N40 FORECAST ♦ AULD LANG SYNE ♦ PARTY TIME

THE NETWORK FORTY

WILSON PHILLIPS

43

12/21/90

house of lords

"Remember My Name"

SIMMONS RECORDS

Already On Over 80 Top 40 Stations!

New House Breakers!

X-100 San Francisco	WRQN Toledo
WKXX Birmingham	Y-107 Nashville
WVKZ Schenectady	WJET Erie
WHHY Montgomery	Plus 10 More!

House Warmers!

WSKZ Sarasota 23-18*	KATM Colorado Springs 27-23*
KRZR Fresno D-27*	KHOP Modesto D-28*
WGRD Grand Rapids D-31*	WKRZ Wilkes-Barre 38-32*

Moves 34-31* On Rock Tracks!

black box

"I Don't Know Anybody Else"

CONSTRUCTION RECORDS

Boxed In This Week!

WPLJ New York	WPOW Miami
Hot 97.7 San Jose	Power 106 Los Angeles
KTFM San Antonio	KJ-103 Oklahoma City
Plus 3 More!	

Check Out The Action!

Kiss 108 Boston 11-7*	Hot 97 New York 12-10*
B-96 Chicago 15-12*	KKSS Albuquerque 19-16*
WLUM Milwaukee D-24*	KZFM Corpus Christi 29-26*
Y-107 Nashville 34-27*	WNVZ Norfolk D-30*

Most Added On Urban Jams!

Album Approaching Gold!

Top 30 National 12-Inch Sales!

A Hit You Need To Deal With First Thing Next Year!

the charlatans UK

"The Only One I Know"

RCA

BMG MUSIC

Starting To Simmer!

KZHT Salt Lake City 27-24*
KATM Colorado Springs 30-28*
KZFM Corpus Christi 39-35*
KZZU Spokane 39-36*

On Over 50 Top 40 Stations!

Buzz Bin!

Former #1 Alternative Radio!

Moves 31-29* On Rock Tracks!

Now Crossing Top 40 And Ready For Your Station!

BIGGABEN BANQUET

INSIDE THE NETWORK FORTY™

ISSUE 43
DECEMBER 21,1990
120 North Victory Boulevard, Burbank, California 91502 1-818-955-4040 Fax 1-818-846-9870

THE BIZ As The Christmas vacation draws near and each moment passes, The Network Forty staff gets slightly more giddy. So it wasn't surprising that when it came time for VP/Managing Editor Brian Burns to expound on his speculation about the radio and music industry in the year ahead, he went over the deep end! For a warped look at 1991, check out this week's **Programmer's Textbook**!

1990 was a banner year for new artists at **Top 40** radio. Among the standouts were M.C. Hammer, Mariah Carey, Bell Biv DeVoe, Wilson Phillips and Damn Yankees. The Network Forty takes an inside look at these new faces that carved a place in the music history books.

TOP 40

CROSSOVER

Who was #1 in 1990 at Rock, Urban and Alternative radio? Who won the coveted top slot in Retail Sales for the year? Find out in this week's Crossover section of The Network Forty!

Musical Memories	5	Most Requested USA	16	Urban Jams 1990	27
Brian Burns	10	Hit Singles	22	Rock Tracks 1990	28
Conference Call	12	1990 Top 100 Hits	24	Alternative 1990	29
Music Meeting	14	Retail Sales 1990	26	Photo Finish 1990	30

THE MUSIC MEETING

CHICAGO
"Chasing The Wind"
Their 21st year of hits looks like a breeze.
(REPRISE)

GEORGE MICHAEL
"Waiting For That Day"
In this case, he always gets what he wants.
(COLUMBIA)

STING
"All This Time"
This former Policeman has an arresting hit.
(A&M)

BETTE MIDLER
"Night And Day"
A second sure Bette.
(ATLANTIC)

TARA KEMP
"Hold You Tight"
A giant step into cool grooves.
(GIANT)

ANOTHER BAD CREATION
"Iesha"
BBD gives ABC a poisonous treat.
(MOTOWN)

ALIAS
"Waiting For Love"
The hit Top 40 radio has been waiting for!
(EMI)

Gene Sandbloom's column, "The Music Meeting," page14

YOU

make our stars shine brighter

Thank you radio
for making our best year ever!

We couldn't have done it
without you.

Capitol Records Promotion

John Fagot
Ritch Bloom
Frank Palombi
Jeff Shane
Tony Chalmers
Frank Murray
Leslie Marquez
Jody Glisman
Lisa Nicole Breetveld
Kim Halverson
Latania Craig
Diane Hines
Melissa Farmer
Caprise Arreola
Bobby Bland
Michael Conway
Phil Dempsey
Ann Carloss
Jack Snyder
Stan Gleason
Chuck Swaney
Randy Robins
Eva Pfaff
Merv Amols
Jeff Blalock
Susan Epstein
Kelly Wallace
Ginny Hopkins
Tasha Mack
Dave Rothstein
Stan Foreman
Debbie Campisi
Frank Falise

©1990 Capitol Records, Inc.

MUSICAL MEMORIES OF 1990

A Look Back At Some Of The New And Influential Acts At Top 40 Radio

by Desiree Stich Schuon & Ann Barron

AS 1990 *fades to black, radio programmers and consumers alike will remember this year as musically significant. With controversial topics, infringement on First Amendment rights and ground-breaking new artists dominating conversations, Top 40 radio embraced a whole new generation of stars.*

It was a year of musical expression where artists banded together to ensure their creative rights, paving the way for new genres of music. Up and down the radio dial, listeners were exposed to everything from repeated sampling to contemporary remakes to fraudulent pseudo-singers. The excitement never ceased as the powerful radio industry recognized the common beauty in music and encouraged its growth. This was indeed "The End Of The Innocence" and the beginning of a new era in music appreciation.

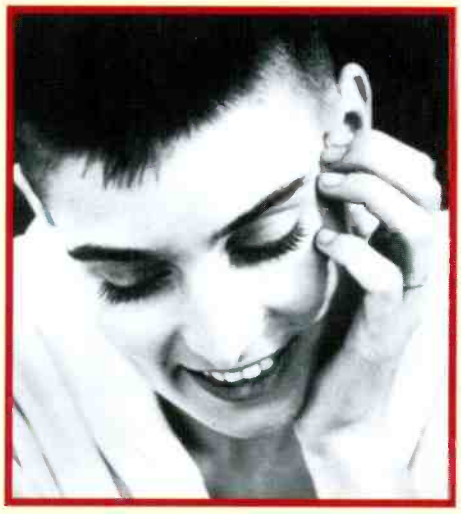
M.C. HAMMER (Capitol) - It's been "Hammertime" for about a year now, and this charismatic talent from Oakland has definitely left his stamp on 1990 with one of the year's most popular and memorable performances. The multi-Platinum seeds of M.C. Hammer have been planted and are sure to blossom for many years to come.

WILSON PHILLIPS (SBK) - Setting the pace in 1990, SBK Records premiered this unique sound that will undoubtedly influence popular music for the decade. The impressive pedigree of Wilson Phillips has reigned supreme throughout the year, as their three-part harmonies and compelling lyrics courted and seduced listening audiences nationwide.

NELSON (DGC) - 1990 proved to be the year that made Matthew and Gunnar the third generation of Nelsons to score a #1 single. (That's right, Virginia! Ozzie, too!) Generating immediate fanfare with their striking good looks and infectious hooks, this dynamic duo has captivated listeners of Top 40 and Rock radio alike.

DEEE-LITE (Elektra) - Ascending from the nightclubs of New York City came the swirling neo- ➢

psychedelic sounds of Deee-lite. Bringing to the airwaves their international outlook on music and fashion, this visionary trio has colorfully burst into the 90s with pulsating vibes and funky grooves.



SINEAD O'CONNOR (Chrysalis) - When Sinead sang "Nothing Compares 2 U," seas calmed, angels wept and Top 40 radio stood still to listen to this powerful expression of unrequited love. A controversial but popular figure, this enchantingly passionate artist produced a #1 smash that possesses rare faith and conviction.

JOHNNY GILL (Motown) - Celebrating their 30th anniversary in 1990 with the emergence of the sultry and emotive Johnny Gill, Motown awarded Top 40 radio with yet another talent destined to be next on the list of Motown legends.

DAMN YANKEES (Warner Bros.) - Imagine what it would be like to have Babe Ruth, Mickey Mantle, Roger Maris and Reggie Jackson on the same team? It would be one of the greatest line-ups of all time, much like that of the Damn Yankees. Extraordinarily successful as solo performers, the musical chemistry possessed by this star studded team enabled them to smack a grand slam in their rookie year.

MARIAH CAREY (Columbia) - With a voice that caresses the ears and oozes of sensuality, the phenomenal Mariah Carey has graced Top 40 radio with a vocal expression that propelled her to the top of the charts and made her one of the crown jewels of 1990.

STEVIE B (RCA) - This idealistic musician crashed dance floors with his aggressive street sound and conquered Top 40 charts with slow, touching ballads. His ability to transport listeners to heated levels of excitement and cool them down with soothing lyrical prose attains his goal to leave them feeling his heartbreak...and his joy.

ALANNAH MYLES (Atlantic) - Dressing Top 40 radio in "Black Velvet" for 1990, this stunningly sexy lady rocks with abandon. Achieving an exhilarating #1 debut single, Alannah easily thrills audiences with her bluesy style and original compositions.

VANILLA ICE (Ultrax/SBK) - Yo, yo, radio! There's a boy out there...whose color is fair...But he can rap...with the best of the Black...Dominating the charts...as he steals some hearts...His musical rhymes...are the sign of the times!

JUDE COLE (Reprise) - Stirring lyrics combined with spirited guitar work validate Jude Cole's emergence onto the pop scene. Utilizing deeply personal insights, Jude skillfully creates genuine music that audiences can identify with as it paints a realistic picture of love. Wonder if he has a girlfriend...

CALLOWAY (Epic) - As the perfect soundtrack for today's materialistic lifestyle, Calloway provides a fun, inspiring anthem for all of us striving to live "the good life." Well-established as one of the industry's hottest songwriting and production teams, the brothers Calloway have come full circle as successful recording artists in their own right.

JANE CHILD (Warner Bros.) - With an unconventional sense of style and commanding performance, this intriguing and multifaceted artist dominated the charts in early 1990 with her progressive pop savvy. Jane's exceptional contri- ➢

AC/DC

"MONEYTALKS"

On Over 150 Kick Ass Top 40 Stations!

Less Talk...More Adds!

Y-95 Dallas
KBEQ Kansas City
KSND Eugene
WKDD Akron
WBXX Battle Creek
WBNQ Bloomington
Plus 4 More!

AC/DC Is Money In The Bank!

I-95 Birmingham 24-12*
WPHR Cleveland D-21*
B-94 Pittsburgh 26-23*
KPLZ Seattle D-23*
KDWB Minneapolis D-24*
PRO-FM Providence 31-26*

NETWORK *40-38**

Moves 8-7 On Rock Tracks!*

Heavy Rotation!

Double-Platinum Album And Selling Like Hot Cakes!

#1 Album In Canada And Top 5 Across Europe!

Ever Seen An AC/DC Concert That Wasn't Sold Out?

CD *Featured On CD TuneUp #31!*

BAD COMPANY

"IF YOU NEEDED SOMEBODY"

On Over 130 Top 40 Stations!

New Stations Inviting Bad Company Into Their Homes For The Holidays!

KXYQ Portland
WIXX Green Bay
WKRZ Wilkes-Barre
KYYY Fargo
OK95 Tri-Cities
Plus 8 More!

They Ain't Wearing Out Their Welcome!

WKZL Winston-Salem 12-8*
WNTQ Syracuse 14-10*
WZPL Indianapolis 22-12*
Pirate Los Angeles 18-14*
WMJQ Buffalo 20-16*
I-95 Birmingham 30-18*
WGRD Grand Rapids 29-18*
KAY107 Tulsa 31-26*
KZZU Spokane 30-26*

NETWORK *Debut *37!*

**2 On Rock Tracks!*

On Tour With Damn Yankees!

CD *Featured On CD TuneUp #30!*

"'If You Needed Somebody' is a smash. It's Top 5 in callout and a power rotation record for us!"
Chris Davis
WZPL Indianapolis

Building Exactly Like 38 Special's "Second Chance" Did Two Years Ago...It Went Top 10! Bad Company Has The Goods, Too!

KEEP THE HOLIDAYS ON THE RIGHT TRACK

ATCO

© 1991 Atlantic Recording Corp. A Time Warner Company

bution to radio this year resulted in a #1 chart topper and has left audiences clamoring for more.

BELL BIV DEVOE (MCA) - After nearly a decade of being in the background, these three young vocalists stepped into the limelight and turned up the volume. Bursting into the Top 40 arena with a slew of hits featuring a hip-hop sound and hard-edged beat, Bell Biv DeVoe consumes listeners with addictive hooks and stacked vocal harmonies.

ALIAS (EMI) - Honest, engaging Rock 'N Roll is what Alias provided Top 40 radio in 1990. Their emotion filled ballad, featuring passionate vocals and stormy guitar riffs, swept audiences off their feet as it steam rolled toward the coveted #1 spot.

DINO (Island) - This Las Vegas native dealt Top 40 radio a full house with his own brand of soul influenced music and ideals. Not a gambler when it comes to presentation, Dino expertly infuses rhythm, blues and contemporary sounds to produce distinctive hits that have, once again, hit the jackpot.

GLENN MEDEIROS (MCA) - Claiming one of the biggest records of the year, with a little help from Bobby Brown, this overnight sensation quickly rose to the top of the heap. Proving he's worth it by establishing himself in an extremely competitive field, Glenn has taken major strides toward musical longevity and heightened credibility.

LISA STANSFIELD (Arista) - Exploding into the world of Top 40, the girl with the signature kiss-curl contributed a fantastically polished debut that expresses raw talent and an urgent desire for success. Taking us all around the world, Lisa did indeed find her baby at the top of the charts.

AFTER 7 (Virgin) - After 7 enriched radio's airwaves this year with their smooth, sensuous vocals and funky mid-tempo dance tunes. What began as a simple family affair (Kevon and Melvin are Babyface's brothers, Keith is L.A.'s cousin) has evolved into a Platinum success story that has firmly planted this trio amid the outstanding new acts of 1990.

MAXI PRIEST (Charisma) - Hypnotizing listeners with his slow, rhythmic groove, this brilliant British artist delivered one of the year's steamiest #1 hits with sheer eloquence. Influenced by reggae, soul and R&B, Maxi's pop style made a strong impact on the expanding sound heard on Top 40 radio in 1990.

In conclusion, this special feature would not be complete without mentioning the continually first-rate contributions from some of the greatest Top 40 staples, including Janet Jackson, Madonna, New Kids On The Block, George Michael, Taylor Dayne, James Ingram, Sweet Sensation, Roxette, Michael Bolton and Phil Collins. The tremendous Rock crossover successes from Aerosmith, Poison, Jon Bon Jovi, Motley Crue, Winger, Bad English, Tom Petty, Billy Idol, INXS and Heart should also be commended. Furthermore, as the face of Top 40 radio changes shape and becomes more experimental with new music, 1990 saw the popularity of acts like The B-52's, Depeche Mode, Faith No More, Concrete Blonde, The Cure and Michael Penn dramatically increase and easily slide into the mainstream Top 40 mix.

1990 was an extremely prosperous year in the evolution of Top 40 music. The new acts born during the past twelve months are most impressive and quite memorable; look for many of them to have staying power in the decades to come. Every year should be as proud and filled with promise as 1990 was for all of Top 40 radio. ◩

© 1990 Atlantic Recording Corp. A Time Warner Company

PROGRAMMER'S TEXTBOOK

The Year Ahead

If you work at a typical Top 40 radio station, you probably wear a *lotta* hats. Production Directors do airshifts, Program Directors do remotes and General Managers do...well, I'm not exactly sure what they do. But I do know they always drive expensive luxury cars on trade!

Things aren't much different at The Network Forty, excluding tax and license. We're a lot like a radio station in print, especially during our music meetings. Therefore, we've drawn the curtains, dimmed the lights and seated ourselves in a circle holding hands, seeking to gain insight and clairvoyance into what will happen to all of us in the biz in 1991.

But remember, predicting the future is a pretty tricky business, so do not attempt this at home. Leave it to trained professionals, like Jeanne Dixon!

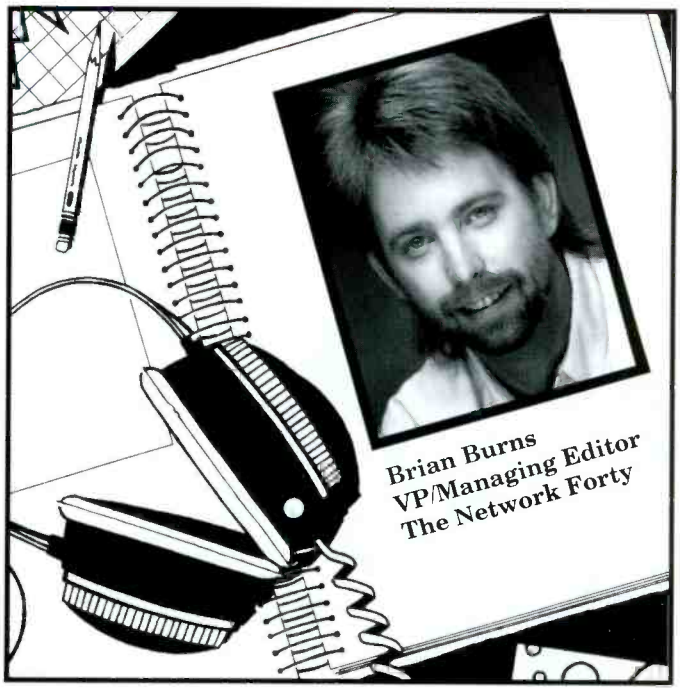
On The Radio Front

In 1991, General Managers will still be driving expensive luxury cars on trade. However, they will be upgrading from Town Cars and Sedan de Villes to imports like the Infiniti or Lexus. Cars from the Black Forest (Beamers and Benzes) are out!

Arbitron will enter into a marketing agreement with Crayola in an effort to improve ascription accuracy. Beginning in 1991, Arbitron will begin supplying crayons to diary keepers. Ratings participants will be required to use the red crayon for early morning, the orange crayon for midday and the magenta crayon for late afternoon. Of course, subscribers will absorb the cost of the crayons on a per diary basis.

Consultants. No radio prediction story would be complete without taking a pot shot at this group of soothsayers, so here it is: Consultants will be blamed for the global warming trend. And why not? When broadcasters are at a loss on where to pin the rap for poor ratings, consultants usually take the heat. But, hey, isn't that what they get paid for?

In an effort to improve relationships and enhance empathy between record label Promotion Executives and Top 40 Program Directors, each programmer will be required to work Y-95 Dallas PD Randy Kabrich on the Top 10 record of their choice.



In a voter referendum, Arizona will once again turn down a Martin Luther King holiday, opting instead to give thumbs up to a Danny Bonaduce Day, in honor of his endless hours of community service in Phoenix.

In 1989, the trend was Rock 40. In 1990, the fad was Adult Top 40. In 1991, watch for the debut of Rap 40! "W-R-A-P...More Rap...Less Crap!" As usual, Pirate Radio will be rumored to choose this format option. Trades will ask the question: "Is research already underway?"

The Wonderful World Of Music

With more record companies and more product in 1991, there will be more hits! As we speak, the Japanese are developing the technology to fit over 60 hit singles onto a Top 40 chart. And you snickered when they bought MCA for all those billions.

After an 8.2 earthquake in Los Angeles, the Capitol Tower will lean several degrees. The LA City Council will ultimately declare the site a tourist attraction, renaming it "The Leaning Tower Of Fagot."

Ambitious unknowns will start hiring stand-in vocalists to gain national exposure and enhance their reputations. After all, it worked so well for Milli Vanilli, right?

In a fierce legal battle, Charlie Minor's almost, maybe ex-wife will be awarded custody of Charlie's collection of Armani double-breasted suits.

The PolyGram Label Group will hire Bob Denver as President of their new associated label, Gilligan's Island Records.

A certain "hit" music magazine mogul will be hospitalized for emergency rhinoplastic surgery after his nose mysteriously grows four feet in length and sprouts leaves. Doctors remain doubtful that the condition can ever be corrected.

And Last But Not Least...

In a fit of holiday generosity, The Network Forty's Brian Burns gives every staff member a $25,000 Christmas bonus!

Oh, well. Guess *we* should leave this prediction stuff to Jeanne, too!

KEITH SWEAT

I'll Give All My Love To You

On Over 175 Top 40 Stations!

18 More Gifts Under The "Love" Tree!

Z-100 New York
Y-95 Dallas
KWNZ Reno
KQKQ Omaha
KBTS Austin
WSSX Charleston
And 12 More!

It's The Love Ballad Of The Season!

Hot 97.7 San Jose 2*
WPGC Washington, DC 4-2*
Q-106 San Diego 4*
Q-105 Tampa 10-7*
WKSS Hartford 13-8*
WZOU Boston 16-13*
WLUM Milwaukee 20-16*
PRO-FM Providence 29-20*
WNCI Columbus 30-26*

NETWORK 31-24*

Moves 13-10* On Urban Jams!

$ Album Approaching Double Platinum!

SARA HICKMAN

I Couldn't Help Myself

They Listened Once And Couldn't Say No!

WKQI Detroit
G-98 Portland
WVKS Toledo
WAEB Allentown
WERZ Dover-Rochester
KZIO Duluth
And 3 More Adds!

Early Adult Success!

WKZL Winston-Salem 34-24*
WLAN Lancaster 29-25*
KTUX Shreveport 35-31*

THE CURE

Close To Me

On Over 35 Top 40 Stations Already!

10 Adds To Cure The Post-Holiday Blahs!

KLUC Las Vegas
WRQN Toledo
WVKZ Schenectady
WLAN Lancaster
OK95 Tri-Cities
KWTX Waco
KTMT Medford
KHTY Santa Barbara
And 2 More!

Early Believers!

KKBQ Houston
WKSS Harford
KZZU Spokane
KIKX Colorado Springs
KYRK Las Vegas

Former Top 5 On Alternative Radio!

DEEE-LITE

Power Of Love

+ Second Most Added At Top 40 This Week With 35 Adds!

Hot 97 New York
Kiss108 Boston
Hot 97.7 San Jose
KWOD Sacramento
WKSS Hartford
Y-107 Nashville
KZHT Salt Lake City
KSAQ San Antonio
KZBS Oklahoma City
KIKX Colorado Springs
KYRK Las Vegas
WBBQ Augusta
KZZU Spokane
G-98 Portland
KPRR El Paso
WVBS Wilmington
And 19 More!

Billboard Dance Chart *1!

$ The Album "World Clique" Is Nearing Double-Platinum!

Elektra Entertainment