
MIKE & THE MECHANIC
OUTFIELD
TOM PETTY
SARAYA
ALANNAH MYLES
CINDERELLA
DHEM COUGAR MCELLEN
STEVE NICKS
R.E.M.
STEVE EARLE
HOWARD JONES
JULIAN LENNON
EDIE BRICKELL & NE
XTC
JOHN COUGAR MCELLEN
CULT
TRAVELING WILBURYS
XTC
MELISSA ETHERIDGE (M)
RICHARD MARK
Medium
JULIAN LENNON
TOM PETTY (M)
GREAT WHITE
OUTFIELD
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JULIAN LENNON
EDIE BRICKELL & NE
XTC
JOHN COUGAR MCELLEN
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WINGER
CURE
CINDERELLA
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MIKE & THE MECHANIC
JOHN COUGAR MCELLEN
TRAVELING WILBURYS
LITA FORD
JOE GRUSHBECKY
RICHARD MARK
BAD COMPANY
Medium
LIVING COLOUR
CULT
HOUSE OF LORDS
SARAYA
KINGDOM COME
KING SWAMP
CRACK THE SKY
BIG BAM BOO
BARNEY BENTALL &
STEVE NICKS
GARY MOORE
R.E.M.
BONNIE RAITT
STEVE EARLE

WVDE/Pittsburgh
(412)937-1441

PD: GENE ROMANO
MD: HERSCHTEL
Heavy
CINDERELLA
GREAT WHITE
TOM PETTY (M) (L)
JEFF HEALEY

SOUTH (Continued)

KKEG/Fayetteville (501) 521-5566

Heavy JULIAN LENNON SIREN RADIATORS OUTFIELD R.E.M. JEFF HEALEY BONNIE RAITT TOM PETTY CULT HOUSE OF LORDS GREAT WHITE SARAYA JOHN COUGAR MCELLEN

WRXK/Ft. Myers (813) 597-3696

Heavy JULIAN LENNON OUTFIELD R.E.M. BONNIE RAITT TOM PETTY JOHN COUGAR MCELLEN RADIATORS OUTFIELD TRAVELING WILBURYS FABULOUS THUNDERB

WSTZ-FM/Jackson (601) 982-1067

PD: VICTOR HAWKINS MD: BILL CREWS Heavy BONNIE RAITT XTC BIG BAM BOO FIXX KINGDOM COME SARAYA GREAT WHITE TOM PETTY SIREN EDIE BRICKELL & NE

WFVY/Jacksonville (904) 842-1055

PD: LEX STALEY APD: "THE ARP" Heavy JOHN COUGAR MCELLEN TOM PETTY OUTFIELD CULT R.E.M. GREAT WHITE STEVE NICKS BONNIE RAITT WARRANT SARAYA TRAVELING WILBURYS LIVING COLOUR JOE JACKSON SAY ANYTHING

WIMZ-FM/Knoxville (615) 525-6000

PD: JOHN LARSON MD: MIKE STEWART Heavy OUTFIELD JOHN COUGAR MCELLEN GREAT WHITE HOUSE OF LORDS TRAVELING WILBURYS TOM PETTY BAD COMPANY EXTREME BONNIE RAITT SARAYA R.E.M. EDDIE MONEY MICHAEL THOMPSON B CINDERELLA LIVING COLOUR MIKE & THE MECHAN

Rock (501) 224-6500

PD: TOM WOOD MD: DAVID A. ROSS Heavy TOM PETTY JULIAN LENNON JOHN COUGAR MCELLEN CULT BONNIE RAITT XTC R.E.M. OUTFIELD TRAVELING WILBURYS GREAT WHITE RADIATORS STEVE NICKS WARRANT FABULOUS THUNDERB

WQMF/Louisville (502) 589-4400

OM: TERRY MEDERT Heavy JOHN COUGAR MCELLEN CHRIS REA TOM PETTY VAN HALEN OUTFIELD SCORPIONS DEF LEPPARD (M) TRAVELING WILBURYS ROY ORBISON CHIRBOYS JULIAN LENNON CINDERELLA 38 SPECIAL GUNS N' ROSES SIREN EDDIE MONEY U2 RICHARD MARX BON JOVI

WKQQ/Lexington (606) 252-6694

PD: PETER DELORO MD: STACY YELTON Heavy JULIAN LENNON OUTFIELD R.E.M. BONNIE RAITT TOM PETTY JOHN COUGAR MCELLEN XTC ROY ORBISON RADIATORS REPLACEMENTS JIM CAPALDI MELISSA ETHERIDGE JOHN HATT SIREN TRAVELING WILBURYS GREAT WHITE FABULOUS THUNDERB

WQBZ/Macon (912) 825-1068

PD: NATHAN HALE Heavy BON JOVI 38 SPECIAL OUTFIELD TOM PETTY (M) JOHN COUGAR MCELLEN LIVING COLOUR (M) GUNS N' ROSES R.E.M. EDIE BRICKELL & NE WINGER RICHARD MARX STEVE NICKS JULIAN LENNON RADIATORS GREAT WHITE MIKE & THE MECHAN

KRIX/McAllen-Brownsville (512) 546-9900

PD: DAVE HEYMAN Heavy 38 SPECIAL REPLACEMENTS EDDIE MONEY LITTLE AMERICA DEF LEPPARD RATT CHIRBOYS EASTERHOUSE R.E.M. GARY MOORE CHICAGO FINE YOUNG CANNIB

WIMZ-FM/Knoxville (615) 525-6000

PD: JOHN LARSON MD: MIKE STEWART Heavy OUTFIELD JOHN COUGAR MCELLEN GREAT WHITE HOUSE OF LORDS TRAVELING WILBURYS TOM PETTY BAD COMPANY EXTREME BONNIE RAITT SARAYA R.E.M. EDDIE MONEY MICHAEL THOMPSON B CINDERELLA LIVING COLOUR MIKE & THE MECHAN

Rock (501) 224-6500

PD: TOM WOOD MD: DAVID A. ROSS Heavy TOM PETTY JULIAN LENNON JOHN COUGAR MCELLEN CULT BONNIE RAITT XTC R.E.M. OUTFIELD TRAVELING WILBURYS GREAT WHITE RADIATORS STEVE NICKS WARRANT FABULOUS THUNDERB

GREAT WHITE CURS N' ROSES RICHARD MARX JOHN COUGAR MCELLEN EDDIE MONEY IVAN NEVILLE & THE STEVE NICKS OUTFIELD BONNIE RAITT SIREN STEVE WINWOOD Media

KBAT/Odesa (915) 563-2121

PD: FRANK HALL MD: DREW DANSON Heavy XTC GREAT WHITE JULIAN LENNON 38 SPECIAL RADIATORS OUTFIELD R.E.M. JOHN COUGAR MCELLEN BONNIE RAITT GUNS N' ROSES TOM PETTY BIG BAM BOO WARRANT JOHN COUGAR MCELLEN SARAYA CRUEL STORY OF YOU ROY ORBISON

WTKX/Pensacola (904) 438-7543

PD: STEVE SMITH MD: STRUMER Heavy TOM PETTY (M) OUTFIELD JOHN COUGAR MCELLEN TRAVELING WILBURYS MIKE & THE MECHAN BONNIE RAITT EDIE BRICKELL & NE FIRE TOWN CULT RICHARD MARX STEVE NICKS RICHARD MARX JEFF HEALEY FIXX

WRDU/Raleigh (919) 782-1061

PD: BOB WALTON MD: TOM GUILD Heavy 38 SPECIAL TRAVELING WILBURYS TOM PETTY (M) ELVIS COSTELLO (M) OUTFIELD JOHN COUGAR MCELLEN JULIAN LENNON SIREN RICHARD MARX STEVE NICKS JULIAN LENNON RADIATORS GREAT WHITE MIKE & THE MECHAN

WRXL/Richmond (804) 672-7731

PD: BOB NEUMANN MD: PAUL SHUGRUE Heavy U2 LOU REED (M) OUTFIELD TOM PETTY (M) GUNS N' ROSES R.E.M. JOHN COUGAR MCELLEN GREAT WHITE TRAVELING WILBURYS STEVE NICKS JULIAN LENNON RADIATORS GREAT WHITE MIKE & THE MECHAN

KLAQ/El Paso (915) 544-8864

OM/ PD: NAT LAMP MD: MIKE RAMSEY Heavy BON JOVI MELISSA ETHERIDGE 38 SPECIAL JULIAN LENNON OUTFIELD BONNIE RAITT TOM PETTY (L) RADIATORS BONNIE RAITT XTC GUNS N' ROSES MIKE & THE MECHAN

WGRM/Memphis (901) 578-1103

APD: DRAKE HALL MD: KELLIE CRUISE Heavy JOHN COUGAR MCELLEN GREAT WHITE JULIAN LENNON OUTFIELD TOM PETTY (M) BONNIE RAITT TRAVELING WILBURYS Media

WHTQ/Orlando (305) 295-3990

PD: BRIAN KRYSZ MD: ANNIE SOMMERS Heavy CULT CINDERELLA JOHN COUGAR MCELLEN TOM PETTY (M) LITA FORD OUTFIELD SKID ROW GUNS N' ROSES (M) CHRIS REA TRAVELING WILBURYS VIXEN MIKE & THE MECHAN

WDIZ/Orlando (305) 845-1802

PD: RAD HESSICK MD: LEE RANDALL Heavy GUNS N' ROSES TOM PETTY (M) JULIAN LENNON OUTFIELD WARRANT JOHN COUGAR MCELLEN CULT LITA FORD GREAT WHITE REPLACEMENTS SARAYA RICHARD MARX Media

WIXV/Savannah (912) 897-1529

PD: VIRGIL THOMPSON MD: JAY SISSON Heavy JULIAN LENNON TOM PETTY (M) TRAVELING WILBURYS JOHN COUGAR MCELLEN WARRANT CULT JULIAN LENNON LITA FORD R.E.M. (M) EDIE BRICKELL & NE JOHN COUGAR MCELLEN RICHARD MARX STEVE NICKS BAD COMPANY STEVE EARLE Light

KTAL/Shreveport (318) 425-2422

PD: JOHN SHERMAN MD: TOM MICHAELS Heavy SKID ROW CULT WARRANT BON JOVI OUTFIELD RATT DEF LEPPARD R.E.M. (M) KINGDOM COME TESLA (M) WINGER BAD COMPANY BULLFROGS Media

WLUP/Chicago (312) 440-5270

OM: GREG SOLK MD: DAVE BENSON Heavy JOHN COUGAR MCELLEN GUNS N' ROSES 38 SPECIAL MELISSA ETHERIDGE TOM PETTY CHIRBOYS JULIAN LENNON STEVE NICKS OUTFIELD U2 FIRE TOWN EASTWORLD ROY ORBISON BAD COMPANY REPLACEMENTS VAN HALEN DEF LEPPARD (M) TOM PETTY (M) JOHN COUGAR MCELLEN GUNS N' ROSES GUNS N' ROSES CHIRBOYS CINDERELLA EDDIE MONEY (M) Media

KPEZ/Austin (512) 478-6900

PD: JIM JONES MD: E. VANDER BORCHT Heavy JOHN COUGAR MCELLEN TOM PETTY STEVE NICKS BONNIE RAITT CHARLIE SEXTON JEFF HEALEY OUTFIELD GARY MOORE Media

WWWV/Charlotteville (804) 971-4057

PD: JAY LOPEZ MD: JOHN KNAPP Heavy TRAVELING WILBURYS MIKE & THE MECHAN 38 SPECIAL JULIAN LENNON OUTFIELD BONNIE RAITT TOM PETTY (L) RADIATORS BONNIE RAITT XTC GUNS N' ROSES MIKE & THE MECHAN

WRUF-FM/Gainesville (904) 392-0771

PD: HARRY GUSCOTT MD: BRIAN JORDAN Heavy BAD COMPANY BIG BAM BOO GREAT WHITE JULIAN LENNON JOHN COUGAR MCELLEN OUTFIELD GREAT WHITE HOUSE OF LORDS PURSUIT OF HAPPINE 38 SPECIAL JULIAN LENNON WARP KINGDOM COME EXTREME R.E.M. SECOND BELF SAY ANYTHING RICHARD MARX SCOTT MORGAN Media

WRLZ/Detroit (313) 827-9505

PD: MARTY BENDER MD: JIM PEMBERTON Heavy OUTFIELD SARAYA LIVING COLOUR MIKE & THE MECHAN CULT FABULOUS THUNDERB CINDERELLA JOHN COUGAR MCELLEN WARRANT TOM PETTY (M) LITA FORD GREAT WHITE HOUSE OF LORDS PURSUIT OF HAPPINE 38 SPECIAL JULIAN LENNON WARP KINGDOM COME EXTREME R.E.M. SECOND BELF SAY ANYTHING RICHARD MARX SCOTT MORGAN Media

WRTT/Chicago (312) 777-1700

PD: NORM WENER MD: LIN BREHMER Heavy TOM PETTY ELVIS COSTELLO REPLACEMENTS FINE YOUNG CANNIB R.E.M. LOU REED

WGCX/Mobile (205) 826-9600

PD: J.T. STEVENS APD/MD: LORI DUBOSE Heavy TOM PETTY (L) GUNS N' ROSES TOM PETTY (M) JULIAN LENNON OUTFIELD WARRANT JOHN COUGAR MCELLEN TOM PETTY SIREN MIKE & THE MECHAN SARAYA FABULOUS THUNDERB GARY MOORE BONNIE RAITT TRAVELING WILBURYS WARRANT 38 SPECIAL CULT Media

WGLF/Tallahassee (904) 878-1104

PD: WILL DOUGLASS APD/MD: JEFF HORN Heavy LITA FORD GREAT WHITE JEFF HEALEY JULIAN LENNON TOM PETTY (M) TRAVELING WILBURYS EDDIE MONEY OUTFIELD TOM PETTY RED SIREN REPLACEMENTS TRAVELING WILBURYS WARRANT CULT GODFATHERS THURASING DOVES CATERNAUL MOJO NIXON & SKID RIM FINE GRAHAM PARKER Light

WZEW/Mobile (205) 432-0102

PD: CATT SIRTEN MD: DREM DUNCAN Heavy GREAT WHITE JEFF HEALEY JULIAN LENNON TOM PETTY (M) TRAVELING WILBURYS JOHN COUGAR MCELLEN WARRANT CULT JULIAN LENNON LITA FORD R.E.M. (M) EDIE BRICKELL & NE JOHN COUGAR MCELLEN RICHARD MARX STEVE NICKS BAD COMPANY STEVE EARLE Light

WLVQ/Columbus (614) 224-1271

PD: BUZZ KNIGHT MD: WENDY STEELE Heavy TRAVELING WILBURYS GUNS N' ROSES MELISSA ETHERIDGE ELVIS COSTELLO REPLACEMENTS OUTFIELD TOM PETTY (M) JULIAN LENNON CULT JOHN COUGAR MCELLEN WARRANT STEVE NICKS Media

WYBN/Cincinnati (513) 821-9326

PD: TOM OWENS MD: TONY TOLLIVER Heavy SCORPIONS VAN HALEN DEF LEPPARD (M) TOM PETTY (M) JOHN COUGAR MCELLEN GUNS N' ROSES GUNS N' ROSES CHIRBOYS CINDERELLA EDDIE MONEY (M) Media

WYBN/Cincinnati (513) 821-9326

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MIDWEST (Continued)

KFMQ/Incoln (402)489-6500

INT PD: MIKE BLAKEMORE MD: JOE SKARE

Heavy U2

38 SPECIAL CHRIS REA STEVE WINWOOD GUNS N' ROSES ELVIS COSTELLO BON JOVI TOM PETTY JOHN COUGAR MCELLEN

STEVIE NICKS REPLACEMENTS (M) JULIAN LENNON MIKE & THE MECHANIC

MELISSA ETHERIDGE TRAVELING WILBURYS HOWARD JONES

JOE JACKSON OUTFIELD EDIE BRICKELL & NE

Medium RICHARD MARX

Light BIG BAM BOO

VIXEN FABULOUS THUNDERB

KSQY/Rapid (605)578-3533

PD: JACK DANIELS APD: JEFF MICHAELS

Heavy RADIATORS

SIREN JULIAN LENNON (L)

WARRANT OUTFIELD (M) (L)

XTC R.E.M. BONNIE RAITT

CULT (L) GARY MOORE

TRAVELING WILBURYS TOM PETTY (M) (L)

GREAT WHITE (L) SARAYA (L)

CINDERELLA MIKE & THE MECHANIC

BIG BAM BOO LIVING COLOUR

JOHN COUGAR MCELLEN

Medium STEVIE NICKS (L)

RICHARD MARX

Light JOHNNY DIESEL & TH

LOVE & ROCKETS QUEENSRYCHE

BARNEY BENTALL &

WAOB/South Bend (616)683-5432

PD: GREGG RICHARDS APD/MD: SUE FREY

Heavy CULT

GREAT WHITE JULIAN LENNON

JOHN COUGAR MCELLEN

OUTFIELD TOM PETTY

RADIATORS BONNIE RAITT

R.E.M. SIREN

BIG BAM BOO CINDERELLA

CRUEL STORY OF YOU

JEFF HEALEY LIVING COLOUR

MIKE & THE MECHANIC

ROY ORBISON REPLACEMENTS

SARAYA 38 SPECIAL

MICHAEL THOMPSON B

TRAVELING WILBURYS

WARRANT XTC

RICHARD MARX

Light LOVE & ROCKETS

KXUS/Springfield, MO (417) 831-9700

OM: MIKE SCHMIDT MD: PAUL CANNELL

Heavy JOHN COUGAR MCELLEN

TRAVELING WILBURYS

BONNIE RAITT XTC

TOM PETTY R.E.M.

WARRANT JULIAN LENNON

GREAT WHITE

Medium KBCO-FM/Denver (303)444-5600

PD: JOHN BRADLEY MD: DOUG CLIFTON

Heavy JOE JACKSON

BONNIE RAITT TOM PETTY

JULIAN LENNON

FIXX XTC

BRUCE COCKBURN RADIATORS

FINE YOUNG CANNIB

TANITA TIKARAM NEVILLE BROTHERS

SHOW OF HANDS REPLACEMENTS

NIDIO GIRLS

Medium CHRIS REA

LOU REED ELVIS COSTELLO

SIMPLE MINDS LOST ANGELS

JEFF HEALEY SAM PHILLIPS

EDIE BRICKELL & NE

HOUSE OF FREAKS

BIG BAM BOO VIOLENT FEMMES

LILE LOVETT CONNELLS

WASHINGTON SQUARES

NEW ORDER R.E.M.

PHOBE SNOW CRUEL STORY OF YOU

ALANNAH MYLES BRUCE COCKBURN

CONCRETE BLONDE JOHN COUGAR MCELLEN

Medium RICHARD MARX STEVIE NICKS

Light BIG SUN JOHNNY DIESEL & TH

KING SWAMP REPLACEMENTS

BARNEY BENTALL &

WZZQ/Terre Haute (812)232-5034

PD/MD: STEVE KOSBAU

Heavy GUNS N' ROSES

38 SPECIAL REPLACEMENTS

JULIAN LENNON TOM PETTY (M)

OUTFIELD XTC

EDDIE MONY GREAT WHITE

JOHN COUGAR MCELLEN

WARRANT XTC

RICHARD MARX

Light BIG BAM BOO

VIXEN FABULOUS THUNDERB

KSQY/Rapid (605)578-3533

PD: JACK DANIELS APD: JEFF MICHAELS

Heavy RADIATORS

SIREN JULIAN LENNON (L)

WARRANT OUTFIELD (M) (L)

XTC R.E.M. BONNIE RAITT

CULT (L) GARY MOORE

TRAVELING WILBURYS

TOM PETTY (M) (L)

GREAT WHITE (L) SARAYA (L)

CINDERELLA MIKE & THE MECHANIC

BIG BAM BOO LIVING COLOUR

JOHN COUGAR MCELLEN

Medium STEVIE NICKS (L)

RICHARD MARX

Light JOHNNY DIESEL & TH

LOVE & ROCKETS QUEENSRYCHE

BARNEY BENTALL &

WAOB/South Bend (616)683-5432

PD: GREGG RICHARDS APD/MD: SUE FREY

Heavy CULT

GREAT WHITE JULIAN LENNON

JOHN COUGAR MCELLEN

OUTFIELD TOM PETTY

RADIATORS BONNIE RAITT

R.E.M. SIREN

BIG BAM BOO CINDERELLA

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JEFF HEALEY LIVING COLOUR

MIKE & THE MECHANIC

ROY ORBISON REPLACEMENTS

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MICHAEL THOMPSON B

TRAVELING WILBURYS

WARRANT XTC

RICHARD MARX

Light LOVE & ROCKETS

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OM: MIKE SCHMIDT MD: PAUL CANNELL

Heavy JOHN COUGAR MCELLEN

TRAVELING WILBURYS

BONNIE RAITT XTC

TOM PETTY R.E.M.

WARRANT JULIAN LENNON

GREAT WHITE

Medium KBCO-FM/Denver (303)444-5600

PD: JOHN BRADLEY MD: DOUG CLIFTON

Heavy JOE JACKSON

BONNIE RAITT TOM PETTY

JULIAN LENNON

FIXX XTC

BRUCE COCKBURN RADIATORS

FINE YOUNG CANNIB

TANITA TIKARAM NEVILLE BROTHERS

SHOW OF HANDS REPLACEMENTS

NIDIO GIRLS

Medium CHRIS REA

LOU REED ELVIS COSTELLO

SIMPLE MINDS LOST ANGELS

JEFF HEALEY SAM PHILLIPS

EDIE BRICKELL & NE

HOUSE OF FREAKS

BIG BAM BOO VIOLENT FEMMES

LILE LOVETT CONNELLS

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CONCRETE BLONDE JOHN COUGAR MCELLEN

Medium RICHARD MARX STEVIE NICKS

Light BIG SUN JOHNNY DIESEL & TH

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BARNEY BENTALL &

WZZQ/Terre Haute (812)232-5034

PD/MD: STEVE KOSBAU

Heavy GUNS N' ROSES

38 SPECIAL REPLACEMENTS

JULIAN LENNON TOM PETTY (M)

OUTFIELD XTC

EDDIE MONY GREAT WHITE

JOHN COUGAR MCELLEN

WARRANT XTC

RICHARD MARX

Light BIG BAM BOO

VIXEN FABULOUS THUNDERB

KSQY/Rapid (605)578-3533

PD: JACK DANIELS APD: JEFF MICHAELS

Heavy RADIATORS

SIREN JULIAN LENNON (L)

WARRANT OUTFIELD (M) (L)

XTC R.E.M. BONNIE RAITT

CULT (L) GARY MOORE

TRAVELING WILBURYS

TOM PETTY (M) (L)

GREAT WHITE (L) SARAYA (L)

CINDERELLA MIKE & THE MECHANIC

BIG BAM BOO LIVING COLOUR

JOHN COUGAR MCELLEN

Medium STEVIE NICKS (L)

RICHARD MARX

Light JOHNNY DIESEL & TH

LOVE & ROCKETS QUEENSRYCHE

BARNEY BENTALL &

WAOB/South Bend (616)683-5432

PD: GREGG RICHARDS APD/MD: SUE FREY

Heavy CULT

GREAT WHITE JULIAN LENNON

JOHN COUGAR MCELLEN

OUTFIELD TOM PETTY

RADIATORS BONNIE RAITT

R.E.M. SIREN

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WARRANT XTC

RICHARD MARX

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Heavy JOHN COUGAR MCELLEN

TRAVELING WILBURYS

BONNIE RAITT XTC

TOM PETTY R.E.M.

WARRANT JULIAN LENNON

GREAT WHITE

Medium KBCO-FM/Denver (303)444-5600

PD: JOHN BRADLEY MD: DOUG CLIFTON

Heavy JOE JACKSON

BONNIE RAITT TOM PETTY

JULIAN LENNON

FIXX XTC

BRUCE COCKBURN RADIATORS

FINE YOUNG CANNIB

TANITA TIKARAM NEVILLE BROTHERS

SHOW OF HANDS REPLACEMENTS

NIDIO GIRLS

Medium CHRIS REA

LOU REED ELVIS COSTELLO

SIMPLE MINDS LOST ANGELS

JEFF HEALEY SAM PHILLIPS

EDIE BRICKELL & NE

HOUSE OF FREAKS

BIG BAM BOO VIOLENT FEMMES

LILE LOVETT CONNELLS

WASHINGTON SQUARES

NEW ORDER R.E.M.

PHOBE SNOW CRUEL STORY OF YOU

ALANNAH MYLES BRUCE COCKBURN

CONCRETE BLONDE JOHN COUGAR MCELLEN

XTC Light RICHARD MARX SARAYA

NEAL SCHON LOVE & ROCKETS

CRACK THE SKY

JOHN COUGAR MCELLEN

OUTFIELD BONNIE RAITT

RED SIREN TRAVELING WILBURYS

Light KFOG/San Francisco (415)988-1045

Heavy FABULOUS THUNDERB

JULIAN LENNON JOHN COUGAR MCELLEN

MIKE & THE MECHANIC

OUTFIELD TOM PETTY

R.E.M. RADIATORS

BONNIE RAITT SIREN

Medium 38 SPECIAL

BIG BAM BOO EDIE BRICKELL & NE

JEFF HEALEY EDDIE MONY

GREAT WHITE REPLACEMENTS

NEAL SCHON XTC

NEVILLE BROTHERS

TRAVELING WILBURYS

MIKE & THE MECHANIC

SAY ANYTHING

Medium KOME/San Jose (408)985-9800

PD: RON HENNI MD: STEPHEN PAGE

Heavy TOM PETTY

38 SPECIAL JULIAN LENNON

OUTFIELD JOHN COUGAR MCELLEN

REPLACEMENTS

TESLA RED SIREN

STEVE EARLE GARY MOORE

MARCHELLO GREAT WRE

R.E.M. JEFF HEALEY

CULT BLUE MURDER

CRUEL STORY OF YOU

DOGS D'AMOUR

ALANNAH MYLES

NEAL SCHON BLACK SABRETT

SIDEMENERS

Light XTC

JIMI HENDRIX EXPER

CURE

Medium KRXQ

CHR P1A PLAYLISTS

KUBE 93.7 FM Seattle

PD: Tom Huttler MD: Bob LaBorde
1 MADONNA/Like A Prayer
2 DON ESTU/Heaven Help Me

Salt Lake City KSL 2.5 FM

PD: Gary Waldron MD: Bob LaBorde
1 BETTE MIDLER/When Beneath My Wings
2 DONNY OSMOND/Boys of Love

Sacramento KSLM 108

PD: Mark Bolke Asst. PD/MD: Dom Testa
1 MADONNA/Like A Prayer
2 TONY LOMAX/Boys of Love

Denver PD: Mark Bolke Asst. PD/MD: Dom Testa

1 JIMMY HARNEN & BYRONNE Are You Now
2 PAULA ABUJA/Forever Your Girl

CHR P1A 95.5 FM WPGC

Washington, D.C. Acting PD: Dave Ferguson MD: Albie D
1 E U/Just Miss
2 BOBBY BROWN/Every Little Step

WPOW Miami

VP/Programming: Bill Tanner Asst. PD: Funk E. Frank Walsh MD: Shirley Maldonado
1 MADONNA/Like A Prayer
2 HILLI VANILLI/If I Know It's True

Call Hit! KQKS 104.7 FM Denver

PD: Dave Van Stone MD: Cindy Rose
1 ROSETTE/The Lost
2 MADONNA/Like A Prayer

Z100 KKRZ Portland

PD: Mark Capps MD: Connie Breeze
1 MADONNA/Like A Prayer
2 DEON ESTU/Heaven Help Me

KKLQ San Diego

PD: Garry Wall MD: John Clay
1 MADONNA/Like A Prayer
2 TONY LOMAX/Boys of Love

POWER HITS 108 THE NUMBER 1 HIT MUSIC STATION

PD: Jeff Hunter MD: Alex "A.C." Cosper
1 MADONNA/Like A Prayer
2 TONY LOMAX/Boys of Love

KMEL 105.5 FM San Francisco

PD: Keith Nafaty MD: Hosh Gureli
1 NEW KIDS ON THE BLOCK/If I Were a Boy
2 JODY WATLEY/Real Love

Power 106 FM KPWR Los Angeles

PD: Jeff Wyatt Asst. PD/MD: Al Tavera
1 MADONNA/Like A Prayer
2 STEVIE NICK/If I Was a Boy

KZZP 104.7 FM Phoenix

THE NUMBER 1 HIT MUSIC STATION PD: Bob Case MD: Michelle Santosuosso
1 BENNY MARDONES/Into the Night
2 DONNY OSMOND/Boys of Love

POWER 99 KCPX Salt Lake City

PD: Chris Baker Asst. PD/MD: Ray Kalusa
1 MADONNA/Like A Prayer
2 DONNY OSMOND/Boys of Love

KROSS 94.5 San Jose

PD: Mark St. John Asst. PD: Barry Beck MD: Rich Anhorn
1 MADONNA/Like A Prayer
2 DONNY OSMOND/Boys of Love

93 KOY-FM Phoenix

PD: Jay Stevens APD/MD: Kevin Robinson
1 BENNY MARDONES/Into the Night
2 DONNY OSMOND/Boys of Love

Hot 97.7 KHQT San Jose

PD: Jim "Catfish" Prewitt Asst. PD: Christopher Lance MD: Dwaine Luna
1 JODY WATLEY/Real Love
2 TONY LOMAX/Boys of Love

99.1 FM KGGI Riverside

PD: Larry Martino MD: Harley Davidson Asst. PD: Steve Craig
1 STEVIE NICK/If I Was a Boy
2 BOBBY BROWN/Every Little Step

97 KROY FM Sacramento

OM: Sean Lynch MD: Scott Mitchell
1 MADONNA/Like A Prayer
2 SA-FIRE/Thinking of You

105 PORTLAND'S POWER STATION KXYQ Portland

VP/Programming: Jim Ryan
1 MADONNA/Like A Prayer
2 DONNY OSMOND/Boys of Love

KPLZ 101.5 FM Seattle

PD: Casey Keating MD: Mark Allen
1 DON JOY/It's Not You, It's Me
2 BOBBY BROWN/Every Little Step

Los Angeles KISFM 102.7

VP/MD: Steve Rivers MD: Kevin Weatherly
1 MADONNA/Like A Prayer
2 STEVIE NICK/If I Was a Boy

Hot 97.7 KHQT San Jose

PD: Jim "Catfish" Prewitt Asst. PD: Christopher Lance MD: Dwaine Luna
1 JODY WATLEY/Real Love
2 TONY LOMAX/Boys of Love

97.1 FM WQHT New York

OM: Joel Salkowitz PD: Steve Ellis MD: Kevin McCabe
1 MADONNA/Like A Prayer
2 STEVIE NICK/If I Was a Boy

EAST

MOST ADDED
Richard Marx
Cyndi Lauper
Dangles
Donna Summer
Simply Red

BREAKOUTS
Stevie Nicks

P3

WPRR/Altoona, PA
Darrell Ray
NATALIE COLE
DONNA SUMMER
RICHARD MARX
BANGLES
TIPPERY
WARRANT
EDDIE MONEY
Hotteat:
MADONNA 1-1
BOB JOVI 2-2
ANIMOTION 3-3
PAULA ABDUL 6-4
JODY WATLEY 11-6

WWFV/Bangor, ME
Mardin/Clerk
RICHARD MARX
BANGLES
CYNDI LAUPER
REAL LIFE (dp)
WARRANT (dp)
Hotteat:
BOB JOVI 3-2
FORD & OSBOURNE 7-3
PAULA ABDUL 10-4
MICHAEL DAMIAN 16-8
GUNS N' ROSES 21-16

103CI/Berkeley, WV
Spencer/Davis
RICHARD MARX
CYNDI LAUPER
JOHN COUGAR MELLE
CUTFIELD
Hotteat:
BOB JOVI 2-1
JIMMY HARNEN & SY 6-4
GUNS N' ROSES 12-10
ANIMOTION 16-12
MICHAEL DAMIAN 16-11
JODY WATLEY 27-11
BENNY HADWONES 30-22

96XXX/Burlington, VT
Speck/Riley
RICHARD MARX
FINE YOUNG CANNIBS
BANGLES
MILLI VANILLI
NEW KIDS ON THE B (dp)
Hotteat:
MADONNA 1-1
BOB JOVI 6-2
MICHAEL DAMIAN 8-6
BELLE STARS 10-8
GUNS N' ROSES 30-19
Hotteat:
BOB JOVI 3-2
FORD & OSBOURNE 7-3
PAULA ABDUL 10-4
MICHAEL DAMIAN 16-8
GUNS N' ROSES 21-16

WKPE/Cape Cod, MA
Rick Ryder
RICHARD MARX
BOBBY BROWN
NENEN CHERRY
ROACHFORD
WARRANT
DONNA SUMMER
Hotteat:
BOB JOVI 7-3
38 SPECIAL 14-10
MICHAEL DAMIAN 16-11
JODY WATLEY 27-11
BENNY HADWONES 30-22

WKZ/Chambersburg, PA
Nevel/Hughes
RICHARD MARX
BANGLES
MILLI VANILLI
NEW KIDS ON THE B (dp)
Hotteat:
MADONNA 1-1
BOB JOVI 6-2
MICHAEL DAMIAN 8-6
BELLE STARS 10-8
GUNS N' ROSES 30-19
Hotteat:
BOB JOVI 3-2
FORD & OSBOURNE 7-3
PAULA ABDUL 10-4
MICHAEL DAMIAN 16-8
GUNS N' ROSES 21-16

OK100/Itasca, NY
Christian/Gates
BANGLES
JIMMY HARNEN & SY
REAL LIFE
RICHARD MARX
CYNDI LAUPER
MILLI VANILLI (dp)
Hotteat:
MADONNA 15-6
GUNS N' ROSES 18-12
TONE LOC 5-3
BELLE STARS 28-19
TOMMY PAGE 27-20
ELVIS COSTELLO D-21

95XII/Parkersburg, WV
Nevel/Hughes
RICHARD MARX
STEVIE NICKS
KEVIN RALEIGH
TOM PETTY
Hotteat:
MADONNA 2-1
ANIMOTION 3-2
BOB JOVI 4-3
FINE YOUNG CANNIBS 8-5
GUNS N' ROSES 11-8

WTHY/Portland, ME
Cosenza/Parziale
RICHARD MARX
WARRANT (dp)
DONNA SUMMER
CYNDI LAUPER
MILLI VANILLI (dp)
Hotteat:
ANIMOTION 4-2
MADONNA 1-1
BETTE MIDLER 7-5
PAULA ABDUL 22-11
MICHAEL DAMIAN 23-13

GSB/Portland, ME
Holde/Bryant
none
Hotteat:
MADONNA 1-1
TOMMY PAGE 13-13
BETTE MIDLER 16-16
CUTFIELD 21-21
ARETHA & ELTON 25-25

WOMP/Wheeling, WV
Forster/McGee
FINE YOUNG CANNIBS
RICHARD MARX
WAS (NOT WAS)
CYNDI LAUPER
MILLI VANILLI (dp)
GREAT WHITE (dp)
Hotteat:
MADONNA 1-1
38 SPECIAL 2-2
WINGER 3-3
ANIMOTION 14-4
PAULA ABDUL 6-6

WHTX/Wilmington, PA
Ted Minkler
RICHARD MARX
FINE YOUNG CANNIBS
CYNDI LAUPER
STEVIE NICKS
BANGLES
CHICAGO
WARRANT (dp)
SIMPLY RED (dp)
BOB JOVI 2-1
PAULA ABDUL 3-2
DEBBIE GIBSON 12-6
SA-FIRE 3-3
MICHAEL DAMIAN 19-9

WHTO/Wilmington, PA
Hartman/Wright
RICHARD MARX
SIMPLY RED (dp)
CYNDI LAUPER
BANGLES
MICHAEL MORALES
Hotteat:
SA-FIRE 1-1
BOB JOVI 2-2
PAULA ABDUL 5-3
MADONNA 6-3
NEW KIDS ON THE B 23-13

RICHARD MARX
SIMPLY RED
CYNDI LAUPER
BANGLES
MICHAEL MORALES
Hotteat:
SA-FIRE 1-1
BOB JOVI 2-2
PAULA ABDUL 5-3
MADONNA 6-3
NEW KIDS ON THE B 23-13

FLY2/Albany, NY

Patton/H/Scheffer
CYNDI LAUPER
RICHARD MARX
DONNA SUMMER
ROD STEWART
Hotteat:
BOB JOVI 3-1
LIVING COLOUR 9-4
DONNY OSMOND 20-9
38 SPECIAL 25-13
BOBBY BROWN 29-24

WABE/Allentown, PA

Sherry/Johnson
CYNDI LAUPER
SIMPLY RED (dp)
STEVIE NICKS
RICHARD MARX
ELVIS COSTELLO
SURFACE (dp)
Hotteat:
SA-FIRE 2-2
JODY WATLEY 12-8
GUNS N' ROSES 19-12
NEW KIDS ON THE B 15-13
NATALIE COLE 25-19

WHT/Baltimore

Smith/Szabo
RICHARD MARX
Hotteat:
BOB JOVI 4-1
PAULA ABDUL 5-2
SA-FIRE 11-4
JODY WATLEY 12-9
BOBBY BROWN 13-10

WVSR/Charleston, WV

Bill Sheahan
RICHARD MARX (dp)
DONNA SUMMER
STEVIE NICKS (dp)
SIMPLY RED (dp)
MILLI VANILLI (dp)
Hotteat:
BOB JOVI 4-1
BETTE MIDLER 6-4
PAULA ABDUL 14-10
GUNS N' ROSES 20-17
JIMMY HARNEN & SY 21-18

K104/Erie, PA

Joe Shannon
JOHN COUGAR MELLE
STEVIE NICKS
TRAVELING WILBURY
TOM PETTY
Hotteat:
FORD & OSBOURNE 3-1
DONNA SUMMER 4-3
GUNS N' ROSES 8-3
STEVE WINWOOD 6-4
U2 9-6

JET-FM/Erie, PA

Jim Cook
RICHARD MARX
NENEN CHERRY
SIMPLY RED
CYNDI LAUPER
BANGLES
Hotteat:
MADONNA 2-1
BOB JOVI 3-2
PAULA ABDUL 9-4
WINGER 8-5
LIVING COLOUR 11-8

WERZ/Exeter, NH

Falcon/Lief
RICHARD MARX
ROD STEWART
BANGLES
CYNDI LAUPER
EDIE BRICKELL & N (dp)
EDDIE MONEY (dp)
Hotteat:
MADONNA 3-2
ANIMOTION 8-4
MICHAEL DAMIAN 15-8
DEBBIE GIBSON 14-9
SA-FIRE 18-12

WNNK/Harrisburg, PA

Bond/August
RICHARD MARX
CYNDI LAUPER
FORD & OSBOURNE
BANGLES
MILLI VANILLI
SIMPLY RED
Hotteat:
PAULA ABDUL 4-3
JODY WATLEY 10-7
BOBBY BROWN 31-21
NEW KIDS ON THE B 33-23
NENEN CHERRY 34-24

WTIC/Hartford, CT

Shakes/Weat
JIMMY HARNEN & SY
FINE YOUNG CANNIBS
RICHARD MARX
SIMPLY RED
Hotteat:
BELLE STARS 1-1
BETTE MIDLER 4-3
DONNY OSMOND 9-5
BOB JOVI 16-10
NEW KIDS ON THE B 23-15

WKKE/Huntington, WV

Mayne/Miller
RICHARD MARX
DONNA SUMMER
MILLI VANILLI
JOHN COUGAR MELLE
SIMPLY RED
Hotteat:
MADONNA 1-1
38 SPECIAL 4-2
ANIMOTION 5-3
BETTE MIDLER 7-4
BOB JOVI 9-5

WLAN/Lancaster, PA

Marino/Murray
SIMPLY RED
OUTFIELD
ELVIS COSTELLO
FINE YOUNG CANNIBS
Hotteat:
MADONNA 1-1
TONE LOC 2-2
BETTE MIDLER 8-3
CHER & PETER CETE 9-5
BELLE STARS 19-9

KC101/New Haven, CT

Rybak/Dann
RICHARD MARX
JOHN COUGAR MELLE
CYNDI LAUPER
FINE YOUNG CANNIBS
Hotteat:
BOB JOVI 2-1
MADONNA 3-2
BETTE MIDLER 11-6
NEW KIDS ON THE B 13-7
GUNS N' ROSES 22-17

100KH/Ocean City, MD

Hilman/Jernigan
WARRANT
JOHN COUGAR MELLE
CYNDI LAUPER
HOUSE OF LORDS (dp)
SAM BROWN
VIXEN (dp)
CURE (dp)
Hotteat:
MADONNA 2-1
JIMMY HARNEN & SY 4-3
WINGER 6-5
BOB JOVI 12-6
LIVING COLOUR 8-7

WSPK/Poughkeepsie, NY

Stew Schantz
CYNDI LAUPER
RICHARD MARX
BANGLES
STEVIE NICKS
FENNY HADWONES
BULLETPROPS (dp)
DONNA SUMMER (dp)
Hotteat:
GUNS N' ROSES 2-1
MICHAEL DAMIAN 7-3
PAULA ABDUL 17-9
NEW KIDS ON THE B 23-14
BETTE MIDLER 26-16

98PY/Rochester, NY

Mitchell/Leary
RICHARD MARX
FORD & OSBOURNE
ELVIS COSTELLO
OUTFIELD
ROACHFORD
Hotteat:
MADONNA 1-1
PAULA ABDUL 2-2
GUNS N' ROSES 4-3
LIVING COLOUR 5-4
BOBBY BROWN 7-6

93Q/Syracuse, NY

Sullivan/Dunbar
DONNA SUMMER
SIMPLY RED
RICHARD MARX
FINE YOUNG CANNIBS
Hotteat:
MADONNA 1-1
PAULA ABDUL 5-4
JODY WATLEY 6-4
MICHAEL DAMIAN 13-10
BOBBY BROWN 27-21

WPSN/Trenton, NJ

Cunningham/Marolo
BANGLES
RICHARD MARX
DONNA SUMMER
CYNDI LAUPER
Hotteat:
MADONNA 2-1
BOB JOVI 3-2
PAULA ABDUL 9-4
WINGER 8-5
LIVING COLOUR 11-8

WNYZ/Utica, NY

Jay Flannery
JOHN COUGAR MELLE
LISA LISA & CULT
JIMMY HARNEN & SY
TINDERELLA
RICHARD MARX
SAMANTHA FOX
CYNTHIA
Hotteat:
MADONNA 1-1
CHER & PETER CETE 4-2
MICHAEL DAMIAN 8-4
SA-FIRE 6-5
JODY WATLEY 13-8

WRCK/Utica, NY

Raitz/Burton
BANGLES
RICHARD MARX
CYNDI LAUPER
NATALIE COLE
SIMPLY RED
Hotteat:
PAULA ABDUL 5-3
MICHAEL DAMIAN 7-4
GUNS N' ROSES 14-5
DONNY OSMOND 24-18
BETTE MIDLER 34-24

WKZZ/Bearon, TX

J.J. Jackson
RICHARD MARX (dp)
CYNDI LAUPER
SIMPLY RED
Hotteat:
DONNY OSMOND 5-2
GUNS N' ROSES 15-5
ANIMOTION 10-6
SHEENA EASTON 9-7
STEVIE B 24-16

WVOK/Columbia, SC

Matts/McHugh
RICHARD MARX
BANGLES
LISA LISA & CULT
FINE YOUNG CANNIBS
TOMMY PAGE
CYNDI LAUPER
Hotteat:
DONNY OSMOND 5-2
GUNS N' ROSES 15-5
ANIMOTION 10-6
SHEENA EASTON 9-7
STEVIE B 24-16

95B/Birmingham, AL

John Peake
none
Hotteat:
ANIMOTION 1-1
BOB JOVI 7-3
GUNS N' ROSES 19-19
FORD & OSBOURNE 24-24

KXX106/Birmingham, AL

Evans/Lopez
RICK ASTLEY
WAS (NOT WAS)
NEW ORDER
Hotteat:
DEAN ESTUS 3-2
SAM BROWN 4-3
NEW KIDS ON THE B 6-4
SWEET SENSATION 6-4
JODY WATLEY 8-5

SOUTH

MOST ADDED
Richard Marx
Cyndi Lauper
Simply Red
Fine Young Cannibals

BREAKOUTS
Stevie Nicks
Rod Stewart
Chicago
Real Life
XTC

WVOK/Charleston, SC

Gaither/Russell
FORD & OSBOURNE
RICHARD MARX
FINE YOUNG CANNIBS
WARRANT (dp)
Hotteat:
BOB JOVI 8-4
WINGER 8-5
BETTE MIDLER 11-7
GUNS N' ROSES 15-9
MICHAEL DAMIAN 23-18

WVOK/Greenville, NC

Lee Gillette
TOM PETTY
ONE 2 MANY
REPLACEMENTS
BANGLES
ROD STEWART
JUDSON SPENCE
CYNDI LAUPER
EDIE BRICKELL & N
MIXE & THE NECHAN
STEVIE NICKS
Hotteat:
JIMMY HARNEN & SY 4-3
SA-FIRE 11-6
JODY WATLEY 21-13
MICHAEL DAMIAN 24-14
GUNS N' ROSES 27-17

WSSX/Charleston, SC

Allan/Stevens
RICHARD MARX
BOBBY BROWN
ROACHFORD
NATALIE COLE (dp)
WARRANT (dp)
Hotteat:
MADONNA 1-1
FINE YOUNG CANNIBS 3-2
BETTE MIDLER 10-4
BOB JOVI 16-7
LIVING COLOUR 14-11

WBCY/Charlotte, NC

Mary June Ross
JOHN COUGAR MELLE (dp)
STEVIE NICKS
CYNDI LAUPER
SIMPLY RED
Hotteat:
MADONNA 3-2
CHER & PETER CETE 6-5
DONNY OSMOND 7-6
JODY WATLEY 10-8
MICHAEL DAMIAN 14-12

WROU/Charlotte, NC

Bias/Ward
RICHARD MARX
STEVIE NICKS
CYNDI LAUPER
SIMPLY RED
Hotteat:
BOB JOVI 4-1
PAULA ABDUL 7-2
SA-FIRE 8-4
DEBBIE GIBSON 9-7
JODY WATLEY 12-8

WZPY/Huntsville, AL

Chris Andrews
RICHARD MARX
STEVIE NICKS
BANGLES
CYNDI LAUPER
SIMPLY RED
Hotteat:
BOB JOVI 4-1
PAULA ABDUL 7-2
SA-FIRE 8-4
DEBBIE GIBSON 9-7
JODY WATLEY 12-8

WVOK/Chattanooga, TN

Chase/Scott
DONNY OSMOND
RICHARD MARX
STEVIE NICKS
Hotteat:
BOB JOVI 2-1
PAULA ABDUL 4-2
WATERFRONT 14-12
JODY WATLEY 12-9
MICHAEL DAMIAN 15-10

WVOK/Columbia, SC

Matts/McHugh
RICHARD MARX
BANGLES
LISA LISA & CULT
FINE YOUNG CANNIBS
TOMMY PAGE
CYNDI LAUPER
Hotteat:
DONNY OSMOND 5-2
GUNS N' ROSES 15-5
ANIMOTION 10-6
SHEENA EASTON 9-7
STEVIE B 24-16

95B/Birmingham, AL

John Peake
none
Hotteat:
ANIMOTION 1-1
BOB JOVI 7-3
GUNS N' ROSES 19-19
FORD & OSBOURNE 24-24

KXX106/Birmingham, AL

Evans/Lopez
RICK ASTLEY
WAS (NOT WAS)
NEW ORDER
Hotteat:
DEAN ESTUS 3-2
SAM BROWN 4-3
NEW KIDS ON THE B 6-4
SWEET SENSATION 6-4
JODY WATLEY 8-5

G106/Durham-Raleigh, NC

Edwards/Harrison
RICHARD MARX
Hotteat:
MILLI VANILLI 2-1
FINE YOUNG CANNIBS 5-3
JODY WATLEY 13-7
38 SPECIAL 19-12
GUNS N' ROSES 33-17

KEZIE/Paris, TX

Winter/Van Dyke
JIMMY HARNEN & SY
WARRANT
SIMPLY RED
Hotteat:
SWEET SENSATION 3-2
TONE LOC 5-3
BOBBY BROWN 9-5
MADONNA 11-6
WAS (NOT WAS) 13-9

Q8B/Fayetteville, NC

McCloud/Kelly
BOBBY BROWN
RICHARD MARX
CYNDI LAUPER (dp)
BANGLES (dp)
MADONNA 4-3
BETTE MIDLER 8-5
PAULA ABDUL 11-8
BOB JOVI 15-12

WINK/Ft. Myers, FL

Marty Barger
Hotteat:
MADONNA 1-1
SA-FIRE 4-4
PAULA ABDUL 5-5
BETTE MIDLER 10-10
MICHAEL DAMIAN 16-16

WVOK/Greenville, NC

Lee Gillette
TOM PETTY
ONE 2 MANY
REPLACEMENTS
BANGLES
ROD STEWART
JUDSON SPENCE
CYNDI LAUPER
EDIE BRICKELL & N
MIXE & THE NECHAN
STEVIE NICKS
Hotteat:
JIMMY HARNEN & SY 4-3
SA-FIRE 11-6
JODY WATLEY 21-13
MICHAEL DAMIAN 24-14
GUNS N' ROSES 27-17

WVOK/Greenville, NC

McCown/Catcher
RICHARD MARX
STEVIE NICKS
LISA LISA & CULT (dp)
Hotteat:
PAULA ABDUL 5-2
JODY WATLEY 10-6
MICHAEL DAMIAN 13-8
DONNY OSMOND 19-13
HOWARD JONES 17-14

WZPY/Huntsville, AL

Chris Andrews
RICHARD MARX
STEVIE NICKS
BANGLES
CYNDI LAUPER
SIMPLY RED
Hotteat:
BOB JOVI 4-1
PAULA ABDUL 7-2
SA-FIRE 8-4
DEBBIE GIBSON 9-7
JODY WATLEY 12-8

WVOK/Chattanooga, TN

Chase/Scott
DONNY OSMOND
RICHARD MARX
STEVIE NICKS
Hotteat:
BOB JOVI 2-1
PAULA ABDUL 4-2
WATERFRONT 14-12
JODY WATLEY 12-9
MICHAEL DAMIAN 15-10

WVOK/Columbia, SC

Matts/McHugh
RICHARD MARX
BANGLES
LISA LISA & CULT
FINE YOUNG CANNIBS
TOMMY PAGE
CYNDI LAUPER
Hotteat:
DONNY OSMOND 5-2
GUNS N' ROSES 15-5
ANIMOTION 10-6
SHEENA EASTON 9-7
STEVIE B 24-16

WVOK/Columbia, SC

Harris/McClure
CYNDI LAUPER
RICHARD MARX
BANGLES
FINE YOUNG CANNIBS
DONNA SUMMER
WARRANT (dp)
SIMPLY RED (dp)
XTC (dp)
Hotteat:
GREAT WHITE (dp)
MADONNA 1-1
SWEET SENSATION 5-2
BOB JOVI 7-3
JODY WATLEY 12-5
PAULA ABDUL 14-8

WVOK/Chattanooga, TN

Clay Gish
PAULA ABDUL
ROD STEWART
GUNS N' ROSES
RICHARD MARX
Hotteat:
BOB JOVI 1-1
BOB JOVI 2-2
MICHAEL DAMIAN 3-3
CHER & PETER CETE 28-21
CINDERELLA 30-25

G106/Durham-Raleigh, NC

Edwards/Harrison
RICHARD MARX
Hotteat:
MILLI VANILLI 2-1
FINE YOUNG CANNIBS 5-3
JODY WATLEY 13-7
38 SPECIAL 19-12
GUNS N' ROSES 33-17

KEZIE/Paris, TX

Winter/Van Dyke
JIMMY HARNEN & SY
WARRANT
SIMPLY RED
Hotteat:
SWEET SENSATION 3-2
TONE LOC 5-3
BOBBY BROWN 9-5
MADONNA 11-6
WAS (NOT WAS) 13-9

Q8B/Fayetteville, NC

McCloud/Kelly
BOBBY BROWN
RICHARD MARX
CYNDI LAUPER (dp)
BANGLES (dp)
MADONNA 4-3
BETTE MIDLER 8-5
PAULA ABDUL 11-8
BOB JOVI 15-12

WINK/Ft. Myers, FL

Marty Barger
Hotteat:
MADONNA 1-1
SA-FIRE 4-4
PAULA ABDUL 5-5
BETTE MIDLER 10-10
MICHAEL DAMIAN 16-16

WVOK/Greenville, NC

Lee Gillette
TOM PETTY
ONE 2 MANY
REPLACEMENTS
BANGLES
ROD STEWART
JUDSON SPENCE
CYNDI LAUPER
EDIE BRICKELL & N
MIXE & THE NECHAN
STEVIE NICKS
Hotteat:
JIMMY HARNEN & SY 4-3
SA-FIRE 11-6
JODY WATLEY 21-13
MICHAEL DAMIAN 24-14
GUNS N' ROSES 27-17

WVOK/Greenville, NC

McCown/Catcher
RICHARD MARX
STEVIE NICKS
LISA LISA & CULT (dp)
Hotteat:
PAULA ABDUL 5-2
JODY WATLEY 10-6
MICHAEL DAMIAN 13-8
DONNY OSMOND 19-13
HOWARD JONES 17-14

WZPY/Huntsville, AL

Chris Andrews
RICHARD MARX
STEVIE NICKS
BANGLES
CYNDI LAUPER
SIMPLY RED
Hotteat:
BOB JOVI 4-1
PAULA ABDUL 7-2
SA-FIRE 8-4
DEBBIE GIBSON 9-7
JODY WATLEY 12-8

WVOK/Chattanooga, TN

Chase/Scott
DONNY OSMOND
RICHARD MARX
STEVIE NICKS
Hotteat:
BOB JOVI 2-1
PAULA ABDUL 4-2
WATERFRONT 14-12
JODY WATLEY 12-9
MICHAEL DAMIAN 15-10

WVOK/Columbia, SC

Matts/McHugh
RICHARD MARX
BANGLES
LISA LISA & CULT
FINE YOUNG CANNIBS
TOMMY PAGE
CYNDI LAUPER
Hotteat:
DONNY OSMOND 5-2
GUNS N' ROSES 15-5
ANIMOTION 10-6
SHEENA EASTON 9-7
STEVIE B 24-16

WVOK/Columbia, SC

Harris/McClure
CYNDI LAUPER
RICHARD MARX
BANGLES
FINE YOUNG CANNIBS
DONNA SUMMER
WARRANT (dp)
SIMPLY RED (dp)
XTC (dp)
Hotteat:
GREAT WHITE (dp)
MADONNA 1-1
SWEET SENSATION 5-2
BOB JOVI 7-3
JODY WATLEY 12-5
PAULA ABDUL 14-8

WVOK/Chattanooga, TN

Clay Gish
PAULA ABDUL
ROD STEWART
GUNS N' ROSES
RICHARD MARX
Hotteat:
BOB JOVI 1-1
BOB JOVI 2-2
MICHAEL DAMIAN 3-3
CHER & PETER CETE 28-21
CINDERELLA 30-25

WLAJ/L

CHR ADDS & HOTS

MIDWEST

MOST ADDED
Richard Marx
Cyndi Lauper
Bangles
Fine Young Cannibals
Neneh Cherry
Stevie Nicks

BREAKOUTS
Chicago
Was (Not Was)

P2

WKD/Akron, OH

Clark/Nicholas
 NEW KIDS ON THE B
 BETTE MIDLER
 HOWARD JONES
 Hottest: 1-1
 FINE YOUNG CANNIB 2-2
 KEVIN RALEIGH 11-7
 WINGER 15-9
 LIVING COLOUR 21-17

WMEE/Ft. Wayne, IN

Jeff Davis
 BOBBY BROWN
 RICHARD MARX
 STEVIE NICKS
 Hottest: 1-1
 MADONNA 1-1
 DON ESTUS 2-2
 BON JOVI 7-4
 JODY WATLEY 11-7
 SA-FIRE 14-9

WPHR/Cleveland, OH

Thomas/Brown
 BANGLES
 RICHARD MARX
 CYNDI LAUPER
 SIMPLY RED
 DONNA SUMMER
 WAS (NOT WAS)
 FINE YOUNG CANNIB
 Hottest: 4-3
 BON JOVI 4-3
 FORD & OSBOURNE 8-5
 BETTE MIDLER 17-9
 BELLE STARS 19-15
 GUNS N' ROSES 20-16

WGDR/Grand Rapids, MI

Cassidy/Friday
 JOHN COUGAR MELLE
 RICHARD MARX
 BOBBY BROWN
 Hottest: 4-1
 BON JOVI 4-1
 NEW KIDS ON THE B 7-4
 MICHAEL DAMIAN 14-10
 HOWARD JONES 17-12
 LIVING COLOUR 21-14

WQTV/Cleveland, OH

Jimmy/Hackman
 JIMMY HARMEN & SY (dp)
 RICK ASTLEY (dp)
 FIGURES ON A BEAC (dp)
 ELVIS COSTELLO (dp)
 LISA LISA & CULT (dp)
 Hottest: 5-2
 ANIMOTION 7-4
 JODY WATLEY 9-5
 PAULA ABDUL 12-6
 SA-FIRE 13-7

WIXX/Green Bay, WI

McCarthy/Michael T.
 RICHARD MARX
 SA-FIRE
 CYNDI LAUPER
 BANGLES
 ROACHFORD
 Hottest: 1-1
 BON JOVI 2-1
 MICHAEL DAMIAN 6-3
 TOMMY PAGE 12-9
 BETTE MIDLER 24-16
 GUNS N' ROSES 37-21

WGZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Youngstown, OH

Dick Thompson
 JOHN COUGAR MELLE
 BANGLES
 RICHARD MARX
 SIMPLY RED
 Hottest: 1-1
 MICHAEL DAMIAN 5-5
 GUNS N' ROSES 10-6
 BETTE MIDLER 14-10
 OUTFIELD 21-14

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WRNQ/Des Moines, IA

Knight/Lewis
 JODY WATLEY
 RICHARD MARX
 ROACHFORD
 ARETHA & ELTON
 Hottest: 1-1
 CHER & PETER CETE 1-1
 ROBBIE NEVILL 2-2
 MADONNA 4-3
 38 SPECIAL 6-4
 DONNY OSMOND 7-6

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WKYC/Duluth, MN

Michalek/Johnson
 RICHARD MARX
 CYNDI LAUPER
 DONNA SUMMER
 TOM PETTY
 SIMPLY RED (dp)
 BANGLES
 Hottest: 1-1
 MADONNA 1-1
 BELLE STARS 12-8
 LIVING COLOUR 13-9
 DONNY OSMOND 14-10
 GUNS N' ROSES 27-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

KZ93/Peoria, IL

Edwards/Stern
 RICHARD MARX
 FORD & OSBOURNE
 ONE 2 MANY
 Hottest: 1-1
 MADONNA 1-1
 BON JOVI 3-2
 38 SPECIAL 4-3
 MILLI VANILLI 6-5
 JODY WATLEY 10-6

WBWB/Bloomington, IN

Mark Callaghan
 BANGLES
 CYNDI LAUPER
 RICHARD MARX
 ONE 2 MANY
 Hottest: 1-1
 PAULA ABDUL 8-1
 JODY WATLEY 11-5
 MICHAEL DAMIAN 19-9
 BETTE MIDLER 15-11
 ARETHA & ELTON 26-20

KFRX/Lincoln, NE

Cook/Meyer
 RICHARD MARX
 WATERFRONT
 NENEH CHERRY (dp)
 ROACHFORD (dp)
 NATALIE COLE (dp)
 Hottest: 1-1
 MADONNA 1-1
 DEON ESTUS 3-2
 BON JOVI 4-3
 PAULA ABDUL 11-6
 MICHAEL DAMIAN 20-14

WZOK/Rockford, IL

Summers/Garcia
 RICHARD MARX
 CYNDI LAUPER
 STEVIE NICKS
 Hottest: 1-1
 MADONNA 2-1
 38 SPECIAL 3-2
 FIXX 4-3
 ANIMOTION 5-4
 FORD & OSBOURNE 8-5

WCIL/Carbondale, IL

Tony Waitakue
 HOWARD JONES
 CYNDI LAUPER
 Hottest: 1-1
 GUNS N' ROSES 13-1
 JOHNNY KEMP 6-3
 CHER & PETER CETE 15-4
 INNER CITY 16-12
 NEW KIDS ON THE B 27-14

99KG/Salina, KS

Bred King
 NATALIE COLE
 SAMANTHA FOX
 FINE YOUNG CANNIB
 RICHARD MARX
 BANGLES
 STEVIE NICKS
 Hottest: 1-1
 WINGER 3-1
 FORD & OSBOURNE 5-4
 JIMMY HARMEN & SY 10-8
 MICHAEL DAMIAN 11-10
 GUNS N' ROSES 29-27

WRQN/Toledo, OH

Messon/O'Rourke
 JOHN COUGAR MELLE
 FIGURES ON A BEAC
 FINE YOUNG CANNIB
 WATERFRONT
 Hottest: 1-1
 DONNY OSMOND 5-4
 MICHAEL DAMIAN 11-10
 FORD & OSBOURNE 16-15
 WINGER 21-18
 BOBBY BROWN 26-19

KQCR/Cedar Rapids, IA

O'Connor/Gerard
 BOBBY BROWN
 SAMANTHA FOX
 WATERFRONT
 RICHARD MARX
 DONNA SUMMER
 Hottest: 1-1
 MADONNA 1-1
 FINE YOUNG CANNIB 2-2
 PAULA ABDUL 7-3
 JODY WATLEY 12-6
 WINGER 13-7
 TOMMY PAGE 21-17

KPAT/Sioux Falls, SD

Maguire/Ward
 RICHARD MARX
 CYNDI LAUPER
 STEVIE NICKS
 LISA LISA & CULT
 BANGLES (dp)
 GUNS N' ROSES (dp)
 SIMPLY RED (dp)
 NATALIE COLE (dp)
 XTC (dp)
 Hottest: 1-1
 MICHAEL DAMIAN 3-3
 BON JOVI 5-5
 GUNS N' ROSES 8-6
 JIMMY HARMEN & SY 14-8
 DONNY OSMOND 25-12

KAY107/Tulsa, OK

Jan Dean
 CYNDI LAUPER
 RICHARD MARX
 SAMANTHA FOX
 NENEH CHERRY
 BANGLES
 Hottest: 1-1
 MADONNA 1-1
 BON JOVI 7-3
 WINGER 13-7
 LIVING COLOUR 16-11
 MICHAEL DAMIAN 20-15

WLRW/Champaign, IL

McCann/McKeighan
 LAST GENTLEMAN
 RICHARD MARX
 ONE 2 MANY
 CINDERELLA (dp)
 WATERFRONT
 Hottest: 1-1
 PAULA ABDUL 8-2
 CHER & PETER CETE 7-5
 NEW KIDS ON THE B 20-14
 TOMMY PAGE 27-18
 BETTE MIDLER 34-24

KWTO/Springfield, MO

T.K.O'Grady
 RICHARD MARX
 CYNDI LAUPER
 BANGLES
 STEVIE NICKS
 SAM BROWN
 NENEH CHERRY (dp)
 Hottest: 1-1
 MADONNA 1-1
 RICHARD MARX 1-1
 TONE LOC 3-2
 BETTE MIDLER 4-3
 BON JOVI 7-5
 JODY WATLEY 9-6

KMYZ/Tulsa, OK

Mei Myers
 PAULA ABDUL
 BELLE STARS
 SKID ROW
 Hottest: 1-1
 MICHAEL DAMIAN 6-1
 WINGER 4-2
 BON JOVI 9-4
 GUNS N' ROSES 17-10
 FORD & OSBOURNE 22-11

KCMQ/Columbia, MO

Tutti/Hanson
 RICHARD MARX
 CYNDI LAUPER
 BANGLES
 STEVIE NICKS
 Hottest: 1-1
 DEBBIE GIBSON 14-7
 SA-FIRE 15-9
 MICHAEL DAMIAN 23-16
 GUNS N' ROSES 25-19
 DONNY OSMOND 30-22

WDBR/Springfield, IL

Moore/Lawley
 RICHARD MARX
 BANGLES
 CYNDI LAUPER
 FINE YOUNG CANNIB
 MICHAEL MORALES
 SIMPLY RED
 Hottest: 1-1
 MADONNA 1-1
 RICHARD MARX 1-1
 TONE LOC 3-2
 BETTE MIDLER 4-3
 BON JOVI 7-5
 JODY WATLEY 9-6

KKRW/Wichita, KS

Oliver/Williams
 FORD & OSBOURNE
 STEVIE NICKS
 CHICAGO
 DONNA SUMMER
 CYNDI LAUPER
 BANGLES
 Hottest: 1-1
 MADONNA 2-1
 BON JOVI 6-2
 SA-FIRE 5-4
 CHER & PETER CETE 7-5
 PAULA ABDUL 9-7

KLVV/Dubuque, IA

Jeff Davis
 RICHARD MARX
 STEVIE NICKS
 CHICAGO
 DONNA SUMMER
 CYNDI LAUPER
 BANGLES
 Hottest: 1-1
 MADONNA 1-1
 RICHARD MARX 1-1
 TONE LOC 3-2
 BETTE MIDLER 4-3
 BON JOVI 7-5
 JODY WATLEY 9-6

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
 PAULA ABDUL 5-2
 JODY WATLEY 12-9
 BON JOVI 14-11
 ARETHA & ELTON 22-15
 BETTE MIDLER 26-20

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
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WEST

MOST ADDED
Richard Marx
Cyndi Lauper
Bangles
Simply Red
Fine Young Cannibals

BREAKOUTS
Stevie Nicks
Rod Stewart

P2

KIVA/Albuquerque, NM

Casey
 SAMANTHA FOX
 JIMMY HARMEN & SY
 BELLE STARS
 Hottest: 1-1
 PAULA ABDUL 10-6
 NEW KIDS ON THE B 18-12
 MICHAEL DAMIAN 20-14
 GUNS N' ROSES 23-16
 LIVING COLOUR 22-18

KSND/Eugene, OR

Bwana/Wonka
 RICHARD MARX
 JIMMY HARMEN & SY
 BANGLES
 CHICAGO
 Hottest: 1-1
 MICHAEL DAMIAN 3-2
 JODY WATLEY 13-7
 NEW KIDS ON THE B 18-15
 PAULA ABDUL 28-25

KKSS/Albuquerque, NM

Tomm Rivers
 MICHAEL MORALES
 RICHARD MARX
 FINE YOUNG CANNIB
 BANGLES
 CYNDI LAUPER
 WAS (NOT WAS)
 SIMPLY RED
 Hottest: 1-1
 MADONNA 4-1
 BELLE STARS 10-3
 NENEH CHERRY 11-4
 JODY WATLEY 13-5
 TOMMY PAGE 14-9

KMGX/Fresno, CA

Kevin Carter
 ROB BASE
 RICK ASTLEY
 SIMPLY RED (dp)
 FINE YOUNG CANNIB
 VANESSA WILLIAMS
 PATAMA PARTY
 Hottest: 1-1
 MICHAEL DAMIAN 8-4
 JIMMY HARMEN & SY 9-6
 GUNS N' ROSES 10-8
 FORD & OSBOURNE 13-12

KYNO/Fresno, CA

Clay/Martinez
 RICK ASTLEY
 JOHNNY CLEGG
 SIMPLY RED
 38 SPECIAL (dp)
 Hottest: 1-1
 MADONNA 3-1
 PAULA ABDUL 7-4
 SWEET SENSATION 8-6
 NENEH CHERRY 16-11
 ALEXANDER O'NEAL 26-23

KQMG/Honolulu, HI

Akane/Miller
 SAMANTHA FOX
 GUNS N' ROSES
 MILLI VANILLI
 ROXBETE
 Hottest: 1-1
 MICHAEL DAMIAN 8-4
 JIMMY HARMEN & SY 9-6
 GUNS N' ROSES 10-8
 FORD & OSBOURNE 13-12

KF9E/Boise, ID

Jack Armstrong
 SIMPLY RED
 CURE (dp)
 NENEH CHERRY
 Hottest: 1-1
 BON JOVI 4-3
 TOMMY PAGE 10-6
 DEBBIE GIBSON 16-9
 GUNS N' ROSES 22-12
 MILLI VANILLI D-19

KATM/Colorado Springs, CO

Sorensen/Fricke
 RICHARD MARX
 ROD STEWART
 BANGLES
 Hottest: 1-1
 MICHAEL DAMIAN 10-7
 EDIE BRICKELL & N 22-15

WJZZ/Dayton, OH

Jarvis/Dr. Dave
 RICHARD MARX
 OUTFIELD
 Hottest: 1-1
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Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

RICK ASTLEY Giving Up On Love (RCA) LP: Hold Me In Your Arms Total Reports 119 48%

PAULA ABDUL Forever Your Girl (Virgin) LP: Forever Your Girl Total Reports 224 91%

BELLE STARS Iko Iko (Capitol) LP: "Rainman" Soundtrack Total Reports 191 77%

BON JOVI I'll Be There For You (Mercury) LP: New Jersey Total Reports 224 91%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

EDIE BRICKELL & NEW BOHEMIANS Circle (Geffen) LP: Shooting Rubberbands At The Stars Total Reports 91 37%

CHER & PETER CETERA After All (Geffen) LP: "Chances Are" ST Total Reports 199 81%

BON JOVI I'll Be There For You (Mercury) LP: New Jersey Total Reports 224 91%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

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BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

BOBBY BROWN Every Little Step (MCA) LP: Don't Be Cruel Total Reports 210 85%

247 REPORTS A

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

247 REPORTS B

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

247 REPORTS C

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

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247 REPORTS D

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

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247 REPORTS E

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

Table with columns: Regional Reach, Chart Pos, Summary, P1, P2, P3, Tot

NENEH CHERRY
Buffalo Stance (Virgin)
LP: "Slaves Of New York" ST
Total Reports 163 66%

Regional		Parallel	
Reach	P1 70%	Reach	P1 70%
E 63%	P2 67%	E 63%	P2 67%
S 71%	P3 60%	S 71%	P3 60%
M 59%		M 59%	
W 69%		W 69%	

BREAKER

Chart Summary		Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	2 1 0 3	2-5	2 1 0 3
6-15	8 6 1 15	6-15	8 6 1 15
16-40	26 51 25 102	16-40	26 51 25 102
Ons	2 12 3 17	Ons	2 12 3 17
Adds	5 11 21	Adds	5 11 21
Ch Adds	3 1 1 5	Ch Adds	3 1 1 5
DOWN 0		DOWN 0	
ADDS 26	Total 46 76 41 163	ADDS 26	Total 46 76 41 163

P1

EAST

WVRS 27-23
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WVRS 675-671
WVRS 676-672
WVRS 677-673
WVRS 678-674
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WVRS 842-838
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WVRS 900-896
WVRS 901-897
WVRS 902-898
WVRS 903-899
WVRS 904-900
WVRS 905-901
WVRS 906-902
WVRS 907-903
WVRS 908-904
WVRS 909-905
WVRS 910-906
WVRS 911-907
WVRS 912-908
WVRS 913-909
WVRS 914-910
WVRS 915-911
WVRS 916-912
WVRS 917-913
WVRS 918-914
WVRS 919

Guns N' Roses Continued

DEBBIE GIBSON Electric Youth (Atlantic) LP: Electric Youth Total Reports 223 90%

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

Guns N' Roses Continued

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Regional Reach P1 828 P2 948 P3 938 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 4 1 5 UP 193 16-40 29 55 34 118

Howard Jones

Howard Jones Everlasting Love (Elektra) LP: Cross That Line Total Reports 211 85%

Regional Reach P1 611 P2 928 P3 998 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 4 1 3 8 UP 190 16-40 16 59 29 104

Regional Reach P1 611 P2 928 P3 998 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 4 1 3 8 UP 190 16-40 16 59 29 104

Regional Reach P1 611 P2 928 P3 998 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 4 1 3 8 UP 190 16-40 16 59 29 104

Regional Reach P1 611 P2 928 P3 998 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 4 1 3 8 UP 190 16-40 16 59 29 104

Regional Reach P1 611 P2 928 P3 998 Chart Summary Pos P1 P2 P3 Tot

Cyndi Lauper Continued

Cyndi Lauper I Drove All Night (Epic) LP: A Night To Remember Total Reports 127 51%

Regional Reach P1 398 P2 488 P3 698 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 0 0 0 UP 154 16-40 19 32 28 79

Regional Reach P1 398 P2 488 P3 698 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 0 0 0 UP 154 16-40 19 32 28 79

Regional Reach P1 398 P2 488 P3 698 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 0 0 0 UP 154 16-40 19 32 28 79

Regional Reach P1 398 P2 488 P3 698 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 0 0 0 0 UP 154 16-40 19 32 28 79

Regional Reach P1 398 P2 488 P3 698 Chart Summary Pos P1 P2 P3 Tot

Living Colour Continued

Living Colour Cult Of Personality (Epic) LP: Vivid Total Reports 190 77%

Regional Reach P1 611 P2 768 P3 948 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 3 9 4 16 UP 154 16-40 19 32 28 79

Regional Reach P1 611 P2 768 P3 948 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 3 9 4 16 UP 154 16-40 19 32 28 79

Regional Reach P1 611 P2 768 P3 948 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 3 9 4 16 UP 154 16-40 19 32 28 79

Regional Reach P1 611 P2 768 P3 948 Chart Summary Pos P1 P2 P3 Tot

National Summary 2-5 3 9 4 16 UP 154 16-40 19 32 28 79

Regional Reach P1 611 P2 768 P3 948 Chart Summary Pos P1 P2 P3 Tot

Continued On Next Column

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 132

RICHARD MARX
Satisfied (EMI)
LP: Repeat Offender

Total Reports 189 77%

Regional Reach		Parallel Reach	
E 78%	P1 67%	P1 67%	P2 75%
S 80%	P2 75%	P2 75%	P3 88%
M 83%			
W 63%			

40 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 0 0 0	6-15	0 0 0 0
16-40	0 0 0 0	16-40	0 0 0 0
Ons	0 0 0 0	Ons	0 0 0 0
Adds	24 64 47 135	Adds	24 64 47 135
Ch Adds	20 21 13 54	Ch Adds	20 21 13 54
ADDS	189	ADDS	189

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

JOHN COUGAR MELLENCAMP
Pop Singer (Mercury)
LP: Big Daddy

Total Reports 155 63%

Regional Reach		Parallel Reach	
E 75%	P1 30%	P1 30%	P2 67%
S 60%	P2 67%	P2 67%	P3 87%
M 71%			
W 46%			

39 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 1 0 1	6-15	0 1 0 1
16-40	13 41 11 65	16-40	13 41 11 65
Ons	5 18 13 36	Ons	5 18 13 36
Adds	1 11 2 14	Adds	1 11 2 14
Ch Adds	5 3 9 17	Ch Adds	5 3 9 17
ADDS	23	ADDS	23

JOHN COUGAR MELLENCAMP
Pop Singer (Mercury)
LP: Big Daddy

Total Reports 155 63%

Regional Reach		Parallel Reach	
E 75%	P1 30%	P1 30%	P2 67%
S 60%	P2 67%	P2 67%	P3 87%
M 71%			
W 46%			

39 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 1 0 1	6-15	0 1 0 1
16-40	13 41 11 65	16-40	13 41 11 65
Ons	5 18 13 36	Ons	5 18 13 36
Adds	1 11 2 14	Adds	1 11 2 14
Ch Adds	5 3 9 17	Ch Adds	5 3 9 17
ADDS	23	ADDS	23

MIKE & THE MECHANICS
Seeing Is Believing (Atlantic)
LP: Living Years

Total Reports 58 23%

Regional Reach		Parallel Reach	
E 29%	P1 15%	P1 15%	P2 24%
S 17%	P2 24%	P2 24%	P3 31%
M 29%			
W 22%			

N&A

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 0 0 0	6-15	0 0 0 0
16-40	5 18 7 30	16-40	5 18 7 30
Ons	3 8 13 24	Ons	3 8 13 24
Adds	0 1 1 2	Adds	0 1 1 2
Ch Adds	2 0 0 2	Ch Adds	2 0 0 2
ADDS	4	ADDS	4

MIKE & THE MECHANICS
Seeing Is Believing (Atlantic)
LP: Living Years

Total Reports 58 23%

Regional Reach		Parallel Reach	
E 29%	P1 15%	P1 15%	P2 24%
S 17%	P2 24%	P2 24%	P3 31%
M 29%			
W 22%			

N&A

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 0 0 0	6-15	0 0 0 0
16-40	5 18 7 30	16-40	5 18 7 30
Ons	3 8 13 24	Ons	3 8 13 24
Adds	0 1 1 2	Adds	0 1 1 2
Ch Adds	2 0 0 2	Ch Adds	2 0 0 2
ADDS	4	ADDS	4

BETTE MIDLER
Wind Beneath My Wings (Atlantic)
LP: "Beaches" ST

Total Reports 201 81%

Regional Reach		Parallel Reach	
E 90%	P1 73%	P1 73%	P2 82%
S 84%	P2 82%	P2 82%	P3 88%
M 76%			
W 74%			

19

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	2 0 0 2	1	2 0 0 2
2-5	8 17 5 30	2-5	8 17 5 30
6-15	11 22 19 52	6-15	11 22 19 52
16-40	22 48 31 101	16-40	22 48 31 101
Ons	1 3 7 11	Ons	1 3 7 11
Adds	1 2 4 7	Adds	1 2 4 7
Ch Adds	3 2 0 5	Ch Adds	3 2 0 5
ADDS	9	ADDS	9

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

EDDIE MONEY
Let Me In (Columbia)
LP: Nothing To Lose

Total Reports 71 29%

Regional Reach		Parallel Reach	
E 31%	P1 18%	P1 18%	P2 22%
S 20%	P2 22%	P2 22%	P3 50%
M 41%			
W 26%			

N&A

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 1 0 2	6-15	1 1 0 2
16-40	7 13 16 36	16-40	7 13 16 36
Ons	2 9 16 27	Ons	2 9 16 27
Adds	1 2 2 5	Adds	1 2 2 5
Ch Adds	1 0 1 2	Ch Adds	1 0 1 2
ADDS	6	ADDS	6

EDDIE MONEY
Let Me In (Columbia)
LP: Nothing To Lose

Total Reports 71 29%

Regional Reach		Parallel Reach	
E 31%	P1 18%	P1 18%	P2 22%
S 20%	P2 22%	P2 22%	P3 50%
M 41%			
W 26%			

N&A

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 1 0 2	6-15	1 1 0 2
16-40	7 13 16 36	16-40	7 13 16 36
Ons	2 9 16 27	Ons	2 9 16 27
Adds	1 2 2 5	Adds	1 2 2 5
Ch Adds	1 0 1 2	Ch Adds	1 0 1 2
ADDS	6	ADDS	6

ONE 2 MANY
Downtown (A&M)
LP: Mirror

Total Reports 153 62%

Regional Reach		Parallel Reach	
E 61%	P1 38%	P1 38%	P2 65%
S 65%	P2 65%	P2 65%	P3 81%
M 61%			
W 59%			

36 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 2 5 8	6-15	1 2 5 8
16-40	18 54 42 114	16-40	18 54 42 114
Ons	4 13 4 21	Ons	4 13 4 21
Adds	2 3 3 8	Adds	2 3 3 8
Ch Adds	1 1 1 3	Ch Adds	1 1 1 3
ADDS	10	ADDS	10

ONE 2 MANY
Downtown (A&M)
LP: Mirror

Total Reports 153 62%

Regional Reach		Parallel Reach	
E 61%	P1 38%	P1 38%	P2 65%
S 65%	P2 65%	P2 65%	P3 81%
M 61%			
W 59%			

36 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 2 5 8	6-15	1 2 5 8
16-40	18 54 42 114	16-40	18 54 42 114
Ons	4 13 4 21	Ons	4 13 4 21
Adds	2 3 3 8	Adds	2 3 3 8
Ch Adds	1 1 1 3	Ch Adds	1 1 1 3
ADDS	10	ADDS	10

MILLI VANILLI
Baby Don't Forget My Number (Arista)
LP: All Or Nothing

Total Reports 130 53%

Regional Reach		Parallel Reach	
E 55%	P1 47%	P1 47%	P2 88%
S 59%	P2 88%	P2 88%	P3 53%
M 27%			
W 69%			

N&A

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	0 0 0 0	6-15	0 0 0 0
16-40	19 37 10 66	16-40	19 37 10 66
Ons	5 13 12 30	Ons	5 13 12 30
Adds	5 13 12 30	Adds	5 13 12 30
Ch Adds	2 0 2 4	Ch Adds	2 0 2 4
ADDS	34	ADDS	34

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

P1 WNYZ a-35
WRKR on
WREZ a-33
WYCR d-39

P3 EAST
WPRR 37-33
WVFX d-35
103CIR a-30
95XXX d-30
WVFC d-29
WVNY d-33
K2106 29-23
WCOG d-38
Q98 d-26

ONE 2 MANY
Downtown (A&M)
LP: Mirror

Total Reports 153 62%

Regional Reach		Parallel Reach	
E 61%	P1 38%	P1 38%	P2 65%
S 65%	P2 65%	P2 65%	P3 81%
M 61%			
W 59%			

36 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 2 5 8	6-15	1 2 5 8
16-40	18 54 42 114	16-40	18 54 42 114
Ons	4 13 4 21	Ons	4 13 4 21
Adds	2 3 3 8	Adds	2 3 3 8
Ch Adds	1 1 1 3	Ch Adds	1 1 1 3
ADDS	10	ADDS	10

ONE 2 MANY
Downtown (A&M)
LP: Mirror

Total Reports 153 62%

Regional Reach		Parallel Reach	
E 61%	P1 38%	P1 38%	P2 65%
S 65%	P2 65%	P2 65%	P3 81%
M 61%			
W 59%			

36 BREAKER

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 0 0 0	2-5	0 0 0 0
6-15	1 2 5 8	6-15	1 2 5 8
16-40	18 54 42 114	16-40	18 54 42 114
Ons	4 13 4 21	Ons	4 13 4 21
Adds	2 3 3 8	Adds	2 3 3 8
Ch Adds	1 1 1 3	Ch Adds	1 1 1 3
ADDS	10	ADDS	10

OUTFIELD
Voices Of Babylon (Columbia)
LP: Voices Of Babylon

Total Reports 174 70%

Regional Reach		Parallel Reach	
E 69%	P1 42%	P1 42%	P2 72%
S 70%	P2 72%	P2 72%	P3 96%
M 81%			
W 61%			

30

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 1 1 2	2-5	0 1 1 2
6-15	6 7 8 21	6-15	6 7 8 21
16-40	18 60 51 129	16-40	18 60 51 129
Ons	4 10 4 18	Ons	4 10 4 18
Adds	0 2 1 3	Adds	0 2 1 3
Ch Adds	0 1 0 1	Ch Adds	0 1 0 1
ADDS	4	ADDS	4

OUTFIELD
Voices Of Babylon (Columbia)
LP: Voices Of Babylon

Total Reports 174 70%

Regional Reach		Parallel Reach	
E 69%	P1 42%	P1 42%	P2 72%
S 70%	P2 72%	P2 72%	P3 96%
M 81%			
W 61%			

30

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	0 1 1 2	2-5	0 1 1 2
6-15	6 7 8 21	6-15	6 7 8 21
16-40	18 60 51 129	16-40	18 60 51 129
Ons	4 10 4 18	Ons	4 10 4 18
Adds	0 2 1 3	Adds	0 2 1 3
Ch Adds	0 1 0 1	Ch Adds	0 1 0 1
ADDS	4	ADDS	4

NEW KIDS ON THE BLOCK
I'll Be Loving You Forever (Columbia)
LP: Hangin' Tough

Total Reports 219 89%

Regional Reach		Parallel Reach	
E 90%	P1 86%	P1 86%	P2 88%
S 94%	P2 88%	P2 88%	P3 91%
M 80%			
W 89%			

14

Chart Summary		Parallel Summary	
Pos	P1 P2 P3 Tot	Pos	P1 P2 P3 Tot
1	0 0 0 0	1	0 0 0 0
2-5	4 4 0 8	2-5	4 4 0 8
6-15	22 25 7 54	6-15	22 25 7 54
16-40	27 64 49 140	16-40	27 64 49 140
Ons	1 5 2 8	Ons	1 5 2 8
Adds	0 1 1 2	Adds	0 1 1 2
Ch Adds	2 2 3 7	Ch Adds	2 2 3 7
ADDS	8	ADDS	8

P1 WNYZ a-35
WRKR on
WREZ a-33

Outfield Continued

Outfield Continued. P1 EAST, SOUTH, WEST, MIDWEST, N&A. Includes station lists and charts for various regions.

Roachford Continued

Roachford Continued. P1 EAST, SOUTH, WEST, MIDWEST, N&A. Includes station lists and charts for various regions.

Donna Summer Continued

Donna Summer Continued. P1 EAST, SOUTH, WEST, MIDWEST, N&A. Includes station lists and charts for various regions.

Peter Schilling

Peter Schilling. The Different Story (World.) (Elektra). LP The Different Story... Total Reports 50 20%. Includes station lists and charts.

Thirty Eight Special

Thirty Eight Special. Second Chance (A&M). LP Rock & Roll Strategy... Total Reports 203 82%. Includes station lists and charts.

Tommy Page

Tommy Page. A Shoulder To Cry On (Sire). LP Tommy Page... Total Reports 152 62%. Includes station lists and charts.

Replacements

Replacements. I'll Be You (Sire/WB). LP Don't Tell A Soul... Total Reports 84 34%. Includes station lists and charts.

SA-FIRE

SA-FIRE. Thinking Of You (Cutting/Mercury). Total Reports 207 84%. Includes station lists and charts.

Simply Red

Simply Red. If You Don't Know Me By Now (Elektra). LP A New Flame... Total Reports 63 26%. Includes station lists and charts.

Warrant

Warrant. Down Boys (Columbia). LP Dirty Rotten Stinking Rich... Total Reports 64 26%. Includes station lists and charts.

Roachford

Roachford. Cuddly Toy (Feel For Me) (Epic). LP Roachford... Total Reports 138 56%. Includes station lists and charts.

Donna Summer

Donna Summer. This Time I Know It's For... (Atlantic). Total Reports 124 50%. Includes station lists and charts.

Warrant

Warrant. Down Boys (Columbia). LP Dirty Rotten Stinking Rich... Total Reports 64 26%. Includes station lists and charts.

Warrant

Warrant. Down Boys (Columbia). LP Dirty Rotten Stinking Rich... Total Reports 64 26%. Includes station lists and charts.

Warrant

Warrant. Down Boys (Columbia). LP Dirty Rotten Stinking Rich... Total Reports 64 26%. Includes station lists and charts.

SIGNIFICANT ACTION

Warrant Continued. SOUTH, MIDWEST, WEST, EAST. Includes station call letters and program titles.

Jody Watley Continued. SOUTH, EAST, MIDWEST, WEST. Includes station call letters and program titles.

BAD COMPANY Shake It Up (Atlantic) LP Dangerous Age

Chart positions for BAD COMPANY. Includes regional and national summary tables.

ANITA BAKER Lead Me Into Love (Elektra) LP Giving You The Best That I Got

Chart positions for ANITA BAKER. Includes regional and national summary tables.

BIG BAM BOO Shooting From My Heart (UNI/MCA) LP Fun, Faith And Fairplay

Chart positions for BIG BAM BOO. Includes regional and national summary tables.

BREATHE All This I Should Have Known (A&M) LP All That Jazz

Chart positions for BREATHE. Includes regional and national summary tables.

SAM BROWN Stop (A&M) LP Stop!

Chart positions for SAM BROWN. Includes regional and national summary tables.

BULLETTYOYS For The Love Of Money (WB) LP Bulletboys

Chart positions for BULLETTYOYS. Includes regional and national summary tables.

CHICAGO We Can Last... (Full Moon/Reprise) LP Chicago 19

Chart positions for CHICAGO. Includes regional and national summary tables.

Chicago Continued. SOUTH, MIDWEST, WEST, EAST.

JOHNNY CLEGG Scatterlings Of Africa (Capitol) LP Rain Main Soundtrack

Chart positions for JOHNNY CLEGG. Includes regional and national summary tables.

CURE Fascination Street (Elektra) LP Disintegration

Chart positions for CURE. Includes regional and national summary tables.

CYNTHIA Endless Night (Mic Mac)

Chart positions for CYNTHIA. Includes regional and national summary tables.

FIGURES ON A BEACH You Ain't Seen Nothin' Yet (Sire/WB) LP Figures On A Beach

Chart positions for FIGURES ON A BEACH. Includes regional and national summary tables.

GINA GO-GO I Can't Face The Fact (Capitol)

Chart positions for GINA GO-GO. Includes regional and national summary tables.

GIPSY KINGS Bamboleo (Elektra) LP Gipsy Kings

Chart positions for GIPSY KINGS. Includes regional and national summary tables.

GREAT WHITE Once Bitten, Twice Shy (Capitol) LP Twice Shy

Chart positions for GREAT WHITE. Includes regional and national summary tables.

GUY I Like (MCA) LP Guy

Chart positions for GUY. Includes regional and national summary tables.

HALL & OATES Love Train (Sire /Reprise) LP "Earth Girls Are Easy" ST

Chart positions for HALL & OATES. Includes regional and national summary tables.

HOUSE OF LORDS Love Don't Lie (RCA) LP House Of Lords

Chart positions for HOUSE OF LORDS. Includes regional and national summary tables.

JULIAN LENNON Now You're In Heaven (Atlantic) LP Mr Jordan

Chart positions for JULIAN LENNON. Includes regional and national summary tables.

BENNY MARDONES Into The Night (Polydor) LP Into The Night

Chart positions for BENNY MARDONES. Includes regional and national summary tables.

MAURICE This Is Acid (Vendetta/A&M)

Chart positions for MAURICE. Includes regional and national summary tables.

WATERFRONT Cry (Polydor) LP Waterfront

Chart positions for WATERFRONT. Includes regional and national summary tables.

WINGER Seventeen (Atlantic) LP Winger

Chart positions for WINGER. Includes regional and national summary tables.

JODY WATLEY Real Love (MCA) LP: Larger Than Life

Chart positions for JODY WATLEY. Includes regional and national summary tables.

WINGER Seventeen (Atlantic) LP Winger

Chart positions for WINGER. Includes regional and national summary tables.

JODY WATLEY Real Love (MCA) LP: Larger Than Life

Chart positions for JODY WATLEY. Includes regional and national summary tables.

CHICAGO We Can Last... (Full Moon/Reprise) LP Chicago 19

Chart positions for CHICAGO. Includes regional and national summary tables.

PARALLELS®

CHART SUMMARY

SIGNIFICANT ACTION

MICHAEL MORALES Who Do You Give... (Wing/Polydor) LP: Michael Morales

ROBBIE ROBB In Time (A&M) LP: "Bill And Ted's Excellent ..."

TIFFANY Hold An Old Friend's Hand (MCA) LP: Hold An Old Friend's Hand

NEW ORDER Round And Round (WB) LP: Technique

PHOEBE SNOW If I Can Just Get Through... (Elektra) LP: Something Real

TANITA TIKARAM Twist In My Sobriety (Reprise) LP: Ancient Heart

STEVIE NICKS Rooms On Fire (Modern/Atlantic) LP: The Other Side Of The Mirror

ROD STEWART Crazy About Her. (WB) LP: Out Of Order

TOO SHORT Life Is Too Short (Jive/RCA) LP: Life Is Too Short

ONE NATION My Commitment (IRS) LP: Strong Enough

AL B. SURE! If I'm Not Your Lover (WB) LP: In Effect Mode

VIXEN Love Made Me (EMI) LP: Vixen

REAL LIFE Send Me An Angel (Curb/MCA)

SURFACE Closer Than Friends (Columbia) LP: 2nd Wave

WAS (NOT WAS) Anything Can Happen (Chrysalis) LP: What Up, Dog?

RED SIREN All Is Forgiven (Mercury) LP: All Is Forgiven

TEN CITY That's The Way Love Is (Atlantic) LP: Foundation

XTC Mayor Of Simpleton (Geffen) LP: Oranges And Lemons

M ADONNA was on top for the third week, with 120 #1 reports. BON JOVI, 2-2, gained the supreme position on 53 playlists, with a shot to go all the way. Just behind were PAULA ABDUL, 4-3, JODY WATLEY, 6-4, and MICHAEL DAMIAN with a 10-5 jump, all of which could take a run for number one.

THIRTY EIGHT SPECIAL had a 7-6 move, thanks in part to Damian's five-point gain, which also held SA-FIRE to a one-point increase, 8-7. DONNIE OSMOND marched into the Top 10 with a 13-8 advance and DEBBIE GIBSON was good for five with a 15-10 leap.

GUNS N' ROSES' 20-13 showing was good for seven points, but the biggest mover, NEW KIDS ON THE BLOCK (up eight slots with a 22-14 gain), darkened LIVING COLOUR's forward progress, 16-15. The other seven-slot slugger was JIMMY HARNEN & SYNCH 31-24, which held TOMMY PAGE to a 26-25 showing. FORD & OSBOURNE checked WINGER's growth, 29-28, while ARETHA & ELTON's 34-29 jump outpaced OUTFIELD 33-30.

NENEH CHERRY increased 35-31 and scored a Breaker. SAMANTHA FOX was still shy of the 60% needed for Breaker but increased 38-35, while LISA LISA & CULT JAM debuted at #38 ahead of Breaker. The other three Breakers were ONE 2 MANY at #36, JOHN COUGAR MELLENCAMP at #39, and (congrats to EMI for an out-of-the-box achievement) RICHARD MARX at #40.

NEW ARTISTS

- 1 ROACHFORD/Cuddly Toy (Feel For Me) (Epic) ... 138
2 ELVIS COSTELLO/Veronica (WB) ... 98
3 REPLACEMENTS/I'll Be You (Sire/Reprise) ... 84
4 WARRANT/Down Boys (Columbia) ... 64
5 MICHAEL MORALES/Who Do You Give... (Polydor) ... 45
6 SURFACE/Closer Than Friends (Columbia) ... 45
7 BULLETBOYS/For The Love Of Money (WB) ... 42
8 SAM BROWN/Stop (A&M) ... 42
9 XTC/Mayor Of Simpleton (Geffen) ... 37
10 FIGURES ON A BEACH/You Ain't Seen Nothin'... (Sire/WB) ... 37

New artists have not yet had a CHR Breaker.





BREAKERS

RICHARD MARX

Satisfied (EMI)

77% of our reporters playing it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 189 including B104, Q107, KKBQ, Q105, Q102, WKTI, KIIS, KXYQ. See Parallels, debuts at number 40 on the CHR chart.

NENEH CHERRY

Buffalo Stance (Virgin)

66% of our reporters playing it. Moves: Up 86, Debuts 32, Same 19, Down 0, Adds 26 including Y100, WNVZ, Z95, Q102, KBEQ, KISN, KUBE. See Parallels, moves 35-31 on the CHR chart.

JOHN COUGAR MELLENCAMP

Pop Singer (Mercury)

63% of our reporters playing it. Moves: Up 25, Debuts 71, Same 36, Down 0, Adds 23 including WEGX, WKBQ, WKEE, WKRZ, FM100, Z106, WGRD, CHED. See Parallels, debuts at number 39 on the CHR chart.

ONE 2 MANY

Downtown (A&M)

62% of our reporters playing it. Moves: Up 89, Debuts 25, Same 29, Down 0, Adds 10 including WXKS, KCPX, WKRZ, WKSI, Z106, KZ93, WBWB, KBOZ. See Parallels, moves 40-36 on the CHR chart.

NEW & ACTIVE

ROACHFORD "Cuddly Toy (Feel For Me)" (Epic)

Reports: 138. Moves: Up 49, Debuts 29, Same 40, Down 0, Adds 20 including WKSE, PWR99, KBEQ, KWOD, KISN, 98PX, K98, KWES, KKM, CHED, KFRX, WXKS 33-25, WKBO 36-28, WVSR 37-28, WPST 37-27, Q98 30-25, KZZU 25-19, KX103 34-29, OK95 11-9.

CINDERELLA "Coming Home" (Mercury)

Reports: 137. Moves: Up 60, Debuts 25, Same 36, Down 1, Adds 15 including WMJQ, Y95, WNVZ, KTFM, Q105, WDFX, KZZP, WNYZ, WAPE, 99WAYS, KGOT, B94 27-19, KCPX 33-28, JET-FM 34-27, WPST 38-30, WROQ 26-15, WLRS 19-15, KJ103 34-29, OK95 11-9.

SAMANTHA FOX "I Only Wanna Be With You" (Jive/RCA)

Reports: 133. Moves: Up 79, Debuts 10, Same 29, Down 3, Adds 12, WMJQ, KTFM, WFMF, WABB, KSAQ, Z106, KAY107, KIVA, KQM, KSM, KQCR, 99KG, CKOI 11-8, KRBE 20-17, Q102 30-26, WL0L 23-20, K106 38-30, KTUX 29-26, KKKX 35-32. See Parallels, moves 38-35 on the CHR chart with 80% of the action charted.

MILLI VANILLI "Baby Don't Forget My Number" (Arista)

Reports: 130. Moves: Up 21, Debuts 45, Same 30, Down 0, Adds 34 including WXKS, WMJQ, PWR99, KITY, B96, WL0L, KKLQ, Q106, WLAP, KRQ, KQIZ, HOT97 35-30, KTFM 30-25, Q102 33-27, Y108 24-19, KOY-FM 29-22, HOT97 34-28.

LISA LISA & CULT JAM "Little Jackie Wants To Be A Star" (Columbia)

Reports: 128. Moves: Up 63, Debuts 21, Same 33, Down 0, Adds 11, WNYZ, WNOK, WANS, 99WAYS, 92Q, B96, Q104, KPAT, WPRF, KBOZ, KFBQ, PRO-FM 31-23, KITY 32-23, 92X 31-25, KWOD 33-29, FLY92 35-30, WTIC 35-29, WSPK 33-26, KCAQ 36-32. See Parallels, debuts at number 38 on the CHR chart with 68% of the airplay charted.

CYNOL LAUPER "I Orove All Night" (Epic)

Reports: 127. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 127 including WXKS, WZOU, B94, PRO-FM, KEGL, KKBQ, KRBE, Y100, B97, WMMS, WHYT, KXXR, WL0L, KIIS, KKRZ, KROY.

OONNA SUMMER "This Time I Know It's For Real" (Atlantic)

Reports: 124. Moves: Up 20, Debuts 29, Same 39, Down 0, Adds 36 including B104, CKOI, WAVA, KITY, WNCI, WHYT, KKRZ, KUBE, WKRZ, FM100, WXKS 15-10, HOT97 22-18, PWR106 34-29, WAEB 37-23, WTIC 37-30, B93 27-21, WNOK 29-22.

RICK ASTLEY "Giving Up On Love" (RCA)

Reports: 119. Moves: Up 54, Debuts 19, Same 34, Down 0, Adds 12, KWOD, KXX106, Y106, 92Q, KLO, KMGX, KYNO, WKZ, WZKX, Z97, KFBQ, ZFUN, WXKS 29-24, CKOI 32-25, HOT97 28-24, KROY 24-20, KISN 33-29, WLAN 36-30, KZOU 35-28. 66% of the action is charted.

NATALIE COLE "Miss You Like Crazy" (EMI)

Reports: 112. Moves: Up 36, Debuts 27, Same 36, Down 0, Adds 13, WAVA, FLY92, WRCK, WSSX, KTUX, KKKX, KKRZ, WPRR, KYY, WAZY, KFRX, 99KG, KPAT, PRO-FM 28-25, Q107 24-20, KISN 24-16, WYCR 40-35, B93 30-26, QV103 29-21. Converted to chart moves at 62% of those reporting it.

ELVIS COSTELLO "Veronica" (WB)

Reports: 98. Moves: Up 34, Debuts 23, Same 24, Down 0, Adds 17 including WEGX, WL0L, KXYQ, KWSS, WAEB, WLAN, Q106, BJ105, KSAQ, 92Q, WXKS 32-29, WMMS 26-21, 92X d-29, FLY92 40-32, K104 19-15, WPST 30-20, KIXY 35-27, WBNO 20-12, SLY96 17-11.

EDIE BRICKELL & NEW BOHEMIANS "Circle" (Geffen)

Reports: 91. Moves: Up 55, Debuts 10, Same 18, Down 1, Adds 7, KOY-FM, KUBE, WERZ, WKSI, 99WAYS, KISR, KGOT, CKOI 37-32, KEGL 11-5, Y95 4-1, KXXR 37-33, KCPX 38-34, WPST 25-17, K106 25-17, WAPE 13-10, Y106 29-24, KTUX 16-15, WJMX 21-17, WSP2 22-15. 75% of the airplay has charted.

BANGLES "Be With You" (Columbia)

Reports: 85. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 84 including Z100, KKBQ, KRBE, WGH, WNVZ, 92X, Y108, KXYQ, KWOD, KCPX, KISN, WRCK, WYCR, WDJX, WHYY, KJ103, KLUC.

REPLACEMENTS "I'll Be You" (Sire/Reprise)

Reports: 84. Moves: Up 44, Debuts 3, Same 32, Down 0, Adds 5, WKBO, KZZP, WKSI, WPRX, Q101, PRO-FM 35-31, WNVZ 27-24, Z95 23-20, KXXR 33-26, KXYQ 19-16, WERZ 40-32, WPST 34-28, WROQ 19-13, KATM 22-18, WFXK 38-33, WVBS 32-29, KOZE 15-10. 60% of the action is charted.

EDDIE MONEY "Let Me In" (Columbia)

Reports: 71. Moves: Up 22, Debuts 15, Same 28, Down 0, Adds 6, PRO-FM, Q102, WERZ, KWNZ, WPRR, Y94, WXKS d-30, KEGL d-20, Q105 d-27, KXXR 11-8, WKBO 24-16, K104 24-18, WZOK 35-30, KZZU 32-24, 95XIL 37-32, KFMW 30-23, Y97 21-16. Now charting on 55% of those playing it.

TOM PETTY "I Won't Back Down" (MCA)

Reports: 69. Moves: Up 24, Debuts 11, Same 24, Down 0, Adds 10, WZPL, KXYQ, WNYZ, WBBQ, WKSI, KZOU, KZIO, WHOT, 95XIL, KNAN, KEGL 17-14, KXXR 40-36, K104 26-19, WERZ 32-22, WSPK 38-30, WROQ 22-16, WZYP 40-33, WAPE d-16, WLRS 26-18.

WARRANT "Down Boys" (Columbia)

Reports: 64. Moves: Up 5, Debuts 6, Same 25, Down 0, Adds 28 including WZOU, PRO-FM, KXYQ, 100KHI, WBBQ, WROQ, WLRS, Y106, WPRR, WKPE, WJAD, KIXY, KYYY, Y95 d-20, WDFX 26-13, KXXR 34-28, KCPX 37-30, OK95 34-22.

SIMPLY RED "If You Don't Know Me By Now" (Elektra)

Reports: 63. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 62 including WMJQ, KITY, KTFM, WNCI, KKRZ, FM102, KROY, KWOD, KISN, KMEL, KWSS, WTIC, 93Q, WBCY, Y107, WPHR, B98.

FINE YOUNG CANNIBALS "Good Thing" (IRS/MCA)

Reports: 61. Moves: Up 2, Debuts 1, Same 2, Down 0, Adds 56 including CKOI, KKBQ, KRBE, KITY, KTFM, WMMS, 92X, KIIS, KROY, KWOD, KCPX, KWSS, WTIC, B93, WHYY, BJ105, KKSS, WDBR.

MIKE & THE MECHANICS "Seeing Is Believing" (Atlantic)

Reports: 58. Moves: Up 20, Debuts 10, Same 24, Down 0, Adds 4, WCZY, WDFX, WKSI, KFBQ, WMMS 29-26, KXXR 32-27, WERZ 34-28, WSPK 39-36, 93Q 36-33, WROQ 23-19, KZOU 38-31, KTUX 35-32, KZZU 34-26, WOMP 39-32, WBNO 36-32, Y97 32-28.

PETER SCHILLING "The Different Story" (Elektra)

Reports: 50. Moves: Up 24, Debuts 1, Same 20, Down 5, Adds 0 including KKBQ 16-10, KITY 25-19, 92X 12-9, KCPX 39-36, KMEL 21-14, WPST 36-26, B93 14-6, K98 9-6, KZFM 31-24, WQUT 23-18, KBFM 34-28, KAKS 30-26, QV103 5-4, KMTT 38-35, ZFUN 29-26, Y97 33-30.

SIGNIFICANT ACTION

MICHAEL MORALES "Who Do You Give Your Love To?" (Wing/Polydor)

Reports: 45. Moves: Up 7, Debuts 7, Same 20, Down 0, Adds 11, CKOI, WGH, WL0L, KZZP, KKSS, WHTO, WJAD, KNAN, KIXY, KKKL, WDBR, KTFM 25-20, B93 39-35, WAPE d-24, KRNO 26-23, KAKS 36-32, KPAT 39-31, OK95 35-31.

SURFACE "Closer Than Friends" (Columbia)

Reports: 45. Moves: Up 21, Debuts 2, Same 15, Down 0, Adds 7, WEGX, WAEB, K98, WDLX, KKRZ, KCAQ, KRQ, WPGC 11-8, KITY 22-15, KGGI 17-13, FM102 4-3, KWOD 23-19, KMEL 8-7, HOT97 25-18, KZFM 40-36, KEZB 39-33, KMGX 13-8, KDON 10-7. Strong West Coast support.

MOST ADDED	MOST ACTIVE	HOTTEST
RICHARD MARX (189)	SAMANTHA FOX (86)	BON JOVI (120)
CYNDI LAUPER (127)	CINDERELLA (84)	MADONNA (104)
BANGLES (84)	LISA LISA & CULT JAM (84)	MICHAEL DAMIAN (90)
SIMPLY RED (62)	ROACHFORD (78)	PAULA ABDUL (83)
F.Y. CANNIBALS (56)	RICK ASTLEY (73)	GUNS N' ROSES (83)
STEVIE NICKS (43)	MILLI VANILLI (66)	JODY WATLEY (63)
OONNA SUMMER (36)	EDIE BRICKELL &... (64)	BETTE MIOLER (52)
MILLI VANILLI (34)	NATALIE COLE (63)	OONNY OSMONO (45)
WARRANT (28)	ELVIS COSTELLO (57)	NEW KIOS ON... (44)
NENEH CHERRY (26)	OONNA SUMMER (49)	SA-FIRE (43)

Most Active = Ups + Debuts - Downs

STEVIE NICKS "Rooms On Fire" (Modern/Atlantic)

Reports: 43. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 43 including B94, KEGL, WGH, WMMS, KBEQ, KOY-FM, KXYQ, KCPX, KISN, WSPK, KZ106, KSAQ, WFXK, KWTO, KMOK.

BULLETTYOYS "For The Love Of Money" (WB)

Reports: 42. Moves: Up 9, Debuts 6, Same 21, Down 0, Adds 6, WSPK, KLO, KYRK, WIBW, KYIA, KFBQ, KXXR 15-13, WROQ 6-2, WQUT 37-31, WLRS 25-21, KATM d-29, KIXY d-29, ZFUN 34-29, OK95 14-10.

SAM BROWN "Stop" (A&M)

Reports: 42. Moves: Up 12, Debuts 4, Same 20, Down 0, Adds 6, WKBO, 100KHI, Z102, KTUX, KKKL, KWTO, Y95 13-8, KUBE 29-24, KXX106 4-2, WAPE 10-6, Z104 27-23, OK95 10-8. One-third of the moves are Top 15 or better.

WAS (NOT WAS) "Anything Can Happen" (Chrysalis)

Reports: 41. Moves: Up 1, Debuts 6, Same 19, Down 0, Adds 15 including WHYT, WKBO, KKRZ, KROY, Q106, KXX106, WDLX, WPHR, KLO, WOMP, Q101, KWTX, WBNQ, KZOU, WNCI 32-28.

VIXEN "Love Made Me" (EMI)

Reports: 38. Moves: Up 6, Debuts 5, Same 23, Down 0, Adds 4, WZPL, 100KHI, KATM, WJAD, KXXR 29-24, WZOK 28-24, KBOZ d-36, Y97 38-31, OK95 d-35.

XTC "Mayor Of Simpleton" (Geffen)

Reports: 37. Moves: Up 5, Debuts 4, Same 13, Down 0, Adds 15 including WPST, WROQ, WCGQ, WZYP, KSAQ, WIXX, KWNZ, WNYF, KPAT, SLY96, OK95, WXKS d-34, KOZE 35-30, Y97 34-29.

FIGURES ON A BEACH "You Ain't Seen Nothin' Yet" (Sire/WB)

Reports: 37. Moves: Up 18, Debuts 1, Same 16, Down 0, Adds 2, 92Q, WROQ, PRO-FM on, KKBQ on, WPST 18-10, KXX106 32-23, CHED 7-5, KLUC 24-19, QV103 28-24, KMOK 36-29. 68% of the action is charted.

NEW ORDER "Round & Round" (Quest/WB)

Reports: 35. Moves: Up 13, Debuts 3, Same 10, Down 0, Adds 9, KITY, WKBO, KROY, KWOD, KXX106, KTUX, KJ103, KCAQ, KWNZ, KRBE 31-25, KTFM d-30, 92X 30-24, WFMF 29-24, K106 27-22, QV103 31-23. Breaking out of the South.

PHOEBE SNOW "If I Can Just Get Through The Night" (Elektra)

Reports: 30. Moves: Up 2, Debuts 3, Same 25, Down 0, Adds 0 including WXKS on, WAEB on-dp, WLAN 37-33, 100KHI d-36, KYNO d-30.

TANITA TIKARAM "Twist In My Sobriety" (Reprise)

Reports: 25. Moves: Up 6, Debuts 5, Same 11, Down 1, Adds 2, KBOZ, KFBQ, KKRZ d-35, KXYQ on-dp, KPLZ on, KUBE on, WROQ d-29, KSNB 35-30, Z97 35-30.

RED SIREN "All Is Forgiven" (Mercury)

Reports: 24. Moves: Up 8, Debuts 2, Same 12, Down 0, Adds 2, KIXY, ZFUN, KXXR 38-30, WROQ d-30, WZOK 10-9, KZZU 26-21, WKPE d-30, Y97 37-33, OK95 32-28.

JULIAN LENNON "Now You're In Heaven" (Atlantic)

Reports: 23. Moves: Up 3, Debuts 7, Same 8, Down 0, Adds 5, CKOI, KXXR, FM104, WPFM, KMOK, K104 d-30, WROQ d-20, KZZU d-33.

BENNY MAROONES "Into The Night" (Polydor)

Reports: 23. Moves: Up 14, Debuts 2, Same 3, Down 0, Adds 4, Y95, KITY, WSPK, WAPE, B104 d-21, B94 20-13, WDFX 17-8, WKTI 16-7, KS104 18-14, KOY-FM 1-1, KZZP 1-1, KWSS 34-27, BJ105 27-18, WKZL 23-17, KLUC d-20. Ten hot reports with double #1 reports in Phoenix and strong moves in all regions and Parallels.

GUY "I Like" (MCA)

Reports: 23. Moves: Up 9, Debuts 4, Same 7, Down 0, Adds 3, WXKS, WNOK, KKKX, KITY d-32, KROY d-33, KMEL 14-10, HOT97 40-31, KXX106 23-19, Y106 d-29, Z102 35-26, KMGX 25-18. The South & West lead.

JOHNNY CLEGG "Scatterlings Of Africa" (Capitol)

Reports: 23. Moves: Up 1, Debuts 2, Same 18, Down 0, Adds 2, KYNO, KFBQ, WYCR on-dp, KF95 on, KKM, G d-34, WZKX on-dp, KPAT on-dp, SLY96 34-29.

CURE "Fascination Street" (Elektra)

Reports: 22. Moves: Up 2, Debuts 4, Same 8, Down 0, Adds 8, CKOI, Y95, 100KHI, WROQ, KF95, KSM, KZOU, OK95, KKBQ d-29, KRBE 34-30, WNVZ d-29.

CHICAGO "We Can Last Forever" (Ful Moon/Reprise)

Reports: 21. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including WXKS, B97, WNCI, WLAP, KKKY, Y107, WFXK, Q104, WBNO, KLYV, 99KG, KWTO, KGOT, KMTT, OK95.

ROD STEWART "Crazy About Her" (WB)

Reports: 21. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including WXKS, B94, KEGL, Y95, WMMS, FLY92, WKSI, WOKI, Y107, Z102, KYRK, KSM, KTRS, KMTT, OK95.

REAL LIFE "Send Me An Angel" (Curb/MCA)

Reports: 20. Moves: Up 4, Debuts 1, Same 0, Down 0, Adds 15 including HOT97, WDFX, KDWB, KIIS, HOT97 7, K98, KZZB, WZYP, KWNZ, WFFX, WNYF, KSM, Z103, KRBE 22-15, KKKR 21-12.

BAD COMPANY "Shake It Up" (Atlantic)

Reports: 16. Moves: Up 9, Debuts 1, Same 6, Down 0, Adds 0 including KXXR 7-5, K104 14-10, WSSX d-28, WKDD 22-18, KMYZ 29-23, 95XIL 16-12, KIXY 27-18.

ANITA BAKER "Lead Me Into Love" (Elektra)

Reports: 15. Moves: Up 0, Debuts 2, Same 13, Down 0, Adds 0 including WPGC d-27, KROY d-31, K98 on, KZZB on-dp, WCGQ on, KZFM on, KF95 on-dp, KKM, G on-dp, KSNB on, KMGX on-dp, KQMO on-dp, KYRK on-dp, KNAN on, WPFM on-dp, KBOZ on-dp.

MAURICE "This Is Acid" (Vendetta/A&M)

Reports: 15. Moves: Up 5, Debuts 5, Same 3, Down 0, Adds 2, HOT97, KKKX, KITY d-35, HOT97 37-33, KMGX d-34, KKKR d-33, KDON 25-21. Moving in the West.

AL B. SUREI "If I'm Not Your Lover" (WB)

Reports: 15. Moves: Up 10, Debuts 3, Same 1, Down 0, Adds 1, KKKX, WPGC 29-20, KITY 33-27, KGGI 7-3, KROY 29-23, KMGX 29-24, KDON 17-14. West Coast leads.

TIFFANY "Hold An Old Friend's Hand" (MCA)

Reports: 15. Moves: Up 2, Debuts 1, Same 11, Down 0, Adds 1, WPRR, WZOU 31-25, PRO-FM d-29, WGH on-dp, KDWB on, WLAN 38-34, WKZL on.

GREAT WHITE "Once Bitten, Twice Shy" (Capitol)

Reports: 14. Moves: Up 3, Debuts 0, Same 5, Down 0, Adds 6, WGH, WCGQ, WLRS, KZZU, WOMP, OK95, KXXR 27-18, WROQ 15-10, Y97 31-26.

ROBBIE ROBB "In Time" (A&M)

Reports: 14. Moves: Up 4, Debuts 3, Same 6, Down 0, Adds 1, KS104, WNVZ on, KXXR on, KDWB on, KOY-FM d-28, K104 d-28, WOKI d-28, BJ105 35-29.

GINA GO-GO "I Can't Face The Fact" (Capitol)

Reports: 14. Moves: Up 5, Debuts 0, Same 4, Down 0, Adds 0 including KEZB 22-16, KKKR 9-8, QV103 30-25.

BIG BAM BOO "Shooting From My Heart" (Uni/MCA)

Reports: 14. Moves: Up 5, Debuts 2, Same 7, Down 0, Adds 0 including WXKS d-35, KXXR 24-17, K104 30-27, WQUT 32-27, CHED on, WTH on.

HOUSE OF LORDS "Love Don't Lie" (Simmons/RCA)

Reports: 13. Moves: Up 3,

MAKE IT COUNT!

Depeche Mode

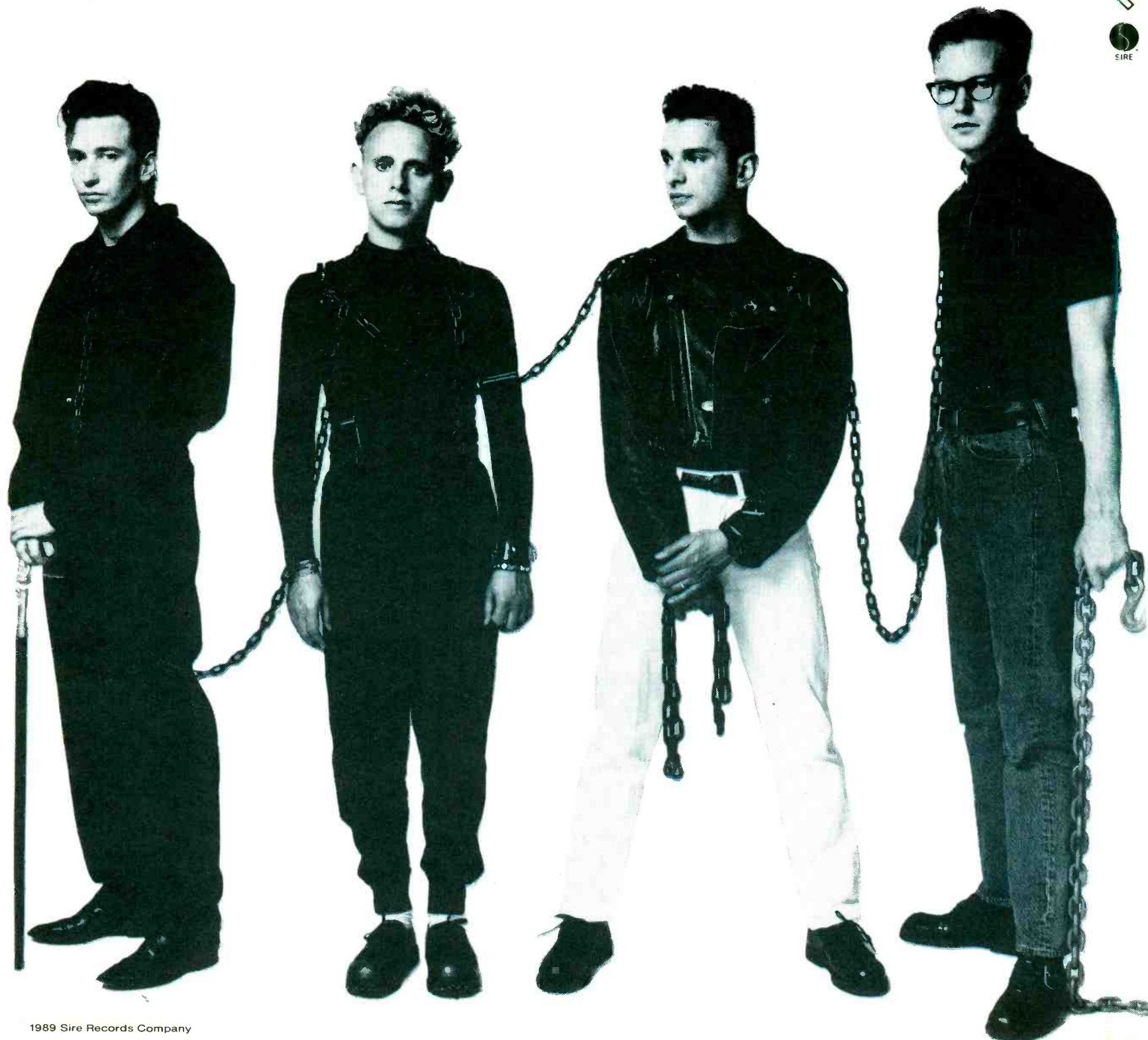
“Everything Counts”

The New Single
From The New Live Album 101
Produced by Depeche Mode

See Depeche Mode In 101,
The Feature Length Concert Movie By
Director D.A. Pennebaker.



SIRE



1989 Sire Records Company



NATIONAL AIRPLAY OVERVIEW

CHR

3	2	WKS	WKS	LW	TW
3	1	1	1	1	MADONNA /Like A Prayer (Sire/WB)
7	4	2	2	2	BON JOVI /I'll Be There For You (Mercury)
16	8	4	3	3	PAULA ABDUL /Forever Your Girl (Virgin)
18	12	6	4	4	JODY WATLEY /Real Love (MCA)
22	16	10	5	5	MICHAEL DAMIAN /Rock On (Cypress/A&M)
13	9	7	6	6	THIRTY EIGHT SPECIAL /Second Chance (A&M)
15	11	8	7	7	SA-FIRE /Thinking Of You (Cutting/Mercury)
27	18	13	8	8	DONNY OSMOND /Soldier Of Love (Capitol)
1	2	3	9	9	FINE YOUNG CANNIBALS /She Drives Me... (IRS/MCA)
28	21	15	10	10	OEBBIE GIBSON /Electric Youth (Atlantic)
20	17	14	11	11	CHER & PETER CETERA /After All (Geffen)
8	6	5	12	12	OEON ESTUS /Heaven Help Me (Mika/Polydor)
40	25	20	13	13	GUNS N' ROSES /Patience (Geffen)
35	26	22	14	14	NEW KIDS ON THE BLOCK /I'll Be Loving... (Columbia)
24	19	16	15	15	LIVING COLOUR /Cult Of Personality (Epic)
26	22	19	16	16	HOWARD JONES /Everlasting Love (Elektra)
37	27	23	17	17	BOBBY BROWN /Every Little Step (MCA)
29	24	21	18	18	BELLE STARS /Iko Iko (Capitol)
36	28	24	19	19	BETTE MIDLER /Wind Beneath My Wings (Atlantic)
12	10	9	20	20	ANIMOTION /Room To Move (Polydor)
5	5	12	21	21	TONE LOC /Funky Cold Medina (Delicious Vinyl/Island)
23	20	18	22	22	SWEET SENSATION /Sincerely Yours (Atco)
2	3	11	23	23	ROXETTE /The Look (EMI)
—	36	31	24	24	JIMMY HARNEN & SYNCH /Where Are You... (WTG)
32	29	26	25	25	TOMMY PAGE /A Shoulder To Cry On (Sire/WB)
14	13	17	26	26	DEF LEPPARO /Rocket (Mercury)
—	37	32	27	27	L. FORO & O. OSBOURNE /Close My Eyes... (RCA)
34	31	29	28	28	WINGER /Seventeen (Atlantic)
—	40	34	29	29	A. FRANKLIN & E. JOHN /Through The Storm (Arista)
—	39	33	30	30	OUTFIELD /Voices Of Babylon (Columbia)
BREAKER	31	29	31	31	NENEH CHERRY /Buffalo Stance (Virgin)
—	—	37	32	32	WATERFRONT /Cry (Polydor)
9	23	28	33	33	MILLI VANILLI /Girl You Know It's True (Arista)
4	7	25	34	34	BANGLES /Eternal Flame (Columbia)
—	—	38	35	35	SAMANTHA FOX /I Only Wanna Be With You (Jive/RCA)
BREAKER	36	34	36	36	ONE 2 MANY /Downtown (A&M)
6	14	30	37	37	R.E.M. /Stand (WB)
DEBUT	38	35	38	38	LISA LISA & CULT JAM /Little Jackie Wants... (Columbia)
BREAKER	39	36	39	39	JOHN COUGAR MELLENCAMP /Pop Singer (Mercury)
BREAKER	40	37	40	40	RICHARD MARX /Satisfied (EMI)

N&A Pg. 134; Playlists Pg. 122; Parallels Pg. 127

ADULT CONTEMPORARY

3	2	WKS	WKS	LW	TW
5	4	3	1	1	THIRTY EIGHT SPECIAL /Second... (A&M)
4	2	1	2	2	CHER & PETER CETERA /After All (Geffen)
7	5	4	3	3	MADONNA /Like A Prayer (Sire/WB)
20	12	9	4	4	NATALIE COLE /Miss You Like Crazy (EMI)
14	10	7	5	5	ENYA /Orinoco Flow (Sail Away) (Geffen)
2	1	2	6	6	BETTE MIDLER /Wind Beneath My Wings (Atlantic)
18	13	11	7	7	BASIA /Promises (Epic)
1	3	6	8	8	OEON ESTUS /Heaven Help Me (Mika/Polydor)
13	11	10	9	9	PAUL CARRACK & TERRI NUNN /Romance (Columbia)
12	9	8	10	10	KARYN WHITE /Superwoman (WB)
30	24	16	11	11	A. FRANKLIN & E. JOHN /Through The Storm (Arista)
26	18	15	12	12	GRAYSON HUGH /Talk It Over (RCA)
9	6	5	13	13	CARLY SIMON /Let The River Run (Arista)
29	26	19	14	14	HOWARD JONES /Everlasting Love (Elektra)
15	14	12	15	15	JULIA FOROHAM /Happy Ever After (Virgin)
24	20	18	16	16	PHOEBE SNOW /If I Can Just Get Through The (Elektra)
25	19	17	17	17	GLENN FREY /Livin' Right (MCA)
—	27	22	18	18	SA-FIRE /Thinking Of You (Cutting/Mercury)
28	25	20	19	19	CAROLE KING /City Streets (Capitol)
—	29	23	20	20	SOUTHERN PACIFIC /All Is Lost (WB)
—	—	26	21	21	RICK ASTLEY /Giving Up On Love (RCA)
23	22	21	22	22	STEVE WINWOOD /Hearts On Fire (Virgin)
—	—	28	23	23	NEIL DIAMOND /Best Years Of Our Lives (Columbia)
—	28	24	24	24	BARBRA STREISAND /What Were We... (Columbia)
6	8	13	25	25	VANESSA WILLIAMS /Dreamin' (Wing/Polydor)
—	—	27	26	26	ROY ORBISON /She's A Mystery To Me (Virgin)
DEBUT	30	29	27	27	WATERFRONT /Cry (Polydor)
3	7	14	28	28	BANGLES /Eternal Flame (Columbia)
DEBUT	30	29	29	29	ONE 2 MANY /Downtown (A&M)
—	—	30	30	30	BUSTER POINDEXTER /Hit The Road Jack (RCA)

Pa. 111

URBAN CONTEMPORARY

3	2	WKS	WKS	LW	TW
5	2	1	1	1	JODY WATLEY /Real Love (MCA)
6	6	4	2	2	SKYY /Start Of A Romance (Atlantic)
8	5	3	3	3	GUY /I Like (MCA)
11	10	7	4	4	AL B. SURE /If I'm Not Your Lover (WB)
18	14	9	5	5	DEON ESTUS /Heaven Help Me (Mika/Polydor)
14	12	6	6	6	PASADENAS /Tribute (Right On) (Columbia)
10	9	8	7	7	BOY GEORGE /Don't Take My Mind On A Trip (Virgin)
20	15	12	8	8	E.U. /Buck Wild (Virgin)
28	18	13	9	9	NATALIE COLE /Miss You Like Crazy (EMI)
15	13	10	10	10	CHAKA KHAN /Baby Me (WB)
9	7	5	11	11	ALYSON WILLIAMS /Sleep Talk (Def Jam/Columbia)
25	19	14	12	12	GRADY HARRELL /Sticks And Stones (RCA)
36	24	17	13	13	ATLANTIC STARR /My First Love (WB)
3	1	2	14	14	KARYN WHITE /Love Saw It (WB)
30	23	19	15	15	ANNE G. /If She Knew (Atlantic)
27	21	16	16	16	TONE LOC /Funky Cold Medina (Delicious Vinyl/Island)
—	36	23	17	17	LISA-LISA & CULT JAM /Little Jackie Wants... (Columbia)
37	26	21	18	18	CHARLIE SINGLETON /Good, Bad & Ugly (Epic)
31	25	22	19	19	MADONNA /Like A Prayer (Sire/WB)
39	30	24	20	20	JOYCE "FENOERELLA" IRBY /Mr. D.J. (Motown)
—	38	30	21	21	O'JAYS /Have You Had Your Love Today (EMI)
—	40	33	22	22	TONY! TON!! TONE! /For The Love Of... (Wing/Polydor)
—	32	27	23	23	KIARA /Every Little Time (Arista)
19	16	15	24	24	Z-LOOKE /Love Sick (Orpheus/EMI)
—	35	29	25	25	NEW KIDS ON THE BLOCK /I'll Be Loving... (Columbia)
40	34	32	26	26	ROB BASE & O.J. E-Z ROCK /Joy And Pain (Profile)
DEBUT	38	35	27	27	LUTHER VANOROSS /For You To Love (Epic)
—	—	38	28	28	BEBE & CECE WINANS /Lost Without You (Capitol)
—	—	36	29	29	A. FRANKLIN & E. JOHN /Through The Storm (Arista)
DEBUT	38	35	30	30	OE LA SOUL /Me, Myself And I (Tommy Boy)
—	—	34	31	31	SLICK RICK /Children's Story (Def Jam/Columbia)
32	28	25	32	32	SIMPLY RED /It's Only Love (Elektra)
—	37	35	33	33	DEJA' /Made To Be Together (Virgin)
38	31	31	34	34	ROBERT BROOKINS /Don't Tease Me (MCA)
DEBUT	38	35	35	35	ANITA BAKER /Lead Me Into Love (Elektra)
—	—	37	36	36	LA RUE /I Want Your Love (RCA)
—	—	40	37	37	MICA PARIS /My One Temptation (Island)
DEBUT	38	35	38	38	PEABO BRYSON /Show And Tell (Capitol)
—	—	39	39	39	CONTROLLERS /Temporary Lovers (Capitol)
BREAKER	40	37	40	40	DIANA ROSS /Workin' Overtime (Motown)

New & Active, TOP 10 Recurrents Pg. 104

NEW ROCK

LW	TW	
1	1	CURE /Fascination Street (Elektra)
2	2	CULT /Fire Woman (Sire/Reprise)
6	3	ELVIS COSTELLO /This Town (WB)
15	4	LOVE & ROCKETS /So Alive (RCA)
3	5	FINE YOUNG CANNIBALS /Good Thing (IRS/MCA)
7	6	XTC /Mayor Of Simpleton (Geffen)
9	7	JOE JACKSON /Nineteen Forever (A&M)
5	8	NEW ORDER /Round & Round (Qwest/WB)
8	9	MORRISSEY /The Last Of The Famous... (Sire/Reprise)
10	10	LOU REED /Busload Of Faith (Sire/WB)

Complete TOP 30 New Rock Chart Pg. 118

NAC

LW	TW	
2	1	A. VOLLENWEIDER /Dancing With... (Columbia)
1	2	HIROSHIMA /East (Epic)
3	3	SCOTT COSSU /Switchback (Windham Hill)
4	4	JOE SAMPLE /Spellbound (WB)
5	5	CHRIS REA /New Light Through Old Windows (Geffen)
7	6	IVAN LINS /Love Dance (Reprise)
11	7	PAT KELLEY /I'll Stand Up (Nova)
8	8	SPECIAL FX /Confidential (GRP)
10	9	ALEX BUGNON /Love Season (Orpheus/EMI)
6	10	WINDOWS /The French Laundry (Cypress/A&M)

Complete TOP 30 NAC Chart Pg. 114

CONTEMPORARY JAZZ

LW	TW	
2	1	JOE SAMPLE /Spellbound (WB)
3	2	CHICK COREA AKOUSTIC .../Chick Corea Akoustic... (GRP)
1	3	TERRI LYNE CARRINGTON /Real Life Story (Verve Forecast)
5	4	KEVIN EUBANKS /The Searcher (GRP)
9	5	McCOY TYNER /Revelations (Blue Note)
4	6	BOBBY LYLE /Ivory Dreams (Atlantic)
6	7	SHERRY WINSTON /Love Madness (Headfirst)
7	8	MARCUS ROBERTS /The Truth Is Spoken Here (Novus/RCA)
19	9	EDDIE DANIELS /Blackwood (GRP)
11	10	HIROSHIMA /East (Epic)

Complete TOP 30 Contemporary Jazz Chart Pg. 114

AOR TRACKS

3	2	WKS	WKS	LW	TW
4	1	1	1	1	TOM PETTY /I Won't Back Down (MCA)
2	2	2	2	2	OUTFIELD /Voices Of Babylon (Columbia)
—	—	4	3	3	JOHN COUGAR MELLENCAMP /Pop Singer (Mercury)
17	7	5	4	4	CULT /Fire Woman (Sire/Reprise)
1	3	3	5	5	JULIAN LENNON /Now You're In Heaven (Atlantic)
20	11	6	6	6	GREAT WHITE /Once Bitten Twice Shy (Capitol)
25	18	8	7	7	TRAVELING WILBURYS /Heading For... (Wilbury/WB)
21	17	13	8	8	SARAYA /Love Has Taken It Toll (Polydor)
BREAKER	9	10	9	9	STEVIE NICKS /Rooms On Fire (Modern/Atlantic)
14	10	10	10	10	BONNIE RAITT /Thing Called Love (Capitol)
BREAKER	11	10	11	11	RICHARD MARX /Satisfied (EMI)
13	6	7	12	12	R.E.M. /Turn You Inside-Out (WB)
18	15	14	13	13	WARRANT /Down Boys (Columbia)
34	25	18	14	14	MIKE & THE MECHANICS /Seeing Is... (Atlantic)
29	26	20	15	15	CINDERELLA /Coming Home (Mercury)
—	38	23	16	16	FABULOUS THUNDERBIRDS /Rock This... (CBS Assoc.)
19	12	12	17	17	XTC /Mayor Of Simpleton (Geffen)
37	28	19	18	18	LIVING COLOUR /Open Letter (To A Landlord) (Epic)
—	36	24	19	19	JOE JACKSON /Nineteen Forever (A&M)
35	29	22	20	20	BIG BAM BOO /Shooting From My Heart (Uni/MCA)
10	8	11	21	21	RED SIREN /All Is Forgiven (Mercury)
3	4	15	22	22	THIRTY EIGHT SPECIAL /Second Chance (A&M)
BREAKER	23	20	23	23	JEFF HEALEY BAND /Angel Eyes (Arista)
BREAKER	24	20	24	24	JOE SATRIANI /One Big Rush (WTG)
—	35	29	25	25	KINGDOM COME /Do You Like It (Polydor)
9	13	17	26	26	GUNS N' ROSES /Patience (Geffen)
54	43	36	27	27	FIXX /Precious Stone (RCA)
31	30	30	28	28	EOIE BRICKELL & NEW BOHEMIANS /Circle (Geffen)
7	5	9	29	29	RADIATORS /Confidential (Epic)
15	14	16	30	30	GARY MOORE /Ready For Love (Virgin)
DEBUT	40	37	31	31	TOM PETTY /Runnin' Down A Dream (MCA)
—	—	40	32	32	BAO COMPANY /Bad Man (Atlantic)
5	9	21	33	33	REPLACEMENTS /I'll Be You (Sire/Reprise)
49	44	38	34	34	MICHAEL THOMPSON BAND /Can't Miss (Geffen)
27	27	27	35	35	CRUEL STORY OF YOUTH /You're What... (Columbia)
57	48	43	36	36	EOOIE MONEY /Let Me In (Columbia)
16	23	31	37	37	ELVIS COSTELLO /Veronica (WB)
44	40	39	38	38	EXTREME /Kid Ego (A&M)
58	56	46	39	39	LITA FORO /Close My Eyes Forever (RCA)
6	16	28	40	40	MELISSA ETHERIDGE /Similar Features (Island)

Complete TOP 60 Tracks Chart Pg. 116; LP Chart Pg. 117

COUNTRY

3	2	WKS	WKS	LW	TW
6	4	3	1	1	ALABAMA /If I Had You (RCA)
3	2	2	2	2	JUOOS /Young Love (Curb/RCA)
14	9	4	3	3	ROONEY CROWELL /After All This Time (Columbia)
4	1	1	4	4	RANDY TRAVIS /As It Still Over (WB)
13	12	5	5	5	RESTLESS HEART /Big Dreams In A Small Town (RCA)
17	14	10	6	6	STEVE WARINER /Where Did I Go Wrong (MCA)
20	16	11	7	7	CLINT BLACK /Better Man (RCA)
23	17	14	8	8	EARL THOMAS CONLEY /Love Out Loud (RCA)
19	15	12	9	9	FORESTER SISTERS /Love Will (WB)
12	11	8	10	10	