

## INSIDE:

## THE STORY BEHIND THE SWEEP

The numbers tell you *who* won . . . R&R's quarterly "Ratings Strategy Review" tells you *how*. Check out the results of our exclusive, 225-station-strong spring survey for revealing data on:

- Outside media usage
- Direct mail
- Popular prizes
- Top imaging slogans

Plus: ratings breakouts from the Top 100 markets.

Page 29

## TUCKER'S SURVIVAL GUIDE

Thriving in today's constantly changing business environment requires successful information-gathering techniques. Innovation expert **Robert Tucker** explains how to stay abreast of change . . . and ahead of the pack.

Page 70

## TALKIN' 'BOUT A REVOLUTION

The vast changes taking place in sales and marketing amount to nothing less than an advertising revolution. **Chris Beck** details nontraditional strategies that can turn potential losses into profits. Also included: Beck's "Ten Sales Predictions For The '90s."

Page 32

## B/EZ-TO-AC RECAP

Over a dozen major market stations flipped from Beautiful Music/Easy Listening to AC in the past year, hoping to attract younger, more saleable demos. **Mike Kinoshian** analyzes the results.

Page 106

## STATIONS TAKE RAP FOR ADS

Dealing with musically incompatible commercials has always been a thorny issue at image-conscious AORs. The recent Taco Bell campaign starring **Young MC** made more than a few PDs nervous — especially when negative calls began to light up switchboards.

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## EXCLUSIVE RESULTS

## First Annual R&amp;R Sales Management Survey

The Reagan administration's lifting of the 18-minute spotload ceiling apparently hasn't gone to broadcasters' heads — the average station plays only 11.4 minutes per hour. This and other exclusive results, covering spotloads to salaries by for-

mat and market size, can be found in R&R's "First Annual Radio Sales Management Survey" of 1000 top radio stations.

Among other highlights:

- Stations place a premium on sales training and development, with 93.4% saying they conduct in-house sales training. And nearly 60% of stations employ an outside sales consultant, while close to 80% provide off-site training.

- On average, minorities comprise 12.9% of a station's sales staff, while women make up 53.4%. Not surprisingly, Urban outlets hire a larger propor-

tion of minorities (69.5%). Interestingly, Country sales staffs have more minorities than AC outlets do (11.7% vs. 8.3%).

- Nearly two-thirds of salespeople are under 35 years old. Another 30% fall in the 35-49 category.

- Slightly more than 93% of all stations use a rep firm. With the recent trend toward rep consolidation, only 57% of major market stations (1-50) say their station is the only one in the market represented by their rep.

For further details, see Page 17 of this week's R&R.

## Baldassano Becomes ABC Networks VP/Programming



Corinne Baldassano

Corinne Baldassano has been named VP/Programming for the ABC Radio Networks. She replaces Tom Cuddy, who left in March to become VP/Programming at Cap Cities/ABC's WPLJ/New York.

She'll oversee the network's Entertainment Programming Department, the Tour Marketing and Merchandising Division, and ABC Watermark, which produces "American Top 40" and "American Country Countdown."

Division President **Robert Callahan** stated, "Corinne is smart, energetic, and creative. Her diverse radio experience will bring valuable insight to key programming decisions."

"This is a wonderful opportunity to put all the experience I've gained over the years in radio programming, sales, and management into a challenging

BALDASSANO/See Page 65

## Digital Dominates NAB Radio '90

## Delco Pushes Full Steam Ahead On Radio Data System

Smart car radios that provide listeners with digital data readouts as well as music probably will be in widespread use within five years. That's the prediction of engineers attending NAB's "Radio '90" convention in Boston this week. The technological future of the industry and its embrace of digital broadcasting are the prime topics of discussion at the conference, which kicked off with engineering sessions at the Hynes Convention Center.

"More than any time in our industry's history, our current technological agenda of priorities will affect all of us — in all-sized markets, AM and FM, in every format. DAB looms in front of us as either a threat or a new, incredible opportunity," commented NAB Radio Chairman **David Hicks** in a welcoming statement.

## RDS Test Sites

Dozens of engineers were on hand Tuesday (9/11) to discuss

the latest developments in radio data system (RDS) technology, which uses FM subcarriers to digitally broadcast additional data such as news headlines or traffic information. The system is being used extensively in Europe, where it was developed, and tests are currently underway in several U.S. locations.

NAB/See Page 65

## FCC Audits Find Stations Overpricing Candidate Spots

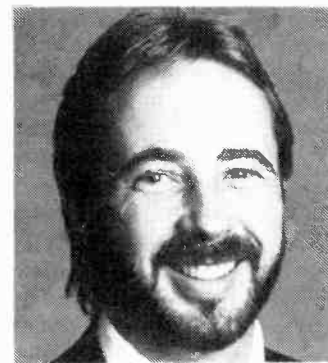
Broadcasters' failure to fully disclose their sales policies to political candidates may account for the "widespread" violations of the FCC's "lowest unit cost" rule of political advertising. The agency charged 30 radio and television stations with such violations in a report released Friday (9/7), based on recent surprise audits of their political files.

The report speculates that "candidates' strong motivation to buy only [more expensive] non-preemptible spot advertising may be attributed to a lack of disclosure about a station's sales practices, particularly the realities of preemptibility, make goods, and other available specialized discount packaging programs."

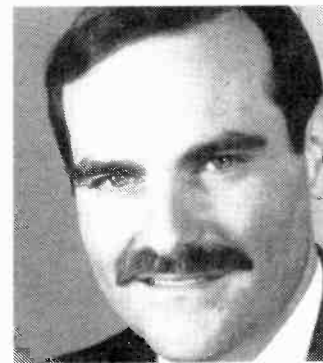
FCC AUDITS/See Page 66

## Gannett Transfers PDs

Richards Moves To KIIS, Hallam To KKBQ



Bill Richards



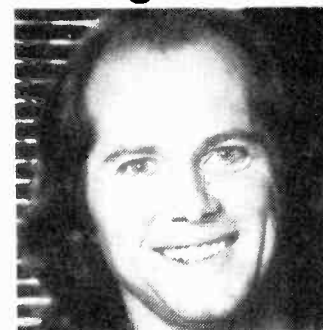
Dene Hallam

Gannett has transferred KKBQ/Houston PD **Bill Richards** to a similar spot at KIIS-AM & FM/Los Angeles. He replaces VP/Programming-Station Manager **Gerry DeFrancesco**, who recently left to join Pyramid's WSNI/Philadelphia as VP/OM.

KCMO-AM & FM/Kansas City Director/Operations & Programming **Dene Hallam** replaces Richards as KKBQ PD. Hallam had originally resigned to accept the PD post at KRSR (Star 105)/Dallas, but decided to stay with Gannett.

GANNETT/See Page 65

## WB Promotes Puvogel To VP



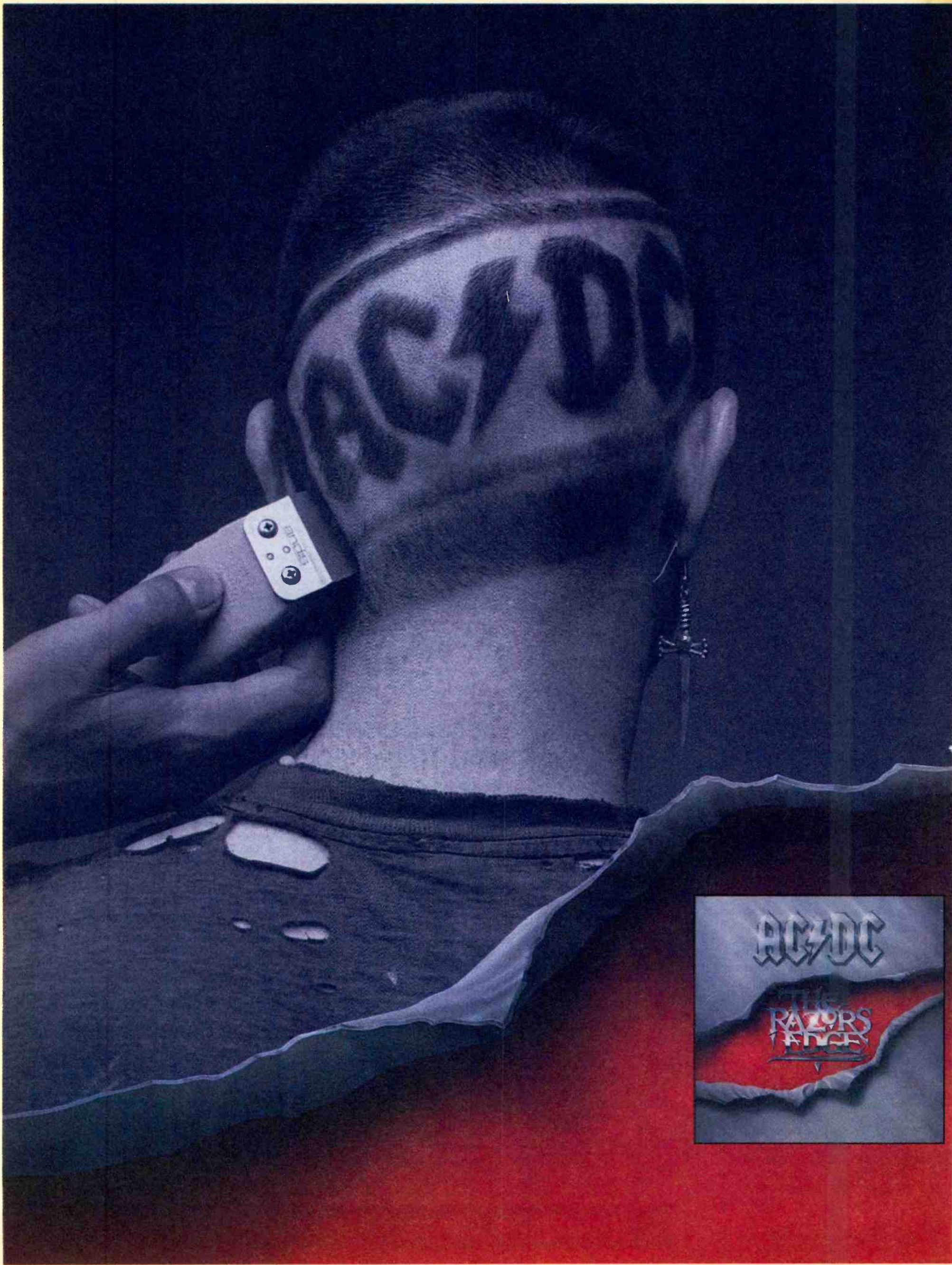
Kenny Puvogel

**Kenny Puvogel** has been elevated from National Album Promotion Director to VP/Promotion at Warner Bros. He'll remain at the label's Burbank headquarters, reporting to President **Lenny Waronker** and Sr. VP/Marketing & Promotion **Russ Thyret**.

"Kenny's extensive and distinguished tenure with Warner Bros. makes this appointment especially well-deserved," said

PUVOGEL/See Page 65







5 #1 SINGLES  
FROM A DEBUT ALBUM –  
MORE MUSIC HISTORY!

# CLINT BLACK

*Killin' Time*



FIRST ARTIST TO ACHIEVE FIVE #1 SINGLES  
FROM A DEBUT ALBUM IN ANY MUSIC FORMAT\*

“A BETTER MAN” • “KILLIN’ TIME”  
“NOBODY’S HOME” • “WALKIN’ AWAY”  
“NOTHING’S NEWS”

\*Radio and Records™ Issue 8/31/90





## MUSICAL FIRSTS

- FIRST NEW MALE COUNTRY ARTIST IN HISTORY TO OCCUPY THE #1 POSITION WITH DEBUT SINGLE
  - FIRST NEW ARTIST TO RECEIVE 4 ACM AWARDS –  
MALE ARTIST OF THE YEAR  
NEW MALE ARTIST  
ALBUM OF THE YEAR – *KILLIN' TIME*  
SINGLE OF THE YEAR – “A BETTER MAN”
- FIRST NEW ARTIST TO RECEIVE #1 & #2 SONGS OF THE YEAR IN BOTH *R&R* AND *BILLBOARD'S* YEAR END ISSUE AWARDS –  
“A BETTER MAN”  
“KILLIN' TIME”



## KILLIN' TIME – THE FACTS

- CERTIFIED GOLD IN LESS THAN 5 MONTHS OF IT'S RELEASE
- #1 ON *BILLBOARD'S* COUNTRY LP CHART FOR 28 WEEKS
- OCCUPIED *BILLBOARD'S* POP LP CHART FOR 64 WEEKS
  - SALES APPROACHING *DOUBLE PLATINUM*

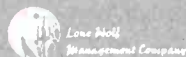


## FOUR CMA NOMINATIONS

- ENTERTAINER OF THE YEAR
  - MALE VOCALIST
- SONG OF THE YEAR – “KILLIN' TIME”
- SINGLE OF THE YEAR – “KILLIN' TIME”

THANKS TO EVERYONE FOR MAKING CLINT BLACK & *KILLIN' TIME*  
A NON-STOP RECORD-BREAKING SUCCESS

**LOOK FOR CLINT'S NEW RELEASE  
*PUT YOURSELF IN MY SHOES* ARRIVING SOON!**



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# GET THIS INTO YOUR HEAD.

## THE RAZORS EDGE

91413

*Their new album.  
Featuring the first track and video  
"Thunderstruck."*

*U.S. Tour starts October 31, 1990.*

Management: Stewart Young/Steve Barnett  
for Part Rock Management, Ltd.

Produced by Bruce Fairbairn



**On Atco.**

© 1990 Atlantic Recording Corp. A Time Warner Company



# THINK ABOUT IT!

## INFORMATION SOCIETY



**"THINK"**

**THE NEW SINGLE**

FROM THE NEW ALBUM  
**HACK**

PRODUCED BY  
FRED MAHER AND  
INFORMATION SOCIETY  
MANAGEMENT:  
SCOTT MEHNO/ BANG  
COMMUNICATIONS



# Morgan Creek Music Group Launched

Robinson Chairman/CEO;  
Mazza, Kershenbaum Co-Presidents



Jim Mazza, James G. Robinson, and David Kershenbaum

James G. Robinson, Chairman/CEO of independent film company Morgan Creek Productions, has formed the Morgan Creek Music Group. Record industry veteran Jim Mazza and record producer David Kershenbaum have been

## Lind Set As Group VP At Capitol



Bob Lind

WWMX/Baltimore VP/GM Robert Lind has added VP/Radio Group duties with WWMX owner Capitol Broadcasting Co. He succeeds Jon Coleman, who resigned last month, and will remain in Baltimore as he oversees WRAL/Raleigh, WRNL & WRXL/Richmond, and WSTF/Orlando.

"We're excited to have someone of Bob's caliber lead the radio

LIND/See Page 66

## Kenny To Join KJQY As VP/GM

Five-year CHR WYHY/Nashville VP/GM Mike Kenny has been tapped for similar duties at Command's KJQY (Sunny 103.7)/San Diego. His appointment at the former B/EZ-turned-AC outlet becomes effective September 24. Shortly after Kenny's arrival, Legacy will take control of the station. Former Noble Broadcast Group Exec. VP/COO Norm Feuer had been serving as interim GM.

Command President Carl Brazzell noted, "Mike is an outstanding operator with a tremendous success record. He's the ideal manager to guide Sunny 103.7 to new heights."

Kenny told R&R, "Sunny 103.7 is a perfect station for San Diego; it makes sense to call us 'Sunny.' I'll be in Boston [at the NAB] talking to potential PD candidates. Jay

KENNY/See Page 66

named Co-Presidents of the West Coast-based entity.

With a reported working capital fund of \$100 million, the Music Group will include a full-service multilabel record company as well as a music publishing operation, a film soundtrack division, and recording studio interests.

Robinson stated, "I'm delighted to be in business with two of the top creative and executive talents in the music world. Our expansion in the music industry reflects my earliest plans to diversify Morgan

MORGAN CREEK/See Page 66

## Elektra Appoints Promotion Executives

Morrow Urban Sr. Director; Silva Heads Midwest CHR

Elektra Entertainment has promoted Joe Morrow from National Director/Urban Promotion to Sr. Director/Urban Music Promotion & Marketing. Concurrently, former EMI Northeast Regional Promotion Manager George Silva has been named Midwest National Director/CHR Promotion. He replaces Todd Cavanah, who resigned to join CHR WBBM-FM (B96)/Chicago as MD/midday air talent.

Morrow will be based at the label's L.A. offices, reporting to VP/Urban Marketing & Promotion Doug Daniel. Silva will relocate to Chicago and report to Sr. VP/Promotion Rick Alden.

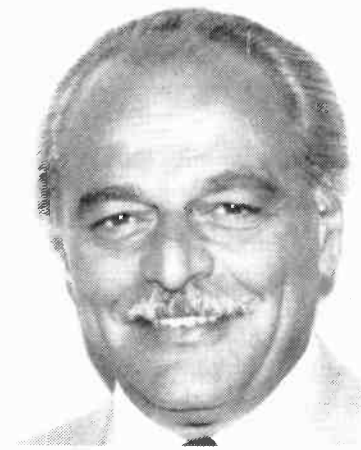
Daniel said, "The Urban market is in a period of extraordinary growth and diversity. I feel fortunate to have someone as knowledgeable and dedicated as Joe overseeing this vital and exciting

## WJLB Names Hegwood PD

Urban WJLB/Detroit has named two-year KHYS/Houston PD Steve Hegwood to a similar post, effective October 1. He replaces James Alexander, who is reportedly exiting the Booth American outlet to program WGCI-FM/Chicago.

WJLB VP/GM Verna Green told R&R, "We're excited to have Steve."

Hegwood told R&R, "I'm looking forward to the challenge of maintaining the highly rated WJLB." He's previously programmed KYOK/Houston and Milwaukee stations WLUM and WNOV.



Nick Maria

## Atlantic Boosts Maria To Sr. VP

Atlantic VP/Sales Nick Maria has been named a Sr. VP. As he joins Atlantic's senior executive staff, he'll continue to work out of the label's New York headquarters.

Atlantic President/COO Doug Morris commented, "During his 16 years with Atlantic, Nick has repeatedly shown he's one of the most knowledgeable, experienced sales executives in the industry. Our ability to maximize visibility and sales on any given release is due to Nick's street smarts and consummate professionalism."

MARIA/See Page 66

sector of Elektra's business."

"I saw the way George worked with radio in Philadelphia and was tremendously impressed," said Alden. "In those days I viewed him as 'the main competition' in that market, and I'd always hoped we could work together."

Morrow first joined Elektra in 1978 as West Coast Regional Urban Promotion Director and went on to become Urban National Sales Director in 1981. After executive posts with Motown and Unlimited Gold Records, he rejoined Elektra in 1986 as Regional Director/Urban

ELEKTRA/See Page 66

## Acquaviva Takes WALK GM Spot

Peter Acquaviva has left the GM post at WGMD/Rehoboth, DE for a similar position at American Media AC WALK-AM & FM/Long Island, where he replaces Ron Gold.

American Media President Alan Beck commented, "[American Media co-principal] Art [Kern] and I are both excited about Peter's appointment. We believe the diversity of skills he brings, in combination with the best radio staff on Long Island, spells continued success for the market's powerhouse radio station."

Acquaviva noted, "This is a unique opportunity for me to join a vital, growing broadcast company at its flagship station. WALK's talented people deserve credit for creating a radio station that's known and respected far and wide. I look forward to working with all of them and continuing the WALK tradition."

SEPTEMBER 14, 1990

## REMOTE POSSIBILITIES

Improved telephone facilities and satellite technology have made live broadcasts more popular than ever. WPYX/Albany morning institution Bob Mason explains how the right remotes can increase audience . . . and profits.

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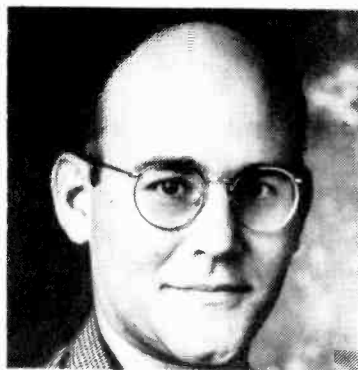
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Rich Schmidt

## Schmidt Enigma VP/Marketing

In his first official capacity, newly appointed Enigma Entertainment COO Joe Regis (R&R, 7/13) has named former Rhino Sr. Director/Promotion Rich Schmidt VP/Marketing.

Regis told R&R, "We're out to make Enigma a marketing-driven, artist development-based record company. We'll develop campaigns that will get noticed, with strategic strikes in the face of enormous marketplace competition."

Schmidt added, "I love the irony. I went from begging for adds to being begged for ads." Prior to this last stint at Rhino, Schmidt was Windham Hill Productions' National Promotion Director and Rhino Director/Promotion & Publicity.

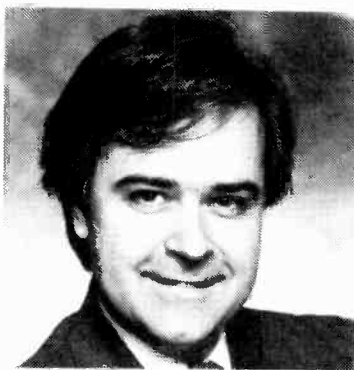
## Maxwell Takes VP/GM Post At WCMS-AM & FM

WTAR & WLTY/Norfolk VP/GM Dan Maxwell has been named VP/GM at crosstown Country combo WCMS-AM & FM. President/GM Marjorie Crump remains President, but is giving up some of the daily station duties. She's owned the station for 36 years with her husband, George, who's Chairman/CEO of WCMS, Inc.

She commented, "I've wanted to expand the creative side of what I do, but just haven't had the time. Dan was my only choice for this job. He's a true broadcast professional — one of the finest on the Eastern seaboard."

Maxwell, who worked at WCMS from 1972-77, said, "Who says you can't go home again? I had a great 13 years with [WTAR & WLTY owner] Landmark Communications, but I can't express the happiness I feel to be rejoining George and Marge Crump and the people at WCMS. The opportunity to come back to WCMS and its heritage of 36 years as a Country station is a great one."

Maxwell first joined WCMS as a parttime air talent/newsman in 1972 while in college. Upon graduation  
MAXWELL/See Page 65



Rick Rogers

## Rogers Named VP At PGD

Rick Rogers has been named VP/Field Marketing for PolyGram Group Distribution. He was most recently Sales Manager for TVSM Inc., and was instrumental in the launch of the cable publication *TV Entertainment*. He'll report to Sr. VP/Sales & Branch Distribution Jim Caparro.

Rogers will now oversee sales, product and artist development, jazz and classics regional managers, the college rep program, retail charts and reports, merchandising, and media planning.

Prior to TVSM, Rogers was Sales Manager at Time Warner Inc. and Retail Sales Manager for Hearst Publications.

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Judy Ellis  
WQHT NYC

We're winning and we keep on winning because we have a great radio station and a great marketing company!

Mike Ginsberg  
KWNR, Las Vegas



Cidney Betz  
President

Working with The TeleMart Company has kept WKFR #1 in Kalamazoo! If you want to maintain your strong, dominant position as we have, you work with the best people!

David Hicks  
WKFR, Kalamazoo

If you're looking for expert direct marketing strategies and results, the company I work with is The TeleMart Company!

Margaret Murphy  
WJIB, Boston

We have a unique radio station and we needed to let people know about what we had to offer with a very personal and "upscale" approach. We chose The TeleMart Company because they are the experts in dealing with listeners in a powerful, persuasive way that really works!

Brenda Adriaance  
KOAI, Dallas

Consistent, on-going, relationship building direct marketing is the key to ratings increases and revenue producing results! If this is what you're looking for, call today!

112 Washington Street Marblehead, MA 617/639-2007 Fax 617/639-1057

Over a billion dollars  
in radio station sales.

No one person has  
ever done more.

GARY STEVENS & CO.  
*Incorporated*

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230 Park Avenue Suite 2740 New York, NY 10169 (212) 697-0240



" KIIS radio made its mark in Radio history setting records in the early to mid-80s, attaining number one in virtually every demo from teens to 25 to 54. Then, we discovered that other stations had been studying our success, researching heavily, and suddenly we had *real* competition. We saw our audience being eroded, and we knew we had to do something about it!

When we began working with The Research Group, we were (and still are) being attacked aggressively. We needed expert strategists with proven, effective tactics to help us maintain and/or regain our position of dominance in the L.A. radio market, and specifically, in the CHR arena. Their special studies, particularly their Strategic Market Study and Music Essence Test, have helped us to fine-tune our music and revamp our programming and promotions to really win. Their people are always available - sometimes it seems like 24 hours a day - and they genuinely care about our success.

Our first step goal was to regain our #1 18 to 34 and #2 25 to 54 positions. The spring book saw that happen with lots more #1 and #2 positions in every key demo, including 12+, and from teens to 25 to 54.\* With the help of The Research Group we'll better that record in books to come."

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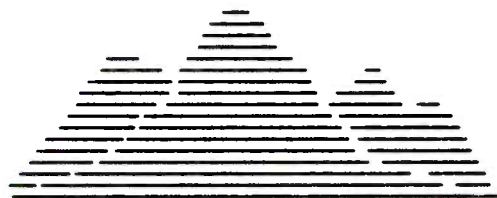
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## RADIO BUSINESS

# Sikes Says DAB Is On The Way

## Engineers' Committee To Explore Development

FCC Chairman Al Sikes told an Institute of Electrical and Electronics Engineers symposium that digital audio broadcasting is definitely on the way. But while Sikes wouldn't predict when and how DAB would come to the U.S. radio industry, one satellite DAB applicant displayed a tiny antenna he hopes will make it a reality by 1993.

"I cannot tell you how many people, or what percentage of the population, will expect CD-quality [radio] or what year [it will come]," Sikes said at the Washington symposium Thursday (9/6). "But the audio world is moving in that direction."

Later, in another IEEE session, FCC Mass Media Bureau Assistant Chief/Engineering William Hasinger noted digital modulation and any radio, TV, or cellular telephone digital applications are "hot topic(s)" at the Commission now. But satellite DAB, he said, may be the biggest issue to be resolved. Two companies have already filed to deliver DAB via satellite, but NAB is fighting for DAB to be strictly terrestrial in the U.S.

### Antenna Previewed

Radio Satellite Corporation Chairman/CEO Gary Noreen got the engineers' attention with a tiny, simple antenna "about the size of a tea saucer," which he hopes consumers will be using to receive his ten satellite DAB channels by late 1993. The \$20 car-mounted antenna, already manufactured by Ball Corporation, would be paired with receivers that Noreen expects to cost about \$100 more than current top-line car radios.

Anxious to chart their own course on DAB, engineering heads from several radio groups and networks last week (9/5) announced

creation of the Committee for Digital Radio Broadcasting. Although NAB is creating its own technical advisory panel to study DAB, Gannett Radio Division VP/Engineering Paul Donahue said the independent group is "unencumbered by the political process."

A key goal adopted by the new committee is to find out whether it would be possible to develop a DAB system "that will coexist with existing FM stations in the present FM bands." EZ Communications' Bud Aiello told R&R several companies are working on DAB proposals which, theoretically, could operate within the current FM band without causing noticeable interference to existing analog stations.

Other groups and nets represented at the September 5 meeting included CBS, NPR, Shamrock Broadcasting, Susquehanna Radio, and Cook Inlet Radio.

# Duggan Blasts FCC Decision-Making Process

Freshman FCC Commissioner Ervin Duggan last week criticized the Commission's decision-making process, which he said stifles innovative policy-making and sometimes makes him feel like little more than a rubber stamp for initiatives backed by Chairman Al Sikes.

"Under the Commission's top-down, one-option system," said Duggan, "commissioners are presented with one option — usually that supported by the chairman — and are asked to vote 'yes' or 'no.' I feel as though I'm being asked for my obedient paw print. Having been nominated by the President and confirmed by the Senate, I feel

I should be doing more [to shape FCC policy]." The junior commissioner made his remarks during a Thursday (9/6) brown bag luncheon sponsored by the FCC's Consumer Assistance and Small Business Division.

Duggan, a Democrat, emphasized he doesn't blame Republican

Sikes for the flawed decision-making process, which Duggan said promotes efficiency over quality. Sikes, he said, simply inherited the system.

Sikes told R&R he feels the agency's policy-making process allows for a wide variety of options to be considered before the Commission narrows the field.

### Criticizes 'Sunshine Law'

Duggan, who joined the FCC in March, also criticized the federal "sunshine law," which is designed to keep the policy-making process as public as possible. Under the law, no more than two commissioners can meet together in private to discuss policy matters. Such limitations, Duggan said, "impose an artificiality on the decision-making process" and "stifle the robust exchange of ideas."

Sikes said he agrees the "sunshine law" stifles debate, but added that any review of the law would have to be undertaken on a government-wide basis.

On other issues, Duggan:

- promised to reemphasize the public interest standard for broadcasters, which he said has been obscured by the past decade's deregulation. He also hinted he would applaud legislation to reimpose the three-year anti-trafficking rule;

- reiterated his reluctance to punish broadcasters for indecency, but urged the industry to exercise the restraint and responsibility that go hand-in-hand with freedom of speech.

# Root Will Plead Guilty To Fraud

Former communications attorney Thomas Root has agreed to plead guilty to federal fraud charges stemming from his work on behalf of an Illinois broadcaster.

In June a federal grand jury in East St. Louis, IL indicted Root on charges that he fraudulently obtained \$15,000 from a client, WRYT/Edwardsville, IL owner Robert Howe, whom he represented in a civil suit.

Prosecutors alleged Root obtained a \$15,000 check from Howe after promising the money would be used to settle the case. According to the indictment, Root then forged the payee's name on the check and deposited the money in his own ac-

count. He was charged with bank fraud, mail fraud, and interstate transportation of stolen property.

Root is scheduled for sentencing later this month in Washington, where he pleaded guilty in July to five federal fraud and forgery charges that arose from his work before the FCC. He's also under indictment in Florida and North Carolina on securities charges related to his involvement with the Sunrise Management Services radio investment firm.



## DC REPORT

PAT CLAWSON

### Christian Saga Continues In New England's Sunshine

**B**OSTON — The first hot deal emerging at NAB Radio '90 involves Detroit dealmaker Ed Christian, whose Saga Communications has purchased six Sunshine Group Broadcasting stations located in New England.

Financial terms of the deal weren't available at presstime Tuesday (9/11), but the price is believed to be approximately \$20 million — good news for Sunshine's sole shareholder, George Silverman.

Stations in the deal include WMGX & WGAN/Portland, ME; WZID & WFEA/Manchester, NH; and WAQY & WIXY/Springfield, MA. Saga currently owns WNOR-AM & FM/Norfolk and seven other stations located in the Midwest.

### Waldron, Sillerman Seek Closing Extensions

**C**an Waldron Broadcasting close its deals to buy WWKI/Kokomo, IN and KFAN/Fredericksburg, TX for \$12 million? We'll soon know the answer when the latest in a series of FCC-approved filing extensions expire.

The Commission gave the Texas deal a green light last year, but the closing never occurred. Waldron secured a series of extensions through mid-August, then got another that's set to expire this week. A similar story in Kokomo: the deal was approved last May, and the latest extension deadline is October 1.

Waldron is headed by educator H. Patrick Swygert, but all of its "non-voting" stock is owned by Regina Goodwin — the wife of Philadelphia radio tycoon Ragan Henry, also involved in time-consuming deal closings this year.

Meanwhile, the FCC has given Cathy Hughes and her Almic Broadcasting until this week to wrap up the \$6.5 million purchase of WWIN-AM & FM/Baltimore from Ragan.

Also, Bob Sillerman and Carl Hirsch asked the FCC in mid-August for a 60-day extension to close Legacy Broadcasting's \$32 million purchase of WMJ/Cleveland and WYHY/Nashville from Jacor. Permission granted: the new deadline is September 30.

### Israel Surrenders His Empire

**E**mpire Radio Partners Ltd. CEO Dennis Israel, who has flirted with political ambitions in recent months, is stepping aside and turning control of his radio chain over to a new management company, TBH Broadcast Management Inc.

The new group also will purchase — for an undisclosed price — Israel's general partnership stake in the stations, which include WGY-AM & FM/Schenectady, NY; WJYY/Concord, NH; WRCI/Hillsboro, NH; and WFBG-AM & FM/Altoona, PA.

"I feel we built a good company over the past five years, but I have a number of other interests I want to pursue. These arrangements will allow me the time," Israel commented.

TBH consists of Chairman/CEO Guy Turner, President/COO R. Andrew Brothers, and Marketing Director Gilbert Hoban. Turner and Hoban own WOLF-TV/Scranton, PA. Brothers is a CPA who has spent the past three years as Exec. VP/CFO of Empire.

Brokers Frank Boyle and Bob Mahiman shopped the chain for several months earlier this year, but the soured lending climate made it difficult to liquidate the group — although a sale of the Altoona properties is pending.

### UPI Announces Bureau Cuts

UPI announced (9/11) more staff layoffs and bureau closures as part of its editorial realignment begun more than a year ago. The cuts included UPI's lone staffers in New Mexico, Wyoming, Montana, and North Dakota.

"We're increasing fulltime coverage of those states," UPI spokesman Milt Capps insisted. He said the wire service is "increasing use of stringer correspondents in some areas of some states." According to Capps, "these are tried and true correspondents," many of whom work for UPI client broadcast stations and newspapers.

Capps refused to disclose how many staffers were being terminated or to list all of the bureaus being shut down. He said the restructuring was part of UPI's continuing effort to expand sports and financial coverage; it has already entered into joint ventures with Financial News Network and States News Service.



TRANSACTIONS

# Family Affair Tallies Millions In Puerto Rico

Peterson Picks A Pair Of Georgia Peaches

**Deal Of The Week:**

**Radio Americas/Estereotempo Stations**  
**PRICE:** \$4.69 million for 66.66%  
**TERMS:** Stock sale of \$900,000 for the AMs and \$3,790,000 for the FM stations. In payment for the three AM stations, the buyer is to transfer to the sellers his 33.33% stock interest in **Ponce Lands Inc.**, which is valued at \$200,000. The remaining \$700,000 is to be paid over seven years, with interest accruing at an annual rate of 2% the first year, 4% the second, and 8% the remaining years. Payments are to be interest-only the first two years, and interest plus \$140,000 principal in each of the final five years. In payment for the three FM stations, the buyer is to provide certified checks for \$1,895,000 to each of the two sellers at closing.  
**BUYER:** Alfred de Arellano III of San Juan, Puerto Rico, who is increasing his 33.33% stock interest in **Radio Americas Corporation**, which owns

the AM stations, and **Estereotempo Inc.**, which owns the FM stations, to 100%.  
**SELLER:** **Glorycap Investment Fund Inc.**, owned by **Gloria de Arellano**, and **Josycap Investment Fund Inc.**, owned by **Josefina de Arellano**. They are sisters of the buyer.

**WQBS & WIOA/ San Juan, Puerto Rico**  
**FREQUENCY:** 630 kHz; 99.9 MHz  
**POWER:** 5kw; 30kw at 977 feet  
**FORMAT:** Spanish

**WORA & WIOB/ Mayaguez, Puerto Rico**  
**FREQUENCY:** 760 kHz; 97.5 MHz  
**POWER:** 5kw; 25kw at 990 feet  
**FORMAT:** Spanish

**WPRP & WIOC/ Ponce, Puerto Rico**  
**FREQUENCY:** 910 kHz; 105.1 MHz  
**POWER:** 5kw; 50kw at minus 179 feet  
**FORMAT:** Spanish

**Alabama**

**WBQM/Decatur**  
**PRICE:** \$75,000  
**TERMS:** Asset sale for cash  
**BUYER:** **Bible Broadcasting Network Inc.**, a nonprofit corporation headed by President **Lowell Davey** of Chesapeake, VA. It also owns **KCEV/Wichita**; **WAVO/Decatur, GA**; **WFCE/Tarpon Springs, FL**; **WHPE/High Point, NC**; **WHGG/Knoxville**; **WYFA/Waynesboro, GA**; **WYFB/Gainesville, FL**; **WYFC/Clinton, TN**; **WYFG/Gaffney, SC**; **WYFH/North Charleston, SC**; **WYFI/Norfolk**; **WYFJ/Ashland, VA**; **WYFK/Columbus, GA**; **WYFL/Henderson, NC**; **WYFO/Lakeland, FL**; **WYFS/Savannah**; **WYFT/Luray, VA**; and **WYFV/Cayce, SC**.  
**SELLER:** **Grace Baptist Schools Inc.**, headed by Rev. **William Compton** of Decatur, AL.  
**FREQUENCY:** 91.7 MHz  
**POWER:** 3kw at 300 feet  
**FORMAT:** Religious

TRANSACTIONS AT A GLANCE

**Deals So Far In 1990:**  
**809,962,673**

**Total Stations Traded This Year: 942**  
**This Week's Action: \$6,302,755**  
**Total Stations Traded This Week: 25**

**Deal Of The Week:**

**Radio Americas/Estereotempo Stations**  
**\$4.69 million for 66.66%**

- **WQBS & WIOA/San Juan, Puerto Rico**
- **WORA & WIOB/Mayaguez, Puerto Rico**
- **WPRP & WIOC/Ponce, Puerto Rico**

- **WBQM/Decatur, AL** \$75,000
- **WDAL/Linden, AL** \$125,000
- **KPBQ/Pine Bluff, AR (FM CP)** \$60,000
- **KCNO & KYAX/Alturas, CA** \$1 for 52.5%
- **WDCF/Dade City, FL** \$225,000
- **WWGS & WSGY/Tifton, GA** \$350,000 for 50%
- **WSBC & WXRT/Chicago** No cash consideration for 50%
- **WANY-AM & FM/Albany, KY** \$94,254 for 60%
- **KBOM/Los Alamos, NM** \$206,000 for 25.04%
- **WKDR/Plattsburgh, NY** \$287,500
- **WFNV/Campbell (Youngstown), OH** \$30,000 for 32%
- **KMFR & KTMT/Phoenix-Medford, OR** Undisclosed for 33.33%
- **WKDY/Spartanburg, SC** \$95,000
- **KCAS/Slaton (Lubbock), TX** \$65,000

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**WDAL/Linden**

**PRICE:** \$125,000  
**TERMS:** Asset sale for cash. Escrow of \$6250, with remainder of \$118,750 due at closing.  
**BUYER:** **Radio Communicators Inc.**, owned by **Kenneth Rainey, David Coit Majure**, and **Howard Merson** of Meridian, MS.  
**SELLER:** **Marengo County Broadcasting Inc.**, principally owned by **Billy, Sylvia, Jeff**, and **Mark Hogan**. They also have interests in **WHIY/Moulton, AL**; **WJOK/Hobson City, AL (AM CP)**; **WHOG/Fernandina Beach, FL**; and applications for new FMs at **Fernandina Beach, FL** and **Moulton, AL**.  
**FREQUENCY:** 98.5 MHz  
**POWER:** 50kw at 492 feet  
**FORMAT:** This station is dark.

**PRICE:** \$60,000

**TERMS:** Asset sale. The buyer has paid the seller a deposit of \$1000 and is to pay an additional \$4000 in cash at closing. The buyer is assuming an obligation for a \$5000 advertising credit due **Moody Communications** under a settlement agreement, which is to be fulfilled in the first year after the station begins broadcasting. The remainder of \$50,000 is to be paid under a promissory note at 10% annual interest in 60 monthly payments of \$1062.25.  
**BUYER:** **Colon Johnston** of Jackson, MS.  
**SELLER:** **Madison Hodges** of Tallahassee, FL.  
**FREQUENCY:** 101.3 MHz  
**POWER:** 3kw at 328 feet  
**COMMENT:** The seller has an application pending to upgrade from Class A to C3, which will require use of a different transmitter site.

**Arkansas**

**KPBQ/Pine Bluff (FM CP)**

Continued on Page 14

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## TRANSACTIONS

Continued from Page 12

## California

## KCNO &amp; KYAX/Alturas

PRICE: \$1 for 52.5%

TERMS: Stock transfer between brothers

BUYER: Richard Hansen of Redding, CA, who currently owns 47.5% of licensee KCNO Inc.

SELLER: Robert Hansen of Medford, OR

FREQUENCY: 57.0 kHz; 94.5 MHz  
POWER: 5kw; 51.66kw at minus 194 feet

FORMAT: Country

## Florida

## WDCF/Dade City

PRICE: \$225,000

TERMS: Asset sale. The buyer is making a down payment of \$10,000 with an additional \$30,000 due at closing. The remainder of \$185,000 is to be paid under a promissory note at 10% annual interest under a ten-year amortization schedule, with a balloon payment of the outstanding balance at the end of five years.

BUYER: Fletcher Broadcasting Inc., owned by Sandra and James Fletcher of Blountstown, FL.

SELLER: Brewer Broadcasting Corporation, headed by James Brewer. It also owns WHON &amp; WQLK/Centerville-Richmond, IN and WTOT &amp; WJAQ/Marianna, FL. Brewer also has

interests in WTCJ/Tell City, IN; WJTT/Red Bank, TN; and an application for a new FM at Port St. Lucie, FL.

FREQUENCY: 1350 kHz

POWER: 1kw day/500 watts night

FORMAT: AC

## Georgia

## WWGS &amp; WSGY/Tifton

PRICE: \$350,000 for 50%

TERMS: Stock sale for cash

BUYER: Peterson Broadcasting Corporation, owned by Jon Peterson of Winter Park, FL. He currently owns 50% of the licensee, WWGS/WCUP Partnership, and has an interest in KCHX/Midland, TX.

SELLER: Jay Cohen of Winter Park, FL; Lester Levine of Nakomis, FL; David Albertson of Winter Park, FL; and Michael Levine of Midland, TX, each selling a 12.5% stock interest. Michael Levine owns 50% of KCHX.

FREQUENCY: 1430 kHz; 100.3 MHz  
POWER: 5kw day/1kw night; 100kw at 1004 feet

FORMAT: Country; CHR

## Illinois

## WSBC &amp; WXRT/Chicago

PRICE: No cash consideration for 50%

TERMS: Involuntary transfer of negative control, due to death of committee member.

BUYER: Daniel R. Lee, the only remaining member of the committee of advisors to the trustees of the testamentary trust established by the will of Louis Lee. The committee of advisors

controls WSBC Broadcasting Company, which owns all stock of Windy City Broadcasting Inc.

SELLER: Laura Lee, deceased member of the committee of advisors.

FREQUENCY: 1240 kHz; 93.1 MHz

POWER: 1kw; 6.7kw at 1310 feet

FORMAT: Ethnic; AOR

## Kentucky

## WANY-AM &amp; FM/Albany

PRICE: \$94,254 for 60%

TERMS: Stock sale for \$33,000 in immediate cash and a series of promissory notes for the balance due.

BUYER: Phyllis Butler of Albany, KY and Marsha Norris of Middletown, IN. They currently own 40% of the licensee.

SELLER: Darrell Speck, Patricia Bowlin, and Jo Helen Henderson are selling their collective 60% interest in Albany Broadcasting Corp.

FREQUENCY: 1390 kHz; 106.3 MHz  
POWER: 1kw daytimer; 2.7kw at 155 feet

FORMAT: Country; CHR

## New Mexico

## KBOM/Los Alamos

PRICE: \$206,000 for 25.04%

TERMS: Stock sale. The buyer has acquired 69.5 new limited partnership units of KBOM Limited Partnership for \$69,500 and 40 units from general partner Kathleen McRee for \$40,000, which have been reclassified as limited partnership units. The buyer is to acquire McRee's remaining 69.5 units for

\$69,500 following FCC approval of this transaction, which will result in a transfer of control to Virgil Armer of Santa Fe, who holds an 11.6% general partnership interest and will remain as the sole general partner.

BUYER: John Herklotz of Pacific Palisades, CA.

SELLER: Kathleen McRee of Santa Fe, who is selling her entire interest in KBOM Limited Partnership. The licensee is also issuing new partnership units to the buyer, as detailed above.

FREQUENCY: 106.7 MHz

POWER: 3kw at minus 16 feet

FORMAT: Gold

## New York

## WKDR/Plattsburgh

PRICE: \$287,500

TERMS: Asset sale. Escrow deposit of \$5000 with balance due at closing.

BUYER: Hometown Broadcasting Inc., owned by Chairman Mark Johnson of Burlington, VT; President Louis Manno of Burlington, VT; Christopher Santee of Georgia, VT; Herbert Bloomenthal of Burlington, VT; Ray Pecor of Shelburne, VT; Anthony Virga of Yonkers, NY; James Condon of Winooski, VT; Robert Swanson of South Hero, VT; Robert McGill of Burlington, VT; Peter Johnson of Hingham, MA; and Kevin Ohi of Essex Junction, VT.

SELLER: Walter Jakubowski of Atlantic City. He also owns WRGR/Tupper Lake, NY; WIGS &amp; WGIX/Gouverneur, NY; and has applied for a new FM at Plattsburgh, NY.

FREQUENCY: 1070 kHz

POWER: 5kw daytimer

FORMAT: News/Talk

## Ohio

## WFNV/Campbell

(Youngstown)

PRICE: \$30,000 for 32%

TERMS: Stock sale for cash. This amends a pending deal (R&amp;R, 8/24) to have the buyers acquire 100%, rather than 68%, of the station's stock, raising the total purchase price to \$160,000.

BUYER: Raymond Travaglini of Niles, OH and Sandy Petruso of Meadville, PA, acquiring all stock of WVBR Inc.

SELLER: Michael Perry, the current 100% owner.

FREQUENCY: 1330 kHz

POWER: 500 watts day/1kw night

FORMAT: Business News

COMMENT: WVBR Inc. purchased the station earlier this year for \$290,000 (R&amp;R, 3/23), including a six-year note for \$180,000.

## Oregon

## KMFR &amp; KTMT/

## Phoenix-Medford

PRICE: Undisclosed for 33.33%

TERMS: Stock sale. The seller is retiring from the family-owned corporation and transferring her interest to her brothers "based upon a consensual valuation of the stock."

BUYER: Robert and Gary Johnson of Medford, OR, increasing their 33.33% individual interests to 50% each.

SELLER: Judith Brazofsky of Medford, OR.

FREQUENCY: 880 kHz; 93.7 MHz

POWER: 1kw; 31kw at 7530 feet

FORMAT: Country; CHR

## South Carolina

## WKDY/Spartanburg

PRICE: \$95,000

TERMS: Asset sale for cash

BUYER: Voyager Communications III Inc., principally owned by Chairman Carl Venters Jr. of Raleigh and President Jack McCarthy of Raleigh. They also own WELP &amp; WLWZ/Easley, SC; WMFR &amp; WMAG/High Point, NC; WRDU/Wilson, NC; WOIC &amp; WNOK/Columbia, SC; and WWMG/Shelby, NC. They have a management services agreement with the owner of WPIQ &amp; WHJX/Brunswick, GA.

SELLER: Charles P. Edwards, court-appointed receiver for Spartanburg Investors Ltd., transferring license for no consideration. Capitol Broadcasting Corporation, the station's former owner, is selling physical assets it regained through foreclosure.

FREQUENCY: 1400 kHz

POWER: 1kw

FORMAT: This station is dark.

## Texas

## KCASI/Slaton (Lubbock)

PRICE: \$65,000

TERMS: Asset sale for cash

BUYER: Vision Media Inc., owned by William and Sarah Stewart of Lubbock, TX.

SELLER: Star Of The Plains Broadcasting Inc., owned by Jerome and Margie Orr.

FREQUENCY: 1050 kHz

POWER: 250-watt daytimer

FORMAT: Gold

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THE COMPLETE MARKET STRATEGISTS

Lou Faust • Lucille Ferrara • Nick Imbornone • Bob Mahlman  
Bob Mahlman, Jr. • Nancy Mahlman • Pat Nugent



# RADIOMIXER.<sup>®</sup> For everyone who thought a PR&E console was out of reach.

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

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

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

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

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



**PACIFIC RECORDERS & ENGINEERING CORPORATION**  
2070 Las Palmas Drive • Carlsbad, CA 92009 • Tel 619-438-3911 • Fax 619-438-9277



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"Bonneville's programming provided us with  
the #1 AC station in the market."  
(#2 25-54, 14.8 Share\*) - Ross Elder, Station Owner,  
WTYD New London, CT



"The superior quality of Bonneville's CD Library  
plays an important part in the successful sound  
of Nashville's LITE-FM."  
(#2 25-54, 10.2 Share\*) - Jack Taddeo, Consultant,  
Jack Taddeo Communications

Bonneville Broadcasting System

**PRESENTS**

# **A.C. FORMATS**

STARRING

## **THE KOIT FORMAT**

#1 ADULTS 25-54 SAN FRANCISCO \*

BONNEVILLE BROADCASTING SYSTEM PRESENTS ...ADULT CONTEMPORARY FORMATS

STARRING **THE KOIT FORMAT** CO STARRING **SOFT AC/AC MIX/ AC CLASSICS**



\* ARB Spring '90 MSA



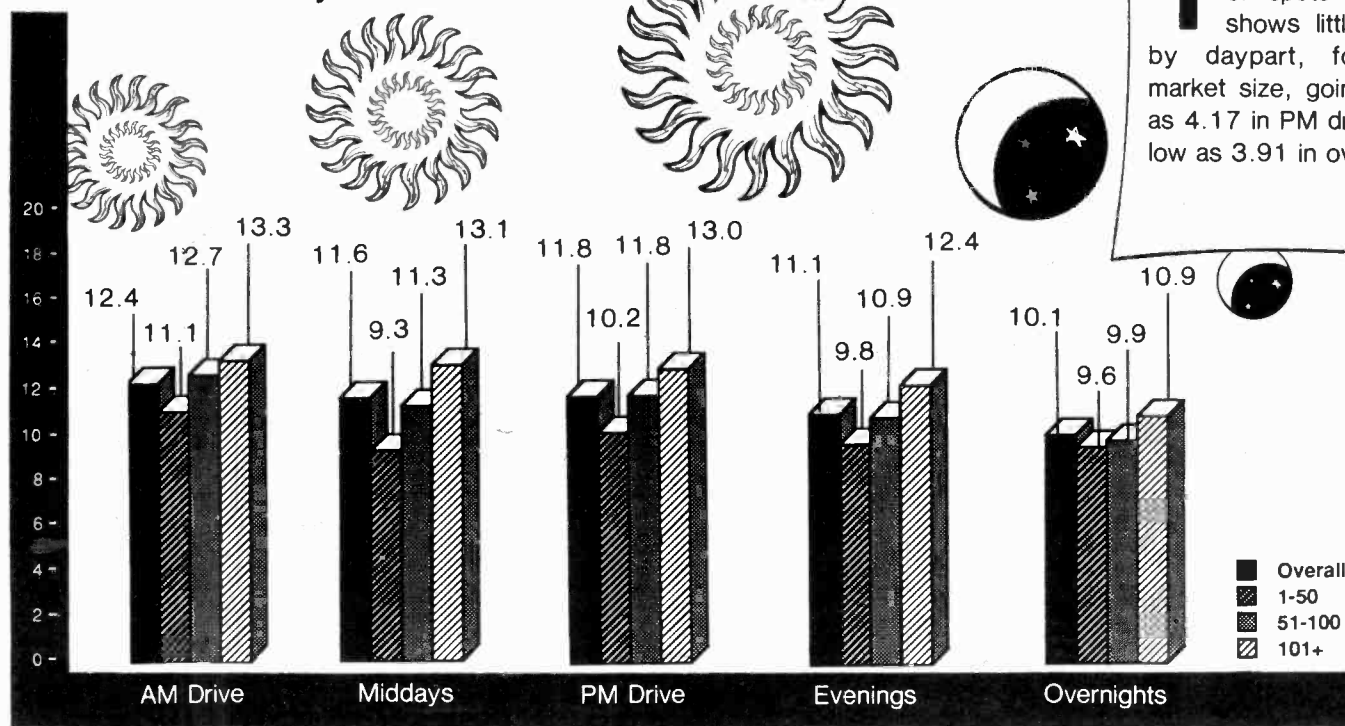
**SEE US AT NAB BOOTH #552  
OR CALL 1-800-631-1600 FOR DETAILS**

Bonneville Broadcasting System  
...WE'RE A LOT MORE THAN JUST EASY



# THE FIRST ANNUAL R&R SALES MANAGEMENT SURVEY

## Minutes Per Hour By Daypart Commercial Loads By Market Size



## Spots Per Stopset

The average number of spots per break shows little variation by daypart, format, or market size, going as high as 4.17 in PM drive and as low as 3.91 in overnights.

### AM Drive

Format	Minutes Per Hour
AC	13.3
AOR	11.0
CHR	12.7
Country	13.6
Urban	12.2

### MIDDAYS

Format	Minutes Per Hour
AC	12.0
AOR	10.7
CHR	11.9
Country	12.9
Urban	11.0

### PM Drive

Format	Minutes Per Hour
AC	12.7
AOR	10.8
CHR	11.8
Country	13.0
Urban	11.2

### Evenings

Format	Minutes Per Hour
AC	11.2
AOR	10.5
CHR	11.4
Country	12.5
Urban	10.3

### Overnights

Format	Minutes Per Hour
AC	10.0
AOR	9.8
CHR	10.1
Country	11.9
Urban	9.8

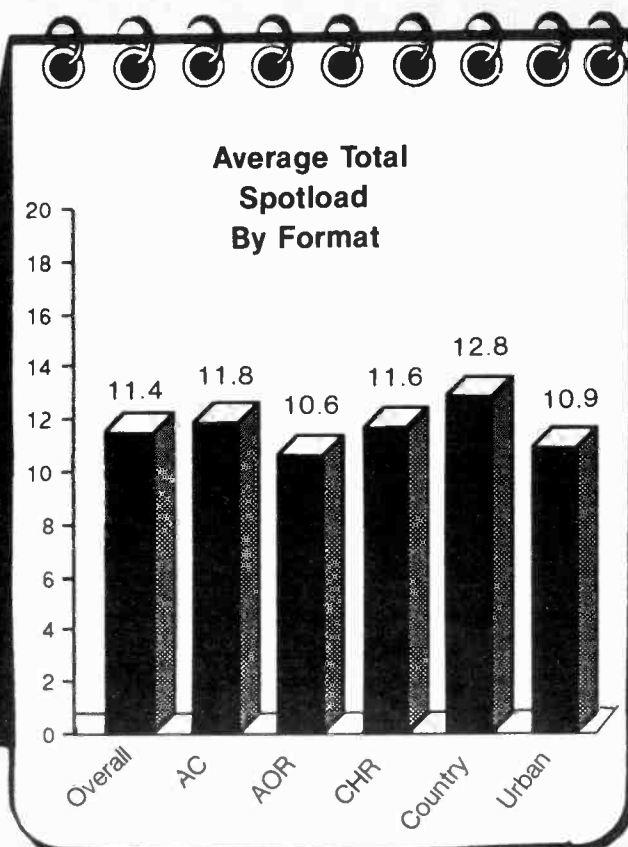
Earlier this year, R&R conducted an extensive survey to determine the composition, attitudes, and practices of radio station sales operations. After some serious data entry and number crunching, we're ready to share the results with you. We think you'll find the facts and figures both illuminating and useful.

Our detailed findings can be divided into six primary sections:

- **Commercial spotloads** — broken down by daypart, format, and market size.
- **Training** — in-house, outside consulting, and off-site training strategies.
- **Sales meetings** — frequency, length, and participants (yes, PDs attend them).
- **Compensation** — how radio salespeople are paid; average commissions, agency billings, and direct billings; average weekly expense account figures; new business and co-op staffers.
- **Staff composition** — ratio of males to females; percentage of minorities; ages; motivational strategies; bonus spots.
- **National reps** — how many stations have them; their exclusivity and longevity; how stations rate theirs.

## Spotloads: Format Comparisons

While Country stations pack the most spots into the average broadcast hour — the format came out on top in every daypart — AOR runs the leanest hours.





# THE FIRST ANNUAL RR SALES MANAGEMENT SURVEY

### How Often Do You Hold Sales Meetings?

Frequency By Market Size	Percentage			
	Overall	1-50	51-100	101+
Never	0.5	0.8	0.9	0.0
Once A Month	0.3	0.0	0.0	0.7
Once A Week	28.7	29.4	26.1	28.7
Twice A Week	39.1	41.2	36.0	39.2
Three Times A Week	19.8	19.3	24.3	16.8
Four Times A Week	2.1	2.5	2.7	1.4
Five Times A Week	8.6	5.9	7.2	11.9
Seven Times A Week	0.8	0.0	0.9	1.4

## Sales Training

**A**lmost all stations offer sales training of some type. Slightly more than half use outside consultants, a figure that's consistent for all formats except Urban.

Divided by market size, a more dramatic difference shows up: Three-quarters of the major market stations use outside consultants, but fewer than half of the 100+ market outlets do so.

### In-House Training By Format

Format	Percentage
Overall	93.4
AC	94.7
AOR	91.9
CHR	94.0
Country	96.5
Urban	86.7

### In-House Training By Market Size

Market	Percentage
Overall	93.4
1-50	94.1
51-100	92.8
100+	92.3

### Outside Consultants By Format

Format	Percentage
Overall	56.4
AC	60.0
AOR	59.3
CHR	54.7
Country	57.9
Urban	33.3

### Outside Consultants By Market Size

Market	Percentage
Overall	56.4
1-50	73.2
51-100	65.0
100+	47.4

### Off-Site Training By Format

Format	Percentage
Overall	79.7
AC	80.0
AOR	74.4
CHR	82.9
Country	89.5
Urban	80.0

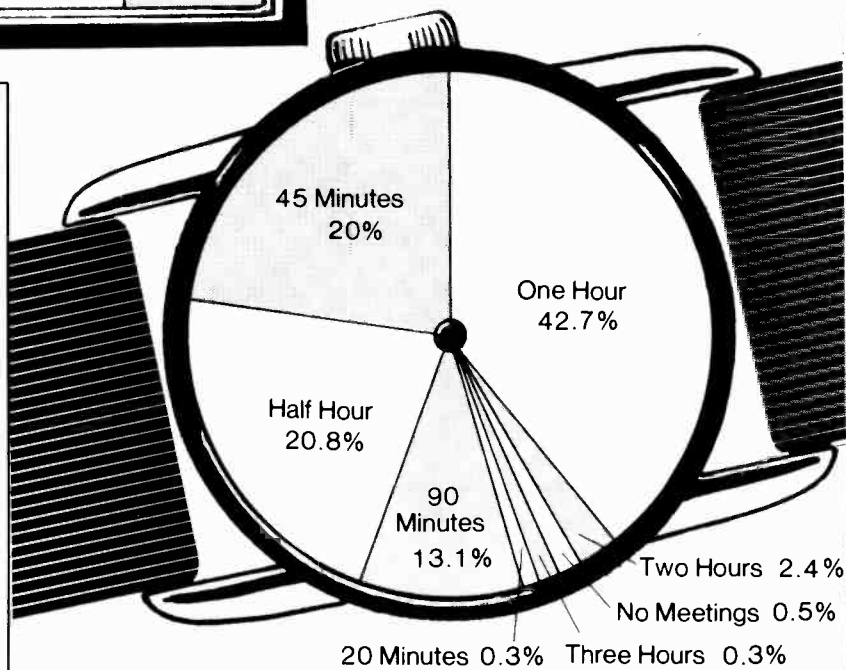
### Off-Site Training By Market Size

Market	Percentage
Overall	79.7
1-50	81.5
51-100	81.1
100+	77.8

## Sales Meetings

**V**irtually every station surveyed holds regular sales meetings. Twice weekly is the most preferred frequency, and about 90% of stations hold their meetings before 10am. One hour is the most common meeting duration by a two-to-one margin over any other time frame.

Nearly nine in ten stations overall make sure someone in programming attends. Interestingly, 94% of major market stations include PDs in the meetings, but the figure drops to about 80% in smaller markets.



## Stations That Include PDs In Sales Meetings

### Percentage By Format

Format	Percentage
Overall	86.8
AC	83.8
AOR	84.5
CHR	89.7
Country	84.2
Urban	83.3

### Percentage By Market Size

Market	Percentage
Overall	86.8
1-50	94.0
51-100	86.4
100+	80.4



# A Commitment to Excellence

*Our assurance to  
provide the highest  
level of service to our  
client stations.*

*For further information, call Tony Durpetti at 312-819-0100*

## DURPETTI & ASSOCIATES

A DIVISION OF

THE INTEREP  RADIO STORE



August

S M T W T F S

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sunday  
August  
1990

5

- MADONNA**
- DAVID BOWIE**
- PERSIAN GULF**
- THE WHITE HOUSE**

ON SUNDAY, AUGUST 5th  
 WESTWOOD ONE BROADCAST  
 MADONNA LIVE FROM NICE, FRANCE,  
 DAVID BOWIE LIVE FROM ENGLAND,  
 NBC RADIO NEWS REPORTS  
 FROM THE PERSIAN GULF AND  
 MUTUAL NEWS FROM THE WHITE HOUSE.

Plus two dozen regularly scheduled programs  
 on thousands of radio stations around the world.

Just a normal day at the office.



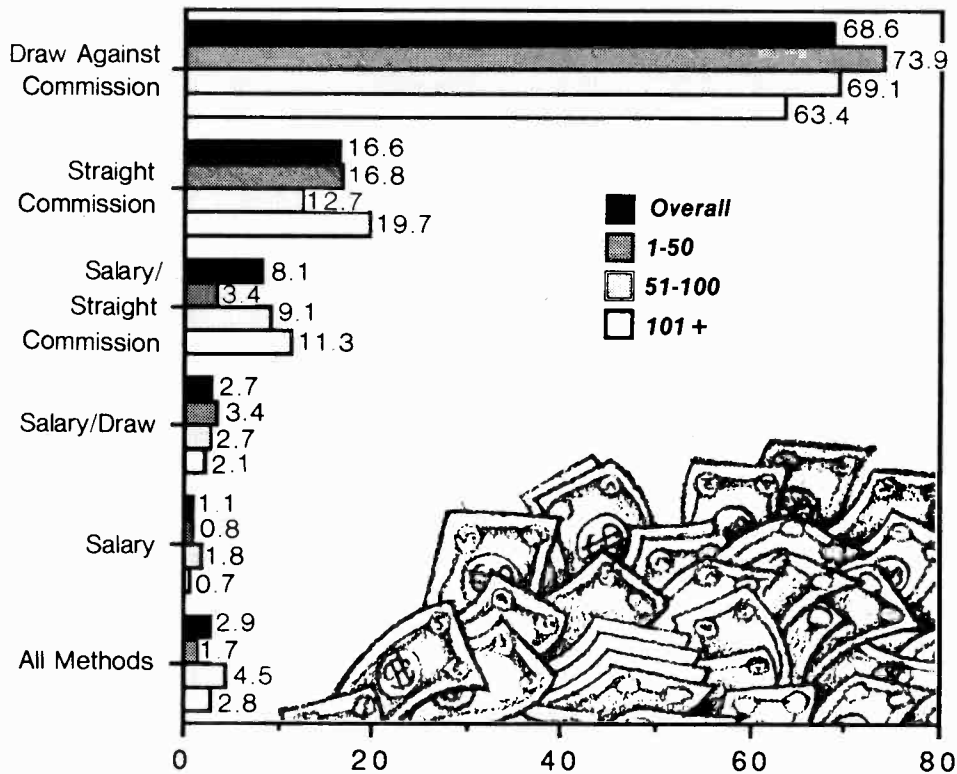
**WESTWOOD ONE COMPANIES**





# THE FIRST ANNUAL RR SALES MANAGEMENT SURVEY

## How Is Your Sales Staff Paid?



## Compensating The Sales Staff

**A** draw against commissions is the overwhelming favorite compensation method for radio stations, with slightly more than two-thirds of stations opting for it.

Average commissions span from under 12% in the top markets to almost 16% in 100+ markets. The pattern holds true, though less dramatically, for average commissions on agency and direct billings. Commissions on agency billings average 13%, compared to 16% for direct billings.

Almost half (44.7%) of all sales staffs have expense accounts. The average weekly expenditure is about \$42, ranging from \$36 in smaller markets to just over \$50 in majors. Overall, 44.1% of stations offer automobile allowances.

### Average Commissions

Market	Percentage
Overall	14.3
1-50	11.8
51-100	14.5
101+	15.9

### Agency Billings

Market	Percentage
Overall	12.9
1-50	11.4
51-100	13.2
101+	14.1

### Direct Billings

Market	Percentage
Overall	16.2
1-50	16.0
51-100	16.0
101+	16.6

### Weekly Expenses By Format

Format	Amount
Overall	\$42.10
AC	\$32.78
AOR	\$47.05
CHR	\$43.86
Country	\$43.26
Urban	\$75.00

## Sales Staff Composition

**T**he average station has seven salespeople on staff. Radio sales is a field of opportunity for females, who make up 53% of salespeople around the country. AC is the top format for women (close to 60%), and even AOR, a format with a preponderance of male listeners, is sold by a slight female majority.

Minorities number about 13% of sales staffs nationally. Urban Contemporary is the top format for minorities by a wide margin, with AC showing the fewest on staff. Larger markets have significantly higher minority percentages than the 51-100 and 101+ markets.

New business development and co-op staffers are not a must at most stations. Overall, 26.2% have a new business specialist on staff, while 24.8% have a co-op person.

The average length of time staffers have spent with their present station is 2.9 years, with a notably narrow range of 2.5 to 3.9 years in virtually all formats and market sizes.

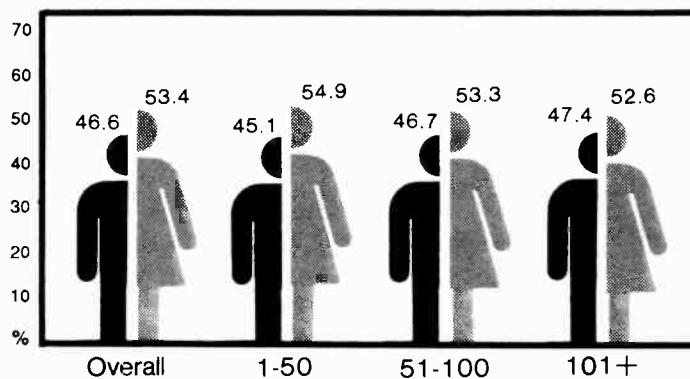
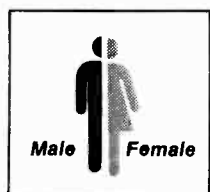
### Weekly Expenses By Market Size

Market	Amount
Overall	\$42.10
1-50	\$50.54
51-100	\$40.35
101+	\$36.45

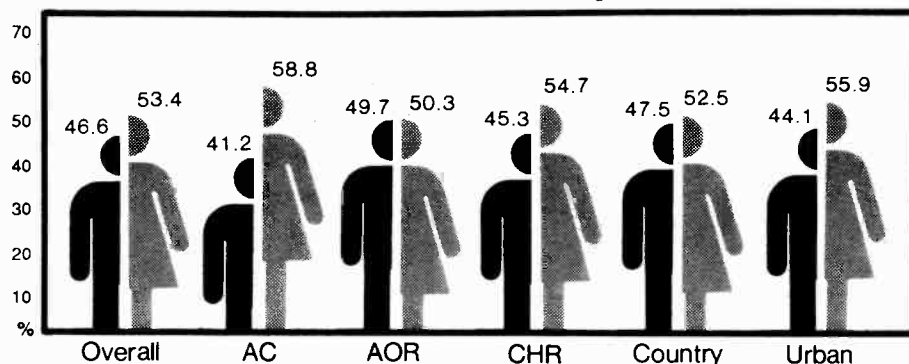
### On-Staff Sales Specialists

Market	New Biz	Co-Op
1-50	40.3%	35.3%
51-100	25.5	24.3
101+	12.7	15.6

## Gender Breakdown By Market Size



## Gender Breakdown By Format



### Minorities By Format

Format	Percentage
Overall	12.9
AC	8.3
AOR	11.6
CHR	10.4
Country	11.7
Urban	69.5

### Minorities By Market Size

Format	Percentage
Overall	12.9
1-50	17.5
51-100	11.8
101+	10.0



# From sea to shining sea..

In markets large....

## NEW YORK

WBLS-FM  
WCBS-FM  
WHTZ-FM  
WNEW-FM  
WNSR-FM  
WPLJ-FM  
WQCD-FM  
WQHT-FM  
WRKS-FM  
WXRK-FM  
WYNY-FM

## LOS ANGELES

KACE-FM  
KBIG-FM  
KDAY-AM  
KIIS-FM  
KJLH-FM  
KKBT-FM  
KLIT-FM  
KLOS-FM  
KLSX-FM  
KMPC-AM  
KODJ-FM  
KOST-FM  
KPWR-FM  
KQLZ-FM  
KROQ-FM  
KRTH-FM  
KTWV-FM

## CHICAGO

WBBM-FM  
WCKG-FM  
WFYR-FM  
WGCI-FM  
WJJD-AM  
WJMK-FM  
WKQX-FM  
WLUP-AM  
WLUP-FM  
WNUA-FM  
WTMX-FM  
WUSN-FM  
WVAZ-FM  
WXEZ-FM  
WXLG-FM  
WYTZ-FM

## SAN FRANCISCO

KBLX-FM  
KFOG-FM  
KFRC-AM  
KIOI-FM  
KKIS-FM  
KMEL-FM  
KOIT-FM  
KRQR-FM  
KSOL-FM  
KXXX-FM

## PHILADELPHIA

WDAS-AM  
WDAS-FM  
WIOQ-FM  
WKSZ-FM  
WMMR-FM  
WUGL-FM  
WSNI-FM  
WUSL-FM  
WXTU-FM  
WYSP-FM

## DETROIT

WCSX-FM  
WCXI-AM  
WDFX-FM  
WHYT-FM  
WJLB-FM  
WJOI-FM  
WJR-AM  
WKQI-FM  
WKSG-FM  
WLLZ-FM  
WNIC-FM  
WOMC-FM  
WRIF-FM  
WWWV-FM

## BOSTON

WBCN-FM  
WBZ-AM  
WJIB-FM  
WODS-FM  
WROR-FM  
WSSH-FM  
WZLX-FM  
WZOU-FM

## DALLAS/FT. WORTH

KHVN-AM  
KHYY-FM  
KJMZ-FM  
KLUV-FM  
KMEZ-FM  
KMGC-FM  
KOAI-FM  
KRSR-FM  
KTQX-FM  
KVIL-FM  
KZPS-FM

## WASHINGTON

WAVA-FM  
WCXR-FM  
WDJY-FM  
WGMS-FM  
WJFK-FM  
WKYS-FM  
WLTT-FM  
WMAL-AM  
WMMJ-FM  
WWDC-FM  
WXTR-FM  
WZBH-FM

## HOUSTON/GALVESTON

KFMK-FM  
KHMZ-FM  
KILT-AM  
KILT-FM  
KKBQ-FM  
KLOL-FM  
KLTR-FM  
KODA-FM

## MIAMI/FT. LAUDERDALE

WAXY-FM  
WEDR-FM  
WFLC-FM  
WHQT-FM  
WHYY-FM  
WIOD-AM  
WKIS-FM  
WLYE-FM  
WLYF-FM  
WMXJ-FM  
WPOW-FM  
WRTO-FM  
WSHE-FM  
WZTA-FM

## NASSAU/SUFFOLK

WBLI-FM  
WKJY-FM  
WRCN-FM

## ATLANTA

WALR-FM  
WAOK-AM  
WAPW-FM  
WFOX-FM  
WKLS-FM  
WPCH-FM  
WSB-AM  
WSB-FM  
WSTR-FM  
WVEE-FM  
WYAY-FM  
WZGC-FM

## PITTSBURGH

KDKA-AM  
WAMO-FM  
WBZZ-FM  
WDVE-FM  
WMXP-FM  
WSHH-FM  
WWSW-AM  
WWSW-FM

## SEATTLE/TACOMA/ EVERET

KMPS-FM  
KNUA-FM  
KPLZ-FM  
KRPM-FM  
KSEA-FM  
KVI-AM  
KXRZ-FM  
KZOK-FM

## ST. LOUIS

KATZ-FM  
KLOU-FM  
KMOX-AM  
KSD-FM  
KSHE-FM  
KUSA-AM  
KYKY-FM  
WIL-AM  
WIL-FM  
WSNL-FM

## BALTIMORE

WBSB-FM  
WCAO-AM  
WGRX-FM  
WYYF-FM  
WLIF-FM  
WPOC-FM  
WQSR-FM  
WWIN-AM  
WWMX-FM  
WXYV-FM  
WYST-FM

## MINNEAPOLIS/ST. PAUL

KQQL-FM  
WLOL-FM

## SAN DIEGO

KCBQ-FM  
KGMG-FM  
KJQY-FM  
KLTR-FM  
KSDO-FM

## ANAHEIM/SANTA ANA

KEZY-FM

## CLEVELAND

WDOK-FM  
WJMO-AM  
WJMO-FM  
WLTF-FM  
WMJI-FM  
WNCX-FM  
WPHR-FM  
WQAL-FM  
WZAK-FM

## TAMPA/ST. PETERSBURG

WFLZ-FM  
WNLT-FM  
WQYK-FM  
WRBQ-FM  
WWRM-FM  
WXTB-FM  
WYNF-FM

## DENVER/BOULDER

KAZY-FM  
KOSI-FM  
KQKS-FM  
KRFX-FM  
KRZN-AM  
KXKL-FM  
KXLT-FM

## PHOENIX

KESZ-FM  
KKFR-FM  
KKLT-FM  
KMEO-FM  
KMXX-FM  
KOY-FM  
KSLX-FM  
KZZP-FM

## PORTLAND

KEX-AM  
KFXX-AM  
KGON-FM  
KKCW-FM  
KKRZ-FM  
KKSJ-FM  
KMJK-FM  
KUFO-FM  
KUPL-AM  
KUPL-FM  
KXYQ-FM

## MILWAUKEE/RACINE

WBZN-FM  
WKLH-FM  
WLZR-FM  
WQFM-FM

## KANSAS CITY

KBEQ-FM  
KCMO-FM  
KFKF-FM  
KMBZ-AM  
KPRS-FM  
KXXR-FM  
KYYF-FM  
WDAF-AM  
KMBR-FM

## PROVIDENCE/ WARWICK/ PAWTUCKET

WHIM-AM  
WHJY-FM  
WPRO-FM  
WSNE-FM  
WWBB-FM  
WWLI-FM

## SAN JOSE

KARA-FM  
KEZR-FM  
KHQT-FM  
KOME-FM  
KSJO-FM

## CINCINNATI

WBVE-FM  
WEBN-FM  
WGRR-FM  
WIZF-FM  
WKRC-AM  
WKRG-FM  
WLW-AM  
WOFX-FM  
WSAI-AM  
WUBE-FM  
WWEZ-FM  
WWNK-FM

## NEW ORLEANS

KQLD-FM  
WCKW-FM  
WEZB-FM  
WLMG-FM  
WMXZ-FM  
WNOE-FM  
WYLD-AM

## SACRAMENTO

KAER-FM  
KCTC-AM  
KRAK-AM  
KRAK-FM  
KROY-FM  
KRXQ-FM  
KXOA-AM  
KXOA-FM  
KYMZ-FM  
KZAP-FM

## NORFOLK/ VIRGINIA BEACH

WAFX-FM  
WBSK-AM  
WFOG-FM  
WGH-FM  
WJQI-FM  
WKEZ-FM  
WMYK-FM

WNOR-FM  
WOWI-FM  
WWDE-FM  
WZCL-FM

## COLUMBUS, OH

WBBY-FM  
WLVQ-FM  
WMGG-FM  
WMNI-AM  
WNCI-FM  
WSNY-FM  
WTLT-FM  
WTVN-AM  
WXGT-FM  
WXLE-FM  
WXMX-FM

## SALT LAKE CITY/OGDEN

KLCY-FM  
KLZX-FM  
KSFI-FM  
KUSW-M

## INDIANAPOLIS

WFBQ-FM  
WENS-FM  
WIBC-AM  
WKLR-FM  
WLKI-FM  
WMJC-FM  
WTPI-FM  
WZPL-FM

## BUFFALO/ NIAGARA FALLS

WBEN-AM  
WBUF-FM  
WHTT-FM  
WJYE-FM  
WMJG-FM  
WUFX-FM

## SAN ANTONIO

KAJA-FM  
KISS-FM  
KQXT-FM  
KSAQ-FM  
KSMG-FM  
KZEP-FM  
KZVE-FM

## RIVERSIDE/ SAN BERNARDINO

KCAL-FM  
  
KCAL-FM

## HARTFORD/ NEW BRITAIN

WHCN-FM  
WIOF-FM  
WKSS-FM  
WRCH-FM

## CHARLOTTE/GASTONIA

WBT-AM  
WBT-FM  
WCKZ-FM  
WMXC-FM  
WROQ-FM  
WSOC-FM  
WTDR-FM  
WWMG-FM

## ROCHESTER

WBEE-FM  
WHAM-AM  
WKLX-FM  
WPXY-FM  
WRMM-FM  
WVOR-FM  
WZSH-FM

## MEMPHIS

KRNB-FM  
WDIA-AM  
WEGR-FM  
WHRK-FM  
WMC-FM

## OKLAHOMA CITY

KATT-FM  
KEBC-FM  
KKNG-FM  
KMGL-FM  
KXXY-FM  
KZBS-FM  
WKY-AM

## MONMOUTH/OCEAN

WZVU-FM

## DAYTON

WAZU-FM  
WGTZ-FM  
WHIO-AM  
WHKO-FM  
WING-AM  
WONE-AM  
WTUE-FM  
WWSN-FM

## LOUISVILLE

WAMZ-FM  
WDJX-FM  
WHAS-AM  
WLRN-FM  
WLSY-FM  
WQMF-FM  
WRKA-FM  
WVEZ-FM  
WZKS-FM

## NASHVILLE

WGFX-FM  
WKDF-FM  
WLAC-FM  
WGGK-FM  
WSIX-FM  
WYHY-FM  
WZEZ-FM

## ORLANDO

WDBO-AM  
WDIZ-FM  
WEZO-FM  
WHTQ-FM  
WJYO-FM  
WSTF-FM  
WWKA-FM  
WXXL-FM

## GREENSBORO/ WINSTON SALEM/ HIGH POINT

WWWB-FM  
WJMH-FM  
WKSJ-FM  
WKZL-FM  
WMAG-FM  
WMQX-FM  
WQMG-FM  
WTQR-FM  
WWMY-FM

## BIRMINGHAM

WENN-FM  
WMJJ-FM  
WZRR-FM  
WZZK-FM

## JACKSONVILLE

WAPE-FM  
WCRJ-FM  
WEJZ-FM  
WFYV-FM  
WHJX-FM  
WIOI-FM  
WIVY-FM  
WKQL-FM  
WQIK-FM  
WRXJ-AM

## ALBANY/ SCHENECTADY/TROY

WKLI-FM  
WPYX-FM  
WTRY-AM

## RICHMOND

WCDX-FM  
WKHK-FM  
WMXB-FM  
WPLZ-FM  
WRVQ-FM  
WRXL-FM  
WVGO-FM

## HONOLULU

KHFX-FM  
KIKI-FM  
KPOI-FM  
KQMQ-FM  
KRTR-FM  
KSSK-AM  
KSSK-FM

## WEST PALM BEACH/ BOCA RATON

WIRK-FM  
WNGS-FM

## TULSA

KAYI-FM  
KMYZ-FM  
KRMG-AM  
KTHK-FM  
KVLN-FM  
KWEN-FM

## AUSTIN

KASE-FM  
KBTS-FM  
KEYI-FM  
KHFI-FM  
KLBJ-FM  
KLTD-FM  
KQFX-FM  
KVET-AM

## WILKES BARRE/ SCRANTON

WEZX-FM  
WKRZ-FM

## ALLENTOWN/ BETHLEHEM

WZZO-FM

## SYRACUSE

WKFM-FM  
WNTQ-FM  
WSYR-AM  
WYYY-FM

## RALEIGH/DURHAM

WCAS-FM  
WFXC-FM  
WPTF-AM  
WQDR-FM  
WQOK-FM  
WRAL-FM  
WRDU-FM  
WTRG-FM  
WZZU-FM

## AKRON

WAKR-AM  
WKDD-FM  
WONE-FM  
WQMX-FM  
WSLR-AM

## GRAND RAPIDS

WODJ-FM

## TUCSON

KLPX-FM  
KWFN-FM

## GREENVILLE/ SPARTANBURG

WANS-FM  
WCKN-FM  
WESC-FM  
WFBC-FM  
WMIY-FM



<b>KNOXVILLE</b> WCKS-FM WEZK-FM WVVK-FM WMYU-FM	KOMP-FM KRLV-FM KUDA-FM KWNR-FM	<b>LITTLE ROCK</b> KHLT-FM KIPR-FM KKYK-FM KOLL-FM	<b>BRIDGEPORT</b> WEBE-FM WICC-AM	<b>... and smaller.</b>	WCOD-FM WCQL-FM WCSJ-AM WCZX-FM WDAQ-FM WDJR-FM WDRM-FM WEFX-FM WEGW-FM WENK-AM WEGX-FM WERZ-FM WFCB-FM WFEA-AM WFFX-FM WFDI-FM WFMX-FM WFPG-FM WFRA-FM WGBF-FM WGGD-FM WGIR-FM WGLF-FM WGNI-FM WGTY-FM WHBY-AM WHEB-FM WHHY-FM WHNN-FM WHOK-FM WHOM-FM WHTF-FM WHTK-FM WIBA-FM WINK-FM WIOG-FM WIOB-FM WIXV-FM WIZE-AM WJAD-FM WJEQ-FM WJKX-FM WJLQ-FM WJMI-FM WJML-FM WJTW-FM WJXQ-FM WJYY-FM WKDQ-FM WKKE-FM WKHY-FM WKIO-FM WKJM-FM WKLC-FM WKLL-FM WKLT-FM WKPE-FM WKQD-FM WKQQ-FM WKQZ-FM WKSQ-FM WKWK-FM WKXC-FM WKXI-AM WKXW-FM WKYQ-FM WKYX-AM	WKZS-FM WKZW-FM WLAD-AM WLAM-AM WLAP-FM WLFX-FM WLLR-FM WLNH-FM WLOH-AM WLQE-FM WLRW-FM WLSR-FM WLTO-FM WLVW-AM WLWI-FM WLVZ-FM WMBD-AM WMPG-FM WMGI-FM WMGX-FM WMJW-FM WMRF-FM WMRV-FM WMUS-FM WMXF-FM WNLK-AM WNRS-AM WNSN-FM WNUS-FM WOCQ-FM WOKK-FM WOLL-FM WOTB-AM WOTB-FM WOUR-FM WOVK-FM WOVV-FM WOWW-FM WPCM-FM WPDH-FM WPEG-FM WPST-FM WPXR-FM WQBE-FM WQBN-FM WQGH-AM WQHQ-FM WQMI-FM WQPW-FM WQRI-FM WQSB-FM WQSM-FM WQTL-FM WQWK-FM WQXE-FM WRAW-AM WZFX-FM WRCQ-FM WRFY-FM WRHT-FM WRKE-FM WRKI-FM WRNS-FM WRQK-FM WRSF-FM WRSQ-FM	WRUF-AM WRUF-FM WRVC-FM WRXK-FM WRXR-FM WSBT-AM WSGC-FM WSGL-FM WSNX-FM WSTC-AM WSTH-FM WTFX-FM WTHT-FM WTHZ-FM WTKT-FM WTKX-FM WTNV-FM WTUG-FM WTYX-FM WUSQ-FM WVAF-FM WVAQ-FM WVBS-FM WVVK-AM WVNR-AM WVSR-FM WVAV-FM WVCT-FM WVFX-FM WVGT-FM WVJB-AM WVWF-FM WVKS-FM WVWV-FM WVWR-FM WVWF-FM WVVA-AM WVXB-FM WVXF-FM WXIL-FM WXKC-FM WXKX-FM WXLP-FM WXR-AM WXR-AM WYAK-FM WYAV-FM WYCL-FM WYER-FM WYGC-FM WYMG-FM WYNE-AM WYNG-FM WYRY-FM WZBQ-FM WZFX-FM WZHT-FM WZID-FM WZNY-FM WZOQ-FM WZPK-FM WZRT-FM WZXL-FM WZZP-FM WZZQ-FM																								
<b>OMAHA/ COUNCIL BLUFFS</b> KEZO-FM KQKQ-FM	<b>MONTEREY/SALINAS/ SANTA CRUZ</b> KTOM-FM	<b>COASTAL NORTH CAROLINA</b> WZYC-FM	<b>COLUMBIA</b> WMFX-FM WNOK-FM WOMG-FM WWDM-FM	KASH-AM KASH-FM KATF-FM KATS-FM KBFX-FM KBIU-FM KBOZ-AM KBOZ-FM KBYZ-FM KCHV-FM KCQR-FM KCTR-FM KDES-FM KDGE-FM KDKS-FM KDMG-FM KDMG-FM KDTM-AM KDWZ-FM KEYJ-FM KFMF-FM KFMQ-FM KFMZ-FM KFOR-AM KFQD-AM KFRX-FM KGGG-FM KGLI-FM KDOT-FM KGUM-AM KHHT-FM KHHT-FM KHTY-FM KIIQ-FM KILQ-FM KITT-FM KIXS-FM KJYY-FM KJLO-FM KJOY-FM KKHT-FM KKLI-FM KKMK-FM KKNB-FM KKPR-FM KKRQ-FM KKXL-FM KLAW-FM KLCX-FM KLMS-AM KLTA-FM KLZZ-FM KMGP-FM KMJC-FM KNAN-FM KNCN-FM KNNN-FM KOKZ-FM KOSO-FM KOZZ-FM KPXR-FM KQCL-FM KQCR-FM KQDS-FM KQIZ-FM KQWB-FM	KRLB-FM KRLT-FM KRNO-FM KRNO-FM KROC-AM KROC-FM KSBJ-FM KSMK-FM KSND-FM KSNI-FM KSSS-AM KTAP-AM KTCS-FM KTGL-FM KTRS-FM KTUN-AM KTYD-FM KUAD-FM KUUL-FM KVFX-FM KVKI-FM KVUU-FM KWHL-FM KWTO-AM KXBS-FM KXFX-FM KXLP-FM KXUS-FM KYAK-AM KYMJ-FM KYYZ-FM KZAM-FM KZBB-FM KZEL-FM KZFN-FM KZGZ-FM WAAL-FM WAEV-FM WAPL-FM WARX-FM WAVV-FM WAYS-FM WAYV-FM WAZY-FM WBAM-FM WBBQ-FM WBGH-FM WBHP-AM WBHV-FM WBLM-FM WBSS-FM WBUD-AM WBWB-FM WBXX-FM WBYR-FM WCAV-FM WCAW-AM WCBH-FM WCCK-FM WCDQ-FM WCFL-FM WCGQ-FM WCGY-FM WCKT-FM WCLZ-FM	<b>CHATTANOOGA</b> WFXS-FM WJRX-FM WJTT-FM WUSY-FM	<b>SPOKANE</b> KEZE-FM KISC-FM KZZU-FM	<b>LANSING/ EAST LANSING</b> WFMK-FM WGOR-FM WIBM-FM WJIM-FM WVIC-AM	<b>FLINT</b> WCRZ-FM WKMF-AM WWCK-FM	<b>WORCESTER</b> WAAF-FM WFTQ-AM WSRS-FM WTAG-AM WXLO-FM	<b>ALBUQUERQUE</b> KMYI-FM KOLT-FM KZKL-FM KZRR-FM	<b>WICHITA</b> KBUZ-FM KICT-FM KKRD-FM	<b>MOBILE</b> WGCX-FM WKSJ-FM	<b>NEW HAVEN/MERIDEN</b> WKCI-FM WPLR-FM	<b>JOHNSON CITY/ KINGSFORD</b> WTFM-FM WUSJ-FM	<b>TOLEDO</b> WCWA-AM WIOT-FM WKKO-FM WRQN-FM WTOD-AM WVKS-FM	<b>MCALLEN/ BROWNSVILLE</b> KELT-FM KBFM-FM	<b>BAKERSFIELD</b> KKBB-FM KKXX-FM	<b>CHARLESTON</b> WSSX-FM WYBB-FM WAVF-FM WEZL-FM WMGL-FM WUJM-FM WWWZ-FM	<b>SPRINGFIELD/CHICOPEE</b> WAGY-FM WHYN-AM WHYN-FM WMAS-FM	<b>EL PASO</b> KEZB-FM KHEY-AM KHEY-FM	<b>YOUNGSTOWN/ WARREN</b> WBBG-FM WNCD-FM WQXK-FM WYFM-FM	<b>HARRISBURG/LEBANON</b> WIMX-FM WRKZ-FM WXBB-FM	<b>ALBUQUERQUE</b> KMYI-FM KOLT-FM KZKL-FM KZRR-FM	<b>MOBILE</b> WGCX-FM WKSJ-FM	<b>NEW HAVEN/MERIDEN</b> WKCI-FM WPLR-FM	<b>JOHNSON CITY/ KINGSFORD</b> WTFM-FM WUSJ-FM	<b>FRESNO</b> KFSO-FM KFYE-FM KHTZ-AM KJFX-FM KNAX-FM KTHT-FM	<b>YOUNGSTOWN/ WARREN</b> WBBG-FM WNCD-FM WQXK-FM WYFM-FM	<b>LAS VEGAS</b> KEYV-FM KMZQ-FM	<b>NEW BEDFORD/ FALL RIVER</b> WFHN-FM WFHN-FM

# ...and then some!

- AUSTRALIA**
- BELGIUM**
- BRAZIL**
- CANADA**
- COLOMBIA**
- CYPRUS**
- CZECHOSLOVAKIA**
- DOMINICAN REPUBLIC**
- FINLAND**
- FRANCE**
- GERMANY**
- GREECE**
- HOLLAND**
- HONG KONG**

- ICELAND**
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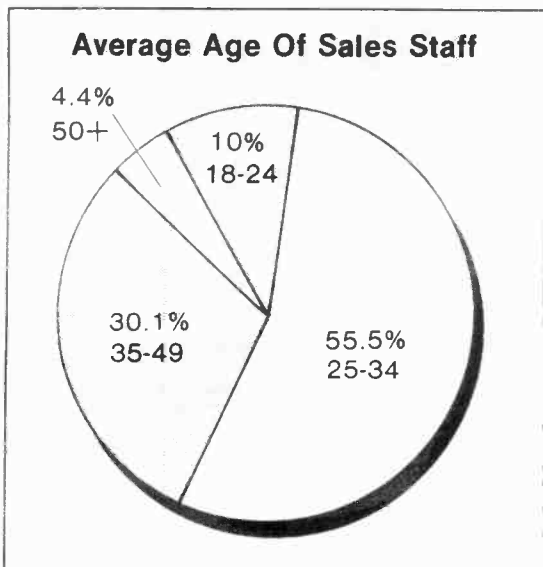
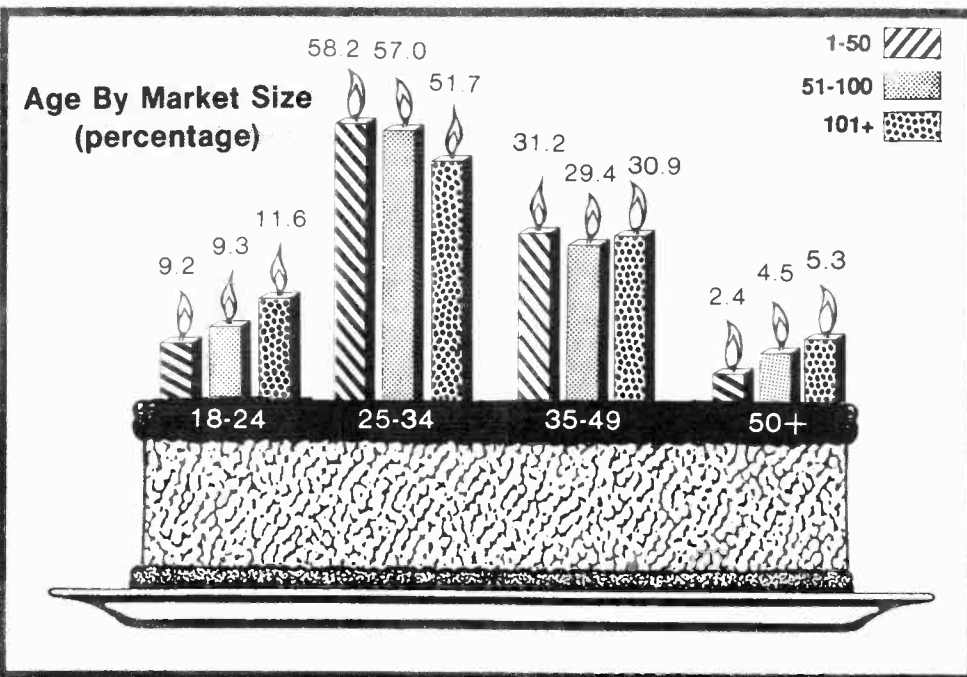
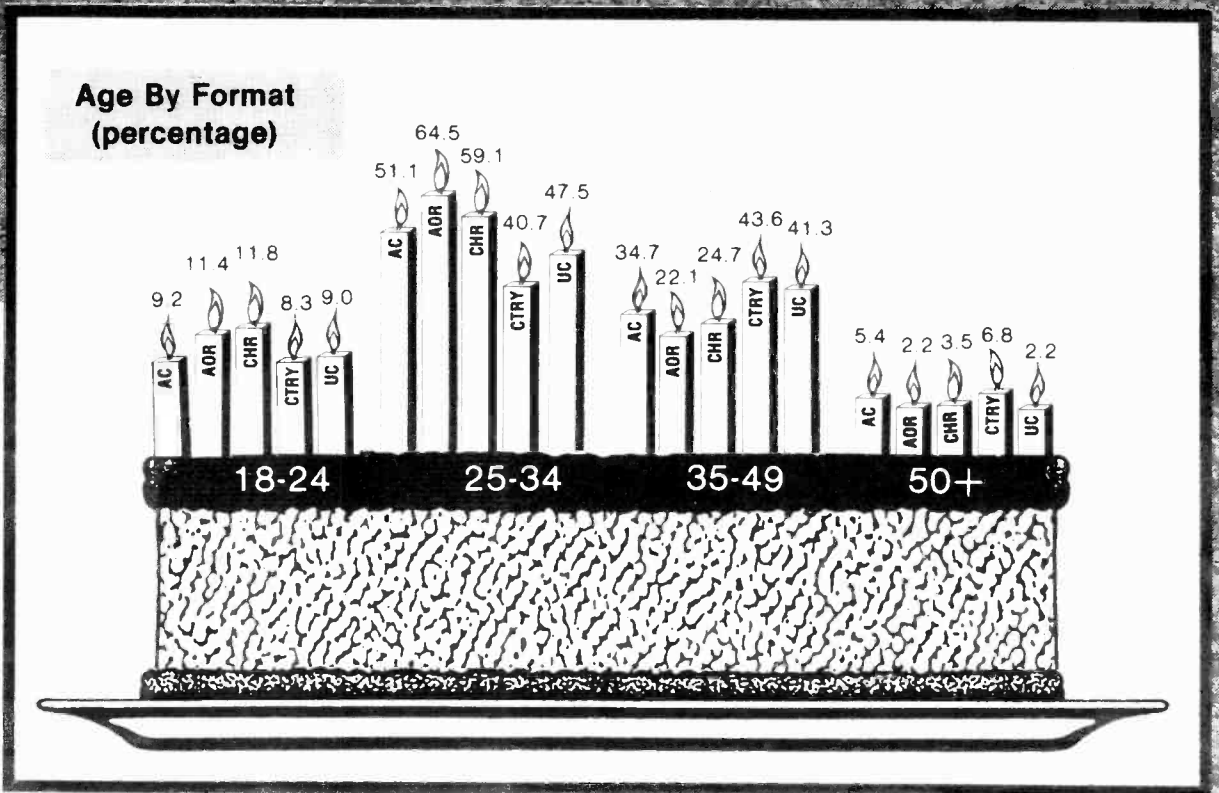


# THE FIRST ANNUAL RR SALES MANAGEMENT SURVEY

## Age Of Sales Staff

There's a definite trend toward youth in radio sales these days. Nearly two-thirds of sales staffers are under 35, and the number of 18-24 salespeople is more than double that of their 50+ counterparts.

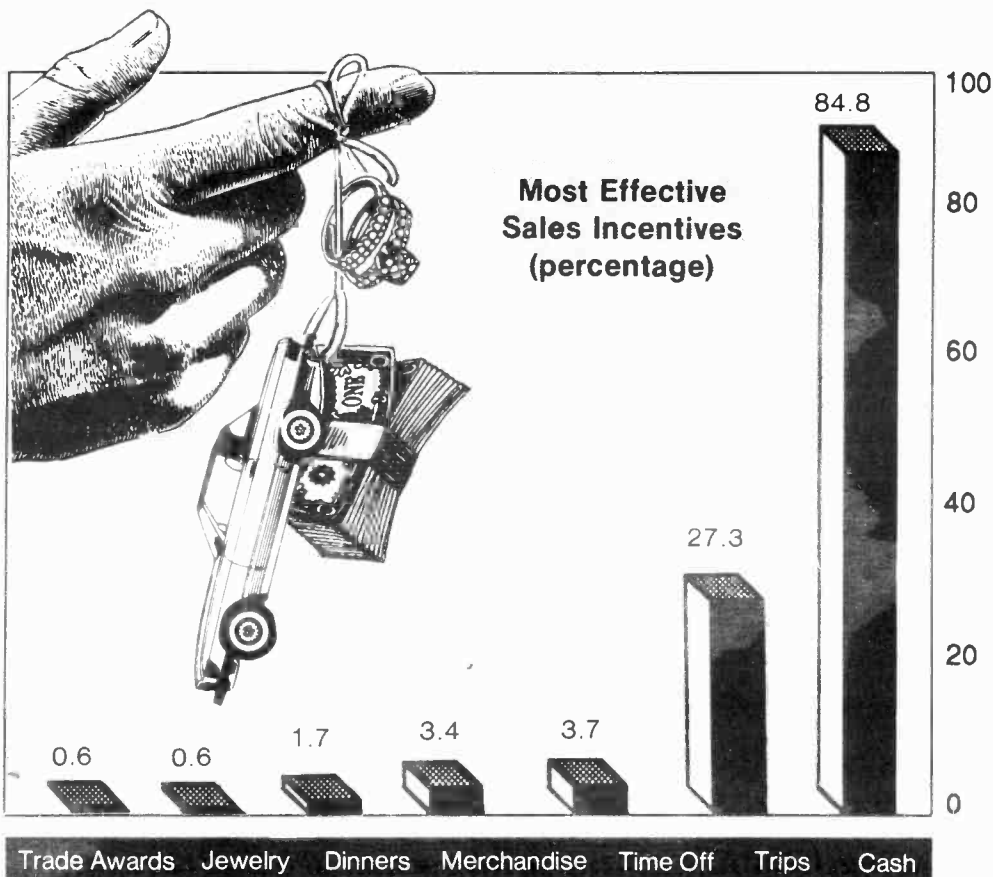
CHR and AOR stations have the youngest sales staffs, while Urban stations have a proliferation of 35-49s and Country and AC rank highest in the number of 50+ salespeople. Smaller markets present better opportunities for both age extremes.



## Sales Incentives

Overall, 92.6% of stations stage sales contests for their staffers; that percentage is quite consistent throughout format and market size. As a sales technique, bonus spots are offered by 61% of stations.

(Note: Total adds up to more than 100% as respondents were allowed to list more than one prize.)



### Bonus Spots By Format

Format	Percentage
Overall	60.6
AC	60.8
AOR	61.6
CHR	62.1
Country	55.4
Urban	60.0

### Bonus Spots By Market Size

Market	Percentage
Overall	60.6
1-50	64.7
51-100	62.2
101+	56.4



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*David Noll,*  
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# THE FIRST ANNUAL RR SALES MANAGEMENT SURVEY

## National Reps

**S**lightly more than 93% of stations nationwide have a national rep, ranging from 89% in smaller markets to 96% in the majors. The average percentage paid to reps is 14.8%, with very little variation by category. Just under 68% offer bonus spots to their reps.

Almost three-quarters of stations say their station is the only one in the market represented by their rep; that number rises to over 81% in 50+ markets but plummets to 57% in the more competitive majors.

Stations have, on the average, stayed with their present rep for a bit more than five years. We asked stations to rate their satisfaction with reps on a one-to-ten scale, and "seven" was the remarkably consistent answer.

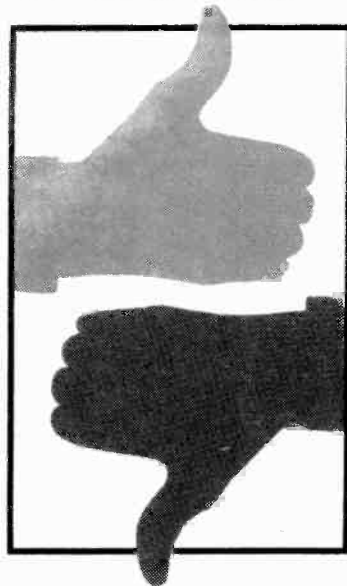
### Stations With National Reps

Format	Percentage
Overall	93.1
1-50	95.8
51-100	93.8
101+	89.4

## Rating Rep Performance On A Scale Of 1-10

### Rating The Reps By Market Size

Market	Rating
Overall	7.0
1-50	7.4
51-100	7.1
101+	6.5



### Rating The Reps By Format

Format	Rating
AC	6.8
AOR	7.0
CHR	7.0
Country	7.6
Urban	7.0

### Rep Exclusivity By Format

Format	Percentage
AC	75.8
AOR	65.1
CHR	78.8
Country	81.1
Urban	75.0

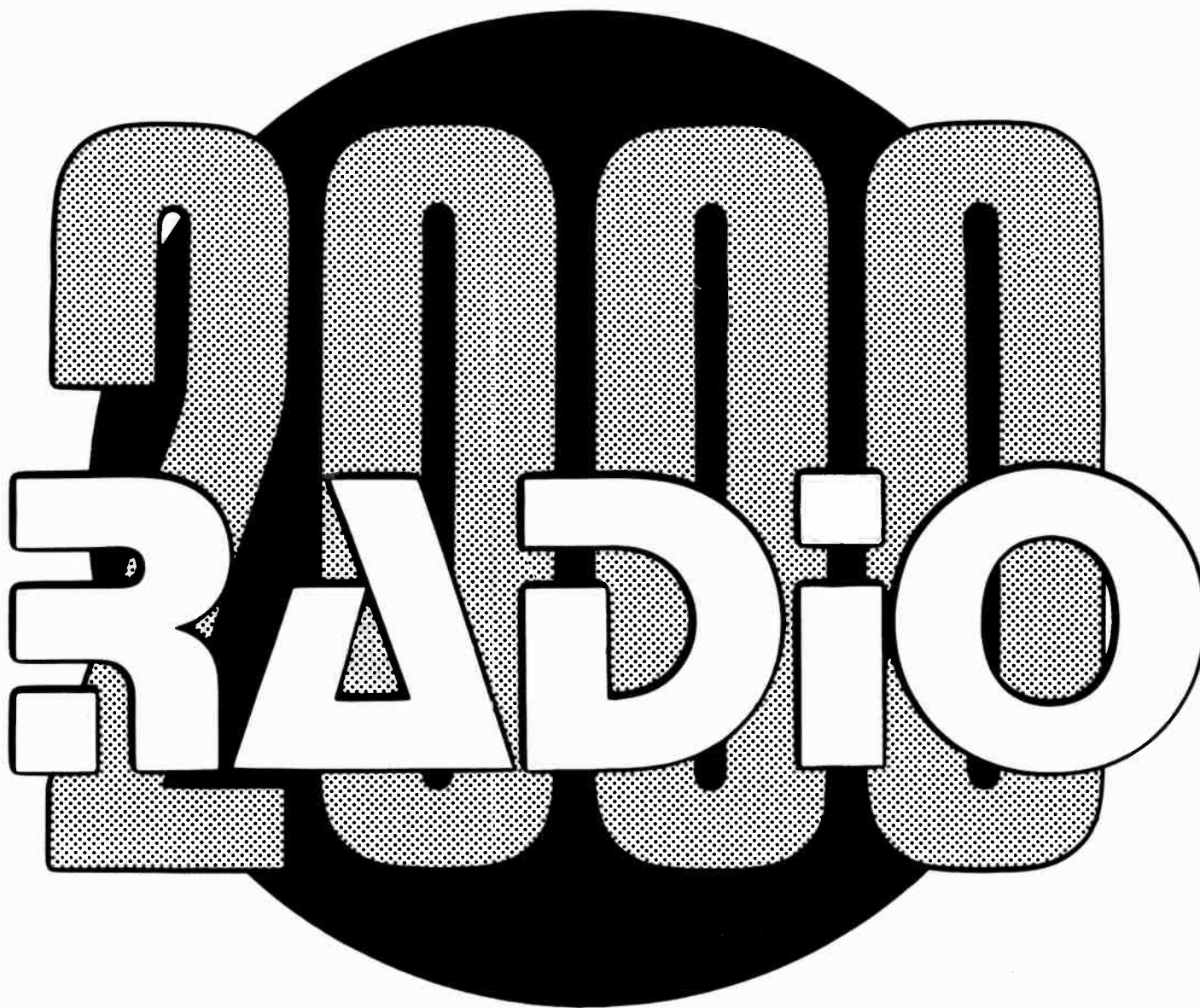
### Rep Exclusivity By Market Size

Market	Percentage
Overall	73.4
1-50	57.0
51-100	81.7
101+	81.9

### How Long Have You Been With Your Rep?

Market	Years
Overall	5.3
1-50	5.1
51-100	5.4
101+	5.5





## AN ALLIANCE FOR GROWTH.

THE **HNWH** MANAGEMENT TEAM IS LOOKING FORWARD TO SEEING YOU AT THE NAB'S "RADIO 1990" CONVENTION.

THERE ARE A LOT OF EXCITING THINGS HAPPENING AT **HNWH** AND WE'D LIKE TO TELL YOU ABOUT THEM.

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HOPE YOU CAN JOIN US FOR THE JOURNEY OF THE CENTURY. DROP BY THE INTEREP RADIO STORE HOSPITALITY SUITE AT THE BOSTON MARRIOTT/ COPLEY PLACE AND WE'LL FILL YOU IN.

BEST,

JACQUI ROSSINSKY  
PRESIDENT

# HN&H

A COMPANY OF  
THE INTEREP  RADIO STORE

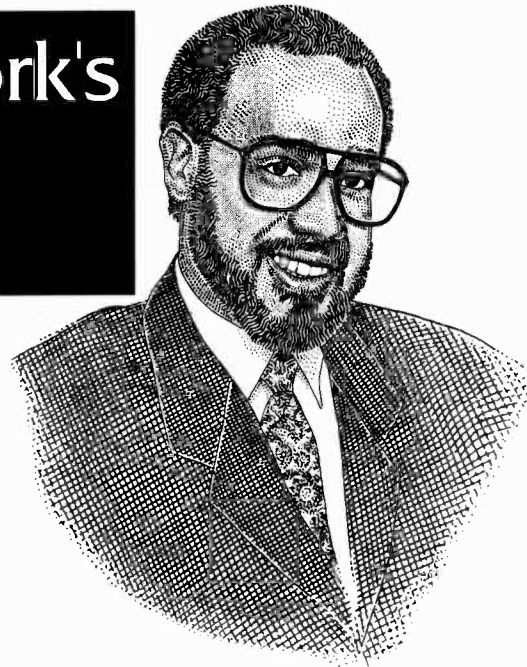
" With The Research Group, '98.7 Kiss-FM' has demonstrated dramatic growth in key demographics. We've gone from #10 to #2\* in adults 18-49 and from #13 to #6\* in adults 25-54, while maintaining our strong position in the younger demographics and becoming New York's #1\*\* radio station in both Arbitron and Birch surveys.

Through the utilization of Focus Group sessions and Strategic Market Studies, The Research Group has helped us focus very clearly on the opportunities and goals available to WRKS-FM and has worked with us each step of the way to keep us on track. The results dynamically indicate that their methods work.

No one else has a proven track record of success equal to that of The Research Group. They excel market to market and ratings survey after ratings survey in all formats. Working with The Research group has made a dramatic difference for 'KISS-FM' and continues to be an integral part of our continuing success story."

*Charles M. Warfield, Jr.  
Vice President/General Manager  
WRKS-FM, '98.7 KISS-FM'*

"New York's  
#1 radio  
station"



\*Summer 1989 to Spring 1990 Arbitron. Adults 18-49 and 25-54, AQH share, M-S 6A-M, MSA  
\*\*Spring 1990 Arbitron and Birch. Persons 12+, AQH share, M-S, 6A-12M, MSA.

The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers may have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

**For more informaton, call Larry B. Campbell, President (206) 624-3888.**

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# The Research Group

*Radio's Strategic Research Team*

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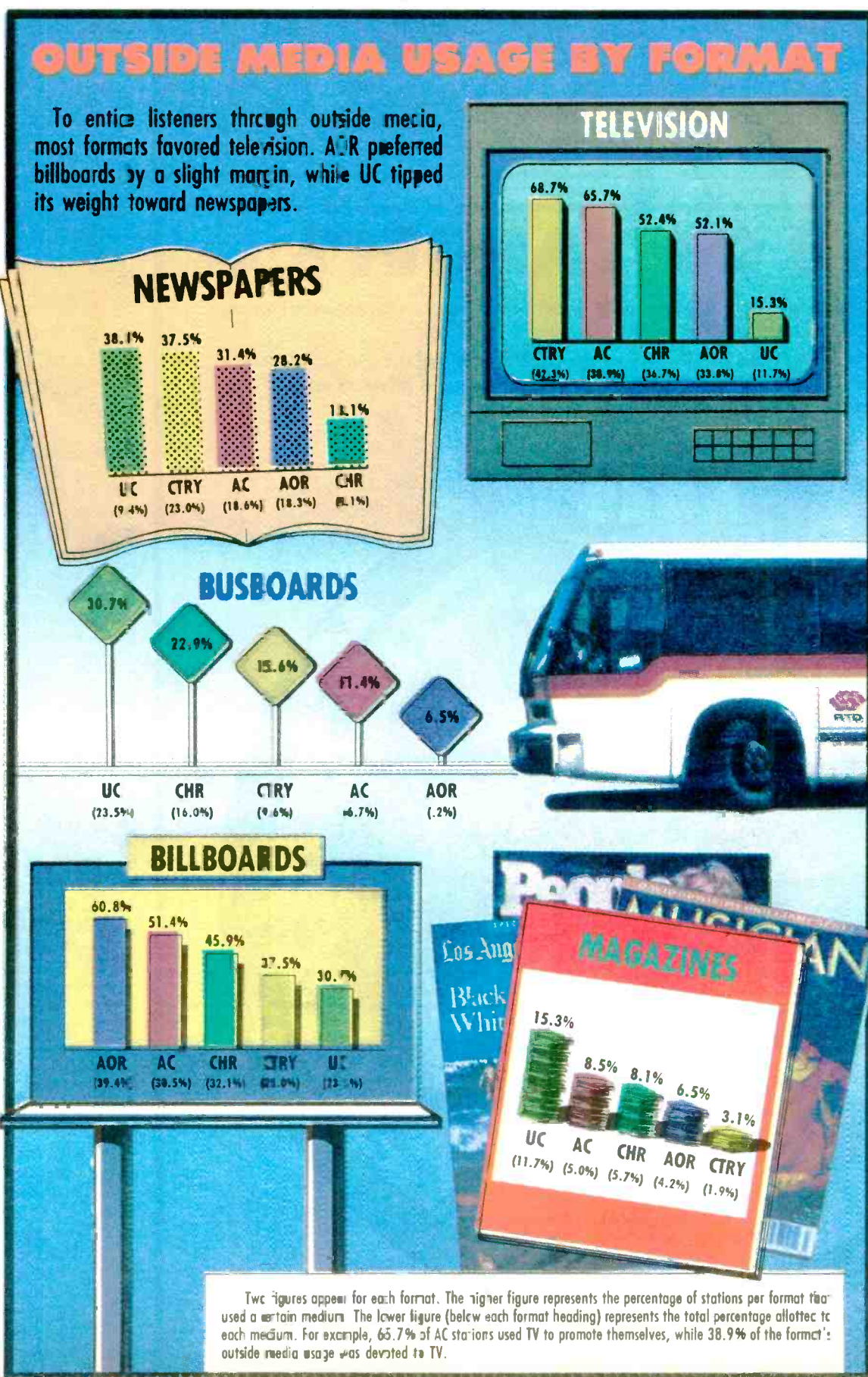
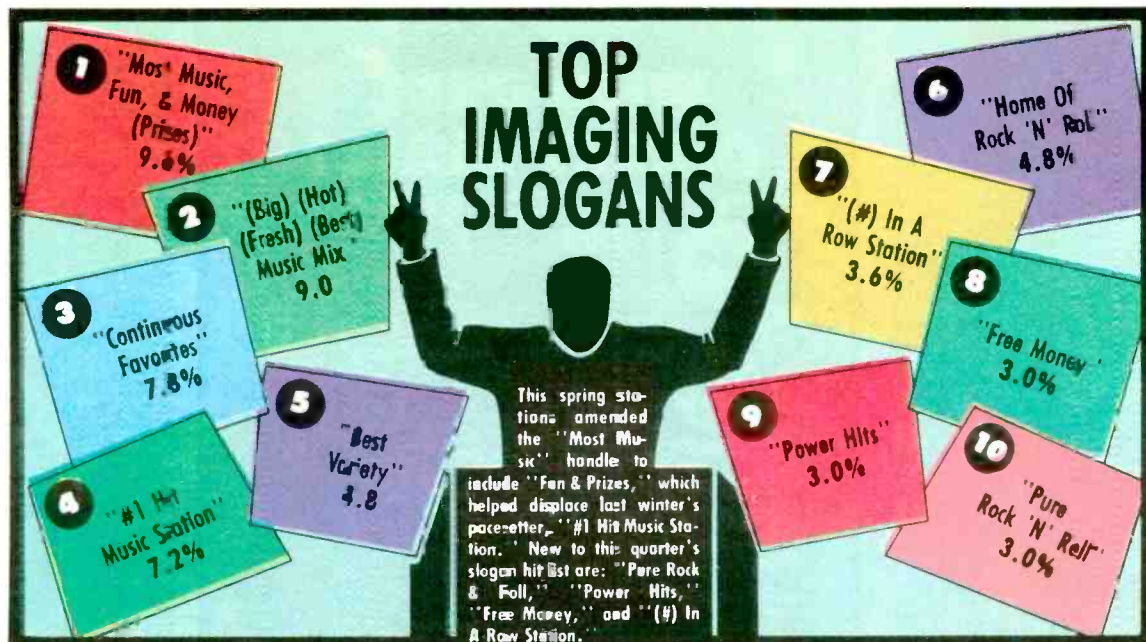


### The Story Behind The Spring Sweep

The R&R "Ratings Strategy Review" continues to broaden its scope as it tells the story behind the ratings — examining the strategies stations use each quarter to post winning numbers in Arbitron and Birch.

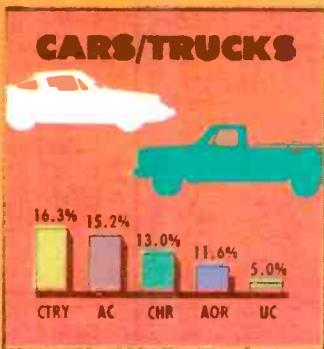
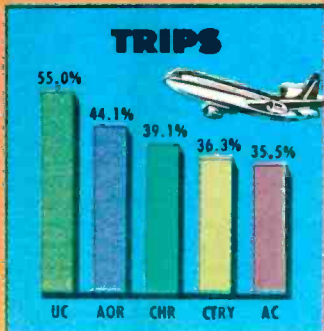
In addition to presenting ratings breakouts from the Top 100 markets, the top imaging slogans, favorite giveaway prizes, and most popular getaway sites, R&R's exclusive spring survey of 225 radio stations has yielded three new features:

- Outside Media Usage By Format
  - Who Uses Direct Mail
  - Are You On Target? — format audience composition averages by age cell
- So for a more incisive look at the spring sweep, read on.



### MONEY TALKS

Money again outpaced trips and cars/trucks as stations' favorite giveaway item. While it was the prize of choice for AC, CHR, and Country outlets, its popularity with UC stations seems to be waning. Last fall, cash accounted for 76.4% of UC prizes. That figure dropped to 60% during winter '90 and 40% this spring. Cash's popularity with AOR has remained consistent over the last three quarters — 43.2%, 42.3%, and 44.1%.

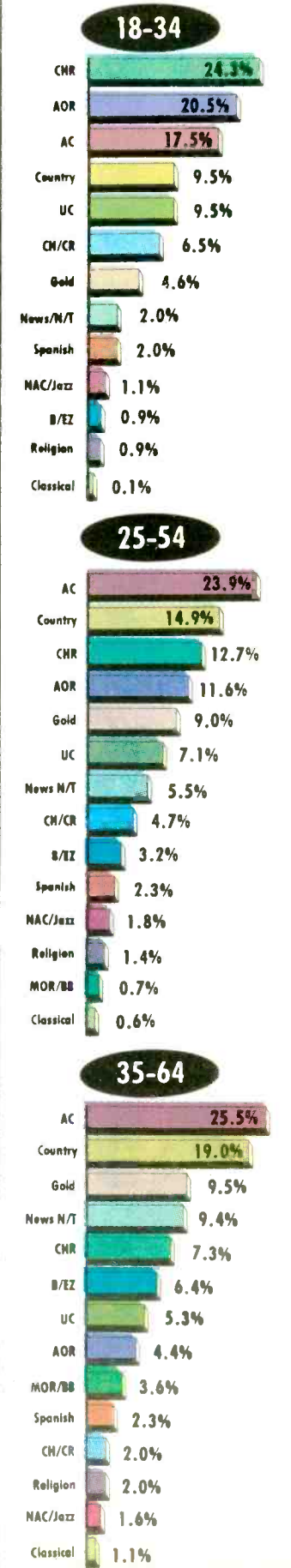


### ARBITRON DEMO SHARES BY FORMAT

CHR padded its 18-34 lead over AOR, holding onto first place. Also retaining their winter '90 second and third place positions were AOR and AC. Country, however, boosted itself to a fourth-place tie with UC.

AC again reigned as the country's top format 25-54 and 35-64, with solid leads over runner-up Country. AC's repeat performance was abetted by the influx of B/EZs switching to various Soft AC offshoots. Compared to its winter showing, Country was up slightly 25-54 (+0.1%) and off 35-64 (-0.3%).

B/EZ retained its #9 25-54 rank, but fell 1.5%. Among 35-64s, it lost both ranking (#4-#6) and shares (9%-6.4%). Another big 35-64 winner was Gold (#5-#3), which improved its share (8.4%-9.5%).

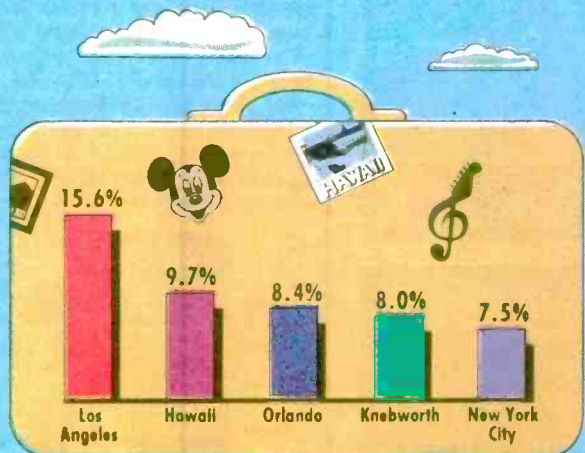


Two figures appear for each format. The higher figure represents the percentage of stations per format that used a certain medium. The lower figure (below each format heading) represents the total percentage allocated to outside media usage devoted to TV.

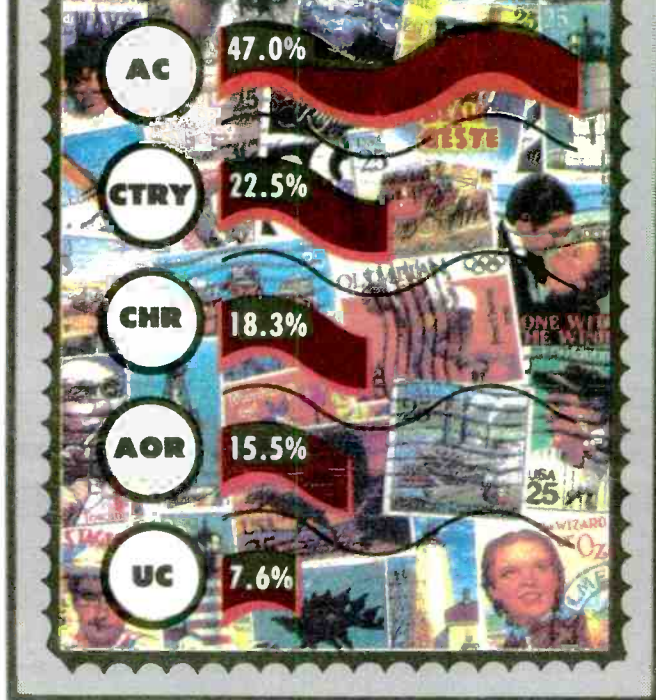


# THE SKY'S THE LIMIT

Winter bridesmaid Los Angeles was the runaway winner of the trip destination sweepstakes, logging the most popularity among CHR and AOR stations. Already popular Orlando landed ahead of its fifth place finish in winter '90, propelled by the new Universal Studios attraction. And the mega-concert at Knobworth jetted England into fourth — 68.4% of AORs used this as a contest lure.



# WHO USES DIRECT MAIL?



# BIGGEST GAINERS BY DEMO

Three Country stations posted sizable Arbitron increases between spring '89-spring '90 (Top 100 markets) to finish among the Top Ten gainers 12+. That trio includes KFRG/Riverside, which also made the 25-54 and 35-64 Top Ten gainers list — having only adopted the format last Christmas. Other stations that also appeared on three of the four Top Ten honor rolls were KIIM/Tucson and WODJ/Grand Rapids.

In the lone case of its type, two stations (WFHN and WSNE) from the same market (New Bedford) earned significant gains (+6.8; +6.7) in the same demo (25-54).

## 12+

	Sp '89	Sp '90	Gain
1 KIIM/Tucson (Country)	6.9	12.5	+6.6
2 WODJ/Grand Rapids (Gold)	0.7	6.5	+5.8
3 KFRG/Riverside (Country)	2.3	8.0	+5.7
4 WHJX/Jacksonville (UC)	—	5.4	+5.4
5 KBBB/Wichita (AC)	1.8	7.1	+5.3
6 WVEE/Atlanta (UC)	9.9	15.1	+5.2
WKBN (AM)/Youngstown (N/T)	8.0	13.2	+5.2
8 WJZY/Chattanooga (Country)	12.6	17.7	+5.1
9 KISS/Albuquerque (CHR)	5.1	10.1	+5.0
10 WFLZ/Tampa (CHR)	—	—	—

## 18-34

	Sp '89	Sp '90	Gain
1 WNCD/Youngstown (AOR)	11.8	22.6	+10.8
2 WHJX/Jacksonville (UC)	—	9.7	+9.7
WFLZ/Tampa (CHR)	4.6	14.3	+9.7
4 WFLZ/Sarasota (CHR)	7.5	16.7	+9.2
5 WSTZ/Dayton (CHR)	7.0	16.1	+9.1
6 WVEE/Atlanta (UC)	15.6	24.0	+8.4
7 KMJX/Little Rock (AOR)	8.8	17.1	+8.3
8 KAFY/Bakersfield (Spanish)	3.8	12.0	+8.2
9 WEDR/Miami (UC)	2.6	10.2	+7.6
10 WUFX/Buffalo (CR)	5.0	12.5	+7.5

## 25-54

	Sp '89	Sp '90	Gain
1 KOLL/Little Rock (Gold)	2.6	12.2	+9.6
2 WODJ/Grand Rapids (Gold)	1.2	9.9	+8.7
3 KFRG/Riverside (Country)	3.5	12.1	+8.6
KIIM/Tucson (Country)	8.9	17.5	+8.6
5 KBBB/Wichita (AC)	2.8	10.4	+7.6
6 WGRR/Cincinnati (Gold)	3.8	11.3	+7.5
7 WFHN/New Bedford (CHR)	3.5	10.3	+6.8
8 WSNE/New Bedford (AC)	4.3	11.0	+6.7
9 WWKL/Harrisburg (Gold)	4.6	10.8	+6.2
10 WEZL/Charleston (Country)	11.6	17.6	+6.0

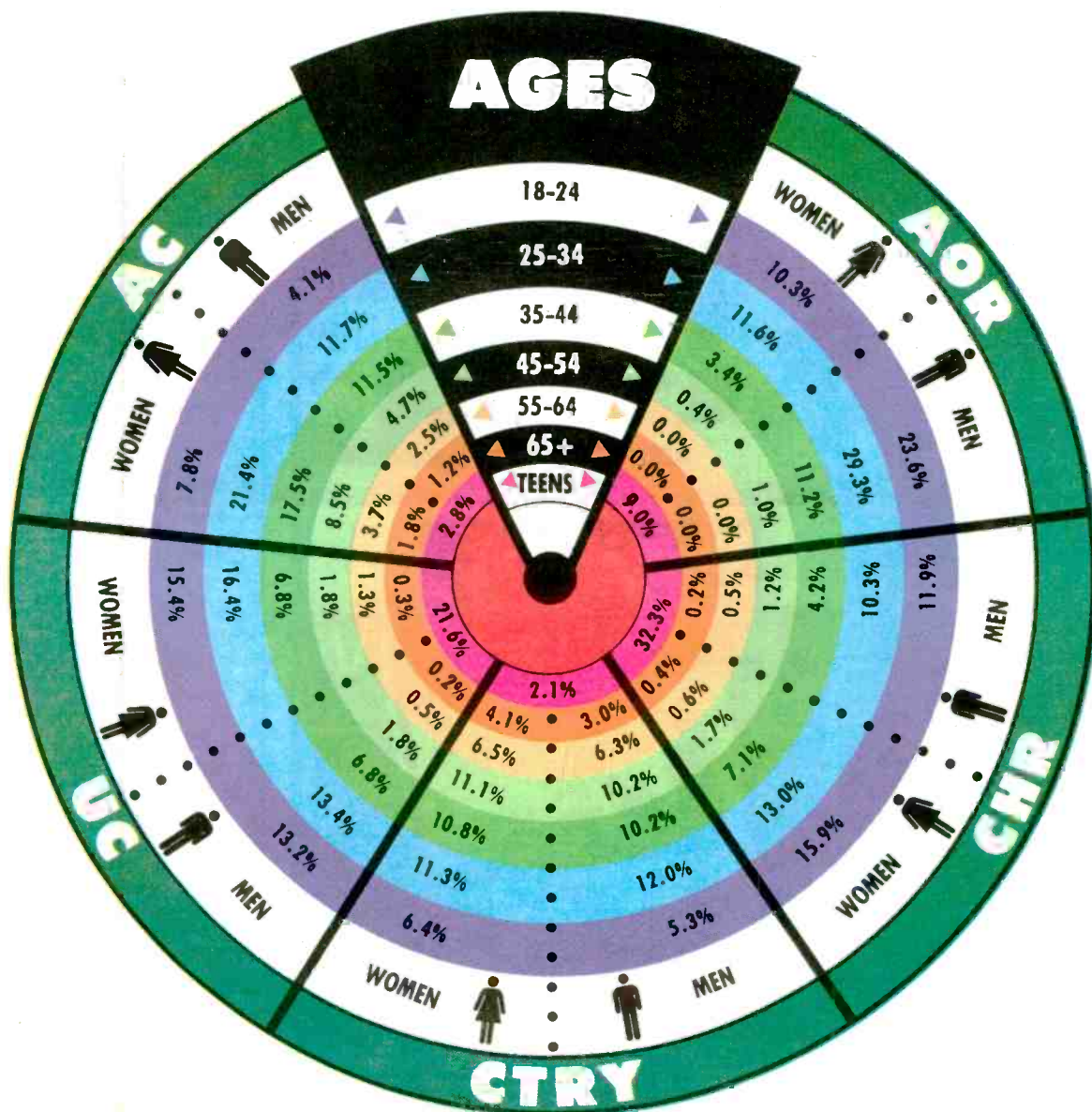
## 35-64

	Sp '89	Sp '90	Gain
1 KOLL/Little Rock (Gold)	0.4	13.5	+13.1
2 WODJ/Grand Rapids (Gold)	1.7	10.4	+8.7
3 KFRG/Riverside (Country)	3.1	11.8	+8.5
KIIM/Tucson (Country)	8.6	17.1	+8.5
5 WGRR/Cincinnati (Gold)	2.4	10.8	+8.4
6 KSSK-FM/Honolulu (AC)	2.2	9.0	+6.8
7 KQXX/McAllen (Spanish)	3.1	9.8	+6.7
8 WHQL/Jacksonville (Gold)	6.0	12.6	+6.6
9 WSNE/New Bedford (AC)	2.9	9.3	+6.4
10 KIEZ/Baton Rouge (B/EZ)	—	6.3	+6.3
WEZL/Charleston (Country)	17.8	24.1	+6.3
WYMJ/Dayton (Gold)	1.9	8.2	+6.3

# ARE YOU ON TARGET?

Let's say your station has successfully implemented some — if not all — of the giveaway/promotional strategies outlined on these pages. Is your station on target in terms of audience composition when compared to its leading format peers?

Audience composition stats for all format winners in the Top 100 Birch markets were broken out and then averaged cell-by-cell. Results show AC's strength is in women 25-34; AOR's is men 25-34; CHR's power base is teens (the highest percentage of any individual cell); Country is strong in men 25-34; and UC rates with teens.





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# SALES STRATEGY

## The Evolution Of A Revolution

Nontraditional Approach Can Turn Potential Losses Into Profits

**Y**ou're probably familiar with the old saying, "The more things change, the more they stay the same." Well, meeting the challenge of marketing and advertising in the '90s calls for a new saying: "The more things change, the more we have to change."

In this week's double Sales Strategy column, I'll review the advertising revolution which has occurred — and will continue to occur. Although many sales managers continue to base their current and potential billings on traditional consumer economics, an examination of this daily marketing and advertising revolution provides a far more relevant gauge.

The '90s are quickly becoming the decade of explosive growth for leading-edge businesses — ones that offer additional options. Profits generated from your promotion department, off-air resources, turnkey partnerships, and new decision-maker contacts will be the benchmarks of those who excel.

This overview is intended to spur your thought and planning process, not to undermine the value of our media, which is in an extremely formidable position if marketed correctly.

Knowledge is power, and understanding the underlying evolutions and hidden agendas should prove useful. Responding to these evolutions will allow you to capitalize on them rather than be victimized by them.

With these new pressures come new opportunities. For example, while there is a tremendous amount of economic concern (and staff freezes and zero-based budgeting mandates), many agencies and stations are seeing huge increases.

The bottom line: There is more opportunity for multidimensional marketing vehicles and less for traditional, one-dimensional advertising.

### Between The Lines

These changes are evident in the quarterly figures from our own industry. Although the Times Mirror's first-quarter results were down from 1989, the company's trade publishing and cable operations reported strong increases.

Similarly, Knight-Ridder's newspaper ads were off 1.6% but revenues from its business information services were up 12.6%. Looking between the lines, a great deal of budget fragmentation has occurred. While traditional advertising is growing at between 1%-6%, nontraditional marketing is skyrocketing exponentially.

**"The '90s are quickly becoming the decade of explosive growth for leading-edge businesses."**

In reality, there's more money available now than ever before for marketing — an area that's declining in traditional advertising budgets. Remember when you could outperform the market and hit budgets by ratings alone? Those days are numbered, much like the declining number of available commercial units.

### New & Unproved!

Clients and advertisers, bored with traditional marketing, have begun experimenting with new, unproven marketing vehicles such as Health Link TV (broadcast in medical offices), Channel One (broadcast in classrooms), and Act Media (provides in-store signage and shelf talkers).

These advertisers are merely reflecting the tide of consumer boredom. In general, consumers are spending less time browsing — today's shoppers are spending more time placing orders by phone and less time looking for parking places.

It doesn't take much to spur them, however. Kentucky Fried Chicken releases "Hot Wings" and lines form around the block. "The Simpsons" debuts and suddenly you see Bart Simpson T-shirts, toys, and gadgets in every mall.

### Event Marketing

One of the areas that's seen significant growth recently is that of corporate event marketing. The popularity of this option will continue — the trend has caused major corporations to create hundreds of new positions, most notably in-house event planners.

The arena is diverse — from sporting event sponsorships and rodeo tie-ins to community award programs and ethnic marketing — and the budgets are swelling.

Look for the growth of corporate event marketing and sponsorships to continue to outpace traditional

media, as companies usually have more success when they get out and touch consumers.

Sporting event sponsorship, traditionally a tip of the budget iceberg, has skyrocketed more than 400% since 1983. The big five are the Olympics, auto racing, golf, tennis, and marathons. Up-and-comers generating the most interest include polo, volleyball, fishing, block parties, and ethnic festivals.

Off-air promotions tied to these budgets are prudent from a sales as well as a listener marketing standpoint. It's essential for your salespeople to be in front of those who control the budgets, identifying their needs and spheres of influence.

### PR Foundations

Another area of explosive growth is that of PR departments or foundations at "mega-corporations." These companies are attempting to localize and better align themselves with key consumers and cities.

The term "corporate" no longer signifies domestic companies based in New York, L.A., or Dallas — they're now often international mega-corps based in London, Seoul, Tokyo, or Melbourne.

One way these mega-corps are gaining consumer support is through local cause marketing in regional and local nonprofit organizations. Recent research shows there's a tremendous window of opportunity for mega-corps to create impact through cause marketing — consumers support mega-corps that are aligned with the causes and concerns that they (the consumers) believe in.

Not only are consumers becoming increasingly loyal to firms that support environmental and other concerns, but they will pay a premium for products aligned with such concerns. Virtually every major corporation has a PR/marketing arm, and these departments yield as much as ½%-2% of a company's profits, or gross sales.

### Direct Marketing

Couponing has evolved tremendously since the '80s. Consider the success of Check Robot, which actually delivers coupons to users of competing brands at the checkstand.

Teleshopping, another form of direct marketing, is seeing enormous growth as well. Marketers are reacting to this trend with sophisticated strategies, from

## Ten Sales Predictions For The 1990s

- Revenue increasingly will be developed in conjunction with stations' promotion departments.
- More revenue will be developed through horizontal (current) accounts than through vertical (new) accounts.
- Off-air and nonspot revenues will increase to 15%-20% of some stations' income by 1995.
- Advertising will evolve from a stand-alone commodity to a byproduct of marketing programs.
- 75%-90% of all avails will have promotion and/or merchandising requirements attached by 1992.
- A station's creative department will play a more critical role in the selling cycle as client demand for creativity increases.
- Group owners will network more to gain information and a competitive edge.
- These well-connected owners' groups will contribute significantly to revenue development and resource maximization.
- Tools and turnkey partnerships will play an important role in new business development as well as existing business.
- More new business will be cultivated through agency contacts working with nonmedia accounts.

catalogs to consumer usage databases. Retailers such as JC Penney are even investing in their own cable channels to sell products.

Direct marketing is responsible for much of the accountability advertisers are looking for today. One advantage is that they are able to track the actual cost of the sale as well as the investment.

**"Clients and advertisers, bored with traditional marketing, have begun experimenting with new, unproven marketing vehicles."**

Savvy radio salespeople can offer many options to those relying on direct marketing, ranging from simply buying direct mail lists to offering cross-promotions with direct-marketing companies, and retailer (and eventually our own) databases.

### In-Store Marketing

Never has there been more retail and manufacturer attention focused on in-store marketing. Both sides are aiming to increase visitation time as well as in-store traffic through other departments.

As marketing efforts are focusing more on upselling current customers than attracting new ones, visual marketing tools and other resources that create impulse and incremental sales are becoming more important.

Many retailers are adding depth to their in-store merchandising vehicles, including cross-promotions and partnerships. Child-care areas, food service, make-your-own-video displays, how-to clinics, in-store theme events, laser shows, valet parking, window displays — all are keeping consumers in the stores longer.

Some estimate that 15%-20% of traditional retail advertising revenues are being redirected to in-store marketing and merchandising. Visual departments, merchandisers, and store operations contacts are fueling much of this growth.

As a result, manufacturers are increasing their display advertising, in-store merchandising, and slotting fees, all of which ultimately increase product sales.

### Agency Watch

Nonmedia accounts are generating higher percentages of full-service agencies' new business and profits. Members of the American Association of Advertising Agencies have been under scrutiny for

Continued on Page 34



Some Transmission Providers Offer A Few Services

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**You've Heard What It's All About  
Now Come Apply What You've Learned**

**PROFIT IN THE '90s THROUGH RETAIL SELLING**

**BOSTON RADIO 1990**

**Wednesday, September 12**

- Radio Station Bus Tours
- Writing and Producing Radio Comedy with Don O'Day
- Opening General Session featuring Ken Dychtwald, author of *Age Wars* presented by the CBS Radio Division
- Opening Reception—Boston Marriott-Copley Place sponsored by Westwood One Companies

**Thursday, September 13**

- Powerful Programming: Localization or National Radio?
- Setting Tone and a New Course: RAB
- The Car: Negotiate Anything, EEO—Judging and Developing Qualified Applicants
- Developing a Winning Marketing Plan
- Effective Presenting as a Manager
- AM & FM Opportunities: New Services and New Opportunities
- Crystal Radio Awards Luncheon sponsored by Associated Broadcasters
- Forum: New AC, Sports, Non-Traditional, Classic Rock
- Forum: Full Service, EEO, Licensing, Director, AC
- Forum: How to Use a Consultant

**Friday, September 14**

- How to be a Better Programming Manager
- Contests, Listener & Political Services
- Value Added Selling
- Building on Financing
- How to Use Programming Tactics to Get Good Ratings
- Creating a Profit Center
- Driving and Operating a Small-Station Station
- Government Relations Policy Roundtable Session
- Radio Management Luncheon & Presentation of the National Radio Award
- Keynote Speaker: H. Ross Perot
- Sponsored by the Interop Radio Store
- Forum: Children: Where to Draw the Line in Advertising
- Forum: Children: Where to Draw the Line in Advertising
- Forum: Children: Where to Draw the Line in Advertising
- Forum: Children: Where to Draw the Line in Advertising

**Saturday, September 15**

- The Living Legends of Radio
- Separating Up: Don't Be A... (Lunch)
- Using Heads Look for the '90s
- AM Engineering of the '90s
- "How to Relate to Your Audience" featuring Paul Harvey, in cooperation with ABC Radio Division
- Exhibitor Hall Walk-around Lunch sponsored by The Arbitron Company
- Building the Model Sales Team of the Future
- Opportunities in International Radio
- AM Engineering of the '90s
- Radio: The Future of Music
- Radio and the Music Industry: Working Together
- 1990 Business Solutions
- 1990 Business Solutions
- 1990 Business Solutions
- MARCONI RADIO AWARDS—Wang Center/Preshow Reception sponsored by Film House

See actual retail and \*EMRC-accredited ratings information for your station

Prove to advertisers that YOUR listeners are THEIR consumers

Show advertisers your value beyond cost per rating point

Confirm that Birch/Scarborough retail and accredited ratings information is all you need to profit in the '90s

**STOP BY BOOTH #833 for hands-on demonstrations**



A  BUSINESS INFORMATION SERVICES COMPANY

**See you at Booth #833**

\*Electronic Media Rating Council



# SALES STRATEGY

## The Evolution Of A Revolution

Continued from Page 32

the last five years — commissions are down, retainers are frequent, and performance clauses are mandated by clients.

These agencies are relying increasingly on contract labor from promotional and PR firms to fulfill their clients' demands for results.

The '90s should mark the end of the smaller local media organization, due to competition with the AAAA members. Major agencies that formerly would never consider pitching an account worth less than \$10 million a year are now pitching \$1 million accounts.

The majors' new business presentation budgets alone rival the entire annual profit of many of the smaller agencies. The latter simply can't compete any longer.

Today, it's not unusual for five agencies or in-house departments to be assigned specific accounts. For example, a company may have one each for creative, media buying, sales, promotions, personnel budgets, and recruitment. Incidentally, agencies' attempts to offer all of the above services have proven to be unpopular and unsuccessful with clients.

Your salespeople's ability to non-threateningly qualify and probe for an agency's specific budget parameters, client objectives, and other areas of client involvement will pay off in the long run — providing your people are that well-connected within the agency's myriad of departments.

**"The growth of corporate event marketing and sponsorships will continue to outpace traditional media."**

Coordinating marketing-based programs with nonmedia accounts also will provide stations with an increasingly higher percentage of revenue each year between now and the millennium.

### Retail Growth

Far more training is needed on retail account renewal and service processes than on account develop-

ment. Salespeople must have as much contact with those on the floor as with those in the advertising office, for the former types are the real renewal decision-makers . . . the ones always fielding the question: "So, how did radio pull?"

Retail can be divided into two primary areas — local and major account. Both are undergoing some significant evolutions, which have created new opportunities.

Local retail itself has seen two major transformations. Franchisees, for one, have been very profitable. In a loose translation of failure and success ratios, 90% of all retail businesses fail, while 90% of all franchise operations succeed.

The second part of this local retail evolution deals with buying groups — their increasing involvement with local retailers and the subsequent revenue that can be generated from them.

In short, such groups allow retailers to compete with megacorps, which wield tremendous clout in buying products in bulk — often at such a difference that they're able to sell the products to consumers cheaper than local retailers can buy it themselves.

## Talk Of The P-O-Ps

**N**ine out of ten mass merchandising store managers believe that point-of-purchase (P-O-P) displays increase sales and attract consumers. In one recent survey, nearly 80% of these managers said they're using more — or the same amount — of P-O-P advertising than they were two years ago. And more than 85% of these managers say they plan to use more — or the same amount — in the future.

According to the Englewood, NJ-based **Point Of Purchase Advertising Institute**, these store managers said they use more than half of the P-O-P materials they receive from manufacturers.

The most popular P-O-P displays? Counter/shelf units (66% of store managers use 'em), followed by mobiles and banners (60%), testers/sampling devices and floorstands (56% each), shelf talkers and danglers (55%), shelf extenders (44%), checkout signs and full-line merchandisers (35%), and cash register/bar and fountain units (29%).

Enter the retail buying group, a network of retailers that use the group's clout to drive better deals and gain manufacturer support. (Local record retailers have been using one-stops in a similar manner for years.) RBGs are used in a number of categories, including electronics, eyewear, shoes, hardware, appliances, and groceries. The best opportunities for revenue development are for local and regional groups.

### Retail Mega-Corps

If the face of local retail has changed, the entire anatomy of major retail accounts has undergone an overhaul. In some categories, there are more bankrupt or insolvent mega-corps than healthy ones. Some, such as 7-Eleven, have been bailed out; others are still waiting for reorganization or to be sold.

Revenue and development of business will come from megaretailers' evolution into niche retailing. JC Penney, for example, has had success with several of its new casual apparel niche stores, such as Units, Mixit (in California), and Tezio (in the East).

Penney also owns and operates NYC-based retailer Amanda Fielding, which plans to have 150 stores

open nationwide by 1992. Meanwhile, JC Penney already has opened **Portfolio Home Furnishings** in Dallas, with 13 more stores projected to open next year.

Another area for revenue development is the massive remodels for retailers that have lost their franchise with consumers. Consider K mart's \$100 million remodeling of the company's stores.

The third area will be that of dramatic expansion of the super retailers whose image is well-established with consumers, such as Wal-Mart, Circuit City, Toys "R" Us, and Target — the last of which plans to open another 23 stores this year.

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

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## FM LISTENERS

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## A WAY TO KEEP

## FROM DOING

## LISTENING TO

Upscale listeners are fickle. But we have a cure for fickleness.

We're the Dow Jones Report, and we help prevent dial-hopping by providing your FM listeners with what they want.

And independent research shows that what 72% of them want are updates on the economy: late-breaking reports on the economic stories that affect their lives.

The kind of reporting, in short, that Dow Jones has specialized in for over a century.

But the Report won't just help to "anchor" your listeners. It will help attract ad-

vertisers as well. Because they've found the Report to be an appealing vehicle for reaching upscale audiences.

So if you're concerned about listener defections, call Jonathan Krongard at (800) 828-6397. He'll gladly discuss how your station can become the exclusive source of the Report in your listening area.

And how it can create loyalty that



puts an  
this type

end to  
of listening.

**Dow Jones Report**

Based on listeners to adult music stations with 1111 of \$40,000 or more. Source: 1987 Statistical Research, Inc. Dow Jones Report is a registered service mark of Dow Jones & Company, Inc. © 1990 Dow Jones & Company, Inc. All Rights Reserved.

# GET READY TO PLACE YOUR BETTE.



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**CHEVROLET PRESENTS**  
**THE 1990**  
**COUNTRY MUSIC**  
**A • S • S • O • C • I • A • T • I • O • N**  
**AWARDS**

**On the  
Mutual Broadcasting System**

**I**t's country music's biggest event of the year! Treat your audience to the best that country has to offer . . . when program hosts Reba McEntire and Randy Travis bring you all the excitement and prestige of the 1990 Country Music Association Awards live from Nashville's Grand Ole Opry.

You'll be treated to outstanding live performances by country's best known performers – and you'll be there to feel all of the anticipation and emotion as each award is presented to its most deserving act!

Following the ceremonies, Mutual's Lee Arnold will take you backstage for the *party with the stars* – featuring live interviews and award-winning music.

In addition, you'll hear the first reactions from country's newly crowned Entertainer of the Year, Male and Female Vocalists of the Year and more!

**It's a night you just can't miss!**

**MONDAY, OCTOBER 8**  
**9PM EASTERN/PACIFIC**

The Mutual Broadcasting System and the Country Music Association . . . celebrating an eight year tradition of award-winning country!

 **MUTUAL  
BROADCASTING SYSTEM**

*THE Heartbeat*  
**OF AMERICA IS WINNING**  
**TODAY'S TRUCK IS CHEVROLET**



GREECE  
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 ICELAND  
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 ITALY  
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 MALAYSIA  
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# *A Dreamer For The Ages...*

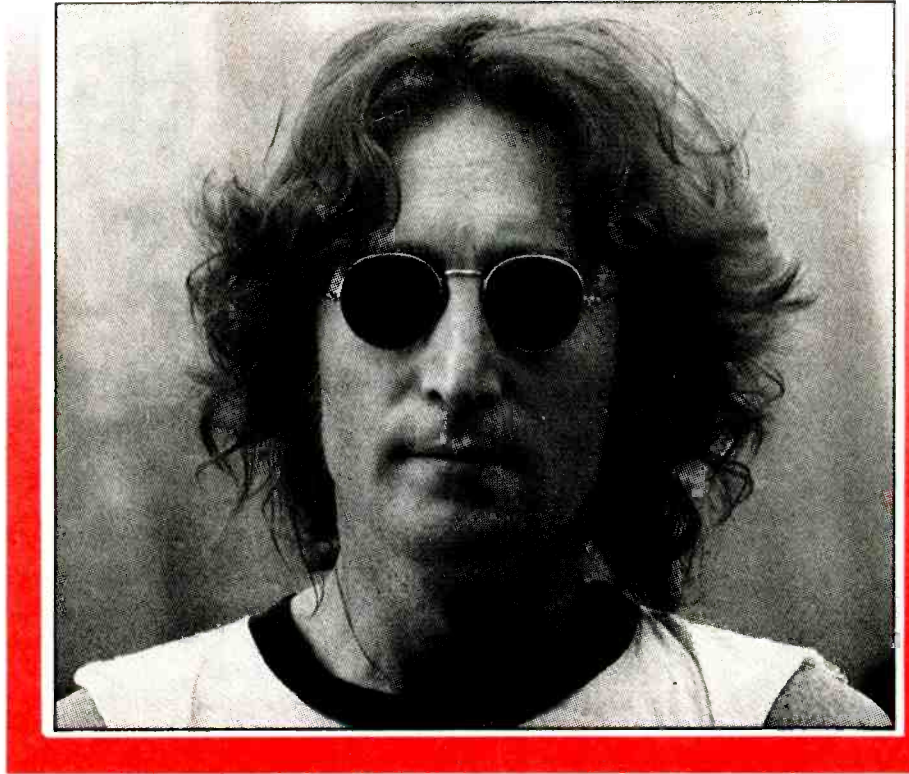


Photo by Bob Gruen

OCTOBER 9, 1990

*Pollack Media Group, in conjunction with Yoko Ono Lennon, invites your station to join these countries and participate in an historic, worldwide simultaneous radio tribute from the United Nations on the anniversary of John Lennon's 50th birthday, Tuesday, October 9th.*

To be part of this incredible global event, call Sharon Fratello at (213) 459-8556 or FAX (USA) (213) 454-5046. By request, this is offered on a *non-exclusive* basis.



**Pollack Media Group**

# MANAGEMENT

## SECRET TREATISE

### Crash Course In Electronic Espionage

After brainstorming for several hours, you and the most trusted members of your staff design a perfect slogan and ad campaign for the fall book. Smugly, you go home knowing that, in a few days, your catchy jingle will be in the hearts 'n' minds of listeners everywhere.

Then you wake up the next morning and hear your promo playing on a competing station. A case of great minds thinking alike? Perhaps. But maybe you've simply been ripped off . . . electronically!

According to NYC-based security consultant/Spy Shop President Frank Jones, nearly 20% of 500 recently surveyed companies say they have been the targets of electronic espionage. Although the practice is illegal, it is also tempting, says Jones, especially when one considers how incredibly sophisticated, inexpensive, and plentiful the devices are.

For educational and defensive purposes only, here's a glimpse at what's on the market:

- **Bugs/listening devices.** These are often small enough to fit into a

fountain pen, and can easily be concealed beneath a desk or boardroom table. Bugs — which sell for \$1500-\$3000 for professional models and as little as \$25 for hobby shop types — are usually battery-powered, but also come in plug-in models.

The average listening device can pick up a conversation within a range of about 20 feet and broadcast it to a nearby FM receiver. The "mole" operating the receiver is usually in the same building as the device, or within a few blocks.

- **Wire taps.** Once used to eavesdrop on and record telephone conversations, phone taps have evolved into a device that — when used with a modem — can intercept faxes and other computer-transmitted data.

As you might expect, this Watergate favorite is attached directly to a phone line (either in the office itself or at a switching panel elsewhere in the building).

- **Electromagnetic radiation data collectors.** These gadgets (which sell for a mere \$25,000-\$40,000) scan computers and word processors from several blocks away. The purloined letters are then displayed on screens at the spy's secret listening post.

- **Lasers.** For \$35,000, spies can pick up special lasers that decipher conversations through windows by analyzing ultrasonic sound waves on glass.

- **Parabolic or "shotgun" microphones.** Although these don't penetrate windows and doors, they can nonetheless be used to eavesdrop on outdoor conversations.

#### Counter Intelligence

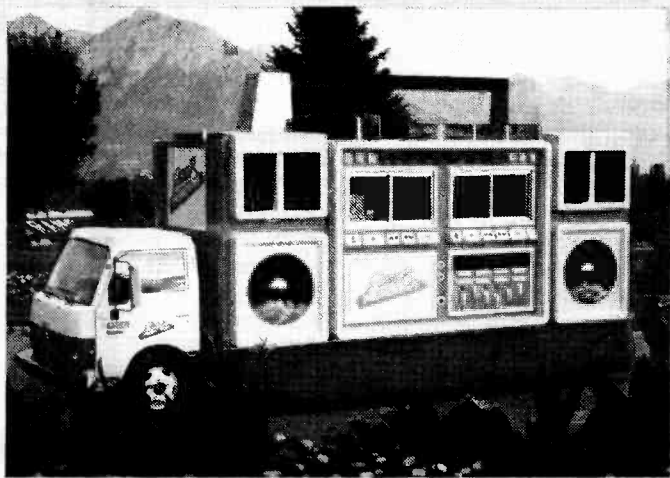
So, what's a general manager to do? Jones suggests that you invest in:

- **A recorder/transmitter detector.** These devices (which sell for about \$1000 each) are small enough to fit in a shirt pocket, and vibrate whenever there's an electronic bug or switched-on tape recorder in the room.

- **An anti-tap.** These are designed to be attached to the telephone, and alert a caller when his line is being tapped. More sophisticated models can electronically jam the spy, while leaving the original call unaffected. Price: \$1000-\$4000 (depending on the phone system, etc.).

- **Computer shielding.** This metal-laced material can be hung in a room (like wallpaper or paneling) or can be placed around individual computers. Its chemical make-up prevents electromagnetic radiation data collectors from working. Price: about \$1000 per computer.

Finally (and not surprisingly), Jones says you can prevent electronic espionage at your station by using an age-old radio fix-all: Hire a consultant . . .



### 'Power Van Jukebox' Debuts

Following a three-year association with Streamline Communications, radio marketing firm Dynamite Promotions (a division of SLC-based Rainbow Enterprises) is now selling its larger-than-life boom boxes directly to interested stations.

To herald the split decision, Rainbow has introduced the "Power Van Jukebox" — a boom box permanently mounted on the back of a truck.

The company is also offering two new options for its just-introduced as well as its existing boom boxes: a programmable LED board (available in four to eight colors) that's visible from up to 400 feet away during daylight hours, and a four-head rotating spotlight that fits atop the boom boxes and is visible for miles.

For prices and other info, call the company at (801) 268-8887.

## DATELINE

- **September 12-15** — NAB Radio 1990. Hynes Convention Center. Boston, MA.

- **September 13-15** — Foundations Forum '90. Sheraton Plaza La Reina Hotel, Los Angeles, CA.

- **September 16** — 42nd Annual Primetime Emmy Awards Presentation. Civic Auditorium, Pasadena, CA.

- **September 21-25** — 89th Audio Engineering Society Convention. Los Angeles Convention Center.

- **September 24-27** — RTNDA 45th International Conference & Exhibition. San Jose Convention Center. San Jose, CA.

- **October 3-7** — NewSouth Music Showcase '90. Colony Square Hotel, Atlanta.

- **October 11-14** — National Professional Conference Of Women In Communications Inc. Riviera Hotel. Las Vegas, NV.

- **October 16-17** — Broadcast Credit Association's 24th Credit & Collection Seminar. Harbour Castle Westin Hotel. Toronto, Canada.

## RADIO EXPENDITURE REPORTS INC.

740 West Boston Post Road • Mamaroneck, N.Y. 10543 • (914) 381-6277



### WHAT YOU NEED TO KNOW

MARKET BY MARKET  
ACCOUNT BY ACCOUNT

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Health NewsFeed's free reports are now available in two satellite bulk feeds! Five stories of up to one-minute each are now fed on Fridays and Mondays, via Satcom IR and Westar IV.

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The reports are produced by award-winning journalist Carol Anne Strippel. To find out more, call (301) 955-2849.

# HEALTH NewsFeed

RADIO REPORTS VIA SATELLITE  
FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS



# TECHNOLOGY

## Process Adds Strength To Weaker Radio Signals

Radio stations with weak signals may be heard over their stronger counterparts in the future, thanks to a technique — currently being developed by an electrical engineering professor — that cancels out the stronger signal at a particular frequency.

Glen Myers has gotten a patent on the technology, which squelches a strong signal by creating an inverse of it and pitting it against its

mirror image. The two cancel out, leaving a secondary signal exposed.

The trick is matching the normal and the inverted signals. Myers is working to improve the technique, and is close to licensing it. Motorola reportedly has expressed interest in the technology, which probably will be used first for paging and two-way radio. Down the road, a low-power signal may be used to send CD-quality digital radio.



### Audio Processor Features Automatic Bass Equalization

The "Optimod-FM Model 8100A" audio processor combines the traditionally independent functions of level control, peak control, and stereo generation into a single harmonized audio processing device.

The rack-mount unit not only features a 25 dB range, but also can be adjusted to supply automatic bass equalization to add depth to thin-sounding tunes and reduce it on bass-heavy tracks.

Since the 8100A features a built-in stereo generator, the pre-emphasis and filtering functions (which often cause overshoots that reduce modulation) are handled *before* peak control processing, preventing a loss of loudness.

The device also comes with a front panel-mounted stereo/mono switch, a VU meter, and meter function dial. List price: \$5550. For more info, call SF-based Orban Associates Inc. (a division of AKG Acoustics Inc.) at (415) 957-1067.



### A Matter Of Time

Regardless of what kind of fancy equipment you use to cut your station's spots, you *still* need to make sure that each one-minute commercial runs a full 60 seconds. To help you reach that end, Audiometrics has unveiled the console-top "ST-3 Studio Timer."

The beige-colored timepiece sports 5/8-inch-tall digits for easy viewing and non-slip rubber feet (to keep the unit from sliding around on the console when buttons are pushed). Furthermore, the reset, start, and stop function buttons appear on the front and back panels.

The ST-3 is distributed by Richmond, IN-based Harris Allied. List price: \$179. Call (800) 622-0022 or (317) 962-8596 for more info.

### Better Weather Forecasts Ahead

Do you often predict — accurately — that your station's weather forecast will be wrong? It's not the fault of your weatherperson, but Earth's ever-changing atmosphere . . . and help is on the way.

The National Oceanic & Atmospheric Administration (NOAA) has begun installing a radar detector network that continuously senses wind speed at various heights. Before, weather balloons gathered wind information only once every 12 hours.

NOAA also is developing a "temperature profiler," which samples temperatures within half a degree up to three miles high. These new devices mean forecasters soon will have up-to-the-minute weather info at their fingertips — and at your station.

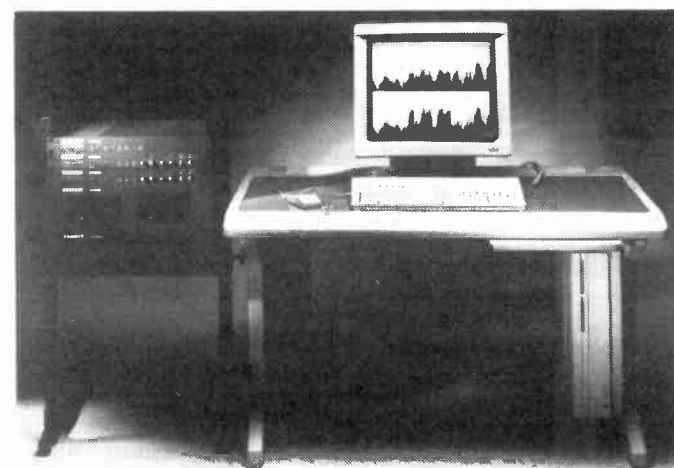
### CDs Hold High School Memories

First, high schools issued printed yearbooks. Then the video annual became *de rigueur*. Now, 19 students at Oregon's South Eugene High School are experimenting with a new medium for their yearbook — the CD.

They're scanning photos from the printed copy into a Macintosh II computer, then matching them to related audio clips using Apple's

Hypertext software to create "The Electronic Eugenean" on a CD-ROM (read-only memory) disk.

Students will be able to hear marching bands playing and cheerleaders rooting for the team as they call up those images on a Mac II PC. For some, the memories won't be *all fond*, however — photos of the principal and the teachers are included . . . as are their voices.



### Digital Audio Production System

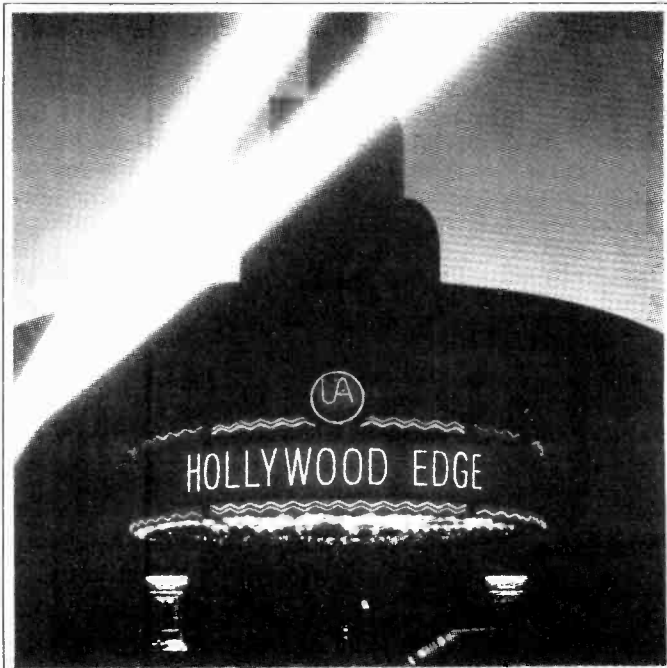
Studer ReVox recently unveiled its "Dyaxis 2+2" hard disc digital audio production system. The device (pictured above in a free-standing workstation) combines digital signal processing with a variety of broadcast-related recording and editing functions. Included on the Dyaxis unit are:

- **A system synchronizer.** This component supports all timecode types and serves as a master clock for all Dyaxis systems.
- **A digital storage system.** This subsystem stores all sound files and editing information.
- **A multiformat audio processor.** This device provides two- and four-channel simultaneous playback, independent track assignment, background upload/download, track bouncing, and digital mixing. Random access recording/playback and real-time digital format transcoding are also among the unit's capabilities.

#### Upgrades As Available

Described as the heart of the system, the audio processor was designed to be upgraded with new configurations as they become available, preventing the system from becoming outdated or obsolete.

Price of the Dyaxis 2+2 system varies with the component configurations one selects. For more info, call the Nashville-based company at (615) 254-5651.



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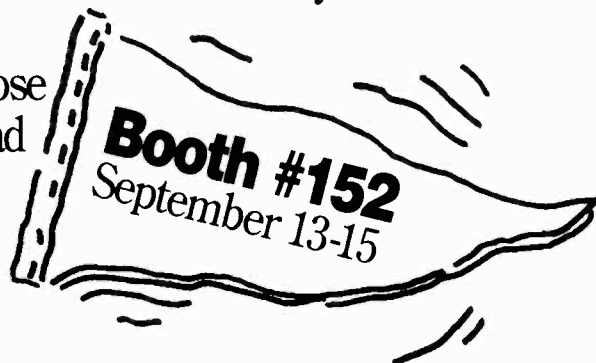
# The newest college in Boston is tuition free!



## Arbitron presents **PD University** at Radio '90

**H**ere's a chance for you to go from PD to PhD in just a few minutes. PD University offers program directors (and their general managers) a chance to test their ratings knowledge with an interactive computer quiz. Questions will cover everything from AQH to TSL, with a little tutoring on the side on how you can get the most out of the ratings.

Special prizes will be awarded to those "book" worms who graduate at the head of the class. And a free gift for anyone who gives it the old college try.



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# TECHNOLOGY

## VCRs That Talk Back

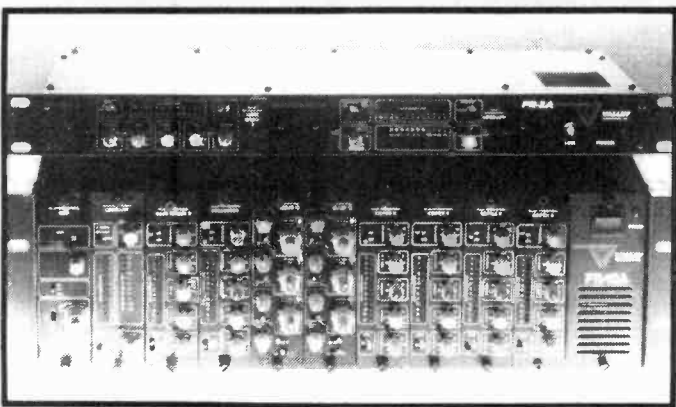
You probably hear enough backtalk every day — so it's the last thing you want to listen to when you get home, right? Not if you own one of Panasonic's new voice-confirmation VCRs.

The "PV-4016" and "PV-4066" verify all instructions with a synthesized voice immediately after programming is completed. For example, the models will let users know that the machine is set to record Channel 7 from 10-11pm on Saturday.

Both units provide voice confirmation of commands such as play, stop, and rewind. They also contain the company's new "Quick Play" feature, allowing less than one second for the video picture to appear after the play button is pressed.

In addition, the PV-4066 has stereo sound and comes with a remote control/scanning wand for barcode programming. Suggested retail prices are \$429 for the PV-4016 and \$549 for the PV-4066. For more info, phone the Secaucus, NJ-based firm at (201) 348-7000.

## Latest Powered Racks For 800 Series Modules



Franklin, TN-based **Valley International Inc.** recently introduced two models of powered racks — the "PR-2A" and "PR-10A" (pictured) — designed to accommodate the radio industry's popular 800 Series modular signal processing units.

The PR-2A allows broadcasters to mount up to two modules — such as a "Gain Brain II" and a "Leveler" — in a 1 1/4" x 19" rack space. If it's stereo processing that you're looking for, the PR-2A can be fitted with two identical modules that are linked together via a switch on the unit's front panel.

The gadget jacket — which features connectors for all audio inputs and outputs — was also designed to provide improved RFI and electromagnetic shielding as well as additional headroom.

### Extending The Options

The PR-10A — which sports the same technological capabilities as the PR-2A — houses up to ten 800 Series modules in a 5 1/4" x 19" rack space. However, the PR-10A also comes with a two-section bipolar power supply to assist with regulation and heat dissipation.

As a protective measure, each section of the power supply feeds only five individual modules. So, in the unlikely event of regulator failure, half of the modules will remain active. The PR-2A and PR-10A are priced at \$399 and \$759, respectively. Phone (615) 370-5901 for more info.

## On-Air Phone System Debuts

**Telos Systems** has unveiled its "Telos 100" model (pictured) — a direct interface module that serves as a small on-air PABX telephone switchboard system.

Designed especially for broadcasters, the unit is compatible with the company's "1A2 Key System Interface Module" (used at the announcer control position) and **Mitel's** "Superset 4" electronic phones (used at the screening and producer positions).

The Telos 100 can accommodate up to ten callers, two announcers, and two screeners. What's more, the unit is wired so that callers hear your station when placed on hold. List price: \$1840. Call the Cleveland-based company at (216) 241-7225 for more info.

## Infrared Headphones

Designed to provide optimum reception without adjusting the transmitter's volume output, **Arkon Resources'** "Arkor IR-500 Infrasond" headphones consist of a 6-ounce headset/receiver and a transmitter/headset stand.

Furthermore, the IR-500 features a microphone adapter that enables consumers to use the unit in conjunction with older TV sets that don't have headphone jacks.

The system is powered by two AAA batteries. Price: \$99.95. For more information, call the Arcadia, CA-based company at (818) 358-1133.



## Repair Kit Resurfaces CDs

The "CD Repair" kit, manufactured and distributed by **Audio Innovations of Michigan**, is formulated to remove fine scratches and other surface defects from the bottom of compact and laser discs.

Two cleaning solutions, a CD holder, cotton balls, and instructions are included in each repair kit. The Kentwood, MI-based company also has developed a "CD Cleaner," a non-alcohol spray that removes lint, smudges, and fingerprints.

Each CD Repair kit resurfaces up to 50 discs and costs \$22.95. Each two-ounce bottle of CD cleaner washes up to 225 discs and sells for \$8.50. For more info (or to order), call (800) 373-1311 or (616) 534-3343.

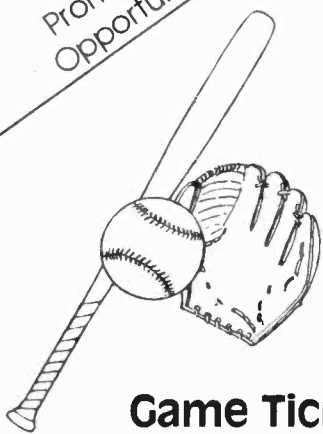
## Radio Waves Aid Road Warriors

In the future, radio may do more than entertain and inform people — it also may prevent intoxicated people from driving and help keep tired drivers awake.

Tokyo University bioelectronics professor **Isao Karube** is developing an inexpensive sensor that, when mounted in the back of a wristwatch radio, determines if wearers are fit to drive by measuring the amount of alcohol excreted in their perspiration. If a person is intoxicated, the sensor sends a radio signal to his or her vehicle's ignition lock.

A different sensor monitors drivers' perspiration for signs of exhaustion, signaling when it's time for a coffee stop. When the system senses a chemical indicating fatigue, it sets the car's horn honking.

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# MEDIA

## 'ZINE SCENE

### Elvis Makes Saudi Scene!

**F**our Marines serving guard duty along a remote section of the Saudi Arabia-Kuwait border say they were visited by . . . **Elvis Presley**, who reassured the grunts, "Don't worry. I'll be watching over you. I'll be your guardian angel!"

According to an unnamed military official quoted in this week's *National Examiner*, the exposed privates said the King "looked fit and trim and wore robes of an Arab sheik, like Lawrence Of Arabia." He also spoke in "his characteristic drawl," but vanished into thin air when the guards tried to strike up a conversation. The Marine Corps is investigating . . .

#### Star Quality

This week's *Star* — the same 'zine which misleadingly reports that **Paula Abdul** "decided to boycott" the MTV Music Video Awards because the cable network had shown pictures of her "as a chubby 14-year-old with a big nose" (she was, in fact, a presenter at the show) — says **Paul** and **Linda McCartney** have embarked on a "rescue the lobster" campaign.

The noted vegetarians reportedly drove all over New York, buying as many live lobsters as they could find. The couple then traveled to the nearest beach and released the costly crustaceans to their home in the sea!

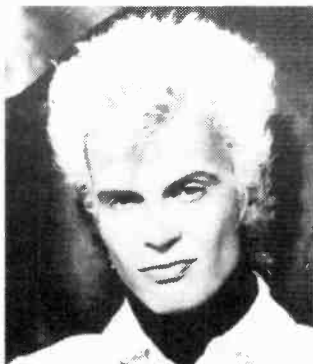
#### Stern Consequences

During a taping of his TV show, shock jock **Howard Stern** made guest **Elliott Gould** more than a little uneasy by announcing that **Barbra Streisand**, Gould's ex-wife, would be joining as a surprise guest. According to the *National Enquirer*, Gould was truly surprised when "Babs" walked onstage and turned out to be a deep-voiced female impersonator "who was a dead ringer for Streisand."

When asked how his former spouse looked after all these years, Gould deadpanned, "She hasn't changed!"

#### Rare 'N' To Go

"One time, I stole a two-pound steak from the local supermarket and stuffed it down my pants. It cooked before I got home!" — Red-hot rocker **Steven Tyler**, quoted in *Us*.



**BLUE BOY** — "Billy walks around backstage totally nude all the time," says veteran backup singer/musician **Susie Davis** in the September *Cosmopolitan*. "He'd wear black leather pants onstage, and every night, after the show, the wardrobe woman had to peel them off. The dye in the leather left a deep blue color on his thighs and other parts of his anatomy, and he seemed to take a great deal of pride in that!"

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

## TELEVISION

### TOP TEN SHOWS

SEPTEMBER 3-9

- 1 *Miss America Pageant*
- 2 *The Golden Girls*
- 3 *Cheers*
- 4 *The Fanelli Boys*
- 5 *America's Funniest Home Videos*
- 6 *60 Minutes*
- 7 *Designing Women*
- Roseanne* (tie)
- 9 *A Different World*
- 10 *The Cosby Show*
- Unsolved Mysteries* (tie)

Source: Nielsen Media Research

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

#### Tube Tops

• **Regina Belle** is slated to perform on the premiere of the syndicated "Big Break" (Saturday, 9/15; check local listings for station and air time), an hour-long showcase for up-and-coming talent hosted by **Natalie Cole**.

#### Friday, 9/14

• **Warrant**, "The Arsenio Hall Show" (syndicated; check local listings).

#### Sunday, 9/16

• "The 42nd Annual Prime-time Emmy Awards" (Fox, 8pm).

#### Monday, 9/17

• **Randy Travis**, **Reba McEntire**, **Johnny Rodriguez**, **Hoyt Axton**, **Loretta Lynn**, and **Clint**

**Black** are among those featured in "Fairs And Festivals: Fan Fair/Nashville" (TNN, 11pm EDT/8pm PDT).

• **Lou Rawls**, "Red Hot & Cool" (syndicated; check local listings).

• **Winger**, "Arsenio Hall."

• **Wynton and Ellis Marsalis**, "The Tonight Show Starring Johnny Carson" (NBC, 11:30pm).

• **Tommy Page**, "Into The Night Starring Rick Dees" (ABC, midnight).

#### Tuesday, 9/18

• **KPWR/L.A.** morning man **Jay Thomas** plays a freelance writer in the new series "Married People" (ABC, 9:30pm; airs in its regular slot beginning 9/19, 9:30pm).

• **M.C. Hammer** and the **W-nans** are among those paying an "All-Star Tribute To Oprah Winfrey" (ABC, 10pm).

• **2 Live Crew**, "Arsenio Hall."

#### Wednesday, 9/19

• **Bette Midler**, **Cher**, **Goldie Hawn**, **Meryl Streep**, **Olivia Newton-John**, and **Robin Williams** are slated to perform on the environmental benefit, "An Evening With . . ." (ABC, 10pm).

• **Salt-N-Pepa**, "Arsenio Hall."

• **Will Smith** (**Fresh Prince**), "Johnny Carson."

• **James Ingram**, "Rick Dees."

## VIDEO

### NEW THIS WEEK

• **HARD 'N' HEAVY — VOL. 8** (MCA Music Video)

The latest issue of the metal mag features 85 minutes of performances by, interviews with, and inside info on **Joe Perry** (Aerosmith), the **Black Crowes**, **Queensryche**, **Ozzy Osbourne**, **L.A. Guns**, **Poison**, **Love/Hate**, **Yngwie Malmsteen**, **Damn Yankees**, and many more. (Street date: 9/14)

• **MISSION U.K.: WAVES UPON THE SAND** (PolyGram Music Video)

The New Rock hit "Deliverance," "Butterfly On A Wheel," and a cover of the **Kinks'** "Mr. Pleasant" highlight this hourlong program by the **Mercury** band, who take their fans on a journey through the making of their "Carved In Sand" LP. (9/18)

• **NANA MOUSKOURI: LIVE AT HEROD ATTICUS** (PolyGram Music Video)

The **Mercury** songstress returns to her native Greece to perform 90 minutes of her international hit tunes, including "White Rose Of Athens" and a special version of "Amazing Grace." (9/18)



Photo: Norman Parkinson New York City 1959

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<b>KEZG-FM, Lincoln</b>	<b>4.8</b>	<b>7.6</b>
<b>KMEZ-FM, Dallas</b>	<b>3.0</b>	<b>3.2</b>
<b>KDEA-FM, Lafayette</b>	<b>2.2</b>	<b>8.7</b>

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# MEDIA

## BOOK BEAT

### Visions Of Blues & Wild Hairdos

This week's featured music-related books go out on a lense to bring home some eye-popping souvenirs from the home of the blues as well as from the world of *haute coiffure*. Following is a peek at each:

#### Sweet Home Chicago

During the past two years, photographer Stephen Green has taken his camera into the many blues clubs that dot the Chicago area. "Going To Chicago: A Year On The Chicago Blues Scene" (\$19.95/Woodford Publishing) is the result of his (mostly) nocturnal missions.

Gloriously photographed and published on premium stock paper, the 128-page coffee-table book all but knocks your eyes out with its 230 duotone reproductions. Selected lyrics and excerpts from interviews with B.B. King, Koko Taylor, Albert Collins, Otis Rush, Junior Wells, Buddy Guy, Johnny Winter, Donald Kinsey, Lonnie Brooks, and James Cotton provide the text. The book's distribution is



limited. For more info, call the publisher at (415) 824-6610.

#### Still Got The Blues

On a related note, Cambridge University Press has published a second edition of Paul Oliver's 1960 release "Blues Fell This Morning"

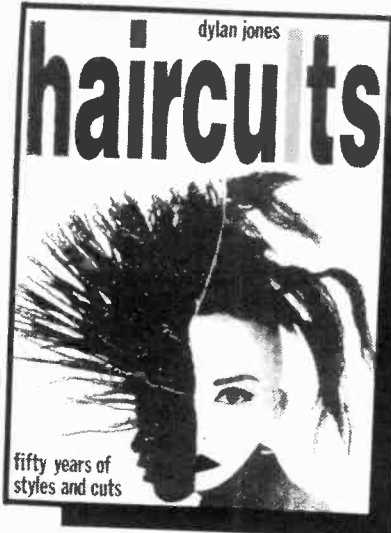
(\$39.50 hardcover/\$14.95 paperback). The book — which explores the importance of blues as a means of communication within the 1920s-'50s black community — has been revised to note developments in the musical genre during the last 30 years.

The 348-page work also includes a host of lyrics as well as a complete 78 rpm discography for all tunes quoted.

Speaking of reprints, publishers Touchstone/Simon & Schuster recently issued paperback editions of Miles Davis's autobiography. Co-written by Quincy Troupe, the 440-page tome (reviewed in R&R, 6/2/89) chronicles Davis's influential jazz career and includes several inside stories about the trumpeter's most famous colleagues. Price: \$12.95.

#### Cuts Of Personality

The crew cut. The Argentine ducktail. The bouffant. The Afro. The shag. These are but a few of the hairstyles you'll find graphically depicted and historically



detailed in Dylan Jones's "Haircuts: Fifty Years Of Styles And Cuts" (\$14.95/Thames & Hudson).

Incidentally, loads o' the spiffy quiffs in this generously illustrated, 112-page softcover are modeled by a number of top rockers, including Grace Jones, Boy George, Steel Pulse's David Hinds, Johnny Lydon, David Bowie, Rod Stewart, the Beatles, the Stray Cats, and many, many more.

### 'Twin Peaks' Book, Audio On Horizon

Simon & Schuster, plans to release "The Secret Diary Of Laura Palmer" this month with "Diane . . . : The 'Twin Peaks' Tapes Of Agent Cooper," to be published by S&S Audio.

The trade paperback — penned by Jennifer Lynch, the daughter of co-creator/director David Lynch — features "actual" pages from Laura's diary, complete with info not yet disclosed on the cult TV series.

Kyle MacLachlan, the actor who plays Agent Cooper, narrates the cassette, which includes tapes the FBI agent has sent to his as-yet-unseen secretary. A hardcover "prequel" and an "Actress Guide" to the show are reportedly in the works as well.

## FILMS

### WEEKEND BOX OFFICE

SEPTEMBER 7-9

1 Ghost (Paramount)	\$6.51
2 Darkman (Universal)	\$4.02
3 Presumed Innocent (Warner Bros.)	\$3.46
4 Flatliners (Columbia)	\$3.20
5 Men At Work (Epic/Triumph)	\$1.83
6 Taking Care Of Business (Buena Vista)	\$1.64
7 My Blue Heaven (Warner Bros.)	\$1.59
8 Young Guns II (Fox)	\$1.51
9 Air America (Tri-Star)	\$1.42
10 The Exorcist III (Fox)	\$1.40

All figures in millions

Source: Exhibitor Relations Co.



STREEP THROAT — Method actress Meryl sings it 'til it hurts.

#### COMING ATTRACTIONS:

This week's openers include "Postcards From The Edge," based on Carrie Fisher's semi-autobiographical novel of the same name and starring Meryl Streep, Shirley MacLaine, and Dennis Quaid (with J.D. Souther in a supporting role). No soundtrack scheduled, but Carly Simon wrote the score for the film, which also features three songs — sung by Streep, MacLaine, and Streep with Blue Rodeo.

Also opening this week: "State Of Grace," a cops 'n' Irish gangsters drama starring Sean Penn. Veteran composer Ennio Morricone's score comprises the MCA soundtrack LP, but songs by the Pogues, Lone Justice, U2, Sinead O'Connor, Van Morrison, Guns N' Roses, the Rolling Stones, and Lyle Lovett can be heard within the context of the film itself.

## MUSIC & MOVIES

### CURRENT

- **GHOST** (Varese Sarabande/MCA)  
Single: Unchained Melody/Righteous Brothers (Verve/Polydor)
- **BLAZE OF GLORY/YOUNG GUNS II** (Mercury)  
Single: Blaze Of Glory/Jon Bon Jovi
- **AIR AMERICA** (MCA)  
Single: Love Me Two Times/Aerosmith  
Other Featured Artists: B.B. King & Bonnie Raitt, Charlie Sexton
- **PUMP UP THE VOLUME** (MCA)  
Featured Artists: Concrete Blonde, Cowboy Junkies, Soundgarden
- **ARACHNOPHOBIA** (Hollywood)  
Single: Blue Eyes Are Sensitive To The Light/Sara Hickman  
Other Featured Artists: Brent Hutchins, Poorboys, Party
- **MUSIC FROM MO' BETTER BLUES** (Columbia)  
Featured Artists: Gangstarr, Branford Marsalis Quartet
- **DAYS OF THUNDER** (DGC)  
Single: Show Me Heaven/Marla McKee  
Other Featured Artists: Guns N' Roses, Chicago, David Coverdale
- **THE ADVENTURES OF FORD FAIRLANE** (Elektra)  
Single: Glad To Be Alive/Teddy Pendergrass & Lisa Fisher  
Other Featured Artists: Queensryche, Billy Idol, Dion

### UPCOMING

- **GRAFFITI BRIDGE** (Paisley Park/WB)  
Single: Thieves In The Temple/Prince  
Other Featured Artists: Time

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# LIFESTYLES

## PC Owners Profiled

People who own PCs have incomes 50% higher than national medians and are 60% more likely than average to own their own businesses.

According to a recent survey by the Long Island-based NPD Group, typical PC owners are 30-44, live in a three- to four-person household,

and are twice as likely to own a cellular phone or a fax machine.

They also own other electronic gadgets at rates higher than the average American: 42% of PC owners have phone answering machines, 37% have both basic and pay cable TV, and 28% have CD players.

## R U A 'Calculating' Partygoer?

One in five Americans goes to parties just to advance his (or her) career, move up the social ladder, or find a sex partner. This particular breed of party animal is called a "calculating" partygoer.

According to a recent survey by NYC-based Research & Forecasts Inc., two-thirds of these so-called calculating types are male, three-quarters of them are under age 40, and slightly more than half are married.

In addition, these people are twice as likely to set aside a budget for home entertaining as non-calculating partiers (26% vs. 13%).

Following are eight reasons for entertaining and their level of importance, as ranked by all of the adults surveyed:

Reason	Very important	Somewhat important
To get together with friends	85%	12%
To relax	46%	36%
To meet new people	27%	44%
To advance professionally*	9%	16%
To flirt with opposite sex	9%	12%
To create business opportunities*	8%	21%
To advance in certain social circles*	7%	18%
To meet potential sexual partners*	6%	9%

\*Strong calculating partygoer traits

## Health Care Costs U.S. \$2000 Per Person

Some illnesses can be harder on your wallet than your body. Spending on health care this year will amount to \$2000 for every man, woman, and child in the country, according to the NYC-based Metropolitan Life Insurance Co.

The proportion of medical costs also is rising steadily. It's expected to triple within a 40-year period, climbing to 15% of America's GNP in the year 2000 from 5% in 1960. As of this year, U.S. medical costs reached nearly 12% of our GNP.

## '80s Teen Spending Up \$20 Billion

Don't underestimate the spending power of your teen listeners. Although the number of 13- to 19-year-olds fell by more than 4 million during the past decade, a recent survey by the NYC-based Rand Youth Poll found that the young demo's spending soared from \$36 billion in 1979 to \$56 billion last year — an increase of more than 50%.

## Who Eats Fast Food For Breakfast?

If your station's planning a breakfast promotion, you might want to head for the nearest fast-food franchise. More than one in ten Americans (11%) eat breakfast at a fast-food restaurant on a typical day, compared to the mere 6% who patronize full-service eateries each morning.

Today's busy consumers don't seem to have as much time to eat breakfast as they did two years ago. The figure for fast-food breakfasts has risen from 7% in 1988, while that of sit-down restaurants has dropped from 9%.

The younger a person, the more likely he or she is to eat a fast-food breakfast. Seventeen percent of consumers 18-29 and 12% of those 30-44 do so, compared with 8% of people 45-59 and only 5% of those age 60 or older.

As you might expect, workin' people are more likely to eat breakfast on the run than homemakers or retirees. Among the employed, blue-collar workers (16%) eat at fast-food establishments more often than white-collar workers (11%) and executives and professionals (9%).

## Synthetic Spit Wads



Stressed out? Blow a wad. Troublemaking children (and maybe bored radio 'n' record execs) have given rise to "Spit Wads" — not the old-fashioned kind created with chewed paper, but a new, nontoxic, nonstaining, reuseable variety.

The secret of the quarter-ounce synthetic spitballs lies in the handling — the more they're stretched, the better they stick. Users should break off small portions of the wad for optimum tackiness.

Inventor Ted Skup calls Spit Wads the greatest form of stress relief available, and gamefully predicts the product will be the "Silly Putty" of the '90s. For more info on the \$1.69 Spit Wads, call Merrillville, IN-based IQCO at (800) THE-WADS (honest!).

## SUIT YOURSELF

### Armani Changes Everything

Today's male execs aren't buying American as much as they used to — at least not when it comes to their suits. Men are increasingly opting for imported suits over the U.S.-made variety, according to recent figures cited in the *Wall Street Journal*.

While sales of domestic suits dropped 24%, from 15.6 million in

1983 to 11.9 million last year, sales of imports skyrocketed 49% during the same period, from 3.5 million to 5.2 million.

Overall, suit sales were down 2 million units last year from seven years ago. This year's hottest properties? Pricey, limited-distribution designer brands . . . and the color mustard.

## CHRONICLE

### Born To:

Warner Bros. Nat'l Press Manager Karen Moss, husband Marshall Lux, twins Matthew and Sarah, August 21.

Denny Somach Productions President Denny Somach, wife DSP writer Kathleen Somach, son Reilly Lawrence, August 23.

Westwood One Radio Networks writer Leonard Pitts Jr., wife Marilyn, daughter Onjel Cherysse-Nicole, September 4.

Geffen Nat'l AC/NAC/Jazz Promotion Manager Yvonne Olsen Sandbloom, husband Network 40 MD Gene Sandbloom, daughter Elle Marie, September 5.

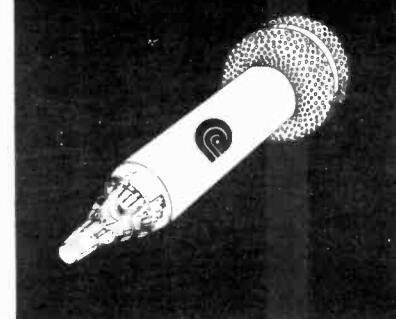
### Marriages:

WYHY/Nashville PD Louis Kaplan to Esther Harper, September 1.

### Condolences:

XHRM/San Diego owner Jose Luis Rivas Marentes, 65, September 3.

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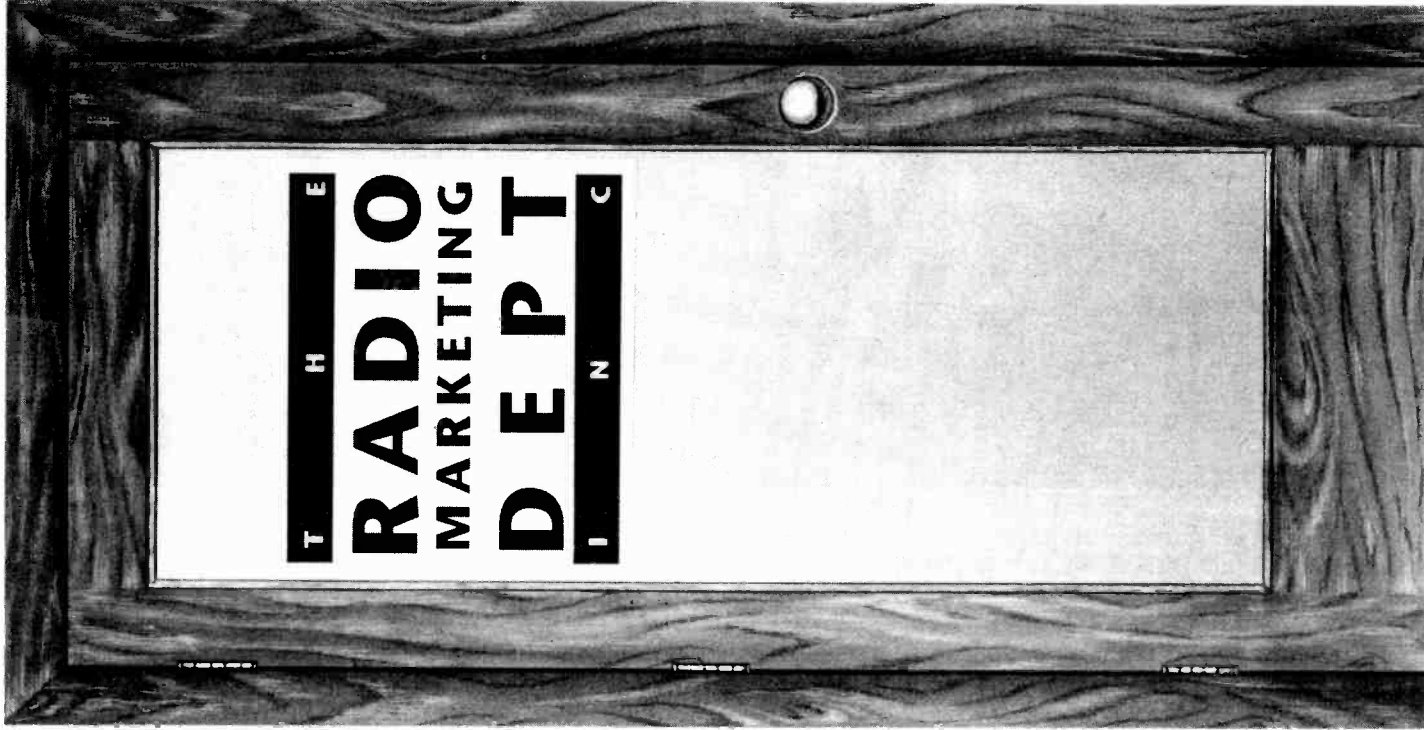


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– Gail McKnight, News Director  
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# PEOPLE

## Was Happening, Baby



Approximately 5283 special guests — among them Virgin's Iggy Pop, MCA's Elton John, and Fontana/Mercury's Curt Smith (Tears For Fears) — joined Was (Not Was) during their L.A. gig celebrating the band's latest Chrysalis release, "Are You Okay?" Power-partying backstage are (l-r) Pop, Was (Not Was) members Sweet Pea Atkinson, Sir Harry Bowens and Don Was, John, David Was, and Smith.



## When Harry Jr. Met . . .

When his "When Harry Met Sally . . ." soundtrack was certified gold, Columbia piano man Harry Connick Jr. (c) decided to share the wealth — with the film's director/co-producer Rob Reiner (l) and costar/comic Billy Crystal.



## Hydrant-Headed Morning Man

"Hydrant Man" — aka Classical WNCN/NY morning man Elliott Forrest (l) — shuts off an open fire hydrant with the help of the city's water supply chief Joe Conway. The self-proclaimed semi-superhero, on a summer-long crusade to conserve water in the Big Apple, encourages listeners to call in and report open hydrants and vows to close them after his airshift.

## Yanks For The Memories



Damn Yankees picked up some nifty wall art recently, when Warner Bros. presented the quartet with gold records for their self-titled debut. Proudly displaying their pretty plaques are (l-r) band members Tommy Shaw (ex-Styx), Ted Nugent (ex-Amboy Dukes), Jack Blades (ex-Night Ranger), and Michael Cartellone (merely excellent).

## MLM Gets Nelsonized



DGC artists Nelson stopped by the offices of Macey Lipman Marketing to thank retailers for supporting their debut, "After The Rain." Kickin' back are (l-r) MLM VP Donnie Coleman, Geffen's Iris Grubman, Gunnar Nelson (with Grace), Matthew Nelson, and MLM's VP Barbara Firstman, Deric Assid, Cindy Petill and Leslie Stefanik.



## Special F.X.

Sillerman Companies CEO Robert F.X. Sillerman (l) and Outward Program For Vietnam Veterans founder Bob Rheault run down the famed Coney Island boardwalk in the tenth annual New York City Triathlon. Sillerman sponsored the 25-mile event and raised more than \$200,000 in corporate pledges for the veterans program.



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# PEOPLE

## Maiden Head To Epic



Metalmongers Iron Maiden have inked a longterm deal with Epic, which plans to release the band's ninth album and label debut ("No Prayer For The Dying") later this month. Marking Maiden's voyage are (l-r) Epic's Sr. VP Don Grierson and President Dave Glew, band mascot "Eddie," manager Rod Smallwood, and label VP Harvey Leeds.



## Soul II Platinum

Virgin execs recently presented Soul II Soul with gold ("Vol. II: 1990 — A New Decade") and double platinum ("Keep On Movin'") albums during a party in their honor. On hand for the celebration were (l-r) Virgin's Co-Managing Director Jeff Ayeroff, VPs John Boulos and Sharon Heyward and Sr. VP/GM Jim Swindel, and band frontman Jazzie B.



## Cocker's 'Live!' Aid

Joe Cocker was "Live!" and well as he performed tunes from his latest Capitol LP during a gig at L.A.'s Greek Theatre. A few days later, the Santa Barbara resident staged a benefit concert in that city to aid victims of the recent fire. Backstage at the Greek are (l-r) manager Michael Lang, Capitol's VP Ron McCarrell and President Hale Milgrim, Cocker, and the label's Jeff Shane.

## Oleta's Inner Circle



PolyGram recently hosted a bash for Oleta Adams, whose recently released Fontana/Mercury LP ("Circle Of One") features the Urban chart-climber "Rhythm Of Life." Seen on the scene were (l-r) PolyGram VPs Steve Pritchitt and Lisa Cortes, Adams, PolyGram Sr. VP Bas Hartong, PolyGram Exec. VP/Wing Records GM Ed Eckstine, and manager David Wernham.

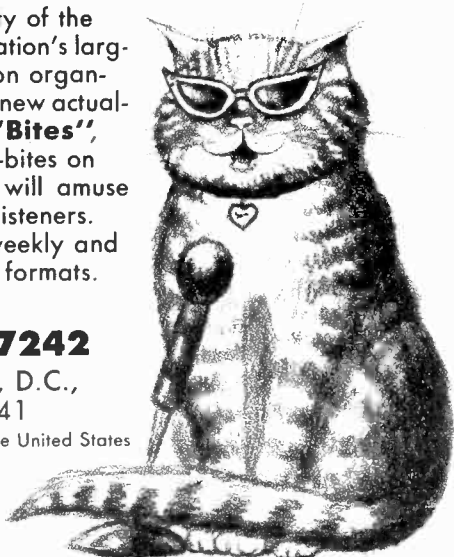
## PUT SOME BITE INTO YOUR RADIO SHOW!

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## The Little Indie That Could



The natives at Restless Records — the independently distributed division of Enigma — had cause to celebrate when told the label sold more than 1 million records last year. Displaying one of the tribe's awards are (seated, l-r) the label's VP/GM Jim McCarthy, Ron Goudie, Jill Cohn, former staffer Sherri Trahan and Chris Kamatani; (standing) Restless's Cathy Enny, Lauriel Luther, Hilary Tansey-Richardson, former VP/GM David Gerber and Maureen McCormick.

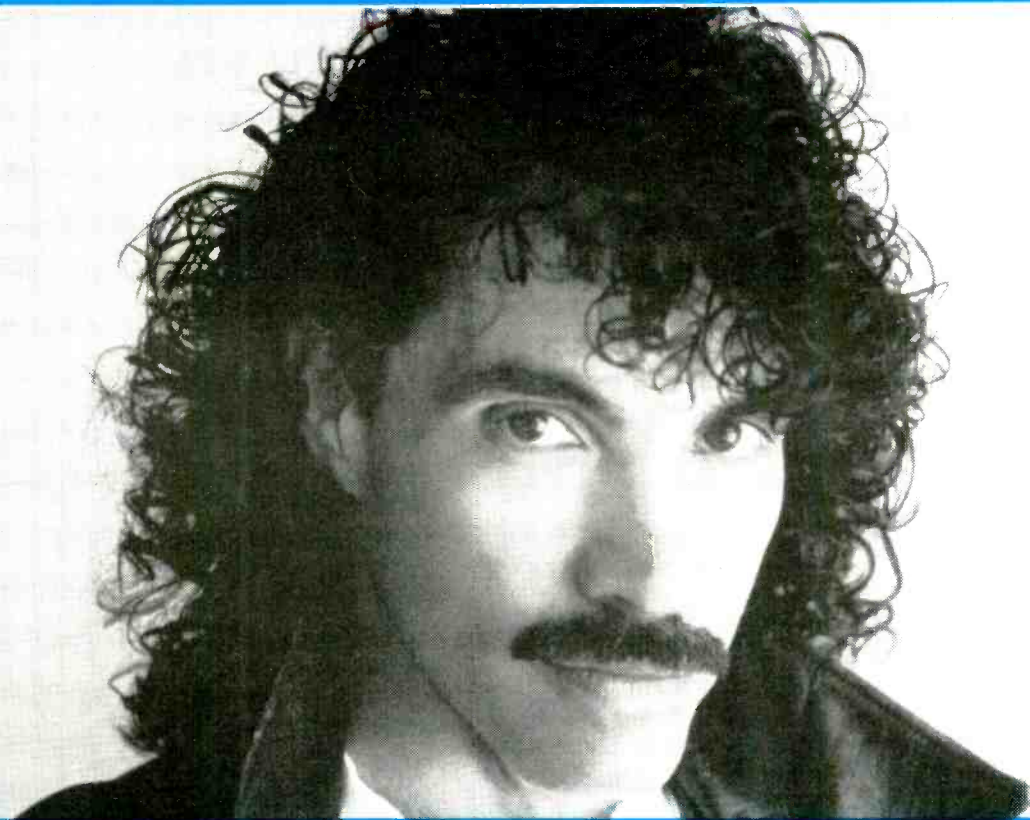


# DARYL HALL AND JOHN OATES STORM INTO THE '90s



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The lead track and single from their forthcoming new album *CHANGE OF SEASON*

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## SHARPER THAN EVER

## Maintaining Your Advantage

Two years ago, I sat down to map out a regular column which would give R&R readers a competitive edge.

Since then, I've covered such topics as the "Scratch And Win" world and digital audiotape. To help turn broadcasters into smarter "Wizards Of Odds," I've explored the consequences of the aging big generation and the power and pitfalls of research. Underlying all these columns has been a set of guiding principals to develop and sharpen your competitive edge, to gain and maintain the advantage over your competition.

## Vision

It all starts with vision: a solid understanding of current reality coupled with an ability to estimate likely future scenarios. At all times, winners must have a clear vision, a goal or target which they are pursuing.

Ted Turner had a vision which anticipated this time-sensitive era. CNN was the result. Mel Karmazin recognized FM radio's potential very early and built Infinity Broadcasting to take advantage of impending change. Lee Abrams clearly foresaw the day when FM rock stations would overtake AM, and pursued his vision relentlessly. Tom Freston anticipated how the new family would act when it watched TV, driving Nickelodeon to unprecedented success.

## Articulation

In order to achieve a goal, you need help. Your vision must be understandable to others. It should be

**"The most effective articulation of your vision tells your team precisely what the product is and where you want to go."**

articulated in plain English, with the use of appropriate metaphors or analogies.

When Brandon Tartikoff wanted to break new ground in television, he de-

## Keys To Success

- Vision
- Information
- Persistence

scribed "Miami Vice" as "MTV Cops." When Scott Shannon launched WHTZ (Z100)/New York, he played on New Yorkers' brazen, root-for-the-underdog attitude and articulated his programming vision as "worst to first."

The most effective articulation of your vision tells your team precisely what the product is and where you want to go.

## Style

Style can be flamboyant or austere. It's an important part of the competitive edge.

Some companies, such as Jacor, are known for aggressive, brutal attack styles. Others, such as Cap Cities/ABC, are noted for no-frills approaches. Sony retains its stylistic competitive edge because it's positioned as an innovator, willing to develop technology in the belief that the market will follow. Tailoring the style to the job is an essential part of longterm success.

## Information

Without information, you can't keep a competitive edge. Two areas of information are particularly useful: custom research

and demographic trends.

Custom research allows you to target your specific competitive situation, attacking an opponent's weaknesses while building on your strengths. It can focus on everything from audience perceptions to music.

Demographic trends help you anticipate the future. Cheryl Russell of *American Demographics* is particularly astute at sifting through census data to reveal hidden opportunities and minefields.

## People

People are one of the biggest competitive strengths. They produce the best results if a clearly articulated vision is presented to them and they are empowered to do something about it.

The best way to lose a competitive edge is to continually undercut your people, reduce their decision-making, and second-guess them. Many men and women with great visions have never realized those visions

**"Great marketing doesn't have to be glamorous. It does have to speak directly to the target audience in an engaging way that gets people to use your product."**

because they don't have enough faith in the people around them.

Exceptional people will also give you a competitive edge. They are like star athletes, worth the extra money and attention.

## Programming

Good programming starts with a good format. This essential aspect of design permeates everything from office layout to on-air execution.

**"The best way to lose a competitive edge is to continually undercut your people, reduce their decision-making, and second-guess them."**

Formats should be simple, easy to maintain, and should provide for an easy flow. McDonald's has a great format. Arnold Schwarzenegger movies are carefully formatted.

Programming begins with the format, lays in the precise creative components, and tries to maintain anticipation and forward momentum at all times.

## Effective Marketing

- Researched
- Strategic
- Creative
- Generates Trial

## Marketing

You hold on to a competitive edge with marketing focused on benefit and differentiation. In an over-communicated world, good marketing keeps your product top-of-mind, whether it's a radio station or a record.

The best marketing starts with good research, followed by a strategic plan. It incorporates high creativity and is followed by research which measures impact and effectiveness. Great marketing doesn't have to be glamorous. It does have to speak directly to the target audience in an engaging way that gets people to use your product.



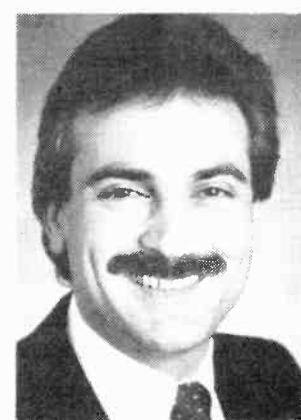
The competitive edge of "The Simpsons" is sharpened by vision, style, and demographic targeting.

## Persistence

The old adage that "success is 10% inspiration and 90% perspiration" is true. Don't give up.

Persistence is the most powerful tool in maintaining a competitive edge. If you have the vision supported by information, then persistence is your best ally. It's difficult to accept rejection, sustain faith in your idea, and keep going. However, in the long run, persistence is the difference between winners and losers.

No. 23 in a series



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

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## Collins Again PD At Full-Service AC WBT

Full-Service AC WBT (AM)/Charlotte has promoted PM driver Mike Collins to PD for the second time. He maintains his afternoon airshift and replaces Andy Bickel, who also retains an airshift.

Collins told R&R, "When I first programmed the station several years ago, I was also doing the morning show, and it became too much to handle. Being the PD here is a major job. I'm doing afternoons now in a shorter airshift and it won't be as stressful.

"We have to make some important decisions about who we're going to be when we grow up. We have to ask ourselves if we're going to play more music or go all-Talk. WBT's pretty successful, so this is not a desperate situation. But we want to keep it that way. We have a wonderful contingent of 45+ listeners and we service them very well. They return the favor by listening in large numbers."



Mike Collins

Collins has also programmed WIS/Columbia, SC and WSBA/Spartanburg, SC, and does weekend weathercasts for WBT-TV/Charlotte.

## Webb Wins KVI PD Post

After much speculation, former KIXI/Seattle PD Mike Webb has returned to program crosstown Gold outlet KVI.

Webb told R&R, "Last October, I began negotiating with KVI. KIXI eventually let me out of my contract, and — I know this sounds crazy — I changed my mind. Consequently, I stayed at KIXI, but continued talking with KVI. The time became right for the move, so I did it."

"The first time I programmed this place, we did very well. Since this is an AM, we're in for a tough fight, but we're going to rock things up a little and see what happens. I see us going down the center between [Gold] KBSG and [Classic Rock] KZOK. We'll be a 'pop' station playing hits. But if we lean in one direction, it will be a bit harder than before."

Webb has also been an air personality at KFRC/San Francisco and KCBS-FM (now KRQR)/San Francisco.



Steve Brill

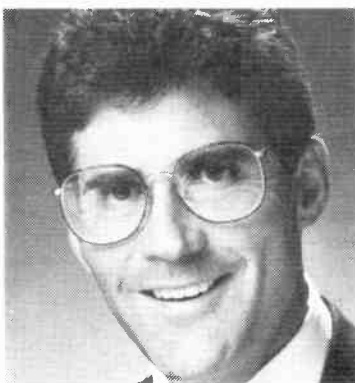
## WFXF Taps Brill As PD

Steve Brill, who recently exited the PD post at Jacor Classic Rock KRFX (The Fox)/Denver, has been named PD at new Win Communications Classic Rock WFXF (The Fox)/Indianapolis. He succeeds Jerry King, who exited following last month's format change from AC. Interim PD Gene Konrad has assumed Asst. PD duties.

"Steve's the right man in the right place at the right time," remarked WFXF VP/GM Ken Brown. "He's got a solid Midwestern background and came highly recommended."

"There's plenty of room for a good Classic Rock station to do well in Indianapolis," Brill noted. "It looks like an excellent situation."

Brill programmed KRFX for six months before resigning last month. Prior to that he was Station Manager at WZZU/Raleigh, PD at WKLH/Milwaukee, and OM at WROK & WZOK/Rockford, IL.



Robert Bernstein

## KOY-AM & FM Appoint Bernstein GSM

Former KLZ & KAZY/Denver GSM Robert Bernstein is now GSM at Edens Nostalgia/CHR combo KOY-AM & FM/Phoenix. He replaces Kevin Malone, who left last January.

KOY-AM & FM VP/GM Nancy Reynolds told R&R, "Bob's reputation in the Phoenix advertising community is unsurpassed. We're looking forward to the leadership and creativity he'll bring to our sales departments."

Bernstein remarked, "We're already in a ratings battle, and I look forward to fine-tuning and building a sales team that will eventually win the sales war."

Prior to joining KLZ & KAZY, Bernstein had been an AE and LSM at KNIX-AM & FM/Phoenix.

## CHR KITY Becomes AC 'Star 93'

After many years as a successful Dance CHR, Genesis Broadcasting's KITY/San Antonio switched to AC at 9pm last Thursday (9/6) as "Star 93, Playing Today's Best Music."

McVay Media is consulting, and new calls (KSRR) are pending FCC approval. Concurrently, morning personality Rick The Stick, morning news anchor Mr. Slime (aka David Conn), and MD/night rocker Stephanie Gramm exit.

KONO & Star 93 VP/GM Susan Hoffman told R&R, "Star 93 offers a fresh alternative to the stale, soft sound of other contemporary stations. It's a blend of adult-oriented mass appeal music, mixing currents and the gold of the past decade. It's designed to capture active adults who want to be current but don't want to hear rap."

PD/afternoon personality Rick Upton added, "There's a gaping hole for what we're doing. Currently KMMX and KQXT are to the elevator side of AC, while [among CHRs,] KTFM is hardcore dance and KSAQ picks up the rest of the younger demos."

KITY ranked third with an 8.9-8.5 slide in the spring Birch and eighth with a 6.1-4.8 drop in the corresponding Arbitron.



Roger Garrett

## Garrett PD At WRMX

Roger Garrett is joining Gold WRMX/Nashville as PD. He comes from a similar post at Gold/Country combo KORA & KTAM/Bryan-College Station, TX, and is succeeding Benji Norton, who's returned to South Carolina to program AOR WMFX/Columbia.

WRMX VP/GM Chuck Dunaway told R&R, "Our Arbitron trends are back up again, so Roger is walking into a good situation. We're not sitting on top of the world, but we're certainly building."

"Roger will bring a lot of experience; he knows how to do the job and is a people person. He thought the small-town lifestyle would be good for his two children, but discovered he wanted to return to the programming battles."

Garrett, who was en route to his new assignment and couldn't be reached for comment at presstime, has previously programmed KHFI/Austin and KRBE/Houston.

## ECHOLS PD

### B/EZ WWMY Switches To Soft AC Approach

WWMY/Greensboro is the latest B/EZ to switch to Soft AC. Its "Lite & Easy MY 94.5" slogan has been shortened to "Lite 94.5," while the calls remain in place.

After six months as PM driver at crosstown WTHP, Fred Echols has joined WWMY as PD/afternoon personality. GM Michael Whalen had been handling programming duties.

Echols told R&R, "We'll still be the softest spot on the dial. We won't play currents until they're very well-established and familiar, and we'll be softer than [crosstown ACs] WMAG and WWWB. Some of the B/EZ fans were upset, which is both understandable and unfortunate. We're not pleased, but we have

to move on and do what the marketplace demands."

Echols previously programmed WKEW/Greensboro and was Station Manager for two years at WLOE/Eden, NC.

WWMY tied for tenth 12+ (2.3) in the spring Birch and placed 11th (2.9) in Arbitron.

## WGCI Drops Talk For Black AC

After 18 months as a black-oriented News/Talk station, Gannett's WGCI (AM) has returned to a Black AC approach as "DustyRadio 1390." At presstime, there was no word on how the staff will be affected by the switch.

President/GM Marv Dyson stated, "DustyRadio 1390 will continue to inform its listeners through editorial programming such as the Saturday morning talk show, along with aggressive public service campaigns, the Operation Push weekly live broadcast, and Sunday religious programming."

WGCI (AM) scored less than a share in both ratings services in the spring book.

## Cavanaugh Named GSM At KHMx

Nationwide's KHMx/Houston has hired Ellen Cavanaugh to fill the newly created GSM slot. She in turn has hired an LSM — Jill Crawford, who leaves the VP/Regional Manager post at Dallas-based Group W Radio Sales.

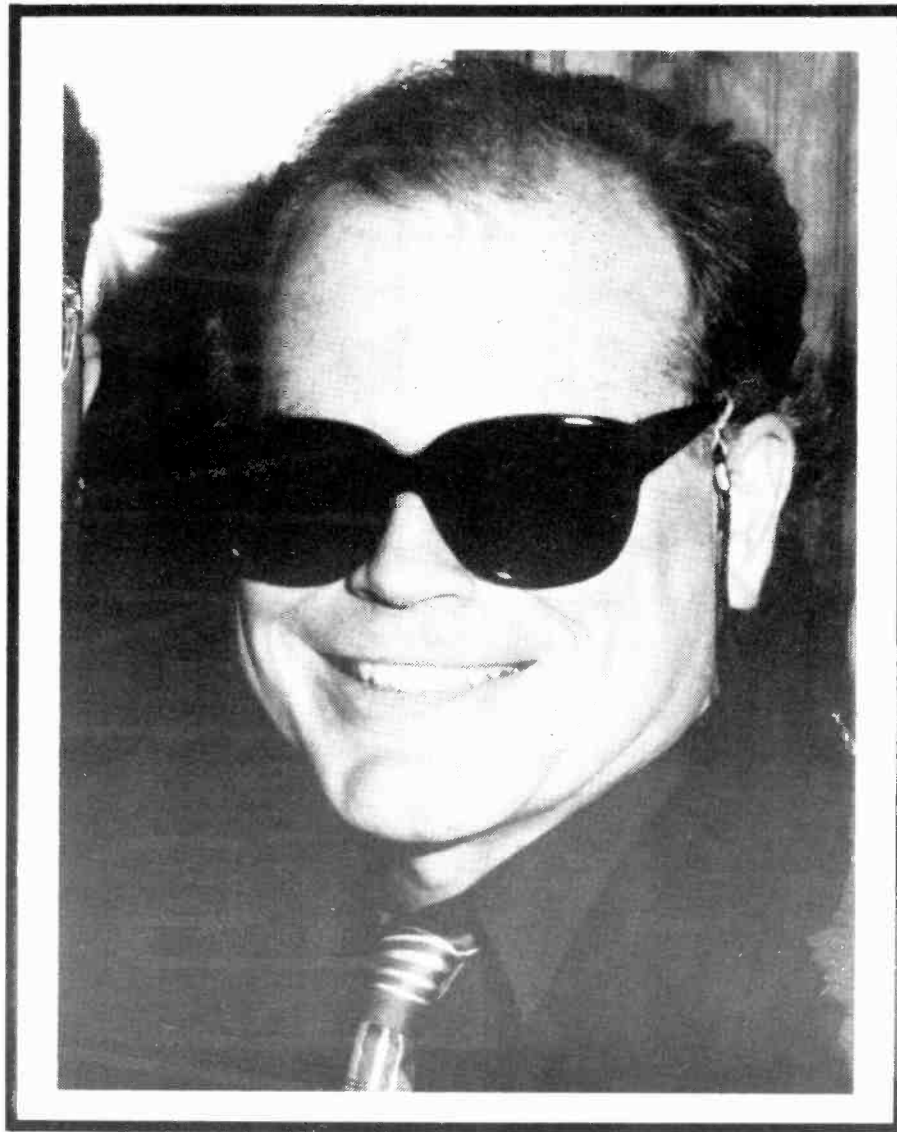
KHMx GM Clancy Woods told R&R, "We looked all over the coun-

CAVANAUGH/See Page 66

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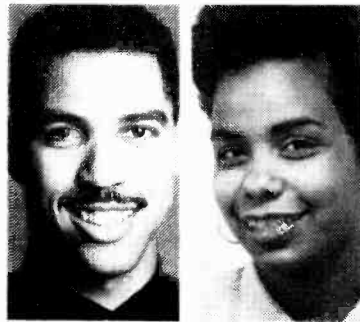
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Radio

● **MARK LEVY** is elevated from GSM to VP/GM at WSOM & WQXK/Youngstown-Canton, OH.  
 ● **JUDY GLOVSKY-SHER** is named VP/GM at WHOM/Mt. Washington, NH. She was most recently GSM at WFYV-FM/Jacksonville.  
 ● **DAVE JOHNSON** is upped from LSM to GM at KSNO-AM & FM/Aspen, CO.  
 ● **ERIC THOM** becomes Marketing Director at KING-AM & FM/Seattle. He was formerly Director/Advertising & Promotion at WAQX/Syracuse.

Records

● **DICK BOZZI** becomes President/CEO of Agenda Records. He served an eight-year stint at A&M in promotion, marketing, and sales. The new label will be distributed domestically by BMG and will concentrate on jazz and AC music; it can be reached at (818) 994-1176.  
 ● **ERIC DAVIS** is tapped as Regional Promotion Director at Alpha International Records. He was most recently Mid-Atlantic Promotions Manager at Charisma Records.



John Waller Kelly Haley

● **JOHN WALLER** is named National Director/Publicity, Black Music Division at MCA Records. He was previously an AE at New York-based Set To Run Public Relations. Also, **KELLY HALEY** is tapped as East Coast Director/Publicity, Black Music Division; she was Assoc. Director/Press & Publicity at EMI/New York.

● **MICHAEL KRUMPER** is upped from East Coast Director to National Director/Publicity, East Coast at A&M Records.

● **AGGIE BAGHAEI** steps up from Promotion Asst. to National Promotion Coordinator at Virgin Records.

● **CARIN THOMAS** moves to Capitol Records as Manager/National Secondary & Dance Promotion. She had been West Coast Promotions Coordinator at Columbia Records.

● **DANIEL HARRIS, DARYL OLIVER,** and **RICK McEACHERN** are named Local Promotion Managers at Polydor Records. Harris, formerly PD at KIDZ/Kansas City, will handle the Southwest; Oliver, a former VP of Houston-based Rapalot Records, will be responsible for Virginia, Maryland, Philadelphia, and Washington, DC. Onetime concert promoter McEachern serves the Ohio Valley as well as college stations and record pools.

● **AMANDA SCHEER** joins Arista Records as Manager/Rap Marketing. She previously ran Car Wash Productions, a rap and reggae marketing firm.

● **STEPHANIE TIMBERLAKE** is upped to National Coordinator/Promotion & Marketing at Sisapa Records. She previously served on the field promotion staff.

● **TOM WHITE** steps up from Director/National Accounts to Sr. Director/National Accounts at BMG Distribution.

● **GILLES PAIRE** is nominated to be CEO/PolyGram France and **PAUL ALBERTINI** is nominated to be CEO/PolyGram Records, France; both will assume their posts in January 1991, subject to approval of the company's board. Paire was most recently President of French mail order firm DIAL; Albertini was previously Managing Director/Phonogram.

● **JOHN HAYES** joins CBS Records as VP/MIS after serving as an independent consultant. Also, **DENIS HANDLIN**, Managing Director at CBS Records/Australia, adds CEO duties.

Industry

● **STEVE BUTLER** and **SCOTT VAN LEEUWEN** announce the formation of Dynamite Communications, a firm which will market radio promotional products. Butler was formerly President of Streamline Communications; Van Leeuwen is President of Rainbow Enterprises.

● **"THE REAL" BOB JAMES** announces the formation of the Morning Show Consulting Group, a firm specializing in training, evaluating, and developing morning show talent. James serves as Founding Partner/Comedy Coach, **TOM ZARECKI** is Partner/Entertainer Trainer, and **MECHELE GEORGE** is also a Partner. James and George were founding members of the American Comedy Network; Zarecki has been a programming consultant. The firm can be reached at (203) 459-0606.

● **ROBERT BORDELON** is tapped as VP/Dallas Regional Manager at Group W Radio Sales. He was previously a National Sales Rep at McGavren Guild.

—Holly Sklar

PROS ON THE LOOSE

**Roger Allen** — PD KQFX/Austin (512) 251-7584

**Ron Bowen** — PD WZBH/Ocean City, MD (302) 537-0549

**Kelly Carls** — GM KQFX/Austin (512) 441-8595

**Paul Cavanaugh** — APD/MD KFMU/Steamboat Springs, CO (303) 879-7362

**David Conn (aka Mr. Slime)** — Morning news KITY/San Antonio (512) 732-8007

**Matt Cooper** — MIDDAYS KQFX/Austin (512) 442-5731

**Steven Craig** — Nights WYTZ/Chicago (708) 658-6575

**Kelli D'Angelo** — Mornings KQFX/Austin (512) 251-2616

**Denny Ford** — Nights KQFX/Austin (512) 388-9031

**Stephanie Gramm** — MD/nights KITY/San Antonio (512) 349-1867

**Michael Hart** — Overnights KQFX/Austin (512) 335-4278

**Cadillac Jack (aka Jim Winstead)** — Nights WAPE/Jacksonville (904) 721-8916

**J.J. Jackson** — PD KZZB/Beaumont, TX (409) 899-4903

**Andrew McCullough** — Morning producer WMXZ/New Orleans (504) 523-7708

**Weaver Morrow** — Mornings KQFX/Austin (512) 331-6519

**Roger Smith** — National CHR Promotion Director WTG (213) 474-6907

**Rick The Stick** — Mornings KITY/San Antonio (512) 666-4526

**T.K. Townshend** — Nights WBLI/Long Island (516) 727-6469

**Gary Weinstein** — Lund Consultants (408) 973-8178

R&R TIMELINE

Tom Rounds rolled into radio as a news supervisor at WINS/New York in 1958. Rounds rocked on to several other stations and was PD at KPOI/Honolulu ('62-66) and KFRC/San Francisco ('66-68). He founded Watermark in '69 and the following year launched "American Top-40" with Casey Kasem. Five years ago today, Rounds started Radio Express.



Tom Rounds

1 YEAR AGO TODAY

- Pollack Media Group elevates Dave Brewer to Sr. VP and Carol Holt to VP/Operations
- Michael Crusham named WWSW-AM & FM/Pittsburgh GM
- Steve Huntington tapped as SMN Wave Network PD
- Bob O'Connor returns to KIFM/San Diego as VP/Programming
- Gary Shannon promoted to KMGC/Dallas PD

5 YEARS AGO TODAY

- Mike Horn selected as Guy Gannett Broadcasting VP/Radio
- New Phoenix PDs: John Larson at KDKB and Charlie Quinn at KKFR (92-FIRE FM)
- Don Christl lassoes WBCS-AM & FM/Milwaukee PD post
- The Electrifying Mojo (Charles Johnson) signs a three-year deal with WHYT/Detroit

10 YEARS AGO TODAY

- Billy Bass elevated to Chrysalis Sr. VP/Promotion & Creative Services
- Arista Records ups Richard Palmese to Sr. VP/Promotion, Rick Dobbis to Sr. VP/Artist Development
- David Small promoted to KMGC/Dallas President/GM
- Rob Sisco tapped as KIOI (K101)/San Francisco PD
- Jumping on the Country wagon: WRVR-FM/New York as WKHK, KRST-FM/Albuquerque, and WBR/Baton Rouge

15 YEARS AGO TODAY

- John Young is appointed WSM-FM/Nashville PD
- Larry Lujack's autobiography, "Super Jock," is released
- RKO announces plans to have a human chain hold hands for the American bicentennial

—Hurricane Heeran

**CLOSED**

PAUL BENDAT has acquired WKLI-FM / WABY-AM (Albany, New York) and WOUR-FM / WUTQ-AM (Clifton, New York) for \$13,500,000 from PREMIER BROADCAST GROUP, INC. (William J. Selwood, Jr. President). We are pleased to have served as exclusive broker in this transaction.

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Media Broker & Appraiser Since 1947

**WE BROKER BROADCASTING'S BEST**

Washington • New York • Atlanta • Chicago • Beverly Hills

**CLOSED**

BAUM BROADCAST GROUP, INC. (Theodore Baum, President & Dick Kakuian, Vice President) has acquired WLMX AM / FM (Marietta, Georgia) for \$7,000,000 from CHATTANOOGA RADIO LTD. PARTNERSHIP (The Zabin Group, General Partner). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

PANASIAN COMMUNICATIONS, INC. (Peter Ohm, President) has acquired LPTV Station W33AA (New York, New York) for \$1,800,000 from ACCORD COMMUNICATIONS, INC. (Benjamin Ichonose, President). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

ROGER A. NEUHOFF has acquired KODE-TV (Hopkin, Missouri / Pinsburg, Kansas) for \$10,750,000 from GILMORE BROADCASTING CORPORATION (James S. Gilmore, Jr., Chairman/CEO). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

ABS GREENVILLE PARTNERS (Kenneth A. Brown and Jon Sison, Principals) has acquired WAIM / WCKN-FM (Anderson (Greenville/Spartanburg), South Carolina) for \$6,000,000 from CAROLINA BROADCASTING, INC. (John C. Blenberg, Chairman and Blake Shevemaker, President). We are pleased to have served as exclusive broker in this transaction.

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**MORE CLOSINGS THAN ANYONE IN CALENDAR 1990... BY FAR!**

**CLOSED**

TRUMPER COMMUNICATIONS, INC. (Jeffrey E. Trumper, President) has acquired WLK (FM) (Charlotte, North Carolina) for \$8,000,000 from CAPITOL BROADCASTING CORPORATION (Kenneth S. Johnson, President). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

MID-ATLANTIC BROADCASTING COMPANY has acquired \$9,250,000 Refinancing of Senior Credit Facility. The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

**BLACKBURN CAPITAL MARKETS**

BLACKBURN & COMPANY INCORPORATED

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**CLOSED**

LAKE SHORE COMMUNICATIONS CORPORATION (Thomas L. Berkley and Steve W. Horowitz, Principals) has acquired WTAX & WDBR (FM) (Springfield, Illinois) for \$4,000,000 from SAGE BROADCASTING CORPORATION (Gerald A. Pech, President). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

APOLLO RADIO LTD. (William L. Stakelin, President & CEO) has acquired KLSI-FM (Kansas City, Kansas) for \$8,250,000 from SANDUSKY RADIO (Norman D. Rau, President). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

US RADIO, L.P. (Roger A. Henry) has acquired WRWA (AM) and WRFY (FM) (Reading, Pennsylvania) for \$18,500,000 from CITY BROADCASTING COMPANY, INC. (Dr. Frank A. Franco, President). We are pleased to have served as exclusive broker in this transaction.

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**CLOSED**

SALEM COMMUNICATIONS CORPORATION (Shawn W. Epperson and Edward C. Aisberg III) has acquired WYLL-FM (Chicago (Des Plaines), Illinois) for \$8,000,000 from NEW AGE BROADCASTING, INC. (Vernon Merritt, Jr., President). We are pleased to have served as exclusive broker in this transaction.

**BLACKBURN & COMPANY INCORPORATED**

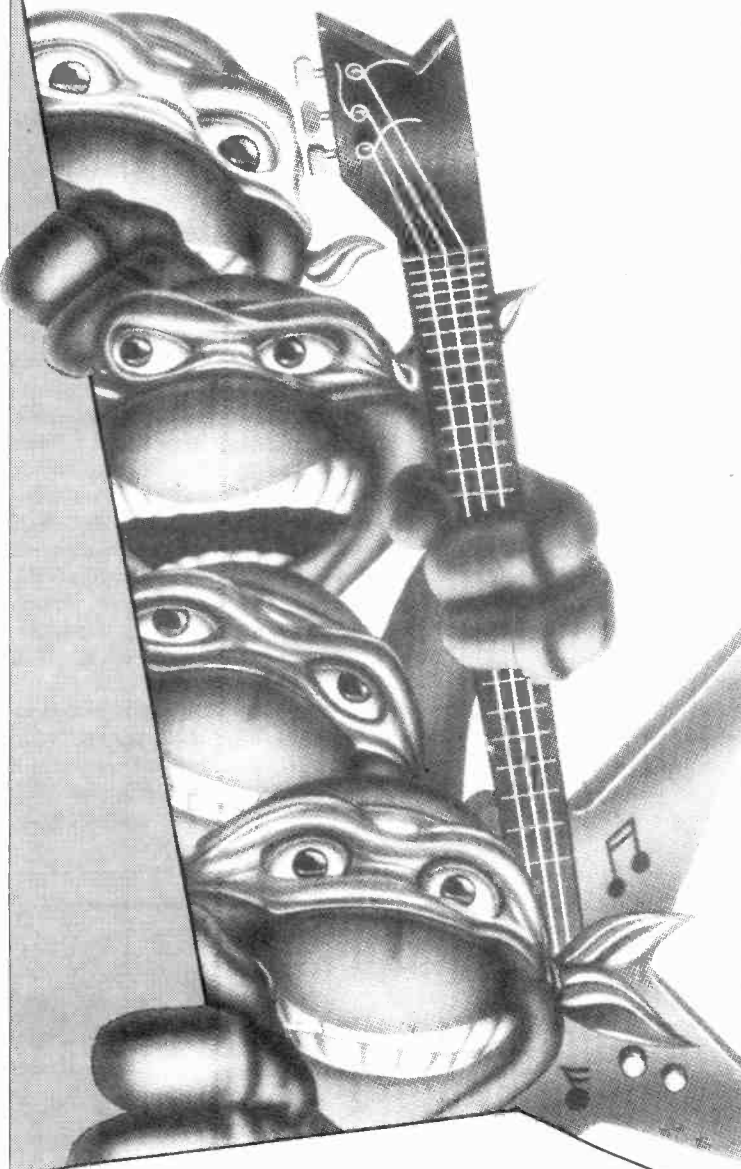
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Washington • New York • Atlanta • Chicago • Beverly Hills



# TEENAGE MUTANT NINJA TURTLES



## "COUNT ON US"

WXKS	WTFX
WPLJ	KKRD
PRO-FM	KIKX
KSAQ	WWFX
Z95	G98
WAEB	YES97
WERZ	KCHX
WQGN	KIXY
WBBQ	99KG
	KPXR

PRODUCED BY THE TEENAGE MUTANT NINJA TURTLES®  
KEITH FORSEY, BOB BEJAN AND GODFREY NELSON  
EXECUTIVE PRODUCED BY STEVEN E. LEBER AND  
BOB BEJAN FOR TORTOISESHELL SPECTACLES INC.

MCA RECORDS



# STREET TALK®

## Austin's Flip-Flop Formats

### KHFI Becomes KVET-FM; KQFX Becomes KHFI

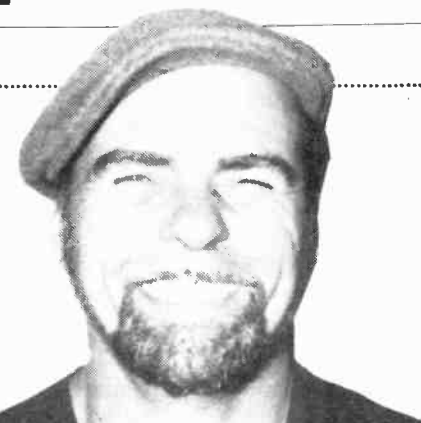
If the recent station-swapping, format-flipping machinations in Austin have left you dazed 'n' confused — you're not alone. Now that arrangements have been finalized, here's the straight poop on this highly unusual, multifaceted deal:

Two separately-owned Austin radio stations will begin simulcasting next week. **Spur Partners** will drop CHR on newly acquired **KHFI (K98)** and instead rebroadcast 75% of crosstown AM Country **KVET**. (The 25% non-simulcast programming will be supplied by KVET as well.) KHFI will change calls to **KVET-FM**.

Meanwhile, **Joyner Communications** will take over yet another Austin property — Gold **KQFX** — adopt a CHR format, switch calls to KHFI, change identifier to K96.7, and hire the old KHFI's entire staff! **Burkhart/Douglas's Gary Burns** is consulting. The old KQFX airstaff is out.

KVET-AM & KASE General OM **Bob Cole** (who also does mornings on KASE) will be the GM for the KVET-AM & FM "network." Eleven-year **KIKK/Houston** vet **Gerry Harmon** heads to afternoons on KASE.

Exiting KVET (AM) will be 13-year station vet (and four-year morning man) **Jim W. W. Travis** and afternoon man **Don Bowman**. **Ernie Brown** from **KPLX/Dallas** will replace Bowman.



**WHY IS THIS MAN SMILING?** — Better yet, why is this man WORKING? Well . . . 19-year **Epic Boston** promo rep **Lenny Collins** was the only weekly winner in a recent **Massachusetts State Lottery** drawing and will receive \$2.6 million — paid out in \$130,000 installments over the next 20 years!

**East West America VP/Promo Charley Lake** is looking to hire a Nat'l CHR person, a Nat'l AOR promo domo, and a 10-12 member field staff — all in time for Thanksgiving. Expect an initial roster of 12-15 acts, with music on the streets by early January.

Look for **Atlantic WC Regional Urban** Promo rep **Rick Nuhn** to become East West's Dir./Nat'l Urban Promo. ST hears the lead candidates for the Nat'l CHR slot are **Island VP/CHR Promo Lisa Velasquez** and former **MMR** sales honcho **Tony Smith**. Former **Chrysalis** AOR Dir. **Kevin Sutter** is the front-runner for the new label's Nat'l AOR slot. Talks with other candidates continue . . .

### AC Gold Rush

Two major market ACs are going Gold. Recurrent and Gold-based **WMJI** has now exited the AC arena, leaving **WLTF**, **WDOK**, and **WQAL** to duke it out in Cleveland.

Meanwhile, **KFMK/Houston** reverts to Gold. PD **Bob Wood** is gone; VP/GM **Carl Hamilton** is handling programming duties. Wood told ST the parting was amicable.

CHR **WYHY/Nashville** GSM **Don Swesson** has been upped to VP/GM. He succeeds **Mike Kenny**, who joined **KJQY/San Diego** as VP/GM. (See Page 3).

### The Parable Inside The Enigma

**Enigma** VP/Sales **Jayne Simon** has exited amidst talk of a possible breach of contract suit. (Late last week, the entire regional sales staff had been dismissed.) Meanwhile, Cleveland Regional Promo rep **Ted Massaro** has been replaced by **Gary Buttice**.

Continued on Page 60

Protect Yourself. Call the Industry's Lawyer.

## BARRY SKIDELSKY

Attorney at Law

757 Third Avenue, 26th Fl. At Radio '90/Boston. Contact via Copley Plaza  
New York, NY 10017 hotel or call ahead to schedule  
(212) 832-4800 free and confidential consultation.



# "MILES AWAY"

The new single from  
the near-platinum album  
**IN THE HEART  
OF THE YOUNG**



Produced by Beau Hill  
Management & Control Management



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Continued from Page 58

Enigma VP/CHR Promo **Mike Krum** tells ST to look for more changes, including the addition of more field promo people. Krum dismissed rumors that **Capitol-EMI** is going to exercise its buy-back option, but Tower Talk indicated a meeting between Enigma Chairman **Bill Hein** and EMI Worldwide President/CEO **Jim Fifield** concerning Enigma's numbers was about to take place.

Meanwhile, rumors persist that exiting Enigma Sr. VP/Promo **Sam Kaiser** is the front-runner for **Alan Kovak's Impact** VP/Promo slot.

**DC-Chicago Shuttle**

**Q107/Washington** night rocker **Danny Wright** segues to nights at sister **Z95/Chicago**, replacing **Steven Craig**.

Meanwhile, **Q107** afternoon driver **Gary Spears** returns to afternoons at Windy City CHR **B96**, replacing **Pat Reynolds**, who left for afternoons at **Q105/Tampa**. (Spears was **B96's** original afternooner when the station went CHR in 1982.) And . . . **B96** morning man **Ed Volkman** is out of the hospital and will return to the airwaves shortly.

**And Then There Were Four . . .**

Update on the five Urbans in Charleston, SC: **WMGL** has switched formats to an Urban AC/Jazz hybrid, and is calling itself "Jazzy 101.7." PD **Terry Base** is no longer with the station. **KATZ-FM/St. Louis** PD **Roshon Vance** is the new 'MGL PD. **WVAZ/Chicago** parttimer **Ron Rogers** is in the running to replace Vance at KATZ.

**Leap O' The Week**

**WMXZ/New Orleans'** new morning team is **Steve & D.C.**, most recently mornings at **WZBQ/Tuscaloosa, AL** — a jump from market 205 to 35! The gravity-defying duo got some early exposure courtesy crosstown CHR **B97** morning dudes **Walton & Johnson** by posing as *little ol' ladies* who'd just moved to town (and wound up being invited to become regulars on **B97**). Three days later, **Steve & D.C.** announced they'd found a new home, namely "The New Mix 95.7" . . .

Back at **WMXZ**, morning man **Alex Stone** moves to overnights and morning show producer **Andrew McCullough** exits.

**New Zoo Crew**

**Zoo Entertainment** begins to staff up with the addition of **Bennett Zimmerman** as Dir./Ops, **Anna Loynes** as WC A&R rep, **Scott Byron** as EC A&R rep, **Matthew Marshall** in A&R Administration, and **Sandy McKinney** (L.A.) and **Billy G.** (NY) as Assistants to President **Lou Maglia**.

(ADVERTISEMENT)

**McVay Media At NAB**

**McVay Media** invites broadcasters to visit their suite at the Marriott Copley during the **NAB/Boston** and meet programming consultants **Mike McVay**, **Charlie Cook**, **Harv Blain**, **Chris Elliott**, and **Dan Garfinkel** as well as **David Rogerson** of **Quadrant Radio Strategies**, the Australian-New Zealand representative for **McVay Media**.

**More Winners**

**McVay Media** is proud to consult and

**Platter Push**

- The deal to bring **RCA** Nat'l Dir./Field Promo **Ray Carlton** to head promotion at **Giant** is almost a done one. Full detail jacket next week.

- **Chrysalis** Dir. Nat'l Promo **Kevin Carroll** will relocate to L.A. from the Windy City to be Nat'l Dir./Pop Promo. Look for **Butterfly** MW Regional Rock Promo rep **Victor Lentini** to assume **Carroll's** old duties.

- Despite several touchy feelers, **Capitol** VP/Promo **John Fagot** has entered into contract renegotiations to stay at the Tower.

- **Atlantic** names Detroit-based MW Regional Promo rep **Jeff Appleton** Dir./Nat'l Album Promo. He replaces Sr. Dir./Nat'l Album Promo **David "Flash" Fleischman**, who jumped to **MCA** as VP/Album Promo. Look for **Atlantic** local Houston rep **Michael Stevens** to replace **Appleton** in the Midwest.

Meanwhile, **Atlantic's** **Lea Pisacane** is promoted from Mgr. to Assoc. Dir./Nat'l Album Promo and **Relativity** MW Regional-Promo rep **Zan Eric Hefner** comes over to cover the Carolinas out of Charlotte. **Hefner** replaces **Amy Connah**, who segued to **Atlanta** local for **Atlantic**.

- Former **Enigma** Sr. Dir./Nat'l CHR **Ben Brooks** slides into the L.A.-based WC Regional Promo post for **Hollywood**.

- **WTG** Nat'l CHR Dir. **Roger Smith's** position with the label has been eliminated. He'll stay on board for the next six weeks.

- **Bert Coleman** has been named Nat'l Promo Dir. for **Jackson Records** (headed by **Michael and Janet's Dad, Joe**). Distribution will be through **CEMA**.

- Former **A&M** Nat'l Dir./AOR Promo **Jordan Zucker** surfaces as the local Atlanta rep for **RCA**.

- **Capitol** Nat'l Dir./Alternative Promo **Faith Henschel** is headed to NYC to become **Elektra's** Dir./Alternative Marketing.

- **IRS** hires former **KYK/Little Rock** MD **Christy Roberts** for the KC local gig, and **Greg Forston** — most recently doing research at **WKTI/Milwaukee** — to handle Cleveland. Look for **IRS** VP/Promo **Barry Lyons** to name a Nat'l Field Promo Dir. shortly.

- **Capitol** Sr. Dir./Video Promo **Michelle Peacock** has been upped to VP/Video Promo & Production.

- **PolyGram** WC Publicist **Stacy Nick** exits to join **BMI** as Dir./Publicity, Writer-Publisher Relations. Meanwhile, WC Publicity Coordinator **Jolyn Matsumuro** jumps to WC Publicity Mgr. at **Charisma**.

**Dr. Dave Scrubs Up**

While participating in a recent car giveaway at a local horse racing track, **WPGC/Washington** PD/morning man **Dr. Dave Ferguson** reportedly attempted to quiet a rowdy crowd by shouting "shut the fuck up" over the PA system.

In reaction to this incredible display of *savoir faire*, the nearly 6000 "fans" pelted him with hot dogs, beverage cups, newspapers (and losing tickets, no doubt). **Ferguson** neither admitted nor denied using any foul language, and 'PGC GM **Ben Hill** called the incident "unfortunate," according to a report in the *Washington Post*. Continued on Page 62

Red, White & Hot!  
**DAMN YANKEES**



"High Enough"

The follow-up to the No. 1 AOR smash "Coming Of Age" and the blistering Top 5 track "Come Again"

From the Gold album **DAMN YANKEES**

One Of The "Most Added" 43/40

- |             |             |             |
|-------------|-------------|-------------|
| KSAQ add 39 | WKZL add    | KMYZ 20-13  |
| KWSS add    | 92X add     | KZII add    |
| KUBE add    | WPXR add    | KYYY add    |
| PIRATE add  | KRNO add 25 | WBNQ add    |
| WAAL add    | WVIC deb 25 | WLRW add    |
| WVSR add    | KZ93 add    | WKFR add    |
| 999KHI add  | WZOK add 35 | WPFR add    |
| WBBQ add    | Q104 on     | WIBW add    |
| KZ106 add   | KZZU add    | KFMW add 36 |
| WCGQ add    | WOMP add    | KRZR add    |
| WHYH add    | WHTO add 35 | KFTZ add    |
| WRVQ add    | YES97 add   | KMOK add    |
| Z102 add    | WJMX add    | KTMT add    |
| KTUX add 40 | B98 add     | ZFUN add    |
|             |             | OK95 add    |

Track 15 Breaker

On Tour with **Bad Company!**



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AND YE SHALL BE HEARD

M.C. HAMMER

PRAY

THE NEW SINGLE AND VIDEO FROM  
THE #1 QUINTUPLE PLATINUM ALBUM  
PLEASE HAMMER DON'T HURT 'EM.

ON CAPITOL CASSETTES,  
COMPACT DISCS AND RECORDS

PRODUCED BY M.C. HAMMER  
CO-PRODUCED BY JAMES EARLEY  
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EXECUTIVE PRODUCERS:  
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NOW ON TOUR

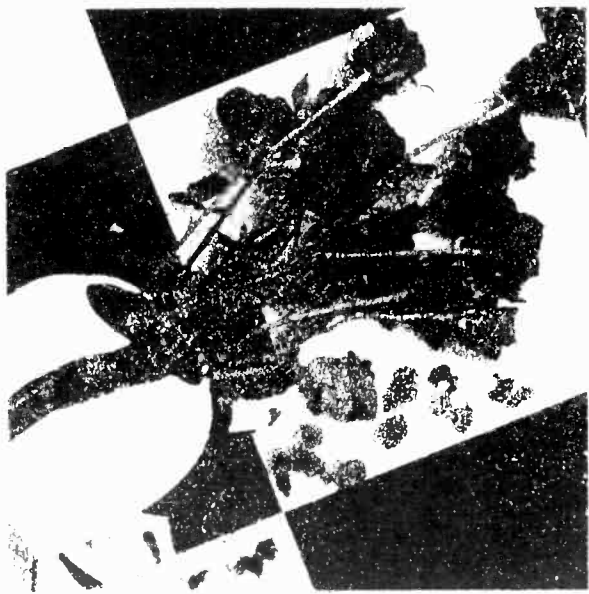
Capitol

©1990 CAPITOL RECORDS, INC.



# Concrete Blonde

"Joey, I'm not  
angry anymore."



"Joey,"

the lead single from

*bloodletting*

X2/4-13037

ONE OF THE "MOST ACTIVE"  
82/13

### Hot At:

HOT949 16-12	FM104 5
WPST 38-25	103CIR 20-14
K106 37-18	KAKS deb 39
WIXX 12-6	KNIN 20-14
KQKQ 19-9	KMOK 22-16
KATM 5-4	ZFUN 20-17

### Added This Week At:

KKBQ	95XXX
KZZP 22	95XIL
KCPX	WKSF
WANS	KIXY
WKDD	KYYY
WRQN	KG95
KQCR	

### Debuted At:

JET-FM deb 30	WBNQ deb 38
PWR92 deb 40	KCMQ deb 37
WBBQ deb 34	Y94 deb 28
KF95 deb 40	WTBX deb 32
WOMP deb 28	KKHT deb 39
YES97 deb 39	KBOZ deb 38
KWTX deb 34	SLY96 deb 38



## STREET TALK®

Continued from Page 60

### Consultant's Clipboard

• **Pollack Media Nashville**, a division of **Pollack Media Group**, is now **Pollack Mullins Nashville**. **Moon Mullins** becomes CEO and **Tommy Hedges** is named President. Hedges will remain PMG President as well.

• **Steve Casey Research** has just inked a deal to begin working with **Nationwide's KHMX/Houston**.

The **Source Net** will distribute the one-hour commercial-free **BBC** radio special, "Nobody's Child-Romanian Angel Appeal," via satellite on Satcom 1R, transponder 15, channels 07 & 08 on September 19 from 10-11pm EST.

The special was created to help raise money for the estimated 400,000 destitute orphans living in Romania. In addition to interviews with **George and Olivia Harrison**, the special sports music from the artists (**Traveling Wilburys, Guns N' Roses, Elton John, Paul Simon, Billy Idol, Stevie Wonder**, et. al.) featured on the recent **WB** "Nobody's Child" album.



**HOT ROTATION** — The Irwindale City Manager reportedly called **Pirate Radio/L.A.** VP/GM **Simon T** to complain that the station's latest billboard (pictured above) sent a message that was "not exactly the attitude the city wanted to relay to its younger citizens." Noting that the booming metropolis of Irwindale is principally composed of gravel pits, a brewery, and failed attempts to lure the L.A. Raiders, Mr. T sardonically offered to replace the "screw" with "to heck with." No response as yet to the magnanimous offer.

The **R&R Convention '90** video aircheck will be on display at the **NAB** Convention in Boston this weekend. Contact **Art Vuolo** — the dude walking around with that backpack full of videocassettes. And note that **Vuolo's Radioguide People Inc.** has a new address and phone number: 24725 W. 12 Mile Rd., Suite 316, Southfield, MI 48034; (313) 355-0022.

### Testy Situation

**CHR WVKS/Toledo** was holding a staff meeting at a local hotel, which just happened to be the site for an auditorium test by crosstown rival **WRQN**.

The 'VKS staff swiftly put station bumper stickers on every car in the hotel parking lot, and — decked out in their handy 'VKS T-shirts — promptly positioned themselves in the lobby in full view of the folks coming in to take part in 'RQN's test.

### Chatterbox

• **KWOD/Sacramento PD Willie B.** exits and will announce his new gig next week. **KWOD VP/Corporate Gerry Cagle** needs a PD and an afternoon jock.

• **WEGX/Philly's** morning show of **Rumble & Thrower** will go the way of all flesh at the end of October, when **Scott Thrower** returns to Colorado, his wife, and family. **Rick Rumble** will go it solo until a new partner is found. T&Rs to PD **Todd Fisher**.

• After two years, Full-Service AC **WJR/Detroit PD Jimmy Garrett** has stepped down. He'll remain on-air, and will assist the new, as-yet-to-be-named PD.

• Look for **Jim "Catfish" Prewitt** to join the "Mobile Mafia" wakeup efforts at **WABB-FM/Mobile**.

• **ST** hears that the new PD for **N/T WLAC/Nashville** will be **N/T KFI/L.A. Exec. Producer Alan Eisen**.

• **Urban KDKS/Shreveport PD/MD Bill Sharp** pulls the GM hat trick.

• **KDWB/Minneapolis MD Mr. Ed Lambert** becomes APD.

• **Harley Drew** has been named VP/GM at **AC WZNY (Sunny 95)/Augusta, GA**.

• **Jim Fox** has given up OM duties at **Q102/Cincy** to concentrate on his morning show.

• **WBLI/Long Island** night rocker **T.K. Townsend** exits and **MD Mark Lobel** adds night duties.

• After eight years at **93Q/Syracuse**, **Gary Dunes** exits the MD chair to become APD/middays at crosstown **Gold WSEN**.

• **Tim "The Birdman" Byrd**, most recently with **Hot 97/NY**, moves to middays at **KKFR/Phoenix**.

• **Pirate Radio/L.A.** night rocker **Cadillac Jack** (aka **Eric Scott**) segues to an airshift with **WAVA/Washington**.

• **KFMH/Quad Cities, IA** elevates **MD Phil Maicke** to PD, **Sean Tracey** to MD, and **Mary Reiley** to AMD.

• **SMN's** latest Z-Rock affiliate is **KZAK/Reno**, formerly **AC KLKT**.

• **KRZQ/Reno** promotes **Steve Funk** to OM.

• **KIOC/Beaumont, TX** Asst. MD **Marc Katrl** exits to join **KCHX/Midland-Odessa, TX** as APD/afternoon driver.

• Former **B94/Pittsburgh PD Clarke Ingram** takes the PD post at **WHXT (Hot 99.9)/Allentown**. He'll program AM sister **Gold WEEEX** as well. Ingram — who recently did some weekend fill-ins at **WEGX (Eagle 106)/Philly** — also has signed on for permanent weekend duty at the Eagle.

• **WKLC/Charleston, WV** ups MD **Mark Savage** to PD.

• **WMYG/Pittsburgh** Chief Engineer **Brian Kerkan** is now APD/morning producer for the **Classic Rocker**.

• **WTBX/Hibbing, MN** PD **Joe Crain** exits to become APD/afternoon driver at sister **WIXX/Green Bay**. New 'TBX PD is **Bill Claproth**, who comes from the PD post at **KKRL/Carroll, IA**.

• **KZZB/Beaumont, TX** PD **J.J. Jackson** is out. New PD is **Paul King** from crosstown **AC KKMY**. Also joining from **KKMY**: **Chrissie Roberts**, who becomes APD/afternoon driver at 'ZZB.

• **WZBH/Ocean City, MD** OM **Ron Bowen** resigns.

• **KRNQ/Des Moines** MD/middays **Linda Austin** suffered a brain aneurism last Monday (9/3), but is out of surgery and recovering. PM driver **Hawkeye Billy Hayes** will cover her music duties in the interim.

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Todd Cavanah, B96/Chicago



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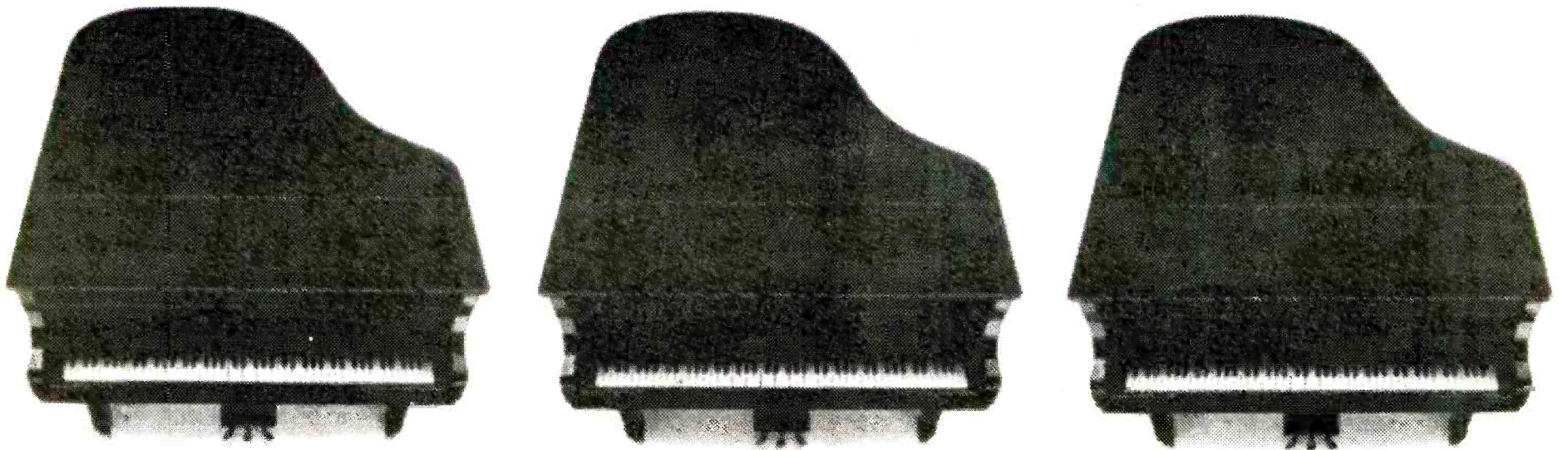


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Taken from the forthcoming Epic release:  
"Ain't No Shame In My Game" 46947  
Produced by Johnny "J" and Candyman



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**Puvogel**

Continued from Page 1

Thyret. "Add to that the knowledge, energy, and enthusiasm he's always brought to his work, and you realize why this promotion has been so well-received within our company and industry."

Puvogel told R&R, "I'm thrilled and honored to be appointed an officer of the best company in the business. This is truly a dream come true."

Puvogel began his music industry career in 1974 as a WEA Singles Specialist, becoming WB New York Local Promotion Manager in '75. In 1977 he was appointed Northeast Regional Promotion Director and then Los Angeles-based National Album Promotion Coordinator in 1981. Three years later he was promoted to the post he's now exiting.

**NAB**

Continued from Page 1

Delco Electronics, a General Motors subsidiary which is the world's largest manufacturer of car radios, announced that it's now operating three RDS transmitters in Central Indiana and will soon establish new test sites in Michigan. The company has developed a prototype receiver that displays two eight-character lines of text and will automatically interrupt music when emergency messages are received.

"Delco is committed to providing RDS to our customers as soon as possible," said company executive Thomas Leonard. He said adoption of the technology depends on industrywide acceptance of technical and data programming standards which are being discussed by the Radio Systems Committee.

More than 175 exhibitors are on hand at Radio '90, displaying the latest technology and services. Digital hardware is consuming much attention, with Computer Concepts Corporation unveiling the industry's first digital hard disk commercial management system. Using customized software, the Digital Commercial System uses standard PC technology with an enormous 766-megabyte disk drive to process up to nearly six hours worth of audio. When combined with a traffic scheduling package, the system generates program logs and automatically updates performance affidavits.

NAB Radio VP Lynn Christian said registration "is far above what it was last year," with nearly 7000 broadcasters expected to attend the five-day event.

**Gannett**

Continued from Page 1

Gannett Radio Division President Jay Cook told R&R, "I'm delighted we have such talented people in the company so that Bill can have this opportunity at KIIS and Dene can move to KKBQ. I feel very good about both of them and expect nothing but great things from both properties."

KIIS President/GM Lynn Anderson said, "The Gannett philosophy is to look for the best person within the company first, and we were pleased to find someone with both qualities in Bill."

Richards, who rejoined KKBQ as PD just seven months ago, told R&R, "Programming KIIS has been a career goal of mine for many years. This is the only job in America I'd leave Houston for. Filling Gerry DeFrancesco's shoes will be no easy task, but I can only say I'll try my best to live up to the standards he's established. I look forward to working with one of America's legendary morning talents, Rick Dees, and the rest of the staff at KIIS."

Richards has programmed KKBQ (twice), KXXX/San Francisco, WNCI/Columbus, and KLUC/Las Vegas, and worked as VP/GM at Coleman Research.

**Hallam's Challenge**

KKBQ President/GM Al Brady Law said, "I was glad we were able to keep Dene in the company. He's succeeded at every assignment Gannett has given him, and I feel confident he'll succeed in this one. Bill did a great job here and a great job at KIIS. We all wish he could have stayed with us longer, but it's hard to pass up an opportunity like KIIS."

Hallam told R&R, "I meant no malice to Group W and KRSR VP/GM Brenda Adrience. They made me a great offer, but Gannett really made it too attractive not to stay with them. Al has a highly talented and spirited staff that's used to being the No. 1 hit music station. To make KKBQ dominant in the market again I'll be adding a measure of perspective, along with input from Al, [Asst. PD] John Cook, and morning man John Lander."

Hallam's programming background includes KUDL/Kansas City, as well as WKHK (now WLTW)/New York, WHN/New York, WWWW/Detroit, and KBZT/San Diego. He previously worked for Law as a phone researcher when Law was PD at WXLO (99X)/New York.

**Baldassano**

Continued from Page 1

assignment," said Baldassano. "I hope to bring a renewed sense of energy and excitement to network programming."

Prior to her recent position as Director/ABC Entertainment Network, Baldassano was with United Stations (now Unistar). She served an earlier stint at ABC as Director/Programming for the Contemporary and FM Networks. In the '70s, she was PD at KAUM (now KHMV)/Houston and WSAI-FM (now WWNK)/Cincinnati.

**Maxwell**

Continued from Page 6

tion he went into fulltime sales. In 1977 he joined WTAR as an AE, and was named combo VP/GM three years ago.

**Pumped About Censorship**



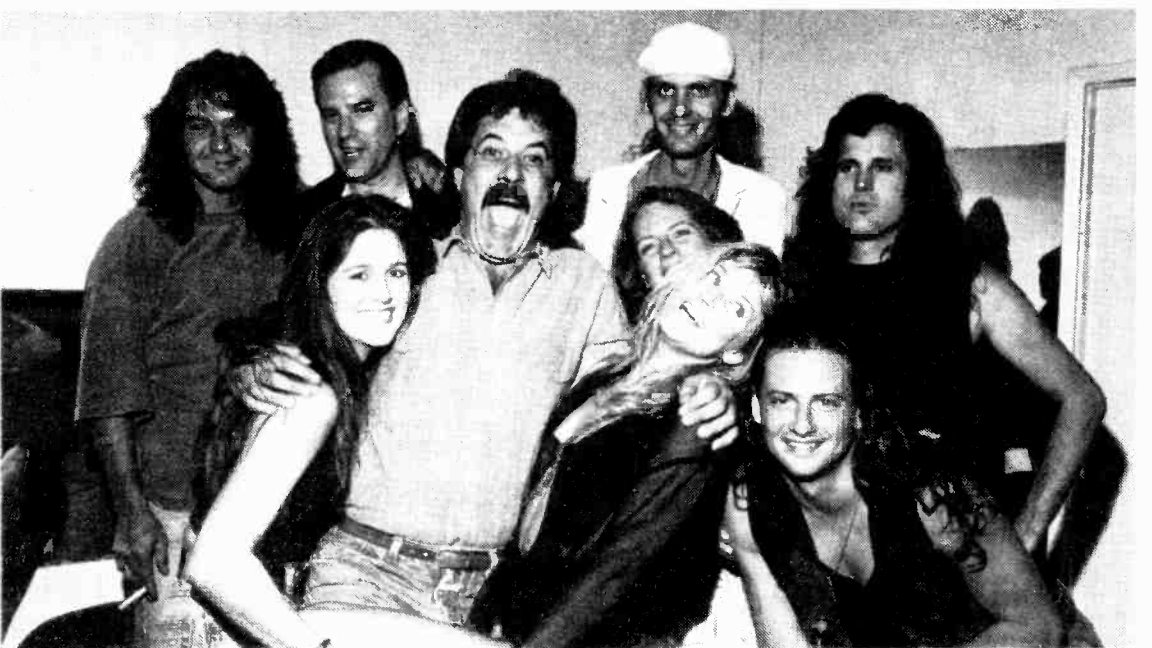
MCA Music Entertainment Group Chairman Al Teller (l) spoke out on censorship issues at the movie premiere of "Pump Up The Volume," which was followed by a bash at Hollywood club Spice. Lending their support were IRS artist Johnette Napolitano (of Concrete Blonde, who are featured on the movie's MCA soundtrack) and MCA Exec. VP Paul Atkinson.

**Livin' In The Limelight**



Soulful singer Caron Wheeler recently paid a visit to EMI execs while promoting the first single ("Livin' In The Light") from her solo debut, "UK Blak." Livin' it up at the label's NYC offices are (l-r) EMI's Paula Subotnick, VP Glynice Coleman and President/CEO Sal Licata, Wheeler, and EMI's Exec. VP/GM Ron Urban and Sr. VPs Jack Satter and Jim Cawley.

**Private Life Goes Public**



After their performance at L.A.'s Roxy, Warner Bros.' Private Life were greeted by labelmate Edward Van Halen, who produced their self-titled LP. Sharing a not-so-private moment are (back, l-r) Van Halen, WB's Larry Butler, Private Life's Steve Ker-shisnik, the label's Patti Oates, and the band's Danny Johnson; (front, l-r) Private Life's Jennifer Blakeman, WB's Ed Nuhfer, and the band's Kelly Breznik and Chris Frazier.

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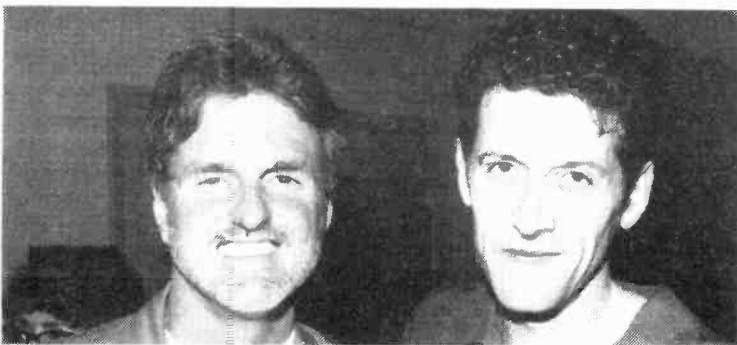


**WEA's Fast Cats**



WEA President Henry Droz (c) and Elektra rockers Faster Pussycat traded fashion tips during WEA's 1990 national sales meeting. Flanking Droz are (l-r) band members Brett Bradshaw, Greg Steele, Brent Muscat, and Taimé Downe.

**Nile Flows Through L.A.**



A&M artist Paul Buchanan (r) of Blue Nile caught up with label Sr. VP Charlie Minor after the band's recent gig at UCLA, where they played tunes from their current album, "Hats."

**Kenny**

Continued from Page 3

Meyers has been doing an outstanding job in that capacity on an interim basis, but wants to move on to other things."

Kenny previously was Station Manager of WFKS/Cincinnati for two years and GSM of Cincinnati outlets WKRC & WKRQ and WSAI & WWEZ.

**Lind**

Continued from Page 3

group," said Capitol President Jim Goodmon. "[We] feel confident he'll help this company realize many further successes in the years to come."

Said Lind, "I feel fortunate in being given radio group responsibilities. I'm particularly looking forward to working with such a talented group of general managers."

Prior to joining WWMX as VP/GM in 1986, Lind was VP/GM of WEZW/Milwaukee and VP/Sales of its parent company, Multimedia, Inc. Before that he held sales management positions at WPNT (now WLTV)/Pittsburgh and WINS/New York.

**Morgan Creek**

Continued from Page 3

Creek's interests into all related entertainment areas."

"This new company has been created to provide an artistic environment for the '90s, with no preconceived musical parameters or categorization," said Mazza. "It's our intention to establish what we believe will be the finest worldwide marketing and promotion warhead in the industry."

Kershenbaum added, "We envision a fully integrated, artist-driven company where A&R, promotion, artist development, and worldwide marketing are all in-house and totally coordinated with one set of priorities based on the music."

Morgan Creek Productions, founded in 1987, has become one of the leading independent film companies, releasing such features as "Young Guns" and "Young Guns II," "Dead Ringers," "Enemies, A Love Story," and "The Exorcist III."

**Cavanaugh**

Continued from Page 54

try for the right person to bring the necessary skills as well as the intangible elements of success to motivate the sales staff. Ellen's not disappointed us at any level."

Cavanaugh, who previously served as GSM at crosstown KRBE and KODA, added, "It's nice to get involved with a project like this with people who share the same vision of quality and customer service. A number of the original salespeople stayed on, and we've added some personnel for a total of nine local reps and a vendor retail specialist."

**Maria**

Continued from Page 3

Maria joined Atlantic in 1974 as Northeast Regional Sales Manager before being named National Sales Manager in 1981. He was appointed VP/Sales in 1988. Prior to Atlantic, Maria was at Capitol and Liberty/UA before joining WEA as New York Sales Manager.

**FCC Audits**

Continued from Page 1

In addition, the agency charged, many stations apparently deny political candidates the opportunity to negotiate for better rates, as commercial advertisers are often allowed to do.

Four of the eight radio stations audited last month were found to have possible violations of the lowest unit cost rule, which obliges broadcasters to give candidates the same rate given the station's most favored commercial advertiser. Sixteen of the 20 TV stations may have overcharged candidates.

**Defenses Heard**

Stations found guilty of violating the political advertising rules could be fined from \$5000-\$10,000. Audited stations accused of overcharging candidates will have a chance to respond to the allegation before the agency makes any final determination of guilt.

However, the NAB charged the report adds "misunderstanding and confusion" to this issue by insinuating that the audited broadcasters have already been found guilty of breaking the rules.

Although he didn't rule out fines against the stations, Mass Media Bureau Chief Roy Stewart said his staff is currently more concerned about educating broadcasters about their political advertising responsibilities. He added that no further audits are planned "at this time."

The bureau's educational effort kicks off later this week with a Thursday (9/13) seminar at its Washington headquarters on how to comply with the political advertising rules. Stewart said the FCC also plans to produce a question-and-answer fact sheet on the rules, and possibly even a videotape guide to compliance.

**Elektra**

Continued from Page 3

Promotion. Silva entered the record business in 1970 as an employee of WEA and was then a salesman for ABC Records in 1974. His background also includes stints with Warner Bros., Philly World Records, and Motown. He joined EMI in 1985.



Seated: Glenn Serafin, Kathy Marien, Tim Menowsky. Standing: Ken O'Rorke, Brayton Johnson. Not Pictured: Jeanette Tully, Jay Goodwin.

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# Making Waves In Eastern Europe

Europe 2 AC Network Spurs

A Plan To Develop First FM Radio Group

**M**artin Brisac is President/GM of Europe 2, France's second musical network, and GM of Europe Development, which this year launched new stations in Germany, Czechoslovakia, and the USSR. R&R Founder & Publisher Bob Wilson talked with Brisac recently about France's popular Europe 1 station and Europe 2, the burgeoning Eastern European radio markets, and the challenges of negotiating with — and programming for — countries formerly closed to Western broadcasters.



Martin Brisac

Because of this success, we decided to create a company called Europe Development, which seeks to develop the first FM radio group in Europe. We've negotiated foreign partnerships with broadcasters in Germany (Radio Salu, which has a 22% share), Moscow (Europa Plus, in partnership with Gostelleradio, the state broadcasting company), and Prague (in partnership with the new Czech government). We also have other projects in Western and Eastern countries, but it's too early to talk about them.

**R&R: How will you approach commercializing Europe 2?**

**MB:** The Europe 2 station in Prague is subject to almost the same commercial rules as in France. It was inaugurated the first day of spring 1990 (3/21) and remains the only radio station broadcasting in Prague. Government officials say we have a 60% market share — more than 700,000 listeners every day.

However, it's hard to find good salesmen in a country where selling hasn't been a priority for 45 years. We're ready to sell five minutes per hour in Czech or any other language. But we see it as being a Czech station, not a remote French station. Radio must be close to its listeners. We've created a training program in France for motivated people.

**R&R: What are Europe 1 and Europe 2?**

**MB:** Europe 1, founded in 1955 as a "generalist" station, is known as the best news station. Programs also include contests and comedies. It's now the No. 2 station in France, reaching five million people every day and eight million per week. Europe 1 is also the name of a company, Europe 1 Communication, which is the audio-visual division of Hachette, the fifth largest communications company in the world.

In 1988, Europe 1 created a new company, Europe 2, the second musical network in France. It presents an AC program broadcast in FM on 120 affiliates. Europe 2 reaches two million people every day. Our French market share is now 5.1%; last year our share was 4.3%.

**"It's hard to find good salesmen in a country [Czechoslovakia] where selling hasn't been a priority for 45 years."**

Europe 2 and  
Europa Plus  
keep 'em rockin'  
from the Eiffel Tower  
to the Kremlin.

**R&R: How do you select music for a "global" format?**

**MB:** We launched a research program in France, Czechoslovakia, Germany, and the USSR with our network PD, Marc Garcia, and [Pollack Media Group Chairman/CEO] Jeff Pollack.

**"Eastern Europeans want to discover the music of the last 25 years and learn about rock & roll history."**

It's clear that Eastern Europeans want to discover the music of the last 25 years and learn about rock & roll history. The mix will be English (Elton John, Beatles), American (Stevie Wonder), and obviously European (French, Italian, Czech). New music will account for about 25% of the programming. But of course it will evolve with the development of new artists, and as Western artists tour.

**R&R: Will you showcase local musicians in each country?**

**MB:** To promote local music, we'll present live shows from a new club each week. We hope to help local bands — which are really interesting, especially in rock and jazz — promote themselves abroad.

**R&R: What about contests and promotions?**

**MB:** We organize contests not just to increase lis-

tenership and TSL, but mainly to develop a strong image which will be useful when competition arrives. We've already given away trips to special events like Dylan in Paris, Knebworth, and the Jean-Michel Jarre concert in Paris.

**R&R: Has it been difficult negotiating with former communist government officials? Are they truly open to capitalism?**

**MB:** It was rough. But we built a real relationship with them and assured them we want to do something together. Some of our competitors think money will buy everything. We believe in true partnership. This was the key to successful negotiations in Prague and Moscow. They're open to capitalism, but right now it's still more a concept than a reality. Everything from profit participation to workforce management has to be explained.

**R&R: What are the future plans for Europe Development?**

**MB:** We plan to raise the

**"Success will depend on our ability to adapt our way of thinking, programming, and selling to the different countries. We think radio will have more and more cross-border ownerships even if the programs stay very localized."**

company to the rank of the first European FM radio group within the next few years. For that, we have to keep on growing in France and establish new partnerships in other countries. We're confident the expertise we've developed will help us build up this project. Our success will depend on our ability to adapt our way of thinking, pro-

**"They're [Prague and Moscow] open to capitalism, but right now it's still more a concept than a reality."**

gramming, and selling to the different countries and to work with good partners in each country. We think radio will have more and more cross-border ownerships even if the programs stay very localized.

**R&R: What about ratings — do they count yet in this new venture?**

**MB:** Ratings obviously count; we have to be profitable as soon as possible. We hope ratings will come rapidly, but that's the risk.

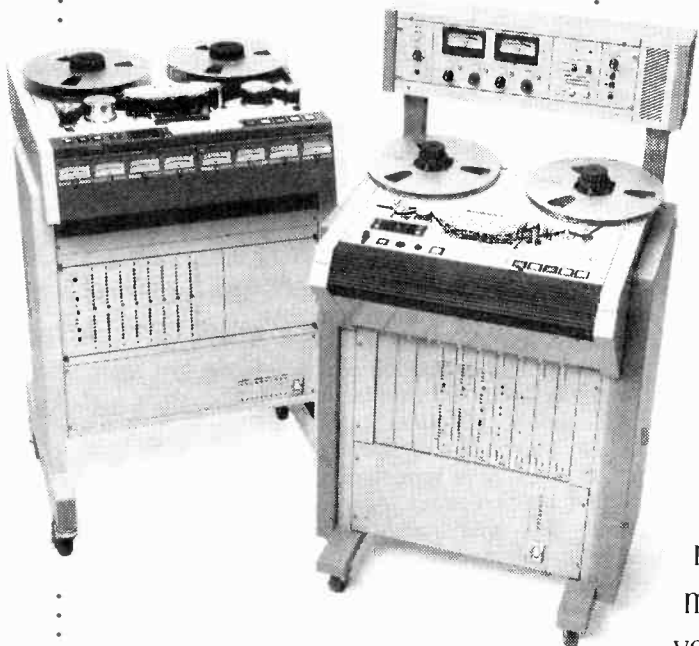
**R&R: What will radio in Europe be like by the mid-'90s?**

**MB:** I hope it will be as exciting as it is nowadays. Could anyone have imagined that in 1990 we would broadcast live a concert held in Paris, Prague, and Moscow simultaneously — on three stations we created? That was definitely one of the great moments of our lives here at Europe 2.

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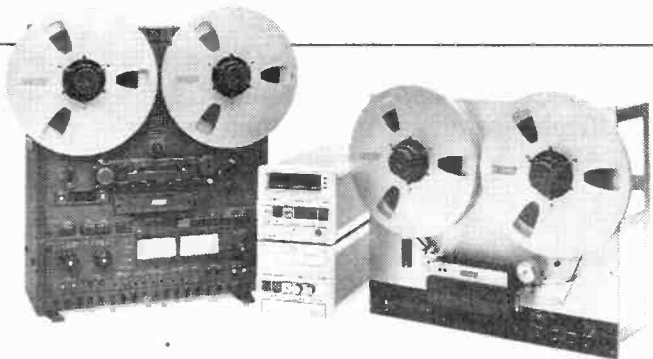
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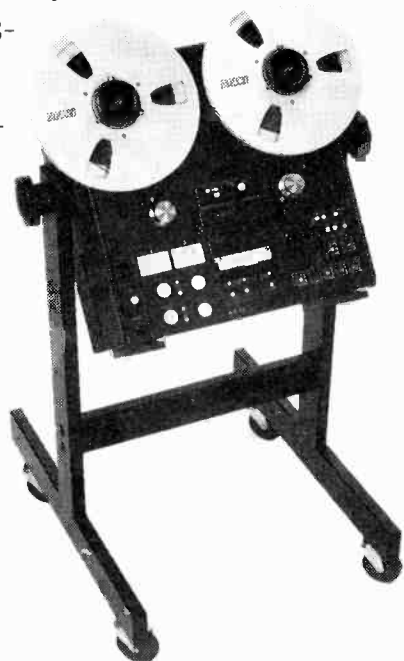


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## '90s SURVIVAL SKILLS

# Staying Ahead Of The Pack

By Robert Tucker

We're living in a time when one of the most important skills radio executives can develop is the ability to stay abreast of change. Trend-watching, information gathering, looking ahead — all are critical survival skills in the '90s.

Innovators are people who introduce a change to a field or industry in the form of new products, services, methods, or set of ideas. Since 1983, as an ongoing research project, I've sought out over 150 business leaders identified by their colleagues and the media as the movers and shakers in their fields. In my interviews, I probed for the common attributes and personality traits these people share.

Superficially, they have almost nothing in common. But one trait they all share is their voracious appetite for new ideas and information from a wide variety of sources. It never fails to amaze me how well-informed these mavericks are, on a broad range of current events, social and lifestyles issues, and emerging trends, both within and outside of their particular industries.

### Forward-Thinking

Innovators in the radio industry fit this pattern as well. They have a "finger on the pulse" of a world in motion. This connection enables them to stay slightly ahead of the pack. Yet, true to form, what passes for vision in the opinion of bystanders is often just an innovator's intense desire to understand what's going on.

Conventional wisdom has it that radio people tend to lose perspective, to think they are the world rather than just a mirror of a larger dynamic culture. This tendency is a common trait in all professionals whose work is their passion. But, as one radio executive said, when it comes to radio professionals, the difference is that "staying in touch with what 'normal' people are doing and thinking is vital, because it's what this business is about."

Forward-thinking executives don't tend to look at trend-watching as "one more thing I have to do."

**"The knack for successful information gathering isn't something people are born with; it's something that can be developed."**

They thrive on it. They are dazzled by breakthroughs, interested in people from all walks of life, concerned about political and social issues, and excited about the opportunities that change can create.



Robert Tucker

### Developing The Knack

The knack for successful information gathering isn't something people are born with; it's something that can be developed. What follows are six steps to becoming your own trend-spotter.

- **Audit your information intake.** Among other things, innovators are devotees of the written word. So become aware of the way you keep yourself informed on a day-to-day basis. When you diet, you become conscious of your caloric intake. By monitoring your information intake, you can cut down on your consumption of mental "junk food" and start making more rewarding informational choices.

**"One trait [innovators] share is their voracious appetite for new ideas and information from a variety of sources."**

What newspapers, magazines, newsletters, and trade publications do you read — both inside and outside the industry? Do these publications provide you with the information you need to be proactive about change? If not, what must you add to your diet? Do you set aside time for fiction as a way to stimulate the imagination?

Although quality is more important than quantity, absorbing new information takes time. My research indicates that innovators often spend as much as a third of their day reading. Pollack Media President Jeff Pollack reads two to three books a week, from fiction to history (his recent favorite is "Letters To Olga" by Vaclav Havel). Joint Communications CEO John Parikhal seldom reads *Time* or *Newsweek*, but reads lots of fiction.

**"By monitoring your information intake, you can cut down on your consumption of mental 'junk food' and start making more rewarding informational choices."**

"It keeps the imagination and one's command of language alive," he says.

"I'm convinced that reading in general is helpful," notes Garry Wall, VP at Edens Broadcasting. "I find that a lot of what is personally interesting becomes professionally useful." Since Wall spends a lot of time on airplanes, his flying time becomes reading time. He reads 50 or so magazines a month, plus five newsletters and several books.

- **Develop "front line" observational skills.** Lee Abrams, Managing Director for Satellite Music Network's Z-Rock format, occasionally works behind record store counters to keep his finger on the pulse of record buyers.

Like other innovators, Abrams realizes nobody can do your observing as well as you can. You are your own best information gatherer. Therefore, it's important to draw your own conclusions and remain active rather than passive in your quest for the zeitgeist.

Whether you're at a party, shopping at a discount store, or stuck at the airport in Tulsa, consciously try to tune in to your observations of the world around you. For example, suppose you arrive at the airport only to find your flight delayed an hour. Instead of digging into your briefcase and doing paperwork, watch the behavior of arriving and departing passengers. Eavesdrop on someone else's conversation; scan the newsstand to see what's available.

Being proactive about information helps expand your world view by allowing you to have access to the thoughts of people you might not ordinarily meet. What are their concerns? Who are they influenced by? What are their values?

- **Ask questions.** You can't get all your information simply through observation or reading. Robert Hazard, President of Quality Inns International, formed his breakthrough idea of market segmentation (Clarion Hotels, Quality Inns, Comfort Inns, and Sleep Inns) from a chat with a barber. While in Phoenix on business, Hazard struck up a conversation by asking, "So where do you go on vacation?" He got an earful. In small towns, the barber stayed in moderately

## Innovator's Tool Kit

- Audit your information intake.
- Develop "front line" observational skills.
- Ask questions.
- Make reading time count.
- Monitor other media.
- Attend trade shows, conventions, conferences.

priced motels. He refused to pay more than \$25 or \$30 a night. But when he hit the big cities — Las Vegas, say — he always stayed in style; price wasn't a consideration. By leading with questions, Hazard obtained key information — information his formal marketing research hadn't revealed.

- **Make reading time count.** *Harpers* editor Lewis Lapham has a unique method of separating the wheat from the chaff contained in newspapers. He lets his hometown newspaper pile up for a week; then, reading backwards in time, he skims through for articles of lasting importance.

To make the most of your precious reading time, look for the point the writer is trying to make. Innovators make the most of their reading time by sampling broadly and reading selectively. Skim or skip the disaster stories and the celebrity trivia; focus on articles that contain insights and ideas. Underline and make notes in the margins. Clip and save important articles for later reference. Read intuitively for what's new, worrisome, or incongruous. Look for patterns of change; i.e., this is happening at our station; it's happening at our other station in Sarasota. Could it be a trend?

**"It's important to remain active rather than passive in your quest for the zeitgeist."**

- **Monitor other media.** In addition to sampling a broad range of publications, it's important to be open to whatever hits you. Scan everything — from advertising copy to junk mail, matchbook covers to bus signs. Always look for the unexpected. In addition, radio executives tend to be heavier video users than others because it's such a powerful cultural barometer. Most executives I interviewed spoke of frequent television "grazing." Their push-button viewing included "The Simpsons" and "Married . . . With Children."

- **Attend trade shows, conventions, and conferences.** "I find the value of a conference comes not so much in the educational sessions but in the bars and the parties, where people will let their hair down," observes Garry Wall. "In the formal sessions, there's a lot of

posturing. But it becomes profitable and stimulating when someone says, 'Hey, do you have this problem? Here's what we're seeing.' And people start opening up."

John Parikhal attends some 20 conferences each year. "I look for ideas wherever I go; ideas I might not have thought of," he says.

Like Wall, he tends to discount many of the educational sessions. But he makes it a point to at least sample what the other speakers are saying and always seeks out programs on innovation, the future, and demographics. He believes that much of future consumer behavior can be intuited by a firm grasp of demographics.

**"Innovators make the most of their reading time by sampling broadly and reading selectively."**

As you begin actively observing change, you'll also want to try to distinguish fads from trends. There are no hard and fast rules for separating these extremes — the hula hoop versus the baby boom, for example. But by separating those things that are more deep-seated and longer lasting from those that aren't, you'll be able to base your strategies on deep-seated shifts that matter and will continue to matter to listeners, rather than chasing after the latest vogue.

The goal of trend-watching is to discover new and emerging opportunities. By tuning in to the wider world around you, by asking questions and becoming an actively informed person, you'll begin to see patterns in how trends emerge and how the early birds exploit them to their advantage.

In the '90s, businesses and their leaders will rise or fall based on their ability to anticipate and creatively respond to rapid developments. Nowhere is this more true than for the radio industry.

Robert Tucker is the co-author of "Winning The Innovation Game" and a frequent speaker on profiting from change through innovation. He can be reached at Innovation Resource, (805) 682-1012.

"Sure, I'm only a rubber toy that's not even anatomically correct, but I've been drinking like a son-of-a-bitch and I just can't wait any longer. Why have I been drinking? Because I run a radio station in a god-forsaken dustbowl town, my morning show sucks and I can't do anything about it but smile and wave like an idiot. God, I hate being a children's toy.

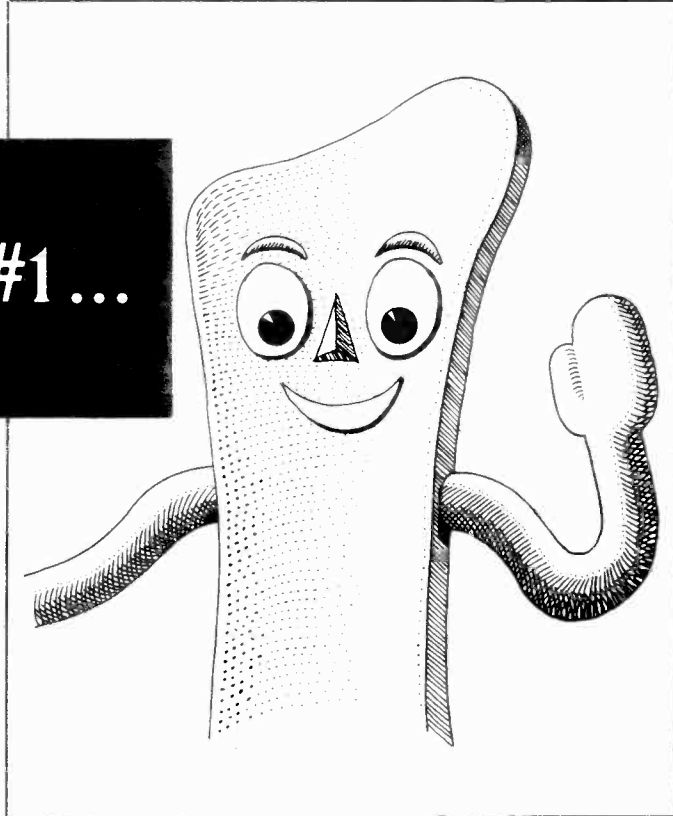
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*VP/General Manager*  
*KGMB-FM*

\*This is the fine print where the Arbitron numbers usually appear, but since this is a parody, we just put some words here to look good.

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MIKE SHALETT

## Radio's Newest Competition

Future Technologies Are Already Here

Radio competes with many media for consumers' entertainment time. Over the last ten years, VCRs, cable TV, MTV, and portable/car stereos with cassette and CD capabilities have offered increasing diversions. What technologies will radio compete with in the next few years, and how will they affect it?

### Video Jukebox

Video Jukebox is one of the newer ventures. Music consumers who have cable (at 69%, a mature market share) and can receive the channel may request particular videos be played from a pool the channel offers. After dialing a "900" or "976" number at \$2 or \$3 per call, the viewer reportedly sees the requested video within 30 minutes.

Video Jukebox's penetration is equal in all U.S. geographic regions. Currently, only 6% of Soundata's survey panel of 2000 active music consumers with cable have access to it. Of these, just one in ten has tried it; 80% of those were female. This constitutes a very small base of users, none of whom were over the age of 24. Asked if they were satisfied and would try the system again, one in three said they would; the remainder would not.

We also asked those with cable who currently cannot receive the channel how likely they'd be to try it. One in four said he'd either be very likely (7%) or somewhat likely (19%) to try it. Interest is age-related: of those 20 or younger, over four in ten said they'd like to try it. Men were about as likely to indicate interest as women, though in practice, women would use the system far more. Among black music consumers, one in three said he'd try it if it were available.

Song requests have long been an integral part of radio. Judging by the age of the few consumers already using Video Jukebox and the age and racial makeup

**"Simulcasts with TV or cable are one way to bring radio into the mix as part of the home entertainment center, which otherwise offers stiff competition."**

of those who say they would use it if it were available, such a channel could be seen as competition for formats targeted at teens and blacks.

### Videodisc Players

Two out of three music consumers currently know what a videodisc player is. Recognition is highest among male music consumers, of whom seven out of ten say they understand what the item does. Surprisingly, a majority of the female panelists, who have typically been less informed on technology and hardware matters, also knew about the players. Age was again a factor, as awareness was highest among 21-44s. Perhaps as a function of age, the more educated the consumer, the likelier he was to know about the players.

Only 2% of all music consumers claim to have a videodisc player in the home; 56% of these are owned by men. Persons 21+ own 80% of those; those 24+ own 75%. Judging by this admittedly small base of positive respondents, more than half are owned by people with a high school education or less. Some may be children whose parents own one; only 13% of the units were owned by people under 18.

Combination CD/videodisc players accounted for

two-thirds of the units, which indicates that most have been purchased in the last year or so, when the double-duty items became more affordable and popular.

Among those who know of the machines but don't own one, 85% don't know what they cost. That lack of knowledge is equal across all age groups. The 15% who claim to know the average player price put it at \$350, which is in the ballpark.

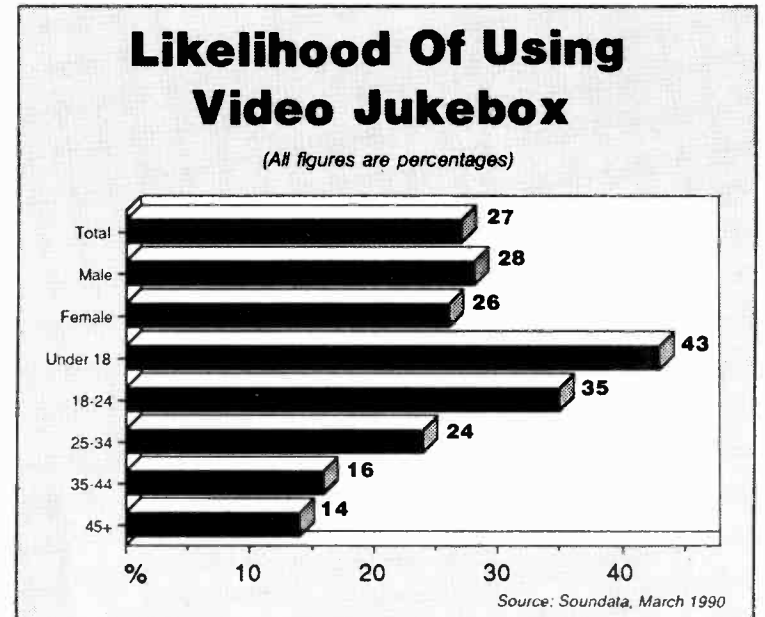
One of the videodisc players' selling points is that upon release, videocassettes of motion pictures generally cost about \$90. Sometimes, as with "Top Gun," "The Little Mermaid," and the soon-to-be-released "Pretty Woman," tapes come out at a "sell-through" price of \$19.99-\$24.99, but such a strategy is an exception. Videodiscs, on the other hand, usually cost from \$25-\$35, depending on the title and the studio.

When we asked those who were aware of the machine if they thought discs were less expensive, the same price, or more expensive than VHS tapes when simultaneously released, we found 70% thought the discs were more expensive. The younger the consumer, the likelier he was to believe this fallacy. Men and women were equally misinformed on this issue.

As more and more consumers create home entertainment centers, the videodisc player, with its outstanding picture quality and digital sound, is another element competing for free leisure time. Those 21-44, including the baby boomers, are likeliest to jump to this format the quickest.

### Home Entertainment Centers

Ninety percent of U.S. music consumers own or have access to a VCR in



their household. This is true among all music consumers, regardless of sex, age, race, education, or location.

Of those with at least one VCR in the home, 43% say their VCR is hooked up to a TV with stereo speakers. The younger the consumer, the likelier he is to boast such an arrangement. Black consumers are nearly twice as likely to have their VCRs hooked up with stereo sound. Answers did not vary based on gender.

Of the VCR users, 30% claim their unit is hooked up to a stereo system. The genders differ notably on this point: nearly two in

**"Digital technology has reached over 40% of music consumers in the form of CDs. Today's music aficionado knows what sounds good and what doesn't."**

five men have at least one of their VCRs attached to a stereo, compared to one in five women. Respondents 21-24 are much likelier to be wired up in this way than any other age group. Black consumers are slightly likelier to have such a setup than are white consumers, and the more educated he is, the likelier the consumer is to have connected his VCR and stereo.

Nearly all those who have stereo systems have a radio in their setup. Simulcasts with TV or cable are one way to bring radio into the mix as part of the home entertainment center, which otherwise offers stiff competition.

### Movies At Home

Nearly everyone (93%) who owns a VCR rents vide-

otapes. Among black consumers, 85% rent, compared to 94% of white consumers. Numbers are higher in the West and Midwest than in other parts of the country.

Just 16% of the consumers surveyed rent tapes at places that also sell CDs. One quarter of black music consumers said this was the case, compared to 14% of whites. This was true more often for men than for women, and for those on the West Coast than for those in other regions.

Only 7% of the consumers said their video store rented movies on laserdisc. Again, these numbers were highest on the West Coast. Awareness of this technology was highest among those 18-44, the same age segment that knew most about videodisc players.

### People Get Ready

Even more technologies are out there or on their way. Though consumers don't seem aware of digital cable radio yet, digital technology has reached over 40% of music consumers in the form of CDs. Today's music aficionado knows what sounds good and what doesn't.

To compete with all these new media, radio must sound technically good. Radio should focus on its strengths and not try to be all things to all people — consumers have many ways to program their own leisure and entertainment time now.

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

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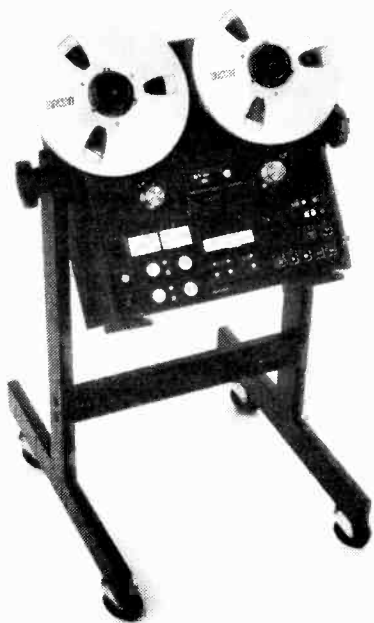
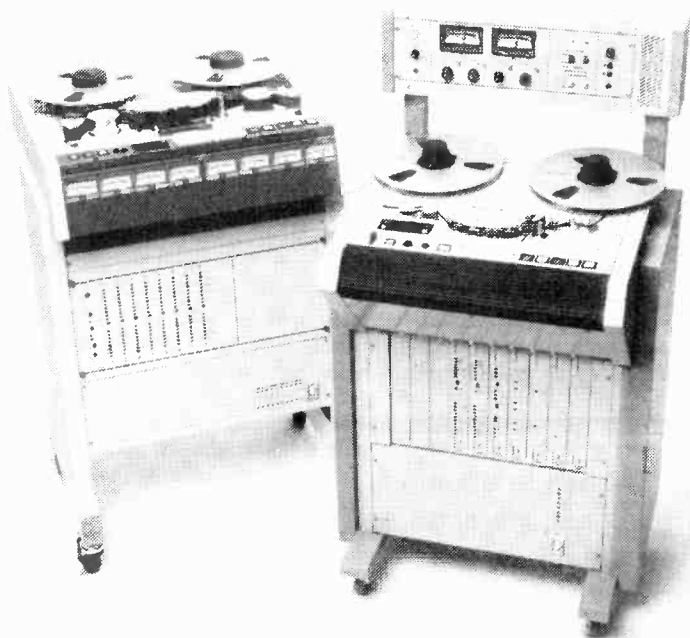
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# Radio Research Grows Up

By Roger Wimmer

Radio broadcasters, like any other businessmen and women, are constantly hungry for information. Knowledge is power, and power establishes an edge in a competitive environment. In radio, research is an invaluable way to obtain knowledge and therefore power.

## How We Know

Nearly a century ago, scientist C.S. Peirce described four methods used to produce answers to questions. In research terminology, these are called methods of knowing: tenacity, intuition, authority, and science.

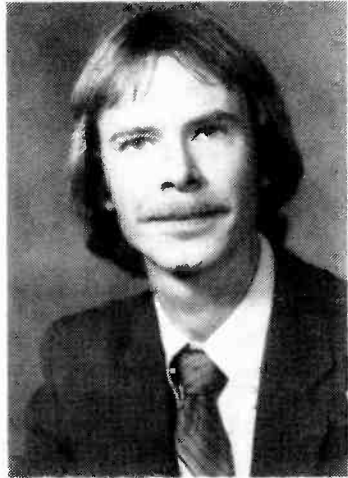
• **The method of tenacity** follows the logic that something is true because it has always been true. This approach gave rise to well-known axioms such as "The early bird catches the worm"; "An apple a day keeps the doctor away"; "Early to bed, early to rise, makes a person healthy, wealthy, and wise"; and "[Proposition X] is true because I said so!"

In radio, some examples of knowing through tenacity might be: "Don't go up against [station X] . . . other people have tried and failed horribly," and "This market has never accepted a female voice in the morning . . . anyone who tries it is crazy." In other words, what was good, bad, successful, unsuccessful, brilliant, or stupid in the past will continue to be so forever. Some people might refer to this method of knowing simply as stubbornness.

• **The method of intuition** involves knowing something because it's "self-evident" or "stands to reason." This may also be called knowledge through generalization or stereotyping, or maybe even the "grandfather" or "father" approach. Is the following statement familiar? "Suffering builds strong character. When I was your age, I walked ten miles to school every day through snow, rain, and tornadoes . . . and I didn't even have shoes!"

In radio, there are intuitively knowledgeable statements such as, "There's no way an Urban station can attract anyone but young black listeners"; "I have a feeling our core audience won't like [format changes]"; "You just worry about delivering the numbers - I'll sell them"; "I've been in radio for [X years]. I've seen people and ideas come and go. Your idea will never work. How do I know? I just do, that's all!"

• **The method of authority** follows the logic that something is true because a trusted source - a colleague, friend, relative, journalist, or publication - says it's true. We hear claims every day like "99 out of 100 doctors prescribe [drug X]." Your parents said, "You'd better be good or Santa Claus won't give you any presents," and "Clean your plate . . . there are thousands of starving kids in [country X]." Nike tells people to buy its shoes because Bo knows baseball, football, and everything else (Nike never says Bo knows shoes).



Roger Wimmer

In radio, examples of knowledge by authority aren't much different: "We'd better get out of oldies quickly. I just read in [trade publication or gossip sheet] that oldies are dead." "Our consultant says you can't have any talk in the morning show - only music." "We aren't going to sell any spots after 7pm because [name of anyone in television, cable, or newspaper] said no one listens to radio at night."

Some knowledge acquired through the methods of tenacity, intuition, and authority may be correct. But we can't be sure of it, since we can't verify the data objectively. How can we prove that walking ten miles to school every day will build strong character? Would five miles be adequate? What is strong character?

We need a method of knowing that's verifiable - a method that can be used when we need to prove something, a method that's objective. There is one: the scientific method.

**"Scientific research is the only method of knowing which allows . . . a broadcast manager to avoid stagnating in a pool of archaic and inaccurate knowledge."**

## Truth Through Science

• **The scientific method** is different from all other methods of knowing in that it approaches learning in a series of steps. Truth is discovered only through a variety of objective analyses. (Did your father first try walking one mile to school, then two miles, three miles, and so on, to determine that char-

acter is built only after reaching ten miles, and only without wearing shoes? And why did every father in the U.S. live ten miles away from school?)

In addition to being objective, the scientific method is self-correcting. Just because something was true before doesn't mean it's true today. Thanks to the Voyager spacecrafts, we now know some of the "facts" we learned about the solar system as children are incorrect. Thanks to research in optics, people who need bifocals no longer need to have a line across the lens; experimentation proved that another approach, where the two types of lenses are fused, was possible. Physicists now know that superconductivity is possible at higher temperatures because someone questioned why supercold temperatures were necessary in order for the phenomenon to occur.

Only a few years ago, many broadcasters thought having a full-service morning show on a Beautiful Music station was ludicrous. It was believed that listeners would never tolerate news, information, or announcers who said more than the title of a selection. Those beliefs were found to be incorrect once broadcasters and researchers relied on scientific research. The scientific method has also helped bring about AM stereo, music evaluations by listeners, CDs, and new formats.

When conducted correctly, scientific research opens new vistas. It allows us to constantly search for new ways to answer questions. Scientific research is the only method of knowing which allows researchers and decision-makers to experiment with new approaches and permits a broadcast manager to avoid stagnating in a pool of archaic and inaccurate knowledge.

## Radio Applications

Ratings are an excellent example of how the scientific method is used in radio research (although there are some who would argue that ratings are determined through one of the other methods of knowing). When radio first became popular, audience information wasn't considered important; the goal was simply to get a signal out.

Advertisers entered the picture, and an interest in audience size was created. First, there was only an interest in "head counts," or how many people might be listening. Lacking any valid data collection method, station owners and managers used letters from listeners as audience estimates; one letter or postcard represented 100 listeners (or some equally arbitrary number). This crude procedure worked until the scientific approach was applied.

Over the years, different audience estimate products have been used: electronic meters, diaries, door-to-door interviews, and telephone surveys. While these

## Methods Of Knowing

- **Tenacity:** something is true because it's always been true.
- **Intuition:** something is true because it's self-evident or stands to reason.
- **Authority:** something is true because a trusted source says it is.
- **Scientific:** truth is discovered through a variety of objective analyses.

methods aren't perfect, the scientific approach has allowed for continual appraisals and, in some cases, refinements (for example, ratings firms are now working to obtain larger samples).

Every radio research procedure has been developed over years of trial and error. Auditorium music tests, focus groups, one-on-one interviews, and telephone perceptual studies all started as experimental methods. Although every new procedure has its critics, researchers and broadcasters are always refining each method.

## Perceptual Studies Evolve

Telephone perceptual studies have recently been improved and expanded to provide more infor-

**"Thanks to specially designed perceptual studies that concentrate on listener lifestyles, broadcasters can make informed decisions about programming, marketing, and sales."**

mation. A telephone perceptual study is very simple in its basic form: call listeners at home and ask them questions. Formerly, those questions were only about radio listening habits, but now they cover many other areas and are used to determine the popularity of or receptiveness to new formats, how to compete with other stations, how to alter a station's overall sound and approach, etc.

The latest expansion of telephone perceptual studies is in the area of audience lifestyle research. Lifestyle research has been used by consumer product manufacturers for several years and describes customers in extremely detailed ways. Scientific research now provides broadcasters with the opportunity to investigate listeners' lifestyles and habits in more ways than ever.

Thanks to specially designed perceptual studies that concentrate

on listener lifestyles, broadcasters can make informed decisions about specific programming, marketing, and sales problems. Lifestyle research involves at least nine major information categories from atypical demographics to listener activities or product use/intention to buy. Managers can select the lifestyle questions that are most important to their stations. The typical telephone questionnaire has been transformed into a menu-selected custom research project.

## Sales Tool

Most radio research up until now has concentrated on programming and marketing. Research projects used to be considered operating expenses, but this approach is changing. Now almost any radio research, particularly research that concentrates on audience lifestyles, can be used to increase sales.

The typical telephone study is quickly becoming an important sales tool. One sale can pay for the cost of the study. Consider how a lifestyle questionnaire that queries listener opinions (social issues, the future), radio benefits (entertainment, information), media use (television, cable, print), or product use/intent to buy (any consumer product) might help a sales rep sell advertising. This information is added to what a PD learns about how the station is perceived, who's listening, etc.

The evolution of the telephone perceptual study to include data for all station departments is an example of the natural development of scientific research. The scientific method of knowing is the only one that provides radio managers with objective, self-correcting information - and as I mentioned above, information is power.

Roger Wimmer is President of Paragon Research (303-922-5600), a programming research company which conducts format hole studies, perceptual studies, music tests, and other programming, marketing, and sales research for over 60 radio stations annually.

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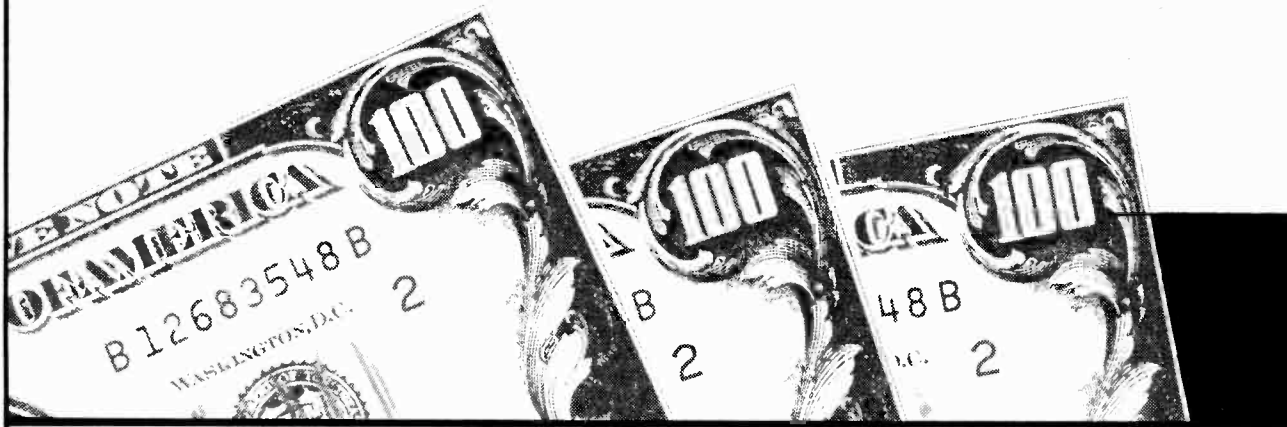
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WHQT (UC)	20.2	17.1	WHQT	15.9	12.8	WHQT	11.9	10.4
WPOW (CHR)	11.2	9.6	WPOW	7.5	6.9	WLVE	4.1	6.8
WSHE (AOR)	7.2	7.7	WLVE	3.6	6.0	WMXJ	6.7	6.6
WEDR (UC)	4.3	6.9	WEDR	3.6	5.7	WAXY	5.1	5.3
WHYI (CHR)	5.7	6.8	WAXY	5.5	5.6	WJQY	4.0	5.2
WGTR (AOR)*	5.9	5.8	WMXJ (Gold)	5.5	5.4	WZTA	3.5	4.8
WZTA (CR)	3.9	5.8	WHYI	4.8	5.2	WEDR	3.3	4.5
WAXY (AC)	5.5	5.6	WSHE	5.2	5.2	WIOD (N/T)	4.9	4.1
WLVE (AC)	3.2	5.1	WZTA	3.2	5.1	WHYI	3.8	4.0
WJQY (AC)	3.4	3.9	WJQY	3.7	4.7	WPOW	3.7	4.0

\*Now WFLC (AC)

### Atlanta

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
WVEE (UC)	28.0	26.5	WVEE	21.7	20.4	WVEE	18.1	17.3
WAPW (CHR)	10.4	14.1	WSB-FM	11.2	10.9	WSB-FM	12.5	11.7
WKLS (AOR)	13.4	12.3	WAPW	7.5	10.3	WFOX	6.2	7.7
WSB-FM (AC)	10.1	9.8	WKLS	9.7	9.2	WYAI & WYAY	9.0	7.7
WZGC (CR)	6.5	6.4	WFOX	5.3	7.0	WAPW	3.8	7.1
WYAI/WYAY (Ctry)	6.9	5.5	WYAI & WYAY	8.1	7.0	WKLS	7.6	7.0
WFOX (Gold)	3.3	3.9	WZGC	5.7	5.1	WPCH	6.0	6.7
WKHX-A/F (Ctry)	4.2	3.5	WPCH (B/EZ)*	4.1	5.0	WZGC	5.6	4.8
WSTR (AC)	3.5	3.0	WKHX-AM & FM	4.4	3.2	WSB (Talk)	3.9	4.0
WAOK (Rel)	1.0	2.3	WSTR	4.0	3.1	WKHX-AM & FM	4.5	3.8
WRAS (NR)	1.2	2.3						

\*Now Soft AC

### Seattle-Tacoma

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
KUBE (CHR)	9.5	15.2	KUBE	7.4	11.0	KIRO	8.2	7.9
KISW (AOR)	7.8	10.5	KISW	5.6	7.8	KMPS-AM & FM	6.1	7.6
KXRX (AOR)	9.9	9.2	KXRX	7.6	7.4	KUBE	5.1	7.0
KZOK-FM (CR)	9.4	8.3	KLSY-AM & FM	4.3	6.7	KXRX	5.8	6.3
KLSY-A/F (AC)	5.2	7.5	KZOK-FM	7.3	6.2	KLSY-AM & FM	3.6	5.8
KPLZ (CHR)	10.8	7.0	KPLZ	8.0	5.7	KISW	3.5	5.5
KCMS (CC)	2.5	4.6	KMPS-AM & FM	6.0	5.6	KZOK-FM	5.8	5.2
KMPS-A/F (Ctry)	5.5	3.9	KIRO	5.4	5.5	KCMS	2.5	4.4
KIRO (N/T)	3.1	3.1	KCMS	2.6	3.7	KRPM-AM & FM	4.3	4.3
KKFX (UC)	1.3	3.1	KRPM-A/F (Ctry)	3.6	3.7	KBSG-FM	4.6	3.9

### St. Louis

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
KSHE (AOR)	19.2	20.9	KSHE	13.6	14.9	KMOX	11.8	13.9
KMJM (UC)	19.2	13.7	KMJM	13.7	10.6	KSHE	10.4	10.9
KSD (CR)	11.8	10.8	KMOX	8.3	9.3	KYKY	5.9	9.3
WKQB (CHR)	9.3	9.8	KYKY	5.3	8.7	KMJM	8.1	7.2
KYKY (AC)	5.7	9.0	KSD	8.9	7.8	WIL-FM	10.2	7.2
KMOX (Talk)	4.3	5.1	WKQB	6.0	7.2	KSD	8.1	7.0
KHTK (CHR)	3.8	4.6	WIL-FM	8.4	5.8	KLOU	5.5	6.1
WIL-FM (Ctry)	6.6	3.9	KLOU (Gold)	4.1	5.0	WKQB	2.8	4.2
KATZ-FM (UC)	1.3	3.7	KATZ-FM	1.0	4.0	KATZ-FM	1.0	3.5
WKXX (Ctry)	3.7	3.1	WKXX	3.7	3.7	WKXX	4.4	3.5

### San Diego

18-34	Winter '90	Spr '90	18-49	Winter '90	Spr '90	25-54	Winter '90	Spr '90
KKLQ-A/F (CHR)	17.4	15.5	KKLQ-AM & FM	13.6	12.4	KSON-AM & FM	11.8	9.6
KGB (AOR)	13.3	12.7	KGB	9.8	9.9	KKLQ-AM & FM	8.6	8.6
XTRA-FM (NR)	10.7	10.0	KSON-AM & FM	10.3	9.0	KGB	7.5	7.9
KSON-A/F (Ctry)	8.7	7.3	XTRA-FM	7.6	7.6	KFMB-FM	4.2	6.6
KFMB-FM (AC)	2.8	5.6	KFMB-FM	4.0	6.3	KIFM	7.2	5.7
KCBQ-FM (Gold)	2.9	4.9	KCBQ-FM	3.0	5.2	KFMB	4.0	5.6
KKYY (AC)	5.8	4.4	KIFM	6.1	4.8	KCBQ-FM	4.6	5.0
XHTZ (CHR)	1.1	4.2	KFMB (AC)	2.6	4.0	XTRA-FM	4.4	5.0
XHRM (UC)	4.2	3.8	KKYY	5.2	3.9	KYKY	4.5	4.0
KIFM (NAC)	3.8	3.6	KYXY	4.6	3.7	KKYY	5.7	3.7
KYXY (AC)	2.9	3.6						

\* CHR CROSSOVER!  
Added at WVIC

\* SIGNIFICANT  
ACTION AC!

\* HEAVY ROTATION!  
KKLV



KZLT : "lots of requests"

KWSI: "..one of our most requested songs!"

KELT: "This song is a Top 10 Hit. As soon as we added *Cry Out* we immediately got calls for it."

WKCX: "a lot of requests."

WQID: "good phone action... lots of calls in for it."

WEBE: "The song continues to get good requests."

WAFL: "The song is getting a lot of requests and is doing well."

WNMB: "We only play a song if it is a strong record and *Cry Out* is a very strong song."

WECQ: "The song is catchy and so is the cause. Play *Cry Out*!"

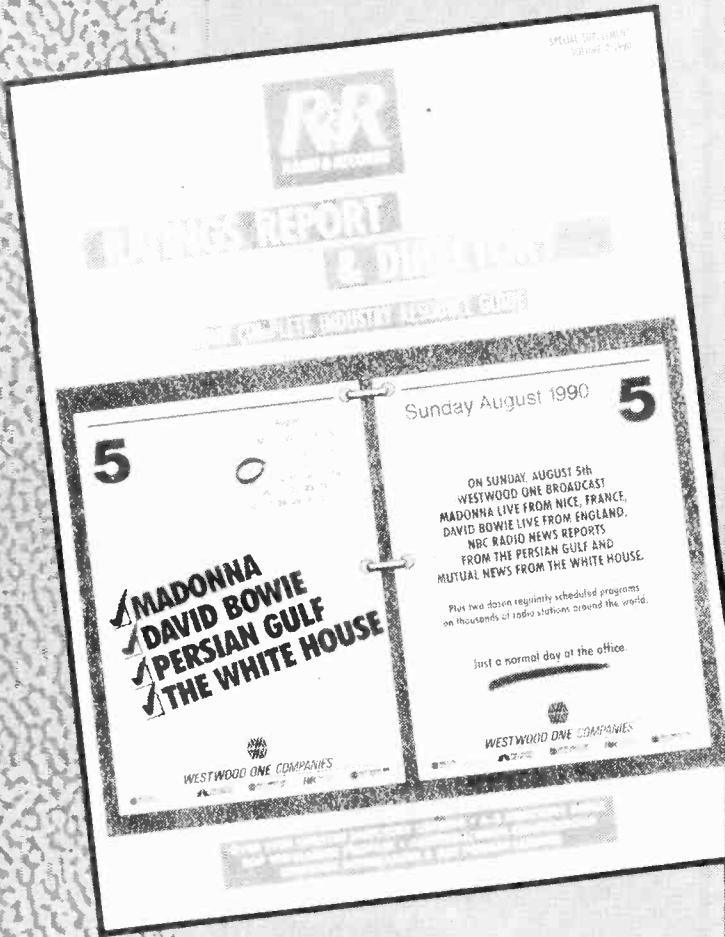
WVIC: "Let's *Cry Out*, it's our future!"

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I'm counting on YOU! *Kurtie Alley*



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**RATINGS**

**BIRCH DEMOGRAPHIC RANKINGS**

**Baltimore**

18-34		Winter '90	Spr '90	18-49		Winter '90	Spr '90	25-54		Winter '90	Spr '90
WXVY (UC)	16.4	17.8	18.4	WXVY	12.0	14.6	14.6	WXVY	8.6	10.4	10.4
WIYY (AOR)	14.1	13.6	13.6	WIYY	10.2	10.5	10.5	WWMX	6.2	9.0	9.0
WBSB (CHR)	8.4	8.2	8.2	WWMX	5.9	8.0	8.0	WIYY	5.8	7.3	7.3
WWMX (AC)	6.3	7.9	7.9	WBSB	6.7	6.3	6.3	WQSR	5.5	7.2	7.2
WGRX (CR)	4.0	5.4	5.4	WPOC	6.7	5.7	5.7	WLIF-FM	5.3	6.6	6.6
WHFS (AOR)	5.5	5.0	5.0	WQSR (Gold)	4.6	5.0	5.0	WBAL	5.4	5.4	5.4
WPOC (Ctry)	4.7	4.5	4.5	WLIF-FM (AC)	3.5	4.6	4.6	WPOC	8.6	5.0	5.0
WWIN-A/F (UC)	6.0	3.9	3.9	WWIN-AM & FM	6.5	4.3	4.3	WWIN-AM & FM	7.1	4.4	4.4
WPGC (CHR)	3.4	3.7	3.7	WBAL (N/T)	4.0	4.0	4.0	WBSB	5.4	4.3	4.3
WWDC-FM (AOR)	2.0	3.5	3.5	WHFS	4.8	3.9	3.9	WHFS	4.2	4.2	4.2

**Pittsburgh**

18-34		Winter '90	Spr '90	18-49		Winter '90	Spr '90	25-54		Winter '90	Spr '90
WDVE (AOR)	26.0	28.2	28.2	WDVE	17.0	19.6	19.6	WDVE	9.8	12.8	12.8
WBZZ (CHR)	15.9	14.8	14.8	WBZZ	14.7	13.8	13.8	WBZZ	11.4	11.7	11.7
WAMO (UC)	13.5	13.4	13.4	WAMO	11.6	11.4	11.4	WAMO	9.8	9.3	9.3
WMYG (CR)	10.5	11.0	11.0	WMYG	7.8	8.4	8.4	WWSW-FM	7.7	8.4	8.4
WWSW-FM (Gold)	3.9	4.3	4.3	WWSW-FM	5.9	7.4	7.4	KDKA	8.0	8.1	8.1
WHTX (CHR)	3.2	4.0	4.0	KDKA	4.9	5.1	5.1	WDSY	4.0	6.3	6.3
WDSY (Ctry)	2.8	3.1	3.1	WDSY	3.1	4.3	4.3	WMYG	5.5	6.0	6.0
WMXP (CHR)	1.5	2.9	2.9	WHTX	4.3	4.1	4.1	WHTX	4.8	5.2	5.2
WLTJ (AC)	4.3	2.4	2.4	WSHH (AC)	5.0	3.5	3.5	WSHH	7.6	5.0	5.0
KDKA (AC)	2.3	2.3	2.3	WDUQ (Misc)	1.3	2.6	2.6	WTAE (Talk)	2.7	3.8	3.8

**Minneapolis-St. Paul**

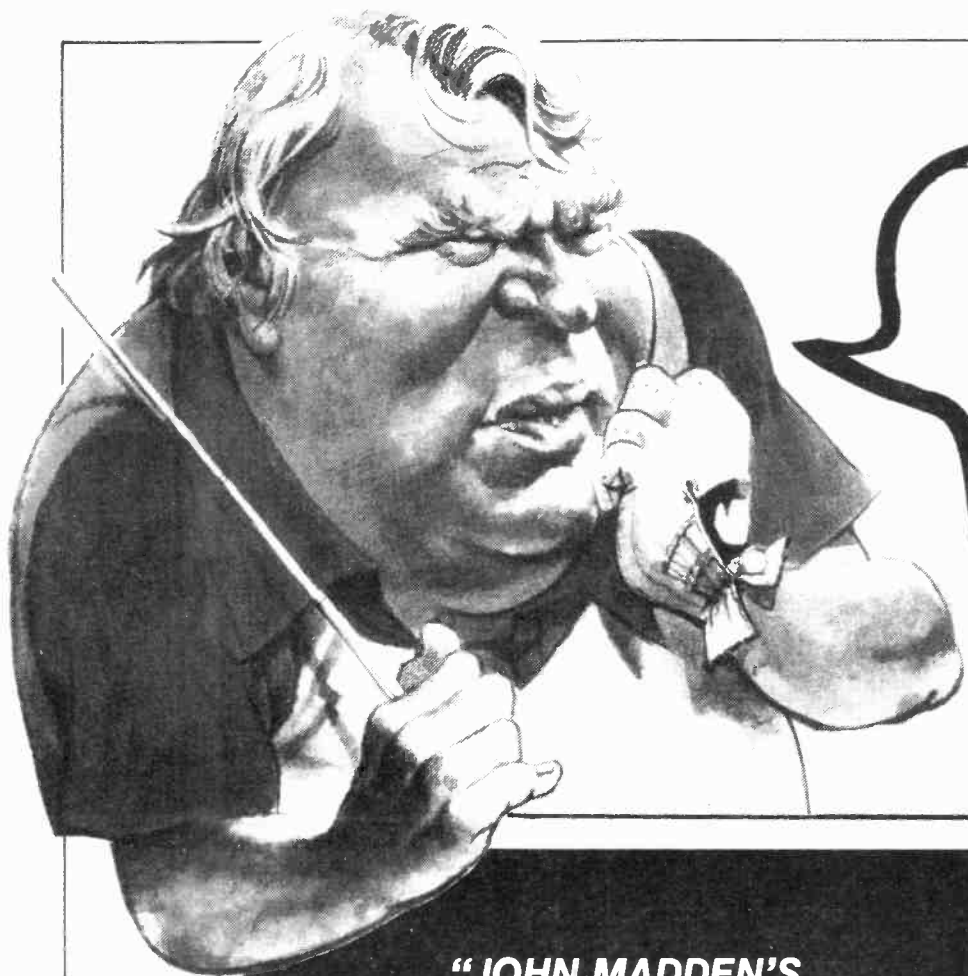
18-34		Winter '90	Spr '90	18-49		Winter '90	Spr '90	25-54		Winter '90	Spr '90
KQRS-A/F (AOR)	21.3	21.5	21.5	KQRS-AM & FM	16.6	15.0	15.0	WCCO	12.5	14.7	14.7
KDWB-FM (CHR)	10.4	12.2	12.2	WCCO (AC)	7.9	9.4	9.4	KQRS-AM & FM	12.8	10.9	10.9
WLOL (CHR)	9.2	8.3	8.3	KDWB-FM	8.8	9.0	9.0	KEEY	10.5	9.7	9.7
KEEY (Ctry)	7.3	8.2	8.2	KEEY	9.1	8.3	8.3	KSTP-FM	8.0	8.2	8.2
KLXK (CR)	2.7	8.0	8.0	KSTP-FM	7.0	6.9	6.9	KTCZ	6.0	7.2	7.2
KTCZ (AOR)	7.4	6.2	6.2	KTCZ	6.3	6.5	6.5	WLTE	5.1	6.9	6.9
KSTP-FM (AC)	5.1	5.0	5.0	KLXK	2.6	5.9	5.9	KQQL	4.8	6.5	6.5
WLTE (AC)	3.8	4.9	4.9	WLTE	4.1	5.9	5.9	KDWB-FM	6.3	5.0	5.0
KJJO-FM (AOR)	6.7	4.8	4.8	KQQL	4.1	5.8	5.8	KLXK	2.4	4.5	4.5
KQQL (Gold)	3.3	4.0	4.0	WLOL	7.4	5.8	5.8	KSTP (Talk)	4.0	3.7	3.7
								KTIS-FM (Rel)	5.3	3.7	3.7

**Tampa-St. Petersburg**

18-34		Winter '90	Spr '90	18-49		Winter '90	Spr '90	25-54		Winter '90	Spr '90
WFLZ (CHR)	20.6	27.3	27.3	WFLZ	15.6	19.4	19.4	WQYK-AM & FM	6.3	11.7	11.7
WYNF (AOR)	20.7	14.9	14.9	WYNF	15.0	11.2	11.2	WFLZ	7.4	10.5	10.5
WXTB (AOR)	8.7	10.1	10.1	WQYK-AM & FM	5.5	10.1	10.1	WYNF	12.9	9.8	9.8
WNLT (AC)	5.4	7.4	7.4	WXTB	5.7	7.2	7.2	WUSA	4.2	9.4	9.4
WQYK-A/F (Ctry)	4.7	7.3	7.3	WUSA	3.5	7.0	7.0	WYUU	5.5	7.9	7.9
WRBQ-A/F (CHR)	10.3	6.1	6.1	WRBQ-AM & FM	10.9	6.8	6.8	WRBQ-AM & FM	10.9	7.6	7.6
WHVE (NAC)	7.9	5.0	5.0	WYUU	4.7	6.7	6.7	WWRM	8.2	7.4	7.4
WYUU (Gold)	2.3	4.1	4.1	WNLT	6.9	5.6	5.6	WHVE	8.8	6.6	6.6
WUSA (AC)	2.2	3.8	3.8	WWRM	5.4	5.6	5.6	WXTB	3.7	4.9	4.9
WWRM (AC)	2.2	3.4	3.4	WHVE	7.5	5.4	5.4	WNLT	6.3	4.4	4.4

**Cleveland**

18-34		Winter '90	Spr '90	18-49		Winter '90	Spr '90	25-54		Winter '90	Spr '90
WMMS (AOR)	4.4	17.2	17.2	WLTF	10.9	14.8	14.8	WLTF	10.7	16.7	16.7
WLTF (AC)	9.0	11.7	11.7	WMMS	13.2	13.4	13.4	WMMS	10.6	10.8	10.8
WJMO-FM (UC)	2.5	11.4	11.4	WMJI	9.1	9.0	9.0	WMJI	11.0	9.3	9.3
WZAK (UC)	17.1	10.8	10.8	WZAK	11.5	8.8	8.8	WDOK	5.6	7.3	7.3
WNCX (CR)	12.4	9.6	9.6	WNCX	8.9	7.9	7.9	WJMO-FM	2.0	6.2	6.2
WMJI (AC)	4.4	9.4	9.4	WJMO-FM	2.4	7.7	7.7	WNCX	7.6	6.2	6.2
WPHR (CHR)	5.6	7.4	7.4	WPHR	3.5	5.8	5.8	WGAR-FM	6.7	5.7	5.7
WGAR-FM (Ctry)	5.8	4.0	4.0	WGAR-FM	5.6	5.0	5.0	WZAK	6.2	5.5	5.5
WCLV (Clas)	.6	2.1	2.1	WDOK (AC)	4.0	4.7	4.7	WPHR	2.0	3.9	3.9
WNWV (NAC)	5.7	1.9	1.9	WNWV	6.8	3.2	3.2	WNWV	8.2	3.7	3.7



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<b>WMMR</b>	<b>Philadelphia</b>	<b>KMOX/KSD</b>	<b>St. Louis</b>
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## Four-CD 'Lennon' Set Forthcoming

**R**OL has details on the JOHN LENNON boxed set that EMI will issue next month to mark what would have been his 50th birthday. To be titled "Lennon" and released on October 1, the four-CD set will retail for slightly less than £40 (about \$76 U.S.) in the UK and will feature 73 tracks as well as a booklet containing lyrics to the 59 Lennon compositions included.

"Lennon" was compiled by BEATLES expert MARK LEWISOHN and approved by YOKO ONO, and includes selections from every Lennon LP — from "Live Peace In Toronto" to the posthumous releases. Seven of the tracks will be making their CD debut, and there are no plans to release the set on vinyl or cassette.

### Figures On A Beach

GEORGE MICHAEL has written and produced a track for the new album from his WHAM! backing singers PEPSI & SHIRLIE. Meanwhile, Shirlie (HOLLIMAN) has just returned from the States, where she recorded four tracks with IAN PRINCE.

Speaking to *Hello* magazine, Shirlie says she hopes the album will be successful for Pepsi's sake: "I took nearly two years off work (to have a child, HARLEY MOON), so poor Pepsi just had to wait around for me. She's proved her friendship in the way she waited for me." The duo's LP is due in January.

Incidentally, Holliman's husband, MARTIN KEMP (of SPAN-DAU BALLET fame), says the band will be recording a single for Christmas, but otherwise — following the success of his role in the film, "The Krays" — he's concentrating on his acting career.

And... anyone taking a casual look through the pages of the *Grocer* or *Off Licence News* may be surprised to see what looks like an ad for the new George Michael LP. In fact, these trade papers are advertising the new Panda soft drink called "Rio Riva," which — by complete coincidence — happens to have bought the rights to the same archive beach photo for its latest campaign!



Blow Monkeys — toot sweet?

### Blow Monkeys Up

After ten years together, the BLOW MONKEYS have split. The group had mid-'80s success with "Digging Your Scene" and "It



John Lennon — a no-cassette set?



Doesn't Have To Be This Way" and last year frontman ROBERT HOWARD made the UK Top Ten with soulstress KYM MAZZELLE via their duet "Wait."

"The split was thoroughly civilized," Howard (alias DR. ROBERT) explained. "We have remained friends throughout it all." Although it's not certain what the rest of the band will be up to, it's thought that Robert will be concentrating on production work.

### KLF Notes

The UK Top Ten success of KLF's "What Time Is Love?" has forced the duo to postpone their filmmaking plans until next year. The song is a rerecording of a dance track that they first made in 1988, and the band's BILL

DRUMMOND and JIMMY CAUTY — who, working under the name of the TIMELORDS, had a UK No. 1 hit with "Doctorin' The Tardis" — have been using the profits to make "a major motion picture" titled "The White Room," starring English heart-throb actor PAUL MCGANN.

However, Drummond told ROL that the filming will not resume this autumn as planned, because the duo are under pressure to issue a follow-up single before Christmas and to complete an album for release next year.

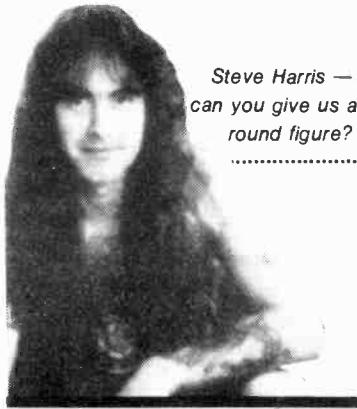
Incidentally, Drummond began his musical career in the late '70s Liverpool band BIG IN JAPAN alongside HOLLY JOHNSON, IAN BROUDIE (now of the LIGHTNING SEEDS), and SIOUXSIE & THE BANSHEES' drummer, BUDGIE. Drummond later managed ECHO & THE BUNNYMEN and THE TEARDROP EXPLODES, and has remained close friends with the Bunnymen, who've done a remix of "What Time Is Love?"

### Aswad They Say

London reggae/pop trio ASWAD release their new LP ("Too Wick-ed") on Monday (9/17). Recorded

in Jamaica, it features the single "Next To You" and a reggae version of the EAGLES' ballad, "Best Of My Love." "I think we've probably taken the hooks and made it into more of a catchy single number," the band's BRINSLEY FORDE tells ROL.

This week, London dance trio TONGUE 'N' CHEEK release their debut LP. "This Is Tongue 'N' Cheek" features their two UK Top 40 hits ("Tomorrow" and "Nobody") and their next single, a cover of PATRICE RUSHEN's "Forget Me Nots."



Steve Harris — can you give us a round figure?

"Holy Smoke," the new IRON MAIDEN single, came out Monday (9/10), and is the first release from their forthcoming "No Prayer For The Dying" LP. The video was directed, filmed, and edited by the band's STEVE HARRIS, and features "home-movie" style footage of Maiden recording the album in his barn. "I think the final budget was something like a round of drinks," says Harris.

### 'Toxique' Taste

DANIEL LANOIS and dance team COLDCUT have remixed a track on "Set," the new LP from YOUSOU N'DOUR. The song "Toxiques" concerns the export of toxic waste to Third World countries. Senegalese superstar N'Dour has worked with PETER GABRIEL and PAUL SIMON in the past. This album features his band, the SUPER ETOILE DE DAKAR, and was produced by MICHAEL BROOK.



Brian Eno — finding his voices?

### Do Eno The Way To San Jose?

BRIAN ENO will release "Wrong Way Up" — his first album with voices in 13 years — next month. 'Twas done in collaboration with JOHN CALE, recorded at Eno's Wilderness studio, and will be issued on the Land label.

Meanwhile, the next DEPECHE MODE single ("World In My Eyes") has been remixed from the album by FRANCIS KEVORKIAN and the BELOVED's JON MARSH. It'll be backed with two new tunes, "Happiest Girl" and "Sea Of Sin."

KIM APPELBY of the pop duo MEL & KIM will return as a solo artist with the release of the single "Don't Worry" on October 15. An album — which will include songs co-written by her sister, Mel, who died of cancer last year — is set to follow.

And the INSPIRAL CARPETS, who made the UK Top 20 earlier this year with "This Is How It Feels," have a new single ("Biggest Mountain") due October 22.

### Trend O' The Month

This month's trend has to be the "money-for-old-rope interim album of repackaged studio rejects." Following that DEACON BLUE set and DIESEL PARK WEST's "Flipped" collection of B-sides and live tracks, the MISSION U.K. and the HOUSE OF LOVE are releasing mini-LP compilations of outtakes from their last studio albums. Both will be released on October 15.

## BRITAIN

LW	TW	Artist/Track (Label)
3	1	DEEE-LITE/Groove Is In The Heart/What Is Love? (Elektra)
2	2	DEACON BLUE/Four Bacharach & David Songs EP (CBS)
1	3	BOMBALURINA/Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini (Carpet)
6	4	STEVE MILLER BAND/The Joker (Capitol)
5	5	BETTY BOO/Where Are You Baby? (Rhythm King)
14	6	KLF 1/CHILDREN OF THE REVOLUTION/What Time Is Love? (KLF Communications)
16	7	JASON DONOVAN/Rhythm Of The Rain (PWL)
—	8	ADAMSKI/The Space Jungle (MCA)
13	9	MARIAH CAREY/Vision Of Love (CBS)
4	10	GEORGE MICHAEL/Praying For Time (Epic)
—	11	LOOSE ENDS/Don't Be A Fool (10/Virgin)
10	12	NEW KIDS ON THE BLOCK/Tonight (CBS)
12	13	BLUE PEARL/Naked In The Rain (W.A.U. Mr. Modo)
—	14	CARON WHEELER/Livin' In The Light (RCA)
15	15	ASWAD 1/LONG MC/Next To You (Mango/Island)
7	16	JIVE BUNNY & THE MASTERMIXERS/Can Can You Party (Music Factory)
9	17	D.N.A. 1/SUZANNE VEGA/Tom's Diner (A&M)
20	18	SONIA/End Of The World (Chrysalis)
8	19	CLIFF RICHARD/Silhouettes (EMI)
—	20	INXS/Suicide Blonde (Mercury/PG)

### Moving Up

JANET JACKSON/Black Cat (A&M)  
 FARM/Groovy Train (Produce)  
 TALK TALK/It's What You Make It (Parlophone/EMI)  
 BASS-O-MATIC/Fascinating Rhythm (Virgin)  
 COCTEAU TWINS/Iceblink Luck (4AD)  
 FAITH NO MORE/Epic (Slash/PG)

The Network Chart, courtesy MRIB

## AUSTRALIA

LW	TW	Artist/Track
1	1	JIMMY BARNES/Lay Down Your Guns
2	2	JOHN FARNHAM/Chain Reaction
4	3	BLACK SORROWS/Harley & Rose
3	4	MARK WILLIAMS/Show No Mercy
8	5	INXS/Suicide Blonde
6	6	PAUL NORTON/Southern Sky
5	7	ANGELS/Back Street Pick Up
7	8	ABSENT FRIENDS/1 Don't Want To Be With Nobody But You
—	9	SOUTHERN SONS/Heart In Danger
10	10	SHANE HOWARD/Walk On Fire

### Most Added

JIMMY BARNES/Let's Make It Last All Night  
 ICEHOUSE/Miss Divine

## CANADA

LW	TW	Artist/Track
1	1	COLIN JAMES/Just Came Back
2	2	GOWAN/All The Lovers In The World
3	3	CELINE DION/Unison
4	4	SUE MEDLEY/That's Life
7	5	NORTHERN PIKES/Girl With A Problem
6	6	JITTERS/Til The Fever Breaks
8	7	KIM MITCHELL/1 Am A Wild Party
5	8	JEFF HEALEY BAND/1 Think I Love You Too Much
9	9	PURSUIT OF HAPPINESS/New Language
—	10	ALIAS/More Than Words Can Say

### Most Added

ALIAS/More Than Words Can Say  
 BOX/Inside My Heart  
 PAUL JANZ/Stand

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



## The Great American Pastime

Baseball may be “America’s favorite pastime,” but radio is even more popular. In fact, 96% of all Americans spend time listening each and every week. People tell us in their diaries that, all week long, radio is their constant companion.

Arbitron has been measuring radio audiences since 1965. And now we offer much more than just simple demographic breakouts; Arbitron can help radio stations analyze listener data in ways that will help your advertisers sell more products and more services. The figures prove that radio is a bigger hit than ever.

**ARBITRON**



## COMPACT DATA®

### Tesla Pulls The Plug On New LP!

**H**ard-rocking Tesla's forthcoming Geffen album will be a live *acoustic* platter. Due in mid-November, the disc — titled "Five Man Acoustical Jam" — features 15 tracks, including the new compositions "Tommy's Down Home" and "Down Fo' Boogie."

Also featured on the album — recorded in June at Philadelphia's Trocadero Club — are covers of the Beatles' "We Can Work It Out," the Rolling Stones' "Mother's Little Helper," Creedence Clearwater Revival's "Lodi," the Grateful Dead's "Truckin'," and the Five Man Electric Band's "Signs." (Any similarities between the name of the last act and the LP's title are completely intentional.)

Then there are the Tesla tunes, including "Modern Day Cowboy," "Before My Eyes," "Cumin' Atcha Live," and "Gettin' Better" from the band's platinum "Mechanical Resonance" LP, and "Love Song," "Heaven's Trail (No Way Out)," "The Way It Is," and "Paradise" from their equally platinum "Great Radio Controversy" disc.

#### Mac Fracture?

It's not official, but Stevie Nicks and Christine McVie reportedly will leave Fleetwood Mac following the band's November-December U.S. concert dates. The band, led by original members Mick Fleetwood and John McVie, will continue under the Fleetwood Mac monicker. Updates as available.

#### A Head For Talent

The 1991 Miller Genuine Draft Band Network talent hunt is officially under way. The annual nationwide contest to promote up 'n' coming musicians (which originated ten years ago) is looking for 26 bands for this year's lineup.

Participating groups receive radio promotions, print ads, tour publicity, banners, souvenir posters, and approximately \$15,000 worth of equipment from contributing sponsors. Deadline for entry is November 1. For more info, call (414) 786-5600.

#### Do The Rights Thing

The editors of *Rock & Roll Confidential* have published a second

edition of their anti-censorship booklet, "You've Got A Right To Rock." The 25-page pamphlets — which cost \$3 each — not only chronicle the legal hassles suffered by rockers during the past year, but also include essays and listings for local and national anti-censorship contacts. Call (213) 204-0827 or (212) 486-9348 for more info.

#### A Time-Life Of R&B

Time-Life Music (a division of T-L Books) recently launched a "Rhythm and Blues" anthology series covering hits from 1954-70. Each volume in the series focuses on a single year, contains 22 digitally remastered songs, and comes in either CD or cassette configurations (\$16.99 and \$14.99, respectively). The series is available via TV and direct mail only. For more info, call (800) 322-3412.

#### Little Triggers

- Noted producer Bob Rock (Cult, Motley Crue, etc.) is set to produce Metallica's next Elektra LP. The sessions are to begin in L.A. early next month.

- Former Cream drummer (and Axiom/Mango solo artist) Ginger Baker has joined the Delicious Vinyl/Island rock act Masters Of Reality. He's scheduled to make his performing debut with the band at a gig in Hollywood tonight (9/14).

- Private Music recording artists Tangerine Dream have set an October 9 release date for their all-instrumental "Melrose" LP — a disc that (fascinatingly) takes its name from the L.A. street on which the label is located. Longtime bandmates Paul Haslinger and Edgar Froese are joined on the nine-track platter by a new member: Froese's 21-year-old guitarist son, Jerome.

- On September 17, footwear manufacturer Zodiac USA will launch a nationwide concert infor-

mation hotline. By dialing (900) 2-CONCERT, listeners can find out tour, venue, fan club, and other related info. There's a \$1.50 charge for the first minute and a 95-cent charge for each subsequent minute.

- On November 6, Mica Paris will release her second Island LP ("Contribution"), which — somewhat coincidentally — sports guest appearances by rapper Rakim, guitarist Nile Rodgers, and vocalist Will Downing. Among the platter's 13 songs is "If I Love U 2 Nite" — a tune penned by Prince especially for the project.

- Queen have signed with Hollywood Records. The band reportedly will begin work on their label debut before year's end.

- Rykodisc issues drummer Mickey Hart's solo LP "At The Edge" today (9/14). Fellow Grateful Dead member Jerry Garcia provides musical support, as do world beat musicians Zakir Husain, Babatunde Olatunji, Airto Moreira, and Sikiru Adepolu. The disc dovetails with a book Hart will have published by Harper & Row/San Francisco (titled "Drumming At The Edge Of Magic"), in which he explores the historical and spiritual heritage of the drum.

- The 1990 Grammy Awards program will air *live!* from NYC's Radio City Music Hall on February 20. Start drafting your lottery pools now . . .

### Elektra To Turn 'Rubaiyat' Into Pros


**E**lektra Entertainment will promote the release of "Rubaiyat" — a 38-song, double-disc commemorative birthday package featuring some of the label's classic songs, as performed by members of its current roster (see *R&R*, 8/24) — by simultaneously issuing at least *five* separate pro-CDs, each intended for a different radio format.


Set for a September 28 release, these discs will include the Gipsy Kings' version of the Eagles' "Hotel California" (for Spanish stations), Faster Pussycat's take on Carly Simon's "You're So Vain" (for AORs), Metallica's rendition of Queen's "Stone Cold Crazy" (for heavy metal stations), and Michael Feinstein's orchestral interpretation of Judy Collins' "Both Sides Now" (for AC/Beautiful Music outlets).

The fifth pro-CD will be a 14-track sampler sent to alternative stations that includes cuts from such acts as the Cure, the Sugarcubes, the Pixies, Happy Mondays, and the Beautiful South. What's more, a sixth pro-CD — Ernie Isley's take on the Cars' "Let's Go" — will ship to AOR stations on October 8.

These special releases are for promotion only and will not be available commercially.

 51.5 million households Patti Galluzzi Director/Music Programming		Weeks On
<b>HEAVY</b>		
BELL BIV DEVOE/Do Me! (MCA)	7	
JON BON JOVI/Blaze Of Glory (Mercury)	12	
DEPECHE MODE/Policy Of Truth (Sire/Reprise)	8	
BILLY IDOL/L.A. Woman (Chrysalis)	7	
JANET JACKSON/Black Cat (A&M)	5	
LIVING COLOUR/Type (Epic)	6	
NELSON/Can't Live... Love And Affection (DGC)	14	
SLAUGHTER/Fly To The Angels (Chrysalis)	10	
<b>EXCLUSIVES</b>		
AC/DC/Thunderstruck (Atco)	3	
FAITH NO MORE/Falling To Pieces (Slash/Reprise)	3	
HEART/Stranded (Capitol)	ADD	
INXS/Suicide Blonde (Atlantic)	5	
M.C. HAMMER/Pray (Capitol)	3	
MOTLEY CRUE/Same Ol' Situation (Elektra)	5	
POISON/Something To Believe In (Enigma/Capitol)	ADD	
SNAP/Ooops Up (Arista)	4	
WARRANT/Cherry Pie (Columbia)	4	
WINGER/Miles Away (Atlantic)	ADD	
<b>STRESS</b>		
DEE-LITE/Groove Is In The Heart (Elektra)	4	
URBAN DANCE SQUAD/Deeper Shade Of... (Arista)	3	
<b>BUZZ BIN</b>		
JANE'S ADDICTION/Stop! (WB)	3	
IGGY POP/Candy (Virgin)	3	
SOUP DRAGONS/I'm Free (Big Life/Mercury)	3	
<b>ACTIVE</b>		
BLACK CROWES/Hard To... (Def American/Geffen)	ADD	
PHIL COLLINS/Something Happened On... (Atlantic)	10	
CONCRETE BLONDE/Joey (IRS)	14	
DINO/Romeo (4th & B way/Island)	6	
EXTREME/Decadence Dance (A&M)	4	
LOVE/MATE/Why Do You Think They... (Columbia)	4	
PEBBLES/Giving You The Benefit Of... (MCA)	ADD	
MAXI PRIEST/Close To You (Charisma)	8	
QUEENSRYCHE/Empire (EMI)	3	
RATT/Lovin' You's A Dirty Job (Atlantic)	5	
LISA STANSFIELD/This Is The Right Time (Arista)	4	
VANILLA ICE/Ice Baby (SBK)	3	
<b>MEDIUM</b>		
ALIAS/More Than Words Can Say (EMI)	ADD	
AZTEC CAMERA/The Crying Scene (Sire/Reprise)	6	
BLUE TEARS/Rockin' With The Radio (MCA)	5	
JUDE COLE/Time For Letting Go (Reprise)	5	
DON DOKKEN/Mirror Mirror (Geffen)	4	
DURAN DURAN/Violence Of... (Love's...) (Capitol)	4	
GENE LOVES JEZEBEL/Jalous (Geffen)	73	
INDECENT OBSESSION/Tell Me Something (MCA)	6	
INFORMATION SOC./Think (Tommy Boy/Reprise)	ADD	
RAILWAY CHILDREN/Every Beat Of My... (Virgin)	10	
STRYPHER/Shining Star (Enigma)	6	
<b>BREAKOUT</b>		
CROSBY, STILLS & NASH/If Anybody... (Atlantic)	4	
DAVID J/It'll Be Your... (Beggars Banquet/RCA)	4	
RAVE-UPS/She Says (Come Around) (Epic)	6	
SMITHEREENS/Blue Period (Enigma/Capitol)	4	
TOO MUCH JOY/That's A Lie (Giant/WB)	4	
WIRE TRAIN/Should She Cry (MCA)	4	
<b>HOT NEW VIDEOS</b>		
BLACK CROWES/Hard To... (Def American/Geffen)	ADD	
HEART/Stranded (Capitol)	ADD	
POISON/Something To Believe In (Enigma/Capitol)	ADD	
SOUP DRAGONS/I'm Free (Big Life/Mercury)	3	
WINGER/Miles Away (Atlantic)	ADD	
<b>ADDS</b>		
ALIAS/More Than Words Can Say (EMI)		
BLACK CROWES/Hard To Handle (Def American/Geffen)		
HEART/Stranded (Capitol)		
INFORMATION SOCIETY/Think (Tommy Boy/Reprise)		
PEBBLES/Giving You The Benefit Of The Oubt (MCA)		
POISON/Something To Believe In (Enigma/Capitol)		
WINGER/Miles Away (Atlantic)		

 36.8 million households Sal LoCurto, Director/Music Programming Norman Schoenfeld, Director/Talent & Artist Relations		Weeks On
<b>HEAVY</b>		
MICHAEL BOLTON/Georgia On My Mind (Columbia)	5	
PHIL COLLINS/Something Happened On... (Atlantic)	7	
TAYLOR DAYNE/Heart Of Stone (Arista)	ADD	
JANET JACKSON/Come Back To Me (A&M)	13	
MAXI PRIEST/Close To You (Charisma)	14	
WILSON PHILLIPS/Release Me (SBK)	12	
PAUL YOUNG/On Girl (Columbia)	10	
<b>DEVELOPMENT</b>		
OLETA ADAMS/Rhythm Of Life (Fontana/Mercury)	7	
AFTER 7/Can't Stop (Virgin)	5	
BASIA/Until You Come Back To Me (Epic)	6	
BREATHE/Say A Prayer (A&M)	3	
MARIAH CAREY/Love Takes Time (Columbia)	ADD	
DAVID CASSIDY/Lyin' To Myself (Enigma)	2	
ROBERT CRAY/Forecast (Calls For Pain) (Mercury)	2	
BDB DYLAN/Unbelievable (Columbia)	2	
FLEETWOOD MAC/Skies The Limit (WB)	6	
JOHN HIATT/Bring Back Your Love To Me (A&M)	2	
BRENDA RUSSELL/Stop Running Away (A&M)	3	
LISA STANSFIELD/This Is The Right Time (Arista)	4	
SYDNEY YOUNGBLOOD/It'd Rather Go... (Arista)	4	
Information current as of September 11.		

 <b>CONCERT PULSE</b>		
Pos. Artist	Avg. Gross (in 000s)	
1 PAUL McCARTNEY	\$2368.1	
2 GRATEFUL DEAD	\$1109.4	
3 BILLY JOEL	\$907.6	
4 NEW KIDS ON THE BLOCK	\$894.8	
5 JANET JACKSON	\$597.1	
6 DAVID BOWIE	\$560.6	
7 DEPECHE MODE	\$518.2	
8 AEROSMITH	\$355.0	
9 FLEETWOOD MAC	\$302.0	
10 MOTLEY CRUE	\$277.3	
11 JIMMY BUFFETT	\$255.1	
12 CHER	\$242.4	
13 ROBERT PLANT	\$228.4	
14 DON HENLEY	\$207.9	
15 STEVE MILLER	\$206.7	
16 B-52'S	\$206.3	
17 HEART	\$189.8	
18 M.C. HAMMER	\$168.4	
19 WHITESNAKE	\$159.6	
20 HANK WILLIAMS JR.	\$157.1	
<b>New Tours</b> Among this week's new tours:		
BLACK CROWES		
JOE "KING" CARRASCO		
JOHNNY CLEGG & SAVUKA		
DREAD ZEPPELIN		
EXTREME		
ERIC JOHNSON		
JOE SATRIANI		
SKINNY PUPPY		
SOCIAL DISTORTION		
SUZANNE VEGA		
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.		



### One Sharp Promo Tool

**T**he cut-ups in Atco's marketing department edged out all competition for Promo Item O' The Week by providing privileged AOR and New Rock programmers with razor blade-shaped reflective keychains to draw attention to AC/DC's forthcoming LP, "The Razor's Edge."

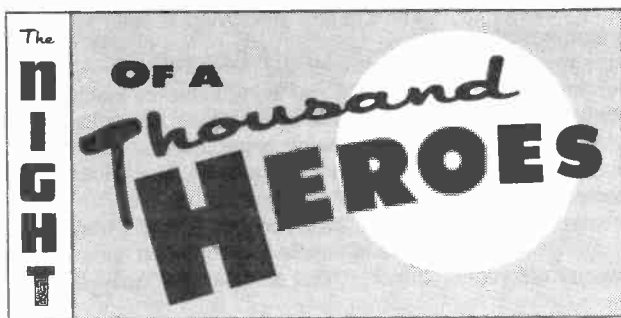
The larger-than-life razor 'n' mirror combos doubtlessly had programmers grinding their teeth in anticipation of the LP's September 25 release.

# BE A HERO. JUST FOR ONE NIGHT.



You're invited to **The Night of a Thousand Heroes**  
**A(n easy-to-prepare-for) Costume Ball**  
**Friday, Oct. 19th 7 P.M.**  
**The Waldorf-Astoria Grand Ballroom**

It's the AMC Cancer Research Center's 20th Annual Humanitarian Award Dinner—this year honoring TOM FRESTON, Chairman and CEO, MTV Networks.



For ticket information call the Northeast Development Office of the AMC Cancer Research Center at (212) 977-4180.

"MTV Networks is proud to support the AMC Cancer Research Center this year. AMC's unique focus on cancer prevention has garnered tremendous support from the entertainment industry for twenty years now. Continuing this team effort could help cut cancer deaths in half by the year 2000.

AMC's endeavor is heroic, and our support can make its goals attainable. You don't have to leap tall buildings in a single bound, or listen to long speeches. Just join us for a fun night of great music, food, dancing and hero-watching."



  
Tom Freston

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## GOING GLOBAL

## Remotes Made Easy

By Bob Mason

The "Global Community" envisioned in the '60s came to fruition in the '80s. Thanks to the explosion of satellite space and improved telephone facilities, it's now possible to broadcast from virtually anywhere in the world. Smart operations are learning this technology can mean increased listenership and new profits.

Over the past few years, Mason & Sheehan have staged a number of satellite broadcasts. A list of cities we've visited reads like an atlas: Paris, London (twice), Miami, New York (three times), New Orleans, Las Vegas (twice), Memphis, Boston, Orlando, Munich, and Daytona Beach. Along the way we've learned a few lessons we can share.

One of the big advantages of remote broadcasts is the larger-than-life image the audience perceives. We take our listeners places they may never have been able to go. Their thrills may be vicarious, but they love feeling they're there. Even people who may not listen regularly tune in for the excitement.

This excitement translates into cash from major sponsors who allocate promotion budgets that aren't earmarked for radio spot buys. Also, you can raise spot rates for all advertisers during a major remote. Our clients understand that WPYX's audience grows and stays longer during a satellite event, so they're willing to pay a premium.

## Linking Up

Okay, you're sold. But how does a station enter this satellite business? How does it work?

Probably the best broadcasts are those produced exclusively for your station. We've had great success using firms like *Remote Possibilities*. Rick Carr and company do the whole thing from uplink to travel arrangements to broadcast sites to guests. They also understand talent and the stress life on the road can create. They do their best to see that things go smoothly. We've used them in Paris, Miami, Munich, and Daytona Beach. Denny Somach and Wedgewood Mews Studios have facilitated similar broadcasts for us from London.

If you don't have the budget to bring in a producer like *Remote Possibilities*, other avenues exist.

Talk to your network. Folks there can coordinate broadcasts off their birds, help with guests, and help out logistically if you're in their city.

Another way to hook into the satellite business is through group broadcasts. The late John McGhan made it possible for stations to broadcast from Grammy cities for years. Twenty or more stations share guests who move from one host to the next. Although the costs are much lower, this isn't our favorite system, because you don't get enough time with the guests; just when you start rolling, they move to another station. Another

**"Clients understand that WPYX's audience grows and stays longer during a satellite event, so they're willing to pay a premium."**

problem is that personalities sometimes clash on-site. Still, it beats the hell out of sitting in your own studios reading wire copy.

Sometimes a client comes to you with a remote broadcast opportunity. Miller Lite did this from the Bahamas recently. The folks from Disneyworld are great — they have their own bird and treat you like royalty. If you can tie a local TV station into the promotion, they'll arrange it all, including airfare and accommodations.

We've produced our own broadcasts on a few occasions: once from Winston Churchill's suite at Boston's Ritz-Carlton, twice from Las Vegas for Mike Tyson fights. It's tough work for everyone involved and if things go wrong, there's nobody else to blame. We don't recommend this for first-timers.

Make sure your producer is a radio person — you'll be encountering problems that are exclusive to the medium. He usually does the on-site wiring and acts as go-between in dealings with phone companies, satellite folks, engineers, broadcast site owners, guests, and talent. If the signal doesn't sound right, you need someone who speaks the language and knows how things work.

Have your chief engineer talk to the producer before, during, and after each broadcast. We're in the communications business, but far too often we don't communicate.

## Where The Action Is

Your broadcast site is the most important decision you'll make. It's very important that you be at the heart of the action. You really can't cover the Mardi Gras from the Superdome; only a Bourbon St. balcony will do. That's where the action is.

Paris is a big city with a lot of centers for centennial action. Harry's New York Bar in the Opera district was chosen during a vacation the year before the broadcast. Harry's is a real old-time saloon that was transported to Paris piece by piece in 1918. It's been a hangout for Hemingway, Fitzgerald, and other expatriates through the years. Gershwin wrote "An American In Paris" at the piano downstairs. Best of all, everyone at Harry's speaks English.

In Daytona, we worked out of TC's Top Dog, a hangout renowned among spring break celebrants. If

**"Remotes can help ratings and bring in extra revenue. But they have to be fun for the listener and the talent."**

you're choosing between a studio or a remote site for your satellite broadcast, stay out of the studio. We've done both in London and find a remote location far more satisfactory. Guests are looser outside of a sterile environment and so are the personalities.

## Beating The Budget

Costs, including transportation and hotels, can range from practically nothing to more than \$25,000. If you can trade your hotel, work with airlines, and use your network's satellite (or Comrex with phone lines), the price can be affordable even for small market stations.

Spinning a TV special off your

## Getting Started

These elements will immeasurably boost a remote's success quotient:

- Savvy producer
- Can-do travel agent
- Action-packed broadcast site
- Local advance work
- Sponsorship tie-ins — clients, TV, or . . . ?

broadcasts is another way to trim costs. We've done this on four occasions in cooperation with the local Fox affiliate. We've benefitted from the exposure and received some financial help for the broadcasts.

One of your biggest allies as you take things on the road will be your travel agent. The agent can open doors to airlines and hotels. Once these doors are open, your promotion department can take over.

Your agent must be aware of what you need in a hotel. Your operations base must be near the center of activity. In order to save money, our agent wanted us to stay near the New Orleans airport, an hour each way through Mardi Gras traffic to our broadcast site in the French Quarter. This could have been a disaster, considering that what we saved in hotel costs we'd have squandered on cabs and travel time.

The travel agent should make sure your accommodations include a parlor suite, which you'll need for staff meetings and decompression. You can't fit six people into a room with clothes and beds and run a successful meeting. By stocking a suite with munchies and drinks bought outside the hotel, you'll also save on room service charges. Talk to a number of travel agents. Explain radio's special needs (24-hour desk service, fax facilities, etc.), then choose the agent who can best meet your needs.

## Invite Guests

Should you bring listeners along for satellite broadcasts? Absolutely. We always bring along at least one listener and a guest. The "Bobbysitter" 's responsibility is to carry the bail money. It's a great point-of-purchase promotion for a client. ("Test drive a new Turbo-Z

and you're automatically eligible to go along . . . no purchase necessary.") Better have a staffer along to act as a liaison with the winners. There are tough times on the road, and talent can't be expected to pamper a winner and do everything that goes into a broadcast. Think about taking 100 listeners. If your station is hot, they'll pay for a package to come along. Your travel agency will be glad to put it together for you.

Whether you bring listeners or not, things will be busy when you arrive at the site. Figure at least a day for taping interviews. Chambers of Commerce and tourist boards will help find local color. Call City Hall to contact the mayor. Talk to record companies before you go — they may have artists in town. Check the papers and club listings. Major cities have booking agencies for retired sports stars (you'll pay a fee). Call any professional sport franchises in the town you're visiting. Man-on-the-street schtick can be funny.

## On The Air

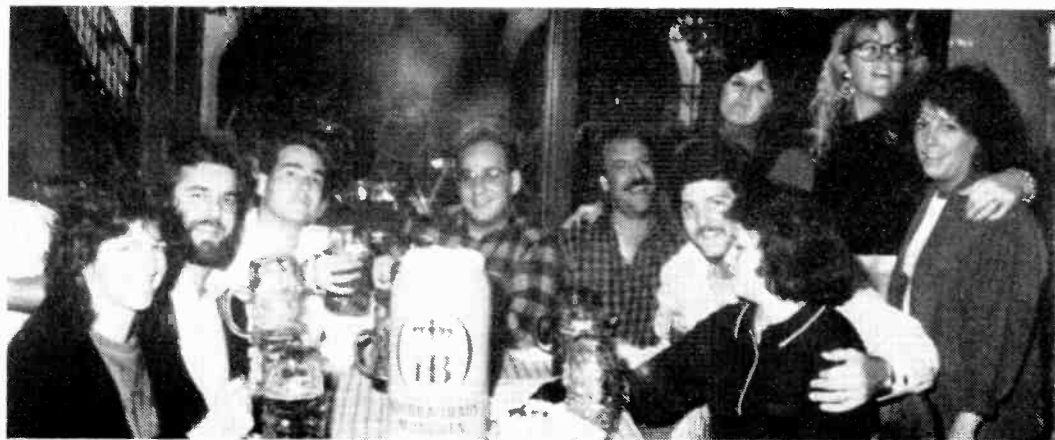
After you've arrived and uplinked, it's showtime. It's best to decide break by break what goes on-air. Assuming you had a production meeting before airtime, your talent should have an inventory of tape available and guests expected. Try to have something for each break. Be flexible; guests seldom show exactly on time (that's when it's great to be out of the studio, so there's local color to describe).

Try to bring everything into focus with a high concept. We go to "the world's greatest parties." If you overlap guests, you can seem more spontaneous. Put everyone to work. If you brought listeners, put them on-air. If folks from home visit the broadcast site, put them on-air. We aired Bastille Day impressions from over 100 WPYX listeners who were in Paris at the time and visited our broadcast site.

During all of this, remember to take care of business. If it's morning drive back home, you have to work in the services. It's a lot of work.

Remote broadcasts can help ratings and bring in some extra revenue, too. But they have to be fun for the listener and for the talent. The '90s are here. It's time to plug your station into the fun of satellite remotes.

Bob Mason is half of WPYX/Schenectady's morning team of Mason & Sheehan. He can be reached at (518) 785-9061.



Seen on location with crew and locals in Munich, Bob Mason (fifth from left) brings the Oktoberfest tradition home to WPYX morning show listeners.



# NPR SATELLITE SERVICES

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## Springsteen's Desert Hit & Run

### MONDAY, SEPTEMBER 24

1957/Alan Freed's autobiographical movie, "Mr. Rock & Roll," premieres.  
1977/Thousands gather at the first Elvis convention in Cincinnati, held just over a month after Presley's death.  
1988/James Brown is arrested in Georgia after leading the police on an hour-long, two-state car chase.  
Born: Linda McCartney 1941, Gene Hunt (Boys Club, ex-Jets) 1969, Gerry Marsden (Gerry & The Pacemakers) 1942

### TUESDAY, SEPTEMBER 25

1954/Elvis makes his first and only appearance on the Grand Ol' Opry stage. An Opry talent coordinator tells him to stick to truck driving.  
1965/The Beatles' animated TV show premieres on ABC-TV.  
1975/Jackie Wilson suffers a heart attack onstage at New Jersey's Latin Casino. Ironically, he'd just sung the line, "My heart is crying," from "Lonely Teardrops."  
1980/Led Zepplin drummer John Bonham dies at 32. The group disbands a short time later.  
1989/Billy Joel files a \$90 million lawsuit against former manager Frank Weber charging breach of contract, double billing, and misappropriation of funds. Also, a free Red Hot Chili Peppers street show in L.A. ends just as police arrive. None are hurt or arrested.  
Born: Burleigh Drummond (Ambrosia) 1951, Royce Kendall 1933

### WEDNESDAY, SEPTEMBER 26

1969/The Beatles release "Abbey Road," their last album recorded together.  
1974/John Lennon issues "Walls And Bridges," his last album for six years.  
1975/"The Rocky Horror Picture Show" movie has its world premiere in Westwood, CA.  
1976/Marvin Gaye performs at London's Royal Albert Hall. Show is recorded and later released as a live album.  
1989/At an L.A. Don Henley show, members of Sam Kinison's entourage punch out people dancing in front of them. Kinison is not involved. Also, Paul McCartney begins his first world tour in 13 years in Drammen, Norway.  
Born: Carlene Carter 1955, Olivia Newton-John 1948, Bryan Ferry 1945, Craig Chaquico (Starship) 1954, David Frizzell 1941, Lynn Anderson 1947, the late Marty Robbins 1925



Olivia Newton-John, Glenn Jones, Meat Loaf, Carlene Carter

### THURSDAY, SEPTEMBER 27

1964/The Beach Boys make their first appearance on the "Ed Sullivan Show."  
1979/Suffering from the flu, Elton John collapses midway through an L.A. show. He returns ten minutes later to finish the concert.  
1983/Shelley West and Alan Frizzell file for divorce.  
1986/When Metallica's tour bus flips over near Stockholm, bassist Cliff Burton is thrown from the bus and killed.  
1989/Billy Joel undergoes surgery to remove a kidney stone. Some press reports say he collapsed at NY's Kennedy Airport, but he in fact entered the hospital unassisted. "We Didn't Start The Fire" is released the next day.  
Born: Glenn Jones 1960, Meat Loaf 1947, Randy Bachman 1943, Shaun Cassidy 1958

### FRIDAY, SEPTEMBER 28

1928/The Binkley Brothers record "Dixie Clodhoppers" for Victor Records. It's Nashville's first commercial recording session.  
1968/Janis Joplin leaves Big Brother & The Holding Company.  
1988/John Denver offers the Soviet Union \$10 million to let him travel into space on the Soyuz shuttle. He says the Challenger disaster has made an American flight attempt improbable.  
1989/Jimmy Buffett's book of short stories, "Tales From Margaritaville — Fictional Facts And Factual Fictions," is published.  
Born: Ben E. King 1938, Nick St. Nicholas (Steppenwolf) 1943, Moon Zappa 1967, Jerry Clower 1926

### SATURDAY, SEPTEMBER 29

1976/Aiming at a soda bottle, Jerry Lee Lewis accidentally shoots his bass player, Norman Owens. Owens recovers.  
1977/Claiming they're overworked and underpaid, James Brown's band walks out on him while touring in Florida.  
1980/Newsweek runs an interview with John Lennon in which he announces he'll soon release his first album in six years.  
1989/Good day for surprises — A Los Angeles crowd is surprised when Glenn Frey joins Don Henley for three Eagles songs. It's the first time they've performed together since the group disbanded. Also, the eight folks in Matt's Saloon in Prescott, AZ are shocked when Bruce Springsteen enters and joins the house band. After a few covers, the boss speeds away on his motorcycle, leaving about 100 satisfied customers.  
Born: Jerry Lee Lewis 1935, Jean-Luc Ponty 1942, Gene Autry 1907

### SUNDAY, SEPTEMBER 30

1950/The Grand Ol' Opry is televised for the first time.  
1961/Bob Dylan signs with Columbia Records.  
1987/Terence Trent D'Arby makes his U.S. debut with a show at Los Angeles's Roxy.  
1988/John Lennon is posthumously awarded a star on the Hollywood Walk Of Fame.  
Born: Marilyn McCoo (5th Dimension) 1943, Patrice Rushen 1954, Johnny Mathis 1935

—Paul Colbert

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IS BETTER  
THAN TAPSCAN'S...**



*The tale of Mr. P. Nocchio, the software salesman.*



ot too long ago, in a cold land far, far away, Peter Nocchio told a prospective client many tall tales. He told this person, searching for the best broadcast software available, that his systems were better than TAPSCAN's.

He told the young man that TAPSCAN did not have spectacular presentation graphics, regular enhancements and upgrades, and that their client services department was not the best in the industry. He even said that TAPSCAN did not have a product to satisfy every need at a station including quantitative and qualitative analyses, multimedia analyses, music scheduling, accounting, traffic, logging and billing, and even an electronic rate card system.

The more Peter talked the more his nose grew, and grew, and grew.

The client eventually became frightened and ran away. The next day he called TAPSCAN, tried their systems, and installed them at his station.

He lived happily ever after.



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BRAD MESSER

## CALENDAR

### Cub Reporter's Burning Curiosity

The pilot tried to set the plane down in a farmer's field, but the emergency landing turned violent when his wheels hit furrows at 50-60mph. The little plane buried its prop, skidded 100 yards through clumps of dirt, and overturned.

When I arrived at the crash site a few miles outside town, a volunteer fire truck and several media vehicles were parked on the shoulder of the road. The first arrivals had hopped a barbed-wire fence and walked several hundred yards to the wreckage.

There was a small cluster of people around the plane, but I was too far away to tell what was going on. I was an inexperienced reporter. This was my first crash. I needed to get over there and see things for myself.

I grabbed a recorder, locked the news car, lit a cigarette, hopped the fence, and began hiking across the field. I thought about what my lead line might be. Should I say something in the first line about it being upside-down?

Fifty yards into the field I saw the people out at the plane begin waving. Hmm. A quick glance

back toward the road confirmed there was *no one* there to wave at. Could they be waving at me?

Waving isn't exactly the right word. They were holding their arms straight up, palms toward me, pushing. I recognized it as the international signal for "Get the hell out of here."

#### Marlboro Man

They were trying to get me to go back. Fat chance. It's true I was only a cub reporter, and my station's news department wasn't the biggest in town, but I still had a right to cover the news. It surprised me that reporters would try to hog a story. I kept walking.

I was halfway there and began to hear shouting. The airplane bunch was shouting something about green, or scene, or lean — I couldn't quite make it out. This was

nuts. Waving me away and shouting about the scene. I kept walking.

Gasoline! They were screaming about gasoline. In slow motion, my mind finally put two and two together. I was walking toward spilled gasoline with a lit cigarette. I immediately did a 180, went back a ways, and snuffed the Marlboro.

It was tough forcing myself to continue walking toward a group of men who had just witnessed irrefutable proof that I am an idiot. Not a good start at all.

When I got to the group, sure enough, the smell of gasoline was strong. There were no dead bodies. The pilot was standing with the reporters explaining how his engine had conked out and he had opened his door just before the landing so he wouldn't be trapped. When the plane stopped upside-down, he'd been able to release his seat belt and get away.

As crashes go, it was small potatoes. As lessons go, it was humiliating, and thus unforgettable. It brings to mind the classic definition: experience is what you get just after you need it the most.

#### Presidential Brother Felled By Cancer

**MONDAY, SEPTEMBER 24** — Billy Carter died in 1988 at age 51. He was characterized as something of a beer-drinking buffoon during his brother's presidency, but friends said Billy later got his life "straightened out" and was doing well until his fatal battle against cancer.

In 1988 the Episcopal church elected its first female bishop, Rev. **Barbara Harris**, a black woman who had been a priest eight years. CBS-TV's "60 Minutes" premiered in 1968. The world's then-largest ship, the aircraft carrier USS Enterprise — powered by eight reactors — was launched in 1960. The last "Howdy Doody" TV show aired in 1960. Birthdays: "Mean" Joe Green 44. Linda McCartney 48. Anthony Newley 59. Jim McKay 69.

#### Balboa First European To See Pacific

**TUESDAY, SEPTEMBER 25** — The first European explorer to see the Pacific, **Vasco Nunez de Balboa**, reached the biggest ocean in 1513 after crossing the Isthmus of Panama. He declared the Pacific "and all lands bordering it" to be the property of Spain.

Terrorists seeking freedom for Arab prisoners in France exploded a bomb in Paris in 1986, killing ten and hurting 162. Thirty-eight Irish prisoners shot their way out of "escape-proof" Maza Prison in Belfast in 1983. Los Angeles had 5.66 inches of rain in 1939, the city's 24-hour rainfall record for September (11.6 inches at Mt. Wilson). Hundredth anniversary of the establishment of California's Yosemite National Park.

Birthdays: Heather Locklear 29. Mark Hamill 38. Christopher Reeve 38. Cheryl Tiegs 43. Michael Douglas 46. Barbara Walters 59.

#### Vietnam's Own No-Win War

**WEDNESDAY, SEPTEMBER 26** — Vietnam withdrew its forces from Cambodia in 1989, ending a no-win, 11-year involvement in which 25,300 Vietnamese soldiers died.

U.S. yachtsmen broke their 132-year winning streak and lost the America's Cup to Australia in 1983. American troops recaptured Seoul, South Korea from the North Korean army in 1950. The world's richest maker of pants, **Levi Strauss**, died in 1902 at age 73. Cement for concrete was patented by **David O. Saylor** in 1871.

Birthdays: Olivia Newton-John 42. Jack LaLanne 76.

#### Niagara Falls Barrel Twofer

**THURSDAY, SEPTEMBER 27** — **Jeffrey Petkovich** and **Peter Debernardi** went over Niagara Falls in one barrel in 1989 in the first two-man plunge, saying they braved the 176-foot falls to show young people "there are better things to do than take drugs." Authorities fished them out of the Niagara River and then did what they do to all barrel aficionados — charged them with conducting an illegal stunt.

Hurricane Gloria hit Long Island and Connecticut in 1985, killing six. The **Warren** Commission reported in 1963 that evidence showed the **Kennedy** assassination had been carried out by **Lee Harvey Oswald** "acting alone."

Birthdays: Wilford Brimley 56. William Conrad 70.

#### Hubble Reported Universe Expanding

**FRIDAY, SEPTEMBER 28** — **Edwin Hubble**, the astronomer who discovered that the universe appears to be expanding, died in 1953 at age 63. He proved in 1924 that there are other galaxies far from our own, and in 1929 that all are moving away from us at speeds directly in proportion to their distance (Hubble's Constant). The space telescope orbited last April is named in his honor.

Exiled Philippine leader **Ferdinand Marcos** died in 1989 at age 72. **Juan Cabrillo** discovered California at San Diego Bay in 1542. **William The Conqueror** and his Normans landed in England in 1066. Native American Day, formerly American Indian Day. Bright "star" nearest the thin crescent moon is Saturn.

Birthdays: Ben E. King 52. Brigitte Bardot 56.

Saturday (9/29): Bryant Gumbel 42. Lech Walesa 47. Madeline Kahn 48. Jerry Lee Lewis 55. Gene Autry 83.

Sunday (9/30): Barry Williams ("The Brady Bunch") 36. Johnny Mathis 55. Angie Dickinson 58.

# PUMP UP THE SALES

Streetside (45-23)

Strawberries (Debut #71)

Transworld (Debut #44)

Record Bar (Debut #48)

Turtles (Debut #24)

Music + (175-26-11)

Specs (39-21)

Wherehouse (77-38)

Musicland (115-61)

Q Records & Tapes (Debut #9)

Baker & Taylor (Debut #15)

Pacific Coast OS (Debut #22)

Kemp Mill (Debut #33)

National Record Mart (Debut #38)

Tower, Portland (Debut #18)

Tower, Northridge (13-6)

Michigan Wherehouse, (34-11)  
Lansing

Appletree Records (30-17)

Tower, El Toro (33-21)

# PUMP UP THE AIRPLAY

WHFS

KJQN

WMDK

WDST

KTOW

KTCL

WBNY

KUNV

WRAS

KUKQ

WHTG

WVX

KACV

KJJO

WOXY

KUSF

WFIT

KTAO

New Adds  
This Week:

WFNX

KROQ

WDRE

WIZN

# PUMP UP THE **Volume**

THE MOTION PICTURE SOUNDTRACK

Stealing The Air On  
MCA Compact Discs, HiQ Cassettes And Records.



# HIGH IMPACT HITS



## MARIAH CAREY

### "Love Takes Time"

Produced and arranged by Walter Afanasieff  
Taken from the Columbia release: **MARIAH CAREY** 45202

Top 40 Most Added! Top 40 debut **37**  
AC **30** - **19**

"Mariah is again headed for #1 with 'Love Takes Time' ... early signs show this single to be even bigger than 'Vision Of Love'."  
Kevin Weatherly/Q106

## WARRANT

### "Cherry Pie"

Produced by Beau Hill  
Taken from the Columbia release: **CHERRY PIE** 45487

Top 40 Most Added  
On Over 175 Top 40 Stations Including:

KIIS add	KUBE add
WXKS add	WDFX debut 18
KKBQ add	KEGL 29-25 HOT
KPLZ add	B94 29-24
KBEQ add	Z95 30-24
WHYT add	KQLZ 19-14 HOT

On Tour With Poison Starting September 19

Requests Exploding At:

- #5 Z100 /New York
- #5 WHYT/Detroit
- #1 92X/Columbus
- #3 KQLZ/Los Angeles
- #6 KDWB/Minneapolis
- #5 WZZG/Charlotte
- #1 Dial MTV
- MTV-Heavy



"We added 'Cherry Pie' out-of-the-box and got instant top 10 requests."  
Danny Clayton/B94



## MICHAEL BOLTON

### "Georgia On My Mind"

Produced by Michael Bolton for MBO Productions Inc.  
Taken from the Columbia release: **SOUL PROVIDER** 45012

Top 40 **38** - **31**  
AC **8**

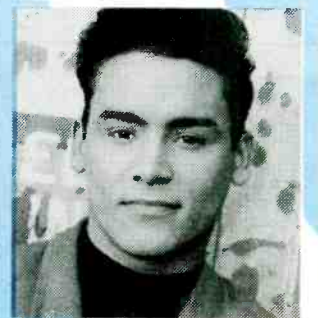
On over 275 Top 40 Stations Including:

WPGC add	KIIS deb 27	Q102 24-20	#5 Requests Q95/Detroit
WTKI add	KPLZ deb 26	Y100 27-22	
PRO-FM add 35	WPLJ 22-19	KZZP 22-18	
WBLI deb 32	KHMX 24-20	WNCI 19-17	
B97 deb 29	KSAQ 24-21	KWSS 30-27	

## GEORGE LAMOND

### "Look Into My Eyes"

Produced and mixed by Mark Liggett & Chris Barbosa  
Taken from the Columbia release: **BAD OF THE HEART** 45488



On Over 110 Top 40 Stations Including:

PWRPIG	HOT977	PWR96	HOT102
WXKS	WNVZ	B96	KKFR
KKBQ	HOT97	PWR106	HOT949
WLLOL	WIOQ	KXXR	

Requests! Requests! Requests! B96 #3  
KKRZ #10 KTFM #8







JOEL DENVER

## Claiming A Piece Of The Market Pie

### How To Position Your Station While Repositioning The Competition

Defining a format niche is one thing. But remaining an exciting 12-34-based CHR that also pulls down competitive upper demos can be a tricky proposition. KRBE/Houston's Steve Wyrostok, WLOL/Minneapolis's Greg Strassell, WTFX/Madison's Pat Gillen, and WQUT/Johnson City's Rufus Hurt share a few tricks on how to position your station and reposition your competition in part two of a PD roundtable discussion.

#### Atypical Approaches

**R&R:** Steve, Houston used to have three very similar-sounding CHRs. Since joining KRBE, how have you helped redefine the station's image?

**SW:** KNRJ's becoming KHMJ, with an AC format that some people consider Adult CHR, has helped us. KKBQ is staying with a very mainstream approach. We're still tightening up the music and introducing a different attitude — a less traditional CHR approach that makes you do a double take. Mark Driscoll is doing the voiceover material. He's unique . . . makes people talk. Combine that with contests people can play along with — other than "caller number nine wins" — and it stimulates attention.

**R&R:** With so many state lotteries offering millions of dollars, does a \$10,000 prize mean anything anymore?

**RH:** My most effective giveaways seem to be prizes that are perceived as being within listeners' grasp. They have a pretty good chance of winning \$101. I feel more comfortable giving away lots of \$101 prizes than I do \$10,000.

**"I encourage my staff to pay attention only to Power 104 because this is the product, and they need to know what's going on around the clock on our station."**

—Steve Wyrostok

**PG:** I've never believed in the effectiveness of big money prizes. How much fun you have giving it away is more important. We had a weekend contest to win a boat. Callers had to qualify by making the sound of a motorboat. It sounds stupid, but it's kind of fun having adults on the phone going "pthbbttt!"

**GS:** At our stage of the game, the most important thing is to tie our promotions into our image or artists. The old 'LOL was built on the morning show and major contests. If you do that over a long time, you end up without a music image. Then you're in trouble.

**SW:** Huge money giveaways tend to go in one ear and out the other.

#### Make Station Habit-Forming

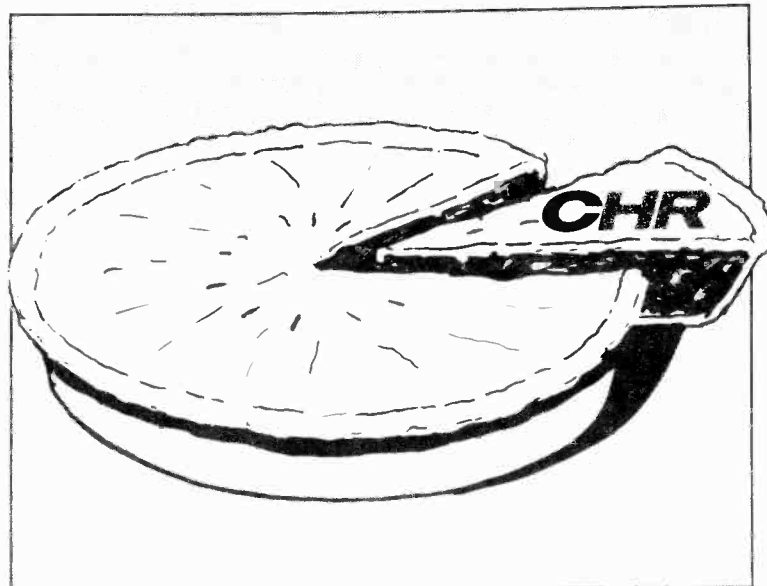
**R&R:** Greg, you've moved WLOL into a dance mode in a market with an ethnic population of 2%. What's been the reaction?

**GS:** The street reaction is very positive. We're seeing good signs in Birch, and we're still waiting for Arbitron. We did a research project in March and April; it basically defined CHR music for WLOL as dance music to separate us from KDWB. With digital radio eventually bringing anywhere from 16 to 32 channels to some markets, niche programming is here to stay. So you need to find your niche, define it on the air, and do everything you can to own that position by explaining to your listeners exactly what you're doing.

**R&R:** Your sign-on tape is 180 degrees away from what you were doing before. Is KDWB reacting?

**GS:** It's hard to say how it's going to react in the long run. It hasn't added as many rock records this summer as it would normally. But with one less mainstream CHR exposing that music earlier, KDWB's been jumping on some dance product earlier.

**PG:** One of the things 'LOL does very well is the little scenarios it puts on the air telling the listener how to use the station. They have a 20-year-old woman saying, "I use it for aerobics in the morning." It just leads listeners to where you want them to be in the first place.



**SW:** One of the sweepers we're running now is, "When listening to Power 104 this summer, be sure to apply the radio evenly across your body at regular intervals. A public service message from Power 104." It gives a lot of imagery. It's an attitude, a lifestyle . . . you want to become something that's as habitual and necessary as brushing your teeth. But keep in mind, there was a survey done a few years ago showing that radio ranked in importance just below the type of grass seed people buy.

**R&R:** Could this repositioning tactic lead to on-air mudslinging?

**GS:** We're airing promos with hooks for our new music, saying, "Here's hot new music on WLOL, part of our fresh new music mix." Then we play six hooks and end it with "...and you can't hear those songs on K-Dweeb."

**R&R:** That sounds a little like mudslinging.

Continued on Page 92

**"The old 'LOL was built on the morning show and major contests. If you do that over a long period of time, you end up without a music image. Then you're in trouble."**

—Greg Strassell

#### Sweepers Vs. Jingles

**R&R:** Are sweepers more effective than jingles, or is it better to combine them?

**RH:** Our market was deluged with sweepers, so I combined them with very short musical intros on my jingles. It's a very fresh, CHR-sounding sweeper-jingle package. Remember, don't give listeners the same thing for too long, or they'll go looking for something else in a heartbeat.

**GS:** We're trying to reposition rival KDWB as the "old Top 40 radio station" using sweepers. We didn't put jingles on WLOL because they sometimes imply Top 40. We wanted to come on with something fresh, so we put on sweepers designed by Rick Allen in New York with [Emmis Exec. VP/Programming] Rick Cummings. Each one ends in the key the next song starts in. Jingles can't deliver an attitude as well as sweepers can.

**RH:** Instead of using so much energy to position yourself, sometimes it's best to use some of it to reposition your competitor as old hat or old news. That's a smart tactic many of us overlook sometimes.

## 'Media Log' Update

During the roundtable discussion, the subject of Arbitron's proposed electronic "Media Log" was brought up. Group reaction was mixed.

KRBE/Houston PD Steve Wyrostok called it a "big mistake," adding that "nine out of ten people don't even know how to program their VCRs." WLOL/Minneapolis PD Greg Strassell said that while his "mom and wife can't program the VCR, my 18-year-old cousin does. If that's the case, it's good for CHR radio and younger demos."

As of this writing, Arbitron has only conducted a small scale pilot test of the unit, the prototype of which resembles a calculator. "We're trying to learn about many issues associated with this procedure," said Arbitron Director/Research Jim Peacock. "It's all experimental. But we hope the use of electronics will make the quality of the data even better." He added that foreseeable problems include the ability of a listener to accurately use the device without training.

"We would be able to trap and challenge illogical entries," continued Peacock. "The unit can be prestored with station IDs and an internal clock to prompt the user if no entries were made in the last 24 hours. While it's feasible within five years, we won't use it until we're sure. Initial costs would be higher, but the reusability and higher response will help keep costs equivalent to what they are today."



**THUMBS UP, OSMOND STYLE** — KF95 (KF95)/Boise recently treated shoppers at a local mall to an Osmond Boys show. Thumbing their way through it are (front row, l-r) Curb's David Forman and Nathan, Michael, David, and Douglas Osmond; (back row) KF95's Mad Max, PD Mike Casper, Gary McCabe, and Victor Fox.



# CMJ MUSIC MARATHON

## SCHEDULE OF EVENTS

"The Discovery and Development of New Artists"

October 24 - 27, 1990 • The Vista Hotel • New York City

### WEDNESDAY, OCTOBER 24, 1990

5:00 PM - 10:00 PM  
REGISTRATION

8:00 PM  
MUSIC MARATHON LIVE! CLUB SHOWCASES

### THURSDAY, OCTOBER 25, 1990

8:00 AM - 5:00 PM  
REGISTRATION

10:00 AM - 5:00 PM  
EXHIBITS

New Amsterdam West Ballroom Foyer

11:00 AM - 4:00 PM  
COLLEGE RADIO WORKSHOP

The Liberty Room

Henry Rollins of *Warzone* will deliver a spoken word performance

12:30 - 1:45 PM  
PUBLISHING, COPYRIGHT & THE REST OF YOUR LIFE

The Broadway Suite

CDs & D.A.T.s: WHERE HAS ALL THE VINYL GONE?

The River Suite

VIDEO & VALIDITY: IN THE EYE OF THE BEHOLDER

The Park Suite

2:00 - 3:15 PM  
THE ROOTS/FOLK PANEL

The Broadway Suite

RECORD PRODUCTION: FROM STUDIO TO STORE

The River Suite

THE FUTURE OF ALTERNATIVE COMMERCIAL RADIO

The Park Suite

3:30 - 4:45 PM  
ON THE ROAD: EFFECTIVE TOURING

The Broadway Suite

RETAIL & DISTRIBUTION: THE BOTTOM LINE

The River Suite

THE FINE PRINT: IT'S A LEGAL MATTER

The Park Suite

8:00 PM  
MUSIC MARATHON LIVE! CLUB SHOWCASES

New Amsterdam West Ballroom Foyer

### FRIDAY, OCTOBER 26, 1990

8:00 AM - 5:00 PM  
REGISTRATION

10:00 AM - 5:00 PM  
EXHIBITS

New Amsterdam West Ballroom Foyer

11:00 AM  
KEYNOTE ADDRESS

New Amsterdam Ballroom

Eric Bogosian

Best known for his solo shows, *Jumpin' in America* and *Sex Drugs Rock & Roll*, and his play *Radio* (which he starred in and co-wrote the film version directed by Oliver Stone)

1:30 - 2:45 PM  
TIPS & TRADES: BUY AN AD AND WE'LL TELL YOU

The Broadway Suite

SO YOU WANT TO BE A ROCK 'N' ROLL CZAR

CAREERS IN THE MUSIC INDUSTRY

The River Suite

BAND SURVIVAL: WILL YOUR DUES PAY OFF?

The Park Suite

ARTIST DISCOVERY & DEVELOPMENT: TALENT, TIMING & TENACITY

New Amsterdam East Ballroom

FREEDOM OF SPEECH: SHHH! BIG BROTHER'S LISTENING

New Amsterdam Center Ballroom

3:00 - 4:15 PM  
MAJORS & INDIES: A MARRIAGE MADE IN ?

The Broadway Suite

HORIZONS: NEW TERRITORY: NEW COUNTRY

The River Suite

CONCERTS ON CAMPUS: PRODUCTION & PROMOTION

The Park Suite

MUSIC MARKETING: FROM CONCEPT TO CONSUMER

New Amsterdam East Ballroom

COLLEGE RADIO IN THE '90s: HAS THE EDGE DULLED?

New Amsterdam Center Ballroom

8:00 PM  
MUSIC MARATHON LIVE! CLUB SHOWCASES

New Amsterdam West Ballroom Foyer

### SATURDAY, OCTOBER 27, 1990

9:00 AM - 3:00 PM  
REGISTRATION

10:00 AM - 3:00 PM  
EXHIBITS

New Amsterdam West Ballroom Foyer

11:00 AM - 12:15 PM  
THE WORLD MUSIC PANEL

The Broadway Suite

ENTREPRENEURSHIP & MUSIC: D.I.Y. STRATEGIES & MECHANICS

The River Suite

THE RAP PANEL

The Park Suite

OFF THE RECORD: CONSUMER PRESS FROM BUTTRICK TO ROLLING STONE

New Amsterdam Center Ballroom

A&R: WHAT'S WRONG WITH THIS TAPE?

The Liberty Room

12:30 - 1:45 PM  
THE JAZZ PANEL

The Broadway Suite

COLLEGE/NON-COMMERCIAL RADIO & THE COMMUNITY

The River Suite

THE BEAT BOX CONCLAVE

The Park Suite

THE DECLARATION OF INDEPENDENTS

New Amsterdam Center Ballroom

THE STATE OF THE MUSIC BIZ: A CURRENT AFFAIR

The Liberty Room

2:00 - 3:15 PM  
THE REGGAE PANEL

The Broadway Suite

RECORD PROMOTION & COLLEGE RADIO

The River Suite

THE RAP ARTIST PANEL

The Park Suite

SUCCESSFULLY MANAGING THE NEW ARTIST

The Liberty Room

3:30 - 4:45 PM  
THE ARTIST ENCOUNTER & FREE FOR ALL

New Amsterdam Ballroom

8:00 PM  
MUSIC MARATHON LIVE! CLUB SHOWCASES

New Amsterdam West Ballroom Foyer

## METAL MARATHON

### THURSDAY, OCTOBER 25, 1990

12:30 - 1:45 PM

RETAIL & MARKETING: GRAND THEFT ALLOWANCE

New Amsterdam East Ballroom

2:00 - 3:15 PM

INTERVIEW WORKSHOP: DIGGING DEEP WITHOUT BURYING YOURSELF

New Amsterdam East Ballroom

3:30 - 4:45 PM

TBA

New Amsterdam East Ballroom

### FRIDAY, OCTOBER 26, 1990

11:00 AM - 12:15 PM

ARTIST DEVELOPMENT: BUILDING THE PERFECT BEAST

The Liberty Room

12:30 - 1:45 PM

METAL PROGRAMMING AND PROMOTION: RADIO-ACTIVE OR CARBON-DATED?

The Liberty Room

2:00 - 3:15 PM

ALTERNAPSYCHEMETALFUNKRAPCORE: THE CREATIVITY, CONFORMITY AND CONFUSION OF CROSSING OVER

The Liberty Room

3:30 - 4:45 PM

KEYNOTE ADDRESS

The Liberty Room

### SATURDAY, OCTOBER 27, 1990

11:30 AM - 1:15 PM

M.A. (Details Later)

New Amsterdam East Ballroom

1:30 - 3:00 PM

ARTIST PANEL

New Amsterdam East Ballroom

### MORE TO BE FIGURED OUT LATER!

Schedule subject to change

For more information contact: Joanne Abbot Green at (516) 466-6000 or Fax 516-466-7159.  
CMJ Music Marathon, 245 Great Neck Rd., 3rd Floor, Great Neck, NY 11021

# CHR

## Claiming A Piece Of The Market Pie

Continued from Page 91

GS: A bit. About as much as Minnesota can handle.

PT: That's a key right there — as much as the market can handle. You can't insult your audience, and you can go just so far before the average person says, "Don't you have anything good to say about yourself?"

GS: The music promos we're running differentiate us by saying we really do play fresher new music. [KDWB PD Brian Philips] has gone on the air when playing a rock record and done the same thing, saying, "Here's a song those guys can't play."

"I've never believed in the effectiveness of big money prizes. How much fun you have giving it away is more important."

—Pat Gillen

### Trimming Talk

R&R: One of the most frequent focus group complaints about CHR is that "jocks talk too much."

RH: My direction is whatever you're going to do, do it really well and talk about one thing at a time. If it can be said in 25 words, a pro can say it better and cleaner in 12. If you have a bit or some information, and it can be efficiently delivered in 25 seconds, I have no problem with it. But if it's a seven-second bit that turns into 25 seconds, then it's a serious problem.

SW: Besides telling the listeners about the song or artist, air talent should say things that are pertinent — things that will be used by the listener. If you've locked the keys in the house or car, there are probably 50 people out there who've done that this week. Those kind of things bring you back to earth and make you relatable to situations in everyday life. There was a huge lightning storm here recently and almost all the traffic lights were out. That's basically all we talked about the next morning.

GS: The morning show concentrates on local and topical stuff. Anything else has to be reconsidered. We try to have the rest of the shows concentrate on break quality, not quantity. I have some jocks who'd like to come in and do 18 personality bits an hour. I say go back and concentrate on doing one or two memorable bits. If it takes a few more words, make it memorable, then back off on the talk for the rest of the breaks.

PG: My staff is probably younger than everyone else's here. During one of the first jock meetings I told them there's no excuse for a boring break. Second, if you make a mistake in pursuit of having a good time with your audience, you're forgiven. We'll figure out why you made the mistake and work through it so you don't do it again.

### Pump Up The Staff

R&R: How do you keep your air-staffs motivated?

RH: I stay by a phone. As soon as I hear something positive, I call immediately and say, "Hey, that's the way I like to hear it."

PG: There are probably more high-fives in the hallway here than I've ever seen. Little things matter. We have a monthly staff party . . . anything from a picnic in the backyard to a trip somewhere. When we signed on, we sold a lot of spec spots and gave away \$50 awards for the best spec spot that *didn't* get sold. It says we appreciate the effort, even though nobody will hear it.

SW: I encourage my staff to pay attention only to Power 104 because this is the product, and they need to know what's going on around the clock on our station. Listening to other stations can breed negatives if they're doing something or playing something we don't. I try to keep the goals clear, keep people happy, keep an open door, show up at all the promotions, and stay in touch on a daily basis.

R&R: Finding the right talent — especially for mornings — is more crucial than ever. Where should PDs look?

"Don't give listeners the same thing for too long, or they'll go looking for something else in a heartbeat."

—Rufus Hurt

RH: Nights are a great place to look. You've got to do some off-the-wall, wacky things to get people to listen at night. What do we have to lose? Listening levels decline at night anyway, so these night guys are thinking in innovative ways. They're developing great skills.

GS: Look in other formats. We found Steve Kellogg doing AC in Orlando, and he's working out just great in mornings.

The incredible demands on a PD are resulting in less time than is necessary with talent. Every PD should sit back and ask if he's spending enough time developing the airstaff. It's important to the future of CHR.

SW: The days of finding a perfect morning show at another station are ending because not enough people are starting from scratch and developing as personalities. It's time to go back and develop your own.

## MOTION

• WPGC/Washington tabs Sharon E. Seldon as Promotions Coordinator.

KWTX/Waco, TX adds former "Munsters" star Butch Patrick to the staff joining the Doug Edwards morning show . . . WKSS/Hartford moves Larry Hyrb into the vacant Promotions Coordinator slot . . . Changes at KQHT/Grand Forks, MN: "Magic" Mark Johnson comes in from KHTY (Y97)/Santa Barbara for mornings, and will share APD duties with Shelley Carr; overnigher Greg Fite is named AMD.

WIXX/Green Bay five-year morning man Randy Dean returns home to do wakeups at KROC/Rochester, MN. WIXX PD Wayne Coy takes over

mornings, and WTBX/Hibbing, MN PD Joe Crain comes in for APD/afternoons . . . Green Bay Packer backup quarterback Anthony Dilweg has joined WLUM (Hot 102)/Milwaukee's Gilmore Brothers to do Packer reports three mornings a week.

### Coming Next Week

Showdown In Grand Forks: KQHT Vs. KKXL



M.C. HAMMERS HOLLYWOOD — M.C. Hammer (c) recently tooled on over to KIIS-FM/Los Angeles to see Hollywood Hamilton. Flashing her pearly whites is Hamilton's producer, Samantha Stander.

**THEN . . .  
MOST ADDED**

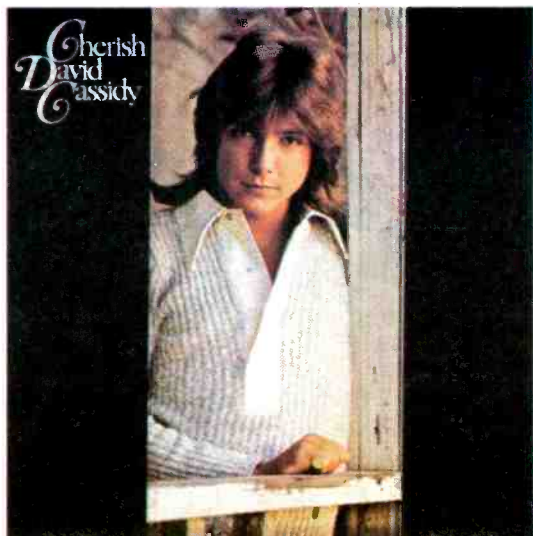
**WABC  
WLS  
WCOL  
WCAO  
KSLQ  
KROY-AM  
WQAM  
KRIZ  
KCPX-AM  
WIFE  
WMAK  
WKBW  
KONO  
PLUS MANY MORE**

**ABC  
AMERICAN BANDSTAND**

**NOW . . .  
MOST ADDED (73/72)**

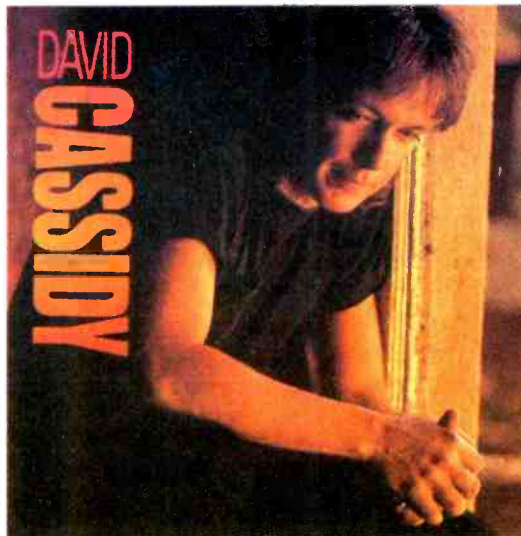
**WPLJ  
Z95  
WNCI  
B104  
WKBQ  
KWOD  
Y100  
KZZP  
KISN  
WZPL  
Y107  
WMJQ  
KSAQ  
PLUS MANY MORE**

**MTV  
VH-1**



**PERCEPTION**

**VS.**



**REALITY**

**DAVID CASSIDY. YES, *THIS* DAVID CASSIDY.**

**LYIN' TO MYSELF** 7 75084-4

PRODUCED BY E.T. THORNGREN

**ON YOUR DESK NOW! THE FIRST SINGLE AND VIDEO.**

**DAVID CASSIDY**

CASSETTE 7 73554-4 COMPACT DISC 7 73554-2



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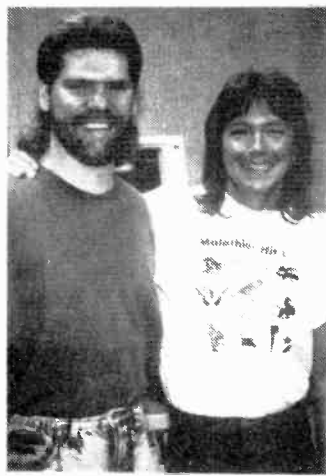
**GUERRILLA RADIO** — WQHT (Hot97)/New York Marketing Director Rocco Macri loves the smell of napalm in the morning. Macri launched his promotional assault during the Puerto Rican Day parade.



**POWER NIGHT OUT** — KPWR (Power 106)/Los Angeles PD Jeff Wyatt shows Tyler Collins the double-fisted approach to partying at the recent Powerhouse IX blowout.



**VISION OF THE HAMMER** — More than 20,000 San Franciscans beheld Mariah Carey and M.C. Hammer at KMEL's Summer Jam 1990 benefit concert, which raised \$200,000 to fight street violence and drug abuse. Coolin' backstage are KMEL PD Keith Naftaly, Carey, Hammer, and station MD Hosh Guereñ.



**DAVID'S BACK** — David Cassidy (r) made WXXL (XL1067)/Orlando an early stop on his comeback promotional tour. Watching the birdie with Cassidy is MD Rod Lauderdale.



**A B-52'S 'DO** — WAPW (Power 99)/Atlanta sponsored a B-52's show and gave a dee-lux beehive hairdo to winner Mary Mowak (c). Applying the scrumptious finishing touches are hairdresser Jon Michael and morning maniac Major Tom.



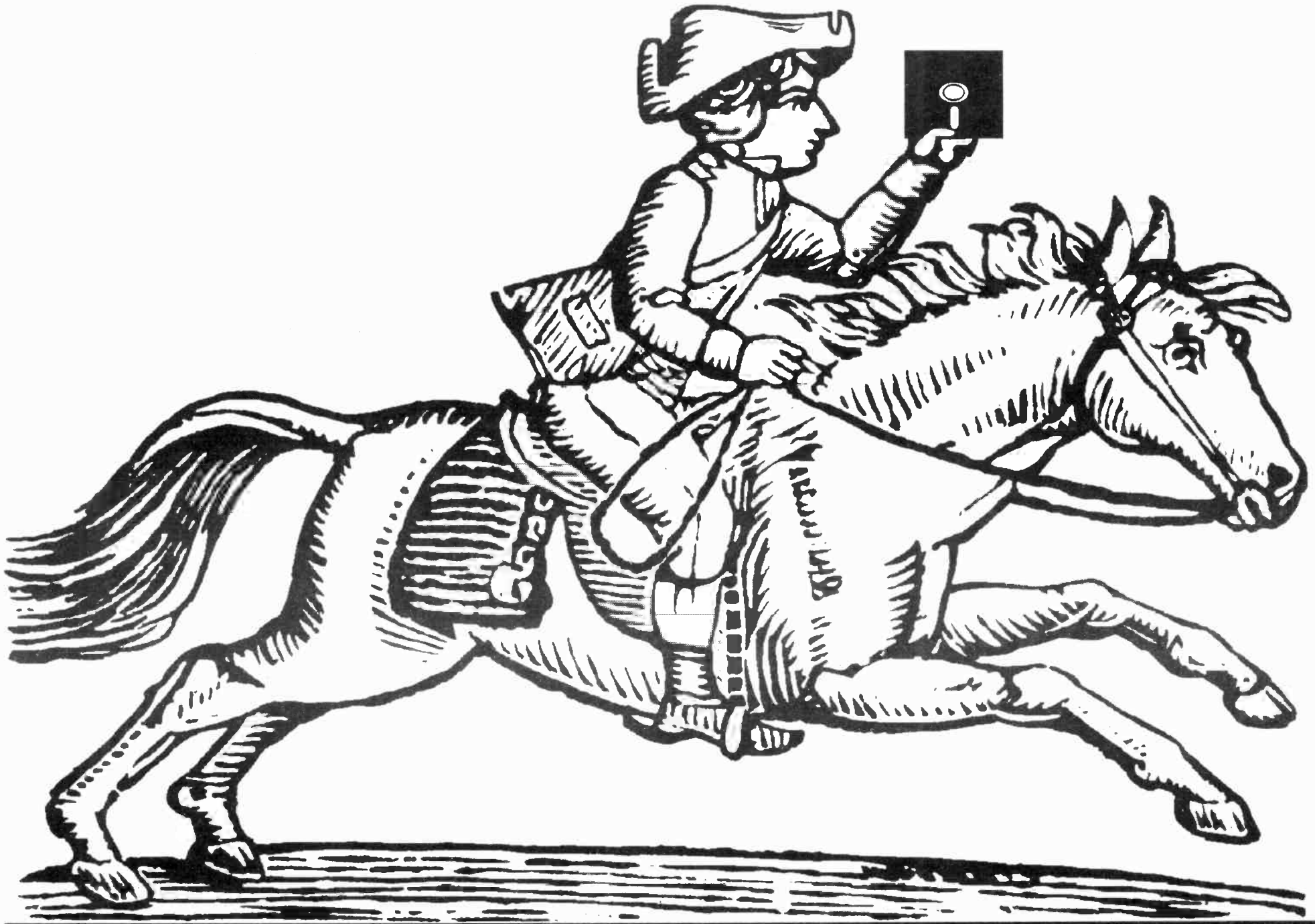
**A GRAB 'N GROPE PARTY** — On view above are blindfolded WKQB/Charleston, SC contestants wading and groping their way through a pool filled with Pepsi cans. One lucky groper grabbed the magic can and won herself a limited edition Richard Petty Pontiac Grand Prix.



**PORKIN' DOWN THE HIGHWAY** — KOY-FM (Y95)/Phoenix offered free T-shirts to drivers who'd slap Y95 stickers on their bumpers. An hour later, Y95 had 500 new mobile billboards, including an armored car. Pictured is PD/night man Monsoon Eddie making good on the promise with station mascot the Party Pig.



**CHOOSE YOUR POISON** — KQLZ (Pirate Radio)/Los Angeles's "Private Poison Party" at the Roxy debuted the band's new album, "Flesh And Blood." The group then performed for the crowd. Backstage before the show (l-r) are HK Management's Denny Rosencrantz, Poison's Bobby Dahl and Brett Michaels, Pirate afternoon swashbuckler Shadow Steele, and Poison's Rikki Rockett and C.C. DeVille.



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TAKE IT FROM  
THE PROS  
**TEENA  
MARIE**  
HAS A SMASH!  
**HERE'S  
LOOKING  
AT YOU**

"This is a fresh new sound. This record should capture the women 18-24 years old."

**Terril Weber**  
KHYS/Houston

"Teena Marie comes back with a strong piece of product, and her fans are glad to see her back . . ."

**Joe Spencer**  
WGPR/Detroit

"Teena Marie is back and looking at a hit!"

**Dee Jai Sloan**  
K104-FM/Dallas

"Teena will always be Teena. Strong vocals and it's working for us."

**Morgan Sinclair**  
WBLX/Mobile

"Teena Marie has always ruled in Philadelphia and this is another jewel in her crown."

**Dave Allen**  
WUSL/Philadelphia

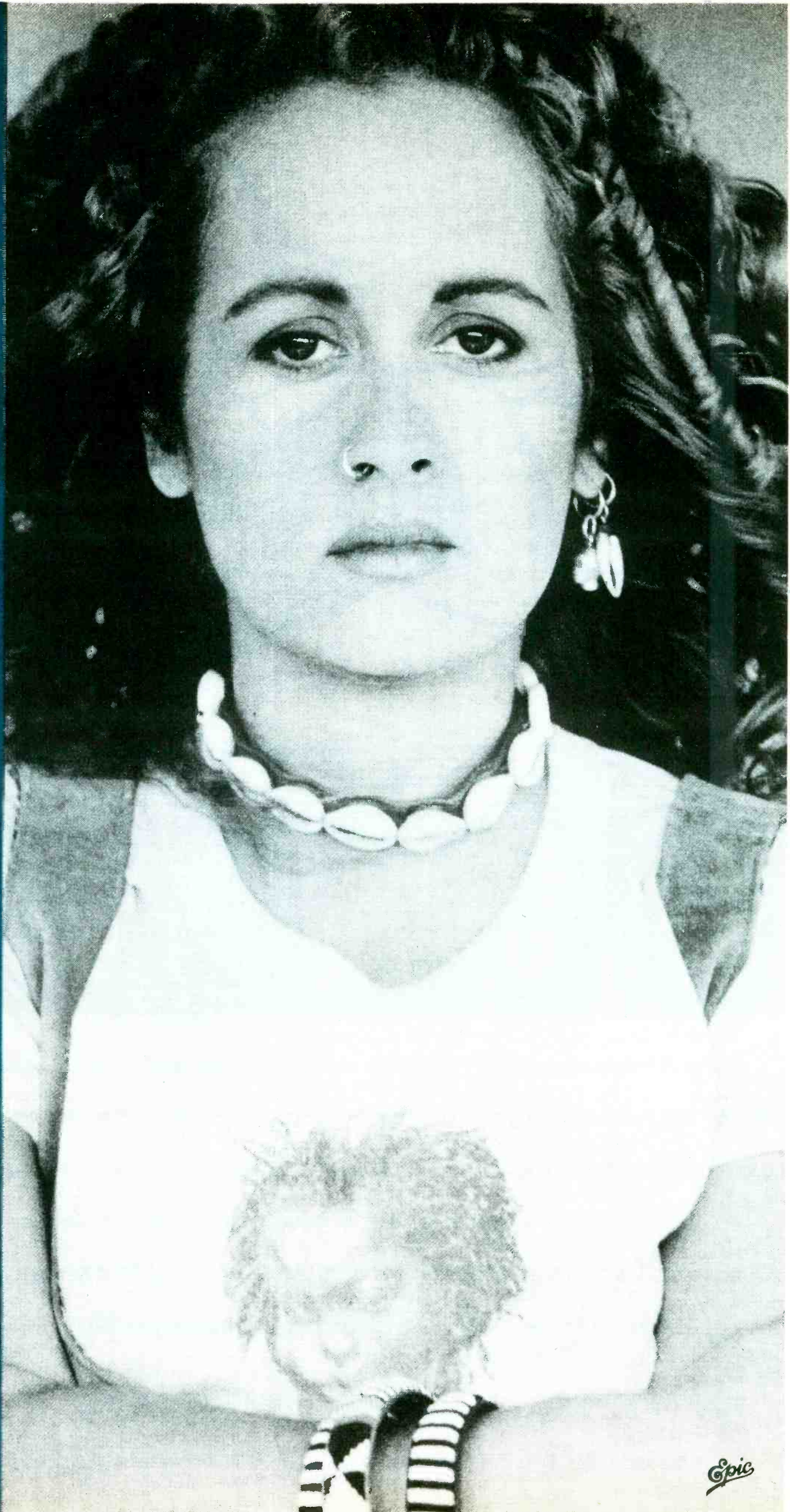
URBAN CONTEMPORARY CHART

**37 - 29**

85 UC REPORTERS - 89%  
CONVERSION FACTOR: +25!

**MOST ADDED FOR TWO  
WEEKS!**

THE  
ALBUM:



*Epic*





WALT LOVE

## URBAN CONTEMPORARY

## 12-YEAR TRADITION

## WDAS Celebrates Unity

In 1978, the management of WDAS-AM & FM/Philadelphia held the first Unity Day, a celebration of family values. Over the years, Unity Day's attendance has grown from 50,000 to 700,000. This year, GM **Kernie Anderson** opted to extend the celebration over three days and include even more activities.

### Bringing Community Together

Promotions Director **E. Steven Collins** recalled, "At the conclusion of last year's Unity Day, Anderson set an ambitious objective. He wanted to elevate the significance and quality of the event. We started planning in November '89 and the goal was to not only increase the event's length, but also improve the activities for youth. We decided to work on the gospel area and health and fitness. Both turned out to be positive additions.

"Unity Day is about the need to bring our community together around family-oriented issues. Some issues may sound a little cor-

**"I look on Unity Day as a showcase of what African-American management can do in this area."**

—Kernie Anderson

ny, but they're still critically important in terms of maintaining the family unit. We stress the importance of going to church, being respectful, sharing, fellowship, giving, and love."

Anderson put it this way: "I look on Unity Day as a showcase of



**DOCTOR IN THE HOUSE** — Gathered onstage to honor Dr. J during WDAS/Philadelphia's Unity Weekend are (l-r) Black Entertainment Television's **Lisa Johnson**, WDAS Promotions Director **E. Steven Collins**, Pennsylvania Governor **Robert Casey**, WDAS GM **Kernie Anderson**, **Ronald Isley**, Unity Broadcasting Board Chairman **Eugene Jackson**, and the illustrious **Dr. J**.



**700,000'S A CROWD** — This shot was taken in front of the gospel stage about 3pm Sunday. That's WDAS AE **Vivian Barnes** doing her part at the barricades.

what African-American management can do in this area. This is one of the largest radio-driven events in the nation. This year we said, "There's room to do better." One improvement was providing more rides for kids. You have to see it to really appreciate what happens. It's a festive occasion; there are hundreds of thousands of children with smiles on their faces."

### Heralding Diversity

The rechristened Unity Weekend began on a Friday morning with a "City Of Diversity" forum held at the Franklin Institute, and jointly produced by the Fellowship Commission and WDAS. Afterward, Mayor **W. Wilson Goode** issued a

proclamation and held a reception at City Hall.

The first annual Unity Fun Run & 10-K Jog-A-Thon took place on Saturday morning. A portion of the proceeds was donated to the Ronald McDonald House. That night, WDAS hosted the Unity Weekend '90 VIP reception sponsored by Black Entertainment Television and area cable companies **Wade Cable**, **Comcast CableVision**, and **Greater Media Cable**. The reception honored recipients of WDAS "Striving Toward Excellence" awards.

### Stars Came Out

Sunday was play day. There were games and performances for kids, along with the traditional softball game: WDAS family and staff-

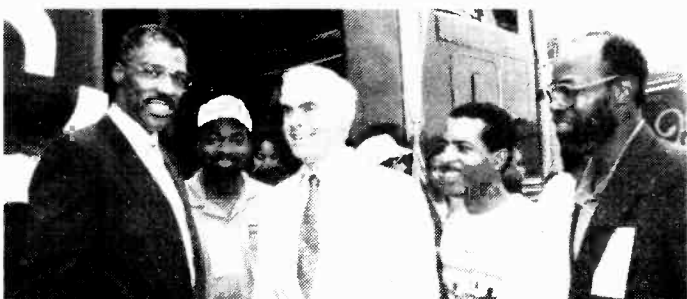
ers against prominent political, religious, and civic leaders, including Mayor **Goode** and Pennsylvania Governor **Robert Casey**.

**Dr. J (Julius Irving)** served as host, and there was plenty of entertainment. The gospel stage was billed as "The Spirit Of Philadelphia" and featured **Rev. James Cleveland**, **Framaine Hawkins**, the **Philadelphia Mass Choir**, the **Wilmington/Chester Mass Choir**, the **Gabriel Hardeman Delegation**, the **Dixie Hummingbirds**, **Witness**, **Rev. Darryl Coley**, **Patrick Henderson**, **Ricky Grundy**, and others.

**Collins** completed the entertainment list: "We had **Ronnie Isley**, **Angela Winbush**, **Regina Belle**, **Spike Lee**, and **Dick Gregory**. It was a great weekend and Sunday was outstanding."



**MAKING HISTORY** — Pennsylvania Secretary of State **Christopher Lewis** (r) presents a state proclamation to **BET Network's Rosalyn Shaw-Doakes** (l). The proclamation recognized BET's excellence in broadcasting to African-American audiences nationwide. At the podium is WDAS's **E. Steven Collins**.

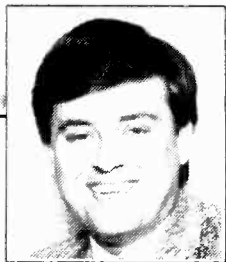


**BROTHERLY LOVE** — Posing for posterity in Philly are (l-r) **Dr. J**, WDAS's **E. Steven Collins**, Governor **Casey**, Secretary of State **Lewis**, and WDAS's **Kernie Anderson**.



**NICE T-SHIRT, MR. MAYOR** — Getting into the spirit of Unity Weekend are (l-r) **Greater Media Cable's Valena Dixon**, **Comcast Cable's Vic Skrownski**, Mayor **W. Wilson Goode** (holding the Unity T-shirt), WDAS's **E. Steven Collins**, and the **McDonald's Corporation's Bonnie Clark** and **Frank Guyon**.





LON HELTON

## Spring Fails To Deliver Winter's Promise

The spring 1990 Arbitron didn't yield the results a strong winter — or a cursory glance at the incoming numbers — may have promised. Indeed, the CRI was off by 14.1 points. Worse, it fell for the fourth consecutive spring.

This is especially disappointing, following an 18.6 point surge in the winter '90 figures. Country had every right to expect further gains in the traditionally strong (for Country) spring sweep. As the early results came in, it looked as if Country was doing exceedingly well.

Basically, FM held almost exactly even. The winners' gains were almost evenly offset by the losers' slippage. Even the 25-54 rankings were almost dead even, with 61 stations improving their position in

the target demo and 60 outlets losing ground.

AM was again responsible for the bulk of the format's losses. It now accounts for a mere 9% of Country's total 25-54 shares.

A case could be made that the declining 25-54 shares are due to Country becoming a 35-64 format. However, the 12+ losses suffered by 49% of the stations would preclude that; unless, of course, the 12+ losses are coming from listeners moving into the over-64 bracket.

These numbers are compiled from Country outlets in continuously measured markets only.

### Spring '90 At A Glance

- 25-54: 44% up; 46% down
- 12+: 42% up; 49% down
- FM: 49% up; 45% down, 25-54
- AM: 37% up; 47% down, 25-54

## Spring Station Scoreboard

Station/City	12+		25-54 Rank		Station/City	12+		25-54 Rank	
	W '90	Sp '90	W '90	Sp '90		W '90	Sp '90	W '90	Sp '90
WGNA/Albany	.7	.9	T16	T14	WPFB-FM/Dayton	1.5	1.6	T15	13
WGNA-FM/Albany	11.2	8.9	1	2	KYGO/Denver	2.8	1.8	T15	18
Combo	12.0	9.8	1	2	KYGO-FM/Denver	6.0	7.9	4	1
WXKW/Allentown	4.6	4.4	7	6	WCXI/Detroit*	1.3	1.0	T25	28
WKHX/Atlanta	.1	.1	T21	DNS	WWWW/Detroit*	4.9	4.1	T4	10
WKHX-FM/Atlanta	5.3	4.5	5	9	KHEY/EI Paso	3.0	2.1	13	T12
Combo	5.4	4.6	5	9	KHEY-FM/EI Paso	10.5	11.9	1	1
WYAI/Atlanta*	1.1	.9	15	15	KFRE/Fresno	4.9	2.6	4	15
WYAY/Atlanta*	3.7	4.7	9	7	KNAX/Fresno	10.0	6.7	1	2
Combo	4.8	5.6	6	5	WCUZ/Grand Rapids	1.5	2.9	T14	13
KASE/Austin*	17.0	14.5	1	1	WCUZ-FM/Grand Rapids	8.5	6.8	3	2
KTAE/Austin	1.2	.7	DNS	DNS	WPCM/Greensboro-Winston-Salem-Highpoint	1.6	1.5	12	14
KVET/Austin*	2.2	2.7	13	T12	WTQR/G-WS-HP	18.2	15.3	1	1
WCAO/Baltimore	1.5	1.6	T22	T20	WESC/Greenville	2.2	.9	10	T28
WPOC/Baltimore	6.7	6.8	5	4	WESC-FM/Greenville	11.3	12.7	2	2
WKJN/Baton Rouge #1	DNS	—	DNS	—	WSSL/Greenville	.1	DNS	DNS	DNS
WKJN-FM/Baton Rouge	4.6	4.8	9	7	WSSL-FM/Greenville	8.5	11.0	3	3
WYNK/Baton Rouge	.4	1.5	19	T17	WHYL/Harrisburg	4.1	3.7	17	20
WYNK-FM/Baton Rouge	14.2	11.1	1	2	WHYL-FM/Harrisburg	2.0	3.0	T11	7
Combo	14.6	12.6	1	T1	WRKZ/Harrisburg	6.9	7.1	3	4
WVOK/Birmingham	.7	.8	T19	T19	WWYZ/Hartford	9.1	6.8	1	3
WZZK/Birmingham	1.5	1.2	T13	T19	KDEO/Honolulu	.7	.9	T18	T21
WZZK-FM/Birmingham	14.8	14.5	1	1	KDEO-FM/Honolulu	1.7	1.6	15	T12
Combo	16.3	15.7	1	1	Combo	2.4	2.5	15	12
WCAV/Boston	DNS	.4	DNS	T28	KIKK/Houston	.6	.4	T28	T28
WKKU/Boston	.5	.5	27	T28	KIKK-FM/Houston	7.7	7.7	2	1
WYRK/Buffalo	8.2	8.8	5	2	KILT-FM/Houston	8.6	7.3	1	3
WLON/Charlotte	.7	.6	17	T22	WFMS/Indianapolis	11.0	13.2	2	2
WTDR/Charlotte #2	5.3	3.5	T8	8	WIRE/Indianapolis	DNS	DNS	DNS	DNS
WSOC/Charlotte	DNS	.1	DNS	DNS	WCRJ/Jacksonville	5.3	3.6	8	9
WSOC-FM/Charlotte	13.3	13.1	1	1	WQIK/Jacksonville #4	.9	.4	15	DNS
WDOD/Chattanooga	3.1	2.5	9	12	WQIK-FM/Jacksonville	10.5	8.7	1	5
WDOD-FM/Chattanooga	7.6	6.7	4	4	KCFM/Kansas City	.6	.4	18	22
WUSY/Chattanooga	12.8	17.7	1	1	KFKF-FM/Kansas City	7.0	7.8	2	1
WUSN/Chicago	3.5	3.4	9	11	WDAF/Kansas City	12.8	10.7	1	2
WBVE/Cincinnati	1.9	2.5	13	13	WIVK/Knoxville	3.1	2.3	7	7
WUBE/Cincinnati #3	—	.1	—	T24	WIVK-FM/Knoxville	31.2	29.9	1	1
WUBE-FM/Cincinnati	5.0	4.8	7	7	Combo	34.3	32.2	1	1
Combo	—	4.9	—	7	WSEV/Knoxville	.6	.5	T14	T12
WGAR/Cleveland	1.0	1.0	T27	23	WITL/Lansing	DNS	1.1	DNS	T15
WGAR-FM/Cleveland	5.2	6.9	7	5	WITL-FM/Lansing	18.0	15.3	1	1
WHOK/Columbus	6.0	5.1	5	5	KFMS/Las Vegas	.4	.7	T19	22
WMNI/Columbus	2.3	1.7	10	18					
KPLX/Dallas	5.6	7.4	3	3					
KSCS/Dallas*	8.8	8.6	1	1					
WBAP/Dallas*	4.6	5.8	5	4					
WHKO/Dayton	10.6	8.1	1	3					
WKSX/Dayton	DNS	.8	DNS	T18					
WONE/Dayton	4.3	4.2	10	10					

Continued on Page 100

## Country Ratings Index Data

Spring '90 CRI: 888.0, Down 14.1 Points

Winter '90 CRI: 902.1	Spring '88 CRI: 934.5
Fall '89 CRI: 883.5	Spring '87 CRI: 954.4
Summer '89 CRI: 870.3	Spring '86 CRI: 1014.6
Spring '89 CRI: 894.1	

### Spring '90: 177 Stations

- 78 Up a total of 98.1 shares, adults 25-54
- 81 Down a total of 111.7 shares, adults 25-54
- 17 Even
- 1 Debut, .2 shares, adults 25-54
- 3 Drops, 1.5 shares, adults 25-54

### Winter '90: 179 Stations

- 84 Up a total of 103.7 shares, adults 25-54
- 76 Down a total of 77.0 shares, adults 25-54
- 18 Even
- 1 Debut, 3.5 shares, adults 25-54
- 7 Drops, 10.6 shares, adults 25-54

### Spring '89: 180 Stations

- 79 Up a total of 91.3 shares, adults 25-54
- 74 Down a total of 74.0 shares, adults 25-54
- 25 Even
- 2 Debuts, 9.4 shares, adults 25-54
- 1 Drop, 3.1 shares, adults 25-54

### Spring '88: 175 Stations

- 77 Up a total of 99.8 shares, adults 25-54
- 87 Down a total of 101.5 shares, adults 25-54
- 8 Even
- 3 Debuts, 3.6 shares, adults 25-54
- 2 Drops, .9 shares, adults 25-54

### Spring '87: 178 Stations

- 75 Up a total of 89.1 shares, adults 25-54
- 91 Down a total of 100.4 shares, adults 25-54
- 9 Even
- 3 Debuts, 3.0 shares, adults 25-54
- 6 Drops, 12.2 shares, adults 25-54

To compensate for the addition of new continuously measured markets into the CRI data base, the actual share totals for all the Country stations in continuously measured markets have been multiplied by a factor of .949 to keep the CRI relative to past indices. This will continue to be done, and the factor will fluctuate, as more markets are continuously measured. Thus, the CRI is now a relative — not an absolute — number, representing actual shares.

The conversion factor is determined by additional markets, not stations. We are determining market, not station, listening levels.

## Format Scorecard

Stations Surveyed	W '90	Sp '90		
	179	177		
<b>Continuously Measured Markets w/Ctry Outlets</b>	78	78		
<b>25-54 Share Comparisons</b>	Up	84	47%	78 44%
	Down	76	42%	81 46%
	Even	18	10%	17 9%
	Debut	1	1%	1 1%
	Drops	7		3
<b>25-54 Rank Comparison</b>	Up	68	38%	61 35%
	Down	57	32%	60 34%
	Even	53	30%	55 31%
<b>12+ Comparisons</b>	Up	87	48%	75 42%
	Down	82	45%	86 49%
	Even	11	6%	15 8%
	Debut	1	1%	1 1%
	Drops	3		3
<b>Markets With Country #1, Adults 25-54</b>	32	24		
<b>Markets With Country #1 12+</b>	18	14		

## Footnotes

- #1. WKJN (AM) changes to Business News WIBR, 4/90.
- #2. WLKV changes calls to WTDR, 3/90.
- #3. Oldies WDJO becomes Country WUBE (AM), 3/90.
- #4. WQIK (AM) adopts SMN's Traditional Country & Western, 4/90.
- #5. WDBG switches to News/Sports/Talk, 4/90.

# THE KENTUCKY HEADHUNTERS

BY POPULAR DEMAND

## ROCK 'N' ROLL ANGEL

ALREADY RECEIVING HEAVY AIRPLAY AS AN LP CUT



FROM THE SOON TO BE  
PLATINUM LP "PICKIN' ON  
NASHVILLE" THE 4<sup>TH</sup> HIT  
SINGLE FROM THE MOST  
TALKED ABOUT NEW  
COUNTRY GROUP OF 1990



THE 1990 ACADEMY OF  
COUNTRY MUSIC NEW  
VOCAL GROUP OF THE YEAR

1990 COUNTRY MUSIC  
ASSOCIATION  
NOMINEES FOR:

- ★ HORIZON AWARD
- ★ GROUP OF THE YEAR
- ★ ALBUM OF THE YEAR  
"PICKIN' ON NASHVILLE"
- ★ MUSIC VIDEO OF THE  
YEAR "DUMAS WALKER"



PolyGram

AVAILABLE ON MERCURY  
COMPACT DISCS AND CASSETTES.

ADD DATE SEPTEMBER 17



# Spring Station Scoreboard

Continued from Page 98

Station/City	12+		25-54 Rank	
	W '90	Sp '90	W '90	Sp '90
KFMS-FM/Las Vegas	9.8	9.3	1	1
Combo	10.2	10.0	1	1
KZLA/Los Angeles*	2.0	2.7	T14	T11
WAMZ/Louisville	14.7	14.9	1	1
WTMT/Louisville	.7	.9	13	17
WWKY/Louisville	1.7	1.4	11	12
KTXF/McAllen-Brownsville	16.6	14.3	1	1
WGKX/Memphis	12.0	10.9	1	2
WKIS/Miami*	4.6	3.7	T5	6
WQAM/Miami*	.4	.6	T28	T29
WMIL/Milwaukee	6.9	7.2	3	4
KEEY/Minn.-St. Paul*	8.4	9.3	4	1
WDGY/Minn.-St. Paul* #5	1.1	—	15	—
KTOM/Monterey-Salinas	1.6	1.1	T20	T20
KTOM-FM/Monterey-Salinas	4.7	5.5	7	3
Combo	6.3	6.6	4	2
WSIX-FM/Nashville	10.5	12.7	1	1
WSM/Nashville	3.3	3.3	T11	12
WSM-FM/Nashville	8.8	7.4	2	5
WNOE/New Orleans	1.2	1.1	23	18
WNOE-FM/New Orleans	5.6	5.4	7	6
WYNY/New York	2.4	2.4	11	4
WCMS/Norfolk	.1	.2	24	DNS
WCMS-FM/Norfolk	8.4	6.9	1	3
Combo	8.5	7.1	1	3
WKEZ/Norfolk	1.9	1.5	T15	12
KEBC/Oklahoma City	7.2	6.8	T6	6
KXXY/Oklahoma City	.3	.4	18	T18
KXXY-FM/Oklahoma City	14.9	15.6	1	1
Combo	15.2	16.0	1	1
WKY/Oklahoma City	2.5	3.8	15	12
WOW/Ornaha	5.1	4.0	10	8
WOW-FM/Omaha	8.2	7.1	4	4
WHOO/Orlando	.5	.6	19	T19
WWKA/Orlando	11.2	9.6	1	T2

Station/City	12+		25-54 Rank	
	W '90	Sp '90	W '90	Sp '90
WXTU/Philadelphia	3.3	4.8	12	7
KMLE/Phoenix	4.5	4.6	T5	10
KNIX-FM/Phoenix	11.4	9.1	1	2
WDSY/Pittsburgh	4.5	5.8	8	7
WIXZ/Pittsburgh	DNS	DNS	DNS	DNS
KUPL/Portland	1.2	1.1	19	T19
KUPL-FM/Portland	7.5	9.0	3	1
KWJJ/Portland	1.4	1.5	16	17
KWJJ-FM/Portland	3.0	2.5	12	12
WCTK/Providence	3.8	4.0	6	6
WHIM/Providence	2.6	2.8	15	15
WQDR/Raleigh-Durham	8.4	6.9	2	6
WKHK/Richmond	9.7	9.7	3	2
KCKC/Riverside-San Ber.	2.5	1.4	13	24
KFRG/Riv.-San Ber.	2.9	8.0	10	1
KNTF/Riv.-San Ber.	1.1	.7	T30	T26
KWDJ/Riv.-San Ber.	1.5	1.5	T15	T23
WBBF/Rochester*	1.3	2.1	T12	T12
WBEE/Rochester*	11.3	9.4	3	3
KRAK/Sacramento	3.2	3.4	11	11
KRAK-FM/Sacramento	7.9	8.3	2	2
WIL/St. Louis	.3	.5	T29	T24
WIL-FM/St. Louis	5.8	6.4	6	4
WKKX/St. Louis	2.5	2.4	T9	10
KKAT/Salt Lake City	10.7	8.5	1	2
KSOP/Salt Lake City	.7	.7	T26	T26
KSOP-FM/Salt Lake City	5.3	4.9	7	6
Combo	6.0	5.6	6	6
KAJA/San Antonio	5.9	5.5	3	3
KCYI/San Antonio*	10.9	12.6	1	1
KOWA/San Diego*	.3	DNS	T36	DNS
KOWF/San Diego*	.3	DNS	T34	DNS
KSON/San Diego	.4	.4	T26	T29
KSON-FM/San Diego	6.2	6.5	1	1
Combo	6.6	6.7	1	1
KOWA/San Diego N. Cty*	1.2	.5	27	T34

Station/City	12+		25-54 Rank	
	W '90	Sp '90	W '90	Sp '90
KOWF/San Diego N. Cty*	1.3	1.9	T24	T11
KEEN/S.F. ARB	.5	.7	T40	T35
KNEW/S.F.-Oakland*	1.8	1.1	T25	33
KSAN/S.F.-Oakland*	2.4	2.4	11	7
KEEN/San Jose	1.8	2.5	15	T15
KRTY/San Jose	.4	1.7	T29	T15
KMPS/Seattle-Tacoma	1.2	.7	24	T24
KMPS-FM/Seattle-Tacoma	5.7	5.6	3	2
Combo	6.9	6.3	2	2
KRPM/Seattle-Tacoma	.3	.4	T33	29
KRPM-FM/Seattle-Tacoma	2.6	3.1	T14	13
Combo	2.9	3.5	T11	10
WIXY/Springfield, MA	.4	1.8	22	T18
WNDR/Syracuse	2.0	1.4	T11	18
WSCP/Syracuse	.3	DNS	T17	DNS
WSCP-FM/Syracuse	1.7	2.7	14	T12
Combo	2.0	2.7	11	T12
WQYK/Tampa	.6	.6	T18	DNS
WQYK-FM/Tampa	7.5	7.8	5	4
WKKO/Toledo*	9.5	9.9	1	2
WOHO/Toledo	2.0	1.3	13	11
WTOD/Toledo*	3.7	2.1	T11	T14
KIIM/Tucson*	.9	1.2	T18	T15
KIIM-FM/Tucson*	13.7	13.5	1	1
Combo	14.6	14.7	1	1
KTFX/Tulsa	3.0	1.7	11	T13
KVOO/Tulsa	8.3	6.3	T8	10
KVOO-FM/Tulsa	2.5	4.2	12	9
KWENT/Tulsa	12.4	11.0	1	2
WMZQ/Washington	.2	.1	T34	T33
WMZQ-FM/Washington	5.6	6.2	3	1
Combo	5.8	6.3	3	1
WIRK/West Palm Beach	3.7	6.9	10	2
WEMR/Wilkes Barre-Scranton	DNS	DNS	DNS	DNS
WGTY/York	8.7	10.2	2	2
WXKU/York	.3	.8	DNS	T25
WQXK/Youngstown-Warren	9.0	10.6	3	2

## Breakouts: AM Vs. FM

Band:	AM	FM
Stations:	73	104
Sp '90	75	104
W '90	81	104
F '89	80	101
Su '89	81	99
Sp '89		
Total Sp '90 25-54 Shares	84.1 9%	851.6 91%
Total W '90 25-54 Shares	97.2 10%	853.4 90%
Net Gain/Loss	-13.1 88%	-1.8 12%
Total Sp '89 25-54 Shares	116.2 12%	825.9 88%
Total Sp '88 25-54 Shares	149.7 15%	828.6 85%
Total Sp '87 25-54 Shares	174.3 18%	789.5 82%
Spring '90 25-54 Share Totals		
(Shares in parentheses) Up	27 37% (12.9)	51 49% (85.4)
Down	34 47% (24.7)	47 45% (87.2)
Flat	11 15%	6 6%
Debut	1 1% (.2)	0
Drop	3 (1.5)	0

## Legend

All figures refer to Arbitron metro survey areas, Monday-Sunday, 6am-midnight. Stations with #1 shares have 12+ figures in bold. Previous numbers for stations debuting this book, and stations not Country during the sweep, are designated with "—." Demo figures are for market rank, not actual share. Below-the-line signals are included in determining a station's rank, but do not contribute figures toward the CRI. Asterisks indicate Country stations in a particular market which are co-owned but have different call letters. "DNS" means a station did not show in the ratings book.

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# "COME NEXT MONDAY" ...

- I'll go to bed early
- I'm goin' on a diet
- I won't talk dirty (for a week or two)
- I'm gonna add the new K.T. OSLIN single

# "COME NEXT MONDAY"

## THE HIT BY K.T. OSLIN AT YOUR RADIO STATION NOW!



© 1990 BMG MUSIC



STILL LOSING YOU • SHE KEEPS THE HOME FIRES BURNING • LOST IN THE FIFTIES • HOW DO I TURN YOU ON • WHERE DO THE NIGHTS GO • SMOKY MOUNTAIN RAIN • NOBODY LIKES SAD SONGS • WHY DON'T YOU SPEND THE NIGHT • DON'T YOU EVER GET TIRED (OF HURTING ME) • HAPPY, HAPPY BIRTHDAY BABY • SHE'S MINE • CLOWNS • WHAT GOES ON IN YOUR MIND • DAYDREAMS ABOUT YOU • NOBODY LIKES SAD SONGS • ANY DAY NOW • WHAT A DIFFERENCE A DAY MAKES • DON'T TELL ME HOW TO LIVE • SHOW HER • INSIDE • THE WORLD • (THERE'S) NO GETTING AWAY FROM YOU • WAY AROUND THE WORLD • LIKE A SONG • (I'M A) SINGING MAN • TIME • STILL LOSING YOU • HOW DO I TURN YOU ON • RAIN • BUTTON OFF MY SHIRT • NOBODY LIKES SAD SONGS • WHY DON'T YOU SPEND THE NIGHT • ANY DAY NOW • INSIDE • STRANGER IN MY HOUSE • SHOW HER • WHERE DO THE NIGHTS GO • LOST IN THE FIFTIES TONIGHT • MAKE NO MISTAKE, SHE'S MINE • DON'T YOU EVER GET TIRED (OF HURTING ME)



# RONNIE MILSAP

*The Man, the Music and the Magic*

He's scored 35 number one hits on his way to becoming a country music superstar. His life has been filled with both tragedy and triumph, sorrow and joy. Now, let your listeners share Ronnie Milsap's personal revelations and celebrate his music in this very special three-hour program hosted by Bob Kingsley. It's available from October 8-21, on vinyl or CD, to celebrate Country Music Month. For more information, call Barbara Silber at 212-887-5646, fax 212-887-5449. Outside the U.S., call Radio Express at 1-213-850-1003. Don't "Miss It For The World!"



ABC RADIO NETWORKS

ABC Watermark





Photo by [unreadable]

# ALAN JACKSON



## FILLING A TALL ORDER...

- **HERE IN THE REAL WORLD**  
The smash debut album goes Gold!
- **TWO CONSECUTIVE #1 SMASH HITS:**  
"Here In The Real World" and  
"Wanted" from the Top 10 album
- **FOUR C.M.A. AWARD NOMINATIONS!**  
Single Of The Year:  
"Here In The Real World"  
Album Of The Year:  
Here In The Real World  
Song Of The Year:  
"Here In The Real World"  
Horizon Award Nominee
- **A MUCH-ANTICIPATED NEW SINGLE AND VIDEO ON THE WAY:**  
"Chasin' That Neon Rainbow"

Congratulations Alan, on your remarkable breakthrough success. Your Arista family.

Produced by Keith Stegall and Scott Hendricks

**WE STAND BEHIND OUR COUNTRY.**

**ARISTA** © 1990 Arista Records, Inc., a Bertelsmann Music Group Company

Management: Barry Coburn, Ten Ten Management, Nashville, TN



# NASHVILLE THIS WEEK

## MIDEAST MUSIC

# Rabbitt, Williams, Cash Release Topical Tunes

Eddie Rabbitt has joined Hank Williams Jr. and Johnny Cash on the list of artists releasing topical singles in the midst of the Persian Gulf crisis.

Rabbitt's "American Boy," from his "Jersey Boy" album, was rush-released by Capitol/Nashville a few weeks ago. Rabbitt wrote the song two years ago while traveling outside the country. "When you're outside the U.S., you can really appreciate what America is — what freedoms you're allowed — or more accurately, are guaranteed," says Rabbitt. Capitol also shipped copies of the single to American troops departing for the Mideast, as well as to President Bush. The tune debuted on the R&R Country chart this week.

Hank Jr.'s "Don't Give Us A Reason" was written specifically about the Middle East situation. Bocephus flew his Bama Band into Nashville and recorded the song within 18 hours of writing it. Warner Bros./Nashville then rush-released the single to radio. The song will be included on his forthcoming "America (The Way I See It)" LP, coming October 9.

Johnny Cash's "Goin' By The Book" was recently released by Mercury/Nashville (R&R, 9/7). The song, written by Chester Lester and produced by Jack Clement, is in R&R's Significant Action section this week.

### Bits & Pieces

• **Barbara Mandrell's** autobiography, "Get To The Heart: My Story," was released this week, six years to the day after her devastating automobile accident. She co-wrote the Bantam book with Pulitzer Prize-nominated author George Vecsey, who also handled Loretta Lynn's autobiography.

Mandrell has been named the Arthritis Foundation's Annual Tribute Evening award winner. A fundraiser honoring Mandrell will be held in Nashville on October 2, and will include guests Roy Acuff, Patrick Duffy, Ralph Emery, Gerry House, Gladys Knight, Brenda Lee, Walter Payton, Minnie Pearl, and Irlene, Louise, Irby, and Mary Mandrell.

• **Clint Black** will perform a benefit concert for the Nashville Songwriters Association International in April '91. Black received NSAI's first Songwriter/Artist of the Year Award at the 1990 Songwriter Achievement Awards.

• **Keith Whitley, Ricky Nelson, and Roy Orbison** are featured in the latest edition of the Country Music Foundation's Journal of Country Music. The journal, published three times a year, is available at selected retail outlets and from the CMF. Call (800) 255-5257 to order.

• **Baillie & The Boys** are currently traveling in the same bus used

by another famous husband/wife duet team — **George Jones and Tammy Wynette**. "If the walls could talk," **Kathie Baillie** mused recently.

• **Ronnie Milsap** sings the theme for the new CBS-TV show "Uncle

Buck," which premieres September 17. The song was written by **Steve Dorff and John Bettis**.

• **RIAA Certification:** **Garth Brooks's** "Garth Brooks" was the only country LP certified gold in the month of August. **Willie Nelson's** "Willie & Family Live" was certified multiplatinum at 2 million units.

—Ken Tucker

## MUSIC MEMO

# Carter Continues Family Tradition

**Carlene Carter's** new Reprise album, "I Fell In Love," includes covers of the **Carter Family's** "My Dixie Darlin'" and her father, **Carl Smith's**, "You Are The One." **Mother June** provides backing vocals on the former. The latter, written by **Leon Payne**, was a No. 4 hit for Smith in '56. The LP also features "Me And The Wildwood Rose," a song Carter wrote about her sister, **Rosie**.

• **Kathy Mattea's** new "Kathy Mattea: A Collection Of Hits" Mercury compilation includes "A Few Good Things Remain," co-written by **Jon Vezner** and **Patrick Alger**. Vezner, her husband, co-wrote "Where've You Been" with **Don Henry**, and Alger wrote "She Came From Ft. Worth" with **Fred Koller**.

• **Reba McEntire's** new "Rumor Has It" MCA LP includes "Fancy," a song originally written and recorded by **Bob-**

**bie Gentry**. Gentry's version reached No. 26 on the country charts in '69.

• **Emmylou Harris's** new Reprise single, "Never Be Anyone Else But You," is a cover of **Ricky Nelson's** '59 pop hit, which went to No. 6 on the charts. Harris's version features **O'Kanes Jamie O'Hara** and **Kieran Kane** on background vocals.

• **Rich Grissom's** new Mercury LP, "Have You Seen Me Lately," includes a tune co-written by MCA artist **Mark Collie** and **Ronny Scaife** entitled, "Hillbilly Boy With The Rock 'N' Roll Blues." The pair also penned Collie's current single, "Hardin County Line."

• **Conway Twitty's** new MCA album, "Crazy In Love," includes a cover of **Dr. Hook's** "When You're In Love With A Beautiful Woman." The song, written by **Even Stevens**, was a No. 3 CHR and AC hit for Dr. Hook in '79.



**BACKIN' BLACK** — RCA/Nashville recently honored **Clint Black** for five No. 1 singles from his debut album, "Killin' Time." The accomplishment is a first — in any format — in R&R's history. R&R Country Editor **Lon Helton** presented the artist with five plaques commemorating the event. Showing them off are (l-r) **Helton, Black, RCA/Nashville VP/GM Jack Weston, Howlin' Hits Music VP Richard Perna, and RCA Director/National Promotion Mike Sirls.**



**I'M WITH SOMEBODY** — Warner Bros./Nashville and CBS/Tree Publishing recently held a happy hour party for **Travis Tritt's** "I'm Gonna Be Somebody" going No. 1. Showin' their stuff in the WB parking lot are (l-r) song co-writer **Jill Colucci, Tritt, CBS/Tree's Tammy Brown** and VP **Paul Worley, and co-writer Stewart Harris.**

This One Hour Radio Special Provided By **CABIN FEVER**  
ENTERTAINMENT INC.



## CHRISTMAS RADIO SPECIAL FREE TO ANY FULL TIME COUNTRY STATION!

(Your Listeners Will)

## GATHER AROUND YOUR RADIO (STATION) FOR AN HOUR OF CHRISTMAS SONGS AND STORIES FROM CHARLIE DANIELS

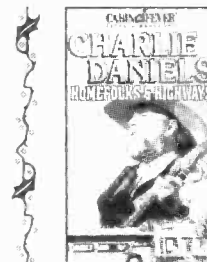
"Holly in the wind and music in the air" are signs that no matter who we are or where we live, the holiday season and its spirit call family and friends together again. Charlie Daniels relives personal holiday memories and stories he's learned from his childhood days in the Carolinas, his home in Tennessee, and his 35 years of touring, recording, and performing.

Known for his loyalty to his family, home and country, and as one of America's great story tellers, Charlie intertwines the emotions of the holiday season with songs from his repertoire.

Included are stories and songs from:

### HOMEFOLKS AND HIGHWAYS:

Charlie's brand new long form in-concert and lifestory home video from Cabin Fever Entertainment.



### CHRISTMAS TIME

**DOWN SOUTH:** Charlie's first ever, brand new Christmas album from Epic Records, filled with new original songs of the season, unmistakably Charlie Daniels, including "Little Folks."

No one enjoys the Holidays any better than Ol' Charlie. His rich, warm, personal one on one story telling style is bound to keep your listeners tuned in.

- **FLEXIBLE PROGRAMMING:** Air as five "10 minute" daily features or as a "1 hour" special
- **MUSIC INTENSIVE:** At least 10 full songs.
- **LOCALIZED:** No network announcer.
- **FREE:** No cost to you.
- **SELL LOCALLY:** Six minutes local avails. Six minutes used by national sponsors.
- **CONTEST/PROMOTIONS:** Charlie Daniels custom voice tracks and music beds provided.
- **ON COMPACT DISC**
- **WIDE BROADCAST WINDOW:** December 10 thru 23, 1990. (Repeat on Christmas Eve or Day Permitted)

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**LOOK FOR YOUR ORDER FORM IN THIS WEEKS MAIL  
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RANDALL BLOOMQUIST

## Closeup On Politics

### Washington Road Shows Can Be A Capital Idea

Looking for a new angle on politics? Something to generate some attention for your station and pique listener interest? How about a road trip to Our Nation's Capital — Washington, DC?

Doing a talk or news show — or, better yet, a series of shows — from Washington can afford your listeners a unique perspective on the work being done by your local representatives to Congress, top government officials, and the bevy of power brokers and alleged experts who influence public policy.

And, for stations affiliated with one of the major networks, such a broadcast can also be surprisingly inexpensive. In many cases, practically all an affiliate has to pay for is transportation, food, and lodging.

#### Nets' Services

Here's a sampling of the services various networks provide at little or no cost to affiliates planning a Washington broadcast:

#### ABC RADIO NETWORKS

• **ABC Radio** — The network's Washington bureau, located in the city's business district at 1717 DeSales St., NW, provides a full range of services for its affiliates at "a very nominal fee," according to Manager/Technical Operations Horace Easterling. Nonaffiliates

may use the facilities but should expect to pay considerably more.

Among the services ABC can normally provide are studio space, a fiber optic connection to its New York uplink, and space on one of its 19 satellite channels. On weekdays, the studios are available between 10am and 3pm.

If the network's Washington facilities are totally devoted to covering a major story, ABC can provide the equipment and arrangements necessary to broadcast from a nearby hotel, such as the Mayflower.

Easterling likes to have two months' notice of an affiliate visit, but can accommodate many requests with as little as one week's warning. Contact him or Washington Bureau Chief Robin Sproul at (202) 887-7630.



• **CBS Radio** — The net promises to do everything possible to help an affiliate produce a Washington

broadcast. That includes use of available studio and newsroom space at the network's downtown bureau (2020 M St., N.W.), assistance in setting up interviews, technical help with remotes and other aspects of the show, and access to CBS Radio's satellite.

Affiliates are charged only for services that require the network to add extra capacity. Nonaffiliate requests to use CBS's facilities are judged and priced on a case-by-case basis.

Affiliates that consider their Washington show to be news programming should call Charlie Kaye at CBS Radio News ((212) 975-3791). Those that plan to log it as entertainment should contact their CBS affiliate relations representative.



• **NBC/Mutual** — The two Westwood One-owned networks offer their affiliates everything necessary to broadcast from Washington, all at no charge. Studio space, satellite services, technical support, and local telephone broadcast loops are all available. The networks' studios — home to Mutual's

**"In many cases, practically all an affiliate has to pay for is transportation, food, and lodging."**

**Larry King Show** — are conveniently located across the river from Washington in Arlington, VA. Studios are generally available at any time of day. The networks ask that affiliates give them two week's notice but can make most arrangements in two days, if necessary.

Similar services are available through the NBC/Mutual bureaus in New York and London. Affiliates should call their station relations representative for details.



• **Unistar** — Provides affiliates with free use of its facilities, including the Arlington, VA studios, satellite uplink, and recording booths located in the Capitol building. The network also has Washington-savvy producers available to help affiliates arrange interviews and otherwise make the most of a broadcast from the nation's capital.

Unistar's Richard Rieman likes to have at least two weeks' notice of an affiliate visit, but can accommodate "emergencies" with much less lead time. Call him at (703) 276-2920.

#### Shooting Gallery

For invaluable (and free) assistance on Capitol Hill, stations should also contact the Senate Radio Television Gallery. Maintained

by Congress to help journalists cover the legislative process, the gallery provides several radio booths, telephones, the AP wire, and message services for reporters and producers attempting to pull together Capitol Hill interviews and stories.

In order to gain access to these facilities and services (and similar amenities maintained by the House Radio-Television Gallery), an out-of-town reporter or producer must obtain a temporary press pass from the gallery. That requires the presentation of either press credentials or a station letter verifying the applicant's status as a bona fide journalist. Such a pass also makes it easier for visiting reporters to come and go in the Capitol and the House and Senate office buildings that surround it.

Gallery staffers can also provide nonaffiliate stations with suggestions on meeting their technical broadcast needs.

Contact Gallery Superintendent Larry Janezick at (202) 224-6421.

#### What's News?

Been promoted? Changed format? Aired an interesting segment or done an unusual promotion? Give me a call at (202) 783-3822. Or fax me at (202) 783-0260. The address: **R&R**: 529 14th Street NW, Suite 807, Washington, DC 20045.



Presents two of America's most listened to radio talk shows.

## THE RUSH LIMBAUGH SHOW

Monday-Friday 12 noon-3pm (ET)

**America's most listened to radio talk show!**



## The Dr. Dean Edell Show

Monday-Friday 4-5pm (ET)

**America's most listened to health & fitness program!**

For more information call Ed McLaughlin, Lee Vanden-Handel or Stu Krane at (212) 456-1871.

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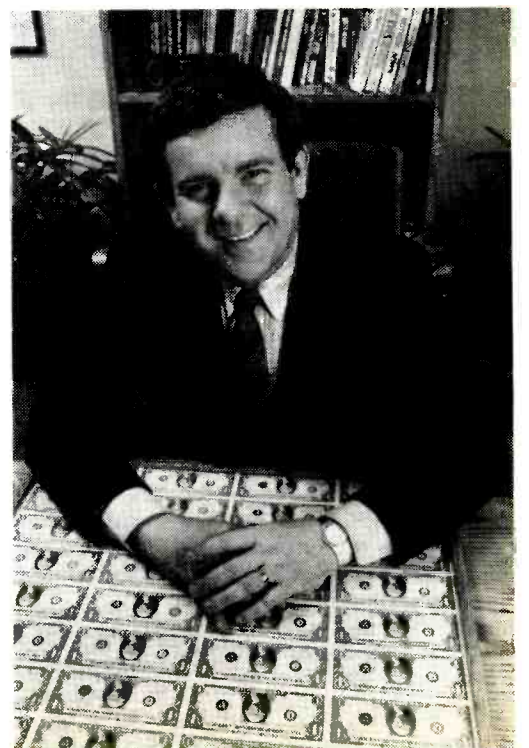
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ADULT CONTEMPORARY

## B/EZ-TO-AC RECAP

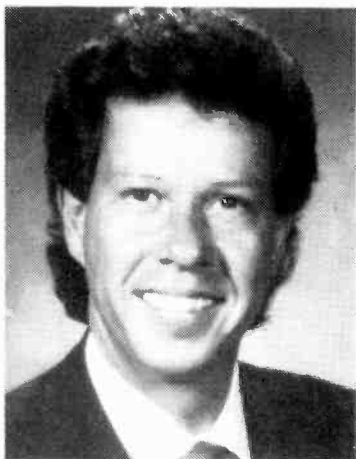
## WZEZ's Switch To Lite Pays Heavily

An avalanche of B/EZs opted for AC in preparation for the spring book. Here's a look at how these AC converts performed.

## Plugging The Hole

WZEZ/Nashville's evolution from "Easy 93" to "Lite Favorites/Less Talk" paid handsome Arbitron ratings dividends (up 4.0 in 25-54 from spring '89). The station launched its new product March 19, ten days prior to the start of the spring sweep. It was the end result of a strategic game plan formulated last December.

"After we determined we had to nuke our old station, we realized Lite AC was this market's format opportunity," recalled GM Glen Powers. "If we didn't take advantage of the opportunity, someone else would have blocked us from that direction. The transition was a little easier because we had back-



Glen Powers

**"After we determined we had to nuke our old station, we realized Lite AC was this market's format opportunity."**

— Glen Powers

ing from corporate [South Central Communications]. They believed in the plan, and we stuck to it to the letter; it was that simple."

The "Lite FM" handle was carefully selected. "We didn't want to drag along that Easy Listening baggage any longer, and this statement says exactly what we are." Powers described other elements

of the plan: "Playing well-researched music, settling on the proper personality approach, the right nonmusic elements, the appropriate promotions and positioning, and a good marketing plan."

Maintaining a large portion of WZEZ's hefty core was critical. "Coming in our upper demos remained consistent," Powers was happy to report. "In addition to keeping many of our B/EZ listeners, we picked up quite a few 25-34s."

## Gaining Revenue

The station skyrocketed to second 25-54 and picked up revenue as well. "We invested quite a lot in research, promotion, and getting our programming on target," said Powers. "Having these kinds of ratings allowed us to increase our rates and recoup some of our investment."

When it switched formats, WZEZ lost only one B/EZ advertiser — and Powers indicated chances are good the lone holdout will return to the fold. The advertising community was alerted to the station's format flip before it happened. WZEZ was so confident about its chances for success it made advertisers an enticing offer.

"We spent all day on the phone with clients telling them we were making programming improvements," Powers recalled. "We said we'd increase our audience, so this change would benefit them. Our client base believed us because of our longterm market credibility. We told agencies if we didn't outperform ourselves in the book, we'd guarantee the schedule and give a rebate in air time."

According to Powers, client feedback indicates WZEZ is drawing a higher quantity and quality of response. "[Clients] say they're getting more traffic in stores — and it's a different kind of traffic. Before, they'd get people 35+; now they're getting married couples in their 20s."

WZEZ experienced many predictable grumbles from upper-demo listeners upset about the switch. Powers reported, "Many of the 65+ listeners wrote letters to the newspaper. In retrospect, though, this was a plus because many readers found us through those comments."

"Once the phones cooled down, we handed out plaques to our receptionists who worked the front lines and did such a great job. Our success was a total team effort."

## Converts Post Slight 25-54 Gains

The following chart helps illustrate the spring progress of B/EZs that have switched to AC. The first 11 stations listed below changed format after the start of this calendar year. Of this group, KKNNG/Oklahoma City switched the latest (mid-May) into the spring survey (March 29-June 20). The next five stations made the transition sometime in '89.

The first two columns present Arbitron spring '89-spring '90 fluctuations in 25-54 and 35-64 demos. The third stat is the station's Arbitron 12+ TSL in minutes per day. The final two columns list spring '90 Birch 25-54 and 35-64 shares.

## Switched In '90

	Arbitron Sp '89-Sp '90		12+ TSL	Birch Sp '90	
	25-54	35-64		25-54	35-64
WLIF/Baltimore	+0.8	-2.7	87	6.6	13.1
WQAL/Cleveland	+1.0	-2.2	77	2.2	5.2
KOSI/Denver	+1.2	-0.7	72	4.0	5.0
WZEZ/Nashville	+4.0	+3.1	92	7.4	9.9
KKNNG/Oklahoma City	-1.8	-1.2	73	4.3	10.8
WSSH/Pittsburgh	-0.7	-5.7	76	5.0	7.7
KXL-FM/Portland	+0.4	Flat	76	3.0	4.9
WZSH/Rochester	+1.0	+0.1	87	1.4	4.0
KYMX/Sacramento	-1.9	-5.7	64	5.1	7.0
KJQY/San Diego	-2.8	-4.7	88	3.2	7.6
KABL/San Francisco	-0.7	-2.0	47	1.0	1.5

## Switched In '89

	Arbitron Sp '89-Sp '90		12+ TSL	Birch Sp '90	
	25-54	35-64		25-54	35-64
WXEZ/Chicago	+0.1	-1.1	82	1.3	2.8
WRCH/Hartford	+1.4	+0.5	78	6.5	11.5
KXEZ/Los Angeles	+0.3	-1.6	89	2.5	3.4
WEZW/Milwaukee	-0.9	-2.5	64	2.8	5.8
KSEA/Seattle	+1.1	+2.3	80	1.5	2.2

## Behind The Numbers

- B/EZs-turned-ACs noted above improved their Arbitron 25-54 shares, on average, from 4.5 last spring to 4.6 this year.
- However, they dropped in the 35-64 demo from 8.5-7.0.
- All stations had higher Arbitron shares 35-64 than 25-54. The differences ranged between a high of 5.8 (KKNNG) to 0.5 (KYM, KSEA) — KKNNG's 35-54 share was 5.8 higher than its 35-64 stat. The average difference in favor of 35-64 was +2.4.
- The average spring '90 Birch 25-54 share was 3.6; the average spring '90 Birch 35-64 share was 6.4.
- Ten stations (62.5%) improved 25-54; the average was +1.1.
- Only four (25%) gained 35-64. The average increase in that demo was +1.5; one station was flat.
- The average 12+ TSL was 77 minutes per day.
- WZEZ logged the highest TSL (92); KABL the lowest (47).

The following stations switched either at the conclusion of the spring book or start of the summer book: WPCH/Atlanta, WVEZ/Cincinnati, KODA/Houston, WEZI/Memphis, KSFI/Salt Lake City, and KQXT/San Antonio.

## Mixing It Up In Sacramento

B/EZs abandoning the format for AC typically retain the same call letters. But 22-year B/EZ KCTC/Sacramento opted to become AC KYMX ("The Mix") this February. Despite hopes for higher ratings, the station experienced a 12+ downward trend for a fifth successive book (spring Arbitron). It has slipped 8.3-4.4 in those five books.

## Reason For Optimism

"The feeling around the station is great — better than it's ever been," said PD Mike Oakes, who was brought in from WMEE & WQHK/Fort Wayne, IN this past January. "There was an uncertain atmosphere around here before the format change, and now that's settled. In the long run, our format and call letter change will pay off." VP/GM Doug Stewart added, "I couldn't be happier. [Consultant] George Burns and Mike Oakes have done an outstanding job."

Data released after the spring book provides some support for this optimism. "We're seeing good

increases lately," Oakes noted. "Among 25-54s in the latest Arbitron, we're up from when we changed format. This is a competitive, crowded AC market" — competitors include KXOA-FM, KAER, and NAC KQPT — "so we didn't expect to instantly add ten shares. There's been steady, consistent growth every month; we've rounded the corner."

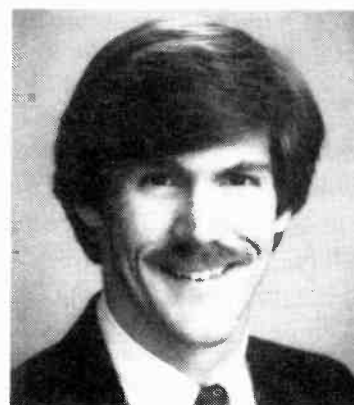
Spring stats for "The Mix" were somewhat affected by its sister AM (formerly Gold KGNR), which picked up the KCTC calls and B/EZ format. That station just experienced its third straight upward (12+ and 35-64) trends. "The AM

has a solid two share 12+ [2.3], and the 35-64 numbers are the best it has seen in years," Oakes commented. "Maybe those are listeners we could have kept. But I have no regrets."

Stewart offered, "No guts — no glory. We simply weren't profitable for our stockholders. The KCTC calls are synonymous with B/EZ. I felt we had to cut the cord, so we took out the old meat ax and said goodbye to everything. Down the road, it will pay off like a cash register."

## Marketing Problem

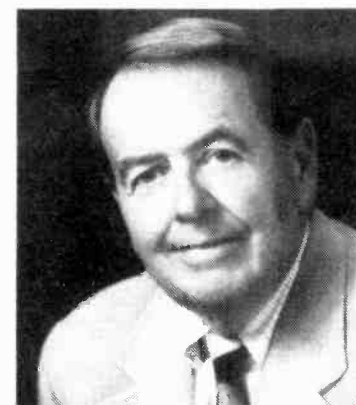
Although sales had been soft for a while, Stewart reported business is improving. "We now present a much stronger sales picture in the 25-54 money demo than we did before. We made money with B/EZ — but nowhere near what we should have made with those numbers. It was primarily a marketing problem. People didn't want



Mike Oakes

to pay us what we felt the station was worth. That's happened to every B/EZ.

"It was extremely difficult to make a profit. Most increases came as a result of expense cuts. When that happens, you've got problems up and down the line. Also, today's 35-50 year-old listens to a different brand of music than the 35-50 year-old of ten years ago. Something had to be done."



Doug Stewart

While Stewart favors the "Mix" positioning handle, at least one other choice received strong consideration. "Mix" is a three-letter word and easy to remember. There's also a big rage with 'Sunny.' I like it, and it's a powerful positioning statement which probably would have worked pretty well here. But I like 'Mix' better because we have a great way of mixing the music. It says what we are: a perfect music mix."

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*Carly Simon*



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# Taco Bell's Rap Attack

Young MC Spots Inspire Anger, Fear Of More To Come

If you're leery about the increasing amount of rap spots on rock radio, you're not alone. The recent Taco Bell campaign starring Young MC has a lot of programmers wondering whether such musically incompatible commercials, which often prompt nasty phone reaction, ultimately have a negative impact on listeners.

Just in case you missed the Taco Bell spot (God forbid), it was a promotional tie-in with MTV featuring Young MC rapping about TB's thrilling cup giveaway. (The cups in question sported snazzy MTV graphics.) The fast food giant spent a cool \$12 million on the monthlong campaign, which culminated with last week's MTV awards.

## Strong Ties

KKLZ/Las Vegas PD Jeff Murphy was the first person to bring the recent rap dilemma to my attention. Vegas, you see, is serious TB country, and the chain spends beaucoup bucks at KKLZ.



Jeff Murphy

**"I'd love to get the Taco Bell folks to sit and listen to the phone calls. Because some of these people are angry."**

— Jeff Murphy

"Taco Bell sponsors our boom box, our sports reports, and runs a healthy spot schedule as well," Murphy notes. "All told, we probably run 15-20 Taco Bell units in a day. Their previous campaigns had been just fine: the 'Run for the border' series was especially good. In fact, we did the 'Pirate' TV campaign last book and used Taco Bell's TV spot in one of our spots.

"Now, along comes this Young MC spot. Every single time the thing plays, the phone rings. And it's scary. We're a Classic Rock station, we've got a morning show that regularly blasts the CHR competitors, we run liners that actually say, 'We don't play M.C. Hammer... we don't play New Kids On The Block,' and we're running rap spots by Young MC!"

## 'No Option'

Murphy expressed his concerns to KKLZ Sales Manager Bill George. "We called our local Taco Bell people, and they basically told us, 'Hey, there's nothing we can do about it,'" George says. "Corporate says this is what we've got to do. There was no option. Corporate dictates what spots are run."

**"What scares me is that this is just the beginning. How many other advertisers are going to jump on the rap trend?"**

— Richard Reed

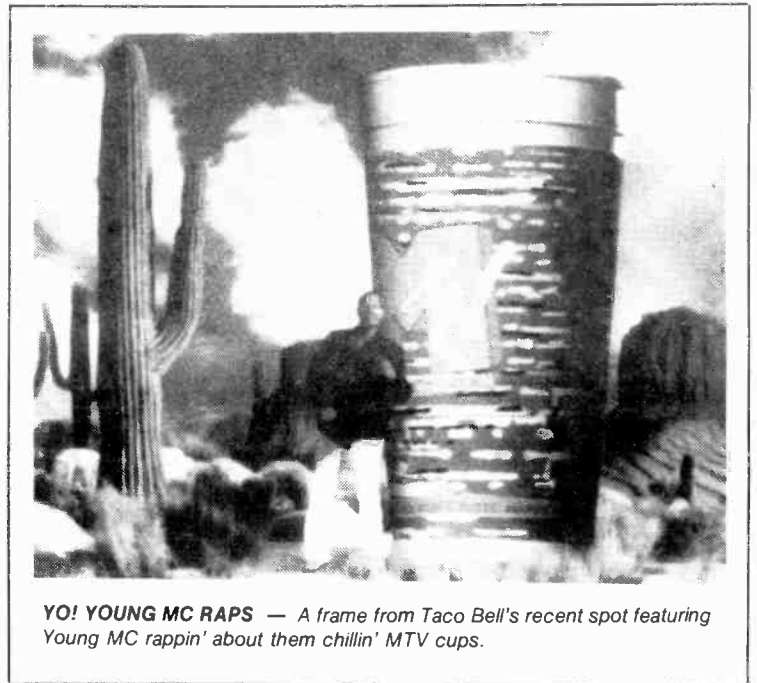
"Taco Bell happens to be an extremely valuable account," agrees George. "We have good rapport with them and don't want to upset things."

"I can understand the value of the campaign for Taco Bell," Murphy says. "They're trying to jump on a trend. But there must be an alternative plan. The beer companies do it right. They send you a whole reel of spots, and if you really have trouble with one of them you call the distributor and tell him, 'We're not going to run cut nine, okay?'"

## Strong Reactions

"Ideally, I'd love to get the Taco Bell corporate folks to sit and listen to the phone calls," adds Murphy. "Because some of these people are angry."

Listener reaction has been similar at crosstown rival KOMP, according to PD Richard Reed: "I got three more complaints [during my midday shift] today. Usually



YO! YOUNG MC RAPS — A frame from Taco Bell's recent spot featuring Young MC rapping about them chillin' MTV cups.

the caller says something like, 'Hey man, what's that shit doing on KOMP?' One guy who called from a shop was really pissed: 'You know, we deal with these people with their ghetto blasters every damn day. We sure don't need to hear that on our favorite station.'"

Despite the negative reaction, Reed hasn't taken any action. "When I first heard the spot I said to myself, 'God, why are they using a rap spot?' But I decided to just leave things be. However, as the complaints have picked up I've considered asking my sales manager if we could get a different spot on there, especially if they're going to renew the buy."

"Sometimes I think I'm too close to it and that the average listener doesn't really care. But whenever I run that spot, I immediately turn down the monitor. And if I were a listener driving in my car, I wouldn't turn it down — I'd punch. How many other people react like that?"

"What scares me even more is that this is just the beginning," Murphy says. "If it was just an

isolated incident I'd choke and wait till the campaign is over. But how many other advertisers are going to jump on the rap trend?"

## Rap Ban

That was precisely KGB/San Diego PD Ted Edwards's thinking earlier this year when he and GM Tom Baker decided to ban rap spots altogether. "A few months ago the advertising agencies got it in their heads that rap was so hot they should base a lot of advertising around it," Edwards recalls.

**"Advertisements are an annoyance to most listeners to begin with. And a lot of them find rap extremely annoying."**

— Ted Edwards

"It got to the point where I was getting spot clusters with two pieces of rap in them. And we started getting complaints from the audience. So we had to make a decision about what was more important: revenue or tuneout. And we felt we could [reject rap spots] and it would not be a problem financially."

"Advertisements are an annoyance to most listeners to begin with. And a lot of them find rap extremely annoying. Commercials are a necessary evil, but you can't accept everything."

When Edwards encounters an offending spot, he first requests an alternate spot. If one doesn't exist, the station offers to create a custom spot for the client. However, that approach doesn't always work.

"There have been accounts that said, 'Look, this is our major campaign,'" Edwards says. "'Everyone else has accepted it. We do not care to change it for you.' And we've lost the buy."

## Agency Insensitivity

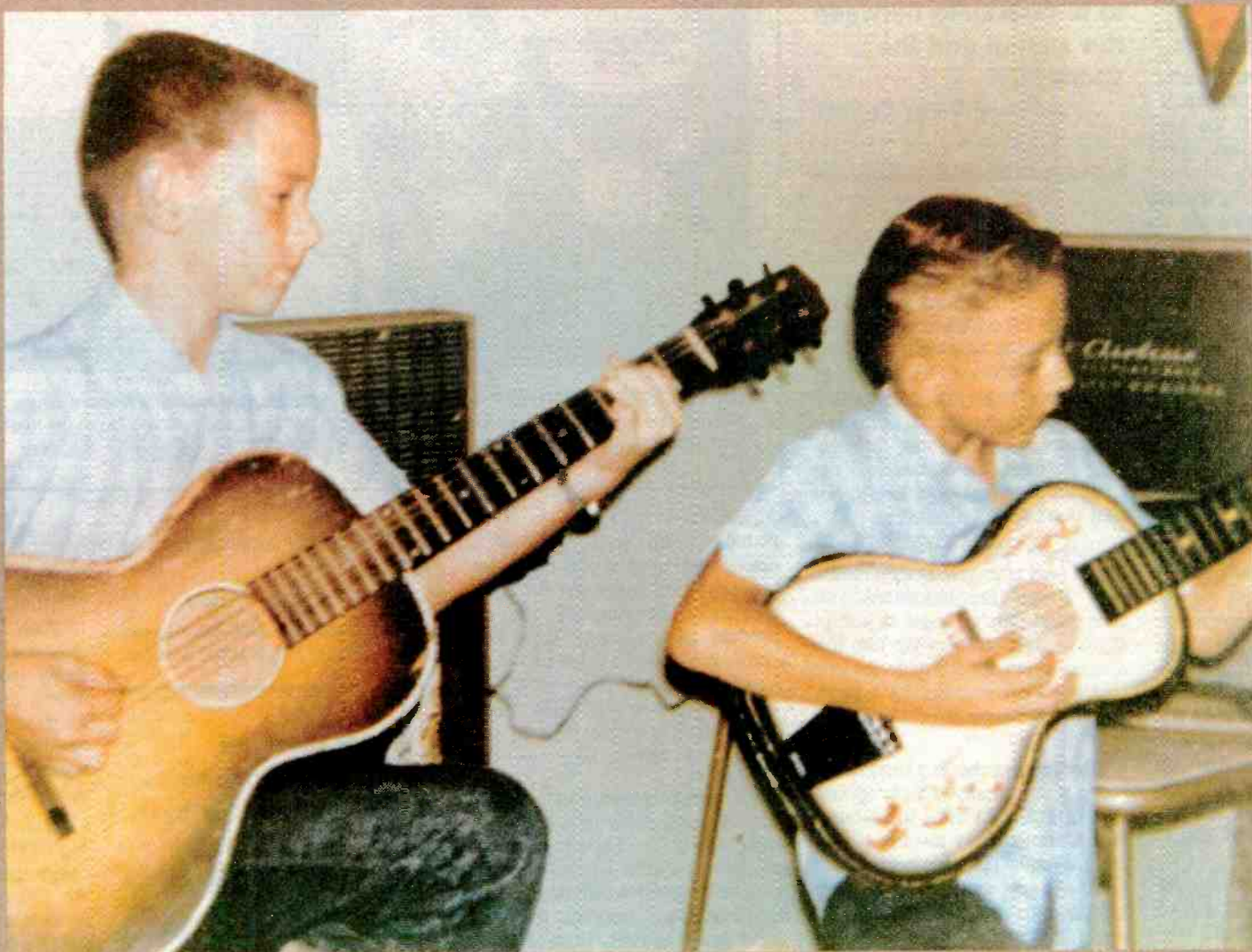
"Fragmentation has required us to be more specific about what we



SEALS SPOTTED IN LONG ISLAND — WRCN/Long Island conducts a beach invasion with the help of some real Navy SEALs. Four paratroopers and five local divers filled the sky and sea to help promote Orion's "Navy SEALs" flick.



# The Vaughan Brothers



Dallas, Texas 1962

## "Tick Tock"

From

"Family Style."  
1962

On Epic/Associated.

Produced by Nile Rodgers.



Management: Alex Hodges for Strike Force Management Mark Proct for Mark 1 Management

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# Rap Attack

Continued from Page 10B

do on the air," Edwards notes. "But agencies seem to think the biggest national trend is always acceptable to all entities. They look at radio like TV, and they're doing their clients a disservice by not designing specific kinds of advertising for specific formats. In fact, they might be hurting the product, because they associate it with something the listener doesn't like.

"We all have different opinions as to what is and is not important. In our particular case, the rap spots had me concerned, and when the audience expressed its concern, I became more concerned, as did my GM. So we decided to bite the financial bullet."

## Pollack:

### 'Incomprehensible'

Jeff Pollack says running rap spots on AOR "flies in the face of niche programming and special targeting. It's completely contrary to where everything is heading. It's a wonderful tie-in with MTV and CHR radio, but using a rap artist on a format that is so dedicated to playing the correct image songs is incomprehensible.

"What's the most effective way for an advertiser to reach an audience? I would think it would be using spots that are compatible with the format the schedule is running on. So I would think Taco Bell could reach more customers by doing separate campaigns.

"Are there people who listen to AOR who like Young MC? Of course. Are there people who listen to AOR to get away from Young MC? Yes!

"This isn't a big deal in the ultimate picture of whether you're going to win or not win, but I certainly understand why program-

mers who are spending every minute of the day fashioning the right sound are concerned about inappropriate artists on their stations."

**"People are sophisticated enough to differentiate between the station and the sponsor."**

— Carey Curelop

## 'No Big Deal'

Like his counterparts in Vegas, KLOS/Los Angeles PD Carey Curelop has received complaints about the Taco Bell campaign, but "not enough to warrant not running the spot. I just don't think it's that big a deal. People are sophisticated enough to know we have to run commercials. They can differentiate between the station and the sponsor. They may not like it, but they don't hold it against us.

"Rap and dance music are an integral part of the American media mix. People are inundated with them, and they've come to accept them as part of everyday life. If a spot comes in and it's quite obvious that it's a commercial for a product, I don't have a problem with it."

Curelop says the only time he rejects a musically inappropriate spot is "if I don't think the listener would immediately identify it as a commercial. That happened with an image spot we got for a clothing manufacturer. For 60 seconds you weren't sure what you were listening to, because there was no an-



**KDGE FIGHTS FOR HOOTERS** — When Dallas city officials tried to keep a Hooters sports bar from opening, KDGE morning men Roger King (l) and John Ford sprang to action, urging listeners to call the mayor's office and complain. The dynamic duo is pictured with some of Hooters' hooters.

nouncer pitch in it. I turned it down, and we lost the buy. Fortunately, our management operates under the philosophy that the product comes first. If a spot comes along that I think can do us harm, they'll vote in my favor. Obviously, not everybody can afford to be that selective, but in this market you have to be.

"It used to happen more back in the '70s and early '80s when we were 'really hip.' I was much more selective because I thought [inappropriate spots] would do us some damage. That may or may not have been correct. Regardless, I don't think we have the same

mindset among AOR listeners as we did then."

## The Taco Talks

What does Taco Bell have to say about all this? "This is the first I've

**"We've received nothing but positive feedback from our local agencies."**

— Elliot Moore

heard about any radio stations having problems," TB spokesperson Elliot Moore told me. "This is real-

ly quite surprising. We've received nothing but positive feedback from our local agencies.

"Anytime you're on the leading edge and producing unique advertising, some people object to it. Music is something people take very seriously and have definite opinions about, and you're always going to have some people who don't appreciate the commercial.

"You've given me some interesting food for thought, and I'll certainly share it with the marketers. But I've got to believe it's extremely isolated. Rap has become very much a part of mainstream America. It's been identified by many companies as a very effective way of reaching young audiences."

# SEGUES

WHJY/Providence MD Chris Herrmann resigns . . . WPXC/Cape Cod names Taft Moore MD as Joe Marino exits . . . KKDJ/Fresno ups Harlan Winslow to MD and Dave Sozinho to Production Director . . . KISW/Seattle ups Cathy Faulkner to AMD . . . KFMM/Steamboat Springs, CO APD/MD Paul Cavanaugh departs . . . At KRZZ/Wichita, Dave Geist is now MD/Research Director, Dustin Gray becomes Continuity Director, and Bryan Jennings moves to nights . . . WZZQ/Terre Haute OM Todd Holman adds PD duties.

WCKG/Chicago appoints Chuck Gessert Marketing Director . . . WRXL/Richmond names April Malinverni Pezolla Promotion Director . . . Comedian Jerry Elliott joins the morning team at WLWQ/Columbus . . . CFNY/Toronto

Promotion Director Darren Wasylyk is now APD/Marketing Director at CHML & CKDS/Hamilton, Ontario . . . WWWV/Charlottesville, VA ups Mark Conner to Promotion Director/evenings as Tom Acklin says goodbye; Dave O'Brien replaces Conner in overnights . . . DeMers Programming/Marketing inks WZZU/Raleigh . . . WAQY/Springfield, MA PD/PM driver Keith Masters and MD/midday maven Becca Reed swap shifts . . . Vinnie Brewster slides from overnights to nights at WJFK/Washington as Sandy Edwards leaves.

KZAM-FM/Eugene switches to AOR and new calls KAVE . . . Veteran PD Tim Kelly (Sabeen), who recently resigned at WCKG/Chicago, has a new phone number: (708) 291-4366 . . . The proposed sale of KBOY/Medford, OR fell through.



**"I don't play anything with the word 'dog' in it, whether it's a band name or in the title of the song."\***

STAN MAIN, Commenting on WCMF Music Policy



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*Epic*

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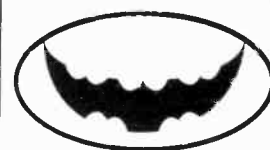
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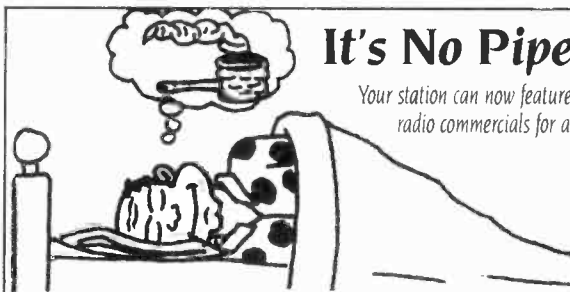
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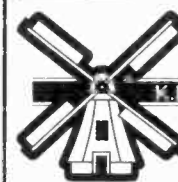
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WZAT FM

### Z102 MORNING DRIVE \*\*\*\$25M + BONUSES\*\*\*

Z102 Savannah's Hit Music station has time for you. We want a Morning Man who seeks a career enhancing change. Join Dennis Eversoll in the AM to step into shows once filled by industry legends such as Jack Murphy, Mark Thompson and Chris O'Brian. You'll work with consultant Ron McKay and an excellent professional staff. Send resume and cassette to: Bill Moore, Executive Vice President, WZAT/WZSA, Banksouth Centre, 7 E. Congress, Savannah, GA 31401. EOE



### OVERNIGHT/WEEKEND AIR-PERSONALITY

Eagle Radio, Inc., a Las Colinas based company has an opening for an overnight/weekend air-personality. Must have at least 2 years on-air experience. Send tape, resume, and photo to: Joel Folger, KEGL Radio, P.O. Box 540397, Dallas, Texas 75354. No phone calls please. EOE

### PROGRAM DIRECTOR

Top 100 market is searching for a promotion minded, strategic thinker with ability to lead a talented staff. Organizational skills, "selector" knowledge are musts. At least 4-5 years AC PD experience preferred, proven ratings successes required. Great position/benefits. Confidentiality respected. Send T&R to: Radio & Records, 1930 Century Park West, #046, Los Angeles, CA 90067. EOE

## OPENINGS

### NEWS ASSIGNMENT/EDITOR

Broadcast Equities, a for profit subsidiary of the Christian Broadcasting Network Inc., has an immediate opening for a **News Assignment Editor**. Candidates must be news minded, creative and a strong leader. Requires 5 years experience in radio news, strong writing skills and story construction. Send your resumes to:



Broadcast Equities  
1000 Centerville Turnpike  
Va. Beach, VA 23463  
EOE

### TOP TEN SUN BELT AC

Looking for Morning Person - No Morning Zoo's - one-on-one communicator needed. Tapes, resumes, references to: Radio & Records, 1930 Century Park West, #045, Los Angeles, CA 90067. EOE

### COMMUNITY-MINDED PROMOTION-ORIENTED RADIO

person sought to help build a station in university town. Minority and women are encouraged to apply. T&R to Hugh Christian, 255 S. Milledge Avenue, Athens, GA 30605. EOE

## MIDWEST

Full and parttime AT's sought for all shifts. Country format. T&R: WPFB, Rand Robbins, 200 W. Second Street, #190, Dayton, OH 45402. (9/14) EOE

SW Oklahoma Country FM seeks PD and future AT. Strong production skills required. T&R: KEYB-FM, Box 1077, Altus, OK 73522. (9/14) EOE

S.W. Kansas Country/Cross seeking solid AT with strong personality and production. T&R: KKJQ-FM, Dave Edwards, 1309 E. Fulton, Garden City, KS 67846. (9/14) EOE

### MORNING DRIVE PERSONALITY

Small market adult CHR owned by major market broadcasters seeks fun, entertaining morning show. Humorous? Topical? Work phones? Character voices? Happy with a small market paycheck? This could be your path to the big time! Rush T&R to: 5344 Monroe, Skokie, IL 60077. EOE/MF

### PROGRAM DIRECTOR

Top rated Midwest CHR seeks P.D. with experience in top 100 markets. Strong ability to interface with Sales and have excellent creativity for promotions. Excellent benefits. Letter and resume to: Radio & Records, 1930 Century Park West, #051, Los Angeles, CA 90067. EOE



Central Illinois' top country FM seeks experienced country **program director/morning personality**. Good pay and benefits. Excellent growth potential within our growing corporation. If you want to win in one of America's best medium markets, rush tape & resume to General Manager/WFMB, 3055 South 4th St., Springfield, IL 62703. EOE

Midwest medium market CHR morning zoo looking for new zoo keeper. Only the wild and crazy need apply. Great station-great city-great company. T&R plus photo to Radio & Records, 1930 Century Park West, #056, Los Angeles, CA 90067. EOE M/F

## OPENINGS

### MAJOR MARKET MIDWEST CHR

Looking for ALL SHIFTS. It doesn't matter where you've been as long as you sound great! Phones and public appearances a must. **BIG MONEY** for great talent. Rush Picture, tape & Resume to Radio & Records, 1930 Century Park West, #052, Los Angeles, CA 90067. EOE

### MORNING OR AFTERNOON DRIVE

Hot new Urban/Midwest Top 100 Market needs the perfect morning or afternoon drive air talent. If you're ready to kick some butt and want to be number 1... don't miss the train!! Send T&R immediately to Radio & Records, 1930 Century Park West, #053, Los Angeles, CA 90067. EOE



Cleveland's contemporary country WGAR has a rate on-air opening for a talented and personable communicator for the **7PM to Midnight show**. Here's your chance to join a great company, Nationwide Communications, and live in a great city (really!!!). We're looking for 5 years on-air experience, energy, motivation, an upbeat delivery and a passion for country music. If you'd like to be considered, please send a resume and your best tape to WGAR, 9446 Broadview Road, Cleveland, OH 44147. No calls, please. WGAR is an equal opportunity employer.



### PROGRAM DIRECTOR

93FM, Milwaukee's **Heritage AOR**. Excellent opportunity. Team leader with enthusiasm, creative skills, and absolute will to win. Overnite resume to: Kris Foate G.M., WQFM, 606 W. Wisconsin Avenue, Milwaukee, Wisconsin 53203 or if you're at Radio '90 in Boston, contact George Duffy, C.O.O., at Marriott Copley Place. EOE

Announcer for showmanship, non-formula, Class C, midwest, 35+ adult FM. Talent for credible live commercials important. Minimum 10 years experience. Stable staff, above average pay, showcase facilities. Tape & resume to Radio & Records, 1930 Century Park West, #039, Los Angeles, CA 90067. EOE

### MORNING PERSONALITY

to join winning CHR morning team. News-casts in AM, plus short airshift. Must be fun, bright, energetic. No egos, no stars. Work with one of America's finest companies in one of the best cities in the midwest. T&R and a pix to: Matt Hudson, PD, Z-104, 5721 Tokay Blvd., Madison, WI 53719. No calls please. EOE MF

### RARE OPENING

CHR seeks **Night Personality** with good adult pipes. No beginners. Must love public appearances. T&R: Power 94.5, Barry Fox, Box 11670, Lexington, KY 40577. Minority and Female applicants encouraged. EOE

## OPENINGS

### MORNING ANNOUNCER AND NEWS DIRECTOR



#1 25-54 in our first full book and ever since. Goodrich Broadcasting dominates in every market we're in, because we commit the resources to make it happen. If you're an adult communicator and ready to be on a winning team, rush T&R with references for either position to Chuck Finney, WODJ, 2610 Horizon Drive, Suite F, Grand Rapids, Michigan 49546. EOE

### LARGE MARKET

full service AC seeking AT, controversial, outrageous Talk Show Host, music & service oriented personality pro, with natural humor, good phones. T&R to: Radio & Records, 1930 Century Park West, #030, Los Angeles, CA 90067. EOE

## WEST

Coastal California A/F stations seeking local Sales Manager. Sales background/sales management experience. CALL: B.J. Young, (804) 483-1000. (9/14) EOE

Seeking qualified individual for rock 40 style format. Females and minorities encouraged. T&R: Christopher West, Box 631, Marysville, CA 95901. (9/14) EOE

Midday/Production Director/Night ace sought for future openings. T&R: KKSS-FM, John Jaynes, 5301 Central NE, Albuquerque, NM 87108. (9/14) EOE

Wanted, experienced creative versatile Air Personality sought for Production Director opening. T&R: KZJH-FM, Box 3649, Jackson, WY 83001. (9/14) EOE

Freelance voice work. Big voice sought for automated station. Perfect for production people... earn extra dollars. T&R: 75 Fourth Street, Lakeport, CA 95453. (9/14) EOE

Top rated CHR seeks Program Director, AM drive Air Talent for immediate opening. T&R: KXIQ-FM, Mike Burnette, Box 5068, Bend, OR 97708. (9/14) EOE

News Reporter/Anchor sought for talk Host opening. Great first medium market opportunity. T&R: Rob Lang, Box 80658, Bakersfield, CA 93380. (9/14) EOE

Afternoon drive/strong production/copywriting capabilities sought for 100,000 watt powerhouse. T&R: Brian Anderson, 421 Glenwood Avenue, Grand Junction, CO 81501. (9/14) EOE

KSON - San Diego's top Adult Radio Station seeks a new **Morning Show Anchor**. You'll be replacing Jack Diamond who's headed to Q-107, Washington D.C. We're looking for the following:

- (1) **A fun, energetic presentation**
- (2) **Superb show prep skills**
- (3) **The ability to seize the moment**
- (4) **The desire to shake hands & kiss babies**
- (5) **A team player**



97.3 FM • 1240 AM

All this & you've gotta be great! We offer an incredible stable environment, great \$\$\$, brand new facilities and of course, America's finest city. FED-X materials to Mike Shepard, KSON, 1615 Murray Canyon Road, Suite 710, San Diego, CA 92108. EOE M/F Note: NO PHONE CALLS PLEASE.

### PROGRAM DIRECTOR

for Top 10 West Coast FM turnaround. Top salary. Require experienced programmer with background in highly competitive markets with personality radio and AC format. T&R to Radio & Records, 1930 Century Park West, #020, Los Angeles, CA 90067. EOE

### SEASONED

Top 40 - personalities - fun **oldies station** in Seattle - no calls - T&R only - KBSG, 1730 Minor Avenue, 20th Floor, Seattle, WA 98101 - Viacom/EOE

## OPENINGS



### RESEARCH DIRECTOR FOR TOP AM RADIO STATION

Compile, tabulate and analyze audience research, both quantitative and qualitative. Interface with 18-person Sales Staff, Programming Department, and Top Management. Prepare appropriate reports, graphs, charts and analyses for Station Management and Sales Staff. Knowledge of Arbitron, Birch and major industry software packages preferred. Computer skills and writing skills essential. Verbal presentation skills also desirable. Contact Pat Duffy, General Sales Manager at KABC Radio (213) 840-4918. Equal Opportunity Employer.



Seeking people who want to win, not just get a job, for future openings. Strong air/production skills, plus desire to be the best required. Any market, any shift. If you're hungry and want to move up, this could be your chance. We're taking no prisoners! Rush cassette and resume to Timothy Murphy, KMPS AM/FM, 113 Dexter Ave. N., Seattle, WA 98109. No calls! EOE

### CHIEF ENGINEER

Top 10 West Coast FM seeks experienced Chief Engineer with major market background capable of assuming group engineering responsibility. Prior experience with studio relocation planning and signal boosters very helpful. Excellent compensation with great career potential. Radio & Records, 1930 Century Park West, #021, Los Angeles, CA 90067. EOE

### MORNINGS

on the radio! Afternoons at the beach! California calls with immediate opening!! Other dayparts also. Are you ready??? **Mail today!!!** T&R: Radio & Records, 1930 Century Park West, #050, Los Angeles, CA 90067. EOE

### KCMJ/PALM SPRINGS

has a rare opening for **morning AT** possessing fun, country attitude and topical creativity. Programming experience a plus. Great team and facilities. No phone calls. T&R: Jill Fox, 490 S. Farrell Dr., Palm Springs, CA 92262. EOE







NEW & ACTIVE

EDDIE RABBITT "American Boy" (Capitol) 101/57

Rotations: Heavy 2, Medium 39, Light 60, Total Adds 57 including WQBE, WOKQ, WYNY, WPOR, WMZQ, WYNN, WZZK, WXBQ, WESC, WAMZ, WSM, WQDR, KAJA, WUSN, WYNG, WCUZ, WDAF, KEEY, KNIX, KIIQ. Debuts at number 36 on the Country chart.

BILLY JOE ROYAL "A Ring Where A Ring Used To Be" (Atlantic) 101/34

Rotations: Heavy 0, Medium 22, Light 79, Total Adds 34 including WVAM, WTCR, WYNN, KSCS, KHEY, WMSI, KYXX, WNOE, WYYD, WCHY, KRMD, WDAF, WMUS, WFMB, KEEY, KUZZ, KUAD, KFMS, KNCQ, KDRK. Moves 48-44 on the Country chart.

T. GRAHAM BROWN "Moonshadow Road" (Capitol) 95/20

Rotations: Heavy 0, Medium 29, Light 66, Total Adds 20, WCAO, WQCB, WMZQ, WHEW, WESC, WMSI, WNOE, WOWW, WYYD, KBMR, WKKQ, WCUZ, WHOK, WITL, WMUS, WIL, WDEZ, KFMS, KZLA, KWHT. Moves 47-42 on the Country chart.

MATRACA BERG "Things You Left Undone" (RCA) 95/13

Rotations: Heavy 1, Medium 34, Light 60, Total Adds 13, WTCR, KEAN, WAMZ, WCMS, WKNN, WQYK, WIRK, WFMS, WDAF, WFMB, KKCS, KFMS, KDRK. Heavy: WSTH. Medium: WPOC, WYYZ, WDSY, WKML, WAXX, KMPS. Moves 48-44-40 on the Country chart.

MICHAEL MARTIN MURPHEY "Cowboy Logic" (WB) 84/13

Rotations: Heavy 0, Medium 35, Light 49, Total Adds 13, WHWK, WNUS, WILQ, WKAK, WYNN, KAYD, WBVE, WONE, KIXQ, WITL, KCJB, KWJJ, KKAT. Medium: WZPR, KIKK, WKSJ, WCMS, WDAF, KMIX, KCKC. Moves 46-43 on the Country chart.

HIGHWAY 101 "Someone Else's Trouble Now" (WB) 75/43

Rotations: Heavy 0, Medium 7, Light 68, Total Adds 43 including WPOC, WAJR, WDSY, WTDR, WESC, WPCV, WLWI, WOWW, WQDR, WYNG, WCUZ, KFKF, KTTS, WTCM, KFDI, KRKT, KNAX, KEKB, KCCY, KRPM. Debuts at number 47 on the Country chart.

PATTY LOVELESS "The Night's Too Long" (MCA) 68/44

Rotations: Heavy 0, Medium 9, Light 59, Total Adds 44 including WYRK, WYYZ, WRKZ, KIKK, WKSJ, WNOE, WOWW, WIRK, KLUR, KXXY, WOW, KTTS, KEEY, KVOO, KRKT, KRST, KUZZ, KCCY, KIIQ, KCKC. Debuts at number 48 on the Country chart.

ROSANNE CASH "What We Really Want" (Columbia) 64/27

Rotations: Heavy 1, Medium 5, Light 58, Total Adds 27 including WQBE, WYYZ, WYNY, WXTU, WPOR, WWVA, WTDR, WHEW, WMSI, WKSJ, WNTN, WCUZ, WASKFM, WHOK, WMUS, KFDI, KRKT, KGHL, KNAX, KCCY. Debuts at number 49 on the Country chart.

EDDY RAVEN "Zydeco Lady" (Capitol) 58/17

Rotations: Heavy 0, Medium 10, Light 48, Total Adds 17, WVAM, WTCR, WICO, WTDR, WTVY, WKML, WHLZ, WPCV, WDXE, KNFM, WKYQ, KWMT, WASKFM, WWJO, KTPK, WTCM, KNCQ

MARK COLLIE "Hardin County Line" (MCA) 56/18

Rotations: Heavy 0, Medium 9, Light 47, Total Adds 18, WSNO, WWVA, KKIX, WKML, WHLZ, WHEW, WESC, WOWW, KLUR, WKQ, KWMT, WDAF, WWJO, WDEZ, KIK-FM, KASH, KUAD, KNCQ.

K.T. OSLIN "Come Next Monday" (RCA) 55/55

Rotations: Heavy 3, Medium 8, Light 44, Total Adds 55 including WYRK, WRKZ, WDSY, WPOR, KASE, WXBQ, KPLX, KHEY, KIKK, WIVK, WSIX, KXXY, KEEY, KIK-FM, KNAX, KNIX, KWJJ, KRAK, KEEN, KMPS. Debuts at number 50 on the Country chart.

SIGNIFICANT ACTION

SAWYER BROWN "When Love Comes Callin'" (Curb/Capitol) 54/29

Rotations: Heavy 0, Medium 5, Light 49, Total Adds 29 including WRKZ, WDSY, KRRV, KHEY, KKIX, KLLL, KNFM, WLWI, WSIX, WNOE, KJNE, KLUR, WUSQ, WAXX, WOW, KTPK, KFDI, KGHL, KUUY, KALF

NITTY GRITTY DIRT BAND "You Made Life Good Again" (MCA) 52/3

Rotations: Heavy 0, Medium 16, Light 36, Total Adds 3, WHEW, KCJB, KDRK. Medium: WICO, KASE, WSTH, WIVK, WTQR, KFGO, WOW, KTTS, WTCM, KFDI, KWOX, KRKT, KALF, KEKB, KNCQ.

WILLIE NELSON "Ain't Necessarily So" (Columbia) 48/41

Rotations: Heavy 0, Medium 3, Light 45, Total Adds 41 including WPOC, WRKZ, WXTU, WDSY, KASE, KPLX, KIKK, KHAK, WAXX, WCUZ, WTSO, WTHI, KIK-FM, KVOO, KYGO, KUGN, KNIX, KIIQ, KEEN, KMPS.

JANN BROWNE "Louisville" (Curb) 46/2

Rotations: Heavy 0, Medium 8, Light 38, Total Adds 2, WESC, WBVE. Medium: WICO, KRRV, WSTH, WAMZ, KFGO, KFDI, KALF, KEKB. Light: WCAO, WYYZ, WRKZ, WDSY, WPOR, WKAK, KMML, KASE, WRNS, WKML, WHLZ, WFLS, WHEW, WDXE, WCMS, WQDR, KJNE, KLUR, WUSQ, WSLR, WAXX, KWMT, KIXQ, WOW, KTTS, WWJO, WTCM, KVOO, WDEZ, KWOX, KRKT, KIK-FM, KVOO, KUUY, KRWQ, KEEN.

MARIE "Like A Hurricane" (Curb) 39/8

Rotations: Heavy 0, Medium 7, Light 32, Total Adds 8, WCAO, WHEW, KYXX, WQDR, KIXQ, WTCM, KVOO, KKAT. Medium: WNNC, WSTH, WKML, WFLS, KFDI, KRKT, KALF. Light: WHWK, WRKZ, WDSY, KTTS, KEKB.

RICH GRISSOM "Tell Me I'm Wrong" (Mercury) 38/0

Rotations: Heavy 0, Medium 8, Light 30, Total Adds 0. Medium: WZPR, WNNC, WSTH, WSIX, WAXX, KFGO, WOW, KFDI. Light: WQBE, WYYZ, WRKZ, WBEE, KMML, KKIX, WKML, WAMZ, WSM, WOWW, WCUZ, KIIQ.

JOHNNY CASH "Goin' By The Book" (Mercury) 37/13

Rotations: Heavy 2, Medium 6, Light 29, Total Adds 13, WICO, KBMR, KWMT, WCUZ, KVOO, KFDI, KASH, KGHL, KUUY, KALF, KEKB, KNCQ, KIIQ. Heavy: WPCV, WDAF. Medium: WSTH, WOW, WTCM, KRKT, KNEW.

MICHELLE WRIGHT "Woman's Intuition" (Arista) 37/12

Rotations: Heavy 0, Medium 1, Light 36, Total Adds 12, WDSY, WKML, WDXE, KYXX, KLUR, WUSQ, KHAK, KCJB, KEEY, KTPK, WTCM, KRWQ. Light: WRKZ, WSOC, WIVK, WPAP, KIXQ, KTTS, KFDI, KIIQ.

CRYSTAL GAYLE "Never Ending Song Of Love" (Capitol) 31/1

Rotations: Heavy 0, Medium 6, Light 25, Total Adds 1, KNCQ. Medium: WSTH, KIKK, KLUR, WCUZ, WOW, KEEN. Light: WRKZ, KRRV, KASE, WTVY, WHLZ, WFLS, WCMS, WKNN, KIXQ, KTPK, KVOO, KIIQ, KSOP.

KEVIN WELCH "Praying For Rain" (Reprise) 29/14

Rotations: Heavy 1, Medium 2, Light 26, Total Adds 14, WVAM, WRKZ, WDXE, KYXX, WUSQ, KBMR, WASKFM, KTTS, WTCM, KFDI, KWOX, KVOO, KRWQ, KIIQ. Heavy: WTNT. Medium: WOW, KALF.

JERRY LANSDOWNE "Paradise Knife And Gun Club" (SOR) 29/0

Rotations: Heavy 0, Medium 4, Light 25, Total Adds 0. Medium: WNNC, WSTH, WHEW, KTTS. Light: WICO, KRRV, WRNS, WHLZ, WMSI, WTNV, WPCV, WCMS, WAXX, KWMT, WOW, KVOO, KIK-FM, KZLA, KSOP, KEEN.

VINCE GILL "Never Knew Lonely" (MCA) 28/27

Rotations: Heavy 0, Medium 2, Light 26, Total Adds 27 including WRKZ, WDSY, KEAN, WSOC, WTVY, WIVK, WDXE, WKSJ, WQDR, WUSQ, WAXX, WCUZ, WDAF, KXXY, WOW, KFDI, KVOO, KRWQ, KEKB, KCKC.

EMMYLOU HARRIS "Never Be Anyone Else But You" (Reprise) 22/7

Rotations: Heavy 0, Medium 2, Light 20, Total Adds 7, WRKZ, WSTH, WKNN, WAXX, WTCM, KVOO, KRWQ. Medium: WCUZ, KFDI. Light: WYYZ, KRRV, KMML, WTVY, WCMS, WUSQ, KFGO, WOW, KTTS, KRKT, KGHL, KVOO, KALF.

WAYLON JENNINGS "Where Corn Don't Grow" (Epic) 20/17

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 17, KASE, KIKK, WDXE, WTNT, KLUR, WUSQ, KFGO, KWMT, WOW, KTTS, KVOO, KFDI, KWOX, KUZZ, KIIQ, KCKC, KEEN. Light: WTVY, WKML, WFLS.

TRAVIS TRITT "Put Some Drive In Your Country" (WB) 20/13

Rotations: Heavy 0, Medium 2, Light 18, Total Adds 13, WYYZ, KEAN, KMML, WTVY, WAMZ, WGXX, KNFM, WIRK, KHAK, WCUZ, KFKF, WITL, KRWQ. Medium: WTDR. Light: WOKQ, WUSY, WNOE, WIL, KIK-FM, KEKB.

BILLY & TERRY SMITH "Blues Stay Away From Me" (Epic) 19/7

Rotations: Heavy 0, Medium 2, Light 17, Total Adds 3, WCAO, KRRV, WKML, WTNT, KLUR, WCUZ, KIIQ. Medium: KFDI. Light: WYYZ, WRKZ, KMML, KASE, WSTH, KIKK, WDXE, WOW, KTTS, WTCM, KVOO.

JEFF CHANCE "Talkin' To Your Picture" (Mercury) 17/17

Rotations: Heavy 0, Medium 0, Light 17, Total Adds 17, WRKZ, KRRV, KXIX, WKML, WFLS, KIKK, WDXE, KYXX, WQDR, KFGO, KVOO, KRKT, KIK-FM, KUUY, KALF, KEKB, KIIQ.

DAN SEALS "Bordertown" (Capitol) 16/16

Rotations: Heavy 0, Medium 2, Light 13, Total Adds 16, KMML, WFLS, KIKK, KYXX, WCMS, KHAK, KFGO, WCUZ, WFMS, WOW, KFDI, KRST, KIK-FM, KUZZ, KVOO, KWHT.

SUSI BEATTY "There's A Phone On Every Corner" (Starway) 16/3

Rotations: Heavy 0, Medium 2, Light 14, Total Adds 3, WSNO, KRRV, KWMT. Medium: WSTH, KLUR. Light: WRKZ, WICO, WRNS, WKML, WFLS, WDXE, KFGO, KTTS, KVOO, KFDI, KWOX.

RONNA REEVES "The Letter" (Mercury) 16/1

Rotations: Heavy 0, Medium 0, Light 16, Total Adds 1, KTTS. Light: WDSY, WICO, WRNS, WSTH, KKIX, WDXE, KSSN, KJNE, WAXX, KFGO, WOW, KTPK, KVOO, KALF, KNCQ.

MARSHALL TUCKER BAND "Stay In The Country" (Sisapa) 15/2

Rotations: Heavy 0, Medium 5, Light 10, Total Adds 2, WSNO, WQBE. Medium: WYYZ, WTDR, WSTH, WKYQ, KFDI. Light: KRRV, WXBQ, WRNS, WDXE, WITL, KTTS, KWOX, KALF.

SHENANDOAH "Ghost In This House" (Columbia) 13/13

Rotations: Heavy 0, Medium 0, Light 13, Total Adds 13, WCAO, WWVA, KMML, WSTH, WTVY, WIVK, KYXX, WTQR, KIXQ, WTSO, KXXY, KVOO, KWHT.

WAYNE NEWTON "At This Moment" (Curb) 10/4

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 4, KMML, WSTH, WFLS, KVOO. Light: WRKZ, WICO, KRRV, KLUR, KFGO, KWMT.

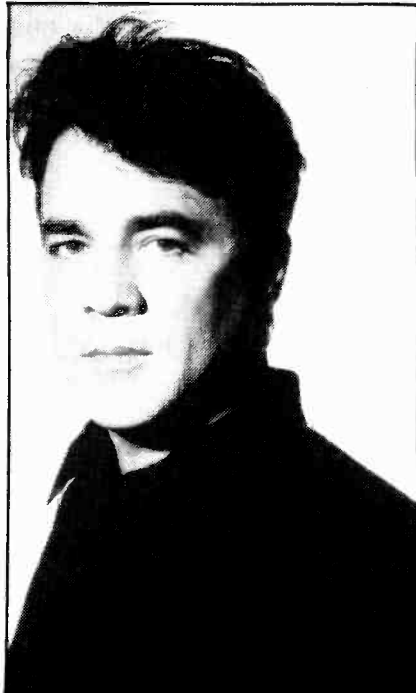
CHRIS WALL "Empty Seat Beside Me" (Tried & True) 9/2

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 2, KRRV, WFLS. Light: WSNO, WRKZ, WICO, WKML, KLUR, KFGO, KEEN.

ALBUM TRACKS

Table with 2 columns: ARTIST/Song Title (Label) and Album Title. Rows include Patty Loveless, Alabama, Garth Brooks, Restless Heart, George Strait, Judds, etc.

GARY MORRIS HITS THE COUNTRY CORE WITH "Workin' Man Blues"



On Your Desk Now!







3 2  
WKS WKS LW TW

SEPTEMBER 14, 1990

Total Reports/Adds Heavy Medium Light

3	2	1	Rank	Artist/Title (Label)	Total Reports/Adds	Heavy	Medium	Light
3	2	1	1	ALABAMA/Jukebox In My Mind (RCA)	182/0	167	12	3
7	4	3	2	LEE GREENWOOD/Holdin' A Good Hand (Capitol)	185/0	157	21	7
10	5	4	3	CARLENE CARTER/I Fell In Love (Reprise)	184/0	152	29	3
16	11	6	4	GARTH BROOKS/Friends In Low Places (Capitol)	185/0	147	36	2
8	7	5	5	DOUG STONE/Fourteen Minutes Old (Epic)	179/1	139	36	4
5	3	2	6	RICKY VAN SHELTON/I Meant Every Word He Said (Columbia)	181/1	154	23	4
15	12	10	7	STEVE WARINER/Precious Thing (MCA)	184/0	108	66	10
11	8	8	8	KEITH WHITLEY & LORRIE MORGAN/Til A Tear Becomes A Rose (RCA)	175/0	119	50	6
12	10	9	9	KATHY MATTEA & TIM O'BRIEN/The Battle Hymn Of Love (Mercury)	178/0	117	49	12
18	15	11	10	GEORGE STRAIT/Drinking Champagne (MCA)	183/0	90	84	9
17	14	12	11	JUDDS/Born To Be Blue (Curb/RCA)	183/1	81	91	11
20	17	15	12	MARK CHESNUTT/Too Cold At Home (MCA)	177/1	67	101	9
19	16	14	13	DESERT ROSE BAND/Story Of Love (MCA/Curb)	180/3	61	96	23
26	18	16	14	REBA McENTIRE/You Lie (MCA)	184/1	43	132	9
24	20	19	15	KENNY ROGERS & DOLLY PARTON/Love Is Strange (Reprise)	174/1	28	121	25
23	21	20	16	LIONEL CARTWRIGHT/My Heart Is Set On You (MCA)	171/2	33	114	24
31	26	22	17	JOE DIFFIE/Home (Epic)	183/9	15	125	43
21	19	18	18	PIRATES OF THE MISSISSIPPI/Honky Tonk Blues (Capitol)	161/0	45	82	34
29	25	23	19	BAILLIE & THE BOYS/Fool Such As I (RCA)	169/6	20	106	43
—	37	30	20	RANDY TRAVIS & GEORGE JONES/A Few Ole Country Boys (WB)	175/19	4	92	79
30	27	24	21	SOUTHERN PACIFIC/Reckless Heart (WB)	156/6	16	100	40
32	28	25	22	ANNE MURRAY/Feed This Fire (Capitol)	160/10	7	101	52
37	29	26	23	RESTLESS HEART/When Somebody Loves You (RCA)	158/7	5	94	59
6	6	7	24	BELLAMY BROTHERS/I Could Be Persuaded (MCA/Curb)	115/0	35	69	11
36	31	28	25	HOLLY DUNN/You Really Had Me Going (WB)	162/14	4	88	70
46	35	31	26	EXILE/Yet (Arista)	167/15	0	80	87
42	36	33	27	VERN GOSDIN/This Ain't My First Rodeo (Columbia)	147/16	3	74	70
—	39	32	28	HANK WILLIAMS JR./Don't Give Us A Reason (WB/Curb)	139/22	9	46	84
33	30	29	29	TIM RYAN/Dance In Circles (Epic)	117/4	10	61	46
2	1	13	30	CLINT BLACK/Nothing's News (RCA)	105/1	47	37	21
1	9	21	31	ALAN JACKSON/Wanted (Arista)	75/0	40	21	14
48	43	37	32	MARTY STUART/Western Girls (MCA)	135/21	3	54	78
49	42	38	33	RICKY SKAGGS/He Was On To Somethin' (Epic)	131/19	2	53	76
<b>BREAKER</b>			34	DON WILLIAMS/Back In My Younger Days (RCA)	142/53	0	36	106
<b>BREAKER</b>			35	CONWAY TWITTY/Crazy In Love (MCA)	118/19	1	42	75
<b>DEBUT</b>			36	EDDIE RABBITT/American Boy (Capitol)	101/57	2	39	60
43	40	39	37	MERLE HAGGARD/When It Rains It Pours (Curb)	81/0	3	46	32
14	13	17	38	RODNEY CROWELL/My Past Is Present (Columbia)	67/0	13	29	25
4	22	34	39	TANYA TUCKER & T. GRAHAM BROWN/Don't Go Out (Capitol)	58/0	14	31	13
—	48	44	40	MATRACA BERG/Things You Left Undone (RCA)	95/13	1	34	60
28	33	36	41	VINCE GILL/When I Call Your Name (MCA)	43/0	25	12	6
—	—	47	42	T. GRAHAM BROWN/Moonshadow Road (Capitol)	95/20	0	29	66
—	—	46	43	MICHAEL MARTIN MURPHEY/Cowboy Logic (WB)	84/13	0	35	49
—	—	48	44	BILLY JOE ROYAL/A Ring Where A Ring Used To Be (Atlantic)	101/34	0	22	79
47	44	42	45	HANK WILLIAMS JR./Man To Man (WB/Curb)	71/1	1	29	41
9	24	35	46	SHENANDOAH/Next To You, Next To Me (Columbia)	49/0	19	20	10
<b>DEBUT</b>			47	HIGHWAY 101/Someone Else's Trouble Now (WB)	75/43	0	7	68
<b>DEBUT</b>			48	PATTY LOVELESS/The Night's Too Long (MCA)	68/44	0	9	59
<b>DEBUT</b>			49	ROSANNE CASH/What We Really Want (Columbia)	64/27	1	5	58
<b>DEBUT</b>			50	K.T. OSLIN/Come Next Monday (RCA)	55/55	3	8	44

### MOST ADDED

- EDDIE RABBITT (57)
- K.T. OSLIN (55)
- DOM WILLIAMS (53)
- PATTY LOVELESS (44)
- HIGHWAY 101 (43)
- WILLIE NELSON (41)
- BILLY JOE ROYAL (34)
- SAWYER BROWN (29)
- ROSANNE CASH (27)
- VINCE GILL (27)

### HOTTEST

- GARTH BROOKS (111)
- ALABAMA (102)
- CARLENE CARTER (92)
- RICKY VAN SHELTON (79)
- DOUG STONE (60)
- LEE GREENWOOD (53)
- WHITLEY & MORGAN (49)
- MATTEA & O'BRIEN (36)
- GEORGE STRAIT (25)
- ALAN JACKSON (21)

### NEW ARTISTS

Reports/Adds

- RICH GRISSOM/Tell Me... (Merc.) 38/0
- JERRY LANSLOWNE/Paradise... (SOR) 29/0
- BILLY & TERRY SMITH/Blues Stay... (Epic) 19/7
- JEFF CHANCE/Talkin' To Your... (Merc.) 17/17
- SUSI BEATTY/There's A Phone... (Starway) 16/3
- RONNA REEVES/The Letter (Merc.) 16/1
- MARSHALL TUCKER.../Stay In... (Sisapa) 15/2
- WAYNE NEWTON/At This Moment (Curb) 10/4
- CHRIS WALL/Empty Seat... (Tried & True) 9/2
- BAMA BAND/She's Movin' In (Cap.) 8/5

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

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

## BREAKERS

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.

#### DON WILLIAMS Back In My Younger Days (RCA)

On 77% of reporting stations. Rotations: Heavy 0, Medium 36, Light 106, Total Adds 53 including WQBE, WYNY, WWNC, KAYD, WUBE, WGEE, KCJB, WMUS, KFMS, KZLA, KRAK, KKAT. Moves 43-35 on the Country chart.

#### CONWAY TWITTY Crazy In Love (MCA)

On 64% of reporting stations. Rotations: Heavy 1, Medium 42, Light 75, Total Adds 19 including WPOR, WILQ, WKAK, WWNC, WEZL, WITL, WFMB, WIL, KFMS, KKAT, KSOP, KDRK. Moves 47-41-35 on the Country chart.

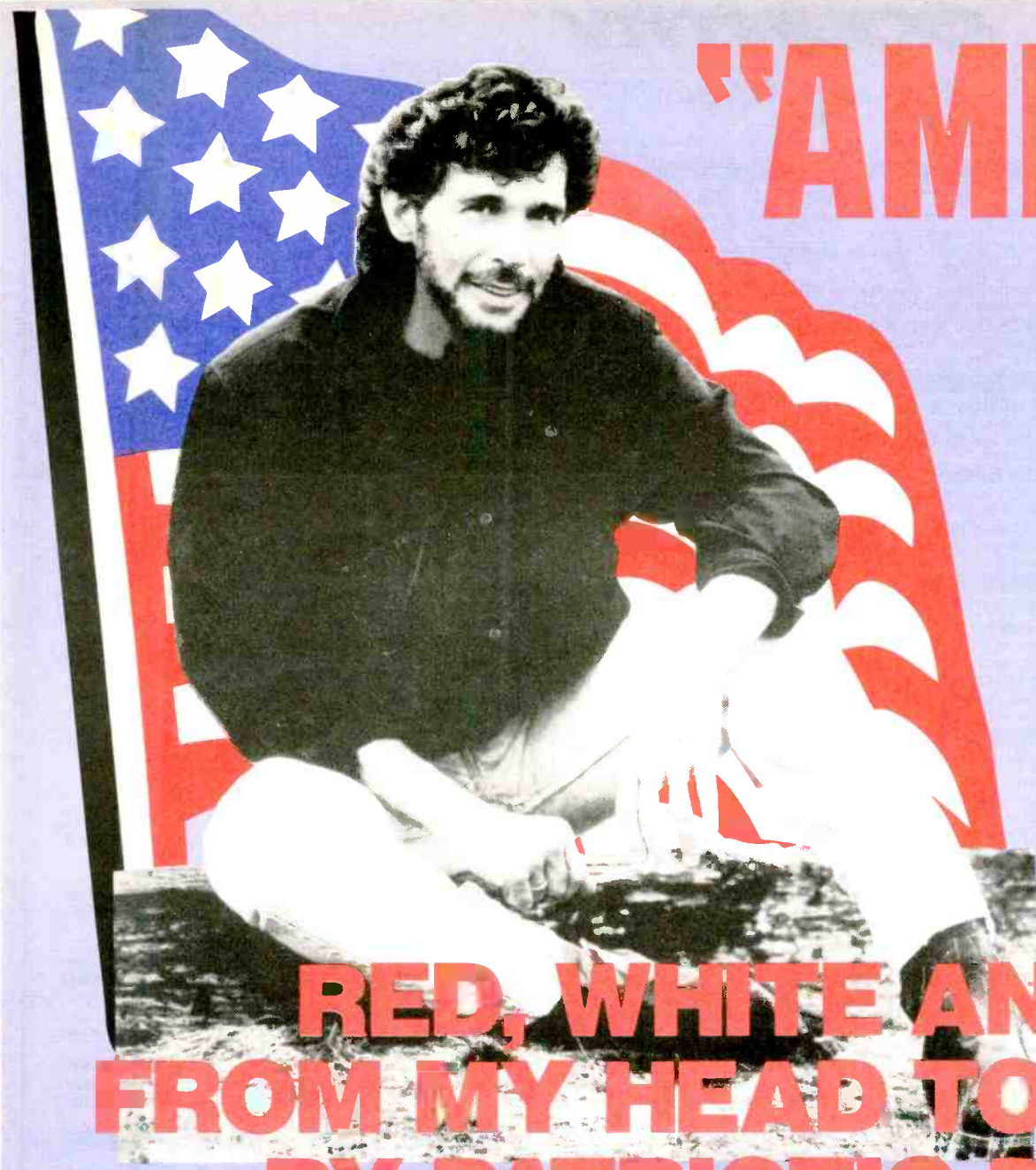
NEW

# R&R Country FAX

3-DAY ADVANCE on the hottest Country music and radio news, Street Talk and the industry's fastest chart data turnaround.

Call R&R to TRY IT FREE! Sent to your fax Monday evenings.





# "AMERICAN BOY"

## Eddie Rabbitt



**RED, WHITE AND BLUE  
FROM MY HEAD TO MY TOES...  
BY PATRIOTIC DEMAND!**

WMZQ/GARY MCCARTIE: "Especially now, a song like this needs to be heard."

KRRV/IRICK STEVENS: "This song speaks from the hearts of all true Americans."

WHOK/IMAX RAINES: "A great song that everybody can feel good about right now."

WTSO/PAT MARTIN: "This song makes you feel good about being an American."

WIRK/DAN O'BRIAN: "The most uplifting patriotic song since 'God Bless the USA.'"

WDXE/MIKE HARRIS: "Captures the American spirit in the most positive way I've heard."

WRNS/MARK REID: "We're adding this record in heavy rotation. This is not about oil or Iraq. This is about the American spirit."

WYYD/ROBYNN JAYMES: "'American Boy' had me singing along with pride...I'm an American Girl."

S T A T I O N S F I R S T W E E K									
WVAM	WILQ	WTVN	KTTS	WCMS	WCUZ	KUUY	WQDR	WKAK	WESC
WQCB	KRRV	WDXE	KVOO	KRMD	WDAF	KKCS	KAJA	WWNC	WPCV
WHWK	KMML	KYKX	KFDI	KJNE	WHOK	KUGN	WUSQ	WYNK	WAMZ
WAYZ	KAYD	KLLL	KWOX	WIRK	WTSO	KUAD	WCAO	KYKR	WOKK
WWYZ	WUSY	KJJY	WQXK	WSLR	WOW	KRWQ	WQBE	WZZK	KNFM
WRKZ	WRNS	WAXX	KIK-FM	KHAK	KEYE	KMIX	WOKQ	WXBQ	KJLO
WZPR	WSTH	KWMT	KASH	WUSN	WTHI	KWHT	WTCR	WTVY	WLWI
WXXK	KKIX	KIXQ	KVOC	WKKQ	KTPK	KNIX	WYNY	KHEY	WSM
WDSY	WFLS	WASKFM	KEKB	WYNG	WDEZ	KIIQ	WPOR	WKML	WKNN
WWVA	KIKK	WMUS	WKSJ	KFGO	KZSN	WPAP	WMZQ	WHEW	WYYD
									KLUR





- A**  
**ALABAMA "Jukebox In My Mind" (RCA 2643-7)**  
 Prod: Josh Leo, Larry Michael Lee, Alabama Wr: Dave Gibson, Ronnie Rogers Pub: Maypop Music/Wildcountry, Inc. (BMI) Mgr: Dale Morris & Associates
- B**  
**BAILLIE & THE BOYS "Fool Such As I" (RCA 2641-7)**  
 Prod: Kyle Lehning Wr: Bill Trader Pub: MCA Music (ASCAP) Mgr: Mores, Nanas, Golden, Peay  
**SUSI BEATTY "There's A Phone On Every Corner" (Starway 1209-7A)**  
 Prod: Jerry Kennedy Wr: Tom Shapiro, Bucky Jones, Chris Waters Pub: Cross Keys Publishing; Tree Publishing (ASCAP; BMI) Mgr: Ann Tant  
**BELLAMY BROTHERS "I Could Be Persuaded" (MCA/Curb 79019)**  
 Prod: Emory Gordy Jr. Wr: David Bellamy, Howard Bellamy, Don Schlitz Pub: Bellamy Brothers Music, Don Schlitz Music/Almo Music (ASCAP) Mgr: Frances Bellamy  
**MATRACA BERG "The Things You Left Undone" (RCA 2644-7)**  
 Prod: Wendy Waldman, Josh Leo Wr: Matraca Berg, Ronnie Samoset Pub: Warner-Tamerlane Publishing; WB Music/Samosonian Songs (BMI; ASCAP) Mgr: Chuck Flood  
**CLINT BLACK "Nothing's News" (RCA 2596-7)**  
 Prod: James Stroud, Mark Wright Wr: Clint Black Pub: Howlin' Hits Music (ASCAP) Mgr: Bill Ham  
**GARTH BROOKS "Friends In Low Places" (Capitol 79239)**  
 Prod: Allen Reynolds Wr: DeWayne Blackwell, Bud Lee Pub: Careers Music; Music Ridge Music (BMI; ASCAP) Mgr: Bob Doyle, Pam Lewis  
**T. GRAHAM BROWN "Moonshadow Road" (Capitol 79269)**  
 Prod: Barry Beckett, T. Graham Brown Wr: T. Graham Brown, Verlon Thompson, Gary Nicholson Pub: EMI April/Ides Of March Music/Cross Keys Publishing (ASCAP) Mgr: C.K. Spurlock  
**JANN BROWNE "Louisville" (Curb 76835)**  
 Prod: Steve Fishell Wr: Jann Browne, Pat Gallagher Pub: Tree Publishing; Joe Moore Music (BMI; ASCAP) Mgr: Tracy Gershon
- C**  
**CARLENE CARTER "I Fell In Love" (Reprise 7-19915)**  
 Prod: Howie Epstein Wr: Carlene Carter, Howie Epstein, Benmont Tench, Perry Lamek Pub: Carleoney Tunes/Chrysalis Music Group, EMI Music Publishing/Colegoms-EMI Music, He Dog Music/Twyla Dent Music/Blue Gator Music; Lamek Publishing/Laughing Dogs Music (ASCAP; BMI) Mgr: Bill Carter  
**LIONEL CARTWRIGHT "My Heart Is Set On You" (MCA 79046)**  
 Prod: Stuart Smith, Tony Brown Wr: Lionel Cartwright Pub: Silverline Music/Long Run Music (BMI) Mgr: Noel Fox  
**JOHNNY CASH "Goin' By The Book" (Mercury 878 292)**  
 Prod: Jack Clement Wr: Chester Lester Pub: Chester Lester Music/Vidor Publishing/Warner Elektra Asylum Music (BMI) Mgr: Lou Robin  
**ROSANNE CASH "What We Really Want" (Columbia 38 73517)**  
 Prod: Rosanne Cash Wr: Rosanne Cash Pub: Chelcalt Music/Bug Music (BMI) Mgr: Will Botwin  
**JEFF CHANCE "Talkin' To Your Picture" (Mercury 878 056)**  
 Prod: Harold Shedd Wr: Dave Lindsey, Lee Bach Pub: PolyGram International/Amanda-Lin Music; Nashville Title Wave Music (BMI) Mgr: Bobby Roberts  
**MARK CHESNUTT "Too Cold At Home" (MCA 79054)**  
 Prod: Mark Wright Wr: Bobby L. Harden Pub: EMI April Music/K-Mark Music (ASCAP) Mgr: BDM Management  
**MARK COLLIE "Hardin County Line" (MCA 79078)**  
 Prod: Doug Johnson, Tony Brown Wr: Mark Collie, Ronnie Scaife Pub: PolyGram International Publishing/Partnership Music; Songs Of PolyGram International /Partner Music (ASCAP; BMI) Mgr: Don Light  
**RODNEY CROWELL "My Past Is Present" (Columbia 38 73423)**  
 Prod: Tony Brown Wr: Rodney Crowell, Stuart Smith Pub: Coolwell Music, Rat Shoes Music/Granite Music (ASCAP) Mgr: Bill Carter
- D**  
**DESERT ROSE BAND "Story Of Love" (MCA/Curb 79052)**  
 Prod: Paul Worley, Ed Seay Wr: Chris Hillman, Steve Hill Pub: Bar None Music/Bug Music (BMI) Mgr: Chuck Morris  
**JOE DIFFIE "Home" (Epic 34 73447)**  
 Prod: Bob Montgomery, Johnny Slate Wr: Andy Spooner, Fred Lehner Pub: Texas Wedge Music (ASCAP) Mgr: Danny Morrison, Johnny Slate  
**HOLLY DUNN "You Really Had Me Going" (WB 7-19756)**  
 Prod: Holly Dunn, Chris Waters Wr: Holly Dunn, Tom Shapiro, Chris Waters Pub: Careers Music; Edge O'Woods Music/Mollne Valley Music/Kinetic Diamond Music (BMI; ASCAP) Mgr: Refugee Management
- E**  
**EXILE "Yet" (Arista 2075)**  
 Prod: Randy Sharp, Tim DuBois Wr: Randy Sharp, Sonny LeMaire Pub: With Any Luck Music, Sun Mare Music (BMI) Mgr: Gallin-Morey-Addis
- G**  
**CRYSTAL GAYLE "Never Ending Song Of Love" (Capitol 79256)**  
 Prod: Allen Reynolds Wr: Delaney Bramlett Pub: EMI Unart Catalog (BMI) Mgr: Bill Gatzimos  
**VINCE GILL "Never Knew Lonely" (MCA 53892)**  
 Prod: Tony Brown Wr: Vince Gill Pub: Benefit Music (BMI) Mgr: Fitzgerald-Hartley  
**VINCE GILL "When I Call Your Name" (MCA 79011)**  
 Prod: Tony Brown Wr: Vince Gill, Tim DuBois Pub: Benefit Music; Tim DuBois Music/WB Music (BMI; ASCAP) Mgr: Fitzgerald-Hartley  
**VERN GOSDIN "This Ain't My First Rodeo" (Columbia 38 73491)**  
 Prod: Bob Montgomery Wr: Vern Gosdin, Hank Cochran, Max D. Barnes Pub: Hookem Music; Co-Heart Music, Hard Scratch, Irving Music (ASCAP; BMI) Mgr: Eddie Tickner  
**LEE GREENWOOD "Holdin' A Good Hand" (Capitol 44576)**  
 Prod: Jerry Crutchfield Wr: Rob Crosby, Johnny Few Pub: Songs Of Grand Coalition; Marledge Music (BMI; ASCAP) Mgr: Jerry Bentley  
**RICH GRISSOM "Tell Me I'm Wrong" (Mercury 875 880)**  
 Prod: Harold Shedd, Joe Scaife, Jim Cotton Wr: Rich Grissom, Donny Kees Pub: Sheddhouse Music/PolyGram International Publishing; Acuff-Rose Music (ASCAP; BMI) Mgr: Sound Seventy
- H**  
**MERLE HAGGARD "When It Rains It Pours" (Curb 79049)**  
 Prod: Mark Yeary, Merle Haggard Wr: John Cody Carter Pub: Inorbit Music (BMI) Mgr: Charles Owens  
**EMMYLOU HARRIS "Never Be Anyone Else But You" (Reprise 7-19707)**  
 Prod: Richard Bennett, Allen Reynolds Wr: Baker Knight Pub: EMI Unart Catalog/Matragun Music (BMI) Mgr: Mark Rothbaum  
**HIGHWAY 101 "Someone Else's Trouble Now" (WB 7-19593)**  
 Prod: Paul Worley, Ed Seay Wr: Pam Tillis, Gary Nicholson Pub: Tree Publishing; Cross Keys Publishing (BMI; ASCAP) Mgr: Chuck Morris
- J**  
**ALAN JACKSON "Wanted" (Arista 2032)**  
 Prod: Scott Hendricks, Keith Stegall Wr: Alan Jackson, Charlie Craig Pub: Mattie Ruth Music/Seventh Son Music; Blackwood Music (ASCAP; BMI) Mgr: Barry Coburn  
**WAYLON JENNINGS "Where Corn Don't Grow" (Epic 34 73519)**  
 Prod: Richie Albright, Bob Montgomery Wr: Roger Murrah, Mark Allan Pub: Tom Collins Music, Murrah Music (BMI) Mgr: Jim Halsey  
**JUDDS "Born To Be Blue" (Curb/RCA 2597-7)**  
 Prod: Brent Maher Wr: Mike Reid, Brent Maher, Mack David Pub: Almo Music/Brio Blues Music/EMI April Music/Vancou Music (ASCAP) Mgr: Ken Stitts
- L**  
**JERRY LANSDOWNE "Paradise Knife And Gun Club" (SOR 420A)**  
 Prod: Ray Pennington Wr: Chick Rains Pub: Chappell & Co./Bundin Music (ASCAP) Mgr: John Dorris  
**PATTY LOVELESS "The Night's Too Long" (MCA 79076)**  
 Prod: Tony Brown Wr: Lucinda Williams Pub: Lucy Jones Music (BMI) Mgr: Roger Ramey, G. Gerald Roy
- M**  
**MARIE "Like A Hurricane" (Curb 76840)**  
 Prod: James Stroud Wr: Michael Clark Pub: Warner-Tamerlane Publishing/Flying Dutchman Music (BMI) Mgr: Karl Engemann  
**MARSHALL TUCKER BAND "Stay In The Country" (Sisapa 77703)**  
 Prod: Doug Gray, Jerry Eubanks Wr: Tim Lawler Pub: G.E.M. (BMI) Mgr: Buddy Carpenter  
**KATHY MATTEA & TIM O'BRIEN "The Battle Hymn Of Love" (Mercury 842 330)**  
 Prod: Allen Reynolds Wr: Don Schlitz, Paul Overstreet Pub: MCA Music Publishing/Don Schlitz Music; Screen Gems-EMI Music/Scarlet Moon Music (ASCAP; BMI) Mgr: Bob Tittle; Bob Tittle  
**REBA MCENTIRE "You Lie" (MCA 79071)**  
 Prod: Tony Brown, Reba McEntire Wr: Bobby Fischer, Austin Roberts, Charlie Black Pub: Bobby Fischer Music/Five-Bar-B Songs/Chriswald Music/Hopi Sound Music (ASCAP) Mgr: Narvel Blackstock  
**MICHAEL MARTIN MURPHEY "Cowboy Logic" (WB 7-19724)**  
 Prod: Steve Gibson, Michael Martin Murphey Wr: Don Cook, Chick Rains Pub: Cross Keys Publishing/Terrace Music (ASCAP) Mgr: Bob Burwell  
**ANNE MURRAY "Feed This Fire" (Capitol 79189)**  
 Prod: Jerry Crutchfield Wr: Hugh Prestwood Pub: Lawyer's Daughter Music/Careers Music (BMI) Mgr: Leonard Rambeau
- N**  
**WILLIE NELSON "It Ain't Necessarily So" (Columbia 38 73518)**  
 Prod: Fred Foster Wr: Beth Nielsen Chapman Pub: Warner/Refuge Music, Macy Place Music (ASCAP) Mgr: Mark Rothbaum  
**WAYNE NEWTON "At This Moment" (Curb 76838)**  
 Prod: Jeffrey Baxter Wr: Billy Vera Pub: WB Music/Vera Cruz Music (ASCAP) Mgr: Flying Eagle Management  
**NITTY GRITTY DIRT BAND "You Made Life Good Again" (MCA 79075)**  
 Prod: Randy Scruggs, Nitty Gritty Dirt Band Wr: Bob DiPiero, Steve Seskin Pub: Little Big Town Music/American Made Music/Love This Town Music (ASCAP/BMI) Mgr: Chuck Morris
- O**  
**K.T. OSLIN "Come Next Monday" (RCA 2667-7)**  
 Prod: Joe Scaife, Jim Cotton Wr: K.T. Oslin, Rory Michael Bourke, Charlie Black Pub: Tri-Chappell Music; Chappell & Co., Chappell & Co./Serenity Manor Music (SESAC; ASCAP) Mgr: Mores, Nanas, Golden, Peay
- P**  
**PIRATES OF THE MISSISSIPPI "Honky Tonk Blues" (Capitol 44579)**  
 Prod: James Stroud, Rich Alves Wr: Hank Williams Pub: Acuff-Rose Music/Hiriam Music/Rightsong Music (BMI) Mgr: Ken Stitts
- R**  
**EDDIE RABBITT "American Boy" (Capitol 79398)**  
 Prod: Richard Landis Wr: Eddie Rabbitt Pub: Eddie Rabbitt Music/Music Of The World (BMI) Mgr: Stan Mores  
**EDDY RAVEN "Zydeco Lady" (Capitol 79191)**  
 Prod: Barry Beckett Wr: Troy Seals, Eddy Raven Pub: WB Music/Two Sons Music/Ravensong (ASCAP) Mgr: John Dotson  
**RONNA REEVES "The Letter" (Mercury 878 058)**  
 Prod: Clyde Brooks, C. Michael Spriggs Wr: Carolyn Swilley, Gary Heyde Pub: Ben Hall Music/Boonie Tunes Music/Texas Wedge Music (ASCAP) Mgr: Ron Cotton  
**RESTLESS HEART "When Somebody Loves You" (RCA 2663-7)**  
 Prod: Scott Hendricks, Tim DuBois, Restless Heart Wr: John Neel, Rick Giles Pub: Song Pantry Music, EEG Music (ASCAP) Mgr: Mores, Nanas, Golden, Peay  
**KENNY ROGERS & DOLLY PARTON "Love Is Strange" (Reprise 7-19760)**  
 Prod: Jim Ed Norman, Eric Prestidge Wr: Elias McDaniel, Mickey Baker, Sylvia Robinson Pub: Ben-Ghazi Music (BMI) Mgr: Ken Kragen; Sandy Gallin
- BILLY JOE ROYAL "A Ring Where A Ring Used To Be" (Atlantic 7-87867)**  
 Prod: Nelson Larkin Wr: Gordon Eatherly, Bob Moulds, Kris Bergsnes Pub: Great Shakes Music/Hidden Harbor Music/Coxboro Music/Warner-Tamerlane Publishing (BMI) Mgr: Mark Ketchum, Nelson Larkin, Larry McFaden  
**TIM RYAN "Dance In Circles" (Epic 34 73372)**  
 Prod: Buddy Killen Wr: Tim Ryan, Alex Harvey Pub: Cross Keys Publishing/CBS Music; Ensign Music (ASCAP; BMI) Mgr: Bill Carter
- S**  
**SAWYER BROWN "When Love Comes Callin'" (Curb/Capitol 79231)**  
 Prod: Randy Scruggs, Mark Miller Wr: Mark Miller, Randy Scruggs Pub: Zoo II Music/Warner-Tamerlane Publishing; Randy Scruggs Music (ASCAP; BMI) Mgr: TKO Management  
**DAN SEALS "Bordertown" (Capitol 79280)**  
 Prod: Kyle Lehning Wr: Dan Seals, Bob McDill Pub: Pink Pig Music; PolyGram International Publishing/Ranger Bob Music (BMI; ASCAP) Mgr: Tony Gottlieb  
**RICKY VAN SHELTON "I Meant Every Word He Said" (Columbia 38 73413)**  
 Prod: Steve Buckingham Wr: Curly Putman, Bucky Jones, Joe Chambers Pub: Tree Publishing; Cross Keys Publishing/CBS Music Group, Joe Chambers Music (BMI; ASCAP) Mgr: Michael Campbell  
**SHENANDOAH "Ghost In This House" (Columbia 38 73520)**  
 Prod: Rick Hall, Robert Byrne Wr: Hugh Prestwood Pub: Careers Music (BMI) Mgr: Bill Carter  
**SHENANDOAH "Next To You, Next To Me" (Columbia 38 73373)**  
 Prod: Rick Hall, Robert Byrne Wr: R.E. Orrall, Curtis Wright Pub: BMG Songs/2 Kids Music/David 'N' Will Music (ASCAP) Mgr: Bill Carter  
**RICKY SKAGGS "He Was On To Somethin' (So He Made You)" (Epic 34 73496)**  
 Prod: Ricky Skaggs, Steve Buckingham Wr: Sonny Curtis Pub: Tree Publishing (BMI) Mgr: Bobby Cudd  
**BILLY & TERRY SMITH "Blues Stay Away From Me" (Epic 34 73497)**  
 Prod: Chris Waters Wr: Alton Delmore, Rabon Delmore, Wayne Raney, Henry Glover Pub: Songs Of PolyGram International/Lionel Delmore Music/WEA Music/Vidor Publications/Fort Knox Music/Trio Music (BMI) Mgr: Hazel & Heller Management  
**SOUTHERN PACIFIC "Reckless Heart" (WB 7-19871)**  
 Prod: Southern Pacific, Jim Ed Norman Wr: John McFee, Andre Pessis Pub: Long Tooth Music; Endless Frogs Music/Bob-A-Lew Songs (BMI; ASCAP) Mgr: BBJO Entertainment Group  
**DOUG STONE "Fourteen Minutes Old" (Epic 34 73425)**  
 Prod: Doug Johnson Wr: Dennis Knutson, A.L. "Doodle" Owens Pub: WB Music/Patrix Janus Music; Warner-Tamerlane Publishing/Patrick Joseph Music (ASCAP; BMI) Mgr: John Dorris, Phyllis Bennette  
**GEORGE STRAIT "Drinking Champagne" (MCA 79070)**  
 Prod: Jimmy Bowen, George Strait Wr: Bill Mack Pub: Acuff-Rose Music (BMI) Mgr: Erv Woolsey  
**MARTY STUART "Western Girls" (MCA 79068)**  
 Prod: Richard Bennett, Tony Brown Wr: Marty Stuart, Paul Kennerley Pub: Songs Of PolyGram International/Irving Music/Littlemarch Music (BMI) Mgr: Bonnie Garner
- T**  
**RANDY TRAVIS & GEORGE JONES "A Few Ole Country Boys" (WB 7-19586)**  
 Prod: Kyle Nielsen Wr: Troy Seals, Mentor Williams Pub: WB Music/Two Sons Music/Bamatuck Music/Mentor Williams Music (ASCAP) Mgr: Lib Hatcher, Nancy Jones  
**TRAVIS TRITT "Put Some Drive In Your Country" (WB 7-19715)**  
 Prod: Gregg Brown Wr: Travis Tritt Pub: Tree Publishing/Post Oak Publishing (BMI) Mgr: Ken Kragen  
**TANYA TUCKER & T. GRAHAM BROWN "Don't Go Out" (Capitol 44586)**  
 Prod: Jerry Crutchfield Wr: Radney Foster, Bill Lloyd Pub: BMG Songs; Careers Music (ASCAP; BMI) Mgr: Beau Tucker; C.K. Spurlock  
**CONWAY TWITTY "Crazy In Love" (MCA 79067)**  
 Prod: Jimmy Bowen, Conway Twitty, Dee Henry Wr: Even Stevens, Randy McCormick Pub: Screen Gems-EMI Music (BMI) Mgr: Dee Henry
- W**  
**CHRIS WALL "Empty Seat Beside Me" (Tried & True/Rykodisc 2226)**  
 Prod: Pat Colgan Wr: Chris Wall Pub: Rhythm Wrangler/Groper (BMI) Mgr: Susan Walker  
**STEVE WARINER "Precious Thing" (MCA 79051)**  
 Prod: Tony Brown Wr: Steve Wariner, Mac McAnally Pub: Steve Wariner Music; Beginner Music (BMI; ASCAP) Mgr: Vector Management  
**KEVIN WELCH "Praying For Rain" (Reprise 7-19585)**  
 Prod: Paul Worley, Ed Seay Wr: Chris Waters, Don Cook Pub: Cross Keys Publishing (ASCAP) Mgr: BBJO Entertainment Group  
**KEITH WHITLEY & LORRIE MORGAN "Til A Tear Becomes A Rose" (RCA 2619-7)**  
 Prod: Blake Mevis, Garth Fundis Wr: Bill Rice, Mary Sharon Rice Pub: EMI April Music/Swallowfork Music (ASCAP) Mgr: Mores, Nanas, Golden, Peay  
**DON WILLIAMS "Back In My Younger Days" (RCA 2677-7)**  
 Prod: Don Williams, Garth Fundis Wr: Danny Flowers Pub: Danny Flowers Music (ASCAP) Mgr: Mores, Nanas, Golden, Peay  
**HANK WILLIAMS JR. "Don't Give Us A Reason" (WB/Curb S-4492)**  
 Prod: Barry Beckett, Hank Williams Jr., Jim Ed Norman Wr: Hank Williams Jr. Pub: Bocephus Music (BMI) Mgr: Merle Kilgore  
**HANK WILLIAMS JR. "Man To Man" (WB/Curb 7-19818)**  
 Prod: Barry Beckett, Hank Williams Jr., Jim Ed Norman Wr: Hank Williams Jr., Tommy Barnes Pub: Bocephus Music; Tommy Barnes Music/Greg Humphreys Music (BMI; ASCAP) Mgr: Merle Kilgore  
**MICHELLE WRIGHT "Woman's Intuition" (Arista 2090)**  
 Prod: Rick Giles, Steve Bogard Wr: Steve Bogard, Rick Giles Pub: WB Music/Rancho Bogardo Music, Kinetic Diamond Music/Edge O'Woods Music (ASCAP) Mgr: Brian Ferriman

Congratulations to Ronnie Rogers, Dave Gibson & Alabama for

"JUKEBOX IN MY MIND"

2 Weeks at #1

thanks to Joe, Jack and the RCA Team  
and Josh & Larry



MAYPOP MUSIC GROUP

A DIVISION OF WILDCOUNTRY, INC.









## BREAKERS

### MARIAH CAREY

Love Takes Time (Columbia)

81% of our reporting stations on it. Rotations: Heavy 1/0, Medium 14/4, Light 62/23, Total Adds 27 including WXYV, WBLS, WDAS, WVEE, K97, WYLD, WTLC, KMJM, KJLH, KKB.T.

### CAMEO

Close Quarters (Atlanta Artists/Mercury)

61% of our reporting stations on it. Rotations: Heavy 0/0, Medium 33/2, Light 25/3, Total Adds 5, K97, WYLD, WGCI, WJIZ, Z93.

### L.L. COOL J featuring UNCLE L

The Boomin' System (Def Jam/Columbia)

60% of our reporting stations on it. Rotations: Heavy 7/0, Medium 33/0, Light 17/5, Total Adds 5, WRKS, WGZB, KSOL, OC104, KKF.X. Debuts at number 34 on the Urban Contemporary chart.

## NEW & ACTIVE

### HI-FIVE "Just Can't Handle It" (Jive/RCA) 56/7

Rotations: Heavy 0/0, Medium 10/1, Light 46/6, Total Adds 7, WYLD, WGCI, WFXA, WEUP, WEDR, WTLZ, WVOI. Mediums include: K104, KHYS, K97, WOWI, WAGH.

### BRENDA RUSSELL "Stop Running Away" (A&M) 56/5

Rotations: Heavy 1/0, Medium 34/1, Light 21/4, Total Adds 5, KSOL, WAGH, WEAS, WANM, KBUZ. Heavy: WGPR. Mediums include: WDAS, WAMO, WHUR, K97, WYLD.

### RANDY CRAWFORD "Cigarette In The Rain" (WB) 55/1

Rotations: Heavy 3/0, Medium 33/0, Light 19/1, Total Adds 1, WQOK. Heavy: WPGA, KMJJ, WGPR. Mediums include: WDAS, WHUR, K97, WMYK, WOWI. Moves 39-39 on the Urban Contemporary chart.

### BLACK FLAMES "Dance With Me" (OBR/Columbia) 54/11

Rotations: Heavy 0/0, Medium 13/0, Light 41/11, Total Adds 11 including WBL, KMJQ, WGZB, WOWI, WXOK, WENN, WQFX, WPLZ, KMJJ, WGPR. Mediums include: WILD, WHUR, KMJM, WBLK, WFXA.

### TODAY "I Got The Feeling" (Motown) 53/9

Rotations: Heavy 0/0, Medium 12/1, Light 41/8, Total Adds 9, WUSL, K104, KJLH, WJIZ, WPEG, WFXE, KIIZ, WPLZ, WJFX. Mediums include: WAMO, WZAK, WTLC, WFXA, WPAL.

### CYNDA WILLIAMS "Harlem Blues" (Columbia) 52/12

Rotations: Heavy 0/0, Medium 11/1, Light 41/11, Total Adds 12 including WXYV, WILD, WMYK, WJLB, KPRS, WPEG, WAGH, WQMG, KFXZ, WLOU. Mediums include: WDAS, WHUR, KHYS, WGCI, WZAK.

### MILIRA "Go Outside In The Rain" (Apollo/Motown) 51/3

Rotations: Heavy 1/0, Medium 33/1, Light 7/2, Total Adds 3, WILD, KMJQ, WWDM. Heavies include: K104, WYLD, WMVP, WBLK, WENN. Mediums include: WBL, WRKS, WDAS, WHUR, WMYK. Moves 33-33 on the Urban Contemporary chart.

### BERNADETTE COOPER "I Look Good" (MCA) 48/47

Rotations: Heavy 0/0, Medium 2/2, Light 46/45, Total Adds 47 including WAMO, WHUR, KHYS, KMJQ, K97, WYLD, WOWI, WZAK, WTLC, KPRS.

### OLIVER CHEATHAM & JOCELYN BROWN "Turn Out The Lights" (Warlock) 48/4

Rotations: Heavy 0/0, Medium 8/0, Light 40/4, Total Adds 4, WMVP, KMJM, WATV, WANM. Mediums include: WDAS, WHUR, WFXA, WPAL, WWDM.

### MIDNIGHT STAR "Luv-U-Up" (Solar/Epic) 47/24

Rotations: Heavy 0/0, Medium 6/0, Light 41/24, Total Adds 24 including WHUR, KHYS, KMJQ, K97, WGCI, WTLC, KBCE, KQXL, WXOK, WUJM. Mediums include: WPAL, WAGH, Z104, WIZF, WDZZ.

### SOMETHING SPECIAL "You Can Get Me Anytime" (Epic) 46/2

Rotations: Heavy 2/0, Medium 25/0, Light 19/2, Total Adds 2, WQFX, XHRM. Heavy: WZAK, WFXA. Mediums include: WILD, WDAS, WHUR, K97, WJLB.

### ANITA BAKER "Soul Inspiration" (Elektra) 45/36

Rotations: Heavy 1/0, Medium 3/1, Light 41/35, Total Adds 36 including WILD, WDAS, WUSL, WAMO, WHUR, K104, KMJQ, K97, WYLD, WMYK. Heavy: KKF.X. Medium: WVKO, WATV.

### GLENN JONES "Can We Try Again" (Jive/RCA) 45/7

Rotations: Heavy 1/0, Medium 21/0, Light 23/7, Total Adds 7, WHUR, WJIZ, WATV, WUJM, Z16, WJJS, WFXM. Heavy: WTMP. Mediums include: WDAS, WKYS, K104, WGZB, WMYK.

### M.C. HAMMER "Pray" (Capitol) 44/41

Rotations: Heavy 0/0, Medium 8/7, Light 36/34, Total Adds 41 including WILD, WRKS, WAMO, K104, WGZB, K97, WZAK, KJLH, KSOL, WBLK. Medium: KKB.T.

### SOUL II SOUL "People" (Virgin) 37/14

Rotations: Heavy 0/0, Medium 30/1, Light 30/14, Total Adds 14 including WBL, KPRS, WJIZ, WFXA, WPAL, WJTT, WFXE, KFXZ, WPGA, WALT. Mediums include: WHUR, KHYS, K97, WYLD, KJLH.

### MIKI HOWARD "Come Home To Me" (Atlantic) 37/11

Rotations: Heavy 1/0, Medium 12/1, Light 24/10, Total Adds 11 including WBL, WZAK, WTLC, WMVP, KJLH, WEUP, KFXZ, Z16, WQOK, KDKS. Heavy: WHUR. Mediums include: WRKS, WDAS, K97, WMYK, WPEG.

### NO FACE "Half" (Columbia) 34/6

Rotations: Heavy 1/0, Medium 15/0, Light 18/6, Total Adds 6, WAMO, KHYS, KQXL, WZFX, WQFX, WPLZ. Heavy: KDAY. Mediums include: K97, WRKE, WJIZ, WXOK, WPAL.

### MICHEL'LE "Keep Watchin'" (Ruthless/Atco) 33/3

Rotations: Heavy 0/0, Medium 13/0, Light 20/3, Total Adds 3, WQFX, KDKS, KBUZ. Mediums include: K97, WOWI, WZAK, WJIZ, WATV.

### VANILLA ICE "Ice Ice Baby" (SBK) 31/13

Rotations: Heavy 1/0, Medium 8/1, Light 22/12, Total Adds 13 including WUSL, K97, KKB.T, WRKE, KFXZ, Z16, WQIS, U102, WEAS, KDKS. Heavy: WJHM. Mediums include: KHYS, WYLD, KSOL, KIPR, WJHM.

### SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (Arista) 31/6

Rotations: Heavy 0/0, Medium 11/0, Light 20/6, Total Adds 6, WMVP, KSOL, WPAL, WPEG, WTMP, KKF.X. Mediums include: WDAS, WAMO, WHUR, WOWI, OC104.

### LAQUAN "Now's The B Turn" (4th & Broadway/Island) 31/5

Rotations: Heavy 1/0, Medium 12/0, Light 18/5, Total Adds 5, KJLH, WUJM, WQFX, WQIS, WBLX. Heavy: KDAY. Mediums include: K104, KHYS, KMJM, WJIZ, WWDM.

### PHALON "Dance Floor Of Life" (Elektra) 30/6

Rotations: Heavy 0/0, Medium 5/0, Light 25/6, Total Adds 6, WGZB, WRKE, WJTT, WWDM, WALT, WTMP. Medium: KIIZ, WQIS, WJJS, HOT105, WEAS.

### JASMINE GUY "Try Me" (WB) 28/24

Rotations: Heavy 0/0, Medium 2/2, Light 26/22, Total Adds 24 including WILD, WDAS, WUSL, WGZB, WRKE, KQXL, WXOK, WATV, WENN, WUJM.

### CANDYMAN "Knockin' Boots" (Epic) 28/9

Rotations: Heavy 3/0, Medium 6/0, Light 19/9, Total Adds 9, K104, WHQT, WZAK, KKB.T, WUJM, WQMG, WEAS, WTMP, WTUG. Heavy: WJHM, KDAY, XHRM. Mediums include: KHYS, WYLD, WOWI, KSOL, WFXA.

### MOST ADDED

- BERNADETTE COOPER (47)
- M.C. HAMMER (41)
- ANITA BAKER (36)
- MARIAH CAREY (27)
- QUINCY JONES (26)
- SPECIAL ED (26)
- JASMINE GUY (24)
- MIDNIGHT STAR (24)
- JANET JACKSON (16)
- CARON WHEELER (15)

### HOTTEST

- PRINCE (78)
- BOYS (74)
- LALAH HATHAWAY (45)
- EN VOGUE (44)
- PEBBLES (32)
- BLACK BOX (31)
- NAJEE & VESTA (31)
- WINANS (16)
- BODY (14)
- TONY TONI! TONE! (13)

### TOP 10

#### RECURRENTS

- | LW | TW | Artist/Label      |
|----|----|-------------------|
| 3  | 1  | M. CAREY/Vision   |
| 4  | 2  | A. BAKER/Talk     |
| 9  | 3  | J. JACKSON/Come   |
| 6  | 4  | TIME/Jerk         |
| 2  | 5  | BELL BIV DEVOE/Do |
| 1  | 6  | BABYFACE/My       |
| 8  | 7  | AFTER 7/Can't     |
| 5  | 8  | K. SWEAT/Make     |
| 7  | 9  | J. GILL/My        |
| —  | 10 | M.C. HAMMER/Have  |

### ERIC B. & RAKIM "In The Ghetto" (MCA) 28/8

Rotations: Heavy 0/0, Medium 1/0, Light 27/8, Total Adds 8, KHYS, KMJM, WXOK, WWDM, WQMG, WQFX, WALT, XHRM. Medium: KDAY.

### LISTEN UP "Listen Up" (Qwest/WB) 26/26

Rotations: Heavy 0/0, Medium 0/0, Light 26/26, Total Adds 26 including WXYV, WILD, WBLS, WAMO, K97, KMJM, KJLH, WBLK, OC104, WJIZ.

### SPECIAL ED "Mission" (Profile) 26/26

Rotations: Heavy 0/0, Medium 0/0, Light 26/26, Total Adds 26 including WRKS, WAMO, KHYS, KMJQ, K97, WZAK, KMJM, WBLK, WJIZ, KBCE.

### TAKE 6 "I L-O-V-E You" (Reprise) 25/10

Rotations: Heavy 0/0, Medium 2/0, Light 23/10, Total Adds 10, WHUR, WMYK, WMVP, WBLK, KQXL, WWDM, Z104, WALT, WQOK, WGPR. Medium: WILD, WFXC.

### ALEX BUGNON "Dance Of The Ghost" (Orpheus/EMI) 25/0

Rotations: Heavy 0/0, Medium 8/0, Light 17/0, Total Adds 0. Medium: WTLC, WXOK, WAGH, KIIZ, KFXZ, WCDX, WEAS, WGPR.

## SIGNIFICANT ACTION

### BRAXTONS "Good Life" (Arista) 24/14

Rotations: Heavy 0/0, Medium 2/0, Light 22/14, Total Adds 14 including WHUR, K97, WHQT, KBCE, Z93, WPEG, WQMG, Z104, KIIZ, Z16. Medium: WILD, KDAY.

### ONE CAUSE ONE EFFECT "Up With Hope Down With Dope" (Bust It/Capitol) 22/5

Rotations: Heavy 0/0, Medium 1/0, Light 21/5, Total Adds 5, KMJM, WJIZ, WPAL, WJMI, WANM. Medium: WALT.

### BASIC BLACK "Nothing But A Party" (Sound Of New York/Motown) 19/11

Rotations: Heavy 0/0, Medium 2/0, Light 17/11, Total Adds 11 including KHYS, WBLK, WENN, Z93, WAGH, Z104, WEUP, WJMI, KIIZ, WPGA. Medium: K104, KMJQ.

### SHADES OF LACE "Come And Get It" (Wing/Polydor) 19/9

Rotations: Heavy 1/0, Medium 2/0, Light 16/9, Total Adds 9, WFXE, WZFX, WJMI, Z16, WEDR, WANM, WTMP, WTLZ, XHRM. Heavy: KMJM. Medium: WEAS, KMJJ.

### SYBIL "I Wanna Be Where You Are" (Next Plateau) 18/1

Rotations: Heavy 0/0, Medium 7/0, Light 11/1, Total Adds 1, WRKS. Mediums include: WMYK, WAGH, U102, WPGA, WIKS.

### T.N.T. "All Night" (Pump) 17/3

Rotations: Heavy 0/0, Medium 3/1, Light 14/2, Total Adds 3, K97, WEAS, KDAY. Medium: WQFX, KDKS.

### JAMES INGRAM "I Don't Have The Heart" (WB) 16/6

Rotations: Heavy 0/0, Medium 5/1, Light 11/5, Total Adds 6, WDAS, WRKE, WZFX, WJMI, WJHM, WGPR. Medium: WHQT, WZAK, WMVP, WTUG.

### LORENZO SMITH "Angel" (Alpha International) 16/2

Rotations: Heavy 1/0, Medium 3/0, Light 12/2, Total Adds 2, WPAL, XHRM. Heavy: WANM. Medium: WWDM, WQFX, WJFX.

### KID SENSATION "Seatown Ballers" (Nastymix) 15/0

Rotations: Heavy 0/0, Medium 1/0, Light 13/5, Total Adds 0. Medium: KHYS, WEAS, KDKS, XHRM.

### KENYATTA "I Want To Do Something Freaky To You" (Delicious Vinyl/Island) 14/5

Rotations: Heavy 0/0, Medium 1/0, Light 13/5, Total Adds 5, WHUR, KHYS, KDKS, K98-FM, WVOI. Medium: KDAY.

### BARBARA WEATHERS "Our Love Will Last Forever" (Reprise) 13/7

Rotations: Heavy 0/0, Medium 2/0, Light 11/7, Total Adds 7, WILD, K104, WGZB, WTLC, WENN, WPEG, WGPR. Medium: WKYS, WVOI.

### KOOL G RAP & DJ POLO "Streets Of New York" (Cold Chillin'/WB) 12/5

Rotations: Heavy 0/0, Medium 0/0, Light 12/5, Total Adds 5, WZAK, WQMG, WANM, WJFX, KDAY.

### DOMINO THEORY "On To You" (RCA) 12/1

Rotations: Heavy 0/0, Medium 2/0, Light 10/1, Total Adds 1, WTLZ. Medium: Z16, WEAS.

### N.W.A "100 Miles" (Priority) 11/11

Rotations: Heavy 0/0, Medium 0/0, Light 11/11, Total Adds 11 including KHYS, KMJQ, WOWI, WZAK, KBCE, WXOK, WQFX, Z16, WQIS, WALT.

### CURTIS MAYFIELD and ICE-T "Superfly 1990" (Capitol) 11/3

Rotations: Heavy 0/0, Medium 2/0, Light 9/3, Total Adds 3, WQIS, WEAS, KDKS. Medium: KMJJ, WGPR.

### ANSWERED QUESTIONS "Sentimental" (EMI) 10/10

Rotations: Heavy 0/0, Medium 1/1, Light 9/9, Total Adds 10, K104, OC104, WENN, WEUP, Z16, WEDR, KMJJ, WANM, K98-FM, WDZZ.

## NEW ARTISTS

	Reports/Adds
1 HI-FIVE/Just Can't Handle It (Jive/RCA)	56/7
2 CYNDA WILLIAMS/Harlem Blues (Columbia)	52/12
3 BERNADETTE COOPER/I Look Good (MCA)	48/47
4 OLIVER CHEATHAM & JOCELYN BROWN/Turn Out The Lights (Warlock)	48/4
5 SOMETHING SPECIAL/You Can Get Me Anytime (Epic)	46/2
6 NO FACE/Half (Columbia)	34/6
7 VANILLA ICE/Ice Ice Baby (SBK)	31/13
8 SYDNEY YOUNGBLOOD/I'd Rather Go Blind (Arista)	31/6
9 LAQUAN/Now's The B Turn (4th & Broadway/Island)	31/5
10 JASMINE GUY/Try Me (WB)	28/24

New artists have not yet had a UC Breaker.



# CLOSE QUARTERS

(PRO 868-1)

**URBAN CONTEMPORARY  
*BREAKERS***

**NOW ON 58 UC REPORTERS  
INCLUDING:**

WDAS  
WAMO

WGZB  
WHUR

WKY5  
KHYS

K97  
WYLD

WZAK  
WGCI

WJLB  
WMVP

KMJM  
KJLH

**...AND MANY MORE!**









**“MISSUNDERSTANDING”**  
THE NEW SINGLE FROM  
**AL B. SURE!**

MAKE NO MISTAKE ABOUT IT. AL B. SURE! IS BACK WITH A VENGEANCE.  
“MISSUNDERSTANDING” THE FIRST SINGLE FROM HIS NEW ALBUM PRIVATE  
TIMES... AND THE WHOLE 9! THE FOLLOW-UP TO THE DOUBLE PLATINUM  
DEBUT ALBUM IN EFFECT MOOE!

PRODUCED BY D.J. EDDIE F. AND REVELLE FOR UNTOUCHABLES MUSIC, INC.  
CO-PRODUCED BY AL B. SURE! FOR SURETIME! RECORDING, INC.



WARNER BROS. RECORDS, INC.

MANAGEMENT: ANDRE HARRELL AND STEVE LUCAS





# BREAKERS

## ANITA BAKER

### Soul Inspiration (Elektra)

54% of our reporters on it. Rotations: Heavy 0, Medium 16, Light 28, Total Adds 23 including WLTS, KLSI, KESZ, WRVC, WOBM, WAHR, KHLT, WRVR, WVUD, 3WM. Debuts at number 30 on the AC chart.

## VONDA SHEPARD

### I Shy Away (Reprise)

51% of our reporters on it. Rotations: Heavy 4, Medium 23, Light 15, Total Adds 5, WKSB, WYKZ, KEZA, KIDX, KCMJ. Moves 29-28 on the AC chart.

# NEW & ACTIVE

### BRENT BOURGEOIS "Can't Feel The Pain" (Charisma) 38/1

Rotations: Heavy 0, Medium 26/1, Light 12/0, Total Adds 1, WOBM. Medium including WKYE, KMJC, 3WM, WEIM, WECQ, WHAI, WGLL, WAFL, WSUL, WSKI, WGSV, WNMB, WKCX, KTYL, KVIC, WCMJ, WMTFM, WFRO, KZLT, KSCB. Light including KLCY, WLEV, WEBE, WRVC, WXTG, WTCB, KHLT, WRVR, KELT.

### TEDDY PENDERGRASS with LISA FISHER "Glad To Be Alive" (Elektra) 36/2

Rotations: Heavy 1/0, Medium 14/0, Light 21/2, Total Adds 2, WLHT, WKSB. Heavy: KKLK. Medium: KAER, WOBM, KHLT, KELT, WEIM, WHAI, WSUL, WKCX, WMTFM, WFRO, KZLT, KSCB, KBLQ, KWSI. Light including KLCY, B100, WLEV, WEBE, WRVC, WECQ, WGLL, WAFL, WSKI, WSGY.

### SARA HICKMAN "Blue Eyes Are Sensitive To The Light" (Hollywood) 36/0

Rotations: Heavy 1/0, Medium 16/0, Light 19/0, Total Adds 0. Heavy: KKLK. Medium: KESZ, WKYE, WAHR, WEIM, WHAI, WAFL, WSUL, WNMB, WKCX, WCMJ, WMTFM, WFRO, KZLT, KSCB, KIDX, KWSI. Light including KLCY, WLEV, WEBE, WRVC, WXTG, KELT, 3WM, WECQ, WGLL, WSKI.

### AFTER 7 "Can't Stop" (Virgin) 35/4

Rotations: Heavy 3/0, Medium 14/0, Light 18/4, Total Adds 4, WEBE, WMGS, WEIM, WKTK. Heavy: WKYE, KKLK, KCMJ. Medium: B100, WHAI, WSUL, WSKI, WSGY, WKCX, KTYL, WCMJ, WFRO, KZLT, KSCB, WTW, KBLQ, KWSI. Light including WIVY, KHLT, KELT, 3WM, WECQ, WAFL, KEZA, WGSV, KRLB.

### LISA STANSFIELD "This Is The Right Time" (Arista) 32/3

Rotations: Heavy 0, Medium 15/0, Light 17/3, Total Adds 3, WECQ, WSGY, KEZA. Medium: KAER, WAHR, WEIM, WHAI, WSUL, WSKI, KRLB, WKCX, WFRO, KZLT, KKLK, KAYN, KCMJ, KWSI. Light including WEBE, WZNY, WIVY, WGLL, WAFL, WGSV, WNMB, KTYL.

### HEART "Stranded" (Capitol) 30/29

Rotations: Heavy 0, Medium 4/3, Light 26/26, Total Adds 29, WLEV, WEBE, WRVC, WKYE, WMGS, WIVY, KMJC, WEIM, WECQ, WHAI, WGLL, WAFL, WSUL, WSKI, WSGY, KEZA, WGSV, WNMB, WKCX, KTYL, KVIC, WCMJ, WFRO, KZLT, KSCB, WTW, KKLK, KAYN, KWSI. Medium including KBLQ.

### MAXI PRIEST "Close To You" (Charisma) 28/6

Rotations: Heavy 3/0, Medium 14/0, Light 11/6, Total Adds 6, WWNK, WRVC, WHAI, WCMJ, KSCB, WTW. Heavy: WARM98, WKYE, KCMJ. Medium: B100, WIVY, KHLT, WMGN, WEIM, WSGY, WKTK, KVIC, WMTFM, KZLT, KKLK, KBLQ, KAYN, KWSI. Light including WAFL, KRLB, WNMB, WKCX, KTYL.

### LAURA BRANIGAN "Never In A Million Years" (Atlantic) 28/4

Rotations: Heavy 0, Medium 9/0, Light 19/4, Total Adds 4, WKYE, WHAI, WLDR, KTD. Medium: KXLT, KLSY, WTCB, 3WM, WSKI, WMTFM, KIDX, KBLQ, KWSI. Light including WEBE, KHLT, WRVR, WRMF, WEIM, WSUL, WYKZ, WGSV, WNMB, KVIC, WFRO, KZLT, KSCB, KKLK, KAYN.

# ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PAUL YOUNG	80/0	79	1	0
2 PHIL COLLINS	76/1	66	9	1
3 BILLY JOEL	77/0	62	12	3
4 WILSON PHILLIPS	67/0	50	14	3
5 RIGHTEOUS BROTHERS	74/3	49	20	5
6 FLEETWOOD MAC	68/0	52	16	0
7 SWEET SENSATION	70/2	47	16	7
8 MICHAEL BOLTON	75/2	44	22	9
9 GEORGE MICHAEL	73/3	33	37	3
10 OLETA ADAMS	65/0	43	16	6
11 TAYLOR DAYNE	66/3	33	32	1
12 JUDE COLE	65/2	33	23	9
13 LINDA RONSTADT	68/0	46	16	6
14 BREATHE	68/3	15	47	6
15 JANET JACKSON	53/0	28	19	6
16 ROD STEWART	69/5	10	47	12
17 DAN FOGELBERG	69/13	3	46	20
18 JAMES INGRAM	44/0	22	16	6
19 MARIAH CAREY	66/21	1	35	30
20 BRENDA RUSSELL	56/5	8	35	13
21 GO WEST	31/0	9	15	7
22 BASIA	51/3	5	32	14
23 MARIAH CAREY	22/0	10	8	4
24 SEDUCTION	38/1	9	20	9
25 JILL SOBILE	48/6	3	24	21
26 SANTANA	43/0	6	28	9
27 MARC JORDAN	42/3	4	26	12
28 VONDA SHEPARD	42/5	4	23	15
29 ANITA BAKER	20/0	3	13	4
30 ANITA BAKER	44/23	0	16	28

## MOST ADDED

- HEART (29)
- ASIA (23)
- ANITA BAKER (23)
- MICHAEL McDONALD (22)
- MARIAH CAREY (21)
- DAVID CASSIDY (18)
- TOTO (15)
- DAN FOGELBERG (13)
- JONATHAN BUTLER (11)
- PRETENDERS (10)

## HOTTEST

- PAUL YOUNG (59)
- PHIL COLLINS (57)
- BILLY JOEL (41)
- WILSON PHILLIPS (35)
- RIGHTEOUS BROTHERS (31)
- FLEETWOOD MAC (29)
- OLETA ADAMS (19)
- MICHAEL BOLTON (19)
- LINDA RONSTADT (19)
- SWEET SENSATION (18)

### M.C. HAMMER "Have You Seen Her?" (Capitol) 28/0

Rotations: Heavy 3/0, Medium 13/0, Light 12/0, Total Adds 0. Heavy: WKYE, WEIM, WSKI. Medium: WMGS, WZNY, WAHR, WKCX, KVIC, WFRO, KSCB, WTW, KKLK, KBLQ, KAYN, KCMJ, KWSI. Light: WNLT, WWNK, B100, WLEV, WEBE, WIVY, WECQ, WGSV, KRLB, WCMJ, KZLT, WLDR.

### MARIA McKEE "Show Me Heaven" (Geffen) 25/3

Rotations: Heavy 0, Medium 8/0, Light 17/3, Total Adds 3, WMTFM, WLDR, KCMJ. Medium: WKYE, WHAI, WAFL, WNMB, WFRO, KKLK, KBLQ, KWSI. Light including WRVC, KELT, WEIM, WECQ, WGLL, WSKI, WYKZ, WGSV, WKCX, KVIC, WCMJ, KZLT, KSCB, KIDX.

# SIGNIFICANT ACTION

### COWBOY JUNKIES featuring BRUCE HORNSBY "Rock & Roll" (RCA) 24/0

Rotations: Heavy 0, Medium 4/0, Light 20/0, Total Adds 0. Medium: WAHR, WEIM, KBLQ, KWSI. Light including WLEV, WTCB, WRVR, 3WM, WECQ, WHAI, WAFL, WSKI, WYKZ, WGSV, WNMB, WKCX, KVIC, WCMJ, WMTFM, WFRO.

### ASIA "Days Like These" (Geffen) 23/23

Rotations: Heavy 0, Medium 2/2, Light 21/21, Total Adds 23, B100, WLEV, WKYE, WMGS, KHLT, WEIM, WECQ, WHAI, WGLL, WAFL, WSUL, WSKI, WGSV, WKCX, KVIC, WCMJ, WFRO, KZLT, KSCB, KKLK, KBLQ, KAYN, KWSI.

### MICHAEL McDONALD "Tear It Up" (Reprise) 22/22

Rotations: Heavy 0, Medium 3/3, Light 19/19, Total Adds 22, WLEV, WKYE, KHLT, WRMF, WMGN, 3WM, WEIM, WECQ, WHAI, WGLL, WAFL, WSUL, WGSV, WNMB, KTYL, WCMJ, WMTFM, WFRO, KSCB, KBLQ, KAYN, KWSI.

### DAVID CASSIDY "Lyn' To Myself" (Enigma) 19/18

Rotations: Heavy 0, Medium 0, Light 19/18, Total Adds 18, WKYE, KELT, WEIM, WECQ, WGLL, WAFL, WSUL, WSKI, WNMB, WKCX, KTYL, KVIC, WCMJ, KSCB, KKLK, KBLQ, KAYN, KWSI. Light including WFRO.

### JEFF LYNNE "Lift Me Up" (Reprise) 19/1

Rotations: Heavy 0, Medium 4/0, Light 15/1, Total Adds 1, WSKI. Medium: WKYE, WHAI, KKLK, KWSI. Light including KHLT, 3WM, WEIM, WAFL, WSUL, WGSV, WNMB, WKCX, KTYL, KVIC, WCMJ, WFRO, KBLQ, KAYN.

### TOTO "Can You Hear What I'm Saying?" (Columbia) 15/15

Rotations: Heavy 0, Medium 1/1, Light 13/13, Total Adds 15, KMJC, 3WM, WEIM, WYKZ, WGSV, WNMB, KTYL, KVIC, WCMJ, KZLT, KSCB, KKLK, KBLQ, KAYN, KWSI.

### TERRY STEELE "If I Told You Once" (SBK) 15/2

Rotations: Heavy 0, Medium 2/0, Light 13/2, Total Adds 2, 3WM, WEIM. Medium: KKLK, KBLQ. Light including WAFL, WSKI, WGSV, WKCX, WCMJ, WFRO, KZLT, KSCB, WLDR, KAYN, KWSI.

### EDGAR WINTER "Cry Out" (Rhino) 15/0

Rotations: Heavy 1/0, Medium 4/0, Light 10/0, Total Adds 0. Heavy: KKLK. Medium: WKYE, WAFL, WKCX, KWSI. Light: WEBE, WTFM, 3WM, WECQ, WSKI, WNMB, KVIC, KZLT, KSCB, KBLQ.

### POINTER SISTERS "After You" (Motown) 14/1

Rotations: Heavy 0, Medium 1/0, Light 13/1, Total Adds 1, WLDR. Medium: WFRO. Light including WRVC, 3WM, WEIM, WSUL, WYKZ, WGSV, WNMB, WMTFM, KZLT, KKLK, KBLQ, KWSI.

### JANE WIEDLIN "Guardian Angel" (EMI) 13/0

Rotations: Heavy 0, Medium 2/0, Light 11/0, Total Adds 0. Medium: WEIM, WHAI. Light: KELT, WAFL, WSKI, KVIC, WFRO, KSCB, KKLK, KIDX, KBLQ, KAYN, KWSI.

### JONATHAN BUTLER "Heal Our Land" (Jive/RCA) 11/11

Rotations: Heavy 0, Medium 1/1, Light 10/10, Total Adds 11, WMGN, 3WM, WEIM, WHAI, WGSV, WNMB, WCMJ, KSCB, KKLK, KBLQ, KWSI.

### PRETENDERS "Sense Of Purpose" (WB) 10/10

Rotations: Heavy 0, Medium 0, Light 10/10, Total Adds 10, WEIM, WHAI, WSUL, WKCX, KVIC, WCMJ, WMTFM, KKLK, KBLQ, KWSI.

### JOHNNY GILL "My, My, My" (Motown) 9/1

Rotations: Heavy 0, Medium 2/0, Light 7/1, Total Adds 1, WNLT. Medium: WNIC, KCMJ. Light including WARM98, WWNK, WMYX, B100, WIVY, WTW.

### BILL MEDLEY "Don't You Love Me Anymore" (Curb) 8/1

Rotations: Heavy 0, Medium 1/0, Light 7/1, Total Adds 1, KIDX. Medium: KKLK. Light including WEIM, WKCX, WCMJ, WFRO, KBLQ, KWSI.

# RIGHTEOUS BROTHERS

## "Unchained Melody"

AC 11-5

Top 5 In Only 5 Weeks!

MMR 4

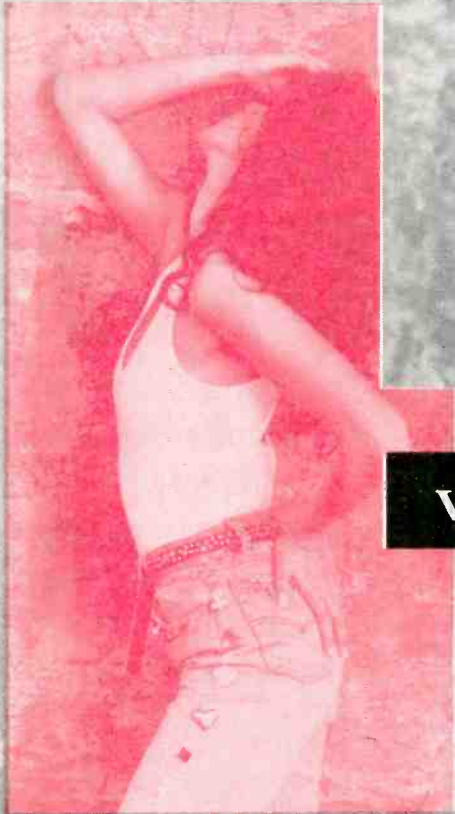
Thanks  
AC Radio







# CELINE DION

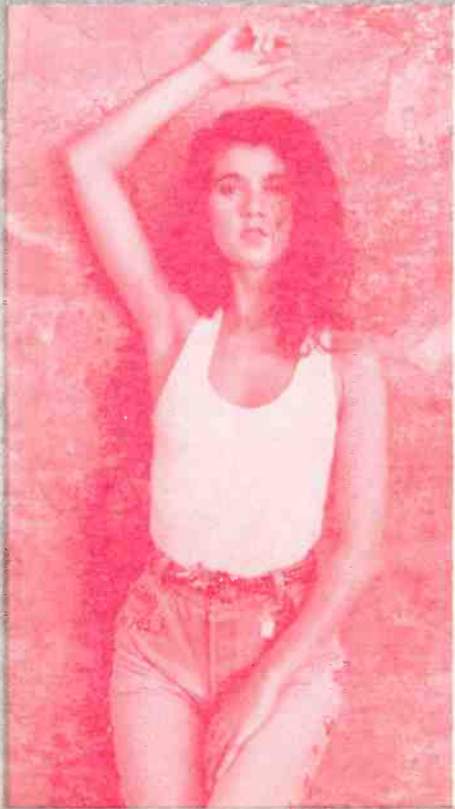


## WHERE DOES MY HEART BEAT NOW



With an impressive list of platinum accomplishments to her credit, 22 year-old Canadian artist Celine Dion now sets her sights on capturing the U.S. market. **WHERE DOES MY HEART BEAT NOW** is the first single from her forthcoming American debut album, **UNISON**.

Produced by Christopher Neil  
Taken from the Epic release: UNISON 80150

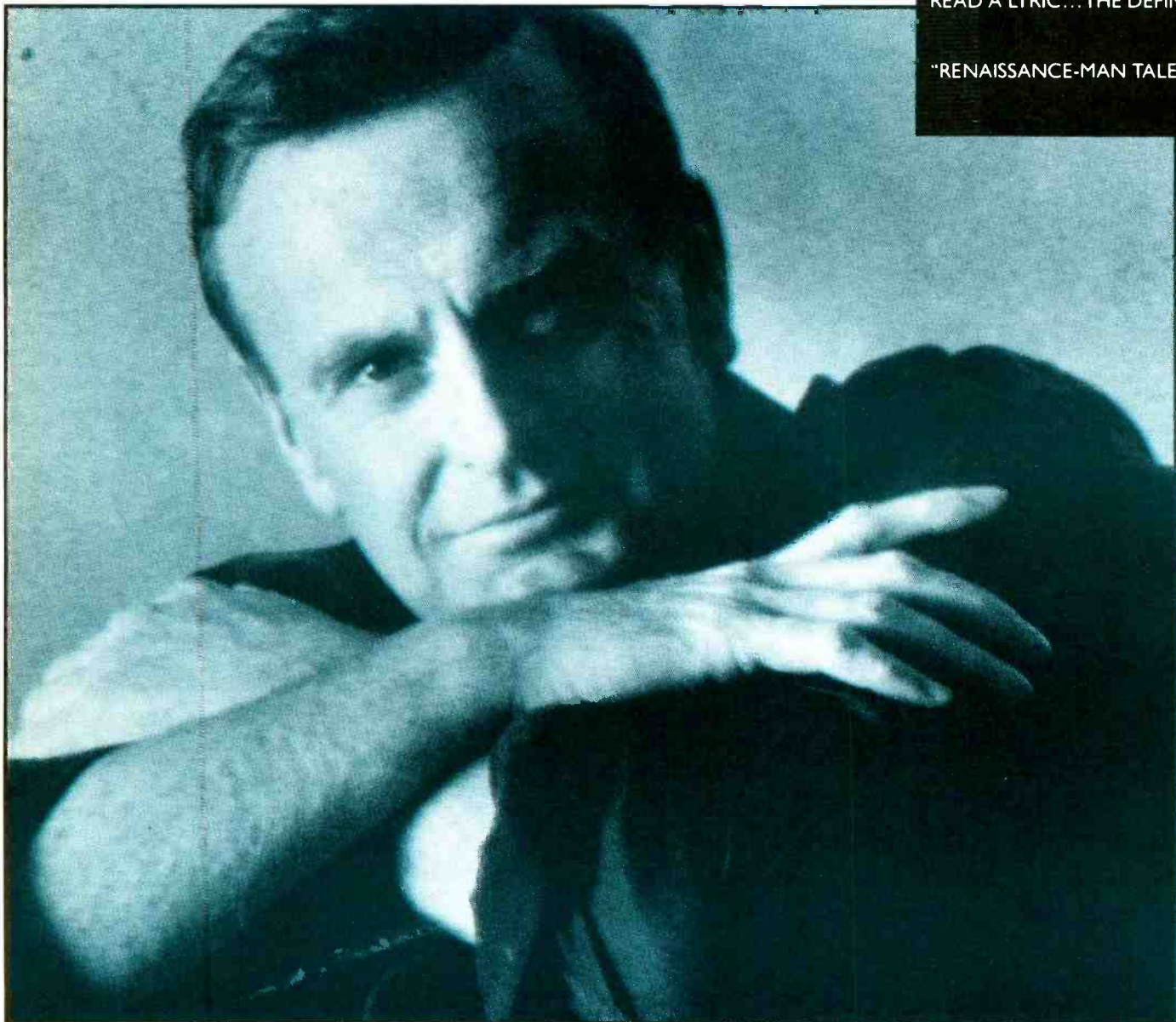


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# PETER ALLEN



Ten new classic songs from the veteran singer/songwriter who brought you "I Honestly Love You" (1974), "Don't Cry Out Loud" (1979), "I Go to Rio" (1979), "Theme from 'Arthur'" (1981) and countless others. Includes duets with Melissa Manchester and Harry Connick, Jr.

"... A HIP, RELATABLE NEW SOUND FOR PETER ALLEN ... WILL MIX WELL IN TODAY'S MARKETPLACE"  
—Dan McKay, KLIT  
Los Angeles, CA

"A TRUE ADULT RECORD!"  
—Jeff Silvers, WLEV  
Allentown, PA

"... THIS DELICIOUS, LATE-SUMMER TREAT IS "MAKING MY DAY" ... THE FIRST ALBUM IN YEARS THAT I ENJOY SEVERAL TIMES A WEEK..."  
—Larry Zeibold, WFRO  
Fremont, OH

"IT'S GREAT TO HEAR PETER ALLEN BACK AGAIN AND SOUNDING SO FRESH"  
—Mark Robertson, WYKZ  
Beaufort, SC

"ALLEN'S AN IMPRESSIVE SINGER WHO KNOWS HOW TO READ A LYRIC... THE DEFINITIVE CONCERT ENTERTAINER..."  
—New York Post  
(Bob Harrington)

"RENAISSANCE-MAN TALENTS..."  
—Los Angeles Times  
(Don Heckman)

## TONIGHT YOU MADE MY DAY

The first single from  
his brand new solo  
project...

**MAKING EVERY  
MOMENT COUNT**

...on **RCA VICTOR**



60409-2-RC

### "Making Every Moment Count" Fall Tour

10/14 Phoenix, AZ  
10/17 San Diego, CA  
10/18 Anaheim, CA  
10/19 Los Angeles, CA  
10/20 San Francisco, CA  
10/26-28 Atlantic City, NJ

11/2 Boston, MA  
11/3 Wooster, MA  
11/4 Providence, RI  
11/6-8 New York, NY (Carnegie Hall)  
11/10 Cleveland, OH  
11/11 Pittsburgh

11/16 Washington, DC  
11/17 Chicago  
11/18 Rochester  
11/19 Philadelphia  
11/24 Beverly, MA  
11/26 Toronto, Canada

## GOING FOR ADDS SEPT. 24



Tenterfield Productions Personal Representation Alan Margulies Organization Agency: APA, Public Relations Rogers & Cowan  
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## CURRENT-BASED

### EAST

**P1**

**WALK/Long Island**  
Edwards/Lombardo

BREATHE  
Hottest:  
RIGHTEOUS BROTHER  
WILSON PHILLIPS  
JAMES INGRAM  
SWEET SENSATION  
PHIL COLLINS

**WNSR/New York**  
Bob Dunphy

TAYLOR DAYNE  
GEORGE MICHAEL  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
GO WEST  
PHIL COLLINS  
RIGHTEOUS BROTHER

**WSNI/Philadelphia**  
Jere Sullivan

GEORGE MICHAEL  
Hottest:  
BREATHE  
PHIL COLLINS  
TAYLOR DAYNE  
JANET JACKSON  
WILSON PHILLIPS

**WLTT/Washington**  
Chuck Morgan

DAN FOGELBERG  
ROD STEWART  
Hottest:  
GO WEST  
RIGHTEOUS BROTHER  
JANET JACKSON  
WILSON PHILLIPS  
PAUL YOUNG

**P2**

**WLEVI/Allentown**  
Jeff Silvers

ASIA  
MICHAEL MCDONALD  
HEART  
Hottest:  
WILSON PHILLIPS  
BILLY JOEL  
PHIL COLLINS  
MICHAEL BOLTON  
GEORGE MICHAEL

**WJLK/Asbury Park**  
Holcomb/Guida

none  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
WILSON PHILLIPS  
RIGHTEOUS BROTHER

**WEBE/Bridgeport**  
Hansen/Norman

AFTER 7  
HEART  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
BILLY JOEL  
ROD STEWART  
MICHAEL BOLTON

**WRVC/Huntington**  
Hayes/Swan

MAXI PRIEST  
ANITA BAKER  
HEART  
Hottest:  
WILSON PHILLIPS  
FLEETWOOD MAC  
PAUL YOUNG  
BILLY JOEL  
SWEET SENSATION

**WKYE/Johnstown**  
Jack Michaels

HEART  
ASIA  
MICHAEL MCDONALD  
MARIAH CAREY  
LAURA BRANIGAN  
DAVID CASSIDY  
BRENDA RUSSELL  
Hottest:  
PAUL YOUNG  
PHIL COLLINS  
LINDA RONSTADT  
RIGHTEOUS BROTHER  
M.C. HAMMER

**WOBM/Monmouth**  
Downs/Devoti

BRENT BOURGEOIS  
MARIAH CAREY  
ANITA BAKER  
Hottest:  
MICHAEL BOLTON  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
LINDA RONSTADT

**WMGS/Wilkes Barre**  
Norton/Marriott

HEART  
DAN FOGELBERG  
AFTER 7  
ASIA  
Hottest:  
GEORGE MICHAEL  
SWEET SENSATION  
PHIL COLLINS  
TAYLOR DAYNE  
JUDE COLE

**P3**

**WEIM/Fitchburg**  
Jack Raymond

AFTER 7  
MICHAEL MCDONALD  
DAVID CASSIDY  
TERRY STEELE  
ASIA  
JONATHAN BUTLER  
PRETENDERS  
HEART  
TOTO  
LIGHTNING SEEDS  
Hottest:  
BILLY JOEL  
FLEETWOOD MAC  
PHIL COLLINS  
RIGHTEOUS BROTHER  
LINDA RONSTADT

**WECQ/Geneva**  
Anthony/Smith

MICHAEL MCDONALD  
MARIAH CAREY  
LISA STANSFIELD  
ASIA  
HEART  
DAVID CASSIDY  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
LINDA RONSTADT  
OLETA ADAMS

**WHAJ/Greenfield, MA**  
Deane/Archer

MICHAEL MCDONALD  
PRETENDERS  
ASIA  
JONATHAN BUTLER  
HEART  
LAURA BRANIGAN  
MAXI PRIEST  
Hottest:  
BILLY JOEL  
PHIL COLLINS  
LINDA RONSTADT  
JUDE COLE  
OLETA ADAMS

**WGLL/Mercersburg**  
Meyer/Burns

ASIA  
MICHAEL MCDONALD  
HEART  
DAVID CASSIDY  
JILL SOBULE  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
SWEET SENSATION  
MICHAEL BOLTON

**WAFI/Milford, DE**  
Tim Brough

ASIA  
RUSSO & DAMIAN  
DAVID CASSIDY  
MICHAEL MCDONALD  
HEART  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
ANITA BAKER  
BILLY JOEL  
GEORGE MICHAEL

**WSUL/Monticello, NY**  
Rob Dillman

HEART  
MICHAEL MCDONALD  
DAVID CASSIDY  
PRETENDERS  
ASIA  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
MICHAEL BOLTON  
OLETA ADAMS

**WSKI/Montpelier**  
Jim Severance

DAVID CASSIDY  
HEART  
ASIA  
ANITA BAKER  
JEFF LYNNE  
Hottest:  
JANET JACKSON  
JAMES INGRAM  
WILSON PHILLIPS  
PAUL YOUNG  
TAYLOR DAYNE

**WKSJ/Williamsport**  
Tom Benson

VONDA SHEPARD  
TEDDY PENDERGRASS  
Hottest:  
PAUL YOUNG  
PHIL COLLINS  
RIGHTEOUS BROTHER  
WILSON PHILLIPS  
BILLY JOEL

### SOUTH

**P1**

**WSB-FM/Atlanta**  
LoCascio/McCoy

RIGHTEOUS BROTHER  
Hottest:  
WILSON PHILLIPS  
JAMES INGRAM  
MARIAH CAREY  
PAUL YOUNG  
JANET JACKSON

**KVIL/Dallas**  
Rhodes/Eberhart

GEORGE MICHAEL  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
LINDA RONSTADT  
MICHAEL BOLTON

**WLTS/New Orleans**  
Bob Mitchell

MARIAH CAREY  
ANITA BAKER  
Hottest:  
RIGHTEOUS BROTHER  
LINDA RONSTADT  
PAUL YOUNG  
BILLY JOEL  
WILSON PHILLIPS

**2WD/Norfolk**  
Bill Curtis

GEORGE MICHAEL  
DAN FOGELBERG  
BREATHE  
MARIAH CAREY  
HEART  
DAVID CASSIDY  
Hottest:  
JANET JACKSON  
WILSON PHILLIPS  
BILLY JOEL  
PHIL COLLINS  
PAUL YOUNG

**WNLT/Tampa**  
Schaeffer/Michaels

JOHNNY GILL  
MARIAH CAREY  
Hottest:  
MICHAEL BOLTON  
PRETENDERS  
ASIA  
BILLY JOEL  
FLEETWOOD MAC

**P2**

**WZNY/Augusta, GA**  
John Patrick

ANITA BAKER  
JILL SOBULE  
BRENDA RUSSELL  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
BILLY JOEL  
LINDA RONSTADT  
PHIL COLLINS

**WXTC/Charleston**  
John Quincy

none  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
FLEETWOOD MAC

**WTCB/Columbia, SC**  
Doug Spets

MARIAH CAREY  
JOHN DENVER  
ANITA BAKER  
Hottest:  
BILLY JOEL  
PAUL YOUNG  
LINDA RONSTADT  
JUDE COLE  
RIGHTEOUS BROTHER

**WLAC-FM/Nashville**  
Bryan Sargent

ROD STEWART  
Hottest:  
MARIAH CAREY  
JAMES INGRAM  
BILLY JOEL  
WILSON PHILLIPS  
RIGHTEOUS BROTHER

**WAHR/Huntsville**  
Butch Menelee

ANITA BAKER  
MARC JORDAN  
JILL SOBULE  
Hottest:  
BILLY JOEL  
PHIL COLLINS  
OLETA ADAMS  
TAYLOR DAYNE  
RIGHTEOUS BROTHER

**WIVY/Jacksonville**  
Matthews/Mann

HEART  
RIGHTEOUS BROTHER  
MARIAH CAREY  
WHISPERS  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
PHIL COLLINS  
FLEETWOOD MAC  
BILLY JOEL

**WTFM/Johnson City**  
Mark McKinney

BRENDA RUSSELL  
Hottest:  
PAUL YOUNG  
PHIL COLLINS  
FLEETWOOD MAC  
WILSON PHILLIPS  
TAYLOR DAYNE

**U102/Knoxville**  
Larry Trotter

MARIAH CAREY  
JUDE COLE  
Hottest:  
TAYLOR DAYNE  
JANET JACKSON  
OLETA ADAMS  
PHIL COLLINS  
WILSON PHILLIPS

**KHLT/Little Rock**  
John Ramsey

ANITA BAKER  
ASIA  
MICHAEL MCDONALD  
DAN FOGELBERG  
Hottest:  
JUDE COLE  
PHIL COLLINS  
PAUL YOUNG  
OLETA ADAMS  
LINDA RONSTADT

**WVRV/Memphis**  
Mark Hamlin

ANITA BAKER  
MARIAH CAREY  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
WILSON PHILLIPS  
LINDA RONSTADT  
RIGHTEOUS BROTHER

**KELT/McAllen**  
Chuck White

BASIA  
MARIAH CAREY  
DAVID CASSIDY  
Hottest:  
FLEETWOOD MAC  
RIGHTEOUS BROTHER  
TAYLOR DAYNE  
MICHAEL BOLTON  
SWEET SENSATION

**WLCB/Columbia, SC**  
Doug Spets

MARIAH CAREY  
JOHN DENVER  
ANITA BAKER  
Hottest:  
BILLY JOEL  
PAUL YOUNG  
LINDA RONSTADT  
JUDE COLE  
RIGHTEOUS BROTHER

**WRMF/West Palm Beach**  
Dave Parks

MICHAEL MCDONALD  
SWEET SENSATION  
Hottest:  
PAUL YOUNG  
JAMES INGRAM  
PHIL COLLINS  
RIGHTEOUS BROTHER  
MICHAEL BOLTON

**P3**

**WSGY/Albany, GA**  
K.C. Edwards

DAN FOGELBERG  
ANITA BAKER  
LISA STANSFIELD  
HEART  
Hottest:  
WILSON PHILLIPS  
PHIL COLLINS  
FLEETWOOD MAC  
SWEET SENSATION  
RIGHTEOUS BROTHER

**WYKZ/Beaufort, SC**  
Robertson/Kennedy

TOTO  
VONDA SHEPARD  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
FLEETWOOD MAC

**KEZA/Fayetteville, AR**  
Turner/Pollitt

LISA STANSFIELD  
VONDA SHEPARD  
ANITA BAKER  
HEART  
Hottest:  
PAUL YOUNG  
SWEET SENSATION  
PHIL COLLINS  
FLEETWOOD MAC  
WILSON PHILLIPS

**WKTK/Gainesville**  
Nick Allen

ANITA BAKER  
AFTER 7  
BRENDA RUSSELL  
Hottest:  
PAUL YOUNG  
PHIL COLLINS  
FLEETWOOD MAC  
SWEET SENSATION  
OLETA ADAMS

**WGSV/Guntersville**  
Jackson/Bell

TOTO  
MICHAEL MCDONALD  
JONATHAN BUTLER  
ASIA  
HEART  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
FLEETWOOD MAC  
MICHAEL BOLTON

**KRLB/Lubbock**  
Paul Ramone

DAN FOGELBERG  
MARIAH CAREY  
Hottest:  
PAUL YOUNG  
GEORGE MICHAEL  
PHIL COLLINS  
MICHAEL BOLTON  
OLETA ADAMS

### MIDWEST

**P1**

**WARM98/Cincinnati**  
Michael Grayson

BREATHE  
BEACH BOYS  
JILL SOBULE  
TAYLOR DAYNE  
Hottest:  
JANET JACKSON  
PHIL COLLINS  
WILSON PHILLIPS  
MAXI PRIEST  
PAUL YOUNG

**WWNK/Cincinnati**  
Matthews/McCullough

MAXI PRIEST  
Hottest:  
JAMES INGRAM  
GO WEST  
PAUL YOUNG  
JANET JACKSON  
PHIL COLLINS

**WLTF/Cleveland**  
Popovich/Kennedy

SWEET SENSATION  
Hottest:  
MARIAH CAREY  
RIGHTEOUS BROTHER  
WILSON PHILLIPS  
PHIL COLLINS  
SWEET SENSATION

**WNIC/Detroit**  
Bob Kucken

TAYLOR DAYNE  
Hottest:  
MARIAH CAREY  
JAMES INGRAM  
GEORGE MICHAEL  
RIGHTEOUS BROTHER  
PAUL YOUNG

**KLSI/Kansas City**  
Tom Land

ANITA BAKER  
Hottest:  
RIGHTEOUS BROTHER  
WILSON PHILLIPS  
JANET JACKSON  
JAMES INGRAM  
PAUL YOUNG

**WMYX/Milwaukee**  
Schaeffer/Morales

ROD STEWART  
DAN FOGELBERG  
Hottest:  
JAMES INGRAM  
JANET JACKSON  
RIGHTEOUS BROTHER  
WILSON PHILLIPS  
PAUL YOUNG

**KS95/Minneapolis**  
Kim Jeffries

RIGHTEOUS BROTHER  
Hottest:  
JANET JACKSON  
PAUL YOUNG  
GO WEST  
LINDA RONSTADT  
SWEET SENSATION

**KYKY/St. Louis**  
Weed/Hewitt

SEDUCTION  
Hottest:  
MARIAH CAREY  
PHIL COLLINS  
PAUL YOUNG  
TAYLOR DAYNE  
RIGHTEOUS BROTHER

**P2**

**KMJC/Davenport**  
Chuck O'Brien

ANITA BAKER  
HEART  
TOTO  
Hottest:  
BILLY JOEL  
LINDA RONSTADT  
SWEET SENSATION  
MICHAEL BOLTON  
GEORGE MICHAEL

**WVUD/Dayton**  
Reed Kittredge

BASIA  
ANITA BAKER  
BRENDA RUSSELL  
DAN FOGELBERG  
Hottest:  
PHIL COLLINS  
ROD STEWART  
TAYLOR DAYNE  
SWEET SENSATION  
OLETA ADAMS

**WLHT/Grand Rapids**  
Dirksen/Brown

JUDE COLE  
DAN FOGELBERG  
MARIAH CAREY  
ANITA BAKER  
TEDDY PENDERGRA  
Hottest:  
FLEETWOOD MAC  
RIGHTEOUS BROTHER  
LINDA RONSTADT  
PHIL COLLINS  
BILLY JOEL

### WEST

**P1**

**KXLT/Denver**  
Ward/Adams

none  
Hottest:  
WILSON PHILLIPS  
PHIL COLLINS  
FLEETWOOD MAC  
KBIJ/Los Angeles  
Edwards/Verdery

**KAER/Sacramento**  
Austin/Garcia

MARC JORDAN  
MARIAH CAREY  
JILL SOBULE  
Hottest:  
JANET JACKSON  
WILSON PHILLIPS  
TAYLOR DAYNE  
PHIL COLLINS  
FLEETWOOD MAC

**KLSY/Seattle**  
Bob Brooks

DAN FOGELBERG  
Hottest:  
WILSON PHILLIPS  
MARIAH CAREY  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS

**KKLK/Anchorage**  
Dave Stroh

DAVID CASSIDY  
HEART  
TOTO  
PRETENDERS  
KIM CARNES  
LIGHTNING SEEDS  
ASIA  
JONATHAN BUTLER  
WHISPERS  
Hottest:  
MARC JORDAN  
VONDA SHEPARD  
CS&N  
PHOEBE SNOW  
NEW KIDS ON THE

**WFMK/Lansing**  
Tom Knight

BASIA  
MARIAH CAREY  
JILL SOBULE  
MARC JORDAN  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
PHIL COLLINS  
LINDA RONSTADT  
RIGHTEOUS BROTHER

**WGMN/Madison**  
Pat O'Neill

MICHAEL MCDONALD  
DAN FOGELBERG  
JONATHAN BUTLER  
MICHAEL BOLTON  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
FLEETWOOD MAC  
PHIL COLLINS  
OLETA ADAMS

**3WM/Toledo**  
Mark Roberts

MICHAEL MCDONALD  
TOTO  
ANITA BAKER  
TERRY STEELE  
JONATHAN BUTLER  
Hottest:  
BILLY JOEL  
LINDA RONSTADT  
SWEET SENSATION  
MICHAEL BOLTON  
GEORGE MICHAEL

**P3**

**WCMJ/Cambridge, OH**  
Mike Ruble

TOTO  
MICHAEL MCDONALD  
JONATHAN BUTLER  
MAXI PRIEST  
DAVID CASSIDY  
ASIA  
PRETENDERS  
HEART  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
PHIL COLLINS  
LINDA RONSTADT

**WTWR/Monroe**  
Lori Demick

MAXI PRIEST  
ANITA BAKER  
HEART  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
PHIL COLLINS  
SWEET SENSATION  
OLETA ADAMS

**KLCY/Salt Lake City**  
Michael O'Brien

MARIAH CAREY  
Hottest:  
WILSON PHILLIPS  
PAUL YOUNG  
BILLY JOEL  
SWEET SENSATION  
PHIL COLLINS

**B100/San Diego**  
Gene Knight

UB40  
ASIA  
Hottest:  
JAMES INGRAM  
MARIAH CAREY  
PHIL COLLINS  
RIGHTEOUS BROTHER  
GEORGE MICHAEL

**KLSY/Seattle**  
Bob Brooks

DAN FOGELBERG  
Hottest:  
WILSON PHILLIPS  
MARIAH CAREY  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS

**P3**

**KKLK/Anchorage**  
Dave Stroh

DAVID CASSIDY  
HEART  
TOTO  
PRETENDERS  
KIM CARNES  
LIGHTNING SEEDS  
ASIA  
JONATHAN BUTLER  
WHISPERS  
Hottest:  
MARC JORDAN  
VONDA SHEPARD  
CS&N  
PHOEBE SNOW  
NEW KIDS ON THE

**WMT-FM/Cedar Rapids**  
Dennis Green

RUSSO & DAMIAN  
PRETENDERS  
MICHAEL MCDONALD  
MARIA MCKEE  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
LINDA RONSTADT  
RIGHTEOUS BROTHER

**WFRQ/Fremont, OH**  
Larry Ziebold

RUSSO & DAMIAN  
MICHAEL MCDONALD  
HEART  
MARK EDWARDS  
ASIA  
DANNY O'KEEFE  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
FLEETWOOD MAC  
PHIL COLLINS  
JUDE COLE  
OLETA ADAMS

**KZLT/Grand Forks, ND**  
Hennen/Jones

HEART  
ASIA  
TOTO  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
FLEETWOOD MAC  
MICHAEL BOLTON

**KSCB/Liberal**  
Mark David

MARIAH CAREY  
ANITA BAKER  
WHISPERS  
MAXI PRIEST  
HEART  
ASIA  
TOTO  
MICHAEL MCDONALD  
JONATHAN BUTLER  
NELSON  
DAVID CASSIDY  
ASIA  
PRETENDERS  
HEART  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
PHIL COLLINS  
SWEET SENSATION

**WTWR/Monroe**  
Lori Demick

MAXI PRIEST  
ANITA BAKER  
HEART  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
PHIL COLLINS  
SWEET SENSATION  
OLETA ADAMS

**KIDX/Billings, MT**  
Rick Lawrence

VONDA SHEPARD  
MARIAH CAREY  
BILL MEDLEY  
Hottest:  
JAMES INGRAM  
ANITA BAKER  
WILSON PHILLIPS  
JANET JACKSON  
PAUL YOUNG

**KBLQ/Logan, UT**  
John Dimick

JONATHAN BUTLER  
MICHAEL MCDONALD  
ASIA  
TOTO  
PRETENDERS  
DAVID CASSIDY  
LIGHTNING SEEDS  
Hottest:  
PAUL YOUNG  
BILLY JOEL  
PHIL COLLINS  
MICHAEL BOLTON  
RIGHTEOUS BROTHER

**KAYN/Nogales**  
Bob Gerhard

ASIA  
HEART  
TOTO  
MICHAEL MCDONALD  
DAVID CASSIDY  
Hottest:  
PAUL YOUNG  
PHIL COLLINS  
OLETA ADAMS  
FLEETWOOD MAC  
TAYLOR DAYNE

**WLDR/Traverse City**  
Angie Honda

MARIA MCKEE  
PONTER SISTERS  
LAURA BRANIGAN  
Hottest:  
PAUL YOUNG  
FLEETWOOD MAC  
BILLY JOEL  
OLETA ADAMS  
PHIL COLLINS

**WNMB/No. Myrtle**  
Beach

Thompson/Adams  
TOTO  
MICHAEL MCDONALD  
HEART



# AC ADDS & HOTS

## FULL-SERVICE AC

### MOST ADDED

DAN FOGELBERG (6)  
 RIGHTEOUS BROTHERS (4)  
 ANITA BAKER (3)  
 BASIA (3)  
 BREATHE (3)  
 ROD STEWART (3)  
 FLEETWOOD MAC (2)  
 JAMES INGRAM (2)

### HOTTEST

WILSON PHILLIPS (18)  
 PAUL YOUNG (16)  
 BILLY JOEL (13)  
 PHIL COLLINS (11)  
 JAMES INGRAM (9)  
 JANET JACKSON (7)  
 LINDA RONSTADT (6)  
 MICHAEL BOLTON (4)  
 RIGHTEOUS BROTHERS (4)  
 SWEET SENSATION (4)

### EAST

#### P1

WBZ/Boston  
 David Bernstein

PHIL COLLINS  
 RIGHTEOUS BROTHER  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 BILLY JOEL  
 PHIL COLLINS  
 LINDA RONSTADT

#### P2

WICC/Bridgeport  
 Stormin' Norman

DAN FOGELBERG  
 Hottest:  
 RIGHTEOUS BROTHER  
 PAUL YOUNG  
 WILSON PHILLIPS  
 JAMES INGRAM  
 JANET JACKSON

WTIC/Hartford  
 White/Mitchell  
 none

Hottest:  
 PAUL YOUNG  
 SWEET SENSATION  
 BILLY JOEL  
 PHIL COLLINS  
 OLETA ADAMS

WELI/New Haven  
 Gross/McCormick

ROD STEWART  
 DAN FOGELBERG  
 MARIAH CAREY  
 Hottest:  
 LINDA RONSTADT  
 BILLY JOEL  
 PHIL COLLINS  
 MICHAEL BOLTON  
 OLETA ADAMS

WGY/Schenectady  
 Buzz Brindle

FLEETWOOD MAC  
 JOHN DENVER  
 SALLY MOORE  
 BREATHE  
 TEDDY PENDERGRASS  
 Hottest:  
 WILSON PHILLIPS  
 LINDA RONSTADT  
 BILLY JOEL

#### P3

WFMD/Frederick, MD  
 Flessler/Watson

OLETA ADAMS  
 DAN FOGELBERG  
 Hottest:  
 WILSON PHILLIPS  
 SWEET SENSATION  
 PAUL YOUNG  
 PHIL COLLINS  
 BILLY JOEL

## GOLD-BASED AC

### MOST ADDED

RIGHTEOUS BROTHERS (11)  
 DAN FOGELBERG (10)  
 MARIAH CAREY (7)  
 GEORGE MICHAEL (7)  
 MICHAEL BOLTON (6)  
 BREATHE (6)  
 ROD STEWART (6)  
 PHIL COLLINS (3)  
 JAMES INGRAM (3)  
 SWEET SENSATION (3)

### HOTTEST

PAUL YOUNG (30)  
 WILSON PHILLIPS (27)  
 JANET JACKSON (17)  
 BILLY JOEL (14)  
 MARIAH CAREY (13)  
 PHIL COLLINS (13)  
 JAMES INGRAM (13)  
 RIGHTEOUS BROTHERS (13)  
 FLEETWOOD MAC (10)  
 MICHAEL BOLTON (9)

### EAST

#### P1

WWMX/Baltimore  
 Greg Dunkin

none  
 Hottest:  
 WILSON PHILLIPS  
 ROXETTE  
 PHIL COLLINS  
 GLORIA ESTEFAN

#### P2

WHTX/Pittsburgh  
 Scott Alexander

RIGHTEOUS BROTHER  
 Hottest:  
 DON HENLEY  
 ELTON JOHN  
 MARIAH CAREY  
 PAUL YOUNG  
 PHIL COLLINS

#### P3

WAEI/Allentown  
 Chris Bailey

ROD STEWART  
 Hottest:  
 WILSON PHILLIPS  
 JANET JACKSON  
 MARIAH CAREY  
 JAMES INGRAM

WKLI/Albany  
 Knott/Holmberg

SWEET SENSATION  
 MARIAH CAREY  
 BREATHE  
 ROD STEWART  
 DAN FOGELBERG  
 Hottest:  
 JANET JACKSON  
 WILSON PHILLIPS  
 SWEET SENSATION  
 MICHAEL BOLTON  
 RIGHTEOUS BROTHER

WMRV/Binghamton, NY  
 Keller/Schwartz

ROD STEWART  
 JOHNNY GILL  
 MARIAH CAREY  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 JANET JACKSON  
 MARIAH CAREY  
 GLORIA ESTEFAN

WMAS-FM/Springfield  
 Ed Kelly

JAMES INGRAM  
 BILLY JOEL  
 RIGHTEOUS BROTHER  
 MICHAEL BOLTON  
 Hottest:  
 PAUL YOUNG  
 BRUCE HORNSBY  
 WILSON PHILLIPS  
 PHIL COLLINS  
 FLEETWOOD MAC

WYYY/Syracuse  
 Lauber/Langmyer

none  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 JANET JACKSON  
 MARIAH CAREY  
 GLORIA ESTEFAN

WFAS-FM/White Plains  
 Sue Richard

DAN FOGELBERG  
 MICHAEL MCDONALD  
 Hottest:  
 TAYLOR DAYNE  
 MICHAEL BOLTON  
 RIGHTEOUS BROTHER  
 SWEET SENSATION  
 PHIL COLLINS

WJBR/Wilmington, DE  
 Bill Kaye

MICHAEL BOLTON  
 MARIAH CAREY  
 Hottest:  
 PHIL COLLINS  
 PAUL YOUNG  
 BILLY JOEL  
 RIGHTEOUS BROTHER  
 FLEETWOOD MAC

### SOUTH

#### P2

WHAS/Louisville  
 Doug McElvein

MICHAEL BOLTON  
 GEORGE MICHAEL  
 Hottest:  
 MARIAH CAREY  
 PHIL COLLINS  
 WILSON PHILLIPS  
 JANET JACKSON  
 PAUL YOUNG

WDBO/Orlando  
 Dan Shaffer

JAMES INGRAM  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 MICHAEL BOLTON  
 JAMES INGRAM  
 MARIAH CAREY

WRVA/Richmond  
 Farley/Stevens

DAN FOGELBERG  
 Hottest:  
 LINDA RONSTADT  
 PAUL YOUNG  
 JAMES INGRAM  
 BILLY JOEL  
 RIGHTEOUS BROTHER

#### P3

WKYX/Paducah  
 Cook/Miller

RIGHTEOUS BROTHER  
 BREATHE  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 FLEETWOOD MAC  
 PHIL COLLINS  
 JANET JACKSON

WSTU/Stuart  
 Barry Grant

JUDE COLE  
 ROD STEWART  
 ANITA BAKER  
 MAXI PRIEST  
 Hottest:  
 PAUL YOUNG  
 BILLY JOEL  
 PHIL COLLINS  
 FLEETWOOD MAC  
 SWEET SENSATION

### MIDWEST

#### P1

WTVN/Columbus  
 John Lane

RIGHTEOUS BROTHER  
 Hottest:  
 WILSON PHILLIPS  
 JANET JACKSON  
 PHIL COLLINS  
 PAUL YOUNG  
 BILLY JOEL

#### P2

WOOD/Grand Rapids  
 Robb Westaby

none  
 Hottest:  
 MICHAEL MCDONALD  
 JAMES INGRAM  
 WILSON PHILLIPS  
 MARIAH CAREY  
 JANET JACKSON

WROK/Rockford  
 Ivey/Grout

RIGHTEOUS BROTHER  
 PAUL YOUNG  
 Hottest:  
 WILSON PHILLIPS  
 ELTON JOHN  
 BRUCE HORNSBY  
 MICHAEL BOLTON  
 RIGHTEOUS BROTHER

KFSB/Joplin  
 Robin Wells

BREATHE  
 ROD STEWART  
 Hottest:  
 RIGHTEOUS BROTHER  
 VONDA SHEPARD  
 BASIA  
 Hottest:  
 PHIL COLLINS  
 BILLY JOEL  
 MICHAEL BOLTON  
 TAYLOR DAYNE  
 OLETA ADAMS

KELO/Sioux Falls  
 Spanky

JAMES INGRAM  
 Hottest:  
 WILSON PHILLIPS  
 PHIL COLLINS  
 SWEET SENSATION  
 PAUL YOUNG  
 JANET JACKSON

### WEST

#### P1

KHOW/Denver  
 Murphy Huston

none  
 Hottest:  
 WILSON PHILLIPS  
 JAMES INGRAM  
 JANET JACKSON  
 PAUL YOUNG  
 MARIAH CAREY

KEX/Portland  
 Dirks/Fort

none  
 Hottest:  
 JAMES INGRAM  
 GLORIA ESTEFAN  
 WILSON PHILLIPS

KFMB/San Diego  
 Larson/Robertson

MICHAEL MCDONALD  
 ANITA BAKER  
 Hottest:  
 PHIL COLLINS  
 PAUL YOUNG  
 LINDA RONSTADT  
 WILSON PHILLIPS  
 BILLY JOEL

#### P2

KBOI/Boise  
 Drew Harold

DAN FOGELBERG  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 BILLY JOEL  
 JANET JACKSON  
 LINDA RONSTADT

KUGN/Eugene  
 O'Brien/James

DAVID BENOIT  
 DAVID BENOIT  
 DAVID BENOIT  
 Hottest:  
 none

KSSK/Honolulu  
 Phil Abbott

FLEETWOOD MAC  
 Hottest:  
 WILSON PHILLIPS  
 PAUL YOUNG  
 RIGHTEOUS BROTHER  
 BASIA  
 JAMES INGRAM

### MIDWEST

#### P1

WLTJ/Detroit  
 Bob Kaake

none  
 Hottest:  
 BILLY JOEL  
 PAUL YOUNG  
 MARIAH CAREY  
 MICHAEL BOLTON  
 ANITA BAKER

WENS/Indianapolis  
 Grey/Eagan

RIGHTEOUS BROTHER  
 SWEET SENSATION  
 Hottest:  
 JANET JACKSON  
 WILSON PHILLIPS  
 PAUL YOUNG  
 JAMES INGRAM  
 PHIL COLLINS  
 FRED BRENNAN  
 DAN FOGELBERG  
 MARIAH CAREY  
 Hottest:  
 JAMES INGRAM  
 WILSON PHILLIPS  
 JANET JACKSON  
 ELTON JOHN  
 GLORIA ESTEFAN

#### P2

WCRZ/Flint  
 Patrick/Downey

MARIAH CAREY  
 Hottest:  
 PAUL YOUNG  
 PHIL COLLINS  
 FLEETWOOD MAC  
 BILLY JOEL  
 WILSON PHILLIPS

KUDL/Kansas City  
 Don Bender

GEORGE MICHAEL  
 BREATHE  
 DAN FOGELBERG  
 Hottest:  
 JANET JACKSON  
 PAUL YOUNG  
 WILSON PHILLIPS  
 BILLY JOEL  
 JAMES INGRAM

KEFM/Omaha  
 Albertson/Lane

RIGHTEOUS BROTHER  
 MICHAEL BOLTON  
 Hottest:  
 PHIL COLLINS  
 WILSON PHILLIPS  
 PAUL YOUNG  
 RIGHTEOUS BROTHER  
 MICHAEL BOLTON

WGLO/Peoria  
 Jerry Jay

none  
 Hottest:  
 WILSON PHILLIPS  
 GLORIA ESTEFAN  
 JANET JACKSON  
 PHIL COLLINS  
 MARIAH CAREY

WMGI/Terre Haute  
 Bevins/Jasper

GEORGE MICHAEL  
 Hottest:  
 WILSON PHILLIPS  
 PHIL COLLINS  
 PAUL YOUNG  
 SWEET SENSATION  
 JUDE COLE  
 KRAV/Tulsa  
 Couch/Lee

ROD STEWART  
 GEORGE MICHAEL  
 BASIA  
 Hottest:  
 WILSON PHILLIPS  
 FLEETWOOD MAC  
 PHIL COLLINS  
 SWEET SENSATION  
 TAYLOR DAYNE

KXLK/Wichita, KS  
 Greg Gann

DAN FOGELBERG  
 RIGHTEOUS BROTHER  
 VONDA SHEPARD  
 Hottest:  
 PAUL YOUNG  
 TAYLOR DAYNE  
 JANET JACKSON  
 WILSON PHILLIPS  
 FLEETWOOD MAC

### WEST

#### P1

KKCW/Portland  
 Bill Minckler

PHIL COLLINS  
 BREATHE  
 Hottest:  
 BILLY JOEL  
 PAUL YOUNG  
 LINDA RONSTADT  
 JANET JACKSON  
 WILSON PHILLIPS  
 KXOA-FM/Sacramento  
 Casev/Clem

none  
 Hottest:  
 PAUL YOUNG  
 MARIAH CAREY  
 WILSON PHILLIPS  
 GLORIA ESTEFAN  
 ROXETTE

KLLY/Bakersfield  
 Russ Davidson

none  
 Hottest:  
 JAMES INGRAM  
 WILSON PHILLIPS  
 JANET JACKSON  
 FLEETWOOD MAC  
 PAUL YOUNG

KCIX/Boise  
 Don Jennings

RIGHTEOUS BROTHER  
 Hottest:  
 JAMES INGRAM  
 PAUL YOUNG  
 JUDE COLF  
 PHIL COLLINS  
 SWEET SENSATION

KOSO/Modesto  
 Tim St. Martin

TAYLOR DAYNE  
 GEORGE MICHAEL  
 Hottest:  
 BRUCE HORNSBY  
 GLORIA ESTEFAN  
 ROXETTE  
 PAUL YOUNG  
 MARIAH CAREY

42 Current Reporters  
 36 Current Playlists

Called In Frozen Playlist (1):  
 WWMX/Baltimore

Did Not Report, Playlist Frozen (5):  
 KXOA/Sacramento  
 WGLO/Peoria  
 WLTJ/Detroit

KISC/Spokane  
 Rob Harder

RIGHTEOUS BROTHER  
 PHIL COLLINS  
 Hottest:  
 PAUL YOUNG  
 WILSON PHILLIPS  
 JANET JACKSON  
 JAMES INGRAM  
 BILLY JOEL

Did Not Report For Two  
 Consecutive Weeks, Not  
 Used In This Week's  
 Data (3):

WMJJ/Birmingham  
 WYYY/Syracuse

KKLD/Tucson  
 Adrienne Walker

ANITA BAKER  
 DANNY O'KEEFE  
 ROD STEWART  
 Hottest:  
 LINDA RONSTADT  
 PHIL COLLINS  
 PAUL YOUNG  
 BILLY JOEL  
 GEORGE MICHAEL

Did Not Report For Two  
 Consecutive Weeks, Not  
 Used In This Week's  
 Data (3):

KVKI/Shreveport  
 WLTJ/Pittsburgh  
 WMJJ/Cleveland



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24 Current Reporters  
 20 Current Playlists

Called In Frozen Playlist (2):  
 KEX/Portland  
 WOOD/Grand Rapids

Did Not Report, Playlist Frozen (2):  
 KHOW/Denver  
 WTIC/Hartford

Did Not Report For Two Consecutive  
 Weeks, Not Used In This Week's Data (5):  
 55KRC/Cincinnati  
 KDKA/Pittsburgh

WBEN/Buffalo  
 WBA/Madison  
 WLW/Cincinnati

NATIONAL AIRPLAY®

LW	TW	Artist/Track	Label
1	1	PETER WHITE/Reveille-vous (Chase Music Group)	"Danny" "Reveille-vous"
2	2	ACOUSTIC ALCHEMY/Reference Point (GRP)	"Reference" "Homecoming"
3	3	RICHARD ELLIOT/What's Inside (Enigma)	"Movers" "Well"
4	4	MICHAEL FRANKS/Blue Pacific (Reprise)	"Woman" "Art"
7	5	RIPPINGTONS f/R. FREEMAN/Welcome To The St. James... (GRP)	"Welcome" "Kenya"
8	6	RICARDO SILVEIRA/Amazon Secrets (Verve Forecast)	"Let's" "Good"
5	7	QUINTANA + SPEER/Shades Of Shadow (Miramar)	"Outward" "Congo"
9	8	BOB JAMES/Grand Piano Canyon (WB)	"Restoration" "Wings"
11	9	JOHN TESH/Tour De France-The Early Years (Private Music)	"Endless" "American"
6	10	WIND MACHINE/Road To Freedom (Silver Wave)	"Road"
10	11	ANITA BAKER/Compositions (Elektra)	"Talk" "Whatever"
14	12	BRENDA RUSSELL/Kiss Me With The Wind (A&M)	"Good" "Drive"
16	13	MEZZOFORTE/Playing For Time (Novus/RCA)	"High" "Take"
13	14	VINCENT HENRY/Vincent (Jive/RCA)	"Flintstone" "Sarah"
12	15	WINDOWS/Blue September (Cypress)	"Blue" "Stay" "Elbow"
17	16	GONTITI/Devonian Boys (Columbia/Epic)	"Windy"
15	17	OLETA ADAMS/Circle Of One (Fontana/Mercury)	"Rhythm" "Circle"
<b>BREAKER</b>	18	DAVID BENOIT/Inner Motions (GRP)	"Six" "M.W.A."
21	19	CARL ANDERSON/Pieces Of A Heart (GRP)	"How" "Baby"
23	20	CHUCK LOEB/Life Colors (DMP)	"John" "Momento" "7th"
18	21	JILL SOBULE/Things Here Are Different (MCA)	"Too"
<b>BREAKER</b>	22	JONATHAN BUTLER/Heal Our Land (Jive/RCA)	"Heal"
25	23	BAREFOOT/Barefoot (Global Pacific)	"Roundabout" "Arica"
<b>BREAKER</b>	24	PHIL SHEERAN/Breaking Through (Sonic Edge)	"October" "Breaking" "J.P."
22	25	BRIAN MANN/Cafe' Du Soleil (Narada)	"Reclining" "Dab"
26	26	BARBARA HIGBIE/Signs Of Life (Windham Hill)	"Waiting" "Safest"
28	27	SUZANNE CIANI/Pianissimo (Private Music)	"Anthem" "Simple"
20	28	STEVE KINDLER/Across A Rainbow Sea (Global Pacific)	"Plumeria" "Little"
27	29	KEN NAVARRO/The River Flows (Positive Music)	"Try" "Thinking" "Reach"
<b>DEBUT</b>	30	LALAH HATHAWAY/Lalah Hathaway (Virgin)	"Somethin'" "I'm"

\* Keeps bullet due to continued growth.

LW	TW	Artist/Track	Label
2	1	RICARDO SILVEIRA/Amazon Secrets (Verve Forecast)	"Amazon"
3	2	BLUESIANA TRIANGLE/Bluesiana Triangle (Windham Hill/Jazz)	"Heads"
1	3	PAT METHENY/Question & Answer (Geffen)	"Change"
8	4	JIMMY McGRUFF/You Ought To Think About Me (Headfirst)	"Goin'"
5	5	HARRY CONNICK JR./We Are In Love (Columbia)	"Forever"
7	6	BRANFORD MARSALIS/Crazy People Music (Columbia)	"Ballad"
11	7	BOB BERG/In The Shadows (Denon)	"Carry"
18	8	MICHEL CAMILO/On The Other Hand (Columbia/Epic)	"City"
9	9	HARRY CONNICK JR. TRIO/Lofty's Roach Souffle (Columbia)	"Hudson"
14	10	MO' BETTER BLUES/Music From Mo' Better Blues (Columbia)	"Just"
6	11	BOB JAMES/Grand Piano Canyon (WB)	"Just"
4	12	WYNTON MARSALIS/Standard Time/Vol. 3/The Resolution of Romance (Columbia)	"Big"
17	13	TANIA MARIA/Bela Vista (World Pacific)	"Waiting"
13	14	HERBIE MANN/Camino De Casa (Chesky)	"Aparecida"
10	15	MICHAEL FRANKS/Blue Pacific (Reprise)	"Long"
24	16	DON PULLEN/Random Thoughts (Blue Note)	"Andres"
<b>DEBUT</b>	17	EMILY REMLER/This Is Me (Justice)	"You"
29	18	STEVE ERQUIAGA/Erkiology (Windham Hill/Jazz)	"San"
21	19	ACOUSTIC ALCHEMY/Reference Point (GRP)	"Homecoming"
16	20	RICHARD ELLIOT/What's Inside (Enigma)	"Take"
<b>BREAKER</b>	21	GERRY MULLIGAN/Lonesome Blvd. (A&M)	"Heard"
26	22	DON GROLNICK/Weaver Of Dreams (Blue Note)	"Heard"
25	23	JOE PASS/Summer Nights (Pablo/Fantasy)	"Heard"
12	24	ELIANE ELIAS/Eliane Elias Plays Jobim (Blue Note)	"Heard"
27	25	MEZZOFORTE/Playing For Time (Novus/RCA)	"High"
<b>DEBUT</b>	26	BOBBY LYLE/The Journey (Atlantic)	"Othello"
<b>DEBUT</b>	27	NINO TEMPO/Tenor Saxophone (Atlantic)	"Othello"
15	28	LENI STERN/Closer To The Light (Enia/Mesa)	"All"
<b>DEBUT</b>	29	PHIL SHEERAN/Breaking Through (Sonic Edge)	"Tres"
22	30	BAREFOOT/Barefoot (Global Pacific)	"Serengetti"

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
DAVID BENOIT (12) EMILY REMLER (8) THOM ROTELLA (8) CHARLES MICHAEL BROTMAN (7) JONATHAN BUTLER (7) TOM COSTER (7) RICHARD SOUTHER (7) RAUL ORELLANA (6)	ACOUSTIC ALCHEMY (16) RICHARD ELLIOT (15) QUINTANA + SPEER (12) RIPPINGTONS (12) PETER WHITE (12) MICHAEL FRANKS (11) BOB JAMES (10) ANITA BAKER (7)	ACOUSTIC ALCHEMY/Reference RICHARD ELLIOT/Movers RICHARD ELLIOT/Well WIND MACHINE/Road

MOST ADDED LPs	HOTTEST LPs	HOT TRACKS
DAVID BENOIT (14) JONATHAN BUTLER (10) MICHAEL BRECKER (9) NINO TEMPO (9) SEBASTIAN WHITTAKER (9) IMAGES (8) GERRY MULLIGAN (8) EMILY REMLER (8) DAVE WECKL (8)	RICARDO SILVEIRA (15) BLUESIANA TRIANGLE (14) BOB JAMES (11) PAT METHENY (11) BRANFORD MARSALIS (10) ACOUSTIC ALCHEMY (9) MICHEL CAMILO (8) HARRY CONNICK JR. (7) RICHARD ELLIOT (7)	No Tracks Qualified This Week.

NEW & ACTIVE

- \*\*BERNARDO RUBAJA "New Land" (Narada) 25/1  
Rotations: Heavy 3/0, Medium 13/0, Light 9/1, Total Adds 1, WGMC, Heavy: KLSK, KEYV, KLTR. *CHART EXTRA this week*
- \*NARADA ARTISTS "Wilderness Collection" (Narada) 23/4  
Rotations: Heavy 3/0, Medium 8/0, Light 12/4, Total Adds 4, KIFM, KKNW, WHRL, PS, Heavy: KLSK, WJIB, JZTRAX. *BREAKER this week*
- MAX LASSER'S ARK "Timejump" (Narada) 22/4  
Rotations: Heavy 0/0, Medium 11/1, Light 11/3, Total Adds 4, KKNW, WHRL, KGSR, KBIA.
- SONNY SOUTHON "Falling Through A Cloud" (Charisma) 21/3  
Rotations: Heavy 5/0, Medium 6/0, Light 10/3, Total Adds 3, WNND, WOTB, WLVE, Heavy: KTWV, KQPT, KWVS, KEYV, KBIA.
- PETER GORDON "The Long Way Home" (Positive Music) 21/2  
Rotations: Heavy 1/0, Medium 11/0, Light 9/2, Total Adds 2, WNND, KEZX, Heavy: WFAE.
- STEVE ERQUIAGA "Erkiology" (Windham Hill/Jazz) 20/3  
Rotations: Heavy 0/0, Medium 8/0, Light 12/3, Total Adds 3, WHRL, WFAE, KBCO.
- DWIGHT SILLS "Dwight Sills" (Columbia) 20/2  
Rotations: Heavy 2/0, Medium 10/0, Light 8/2, Total Adds 2, WBBY, KGSR, Heavy: KIFM, WNND.
- THOM ROTELLA "Without Words" (DMP) 19/8  
Rotations: Heavy 2/1, Medium 6/2, Light 11/5, Total Adds 8, KQPT, KIFM, WGMC, KGSR, KWVS, KEYV, WLVE, KBIA, Heavy: WMGN.
- NEVILLE BROTHERS "Brother's Keeper" (A&M) 18/3  
Rotations: Heavy 5/1, Medium 8/1, Light 5/1, Total Adds 3, KGSR, WOTB, JZTRAX, Heavy: KEYV, WVAY, KTCZ, KBCO.
- SARA K "Gypsy Alley" (Mesa) 17/0  
Rotations: Heavy 4/0, Medium 8/0, Light 5/0, Total Adds 0, Heavy: BRZ, WFAE, KWVS, KLTR.
- EMILY REMLER "This Is Me" (Justice) 16/8  
Rotations: Heavy 0/0, Medium 4/1, Light 12/7, Total Adds 8, KIFM, KKNW, WHRL, WFAE, KWVS, KBCO, PS, JZTRAX.
- BOBBY LYLE "The Journey" (Atlantic) 16/3  
Rotations: Heavy 1/1, Medium 6/0, Light 9/2, Total Adds 3, WOTB, KSNO, KBCO.
- MARY BLACK "No Frontiers" (Gift Horse) 16/1  
Rotations: Heavy 4/0, Medium 9/1, Light 3/0, Total Adds 1, KEZL, Heavy: BRZ, KWVS, KLSK, KTCZ.

NEW & ACTIVE

- \*\*BILL WARFIELD BIG BAND "New York City Jazz" (Interplay) 28/1  
Rotations: Heavy 3/0, Medium 18/0, Light 7/1, Total Adds 1, JZSHOW, Heavy: WMOT, WUSF, KWMU. *CHART EXTRA this week*
- \*\*RIPPINGTONS featuring RUSS FREEMAN "Welcome To The St. James Club" (GRP) 24/3  
Rotations: Heavy 9/0, Medium 4/0, Light 11/3, Total Adds 3, WRTI, WFPL, WVPE, Heavy: KTCJ, KJZZ, WSTR, KSLU, WNGS, WSIE, KCLC, KSBR, KJOY. *BREAKER this week*
- SEBASTIAN WHITTAKER "First Outing" (Justice) 22/9  
Rotations: Heavy 0/0, Medium 8/2, Light 14/7, Total Adds 9, WCPN, KMHD, KSOS, KPLU, CJ, WSIE, WVPE, KWMU, KTCL.
- DWIGHT SILLS "Dwight Sills" (Columbia) 22/1  
Rotations: Heavy 4/0, Medium 13/1, Light 5/0, Total Adds 1, WJZZ, Heavy: KJZZ, WTEB, KCLC, KTCL.
- DAVE WECKL "Master Plan" (GRP) 21/8  
Rotations: Heavy 2/1, Medium 5/1, Light 14/6, Total Adds 8, WDET, KJZZ, WMOT, WSHA, CJ, JCITY, WSTR, WVPE, Heavy: WSIE.
- THE MEETING "The Meeting" (GRP) 20/5  
Rotations: Heavy 3/0, Medium 4/0, Light 13/5, Total Adds 5, WFPL, KLCC, JCITY, WMFD, WSIE, Heavy: KJZZ, WSTR, WKRY.
- JOHN PATITUCCI "Sketchbook" (GRP) 19/4  
Rotations: Heavy 1/0, Medium 6/1, Light 12/3, Total Adds 4, KTCJ, KJZZ, WAER, JZSHOW, Heavy: KJAZ.
- BOCHINCHE "Caracas" (Heads Up) 19/1  
Rotations: Heavy 1/0, Medium 10/1, Light 8/0, Total Adds 1, JCITY, Heavy: KLCC.
- MIKE GARSON "The Mystery Man" (Chase Music Group) 19/1  
Rotations: Heavy 1/0, Medium 9/0, Light 9/1, Total Adds 1, KMHD, Heavy: WNOP.
- VINCENT HENRY "Vincent" (Jive/RCA) 19/1  
Rotations: Heavy 10/0, Medium 6/0, Light 3/1, Total Adds 1, KUOP, Heavy: WCPN, WSHA, WSTR, WFSS, WTEB, KSLU, WMFD, WSIE, WVPE, KSBR.
- TOMMY SMITH "Peeping Tom" (Blue Note) 19/0  
Rotations: Heavy 2/0, Medium 8/0, Light 9/0, Total Adds 0, Heavy: WRTI, KWMU.
- KENIA "What You're Looking For" (Denon) 18/5  
Rotations: Heavy 3/0, Medium 5/0, Light 10/5, Total Adds 5, KLCC, CJ, JZSHOW, JCITY, KSBR, Heavy: WTEB, WSIE, KJOY.

\* Uncharted Breakers denoted by one asterisk.

\*\* Chart Extra denoted by two asterisks.

MARK COLBY/FRANK CARUSO



Mango Tango

HOT NEW RELEASE

Listen to the sizzling latin jazz of  
MARK COLBY & FRANK CARUSO



Expect more great things from the people who are... Setting new standards





3	2	182 REPORTERS		SEPTEMBER 14, 1990		Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW					
4	2	1		<b>1</b> <b>BAD COMPANY</b> /Holy Water (Atco)	"Boys" (166) "Holy" (11) "Need" (4)	169+/3	123+	41-
				<b>DEBUT</b> <b>2</b> <b>INXS</b> /X (Atlantic)	"Suicide" (163) "Know" (1)	165/5	112	46
8	5	4		<b>3</b> <b>ASIA</b> /Then & Now (Geffen)	"Days" (160) "Summer" (2)	161+/4	118+	41-
5	3	3		<b>4</b> <b>BRUCE HORNSBY</b> /A Night On The Town (RCA)*	"Night" (155) "Across" (9) "Carry" (1)	163+/8	107+	54-
14	12	5		<b>5</b> <b>JEFF HEALEY BAND</b> /Hell To Pay (Arista)	"Guitar" (140) "Think" (8)	144+/1	98+	41-
3	7	9		<b>6</b> <b>ALLMAN BROTHERS BAND</b> /Seven Turns (Epic)	"Seven" (105) "Good" (54) "Shine" (5)	142+/29	59-	73+
10	10	7		<b>7</b> <b>WINGER</b> /In The Heart Of The Young (Atlantic)	"Enuff" (141) "Miles" (4) "Baptized" (1)	141-/0	70+	51-
				<b>DEBUT</b> <b>8</b> <b>NEIL YOUNG &amp; CRAZY HORSE</b> /Ragged Glory (Reprise)	"Mansion" (151) "Days" (3) "White" (1)	154/48	42	100
1	1	2		<b>9</b> <b>JON BON JOVI</b> /Blaze Of Glory (Mercury)	"Blaze" (113) "Never" (8) "Miracle" (5)	120-/1	85-	28+
12	11	6		<b>10</b> <b>REO SPEEDWAGON</b> /The Earth, A Small Man, His Dog And A Chicken (Epic)	"Live" (138) "All" (1) "Can't" (1)	141-/1	63+	65-
15	14	11		<b>11</b> <b>VIXEN</b> /Rev It Up (EMI)	"How" (144)	144+/5	48+	66-
				<b>12</b> <b>ROGER WATERS</b> /The Wall: Live In Berlin (Mercury)	"Young" (148) "Hey" (4) "Run" (3)	155+/19	36+	90+
20	19	16		<b>13</b> <b>DAMN YANKEES</b> /Damn Yankees (WB)	"High" (130) "Come" (16) "Coming" (1)	141+/31	43+	74+
16	16	13		<b>14</b> <b>SLAUGHTER</b> /Stick It To Ya (Chrysalis)*	"Fly" (146)	146+/6	39+	67+
				<b>15</b> <b>LIVING COLOUR</b> /Time's Up (Epic)	"Type" (154) "Solace" (2) "Love" (1)	158+/12	24+	83+
9	6	8		<b>16</b> <b>VARIOUS ARTISTS</b> /Nobody's Child (WB)	"Civil" (115) "That" (3) "Medicine" (2)	122-/0	46-	57-
17	17	15		<b>17</b> <b>GENE LOVES JEZEBEL</b> /Kiss Of Life (Beggars Banquet/Geffen)*	"Jealous" (122)	122+/1	43+	56+
23	20	19		<b>18</b> <b>ERIC JOHNSON</b> /Ah Via Musicom (Capitol)	"Cliffs" (127) "Desert" (1)	129+/9	37+	60=
18	18	18		<b>19</b> <b>NELSON</b> /After The Rain (DGC)*	"Love" (97) "Hardly" (1) "After" (1)	97+/4	61+	31+
34	24	24		<b>20</b> <b>HEART</b> /Brigade (Capitol)	"Tall" (107) "Stranded" (11) "Didn't" (3)	121+/29	21+	79+
26	21	22		<b>21</b> <b>RATT</b> /Detonator (Atlantic)	"Lovin'" (130) "Scratch" (1)	130+/10	19+	57+
2	4	10		<b>22</b> <b>JOHNNY VAN ZANT</b> /Brickyard Road (Atlantic)	"Brickyard" (67) "Hearts" (25) "Love" (1)	92-/8	44-	30+
6	8	12		<b>23</b> <b>CHEAP TRICK</b> /Busted (Epic)	"Cheap" (57) "Back" (39) "Had" (2)	91-/14	40-	34+
27	22	23		<b>24</b> <b>COMPANY OF WOLVES</b> /Company Of Wolves (Mercury)*	"Hangin'" (119) "Everybody's" (1)	121+/5	7+	58+
11	13	21		<b>25</b> <b>POISON</b> /Flesh & Blood (Enigma/Capitol)	"Unskinny" (62) "Something" (6) "Ride" (4)	69-/2	35-	24-
				<b>DEBUT</b> <b>26</b> <b>HOUSE OF LORDS</b> /Sahara (Simmons/RCA)	"Can't" (115)	115/34	10	55
13	15	26		<b>27</b> <b>BLACK CROWES</b> /Shake Your Money Maker (Def American/Geffen)	"Twice" (54) "Jealous" (3) "Hard" (3)	62-/1	22-	30-
	35	30		<b>28</b> <b>DON DOKKEN</b> /Up From The Ashes (Geffen)	"Mirror" (106) "Forever" (2) "Crash" (1)	106+/13	10+	39+
29	25	25		<b>29</b> <b>MOTLEY CRUE</b> /Dr. Feelgood (Elektra)*	"Same" (100) "Don't" (2)	101+/7	11=	41+
				<b>30</b> <b>GARY MOORE</b> /Still Got The Blues (Charisma)	"Still" (70) "Pretty" (4) "Moving" (1)	78+/15	18+	43+
7	9	20		<b>31</b> <b>COLIN JAMES</b> /Sudden Stop (Virgin)	"Just" (56) "Keep" (3)	61-/2	26-	28-
	38	34		<b>32</b> <b>DAVID BAERWALD</b> /Bedtime Stories (A&M)	"Dance" (69) "All" (2)	75+/8	9+	45+
				<b>33</b> <b>TOY MATINEE</b> /Toy Matinee (Reprise)	"Last" (70)	71+/18	10+	36+
21	23	27		<b>34</b> <b>BILLY IDOL</b> /Charmed Life (Chrysalis)	"L.A." (43) "Prodigal" (4) "Cradle" (3)	51-/0	16-	24-
				<b>DEBUT</b> <b>35</b> <b>QUEENSRYCHE</b> /Empire (EMI)	"Empire" (72) "Silent" (3) "Della" (1)	75+/34	6+	17+
				<b>DEBUT</b> <b>36</b> <b>RIVERDOGS</b> /Riverdogs (Epic)	"Believe" (65)	65+/14	2=	12+
				<b>DEBUT</b> <b>37</b> <b>LOS LOBOS</b> /The Neighborhood (Slash/WB)	"Down" (55) "Can't" (1)	59+/8	5+	35+
39	37	33		<b>38</b> <b>PHIL COLLINS</b> /...But Seriously (Atlantic)	"Something" (42) "Find" (1)	42-/0	24-	11+
19	28	29		<b>39</b> <b>AEROSMITH</b> /Pump (Geffen)	"Other" (30) "What" (1)	31-/0	21-	6=
35	36	31		<b>40</b> <b>CONCRETE BLONDE</b> /Bloodletting (IRS)	"Joey" (25) "Caroline" (17)	43-/4	13-	20=

\* Keeps a bullet due to continued growth.

## BREAKERS

**INXS**  
X (Atlantic)  
91% of our reporters on it.

**NEIL YOUNG & CRAZY HORSE**  
Ragged Glory (Reprise)  
85% of our reporters on it.

**HOUSE OF LORDS**  
Sahara (Simmons/RCA)  
63% of our reporters on it.

### MOST ADDED

NEIL YOUNG & CRAZY HORSE (48)  
HOUSE OF LORDS (34)  
QUEENSRYCHE (34)  
DAMN YANKEES (31)  
ALLMAN BROTHERS BAND (29)  
HEART (29)  
ROGER WATERS (19)  
TOY MATINEE (18)  
STEVE VAI (17)  
GARY MOORE (15)

### HOTTEST

BAD COMPANY (123)  
ASIA (118)  
INXS (112)  
BRUCE HORNSBY (107)  
JEFF HEALEY BAND (98)  
JON BON JOVI (85)  
WINGER (70)  
REO SPEEDWAGON (63)  
NELSON (61)  
ALLMAN BROTHERS BAND (59)

# RATT

**LOVIN'  
YOU'S A  
DIRTY  
JOB**



TRACK **20**  
AN AOR MOST REQUESTED TRACK  
BILLBOARD **33** - **23**  
TOP 5 SELLING ROCK BAND  
DEMOS 12 - 72!



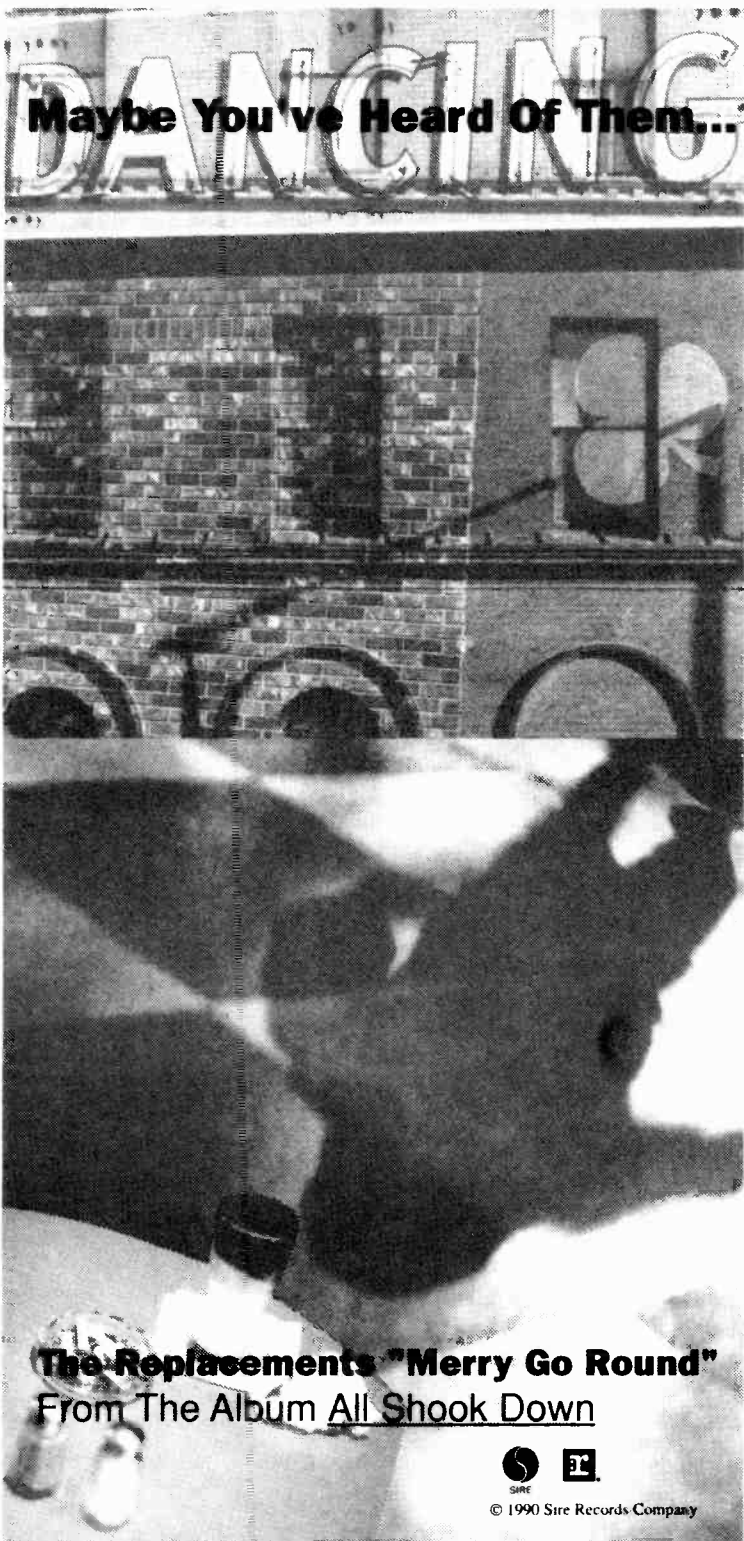


# NEW ARTISTS

Reports

1	NELSON/(Can't Live Without Your) Love... (DGC)	97
2	TOY MATINEE/Last Plane Out (Reprise)	70
3	BLUE TEARS/Rockin' With The Radio (MCA)	57
4	STEVE VAI/I Would Love To (Relativity)	53
5	LOVE/HATE/Why Do You Think They Call It Dope? (Columbia)	45
6	RED HOUSE/I Said A Prayer (SBK)	44
	TRIXTER/Give It To Me Good (Mechanic/MCA)	44
8	EXTREME/Decadence Dance (A&M)	40
9	JELLYFISH/The King Is Half-Undressed (Charisma)	31
10	CONCRETE BLONDE/Joey (IRS)	25
11	FAITH NO MORE/Epic (Slash/Reprise)	20
	MICHELLE MALONE & DRAG.../Big Black Bag (Arista)	20
	WIRE TRAIN/Should She Cry (MCA)	20
14	CONCRETE BLONDE/Caroline (IRS)	17
15	ANTHRAX/Got The Time (Megaforce/Island)	16
	NEVILLE BROTHERS/River Of Life (A&M)	16
17	IGGY POP/Home (Virgin)	15
18	BOB MOULD/It's Too Late (Virgin)	14
	SOCIAL DISTORTION/Ball & Chain (Epic)	14
20	ENERGY ORCHARD/Sailortown (MCA)	13

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.



The Replacements "Merry Go Round"  
From The Album All Shook Down

© 1990 Sire Records Company

# AOR TRACKS®

3	2			178 REPORTERS	Reports/Adds	Heavy	Medium
WKS	WKS	LW	TW				
11	4	2	1	1 <b>BAD COMPANY</b> /Boys Cry Tough (Atco)	166+/7	117+	42-
5	2	1	1	2 <b>ASIA</b> /Days Like These (Geffen)*	160+/4	118+	40-
—	12	4	1	3 <b>INXS</b> /Suicide Blonde (Atlantic)	163+/5	111+	45-
12	10	5	1	4 <b>BRUCE HORNSBY</b> /A Night On The Town (RCA)	155+/9	101+	52-
14	11	8	1	5 <b>JEFF HEALEY BAND</b> /While My Guitar Gently Weeps (Arista)	140+/3	93+	43-
7	5	6	1	6 <b>WINGER</b> /Can't Get Enough (Atlantic)	141-/0	70+	50-
10	9	7	1	7 <b>REO SPEEDWAGON</b> /Live It Up (Epic)	138-/1	62+	63=
—	—	24	1	8 <b>NEIL YOUNG &amp; CRAZY HORSE</b> /Mansion On The Hill (Reprise)	151+/47	41+	98+
15	14	10	1	9 <b>VIXEN</b> /How Much Love (EMI)	144+/5	48+	66-
—	25	16	1	10 <b>ROGER WATERS /BRYAN ADAMS</b> /Young Lust (Mercury)	148+/14	35+	88+
16	15	12	1	11 <b>SLAUGHTER</b> /Fly To The Angels (Chrysalis)	146+/7	39+	67+
2	1	3	1	12 <b>JON BON JOVI</b> /Blaze Of Glory (Mercury)	113-/0	85-	22-
—	20	15	1	13 <b>LIVING COLOUR</b> /Type (Epic)	154+/12	22+	81+
17	17	14	1	14 <b>GENE LOVES JEZEBEL</b> /Jealous (Beggars Banquet/Geffen)	122+/1	43+	56+
—	41	28	1	15 <b>DAMN YANKEES</b> /High Enough (WB)	130+/45	33+	70+
22	19	18	1	16 <b>ERIC JOHNSON</b> /Cliffs Of Dover (Capitol)	127+/9	37+	58-
18	18	17	1	17 <b>NELSON</b> /(Can't Live Without Your) Love & Affection (DGC)	97+/4	61+	31+
—	—	29	1	18 <b>ROBERT CRAY</b> /The Forecast (Calls For Pain) (Mercury)	130+/55	25+	82+
6	6	9	1	19 <b>GUNS N' ROSES</b> /Civil War (WB)	115-/0	44-	52-
24	22	22	1	20 <b>RATT</b> /Lovin' You's A Dirty Job (Atlantic)	130+/10	19+	57+
—	26	23	1	21 <b>WARRANT</b> /Cherry Pie (Columbia)	129+/13	14+	45+
56	52	39	1	22 <b>ALLMAN BROTHERS BAND</b> /Seven Turns (Epic)	105+/53	21+	72+
59	40	31	1	23 <b>HEART</b> /Tall, Dark Handsome Stranger (Capitol)	107+/30	16+	70+
25	23	25	1	24 <b>COMPANY OF WOLVES</b> /Hangin' By A Thread (Mercury)	119+/5	7+	56+
46	36	33	1	25 <b>HOUSE OF LORDS</b> /Can't Find My Way Home (Simmons/RCA)	115+/34	10+	55+
42	32	30	1	26 <b>DON DOKKEN</b> /Mirror Mirror (Geffen)	106+/13	9+	40+
29	27	26	1	27 <b>MOTLEY CRUE</b> /Same Ol' Situation (Elektra)*	100+/7	10=	41+
1	3	11	1	28 <b>JOHNNY VAN ZANT</b> /Brickyard Road (Atlantic)	67-/0	42-	18-
9	16	21	1	29 <b>POISON</b> /Unskinny Bop (Enigma/Capitol)	62-/0	33-	21-
DEBUT	8	13	20	30 <b>TOMMY CONWELL &amp; THE YOUNG...</b> /I'm Seventeen (Columbia)	95 /93	2	52
8	13	20	1	31 <b>ALLMAN BROTHERS BAND</b> /Good Clean Fun (Epic)	54-/0	36-	12-
3	7	13	1	32 <b>CHEAP TRICK</b> /Can't Stop Falling Into Love (Epic)	57-/0	37-	14-
53	51	43	1	33 <b>GARY MOORE</b> /Still Got The Blues (Charisma)	70+/15	16+	40+
4	8	19	1	34 <b>COLIN JAMES</b> /Just Came Back (Virgin)	56-/1	24-	25-
50	48	40	1	35 <b>TOY MATINEE</b> /Last Plane Out (Reprise)	70+/18	9+	36+
45	43	38	1	36 <b>DAVID BAERWALD</b> /Dance (A&M)	69+/8	6=	43+
13	21	27	1	37 <b>BLACK CROWES</b> /Twice As Hard (Def American/Geffen)	54-/0	18-	27-
—	—	53	1	38 <b>QUEENSRYCHE</b> /Empire (EMI)	72+/31	6+	16+
58	55	45	1	39 <b>RIVERDOGS</b> /I Believe (Epic)	65+/14	2=	12+
54	54	44	1	40 <b>LOS LOBOS</b> /Down On The River (Slash/WB)	55+/7	4+	34+
36	35	35	1	41 <b>PHIL COLLINS</b> /Something Happened On The Way To... (Atlantic)	42-/0	24-	11+
20	24	32	1	42 <b>BILLY IDOL</b> /L.A. Woman (Chrysalis)	43-/0	13-	21-
19	31	37	1	43 <b>AEROSMITH</b> /The Other Side (Geffen)	30-/0	20-	6=
34	30	36	1	44 <b>AEROSMITH</b> /Love Me Two Times (MCA)	45-/1	8-	22-
—	59	58	1	45 <b>BLUE TEARS</b> /Rockin' With The Radio (MCA)	57+/8	1=	8+
—	—	54	1	46 <b>STEVE VAI</b> /I Would Love To (Relativity)	53+/17	2=	14+
—	—	60	1	47 <b>LITTLE CAESAR</b> /From The Start (DGC)	50+/15	3+	14+
30	29	34	1	48 <b>RED HOUSE</b> /I Said A Prayer (SBK)	44-/1	2-	23-
DEBUT	37	37	42	49 <b>CHEAP TRICK</b> /Back N' Blue (Epic)	39+/31	4+	20+
—	60	57	1	50 <b>WORLD PARTY</b> /Put The Message In The Box (Chrysalis)	39-/0	6-	19-
—	—	59	1	51 <b>LOVE/HATE</b> /Why Do You Think They Call It Dope? (Columbia)	45+/6	0=	5+
32	39	41	1	52 <b>TRIXTER</b> /Give It To Me Good (Mechanic/MCA)	44+/7	1=	11+
44	44	49	1	53 <b>CONCRETE BLONDE</b> /Joey (IRS)	25-/0	11-	12-
28	34	46	1	54 <b>EXTREME</b> /Decadence Dance (A&M)	40-/4	1-	14-
DEBUT	33	46	47	55 <b>DAMN YANKEES</b> /Come Again (WB)	16-/0	10-	3-
—	—	50	1	56 <b>JELLYFISH</b> /The King Is Half-Undressed (Charisma)	31+/1	1=	17+
27	33	50	1	57 <b>GUNS N' ROSES</b> /Knockin' On Heaven's Door (DGC)	18-/0	10-	4-
DEBUT	—	—	1	58 <b>FAITH NO MORE</b> /Epic (Slash/Reprise)	20-/1	2-	8-
DEBUT	—	—	1	59 <b>JOHNNY VAN ZANT</b> /Hearts Are Gonna Roll (Atlantic)	25+/17	1+	11+
DEBUT	—	—	1	60 <b>NEVILLE BROTHERS</b> /River Of Life (A&M)	16+/0	4=	6-

\*Keeps a bullet due to continued growth.

## BREAKERS

**ROBERT CRAY**  
The Forecast (Calls For Pain) (Mercury)  
73% of our reporters on it.

**DAMN YANKEES**  
High Enough (WB)  
73% of our reporters on it.

**HEART**  
Tall, Dark Handsome Stranger (Capitol)  
61% of our reporters on it.

**HOUSE OF LORDS**  
Can't Find My Way Home (Simmons/RCA)  
65% of our reporters on it.

**DON DOKKEN**  
Mirror Mirror (Geffen)  
60% of our reporters on it.



# COLLIER JAMMES

KEEP  
ON  
LOVING  
ME  
BABY

THE NEW TRACK.  
FOLLOWUP TO THE AOR HIT  
"JUST CAME BACK."  
FROM THE ALBUM SUDDEN STOP.

© 1990 VIRGIN RECORDS AMERICA, INC.

Virgin



NATIONAL AIRPLAY <sup>®</sup>

LW	TW	
	<b>1</b>	<b>JANE'S ADDICTION</b> /Ritual De Lo Habitual (WB)
3	<b>2</b>	<b>HEART THROBS</b> /Cleopatra Grip (Elektra)
2	<b>3</b>	<b>IGGY POP</b> /Brick By Brick (Virgin)
4	<b>4</b>	<b>SOUP DRAGONS</b> /Lovegod (Big Life/Mercury)
5	<b>5</b>	<b>INXS</b> /X (Atlantic)
6	<b>6</b>	<b>PIXIES</b> /Bossanova (4AD/Elektra)
7	<b>7</b>	<b>LIVING COLOUR</b> /Time's Up (Epic)
9	<b>8</b>	<b>CHARLATANS U.K.</b> /The Only One I Know (EP) (Beggars Banquet/RCA)*
	<b>9</b>	<b>CURE</b> /Never Enough (track) (Elektra)
8	<b>10</b>	<b>AZTEC CAMERA</b> /Stray (Sire/Reprise)
13	<b>11</b>	<b>BOB MOULD</b> /Black Sheets Of Rain (Virgin)
11	<b>12</b>	<b>RAILWAY CHILDREN</b> /Native Place (Virgin)
10	<b>13</b>	<b>GENE LOVES JEZEBEL</b> /Kiss Of Life (Beggars Banquet/Geffen)
12	<b>14</b>	<b>STONE ROSES</b> /One Love (track) (Silvertone/RCA)
24	<b>15</b>	<b>DNA 1/SUZANNE VEGA</b> /Tom's Diner (A&M)
17	<b>16</b>	<b>COCTEAU TWINS</b> /Iceblink Luck (track) (4AD/Capitol)
21	<b>17</b>	<b>SOHO</b> /Hippychick (track) (Atco)
19	<b>18</b>	<b>JELLYFISH</b> /Bellybutton (Charisma)
22	<b>19</b>	<b>DURAN DURAN</b> /Liberty (Capitol)
20	<b>20</b>	<b>SOCIAL DISTORTION</b> /Social Distortion (Epic)
15	<b>21</b>	<b>CONCRETE BLONDE</b> /Bloodletting (IRS)
25	<b>22</b>	<b>SOUL ASYLUM</b> /Soul Asylum & The Horse They Rode In On (A&M)
	<b>23</b>	<b>PET SHOP BOYS</b> /So Hard (track) (EMI)
27	<b>24</b>	<b>VARIOUS ARTISTS</b> /Pump Up The Volume (MCA)
16	<b>25</b>	<b>SONIC YOUTH</b> /Goo (DGC)
26	<b>26</b>	<b>BOB GELDOF</b> /The Vegetarians Of Love (Atlantic)
30	<b>27</b>	<b>DEPECHE MODE</b> /Violator (Sire/Reprise)
18	<b>28</b>	<b>DEVO</b> /Smooth Noodle Maps (Enigma)
	<b>29</b>	<b>CAVEDOGS</b> /Joyrides For Shut-Ins (Enigma)
	<b>30</b>	<b>HUMAN LEAGUE</b> /Heart Like A Wheel (track) (A&M)

\* Keeps a bullet due to continued growth.

New Rock chart information is reported by a carefully selected group of radio's most musically adventurous stations.

MOST ADDED	HOTTEST	MOST REQUESTED
T. CONWELL &.../Seventeen (93)	ASIA/Days (118)	INXS/Suicide (42)
ROBERT CRAY/Forecast (55)	BAD COMPANY/Boys (117)	WINGER/Enuff (42)
ALLMAN BROTHERS/Seven (53)	INXS/Suicide (111)	GUNS N' ROSES/Civil (39)
NEIL YOUNG &.../Mansion (47)	BRUCE HORNSBY/Night (101)	SLAUGHTER/Fly (36)
DAMN YANKEES/High (45)	JEFF HEALEY BAND/While (93)	ERIC JOHNSON/Ciffs (29)
HOUSE OF LORDS/Can't (34)	JON BON JOVI/Blaze (85)	BAD COMPANY/Boys (28)
CHEAP TRICK/Back (31)	WINGER/Enuff (70)	WARRANT/Cherry (24)
QUEENSRYCHE/Empire (31)	REO SPEEDWAGON/Live (62)	JEFF HEALEY BAND/While (19)
HEART/Tall (30)	NELSON/Love (61)	LIVING COLOUR/Type (18)
TOY MATINEE/Last (18)	VIXEN/How (48)	RATT/Lovin' (18)

Continued from Page 136

## NEW & ACTIVE

**MARSHALL TUCKER BAND "Destruction" (Sisapa) 24/11 (13/5)**  
 Adds including WLVO, KWIC, WCKN, KMJX, KFMH, KQDI, KCQR. Medium 12 including WRXR, WRFX, WMFX, WSTZ, WIMZ, WIXV, KZOO.

**DEREK & THE DOMINOS "Little Wing" (Polydor) 22/4 (18/4)**  
 Adds including KRIX, WKQZ, KZRR, KCNA. Medium 7 including KRQR, WRFX, WMFX, WRCQ, KBAT, WBLM.

**WIRE TRAIN "Should She Cry" (MCA) 20/9 (10/5)**  
 Adds including WEZX, KZRR, KRZQ, WKIT, WPXC, WWTR, KWHL, KCHV. Medium 8 including WHFS, WKLS, KRIX.

**CONCRETE BLONDE "Caroline" (IRS) 17/6 (9/2)**  
 Adds including WKGR, WBLM, KSQY, KCNA. Heavy 1 including KBOY. Medium 7 including WBAB, KUPD, KLAQ, WRXK, WLAV, KCQR.

**ANTHRAX "Got The Time" (Megaforce/Island) 16/6 (9/2)**  
 Adds including WSHE, WQFM, KDJK, KRZQ, KRKX. Heavy 1 including KNAC. Medium 2 including WIYY, KUPD.

**PRETENDERS "Sense Of Purpose" (Sire/WB) 16/4 (14/4)**  
 Adds including WHFS, KFMQ, KSEZ. Heavy 3 including KDKB, KLBJ, KFMH. Medium 13 including KSHE, KEYJ, WRXK, KEZO, WNCD, WIZN, WWTR, KSQY, KCQR.

**IGGY POP "Candy" (Virgin) 15/15 (1/1)**  
 Adds including WBCN, WSHE, WDHA, KLBJ, WAVF, WRDU, KSQY, KWHL, KZOO, KCHV. Heavy 1 including KFMH. Medium 4 including WHFS, KRIX, WIZN, KCNA.

**LITTLE FEAT "That's Her, She's Mine" (WB) 15/5 (10/6)**  
 Adds including WIMZ, KMJX, WCIZ. Heavy 3 including WRXL, WIZN, WPXC. Medium 7 including WAQX, WROV, KJOT, KSQY, KZOO.

**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.

MOST ADDED	HOTTEST	MOST REQUESTED
CURE POSIES DARLING BUDD MOJO NIXON WATER WALK	JANE'S ADDICTION INXS LIVING COLOUR CURE PIXIES	JANE'S ADDICTION CURE INXS SOHO DNA 1/SUZANNE VEGA

# THIRD EYE

the new album




from

# REDD KROSS

featuring the single

# ANNIE'S GONE

On Atlantic Records, Cassettes and Compact Discs  
 © 1990 Atlantic Recording Corp. A Time Warner Company









WEST (Continued)

KLOS/Los Angeles (213) 840-4836

Heavy NOBODY'S CHILD... KLOS/Los Angeles (213) 840-4836

KUPD/Phoenix (602) 838-3062

Heavy JON BON JOVI... KUPD/Phoenix (602) 838-3062

KISW/Seattle (206) 285-7625

Heavy JOE SATRIANI... KISW/Seattle (206) 285-7625

KGON/Portland (503) 223-1441

Heavy AEROSMITH... KGON/Portland (503) 223-1441

KBFR/Salt Lake City (801) 322-3311

Heavy AC/DC... KBFR/Salt Lake City (801) 322-3311

KRSP/Salt Lake City (801) 262-5541

Heavy NOBODY'S CHILD... KRSP/Salt Lake City (801) 262-5541

NELSON WARRANT... KRQR/San Francisco (415) 765-4097

KRQR/San Francisco (415) 765-4097

Heavy JOHN BOYVIM... KRQR/San Francisco (415) 765-4097

KOME/San Jose (408) 985-9800

Heavy ALLMAN BROTHERS... KOME/San Jose (408) 985-9800

KSJO/San Jose (408) 453-5400

Heavy JOE SATRIANI... KSJO/San Jose (408) 453-5400

KXRX/Seattle (206) 283-5979

Heavy JON BON JOVI... KXRX/Seattle (206) 283-5979

KBFR/Salt Lake City (801) 322-3311

Heavy AC/DC... KBFR/Salt Lake City (801) 322-3311

KRSP/Salt Lake City (801) 262-5541

Heavy NOBODY'S CHILD... KRSP/Salt Lake City (801) 262-5541

RED HOUSE... KAZY/Denver (303) 769-5600

KAZY/Denver (303) 769-5600

Heavy BEAM TAYLOR... KAZY/Denver (303) 769-5600

KRQJ/Sacramento (916) 334-7777

Heavy JUDY MANUIT... KRQJ/Sacramento (916) 334-7777

KGB/San Diego (619) 292-1380

Heavy AEROSMITH... KGB/San Diego (619) 292-1380

KUFQ/Portland (503) 222-1011

Heavy GARY MOORE... KUFQ/Portland (503) 222-1011

KJOT/Boise (208) 344-3500

Heavy GARY MOORE... KJOT/Boise (208) 344-3500

KRQJ/Sacramento (916) 334-7777

Heavy JUDY MANUIT... KRQJ/Sacramento (916) 334-7777

KILO/Colorado Springs (719) 634-4896

KILO/Colorado Springs (719) 634-4896

Heavy CRAIG KOEHN... KILO/Colorado Springs (719) 634-4896

KLCX/Eugene (503) 345-8888

Heavy DAVE MOORE... KLCX/Eugene (503) 345-8888

KZEL/Eugene (503) 342-7098

Heavy ALLMAN BROTHERS... KZEL/Eugene (503) 342-7098

KKDJ/Fresno (209) 228-5991

Heavy AEROSMITH... KKDJ/Fresno (209) 228-5991

KPOI/Honolulu (808) 524-7100

Heavy BILL WIMS... KPOI/Honolulu (808) 524-7100

KOMP/Las Vegas (702) 876-1480

Heavy RICHARD REED... KOMP/Las Vegas (702) 876-1480

KEZE/Spokane (509) 448-8888

KEZE/Spokane (509) 448-8888

Heavy GARY ALLEN... KEZE/Spokane (509) 448-8888

KLPX/Tucson (602) 622-6711

Heavy LARRY SNIDER... KLPX/Tucson (602) 622-6711

KZRR/Albuquerque (505) 765-5400

Heavy FRANK JASON... KZRR/Albuquerque (505) 765-5400

KKBB/Bakersfield (805) 328-8000

Heavy DON DE LA CRUZ... KKBB/Bakersfield (805) 328-8000

KNAC/Long Beach-L.A. (213) 437-0366

Heavy BRYAN SOKOCH... KNAC/Long Beach-L.A. (213) 437-0366

KZOO/Missoula (406) 728-5000

Heavy BRUCE DICKINSON... KZOO/Missoula (406) 728-5000

KBOY/Medford (503) 779-2244

KBOY/Medford (503) 779-2244

Heavy BOB JEFFRIES... KBOY/Medford (503) 779-2244

KRXX/Billings (406) 245-5000

Heavy TRIPP KEYS... KRXX/Billings (406) 245-5000

KFMF/Chicago (916) 343-8461

Heavy BRUCE HORNSBY... KFMF/Chicago (916) 343-8461

KQDI/Great Falls (406) 761-2800

Heavy CORY WELLS... KQDI/Great Falls (406) 761-2800

KCQR/Santa Barbara (805) 964-7670

Heavy RICK WILLIAMS... KCQR/Santa Barbara (805) 964-7670

KWHI/Anchorage (907) 344-9822

Heavy RADIO PHILL... KWHI/Anchorage (907) 344-9822

KTYD/Santa Barbara (805) 967-4511

KTYD/Santa Barbara (805) 967-4511

Heavy GENE LOVES JEZEBEL... KTYD/Santa Barbara (805) 967-4511

KXFX/Santa Rosa (707) 523-1369

Heavy WILL DOUGLASS... KXFX/Santa Rosa (707) 523-1369

KFMF/Chicago (916) 343-8461

Heavy BRUCE HORNSBY... KFMF/Chicago (916) 343-8461

KQDI/Great Falls (406) 761-2800

Heavy CORY WELLS... KQDI/Great Falls (406) 761-2800

KCQR/Santa Barbara (805) 964-7670

Heavy RICK WILLIAMS... KCQR/Santa Barbara (805) 964-7670

KWHI/Anchorage (907) 344-9822

Heavy RADIO PHILL... KWHI/Anchorage (907) 344-9822

NEW ROCK P1

NEW ROCK P1

Heavy WFNX/Boston (617) 595-6200

KXFX/Santa Rosa (707) 523-1369

Heavy WILL DOUGLASS... KXFX/Santa Rosa (707) 523-1369

KFMF/Chicago (916) 343-8461

Heavy BRUCE HORNSBY... KFMF/Chicago (916) 343-8461

KQDI/Great Falls (406) 761-2800

Heavy CORY WELLS... KQDI/Great Falls (406) 761-2800

KCQR/Santa Barbara (805) 964-7670

Heavy RICK WILLIAMS... KCQR/Santa Barbara (805) 964-7670

KWHI/Anchorage (907) 344-9822

Heavy RADIO PHILL... KWHI/Anchorage (907) 344-9822

NEW ROCK P2

NEW ROCK P2

Heavy WFNX/Boston (617) 595-6200

KXFX/Santa Rosa (707) 523-1369

Heavy WILL DOUGLASS... KXFX/Santa Rosa (707) 523-1369

KFMF/Chicago (916) 343-8461

Heavy BRUCE HORNSBY... KFMF/Chicago (916) 343-8461

KQDI/Great Falls (406) 761-2800

Heavy CORY WELLS... KQDI/Great Falls (406) 761-2800

KCQR/Santa Barbara (805) 964-7670

Heavy RICK WILLIAMS... KCQR/Santa Barbara (805) 964-7670

KWHI/Anchorage (907) 344-9822

Heavy RADIO PHILL... KWHI/Anchorage (907) 344-9822

ADDS & HOTS P2

ADDS & HOTS P2

WHTG/Asbury Park (201) 542-1410

WMOX/Cincinnati (513) 523-4114

Heavy KERRY GRAY... WMOX/Cincinnati (513) 523-4114

WMDK/Peterborough (803) 924-7165

Heavy JANICE BAILEY... WMDK/Peterborough (803) 924-7165

WRAS/Atlanta (404) 651-2240

Heavy JOE CLARK... WRAS/Atlanta (404) 651-2240

WVXP/Pittsburgh (412) 856-8846

Heavy DAVE CALABRESE... WVXP/Pittsburgh (412) 856-8846

WTOW/Tulsa (918) 446-1903

Heavy TIM BARRAZA... WTOW/Tulsa (918) 446-1903

ADDS & HOTS P3

ADDS & HOTS P3

WHTG/Asbury Park (201) 542-1410

WMOX/Cincinnati (513) 523-4114

Heavy KERRY GRAY... WMOX/Cincinnati (513) 523-4114

WMDK/Peterborough (803) 924-7165

Heavy JANICE BAILEY... WMDK/Peterborough (803) 924-7165

WRAS/Atlanta (404) 651-2240

Heavy JOE CLARK... WRAS/Atlanta (404) 651-2240

WVXP/Pittsburgh (412) 856-8846

Heavy DAVE CALABRESE... WVXP/Pittsburgh (412) 856-8846

WTOW/Tulsa (918) 446-1903

Heavy TIM BARRAZA... WTOW/Tulsa (918) 446-1903





THE NEW! 95 FM WKQI-FM Detroit PD: Mike Berlak MD: John Woody Harrison APD: Mike Blakemore

95 FM WZPL Indianapolis OM/ PD: Don London MD: Michael J. Powers

WNCI 97.9 Columbus PD: Dave Robbins MD: John Cline

96 Chicago PD: Dave Shakes MD: Todd Cavanaugh

94 WKT Milwaukee PD: Mike Berlak MD: John Woody Harrison APD: Mike Blakemore

99.5 FM WZLW Indianapolis OM/ PD: Don London MD: Michael J. Powers

99.5 FM Minneapolis PD: Greg Swedberg MD: Greg Strassel

FOX 99.5 FM Detroit WDFX PD: Dave Shakes MD: Todd Cavanaugh

KOVB 101.3 Minneapolis PD: Brian Philips APD/MD: Mr. Ed Lambert

106.5 ALL HIT MUSIC St. Louis PD: Lyndon Abell APD: Chris Knight MD: Jim Atkinson

Q104 THE #1 HIT MUSIC STATION KBEQ Kansas City PD: Karen Barber APD/MD: Jon Anthony

102 WKRO-FM Cincinnati PD: Dave Allen MD: Brian Douglas

TOBFM WPHR/Cleveland PD: Cat Thomas MD: Ed Brown

98.3 FM RADIO WHYY Detroit PD: Rick Gillette APD/MD: Mark Jackson

102 WKRO-FM Cincinnati PD: Dave Allen MD: Brian Douglas

Z100 FM PORTLAND'S HOTTEST MUSIC KKRZ Portland PD: Mark Capps MD: Bill Kezley

Salt Lake City 98.7 KCPX PD: Jerry Lousteau APD/MD: Bob LaBorde

98.3 FM RADIO WHYY Detroit PD: Rick Gillette APD/MD: Mark Jackson

KQKS Denver PD: Dave Van Stone APD/MD: Stacy Cantrell

KUBE 93 FM Seattle PD: Tom Hutylar MD: Randy Irwin

Salt Lake City KJUN FM PD: Gary Waldron MD: Gary Michaels

98.3 FM RADIO WHYY Detroit PD: Rick Gillette APD/MD: Mark Jackson

102 WKRO-FM Cincinnati PD: Dave Allen MD: Brian Douglas

Denver 108 PD: Mark Bolke APD/MD: Dom Testa



# CHR P1 PLAYLISTS

## KWSS 94.5 San Jose

PD: Larry Morgan  
APD/MD: Rich Arhorr

- H 1 1 JON BON JOVI/Blaze Of Glory
- H 2 2 NELSON/Love And Affection
- H 3 3 RIGHTEOUS BROTHER/Unchained Melody
- H 4 4 PAUL YOUNG/Oh Girl
- H 5 5 PHIL COLLINS/Something Happened On
- H 6 6 TAYLOR DAVE/Heart Of Stone
- H 7 7 CHEAP TRICK/Can't Stop Fallin' In
- H 8 8 GEORGE MICHAEL/Praying For Time
- H 9 9 POISON/Unshiny Boy
- H 10 10 MANNING CARNEY/Love Takes Time
- H 11 11 JANE JACKSON/Black Cat
- H 12 12 DEPECHE MODE/Policy Of Truth
- H 13 13 BREATHE/Say A Prayer
- H 14 14 JAMES INGRAM/I Don't Have The Heart
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 PRINCE/Thieves In The Temple
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: DAN YAMKES/High Enough

## CHR P1A

P1A 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.

## 95.5 FM WPGC Washington, D.C.

PD: Dave Ferguson  
MD: Albie D

- H 1 1 JOHNNY GILL/My My My
- H 2 2 BELL BIV DEVOE/Do Me
- H 3 3 MARIAN CAREY/Visions Of Love
- H 4 4 AFTER 7/Can't Stop
- H 5 5 SWEET SENSATION/I Misses Came True
- H 6 6 BROTHER BEYOND/The Girl I Used To Know
- H 7 7 JANE JACKSON/Black Cat
- H 8 8 TAYLOR DAVE/Heart Of Stone
- H 9 9 MICHAEL BOLTON/Georgia On My Mind
- H 10 10 BILLY IDOL/Crystal Ball
- H 11 11 DURAN DURAN/Violence Of Summer II
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 DEPECHE MODE/Policy Of Truth
- H 14 14 SWEET SENSATION/I Misses Came True
- H 15 15 CONCRETE BLONDE/Just
- H 16 16 BROTHER BEYOND/The Girl I Used To Know
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: ANITA BAKER/Whatever It Takes

## WPOW Miami

VP/Programming: Bill Tanner  
APD: Funk E. Frank Walsh  
MD: John Rodgers

- H 1 1 CYNTHIA & JOHNNY/Drumby/Drumby
- H 2 2 RIGHTEOUS BROTHER/Unchained Melody
- H 3 3 BLACK BOB/Everbody Everybody
- H 4 4 M.C. HARMER/Have You Seen Her?
- H 5 5 TONY! TONY! TONY!/Feels Good
- H 6 6 KYPER/Tic Tac Top
- H 7 7 MARIAN CAREY/Visions Of Love
- H 8 8 GEORGE LAMOND/Look Into My Eyes
- H 9 9 BELL BIV DEVOE/Do Me
- H 10 10 JANE JACKSON/Black Cat
- H 11 11 TONY! TONY! TONY!/Feels Good
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 DEPECHE MODE/Policy Of Truth
- H 14 14 SWEET SENSATION/I Misses Came True
- H 15 15 CONCRETE BLONDE/Just
- H 16 16 BROTHER BEYOND/The Girl I Used To Know
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: ANITA BAKER/Whatever It Takes

## 106 KXXR/Kansas City

OM/MD: Steve Douglas  
Acting MD: Scott Wheeler

- H 1 1 MARI PRIEST/Close To You
- H 2 2 BELL BIV DEVOE/Do Me
- H 3 3 JOHNNY GILL/My My My
- H 4 4 AFTER 7/Can't Stop
- H 5 5 SWEET SENSATION/I Misses Came True
- H 6 6 BROTHER BEYOND/The Girl I Used To Know
- H 7 7 JANE JACKSON/Black Cat
- H 8 8 TAYLOR DAVE/Heart Of Stone
- H 9 9 MICHAEL BOLTON/Georgia On My Mind
- H 10 10 BILLY IDOL/Crystal Ball
- H 11 11 DURAN DURAN/Violence Of Summer II
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 DEPECHE MODE/Policy Of Truth
- H 14 14 SWEET SENSATION/I Misses Came True
- H 15 15 CONCRETE BLONDE/Just
- H 16 16 BROTHER BEYOND/The Girl I Used To Know
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: ANITA BAKER/Whatever It Takes

## 99.1 KGGI FM Riverside

OM/MD: Larry Martino  
APD: Steve Craig  
MD: Harley Davidson

- H 1 1 CANDYMAN/Rockin' Boots
- H 2 2 BELL BIV DEVOE/Do Me
- H 3 3 RIGHTEOUS BROTHER/Unchained Melody
- H 4 4 VANILLA ICE/Ice Ice Baby
- H 5 5 JOHNNY GILL/My My My
- H 6 6 M.C. HARMER/Have You Seen Her?
- H 7 7 WILSON PHILLIPS/Release Me
- H 8 8 DOC BOY & B. FREE/Slow Love
- H 9 9 JANE JACKSON/Black Cat
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 KYPER/Tic Tac Top
- H 12 12 AFTER 7/Can't Stop
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 NEW KIDS ON THE BLOCK/My Adidas
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## KIPL 106 FM San Francisco

PD: Keith Naftaly  
MD: Hosh Gureli

- H 1 1 JOHNNY GILL/My My My
- H 2 2 AFTER 7/Can't Stop
- H 3 3 VANILLA ICE/Ice Ice Baby
- H 4 4 TONY! TONY! TONY!/Feels Good
- H 5 5 EN VOUE/Live
- H 6 6 RIGHTEOUS BROTHER/Unchained Melody
- H 7 7 MARIAN CAREY/Visions Of Love
- H 8 8 MARIAN CAREY/Visions Of Love
- H 9 9 JANE JACKSON/Black Cat
- H 10 10 JANE JACKSON/Black Cat
- H 11 11 JANE JACKSON/Black Cat
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 JANE JACKSON/Black Cat
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## X100 KXXX (X100) San Francisco

PD: Dan O'Toole  
MD: Mike Reilly

- H 1 1 PHIL COLLINS/Something Happened On
- H 2 2 MARIAN CAREY/Visions Of Love
- H 3 3 PRINCE/Thieves In The Temple
- H 4 4 ALISON PRENDERGAST/My My My
- H 5 5 AFTER 7/Can't Stop
- H 6 6 TAYLOR DAVE/Heart Of Stone
- H 7 7 BELL BIV DEVOE/Do Me
- H 8 8 BREATHE/Say A Prayer
- H 9 9 LISA STAMPFELD/This Is The Right Time
- H 10 10 BLACK BOB/Everbody Everybody
- H 11 11 DEPECHE MODE/Policy Of Truth
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 JANE JACKSON/Black Cat
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## WIOQ Philadelphia

OM: Mark Driscoll  
PD/MD: John Roberts

- H 1 1 BELL BIV DEVOE/Do Me
- H 2 2 CYNTHIA & JOHNNY/Drumby/Drumby
- H 3 3 JOHNNY GILL/My My My
- H 4 4 MARIAN CAREY/Visions Of Love
- H 5 5 M.C. HARMER/Have You Seen Her?
- H 6 6 RIGHTEOUS BROTHER/Unchained Melody
- H 7 7 REDUCTION/Close To You
- H 8 8 STEVE BLOOM/And Emotion
- H 9 9 JANE JACKSON/Black Cat
- H 10 10 JANE JACKSON/Black Cat
- H 11 11 JANE JACKSON/Black Cat
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 JANE JACKSON/Black Cat
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## 103.1 WTKR San Antonio

OM: Bob Perry  
PD: Rick "Big Dog" Hayes  
MD: Ross Knight

- H 1 1 BELL BIV DEVOE/Do Me
- H 2 2 MARIAN CAREY/Visions Of Love
- H 3 3 JANE JACKSON/Black Cat
- H 4 4 JANE JACKSON/Black Cat
- H 5 5 JANE JACKSON/Black Cat
- H 6 6 JANE JACKSON/Black Cat
- H 7 7 JANE JACKSON/Black Cat
- H 8 8 JANE JACKSON/Black Cat
- H 9 9 JANE JACKSON/Black Cat
- H 10 10 JANE JACKSON/Black Cat
- H 11 11 JANE JACKSON/Black Cat
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 JANE JACKSON/Black Cat
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## 97.7 KHQT San Jose

PD: Ken Richards  
APD/MD: John Christian

- H 1 1 LINEAR/Don't You Come Cryin'
- H 2 2 TROOP/All I Do Is Think Of You
- H 3 3 YVONNE/Can't Face The Fact
- H 4 4 AFTER 7/Can't Stop
- H 5 5 SWEET SENSATION/I Misses Came True
- H 6 6 BROTHER BEYOND/The Girl I Used To Know
- H 7 7 JANE JACKSON/Black Cat
- H 8 8 TAYLOR DAVE/Heart Of Stone
- H 9 9 MICHAEL BOLTON/Georgia On My Mind
- H 10 10 BILLY IDOL/Crystal Ball
- H 11 11 DURAN DURAN/Violence Of Summer II
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 DEPECHE MODE/Policy Of Truth
- H 14 14 SWEET SENSATION/I Misses Came True
- H 15 15 CONCRETE BLONDE/Just
- H 16 16 BROTHER BEYOND/The Girl I Used To Know
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: ANITA BAKER/Whatever It Takes

## 99.5 KOY-FM/Phoenix, AZ

PD: Jay Stevens  
APD: Monsoon Eddie  
MD: Dena Yasner

- H 1 1 BELL BIV DEVOE/Do Me
- H 2 2 NEW KIDS ON THE BLOCK/My Adidas
- H 3 3 RIGHTEOUS BROTHER/Unchained Melody
- H 4 4 JOHNNY GILL/My My My
- H 5 5 CANDYMAN/Rockin' Boots
- H 6 6 AFTER 7/Can't Stop
- H 7 7 RIGHTEOUS BROTHER/Unchained Melody
- H 8 8 DOC BOY & B. FREE/Slow Love
- H 9 9 WILSON PHILLIPS/Release Me
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 KYPER/Tic Tac Top
- H 12 12 AFTER 7/Can't Stop
- H 13 13 JANE JACKSON/Black Cat
- H 14 14 NEW KIDS ON THE BLOCK/My Adidas
- H 15 15 JANE JACKSON/Black Cat
- H 16 16 JANE JACKSON/Black Cat
- H 17 17 JANE JACKSON/Black Cat
- H 18 18 JANE JACKSON/Black Cat
- H 19 19 JANE JACKSON/Black Cat
- H 20 20 JANE JACKSON/Black Cat
- H 21 21 JANE JACKSON/Black Cat
- H 22 22 JANE JACKSON/Black Cat
- H 23 23 JANE JACKSON/Black Cat
- H 24 24 JANE JACKSON/Black Cat
- H 25 25 JANE JACKSON/Black Cat

ADD: ANITA BAKER/Whatever It Takes

## 92.1 KPWR/Los Angeles

PD: Jeff Wyatt  
APD/MD: Al Tavera

- H 1 1 JANE JACKSON/Black Cat
- H 2 2 M.C. HARMER/Have You Seen Her?
- H 3 3 SWEET SENSATION/I Misses Came True
- H 4 4 KEITH SWEAT/Make You Sweat
- H 5 5 DEPECHE MODE/Policy Of Truth
- H 6 6 BLACK BOB/Everbody Everybody
- H 7 7 BELL BIV DEVOE/Do Me
- H 8 8 R.C. HARMER/Pray
- H 9 9 SNAP/Deep Us
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 MARIAN CAREY/Visions Of Love
- H 12 12 MARIAN CAREY/Visions Of Love
- H 13 13 MARIAN CAREY/Visions Of Love
- H 14 14 MARIAN CAREY/Visions Of Love
- H 15 15 MARIAN CAREY/Visions Of Love
- H 16 16 MARIAN CAREY/Visions Of Love
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 MARIAN CAREY/Visions Of Love
- H 19 19 MARIAN CAREY/Visions Of Love
- H 20 20 MARIAN CAREY/Visions Of Love
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 MARIAN CAREY/Visions Of Love
- H 23 23 MARIAN CAREY/Visions Of Love
- H 24 24 MARIAN CAREY/Visions Of Love
- H 25 25 MARIAN CAREY/Visions Of Love

ADD: ANITA BAKER/Whatever It Takes

## KZZP 104.7 FM THE NUMBER 1 HIT MUSIC STATION

KZZP/Phoenix, AZ  
PD: Bob Case  
MD: Darcy Sanders

- H 1 1 JON BON JOVI/Blaze Of Glory
- H 2 2 WILSON PHILLIPS/Release Me
- H 3 3 MARIAN CAREY/Visions Of Love
- H 4 4 JANE JACKSON/Black Cat
- H 5 5 NELSON/Love And Affection
- H 6 6 PHIL COLLINS/Something Happened On
- H 7 7 POISON/Unshiny Boy
- H 8 8 RIGHTEOUS BROTHER/Unchained Melody
- H 9 9 GEORGE MICHAEL/Praying For Time
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 AFTER 7/Can't Stop
- H 12 12 M.C. HARMER/Have You Seen Her?
- H 13 13 MARIAN CAREY/Visions Of Love
- H 14 14 MARIAN CAREY/Visions Of Love
- H 15 15 MARIAN CAREY/Visions Of Love
- H 16 16 MARIAN CAREY/Visions Of Love
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 MARIAN CAREY/Visions Of Love
- H 19 19 MARIAN CAREY/Visions Of Love
- H 20 20 MARIAN CAREY/Visions Of Love
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 MARIAN CAREY/Visions Of Love
- H 23 23 MARIAN CAREY/Visions Of Love
- H 24 24 MARIAN CAREY/Visions Of Love
- H 25 25 MARIAN CAREY/Visions Of Love

ADD: ANITA BAKER/Whatever It Takes

## HOT 97 FM WQHT New York

OM: Joel Salkowitz  
MD: Kevin McCabe

- H 1 1 BLACK BOB/Everbody Everybody
- H 2 2 ADVENTURES OF STEVE DIRTY CASH
- H 3 3 GEORGE LAMOND/Look Into My Eyes
- H 4 4 BELL BIV DEVOE/Do Me
- H 5 5 CYNTHIA & JOHNNY/Drumby/Drumby
- H 6 6 DEE-LITE/Drive In In The Heart
- H 7 7 DEE-LITE/Drive In In The Heart
- H 8 8 REDUCTION/Close To You
- H 9 9 PRINCE/Thieves In The Temple
- H 10 10 JANE JACKSON/Black Cat
- H 11 11 EN VOUE/Live
- H 12 12 YVONNE/Can't Face The Fact
- H 13 13 MARIAN CAREY/Visions Of Love
- H 14 14 PEBBLES/Giving You The Benefit
- H 15 15 JOHNNY GILL/My My My
- H 16 16 VANILLA ICE/Ice Ice Baby
- H 17 17 CONCRETE BLONDE/Just
- H 18 18 DINO/Reps
- H 19 19 AFTER 7/Can't Stop
- H 20 20 LISA STAMPFELD/This Is The Right Time
- H 21 21 GEORGE MICHAEL/Praying For Time
- H 22 22 TONY! TONY! TONY!/Feels Good
- H 23 23 TONY! TONY! TONY!/Feels Good
- H 24 24 TONY! TONY! TONY!/Feels Good
- H 25 25 TONY! TONY! TONY!/Feels Good

ADD: ANITA BAKER/Whatever It Takes

## HOT 102 WLUW Milwaukee

PD: Gregg Cassidy  
MD: Dana Lundon

- H 1 1 JON BON JOVI/Blaze Of Glory
- H 2 2 WILSON PHILLIPS/Release Me
- H 3 3 MARIAN CAREY/Visions Of Love
- H 4 4 JANE JACKSON/Black Cat
- H 5 5 NELSON/Love And Affection
- H 6 6 PHIL COLLINS/Something Happened On
- H 7 7 POISON/Unshiny Boy
- H 8 8 RIGHTEOUS BROTHER/Unchained Melody
- H 9 9 GEORGE MICHAEL/Praying For Time
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 AFTER 7/Can't Stop
- H 12 12 M.C. HARMER/Have You Seen Her?
- H 13 13 MARIAN CAREY/Visions Of Love
- H 14 14 MARIAN CAREY/Visions Of Love
- H 15 15 MARIAN CAREY/Visions Of Love
- H 16 16 MARIAN CAREY/Visions Of Love
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 MARIAN CAREY/Visions Of Love
- H 19 19 MARIAN CAREY/Visions Of Love
- H 20 20 MARIAN CAREY/Visions Of Love
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 MARIAN CAREY/Visions Of Love
- H 23 23 MARIAN CAREY/Visions Of Love
- H 24 24 MARIAN CAREY/Visions Of Love
- H 25 25 MARIAN CAREY/Visions Of Love

ADD: ANITA BAKER/Whatever It Takes

## PIRATE RADIO Los Angeles

VP/Programming: Scott Shannon  
OM: Mark Todd  
MD: Denise Lauren

- H 1 1 JON BON JOVI/Blaze Of Glory
- H 2 2 WILSON PHILLIPS/Release Me
- H 3 3 MARIAN CAREY/Visions Of Love
- H 4 4 JANE JACKSON/Black Cat
- H 5 5 NELSON/Love And Affection
- H 6 6 PHIL COLLINS/Something Happened On
- H 7 7 POISON/Unshiny Boy
- H 8 8 RIGHTEOUS BROTHER/Unchained Melody
- H 9 9 GEORGE MICHAEL/Praying For Time
- H 10 10 MARIAN CAREY/Visions Of Love
- H 11 11 AFTER 7/Can't Stop
- H 12 12 M.C. HARMER/Have You Seen Her?
- H 13 13 MARIAN CAREY/Visions Of Love
- H 14 14 MARIAN CAREY/Visions Of Love
- H 15 15 MARIAN CAREY/Visions Of Love
- H 16 16 MARIAN CAREY/Visions Of Love
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 MARIAN CAREY/Visions Of Love
- H 19 19 MARIAN CAREY/Visions Of Love
- H 20 20 MARIAN CAREY/Visions Of Love
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 MARIAN CAREY/Visions Of Love
- H 23 23 MARIAN CAREY/Visions Of Love
- H 24 24 MARIAN CAREY/Visions Of Love
- H 25 25 MARIAN CAREY/Visions Of Love

ADD: ANITA BAKER/Whatever It Takes

## KZHT 94.9 Salt Lake City

PD: Lou Simon  
MD: John Griffith

- H 1 1 BELL BIV DEVOE/Do Me
- H 2 2 DEPECHE MODE/Policy Of Truth
- H 3 3 PRINCE/Thieves In The Temple
- H 4 4 AFTER 7/Can't Stop
- H 5 5 SWEET SENSATION/I Misses Came True
- H 6 6 BROTHER BEYOND/The Girl I Used To Know
- H 7 7 JANE JACKSON/Black Cat
- H 8 8 TAYLOR DAVE/Heart Of Stone
- H 9 9 MICHAEL BOLTON/Georgia On My Mind
- H 10 10 BILLY IDOL/Crystal Ball
- H 11 11 DURAN DURAN/Violence Of Summer II
- H 12 12 JANE JACKSON/Black Cat
- H 13 13 DEPECHE MODE/Policy Of Truth
- H 14 14 SWEET SENSATION/I Misses Came True
- H 15 15 CONCRETE BLONDE/Just
- H 16 16 BROTHER BEYOND/The Girl I Used To Know
- H 17 17 MARIAN CAREY/Visions Of Love
- H 18 18 SWEET SENSATION/I Misses Came True
- H 19 19 CONCRETE BLONDE/Just
- H 20 20 BROTHER BEYOND/The Girl I Used To Know
- H 21 21 MARIAN CAREY/Visions Of Love
- H 22 22 GEORGE MICHAEL/Praying For Time
- H 23 23 MICHAEL BOLTON/Georgia On My Mind
- H 24 24 BILLY IDOL/Crystal Ball
- H 25 25 DURAN DURAN/Violence Of Summer II

ADD: ANITA BAKER/Whatever It Takes

## KJZZ 102.1 Sacramento

OM/MD: Brian White  
MD: Andrea Pentrack

- H 1 1 VANILLA ICE/Ice Ice Baby
- H 2 2 JOHNNY GILL/My My My
- H 3 3 CANDYMAN/Rockin' Boots
- H 4 4 AFTER 7/Can't Stop
- H 5 5 EN VOUE/Live
- H 6 6 TONY! TONY! TONY!/Feels Good
- H 7 7 PRINCE/Thieves In The Temple
- H 8 8 MARIAN CAREY/Visions Of Love
- H 9 9 RIGHTEOUS BROTHER/Unchained Melody
- H 10 10 BROTHER BEYOND/The Girl I Used To Know
- H 11 11 LISA STAMPFELD/This Is The Right Time
- H 12 12 PRINCE/

EAST

MOST ADDED Mariah Carey David Cassidy Heart Allas Warrant

BREAKOUTS Asia Damn Yankees Caron Wheeler

WPST/Trenton, NJ Trish Marolo

JANET JACKSON ALIAS DEE-LITE JOHNNY GILL BLACK BOX MARIAM CAREY HUMAN LEAGUE HEART MARIA MCKEE SOHO

WKRC/Wilkes Barre, PA Medek/Padden

MARIAM CAREY ASIA MOTLEY CRUE AFTER 7

WYCR/York, PA McCauland/Crocket

AFTER 7 DEPECHE MODE GLENN MEDEIROS ALIAS

WVUC/Utica, NY Reitz/Burton

BILLY IDOL STONEY YOUNGBLOOD VANILLA ICE MARIAM CAREY HUMAN LEAGUE HEART

WVKE/Huntington, WV Paston/Miller

JUDE COLE (dp) AFTER 7 M.C. HAMMER (dp) WARRANT (dp)

WVAB/Allentown, PA Ryder/Johnson

none

WVSE/Buffalo, NY Edwards/McGowan

NELSON EN VOEGE ALIAS LINEAR

WVWV/Charleston, WV Bill Shehan

ANITA BAKER (dp) SOHO DAMN YANKEES HEART HUMAN LEAGUE MARIAM CAREY

WVWJ/Buffalo, NY Nevins/Christian

DAVID CASSIDY (dp) SNAP (dp) VANILLA ICE (dp)

WVWS/Charleston, WV Wink/Myers

HEART (dp) M.C. HAMMER (dp) MARIAM CAREY

WVWV/Batton Rouge, LA Johnny A/Harrison

HUMAN LEAGUE EN VOEGE MARIAM CAREY

WVWV/Batton Rouge, LA King/Shaw

MARIAM CAREY HUMAN LEAGUE ELISA FIORILLO (dp)

WVWV/Reading, PA Shannon/Brown

PEBBLES MARIAM CAREY ALIAS

WERZ/Exeter, NH Peter Falconi

DAVID CASSIDY DEPECHE MODE LIGHTNING SEEDS

WVWV/Rose/Chester, NY Kay/Colliers

STONEY YOUNGBLOOD MARIAM CAREY ADVENTURES OF STE

WVWV/Harrisburg, PA O'Dea/August

ALIAS M.C. HAMMER MARIAM CAREY WARRANT

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Wilkes Barre, PA Medek/Padden

MARIAM CAREY ASIA MOTLEY CRUE AFTER 7

WVWV/York, PA McCauland/Crocket

AFTER 7 DEPECHE MODE GLENN MEDEIROS ALIAS

WVWV/Utica, NY Reitz/Burton

BILLY IDOL STONEY YOUNGBLOOD VANILLA ICE

WVWV/Huntington, WV Paston/Miller

JUDE COLE (dp) AFTER 7 M.C. HAMMER (dp)

WVWV/Allentown, PA Ryder/Johnson

none

WVWV/Buffalo, NY Edwards/McGowan

NELSON EN VOEGE ALIAS LINEAR

WVWV/Charleston, WV Bill Shehan

ANITA BAKER (dp) SOHO DAMN YANKEES

WVWV/Buffalo, NY Nevins/Christian

DAVID CASSIDY (dp) SNAP (dp) VANILLA ICE (dp)

WVWV/Charleston, WV Wink/Myers

HEART (dp) M.C. HAMMER (dp) MARIAM CAREY

WVWV/Batton Rouge, LA Johnny A/Harrison

HUMAN LEAGUE EN VOEGE MARIAM CAREY

WVWV/Batton Rouge, LA King/Shaw

MARIAM CAREY HUMAN LEAGUE ELISA FIORILLO (dp)

WVWV/Reading, PA Shannon/Brown

PEBBLES MARIAM CAREY ALIAS

WERZ/Exeter, NH Peter Falconi

DAVID CASSIDY DEPECHE MODE LIGHTNING SEEDS

WVWV/Rose/Chester, NY Kay/Colliers

STONEY YOUNGBLOOD MARIAM CAREY ADVENTURES OF STE

WVWV/Harrisburg, PA O'Dea/August

ALIAS M.C. HAMMER MARIAM CAREY WARRANT

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

P3

MOST ADDED Mariah Carey David Cassidy Heart Human League Allas

BREAKOUTS Asia Damn Yankees Boys Deee-Lite UB40 Linear

WPST/Trenton, NJ Trish Marolo

JANET JACKSON ALIAS DEE-LITE JOHNNY GILL BLACK BOX MARIAM CAREY HUMAN LEAGUE HEART MARIA MCKEE SOHO

WKRC/Wilkes Barre, PA Medek/Padden

MARIAM CAREY ASIA MOTLEY CRUE AFTER 7

WYCR/York, PA McCauland/Crocket

AFTER 7 DEPECHE MODE GLENN MEDEIROS ALIAS

WVUC/Utica, NY Reitz/Burton

BILLY IDOL STONEY YOUNGBLOOD VANILLA ICE MARIAM CAREY HUMAN LEAGUE HEART

WVKE/Huntington, WV Paston/Miller

JUDE COLE (dp) AFTER 7 M.C. HAMMER (dp) WARRANT (dp)

WVAB/Allentown, PA Ryder/Johnson

none

WVSE/Buffalo, NY Edwards/McGowan

NELSON EN VOEGE ALIAS LINEAR

WVWV/Charleston, WV Bill Shehan

ANITA BAKER (dp) SOHO DAMN YANKEES HEART HUMAN LEAGUE MARIAM CAREY

WVWV/Buffalo, NY Nevins/Christian

DAVID CASSIDY (dp) SNAP (dp) VANILLA ICE (dp)

WVWV/Charleston, WV Wink/Myers

HEART (dp) M.C. HAMMER (dp) MARIAM CAREY

WVWV/Batton Rouge, LA Johnny A/Harrison

HUMAN LEAGUE EN VOEGE MARIAM CAREY

WVWV/Batton Rouge, LA King/Shaw

MARIAM CAREY HUMAN LEAGUE ELISA FIORILLO (dp)

WVWV/Reading, PA Shannon/Brown

PEBBLES MARIAM CAREY ALIAS

WERZ/Exeter, NH Peter Falconi

DAVID CASSIDY DEPECHE MODE LIGHTNING SEEDS

WVWV/Rose/Chester, NY Kay/Colliers

STONEY YOUNGBLOOD MARIAM CAREY ADVENTURES OF STE

WVWV/Harrisburg, PA O'Dea/August

ALIAS M.C. HAMMER MARIAM CAREY WARRANT

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

WVWV/Birmingham, AL Dizon/Christopher

DINO JAMES INGRAM WARRANT GLENN MEDEIROS

WVWV/Syracuse, NY Cook/Dunns

none

103CIR/Beckley, WV Spencer/Davis

BILLY IDOL (dp) DAVID CASSIDY DEPECHE MODE LIGHTNING SEEDS (dp)

WVWV/Altoona, PA Scott St-John

ANITA BAKER TEDDY PENDERGRASS WARRANT (dp)

WVWV/Burlington, VT Hamilton/Daves

ADVENTURES OF STE ANITA BAKER HEART

WVWV/Bangor, ME Cooper/Kelly

PEBBLES MARIAM CAREY STONEY YOUNGBLOOD HEART

WVWV/Passo, TX Eli Molano

JANET JACKSON MARIAM CAREY EN VOEGE

WVWV/Little Rock, AR Stewart/Edwards

JAMES INGRAM GLENN MEDEIROS JANET JACKSON

WVWV/Richmond, VA Davis/McKay

DANN YANKEES BILLY IDOL (dp)

WVWV/Roanoke, VA Haskell/Michaels

HEART (dp) MARIAM CAREY HEART

WVWV/Louisville, KY Shebel/Meyer

MARIAM CAREY ALIAS BLACK BOX STONEY YOUNGBLOOD

WVWV/Macon, GA Woodall/Flyer

DAVID CASSIDY HUMAN LEAGUE WARRANT

WVWV/Albany, NY Tom Parker

HUMAN LEAGUE HEART DAVID CASSIDY

WVWV/Albany, NY Tom Parker

HUMAN LEAGUE HEART DAVID CASSIDY

WVWV/Albany, NY Tom Parker

HUMAN LEAGUE HEART DAVID CASSIDY

WVWV/Albany, NY Tom Parker

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WVWV/Albany, NY Tom Parker

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WVWV/Albany, NY Tom Parker

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WVWV/Albany, NY Tom Parker

HUMAN LEAGUE HEART DAVID CASSIDY

WVWV/Albany, NY Tom Parker

HUMAN LEAGUE HEART DAVID CASSIDY

WVWV/Albany, NY Tom Parker

WKPE/Cape Cod, MA Keith Lemira

PEBBLES WARRANT (dp) ALIAS HUMAN LEAGUE

WVWV/Cape Cod, MA Keith Lemira

PEBBLES WARRANT (dp) ALIAS HUMAN LEAGUE

WVWV/Cape Cod, MA Keith Lemira

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WVWV/Cape Cod, MA Keith Lemira

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WVWV/Cape Cod, MA Keith Lemira

PEBBLES WARRANT (dp) ALIAS HUMAN LEAGUE

WVWV/Cape Cod, MA Keith Lemira

PEBBLES WARRANT (dp) ALIAS HUMAN LEAGUE

WVWV/Cape Cod, MA Keith Lemira

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY

WVWV/Ithaca, NY Pendleton/Meech

ALIAS DAVID CASSIDY HEART MARIAM CAREY



# CHR ADDS & HOTS

**MIDWEST**

**MOST ADDED**

**Heart**  
David Cassidy  
Mariah Carey  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Damn Yankees**  
Asia  
Elisa Fiorillo  
UB40

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WEST**

**MOST ADDED**

**Heart**  
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Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

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Caron Wheeler  
UB40

**P2**

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**Heart**  
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**BREAKOUTS**

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**WEST**

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**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**P2**

**WZOK/Rockford, IL**  
Ivey/Zilla  
HUMAN LEAGUE  
WARRANT  
DANN YANKEES  
DAVID CASSIDY  
HEART  
HOTTEST:  
JON BON JOVI 2-2  
GEORGE MICHAEL 5-4  
NELSON 5-5  
JAMES INGRAM 10-7  
RIGHTEOUS BROTHER 12-8

**KHTK/St. Louis, MO**  
Johnson/Gilbert  
UB40  
HEART  
MARIAM CAREY  
EN VOUE  
HOTTEST:  
BELL BIV DEVOE 2-1  
JOHNNY GILL 4-2  
JANET JACKSON 11-8  
RIGHTEOUS BROTHER 17-9  
M.C. HAMMER 25-13

**WRQN/Tolado, OH**  
Benson/Riley  
BREATHE  
VANILLA ICE (dp)  
HEART  
HUMAN LEAGUE  
CONCRETE BLONDE (dp)  
HOTTEST:  
WILSON PHILLIPS 1-1  
BELL BIV DEVOE 9-8  
M.C. HAMMER 17-10  
RIGHTEOUS BROTHER 21-17  
JANET JACKSON 29-21

**WKVS/Toledo, OH**  
Mike Wheeler  
BILLY IDOL (dp)  
HOTTEST:  
JON BON JOVI 1-1  
PHIL COLLINS 11-5  
MAXI PRIEST 21-14  
PRINCE 7-5  
GEORGE MICHAEL 27-7

**KAY107/Tulsa, OK**  
Jan Dean  
RIGHTEOUS BROTHER  
MARIAM CAREY  
TYLER COLLINS  
BILLY IDOL  
HOTTEST:  
JON BON JOVI 3-2  
BELL BIV DEVOE 8-3  
PRINCE 13-7  
PHIL COLLINS 14-8  
NELSON 22-15

**KMYZ/Tulsa, OK**  
Myers/Smith  
BILLY IDOL  
LITA FORD  
HOTTEST:  
JON BON JOVI 2-1  
SLAUGHTER 2-2  
WINGER 8-3  
NELSON 5-4  
MOTLEY CRUE 14-7

**KKRD/Wichita, KS**  
Oliver/Williams  
HEART  
WARRANT  
DAVID CASSIDY  
VANILLA ICE  
HUMAN LEAGUE  
UB40  
HOTTEST:  
LITHEAP  
DINA FIZUZANNE VEG (dp)  
NELSON 7-6  
GEORGE MICHAEL 19-8  
JOHNNY GILL 20-16  
JANET JACKSON 24-19  
JANET JACKSON 30-21

**WHOT/Youngstown, OH**  
Dick Thompson  
ALIAS  
DAVID CASSIDY  
HOTTEST:  
JON BON JOVI 4-1  
PHIL COLLINS 8-4  
PRINCE 6-5  
MAXI PRIEST 12-8  
GEORGE MICHAEL 19-11

**WBXX/Battle Creek, MI**  
Dawson/Davis  
VANILLA ICE  
CURIO (dp)  
EN VOUE (dp)  
CANDYMAN (dp)  
HOTTEST:  
PRINCE 10-5  
MAXI PRIEST 12-7  
JOHNNY GILL 18-15  
JANET JACKSON 30-23  
VANILLA ICE 0-35

**KZ93/Prairie, IL**  
Edwards/Stern  
DANN YANKEES  
HUMAN LEAGUE  
HOTTEST:  
NELSON 5-1  
CHEAP TRICK 3-3  
PAUL YOUNG 4-4  
PHIL COLLINS 6-5  
JON BON JOVI 7-6

**KYYY/Bismarck, ND**  
Bob Beck  
RIGHTEOUS BROTHER  
MARIAM CAREY  
CONCRETE BLONDE  
DANN YANKEES  
BILLY IDOL  
DURAN DURAN  
HOTTEST:  
JON BON JOVI 5-2  
NELSON 7-5  
GENE LOVES JEZEBE 35-25  
WARRANT 0-26  
ALIAS 0-29

**WBND/Bloomington, IL**  
Scott/Weis  
DAVID CASSIDY  
WARRANT (dp)  
ANITA BAKER  
DANN YANKEES  
HOTTEST:  
NELSON 4-3  
NELSON 4-3  
DEPECHE MODE 13-8  
INDECENT OBSESSION 14-11  
BREATHE 21-15  
GEORGE MICHAEL 31-23

**WBWB/Bloomington, IN**  
Jim Cerone  
AFTER 7  
BLACK BOX  
MARIAM CAREY  
BILLY IDOL  
SNAP  
WARRANT  
HOTTEST:  
JON BON JOVI 4-1  
PHIL COLLINS 11-5  
M.C. HAMMER 17-10  
RIGHTEOUS BROTHER 21-17  
JANET JACKSON 29-21

**WCIL/Carbondale, IL**  
Tony Waitkus  
BILLY IDOL (dp)  
HOTTEST:  
JON BON JOVI 1-1  
PHIL COLLINS 11-5  
MAXI PRIEST 21-14  
PRINCE 7-5  
GEORGE MICHAEL 27-7

**WLRW/Champaign, IL**  
McCanni/Cox  
MARIAM CAREY  
PEEBLES  
BLACK BOX  
DANN YANKEES  
HOTTEST:  
M.C. HAMMER 5-4  
BELL BIV DEVOE 6-5  
JAMES INGRAM 8-7  
GEORGE MICHAEL 15-11  
DINO 21-15

**KCMQ/Columbia, MO**  
Hanson/Meyer  
BLACK BOX  
HEART  
ASIA  
VANILLA ICE (dp)  
DAVID CASSIDY  
HOTTEST:  
PHIL COLLINS 7-3  
GEORGE MICHAEL 11-7  
JAMES INGRAM 22-14  
RIGHTEOUS BROTHER 36-26  
ALIAS 37-27

**KLVJ/Dubuque, IA**  
Davis/Janssen  
DEPECHE MODE  
ELISA FIORILLO  
BILLY IDOL (dp)  
RAILWAY CHILDREN (dp)  
ANITA BAKER  
SYDNEY YOUNGBLOOD  
HEART  
HOTTEST:  
JON BON JOVI 1-1  
NELSON 6-3  
CHEAP TRICK 5-4  
BELL BIV DEVOE 7-5  
DINO 14-11

**KZIO/Duluth, MN**  
Michaels/Tommy B  
HEART  
DAVID CASSIDY  
HUMAN LEAGUE  
MARIAM CAREY (dp)  
SLAUGHTER (dp)  
RIGHTEOUS BROTHER (dp)  
HOTTEST:  
NELSON 5-1  
JON BON JOVI 6-3  
PHIL COLLINS 11-5  
MAXI PRIEST 25-14  
GEORGE MICHAEL 33-21

**Y94/Fargo, ND**  
Jack Lundy  
HEART  
MARIAM CAREY  
ASIA  
DAVID CASSIDY  
HUMAN LEAGUE  
UB40  
HOTTEST:  
JON BON JOVI 1-1  
NELSON 2-2  
CHEAP TRICK 3-2  
PHIL COLLINS 4-3  
NELSON 9-6  
GEORGE MICHAEL 15-10

**XL93FM/Grand Forks, ND**  
Scott/Longshore  
ALIAS  
JANET JACKSON  
SLAUGHTER (dp)  
DAVID CASSIDY  
HOTTEST:  
DINO 10-6  
PRINCE 14-10  
PEEBLES 19-11  
JURIE COLE 20-14  
MOTLEY CRUE 23-15  
GEORGE MICHAEL 24-15

**KQHT/Grand Forks, ND**  
Jay Murphy  
RIGHTEOUS BROTHER  
HEART  
WARRANT (dp)  
ANITA BAKER (dp)  
NEILSON 10-5  
CHEAP TRICK 11-6  
ALIAS 21-18  
JANET JACKSON 0-20  
RIGHTEOUS BROTHER 0-24

**WTBX/Hibbing, MN**  
Claproth/O'Brien  
VANILLA ICE (dp)  
DAVID CASSIDY  
MARIAM CAREY  
MOTLEY CRUE (dp)  
HOTTEST:  
FAITH NO MORE 11-7  
M.C. HAMMER 20-12  
LONDON DRIBBLES 24-17  
JANET JACKSON 33-21  
RIGHTEOUS BROTHER 0-23

**WFRK/Kalamazoo, MI**  
Anthony/Brian  
DANN YANKEES (dp)  
MARIAM CAREY (dp)  
ELISA FIORILLO (dp)  
DURAN DURAN (dp)  
DEPECHE MODE (dp)  
CANDYMAN (dp)  
HOTTEST:  
CHEAP TRICK 2-1  
PHIL COLLINS 5-2  
WINGER 19-7  
COLIN JAMES 20-12  
MOTLEY CRUE 40-25

**WZZY/Lafayette, IN**  
Mark Callaghan  
MARIAM CAREY  
AFTER 7  
WARRANT (dp)  
HOTTEST:  
PHIL COLLINS 14-3  
PAUL YOUNG 18-6  
WILSON PHILLIPS 16-9  
JAMES INGRAM 17-14

**WNSX/Muskogee, MI**  
Montana/McGill  
none  
HOTTEST:  
POISON 1-1  
NELSON 4-3  
JON BON JOVI 5-4  
WILSON PHILLIPS 6-5  
RIGHTEOUS BROTHER 18-11

**99KQ/Salina, KS**  
Keys/Jeff  
DAVID CASSIDY  
PEEBLES  
VANILLA ICE (dp)  
HOTTEST:  
JON BON JOVI 2-1  
PHIL COLLINS 8-5  
NELSON 9-6  
BELL BIV DEVOE 10-7  
GEORGE MICHAEL 18-14

**KG95/Sioux City, IA**  
Anderson/Kollins  
MARIAM CAREY  
DAVID CASSIDY (dp)  
HUMAN LEAGUE  
GENE LOVES JEZEBE (dp)  
JOHNNY GILL (dp)  
ANITA BAKER (dp)  
CONCRETE BLONDE  
LIGHTNING SEEDS  
HOTTEST:  
POISON 1-1  
DAVID CASSIDY  
MARIAM CAREY (dp)  
SLAUGHTER 14-8  
WINGER 17-16  
RIGHTEOUS BROTHER 0-40

**KPAT/Sioux Falls, SD**  
Maguire/Ward  
HEART  
MARIAM CAREY  
ASIA  
DAVID CASSIDY  
HUMAN LEAGUE  
UB40  
HOTTEST:  
JON BON JOVI 1-1  
NELSON 2-2  
CHEAP TRICK 3-2  
PHIL COLLINS 4-3  
NELSON 9-6  
GEORGE MICHAEL 15-10

**KKHT/Springfield, MO**  
Alexander/Austin  
DAVID CASSIDY  
RIGHTEOUS BROTHER  
SLAUGHTER (dp)  
HOTTEST:  
JON BON JOVI 1-1  
WINGER 7-4  
GEORGE MICHAEL 21-11  
JURIE COLE 20-14  
MOTLEY CRUE 23-15  
WILSON PHILLIPS 7-4  
PRINCE 13-7

**WDBR/Springfield, IL**  
Moore/Lee  
GLENN MEDeiros (dp)  
DAVID CASSIDY  
UB40 (dp)  
CANDYMAN (dp)  
ANITA BAKER (dp)  
GENE LOVES JEZEBE (dp)  
LINEAR (dp)  
HOTTEST:  
WILSON PHILLIPS 1-1  
JON BON JOVI 3-2  
NELSON 4-3  
PHIL COLLINS 8-4  
PAUL YOUNG 9-5

**WPFR/Terre Haute, IN**  
Dave North  
DAVID CASSIDY  
DANN YANKEES  
HEART  
ANITA BAKER (dp)  
CANDYMAN  
EN VOUE  
HOTTEST:  
JON BON JOVI 2-1  
PRINCE 7-4  
GEORGE MICHAEL 10-7  
DINO 13-17  
JANET JACKSON 40-29

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
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Warrant

**BREAKOUTS**

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**BREAKOUTS**

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Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**WBWV/Opoka, KS**  
Kevin Wagner  
DANN YANKEES (dp)  
AFTER 7  
DEPECHE MODE (dp)  
JOHNNY GILL  
WARRANT (dp)  
HOTTEST:  
POISON 3-1  
JON BON JOVI 4-2  
PHIL COLLINS 6-5  
WILSON PHILLIPS 7-4  
PRINCE 13-7

**KFMW/Waterloo, IA**  
Mark Hansson  
HEART  
DANN YANKEES  
HUMAN LEAGUE  
TYLER COLLINS  
AZTEC CARENA  
ASIA  
HOTTEST:  
PHIL COLLINS 6-2  
BREATHE 19-12  
GEORGE MICHAEL 20-13  
ALIAS 22-17  
INKS 24-19

**WIFC/Wausau, WI**  
Duff Damos  
none  
HOTTEST:  
JON BON JOVI 1-1  
ALIAS  
HOTTEST:  
JAMES INGRAM 1-1  
PAUL YOUNG 5-3  
M.C. HAMMER 9-5  
TAYLOR DAYNE 7-6

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
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**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**B95/Fresno, CA**  
Davis/Parker  
JASMINE GUY  
ANITA BAKER (dp)  
LINEAR  
ELISA FIORILLO  
CARON WHEELER  
DINA FIZUZANNE VEG (dp)  
HOTTEST:  
DOG BOX & B. PRES 2-1  
JAMES INGRAM 12-7  
BOYS 16-11  
PEEBLES 19-19  
TONY! TONY! TONY! 28-23

**IS4/Honolulu, HI**  
Jamie Hyatt  
MARIAM CAREY  
SNAP  
TYLER COLLINS  
LALAH HATHAWAY  
HOTTEST:  
PRINCE 5-4  
MAXI PRIEST 2-1  
NEW GENERATION 4-2  
AFTER 7 8-3  
M.C. HAMMER 9-5  
WHISPERS 16-10

**KQM/QHonolulu, HI**  
Akene/Hart  
TYLER COLLINS  
DINO (dp)  
ALIAS  
HOTTEST:  
JAMES INGRAM 1-1  
PAUL YOUNG 5-3  
M.C. HAMMER 9-5  
TAYLOR DAYNE 7-6

**KLUC/Las Vegas, NV**  
Dean/Taylor  
MARIAM CAREY  
BOYS  
MICHAEL BOLTON (dp)  
HOTTEST:  
PAUL YOUNG 1-1  
WILSON PHILLIPS 3-2  
RIGHTEOUS BROTHER 27-7  
JOHNNY GILL 4-4  
JANET JACKSON 26-17

**FM104/Mojoesto Stockton, CA**  
DeMaroney/Hoffman  
none  
HOTTEST:  
JON BON JOVI 2-2  
CHEAP TRICK 4-4  
PRINCE 6-6  
TAYLOR DAYNE 9-9

**KCAQ/Oxnard/Ventura, CA**  
Rhodes/Sege  
RIGHTEOUS BROTHER  
MARIAM CAREY  
ALIAS  
ELISA FIORILLO  
DEE-LITE  
LALAH HATHAWAY  
TRACIE SPENCER  
HOTTEST:  
PHIL COLLINS 10-1  
BELL BIV DEVOE 9-2  
DEPECHE MODE 23-17

**KXYQ/Portland, OR**  
Ryan/Nagumane  
HEART  
JANET JACKSON  
UB40  
HOTTEST:  
JON BON JOVI 1-1  
PHIL COLLINS 4-2  
WILSON PHILLIPS 3-3  
NELSON 5-4  
JUDE COLE 8-5

**KWNZ/Reno, NV**  
Kalusa/Carter  
VANILLA ICE  
HEART (dp)  
ASIA (dp)  
BILLY IDOL (dp)  
HOTTEST:  
JON BON JOVI 1-1  
BELL BIV DEVOE 8-3  
M.C. HAMMER 6-4  
VANILLA ICE 0-28  
WARRANT 0-31

**KROY/Sacramento, CA**  
McCarty/Polceman  
MICHAEL BOLTON  
CARON WHEELER  
SELECTION  
ELISA FIORILLO  
LINEAR  
LALAH HATHAWAY  
JASMINE GUY  
HOTTEST:  
JOHNNY GILL 3-2  
RIGHTEOUS BROTHER 7-5  
JAMES INGRAM 6-4  
VANILLA ICE 10-6  
WINGER 16-13

**KWOD/Sacramento, CA**  
Cagle/Grund  
TAYLOR DAYNE  
NELSON  
HOTTEST:  
DEE-LITE  
CURIO (dp)  
MARIAM CAREY  
EN VOUE  
ASIA  
HOTTEST:  
BELL BIV DEVOE 1-1  
TONY! TONY! TONY! 15-12  
VANILLA ICE 19-15  
CANDYMAN 24-10  
RIGHTEOUS BROTHER 31-20

**KSND/Eugene, OR**  
Bwana/Velez  
JOHNNY GILL  
AFTER 7  
DAVID CASSIDY  
HEART  
RIGHTEOUS BROTHER  
BLACK BOX  
SNAP (dp)  
HOTTEST:  
JON BON JOVI 3-1  
NELSON 13-9  
GEORGE MICHAEL 35-16  
DINO 33-17  
DEPECHE MODE 22-19

**KKMG/Colorado Springs, CO**  
Stevens/Carey  
JAMES INGRAM  
RIGHTEOUS BROTHER  
ELISA FIORILLO  
LALAH HATHAWAY  
CURIO (dp)  
SNAP (dp)  
HOTTEST:  
JOHNNY GILL 1-1  
BLACK BOX 4-3  
PRINCE 8-6  
GEORGE MICHAEL 15-8  
PEEBLES 16-11

**KKXX/Bakersfield, CA**  
Chris Squires  
JAMES INGRAM  
TONY! TONY! TONY!  
BLACK BOX  
HOTTEST:  
WILSON PHILLIPS 13-2  
PHIL COLLINS 25-14  
VANILLA ICE 0-25  
CANDYMAN 0-30

**KKXX/Bakersfield, CA**  
Chris Squires  
JAMES INGRAM  
TONY! TONY! TONY!  
BLACK BOX  
HOTTEST:  
WILSON PHILLIPS 13-2  
PHIL COLLINS 25-14  
VANILLA ICE 0-25  
CANDYMAN 0-30

**KDON/Salinas/Monterey, CA**  
Wall/Sifuentes  
TYLER COLLINS  
SYDNEY YOUNGBLOOD  
MARIAM CAREY  
CANDYMAN  
DEE-LITE  
SELECTION (dp)  
LALAH HATHAWAY  
HOTTEST:  
MAXI PRIEST 1-1  
AFTER 7 7-3  
JOHNNY GILL 0-6  
EN VOUE 15-10  
LISA STANSFIELD 30-23

**KZZU/Spokane, WA**  
Hopkins/Matheson  
HEART  
HUMAN LEAGUE  
ASIA  
EN VOUE  
DANN YANKEES (dp)  
BLACK BOX  
HOTTEST:  
PRINCE 5-4  
GEORGE MICHAEL 14-8  
DEPECHE MODE 19-14  
RIGHTEOUS BROTHER 23-15

**KRQ/Tucson, AZ**  
Peake/Davis  
TYLER COLLINS  
MICHAEL BOLTON (dp)  
ALIAS  
HOTTEST:  
JAMES INGRAM 1-1  
PAUL YOUNG 5-3  
M.C. HAMMER 9-5  
TAYLOR DAYNE 7-6

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

**Dee-Lite**  
Elisa Fiorillo  
Lalah Hathaway  
Caron Wheeler  
UB40

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

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Lalah Hathaway  
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UB40

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**MOST ADDED**

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Mariah Carey  
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David Cassidy  
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Caron Wheeler  
UB40

**WEST**

**MOST ADDED**

**Heart**  
Mariah Carey  
Asia  
David Cassidy  
Vanilla Ice  
Warrant

**BREAKOUTS**

<

Please note, frozen playlists are indicated with an "fr" next to the previous week's chart position.

R&R's CHR reporters are chosen on the basis of location, ratings, and ability to report current, timely music information.

Parallel 1 Reporters: Selected stations that are format-dominant and/or exert significant national influence, in major markets with a metro 12+ population, according to Arbitron, of 1 million or more.

P1-A Reporters: Selected leading-edge major market CHR stations whose playlists diverge significantly from mainstream CHR's.

Parallel 2 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in secondary markets with a metro 12+ population, according to Arbitron, between 200,000-1 million.

Parallel 3 Reporters: Selected stations that are format-dominant and/or exert a significant local or regional influence, in smaller markets with a metro 12+ population, according to Arbitron, of 199,999 and below.

259 REPORTS

ADVENTURES OF STEVE V Dirty Cash (Mercury)

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 95 37%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 180 69%

AFTER 7 Can't Stop (Virgin) LP: After 7

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 193 75%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 193 75%

Table with columns: SOUTH, WEST, MIDWEST, EAST. Station call letters and chart positions.

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 181 70%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 227 88%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 227 88%

ANITA BAKER Soul Inspiration (Elektra) LP: Compositions. Total Reports 60 23%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 181 70%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 181 70%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 158 61%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 158 61%

BLACK BOX Everybody Everybody (RCA) LP: Dreamland. Total Reports 146 56%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 146 56%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 158 61%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 158 61%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 158 61%

JON BON JOVI Blaze Of Glory (Mercury) LP: "Young Guns II" ST. Total Reports 207 80%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 207 80%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 227 88%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 227 88%

Table with columns: Regional Reach, Parallel Reach, Chart Pos, Summary P1, P2, P3, Tot. Total Reports 227 88%



Breath Continued
P1 P2 P3
Regional Reach
E 26% S 30% M 31% W 23%

Mariah Carey Continued
P1 P2 P3
Regional Reach
E 26% S 30% M 31% W 23%

PHIL COLLINS
Something Happened ... (Atlantic)
LP: ... But Seriously
Total Reports 238 92%

Tyler Collins Continued
P1 P2 P3
Regional Reach
E 26% S 30% M 31% W 23%

Taylor Dayne Continued
P1 P2 P3
Regional Reach
E 26% S 30% M 31% W 23%

CANDYMAN
Knockin' Boots (Epic)
Total Reports 92 20%

DAVID CASSIDY
Lyn To Myself (Enigma)
LP: David Cassidy
Total Reports 73 28%

Concrete Blonde
Joey (IRS)
LP: Bloodletting
Total Reports 82 32%

DEPECE MODE
Policy Of Truth (Sire/Reprise)
LP: Violator
Total Reports 205 79%

DEPECE MODE
Policy Of Truth (Sire/Reprise)
LP: Violator
Total Reports 205 79%

MARIAH CAREY
Love Takes Time (Columbia)
LP: Mariah Carey
Total Reports 176 68%

JUDE COLE
Time For Letting Go (Reprise)
LP: A View From 3rd Street
Total Reports 169 65%

TYLER COLLINS
Second Chance (RCA)
LP: Girls Nite Out
Total Reports 100 39%

TAYLOR DAYNE
Heart Of Stone (Arista)
LP: Can't Fight Fate
Total Reports 222 86%

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Heart Of Stone (Arista)
LP: Can't Fight Fate
Total Reports 222 86%

MARIAH CAREY
Love Takes Time (Columbia)
LP: Mariah Carey
Total Reports 176 68%

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Time For Letting Go (Reprise)
LP: A View From 3rd Street
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Total Reports 176 68%

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Total Reports 169 65%

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Second Chance (RCA)
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Heart Of Stone (Arista)
LP: Can't Fight Fate
Total Reports 222 86%

TAYLOR DAYNE
Heart Of Stone (Arista)
LP: Can't Fight Fate
Total Reports 222 86%

Continued On Next Column

Continued On Next Column

Continued On Next Column

Continued On Next Column

Continued On Next Column

Dino Continued
MIDWEST
B96 11-8
Z95 22-16
Q102 32-24
WPHR 13-10
WDFX 25-23
WHYY 16-13
WZLJ 29-25
KBEO 30-28
KOWH 15-13
WLOL 5-4
WQBD 10-8

Dino Continued
WEST
Y108 27-25
KRRZ 16-11
K15N 6-39
Q106 17-14
X100 26-22
KPLZ 24-20
KURE 15-13

Dino Continued
EAST
FLY92 34-29
HOT99 13 fr
WAAL 22-16
WKSE 25-20
WJMJ 11-9
WYSR 15-12
JET-FM 17-11
WRRZ 29-27
WNNK 23-19
TIC-FM 15-8
WKSS 27-25
WLEE 25-20
WRRZ 25-21
WLAN 31-27
KX101 25-18
WQGN 14-11
999KH 13-9
WSPK 27-22

DURAN DURAN
Violence Of Summer (Capitol)
LP: Liberty
Total Reports 89 34%
Regional Reach
E 30%
S 34%
M 28%
W 46%

DURAN DURAN
Violence Of Summer (Capitol)
LP: Liberty
Total Reports 89 34%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 2 0 1 4
16-40 8 24 23 55
Ons 5 9 12 26
Adds 1 0 2 3
Ch Adds 0 1 0 1
Total 16 35 38 89

DURAN DURAN
Violence Of Summer (Capitol)
LP: Liberty
Total Reports 89 34%
National Summary
UP 47
DEBS 8
SAME 30
DOWN 0
ADDS 4

EN VOGUE
Lies (Atlantic)
LP: Born To Sing
Total Reports 58 22%
Regional Reach
E 21%
S 22%
M 0%
W 39%

EN VOGUE
Lies (Atlantic)
LP: Born To Sing
Total Reports 58 22%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 2 0 0 2
6-15 2 2 0 4
16-40 10 14 3 27
Ons 4 4 3 11
Adds 1 9 3 13
Ch Adds 0 1 0 1
Total 19 30 9 58

En Vogue Continued
MIDWEST
KS104 24-21
X100 d-30
KURE a
HOT97 14-11
WPGC 23-21
KTFM 29 fr
KXRR d-22
KRRR 13-10
KDY-FM 14-18
KGGI 20-19
KHEL 9-5
HOT97 28-23

En Vogue Continued
SOUTH
WBBO 37-32
K98 29-26
K106 a
K1X106 on
WCKZ 17-16
KZFM 35-31
KRRR a-24
Y107 34-29
WVTV a
WDXA 30-27
KAKS on
B98 on
WHT 24-22
WVSI d-39
MIDWEST
WBXX a
WPR a
WEST
Z97 on
KFBQ a

TRICIA LEIGH FISHER
Empty Beach (A&C)
Total Reports 64 25%
Regional Reach
E 21%
S 28%
M 19%
W 30%

TRICIA LEIGH FISHER
Empty Beach (A&C)
Total Reports 64 25%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 1 1 1 3
16-40 8 17 12 37
Ons 3 12 8 23
Adds 0 1 0 1
Ch Adds 0 0 0 0
Total 12 31 21 64

TRICIA LEIGH FISHER
Empty Beach (A&C)
Total Reports 64 25%
National Summary
UP 32
DEBS 4
SAME 27
DOWN 0
ADDS 1

GENE LOVES JEZEBEL
Jealous (Geffen)
LP: Kiss Of Life
Total Reports 68 26%
Regional Reach
E 26%
S 29%
M 16%
W 33%

GENE LOVES JEZEBEL
Jealous (Geffen)
LP: Kiss Of Life
Total Reports 68 26%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 1
6-15 3 2 3 8
16-40 0 16 18 34
Ons 1 8 10 19
Adds 1 1 4 6
Ch Adds 0 0 0 0
Total 5 27 36 68

GENE LOVES JEZEBEL
Jealous (Geffen)
LP: Kiss Of Life
Total Reports 68 26%
National Summary
UP 28
DEBS 10
SAME 6
DOWN 0
ADDS 19

GENE LOVES JEZEBEL
Jealous (Geffen)
LP: Kiss Of Life
Total Reports 68 26%
Regional Reach
E 21%
S 22%
M 0%
W 39%

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Regional Reach
E 75%
S 78%
M 54%
W 74%

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Chart Summary
Pos P1 P2 P3 Tot
1 2 1 0 3
2-5 10 8 1 19
6-15 13 26 18 57
16-40 15 39 30 84
Ons 1 4 2 7
Adds 1 1 3 5
Ch Adds 1 4 2 7
Total 43 83 56 182

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
National Summary
UP 132
DEBS 14
SAME 24
DOWN 0
ADDS 12

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Regional Reach
E 75%
S 78%
M 54%
W 74%

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 1 1 1 3
16-40 8 17 12 37
Ons 3 12 8 23
Adds 0 1 0 1
Ch Adds 0 0 0 0
Total 12 31 21 64

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
National Summary
UP 132
DEBS 14
SAME 24
DOWN 0
ADDS 12

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Regional Reach
E 75%
S 78%
M 54%
W 74%

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 1 1 1 3
16-40 8 17 12 37
Ons 3 12 8 23
Adds 0 1 0 1
Ch Adds 0 0 0 0
Total 12 31 21 64

JOHNNY GILL
My, My, My (Motown)
LP: Johnny Gill
Total Reports 182 70%
National Summary
UP 132
DEBS 14
SAME 24
DOWN 0
ADDS 12

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Regional Reach
E 26%
S 29%
M 33%
W 40%

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 0 0 0 0
16-40 1 0 0 1
Ons 0 0 0 0
Adds 12 26 31 69
Ch Adds 3 4 6 13
Total 16 30 37 83

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
National Summary
UP 1
DEBS 0
SAME 0
DOWN 0
ADDS 82

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Regional Reach
E 26%
S 29%
M 33%
W 40%

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 0 0 0 0
16-40 1 0 0 1
Ons 0 0 0 0
Adds 12 26 31 69
Ch Adds 3 4 6 13
Total 16 30 37 83

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
National Summary
UP 1
DEBS 0
SAME 0
DOWN 0
ADDS 82

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Regional Reach
E 26%
S 29%
M 33%
W 40%

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 0 0 0 0
6-15 0 0 0 0
16-40 1 0 0 1
Ons 0 0 0 0
Adds 12 26 31 69
Ch Adds 3 4 6 13
Total 16 30 37 83

HEART
Stranded (Capitol)
LP: Brigade
Total Reports 83 32%
National Summary
UP 1
DEBS 0
SAME 0
DOWN 0
ADDS 82

Billy Idol Continued
WEST
K115 d-30
PIRATE d-20
HOT949 d-25
EAST
WABE on fr
WVSR d-39
WVSR a
WVSR d-34
WVSR d-37
WVSR d-35
WVSR d-37
WVSR a
SOUTH
WVSR a
WVSR d-26
WVSR d-25
WVSR d-26
WVSR a
WEST
WVSR a
WVSR d-26
WVSR d-25
WVSR d-26
WVSR a

Billy Idol Continued
WEST
K115 d-30
PIRATE d-20
HOT949 d-25
EAST
WABE on fr
WVSR d-39
WVSR a
WVSR d-34
WVSR d-37
WVSR d-35
WVSR d-37
WVSR a
SOUTH
WVSR a
WVSR d-26
WVSR d-25
WVSR d-26
WVSR a
WEST
WVSR a
WVSR d-26
WVSR d-25
WVSR d-26
WVSR a

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
Regional Reach
E 64%
S 70%
M 48%
W 58%

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 2 0 1 3
6-15 6 17 27 50
16-40 7 45 34 86
Ons 4 9 4 17
Adds 0 0 0 0
Ch Adds 0 0 0 0
Total 19 71 66 156

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
National Summary
UP 112
DEBS 3
SAME 37
DOWN 4
ADDS 0

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
Regional Reach
E 64%
S 70%
M 48%
W 58%

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
Chart Summary
Pos P1 P2 P3 Tot
1 0 0 0 0
2-5 2 0 1 3
6-15 6 17 27 50
16-40 7 45 34 86
Ons 4 9 4 17
Adds 0 0 0 0
Ch Adds 0 0 0 0
Total 19 71 66 156

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
National Summary
UP 112
DEBS 3
SAME 37
DOWN 4
ADDS 0

INDECENT OBSESSION
Tell Me Something (MCA)
LP: Indecent Obsession
Total Reports 156 60%
Regional Reach
E 64%
S 70%
M 48%
W 58%

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Continued On Next Column

Parallels Continued on Page 150



James Ingram Continued. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

INXS Suicide Blonde (Atlantic) LP X. Total Reports 217 84%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

JANET JACKSON Black Cat (A&M) LP: Rhythm Nation 1814. Total Reports 243 94%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

GEORGE LAMOND Look Into My Eyes (Columbia) LP: Bad Of The Heart. Total Reports 63 24%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

George Lamond Continued. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

LOUIE LOUIE I Wanna Get Back... (WTG/Epic) LP: The State of Mind. Total Reports 87 34%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

GLENN MEDEIROS All I'm Missing Is You (Amherst/MCA) LP: Glenn Medeiros. Total Reports 174 67%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Glenn Medeiros Continued. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

GEORGE MICHAEL Praying For Time (Columbia) LP: Listen Without Prejudice Volume One. Total Reports 253 98%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

MOTLEY CRUE Same Ol' Situation (Elektra) LP: Dr. Feelgood. Total Reports 61 24%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Motley Crue Continued. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

NELSON Love And Affection (DGC) LP: After The Rain. Total Reports 210 81%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

PEBBLES Giving You The Benefit... (MCA) LP: Always. Total Reports 204 79%. Charts for P1, P2, P3, and EAST. Includes regional reach and national summary data.

Continued On Next Column

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Pebbles Continued

PRINCE
Thieves In... (Paisley Park/WB)
LP: "Graffiti Bridge" ST
Total Reports 225 87%

MAXI PRIEST
Close To You (Charisma)
LP Bonafide
Total Reports 231 89%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

PRINCE
Thieves In... (Paisley Park/WB)
LP: "Graffiti Bridge" ST
Total Reports 225 87%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
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Regional Reach
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Regional Reach
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Regional Reach
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M 85%
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Regional Reach
E 96%
S 90%
M 85%
W 86%

Regional Reach
E 96%
S 90%
M 85%
W 86%

Righteous Brothers Continued
Regional Reach
E 28%
S 26%
M 36%
W 26%

Regional Reach
E 28%
S 26%
M 36%
W 26%

Regional Reach
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S 26%
M 36%
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Regional Reach
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Regional Reach
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S 26%
M 36%
W 26%

Regional Reach
E 28%
S 26%
M 36%
W 26%

SOHO
Hippy Chick (Atco)
Total Reports 54 21%

Regional Reach
E 19%
S 29%
M 18%
W 21%

Regional Reach
E 19%
S 29%
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Regional Reach
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Regional Reach
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Regional Reach
E 19%
S 29%
M 18%
W 21%

TONY! TONY! TONE!
Feels Good (Wing/Polydor)
LP The Revival
Total Reports 56 22%

Regional Reach
E 19%
S 29%
M 18%
W 21%

Regional Reach
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Regional Reach
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Regional Reach
E 19%
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M 18%
W 21%

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Parallels Continued on Page 152









# BREAKERS

## ALIAS

### More Than Words Can Say (EMI)

69% of our reporters playing it. Moves: Up 61, Debuts 48, Same 35, Down 0, Adds 36 including KHMx, KKBQ, KKRZ, WKSE, I95, KIX106, KJ103, KQMQ. See Parallels, debuts at number 34.

## MARIAH CAREY

### Love Takes Time (Columbia)

68% of our reporters playing it. Moves: Up 19, Debuts 37, Same 42, Down 0, Adds 78 including WPLJ, Z100, B94, KHMx, B96, Z95, KDWB, Y108, KPLZ, PWR96. See Parallels, debuts at number 37.

## MICHAEL BOLTON

### Georgia On My Mind (Columbia)

61% of our reporters playing it. Moves: Up 101, Debuts 17, Same 31, Down 0, Adds 9, PRO-FM, WKTI, WPGC, KZZB, G105, KBFM, KLUC, KROY, KRQ. See Parallels, moves 38-31.

# NEW & ACTIVE

### BLACK BOX "Everybody Everybody" (RCA)

Reports: 146. Moves: Up 76, Debuts 20, Same 23, Down 0, Adds 27 including KGGI, FLY92, WAAL, PWR92, WPST, WSSX, KZOU, WDJX, WHYY, WKZL, WPLJ 11-7, Z100 6-4, PWR104 15-10, KXXR 13-6, X100 12-10. See Parallels, moves 34-30 with 74% charted; Top 15 at 25%; Hot at 10%.

### WARRANT "Cherry Pie" (Columbia)

Reports: 123. Moves: Up 31, Debuts 25, Same 27, Down 0, Adds 40 including WXKS, KKBQ, WHYI, KBEQ, KIIS, KPLZ, KUBE, WNNK, KIX106, WABB, Z95 30-24, PIRATE 19-14, WYCR 32-24.

### SYDNEY YOUNGBLOOD "I'd Rather Go Blind" (Arista)

Reports: 122. Moves: Up 54, Debuts 18, Same 37, Down 1, Adds 12 including Y108, FLY92, 98PX, WRCK, WFMF, HOT95, WDJX, KDON, KIXY, KXXR 22-16, KISN 39-34, WAAL 33-28, WKRZ 37-30, K106 38-30, KZZB 36-29, Y107 30-24. See Parallels, debuts at number 40 with 68% charted.

### TYLER COLLINS "Second Chance" (RCA)

Reports: 100. Moves: Up 33, Debuts 15, Same 38, Down 0, Adds 14 including WLOL, KKRZ, KCPX, FLY92, WAAL, KZOU, KAY107, I94, KQMQ, KGOT, KKRZ 18-13, KISN 37-31, 999KHI 39-33, WBBQ 40-31, KZFM 29-23. 56% of the airplay is charted.

### VIXEN "How Much Love" (EMI)

Reports: 98. Moves: Up 54, Debuts 4, Same 38, Down 1, Adds 1, WNCI, KSAQ 18-15, Q102 31-27, KTUX 19-15, WTXF 33-29, KMYZ 28-24, KZZU 36-33, WFFF 25-22, YES97 36-31, KISR 22-16, KNOE 39-34, WBNQ 28-25, WKFR 33-28. 73% of the action is charted.

### BILLY IDOL "L.A. Woman" (Chrysalis)

Reports: 97. Moves: Up 21, Debuts 27, Same 30, Down 0, Adds 19 including WAAL, WERZ, WYCR, WBBQ, WANS, WRVQ, KAY107, KMYZ, WYKS, WCIL, WKBO 35-25, WQUT 36-32, KATM 22-17, XL93FM 20-16.

### ADVENTURES OF STEVIE V "Dirty Cash (Money Talks)" (Mercury)

Reports: 95. Moves: Up 56, Debuts 8, Same 22, Down 4, Adds 5, Q105, FLY92, KC101, 98PX, 95XXX, WXKS 1-1, WZOU 18-9, Z100 13-10, KKBQ 12-10, PWR104 11-9, B96 4-1, KXXR 12-8, HOT102 10-9, WMJQ 4-2. See Parallels, moves 37-35 with 86% charted; Top 15 at 30%; Hot at 9%.

### VANILLA ICE "Ice Ice Baby" (SBK)

Reports: 93. Moves: Up 27, Debuts 14, Same 15, Down 0, Adds 37 including WZOU, Z100, PRO-FM, PWR99, KBEQ, KDWB, WKBO, X100, KPLZ, WMJQ, WFMF, HOT97 25-16, KEGL 17-9, PWR96 35-19, KKRZ 26-8, KGGI 9 4, FM102 2-1. See Parallels, debuts at number 38 with 58% charted; Top 15 at 30%; Hot at 31%.

### DURAN DURAN "Violence Of Summer (Love's Taking Over)" (Capitol)

Reports: 89. Moves: Up 47, Debuts 8, Same 30, Down 0, Adds 4, WNVZ, KZOU, KYYY, WKFR, WEGX 17-14, Z95 24-19, WDFX 20-16, 99WGY 30-26, WAAL 30-24, WPST 25-20, WKRZ 34-27, CK105 12-11, WIXX 23-19, KZZU 24-17. 67% have it charted.

### LOUIE LOUIE "I Wanna Get Back With You" (WTG/Epic)

Reports: 87. Moves: Up 48, Debuts 4, Same 35, Down 0, Adds 0, WLOL 26-21, HOT949 9-8, KCPX 20-16, X100 21-17, 99WGY 29-25, KZZB 31-24, HOT95 20-16, KBFM 30-26, Y107 19-14, KTUX 20-16, CK105 14-8, KKRZ 26-20, KKMZ 11-7, WHTO 30-26, KISR 39 35.

### HEART "Stranded" (Capitol)

Reports: 83. Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 82 including WXKS, WPLJ, B94, KHMx, B97, KSAQ, Q102, WPHR, WKTI, Y108, KKRZ, KCPX, KISN, KPLZ, KUBE.

### CONCRETE BLONDE "Joey" (IRS)

Reports: 82. Moves: Up 39, Debuts 15, Same 15, Down 0, Adds 13 including KKBQ, KZZP, KCPX, WANS, WKDD, WRQN, 95XXX, 95XIL, WKSF, KQCR, KSAQ 5-4, PIRATE 8 6, HOT949 16-12, WMJQ 28-24, KBFM 23-19, KTUX 18-14, WIXX 12-6, KQKQ 19-9. 70% of the airplay has converted to chart; Top 15 at 30%; Hot at 15%.

### WINGER "Can't Get Enough" (Atlantic)

Reports: 82. Moves: Up 47, Debuts 0, Same 31, Down 3, Adds 1, KZZB, KBEQ 33-30, PIRATE 11-7, KIX106 21-19, 92X 8-6, WGTZ 10-9, KQKQ 18-14, KMYZ 8-3, KATM 3-1, 95XIL 35-29, YES97 31-27, KQHT 19-15, WKFR 15-7, KKHT 7-4.

### SLAUGHTER "Fly To The Angels" (Chrysalis)

Reports: 76. Moves: Up 47, Debuts 3, Same 18, Down 1, Adds 7, WQUT, WABB, WIXX, WTXF, KZIO, XL93FM, KKHT, B94 16-13, Y95 30-23, WDFX 15-11, WHYI 24-19, WKBO 11-9, PIRATE 13-9, I95 13-10, KIX106 28-22, WRVQ 12-9. 72% are charting it; Top 15 at 25%; Hot at 8%.

### DAVID CASSIDY "Lyn' To Myself" (Enigma)

Reports: 73. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 72 including B104, WPLJ, Y100, KSAQ, Z95, WNCI, WKBO, KZZP, KISN, WMJQ, PWR92, WBBQ, PWR945.

### GENE LOVES JEZEBEL "Jealous" (Geffen)

Reports: 68. Moves: Up 32, Debuts 6, Same 24, Down 0, Adds 6, WXKS, Y107, 95XIL, KWTX, KG95, WDBR, KSAQ 15-11, PIRATE 12-8, HOT949 11-7, WKRZ 28-22, WKZL 16-13, KISR 34-29, KYYY 35-25, KFBO 19-15, KRZR 8-5. Charted at 63%; Top 15 at 21%; Hot at 6%.

### TRICIA LEIGH FISHER "Empty Beach" (Atco)

Reports: 64. Moves: Up 32, Debuts 4, Same 27, Down 0, Adds 1, XL1067, PWRPIG 10-9, WLOL 24-19, WAAL 23-15, WERZ 27-21, WBBQ 28-23, Y107 23-19, Z99 22-17, KKMZ 30-27, KISR 23-18, WBNQ 37-30, KLYV 16-12, KG95 28-24, KMOK 38-35. Charted at 63% of those reporting it.

### M.C. HAMMER "Pray" (Capitol)

Reports: 63. Moves: Up 28, Debuts 10, Same 6, Down 0, Adds 19 including HOT97, B94, PWR99, Y108, HOT977, FLY92, WNNK, WKSS, KZZB, WANS, WOKI, WVIC, KKBQ 30-22, B97 22-16, PWRPIG 14-11, WHYI 8-7, WLOL 34-24.

### GEORGE LAMOND "Look Into My Eyes" (Columbia)

Reports: 63. Moves: Up 23, Debuts 5, Same 33, Down 1, Adds 1, PWR106, HOT97 5-4, PWR96 16-8, B96 12-6, KXXR 24-17, WLOL 23-18, KKRZ 31-26, HOT977 26-20, TIC-FM 22-18, WQGN 27-21, KZFM 34-27, KPRR 12-5, WQUT 31-27, CK105 18-15.

### MOTLEY CRUE "Same Ol' Situation (S.O.S.)" (Elektra)

Reports: 61. Moves: Up 29, Debuts 7, Same 21, Down 0, Adds 4, WKRZ, WANS, WQUT, WTBX, PIRATE 21-19, JET-FM 29-26, KMYZ 14-7, KWTX 35-31, KNIN 33-30, WKFR 40-25, KG95 39-32, KKHT 23-15, KPXR 28-25, KMOK 32-27, OK95 27-20. 61% charted; Top 15 at 14%; Hot at 5%.

### ANITA BAKER "Soul Inspiration" (Elektra)

Reports: 60. Moves: Up 3, Debuts 13, Same 19, Down 0, Adds 25 including WVSR, KPRR, WANS, WQUT, KKYK, FM100, Y107, Z102, WKZL, KIKX, B95, 95XXX, WFHT, KQCR, FM102 29-24, KPAT 28-24.

MOST ADDED	MOST ACTIVE	HOTTEST
HEART (82) MARIAH CAREY (78) DAVID CASSIDY (72) HUMAN LEAGUE (48) ASIA (43) DAMN YANKEES (40) WARRANT (40) VANILLA ICE (37) ALIAS (36) RIGHTEOUS BROTHERS (33)	BLACK BOX (96) SYDNEY YOUNGBLOOD (71) ADVENTURES OF STEVIE V (60) VIXEN (57) WARRANT (56) DURAN DURAN (55) CONCRETE BLONDE (54) LOUIE LOUIE (52) SLAUGHTER (49) TYLER COLLINS (48) BILLY IDOL (48)	JON BON JOVI (123) PHIL COLLINS (111) GEORGE MICHAEL (98) NELSON (89) RIGHTEOUS BROTHERS (89) BELL BIV DEVOE (75) WILSON PHILLIPS (69) MAXI PRIEST (55) JAMES INGRAM (51) PRINCE (45)

Most Active = Ups + Debuts - Downs

### SNAP "Ooops Up" (Arista)

Reports: 58. Moves: Up 11, Debuts 8, Same 19, Down 1, Adds 19 including WPLJ, PRO-FM, WPGC, PWR104, KXXR, WMJQ, KZZB, Y107, KKSS, KMCK, WVBS, PWRPIG 35-29, KKRZ 32-29, FM102 30-25, WKSS 25-19, KZFM 38-33, KPRR 20-16.

### EN VOGUE "Lies" (Atlantic)

Reports: 58. Moves: Up 25, Debuts 4, Same 14, Down 1, Adds 14 including KUBE, WAAL, WKSE, PWR92, WQGN, KPRR, KJ103, KHTK, KZZU, WPF, HOT97 14-11, KKRZ 13-10, FM102 7-5, HOT977 28-23, B95 20-16, I94 22-17, KDON 15-10. Charted at 59%; Top 15 at 8%; Hot at 3%.

### TONY! TONII! TONE! "Feels Good" (Wing/Polydor)

Reports: 56. Moves: Up 21, Debuts 9, Same 10, Down 0, Adds 16 including Q105, KBEQ, KS104, X100, TIC-FM, WKSS, K106, XL1067, KKSS, KXXX, WJAD, HOT97 30-23, WPGC 10-5, FM102 9-6, Q106 28-19, KROY 12-10.

### SOHO "Hippychick" (Atco)

Reports: 54. Moves: Up 11, Debuts 10, Same 16, Down 0, Adds 17 including WXKS, PWR96, Q106, KUBE, WVSR, WPST, B93, WKZL, KJ103, KAKS, WZZG, WDFX 23-20, WHYI 12-11, WLOL 33-30, WKBO 32-26, CK105 39-36.

### CANDYMAN "Knockin' Boots" (Epic)

Reports: 52. Moves: Up 16, Debuts 9, Same 15, Down 0, Adds 12, HOT102, KS104, FLY92, WRCK, WHYY, KBFM, KDON, KQIZ, WBXX, WKFR, WDBR, WPF, PWRPIG 20-14, Q105 24-18, KKRZ 1-1, KGGI 1-1, Q106 7-5. 80% have it charted; Top 15 at 26%; Hot at 21%.

### HUMAN LEAGUE "Heart Like A Wheel" (A&M)

Reports: 51. Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 48 including PWR99, WNVZ, KSAQ, WKBO, HOT949, KISN, FLY92, JET-FM, WQGN, B93, KZZB.

# SIGNIFICANT ACTION

### BEATS INTERNATIONAL "Won't Talk About It" (Elektra)

Reports: 49. Moves: Up 15, Debuts 7, Same 22, Down 3, Adds 2, KPRR, WANS, PWR99 d-33, PWR104 29-26, KXXR on, Y108 6-5, FM102 24-21, HOT977 35-32, 99WGY 40-34, TIC-FM 38-31, B95 33-30, KDON d-20.

### DEEE-LITE "Groove Is In The Heart" (Elektra)

Reports: 48. Moves: Up 7, Debuts 4, Same 16, Down 0, Adds 21 including WPLJ, WNVZ, WHYI, WKBO, KKRZ, FM102, Q106, WBBQ, WCKZ, KIKX, KWOD, B96 29-25, KMEL 28-25, TIC-FM 40-35, KZFM 39-32.

### MS. ADVENTURES "Undeniable" (Atco)

Reports: 45. Moves: Up 20, Debuts 8, Same 12, Down 0, Adds 5, WKBO, WAAL, KJ103, KKSS, G98, KS104 20-16, HOT977 32-28, 99WGY 39-29, KPRR 17-11, Z99 25-19, KCAQ 40-32, KAKS 40-33. Chart moves at 71%.

### ASIA "Days Like These" (Geffen)

Reports: 43. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 43 including KSAQ, PIRATE, KISN, JET-FM, WKRZ, WCGQ, WOKI, WHYY, KIKX, KZZU, WKSF, KMCK, KNIN, Y94, KPAT.

### DAMN YANKEES "High Enough" (WB)

Reports: 43. Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 40 including KSAQ, PIRATE, KWSS, KUBE, 999KHI, KZ106, WRVQ, Z102, 92X, WPXR, KZZU, WOMP, KZII, WKFR, KMYZ 20-13.

### LIGHTNING SEEDS "All I Want" (MCA)

Reports: 39. Moves: Up 4, Debuts 6, Same 23, Down 0, Adds 6, WERZ, PWR92, KTUX, 103CIR, KISR, KG95, HOT949 12-10, WBNQ 38-32, KFMW 40-33.

### BOYS "Crazy" (Motown)

Reports: 38. Moves: Up 11, Debuts 5, Same 8, Down 1, Adds 13 including Y95, B96, HOT102, PWR106, KKRZ, WBBQ, KPRR, Y107, KLUC, WFHT, KS104 6-4, KMEL 25-12, WCKZ 13-10, B95 16-11, KROY 21-14. 53% charted; Top 15 at 45%; Hot at 8%.

### UB40 "The Way You Do The Things You Do" (Virgin)

Reports: 37. Moves: Up 4, Debuts 5, Same 7, Down 0, Adds 21 including WXKS, KMEL, TIC-FM, KC101, WAPE, Z99, KKRZ, KXYQ, KWOD, Q101, KCHX, Y94, SLY96, KHMx 12-9, KKBQ 9-7.

### LONDON QUIREBOYS "I Don't Love You Anymore" (Capitol)

Reports: 32. Moves: Up 12, Debuts 4, Same 14, Down 1, Adds 1, YES97, KSAQ 40-34, WKBO 31-23, WIXX 20-11, KISR 24-19, WTBX 24-17.

### STRYPER "Shining Star" (Enigma)

Reports: 31. Moves: Up 13, Debuts 2, Same 15, Down 0, Adds 1, WDFX, KTUX 23-18, WRQN d-26, KISR 31-25, KNIN 34-31, KBOZ 28-22.

### DOC BOX & B. FRESH "Slow Love" (Motown)

Reports: 30. Moves: Up 13, Debuts 0, Same 14, Down 3, Adds 0, KKRZ 2-2, Q106 2-2, HOT977 8-5, KKSS 20-14, KKMZ 19-15, B95 2-1, I94 18-13, KDON 16-11.

### DANGER DANGER "Naughty Naughty" (Imagine/Epic)

Reports: 29. Moves: Up 6, Debuts 1, Same 22, Down 0, Adds 0, KSAQ on-dp, WKRZ 38-31, KFMW 34-29.

### ELISA FIORILLO "On The Way Up" (Chrysalis)

Reports: 25. Moves: Up 3, Debuts 1, Same 1, Down 0, Adds 20 including Y95, PWRPIG, WPHR, WDFX, KXXR, FM102, HOT949, HOT977, 999KHI, KZFM, B95, KROY, KLYV.

### GUYS NEXT DOOR "I Was Made For You" (SBK)

Reports: 21. Moves: Up 3, Debuts 7, Same 9, Down 0, Adds 2, 999KHI, KPXR, KKRZ d-26, KUBE d-30, KIKX 27-23, WJAD d-28.

### RAILWAY CHILDREN "Every Beat Of The Heart" (Virgin)

Reports: 21. Moves: Up 4, Debuts 2, Same 14, Down 0, Adds 1, KLYV, KSAQ 22-20, KFMW 37-32.

### TEENAGE MUTANT NINJA TURTLES "Count On Us" (MCA)

Reports: 19. Moves: Up 0, Debuts 0, Same 17, Down 0, Adds 2, WTXF, KIXY, WXKS on, WPLJ on, PRO-FM on, KSAQ on-dp, Z95 on-dp.

### LITA FORD "Lisa" (RCA)

Reports: 18. Moves: Up 7, Debuts 0, Same 9, Down 1, Adds 1, KMYZ, KATM 13-12, KFTZ 33-30.

### CYNTHIA & JOHNNY D "Dreamboy/Dreamgirl" (Micmac)

Reports: 17. Moves: Up 9, Debuts 0, Same 6, Down 0, Adds 2, B96, Q106, HOT97 10-6, PWR96 1-1, PWR106 24-19, HOT977 19-16, KZFM 24-19, KPRR 3-2, B95 37-31, KROY 34-30. Charted at 76%; Top 15 at 38%; Hot at 29%.

### LINEAR "Something Going On" (Atlantic)

Reports: 15. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, HOT97, KKBQ, PWRPIG, KXXR, HOT949, HOT977, WKSE, WCKZ, WANS, KTUX, KKRZ, B95, KROY, KNOE, WDBR.

### DNA featuring SUZANNE VEGA "Tom's Diner" (A&M)

Reports: 15. Moves: Up 2, Debuts 3, Same 2, Down 0, Adds 8, WQGN, WNOK, WGTZ, KJ103, KIKX, B95, WIKZ, G98, WXKS d-31, KPLZ d-31, WKSS 12-9, WCKZ d-29.

### MARIA MCKEE "Show Me Heaven" (Geffen)

Reports: 15. Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 6, KCPX, 999KHI, WPST, KCAQ, WNYF, KFFM.

### CARON WHEELER "Livin' In The Light" (EMI)

Reports: 14. Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 13, WXKS, HOT97, WNCI, KKRZ, FM102, HOT977, 999KHI, WRCK, KZFM, B95, KROY, 95XXX, KQIZ, KMEL 26-23.

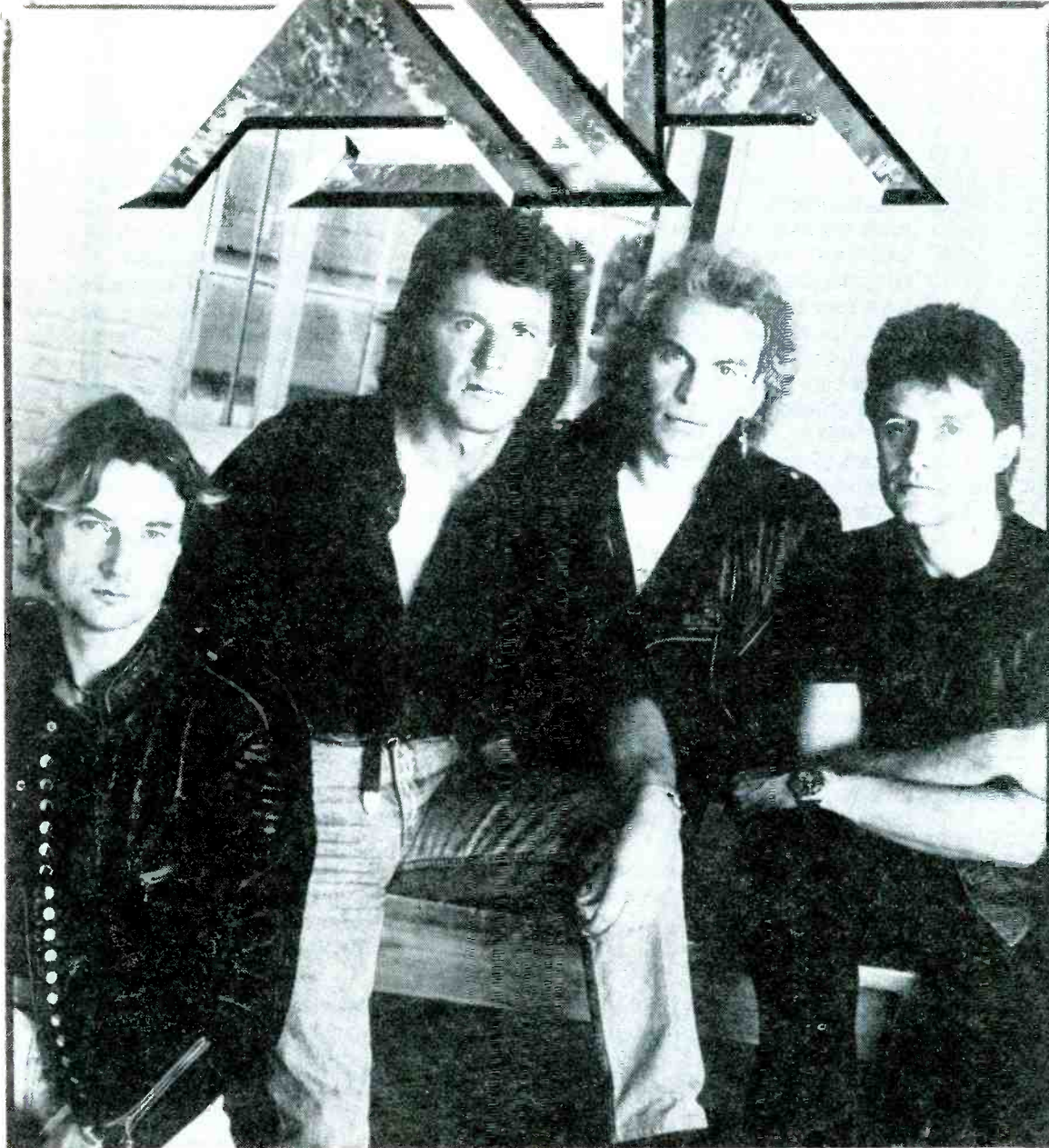
### SEDUCTION "Breakdown" (Vendetta/A&M)

Reports: 12. Moves: Up 2, Debuts 1, Same 1, Down 0, Adds 8, B96, FM102, Q106, WKSS, WCKZ, I94, KROY, KDON, HOT97 31-27, PWRPIG 31-28, KMEL d-29.

### LALAH HATHAWAY "Heaven Knows" (Virgin)

Reports: 11. Moves: Up 2, Debuts 1, Same 0, Down 0, Adds 8, HOT977, CK105, KKMZ, I94, KCAQ, KROY, KDON, KZOZ, FM102 25-22.





# "DAYS LIKE THESE"

**CHR - MOST ADDED!!!  
AC - MOST ADDED!!!**

**AOR - A #1 Track**

**Over 50 Adds Including:**

KSAQ	WCGQ	KATM	999KHI
KISN	WQUT	KIKX	WKRZ
PIRATE	WOKI	KWNZ	WBBQ
WVSR	WHHY	KZZU	KZ106
JET-FM	KF95		

**and many more!**

**Sales Are Exploding Everywhere!!!**

The first single, track & video from Asia's new album

**"Then & Now"**

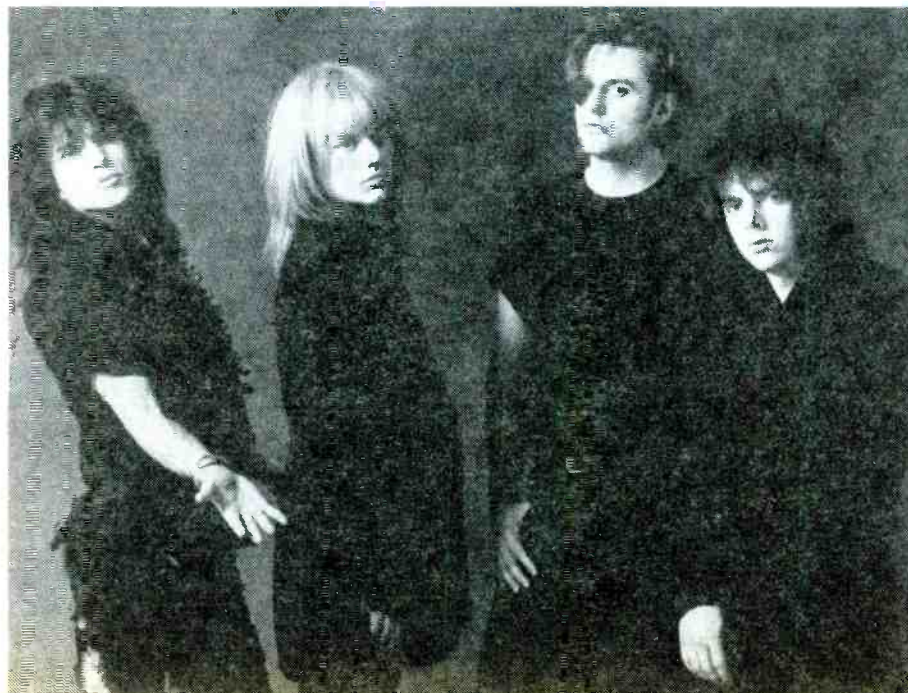
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And Play This VERY  
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**RADIO:**

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PIRATE 12-8	WXKS add
HOT949 11-7	KSAQ 15-11
KYYY 35-25 hot	KMOK 30-25
WPST 27-22	KISR 34-29
Y107 add	ZFUN 9-8
KATM 8 hot	WDBR add
WKZL 16-13	KG95 add
99WAYS deb 35	KWTX add
99WGY deb 38	95XIL add
WBBQ deb 36	KKHT deb 32
KFBQ 19-15	KIXY deb 40
WKRZ 28-22	and many more!!!



# "Jealous"

**Tour With CONCRETE**

**BLONDE Begins**

**In October!**

**SALES**

**1-DAY: 10,201 Units!!**

**Total: 204,172 Units!!!**

**VIDEO**

**Heavy Play On MTV!**



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## NATIONAL AIRPLAY OVERVIEW

**CHR**

3	2	WKS	WKS	LW	TW
3	1	1	1	1	<b>1</b> WILSON PHILLIPS/Release Me (SBK)
10	7	2	2	2	<b>2</b> PHIL COLLINS/Something Happened On... (Atlantic)
7	5	3	3	3	<b>3</b> JON BON JOVI/Blaze Of Glory (Mercury)
9	6	5	4	4	<b>4</b> PRINCE/Thieves In The Temple (Paisley Park/WB)
16	12	9	5	5	<b>5</b> MAXI PRIEST/Close To You (Charisma)
38	18	10	6	6	<b>6</b> GEORGE MICHAEL/Praying For Time (Columbia)
11	9	7	7	7	<b>7</b> BELL BIV DEVOE/Do Me! (MCA)
18	13	12	8	8	<b>8</b> NELSON/(Can't Live Without Your) Love And... (DGC)
19	14	13	9	9	<b>9</b> PAUL YOUNG/Oh Girl (Columbia)
20	15	14	10	10	<b>10</b> TAYLOR DAYNE/Heart Of Stone (Arista)
5	4	6	11	11	<b>11</b> POISON/Unskinny Bop (Enigma/Capitol)
24	19	16	12	12	<b>12</b> DINO/Romeo (Island)
39	27	20	13	13	<b>13</b> JAMES INGRAM/Don't Have The Heart (WB)
—	32	21	14	14	<b>14</b> RIGHTEOUS BROTHERS/Unchained... (Verve/Polydor)
31	23	18	15	15	<b>15</b> DEPECHE MODE/Policy Of Truth (Sire/Reprise)
30	24	19	16	16	<b>16</b> JOHNNY GILL/My, My, My (Motown)
—	40	27	17	17	<b>17</b> JANET JACKSON/Black Cat (A&M)
4	3	4	18	18	<b>18</b> M.C. HAMMER/Have You Seen Her? (Capitol)
32	26	22	19	19	<b>19</b> AFTER 7/Can't Stop (Virgin)
13	11	11	20	20	<b>20</b> CHEAP TRICK/Can't Stop Fallin' Into Love (Epic)
40	28	24	21	21	<b>21</b> LISA STANSFIELD/This Is The Right Time (Arista)
—	30	25	22	22	<b>22</b> PEBBLES/Giving You The Benefit Of The Doubt (MCA)
1	2	8	23	23	<b>23</b> SWEET SENSATION/If Wishes Came True (Atco)
2	8	15	24	24	<b>24</b> JANET JACKSON/Come Back To Me (A&M)
—	35	28	25	25	<b>25</b> BREATHE/Say A Prayer (A&M)
—	34	30	26	26	<b>26</b> JUDE COLE/Time For Letting Go (Reprise)
—	36	32	27	27	<b>27</b> GLENN MEDEIROS/All I'm Missing Is You (MCA)
—	—	40	28	28	<b>28</b> INXS/Suicide Blonde (Atlantic)
34	31	29	29	29	<b>29</b> INDECENT OBSESSION/Tell Me Something (MCA)
—	39	34	30	30	<b>30</b> BLACK BOX/Everybody Everybody (RCA)
<b>BREAKER</b>	31	35	31	31	<b>31</b> MICHAEL BOLTON/Georgia On My Mind (Columbia)
8	17	26	32	32	<b>32</b> MARIAH CAREY/Vision Of Love (Columbia)
6	10	17	33	33	<b>33</b> NEW KIDS ON THE BLOCK/Tonight (Columbia)
<b>BREAKER</b>	34	36	34	34	<b>34</b> ALIAS/More Than Words Can Say (EMI)
—	—	37	35	35	<b>35</b> ADVENTURES OF STEVIE N/Dirty Cash... (Mercury)
14	16	23	36	36	<b>36</b> STEVIE N/Love And Emotion (LMR/RCA)
<b>BREAKER</b>	37	38	37	37	<b>37</b> MARIAH CAREY/Love Takes Time (Columbia)
<b>DEBUT</b>	38	39	38	38	<b>38</b> VANILLA ICE/Ice Ice Baby (SBK)
21	21	31	39	39	<b>39</b> FAITH NO MORE/Epic (Slash/Reprise)
<b>DEBUT</b>	40	39	40	40	<b>40</b> SYDNEY YOUNGBLOOD/I'd Rather Go Blind (Arista)

N&amp;A Pg. 154; Playlists Pg. 142; Parallels Pg. 147

**ADULT CONTEMPORARY**

3	2	WKS	WKS	LW	TW
3	2	2	1	1	<b>1</b> PAUL YOUNG/Oh Girl (Columbia)
8	5	4	2	2	<b>2</b> PHIL COLLINS/Something Happened On... (Atlantic)
6	4	3	3	3	<b>3</b> BILLY JOEL/And So It Goes (Columbia)
2	1	1	4	4	<b>4</b> WILSON PHILLIPS/Release Me (SBK)
21	15	11	5	5	<b>5</b> RIGHTEOUS BROTHERS/Unchained... (Verve/Polydor)
7	6	5	6	6	<b>6</b> FLEETWOOD MAC/Skies The Limit (WB)
9	8	7	7	7	<b>7</b> SWEET SENSATION/If Wishes Came True (Atco)
17	14	9	8	8	<b>8</b> MICHAEL BOLTON/Georgia On My Mind (Columbia)
22	17	14	9	9	<b>9</b> GEORGE MICHAEL/Praying For Time (Columbia)
13	11	10	10	10	<b>10</b> OLETA ADAMS/Rhythm Of Life (Fontana/Mercury)
15	13	13	11	11	<b>11</b> TAYLOR DAYNE/Heart Of Stone (Arista)
14	12	12	12	12	<b>12</b> JUDE COLE/Time For Letting Go (Reprise)
10	9	8	13	13	<b>13</b> LINDA RONSTADT/Adios (Elektra)
28	19	17	14	14	<b>14</b> BREATHE/Say A Prayer (A&M)
1	3	6	15	15	<b>15</b> JANET JACKSON/Come Back To Me (A&M)
—	22	19	16	16	<b>16</b> ROD STEWART/Don't Wanna Talk About It (WB)
—	28	21	17	17	<b>17</b> DAN FOGELBERG/Rhythm Of... (Full Moon/Epic)
4	7	15	18	18	<b>18</b> JAMES INGRAM/Don't Have The Heart (WB)
—	—	30	19	19	<b>19</b> MARIAH CAREY/Love Takes Time (Columbia)
30	26	22	20	20	<b>20</b> BRENDA RUSSELL/Stop Running Away (A&M)
5	10	16	21	21	<b>21</b> GO WEST/King Of Wishful Thinking (EMI)
—	27	24	22	22	<b>22</b> BASIA/Until You Come Back To Me (Tha (Epic)
11	16	20	23	23	<b>23</b> MARIAH CAREY/Vision Of Love (Columbia)
18	18	18	24	24	<b>24</b> SEDUCTION/Could This Be Love (Vendetta/A&M)
<b>DEBUT</b>	25	24	25	25	<b>25</b> JILL SOBULE/Too Cool To Fall In Love (MCA)
25	24	23	26	26	<b>26</b> SANTANA/Gypsy Woman (Columbia)
—	29	28	27	27	<b>27</b> MARC JORDAN/Edge Of The World (RCA)
<b>BREAKER</b>	28	29	28	28	<b>28</b> VONDA SHEPARD/A Shy Away (Reprise)
12	20	27	29	29	<b>29</b> ANITA BAKER/Talk To Me (Elektra)
<b>BREAKER</b>	30	29	30	30	<b>30</b> ANITA BAKER/Soul Inspiration (Elektra)

AC Music Begins Pg. 128

**URBAN CONTEMPORARY**

3	2	WKS	WKS	LW	TW
4	4	2	1	1	<b>1</b> BOYS/Crazy (Motown)
6	5	3	2	2	<b>2</b> PRINCE/Thieves In The Temple (Paisley Park/WB)
15	8	6	3	3	<b>3</b> PEBBLES/Giving You The Benefit Of The Doubt (MCA)
8	7	5	4	4	<b>4</b> LALAH HATHAWAY/Heaven Knows (Virgin)
30	14	11	5	5	<b>5</b> JOHNNY GILL/Fairweather Friend (Motown)
13	11	10	6	6	<b>6</b> BLACK BOX/Everybody Everybody (RCA)
11	10	8	7	7	<b>7</b> NAJEE I/VESTA/It'll Be Good To You (EMI)
3	1	1	8	8	<b>8</b> EN VOGUE/Lies (Atlantic)
16	13	13	9	9	<b>9</b> BODY/Touch Me Up (MCA)
14	12	12	10	10	<b>10</b> WINANS/A Friend (Qwest/WB)
19	17	16	11	11	<b>11</b> HOWARD HEWETT/If I Could Only Have That... (Elektra)
10	9	9	12	12	<b>12</b> MELBA MOORE/Do You Really Want My Love (Capitol)
31	21	17	13	13	<b>13</b> MAXI PRIEST/Close To You (Charisma)
—	32	24	14	14	<b>14</b> KEITH SWEAT/Merry Go Round (Vintertainment/Elektra)
2	3	4	15	15	<b>15</b> TONY! TONII TONEI/Feels Good (Wing/Polydor)
24	19	19	16	16	<b>16</b> KIARA/You're Right About That (Arista)
37	22	20	17	17	<b>17</b> SAMUELLE/So You Like What You See (Atlantic)
20	15	15	18	18	<b>18</b> NAYOBE/Love The Way You Love Me (WTG/Epic)
39	24	21	19	19	<b>19</b> TRACIE SPENCER/Save Your Love (Capitol)
21	18	18	20	20	<b>20</b> FORCE MD's/Are You Really Real? (Tommy Boy/Reprise)
—	30	25	21	21	<b>21</b> Q. JONES I/S. GARRETT/Don't Go For That (Qwest/WB)
35	25	23	22	22	<b>22</b> OLETA ADAMS/Rhythm Of Life (Fontana/Mercury)
—	29	26	23	23	<b>23</b> LISA STANSFIELD/This Is The Right Time (Arista)
1	2	7	24	24	<b>24</b> WHISPERS/Innocent (Capitol)
—	39	30	25	25	<b>25</b> BELL BIV DEVOE/B.B.D. (I Thought It Was Me)? (MCA)
—	28	28	26	26	<b>26</b> MAC BAND/Someone To Love (MCA)
—	38	32	27	27	<b>27</b> TROOP/That's My Attitude (Atlantic)
—	33	29	28	28	<b>28</b> FAMILY STAND/In Summer I Fall (Atlantic)
—	40	37	29	29	<b>29</b> TEENA MARIE/Here's Looking At You (Epic)
38	26	37	30	30	<b>30</b> TYLER COLLINS/Second Chance (RCA)
—	—	40	31	31	<b>31</b> SNAP/Ooops Up (Arista)
25	20	22	32	32	<b>32</b> FATHER MC/Treat Them Like They Want To Be... (MCA)
—	36	33	33	33	<b>33</b> MILIRA/Go Outside In The Rain (Apollo/Motown)
<b>BREAKER</b>	34	34	34	34	<b>34</b> L.L. COOL J I/JUNGLE L/The Boomin'... (Def Jam/Columbia)
<b>DEBUT</b>	35	35	35	35	<b>35</b> CARON WHEELER/Livin' In The Light (EMI)
<b>DEBUT</b>	36	36	36	36	<b>36</b> JANET JACKSON/Black Cat (A&M)
—	—	38	37	37	<b>37</b> JONATHAN BUTLER/Heal Our Land (Jive/RCA)
<b>DEBUT</b>	38	38	38	38	<b>38</b> GERALD ALSTON/Slow Motion (Taj/Motown)
—	—	39	39	39	<b>39</b> RANDY CRAWFORD/Cigarette In The Rain (WB)
—	35	31	40	40	<b>40</b> DIANNE REEVES/More To Love (EMI)

New &amp; Active, TOP 10 Recurrents Pg. 124

**NEW ROCK**

LW	TW
1	<b>1</b> JANE'S ADDICTION/Ritual De Lo Habitual (WB)
3	<b>2</b> HEART THROBS/Cleopatra Grip (Elektra)
2	<b>3</b> IGGY POP/Brick By Brick (Virgin)
4	<b>4</b> SOUP DRAGONS/Lovegod (Big Life/Mercury)
5	<b>5</b> INXS/X (Atlantic)
6	<b>6</b> PIXIES/Bossanova (4AD/Elektra)
9	<b>7</b> LIVING COLOUR/Time's Up (Epic)
7	<b>8</b> CHARLATANS U.K./The Only... (EP) (Beggars Banquet/RCA)*
<b>DEBUT</b>	<b>9</b> CURE/Never Enough (track) (Elektra)
8	<b>10</b> AZTEC CAMERA/Stray (Sire/Reprise)

\*Keeps bullet due to continued growth.

Complete TOP 30 New Rock Chart Pg. 138

**NAC**

LW	TW
1	<b>1</b> PETER WHITE/Reveille-vous (Chase Music Group)
2	<b>2</b> ACOUSTIC ALCHEMY/Reference Point (GRP)
3	<b>3</b> RICHARD ELLIOT/What's Inside (Enigma)
4	<b>4</b> MICHAEL FRANKS/Blue Pacific (Reprise)
7	<b>5</b> RIPPINGTONS I/R. FREEMAN/Welcome To The... (GRP)
8	<b>6</b> RICARDO SILVEIRA/Amazon Secrets (Verve Forecast)
5	<b>7</b> QUINTANA + SPEER/Shades Of Shadow (Miramar)
9	<b>8</b> BOB JAMES/Grand Piano Canyon (WB)
11	<b>9</b> JOHN TESH/Tour De France-The Early Years (Private Music)
6	<b>10</b> WIND MACHINE/Road To Freedom (Silver Wave)

Complete TOP 30 NAC Chart Pg. 133

**CONTEMPORARY JAZZ**

LW	TW
2	<b>1</b> RICARDO SILVEIRA/Amazon... (Verve Forecast)
3	<b>2</b> BLUESIANA TRIANGLE/Bluesiana Triangle (Windham Hill/Jazz)
1	<b>3</b> PAT METHENY/Question & Answer (Geffen)
8	<b>4</b> JIMMY McGRUFF/You Ought To Think About Me (Headfirst)
5	<b>5</b> HARRY CONNICK JR./We Are In Love (Columbia)
7	<b>6</b> BRANFORD MARSALIS/Crazy People Music (Columbia)
11	<b>7</b> BOB BERG/In The Shadows (Denon)
18	<b>8</b> MICHEL CAMILO/On The Other Hand (Columbia/Epic)
9	<b>9</b> HARRY CONNICK JR. TRIO/Lofly's Roach Souffle (Columbia)
14	<b>10</b> MO' BETTER BLUES/Music From Mo' Better Blues (Columbia)

Complete TOP 30 Contemporary Jazz Chart Pg. 133

**AOR TRACKS**

3	2	WKS	WKS	LW	TW
11	4	2	1	1	<b>1</b> BAD COMPANY/Boys Cry Tough (Atco)
5	2	1	2	2	<b>2</b> ASIA/Days Like These (Geffen)*
—	12	4	3	3	<b>3</b> INXS/Suicide Blonde (Atlantic)
12	10	5	4	4	<b>4</b> BRUCE HORNSBY/A Night On The Town (RCA)
14	11	8	5	5	<b>5</b> JEFF HEALEY BAND/While My Guitar Gently... (Arista)
7	5	6	6	6	<b>6</b> WINGER/Can't Get Enough (Atlantic)
10	9	7	7	7	<b>7</b> REO SPEEDWAGON/Live It Up (Epic)
—	—	24	8	8	<b>8</b> NEIL YOUNG & CRAZY HORSE/Mansion On... (Reprise)
15	14	10	9	9	<b>9</b> VIXEN/How Much Love (EMI)
—	25	16	10	10	<b>10</b> R. WATERS I/B. ADAMS/Young Lust (Mercury)
16	15	12	11	11	<b>11</b> SLAUGHTER/Fly To The Angels (Chrysalis)
2	1	3	12	12	<b>12</b> JON BON JOVI/Blaze Of Glory (Mercury)
—	20	15	13	13	<b>13</b> LIVING COLOUR/Type (Epic)
17	17	14	14	14	<b>14</b> GENE LOVES JEZEBEL/Jealous (Beggars Banquet/Geffen)
<b>BREAKER</b>	15	15	15	15	<b>15</b> DAMN YANKEES/High Enough (WB)
22	19	18	16	16	<b>16</b> ERIC JOHNSON/Cliffs Of Dover (Capitol)
18	18	17	17	17	<b>17</b> NELSON/(Can't Live Without Your) Love &... (DGC)
<b>BREAKER</b>	16	15	18	18	<b>18</b> ROBERT CRAY/The Forecast (Calls For Pain) (Mercury)
6	6	9	19	19	<b>19</b> GUNS N' ROSES/Civil War (WB)
24	22	22	20	20	<b>20</b> RATT/Lovin' You's A Dirty Job (Atlantic)
—	26	23	21	21	<b>21</b> WARRANT/Cherry Pie (Columbia)
56	52	39	22	22	<b>22</b> ALLMAN BROTHERS BAND/Seven Turns (Epic)
<b>BREAKER</b>	23	23	23	23	<b>23</b> HEART/Tall, Dark Handsome Stranger (Capitol)
25	23	25	24	24	<b>24</b> COMPANY OF WOLVES/Hangin' By A... (Mercury)
<b>BREAKER</b>	25	23	25	25	<b>25</b> HOUSE OF LORDS/Can't Find My Way... (Simmons/RCA)
<b>BREAKER</b>	26	27	26	26	<b>26</b> DON DOKKEN/Mirror Mirror (Geffen)
29	27	25	27	27	<b>27</b> MOTLEY CRUE/Same Ol' Situation (Elektra)*
1	3	11	28	28	<b>28</b> JOHNNY VAN ZANT/Brickyard Road (Atlantic)
9	16	21	29	29	<b>29</b> POISON/Unskinny Bop (Enigma/Capitol)
<b>DEBUT</b>	13	20	30	30	<b>30</b> T. CONWELL & THE YOUNG...I'm Seventeen (Columbia)
8	13	20	31	31	<b>31</b> ALLMAN BROTHERS BAND/Good Clean Fun (Epic)
3	7	13	32	32	<b>32</b> CHEAP TRICK/Can't Stop Falling Into Love (Epic)
53	51	43	33	33	<b>33</b> GARY MOORE/Still Got The Blues (Charisma)
4	8	19	34	34	<b>34</b> COLIN JAMES/Just Came Back (Virgin)
50	48	40	35	35	<b>35</b> TOY MATINEE/Last Plane Out (Reprise)
45	43	38	36	36	<b>36</b> DAVID BAERWALD/Dance (A&M)
13	21	27	37	37	<b>37</b> BLACK CROWES/Twice As Hard (Def American/Geffen)
—	—	53	38	38	<b>38</b> QUEENSCYCHE/Empire (EMI)
58	55	45	39	39	<b>39</b> RIVERDogs/I Believe (Epic)
54	54	44	40	40	<b>40</b> LOS LOBOS/Down On The River (Slash/WB)

\*Keeps bullet due to continued growth.

Complete TOP 60 Tracks Chart Pg. 136; LP Chart Pg. 135

**COUNTRY**

3	2	WKS	WKS	LW	TW
3	2	1	1	1	<b>1</b> ALAB