

I N S I D E:

TALK FORMAT PONDERES THE FUTURE

Regular in-depth News/Talk coverage resumes with **R&R** Washington Assoc. Editor **Randall Bloomquist's** look at issues-oriented talk programming . . . and a gloomy forecast for outrageous hosts.

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GOLD STATIONS: PARITY & PARODY

The monthly Gold column presents a look at how top Gold stations held their own in the ratings, as well as a snide **Pete Rose** parody from **WCGY/Boston**.

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CONVENTION PREVIEW SPECIAL

A special "NAB '89 Preview" section includes:

- Session summaries and tips on the hottest panels
- Profiles of Marconi Award legendary station nominees
- Exclusive details on **Bolton Research's** expose of diarykeeper behavior
- Media mogul **John McGhan's** "Radio Across America" analysis

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TRAVEL TIPS FOR RADIO REVENUES

KLAC & KZLA/Los Angeles devised "travel theme months," a sales/programming collaboration that attracts new business from a traditional print/TV stronghold.

Page 90

PSYCHOGRAPHICS IN PERSPECTIVE

Rob Balon offers a definitive explanation of the often-misused concept of psychographics — and relates how to use them to your advantage.

Page 64



Schuon Segues To KROQ PD Position

Following a two-month search, Infinity's KROQ/Los Angeles has named **KAZY/Denver** programmer **Andy Schuon** PD. He replaces **Van Johnson**, who stepped down to become Production Director. Schuon is rejoining KROQ GM **Trip Reeb**, whom he replaced as PD of KAZY in 1987.

"I know Andy and the kind of job he can do," said Reeb. "It'll be a tough job, but there's no one I'd rather have doing it than him. Programming in the crowded Denver AOR market



Andy Schuon

has sharpened his competitive edge to the point that he'll be capable of dealing with the situation here. We look at it as an enormous challenge for both of us."

Regarding Schuon's lack of experience at a New Rock station, Reeb replied, "That's what everybody said when I moved to San Diego (to **Nobie's** New Rock XETRA-FM). I'd rather have to worry about someone learning the music than learn-

SCHUON/See Page 48

Azoff Resigns MCA Post; Teller Takes Over

'First Major Indie Of '90s' Azoff's New Project

Irving Azoff has announced his resignation as Chairman of **MCA Music Entertainment Group** and as a VP of parent company **MCA Inc.** **Al Teller**, already an MCA Inc. VP, has been promoted from **MCA Records** President/COO to Azoff's former position. Teller told **R&R** he had no plans to appoint a new MCA Records chief.

Azoff, subject of extensive industrywide speculation in recent months, told **R&R**, "I intend to be the first [heavily funded] major independent of the '90s." He added that no specific announcement as to his plans and future partners will



Irving Azoff

be forthcoming shortly: "I've got to come up with the niche and define a place in the marketplace, and determine who can share the vision."



Al Teller

Azoff's official statement mentions "possible business ventures with MCA," and when asked about partners in his new venture, he told **R&R**, "MCA is the first possibility." He also indicated a desire to staff his new operation with people not currently in the record business, and promised "something different" in the offing.

MCA/See Page 48

Barbis, Cohen Earn WB VP Stripes



Stu Cohen

Warner Bros. has officially conferred VP/Promotion titles upon **Dino Barbis** and **Stu Cohen**, both longstanding National Promotion Directors at the label. Barbis will continue to concentrate in the AC area, and Cohen will handle the CHR field.

WB Sr. VP/Marketing & Promotion Russ Thyret remarked, "Dino is one of the most experienced, energetic, and consistently enthusiastic individuals I have ever had the pleasure of working with. He's brought



Dino Barbis

these qualities to every project he's undertaken, and our recent track record on **WB** and **Reprise** releases at the AC level is testimony to his acumen."

Discussing Cohen, Thyret added, "It can undoubtedly be said that **Stu** has long been a pillar of **Warner Bros.** promotion. His wide-ranging experience in CHR promotion, coupled with his enthusiasm for the music and insight into the radio industry, makes him a natural for this post."

WB/See Page 43

Hansen Programs WNUA

O'Connor Rejoins KIFM

Following much speculation about his future, **WNUA/Chicago** PD **Bob O'Connor** has decided to return to **NAC KIFM/San Diego** as VP/Programming. Replacing him in the programmer's chair at **Pyramid's Windy City NAC** is **SMN Wave Network** PD **Lee Roy Hansen**, who begins his new duties September 18.

Regarding his selection of Hansen, **WNUA** VP/GM **John Gehron** told **R&R**, "We wanted someone with expertise in this format, and that's a pretty small universe. I was sorry to see **Bob** go, but it's hard to argue with someone going to **San Diego** as a VP/Programming. It reduces your bargaining power. HANSEN/See Page 46

WFBQ Jock Chutes For Ratings



WFBQ/Indianapolis, in the public eye for morning show controversy of late, worked on a higher plane last week when afternoon personality **Jimmy "Mad Dog" Matis** broadcast live while skydiving from 12,000 feet. Matis, shown dangling in the grip of professional chutist **Mark Schlatter**, sailed through the jump without a snag.

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“From a 9.5
to an 18.5
in 25-54.*”



Jim Morley
General Manager
WEZN-FM, Bridgeport

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*Spring 1988 to Spring 1989 Arbitron. AQH share. Adults 25-54, M-S, 6A-12M, MSA.

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Fox Upped To KABC Operations Director

Talk-formatted KABC/Los Angeles has promoted veteran staffer Michael Fox to Operations Director. Fox, who becomes KABC's fourth programmer in the last 18 months, replaces PD John Rook, who left last month in a dispute with KABC VP/GM George Green.

KABC spokesman Lew Schatzer said the station is continuing its

search for a PD, but emphasized that Fox will be running the programming department.

The Cap Cities/ABC outlet is an ABC-Information affiliate and also broadcasts the Los Angeles Dodgers.

In the spring ratings KABC earned a 5.2 (12+) in Arbitron, putting it in third place. In Birch the station had a 4.6, good for fifth place.



Bill Cahill

Cahill PD At WQXI

After a year with EZ Communications' WBZZ (B94)/Pittsburgh, PD Bill Cahill has resigned to become PD at Jefferson-Pilot's WQXI-AM & FM/Atlanta, effective October 1. He replaces Craig Ashwood, who is still with the combo.

Jefferson-Pilot Sr. VP/Radio and WQXI-AM & FM/Atlanta GM Clarke Brown told R&R, "Bill has done an outstanding job wherever he's been. While we don't have a definitive target in mind yet, he seems able to interpret research and will be able to head the stations in the best direction rather than a preconceived one. In the meantime we'll stay with our AC/CHR/AOR hybrid format."

Discussing Ashwood, Brown said, "Craig has been offered the post of Director/Marketing & Promotion. He's been an invaluable asset to the station during his seven years with us, and I think this will be a great position for him to continue his growth. I hope he accepts it, because he's done a great job of putting the wheels back on 94Q."

Cahill told R&R, "Every time I hear the Rolling Stones' 'Mixed

CAHILL/See Page 48

REUNITES WITH RICH

Sisco Set To Program KIXI & KMGI

Rob Sisco, VP/GM of syndication/production firm IS, INC., has been named Program & Operations Director at KIXI & KMGI/Seattle effective September 11. He succeeds Steve Weed, who exited the stations earlier this summer.

KIXI & KMGI VP/GM Bobby Rich commented, "I had to have someone I could trust. I also needed someone who appreciates my philosophy but could bring new ideas. In the 14 years I've known Rob, I've watched him develop into a top-notch broadcaster. He's creative, organized, fun, and easy to work with. Most of all, he loves radio. KMGI, now called I-107.7, is significantly different from what it



Rob Sisco

was two weeks ago, and Rob helped me with the changes. It's not unlike what I did at B100 (KFMB-FM/San Diego)."

"I've always stayed involved with radio," Sisco told R&R. "In fact, programming is my passion. That, coupled with Bobby being GM, made this an easy decision."

SISCO/See Page 46

Young New PD At KISW



Steve Young

Joint Communications Sr. Programming Strategist Steve Young has accepted the PD job at Joint client KISW/Seattle, effective September 25. He succeeds Sky Daniels, who left the Nationwide AOR last month to become Epic Sr. Director/Album Promotion.

KISW GM Beau Phillips told R&R, "Our business has become so sophisticated that it really takes somebody with extraordinary talent to become a programmer. Steve's a guy who's been programmer of the year in Canada and has had three years under the tutelage of (Joint CEO) John Parikh, one of the foremost minds in the business. Steve has great instincts as well as a good strategic mind, and that's what KISW needs."

Young was on the road and unavailable for comment. Joint CEO John Parikh remarked, "During his two years with us Steve was instrumental in many AOR successes, including the rebound of KISW. We'll all miss him, but we understand his desire to cut down on travel and put down roots."

Young's 17 years in broadcasting include PD stints at CITI/Winnipeg and CJAY/Calgary.

Susquehanna Promotes Kennedy To Sr. VP

Vaeth KKZR & KRBE VP/GM; Maupin WFMS GM

Susquehanna Radio Corp. has promoted VP/Research & Planning Dave Kennedy to Sr. VP; transferred WFMS/Indianapolis VP/GM Nancy Vaeth to the same position at the company's KKZR & KRBE/Houston; and elevated WAPW/Atlanta GSM Monte Maupin to WFMS GM.

Commenting on the respective moves, Susquehanna President Art Carlson said, "Dave has done a tremendous job in the several years he's been a VP on the corporate level. He's not dropping any of his current responsibilities, which include dealing with all of our stations. He is taking on the additional duties of having two stations (WFMS and WRRM/Cincinnati) report directly to him.

"Nancy's a highly effective manager who has done an exceptional job for us both in Dallas and Indianapolis. She's returning to a market where she was once in sales, so we're confident the future is bright.

SUSQUEHANNA/See Page 46

Valeri Upped To OM As WAAF Goes Rock 40

Zapis Communications has completed a major restructuring of the management team at WFTQ & WAAF/Worcester-Boston. GM John Sutherland, who took over last June when Zapis assumed control of the AC/AOR combo from NewCity Communications, has upped Promotion Director Ron Valeri to WAAF OM and hired former WPRO/Providence personality Nance Grimes as WAAF acting PD. Harve Alan recently exited the WAAF PD job after 18 months.

In addition, WAAF LSM Chris Paquin has been promoted to GSM, with Sr. Account Manager Roy Rosenberg succeeding Paquin. At

VALERI/See Page 48

Hart GM AT WNJR

George Hart has segued from OM duties at AC KQZY/Dallas to the Station Manager slot at CHR WNRJ (Energy 105)/Pittsburgh. He previously spent 14 of his 18 years in radio in Pittsburgh, most recently as OM at WLTJ from 1984-88.

Hart and WNRJ officials were unavailable for comment at press-time.

SEPTEMBER 8, 1989

NATIONAL RADIO ON THE SPOT

The National Spot Radio Scoreboard tells you at a glance how each month in '89 so far has compared with its 1988 equivalent in total national spot expenditures, as well as 1988-89 comparisons in specific market sizes. See Management Overview. Page 30

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WEA's Meeting Of The Minds



It was label mania in Hollywood (FL, that is) when all of WEA's labels got together for an intimate sales meeting. Many stars emerged at the six-day gala, including Island's Melissa Etheridge and Sire's K.D. Lang. Top, Etheridge and Island Records President Lou Maglia (c) present WEA Corp. President Henry Droz with a platinum plaque honoring WEA's contributions to marketing Etheridge's debut album; bottom, Lang is surrounded by (l-r) Droz, WB Sr. VP Vic Faraci, and WB President Lenny Waronker.

Matney Tapped As WKSI GM

Roger Matney has been named GM at Bahakel Communications' WKSI/Greensboro. He replaces Sanders Hickey, who joined Arbitron in Atlanta as an AE. Matney, who left radio for a short period to form his own corporation, was most recently GSM at WSOC-AM & FM/Charlotte, where he spent ten years.

Bahakel VP/Radio Beverly Poston told R&R, "Roger had a great record of success at WSOC. With his level of maturity and experience in the business world, both in and out of broadcasting, he was what we need to continue the progress that Sanders had already begun."

Matney, who served as Sales Manager at WLEE/Richmond when it was owned by Nationwide, remarked, "This has been one fast-moving change for me. I tried something out of the business for a while but my heart is still in radio. Bahakel is a great company. With our team in place and our plans on the drawing board, we look for this station to really get competitive again."

CHUM Converts To All-Oldies

Last Friday (9/1), Soft Rock CHUM (AM)/Toronto segued to a Gold format.

PD Ross Davies told R&R the switch was made because of declining ratings. "We were being beaten to death by the FMs, including CHUM-FM. We were headed in the wrong direction, and the simple reality was that we needed to make some changes. We weren't properly focused. The response has been rather sensational. Phones have been ringing off the hook."

"In the '70s, CHUM was one of the heritage rockers in North America," he added. "It was a shame to see this once-great giant stumble. We've brought it back with a Top 40 execution. This is a

1990s station that happens to play music from the '60s. It's what made CHUM famous. We're '1050 CHUM, All Oldies, All The Time.'"

Regarding staff changes, Davies told R&R, "We moved afternoon announcer Bob Magee to mornings ('Magee In The Morning'). We filled his afternoon position with Dan Michaels, who joins from our Winnipeg station. John Rode (from CHUM's heyday) will work weekends."

Davies continued, "AM stations are a rare breed, and it's tough to make them go. We're trying to keep AM radio as a viable medium in this country. We have a chance because FMs can't do this format — they can't take it away from us."

Hobbs Adds WFLA OM Duties

Gabe Hobbs, OM at Gold-formatted WFLZ/Tampa, has taken on OM duties at Jacor's co-owned News/Talk WFLA/Tampa. He replaces Bob Schuman, who will remain PD/talk host at the station.



Gabe Hobbs

"I feel Gabe's appointment is imperative to the success of WFLA and WFLZ, as well as to my golf game," remarked WFLA & WFLZ VP/GM David Macejko. "I've managed the most successful of the Jacor stations and failed to get my handicap below a 20. I feel with Mr. Hobbs's ability and the 12 months of sunshine available here I should be pushing to a nine handicap within a very short period of time."

Hobbs joined the combo earlier this year from WMYU (U102)/Knoxville.

In the spring ratings, WFLA earned a 4.2 (12+) in Arbitron, good for seventh place. In Birch the station landed in sixth place with a 5.4 share.

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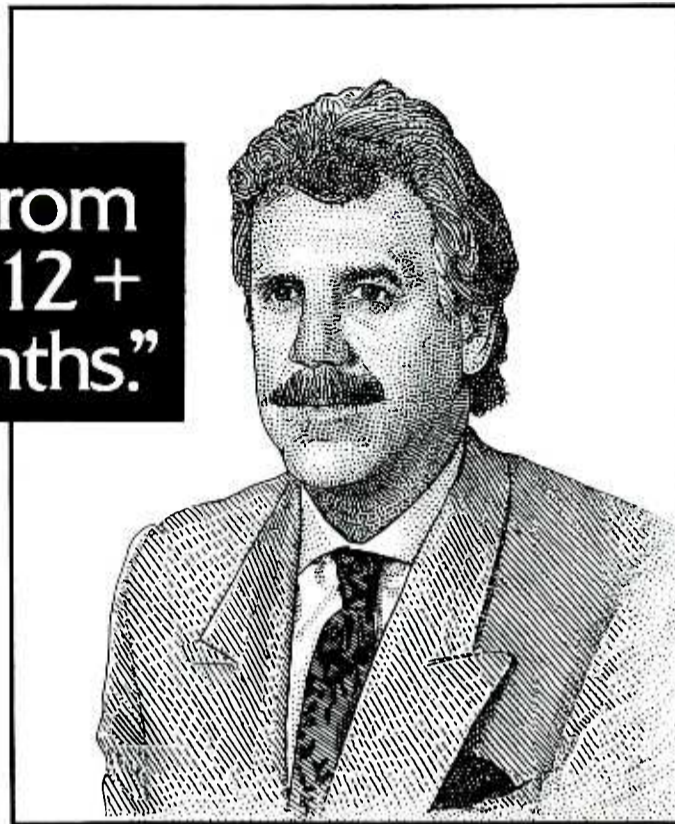
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*Chuck Goldmark
Vice President/General Manager
WHQT-FM, ‘Hot 105-FM’, Miami*

**“Miami: From
#16 to #1 12+
in ten months.”**



*Summer 1988 to Winter 1989, to Spring 1989 Arbitron.
AQH Share, M-S, 6A-12M. MSA.

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Minority Ownership Hearing To Highlight NABOB Meeting

While much of the radio industry schmoozes, cruises, and does a bit of business in New Orleans at NAB's Radio '89 convention, the nation's black broadcasters will be meeting in Washington at the National Association of Black Owned Broadcasters' fall conference. Among the issues topping NABOB's agenda: protecting the FCC's minority ownership programs.

This 13th edition of NABOB's annual Fall Broadcast Management Conference, which is set for September 12-15, will be highlighted by a 9/15 Senate Communications Subcommittee hearing on the status and future of the FCC's minority ownership policies.

Earlier this year a federal appeals court, ruling in the case of *Shurberg Broadcasting v. FCC*, found the Commission's minority distress sale policy to be unconstitutional. Under that policy, a broadcaster facing possible loss of his license is permitted to sell his station to a minority-controlled buyer at a below-market price. The same court recently found constitutional the Commission's practice of granting minority groups preference in the comparative hearing process.

Distress Sale Policy Distress

"We are contemplating the possibility of legislative action to reinstate the distress sale policy as part of the Communications Act," said NABOB Exec. Director James Winston. "And while the

"We are contemplating the possibility of legislative action to reinstate the distress sale policy as part of the Communications Act."

—James Winston

preference was affirmed, we need to be prepared for future attacks on these policies."

Winston and Inner City Broadcasting Corp. VP/General Counsel Lois Wright are scheduled to testify at the hearing, which the subcommittee intentionally scheduled to coincide with the NABOB

gathering. The rest of the witness list had not been finalized at press-time.

Among the guest speakers slated to appear at the NABOB conference are new FCC Commissioner Andrew Barrett, Rep. William Gray (D-PA), and Albimar Communications Chairman and new Denver Nuggets owner Bertram Lee.

The workshops agenda includes sessions on national marketing to blacks in the '90s, working with consultants, management of Black and Urban stations, local retail sales, and research.

Despite the conference's direct conflict with Radio '89, which runs September 13-16, Winston said NABOB expects to draw the usual 50 registrants. According to Winston, the overlap with NAB was an accident.

"We always schedule our conference to coincide with the Congressional Black Caucus Weekend," said Winston. "In the future we may need to change that because I know a lot of our people would have liked to be in New Orleans as well as Washington."

NAB Rips New Jersey Translator Waiver Request

The NAB last week filed a scathing response to a New Jersey man's request for FCC permission to originate programming from a Fort Lee, NJ FM translator.

In comments filed with the FCC, the NAB ripped the waiver request of Gerald Turro as "abuse of the FCC processes," "ill-timed," and "unjustified."

Allowing Turro to originate programming from his translator, NAB said, would allow him to "avoid the FM allotment procedures" of the FCC and use the "back door" in order to put a new FM station on the air in Bergen County. In addition, warned NAB, granting this waiver would "open the floodgates to other petitioners seeking to characterize their own situation as a 'purple cow.' Such an eventuality would be... unfortunate, especially (since) the Commission is currently reviewing its policies for FM translators."

Turro based his waiver request, which is supported by several New Jersey lawmakers, on the fact there are no FM stations licensed to serve Bergen county, which lies just outside New York City. His translator, Turro argued, would fill a need for locally-oriented programming.

Area Served By 88 Signals

In its comments, NAB dismissed Turro's "efforts to characterize Bergen County as an area devoid of radio service." In fact, said NAB, Bergen is served by 88 broadcast

voices. While no FM stations are licensed to Bergen, NAB said, four AMs do serve the jurisdiction. Two of those stations are licensed to colleges and one is operated by a high school. The fourth is a Religious station.

"(Granting this waiver would) open the floodgates to other petitioners seeking to characterize their own situation as a 'purple cow.'"

NAB also objects to Turro's request on procedural grounds, pointing out that the Commission has already rejected a similar request by Turro once before in a ruling that was upheld last year by a federal appeals court.

"At the outset, without even considering the merits of the arguments embodied in the Turro petition, Turro appears to be totally barred from further FCC consideration," NAB contends.



**DC
REPORT**
PAT CLAWSON

First Chicago Cuts Ackerley Exposure

Ackerley Communications is asking the SEC to clear a new public offering of 2.2 million shares of common stock through Merrill Lynch Capital Markets. Prospective investors might want to study this deal closely before parting with their dollars, even though the company is about to be listed on the American Stock Exchange.

According to risk factors outlined in the offering prospectus, "the company is highly leveraged," has a "negative net worth" of \$49.6 million, has reported losses for the past 5.5 years, and expects "losses will likely continue in subsequent years." In addition, the company "from time to time" hasn't met the terms of its lending agreements and has sought waivers from its bankers.

While the offering aims to raise about \$22 million, virtually all the money will be shoveled into the vaults of First Chicago Investment Corp. The big institutional investor is planning to sell 1.9 million shares it owns for \$19 million, reducing its stake in the company from 20% to 2%. Only a trickle of the offering proceeds — between \$1.56 million and \$2 million — will return to the company, and all of that will be used to redeem preferred stock held by First Chicago.

CEO Barry Ackerley himself hopes to pocket \$1 million by selling 100,000 shares at \$10 per share, reducing his holdings from 62.4% to 58.3%. The registration statement shows his paycheck for the past year totalled \$384,500.

Ackerley is in the process of buying WAXY/Ft. Lauderdale. The company owns WBOS/Boston, KJR & KTLX/Seattle, KSGO & KGON/Portland, five TV stations, several billboard companies, and the Seattle Super-Sonics basketball team.

TM Closes Media General Deal

There were many happy faces in Dallas on Tuesday (9/5), when TM Communications announced the successful closing of its \$1.95 million purchase of the Broadcast Productions Division of Media General Broadcast Services.

TM President Don Turner says the deal makes TM "the largest broadcast services company in the US, with a customer base of over 2500 radio stations." The Media General assets, including extensive music libraries, will be relocated to the Big D within 60 days.

Turner is also predicting that TM will return to profitability within the next few months. For the first six months of the year the company posted a modest loss of \$89,000, but revenues increased 33% to \$1.8 million. That's a big change from the \$520,000 loss reported on revenues of \$1.35 million for the same period last year.

Possible Sellers And Probable Buyers

Several hot station deals are bubbling this week on the R&R deal ticker, with Nationwide Communications reportedly on the verge of selling AM stereo powerhouse WGAR/Cleveland to California entrepreneur N. John Douglas for \$2 million.

Douglas made a big splash in June when he announced plans to buy WFIL/Philadelphia for \$6.5 million. Last year he purchased two AMs in Los Angeles and San Francisco for \$23 million.

"The Beaver" is slapping tail in Cincinnati-Dayton, but Country-formatted WBVE may be up for a "slight ownership adjustment" as Reams Broadcasting considers some market upgrades. Asking price is about \$9 million.

"Everything in the world is for sale, but we may very well not sell it," said Reams Exec. VP Peter Cavanaugh. "One thing is for sure, though: contrary to continuous rumors from the opposition, we will not be changing formats."

The Dittman Group is about to cash out KMPZ (Z-98)/Memphis for \$6 million. Look for WXRT/Chicago owner Seth Mason to step up to bat within days. Meanwhile, Bill Stakelin's Apollo Radio took a pass at buying Group W's KQXT/San Antonio, but bankers say the financial fit wasn't right at \$9 million.

Marshall Rowland is putting his WSOS/St. Augustine on the block with an asking price of \$2.5 million, so he can step up to a larger property. George Reed of Chapman Associates is fielding inquiries. Currently a Class A, it has an application pending to upgrade to Class C3 status.

NTIA Frequency Study Planned

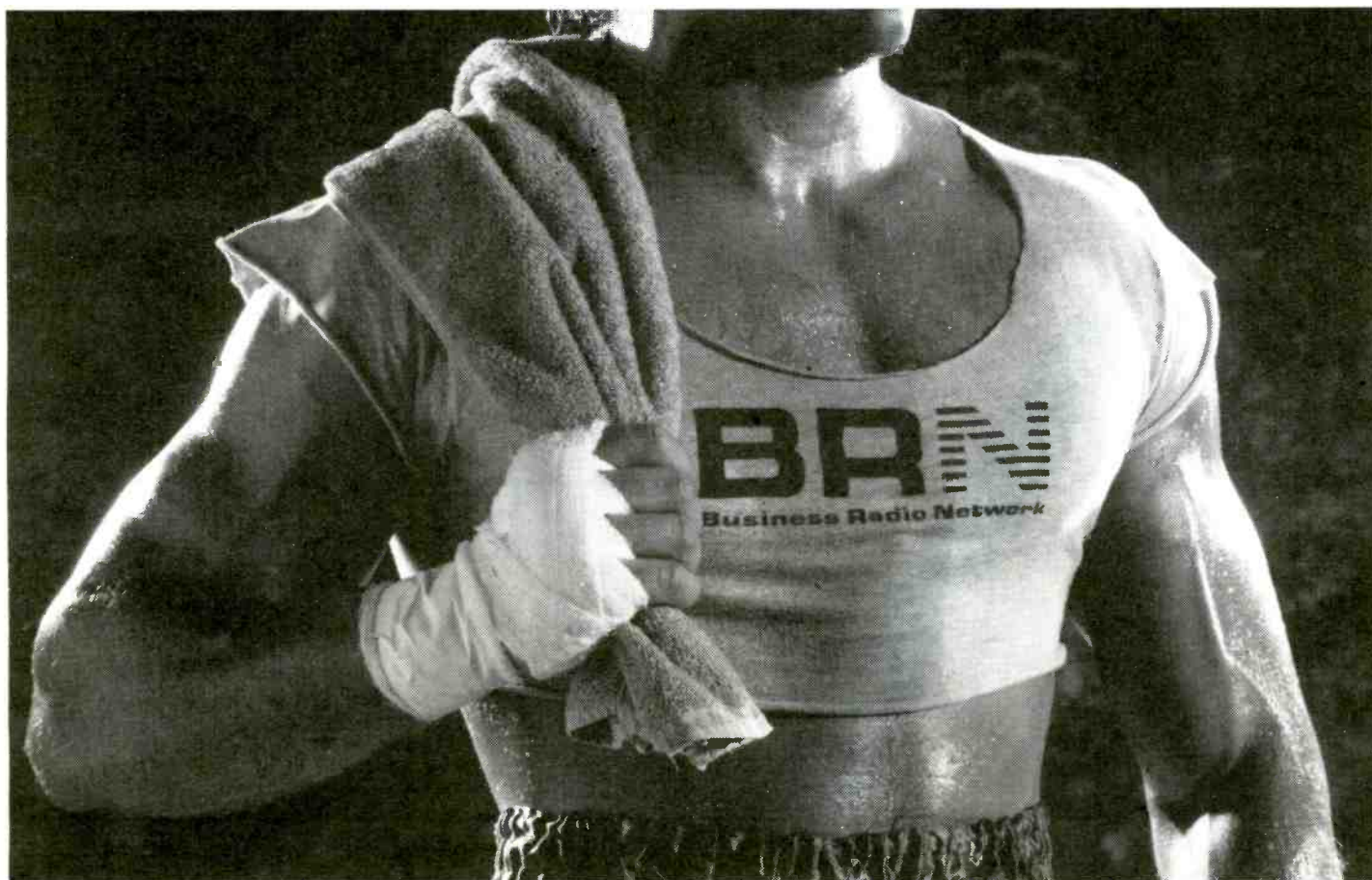
The National Telecommunications & Information Administration (NTIA) says it's planning a study of the use and management of radio frequencies in the US — including the AM and FM bands — in an attempt to encourage "the most effective and fair use of the radio spectrum."

Asst. Secretary of Commerce Janice Obuchowski said the agency's policy review was prompted by sweeping changes in spectrum-related technology.

"This is a broad-reaching study that will look at the use and management policies, the practices, and the paperwork involved," said Obuchowski aide Bill Booher. "As the study develops and we get input, it may take the study itself down a variety of tracks. If we tried to determine the outcome now, we would be sorely limiting ourselves in terms of the final results, useful information, and how to get along with our spectrum neighbors domestically and internationally as the world shrinks closer together, thanks to telecommunications."

Booher said the last such study was done during the Johnson administration. The project will begin within 45 days and will be conducted over the next 12 to 18 months.

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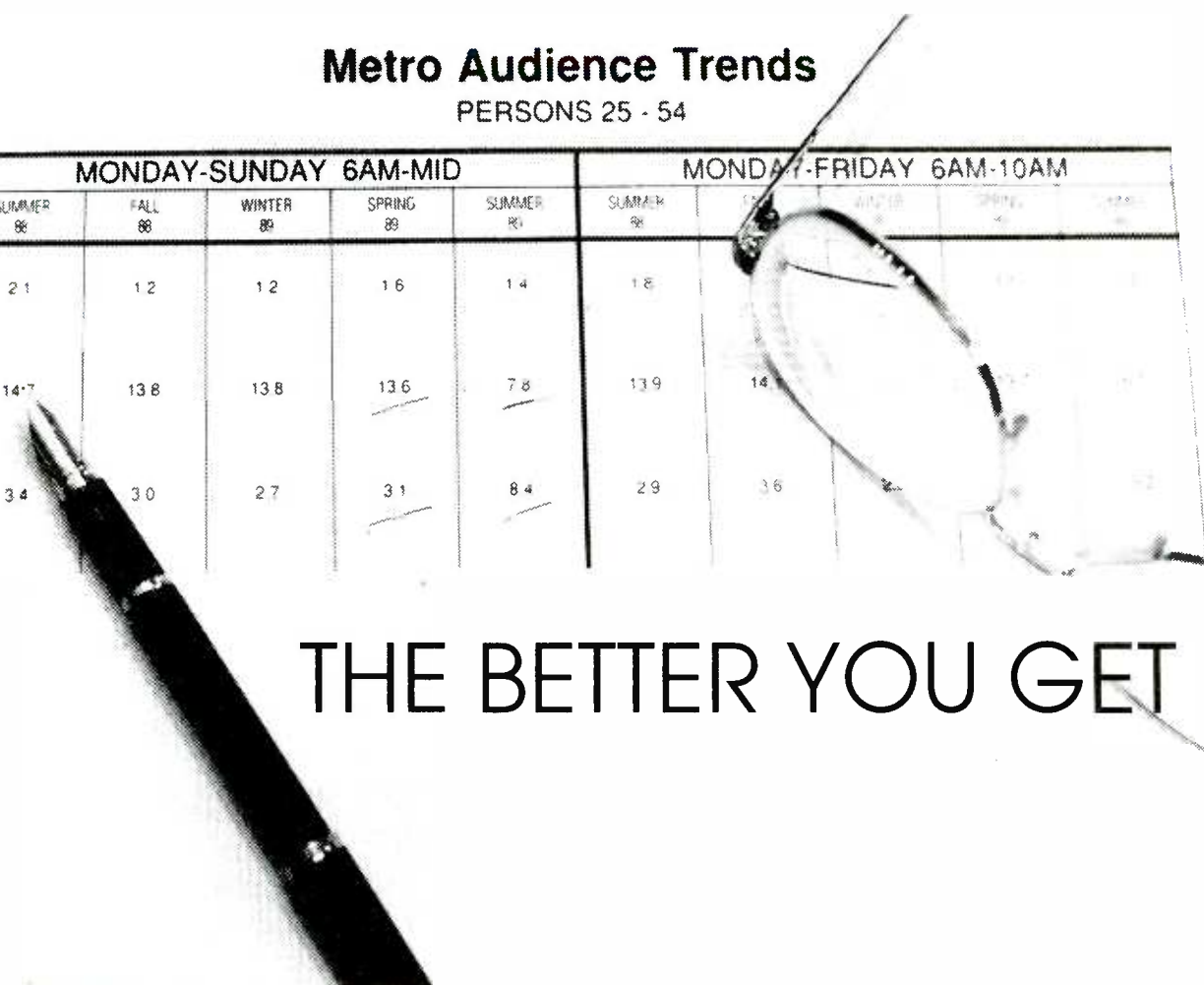
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THE CLOSER YOU LOOK

Metro Audience Trends PERSONS 25 - 54



	MONDAY-SUNDAY 6AM-MID					MONDAY-FRIDAY 6AM-10AM				
	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 90	SUMMER 88	FALL 88	WINTER 89	SPRING 89	SUMMER 90
WAAA SHARE	21	12	12	16	14	18	14	14	14	14
WBBB SHARE	14.7	13.8	13.8	13.6	7.8	13.9	14	14	14	14
WCCC SHARE	3.4	3.0	2.7	3.1	8.4	2.9	3.6	3.6	3.6	3.6

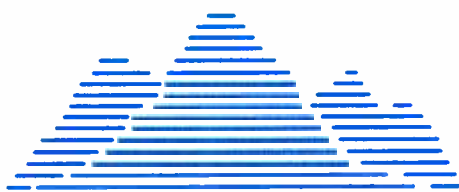
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TRANSACTIONS

Merritt Cashes Chicago FM For \$9.25 Million

Blackburn's Busy Beavers Broker \$23 Million Whopper Week

Deal Of The Week:

WYLL/Des Plaines (Chicago), IL

PRICE: \$9.25 million
BUYER: Salem Communications Corp., owned by Stuart Epperson and Edward Atsinger. The company owns ten AM and four FM stations, and recently contracted to buy WMCA/New York.
SELLER: New Age Broadcasting Inc., headed by President Vernon Merritt.
FREQUENCY: 106.7 MHz
POWER: 50 kw at 340 feet
FORMAT: Contemporary Christian
BROKER: Charles Kurtz of Blackburn & Co.

BUYER: Media VI, a Florida partnership of Vero Beach investors Krause Investments Inc., owned by Vernon and Marie Krause; Blue Ridge Transportation Corp., owned by Charles Bradshaw; Puttick Enterprises Inc., headed by Kenneth Puttick; Why Not Enterprises Inc., owned by William Caldwell of Vero Beach; and Palm Coast Communications Inc.
SELLER: Palm Coast Communications Inc., owned by James and Jeannette Pagano of Vero Beach; JoAnn Radakovic of Grosse Ile, MI; and Paul and Connie Pagano of Wyandotte, MI.
FREQUENCY: 1370 kHz
POWER: 1 kw daytime
FORMAT: Nostalgia

ture capital firm. Media Capital is owned by Zitelman, a Bethesda accountant; California entrepreneur Michael Hesser; and Broadcast Investment Analysts/Frazier, Gross & Kadlec Chairman Tom Buono. The company also owns WWQM-AM & FM/Madison; WLSY-AM & FM/Louisville; WJYQ/Charleston, SC; WAKS & WNND/Releigh; and KKCB & KLSY/San Luis Obispo.
FREQUENCY: 980 kHz; 105.5 MHz
POWER: 500 watt daytime; 3 kw at 270 feet
FORMAT: AC
BROKER: Jay Bowles of Blackburn & Co.

California

KPGA/Pismo Beach

PRICE: \$1.05 million
TERMS: Escrow deposit \$50,000; balance due cash at closing.
BUYER: James Ellison, a businessman from Bakersfield.
SELLER: US Media Co., owned by Nick Mileti. He recently announced plans to sell KVEC/San Luis Obispo. Mileti also is a trustee of noncommercial WBGU-FM & TV/Bowling Green, OH.
FREQUENCY: 95.3 MHz
POWER: 1.75 kw at 390 feet
FORMAT: AOR
BROKER: Roy Rowan of Blackburn & Co.

Georgia

WMQA/Moultrie

PRICE: No cash consideration for 10%
TERMS: Stock transfer for services
BUYER: Douglas Sutton Jr., the station's GM.
SELLER: James Hardy is reducing his stock ownership of Radio Moultrie Inc. from 60% to 50%.
FREQUENCY: 1130 kHz
POWER: 10 kw day/250 watts night
FORMAT: AC

WLMX-AM & FM/Rossville, GA (Chattanooga, TN)

PRICE: \$6.8 million
BUYER: Baum Broadcast Group Inc., headed by President Theodore Baum and VP Dick Rakovan. The company also owns WOMP-AM & FM/Wheeling, WV and is buying WMFX/Columbia, SC.
SELLER: Chattanooga Radio Ltd. Partnership, headed by general partner Rick Zitelman of the Zitelman Group. The major limited partners are station GM Paul Fink and an investment partnership managed by Media Capital Inc., a communications ven-

Illinois

WJTX/Urbana

PRICE: \$135,000
TERMS: Asset sale; \$5000 escrow deposit, balance due cash at closing.
BUYER: WBCP Inc., owned by Lonnie

TRANSACTIONS AT A GLANCE

Deals So Far In 1989:
\$1,841,437,521

Total Stations Traded This Year: 901
This Week's Action: \$39,017,000
Total Stations Traded This Week: 20

Deal Of The Week:
WYLL/Des Plaines (Chicago), IL
\$9.25 million

- KPGA/Pismo Beach, CA \$1.05 million
- WAXE/Vero Beach, FL No cash consideration
- WMQA/Moultrie, GA No cash consideration for 10%
- WLMX-AM & FM/Rossville, GA (Chattanooga, TN) \$6.8 million
- WJTX/Urbana, IL \$135,000
- WLTH/Gary, IN \$900,000
- KYRS/Atwater, MN \$282,000
- WBNJ/Cape May Court House, NJ \$2.2 million
- WMNJ/Madison, NJ No cash consideration
- WSCM & WQXK/Salem-Youngstown, OH \$5.5 million
- WAIM & WCKN/Anderson-Greenville-Spartanburg \$6 million
- KFAN/Fredericksburg, TX \$6 million
- KPOS/Post, TX (FM CP) \$200,000 for 33.33%
- KJON-AM & FM/Ogden, UT \$700,000
- WBTQ/Buckhannon, WV Assumption of indebtedness

Clark, Vernon Barkstall, and J.W. Pirtle. **SELLER:** Classic Radio Inc., owned by Raymond Glover. He also owns a 40% interest in WMQL/Ravenel, SC.

Continued on Page 11

Florida

WAXE/Vero Beach

PRICE: No cash consideration
TERMS: Transfer of station assets to new partnership, which also assumes all outstanding liabilities.

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TRANSACTIONS

Continued from Page 9

FREQUENCY: 1580 kHz
POWER: 250 watt daytimer
FORMAT: Gold

Indiana

WLTH/Gary
PRICE: \$900,000
TERMS: Asset sale. Escrow deposit \$50,000; buyer provides a five-year annuity in the amount of \$850,000.
BUYER: Lorenza Butler of Houston, who has announced plans to purchase KVIV/El Paso. Butler owns a 24% stake in Central Life Broadcasting of Alabama, the proposed assignee of WQIM/Prattville, AL and WBLX-AM & FM/Mobile.
SELLER: Inter-Urban Broadcasting Co. Inc., owned by Anderson Schweich.
FREQUENCY: 1370 kHz
POWER: 1 kw day/500 watts night
FORMAT: Urban
BROKER: EHD & Sons Brokerage is to receive a \$58,500 commission.

Minnesota

KYRS/Atwater
PRICE: \$282,000
TERMS: Asset sale. Escrow deposit \$20,000; promissory notes for balance.
BUYER: KYRS Inc., a wholly-owned subsidiary of Minneapolis-based Star-Com Inc. The company, headed by Dennis Carpenter and Sheldon Johnson, owns WRSR/Two Harbors, MN; KKSJ/Sartell, MN; KVVJ/Thief River Falls, MN; and KSTQ/Alexandria, MN; and is the proposed assignee of KZZA/Glenwood, MN.
SELLER: Crow River Broadcasting Inc., headed by Richard Johanneck and Norman Jones.
FREQUENCY: 94.1 MHz
POWER: 3 kw at 328 feet
FORMAT: AC
COMMENT: Johanneck moved to acquire control of this station in June 1989 for \$218,000.

New Jersey

WBNJ/Cape May Court House
PRICE: \$2.2 million
BUYER: Gateway Cablevision Corp., headed by President Joseph Isabel. The company currently owns WCFS/Amsterdam, NY and is awaiting FCC approval to buy WKOL-AM & FM/Amsterdam, NY.
SELLER: Canruss Inc., owned by President Candida Diaz de McBride.
FREQUENCY: 3 kw at 105.5 MHz
POWER: 3 kw at 300 feet
FORMAT: AC
BROKER: Chapman Associates

WMNJ/Madison
PRICE: No cash consideration
BUYER: WMNJ Inc., headed by Paul Hardin.
SELLER: Drew University
FREQUENCY: 88.9 MHz
POWER: 10 watts at 75 feet
FORMAT: Variety

Ohio

WSOM & WQXK/Salem-Youngstown
PRICE: \$5.5 million
TERMS: \$1.75 million cash; additional \$1 million in a prepaid covenant at closing; \$2.75 million in a seven-year seller subordinated note.
BUYER: Legend Communications of Ohio, a limited partnership with Patrick Communications as the general partner. W. Lawrence Patrick, who heads Patrick Communications, is the former President of the Sterling Group. He recently acquired WBYO/Boyertown-Reading, PA.
SELLER: The Lincoln Group, principally owned by Albert L. Wertheimer, Albert Wertheimer, and John Palvino. The company also owns WBUF/Bufalo and WHAM & WVOR/Rochester.
FREQUENCY: 600 kHz; 105.1 MHz
POWER: 1 kw day/38 watts night; 88 kw at 420 feet
FORMAT: AC; Country
BROKER: Dan Gammon of Americom Radio Brokers.

South Carolina

WAIM & WCKN/Anderson-Greenville-Spartanburg
PRICE: \$6 million
BUYER: ABS Greenville Partners, principally owned by Kenneth Brown and Jon Sinton. They also own WKHK/Richmond and WRQN/Toledo.
SELLER: Carolina Broadcasting Inc., owned by a group of shareholders headed by Chairman John Ellenberg and President Blake Shewmaker.
FREQUENCY: 1230 kHz; 101.1 MHz
POWER: 1 kw; 100 kw at 994 feet
FORMAT: Country; Gold
BROKER: Tony Rizzo of Blackburn & Co.

Texas

KFAN/Fredericksburg
PRICE: \$6 million
BUYER: Waldron Broadcasting LP, headed by H. Patrick Swygert. The company is also purchasing KVKI-AM & FM/Shreveport; KBFM/Edinburg, TX; and WMGR & WJAD/Bainbridge, GA. Swygert is Exec. VP of Temple University in Philadelphia. Waldron's nonvoting stock is owned by Regina Amanda Goodwin, the wife of Phila-

delphia broadcast entrepreneur Ragan Henry.
SELLER: Gillespie Broadcasting Co., headed by Norbert Fritz. The company also owns KNAF/Fredericksburg, TX.
FREQUENCY: 101.1 MHz
POWER: 100 kw at 1370 feet
FORMAT: AC
BROKER: Don Sailors & Associates

KPOS/Post (FM CP)
PRICE: \$20,000 for 33.33%
TERMS: Cash for stock, to be paid in 20 monthly installments of \$1000.
BUYER: Jack Bursack and Lynwood Eaton of Smyrna, TN, who currently own a collective 66% interest in the station.
SELLER: Fritz Niggeler of Old Hickory, TN is selling a one-third interest in the licensee, American Indian Broadcast Group Inc. The company owns WCOR/Lebanon, TN and WSVT/Smyrna, TN, and is an applicant for nine FM licenses.
FREQUENCY: 107.3 MHz
POWER: 100 kw at 500 feet

Utah

KJQN-AM & FM/Ogden
PRICE: \$700,000
TERMS: Asset sale for \$650,000 with

noncompete agreement valued at \$50,000. Cash payment of \$50,000, with promissory note for balance.
BUYER: Abacus Broadcasting Corp., owned by Garrett Haston, Matthew Rich, and Mark Hedrick of El Paso. Haston currently owns a 31.5% interest in the combo's licensee. He also owns an interest in KZIA-AM & FM/Abuquerque.
SELLER: Sanchez Broadcasting of Utah Inc., headed by Sherman Greenleigh.
FREQUENCY: 1490 kHz; 95.5 MHz
POWER: 1 kw; 100 kw at 690 feet
FORMAT: AC; CHR
COMMENT: Plans were announced in July 1989 to sell this combo to Monarch Broadcasting LP for \$825,000 but the deal was not completed.

West Virginia

WBTQ/Buckhannon
PRICE: Assumption of indebtedness
BUYER: Harlyn Inc., headed by Art Rogers, Mary Alessio, and Penny Phillips.
SELLER: Cat Radio Inc., headed by Richard Greene and Norris Phillips. Cat Radio has interest in WBUC & WUBI/Buckhannon, WV.
FREQUENCY: 93.5 MHz
POWER: 3 kw at 200 feet
FORMAT: AC

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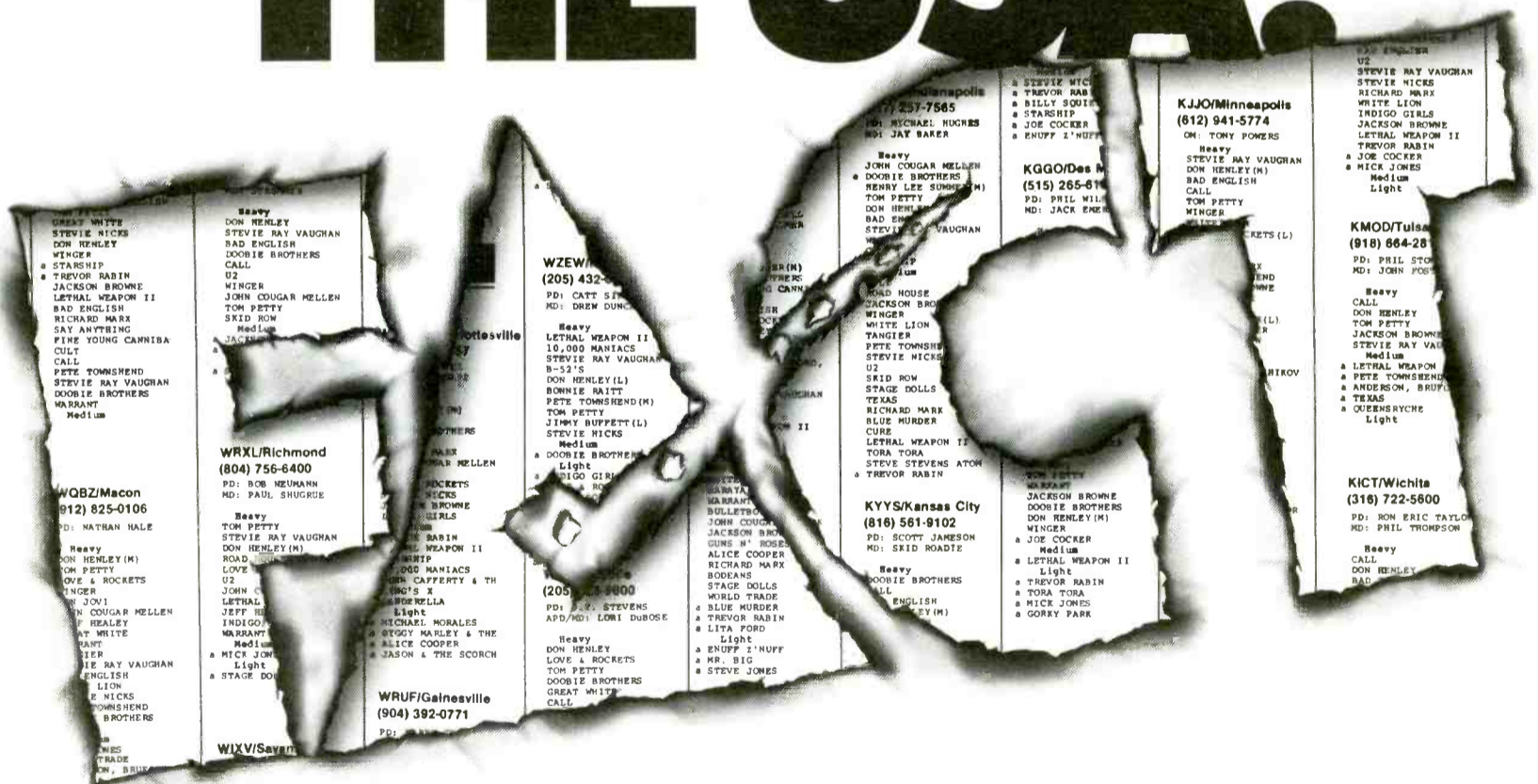
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SESSION SUMMARY

Radio '89: What's New And Notable

The business end of NAB's Radio '89 consists of more than 70 informational sessions covering a wide range of radio topics. These run the gamut from programming and financial concerns to legislative issues and technical matters.

To help you get the most from your time at Radio '89, R&R offers the following overview. As is sometimes the case, schedules are subject to change. So please refer to your convention program or NAB's daily convention newsletter to determine the time and place for sessions and events.

Programming

• **Morals Vs. Mornings** — How far can (or should) a station push the limits of taste in search of big morning numbers? Panelists include WHJY/Providence personality Carolyn Fox and outspoken shock radio critic Ed McAteer of the Religious Roundtable.

• **America's Best Personality Radio** — What makes for great personality radio? Come hear what

four of the most successful air talents have to say on the subject. Scheduled to appear: Dick Purtan, WCZY/Detroit; Wally Phillips, WGN/Chicago; John Welch and Steve Woods, WEGX/Philadelphia.

• **Music And Records Hot Seat** — Two radio programmers square off against a pair of label executives in an effort to strengthen the curious and often strained symbiotic relationship between their industries. Speaking for radio: Nationwide National PD Guy Zapoleon and WPLJ/New York PD Gary Bryan. Representing the record companies: Virgin Sr. VP/Promotion & Marketing Phil Quartararo and A&M Sr. VP/Promotion Charlie Minor.

• **Innovative Ideas = Winning Formats** — A look at the new ideas programmers are experimenting with around the country, some of which may prove to be the building blocks for new formats.

Acquisitions And Finance

• **Five Factors In Buying A Station** — What do you suppose are the five most important things to consider when deciding whether to buy a radio station? Here's your chance to find out from a panel of brokers, bankers, and broadcasters led by Noble Broadcasting Group Chairman Norm Feuer. By the end of this session, you'll know just what to look for (and look out for) when shopping for a radio property.

• **New Concepts In Station Financing** — Brokers, bankers, and owners offer advice on state-of-the-art financing tools and strategies. This promises to be a useful session for all radio entrepreneurs, wheth-

er they're nearing their full complement or looking for their first property.

Sales Management

• **SRA: Managing Sales For The '90s** — Advertiser attitudes and actions that affect your ability to control spot inventory will be scrutinized in this Station Representatives Association presentation. Hear the results of two new studies: one that examined national brand managers' attitudes toward spot radio, and another that explored how advertising creative people view the medium.

• **Games, Contests, And Lotteries: New Revenues, Opportunities** — New federal laws have loosened the restrictions on broadcast advertising of raffles, bingo, and other contests previously deemed lotteries. Learn how your sales department can cash in on the new ground rules. Also on the agenda: how to use these contests as promotional tools.

• **Developing A Winning Sales/Programming Relationship** — This RAB presentation examines how several winning stations have overcome communication and organization barriers to get their programming and sales execs in sync for success.

• **RAB Sales Session: The State Of Radio Sales** — RAB President Warren Potash explains his group's assessment of radio's prospects as the industry heads into the '90s.

• **Why I Don't Buy Your Radio Station** — This practical session explores ways to respond to — and overcome — some of the most common excuses advertisers give for not including radio in their media plans.



NAB These

Radio '89's full-spectrum agenda features sessions about:

- *Morning Morals*
- *Station Buys*
- *Becoming a GM*
- *Records & Radio*

General Management

• **Radio Allocation Survival Guide** — In the past year, the FCC has unleashed a horde of new policies and rules involving station facilities. How can you benefit from such developments as creation of the C-3 Class and Class A upgrades on FM? Does expansion of the AM band hold any opportunities for you? The session will also address the financial and technical implications facing AM stations in light of the newly mandatory NRSC standards.

• **Dealing With Difficult Talent** — Management and leadership consultant Patricia Zigarmi outlines her tips and strategies for dealing with those personalities from hell who lurk out there in radioland. To liven things up, she'll field questions from PDs and talent.

Continued on Page 19

1989 means opportunity. CEA means business.



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What Becomes A Radio Legend Most?

NAB Hands Out First Annual Marconi Awards, Including Legendary Station Honor

On Saturday evening (9/16), NAB's Radio '89 will come to a glittering close with the first annual Marconi Radio Awards dinner show. By the time Donna Summer takes the stage (presumably to sing "On The Radio"), 23 Marconi crystal obelisks symbolizing industry excellence will have been awarded in two categories: Station of the Year (by market size and format) and Personality of the Year (by market size; network/syndicator).

In addition, NAB will bestow the title of *Legendary Station* on one of five venerable outlets. Those nominees are: KMOX/St. Louis; KVIL-AM & FM/Dallas; WLS/Chicago; WMT/Cedar Rapids, IA; and the late WNBC/New York (now WFAN). All award nominations were made earlier this year by a panel of nine radio industry executives and trade journalists.

Explaining the philosophy behind the *Legendary Station* category, NAB VP/Radio Lynn Christian said the "nominating committee was looking for call letters and stations that over a period of

decades have played an important role not only in their markets but nationally. These are stations that people have known for years, whether it's because of their community service, their personalities, or their leadership in a particular format."

The nominated stations do have several things in common. For example, four are AMs that have been around almost since the dawn of commercial radio. All have enjoyed ownership stability. And three of the five are Midwestern AMs whose signals boom across the plains and prairies, providing information and entertainment to

countless small towns and isolated farms. But most notably, when you ask what has made these stations successful, their managers unanimously cite a commitment to service.

The *Legendary Station* award and the other 22 Marconi honors were selected earlier this summer in balloting by GMs and PDs at NAB member and associate member stations. The results were tabulated by the accounting firm of Price-Waterhouse, which will guard the outcome until awards night.

And the nominees are . . .

KMOX RADIO

THE VOICE OF ST. LOUIS

KMOX/St. Louis

KMOX serves St. Louis and the greater Midwest with a programming blend that seems to offer

something for just about everyone — as evidenced by the station's routine 20+ shares. Founded in 1925 and purchased by current owner CBS in the 1930s, KMOX spent its first 35 years airing the network shows that dominated the golden age of radio.

But in 1960, with television on the rise and radio networks offering fewer programs, KMOX moved to localize its product with a first-of-its-kind News/Talk format dubbed "At Your Service." Despite having pioneered the format, KMOX prefers not to be typecast as a News/Talk station. "We're really four radio stations," says KMOX GM Robert Hyland. "We're news, information, sports, and entertainment."

In addition to its talk programs, KMOX airs the games of five St. Louis sports teams — including baseball's Cardinals — and carries several music and arts programs.

Hyland admits the mix is risky and has been successful thanks to the staff's relentless attention to detail. "If you don't watch [the format], it will get away from you. We work on the guests, the hosts, techniques, and callers every day. You don't come in one day and put this [format] on the air."

KVIL 103.7fm

KVIL-AM & FM/Dallas

For two decades now, AC KVIL has been Dallas-Fort Worth's "Fun and Games Favorite," a personality powerhouse led by morning fixture Ron Chapman.

So complete is Dallas-Fort Worth's faith in Chapman that when he asked listeners to mail him \$20 — with absolutely no explanation of what he planned to do with the money — they responded by sending a total of \$240,000.

"These are stations that people have known for years, whether it's because of their community service, their personalities, or their leadership in a particular format."

— Lynn Christian

"Whether it's Ron asking for money, giving away a new car every year for the rest of your life, or broadcasting as Ron jumps out of a plane, we like to do things that involve the listeners and are fun," says PD Chuck Rhodes.

Another key station element, says Rhodes, is consistency both on and off the air. "Our real strength is in the people we hire and keep." And he should know. Rhodes counts ten years of experience at KVIL.

WLS TALKRADIO 890 AM

WLS/Chicago

For nearly four generations, WLS has been a radio beacon sweeping the Midwest. Its 50,000-watt clear channel voice not only serves as an integral part of Chicago life, but also as a vital link to the big city and the world for the residents of countless small towns and farms across the heartland.

Founded in 1924 by the Sears Roebuck Co. (the calls originally stood for "World's Largest Store"), WLS has thrived throughout a career that's carried it from the golden age of radio soap operas and singing cowboys through a rock 'n' roll phase and into its brand new incarnation as Chicago's "Talkradio 890."

The station's winning formula is surprisingly simple, says GM Tom Tradup. "Personalities. Since the beginning, WLS has always had

Continued on Page 19

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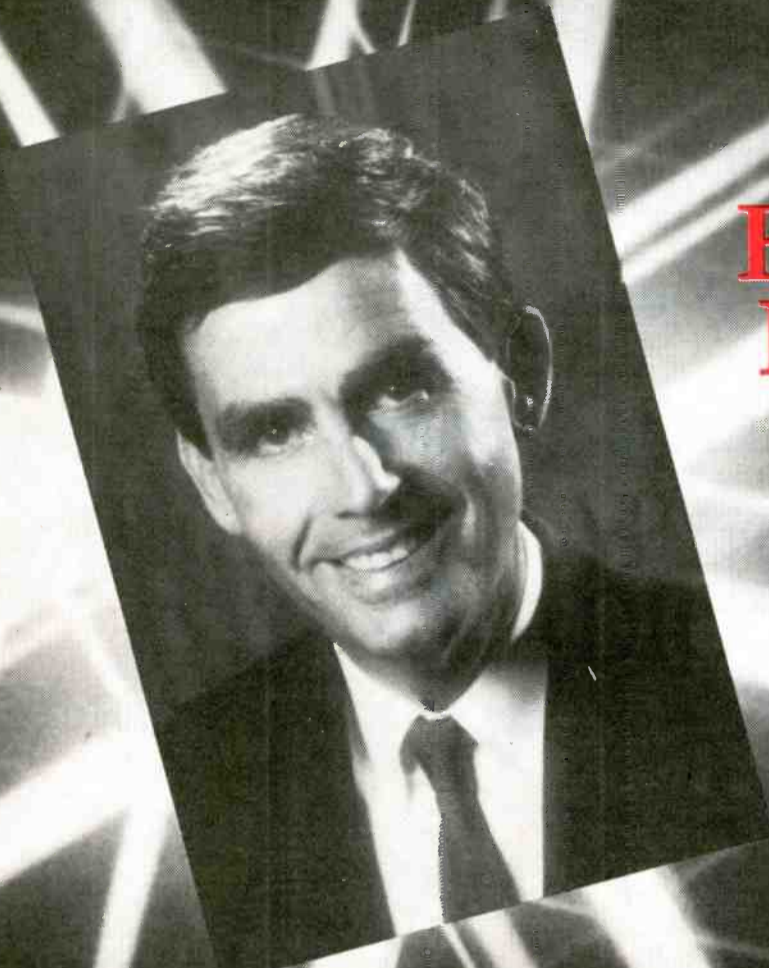
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NAB PREVIEW

What Becomes A Radio Legend Most?

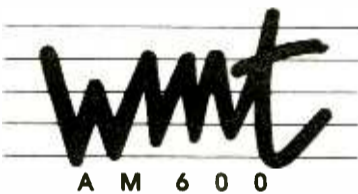
Continued from Page 16

personalities who were bigger than the format, bigger than life — personalities people could connect with."

Among the broadcasting giants who have been associated with WLS: Gene Autry, Fibber McGee & Molly (Jim and Marian Jordan), Amos 'n' Andy (Freeman Gosden and Charles Correll), and legendary rock jocks Larry Lujack and John Landecker. But Tradup says the contributions and commitment of WLS's "workaday" personalities are equally important.

"Community involvement is also very important to us. Our people aren't the type who come in, do a shift, and go home. They make appearances, get involved in issues, and generally enjoy being with members of the community."

According to Tradup, the current challenge facing Cap Cities/ABC-owned WLS is to make sure the station's new Talk format meets the changing needs of its audience — many of whom grew up listening to the station in its rock heyday. "We need to evolve to the next level of excellence, much as we moved from soap operas to rock music. Our listeners are grown up now; they're less interested in the 'Elvis Platter Party.' They're interested in ideas."



WMT/Cedar Rapids

Throughout its 67-year history as "The Voice of Iowa," MOR WMT has put the emphasis on serving its listeners. "Our number one credo is service," says GM/co-owner Forrest "Frosty" Mitchell. "And that's a big commitment in a vast agricultural area like ours, where people are so dependent on regional radio stations."

In an effort to keep that commitment, WMT has embraced innova-

tion. The station operated the first non-government weather radar system west of the Mississippi and was the first Cedar Rapids outlet to adopt AM stereo and air satellite-fed programming. It also employs Iowa's only fulltime meteorologist.

Founded as WJAM in 1922, the station was purchased and renamed in 1928 by broadcast pioneer Harry Shaw, one of NAB's earliest presidents. During the '30s and '40s, WMT was home not only to the classic programs of the Mutual and NBC Blue networks, but also to a host of local musicians and personalities whose popularity spanned the generations. Among the radio greats who called WMT home were Fran Allison, Don Ameche, and Howdy Roberts. The bands that made the station sparkle during radio's golden age included Tom Owens' Cowboys and Leo Greco and His Pioneers.

PD Rick Sellers says WMT still remains committed to personality radio. "We like to feel we're on a one-to-one basis with individual listeners. There's a unique mutual respect and loyalty between this radio station and its listeners and advertisers. That's not about to change."

66 WNBC

WNBC/New York

WNBC's signoff last fall marked the passing of one of the nation's most historic radio properties. Established by AT&T in 1922, the station immediately began claiming broadcast "firsts," including first station to broadcast a World Series (1923); first to air a commercial spot (1922); and first to broadcast a political convention (1924). In those early days, WNBC was known variously as W2XY, WEAJ, and WBAY.

In 1926 RCA acquired the station, changed its calls to WNBC and, on November 15 of that year, used it to air the historic first broadcast of the National Broadcasting Co. net-

work. As the anchor of the NBC Red network during the golden age of radio, WNBC played host to such talents as Bob Hope, Eddie Cantor, H.V. Kaltenborn, and Arturo Toscanini.

Later, during its CHR phase, WNBC was home to such well-known personalities as Don Imus, Soupy Sales, Wolfman Jack, and Howard Stern. WNBC signed off on October 7, 1988 and was replaced at the 660 dial position by all-Sports WFAN.

Session Summary

Continued from Page 14

• **Track To The GM Chair** — A panel of successful GMs charts a road map of alternative routes (i.e., non-sales) to the top. Learn how to get the most career advancement mileage out of your current job and how to obtain the diverse operational experience you need to qualify for that chief management slot.

• **Bottom-Up Marketing** — Marketing expert Jack Trout, author of "Positioning" and "Bottom-Up Marketing," presents a theory of marketing management that may turn your current approach upside down. Among the companies he's already shaken up are IBM, Burger King, and Xerox.

• **Q&A With Group Heads** — Back by popular demand, this "interactive" session offers attendees a chance to talk face-to-face with some of radio's leading executives. Slated to appear are Cap Cities/ABC Radio President James Arca; Shamrock Broadcasting President Bill Clark; NewCity Communications President Dick Ferguson; Greater Media VP/Radio Herb McCord; Edens Broadcasting President Michael Osterhout; and CBS Radio President Nancy Widmann.

• **AM Rebound** — An overview of deregulatory efforts being made to reduce interference, boost receiver quality, and otherwise improve AM radio sound. The session will also feature a demonstration of AM stereo technology.

• **The Diary Debate** — A critical look at the pros and cons of the redesigned Arbitron listener diary. Who does it help? Who does it hurt? Could it be improved? An Arbitron representative will be on hand to offer insight and lend an ear to broadcasters' comments.

• **Selling Your Congressman** — A panel of federal lawmakers discusses how broadcasters at the grass-roots level can make themselves heard effectively on issues that affect radio's bottom line.

Exhibit Hall

Conventioners will also have the opportunity to peek at some of the hottest new products in broadcast technology. Approximately 159 exhibitors — covering everything from computer software and audio equipment to promotional/marketing aids — are scheduled to display their wares.

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Jackson Investment Corporation, a subsidiary of MT Communications, Inc., Michael Thompson, President, has acquired WJWT-TV, Jackson, TN, from Golden Circle Broadcasting, Inc., Andrew Palmquist, President.

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'Diarykeepers Exposed' At Radio '89

Bolton Research To Unveil Study Results At Key Session

Researcher Ted Bolton's eye-opening expose on radio diarykeeper behavior is likely to be the *hottest* session at the upcoming NAB Radio '89 convention. For eight months, Bolton Research Corp. has spent more than \$100,000 preparing "Diarykeepers Exposed," the first in-depth look at diarykeeper psychology.

Scheduled to be presented at 1:45pm Thursday (9/14), the study will feature videotaped interviews with diarykeepers who participated in the project. In those interviews, several respondents indicate their diarykeeping may have been less than thorough.

One person said she recorded her listening only when she felt it was "significant" — ten minutes or more. Another listed stations he "intended" to listen to — whether or not he actually did. In still another case, a listener refused to credit a station because she disagreed with the editorial content of a broadcast.

Arbitron Prepares Response

"Our reason for doing this is to help broadcasters better understand the programming and marketing implications of using diaries to record listenership," Bolton told R&R. "If stations are armed with knowledge of not only how to get listening but how to convert that listening into diarykeeping, they stand a much better chance of winning. But up to this point, nobody has really sat down and talked to someone who has completed a radio diary."

"We're in no way implying our methods are exactly the same as Arbitron's," Bolton continued. "In fact, they're not. But we did our best to provide people with a situation and an environment that were similar to what they would experience with Arbitron."

Arbitron officials, who've been keeping a wary eye on the project, are already planning to respond by releasing the results of their own study (which focuses on a group of



Q: Was it a burden at all to have to do this?

A: Not really.

Q: How about as you got toward the end of the week?

A: It started to get tiresome. I didn't want to do it. But as easy as it is, you just don't feel like doing it. Probably at the end of the week, I was later in the evening putting it together than at first.

Q: So you are saying that it was more of a pain, but equally accurate?

A: I would say so, yes.

diarykeepers who participated in Washington, DC's fall '88 sweep). But until they've had a chance to thoroughly review the Bolton study's techniques, they're reserving judgment on its findings.

"I can't come to any conclusion yet," said Arbitron VP Rhody Bosley. "We know that minor changes in the diary and the procedures for handling it can cause changes in the results."

Filling In 'Human Side'

Bolton said the seed for the study was planted after his company examined diaries at Arbitron's Laur-

el, MD center and reviewed literature about diary measurement techniques.

"We felt there was something missing — the human side of the equation: people's feelings, attitudes, and behaviors. The only way we know to find out about those things is to talk to those people. The problem is you can't recontact Arbitron diarykeepers."

Company researchers selected Columbus, OH as a test market and randomly polled the population to place listening diaries. Bolton's test diaries were similar to those used by Arbitron, requiring participants to recall and record their listening over a seven-day period. Cash incentives were provided to encourage participation. About 400 diaries were mailed out and approximately 200 were collected.



Q: Why did you agree to keep a radio diary?

A: I listen to radio all day; it's on from the time I wake up until 4pm. When the kids are in school, it's on all day. I figure I listen to radio all the time, so I might as well put my two cents in.

Q: Are you saying that if you didn't listen to radio you probably would have said no? You would have said, "No, I'm not interested in participating?"

A: I probably would have felt that it would have been a waste of your time sending me the stuff when I don't listen to radio that much.

However, unlike Arbitron's system, the process didn't stop there. Bolton's diarykeepers were called again and about 50 participated in videotaped followup interviews. (Sample Bolton diarykeeper excerpts appear on this page.)

Revealing Findings

More than 30 hours of videotape later, Bolton researchers discovered most diarykeepers had developed a heightened awareness of radio and tried to truthfully report their listening. However, many waited until near the end of the survey period to fill out the diaries. As the survey period wore on, some people tended to get a little tired and interest levels dropped.

While holding back many of his findings for the Radio '89 presentation, Bolton outlined several points that could increase the odds of success for broadcasters playing the ratings game:

- Some favorite programming techniques don't affect diarykeepers. "Many programming techniques — such as bridging quarter-hours or lying when giving time checks so you get credit for another quarter-hour — are nothing short of total nonsense. People don't record their behavior that way. They're not sitting there looking at a clock, wondering whether or not they've bridged a quarter-hour by listening to your station. When you see our videotape, a lot of those concepts are blown right out the window."

- Station marketing is critical to influencing diarykeepers. "Too many programmers think people are completely focused on the sophistication of a station's music. In reality, the station's marketing factors matter the most. If you're a politician, the people who count are those who show up at the voting booth and vote — the nonvoters don't matter. The most effective marketing hits those who vote."

"The same concept applies to diarykeeping. As an industry,



Q: Did the fact that you had this diary change your listening behavior in any way?

A: I didn't really pay attention to what station I listened to, but then I started to once I got the diary.

Q: What do you mean?

A: Well, I just flipped through the channels and listened to three or four stations, and I never paid attention to what I listened to more. I kind of found out which one I liked more by doing the diary.

Q: How did you do that?

A: By figuring out what kind of music they generally played and decided on which one I liked better.

Q: So you think that how you feel about radio stations changed as a result of doing this?

A: Kind of, yes, because it made me realize which ones I like better.

we've been tied into programming to specific people and marketing to the masses. Broadcasters should think about programming to the masses and marketing to specific people. In the '90s, target marketing for radio stations will mean targeting to diarykeepers."

- Marketing should focus on changing diarykeepers' habits. "People develop habitual tendencies, and that's how they report their listenership. If you expect people to listen to your station, you really have to do something compelling for them to change their habitual behavior. Ask yourself, 'What has my station done today to force anybody to change their habits?' Because if you don't, you won't get diary credit. Warm, fluffy TV spots promoting your station's general image aren't effective. Ask those diarykeepers to listen."

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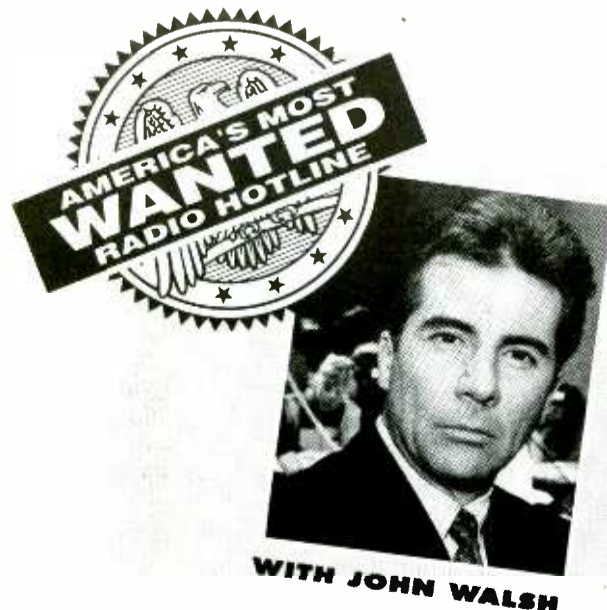
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Driving Cross-Country With The Radio On

By John McGhan

Last May I got a new car, the kind I wanted when I was 17 but couldn't afford until I was 41. It's a dark grey Oldsmobile Toronado Trofeo with black trim and sidewalls, and it really looks like an unmarked car. The plan was to jump behind the wheel and take a cross-country spin, listening to radio like a normal listener.

Although I wanted to hear everything each market had to offer, I quickly realized there are simply too many choices — something I never would have believed. We're exceptionally fortunate to have a tremendous variety of formats, musical styles, and ideas available.

I started in Pittsburgh on a very early Sunday morning and headed toward Nashville.

Pittsburgh Powerhouses

Pittsburgh has a very aggressive radio community, with four major morning teams slugging it out on-air. Each is talented in different ways, giving Pittsburghers a quality variety:

- **WHTX** — O'Brien & Gary are an AC morning duo that's very "neighborhood"-oriented (even getting pies from listeners). They are Pittsburgh's first radio "team."

- **WMYG** — Jimmy & Steve man the Classic Rock outlet. These two have great media exposure and loyal fans. As their promos go: "Jimmy and Steve in the morning/Sometimes they're funny, sometimes they're boring." Usually they're funny.

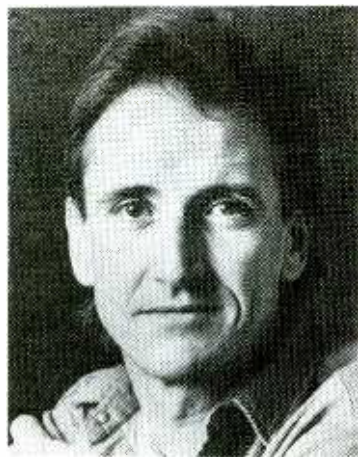
- **WDVE** — Scott Paulsen & Jimmy Kren really know how to create a buzz — and do it often. Very clever writing and production make it AOR radio worth hearing.

- **WBZZ** — Quinn & Banana are the main reason why this station owns Pittsburgh's teens. They've been in the market enough years to be "brand name."

Since this was a Sunday morning, public service and religion dominated the dial, with the exception of WDVE's Sunday morning oldies. So Ms. Toronado and I headed out of town listening to the Electric Prunes' "I Had Too Much To Dream Last Night." It was a pretty good start.

Cruising Columbus

As we roared through Columbus, I heard possibly the best rock station of the entire trip: WLVQ (Q-FM 96), which sounded like it was having fun. It played some real classics like War's "Cisco Kid," Styx's "Fooling Yourself," and the Who's "Won't Get Fooled Again"; went into a ballsy ID; aired a live Georgia Satellites track from the station's tenth anniversary party broadcast; and followed that with a creative "fast food" ID from Tom Petty. I heard a great jock named Wendy for a brief stop — and even the brevity of the break was appealing.



John McGhan

Cincinnati Musings

The first radio billboard in town to catch my attention was for 55 WKRC. As you drive through Cincinnati you see hill after hill, each with a giant broadcast tower — they seem to be everywhere. Bullet observations:

- **WKRQ** — I was surprised that Q-102 let two pieces of new music go unidentified during my listening span.

- **WBVE** — This is a great Country station featuring hot production, and clever and inventive promos from the Cincinnati Reds' coach: "How do I spell relief? WBVE." It also had a clever liner: "96.5 WBVE — 12-in-a-row hit kicker."

- **WEBN** — The morning "Dawn Patrol" was in the 17th hour of a marathon for Childhood Cancer Research. Robin Woods and crew were very inventive and up. They were selling requests for charity and got \$50 to take Guns N' Roses' "Patience" off the air. After they picked up the needle in mid-song they aired their own parody version. Entertaining radio.

'EBN also aired a very commanding AIDS Hotline PSA produced by the station. Bravo — no one does that anymore!

Louisville Listening

I hit Louisville on the "long side" of Sunday afternoon: 4 pm. A station at 103.1 had an almost indecipherable singing jingle for its call letters, which turned out to be WRKA. I mention this because it was my only chance to hear the station, and after ten minutes I really didn't know what I was listening to.

- **WDJX** — Housed a great young jock who identified the station three times within one 20-second break. Smart.



- **WAMZ** was playing blues, **WQMF** was cranking Bon Jovi, and I settled peacefully on **WFBK** at 91.9, the NPR outlet.

Nashville Natterings

I arrived in Nashville just in time to see Emmylou Harris perform outdoors on the steps of City Hall with the Nashville Symphony. Ninety-five degrees, muggy, threatening thunderstorms, and great music! This truly is Music City. During lunch on Monday at Maude's Courtyard I saw Tanya Tucker, Chet Atkins, Skip Ewing, WSIX PD Eric Marshall and the station's David Manning, and the Governor of Tennessee.

Ticket To Ride

After listening to radio for ten days non-stop, I came away with these general observations:

- *Radio is more diverse than I ever imagined.*
- *Many PDs could benefit by listening to their stations as listeners, not as programmers.*
- *Stations airing syndication really must identify themselves with prerecorded IDs.*
- *The only radio network that really has an identity and a consistent sound is NPR.*
- *When people enjoy what they're doing, it's audible.*
- *In ten days I did not hear any commercials, local or national, that forced me to turn the radio off!*

- **WKDF** — This is a giant AOR in the mid-South, so I wanted to see it. The outlet has an amazing talent in morning man Carl P. Mayfield, a 15-year station vet with several personas he adopts both on-air and at personal appearances.

I happened to be at WKDF for "Miracle Monday," when Mayfield character Brother Jonas was driv-

"Radio today seems to be very modal, with more formatic purity than ever before."

ing around in a white limousine. He would pull up in front of a grocery market dressed as an evangelist, walk in, and pay several shoppers' grocery bills. It was wild. Mayfield carried the characterization to the hilt.

Then I noticed a large production facility next door to WKDF. It's Mayfield's. He lives, eats, and breathes WKDF.

Scanning St. Louis

From the moment I got within earshot of St. Louis it was obvious **KMOX** was the market leader. It was everywhere with phenomenal outdoor presence. Within minutes I saw a **KMOX** billboard, the **KMOX** calls on a helicopter, and the **KMOX** studios overlooking the famous arch.

- **KSHE** — I listened to the "Pride of St. Louis," which had some great production elements and a unique attitude. I noted a particularly good jock named Al Hoffer, who was smooth, direct, and used a minimum of words to say a lot. He also presold the appearance of Jerry Mathers on the next day's morning show.

- **WIL** — It has a six share doing Country. I was surprised at how "sophisticated" the station sounded. Although morning team Dave & Debbie were down-home with lots of personal appearances and birthdays, the station seemed to lack soul.

Kansas City Whistlestop

After hours of driving across Missouri, Kansas City seemed like the Land of Oz. It's a magnificent city to drive up on.

- **KYYS** — About 70 miles east of Kansas City, this station jumped out of the radio. It was rocking with a powerful modal approach for 25 minutes. There was no talk, just two ID drop-ins. And one of them was so "shotgun" it merely said the frequency (102). The station was lean and mean. I also learned the next day that mornings and middays are very different: **KYYS** is heavily dayparted.

- **WDAF** — The first billboard that commanded my attention was for "61 Country," the number one station — and it's on AM. If I lived here I would listen to **WDAF**, and I haven't listened to AM radio in years. It's a big-sounding station with an old-line newsman named Charles Gray. Even the weatherman is billed as a star. While I listened, **WDAF** ran a \$10,000 cash giveaway and a battle of the bands called "Song Wars" that enabled it to air a lot of new records — eight in four hours.

PD Don Crawley, who grew up listening to **WDAF**, is the station's biggest fan. He invited me to participate in the weekly music meeting, during which those present voted yea or nay on each of 41 (yes, 41) records played during the three-hour session. Besides Crawley, staffers involved in the music selection included MD David Bryan, Promotions Director Christy Russell, morning show producer Kathy Crow, Programming Coordinator Deanna Posey, and overnight jock John Wozniak.

Continued on Page 24

John McGhan heads McGhan Radio Productions (213-850-7417), which produces live radio broadcasts via satellite. His radio background includes programming stints with Buffalo outlets WPHD and WGRQ and the Source Network.

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AP Associated Press
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Driving Cross-Country With The Radio On

Continued from Page 22

It was a very democratic and spontaneous meeting. While Crawley always had the final word, his programming philosophy was consistent: select music that evoked a "strong emotional response," regardless of a song's chart position or artist. That stipulation often makes WDA's sound unorthodox, which adds a lot.

Colorado Springs Sojourn

After driving all day under "the big sky," a phrase used to define the horizon-to-horizon view, I heard KKCS (101 FM KCS). This is a little Country powerhouse in the Rockies. It was promoting, quite effectively, a weekly Friday afternoon station-sponsored party at a huge western bar called Cowboys. At 7pm 1500 people were in the club dancing and watching videos, and the young crowd really showed loyalty to KKCS (whose entire staff was on hand). Events like this go a long way and also build staff loyalty. A tip of the hat to MD Kerry Wolfe, who gave me a KKCS T-shirt that I wear all over L.A. now.

• KIL0 — The AOR had a strong signal and played music that seemed correct. The only thing that bothered me was its lack of spontaneity; the station sounds a little tight production-wise.

Denver Doings

Driving through Denver north toward Wyoming, I made the following observations:

- KQKS — KS104 aired a great cross-promotion for its morning zoo that included clips of what listeners might have missed that morning and promoted what was on tap for the next day's show.
- KDHT — The station reminded me of progressive rock radio from the '70s; it played a little bit of everything.
- KYGO — It identified itself more than any other station. There was no confusion about who or what I was listening to.

• KAZY — Y107 seemed to have the biggest "production sound" in Denver.

• KBCO — This is clearly the best station in the Denver/Boulder area. Its mix of music was singular: early Chicago, new Anderson Bruford Wakeman Howe, the Smiths, new Todd Rundgren, and jazz from City Kids. Plus it was giving away 100 tickets to the Doo-bie Brothers and sponsoring a Jimmy Buffett buffet before a concert.

Wyoming Wanderings

It seemed strange to drive through Wyoming and hear a well-produced progressive station declare: "KRQU rocks Medicine Bow!"

Syndication dominated Sunday morning radio in Wyoming and included the following from Jackson:

- 96.9 FM — Aired "Musical Starstreams" with Frank Forest (which it has since stopped offering).
- 96.9 FM; 92.1 FM — Both aired "Flashback," produced by Dan Formento's Radio Today.
- 94 KPXY — Aired John Garabedian's "Open House Party" live from Boston on Sunday night.
- 99.1 — Aired "American Country Countdown."

You'll notice that three of these outlets are mentioned only by frequency. It amazed me that most of the stations carrying syndication failed to identify themselves adequately during the shows. The board operators could have dropped in IDs every 15 minutes, but rarely did. Subsequent reference checks uncovered that 96.9 is KMTN/Jackson, WY (92.1 is its translator) and 99.1 is KQPI/Idaho Falls, ID.

Reno Ramblings

By the time I was getting pretty tired of the "big sky," Reno towered on the horizon. KBUL boasted that "Nobody plays more Country than the Bull," while 91.7 FM (again no calls were announced) was playing a great selection of classical music as I crossed the state line into California.

Sacramento Salutes

Streaking toward San Francisco, I made these observations about some Sacramento stations:

- KROY — The subject of the first radio billboard I saw, KROY was cleverly giving away a "Guest DJ" show.
- KRXQ — 99 Rock was on the air with a clever bumper sticker promotion. Those spotted with bumper stickers on their cars got to choose either \$99 cash or whatever was in the spotter's glove box — a small twist that created a "cut-through" effect for me.

• KRAK-FM — A Country station with good production and a great signal.

San Francisco Findings

One of the best music sets I heard on the entire cross-country trip was afternoon drive on KFOG. The DJ was called Dung, and the set jammed from Little Richard's "Some Fun Tonight" to Elvis Costello's "Veronica," Cream's "Badge," a Stevie Ray Vaughan cut, a traffic report, Todd Rundgren's "Want Of A Nail," the Beatles' "Hey Bulldog," and then an hour of "Psychodelic Supper."

• KSAN — Its Country sound was bright, up, and consistent. It also had a great signal.

San Jose Happenings

KOME owned the dial in San Jose. The station boomed right into San Francisco, sounding full and focused. PD Ron Nenni should be very happy with the way it sounds.

What's In Watsonville?

Absolutely the most distinctively original station in America was heard in Watsonville, CA; KPIG at 107.5. This station just made me feel good. As Don Crawley in Kansas City would say, it evoked a "strong emotional response."

KPIG is Punk-Country and calls itself "The Pig." It was playing



an amazing mix featuring the Allman Brothers Band, Hank Williams Jr., Rodney Crowell, Mary Chapin Carpenter, Elvis Presley, the Tall Gators, Danny O'Keefe, and a great song by Jason D. Williams called "She Didn't Come Here For The Money, She Came Here For The Change."

Los Angeles Airchecks

When I talked to programmers across the country, the number one question was, "What does Pirate Radio sound like?" I hadn't heard Pirate until I barreled into L.A. in 95-degree heat.

• KQLZ — Pirate Radio has an amazingly aggressive sound with huge production elements and raucous rock unlike any station I had ever heard. The station moves like a freight train without brakes. The music selection was hard rock modal, constantly alluding to the idea that the station's doing something illegal by broadcasting at all. It's so clean you could eat off it. There was absolutely no clutter — only shotgun IDs.

While I was on my cross-country trek, Pirate had positioned a barge off the Malibu coast within sight of a popular area restaurant. On the barge was a tower carrying the Pirate Radio logo. Very clever.

• KIIS-FM; KPWR (Power 106) — These are great stations, but both sounded dated compared to Pirate's aggressive sound. Still, the CHR morning big guns — KIIS-FM's Rick Dees and Power 106's Jay Thomas — are always worth hearing.

• KROQ; KTWV (The Wave) — I have never heard a station like KROQ. It's one of a kind in all aspects — announcers, music, logo, and attitude.

The Wave is now heard in a dozen other cities, but it started in L.A. My top-of-mind observation: the slogan "I use KTWV every day." I also became aware of how much I liked the format when I left the city and didn't have the opportunity to punch it up.

• KLOS — The morning show is drawing incredible street talk. It's amazing how many people repeat to me something they heard Mark & Brian do.

If you ever get to L.A., you'll find comedian Harry Shearer on KCRW every Sunday morning and the unbelievable radio of Frazier Smith wherever he's working that week.

Country Heard Most Often

The most popular format — the one I encountered more often than not — was Country, which really does seem to be the "format of the road." For some reason, though, almost none of the Country stations I heard promoted themselves consistently or aggressively.

Again, these are just some candid observations made during a cross-country trip. Driving coast-to-coast definitely widens your horizons as to what's available on the dial. There were a lot of choices and a fair amount of inventiveness. Radio today seems to be very modal, with more formative purity than ever before.

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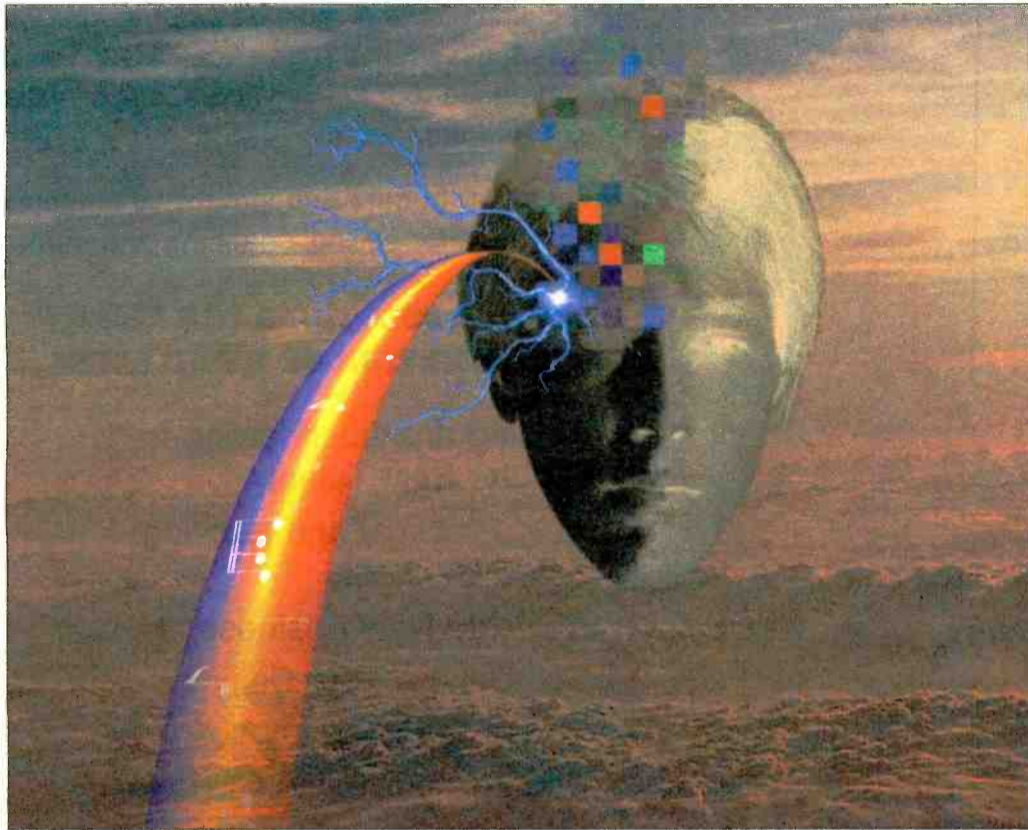
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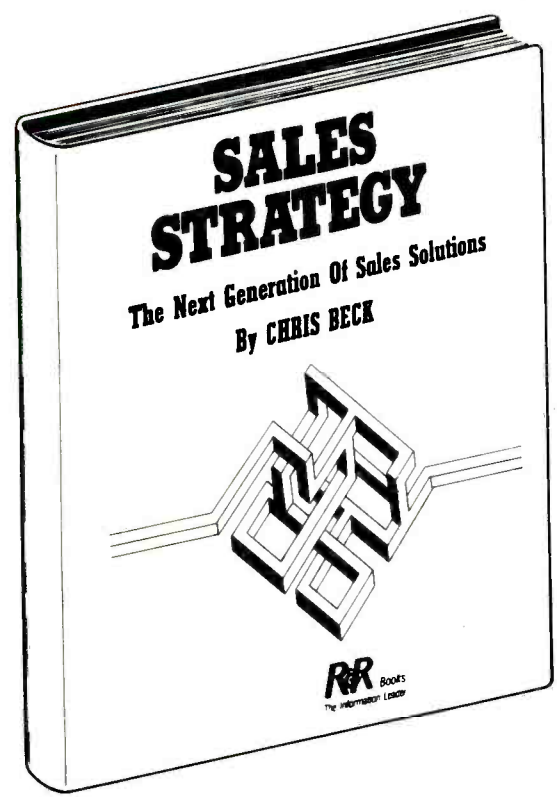
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Talk Format Faces The Future

Programmers Look To The Calm After The Publicity Storm

For the past year or so, issues-oriented Talk radio has been hot, hot, hot with both the public and the media. Contributing factors included the handful of talkers who played a role in defeating a congressional pay raise, the movie "Talk Radio" and TV's "Midnight Caller," and the short-lived "Morton Downey Jr. Show."

Geraldo, Oprah, and "Good Morning America" all did segments on issues-oriented Talk radio. Publications ranging from hometown dailies to Britain's brainy *Economist* carried stories examining the format-as-phenomenon. And at what probably was the high water mark of the Talk radio craze, C-SPAN and CNN showed up in Boston in June to cover the first Talk Radio Convention.

ABC's "Nightline," perhaps sensing that public in-



Tom Tradup

terest in Talk radio was fading, decided at the last minute not to do a show about that convention — and it's been downhill ever since. The mainstream me-

"People are going to need Talk radio in the 1990s to let them know where the institutions in their lives are headed."

— Tom Tradup

dia have finished "discovering" the genre, "Talk Radio" is languishing in video stores, and "Midnight Caller" has ended up a TV also-ran.

Top Ten National Talk Topics

August '89

Each month R&R surveys leading Talk radio stations from across the nation to determine the ten topics that have generated the greatest amount of listener phone response over the past four weeks.

- 1) Pete Rose Banned From Baseball
- 2) Murder of Colonel Higgins
- 3) Death of Congressman Mickey Leland
- 4) Murder/Legacy of Black Panther Huey Newton
- 5) US/Colombia War On Drugs
- 6) Legal/Ethical Questions — In-Vitro Fertilization
- 7) Anniversary of President Nixon's Resignation
- 8) Anniversary of Woodstock
- 9) S&L Bailout
- 10) Resurgence of Airline Safety (DC10)

Pete Rose exits baseball with one more first-place finish under his belt. Last seen filling the number six spot on the June chart, Rose took the top honors in August on the strength of his banishment by the late Baseball Commissioner **Bart Giamatti**. Anniversaries are still hot, with Woodstock making its second consecutive appearance (but falling 3-8) and **Nixon's** resignation debuting at 7, two notches above last month's Chappaquiddick scandal. Drugs also made it two in a row, moving 6-5, thanks to the turmoil in Colombia. Death took no holiday in August, with the murders of Col. **William Higgins** and **Huey Newton** and the death of Rep. **Mickey Leland** all debuting in the top half of the chart.

Reporting Stations: KCBS/San Francisco, Robert McCormick; WTAE/Pittsburgh, Tom Clendening; KIRO/Seattle, Andy Ludlum; KABC/Los Angeles, Bernard Pendergrass; WRC/Washington, Ken Mellgren; WABC/New York, John Mainelli; KMOX/St. Louis, Dave Dugan; WXYT/Detroit, Joan Cherry-Isabella; KXL/Portland, Jeff Grimes; WBZ/Boston, Tyler Cox.



Ed McLaughlin

Yet according to a number of veteran Talk programmers and consultants, the format's future looks pretty good in the wake of the hype — so long as the issues shows continue to meet listeners' changing and expanding needs.

The Next Wave Of Listeners

Many Talk vets believe issues-oriented Talk will not

Continued on Page 28

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Talk Format Faces The Future

Continued from Page 27

only survive America's currently blasé attitude about current events, but will thrive as a new generation becomes aware of how it is affected by issues being debated at local, national, and world levels.

"As the baby boomers cross 35 and begin establishing families they will become increasingly issues- and information-oriented," said Noble Broadcasting VP/AM Operations Michael Packer, who consults several Talk stations. "As a result, there will be increasing specialization among stations. There will be all-medical stations, all-sports stations like WFAN/New York, and all-issues stations. I also think issues-type talk shows will move onto FM."

WLS/Chicago GM Tom Tradup, whose station went Talk last month, believes issues-oriented talk shows will play an increasingly important role in people's lives as the world they've known continues to change and grow more impersonal.

"People are going to need Talk radio in the 1990s to let them know where the institutions in their lives are headed," said Tradup. "As politicians strive to become nonoffensive to everyone, there are fewer and fewer Ronald Reagans and Harold Washingtons: leaders who stand for something in black and white. Because of leveraged buyouts, or what-

ever, even the commercial institutions people have known are unfamiliar."

Gearing Up For Tomorrow

Experts say that if Talk radio is going to serve as the town crier and public forum of the 1990s it needs to beef up its programming. It will no longer be enough for hosts to give their gut reactions to the day's headlines or chat across the back fence with listeners. Issues-oriented shows will have to offer information — news, facts, advice, and in-



Bruce Marr

formed opinion — that helps the audience develop its own conclusions and attitudes. But supporting that kind of may cost more than some broadcasters are willing or able to spend.

"Talk radio may be able to bring people — particularly young people — back to the issues," said EFM Media Management President Ed McLaughlin, whose company syndicates the "Rush Limbaugh Show." "But to do that stations

have to make a commitment. Look at the credits on a show like Donahue or Oprah; look at the number of researchers and producers they have. Talk radio hasn't made that kind of commitment.

"If the format is going to get better, more resources have to be invested," he added. "Just reacting to the news isn't going to be enough."

More Syndicated Shows Coming?

Still, no matter how well-staffed and funded a show may be, the key to its success will always be a good host — someone who can present both sides of the issue in an engaging and entertaining manner. On that score, say Talk programmers, there is bad news and good news.

The bad news: there is, and will continue to be, a serious shortage of truly stellar issues-oriented Talk talent, particularly in medium and small markets. The good news (both for stations and for professionals like McLaughlin): radio listeners seem perfectly willing to accept Talk programming that originates outside their market, so long as they can participate. The "Rush Limbaugh Show," for example, now airs in 145 markets (including seven of the top 10 ADIs) after just over a year in syndication.

"I really think Rush Limbaugh's show is the wave of the future," said consultant

"As the baby boomers cross 35 and begin establishing families they will become increasingly issues- and information-oriented"

— Michael Packer



Michael Packer

Bruce Marr, whose clients include KABC/Los Angeles and WOKV/Jacksonville. "Rush's success clearly has proven that daytime-issues talk doesn't always have to be local. In coming years I think the economics of the business will dictate the airing of more out-of-market shows."



Ed Shane

A Debt To The Ranters

As for what the future holds for the ranters — those personalities given to barking at callers, making outlandishly inflammatory statements on-air, or staging outrageous stunts off-air — most Talk programmers think those personalities have a limited lifespan.

"I think those types of personalities will be changing jobs with increased alacrity in the future," said

WWRC/Washington OM Ken Mellgren, who recently dismissed a host for being rude to callers. "Most programmers consider them flashes in the pan. They can be successful initially in attracting attention, but they will burn out more quickly than a more palatable program."

Even KFI/Los Angeles GM Howard Neil, whose station airs the outspoken, often controversial Tom Leykis, admits that such programming has its limits.

"There is a market for (such shows) out there," said Neil, "but not every market could or should have a Tom Leykis on the air."

No matter what the ultimate fate may be for such personalities, consultant Ed Shane believes Talk radio probably owes its outlandish talents a debt of gratitude.

"They did the format a service by pushing it into the forefront with the public," said Shane, with a laugh. "Now the sane people are taking over for the long haul."

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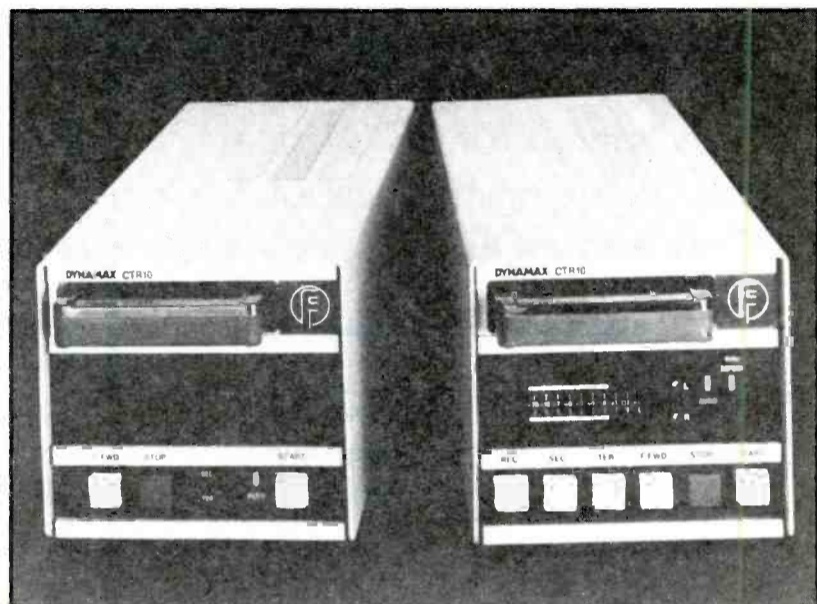
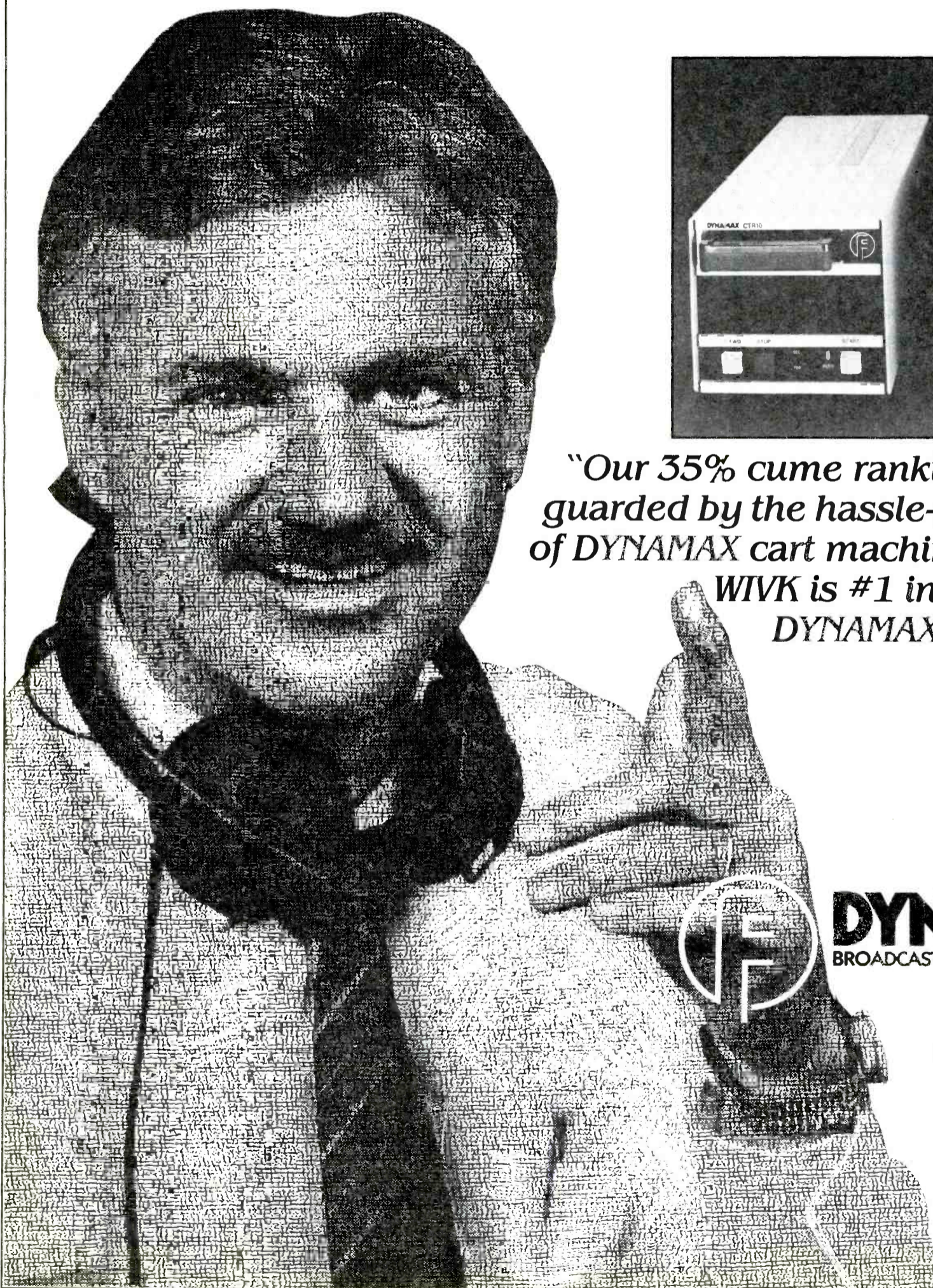
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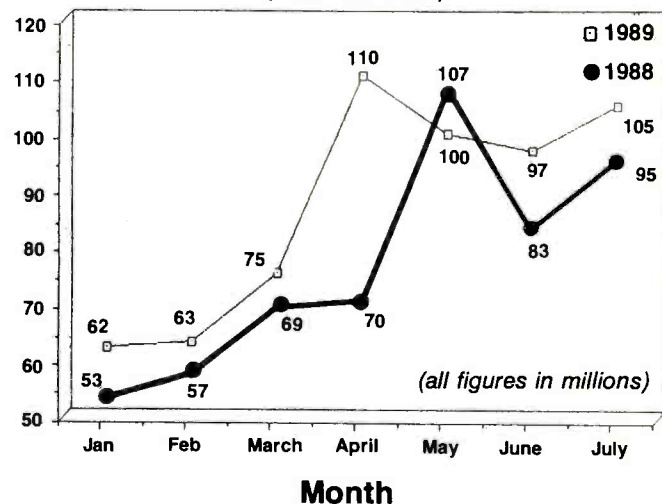
National Spot Radio Scoreboard

Total national spot radio expenditures for the month of July topped \$104 million — a 9.2% increase over 1988 figures.

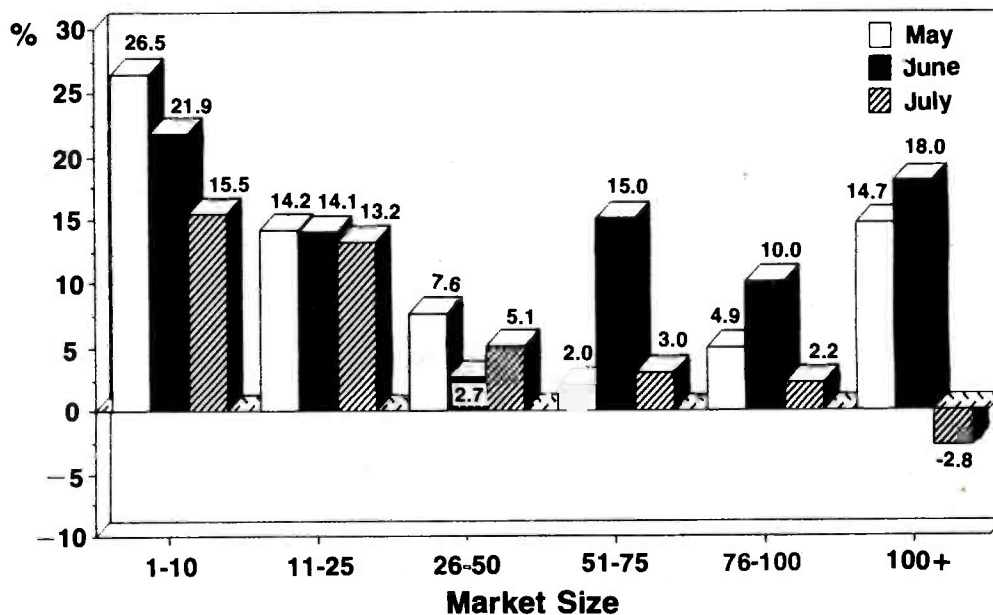
While the above-quoted figures reflect total national radio spot billings as reported by America's leading national rep organizations, they are not typical of any specific market. Furthermore, spot billing in individual markets, market groups, or geographic areas may differ substantially.

Source: Radio Expenditure Reports Inc.

TOTAL SPOT DOLLARS YEAR-TO-DATE TREND (1988 vs. 1989)



THREE-MONTH TREND PERCENTAGE OF CHANGE (1988 vs. 1989)



Office Romances Can Be Rewarding Affairs

Fearing that office romances will lead to closed-door kissing instead of completing projects and all manner of unpleasant post-breakup behavior, it's not surprising that corporate policy-setters traditionally reward corporate Romeos 'n' Juliets with pink-slipped sets of walking papers.

However, management specialist and "Office Romance: Love, Power & Sex In The Workplace" author Lisa Mainiero says that strict "no-no" policies are antiquated. She maintains that intra-office relationships not only stimulate creativity among staff members, but also improve morale and enhance teamwork.

Cautioning that the best scenario for workplace relationships involves unmarried, similar-level employees who work in different departments — and that the worst situations involve a superior and a subordinate (especially if either, or both, are married) — Mainiero lists the following guidelines for conducting the proper office romance:

- Perform work duties well. Don't let the ups 'n' downs of office

romance effect the quality of your work.

- Avoid clandestine meetings. Don't get caught coming from behind closed doors.

- Avoid physical contact. Don't touch each other playfully, hold hands, etc.

- Address each other by real names. Avoid referring to each other as "Honeybuns" and "Sweetmeat" in front of other workers.

- Get separate business travel

accommodations. Whether you stay in them or not, always book separate hotel rooms when traveling on business.

- Avoid extramarital affairs. Workers are more likely to be offended by intra-office relationships involving married folks than ones involving two singles.

- Get clear on your company's policies. Understand your station or company's written (and unwritten) rules before making your workplace romance official.

DATELINE

- 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.

- September 21-23 — Foundations Forum '89. Sheraton Universal Hotel. Universal City, CA.

- October 9 — CMA Awards Show. Grand Ole Opry House. Nashville, TN.

- October 17-18 — Broadcast Credit Association's 22nd Credit & Collection Seminar. Scottsdale Hilton. Scottsdale, AZ.

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MEDIA

NEW HBO SHOW

Muppets Meet Musicians

Some new Muppet characters will share the stage with some of the world's most-famous musicians in "Jim Henson's Ghost Of Faffner Hall," a weekly series that will begin airing on September 11 via the HBO cable television network.

Among the stars set to appear during the course of the half-hour program's 13-week run are: Joni Mitchell, Bobby McFerrin, Mark Knopfler, Ry Cooder, Dizzy Gillespie, Ladysmith Black Mombazo, Aswad, James Taylor, Thomas



MR. MUPPET MUSIC MAKER — Good moanin' Bobby McFerrin.

Dolby, Julia Fordham, George Martin, Courtney Pine, Youssou N'Dour, and Los Lobos.

VIDEO

NEW THIS WEEK

● **BABY, IT'S YOU** (Paramount Home Video)

No soundtrack album was issued, but music plays a prominent part in this set-in-the-'60s romantic comedy that was written and directed by John Sayles. The video release of this 1983 film, starring Rosanna Arquette and Vincent Spano, was delayed due to music clearance problems, and four songs from the theatrical release have been replaced on the videotape version. Among the artists whose music is heard in the background of this coming-of-age piece, Bruce Springsteen (four songs), the Supremes, Frank Sinatra, the Shirelles, and the Mamas & Papas. (Street date: 9/14.)

● **ROOFTOPS** (International Video Entertainment)

This feature-length film centers around city kids who set up their own society-within-a-society on the roofs of abandoned tenement buildings. The film's Capitol soundtrack sports contributions from Etta James with Dave Stewart of Eurythmics, Jeffrey Osborne, Joniece Jamieson, Grace Jones, and Eurythmics thembeautifulselves. (9/14)



TEN BLOODY MARYS AND TEN HOW'S YOUR FATHERS — Msrs. Springsteen (l) and Stewart reflect upon the difficulties of being a saint in the city.

TELEVISION

Due to the Labor Day holiday, the Nielsen Media Research listing of Top Ten TV shows was unavailable at press time.

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

Tube Tops

• "An Evening Of Yes Music, Plus" (Saturday, 9/9, 10pm EDT/7pm PDT) will be a three-hour concert on **DIR Broadcasting** pay-per-view TV by **Anderson, Bruford, Wakeman, & Howe**, who'll perform cuts from their latest album as well as tunes from such classic Yes long-players as "Fragile" and "Close To The Edge."

Friday, 9/8

• "The Real Patsy Cline" (TNN, 8pm EDT/ pm PDT). This hourlong special documents the life of the late country music legend.

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

Saturday, 9/9

• **Katrina & The Waves**, "The Pat Sajak Show" (CBS, 12am).

• **Judds**, "Later With Bob Costas" (NBC, 1:30am).

• "HBO World Stage: Diana's World Tour" (10pm). This hour-long concert from London's Wembley Arena spotlights **Diana Ross**, performing hits old and new among six costume changes.

• **Patti LaBelle** and **Kevin Paige** are two of the featured guests on "Byron Allen" (ABC, 11:30pm), a new weekly hour-long talk show hosted by the comedian.

Monday, 9/11

• **Bobby McFerrin**, "Jim Henson's Ghost Of Faffner Hall" (HBO, 8:30pm; see related story this page).

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

Tuesday, 9/12

• "Exile In Concert" (TNN, 10:30pm EDT/7:30pm PDT). Taped in 1987, this hourlong special features the country music band's original members.

• **Barry Manilow**, "Johnny Carson."

Wednesday, 9/13

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

• "Tommy" (Fox, 8:30pm EDT/8pm PDT). If you missed the live concerts or the pay-per-view showing, here's your chance to see the **Who**, **Elton John**, **Phil Collins**, **Steve Winwood**, **Patti LaBelle**, and **Billy Idol** absolutely FREE as they performed the rock opera in L.A. last month. The special includes an encore set of the band's greatest hits, behind-the-scenes and rehearsal footage, and interviews with **Pete Townshend** and the guest stars.

• **Temptations**, "Johnny Carson."

• **Conway Twitty**, "Pat Sajak" (11:30pm).

Thursday, 9/14

• **Nanci Griffith**, "David Letterman."

• **Clarence Clemons**, "Bob Costas."

• **Joe Cocker**, "Johnny Carson."

'ZINE SCENE

Debbie Gibson's Dream Date? Liberace!

She was born too late, of course, but in this week's *People* eclectic youth **Debbie Gibson** confesses that her dream dinner date is (drum roll, please) fellow ivory-tickler **Liberace!**



FANCY TICKLER — Liberace, an old woman's wish and a young woman's dream.

Madonna Today, Nun Tomorrow?

Well, folks, the *National Examiner's* "Predictions For Fall 1989" are in, led by parapsychologist/lecturer **Emil Dumas's** forecast that **Madonna** will give up show biz to become a nun!

The revelatory career switch will come following "a midnight visit from the Virgin Mary," sayeth the sooth, whom the 'zine reports as having previously predicted the gambling problems of Cincinnati Reds manager **Pete Rose!**

Tiffany + Jon

According to this week's *Star*, older woman **Tiffany**, 18, is currently "lovey dovey" with 17-year-old **Jon Knight**, who's probably better-known as one-fifth of the **New Kids On The Block**.

Hot & Natural

Listed among the "Ten Most Beautiful Women In The World," according to the September issue of *Harper's Bazaar*, are sing-sations **Jody Watley** (dubbed "The Hot Beauty") and **Whitney Houston** (titled "The Natural Beauty").

The Pair-Able Inside The Enigma

This month's "The Buzz" column in the September issue of *California Business* is devoted to **Bill** and baby brother **Wes Hein** — otherwise known as the respective 33- and 30-year-old Chairman and President of **Enigma Records**.

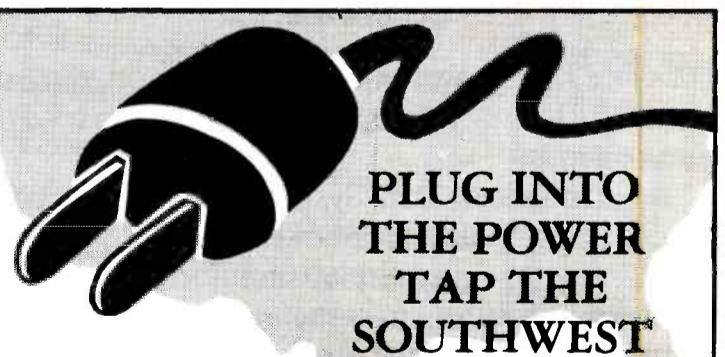
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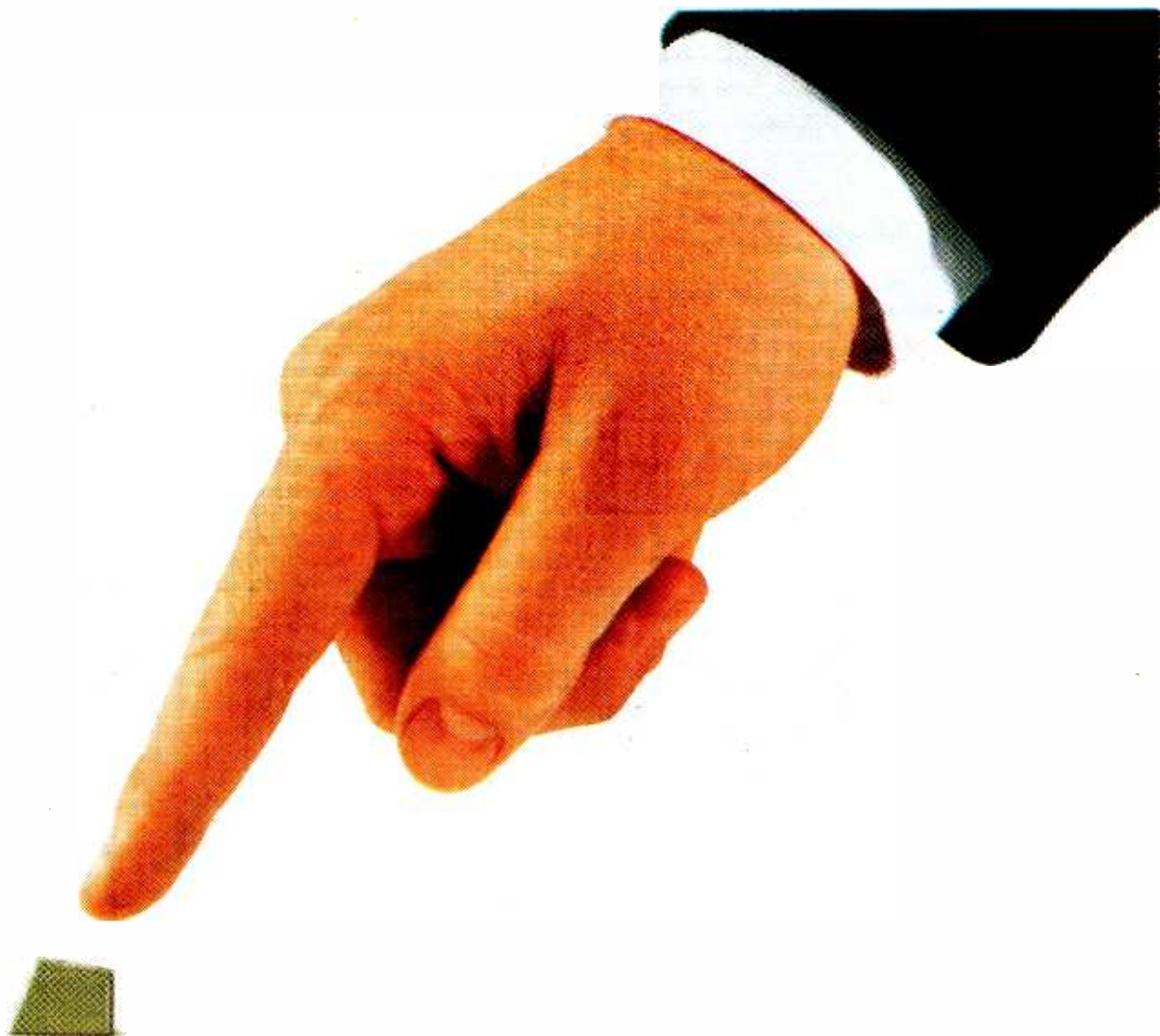
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MEDIA

Four From The Show-Prep Bookshelf

Drivetime dominators in search of fresh show-prep material can find at least four good sources of brain-teasing trivia and thought-provoking predictions currently shelved in the nation's bookstores, as follows:

Chances Are

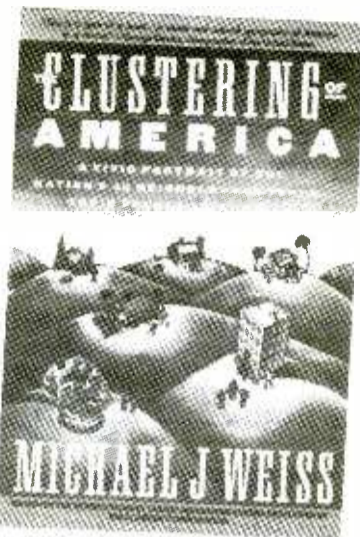
"What Are The Chances?" by Bernard Siskin and Jerome Staller (\$16.95/Crown). By posing (and answering) such titillating questions as "are women who read a lot of romance novels more likely to be lousy lovers" and "what are the chances that, as a teenager, I'll never have sex," this book serves as the perfect launching pad for all types of morning show madness.

The page-turner covers everything from drugs and alcohol to dieting and work-related stress, providing broadcasters with the ways and means either to play it straight or go straight for the joke.

Memories

"1989 Daily Celebrity Almanac" by Bob Barry (\$21.95/ISSI). This rich source of show prep fodder features anecdote-enhanced information on celebrity birthdays, anniversaries, and other historical events.

Although it's unclear what sources the author uses to determine an artist's "biggest hit" or "best movie," there's lots of good FYI trivia that jocks can use when talking up a song. For example, did you know that the Who's debut North American tour appearance was as the opening act for Herman's Hermits on July 14, 1967?



Neighbor, Neighbor

"The Clustering Of America" by Michael Weiss (\$10.95/Harper & Row). By dividing America into consumer clusters based upon ZIP codes, this year-old work (just released in paperback) reveals how folks in individual neighborhoods eat, drink, drive, and think.

Ambitious programmers and air talent — especially those new to a given area — can consult the book to determine whether their audiences prefer jokes about gun racks 'n' pickup trucks or pet psychiatrists and valet parking.

Wild World

And if these worldly works leave you wanting more, just sit back and wait for the November release of the following eye-catcher:

"Weird Wonders & Bizarre Blunders" by Brad Schreiber (\$4.95/Meadowbrook Press). Disc jockeys can use this "official book of ridiculous records" to amaze their audience with tales of the longest human tongue, the worst-smelling armpits, the most annoying one-man band, or the most repulsive punk rock group. Nuff said.

PPV 'Tommy' Nets More Than \$2.5 Million

DIR Broadcasting's recent (8/24) pay-per-view live presentation of the Who's star-studded classic rock opera "Tommy" raked in between \$2.5 million and \$3.7 million, reaching 1% to 1.5% of the 12.5 million homes equipped to receive the broadcast.

Interestingly, there were significant differences between markets with regard to the number of homes that signed up to watch "Tommy" on PPV. In New York, for example, viewership reached a 4% buy rate, while in San Diego the buy rate was less than one percent.

The event — which cost \$19.95 to see on the small screen — nearly matched the success of Showtime Event Television's recent "Moscow Peace Festival" PPV special (which netted between \$3.6 million and \$4.8 million, and was seen in 1.5% to 2% of all PPV-equipped households).



SING OUT, SISTER — Nancy Wilson, caught at the birth of the "Red, Hot & Cool."

Late Night TV Gets 'Red, Hot & Cool'

Nocturnal tube-watchers will soon have more on-air music programming to choose from when "Red, Hot & Cool," a new syndicated TV series hosted by veteran jazz vocalist Nancy Wilson, makes its debut.

The half-hour weekly series — slated to begin airing in January 1990 — will showcase top-name jazz, pop, and rhythm 'n' blues musicians. Lee Ritenour, Free Flight, and Bill Henderson are scheduled to appear on the series' hourlong pilot. Anita Baker will make the scene on the second installment.

"Red, Hot & Cool" will be taped live at the Grand Avenue Bar in L.A.'s landmark Biltmore Hotel. Wilson will perform and interact with her guests on each program.

FILMS

WEEKEND BOX OFFICE

SEPTEMBER 1-4**

1 Uncle Buck (Universal)	\$7.8
2 Parenthood (Universal)	\$7.5
3 The Abyss (20th Century Fox)	\$5.5
4 Lethal Weapon II (Warner Bros.)	\$4.6
5 When Harry Met Sally... (Columbia)	\$3.9
6 Turner & Hooch (Buena Vista)	\$3.8
7 Batman (Warner Bros.)	\$3.5
8 Sex, Lies, And Videotape (Miramax)	\$3.4
9 Relentless (New Line)*	\$2.8
10 Honey, I Shrunk The Kids (Buena Vista)	\$2.7

All figures in millions

*First Week In Release

**Figures reflect a four-day weekend

Source: Exhibitor Relations Co.

COMING ATTRACTIONS: No music-related films opening this week; dream up cunning stunts for radio station contests instead.

Scott Shannon To Host 'Smash Hits' TV Series

KQLZ (Pirate Radio)/L.A. chief buccaneer Scott Shannon is set to host and co-produce "Smash Hits" — a new nationally syndicated television program that will debut September 16 on some 105 stations. The weekly half-hour show will feature what's described as "a highly stylized video countdown" as well as in-studio guests.

In addition to interviews with Jon Bon Jovi and Bon Jovi guitarist Richie Sambora, the pilot

episode will introduce viewers to an "Ultimate Superband Sweepstakes" — for which the grand prize consists of a bass guitar autographed by Paul McCartney, a keyboard signed by Elton John, a guitar signed by Jon Bon Jovi, and a set of drums autographed by Phil Collins.

Viewers can compete for the prize and interact with the program in other ways by calling a toll-free telephone number.

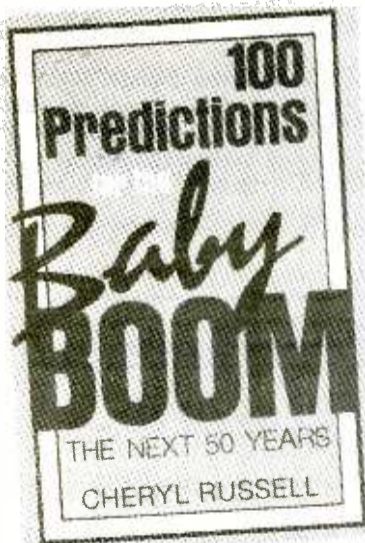
MUSIC & MOVIES

CURRENT

- **WHEN HARRY MET SALLY . . .** (Columbia)
Single: It Had To Be You/Harry Connick Jr.
- **LETHAL WEAPON II** (WB)
Singles: Still Cruisin'/Beach Boys (Capitol)
Cheer Down/George Harrison
Other Featured Artist: Randy Crawford
- **BATMAN** (WB)
Single: Partyman/Prince
- **A NIGHTMARE ON ELM STREET 5: THE DREAM CHILD** (Jiv/RCA)
Singles: Any Way I Gotta Swing It/Whodini
Heaven In The Back Seat/Romeo's Daughter
Other Featured Artists: Bruce Dickinson, Samantha Fox, Doctor Ice
- **GHOSTBUSTERS II** (MCA)
Singles: On Our Own/Bobby Brown
Spirit/Doug E. Fresh
Other Featured Artists: New Edition, Elton John, Glenn Frey
- **LICENCE TO KILL** (MCA)
Single: If You Asked Me To/Patti LaBelle
Other Featured Artists: Gladys Knight, Ivory, Michael Kamen
- **RUDE AWAKENING** (Elektra)
Singles: Rude Awakening/Bill Medley
Revolution/Mike + Mechanics
Other Featured Artists: Kim Carnes, Georgia Satellites
- **HEART OF DIXIE** (A&M)
Featured Artists: Delbert McClinton & Snakes, Elvis Presley
- **DO THE RIGHT THING** (Motown)
Single: My Fantasy/Teddy Riley f/Guy
Other Featured Artists: Public Enemy, Perri, Take 6

UPCOMING

- **HOMEBOY** (Virgin)
Featured Artists: Eric Clapton, Brakes, Magic Sam



I Predict

"100 Predictions For The Baby Boom: The Next 50 Years," by Cheryl Russell (\$17.95/Plenum). Russell, who is Editor-In-Chief of American Demographics, uses an arsenal of statistical data to trace the "baby boom" generation from its origin to its present state. She then draws conclusions and makes predictions on several topics of listener concern (family, work, money, entertainment, etc.).

While there's little room for humor in the book's material, talk show producers can nonetheless turn to its pages for creative direction when scheduling guests or searching for on-air topics.

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LIFESTYLES

Who Are The New Car Buyers?

With 1990 models rolling into auto dealerships, many people will be thinking about picking up some new wheels in the next few months. So who'll be doing the buying? Younger women and older men, according to a recent survey by the Detroit-based Motor Vehicle Manufacturers Association.

More than six out of every ten (61%) of the new cars bought by those under 25 are purchased by women, as are 49% of new cars bought by those 25-44. On the other hand, men buy 72% of all cars sold to those 45 and older.

Why We Buy

An overwhelming majority of new-car buyers are replacing an older vehicle (73%), choose to finance their purchase (70%), and use it for commuting to and from work (70%). Interestingly, this survey puts the average commute

at 10 miles each way, with an average drive time of 19 minutes.

Although the median ownership for new cars is 5.3 years (5.6 for imports), 15% plan to keep their auto ten years or more. Others have more realistic visions of a two-year (8%), three-year (14%), four-year (16%), or five-year (26%) relationship.

Auto Americans

Being able to choose from such a huge selection of cars is a luxury in itself. Although the US makes up only 5% of the world's population, we own 35% of all cars. That's an average of 1.8 people per car — compare that with our nearest rivals, Canada and West Germany (2.1 per car).

Furthest from the competition? India averages 556 per car, and mainland China has a whopping 1075 people for every vehicle.

NFL Fans Snap Up Souvenirs

The pro football season's about to kick off, and it's time to get out the T-shirts. In the 12-month period from April 1987 through March 1988, the NFL's 28 teams sold \$575 million worth of team-related merchandise.

However, some franchises are making more money off merchandising than others. Here's the five teams that are winning the off-gridiron battle for fans' dollars:

Team	Sales (in millions)
Chicago Bears	\$82.2
Washington Redskins	\$50.6
Los Angeles Raiders	\$41.4
Cleveland Browns	\$39.1
New York Giants	\$38.5

Source: The Sporting News



MALE & FEMALE MODELS

Picture-Perfect Mouse Pads

Tired of those boring blue computer mouse pads? The "BachelorPad," developed by the Glendale, CA-based Computer Giftware Co., will wake you up — and your mouse, too.

The full-color pad is made of rubber with a polyester laminate top, and features a bikini-clad babe for your viewing pleasure. Female hackers can get in on the action as well — the "BachelorettePad" pictures a volleyball-playing hunk.

Each pad has a suggested retail price of \$17.95. For more info, phone the firm at (818) 500-7857.

Daily Newspaper Readership Declining

Weeklies Become Industry's Bright Spot

American adults are doing something other than reading the newspaper in their spare time. According to the Washington DC-based *Trend Letter*, the number of adults who read daily newspapers has slipped from 73%

(in 1967) to current levels of 51%.

What's more, the circulation rate among US dailies only grew from 62.1 million (in 1970) to present levels of 62.9 million — despite the US adult population having increased from 135 million to 180

million during those same years!

Even the nation's largest daily, the *Wall Street Journal*, has watched its circulation dip to just under two million subscribers, a 7.5% decline from 1983 levels.

Furthermore, newspaper revenues — which climbed steadily throughout the '80s — are expected to grow by a scant 7% during the next five years. By comparison, direct mail revenues are predicted to grow by 11% and telemarketing coffers could swell by 20%.

While dailies have been struggling, weekly newspapers have evolved into an annual \$5 billion industry. In fact, the circulation of some 5000 weeklies (monitored by the Washington DC-based National Newspaper Association) has climbed to 52 million — a 23% leap over 1980 figures.

US Buying More Touch-Tone Phones

The proportion of US households with touch-tone phones has climbed from 43% in 1983 to 68% — or 62 million households — in 1989, according to a recent study by the NYC-based Roper Organization.

The typical touch-tone phone owner is young, well-educated, and affluent — 85% of households with

an annual income of at least \$35,000 have a touch-tone phone. Furthermore, 40% of the folks in this income bracket who don't own a touch-tone phone say they plan to buy one.

In contrast, 55% of those with annual incomes of less than \$25,000 have a touch-tone phone. Less than a quarter of them have plans to buy one.

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CHRONICLE

Born To:

MCA Records VP/Marketing Geoff Bywater, wife Kathleen, daughter Julia Rose, July 20

Westwood One VP/Director Affiliate Relations Steve Jenkins, wife Leslie, daughter Mathilde Beth, August 23

Marriages:

WAPW/Atlanta air talent Ron Hersey to former WPOW/Miami Asst. Promotion Dir. Lori Alterman, July 22.

KFXD/Boise air talent Brian Roberts to Brena Hine, August 19.

WXLK/Roanoke air talent Larry Dowdy to Glenna Davis, August 26.

WBCC/Pittsfield, MD air talent Larry Kratka to Katrina Warren, August 26.

WSRZ/Sarasota air talent David Jones to Shari Becker, September 2.

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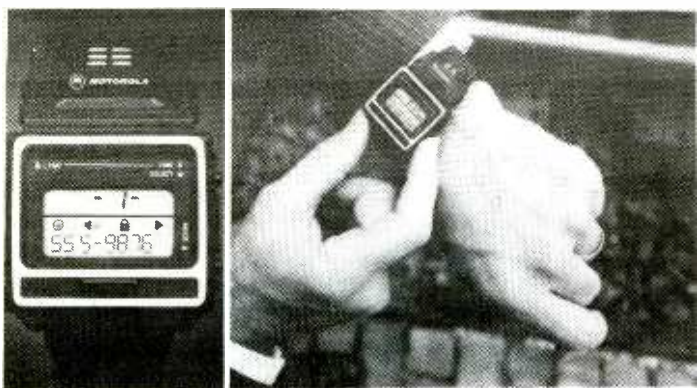
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TECHNOLOGY



COMING IN 1990

Wristwatch Doubles As A Pager

Dick Tracy's famous two-way wristwatch may be a few years away, but a wristwatch that doubles as a beeper is expected to be available in US stores during the first quarter of 1990.

The timely pager displays a caller's phone number, stores messages even when it's turned off, and records the time a call is received. The unit stores up to six numbers and two "tone alerts," and operates for about 40 days on one battery. Naturally, it displays the time and date as well.

Even with all of its abilities, the wristwatch pager weighs less than two ounces — comparable to other digital watches — and is compatible with the current Radio Common Carrier paging systems.

Schaumburg, IL-based **Motorola Inc.** and Middlebury, CT-based **Timex Corp.** collaborated on the watch, which is expected to cost approximately \$300. For more info, call Motorola at (312) 397-5000.

Future Looks Bright For New Headlights

The latest innovation in headlights is on the horizon, and it could lead to a billion-dollar business. General Electric Co. has teamed up with Ford Motor Co. to produce the "arc-discharge" headlight.

Although you won't see 'em on showroom models until several years down the road, each bulb is about the size of a matchbook match — which means the entire headlight need only be about the size of a golf ball.

Inside, the light is generated by an electronically controlled spark (the arc) that jumps between two tungsten electrodes in an atmosphere of xenon gas.

Despite their size, these arc-discharge headlights not only will last six times as long, but also emit whiter light than even today's halogen models.



Mind Your Modulations

Manufactured by Brooklyn-based **Modulation Sciences**, the "FM ModMinder" reportedly enables your station to increase its average modulation while staying within FCC limits.

Unlike many modulation monitors, this particular unit doesn't respond to the brief peaks that don't increase your bandwidth — it registers only the longer signals that the FCC defines as overmodulation.

The FM ModMinder allows moderately processed stations to boost modulation by up to 3 dB, and heavily processed stations to deliver a higher quality signal with less processing.

The unit, which features full remote capabilities, plugs into any existing modulation monitor and has a suggested retail price of \$2395. For more info, call the company at (800) 826-2603 or (718) 625-7333.

PICTURE THIS

New Flash Gets The Red Out Of Your Photos

If your party pictures usually capture someone with red eyes — that weren't self-inflicted — here's some good news.

The Woodbury, NY-based **Olympus Corp.** has developed a flash system that should prevent that "laser-eye syndrome" that results from having your picture taken when looking directly into a camera.

The new flash emits several short bursts of light right before the camera's lens opens, causing

the subjects' pupils to shrink. This reduces the amount of light reflected off the back of the eye — the red retina.

The first camera to contain the multiflash will be the 35mm Olympus "Infinity Zoom 200," due in stores this month with a suggested retail price of \$440. Of course, some red eyes still may turn up in your pictures — but that depends on how good your party was.

Watch TV On Your PC

Want to watch your favorite soap opera or baseball team, but have to work at your desk instead? Now you can do *both*, thanks to "MicroTV" — a specially designed circuit board that displays miniature television images onto the screens of Apple Computer Inc.'s "Macintosh II" PCs.

MicroTV's hardware accepts television signals from videotape, laser disc, or "live action" cameras (the kind used in security

systems, etc.) then positions the moving black-and-white images into a small (1.75 x 1.3-inch) box that appears in the corner of your computer screen.

The circuit boards — designed by the Mountain View, CA-based **Aapps Corp.** — will be available in October for \$395 each.

The company also hopes to have a \$595 model on the market before next year that will produce images four times larger than the current unit.

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San Antonio, TX

WYYY
Syracuse, NY

WNUA
Chicago, IL

KROY
Sacramento, CA

WDSD
Dover, DE

WKPE
Cape Cod, MA

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Fresno, CA

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San Diego, CA

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PEOPLE

CBS Celebrates Estefan's 'Cuts'



Pictured at a congratulatory dinner marking the release of Gloria Estefan's "Cuts Both Ways" album are (l-r) CBS Records Division President Tommy Mottola, Estefan, CBS Records Group President/CEO Walter Yetnikoff, E/P/A President Dave Glew, Estefan's husband and manager Emilio Estefan, and CBS Distribution President Paul Smith.



Osmond Returns By Osmosis

Capitol recording artist and all-American brother Donny Osmond shows off his chest hairs with "Hitline USA" host & KPWR (Power 106)/L.A. air talent Brenda Ross at his side.



Loc's Delicious Double-Platinum Disc

The glare from his record is too bright for Tone Loc, who received double-platinum status for his Delicious Vinyl/Island LP "Loc'ed After Dark." Basking in the glow are (l-r) manager Marty Schwartz, Loc's mother Margaret Smith, Loc, Island President Lou Maglia, and Delicious Vinyl Co-President Mike Ross.

Will The Real Bushmen Please Stand Up?



SBK Records execs mingled with Will & the Bushmen in New York recently. Mugging for the camera are (l-r) label Sr. VP Arma Andon, band member Will Kimbrough, manager Leslie Aldredge, Bushmen Mark Pfaff and Sam Baylor, SBK's Neil Lasher, band member Brian Owings Jr., and SBK Sr. VP Daniel Glass.

Mechanically Inclined



Atlantic recording artists Mike + The Mechanics met up with some folks from the label after a concert in Wantagh, NY. Taking five backstage are (l-r) Mechanic Tim Renwick, Atlantic VP Danny Buch, band member Paul Carrack, the label's Mark Fritzges, VP Perry Cooper, Mechanics Mike Rutherford, Paul Young, and Adrian Lee, Sr. VP Mel Lewinter, and Atlantic's Bob Kaus.



Backstage With Benoit

GRP Records execs and artists gathered backstage after a concert by David Benoit at Town Hall in New York City. Shown are (l-r) GRP VP Mark Wexler, artist Eric Marienthal, GRP Co-President Larry Rosen, Benoit, and Benoit's manager Ted Cohen.

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Pete Townshend

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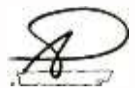
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WB

Continued from Page 1

Barbis stated, "Although I've worked in a lot of situations and circumstances throughout my career, none have come close to providing the degree of satisfaction as my experience at WB and Reprise. It all boils down to the level of professionalism that this company keeps and attracts. It's an ongoing thrill to be a part of it, especially with the music and artists WB enables me to promote and work with."

"Warner Bros. Records for the past 16 years has been my family," added Cohen. "They've given me every opportunity to prove myself."

Arista Gets The Wright Stuff



Michelle Wright's contract with Arista/Nashville marked the division's third signing. On hand for the event are (l-r) producers Steve Bogard and Rick Giles, Arista/Nashville VP/GM Tim DuBois, and Wright.

It's a tremendous feeling of pride, satisfaction and personal reward to have executives like Chairman Mo Ostin, President Lenny Waronker, and Russ Thyret recognize my accomplishments. I hope to stay here forever."

Barbis is a 20-year promotion vet who previously worked at Stax, Blue Thumb/Shelter, ABC, Atlantic, Backstreet, and his own Stilllife Productions.

Cohen began his career at WB in the mailroom in 1973, working his way up to Director/Administrative Services, LPM for New York, Northeast Regional promo rep, and National CHR Promo Director.



Buzz Hiken

Hiken GSM At WQSR

WQSR/Baltimore LSM Buzz Hiken has been promoted to GSM, a new position at the Oldies station, and will lead a six-member staff.

Hiken told R&R, "Sconnix is a great company which expects and demands a lot from us. They also give us all the tools and support to accomplish the goals. This station is a powerhouse ready to explode, and I'm delighted to be part of it."

Hiken, who's been at WQSR for 18 months, previously served for nearly seven years as Regional and National Sales Manager at crosstown AC WYST.

BMG Distribution Creates New Marketing Division

Expands Field Operations by 40%

BMG Distribution will add a marketing division for distributed labels to its existing sales, merchandising, fulfillment, and collection functions. The change is part of a major national reorganization that includes expanding field operations by 40% with the addition of field marketing personnel, product development coordinators, black music field staffers, and alternative music field reps.

Three new directors will interact with the field staff out of the New York office. Barry LeVine has been tapped as Director/Field Marketing; sales-related areas will be handled by National Sales Director Richie Gallo; and Bob Morelli has been named National Singles Director, working with Product Development and Singles Coordinators.

BMG VP/Sales Rick Cohen pointed out, "We're restructuring the organization to meet the needs of the marketplace today, as well as building flexibility into the system to respond quickly to future

demands. We're making a long-term commitment to bring the whole marketing scheme to the local level where records start to break and develop."

RCA Records Exec. VP/GM Rick Dobbis commented, "By making an assessment of the marketplace and then responding with the necessary adjustments, BMG Distribution will help us do a better job of artist development at the grass roots level and improve the opportunity to sell more volume when we have a breakthrough artist."

Bertelsmann Music Group (BMG) owns RCA and Arista, distributing those labels along with several others, including, although other possibilities are being discussed, A&M.

McKay Joins Transtar As Special Blend PD

Dan McKay has joined Transtar as PD of its Easy Listening "Special Blend" programming network.

"Dan brings to Transtar those attributes that blend well with our philosophy," remarked Transtar Radio Programming Sr. VP Gary Taylor. "He has a highly refined knowledge of Music Scan, major market on-air experience, leadership and motivational abilities, and a marvelous attitude of cooperation. Couple this with his sensitivity to affiliate needs and you have the qualities that we seek in our programming specialists."

"The Special Blend format excites me," noted McKay. "To put together this kind of mix rather than sticking to the old Beautiful Music instrumentals is a credit to the genius of Transtar."

McKay is a veteran of Houston's KLDE, KKHT, and KLTR; KKFR/Phoenix; KLCY & KBUG/Salt Lake City; KEZY/Anaheim; and KRTH/Los Angeles.

WFBR Goes Business News

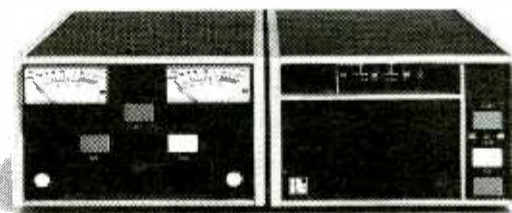
Infinity's WFBR/Baltimore has traded in its Gold format for Business News.

"WFBR will deliver national and world news, plus more business coverage than any other format," said VP/GM Winnie Brugman. "We'll use the Business Radio Network for the bulk of our coverage, but we intend to stay with the ABC Direction Network and will continue to put out a substantial amount of locally originated programming."

WFBR & WLIF PD Lee Martin will continue in that capacity. WFBR Operations Director Bob Moke has been transferred to the FM with the same title.

Brugman said the 5000-watt station will also include exclusive FAA updates to pinpoint air travel delays.

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Radio

● **ROBERT CUMMINGS** is elevated from OM to GM at KORK & KYRK/Las Vegas. Also at the stations, **JOY SULLIVAN** segues from evening announcer to Promotions Director.



Robert Cummings Evelyn Mendez

● **EVELYN MENDEZ**, Radio Division Director/Finance at Capital Cities/ABC, has added VP stripes.

● **D. MARK WARLAUMONT**, a member of the WPRD & WJYO/Orlando sales staff, takes on LSM duties.

● **MARTHA DUDMAN** takes on Exec. VP duties at Dudman Communications. She has been in charge of cooperative advertising and promotion at the company's WDEA & WWMJ/Bangor-Ellsworth, ME.



Martha Dudman Roger Schnur

● **ROGER SCHNUR**, Eastern Sales Manager at Premiere Radio Networks, moves up to NSM.

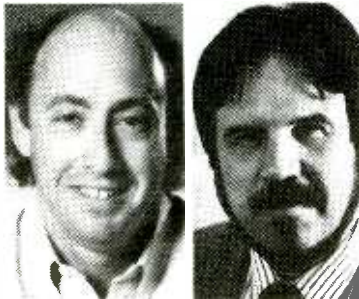
Concurrently, **JON KELLER** has joined the company as Midwest Sales Manager; he was formerly an AE at ABC Radio Networks.

● **MARCIA DAVIS** is now NSM at KKYY/San Diego. She had been Sales Manager at KFAC/Los Angeles.

● **JAMES CAMERON**, Asst. Sales Manager at WLYC & WILQ/Williamsport, PA, is upped to Sales Manager.

Records

● **JON BIRGE** moves up to VP/New Music & Video Marketing at CBS Records Distribution. He has held several promotion positions at Columbia and Epic.



Jon Birge Andy McKaie

● **ANDY MCKAIE** has been promoted to VP/Catalog Development & Special Markets A&R at MCA Records. He had been Director/A&R, Special Markets & Products.

PROS ON THE LOOSE

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Geno Burgess — PD KILZ/Killeen, TX (817) 690-6169

Terry Hendricks — Production Dir./nights KBYZ/Bismarck (701) 258-0128

David Lee — Mornings WGLF/Tallahassee (904) 877-0529

Tommy Lewis — Middays KZTR/Ventura, CA (815) 964-6569

Steve Michaels — Mornings WILN/Panama City, FL (904) 234-1508

Darrell Ray — OM/PD WPRR/Altoona, PA (814) 946-1911

Jeff Riedel — MD/nights KKDJ/Fresno (209) 229-2807

● **JERRY RUBINO** joins Rough Trade as Director/Radio Promotions. He previously occupied a similar position at Bar/None Records. Concurrently, Director/Promotions **NICK CUCCI** becomes Label Manager.

● **SCOTT THOMAS**, an independent consultant, takes on Director/National Promotion responsibilities at Back Door Records.

● **DONNA SIMMONS** segues from Tour Coordinator to Manager/National Tour Administration at Virgin Records.



Donna Simmons Karen Zollman

Industry

● **KAREN ZOLLMAN**, Director/Advertising Sales at MTV/VH-1, adds VP stripes. Concurrently, Nickelodeon/Nick At Nite Director/Program Publicity **LINDA ALEXANDER** steps up to Director/Corporate Communications, West Coast for MTV Networks.

● **LOUIS VITALE** is upped from Sales Manager/Boston to VP/GSM at Republic Radio/New York.

● **CLIFF GOROV** has moved the offices of All That Jazz, a consulting and marketing firm, to 11260 Playa Court, Culver City, CA 90231. He and associates **NEIL GOROV** and **TIM FITZGIBBON** can now be reached at (213) 390-2383.

—Holly Sklar

CHANGES

Greg Urbiel has been named Director/Technical Operations, Midwest for the CBS Radio Division.

Mimi Lopez becomes Director, Research/Sales Development at Sheridan Broadcasting Networks. Concurrently, **Lucy Tauss** is named Coordinating Producer/Writer of the company's "Top 30 USA."

Lori Laubich joins MTV Networks as Counsel, Law & Business Affairs.

Kathy Iskow has been tapped as Manager at Republic Radio's Los Angeles office. Concurrently, **Roni Sunshine** has been appointed Manager of the Boston office, and **Ralph Heyward** takes on Manager duties at the Seattle office.

William Klotz and **Dan Merrifield** are now AEs at Katz Radio/New York. Also at the company's New York office, **David Marmol** is named Hispanic Radio Sales AE.

Betty Estle has been added to the KVET & KASE/Austin sales staff.

Chris Mitchell, **Kate Maxwell**, and **Lisa Meier** have joined the KQRS-AM & FM/Minneapolis sales staff.

Lisa Segall is upped from AE to Southern Division Manager at Arbitron Radio Advertiser/Agency Services in Atlanta.

Susan Long is appointed Secretary to VP/GM **T.J. Lambert** at Drake-Chenault.

Phillips Keeps High Profile



Profile Records execs watch in amusement as Nick Phillips signs his contract in the wrong spot. Feigning seriousness are (l-r) Profile President Cory Robbins, Phillips, manager John Arizzi, the label's Claudia Cuseta, and Dave Adams, producer of Phillips's debut album "Is That Love."

R&R TIMELINE

Frank X. Feller started in radio as a youngster doing radio dramas over WHN/New York in the '40s, nabbing his first staff announcer job in 1950 at WVPO/Stroudsburg, PA. He moved on to Philadelphia and WIBG in the '60s, joining WYSP in '71 as PD and later advancing to GM. Feller joined crosstown WWDB in July '84 as a talk show host, and five years ago today became morning co-host.



Frank X. Feller

1 YEAR AGO TODAY

- **Shamrock sets Eddle Eastman as WFOX/Atlanta GM and J.D. Freeman as KMLE/Phoenix GM**
- **Kurt Kelly tapped as KNX-FM/Los Angeles PD**
- **Ty Bell named WDJY/Washington PD**
- **WWYZ/Hartford drops AC for Country**
- **RKO sells WOR/New York to Buckley for \$24 million**
- **#1 CHR: "Sweet Child O' Mine" — Guns N' Roses (Geffen) (2 wks)**
- **#1 AC: "I'll Always Love You" — Taylor Dayne (Arista) (2 wks)**
- **#1 UC: "She's On The Left" — Jeffrey Osborne (A&M) (2 wks)**
- **#1 Country: "Addicted" — Dan Seals (Capitol)**
- **#1 AOR Track: "Don't You Know What The Night Can Do" — Steve Winwood (Virgin)**
- **#1 AOR Album: "Let It Roll" — Little Feat (WB) (2 wks)**
- **#1 NAC: "Close-Up" — David Sanborn (Reprise) (2 wks)**
- **#1 Contemporary Jazz: "Then And Now" — Grover Washington Jr. (Columbia)**

5 YEARS AGO TODAY

- **Bob Griffith becomes KJOI/Los Angeles GM**
- **John Betancourt named PolyGram Sr. VP/Promotion**
- **Dan O'Toole hired as WKQX/Chicago PD**
- **Dr. Sam Faulk upped to WLWI/Montgomery OM**
- **Joey Reynolds enlists as WFIL/Philadelphia morning man**
- **#1 CHR: "Missing You" — John Waite (EMI America) (2 wks)**
- **#1 AC: "Drive" — Cars (Elektra)**
- **#1 UC: "Just The Way You Like It" — S.O.S. Band (Tabu/CBS) (2 wks)**
- **#1 Country: "Everyday" — Oak Ridge Boys (MCA) (2 wks)**
- **#1 AOR Track: "Cover Me" — Bruce Springsteen (Columbia) (2 wks)**
- **#1 AOR Album: "Born In The USA" — Bruce Springsteen (Columbia) (9 wks)**
- **#1 Jazz: "Road Warriors" — Les McCann & Houston Person (Greene St./2001)**

10 YEARS AGO TODAY

- **Ed DeJoy promoted to RCA VP/Pop A&R**
- **Bobby Rich tapped as KHTZ/Los Angeles PD**
- **Ray Quinn appointed WFIL/Philadelphia PD**
- **Rick West joins WXKE/Ft. Wayne for afternoon drive**
- **#1 CHR: "Lonesome Loser" — Little River Band (Capitol) (2 wks)**
- **#1 AC: "I'll Never Love This Way Again" — Dionne Warwick (Arista) (2 wks)**
- **#1 UC: "Don't Stop 'Til You Get Enough" — Michael Jackson (Epic) (3 wks)**
- **#1 Country: "I May Never Get To Heaven" — Conway Twitty (MCA) (2 wks)**
- **#1 AOR Album: "In Through The Out Door" — Led Zeppelin (Swan Song)**

15 YEARS AGO TODAY

- **Lee Abrams teams with Kent Burkhardt in syndication venture**
- **Jay Stone named KRIZ/Phoenix PD**
- **#1 CHR: "I Shot The Sheriff" — Eric Clapton (RSO)**
- **#1 AC: "I Honestly Love You" — Olivia Newton-John (MCA) (3 wks)**
- **#1 Country: "Please Don't Tell Me" — Ronnie Milsap (RCA)**
- **#1 AOR Album: "Fulfillingness' First Finale" — Stevie Wonder (Tamla) (2 wks)**

— Hurricane Heeran

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Costanza Directs Dance At E/A



Dave Costanza

Dave Costanza, most recently National Director/Dance Music at Atlantic, has joined Epic/Associated Labels in a newly created similar capacity. He reports to Sr. VP/Black Music Hank Caldwell, and is responsible for promotion and marketing to club and retail accounts.

E/A President Dave Glew said he is "confident that Dave, with his years of experience and insight into the dance music club arena, will create a new and exciting reputation for us in this field."

Costanza was previously Director/Dance Music at Motown, Director of the Florida Sun Coast Record Pool, and a nightclub DJ.

Sisco

Continued from Page 3

Sisco established IS, INC. nearly ten years ago with President Jo Interrante, who'll continue to operate the firm; Sisco will remain with the company on an interim basis. His programming experience includes stints with KIOI/San Francisco and WPEZ (now WWSW)/Pittsburgh and a tour of duty as Asst. PD under Rich at WXLO (now WRKS)/New York.

In the spring Arbitron, Nostalgia KIXI tied for 13th place 12+ (2.8), while AC KMGH tied for 15th (2.7). KIXI and KMGH finished 14th (2.7) and 17th (2.0), respectively, in the corresponding Birch.



Lee Roy Hansen

Hansen

Continued from Page 1

"Lee Roy Hansen is familiar with WNUA because he can hear it (Hansen is stationed in SMN's suburban Chicago headquarters). His ideas and approach are very much in line with discussions we've been having. He's knowledgeable about what we're doing, and had access to a lot of our research. He has the programming skills, music sensitivity, and the on-air abilities."

Gehron continued, "We can't work as easily with charts as other formats. Much more of how the station sounds comes from the feel of the PD. Lee brings that very important dimension with him; most other PDs couldn't do the same."

WNUA tied for 16th 12+ in the spring Birch (2.0), and ranked 18th in Arbitron (2.3).

San Diego AC Hole

O'Connor, who will remain at WNUA through September, succeeds KIFM PD Steve Huntington, who exits the station.

O'Connor told R&R, "This is a terrific move for me because I'll be getting into station management. Our company will be acquiring more stations in 1990, so I'm going home with a better gig. There's a huge AC hole in San Diego, especially with Bobby (Rich, KFMB-FM PD) leaving, and we're going to do great things."

"WNUA will continue to do well," he commented. "In spite of the rumors, WNUA is not going to leave the format. Pyramid is committed to it through at least 1990. They're making too much money to change."

O'Connor added, "My Chicago



Bob O'Connor

experience is going to come in handy. We were able to rebound from a devastating winter book at WNUA, and I'm certainly stronger for it. I think I've gone through as much pressure as a PD can go through."

KIFM placed eighth 12+ in the spring Birch (3.6) and 12th in Arbitron (3.1).

Susquehanna

Continued from Page 3

"Monte has done an outstanding job as Power 99 has moved from the bottom to the top of the Atlanta market," Carlson continued. "Building a sales operation in a fast-growing station is very difficult, but it's a job she's done well. She'll bring energy and top overall management skills to a situation where there's already a very strong staff, so good things should continue to happen in Indianapolis."

Kennedy, who has been with Susquehanna for 16 years, commented, "This promotion is as much a function of the efforts of the people with whom I work so closely, namely our group and station management teams, as it is my own efforts. It's really an honor to be recognized and afforded such additional opportunity by a firm as committed to success and to the development of its people as Susquehanna."

Kennedy's first job with the company came in 1973 when he was hired as an announcer at WLQR/Toledo. He later held PD and OM positions at the station and began group work in 1979. He was named Corporate VP in 1983.

Both Vaeth and Maupin were en route to their new stations and unavailable for comment.

Vaeth joined Susquehanna in 1980 as GSM at KPLX/Dallas and was named WFMS GM in late 1985.

Maupin moved to Power 99 as GSM after six years as an AE at

crosstown WSB/AM & FM when WAPW changed format in 1986.

Her previous experience includes sales stints at WSIX/Nashville and KHOW/Denver.

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MCA

Continued from Page 1

Teller Plots
Aggressive Path

Teller, who joined MCA in 1988, commented to R&R, "I think Irving really did a spectacular job at MCA. I'm looking forward to building on the base Irving established. We share an aggressive outlook; I believe in setting aggressive objectives and working hard to achieve them.

"My first job is to get up to speed in the other areas of responsibility," he added, referring to the Music Group's distributing, music publishing, concert, event marketing, merchandising, and Universal Amphitheatre operations. "My year at MCA has been terrifically gratifying, and the quality of people at MCA is first-rate. I'm looking forward to a strong future together."

Teller was President of CBS Records before joining MCA, earlier serving as Sr. VP/GM at Columbia and, in the mid-'70s, President of UA Records.

MCA Inc. President Sid Sheinberg stated, "Al has already demonstrated the drive and initiative, together with outstanding leadership abilities, that will provide the impetus for our Music Entertainment Group to continue its rise to a position of preeminence."

Commenting on Azoff's resignation, Sheinberg said, "Naturally, we are very sorry to lose the services of one of the music entertainment industry's premier executives, but we are very hopeful that negotiations for us to continue to be involved with Irving in exciting new music entertainment undertakings will come to a successful and mutually beneficial conclusion. Irving has made an enormous contribution to the success of MCA's businesses over the past six years."

Azoff, who headed the Frontline management empire before joining MCA in 1983, will continue to act as MCA's representative for L.A. Coliseum negotiations and as a consultant for MCA's facilities merchandising operation.

EXCERPTS FROM FAREWELL LETTER

Azoff Exits In Style In Message To Troops

Irving Azoff, in an eventful six-year reign as MCA's music chief that ended with Tuesday's (9/5) resignation, proved time after time that he was in no way a typical record executive. His eight-page farewell letter to label staffers underscored his unique approach to the business.

The letter sets out to explain Azoff's motivations for taking on the MCA post after years as a successful artist manager, as well as his reasons for moving on — a plausible enough basis for an essay. But it's the way he tells it . . .

"The notion that I would abandon my own successful business to join a company I had once characterized as 'the Music Cemetery of America' . . . coupled with my analogy that 'MCA is to the record business what strip-mining is to the ecology' did seem to be a strange career move," Azoff writes.

"But the idea of turning around a troubled company and breathing life into a sleeping giant was too great a personal challenge to ignore. I had to do it. Besides, I wanted to see if the inmates could actually run the asylum."

Citing Accomplishments

Azoff continues, "My personal goal was not only to give MCA credibility but to have the rest of the industry view us as a force to be reckoned with.

"We did that. We did better than that."

He cites the label's financial and chart growth, comparing a 1983 loss of \$8 million-plus to 1988's profits of over \$60 million, and unit shipments of 120 million in 1988 as opposed to under 35 million in 1983. Also cited: R&R's ranking of

MCA as the number one label across the board in 1988, based on singles/tracks success in CHR, AOR, Country, Urban Contemporary, and AC.

Pulling no punches, Azoff candidly discusses dropping "41 out of 46 acts" on a "uniquely interesting" roster inherited in 1983 (aiming a few specific barbs at some of the dropped acts), and "taking other labels' discards, rejects, and second-stringers and turning them into gold and platinum artists."

Pillaging The Industry

Azoff details the turnarounds in each of MCA's divisions, most amusingly in describing the Black Music department: "In 1983 we were to black music what [former Azoff deputy] Myron Roth is to Italian cooking." Saluting former Black Music topper Jheryl Busby's accomplishments, Azoff adds, "Jheryl left us in 1988 to continue to work his magic at Motown — platinum albums without returning phone calls."

That's a mild shot compared to the penultimate portion of the letter, a "salute" to the MCA executive team, which to acquire, Azoff & company "had to rape and pillage other labels and management companies. That was great fun, and we spared no effort to attract the best, brightest, and strangest of the music industry."

Schuon

Continued from Page 1

ing good programming skills. There are half a dozen people at this station who know the music frontwards and backwards. KROQ will definitely remain a New Rock Station."

"People have told me that the

job is going to be challenging," said Schuon, "but that's exactly why I'm going. Plus it will be a real thrill to work with Trip again. We got along very well at KAZY before he left me with the PD job.

Regarding KROQ, Schuon observed, "The station is incredible — it has a great tradition and reputation. But I think it needs to have more discipline in its format, and it

He proceeds to deliver a series of one-liners about key execs suitable for any industry roast. Perhaps the most inoffensive example: "Steve Meyer [Sr. VP/Promotion] arrived at MCA shortly before I did in 1983 and immediately started getting adds on our questionable product. Although the product got better, he never allowed his working of MCA releases to interfere with his Springsteen priorities."

Positive Reinforcement

Not that the letter is all one-liners. There's a touching tribute to the late Jay Lasker, the Motown President Azoff calls "the unsung hero of the MCA turnaround" for his role in setting up MCA's distribution deal with Motown.

Azoff closes by saying, "Our accomplishments these last six years have gone far beyond my original expectations . . . Thanks for believing in our dream and making it a reality . . .

"In Al Teller, I leave a successor perfectly suited to lead this great team into the '90s. I know you won't miss a beat and will continue to scale new heights.

"Now it's time for me to gather up my stuff, move outside the system, and try slaying the dragon again. See you soon on the charts — at the top, of course."

And, in a separate interview, Azoff tossed a bouquet toward radio, observing that "one great thing" about his tenure at MCA was that "the radio community has been open to supporting a new player who swings a big bat, and I appreciate it."

Valeri

Continued from Page 3

WFTQ, ND Steve LeVeille has taken over OM duties, and Mike Marcy has been elevated to LSM.

"We have assembled a great team to lead these stations into the 1990s," Sutherland remarked. "We strongly believe in growing our own managers, and promote from within whenever possible."

WAAF 'Fine-Tunes'
To Rock 40

The changes occur as WAAF — Worcester's top-rated station — assumes a more current-intensive Rock 40 direction under consultant John Gorman. Sutherland characterized the new approach, which is aimed at improving the station's slumping Boston ratings, as "fine-tuning" rather than a full-fledged format shift.

"It's important to remember that WAAF has a 20-year heritage as a New England rock station," Gorman continued. "I don't want any mixed signals from this thing. We are going with a tighter list, and we'll be more current, but our core artists will remain rock artists. You'll still hear the Who, Stones, and Led Zeppelin. It's not that dramatic a change."

"We're going to do what we feel is right for Boston," Sutherland added. "We've researched the market, and we think we have our finger on the pulse of young adults in the city. WAAF can be much more of a contender than we've been for the last couple of years."

WAAF scored a 14.9 in the Worcester spring Arbitron, but only a .9 in the corresponding Boston book. The station consistently does much better in the Boston Birch, and netted a 3.1 in the last survey.

Cahill

Continued from Page 3

Emotions' it reminds me of how I feel. I'm very happy here at B94, but 94Q is one of those rare opportunities I couldn't pass up.

"As for Atlanta, I'm open-minded about its programming future," Cahill added. "The new studios should be a big positive for the station as Clarke, the staff, and I reestablish the station as a major market force for the '90s."

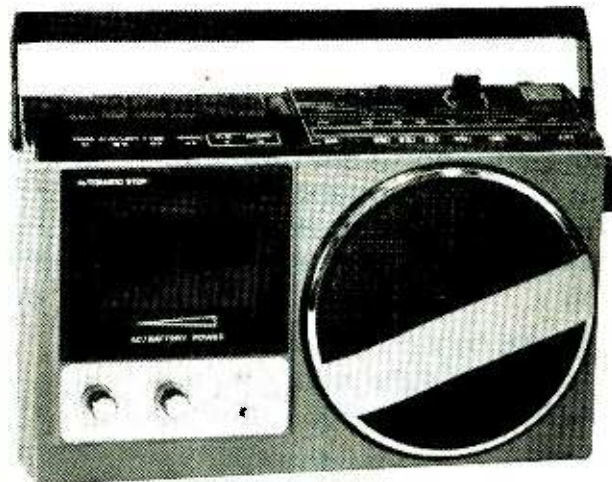
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A&M To PolyGram . . . Or Disney?

Strong reports that **A&M Records** will soon be sold to **PolyGram** for a reported \$500 million. In fact, a memo was distributed to all A&M employees last Friday (9/1) stating that the company was "having conversations" with PolyGram "regarding future business opportunities." Many insiders go so far as to call it a done deal.

However . . . others contend the **Walt Disney Co.** — which also went after **Island Records** recently — has entered the bidding war with an even BIGGER offer. And then there are those who feel A&M will stay unbought. Take your pick.

Ellis Exits Hot 97

Minutes prior to presstime, ST learned that **Hot 97/NY PD Steve Ellis** had resigned to pursue other programming interests. 'Twas an amicable parting; Ellis simply wants to run his own ship. Regional VP/Programming **Joel Salkowitz** will absorb Ellis's duties and won't be looking for a replacement. You can reach Ellis at (718) 463-1979.

With **MCA Entertainment Group** Chairman **Irving Azoff's** resignation now public (see Page 1), the next big question is: Where will he hang his hat?

Solid sources told ST that Azoff is negotiating with MCA for a multi-level entertainment deal that would include records and films (that possibility seems to be the best bet), but offers from others (including the ubiquitous **PolyGram**) are still in the running.

Three-Way Wave Swap

With **Bob O'Connor** leaving **NAC WNUA/Chicago** for the PD post at **KIFM/San Diego**, and with **SMN's** Wave Network sending programmer **Lee Roy Hansen** to the PD slot at WNUA (see Page 1), look for **SMN** VP/Programming **Robert Hall** to ink exiting **KIFM PD Steve Huntington** as the net's new Wave PD.

Yes, **WKQB/St. Louis** morning man "**Big**" **Ron O'Brien** is leaving September 15. (T&Rs to PD **Lyndon Abell**). No one's saying for shure, but ST hears the Big Man could be comin' back to L.A.

Big Ron was an afternoon fixture at both **KFI** and **KIIS-FM** for years and is a personal favorite of **KFAC** (currently known as **FM92**) PD **Liz Kiley**. Guess we'll all find out (drum roll, please) on September 20 at 2pm PST when FM92's true format, calls, and lineup are revealed.



BALD HEADED WOMAN — When *New Kids On The Block* made a recent concert stop in Buffalo, **WKSE** morning man **Rocky Allen** (r) offered two pairs of the coveted ducats to the first two maniacs who would come on down to the station and get their heads naked. (The station thoughtfully supplied the barber.) Claiming she did it for her kids, one of the winners was the 34-year-old mother of two pictured at left.

KLSX/L.A. PD **Tom Yates** just called the ST "phun-phone" to say he doesn't plan on renewing his contract (which comes up at the end of November). Yates will announce future plans shortly.

Cahill, Murphy, & McKeever

With **B94/Pittsburgh** PD **Bill Cahill** heading for the programming chair at **94Q/Atlanta** (see Page 3), a porky prime opening exists. T&Rs to VP/GM **Tex Meyer**.


Meanwhile, Cahill gave ST a "no comment" when asked about: 1) the formatic future of 94Q, 2) those rumors of former **Q106/San Diego** morning man **Jack Murphy** joining the station, and 3) purchasing a house in the Atlanta suburb of Buckhead.

Prior to presstime, however, ST learned that Murphy's former Q106 morning partner, **Terrence McKeever**, had resigned in person to **Edens** President **Michael Osterhout**. McKeever will stay at Q106 until at least September 19, and will join Murphy on-air at 94Q in November.

And . . . **KZLA/L.A.** has inked 94Q afternoon personality **Cajun Ken Cooper** to be its new morning man. Cooper replaces **John Driscoll**, who left to devote more time to his voiceover work. Cooper is known to the market, having formerly done afternoons at **KFI**.


Rumor has it that hot record producers/artists **L.A. (Reid) & Babyface** will start up their own label under the **Arista** umbrella.

Continued on Page 53



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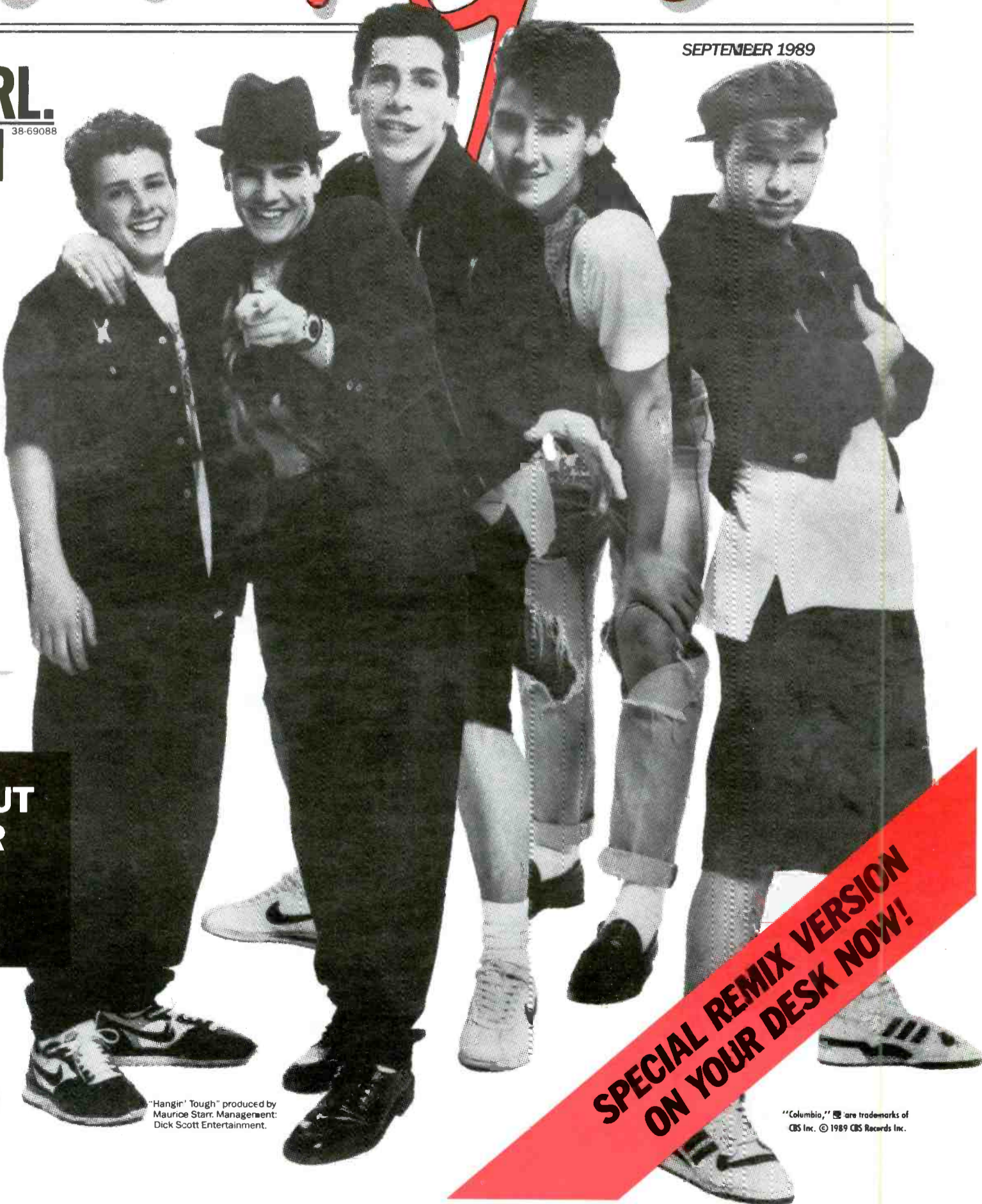
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STREET TALK®

Continued from Page 50

Dallas financial wizards are buzzing that broadcast investment banker **Dan Rouse** is about to exit **Glenfed Financial** to set up his own mergers and acquisitions boutique.

With **Dittman Broadcasting** rumored to be selling **KMPZ (Z98)/Memphis** (see "Washington Report," Page 6), PD **Paul Fuller** has transferred to sister CHR **WABB/Mobile** to do mornings with existing wakeup crazies **Al Matthews** and **Uncle Henry**. Fuller replaces **Jon St. John**, who moved to **WEGX/Philly** as Production Director.

Meanwhile back at Z98, Dittman VP/Programming **Randy Lane** will take over the station's programming reins, while **Robert Harder** will handle the MD duties.

Twelve-year **Chrysalis** vet and West Coast Sr. Dir./Marketing & Publicity **Fran Musso** has been named to the newly created position of Dir./Product Management. Concurrently, **Elaine Summers** has been upped to West Coast Publicity Manager for the Butterfly.

Sometimes It Pays To Stay

Gold-based **WXTR/Washington** has been sold to **Louise Heifetz**, and previous owner **Ragan Henry** has promised sizable bonuses — ST hears from \$1,500 to \$25,000 (depending on the job) — to all staffers who stay on through the transition!

Former **KCPW (Power 95)/KC MD Dena Yasner** has accepted the vacant MD position at **KOY-FM (Y95)/Phoenix**. She replaces **Kevin Robinson**, who's now programming **WVIC/Lansing**.

Yasner's KC replacement is **Phil West** — who comes from production/middays at crosstown **KUDL** — and who will handle middays as well as the APD duties.

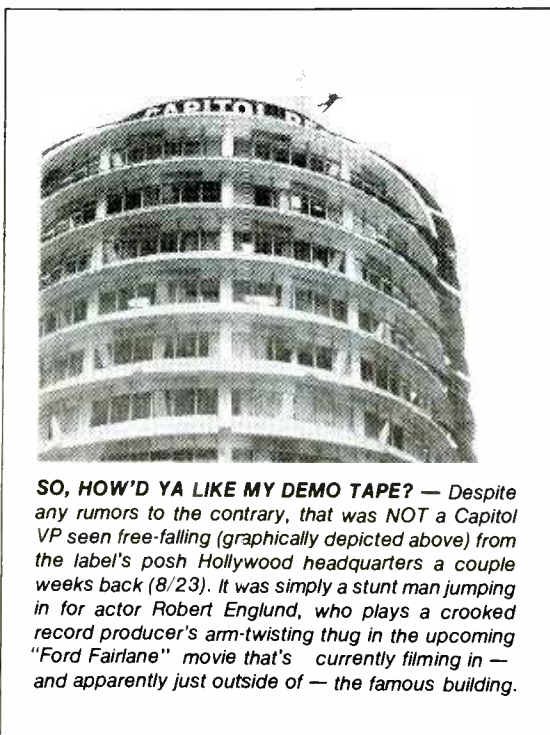
Meanwhile, KCPW night rocker **Hurricane Wayne** blows town for 7pm-midnites at **WQVW/West Palm Beach**. Wayne replaces **Bobby Willis**, who's now doing swing at **Z100/NY**.

WJFK/Washington has let three staffers loose: ND **Laurie Neff**, midday man **Steve Allan**, and night jock **Bob Payne**, the last of whom has surfaced as PD of new AOR **WVVY/New Bern, NC**.

And . . . was **KLOL/Houston** APD **Dayna Steele**'s visit to her old boss **Ed Levine**'s new digs at 'JFK biz or fun?

Former **Hot 97/NY** morning team **Stevens & Grdnic** subbed for the legendary **Dave Maynard** at **WBZ/Boston** last week. Could the pair be headed for 'BZ in another shift?

Meanwhile, ST hears that TV syndicator **King World** is interested in having the duo host a nightly show.



SO, HOW'D YA LIKE MY DEMO TAPE? — Despite any rumors to the contrary, that was NOT a Capitol VP seen free-falling (graphically depicted above) from the label's posh Hollywood headquarters a couple weeks back (8/23). It was simply a stunt man jumping in for actor **Robert Englund**, who plays a crooked record producer's arm-twisting thug in the upcoming "Ford Fairlane" movie that's currently filming in — and apparently just outside of — the famous building.

Stick It In Yer Ear

WQUE-AM & FM/New Orleans is drumming up support from hometown Saints football fans against the new **NFL** crowd noise rule, which penalizes the home team for disorderly crowds. Local pigskin experts feel the rule is more likely to be applied to teams that play in covered stadiums, such as (coincidentally) the Superdome.

The station gave out the phone number of the NFL's New York headquarters — (212) 758-1500 — so listeners could lodge complaints, and plans to pass out petitions protesting the rule that fans can send to NFL Commissioner **Pete Rozelle**.

Adding to this display of good sportsmanship, **KZOK/Seattle**'s morning team of **Kent & Jimmy** have challenged 'QUE PD/morning dude **Bob West** to a competition as to which football team that plays within a domed stadium can amass more crowd noise penalties — Seattle or New Orleans.

Former **KXXR/KC** OM **Bruce Deming** is the new Marketing Director for **Braiker Radio Services**. He'll be based at the company's headquarters in Bellevue, WA.

Ex-**Elektra** CHR rep **Ray Carlton** has landed the **RCA** regional gig, covering Cincinnati, Indianapolis, St. Louis, Columbus, and Kentucky.

KCPX/Salt Lake City Production Director/midday man **Scottie Mac** has joined **KRBE/Houston** for middays. T&Rs to KCPX PD **Jerry Lousteau**.

Des Moines-based AOR consultant **Larry Moffitt** has inked a deal with **Transtar**'s Niche 29 format. He's working with PD **Maureen Matthews** and VP/Affiliate Relations **Lee Douglas**.

Continued on Page 54

Protect Yourself. Call the Industry's Lawyer.

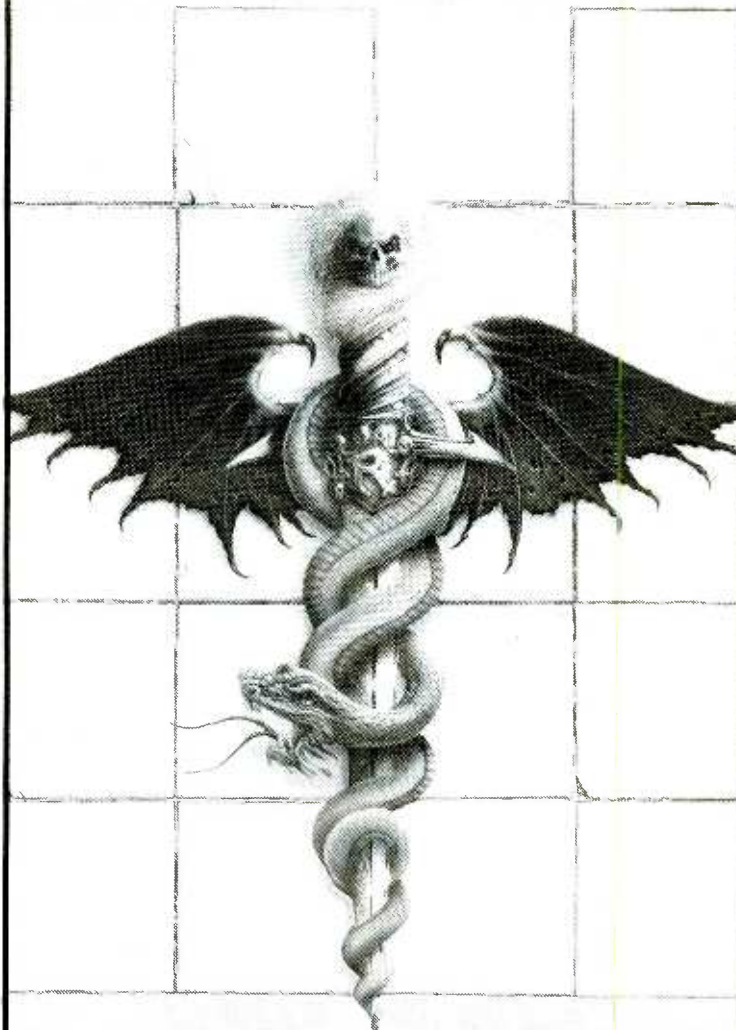
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Produced by Bob Rock

Elektra Entertainment

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AOR BREAKER

AOR TRACK 32-17

NEW ROCK 18-12

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135/29,

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THE FORTHCOMING LP:

CHANGE.

IRS-82018

DIRECTION: ELLIOTT ROBERTS
LOOKOUT MANAGEMENT

10th
ANNIVERSARY
1979-1989

STREET TALK®

Continued from Page 53

After 18 years, **Burbach Broadcasting** VP/Programming **Bill Shannon** will exit the company to pursue other programming opportunities. Reach him at (814) 476-7426. Expect **K104/Erie** PD **Bob Mallery** to assume Shannon's chainwide duties.

A Dung Deal

Three weeks ago (ST, 8/18), **KFOG/SF** PD **Pat Evans** vehemently denied persistent rumors of a morning show change. However . . . the AOR has indeed made a switch, turfing **Marty Cohen** in favor of afternoon rocker **M. Dung**.

Dung, a seven-year 'FOG vet, handled AM drive at the station from 1984-87 before requesting a shift change. Unable to find a suitable replacement, the station decided to experiment by hiring Cohen, an established stand-up comic with no previous radio experience.

Meanwhile, midday maven **Trish Robbins** has replaced Dung in PM drive, with Production Director **Dave Morey** taking over the midday duties.

KIIS-FM/L.A. night jock **Hollywood Hamilton** kicks off his five-hour Saturday night satellite show, "Hangin' With Hollywood," on October 7.

The show will originate from **Transtar's** new \$1 million studio, and the net also has hired **KIIS-FM** VP/PD **Steve Rivers** and **Carl Goldman** as exec producers and **Tracy Hodes** as producer. The shows will sport weekly in-studio guests, with **New Kids On The Block**, **Jon Bon Jovi**, **Martika**, **Sam Kinison**, **Tiffany**, and **Tone Loc** kicking off the first installment.

What's going on at **WGY-FM/Albany**? Two weeks ago, seven-year midday veteran **Joe Gallagher** left the station. Now, **Geoff Brown** has ankle the morning gig. Word is the station is headed in a more-music direction.

Meanwhile, **WGY-FM** overnigher **Cindy McMullen** is doing mornings with remaining sidekick **Tom Higgins**.

Longtime CHR **KEYN-FM/Wichita** switched its format to Gold last week (8/31).

Chicago AV Inc. Marketing Director **Vicky Mann** has been elected to the firm's Board of Directors, effective January 1. Along with expanding her marketing responsibilities, Mann'll be promoted from Exec. VP to Sr. VP.

Second Time Around

Atlantic Midwest Alternative rep **Bruce Reiner** has been named National Promotion Coordinator at **Profile**. He replaces **Kim Freeman**, who — coincidentally — joined Atlantic as Associate Director/National Singles Promotion.

Incidentally, this is Reiner's second time at **Profile**, as it's where he got his start in the biz — in the mail room.

After 20 years with **KIKK/Houston** — most of them in middays — MD **Joe Ladd** will join the morning team of **Charlie O'Neal & Pam Ivey**.

Longtime **KOZZ/Reno** PD **Steve Funk** has stepped down, but will remain at the station as MD/midday man.

WVOI/Toledo PD **Paul Brown** is out, and Production Director/afternoon driver **Michael Lee** takes over as PD/MD.

Meanwhile, overnigher **Jonathan Turner** becomes Production Director, and **Casey McMichaels** from **WQBH/Detroit** joins for overnights.

Beginning September 18, Jazz **KKGO-FM/L.A.** will become a Jazz/Classical outlet. The station will air classical music from 5-9am and 5-9pm, and play jazz the rest of the time.

Meanwhile, 41-year crosstown **KFAC** vet **Tom Dixon** will join **KKGO** to host "Dinner Serenade" and "Concert Music Hall" (6-9pm Monday-Saturday).

Underground Radio: The Movie

"Rising Storm," a feature film set for release in January, will be dedicated to the late **Tom Donahue** and the pioneers of underground radio. Donahue is credited with creating "freeform" AOR radio on FM while he was PD of **KSAN/SF** in the late '60s.

Michael Reagan — son of ex-Prexy **Ronald Reagan** — is no longer doing morning news at **KSDO/San Diego**. He's been shifted to weekends.

KWES/Odessa has flipped formats from CHR to Gold-based AC under PD **Jim Hays** and **McVay Media**. Crosstown **KCHX**, meanwhile, segues from Urban to CHR.

WPRR/Altoona, PA midday personality **Scott St. John** has replaced **Darrell Ray** as PD. Reach Ray at (814) 946-1911.

John O'Brien is no longer part of the three-person morning team at AOR **WAQY/Springfield**. Reach him at (413) 739-1312.

ST's ear-to-the-oversized-belt-buckle hears that Dallas-based **Satellite Music Network** — which has been without a **Z-Rock** affiliate in its hometown since **KZRK (AM)** switched to New Rock **KDGE (The Edge)** at the end of June — is close to inking another Big D AM.

Meanwhile, **Z-Rock** has added another affiliate, as **KMTW (AM)/Las Vegas** switched from **SMN's** Heart & Soul format Tuesday (9/5).

Continued on Page 56

Welcoming San Diego's Premiere Classic Rocker KSDO-FM "Classic 103"

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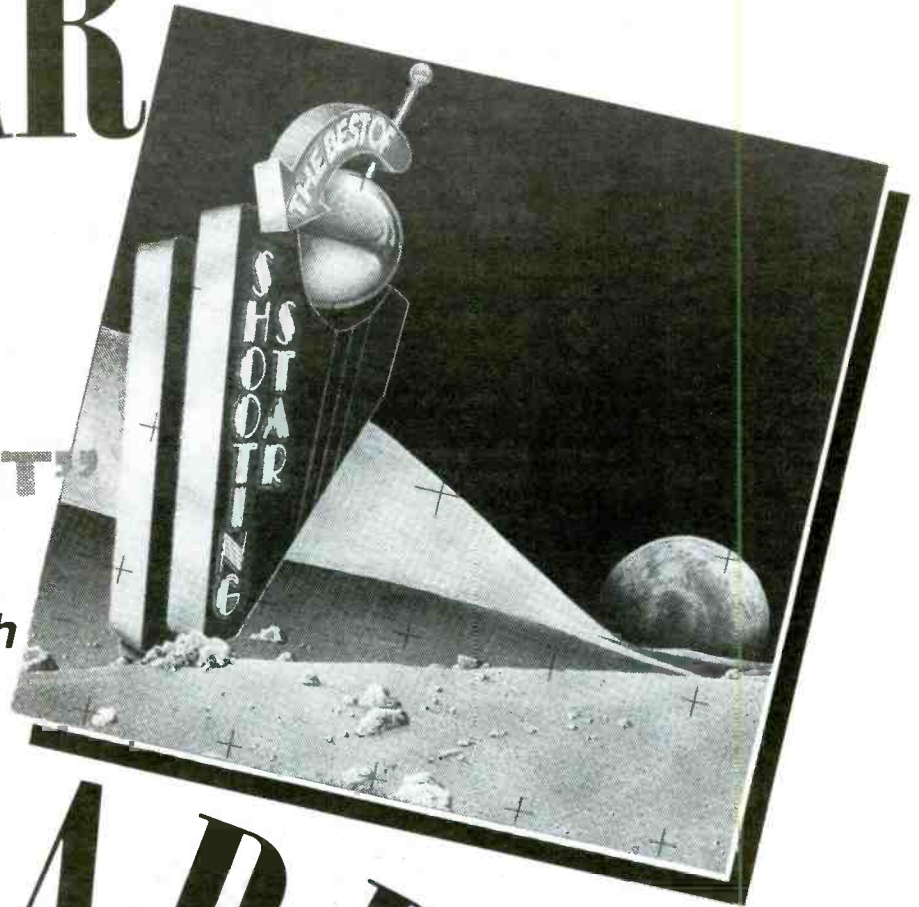
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TOUCH ME TONIGHT-
THE BEST OF SHOOTING STAR



BARDELL

"I LOVE THE BASS"

From the album **SHANGRI-LA**



CHR SIGNIFICANT ACTION 29/12

- | | | |
|--------|-----------|-------|
| KITY | KZFM | KYNO |
| KTFM | KPRR | KIKI |
| X100 | WAPE | KDON |
| KJMZ | Z99 (HOT) | WQID |
| PWR106 | WHOT | KEZB |
| HOT977 | KKSS | KSMB |
| K106 | KNMQ | KIXY |
| KZZB | KKMG | KTRS |
| WCKZ | CHED | KZOZ |
| | | SLY96 |

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Continued from Page 54

B/D & A has inked **Noble's** New Rock-formatted **XTRA-FM (91X)/San Diego**.

Drake-Chenault consultant **Scott Kerr** exits to become APD at **KKSS/Albuquerque**.

KDKB/Phoenix promotes night rocker **Jeff Parets** to MD. Parets replaces **Jerry Trujillo**, who'll continue to do overnights at the station.

Will **WUBE/Cincy** GM **Bob Bachman** be leaving in the next couple of weeks to form a marketing company?

KZLR/Little Rock has abandoned AOR in favor of the Gold format under the new calls 'n' identifier of **KOLL (Cool 95)**.

More Sportin' Life

After two years in the restaurant business, former **KYYS/KC** PD **Joe MacCabe** has returned to radio to cohost AM drive at **KC Classic Rocker KCFX**. MacCabe'll team with columnist **Bob Gretz** for a sports-oriented show called the "Morning Sports Page." **Ken Johnson & Jim Tofte** exit.

KCFX recently became the flagship station for the **Kansas City Chiefs** pro football outfit.

KLYV/Dubuque, IA has named a new PD — **Tom Thomas** from **KQCR/Cedar Rapids, IA**. He replaces **Jeff Davis**, who now programs **KIKX/Colorado Springs**.

WQQQ/Allentown has changed its slogan from "Q100" to "Hot 99.9," and switched from mainstream to dance-oriented CHR. PD **Jim Schaefer** introduced his new staff and

format change (8/24) after playing **Power Station's** "Some Like It Hot" for 19 continuous hours.

KROY/Sacramento morning dude **J.R.** collected thousands and *thousands* of signatures at the California State Fair calling for the Los Angeles Raiders to hike their footballs north.

The morning jock planned to personally present the petitions to the Raiders' El Segundo offices on Wednesday (9/6), and *bicycle* back to Sac after delivering the guided missives.

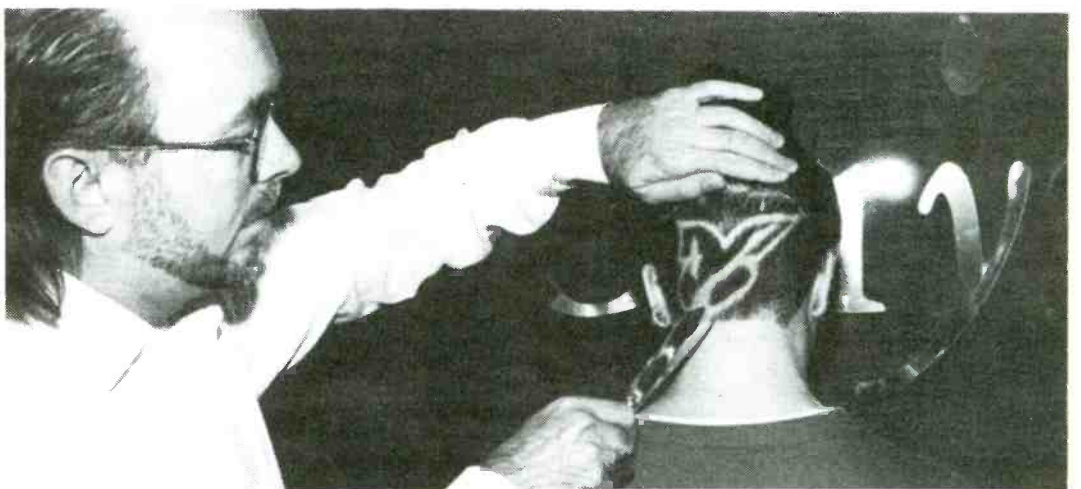
KRLA/L.A. celebrated its 30th birthday over the Labor Day weekend with some real heavyweights taking the mike. Among those noting the milestone were **Emperor Hudson, Charlie O'Donnell, Wink Martindale, Sam Riddle, Shadoe Stevens, Bob Eubanks, Roger Christian, and Dick Biondi**.

Get well to **KTFM/San Antonio** Asst. MD **John Tepolt**, who's recovering from a broken neck and hand — the result of a weekend auto accident (9/2).

And . . . all the best to **KTFM** OM **Jeff McCartney** and his bride, **Teresa**, on their wedding (9/9).

Bulk, Gulp & Outta Here

KZTR/Ventura midday jock **Tommy Lewis** exited the Classic Rocker for a semi-unusual reason recently. Seems young Lewis accidentally moved an industrial-strength bulk eraser too close to the studio's cart racks and inadvertently erased the station's entire music library. Good case for going all-CD!



BUTTERFLIED TO THE BONE — Chrysalis President Mike Bone — who let Sinead O'Connor shave HIS head last year after the coiffless Irish songstress won their bet on how many records she'd sell in the US — is back in shear heaven. Here the barberous Bone (!) welcomes summer intern Raquel Mercedes to the cutting edge of the record biz by carving the label's logo into her close-cropped locks.

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TRACY BARNES/ZROCK

"BANG TANGO SOUNDS GREAT ON MY RADIO STATION"

SCOTT SHANNON/PIRATE RADIO

"BANG TANGO IS PULLING TOP TEN REQUESTS"

RANDY KABRICH/PIRATE RADIO

"IT TAKES TWO TO TANGO, AND BANG TANGO IS DOING JUST THAT WITH OUR AUDIENCE. PULLING TOP 5 PHONES FOR THE LAST MONTH OR MORE. FEMALES IN THEIR 20'S LOVE THIS RECORD"

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 KRZR on**



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 MANAGEMENT: ANITA CAMARATA AND DANNY GOLDBERG FOR GOLD MOUNTAIN ENTERTAINMENT



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RATINGS

BIRCH DEMOGRAPHIC RANKINGS

Detroit

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
18-34			18-49			25-54		
WJLB (UC)	15.3	13.7	WJLB	12.6	10.7	WJLB	9.4	8.3
WLLZ (AOR)	8.5	10.7	WLLZ	6.0	7.8	WWWW	6.6	6.7
WRIF (AOR)	8.3	8.3	WRIF	5.8	6.3	WOMC	4.8	6.3
WCSX (CR)	5.5	7.2	WNIC	7.8	5.7	WJZZ	3.6	6.2
WNIC (AC)	6.7	5.8	WJZZ	3.0	5.6	WJR (AC)	7.2	6.1
WDFX (CHR)	5.9	5.7	WCSX	5.0	5.5	WNIC	8.2	5.7
WHYT (AC)	7.9	5.5	WOMC (AC)	4.1	4.9	WLLZ	3.8	5.0
WJZZ (Jazz)	2.4	5.0	WWWW (Ctr)	5.6	4.9	WCSX	5.0	4.6
WCZY (CHR)	3.9	4.9	WCZY	3.9	4.8	WCZY	3.5	4.3
WKSG (Gold)	4.1	4.3	WHYT	6.1	4.7	WRIF	4.4	4.3

Boston

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
18-34			18-49			25-54		
WXKS-FM (CHR)	15.1	17.5	WXKS-FM	10.9	12.8	WBCN	7.3	9.3
WBCN (AOR)	12.0	12.5	WBCN	9.1	10.6	WXKS-FM	7.6	7.4
WZLX (CR)	9.4	7.2	WZOU	6.3	6.1	WRKO	4.3	6.8
WZOU (CHR)	8.0	7.0	WZLX	7.5	5.9	WODS	8.5	6.6
WAAF (AOR)	5.2	5.0	WODS	6.7	5.5	WROR	6.0	5.4
WCGY (AOR)	4.8	4.7	WROR	4.7	4.7	WZLX	5.3	5.1
WMJX (AC)	4.3	4.3	WAAF	3.6	3.8	WBOS	2.8	4.7
WODS (Gold)	3.8	3.8	WBOS (CR)	2.6	3.8	WSSH (AC)	5.0	4.5
WROR (AC)	3.4	3.7	WMJX	3.8	3.3	WBZ (AC)	4.3	4.4
WFNX (NR)	3.9	3.6	WRKO (N/T)	2.2	3.8	WJIB (B/EZ)	3.4	4.4

Dallas-Ft. Worth

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
18-34			18-49			25-54		
KKDA-FM (UC)	13.9	9.4	KVIL-AM & FM	8.5	9.2	KVIL-AM & FM	10.0	11.2
KJMZ (CHR)	2.9	8.9	KSCS	7.0	9.1	KSCS	6.9	9.7
KPLX (Ctr)	6.7	7.6	KKDA-FM	10.9	8.1	KPLX	8.7	9.1
KSCS (Ctr)	6.3	7.4	KPLX	7.1	7.8	KKDA-FM	7.5	6.8
KVIL-A/F (AC)	5.7	6.9	KJMZ	3.3	6.2	WBAP		5.7
KEGL (CHR)	8.6	6.8	KTXQ	5.8	5.2	KLTY	3.6	4.9
KTXQ (AOR)	8.0	6.8	KEGL	6.1	5.0	KTXQ	4.4	4.2
KHYI (CHR)	6.7	5.7	KLTY	3.4	4.6	KRLD (News)	3.5	3.9
KLTY (CC)	3.5	5.5	KHYI	5.3	4.2	KLUV (Gold)	4.5	3.6
KZEW (AOR)	4.4	4.7	WBAP (Ctr)	3.3	4.2	KOAI (NAC)	4.8	3.6

Washington, DC

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
18-34			18-49			25-54		
WPGC-FM (CHR)	13.3	11.5	WKYS	11.9	9.5	WKYS	10.8	9.3
WKYS (UC)	13.8	11.1	WPGC-FM	9.8	8.7	WMZQ-AM & FM	8.4	7.7
WCXR (CR)	8.9	9.2	WCXR	6.6	7.1	WHUR	6.0	6.4
WAVA (CHR)	5.8	8.1	WMZQ-AM & FM	7.6	7.1	WPGC-FM	6.6	5.0
WWDC-FM (AOR)	10.2	7.0	WHUR	6.4	6.4	WCXR	5.7	5.6
WHUR (UC)	6.4	6.7	WAVA	4.8	6.3	WLTT	4.2	4.9
WMZQ-A/F (Ctr)	6.1	6.1	WWDC-FM	7.6	5.4	WAVA	3.2	4.8
WLTT (AC)	2.8	4.7	WLTT	3.7	4.1	WXTR (Gold)	2.6	4.8
WRQX (CHR)	4.2	4.5	WRQX	3.6	3.9	WASH	3.6	4.6
WHFS (AOR)	2.2	3.7	WASH (AC)	3.5	3.5	WWDC-FM	5.5	3.6

Houston-Galveston

	Wi '89	Spring '89		Wi '89	Spring '89		Wi '89	Spring '89
18-34			18-49			25-54		
KMJQ (UC)	13.9	13.7	KMJQ	11.2	11.3	KIKK-FM	9.6	10.5
KLOL (AOR)	11.1	12.3	KLOL	8.9	9.9	KMJQ	7.8	9.3
KKBQ-A/F (CHR)	11.2	10.8	KIKK-FM	8.6	9.3	KILT-FM	8.8	9.1
KIKK-FM (Ctr)	6.1	8.3	KKBQ-AM & FM	9.1	8.6	KLOL	8.2	8.1
KILT-FM (Ctr)	6.3	7.5	KILT-FM	7.7	8.4	KKBQ-AM & FM	6.7	5.9
KRBE (CHR)	8.6	7.5	KRBE	6.5	5.5	KZFX	4.2	5.4
KZFX (CR)	5.7	7.3	KZFX	4.4	5.5	KFMK	5.6	4.2
KKHT (AC)	4.5	3.7	KFMK	4.5	3.7	KODA (B/EZ)	4.0	4.2
KLTR (AC)	3.0	3.1	KLTR	3.2	3.5	KTRH (News)	2.5	4.1
KFMK (AC)	2.4	3.0	KLDE (Gold)	3.2	3.2	KLDE	3.8	3.8



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Keith Naftaly, KMEL/San Francisco
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Produced by Tena Clark
From the album *Vesta 4U* (SP 5224)
Executive Producer: E.J. Jackson
Management: Jackson/Jones
Management Company



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RATINGS**BIRCH DEMOGRAPHIC RANKINGS****Miami-Ft. Lauderdale**

18-34	Wi	Spring	18-49	Wi	Spring	25-54	Wi	Spring
	'89	'89		'89	'89		'89	'89
WHQT (UC)	17.5	19.4	WHQT	12.7	13.8	WHQT	8.9	9.1
WGTR (AOR)	10.8	9.5	WMXJ	5.9	6.8	WMXJ	6.9	7.5
WPOW (CHR)	9.5	8.0	WGTR	7.5	6.7	WAXY	5.1	5.7
WSHE (AOR)	6.1	7.4	WAXY	5.4	5.9	WGTR	5.5	5.1
WHYI (CHR)	6.0	6.0	WPOW	7.0	5.7	WCMQ-FM (Span)	5.4	4.8
WAXY (AC)	6.1	5.6	WSHE	4.4	5.2	WLVE	5.9	4.8
WLVE (AC)	5.0	4.6	WHYI	5.1	4.7	WJQY (AC)	3.5	4.7
WMXJ (Gold)	4.3	4.5	WLVE	5.5	4.3	WKIS	5.1	4.5
WZTA (CR)	4.3	4.4	WXDJ	4.5	4.3	WIOD (N/T)	5.8	4.4
WXDJ (NAC)	4.2	3.9	WKIS (Ctry)	4.0	4.0	WXDJ	5.3	4.4

Atlanta

18-34	Wi	Spring	18-49	Wi	Spring	25-54	Wi	Spring
	'89	'89		'89	'89		'89	'89
WVEE (UC)	15.2	16.3	WVEE	11.5	12.5	WSB-FM	10.0	11.7
WAPW (CHR)	8.6	13.5	WKLS	13.0	10.2	WFOX	8.1	10.1
WKLS (AOR)	17.0	13.5	WSB-FM	9.6	10.1	WVEE	9.3	9.5
WSB-FM (AC)	9.3	10.5	WAPW	6.6	9.6	WZGC	5.0	8.4
WZGC (CR)	9.2	10.2	WZGC	6.7	9.0	WYAY	5.5	7.9
WEKS (UC)	3.9	6.8	WFOX	7.4	8.5	WKHX-FM	10.6	7.2
WQXI-A/F (CHR)	4.1	4.6	WYAY	5.9	6.1	WKLS	9.9	6.3
WYAY (Ctry)	5.0	4.6	WKHX-FM	9.2	6.0	WAPW	4.4	6.1
WFOX (Gold)	5.4	4.5	WEKS	2.8	5.1	WPCH (B/EZ)	7.5	5.4
WKHX-FM (Ctry)	8.0	4.1	WQXI-AM & FM	4.8	4.6	WQXI-AM & FM	5.4	4.7

St. Louis

18-34	Wi	Spring	18-49	Wi	Spring	25-54	Wi	Spring
	'89	'89		'89	'89		'89	'89
KSHE (AOR)	21.9	24.5	KSHE	15.9	17.0	KMOX	11.5	14.9
KMJM (UC)	15.5	15.1	KMJM	12.7	11.0	KSHE	11.4	12.4
KSD (CR)	12.3	11.6	KSD	9.6	10.5	KSD	9.7	10.5
WKQB (CHR)	7.1	9.0	KMOX	7.3	9.7	KMJM	10.0	7.8
KYKY (AC)	5.0	7.2	WKQB	4.6	6.4	KLOU	9.0	6.8
KMOX (Talk)	3.1	4.6	KLOU	8.6	6.3	KYKY	5.1	6.2
WIL-FM (Ctry)	4.6	4.6	KYKY	4.5	6.0	WIL-FM	6.1	5.6
KLOU (Gold)	5.5	4.4	WIL-FM	5.9	4.9	KEZK	5.5	5.2
KATZ-FM (UC)	3.6	2.9	KEZK(B/EZ)	3.7	3.4	WKQB	2.8	3.6
KSTZ (AC)	2.6	2.2	KWMU (Clas)	1.5	2.5	KWMU	1.9	2.5

Seattle-Tacoma

18-34	Wi	Spring	18-49	Wi	Spring	25-54	Wi	Spring
	'89	'89		'89	'89		'89	'89
KUBE (CHR)	14.9	16.7	KUBE	11.8	12.2	KMPS-AM & FM	6.3	8.9
KISW (AOR)	12.3	9.0	KMPS-AM & FM	5.2	7.5	KIRO	7.2	8.4
KPLZ (CHR)	9.2	9.0	KXRX	7.5	7.3	KUBE	8.9	7.3
KXRX (AOR)	11.0	9.0	KPLZ	6.7	6.9	KXRX	6.6	7.1
KLSY-A/F (AC)	4.4	7.4	KLSY-AM & FM	4.2	6.5	KLSY-AM & FM	4.4	5.1
KMPS-A/F (Ctry)	5.2	6.8	KISW	8.6	6.3	KRPM (Ctry)	3.0	4.8
KNUA (NAC)	2.9	5.2	KIRO	5.6	6.2	KISW	4.7	4.7
KZOK (CR)	4.2	4.0	KNUA	3.6	4.6	KNUA	4.1	4.5
KCMS (CC)	2.6	2.9	KZOK	3.6	3.7	KBSG	3.8	3.9
KIRO (N/T)	3.2	2.8	KBSG (Gold)	3.3	3.2	KZOK	3.4	3.7

San Diego

18-34	Wi	Spring	18-49	Wi	Spring	25-54	Wi	Spring
	'89	'89		'89	'89		'89	'89
XTRA-FM (NR)	12.8	19.4	XTRA-FM	9.5	14.5	KGB	8.6	10.3
KGB (AOR)	16.9	17.0	KGB	12.4	13.0	KSON-AM & FM	6.6	8.0
KKLQ-A/F (CHR)	13.2	12.2	KKLQ-A/F	9.7	10.1	XTRA-FM	5.5	7.5
XHRM (UC)	4.5	6.2	KSON-A/F	6.4	6.2	KKLQ-AM & FM	8.9	6.6
KSON-A/F (Ctry)	5.5	5.0	KIFM	5.3	4.8	KCBQ-AM & FM	6.3	5.7
KFMB-FM (AC)	9.4	4.7	KFMB-FM	9.0	4.5	KIFM	5.5	5.6
KKYY (AC)	6.2	4.7	XHRM	4.8	4.5	KJQY (B/EZ)	3.6	4.9
KIFM (NAC)	4.0	4.0	KKYY	5.3	4.4	KKYY	5.9	4.7
XHTZ (CHR)	2.3	3.3	KCBQ-A/F (Gold)	5.3	4.2	KFMB-FM	7.9	4.4
KYXY (AC)	1.6	2.7	KYXY	2.7	3.5	KFMB (AC)	6.0	4.3

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RATINGS

BIRCH DEMOGRAPHIC RANKINGS

Baltimore

18-34		Wi Spring '89 '89		18-49		Wi Spring '89 '89		25-54		Wi Spring '89 '89	
WXVY (UC)	15.3	18.0	WXVY	13.6	14.8	WXVY	13.6	10.1			
WIYY (AOR)	11.8	12.6	WIYY	11.5	9.5	WWMX	9.5	9.6			
WBSB (CHR)	7.9	8.8	WWMX	9.5	8.5	WPOC	4.6	8.0			
WWMX (AC)	8.7	7.5	WBSB	8.7	6.8	WIYY	11.5	7.2			
WGRX (CR)	4.9	5.7	WPOC	4.6	6.1	WBAL	1.4	5.1			
WWIN-A/F (UC)	4.4	4.4	WQSR	2.9	4.3	WBSB	8.7	4.8			
WWDC-FM (AOR)	5.9	4.0	WWIN-AM & FM	3.4	4.3	WQSR	2.9	4.6			
WPOC (Ctry)	4.8	3.9	WGRX	6.1	3.8	WLIF (B/EZ)	3.3	4.2			
WHFS (AOR)	4.0	3.8	WBAL (N/T)	1.4	3.3	WWIN-AM & FM	3.4	4.0			
WQSR (Gold)	2.8	3.2	WHFS	3.3	3.2	WBGR (Rel)	.4	3.0			

Pittsburgh-Beaver Valley

18-34		Wi Spring '89 '89		18-49		Wi Spring '89 '89		25-54		Wi Spring '89 '89	
WDVE (AOR)	19.6	22.9	WDVE	13.3	15.8	WBZZ	10.9	10.4			
WBZZ (CHR)	15.7	13.9	WBZZ	14.1	12.6	KDKA	10.8	10.3			
WAMO-FM (UC)	14.9	13.8	WAMO-FM	11.1	11.9	WAMO-FM	7.8	9.7			
WMYG (CR)	13.7	10.6	WMYG	9.2	9.2	WDVE	9.8	9.7			
WLTJ (AC)	3.5	4.9	WWSW-FM	10.0	6.8	WWSW-FM	11.2	8.3			
WWSW-FM (Gold)	6.3	4.9	KDKA (AC)	5.9	5.4	WMYG	5.5	7.0			
WYDD (CHR)	2.4	3.9	WLTJ	3.8	4.6	WHTX	4.9	4.9			
WDSY (Ctry)	2.6	3.6	WHTX	4.4	4.4	WDSY	3.5	4.4			
WHTX (AC)	3.8	3.3	WDSY	2.9	3.2	WLTJ	4.9	4.4			
WMXP (AC)	3.0	3.3	WTAE (Talk)	2.5	3.1	WSHH (B/EZ)	6.8	4.1			

Tampa-St. Petersburg-Clearwater

18-34		Wi Spring '89 '89		18-49		Wi Spring '89 '89		25-54		Wi Spring '89 '89	
WRBQ-A/F (CHR)	24.5	24.6	WRBQ-AM & FM	23.9	21.3	WRBQ-AM & FM	20.9	16.1			
WYNF (AOR)	20.1	18.1	WQYK-AM & FM	6.0	11.8	WQYK-AM & FM	8.8	13.6			
WQYK-A/F (Ctry)	2.2	10.9	WYNF	13.6	11.3	WWRM	7.8	9.4			
WNLT (AC)	8.8	7.4	WUSA	4.6	7.6	WUSA	5.8	8.6			
WKRL (CR)	8.1	6.3	WNLT	7.3	6.9	WNLT	6.7	6.9			
WUSA (AC)	2.4	5.2	WWRM	5.9	6.2	WFLZ	5.0	6.7			
WFLZ (AC)	6.9	4.7	WFLZ	5.8	6.1	WYNF	9.1	6.3			
WHVE (NAC)	2.6	4.2	WKRL	6.3	5.2	WKRL	5.1	5.6			
WTMP (UC)	3.1	3.5	WTMP	2.9	4.7	WTMP	3.2	5.2			
WWRM (AC)	3.0	3.1	WHVE	2.7	4.3	WHVE	3.6	4.4			

Cleveland

18-34		Wi Spring '89 '89		18-49		Wi Spring '89 '89		25-54		Wi Spring '89 '89	
WMMS (CHR)	21.7	20.7	WMMS	18.1	16.1	WLTF	11.3	14.2			
WZAK (UC)	13.7	13.0	WLTF	11.4	12.4	WMMS	15.6	13.2			
WNCX (CR)	10.6	12.8	WZAK	10.9	10.2	WMJI	12.0	9.8			
WLTF (AC)	9.6	8.7	WNCX	6.9	9.3	WGAR-AM & FM	5.7	7.2			
WMJI (AC)	8.0	5.2	WMJI	9.5	8.4	WZAK	7.9	6.9			
WPHR (CHR)	5.4	4.9	WGAR-AM & FM	3.9	5.7	WNCX	3.0	6.6			
WGAR-A/F (Ctry)	2.4	3.9	WNWV	3.8	5.4	WDOK	7.3	6.2			
WONE-FM (AOR)	2.0	3.9	WDOK (AC)	5.1	4.7	WNWV	5.0	5.9			
WWWE (N/T)	2.3	3.6	WWWE	2.6	3.7	WWWE	3.6	4.4			
			WPHR	4.1	3.6	WQAL (B/EZ)	3.5	3.7			

Cincinnati

18-34		Wi Spring '89 '89		18-49		Wi Spring '89 '89		25-54		Wi Spring '89 '89	
WEBN (AOR)	24.9	23.8	WEBN	19.9	18.9	WEBN	15.0	15.7			
WKRQ (CHR)	11.8	11.6	WKRQ	9.5	10.2	WLW	8.5	10.6			
WOFX (CR)	8.2	10.8	WLW	5.8	9.3	WWNK	7.0	9.3			
WBLZ (UC)	11.7	9.7	WWNK	7.1	9.3	WOFX	6.9	8.2			
WWNK (AC)	6.5	8.5	WOFX	6.8	8.4	WKRQ	6.2	7.1			
WLW (AC)	4.2	7.1	WBLZ	8.8	7.8	WUBE	9.6	6.3			
WIZF (UC)	6.5	5.6	WRRM	4.4	5.8	WRRM	4.9	5.8			
WRRM (AC)	4.1	5.0	WUBE	7.5	4.8	WBLZ	4.2	4.5			
WUBE (Ctry)	5.2	2.8	WIZF	4.8	4.3	WIZF	4.5	4.2			
WKRC (AC)	2.4	2.2	WKRC	4.8	2.6	WKRC	6.3	3.9			

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Understanding Psychographics

Concept Can Be A Boon For Programming And Sales

Most industry professionals are familiar with the term "psychographics." But few have an accurate idea of what the word really means. In this article I'll attempt to define the concept behind it and the perimeters of its use in radio research and marketing.

The word psychographics was coined by Emmanuel Demby over 20 years ago. Broadly paraphrasing his standard definition in radio terms, it means the description of listeners' personal characteristics that can interrelate with their responses to stations' programming, marketing, and positioning efforts. These characteristics may range from self-concept and lifestyle to those that go by the acronym AIO: attitudes, interests, and opinions.

On a narrower front, psychographics means listeners' personality traits, such as self-esteem, aggressiveness, and need to belong. The world of psychographics needs to embrace both personality traits and AIOs to create a database for decision-making by broadcasters.

Market Segmenting

Psychographics is very useful when segmenting markets for analysis. The idea of segmenting is relatively new to the American marketing scene; it correlates with the concept of narrowcasting.

Psychographics allows the marketer to divide or subdivide the mass audience into categories that can be defined, quantified, and superserved to bring success to the radio station.

Morning Man As Dictator

For example, suppose you conduct a psychographic study and discover the dominant personality traits of your audience include alienation, isolation, submissiveness, and the perception that they are powerless to control world events. This information may validate the need for a strong, aggressive, dominant morning man who can vicariously involve his audience. The use of phone



Rob Balon

bits and interviews might also be suggested to make the audience feel involved with your station. Such indications are the ultimate benefit of psychographic research in terms of actual programming use.

"Listeners tend to remember listening and recall listening around what they do — not around what the station does."

The key to remember is that you're dealing with two levels: personality traits and lifestyles. If you discover the dominant personality traits mentioned above, it doesn't mean your listeners won't buy beer, cars, soft drinks, etc. What it does mean is that you have an edge on your competitors in isolating ways to appeal to your audience's psychographic hot buttons.

Lifestyle Research

Most broadcasters have heard of the VALS (values, attitudes, and lifestyles) typology, assuming it's a psychographic measurement system. That's not entirely true.

VALS, produced by SRI International in California, is a measurement system that has identified nine basic American lifestyles:

- Survivors
- Sustainers
- Emulators
- I-am-mes
- Belongers
- Experientials
- Achievers
- Societally-conscious
- Integrated

The benefits of lifestyle research for radio stations are obvious. The more you can understand how your listener goes about his life, the better you can market to him and the better you can help him achieve higher unaided recall levels of listening to your outlet.

Lifestyle research also carries clear-cut benefits for the sales staff. Many stations are able to improve their billings by breaking out individual lifestyle dominance in certain groups. A station with a 3.5 share 12+ may be able to show it has a 75% share of all the foreign car purchasers over the age of 35 in the market, for example.

Recall Help

Lifestyle research is also useful because listeners tend to remember listening and recall listening around what they do — not necessarily around what the station does. So the more you know about your listeners' jobs, leisure pursuits, and how they get themselves through their days, the better you'll be able to present your station to them so they can associate listening to it with a particular lifestyle event or trait.

Remember, listeners are creatures of habit. If they can identify listening to your station with driving, you'll be mega-points ahead on the unaided recall scale. Every station should accumulate as much information as possible on its listeners' lifestyle habits and then make concerted marketing attempts to identify the station with those lifestyle habits.

Listener Personality Traits

Psychographic research demands a knowledge of multivariate statistics because personality traits and AIOs are measured using

Give It Some Emotion

Somewhere between listeners' personality traits and lifestyles is the notion of emotional needs. As **Charles Revlon** once said, "In the factory we make cosmetics, in the drugstore we sell hope." Radio can meet these kinds of needs.

Hope is not a rational thing, and most radio listening decisions are equally nonrational. Generally, these decisions are emotional, spur of the moment; not preplanned.

You can delve into the area of emotional needs by acknowledging listeners' desire to be happy and feel good, to be successful and be winners, to be physically

attractive, and to have love/affection/a sense of belonging. Of all these, the need to belong — at least in the '90s — is perhaps one of the strongest.

It's also one that radio can serve uniquely. A sense of belonging is not a particularly rational thing. If your station creates a vicarious bond with the listener, that need can be fulfilled.

scales that sometimes contain hundreds of personality, attitude, and interest statements. These must be administered in a professional and precise manner to a random sample of listeners. The process usually goes beyond the scope of in-house station research.

In many cases, it even goes beyond the scope of services some radio research firms offer. It requires a knowledge of factor analysis, cluster analysis, and multidimensional scaling. These terms may seem scary, but essentially they are statistical methods for boiling down large amounts of data to a smaller, manageable size.

"You have an edge on your competitors in isolating ways to appeal to your audience's psychographic hot buttons."

Factor analysis allows you to pinpoint individual factors that emerge from a database of personality information. Cluster analysis is analogous to factor analysis.

A host of personality items boiled down using multivariate techniques could resemble the following list. Typically, there would be at least 50 items on the test:

- I often wish I were

someone else.

- I find it very hard to talk in front of a group.

- There are a lot of things I would change about myself if I could.

- I can make up my mind without too much trouble.

- I am a lot of fun to be with.

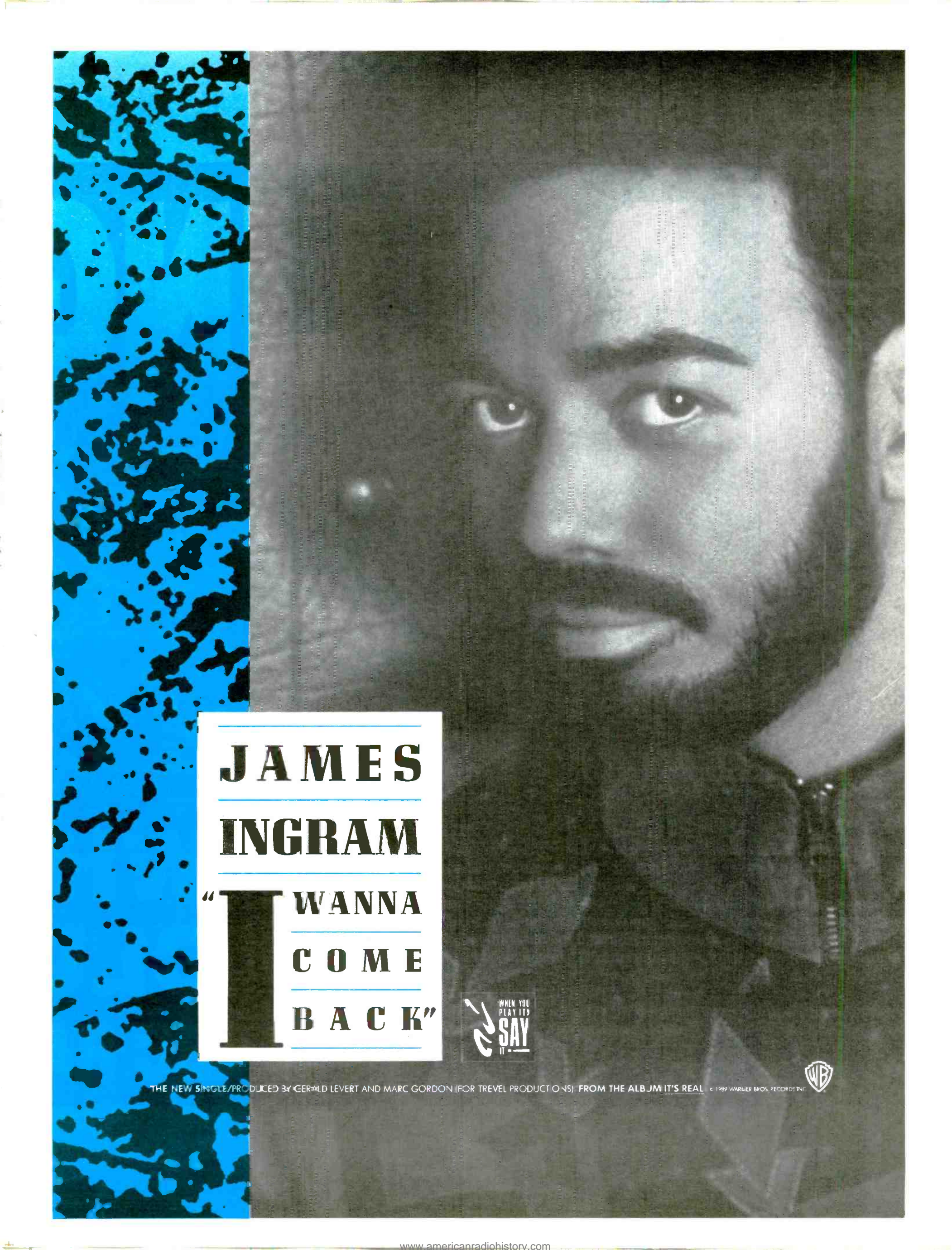
- I get upset easily at home . . .

A list of personality trait statements can include up to several hundred items. Techniques such as factor analysis and cluster analysis can reduce them to segments that can be correlated to other radio listening habits. That's where psychographic research is of the most benefit to radio programming strategies.

Extreme caution should be exercised before implementing these techniques on your own, because psychographics and its concept are so commonly misapplied and misunderstood in our industry.

Note: An excellent book on psychographics and segmentation that should be mandatory reading for all radio marketers is "Market Segmentation" by Art Weinstein (Probus Press, Chicago, 1987).

Rob Balon is CEO of the **Benchmark Company** (512-327-7010), a national market media research firm that advises radio stations on how to convert real listening into reported listening. He contributes to this section on a regular basis.



**JAMES
INGRAM**

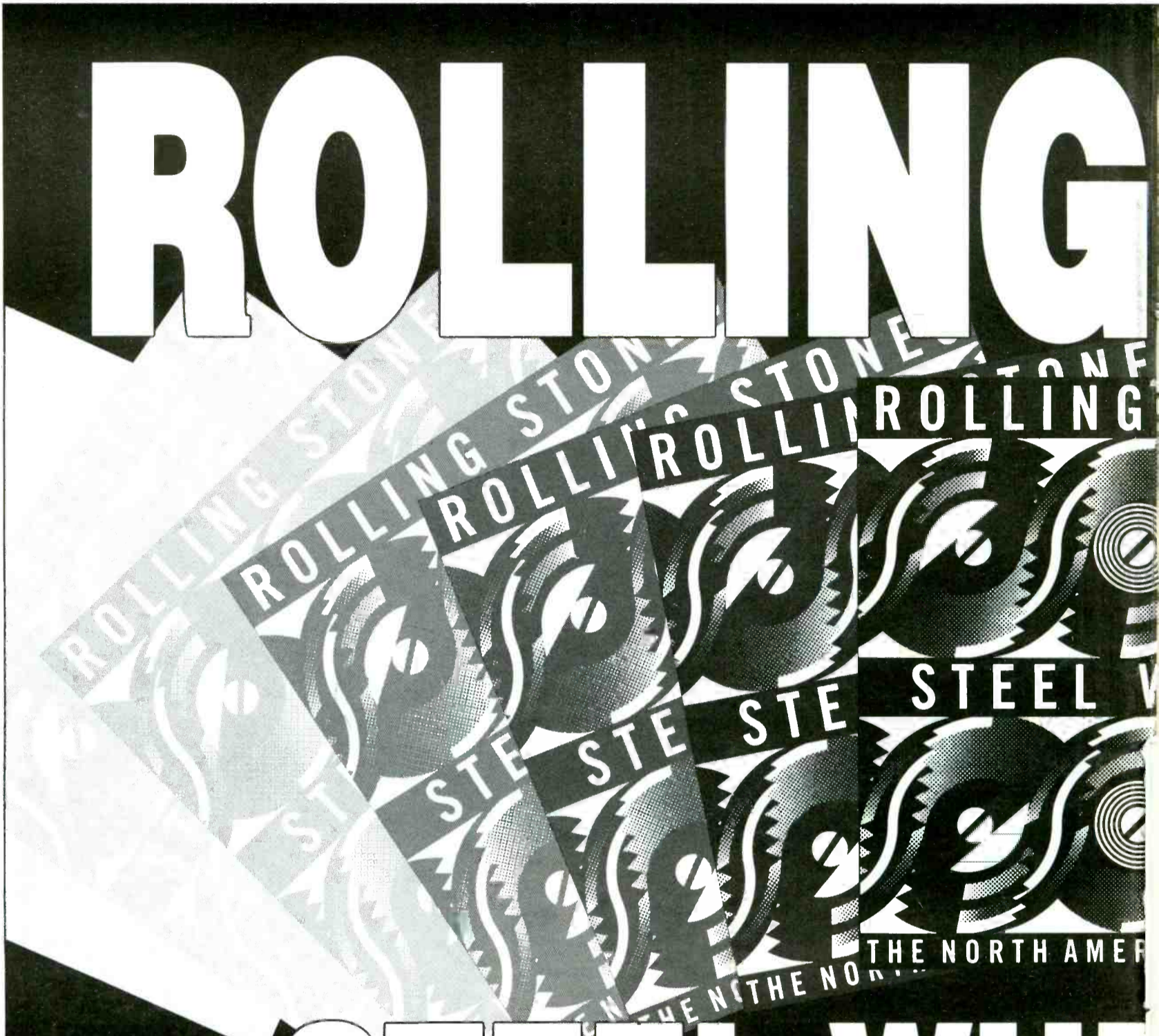
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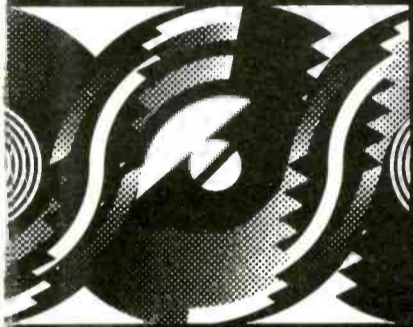
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KEN BARNES

25-YEAR VISUAL SALUTE #2

The Who: Young Mods' Remembered Story

Last week's Bee Gees photo-chronicle was not intended as a series opener. But in this Year of the Veteran Rockers On Tour, it seemed logical to take a look back at a few of the other illustrious icons who've returned to the public eye.

This week, following the conclusion of their "farewell" (maybe) tour and spectacular "Tommy" benefit performance in L.A. (set for nationwide Fox Network airing next week (9/13)), the Who roll into visual focus. Next week, who else but the Rolling Stones should get the spotlight? After that, we'll see.

The Who began in 1963 as the High Numbers, serious musical representatives of Britain's young mods, dedicating to looking sharp, feeling alert, and spreading the gospel about obscure American soul records. Becoming the Who in late '64, they retained much of the mod ideology, combining it with a highly visual orientation stemming from Pete Townshend's art school influences.

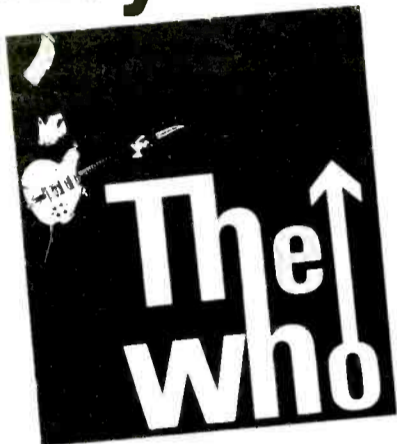
The vintage 1965 photo (bottom right box, top left) shows that serious arty mod look at its sullen pique, complete with Keith Moon target T-shirt, military garb for John Entwistle (right), and buttons galore for Townshend. This is the



Who are you? — Townshend, Daltrey & Entwistle bring back the Who one more time

fanatic youth group that hoped it would die before it got old and, for better (you bet) or worse, did not get its wish.

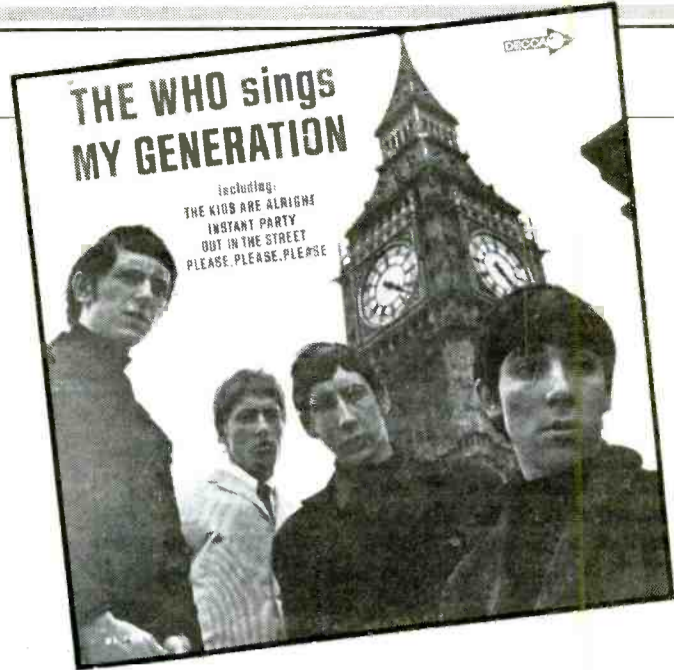
Sadly, drummer Moon did die before he got old. His replacement was Kenney Jones from the Small Faces/Faces. He's shown in the



midseventies shot (see caption, bottom right box), but although his drumming credentials were up to the mark, he joined the Who during their long slow fade and eventually departed.

Also shown below right is a shot of the group hanging around a local hood around '66 or '67. Daltrey wanted to drive the car. Entwistle to collect it, Townshend to smash it up, and Moon to submerge it.

Above center, the surviving original Whosters join together for an '89 tour shot, complete with American flag replacing the traditional Union Jack and even a Boris the Spider pin on Entwistle's shirt. What's next after this attention-getting, see-me/film-me tour? An easy answer: Who knows?



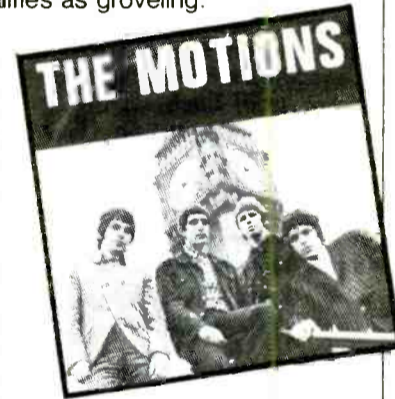
Substitute For Some Other Guys

Last week in this corner, the Hee Bee Gee Bees proved, by mercilessly mocking the Bee Gees, that imitation isn't always the sincerest form of flattery. This week's example, however, almost qualifies as groveling.

The early Who were a huge influence on countless groups worldwide, from the Small Faces to the Japanese translator who rendered the opening lines of "Happy Jack" as follows: "Happy Jack was a toad, but he was a man." One such act was Holland's Motions.

The band, after checking out the photo of the Who posed menacingly against the looming edifice of Big Ben, arranged themselves in similar postures on the sleeve of their "Everything That's Mine" single.

"Everything That's Mine," incidentally, is a savage rocker with a guitar break lifted straight from the Who's "Anyway Anyhow Any-



where" — a touching salute from Motions guitarist Robby Van Leeuwen, who went on to write "Venus" for his next group, Shocking Blue.

The Day The Who Sold Out

Long before Eric Clapton ever dreamed of doing a Michelob commercial, eons ahead of the first glimmer of a Rolling Stones/Jovan perfume tour package, the Who presented a blatant display of their commercial appeal.

The late-1967 album accompanying the cover photos shown here was called "The Who Sell Out," and its tracks were interspersed with mock and real spots for Radio London, Medac pimple cream, Roto Sound Strings (choice of John Entwistle), and other fine products. The group was no stranger to such enterprises, having cut a BBC Radio One spot to the tune of "My Generation" earlier in the year, but this time the concept was to make the album sound like a typical pirate radio (the pre-Scott Shannon lower-case British variety) show — which it did, if you ac-



cepted the idea that a typical pirate radio show consisted of ten Who songs interspersed with commercials.

To complete the package, the four Who members posed with some of their "favorite" products. Roger Daltrey always looked particularly rapturous esconced in his bean bath.

So when people raise quizzical eyebrows at the Who's tour association with Miller Beer, you can always point out that this was the band that actually invented corporate sponsorship.



Mods 'N' Sods
Above left, the modular 1965 look. Below that, the '70s Who with Kenney Jones (top right). Top right, Keith Moon, after enlisting the band to help test his next car for buoyancy, instructs his chauffeur to drive it into the swimming pool.

Clayton, MacGowan, Osbourne: Rockin' 'Round The Docket

U2 are free to fulfill their Australian tour commitments now that bassist ADAM CLAYTON was NOT convicted for a drug offence last week. Clayton appeared at Dunderm District Court, where he pleaded guilty to possessing 19 grammes of cannabis. The bassman was discharged on condition that he pay 25,000 Irish pounds to the Dublin Women's Aid Centre.

Down in London, the POGUES' lead singer SHANE MacGOWAN was fined 150 pounds for possession of cannabis. In the meantime, the Pogues continue to promote their current release ("White City") by putting it on the B-side of a limited edition 12-inch, which includes their live rendering of ROD STEWART's "Maggie May."

In other jailhouse rock news, OZZY OSBOURNE was in court in Beaconsfield, Buckinghamshire earlier this week after allegedly threatening to kill his wife and manager, SHARON. Osbourne was remanded on bail until September 25 on the condition that he stays at the Huntercombe Manor Rehabilitation Centre, a nearby drying-out clinic.

The Errol Of Their Ways

DOGS D'AMOUR will not be allowed to immortalise the name of ERROL FLYNN on vinyl in America, owing to a somewhat negative response from the executors of Flynn's estate. The British rockers with a reputation for wild behaviour were refused permission to name their new album after their hero, so they've gone for the title "King Of Thieves" instead.

Lead singer/rhythm guitarist TYLA, who designs all the band's



sleeves, was called in at the last minute to make the necessary changes to the artwork. In the UK, the first run of the album will be issued under its original title on September 18.

Go West, Go Distance

RICHARD DRUMMIE and PETER COX of GO WEST turn up on ROBERT HART's debut LP, which was released in the UK this week. The Western duo contribute backing vocals and guitar on "Cries And Whispers." Drummie also wrote "Heart," which is likely to be the first UK single.



Adam Clayton — a fined, fined boy?

Incidentally, English-born Hart is also lead vocalist with the DISTANCE, the band centered upon ex-CHIC members bassist BERNARD EDWARDS and drummer TONY THOMPSON, which is scheduled to release an album later this year. Thompson, you may recall, was also the drummer on the POWER STATION album and tour a couple years back.

Forthcoming 45s

A&M's two Glasgow rock bands have new releases. GUN follow up their recent "Better Days" hit with "Money (Everybody Loves Her)," and DEL AMITRI's new one is called "Stone Cold Sober."

Meanwhile, A CERTAIN RATIO, favourites in the indie world for ten years and now signed to A&M, have a new single out, titled "Backs To The Wall." An album, to be called "Good Together," will follow later in September.

On Monday (9/11), Birmingham rockers BALAAM & THE ANGEL return with "I Took A Little," the first release from their third album ("Days Of Madness"), which will be out in a month's time.

Also due 9/11, "Don't Let Me Down Gently" from the WONDER STUFF, and "Facts Of Love" by CLIMIE FISHER.



Ozzy Osbourne — a dry-out tryout?

B-Side Title O' The Week

"You Keep It All In" is the second single from the BEAUTIFUL SOUTH (featuring ex-HOUSE-MARTINS members PAUL HEATON and DAVE HEMINGWAY).

"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.

PETE WINGFIELD of "Eighteen With A Bullet" fame produced, and the B-side is titled "I Love You (But You're Boring)!"

Radio Radio

"Sowing The Seeds Of Love" was the record chosen to launch a new CHR-formatted radio station (Atlantic 252) last Friday (9/1). Based in Ireland, the station will broadcast 13 hours daily on long wave and can be heard easily in Southeast England.

Station management claims potential audience figures across Ireland and the UK of 30 million. The station has been set up by the Irish and Luxembourg broadcasting companies, RTE and RTL, respectively.



Shane MacGowan — a (smaller) fined, fined boy.

Baby Baby

DURAN DURAN's SIMON LE BON and his wife, YASMIN, will name their daughter, AMBER ROSE. The baby was born in North London on August 25.

BRITAIN



LW TW

- | | | |
|----|----|---|
| 2 | 1 | BLACK BOX/Ride On Time (De Construction/RCA) |
| 1 | 2 | JIVE BUNNY & MASTERMIXERS/Swing The Mood (Music Factory) |
| 3 | 3 | CLIFF RICHARD/I Just Don't Have The Heart (EMI) |
| 16 | 4 | TEARS FOR FEARS/Sowing The Seeds Of Love (Fontana/PG) |
| 5 | 5 | BIG FUN/Blame It On The Boogie (Jive) |
| 8 | 6 | STARLIGHT/Número Uno (CityBeat) |
| 9 | 7 | BEATMASTERS I/BETTY BOO/Hey DJ/I Can't Dance... (Rhythm King) |
| 6 | 8 | MARTIKA/Tot Soldiers (CBS) |
| 15 | 9 | ALYSON WILLIAMS/I Need Your Lovin' (Def Jam/CBS) |
| — | 10 | JASON DONOVAN/Every Day (I Love You More) (PWL) |
| — | 11 | DAMIAN/Time Warp (Jive) |
| 10 | 12 | ALICE COOPER/Poison (Epic) |
| 4 | 13 | LIL LOUIS/French Kiss (FFRR/PG) |
| — | 14 | RICHARD MARX/Right Here Waiting (EMI USA) |
| 14 | 15 | ADEVA/Warning! (Cooltempo/Chrysalis) |
| 20 | 16 | DONNA SUMMER/Love's About To Change My Heart (WB) |
| — | 17 | GUNS N' ROSES/Nightrain (Geffen) |
| 11 | 18 | LISA STANSFIELD/This Is The Right Time (Arista) |
| 17 | 19 | BON JOVI/Lay Your Hands On Me (Vertigo/PG) |
| 7 | 20 | LIZA MINNELLI/Losing My Mind (Epic) |

Moving Up

- TINA TURNER/The Best (Capitol)
 EURHYTHMICS/Revival (RCA)
 JANET JACKSON/Miss You Much (Breakout/A&M)
 DEBBIE GIBSON/We Could Be Together (Atlantic)
 SYDNEY YOUNGBLOOD/If Only I Could (Circa/Virgin)
 PRINCE/Partyman (WB)

The Network Chart, courtesy MRIB

DANCE TRACKS

8/25 9/8

- | | | |
|----|----|---|
| 18 | 1 | SOUL II SOUL/Back To Life (Virgin) |
| 1 | 2 | PRINCE/Baldance (WB) |
| 2 | 3 | PAULA ABDUL/Cold Hearted (Virgin) |
| 3 | 4 | FLAME I/TONY TERRY/On The Strength (Epic) |
| — | 5 | D'MOB/It Is Time To Get Funky (FFRR/Polydor) |
| — | 6 | ARETHA FRANKLIN & WHITNEY HOUSTON/It Isn't It Wasn't (Arista) |
| — | 7 | NENEH CHERRY/Kisses On The Wind (Virgin) |
| — | 8 | STEVE "SILK" HURLEY/Work It Out (Atlantic) |
| — | 9 | INNER CITY/Do You Love What You Feel (Virgin) |
| 16 | 10 | JETS/You Better Dance (MCA) |
| — | 11 | DEAD OR ALIVE/Come Home With Me (Epic) |
| 5 | 12 | INFORMATION SOCIETY/Lay All Your Love On Me (Tommy Boy/Reprise) |
| — | 13 | SYBIL/Don't Make Me Over (Next Plateau) |
| — | 14 | COVERGIRLS/My Heart Skips A Beat (Capitol) |
| 9 | 15 | SEDUCTION/You're My One And Only (Vendetta/A&M) |
| — | 16 | YOUNG MC/Bust A Move (Delicious Vinyl/Island) |
| 19 | 17 | L.L. COOL J/I'm That Type Of Guy (Def Jam/Columbia) |
| 20 | 18 | BEASTIE BOYS/Hey Ladies (Capitol) |
| 8 | 19 | CHAKA KHAN/Soul Talking (WB) |
| 11 | 20 | COLD CUT/People Hold On (Tommy Boy) |

Moving Up

- DONNA SUMMER/Love's About To Change My Heart (Atlantic)
 REDHEAD KINGPIN/Do The Right Thing (Virgin)
 BARDEUX/I Love The Bass (Enigma)
 SHANA/I Want U (Vision)
 BOOK OF LOVE/Witchcraft (Sire/WB)
 DE LA SOUL/Say No Go (Tommy Boy)
 CURE/Lovesong (Elektra)
 GEORGE CLINTON/Why Should I Dog You Out (Paisley Park/WB)

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DANCE MUSIC

AUSTRALIA

LW TW

- | | | |
|---|----|--|
| 1 | 1 | IAN MOSS/Telephone Booth |
| 2 | 2 | JAMES REYNE/One More River |
| 8 | 3 | KATE CEBERANO/Love Dimension |
| 3 | 4 | PAUL KELLY/Sweet Guy |
| 6 | 5 | KATE CEBERANO/Bedroom Eyes |
| 9 | 6 | D. BRAITHWAITE/Sugar Train |
| 5 | 7 | JENNY MORRIS/Saved Me |
| 7 | 8 | J. DIESEL & INJECTORS/Lookin' For Love |
| — | 9 | INDECENT OBSESSION/Say Goodbye |
| — | 10 | IAN MOSS/Out Of The Fire |

Most Added

- BOOM CRASH OPERA/Get Out Of The House
 KATE CEBERANO/Brave
 MAX Q/Way Of The World
 NOISEWORKS/In My Youth

CANADA

LW TW

- | | | |
|---|----|---|
| 1 | 1 | KIM MITCHELL/Rock N' Roll Duty |
| 2 | 2 | INDIO/Hard Sun |
| 3 | 3 | ALANNAH MYLES/Black Velvet |
| 5 | 4 | PARADOX/Waterline |
| 4 | 5 | JEFF HEALEY BAND/Angel Eyes |
| 8 | 6 | SASS JORDAN/Stranger Than Paradise |
| 6 | 7 | TROOPER/Boy With A Beat |
| — | 8 | GRAPES OF WRATH/All The Things I Wasn't |
| — | 9 | ANNETTE DUCHARME/Slavery |
| — | 10 | TOM COCHRANE/Different Drummer |

Most Added

- KON KAN/Puss N' Boots

Top 10 Canadian CHR hits courtesy The Record (416) 533-9417.

NEW & ACTIVE

ONE OF THE "MOST ADDED"

WXKS 24-19
WEGX add
Z95 22-17
WHYT 16-13
WLOL 31-28
Y108 24-19
KWOD deb 34
KCPX 37-33
KKLQ 28-23
KPLZ deb 29
KUBE deb 29
KEGL add
WDFX 19-16
KXXR deb 36
FM102 deb 28
99WGY add
WSPK add
WPST 38-29

111/28
KOY-FM 21-16
WYCR add
K106 19-10
KZZB add
KZFM add
WAPE add
KTUX add
WDLX add
KRNQ add 33
WWCK 30-15
KJ103 add
Z99 27-21
WRQN add
KKMG add
KSND 26-20
KCAQ add
WRCK add

KMOK 13-9
95XIL add
WKSF add
WQID add
B98 30-24
Q104 33-28
WYKS add
KNOE add
KNIN 20-12
WVBS add 40
WCIL deb 20
WLRW add
WAZY add
WDBR add 38
KFMW 37-31
WIFC 28-24
ZFUN 40-33
KWNZ add

AOR TRACK **26** BREAKER

WXKS add
KEGL deb 20
KXXR 28-25
WPST add
KTUX deb 35
KATM add
KRZR 32-29

WJMX add
KIXY add
KNIN deb 36
WIBW add
KTMT add
OK95 deb 39

Plus...

KXYQ WPFM
WROQ KPAT
KZ106 KFMW
KSND ZFUN
KZZU KHTY

THE CULT

"EDIE (CIAO BABY)"

THE NEW SINGLE FROM THE ALBUM *SONIC TEMPLE*
PRODUCED BY BOB ROCK

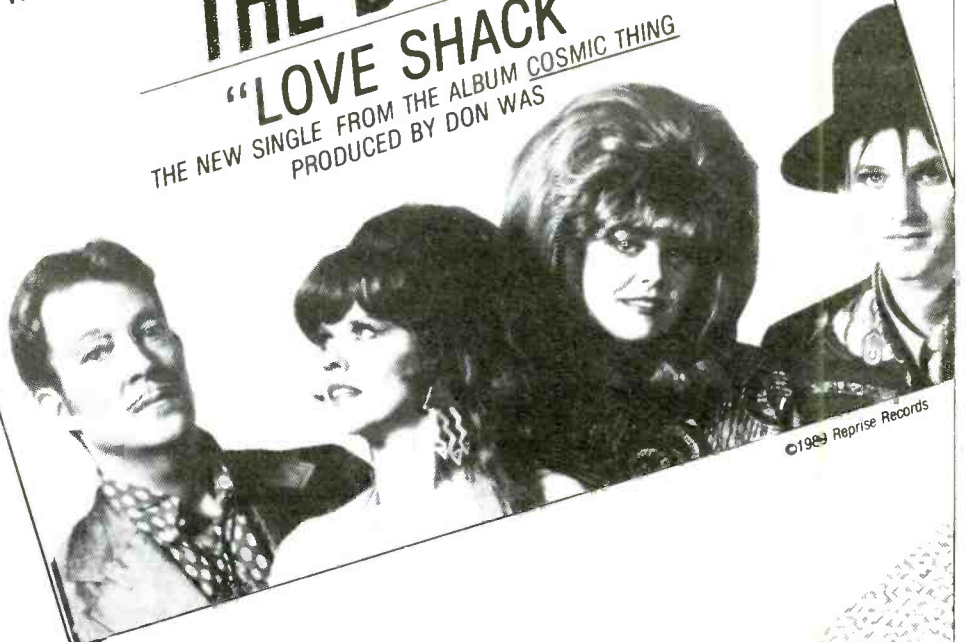


Beggars Banquet

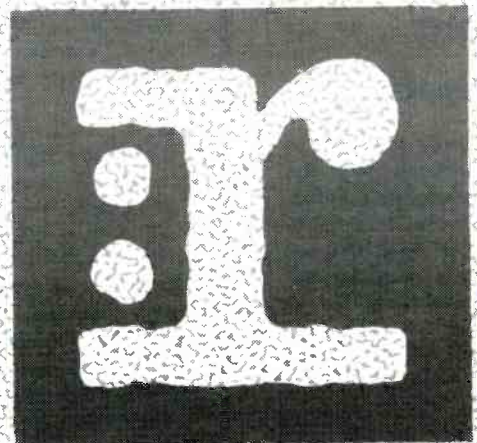
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THE B-52'S

"LOVE SHACK"
THE NEW SINGLE FROM THE ALBUM *COSMIC THING*
PRODUCED BY DON WAS



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COMPACT DATA®

'Wonder Years' Soundtrack Album On Horizon

Following in the footsteps of Capitol's success with the "Beauty And The Beast" TV show soundtrack LP, Atlantic will release a soundtrack to the hit television series, "The Wonder Years," that'll feature an original tune from musical youth Debbie Gibson as well as a collection of vintage hits and rerecorded classics.

Along with the Gibson gal's new song — "Come Home (Wonder Years)" — the LP will include DG's version of the Five Satins oldie "In The Still Of The Nite," the Escape Club's cover of the Doors' "Twentieth Century Fox," Julian Lennon's remake of the Rolling Stones' "Ruby Tuesday," and a Was (Not Was) cover of the Four Tops' "Baby I Need Your Loving."

The album (due out in mid-October) also includes Richie Havens's version of Cat Stevens's "Peace Train," Judson Spence's cover of Dobie Gray's "Drift Away," and the Indigo Girls' version of the Youngbloods' "Get Together." Vintage cuts by Joe Cocker, Buffalo Springfield, CSN&Y, Van Morrison, and Carole King round out the package.

MTV Has Sole

Beginning this fall, consumers can walk into some of the nation's more upscale retail clothing stores and buy their very own pair of MTV logo sneakers. The line of shoes — manufactured by "Vans" sport shoemakers the Van Doren Rubber Company — will consist of three to five "core" patterns and feature "limited edition" models that will only be available for six to eight weeks each.

The Waiting

The US debut album from Toronto-based singer/songwriter Mary Margaret O'Hara hit the street this



A Promo With Teeth

Atco Records sewed up all votes for Promo Item O' The Week by shipping AOR programmers full-length CD copies of the new Files On Fire eponymous album — which includes the destined-to-be-a-New Rock-classick "Baptize Me Over Elvis Presley's Grave" — inside tailor-made denim sleeves!

The endearing dungarees (pictured) come complete with gold stitching and fully-functioning zip-pers, giving rise to the age-old musical question: "It's got pants, but does it have legs?"



WONDER BRED — Debbie Gibson, voice of a generation.

week — five years after the project was initially recorded. The "new" Virgin LP ("Miss America") sports the single "Body's In Trouble."

Ms. Folk Meets Mr. Soul

Elektra Records will release folk queen Tracy Chapman's second LP ("Crossroads") on October 3. She gets a little help on the disc from Neil Young (who plays acoustic guitar on the track "All You Have Is Your Soul"), veteran tubsman Russ Kunkel, and guitar czar G.E. Smith.

Return O' The Rockers

Mercury Records will release "Y.U.I. Orta" — the new album from ex-Mott The Hoople frontman Ian Hunter and former David Bowie riffslinger Mick Ronson — on October 3. Former Chic bassist Bernard Edwards produced the disc, with the first single, "American Music," due September 8.

Hunter, incidentally, can currently be heard on the charts as the author of Great White's "Once Bitten, Twice Shy" and the co-writer (with Mick Jagger) of Mick Jones's debut single, "Just Wanna Hold."

Brothers And Other Strangers

Michael Penn's debut RCA album ("March") will be in stores on September 12. The younger brother of camera-shy actor Sean Penn wrote all the songs himself, but gets a little musical help from MCA artist Charlie Sexton, whose baby brother, Will, records for MCA as well.

Quick Licks

• BMG/RCA owner Bertelsmann AG says it will begin manufacturing "CDVs" — 12-inch compact discs that also play video tracks — beginning early next year.

Precious Metal

The RIAA has issued the following album awards for the month of August:

GOLD ALBUMS: "Love And Rockets," Love And Rockets, Beggars Banquet/RCA; "Martika," Martika, Columbia; "Dylan And The Dead," Bob Dylan, Columbia; "His Epic — The First Eleven — To Be Continued," Merle Haggard, Epic; "Flowers In The Dirt," Paul McCartney, Capitol; "Walking With A Panther," L.L. Cool J, Def Jam/Columbia; "Classics/The Early Years," Neil Diamond, Columbia; "Fantastic," Wham!, Columbia; "Borboletta," Santana, Columbia; "Keep On Movin'," Soul II Soul, Virgin; "Big Game," White Lion, Atlantic; "Black Celebration," Depeche Mode, Sire/WB; "Ghostbusters II Soundtrack," various artists, MCA; "What You Don't Know," Expose, Arista; "In My Eyes," Stevie B., LMR; "Big Tyme," Heavy D & The Boyz, MCA; "Knowledge Is King," Kool Moe Dee, Jive/RCA; "Make His Praise Glorious," Sandi Patti, Word; "Sweet Sixteen," Reba McEntire, MCA; "See The Light," Jeff Healey Band, Arista; "Batman Soundtrack," Prince, WB; "Close-up," David Sanborn, Reprise; "Long Live The Kane," Big Daddy Kane, Cold Chillin'/Reprise; "After The Snow," Modern English, Sire/WB; "Anderson Bruford Wakeman, Howe," Anderson, Bruford, Wakeman, & Howe, Arista.

PLATINUM ALBUMS: "Phantom Of The Opera," original cast, Polydor; "British Steel," Judas Priest, Columbia; "Blood On The Tracks," Bob Dylan; "Walking With A Panther," L.L. Cool J; "In My Tribe," 10,000 Maniacs, Elektra; "It Takes A Nation Of Millions To Hold Us Back," Public Enemy, Def Jam/Columbia; "The Collection," Amy Grant, Myrrh; "Dirty Rotten Filthy Stinking Rich," Warrant, Columbia; "Batman Soundtrack," Prince.

MULTI-PLATINUM ALBUMS: "The Raw And The Cooked," Fine Young Cannibals, IRS/MCA; "Girl You Know It's True," Milli Vanilli, Arista; "Repeat Offender," Richard Marx, EMI; "Batman Soundtrack," Prince (all two million); "Animals," Pink Floyd, Columbia; "Memories," Barbra Streisand, Columbia; "Greatest Hits Vol. I & II," Billy Joel, Columbia; "G N' R Lies," Guns N' Roses, Geffen (all three million); "Wish You Were Here," Pink Floyd; "Greatest Hits," Air Supply, Arista (both four million); "Guilty," Barbra Streisand; "Don't Be Cruel," Bobby Brown, RCA (both five million); "Foot-loose Soundtrack," various artists, Columbia (six million); "The Wall," Pink Floyd (seven million); "Born In The USA," Bruce Springsteen, Columbia (11 million).



46.1 million households
Patti Galluzzi
Director/Music Programming

Weeks On

HEAVY

- PAULA ABDUL/Cold Hearted (Virgin) . 8
- CHER/If I Could Turn Back Time (Geffen) . 7
- NENEH CHERRY/Kisses On The Wind (Virgin) . 5
- JEFF HEALEY BAND/Angel Eyes (Arista) . 6
- DON HENLEY/End Of The Innocence (Geffen) . 9
- JANET JACKSON/Miss You Much (A&M) . 2
- LIVING COLOUR/Glamour Boys (Epic) . 5
- RICHARD MARX/Right Here Waiting (EMI) . 7
- SKID ROW/18 And Life (Atlantic) . 14
- STARSHIP/It's Not Enough (RCA) . 4
- WARRANT/Heaven (Columbia) . 7

SNEAK PREVIEW

- AEROSMITH/Love In An Elevator (Geffen) . 7
- CURE/Lovesong (Elektra) . 2
- FINE YOUNG CANNIBALS/Don't Look... (IRS/MCA) . 4
- ELTON JOHN/Healing Hands (MCA) . 3
- MADONNA/Cherish (Sire/WB) . 1
- MILLI VANILLI/Girl I'm Gonna Miss You (Arista) . 3
- MOTLEY CRUE/Dr. Feelgood (Elektra) . 3
- TOM PETTY/Runnin' Down A Dream (MCA) . 4
- ROLLING STONES/Mixed Emotions (Columbia) . 7
- TEARS FOR FEARS/Sowing The... (Fontana/Mercury) . 7
- WHITE LION/Radar Love (Atlantic) . ADD

BUZZ BIN

- B-52'S/Channel Z (Reprise) . 6
- HOODOO GURUS/Come Anytime (RCA) . 3
- ZIGGY MARLEY &.../Look Who's Dancing (Virgin) . 3

ACTIVE

- BANG TANGO/No One Like You (MCA) . 8
- ALICE COOPER/Poison (Epic) . 5
- CULT/Edie (Ciao Baby) (Sire/Reprise) . 2
- DANGEROUS TOYS/Teas'n, Pleas'n (Columbia) . 10
- ENUFF Z'NUFF/New Thing (Atco) . 2
- GRACES/Lay Down Your Arms (A&M) . 4
- MICK JONES/Just Wanna Hold (Atlantic) . 3
- KATRINA & WAVES/That's The Way (SBK) . 5
- MAX Q/Way Of The World (Atlantic) . ADD
- MICHAEL MORALES/What I Like... (Wing/Polydor) . ADD
- TREVOR RABIN/Something To Hold On To (Elektra) . 5
- TINA TURNER/The Best (Capitol) . 7

MEDIUM

- DARLING CRUEL/Everything's Over (Polydor) . 7
- GORKY PARK/Bang (Mercury) . 5
- GREAT WHITE/Angel Song (Capitol) . ADD
- JEFFERSON AIRPLANE/Planes (Epic) . ADD
- KING 'S X/Over My Head (Atlantic) . 6
- RAGING SLAB/Don't Dog Me (RCA) . 1
- ROXETTE/Listen To Your Heart (EMI) . ADD
- STAGE DOLLS/Love Cries (Chrysalis) . 10
- 10,000 MANIACS/Eat For Two (Elektra) . 1
- TESLA/Love Song (Geffen) . 3
- TEXAS/Don't Want A Lover (Mercury) . 3
- TORA TORA/Walkin' Shoes (A&M) . 6

BREAKOUT

- DANGER DANGER/Naughty... (Imagine/CBS Assoc.) . 7
- DOOBIE BRDS./Need A Little Taste Of... (Capitol) . 3
- INDIO/Hard Sun (A&M) . 3
- KIX/Don't Close Your Eyes (Atlantic) . 7
- MARY'S DANISH/Don't Crush The Car... (Chameleon) . 7
- ORDINAIRES/Kashmir (Bar None/Restless) . 7
- KEVIN PAIGE/Don't Shut Me Out (Chrysalis) . 4
- STEVE STEVENS ATOMIC.../Atomic Playboys (WB) . 7
- WORLD TRADE/Revolution Song (Polydor) . 7
- YOUNG MC/Bust A Move (Delicious Vinyl/Island) . 2

ADDS

- GREAT WHITE/Angel Song (Capitol)
- JEFFERSON AIRPLANE/Planes (Epic)
- MAX Q/Way Of The World (Atlantic)
- MICHAEL MORALES/What I Like... (Wing/Polydor)
- ROXETTE/Listen To Your Heart (EMI)
- WHITE LION/Radar Love (Atlantic)



30.6 million households
Sal LoCurto, Director/Music Programming
Norman Schoenfeld, Director/Talent & Artist Relations

Weeks On

FIVE STAR VIDEOS

- HARRY CONNICK JR./It Had To Be You (Columbia) . 8
- NANCI GRIFFITH/It's A Hard Life (MCA) . 4
- K.D. LANG/Trail Of Broken Hearts (Sire/WB) . 3
- ZIGGY MARLEY &.../Look Who's Dancing (Virgin) . 3
- PAT METHENY/Slip Away (Geffen) . 3
- POCO/Call It Love (RCA) . 4
- 10,000 MANIACS/Eat For Two (Elektra) . 7

HEAVY

- PAULA ABDUL/Cold Hearted (Virgin) . 7
- BEACH BOYS/Still Cruisin' (Capitol) . 7
- BEE GEES/One (WB) . 11
- MICHAEL BOLTON/Soul Provider (Columbia) . 12
- GLORIA ESTEFAN/Don't Want To Lose You (Epic) . 10
- FINE YOUNG CANNIBALS/Don't Look... (IRS/MCA) . 7
- JEFF HEALEY BAND/Angel Eyes (Arista) . 11
- DON HENLEY/End Of The Innocence (Geffen) . 6
- JANET JACKSON/Miss You Much (A&M) . 2
- ELTON JOHN/Healing Hands (MCA) . ADD
- RICHARD MARX/Right Here Waiting (EMI) . 8
- SOUL II SOUL/Keep On Movin' (Virgin) . 11
- SURFACE/Shower Me With Your Love (Columbia) . 9

MEDIUM

- BABYFACE/It's No Crime (Solar/Epic) . ADD
- JACKSON BROWNE/Anything Can Happen (Elektra) . 7
- JIMMY BUFFETT/Take Another Road (MCA) . 8
- CUTTING CREW/Everything But My Pride (Virgin) . 1
- EXPOSE/When I Looked At Him (Arista) . 3
- MICK JONES/Just Wanna Hold (Atlantic) . 4
- KATRINA & WAVES/That's The Way (SBK) . 7
- PAUL McCARTNEY/This One (Capitol) . 4
- VAN MORRISON/Have I Told You Lately (Mercury) . 9
- BONNIE RAITT/Nick Of Time (Capitol) . 5
- ROXETTE/Listen To Your Heart (EMI) . ADD
- TINA TURNER/The Best (Capitol) . 2
- ANDREAS VOLLENWEIDER/Pearls &... (Columbia) . 2

LIGHT

- JOE COCKER/When The Night Comes (Capitol) . 2
- JEFFERSON AIRPLANE/Planes (Epic) . 7
- MARIA McKEE/To Miss Someone (Geffen) . 2
- JAMES McMURTRY/Painting By... (Columbia) . ADD
- SYD STRAW/Think Too Hard (Virgin) . ADD
- SWING OUT SISTER/You Do My... (Fontana/Mercury) . 1
- TEXAS/Don't Want A Lover (Mercury) . 10
- TUCK & PATTI/Castles Made Of Sand (Windham Hill) . 3

Information current as of September 5.

POLL STAR

CONCERT PULSE

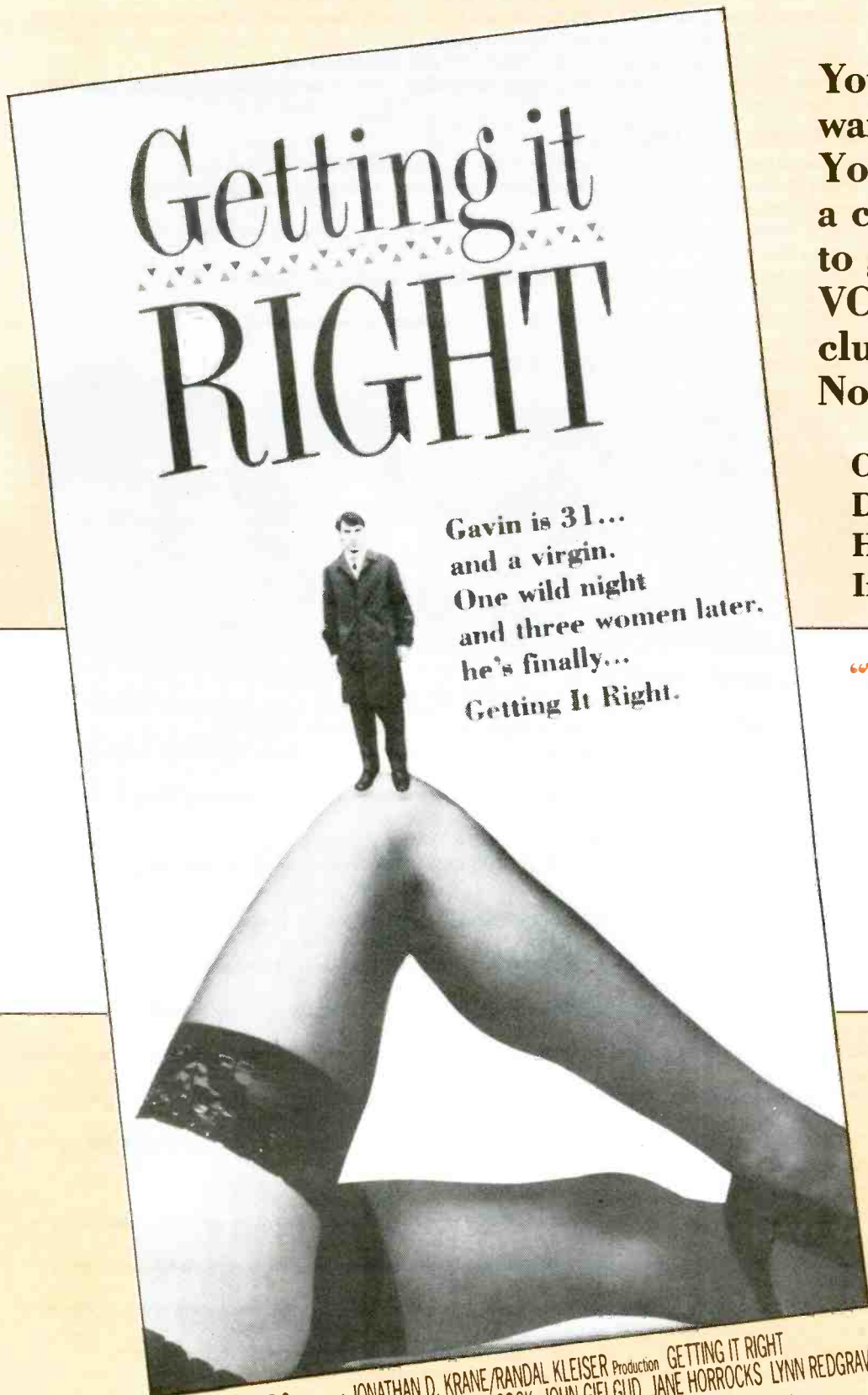
Pos.	Artist	Avrg. Gross (in 000s)
1	WHO	\$1787.6
2	GRATEFUL DEAD	\$1147.1
3	NEIL DIAMOND	\$610.5
4	BON JOVI	\$339.0
5	ROD STEWART	\$296.3
6	DOOBIE BROTHERS	\$238.5
7	JIMMY BUFFETT	\$235.9
8	NEW ORDER/PUBLIC IMAGE LTD./SUGARCUBES	\$226.2
9	POISON	\$223.1
10	METALLICA	\$195.5
11	CLUB MTV TOUR	\$172.6
12	TOM PETTY & HEARTBREAKERS	\$139.4
13	STEVE MILLER	\$137.1
14	KENNY G	\$130.9
15	OZZY OSBOURNE	\$127.4
16	EAZY-E/N.W.A.	\$122.1
17	JACKSON BROWNE	\$113.4
18	CINDERELLA	\$101.8
19	JUDDS	\$98.2
20	AL JARREAU	\$95.0

New Tours

Among this week's new tours
ATLANTA RHYTHM SECTION
ANDREW "DICE" CLAY
CONCRETE BLONDE
DAVE MASON
RED HOT CHILI PEPPERS
RESIDENTS
STEVE STEVENS ATOMIC PLAYBOYS
TANYA TUCKER
JETHRO TULL
ANDREAS VOLLENWEIDER
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.



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You'll have what your listeners want...MCEG's "Getting It Right!" You can give it away...along with a chance for one of your listeners to get lucky and win a grand prize VCR. This free promotion is exclusively available October 9 - November 15 in these markets:

- | | | |
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| Chicago | Los Angeles | St. Louis |
| Dallas | Nashville | San Francisco |
| Houston | New York | Seattle |
| Indianapolis | Sacramento | Washington, D.C. |

"TWO THUMBS UP!" - *Siskel & Ebert*

"... the performance by Jesse Birdsall is right up there with... Dustin Hoffman in 'The Graduate'." - *Roger Ebert, Siskel & Ebert*

"... the sense of humor is very much the same as 'A Fish Called Wanda'."
- *David Sheehan,*
KNBC Channel 4 News

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Executive Producer RUSTY LEMORANDE Screenplay by ELIZABETH JANE HOWARD based on her novel
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'No Nukes' Ten Years Later

MONDAY, SEPTEMBER 18

1947/Ernest Tubb and Minnie Pearl headline the first country music show ever held at New York's Carnegie Hall.

1970/Rock guitar hero Jimi Hendrix dies in his London apartment. Most agree cause of death was inhalation of vomit due to barbiturate intoxication.

1978/The four members of Kiss simultaneously release solo albums.

1985/The South African government lifts a ban on Stevie Wonder's music so stations can play "I Just Called To Say I Love You."

1986/Disneyland opens Michael Jackson's "Captain EO" 3-D movie attraction.

1988/Art Garfunkel marries Kim Cernak in Brooklyn.

Born: Michael Franks 1944, Ricky Bell (New Edition) 1967, Frankie Avalon 1939, Joanne Catherall (Human League) 1962

TUESDAY, SEPTEMBER 19

1968/Country music legend Red Foley dies.

1971/Donny Osmond's second hit, "Go Away Little Girl," ascends to #1.

1973/Flying Burrito Brother Gram Parsons dies of an overdose. As per his request, Parsons's coffin is stolen a week later so his body can be cremated at Joshua Tree National Monument.

1979/Jackson Browne, Bruce Springsteen, James Taylor, Carly Simon, and the Doobie Brothers headline the first of five MUSE (Musicians United For Safe Energy) — aka "No Nukes" — concerts in New York.

1981/Simon & Garfunkel's reunion concert draws 500,000 to Central Park.

Born: Brook Benton 1931, Nile Rodgers 1952, Bill Medley 1940, Charlene Burch (Burch Sisters) 1962, Freda Payne 1945

WEDNESDAY, SEPTEMBER 20

1966/George Harrison travels to India for his first visit with the Maharishi Mahesh Yogi.

1970/Jim Morrison is acquitted on charges of lewd behavior in Miami, but convicted of indecent exposure for mooning a local audience.

1973/Neil Young & Crazy Horse open L.A.'s Roxy nightclub. Also, Jim Croce is killed in a plane crash en route to a Texas show.

1974/John Lennon is a guest DJ on KHJ/L.A. and slips in "You And Me Against The World," which the station had refused to play.

1987/While onstage at Washington's RFK Stadium, U2's Bono Hewson slips and sprains his shoulder. Concert ends a half-hour early.

Born: Alannah Currie (Thompson Twins) 1957



Charlene Burch, Ray Charles, Bruce Springsteen, Alannah Currie

THURSDAY, SEPTEMBER 21

1966/On a plane bound for England, Jimmy Hendrix changes the spelling of his first name to Jimi.

1974/Drummer Jeff "Skunk" Baxter leaves Steely Dan to join the Doobie Brothers.

1979/Crosby, Stills, Nash & Young perform a surprise reunion set at a MUSE "No Nukes" concert in New York.

1980/Elton John becomes the second major artist to sign with Geffen Records, following Donna Summer.

John Lennon signs the next day.

1984/Barbara Mandrell makes her acting debut in the TV movie "Burning Rage."

Born: Don Felder (Eagles) 1947, Betty Wright 1953, Don Preston (Mothers Of Invention) 1932

FRIDAY, SEPTEMBER 22

1962/At Carnegie Hall, Bob Dylan debuts "The Talking John Birch Society Blues" in the musical "Hootenanny."

1965/During a post-concert scuffle in Scandinavia, the Who's Roger Daltrey punches out Keith Moon and is almost thrown out of the band.

1981/While performing in Atlantic City, Victor Flamingo brings younger sister Trixie onstage for a trombone solo during "Polo in Acapulco."

1983/The Everly Brothers perform together for the first time in ten years. The duo had split after an onstage argument.

1988/"He can't sing or play guitar. I wouldn't cross the street to see him play for free." — In a USA Today interview, acclaimed crooner Joe Elliot of Def Leppard takes shots at Neil Young.

Born: David Coverdale (Whitesnake) 1949, Debby Boone 1956, King Sunny Ade 1946, Joan Jett 1958

SATURDAY, SEPTEMBER 23

1935/Bob Wills & The Texas Playboys begin their first recording sessions.

1969/"Clues Hint At Beatle Death" — A story in the London Daily Mirror ignites rumors that Paul McCartney is dead.

1983/"Eddie And The Cruisers," a movie based loosely on Jim Morrison's (or Buddy Holly's) life, opens nationally.

1987/Dwight Yoakam, credited with reviving the Bakersfield sound, plays that city for the first time. Buck Owens joins him on "Little Ways."

1988/Tammy Wynette and husband/manager George Richardson file for bankruptcy.

Born: Bruce Springsteen 1949, Ray Charles 1930, Julio Iglesias 1943

SUNDAY, SEPTEMBER 24

1957/Alan Freed's autobiographical movie "Mr. Rock & Roll" premieres.

1977/Just over a month after his death, the first Elvis Presley convention opens in Cincinnati.

1984/Bar-Kays guitarist Marcus Price is shot to death while leaving a rehearsal studio in Memphis.

1988/James Brown is arrested in Georgia after leading police on an hourlong, two-state car chase.

Born: Linda McCartney 1941, Gerry Marsden (Gerry & the Pacemakers) 1942

— Paul Colbert

Chris Beck presents:

A 3-Day Intensive Workshop

NEW BUSINESS

FROM NEW DECISION MAKERS & BUDGETS!

Thursday, Oct. 5
Friday, Oct. 6
and Saturday, Oct. 7

Sheraton Universal Hotel
Hollywood, California

You've read his
R&R Column - Now
see him
live!

ON-THE-STREET STRATEGIES

You'll learn techniques developed on the street through Chris Beck's actual sales calls this year with client stations that have generated local dollars from:

BLOCKBUSTER	SOUND
VIDEO	WAREHOUSE
K-MART	JC PENNEY
MAY CO.	7 ELEVEN
SEARS	OSCO DRUG
WALGREENS	FORD
WALMART	NABISCO

CASE STUDY EXAMPLES

You'll maximize your learning through actual case studies and examples of accounts that are on the air now!

MAJOR ACCOUNT SELLING

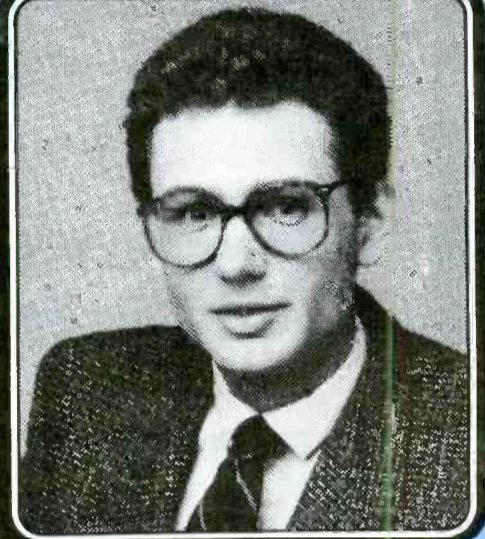
Learn how to create local business from Decision Makers such as:

- Human Resource Directors
- Department Managers
- VP Merchandising
- Dist. Mgr. of National Retail Accounts

from profitable prospecting telephone techniques, the right questions to ask, proposals to present and how to close!

UP SELL CURRENT ADVERTISERS

Create new business from current advertisers through new Decision Makers and budgets. Examples and actual case studies will be included!



Chris Beck

SEMINAR INFORMATION

Registration Includes:

Breakfast - Thursday, Friday & Saturday
Lunch - Thursday, Friday & Saturday
Chris' New Book "Sales Strategy"
Retail Dictionary and Terminology
Case Studies, Proposal Outlines and Telephone Techniques!

Seminar Cost:

Before September 7th - \$987
After September 7th - \$1200
Two or more - \$695

Cancellation Policy:

\$150 if cancelled before September 20th
No refunds after this date!
If you have to cancel, you may send a colleague in your place!

Travel Arrangements:

Delta Airlines is the official carrier of
Chris Beck Communications - File # K18035
For 40% to 75% off air fares
call 1 (800) 221-1212

Stay over Sat. night to take advantage of lower air fares!

AGENCY STRATEGIES

You'll learn how to capitalize on the Agency Culture of the 90's!

VENDOR SALES

You'll learn how to locally tap into manufacturer budgets including the how to's of getting new business from three different manufacturer budgets!

WHO SHOULD ATTEND

General Sales Managers
Local Sales Managers
Directors of New Business
Senior Account Executives

AMERICA'S MOST IN-DEMAND SALES ADVISOR!

Chris Beck is the Nation's most in demand sales advisor - Don't miss your only chance to see him in 1989! His counselling services are sold out through April of 1991!

Chris Beck's roster of clients he consults with on an annual basis includes the who's who in the business!

KISS 108 - BOSTON	KPLX/KLIF - DALLAS
WAVA - WASHINGTON	WMMS - CLEVELAND
Q95 FM - DETROIT	WIOD/97.6TR - MIAMI
WCKG - CHICAGO	KJR/KLTX - SEATTLE

You'll learn the same skills being used to generate new business by these and other top stations!

HERE'S WHAT AMERICA'S TOP BROADCASTERS ARE SAYING!

Beth Bibby, Director of Major Account Sales - KISS 108 Boston - With CHRIS BECK COMMUNICATIONS' technology, we have been able to generate local dollars from major accounts once thought of as unavailable. We've been able to open the lines of communication on a local level with huge National companies like SEARS and 7 ELEVEN. With CHRIS BECK's methods, no account will ever be off limits again!

Jeff Clark, Sales Manager - WIOD Miami - As a result of CHRIS BECK's strategies, we are getting four times the traditional budget spent by a grocery store and one salesperson alone generated over \$40,000 from Lessee's!

Dan Kunz, Sales Manager - WMMS Cleveland - Following three visits (within 90 days) we have generated close to six figures of business we would not have seen!

Chris Stonick, Sales Manager - WMIL Milwaukee - As a result of CHRIS BECK's recruitment techniques, my station will generate a minimum of \$250,000 this year on recruitment alone! This is a field of the 90's! I have now hired two salespeople to do nothing but recruitment!

Betty Pazdernik, President/General Manager - Q95 FM Detroit - In addition to helping us increase our share of budget with traditional advertisers, he has opened up new avenues that were hitherto unknown to us. We've doubled our sales staff since he's become a part of our team!

Gary Rozynek, General Sales Manager - WAVA Washington, D.C. - CHRIS BECK is on the cutting edge. Our people are implementing his technology and it is translating into hundreds of thousands of dollars in additional revenue!

DON'T MISS THIS OPPORTUNITY! - ACT NOW - ATTENDANCE IS LIMITED!

ONLY 20 SEATS REMAIN! — PAYS ITSELF WITH JUST ONE ORDER!

Call Now (818) 594-0851

or fax us at (818) 594-5030 - We'll fax your registration form, answer your questions or send you more information!



photo: Mary Bloom

HELP WITH A SMILE.

- All net profits from the sale of COMIC RELIEF 3 will be donated to the Comic Relief Organization, dedicated towards aiding America's homeless.
- Over 70 minutes of great comedy at a SPECIAL LOW PRICE.

With **BILLY CRYSTAL**
ROBIN WILLIAMS
and **Louie Anderson**
Arsenio Hall
Paul Rodriguez
Garry Shandling
Steven Wright
... and more



70893

- Comic Relief 3 is available on video from KVC Home Video.
- Comic Relief 1 and 2 are also available on Rhino.

Comic Relief is a registered trademark of Gary Thison.



BRAD MESSER

CALENDAR

JFORUM: Journalists' Electronic Bulletin Board

Newspeople starved for professional companionship don't necessarily have to go to conventions to soak up hot industry news and gossip. It's available — 24 hours a day — via the Journalism Forum, an electronic bulletin board operated by veteran broadcaster Jim Cameron on the CompuServe network. Anyone with a modem-equipped computer can participate.

Here's a sampling of topics I scanned on JFORUM last Thursday (8/31) during a 20-minute session, which cost less than \$5 in on-line time:

- It was announced that UPI regional wires are being added to the Executive News Service, which is an extra-charge option offering electronic clip filing. (ENS automatically clips all new reports about whatever subject you specify and sticks them in your own clip file.)

- Next came several messages commenting on the FCC, shock radio, and indecency. One forum participant observed that real political coverage requires thought, while "shock takes none."

Another pointed out that "laziness and concentration on issues like the pledge, etc. are the direct fault of the press [who] let Reagan lead them around by the nose and didn't have the guts to criticize him, his policies, and attitude as hard as they should have."

- Gay-bashing comments then followed. One individual in Southern California said he'd just

spent some time with high school students and "the extent of their homophobia is frightening! These students happen to be girls, and their hatred/fear extends to both male and female homosexuals." Another wondered whether "there's a correlation between popularity of homophobic humor on a city's radio station and incidence of attacks on gays."

He received a reply doubting any correlation, claiming that "in the case of a Howard Stern, his audience knows it's just a joke. In fact, this morning on his show, a young collegiate black man called asking to hear 'Black Jeopardy,' a skit with every stereotype in the book. Stern regularly has gay callers who like his material . . . It wasn't a DJ that instilled the prejudice that killed Yusef Hawkins in Brooklyn . . . The shock jock isn't turning anyone into a bigot. They're already that way."

More CompuChatter

The bulletin board then took a different path, with a reporter inquiring about "ideas for research sources, mainly periodicals, for

nature subjects. I've got 20 nature scripts to write."

There was a helpful reply to a journalist who was seeking telephone dialing directory software that can keep track of when calls were made to whom. A California newspaper announced it's seeking "an assistant entertainment editor . . . capable of having fun on the job." A newsman planning a trip to Washington State asked for, and promptly received, "suggestions and tips as to where to go, what to see, and what to stay away from."

Then came a major give-and-take blob of comments about the hottest controversy: the reported resignations of "two top managers" at Boston all-news WEEI, after an aircheck of an interview with Rep. Barney Frank was "turned over to the state Republican Party without their knowledge."

On-line newspeople were treated to an informative and thought-provoking range of opinions about "management interference in the newsroom." Hot heads and cool ones made their points. One writer asked, "What if the owners of your old paper clipped out a story you'd written and sent it to an interested party? Would you have quit?"

Issues, answers, gossip, inside information, social intercourse, and more are available day and night. To me, JFORUM's about 100 times hotter than any J magazine and 100 times cheaper than going to news conventions.

MONDAY, SEPTEMBER 18 — Rev. **Benjamin Weir** was released in 1985 after 18 months in the custody of terrorists in Lebanon. Within months of being freed, the longtime missionary was elected head of the US Presbyterian church.

In 1983, a Czech family of four used a homemade hot air balloon to escape to freedom in Austria. France finally outlawed the guillotine in 1981. The FBI found **Patty Hearst** in 1975 after a 19-month search. **Jimi Hendrix** OD'd in 1970. The US Air Force became an independent branch in 1947.

Birthdays: **Frankie Avalon** 49. **Robert Blake** 55. **Greta Garbo** 84.

TUESDAY, SEPTEMBER 19 — The first of several major earthquakes hit Mexico City in 1985, collapsing buildings and trapping hundreds in the rubble. Several dramatic rescues were accomplished by people digging with bare hands, but the death toll nevertheless reached about 5000.

West Germany banned leaded gas in 1984. New Zealand became the first nation to give women the vote in 1893. Belgium hosted the world's first beauty contest in 1888. President **John Garfield** died of an assassin's bullet in 1881, two months after being shot.

Birthdays: **Joan Lunden** ("Good Morning America") 38. **Paul Williams** 49.

WEDNESDAY, SEPTEMBER 20 — The National Climate Analysis Center reported in 1983 that the month of August had been the hottest month in recorded US history; drought and heat were blamed for more than 200 deaths. Livestock died by the thousands, and crop damage was set in excess of \$10 billion.

A year ago, **Lauro Cavazos** became Secretary of Education, America's first-ever Hispanic Cabinet member. **Billie Jean King** easily beat **Bobby Riggs** three games in a row in the Tennis Battle of the Sexes in 1973. **JFK** proposed a joint US-Soviet mission to the moon in 1963; the USSR declined. Trapper **Jim Bridger** discovered the Great Salt Lake in 1824 and thought at first it was the Pacific Ocean.

Birthdays: **Sophia Loren** 55. Dr. **Joyce Brothers** 61.

THURSDAY, SEPTEMBER 21 — The NFL was hit by its first midseason player walkout in 1982. The strike lasted until November 16, wiping out the heart of the season.

NATO and Warsaw Pact countries lessened the threat of an accidental European war in 1986 by agreeing to give notice of upcoming military exercises. **Sandra Day O'Connor** was confirmed in 1981 as the first female Associate Justice of the US Supreme Court. **James Chelich** set a Guinness record by doing 8450 somersaults in 1974.

Birthdays: **Bill Murray** 39. Author **Stephen King** 42. **Larry Hagman** 58.

FRIDAY, SEPTEMBER 22 — Iraq attacked several cities in Southwestern Iran and bombed the Teheran airport in 1980. Iran retaliated with air raids on two Iraqi bases, beginning an all-out, eight-year "holy war" that was finally put on hold via a UN ceasefire last year.

Procter & Gamble recalled all Rely tampons in 1980 because of the risk of deadly toxic shock syndrome. Racial segregation on US interstate buses was banned in 1961. The USSR set off its first nuclear weapon 40 years ago (four years after the US).

Fall begins at 9:20pm EDT (spring in the Southern Hemisphere).

Birthdays: **Scott Baio** 28. **Debby Boone** 33. **Tom Lasorda** 62.

Saturday (9/23): **Bruce Springsteen** 40. **Ray Charles** 59. **Mickey Rooney** 69.

Sunday (9/24): Mean **Joe Greene** 43. **Linda McCartney** 47. Muppetman **Jim Henson** 53.



DAN O'DAY

'HAWAII FIVE-ZERO'

Verbal Traps To Avoid

I receive lots of airchecks in the mail, and as a result I'm exposed to a wide range of talent and creativity. But for every tape that contains something special, I hear 20 that are indistinguishable from each other.

After years of listening to personalities across North America — both live and on tape — I've become aware that the same verbal gaffes are being repeated. Here's just a small sampling.

Numerous Complaints

• **Pronouncing the "0" in a phone number as "zero."** There are two reasons why I find this annoying. First, this is not the way most "real people" talk. If the number is 520-1686, almost everyone will give the prefix as "five-two-oh." Everyone, that is, except for one PD who insisted her air talent always say "zero" because, as she explained, "oh" is not a number. (Presumably this PD would have chastised Jack Lord: "That's 'Hawaii Five-Zero'!")

Not only does "zero" distract most listeners (because it contradicts normal, conversational speech), it also runs contrary to a mildly arcane science known as learning theory. Psychologists long have agreed that most people have a short-term memory "comfort range" of approximately seven items. Obviously, the fewer the items in a series, the easier the series is to remember.

One crucial method we use for retaining information is "chunking." We put two or more items together to create a single chunk. "Los Angeles" is two words, but most of us would treat it as one chunk. If you ask an R&R format editor for the office phone number, you'll undoubtedly be told, "Two-one-three, five-five-three, four-three-three-oh." That editor has converted ten separate digits into three easy chunks: the area code, the prefix, and the last four digits run together.

The shorter the chunk, the easier it is to remember. Not only is "oh" the common, conversational pronunciation of "0," it's also one fewer syllable less than "zero." And a single syllable can mean a lot when it comes to remembering a series of items.

• **Phone numbers in commercials.** Usually they're a complete waste of time, breath, and advertising dollars. "That's the big Labor Day sale at Ace Hardware."

ATTENTION JOCKS! If you think I should be writing about you, tell me why. Comments, suggestions, questions, and complaints are welcome. Due to the volume of mail, I regret that I cannot critique the airchecks I receive. But I'd love to hear what you're doing.

"Listeners don't pull over to jot down the phone number of that hardware store. Emphasize the name and location and sell the angle that appeals to the listener's self-interest."

Call 555-1237. That's 555-1237. That number once again, 555-1237!"

Wake up, copywriters! Listeners do *not* pull over to the side of the road to jot down the phone number of that hardware store! Emphasize the name and location and sell the angle that appeals to the listener's self-interest, but leave phone numbers for business cards. (Yes, there are exceptions: "For concert tickets, just dial T-I-C-K-E-T-S.")

• **Using "and" in numbers.** When reading "326 people lost their luggage," remember there's no "and" in 326. The number is pronounced "three hundred twenty-six," not "three hundred and twenty-six."

I'm the first to admit that this is a small point. Many "real" people do insert "and" in conversational use, but when a newscaster does that, it undermines his credibility as the voice of authority to those in the audience who know better.

Fascinating Patter

• **Redundancies.** Do you ever talk back to your radio? I do whenever I hear some dunderhead announcer say, "That's tomorrow night at 7pm." When I hear that I can't help but reply, "Oh, as opposed to tomorrow morning at 7pm?" It's "tomorrow night at seven" or "tomorrow at 7pm," "tomorrow night at 7pm" isn't just redundant, it's dumb.

Recently a PD disagreed with me on this point, saying, "People don't listen to radio that closely. You *have* to say both 'night' and 'pm' or they won't understand."

Yes, people don't usually pay full attention to the words emanating from their radios, but that doesn't mean they're idiots.

• **Mindless cliches.** More than a few air personalities and newscasters are guilty of spouting these. A common example is "self-confessed," as in "the self-confessed killer." Since when do confessed killers have someone else confess for them? "The confessed killer" expresses the thought nicely.

Another is "untimely death." I'm still waiting to hear about someone suffering a "timely death" — "He was very sick, he was in debt, he was about to go to jail; boy, he sure was lucky he died then!"

Why do otherwise well-spoken personalities indulge in such inanities? Because they don't think about what they're saying.

• **Inside jokes.** We've all heard it: two DJs (or perhaps a DJ and a newscaster) sharing a reference only they understand. Meanwhile, the listeners are left out. Radio is a circle of communication; your listeners are either inside or outside that circle. It's up to you, the air personality, to draw them into the circle. Don't exclude them with private jokes.

• **Anonymous team members.** It's always surprising to hear two or more personalities whose voices are similar, but who make no effort to identify themselves to their listeners. Team members should regularly address each other by name to let listeners know who they're hearing.

• **Unprepared DJs.** *The problem:* the record ends. The air talent opens the mike, gives the call letters, does the outro . . . and then fumbles around for his copy. *The solution:* know what you want

"There are those who go out of their way to use a fancy word — and misuse it. If you're not sure what a word means, don't use it."

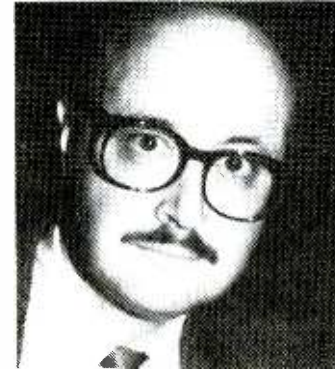
to accomplish *before* you open the microphone.

• **Mismatched verbs and nouns.** I know, this is the stuff you absolutely hated in English class. But it's hard for a newscaster or talk host to maintain an aura of competence when he says things like, "A group of demonstrators *were* gathered outside the embassy." The rule is easy to understand: a singular verb (e.g., *was*) follows a singular noun (e.g., *group*); plural verbs are matched to plural nouns.

More Hot Air

• **Counterfeit \$5 words.** Then there are those who go out of their way to use a fancy word — and misuse it. A common example is "enormity." I hear many a newscaster refer to "the enormity of the crowd" at a football game — an intended reference to its incredible size. Unfortunately, enormity has nothing to do with size; according to the dictionary, enormity refers to a monstrous evil. If

PDs' Pet Peeves



Kent Pavelka

KFAB/Omaha's Kent Pavelka: "My pet peeve is guys who say, 'It's x minutes past the hour of x.' Real people never talk this way. Why do jocks do this? Because too often they don't understand the difference between communicating and announcing."



B.K. Kirkland

WIKS/Coastal City, NC's B.K. Kirkland: "Jocks who talk over a lyric drive me up the wall. It's due to a lack of concentration; they just aren't paying attention. Most listeners turn on the radio to hear the music."



Tim Murphy

KMPS/Seattle's Tim Murphy: "Weather redundancies! 'It's 78 degrees outside.' 'The rain's coming down.' And timecheck redundancies: 'It's 8:25 right now.'"



Tom Carroll

WTUE/Dayton's Tom Carroll: "What drives me crazy is the jock who backsells everything by saying, 'And before that . . .' You don't have to list songs in the order they were played. The listener probably is interested in that one new cut you put on. Another pet peeve: always giving both the name of the song and the title of the album it comes from: 'From "Fragile," we heard "Roundabout" by Yes.'"

you're not sure what a word means, don't use it.

• **The DJ countdown.** "It's 2:35, just 25 minutes until Ed Jock comes your way . . ."

"It's 2:39, just 21 minutes away from Ed Jock . . ."

Some announcers have so little to say of substance that they resort to counting down the minutes until the next guy arrives. Perhaps if they thought more about the listeners and less about the station's staff schedule, they'd be able to find something to talk about that is of interest to the audience.

• **Intentional cliches.** Do you refer to Wednesdays as "hump days" — 15 or 20 times during one show? Does the term "TGIF" escape your lips 30 or 40 times during a typical Friday broadcast?

Congratulations! You sound just like every other non-thinking cookie cutter DJ in the country.

• **Talking from the station's point of view.** "Later on this hour, we'll be giving away tickets to see George Michael."

That is a coherent message, but

it's being delivered from the station's point of view. Why not add excitement by playing up the listener's self-interest: "How would you like to be sitting just six feet from the stage Friday night? You'll get your chance to win George Michael concert tickets in just minutes . . ."

• **Commercial numbness.** Commercials are intended to grab listener interest. But all too often they speak from the advertiser's point of view and ignore the target audience. We can't correct all the bad copywriting, but we can lobby for the death penalty for any copywriter who begins a spot with these fatal words: "Going on now . . ."

Editor's Note: Got some verbal pet peeves of your own? Send 'em to me at 1930 Century Park West, Los Angeles, CA 90067.

Dan O'Day, author of "Personality Radio," conducts air talent seminars for stations, groups, and associations. He can be reached at (213) 479-1767.

Bases Loaded With Rose Spoofs

By Mike Kinoshian

Because of his alleged off-field escapades, former Cincinnati Reds manager Pete Rose has been the object of countless bits and barbs. Not to be left out, radio personalities have indulged in a spate of song parodies to poke fun at the man once revered as "Charlie Hustle."

One humorous example is WCGY/Boston morning man Mike Morin's topical treatment of Nat King Cole's classic "Ramblin' Rose," transformed — naturally — into "Gamblin' Rose." Here are Morin's lyrics:

*Gamblin' Rose, Gamblin' Rose
Why you gambled, no one knows
Lots of cash blown,*

Giamatti knows

And he's calling you a ramblin' Rose

*Gamble on, gamble on
When your gamblin' days are gone
Who will love you, now that you're through*

*When your gamblin' days are gone
Gamblin' Rose, Gamblin' Rose
The bookies love you, heaven knows*

*Yes they love you, looks like you're through
Who'll convict you, you ramblin' Rose*

*One more time everybody now
Gamblin' Rose, Gamblin' Rose
You blew your money, the slips they show*

*Guido loves you, he's gonna break a you
Better hold on to your legs and toes.*

Got any song parodies you'd like to share with R&R readers? I'm all ears — write or call me at 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

Selling KOOL

KOOL/Phoenix is making some KOOL cash, merchandising items that reflect the station's Oldies image.

Marketing through music is an obvious approach, hence the station's compilation of a "KOOL Gold" album. Noted PD Del Hull, "It represents the best of rock & roll's beginnings and includes songs that many stations have forgotten for over 20 years."

Hull hopes the album will spark some memories. "Our personalities conduct a fun and emotion-filled trip back to the late '50s-early '60s. The songs we play help recall the friends and happenings of our late teens and early 20s, when we were graduating from school, starting our first fulltime jobs, or heading into military service."

Featured LP cuts include: Lee Andrews & The Hearts' "Try The Impossible"; the Capris' "There's A Moon Out Tonight"; the Riv-

ieras' "Count Every Star"; Don & Juan's "What's Your Name?"; Ron Holden's "Love You So"; and Johnny & Joe's "Over The Mountain."

The station has also opened a venue (the KOOL Radio Store) for distribution of other station goods, among which is a complete line of clothing/merchandise and a 1954 Seeburg jukebox. Listeners can order T-shirts, shorts, visors, baseball caps, golf shirts, and key chains, as well as oldies albums, cassettes, and CDs heard on the station.

The KOOL store is located in Phoenix's Town & Country Shopping Center. For more information, buzz the outlet at (800) 272-ROLL.

GOLD RUSH

Nearly 150 years later, we're about to strike another Gold Rush — in radio, that is. This particular column feature will cover the latest staff promotions/changes within the Gold format. So don't be left out. Please forward any personnel nuggets to me at 1930 Century Park West, Los Angeles, CA 90067.

WRVQ/Richmond OM **Jim Payne** joins crosstown WVMX (Oldies 106 FM) as PD . . . KFRC/San Francisco celebrated its third anniversary as Magic 61 with a stellar lineup of celebrity guests. Among those noting the occasion were **Steve Allen, Jim Lange, Eddie Fisher, Sammy Cahn, Henry Youngman, and Carol Channing.**



Sean O'Neel

KFMK/Houston Production Manager **Sean O'Neel** departs for a similar post at crosstown KLDE . . . **Todd Broady** nabs Asst. Production Director duties at WHTT/Bufalo . . . WSEN/Syracuse welcomes **John Carucci** as OM . . . KRSP (AM)/Salt Lake City has been selected as one of 45 finalists for the 1989 NAB Crystal Awards. Awards recognize community service and excellence in local achievements.

Editor's Note

Your input is essential for R&R's monthly Gold column. Please forward song parodies, unique promotions (along with black and white photos), station news, and key personnel moves to **Mike Kinoshian**, 1930 Century Park West, Los Angeles, CA 90067; or call (213) 553-4330.

Gold Spring Sweep

Here's a quick look at how some Gold stations fared in the latest survey. Arbitron spring '88/spring '89 demo rankings are followed by Birch spring '89 demo rankings and shares in parentheses. If you have suggestions regarding markets/stations you'd like to see profiled, call or write me at 1930 Century Park West, Los Angeles, CA 90067; (213) 553-4330.

Boston WODS

Arbitron 25-54: 2/5
Birch 25-54: 4 (6.6)

Denver KXKL-FM

Arbitron 25-54: 1/2
Birch 25-54: 2 (8.1)

Hartford WDRG-FM

Arbitron 25-54: 3/4
Birch 25-54: 4 (9.0)

Los Angeles KODJ (formerly KNX-FM)

Arbitron 25-54: 18 (tie)/11 (tie)
Birch 25-54: 16 (2.6)

KRLA

Arbitron 25-54: 22/27 (tie)
Birch 25-54: 25 (tie) (1.4)

KRTH (AM)

Arbitron 25-54: 28 (tie)/29 (tie)
Birch 25-54: 38 (0.6)

KRTH-FM

Arbitron 25-54: 2/6
Birch 25-54: 4 (5.2)

Madison WOLX (formerly WILV)

Arbitron 25-54: 11 (tie)/2
Birch: N/A

New York WCBS-FM

Arbitron 25-54: 1/1
Birch 25-54: 3 (5.4)

Oklahoma City KOMA

Arbitron 25-54: 13/3
Birch 25-54: 4 (7.0)

Orlando WOCL

Arbitron 25-54: 1/3
Birch 25-54: 3 (9.7)

Phoenix KOOL-FM

Arbitron 25-54: 3/8
Birch 25-54: 6 (5.1)

Pittsburgh WWSW-FM

Arbitron 25-54: 3/1
Birch 25-54: 5 (8.3)

Reno

KODS (formerly KHTZ)

Arbitron 25-54: 10/2
Birch: N/A

Rockford WKMQ

Arbitron 25-54: 1/1
Birch: N/A

St. Louis

KLOU (formerly KHTR)

Arbitron 25-54: 9/3
Birch 25-54: 5 (6.8)

Seattle KBSG

Arbitron 25-54: 6/3
Birch 25-54: 9 (3.9)



WARD & WINGERT WITNESS BOFFO BATMANIA — KRLA/Los Angeles was deeply involved with Batman fever recently. Pictured (l-r) are a station listener portraying Robin; real TV "Boy Wonder" Burt Ward, who helped do a morning KRLA airshift; Promotion Director Suzy Peters; and, as the Caped Crusader, Wally Wingert — whose "Wild Wild West" parody song tribute to Adam West is receiving airplay on Gold and contemporary stations. Wingert also does weekends on crosstown NAC KTWW.



KODS GETS ITS KICKS — KODS/Reno personnel gather with two history-making artists after a recent show; (back, l-r) Paul Revere, KODS GM Ken Sutherland, and air personality Bill Crawford; (front, l-r) KODS PD Tina Spears, air personality Dave Richards, and Bill Medley.



MIKE KINOSHIAN

SUMMER FUN IN CINCINNATI

A Tale Of Three ACs

Our monthly promotions review turns the spotlight on a noteworthy Cincinnati trio: WLW, WKRC, and WRRM.

Collecting The Purse

Here's an update on Just Plain Sweet, the filly featured in July's promotion wrap-up. Full-Service WLW and thoroughbred track River Downs teamed to give away the horse. The contest winner was then entitled to reap the horse's share of purses through the entire racing season, which concluded Labor Day weekend.

The results of this horseplay? Just Plain Sweet finished fourth the first time out for her new owners, good enough for \$290. Total winnings for the season amounted to nearly \$500.

or sell her at a silent auction.

Mystery Mailbox

Thanks to a little help from local Toyota dealers, Full-Service rival WKRC hid a new Camry within the greater metro area.

First-time racehorse owner Donna Wagner must now decide whether to keep Just Plain Sweet



Just Plain Sweet — WLW's giveaway horse.



GIMME THE KEYS — WKRC/Cincinnati contest winner Paul Brueggemann (c) receives the keys to a new Toyota Camry. Offering congratulations are (l-r) WKRC Marketing Director Bill Knoop, evening personality J.B. Miller, Brueggemann, Mike D'Amato of Cincinnati's Toyota Dealers, and overnigher Kristy Karras.

New Reporters Added

As you may have noticed, R&R's AC reporter base was recently augmented. We're pleased to welcome these 24 stations to the lineup:

Current-Based

- WMID/Atlantic City, NJ P3/East
KIDX/Billings, MT P3/West
WKRQ-FM/Mobile P2/South
WSUL/Monticello, NY P3/East
WNMB/North Myrtle Beach, SC P3/South
KWSI/Warm Springs, OR P3/West

Gold-Based

- WKLI/Albany, NY P2/East
WMRV/Binghamton, NY P2/East
WMJX/Boston P1/East
WWNK/Cincinnati P1/Midwest
WVUD/Dayton P2/Midwest
WMAG/Greensboro P2/South
KLTR/Houston P1/South
WKJY/Nassau, NY P1/East
WJQI/Norfolk P1/South
KISC/Spokane P2/West
WMGI/Terre Haute, IN P2/Midwest
KJYK/Tucson P2/West
WFAS/White Plains, NY P2/East
KXKL/Wichita P2/Midwest

Full-Service

- WBZ/Boston P1/East
WFMD/Frederick, MD P3/East
KFOR/Lincoln, NE P3/Midwest
KELO/Sioux Falls, SD P3/Midwest
Reporter selection and evaluation is an ongoing process. All ACs (NAC and Contemporary Jazz stations included) interested in becoming R&R reporters are urged to send in current playlists and background info. Please address pertinent particulars to: AC Editor Mike Kinoshian, R&R, 1930 Century Park West, Los Angeles, CA 90067. As always, feel free to call me at (213) 553-4330.

ACCELERATION

Programming

Terry Matthews takes over the PD chair from Bruce Goldsen at WIVY/Jacksonville... WMJJ/Birmingham evening personality Stevie Jansen shifts to WRKA/Louisville as MD... WQAL/Cleveland Promotion Director Kathleen Stein has left for KEZK & KOOL/St. Louis to serve in a similar capacity... WJON/St. Cloud, MN MD Nancy Fox is elevated to Asst. OD; PM driver Mike Diem moves to mornings/MD.

Brad Stone succeeds Don Bishop as KLCY/Salt Lake City MD... WROR/Boston air personality Jim Roberts adds MD duties... Twelve-year KNBR/San Francisco newsman Mark Provost steps up to ND... WTCR/Huntington ND Doug Birdsong joins WCMJ/Cambridge, OH in a similar position.

Air Talent

KJR/Seattle's Gary Lockwood extends his 14 years at the Ackerly station by inking a new six-year deal... WKSZ/Philadelphia weekend Don Dawson is promoted to 9am-noon; John Craft has exited... KSCB/Liberal, KS adds Scott Farmer from KMMJ/Grand Island, NE for mornings and Tim Ingram from KTCC/Colby, KS for evenings... KKCW/Portland morning air personality Craig Walker signs on as "PM Magazine" TV co-host September 11. Walker, who co-hosted the show 1985-86, will maintain his KKCW airshift.

WRRM/Cincinnati PD Pat Holiday is now part of the station's morning show. Taking PM drive is KATM/Colorado Springs PD Randy Stewart... Former WWRM/Tampa staffer Chris Curley joins KEZW/Denver as PM drive personality... Barry Ballard



Gary Lockwood

returns to WNMB/North Myrtle Beach, SC for overnights... WIRL/Peoria welcomes Steve Young to PM drive and Lauren Ray to evenings... WJIB/Boston taps Bill Heckbert for AM drive... Ten-year Bay Area personality Steve Collins moves to KJQY/San Diego for evening duties.

WRKA/Louisville's Shannon has switched to WMJJ/Birmingham as Lauren... WLTF/Cleveland picks up Eric Cramer as a parttimer... Changes at KEZH/Hastings, NE: Jeff Taylor slides from PM drive to mornings; Jean McKay handles afternoons... Humble Billy Hayes nabs nights at WKQX/Chicago.

Miscellaneous

Cannon Vernon is the new meteorologist on KKMJ/Austin... WVAE & WXYT/Detroit Chief Engineer Irv Laling leaves for similar duties at crosstown WNIC & WMTG... KBIG/Los Angeles has slotted "This Week In Music" with host midday talent Mark Taylor... WQSF/Quinton, VA has a new address and phone number: P.O. Box 100, Quinton, VA 23141; (804) 225-8333.

The station announced three new clues each weekday to assist sleuths in their quest to deduce the auto's location. At first, clues were vague ("Look north, south, east, or west, and focus on the address you know best"), then became more specific ("Here's one that will help you make your call, it's somewhere in Convention Center Mall"). After hearing these on-air clues, listeners sent postcards to mailboxes at sites where they believed the car was parked. "Cards were going everywhere," reported WKRC Marketing Director Bill Knoop. "They ended up at Riverfront Stadium, different bars, AT&T, and King's Island Amusement Park. It was great fun."

Senders of the first 55 cards (the station's AM dial position is 550) arriving at the correct spot — the Allright Parking office in downtown Cincinnati — received a key that could start the car. More than 530 people figured out the correct location. Paul Brueggemann of Independence, KY was the lucky key holder.

Tasty Treats

WRRM ("Warm 98") presented a free concert featuring Kenny Rankin and Scott Cossu as part of the third annual Great Inland Sea-



MAJORS' LEAGUE — Lee Majors sends a floater to the plate at the annual David Foster Celebrity Softball Game in Victoria, BC. The event raised nearly \$250,000 to help families of children requiring organ transplants. CFAX/Victoria, the game's official radio station, donated \$25,000.

CDs Go Over The Top Down Under

2KA/Penrith, Australia teamed with a local shopping center and CBS Records to award a lucky listener his height in CDs and a CD player.

Penrith is located 30 miles west of Sydney. 2KA services about 222,000 people in the Blue Mountains and Riverlands. Managing Director Ray Bean said the station is owned by Mike Walsh, one of Australia's best known radio/television personalities.

Entry forms for the contest were available from participating stores in the shopping mall. Listeners registered their names for the big drawing at Penrith Plaza. The winner had to be in attendance to win. In case you're wondering, Bean explained a height of 1.8 meters (six feet) stacks up to 180 CDs.

food Festival. The three-day event featured sample-size portions from area restaurants. The top end for food bites was \$2.50.

"It was impossible to find parking," said Promotions Director Beth Dorward. "It was a nightmare, but we were thrilled to be involved. We're planning to be part of this event until it dies. This year's had the best participation as far as number of restaurants was concerned." A tasty total of 28 eating establishments passed out portions. "Our hot air balloon was there for everyone to see, but didn't take off," noted Dorward. "We did live remotes Saturday and Sunday."

Approximately 150,000 people attended the gastronomic festivities (up by an estimated 25,000+ from last year). In addition to Warm 98, sponsors included the Northern Kentucky Restaurant Association, Cincinnati Restaurant Association, and Cincinnati Recreation Commission. The money collected more than covered food costs; the excess was placed in a pool to underwrite next year's event. After expenses, '89's taste treat generated approximately \$5000.



JOEL DENVER

CHR

CONTEMPORARY HIT RADIO

WKQB Strives To Widen The Gap

In Charleston's CHR War, Q107 Tries To Be More Fun

"It's a war. We should have our ass kicked for not putting WSSX away when they were down last summer," declared WKQB (Q107)/Charleston PD Roger Gaither. Q107 may not have accomplished Gaither's goal of blowing away the competition, but it did post a 7.8-8.0 gain — good enough to stay ahead of its rival and rank number two behind Country WEZL.

WSSX managed an impressive 6.9-7.4 rebound. Yet the man who led that effort, PD Dave Allen, was terminated and replaced by MD Rich Panama (see accompanying story). Gaither admitted he underestimated his adversary. "We weren't ready for what they were doing with (consultant) E. Alvin Davis and didn't prepare ourselves musically for his attack. Music in the fall was weak compared to what's available now, so being less conservative didn't help us. Now that the music's hot, we have a big advantage over them."

Hitting The Beaches

Q107's emphasis was on fun. "We gave away enough furniture to fill a house in our 'Couch Potato' contest," Gaither said. "People stayed on the couch for 73 hours. We ran old movies to make them sleepy, and they had to answer a trivia question each hour to get permission to go to the bathroom."

Gaither opted to save TV for the fall and concentrate on hitting the beaches. Q107 hosted the local



Roger Gaither

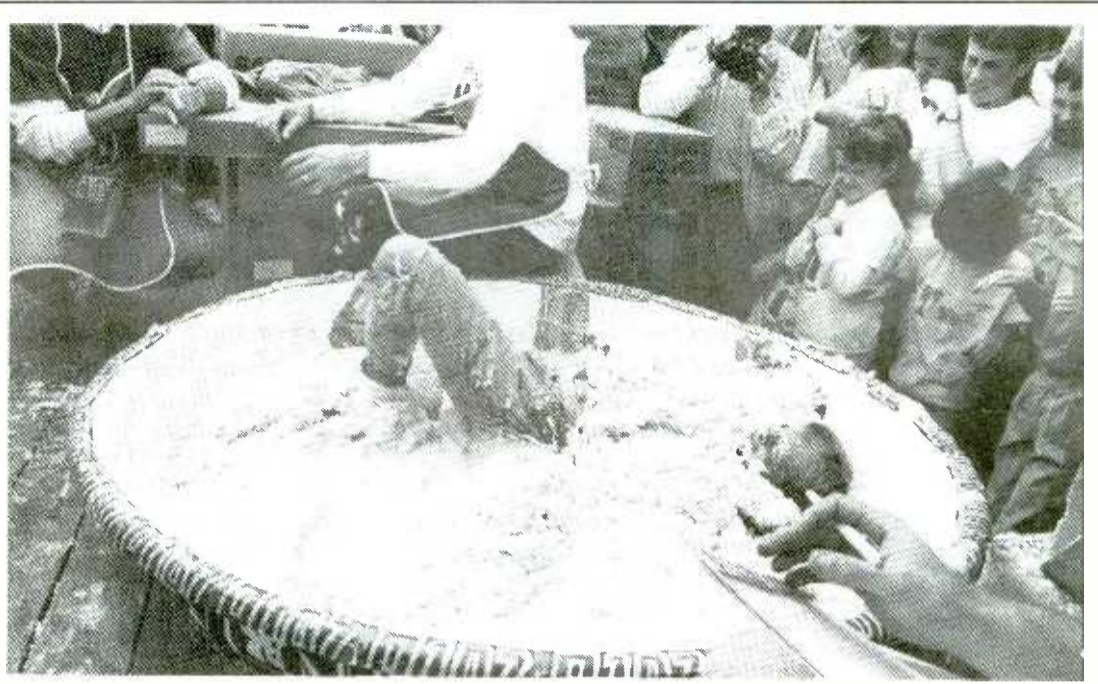
Oyster Festival, making it snow by dropping ping pong balls and marshmallows. "The ping pong balls were good for prizes," Gaither explained. "We were at the beach every weekend while our ongoing supersticker campaign concentrated on cash prizes."

On-air, the station also guarantees 25 minutes of music after every commercial set and has already handed out several \$1000 prizes to listeners who caught any "goofs."

The fun continued with the station's "Show Us Your Q" contest, which invited listeners to creatively display the Q107 calls. "We gave away two Daihatsus as prizes. But the most fun was our 'Roll In The Grits' promotion at nearby St. George's Grits Festival. We call ourselves 'Q107, The Most Music, Fun, and Prizes' because that's what people have said back to us over the years."

Gaither joined Q107 four years ago from the PD post at WQEN (Q104)/Gadsden, AL. He recalled, "Brian Philips (now at KDWB/Minneapolis) was programming WSSX then and he had a very strong team. Now WSSX's airstaff isn't as hot, which has weakened their strong music position, especially since they've gone through three or four morning shows."

"We pay our folks pretty well, so they stay put. Add to that a beautiful city like Charleston and a caring station that operates like a family and you get a creative environment that encourages longevity."



WKQB sponsors a quick roll in the grits at a local festival.

WSSX: 'Watch Us Smoke'

New PD Panama Plans To Aggressively Counterpromote

Just a few days before PD Dave Allen and WSSX/Charleston parted ways, Allen talked about his experiences working with consultant E. Alvin Davis, his station's heavy promotional effort, and his fight to program select crossovers. Following his comments, former MD and new PD Rich Panama outlines his plans for the station's future.



Dave Allen

Locked Horns

"One of the trickier things in this business is working with a consultant," said Allen. "I was part of Brian Philips's original staff in 1983 and became MD and then PD last year. Sure, E. Alvin and I locked horns since I know the market better than him, but I respect his track record and it's been a great learning experience. I like to think it's not the tree but the fruit borne on the tree."

When it came to promotions, Allen opted for a contest that provided instant listener gratification. "The first eight weeks of the book were spent on the '95SX Dollar Bill Game,' matching serial numbers. We handed out over \$10,000. Billboards were deemphasized and the money was put into TV spots to reinforce the Dollar Bill Game, which went over so well because it was an immediate payoff for listening."

"We have to reestablish our top-of-mind identity. You could have taken our station into any market, and it would have fit."

—Rich Panama

Other promotions included trips to see Chicago and the Beach Boys in Chicago, Richard Marx in London, and Michael Damian in L.A. — with a visit to "The Young And The Restless" set. "We covered the streets with outdoor activities and handed out lots of money to listeners displaying the 95SX supersticker. Our 'Festival On The 4th' drew 60,000 folks to an all-day event with bands, food, games, and fireworks. It's our third year doing this event."

Like most of the stations Davis consults, 95SX shies away from Urban/dance crossovers and concentrates on rockers. Allen fought hard to play select crossovers by Bobby Brown and Milli Vanilli. "I don't want to miss playing a mass appeal hit record. Using callouts enabled us to be more selective. Like all stations, we're limited by what the labels supply and when there's a lot of rock around you can sound too extreme one way or the other."

WSSX has been in a recovery mode since bottoming out in fall

1987 with a 5.3. After advancing to 6.0 in the spring '88 sweep and 6.9 in the fall '88 Arbitron, it rose to 7.4 in spring '89. Said Allen, "Those down books were basically due to instability on the jock staff — particularly in mornings — where the turnover was very high. Fortunately, the staff has been stable for a while. I really think the momentum is on WSSX's side now and that WKQB (Q107) is beatable in the fall book."

Reshaping Image

One of first-time PD Rich Panama's initial decisions was to drop Bill "Birdman" Thomas, who had

Continued on Page 83

Q107

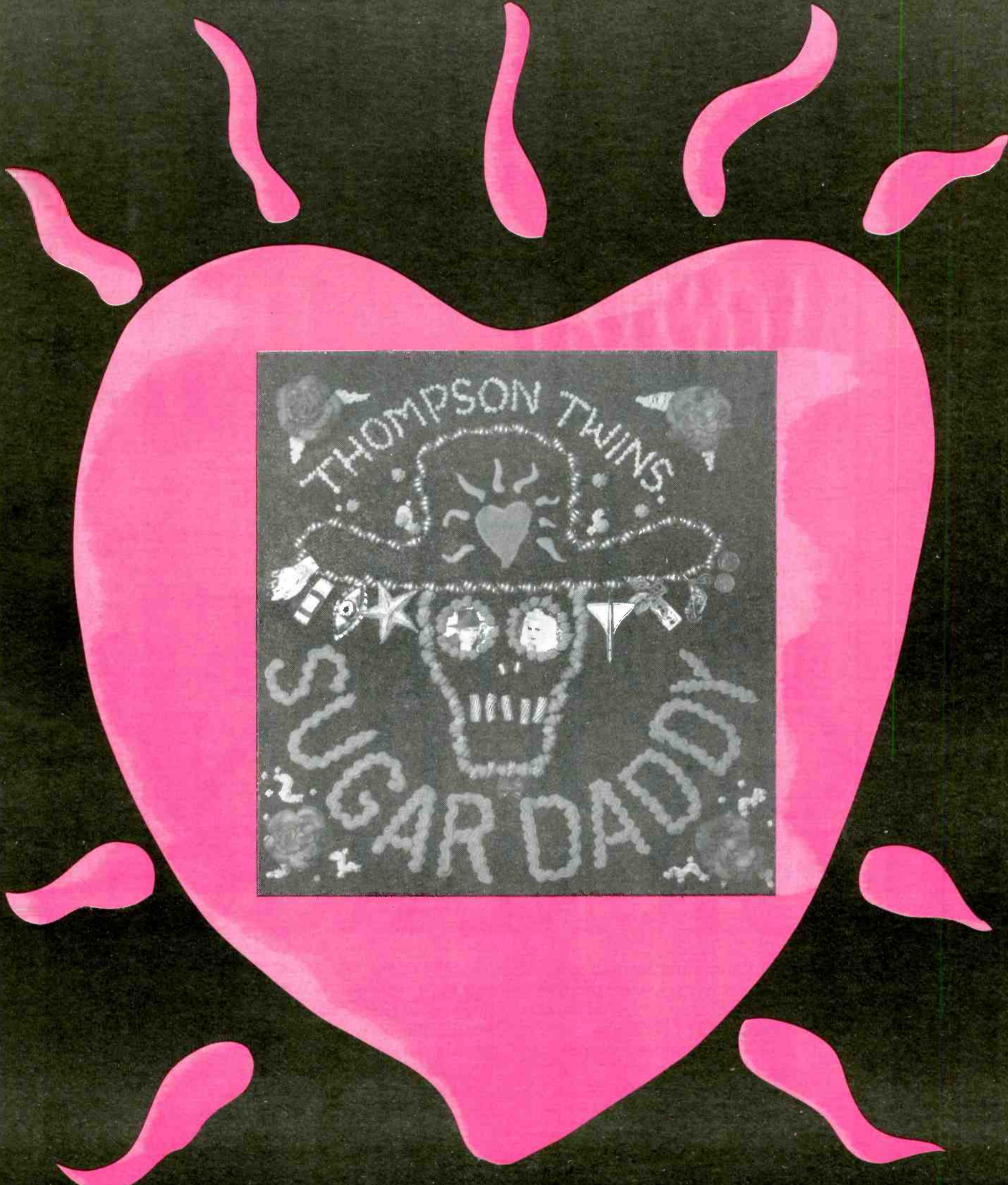
WKQB (Q107)/Charleston leans more to the dance side of CHR. But PD Roger Gaither notes that "with the amount of rock product out there we've been sounding more in the middle. WSSX is first on the rockers; we let them warm 'em up for us." Here's a typical 5pm hour:

MADONNA/Express Yourself
STYX/Babe
NU SHOOZ/I Can't Wait
ELTON JOHN/Candle In The Wind
JODY WATLEY/Friends
MICHAEL MORALES/What I Like About You
EDDIE MONEY/Walk On Water
WINGER/Headed For A Heartbreak
LIONEL RICHIE/You Are
CHAKA KHAN/Feel For You
JEFF HEALEY BAND/Angel Eyes
MILLI VANILLI/Girl I'm Gonna Miss You
NEW KIDS ON THE BLOCK/
Hanging Tough

95SX

Under newly named PD Rich Panama, "The New 95SX" will continue to tout itself as "Charleston's 12-In-A-Row Station" and position itself as "More Music, Less Talk." Here's a typical 5pm hour:

LOVERBOY/Turn Me Loose
SKID ROW/Eighteen & Life
STEVE WINWOOD/Higher Love
PAULA ABDUL/Forever Your Girl
GREAT WHITE/Once Bitten
POISON/Fallen Angel
SWEET SENSATION/Hooked On You
JOAN JETT/I Hate Myself For Loving You
DONNY OSMOND/Sacred Emotion
THIRTY EIGHT SPECIAL/Hold On Loosely
RICHARD MARX/Right Here Waiting
KATRINA & THE WAVES/That's The Way
BOBBY BROWN/Every Little Step



The New Single

Written, Performed and Produced by Tom Bailey and Alannah Currie. From Their Warner Bros. Debut **Big Trash**
Management: Gary Kurfirst



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Becoming America's #1 Contemporary Radio Consulting Company

Information based on most recent Spring Arbitron ratings.

CHR

WSSX: 'Watch Us Smoke'

Continued from Page 80

been doing mornings since February.

"We made the Birdman move because we felt his show lacked direction and didn't seem to have the local flavor we were looking for," said Panama. "It's not his fault — he's really talented. But we felt it was necessary to start fresh."

"Q107 has captured the hometown station perception," continued Panama. "We have to reestablish our top-of-mind identity. You could have taken our station into any market, and it would have fit. We just didn't get out on the

"We'll kill our old stodgy image . . . but I don't want to get into an on-air pissing contest, with my jocks taking shots at other stations."

— Rich Panama

streets enough. From now on everything will be localized to the mindset of the community."

Panama revealed he plans to borrow a page or two from the WDFX/Detroit handbook — as authored by PD Chuck Beck — to increase 95SX's ratings. "We're going to get aggressive in our counterpromotion tactics. We're going to display an on-air attitude or swagger styled for Charleston."

"I don't want to get into an on-air pissing contest with my jocks taking shots at other stations. So we'll use drops and sweepers. We'll kill our old, stodgy image. While we won't mention calls, we'll label the competition 'Disco Q107' and 'Bee-boppin' Q107,' and (AOR) WAVF will become 'Geritol 96.' We've got big plans on the burner. Watch us smoke."



UNDERWORLD
"STAND UP"



IT'SY BITSY TEENIE WEENIE — WXGT (92X)/Columbus morning man Scott McKenzie (l) proudly presents the finalists of the station's "Homemade Bikini Contest." Shown (l-r) are "Miss Goldfish," \$1000 winner "Catwoman," "Million Dollar Bill Babe," and morning sidekick Kelly Quinn.

MOTION

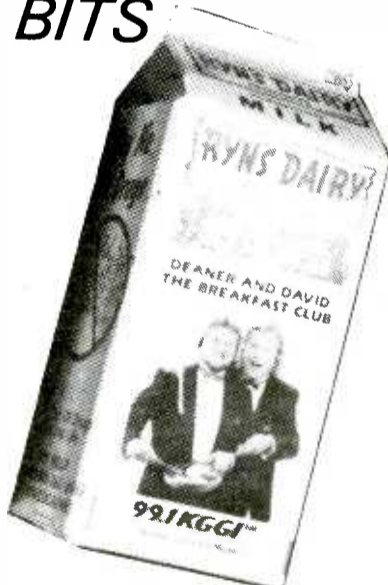
• **WBCY/Charlotte PM driver Mike Donovan** upped to MD.

"Fast" **Bobby Torres** makes a quick segue from KIIS-FM/Los Angeles to a similar weekend shift at cross-town Pirate Radio . . . **Michael Hayes**, afternoons at KKBQ/Houston, is out after two years. Reach him at (713) 541-0016 . . . KKFR/Phoenix morning duo **Jim Sharpe** and **Royce Blake** have resigned and been replaced by KARN/Little Rock's **Bobby Harrison** & **The MF's** (Morning Fools)

. . . WPXR/Quad Cities PD **Adam North** has left and now does afternoons at KXSS/St. Cloud, MN. 'PXR morning co-host **Dan Kennedy** will be WPXR interim PD.

Slick Rick Quick has left KJKC/Corpus Christi for mornings/production at KOYE (Y95)/Laredo under his real name, **Rick Stacy** . . . WZZU (U93)/Durham-Raleigh adds **KKYK/Little Rock** vet **J.R. Jackson** to its airstaff. . . Lots o' changes at KZOU/Little Rock: **Randy Cain** is upped from PM drive to APD/middays, **Greg Geary** is new MD, and **Robert Andrews** from KLBQ/EI Dorado, AR replaces exiting **Bob Brown** as Production Director.

BITS



• **Milking A Promotion** — **KGGI/Riverside-San Bernardino** morning men **Deaner & David** and the station's "Breakfast Club" have been distributing half-gallon milk cartons that feature their likenesses. Those who can't bear to look at the air personalities over breakfast can turn cartons to view the reverse side, graced by singer **Karyn White** under the caption "Missing In Concert." The morning duo have been asking listeners what crazy things they'll do to see White in concert. The looniest listener will win tickets to see White at Six Flags Amusement Park in Santa Clara.

• **Baby (Nearly) Born On-Air** — **KISN/Salt Lake City MD/night man Bob LaBorde** was faithfully manning the request lines when a very panicked female listener called. She was going into labor early, and her husband had just left for the airport on a business trip. LaBorde put her on the air and she pleaded for her husband to turn around and head for the hospital. Luckily, her husband was listening, and made it to the hospital in time. The next day, the new mom called the station to announce the couple had named their baby boy after LaBorde.

• **Best Of The Best** — Congratulations to the **NAB Marconi Award** finalists nominated for CHR station of the year: **KPWR (Power 106)/Los Angeles**, **WHTZ (Z100)/New York**, **WRBQ (Q105)/Tampa**, **WYHY (Y106)/Nashville**, and **WIOG/Saginaw**. The winner will be announced at the NAB convention in New Orleans September 16.

• **Don't Tear Up That Ticket** — New York State Lottery players have been given a unique opportunity to turn a loss into a big win. Each morning **WQHT (Hot 97) AMers Stevens & Grdnic** read a three-digit number drawn at random. The first caller holding a losing lottery ticket bearing the number grabs \$125 in cash and \$125 worth of new lottery tickets.



THE NEW SINGLE
FROM THE ALBUM
CHANGE THE WEATHER

NEW & ACTIVE

KWOD 23-20
KXXR 13-10
FLY92 deb 39
WBBQ 40-36
KZZB 38-35
WZYP 27-25
KTUX add
WIXX deb 35
WTBX 28-26
KATM deb 29
KSND 25-18
KRZR 13-9
KWNZ add

KZZU 23-20
G98 add
WHTO add
B98 add
KSMB add
KNOE add
WPFM 31-28
Y94 27-25
99KG 20-16
KPAT 25-21
KFMW 17-13
KTRS 26-22
OK95 21-19

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WESTWOOD ONE RADIO NETWORKS



YOU'RE IT — WNCI/Columbus invited listeners to join in on Tag Team Oil Wrestling as part of its "Dare Week" promotion. Goofing off in the grease are (l-r) air personalities Mary Kay Lemay, John Cline, Shawn Ireland, and Dave Ryan and WSYX-TV sports reporter Steve Minich.



JAILED FOR RADIO ATROCITIES — Members of the KGGI/Riverside Breakfast Club were jailed for repeated bad jokes. In the process they raised dozens of dollars for the American Heart Association.



REAL POOL, MAN — WIOQ (Q102)/Philadelphia challenged listeners to paint the station logo on the bottom of a public access pool (with the city's permission, of course.) Pictured are AMers Chris Jagger and Dirty Diana (upper right) with the winners.



THIS ONE DIDN'T GET AWAY — During WPFM/Panama City's shark fishing contest PD Mr. Lou was caught floundering around the ladies restroom, so a loyal listener reeled him in to the bathroom police. On the hook is Mr. Lou copping a plea.



ANYTHING TO WIN — WRVQ (Q94)/Richmond, VA personality David Lee Michaels (c) figured he'd have a better chance to win the Virginia Lottery with human lottery balls. A couple of listeners were more than willing to oblige.



PRESIDENTIAL PARTY — Just for the fun of it, WLAP/Lexington, KY personalities Gary Green, Keith Taylor, Mark Diamond, and Johnny Walker cruised around town dressed as their respective presidential idols. Showing off their alter egos are (l-r) Tricky Dick, Jimmy, George, and Ronnie.



INMATE OPTS TO STAY — Comedy writer/producer/air talent Dr. Dave (in chokehold) recently signed a multi-year deal to stay on at WHTZ (Z100)/New York. Negotiating in good faith are (l-r) Z100 VP/GM Gary Fisher, morning DJs Ross Brittain and Brian Wilson, producer Mike Opelka, and Malrite President Dean Thacker.



A REAL PARTYMAN — WIOQ/Philadelphia invited over 11,000 listeners to its "Q102 Monster Party" at the Garden State Park. Joking around backstage are (l-r) PD Elvis Duran, EZ Communications Regional VP Gary Brobst, and noted Batman-hunter OM Mark Driscoll.



WALT LOVE

UC

URBAN CONTEMPORARY

Recurrents Are Still Important

WQIC's Carr, WQI's Angel Give Medium Market View

A year ago this column discussed the importance of integrating recurrents into music rotations. With the cooperation of UC reporting stations, R&R then developed a weekly Top 10 Recurrents chart reflecting the importance of that category to the format. This week, WQIC/Meridian, MS PD Larry Carr and WQI/Tallahassee PD Eric Angel discuss how they use recurrents in their medium markets, and why.

Carr, a 15-year industry vet who has been programming for two-and-a-half years, is an advocate of playing recurrents because they are "familiar pieces of music that I know are popular with our audience. We make sure our recurrents are included during each clock rotation of every hour. We play as many as three an hour."

"We make sure our recurrents are included during each clock rotation of every hour. We play as many as three an hour."

— Larry Carr

Carr said he uses more than one recurrent category. "Any records that have made it into our local top ten are considered as recurrents," he explained. "I've noticed that most records that make it into the top ten nationally end up being songs we use as recurrents at some point.

"The records' popularity determines how they're rotated. Our 'hot recurrent' category is made up of the most recent recurrents that are still heavily requested and are still selling in our market."



Larry Carr



Recurrent Qualifications

"Records have to be in our top ten for two or more weeks to qualify as recurrents," he added. "These records will remain in rotation for several weeks depending on audience research results. Our present recurrent list consists of approximately 20 songs, but increases and decreases depending on how quickly additional titles qualify.

"The jock has the option to use a hot recurrent at the top of the hour," Carr noted. "There's also one going into the stop-set around :15 and one at :38. We try to posi-

"The most successful way to use recurrents is by listening to what the public wants, even when you might think a record is over in your market."

— Eric Angel

tion recurrents in front of a new record the audience may not know. Some hours have a popular oldie, a hit current, a new current, and then a recurrent that's really hot. When listeners hear something they don't know, they tend to push the button or turn the dial if it's not a strong record — so we always try to surround those songs with hit records."

The Listeners Will Tell You

Angel has been programming for two of his ten years in radio, and believes recurrents are "vital" important.

"We have about 35-40 recurrents per week . . . They're still popular with the listeners, so we mix them with our current hits."

— Eric Angel

"It takes about eight to ten weeks for the public to really become familiar with a record —



HOLLYWOOD NIGHTS — Lee Bailey Communications CEOs/"Radio-scope" hosts Lee Bailey and Diane Blackmon-Bailey chatted recently with Eddie Murphy about his upcoming movie, "Harlem Nights."

and I'm talking about people who are really into music," he explained. "Some people like music but don't really pay attention to the titles or artists. For example, we in the industry know that Bobby Brown has had several hits, but the listening public is still asking us to play his first hit, 'Don't Be Cruel.' Some people still consider this a new record.



Eric Angel

"We have about 35-40 recurrents per week. On an average day you might hear about 20 of them between 6am and 6pm. They're still popular with the listeners, so we mix them with our current hits."

'I Believe In Familiar Music'

"Each programmer should remember that we hear this music every day, but the public doesn't. They still want to hear what may be old to us, because it's not old to them. Our station holds onto currents longer than some stations, and those songs that are really popular become our recurrents. I believe in familiar music."

Addressing programmers who don't see the value of recurrents, Angel said, "If you pay strict attention to your listeners and what they say about the music they'd like to hear, you'll see that what would be termed recurrents will figure immensely.

"I've also noticed that when we're out in public, such as at a club, people will tell us what they like and dislike about the music we

"When listeners hear something they don't know, they tend to push the button or turn the dial if it's not a strong record — so we always try to surround those songs with hit records."

— Larry Carr

play. M.C. Hammer's 'Let's Get Started' didn't do too well nationally on the charts but I get more requests for that song than any other on his album, so it's one of our recurrents.

"That's what research will do for you: tell you what you need to know about the popularity of the music you're airing."

Angel schedules two recurrents each hour. "Some of them are also dayparted, depending on the type of song and the artist," he noted. "The most successful way to use recurrents is by listening to what the public wants, even when you might think a record is over in your market."

Picture This

Do you ever picture yourself in R&R? Gather your best black & white photos (clear color shots are fine, too) of station promotional events, contests, concert tie-ins, in-studio visits by artists, or local benefits and mail to: Editor **Walt Love**, 1930 Century Park West, Los Angeles, CA 90067.



ONE STOP FOR SOUL — KDAY/Los Angeles afternoon driver Greg Mack (r) attended City One Stop's eighth annual Black Music Day with (l-r) De La Soul members Mase and Trugoy, City One Stop GM Sam Ginsburg, De La Soul's Posnuos, and California Record Distributors' VP/Marketing Ted Higashioka.

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MCA RECORDS



HARVEY KOJAN

Number Ones Revisited

The July 28 column listing all the tunes that have hit number one on the illustrious R&R AOR Tracks chart prompted a variety of reader comments. Some programmers were surprised at how many once-popular tracks had essentially disappeared from AOR libraries; others couldn't believe anyone was still playing "Hip To Be Square."

Several readers curious about the pre-1983 years — before we began producing a tracks chart — called the R&R request line and suggested I travel back into the archives and list all the albums that achieved the coveted number one position. Resisting the urge to say, "Sure, I'll try to get to that as soon as I can," I plied our resident VP/statistician Ken Barnes with liquor and rare singles and acquired the necessary materials to produce this column.

Stones Score Five Toppers

As you'd expect, plenty of these 100 albums still hold coveted places in AOR libraries. Sure, there are some oddities, but I'd guess at least 75% are receiving regular rotation at the vast majority of AORs. Some are undoubtedly confined to specialty shows; others contain only one song that has stood the test of time. But many are true multiple-cut powerhouses that have remained rock radio staples.

Fleetwood Mac's "Rumours" and Bob Seger's "Against The Wind" earned the distinction of spending the most consecutive weeks at number one. "Rumours" locked up the top spot for 13 weeks in 1977; ditto for Seger in 1980. (The alltime R&R record is held by the Police's 1983 smash "Synchronicity," which spent 17 weeks at number one.)

Appropriately enough, the Rolling Stones scored the most number one albums in the pre-track chart era (five); the Doobie Brothers, Who, and Elton John each netted four chart-toppers. John's achievements are especially noteworthy: all four of his number ones came in a two-year period! One was a greatest hits package, but the other three were studio efforts: "Caribou," "Captain Fantastic And

Brown Dirt Cowboy," and "Rock Of The Westies."

I was surprised those three John albums made the list; you'd be hard-pressed to find any AORs currently playing those releases. The hits — "Don't Let The Sun Go Down On Me," "Someone Saved My Life Tonight," "Island Girl" — are more AC fare than anything else. As a matter of fact, following that string of mellow mush, AOR and Elton John parted ways for many years.

Mitchell, Ronstadt Once AOR Stars

The only other artist to release two number ones in the same year was Joni Mitchell, who, like John, accomplished the feat in 1975. And, like John, Mitchell was subsequently abandoned by the format. (She did have one more big album: "Hejira," the followup to "Hissing Of Summer Lawns," peaked at number two.)

Younger readers might not know how important Linda Ronstadt was

1974

BACHMAN-TURNER OVERDRIVE/ Not Fragile
BEACH BOYS/Endless Summer
ERIC CLAPTON/461 Ocean Blvd.
JETHRO TULL/War Child
ELTON JOHN/Caribou
ELTON JOHN/Greatest Hits
JOHN LENNON/Walls And Bridges
GORDON LIGHTFOOT/Sundown
PAUL McCARTNEY & WINGS/ Band On The Run
ROLLING STONES/It's Only Rock & Roll
STEVIE WONDER/Fullfillingness' First Finale

1979

BAD COMPANY/Desolation Angels
CARS/Candy-O
DIRE STRAITS/Dire Straits
DOOBIE BROTHERS/Minute By Minute
EAGLES/The Long Run
KNACK/Get The Knack
LED ZEPPELIN/In Through The Out Door
ROD STEWART/Blondes Have More Fun
SUPERTRAMP/Breakfast In America

1978

JACKSON BROWNE/Running On Empty
JEFFERSON STARSHIP/Earth
BILLY JOEL/52nd Street
ROLLING STONES/Some Girls
LINDA RONSTADT/Living In The USA
BOB SEGER/Stranger In Town
WHO/Who Are You
WINGS/London Town

AOR

ALBUM ORIENTED ROCK

DEAR HARV

Bittens: Charts Don't Mean Diddley

One of the PDs inspired to comment on July 28's column was WHCN/Hartford's Bob Bittens, an outspoken critic of chart mentality. His fax follows:

I don't expect to see this in print because it strikes at the very heart of your livelihood. But your little survey about '80s rock proves a point I have been trying to make to chart-dependent record guys for years: airplay charts don't tell you diddley about how good a record really is or whether it will have any longterm impact.

At best, the charts tell the label bigwigs whether or not their promo staff is doing an effective job of getting adds, and they tell radio guys who can't make up their own minds that, at the very least, they won't be alone on a record.

It might be interesting to do another survey comparing the sales figures on these records with their airplay success. I'd be willing to bet that many of the records we played heavily during the course of the '80s — and many that we still play — never inspired our listeners to go out and buy them.



Bob Bittens

I'm not saying the airplay charts serve no purpose at all. However, I do believe the record labels and the radio community ought to reexamine their overdependence on the chart position game in light of the questionable validity of the information contained therein.

Same Sentiments

Bittens expresses many of the same sentiments I've had about overreliance on charts. His feeling I wouldn't print his letter is surprising, because I've never shied away from writing about the limitations of charts. As I concluded in

the column in question, "It's just a numbers game. Chart performance is meaningless if a particular song doesn't work for you."

I was even more "vocal" about charts in the 7/21 column: "Letting charts unduly influence your musical selections is a surefire way for trouble. There are just too many lemmings and tin ears. Heck, sometimes even the whole format can be taken for a ride. Don't add something just because it achieved a certain chart position. By the same token, don't hold off on something just because it hasn't hit the Back Page yet."

Used correctly, charts can be a valuable tool. Good programmers know how difficult it is to divorce yourself totally from your personal taste. A tune you may initially reject that subsequently climbs the chart often deserves a second or third look. Although there's plenty of hype that affects the charts, they're still excellent indicators of what's being played. And if a whole bunch of guys are playing something you're not, it's not only appropriate but smart to listen again to see if you may have missed a potential hit.

1975

ALLMAN BROTHERS/Win, Lose, Or Draw
BAD COMPANY/Straight Shooter
DOOBIE BROTHERS/Stampede
BOB DYLAN/Blood On The Tracks
EAGLES/One Of These Nights
ELO/Face The Music
FLEETWOOD MAC/Fleetwood Mac
GEORGE HARRISON/Dark Horse
HAYWARD & LODGE/Blue Jays
JEFFERSON STARSHIP/Red Octopus
ELTON JOHN/Captain Fantastic And Brown Dirt Cowboy
ELTON JOHN/Rock Of The Westies
LED ZEPPELIN/Physical Graffiti
JONI MITCHELL/Miles Of Aisles
JONI MITCHELL/Hissing Of Summer Lawns
PINK FLOYD/Wish You Were Here
LINDA RONSTADT/Heart Like A Wheel
PAUL SIMON/Still Crazy After All These Years
BRUCE SPRINGSTEEN/Born To Run
WHO/Who By Numbers

1976

BAD COMPANY/Run With The Pack
JACKSON BROWNE/The Pretender
DOOBIE BROTHERS/Takin' It To The Streets
BOB DYLAN/Desire
PETER D'AMPTON/Frampton Comes Alive
JEFFERSON STARSHIP/Spitfire
LED ZEPPELIN/Presence
STEVE MILLER/Fly Like An Eagle
ROLLING STONES/Black And Blue
STILLS/YOUNG BAND/Long May You Run
STEVIE WONDER/Songs In The Key Of Life

1981

ERIC CLAPTON/Another Ticket
FOREIGNER/4
JOURNEY/Escape
JOHN LENNON & YOKO ONO/ Double Fantasy
MOODY BLUES/Long Distance Voyager
STEVIE NICKS/Bella Donna
TOM PETTY & HEARTBREAKERS/ Hard Promises
REO SPEEDWAGON/Hi Infidelity
ROLLING STONES/Tattoo You
STYX/Paradise Theatre
JOE WALSH/There Goes The Neighborhood
WHO/Face Dances
STEVE WINWOOD/Arc Of A Diver

1977

CROSBY, STILLS & NASH/ Crosby, Stills & Nash
DOOBIE BROTHERS/Livin' On The Fault Line
EAGLES/Hotel California
ELO/Out Of The Blue
FLEETWOOD MAC/Rumours
STEVE MILLER/Book Of Dreams
LINDA RONSTADT/Simple Dreams
STEELY DAN/Aja
ROD STEWART/Foot Loose & Fancy Free

1982

ASIA/Asia
PAT BENATAR/Get Nervous
FLEETWOOD MAC/Mirage
J. GEILS BAND/Freeze Frame
SAMMY HAGAR/Standing Hampton
DON HENLEY/I Can't Stand Still
JOAN JETT & BLACKHEARTS/ I Love Rock & Roll
TOM PETTY & HEARTBREAKERS/ Long After Dark
ROBERT PLANT/Pictures At Eleven
SURVIVOR/Eye Of The Tiger
38 SPECIAL/Special Forces
WHO/It's Hard

to the format — especially when you consider her recent output. But there it is in black and white: three number one albums between 1975 and 1978. (Then, of course, she

hooked up with Jerry Brown, and that was that.)

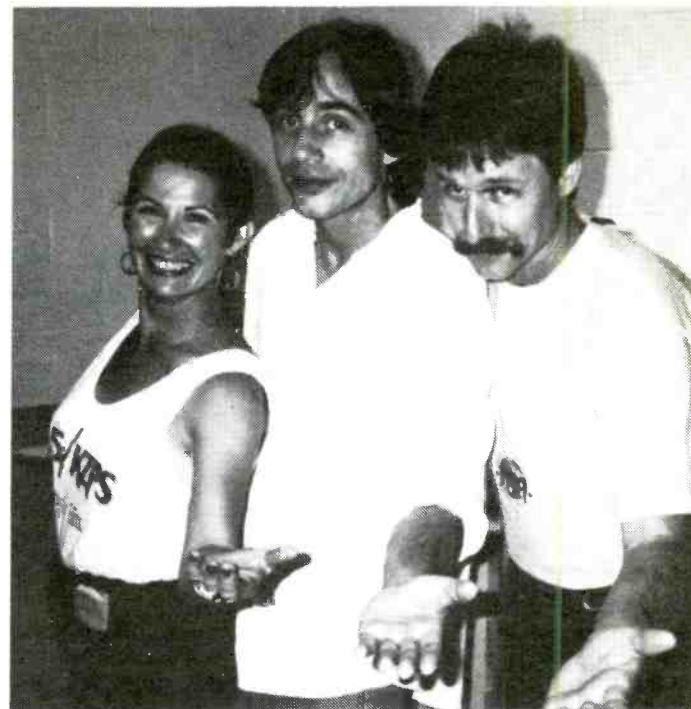
Hopefully this little retrospective has provided you with some potential library material that may have slipped through the cracks. I can almost hear the Joe Kelly promo pounding out of my speakers: "Yes, it's a Gordon Lightfoot weekend on..."



TOP TO BONHAM — WDIZ/Orlando drummed up the scoop on Jason Bonham's latest project when he stopped by the station. Pictured are (l-r) PD Rad Messick, air personality Evann Lee, Bonham, and WTG's Bruce Harmon.



THING CALLED SCHMOOZE — WIZN/Burlington's Nancy Masino (l) and Joel Bolton met Bonnie Raitt in the nick of time.



BROWNE IN MOTION — KZPS/Dallas Promotion Director Jamie Ramsey (l) and KMJX/Little Rock MD David Allen Ross chased Jackson Browne into the backstage light for this funky foto.



CROSSEYED FOR CROSSOVERS — White Lion's Vito Bratta felt a little dizzy after meeting KCAL/Riverside MD Michelle Dodd (l) and KEZY/Anaheim Promotion Director Eileen Woodbury.

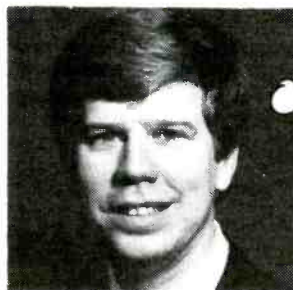
SEGUES

KOZZ/Reno PD/midday man **Steve Funk** steps down and assumes MD duties . . . KDKB/Phoenix ups night rocker **Jeff Parets** to MD . . . WRXR/Augusta promotes interim PD **Mark McClure** to OM and hires KATT/Oklahoma City's **Bob Edwards** as PD; former 'RXR PD **Mike O'Connor** surfaces as PD of new Classic Rock WAFX (The Fox)/Montgomery.

Former Z-Rock OM **Wild Bill Scott** assumes morning drive duties at KBOY/Medford, OR; Scott's been handling MD duties at nearby KCNA/Grants Pass, OR . . . WDRE/Long Island PD **Denis McNamara** drops his airshift and realigns the on-air schedule, adding **Drew Scott** (AM news), **Matt Cord** (middays), and **Steve Kass** (overnights) . . . WAZU/Dayton PD **Michael Luczak** joins the morning drive crew . . . WRFY/Charlotte ups **T.C.**

Tucker to overnights and hires three new parttimers: **Jana-Rice**, **Joe Martin**, and **Will Compton**.

Major changes at WKGR/West Palm Beach, where no less than four staffers came aboard from crosstown Country WAVW: **Molly Beard** is the new GM, **Rich Dickerson** handles OM/PD duties, **Teri Griffin** does news, and **Glen Curtis** takes over middays; GM **Garrett Clancy** and PD **Steve Streit** exit. In addition, **Kevin Berry** joins the morning team and PM driver **Michael Lee** adds APD duties . . . KICT/Wichita Production Director/midday monster **David Stone** heads west to KPOI/Honolulu for the same duties . . . KLSX/Los Angeles welcomes **Julio Flores** for weekends/fill-ins . . . CHOM/Montreal's new phone number is (514) 937-2466.



Why wasn't I invited to the Pollack Media Group's 'Radio in the '90s' seminar (Sept. 20 in NY and Sept. 22 in LA)?*

Don't Get
"Bad Luck"
Play
"Bad Luck"

F M U K

On Your Desk Now

* (Because it's by invitation only, Bill, and you've been "Naughty Naughty!")

Epic



LON HELTON

BANKING ON WANDERLUST

KLAC & KZLA Target Travel & Tourism

Last week I turned the spotlight on the expanded role special events are playing in today's promotional marketplace, and reported on how Country radio is beginning to take advantage of the trend. Here's a cutting-edge promotional concept riding the crest of that wave.

"Travel Theme Months" is KLAC & KZLA/Los Angeles's unique sales/programming creation. Each month a specific destination is designated. A series of as many as 12 different 60-second "infomercials" — produced by former ABC newsman and 25-year broadcast journalist Scott Shurian — paint a picture of each area's prime tourist attractions. Combo Marketing Director Robert Novak said the purpose is to "create the atmosphere of that destination without being obtrusive to the listener."

The capsules, which contain no commercial message and aren't even for sale, air six times a day on both the AM and FM. The only difference in the way the promotion is handled on the two stations is that

"Not every location is compatible with our listeners' lifestyles . . . we have to consider the destinations which are the most relatable."

— Bob Guerra

the AM airs a weeklong live midday remote broadcast from the site of that month's focus.

Trip giveaways are tied into the promotion most of the time. During a recent "Hawaii Month," the stations awarded a trip a day for the entire month.



Tom Fenno

Ads in the Sunday *L.A. Times* Travel Section support the campaign. The combo also promotes its own toll free number (1-800-FOR-RADIO), by which listeners can learn additional information about the destination. Included is general marketplace information, the number of flights available, average temperature, what to pack, what to do, restaurant tips, etc. A sponsor's 800 number can also be plugged.

Travel Boom

"Theme Travel Months" is the brainchild of KLAC & KZLA VP/GM Norm Epstein, who was out of town at the time of this writing. Explaining the concept's genesis, combo GSM Tom Fenno said, "We're always looking for ways to market our product that aren't ratings-oriented. In our search for new business, we discovered qualitative information about our listeners which showed them to be

"We're always looking for ways to market our product that aren't ratings-oriented. In our search for new business, we discovered the number one industry in this country is travel and tourism; by 1990 it will be the largest in the world."

— Tom Fenno

way above the marketplace index for flying and travel.

"The number one industry in this country is travel and tourism; by 1990 it will be the largest industry in the world. Because of all these factors, we decided travel was a market we should go after."

One of the hurdles the stations faced was that 95% of the money spent by the travel industry goes to TV and print. Thus, KLAC & KZLA were forced to create an entire concept and program instead of just selling spots.

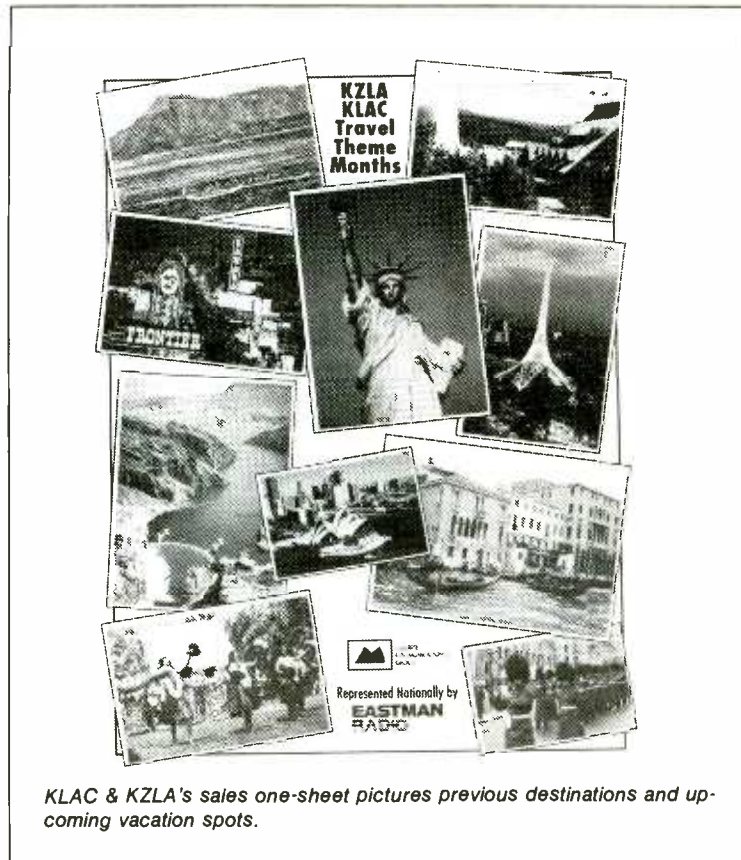
In addition to the "natural" airline and hotel buys, Fenno said incremental dollars are coming in from camera and film companies, credit cards, tour operators, luggage manufacturers, and even makers of tanning lotion. He added, "A full 95% of the dollars we've made are fresh, exclusive dollars — money we would not otherwise have gotten."

The campaign began this past October, and at present there's no end in sight. Fenno said most of 1990 is already booked, noting, "Every city has flipped over what we've done for them over a four-week period. If we hadn't done a great job, we wouldn't be invited back — but we have been."

The logistical task of planning, selling, coordinating, and making the remote travel arrangements is monumental. In fact, the combo has set up a Special Projects department — headed by Don McGovern and assistant Denise Roberts — which is devoted specifically to this project.

Compatible Destinations

The task of marrying this ongoing sales promotion to programming falls to OM Bob Guerra, who said both departments are aware of the critical need to weigh destinations visited against listeners' needs and desires. "The key is planning. We can't decide where



KLAC & KZLA's sales one-sheet pictures previous destinations and upcoming vacation spots.

we're going at the last minute. Not every location is compatible with our listeners' lifestyles . . . we have to consider the destinations which are most relatable to our listeners." Knowing, for instance, that Hawaii is Southern Californians' number one travel venue dictated the decision to include it for the third time during the program's first year.



Bob Guerra

In another effort to enhance relatability, the combo gave away tickets to see George Strait in Houston during its "Texas Month."

Guerra said the infomercials originally aired in promotional spots on the programming clock. Now they're treated as commercial units to keep clutter to a minimum and open those slots for other station promotions.

Remote Challenges

Guerra admitted one of his major challenges has been making KLAC's weeklong remotes entertaining. "Our goal is to make sure we don't turn off the person who expects regular programming when he tunes in," said Guerra. "He gets what he expects, with some additional features based on the location of the remote."

For example, during a week from San Antonio, midday personality Stoney Richards interviewed a number of country stars

native to Texas, and played songs about the state and others written by Lone Star songwriters. Approaches like this seem to work; Guerra has yet to receive any negative calls or letters from listeners about the remotes.

Catching On

"Travel Theme Months" may have a future outside of KLAC & KZLA. Fenno said parent company Malrite is looking into ways of making it available to stations in other markets. It's already on the air in a slightly different form at the company's WDGY/Minneapolis. And discussions with syndicators have taken place. Making adaptation to other markets easier is the generic nature of the infomercials. Plans are underway to expand the operation with a KLAC Travel Club. Listeners would pay a small fee (\$5-\$10) to join. They'd receive a monthly newsletter detailing opportunities to go on selected trips with the station at a good price.

Also on the drawing board are months with themes like "The Best Hamburger In L.A." and "Tankful Trips," with infomercials centering on adventures that can be taken on a tankful of gas.

In light of his experience with this campaign, Guerra said, "Today's PDs have to readjust their thinking about these types of campaigns. In the future, sales departments will be coming to us with money from sponsors; our job will be to put these campaigns together without hurting our station. PDs have to quit complaining and figure out how to make them work."

We've Moved

R&R/Nashville has moved! Our new address is 1106 16th Avenue South, Nashville, TN 37212. Our phone remains (615) 244-8822; the fax number remains (615) 248-6655.



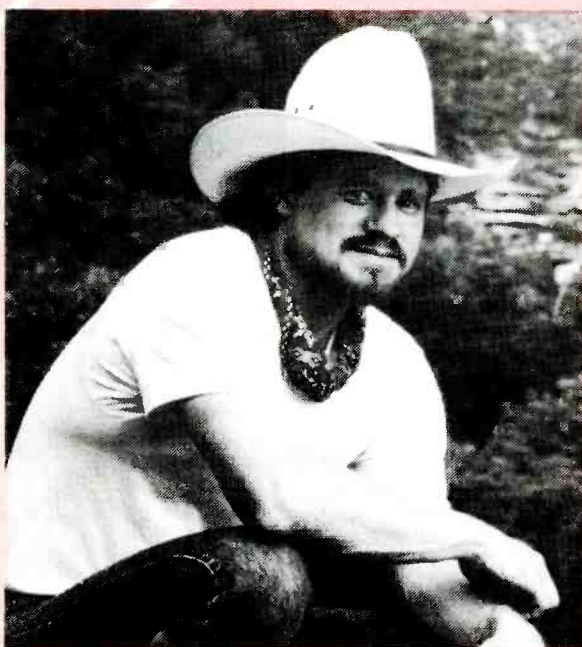
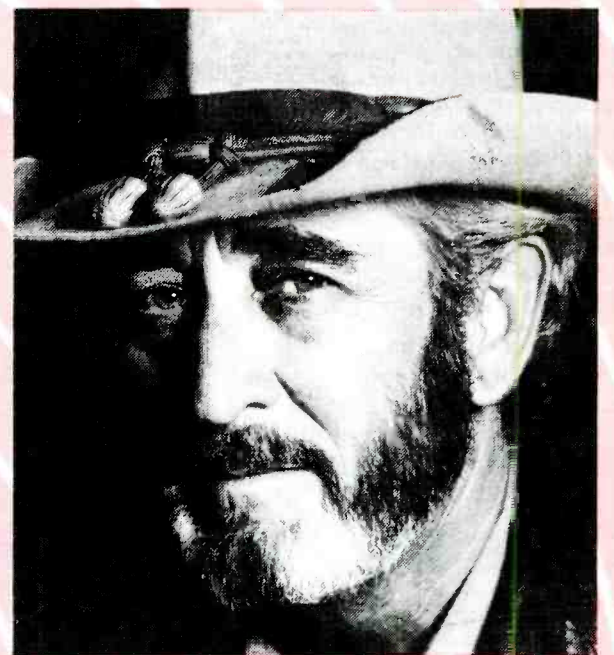
KLAC midday personality Stoney Richards (r) mans a remote broadcast from Helsinki, Finland. With him are station engineer Chuck Clifford (l) and Luis Bunuel, a DJ with Radio Ykkonen (Radio One). Richards also did an hour on Radio One, Finland's largest commercial radio outlet.

Nipper's Forecast Says **HOT** and Getting **HOTTER!**



LORRIE MORGAN
"Out Of Your Shoes"

DON WILLIAMS
"I've Been Loved
By The Best"



PAUL OVERSTREET
"All The Fun"

Welcome to the **"DOG"** Days of September



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SOR's Looking For A Lover

What makes a man a good lover? Inquiring minds want to know, and so does Step One Records.

The independent label is conducting a contest among radio and record industry professionals to promote Dawnett Faucett's new single, "Money Don't Make A Man A Lover." If you think you know what it takes to be a perfect male lover — in 50 words or less — send your thoughts to SOR c/o Sharon Pennington, 1300 Division St., Nashville, TN 37203.

The winner, to be announced in SOR's next newsletter (and on this page) in mid-October, will receive an all-expenses-paid trip for two to Nashville. There's no limitation on the number of entries, so have fun! The only rule: keep it clean.

Also, stations will soon be receiving ersatz \$100 bills. Be sure not to try passing these off — they're air fresheners.

Bits & Pieces

- A specially-remixed version of the Randy Travis cut "It's Just A Matter Of Time" from the Richard Perry-produced WB compilation album "Rock, Rhythm & Blues" will be serviced to Country stations.

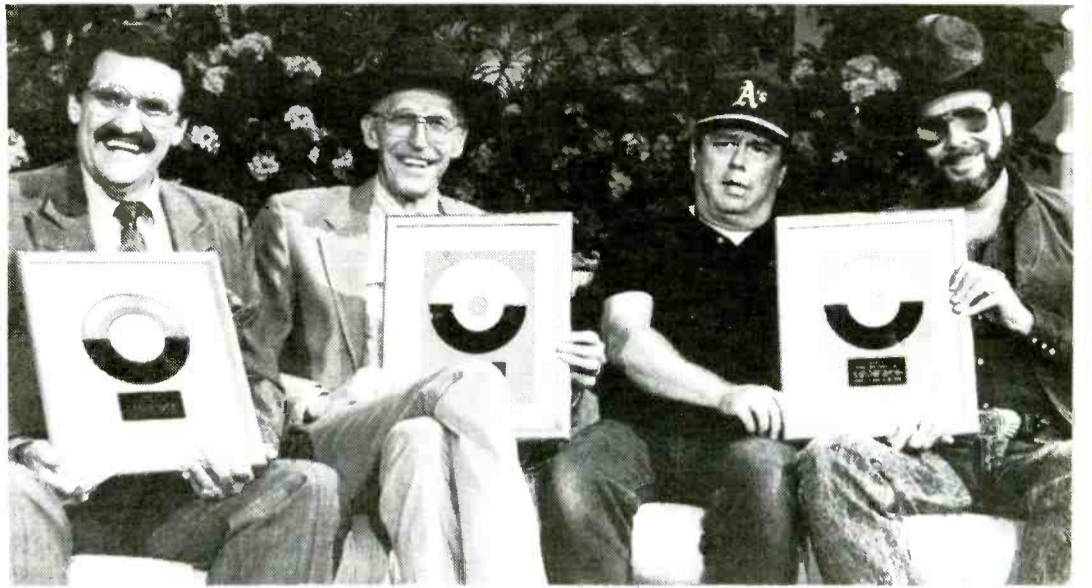
In other news, Travis will tour Europe in late October. Afterward, a round of USO concerts will keep him busy until mid-December.

- **Patty Loveless** and songwriter **Kostas** were honored at a BMI reception celebrating the success of her single "Timber I'm Falling In Love." During the festivities, **Teddy Wilburn** of the **Wilburn Brothers** presented Loveless with the Baby Martin guitar that belonged to his late brother **Doyle**. Loveless used to practice and write songs using that guitar when she toured with the Wilburn Brothers in her teens (she replaced **Loretta Lynn** as the group's female singer).

- The CMA has joined forces with the NACA Services Corp. (NCS) to promote as many as ten concerts/seminars during part of the "Lost Highway" tour in 1989-90. NCS (a national subsidiary of the National Association for Campus Activities) will assist the CMA in production and procurement of corporate sponsorship for the college concerts.

- **Riders In The Sky** performed their 2000th show at the Catalyst club in Santa Cruz, CA August 16. **J.C. Crowley** guested on the season finale of their **National Public Radio** show, "Rider's Radio Theatre."

— Debe Fennell



THERE'S GOLD IN HIS BEER — When Hank Williams Jr. guested on "Nashville Now," WB/Nashville's Sr. VP/Promotion & Marketing Nick Hunter presented him with half a gold record for "There's A Tear In My Beer." According to WB, the duet with his late father, Hank Sr., has sold 300,000 copies, making it the highest-selling single in the last five years. Snapped at the golden moment are (l-r) Williams's manager Merle Kilgore, discoverer of the lost Hank Sr. demo tape Bill Lister, Hunter, and Williams.

MUSIC MEMO

Cash And Gill Trade Places

Vince Gill's first single on **MCA**, "Never Alone," was co-written with **Rosanne Cash**, who also sings backup on the **Tony Brown**-produced record. The song originally appeared on Cash's "Rhythm & Romance" LP, with Gill singing backup, and was released as the B-side of Cash's "Second To No One" in June 1986. (For the record, Gill sang backup on eight of the ten cuts on Cash's album.)

- **Starway Records** artist **Susi Beatty** wrote and sings "Down Home Jubilee," which appears on the soundtrack of the upcoming movie "Homer And Eddy" starring **Whoopie Goldberg** and **Jim Belushi**. Beatty also has released an animated video to accompany her single "Hard Baby To Rock," which is being produced by **Scene Three Productions** in conjunction with **Pacific Rim Animation, LTD** of Hong Kong.

- **John Prine's** "Bruised Orange" LP on his own **Oh Boy** label has been re-released on CD-only by special arrangement with **Elektra/Asylum**. Prine's three previous Asylum albums will be issued on CD as part of the agreement.

Metal Matters

Ronnie Milsap has received a platinum plaque for his "Greatest Hits, Volume 2" LP.

Gold LPs have been awarded to **Keith Whitley** ("Don't Close Your Eyes"), **Ray Stevens** ("I Have Returned"), **Earl Thomas Conley** ("Greatest Hits"), and the **Judds** ("River Of Time").

NEW ARTIST FACT FILE

Daniele Alexander

Born: December 2, 1954; Fort Worth, TX
Current Single: "She's There"
Current Album: "First Move"
Producer: Harold Shedd
Management: Steve Bess/Talent Master
Booking: William Morris Agency

- **Background:** **Daniele Alexander** grew up in Texas, raised by her divorced mother and grandparents. Her musician/professional pilot father visited often, encouraging her to use her natural singing voice. Alexander studied piano and singing, then moved to Huntington, WV at 18 to live with her father. The two worked as a duo in piano bars.

Setting out as a soloist, Alexander's travels took her to Nashville in 1986, where **Milsap/Lodge Hall Music** published two of her songs within a week. Shortly thereafter, the company signed her as a songwriter.

- **Signing:** After two years of professional songwriting, Alexander put a band together. **PolyGram/Nashville Creative VP Harold Shedd** caught her at Nashville's Bluebird Cafe in December of '88; on Valentine's Day '89, Alexander was officially signed.



Daniele Alexander

- **Songs:** Alexander wrote or co-wrote all ten songs on her debut LP, "First Move." Her musically diverse songs examine love, life, disappointments, and perseverance. The first single from the album, "She's There," moved to number 32 on this week's **R&R Country** chart.

The New Artist Fact File spotlights artists appearing in New and Active for the first time.

WZZK TAKES GM, PD, MD HONORS

1989 CMA Broadcast Award Winners

The CMA has announced the winners of its 1989 Broadcast Awards. Entries were judged by an anonymous panel in two rounds of the competition for Station, General Manager, Program Director, and Music Director of the Year.

Awards will be presented at the CMA's annual membership meeting in Nashville (10/10). The respective winners for large, medium, and small markets are:

- **Station Of The Year:** WMZQ/Washington; CHAM/Hamilton, Ontario; WAXX/Eau Claire, WI.

- **GM Of The Year:** Craig Magee, KIKK/Houston; Jerdan Bulard, WZZK/Birmingham; Dick

Maynard, KEKB/Grand Junction, CO.

- **PD Of The Year:** Barry Mardit, WWWW/Detroit; Jim Tice, WZZK/Birmingham; Rick Mize, WKNN/Biloxi.

- **MD Of The Year:** Mac Daniels, KPLX/Dallas; Bob Sterling, WZZK/Birmingham; Don Gilbert, KSTC/Sterling, CO



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ANNE MURRAY

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Kenny Rogers appears courtesy of Reprise Records

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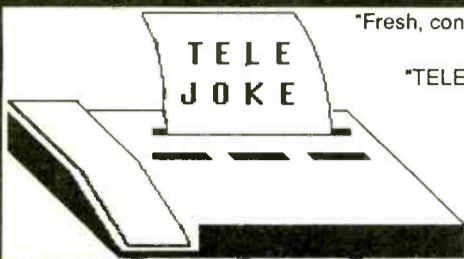
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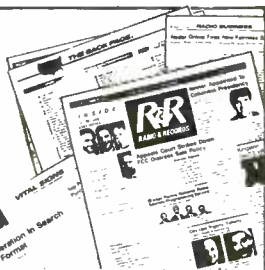
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Radio news: ready for a bigger market? Resume: 3220 N. Street NW, Box 170, Washington, DC 20007. (9/8) EOE

AM Drive talent sought for immediate opening. Upbeat, topical, killer phones. T&R: Program Director, 22 South 6th St., Stroudsburg, PA 18360. (9/8) EOE

Resort city CHR seeks personalities and newpeople. T&R: Ken McGrail, 1020Q, West Avenue, Saratoga, NY 12866. (9/8) EOE

HOW TO MAKE BIG MONEY

IN VOICE OVERS! NEW YORK

9/23-24. If you've got the voice, this 2-day seminar will help you make more in an hour than you probably make in a week. Covers marketing, technique, demo tapes, everything you need to succeed. Call Susan Berkley TOLL FREE 1-800-333-8108.

WSTW 93.7... WDEL 1150

LOCAL SALES MANAGER

Top Rated Mid-Atlantic AM/FM Combo needs strong local sales manager. Twelve person department; **all the right tools and backup.** Good compensation package; **Full benefits.** We need someone who understands how to sell two strong stations. Resume and letter to GM & GSM, WDEL/WSTW, 2727 Shipley Rd., Wilmington, DE 19803. EOE

MORNING NEWS

WCMF in Rochester NY is looking for a concise **Newsperson** to help produce the Brother Wease Morning Circus. Job responsibilities include direction of all public affairs. T/R to Stan Main, 259 Monroe Ave., Rochester, NY 14607. No Calls Please. EOE/MF

SUBURBAN WASHINGTON DC AM/FM.

We are looking to fill two positions immediately.

Morning Drive Host — Relatable, topical for our 25-44 oldies-based AC audience. You must be informed and informative, a nice person who doesn't need to be funny.

News Director — You will set our news agenda, lead our staff and contribute your own abilities to enterprise, write conversationally, report and anchor the news. Interest in community involvement is a must.

Good salary and benefits in a growing company for professional team players who will contribute and have input. Build your future along with ours. Tapes, resumes and other appropriate materials to: Dennis Elliott, WFVA/WBQB, P.O. Box 269, Fredericksburg, VA 22401. EOE-M/F.

DIR. MARKETING/PROMOTIONS Top 5 Market

Aggressive, "guerrilla-warfare" specialist with a strong understanding of sales, marketing & programming sought for one of the country's premier CHR stations. Great Salary & benefits package. Proven track record a must. T&R to Radio & Records, 1930 Century Park West, #626, Los Angeles, CA 90067. EOE

WVOD-FM is looking for both a full and parttime Newscaster. T&R: Jeffery Goodridge, Box 2059, Manteo, NC 27954. (9/8) EOE

Rare midday opening at "Y107"/Nashville. Females/minorities encouraged. No liner card readers please. T&R: Marc Chase, 810 Division St., Nashville, TN 37203. (9/8) EOE

Overnight AT/Production for Carolina coast AOR. T&R: Kris Kelly, WXQR, Box 1356, Jacksonville, NC 28541-1356. (9/8) EOE

Country "Y103"/Myrtle Beach, SC is looking for an experienced on-air Program Director. T&R: Bob Casey, Jones-Eastern Radio, 1 Carriage Lane, Suite C-2, Charleston, SC 29407. (9/8) EOE

Hot AC seeking morning personality with track record. Must be team player for growing company. T&R: WBGM, Box 3168, Tallahassee, FL 32315. (9/8) EOE

"PROGRAMMER/AT/CREATOR"

... a "Pro" who can handle a tough competitive challenge. Must create unstoppable — "take no prisoners" on air product from scratch. Country background preferred — AC considered. East Central market. T&R to: G.M., 2050 Idle Hour Center, Suite 120, Lexington, Kentucky 40502. EOE

Z103

Intelligent, talented, motivated morning talent driven by positive spirit needed to lead Z-103's MORNING ZOO! Creative, concise delivery, truly funny bits and ability to inspire mainstream audience a must. C&R: Brian Douglas, Box 13549, Tallahassee, FL 32317. NO CALLS. EOE.

MORNING SIDEKICK

Can you PLAY off an established morning talent?
Can you CREATE quick bits?
Can you WRITE topical humor that's not blue?
Can you DELIVER news in a credible manner?
Can you LIVE in a great top 60 market?
Can you SEND a C&R today with salary requirements?
Radio & Records, 1930 Century Park West, Box #619, Los Angeles, CA 90067. EOE

CO-OP MANAGER

Top South Florida radio station. Experienced media sales person with vendor co-op background. Management experience preferred. Call **General Sales Manager** at 305-445-5411. EOE/MFHV

WBHP Radio 1230

MORNING HOST WANTED... For **FULL-SERVICE** Morning Show. Warm and friendly a must! Great with phones. Must truly love people! Salary requirements, picture, plus T&R: WBHP, P.O. Box 1230, Huntsville, AL 35807. EOE

TOP 10 MARKET

CHR looking for powerful, Morning Show/News with **solid** track record and strong desire to win! **No egos allowed!** T&R to Radio & Records, 1930 Century Park West, Box #630, Los Angeles, CA 90067. EOE

72 WTNY AM STEREO

REPORTER/ANCHOR

Growing small market radio news operation seeks **energetic team player** with local government reporting experience and on-air abilities who doesn't watch the clock and is ready to join a ratings leading operation. Immediate opening. Cassette and resume to: Brian Ashley - News Director WTNY AM-FM, 134 Mullin Street, Watertown, New York 13601. 315-788-0790. EOE

SALES MANAGER

New England. Growing group seeks knowledgeable, creative, aggressive, people-oriented leader. Growth opportunity. Resumes to Radio & Records, 1930 Century Park West, Box #629, Los Angeles, CA 90067. EOE

PROGRAM DIRECTOR

Small Mid-Atlantic combo seeks experienced pro, sharp on formatics and presentation with strong on-air and promotion skills. Excellent opportunity for mature high-energy performer. Team players only. Great location! T&R to Radio & Records, 1930 Century Park West, #627, Los Angeles, CA 90067. EOE

SOUTH

WQEN "Q-104" is accepting T&R's for possible future openings. Some production necessary. T&R: Box 570, Gadsden, AL 35902. (9/1) EOE

Voice talent with news background. Lifestyle, newswriting and active contribution to morning comedy, characters and fun. T&R: Greg Black, WFOX, 200 Riveredge Parkway, Suite 797, Atlanta, GA 30328. (9/1) EOE

WLWI-FM/Montgomery, AL is seeking a team player for the 7p-12m shift. T&R: Rick Brown, WLWI, Box 4999, Montgomery, AL 36195. (9/8) EOE

KTLC-FM/Abilene seeks highly topical and creative individual(s) to replace legendary morning team. T&R: Mark Proctor, Box 3337, Abilene, TX 79604. (9/8) EOE

"Hot 105"/Miami expanding airstaff. Midday talent with CHR/Urban experience. T&R: Keith Isley, 3200 Ponce de Leon, Coral Gables, FL 33134. (9/8) EOE

WJYO/WPRD seeks Marketing Consultant. T&R: Karen Kjos, 2001 North Mercy Drive, Orlando, FL 32808. (9/8) EOE

WLCC/WRAA seeks a News Director and Air Talent. T&R: Box 387, Luray, VA 22835. (9/8) EOE

OPENINGS

WANTED

Program Director for powerful start-up AM in Top 50 Sunbelt market. Unique opportunity to program a new station. Experienced programming a music-intensive AM and belief in the potential of AM radio a must. Knowledge of 50's and 60's era music. College degree required. Reply to Radio & Records, 1930 Century Park West, #625, Los Angeles, CA 90067. EOE

HAVE YOU ALWAYS WANTED TO PUT A CHR STATION ON THE AIR?!!

Here's your chance. We have an exciting, fun new CHR going on the air soon in East Tennessee. We need intelligent, fun, community oriented personalities and a morning talent willing to take charge and fly with a multi-person morning show. And, yes, we will be Number One and will take no prisoners. Tapes and resumes to:

Radio For Fun And Profit, Inc.
P.O. Box 11369
Knoxville, TN 37939 EOE

MAGIC 103.1/WOMG-FM

Seeks experienced announcer for possible midnight to 5:30 AM fulltime opening. Tape & resume to Brent Johnson, P.O. Box 565, Columbia, SC 29202. No Calls. EOE

MIDWEST

Central Nebraska outlet seeks afternoon drive Country AT/MD. T&R: Shaun Schleif, KRGI, Box 4907, Grand Island, NE 68802. (9/1) EOE

WFN/WKXA seeks professional AT with desire and winning attitude for all dayparts. T&R with salary requirements: D. Glass, Box 1507, Findlay, OH 45839. (9/1) EOE

Small market AC/Oldies station seeking AT. T&R: Mark Stevens, WUME, Box 26, Paoli, IN 47454. (9/1) EOE

Production Director wanted for Urban outlet/WTLC. Experience required. Must be proficient and talented. T&R: Jay Johnson, WTLC, 2126 North Meridian, Indianapolis, IN 46202. (9/1) EOE

Market leading CHR looking for high profile AT for future opening. Come grow with us. Females encouraged. T&R: Gary Dixon, KQCR, Box 876, Cedar Rapids, IA 52406. (9/1) EOE

Cleveland radio outlet currently seeking talk show host. Experience required. T&R: Robert Tayek, PD, 1250 Superior Avenue, Cleveland, OH 44114. (9/1) EOE

Sales Assistant sought for WCIL/Carbondale, IL. Must be familiar with copywriting and graphic design. Typing required. Contact Dennis Lyle, GSM: (618) 457-8114. (9/1) EOE

Top 100 adult AOR seeks aggressive News Director/Morning Newscaster. T&R: WBYR, Box 11160, Fort Wayne, IN 46856. (9/1) EOE

WKKD/Aurora, IL has a rare fulltime midday opening. Experience, friendly delivery, production skills a must. T&R: Dave Beckman, WKKD, Box 1730, Aurora, IL 60507. (9/1) EOE

Northern Illinois CHR seeks evening AT/MD. Females encouraged. No prima donnas. T&R with photo: WAIT, General Manager, 8600 Rt. 14, Crystal Lake, IL 60012. (9/8) EOE

Major market AC seeks creative, experienced newperson for morning team. Fantastic opportunity for the right personality. T&R: KSTZ, 222 S. Central, #704, Clayton, MO 63105. (9/8) EOE

WIXX AM/FM in fast growing Country FM seeks fun and professional morning AT. T&R: General Manager, 125 East Third St., New Richmond, VA 54017. EOE

WING accepting tapes and resumes for future parttime openings. Know and love Oldies? T&R: Rob Ellis, 717 East David Rd., Dayton, OH 45429. (9/8) EOE

Anchor/Reporter sought for future opening at top full service station. Experienced only. T&R: KRMG, 7136 S. Yale, Tulsa, OK 74136. (9/8) EOE

Hot morning man sought for major market AC. Looking for energetic, creative adult communicator to grab 25-54's and hold on. T&R: KSTZ, 222 S. Central, Suite 704, Clayton, MO 63105. (9/8) EOE

OPENINGS

My morning co-host is going to Kansas City. Can you fill her shoes? T&R: Jim Patrick, KZKX, 4435 O. St, Lincoln, NE 68510. (9/8) EOE

Rare opening for Country AT at WWJO. Stable company with super facility looking for team player. Strong production a must. T&R: WJON, Steve Steward, Box 220, St. Cloud, MN 56302. (9/8) EOE

Copywriter/Continuity/AT. Country/CHR combo. Must be organized. Samples: Bill Shannon, WGEE/WWIXX, Box 1991, Green Bay, WI 54305. (9/8) EOE

KBUZ/Wichita is seeking midday and overnight AT to help with new power surge. T&R: James McFadden, Box 550, El Dorado, KS 67402. (9/8) EOE

Growing midwest group seeking talented, versatile programmer with excellent people and production skills. Relocate to the lakes. T&R with salary history: Star 99, Box 1114, Alexandria, MN 56308. (9/8) EOE

Western Iowa's top full service AC is looking for a combo person. Engineering and airshift duties included. T&R: Jamie Grout, KCM, Carroll, IA 51401. (9/8) EOE

94.5 WLRW

CHR MORNING TALENT

We just lost half of our morning show to San Francisco. Our loss may be your gain. We are looking for a side-kick/news anchor to join our dominant station in a Big Ten college city. Candidate should have all the tools necessary to be a full partner in the morning show. Good attitude, reliability, creativity, and writing skills are essential. Will you be the person that will help keep WLRW on top in the ratings? We offer an excellent compensation and benefit package, state-of-the-art facilities and promotional support. In addition, we offer the potential of growth within a nine station group. If you are now part of a morning show in a smaller market OR in a larger market looking for a shot at mornings, THIS COULD BE THE CAREER BREAK YOU HAVE BEEN WAITING FOR! Rush T&R to Matt McCann, Program Director, WLRW-Saga Communications, Inc., Box 3369, Champaign, IL 61826-3369. Women and minorities are encouraged to apply. No calls. EOE.

THE NEW
POWER 95
WKJM
Midwest - aggressive new CHR looking for talented Morning person - must be topical, creative/funny, outrageous - to be part of a team (prefer male). Send T&R to Program Director, WKJM, 2655 Yeager Rd., West Lafayette, IN 47906. No calls please. EOE

GROWTH ORIENTED

Midwestern AM/FM combo needs aggressive, motivated General Sales Manager to lead sales people. Rare opportunity!! Send resume, salary requirements, and references. Minimum 3-5 years sales management experience. Send to: Radio & Records, 1930 Century Park West, Box #620, Los Angeles, CA 90067. EOE

MORNINGS/OLDIES

Major Market Oldies FM is looking for a funny and motivated morning personality or team. No shock jocks, please, must know the music. Tape, resume and photo to Radio & Records, 1930 Century Park West, Box #628, Los Angeles, CA 90067. EOE

MIDWEST COUNTRY GIANT

seeks 90's Morning Blood. Funny, local, topical, involved & visible team player. Knock us out; you're in. Strong multi-station group. T&R, salary, photo, references to Radio & Records, 1930 Century Park West, Box #631, Los Angeles, CA 90067. EOE

OPENINGS

COME WIN WITH US!

Medium market country FM seeking morning talent. Drive-time experience a must. Top bucks, benefits, plus management opportunities. If you're bright, creative, and willing to work hard, we need to hear from you...T&R to Radio & Records, 1930 Century Park West, Box #632, Los Angeles, CA 90067. EOE

WCCO'S GAIN IS OUR LOSS.

But not for long, if you're the talented communicator KFGO listeners deserve. Interview skills, multi-topic awareness, superior production are **musts**. Above all, genuine one-on-one warmth with your audience. Phones to **Bill Hoversan, 701-237-5346, 8:30-9:30 AM, 2:30-4:30PM Central Time. M/F, EOE**

WEST

Assistant Program Director sought for Los Angeles station. Assist with day-to-day operations of programming department. Resume: Maxine Morrow, KFAC, 6735 Yucca St., Los Angeles, CA 90028. (9/1) EOE

KYYA-FM in Billings has immediate parttime AT openings to work various hours; mostly on weekends. T&R: Jack Bell, KYYA, 1645 Central, Billings, MT 59102. (9/8) EOE

Los Angeles based station seeks Account Executive for agency service and new business development. One year experience in broadcast sales required. Resume: Maxine Morrow, KFAC, 6735 Yucca St., Los Angeles, CA 90028. (9/1) EOE

Experienced salespeople sought by KMEN/KGGI in Riverside-San Bernardino. MARY WADE: (714) 889-2651. (9/1) EOE

KRKK/KWSW seeks Production Manager ASAP. Shift, good pay, low cost of living. T&R and references: Tim Murphy, 2717 Yellowstone Road, Rock Springs, Wyoming 82902. (9/8) EOE

Experienced salespeople sought by KMEN/KGGI, Riverside-San Bernardino. MARY WADE: (714) 889-2651. (9/8) EOE

California News/Talk doesn't want boring morning host. Enjoy work, news and humor. T&R: John Burgess, KNWZ, Box 12700, Palm Desert, CA 92255. (9/8) EOE

Successful California coast news/talk looking for dynamic morning News Personality/Operations Manager. Good pipes and automation experience a must. T&R: Andy Whatley, Box 1964, Santa Maria, CA 93456. (9/8) EOE

Adult Contemporary KDES/Palm Springs, CA seeks candidates to fill future full and parttime positions. Minorities and women are encouraged to apply. T&R: Box 2000, 92263. (9/8) EOE

KSRF/Los Angeles has possible future openings and current relief AT. No calls. T&R with production demo: Manon Hennesy, 1425 5th St., Santa Monica, CA 90401. (9/8) EOE

Country/AC combo seeking full and parttime talent. Warm, communicative and people oriented outside station. T&R: Charlye Parker, 2070 Overland Ave, Billings, MT 59105. (9/8) EOE

KEZR/San Jose is accepting applications for morning news announcer. Minimum of two years' broadcast experience. T&R: John Moen, KEZR, Box 2337, San Jose, CA 95109. (9/8) EOE

K-RENO fm 107

KRNO seeks seasoned creative production pro. Off air with a weekend shift. Copy, good voice, with characters helpful. Take charge manager. Send composite, resume, and references to: Gary Michaels, Program Director, 475 E. Moana, Reno, NV 89510. EOE

SEATTLE AREA DJ'S

Saturday and/or Sunday network shifts available. Not heard in Seattle market. No conflict with your current job.

Call or send tape
Rick Sklar
206-562-3000,
Braiker Radio Services Co.,
15375 S. E. 30th Place,
Bellevue, WA 98007. EOE

OPENINGS

KNIX RESULTS RADIO
FM 102.5 • AM 1580
BROADCAST RETAIL MARKETING DIRECTOR

KNIX seeking Retail Mktg. Dir. to coordinate cop, vendor support, and sales promotions. Need enthusiastic and creative person to support the sales effort. Sales exp. reqd. Broadcast, retail/mktg. exp. helpful. Send resume to Cheryl Maxey. Qualified applicants will be contacted. P.O. Box 3174, Tempe, AZ 85280. AN EQUAL OPPORTUNITY EMPLOYER

PRODUCTION

Top-rated central coast California AC station looking for fulltime production person. Minimum two years experience - must have strong voice talent and editing skills. Your organization and motivational abilities will be rewarded! This is your opportunity for career advancement! Work with an outstanding staff of co-workers dedicated to winning! No calls. Send tapes and resumes to: OPS Director, PO Box 645, Pacific Grove, California 93950. EOE.

SEE PIKE'S PEAK - EVERY DAY!!!

- Production Director with creative copywriting skills for Colorado Springs #1, AOR. Also possible air talent opening. T&R to: KKFM,
- 411 Lakewood Circle, Penthouse Suite, Colorado Springs, CO 80910. EOE

96.5 KKFM Classic Rock'n'Roll

Today's Rock'n'Roll

KRZR 103.7

103.7 KRZR Fresno has two openings. 1) PRODUCTIONS DIRECTOR PREFERABLY WITH ON-AIR EXPERIENCE. 2) NEWS DIRECTOR FOR ROCK-40 FORMAT. CALLS OK. KRZR, Attn: E. Curtis Johnson, 1765 N. Fine Ave., Fresno, CA 93727. 209-252-8994. EOE

VAIL, COLORADO

New owner looking for broadcasting professional to be General Manager of high-power AM/FM combo serving Vail/Aspen paradise. Must be sales intensive. Previous GM experience not mandatory. Sales management a must, large market experience preferable. Opportunity to train under radio pro as mentor. Sweat equity available for right person. Send resume ASAP to: Charles Goldmark, c/o WHQT, 3200 Ponce de Leon, Miami, FL 33134 OR call 305-445-5411. EOE

TELEMARKETING Excellent \$\$\$ Potential

\$100/\$1500 high commission per week Seeking advertising telephone sales reps. For publication company. Call **Clady 818-716-6588**

VAIL, COLORADO

New owner staffing high-power FM serving Vail/Aspen paradise. Now accepting applications for two key positions: Operations Manager/Morning Drive. Natural, friendly air style. Attention to detail and sense of urgency. Production Director. Create and produce great commercials for aggressive sales team. Excellent facility, major market attitude. Send cassette, resume and salary history to Keith Isley, 3200 Ponce de Leon, Coral Gables, FL 33134. EOE

POSITIONS SOUGHT

POSITIONS SOUGHT

Looking for positive career move. Prefer AC/Oldies, AM/PM drive. Eight years experience, mostly Top 50 market. Love creative production, comedy. ROBERT: (919) 392-9425. (9/8)

Over 20 years in radio with much to offer. Seeking next step in mutual growth. Focused applications, sensitive interpretations, positive innovations. (303) 641-3818. (9/8)

If you're looking for a professional, warm, conversational announcer for your Country or AC station, I'm your man. 19 years' experience. MIKE: (419) 474-5641. (9/8)

Three year afternoon/evening man. AM preference, experienced, production, writing. Northeast/Northwest localities. JOHN: (717) 648-4328. (9/8)

I want to work for your station. Get me my first job. I'm a new jock who's ready to rock. AOR and CHR, call SCOTT: (714) 962-8115. (9/8)

AOR for 12 years. KMOD, WWWW, WLLZ, WLAV. Call FRANK: (616) 245-8355. (9/8)

Upbeat, knowledgeable Oldies/AC/CHR pro available immediately. Many characters voices. Handy with a blade. NY/NE area. Will relocate. VINNY: (718) 238-8402. (9/8)

Female jock looking for first break. Willing to relocate anywhere. Give me a call. MELISSA: (714) 632-7223. (9/8)

I held a top midday position for the past 11 ARB's. Let me put my talent and 10 year Country AT/PD skills to work for you. All markets, all area, call TERRY: (512) 251-7706. (9/8)

Gold, gold, gold. AM Drive AT seeks medium/large gold station. Team player. Dedicated. VIC BANNON: (715) 344-3264. (9/8)

Versatile, talented small market FSA PD/morning host looking to move up and join your team. Prefer AC/Oldies/Country. DAVE: (316) 227-7825. (9/8)

Major market CHR talent seeking new challenge. Ten years experience. (407) 997-2131. (9/8)

Country pro seeking programming or announcing position. Prefer Central Midwest or Mideast. Over 19 years experience. MIKE: (419) 474-5641. (9/8)

Experienced CHR PD/APD/MD/AT searching for next challenge. Want your station to destroy the competition. JIM: (304) 233-8937. (9/8)

Current APM/OM/PD with experience in promotion and music at AC/CHR combo wants to be your next Program Director. Let's make money together. BOB: (203) 323-3503. (9/8)

Eight year pro looking for voice over work. Limited work in VO's. Good pipes and talent but no contacts. MIKE: (901) 423-1681. (9/8)

Welsh announcer, very strong with females. Good AT for remotes. Reliable, competent. Takes direction well. No ego problems. Spice up your sound. ROGER: (602) 721-2914. (9/8)

Make your phones ring all night. Shock radio with meaning, purpose and heart now in major market but will consider any market. JOE ALLEN: (718) 347-1041. (9/8)

This is my ad: Sidekick with voices for medium/major AM show. This is my ad on drugs: aldkfiesldkfiej. Any questions? BILL: (803) 772-5006. (9/8)

Versatile announcer for sale. Strong news/sports background. Great morning host/sidekick. First 100 calls get a free vegetable steamer. JEFF: (916) 972-1083. (9/8)

Free offer! Computerize your library with my program in exchange for fulltime airshift. Over six years' experience and ready to relocate for either AOR/CHR/Oldies. JONNY: (203) 437-0274. (9/8)

My sense of humor is on tape, not type. 20 years' experience with Talk/AC/Ctry. Dependable and looking for a home. JIM: (208) 525-8896 or (208) 522-8282. (9/8)

A decade of successful programming. Gavin NAC radio person of the year nominee. 16 years' in radio. NAC/AC/Jazz/CHR experience. MARK HILL: (408) 688-5604. (9/8)

Calling Michigan. Logged two years' fulltime and six years' parttime with excellent production skills. Writer for National Lampoon and two radio comedy services. TIM MURPHY: (219) 663-9212. (9/8)

Innovative veteran talk/radio producer seeking greener pastures in Top 12 markets. J. SEGAL: (212) 966-0186. (9/8)

The incredible Bob Campbell. WZOU, WCZY, WNVZ, WAPI. Major market person available now. (205) 995-9238. (9/8)

Marketing. Wharton trained. Ivy grad, seeking position in marketing. WMMR program/promo/sales intern. JON: (215) 878-2064. (9/8)

Major market PD with top numbers in CHR/AC/Gold/AOR Arbitrons. Will consider any opportunity. (213) 301-9171. (9/8)

Dedicated, hard working female seeks entry level position. Any format AT or news. Northern Kentucky or Southern Indiana area. DONNA: (812) 944-3187. (9/8)

Rock n' roll animal AOR AT with production, copywriting, news/sports experience seeks position at a community leader. All markets considered. KEN: (201) 633-8304. (9/8)

Former Minneapolis CHR PD looking for fringe metro or medium market opportunity. Presently on-air in Phoenix. Prefer West. SCOTT KRAMER: (602) 759-1899. (9/8)

The south and gulf coast is home. Consider my 15 years' experience, mature delivery, and major market success. STEVE: (904) 477-1054. (9/8)

POSITIONS SOUGHT

Weekends/swing at West Palm Beach CHR looking for full-time. Excellent production. ANDY: (407) 642-7214. (9/8)

Chicago parttime? AT with two years' fulltime and six years' parttime seeks weekend in Chicago. Top production and writing skills. TIM: (219) 663-9212. (9/8)

Southeast Florida, now's the time. Experience AT seeks position in greater Miami FL market. Prefer CHR/AC/AOR. DAVE: (513) 777-7915. (9/8)

Jacksonville/Orlando areas: Small market pro with six years' experience seeks next step up. SAL: (904) 874-1165. (9/1)

I'm a Country lady looking for a midday home. Great attitude, team player, hard working, natural. BETSY ROBERTS: (503) 923-6708. (9/1)

MAGICAL WORKAHOLIC MANAGER
Turn-around King, presently employed GM in Top 20 market with triumphs in NY and LA seeks new level. Reduced station expenses 50%, quadrupled revenues, 17 years radio experience, age 34. Raise your bottom line! Inquiries to Radio & Records, 1930 Century Park West, #623, Los Angeles, CA 90067. EOE

Ten year pro seeks on-air position. Prefer East/Southern region. Most recently with KDKO/Denver. FRANK: (303) 750-6011. (9/1)

Hard working beginner with sharp personality and humor. Looking for first job in Midwest area. You won't be disappointed. JOHN: (612) 546-7700. (9/1)

Production problems? Impressionist/creative writer wants parttime gig at central Florida station. Ten years in major market. JOHN: (800) HIT-JOHN. (9/1)

Six year sportscaasting pro seeks fulltime sports work. College football, basketball, pro baseball PBP experience. Must include college or pro. JOHN: (415) 479-6204. (9/1)

Two morning drivers with bits, characters, parody songs, and fake spots. Looking for bigger and better AOR gig. (304) 722-6136. (9/1)

Two years at a mega-station taught me the basics. Now I want to shine. Voice and production a plus. SAMANTHA: (508) 369-7081. (9/1)

Young AT with five years' experience is looking for evenings or overnights at CHR outlet. Have voice, will travel. BRIAN: (302) 436-4447. (9/1)

Major market AT/MD in Los Angeles and San Diego seeks on-air, production or syndication position. Prefer Southern California. All formats. JULIO FLORES: (818) 905-3326. (9/1)

GM for Hire! Have job, will travel anywhere. 20 years' experience, seeking management position for winning attitude. DAN RION: (217) 529-9500. (9/1)

Looking for positive career move. Prefer AC/Oldies, AM/PM drive. Eight years' experience, mostly Top 50 market. Love creative production, comedy, voices, remotes. ROBERT: (919) 392-9425. (9/1)

Morning show sidekick with voices in top market. Caller 10 wins. BILL: (803) 772-5006. (9/1)

PD wanted for high energy CHR experienced night/overnighter. Want phones, creativity, and a team. Liners only need not bother. Midwest/West. ANDY: (714) 968-6347. (9/1)

AFTERNOONS! AOR/ROCK 40 MAJOR MARKET MORNING PRO SEEKS PM DRIVE. You should be: A station with guts, attitude. No zoos. Willing to take chances. I am: extremely experienced. Creatively scary. My production: impeccable, award winning. My style: off center. If you believe radio is more than just following every other dork in the format, let's talk. Top 20 markets. Serious inquiries only. T&R to Radio & Records, 1930 Century Park West, #616, Los Angeles, CA 90067. EOE

Versatile announcer for sale. Strong news-sports background. Great morning host/sidekick. First 100 calls get a free vegetable steamer. JEFF: (916) 972-1083. (9/1)

Michael Bell of KROQ, KISW, KPLZ. Funny, topical talent with dynamic production skills available now. Northwest or Cal preferred. (818) 845-6607. (9/1)

Thirteen years experience in CHR/AOR. Production Director/AT/Jazz programmer seeking fulltime on CHR/NAC/AC/Jazz. JIM DECESARE: (412) 468-8935. (9/1)

Eleven years AT available. Overnights in medium-large market or any format in midwest or south. PATRICK: (217) 529-9500. (9/1)

20 year major and medium market co-host/sidekick/news anchor can help make your show tops. DICK KELSEY: (512) 335-5535. (9/1)

Experienced AC/Country PD airwork also in easy contemporary and CHR. Good production. Mid-Atlantic region only. WALT: (301) 928-5164. (9/1)

POSITIONS SOUGHT

AT Phone Home! Just graduated, with on-air experience. Any format, shift, job. Oklahoma or surrounding towns preferred. I'm eager! MIKE: (405) 478-1348. (9/1)

Looking for Oldies/AC format. Experience in medium and major markets, including Houston and Oklahoma City. Programming experience in good small market. RANDY: (314) 434-8897. (9/1)

I'm your man. With two years on-air work, production and news in all formats, your phone call is worth it. CHRIS: (309) 734-4522. (9/1)

Attn: Chicago and surrounding radio stations. Twenty year pro looking to stay in area. All formats and any position considered. MARK: (312) 205-9441. (9/1)

Looking for fulltime in Eastern Kansas. Western Missouri. AC/CR/Oldies formats preferred. Parttime in Ohio not paying the bills. PHIL: (216) 834-1205. (9/1)

Southeast Florida - now is the time. Experienced AT seeks position in greater Miami Florida market. Prefer CHR/AC/AOR format. Available 10/1. Capable and dependable. DAVE: (513) 777-7915. (9/1)

OM/PD. Two decades in AC/Ctry/Oldies/Full Service radio. West Coast and medium market please. CLARK: (916) 529-2026. (9/1)

Success is what you make it. Present GM wants back in programming/talent. Successful, diversified track record. Country/AC/Gold. JOE: (802) 462-3124. (9/1)

Major market talent, major market person. Talk/Music/News/FS. Satire, voices, writing, production. Ethics and passion for hard work. Seeks top 30 market. CHARLIE: (209) 439-6229. (9/1)

Three years experience plus college radio. Young, fresh, will work to win. Anyplace, anytime. Call me, you'll be convinced. STEVE: (207) 499-7954. (9/1)

Thirty year career. Stable radio chief. Experienced in all phases. Midwest preferred but will relocate. ROGER BENNETT, 834 1/2 W. Wayne, Lima, OH 45801. (9/1)

Hard working, pleasant and professional broadcasting graduate seeks fulltime with AOR/Rock format, but have experience in C&W also. Willing to relocate. BUDDY: (417) 883-4060. (9/1)

Run with the Big Boys or the small ones. You still have to keep operating costs low, the promotions big and the music tight. CHR/UC/AOR. PETER: (803) 791-3804. (9/1)

Bat News! Former Gothamite seeks place to hang cape and headphones. Award winning rock news. Unique, conversational and controversial. Big dogs only! (704) 529-6789. (8/25)

Well seasoned, highly experienced adult personality and/or PD/OM. Mature, knowledgeable, dependable. Successful track record. Good attitude. CHUCK: (915) 699-1903. (8/25)

To fill the copywriting position on your staff, face the FAX. Call Kent Griffin at (800)733-8748 for permanent, supplemental and on-call assignments.

PD/Mornings with 19 year pro wants to cut thru the BS and win for you CHR. Currently P-2 looking to move up. TOM: (304) 755-1212. (8/25)

Experienced AT seeks PT/FT position in Cincinnati, OH or Miami, FL market. Prefer AC/CHR/AOR. Available immediately. Hiring inquiries only. DAVE: (513) 777-7915. (8/25)

Help. I just wanna be a jock again. 10 year vet with PD/MD/OM experience looking for any format, anywhere in the South. (901) 352-5889. (8/25)

Want to see astounding numbers? Listen to a style and enthusiastic personality that works? Number one CHR/ADAT seeks Top 50 East Coast. (215) 921-3086. (8/25)

Fresh blood out of broadcasting school seeks employment at stations from Orlando to The Keys. Reliable, dependable, hardworking. CINDY: (407) 547-0600 or (407) 220-3586. (8/25)

Call for latest aircheck. Bright, energetic, medium-market AT looking for new opportunity in medium market. Prefer AC or CHR. ANDY: (718) 979-3171. (8/25)

Michigan - say yes! Writer for National Lampoon and national comedy service with eight years' radio experience. Intelligent, humorous with great production skills. TIM: (219) 663-9212. (8/25)

Radio station owners, here is your chance to make your mornings number one. MARK in the Morning: (519) 537-3582. (8/25)

Urban/Churban/Top 40: I'm interested. Ten year pro seeks on-air position. Prefer East/Southern region. Most recently with KDKO/Denver. FRANK: (303) 750-6011. (8/25)

Female Country AT with five years' experience in commercial/public radio. Natural, straight forward, creative, funny. Will relocate. (503) 923-6708. (8/25)

KPXR/Anchorage. AK is looking for a new team player for a winning team. We need a hot young jock to dazzle our night audience. T&R: KPXR, Steve Knoll, 3700 Woodland Dr -300, Anchorage, AK 99517. (8/25) EOE

East Washington's legendary "OK95" has rare openings. Join a winning team. T&R: Box K, Tri-Cities, WA 99302. (8/25) EOE

KSFR has future openings and seeks current relief AT. T&R: Manon Hennesy, 1425 5th St., Santa Monica, CA 90401. (8/25) EOE

Southern Oregon's KBOY seeking experienced morning pro. Must be talented team player, with strong production background. T&R: Tom Carnes, 107 East Main, Medford, OR 97501. (8/25) EOE

POSITIONS SOUGHT

Z-107/Wheeling, WV is in need of a strong PM drive talent. Night jock just left for Cleveland. Are you one step from the majors? T&R with photo: WZMM, 98 16th St., Wheeling, WV 26003. (8/25) EOE

WCHS/WVNS In Charleston, WV seeking morning news gathering and writing. T&R: Frank George, 1111 Virginia St. East, Charleston, 25301. (8/25) EOE

WPGC-FM is expanding its airstaff. T&R: Dave Ferguson, Box 10239, Washington, DC 20018. (8/25) EOE

AUSTRALIAN CHR PERSONALITY

31 years, with 10 years experience. Now working Australia's No. 1 market (Sydney). Neutral Australian accent. Seeking fulltime position in medium sized US market. Demo tape available. Great voiceovers, character v/o and phones. Contact Steve, 011-61-2-9536335.

Z-100 Columbus/Starkville, MS seeks morning show co-host. Excellent production skills a must. T&R: Jim McDonald, WZIX, Box 1247, Columbus, MS 39703. (8/25) EOE

WPOW/Miami, FL has opening for Account Executive with previous sales experience. Resume: John Jaras, 20295 NW 2nd Ave, Miami, FL 33169. (8/25) EOE

Assistant Promotions Director sought for WPOW in Miami. Responsible for station promotion implementation and execution. T&R: WPOW, 20295 NW 2nd Avenue, Miami, FL 33169. (8/25) EOE

Top 100 market AC seeking AT for future. Winning attitude and communication a must. T&R: Mark McKinney, WTFM, 222 Commerce St., Kingsport, TN 37660. (8/25) EOE

KYKK Longview, TX seeks great PD. Growing group. T&R: Art Sanders, Box 2727, Longview, TX 75606. (8/25) EOE

Announcer sought for immediate opening at coastal Georgia AC outlet. Competitive FM on Florida line. Call: Jim Ayers, WKBX, (912) 729-6106.

MISCELLANEOUS

WWSF/Pensacola-Ft. Walton Beach, FL needs CHR/AOR/AC service from all labels. Call J.J. Duling: (904) 664-2400. (9/8)

International station seeks service of all music types. Send to: Kelly Stuart, KISS-FM SARL, Box Post 236, 06408 Cannes, Sedex, FRANCE. FAX: 0033936889629 or PHONE: 003393392500. (9/8)

R&R Opportunities Display Advertising

Display: \$55 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$65 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed on company/station letterhead and accompanied by payment mailed to our office in advance. Visa, MC, AmEx accepted.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date. Address all ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

R&R Opportunities Free Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Must be on company/station letterhead. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, we must receive your ad by Thursday noon (PST) prior to issue date.

For opportunities you must place your free listings by mail only. Address all 24-word ads to: R&R/Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

Free listings are on a space availability basis only.

3 2		SEPTEMBER 8, 1989		Total	Heavy	Medium	Light	
WKS	WKS	LW	TW	Reports/Adds				
4	3	2	1	1 JUDDS/Let Me Tell You About Love (Curb/RCA)	177/0	158	15	4
2	1	1	2	2 RODNEY CROWELL/Above And Beyond (Columbia)	170/0	150	17	3
10	7	4	3	3 STEVE WARINER/I Got Dreams (MCA)	177/0	143	31	3
11	8	7	4	4 CLINT BLACK/Killin' Time (RCA)	176/1	144	30	2
7	4	3	5	5 LIONEL CARTWRIGHT/Give Me His Last Chance (MCA)	174/0	145	24	5
14	11	8	6	6 BAILLIE & THE BOYS/Hear Of Stone (RCA)	174/1	110	58	6
19	14	11	7	7 ALABAMA/High Cotton (RCA)	176/0	94	79	3
15	12	10	8	8 RICKY VAN SHELTON/Living Proof (Columbia)	177/1	97	77	3
6	5	5	9	9 WILLIE NELSON/Nothing I Can Do About It Now (Columbia)	152/0	100	42	10
18	15	13	10	10 HANK WILLIAMS JR./Finders Are Keepers (WB/Curb)	170/0	69	87	14
12	10	9	11	11 FORESTER SISTERS/Don't You (WB)	156/0	89	49	18
16	13	12	12	12 DESERT ROSE BAND/Hello Trouble (MCA/Curb)	161/0	74	80	7
21	17	15	13	13 RESTLESS HEART/Say What's In Your Heart (RCA)	175/2	52	106	17
25	21	18	14	14 GEORGE STRAIT/Ace In The Hole (MCA)	173/1	32	126	15
20	18	16	15	15 SUZY BOGDUSS/Cross My Broken Heart (Capitol)	161/4	54	85	22
26	23	19	16	16 BELLAMY BROTHERS/You'll Never Be Sorry (MCA/Curb)	162/2	46	107	9
27	22	20	17	17 MERLE HAGGARD/A Better Love Next Time (Epic)	170/3	24	116	30
32	24	21	18	18 KATHY MATTEA/Burnin' Old Memories (Mercury)	175/4	9	130	36
22	19	17	19	19 SKIP EWING/The Coast Of Colorado (MCA)	154/0	38	99	17
38	28	22	20	20 EDDY RAVEN/Bayou Boys (Universal)	170/8	9	107	54
41	34	26	21	21 OAK RIDGE BOYS/An American Family (MCA)	162/15	3	88	71
30	25	23	22	22 K.D. LANG/Full Moon Full Of Love (Sire/WB)	140/3	15	81	44
31	26	24	23	23 GENE WATSON/The Jukebox Played Along (WB)	143/6	11	89	43
33	27	25	24	24 BILLY HILL/Too Much Month At The End Of The Money (Reprise)	139/6	8	79	52
40	35	28	25	25 RICKY SKAGGS/Let It Be You (Epic)	153/12	5	83	65
34	30	27	26	26 TANYA TUCKER/Daddy And Home (Capitol)	132/6	5	82	45
8	6	6	27	27 HIGHWAY 101/Honky Tonk Heart (WB)	128/0	63	43	22
37	33	30	28	28 JANN BROWNE/You Ain't Down Home (Curb)	136/5	15	64	56
49	40	32	29	29 DOLLY PARTON/Yellow Roses (Columbia)	146/19	2	66	78
1	2	14	30	30 KEITH WHITLEY/I Wonder Do You Think Of Me (RCA)	124/0	64	42	18
—	48	35	31	31 REBA McENTIRE/Til Love Comes Again (MCA)	142/29	3	48	91
45	42	34	32	32 DANIELE ALEXANDER/She's There (Mercury)	133/18	1	51	81
—	47	36	33	33 PAUL OVERSTREET/All The Fun (RCA)	136/26	1	53	82
—	49	37	34	34 SAWYER BROWN/The Race Is On (Capitol/Curb)	127/20	4	48	75
BREAKER	44	38	35	35 KENNY ROGERS/The Vows Go Unbroken (Reprise)	116/21	2	37	77
44	41	38	36	36 GEORGE JONES/Writing On The Wall (Epic)	101/5	3	52	46
3	9	29	37	37 VERN GOSDIN/I'm Still Crazy (Columbia)	77/0	16	42	19
48	44	40	38	38 BECKY HOBBS/Do You Feel The Same Way Too (RCA)	99/7	3	40	56
—	50	42	39	39 CONWAY TWITTY/House On Old Lonesome Road (MCA)	101/14	0	32	69
9	20	31	40	40 HOLLY DUNN/Are You Ever Gonna Love Me (WB)	56/0	16	27	13
—	—	50	41	41 GARTH BROOKS/If Tomorrow Never Comes (Capitol)	100/40	1	17	82
—	—	49	42	42 MARY CHAPIN CARPENTER/Never Had It So Good (Columbia)	92/32	1	18	73
—	—	47	43	43 CANYON/Hot Nights (16th Avenue/Capitol)	77/10	2	27	48
—	—	48	44	44 MARTY STUART/Cry Cry Cry (MCA)	82/15	1	21	60
—	—	46	45	45 FOSTER & LLOYD/Suzette (RCA)	69/4	1	27	41
DEBUT	—	—	46	46 PATTY LOVELESS/The Lonely Side Of Love (MCA)	78/31	0	18	60
DEBUT	—	—	47	47 TRAVIS TRITT/Country Club (WB)	70/19	1	11	58
DEBUT	—	—	48	48 LORRIE MORGAN/Out Of Your Shoes (RCA)	64/30	0	12	52
5	16	33	49	49 K.T. OSLIN/This Woman (RCA)	43/0	4	22	17
23	32	44	50	50 SHENANDOAH/Sunday In The South (Columbia)	28/0	7	12	9

MOST ADDED

GARTH BROOKS (40)
 SHENANDOAH (33)
 DON WILLIAMS (33)
 MARY CHAPIN CARPENTER (32)
 PATTY LOVELESS (31)
 LORRIE MORGAN (30)
 REBA McENTIRE (29)
 PAUL OVERSTREET (26)
 KENNY ROGERS (21)
 VINCE GILL (20)

HOTTEST

RODNEY CROWELL (94)
 CLINT BLACK (92)
 LIONEL CARTWRIGHT (88)
 JUDDS (83)
 STEVE WARINER (55)
 WILLIE NELSON (41)
 ALABAMA (38)
 RICKY VAN SHELTON (30)
 KEITH WHITLEY (29)
 BAILLIE & THE BOYS (26)

NEW ARTISTS

Reports/Adds

1 **B. HOBBS**/Do You Feel... (RCA) . . . 99/7
 2 **CANYON**/Hot Nights (16th Ave./Cap.) . . . 77/10
 3 **TRAVIS TRITT**/Country Club (WB) . . . 70/19
 4 **WILD ROSE**/Breaking New Ground (Univ.) . . . 47/20
 5 **DAVID BALL**/Gift Of Love (RCA) . . . 29/4
 6 **BUTCH BAKER**/Our Little Corner (Merc.) . . . 19/5
 7 **TIM MENSY**/Stone By Stone (Col.) . . . 18/1
 8 **JOSH LOGAN**/Was Born With... (Curb) . . . 12/1
 9 **TRADER PRICE**/Sad Eyes (Univ.) . . . 12/0
 10 **JASON D. WILLIAMS**/Waitin' On Ice (RCA) . . . 9/4

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

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

BREAKERS

KENNY ROGERS

The Vows Go Unbroken (Reprise)

On 66% of reporting stations. Rotations: Heavy 2, Medium 37, Light 77, Total Adds 21 including WVAM, WCAO, WQBE, WORC, KRRV, WSOC, WESC, KYKX, KLLL, WWKA, KRMD, KJNE, WUBE, KZKX, WMIL, KXXY, KZSN, KIZN, KKAT, KEEN. Moves 46-39-35 on the Country chart.

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



"TILL I CAN'T TAKE IT ANYMORE"

(7-88815) (PRCD 2912)

by

BILLY JOE ROYAL

the follow-up to the hits "Tell It Like It Is" and "Love Has No Right"

from the album

TELL IT LIKE IT IS (91064)

Produced by: Nelson Larkin



Atlantic Nashville
 Traditionally... Contemporary

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NEW & ACTIVE

CONWAY TWITTY "House On Old Lonesome Road" (MCA) 101/14

Rotations: Heavy 0, Medium 32, Light 69, Total Adds 14, WGN, WILQ, WYAY, WEZL, WTNV, WKSJ, WOWW, WCHY, KJNE, KBMR, WTSO, KCJB, KUPL, KDRK, Medium: WLVK, WAMZ, WGKX, WQDR, KXXY, K TOM Moves 50-42-39 on the Country chart.

GEORGE JONES "Writing On The Wall" (Epic) 101/5

Rotations: Heavy 3, Medium 52, Light 46, Total Adds 5, WWKA, WYNG, WMIL, KDRK, KIIM, Heavy: WICO, WKAK, KRKT, Medium: WDSY, WUSY, KPLX, KIKK, KSSN, WGKX, WLWI, WSM, WONE, WHOK, WOW, KKAT. Moves 44-41-38-36 on the Country chart.

GARTH BROOKS "If Tomorrow Never Comes" (Capitol) 100/40

Rotations: Heavy 1, Medium 17, Light 82, Total Adds 40 including WPOC, WTCR, WBEE, KASE, WYNK, WSOC, KIKK, WKSJ, KAJA, KKYX, WCHY, WQYK, WUBE, WFMS, WFMB, K102, KIK-FM, KUGN, KCCY, KNCQ. Moves 50-41 on the Country chart.

BECKY HOBBS "Do You Feel The Same Way Too" (RCA) 99/7

Rotations: Heavy 3, Medium 40, Light 56, Total Adds 7, WHWK, WDSY, CHOW, WSLR, KZKX, K102, KUPL. Heavy: WICO, KTTS, KDRK, Medium: WCAO, WQCB, WWYZ, KEAN, KMML, KLLI, WOKK, WCMS, WHOK, KMIX. Moves 48-44-40-38 on the Country chart.

MARY CHAPIN CARPENTER "Never Had It So Good" (Columbia) 92/32

Rotations: Heavy 1, Medium 18, Light 73, Total Adds 32 including WCAO, WQBE, WAYZ, WXTU, WPOR, WKHX, KHEY, WESC, KKYX, WSIX, WQYK, WGEE, WFMS, K102, KIZN, KKCS, KWJJ, KCCY, KKAT, KCKC. Moves 49-42 on the Country chart.

MARTY STUART "Cry Cry Cry" (MCA) 82/15

Rotations: Heavy 1, Medium 21, Light 60, Total Adds 15, WGN, WBEE, WLVK, WESC, KKYX, KJNE, WGEE, WTSO, WMIL, WFMB, KIZN, KFMS, KWJJ, KIIQ, K TOM. Heavy: KRKT, Medium: WYRK, WWYZ, WDSY. Moves 48-44 on the Country chart.

PATTY LOVELESS "The Lonely Side Of Love" (MCA) 78/31

Rotations: Heavy 0, Medium 18, Light 60, Total Adds 31 including WPOR, WORC, KRRV, KYKR, WSOC, WUSY, KNFM, WOWW, KKYX, WHOK, WTSO, KTTS, WTCM, KRST, KNIX, KWJJ, KCCY, K TOM, KCKC. Debuts at number 46 on the Country chart.

CANYON "Hot Nights" (16th Avenue/Capitol) 77/10

Rotations: Heavy 2, Medium 27, Light 48, Total Adds 10, WPOC, WTCR, WKLO, KNFM, KAJA, WCHY, KTPK, WTCM, KIZN, KFMS. Heavy: WTVY, KFGO. Medium: WWYZ, KEAN, WSTH, KPLX, WHOK, WMIL, KASH, KDRK. Moves 47-43 on the Country chart.

TRAVIS TRITT "Country Club" (WB) 70/19

Rotations: Heavy 1, Medium 11, Light 58, Total Adds 19, WQCB, WWYZ, WRKZ, KEAN, WKAK, WYNK, KAYD, WESC, KIKK, WMSI, WOWW, WQYK, KJNE, WFMS, KCJB, WTHI, WTCM, KFDI, KMIX. Debuts at number 47 on the Country chart.

FOSTER & LLOYD "Suzette" (RCA) 69/4

Rotations: Heavy 1, Medium 27, Light 41, Total Adds 4, WGEE, WTCM, KIZN, KFMS. Heavy: KDRK, Medium: WXXK, WAMZ, WKYQ, WKNN, WYNG, WCUZ, WHOK, WOW, KFDI, KRKT, KIK-FM, KVOC, KUUY, KALF, K TOM. Moves 46-45 on the Country chart.

LORRIE MORGAN "Out Of Your Shoes" (RCA) 64/30

Rotations: Heavy 0, Medium 12, Light 52, Total Adds 30 including WPOC, WQBE, WRKZ, WXTU, WDSY, WYNK, WXBQ, WLVK, WSOC, WUSY, WRNS, WSTH, KYYK, WSIX, WQYK, WAXX, KMIX, KNCQ, KIIQ, KDRK. Debuts at number 48 on the Country chart.

EMMYLOU HARRIS "I Still Miss Someone" (Reprise) 56/4

Rotations: Heavy 0, Medium 16, Light 40, Total Adds 4, WCAO, WSNO, KHEY, KIZN, Medium: KASE, WFLS, WCMS, WKNN, KFGO, WCUZ, WHOK, KTTS, WTCM, KFDI, KRKT, KASH, KGHL, KUUY, KALF, KDRK.

SIGNIFICANT ACTION

DON WILLIAMS "I've Been Loved By The Best" (RCA) 50/33

Rotations: Heavy 0, Medium 6, Light 44, Total Adds 33 including WWYZ, WICO, WSOC, WUSY, WRNS, WTVY, WGKX, WKSJ, WCMS, WTOR, WAXX, KXXY, KTTS, WTHI, KRKT, KMIX, KWHT, K TOM, KCKC, KDRK.

WILD ROSE "Breaking New Ground" (Universal) 47/20

Rotations: Heavy 1, Medium 9, Light 37, Total Adds 20, WWYZ, WDSY, WSOC, WSTH, KHEY, WFLS, WOKK, WAXX, KFGO, KCJB, KTTS, WWJO, WTCM, KVOO, KRKT, KRST, KFRE, KWHT, KIIQ, KDRK.

SHENANDOAH "Two Dozen Roses" (Columbia) 45/33

Rotations: Heavy 0, Medium 6, Light 39, Total Adds 33 including WQBE, WWYZ, WLVK, WRNS, WFLS, KYYK, WGKX, WKSJ, WSIX, WWKA, WKYQ, WQDR, WYYD, KXXY, KFDI, KRKT, KRWQ, KEKB, KMIX, KCKC.

LARRY GATLIN & THE GATLIN BROS. "Number One Heartache Place" (Universal/MCA) 38/12

Rotations: Heavy 0, Medium 10, Light 28, Total Adds 12, WCAO, WRKZ, KRRV, WUSY, WSTH, KHEY, KIKK, WKKO, KCJB, WTCM, KASH, KKAT, Medium: WTVY, KFGO, KFDI, KRKT, KALF, KDRK.

VINCE GILL "Never Alone" (MCA) 34/20

Rotations: Heavy 0, Medium 5, Light 29, Total Adds 20, WQBE, WWYZ, WRKZ, WICO, KEAN, WFLS, WDXE, KYYK, WKYQ, WAXX, KFGO, WCUZ, WHOK, KTTS, KVOO, KWXX, KRKT, KASH, KALF, KEKB.

WAYLON JENNINGS "You Put The Soul In The Song" (MCA) 33/5

Rotations: Heavy 0, Medium 7, Light 26, Total Adds 5, WAYZ, WFLS, KYYK, WAXX, KCKC, Medium: WTVY, KTTS, WTCM, KFDI, KRKT, KASH, KALF, Light: WRKZ, WZPR, KEAN, WRNS, WSTH, WNOE, KMIX, K TOM.

DAVID BALL "Gift Of Love" (RCA) 29/4

Rotations: Heavy 0, Medium 6, Light 23, Total Adds 4, WRKZ, WHOK, KCJB, WTCM, Medium: KTTS, KFDI, KRKT, KASH, KDRK, Light: KMML, KASE, WSTH, KKIX, KKYX, WUSQ, WAXX, KVOO, KIK-FM, KEKB, KMIX.

LEE GREENWOOD "I Go Crazy" (MCA) 25/11

Rotations: Heavy 0, Medium 1, Light 24, Total Adds 11, WWYZ, WRKZ, KASE, WTVY, KYYK, WKSJ, WKYQ, WIRK, KVOO, KWXX, KRKT, Medium: WWKA, Light: WSNO, KEAN, KKIX, WKNN, KXXY, KFDI, KGHL, KRWQ.

DEAN DILLON "It's Love That Makes You Sexy" (Capitol) 24/4

Rotations: Heavy 0, Medium 5, Light 19, Total Adds 4, WHOK, WTCM, KUUY, KDRK, Medium: WKAK, WTVY, KCJB, KFDI, Light: WWYZ, WXXK, KRRV, WXBQ, WSTH, WFLS, KYYK, KFGO, KTTS, KVOO, KRWQ.

RANDY TRAVIS "It's Just A Matter Of Time" (WB) 23/9

Rotations: Heavy 3, Medium 4, Light 16, Total Adds 9, WCAO, WDXE, WKYQ, KRMD, WFMS, KXXY, KFDI, KFRE, KNIX, Heavy: WYNY, WSOC, KCKC, Medium: KAJA, WCUZ, Light: WWVA, KSCS, KPLX, WWJO, K SAN.

BUTCH BAKER "Our Little Corner" (Mercury) 19/5

Rotations: Heavy 0, Medium 1, Light 18, Total Adds 5, WTVY, KYYK, KKYX, WAXX, KFGO, Medium: KRKT, Light: WWYZ, WICO, KRRV, WSTH, KKIX, WFLS, WMSI, WIVK, WDXE, WNOE, KVOO, KUUY, KRWQ.

TIM MENSY "Stone By Stone" (Columbia) 18/1

Rotations: Heavy 0, Medium 3, Light 15, Total Adds 1, KCJB, Medium: WAJR, KXXY, KRST, Light: WSNO, WXXK, WDSY, WORC, KRRV, WSTH, KKIX, WFLS, WMSI, WIVK, WDXE, WNOE, KVOO, KUUY, KRWQ.

HOLLY DUNN "There Goes My Heart Again" (WB) 14/14

Rotations: Heavy 0, Medium 2, Light 13, Total Adds 14, WQBE, WTVY, KIKK, WDXE, KFDI, KWXX, KASH, KVOC, KUUY, KALF, KRWO, KEKB, KWJJ, KCKC.

JOSH LOGAN "I Was Born With A Broken Heart" (Curb) 12/1

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 1, KKYX, Medium: WTVY, KFDI, Light: WICO, KRRV, KKIX, WFLS, WNOE, KFGO, KWMT, KCJB, KVOO.

TRADER PRICE "Sad Eyes" (Universal) 12/0

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 0, Medium: WIVK, Light: WCAO, WQBE, WAJR, WNOE, WKYQ, WUSQ, WAXX, KWMT, WHOK, WOW, KTPK.

MOE BANDY "This Night Won't Last Forever" (Curb) 11/5

Rotations: Heavy 0, Medium 2, Light 9, Total Adds 5, WICO, WSTH, WDXE, KRKT, KEKB, Medium: WTVY, WCMS, Light: KKIX, WOW, KVOO, KUUY.

JANIE FRICKIE "Give 'Em My Number" (Columbia) 11/4

Rotations: Heavy 0, Medium 1, Light 10, Total Adds 4, WSTH, KFDI, KUUY, KRWQ, Medium: WTVY, Light: WFLS, KIKK, WDXE, WCMS, WIRK, KVOO.

JASON D. WILLIAMS "Waitin' On Ice" (RCA) 9/4

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 4, WTVY, WTCM, KVOO, KEKB, Light: WKYQ, WCUZ, KUUY, KRWQ, KWJJ.

DAVID SLATER "Whatcha Gonna Do About Her" (Capitol) 8/5

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 5, WTVY, WCMS, KTTS, KALF, KMIX, Light: KMML, KKIX, KRWQ.

ALBUM TRACKS

Table with 2 columns: ARTIST/Song Title (Label) and Album Title. Includes entries for Bruce Hornsby & NGDB, Michael Martin Murphey, Paulette Carlson & NGDB, etc.

Large advertisement for Canyon's 'Hot Nights!' single. Features the text 'HOT NIGHTS!' in large letters, 'The Sizzling New Single from CANYON', and an image of the band Canyon. Includes the 16th Avenue Records logo and 'Distributed by Capitol Records, Inc.'.

MOST ADDED EAST		HOTTEST EAST		MOST ADDED SOUTH		HOTTEST SOUTH		MOST ADDED MIDWEST		HOTTEST MIDWEST		MOST ADDED WEST		HOTTEST WEST			
Mary Chapin Carpenter (Columbia)	Lorrie Morgan (RCA)	Rodney Crowell (Columbia)	Judds (Curb/RCA)	Shenandoah (Columbia)	Lorrie Morgan (RCA)	Garth Brooks (Capitol)	Reba McEntire (MCA)	Rodney Crowell (Columbia)	Clint Black (RCA)	Lionel Cartwright (MCA)	Clint Black (RCA)	Lionel Cartwright (MCA)	Clint Black (RCA)	Reba McEntire (MCA)	Don Williams (RCA)	Lionel Cartwright (MCA)	Clint Black (RCA)

WGHM Albany, NY	WOKD/Dover Portsmouth, NH	WDSY Pittsburgh, PA	KEAN Abilene, TX	WZZK Birmingham, AL	KPLX Dallas-Ft. Worth, TX	KIKK-FM Houston, TX	KLLD Lubbock, TX	WWKA Orlando, FL	KKXV San Antonio, TX	WSLR Akron, OH	WKWO Duluth, MN	WVOK Lancaster, OH	WOW Omaha, NE	KTPK Topeka, KS				
SAWYER BROWN RICKY SKAGGS CONWAY TWITTY MARTY STUART HOTTEST: WILLIE NELSON LIONEL CARTWRIGHT JUDDS CLINT BLACK BALLIE & THE BOY	OAK RIDGE BOYS RICKY SKAGGS HOTTEST: WILLIE NELSON LIONEL CARTWRIGHT STEVE WARINER WYZ Waynesboro, PA	BECKY HOBBS LORRIE MORGAN WILD ROSE HOTTEST: LIONEL CARTWRIGHT RODNEY CROWELL JUDDS STEVE WARINER WFOR Portland, ME	VINCE GILL TRAVIS TRITT HOTTEST: RODNEY CROWELL JUDDS LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK	GENE WATSON OAK RIDGE BOYS HOTTEST: FORESTER SISTERS RODNEY CROWELL JUDDS KEITH WHITLEY GEORGE STRAIT WYLS Ocala, FL	GENE WATSON OAK RIDGE BOYS HOTTEST: FORESTER SISTERS RODNEY CROWELL JUDDS KEITH WHITLEY GEORGE STRAIT WYLS Ocala, FL	MUNDO EARWOOD TRAVIS TRITT CAROL BROOKS BOLLY DUNN LARRY GATLIN & TH HOTTEST: LORRIE MORGAN WMSI Jackson, MS	OAK RIDGE BOYS KENNY ROGERS HOTTEST: CLINT BLACK RESTLESS HEART ALABAMA EDDY RAVEN WYLS Ocala, FL	VINCE GILL CONWAY TWITTY HOTTEST: LIONEL CARTWRIGHT JUDDS RODNEY CROWELL WYKQ Paducah, KY	GARTH BROOKS PATTY LOVELESS LORRIE MORGAN JOSE LOGAN BUTCH BAKER WAYLON JENNINGS HOTTEST: KEITH WHITLEY WILLIE NELSON CLINT BLACK JUDDS RODNEY CROWELL WCHY Savannah, GA	SAWYER BROWN TANYA TUCKER BECKY HOBBS HOTTEST: ALABAMA RODNEY CROWELL WILLIE NELSON STEVE WARINER WVOD Bismarck, ND	REBA MCENTIRE LARRY GATLIN & TH HOTTEST: RODNEY CROWELL LIONEL CARTWRIGHT CLINT BLACK WAXX Eau Claire, WI	DANIELE ALEXANDER DOLLY PARTON GARTH BROOKS CONWAY TWITTY LORRIE MORGAN HOTTEST: RODNEY CROWELL WILLIE NELSON DESERT ROSE BAND WYLS Ocala, FL	WILD ROSE SHENANDOAH BUTCH BAKER LORRIE MORGAN HOTTEST: WAYLON JENNINGS RODNEY CROWELL JUDDS SUZY BOGUSS HOLLY DUNN WYLS Ocala, FL	DANIELE ALEXANDER DOLLY PARTON GARTH BROOKS CONWAY TWITTY LORRIE MORGAN HOTTEST: RODNEY CROWELL WILLIE NELSON DESERT ROSE BAND WYLS Ocala, FL	GARTH BROOKS DANIELE ALEXANDER HOTTEST: KEITH WHITLEY RODNEY CROWELL JUDDS SUZY BOGUSS HOLLY DUNN WYLS Ocala, FL	TANYA TUCKER GENE WATSON DOLLY PARTON HOTTEST: LIONEL CARTWRIGHT WILLIE NELSON CLINT BLACK SKIP SWING WYLS Ocala, FL	WYLS Ocala, FL	WYLS Ocala, FL

WVAM Altoona, PA	WYLS Waynesboro, PA	WVOK Abilene, TX	WZZK Birmingham, AL	KPLX Dallas-Ft. Worth, TX	KIKK-FM Houston, TX	KLLD Lubbock, TX	WWKA Orlando, FL	KKXV San Antonio, TX	WVOK Lancaster, OH	WOW Omaha, NE	KTPK Topeka, KS			
DANIELE ALEXANDER DOLLY PARTON PAUL OVERSTREET SAWYER BROWN KENNY ROGERS HOTTEST: RODNEY CROWELL JUDDS LIONEL CARTWRIGHT CLINT BLACK STEVE WARINER	WYLS Waynesboro, PA	BECKY HOBBS LORRIE MORGAN WILD ROSE HOTTEST: LIONEL CARTWRIGHT RODNEY CROWELL JUDDS STEVE WARINER	GENE WATSON OAK RIDGE BOYS HOTTEST: FORESTER SISTERS RODNEY CROWELL JUDDS KEITH WHITLEY GEORGE STRAIT	GENE WATSON OAK RIDGE BOYS HOTTEST: FORESTER SISTERS RODNEY CROWELL JUDDS KEITH WHITLEY GEORGE STRAIT	MUNDO EARWOOD TRAVIS TRITT CAROL BROOKS BOLLY DUNN LARRY GATLIN & TH HOTTEST: LORRIE MORGAN	OAK RIDGE BOYS KENNY ROGERS HOTTEST: CLINT BLACK RESTLESS HEART ALABAMA EDDY RAVEN	VINCE GILL CONWAY TWITTY HOTTEST: LIONEL CARTWRIGHT JUDDS RODNEY CROWELL	GARTH BROOKS PATTY LOVELESS LORRIE MORGAN JOSE LOGAN BUTCH BAKER WAYLON JENNINGS HOTTEST: KEITH WHITLEY WILLIE NELSON CLINT BLACK JUDDS RODNEY CROWELL	SAWYER BROWN TANYA TUCKER BECKY HOBBS HOTTEST: ALABAMA RODNEY CROWELL WILLIE NELSON STEVE WARINER	DANIELE ALEXANDER DOLLY PARTON GARTH BROOKS CONWAY TWITTY LORRIE MORGAN HOTTEST: RODNEY CROWELL WILLIE NELSON DESERT ROSE BAND	WILD ROSE SHENANDOAH BUTCH BAKER LORRIE MORGAN HOTTEST: WAYLON JENNINGS RODNEY CROWELL JUDDS SUZY BOGUSS HOLLY DUNN	DANIELE ALEXANDER DOLLY PARTON GARTH BROOKS CONWAY TWITTY LORRIE MORGAN HOTTEST: RODNEY CROWELL WILLIE NELSON DESERT ROSE BAND	GARTH BROOKS DANIELE ALEXANDER HOTTEST: KEITH WHITLEY RODNEY CROWELL JUDDS SUZY BOGUSS HOLLY DUNN	TANYA TUCKER GENE WATSON DOLLY PARTON HOTTEST: LIONEL CARTWRIGHT WILLIE NELSON CLINT BLACK SKIP SWING

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DAMNETT FAUCETT SHENANDOAH VINCE GILL WILD ROSE DON WILLIAMS HOTTEST: LEZ GREENWOOD HOTTEST: BELLAMY BROTHERS MARTY STUART RICKY VAN SHELTON TRAVIS TRITT	DON WILLIAMS LARRY GATLIN & TH VINCE GILL HOLLY DUNN HOTTEST: RODNEY CROWELL LIONEL CARTWRIGHT CLINT BLACK ALABAMA HOTTEST: WILLIE NELSON CLINT BLACK BALLIE & THE BOY HOTTEST: STEVE WARINER JUDDS LIONEL CARTWRIGHT CLINT BLACK DESERT ROSE BAND	LACY J. DALTON DANIELE ALEXANDER PAUL OVERSTREET CANYON MARTY STUART KENNY ROGERS EMMYLOU HARRIS FOSTER & LLOYD RODNEY CROWELL MARTY STUART STEVE WARINER CLINT BLACK	HOLLY DUNN VINCE GILL SHENANDOAH MARTY STUART HOTTEST: LIONEL CARTWRIGHT JUDDS LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK	REBA MCENTIRE SHENANDOAH DANIELE ALEXANDER MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	none HOTTEST: RANDY TRAVIS WILD ROSE HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	BECKY HOBBS CONWAY TWITTY HOTTEST: LORRIE MORGAN RODNEY CROWELL WILLIE NELSON HOTTEST: LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	GARTH BROOKS PATTY LOVELESS MARTY STUART LORRIE MORGAN HOTTEST: LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	PATTY LOVELESS OAK RIDGE BOYS SAWYER BROWN HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	EDDY RAVEN OAK RIDGE BOYS TANYA TUCKER RATHY MATTEA STEVE WARINER JUDDS LIONEL CARTWRIGHT CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK

KRKT Albany, OR	KASH Anchorage, AK	KIZN Boise, ID	KALF Chicago, CA	KFRE Fresno, CA	KZLA Los Angeles, CA	KUPL Portland, OR	KID Reno, NV	KCKC San Bernardino, CA	KRPM Seattle, WA
DAMNETT FAUCETT SHENANDOAH VINCE GILL WILD ROSE DON WILLIAMS HOTTEST: LEZ GREENWOOD HOTTEST: BELLAMY BROTHERS MARTY STUART RICKY VAN SHELTON TRAVIS TRITT	DON WILLIAMS LARRY GATLIN & TH VINCE GILL HOLLY DUNN HOTTEST: RODNEY CROWELL LIONEL CARTWRIGHT CLINT BLACK ALABAMA HOTTEST: WILLIE NELSON CLINT BLACK BALLIE & THE BOY HOTTEST: STEVE WARINER JUDDS LIONEL CARTWRIGHT CLINT BLACK DESERT ROSE BAND	LACY J. DALTON DANIELE ALEXANDER PAUL OVERSTREET CANYON MARTY STUART KENNY ROGERS EMMYLOU HARRIS FOSTER & LLOYD RODNEY CROWELL MARTY STUART STEVE WARINER CLINT BLACK	HOLLY DUNN VINCE GILL SHENANDOAH MARTY STUART HOTTEST: LIONEL CARTWRIGHT JUDDS LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK	REBA MCENTIRE SHENANDOAH DANIELE ALEXANDER MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	none HOTTEST: RANDY TRAVIS WILD ROSE HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	BECKY HOBBS CONWAY TWITTY HOTTEST: LORRIE MORGAN RODNEY CROWELL WILLIE NELSON HOTTEST: LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	GARTH BROOKS PATTY LOVELESS MARTY STUART LORRIE MORGAN HOTTEST: LIONEL CARTWRIGHT STEVE WARINER CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	PATTY LOVELESS OAK RIDGE BOYS SAWYER BROWN HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK	EDDY RAVEN OAK RIDGE BOYS TANYA TUCKER RATHY MATTEA STEVE WARINER JUDDS LIONEL CARTWRIGHT CLINT BLACK HOTTEST: SUZY BOGUSS HOLLY DUNN HOTTEST: BELLAMY BROTHERS MARTY STUART HOTTEST: RODNEY CROWELL JUDDS WILLIE NELSON CLINT BLACK

177 Reporters
154 Current Playlists

Due To The Holiday Weekend,
15 Stations Called In Frozen
Reports.

8 Stations Did Not Report,
Playlists Were Frozen.

WKCI/Peoria is no longer a
Country reporter.

BREAKERS

CHUCKII BOOKER

Don't You Know I Love You (Atlantic)

70% of our reporting stations on it. Rotations: Heavy 0/0, Medium 15/0, Light 48/15, Total Adds 15 including WVEE, PWR94, WGC, WBLZ, KBCE, WFEX, KIIZ, KFXZ, WALT, WQIC.

CHERYL LYNN

Every Time I Try To Say Goodbye (Virgin)

69% of our reporting stations on it. Rotations: Heavy 2/0, Medium 19/1, Light 41/9, Total Adds 10, WUSL, WJMI, KIIZ, WJJS, WALT, K98-FM, WQOK, WIKS, WIQI, Z92. Debuts at number 40 on the Urban Contemporary chart.

JODY WATLEY

Everything (MCA)

66% of our reporting stations on it. Rotations: Heavy 0/0, Medium 14/1, Light 45/17, Total Adds 18 including WILD, WHUR, WKYS, WBLZ, WATV, WJTT, WZFX, WJJS, KBUZ, HOT96.

BEBE & CECE WINANS

Celebrate New Life (Capitol)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 26/0, Light 27/4, Total Adds 4, WKYS, PWR94, WALT, HOT105.

NEW & ACTIVE

S.D.S. BAND "I'm Still Missing Your Love" (Tabu/CBS) 53/22

Rotations: Heavy 1/0, Medium 8/0, Light 44/22, Total Adds 22 including WRKS, WKYS, WVEE, KHYS, K97, WGC, WBLZ, KSOL, WJZ, KBCE. Heavy: Z104. Mediums include: WILD, WAMO, WHUR, WEDR, WFXA.

YOUNG MC "Bust A Move" (Delicious Vinyl/Island) 49/4

Rotations: Heavy 2/0, Medium 27/0, Light 20/4, Total Adds 4, KRNB, WBLZ, Z16, WIQI. Heavy: WEDR, XHRM. Mediums include: WAMO, HOT104, KHYS, KMJQ, K97.

EPMD "So What Cha Sayin'" (Fresh/Sleeping Bag) 48/6

Rotations: Heavy 4/0, Medium 19/1, Light 25/5, Total Adds 6, WEDR, Z93, WALT, WIQI, WTMP, WVOI. Heavy: KDAY, WPAL, WFXC, WIKS. Mediums include: WHUR, HOT104, K97, KRNB, WYLD.

FLAME with TONY TERRY "On The Strength" (Epic) 47/5

Rotations: Heavy 4/0, Medium 26/0, Light 17/5, Total Adds 5, WEDR, KMJM, WIQI, Z92, HOT96. Heavy: KMJQ, KSOL, Z104, WQOK. Mediums include: WAMO, WHUR, HOT104, KHYS, WYLD.

CHILL "Cold Fresh Groove" (Orpheus/EMI) 46/7

Rotations: Heavy 1/0, Medium 13/0, Light 32/7, Total Adds 7, KHYS, WFXA, WWDW, Z104, KIIZ, WBLX, HOT96. Heavy: WJMI. Mediums include: WKYS, KRNB, KMJM, WATV, WJTT.

HERB ALBERT "3 O'Clock Jump" (A&M) 43/15

Rotations: Heavy 0/0, Medium 0/0, Light 43/15, Total Adds 15 including WAMO, PWR94, WGC, KSOL, KBCE, Z93, WQMG, KIIZ, WQIC, WQOK.

WRECKS-N-EFFECT "New Jack Swing" (Motown) 43/8

Rotations: Heavy 2/0, Medium 13/2, Light 28/6, Total Adds 8, WAMO, K97, WBLZ, KMJM, KIPR, WALT, WJHM, WTUG. Heavy: KRNB, WJMI. Mediums include: KHYS, HOT103, KDAY, WFXA, WXOK.

100B "Steppin' Out Tonight" (Crush) 39/7

Rotations: Heavy 0/0, Medium 4/1, Light 35/6, Total Adds 7, K97, WEDR, WQOK, WCDX, WIQI, WTMP, WTLZ. Medium: KBCE, WJTT, KIPR.

DIANA ROSS "This House" (Motown) 39/3

Rotations: Heavy 0/0, Medium 11/0, Light 28/3, Total Adds 3, WEDR, Z93, KDKO. Mediums include: WXYV, WVEE, HOT103, WPAL, KIIZ.

BIG DADDY KANE "Smooth Operator" (Cold Chillin'/Reprise) 38/4

Rotations: Heavy 1/0, Medium 10/0, Light 27/4, Total Adds 4, KHYS, WEDR, KQXL, KIIZ. Heavy: KDAY. Mediums include: WRKS, WYLD, HOT103, WVKX, WPAL.

SLICK RICK "Hey Young World" (Def Jam/Columbia) 38/2

Rotations: Heavy 2/0, Medium 17/0, Light 19/2, Total Adds 2, WBLZ, WPLZ. Heavy: WEDR, WEAS. Mediums include: KMJQ, K97, WZAK, KDAY, KJLH.

KASHIF "Personality" (Arista) 37/36

Rotations: Heavy 0/0, Medium 0/0, Light 37/36, Total Adds 36 including WILD, WAMO, WHUR, WVEE, K97, KRNB, WEDR, PWR94, KSOL, WNHC.

BOYS "Happy" (Motown) 35/2

Rotations: Heavy 1/0, Medium 19/0, Light 15/2, Total Adds 2, KMJJ, KBUZ. Heavy: HOT104. Mediums include: WAMO, WEDR, KMJM, KDAY, KJLH.

HEAVY D. and BOYZ featuring AL B. SURE "Somebody For Me" (MCA) 32/22

Rotations: Heavy 0/0, Medium 3/0, Light 29/22, Total Adds 22 including WAMO, KHYS, KMJQ, K97, WEDR, HOT103, KBCE, WXOK, WJTT, WFEX. Medium: WRKS, WZAK, WFXC.

ZAPP "Ooh Baby Baby" (Reprise) 32/12

Rotations: Heavy 0/0, Medium 2/0, Light 30/12, Total Adds 12 including KRNB, WEDR, HOT103, WNHC, KQXL, WJTT, WFXE, KIIZ, KFXZ, HOT105. Medium: WAMO, WKYS.

SHABAZZ "Respect" (RCA) 32/11

Rotations: Heavy 0/0, Medium 7/1, Light 25/10, Total Adds 11 including HOT104, WBLZ, WFXE, Z104, WJMI, KIIZ, KFXZ, WGPR, WZZZ, KPRW. Mediums include: KMJM, KBCE, WZFX, U102, WEAS.

MILLI VANILLI "Girl I'm Gonna Miss You" (Arista) 31/4

Rotations: Heavy 6/0, Medium 12/0, Light 13/4, Total Adds 4, KMJM, OC104, WATV, Z92. Mediums include: WAMO, KHYS, WZAK, KSOL, WWDW. Mediums include: XHRM, WVKX, WJZ, WJTT, Z104.

RUN-D.M.C. "Pause" (Profile) 29/12

Rotations: Heavy 1/0, Medium 0/0, Light 28/12, Total Adds 12 including WJTT, K98-FM, WQOK, WPLZ, KMJJ, WANM, WTUG, Z92, WGPR, WZZZ. Heavy: KDAY.

L.L. COOL J "Big Ole Butt" (Def Jam/Columbia) 29/1

Rotations: Heavy 1/0, Medium 7/0, Light 21/1, Total Adds 1, WAMO. Heavy: KHYS. Mediums include: KMJQ, WEDR, WZAK, WJZ, WALT.

DE LA SOUL "Say No Go" (Tommy Boy) 28/8

Rotations: Heavy 0/0, Medium 5/0, Light 23/8, Total Adds 8, WZAK, WPAL, WLOU, WQOK, WEAS, KMJJ, WZZZ, KDKO. Medium: WHUR, KMJQ, K97, WJTT, WIQI.

STEPHANIE MILLS "Home" (MCA) 27/22

Rotations: Heavy 0/0, Medium 3/1, Light 24/21, Total Adds 22 including HOT104, K97, HOT103, PWR94, WXOK, Z93, WQMG, WQFX, KIIZ, KIPR. Medium: WFXC, WDKT.

D.O.C. "It's Funky Enough" (Ruthless/Atlantic) 27/11

Rotations: Heavy 3/0, Medium 7/0, Light 17/11, Total Adds 11 including KHYS, KRNB, HOT103, WJZ, WQFX, KIIZ, U102, KMJJ, WGPR, KPRW. Heavy: WZAK, KDAY, WFXC. Mediums include: K97, WEDR, KMJM, WPAL, WBLX.

KARYN WHITE "Slow Down" (WB) 27/7

Rotations: Heavy 0/0, Medium 9/0, Light 18/7, Total Adds 7, WEDR, WBLZ, KBCE, KIIZ, WIKS, WCDX, WTUG. Mediums include: WDAS, WAMO, KSOL, OC104, WFXE.

MOST ADDED

KASHIF (36)
HEAVY D. & BOYZ (22)
STEPHANIE MILLS (22)
S.O.S. BAND (22)
JODY WATLEY (18)
HERB ALPERT (15)
CHUCKII BOOKER (15)
FOSTER & McELROY (14)
JERMAINE JACKSON (13)
RUN D.M.C. (12)
ZAPP (12)

HOTTEST

E.U. (57)
ERIC GABLE (56)
SHARON BRYANT (50)
MAZE (39)
EDDIE MURPHY (33)
SYBIL (23)
ISLEYS (22)
TEDDI RILEY & GUY (20)
SOUL II SOUL (19)
AFTER 7 (18)

TOP 10

RECURRENTS

LW TW
1 BABYFACE/It's
1 2 ARETHA & WHITNEY
3 3 ISLEYS/Spend
3 4 VESTA/Congratulations
4 5 SOUL II SOUL/Keep
2 6 S. MILLS/Something
6 7 D. PEASTON/Two
8 8 GUY/Spend
9 9 RILEY & GUY/My
10 10 J. BUTLER/Sarah

BARDEUX "I Love The Bass" (Enigma) 26/8

Rotations: Heavy 0/0, Medium 1/0, Light 25/8, Total Adds 8, HOT103, WZFX, KFXZ, WIKS, WCDX, WANM, WGPR, HOT96. Medium: KSOL.

FAT BOYS "Lie'z" (Tin Pan Apple/Mercury) 25/10

Rotations: Heavy 0/0, Medium 0/0, Light 25/10, Total Adds 10, WHUR, K97, KRNB, PWR94, KMJM, WZFX, KIPR, WQIC, WQOK, WTLZ.

DINO "Sunshine" (4th & Broadway/Island) 25/6

Rotations: Heavy 0/0, Medium 2/0, Light 23/6, Total Adds 6, WAMO, WBLZ, KIPR, HOT105, WIKS, WGPR. Medium: HOT103, WTMP.

MICHAEL BOLTON "Soul Provider" (Columbia) 25/2

Rotations: Heavy 2/0, Medium 12/0, Light 11/2, Total Adds 2, WILD, KFXZ. Heavy: WQOK, WIQI. Mediums include: WXYV, WDAS, WUSL, WHUR, XHRM.

SIGNIFICANT ACTION

THIRD WORLD "It's The Same Old Song" (Mercury) 22/5

Rotations: Heavy 0/0, Medium 1/1, Light 21/4, Total Adds 5, WFXC, WQFX, HOT105, WGPR, HOT96.

JAKI GRAHAM "From Now On" (Orpheus/EMI) 22/1

Rotations: Heavy 0/0, Medium 2/0, Light 20/1, Total Adds 1, WZZZ. Medium: WEAS, WTLZ.

CHRIS BENDER "Baby Girl" (Epic) 21/4

Rotations: Heavy 1/0, Medium 3/0, Light 17/4, Total Adds 4, KMJQ, KRNB, WNHC, WIKS. Heavy: WEAS. Medium: K97, WATV, WJTT.

GEOFFREY WILLIAMS "Prisoner Of Love" (Atlantic) 21/2

Rotations: Heavy 0/0, Medium 5/1, Light 16/1, Total Adds 2, KRNB, WQIC. Medium: WJTT, WFXE, WALT, WTMP.

DENZIL FOSTER & THOMAS McELROY "Dr. Soul" (Atlantic) 16/14

Rotations: Heavy 0/0, Medium 0/0, Light 16/14, Total Adds 14 including WKYS, KRNB, HOT103, WZFX, Z104, U102, WLOU, WEAS, WANM, WIQI.

WILL CLAYTON "Tell Me" (Polydor) 16/7

Rotations: Heavy 0/0, Medium 1/1, Light 15/6, Total Adds 7, K97, KRNB, WEDR, WXOK, WPAL, WBLX, WIKS.

VANESSA BELL ARMSTRONG "Something Inside So Strong" (Jive/RCA) 16/4

Rotations: Heavy 0/0, Medium 2/0, Light 14/4, Total Adds 4, WJTT, WQFX, KIIZ, WALT. Medium: KPRW, KDIA.

DARRYL TOOKES "Life Guard" (SBK) 16/2

Rotations: Heavy 0/0, Medium 4/0, Light 12/2, Total Adds 2, KRNB, KPRW. Medium: WALT, WQOK, WTMP, WGPR.

LA RUE "Someone To Share My Love" (RCA) 15/0

Rotations: Heavy 0/0, Medium 4/0, Light 11/0, Total Adds 0, Medium: KMJM, WVKX, WJMI, WEAS.

RANDY CRAWFORD "Knockin' On Heaven's Door" (WB) 14/8

Rotations: Heavy 0/0, Medium 2/1, Light 12/7, Total Adds 8, PWR94, KQXL, Z104, KIIZ, K98-FM, KMJJ, WTUG, HOT96. Medium: WKYS.

RICHARD ELLIOT featuring BOBBY CALDWELL "In The Name Of Love" (Intima/Enigma) 14/4

Rotations: Heavy 0/0, Medium 1/0, Light 13/4, Total Adds 4, WBLZ, WNHC, WPAL, WEAS. Medium: WTMP.

M.C. HAMMER "They Put Me In The Mix" (Capitol) 14/3

Rotations: Heavy 2/0, Medium 4/0, Light 8/3, Total Adds 3, WZAK, WQMG, WEAS. Heavy: KDAY, WJHM. Medium: K97, WATV, WPAL, WPEG.

VESTA "How You Feel" (A&M) 13/9

Rotations: Heavy 0/0, Medium 0/0, Light 13/9, Total Adds 9, WILD, HOT103, WZFX, WDKT, U102, HOT105, WANM, WIQI, HOT96.

GERALD ALSTON "Stay A Little While" (Taj/Motown) 13/8

Rotations: Heavy 0/0, Medium 0/0, Light 13/8, Total Adds 8, KRNB, HOT103, WNHC, KQXL, WQFX, WQIC, KMJJ, HOT96.

2 LIVE CREW "Me So Horny" (Luke Skyywalker) 13/2

Rotations: Heavy 4/0, Medium 0/0, Light 9/2, Total Adds 2, KRNB, U102. Heavy: KHYS, WEDR, WBLX, WJHM.

MIKKI BLEU "I Promise" (EMI) 12/6

Rotations: Heavy 0/0, Medium 1/0, Light 11/6, Total Adds 6, WILD, KMJQ, PWR94, KMJM, WZFX, WVOI. Medium: WZAK.

PEERRI "Feels So Good" (Motown) 11/8

Rotations: Heavy 0/0, Medium 2/0, Light 9/8, Total Adds 8, WILD, WHUR, KSOL, WDKT, KIPR, WIQI, WTLZ, WVOI. Medium: WUSL, WKYS.

NEW ARTISTS

Reports/Adds

1	YOUNG MC/Bust A Move (Delicious Vinyl/Island)	49/4
2	EPMD/So What Cha Sayin' (Fresh/Sleeping Bag)	48/6
3	FLAME with TONY TERRY/On The Strength (Epic)	47/5
4	CHILL/Cold Fresh Groove (Orpheus/EMI)	46/7
5	WRECKS-N-EFFECT/New Jack Swing (Motown)	43/8
6	BIG DADDY KANE/Smooth Operator (Cold Chillin'/Reprise)	38/4
7	SHABAZZ/Respect (RCA)	32/11
8	D.O.C./It's Funky Enough (Ruthless/Atlantic)	27/11
9	BARDEUX/I Love The Bass (Enigma)	26/8
10	JAKI GRAHAM/From Now On (Orpheus/EMI)	22/1

New artists have not yet had a UC Breaker.

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A GREAT WAY TO SAY HELLO...

BREAKER

R&R# Debut **40**

“EVERYTIME I TRY TO SAY GOODBYE”

FROM THE FORTHCOMING LP WHATEVER IT TAKES.
PRODUCED BY CHERYL LYNN, JESSE JOHNSON, CARL STURKEN, EVAN ROGERS,
ANDY GOLDMARK, BRUCE ROBERTS, MICHAEL CARPENTER AND ART ZAMORA.

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UC ADDS & HOTS

EAST

WXYV/Baltimore
Sampson/Lewis
none
Hottest: E.U.
TEDDY RILEY & GUY
SYBILL
SOUL II SOUL
SHARON BRYANT

WILD/Boston
Hill/Hall
JODY WATLEY
KASHIF
PERRI
MIKKI BLEU
VESTA
MICHAEL BOLTON
Hottest: SOUL II SOUL
EDDIE MURPHY
SYBILL
REGINA BELLE
E.U.

WNHC/New Haven
Hannibal/Dickinson
STEPHANIE MILLS
ZAPP
GERALD ALSTON
CALDWELL & ELLIOT
KASHIF
MIKI HOWARD
CHRIS BENDER
BARRY WHITE
RAMSEY LEWIS
Hottest: SHARON BRYANT
E.U.
ERIC GABLE
PATTI LABELLE
NATALIE COLE

WRKS/New York
Gray/Brown
JAMES INGRAM
S.O.S. BAND
Hottest: SOUL II SOUL
SYBILL
AFTER 7
VESTA
ENTOUCH

OC104/Ocean City
Scott Janzen
MILLI VANILLI
Hottest: E.U.
SHARON BRYANT
PATTI LABELLE
SYBILL
EDDIE MURPHY

WUSL/Philadelphia
Allen/Monds
BOBBY BROWN
FINEST HOUR
CHERYL LYNN
MILES JAYE
Hottest: BABYFACE
PATTI LABELLE
ISLEYS
TEDDY RILEY & GUY
SYBILL

WGLI/Chicago
Jimmy Smith
MILES JAYE
HERB ALBERT
S.O.S. BAND
CRIMINAL ELEMENT
CHUCKII BOOKER
Hottest: BABYFACE
STEPHANIE MILLS
TEDDY RILEY & GUY
MAZE
SOUL II SOUL

WBLZ/Cincinnati
Fields/Owens
PIECES OF A DREAM
CALDWELL & ELLIOT
DINO
CHUCKII BOOKER
JODY WATLEY
SLICK RICK
WRCKS-N-EFFECT
S.O.S. BAND
SHABAZZ
KARYN WHITE
YOUNG MC
CRIMINAL ELEMENT
Hottest: TEDDY RILEY & GUY
BABYFACE
SHARON BRYANT
MAZE
SOUL II SOUL

WZAC/Cleveland
Lynn Tolliver
M.C. HAMMER
DE LA SOUL
JERMAINE JACKSON
Hottest: E.U.
MAZE
D.O.C.
LEVERT
SHARON BRYANT
E.U.
EDDIE MURPHY
MAZE

WVKO/Columbus
Jones/Morris
none
Hottest: E.U.
ISLEYS
EDDIE MURPHY
TEDDY RILEY & GUY
TERRY TATE

WDAS/Philadelphia
Joe Tamburro
none
Hottest: BE BE & CE CE WIN
MAZE
PEABO BRYSON
SOUL II SOUL

WAMO/Pittsburgh
Falcon/Goewey
KASHIF
HEAVY D. & BOYZ
WRCKS-N-EFFECT
DINO
FINEST HOUR
HERB ALBERT
L.L. COOL J
Hottest: SOUL II SOUL
ERIC GABLE
SYBILL
MAZE
EDDIE MURPHY

WWKXI/Providence
Tyler/Mistress
none
Hottest: TEDDY RILEY & GUY
L.L. COOL J
ISLEYS
SHARON BRYANT
ERIC GABLE

WKYS/Washington
Simpson/Diggs
EL DEBARGE
S.O.S. BAND
BEE GEES
JERMAINE JACKSON
ERIC GABLE
JODY WATLEY
TONY LEMANS
POSTER & McELROY
BE BE & CE CE WIN
Hottest: BABYFACE
JANET JACKSON
MAZE
SYBILL
E.U.

WHUR/Washington
Bennett/Archie
PEABO BRYSON
KIRK WHALUM
BARRY WHITE
JODY WATLEY
PERRI
FAT BOYS
KASHIF
Hottest: JAMES INGRAM
AFTER 7
REGINA BELLE
SOUL II SOUL
JANET JACKSON

WJZZ/Albany
Tony Wright
S.O.S. BAND
KASHIF
D.O.C.
BLUE MAGIC
Hottest: ERIC GABLE
E.U.
D'ATRA HICKS
SHARON BRYANT
EDDIE MURPHY
MAZE

KBCE/Alexandria
Ken "IceMan" James
HEAVY D. & BOYZ
KASHIF
S.O.S. BAND
KARYN WHITE
HERB ALBERT
CHUCKII BOOKER
Hottest: EDDIE MURPHY
ERIC GABLE
SHARON BRYANT
MAZE
E.U.

WVEE/Atlanta
Roberts/Diamond
TERRY TATE
KASHIF
MOTHER'S FINEST
CHUCKII BOOKER
S.O.S. BAND
KOOL MOE DEE
Hottest: AFTER 7
NATALIE COLE
ERIC GABLE
JANET JACKSON
SYBILL

WFXX/Augusta
Carl Conner
TERRY TATE
JERMAINE JACKSON
KOOL MOE DEE
CHILL
Hottest: ERIC GABLE
E.U.
JACKSONS
O'JAYS
PATTI LABELLE

KQXL/Baton Rouge
Weich/Clay
JAMES INGRAM
RANDY CRAWFORD
ZAPP
KASHIF
BIG DADDY KANE
GERALD ALSTON
Hottest: ERIC GABLE
SHARON BRYANT
EDDIE MURPHY
MAZE
E.U.

WJZI/Baton Rouge
Dennis Lee
PRINCE
STEPHANIE MILLS
DAVID PEASTON
WILL CLAYTON
DOUG E. FRESH
HEAVY D. & BOYZ
Hottest: ERIC GABLE
SHARON BRYANT
EDDIE MURPHY
AFTER 7
E.U.

KBCE/Alexandria
Ken "IceMan" James
HEAVY D. & BOYZ
KASHIF
S.O.S. BAND
KARYN WHITE
HERB ALBERT
CHUCKII BOOKER
Hottest: EDDIE MURPHY
ERIC GABLE
SHARON BRYANT
MAZE
E.U.

WENN/Birmingham
Stewart/Starr
none
Hottest: TEDDY RILEY & GUY
SHARON BRYANT
ERIC GABLE
ARTHA & WHITNEY
ISLEYS

WPAL/Charleston
Don Kendricks
JAMES INGRAM
GRADY HARRELL
KOOL MOE DEE
CALDWELL & ELLIOT
WILL CLAYTON
DE LA SOUL
JERMAINE JACKSON
BLUE MAGIC
KASHIF
BOHANNON
Hottest: ERIC GABLE
E.U.
JACKSONS
O'JAYS
SHARON BRYANT

Z93/Charleston
Cliff Fletcher
MILES JAYE
DIANA ROSS
HERB ALBERT
EPMD
STEPHANIE MILLS
Hottest: SHARON BRYANT
E.U.
MAZE
ERIC GABLE
D'ATRA HICKS

SOUTH

WPEG/Charlotte
Michael Saunders
none
Hottest: TEDDY RILEY & GUY
NATALIE COLE
TERRY TATE
ISLEYS
STEPHANIE MILLS

WJTT/Chattanooga
Keith Landecker
RHONDA CLARK
HEAVY D. & BOYZ
Hottest: ERIC GABLE
SHARON BRYANT
EDDIE MURPHY
AFTER 7
E.U.

WWDM/Columbia
Andre Carson
AFTER 7
NATALIE COLE
KASHIF
CHILL
KOOL MOE DEE
Hottest: MILLI VANILLI
SYBILL
JANET JACKSON
SHARON BRYANT

WFKX/Columbus
Kevin Ross
SHABAZZ
KASHIF
HEAVY D. & BOYZ
CHUCKII BOOKER
Hottest: ERIC GABLE
SHARON BRYANT
SOUL II SOUL
EDDIE MURPHY
E.U.

HOT104/Dallas-Ft. Worth
Spears/Anderson
PRINCE
STEPHANIE MILLS
SHABAZZ
O'JAYS
Hottest: TEDDY RILEY & GUY
SHARON BRYANT
ENTOUCH
ERIC GABLE
TERRY TATE

WFXC/Durham
Spencer/Mack
THIRD WORLD
BOBBY BROWN
PAUL LAURENCE
HIP HOP CULTURE
KASHIF
BOOGIE DOWN PRODU
Hottest: MILLI VANILLI
SYBILL
JANET JACKSON
SOUL II SOUL
EDDIE MURPHY

WZFX/Fayetteville
Tony Lyle
JODY WATLEY
FAT BOYS
MIKKI BLEU
FOSTER & McELROY
HEAVY D. & BOYZ
VESTA
BARDEUX
Hottest: SYBILL
EDDIE MURPHY
ERIC GABLE
SOUL II SOUL
E.U.

WQMG/Greensboro
Toni Avery
SURFACE
LEVERT
M.C. HAMMER
HERB ALBERT
STEPHANIE MILLS
Hottest: SYBILL
TERRY TATE
E.U.
SOUL II SOUL
SHARON BRYANT

Z104/Greenville
Wayne Walker
SHABAZZ
SHEENA EASTON
CHILL
ZIGGY MARLEY & TH
FOSTER & McELROY
TONY LEMANS
SYSTEM
JODY WATLEY
SHARON BRYANT
PEABO BRYSON
RANDY CRAWFORD
Hottest: JANET JACKSON
SYBILL
SOUL II SOUL
JACKSONS

WQFX/Gulfport-Biloxi
Al Luv
TERRY TATE
PRINCE
JERMAINE JACKSON
JODY WATLEY
THIRD WORLD
GERALD ALSTON
D.O.C.
VANESSA BELL ARMS
STEPHANIE MILLS
Hottest: ERIC GABLE
SHARON BRYANT
E.U.
NATALIE COLE
D'ATRA HICKS

WTLZ/Saginaw
Crockett/Fox
STEPHANIE MILLS
BARRY WHITE
RUN D.M.C.
KASHIF
FOSTER & McELROY
SHABAZZ
10DB
FAT BOYS
PERRI
PRINCE
Hottest: ERIC GABLE
EDDIE MURPHY
MAZE
AFTER 7

KMJM/St. Louis
Atkins/Beasley
PRINCE
FLAME f/TONY TERR
RHONDA CLARK
FAT BOYS
WRCKS-N-EFFECT
MIKKI BLEU
MILLI VANILLI
Hottest: ERIC GABLE
TEDDY RILEY & GUY
SHARON BRYANT
MAZE
E.U.

WVOI/Toledo
Michael Tee
BABYFACE
EPMD
SOUL II SOUL
JONATHAN BUTLER
CHRIS JASPER
DAVID PEASTON
ATLANTIC STARR
PRINCE
STEPHANIE MILLS
RUN D.M.C.
KASHIF
PERRI
MIKKI BLEU
Hottest: GUY
ISLEYS
SHARON BRYANT
ERIC GABLE
E.U.
NATALIE COLE

KPRW/Oklahoma City
Darnell Swift
STEPHANIE MILLS
S.O.S. BAND
JERMAINE JACKSON
D.O.C.
MELLOW MAN ACE
WILD BOYZ
SHABAZZ
DARRYL TOOKES
Hottest: MAZE
SHARON BRYANT
ERIC GABLE
E.U.
NATALIE COLE

KMJO/Houston
Stradford/Dave
SYBILL
MIKKI BLEU
DOUG LAZY
CHRIS BENDER
HEAVY D. & BOYZ
GERALD ALSTON
UZI & BROS
Hottest: CHRISTOPHER WILLI
SHARON BRYANT
ERIC GABLE
AFTER 7
E.U.

KHYS/Houston
Hegwood/Weber
MOTHER'S FINEST
S.O.S. BAND
BIG DADDY KANE
CHUBB ROCK
HEAVY D. & BOYZ
CHILL
D.O.C.
Hottest: EDDIE MURPHY
SOUL II SOUL
TERRY TATE
SYBILL
ERIC GABLE

WDRK/Huntsville
Thomas/Carmichael
GRADY HARRELL
KASHIF
PERRI
EL DEBARGE
VESTA
TOMI JENKINS
Hottest: ERIC GABLE
EDDIE MURPHY
MAZE
SHARON BRYANT

WJMI/Jackson
Paul Todd
HEAVY D. & BOYZ
PIECES OF A DREAM
S.O.S. BAND
CHRISTOPHER WILLI
SHABAZZ
CAROLE DAVIS
CHERYL LYNN
Hottest: KOOL MOE DEE
ALISON WILLIAMS
CONTROLLERS
WRCKS-N-EFFECT
D'ATRA HICKS

KRNB/Memphis
Jones/Walker
RHONDA CLARK
SURFACE
JERMAINE JACKSON
WILL CLAYTON
GEOFFREY WILLIAMS
KASHIF
DARRYL TOOKES
D.O.C.
YOUNG MC
FOSTER & McELROY
CHRIS BENDER
2 LIVE CREW
FAT BOYS
ZAPP
GERALD ALSTON
Hottest: ERIC GABLE
EDDIE MURPHY
D'ATRA HICKS
ISLEYS

WYLD-FM/New Orleans
Atkins/Wallace
none
Hottest: TEDDY RILEY & GUY
SHARON BRYANT
E.U.
AFTER 7
ERIC GABLE

PWR94/Norfolk
Brown/Miller
FAT BOYS
KASHIF
STEPHANIE MILLS
MIKKI BLEU
HERB ALBERT
CHUCKII BOOKER
Hottest: ERIC GABLE
EDDIE MURPHY
MAZE
NATALIE COLE

WALT/Meridian
Steve Poston
WRCKS-N-EFFECT
CHUCKII BOOKER
VANESSA BELL ARMS
BE BE & CE CE WIN
JODY WATLEY
MILES JAYE
HEAVY D. & BOYZ
PRINCE
EPMD
CHRISTOPHER WILLI
CHERYL LYNN
JACKSONS
Hottest: SHARON BRYANT
ERIC GABLE
E.U.
EDDIE MURPHY
MAZE

WEDR/Miami
Barry/Thomas
HEAVY D. & BOYZ
LIZ HOGUE
DIANA ROSS
BIG DADDY KANE
ZAPP
FULL PORCE
WILL CLAYTON
FLAME f/TONY TERR
KASHIF
EPMD
10DB
KARYN WHITE
Hottest: EDDIE MURPHY
ERIC GABLE
GUY
ENTOUCH
SLICK RICK

WBLX/Mobile
Brown/Sinclair
CHUCKII BOOKER
LEVERT
FAT BOYS
RUN D.M.C.
DE LA SOUL
HEAVY D. & BOYZ
HERB ALBERT
Hottest: ERIC GABLE
GUY
NATALIE COLE
E.U.
AFTER 7

WQOK/Raleigh
Young/John
CHUCKII BOOKER
LEVERT
FAT BOYS
RUN D.M.C.
DE LA SOUL
HEAVY D. & BOYZ
HERB ALBERT
Hottest: ERIC GABLE
GUY
NATALIE COLE
E.U.
AFTER 7

K98-FM/Monroe
Bobby Earl
JANET JACKSON
CHERYL LYNN
PATTI DAY
HEAVY D. & BOYZ
KASHIF
SILK TYMES LEATHE
RANDY CRAWFORD
STEPHANIE MILLS
PRINCE
S.O.S. BAND
DIGITAL UNDERGROU
RUN D.M.C.
Hottest: ERIC GABLE
SHARON BRYANT
E.U.
SYBILL

WCDX/Richmond
Young/Maxwell
KARYN WHITE
JODY WATLEY
KOOL MOE DEE
HERB ALBERT
BARDEUX
10DB
KASHIF
Hottest: ERIC GABLE
TERRY TATE
SHARON BRYANT
E.U.
SYBILL

WPLZ/Richmond-Petersburg
Maxx Myrick
BOBBY BROWN
ZAPP
SLICK RICK
RUN D.M.C.
HERB ALBERT
LEVERT
Hottest: ISLEYS
E.U.
SYBILL
GUY
D'ATRA HICKS

WEAS/Savannah
Floyd Blackwell
MICHAEL COOPER
TERRY TATE
CALDWELL & ELLIOT
FOSTER & McELROY
M.C. HAMMER
DE LA SOUL
Hottest: ISLEYS
EDDIE MURPHY
MAZE
AFTER 7
SYBILL

WQQK/Nashville
Dubard/Miller
CHERYL LYNN
10DB
LEVERT
MOTHER'S FINEST
PIECES OF A DREAM
TEMPTATIONS
Hottest: EDDIE MURPHY
ISLEYS
NATALIE COLE
JANET JACKSON
MAZE

WIKS/New Bern
B.K. Kirkland
CHERYL LYNN
DINO
BARDEUX
KARYN WHITE
ZIGGY MARLEY & TH
BOBBY BROWN
KASHIF
CHRIS BENDER
WILL CLAYTON
Hottest: SYBILL
E.U.
EDDIE MURPHY
ERIC GABLE
ISLEYS

WYLD-FM/New Orleans
Atkins/Wallace
none
Hottest: TEDDY RILEY & GUY
SHARON BRYANT
E.U.
AFTER 7
ERIC GABLE

KDKS/Shreveport
McCormick/Chan
MILES JAYE
PIECES OF A DREAM
KOOL MOE DEE
Hottest: E.U.
ERIC GABLE
EDDIE MURPHY
MAZE
SHARON BRYANT

WQI/Tallahassee
Eric Angel
NATALIE COLE
MOTHER'S FINEST
KOOL MOE DEE
GRADY HARRELL
FOSTER & McELROY
STEPHANIE MILLS
CHERYL LYNN
CHUCKII BOOKER
ICE CREAM TEE
VESTA
EPMD
10DB
KASSAV
BOHANNON
YOUNG MC
K-9 POSSE
FLAME f/TONY TERR
PERRI
Hottest: ERIC GABLE
ISLEYS
MAZE
JACKSONS
SYBILL

WANM/Tallahassee
Gerald Tookes
STEPHANIE MILLS
HOWARD HUNTSBERRY
BARDEUX
EL DEBARGE
FOSTER & McELROY
S.O.S. BAND
VESTA
RAMSEY LEWIS
RUN D.M.C.
Hottest: MAZE
SHARON BRYANT
ERIC GABLE
EDDIE MURPHY
E.U.

WTMP/Tampa
Chris Turner
HEAVY D. & BOYZ
FOSTER & McELROY
GRADY HARRELL
10DB
JERMAINE JACKSON
EPMD
PATTI DAY
CHUBB ROCK
Hottest: FULL PORCE
MAZE
E.U.
PEABO BRYSON
JACKSONS

WTUG/Tuscaloosa
Rozelle Burroughs
RANDY CRAWFORD
CHRISTOPHER WILLI
JODY WATLEY
WRCKS-N-EFFECT
STEPHANIE MILLS
KARYN WHITE
PATTI DAY
TERRY TATE
KASHIF
RUN D.M.C.
ZAPP
Hottest: SHARON BRYANT
ERIC GABLE
MAZE
SOUL II SOUL

Z92/Tyler
Vanessa Barryer
PIECES OF A DREAM
CHERYL LYNN
STEPHANIE MILLS
FLAME f/TONY TERR
MILLI VANILLI
CHUCKII BOOKER
RUN D.M.C.
Hottest: SHARON BRYANT
ERIC GABLE
E.U.
MAZE
NATALIE COLE

WEST

KDKO/Denver
Scott/Crenshaw
D.O.C.
BOOGIE DOWN PRODU
BARRY WHITE
S.O.S. BAND
DIANA ROSS
KASHIF
DE LA SOUL
Hottest: ISLEYS
EDDIE MURPHY
MAZE
AFTER 7
SYBILL

KDIA/Oakland
Jeff Harrison
none
Hottest: ISLEYS
PATTI LABELLE
E.U.
ERIC GABLE
NATALIE COLE

XHRM/San Diego
L.D. McCollum
none
Hottest: BABYFACE
YOUNG MC
E.U.
THIRD WORLD
SHARON BRYANT

KACE/Los Angeles
Woods/Russell
none
Hottest: ERIC GABLE
STEPHANIE MILLS
JONATHAN BUTLER
ISLEYS
E.U.

KSOL/San Francisco
Bernie Moody
JACKSONS
S.O.S. BAND
JOICE IRBY
LEVERT
KASHIF
PERRI
TONY TONI TONE
HERB ALBERT
DOUG E. FRESH
Hottest: SHARON BRYANT
MAZE
NENEH CHERRY
BABYFACE
SEDUCTION

KDAY/Los Angeles
Patterson/Washington
none
Hottest: EPMD
D.O.C.
QUEEN LATIFAH
BIG DADDY KANE
M.C. HAMMER

KJLH/Los Angeles
Winston/Briggs
none
Hottest: TEDDY RILEY & GUY
BABYFACE
E.U.
ISLEYS
SHARON BRYANT

90 Current Reporters
76 Current Reports

No Longer UC Reporters (2):
KCHX/Midland-Odessa
WZAZ/Jacksonville, formerly
WPDQ (Q92)

Called in Frozen Playlist (14):
KACE/Los Angeles
WXYV/Baltimore
KDAY/Los Angeles
WYLD/New Orleans
KDIA/Oakland
XHRM/San Diego
KJLH/Los Angeles
KPRS/Kansas City
WDAS/Philadelphia
WENN/Birmingham
WPEG/Charlotte
WTLZ/Indianapolis
WVKO/Columbus
WVXX/Providence

BREAKERS

SIMPLY RED You've Got It (Elektra)

57% of our reporters on it. Rotations: Heavy 1, Medium 12, Light 33, Total Adds 17 including WNL T, KMJI, KESZ, KLCY, KLSY, WEBE, WZNY, U102, WMID, WECQ. Debuts at number 30 on the AC chart.

DOOBIE BROTHERS Need A Little Taste Of Love (Capitol)

56% of our reporters on it. Rotations: Heavy 3, Medium 24, Light 18, Total Adds 9, KMJI, WZNY, WSLI, WIVY, KHLT, 3WM, WECQ, WAFL, KKL V. Moves 30-25 on the AC chart.

DANNY WILSON If Everything You Said Was True (Virgin)

52% of our reporters on it. Rotations: Heavy 3, Medium 20, Light 19, Total Adds 5, WNL T, KMJI, WXTC, WMID, KTDY.

BONNIE RAITT Nick Of Time (Capitol)

50% of our reporters on it. Rotations: Heavy 4, Medium 25, Light 11, Total Adds 4, KMJI, KHLT, WGSV, KSTR. Moves 27-26 on the AC chart.

NEW & ACTIVE

MICHAEL DAMIAN "Was It Nothing At All" (Cypress/A&M) 39/6

Rotations: Heavy 0, Medium 15/0, Light 24/6, Total Adds 6, KLSY, WEBE, WTCB, WKTK, WLDR, KSTR Medium: KOST, KESZ, WSLQ, WHAI, WAFL, WSKI, WGSV, WZNS, WKSO, WKCX, WCMJ, KBLQ, KYJC, KAYN, KWSI. Light including KLSI, B100, WMGS, 3WM, WEIM, WSUL, WYKZ, WCKQ, WNMB, KVIC, KSCB, WTVR.

PAUL McCARTNEY "This One" (Capitol) 37/4

Rotations: Heavy 4/0, Medium 18/0, Light 15/4, Total Adds 4, WNL T, WXTC, WKS B, KYJC Heavy: KS95, WKYE, WMID, WEIM Medium: WNSR, WEBE, WSLQ, WECO, WHAI, WQNY, WGLL, WAFL, WSUL, WSKI, WZNS, WNMB, WKSO, WCMJ, WLDR, KKL V, KBLQ, KAYN Light including KBIG, WLEV, WIVY, 3WM, KTYL, KVIC, KSCB, WTVR.

EXPOSE "When I Looked At Him" (Arista) 36/2

Rotations: Heavy 0, Medium 26/0, Light 10/2, Total Adds 2, WKTK, KIDX Medium: WNL T, KESZ, B100, U102, WSLQ, WMID, WEIM, WHAI, WQNY, WGLL, WAFL, WSUL, WSKI, WCKQ, WGSV, KTDY, WZNS, WNMB, WKSO, KVIC, WCMJ, KKL V, KBLQ, KYJC, WAI, KWSI. Light including KLCY, 3WM, WYKZ, KSCB, WTVR, WLDR.

B.J. THOMAS "Don't Leave Love" (Reprise) 35/6

Rotations: Heavy 1/0, Medium 9/0, Light 25/6, Total Adds 6, WNL T, KELT, WFMK, WECQ, WTVR, WLDR Heavy: WMID Medium: WKYE, WEIM, WHAI, WAFL, WSKI, WZNS, WKSO, KBLQ, KYJC Light including WLEV, WTCB, WSLQ, WHNN, 3WM, WQNY, WGSV, KRLB, WNMB, KTYL, WCMJ, KSCB, KSTR, KAYN, KWSI.

ROXETTE "Listen To Your Heart" (EMI) 33/7

Rotations: Heavy 1/0, Medium 9/0, Light 23/7, Total Adds 7, WMGS, WIVY, KHLT, 3WM, WGLL, WTVR, KBLQ Heavy: KKL V, Medium: WKYE, WMID, WSKI, WCKQ, WZNS, WKSO, WKCX, KVIC, KWSI Light including B100, KELT, WSLQ, WEIM, WHAI, WQNY, WAFL, WSUL, WKTK, KTDY, WNMB, KTYL, WCMJ, KSCB, KYJC, KAYN.

JEFFERSON AIRPLANE "Summer Of Love" (Epic) 30/30

Rotations: Heavy 0, Medium 3/3, Light 27/27, Total Adds 30, KLSI, KLCY, WKYE, WZNY, WSLQ, WMID, WEIM, WHAI, WQNY, WGLL, WAFL, WSUL, WSKI, WYKZ, WGSV, KTDY, WZNS, WNMB, WKSO, WKCX, KVIC, WCMJ, KSCB, WLDR, KKL V, KIDX, KSTR, KBLQ, KYJC, KWSI.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BEE GEES	80/1	76	4	0
2 CHER	77/0	75	2	0
3 SURFACE	77/0	55	20	2
4 MICHAEL BOLTON	73/0	59	12	2
5 BEACH BOYS	72/3	57	11	4
6 MADONNA	71/3	43	25	3
7 DON HENLEY	57/0	31	23	3
8 CUTTING CREW	70/2	39	27	4
9 PATTI LaBELLE	64/2	43	15	6
10 RICHARD MARX	52/0	29	16	7
11 DONNY OSMOND	51/0	28	21	2
12 ELTON JOHN	70/2	24	37	9
13 DION	60/2	31	27	2
14 JEFF HEALEY BAND	64/4	21	31	12
15 NATALIE COLE	62/2	18	40	4
16 JIMMY BUFFETT	55/1	21	31	3
17 GLORIA ESTEFAN	45/0	23	14	8
18 RICK ASTLEY	56/0	9	39	8
19 JACKSON BROWNE	57/2	12	34	11
20 KENNY ROGERS	51/2	15	30	6
21 VAN MORRISON	54/0	6	36	12
22 POCO	54/6	5	27	22
23 SWING OUT SISTER	52/5	1	23	28
24 WATERFRONT	47/0	5	30	12
25 DOOBIE BROTHERS	45/9	3	24	18
26 BONNIE RAITT	40/4	4	25	11
27 DARRYL TOOKES	46/3	4	20	22
28 BARRY MANILOW	48/6	1	21	26
29 CHRIS REA	36/0	9	23	4
30 SIMPLY RED	46/17	1	12	33

MOST ADDED

JEFFERSON AIRPLANE (30)
SIMPLY RED (17)
DOOBIE BROTHERS (9)
MARIA McKEE (9)
JODY WATLEY (9)
SERGIO MENDES (8)
ROXETTE (7)
SHINE (7)
MICHAEL DAMIAN (6)
BARRY MANILOW (6)
POCO (6)
B.J. THOMAS (6)

HOTTEST

BEE GEES (66)
CHER (66)
MICHAEL BOLTON (39)
BEACH BOYS (38)
SURFACE (32)
DON HENLEY (17)
MADONNA (17)
RICHARD MARX (16)
DONNY OSMOND (16)
PATTI LaBELLE (15)

SOUL II SOUL "Keep On Movin'" (Virgin) 30/1

Rotations: Heavy 4/0, Medium 15/0, Light 11/1, Total Adds 1, WGLL Heavy: WEIM, WAFL, WSUL, WSKI Medium: B100, K101, KELT, WSLQ, WMID, WHAI, WCKQ, WKTK, WZNS, WKSO, WKCX, KKL V, KBLQ, KAYN, KWSI Light including WLEV, WQNY, WGSV, KRLB, WCMJ, KSCB, WTVR, KIDX, KYJC.

KATRINA & THE WAVES "That's The Way" (SBK) 29/4

Rotations: Heavy 2/0, Medium 9/0, Light 18/4, Total Adds 4, KS95, WIVY, WGSV, WKCX Heavy: WKYE, WSKI Medium: WSLQ, WEIM, WCKQ, WZNS, WKSO, KVIC, KKL V, KYJC, KWSI Light including KLCY, B100, WLEV, WXTC, WQNY, WGLL, WAFL, WSUL, KRLB, WCMJ, KSCB, WTVR, KBLQ, KAYN.

JODY WATLEY "Everything" (MCA) 25/9

Rotations: Heavy 0, Medium 4/0, Light 21/9, Total Adds 9, WNL T, KESZ, WMID, WKTK, WNMB, WKCX, KVIC, WCMJ, KSCB, Medium: WEIM, WKSO, KBLQ, KWSI Light including WSLQ, 3WM, WHAI, WGLL, WAFL, WSKI, WCKQ, WGSV, WZNS, KTYL, WLDR, KAYN.

RICHARD ELLIOT featuring BOBBY CALDWELL "In The Name Of Love" (Intima/Enigma) 25/1

Rotations: Heavy 4/0, Medium 8/0, Light 13/1, Total Adds 1, KKL V Heavy: WNUA, WMID, WEIM, KYJC Medium: WKYE, WSLQ, WHAI, WSUL, WZNS, WKSO, WKCX, KBLQ Light including WLEV, KELT, WGMN, WAFL, WSKI, WGSV, WNMB, KSCB, WJON, WLDR, KIDX, KAYN.

SIGNIFICANT ACTION

MICA PARIS "Breathe Life Into Me" (Island) 24/5

Rotations: Heavy 0, Medium 4/0, Light 20/5, Total Adds 5, 3WM, WSUL, WKCX, KVIC, KYJC Medium: WMID, WEIM, WKSO, KBLQ Light including WSLQ, WQNY, WAFL, WGSV, WZNS, WNMB, KSCB, WLDR, KIDX, KAYN, KWSI.

HIROSHIMA "Golden Age" (Epic) 24/4

Rotations: Heavy 0, Medium 3/0, Light 21/4, Total Adds 4, WGSV, WTVR, KSTR, KYJC Medium: WMID, WEIM, KBLQ Light including WNUA, KELT, WSLQ, WSKI, WZNS, WNMB, KVIC, WCMJ, KSCB, WLDR, KKL V, KIDX, KWSI.

BLACK SORROWS "The Chosen Ones" (Epic) 24/1

Rotations: Heavy 1/0, Medium 5/0, Light 18/1, Total Adds 1, KWSI Heavy: WMID Medium: WKYE, WEIM, WZNS, WKSO, KKL V Light including WSLQ, WHAI, WQNY, WGLL, WSKI, WYKZ, WGSV, WNMB, KVIC, KSCB, WLDR, KYJC, KAYN.

TINA TURNER "The Best" (Capitol) 21/5

Rotations: Heavy 1/0, Medium 7/0, Light 13/5, Total Adds 5, WKYE, U102, WEIM, WHAI, KKL V Heavy: KESZ Medium: WMID, WAFL, WSKI, WZNS, WKSO, KBLQ, KWSI Light including KLCY, WSLQ, 3WM, WNMB, KVIC, KSCB.

NEIL DIAMOND "Baby Can I Hold You" (Columbia) 19/1

Rotations: Heavy 1/0, Medium 6/0, Light 12/1, Total Adds 1, WKRG Heavy: WEIM Medium: WNSI, WTCB, WSLQ, WKCX, WJON, KSTR Light including KS95, KLCY, WLEV, KELT, 3WM, WCKQ, WGSV, WNMB, KSCB, WLDR, KYJC.

MILLI VANILLI "Girl I'm Gonna Miss You" (Arista) 18/5

Rotations: Heavy 3/0, Medium 5/1, Light 10/4, Total Adds 5, K101, WZNY, WSLQ, WKCX, WCMJ Heavy: KESZ, WSKI, KVIC Medium including B100, WKTK, WKSO, KWSI Light including KLCY, WMGS, WEIM, WCKQ, WZNS, KSCB.

DONNA SUMMER "Love's About To Change My Heart" (Atlantic) 18/0

Rotations: Heavy 0, Medium 5/0, Light 13/0, Total Adds 0, Medium: KELT, WMID, WEIM, WZNS, KWSI Light: K101, WHAI, WQNY, WSUL, WSKI, WGSV, WKSO, WKCX, WCMJ, KIDX, KBLQ, KYJC, KAYN.

SHINE "Walking On The Town" (SBK) 15/7

Rotations: Heavy 0, Medium 2/0, Light 13/7, Total Adds 7, WMID, WQNY, WZNS, KSCB, KIDX, KBLQ, KWSI Medium: WEIM, KKL V Light including WSLQ, WAFL, WSKI, WNMB, WGLL, WSLQ, 3WM, WNMB, WKSO, KAYN.

10,000 MANIACS "Eat For Two" (Elektra) 15/5

Rotations: Heavy 0, Medium 3/0, Light 12/5, Total Adds 5, WSLQ, WHAI, WGSV, KVIC, WCMJ Medium: WMID, WEIM, WKSO Light including WSKI, WZNS, WNMB, KTYL, KSCB, KKL V, KBLQ.

HARRY CONNICK JR. "It Had To Be You" (Columbia) 15/2

Rotations: Heavy 0, Medium 1/0, Light 14/2, Total Adds 2, WEBE, WVAF Medium: WEIM Light including WKYE, WSLQ, WHAI, WGSV, WZNS, WKSO, KSCB, WJON, KKL V, KIDX, KBLQ, KWSI.

DAN SIEGEL "Hold On To Your Heart" (CBS Associated) 11/1

Rotations: Heavy 0, Medium 3/0, Light 8/1, Total Adds 1, WLDR Medium: WEIM, WKSO, KBLQ Light including WLEV, WQNY, WSKI, WZNS, KVIC, KSCB, KWSI.

CHARLIE KAPP "Givin' It All I Got" (Grudge) 10/5

Rotations: Heavy 0, Medium 1/0, Light 9/5, Total Adds 5, WKYE, WGLL, WAFL, WSKI, KBLQ Medium: WEIM Light including WHAI, WKSO, WKCX, KSCB.

BENNY MARDONES "I Never Really Loved You At All" (Curb) 10/5

Rotations: Heavy 0, Medium 1/0, Light 9/5, Total Adds 5, WKYE, WSLQ, KVIC, WCMJ, KBLQ Medium: WAFL Light including WEIM, WSKI, WKSO, KWSI.

MARIA McKEE "To Miss Someone" (Geffen) 9/9

Rotations: Heavy 0, Medium 0, Light 9/9, Total Adds 9, WSLQ, WMID, WEIM, WAFL, WSKI, WKSO, WCMJ, KKL V, KWSI.

SERGIO MENDES "Some Morning" (A&M) 8/8

Rotations: Heavy 0, Medium 0, Light 8/8, Total Adds 8, WSLQ, WEIM, WHAI, WZNS, WKSO, WCMJ, KSCB, KWSI.

EXPOSÉ

"WHEN I LOOKED AT HIM"

The Follow-Up
To Their
#1 AC Smash
"Seasons
Change"

ARISTA



AC ADDS & HOTS

CURRENT-BASED

EAST		SOUTH		MIDWEST		WEST					
<p>P1</p> <p>WVBF/Boston Newell/Garcia</p> <p>none Hottest: BEE GEES BEACH BOYS DONNY OSMOND CHER SURFACE</p> <p>WALK/Long Island Edwards/Daniels</p> <p>none Hottest: DON HENLEY MICHAEL BOLTON MADONNA DONNY OSMOND CHER</p> <p>WNSR/New York Dunphy/Dunkin</p> <p>none Hottest: JIMMY HARNEN & SY GLORIA ESTEFAN RICHARD MARX DON HENLEY CHER</p> <p>WSNI/Philadelphia Jere Sullivan</p> <p>none Hottest: GLORIA ESTEFAN PATTI LABELLE BEE GEES RICHARD MARX MICHAEL BOLTON</p> <p>P2</p> <p>WLEV/Allentown Jeff Silvers</p> <p>none Hottest: BEE GEES ELTON JOHN BEACH BOYS CHER DION</p> <p>WEBE/Bridgeport Hansen/Norman</p> <p>MICHAEL DAMIAN SIMPLY RED HARRY CONNICK JR Hottest: MICHAEL BOLTON BEACH BOYS CHER BEE GEES PATTI LABELLE</p> <p>WVAF/Charleston, WV Vic Marino</p> <p>HARRY CONNICK JR. Hottest: CHER BEE GEES MICHAEL BOLTON DON HENLEY SURFACE</p> <p>WKYE/Johnstown Jack Michaels</p> <p>BENNY MARDONES JEFFERSON AIRPLAN FINE YOUNG CANNIB CHARLIE KARP TINA TURNER Hottest: JEFF HEALEY BAND CHER BEACH BOYS DION BEE GEES</p> <p>WMGS/Wilkes Barre Norton/Marriott</p> <p>ROXETTE Hottest: JEFF HEALEY BAND BEE GEES CHER GLORIA ESTEFAN RICHARD MARX</p> <p>P3</p> <p>WMID/Atlantic City, NJ Fennessey/Brown</p> <p>DANNY WILSON JEFFERSON AIRPLAN SIMPLY RED SHINE JODY WATLEY MARIA MCKEE Hottest: BEE GEES KENNY ROGERS PATTI LABELLE JACKSON BROWNE MADONNA</p>	<p>WEIM/Fitchburg Jack Raymond</p> <p>SERGIO MENDES MARIA MCKEE RANDY TRAVIS JEFFERSON AIRPLAN TINA TURNER REGINA BELLER Hottest: BEACH BOYS BONNIE RAITT BEE GEES POCO PATTI LABELLE</p> <p>WECQ/Geneva Anthony/Smith</p> <p>DOOBIE BROTHERS B.J. THOMAS SIMPLY RED Hottest: BEE GEES KENNY ROGERS DION BEACH BOYS CHER</p> <p>WHAJ/Greenfield, MA Deane/Archer</p> <p>JEFFERSON AIRPLAN 10,000 MANIACS SERGIO MENDES TINA TURNER Hottest: CHER BEE GEES SURFACE PATTI LABELLE JEFF HEALEY BAND</p> <p>WQNY/Ithaca Smith/Erb</p> <p>JEFFERSON AIRPLAN SHINE Hottest: CHER DION BEE GEES BEACH BOYS MADONNA</p> <p>WGML/Mercersburg Norman Schmidt</p> <p>SOUL II SOUL SIMPLY RED ROXETTE CHARLIE KARP JEFFERSON AIRPLAN Hottest: BEE GEES CHER BEACH BOYS CUTTING CREW DION</p> <p>WAFJ/Milford, DE Tim Brough</p> <p>MOVING PICTURES DOOBIE BROTHERS PATTI LABELLE CHARLIE KARP MARIA MCKEE JEFFERSON AIRPLAN Hottest: MICHAEL BOLTON JEFF HEALEY BAND CHER BEE GEES KENNY ROGERS</p> <p>WSUL/Monticello, NY Rob Dillman</p> <p>MICA PARIS BARRY MANILOW JEFFERSON AIRPLAN Hottest: MICHAEL BOLTON BEE GEES BEACH BOYS CHER MADONNA</p> <p>WSKI/Montpelier Bruce Stebbins</p> <p>CHARLIE KARP MARIA MCKEE JEFFERSON AIRPLAN Hottest: GLORIA ESTEFAN CHER MADONNA NATALIE COLE STARSHIP</p> <p>WKSJ/Williamsport Tom Benson</p> <p>POCO BARRY MANILOW PAUL MCCARTNEY SIMPLY RED Hottest: MADONNA SURFACE BEE GEES CHER BEACH BOYS</p>	<p>P1</p> <p>WTFM/Johnson City Mark McKinney</p> <p>none Hottest: BEE GEES DONNY OSMOND MICHAEL BOLTON DON HENLEY CHER</p> <p>U102/Knoxville Larry Trotter</p> <p>SIMPLY RED DARRYL TOOKES TINA TURNER Hottest: DONNY OSMOND JIMMY BUFFETT CHER JEFF HEALEY BAND PATTI LABELLE</p> <p>KHLT/Little Rock Jim Aaron</p> <p>JEFF HEALEY BAND POCO SWING OUT SISTER BONNIE RAITT DOOBIE BROTHERS ROXETTE Hottest: MICHAEL BOLTON BEE GEES CHER SURFACE BEACH BOYS</p> <p>WLTJ/New Orleans Bob Mitchell</p> <p>none Hottest: CHRIS REA RICHARD MARX DONNY OSMOND MICHAEL BOLTON DEON ESTUS</p> <p>2WD/Norfolk Bill Curtis</p> <p>DION JIMMY BUFFETT Hottest: RICHARD MARX CHER GLORIA ESTEFAN DONNY OSMOND</p> <p>WNLT/Tampa Chuck Crane</p> <p>BEACH BOYS PAUL MCCARTNEY POCO SIMPLY RED JODY WATLEY DANNY WILSON B.J. THOMAS Hottest: PATTI LABELLE CHER BEE GEES MADONNA BEACH BOYS</p> <p>P2</p> <p>WZNY/Augusta, GA John Patrick</p> <p>MILLI VANILLI JEFFERSON AIRPLAN POCO SIMPLY RED DOOBIE BROTHERS Hottest: BEE GEES CHER SURFACE JEFF HEALEY BAND DION</p> <p>WXTC/Charleston John Quincy</p> <p>JEFF HEALEY BAND SWING OUT SISTER DANNY WILSON PAUL MCCARTNEY Hottest: MICHAEL BOLTON BEE GEES CHER SURFACE BEACH BOYS</p> <p>WTCB/Columbia, SC Doug Spets</p> <p>MICHAEL DAMIAN Hottest: RICHARD MARX DONNY OSMOND PATTI LABELLE BEE GEES SURFACE</p> <p>WSLI/Jackson, MS Harrell/Allen</p> <p>DOOBIE BROTHERS JACKSON BROWNE Hottest: GLORIA ESTEFAN RICHARD MARX BEE GEES CHER MADONNA</p> <p>WIVY/Jacksonville Terry Mathews</p> <p>DION KATRINA & THE WAV ROXETTE ELTON JOHN DOOBIE BROTHERS Hottest: SURFACE BEACH BOYS MADONNA DON HENLEY DION</p> <p>WGSV/Guntersville Jackson/Bell</p> <p>HIROSHIMA JEFFERSON AIRPLAN BONNIE RAITT KATRINA & THE WAV 10,000 MANIACS Hottest: BEE GEES BEACH BOYS MICHAEL BOLTON MADONNA</p>	<p>KTDY/Lafayette Bob Murphy</p> <p>JEFFERSON AIRPLAN DANNY WILSON TEARS FOR FEARS Hottest: MICHAEL BOLTON BEE GEES BEACH BOYS CHER JEFF HEALEY BAND</p> <p>KRLB/Lubbock Manning/Allen</p> <p>none Hottest: CHER MICHAEL BOLTON BEE GEES DONNY OSMOND SURFACE</p> <p>WZNS/Myrtle Beach Mitch Adams</p> <p>JEFFERSON AIRPLAN SHINE SERGIO MENDES Hottest: BEE GEES CHER CUTTING CREW BEACH BOYS JEFF HEALEY BAND</p> <p>WNMB/North Myrtle Beach Thompson/Chapman</p> <p>JEFFERSON AIRPLAN JODY WATLEY Hottest: MICHAEL BOLTON SURFACE CHER BEE GEES KENNY ROGERS</p> <p>WKSO/Orangeburg Ted Bell</p> <p>JEFFERSON AIRPLAN SERGIO MENDES MARIA MCKEE Hottest: MICHAEL BOLTON BEE GEES CHER SURFACE BEACH BOYS</p> <p>WKCX/Rome Randy Quick</p> <p>JEFFERSON AIRPLAN MILLI VANILLI KATRINA & THE WAV MICA PARIS JODY WATLEY RANDY TRAVIS Hottest: MICHAEL BOLTON BEE GEES CHER CUTTING CREW SURFACE</p> <p>KTYL/Tyler Janie Baker</p> <p>none Hottest: MICHAEL BOLTON DON HENLEY CHRIS REA RICHARD MARX DION</p> <p>KVIC/Victoria Tony Davis</p> <p>JEFFERSON AIRPLAN JODY WATLEY 10,000 MANIACS BENNY MARDONES MICA PARIS Hottest: BEACH BOYS CHER JIMMY BUFFETT RICHARD MARX SURFACE</p>	<p>P1</p> <p>WNUA/Chicago Bob O'Connor</p> <p>VONDA SHEPARD Hottest: ANDREAS VOLLENWE. BONNIE RAITT PHOEBE SNOW ELLIOTT & CALDWELL SIMPLY RED</p> <p>WARM98/Cincinnati Michael Grayson</p> <p>MADONNA CUTTING CREW Hottest: MICHAEL BOLTON DON HENLEY DONNY OSMOND CHER BEE GEES</p> <p>WLTF/Cleveland Popovich/Gregory</p> <p>none Hottest: CHER MICHAEL BOLTON DON HENLEY GLORIA ESTEFAN BEE GEES</p> <p>WSNY/Columbus Hallett/Nunnally</p> <p>MADONNA BEE GEES BEACH BOYS JEFF HEALEY BAND Hottest: GLORIA ESTEFAN CHER SIMPLY RED RICHARD MARX</p> <p>WOMC/Detroit Barry Argenbright</p> <p>none Hottest: DON HENLEY DONNY OSMOND MICHAEL BOLTON BEE GEES CHER</p> <p>P2</p> <p>WLHT/Grand Rapids Dirksen/Brown</p> <p>none Hottest: BEE GEES CHER SURFACE BEACH BOYS CUTTING CREW</p> <p>WMGN/Madison Pat O'Neill</p> <p>none Hottest: DONNY OSMOND MICHAEL BOLTON BEE GEES CHRIS REA BEACH BOYS</p>	<p>P1</p> <p>WNUA/Chicago Bob O'Connor</p> <p>VONDA SHEPARD Hottest: ANDREAS VOLLENWE. BONNIE RAITT PHOEBE SNOW ELLIOTT & CALDWELL SIMPLY RED</p> <p>WARM98/Cincinnati Michael Grayson</p> <p>MADONNA CUTTING CREW Hottest: MICHAEL BOLTON DON HENLEY DONNY OSMOND CHER BEE GEES</p> <p>WLTF/Cleveland Popovich/Gregory</p> <p>none Hottest: CHER MICHAEL BOLTON DON HENLEY GLORIA ESTEFAN BEE GEES</p> <p>WSNY/Columbus Hallett/Nunnally</p> <p>MADONNA BEE GEES BEACH BOYS JEFF HEALEY BAND Hottest: GLORIA ESTEFAN CHER SIMPLY RED RICHARD MARX</p> <p>WOMC/Detroit Barry Argenbright</p> <p>none Hottest: DON HENLEY DONNY OSMOND MICHAEL BOLTON BEE GEES CHER</p>	<p>WFMK/Lansing Tom Knight</p> <p>BARRY MANILOW SWING OUT SISTER POCO B.J. THOMAS Hottest: BEE GEES CHER SURFACE BEACH BOYS CUTTING CREW</p> <p>WHNN/Saginaw Stine/Knight</p> <p>none Hottest: BEE GEES CHER SURFACE BEACH BOYS CUTTING CREW</p> <p>3WM/Toledo Mark Roberts</p> <p>DOOBIE BROTHERS ROXETTE MICA PARIS Hottest: MICHAEL BOLTON DON HENLEY SURFACE BEE GEES CHER</p>	<p>KSCB/Liberal Mark David</p> <p>JEFFERSON AIRPLAN JODY WATLEY SHINE SERGIO MENDES Hottest: MICHAEL BOLTON BEE GEES CHER BEACH BOYS SURFACE</p> <p>WTWR/Monroe Lori Demick</p> <p>SIMPLY RED DARRYL TOOKES BARRY MANILOW ROXETTE HIROSHIMA B.J. THOMAS Hottest: BEE GEES CHER BEACH BOYS PATTI LABELLE SURFACE</p>	<p>WJON/St. Cloud Nancy Fox</p> <p>none Hottest: BEACH BOYS BEE GEES KENNY ROGERS JIMMY BUFFETT NATALIE COLE</p> <p>WLDR/Traverse City James Filkins</p> <p>MICHAEL DAMIAN JEFFERSON AIRPLAN DAN SIEGEL B.J. THOMAS Hottest: PATTI LABELLE NATALIE COLE BONNIE RAITT VAN MORRISON</p>			
<p>81 Current Reporters 65 Current Playlists</p>		<p>Called In Frozen Playlist (13): KAYN/Nogales KRLB/Lubbock KTYL/Tyler WALK/Long Island WCKQ/Campbellsville WHNN/Saginaw WJON/St. Cloud WLHT/Grand Rapids WLTF/Cleveland WMGN/Madison WNSR/New York WSNI/Philadelphia WVBF/Boston</p>		<p>81 Current Reporters 65 Current Playlists</p>		<p>Called In Frozen Playlist (13): KAYN/Nogales KRLB/Lubbock KTYL/Tyler WALK/Long Island WCKQ/Campbellsville WHNN/Saginaw WJON/St. Cloud WLHT/Grand Rapids WLTF/Cleveland WMGN/Madison WNSR/New York WSNI/Philadelphia WVBF/Boston</p>		<p>81 Current Reporters 65 Current Playlists</p>		<p>Called In Frozen Playlist (13): KAYN/Nogales KRLB/Lubbock KTYL/Tyler WALK/Long Island WCKQ/Campbellsville WHNN/Saginaw WJON/St. Cloud WLHT/Grand Rapids WLTF/Cleveland WMGN/Madison WNSR/New York WSNI/Philadelphia WVBF/Boston</p>	
<p>Did Not Report, Playlist Frozen (3): WOMC/Detroit WSB-FM/Atlanta WTFM/Johnson City</p>		<p>Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (2): WMT-FM/Cedar Rapids WVWX/Milwaukee</p>		<p>Did Not Report, Playlist Frozen (3): WOMC/Detroit WSB-FM/Atlanta WTFM/Johnson City</p>		<p>Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (2): WMT-FM/Cedar Rapids WVWX/Milwaukee</p>		<p>Did Not Report, Playlist Frozen (3): WOMC/Detroit WSB-FM/Atlanta WTFM/Johnson City</p>		<p>Did Not Report For Two Consecutive Weeks, Not Used In This Week's Data (2): WMT-FM/Cedar Rapids WVWX/Milwaukee</p>	

NEW ARTISTS

	Reports/Adds
1 MICHAEL DAMIAN/Was It Nothing At All (Cypress)	39/6
2 ROXETTE/Listen To Your Heart (EMI)	33/7
3 JEFFERSON AIRPLANE/Summer Of Love (Epic)	30/30
4 SOUL II SOUL/Keep On Movin' (Virgin)	30/1
5 JODY WATLEY/Everything (MCA)	25/9
6 RICHARD ELLIOTT & BOBBY CALDWELL/In The Name Of Love (Intima/Enigma)	25/1
7 BLACK SORROWS/The Chosen Ones (Epic)	24/1
8 MILLI VANILLI/Girl I'm Gonna Miss You (Arista)	18/5
9 SHINE/Walking On The Town (SBK)	15/7
10 HARRY CONNICK JR./It Had To Be You (Columbia)	15/2

New artists have not yet had an AC Breaker.

AC ADDS & HOTS

September 8, 1989 R&R • 107

FULL-SERVICE AC

MOST ADDED

- ELTON JOHN (4)
- POCO (4)
- BEACH BOYS (3)
- JEFF HEALEY BAND (3)
- SURFACE (3)
- SIMPLY RED (2)

HOTTEST

- RICHARD MARX (29)
- BEE GEES (20)
- MICHAEL BOLTON (18)
- DON HENLEY (18)
- CHER (16)
- GLORIA ESTEFAN (14)
- DONNY OSMOND (11)
- BEACH BOYS (9)
- SURFACE (9)

GOLD-BASED AC

MOST ADDED

- JEFF HEALEY BAND (5)
- SWING OUT SISTER (5)
- CHER (4)
- MICHAEL DAMIAN (3)
- DOOBIE BROTHERS (3)
- ELTON JOHN (3)
- BARRY MANILOW (3)
- SIMPLY RED (3)

HOTTEST

- GLORIA ESTEFAN (35)
- RICHARD MARX (34)
- MICHAEL BOLTON (25)
- BEE GEES (24)
- BONNY OSMOND (23)
- DON HENLEY (21)
- CHER (20)
- SURFACE (12)
- MADONNA (9)
- BEE GEES (6)

EAST

P1

WBZ/Boston
Phil Conrad

BEACH BOYS
Hottest:
DONNY OSMOND
DON HENLEY
GLORIA ESTEFAN
CHER
BEE GEES

P2

WBEN/Buffalo
Hank Nevins

ELTON JOHN
Hottest:
MICHAEL BOLTON
CHER
BEACH BOYS
SURFACE

KDKA/Pittsburgh
Mike Watkins

none
Hottest:
GLORIA ESTEFAN
RICHARD MARX
DON HENLEY
DONNY OSMOND

WMAL/Washington
Michael Neff
POCO
Hottest:
DON HENLEY
MICHAEL BOLTON
BEE GEES
JIMMY BUFFETT
BEACH BOYS

P2

WTIC/Hartford
David Bernstein

SURFACE
Hottest:
MICHAEL BOLTON
BEE GEES
CHER
DON HENLEY
BEACH BOYS

WELI/New Haven
Gross/McCormick

SWING OUT SISTER
ROXETTE
Hottest:
MADONNA
CHER
DOOBIE BROTHERS
BEACH BOYS
VAN MORRISON

P2

WGNY/Schenectady
Buzz Brindie

MICHAEL BOLTON
Hottest:
ANDREAS VOLLENWEI
RICHARD MARX
GLORIA ESTEFAN
BEE GEES
MADONNA

P3

WFMD/Frederick, MD
Fieseler/Watson
ELTON JOHN
SURFACE
POCO
MILLI VANILLI
JEFF HEALEY BAND
Hottest:
CHER
DONNY OSMOND
BEE GEES
MICHAEL BOLTON
BEACH BOYS

P2

WMTR/Morristown
Brian Emery

PATTI LABELLE
SIMPLY RED
BONNIE RAITT
JEFF HEALEY BAND
Hottest:
MICHAEL BOLTON
BEE GEES
CHER
DON HENLEY
NATALIE COLE

EAST

P1

WWMX/Baltimore
Don Kelley
none
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
DONNY OSMOND
NEW KIDS ON THE B
RICHARD MARX
RICHARD MARX

P2

WMJX/Boston
Nancy Quill
none
Hottest:
SURFACE
RICHARD MARX
GLORIA ESTEFAN
NEW KIDS ON THE B
VANESSA WILLIAMS

P3

WKJY/Nassau, NY
Keith Hill
none
Hottest:
RICHARD MARX
MICHAEL BOLTON
DONNY OSMOND
BEE GEES
GLORIA ESTEFAN

WKSZ/Philadelphia
Lou Patrick

none
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
DONNY OSMOND
RICHARD MARX

WHTX/Pittsburgh
Scott Alexander

none
Hottest:
RICHARD MARX
DONNA SUMMER
SIMPLY RED
38 SPECIAL
GLORIA ESTEFAN

WLTJ/Pittsburgh
John Gallagher
SURFACE
BARRY MANILOW
Hottest:
GLORIA ESTEFAN
RICHARD MARX
DON HENLEY
MICHAEL BOLTON
KENNY ROGERS

P2

WKLI/Albany
Knott/Holmberg
none
Hottest:
RICHARD MARX
BEE GEES
GLORIA ESTEFAN
DON HENLEY
SURFACE

WAEW/Allentown
Chris Bailey

SWING OUT SISTER
BONNIE RAITT
Hottest:
BEE GEES
MICHAEL BOLTON
SURFACE
DONNY OSMOND
BEACH BOYS

WMRV/Binghamton, NY
John Carter
none
Hottest:
MICHAEL BOLTON
BEE GEES
DONNY OSMOND
CHER
BEACH BOYS

P2

WMAS-FM/Springfield
Jack Kratoville
none
Hottest:
CHER
GLORIA ESTEFAN
DON HENLEY
MICHAEL BOLTON
CHRIS REA

WYYY/Syracuse
Lauber/Langmyer

JEFF HEALEY BAND
PAULA ABDUL
BOBBY BROWN
Hottest:
GLORIA ESTEFAN
RICHARD MARX
CHER
BEE GEES

P2

WFAS-FM/White Plains
Pauli/Richard
SIMPLY RED
SWING OUT SISTER
WATERFRONT
Hottest:
BEE GEES
MADONNA
CHER
DONNY OSMOND
SURFACE

WJBR/Wilmington, DE
Bill Kaye

MILLI VANILLI
JEFF HEALEY BAND
BARRY MANILOW
Hottest:
BEE GEES
MICHAEL BOLTON
CHER
SURFACE
MADONNA

49 Reporters
29 Current Playlists

Called In Frozen Playlist (4):

KEFM/Omaha
KXKX/Wichita
KXKL/Kansas City
WLMX/Chattanooga

SOUTH

P2

WHAS/Louisville
Doug McElvain

POCO
Hottest:
BEE GEES
CHER
KATRINA & THE WAV
SURFACE
MADONNA

WDBO/Orlando
Dan Shaffer

none
Hottest:
MICHAEL BOLTON
RICHARD MARX
GLORIA ESTEFAN
NATALIE COLE
KENNY ROGERS

P2

WRVA/Richmond
Tim Farley

BONNIE RAITT
MADONNA
BEACH BOYS
Hottest:
GRAYSON HUGH
DON HENLEY
MICHAEL BOLTON
RICHARD MARX
GLORIA ESTEFAN

P3

WGBR/Goldsboro
Bruce Strickland
none
Hottest:
DON HENLEY
MICHAEL BOLTON
BEE GEES
RICHARD MARX
BEACH BOYS

P3

WKYX/Paducah
Cook/Miller
none
Hottest:
MICHAEL BOLTON
CHER
BEACH BOYS
RICHARD MARX
DON HENLEY

WSTU/Stuart
Shaw/Grant

none
Hottest:
DON HENLEY
BEE GEES
DONNY OSMOND
CHER
BEACH BOYS

SOUTH

P1

KMGC/Dallas
Gary Shannon
MICHAEL DAMIAN
SIMPLY RED
POCO
SWING OUT SIST.
Hottest:
CUTTING CREW
MADONNA
BEE GEES
SURFACE
JEFF HEALEY BAND

P2

KLTR/Houston
Scarborough/Mathews
CHER
Hottest:
GLORIA ESTEFAN
MICHAEL BOLTON
DONNY OSMOND
BEACH BOYS
MADONNA
Love 94/Miami
Don Agony
none
Hottest:
GLORIA ESTEFAN
BEE GEES
RICHARD MARX
DONNY OSMOND
SURFACE

P3

WUSA/Tampa
Irwin/Williams
none
Hottest:
CHER
BEE GEES
DONNY OSMOND
GLORIA ESTEFAN
MADONNA
WJQI/Norfolk
John Daniel
JEFF HEALEY BAND
Hottest:
DON HENLEY
MICHAEL BOLTON
BEE GEES
RICHARD MARX
SURFACE

WLMG/New Orleans
Nick Ferrara
none
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
RICHARD MARX
GLENN FREY
MICHAEL BOLTON
WMJJ/Birmingham
Ken Barnett
none
Hottest:
CHER
BEE GEES
DONNY OSMOND
GLORIA ESTEFAN
MADONNA
WMXC/Charlotte
Herring/Morley
EXPOSE
DOOBIE BROTHERS
Hottest:
CHER
DON HENLEY
RICHARD MARX
GLORIA ESTEFAN
MICHAEL BOLTON

Did Not Report, Playlist Frozen (16):

KCIX/Boise
KCMJ/Austin
KRAV/Tulsa
LOVE94/Miami
WENS/Indianapolis
WHTX/Pittsburgh

P2

WLMX/Chattanooga
Burkett/Marshall
none
Hottest:
BENNY MARDONES/
RICHARD MARX
CHER
DOOBIE BROTHERS
DON HENLEY
WMAG/Greensboro
John Jenkins
none
Hottest:
GRAYSON HUGH
BEE GEES
DONNY OSMOND
RICHARD MARX
CHER
WRKA/Louisville
Kay/Shannon

ELTON JOHN
JODY WATLEY
DOOBIE BROTHERS
Hottest:
CHER
BEE GEES
MICHAEL BOLTON
MADONNA
SURFACE

WRVR/Memphis
Hatchett/Hamlin
none
Hottest:
MICHAEL BOLTON
GLORIA ESTEFAN
DON HENLEY
RICHARD MARX
DONNY OSMOND
WSTF/Orlando
Barry James
CHER
Hottest:
GRAYSON HUGH
BEE GEES
DONNY OSMOND
RICHARD MARX
CHER
WRAL/Raleigh
Scott/Myers

JEFF HEALEY BAND
MADONNA
Hottest:
GLORIA ESTEFAN
DON HENLEY
RICHARD MARX
SIMPLY RED
DOOBIE BROTHERS

WMBX/Richmond
Mike Ryan
CHER
Hottest:
BEACH BOYS
MADONNA
RICHARD MARX
MICHAEL BOLTON
DONNY OSMOND
WKVI/Shreveport
Howard Clark

ELTON JOHN
Hottest:
MICHAEL BOLTON
BEE GEES
CHER
SURFACE
BEACH BOYS

WMAS-FM/Springfield
WMJJ/Birmingham
WMJX/Boston
WMRV/Binghamton
WRVR/Memphis
WUSA/Tampa
WWMX/Baltimore

MIDWEST

P1

55KRC/Cincinnati
Gary King

none
Hottest:
RICHARD MARX
CHER
BEE GEES
ANDREAS VOLLENWEI
MICHAEL BOLTON

WCCO/Minneapolis
Curt Lundgren

none
Hottest:
BEACH BOYS
GLORIA ESTEFAN
CHRIS REA

P2

WIBW/Madison
Reed/Kay
none
Hottest:
GLORIA ESTEFAN
CHRIS REA
NATALIE COLE
SIMPLY RED
VANESSA WILLIAMS

P2

WCIL/Carbondale
Rich Bird

POCO
CHARLIE KARP
Hottest:
RICHARD MARX
DON HENLEY
SURFACE
BEE GEES
ADRIAN BELEV

P3

WJBC/Bloomington
Don Munson

none
Hottest:
DON HENLEY
MICHAEL BOLTON
CHER
SURFACE
VAN MORRISON

P3

KFSB/Joplin
Eric Williams

PAUL MCCARTNEY
VAN MORRISON
DOOBIE BROTHERS
CHARLIE KARP
Hottest:
CHER
BEACH BOYS
DION
BEE GEES
MICHAEL BOLTON

P3

KFOR/Lincoln
Cathy Blythe

none
Hottest:
RICHARD MARX
GLORIA ESTEFAN
BEE GEES
PHOEBE SNOW
CHRIS REA

P3

KELO/Sioux Falls, SD
Spanky Carmichael

none
Hottest:
RICHARD MARX
JEFF HEALEY BAND
GLORIA ESTEFAN
DONNY OSMOND
DOOBIE BROTHERS

35 Current Reporters
22 Current Playlists

WEST

P1

KHOW/Denver
Murphy Huston

none
Hottest:
RICHARD MARX
GLORIA ESTEFAN
DONNY OSMOND
SIMPLY RED
FINE YOUNG CANNIB

KFMB/San Diego
Larson/Robertson

none
Hottest:
DON HENLEY
DONNY OSMOND
BEE GEES
MICHAEL BOLTON
RICHARD MARX

KBOI/Boise
Drew Harold

none
Hottest:
SURFACE
DONNY OSMOND
BEE GEES
MICHAEL BOLTON
DON HENLEY

P2

KUGN/Eugene
O'Brien/James

MADONNA
SIMPLY RED
Hottest:
DON HENLEY
RICHARD MARX
CHRIS REA
GLORIA ESTEFAN
NATALIE COLE

P2

KSSK/Honolulu
Phil Abbott

BEE GEES
MICHAEL BOLTON
BEACH BOYS
Hottest:
RICHARD MARX
GLORIA ESTEFAN
CECILIO & KAPONO
SIMPLY RED
MICA PARIS

P1

KEX/Portland
Dirk/Fort

MICHAEL BOLTON
Hottest:
MADONNA
RICHARD MARX
SWING OUT SISTER

KFOR/Lincoln
WCCO/Minneapolis
WDBO/Orlando
WGBR/Goldsboro
WHBY/Appleton
WJBC/Bloomington
WSTU/Stuart

Did Not Report, Playlist Frozen (6):
55KRC/Cincinnati
KDKA/Pittsburgh
KELO/Sioux Falls
KHOW/Denver
WIBW/Madison
WOOD/Grand Rapids

WEST

P1

KXOA-FM/Sacramento
Casey/Clem

none
Hottest:
BEACH BOYS
GLORIA ESTEFAN
DON HENLEY
RICHARD MARX
MICHAEL BOLTON

KKCW/Portland
Bill Minckler

JIMMY BUFFETT
BARRY MANILOW
MICHAEL DAMIAN
PATTI LABELLE
Hottest:
RICHARD MARX
GLORIA ESTEFAN
NEIL DIAMOND
MICHAEL BOLTON
DONNY OSMOND

P2

WVUD/Dayton
Reed Kittredge
DION
Hottest:
GLORIA ESTEFAN
DON HENLEY
DON HENLEY
BEE GEES
DONNY OSMOND
PHOEBE SNOW

KCIX/Boise
Don Jennings

none
Hottest:
DON HENLEY
RICHARD MARX
GLORIA ESTEFAN
DONNY OSMOND
CHER

KLII/Bakersfield
Russ Davidson
SURFACE
ELLIOTT & CALDW
Hottest:
MICHAEL BOLTON
RICHARD MARX
CHER
BEE GEES
DON HENLEY

KISC/Spokane
Rob Harder
BEACH BOYS
Hottest:
RICHARD MARX
GLORIA ESTEFAN
MICHAEL BOLTON
DONNY OSMOND
BEE GEES
KJYK/Tucson
Adrienne Walker
none
Hottest:
MICHAEL BOLTON
PATTI LABELLE
DON HENLEY
BEE GEES
DONNY OSMOND



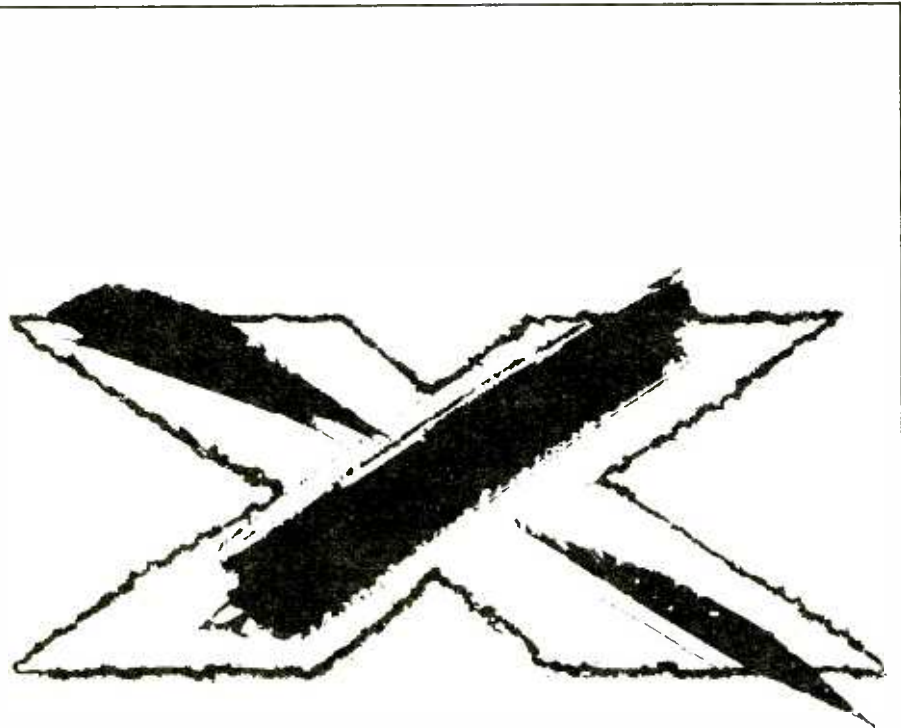
3 2
WKS WKS LW TW

178 REPORTERS

SEPTEMBER 8, 1989

Reports/Adds Heavy Medium

Rank	WKS	WKS	LW	TW	Artist/Album (Label)	Reports/Adds	Heavy	Medium
1	1	1	2	1	1 ROLLING STONES /Steel Wheels (Columbia)	177-0	173-	4=
2	1	1	2	2	2 DON HENLEY /The End Of The Innocence (Geffen)	162-3	139-	21+
3	2	2	3	3	3 TOM PETTY /Full Moon Fever (MCA)	144-3	121-	22+
4	6	4	4	4	4 TREVOR RABIN /Can't Look Away (Elektra)	168+2	114+	43-
5	5	5	5	5	5 POCO /Legacy (RCA)	163+6	104+	55-
6	16	9	7	6	6 STARSHIP /Love Among The Cannibals (RCA)	145+4	101+	36-
7	13	9	7	7	7 JOE COCKER /One Night Of Sin (Capitol)	153+4	80+	67-
8	DEBUT	8	8	8	8 MOTLEY CRUE /Dr. Feelgood (Elektra)	148 /5	51	73
9	19	14	11	9	9 STAGE DOLLS /Stage Dolls (Chrysalis)	147-2	64+	72-
10	3	3	6	10	10 WARRANT /Dirty Rotten Filthy Stinking Rich (Columbia)	109-0	94-	13-
11	21	19	14	11	11 MICK JONES /Mick Jones (Atlantic)	134-0	47+	79-
12	9	5	8	12	12 JACKSON BROWNE /World In Motion (Elektra)	116-0	72-	43-
13	7	7	12	13	13 STEVIE RAY VAUGHAN & DOUBLE TROUBLE /In Step (Epic)	101-4	51-	47+
14	14	10	13	14	14 SKID ROW /Skid Row (Atlantic)	100-3	48-	42-
15	22	20	17	15	15 ANDERSON BRUFORD WAKEMAN... /Anderson Bruford Wakeman Howe (Arista)	114-0	36+	72-
16	18	18	15	16	16 BILLY SQUIER /Hear & Now (Capitol)	122=7	22-	84+
17	DEBUT	17	17	17	17 JEFFERSON AIRPLANE /Jefferson Airplane (Epic)	123 /11	30	78
18	11	6	10	18	18 LETHAL WEAPON II /Soundtrack (WB)	94-0	55-	37-
19	29	24	20	19	19 ALICE COOPER /Trash (Epic)	113+4	21+	76-
20	28	24	20	20	20 TEN YEARS AFTER /About Time (Chrysalis)	119+5	21+	82+
21	30	25	23	21	21 CULT /Sonic Temple (Sire/Reprise)	117+12	14=	77+
22	5	8	18	22	22 CALL /Let The Day Begin (MCA)	71-0	46-	22=
23	13	15	19	23	23 DOOBIE BROTHERS /Cycles (Capitol)	83-3	43-	36-
24	27	22	22	24	24 TEXAS /Southside (Mercury)	104-1	18-	71-
25	17	16	16	25	25 BLUE MURDER /Blue Murder (Geffen)	92-0	27-	54-
26	27	27	27	26	26 ELTON JOHN /Sleeping With The Past (MCA)	85+6	23+	55+
27	25	31	29	27	27 GREAT WHITE /Twice Shy (Capitol)	93+10	11-	64+
28	34	30	26	28	28 WORLD TRADE /World Trade (Polydor)	106-1	10-	68=
29	4	12	21	29	29 BAD ENGLISH /Bad English (Epic)	64-8	33-	28=
30	36	36	36	30	30 GIANT /Last Of The Runaways (A&M)	95+13	6+	53+
31	39	35	32	31	31 CURE /Disintegration (Elektra)	74+5	21+	39=
32	37	33	33	32	32 JAMES McMURTRY /Too Long In The Wasteland (Columbia)	86+8	8+	46+
33	10	11	28	33	33 RICHARD MARX /Repeat Offender (EMI)	56-0	25-	26-
34	38	38	38	34	34 LIVING COLOUR /Vivid (Epic)	61+7	10+	38+
35	40	40	40	35	35 ENUFF Z'NUFF /Enuff Z'Nuff (Atco)	78+10	3+	35+
36	28	27	30	36	36 INDIO /Big Harvest (A&M)	53-0	17-	30-
37	23	21	25	37	37 TORA TORA /Surprise Attack (A&M)	56-1	13-	33-
38	DEBUT	38	38	38	38 GORKY PARK /Gorky Park (Mercury)	74+8	1=	35+
39	39	39	39	39	39 FINE YOUNG CANNIBALS /The Raw & The Cooked (IRS/MCA)	39+2	23-	15+
40	26	32	32	40	40 WINGER /Winger (Atlantic)	53+4	6-	32+



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BREAKERS

MOTLEY CRUE
Dr. Feelgood (Elektra)
83% of our reporters on it.

JEFFERSON AIRPLANE
Jefferson Airplane (Epic)
69% of our reporters on it.

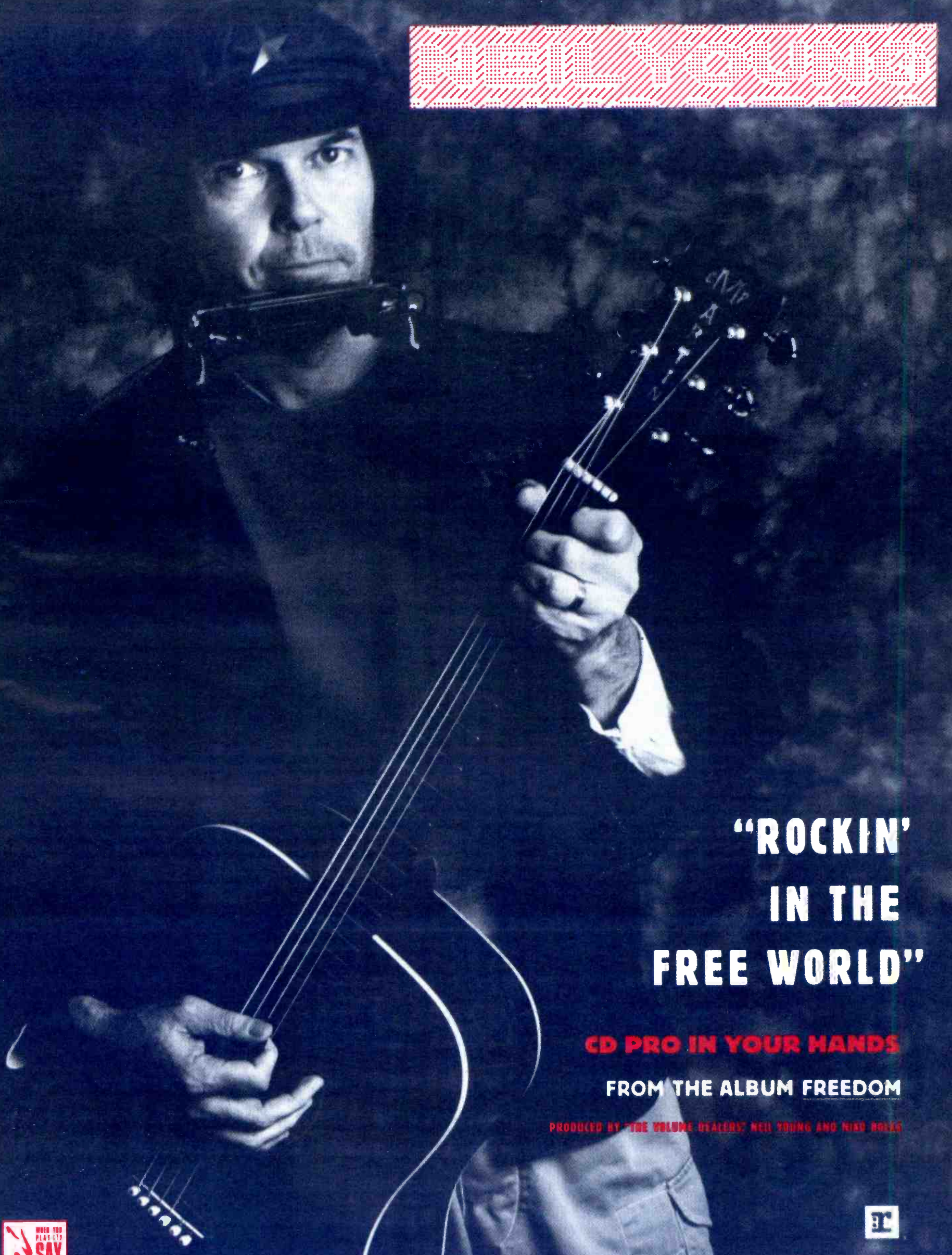
MOST ADDED

- TESLA (15)
- GIANT (13)
- CULT (12)
- FLIES ON FIRE (12)
- JEFFERSON AIRPLANE (11)
- ENUFF Z'NUFF (10)
- GREAT WHITE (10)
- BAD ENGLISH (8)
- GORKY PARK (8)
- JAMES McMURTRY (8)

HOTTEST

- ROLLING STONES (173)
- DON HENLEY (139)
- TOM PETTY (121)
- TREVOR RABIN (114)
- POCO (104)
- STARSHIP (101)
- WARRANT (94)
- JOE COCKER (80)
- JACKSON BROWNE (72)
- STAGE DOLLS (64)

NEEDLE



**“ROCKIN’
IN THE
FREE WORLD”**

**CD PRO IN YOUR HANDS
FROM THE ALBUM FREEDOM**

PRODUCED BY “THE VOLUME DEALERS” NEIL YOUNG AND NICK BOLES



LOOKING FOR MORE? VISIT US AT WWW.BC.COM

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NEW ARTISTS

AOR TRACKS®

NATIONAL AIRPLAY

		Reports
1	D.A.D /Sleeping My Day Away (WB)	95
	GIANT/I'm A Believer (A&M)	95
3	BONHAM/Wait For You (WTG)	87
4	JAMES McMURTRY/Painting By Numbers (Columbia)	86
5	ENUFF Z'NUFF/New Thing (Atco)	78
6	GORKY PARK/Bang (Mercury)	74
7	DANGEROUS TOYS/Teas'n Pleas'n (Columbia)	56
8	STEVE JONES/Freedom Fighter (MCA)	53
9	INDIO/Hard Sun (A&M)	50
10	BRENDAN CROKER/No Money At All (Silvertone/RCA)	49
11	KING'S X/Over My Head (Megaforce/Atlantic)	45
12	S. STEVENS ATOMIC PLAYBOYS/Atomic Playboys (WB)	43
13	FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)	39
14	WEBB WILDER/Cold Front (Island)	38
15	MAX Q/Way Of The World (Atlantic)	33
16	FLIES ON FIRE/C'mon (Atco)	32
17	DANGER DANGER/Naughty Naughty (Imagine/CBS Assoc.)	26
18	MR. BIG/Addicted To That Rush (Atlantic)	20
19	DARLING CRUEL/Everything's Over (Polydor)	17
20	HOODOO GURUS/Come Anytime (RCA)	15

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.

		178 REPORTERS			Reports/Adds	Heavy	Medium
3	2	WKS	WKS	LW	TW		
—	1	1	1	1	ROLLING STONES/Mixed Emotions (Columbia)	177-0	172- 4=
—	3	2	2	2	AEROSMITH/Love In An Elevator (Geffen)	169-2	156+ 13-
6	6	3	3	3	TREVOR RABIN/Something To Hold On To (Elektra)	166=1	114+ 42-
22	11	6	4	4	POCO/Call It Love (RCA)	163+6	104+ 55-
1	2	4	5	5	DON HENLEY/I Will Not Go Quietly (Geffen)	133-0	119- 13+
15	10	8	6	6	STARSHIP/It's Not Enough (RCA)	144+4	101+ 36-
18	13	10	7	7	JOE COCKER/When The Night Comes (Capitol)	152+4	80+ 66-
2	4	5	8	8	TOM PETTY/Free Fallin' (MCA)	110-0	102- 8-
—	24	14	9	9	TEARS FOR FEARS/Sowing The Seeds Of Love (Fontana/Mercury)	149+11	64+ 78-
17	15	12	10	10	STAGE DOLLS/Love Cries (Chrysalis)	147-2	64+ 72-
—	20	13	11	11	MOTLEY CRUE/Dr. Feelgood (Elektra)	148+5	51+ 73-
3	5	7	12	12	WARRANT/Heaven (Columbia)	108-0	93- 13-
—	—	18	13	13	JETHRO TULL/Kissing Willie (Chrysalis)	146+28	43+ 89+
19	18	15	14	14	MICK JONES/Just Wanna Hold (Atlantic)	134-0	47+ 79-
7	7	9	15	15	JACKSON BROWNE/Chasing You Into The Light (Elektra)	115-0	71- 43-
—	—	23	16	16	MELISSA ETHERIDGE/No Souvenirs (Island)	131+24	34+ 89+
—	—	32	17	17	ALARM/Sold Me Down The River (IRS)	135+29	16+ 100+
—	—	31	18	18	ROLLING STONES/Rock And A Hard Place (Columbia)	102+29	37+ 62+
—	38	21	19	19	JEFFERSON AIRPLANE/Planes (Epic)	122+11	29+ 78+
27	23	20	20	20	ANDERSON BRUFORD WAKEMAN HOWE/Order Of The... (Arista)	110-1	32+ 72-
29	27	22	21	21	ALICE COOPER/Poison (Epic)	113+4	21+ 76-
8	8	11	22	22	GEORGE HARRISON/Cheer Down (WB)	94-0	55- 37-
30	26	26	23	23	BILLY SQUIER/Tied Up (Capitol)	119+9	19+ 84+
32	30	24	24	24	TEN YEARS AFTER/Let's Shake It Up (Chrysalis)	118+5	21+ 81+
—	—	35	25	25	ROLLING STONES/Sad Sad Sad (Columbia)	95+22	38+ 54+
48	35	30	26	26	CULT/Edie (Ciao Baby) (Sire/Reprise)	115+13	14+ 75+
4	9	17	27	27	CALL/Let The Day Begin (MCA)	69-0	45- 21=
26	25	25	28	28	TEXAS/I Don't Want A Lover (Mercury)	103-1	18- 70-
14	16	16	29	29	BLUE MURDER/Jelly Roll (Geffen)	92-0	27- 54-
13	17	19	30	30	SKID ROW/18 & Life (Atlantic)	80-2	38- 34-
44	34	34	31	31	ELTON JOHN/Healing Hands (MCA)	85+6	23+ 55+
36	33	33	32	32	WORLD TRADE/The Revolution Song (Polydor)	106-1	10- 68=
9	19	27	33	33	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Crossfire (Epic)	52-0	41- 10-
—	—	54	34	34	BONHAM/Wait For You (WTG)	87+30	2- 62+
—	52	43	35	35	GIANT/I'm A Believer (A&M)	95+13	6+ 53+
43	40	38	36	36	CURE/Lovesong (Elektra)	74+5	21+ 39=
—	—	52	37	37	MOLLY HATCHET/There Goes The Neighborhood (Capitol)	82+21	6+ 56+
53	45	40	38	38	JAMES McMURTRY/Painting By Numbers (Columbia)	86+8	8+ 46+
56	55	55	39	39	DON HENLEY/The Last Worthless Evening (Geffen)	54+15	23+ 30+
—	50	42	40	40	D.A.D/Sleeping My Day Away (WB)	95+11	0= 52+
5	14	28	41	41	BAD ENGLISH/Forget Me Not (Epic)	47-0	32- 13-
37	37	39	42	42	DOOBIE BROTHERS/South Of The Border (Capitol)	63-2	27+ 31-
—	56	45	43	43	STEVIE RAY VAUGHAN & DOUBLE TROUBLE/Tightrope (Epic)	57+7	15+ 40+
—	53	46	44	44	GREAT WHITE/The Angel Song (Capitol)	80+11	3+ 59+
—	—	53	45	45	ROLLING STONES/Terrifying (Columbia)	46+10	21+ 23+
11	12	36	46	46	RICHARD MARX/Nothin' You Can Do About It (EMI)	50-0	24- 21-
31	41	41	47	47	TOM PETTY/Runnin' Down A Dream (MCA)	40=1	29- 9+
59	48	48	48	48	ENUFF Z'NUFF/New Thing (Atco)	78+10	3+ 35+
—	60	58	49	49	GORKY PARK/Bang (Mercury)	74+8	1= 35+
52	51	51	50	50	FINE YOUNG CANNIBALS/Don't Look Back (IRS/MCA)	39+2	23= 15+
28	28	37	51	51	INDIO/Hard Sun (A&M)	50-0	16- 28-
23	22	29	52	52	TORA TORA/Walking Shoes (A&M)	53-0	12- 32-
—	59	59	53	53	LIVING COLOUR/Glamour Boys (Epic)	58+7	6+ 39+
46	46	47	54	54	KIM MITCHELL/Rock N Roll Duty (Atlantic)	51-0	8= 27-
16	31	44	55	55	STEVIE NICKS/Long Way To Go (Modern/Atlantic)	31-0	17- 13-
DEBUT	58	58	56	56	TESLA/Love Song (Geffen)	54+15	6+ 27+
DEBUT	57	57	57	57	TOM PETTY/Love Is A Long Road (MCA)	35+8	17+ 16+
57	57	60	58	58	DANGEROUS TOYS/Teas'n Pleas'n (Columbia)	56-3	1- 26-
DEBUT	59	59	59	59	SKID ROW/I Remember You (Atlantic)	29+3	12= 14=
DEBUT	60	60	60	60	STEVE JONES/Freedom Fighter (MCA)	53-4	0= 26+

DON'T SLEEP ON IT.

"SLEEPING MY DAY AWAY"

Produced by D.A.D and Nick Foss
From the album **No Fuel Left For The Pilgrims**

#1 AOR New Artist
TRACK 40
Breaker-Bound
95 AORs

© 1989 WARNER BROS. RECORDS INC.

BREAKERS

ALARM
Sold Me Down The River (IRS)
76% of our reporters on it.

CULT
Edie (Ciao Baby) (Sire/Reprise)
65% of our reporters on it.

w h e r e

h a v e

i

b e e n

TOO

a l l

m y

HARD

l i f e ?

SYD

STRAW

f r o m t h e

a l b u m

S U R P R I S E .

Produced by Syd Straw, Anthony Moore,
Van Dyke Parks and Daniel Lanois.



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NATIONAL AIRPLAY

LW	TW	ARTIST/ALBUM	REMARKS
1	1	HOODOO GURUS/Magnum Cum Louder (RCA)	
2	2	B-52'S/Cosmic Thing (Reprise)	
3	3	OCEAN BLUE/Ocean Blue (Sire/Reprise)	
6	4	RED HOT CHILI PEPPERS/Mother's Milk (EMI)	
7	5	STONE ROSES/Stone Roses (Silvertone/RCA)	
8	6	POGUES/Peace & Love (Island)	
9	7	BIG AUDIO DYNAMITE/Megatop Phoenix (Columbia)	
4	8	ZIGGY MARLEY & THE MELODY MAKERS/One Bright Day (Virgin)	
10	9	MAX Q/Max Q (Atlantic)	
5	10	CURE/Disintegration (Elektra)	
12	11	TEARS FOR FEARS/Sowing The Seeds Of Love (track) (Fontana/Mercury)	
18	12	ALARM/Sold Me Down The River (track) (IRS)	
14	13	PUBLIC IMAGE LTD./9 (Virgin)	
16	14	MARTIN GORE/Counterfeit (Sire/WB)	
13	15	FIGURES ON A BEACH/Figures on a Beach (Sire/WB)	
15	16	THE THE/Mind Bomb (Epic)	
17	17	PIXIES/Doolittle (4AD/Elektra)	
23	18	POP WILL EAT ITSELF/This Is The Day... (RCA)	
DEBUT	19	CAMPER VAN BEETHOVEN/Key Lime Pie (Virgin)	
11	20	MARY'S DANISH/There Goes The Wondertruck (Chameleon)	
19	21	YOUSSOU N'DOUR/The Lion (Virgin)	
28	22	UNDERWORLD/Change The Weather (Sire/WB)	
21	23	WINTER HOURS/Winter Hours (Chrysalis)*	
24	24	INDIO/Big Harvest (A&M)	
20	25	LOVE & ROCKETS/Love & Rockets (Beggars Banquet/RCA)	*Keeps a bullet due to continued growth.
25	26	FETCHIN' BONES/Monster (Capitol)*	
27	27	TOAD THE WET SPROCKET/Bread And Circus (Abe's/Columbia)	
22	28	10,000 MANIACS/Blind Man's Zoo (Elektra)	
DEBUT	29	VARIOUS ARTISTS/The Bridge (Caroline)	
DEBUT	30	CAMOUFLAGE/Love Is A Shield (track) (Atlantic)	

To better reflect the format, the New Rock chart has switched from track to album methodology. Each group or artist listed on the chart is followed by the corresponding album title. In cases where no album exists (advance tracks, singles, etc.), the track name is listed, followed by (track).

MOST ADDED	HOTTEST	MOST REQUESTED
FUZZBOX FLESH FOR LULU CAMPER VAN BEETHOVEN SUBDUDES GRAPES OF WRATH BLACK VELVET LUCINDA WILLIAMS	B-52'S RED HOT CHILI PEPPERS TEARS FOR FEARS HOODOO GURUS THE BRIDGE OCEAN BLUE	B-52'S RED HOT CHILI PEPPERS BIG AUDIO DYNAMITE DEPECHE MODE POP WILL EAT ITSELF TEARS FOR FEARS

MOST ADDED	HOTTEST	MOST REQUESTED
BONHAM/Wait (30) ALARM/Sold (29) R. STONES/Rock (29) JETHRO TULL/Kissing (28) M. ETHERIDGE/No (24) ROLLING STONES/Sad (22) M. HATCHET/There (21) DON HENLEY/Last (15) TESLA/Love (15) CULT/Edie (13) GIANT/Believer (13)	R. STONES/Mixed (172) AEROSMITH/Love (156) DON HENLEY/Will (119) T. RABIN/Something (114) POCO/Call (104) TOM PETTY/Free (102) STARSHIP/Enough (101) WARRANT/Heaven (93) JOE COCKER/When (80) J. BROWNE/Chasing (71)	AEROSMITH/Love (96) MOTLEY CRUE/Dr. (72) ROLLING STONES/Mixed (62) ALICE COOPER/Poison (29) WARRANT/Heaven (24) M. ETHERIDGE/No (18) TOM PETTY/Free (18) POCO/Call (18) SKID ROW/18 (18) TEARS FOR.../Sowing (16)

NEW & ACTIVE

- BRENDAN CROKER & THE FIVE O'CLOCK SHADOW "No Money At All" (Silvertone/RCA) 49/0 (49/5)**
 Heavy 3: WBAB, CHOM, WHFS. Medium 27 including KTCZ, KBCO, KZAP, KFOG, KOME, WDHA, WPLR, WEZX, WRXR, WAVF.
- WEBB WILDER "Cold Front" (Island) 38/2 (37/2)**
 Adds: WLAV, WKQZ. Heavy 5: WBAB, WXRT, CHEZ, WKQQ, WROV. Medium 15 including KBCO, KUPD, WHFS, KKEG, WIMZ, KEZO, WYBR, KZRR, KRZO, KTYD.
- WINGER "Hungry" (Atlantic) 36/5 (31/13)**
 Adds: WLVO, WHEB, WAVF, KLAQ, WTKX. Heavy 2 including WLAV. Medium 21 including WBAB, KZEW, WSHE, KISS, KYYS, WQFM, KZAP, KUPD, WDHA, WEZX.
- FLIES ON FIRE "C'mon" (Atco) 32/12 (20/5)**
 Adds including WBCN, KZEW, WHEB, KKEG, WFYV, WQBZ, KZRR, KILO, KRZO, KFMZ. Medium 12 including WKLS, WSHE, WQFM, KZAP, WHTQ, WXKE, WLAV, WYBR, KICT.
- WHITE LION "Radar Love" (Atlantic) 28/6 (24/8)**
 Adds: KOME, WPDH, WRXK, WTKX, WONE, WZBH. Medium 15 including WSHE, KSHE, KUPD, WAQY, WSTZ, WIMZ, WTUE, WYBR, WIOT, KKBB.
- DANGER DANGER "Naughty Naughty" (Imagine/CBS Associated) 26/1 (27/5)**
 Adds: KBOY. Heavy 1: KBER. Medium 10: WDVN, WDHA, WTPA, WSTZ, WGBF. WLAV, KILO, KRZO, WRUF, KWHL.
- DANNY WILDE "The Stuff That Dreams Are Made Of" (Geffen) 21/1 (21/3)**
 Adds: KBOY. Heavy 1: KRQU. Medium 10: WIYY, WSHE, WLLZ, KISW, KKEG, WKRR, WIMZ, KBAT, WLAV, WPXC.
- LOVE & ROCKETS "No Big Deal" (Beggars Banquet/RCA) 20/10 (10/8)**
 Adds: WBCN, WHFS, WCCC, WFYV, WAPL, WLAV, KRZO, WWWV, KCHV, KFMU. Heavy 2 including KZOO. Medium 7 including WXRT, WYBR, KTYD, WPXC.
- ROLLING STONES "Almost Hear You Sigh" (Columbia) 18/4 (15/15)**
 Adds: WDVN, KTCZ, WMFX, KDKB. Heavy 7 including WYNF, KUPD, WBLM, KFMQ, KFMG. Medium 10 including WBAB, CILO, KTXQ, WCMF, WXPB, KQDS, KLCX, KLPX.
- DARLING CRUEL "Everything's Over" (Polydor) 17/3 (15/6)**
 Adds: KKEG, WZBH, WWWV. Medium 4: WIYY, WLLZ, WZYC, KRZO.
- TANGIER "Ripchord" (Atco) 16/7 (9/8)**
 Adds: KZEW, WEZX, KKEG, WRXK, WTUE, WLAV, KZOO. Medium 10 including WBAB, WQFM, KBER, WDHA, WCMF, WHTQ, WYBR.

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.)

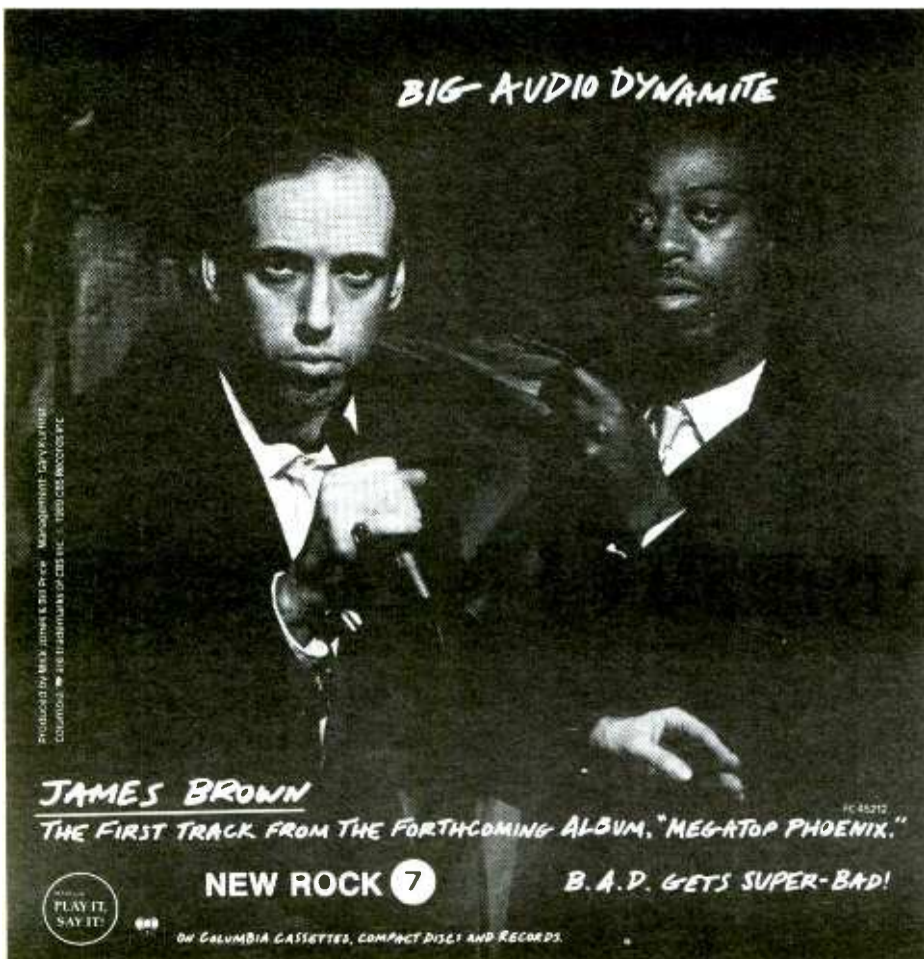
CHARTS — Albums and tracks showing continued growth are bulleted. Symbols represent more (+), less (-), or equal (=) reports compared to last week. On the album chart, current singles are **bolded**, and the number of stations playing each of an album's most-reported tracks is listed in parentheses.

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.



PLAYLISTS — Artists are listed once per playlist in the highest rotation that any of their album's tracks is reported.

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.

TEARS FOR FEARS... DANNY WILDE... ALICE COOPER...

CILQ/Toronto (416) 967-3445... PD: GARY AUB...

AEROSMITH (M)... DON HENLEY (M)... ROLLING STONES (M)...

WHYJ/Providence (401) 438-6110... PD: BILL WESTON...

WZLX/Cape May (609) 522-1416... PD: BARBARA VOIGHT...

WRNO/New Orleans (504) 889-2424... PD: MICHAEL COSTELLO...

WNOR/Norfolk (804) 623-9667... PD: BRYAN JEFFRIES...

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WYNN/Tampa (813) 228-8090... PD: CAREY CURELOP...

WSHE/Miami (305) 581-1580... PD: DAVID GROSSMAN...

WAVE/Charleston (803) 554-4401... PD/MD: JEFF KEPT...

WJLF/Louisville (502) 896-4400... PD: TERRY MEDERT...

WRKX/Kt. Myers (813) 332-3696... PD: DICK TYLER...

POCO... TEN YEARS AFTER... STARSHIP...

WEZZ/Scranton (717) 961-1842... PD: JIM RISING...

WHCN/Hartford (203) 247-1060... PD: BOB BITTERS...

WHYJ/Providence (401) 438-6110... PD: BILL WESTON...

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WCMF/Rochester (716) 282-4330... PD: STAN M

WEST



KBCO/Denver (303) 444-5600

PD: JOHN BRADLEY MD: DOUG CLIFTON

Heavy ROLLING STONES STEVIE RAY VAUGHAN

Medium BODANS DON HENLEY TEXAS

Light ANDERSON, BRUFORD, JEFFERSON AIRPLANE

Medium JIMMY BUFFETT JACKSON BROWNE

Light JETHRO TULL DON HENLEY

Medium JETHRO TULL DON HENLEY

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Medium JETHRO TULL DON HENLEY

STEVIE RAY VAUGHAN JEFFERSON AIRPLANE

World Trade BAD ENGLISH

Light A LICE COOPER DON HENLEY

Medium A LICE COOPER DON HENLEY

Light A LICE COOPER DON HENLEY

Medium A LICE COOPER DON HENLEY

Light A LICE COOPER DON HENLEY

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Light A LICE COOPER DON HENLEY

DON HENLEY (M) TOM PETTY

Light ROLLING STONES (M) STARSHIP

Medium TEARS FOR FEARS STEVIE RAY VAUGHAN

Light WARRANT ANDERSON, BRUFORD,

Medium JACKSON BROWNE JOE COCKER

Light JEFFERSON AIRPLANE JETHRO TULL

Medium TOM JOHN STEVIE STEVENS ATOM

Light SNARKS WARRANT WASP

Medium JOHN LEE HOOKER JACKSON BROWNE

Light MELISSA ETHERIDGE LETHAL WEAPON II

Medium POCO DOBBIE BROTHERS

Light POCO DOBBIE BROTHERS SWANS WAY

Medium KRQI/Sacramento (916) 334-7777

PD: JUDY McNUTT MD: PAMELA ROBERTS

Heavy ROLLING STONES AEROSMITH

Medium JACKSON BROWNE LETHAL WEAPON II

Light DON HENLEY DON HENLEY

Medium GREAT WHITE TREVOR RABIN

Light JETHRO TULL ROLLING STONES (M)

Medium STARSHIP JETHRO TULL

Light TEARS FOR FEARS TANGIER

Medium TOM PETTY TOM PETTY

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MOTLEY CRUE STEVIE NICKS

Light GORRY PARK JETHRO TULL

Medium ALARM MELISSA ETHERIDGE

Light BONNAM TEN YEARS AFTER

Light ALICE COOPER ALICE COOPER

Light KJOT/Boise (208) 344-3500

PD: CARL SCHEIDER Heavy ROLLING STONES

Medium AEROSMITH TOM PETTY

Light JETHRO TULL JETHRO TULL

Medium TREVOR RABIN TREVOR RABIN

Light POCO STARSHIP

Medium JETHRO TULL TREVOR RABIN

Light JETHRO TULL TANGIER

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AEROSMITH POCO

Light JOE COCKER TEARS FOR FEARS

Medium ELTON JOHN A LICE COOPER

Light MELISSA ETHERIDGE SQUEEZE

Light SNAKES GIANT

Medium KDKB/Phoenix (602) 897-9300

PD: JOHN McCRAE Heavy ELTON JOHN

Medium ROLLING STONES POCO

Light DOBBIE BROTHERS STEVIE RAY VAUGHAN

Medium BAD ENGLISH CALL

Light STEVIE NICKS JACKSON BROWNE

Medium U2 TOM PETTY

Light ROAD HOUSE MELISSA ETHERIDGE

Medium KATRINA & THE WAVE DON HENLEY

Light AEROSMITH (M) STEVIE RA VAUGHAN

Medium WARRANT WARRANT

Light JETHRO TULL TANGIER

Medium SKID ROW SKID ROW

Light JOE COCKER JOE COCKER

Medium STAGE DOLLS MOTLEY CRUE

Light POCO POCO

Medium ALICE MURDER TOM PETTY

Light JACKSON BROWNE DOBBIE BROTHERS

Medium TEARS FOR FEARS TEARS FOR FEARS

Light TORA TORA TREVOR RABIN

Medium DON HENLEY DON HENLEY

Light TEXAS TEXAS

Medium MICK JONES MICK JONES

Light STARSHIP STARSHIP

Medium ALICE COOPER ALICE COOPER

Light ROLLING STONES (M) ROLLING STONES (M)

Medium WARRANT WARRANT

Light JETHRO TULL JETHRO TULL

Medium ALARM ALARM

Light TEN YEARS AFTER TEN YEARS AFTER

KZRR/Albuquerque (505) 765-5400

PD: FRANK JAXON MD: HUBBY MEAN

Heavy ROLLING STONES (M) LETHAL WEAPON II

Medium CALL DON HENLEY

Light WARRANT WARRANT

Medium AEROSMITH TOM PETTY

Light TREVOR RABIN TREVOR RABIN

Medium STARSHIP STARSHIP

Light TANGIER TANGIER

Medium SKID ROW SKID ROW

Light JOE COCKER JOE COCKER

Medium STAGE DOLLS MOTLEY CRUE

Light POCO POCO

Medium ALICE MURDER TOM PETTY

Light JACKSON BROWNE DOBBIE BROTHERS

Medium TEARS FOR FEARS TEARS FOR FEARS

Light TORA TORA TREVOR RABIN

Medium DON HENLEY DON HENLEY

Light TEXAS TEXAS

Medium MICK JONES MICK JONES

Light STARSHIP STARSHIP

Medium ALICE COOPER ALICE COOPER

Light ROLLING STONES (M) ROLLING STONES (M)

Medium WARRANT WARRANT

Light JETHRO TULL JETHRO TULL

Medium ALARM ALARM

Light TEN YEARS AFTER TEN YEARS AFTER

Medium KZRR/Albuquerque (505) 765-5400

PD: FRANK JAXON MD: HUBBY MEAN

Heavy ROLLING STONES (M) LETHAL WEAPON II

Medium CALL DON HENLEY

Light WARRANT WARRANT

Medium AEROSMITH TOM PETTY

Light TREVOR RABIN TREVOR RABIN

Medium STARSHIP STARSHIP

AEROSMITH DON HENLEY

Light MICK JONES POCO

Medium JOE COCKER TEARS FOR FEARS

Light STAGE DOLLS JETHRO TULL

Medium WORLD TRADE STEVIE RAY VAUGHAN

Light TORA TORA ANDERSON, BRUFORD,

Medium JEFFERSON AIRPLANE TOM PETTY

Light STARSHIP STARSHIP

Medium TANGIER TANGIER

Light SKID ROW SKID ROW

Medium JOE COCKER JOE COCKER

Light STAGE DOLLS MOTLEY CRUE

Light POCO POCO

Medium ALICE MURDER TOM PETTY

Light JACKSON BROWNE DOBBIE BROTHERS

Medium TEARS FOR FEARS TEARS FOR FEARS

Light TORA TORA TREVOR RABIN

Medium DON HENLEY DON HENLEY

Light TEXAS TEXAS

Medium MICK JONES MICK JONES

Light STARSHIP STARSHIP

Medium ALICE COOPER ALICE COOPER

Light ROLLING STONES (M) ROLLING STONES (M)

Medium WARRANT WARRANT

Light JETHRO TULL JETHRO TULL

Medium ALARM ALARM

Light TEN YEARS AFTER TEN YEARS AFTER

Medium KZRR/Albuquerque (505) 765-5400

PD: FRANK JAXON MD: HUBBY MEAN

Heavy ROLLING STONES (M) LETHAL WEAPON II

Medium CALL DON HENLEY

Light WARRANT WARRANT

Medium AEROSMITH TOM PETTY

Light TREVOR RABIN TREVOR RABIN

Medium STARSHIP STARSHIP

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Light MICK JONES POCO

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Medium JEFFERSON AIRPLANE TOM PETTY

Light STARSHIP STARSHIP

Medium TANGIER TANGIER

Light SKID ROW SKID ROW

Medium JOE COCKER JOE COCKER

Light STAGE DOLLS MOTLEY CRUE

Light POCO POCO

Medium ALICE MURDER TOM PETTY

Light JACKSON BROWNE DOBBIE BROTHERS

Medium TEARS FOR FEARS TEARS FOR FEARS

Light TORA TORA TREVOR RABIN

Medium DON HENLEY DON HENLEY

Light TEXAS TEXAS

Medium MICK JONES MICK JONES

Light STARSHIP STARSHIP

Medium ALICE COOPER ALICE COOPER

Light ROLLING STONES (M) ROLLING STONES (M)

Medium WARRANT WARRANT

Light JETHRO TULL JETHRO TULL

Medium ALARM ALARM

Light TEN YEARS AFTER TEN YEARS AFTER

Medium KZRR/Albuquerque (505) 765-5400

PD: FRANK JAXON MD: HUBBY MEAN

Heavy ROLLING STONES (M) LETHAL WEAPON II

Medium CALL DON HENLEY

Light WARRANT WARRANT

Medium AEROSMITH TOM PETTY

Light TREVOR RABIN TREVOR RABIN

Medium STARSHIP STARSHIP

KATS/Yakima (509) 457-8115

PD: SCOTT SOUHRADA MD: DAVE NELSON

Heavy ROLLING STONES (L) POCO</

LW	TW	Artist/Title (Label)	Notes
1	1	PAT METHENY /Letter From Home (Geffen)	"Slip" "Every"
3	2	SAM CARDON /Impulse (Airus Records)	"Emerald" "Fire"
2	3	SPYRO GYRA /Point Of View (MCA)	"Slow" "Counterpoint"
4	4	MICHAEL TOMLINSON /Face Up In The Rain (Cypress/A&M)	"Always" "Getting"
5	5	JIM CHAPPELL /Living The Northern Summer (Music West)	"June" "Living"
10	6	TOM COSTER /Did Jah Miss Me?!? (Headfirst)	"Ant" "Just"
11	7	GEORGE BENSON /Tenderly (WB)	"Mambo" "You"
6	8	RICHARD ELLIOT /Take To The Skies (Intima/Enigma)	"Down" "Name"
9	9	TUCK & PATTI /Love Warriors (Windham Hill)	"Love" "Castles"
7	10	ACOUSTIC ALCHEMY /Blue Chip (MCA Master Series)	"Blue" "Ariane"
8	11	DAN SIEGEL /Late One Night (CBS)	"Hometown" "Living"
12	12	SANDY OWEN /Night Rhythms (Ivory)	"City" "4 A.M."
26	13	BILLY JOE WALKER, JR. /Painting Music (MCA)	"Treehous" "Night"
14	14	IMAGES /Relative Work (Universal)	"Clown" "Red"
17	15	PETER MOFFITT /Riverdance (Novus/RCA)	"Riverdance" "Talk"
16	16	WILLIAM AURA AND... /World Keeps Turning (Higher Octave)	"You" "Change" "World"
21	17	OCEANS /Ridin' The Tide (ProJazz)	"Ridin'" "Tag"
13	18	CUSCO /Mystic Island (Higher Octave)*	"Lucky" "Fireshoes"
23	19	YELLOWJACKETS /The Spin (MCA)	"Prayer" "Geraldine"
20	20	ERIC BIKALES /Energy (Moodtapes)	"Star" "Magician" "Jet"
DEBUT	21	JEAN LUC PONTY /Storytelling (Columbia)	"Tender" "Chopin"
27	22	BILL WOLFER /And It Rained All Through... (Nouveau)	"Someday" "Rained" "That's"
15	23	VAN MORRISON /Avalon Sunset (Mercury)	"Have" "Orange"
24	24	MONTREUX /Let Them Say (Windham Hill)	"October" "Let"
25	25	NEIL LARSEN /Smooth Talk (MCA)	"Through" "Loaded"
30	26	TELL ME TELL ME /Happen On Sunday (Imagine)	"Whisper" "Peaceful"
19	27	RIPPINGTONS /Tourist In Paradise (GRP)	"Tourist" "Earthband" "One"
22	28	CLAIR MARLO /Let It Go (Sheffield Labs)	"Just" "Where"
18	29	ELIANE ELIAS /So Far So Close (Blue Note)	"First" "Barefoot"
DEBUT	30	STANLEY TURRENTINE /LA Place (Blue Note)	"Touching" "Cruisin'"

*Keeps bullet due to continued growth.

MOST ADDED LPS	HOTTEST LPS	HOT TRACKS
RICK MARGITZA (15) HERB ALPERT (8) CURRENT EVENTS (8) THOM ROTELLA (8) AZYMUTH (7) MONTE CROFT (7) LETHAL WEAPON II (7) JAMES MOODY (7)	PAT METHENY (22) GEORGE BENSON (20) YELLOWJACKETS (18) STANLEY TURRENTINE (15) BILLY CHILDS (8) HARRY CONNICK JR. (8) LOU RAWLS (8) ROB MULLINS (6)	GEORGE BENSON /Stella

LW	TW	Artist/Title (Label)	Notes
1	1	PAT METHENY /Letter From Home (Geffen)	"Slip" "Have" "5-5-7"
3	2	STANLEY TURRENTINE /LA Place (Blue Note)	"Cruisin'" "Take"
2	3	GEORGE BENSON /Tenderly (WB)	"Stella" "Mambo"
4	4	YELLOWJACKETS /The Spin (MCA)	"Geraldine" "Spin" "Storytellers"
5	5	LOU RAWLS /At Last (Blue Note)	"That's" "Last"
11	6	CHRISTOPHER HOLLYDAY /Christopher Hollyday (Novus/RCA)	"Embraceable"
14	7	HARRY CONNICK JR. /When Harry Met Sally... (Columbia)	"Had" "Our" "Let's"
13	8	DAVID FRIESEN /Other Times/Other Places (Global Pacific)	"Festival" "Father's"
6	9	WILLIAM GALISON /Overjoyed (Verve Forecast)	"Looks" "Overjoyed" "Night"
17	10	ROB MULLINS /Jazz Jazz (Nova)	"Jazz" "Breakthrough"
9	11	JOE WILLIAMS /In Good Company (Verve)	"You" "Baby"
23	12	JEAN LUC PONTY /Storytelling (Columbia)	"Story" "Pastoral"
7	13	WYNTON MARSALIS /The Majesty Of The Blues (Columbia)	"Oh"
19	14	BILLY CHILDS /Twilight Is Upon Us (Windham Hill)	"Mount" "Midland"
8	15	BRANFORD MARSALIS /Trio Jeepy (Columbia)	"Makin'" "Doxy"
12	16	PETER MOFFITT /Riverdance (Novus/RCA)	"Riverdance" "Talk"
10	17	SPYRO GYRA /Point Of View (MCA)	"Slow" "Counterpoint"
15	18	MILTON NASCIMENTO /Miltos (Columbia)	"Don" "San"
21	19	MARVIN SMITH /The Road Less Traveled (Concord)	"Neighborhood" "Salsa"
18	20	DON CHERRY /Art Deco (A&M)	"When"
16	21	MILES DAVIS /Amandla (WB)	"Jo-Jo" "Hannibal"
20	22	TUCK & PATTI /Love Warriors (Windham Hill)	"Love" "Honey"
DEBUT	23	BOB THOMPSON /Wilderness (Intima/Enigma)	"Island" "Little"
25	24	SANDY OWEN /Night Rhythms (Ivory)	"City" "One" "Peacock"
22	25	JANIS SIEGEL AND FRED HERSCH /Short Stories (Atlantic)	"You" "Love"
DEBUT	26	FRANK MORGAN ALL-STARS /Reflections (Contemporary/Fantasy)	"Starting"
BREAKER	27	JOHN SCOFIELD /Flat Out (Gramavision)	"Secret"
27	28	RALPH MOORE /Images (Landmark)	"Blues"
DEBUT	29	MONTREUX /Let Them Say (Windham Hill)	"Let" "October" "Barbara's"
24	30	JOEY DeFRANCESCO /All Of Me (Columbia)	"L.G."

MOST ADDED LPS	HOTTEST LPS	HOT TRACKS
WENDY WALL (9) WILLIAM ELLWOOD (8) THOM ROTELLA (7) GONTITI (6) LETHAL WEAPON II (6) DAVID VAN TIEGHAM (6) HERB ALPERT (5) YANNI (5)	PAT METHENY (23) JIM CHAPPELL (14) GEORGE BENSON (11) SAM CARDON (10) MICHAEL TOMLINSON (10) RICHARD ELLIOT (9) SPYRO GYRA (9) ACOUSTIC ALCHEMY (8)	PAT METHENY /Slip SAM CARDON /Emerald JIM CHAPPELL /Living

NEW & ACTIVE

****LEO GANDELMAN "Western World" (Verve Forecast) 31/1**
 Rotations: Heavy 3/0, Medium 16/1, Light 12/0, Total Adds 1, KTCZ, Heavy: KQPT, WHRL, WLOQ. **CHART EXTRA** this week.

****SKIPPER WISE "The Clock And The Moon" (Cypress/A&M) 29/1**
 Rotations: Heavy 4/0, Medium 14/0, Light 11/1, Total Adds 1, KKSF, Heavy: KOAI, KTWV, KKC, WGMC. **CHART EXTRA** this week.

****WIND MACHINE "Rain Maiden" (Silver Wave) 27/1**
 Rotations: Heavy 6/0, Medium 14/0, Light 7/1, Total Adds 1, KIFM, Heavy: BRZ, SMN, WJIB, KLTR, WLSY, WMGN. **CHART EXTRA** this week.

***HERB ALPERT "My Abstract Heart" (A&M) 28/5**
 Rotations: Heavy 3/1, Medium 11/0, Light 14/4, Total Adds 5, WOTB, WLSY, WNGS, WMGN, KBCO, Heavy: KTWV, WHRL. **BREAKER** this week.

***LETHAL WEAPON II "Soundtrack" (WB) 25/6**
 Rotations: Heavy 2/1, Medium 12/0, Light 11/5, Total Adds 6, WVAE, SMN, WHRL, WNGS, WMGN, KTCZ, Heavy: WXDJ. **BREAKER** this week.

GONTITI "In The Garden" (Epic) 23/6
 Rotations: Heavy 0/0, Medium 10/4, Light 13/2, Total Adds 6, WHVE, KKC, KKSF, WGMC, WLHT, KTCZ.

FULL SWING "The End Of The Sky" (Cypress/A&M) 23/1
 Rotations: Heavy 4/0, Medium 15/1, Light 4/0, Total Adds 1, WBBY, Heavy: KOAI, WXDJ, SMN, KGSR.

GREG MATHIESON "For My Friends" (Headfirst) 21/1
 Rotations: Heavy 1/0, Medium 9/0, Light 11/1, Total Adds 1, WPCH, Heavy: KKSF, Mediums include: KOAI, BRZ, KTWV.

HOLLIS GENTRY "Hollis Gentry's Neon" (Nova) 18/2
 Rotations: Heavy 6/0, Medium 9/1, Light 3/1, Total Adds 2, KKC, WFAE, Heavy: WBBY, WBZN, KIFM, WGMC, WLOQ, KSNO.

AZYMUTH "Tudo Bem" (Intima/Enigma) 18/1
 Rotations: Heavy 5/0, Medium 6/0, Light 7/1, Total Adds 1, WBBY, Heavy: KIFM, WHRL, KEYV, WOTB, WDXZ.

NONA HENDRYX "Skin Diver" (Private Music) 17/1
 Rotations: Heavy 5/0, Medium 8/0, Light 4/1, Total Adds 1, KOAI, Heavy: WBZN, KTWV, KGSR, WFAE, KEYV.

MARIA McKEE "Maria McKe" (Geffen) 17/1
 Rotations: Heavy 6/0, Medium 4/0, Light 7/1, Total Adds 1, WPCH, Heavy: BRZ, WFAE, KWVS, KLZS, KSNO, KBCO.

* Uncharted Breakers denoted by one asterisk ** Chart Extra denoted by two asterisks

NEW & ACTIVE

***RICK MARGITZA "Color" (Blue Note) 30/15**
 Rotations: Heavy 2/0, Medium 9/2, Light 19/13, Total Adds 15, WCPN, WDET, KJZZ, KMHD, WJAZ, WAER, WMOT, KLCC, CJ, JZSHOW, JCITY, WIVY, WKRY, WUSF, WVPE, Heavy: KXPR, KJAZ. **BREAKER** this week.

BOB THOMPSON "Wilderness" (Intima/Enigma) 29/2
 Rotations: Heavy 6/0, Medium 14/0, Light 9/2, Total Adds 2, KUOP, KSLU, Heavy: WCPN, KTCJ, KJZZ, WSHA, KLCC, WTEB. **Debuts** at number 23 on the Contemporary Jazz chart.

***HERB ALPERT "My Abstract Heart" (A&M) 28/8**
 Rotations: Heavy 1/0, Medium 7/2, Light 20/6, Total Adds 8, WDET, KJZZ, KSNS, WMOT, KUOP, WLVE, KWMU, F40. **BREAKER** this week.

****ANA CARAM "Rio After Dark" (Chesky) 27/3**
 Rotations: Heavy 2/0, Medium 13/0, Light 12/3, Total Adds 3, KTCJ, WFPL, WMOT, Heavy: KXPR, WKRY. **CHART EXTRA** this week.

****AZYMUTH "Tudo Bem" (Intima/Enigma) 25/0**
 Rotations: Heavy 5/0, Medium 15/0, Light 5/0, Total Adds 0, Heavy: KJZZ, WAER, WTEB, KCLC, F40. **CHART EXTRA** this week.

****MIKE GARSON "Remember Love" (CBS Masterworks) 22/1**
 Rotations: Heavy 3/0, Medium 10/0, Light 9/1, Total Adds 1, KUOP, Heavy: WTEB, KSLU, F40. **CHART EXTRA** this week.

***JAMES MOODY "Sweet And Lovely" (Novus/RCA) 21/7**
 Rotations: Heavy 2/0, Medium 10/4, Light 9/3, Total Adds 7, WCPN, KPLU, WFPL, WHRO, WJAZ, JZSHOW, KWMU, Heavy: KSNS, KLCC. **BREAKER** this week.

BILLY JOE WALKER JR. "Painting Music" (MCA) 20/5
 Rotations: Heavy 1/0, Medium 4/0, Light 15/5, Total Adds 5, WDET, KTCJ, WAER, KLCC, KSBR, Heavy: JZTRAX.

OCEANS "Riding The Tide" (ProJazz) 20/1
 Rotations: Heavy 9/0, Medium 8/0, Light 3/1, Total Adds 1, KWMU, Heavy: KTCJ, KMHD, BBZZ, WTEB, KSLU, WSIE, WVPE, KCLC, JZTRAX.

GREG MATHIESON "For My Friends" (Headfirst) 19/2
 Rotations: Heavy 3/0, Medium 4/0, Light 12/2, Total Adds 2, WFPL, JZSHOW, Heavy: KJZZ, WJAZ, BBZZ.

TOM COSTER "Did Jah Miss Me?!?" (Headfirst) 18/0
 Rotations: Heavy 3/0, Medium 11/0, Light 4/0, Total Adds 0, Heavy: KSLU, WIVY, KCLC, Mediums include: WCPN, KJZZ, WSHA, KUOP.

LETHAL WEAPON II "Soundtrack" (WB) 17/7
 Rotations: Heavy 1/0, Medium 6/1, Light 10/6, Total Adds 7, WDET, KTCJ, KLCC, JZSHOW, WTEB, WLVE, WVPE.

REMINISCENCE
Wayne Gratz



REMINISCENCE





NARADA LOTUS

CHEMP1 PLAYLISTS

B104 WBSB
Baltimore
PD: Chuck Morgan
APD/MD: Pam Trickett

- | | | |
|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
| H | 20 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 21 | CHUCKI BODER/Turned Away From Me |
| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS NONE

98.5 FM Buffalo

THE #1 HIT MUSIC STATION
MD: Mike McGowan
OM: Mike Edwards

- | | | |
|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
| H | 20 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 21 | CHUCKI BODER/Turned Away From Me |
| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 26, 27, 28, 29, 30
NEW KIDS ON THE B/HANGIN' TOUGH

4100 New York

VP/Dir. Ops. & Prog.: Steve Kingston
MD: Frankie Blue

- | | | |
|---|----|-------------------------------------|
| H | 1 | PAULA ABU/Cold Hearted |
| H | 2 | SURFACE/Shower Me With Your Love |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
| H | 20 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 21 | CHUCKI BODER/Turned Away From Me |
| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 29, 30
BOBBY BROWN/Dur Dur Dur

97 Montreal

PD: Bob DeBoard
MD: Guy Brouillard

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|---|----|-------------------------------------|
| H | 1 | PAULA ABU/Cold Hearted |
| H | 2 | SURFACE/Shower Me With Your Love |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
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| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
| H | 20 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 21 | CHUCKI BODER/Turned Away From Me |
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| H | 23 | MICHAEL BOLTON/Soul Provider |
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| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 29, 30
BOBBY BROWN/Dur Dur Dur

93 Houston

PD: Randy Brown
MD: John Cook

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|---|----|-------------------------------------|
| H | 1 | PAULA ABU/Cold Hearted |
| H | 2 | SURFACE/Shower Me With Your Love |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
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| H | 10 | ADONIS/Cherish |
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| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
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| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 29, 30
BOBBY BROWN/Dur Dur Dur

POWER 93
San Antonio

PD: Rick Upton
MD: Shana Rose

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|---|----|-------------------------------------|
| H | 1 | PAULA ABU/Cold Hearted |
| H | 2 | SURFACE/Shower Me With Your Love |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
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| H | 10 | ADONIS/Cherish |
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| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
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| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
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| H | 21 | CHUCKI BODER/Turned Away From Me |
| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 29, 30
BOBBY BROWN/Dur Dur Dur

105 Washington

PD: Matt Farber
Prog. Coord.: Don Geronimo
MD: Dave Elliott

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|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
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| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
| H | 16 | ROD DANCING/About That Way |
| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
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| H | 21 | CHUCKI BODER/Turned Away From Me |
| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
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| H | 26 | JANET JACKSON/Miss You Much |
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| H | 28 | PRINCE/BABYFACE/It's No Crime |
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| H | 30 | BABYFACE/It's No Crime |

ADDS 26, 27, 29, 30
NEW KIDS ON THE B/HANGIN' TOUGH

103.3 Boston

PD: Tom Jeffries

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|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
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| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
| H | 15 | DON HENLEY/End Of The Innoce |
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| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
| H | 20 | NEW KIDS ON THE B/HANGIN' TOUGH |
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| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 26, 27, 29, 30
NEW KIDS ON THE B/HANGIN' TOUGH

106 Long Island FM

VP/Programming: Bill Terry
MD: Mark Lobel

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|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
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| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
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| H | 17 | JODY WATLEY/You're My Best Friend |
| H | 18 | BECK/Dee Dee |
| H | 19 | CHUCKI BODER/Turned Away From Me |
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| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 26, 27, 29, 30
NEW KIDS ON THE B/HANGIN' TOUGH

100.7 FM

#1 HIT MUSIC STATION
PD: Frank Amadeo
MD: Johnna Cecconi

- | | | |
|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
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| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
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| H | 17 | JODY WATLEY/You're My Best Friend |
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| H | 19 | CHUCKI BODER/Turned Away From Me |
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| H | 22 | PRINCE/Partyman |
| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

ADDS 26, 27, 29, 30
NEW KIDS ON THE B/HANGIN' TOUGH

103.3 WTEM

San Antonio
OM: Jeff McCartney
MD: Rick Hayes

- | | | |
|---|----|-------------------------------------|
| H | 1 | NEW KIDS ON THE B/HANGIN' TOUGH |
| H | 2 | PAULA ABU/Cold Hearted |
| H | 3 | GLORIA ESTEFAN/Don't Wanna Lose You |
| H | 4 | WARRANT/Heaven |
| H | 5 | RICHARD HARRIS/Right Here Waiting |
| H | 6 | BOBBY BROWN/Dur Dur Dur |
| H | 7 | SURFACE/Shower Me With Your Love |
| H | 8 | ROD DANCING/About That Way |
| H | 9 | GREAT WHITE/Dance Bitten Twice Shy |
| H | 10 | ADONIS/Cherish |
| H | 11 | MILLI VANILLI/I'm Gonna Miss U |
| H | 12 | JEFF HEALEY/BAND/ANGEL EYES |
| H | 13 | NEMO CHERY/Raises On The Mind |
| H | 14 | JOHN COUGAR/MEMOIRS OF A GEOMETER |
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| H | 23 | MICHAEL BOLTON/Soul Provider |
| H | 24 | EXP/When I Looked At Him |
| H | 25 | ROLLING STONES/Mixed Emotions |
| H | 26 | JANET JACKSON/Miss You Much |
| H | 27 | FINE YOUNG CANNIBS/Don't Look Back |
| H | 28 | PRINCE/BABYFACE/It's No Crime |
| H | 29 | MARTINA/Feel The Earth Move |
| H | 30 | BABYFACE/It's No Crime |

CHR P1 PLAYLISTS

Denver

PD: Mark Bolke
APD/MD: Dom Testa

- 1 HILLI VANILLI/Don't I Wanna Miss You
2 PAULA ABUJA/Cold Hearted
3 SURFACE/Over Me With Your Love

ADD: NONE
ON: FINE YOUNG CANNIBS/Don't Look Back

Sacramento

POWER HITS
106.1 FM
THE NUMBER 1 HIT MUSIC STATION

PD: Jeff Hunter
MD: Alex "A.C." Cosper

- 1 MARRANT/Heaven
2 HILLI VANILLI/Don't I Wanna Miss You
3 BRID ROSS/And Life

ADD: NEW KIDS ON THE B'ZANGIN' Tough
ON: LOVE & ROCKETS/No Big Deal

Portland

VP/Programming: Jim Ryan

- 1 MARRANT/Heaven
2 NEW KIDS ON THE B'ZANGIN' Tough
3 PAULA ABUJA/Cold Hearted

ADD: BAD ENGLISH/When I See You Smile
ON: TREVOR RABIN/Smoking To Hold On

San Francisco

PD: Bill Richards
MD: Gene Baxter

- 1 SURFACE/Over Me With Your Love
2 HILLI VANILLI/Don't I Wanna Miss You
3 NEW KIDS ON THE B'ZANGIN' Tough

ADD: SOULBISTER/Hey To Your Heart
ON: ELTON JOHN/Healing Hands

San Francisco

PD: Keith Naffaly
MD: Hosh Gureli

- 1 YOUNG MC/But A Move
2 HILLI VANILLI/Don't I Wanna Miss You
3 SURFACE/Over Me With Your Love

ADD: JODY WATLEY/Everytime
ON: JAY-Z/You Leave Me Now

CHR P1A

P1-A CHR Reporters are major market stations which have achieved format dominance or exert significant influence in their market by playing a unique mix of leading-edge rock or dance records combined with mainstream CHR.

WPGC

95.5 FM
Continuous Music
Washington, D.C.

PD: Dave Ferguson
MD: Albie D

- 1 TERRY TATE/Babies Having Babies
2 KARYN WHITE/Sacred Reverence
3 JAY-Z/You Leave Me Now

ADD: NONE
ON: RICHARD MARX/Right Here Waiting

WQHT

HOT 97 FM
New York

OM: Joel Salkowitz
MD: Kevin McCabe

- 1 SURFACE/Over Me With Your Love
2 HILLI VANILLI/Don't I Wanna Miss You
3 PAULA ABUJA/Cold Hearted

ADD: NEW KIDS ON THE B'ZANGIN' Tough
ON: LOVE & ROCKETS/No Big Deal

WIOQ

102.2 FM
Philadelphia

OM: Mark Driscoll
PD: Elvis Duran
MD: Frank Cerami

- 1 SURFACE/Over Me With Your Love
2 HILLI VANILLI/Don't I Wanna Miss You
3 PAULA ABUJA/Cold Hearted

ADD: DEBBIE GIBSON/You Could Be So Beautiful
ON: TERRY TATE/Babies Having Babies

WJZZ

100.3 FM
Dallas

PD: Joel Folger
APD/MD: Jimmy Steal

- 1 MARRANT/Heaven
2 MICHAEL MORALE/When I See You Smile
3 RICHARD MARX/Right Here Waiting

ADD: ALARM/Bold No Down River
ON: TINA TURNER/The Best

WMMMS

100.5 FM
Cleveland

OM: Rich Piombino
MD: Brad Hanson

- 1 TOM PETTY/Runnin' Down A Dream
2 MARRANT/Heaven
3 BAD ENGLISH/Forget Me Not

ADD: NONE
ON: UNDERWORLD/Stand Up

WPOWER

106.5 FM
Miami

VP/Programming: Bill Tanner
APD: Funk E. Frank Walsh
Music Coord.: John Rogers

- 1 2 LIVE CREW/No Horny
2 HILLI VANILLI/Don't I Wanna Miss You
3 JAY-Z/You Leave Me Now

ADD: NONE
ON: JANEY JACKSON/When I See You Smile

WLUW

102.1 FM
Milwaukee

PD: Rick Thomas
MD: Dana London

- 1 PAULA ABUJA/Cold Hearted
2 GLORIA ESTEFAN/Don't Wanna Lose You
3 JODY WATLEY/Friends

ADD: NONE
ON: JANEY JACKSON/When I See You Smile

WJZZ

100.3 FM
Dallas

PD: Joel Folger
APD/MD: Jimmy Steal

- 1 MARRANT/Heaven
2 MICHAEL MORALE/When I See You Smile
3 RICHARD MARX/Right Here Waiting

ADD: ALARM/Bold No Down River
ON: TINA TURNER/The Best

WJZZ

100.3 FM
Dallas

PD: Elroy R.C. Smith
MD: Carolyn Robbins

- 1 SHARON BRYANT/Let Go
2 BYRIL/Don't Make Me Over
3 HILLI VANILLI/Don't I Wanna Miss You

ADD: NONE
ON: UNDERWORLD/Stand Up

WMMMS

100.5 FM
Cleveland

OM: Rich Piombino
MD: Brad Hanson

- 1 TOM PETTY/Runnin' Down A Dream
2 MARRANT/Heaven
3 BAD ENGLISH/Forget Me Not

ADD: NONE
ON: UNDERWORLD/Stand Up

FOX

106.5 FM
Detroit

PD: Chuck Beck
APD/MD: John McFadden

- 1 MARRANT/Heaven
2 GREAT WHITE/Blaze Away
3 JEFF HEALEY BAND/Angel Eyes

ADD: LIVING COLOUR/Glamour Boys
ON: ROLLING STONES/Mixed Emotions

HOT 97.7

San Jose
KHQT

PD: Ken Richards
APD: Christopher Lance
MD: John Christian

- 1 SURFACE/Over Me With Your Love
2 SOUL II SOUL/Keep On Movin'
3 CHUCKI II BOOMER/Turned Away

ADD: NONE
ON: JANEY JACKSON/When I See You Smile

99.1 KGGI

Riverside

PD: Larry Martino
MD: Harley Davidson
APD: Steve Craig

- 1 NEW KIDS ON THE B'ZANGIN' Tough
2 SURFACE/Over Me With Your Love
3 PAULA ABUJA/Cold Hearted

ADD: JASON DONOVAN/Too Many Broken Hearts
ON: JANEY JACKSON/When I See You Smile

PIRATE RADIO

Los Angeles

VP/Programming: Scott Shannon
OM: Randy Kabrich
MD: Steve Hoffman

- 1 MARRANT/Heaven
2 BRID ROSS/And Life
3 WHITE LION/Little Fighter

ADD: BAD ENGLISH/When I See You Smile
ON: TERRY TATE/Babies Having Babies

ELM102

Sacramento

OM/PD/MD: Brian White

- 1 GLORIA ESTEFAN/Don't Wanna Lose You
2 SOUL II SOUL/Keep On Movin'
3 HILLI VANILLI/Don't I Wanna Miss You

ADD: JANEY JACKSON/When I See You Smile
ON: RICHARD MARX/Right Here Waiting

CHR ADDS & HOTS

September 8, 1989 R&R • 121

EAST

MOST ADDED
Bobby Brown
New Kids/Cover
Bad English
Martika
Motley Crue

BREAKOUTS
Moving Pictures
New Kids/Didn't

P2

FLY92/Albany, NY
Pertengili/Schoefer

BOBBY BROWN
 LIVING COLOUR (dp)
 MARTIKA
 POCO
 Hottest: GLORIA ESTEFAN 2-1
 SURFACE 3-3
 JANET JACKSON 33-21
 AEROSMITH 19-10
 TEARS FOR FEARS 0-36

99WQY/Albany, NY
Tom Parker

NEW KIDS ON THE B
 SKID ROW
 ELTON JOHN
 LIVING COLOUR
 EXPOSE
 POCO
 MARTIKA
 B-52'S (dp)
 Hottest: NEW KIDS ON THE B 1-1
 SKID ROW 6-4
 WARRANT 10-8
 MADONNA 11-9
 CHER 26-13

WAEB/Allentown, PA
Sherry/Johnson

none
 Hottest: NEW KIDS ON THE B 2-2
 WARRANT 5-5
 MILLI VANILLI 8-8
 SKID ROW 10-10
 EXPOSE 17-17

WVJQ/Buffalo, NY
Nejiva/Christian

none
 Hottest: NEW KIDS ON THE B 1-1
 PAULA ABDUL 2-2
 MILLI VANILLI 3-3
 SOUL II SOUL 6-6
 SURFACE 8-8

WVSR/Charleston, WV
Bill Shahan

NEW KIDS ON THE B
 NEW KIDS ON THE B (dp)
 TINA TURNER
 LIVING COLOUR
 VESTA
 Hottest: WARRANT 6-1
 SKID ROW 9-4
 MILLI VANILLI 12-6
 BABYFACE 13-5
 JANET JACKSON 29-14

JET-FM/Erie, PA
Jim Cook

MICHAEL MORALES
 SOULSISTER
 MARTIKA
 BAD ENGLISH
 TEXAS
 Hottest: SKID ROW 4-2
 WARRANT 6-3
 CHER 8-3
 MILLI VANILLI 10-6
 SOUL II SOUL 20-12

WERZ/Exeter, NH
Falcon/Lief

SOUL II SOUL
 JANET JACKSON
 MARTIKA
 MOVING PICTURES
 Hottest: NEW KIDS ON THE B 4-2
 JEFF HEALEY BAND 5-3
 CHER 6-4
 BEE GEES 10-6
 TOM PETTY 13-9

WNNK/Harrisburg, PA
Bond/August

BOBBY BROWN
 DINO
 MOTLEY CRUE
 GRACES
 Hottest: NEW KIDS ON THE B 4-1
 MADONNA 14-8
 JANET JACKSON 33-21
 ROLLING STONES 0-23
 TINA TURNER 34-28

P3

WTIC/Hartford, CT
Shakes/West

DINO
 NEW KIDS ON THE B
 MARTIKA
 NEW KIDS ON THE B
 KON KAN
 Hottest: SURFACE 3-1
 WARRANT 17-9
 SEDUCTION 18-15
 NEW KIDS ON THE B 0-76
 NEW KIDS ON THE B 0-40

WKEE/Huntington, WV
Mayne/Miller

none
 Hottest: NEW KIDS ON THE B 1-1
 GLORIA ESTEFAN 3-2
 MILLI VANILLI 9-3
 WARRANT 4-4
 SURFACE 5-5

WLAN/Lancaster, PA
Merino/Murray

VESTA
 NEW KIDS ON THE B
 BOBBY BROWN
 AEROSMITH
 SHARON BRYANT
 Hottest: MILLI VANILLI 3-1
 JEFF HEALEY BAND 4-2
 WARRANT 7-4
 CHER 8-7
 SKID ROW 14-9

KCTO1/New Haven, CT
Rybak/Poleman

NEW KIDS ON THE B
 MOTLEY CRUE
 ELTON JOHN
 MARTIKA
 Hottest: WARRANT 2-1
 SKID ROW 13-8
 NEW KIDS ON THE B 21-15
 JANET JACKSON 25-17
 NEW KIDS ON THE B 0-23

WKPE/Cape Cod, MA
Rick Ryder

NEW KIDS ON THE B
 MOTLEY CRUE
 MOVING PICTURES
 CHER
 ELTON JOHN
 STARSHIP
 Hottest: WARRANT 1-1
 PAULA ABDUL 2-2
 JEFF HEALEY BAND 7-4
 MICHAEL MORALES 12-5
 GLORIA ESTEFAN 8-7

WKZ/Chambersburg, PA
Alexander/Shane

none
 Hottest: NEW KIDS ON THE B 1-1
 WARRANT 6-6
 SKID ROW 7-7
 PRINCE 20-20
 ROLLING STONES 33-33
 Hottest: NEW KIDS ON THE B 2-2
 SURFACE 4-3
 WARRANT 9-6
 MILLI VANILLI 10-8
 CHER 11-10

WVNY/Hthaca, NY
Steva Christian

none
 Hottest: NEW KIDS ON THE B 1-1
 WARRANT 6-6
 SKID ROW 7-7
 PRINCE 20-20
 ROLLING STONES 33-33
 Hottest: NEW KIDS ON THE B 2-2
 SURFACE 4-3
 WARRANT 9-6
 MILLI VANILLI 10-8
 CHER 11-10

95XIL/Parkersburg, WV
Larry Hughes

BABYFACE
 TEXAS (dp)
 DINO
 BAD ENGLISH
 MOVING PICTURES
 Hottest: SOUL II SOUL 7-3
 GRAYSON HUGH 8-7
 MADONNA 10-8
 BEE GEES 12-10
 SKID ROW 17-13

WTHI/Portland, ME
Benson/Perkins

SOU II SOUL
 CHERRY BERRY
 BOBBY BROWN
 POCO
 UNDERWORLD
 JOE COCKER
 Hottest: GLORIA ESTEFAN 3-1
 CHER 7-5
 MILLI VANILLI 0-6
 MADONNA 18-8
 JANET JACKSON 31-24

G98/Portland, ME
Chaney/McGee

MILLI VANILLI
 SOUL II SOUL
 NENEH CHERRY
 BOBBY BROWN
 POCO
 UNDERWORLD
 JOE COCKER
 Hottest: GLORIA ESTEFAN 3-1
 CHER 7-5
 MILLI VANILLI 0-6
 MADONNA 18-8
 JANET JACKSON 31-24

WOMP/Wheeling, WV
Hartman/Wright

BAD ENGLISH
 SHARON BRYANT
 WINGER
 Hottest: WARRANT 3-1
 SKID ROW 2-2
 NEW KIDS ON THE B 4-4
 MILLI VANILLI 11-5
 MADONNA 14-4

WHTO/Williamsport, PA
Hartman/Wright

UNDERWORLD
 10 ROD RANFACS (dp)
 KIX (dp)
 LOVE & ROCKETS
 BANG TANGO (dp)
 JOHN EDWIE (dp)
 Hottest: WARRANT 3-1
 MILLI VANILLI 9-4
 SURFACE 11-7
 SKID ROW 13-4
 JANET JACKSON 30-20

SOUTH

MOST ADDED
Bad English
B-52's
Dino
Martika
New Kids/Didn't
Soulsister

BREAKOUTS
White Lion
New Kids/Cover

P2

WBQQ/Augusta, GA
Bruce Stevens

NEW KIDS ON THE B 1-1
 KATRINA & THE WAV 2-2
 WARRANT 3-3
 SOUL II SOUL 4-4
 MILLI VANILLI 5-5

WSPK/Poughkeepsie, NY
Stew Schantz

NEW KIDS ON THE B
 SKID ROW
 B-52'S (dp)
 GREAT WHITE
 TREVOR RABIN (dp)
 Hottest: WARRANT 1-1
 MILLI VANILLI 2-2
 MADONNA 8-4
 JANET JACKSON 24-10
 AEROSMITH 31-24

98PXV/Rochester, NY
Michelle/Leary

none
 Hottest: SOUL II SOUL 1-1
 NEW KIDS ON THE B 2-2
 RICHARD MARX 3-3
 GLORIA ESTEFAN 4-4
 SKID ROW 5-5

893/Austin, TX
Tonacelli/Austin

ROXETTE
 YOUNG MC
 MARTIKA
 DONNA SUMMER
 Hottest: PAULA ABDUL 1-1
 NEW KIDS ON THE B 2-2
 SURFACE 5-4
 MILLI VANILLI 8-6
 MADONNA 15-9

K98/Austin, TX
Sally Edwards

DINO
 DEBBIE GIBSON
 TEARS FOR FEARS
 CUTLIP
 Hottest: NEW KIDS ON THE B 1-1
 STAGE DOLLS 19-16
 NENEH CHERRY 20-17
 ROLLING STONES 25-22
 MADONNA 10-5
 BEE GEES 15-11

WFMJ/Baton Rouge, LA
Rice/Alyson

none
 Hottest: PAULA ABDUL 1-1
 RICHARD MARX 3-3
 MILLI VANILLI 4-4
 SURFACE 5-5
 NEW KIDS ON THE B 10-10

K106/Beaumont, TX
Harrison/Pace

BARDEX
 COVER GIRLS
 BAD ENGLISH
 Hottest: SKID ROW 1-1
 WARRANT 2-2
 KON KAN 11-4
 B-52'S 19-10
 MOTLEY CRUE 20-15

KZZB/Beaumont, TX
J.J. Jackson

2 LIVE CROW (dp)
 E.G. DAILY
 SOULSISTER
 B-52'S (dp)
 Hottest: MILLI VANILLI 4-1
 JEFF HEALEY BAND 2-2
 WARRANT 7-5
 NENEH CHERRY 15-10
 JANET JACKSON 23-15

195/Birmingham, AL
Peaks/Chestnut

BABYFACE
 BAD ENGLISH
 ALICE COOPER (dp)
 Hottest: MILLI VANILLI 3-1
 JEFF HEALEY BAND 2-2
 GLORIA ESTEFAN 4-3
 WARRANT 6-5
 MOTLEY CRUE 22-16

WVFX/Bangor, ME
Martin/Clark

WHITE LION (dp)
 BAD ENGLISH
 Hottest: TOM PETTY 7-5
 SKID ROW 8-6
 MADONNA 11-7
 STARSHIP 12-8
 FINE YOUNG CANNIB 15-11

WCKZ/Charlotte, NC
Mark Shands

NEW KIDS ON THE B
 DINO
 TERRY RILEY & GUY
 PATTI LABELLE
 REGINA BELLE
 BOYS
 Hottest: NEW KIDS ON THE B 3-1
 DINO 2-2
 MILLI VANILLI 5-2
 WARRANT 4-3
 SURFACE 8-4
 SKID ROW 11-9

WROQ/Charlotte, NC
Bliss/Ward

none
 Hottest: WARRANT 1-1
 CHER 2-2
 SKID ROW 3-3
 BAD ENGLISH 5-5
 BLUE MURDER 8-8

W5KZ/Chattanooga, TN
Chase/Scott

none
 Hottest: PAULA ABDUL 1-1
 JEFF HEALEY BAND 1-1
 WARRANT 2-2
 PAULA ABDUL 2-2
 SURFACE 3-3
 TOM PETTY 4-4
 CHUCKI BOOKER 6-4
 PAULA ABDUL 8-5

WVOK/Columbia, SC
Rush/McHugh

none
 Hottest: PAULA ABDUL 1-1
 RICHARD MARX 2-2
 SURFACE 6-6
 CHER 8-9
 WARRANT 11-11

WCGQ/Columbia, GA
Harris/McClure

SOULSISTER
 Hottest: GLORIA ESTEFAN 3-1
 MILLI VANILLI 6-3
 SOUL II SOUL 7-6
 MADONNA 10-9

KZFM/Corpus Christi, TX
Gonzalez/Danny B. Jammin'

CHRISTOPHER WILLI
 NEW KIDS ON THE B
 BAD ENGLISH
 B-52'S
 STACEY Q
 PATTI LABELLE
 Hottest: GLORIA ESTEFAN 2-1
 NEW KIDS ON THE B 3-2
 MILLI VANILLI 6-5
 GRAYSON HUGH 7-7
 YOUNG MC 13-9

G106/Durham-Raleigh, NC
Patrick/Harrison

ROXETTE
 NENEH CHERRY
 Hottest: DINO 6-5
 WARRANT 12-7
 GRAYSON HUGH 13-9
 MILLI VANILLI 17-11
 JANET JACKSON 25-18

KPRR/EI Paso, TX
Perry/Molano

NEW KIDS ON THE B
 Hottest: MILLI VANILLI 4-1
 GLORIA ESTEFAN 5-2
 SEDUCTION 7-5
 YOUNG MC 9-6
 JANET JACKSON 32-25

Q98/Fayetteville, NC
McCloud/Kelly

none
 Hottest: RICHARD MARX 1-1
 GLORIA ESTEFAN 2-2
 JEFF HEALEY BAND 6-6
 SURFACE 8-8
 WARRANT 14-14

WINK/FL Myers, FL
Randy Sherry

BOBBY BROWN
 BAD ENGLISH
 Hottest: PAULA ABDUL 2-2
 WARRANT 7-3
 JEFF HEALEY BAND 8-5
 MADONNA 12-8
 MILLI VANILLI 18-11

WVSI/Greensboro, NC
Gillette/Stevens

BOBBY BROWN
 GRACES
 Hottest: SURFACE 4-3
 MILLI VANILLI 7-5
 WARRANT 8-7
 SOUL II SOUL 11-8
 SKID ROW 18-12

WANS/Greenville, SC
McCown/Catcher

BAD ENGLISH
 JOHN EDDIE (dp)
 Hottest: NEW KIDS ON THE B 1-1
 SURFACE 8-4
 SKID ROW 16-9
 BEE GEES 19-10
 JANET JACKSON 17-13

WZYH/Huntville, AL
Chris Andrews

BOBBY BROWN
 DINO
 BAD ENGLISH
 WINGER
 SOULSISTER
 Hottest: GLORIA ESTEFAN 5-1
 MILLI VANILLI 4-2
 WARRANT 6-3
 SKID ROW 10-5
 BEE GEES 13-8

94TYX/Jackson, MS
Matt Kilion

SEDUCTION
 SHARON BRYANT
 Hottest: NEW KIDS ON THE B 3-1
 DINO 2-2
 RICHARD MARX 4-2
 WARRANT 5-3
 SOUL II SOUL 7-6
 RICHARD MARX 14-12
 JANET JACKSON 25-16

WAFB/Jacksonville, FL
Pasha/Cadillac

MARTIKA
 B-52'S (dp)
 RICHARD MARX 1-1
 MILLI VANILLI 4-4
 WARRANT 6-6
 SKID ROW 9-9
 YOUNG MC 27-27

WQUT/Johnson City, TN
Hurt/Mann

MOTLEY CRUE (dp)
 B-52'S
 SKID ROW (dp)
 DEBBIE GIBSON
 Hottest: GLORIA ESTEFAN 3-1
 MOVING PICTURES 5-4
 WARRANT 14-3
 JEFF HEALEY BAND 12-10
 ROLLING STONES 20-11
 TINA TURNER 24-19

WOKU/Knoxville, TN
Clay Glah

JANET JACKSON
 FINE YOUNG CANNIB
 CURE
 Hottest: PAULA ABDUL 1-1
 MOVING PICTURES 12-9
 AEROSMITH 16-10
 ROLLING STONES 20-11
 TINA TURNER 24-19

WLAP/Lexington, KY
Fox/Graves

none
 Hottest: PAULA ABDUL 1-1
 WHITE 2-1
 PAULA ABDUL 3-2
 NEW KIDS ON THE B 5-3
 GRAYSON HUGH 9-8
 MILLI VANILLI 14-5

KKYK/Little Rock, AR
Rolling/Edwards

NEW KIDS ON THE B
 DINO
 BAD ENGLISH
 Hottest: GLORIA ESTEFAN 1-1
 SKID ROW 3-2
 WARRANT 7-3
 BABYFACE 9-6
 JANET JACKSON 21-9

KZOU/Little Rock, AR
Stewart/Geary

none
 Hottest: PAULA ABDUL 1-1
 JEFF HEALEY BAND 2-2
 SKID ROW 3-5
 SURFACE 8-8
 MADONNA 11-11

WDJX/Louisville, KY
Shebel/Meyer

MARTIKA
 LIVING COLOUR
 ROLLING STONES (dp)
 Hottest: GLORIA ESTEFAN 1-1
 SURFACE 4-2
 SOUL II SOUL 5-3
 CHER 6-4
 MILLI VANILLI 8-5

99WV/Macon, GA
Rick Woodell

AEROSMITH
 CRACKS (dp)
 Hottest: SURFACE 5-2
 JEFF HEALEY BAND 6-3
 CHER 8-4
 NENEH CHERRY 18-15
 STARSHIP 24-18

Z98/Memphis, TN
Lane/Harder

BOBBY BROWN
 BABYFACE
 TEARS FOR FEARS (dp)
 Hottest: DINO 4-2
 MILLI VANILLI 8-6
 CHER 17-10
 SKID ROW 18-11
 WARRANT 22-16

FM100/Memphis, TN
Conley/Nelson

TEARS FOR FEARS
 HOTTEST: CHER 6-4
 MILLI VANILLI 10-6
 WARRANT 11-8
 PINE YOUNG CANNIB 18-15
 JANET JACKSON 28-18

WABB/Mobile, AL
Frem/Pendavis

TEXAS
 BABYFACE
 BAD ENGLISH
 Hottest: NEW KIDS ON THE B 2-1
 MILLI VANILLI 7-4
 WARRANT 11-8
 CHER 15-10
 SKID ROW 17-11

WHHY/Montgomery, AL
Stevens/Stewart

WHITE LION (dp)
 MARTIKA (dp)
 DINO (dp)
 Hottest: JEFF HEALEY BAND 1-1
 CHER 6-5
 SOUL II SOUL 7-6
 RICHARD MARX 14-3
 YOUNG MC 13-8
 JANET JACKSON 22-14

KBFM/McAllen-Brownsville, TX
Hayes/Santiago

none
 Hottest: RICHARD MARX 1-1
 MILLI VANILLI 4-4
 WARRANT 6-6
 SKID ROW 9-9
 YOUNG MC 27-27

Y107/Nashville, TN
Chase/Kaplan

MOTLEY CRUE (dp)
 B-52'S
 SKID ROW (dp)
 DEBBIE GIBSON
 Hottest: GLORIA ESTEFAN 3-1
 MOVING PICTURES 5-4
 WARRANT 14-3
 JEFF HEALEY BAND 12-10
 ROLLING STONES 20-11
 TINA TURNER 24-19

6J106/Orlando, FL
Thomas/Stone

NEW KIDS ON THE B
 DINO
 MARTIKA
 Hottest: GLORIA ESTEFAN 3-1
 MOVING PICTURES 5-4
 WARRANT 14-3
 JEFF HEALEY BAND 12-10
 ROLLING STONES 20-11
 TINA TURNER 24-19

Y106/Orlando, FL
Stevens/Ocean

none
 Hottest: NEW KIDS ON THE B 1-1
 SKID ROW 2-2
 MILLI VANILLI 3-3
 JEFF HEALEY BAND 7-7
 ROLLING STONES 22-22

WDLK/Washington, NC
Jackson/Lane

BAD ENGLISH
 SEDUCTION
 SOULSISTER
 B-52'S (dp)
 Hottest: WARRANT 8-5
 SKID ROW 11-7
 MADONNA 26-17
 EXPOSE 32-23
 MOTLEY CRUE 0-26

WKZL/Winston-Salem, NC
Holloway/Reynolds

NEW KIDS ON THE B
 MOTLEY CRUE (dp)
 VESTA (dp)
 Hottest: GLORIA ESTEFAN 2-1
 PAULA ABDUL 3-2
 MILLI VANILLI 6-3
 ROXETTE 35-20
 NEW KIDS ON THE B 0-21

WJMX/Florence, SC
Baker/Lewis

CHR ADDS & HOTS

MIDWEST

MOST ADDED

Bad English
Bobby Brown
Tina Turner
Babyface
Elton John
New Kids/Cover

BREAKOUTS

Soulsister

WXIX/Green Bay, WI
 Coy/Louizeo

ELTON JOHN
BOBBY BROWN
NEW KIDS ON THE B
NEW KIDS ON THE B
 Hottest:
 SKID ROW 4-1
 WARRANT 2-2
 CHR 6-4
 PAUL SHAPIRO 10-6
 MILLI VANILLI 21-9

WTBX/Hibbing Duluth, MN
 Crain/Davis

LIVING COLOUR
NEW KIDS ON THE B
BOBBY BROWN
BABYFACE
 Hottest:
 WARRANT 1-1
 MADONNA 3-2
 SURFACE 19-11
 MILLI VANILLI 22-12
 ROXBETTE 31-23

Z104/Madison, WI
 Lockwood/Keves

MOTLEY CRUE
ROXBETTE
SOULSISTER
SOULSISTER
GORY PARK (dp)
 Hottest:
 NEW KIDS ON THE B 1-1
 WARRANT 4-2
 SKID ROW 10-4
 MILLI VANILLI 17-8
 SURFACE 16-12

KJ103/Kokomo City, OK
 Spin/Stewart

FINE YOUNG CANNIB
BOBBY BROWN
BABYFACE
 Hottest:
 WARRANT 4-1
 NEW KIDS ON THE B 5-2
 SKID ROW 6-3
 MILLI VANILLI 10-4
 MADONNA 11-7

Z99/Oklahoma City, OK
 Brett/Dumler

POCO
LOVE & ROCKETS
KATRINA & THE WAV
SEDUCTI ON
HUBERT KAH (dp)
 Hottest:
 MILLI VANILLI 5-3
 CHR 25-16
 JEFF HEALEY BAND 28-25
 BARDOUX D-29

KDKQ/Omaha, NB
 Drew Bentley

DEBBIE GIBSON (dp)
DINO
YOUNG MC (dp)
BAD ENGLISH
 Hottest:
 WARRANT 5-1
 MILLI VANILLI 3-2
 MICHAEL MORALES 20-11
 ROLLING STONES 25-15
 MOTLEY CRUE D-18

K233/Peoria, IL
 Edwards/Stern

BOBBY BROWN
ELTON JOHN
BAD ENGLISH
 Hottest:
 WARRANT 1-1
 WARRANT 2-2
 JEFF HEALEY BAND 4-3
 SKID ROW 4-4
 GLORIA ESTEFAN 5-5

WZOK/Rockford, IL
 Ivey/Summers

NENE CHERRY
BOBBY BROWN
BAD ENGLISH
SOULSISTER
 Hottest:
 GLORIA ESTEFAN 1-1
 GLORIA ESTEFAN 1-1
 MADONNA 11-3
 MILLI VANILLI 14-6
 BOBBY BROWN D-11

KLQ/Grand Rapids, MI
 Owen/Tinnes

ALARM
BAD ENGLISH
LOVE & ROCKETS
TESLA
TINA TURNER
WINGER
 Hottest:
 TOM PETTY 8-5
 FINE YOUNG CANNIB 12-8
 TORA TORA 15-10
 CURE 17-13
 STARSHIP 24-17

WMBE/Tulsa, OK
 Mike Wheeler

TINA TURNER
BABYFACE
CURE
RIX
BAD ENGLISH
 Hottest:
 GLORIA ESTEFAN 1-1
 JEFF HEALEY BAND 3-2
 WARRANT 5-7
 SURFACE 11-7
 JANET JACKSON 27-16

WRQW/Toledo, OH
 Mason/O'Rourke

SOUL II SOUL
EXPOSE
STARSHIP
SEDUCTI ON
MARTINA
ROXBETTE
BABYFACE
LIVING COLOUR
BAD ENGLISH
TINA TURNER
 B-52'S
YOUNG MC
CHRISTOPHER WILLI
 Hottest:
 MILLI VANILLI 7-3
 WARRANT 4-4
 SURFACE 5-5
 MADONNA 14-9
 JANET JACKSON 15-12

WLRW/Champaign, IL
 McCann/McKeighan

AEROSMITH (dp)
BABYFACE
ELTON JOHN (dp)
LIVING COLOUR
LAST GENTLEMAN
 Hottest:
 MILLI VANILLI 5-1
 SKID ROW 14-7
 MADONNA 19-9
 NENE CHERRY 23-14
 JANET JACKSON 31-20

KQCR/Cedar Rapids, IA
 Dixon/Gerard

NENE CHERRY
STARSHIP
BOBBY BROWN
DINO
BAD ENGLISH
 Hottest:
 NEW KIDS ON THE B 1-1
 MILLI VANILLI 4-2
 JEFF HEALEY BAND 3-1
 SURFACE 5-4
 SOUL II SOUL 13-8

KCMV/Columbia, MO
 Tutin/Hanson

KEVIN PAIGE
BAD ENGLISH
WINGER
BOBBY BROWN
SEDUCTI ON
 Hottest:
 WARRANT 7-1
 MILLI VANILLI 8-3
 SURFACE 11-6
 NENE CHERRY 23-15
 JANET JACKSON 33-16

KLYV/Dubuque, IA
 Jeff Davis

none
 Hottest:
 WARRANT 2-2
 PAULA ABDUL 3-3
 GLORIA ESTEFAN 4-4
 JEFF HEALEY BAND 7-7

WYAF/Fargo, ND
 Jack Lundy

TINA TURNER
AEROSMITH (dp)
SOULSISTER
BOBBY BROWN
NEW KIDS ON THE B
MARTINA
 Hottest:
 JEFF HEALEY BAND 1-1
 GLORIA ESTEFAN 2-2
 WARRANT 5-4
 CHR 12-6
 STARSHIP 20-13

KQHT/Grand Forks, ND
 Gunner/Acker

MICHAEL BOLTON
BAD ENGLISH
JANET JACKSON (dp)
LIVING COLOUR (dp)
 Hottest:
 MADONNA 21-5
 GLORIA ESTEFAN 28-8
 SKID ROW 15-14
 AEROSMITH 24-15
 TINA TURNER 23-16

KTYX/Jefferson City Columbia, MO
 Jackson/Cole

BABYFACE
ELTON JOHN
MARTINA
 Hottest:
 FINE YOUNG CANNIB 17-10
 EXPOSE 26-18
 JANET JACKSON 27-19
 STARSHIP 31-23
 ROLLING STONES 37-24

WKFR/Kalamazoo, MI
 Anthony/Britain

MOTLEY CRUE
AEROSMITH
JANET JACKSON
BAD ENGLISH
 Hottest:
 GLORIA ESTEFAN 2-1
 WARRANT 4-2
 JEFF HEALEY BAND 20-8
 PAULA ABDUL 10-10
 MILLI VANILLI 38-13

WAZY/Lafayette, IN
 Morton/Miller

BAD ENGLISH
POCO
CHRISTOPHER WILLI (dp)
CHRISTOPHER WILLI (dp)
 Hottest:
 WARRANT 4-2
 CHR 6-4
 MILLI VANILLI 6-5
 SURFACE 7-6
 JANET JACKSON 17-13

WCIU/Carbondale, IL
 Tony Watekous

none
 Hottest:
 WARRANT 1-1
 NEW KIDS ON THE B 1-1
 SURFACE 3-2
 TORA TORA 21-15
 SOUL II SOUL 20-16

KFRX/Lincoln, NE
 Cook/Meyer

BAD ENGLISH
EXPOSE
NEW KIDS ON THE B
WARRANT 3-2
MILLI VANILLI 8-4
JEFF HEALEY BAND 5-5
MADONNA 22-10

99K/Salina, KS
 Brad King

BAD ENGLISH
ELTON JOHN (dp)
PAUL MCCARTNEY (dp)
MARTINA
 Hottest:
 RICHARD MARX 3-1
 CHR 4-2
 SKID ROW 6-4
 WARRANT 7-5
 RIX 8-6

KPAT/Sioux Falls, SD
 Maguire/Ward

BAD ENGLISH
SIMPLY RED
GORY PARK
JOHN EDDIE
GIANT (dp)
 Hottest:
 WARRANT 2-1
 SKID ROW 12-5
 TEARS FOR FEARS 20-16
 AEROSMITH 27-23

KWTO/Springfield, MO
 McKay/Austin

BAD ENGLISH
WINGER
COVER GIRLS
THOMPSON TWINS
NEW KIDS ON THE B
WARRANT 3-2
MILLI VANILLI 8-6
SKID ROW 9-7
GRAYSON HUGH 14-8

WDBR/Springfield, IL
 Moore/Lawley

TINA TURNER
TEARS FOR FEARS
BOBBY BROWN
MARTINA
B-52'S
DP (dp)
BAD ENGLISH
JOHN EDDIE (dp)
 Hottest:
 NEW KIDS ON THE B 1-1
 WARRANT 7-3
 JEFF HEALEY BAND 8-4
 SKID ROW 11-6
 MADONNA 12-7

WPRF/Terre Haute, IN
 Newton/King

BAD ENGLISH
SIMPLY RED
SOULSISTER
MARTINA
 Hottest:
 NEW KIDS ON THE B 1-1
 JANET JACKSON 32-24
 TEARS FOR FEARS D-27
 TEXAS D-27

K99B/Boise, ID
 Jack Armstrong

none
 Hottest:
 NEW KIDS ON THE B 1-1
 WARRANT 2-2
 MADONNA 7-7
 MOTLEY CRUE 25-25
 JANET JACKSON 26-26

KATM/Colorado Springs, CO
 Sorenson/Fricke

SKID ROW
BAD ENGLISH
CULT
ALARM
MOVING PICTURES
GIANT (dp)
WINGER (dp)
 Hottest:
 WARRANT 1-1
 SKID ROW 2-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

KFMW/Waterloo, IA
 Mark Hansen

BAD ENGLISH
BILLY SQUIER
MICHAEL MORALES
TEXAS
 Hottest:
 TOM PETTY 3-1
 SKID ROW 15-9
 CURE 22-14
 ROXBETTE 24-15
 LIVING COLOUR 27-19

WIFC/Wausau, WI
 Duff Damos

TEARS FOR FEARS
LIVING COLOUR
ELTON JOHN
EXPOSE
MOTLEY CRUE
WHITE LION (dp)
 Hottest:
 WARRANT 9-3
 BEACH BOYS 13-9
 MILLI VANILLI 23-14
 SKID ROW 22-18

KKXX/Bakersfield, CA
 Squires/Christopher

none
 Hottest:
 NEW KIDS ON THE B 1-1
 GLORIA ESTEFAN 2-2
 WARRANT 1-1
 MILLI VANILLI 4-4
 MADONNA 10-10

K99B/Boise, ID
 Jack Armstrong

ALLEN
BAD ENGLISH
LOVE & ROCKETS (dp)
GORY PARK
JOE COCKER (dp)
R.E.M. (dp)
 Hottest:
 RIX 9-4
 UNDERWORLD 13-9
 TREVOR RABIN 23-18
 MOTLEY CRUE 29-22
 AEROSMITH 27-25

KRZR/Fresno, CA
 Johnson/DeGuse

BAD ENGLISH
LOVE & ROCKETS (dp)
GORY PARK
JOE COCKER (dp)
R.E.M. (dp)
 Hottest:
 RIX 9-4
 UNDERWORLD 13-9
 TREVOR RABIN 23-18
 MOTLEY CRUE 29-22
 AEROSMITH 27-25

KWVZ/Reno, NV
 Robie/Damant

AEROSMITH (dp)
GIANT (dp)
NEW KIDS ON THE B
KON KAN
SIMPLY RED (dp)
TINA TURNER (dp)
MICHAEL MORALES (dp)
BOBBY BROWN
B-52'S (dp)
UNDERWORLD (dp)
 Hottest:
 GLORIA ESTEFAN 1-1
 MILLI VANILLI 7-4
 CURE 9-6
 CHRISTOPHER WILLI 12-9
 SURFACE 16-12

KROY/Sacramento, CA
 Lynch/Mitchell

NEW KIDS ON THE B
PAULA ABDUL 3-2
MADONNA 11-9
WARRANT 13-10
CURE 21-19

KFKI/Honolulu, HI
 Ode/Bender

BEA GENDER
HIGH IMPACT
JAVA (dp)
NEW KIDS ON THE B (dp)
 Hottest:
 EXPOSE 20-13
 JANET JACKSON 22-15
 2 LIVE CREW 26-19
 MILLI VANILLI D-21
 AFTER 7 D-22

KKMG/Colorado Springs, CO
 Reynolds/Stevens

CHR
BOBBY BROWN
SOULSISTER
BARDOUX
HUBERT KAH
 Hottest:
 WARRANT 1-1
 SKID ROW 7-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

KKMG/Colorado Springs, CO
 Reynolds/Stevens

CHR
BOBBY BROWN
SOULSISTER
BARDOUX
HUBERT KAH
 Hottest:
 WARRANT 1-1
 SKID ROW 7-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

KKMG/Colorado Springs, CO
 Reynolds/Stevens

CHR
BOBBY BROWN
SOULSISTER
BARDOUX
HUBERT KAH
 Hottest:
 WARRANT 1-1
 SKID ROW 7-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

WEST

MOST ADDED

Bad English
Bobby Brown
Dino
Bardeux
Martika
New Kids/Cover

BREAKOUTS

Soulsister

KQMQ/Honolulu, HI
 Akane/Hart

EXPOSE
JANET JACKSON
TEARS FOR FEARS
VESTA
POCO
BABYFACE
 Hottest:
 GLORIA ESTEFAN 1-1
 RICHARD MARX 3-2
 MILLI VANILLI 16-4
 MADONNA 22-8
 ZIGGY MARLEY 29-14

KLUC/Las Vegas, NV
 Dean/Taylor

NEW KIDS ON THE B
TERRY TATE
VESTA
 Hottest:
 GLORIA ESTEFAN 2-1
 CURE 13-4
 YOUNG MC 15-5
 CHRISTOPHER WILLI 21-11
 JANET JACKSON 20-12

KKSS/Albuquerque, NM
 Cadillac/Kerr

MARTINA
FINE YOUNG CANNIB
DINO
TESSA RILEY & GUY
BOBBY BROWN
EXPOSE
 Hottest:
 MILLI VANILLI 7-6
 WARRANT 12-8
 MADONNA 8-3
 JANET JACKSON D-24
 ROLLING STONES D-25

KSNZ/Eugene, OR
 Bwana/Velez

COVER GIRLS
BAD ENGLISH
JOHN EDDIE
 Hottest:
 GLORIA ESTEFAN 1-1
 MICHAEL MORALES 11-7
 STARSHIP 19-8
 TOM PETTY 21-11
 ROXBETTE 28-17

B66/Fresno, CA
 Davis/Parker

none
 Hottest:
 NEW KIDS ON THE B 1-1
 BABYFACE 3-3
 TROOP 7-7
 SHARON BRYANT 8-8
 ZAPP 29-29

KRZR/Fresno, CA
 Johnson/DeGuse

ALLEN
BAD ENGLISH
LOVE & ROCKETS (dp)
GORY PARK
JOE COCKER (dp)
R.E.M. (dp)
 Hottest:
 RIX 9-4
 UNDERWORLD 13-9
 TREVOR RABIN 23-18
 MOTLEY CRUE 29-22
 AEROSMITH 27-25

KWVZ/Reno, NV
 Robie/Damant

AEROSMITH (dp)
GIANT (dp)
NEW KIDS ON THE B
KON KAN
SIMPLY RED (dp)
TINA TURNER (dp)
MICHAEL MORALES (dp)
BOBBY BROWN
B-52'S (dp)
UNDERWORLD (dp)
 Hottest:
 GLORIA ESTEFAN 1-1
 MILLI VANILLI 7-4
 CURE 9-6
 CHRISTOPHER WILLI 12-9
 SURFACE 16-12

KROY/Sacramento, CA
 Lynch/Mitchell

NEW KIDS ON THE B
PAULA ABDUL 3-2
MADONNA 11-9
WARRANT 13-10
CURE 21-19

KKMG/Colorado Springs, CO
 Reynolds/Stevens

CHR
BOBBY BROWN
SOULSISTER
BARDOUX
HUBERT KAH
 Hottest:
 WARRANT 1-1
 SKID ROW 7-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

KKMG/Colorado Springs, CO
 Reynolds/Stevens

CHR
BOBBY BROWN
SOULSISTER
BARDOUX
HUBERT KAH
 Hottest:
 WARRANT 1-1
 SKID ROW 7-2
 CURE 6-3
 MOTLEY CRUE 24-13
 ALICE COOPER D-22

KZZU/Spokane, WA
 Hopkins/Methanon

GORY PARK (dp)
TREVOR RABIN
BAD ENGLISH
VESTA
SKID ROW 2-1
WARRANT 4-3
PAULA ABDUL 4-3
CURE 16-11
ROXBETTE 25-18

KRQ/Duncan, AZ
 Ingram/Davis

B-52'S (dp)
COVER GIRLS (dp)
 Hottest:
 MILLI VANILLI 1-1
 RICHARD MARX 3-2
 SURFACE 8-5
 CHR 15-6
 DON HENLEY 14-9

KLOT/Las Vegas, NV
 Deane/Taylor

NEW KIDS ON THE B
TERRY TATE
VESTA
 Hottest:
 GLORIA ESTEFAN 2-1
 CURE 13-4
 YOUNG MC 15-5
 CHRISTOPHER WILLI 21-11
 JANET JACKSON 20-12

KKSS/Albuquerque, NM
 Cadillac/Kerr

MARTINA
FINE YOUNG CANNIB
DINO
TESSA RILEY & GUY
BOBBY BROWN
EXPOSE
 Hottest:
 MILLI VANILLI 7-6
 WARRANT 12-8
 MADONNA 8-3
 JANET JACKSON D-24
 ROLLING STONES D-25

KSNZ/Eugene, OR
 Bwana/Velez

COVER GIRLS
BAD ENGLISH
JOHN EDDIE
 Hottest:
 GLORIA ESTEFAN 1-1
 MICHAEL MORALES 11-7
 STARSHIP 19-8
 TOM PETTY 21-11
 ROXBETTE 28-17

B66/Fresno, CA
 Davis/Parker

none
 Hottest:
 NEW KIDS ON THE B 1-1

Please note, frozen playlists are indicated with a "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.

250 REPORTS

AEROSMITH

Love In An Elevator (Geffen) LP: Pump

Total Reports 172 69%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 79%, S 62%, M 81%, W 55%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 81%, S 79%, M 58%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

B-52's

Love Shack (Reprise) LP: Cosmic Thing

Total Reports 111 44%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 33%, S 44%, M 44%, W 55%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 81%, S 79%, M 58%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

BABYFACE

It's No Crime (Solar/Epic) LP: Tender Lover

Total Reports 183 73%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 81%, S 79%, M 58%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Babyface Continued

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 21%, S 38%, M 47%, W 32%.

BAD ENGLISH

When I See You Smile (Epic) LP: Bad English

Total Reports 89 36%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 21%, S 38%, M 47%, W 32%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 21%, S 38%, M 47%, W 32%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 21%, S 38%, M 47%, W 32%.

BEE GEES

One (WB) LP: One

Total Reports 206 82%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 92%, S 87%, M 77%, W 75%.

Bee Gees Continued

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 21%, S 38%, M 47%, W 32%.

BOBBY BROWN

Rock Wit'Cha (MCA) LP: Don't Be Cruel

Total Reports 164 66%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

CHER

If I Could Turn Back Time (Geffen) LP: Heart Of Stone

Total Reports 215 86%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 90%, S 89%, M 89%, W 75%.

SHARON BRYANT

Let Go (Wing/Polydor) LP: Here I Am

Total Reports 79 32%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 29%, S 41%, M 8%, W 46%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 29%, S 41%, M 8%, W 46%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 29%, S 41%, M 8%, W 46%.

BREAKER

LP: Don't Be Cruel

Total Reports 164 66%

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Table with columns: Regional Reach, National Summary, Chart Pos, Summary P1-P3, Total. Includes data for E 67%, S 71%, M 56%, W 68%.

Cher Continued

Table with station call letters and signal strength indicators for Cher's 'Kisses On The Wind (Virgin)'. Includes stations like WAEB, WWSR, WWSR, etc.

NENEH CHERRY

Kisses On The Wind (Virgin) LP: Raw Like Sushi Total Reports 180 72%

Regional Reach and Chart Summary for Neneh Cherry. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

CURE

Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GRACES

Lay Down Your Arms (A&M) LP: Perfect View Total Reports 126 50%

Regional Reach and Chart Summary for Graces. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

Cure Continued

Table with station call letters and signal strength indicators for Cure's 'Lovesong (Elektra)'. Includes stations like WNCI, WWSR, WWSR, etc.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

CURE

Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GRACES

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Regional Reach and Chart Summary for Graces. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

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Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

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Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GRACES

Lay Down Your Arms (A&M) LP: Perfect View Total Reports 126 50%

Regional Reach and Chart Summary for Graces. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

CURE

Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GRACES

Lay Down Your Arms (A&M) LP: Perfect View Total Reports 126 50%

Regional Reach and Chart Summary for Graces. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

CURE

Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

FINE YOUNG CANNIBALS

Don't Look Back (IRS/MCA) LP: The Raw & The Cooked Total Reports 190 76%

Regional Reach and Chart Summary for Fine Young Cannibals. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GLORIA ESTEFAN

Don't Wanna Lose You (Epic) LP: Cuts Both Ways Total Reports 228 91%

Regional Reach and Chart Summary for Gloria Estefan. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

CURE

Lovesong (Elektra) LP: Disintegration Total Reports 186 74%

Regional Reach and Chart Summary for Cure. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

GRACES

Lay Down Your Arms (A&M) LP: Perfect View Total Reports 126 50%

Regional Reach and Chart Summary for Graces. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

DOOBIE BROTHERS

Need A Little Taste Of Love (Capitol) LP: Cycles Total Reports 106 42%

Regional Reach and Chart Summary for Doobie Brothers. Includes National Summary, Regional Reach, and Chart Summary with P1, P2, P3, and Totals.

Graces Continued

Graces Continued. Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

J

JANET JACKSON Miss You Much (A&M) LP: Rhythm Nation. Total Reports 227 91%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

L

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

ELTON JOHN Healing Hands (MCA) LP: Sleeping With The Past. Total Reports 157 63%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

LIVING COLOUR Glamour Boys (Epic) LP: Vivid. Total Reports 123 49%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Living Colour Continued. Station lists for P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

MAONNA Cherish (Sire/WB) LP: Like A Prayer. Total Reports 228 91%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

MARTIKA I Feel The Earth Move (Columbia) LP: Martika. Total Reports 133 53%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

MILLI VANILLI Girl I'm Gonna Miss You (Arista) LP: Girl You Know It's True. Total Reports 228 91%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Milli Vanilli Continued. Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

MICHAEL MORALES What I Like About You (Wing/Polydor) LP: Michael Morales. Total Reports 161 64%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

MOTLEY CRUE Dr. Feelgood (Elektra) LP: Dr. Feelgood. Total Reports 153 61%. Chart Summary table.

Station lists for P1, P2, P3, EAST, WEST, SOUTH. Includes station call letters and frequencies.

Motley Crue Continued. Regional Reach E 25% S 28% M 17% W 32%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 28 DEBS 4 SAME 26 DOWN 0 ADDS 6.

Tom Petty Continued. Regional Reach E 58% S 56% M 58% W 46%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 60 DEBS 23 SAME 40 DOWN 0 ADDS 14.

Prince Continued. Regional Reach E 92% S 79% M 89% W 66%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 131 DEBS 28 SAME 40 DOWN 0 ADDS 4.

Rolling Stones Continued. Regional Reach E 83% S 83% M 91% W 75%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 121 DEBS 30 SAME 48 DOWN 0 ADDS 9.

Seduction Continued. Regional Reach E 79% S 76% M 89% W 52%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 130 DEBS 2 SAME 37 DOWN 13 ADDS 4.

Kevin Shute. Regional Reach E 25% S 28% M 17% W 32%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 28 DEBS 4 SAME 26 DOWN 0 ADDS 6.

POCO. Regional Reach E 58% S 56% M 58% W 46%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 60 DEBS 23 SAME 40 DOWN 0 ADDS 14.

Rolling Stones. Regional Reach E 92% S 79% M 89% W 66%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 131 DEBS 28 SAME 40 DOWN 0 ADDS 4.

SKID ROW. Regional Reach E 79% S 76% M 89% W 52%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 130 DEBS 2 SAME 37 DOWN 13 ADDS 4.

Tom Petty. Regional Reach E 46% S 45% M 55% W 46%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 73 DEBS 12 SAME 24 DOWN 5 ADDS 6.

Tom Petty. Regional Reach E 46% S 45% M 55% W 46%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 73 DEBS 12 SAME 24 DOWN 5 ADDS 6.

PRINCE Partyman (WB). Regional Reach E 90% S 80% M 70% W 79%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 138 DEBS 11 SAME 43 DOWN 1 ADDS 5.

SEDUCTION. Regional Reach E 50% S 56% M 30% W 57%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 64 DEBS 12 SAME 33 DOWN 4 ADDS 8.

SEDUCTION. Regional Reach E 50% S 56% M 30% W 57%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 64 DEBS 12 SAME 33 DOWN 4 ADDS 8.

SEDUCTION. Regional Reach E 50% S 56% M 30% W 57%. Chart Summary Pos P1 P2 P3 Tot. National Summary UP 64 DEBS 12 SAME 33 DOWN 4 ADDS 8.

SOUL II SOUL
Keep On Movin' (Virgin)
LP: Keep On Movin'

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 104.

Regional stations list including B104, WZOU, WKSE, WBLI, CKOI, WYCR, WBBQ, WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

STAGE DOLLS
Love Cries (Chrysalis)
LP: Stage Dolls

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 30.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

STARSHIP
It's Not Enough (RCA)
LP: Love Among The Cannibals

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 142.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

TEARS FOR FEARS
Sowing The... (Fontana/Mercury)
LP: The Seeds Of Love

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 97.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

TINA TURNER
The Best (Capitol)
LP: Foreign Affair

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 44.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

TEXAS
I Don't Want A Lover (Mercury)
LP: Southside

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 11.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

WARRANT
Heaven (Columbia)
LP: Dirty Rotten Filthy Stinking Rich

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 146.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

UNDERWOOD
Stand Up (Sire/WB)
LP: Change The Weather

Table with columns: Regional Reach, Parallels Reach, Chart Pos, Summary Pos, P1, P2, P3, Tot. Includes National Summary and UP 25.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Underworld Continued

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Underworld Continued

Regional stations list including WYRR, WYPR, WYMP, WKSE, WYCR, WYRR, WYPR, WYMP, WKSE, WYCR.

Continued On Next Column

Continued On Next Column

Parallels Continued on Page 128

SIGNIFICANT ACTION

Y

YOUNG MC
Bust A Move (Delicious Vinyl/Island)
Total Reports 70 28%

Regional Reach
N&A P1 34% P2 33% P3 13%
Chart Summary
Pos P1 P2 P3 Tot

B

BARDEUX
I Love The Bass (Enigma)
LP: Shangri-La

BEACH BOYS
Still Cruisin' (After All These...)
LP: Still Cruisin' (Capitol)

BULLETTYOYS
Smooth Up (WB)
LP: BulleTTYOYS

C

ALICE COOPER
Poison (Epic)
LP: Trash

COVER GIRLS
My Heart Skips A Beat (Capitol)
LP: We Can't Go Wrong

CULT
'Eddie (Ciao Baby)' (Sire/Reprise)
LP: Sonic Temple

E.G. DAILY
Some People (A&M)
LP: Lace Around The Wheel

GIANT
I'm A Believer (A&M)
LP: Last Of The Runaways

DEBBIE GIBSON
We Could Be Together (Atlantic)
LP: Debbie Gibson Live - "Out Of The Blue" Video

K

KIX
Don't Close Your Eyes (Atlantic)
LP: Blow My Fuse

KON KAN
Puss n' Boots/These Boots... (Atlantic)
LP: Move To Move

LOVE AND ROCKETS
No Big Deal (RCA)
LP: Love And Rockets

PAUL MCCARTNEY
This One (Capitol)
LP: Flowers In The Dirt

ZIGGY MARLEY & MELODY MAKERS
Look Who's Dancing (Virgin)
LP: One Bright Day

M

KIX
Don't Close Your Eyes (Atlantic)
LP: Blow My Fuse

MOVING PICTURES
What About Me (Geffen)

NEW KIDS ON THE BLOCK
Cover Girl (Columbia)
LP: Hangin' Tough

NEW KIDS ON THE BLOCK
Didn't I Blow Your Mind (Columbia)
LP: New Kids On The Block

1927
That's When I Think Of You (Atlantic)
LP: Ish

R

TREVOR RABIN
Something To Hold On To (Elektra)
LP: Can't Look Away

Picture Yourself In R&R.
If something's happening at your station or company - send R&R the photo and we'll put it on the Picture Page.
R&R
RADIO & RECORDS
1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330



BREAKERS

BOBBY BROWN

Rock Wit'cha (MCA)

66% of our reporters playing it. Moves: Up 56, Debuts 35, Same 32, Down 0, Adds 41 including WXKS, WKSE, WBLI, WPLJ, Z100, KISN, HOT97, PWR106, FLY92. See Parallels, moves 39-32 on the CHR chart.

ELTON JOHN

Healing Hands (MCA)

63% of our reporters playing it. Moves: Up 57, Debuts 31, Same 51, Down 0, Adds 18 including WEGX, Q107, WAVA, WKBQ, 99WGY, KC101, Z106, WMEE, KZ93, FM104. See Parallels, debuts at number 39 on the CHR chart.

MOTLEY CRUE

Dr. Feelgood (Elektra)

61% of our reporters playing it. Moves: Up 65, Debuts 44, Same 27, Down 0, Adds 17 including Q107, WAVA, B97, KCPX, WNNK, Y107, WKZL, KZIO, Z104. See Parallels, moves 40-35 on the CHR chart.

NEW & ACTIVE

TINA TURNER "The Best" (Capitol)

Reports: 143. Moves: Up 44, Debuts 34, Same 46, Down 0, Adds 19 including Q105, Q95, WWSR, WAPE, WWCK, KLQ, WRQN, WHOT, KISR, Y94, WZOU 33-30, KISN 36-29, KPLZ 32-24, WNNK 34-28, K106 38-31, KXX106 33-28, WOKI 24-19

POCO "Call It Love" (RCA)

Reports: 137. Moves: Up 60, Debuts 23, Same 40, Down 0, Adds 14 including PRO-FM, KKBQ, KUBE, 99WGY, FLY92, WKRZ, KTUX, Z99, KOY-FM, G98, WAZY, WZPL 29-26, WKBO 31-23, KWOD 34-30, WBBQ 34-29, WQUT 37-30, K92 30-23, WDLX 34-29, KQHT 12-10. See Parallels, debuts at number 40 on the CHR chart with 72% of the action converted to chart moves.

MARTIKA "I Feel The Earth Move" (Columbia)

Reports: 133. Moves: Up 25, Debuts 32, Same 43, Down 0, Adds 33 including WZOU, KRBE, X100, HOT977, KWSS, JET-FM, B93, WAPE, WDJX, FM100, KKBQ 21-17, KITY 32-25, KISN 39-33, KUBE 28-24, K106 40-30, KTUX 40-33, KJ103 28-22, KSNB 37-31, KQCR 35-24.

GRACES "Lay Down Your Arms" (A&M)

Reports: 126. Moves: Up 50, Debuts 7, Same 60, Down 1, Adds 8, WNNK, WKSJ, 99WAYS, HOT92, WGRD, KOY-FM, WPRR, KBOZ, WXKS 33-30, WKEE 33-30, WLAN 38-34, K106 21-17, WQUT 23-19, KTUX 26-22, KZIO 27-23, WTBX 29-25, 95XXX 35-27, WVBS 35-30.

LIVING COLOUR "Glamour Boys" (Epic)

Reports: 123. Moves: Up 36, Debuts 29, Same 40, Down 0, Adds 18 including WXKS, CKOI, WDFX, KCPX, 99WGY, FLY92, KXX106, WDJX, WWCK, WRQN, WKSJ, WLRW, WEGX 27-22, PIRATE d-19, WERZ 32-25, WPST 23-18, Z106 40-33, WZOK 34-26, KCMQ 34-29.

SEDUCTION "You're My One And Only (True Love)" (Vendetta/A&M)

Reports: 121. Moves: Up 64, Debuts 12, Same 33, Down 4, Adds 8, Q102, 94TYX, WDLX, Z99, WRQN, WHOT, Q104, KCMQ, WXKS 19-15, HOT97 16-12, Z100 19-15, PRO-FM 33-27, KITY 11-9, KIS 7-5, PWR106 10-7, FM102 9-6, WKEE 24-20, KZZB 12-8, WWCK 32-29. See Parallels, moves 30-28 on the CHR chart with 82% of the action charted and 38% is Top 15 or better.

TOM PETTY "Runnin' Down A Dream" (MCA)

Reports: 120. Moves: Up 73, Debuts 12, Same 24, Down 5, Adds 6, Q105, KCPX, WKRZ, KAY107, WYKS, KPXR, WXKS 22-16, WMMS 1-1, Q95 12-10, PIRATE 10-7, 92X 10-9, KZIO 40-33, WIXX 12-7, KSNB 21-11, KZZU 10-7, KHXY 8-2. See Parallels, moves 35-33 on the CHR chart with charted airplay at 93% Top 15 or better moves at 40%.

B-52'S "Love Shack" (Reprise)

Reports: 111. Moves: Up 37, Debuts 16, Same 30, Down 0, Adds 28 including WEGX, KEGL, 99WGY, WSPK, WRCK, WYCR, KZZB, KZFM, WAPE, Y107, KJ103, WXKS 24-19, Y108 24-19, KKLQ 28-23, K106 19-10, Z99 27-21, B98 30-24, KNIN 20-12.

DOOBIE BROTHERS "Need A Little Taste Of Love" (Capitol)

Reports: 106. Moves: Up 64, Debuts 2, Same 34, Down 6, Adds 0 including WZOU 31-29, Q95 14-11, WPST 24-21, WBBQ 26-23, WQUT 33-25, WRVQ 30-25, WDLX 23-20, WPHR 27-22, KQKQ 22-16, FM104 22-19, 95XIL 18-9, WQID 31-28, KWTO 16-13, KFMW 9-7, WIFC 16-12.

BAD ENGLISH "When I See You Smile" (Epic)

Reports: 89. Moves: Up 4, Debuts 0, Same 1, Down 0, Adds 84 including WZOU, B94, PWR99, KKBQ, KRBE, Q105, PIRATE, KXYQ, KWOD, KISN, KWSS, JET-FM, WBBQ, I95, KZFM, WDLX, 95XXX, KEGL 17-12, WKBO 39-31, BJ105 32-26.

SHARON BRYANT "Let Go" (Wing/Polydor)

Reports: 79. Moves: Up 33, Debuts 5, Same 29, Down 0, Adds 12, B96, KS104, KISN, WLAN, WRCK, 94TYX, KKRD, KQMQ, WOMP, KNOE, WVBS, KTRS, KJMJ 2-1, HOT977 14-10, KPRR 19-15, WGRD 19-10, KIKI 15-10, WQID 21-16, SLY96 22-10. Charting at 65% of those stations playing it.

UNDERWORLD "Stand Up" (Sire/WB)

Reports: 77. Moves: Up 25, Debuts 5, Same 39, Down 1, Adds 7, KTUX, KWNZ, G98, WHOT, B98, KSMB, KNOE, KXXR 13-10, KWOD 23-20, WBBQ 40-36, KZZB 38-35, WCGQ 40-37, KRZR 13-9, KZZU 23-20, 99KG 20-16, KPAT 25-21, KFMW 17-13.

DINO "Sunshine" (4th & Broadway/Island)

Reports: 70. Moves: Up 8, Debuts 12, Same 21, Down 0, Adds 29 including PRO-FM, KKBQ, KRBE, B96, PWR106, FM102, KISN, WNNK, WTIC, K98, KKYK, BJ105, KQKQ, KKSS, KOY-FM, HOT97 31-29, KTFM 28-25, WWCK 36-28, KLUC 24-19.

YOUNG MC "Bust A Move" (Delicious Vinyl/Island)

Reports: 70. Moves: Up 40, Debuts 0, Same 20, Down 3, Adds 7, HOT97, B93, KJ103, KQKQ, WRQN, 95XXX, WQID, WXKS 32-26, PRO-FM 30-25, WHYT 11-7, KIS 11-7, PWR106 12-9, KMEL 1-1, X100 5-3, WTIC 12-10, KZZB 13-9, KIKI 1-1. The West leads with the South close behind with 84% of the airplay charted and hot reports at 23%.

KEVIN PAIGE "Don't Shut Me Out" (Chrysalis)

Reports: 64. Moves: Up 28, Debuts 4, Same 26, Down 0, Adds 6, HOT97, KITY, WQUT, KQIZ, B98, KCMQ, Q102 35-32, Y108 28-23, WSPK d-40, KZFM 28-22, BJ105 30-28, KJ103 22-18, KCAQ 35-31, 95XXX 26-23, WAZY 27-24, KZOO 34-29, SLY96 21-18. 69% of the airplay has charted.

STAGE DOLLS "Love Cries" (Chrysalis)

Reports: 53. Moves: Up 30, Debuts 0, Same 19, Down 3, Adds 1, WKDD, KXXR 5-3, WKBO 17-13, WSPK 13-9, WYCR 30-27, WSSX 26-18, WQUT 6-3, K92 25-20, KTUX 32-26, KLQ 28-25, KATM 8-5, WKFR 40-32, KFMW 38-32, OK95 13-10.

TEXAS "I Don't Want A Lover" (Mercury)

Reports: 50. Moves: Up 11, Debuts 9, Same 25, Down 0, Adds 5, JET-FM, WABB, WHOT, WDBR, KFMW, WXKS 35-32, KXYQ 27-24, KWOD 29-25, KTUX d-36, KLQ 26-22, KSNB 38-32, KZZU d-33, KNIN d-37, KYYY d-36, KPAT 38-34, ZFUND 21-15, OK95 40-36.

SIGNIFICANT ACTION

SOULSISTER "Way To Your Heart" (EMI)

Reports: 46. Moves: Up 4, Debuts 2, Same 17, Down 0, Adds 23 including CKOI, KKLQ, X100, JET-FM, KZZB, WCGQ, WZYP, KTUX, KZIO, WZOK, Z103, Y94, WPRR, SLY96, KDWB 30-27, KLUC 40-37, KQCR 38-35, KPAT 34-27.

MOST ADDED	MOST ACTIVE	HOTTEST
BAD ENGLISH (84)	POCO (83)	MILLI VANILLI (158)
BOBBY BROWN (41)	TOM PETTY (80)	WARRANT (138)
MARTIKA (33)	TINA TURNER (78)	SKID ROW (87)
NEW KIDS ON.../Cover (31)	SEDUCTION (72)	NEW KIDS ON... (78)
DINO (29)	LIVING COLOUR (65)	GLORIA ESTEFAN (75)
B-52'S (28)	DOOBIE BROTHERS (60)	SURFACE (69)
SOULSISTER (23)	MARTIKA (57)	JANET JACKSON (61)
BABYFACE (21)	GRACES (56)	CHER (59)
TEARS FOR FEARS (20)	B-52'S (53)	MADONNA (59)
NEW KIDS ON.../Didn't (19)	SHARON BRYANT (38)	JEFF HEALEY... (43)
TINA TURNER (19)		

Most Active = Ups + Debuts - Downs

KON KAN "Puss 'n' Boots/These Boots Are Made For Walkin'" (Atlantic)

Reports: 46. Moves: Up 19, Debuts 6, Same 16, Down 0, Adds 5, KIS, WTIC, Z102, KWNZ, KMOK, KKBQ 24-16, WHYT d-24, KCPX d-38, KWSS 29-23, K98 d-27, K106 11-4, KZZB 33-28, KZFM 32-23, Z99 d-38, KKMGM 33-28, KCAQ 25-22, WQID 15-10. The South & West are out in front with 65% of the airplay charted.

NEW KIDS ON THE BLOCK "Cover Girl" (Columbia)

Reports: 45. Moves: Up 8, Debuts 2, Same 4, Down 0, Adds 31 including WKSE, PRO-FM, WAVA, Y100, Z95, WKTI, KDWB, WLOL, KIS, KWOD, KC101, KPRR, HOT92, KYNO, KROY.

MOVING PICTURES "What About Me" (Geffen)

Reports: 45. Moves: Up 26, Debuts 2, Same 7, Down 2, Adds 8, WKSE, KS104, WERZ, KKRD, KATM, WPRR, WKPE, WHOT, B94 18-14, WDFX 6-4, WKTI 13-9, KZZP 19-13, WPST 16-12, WSSX 14-8, KRQ 21-12. Solid in all regions with 82% charted airplay and hot reports at 16% with 57% of the action going Top 15.

COVER GIRLS "My Heart Skips A Beat" (Capitol)

Reports: 44. Moves: Up 18, Debuts 5, Same 14, Down 0, Adds 7, WIOQ, K106, WWCK, KSNB, KRQ, KWTO, KFBQ, HOT97 20-9, PWR106 29-23, K98 29-23, KZFM 29-18, KIKI 24-17, KCAQ 38-32. Charting at 66% of those playing it.

CHRISTOPHER WILLIAMS "Talk To Myself" (Geffen)

Reports: 43. Moves: Up 22, Debuts 0, Same 15, Down 0, Adds 6, WXKS, FM102, WRCK, KZFM, WRQN, WAZY, KJMZ 23-19, KITY 7-4, HOT977 16-11, KPRR 34-27, KKMGM 21-14, KIKI 14-8, KWNZ 12-9, WQID 34-29, KZOO 28-24. 72% of the reports are charted.

LOVE AND ROCKETS "No Big Deal" (RCA)

Reports: 38. Moves: Up 1, Debuts 5, Same 21, Down 0, Adds 11, WXKS, WZOU, KLQ, Z99, WHOT, KRZR, WHOT, KISR, KWTX, KFTZ, KMOK, KXYQ d-25, KNIN d-32, KPAT 37-31.

VESTA "Congratulations" (A&M)

Reports: 38. Moves: Up 9, Debuts 2, Same 18, Down 0, Adds 9, B96, WWSR, WLAN, WOVV, WKZL, KQMQ, KLUC, KQIZ, KTRS, WXKS 26-22, KITY 14-11, FM102 d-23, KZFM 25-16.

KIX "Don't Close Your Eyes" (Atlantic)

Reports: 37. Moves: Up 9, Debuts 4, Same 16, Down 0, Adds 8, PIRATE, WWCK, WMHE, WHOT, WQID, KSMB, WPFM, KHXY, KXXR 18-14, Z99 22-18, KRZR 9-4, KNIN 26-21.

WHITE LION "Radar Love" (Atlantic)

Reports: 36. Moves: Up 4, Debuts 10, Same 8, Down 0, Adds 14 including WZPL, WHHY, KTUX, WWFX, 95XXX, WKSJ, WJMX, KIXY, WVBS, WIBW, WIFC, KXYQ 26-21, KLQ 35-29, OK95 30-24.

PAUL McCARTNEY "This One" (Capitol)

Reports: 32. Moves: Up 5, Debuts 2, Same 24, Down 0, Adds 1, 99KG, WZOU d-34, KRBE on-dp, WERZ 39-34.

NEW KIDS ON THE BLOCK "Didn't I Blow Your Mind" (Columbia)

Reports: 31. Moves: Up 6, Debuts 4, Same 2, Down 0, Adds 19 including B94, B97, WGH, KTFM, KKLQ, WTIC, BJ105, Z102, KIKI, WKPE, WKSE 28-23, WIOQ 9-5, PWR96 28-22, X100 11-4, KC101 21-15.

DEBBIE GIBSON "We Could Be Together" (Atlantic)

Reports: 30. Moves: Up 3, Debuts 3, Same 13, Down 0, Adds 11, KTFM, WKBQ, K98, KZZB, Y107, HOT92, KQKQ, WPRR, WQID, KFBQ, KTMT, KITY d-32, B93 40-35.

BARDEUX "I Love The Bass" (Enigma)

Reports: 29. Moves: Up 1, Debuts 6, Same 10, Down 0, Adds 12, KJMZ, PWR106, X100, K106, WHOT, KKSS, KKMGM, KSMB, KIXY, KTRS, KZOO, SLY96, KITY d-26, HOT977 d-29.

WINGER "Hungry" (Atlantic)

Reports: 27. Moves: Up 2, Debuts 6, Same 10, Down 0, Adds 9, WSSX, WZYP, KLQ, KATM, FM104, WOMP, KCMQ, KWTO, KFBQ, WDFX d-19, WOKI d-30, 92X d-24, KQHT d-29, KHXY 29-23.

SIMPLY RED "You've Got It" (Elektra)

Reports: 26. Moves: Up 0, Debuts 1, Same 15, Down 0, Adds 10, WZOU, KWNZ, WWFX, WKSJ, Q104, KPAT, WFR, WIBW, KFBQ, KMOK, KITY d-34.

CULT "Eddie (Ciao Baby)" (Sire/Reprise)

Reports: 23. Moves: Up 2, Debuts 4, Same 10, Down 0, Adds 7, WXKS, WPST, KATM, WJMX, KIXY, WIBW, KTMT, KEGL d-20.

TREVOR RABIN "Something To Hold On To" (Elektra)

Reports: 22. Moves: Up 3, Debuts 1, Same 14, Down 0, Adds 4, WSPK, KZZU, WPFM, KNIN, KXXR 25-20, KXYQ on, KRZR 23-18.

DONNA SUMMER "Love's About To Change My Heart" (Atlantic)

Reports: 21. Moves: Up 8, Debuts 1, Same 11, Down 0, Adds 1, B93, WXKS 10-8, KITY 34-29, HOT977 32-28.

TESLA "Love Song" (Geffen)

Reports: 19. Moves: Up 2, Debuts 2, Same 8, Down 0, Adds 7, KXXR, KWOD, KUBE, 92X, KLQ, FM104, ZFUN, KRZR d-27, 99KG 40-36, KHXY 30-25.

TEDDY RILEY featuring GUY "My Fantasy" (Motown)

Reports: 19. Moves: Up 5, Debuts 2, Same 9, Down 0, Adds 3, KTFM, WCKZ, KKSS, KJMZ 20-11, KITY 27-21, FM102 16-12, KKMGM 6-3, KYNO 24-17.

2 LIVE CREW "Me So Horny" (Luke Skywalker)

Reports: 18. Moves: Up 5, Debuts 2, Same 7, Down 0, Adds 4, KS104, KKLQ, X100, KZZB, HOT97 27-22, PWR96 1-1, FM102 25-20, KIKI 26-19. Strong major market action.

ZIGGY MARLEY & MELODY MAKERS "Look Who's Dancing" (Virgin)

Reports: 16. Moves: Up 7, Debuts 1, Same 6, Down 0, Adds 2, Y100, 95XXX, WXKS 21-14, 99WGY 37-31, KQMQ 29-14.

BEACH BOYS "Still Cruisin' (After All These Years)" (Capitol)

Reports: 16. Moves: Up 11, Debuts 0, Same 4, Down 1, Adds 0 including KISN 25-17, WINK 32-27, WTBX 26-20, Q101 36-31, KFMW 28-24, WIFC 13-9, KBOZ 24-19, KFTZ 30-26.

HENRY LEE SUMMER "Don't Leave" (CBS Associated)

Reports: 16. Moves: Up 6, Debuts 0, Same 10, Down 0, Adds 0 including Q102 34-30, KSNB 40-34, 99KG 37-33, KPAT 40-35.

THIRD WORLD "It's The Same Old Song" (Mercury)

Reports: 12. Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 0 including WPLJ on, Y107 d-30.

GIANT "I'm A Believer" (A&M)

Reports: 11. Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 7, KATM, KWNZ, 95XIL, KNIN, KPAT, ZFUN, OK95.

ALICE COOPER "Poison" (Epic)

Reports: 11. Moves: Up 1, Debuts 3, Same 1, Down 0, Adds 6, KXYQ, I95, Z102, WPHR, 92X, OK95, KXXR 16-12, PIRATE d-18, KATM d-22.

SINITTA "Right Back Where We Started From" (Atlantic)

Reports: 10. Moves: Up 5, Debuts 0, Same 2, Down 0, Adds 3, WWCK, KIXY, KZOO.

E.G. DAILY "Some People" (A&M)

Reports: 10. Moves: Up 4, Debuts 0, Same 5, Down 0, Adds 1, KZZB, KIXY 39-30, KFMW 40-35.

TERRY TATE "Babies Having Babies" (Atlantic)

Reports: 10. Moves: Up 4, Debuts 0, Same 5, Down 0, Adds 1, KLUC, FM102 26-19, KYNO 33-27.

SYBIL "Don't Make Me Over" (Next Plateau)

Reports: 10. Moves: Up 3, Debuts 2, Same 4, Down 0, Adds 1, Z100, KJMZ 4-2, KKLQ d-28, WCKZ 29-23.

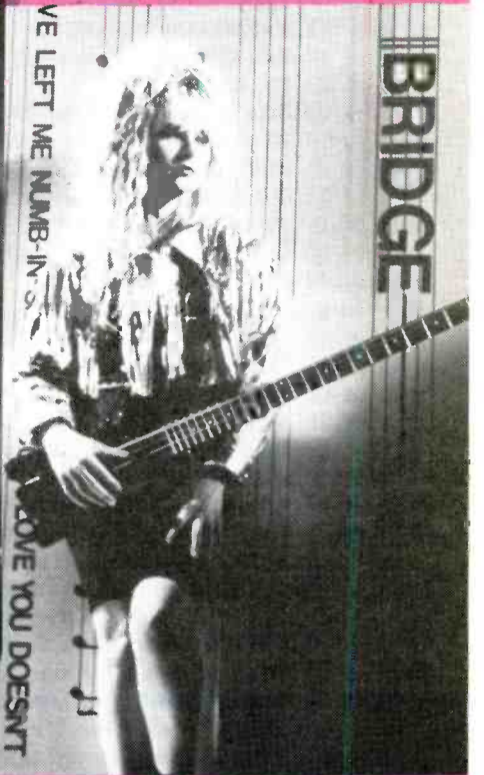
BULLETHEAVENS "Smooth Up" (WB)

Reports: 10. Moves: Up 3, Debuts 0, Same 1, Down 5, Adds 1, WSSX, WQUT 9-6, KMYZ 19-18, 99KG 12-10.

1927 "That's When I Think Of You" (Atlantic)

Reports: 10. Moves: Up 4, Debuts 0, Same 4, Down 2, Adds 0 including KMOK 22-19, KHXY 28-24.

THE FUZZ BUZZ IS ON



"SELF!"

The First Single And Video From

**U.K. ALBUM
DEBUT #5**

Just One of 10 Explosive Hits
On Their New Album Big Bang!

FUZZBOX



Produced by Andy Richards
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NATIONAL AIRPLAY OVERVIEW

CHR

CHR chart table with columns: 3, 2, WKS, WKS, LW, TW. Lists artists like Gloria Estefan, Milli Vanilli, New Kids on the Block, Warrant, Paula Abdul, Cher, Surface, Madonna, Skid Row, BEE GEES, Soul II Soul, Richard Marx, Neneh Cherry, Janet Jackson, Jeff Healey Band, Cure, Starship, Fine Young Cannibals, Exposé, Prince, Babyface, Michael Bolton, Rolling Stones, Roxette, Katrina & The Waves, Tears For Fears, Michael Morales, Seduction, Don Henley, Karyn White, Aerosmith, Bobby Brown, Tom Petty, Bobby Brown, Motley Crue, Grayson Hugh, Jody Watley, Eric B. & Rakim, Great White, Elton John, POCO.

N&A Pg. 130; Playlists Pg. 118; Parallels Pg. 123

ADULT CONTEMPORARY

ADULT CONTEMPORARY chart table with columns: 3, 2, WKS, WKS, LW, TW. Lists artists like BEE GEES, Cher, Surface, Michael Bolton, Beach Boys, Madonna, Don Henley, Cutting Crew, Patti LaBelle, Richard Marx, Donny Osmond, Elton John, Dion, Jeff Healey Band, Natalie Cole, Jimmy Buffett, Gloria Estefan, Rick Astley, Jackson Browne, Kenny Rogers, Van Morrison, POCO, Swing Out Sister, Waterfront, Doobie Brothers, Bonnie Raitt, Darryl Tookes, Barry Manilow, Chris Rea, Simply Red.

AC Music Begins Pg. 105

URBAN CONTEMPORARY

URBAN CONTEMPORARY chart table with columns: 3, 2, WKS, WKS, LW, TW. Lists artists like Maze, Eddie Murphy, Eric Gable, After 7, E.U., Sharon Bryant, Soul II Soul, Natalie Cole, D'atra Hicks, Regina Belle, Jacksons, Sybil, Janet Jackson, O'Jays, Christopher Williams, Michael Cooper, Teddy Riley, Peabo Bryson, Levert, Isley Brothers, Terry Tate, Surface, Bobby Brown, Rhonda Clark, Temptations, Mica Paris, Mother's Finest, Prince, Grady Harrell, Patti LaBelle, James Ingram, Finest Hour, Jermaine Jackson, Full Force, Miles Jaye, Koolha, Cool Moe Dee, Pieces of a Dream, Babyface, Cheryl Lynn.

New & Active, TOP 10 Recurrents Pg. 102

NEW ROCK

NEW ROCK chart table with columns: LW, TW. Lists artists like Hoodoo Gurus, B-52's, Ocean Blue, Red Hot Chili Peppers, Stone Roses, Pogues, Big Audio Dynamite, Z. Marley & The Melody, Max Q, Cure.

Complete TOP 30 New Rock Chart Pg. 112

NAC

NAC chart table with columns: LW, TW. Lists artists like Pat Metheny, Sam Cardon, Spyro Gyra, Michael Tomlinson, Jim Chappell, Tom Coster, George Benson, Richard Elliot, Tuck & Patti, Acoustic Alchemy.

Complete TOP 30 NAC Chart Pg. 116

CONTEMPORARY JAZZ

CONTEMPORARY JAZZ chart table with columns: LW, TW. Lists artists like Pat Metheny, Stanley Turrentine, George Benson, Yellowjackets, Lou Rawls, C. Hollyday, Harry Connick Jr., David Friesen, William Galison, Rob Mullins.

Complete TOP 30 Contemporary Jazz Chart Pg. 116

AOR TRACKS

AOR TRACKS chart table with columns: 3, 2, WKS, WKS, LW, TW. Lists artists like Rolling Stones, Aerosmith, Trevor Rabin, POCO, Don Henley, Starship, Joe Cocker, Tom Petty, Tears For Fears, Stage Dolls, Motley Crue, Warrant, Jethro Tull, Mick Jones, Jackson Browne, Melissa Etheridge, Alarm, Rolling Stones, Jefferson Airplane, Anderson Bruford Wakeman, Alice Cooper, George Harrison, Billy Squier, Ten Years After, Rolling Stones, Cult, Call, Texas, Blue Murder, Skid Row, Elton John, World Trade, Stevie Ray Vaughan & Double Edge, Bonham, Giant, Cure, Molly Hatchet, James McMurtry, Don Henley, D.A.D.

Complete TOP 60 Tracks Chart Pg. 110; LP Chart Pg. 108

COUNTRY

COUNTRY chart table with columns: 3, 2, WKS, WKS, LW, TW. Lists artists like Judds, Rodney Crowell, Steve Wariner, Clint Black, Lionel Cartwright, Baillie & The Boys, Alabama, Ricky Van Shelton, Willie Nelson, Hank Williams Jr., Forester Sisters, Desert Rose Band, Restless Heart, George Strait, Suzy Bogguss, Bellamy Brothers, Merle Haggard, Kathy Mattea, Skip Ewing, Eddy Raven.

BREAKERS

BREAKER 35 KENNY ROGERS/The Vows Go Unbroken (Reprise)

DEBUTS

- DEBUT 46 PATTY LOVELESS/The Lonely Side Of Love (MCA)
DEBUT 47 TRAVIS TRITT/Country Club (WB)
DEBUT 48 LORRIE MORGAN/Out Of Your Shoes (RCA)

Complete TOP 50 Country Chart Pg. 99