

I N S I D E:

REGARDING HENRY

"I never have a lot of cash lying around," says broadcast mogul **Ragan Henry**, whose financial status remains a source of controversy. Details in Radio Business. Page 8

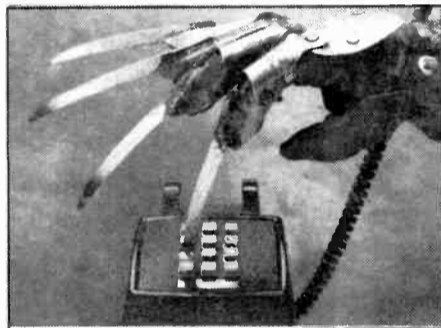
TOP TEN OFFICE TABOOS

What constitutes inappropriate behavior in the workplace? Find out in R&R's weekly Overview section, which also includes timely info on:

- Men's leisure habits (70% listen to music)
- Women's music-buying habits (\$4.9 billion spent on audio equipment last year)

Page 24, 27

LISTENERS' HOT BUTTONS



What does your logo *really* mean to your listeners? Why does certain music work better in some dayparts than others? **John Parikhal** explains how shapes, colors, language, and biorhythms affect audience perceptions. Page 42

DEALING WITH RAP

Rap's tremendous popularity has forced mainstream radio to take a long, hard look at the genre. Programmers offer advice on how to integrate rap into the mix. Page 56

IN THE NEWS THIS WEEK

- **Larry Wexler** Prez/GM at WKSZ/Philly
 - **Geoff Bywater Sr.** VP/Mktg., **Paula Batson Sr.** VP/PR at MCA
 - **Steve Winter** Prez at BRN
 - **KVI/Seattle** goes N/T; **Brian Jennings** PD
 - **Bill Viands** GM at WKKX/St. Louis
 - **Terry Mowery** GM at WWCD/Columbus
 - **Iris Perkins** Nat'l Urban Promo Dir. at A&M
 - **Bill Pugh** PD at WRXL/Richmond
 - **WGKL/Charlotte** now CHR
 - **KSAC/Sacramento** goes all-Sports
- Page 3, 18, 20

Newsstand Price \$6.00



Media Industry Profits Decline

New Veronis, Suhler Study Tracks Revenue Trends From 1985-90

Turbulent economic conditions in 1990 caused the media industry to suffer its first drop in profitability in five years, according to a new study by New York investment bankers Veronis, Suhler & Associates.

The firm's ninth annual *Communications Industry Report* found overall pretax operating income in the industry dipped 0.4% last year to level out a five-year period of growth at a 9.4% annual compound rate. Media industry revenues reached \$114.3 billion in 1990, up 9.9% from the previous year.

"Sharp declines suffered by newspaper publishers and television and radio broadcasters largely affected the industry as a whole in 1990," commented VS&A President **John Suhler**.

PLG Secures Island Ties

Island has again restructured its arrangement with the PolyGram Label Group, surrendering all promotion, marketing, and sales efforts to PLG while retaining all other functions. The relationship now resembles that of PLG to such labels as London, Victory, and Polydor.

PLG has been handling some of the above functions for Island since last November, when the first round of changes went into effect. At that time, about 25 staffers exited, and Island founder/CEO **Chris Blackwell** resumed a day-to-day presence.

Blackwell called the changes "strategic," with an eye toward imminent releases from U2, PM Dawn, and Tam Tam. Citing PLG/Island's success with *Drivin' N Cryin*, he noted, "An expanded involvement with PLG at this time makes good sense."

ISLAND/See Page 38

Money Matters

- Radio revenues soar \$2.2 billion
- Out-of-home radio listening rises
- Newspaper dollars drop sharply

Cash Flow Up

The report, which analyzed 274 publicly traded media companies, concluded that overall media industry cash flow rose 4% last year even though broadcasters and newspaper publishers suffered. Newspapers recorded serious revenue decreases in 1990 because of plunging classified advertising spending, and the broadcasting industry was buffeted by large writedowns taken by CBS because of its major league baseball contract.

According to the study, broadcasters and newspaper publishers "experienced the steepest declines" in margins over the past five years. Newspaper operating margins in 1990 were 4.6% below 1986 levels, and cash flow margins were down four points. Broadcasters' operating income margins dipped 1.2%, and cash flow margins dropped one point. Nevertheless, broadcasters performed well in 1990, with operating income margins of 14.5% and cash flow margins of 19.2%.

Radio Doing Well

Economist **Arthur Gruen** of **Wilkofsky, Gruen Associates**, a New York economic forecasting firm which assisted with the study, told R&R the numbers show that the radio industry is performing well economically despite the current recession. He said current industry financial woes are principally attributable to heavy debt service levels incurred by the wave

MEDIA PROFITS/See Page 38

Sexual Dealing 1991

Legal Advice On Workplace Harassment

The absorbing testimony during last week's confirmation hearings of Judge **Clarence Thomas** catapulted the issue of sexual harassment to the forefront of American business. Professor **Anita Hill's** graphic statements alleging sexual intimidation no doubt prompted station managers to reach for their employee manuals and review their discrimination policies, and employees to review their own office behavior.

R&R spoke with several attorneys who specialize in broadcasting and personnel manage-

ment issues, and they answered some oft-asked questions about sexual harassment.

Q: What kind of behavior constitutes sexual harassment?

A: Attorney **Letty Tanchum** recommends that her client radio operators write an employee manual that includes language similar to this: "Verbal or physical sexual behavior that is unwelcome and personally offensive, injurious to morale, interferes with work performance, or creates a hostile or intimidating work environment will not be tolerated."

Common Sense

Q: Does that mean employees have to adhere to a strict code of behavior?

A: According to **Jay W. Waks**, a partner and co-Chairman of the labor and employment law department at **Kaye, Scholer, Fierman, Hays & Handler**, "Employees have to take a common-sense approach. You should not pursue any sexual topics or dating requests if your co-worker makes it clear to you that they're unwelcome. It's only when you have no prior knowledge of the sensitivities of your co-worker that an isolated request for a date or a state-

SEXUAL DEALING/See Page 38



Duffy VP/GM At KRTH/L.A.

Pat Duffy has been appointed VP/GM at Beasley's KRTH/Los Angeles. He succeeds **Pat Norman**, who exited the Gold station after six years.



"I'm so happy to have **Pat Duffy** join us," said Beasley VP/COO **Simon T.** "He was sales manager at the number-one-billing station in America previous to this, and he'll bring a wealth of knowledge. I wish **Pat Norman** all the best and I'm sorry it had to end this way..."

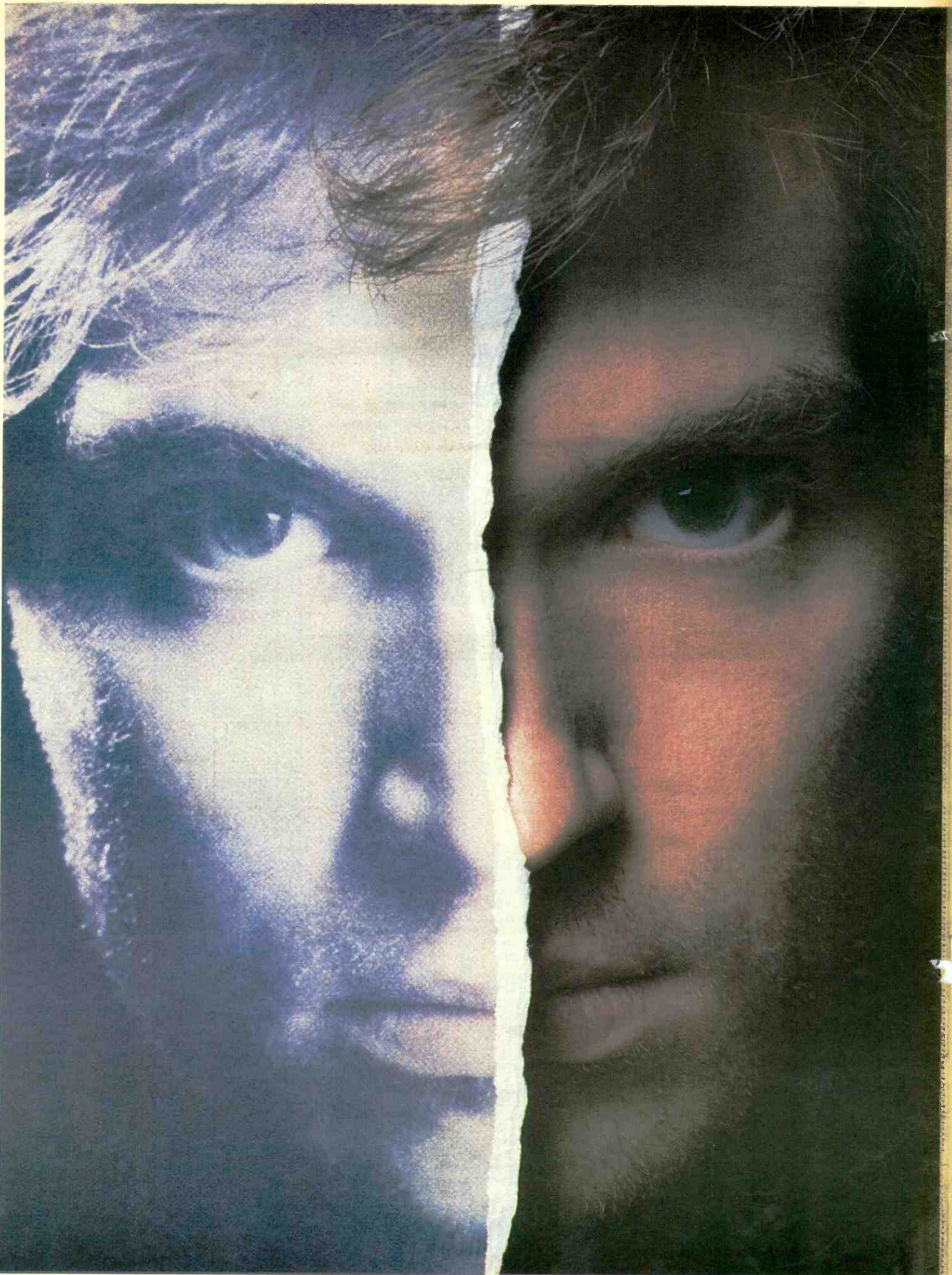
"KRTH is absolutely one of the premier stations in the country," said **Duffy**. "It's been consistent and successful for a lot of years, and consistency is everything in this business. Luckily, the programming is in place and we only need to work on a few internal systems to get everything operating smoothly."

Duffy spent the last 18 years at crosstown **KABC**, rising from AE to GSM. He previously held sales and traffic positions at **KNXT** (now **KCBS**)-TV/Los Angeles.

Drive & Drop

Most stations only drive employees 'til they drop. **Jacor's WFLZ (Power 93)/Tampa** instead chose to haul a heap to a height of 300 feet, where a hovering helicopter randomly dropped the vehicle onto one of a hundred "parking spaces" that had been painted on a section of the Florida State Fairgrounds just for the occasion (10/12).

The CHR had been awarding spaces to listeners for two weeks prior to the event, which ended when the lucky one whose space was violated drove away — in a new car.



RICHARD MARX

"KEEP COMING BACK"

The first single and video
from RUSH STREET

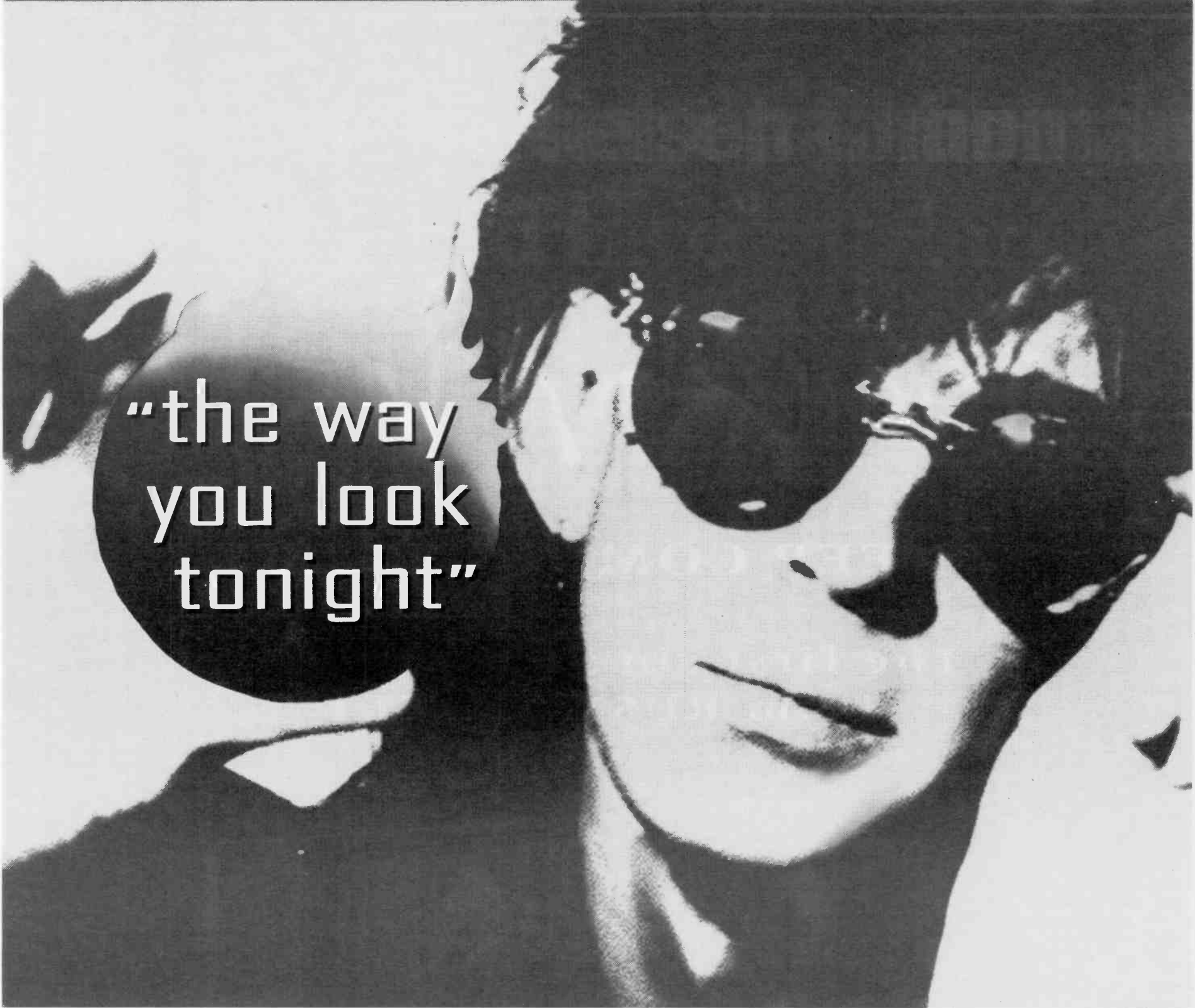
ON CAPITOL COMPACT DISCS, CASSETTES AND RECORDS NOVEMBER 5.

Produced by Richard Marx • Management: Left Bank Management

Capitol

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ric ocasek



"the way
you look
tonight"

produced by Nile Rodgers and Ric Ocasek

from the album fireball zone

management: Jeff Kramer/OK Management



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AC WKSZ/Philly Ups Wexler To Pres./GM



After six months as Exec. VP/GM at AC WKSZ/Philadelphia, Larry Wexler has been upped to President/GM.

WKSZ Chairman Daniel Lerner stated, "In six short months, Larry

has been successful in assembling a truly impressive management team. In addition to being richly deserved, Larry's promotion signals the next step in our plan to take the station to the top of the market. I'll give him every resource he needs to accomplish that goal."

Wexler commented, "Neither the poor economy nor highly competitive ratings environment frighten me. We'll attract more and more listeners, and more advertisers will follow — it's that simple."

Wexler was previously President/COO of Waldron Broadcasting. Prior to that, he spent nearly 20 years as VP/GM of WPEN & WMGK/Philadelphia.

BATSON SR. VP/PR

MCA Elevates Bywater To Sr. VP/Marketing



Geoff Bywater Paula Batson

Geoff Bywater is rising from VP to Sr. VP/Marketing at MCA Records, while Paula Batson ascends to Sr. VP/Public Relations at the MCA Music Entertainment Group.

MCA Records President Richard Palmese praised Bywater's "creativity and understanding of company synergy, [which] have resulted in both effective and innovative marketing campaigns." He added, "Paula has built a department [that has] admirably joined in the marketing process . . . with

MCA/See Page 38

CD Media, Katz Mark Deal



Execs from CD Media and Katz Radio Group met at NYC's Michael's restaurant to kick off their newly formed sales agreement. Celebrating at the soiree are (l-r) Katz Communications Chairman/CEO Jim Greenwald, CD Media President Wally Clark, KRG Exec. VP Stu Olds, "Weekly Top 40" host and KIIS-FM/L.A. morning man Rick Dees, and KRG President Ken Swetz.

FCC Seeks Preeminence On Political Ad Rules

Faced with a possible blizzard of lawsuits against broadcasters, the FCC is moving to gain control over its political advertising rules.

The agency is seeking public comment on a proposed declaratory ruling that asserts the Commission's exclusive authority to determine whether a broadcaster has overcharged a political candidate. That authority, the agency contends, should prohibit federal and state courts from ruling on whether a station is guilty of overcharging.

"You can't have 50 different state courts interpreting FCC rules," said Commissioner James Quello, the chief supporter of the proposed ruling. "Political candidates need a clear statement of their rights. Broadcasters need an updated certainty of what's required of them under our rules."

Quelling 'Proliferation'

The proposed ruling, which is being handled on an expedited basis, was prompted by a flurry of state and federal lawsuits filed by candidates who claim they were overcharged by broadcast stations, which are required to give political campaigns their lowest unit rate. Those suits, the FCC says, have resulted in an "inconsistent" view of the Commission's authority. The agency is also concerned about a "proliferation" of such cases.

Although the FCC wants the authority to decide who broke the rules, it seems more willing to allow the courts to decide whether a candidate is entitled to damages as

a result of such violations. In a statement attached to the notice of the proposed ruling, Chairman Al Sikes and Commissioner Andrew Barrett said they question whether the FCC has the authority to "totally preempt state or federal judicial proceedings with respect to both liability and damages."

Comments on the proposal are due at the FCC on Monday (10/21).

BRN Sets Winter As President Welch Named VP/Finance & Administration

At the Business Radio Network, Steven Winter has been named President and Robert Welch VP/Finance & Administration. They are President and Chairman, respectively, of the Pursuit Capital Corp. Pursuit is a venture capital consultant to the Loo family, which bought a controlling interest in BRN last May.

Winter said, "We are enthusiastic about the tremendous opportunity BRN has to take a leadership position in the expanding role of radio as a direct marketing medium."

"We believe the remarkable success the Loo family enjoyed in building Current Inc. into one of the country's premier direct marketing organizations can be followed . . . as we develop BRN's own electronic catalog of products and services while providing top-quality programming."

Sting's Birthday Blowout



Sting celebrated his 40th birthday (10/2) with a concert at the Hollywood Bowl followed by a party at the A&M studios. Toasting the singer at the post-show bash — staged on an elaborate set resembling Sting's Newcastle birthplace — are (l-r) A&M Vice Chairman Herb Alpert and Chairman Jerry Moss, manager Miles Copeland, Sting, Trudie Styler, and A&M President/CEO Al Cafaro.

OCTOBER 18, 1991

STAYING ON TOP

You've soared to the top of the pack. Now how do you maintain your ratings advantage? WOKQ/Dover, NH PD Cliff Blake suggests ways to lengthen your lease on the penthouse.

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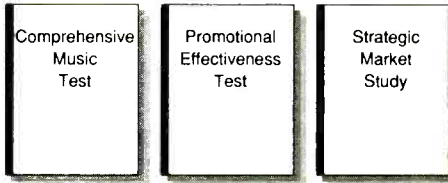
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SPRING RATINGS Report 13	MUSIC & PERCEPTUAL Weekly Report 14	MUSIC & PERCEPTUAL Weekly Report 15	MUSIC & PERCEPTUAL Weekly Report 16	MUSIC & PERCEPTUAL Weekly Report 17	MUSIC & PERCEPTUAL Weekly Report 18	SPRING OLDIES Test 19	MUSIC & PERCEPTUAL Weekly Report 20	MUSIC & PERCEPTUAL Weekly Report 21	MUSIC & PERCEPTUAL Weekly Report 22	MUSIC & PERCEPTUAL Weekly Report 23	MUSIC & PERCEPTUAL Weekly Report 24
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FALL RATINGS Report 37	MUSIC & PERCEPTUAL Weekly Report 38	MUSIC & PERCEPTUAL Weekly Report 39	MUSIC & PERCEPTUAL Weekly Report 40	MUSIC & PERCEPTUAL Weekly Report 41	MUSIC & PERCEPTUAL Weekly Report 42	FALL OLDIES Test 43	MUSIC & PERCEPTUAL Weekly Report 44	MUSIC & PERCEPTUAL Weekly Report 45	MUSIC & PERCEPTUAL Weekly Report 46	MUSIC & PERCEPTUAL Weekly Report 47	MUSIC & PERCEPTUAL Weekly Report 48

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BROADCAST EXEMPTION LIKELY

House Gives New Life To Spectrum Auctions

Spectrum auctions last week gained new momentum in the House of Representatives. But even if the airwaves eventually go on the block, broadcast frequencies — including DAB channels — are likely to be exempt.

The increased support for auctions was evident at last week's (10/9) hearing on H.R. 1407, which would authorize the use of competitive bidding to allocate most of the 200 MHz of spectrum the government soon may make available for private use. During that proceeding, Telecommunications Subcommittee Chairman Ed Markey (D-MA), who has long expressed skepticism about auctions, suggested he could be persuaded to support the right auction proposal.

"I think we can work it out," Markey told Commerce Secretary Robert Mosbacher, who appeared to voice Bush administration support for auctions. "The philosophical basis for agreement is there. We just need to work on the words."

Opposition Softens

According to a senior aide to Energy and Commerce Committee Chairman John Dingell (D-MI), the Democrats' opposition to auc-

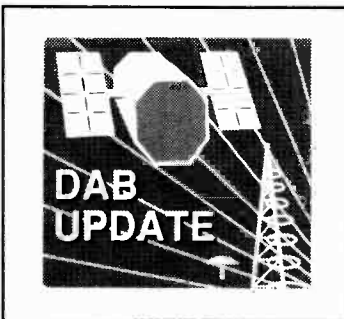
tions has softened with the realization that comparative hearings and lotteries are seriously flawed. In

Continued on Page 13

Strother Signs LinCom To DAB Engineering Team

Ron Strother has added LinCom to his Strother Communications Inc. (SCI) team to provide digital engineering expertise for his in-band DAB efforts. They've already scheduled "bench model" demonstrations of their DAB approach for next week.

"This will demonstrate the technical feasibility of our approach," Strother told R&R. He declined to reveal any technical details until patents are in place and wouldn't say what the bench model will demonstrate. LinCom Sr. Systems Engineer Steve Kuh also refused to disclose any specifics of the DAB system, but said it "shows good promise."



Strother repeatedly has said his goal is to develop a DAB system for the existing FM band that would accommodate all existing AM and FM stations. While he wouldn't say much about the course he's following with LinCom, a Los Angeles-based designer of government communications systems, Strother said it would not operate on the same channel with existing FM stations.

Presentations to officials at the FCC and NTIA are set for Wednesday (10/23) in Washington. Strother and his new associates will demonstrate the apparatus to the NAB's DAB Task Force the following day, assuming members are willing to sign non-disclosure forms. Kuh said it's "not going to be an on-air demonstration," but the presentations will show the feasibility of the SCI/LinCom DAB approach.

Next Demo Stage Nears

Strother said he hopes to have a public technical demonstration of the technology ready for the April 1992 NAB convention in Las Vegas. The next step would be an on-air prototype demonstration with mobile receivers at the September Radio '92 in New Orleans.

"To get to that point [full prototypes] will cost a few million dollars — less than five," Strother said. He added he hasn't yet lined up all of the financing, but expects it to be raised in stages. "No one wants to fund the whole high-tech dream. They'll fund only one chapter at a time."

Continued on Page 13



DC REPORT

PAT CLAWSON

How Deep Are Ragan Henry's Pockets?

How much money does Ragan Henry have? The Philadelphia radio tycoon's financial status has become a contested issue in several FCC proceedings where he has agreed to bankroll applicants for new FMs.

Competing applicants have alleged in FCC filings that the lawyer-turned-broadcaster misrepresented his finances, failed to close several station acquisitions because he is "financially irresponsible," and made more financing commitments to FM applicants than he had money to honor. Henry has denied the allegations vigorously — but his current financial status remains a mystery.

Last month, FCC judge Edward Luton rejected demands in a Shreveport case that Henry be forced to produce a current financial statement. Henry's counsel, David Honig, successfully objected that the tycoon was being subjected to a "massive witch-hunt." Luton also barred attorneys from quizzing Henry under oath about his finances on grounds that "the matter is irrelevant to any issue."

One exhibit in that case is a Henry financial statement dated October 18, 1990. It claims a net worth of nearly \$27 million, but that's based on a lot of paper, principally investments in a series of radio ventures and small businesses. The statement lists total assets of \$39.6 million, but only \$7800 in cash.

Also listed are liabilities totaling \$12.6 million, including \$8.27 million owed to Continental Bank, \$2.18 million to First Pennsylvania/Corestates Bank, and \$1.5 million to Provident National Bank. The document added that Henry has provided loan guarantees totaling \$12.9 million to nearly a dozen different ventures and numerous individuals, including National Black Media Coalition Director Pluria Marshall and lawyer Honig.

While that financial statement was questioned in the FCC case, Henry told R&R, "It didn't show the liquid assets I have, securities and so on. I never have a lot of cash. I may have more or less on a given day. That [financial statement] is taking a picture as of the day, but I never have a lot of cash lying around. I'd be the first to say that."

Henry said he relies on borrowed funds, but acknowledged he can't borrow additional money from one of his longtime principal lenders, Philadelphia's Continental Bank. "Continental can't lend to me — they wouldn't. I owe them \$40 million — would you lend me any more money? You'd be crazy if you would. They've simply told me not to ask them to do it... they wouldn't do it because the credits are high."

In a Rhode Island FM case last week, Henry told the FCC he would meet a \$450,000 financing commitment by donating equipment and using \$150,000 from a litigation settlement along with cash proceeds he expects from a long-pending sale of WWIN-AM & FM/Baltimore.

Williams Denies Texas FM Interest

Is Talknet's Bruce Williams secretly controlling his son's application for a new FM in Longview, TX? That's the allegation made by Capitol City Broadcasting Co. (CCBC), a group competing with Matthew Williams for the station.

CCBC based its allegation on the fact that Matthew obtained his loan promises from New Era Bank, which is part-owned by Bruce Williams; received a \$50,000 loan from Bruce; and has spent his entire adult life working for his father's various companies (he's currently GM of Bruce's KEES/Gladewater, TX).

CCBC also charged that Matthew misled the FCC by failing to reveal that he was a VP of Bruce's Blue Jay Productions, which holds the licenses of both KEES and KYZS/Tyler, TX.

Bruce Williams hotly denies the allegations. "I don't mind being accused of being a crook, but I don't like to be accused of being an asshole. If I wanted a stalking horse, I wouldn't have used my own kid. I would have gone out and found a Hispanic woman and a black guy. That's what the FCC favors." As for his son's failure to report his VP status with Blue Jay, Williams called it an oversight that occurred, in part, because Matthew has held many different posts and titles within his father's empire.

Continued on Page 13

Administration Opposes FCC License Writeoff

The Bush administration doesn't want broadcasters to be able to claim a tax deduction for depreciation of their FCC licenses.

Assistant Treasury Secretary Kenneth Gideon testified earlier this month (10/2) in favor of legislation by House Ways and Means Committee Chairman Dan Rostenkowski (D-IL) that would clarify U.S. tax policy by allowing businesses to depreciate intangible assets and goodwill. But Gideon said that should not extend to "governmental rights with an indefinite duration, such as renewable federal broadcast licenses or grazing rights." The Rostenkowski bill, H.R. 3035, specifically excludes government licenses and rights from amortization if they're likely to be renewed indefinitely.

Other witnesses questioned whether the administration's position on FCC licenses made sense. American Bar Association representative Peter Faber said the ABA "is not aware of any policy reason why these intangible assets should be treated any differently than goodwill and going concern value," and said such exceptions undermined the bill's tax simplification goal. American Institute of Certified Public Accountants representative Leonard Podoln also told the committee the license ex-

clusion "appears to be inconsistent with the intent of the bill."

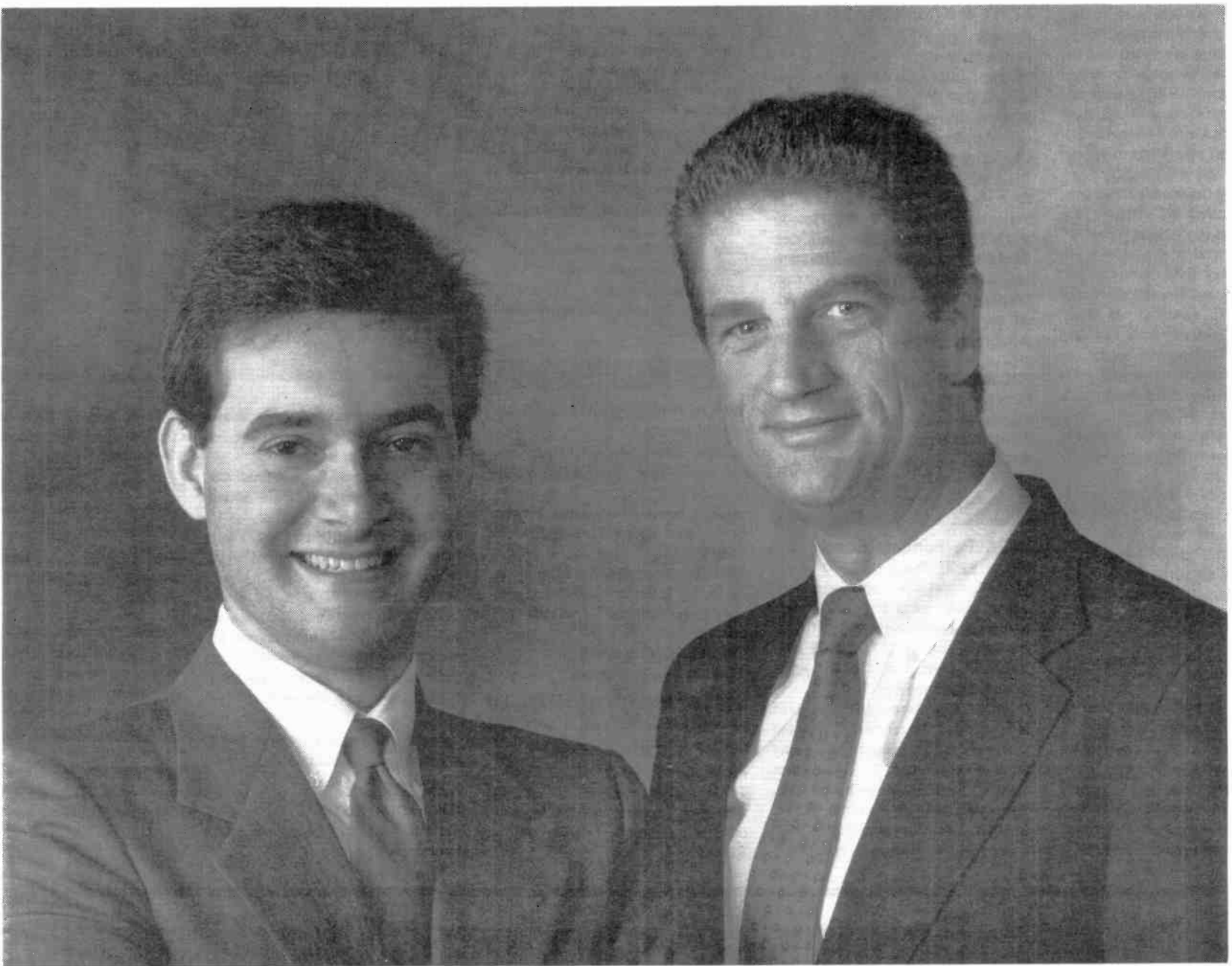
Broadcaster Gain?

The NAB didn't testify. Exec. VP/Government Affairs Jim May said broadcast lobbyists are deliberately keeping a low profile and believe there's a "reasonably good" chance FCC licenses will be included as deductible in the final version of the legislation.

Even without license amortization, broadcasters could gain if the bill becomes law. It reverses a long-standing Supreme Court ruling, which holds that goodwill from a business acquisition could not be amortized for tax purposes. Goodwill and other intangibles, such as covenants not to compete, would be amortized over 14 years.

Just what intangibles are or are not deductible under the current tax law is an area of considerable dispute. The IRS last year instructed its agents to take a hard line, saying it was impossible to differentiate between goodwill and other intangibles, so no deductions would be allowed for intangible assets. However, taxpayers have prevailed in several court battles with the IRS over amortization of intangibles.

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TRANSACTIONS

Cousin Brucie Reunites With Sillerman In Poughkeepsie FM Deal

Week's Trading Action At Snail's Pace; Small Deals Shine

Deal Of The Week:

WCZX/Hyde Park (Poughkeepsie), NY

PRICE: \$1.5 million (estimated)

TERMS: According to the FCC transfer application, this is an asset sale for assumption of all senior debt of the seller "on such terms as the buyer and the holder of the senior debt shall mutually agree." According to the seller, "negotiations are still in progress" and the final value of the transaction has not yet been determined. R&R's estimated price is based on the approximate face-value of current senior debt and is subject to revision when final purchase contracts are filed with the FCC.

BUYER: Valley Communications Inc., owned by veteran WCBS/New York personality Bruce "Cousin Brucie" Morrow; New York communications financiers Robert F.X. Sillerman and Howard Tytel; and Gerald Wendel of Boca Raton, FL. Sillerman has extensive broadcast investments, including Legacy Broadcasting Inc., which operates WMJI/Cleveland and WYHY/Nashville. Morrow and Sillerman are former owners of WCZX.

SELLER: Hudson Valley Wireless Communications Corp., owned by Harry Gregor Jr.

FREQUENCY: 97.7 MHz

POWER: 300 watts at 1030 feet

FORMAT: Classic Rock

COMMENT: This station was sold in October 1986 for \$2.8 million. At that time, senior lender Barclays American Business Credit extended loans for \$1.75 million.

California

KNCO-AM & FM/Grass Valley

PRICE: \$1 for majority control

TERMS: Intrafamily stock transfer for majority control

BUYER: Milton Brock Jr. Family Trust, managed by Milton and Veda Brock of North Hollywood, CA

SELLER: Carroll Brock of Fair Oaks,

CA is reducing his ownership of Nevada County Broadcasters Inc. from 51% to 46%.

FREQUENCY: 830 kHz; 94.3 MHz

POWER: 5kw day/1kw night

FORMAT: AC; B/EZ

Colorado

KRKY & KRKM/Granby-Kremmling

PRICE: \$75,000

TERMS: Asset sale for cash; escrow deposit \$5000

BUYER: Grand Broadcasting Corp., owned by David Reams of Perrysburg, OH; Larry DeAndrea of Grand Lake, CO; and Edward King of Omaha. Reams's father, Frazier Reams Jr., is the owner of WCWA & WIOT/Toledo and WZRZ/Hamilton (Cincinnati), OH. **SELLER:** Grand Lake Broadcasting Inc., a wholly owned subsidiary of Coit Drapery Cleaners Inc., which is headed by Robert Kearn. The company also owns WOCD-TV/Amsterdam, NY.

FREQUENCY: 930 kHz; 106.3 MHz

POWER: 4.5kw day/121 watts night; 152 watts at 1096 feet

FORMAT: Country; AC

BROKER: Media Venture Partners

Florida

WQAI/Fernandina Beach

PRICE: \$200,000

TERMS: Asset sale; escrow deposit \$10,000. A total of \$30,000 cash is due at closing along with a 10-year promissory note for \$170,000 at 10% annual interest, payable in equal monthly installments.

BUYER: Global American Enterprises Inc., headed by President Ronald Crider and 100% owned by Dr. Molly Snell of Vero Beach, FL. Crider owns 19.8% of KSKE-AM & FM/Vail, CO. Snell owns WMEL/Melbourne, FL.

SELLER: B&L Communications Inc., headed by Don Bruns of Lima, OH

FREQUENCY: 1570 kHz

POWER: 5kw

FORMAT: According to the FCC transfer application, the buyer plans a "24-hour service for the traveler. Planned are five "Exit Updates" each hour, outlining the facilities at specific exits from Interstate 95 within the signal range of the station. Four "Weather And Interstate Highway Condition Reports" will be given each hour, as well as "Mile-marker" information relating to points of interest and driving times. Additional information will be available from CNN **Headline News** as well as brief stock market reports. Between the live reports, there will be 60-second historical and educational drop-ins that will advise the traveler of things to see and do in the state, state laws regarding fishing and hunting licenses, state parks and the facilities offered campers, and helpful hints for those traveling with children.

BROKER: Doyle Hadden of Hadden & Associates

Maine

WFOV (FM CPY)Pittsfield

PRICE: \$6000

TERMS: Asset sale for \$1800 cash and a one-year promissory note for \$4200

BUYER: Beverly Dodge and Howard Soule, dba Action Communications Partnership

SELLER: Tanist Broadcasting Corp., owned by T. Barton Carter. The company is the permittee of WHAA/Madison, ME.

FREQUENCY: 99.5 MHz

POWER: 3kw at 243 feet

Mississippi

WELZ & WVRD/Belzoni

PRICE: \$145,000

TERMS: Asset sale for a five-year promissory note at 9.68% interest, payable in monthly installments of \$2000

TRANSACTIONS AT A GLANCE

1991 Deals To Date:

\$609,942,152

Last Year: \$883,920,659

Total Stations Traded This Year: 867

(Last Year: 1044)

This Week's Action: \$3,120,737

(Last Year: \$22,122,177)

Total Stations Traded This Week: 17

(Last Year: 34)

Deal Of The Week:

WCZX/Hyde Park (Poughkeepsie), NY \$1.5 million (estimated)

- KNCO-AM & FM/Grass Valley, CA \$1 for majority control
- KRKY & KRKM/Granby-Kremmling, CO \$75,000
- WQAI/Fernandina Beach, FL \$200,000
- WFOV (FM CPY)Pittsfield, ME \$6000
- WELZ & WVRD/Belzoni, MS \$145,000
- KZMC/McCook, NE \$180,000
- WYNC/Yanceyville, NC \$102,401
- KVLK/Langdon, ND \$90,000
- KXOL & KSWR/Clinton, OK \$222,335
- WMGL/Ravenel (Charleston), SC \$600,000
- KLVI & KYKR/Beaumont-Port Arthur, TX Undisclosed

BUYER: Humphreys County Broadcasting Co. Inc., owned by Herb and Gloria Guthrie of Belzoni, MS

SELLER: Guaranty Bank & Trust Co., receiver of Heart Of Dixie Broadcasting Co.

FREQUENCY: 1460 kHz; 107.1 MHz

POWER: 1kw day/212 watts night; 3kw at 300 feet

FORMAT: AC

COMMENT: This station was actually transferred in 1987, but incorrect paperwork was filed with the FCC. The parties are now seeking to have the licenses assigned properly.

Nebraska

KZMC/McCook

PRICE: \$180,000

TERMS: Asset sale for cash in lieu of foreclosure

BUYER: AmFirst Bank N.A., headed by President Van Korell of Hayes Center, NE

SELLER: KZMC Inc., owned by Jay, John Jr., and James Cartwright and AmFirst Bank

FREQUENCY: 105.3 MHz

POWER: 100kw at 622 feet

FORMAT: AC

COMMENT: According to the FCC transfer application, John Cartwright Jr. has been indicted by a federal grand jury in Wichita on charges of conspiracy, false statements, and misappropriation of Housing and Urban Development (HUD) funds. His father, John Cartwright Sr., is a guarantor of station bank loans which are now in default. The elder Cartwright also has been in-

Continued on Page 13



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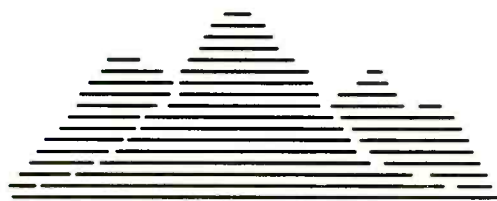
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TRANSACTIONS

Continued from Page 10

dicted on similar charges by the Wichita federal grand jury. In 1987, he was convicted of a federal misdemeanor for assaulting an IRS agent. In addition, he has been issued civil cease-and-desist orders by the state securities commissions of Kansas, Montana, and Nebraska requiring him to stop selling "self-liquidating loans."

North Carolina

WYNC/Yanceyville

PRICE: \$102,401

TERMS: Asset sale for \$1. This transfer is contingent on the FCC granting a settlement agreement between the parties, in which the buyer agrees to dismiss his application for a new FM at Semora, NC in favor of the seller acquiring the CP. In a separate transaction, the buyer is paying \$102,400 to acquire certain station assets which were obtained by two former stockholders of the seller pursuant to a North Carolina state court foreclosure and consent judgment. This is to be paid in 12 monthly installments of \$1700 each, with a final payment of \$82,000 cash 13 months after closing.

BUYER: Semora Broadcasting Inc., owned by Harry Myers. He owns WRXO & WKRX/Roxboro, NC.

SELLER: Ansun Broadcasting Corp., owned by T. Elmo Mitchell, Louise Mitchell, Robert Dixon, and Betty Dixon

FREQUENCY: 1540 kHz

POWER: 2.5kw daytimer

FORMAT: This station is dark.

North Dakota

KVLR/Langdon

PRICE: \$90,000

TERMS: Asset sale for cash

BUYER: KNDK Inc., owned by Bert and Lyle Johnson of Walhalla, ND and Bob Simmons of Langdon, ND. The Johnson brothers own KNDK/Langdon, ND.

SELLER: Continental Broadcasting Inc., owned by Scott Bornholdt

FREQUENCY: 95.7 MHz

POWER: 3kw at 328 feet

FORMAT: AC

Oklahoma

KXOL & KSWR/Clinton

PRICE: \$222,335

TERMS: Asset sale for release of indebtedness to secured creditors totaling \$222,335

BUYER: Custer Broadcasting Inc., owned by Robert and Norma Stephenson of Norman, OK. Robert is the VP and 25% owner of WWLS/Norman, OK.

SELLER: Gentry Broadcasting Inc., owned by Frank Gentry Jr.

FREQUENCY: 1320 kHz; 106.9 MHz

POWER: 1kw day/108 watts night; 100kw at 286 feet

FORMAT: Country

South Carolina

WMGL/Ravenel (Charleston)

PRICE: \$600,000

TERMS: Asset sale for \$400,000 cash; additional non-compete agreement for \$200,000 cash

BUYER: Ravenel Broadcasting Inc., headed by President Berwell Bridges of Greenville and 100% owned by Jimmy Gibbs of Spartanburg

SELLER: MillCom Inc., headed by Don Monteith of Urbana, IL

FREQUENCY: 101.7 MHz

POWER: 3.5kw at 428 feet

FORMAT: Urban

BROKER: William Earman represented the seller; Gammon Media Brokers represented the buyer.

Texas

KLVI & KYKR/Beaumont-Port Arthur

PRICE: Undisclosed

BUYER: Texstar Communications Partners L.P. of Austin. The partnership is headed by general partner Hicks Capital Corp., which is owned by R. Steven Hicks. The sole limited partner is Thomas Hicks of Dallas. Steven Hicks is the owner of Capstar Communications, which operates WJDX & WMSI/Jackson, MS; WXXL & WSSL/Greenville; and WSIX-AM & FM/Nashville.

SELLER: Hicks Broadcasting Corp., owned by R. Steven Hicks and Thomas Hicks. The company also owns WTAW & KTSR/College Station, TX and has an interest in KVET/Austin.

FREQUENCY: 560 kHz; 93.3 MHz

POWER: 5kw; 100kw at 1952 feet

FORMAT: News/Talk; Country

Strother

Continued from Page 8

At this point, Strother said SCI is paying LinCom for its engineering efforts. He hopes eventually to negotiate a long-term agreement which may have LinCom as an equity partner in the DAB project. Strother said he was attracted to LinCom by its "physical and intellectual resources." In return, Kuh said LinCom, which entered the DAB sweepstakes last year (R&R 11/23/90), welcomed Strother's broadcasting knowhow. "We don't really know the broadcasting industry at all," he said.

In other DAB developments, AfriSpace announced its second channel option sale. London-based Art-Anadulo Radio Television Corp. plans to use the satellite DAB channel to deliver Turkish-language programming to the Middle East and North Africa. AfriSpace recently announced its first channel sale to a Kenyan broadcaster.

FCC License

Continued from Page 8.

In addition, he said, the current auction proposal is more reasonable "than when [former FCC Chairman Mark] Fowler came up here [in the early 1980s] and said, 'Let's sell it all!'"

Although H.R. 1407 doesn't specifically exempt new broadcast services from the competitive bidding process, the Dingell aide said Congress is unlikely to put those frequencies up for sale. "There's a sense around the institution that broadcasters' public responsibilities are such that you want to hold comparative hearings to determine who's best qualified to be a licensee," he said. "I would presume that also applies to DAB."

The auction spotlight now shifts to the Senate, which was to have held a hearing on the issue Thursday (10/17). Among those set to testify was NAB President Eddie Fritts, who had planned to voice industry opposition to the sale of broadcast frequencies.

DC REPORT

Continued from Page 8

Celtics Put Stations On Block

Just weeks after switching WEEI/Boston from all-News to all-Sports, Boston Celtics Communications L.P. has placed the AM and Fox affiliate WFXT-TV on the selling block. Celtics co-owner Alan Cohen told the Boston Herald he's "fishing around" for financial help. "Pure and simple, because of the economic situation [in Boston], we're undercapitalized and looking for additional investors or a buyer," he commented.

A tidal wave of financial woe continues to wash over the radio industry:

- Media Services Group financier Bob Maccini is fielding bids for WCLZ-AM & FM/Brunswick (Portland), ME. The combo has been under the control of court-appointed receiver Ross Elder since August, when licensee Eastern Radio Co. was sued by the Federal Deposit Insurance Corp. over a defaulted \$1.5 million loan from Maine National Bank.

- Glenn Mahone's Paco-Jon Broadcasting is duking it out with State Street Bank & Trust Co. over WGVC & WPLZ/Petersburg-Richmond and WPLC/Spotsylvania, VA. The bank claims the company defaulted on a \$6 million loan and interest payments totaling another \$1.02 million. At the bank's request, a court appointed Media Ventures Partners broker Charles Giddens as receiver to take control of and sell the combo. Paco-Jon has stymied that move by filing a Chapter 11 petition.

- Todamerica Inc. CEO Emilio Milian is operating Spanish powerhouse WWFE/Miami as a Chapter 11 debtor-in-possession.

- Citicom Radio, licensee of WBEC-AM & FM/Pittsfield, MA, has filed Chapter 11 proceedings in Boston.

- KKUS/San Luis Obispo, CA owner Cabrillo Communications Inc. has filed Chapter 11 proceedings in Los Angeles.

- Robert Stevens has lost WLAU/Laurel, MS (formerly WKYL) following his default on an \$80,000 promissory note. The Chancery Court of Jones County, MS has appointed Sarah Hodnett as trustee, with orders to sell the dark AM.

- Bankruptcy trustee Jeffrey Levingston is liquidating all assets of the Paul Galtelli Broadcasting Co., licensee of WKZB/Drew, MS.

- Conner Communications Inc., licensee of WTZQ/Hendersonville, NC, has filed Chapter 11 at the bankruptcy court in Asheville, NC.

- WGEA & WRJM/Geneva, AL owner Shelley Broadcasting has emerged from Chapter 11 after settling a tax dispute with the IRS. A local bank has agreed to loan the company operating capital and funds for upgrading facilities.

- Howard Communications Corp., licensee of WGAM & WRSI/Greenfield, MA, has filed Chapter 11 in Massachusetts.

- Receiver Donald Banner is shopping KRRU/Pueblo, CO after owner Yonker & Turner Broadcasting Inc. defaulted on a promissory note to a previous owner, Maryland-based Erway Broadcasting.

- Stereo 93 Inc., licensee of KISR/Fort Smith, AR, is now operating as a Chapter 11 debtor-in-possession.

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QUARTERLY UPDATE

Trading Market Levels Off

1991 Third Quarter Stations Traded

Top 10 Transactions:	
3rd Quarter '91 Deals	
1	\$40,000,000 WCCO & WLTE/Minneapolis to CBS Inc.
2	\$12,500,000 Citadel Communications Corp. purchase of Price Broadcasting Co. stations <ul style="list-style-type: none"> ● KGA & KDRK/Spokane, WA ● KOOK & KBEE/Modesto, CA ● KQMS & KSHA/Redding, CA ● KROW & KNEV/Reno, NV ● KHEZ/Caldwell (Boise), ID
3	\$11,000,000 KRSR/Dallas to Alliance Broadcasting
4	\$10,100,000 KRMX/San Diego to San Diego Broadcasting
5	\$8,300,000 KDGE/Gainesville (Dallas), TX to Founders Media Group
6	\$8,150,000 WMMO/Orlando to Granum Communications
7	\$6,900,000 KVVA-AM & FM/Phoenix-Apache Junction, AZ to American Broadcasting Systems
8	\$6,400,000 WTKN & WHVE/Pinellas Park-Sarasota (Tampa), FL to Paxon Broadcasting of Tampa
9	\$4,700,000 WWIN-AM & FM/Baltimore to Almic Broadcasting
10	\$4,300,000 WYCL/Boyertown (Reading), PA to WDAC Radio Company

Station trading dollar volume leveled off in the third quarter, ending a string of declines that had ranged from 38% to 66% in each of the six previous quarters, compared to year-earlier trading figures. Transactions for the July-September period totaled \$195 million, down only 2% from \$199 million in the third quarter of 1990.

While hardly an indication of any strong recovery in station trading, the third quarter figures may provide the first tangible evidence that the market has bottomed out. Even so, HLT rules and the general credit crunch brought on by the national recession continue to make lending scarce for broadcast acquisi-

3rd Quarter

Total Stations Traded July-September '91: 289

Total Dollar Volume: \$195 Million

- Combos: 62
- AM CPs: 2
- AM Stand-Alones: 78
- FM CPs: 19
- FM Stand-Alones: 66

tions. Getting back to the third quarter trading volume of just three years ago — \$1.2 billion — could take a long time.

The number of stations traded during the just-completed quarter fell 9%, from 319 to 289. In rough terms (not taking into account the relative market size of stations traded in each year), that means the average price paid for a station was up from the third quarter of 1990.

CBS Inc. weighed in with the quarter's biggest deal, announcing an agreement to acquire all of the broadcast properties of Midwest Communications Inc. in a stock-swap and debt assumption valued at \$200 million. The value of the radio portion of the deal, WCCO & WLTE/Minneapolis, was estimated at \$40 million. The CBS-Midwest deal will require waivers from the FCC to allow CBS to acquire a 13th FM station (the current limit is 12) and to maintain a grandfathered AM-FM-TV combo in the Twin Cities. At least three formal petitions to deny the deal were filed at the Commission, which could delay closing for some time.

Major group deals were few, but Lawrence Wilson decided the time was right for expansion. His Citadel Communications Corporation agreed to pay \$12.5 million for nine Price Broadcasting Company stations.

Brokerage honors for the quarter went to Communications Equity Associates, specifically to broker

Continued on Page 16



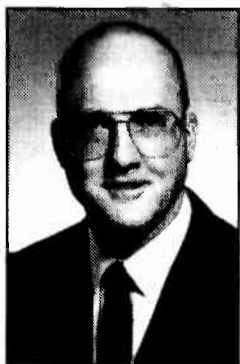
State-By-State Transactions

1991 Third Quarter Results

State	AM	AM CP	FM CP	FM	Combo*	Total
Alabama	0	0	1	1	0	2
Alaska	0	0	0	1	0	1
American Samoa	0	0	0	0	0	0
Arizona	3	0	1	0	2	8
Arkansas	0	0	0	2	1	4
California	7	0	1	10	6	30
Colorado	2	0	0	0	0	2
Connecticut	0	0	0	0	0	0
Delaware	0	0	0	0	0	0
DC	0	0	0	0	1	2
Florida	5	0	1	2	2	12
Georgia	6	0	0	4	3	16
Guam	0	0	0	0	0	0
Hawaii	1	0	0	0	0	1
Idaho	1	0	0	1	1	4
Illinois	0	0	0	2	2	6
Indiana	3	0	0	2	2	9
Iowa	0	0	0	1	1	3
Kansas	1	0	0	2	3	9
Kentucky	3	0	1	1	0	5
Louisiana	1	0	1	1	2	7
Maine	0	0	2	1	0	3
Mariana Islands	0	0	1	0	0	1
Maryland	0	0	0	1	2	5
Massachusetts	2	0	0	1	0	3
Michigan	1	0	0	0	1	3
Minnesota	2	0	2	1	2	9
Mississippi	1	0	0	0	1	3
Missouri	2	0	1	1	0	4
Montana	2	0	0	0	0	2
Nebraska	1	0	0	2	1	5
Nevada	0	2	0	0	1	4
New Hampshire	0	0	0	1	0	1
New Jersey	2	0	0	2	0	4
New Mexico	0	0	0	0	2	4
New York	1	0	0	0	2	5
North Carolina	5	0	0	4	2	13
North Dakota	0	0	0	1	1	3
Ohio	4	0	0	2	0	6
Oklahoma	0	0	1	1	1	4
Oregon	2	0	0	1	1	5
Pennsylvania	1	0	1	2	1	6
Puerto Rico	0	0	0	0	0	0
Rhode Island	0	0	0	0	0	0
South Carolina	3	0	0	2	3	11
South Dakota	0	0	0	3	0	3
Tennessee	5	0	0	2	2	11
Texas	3	0	2	6	2	15
Utah	3	0	1	0	0	4
Vermont	0	0	0	0	0	0
Virgin Islands	0	0	0	0	0	0
Virginia	1	0	0	0	2	5
Washington	2	0	1	2	2	9
West Virginia	1	0	0	0	1	3
Wisconsin	1	0	1	0	4	10
Wyoming	0	0	0	0	2	4

Total 3rd Qtr.	78	2	19	66	62	289
2nd Qtr. Stations Traded						270
1st Qtr. Stations Traded						222
Total Stations YTD						781

*Counts as two stations



James A. Gammon, President

COMPETENCE AND INTEGRITY

Identifying the Objective

Negotiating the Transaction

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WRKS/New York

Promotion Director Of The Year
Lora Lewis
WONE-WTUE/Dayton

FM Program Director Of The Year
Vinny Brown
WRKS/New York

AM Program Director Of The Year
Jon Reed
WONE/Dayton

Chief Engineer Of The Year
Sidney Daniel
WAOK-WVEE/Atlanta

AM Personality Of The Year
Joe Bagby
KHVN/Dallas

FM Personalities Of The Year
Steve Kerrigan & Christopher Geisen
WTUE/Dayton

Controller Of The Year
Kathy Smith
KLZ-KAZY/Denver

National Sales Manager Of The Year
Beth Menefee
WAOK-WVEE/Atlanta

Sales Manager Of The Year
Michele Massaro
WRKS/New York

Salesperson Of The Year
Lynn Seaman
WCAO-WXYV/Baltimore

News Director Of The Year
Bob Slade
WRKS/New York



KLZ-AM, KAZY-FM
Denver, CO

WRKS-FM
New York, NY

WAOK-AM, WVEE-FM
Atlanta, GA

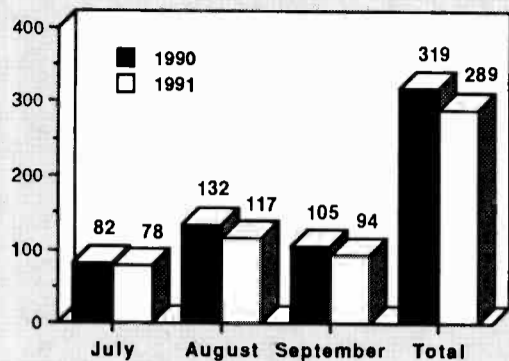
WCA-AM, WXYV-FM
Baltimore, MD

KHVN-AM, KJMZ-FM
Dallas, TX

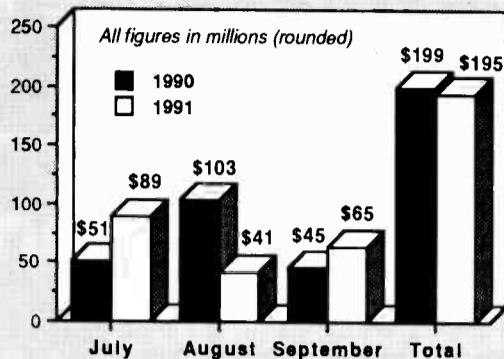
WONE-AM, WTUE-FM
Dayton, OH

QUARTERLY UPDATE

Stations Traded By Month



Dollar Volume By Month



"Gentlemen, gentlemen! Wipe that fiscal frown off your faces!"

Broker Scoreboard

1991 Third Quarter Results (deck)

Broker	3rd Qtr. Stations Sold	3rd Qtr. \$ Total*	YTD Stations Sold	YTD \$ Total*
C.E.A.	9	\$12.5	12	\$26.2
Star Media	3	11.4	5	23.4
Media Services	8	11.2	13	12.9
Stanfield	1	10.1	1	10.1
Blackburn	4	8.3	10	48.8
Fischer	1	8.3	3	9.7
M.V.P.	4	8.0	19	47.2
Exline	8	5.9	9	6.6
Jorgenson, Chapin	9	5.1	13	7.8
Hickman	2	2.4	2	2.4
Rice	3	1.5	4	1.5
Foreman	2	1.3	3	1.8
Jenkins	1	.9	1	.9
Roehling	3	.8	3	.8
Sherwood	1	.8	1	.8
American Radio	1	.6	1	.6
Broadmark Capital	2	.6	3	.7
K.T.&F.	2	.5	3	1.2
Rosenblum	1	.4	3	.6
Miller	1	.3	1	.3
Metro Bay	1	.2	1	.2
Riley	1	.2	1	.2
Alderfer	1	.1	1	.1
Broadcast Media	1	.1	1	.1
Browder	1	.1	1	.1
Butler	2	.1	2	.1
Hadden	1	.1	1	.1
Billig	0	—	1	.1
Chalsson	0	—	3	6.8
Chapman	0	—	2	2.2
Colson	0	—	2	.1
Connelly	0	—	1	.1
Crisler	0	—	1	2.8
DiDonato	0	—	1	.8
Henson	0	—	1	.4
Hepburn	0	—	4	7.3
Johnson	0	—	2	.8
Kalil	0	—	2	10.3
Kingman	0	—	1	.7
Kozacko-Horton	0	—	2	.5
LaRue	0	—	3	27.5
Mahlman	0	—	4	19.8
Meador	0	—	2	.4
New England Media	0	—	4	1.9
Pond	0	—	1	.1
Questcom	0	—	1	.9
Raymond	0	—	1	2.5
Richards	0	—	2	1.8
Satterfield & Perry	0	—	1	.8
Sherman	0	—	1	6.8
Stephens Inc.	0	—	4	15.6
Thoben-Van Huss	0	—	2	5.4
Thorburn	0	—	5	1.2
Tomlin	0	—	2	.5
Whittle	0	—	2	1.1
Total	74	\$91.8	176	\$322.9

*All figures in millions (rounded)

1990 3rd Quarter Results

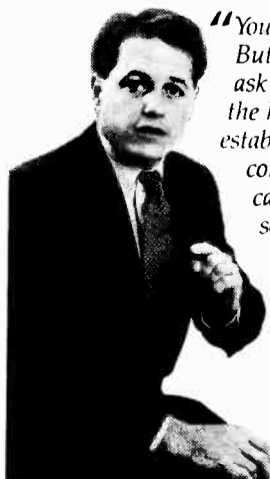
Broker	3rd Qtr. Stations Sold	3rd Qtr. \$ Total*	YTD Stations Sold	YTD \$ Total*
Aldefer	0	\$—	1	\$.2
Americom	1	4.0	20	124.4
Associated	0	—	2	.5
Barger	0	—	2	3.2
Biernacki	1	3.2	1	3.2
Blackburn	0	—	20	99.3
Broadmark	0	—	3	2.0
Business Broker	0	—	1	.3
Cahn	0	—	6	15.0
Calhoun	0	—	1	.1
Chalsson	0	—	2	2.0
Chapman	7	3.5	23	18.3
Chivers Realty	0	—	2	1.4
Clark	0	—	1	.9
Columbia ERA	0	—	1	.2
Connolly	3	2.4	5	3.4
Contemporary	1	.1	1	.1
Crisler	1	—	1	—
CSC Financial	2	1.5	2	1.5
Davis	1	4.9	1	4.9
D.M.E.	0	—	1	1.0
Earls	0	—	1	.4
Exline	7	4.3	13	6.1
Fischer	0	—	5	4.4
Foreman	0	—	3	6.4
Freeman	2	1.2	2	1.2
Gammon	1	.7	1	.7
Ga. Business	0	—	1	.5
Hadden	2	.9	2	.9
Hickman	0	—	4	15.4
Jamar	1	.1	2	.4

Broker	3rd Qtr. Stations Sold	3rd Qtr. \$ Total*	YTD Stations Sold	YTD \$ Total*
Kalil	2	1.3	4	2.2
Kennedy	1	.1	1	.1
Kozacko-Horton	2	.6	4	1.4
LaFrance	0	—	1	.4
LaRue	0	—	6	23.0
Mahlman	0	—	3	8.5
Meador	3	2.1	5	2.2
Media Marketing	0	—	2	1.5
Merrill	0	—	1	.3
Mitchell	1	1.5	1	1.5
Morgan Stanley	1	18.5	1	18.5
M.V.P.	7	28.3	19	53.8
New England Media	0	—	1	.8
Parrish	0	—	2	.3
Peak Media	0	—	1	.1
Peterson	0	—	4	6.7
Pierce	1	.4	5	.9
Pond	0	—	1	.1
Proctor	0	—	1	.1
Questcom	0	—	1	.5
Richards	2	4.0	12	32.4
Riley	0	—	1	1.0
Rosenblum	1	.1	3	1.3
Sailors	0	—	4	8.6
Skye-Fischer	4	10.4	4	10.4
Snowden	2	.8	2	.8
Stebbins	2	.9	2	.9
Stevens	1	3.2	6	30.6
Thoben-Van Huss	1	.9	3	3.5
Thompson	0	—	1	.5
VR Business	2	.3	3	.5

*All figures in millions (rounded)

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"You can. But since you generally only have one chance to ask for the money, you want to ensure yourself the highest probability of getting a "yes." Our established relationships with banks, insurance companies, pension funds, and other sources of capital, enable us to offer access to capital sources that can commit to the transaction. In addition, we know the elements that must be included in a presentation to these people, what objections they're likely to make, and how to overcome them."

R. Dean Meiszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

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MEMBER: NASD

Trading Market Levels Off

Continued from Page 14

Glenn Serafin for the \$12.5 million, nine-station Price Broadcasting sale. Blackburn & Company continues to lead in total sales this year, \$48.8 million, with Media Venture Partners nipping at its heels with \$47.2 million.

Brokered deals totaled \$91.8 million, off 9% from \$100.2 million in the third quarter of 1990. However, the number of stations sold through brokers rose 18%, from 63 to 74.

California far outpaced the other 49 states in station trading, with a total of 30 stations changing hands. Georgia was a distant second at 16, with Texas close behind at 15.

For the first three quarters of this year, transactions totaled \$527 million, down 38% from \$841 million a year ago. The number of stations traded fell 22%, from 997 to 781.



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LISTENERS
AND THEIR
FAVORITE
OLDIES
COME
TOGETHER!**

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GOLD
RADIO SHOW**

**THERE'S
A LIVE FIVE HOUR
ROCK AND ROLL PARTY
GOING ON EVERY SATURDAY
NIGHT ON WESTWOOD ONE.
THE ROCKIN' GOLD RADIO SHOW,
WITH YOUR HOST "HUMBLE HARVE,"
SWIMS, TWISTS, FRUGS AND OTHERWISE
ROCKS YOUR SOCKS OFF EVERY WEEK!
WITH LISTENER REQUESTS AND SPOTLIGHTS
THAT FOCUS ON YOUR LISTENERS' FAVORITE GROUPS
AND ERAS, THE ROCKIN' GOLD RADIO SHOW WILL
LIVEN UP EVERYONE'S SATURDAY NIGHT!**

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IN LOS ANGELES CALL 213-840-4000, OR FAX 213-840-4060. IN CANADA CALL S.B.S. AT 416-597-8529.

IT COULD ONLY COME  FROM WESTWOOD ONE

Radio Ad Spending Sinks In Resort Areas

Reduced vacation spending has hit the airline, hotel, and restaurant industries particularly hard. A survey of radio revenue trends in seven resort area markets shows radio stations are also suffering from the decline in recreational activity.

The Cape Cod, Las Vegas, Orlando, Palm Springs, Phoenix, Reno, and Tucson markets show a composite decrease of 5% in radio revenues for the nine months ended Sept. 30. Local business was off 5% and national business dropped 6%.

Diversification of the local economy held the declines down in the larger markets; sharper drops were recorded in the smaller, more tourism-exclusive markets. With fewer tourists in town and less vacationer money to chase, stations are finding it difficult to sell airtime at rates charged in "no vacancy" years.

—George Nadel Rivin, CPA
Miller, Kaplan, Arase & Co.

Viands Now GM At Country WKKX/St. Louis

Country WKKX/St. Louis has boosted GSM Bill Viands to GM. The station's been in receivership for almost a year and was recently acquired by Zimmer Broadcasting. WKKX has switched from mainstream Country to a "Hot Country" format targeted at 25-44s. Mike Anderson remains PD.

Viands joined as GSM on March 1, though he handled GM duties from the start. He told R&R, "WKKX is my favorite radio station. When the opportunity came up to be a part of the staff, excitement, and fun of it all, I jumped at the chance."

In a 30-year career with Cox, Viands managed KNDL-TV/St. Louis (1982-89), WIOD/Miami (1977-82), and WSB/Atlanta (1975-77), in addition to handling corporate duties in New York.

Zimmer owns six other stations in four other markets, including Missouri Country outlets KEZS/Cape Girardeau, KWOC-AM & FM/Poplar Bluff, and KCLR/Columbia.

Yoakam Pacts With Warner/Chappell



Reprise artist Dwight Yoakam has signed a worldwide publishing agreement with Warner/Chappell Music. The singer plans to launch a U.S. tour later this fall. Finalizing the deal are (l-r) WCM Sr. VP Rick Shoemaker and VP Michael Sandoval, Yoakam, and WCM Chairman/CEO Les Bider.

JENNINGS PD

KVI/Seattle Drops Gold For Talk

Golden West's KVI/Seattle has dropped SMN's Pure Gold and taken a News/Talk approach under former KING (AM)/Seattle programmer Brian Jennings, who fills the long-vacant KVI PD slot. KVI now faces both News-oriented KIRO, the market's long-time ratings champion, and KING, which features local call-in shows.

"The availability of both some really good syndicated Talk talent and Brian Jennings is what prompted the change," said VP/GM Shannon Sweatte. "Brian's track record made him the choice."



'Politically Incorrect'

KVI's lineup includes a morning newscast co-anchored by Jennings. From 9am-4pm, the station airs EFM Media's "Rush Limbaugh Show," which it added earlier this year, followed by Daynet's Alan Colmes and Barry Farber programs. Jennings is seeking a local talker for 4-8pm, while 8pm-midnight still features music, and the Daynet shows are replayed in overnights.

Jennings said the KVI post has restored his programming freedom. "I had become politically incorrect at KING. [The ownership] hated Rush Limbaugh, they hated [former KING PM driver] Mike Siegel. Here at KVI, I have complete freedom." Prior to his three years at KING, Jennings spent 17 years at KXL/Portland, where he began as a reporter and rose to OM.

New Rock WWCD/Columbus Names Mowery General Manager

Terry Mowery has been named GM at New Rock WWCD (CD 101)/Columbus, OH, following the station's purchase by Ingleside Investments. A former GM at cross-town Z-Rocker WRZR, Mowery replaces Gary Richards. Prior to WRZR, Mowery was LSM at nearby WNCI for three years.

Mowery told R&R, "We want to deliver a product that's entertaining, informational, fun, and that reaches people who really care about music. We'll deliver something very marketable and desirable as well. We've got a lot of good

young people at the station, but they need some leadership and direction. A lot of that will come from owner Roger Vaughan."

Other changes at CD 101: PD Kelli Gates trims an hour off her shift (it's now 3-6pm); middayer Dirk Dark adds Asst. PD duties; Carey Sutton grabs late-nights as parttimer Andy Davis takes overnights; and weekend Lisa Axe segues to Production Director, freeing Buzz (John) Fitzgerald to focus on MD chores. Wendy Steele, most recently on-air at WSHE/Miami, joins as Marketing Director.

UPDATE

Relativity Restructures

Labels Consolidate; Distribution Becomes RED

Change is afoot in Torrance, CA, home of Relativity Records and its distribution arm, Important Record Distributors (IRD). The label has absorbed sister imprints Combat and In-Effect, while IRD is now RED — Relativity Entertainment Distribution. RED will continue to work with other indie and major labels.

President Barry Kobrin said of the streamlining, "The common name eliminates any confusion by clearly establishing the relationship between label and distribution. RED and Relativity Records are taking new and established artists from their starting point to the winning finish line. Our agenda is the same as that of the major labels . . . we want to develop platinum acts."

Relativity's biggest acts of late have been Stu Hamm, Joe Satriani, and Steve Vai.

Perkins Directs A&M Urban Promo

At A&M, Iris Perkins is trading in her Director/Black Music Marketing hat for the National Urban Promotion Director cap. She'll work with VP/Black Music Promotion Don Eason on promotion strategy, supervise the urban staff's execution of that strategy, and liaise with the A&M sales and PGD branches.

Eason noted, "Iris is an essential element in the running of A&M's urban promotion staff. She's an experienced professional who understands our priorities and knows how to inspire our staff." Perkins joined A&M in 1988 as New York Local Promotion Rep, coming from the same post at Sugarhill Records. She remains in Manhattan.



Iris Perkins

Taylor Handles RCA Jazz Promotion



Michelle Taylor

Michelle Taylor has joined RCA Records as Director/National Jazz Promotion, reporting to Miller London, VP/Marketing, Black Music.

"The appointment of Michelle to our jazz division will expand our market share," said London. "Though we've had tremendous success in the past, her expertise in retail will further advance our growth in the jazz market."

Taylor will promote RCA's Novus and Bluebird labels to jazz radio and act as liaison to jazz retail accounts. She was previously Manager/Jazz Promotion at PolyGram, Jazz Promotion Manager at EMI, and assistant to the Promotion Director for Capitol's Blue Note label.

Pugh Joins WRXL/Richmond As PD

Former WKLS/Atlanta PD Bill Pugh, most recently a victim of the Atco-EastWest merger, has been named PD at WRXL/Richmond. He succeeds Jay Lopez, who recently exited the Capitol Broadcasting heritage rocker.

"Bill has the qualities to make WRXL — already a great radio station — even greater," remarked WRXL VP/GM Claire Shaffner-Stade. "His maturity, creative approach, and major market experience will ensure WRXL remains Richmond's No. 1 rock 'n' roll station."

Pugh programmed major market AORs for nearly a decade before joining Atco as National Director/Album Promotion nine months ago. He told R&R, "I knew things were going to get shaky, but I didn't expect it to happen this quickly. I'm just glad to get back into programming. This is a good company with good people, and there are no mergers happening here anytime soon." In addition to WKLS, Pugh's programmed WKDF/Nashville and WTUE/Dayton.

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#1 FEMALE ARTIST (VARIETY 7/8/91) #1 WOMEN 25-54 #1 AC/EZ/MOR LET US BE #1 IN YOUR MARKET

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COLORED MONEY BADD

the new single
"ALL 4 LOVE"

from
C.M.B.

The No.1, certified platinum album

Things are Badd all over: topping all the urban charts, topping all the pop charts. It's not a question of which came first; we're talking immaculate conception. From the No.1 double-platinum single, "I WANNA SEX YOU UP," to the numero uno fast approaching-platinum "I ADORE MI AMOR" (listen for the *all-Spanish* version), and now, "ALL 4 LOVE."

Produced by Howie Tee

Management: Adil Bayyan, Mylès Sanders/Good Management, Inc. in association with Ron Sweeney & Clarence Avant



©1991 Giant Records. Go, man, go!

THE STORM

GREGG ROLIE ♦ ROSS VALORY ♦ KEVIN CHALFANT ♦ JOSH RAMOS ♦ STEVE SMITH

THEIR FIRST SINGLE

"I'VE GOT A LOT TO LEARN ABOUT LOVE"

AOR TRACKS: 10

CONVERSION FACTOR: +34

#4 REQUESTED (38)

58 HEAVY ROTATIONS

INCLUDING

WIYY/Baltimore

KTXQ/Dallas

KSAQ/San Antonio

WYNF/Tampa

WRIF/Detroit

WFBC/Indianapolis

WLZR/Milwaukee

KUPD/Phoenix

...and many more!

NOW ON 60 TOP FORTY REPORTERS

INCLUDING

B104 add

WZYP add

WJLQ add

KTUX add

WIOG add

KF95 add

KFQX add

KQIZ add

KISR add

KCHX add

KG95 add

WIFC add

KPXR add

KTRS add

KFBQ add

KQIX add

KBEQ deb 33

WVSR deb 39

999KHI deb 21

WKRZ deb 37

WCGQ deb 34

Z104 deb 30

WRQN deb 27

KKRD deb 33

WNYP deb 35

WHTO deb 37

KLYV deb 40

Y94 deb 27

KMGZ deb 40

KEGL 31-28

JET-FM 21-17

WQUT 27-20 HOT

96STO 38-35

WJMX 35-31

KWTX 28-25

KNIN 31-21

WBNQ 30-27

KFMW 37-27 HOT

KMOK 29-23

OK95 37-31 HOT

...and many more!

THE STORM STRIKES WITH ALL THE THUNDER OF BIG-TIME RADIO ROCK AND ALL THE LIGHTNING OF A SUPERSTAR MUSICIANS' BAND. GREGG ROLIE (CO-LEAD VOCALS, KEYBOARDS) CO-FOUNDED TWO OF ROCK'S MOST SUCCESSFUL AND POPULAR GROUPS — SANTANA AND JOURNEY. AWARD-WINNING BASSIST ROSS VALORY AND MODERN DRUMMER MAGAZINE'S BEST ALL-AROUND DRUMMER STEVE SMITH WERE JOURNEY'S RHYTHM SECTION THROUGH NUMEROUS TOP 10 MULTI-PLATINUM ALBUMS.

BUT THIS IS A DIFFERENT TIME AND THE STORM IS A DIFFERENT BAND — WITH ITS GENESIS IN ROLIE AND CO-LEAD VOCALIST KEVIN CHALFANT (WHO'S WRITTEN SONGS FOR CHER AND STARSHIP), PLUS GUITAR ACE JOSH RAMOS. ON ITS SELF-TITLED DEBUT ALBUM ON INTERSCOPE RECORDS, PRODUCED BY BEAU HILL (WHO'S HELMED MULTI-MILLION-SELLING ALBUMS FOR WARRANT, RATT AND WINGER). THE STORM HOWLS AND ROARS — AND ROCKS 'N' ROLLS.



PRODUCED & MIXED BY BEAU HILL
Management: Herbie Herbert & Scott Boorey



NEWSBREAKERS®

WGKL/Charlotte Flips Gold-CHR

This Monday (10/14), Adams Gold WGKL/Charlotte became CHR "95 Double Q." The station kicked off the new format by promising to play 25,000 consecutive songs and give away \$25,000. Pending FCC approval, the new calls will be WAQQ.

According to station President/GM Andrew Ashwood, "Our research indicated there was a hole for mainstream CHR. While most CHRs have depended on rap and dance, we'll lead with R.E.M., the Cure, Smithereens, and EMF. People here have a desire for modern rock in the music blend."

Ashwood, who's also Adams's VP/Programming, is overseeing programming during the start-up. Assisting are OM Kraig Hayden and MD Steve Meade, who was hired from crosstown CHR WCKZ.

Among persons 12+, WGKL ranked 17th (0.8) in the spring Arbitron and 19th (0.7) in the summer Birch.

King For A Day



Justice Records artist Herb Ellis (r) was honored at a reception after Los Angeles proclaimed September 19 Herb Ellis Day. Celebrating with the King of Swing are KLOM/L.A. air personality Bubba Jackson (l) and Justice founder/President Randall Jamail.

KSAC/Sacramento Trades Beethoven For Ballgames

After three years as a stand-alone Classical AM, KSAC/Sacramento has switched to an all-Sports format. Jeff Kramer remains as PD.

KSAC is carrying a mix of syndicated sports talk and play-by-play broadcasts, including Denver

Broncos and Notre Dame football, L.A. Kings hockey, and NASCAR auto racing. Most of the talk is provided by the Las Vegas-based Sports Entertainment Network. "We'll add more local features as we determine what people want," said GM John Stolzenburg.

LETTERS

Balon Rebukes Aided Recall Rebuttal

I read with interest Bill McClenaghan's response (R&R 10/11) to my aided recall piece. I disagree with each point and would like to address them in order.

1. "Respondents would use the roster once and then forget it." Even if that were true, and I doubt that it would be, so what? Once is better than none at all if it makes the task easier. This is particularly true if the respondent is filling out the diary for the first time (perish the thought) on a Wednesday night. Also, Bill points out that as many as 200 stations could be listed. Again, a respectful so what? Have you ever looked at the number of stations listed in TV Guide or the cable section of the newspaper?

2. "[The roster] is certainly not going to guarantee the correct reporting of call letters, etc." If I'm a listener and I'm confused about a station that I listen to, the roster would certainly help me because I'll look it up and find it. So, somebody will get the credit, as opposed to a situation where the call letters and dial position don't benefit anybody and the diary gets thrown out (as is often the case now).

3. "Radio does not need a guide to listening." McClenaghan states that in radio, the station's format is the "program." This is one of the big problems in radio today. Stations need the "Bob Smith Show" and the "Joe Frank Show." Stations desperately need guides.

4. "How warm are [station managers] going to feel when their stations aren't listed first [on the roster] . . . ?" If I was a new station or if I'd just changed call letters, I would be delighted to be listed anywhere. To avoid a rash of stations changing their call letters to KABA to get at the top of the roster, change the order with every month's diaries.

5. "How happy would the station managers be to learn their station is listed on only one of the metro rosters?" OK, it gets a little sticky here.

Why not list the stations by ADI? Stations that comprise the metro TSA are listed first? Listeners would be told that "below the line" stations are not in "their city" but can still be heard. If a station heard isn't listed, it can still be entered anyway.

6. Bill raised concerns about listening bias, that it would be impossible to provide an equal rotation of call letters using a roster. It would be difficult to avoid a rotational bias in listing stations. But what the hell, anybody whose name begins with a Z or W has experienced rotational bias his or her entire life.

7. "A vote for aided recall is a vote for Arbitron diary research. Aided recall won't work with a telephone interview." While I agree it's impractical to read 100-150 stations over the phone, perhaps this could necessitate a new methodology for Birch. Perhaps . . . a roster could be sent to that person, then the follow-up interview could proceed as it normally does.

B. "The fact that aided recall is not in use today speaks for itself." Do Arbitron and Birch currently use "good" research? Because the agencies support it, does that mean they totally embrace the methodology? Come on Bill, aren't we being a trifle naive here? The current process for confirming the nominations of Supreme Court justices has been in place a long time as well, but that doesn't mean it's good.

I'm on the lookout for anything that will present a truer picture of radio's audiences. I think any methodology that uses top-of-mind recall as its primary source understates audiences and hence, in the long run, diminishes national perceptions of the medium. Barring the introduction of an electronic measurement system, I most emphatically think that some form of aided recall could and should happen in American radio.

—Rob Balon

Reports Of KTRT's Demise Have Been...

I am amazed — but not surprised — to see [News/Talk] KTRT on your list of stations which are distressed and off the air.

In fact, we leased the time on this station from its previous owner in March 1990 and returned it to the air in conformance with the terms of the Special Temporary Authority to be dark, which had been issued by the FCC. The license was subsequently transferred to us on August 16, 1990, and we have filed every required report to the FCC ever since.

Last summer, the FCC sent us a letter telling us we were off the air. I responded with both a phone call

and a letter. Last week, I got a phone call from a lawyer at the FCC who told me he was about to press a button and wipe us out of the FCC's database because they still didn't believe we were on the air. He now believes it.

Despite the best efforts of Arbitron to misstate our actual listening audience — they say we don't exist, despite an average of 200 calls a day — we are most definitely on the air!

Just wanted to set the record straight.

—Fred M. Weinberg
President/GM
KTRT/Tulsa

VAN HALEN



THE FIRST SINGLE "TOP OF THE WORLD"

TWO-MILLION ALBUMS LATER—
THE SOLD-OUT TOUR CONTINUES!
MID-OCTOBER THROUGH CHRISTMAS

4th WEEK!
CHR CHART DEBUT **39**
OVER 80 DEBUTS IN 3 WEEKS

TRACK: **1**

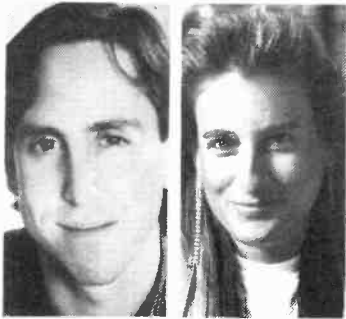
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(LIVE AND STUDIO)
ADDED IN EXCLUSIVE ROTATION

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Records

● **JON COHEN** is appointed Regional Promotion & Marketing Manager for New England and Upstate New York at SBK Records. He switches from the National Manager/Video Promotion post.



Jon Cohen Nancy Levin

● **NANCY LEVIN** has been tapped as National Promotion Manager at Reprise Records. She segues from National Singles Promotion Manager.

● **BOO FRAZIER** is named National Urban Retail Sales Director at A&M Records. He segues from the Urban division's National Director Field Operations post.



Boo Frazier Patricia Morris

● **PATRICIA MORRIS** has been appointed National Tour Manager at Charisma Records. She moves from the label's Press & Artist Development Coordinator position.



Susan Arick Chris Wheat

● **SUSAN ARICK** is upped from Publicist/West Coast to Manager/West Coast Publicity at RCA Records. Concurrently, **CHRIS WHEAT** is named Manager/East Coast Publicity and will head up the Metal Press department. Prior to this, he was Special Projects Consultant at Warner Bros. Records.

● **SIG SIGWORTH** has been upped from Director to Sr. Director/International Marketing at IRS Records. Concurrently, **LAURA SELWYN** has been promoted from Director/Manufacturing to Sr. Director/Manufacturing & Production.

● **ANN BRUBAKER** is hired as Director/International Marketing at Atlantic Records. She comes from Warner Home Video, where she was International Marketing Manager.

National Radio

● **JANET FISCHER** has been named Manager/Affiliate Sales at CBS Radio Programs. She most recently served as Manager/Entertainment Programming at ABC Radio Networks.

● **CBS RADIO NETWORKS** will present "Health Care In Crisis," a 15-part series anchored by CBS News correspondent Dan Rather, on October 26-27; (212) 975-3774.

Industry

● **VAL CAROLIN**, Chicago Office Manager at CBS Radio Representatives, has added Central Regional Manager duties, which include the Minneapolis and St. Louis regions. Concurrently, **MICHAEL YOUNG**, Eastern Regional Manager, has assumed responsibility for the Philadelphia and Atlanta regions.

● **ALLAN RIDER** has been tapped as President of Left Bank Publishing. He was formerly GM of Almo-Irving/Rondor Music.

● **LISA GOTTHEIL**, former Rough Trade Director/Publicity, has become a partner at Formula, an artist development and publicity firm.

● **HUGH MORRIS** and **MISSY ELMORE** have formed Morr & More Creative, a firm aimed at writing and producing radio spots. The company can be reached at: 2820 7th Avenue North, Great Falls, MT 59401; (406) 761-5945.

PROS ON THE LOOSE

Steve Becker — Morning sidekick WBT-FM/Charlotte (704) 525-7324

Chris Cimmino (aka **Stan Hammer**) — Overnights WPKX/Springfield, MA (203) 354-3919

Ed Dravecky — Asst. MD/overnights WKXJ/Chattanooga (205) 883-9944

Erik Garcia — Nights KFMK/Houston (713) 728-8873

Phil Guerini — Regional Dir. EastWest Records America (704) 563-0912

Liz ("Party Marti") Ryan — Evenings WMTX/Tampa Bay (813) 443-2411

Sandy Scott — MD/middays KAKS/Amarillo (806) 352-2084

Todd Taylor — Nights KAKS/Amarillo (806) 352-4470

Changes

Tom Frawley and **Rick Leslie** are named AEs at WPRD & WMGF/Orlando.

Barrie Conway has been appointed Director/Business Affairs Administration at RCA Records.

Bill Kennedy is hired as Director/National Accounts at Hollywood Records.

Madelyn Cousin is promoted to Manager/Operations & Administration at PolyGram Classics & Jazz.

Kim McKenney has been elevated to Singles Specialist at WEA/Atlanta. Concurrently, **Andrew Stone** becomes In-House Marketing Rep at WEA/New York. Also, WEA/San Francisco has made the following appointments:

Shelly Berger has been promoted to Sales Rep, **Mitch Walker** and **Kris Morrow** have become Singles Specialists, and **Jason Rubinstein** has replaced Walker as Account Merchandising Rep.

Marsha Tannenbaum has been tapped as Associate Director/Licensing at EMI Music Publishing.

Ken Pedersen has been hired as Finance Director at EMI Music Operations.

'Stranger' Days



Mercury recently threw a bash to mark the release of Richie Sambora's solo debut, "Stranger In This Town." Partying down at NYC's Boathouse are (l-r) label Co-President Mike Bone, Sambora, Mercury VP Jim Lewis, manager Doc McGhee, band member David Bryan, and label Co-President Ed Eckstine.

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You have until October 31st to enjoy the fruits of your labor.



Final Call For Entries.

They threw tomatoes at your first script. Your revision was a lemon. But you worked through several lunches, missed a few home-cooked meals and finally turned that radio spot into a peach.

Now it's time to enter it in the 7th Annual Sunny Creative Radio Awards. America's largest, most prestigious radio-only creative competition.

This year, the Sunnys are accepting entries from all

across the nation. Which means the top banana could come from the Big Apple, Orange County or even the Garden State.

But to avoid a big case of sour grapes, you'd better enter soon. Because after October 31st, you'll be plum out of time.

For more information, call the SCBA at (213) 466-4481.



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MANAGEMENT

SIX STEPS

Improve Your Credibility

There's one in every office. You know the type — he or she always has the best ideas and asks the right questions during meetings. You too can be credible and respected . . . if you follow these six suggestions from Janet Lobsenz, writing in the Trenton, NJ-based *School Leader* newsletter:

- **Do your homework.** The strongest person in the conference room is the one with the most information and the one who knows the issues.

- **Ask the right questions.** Get to the heart of the matter — don't just repeat someone else's perceptions.

- **Be polite.** Even if you disagree with a co-worker, stick to the issues and stay away from personality clashes. Don't bicker and don't burn bridges.

- **Smile.** A pleasant participant is more believable than a nasty one.

Take Beefs To The Top

Got a problem with your job, boss, or company? Don't complain to your co-workers or subordinates.

Marion Laboratories CEO Ewing Kauffman says that complaining to those beside or below you not only solves nothing, but also hurts morale.

If you have a serious problem, take it to your boss or — if necessary — to the head of the company. Remember: a problem isn't a problem unless you're willing to take it to the top. Otherwise, keep your complaints to yourself.

First, win over your colleagues; then ask for acceptance of your ideas.

- **Be open.** Don't be afraid to admit you don't know something. If your boss or co-workers need more information, tell them you'll get back to them.

- **Be flexible.** Don't be afraid to change your mind because of new arguments or information. Stick to your point for the right reason — logic — not to curry favor with the boss.

FIVE TIPS

Gaining Your Employees' Confidence

Trust is an essential ingredient in manager/employee relationships. Without it, you won't earn workers' respect, much less be able to persuade them.

Writing in the Englewood Cliffs, NJ-based *Conversational Power* newsletter, James Van Fleet suggests the road to gaining your staffers' trust starts by taking the following five steps:

- Never making promises you can't keep.
- Making accurate and truthful statements.
- Never making decisions you can't support.
- Accepting blame if you're wrong.
- Never issuing orders you can't enforce.

Top Ten Office Taboos

Four out of five male and female managers surveyed recently agreed Kissing in the workplace is *definitely* inappropriate behavior. For the remaining top nine office taboos, check the following chart:

Taboo	Percentage of managers who agree
Ethnic jokes	84%
Sexual jokes	83%
Swearing	69%
Short skirts	64%
Sandals	61%
Smoking	61%
Touching	42%
Hugging	40%
Long hair on men	30%

Source: Working Smart

Leader's First Instinct: Solve The Problem

When a problem arises, do you try to find out who's responsible for it . . . or do you take steps to solve it? A true leader's instinctive response isn't to place blame, but to solve the problem, says Dr. Charles Garfield, author of the study "Peak Performers: The New Heroes Of American Business."

Once the problem's solved, the true leader looks for ways to keep similar mishaps from happening again. As a result, employees aren't so intimidated that they hide problems until they become impossible to disguise. Instead, they'll bring dilemmas into the open right away — and give their best in times of crisis.

Ask Permission To Criticize

Criticism is more effective if you first ask workers if they want to hear it, claims Paul Thornton, author of "Lessons From The Best Managers: Simple And Proven Techniques That Produce Big Results" (\$12.95/International Information Associates).

Be careful how you ask, however. "May I give you some feedback on your performance?" is one way to solicit permission, to tell

employees you care about them, and to put the discussion in a positive light.

If they grant permission, your criticism will be more readily accepted. Make it constructive by being specific about what went wrong and offering suggestions for improvement. (The sooner feedback follows an event, the better.)

If they deny permission, they're probably too defensive to listen anyway.

DATELINE

- **October 23** — John Bayliss Foundation Dinner. Plaza Hotel, New York City.

- **October 24-27** — CMJ Convention. Vista Hotel, New York City.

- **October 27-29** — Third Annual EPM Entertainment Marketing Conference. Universal City Hilton & Towers, Los Angeles.

- **February 25** — 34th Annual Grammy Awards. Radio City Music Hall, New York City.

- **March 4-7** — 23rd Country Radio Seminar. Opryland, Nashville.

- **March 13-16** — NARM Convention. New Orleans Marriott.

- **April 13-16** — 70th Annual NAB Convention. Convention Center, Las Vegas.

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- **November 2** — Holland Cooke Broadcast News Career Seminar. Warwick Hotel, New York City.

1992

- **January 19-23** — MIDEM '92. Palais des Festivals, Cannes.

- **January 26** — Super Bowl XXVI. Metrodome, Minneapolis.

- **January 29-February 1** — Ninth Annual Pollack Media Group Programming/Management Conference. J.W. Marriott, Century City, CA.

- **January 30-February 2** — RAB Managing Sales Conference. Opryland Hotel, Nashville.

- **February 13-15** — Gavin Seminar 1992. Westin St. Francis/Union Square, San Francisco.

- **May 27-31** — AWRT's 41st National Convention. La Posada, Phoenix.

- **June 11-13** — R&R Convention '92. Century Plaza Hotel, Los Angeles.

- **June 14-17** — BPME & BDA Conference & Exposition. Washington State Convention & Trade Center, Seattle.

- **June 18-20** — Talk Show Host Convention. Mayflower Hotel, Washington, DC.

- **June 25-27** — Bobby Poe Convention. Sheraton Premiere, Tysons Corner, VA.

- **July 16-19** — Upper Midwest Conclave. Radisson Hotel South, Bloomington, MN.

- **September 23-26** — CMA Awards. Grand Ole Opry, Nashville.

- **September 23-26** — RTNDA 47th International Conference & Exhibition. Convention Center, San Antonio.

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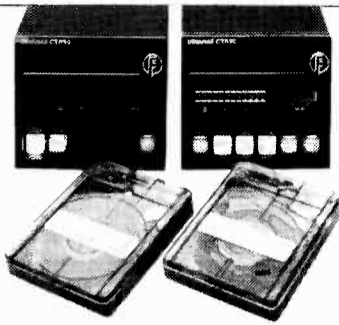
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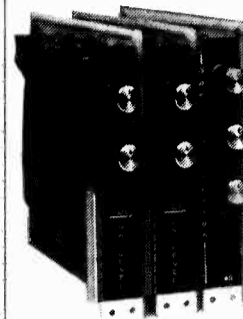
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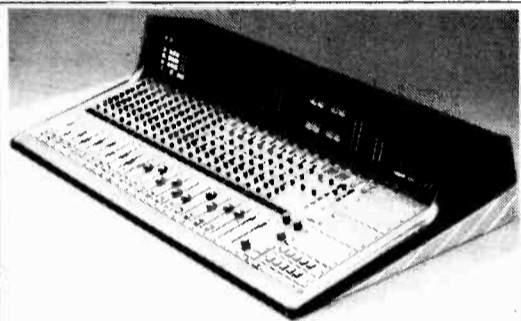
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LIFESTYLES

The Leisure & Shopping Habits Of The U.S. Male

70% Listen To Music For Leisure

The majority (70%) of American men are interested in spending their leisure time listening to music. That's only 17% fewer than the percentage (87%) who watch TV to relax, and a mere 5% below those who watch professional sports (75%).

Men also say they like to spend their leisure time watching movies and traveling in the U.S. (both 73%), playing sports (61%), traveling abroad and cooking (44%), reading novels (42%), and watching live theater (37%).

Shop Around

When men aren't working or in-

dulging in any of the above activities, what are they doing? Shopping. Because men are staying single longer and helping at home more when they are married, they are getting into the stores more often.

A majority (55%) of U.S. males said they shopped for groceries last weekend. Meanwhile, 31% went to the mall, 20% went clothes hunting, and 15% shopped for fun.

Among men age 18-29 the percentages are even greater: 58% grocery shopped, 38% visited the mall, 25% looked for clothes, and 20% shopped just for the thrill of it.

Source: Roper Organization; NYC

More Men Seek Facelifts

Knifestyles Of The Rich And Famous?

Is that twinkle in your fatherly GM's eye due to a new account — or simply the result of a skilled cosmetic surgeon? It's getting increasingly hard to tell these days as more male executives are sprucing up their image with eyelid surgery, hair transplants, and similar operations.

Although women still account for the majority of the estimated \$1-billion-per-year cosmetic surgery market, the number of males seeking surgical enhancements has grown 10% during the past four years (from 20% to 30% of all operations), according to the Arcadia, CA-based American Academy of Cosmetic Surgery.

Many men say career concerns play a role in their decision to have surgery — whether to improve the chances of landing a new job, attract new clients, or avoid losing a job to a younger competitor.

Following is a complete look at the number of men who underwent various cosmetic operations last year and the percentage of all such operations performed on men:

Procedure	Number Done On Men	% Of Procedures Done On Men
Hair replacement	62,902	100.0%
Nose reshaping	41,806	26.4
Liposuction	37,719	19.9
Eyelid surgery	33,614	20.7
Collagen Injections	14,317	7.1
Facelifts	13,687	15.0
Dermabrasions	10,584	22.1
Ear pinning	8,278	50.8
Chin augmentation	7,354	22.1
Chemical peel	2,201	2.8

Additional source: American Society of Plastic and Reconstructive Surgeons

25-34s Vs. 35-44s

If you're targeting 35-44s, take note: This demo spends more on shelter, apparel, autos, life insurance, and entertainment than any other 10-year age group.

American Demographics recently compared the spending habits of 35-44s with the habits of 25-44s using the Bureau of Labor Statistics' 1989 Consumer Expenditure Survey.

The products and services on which 35-44s spend a great deal more than 25-34s fall into three categories — owning a home, raising children, and protecting both.

Following is a list of 10 selected categories with the greatest differences between the average expenditures by 25-34s and their big-spending 35-44 counterparts:

Expenditure Category	Percent Difference
Elementary/high school tuition	506%
Cemetery lots/vaults	381
Contributions to political organizations	351
Funerals	328
Lawn/garden services	277
Housekeeping services	219
School lunches	194
Owned vacation homes	185
Computer software for non-business	175
Recreational lessons	166

Women Become Major Music Market Segment

Spend \$4.9 Billion On Audio Equipment; Buy 252 Million CDs, Tapes & Records

Women comprise a significant portion of the market for music and audio equipment. According to Simmons Market Research Bureau, American women spent \$4.9 billion — 50% of the total spent — on audio equipment in 1990.

Furthermore, Simmons claims that women were responsible for buying more than 252 million CDs, tapes, and records — the majority of pre-recorded music sold in America last year.

Meanwhile, a 1990 survey of 1180 women conducted by *Mademoiselle* magazine sounded the following musical notes:

- 82% are directly involved in audio equipment purchasing decisions; 40% decide completely by themselves
- 82% own some type of audio equipment
- 82% own a portable stereo/cassette player
- 75% listen to music at least two hours a day
- 63% own stereo speakers
- 55% own stereo receivers
- 49% of women invested over \$1000 in audio equipment; 77% spent at least \$500
- 49% own CD players
- 44% own component rack systems

- 31% own graphic equalizers
- 25% intend to buy a CD player within the next year
- 12% intend to buy a component rack system.

Femographic Facts

Back in the colonial days, American women averaged about eight births each. By 1988, that figure had declined to 1.9.

During the last 50 years, however, the number of single mothers has increased tenfold. In 1987, 900,000 single women gave birth.

Those are just some facts about women gleaned from the "Statistical Handbook On Women in America" (\$54.50/Oryx Press). Read on for more "femographics":

- More women are graduating college. In 1987, 23% of U.S. women earned college degrees; only 11% completed college in 1970.
- Women with higher education are more apt to return to work after childbirth. Only 34% of females who didn't finish high school returned to the work force as opposed to the 60% of those with higher levels of education.
- Half of all women with babies (2 million mothers) worked in 1988. This figure was only one-third in 1976.
- Women are taking their time getting down the aisle. In 1988, 60% of females in their early 20s were single. Only 11% of women in the same age range were unmarried in 1970.

Advertising In The Toilet?

For advertisers, there's nothing like a captive audience. And the *Wall Street Journal* reports that a growing number of agencies are finding that captive crowd in the bathroom.

Somewhat euphemistically referred to as "indoor billboards," restroom ad campaigns usually target the 21-40 set who frequent

restaurants, clubs, and other trendy hot spots. Typical restroom ads run \$50-\$100 a month per site and are bought by local shops, attorneys, and regional businesses.

Bathroom advertising growth certainly hasn't stalled within the last three years: The number of agencies selling indoor billboards has leaped from about 15 to 100.

Easiest to Start

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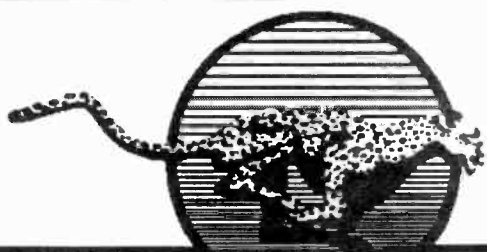
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STREET TALK[®]

FCC To Probe WHFS?

The charges of fraud and plugola leveled against **Duchossois Communications' AOR WHFS/DC** apparently have drawn the **FCC's** attention. Former 'HFS NSM **Patti Ebbert** — who made the allegations in a \$3 million-plus wrongful termination suit (**R&R 10/11**) — tells ST the Commission has been in touch with her lawyer. Ebbert says she'll cooperate in any FCC probe and hints that she has even more dirt on the station.

FCC Enforcement chief **Chuck Kelley** had no comment on the affair, explaining, "We don't discuss investigations — or non-investigations."

'HFS GM **Alan Hay** told ST he's heard nothing from the Commission, adding, "They can investigate away — we're very comfortable."

A whole lotta Orlando outlets are just a wee bit miffed with **TK Communications' WHOO & WHTQ's** tactics in an apparent attempt to unearth some sensitive information from the competition.

The *Orlando Sentinel* reported that TK officials claiming to be executives with San Antonio-based "Sports Marketing Inc." approached 10 stations to discuss media buys for a soon-to-open sporting goods store.

However, one of the GMs became suspicious and quickly discovered that the phone number on the Sports Marketing business card rang the offices of **KZVE/San Antonio** (which just happens to be owned by TK). Before the word got out, some of the duped stations had turned over rate cards, promotion budgets, and advertising plans to the Sports Marketing gang.

WHOO & WHTQ VP/GM Frank Tenore didn't bother to return ST's calls, but told the *Sentinel* his station was simply on a recruitment campaign for prospective salespeople and did not intend to garner competitive information.

Rumors

- With **WEGX/Philly** APD/MD **Jay Beau Jones** headed for the PD chair at **WKSS/Hartford**, what about **KDWB/Minneapolis** APD/MD "Mr. Ed" **Lambert** bolting to Philly as **Brian Phillips's** right arm? Or will he hitch himself to the vacant **Z104/Madison** PD post?

- **WDJR/Dothan** PD/mornings **Kelly McCann** and Prod. Dir./afternoon driver **Randy Rhodes** exit for recently purchased Gold **WBKL**. Could there be a format flip in store 'fore Halloween?



SPORTS SNORTS — **WEBN/Cincy** Sports Commando **Wildman Walker's** hopes for a release from his billboard prison were dashed Sunday by the **Dallas Cowboys**, who beat the winless **Cincinnati Bengals**, 35-23. Walker's billboard sit will now reach at least 48 days. (A similar stunt last year by **KRFX/Denver** sports nut **Rich Goins** lasted but 33 days.) In the meantime, Walker's residency has brought him some truly incredible ink, including the editorial cartoons in the *Cincinnati Enquirer* and the *Cincinnati Post* reproduced respectively above.

In a similar display of stark raving talent and good sportsmanship, **WGOR/East Lansing's** **Wilde Bunch** morning team of **ND Erin Brady (l)** and air talent **Jonathan Wilde (r)** made good on a promise to do their **Monday (10/14)** airshift in the nude, seeing as how the **Michigan State Spartans (0-5)** lost again last Saturday. Naturally, the dynamic duo intend to keep this nude Monday tradition alive until the Spartans win one for the little Gipper.

Tenore promised to return the info with apologies to all. But the Florida state attorney has acknowledged receiving complaints from some Orlando stations and is reviewing them.

Tom Owens — GM at crosstown **WDIZ** (**WHTQ's** primary competitor) — noted, "We didn't tell them anything we wouldn't tell any

Continued on Page 33

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- *Alternative emphasis track: Kate Bush--“Rocket Man”*



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the
new
single



STREET TALK®

Continued from Page 28

other potential advertiser. We didn't give them any trade secrets. If I had, I'd be a lot more pissed off than I am now. As it is, I find the whole thing rather comical."

Arbitron Apologizes

Arbitron apologized last Tuesday (10/8) for "misleading the radio listeners of Syracuse regarding **WAQX (95X)**."

Turns out 95X is one of many stations to use a controversial direct mail piece by **Impact Ratings** which — in words similar to Arbitron's diary — requests recipients to listen to a particular station for an hour.

In a September 26 *Syracuse Herald-Journal* story questioning the survey's validity — 95X's competitors feel it's misleading — Arbitron's **Shelly Cagner** is quoted as saying, "It's a marketing ploy . . . It's not really research."

ST hears 95X, an Arbitron subscriber, was none too pleased with Cagner's comments and threatened to terminate its agreement with the ratings service unless an apology was forthcoming.

Rumbles

- **KC101/New Haven MD Tom Poleman** has been named **APD** at **KRBE/Houston**, where MD **Cheryl Broz** resigns. Music duties will now be handled by PD **Steve Wyrostok**, Poleman, and others at the station.

- **Pam Hall** becomes the new MD at **WHUR/DC**. The move reunites Hall, most recently an indie record promoter, with 'HUR PD **B.K. Kirkland**; they previously worked together at **WBLS/NY**.

- **KJQN/SLC** ups **AMD/late-night rocker Don Casual** to MD/afternoons. Meanwhile, PD **Mike Summers** relinquishes the midday slot to **Andrea Gappmayer**, coming from crosstown **KZOL**. Also, **Gina Barberi** moves from overnights to late-nights and **Chet Tapp** — formerly of **XTRA/SD** — joins for overnights.

And over at crosstown **KUTQ**, ND **Sheila Nardone** adds APD duties and **Mick Martin** becomes MD.

- **Bill Garcia**, formerly with Chicago's **WLS** and **WJMK**, is the new evening talent at Windy City Country outlet **WUSN**.

- **Rick Church** becomes the new PD at **KQDS/Duluth**.

- **Tom Jackson** succeeds **Chuck Holloway** as PD at **WKZL/Winston-Salem**.

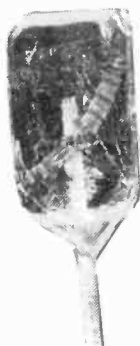
- **WACO-AM & FM/Waco, TX MD John Q. Morris** adds PD duties and moves from afternoons to mornings. **Greg Sax** joins for afternoon drive, coming from swing at **KEGL/Dallas**.



A Tasty Little Sucker

Remember those tequila-flavored lollipops complete with an actual beetle larva that's been quick-fried to a crispy golden brown? They're *baaaackkk!*

Just 134 days after the delectable confections were spotlighted in our Overview "Lifestyles" section (**R&R 6/7**), the sugar-insects maniacs at **Fiction** (distributed by **Atco/EastWest Records**) slapped the suckers with custom wrappers touting the band **Candyland** and their "Suck It And See" LP, winging the buggers to selected programmers, and worming their way into the ranks of **Promo Item O' The Week** winners in the process.



Arbitron responded by *buying an ad* in the *Herald-Journal* stating, "Arbitron acknowledges its representative had no basis for characterizing the survey as something other than bona fide research . . . Arbitron apologizes for misleading the radio listeners of Syracuse."

New York Post radio columnist **Jill Brooke** dialed the ST "fun-fone" to take exception with our handling of last week's item concerning **Mojo/NY**.

Although **Mojo VP/Prog. Tom Cuddy** vehemently denied Brooke's claim that the station was considering a format change, she stands by her story, pointing out crosstown **WCBS-FM** legend "Cousin" **Brucie Morrow** confirmed he'd been approached "unofficially" by **Mojo** execs two months ago.

Rumors turn to reality as **Z100/NY** afternoon driver **Elvis Duran** jumps to **B93/Austin** as PD/mornings. He replaces former PD **Lisa Tonacci** and morning man **Mike Butts**, who recently departed.

Meanwhile back at crosstown **KHFI**, MD/nights **Jay Michaels** exits for **KNNC**, the

Continued on Page 34

the farm

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102/13

PWR95 25-23
KRBE 20-17
WNVZ deb 33
Q105 30-28
WDFX 17-14
KDWB deb 30
KS104 14-13
KKRZ add
KPLZ 15-13
KUBE deb 28
WIKZ add

WERZ add
999KHI 33-28
K96.7 31-25
WCGQ add
WBBO 34-26
WOKI 30-25
WDJX add
XL1067 21-16
WRVQ add
KTUX 26-22
WRQK deb 22

HOT947 17-12
WPXR 23-18
96STO add
KKSS add
KF95 24-19
KLUC 10-7
KWOD 10-8
HOT949 22-18
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LITA FORD

"shot of poison"

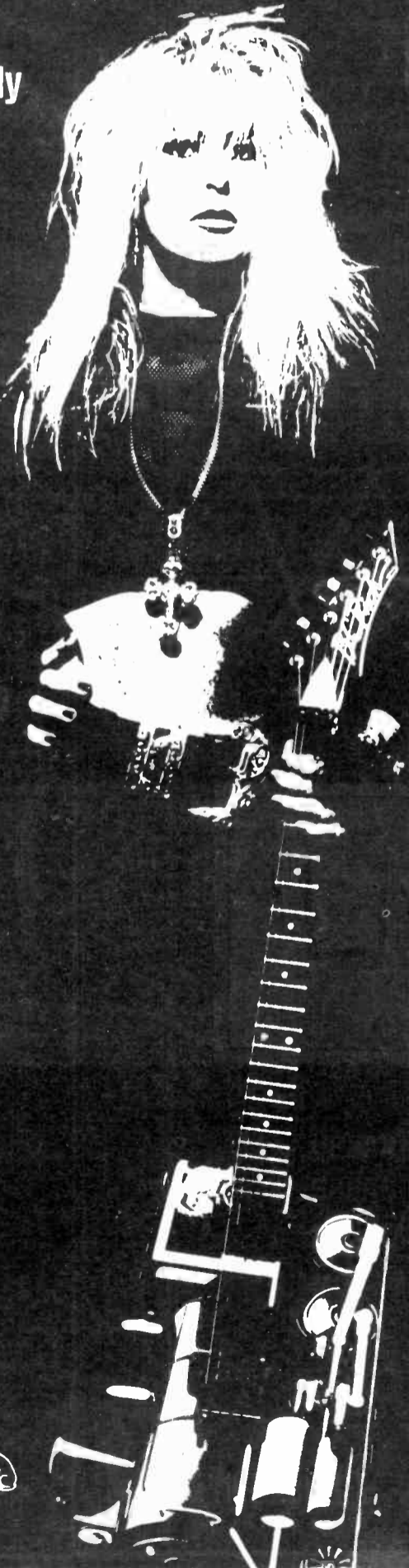
First Week Action 74/74

#2 Most Added Nationally

#1 Most Added East & West

Just Added!

Active Rotation



Management:
Danny Goldberg
and Ron Stone
For Gold Mountain
Entertainment

Producer:
Tom Werman



BMG

STREET TALK®

Continued from Page 33

Austin New Rock set to debut November 1. **Bo Nasty** — who recently traded weekends at 'HFI for a stint at **KIOC/Beaumont** — returns to fill the night slot; afternooner **Willie B.** takes interim MD duties.

Incidentally, ex-**93Q/Houston** dude **John Gray** was recently heard over the 'HFI airwaves operating under the *nom de air* Elvis Duran!

◀ '48 Hours' On Radio Rescheduled ▶

At presstime, that hotly anticipated "48 Hours" episode on radio — which was discussed in detail here last week and was set to air October 16 — is scheduled to be preempted by the National League baseball playoff game.

CBS-TV tells ST the show has been reset to air December 4.

Rumors out of Mobile indicate **Power 99/Atlanta** APD/morning co-host **Leslie Fram** will return to **WABB** to become VP/Prog. for parent **Dittman Group**. (ST also hears this won't happen.)

Meanwhile, will **Will Pendarvis** — currently MD at **FM100/Memphis** — also return to **WABB** as MD/afternoon driver? And what — if indeed *anything* — does this mean to current **Dittman VP/Prog. Mark St. John**?

After nine years with **Jefferson-Pilot** Country **KSON/SD**, APD/afternoon personality **Mike Brady** exits for the PD post at new Country station **KSKS/Fresno**. Former **KSKS** PD **Jim Nelly** retains the APD/middays reins; Brady will do an (undetermined) airshift as well.

Back at **KSON**, parttimer and former **B100/SD** PD **Mike Novak** takes over afternoons, and overnigher **John Peterson** segues to evenings as **Dave Love** exits. The overnight slot remains open.

Incidentally, Fresno's other recent Country convert — **AC KMMA** — has changed calls to **KCML** and the braggin' rights to call itself "Camel Country."

Longtime CHR **KZOZ/San Luis Obispo** flipped Monday (10/14) to Classic Rock. The call letters remain in place, as do PD **Sam Jackson** and his staff. The handle switches from "Z93" to "KZOZ-FM."

▶ The Party Hog Fax ▶

Those persistent format-flip rumors emanating from **KHYI (Power 95)/Dallas** went into heavy rotation this week after an official-looking fax arrived claiming the station would switch from CHR to *heavy metal* as **KXRK (X-Rock 95)**.

Bearing the Power 95 logo, the "press release" reported X-Rock — "The Party Hog" — would feature the music of **Motley Crue**,

Continued on Page 36

Drew Friedman's Private Files



Rush Limbaugh prepares for his show.

© 1991 Drew Friedman



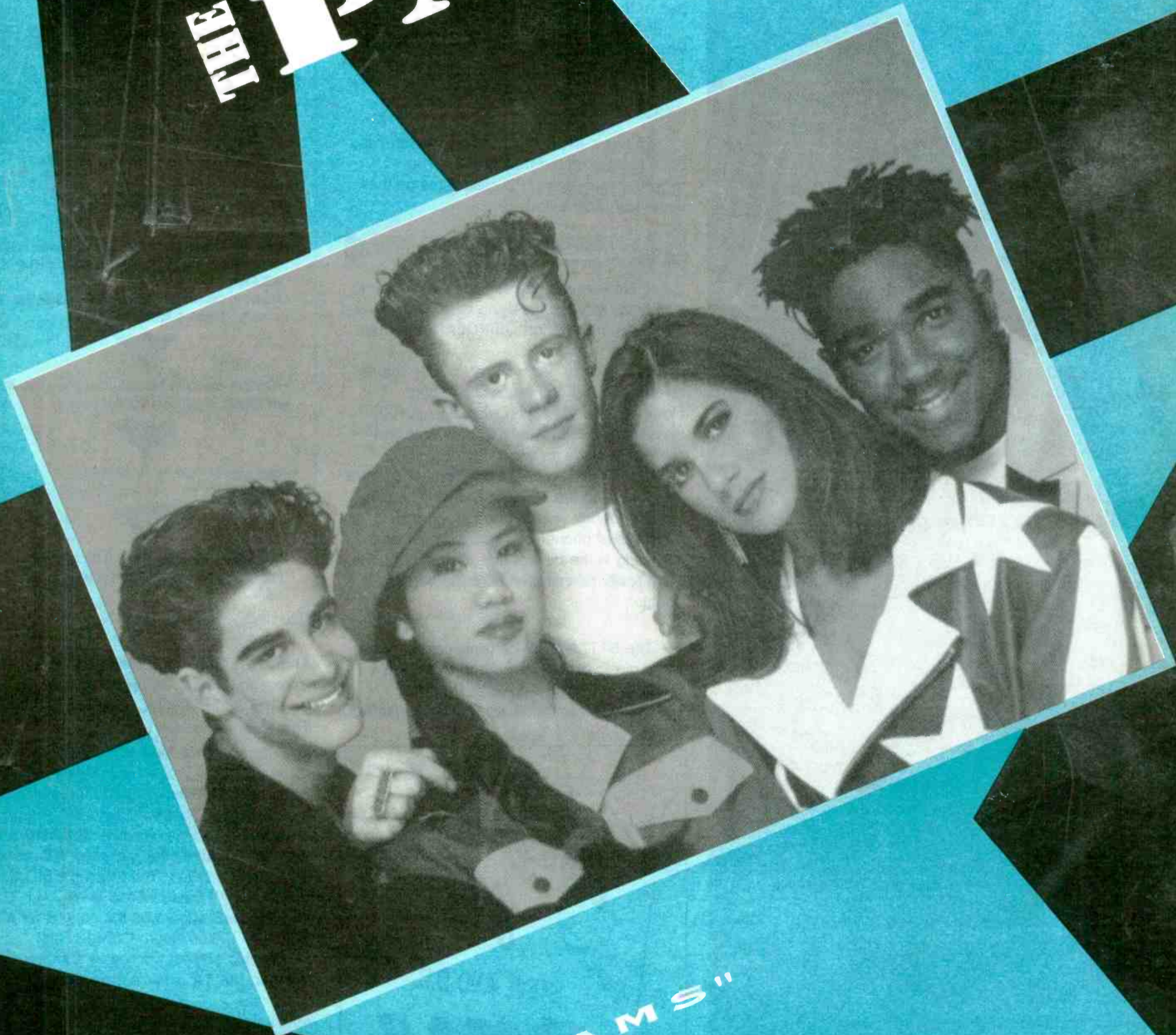
THANK YOU RADIO FOR THE BUZZ ON

AOR DEBUT ③
AOR + NEW ROCK =
THE MOST FIRST WEEK
ADDS THIS YEAR!
NEW ROCK DEBUT ③

THE FLY



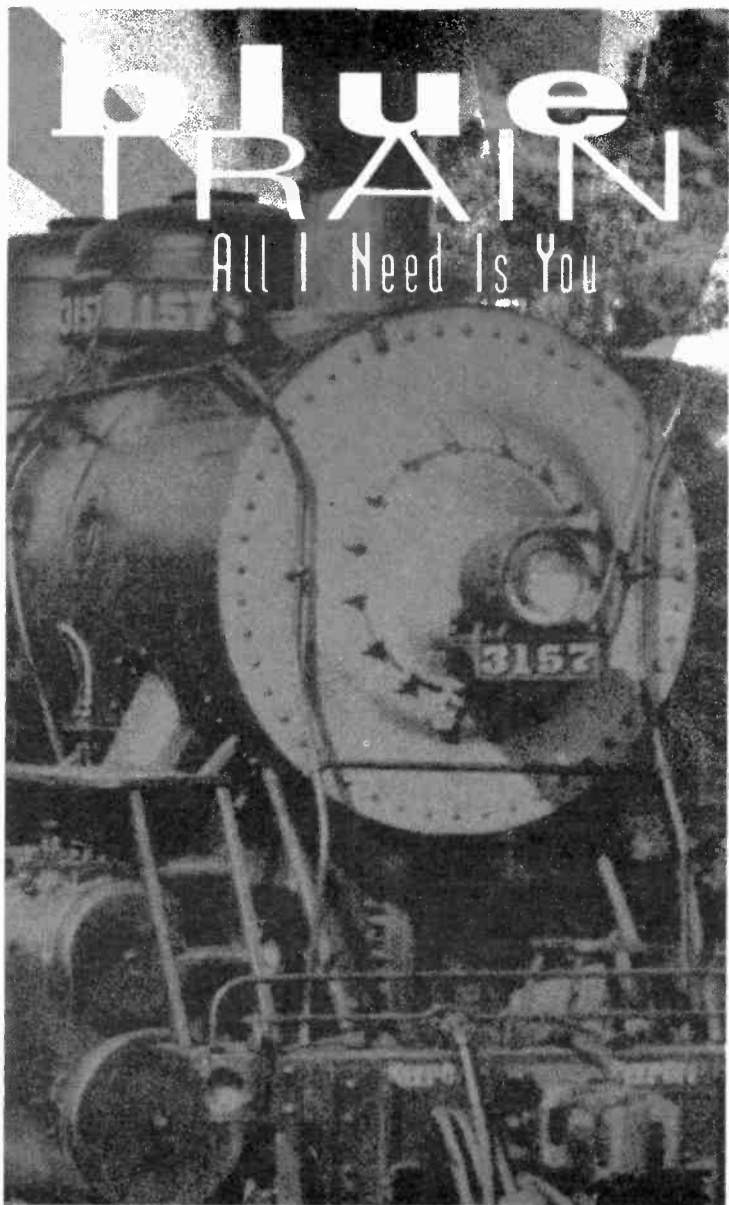
THE PARTY



"IN MY DREAMS"



FROM THEIR HOLLYWOOD RECORDS
RELEASE IN THE MEANTIME, IN BETWEEN TIME
AVAILABLE ON CASSETTE AND COMPACT DISC (HR-61225-2/4).
PRODUCED BY JULIAN RAYMOND FOR A VIOLENT SOCIETY PRODUCTIONS
MANAGEMENT: DAVE KAPLAN MANAGEMENT | 
© 1991 HOLLYWOOD RECORDS



NEW & ACTIVE

NOW ON 61 CHR REPORTERS!

PWR99 add	XL1067 deb 30	KIIS
KISN add	WGRD deb 35	PWR106 26
KKSS add	KSND deb 29	KKFR 30
KNIN add	WXKS 32-30	KOY-FM 22-18
WFMF deb 33	PRO-FM 28-26	Q106
KZFM deb 38	WKBQ 21-19	...And More!
WRHT deb 38	KRXY 17-15	

"'All I Need Is You' sounds great on the air. Radio needs a record like this. Not too dance, not too rock, not too alternative. It's a perfect CHR record."

JAMIE HYATT, PD KOY-FM/Phoenix

"Getting calls, all demos. I'm very excited that I'm playing **Blue Train**. This record has legs!"

PAUL CANNON, PD PRO-FM/Providence

"Every time we play it the phones smoke. 'All I Need Is You' will work on mainstream, dance, and rock-based CHRs."

RANDY LOGAN, MD KRXY/Denver

"'All I Need Is You' is a great uptempo pop hit with an infectious hook. A great bridge record between all types of music."

DUSTY HAYES, PD WABB/Mobile

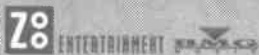
"Beginning to test well. #2 in callouts from 18-24 females after only a couple of weeks of airplay. Looks to be a BIG record for us."

STEVE DAVIS, PD WRVQ/Richmond

"**Blue Train** covers all the bases. From dance to alternative to mainstream. It's a great transition record in all dayparts."

RALPH WIMMER, PD Z102/Savannah

PRODUCED BY GEORGE DALY AND BLUE TRAIN



Management: George Ghiz/Arthur Spivak
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STREET TALK®

Continued from Page 34

Manowar, Nuclear Assault, and Napalm Death. It further stated that all station remotes would be accompanied by "Spanky The Hog," a giant inflatable Harley Davidson.

At least one AOR tipsheet was suckered by the release and printed its contents as *fact*, which they're not. Parties have yet to step forward and claim responsibility for the ruse.

While there's still no definitive word on Power 95's ultimate future, ST feels relatively safe in predicting that Napalm Death will not be part of the mix.

Incidentally, Power 95 night rocker **Jo Jo Wright** is splitting for afternoons at **KSOL/SF**. And . . . erstwhile Power 95 staffer **J.J. Morgan** has landed MD/afternoons at **KKSS/Albuquerque**.

ST hears **KRQR/SF GM Don Marion** has been racking up the frequent flier miles recently, interviewing PD candidates on their home turf. Stay tuned.

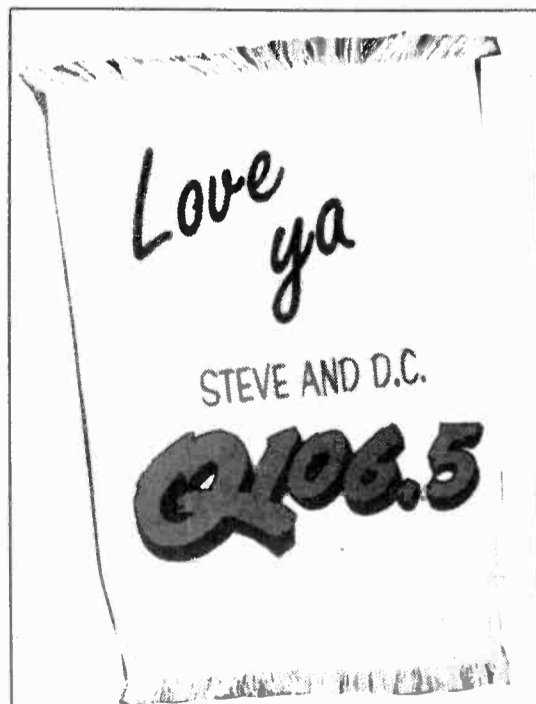
A Boy And His Dog

A five-year-old boy stricken with leukemia was finally granted his dying wish, thanks in no small part to the efforts of **KQLA/Manhattan, KS**.

Told he only had a month to live, **James Owens** had but one request — a dog. However, the Manhattan Housing Authority doesn't allow pets where Owens lives and refused to make an exception.

KQLA morning men **Mike Temaat & Scott Traylor** called the MHA on Owens's behalf, but the agency wouldn't budge, prompting hundreds of phone calls from irate listeners. Withering in the face of the public outcry, the MHA finally relented, and Owens got his doggie.

The **S*T*A*R*S** certainly came out for major music biz attorney **Allen Grubman's** Saturday (10/12) wedding to **Deborah Haimoff**. ST spotted **Madonna, David Geffen,**



WIPE OUT — **WKBQ/St. Louis** morning team **Steve & D.C.** recently began to offer lucky listeners "after-sex towels" (pictured). The bent fabrics reportedly are in such demand that callers have been phoning the station offering — in return for the towels — to perform acts that one usually has to pay good money for on the street. Cue "Dirty Laundry," somebody.

RADIO & RECORDS



Name Is The Fame Of The Game

Ten years ago, current **Zoo Entertainment** Chicago regional promo rep **Ric Lippincott** became PD at **WLS-AM & FM/Chicago** under the *nom de air* **Dave Denver**. Five years ago, Lippincott — now using his own name — returned to Chicago as PD of **WLS-FM**, which changed its name to **WYTZ (Z95)**.



Ric Lippincott

- 1
 - **Inner City Broadcasting** elevates **Frankie Crocker** to VP/Entertainment & Programming and **Fred Buggs** to PD at **WBLS/NY**.
 - **KLOS/L.A.**'s morning team tapes a pilot for **NBC-TV** titled "The Adventures of Mark & Brian."
- 5
 - **WQHT/NY** names **Joel Salkowitz** PD and **Steve Ellis** MD.
 - **Bill Bennett** joins **MCA** as VP/Album Promo.
- 10
 - **Birch** expands to cover the Top 50 markets.
 - **CHR WABC/NY** adds a five-hour evening talk show.
- 15
 - **Heffel Broadcasting** sells **WKTQ (13Q) & WSHH/Pittsburgh** to **Nationwide Communications** for \$3.7 million.

Ahmet Ertegun, John Mellencamp, Mariah Carey, Joan Jett, Jellybean Benitez, Robert De Niro, Sandy Gallin, Norm Pattiz, Mary Turner, and a galaxy of others.

Elsewhere on the party circuit: The Monday (10/14) soiree celebrating the 100th episode of "A Different World" was attended by L.A. Mayor **Tom Bradley, NBC Entertainment Prez Warren Littlefield,** and the show's entire cast, including **WB** recording artist **Jasmine Guy**. The evening's MC was **Walt "Baby" Love**, whose **WWI "Countdown"** show was the conduit for a \$30,000 United Negro College Fund scholarship contest offered by **Carsey-Werner**, the TV show's producers.

Records

- Former **Pirate Radio/L.A.** APD **Cynthia Johnson** joins **Hollywood** as Denver regional promo rep. She replaces **Paul Munoz**, who returns to school in Austin.
- Meanwhile, **WEA** Chicago in-house marketing rep **Ted Hoekstra** joins **Hollywood** as Minneapolis regional promo rep, replacing **P.J. Olsen**, who segues to the same duties with **MCA**. (Olsen replaces **Reggie Blackwell**, who heads to Chicago for the regional slot recently vacated by **Margaret LoCicero**.)
- Former **Megaforce** Nat'l Promo dudette **Jessica Harley** joins **AIM Marketing** as Dir./Nat'l Album Promo. She succeeds **Maxanne Sartori**, who will head up AIM's new Adult Radio department.

genesis

“No Son Of Mine”

from the forthcoming album
We Can't Dance



Produced by Genesis
and Nick Davis
Management: Tony Smith/
Hit & Run Music Ltd.



PHIL SPECTOR

Back To
MONO
(1958-1969)

PHIL SPECTOR

Back To
MONO
(1958-1969)

TO KNOW HIM IS TO LOVE HIM
THE TEDDY BEARS
CORRINE, CORRINA
RAY PETERSON
SPANISH HARLEM
BEN E. KING
PRETTY LITTLE ANGEL EYES
CURTIS LEE
EVERY BREATH I TAKE
GENE PITNEY
I LOVE HOW YOU LOVE ME
THE PARIS SISTERS
UNDER THE MOON OF LOVE
CURTIS LEE
THERE'S NO OTHER LIKE MY BABY
THE CRYSTALS
UPTOWN
THE CRYSTALS
HE HIT ME (IT FELT LIKE A KISS)
THE CRYSTALS
HE'S A REBEL
THE CRYSTALS
ZIP-A-DEE-DOO-DAH
BOB B. SOXX AND THE BLUE JEANS
PUDDIN' N' TAIN
THE ALLEY CATS
HE'S SURE THE BOY I LOVE
THE CRYSTALS
WHY DO LOVERS BREAK EACH OTHERS HEARTS?
BOB B. SOXX AND THE BLUE JEANS
(TODAY I MET) THE BOY I'M GONNA MARRY
DARLENE LOVE

DA DOG-RON RON
THE CRYSTALS
HEARTBREAKER
THE CRYSTALS
WHY DON'T THEY LET US FALL IN LOVE
VERONICA
CHAPEL OF LOVE
DARLENE LOVE
NOT TOO YOUNG TO GET MARRIED
BOB B. SOXX AND THE BLUE JEANS
WAIT TIL MY BOBBY GETS HOME
DARLENE LOVE
ALL GROWN UP
THE CRYSTALS
BE MY BABY
THE RONETTES
THEN HE KISSED ME
THE CRYSTALS
A FINE, FINE BOY
DARLENE LOVE
BABY, I LOVE YOU
THE RONETTES
I WONDER
THE RONETTES
GIRLS CAN TELL
THE CRYSTALS
LITTLE BOY
THE CRYSTALS
HOLD ME TIGHT
THE TREASURES
(THE BEST PART OF) BREAKIN' UP
THE RONETTES
SOLDIER BABY OF MINE
THE RONETTES

STRANGE LOVE
DARLENE LOVE
STUMBLE AND FALL
DARLENE LOVE
WHEN I SAW YOU SO YOUNG
THE RONETTES
VERONICA
DO I LOVE YOU?
THE RONETTES
KEEP ON DANCING
THE RONETTES
YOU, BABY
THE RONETTES
WOMAN IN LOVE (WITH YOU)
THE RONETTES
WALKING IN THE RAIN
THE RONETTES
YOU'VE LOST THAT LOVIN' FEELIN'
THE RIGHTEOUS BROTHERS
BORN TO BE TOGETHER
THE RONETTES
JUST ONCE IN MY LIFE
THE RIGHTEOUS BROTHERS
UNCHAINED MELODY
THE RIGHTEOUS BROTHERS
IS THIS WHAT I GET FOR LOVING YOU?
THE RONETTES
LONG WAY TO BE HAPPY
DARLENE LOVE
(I LOVE YOU) FOR SENTIMENTAL REASONS
THE RIGHTEOUS BROTHERS
EBB TIDE
THE RIGHTEOUS BROTHERS

THIS COULD BE THE NIGHT
THE MODERN FOLK QUARTET
PARADISE
THE RONETTES
RIVER DEEP-MOUNTAIN HIGH
IKE & TINA TURNER
I'LL NEVER NEED MORE THAN THIS
IKE & TINA TURNER
A LOVE LIKE YOURS (DON'T COME KNOCKIN' EVERYDAY)
IKE & TINA TURNER
SAVE THE LAST DANCE FOR ME
IKE & TINA TURNER
I WISH I NEVER SAW THE SUNSHINE
THE RONETTES
YOU CAME, YOU SAW, YOU CONQUERED
THE RONETTES
BLACK PEARL
SONNY CHARLES AND THE CHECKMATES
LOVE IS ALL I HAVE TO GIVE
THE CHECKMATES

INCLUDES
PHIL SPECTOR'S
CLASSIC
ROCK N' ROLL
CHRISTMAS
ALBUM

produced by phil spector / mastered in analog under his supervision by larry levine & jody klein / arranger jack nitzsche / art direction iris keitel & mick rock / cover design mick rock & judy wirsinger / book design lloyd ziff design group, inc. / essays tom wolfe & david hinckley / concept lenne allik

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Consumers' Emotional Hot Buttons

Colors & Designs That Shape Listener Reaction

An AC station carefully researched its new format, picked excellent music, installed the right announcers, and kicked off with a vivid red and black logo. Ratings went down. An AOR station became involved with a heart fund charity and peppered the market with a big red heart next to its logo. Within a month, it lost male audience.

What happened to these stations? In both cases, programming and management hadn't studied how shape and color affect mood and perception. In fact, we seldom pay sufficient attention to the "soft" issues that affect our listeners. These include language, biorhythms, peer pressure, and the need for safety or freedom from change. Following is a collection of findings from more than 20 years in media research.

Shapely Figures

When you design a logo or advertising campaign, you first must determine what you want to convey. Do you want to show strength or friendliness? Relaxation or energy? Are you appealing to people who like to follow the crowd or those who consider themselves individuals?

Various shapes help to impress these feelings on consumers — and there are big differences between men and women. For instance, diamond shapes are most popular with men, who prefer diamonds to circles, squares, triangles, and arrows. Women, however, aren't big on diamond shapes. Instead, they're attracted overwhelmingly to heart shapes — which aren't too popular with men. Hearts convey warmth, security, and a slightly old-fashioned attitude.



We seldom pay sufficient attention to the 'soft' issues that affect our listeners.



Color Clues

- **Red** — energizing (or edgy)
- **Yellow** — new, warm, happy
- **Blue** — solid, prestigious
- **Green** — fresh (or rotten)
- **White** — pure, clean, youthful
- **Black** — elegant (or aggressive)

Although men and women are highly polarized on diamond and heart shapes, they're both attracted to the third strongest form — an "S" shape lined up at a 45-degree angle. This shape conveys strength, suppleness, and a certain amount of security. It's important to note that squares, triangles, and circles — popular among graphic designers — aren't very popular among consumers. These forms do work well with certain segments, however.

Squares appeal to conservative people who like order but consider themselves somewhat cultured and fashionable. Circles appeal to those who are concerned with self-improvement in a variety of areas, including spiritual growth, health, and food. And triangles appeal to a younger, more aggressive, sports-oriented group. Shapes and symbols are so important that I recommend everyone test them before committing to logo changes.

For example, KHMx/Houston tested logos and colors extensively on its target female audience before it went on the air. During the test, the station dis-

covered that one type of lettering implied a high-fashion clothing image very popular with the target audience. As a result, KHMx began with a high-class image that was cemented by solid programming and promotion. If a group of male managers and program directors had made the decision in a boardroom, they might have missed this important variable.

Color Coding

KHMx also tested colors, and finally settled on a combination that suggested vitality, fashion, and comfort (turquoise, yellow, blue, and fuchsia). Other stations would be well-advised to do the same. Here's how six basic colors generally affect consumers:

- **Red** is the most energizing. It makes the heart beat faster and the adrenalin flow. It suggests power and sexuality. It's so strong it can even convey edginess, a definite no-no if a station is projecting a soft, light, or relaxing position.

- **Yellow** tends to indicate newness and the future. It's easy to see on billboards



Squares, triangles, and circles — popular among graphic designers — aren't very popular among consumers.



and is associated with warmth and happiness.

- **Blue** is one of the most popular colors. It suggests cleanliness and prestige. The deeper the blue, the stronger the prestige and credibility.

- **Green** has been getting a lot of attention lately because of its use in the environmental movement. How does it affect consumers? At its best, green conveys freshness, nature, and openness. At its worst, it



This scary shape really pushes hot buttons.

conveys a deep-woods image of rot and decay.

- **White** is associated with youth, pureness, and cleanliness. It's often used to convey freshness, or as a base against which other colors will stand out. White is a de-energizing color — too much of it can neutralize the impact of an advertising campaign.

- **Black** is one of the most popular colors. On the strong side, it's elegant and sophisticated, associated with night and high-class functions. On the weak side, it's the "counterculture" color associated with everything from individualism to gang warfare. Too much black could neutralize a station's "feel-good" or mainstream image.

Test various color combinations to find the right one for your station. Blue and red can suggest power and effectiveness if used properly. Yellowish-green is the least popular of all colors with consumers, but yellow and green together can create powerful nature images ranging from sun and forest to sand and palm trees.

Biorhythms

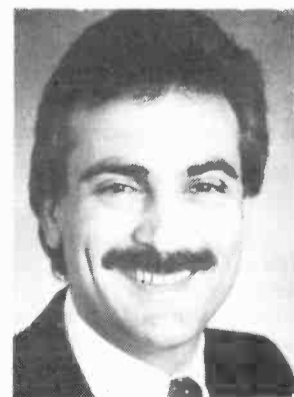
Color and shape can create different impressions at different times of the day. Biorhythms have a lot to do with people's moods. Although we can't do more than generalize about biorhythms, they're worth keeping in mind for programming as well as imaging a radio station. For example, most people need stimulation between 5-9am as the body wakes up and secretes chemicals to get it ready for the day. That's why morning zoos work so well. That also explains

why stations that play energetic music in the morning often do well, especially with older demos.

During middays people tend to relax and daydream, moving into fantasy modes. Sometimes they use coffee to counteract the feeling; other times they seek out relaxing radio stations to maintain the mood. Later, between 5-7pm, irritability and blood pressure start to rise. This is when many people look for a slightly more relaxing station. Others, however, neutralize their irritability with louder music which, paradoxically, mellows them out.

There are more than 2 million recognizable shades of colors. Good design incorporates color and shape to create an emotional response in consumers. A logo is one of the most powerful image statements of a radio station — make sure yours fits the image you want to project.

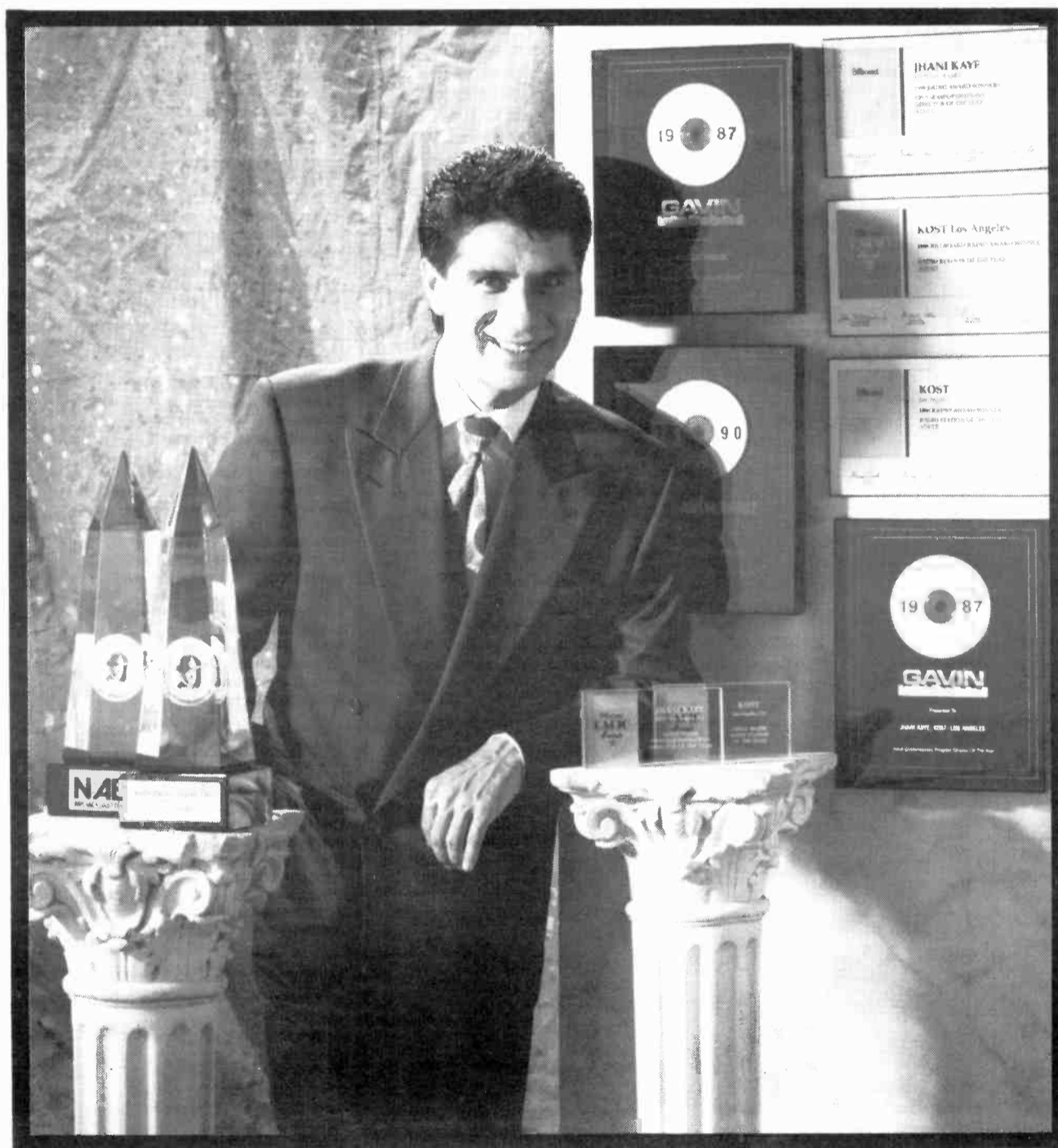
No. 32 in a series.



John Parikhal is CEO of Joint Communications, media strategists who conduct custom research and consulting for over 100 media and corporate clients. He can be reached at (416) 272-1136.

*Congratulations
Jhavi Kaye!*

**2 MARCONIS
5 GAVIN AWARDS
5 BILLBOARD AWARDS**



KOST 103.5 FM

**LA's #1 AC station
for 36 consecutive books!**

**CONGRATULATIONS
from all your friends in the industry**

It's easy to work your way to New York, but only the best can work for Steve Kingston at Z100. Thank you for allowing me into the club that thousands envy -- and into your heart where I know I'll always be.

Looking for Duck in Austin, Texas

I miss you,

Elvis Duran

Latest New Order Spinoff Band: The Other Two

NEW ORDER now have all three of their spinoff bands up and running with the planned October 28 arrival of "Tasty Fish," the first single from the **OTHER TWO** — aka drummer **STEPHEN MORRIS** and keyboards player **GILLIAN GILBERT**. The duo's album is due in the new year.

Meanwhile, New Order bassist **PETER HOOK**'s other band (**REVENGE**) has an EP called "New World Porn" expected out next month, and vocalist **BERNARD SUMNER**'s **ELECTRONIC** is set to play in London in December.

Sinead & Jahl

SINEAD O'CONNOR is the guest vocalist on two tracks of the new LP from ex-**PUBLIC IMAGE LTD.** bassist **JAH WOBBLE** and his **INVADERS OF THE HEART** band. Titled "Rising Above Bedlam," the album just came out on broadcaster/journalist **CHARLIE GILBERT**'s Oval label (through East-West) and features O'Connor singing on "Visions Of You" and "Sweet Divinity."

Inveterate trainspotters will note that Wobble played bass on O'Connor's "I Do Not Want What I Haven't Got" LP. Wobble and fellow Invaders **JUSTIN ADAMS** and **MARK FERDA** signed with Oval earlier this year.



Learning The Hard Way)" — and **KYLIE MINOGUE**'s "If You Were With Me Now." The latter track, a duet with American soul singer **KEITH WASHINGTON**, replaces "Finer Feelings," previously expected to be Minogue's next single. Minogue's "Let's Get To It" album will be released next week.



Tears For Fears' Roland Orzabal (l) and Curt Smith — all cried out.

Tears For Fears Split

After months of speculation comes confirmation that **CURT SMITH** has left **TEARS FOR FEARS** for a solo career. **ROLAND ORZABAL** will continue to use the TFF name; the split is said to be amicable. Smith, meanwhile, is expected to record for Mercury via the band's U.S. Phonogram label.

As Orzabal told **ROL** at the time of the group's "Seeds Of Love" LP, a TFF greatest hits LP is in the works. It's now set for release early next year and may include a new track. In the meantime, Orzabal continues writing for the next TFF studio album.

Singles Scene

New singles due in the shops this week include **CARTER THE UNSTOPPABLE SEX MACHINE**'s follow-up to their "Sheriff Fatman" UK Top 30 breakthrough — "After The Watershed (Early

Also coming next week: **BOMB THE BASS** will follow their UK Top 10 hit ("Winter In July") with "The Air You Breathe," the second single from their UK chart album ("Unknown Territory"). The four mixes on the 12-inch are by the **DUST BROTHERS**.

Sonia Sings The Real Thing

On October 28 Liverpool singer **SONIA** is slated to release her cover of "You To Me Are Everything," a UK No. 1 for Liverpool soul outfit the **REAL THING** in 1976. It's included on Sonia's self-titled second album.

The **PRIMITIVES**' "Spells" EP, **DJH 1/STEFY**'s "Wicked And Wild" LP, and **ADEVA**'s "Love Or Lust" LP are set to be released on October 28 as well.

The new single from **BLACK BOX**, "Open Your Eyes," is set for release on November 4, and their album ("Mixed Up") is due to follow on November 25.

Costello's Candy

Flavorable details on **ELVIS COSTELLO**'s new EP, "So Like Candy," which hit UK shops last Monday (10/14): The live version of "Couldn't Call It Unexpected No. 4" was recorded on Costello's U.S. tour in Massachusetts; "Hurry Down Doomsday (The Bugs Are Taking Over)" comes from his performance for MTV's "Unplugged" series. The original demo of "Veronica" is also included.

The Now Sounds Of Scandinavia

Denmark's biggest star, **SANNE SALOMONSEN**, is making a bid for the UK charts with her new single, "A Love For The World." It's from her latest Danish No. 1 album



Gillian Gilbert (l) and Stephen Morris — quite literally the Other Two.

("Where Blue Begins") and is backed with a version of **BRUCE SPRINGSTEEN**'s "The Fever."

Also, Swedish rockers **EUROPE** — whose 1986 UK chart-topper "The Final Countdown" broke them internationally — have released their first album in three years, "Prisoners In Paradise" (produced by **BEAU HILL** of **RATT** and **WINGER** fame). The title track has been chosen as the first U.S. single.

And still in the same neck of the European woods, Norway's biggest international name, **A-HA**, return this week with the new single, "Move To Memphis." It's from their "Headlines & Deadlines" compilation LP, due on November 4. All formats are backed with previously unreleased live tracks.

Def Whitesnake?

JOE ELLIOTT of **DEF LEPPARD** has scotched rumors that the Lepps have taken on ex-**WHITESNAKE** guitarist **JOHN SYKES** to replace the late **STEVE CLARK**. "We'll be finishing this LP as a four-piece and it'll be released as a four-piece," Elliott told **Kerrang** from his Dublin home, where the album is being completed for probable release next March.

PHIL COLLEN has done all the guitar work on the tracks, but Elliott said Def Leppard are most definitely a two-guitar band and they'll look for "the right guitarist" when they're ready to tour.



Enya — from the Orinoco to the Caribbean.

Enya & Eddi LPs

Two female vocalists who went to the top of the UK charts with their debut singles in 1988 have new albums due on November 4. Ireland's "Orinoco Flow" singer **ENYA** follows up her UK Top 5 LP ("Watermark") with "Shepherd Moons," featuring her current single "Caribbean Blue."

Meanwhile, Scotland's **EDDI READER** — the former lead singer with **FAIRGROUND ATTRACTION**, who scored with "Perfect" — makes her solo debut with "Patron Saints Of Imperfection."

BRITAIN

LW TW

- 1 SCORPIONS/Wind Of Change (Vertigo/PG)
- 2 BRYAN ADAMS/(Everything I Do) I Do It For You (A&M)
- 15 3 MONTY PYTHON/Always Look On The Bright Side Of Life (Virgin)
- 7 4 JULIAN LENNON/Saltwater (Virgin)
- 5 KIRI TE KANAWA/World In Union (Columbia)
- 9 6 KENNY THOMAS/Best Of You (Cooltempo/Chrysalis)
- 6 7 OCEANIC/Insanity (Dead Dead Good)
- 4 8 SALT-N-PEPA/Let's Talk About Sex (FFRR/PG)
- 3 9 ERASURE/Love To Hate You (Mute)
- 5 10 ROZALLA/Everybody's Free (To Feel Good) (Pulse 8)
- 14 11 BELINDA CARLISLE/Live Your Life Be Free (Virgin)
- 12 2 UNLIMITED/Get Ready For This (PWL Continental)
- 13 13 MARC ALMOND/Jacky (WEA)
- 8 14 SABRINA JOHNSTON/Peace (EastWest)
- 10 15 SIMPLY RED/Something Got Me Started (Elektra)
- 16 MARC COHN/Walking In Memphis (Atlantic)
- 11 17 BIZARRE INC./Such A Feeling (Vinyl Solution)
- 16 18 ZOE/Sunshine On A Rainy Day (M&G)
- 12 19 BROTHERS IN RHYTHM/Such A Good Feeling (4th & B'way/Island)
- 20 CATHY DENNIS/Too Many Walls (Polydor/PG)

Moving Up

DJ CARL COX/I Want You (Forever) (Perfecto)
OLETA ADAMS/Don't Let The Sun Go Down On Me (Fontana/PG)
MARIAH CAREY/Emotions (Columbia)
MORRISSEY/My Love Life (HMV/EMI)
LISA STANSFIELD/Change (Arista)
DANNI MINOGUE/Baby Love (MCA)

The Network Chart, courtesy MRIB

AUSTRALIA

LW TW

- 1 1 JENNY MORRIS/Break In The Weather
- 2 2 YOTHU YINDI/Treaty
- 3 3 MELISSA/Sexy (Is The Word)
- 7 4 JIMMY BARNES/I Gotcha
- 4 5 BABY ANIMALS/Rush You
- 8 6 CROWDED HOUSE/Fall At Your Feet
- 5 7 DEBORAH CONWAY/It's Only The Beginning
- 6 8 BEATFISH/Wheels Of Love
- 10 9 CRAIG McLACHLAN/On My Own
- 10 JAMES REYNE/Any Day Above Ground

Most Added

DEBORAH CONWAY/Under My Skin
GHOSTWRITERS/Someone's Singing "New York New York"
BABY ANIMALS/Painless
ANGELS/Some Of That Love
ROCKMELONS/Ain't No Sunshine

Top 10 Australian records from playlists of 3 Triple M-FM/Melbourne, FOX-FM/Melbourne, 96 FM/Perth, SA-FM/Adelaide, 2-DAY/Sydney, 2 Triple M-FM/Sydney, MMM-FM/Brisbane, B105/Brisbane, FM-104.7/Canberra, and 2 KIX 106/Canberra.

CANADA

LW TW

- 1 1 BRYAN ADAMS/Can't Stop This Thing We Started
- 3 2 TOM COCHRANE/Life Is A Highway
- 2 3 GRAPES OF WRATH/I Am Here
- 5 4 GLASS TIGER/My Town
- 4 5 ALANIS/Feel Your Love
- 6 6 BRYAN ADAMS/(Everything I Do) I Do It For You
- 7 7 WORLD ON EDGE/Standing Push And Fall
- 10 8 ROBBIE ROBERTSON/What About Now
- 9 9 KEVEN JORDAN/Just Another Day
- 10 INFIDELS/100 Watt Bulb

Most Added

BRUCE COCKBURN/A Dream Like Mine
LOVE & SAS/I Don't Need Yo Kiss
SARAH McLACHLAN/Into The Fire

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

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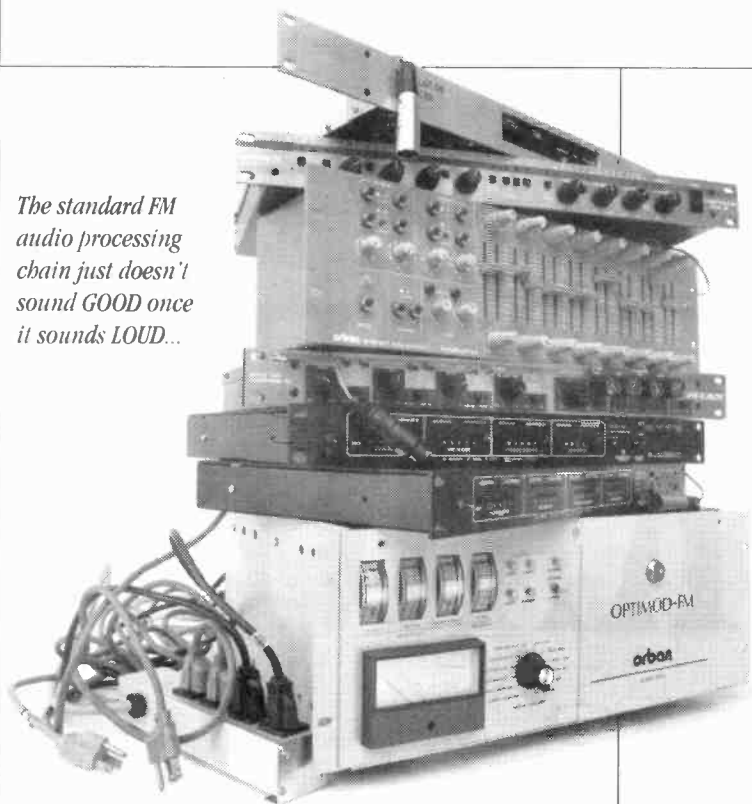
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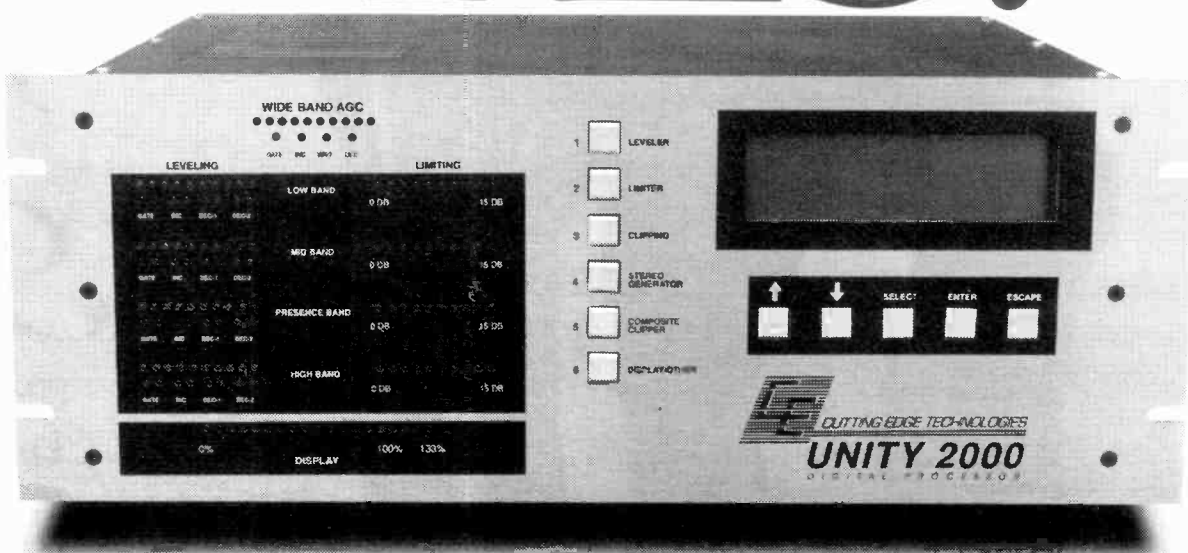
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HARVEY KOJAN

Payin' The Cost To Be The Boss

Last week's column focused on how new PDs deal with veteran talent. This week we'll speak with programmers who've faced a different management challenge: making the move from peer to boss.

Being upped to PD after you've worked somewhere for a while puts you in the potentially awkward position of managing close friends with whom you've shared secrets and frustrations. No matter how easygoing you are, eventually there will come a time when you have to implement decisions and tell people what to do. Critiquing jocks and effecting change — never an easy proposition — can be especially difficult if you've recently been equals.

I spoke with three PDs who've tackled similar challenges: KXRX (The X)/Seattle's Brew Michaels, KBCO/Denver's Doug Clifton, and WYNF/Tampa's Charlie Logan.

Michaels: Wielding The Big Spoon

Of the three, Michaels's ascension to the PD throne probably had the most potential for complica-

I had this absurd notion that I was actually going to be able to change people, but I've come to realize the only person I can change is myself.
— Brew Michaels

tions with regards to managing talent. After all, he'd been a mere weekender at the station just two years before and had no major market programming experience. Moreover, Michaels — a Seattle native — had actually grown up as a fan of the very same personalities he now leads.

"I started as kind of a groupie of many of these jocks," he explains. "I grew up listening to people like Gary Crow and John Maynard, and I was well aware of their legendary status when I stepped in the building. It took a while before I eventually worked up the courage to speak to them. Since then, our relationships have developed in stages, and they continue to progress.

"As you get to know someone on a deeper personal level you can be more effective on a professional level. And this station has a real family environment. People tend to

hang out with each other." Becoming close friends with the people you manage is often viewed as risky, and many people advocate keeping a certain distance

they're as wild and crazy as the personalities at KXRX.

"We have an unbelievable amount of talent here, and a group of characters on par with any station in America," Michaels says. "Getting them all to collaborate is not an easy task. Part of it is the nature of radio: The midnight-6am jock never sees the midday jock

tion back, and I thought I could simply point them out and ask that they be changed. I now know it doesn't work that way.

"I'm a big believer in the concept that everyone plays a role, and each person's role is tailored to their skills. My role is not the hard-ass authority figure. It's more the

previous relationship with your staff, don't be intimidated."

Clifton: Gradual Process

When KBCO PD John Bradley left in June to open a consultancy (with GM Ray Skibitzky and Promotion Director David Rahn), Doug Clifton was more than ready to take over. He'd already spent a decade at the eclectic rocker as a jock, MD, and Asst. PD.

"I haven't noticed that big of a change in my relationships with the staff, and there's a couple of reasons why," Clifton says. "First of all, I moved into the management area gradually, having been MD for seven and a half years and Asst. PD for a year and a half. So it wasn't that big a deal when I became PD. Another key is that I'm still on the air. I haven't become isolated from the airstaff.

"Another advantage I had is having [OM] Dennis Constantine as a backup. He's helped me hone my management skills, and I'm



Brew Michaels



Doug Clifton



Charlie Logan

from your staff. Michaels says that process is inevitable.

"As my very good friend Sky Daniels told me after he left [cross-town] KISW, 'One of the things you're going to find is that eventually you're just not one of the guys anymore.' No matter how hard you try and no matter what kind of person you are, eventually the distance develops. So it's not something you necessarily have to strive for. It just comes with the territory."

Managing people you once idolized has to be tough, especially when

because they're on different schedules. And when you have as many talented folks as we have with as many different points of view, it's difficult to get everyone going in the same direction. It's a constant challenge, probably the toughest and most essential part of my job.

"I had this absurd notion that I was actually going to be able to change people, but as I've grown and matured I've come to realize the only person I can change is myself. Having sat in the navigator's seat for a couple of years, I saw the dilemmas that held the sta-

enthusiastic cheerleader and collaborator, the guy who wields the big spoon that stirs the hot cauldron of creativity and madness that is KXRX. I approach my job that way."

Michaels's advice to PDs in similar situations: "You have to understand the difference between the things you can control and the things you can't. Make the effort toward progress, realizing that perfection is never possible. Don't get discouraged. Don't be afraid to be yourself. And regardless of your

From the very first day, I've tried to make everyone understand that I'm going to give them every opportunity to give me input.
— Doug Clifton



WHAT ABOUT ROBBIE — Robbie Robertson does the meet 'n' greet in Atlanta; (l-r) Geffen's Scott Davenport and Alan Oremán, WKLS's Michael Hughes and Beth Kepple, B/D & A's Greg Gillispie, Robertson, Prime Time Entertainment's Billy Smith, WDIZ/Orlando's Neal Mirsky, and Geffen's George Cappellini and Dave Garbarino.

just about at that next stage where I'll be dealing even more closely with the staff, doing airchecks and implementing some of the ideas I've had. Without Dennis, there would have been a much bigger load to take on right away, and the pressure would have been a lot more intense, especially since I'm an on-air PD.

"One of the first things I did when I became PD was sit down with each person individually and assure them there weren't going to be any big changes in the way I'd deal with them. From the very first day, I've tried to make everyone understand that I'm going to give them every opportunity to give me input."

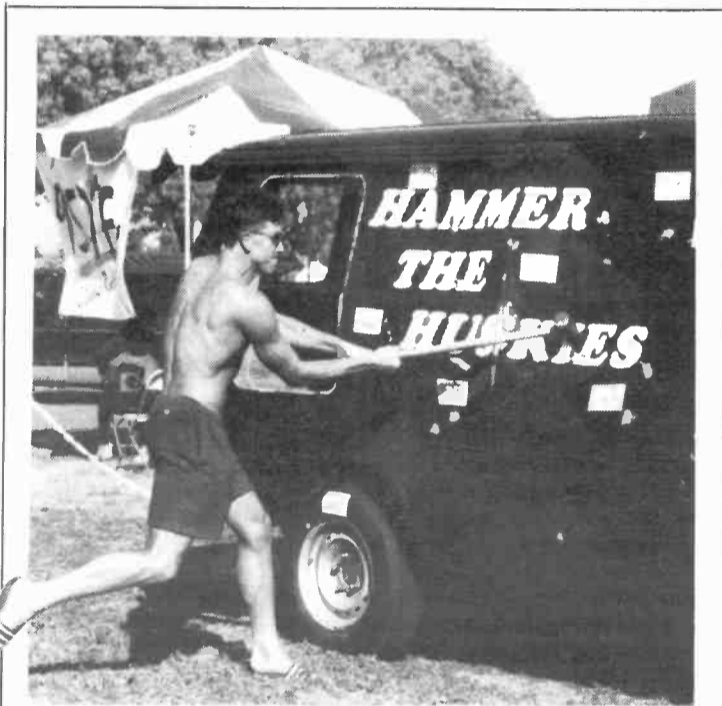
Unlike Michaels, Clifton says he's yet to feel any distance developing between himself and the air talent (although it should be noted he's been in the PD chair only four months).



20 IS NOT ENUFF — Enuff Z'nuff, Alice Cooper, Foreigner, Billy Squier, and the Fixx all participated in the 20th anniversary concert for WSHE/Miami. Celebrating are (l-r) WSHE personality Kathy Riley, the band's Chip Z'nuff, Foreigner's Mick Jones, bandmembers Donnie Vie and Vikki Foxx, WSHE personalities T.C. McGuire and Tyler, Enuff Z'nuff's Derek Frigo, and WSHE jock Diana Smart.

SEGUES

WDJR/Dothan, AL ups **Mr. Lou** to PD and **Leigh Hutchens** to MD; **Kelly McCann** exits . . . Pollack Media Group now consults KLAQ/EI Paso . . . WAZU/Dayton hires former KAZY/Denver morning men **Brian Fowler & Joe Cronauer**. They displace **Wild Wally**, who is temporarily doing overnights as he searches for a new challenge . . . At WRXL/Richmond, **Rik Maybee** gives up overnights to become Creative Services Director and host the station's "Classic Nine At Nine"; **Gretchen Hart** returns from KXRX/Seattle to do 7pm-midnights; parttimer **Sheri Fox** slides into overnights . . . KFMZ/Columbia, MO PD/morning man **Chris Kellogg** and MD/afternoon **Sean Michaels** swap shifts . . . KRZR/Fresno hires **Gina Ramirez** to do morning news.



REVENGE — KJFX/Fresno held a "Hammer The Huskies" van smash, inviting listeners to show their support for the Fresno State University football team when it battled Illinois.

Payin' The Cost

Continued from Page 49

"If anything, I feel I've grown closer to the staff than ever before. The only people who might have felt differently were the part-timers, simply because I hadn't dealt with them that much in the past. I don't think they really knew what I was about, so they might have felt a little distance. But there really have been no changes with the fulltimers, and that's been a pleasant surprise."

Logan: Pinch Me!

Like Clifton, 10-year WYNF vet Charlie Logan waited a long time before getting his shot at the PD chair, and was the obvious choice for the job when Tom Marshall exited in June.

"I was the interim PD for four or five months when Carey [Curelop] left a couple of years ago, but we ultimately decided at that time that I should stay on the air," Logan recalls. "I was ready for the job then, but I was having my first kid, and it just seemed the better move. When Tom left they told me I was in if I wanted to do it, and I wanted to do it. There was no game to play again."

"The staff's been very supportive, so I haven't had to make a lot of adjustments. The major difference is that now I'm somebody's boss and not just a friend. There's a natural evolution that's still occurring. I know a lot more secrets I can't tell them, and they don't talk to me as openly and freely as they used to. It's a little strange, because I find myself biting my tongue, and I can sense them doing the same thing, thinking, 'Hey, you're the PD now. I can't tell you that.'"

"But there hasn't been any problem motivating them or trying to get them to do things the way I want them done. It would have been a lot harder had the staff not reacted as positively to my getting the job as they did. But we've known each other a long time and get along really well. They're very comfortable with the transition, which has made things very smooth. I thought there would be

"The major difference is that I know a lot more secrets I can't tell [the staff], and they don't talk to me as openly and freely as they used to."

— Charlie Logan

some real battles to be waged, and there weren't. Everybody's been on the same page: the jocks, sales, and management. I came home one night and told my wife to pinch me because I just couldn't believe it."

Before you get the idea that Logan leads a bunch of 'yes men,' note that the staffers did try to get away with some things initially.

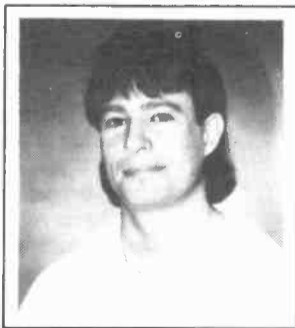
"The first thing your staff will do is test you," he says. "I had to hotline them in the beginning. It's kind of like kids. They want discipline. They pushed me to a degree, but not in a negative or vindictive way. They just want to see where the line in the sand is. You give them the line and stick to it."

"I manage people the way I like to be managed — in a very personal and human way that's relevant to the individual, with some very consistent rules for everybody. I've gone through some PDs over the years and learned how to do it and how not to do it. And the how not to do it is just as important — if not more important — than the how to."

Perhaps the biggest adjustment Logan's had to make is getting used to not doing the afternoon drive shift he commandeered for so many years.

"I definitely miss the fun of being on the air, and it's still a little strange when two o'clock rolls around. I used to get this huge adrenalin rush that I'm not getting anymore. But I'm still doing a Sunday night alternative show, so I can get my rocks off then."

FAMOUS FIRSTS



JOHN EDWARDS,
VP/Programming, WWBZ/Chicago

WHAT WAS THE FIRST RECORD YOU BOUGHT?
J: "Seasons In The Sun," by Terry Jacks
WHO WAS YOUR FIRST RADIO IDOL?
J: John "Records" Landecker
WHAT WAS YOUR FIRST COMMERCIAL RADIO JOB?
J: KOWB/Laramie, WY
WHAT WAS YOUR FIRST SEXUAL ENCOUNTER?
J: It was also my first brush with Mormonism!

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Robbie Robertson

“What About Now”



The First Single, Track and Video

From the Highly-Anticipated,

New Album

Storyville

The Follow-Up to his

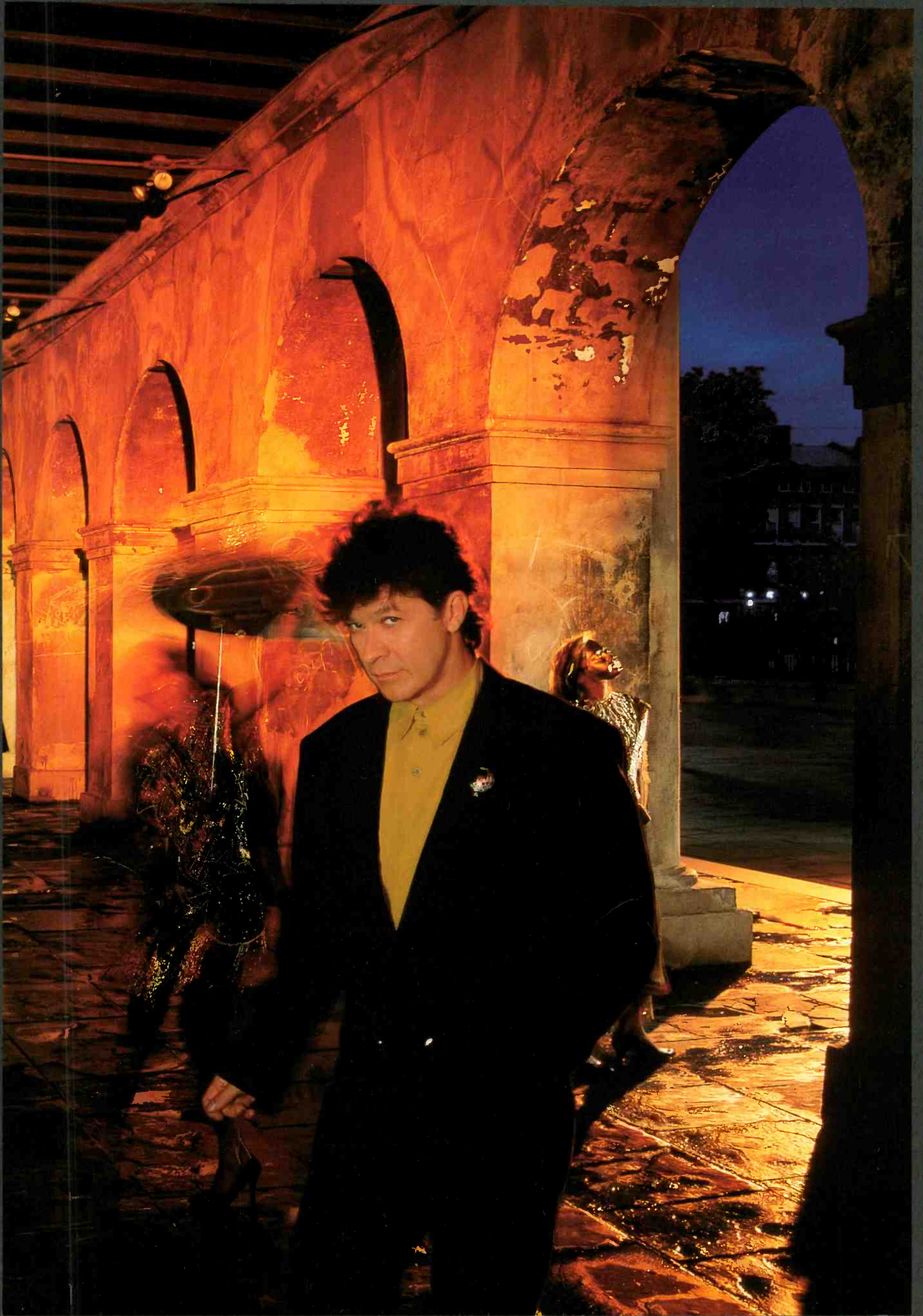
Critically-Acclaimed Solo Debut

Album Which Was Certified Gold

and Platinum Around the World



Storyville, "a section of New Orleans once dedicated to fast living, hot music and moonburnt nights," is now rededicated by Robbie Robertson and a host of unequalled musicians and vocalists including: Aaron Neville, Art Neville, The Meters' Ivan Neville and Cyril Neville, Neil Young, Bruce Hornsby, R.E.M.'s Mike Mills, David Baerwald and David Ricketts (David & David), the Blue Nile, New Orleans' own Rebirth Brass Band, legendary gospel choir the Zion Harmonizers, and Native American singers Chief Monk Boudreaux of Golden Eagles and Chief Bo Dollis of Wild Magnolias.





When was the last time
a song made you forget
about tomorrow and
yesterday?



MIKE KINOSHIAN

Houston's Mix Turns Up The Heat

More and more ACs are adopting Hot AC and Adult CHR handles. Here's a look at two major market shining stars and a small market winner who use those terms — or have had them applied to their stations.

Fifteen months ago, Nationwide transformed CHR KR/NJ/Houston to KHM (Mix 96.5). Ratings dividends came quickly, with an especially sweet fall Arbitron payoff (No. 4 25-54). Spring results weren't too shabby, either, as the Mix finished fifth among 25-54s.

"Hot AC is really a nebulous term — we're a mainstream music station for adults," declared Nationwide Group PD/KHM PD Guy Zapoleon. "I really don't know if 'hot' means more uptempo Urban, more current, or more rock. When I first scoped out this market, I noticed there was no mainstream station. We're a station for people who grew up listening to Jackson Browne, Fleetwood Mac, and the Eagles in the '70s, and who graduated from CHR in the early '80s."

Female Mystique

According to Zapoleon, KHM's preferred cell is 25-34 females. "None of our marketing, research, or presentation is focused on males. However, since most of the music has a slight rock feel to it, we probably do better with men than some stations like ours with a more Urban lean." Commenting on the differences between KHM and Rock ACs such as WMMO/Orlando, Zapoleon said, "The only real difference is that we're focused on women and they're focused on men. Other than that, we're pretty similar."

Zapoleon disagrees with the sentiment that AC's not a current-based format. "We're not a current



Guy Zapoleon

station, but the success of our station — and VH-1 — indicates that adults want to hear the right blend of new and old. It's very important for us to serve as a way for 30-year-old females to keep up with current trends, whether it's lifestyle, fashion, news, or music. We keep them abreast of current music trends they would potentially like, as well as mix in their old favorites."

Despite the presence of rival ACs KLTR and KODA, Zapoleon doesn't shy away from the critical

in-office listening battle. "Many people want to hear a slightly more uptempo mix in the office than what those stations offer. We get different kinds of people who want to put us on in offices. We try to provide the same product 24 hours a day, with a slight adjustment at night."

Thirtysomething Talent

Describing his air personalities as "energetic adults," Zapoleon explained, "Our announcers are all 30-ish. I want them to imagine that they're talking to a friend and playing their favorite songs at a party. The music's the star on our station." Rather than utilizing a morning drive "zoo" approach, the Mix's focus is service-oriented. "We do traffic in every break, air news twice an hour, and discuss relevant topics about Houstonians' lifestyles."

According to Zapoleon, AC stations face musical changes every decade. "In 1965, [ACs played] lots of Dean Martin and Bobby Vinton; in 1970, it was softer Beatles and the Carpenters; in 1980, the format played the Eagles, Fleetwood Mac, and Lionel Richie. We're the next version of what many adults want from a mainstream station. It seems that every 10 years AC has acquired a little more edge to it, but traditional ACs still don't have that much of an edge. The tradi-

Victoria Adult CHR's Dayparting Factor

Only shades of difference separate Hot ACs from Adult CHRs. Adult CHR KVIC/Victoria, TX PD Tony Davis offers one such difference: "Hot AC demos tend to be more female-oriented and a little older than Adult CHRs. But the age range is pretty close — about 25-49 for both."

Davis indicated that the emergence of rap music may have helped accelerate the growth of Adult CHRs and Hot ACs. "Rap and heavy metal made many people turn away from CHR. People are searching for something different, which is why 'Mix' stations are so appealing. I wouldn't expect to see much change in Adult CHR/Hot AC in the next 10 years. You won't see stations like this play rap or heavy metal — it's too much of an extreme, and adults won't tolerate it."

Dayparting can play a major role in an Adult CHR/Hot AC's success. "You begin playing songs with an edge by artists like Stevie Nicks, Bryan Adams, and Dire Straits — as well as classic rock songs — at night," Davis commented. "In addition, we daypart traditional AC artists in morning drive. During the day, we play just about everything on the AC chart."

Not far away (geographically) from Davis is what he considers a leading Adult CHR/Hot AC. "I lis-



Tony Davis

ten to KHM (Mix 96.5)/Houston a lot and like the way it sounds. It has a certain edge to it. VH-1 could also be classified as [a TV version of] Adult CHR, but sometimes it's too broad."

(Editor's note: KHM/Houston and WKQI/Detroit became AC reporters two weeks ago; KVIC/Victoria, TX has been an AC reporter for several years.)

tional reference point of AC is that it's a soft format. We're not a soft station."

Stressing that Hot ACs are market-dependent, Zapoleon pointed out, "We developed what we did because of what was missing in Houston. It's important for us to be more than just a radio station. We

feel we need to touch people's heartstrings and do lots of community involvement. Stations shouldn't take a format like ours and simply copy it. If a station doesn't do proper research, or doesn't create and execute a game plan, its chance of success is cut at least in half."

CHR Lite's All Right In Motown

Jumping on the dieting bandwagon, WKQI (Q95)/Detroit PD Steve Weed has a different way of describing his station's format direction: CHR Lite.

"We play the best hits without the bad elements — hard rock and rap — and are targeting 25-40s," he said. "We're a well-produced, upbeat station using all the latest production elements and techniques," Weed said. "Harsh CHR elements that don't work well with adults have been eliminated. By the nature of our music, presentation, and market conditions, we'll do better with females than males."

Hard To Label

In the spring Arbitron, Q95 finished second among 25-54s. Like a growing number of stations (including KYKY/St. Louis, the station Weed left in June), Q95 can't be easily pigeonholed as being either totally AC or CHR. "If a CHR plays strictly from R&R's Back Page CHR chart, then we're not a CHR. But we don't play R&R's full Back Page AC chart, either."

"It's difficult to neatly wrap up exactly what we are in a two- or three-word marketing phrase.



Steve Weed

That's why ACs struggle with lines like 'Favorites of the '60s, '70s, '80s, and today,' and 'Somewhere between a rock and a soft place.' There's no easy way to define AC. Through the '80s, AC had a negative image of playing just Neil Diamond, Barbra Streisand, and Barry Manilow. It was soft music/soft presentation with lots of Gold."

'Evolutionary Format'

Concurring with many other PDs that there's only minor differences in interpretation between the terms Hot AC and Adult CHR, Weed noted, "They're different in concepts of music balance, reliance on '80s and recurrents, and currents. The perception is that Adult CHR is more current than Hot AC. Hot ACs focus on adult elements of current music. Another difference is in the depth of the oldies library. For example, the library of our CHR competitor [WHYT] is substantially larger than ours." Weed hinted that WHYT's base library might possibly be triple that of Q95.

Hot AC clearly is one of the industry's leading "buzz" formats. "It's not a revolutionary format — it's an evolutionary format," Weed said. "It's the outgrowth of CHR that's maturing along with the bulk of the audience." People who tune to Hot ACs in the '90s probably grew up listening to CHR in the '80s, Weed said. "They appreciate Top 40 radio and still want to feel contemporary. Hot AC is a com-

fortable form of contemporary radio for the boppers of the '60s. They expect a contemporary presentation."

KHM/Houston Music Monitor

3pm

BELINDA CARLISLE/Mad

About You

JAMES INGRAM/I Don't Have

The Heart

BONNIE RAITT/Something To

Talk About

PHIL COLLINS/You Can't

Hurry Love

ALIAS/More Than Words Can Say

FLEETWOOD MAC/Rhiannon

RICK ASTLEY/Cry For Help

ROXETTE/Fading Like A Flower

FINE YOUNG CANNIBALS/She

Drives Me Crazy

ROD STEWART/The Motown Song

MIKE & THE MECHANICS/All I

Need Is A Miracle

AMY GRANT/That's What Love

Is For

JOURNEY/Who's Crying Now

WKQI/Detroit Music Monitor

Noon

HALL & OATES/So Close

BONNIE RAITT/Something To

Talk About

STEVE WINWOOD/Higher Love

BOB SEGER & THE SILVER

BULLET BAND/Real Love

MOTELS/Suddenly Last Summer

ROD STEWART/The Motown Song

TAYLOR DAYNE/I'll Be Your

Shelter

MICHAEL W. SMITH/A Place In

This World

CHR/I Found Someone

BRYAN ADAMS/(Everything I Do) I

Do It For You

VOICES THAT CARE/Voices That

Care

LUTHER VANDROSS/Don't Want

To Be A Fool

TINA TURNER/The Best



JOEL DENVER

PD FORUM

Format Heart Pumps To Teen, Family Beat

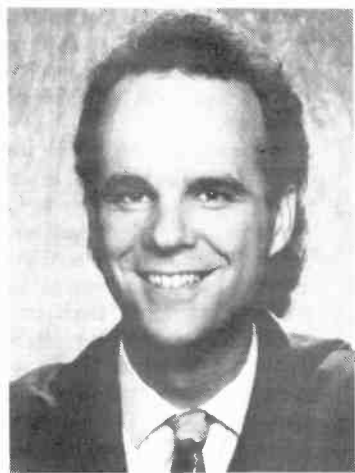
What's the latest pulse rate for CHR? Well, it's no longer weak and thready. In fact, according to a few PDs, it's getting stronger every day.

During a recent PD roundtable, WBBM-FM (B96)/Chicago PD Dave Shakes, WNCI/Columbus and Nationwide Group PD Dave Robbins, KRBE/Houston PD Steve Wrostok, and WRVQ (Q94)/Richmond PD/afternoon Steve Davis shared their ideas about targeting teens and their families, current music, and CHR's general direction. Next week they'll address contesting, research, and marketing strategies.

R&R: After looking at summer Arbitron and Birch ratings, it seems that CHR is making a recovery in some markets. What's your opinion?

DS: The economy still hasn't recovered; we're looking forward to finishing 1991 and heading into 1992. There's been a lot of discussion about CHR's proper role in the music spectrum. Most have decided to regroup and serve 12-24-year-olds and build adult numbers based on the format's youth and excitement.

That's how we've done it in Chicago. While we've had a little slippage in the summer Arbitron and Birch, we're not overly concerned.



Dave Shakes

“**Most [CHR]s have decided to regroup and serve 12-24-year-olds and build adult numbers based on the format's youth and excitement.**
— Dave Shakes

CHR can't rest on its laurels. And established stations have the challenge of reinventing themselves.

DR: CHR is going through the same cycle we saw a decade before. To program musically 25+ is nearly impossible. CHR has been and always will be a 12-24 format. When we get away from that as an industry, it always falls apart. If you don't like that, do some other format.

Here at WNCI, we look at 18-24 and spill up and down musically. CHRs that understand this continue to win. Stations that don't panic and try to move their core a little too far one way or another and end up losers. Strictly targeting 25+ musically just isn't going to work. Then you're no longer a CHR.

SD: WRVQ is a heritage station in a smaller market. We're entering our 20th year as a CHR. As a result, I've got an audience that grew up with the station. Teens are very much the core of what we're looking at, but I also have to pay attention to those 25-34-year-old fe-

males. We don't have straight-ahead competition. I'm fighting AOR, Country, and AC stations, so I have to be a little more conscious of the 24-34s.

Family Affair

R&R: CHR used to be the family format. Then, as niche formats increased in popularity, the music became polarized. Is that still a problem?

DS: To some degree, but it's getting better. CHR still generates adult numbers based on teen listening. When kids control the radio, adults get turned on to the station. So CHR builds with 12-24-year-olds, but it also starts picking up the upper demos — even the 30+ and 40+.

SD: Our sales department has a pretty good feel for the format. We sell it from a “families-with-children” standpoint. Yes, we're No. 1 in teens, but we also bring their 37- and 38-year-old parents into the car dealership when WRVQ personalities are there for an appearance.

DS: You'll also see women with very young children checking out the AC stations. But as their children age they're back into CHR.

SW: CHR is a youth format. If GMs and PDs would take time to think things through, do a good job of balancing the station, and let others go through knee-jerk reactions, then that will be good for 50% of their success.

I just hope that in the next six months or so, people go back to comprehending the realities of the

Core Action

To establish and maintain a healthy CHR over the long run, roundtable panel members say PDs should:

- Target 12-24 or 18-24
- Remember younger demos bring in adults
- Learn to sell the numbers the station has
- Rely on currents, not golds, for overall programming.



Steve Wrostok

“**Remember CHR's high side is 18-24. But if you spike it hard enough you're going to get that spillover on both ends. That's back-to-basics CHR programming.**
— Steve Wrostok

things you have to do to get the clients to understand that youth numbers are great.

Point out that MTV has megabucks coming from the same types of advertisers that have the same types of demos. Transfer some of that thought and energy — and hopefully money — to radio. Remain consistent and visualize the audience for each daypart. Remember CHR's high side is 18-24. But if you spike it hard enough you're going to get that spillover on both ends. That's back-to-basics CHR programming.

Dance Direction

R&R: KPWR/Los Angeles recently pulled all special mixes off the air, yet kept its Dance position by playing hit versions of dance records. Dave S., haven't you slightly modified B96's successful dance position?

DS: B96 really didn't have a clearly defined stationality when I came here. Focusing in the dance direction established a beachhead for us. Last year we broadened a bit, and the industry didn't notice — probably because we added pop records so late that often it was

Continued on Page 54



Dave Robbins

“**CHR has been and always will be a 12-24 format. When we get away from that, it always falls apart. If you don't like that, do some other format.**
— Dave Robbins



Steve Davis

“**Our sales department has a pretty good feel for the format. We sell it from a 'families-with-children' standpoint.**
— Steve Davis



WNCI's own morning zoo band, the Zoot Suits, pause between sets. Shown are (l-r) John Cline, Dee Miller, Dave Calin, and (front) Shawn Ireland.

SHABBA RANKS

"Housecall"

NOW ON 31 CHR REPORTERS INCLUDING:

WZOU add	KBXX	TIC-FM	KZFM	WJAD
HOT97 29-20 Hot	HOT102 add	WKSS	WBBO	KNOE
WIOQ	KKFR	999KHI	WAPE	WILN
WMXP add	Q106 deb 30	WWKX	WWHT	WFHT
WPGC 20-16	KMEL 28-24	WQXA	PWR102	WBXX
		WBBQ	KCAQ	KQMQ
		WCKZ	KHTT	KYRK

UC CHART: 15-8



TONY TERRY

"With You"

CHR CHART: 20

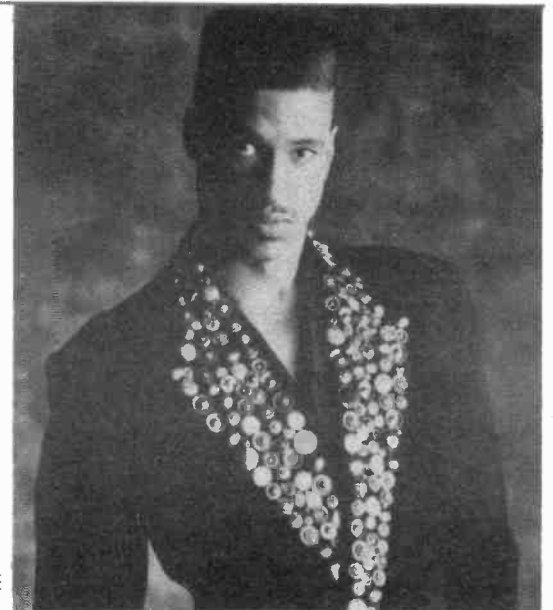
NOW ON 143 CHR

REPORTERS INCLUDING ACTION AT 36 P-1's

NEW BELIEVERS AT:

KEGL	WRVQ	95XXX	KROC
WJMO	CK105	Q101	WDBR
WNCI	KIKX	Y94	KBOZ

P1 CHART 11



GLORIA ESTEFAN

"Live For Loving You"

NOW ON 97 CHR REPORTERS INCLUDING:

MOJO 24-21	KXXR	WVSR add	Z90 add	WBWB add
WIOQ add 30	KRXY 11-7 Hot	Y102 add	WOMP add	KLYV add
PRO-FM 27-21	KIIS 23-17	WRCK add	WZKX add	KZIO add
PWR96 22-19	PWR106	XL1067 add	KMCK add	WTBX add
Y100 7-6 Hot	KGGI add 24	WGRD add	WILN add	WKFR add
B97 deb 26	KISN	KKRD add	KBXX add	KTRS add
KTFM add	HOT977	HOT949 add	KYYY add	

AC CHART: 28-21-14-4-1

... AND MANY MORE!



LUTHER VANDROSS

"Don't Want To Be A Fool"

CHR CHART: 11

166 CHR Reporters — 69%

HOT ACTION AT 32 P-1's

WXKS 14-10	PWRPIG 7-6	FM102 1-1 Hot	AC CHART: 6
WZOU 5-5	WJMO 15-10	KPLZ 11-9	#1 URBAN SMASH!
WEGX 21-17	KRXY 2-1 Hot	WSSX 8-6 Hot	
WIOQ 1-1 Hot	KIIS 9-8	WCGQ 7-6 Hot	
PRO-FM 12-8	KKFR 9-8	WMXF 11-7 Hot	
WPGC 5-4	KKRZ 8-6 Hot	WZYP 7-3 Hot	

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[75021-2385-1; 75021-2387-4]



NOW ON CLUB



P1 CHART 36-33

NEW & ACTIVE 56/10

#1 BILLBOARD DANCE CHART

PWR96 add Q99.5 add
PWRPIG add 34 KWIN add 40
HOT102 add PWR99 deb 29
WSPK add KS104 deb 23
KHTK add 28 Q106 deb 28
KKSS add WXKS 29-26

WZOU 13-10
HOT97 6-4 Hot
WIOQ 12-10
WMXP 23-20
WPGC 18-15
B96 22-18
WJMO 23-20
KOY-FM 14-12
KMEL 18-16
...And More!

Robyn Hitchcock and The Egyptians "So You Think You're In Love"



NOW ON



#1 R&R NEW ROCK CHART

NOW ON 22 CHR REPORTERS!

WRVQ add WPST KROC
KISR add WBBQ WIFC
KQIX add WRHT ...And More!
KTMT add WGTZ
ZFUN add WZOK
WDJX deb 38 WJMX
KWOD 30-24 KNIN
WCIL 33 WVBS
KFMW 40-33 KLYV



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Format Heart Pumps To Teen, Family Beat

Continued from Page 52

useless for the labels to build a chart story.

All along, B96 has played artists like Wilson Phillips and Roxette and maintained a Dance label. When WYTZ directly attacked us this winter, it failed because we tightened our belt and superserved our core. Now that they aren't happening, we can pursue our real agenda — to be a mass appeal station. And in Chicago in 1991 that means leaning Dance.

R&R: Many CHRs still pull strong 25+ numbers. If that's not because of the music, than what's the reason?

DR: WNCI is in a heritage situation. We've maintained with 18-24-driven music, but our marketing and morning show attract the 25+ numbers. As far as where music is going, I think true CHR has always been a variety of what's out there, and it'll continue to be that way. If we stop that, we're inviting super-niching.

R&R: With KKBQ going Country, and KBXX rumored to be moving more toward middle ground, isn't this an excellent opportunity for KRBE to grow as the lone mainstream CHR?

SW: Yes, but I don't want to get overconfident and begin to broaden or add below-average records just for the sake of variety. KRBE will remain a pretty well-balanced cross section of styles tied together by the stationality and personalities.

DR: It's a tough situation being the only CHR. We saw a big challenge here when 92X [WXGT] went away. All of a sudden you are ascribed every possible negative that's ever been dumped on CHR. It's something you have to look out for, while making sure you don't overcompensate for it.

SW: Luckily, we're in a pretty good position here. We dropped that bad baggage in a very wholesale club-you-over-the-head kind of way with our "Hits Without The Hype" campaign. We actually repositioned KKBQ in the process and now it's gone.

Current Affair

R&R: There's been a lot of talk recently about adding gold, alternative, new rock, and more recurrents while adding fewer currents. Where's the format headed musically?

SD: I've done a lot of research: callouts, retail, requests. Our rule of thumb as far as recurrents or gold is if it sounds as if it could be a hit today, and it fits within the context of the stuff that surrounds it, then we consider it. As far as the percentage of recurrents and gold, it's all according to the daypart. We're probably about 80% current overall.

SW: Right now, music from the mid-'80s is a stronger match stylistically than titles from the late- and early-'80s. A lot of that early MTV



KRBE recently broadcast live in Hollywood for a week. News Director Darian Hunter (l) and morning man Paul Barsky (r) hang out with Bob Hope.

stuff, from '83-85, seems to work better with the Jesus Joneses of the world. But you can't play these gold songs too often or too long or they lose their "oh wow" factor.

DS: You've got to have good currents. We use recurrents to shore up a particular style of current sound. For example, if we're in a period where there's not a lot of smash pop records, then we'll increase the number of recurrent pop records.

SD: That's exactly what we did. We're a straight-ahead, mass appeal station, and it was difficult for us when there was a lot of dance product because Richmond isn't a dance market. Musically, it's very conservative. We had to balance the recurrents and gold so it didn't sound like a different station.

Hype Hits Home

R&R: Steve (Wyrostok), can you explain why KRBE's unique "Hits Without The Hype" presentation worked?

SW: It addressed many of the format's inherent negatives. The biggest up side is that it presented an incredibly clear contrast to the other CHR. The down sides are that we had to repackage and redesign a lot of things to promote, contest, and present the format without the hype. We ended up defining what hype was and then presenting the other things we wanted to accomplish. If we didn't define hype for the audience, we would have been perceived as doing hype ourselves.

Overdefining KRBE as we did had the potential to slow down our momentum. But our jocks' talent prevented that from happening. They're totally in control, which is more than you can get just by slapping on jingles, sweepers, and segues. Perhaps now we can be a bit more aggressive and energetic. There's nothing to compare us with except a memory.

DR: By contrast, WNCI is seen as a hype machine. So we have fun

with it and do "contest and hype alerts" on our morning show. We'll come on with liners like, "The following element is designed to make you listen longer." Then we play the little sounder for the contest, someone wins, and everyone laughs. In focus groups, the audience says, "These guys are real. At least they know what they are."

SD: We're in the process of being sold and have countered those inevitable research studies that show WRVQ talks too much, is too hyped with contests, etc. by poking fun at ourselves. One sweeper says "N-nobody, n-nobody st-st-stammers more than we do." The listeners seem to react to it in a very positive way.

R&R: How about sweepers? Have we growled at the audience too often?

DS: We're not into "Star Wars" sound effects or stutter-stopping, or anything like that anymore. It seems that what sounds cool now is a basic direct message like, "You can win George Michael tickets today on the Killer Bee, B96." It's straight, gets out of the way, and then we go right into the music.

SD: We've started to drop in female voices doing some recorded sweepers. It seems to be a nice change of pace and makes the station sound a little more real.

R&R: Any comments on liner content? Are we overexplaining ourselves?

DS: There are too many qualifiers in them today. I've got a great exercise. Listen to your station for one week at your average TSL, and make notes of exactly what you hear. It really makes you aware of the need for simplicity and directness. The KISS concept — keep it simple, stupid — is still in effect in 1991.

DR: We're getting a bit too wordy and the audience doesn't relate to these phrases. My favorite saying is "One plus one plus one equals one-third." That kind of says it all, doesn't it?

LIKE CLOCKWORK... The KLF STRIKES AGAIN

It all started at "3 A.M. ETERNAL."  Their

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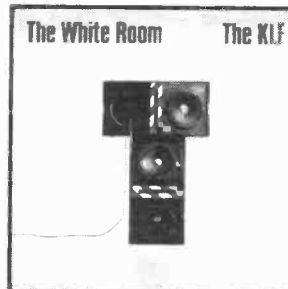
From the  street to the clubs, 

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never before. The result?

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WALT LOVE

UC

URBAN CONTEMPORARY

Rap's Role In Mainstream Radio

Over the past several months, it seems that more Urban stations have increased the number of rap records they're playing despite an apparent trend toward tighter and shorter playlists.

This week four programmers discuss when, why, and how they deal with rap at their stations and examine the value and necessity of playing selected rap tracks on a somewhat regular basis.

Know Your Market

Todd Lewis, who recently vacated the OM/PD post at WIZF/Cincinnati for duties at parent Inter-Urban's Chicago headquarters, says there's always been a place on the station's playlist for rap. "This isn't something we just started playing. We've always done it, but the music's been more dayparted in the past. The key to making music work for your station is knowing your audience's listening habits and playing the music that appeals to them during those times.

"We found that weekends and evenings — after adults are home from work — are the best times to integrate rap. Of course, the record itself is also a factor. There are some songs that are, yes, rap records. But somehow they fall outside of the genre and become 'special' rap records. You have records by artists like Hammer and D.J. Jazzy Jeff & The Fresh Prince that don't get classified as *real* rap records. They become OK to play in most dayparts, and people seem to enjoy them very much.

"The key is that those types of rap records don't offend anyone. People like the beat, the lyrics, and what the acts represent. We get away with airing those records any time of the day or night, and those are the types of rap records we're looking to play."



Todd Lewis



Lewis says a station's city of license is a big factor in determining which rap records are right. "Cincinnati is a very conservative city. We've had N.W.A. and 2 Live Crew concerts canceled. So we have to be very careful the music we air doesn't offend the Cincinnati listeners. I use different formulas to choose all records, but especially rap records. If I find a number of adults aged 25-35 are requesting D.J. Jazzy Jeff & The Fresh Prince, Hammer, etc., then I know we've found a rap record that's OK with adults.

"I can tell you this: We never want records that are too hard or too offensive for our audience. If rap artists are interested in radio airplay, they need to make records we can play. That's not selling out. That's simply a case of doing what you need to do to get heard on mainstream radio."

Lewis's replacement, PD/MD Torey Turner, agrees with Lewis's approach to rap programming. But she says WIZF is likely to daypart rap records even more. "We'll probably play rap after school hours, starting at 3pm; definitely from 5:30 until 9pm, when we start our 'Quiet Storm' programming. There are some rap records we just can't play. But I can't see us — the only Urban station in Cincinnati — not playing rap at all. We

have to play some to fulfill the needs of our audience. So we'll continue to add and play rap music. But there will be strict controls on it."

Talking Tempo

WIKS/New Bern, NC three-year PD B.K. Kirkland says there are many reasons why more stations are currently integrating rap into their playlists. "Maybe it's because more PDs and MDs are starting to report all of the music they're playing. For a long time some programmers were playing rap but not telling the trades.

"It might also be due to the fact that more PDs and MDs are realizing they don't have to put listeners to sleep in order to appeal to adult demos. Some of us previously thought adult programming had to be 'Quiet Storm'-type of music. But the song selection for an adult approach doesn't have to be slow. So some programmers are putting in more rap music to help their stations sound uptempo and lively. By mixing in rap, they don't fall into the trap of thinking the only way to appeal to adults is by slowing things down."

Kirkland also notes that adults are no longer unfamiliar with rap. "Rap's been around for a while now. Because I'm over 25, does

but you can get away with playing it if you do it at the right time. When's the right time? For us, it's after 6pm. There are certain rap songs that can fit throughout the day. The recent D.J. Jazzy Jeff & The Fresh Prince single ['Summertime'] is a prime example of the nice, smooth rap song that adults enjoy and will listen to. So it's not that adults think of rap as a negative.

"Some rap has gotten a bad reputation and justly so. Some hardcore rappers deserve the bad rap they're getting. On the other hand, some rappers do good things with their music and appeal to demos across the board. There's a fine line we have to walk. It's all in the music selection. You'd never hear an N.W.A. song on WIKS because we feel it would draw a negative response and turn off a number of our adult listeners.

"We don't think songs by D.J. Jazzy Jeff & The Fresh Prince, Kool Moe Dee, Naughty By Nature, and similar artists will turn off our listeners. There also are current hits by mainstream artists like Phyllis Hyman, Tevin Campbell, Whitney Houston, and others that feature rappers, and their fans seem to have accepted it. R&B and rap are coming together musically."

More Accessible

KBCE/Alexandria, LA PD and 20-year industry vet Donnie Taylor says he's adding more rap to the station's music mix because the music is now more accessible.

"We're receiving more [rap single] mixes from record companies than ever before, and we're able to tailor the sound of our station to our listeners. I really thank today's music producers for that. It makes it possible for us to be more flexible not only about what we're willing to play, but also about what makes sense for us to play.

"I'm particularly impressed with major recording artists such as Phyllis Hyman, who've made it easier to present rap to non-rap audiences. Rap is here to stay. A lot of rap songs could be included in a station's regular mix — provided the songs are positioned between two established records. Some rap is too hard for mass appeal audiences, but some rap songs are only mildly suggestive considering that rap comes with a message from the streets. I like it and think it can be played just about anywhere [in the mix]."

Taylor keeps his ear to the ground to determine the number of rap songs KBCE programs as well as when and where the records are positioned. "I want to know my audience's preferences. I want to



B.K. Kirkland



know what's happening. I'm in contact with local record shops and in tune with which videos are happening. I'm also on the streets to find out what's really being accepted musically.

"We actually featured rap across the board during the summer months. Obviously the kids were free [out of school], and everybody was outdoors. But now that it's fall, we've had to cut back on playing rap all hours of the day.

"We'll add a touch of rap to our hot rotations in the morning, but no more than two songs. We play none during middays, then go back to some rap in late afternoons as we set up things for evenings. I think rap sounds good. But for rap to be presented on mainstream radio, it has to be [correctly] packaged for your audience."

What Do You Think?

After talking with these four programmers, I welcome your comments — pro and con — on the issue. Please feel free to send a letter or call me with your thoughts.

ACTION

Personnel Moves

James Williams replaces Rob Neal as PD at KXZZ (Z16)/Lake Charles, LA . . . WLOU/Louisville welcomes PD Jeff Phillips as Ange Canessa takes over the WJFX/Fort Wayne PD post from Kelly Karson . . . Lou Bennett, formerly midday personality at KQXL/Baton Rouge, is upped to PD/MD as Chris Clay moves on to promotion at Reprise Records . . . WTUG/Tuscaloosa, AL PD Al Brown is elevated to OM; Steve Sloan moves up from Asst. PD to PD.



Donnie Taylor



that mean I don't like rap music? It doesn't make sense to me when I hear other PDs make those kinds of statements about their adult listeners. There are adults who like rap. It just depends on the type of rap.

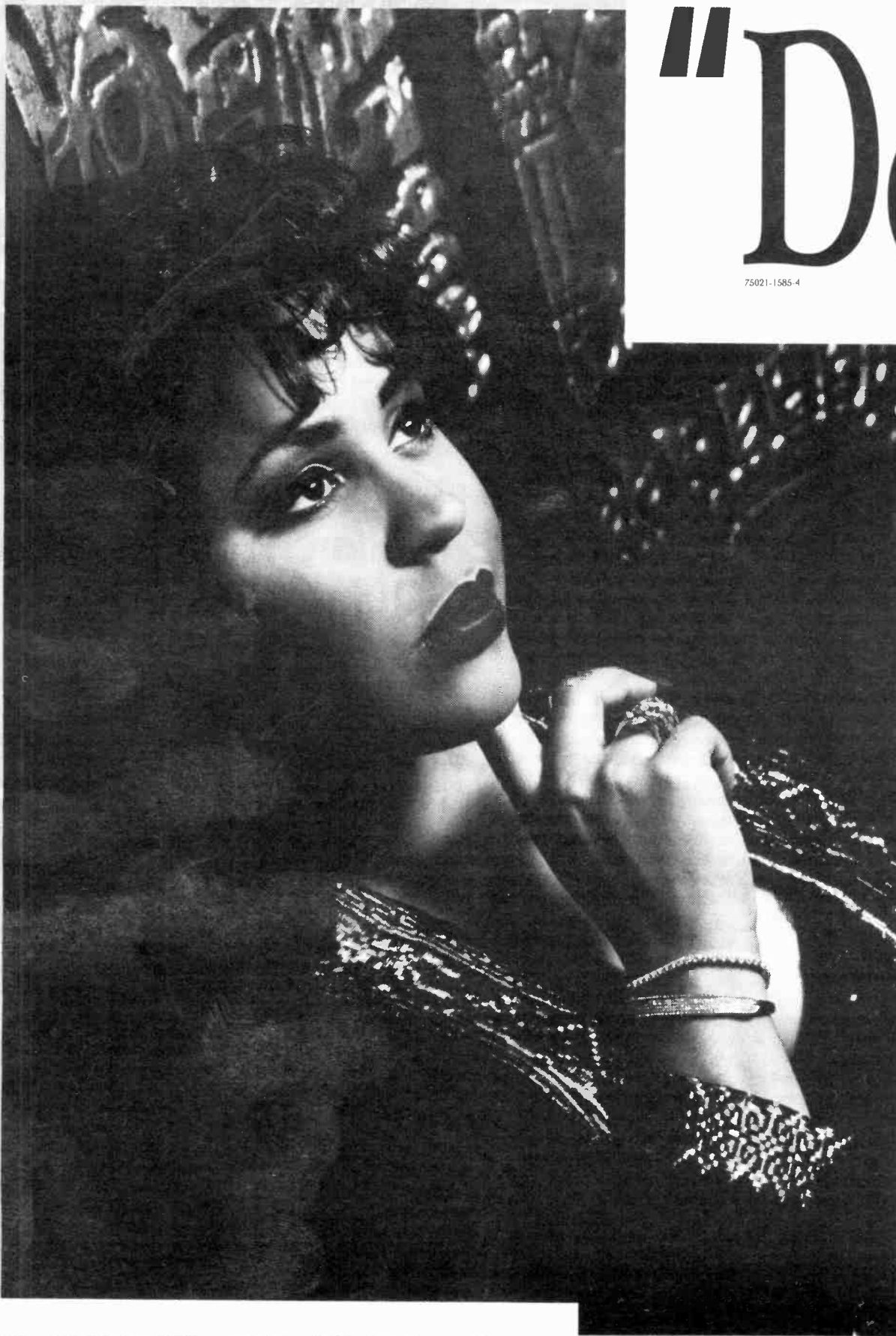
"You have to daypart rap music,

UC DATA BANK

Black Households Watch More TV

Black households watched almost twice as much TV each week last November as all other U.S. households, according to a recent study by NYC-based Nielsen Media Research. TVs were switched on in black homes for 89 hours and 48 minutes per week during the study period, compared with an average of 47 hours and six minutes in all other households.

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LON HELTON

Tips To Stay On Top

Cultivate Cume, Exercise 'Stationality'

Country radio's ratings have climbed steadily over the past few books, and early summer returns show the trend continuing. But as that happens, the fight for numbers will, of course, intensify from competitors within — as well as from outside of — the format.

WOKQ/Dover, NH PD Cliff Blake has some thoughts on what a Country station enjoying the view from atop the ratings heap can do to lengthen the lease on the penthouse.

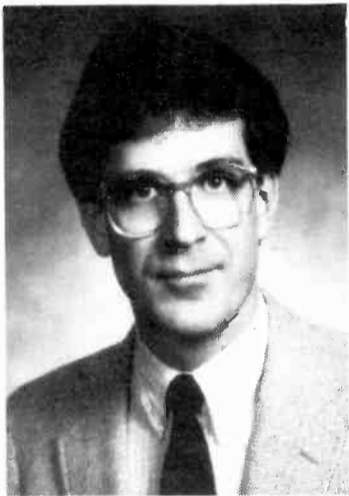
Blake says the abundance of media attention given to country stars is "evidence of mainstream acceptability of a format that always hid in the shadow of the 'Hee Haw' image. There's no need to apologize for being a Country station today. In fact, your listeners realized country music was hip before you did. Country is no longer a niche or boutique format."

Likening the dynamics of the radio marketplace to cable TV, Blake says, "There are ever-increasing numbers of competitors eager to skim off your share." As an example, he points to his market, where 33 stations were listed in Spring 1988. There are 42 stations today — nine more choices in three years. "And there are three more FMs due soon," Blake notes. "Fragmentation will only accelerate with the further growth of digital technology, direct satellite broadcasts, and supplier-to-home fiber-optic connections."

Blake offers the following tips to PDs wondering how to stay ahead of the game and on top of the ratings.

Steps To Success

- Chase everyone. Build cume without prejudice, gathering new listeners from every demo and every corner of your market. Listeners from all demos are finding



Cliff Blake

country music pleasing and exciting. Cable TV now has two country channels (CMT even beats VH-1 in ratings). Use market visibility, direct mail, and television; go door-to-door and shake hands. Run your cume-building machine like a political campaign, adding one vote at a time. Don't let a single call, letter, or casual meeting go by without adding that listener to your database.

- Find out what your audience wants and give it to them. Question listeners for information. Learn about their tastes, attitudes, and lifestyles. Begin reflecting those traits now.

- Examine your "stationality." Stationality boils down to leadership. The PD determines the destination. If you're a GM, hire a pro-

grammer who can infuse your station with the personality it needs to become distinctive and unique. If you're a programmer, here are some tips you can follow to ensure you're in tune with your market:

- Instruct your personalities to reflect a positive, winning attitude.
- Make sure your disc jockeys are well-versed in the station's direction.
- Remind your airstaff to stay informed on current events and music, and always to be mindful of the audience characteristics you've discovered.
- Reinforce the value of interest and fascination. Tell your personalities to think local, local, local.
- Gear everyone at the station — including the receptionist and others who answer the phone — toward customer service excellence.
- Keep the tempo bright and alive, the music upbeat.
- Make production elements — jingles, sounders, intros — as exciting as possible. The station should jump off the dial.
- Infuse service elements — weather, news, concert reports, backells, promos — with a sense of urgency.
- Maintain a modern sound. It'll be 1992 in three months. The country music scene has changed. You should be musically hip and happening like never before.
- Reconsider your current/oldie ratio. Think about adding more recurrenents. Determine which oldies still have validity today.

The Biggest Battle

Warning that a PD's biggest battle still awaits, Blake says programmers should work closely with their sales staffs. "Provide



GONE FISHIN' — The grand prize winner of a WHVK/Huntsville, AL contest got to go fishing with Travis Tritt (l). Admiring Tritt's catch is WHVK PD Jon Allen.

the qualitative audience ammunition your sales department needs to convince media buyers and advertising agencies that Country radio has come of age."

For comfort's sake, Blake shares a couple of quotes that he keeps in

his office: "Imagination is one of the last remaining legal means you have to gain unfair advantage over your competition," by David Ogilvy, and "The public is the final arbiter of what will succeed," by John T. Frankheimer.

HAVE YOU HEARD

Hiller, Thomas, Cook, Quinn New PDs

The flurry of activity in recent weeks has preempted HYH a time or two, so let's catch up on events.

KFGO-FM/Fargo, ND — which shifted from Light Rock to Country on October 1 — is being programmed separately from its legendary sister, KFGO (AM). Former KVUU/Colorado Springs OM **Wayne Hiller** picks up PM drive and is programming the station, which keeps its calls but adopts the handle "New Country 102." Before joining KVUU four years ago, Hiller worked in Fargo for 21 years — 18 of them at KQWB.

Meanwhile, KFGO-FM has raided crosstown Country competitor KVOX-AM & FM to fill two airshifts. **Ken Bennett**, who'd been doing wakeup duty at KVOX, is KFGO-FM's new morning co-host. He joins **Jane Alexander**, who stays through the format shift. Handling middays is **Brad Jackson**, who'd just been upped from parttime to middays at KVOX. Also at KFGO-FM, **Mike Allen** exits WKKQ/Hibbing, MN to assume evenings, while **Steve Dawson** retains the overnight slot.

Programming

Life sure isn't boring for former WWQM/Madison, WI Asst. PD **Charlie Thomas** — he changed jobs and got married within a matter of days. Thomas was named PD at WUSW/Oshkosh, WI in late August, and then wed **Kim Thearle** on August 31.

Changes at WWQM following Thomas's departure: PD **Tom Oakes** segues from PM drive to middays, evening talent **Ken Scott** moves to afternoons, weekender **Jake Preston** to overnights, and **Tim Tyler** and **Mark Stephens** join for weekends. Those of you keeping a scorecard will notice there's still an evening opening. Contact Tom Oakes.

KAYD/Beaumont, TX PM driver **Von Cook** is now PD ... WKKQ/Hibbing, MN MD **Pam Quinn** has been promoted to PD, replacing **Michael Alan**. Four-year station personality **Mark Anthony** is upped to MD ... KEKB/

Grand Junction, CO PM driver **Ed Chandler** slides into the PD chair ... KEBC/Oklahoma City evening talent **Erik Logan** has been upped to Asst. PD/MD/middays. **Margaret Jacobs** joins as Promotion Director.

Musical Chairs

Former WAVW/Vero Beach, FL MD **Trish Hennessey** is the new MD at WICO/Salisbury, MD ... WPAP/Panama City, FL overnights **Kathy Fabian** is upped to MD ... **Mike Malone** assumes MD duties at KFNF/Oberlin, KS ... KUAD/Fort Collins morning personality **Brian Gary** adds MD chores ... KCJB/Minot, ND PD **Stephanie Stevens** now wears the MD hat as well.

Personality Changes

At WUSN/Chicago: **Scott Wagner** moves from evenings to Production Director, **Bill Garcia** joins for nights, **Debi Diamond** gives up late-nights to **Ray Stevens** for overnights ... WIL/St. Louis weekender **Bo Matthews** replaces overnights **Brian Croder**, who's heading to law school ... **Paul Scott** leaves WYCR/York, PA for afternoons at WIOV/Lancaster, PA. He replaces **Al Burke**, who's now PD at WRFY/Reading, PA.

Carol Turner exits overnights at WDAF/Kansas City for middays at KZKX/Lincoln, NE. Also at KZKX, part-timer **Tim Resler** lands the overnight shift ... **Jonathan Stevens** replaces **Tom Dixon** in mornings at KGHL/Billings, MT ... **Steve Ricks** moves from evenings to afternoons at KYKS/Lufkin, TX; part-timer **Todd Zigler** graduates to nights.

As WYNG/Evansville, IN personality **Jeff Walker** heads to sales, overnights **Kevin Webb** moves to afternoons. Part-timer **Elesha Becker** picks up Webb's former shift ... **Kelli Martindale** is the new overnights at WDEZ/Wausau, WI ... **Carlette Taylor** is the new morning show producer at KSON/San Diego ... **Danny Fox** leaves WYEZ/South Bend, IN for PM drive at WAYZ/Hagerstown, MD.



TRIPLE THREAT — WBKR/Owensboro, KY MD Dave Spencer (second from left) recently played host to the Marcy Brothers — (l-r) Kevin, Kris, and Kendall.

NASHVILLE IN MOTION

Little Big Town Grows; Burches Branch Out

Round and round they go. With the frenetic frenzy of CMA Week, we momentarily lost track of the fast track. Here's who's been moving and shaking during the past few weeks.

Roving Writers

• Little Big Town Music, in a joint venture with MCA Music, has added two new staff songwriters: **Billy Montana**, formerly of the Warner Bros. group **Billy Montana & The Long Shots**, and **Catesby Jones**, co-writer of Travis Tritt's "Country Club." **Stephanie Cox**, a recent Middle Tennessee State graduate, joins the company as a songplugger.

• Writers **Bruce** and **David Burch** have formed **Burch**

Brothers Music. The publishing company will administer the **Burch** catalog, which includes such songs as "Rumor Has It" and "The Last Resort."

• **WSIX**/Nashville morning man **Gerry House** recently opened his own publishing company, **House-notes Music**. The firm will set up shop at 24 Music Square West. 'SIX morning show producer **Devon O'Day** will serve as the company's songplugger.

• **Buddy Killen** recently purchased the **Cartee Publishing Com-**

pany, which is comprised of **Alan Cartee Music** and **Shoals Music Mill**. Killen also retains 100% ownership of **Lexicon Music**, a gospel catalog he previously co-owned with **John Lindahl**. **Curtis Green** has been appointed Professional Manager for Killen's publishing companies, **Buddy Killen Music** and **Killen Songs**.

• **Herky Williams** has been promoted to Professional Manager of **Great Cumberland Music**. Formerly an independent publisher, Williams had worked as a Great Cumberland songplugger for the past year.

On The Move

• Signings: **Neal McCoy** to **Buddy Lee Attractions** for booking . . . **Brooks & Dunn** to **Network Ink** for publicity . . . **John McEuen** to the **William Morris Agency** for booking . . . the **Kendalls** to **Don Fowler & Associates** for booking . . . **Bob Alan** to **Golden Reed Music** . . . **Shenandoah**, **Tim Ryan**, **J.P. Pennington**, and **Dawn Sears** to **World Class Talent** for booking.



FAN AFFAIR — Holly Dunn was thrilled to learn that two of the audience members at her recent Victorville, CA concert were none other than Roy Rogers and Dale Evans. Dunn is an avid collector of Rogers memorabilia.

Media Motion


• Publicists **Brenda Horn** and **Bridget Dolan** have joined forces as **Littlehorn Communications**, focusing on public relations and special promotions. Initial clients include **Waylon Jennings**, the **Bellamy Brothers**, and **Billy Baker**. Horn, who was previously affiliated with **Kathy Gangwisch & Associates**, will remain in **Kansas City** and can be reached at (816) 792-4151. Dolan will stay in **Oklahoma City**.

• **Schatzi Hageman** has been upgraded to **Manager/Media** of **Sony Mu-**

sic/Nashville. **Hageman**, who's been with the label for nearly a year, was previously a production coordinator for "Entertainment Tonight" in Nashville, as well as a member of the L.A.-based **Jeff Wald** management team.

• **Kat Stratton** and **Larry White** have formed **Blue Cat Productions**, an Atlanta-based full-service public relations company for blues and country music. Stratton formerly worked with **Mark Pucci Associates** for six years; White was a partner with the **Smith, White, Sharma & Halpern** law firm.

— **Lorie Hollabaugh**



THE NASHVILLE NETWORK

53.9 million households
Larry Pareigis, MD
Lyndon LaFevers,
Video Program Administrator

Weeks On

HEAVY

MARK COLLIE/She's Never Comin' Back (MCA)	3
DAVIS DANIEL/For Crying Out Loud (Mercury)	13
ALAN JACKSON/Someday (Arista)	7
GEDRGE JONES/You Couldn't Get The Picture (MCA)	10
LITTLE TEXAS/Some Guys Have All The Love (WB)	8
PATTY LOVELESS/Hurt Me Bad (In A...) (MCA)	12
LORRIE MORGAN/A Picture Of Me (RCA)	15
ROY ROGERS & CLINT BLACK/Hold On Partner (RCA)	2
SAWYER BROWN/The Walk (Curb/Capitol)	14
RICKY VAN SHELTON/Keep It Between... (Col)	10
MARTY STUART/Tempted (MCA)	14
PAM TILLIS/Put Yourself In My Place (Arista)	10
TRAVIS TRITT/Anytime (WB)	9
K. WHITLEY & E.T. CONLEY/Brotherly Love (RCA)	9
TRISHA YEARWOOD/Like We Never Had... (MCA)	9

ADDS

JOHN ANDERSON/Straight Tequila Night (BNA)

JANIE FRICKE/I Want To Grow Old With You (Intersound)

CHRIS LeDOUX/Workin' Man's Ollar (Capitol)

REMINGTONS/A Long Time Ago (BNA)

SWEETHEARTS OF THE RODEO/Devil And Your... (Col)

CHRIS WALL/Hangin' Out (Tried And True)

Information current as of October 14



COUNTRY MUSIC TELEVISION

14.2 million households
Bob Baker, Director/Operations
Ric Trask, Program Manager

TOP 10

LW TW	2 1	TRAVIS TRITT/Anytime (WB)
	4 2	MARTY STUART/Tempted (MCA)
	5 3	ALAN JACKSON/Someday (Arista)
	1 4	RICKY VAN SHELTON/Keep It Between... (Col)
	3 5	SAWYER BROWN/The Walk (Curb/Capitol)
	10 6	VINCE GILL/Look At Us (MCA)
	6 7	GEDRGE JONES/You Couldn't Get... (MCA)
	7 8	MARTIN DELRAY/Lillie's White Lies (Atlantic)
	9 9	DOLLY PARTON/Eagle When She Flies (Col)
	— 10	NEAL MCCOY/This Time I Hurt... (Atlantic)

HEAVY

JOHN ANDERSON/Straight Tequila Night (BNA)	2
MATRACA BERG/It's Easy To Tell (RCA)	3
JAMES BLUNDELL/Time On His Hands (Capitol)	8
BROOKS & DUNN/My Next Broken Heart (Arista)	5
MARK COLLIE/She's Never Coming Back (MCA)	4
DAVIS DANIEL/For Crying Out Loud (Mercury)	13
CHARLIE DANIELS/Little Folks (Epic)	5
DESERT ROSE BAND/You Can Go Home (Curb/MCA)	8
DIAMOND RIO/Mirror, Mirror (Arista)	12
DEAN DILLON/Don't You Even (Think...) (Atlantic)	9
HOLLY DUNN/No One Takes The Train Anymore (WB)	7
GEORGE FOX/I Know Where You Go (WB)	9
EMMYLOU HARRIS/Rollin' And Ramblin' (WB)	8
HIGHWAY 101/The Blame (WB)	11
JJ WHITE/Heartbreak Train (Curb)	4
KENTUCKY HEADHUNTERS/It's Chittin'... (Mercury)	7
SAMMY KERSHAW/Cadillac (Merc.) BREAKOUT/9	
HAL KETCHUM/I Know Where Love Lives (Curb)	5
JIM LAUDERDALE/Maybe (WB)	4
CHRIS LeDOUX/Workin' Man's Ollar (Capitol)	2
LITTLE TEXAS/Some Guys Have All The Love (WB)	10
EDDIE LONDON/Uninvited Memory (RCA) ADD	
PATTY LOVELESS/Hurt Me Bad (In A...) (MCA)	12
KATHY MATTEA/Asking Us To Dance (Mercury)	6
RONNIE MCOWELL/Just Out Of Reach (Curb)	7
REBA MCENTIRE/For My... (MCA) BREAKOUT/6	
LORRIE MORGAN/A Picture Of Me... (RCA)	15
MARK O'CONNOR/Bowtie (WB)	6
PIRATES OF THE MISSISSIPPI/Fighting... (Capitol)	4
REMINGTONS/A Long Time Ago (BNA)	3
ROY ROGERS & CLINT BLACK/Hold On Partner (RCA)	3
DAWN SEARS/Good Goodbye (WB)	6
RICKY SKAGGS/Life's Too Long (To Live...) (Epic)	9
SWEETHEARTS OF THE RODEO/Devil And... (Col)	3
TEXAS TORNADDS/Is Anybody Goin' To... (WB)	5
PAM TILLIS/Put Yourself In My Place (Arista)	13
KAREN TOBIN/Carolina Smokey Moon (Atlantic)	5
STEVE WARINER/Leave Him Out Of This (Arista)	5
K. WHITLEY & E.T. CONLEY/Brotherly Love (RCA)	11
TOM WOPAT/Back To The Well (Epic)	3
TRISHA YEARWOOD/Like We Never Had... (MCA)	11

Breakout Videos and Picks (Pick Hits of the Week) receive an extra play above heavy rotation per day. All Top 10 videos also receive heavy rotation.

Information current as of October 18.

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5 YEARS AGO

• No. 1: "That Rock Won't Roll" — Restless Heart

10 YEARS AGO

• No. 1: "Never Been So Loved (In All My Life)" — Charley Pride

15 YEARS AGO

• No. 1: "You And Me" — Tammy Wynette

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## OPENINGS

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200 S. Birch Rd. #603  
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Engineering assistants sought for WCTQ/WMGQ weekend remotes. Experienced please. CALL: John Stanley, (908) 249-2600. (10/11) EOE

### ARE YOU THE PERSON

Or team that can handle mornings at a Top 10 market (East Coast) Country station? No zoos, no hype, just **REAL PEOPLE!** Qualified candidates please rush T&R to: Radio & Records, 1930 Century Park West, #445, Los Angeles, CA 90067. EOE

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## EAST

Experienced news anchor sought for central NJ News/Talk station. T&R: WCTC, Mike Anthony, Box 100, New Brunswick, NJ 08903. (10/18) EOE

WMXE/WEYZ, a medium market AC, seeks talent for PM drive. Great opportunity for growth. T&R: Box 1184, Erie, PA 16512. (10/18) EOE

Broad-based adult station seeks down-to-earth air talent with good production skills. T&R: WNCS, Box 551, Montpelier, VT 05602. (10/18) EOE

Entertainer sought for New England News/Talk AM. T&R: WBSM, Greg Evans, 220 Union St., New Bedford, MA 02740. (10/18) EOE

WSSH-FM/Boston seeks PM drive talent with great production. T&R: WSSH-FM, Steve Gallagher, 500 W. Cummings Park, Woburn, MA 01801. (10/18) EOE

Country FM seeks FT AT for immediate opening. Good production a must; growing company, more openings soon. T&R: WWBW, Box 503A, Mifflinburg, PA 17844. (10/11) EOE

## OPENINGS

## OPENINGS

## OPENINGS

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Qualified applicants should send resume to: Personnel Dept., Digital Planet Broadcast Operations Center, 520 Thomas Blvd., Orange, NJ 07050. EOE. No phone calls.

## SOUTH

Newsperson/talk show host sought for newly formatted station. You'll be a warm-up act for Rush. T&R: WAMR, 287 N. Auburn Road, Venice, FL 34292. (10/18) EOE

Austin's hit music station, KHFI-FM, seeks experienced morning news talent and a midday air personality/music director. Stable ownership, good "quality of life" city, and excellent facilities. Send tapes and resumes to Roger Allen, 811 Barton Springs, Suite 967, Austin, TX 78704-1166. EOE

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## MIDWEST

WFMK/Lansing, a heritage AC, is seeking midday talent and an APD. Only the best need apply. T&R: Ray Marshall, Box 991, East Lansing, MI 48826. (10/18) EOE

100,000-watt Hot AC seeks afternoon/evening communicator. Great staff/facility/promotions/sound. T&R: KSYZ, Box 5108, Grand Island, NE 68802. (10/18) EOE

WSPL-FM seeks talented copywriter and production whiz. Join a top-rated combo. T&R: WSPL, Ken Kahler, 704 LaCrosse St., LaCrosse, WI 54601. (10/18) EOE

PD/morning talent sought for small market WBAT/WCJC. Conversational entertainers only. T&R: Box 839, Marion, IN 46952. (10/18) EOE

### PRODUCTION DIRECTOR

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Diamond Broadcasting, Chicago is looking for a newperson who is capable of street reporting and anchoring. The job includes duties at our new Sports-Talk station as well as potential for WXRT, Chicago's eclectic rock station. This is the perfect position for up-and-coming talent. A solid air sound, sports knowledge as well as a "feel" for Chicago is a must. Please send a tape of anchoring and wraps to: Havey Wells, WXRT, 4949 W. Belmont, Chicago, IL 60641. No phone calls please. Diamond Broadcasting is an Equal Opportunity Employer.

### TALK HOST

Northeast market leader seeks topical, controversial, sensitive host for weekly program. Guests/phones. Integration into community **ESSENTIAL**. T&R & salary requirements to: Radio & Records, 1930 Century Park West, #432, Los Angeles, CA 90067. EOE

### NIGHTS

New England group seeks warm, relatable talent for nighttime opening. If you're local, and know what it takes to win in the '90s, send your tape and resume to: Radio & Records, 1930 Century Park West, #430, Los Angeles, CA 90067. EOE

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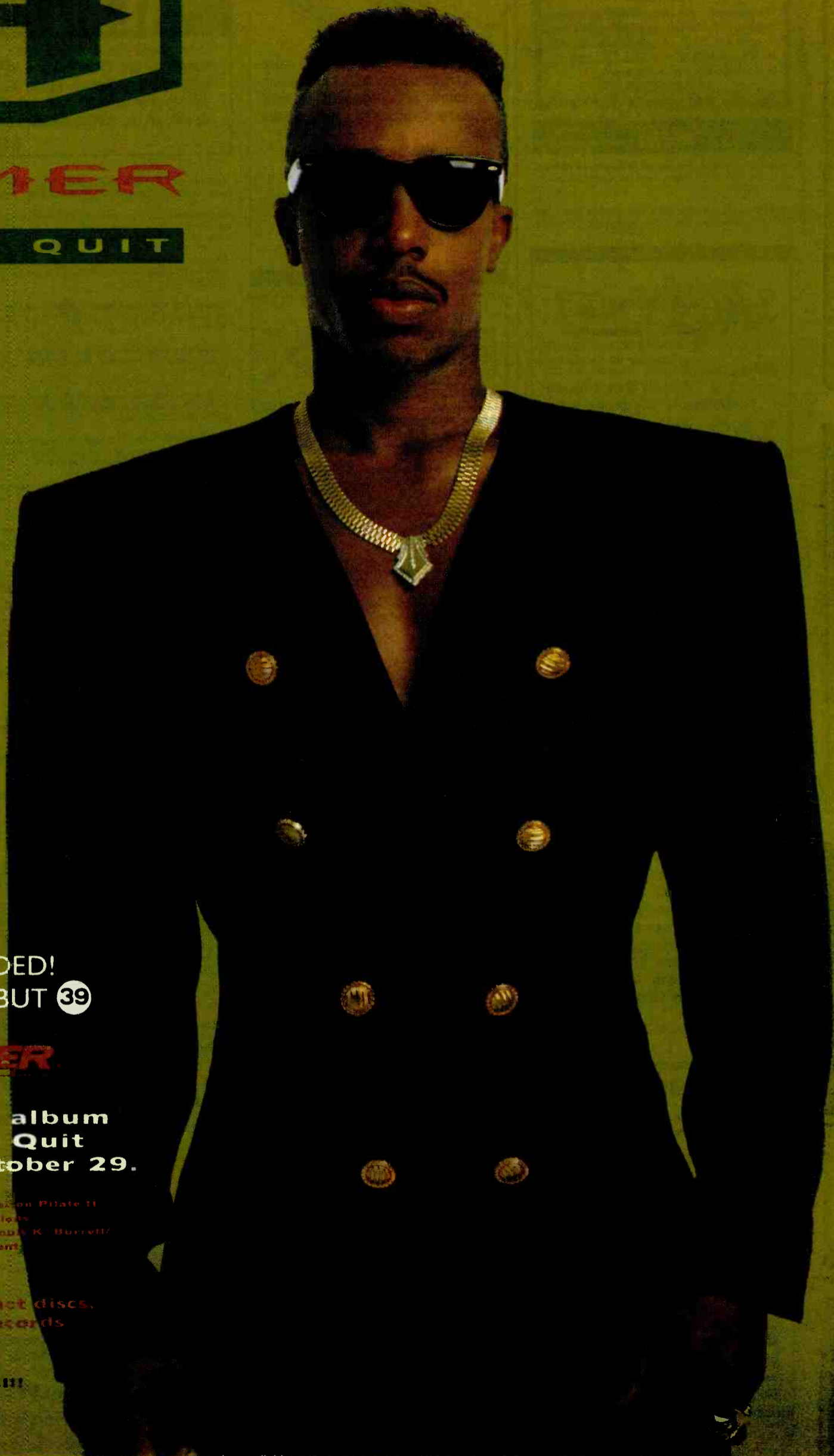
If you'd like to work for this COX COMMUNICATIONS station, overnight express your tape, resume and writing samples to Chuck Meyer, News Director, 610WIOD, 1401 North Bay Causeway, Miami, FL 33141. Minorities are encouraged to apply. EOE





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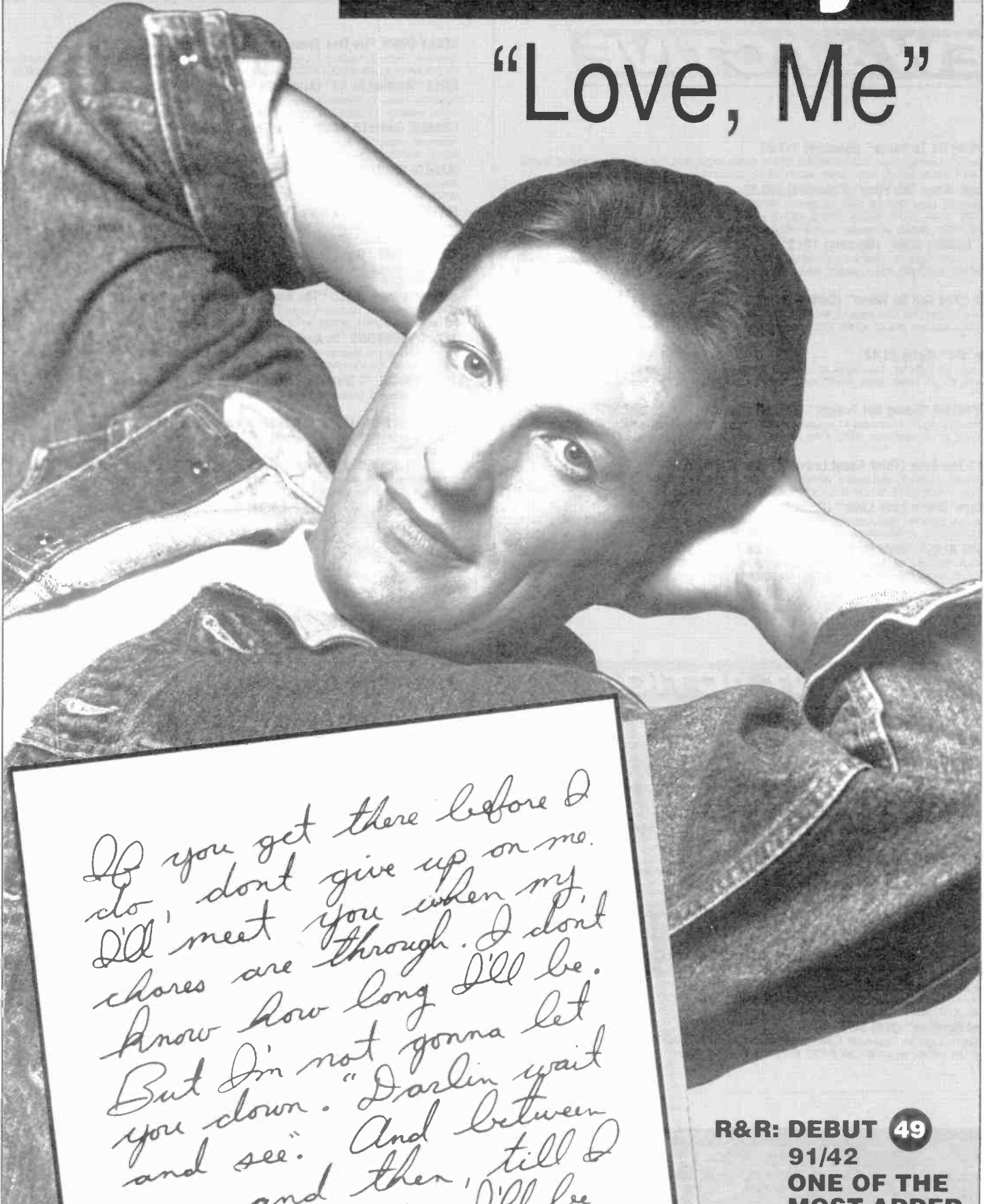




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# Collin Raye

## "Love, Me"



*If you get there before I do, don't give up on me. I'll meet you when my chores are through. I don't know how long I'll be. But I'm not gonna let you down. "Darlin' wait and see." And between now and then, till I see you again, I'll be loving you.....*

*Love,  
 Me.*

**R&R: DEBUT 49**  
**91/42**  
**ONE OF THE MOST ADDED**

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**On Epic**

Written By: Max T. Barnes & Skip Ewing  
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KIXS  
 KLUR  
 WUSQ  
 WTQR  
 KBMR  
 KHAK  
 KCLR  
 WAXX  
 WYNG  
 KVOX  
 KWMT  
 KIXQ  
 WITL  
 WMIL  
 KCJB  
 WMUS  
 KXXY  
 WOW  
 WXCL  
 KTTS  
 WFMB  
 KTPK  
 WTCM  
 KVOO  
 KFDI  
 KZSN  
 KRKT  
 KUZZ  
 KVOC  
 KUUY  
 KALF  
 KUGN  
 KEKB  
 KRWQ  
 KMIX  
 KHAY  
 KMLE  
 KUPL  
 KWJJ  
 KCCY  
 KKAT  
 KSON  
 KRTY  
 KMPS  
 KDRK  
 KXDD





COUNTRY MUSIC & HOTS

Summary table with columns: MOST ADDED, EAST, HOTTEST, SOUTH, MIDWEST, WEST, HOTTES. Lists station names and artist names.

STATION LISTINGS

Main table listing radio stations across various states (e.g., AL, AR, AZ, CA, CO, CT, DE, FL, GA, IA, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NH, NJ, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, VA, VT, WA, WI, WV, WY) with columns for station call letters, city, and program details.

Table listing stations with call letters and city names, organized by state or region.

208 Current Reporters  
200 Current Playlists  
Called in Frozen Playlist (1):  
WLLR/Quad Cities, IL

Did Not Report, Playlist Frozen (7):  
KCCY/Pueblo  
KXIX/Fayetteville, NC  
KWX/Woodward, OK  
WGAR/Cleveland  
WPXX/Springfield, MA  
WQYK/Tampa  
WSTH/Columbus, GA

KQDV/Bismarck, ND replaces AM  
sister station KBMR as the market's  
Country reporter, effective 10/21.







Table with columns LW, TW, and song titles. Includes entries for RIPPINGTONS, ACOUSTIC ALCHEMY, RICHARD ELLIOT, etc.

Table with columns LW, TW, and song titles. Includes entries for HERB ELLIS, MARK WHITFIELD, WYNTON MARSALIS, etc.

MOST ADDED LPs, HOTTEST LPs, HOT TRACKS. Lists artists like DAVID BENOIT, ACUSTIC ALCHEMY, and FOURPLAY.

MOST ADDED LPs, HOTTEST LPs, HOT TRACKS. Lists artists like ELIANE ELIAS, HERB ELLIS, and MANHATTAN TRANSFER.

NEW & ACTIVE

DAVID BENOIT "Shadows" (GRP) 28/16
ANDY SUMMERS "World Gone Strange" (Private Music) 26/1
ERIC TINGSTAD & NANCY RUMBEL "In The Garden" (Narada) 24/5

NEW & ACTIVE

HARRY CONNICK, JR. "Blue Light, Red Light" (Columbia) 30/6
ELIANE ELIAS "A Long Story" (Manhattan) 23/23
J.J. JOHNSON "Standards/Live At The Village Gate" (Antilles/Island) 23/3



NESTOR TORRES Dance of the Phoenix

"Nestor is one of those artists that you really want to be successful, with music that's bright and thrilling!" — Russ Davis, WQCD New York

NAC CHART 25
CJ CHART 17

For more information, contact Jennifer Phelps or Rachel Abercrombie at (212) 333-8347.

Table with columns: WCDJ, WQCD, WNUA, KIFM, etc. Lists stations where the album is available.



# New AC

# EARL KLUGH

*The*

# EARL KLUGH

*t r i o*

## v o l u m e o n e

**WGNM/Rochester**  
Eric Gruner  
DAVID BENNETT  
EVERYTHING BUT THE  
BEST  
HOTTEST: PATRICK O'HEARN  
HOTTEST: PATRICK O'HEARN

**WCDJ/Boston**  
Lawrence/Smith  
HOTTEST: ACQUATIC ALCHOLY  
BRIAN HUGHES  
KIA NIVANO  
SPROCKS & WOODROW  
PRIDE N' POLITIX

**WCDN/New York**  
Madrone/Davis  
KENNY KAWIN  
ELIANE ELIAS  
HOTTEST: FORTPLAT  
DAVE GRISSIN  
NATALIE COLE  
ACQUATIC ALCHOLY  
NEW YORK VOICES

**WVAY/West Dover**  
Paggy Appie  
DIRE STRAITS  
ROBBIE ROBERTSON  
RICHARD SMITH  
DAVID BENNETT  
HOTTEST: RICHARD ELLIOTT  
MANHATTAN TRANSFER  
FOTPLAT  
DIRE STRAITS  
EVERYTHING BUT THE

**WHRL/Albany**  
Michaels/Rochelle  
HOTTEST: WARRIOR HILL  
RIPPINTONS  
MANHATTAN TRANSFER  
RICHARD ELLIOTT  
WIND MACHINE

**WZLW/Columbia**  
Darren Halwege  
DAVID BENNETT  
EVERYTHING BUT THE  
BEST  
HOTTEST: PATRICK O'HEARN  
HOTTEST: PATRICK O'HEARN

**WNUA/Chicago**  
Mike Fisher  
GIL  
VANESSA WILLIAMS  
TIMOSTAD & RUMBEL  
ROBERTO PERERA  
CHUCK LOEB  
DAVID FOSTER  
HOTTEST: RIPPINTONS  
MANHATTAN TRANSFER  
ACQUATIC ALCHOLY  
ALIX BUCHAN  
RICHARD ELLIOTT  
RIPPINTONS

**WAMX/Ann Arbor**  
Jane Wang  
PRIDE N' POLITIX  
PATRICK O'HEARN  
JOHN JORAN  
NAIT GRIFPIH  
DAVID BENNETT  
ROBBIE ROBERTSON  
JAMES TAYLOR  
HOTTEST: RICHARD ELLIOTT  
MANHATTAN TRANSFER  
ACQUATIC ALCHOLY  
SIMPLY RED  
RICKIE LEE JONES  
VAN MORRISON  
EVERYTHING BUT THE

**KKVU/Omaha**  
Shaker/Blood  
KENNY LOGGINS  
HOTTEST: ACQUATIC ALCHOLY  
ALIX BUCHAN  
SADAO MATANABE  
SPROCKS & WOODROW

**WVNU/Cleveland**  
Sara Kimball  
CHRISTOPHER YOUNG  
HOTTEST: RICHARD ELLIOTT  
MANHATTAN TRANSFER  
ACQUATIC ALCHOLY  
RIPPINTONS

**WVNU/Madison**  
O'Neill/Paige  
HOTTEST: WARREN HILL  
ACQUATIC ALCHOLY  
RIPPINTONS  
MANHATTAN TRANSFER  
RICHARD ELLIOTT

**WFOG/Orlando**  
Church/Watts  
EVERYTHING BUT THE  
BEST  
HOTTEST: GEORGE WINSTON  
FRIED HERSCH  
ROBBIE ROBERTSON  
GEORGIE FANE  
CHARNETT FOPPETT  
CHI  
HOTTEST: ACQUATIC ALCHOLY  
ALIX BUCHAN  
MANHATTAN TRANSFER  
RICHARD ELLIOTT  
FOTPLAT

**KLTR/Houston**  
Ed Scarborough  
HOTTEST: PATRICK O'HEARN  
HOTTEST: PATRICK O'HEARN

**WWSW/Pain Beach**  
Ross Beach  
MANHATTAN TRANSFER  
SUSANNE ELIAS  
USUAL SUSPECTS  
HOTTEST: FORTPLAT  
ACQUATIC ALCHOLY  
RICHARD ELLIOTT  
RIPPINTONS  
WIND MACHINE

**WVPE/Sarasota-Tampa**  
Robinson/Brookshire  
HOTTEST: MANHATTAN TRANSFER  
WGNM/MADISON  
ACQUATIC ALCHOLY  
RIPPINTONS

**KOAD/Dayton**  
Logan/Baker  
SIMPLY RED  
EVERYTHING BUT THE  
BEST  
HOTTEST: PATRICK O'HEARN  
HOTTEST: PATRICK O'HEARN

**WVGL/Charleston**  
Drew May  
JOHN LEE HOOKER  
PAULO D'RIEVEIRA  
ELIANE ELIAS  
VAN MORRISON  
HOTTEST: DAVID BENNETT  
HOTTEST: DAVID BENNETT

**WVLE/Miami**  
McMillan/Fisher  
DAVID BENNETT  
KIA NIVANO  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

**WVBE/South Bend**  
Elberth  
ROBERTO PERERA  
DAVID BENNETT  
CANDY DALLER  
ELIANE ELIAS  
BOB MALACHO  
RICHARD SMITH  
BRANDFORD MARSALIS  
KENNY KIRKLAND  
SEBASTIAN WHITAKER  
JEFF BEAL  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

**WVPE/South Bend**  
Elberth  
ROBERTO PERERA  
DAVID BENNETT  
CANDY DALLER  
ELIANE ELIAS  
BOB MALACHO  
RICHARD SMITH  
BRANDFORD MARSALIS  
KENNY KIRKLAND  
SEBASTIAN WHITAKER  
JEFF BEAL  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

## CONTEMPORARY JAZZ

**WRTU/Philadelphia**  
Karl Kessler  
SEBASTIAN WHITAKER  
TONY TOROCCA  
ELIANE ELIAS  
DAVE STAHL  
BRANDFORD MARSALIS  
HOTTEST: HARRY CONNICK, JR.  
STEPHEN SCOTT  
MARK WHITFIELD  
HOTTEST: LARRY GOLDING  
J.J. JOHNSON  
JACKIE MCLEAN  
MACDO PARKER  
MARK WHITFIELD

**WVSS/Syracuse**  
Joann Unofsky  
HARRY SHEPPARD  
CHUCK LOEB  
ALIX BUCHAN  
HOTTEST: ERIC MARIENHAIN  
HOTTEST: ERIC MARIENHAIN

**WVSI/Corpus Christi**  
Jane S. John  
DAVID BENNETT  
CHARLIE HALLIPELLE  
EVERYTHING BUT THE  
BEST  
HOTTEST: RIPPINTONS  
RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

**WVND/Raleigh**  
Bob Scott  
DAVID BENNETT  
HOTTEST: MANHATTAN TRANSFER  
HOTTEST: MANHATTAN TRANSFER

**WVPE/South Bend**  
Elberth  
ROBERTO PERERA  
DAVID BENNETT  
CANDY DALLER  
ELIANE ELIAS  
BOB MALACHO  
RICHARD SMITH  
BRANDFORD MARSALIS  
KENNY KIRKLAND  
SEBASTIAN WHITAKER  
JEFF BEAL  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

**WVND/Raleigh**  
Bob Scott  
DAVID BENNETT  
HOTTEST: MANHATTAN TRANSFER  
HOTTEST: MANHATTAN TRANSFER

**WVPE/South Bend**  
Elberth  
ROBERTO PERERA  
DAVID BENNETT  
CANDY DALLER  
ELIANE ELIAS  
BOB MALACHO  
RICHARD SMITH  
BRANDFORD MARSALIS  
KENNY KIRKLAND  
SEBASTIAN WHITAKER  
JEFF BEAL  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

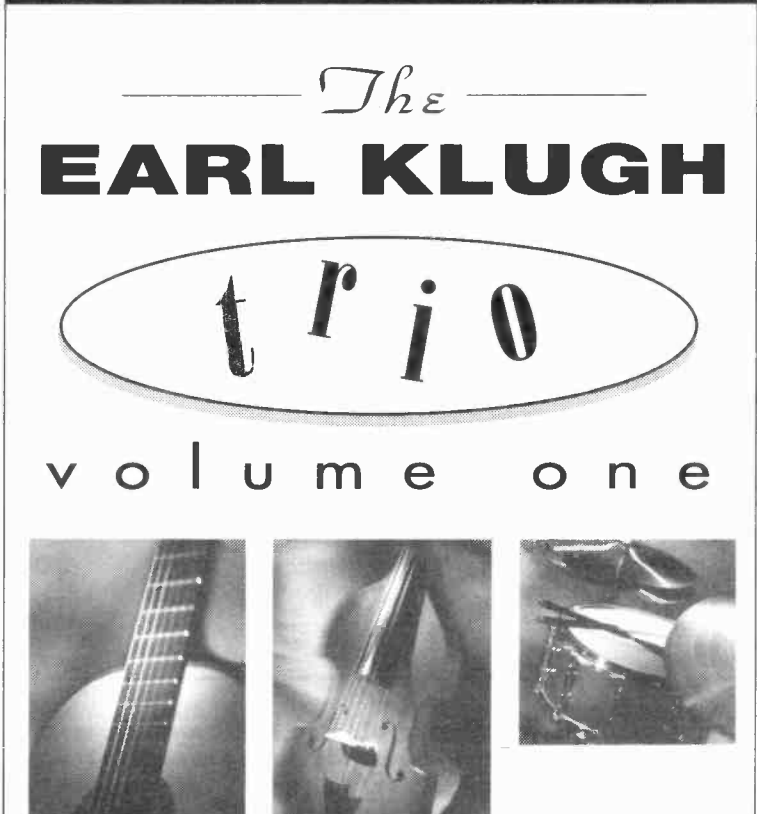
**WVND/Raleigh**  
Bob Scott  
DAVID BENNETT  
HOTTEST: MANHATTAN TRANSFER  
HOTTEST: MANHATTAN TRANSFER

**WVPE/South Bend**  
Elberth  
ROBERTO PERERA  
DAVID BENNETT  
CANDY DALLER  
ELIANE ELIAS  
BOB MALACHO  
RICHARD SMITH  
BRANDFORD MARSALIS  
KENNY KIRKLAND  
SEBASTIAN WHITAKER  
JEFF BEAL  
HOTTEST: RICHARD ELLIOTT  
HOTTEST: RICHARD ELLIOTT

alexander zonic  
"NEON"  
NAC CHART  
11  
34 NAC REPORTERS - 81%



Featuring "One Note Samba,"  
"I Say A Little Prayer" and  
"Night and Day"  
With  
RALPHE ARMSTRONG  
and  
GENE DUNLAP




His last outing, MIDNIGHT IN SAN JUAN,  
was a No. 1 hit--now he applies his popular  
guitar styling to the classic tradition of jazz  
and pop standards, in a decidedly acoustic  
setting. Eleven songs' worth of melodic,  
playful jazz that's graduated *summa cum  
laude* from the cool school.

*The New Album*

Featuring "One Note Samba,"  
"I Say A Little Prayer" and  
"Night and Day"  
With  
RALPHE ARMSTRONG  
and  
GENE DUNLAP

34 Current Contemporary Jazz Reporters  
33 Current Contemporary Jazz Playlists  
Called In Frozen Playlist (1): Jazz From The City  
KTCL/Ft. Collins is no longer a Contemporary Jazz reporter.



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# AOR ALBUMS

NATIONAL AIRPLAY®

## 177 REPORTERS

## OCTOBER 18, 1991

3 2  
WKS WKS LW TW

|    |    |    |    |                                                                          |
|----|----|----|----|--------------------------------------------------------------------------|
| 2  | 2  | 2  | 1  | <b>VAN HALEN</b> /For Unlawful Carnal Knowledge (WB)                     |
| —  | —  | 3  | 2  | <b>JOHN MELLENCAMP</b> /Whenever We Wanted (Mercury)                     |
| 1  | 1  | 1  | 3  | <b>GUNS N' ROSES</b> /Use Your Illusion I (Geffen)                       |
| 5  | 5  | 5  | 4  | <b>TOM PETTY &amp; THE HEARTBREAKERS</b> /Into The Great Wide Open (MCA) |
| 3  | 3  | 4  | 5  | <b>RUSH</b> /Roll The Bones (Atlantic)                                   |
| 7  | 7  | 7  | 6  | <b>BOB SEGER &amp; THE SILVER BULLET BAND</b> /The Fire Inside (Capitol) |
| 6  | 4  | 6  | 7  | <b>BRYAN ADAMS</b> /Waking Up The Neighbors (A&M)                        |
| 4  | 6  | 8  | 8  | <b>DIRE STRAITS</b> /On Every Street (WB)                                |
| 12 | 9  | 10 | 9  | <b>SCORPIONS</b> /Crazy World (Mercury)                                  |
| 24 | 15 | 11 | 10 | <b>STORM</b> /Storm (Interscope)                                         |
| 15 | 11 | 13 | 11 | <b>LITTLE FEAT</b> /Shake Me Up (Morgan Creek)                           |
| 14 | 12 | 12 | 12 | <b>RICHIE SAMBORA</b> /Stranger In This Town (Mercury)                   |
| 21 | 16 | 15 | 13 | <b>OZZY OSBOURNE</b> /No More Tears (Epic Associated)                    |
| 11 | 10 | 14 | 14 | <b>METALLICA</b> /Metallica (Elektra)                                    |
| 22 | 17 | 16 | 15 | <b>CULT</b> /Ceremony (Sire/Reprise)                                     |
| 30 | 22 | 17 | 16 | <b>QUEENSRYCHE</b> /Empire (EMI)                                         |
| —  | —  | 18 | 17 | <b>ERIC CLAPTON</b> /24 Nights (Duck/Reprise)                            |
| 8  | 8  | 9  | 18 | <b>EDDIE MONEY</b> /Right Here (Columbia)                                |
| —  | 24 | 20 | 19 | <b>ROBBIE ROBERTSON</b> /Storyville (Geffen)                             |
| —  | 25 | 19 | 20 | <b>HEART</b> /Rock The House "Live" (Capitol)*                           |
| —  | 29 | 23 | 21 | <b>SHADOW KING</b> /Shadow King (Atlantic)                               |
| 25 | 21 | 21 | 22 | <b>38 SPECIAL</b> /Bone Against Steel (Charisma)*                        |
| 29 | 28 | 25 | 23 | <b>RTZ</b> /Return To Zero (Giant/Reprise)                               |
| 26 | 27 | 27 | 24 | <b>BONNIE RAITT</b> /Luck Of The Draw (Capitol)                          |
| 38 | 35 | 30 | 25 | <b>MR. BIG</b> /Lean Into It (Atlantic)                                  |
| 28 | 26 | 26 | 26 | <b>SCREAM</b> /Let It Scream (Hollywood)                                 |
| 27 | 23 | 31 | 27 | <b>ALLMAN BROTHERS</b> /Shades Of Two Worlds (Epic)                      |
| 31 | 30 | 29 | 28 | <b>ALICE IN CHAINS</b> /Facelift (Columbia)                              |
| 23 | 32 | 32 | 29 | <b>EXTREME</b> /Extreme II Pornograffiti (A&M)                           |
| —  | 20 | 22 | 30 | <b>MOTLEY CRUE</b> /Decade Of Decadence '81-'91 (Elektra)                |
| —  | —  | 35 | 31 | <b>ALICE COOPER</b> /Hey Stoopid (Epic)                                  |
| —  | —  | 37 | 32 | <b>DRIVIN N CRYIN</b> /Fly Me Courageous (Island)                        |
| 35 | 36 | 36 | 33 | <b>DILLINGER</b> /Horses & Hawgs (JRS)                                   |
| —  | —  | 39 | 34 | <b>CHRIS WHITLEY</b> /Living With The Law (Columbia)                     |
| 13 | 13 | 24 | 35 | <b>BAD COMPANY</b> /Holy Water (Atco)                                    |
| —  | —  | 38 | 36 | <b>PRIMAL SCREAM</b> /Screamadelica (Sire/WB)                            |
| —  | —  | 38 | 37 | <b>NORTHERN PIKES</b> /Snow In June (Scotti Bros.)                       |
| 17 | 18 | 33 | 38 | <b>TESLA</b> /Psychotic Supper (Geffen)                                  |
| 20 | 33 | 40 | 39 | <b>SMITHEREENS</b> /Blow Up (Capitol)                                    |
| 9  | 14 | 28 | 40 | <b>BAD ENGLISH</b> /Backlash (Epic)                                      |

\*Keeps bullet due to continued growth

|                                                 | Reports/Adds | Heavy | Medium |
|-------------------------------------------------|--------------|-------|--------|
| "Top" (168) "Runaround" (24) "Right" (18)       | 169-0        | 151+  | 18-    |
| "Leg" (167) "Love" (25) "Now" (6)               | 171-0        | 149+  | 18-    |
| "Cry" (131) "November" (66) "Live" (62)         | 156-0        | 91-   | 47+    |
| "Great" (148) "Cold" (44) "Learning" (5)        | 163-0        | 115+  | 43-    |
| "Dreamline" (129) "Roll" (32) "Ghost" (16)      | 143-0        | 102-  | 35+    |
| "Fire" (148) "Chance" (7) "Real" (6)            | 155=4        | 91+   | 58-    |
| "Stop" (140) "Mama" (4) "Touch" (3)             | 148-1        | 108-  | 33+    |
| "Fuel" (145) "Elvis" (33) "Bug" (11)            | 157+10       | 70-   | 71+    |
| "Angel" (150) "Wind" (2)                        | 150+4        | 75+   | 56-    |
| "I've" (150)                                    | 150+6        | 58+   | 75-    |
| "Shake" (123) "Things" (1)                      | 126-3        | 59+   | 55-    |
| "Ballad" (131) "Bluesman" (3) "Church" (1)      | 135-1        | 37-   | 67-    |
| "Tears" (141) "Mama" (3) "Tinkertrain" (1)      | 141+3        | 24+   | 63+    |
| "Sandman" (106) "Unforgiven" (22) "Nothing" (7) | 120-1        | 30-   | 50-    |
| "Wild" (144) "Mofo" (1)                         | 144+2        | 19+   | 78+    |
| "Rainy" (131) "Jet" (9) "Thin" (2)              | 133+11       | 18+   | 68+    |
| "Watch" (36) "Wonderful" (9) "White" (7)        | 134+18       | 16+   | 63+    |
| "Heaven" (96) "She" (2)                         | 98-0         | 47-   | 39-    |
| "What" (121)                                    | 124+12       | 20+   | 67+    |
| "Voice" (107) "Wild" (1) "Barracuda" (1)        | 109+7        | 19+   | 69+    |
| "Want" (114) "What" (1) "Don't" (1)             | 114+6        | 10+   | 71+    |
| "Rebel" (98) "Signs" (3) "Sound" (2)            | 103=3        | 22+   | 65-    |
| "Another" (98) "Face" (2) "Until" (2)           | 103+9        | 21+   | 58+    |
| "Slow" (81) "Something" (9) "Tangled" (1)       | 89+9         | 21+   | 53+    |
| "Be" (104)                                      | 104+9        | 9+    | 53+    |
| "Man" (109)                                     | 109-2        | 6+    | 57=    |
| "Rain" (68) "End" (6)                           | 73=5         | 16+   | 45-    |
| "Sea" (88) "Man" (2) "Bleed" (1)                | 88-9         | 7=    | 23-    |
| "Funk" (55) "Hole" (19) "It's" (1)              | 72+15        | 7-    | 27+    |
| "Primal" (62) "Angela" (3)                      | 62-0         | 9-    | 24-    |
| "Loaded" (62) "Feed" (1)                        | 83+15        | 4=    | 25+    |
| "Innocent" (86) "Build" (5) "Fly" (1)           | 88+12        | 3+    | 30+    |
| "Home" (69)                                     | 69-2         | 4-    | 33+    |
| "Sky" (59) "Poison" (1)                         | 63+11        | 4=    | 33+    |
| "Walk" (39)                                     | 39-0         | 15-   | 19-    |
| "Movin" (66)                                    | 68+12        | 3+    | 20+    |
| "Pretty" (61)                                   | 62+7         | 8=    | 28+    |
| "Edison's" (29) "Call" (12) "Give" (7)          | 50-5         | 5-    | 19-    |
| "Tell" (18) "Top" (12) "Girl" (4)               | 38+11        | 10+   | 15-    |
| "Straight" (36) "Eden" (1)                      | 37-0         | 9-    | 23-    |

# TEXAS

The band from Scotland

## IN MY HEART

THE NEW SINGLE

FROM THE ALBUM MOTHERS HEAVEN

848 578 4/2

© 1991 POLYGRAM RECORDS, INC.

# BREAKERS®

**HEART**  
Rock The House "Live" (Capitol)  
62% of our reporters on it.

### MOST ADDED®

- McQUEEN STREET (19)
- ERIC CLAPTON (18)
- NIRVANA (18)
- ALICE COOPER (15)
- EXTREME (15)
- KIX (15)
- DRIVIN N CRYIN (12)
- PRIMAL SCREAM (12)
- ROBBIE ROBERTSON (12)
- QUEENSRYCHE (11)
- SMITHEREENS (11)
- CHRIS WHITLEY (11)

### HOTTEST

- VAN HALEN (151)
- JOHN MELLENCAMP (149)
- T. PETTY & THE HEARTBREAKERS (115)
- BRYAN ADAMS (108)
- RUSH (102)
- GUNS N' ROSES (91)
- B. SEGER & THE SILVER BULLET... (91)
- SCORPIONS (75)
- DIRE STRAITS (70)
- LITTLE FEAT (59)



CHR Playlist

New York WPLJ 100.7 FM New York. VP/Dir. Ops & Prog: Steve Kingston. APD/MD: Frankie Blue. Asst. MD: Andy Shane.

Baltimore WBSB 104.5 FM. PD: Todd Fisher. MD: Ric Sanders.

Philadelphia WEGX Eagle 106. PD: Brian Phillips. OM: John Lander. Music Coordinator: Chuck Tisa.

Boston WJZZ 94.5 FM. PD: Sunny Joe White. APD: Jerry McKenna. Music Coord: Russ LaFlash.

New York WPLJ 100.7 FM. VP Programming: Scott Cuddy. PD: Scott Shannon. APD/MD: Mike Preston.

Pittsburgh WPMY 94.1 FM. OM/MD: John Roberts. MD: Lori Campbell.

Washington WAVA 103.5 FM. PD: Chuck Beck. APD: Brett Dumler. MD: Chris Taylor.

Pittsburgh WPMY 94.1 FM. PD: Rich Hawkins. MD: Bill Webster.

Boston WXKS-FM 108 FM. PD: Steve Rivers. MD: Cadillac Jack McCartney. Music Coord: Tan Bonvie.

Providence WPRO 92.1 FM. PD: Paul Cannon. MD: Tony Bristol.

Philadelphia WIOQ 97.1 FM. PD: Jefferson Ward. MD: Glenn Kalina.

Pittsburgh WPMY 94.1 FM. PD: Rich Hawkins. MD: Bill Webster.

Washington, D.C. WPGC 95.5 FM. PD: Jay Stevens. MD: Albie Dee.

New York WQHT 97 FM. OM/MD: Joel Salkowitz. APD/MD: Kevin McCabe.

Miami WPOW 97.1 FM. VP/Programming: Bill Tanner. APD: Funk E. Frank Walsh. MD: John Rogers.

Atlanta WAPW 90.7 FM. PD: Rick Stacy. APD: Leslie Fram. MD: Lee Chesnut.

Miami WQXC 100.7 FM. PD: Frank Amadeo. MD: Johnna Ceccoli.

Tampa WTVT 27.5 FM. PD: Jay Taylor. MD: Rich Anhorn.

Atlanta WAPW 90.7 FM. PD: Rick Stacy. APD: Leslie Fram. MD: Lee Chesnut.

Atlanta WAPW 90.7 FM. PD: Rick Stacy. APD: Leslie Fram. MD: Lee Chesnut.





CHR P1 PLAYLISTS

WPWR Cleveland
POWER 106.5 FM
PD: Cat Thomas
APD: Rick Michaels
MD: Ed Brown
List of songs and artists including Extreme, Natural Selection, and Mariah Carey.

WKBQ
G 106.5
St. Louis
PD: Mark Todd
APD: Chris Knight
MD: Jim Atkinson
List of songs and artists including Extreme, Natural Selection, and Mariah Carey.

WJMO Cleveland
PD: Keith Clark
MD: Tank Sherman
List of songs and artists including Extreme, Natural Selection, and Mariah Carey.

POWER 92
KKFR/Phoenix
VP/Programming: Steve Smith
APD/MD: Dena Yasner
Prog. Coord.: Tim Byrd
List of songs and artists including Salt-N-Pepa, Color Me Badd, and Mariah Carey.

VOX
Better Music
KOY-FM/Phoenix, AZ
PD: Jamie Hyatt
APD: Steve Goddard
Music Coord: Julie Gavin
MD: Carey Edwards
List of songs and artists including Salt-N-Pepa, Color Me Badd, and Mariah Carey.

San Jose
KHQT
97.7 FM
PD: Ken Richards
APD/MD: John Christian
List of songs and artists including Salt-N-Pepa, Color Me Badd, and Mariah Carey.

POWER 106 FM
KPWR/Los Angeles
PD: Rick Cummings
APD: Al Tavera
MD: Michelle Mercer
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

99.1 KGGI FM
Quadruples the Music!
KGGI/Riverside
OM: Larry Martino
PD: Bob West
MD: Mike Marino
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

Salt Lake City
KISN AM
MD: Gary Michaels
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

KISFM
Los Angeles 102.7
PD: Bill Richards
APD: Gwen Roberts
MD: Michael Martin
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

CASH COW
KQKS/Denver
PD: Dave Van Stone
APD/MD: Stacy Cantrell
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

Seattle
KPTZ
OM/PD: Casey Keating
APD: Mark Allan
MD: Randy Irwin
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

106
San Diego
A Better Mix of Music
KKLQ/San Diego
PD: Kevin Weatherly
MD: Michelle Santosuosso
APD: Jo Jo "Cookin'" Kincaid
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

KMEAMS
MORE MUSIC 106 FM
San Francisco
PD: Keith Naftaly
APD/MD: Hosh Gureli
Music Coord: Harold Austin
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

KMEAMS
Seattle
OM/PD: Bob Case
APD: Barry Beck
MD: Chet Buchanan
List of songs and artists including Mariah Carey, Color Me Badd, and Salt-N-Pepa.

EAST

MOST ADDED
LITA FORD (17)
PAULA ABDUL (13)
HAMMER (12)
ROXETTE (12)
BOYZ II MEN (10)

BREAKOUTS
SHABBA RANKS (6)
SCORPIONS (6)
KENNY LOGGINS (5)

P2
FLY92/Albany, NY
Morgan/Scott
BOYZ II MEN
HAMMER (dp)

WANN/Harrisburg, PA
O'Dear/Shaw
VAN HALEN
KENNY LOGGINS
NAUGHTY BY NATURE

WSPK/Poughkeepsie, NY
Schantz/Richards
LUTHER VANDROSS
CHESNEY HAWKES
CECE PENISTON

P3

MOST ADDED
ROXETTE (24)
HAMMER (22)
LITA FORD (17)
ROD STEWART (17)
PAULA ABDUL (11)

BREAKOUTS
SCORPIONS (10)
SHABBA RANKS (8)
38 SPECIAL (8)
KLF (5)
BONNIE RAITT (5)

P2
WBBQ/Augusta, GA
Bruce Stevens
ROXETTE
LITA FORD (dp)

WRXW/Charlotte, NC
Mark Shands
PAULA ABDUL
STEVE B
HURTMANN

WVOC/Charlotte, NC
Mark Shands
PAULA ABDUL
STEVE B
HURTMANN

P3

MOST ADDED
KZFM/Corpus Christi, TX
Danny B/Dancin' Dale
JODECI
ESCAPE CLUB
HAMMER

BREAKOUTS
G105/Durham-Raleigh, NC
Patrick/Hart
HAMMER (dp)
PH DAWN

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

WMXX/Fayetteville, NC
O'Brian/Simpson
ROD STEWART
PAULA ABDUL
SMOKEY ROBINSON

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

P3

MOST ADDED
KTUX/Shreveport, LA
Shepherd/Wall
VAN HALEN (dp)
STORM

BREAKOUTS
VOVV/West Palm Beach, FL
Denver/Hudson
none
HOTTEST:
MARIAH CAREY 2-1

KTUX/Shreveport, LA
Shepherd/Wall
VAN HALEN (dp)
STORM
KENNY LOGGINS

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

P3

MOST ADDED
WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

BREAKOUTS
WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

WZLW/Louisville, KY
Shebel/Meyer
CROWDED HOUSE
ROD STEWART
PAULA ABDUL

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50, but at least 10 of our CHR reporters.

NOTE: Records that lack the required 80% of our CHR reporters to become Breakers may accumulate enough chart points from high chart positions on those stations reporting them, to debut on the CHR National Airplay/40.

CHR Rotation Criteria - Fulltime Adds and/or Ons: four plays in a 24-hour period, three of them before midnight.

Dayparted Adds and/or Ons: One-two plays in a 24-hour period, both of them before midnight.

NOTE: "Breakouts" are records not included in the "Regional Most Added," but have five or more adds in a region and fewer than 50 stations overall.

RR FAX logo and text: The Instant Information Advantage... Delivering the hottest news and time-sensitive information faster... You get it first in fax! Call Jill at R&R for a free sample. 213/553-4330



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.

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.

241 REPORTS

A

PAULA ABDUL Blowing Kisses... (Captive/Virgin) LP: Spellbound

Total Reports 197 82%

Table with columns: Regional Reach, E 87%, S 78%, M 76%, W 89%, Chart Pos, Summary P1 P2 P3 Tot.

Regional Reach E 87% S 78% M 76% W 89%

Table with columns: National Summary, UP 51, DEBS 75, SAME 26, DOWN 0, ADDS 45.

Regional Reach E 87% S 78% M 76% W 89%

Table with columns: National Summary, UP 51, DEBS 75, SAME 26, DOWN 0, ADDS 45.

Regional Reach E 87% S 78% M 76% W 89%

Table with columns: National Summary, UP 51, DEBS 75, SAME 26, DOWN 0, ADDS 45.

Regional Reach E 87% S 78% M 76% W 89%

Table with columns: National Summary, UP 51, DEBS 75, SAME 26, DOWN 0, ADDS 45.

Regional Reach E 87% S 78% M 76% W 89%

Table with columns: National Summary, UP 51, DEBS 75, SAME 26, DOWN 0, ADDS 45.

BRYAN ADAMS Can't Stop This Thing We... (A&M) LP: Waking Up The Neighbours

Total Reports 192 80%

Table with columns: Regional Reach, E 81%, S 88%, M 92%, W 53%, Chart Pos, Summary P1 P2 P3 Tot.

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

Table with columns: National Summary, UP 170, DEBS 1, SAME 19, DOWN 1, ADDS 1.

Regional Reach E 81% S 88% M 92% W 53%

BIG AUDIO DYNAMITE II Rush (Columbia) LP: The Globe

Total Reports 111 46%

Table with columns: Regional Reach, E 54%, S 59%, M 33%, W 36%, Chart Pos, Summary P1 P2 P3 Tot.

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Table with columns: National Summary, UP 56, DEBS 10, SAME 39, DOWN 0, ADDS 6.

Regional Reach E 54% S 59% M 33% W 36%

Michael Bolton Continued

BOY II MEN It's So Hard To Say... (Motown) LP: Coleyhigharmony

Total Reports 137 57%

Table with columns: Regional Reach, E 55%, S 65%, M 40%, W 64%, Chart Pos, Summary P1 P2 P3 Tot.

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

Table with columns: National Summary, UP 72, DEBS 27, SAME 13, DOWN 0, ADDS 25.

Regional Reach E 55% S 65% M 40% W 64%

MARIAH CAREY Emotions (Columbia) LP: Emotions

Total Reports 231 96%

Table with columns: Regional Reach, E 98%, S 96%, M 92%, W 98%, Chart Pos, Summary P1 P2 P3 Tot.

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

Table with columns: National Summary, UP 67, DEBS 0, SAME 93, DOWN 71, ADDS 0.

Regional Reach E 98% S 96% M 92% W 98%

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Parallels Continued on Page 90

CHER Save Up All Your Tears (Geffen) LP: Love Hurts Total Reports 89 37% Paralle Reach P1 11% P2 35% P3 58%

COMMITMENTS Try A Little Tenderness (Beacon/MCA) LP: 'The Commitments' ST Total Reports 88 37% Paralle Reach P1 13% P2 34% P3 58%

DESMOND CHILD You're The Story Of My Life (Elektra) LP: Discipline Total Reports 82 34% Paralle Reach P1 15% P2 34% P3 48%

MARC COHN True Companion (Atlantic) LP: Marc Cohn Total Reports 55 23% Paralle Reach P1 2% P2 21% P3 41%

EMF Lies (EMI) LP: Schubert Dip Total Reports 147 61% Paralle Reach P1 32% P2 60% P3 82%

CROWDED HOUSE Fall At Your Feet (Capitol) LP: Woodface Total Reports 64 27% Paralle Reach P1 9% P2 23% P3 44%

GLORIA ESTEFAN Live For Loving You (Epic) LP: Into The Light Total Reports 97 40% Paralle Reach P1 34% P2 34% P3 55%

D.J. JAZZY JEFF & THE FRESH PRINCE Ring My Bell (Jive/RCA) LP: Homebase Total Reports 55 23% Paralle Reach P1 36% P2 22% P3 14%

CORINA Whispers (Atco/EastWest) LP: Corina Total Reports 71 32% Paralle Reach P1 40% P2 34% P3 23%

EXTREME Hole Hearted (A&M) LP: Extreme II Pornograffitti Total Reports 196 81% Paralle Reach P1 60% P2 81% P3 96%

DORIS DRY The Way Of Life (Geffen) LP: Love Hurts Total Reports 89 37% Paralle Reach P1 11% P2 35% P3 58%

ROBERTA FLACK & MAXI PRIEST Set The Night To Music (Atlantic) LP: Set The Night To Music Total Reports 205 85% Paralle Reach P1 70% P2 86% P3 93%

MARC COHN True Companion (Atlantic) LP: Marc Cohn Total Reports 55 23% Paralle Reach P1 2% P2 21% P3 41%

EMF Lies (EMI) LP: Schubert Dip Total Reports 147 61% Paralle Reach P1 32% P2 60% P3 82%

EXTREME Hole Hearted (A&M) LP: Extreme II Pornograffitti Total Reports 196 81% Paralle Reach P1 60% P2 81% P3 96%

DORIS DRY The Way Of Life (Geffen) LP: Love Hurts Total Reports 89 37% Paralle Reach P1 11% P2 35% P3 58%

ROBERTA FLACK & MAXI PRIEST Set The Night To Music (Atlantic) LP: Set The Night To Music Total Reports 205 85% Paralle Reach P1 70% P2 86% P3 93%

MARC COHN True Companion (Atlantic) LP: Marc Cohn Total Reports 55 23% Paralle Reach P1 2% P2 21% P3 41%

EMF Lies (EMI) LP: Schubert Dip Total Reports 147 61% Paralle Reach P1 32% P2 60% P3 82%

EXTREME Hole Hearted (A&M) LP: Extreme II Pornograffitti Total Reports 196 81% Paralle Reach P1 60% P2 81% P3 96%

DORIS DRY The Way Of Life (Geffen) LP: Love Hurts Total Reports 89 37% Paralle Reach P1 11% P2 35% P3 58%

ROBERTA FLACK & MAXI PRIEST Set The Night To Music (Atlantic) LP: Set The Night To Music Total Reports 205 85% Paralle Reach P1 70% P2 86% P3 93%

MARC COHN True Companion (Atlantic) LP: Marc Cohn Total Reports 55 23% Paralle Reach P1 2% P2 21% P3 41%

EMF Lies (EMI) LP: Schubert Dip Total Reports 147 61% Paralle Reach P1 32% P2 60% P3 82%

EXTREME Hole Hearted (A&M) LP: Extreme II Pornograffitti Total Reports 196 81% Paralle Reach P1 60% P2 81% P3 96%

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Roberta Flack Continued
WEST
KXKY 3-2
KS104 19-16
KILS 12-10
KFRF 27-27
KCFM 27-25
KKRZ 22-22
KGGI 23-22
KISN 25-22
Q106 20-20
KHEL 30-29
HOT97 32-30
KPLZ 19-14
KURE 15 fr

Amy Grant Continued
KILS 17-14
KFRF 4-28
KCFM 4 fr
KKRZ 25-20
KGGI 25-21
KISN 16-13
KPLZ 20-15
KURE 21 fr

Jasmine Guy Continued
Y102 24-23
WVZ 24-20
KTH 23-16
PMP1G 34-33
MIDWEST
Q102 34-27
WJCI 10-9
WNCI 21-20
KORR 30-26
HOT102 34-33

Chesney Hawkes Continued
93Q on fr
WVZ 7 fr
WVZ 16-13
WVZ 1-2
WSTW 16-12
WYCR 6-12
SOUTH
WVZ 29-19
KZZB 15 fr
195 22-14

Jesus Jones Continued
KPLZ 7-6
KURE 14 fr
EAST
FLY92 13-10
WVZ 16 fr
WVZ 24-21
WVZ 30-28
WVZ 13-7
KPLZ 10-9
KPLZ 15-13
KFTZ 13-10
KPLZ 24-20
KOKK 13-11
KFTZ 4-4
ZFUN 6-4
Y97 19-16
OK95 12-10
KPFM 22-21

LITA FORD
Shot Of Poison (RCA)
LP: Dangerous Curves
Total Reports 74 31%
Regional Reach
E 33%
S 23%
M 37%
W 32%

GUNS N' ROSES
Don't Cry (Geffen)
LP: Use Your Illusion I
Total Reports 164 68%
Regional Reach
E 67%
S 73%
M 81%
W 47%

HAMMER
2 Legit 2 Quit (Capitol)
LP: Too Legit To Quit
Total Reports 63 26%
Regional Reach
E 23%
S 30%
M 19%
W 32%

RUSS IRWIN
My Heart Belongs To You (SBK)
LP: Russ Irwin
Total Reports 124 51%
Regional Reach
E 52%
S 66%
M 46%
W 38%

TARA KEMP
Too Much (Giant/WB)
LP: Tara Kemp
Total Reports 51 21%
Regional Reach
E 13%
S 29%
M 10%
W 32%

AMY GRANT
That's What Love Is For (A&M)
LP: Heart In Motion
Total Reports 193 80%
Regional Reach
E 75%
S 90%
M 83%
W 68%

JASMINE GUY
Just Want To Hold You (WB)
LP: Jasmine Guy
Total Reports 83 34%
Regional Reach
E 25%
S 29%
M 22%
W 66%

CHESNEY HAWKES
The One And Only (Chrysalis)
LP: The One And Only
Total Reports 170 71%
Regional Reach
E 65%
S 74%
M 84%
W 55%

JESUS JONES
Real, Real, Real (SBK)
LP: Doubt
Total Reports 195 81%
Regional Reach
E 85%
S 89%
M 83%
W 64%

LENNY KRAVITZ
Stand By My Woman (Virgin)
LP: Mama Said
Total Reports 54 22%
Regional Reach
E 15%
S 36%
M 17%
W 17%

AMY GRANT
That's What Love Is For (A&M)
LP: Heart In Motion
Total Reports 193 80%
Regional Reach
E 75%
S 90%
M 83%
W 68%

JASMINE GUY
Just Want To Hold You (WB)
LP: Jasmine Guy
Total Reports 83 34%
Regional Reach
E 25%
S 29%
M 22%
W 66%

CHESNEY HAWKES
The One And Only (Chrysalis)
LP: The One And Only
Total Reports 170 71%
Regional Reach
E 65%
S 74%
M 84%
W 55%

JESUS JONES
Real, Real, Real (SBK)
LP: Doubt
Total Reports 195 81%
Regional Reach
E 85%
S 89%
M 83%
W 64%

LENNY KRAVITZ
Stand By My Woman (Virgin)
LP: Mama Said
Total Reports 54 22%
Regional Reach
E 15%
S 36%
M 17%
W 17%

Prince Continued

JOHN MELLENCAMP
Get A Leg Up (Mercury)
LP: Whenever We Wanted
Total Reports 153 63%

NATURAL SELECTION
Do Anything (Atco/EastWest)
LP: Natural Selection
Total Reports 216 90%

ROBBIE NEVIL
For Your Mind (EMI)
LP: Day 1
Total Reports 60 25%

CECE PENISTON
Finally (A&M)
Total Reports 56 23%

ROXETTE
Spending My Time (EMI)
LP: Joyride
Total Reports 77 32%

METALLICA
Enter Sandman (Elektra)
LP: Metallica
Total Reports 82 34%

NAUGHTY BY NATURE
O.P.P. (Tommy Boy)
Total Reports 88 37%

PRINCE & THE N.P.G.
Cream (Paisley Park/WB)
LP: Diamonds And Pearls
Total Reports 221 92%

RYTHM SYNOCCATE
Hey Donna (Impact)
LP: Rythm Syndicate
Total Reports 189 78%

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Rhythm Syndicate Continued. Lists of radio stations and their associated programs across various regions like South, Midwest, and West.

SALT-N-PEPA. Let's Talk About Sex (Next Plateau). LP: Black's Magic. Total Reports 73 30%. Includes regional reach and chart summary.

Regional Reach and Chart Summary for Salt-N-Pepa. Includes a table with columns for Regional, Reach, Chart Pos, Summary, and Tot.

RICHIE SAMBORA. Ballad Of Youth (Mercury). LP: Stranger In This Town. Total Reports 86 36%. Includes regional reach and chart summary.

Richie Sambora Continued. Lists of radio stations and their associated programs across various regions like West, East, and South.

SIMPLY RED. Something Got Me... (Atco/EastWest). LP: Stars. Total Reports 149 62%. Includes regional reach and chart summary.

ROD STEWART. Broken Arrow (WB). LP: Vagabond Heart. Total Reports 129 54%. Includes regional reach and chart summary.

Rod Stewart Continued. Lists of radio stations and their associated programs across various regions like West, East, and South.

CURTIS STIGERS. I Wonder Why (Arista). LP: Curtis Stigers. Total Reports 170 71%. Includes regional reach and chart summary.

STORM. I've Got A Lot To... (Interscope). LP: The Storm. Total Reports 60 25%. Includes regional reach and chart summary.

TONY TERRY. With You (Epic). LP: Tony Terry. Total Reports 143 59%. Includes regional reach and chart summary.

VAN HALEN. Top Of The World (WB). LP: For Unlawful Carnal Knowledge. Total Reports 143 59%. Includes regional reach and chart summary.

Regional Reach and Chart Summary for Van Halen. Includes a table with columns for Regional, Reach, Chart Pos, Summary, and Tot.

LUTHER VANDROSS. Don't Want To Be A Fool (Epic). LP: Power Of Love. Total Reports 166 69%. Includes regional reach and chart summary.

Regional Reach and Chart Summary for Luther Vandross. Includes a table with columns for Regional, Reach, Chart Pos, Summary, and Tot.

VOICE OF THE BEEHIVE. Monsters & Angels (London/PLG). LP: Honey Lingers. Total Reports 56 23%. Includes regional reach and chart summary.

SIGNIFICANT ACTION

W

KARYN WHITE Romantic (WB) LP: Ritual Of Love Total Reports 226 94%

Chart Summary table for Karyn White with columns for Regional, National, and Parallel Reach.

Regional chart for Karyn White listing stations like B104, WKXS, WZLQ, etc.

National chart for Karyn White listing stations like WRCR, WSTV, WXPB, etc.

VANESSA WILLIAMS Running Back To You (Wing/Mercury) LP: The Comfort Zone Total Reports 109 45%

Chart Summary table for Vanessa Williams with columns for Regional, National, and Parallel Reach.

Regional chart for Vanessa Williams listing stations like WWSX, WZZM, WXPB, etc.

National chart for Vanessa Williams listing stations like WRCR, WSTV, WXPB, etc.

ANGELICA Angel Baby (Quality) LP: The Comfort Zone Total Reports 109 45%

Chart Summary table for Angelica with columns for Regional, National, and Parallel Reach.

Regional chart for Angelica listing stations like KJUC, KXON, KXON, etc.

National chart for Angelica listing stations like WRCR, WSTV, WXPB, etc.

GRANDMASTER SLICE Thinking Of You (Jive/RCA) LP: The Comfort Zone Total Reports 109 45%

Chart Summary table for Grandmaster Slice with columns for Regional, National, and Parallel Reach.

Regional chart for Grandmaster Slice listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Grandmaster Slice listing stations like WRCR, WSTV, WXPB, etc.

KID 'N PLAY Ain't Gonna Hurt... (Select/Elektra) LP: "House Party II" ST Total Reports 109 45%

Chart Summary table for Kid 'n Play with columns for Regional, National, and Parallel Reach.

Regional chart for Kid 'n Play listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Kid 'n Play listing stations like WRCR, WSTV, WXPB, etc.

HEART You're The Voice (Capitol) LP: Rock The House "Live" Total Reports 109 45%

Chart Summary table for Heart with columns for Regional, National, and Parallel Reach.

Regional chart for Heart listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Heart listing stations like WRCR, WSTV, WXPB, etc.

CRASH TEST DUMMIES Superman's Song (Arista) LP: The Ghosts That Haunt Me Total Reports 109 45%

Chart Summary table for Crash Test Dummies with columns for Regional, National, and Parallel Reach.

Regional chart for Crash Test Dummies listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Crash Test Dummies listing stations like WRCR, WSTV, WXPB, etc.

HEART You're The Voice (Capitol) LP: Rock The House "Live" Total Reports 109 45%

Chart Summary table for Heart with columns for Regional, National, and Parallel Reach.

Regional chart for Heart listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Heart listing stations like WRCR, WSTV, WXPB, etc.

ROBYN HITCHCOCK & THE EGYPTIANS So You Think You're In Love (A&M) LP: Perspex Island Total Reports 109 45%

Chart Summary table for Robyn Hitchcock & The Egyptians with columns for Regional, National, and Parallel Reach.

Regional chart for Robyn Hitchcock & The Egyptians listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Robyn Hitchcock & The Egyptians listing stations like WRCR, WSTV, WXPB, etc.

K.M.C. KRUG The Devil Came Up To... (Curb) LP: Perspex Island Total Reports 109 45%

Chart Summary table for K.M.C. Krug with columns for Regional, National, and Parallel Reach.

Regional chart for K.M.C. Krug listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for K.M.C. Krug listing stations like WRCR, WSTV, WXPB, etc.

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ELO PART II For The Love Of A... (Scotti Bros.) LP: Electric Light Orchestra Part II Total Reports 109 45%

Chart Summary table for ELO Part II with columns for Regional, National, and Parallel Reach.

Regional chart for ELO Part II listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for ELO Part II listing stations like WRCR, WSTV, WXPB, etc.

ICY BLU I Wanna Be Your Girl (Giant/WB) LP: Icy Blu Total Reports 109 45%

Chart Summary table for Icy Blu with columns for Regional, National, and Parallel Reach.

Regional chart for Icy Blu listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Icy Blu listing stations like WRCR, WSTV, WXPB, etc.

LITTLE LOUIE & MARC ANTHONY Ride On The Rhythm (Atlantic) LP: When The Night Is Over Total Reports 109 45%

Chart Summary table for Little Louie & Marc Anthony with columns for Regional, National, and Parallel Reach.

Regional chart for Little Louie & Marc Anthony listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Little Louie & Marc Anthony listing stations like WRCR, WSTV, WXPB, etc.

ESCAPE CLUB So Fashionable (Atlantic) LP: Dollars And Sex Total Reports 109 45%

Chart Summary table for Escape Club with columns for Regional, National, and Parallel Reach.

Regional chart for Escape Club listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Escape Club listing stations like WRCR, WSTV, WXPB, etc.

EX-GIRLFRIEND Why Can't You Come Home (Reprise) LP: X Marks The Spot Total Reports 109 45%

Chart Summary table for Ex-Girlfriend with columns for Regional, National, and Parallel Reach.

Regional chart for Ex-Girlfriend listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Ex-Girlfriend listing stations like WRCR, WSTV, WXPB, etc.

JODECI Forever My Love (MCA) LP: Forever My Love Total Reports 109 45%

Chart Summary table for Jodeci with columns for Regional, National, and Parallel Reach.

Regional chart for Jodeci listing stations like KQZ-FM, WPCG, KXOX, etc.

National chart for Jodeci listing stations like WRCR, WSTV, WXPB, etc.

SIGNIFICANT ACTION

M R

MARKY MARK & FUNKY BUNCH Wildside (Interscope) LP: Music For The People

BONNIE RAIT I Can't Make You Love Me (Capitol) LP: Luck Of The Draw

TRACIE SPENCER Tender Kisses (Capitol) LP: Make The Difference

MC SKAT KAT Skat Strut (Captive/Virgin) The Adventures Of MC Skat Kat & The Stray Mob

SHABBA RANKS Housecall (Epic) LP: As Raw As Ever

38 SPECIAL Signs Of Love (Charisma) LP: Bone Against Steel

LISETTE MELENDEZ A Day In My Life... (Fever/Columbia) LP: Together Forever

REMBRANDTS Save Me (Atco/EastWest) LP: The Rembrandts

TINA TURNER Love Thing (Capitol) LP: Simply The Best

ONE NATION Love's Rock (IRS)

SMOKEY ROBINSON Double Good Everything (SBK) LP: Double Good Everything

VANILLA ICE / NAOMI CAMPBELL Cool As Ice (SBK) LP: "Cool As Ice" ST

PRINCE & NEW POWER GENERATION Gett Off (Paisley Park/WB) LP: Diamonds And Pearls

SCORPIONS Send Me An Angel (Mercury) LP: Crazy World

WHITE TRASH Apple Pie (Elektra) LP: White Trash

P1

EAST 894 (WBZZ)/Pittsburgh, PA 8104 (WBSB)/Baltimore, MD 8107 (WQHT)/New York, NY

SOUTH 897 (WEZB)/New Orleans, LA 8EGL/Dallas-Ft. Worth, TX 8KXK/Houston, TX

MIDWEST 896 (WBBM-FM)/Chicago, IL 8HOT102 (WLUW)/Milwaukee, WI 8BEO/Kansas City, MO

WEST 895 (KBOS)/Fresno, CA 8M104 (KHOP)/Modesto, CA 8HOT949 (KZHT)/San Lake City, UT

P2

EAST 930 (WNTQ)/Syracuse, NY 98PXI (WPXY)/Rochester, NY 999KH (WKHI)/Ocean City, MD

SOUTH 893 (KBTS)/Austin, TX 8M100 (WMC-FM)/Memphis, TN 8105 (WDCG)/Durham-Raleigh, NC

MIDWEST 899KG (KSKG)/Salina, KS 8KFMW/Waterloo, IA 8KFRX/Clinton, NE

WEST 8K8Z/Bozeman, MT 8KFBQ/Cheyenne, WY 8KFFM/Yakima, WA

P3

EAST 894 (WBZZ)/Pittsburgh, PA 8104 (WBSB)/Baltimore, MD 8107 (WQHT)/New York, NY

SOUTH 897 (WEZB)/New Orleans, LA 8EGL/Dallas-Ft. Worth, TX 8KXK/Houston, TX

MIDWEST 896 (WBBM-FM)/Chicago, IL 8HOT102 (WLUW)/Milwaukee, WI 8BEO/Kansas City, MO

WEST 895 (KBOS)/Fresno, CA 8M104 (KHOP)/Modesto, CA 8HOT949 (KZHT)/San Lake City, UT



# Have it all

## Beth Nielsen Chapman "All I Have"

The single from  
the critically-acclaimed album  
Beth Nielsen Chapman

"This song is the hottest song on the station. She is the spokeswoman for women who have been in love, are in love or dream of being in love."  
**Bryan Sargent, WLAC-FM/Nashville**

"Our top requested love song at KESZ. Women 25-54 are calling to find out who this heavenly voice belongs to . . . Beth Nielsen Chapman."  
**Carla Foxx, KESZ/Phoenix**

"When we play Beth Nielsen Chapman we get more phones than usual. The word longevity comes to mind. It's a great song."  
**Bob Brooks, KLSY/Seattle**

"The phones are hot, hot, hot. A lot of the response is from future brides who want to use it in their weddings."  
**Jeff Silvers, WLEV/Allentown**

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“CHANGE”

The first single and video  
from her forthcoming  
album REAL LOVE

The follow-up to her Platinum-plus  
debut album AFFECTION

See Lisa on tour this winter

HER NEXT HIT HEARD  
'ROUND THE WORLD

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